



FROM IRIS ACTIVITY TO VIRAL MARKETING

THE CHANGING FACE OF MARKETING

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Cineviz project manager John Behnke looks into a camera mounted on his computer monitor. On the screen, his face appears, framed in a green square. Green means he's engaging with the camera – in other words, he's looking at it.

He glances away from the camera, and the outline around his screen face turns gray. Gray means he's still present but just not engaging.

This may not sound like the latest in techno-intelligence, but for marketers, it's the answer to their prayers.

If Behnke is your target audience and his camera is set up near your advertising message, you've just found out quite a bit about him as a viewer: You know how long he's looked at your ad, his gender and age range, and at what point in your message you lost his interest.

The magic is the result of "video analytic technology." But don't let its name scare you. All it means is electronically checking out who looks at your ads.

HIGH-TECH TOY MAY BE PRAGMATIC TOOL

Ever wonder who's paying attention to the ad material you spend gobs of money on every year?



Marketing musts

1. **Clearly define your target audience (socio/demographic profile – age, income, education, size of household, etc.)**
2. **Understand what they do and learn what influences their behavior (psychographic information – information about personality, values, attitudes, interests, lifestyle, media usage)**
3. **Determine what motivates them so that you can define a message that resonates with them.**
4. **Craft a tailored message and define up-front what you want the message to do (change an attitude, trigger a behavior)**
5. **Identify the proper medium to reach your target market based upon budget considerations and most efficient reach (TV, radio, outdoor, print, Internet, social media, promotion, public relations)**
6. **Measure results (put a system in place so that you know what type of response you are getting from the message. Examples include unique URLs, unique toll-free numbers, coupon redemption, sales, traffic, etc.)**

Courtesy of Laura Myers, vice president of marketing for Infusion inc., pictured at left.

In an era of furloughs, cutbacks and pay freezes, the audience analytics gizmo may seem rather extravagant. But the folks at Cineviz say that in tight economic times, it makes sense to know whether the money in your advertising budget is actually doing anything for you.

"Businesses want to know they are spending their money effectively, and they continue to look for ways to improve their bottom line," Behnke says.

With this technology, it's possible not only to find out who's looking at your material but to change your message if you find it's not reaching your intended target. If hundreds of John Behnkes have stopped looking at your ad, you can 'change-up' your message in an effort to win back their attention.

If your product is lipstick and your target market is women 35 and up and, through audience analytics, you find out that more dudes than dames are viewing your message, you can change it immediately so that it appeals more to women.

Such changes can be made remotely, in seconds, thus putting the brakes on money waste. Instead of waiting for the next issue of the newspaper to come out, you can change your message now, in real time.

Using mats, cameras, colorful graphics and sensors, audience analytic technology can tell business owners in what parts of their store customers spend the most time. It can count how many people visit, how long they stay and when they visit. And a host of other data.

This kind of automated bean-counting is bound to become more prevalent, Behnke says.

"If I am paying money to advertise, I want to know the demographic that my message is reaching," he says.

TARGET MARKETING: DON'T TARGET INUITS WHEN SELLING ICE CUBES

Target-marketing isn't new, but it's evolving by the minute as the chorus line of media vying for your eyeball-time grows longer.

"Today's attention span has shortened dramatically," says Cole Buerger, senior account executive for Leonard & Finco Public Relations. "Because of that, it's important that your message be clear and on-the-spot"

By that, Buerger means the message has to resonate with the consumer – it has to grab him and interest him. Odds for that increase if you hand-pick your audience, or at least weed out the obvious no-sales.

If your product is a high-end specialized mountain bicycle, then you probably don't need to be advertising to the overall population, for example. "You want to be very targeted. Go out and search the Web for blogs and things where niche groups get together and talk about their hobbies (or whatever's applicable to your audience)," Buerger says.

"If you sell ice cubes, it might not make sense to get into a niche market, because everyone uses ice cubes," he adds.

Instead of a blanket approach with a highway billboard or newspaper ad, you might want to try a specialty publication – say, one for bicycle racers or one focusing on diet and health. "Advertising has really gone to the more niche markets lately; even in the Northeast Wisconsin area, you are seeing business magazines, women's magazines, health magazines," Buerger says.

Target marketing has moved from a "push" method to a "pull" style. Instead of pushing a product or concept onto the public, the best business happens when customers are pulled in and actually seek out information about your product, according to Buerger.

NARROW IT

It may sound basic, but don't move too far without defining the goal of your message, says Laura Myers, vice president of marketing for Infusion inc. "What do you want your target audience to do? Change their behavior, change where they shop, visit your Web site, buy your product?" she says.



John Behnke (foreground) and Scott Koffarnus of Cineviz stand in front of a screen showcasing video analytic technology. It can determine the age and sex of the person checking out an ad, how long he/she looks at it and when the viewer loses interest - all valuable information for marketers. (Photo by Dorsch Photography)

Once you figure out what you're aiming for, figure out who your audience is. How old are they, where do they work, what's their household size and income?

Businesses and organizations need to understand who it is they are trying to reach, says Dana VanDen Heuvel, founder of the Marketing Savant Group. "They know what they want for sales, but not who they are really going after," he says.

After that, find out what's important to your targeted consumer. "Is it saving money? Feeling good about themselves? (Having the latest) status symbols? What motivates them based on the messages they are receiving?" she says.

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***-Cole Buergi, senior account executive,
Leonard & Finco Public Relations***



Even before figuring out who your target is, though, you need to think of who it isn't. "The universe of who you can go after is larger than who you can afford to go after," VanDen Heuvel adds.

Too many businesses don't discern who *not* to go after, he says. They don't narrow their focus enough, or they narrow it and then expand afterward. "They say, 'There are 13 types of customers we are going after.' Well, that's a lot of types of people. Who's the most important, which one offers the best for you?" says VanDen Heuvel.

"Businesses don't take the time to step back and understand where most of their business is coming from, who's most profitable, and where the real value is. Is it the customer buying small items every week or the one buying large items once a year?" he adds.

Once you've got the basic demographic, get into your customers' minds, Myers says. "Where do they shop, where do they get their information, what are their hobbies, where do they spend their time?"

Sometimes such answers can be found simply by asking customers. "Give them a free candy bar at the register if they tell you what magazines they read, what types of content, publications and groups influence them in their purchases," VanDen Heuvel says.

PICK ANY MEDIUM (BUT MAKE IT LARGE)

After you've come up with a composite sketch of your target consumer, it's time to figure out which form of media best speaks to him or her. Take a look at the gamut of media out there, Myers says. "Are (your customers) still reading newspapers and magazines? Do they read more online? Do they listen to radio, do they watch (traditional) TV with commercials?"

Many more options for reaching your target market exist today than did 25 years ago – Web sites, social networking, podcasts, online ads, pay-per-click ads, blogs, Twitter, text-messaging, to name a few. E-newsletters, social media and social networking tools are all huge areas of growth in marketing, Myers says.

"Ten years ago people would have a Web presence or a Web page, but now they to establish their brand personality and create a Web site that will match the personality of the brand," Myers says.

Myers points out that for many households these days, TV commercials don't exist, thanks to the DVR (digital video recorder) that allows users to skip over them.

In many cases, the best commercial is word of mouth. Case in point: One of Myers' friends posted on a social networking site that she was trying to decide what kind of camera to buy. "I wrote back, posted a link to the camera we just bought and said 'Check it out,'" Myers says.

That's an example of viral marketing – 'word of mouth' – spread from customer to customer via an electronic medium. Myers liked her camera, so she told a friend. (And by default, probably all 5,000 of her friend's friends.)

"The overriding (message) is that there are more choices in terms of what can be done," Myers concludes.

MEASURING WHAT YOU'RE GETTING FOR YOUR ADVERTISING BUCK

Many image and branding firms do their own audience analytics without sticking cameras all over town. Infusion and Leonard & Finco, for example, use traffic reports to count how many people visit their clients' sites, view their offerings or click on online ads.

Setting up a special toll-free number or a distinct Web address for the purpose of measuring traffic generated by one campaign isn't unusual, either.

But not everything in marketing has gone the way of the pixel. WS Packaging relies on tangible components like labels and wraps to engage and even track its customers.

Special promotions like sweepstakes, scratch-off games and coupons can help raise awareness of and draw attention to a product. They can even promote brand loyalty in the face of price competition from house brands, says Mark Moorhead, director of marketing for WS Packaging.

Audience analytics a big success at Chamber social media event

Some things are hard to measure – love, happiness and affection, just to name a few. But consumer attention? Measuring that has just gotten a lot easier, thanks to a technology that Cineviz offers to its clients.

"Are people actually looking at our video, poster, etc.? Should we continue to do what we are doing? How can we improve? Is this the best spot for my display? I think we know our audience, but is our display engaging people? Are more males or females viewing our content? What is the age group? When should we update or change our display?"

These are just some of the questions anyone who's ever placed an ad for their business or tacked up a poster to promote their church picnic asks.

But wonder no longer. Cineviz's audience analytic technology was on the alert and in motion in August at the Chamber's "Be a Social Media Rockstar" event held at St. Norbert College.

Displaying a rundown of the day's events and presenters, a 46-inch monitor set up in the hotel lobby also had a camera attached to it. It measured audience attention – how many people looked at it and for how long, as well as their approximate age and gender – throughout the day.

Here's what it found:

- **229 people stopped to look at the monitor.**
- **77 (33.6 percent) were women.**
152 of them (66.4 percent) were males.
- **On average, women looked at the screen for 12 seconds.**
- **On average, men looked at the screen for 16 seconds.**
- **Most people looked at the display from 7 a.m. to 9 a.m. and 11 a.m. to 1 p.m.**
- **About 36 percent (82) of the viewers were over age 55.**

The display reached 155 percent of its target market, since 148 people attended the Chamber event and the display drew in 81 additional viewers.





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10 marketing resources worth checking out

Brand Sense: Sensory Secrets Behind the Stuff We Buy by Martin Lindstrom and Phillip Kotler - coming Feb. 2, 2010

Duct Tape Marketing: The World's Most Practical Small Business Marketing Guide by John Jantsch

e-Marketing Intelligence - Transforming Brand and Increasing Sales - Tips and Tricks with Best Practices by Noman Rama

Naked Conversations: How Blogs Are Changing the Way Businesses Talk with Customers by Robert Scoble and Shel Israel

The New Know: Innovation Powered by Analytics by Thornton May

The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly by David Meerman Scott

The Next Evolution of Marketing: Connect With Your Customers by Marketing with Meaning by Bob Gilbreath

Social Media Marketing: An Hour A Day by Dave Evans and Susan Bratton

Social Media 101: Tactics and Tips to Develop Your Business Online by Chris Brogan - coming Feb. 22, 2010

Word of Mouth Marketing: How Smart Companies Get People Talking, Revised Edition by Andy Sernovitz, Guy Kawasaki and Seth Godin

In-store coupons – the kind that usually stick to the product and the customer peels off at the checkout counter – increase sales by increasing the perception of value, according to Moorhead.

"If you're Procter & Gamble and you're selling Tide detergent, and next to it is a product branded by Wal-Mart or Target that costs less, you're going to lose business if people believe it is of similar or the same quality," Moorhead says. "Coupons (for name brands) can help maintain brand loyalty."

Games and coupons also use a basic form of audience interaction. Customers might not be playing online games based on your brand, but by peeling the coupon off your brand of salad dressing, they're interacting with your product.

Many of those very same sweepstakes and scratch-off games are going to online versions, Myers says. "The process is still the same in terms of the way it's done but there are a lot more choices now."

DIRECT MAIL: JUNK OR GEM?

Phil Brown, senior vice president of marketing with RR Donnelley's Response Marketing Services Division, says that for every dollar a business spends on effective direct-mail marketing, it makes \$12 to \$16.

He calls it the most cost-effective and the most trackable way to get your message across.

"Conventional media that takes a broad-based approach can be very expensive, and you can't directly tie the dollar that the radio ad got you into the store," Brown says. "With direct mail, you can target and it allows you to weed those people out who are not likely to be good prospects."

Direct-mail marketers have faced roadblocks in recent years, as digital media consumes more of its market's attention span and more people sign up to be taken off junk mail lists.

But smart companies figure out how to target only the people who might have an interest in their product. For example, a landscaping company might get a better postal rate by blanketing an entire ZIP code with mailings, but if many of its recipients live in apartment buildings or on farms, it's advertising money wasted.

No matter how businesses set about attracting customers, keeping the customer in mind is still No. 1.

"It's vital to understand what your audience is looking for," Buergi says. "Find out what your target market wants and provide the services they need, and then go out and research the necessary methods." 