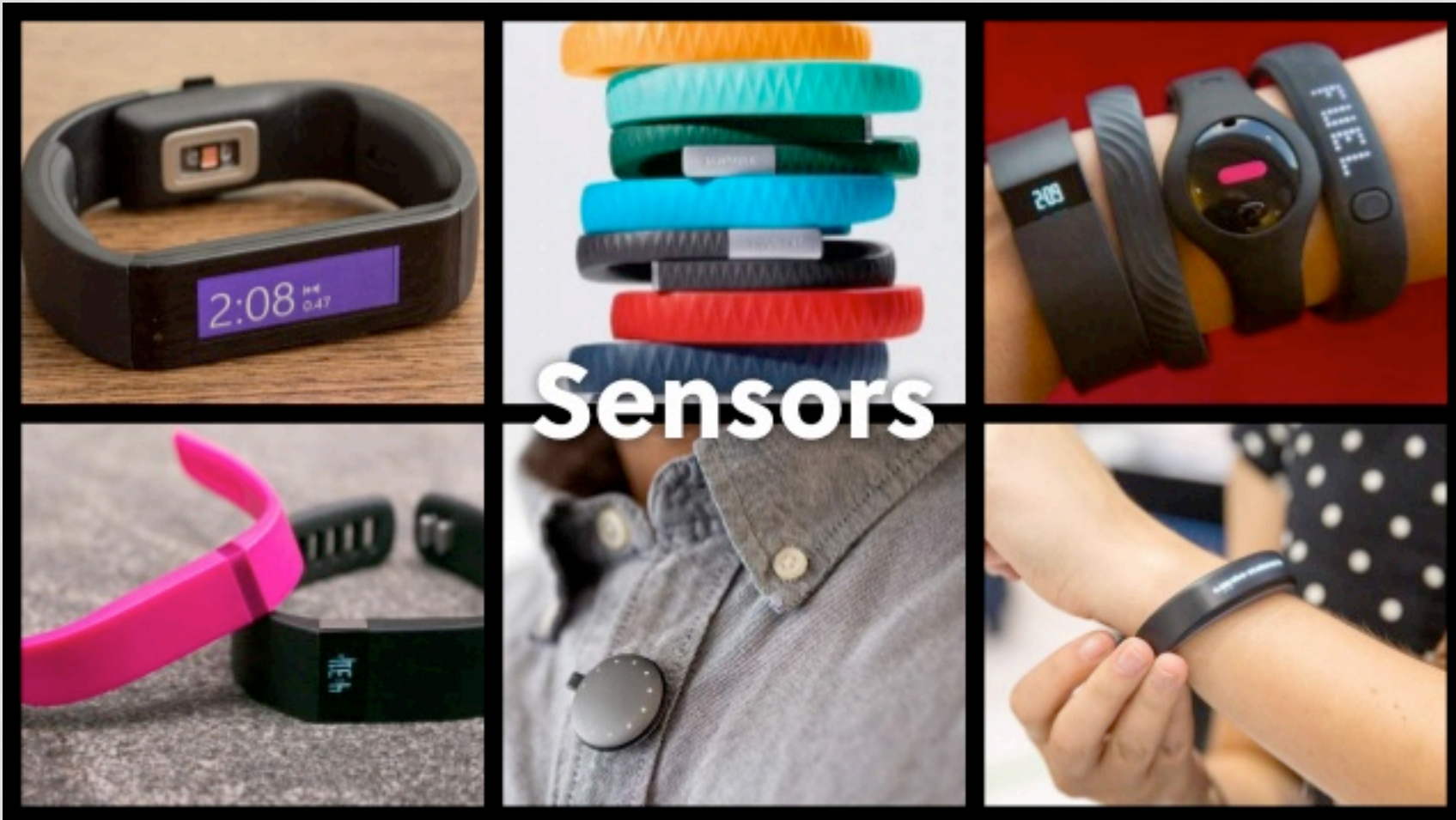


WIE GEHT DIGITALES
MARKETING? BRAUCHE ICH
DAS?

DIGITAL IST ÜBERALL



DIGITAL IST ÜBERALL – SENSOREN



DIGITAL IST ÜBERALL – SMART WATCH



VIRTUAL REALITY



VR



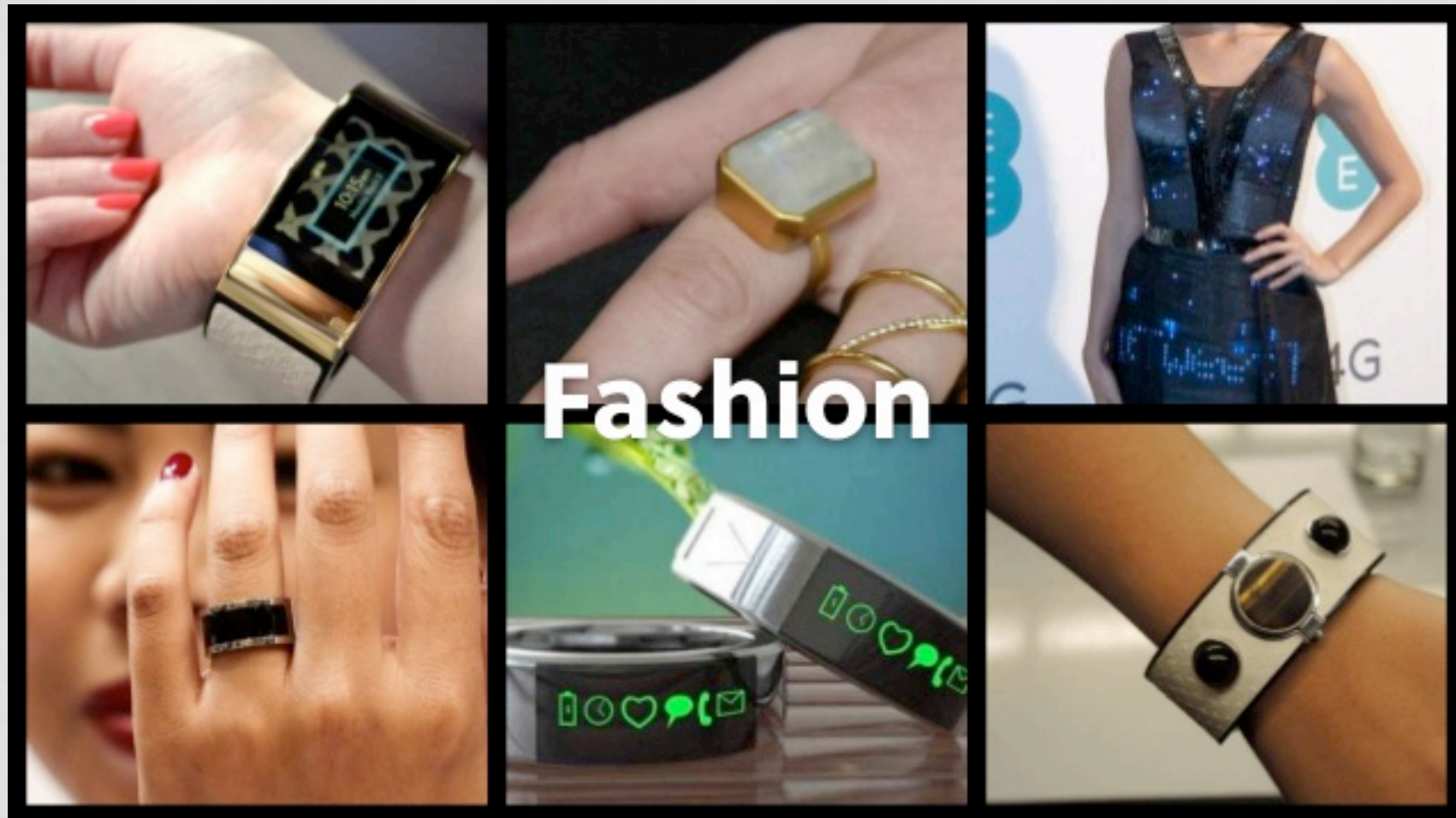
DIGITAL IST ÜBERALL – GLASSES



Glass



DIGITAL IST ÜBERALL – FASHION



TECHNOLOGIEN



S
M
A
C
I
T

Social
Mobile
Aalytics
Cloud
Internet of
Things



Diese Technologien
beeinflussen die
Digitale Transformation

Social

Mobile

Analytics

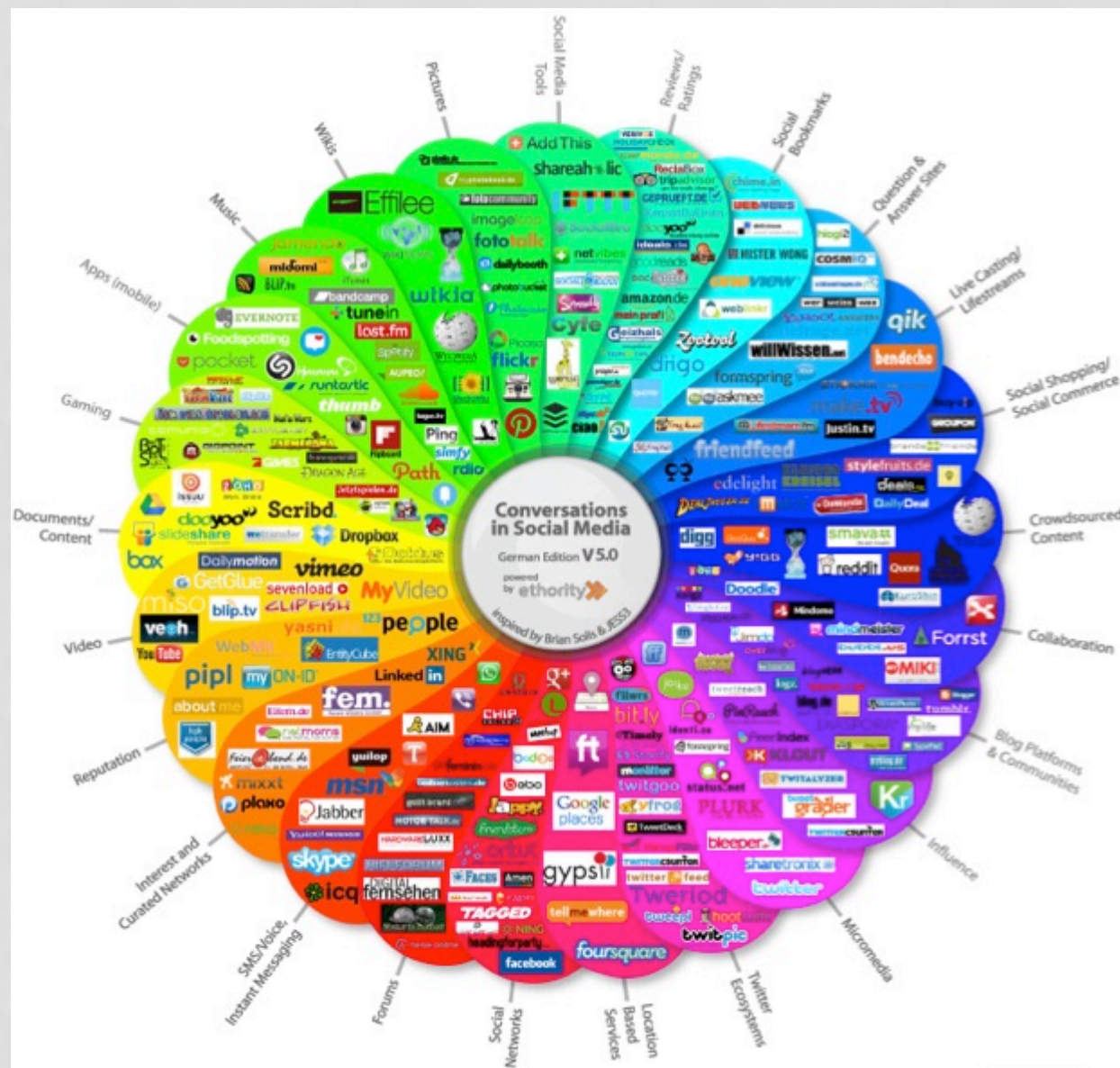
Cloud

Internet of

Things

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

SOCIAL MEDIA $\neq$ SOCIAL MEDIA $\neq$ FACEBOOK



Social

Mobile

Analytics

Cloud

Internet of

Things

The Netflix logo is displayed on a solid red rectangular background. The word "NETFLIX" is written in a bold, white, sans-serif font. Each letter has a thick black drop shadow, giving it a 3D appearance as if it is floating above the red surface.

TECHNOLOGIEN



Social
Mobile
Analytics
Cloud
Internet of
Things



DIGITAL ANALYTICS



Digital Analytics Landscape

Version 0.9α, January 4th, 2014

Web Analytics



Social Analytics



Conversion (Testing, Attribution, Heatmaps)



DIGITAL ANALYTICS



From Social Noise to Strategy

1. Customer Voices

Public social media posts, blogs, news sites and forums are a continuous stream of unstructured data.



2. Listening

Listening tools look within this data to find the terms that are important to your brand.



3. Structure

The data stored for each mention can go beyond sentiment, logging any aspect of their public social activity.



4. Analysis

Data analysts use sophisticated software to manipulate the data and identify actionable insights.

PURCHASE INTENT



COMPLAINTS



AWARENESS



5. Strategy

These insights are then used to create strategies to move your business forward in a structured, data-led way.

INCREASE
SALES IN KEY
DEMOGRAPHICS

SOLVE
CUSTOMER
PROBLEMS

INCREASE
AWARENESS

TECHNOLOGIEN



Social
Mobile
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Things

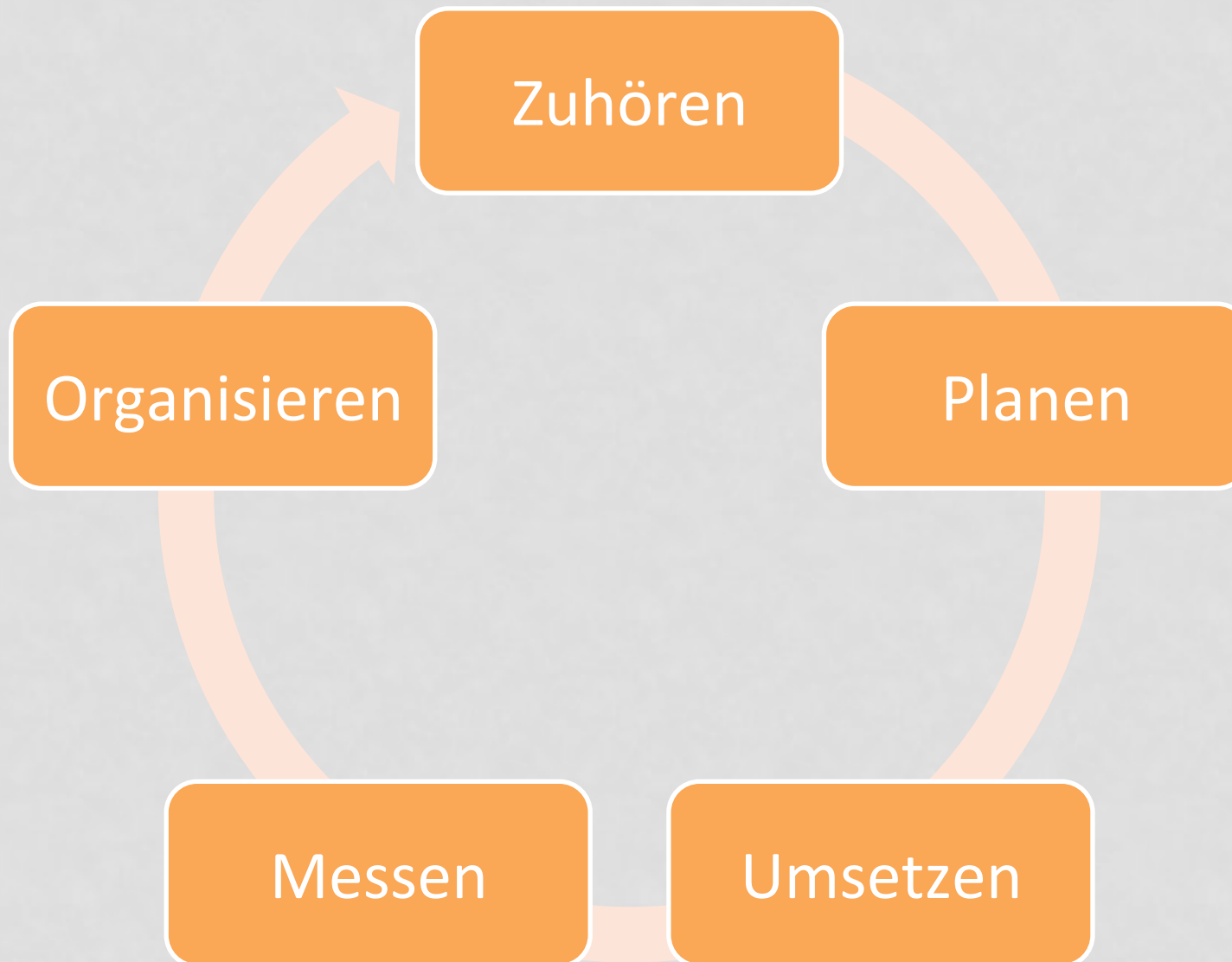


Social
Mobile
Analytics
Cloud
Internet of
Things

ThyssenKrupp



DIGITALES MARKETING MIT KÖPFCHEN!



“

Don't worry about developing a strategy for social, mobile, cloud, or any other technology. Develop a strategy for succeeding in the digital economy—a purpose that leverages your unique capabilities and responds to market opportunities. Then grab every technology that takes you there.

”

Jeanne W. Ross,
Director of the Center for Information Systems Research (CISR)
MIT Sloan School of Management

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solutions.hamburg

Digitalisierung wird von Menschen gemacht!

Der größte norddeutsche Kongress für Digitalisierung, Business und IT!

Geballtes Wissen, richtig gutes Networking und das Silpion sommer.fest
6.-8. September 2017 wieder auf Kampnagel

Anmeldung und Infos unter:

www.solutions.hamburg