Pazarlamada Yeni Boyut

HBR Perspektifi

Müşterilerle İlişkilerin Boyutu

Strangers → **Acquaintances** → **Friends** → **Partners**

No Perceived Value:
Customers have little or no familiarity with or awareness of the brand.

Parity Value:
Customers perceive little significant differentiation among competitive offerings. Purchase and use are based more on price and availability.

Differential Value:
Customers perceive higher quality for a brand relative to competitors, making it more attractive, even at a higher price.

Customized Value:
Customers perceive themselves to be embedded in the brand's ecosystem of products and services through their adaptation and investments in the brand's systems and processes.

Pazarlama bütçelerinden dijital pazarlamaya ayrılan pay:

% 57,9

Industry heterogeneity in channel strategy changes

	Increased number of channels	Returned to face-to-face channels	Using social channels to sell	Added direct to consumer channel	Face to face have become digital channels
B2B Product	65.7%	58.6%	28.6%	28.6%	10.0%
B2B Services	58.6%	58.6%	44.8%	20.7%	6.9%
B2C Product	73.2%	31.7%	51.0%	39.0%	9.8%
B2C Services	54.5%	36.4%	45.5%	45.5%	27.3%

Dijital pazarlama harcamaları karşılığı ortalama sonuç aldığını veya iyi sonuç alamadığını düşünenler

>% 30
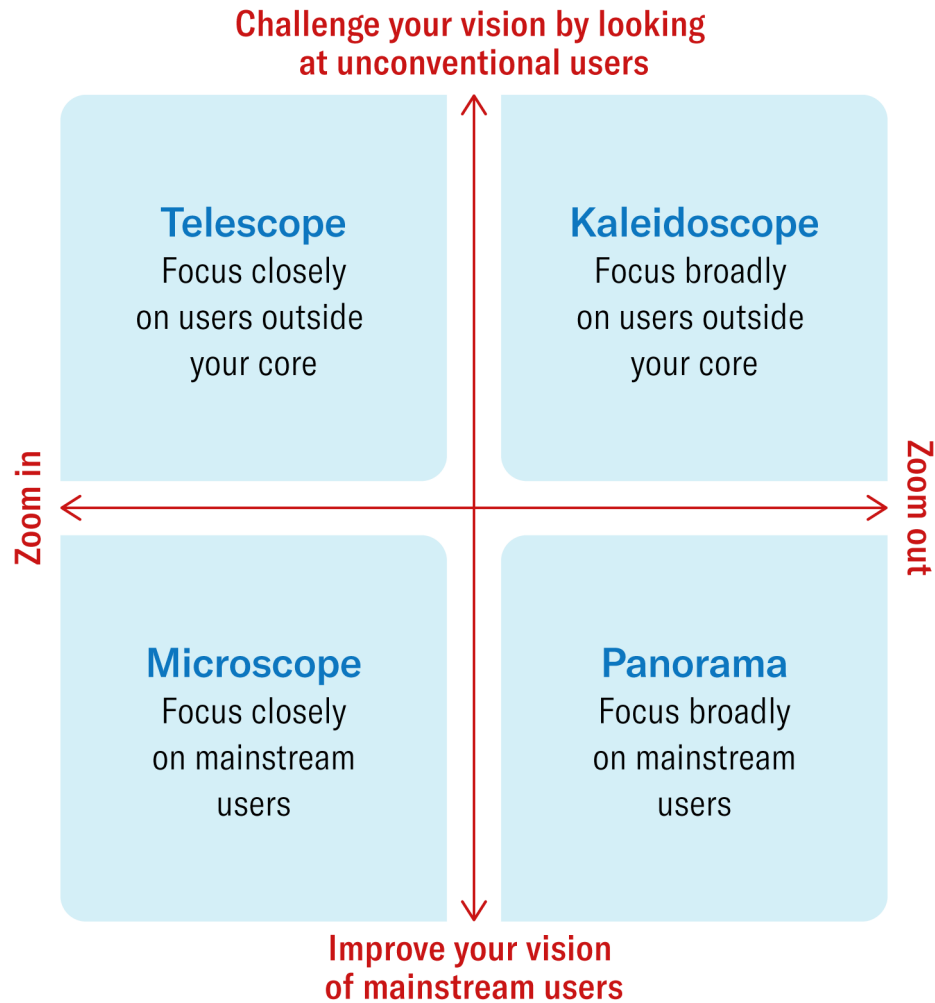
Performans Açığının Nedenleri

- Şirketlerin dijital pazarlama konusunda tamamen entegre bir organizasyonları eksik

- Pazarlama ekiplerinin öğrenme süreci uzun ve karmaşık

- Veri analitiği ve harekete geçebilir metrikler

- Müşterinin yolculuğunu anlamak ve yönetmek karmaşık bir süreç

- Sürekli değişen regülasyonlar ve kuralları takip etmek

Performansı Artırmak

- Stratejik deneylemelere önem vermek
- Fonksiyonlar arası işbirliklerini güçlendirmek
- İnovasyon kültürü
- Büyüme yakalamaya odaklanmak
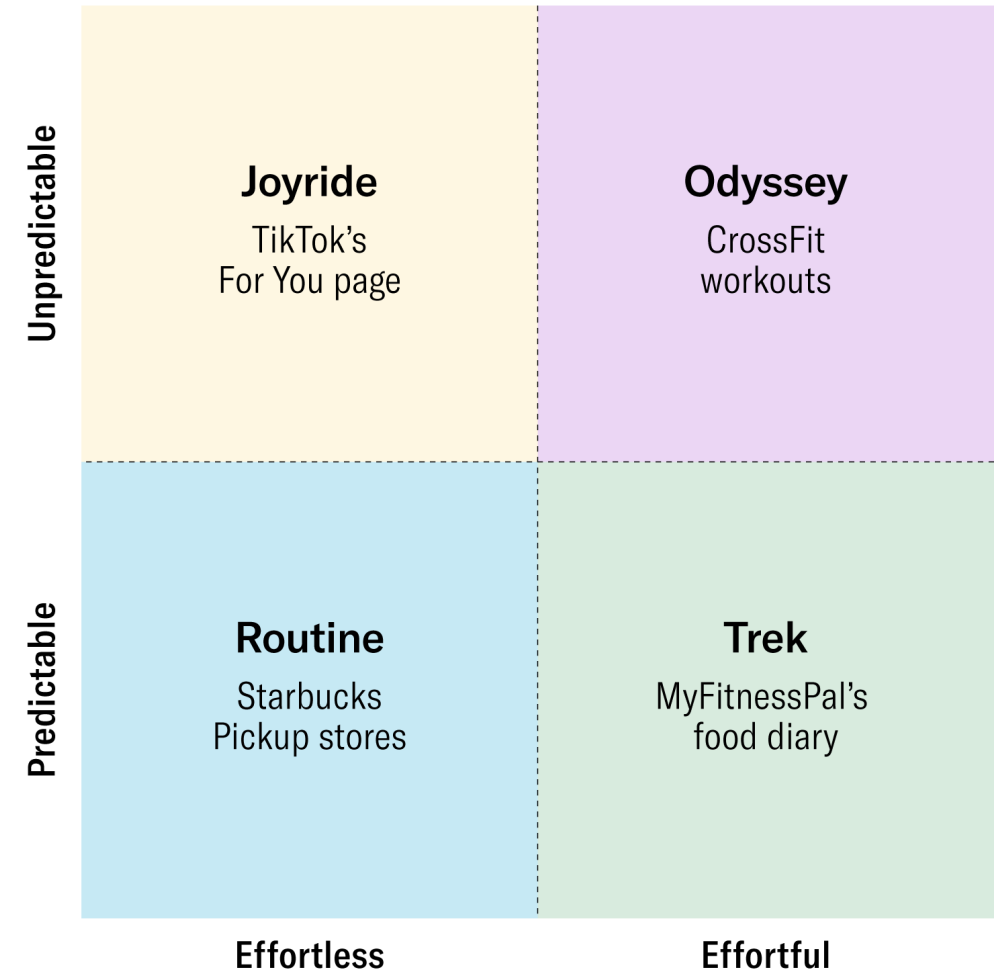- AI ve ML konusunda yetkinlikler edinmek

Four Ways of Looking

To boost your ability to spot unmet needs, you must diversify how and where you look, as in the four strategies below.

Challenge your vision by looking at unconventional users

Zoom in ← → **Zoom out**

Telescope
Focus closely on users outside your core

Kaleidoscope
Focus broadly on users outside your core

Microscope
Focus closely on mainstream users

Panorama
Focus broadly on mainstream users

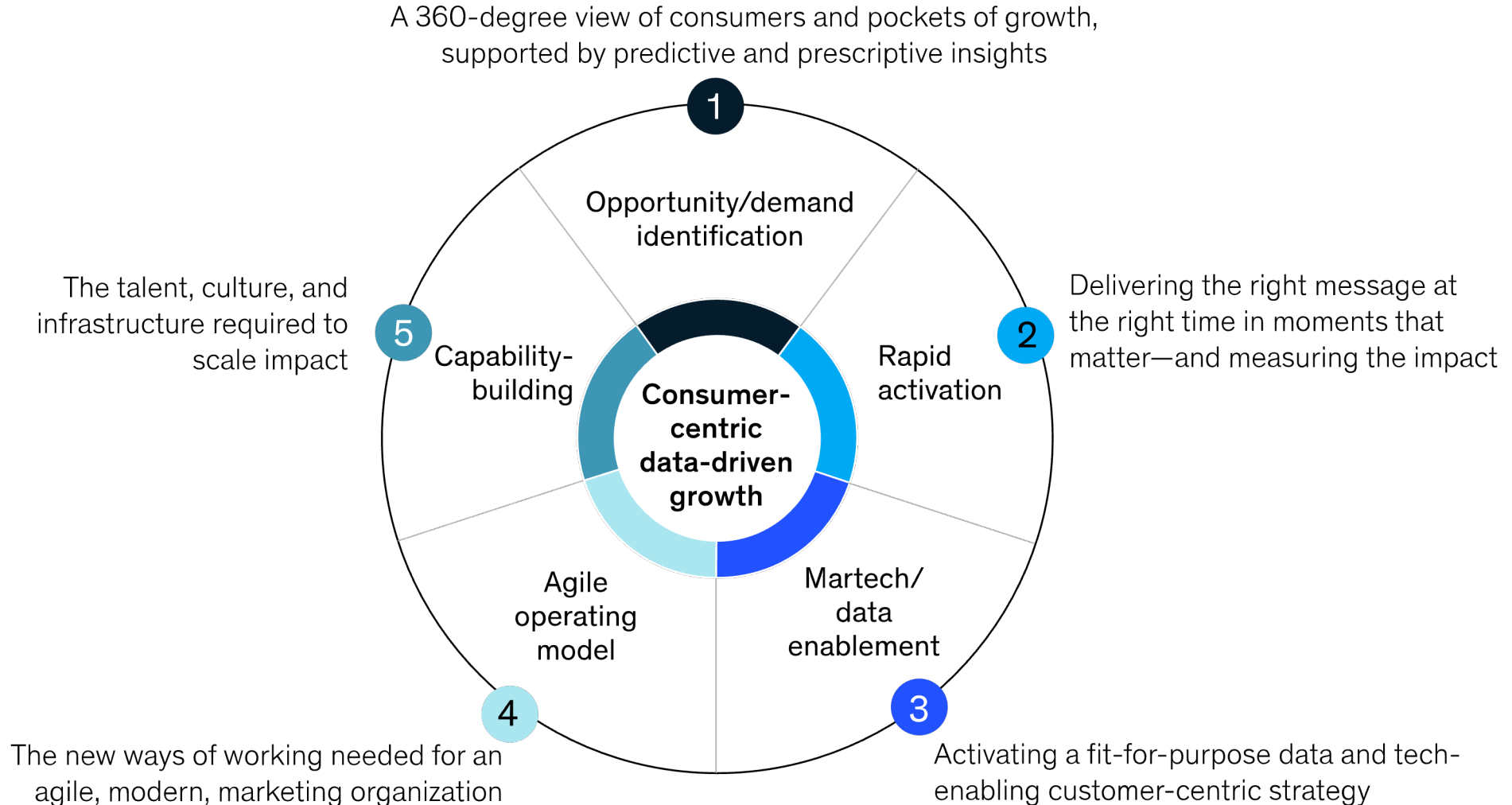**Improve your vision of mainstream users**

The Customer Journey Matrix

Customer journeys can be categorized into four distinct archetypes according to their level of effort and predictability.

Unpredictable

Joyride
TikTok's For You page

Odyssey
CrossFit workouts

Predictable

Routine
Starbucks Pickup stores

Trek
MyFitnessPal's food diary

Effortless   **Effortful**

Veri Temelli Pazarlama Yaklaşımı

A 360-degree view of consumers and pockets of growth, supported by predictive and prescriptive insights

The talent, culture, and infrastructure required to scale impact

Delivering the right message at the right time in moments that matter—and measuring the impact

The new ways of working needed for an agile, modern, marketing organization

Activating a fit-for-purpose data and tech-enabling customer-centric strategy

1 Opportunity/demand identification

2 Rapid activation

3 Martech/data enablement

4 Agile operating model

5 Capability-building

Consumer-centric data-driven growth

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