



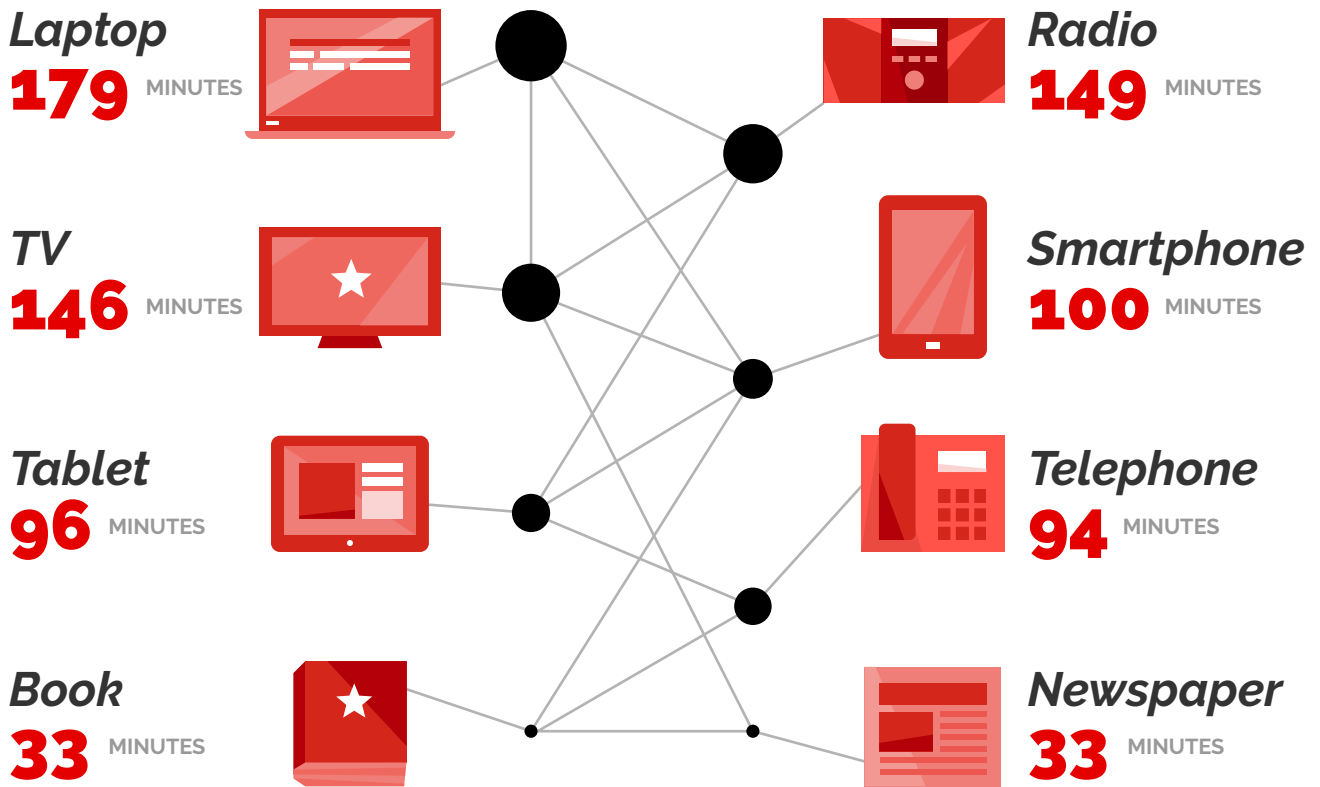
Connecting the Dots

INTEGRATED DIGITAL MARKETING

Today's consumers connect with brands on multiple platforms and devices. Follow their journey and be present at all crucial touchpoints to maximize the returns on your digital marketing.

★ SWITZERLAND'S DIGITAL MARKETING LANDSCAPE

Media Use During a Regular Work Day



★ Many media sources are used simultaneously, resulting in what's known as the second screen phenomenon.



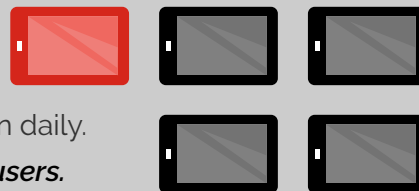
More than 50% of television viewers occasionally use a second screen at the same time.

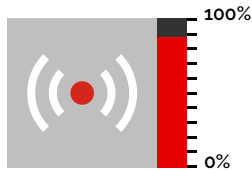


One fifth

of all TV viewers use a second screen daily.

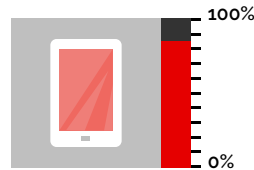
This number *doubles* among young users.





88%

of Swiss people are *online regularly*.



85%

of Swiss consumers use a *mobile phone* to search for information every day.



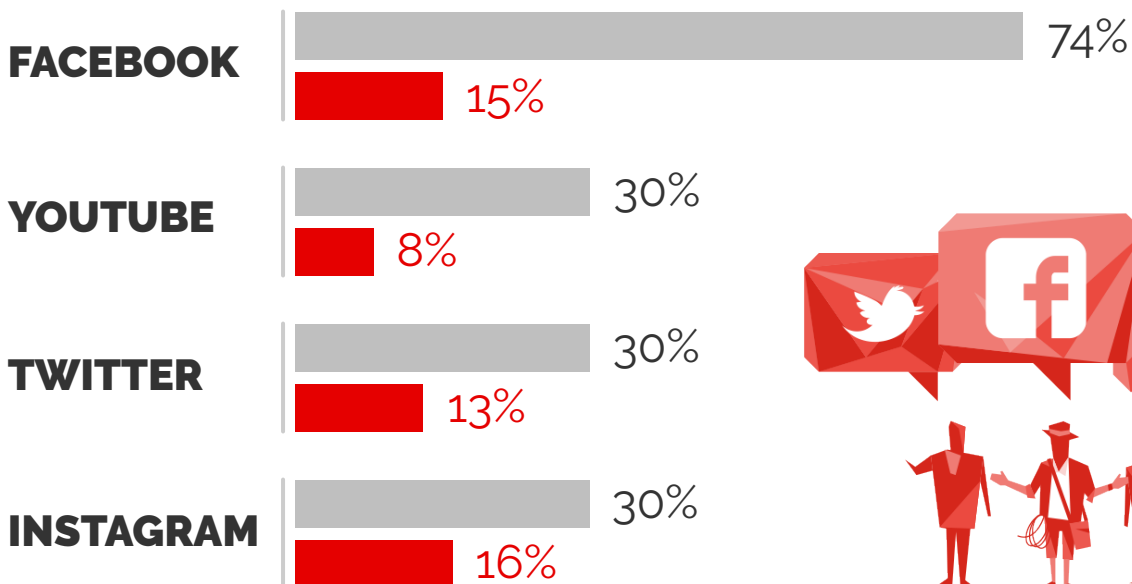
61%

of Swiss consumers conduct an *online search* prior to making a purchase.

Mobile internet use is growing while the use of television and desktop computers stagnates and radio and newspaper audiences decline.

★ Social channels are an important touchpoint.

■ % of Consumers Following a Brand in 2015 ■ Increase Since 2014



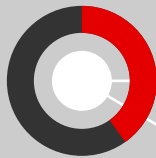


Consumers look for several digital touch-points when making a purchasing decision.

SOURCE OF INFORMATION FOR PURCHASING DECISIONS

Company Website

42%



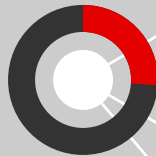
Price Comparison Platform

24%



TV Spots

26%



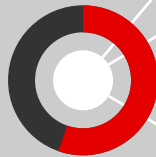
Search Engine Results

36%



In-Store Experience

55%



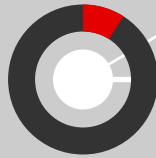
Newsletter

31%



Facebook

8%



Twitter

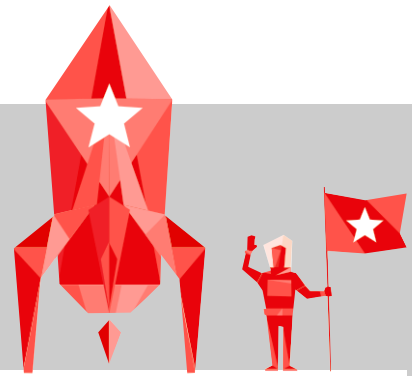
4%



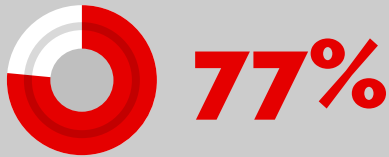
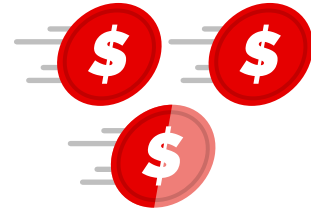
Digital advertising is expected to be the fastest-growing global advertising segment in coming years.



★ POTENTIALS AND CHALLENGES OF INTEGRATED DIGITAL MARKETING

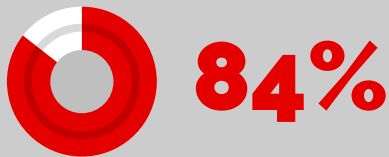


European companies with strong digital capabilities across channels are able to **convert sales** at a greater rate. Companies in the top percentile regarding numbers of digital touchpoints converted awareness to sales at a rate **2.5 times** greater than those at the lowest percentile.



77%

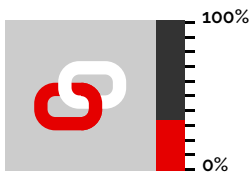
of marketing professionals believe they can drive sales and profit by becoming an effective **multichannel marketing** company.



84%

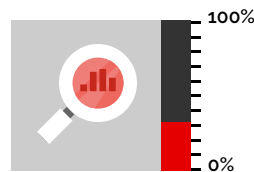
of senior marketers around the globe have made **multichannel marketing** a key focus of their marketing strategy.

★ Though the importance of multichannel marketing is undisputed, many companies still struggle.



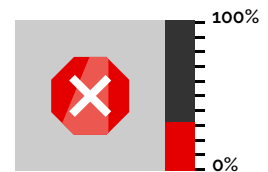
32%

report difficulty linking touchpoints.



31%

lack adequate technology for cross-channel tracking.

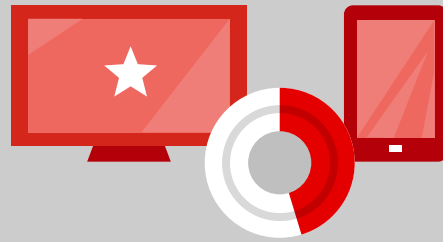


31%

feel their organizational structure hinders cross-channel tracking.

Just 45%

of digital marketers were able to *integrate more than one channel*. This limited integration is inhibiting their ability to reach consumers on the right device at the right time.



★ HOW TO BUILD A SUCCESSFUL DIGITAL MARKETING STRATEGY



Focus on content, not on platform. First define the message you want to communicate, then find the best platform for what you have to say.



It's better to have **fewer channels that are thoroughly utilized** than many insufficient ones. Analyze your touchpoints and eliminate channels that are poorly maintained or duplicates content available on others.



Eliminate silos that isolate content. Start from the core and organize your company around strategic integration with minimal separation between channels.



Gather user feedback, focus on the needs and wants of your audience, and respond accordingly.



Listen to and act on your data. Measure your digital marketing strategies regularly and continuously adapt to the information you receive. Enhance or end strategies that aren't working and expand projects that get a strong response.

SOURCES:

http://www.net-matrix.ch/sites/default/files/files/NET-Matrix-Base/NMB_2014-2_Medienmitteilung_20150305.pdf

<http://www.media-use-index.ch/mui.aspx>

<http://www.mcschindler.com/2015/06/16/sexhste-befragung-zur-nutzung-von-social-media-in-der-schweiz/>

http://www.iab-switzerland.ch/fileadmin/user_upload/DACH-Studie_2014.pdf

<http://blog.xeit.ch/2012/11/infografik-zahlen-zur-mediennutzungsdauer-und-zum-second-screen/>

<http://www.accelerom.com/2014/11/diese-kontaktpunkte-fuhren-schweizer-zum-kauf/>

http://www.mckinsey.com/client_service/media_and_entertainment/latest_thinking/global_media_report_2014

<https://econsultancy.com/blog/66615-the-importance-of-multiple-touchpoints-for-consumers-during-purchase-stats/>

<http://brickstreetsoftware.com/content/posts/7-multichannel-marketing-stats/>

<http://www.emarketer.com/Article.aspx?R=1012769>

<http://marketingland.com/report-89-of-marketers-have-problems-with-cross-channel-marketing-data-linkage-is-the-biggest-culprit-131007>

<http://www.marketingcharts.com/online/digital-marketers-report-limited-channel-integration-47826/>

