

# Marketing strategies for Innovation and Research projects

# About me



## Rafael Alcalde Cazorla

500+  
connections

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Current	ShakingJobs.com, JaraTech Social Technologies, Universidad de Alcalá
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# Introduction



Start-up focused on helping companies to develop the two most critical and vital processes to achieve success: Talent Recruitment and new business opportunities acquisition (social leads), through the most effective mean: Social Networks.



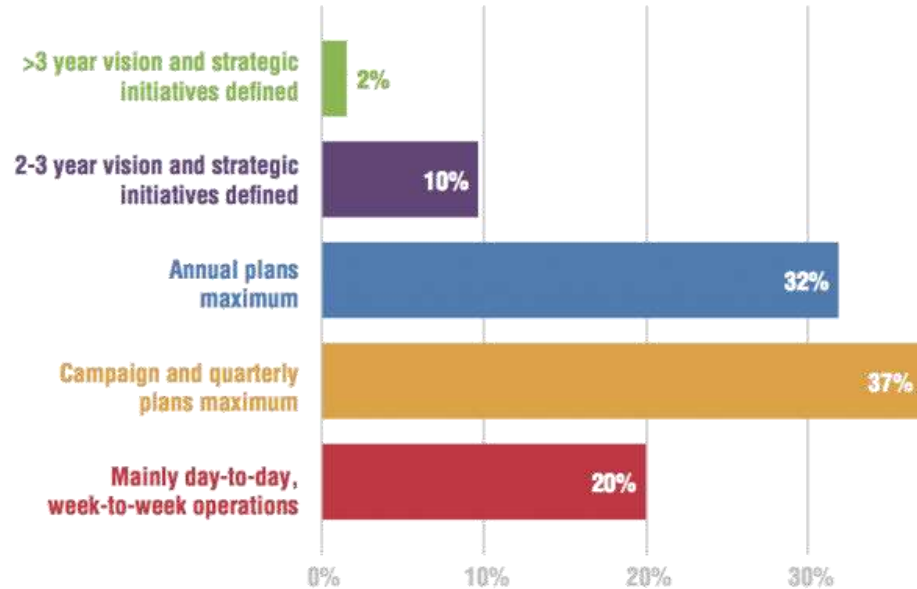


**I HATE  
MARKETERS!**

# Facts about online marketing



## How far ahead do you plan when considering how digital technologies will contribute to your marketing?





# Digital Marketing Excellence

Digital Capability					
	ONE. Initial	TWO. Managed	THREE. Defined	FOUR. Quantified	FIVE. Optimized
A. Strategic Approach	No strategy	Prioritised marketing activities	Defined vision and strategy	Business-aligned strategy and roadmap	Agile strategic approach
B. Performance Improvement Process	No KPIs	Volume-based KPIs	Quality-based KPIs 'Last click' attribution	Value-based KPIs Weighted attribution	Lifetime-value KPIs
C. Management Buy-in	Limited	Verbal support, but inadequate resourcing	Sponsorship and increased investment	Active championing and appropriate investment	Integral part of strategy development
D. Resourcing and Structure	No specific skills	Core skills centralised or agencies	Centralised hub and spoke Dedicated resources	Decentralisation and reskilling	Balanced blend of marketing skills
E. Data and Infrastructure	Limited / no customer database	Separate data, tools and IT services	Partially integrated systems and data	Integrated systems and 360° data sources	Flexible approach to optimize resources
F. Integrated Customer Communications	Not integrated	Core push activities synchronised	Integrated inbound approach	Integrated, Personalised, Paid-Owned-Earned media	Media optimized for ROI and to maximize CLV
G. Integrated Customer Experience	Website not integrated	Desktop and mobile support, not personalized	Partially personalized desktop and mobile experience	Integrated, Personalized web, mobile, email and social media	Full contextual personalized experiences and recommendations
	"Laggard"	"Developing capability"	"Competent average capability"	"Above-sector average capability"	"Market leading capability"

Marketing, easy easy!

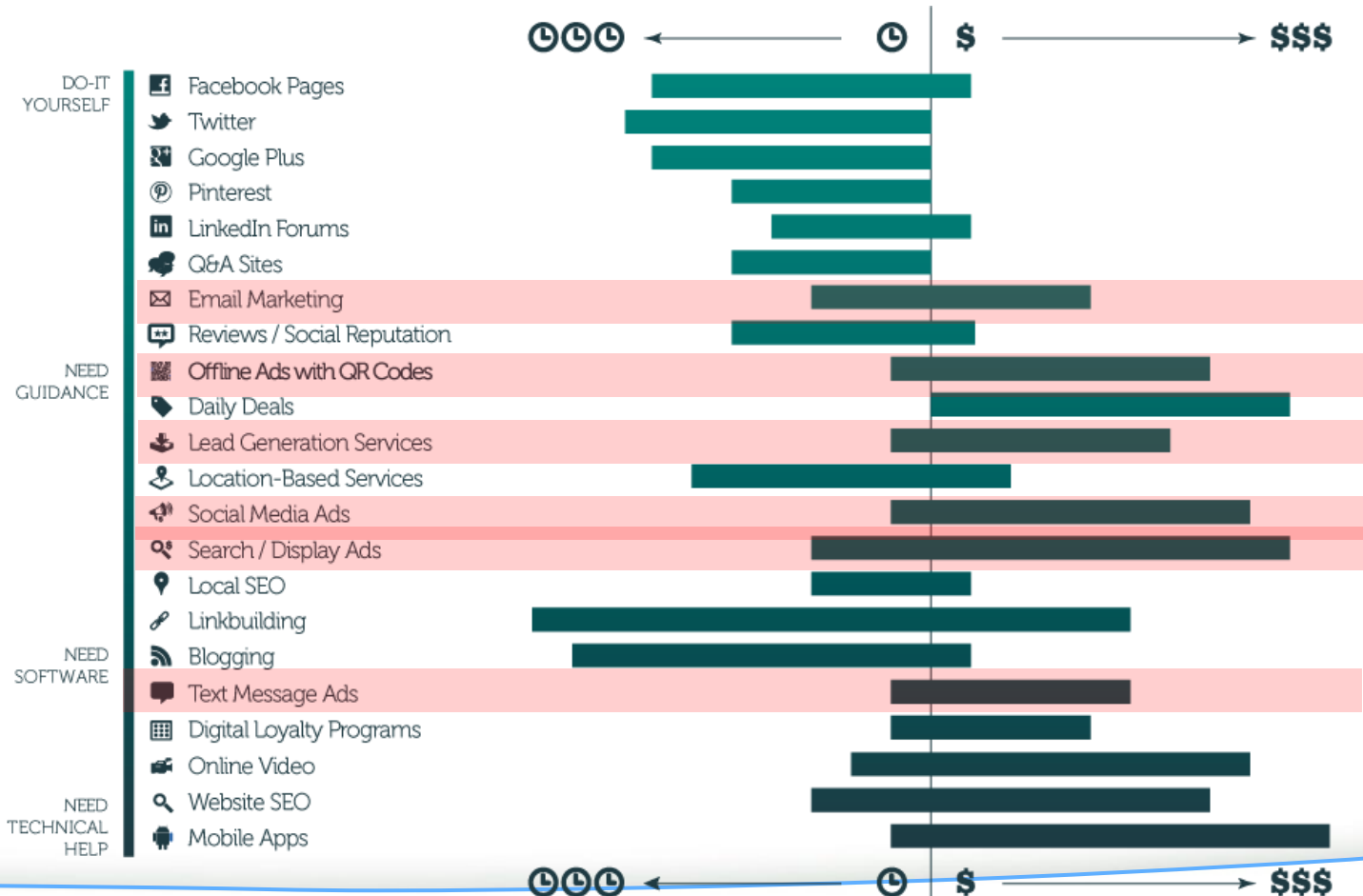




**I HATE  
OUTBOUND  
MARKETERS!**



# Marketing online Strategies: balance on time and budget



# Facilitating business aims

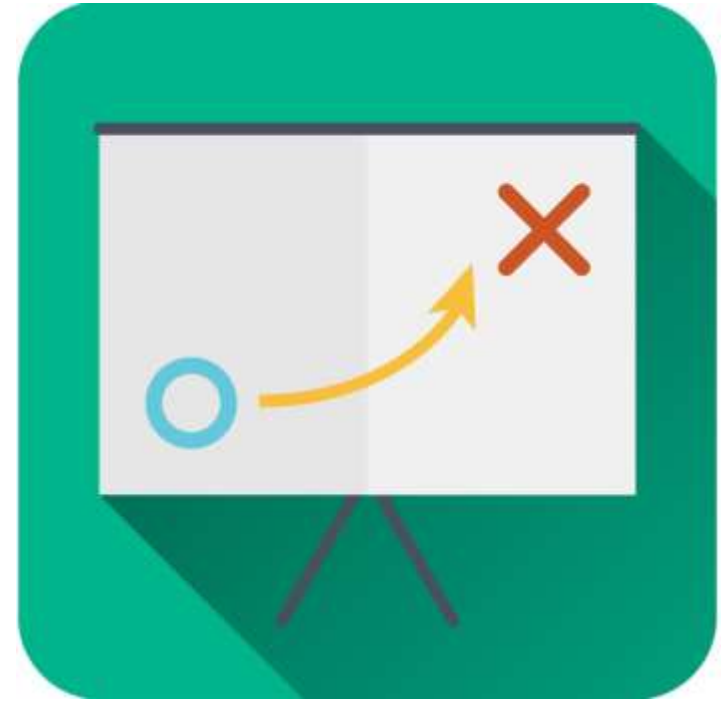
How can the **unique features of social media** help with the business aims?

**interacting with customers** where they are (present and potential) and demonstrate that the client is truly customer-oriented in ways that traditional media channels cannot do.

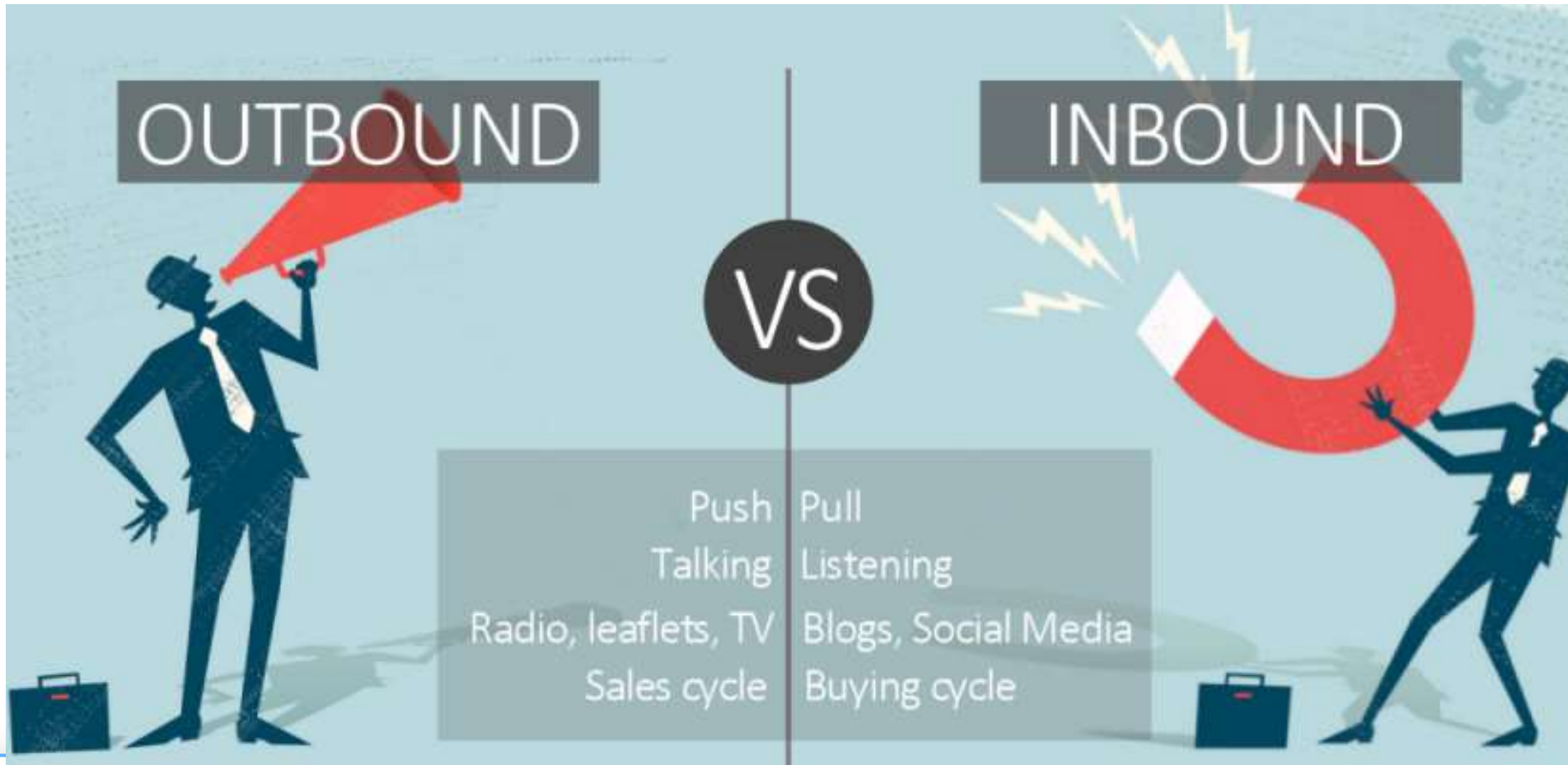
**build trust by being able to listen** to the customers and be responsive, engaging, open to discussion. Social media enables the client to talk with and to show values in action; not just talk.

**build relationships with Communities Of Interest** can help generate top-of-mind awareness.

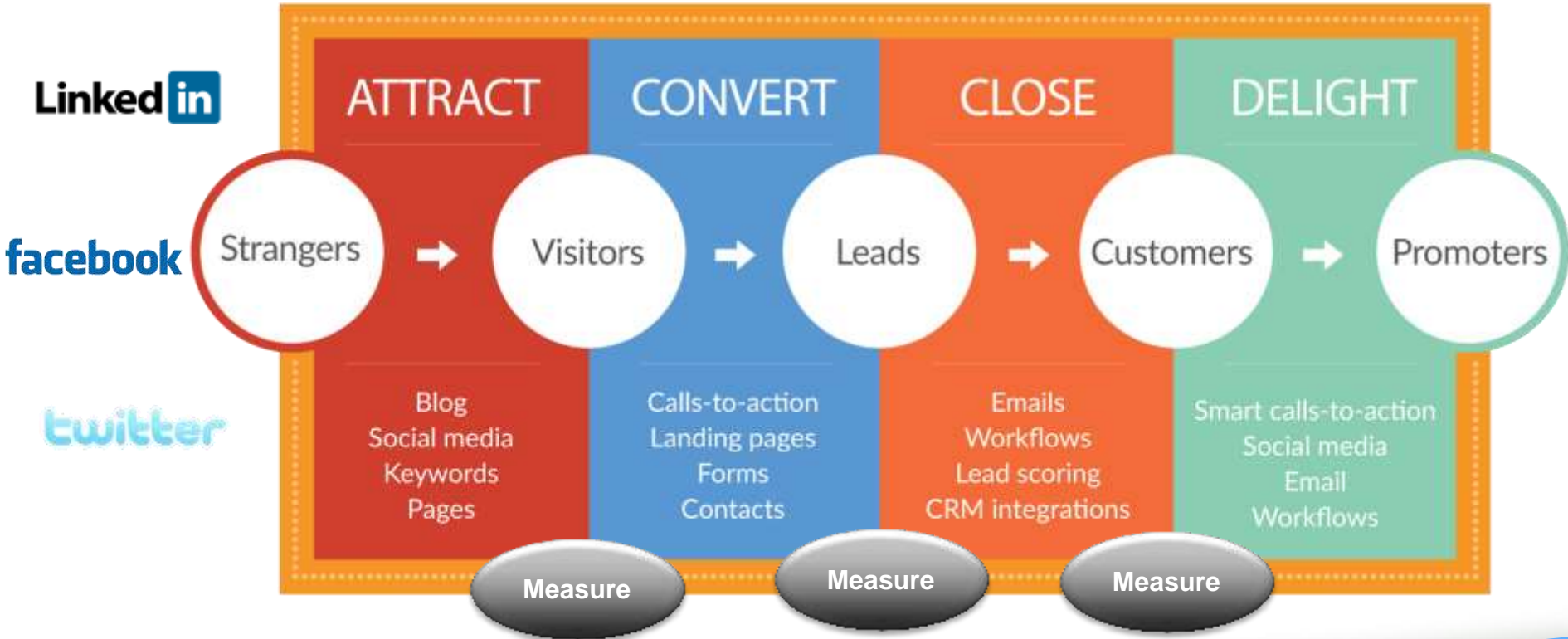
**“awareness”** raising campaigns



# Outbound vs Inbound



# Inbound Marketing Funnel



What's the secret?

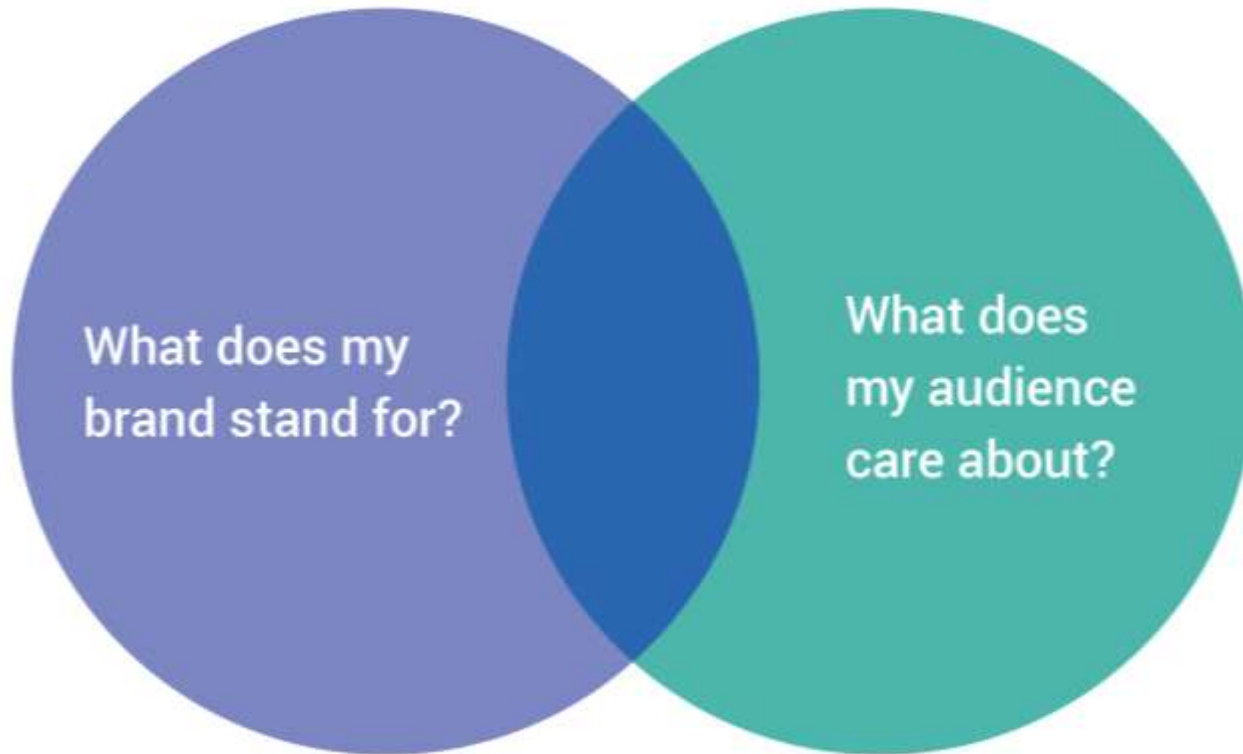




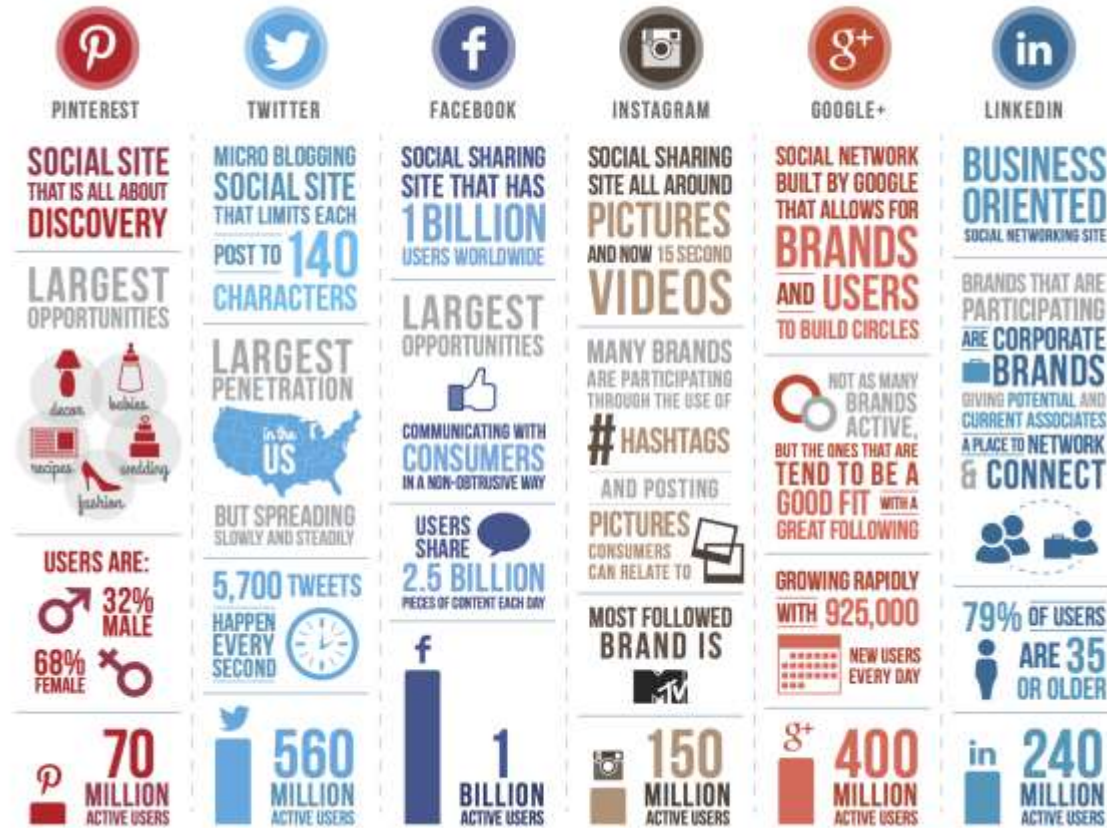
# Who is my audience?



# Content?



# Social networks: The best database



## Profile Data

	Facebook	Google	Twitter	Yahoo!	LinkedIn
Email	✓	✓		✓	
Name	✓	✓	✓	✓	✓
Location	✓	✓		✓	✓
Birth Date	✓			✓	✓
Gender	✓			✓	
Friends/Contacts	✓	✓	✓	✓	✓
Profile Photo	✓		✓	✓	✓
Interests	✓				✓
Social Sharing	✓		✓	✓	✓
Shipping Address					



**ENTERTAIN ME  
OR  
EDUCATE ME !!!!**



# Planning social Content

**Consistent cadence.** In terms of publishing frequency, consistency can help your audience learn when to expect new content from you, and keeping a consistent schedule makes sure you maximize engagement without hitting any lulls or stretches without updates.

**Time-sensitive content.** Events, holidays, product launches, contests—many of these time-sensitive events can be planned ahead of time and placed on a calendar.

**No more silo.** Planning ahead allows others to become involved in the process, involving a whole team rather than a narrow silo of one or two social media managers.

**System of record.** Keeping a calendar gives you something to refer to later.

**The 5-3-2 Rule.**



SOCIAL MEDIA MARKETING CONTENT CALENDAR [YEAR]							
WEEK 1							
CHANNEL	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
FACEBOOK							
TWITTER							
PINTEREST							
LINKEDIN							
INSTAGRAM							
YOUTUBE							
VINE							
SLIDESHARE							
SNAPCHAT							
FOURSQUARE							
BLOG POST							
EMAIL NEWSLETTER							

<http://andrewmacarthy.com/s/social-media-content-calendar-template-excel-editorial-calendar-andrew-macarthycom-7w22.xlsx>

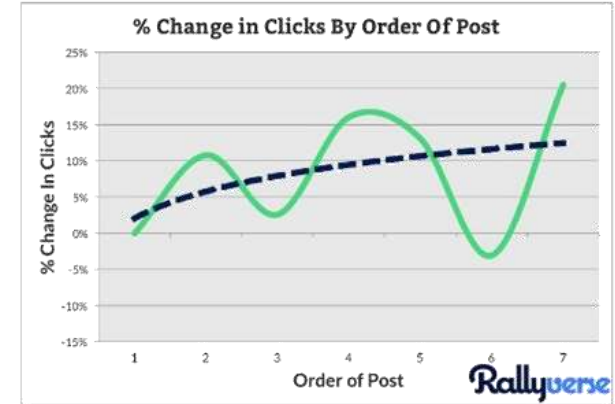
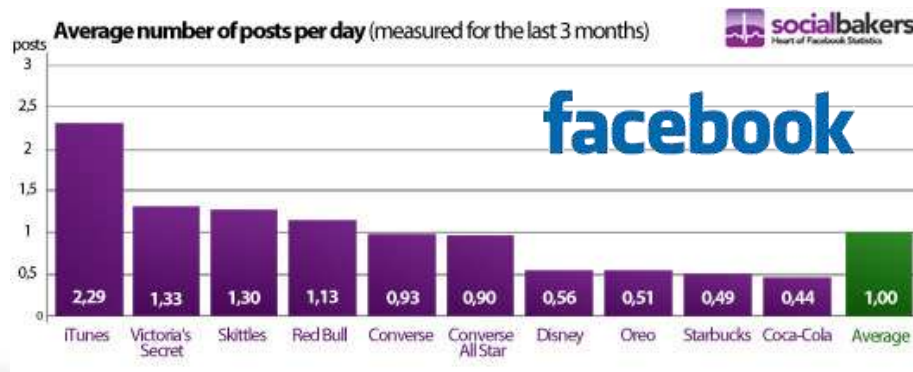


# The ideal frequency to post to social media

Your schedule figures to be unique based on your specific audience. This is not a science, then: Predict, Measure, Repeat.

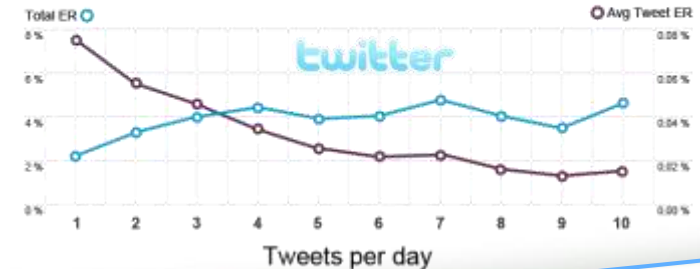
Some studies found:

1. **Post to Twitter at least 5x a day, up to 20 posts.**
2. **Post to Facebook up to 2x a day.**
3. **Post to LinkedIn 1x per day.**

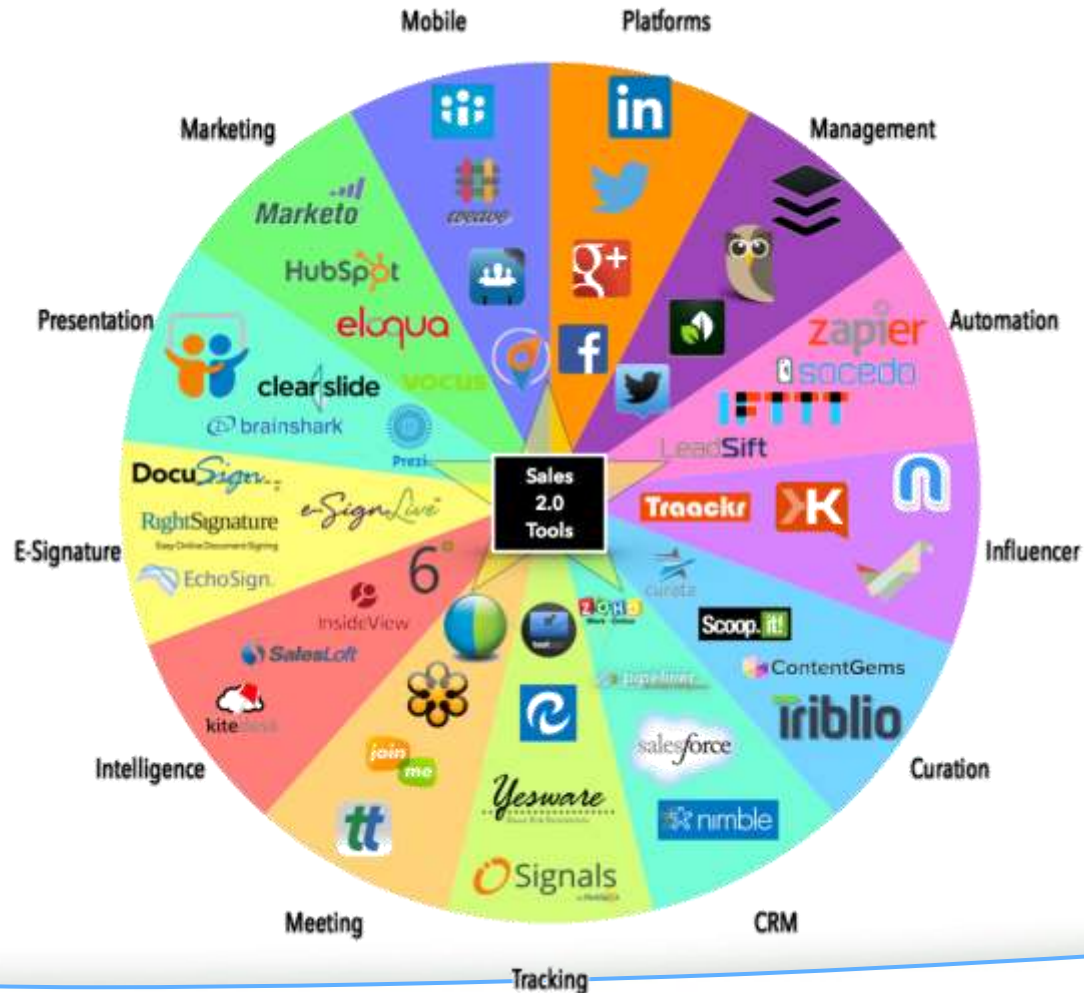


Source: Rallyverse research, July 2014

## Engagement decreases after 3<sup>rd</sup> tweet

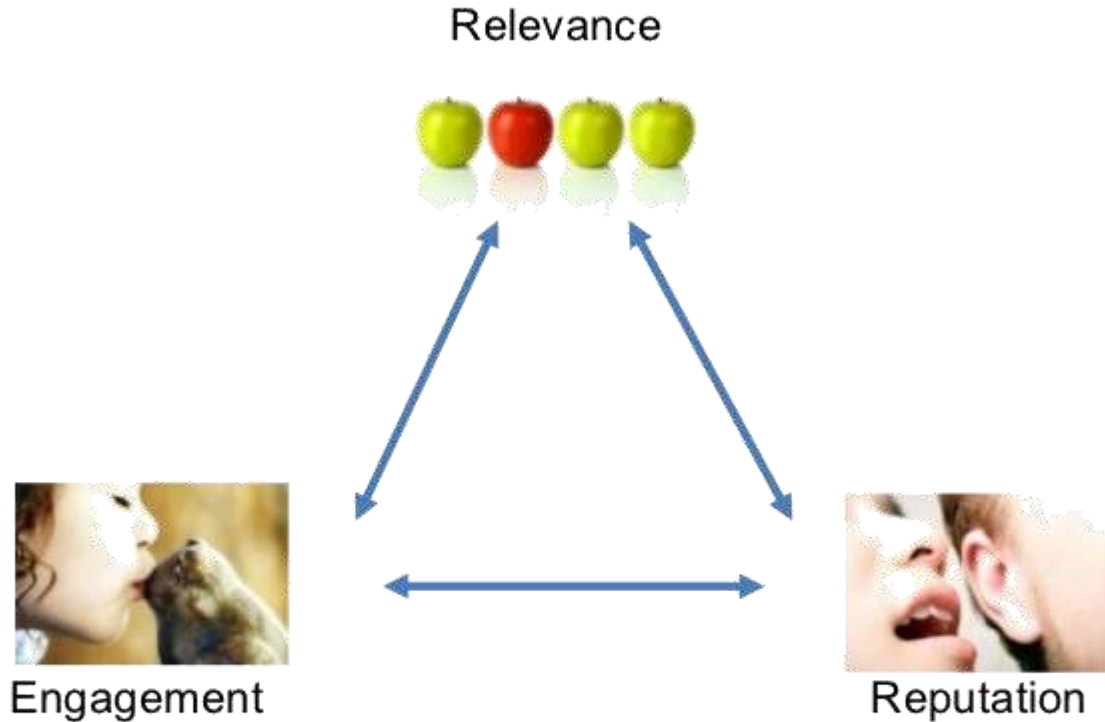


# What's next?



**iNfLUENCE**

# The 3 Selling KPI



$$\text{Reputation} \times \text{Relevance} \times \text{Engagement} = \$\$$$

# The Word of Mouth effect

## The Power of Recommendation

1955    1967    1983    2001    2007

Word-of-mouth is 7x more effective than newspaper advertising,  
5x stronger than a personal sales pitch and 2x as effective as  
radio advertising

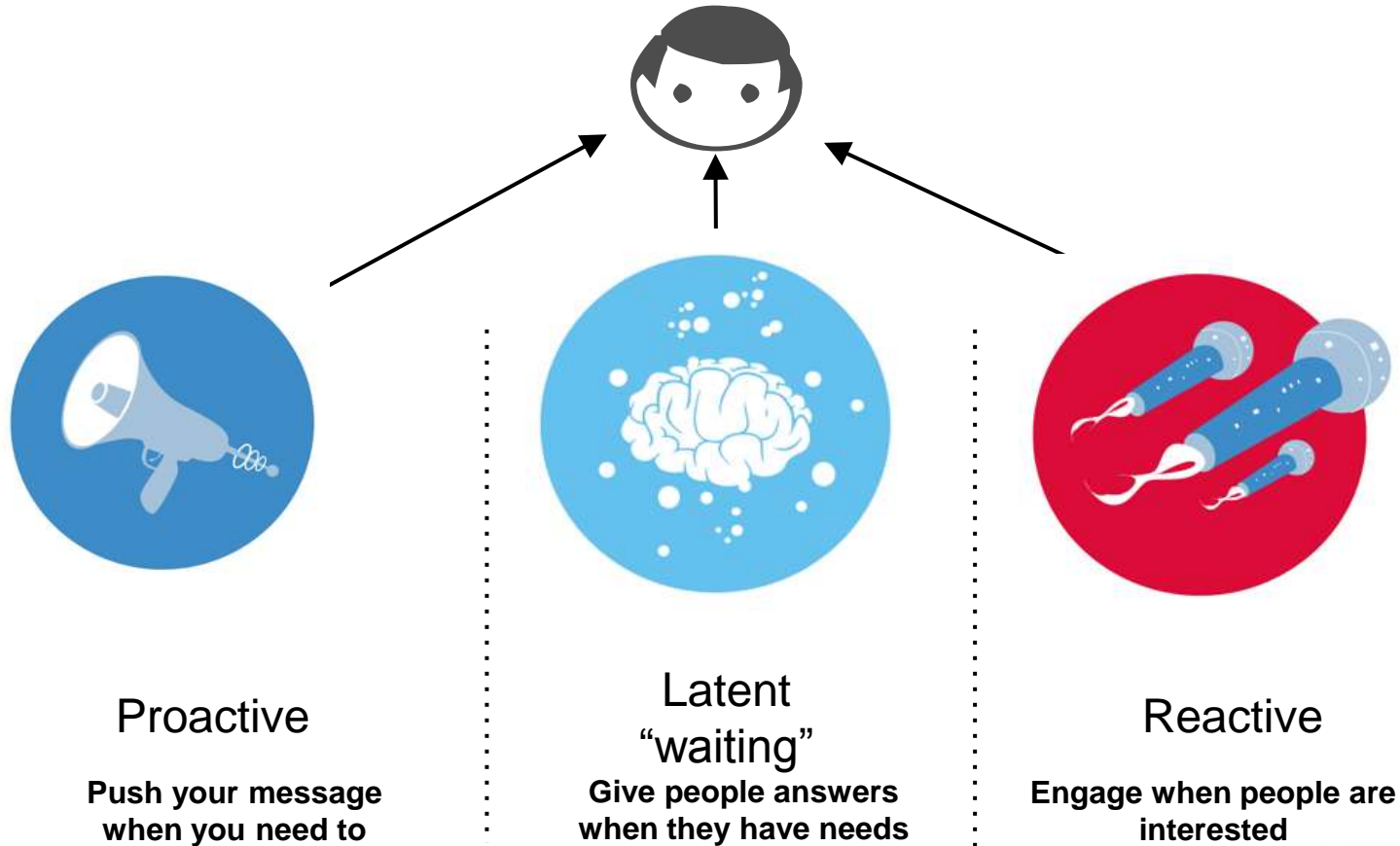
Marketing Science Institute, 2006



This is not exactly news....

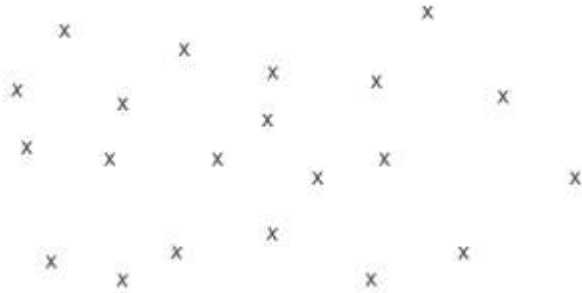


# Influence Model



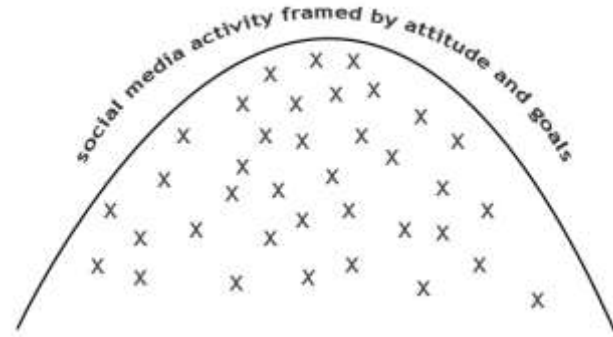
# The benefits of a strategic approach

The Influence Model process helps package the core social media strategic elements into easily understood concrete structures that can be used by any employee required to engage in social media.









An unstructured approach to social media activity.

A clearly defined strategy will then amplify the effectiveness of all the social media activities.



Using goals and attitude to give social media activities form and greater impact






# Social Influence Spectrum

					
<i>Milk, soap, toothpaste, etc.</i>	<i>Bags, jewellery, high fashion, etc.</i>	<i>Pizzas, burgers, burritos, etc.</i>	<i>Cars, boats, coffeemaker, etc.</i>	<i>Restaurants, Stores, web-services, etc.</i>	<i>Computers, cameras, phones, etc.</i>
Low-involvement habitual purchases generally aren't influenced by others' opinions.	Luxury goods appeal to buyers' emotions rather than their sense of utility, so reviews aren't a big factor.	Consumers know what to expect at a chain restaurant, so they usually don't turn to reviews.	When shopping for a non luxury car, many consumers conduct extensive research in blogs and review sites. They are also influenced by the brand's reputation.	When considering independent restaurants consumers often rely on food critics or on sites such as TripAdvisor.	In categories such as electronics, buyers are likely to pay close attention to what previous adopters say before taking a chance on lesser-known brand.

# Are you ready?



# The Influence Grid Explained

Strategy	Who is important?	What's important to them	Challenges	Perceptions to enhance or change
				
Id to follow the actions	<p>Stakeholders in the success of the company, e.g. customers, employees, investors, etc.</p> <p>In regards to <b>customers</b> it is people who share similar needs and desires in relation to the benefits of company's offerings</p>	<p><b>Important to those people</b>, not what's important to the company. Based on research data and general knowledge</p>	<p>What are the <b>known barriers</b> preventing the desired goals, more sales, more job applicants, message adoption, etc</p>	<p>What are the <b>main perceptions</b> to change or enhance</p>



# Identify Target, Challenges and Perceptions: TARGET-GROUPS



Why would the content be valuable and entertaining to others?

This makes it easier for them to share and influence others in your favour.

How will people use the messages to define themselves to others?

This helps them communicate who they are and what they care about.

How will the content grow and nourish relationships?

This promotes social interactions by giving people something worth sharing.

How will they feed into and resonate with the relevant communities?

This helps people further connect with their existing communities of interest.

How do they help people reach self-fulfilment?

This allows them to define their place in society and feel part of something bigger?

How do the messages help spread the word out about issues or causes?

This enables people to advocate for the causes or issues they care about.

# Marketing Plan

Strategy ID	Target	Challenge	Perceptions to enhance	Actions	Measures

Test!



# Any questions?

And the the online survey:

<http://bit.ly/shortq>

## Questionnaire for workshop participants

Thanks for participating in our workshop! We hope you enjoyed it. In order for us to keep up the great work and improve in the future we would like to hear your opinion. Please, answer the short questionnaire below. All responses are completely anonymous. The results will be used for research and the further development of the "Influence Model" framework.

\* Required

### Tell us a little bit about yourself

Which of the following describes your current job function the best? \*

- ☐ Sales
- ☐ Marketing
- ☐ PR
- ☐ Product/service management
- ☐ Customer relationship management
- ☐ Social media management
- ☐ User experience design
- ☐ Top management
- ☐ Other:

Professional experience with social media. \*

- ☐ None
- ☐ Less than 1 year
- ☐ Less than 3 years



Jaratech<sup>TM</sup>  
Social Technologies

<http://www.jaratech.com>

 shakingJobs

<http://www.aimleads.com>

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