

„Only marketing and innovation generate results.
Everything else is cost.“
Peter Drucker

.COM | PANION

BESSERES MARKETING. BESSERE PROZESSE.

Opportunities & Challenges for Marketing in Digital Times

Christian Bachem

Mainframe 101

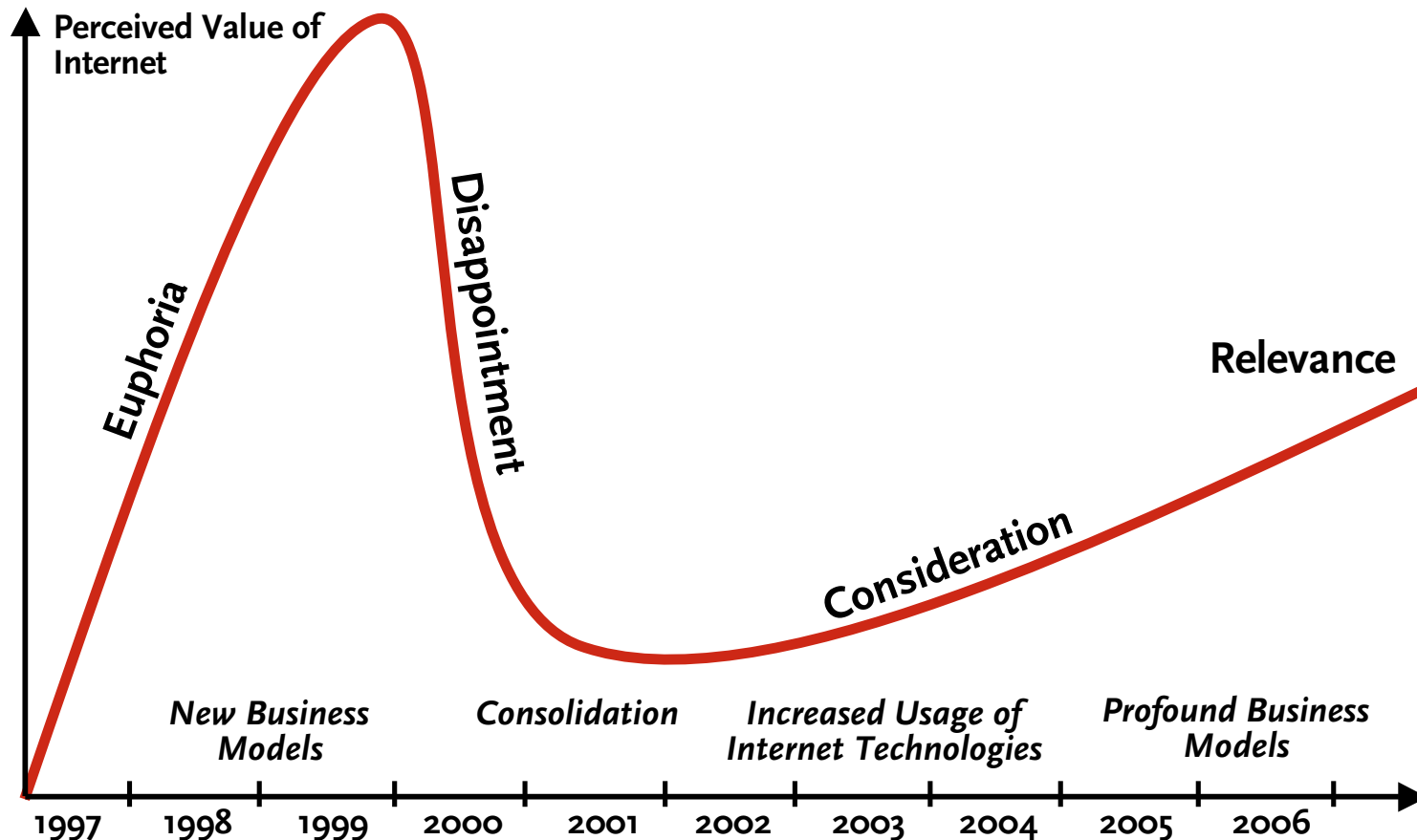
Frankfurt, 02/27/08

| Look Who's Talking

Christian Bachem, Founding Partner, .companion Strategieberatung
+ online since 1989
+ online marketing since 1995
+ online strategy consulting for 20 of DAX 30 within the last three years

So, What Have We Been Through?

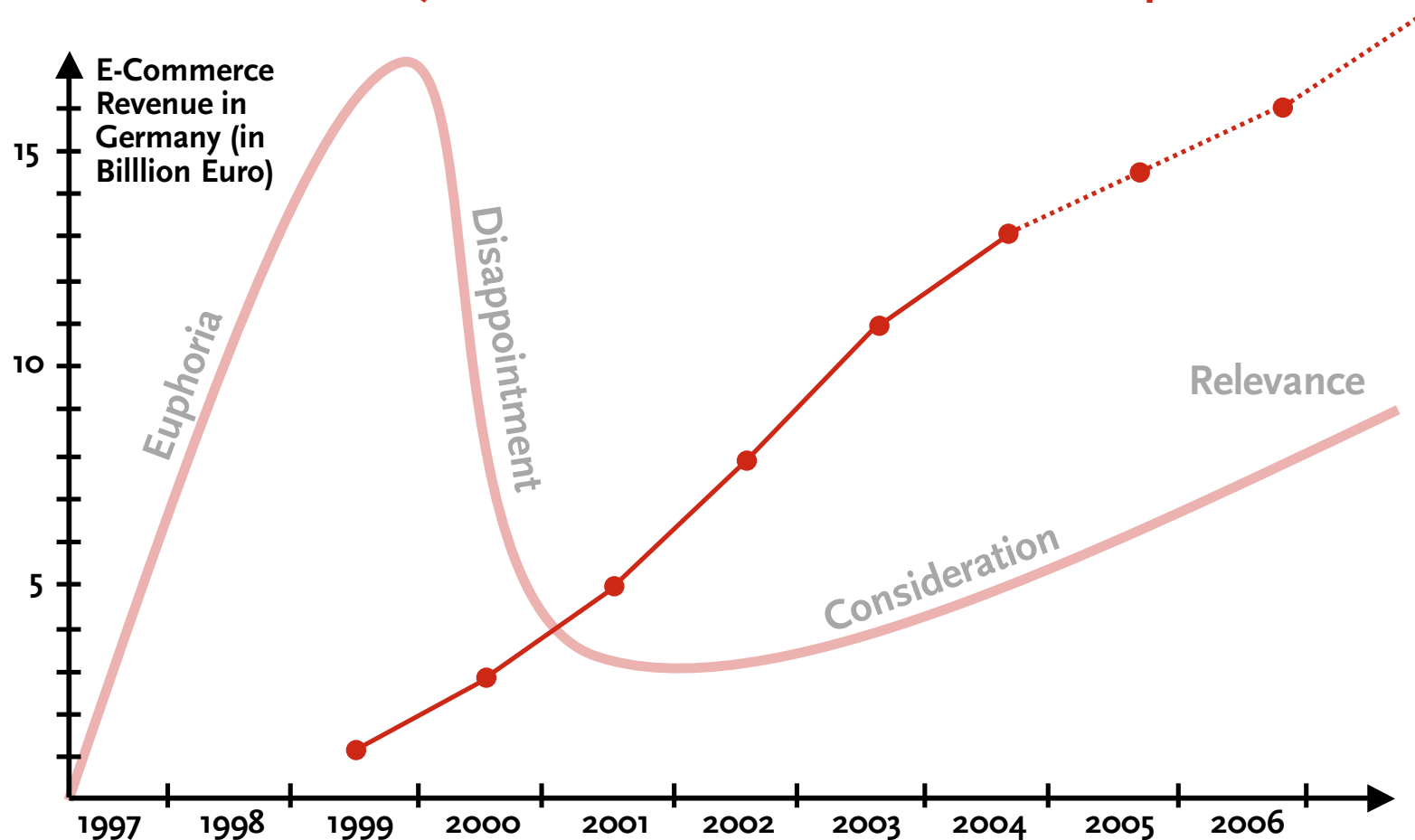
A Rollercoaster Ride of Hyperbole, Hope and Redemption



Source: Bachem 2001 (based on Gartner)

A Rollercoaster Ride?

The Fundamentals Just Seem to Know One Direction: Up



Source: HDE

| From Shooting Star to Supernova




No Medium or Technology Has Spread as Fast as the Web

From niche to mass in a blink –
some indicators (for Germany) in a six year comparison:

	2000	2006
PC-households	47%	70%
Online users	28%	67%
within the 14-19 age bracket	50%	97%
Minutes online per day	9	83
Registered eBay Customers (mio.)	< 1	> 20
Online ad spending (mio. Euro)	212	1900

It's In the Numbers

Not All Internet Business Is Created Equal

	Retailer	Platform Provider	Matchmaker
			
Revenue Q4/07	5,7 Bill. \$	2,2 Bill. \$	4,8 Bill. \$
Earnings Q4/07	271 Mio. \$	531 Mio. \$	1,44 Bill. \$
Profit Margin	4,7%	24,3%	30%
Earn. p. Share	0,48 \$	0,39 \$	3,79 \$
Market Cap 02/22/08.	30,04 Bill. \$	37,50 Bill. \$	159,14 Bill. \$



Web [Bilder](#) [Groups](#) [News](#) [Froogle](#) [Mehr »](#)

Google-Suche

Auf gut Glück!

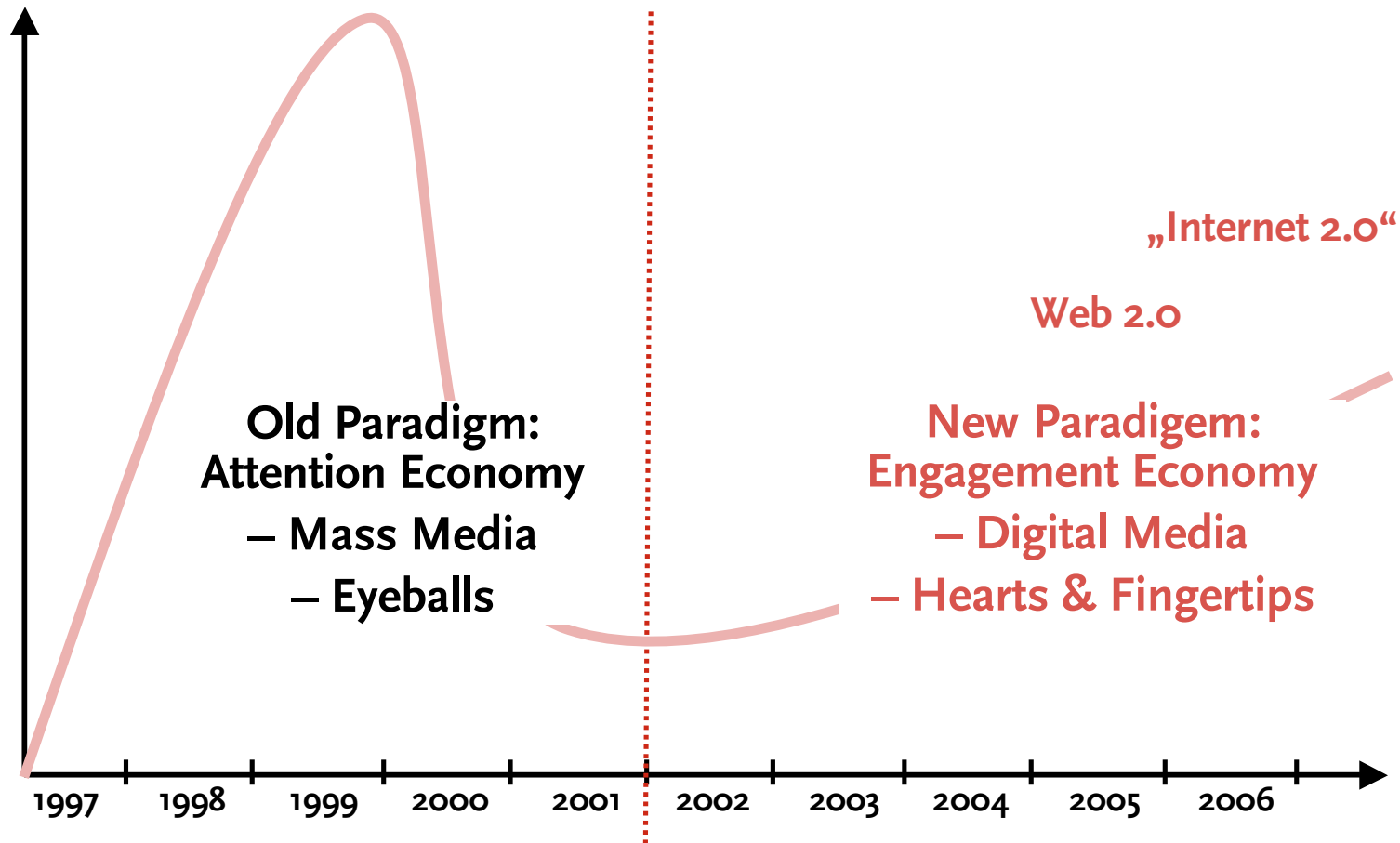
Suche: Das Web Seiten auf Deutsch Seiten aus Deutschland

[Erweiterte Suche](#)
[Einstellungen](#)
[Sprachtools](#)

Neu! Entdecken Sie [Google Text & Tabellen](#) für Ihre Teamprojekte.

Welcome to the Engagement Economy!

Google: Vanguard of A New Paradigm



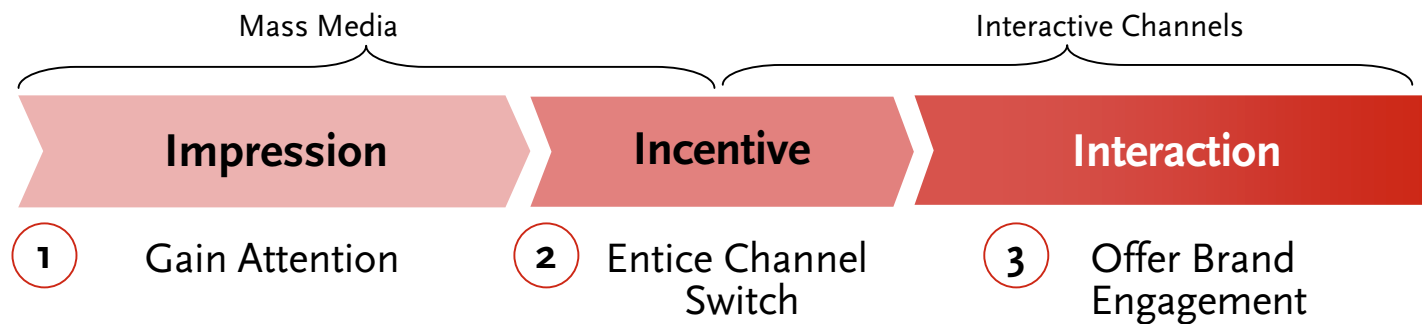


Five Opportunities & Challenges For Marketing

#1: Crossmedia

Opportunity:
In the Engagement Economy...

Soon all campaigns will utilize the combined power of mass media (attention) and interactive channels (user engagement).



Challenge:
Find and apply the “Crossmedia DNA” – the genetic code of successful crossmedia campaigns.

Five Opportunities & Challenges For Marketing

#2: Social Communities

Challenge:
In the Engagement Economy...

Social communities will act as individual “Trust Filters” for contacts, content and commerce.

The screenshot shows a XING profile for Dr. Christian Bachem. The profile includes a photo, name, title (Partner), and company information (.companion : Strategie und Coaching). It also displays search filters for 'Businessdaten', 'Kontaktdaten', 'Web', 'Über mich', and 'Gästebuch'. A summary box shows 1,173 direct contacts and 218,461 contacts from contacts. Other statistics include 19,246 page views, membership since 01/2004, and a 100% activity index.

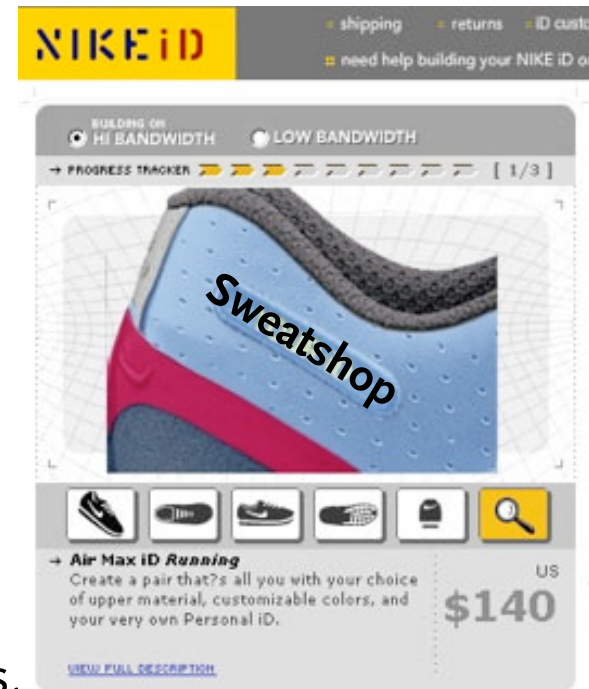
Opportunity:
Trusted brands worth engaging with can spur and enhance community activities.

Five Opportunities & Challenges For Marketing

#3: Brand Management

Challenge:
In the Engagement Economy...
Brands have to relinquish control.

Opportunity:
Brands can harness the creative
power of engaged users and endorsers.



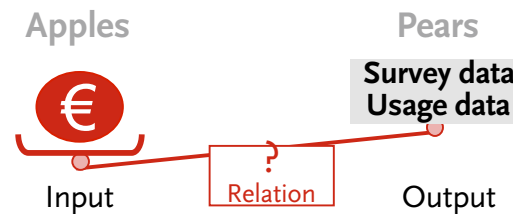
**MINI ROOF DESIGNER.
CREATE YOUR PERSONAL ROOF MOTIF.**

Five Opportunities & Challenges For Marketing

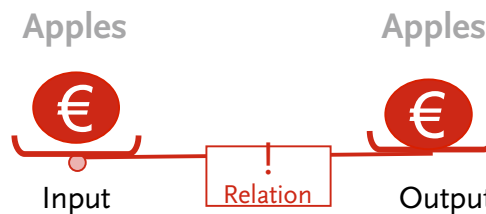
#4: Controlling

Challenge:
In the Engagement Economy...

The proof of marketing efficiency for brands must go beyond recall, image & preference.



Opportunity:
Using the right approach to gauge their “Engagement Value” brands will be able to determine their individual “Web Balance” (Euros spent <> Euros earned).



| Five Opportunities & Challenges For Marketing

#5: Convergence

Challenge:

In the Engagement Economy...

Almost all media will become digital and thus

+ interactive

+ individualized

+ trackable.



Opportunity:

The established rules and processes of online marketing can finally be applied to “old” media ;-)

It was a pleasure!

**Hope you enjoyed it too.
And now – let's engage :-)**

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