Executive *e*Report

TRENDER, PROGNOSER OCH ANALYSER FÖR DIGITALA AFFÄRER

well invested 5min. read!

Great index numbers

Tärkeää tietoa on parasta englanniksi

Kommunicera ... Ett ord som härstammar från engelskans "communicate", som i sin tur kommer ur latinets "communicare", som i sin tur kommer ur språket X, som kommer ur språket Y.

Merparten av artiklarna i den rapport du har i handen är skrivna på engelska, helt enkelt för att det är de intressantaste artiklarna den här månaden, och jag översätter dem inte, då det kan innebära att mina egna tolkningar får för mycket utrymme, och således smolkar originalet. De är dock ämnade att läsas av svenskar och nordbor som inte har engelska som modersmål, så varför skrevs de inte på svenska från början av artikelförfattarna?

Status ... Såklart.

Precis som allt annat så finns det tydliga linjer i sanden kring vilket språk som ger dig status, och kan höja eller ge dig ett bättre förhandlingsläge bara du visar att du behärskar det.

Engelskan (så klart) kom till Sverige i och med att vi i stor utsträckning började göra affärer utomlands, och utlandet kom till oss. De som behärskade engelska behärskade också affärer, och synergiskt också politik och makt. Alltså är den som kommunicerar på engelska en viktig person, givetvis baserat på gamla traditioner som inte har samma bäring idag, men vanan och traditionens makt är stor.

Källan till statusen är irrelevant idag, men precis som med allt annat så finns resultatet och effekten kvar, och kommer leva kvar tills den blir utmanad av ett nytt paradigm, kinesiskan kanske?

Åt andra hållet så har vi diverse invandrarspråk. När Sverige tog in arbetskraftinvandring från Finland så var det de arbetslösa i Finland som kom till oss, redan stämplade med låg status. De hade redan från start ett ganska dåligt utgångsläge. De fyllde våra fabriker och åtog sig de då lågkvalificerade (låg-status) jobben, och fick givetvis en sämre stämpel än de sofistikerade svenskarna ... Det särpräglade kännetecknet för denna nya underklass var språket, och språket allena.

Precis som en miljöpartist i en skattedebatt, de ser ut som du och jag, men så fort de börjar prata så avslöjas deras sanna jag ... (Var det här helt ok i din i övrigt strikta och allvarliga e-report? Hör av dig och berätta hur du upplever den ultra-personliga touchen).

Många andra-generations finnar bytte senare namn till något mer svenskklingande och gjorde en statusresa på arbetsmarknaden, så fort annat än industrijobb blev tillgängligt.

Idag har andra invandrargruppers språk tagit över finskans status, och återigen så är kopplingen emellan språkstatus och arbetsmarknad väldigt tydlig.

Med andra ord så passar engelska väldigt bra för dig som vill ha tyngd i dina ord. Vi svenskar har ett etablerat gott förhållande till, och håller högt de budskap som levereras till oss på engelska. Det ger en internationell och stor flärd som får oss att känna att gränser suddas ut och lilla vi är en pusselbit i den stora världen.

Viktigt att notera är att om du som professionell kommunikatör skriver det minsta knackigt så tappar du allt förtroende och pondus, då kan du lika gärna skriva på finska. Get it?!

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How to start an email

Every email has to start somehow. But you can only choose one salutation, whether it's "Hey," "What's up," "Hello," or something else. So, what's the best way to start an email?

We know that thankful email closings yield higher response rates, so let's see if there are likewise any openings that tend to get more replies. (As published in earlier Executive e-report).

Hi, Hello, Dear, Hey, Greetings …

These five openings are all pretty common, so it came as no surprise they were the most popular in our dataset. The distribution did surprise a bit initially though: "Hi" and "Hello" were by far the most common; combined they appeared 19 times more often than the more formal and traditional opening "Dear."

Now for the moment of truth: did any of these openings correlate with an increase in email response rates?

We looked at the opening used in over 300,000 threads and checked whether the thread got any replies.
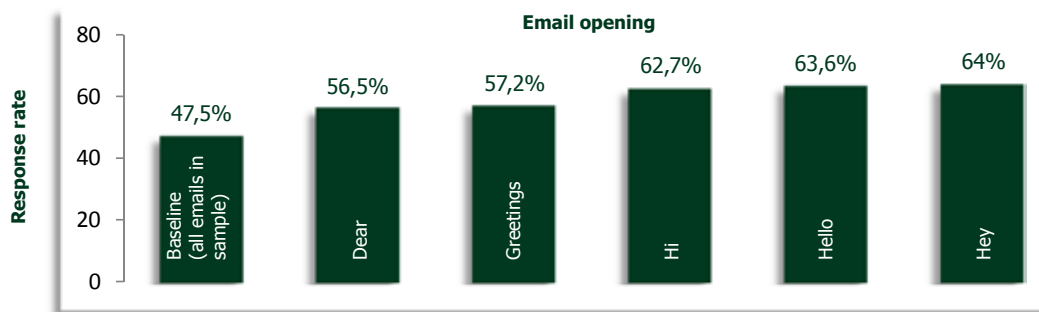
Every email opening looked at, whether more formal ("Dear") or more casual ("Hey") correlated with a higher response rate than the corpus average. So, while omitting a salutation on follow-up replies seems to be increasingly common, it looks like you are best off including an opening, at least in your initial email.

The top three openings fared pretty equally: emails that started with "Hey," "Hello," and "Hi" got a reply 63-64% of the time. Trailing the pack were the more formal openings: "Greetings" and "Dear" each got a reply 57% of the time. Perhaps we should move past the era of formal salutations, as messages that struck a more informal, conversational tone from the start got more responses.

Using a conversational opening like "Hey," "Hello," or "Hi" yielded more responses than starting with a formal opening like "Dear" or "Greetings." Interestingly enough, research cites that formality tends to be higher when there's less shared context, as well as when speakers dislike each other, neither of which are ideal if you need a reply!

Before you toss "Dear" in the dustbin, keep in mind that the data we analyzed may not be representative of email data at large. Online communities tend to be more informal, so you might find a different distribution of openings, and different response rates across them, in more formal settings. The same research also showed that participants in online communication tend to mimic each other in the formality of their writing. So, keep your audience in mind when you're starting to write a new message.

Always use an opening! Emails with any of the openings we looked at ("Hey," "Hello," "Hi," "Greetings," and "Dear") correlated with an increased response rate compared to the data-set average.

If you're writing an email where formality isn't expected, start your message with "Hi," "Hey," or "Hello." More conversational starts tend to get more replies. ●

#Email #EmailMarketing #Demographics

eConsultancy

How can Customer Experience (CX) be measured?

Customer experience is an oft-talked topic in digital and marketing circles. What brands offer the best, what the benefits are, but can we define what customer experience actually is?

Forrester defines customer experience as 'how customers perceive experiences with your company.'

The word 'perceive' is key here, as it signifies that CX is subjective or can be different for each individual customer – and that's what makes success so difficult to achieve.

For instance, one customer might value fast customer service over and above the quality of a product. This means they'd be likely to cite a positive CX if a company rapidly responds to a complaint about a faulty or broken item. In contrast, another person in the same situation might cite a negative CX, if they place greater value on the quality of a product rather than a brand's swiftness in remedying it.

So, how are brands meant to account for differences in personal opinion like this?

An in-depth explanation on how to achieve good customer experience, companies must:

- Ensure that interactions are useful (i.e. they provide value)
- They are usable (the value is obvious and easy to find)
- They are enjoyable (customers would repeat the interaction)

In other words, this seems to suggest that companies must work hard to ensure every step of the customer journey is strong – not just one area in particular.

Not everyone agrees that the best CX comes from being a good all-rounder. The peak-end rule is worth thinking about. It is a theory that suggests 'finishing strong' leaves people with a long-lasting and therefore great overall impression.

In other words, a good CX can be achieved by deliberately creating a positive experience at the end of the funnel to outweigh earlier pain points.

One general example could be a restaurant offering you a free drink in response to slow service, or even more simply, an employee thanking you as you leave a retail store.

While ending on a good note should always be encouraged, it's potentially foolish to think that this is what a good CX boils down to.

What the theory does prove however is that being memorable plays a huge part – and this is something that is often achieved by tapping into people's emotions.

The link between emotion and consumer behavior is nothing new.

A study from Northwestern University is particularly interesting. It found that consumer choice is affected when ads are deliberately matched with emotional state (in this case, anger or sadness in relation to relaxing or active holiday-locations).

Other research has found that consumers care more about being emotionally-connected to a brand than feeling satisfied.

Harvard business review suggests that appealing to 'emotional motivators' (including a desire to feel a sense of belonging, to succeed in life, or to feel secure) generates customers that are nearly twice as valuable as those that are merely satisfied.

This is because being emotionally-connected typically creates higher levels of loyalty, as well as increased chances of recommending a brand.

> Being emotionally-connected typically creates higher levels of loyalty.

Which area is the single most exciting opportunity for your organisation, or your clients, in 2018?

Area	Agency	Company
Optimising the customer experience	15%	19%
Data-driven marketing that focuses on the individual	14%	16%
Creating compelling content for digital experiences	14%	14%
Using marketing automation to increase effiency and yield	6%	9%
Video to increase brand engagement	9%	9%
Multichannel marketing	9%	8%
Social marketing	10%	6%
Utilising artificial inteligence/ bots to drive campaigns and experience	6%	5%
Internet of Things/connected devices e.g. wearables, audience tracking	5%	4%
Reaching and understanding mobile customers	4%	3%
Engaging audiences through virtual or augmented reality	4%	2%
None of the above	4%	5%

Agency respondents, 2597
Company respondents, 2857

Personalization

Alongside an emotional connection, personalization is another important element of CX strategy. Naturally, one impacts the other, with personalized marketing helping to evoke emotions and create a stronger and more memorable connection with consumers.

The real key is data, of course, with a data-driven CX strategy helping brands to continuously improve and optimize the customer journey. While the two areas seem worlds apart – with the more holistic area of 'happiness' seemingly at odds with one entirely based on numbers - brands that are well-known for CX tend to make brilliant use of data.

Market leading companies are twice as likely to say that they routinely take action based on insights and recommendations from analytics than their peers in the mainstream. (60% vs. 26%). Netflix and Amazon are two obvious examples of this, both drawing on data to deliver a unique and personalized customer experience.

For several companies, however, doing so remains a challenge – and not just because of limitations in technology. Company structure remains a big issue, with siloed data, lack of skills, and confused 'ownership' creating big barriers.

16% of company respondents cited data as the most exciting opportunity for 2018, compared to just 10% the year previously. This shows that companies are becoming increasingly focused on specific opportunities (like data-driven marketing) that feed into the overall customer experience.

How can CX be measured?

For data-driven marketers, there might be a big temptation to measure the ROI of CX efforts. However, this can be tricky and also dangerous, potentially leading marketers to focus on getting value out of the customer rather than delivering value to them. Instead, there are a number of more specific, industry-approved metrics that provide worthwhile insight. NPS (Net Promoter Score), which involves a survey asking customers (on a scale of one to 10) how likely they are to recommend the brand or service to a friend. → 7

Instagram expands shoppable tags to globally

Having tested shoppable tags for brands in the US, the feature has been expanded to eight countries enabling retailers to promote and sell products through images shared via the app, allowing users to purchase products directly.

Instagram has expanded its shoppable tags feature to businesses in eight countries internationally, opening up a powerful new channel for e-commerce retailers to drive traffic to their Shopify storefronts.

Following its initial launch in the US in 2016, the Shoppable Tags is now available to marketers in the UK, Canada, Brazil, Germany, France, Spain and Australia - allowing retailers to promote and sell products via the images they share, with the platform now a powerful channel for reaching 18 - 24-year-olds with high intent to purchase.

| People come to Instagram every day to discover and buy products.

The feature allows brands to drive Instagram users to their online stores by tagging posts with products hidden behind a "tap to view" button; providing users with product details, pricing and further images when tapping the button. A 'Shop Now' button can then be selected directing users to the product page on the retailers' online store, making the purchase seamlessly through the app itself.

The geographic expansion is another step forward in Instagram's bid to monetize its user base and comes following a huge increase in promotional posts last year where posts, identified by the #ad or #sponsored hashtag, reached over 1.5 million users worldwide.

People come to Instagram everyday to discover and buy products from their favourite businesses. Instagram wants it to be that seamless experience; whether it's a local artisan, florist or clothing store, shopping directly on Instagram has never been easier.

On the potential for turning Instagram posts into sales, retailers have gained a "clear gateway" for traffic from the app while consumers are in the "moment of engagement".

Meanwhile, shoppable tags opens up further doors for engaging with influencers on the channel, potentially employing the feature on the accounts of those with an engaged and loyal following.

The Shopify trend in affiliate

Instagram's shoppable tags feature is an extension by multi-channel commerce platform Shopify, that merchants can use to design, set up and manage their online stores across multiple channels. The platform simplicity and user-friendly interface has made it accessible for affiliates to set up an account and start selling to channels efficiently and without any setbacks.

From an affiliate perspective, the use of 'shoppable' Instagram posts could offer a new channel to drive more traffic and revenue in the affiliate channel.

Shopify has been making a number of movements recently in allowing its online sellers to drive more traffic and revenue to their channels, including brand partnerships and working closely with Google on integrating AI automation and accelerating online payments via Google Pay. ●

#Instagram #Hashtags #Shopify Forrester

5→   This can then be used to determine what percentage of customers are 'promoters', 'passives', or 'detractors', and to generate a company's overall NPS, which is a good indicator of how CX is faring. CES (Customer Effort Score) is another common metric, more-often used to measure how happy someone is about customer service rather than overall brand experience. This is because it rates the ease of an experience, ranging from very difficult to very easy. As a result, brands tend to use CES after a customer interacts with a service touchpoint, such as email or social media channel.

Customer Satisfaction Score (CSAT) is the third metric, and it is probably the most basic of all. It rates how satisfied a customer is on a scale, but it can be pretty vague and inconclusive due to differences in what people might class as 'satisfactory'.

It's also been suggested that brands striving to improve CX should aim much higher than simply making customers feel satisfied.

Who should own it?

The question of who should own CX within organizations has been hotly debated. Most marketers assume it's their bag, with CMOs leading the charge. However, for organizations that are intent of making CX a priority, the role of the CCO (Chief Customer Officer) can be hugely valuable.

This is because it is the CCO's responsibility to champion and implement customer-centric initiatives throughout entire organizations, including marketing, sales, customer service, and finance teams. They can also help to convince other C-Suite leaders of the benefits of CX initiatives, simultaneously driving investment and advocacy.

For organizations that are still unsure where CX should sit, it can be harder to achieve end-goals. 47% of CMOs feel they do not have the right tools to understand their customers' needs, while 31% of senior leaders believe integrating customer data is the greatest challenge their company faces.

In contrast, with proper ownership, customer experience can become a long-term mind-set rather than a single execution, ultimately leading to greater confidence and company-wide implementation.

When summarizing your take on CX, consider a few key points:

1. Care about every step of the customer journey. While high-impact changes or a focus on customer service might work in the short-term, it's unlikely to lead to long-term success. Organizations with 'a cohesive plan, long-term view and executive support for the future of their customer' are more than twice as likely as their peers to outperform competitors.
2. Data is a key differentiator. With an analytical approach proven to separate the wheat from the chaff – i.e. a mediocre CX from a superior one – data should be embedded into strategy to deliver personalized experiences (that, in turn, delight customers).
3. Set valuable KPI's. While are a number of metrics that can measure CX, it's vital to choose the ones that are most relevant for your individual organization. For customer service-driven brands, CES can offer great insight, while NPS might be more beneficial for brands looking to gauge an overall picture of customer loyalty.
4. Leadership leads to long-term success. Lastly, the question of ownership should not be underestimated, as organizations that bandy it between internal teams run the risk of creating a confused and poorly-executed CX. In contrast, those that implement strong CX leaders have a greater chance of integrating initiatives (and encouraging investment) across the board. ●

#CX #CustomerExperience #Retention

Balancing compliance with exceptional CX

GDPR comes with a host of strict privacy and transparency rules – all of which could seem daunting to firms. However, the primary difficulty for those preparing to comply before May 2018 is the idea that customers must remain delighted by their experiences, even with all these new restrictions in place.

In other words, it is precisely because firms are centering the needs of customers, that they find this implementation process challenging.

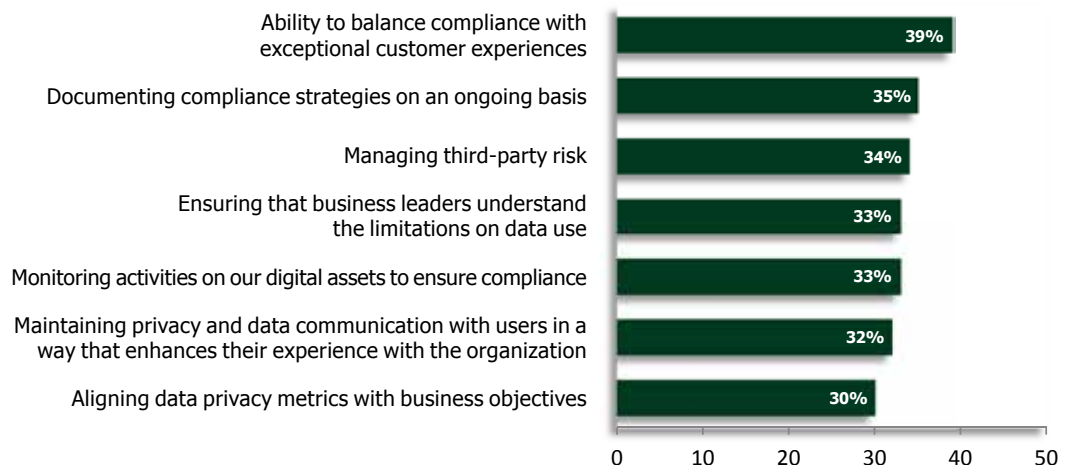**Transparency and consent management are primary concerns.**

30% of firms rate transparency and consent management as a top GDPR/ePrivacy challenge for their organization. This and resource and budget allocation are in fact the top three issues firms face. While allocation complications are largely internal organizational challenges, issues of transparency and consent are more customer-facing.

This shows that firms are both concerned with how they will accomplish compliance and the impact of compliance on their customers. Compliance with individual data subjects' rights is GDPR's most daunting aspect. GDPR is a thorough regulation with many directives, but it is compliance with a data subject's rights that seems most challenging to firms. 34% of firms say it is their top challenge.

The critical challenge: balancing exceptional CX with compliance. Not surprisingly, given what firms have reported, once GDPR takes effect, respondents are most concerned about their ability to balance compliance with best-in-class customer experiences.

A third are also concerned that the required communications about customer data and privacy issues will impact customer experiences negatively. But they also acknowledge the opportunity to use compliance – and all the encounters and communication that come with it – to enhance customer experiences. 32% of respondents worry about maintaining communication with users in a way that enhances their experiences with the organization. This balance between compliance and CX is critical if firms want to continue to win, serve, and retain their customers in a post-GDPR world.

What challenges are you anticipating when the GDPR takes effect?

Challenge	Percentage
Ability to balance compliance with exceptional customer experiences	39%
Documenting compliance strategies on an ongoing basis	35%
Managing third-party risk	34%
Ensuring that business leaders understand the limitations on data use	33%
Monitoring activities on our digital assets to ensure compliance	33%
Maintaining privacy and data communication with users in a way that enhances their experience with the organization	32%
Aligning data privacy metrics with business objectives	30%

Businesses hope to benefit from compliance

Firms view the introduction of GDPR and revisions to the ePrivacy directive as not just an inevitability, but an opportunity. Simple compliance with these new and revised regulations is not the final goal. Done well, these necessitated changes are a business opportunity to gain competitive edge, differentiate themselves in the market place, and continue to win, serve, and retain customers.

Survey respondents noted:

- Privacy by design will become critically important. Nearly half of firms say that, after May 2018, the fundamental change to their organization will be more emphasis on privacy by design (48%).
- Similarly, 36% believe that company culture will shift and be organized around privacy. Firms are clearly anticipating a privacy-related shift in how they organize and run their organizations.

Bidirectional risk concerns will alter vendor relationships and technology adoption processes.

- In order to establish and maintain compliance, 40% of respondents anticipate a more disciplined approach to the marketing stack. This will take several forms.
- Continuously auditing vendors to ensure compliance (65%), designing and implementing new processes to gain visibility into third-party practices (64%), and writing GDPR requirements directly into third-party contracts (64%) will all become necessary.
- Additionally, 60% of firms say they will no longer work with vendors that can't demonstrate continued compliance. The story is similar when it comes to other technology adoption processes.

Respondents agree that tech vendors must be able to assure firms that they are demonstrably compliant and that they are rigorously maintaining said compliance in order to keep these business relationships with GDPR-compliant firms. This all indicates acknowledgement on firms' part that it's not enough that they are compliant – in fact, 31% of firms say that managing third-party provider risks is a challenge to their organization. The risk to them is not just from within, but from any partner or vendor they may decide to work with going forward.

Customers will be happier, more loyal, and more engaged.

Ensuring your organization is in alignment with GDPR and ePrivacy imperatives doesn't only mean you'll avoid fines; there is a real business opportunity here as well. 35% of firms expect to see improved customer satisfaction, 34% expect increased customer loyalty, and 30% expect more engaged customers because of compliance with the privacy regulations. Firms will also enjoy brand lift. But it's not just customers who benefit from these changes. 32% of firms expect the perception of their brand to improve as a result of GDPR/ePrivacy compliance. And this in turn will also result in greater brand differentiation in the marketplace (26%). Compliance with GDPR and ePrivacy, when done correctly, benefits everyone in the end. ●

#Compliance #GDPR #Regulation #Integrity #BigData Adweek

> 30% of firms rate transparency and consent management as a top GDPR/ePrivacy challenge.

What business benefits do you expect becoming GDPR- and ePrivacy-compliant will bring to your organization?

Benefit	Percentage
Improved customer satisfaction	35%
Increased customer loyalty	34%
Improved brand perception	32%
Increased customer engagement	30%
Improved personalization capabilities due to better data governance	29%
Greater brand differentiation in the marketplace	26%
Improved customer acquisition/retention	26%
Cut costs	25%
Decreased losses due to fines	23%

Reinventing loyalty

Being an "experience business" means putting customers first. But what happens when your customers and their needs and desires are constantly changing?

Digital is the driver of change – it has empowered customers, putting more choice at their fingertips than ever before. It follows, then, that the very concept of loyalty has changed. Businesses can no longer rely on the strength of their product experience alone. True loyalty is derived from a total brand experience. Brands must be "experience makers".

There are four distinct new criteria that consumers consider when it comes to brand experiences:

- Does the experience adapt to my individual needs? Is it predictive?
- Is the service available when and where I want? Is it prevalent?
- Does the brand help me to find what I want or need easily?
- Does the experience delight me? Is it differentiated?

To test this model, senior marketers has measured their experiences against these factors to see if those incorporating them were seeing commercial benefit. The findings are significant:

- We need to know the customer much better: 75% of CMOs are neutral or negative about their ability to understand customers and their changing behavior.
- Data drives loyalty through predictive experiences: 61% of consumers are loyal to brands that tailor experiences to them but only 32% of marketing leaders say they are using Artificial Intelligence (AI) to enhance customer experiences. AI is a game changer for brands in creating smart and adaptive experiences.

Getting loyalty right in the digital age is business critical

Organizations incorporating the new loyalty measures into their customer experiences outperform those using traditional loyalty measures by 14%. Today's era is both challenging and exciting.

Existing loyalty models are based on assumptions that have changed in the face of digital transformation.

To understand what has changed the research team gathered evidence on how people now seek and purchase products and services in the context of their digitally-enabled lives. Researchers then compared this against traditional academic measures of loyalty, such as the Net Promoter Score (NPS) which mainly focuses on combinations of consumer behaviors and attitudes. This includes measures such as: recommendation, retention and responsiveness. What they found was that, to date, few models can adequately capture the impact of digital transformation on consumer behavior.

While important and still relevant, these need to be updated to reflect the digital aspects of the consumer experience. The new framework of loyalty is a conceptual design that shows how people choose and purchase products/ services in a digitally infused world, alongside new experiences that brands should be incorporating into their marketing strategies.

The new model linked to performance

The research suggests that the traditional measures of loyalty (recommendation, retention and responsiveness) only partially account for the modern customer's behaviors. CMOs have always understood the need to measure loyalty - after all retention is more profitable that acquisition - but loyalty has changed. It is now about an evolving consumer who wants their purchases to reflect themselves and their aspirations as well as the way they purchase goods and services.

If brands can create experiences that meet the needs of this individual, then loyalty is assured. Through research with marketing leaders we have identified that brands aware of and using the new loyalty dimensions were indeed outperforming those who were not. They saw in fact a statistically significant improvement between new loyalty practices and commercial performance of 14%. With enterprise brands under constant pressure from newer, more agile businesses that have been born in a digital and data-led world, any way to improve competitiveness and increase the bottom line must be considered.

Dimensions in order of impact
- Changing Consumer
- Predictive
- Experience
- Prevalence

Our research found that, to have the greatest impact on performance, businesses should focus on serving the Changing Consumer.

In each of the industries we looked at, the dimensions differed in order of the greatest impact to loyalty:
- Financial services: Predictive
- Automotive: Changing Consumer
- Manufacturing and production: Changing Consumer
- Retail: Choice
- Travel: Prevalence

> Existing loyalty models are based on assumptions that have changed in the face of digital transformation.

While sample sizes within geographic regions were too small to reach firm conclusions, preliminary interpretations of regional differences did provide an early opportunity to examine how geographic region affects these conclusions. Notably, the pattern described earlier where new loyalty outperformed old loyalty, and combined loyalty was strongest of all, was reflected most strongly in the UK, followed by Germany and then the Nordics. The pattern also held, but was weaker, in France.

However, an analysis of mean scores on all these new loyalty dimensions indicated that 75% of CMOs disagreed or were neutral regarding whether their companies were doing well in these areas. Just 25% felt positive. This clearly demonstrates that CMOs feel that there is huge room for improvement when it comes to implementing the new loyalty dimensions.

Putting the changing consumer front and centre

As we've already established, not all of the old loyalty model is redundant, but the influence wielded by different elements of it is changing. The changing consumer is completely at the core of the new loyalty. Where organizations place that individual, their behaviors and their values at the heart of their process, they are likely to outperform their peers by 14%. This is by far the strongest dimension of the new framework for loyalty. The results vary by country; the overall trend, however, is sharply towards the digital customer having the ability to place themselves at the centre of the process.

The power of prediction

The second strongest dimension is the predictive customer. Organizations using behavioral and contextual data to forecast what an individual is about to do are well-equipped to do better than others. Consumers feel (rightly) that their needs are understood and empathized with, so they respond with repeat business. However, the customer must understand how and why their data is being used and the company must be transparent about their use of this data for the predictive relationship to work. AI holds the key to the predictive dimension. But only 32% of respondents say that their organization uses AI to enhance customer experience. → 13

Kontanter på väg ut – betal-appar det nya myntet

För femte året i rad har en riksomfattande attitydundersökning om svenskarnas betalvanor genomförts. Resultatet visar bland annat att betalmarknaden har genomgått stora förändringar, inte minst eftersom nya digitala betaltjänster har lanserats. Men kryptovalutorna används inte för som betalningsmedel i någon större utsträckning.

Kvinnor mellan 16 och 29 år är den målgrupp som har störst förtroende för- och som mest frekvent använder betal-appar.

- 43% svarar att de använder betal-appar varje vecka eller oftare jämfört med motsvarande 33% av män i samma ålder.
- Nästan varannan kvinna mellan 16 och 29 år tror inte att de kommer att använda någon fysisk plånbok om fem år vilket är dubbelt så stor andel som män i samma ålder.
- 83% av deltagarna i undersökningen som använder Swish, vilket gör den till den mest använda betaltjänsten i undersökningen.

Bitcoin

Nästan tre av fyra (73%) känner till Bitcoin, men endast 1% använder det. Det syns även i mätningen av förtroende. Nästan hälften av svenskarna (48%) har lågt förtroende för nätvaluta (till exempel Bitcoin) och endast 4% har högt förtroende för nätvaluta. Det finns inte någon enda betalsituation där någon svensk över huvud taget föredrar nätvaluta som betalmetod.

Editors point: Att endast 1% använder Bitcoin är inte så märkvärdigt överhuvudtaget. Bitcoin har länge varit ett "spekulationsobjekt" snarare än en "valuta". Använder du Bitcoin som valuta så är det för att köpa droger på darknet, eller betala lösen vid en ransomware-attack emot ditt företag. Så siffran 1% betyder i realiteten ingenting, då det är paria att erkänna att du faktiskt använder Bitcoin, då det i princip direkt sätter dig i ett genant sken. //Johan Lennström

Att betala med kort är det absolut vanligaste sättet som vi svenskar betalar. 97% betalar med kort varje vecka eller oftare. Betalningen med kontanter minskar och nu är det lika vanligt att använda betalappar som att använda kontanter, det är 25% som gör det minst varje vecka. För tre år sedan, 2014, var det över hälften som betalade med kontanter varje vecka men endast 3% som betalade med betal-appar.

Betalmetoder vid olika betaltillfällen

Betal-appar är den betalmetod som flest (77%) föredrar för att betala till en vän.

Vid torghandel och marknad är det de flesta (40%) som föredrar att betala med kontanter, men det är den enda betalsituation där kontanter är den mest föredragna.

På restaurang och i butik är kort den betalmetod som överlägset flest svenskar föredrar. Även om beloppet är under 100 kronor så är det få (3%) som föredrar att betala med betalappar i butikerna. Även vid parkering är det kort som svenskarna föredrar, men här börjar betal-apparna att komma. Det är nästan var femte (18%) som föredrar att betala sin parkering med en app.

Vid e-handel är det hugget som stucket om man föredrar att betala med kort eller faktura. 35% föredrar kort och 32% föredrar faktura.

Hyran och andra räkningar föredrar de allra flesta (82%) fortfarande att betala via någon form av girering (autogiro, bankgiro).

En bit kvar

Kontanterna minskar i betydelse, men än är det långt kvar innan svenskarna föredrar att betala med appar eller nätvalutor.

Trots Swish framgång som mobil betaltjänst har de mobila betalningarna inte tagit fart i handeln. Det beror troligtvis främst på att infrastrukturen för att kunna betala mobilt i butiker inte funnits överallt, i kombination med att folk inte känner till att man kan betala så.

I undersökningen ställdes frågan "Om möjligheten finns, använder du din mobiltelefon för att betala i fysisk butik". 59% svarar att de aldrig gör det. Dessutom är det en ganska stor andel som svarar att de aldrig har sett att det går att betala med sin mobiltelefon i fysisk butik (17%). De flesta som aldrig gör det uppger att det är för att de inte gillar att använda sin mobiltelefon som betalmetod. ●

#Payment

> Vid e-handel är det hugget som stucket om man föredrar att betala med kort eller faktura.

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11 → The Nordics, Germany and Benelux countries were particularly strong in the predictive dimension. By industry, predictive scores were highest in the finance, travel and retail sectors. Collectively, there is room for improvement.

Based on the findings of this research, there can be no doubt that digital transformation has not only disrupted the business world, but has also had significant impact on consumers and how they now expect to engage with brands. Consumers have a newfound sense of self-awareness, which is satisfied through the experience of purchasing products or services rather than just the items themselves.

Customers are now loyal to experiences, but these experiences need to be tailored to them as individuals. For brands, reinventing loyalty is underpinned by data, it is the essence of great experiences. It starts with a single intelligent view of the customer no matter where, when or how they engaged with the brand. Knowing the customer allows businesses to place them at the centre of the experience, adapting to their immediate needs, predicting what they might need next, making it easy, convenient and personal.

Applying artificial intelligence to this process, means true personalization can be done at scale. But it's never just about the technology. Any outstanding experience may be underpinned by data, but it is led by its strength of creativity and meaning. The changing consumer wants speed and convenience. But is also driven by a desire to be wowed and for the experience to mean something to them. Today the battle for consumer loyalty is fierce, digital has lowered the barriers for entry and disruptive companies are able to scale awareness and use at lightning speed. Brands must now develop a culture of loyalty that puts the customer front and centre of every experience, and that can adapt quickly to the changing digital landscape. ●

#Disruptive #Personalization #AI

The right way to publicize social responsibility efforts

Why don't we get credit for all the good things we do? Many companies use the wrong strategy to communicate their efforts.

"After all, the company has innovative and impactful programs to ensure safe working conditions; training programs to help low-wage workers in its supply chain increase their earnings; numerous environmental initiatives to reduce its use of water, energy, and raw materials; diversity and volunteering programs for employees; and a foundation that makes generous contributions both locally and globally. Yet no one seems to notice". A major reason companies don't get credit for their good works is they employ a one-size-fits-all strategy to communicating their efforts, while what's needed are focused messages that matter to each of their four different audiences:

- Corporate watchdogs such as social media activists, NGOs, and government agencies
- Employees who want to be proud of their workplace
- Investors who ultimately determine the company's value and fate
- Customers – along with the general public – who provide its revenue and define its brand identity

| **Many companies can, and do create immense positive social impact.**

Many companies can, and do create immense positive social impact. Nearly every major company today operates a broad set of social and environmental activities that parallel its commercial value chain. Two decades ago, these activities may have been optional, but today they are unavoidable. Increasingly, opportunities to create shared value that benefit both the company and society are becoming an essential part of corporate strategy. Yet companies keep searching for the right way to communicate all this.

So far, the most popular medium has been glossy sustainability reports. 85% of the S&P 500 companies publish such reports, which often are longer than their annual financial reports. Highly sophisticated corporate communications departments send these reports out to media, Non Government Organizations (NGOs), government agencies, universities, and anyone else they can think of in the social sector — but there rarely are anyone other than a few corporate watchdogs who actually reads them.

What companies need to do instead is to tailor their communications about their social initiatives for each of the four audiences listed above. What does it take to get some love from each of them?

Corporate watchdogs

Activists are the obvious squeaky wheels, and they are vigilant about any negative impact the company may have. They are highly sophisticated and look for detailed reports on the social and environmental activities of the company and its suppliers. They appreciate the data in many sustainability reports but don't need the pretty pictures and glossy cover. Government regulators also focus on the company's behavior, not its assorted good works.

Both regulators and NGOs want to be engaged as partners with the company in addressing the social and environmental issues they care about. Therefore, continuous communication, joint projects, and stakeholder engagement are what is needed to build constructive working relationships with those constituencies. A company should collaborate with relevant NGOs or regulators in addressing any harms it has caused.

Other audiences will never know or understand these behind-the-scenes activities or the complex challenges of actually changing the social and environmental conditions within the company's operations or those of suppliers in faraway countries. Such matters are often negotiated in private and need no broader communication.

Employees

Many companies rely on volunteering and matching grant programs to engage employees and enhance morale. Often these efforts do not make much difference to employees nor achieve significant social impact.

While skill-based volunteering and strategic philanthropy are considerably better, they remain peripheral and engage very few employees. The ultimate goal should be for all employees to find meaning in their daily work. This requires the CEO and board to articulate a social purpose that goes beyond creating value for shareholders.

The company has to live that purpose, not just talk about it. Three examples of companies that get this are Nestle, Nike, and IBM. Nestle is committed to moving from being a food and beverage company to a health and nutrition company. Nike is about fitness. IBM is about a smarter planet. Employees at every level can see and take pride in the way their company's new products, strategies, and operational choices advance a clear social purpose.

Investors

Few investors are going to read sustainability reports or be persuaded by proclamations of social purpose. They need a clear story about how the company's social and environmental impact delivers better economic performance and competitive advantage. Most companies are still reluctant to talk about making money from their societal engagement, preferring to describe those activities as pure and altruistic. Social problems that are tackled as business opportunities to increase sales, reduce costs, or create meaningful competitive differentiation, however, are also the ones that have the greatest social impact.

And understanding the economic benefit of the company's social impact is the message that investors need to hear. The story and the supporting evidence that links social impact to economic returns needs to be conveyed in the annual report and CEO's letter – the documents that investors actually read.

General public and customers

Each of the above messages is important, but none will resonate with most customers or the general public. With enough advertising dollars, the company's proclaimed social purpose might stick, but most consumers are inured to company statements about how wonderful it is. For consumers, a simple point-of-sale message like "fair trade" or "100% recycled material" may make a difference, but it won't necessarily impact broader perceptions of the company's brand.

Avoiding harmful practices in the supply chain and donating to good causes won't get the message across either.

In order to truly impress the public, companies need to take leadership on an issue – out on climate change, Walmart raising thousands of employee's wages, Paypal pulling out of North Carolina after homophobic legislation was passed, or CVS giving up $2 billion in revenue by discontinuing the sale of tobacco products.

The public is impressed when a company proves by its actions – and its CEO's actions – that it stands for important principles and is willing to make hard choices based on those principles.

These messages come from the news media, not from paid advertising or sustainability reports. The company must take a bold and timely stand on one or a few important social issues. Anything else will be lost in the noise.

The time when companies could ignore the social and environmental consequences of their products and activities is long gone, and the penalties are huge for those, such as Volkswagen, who tried to circumvent today's rules and expectations. Most companies have come a long way in cleaning up their act. But just doing the right thing doesn't mean you'll get credit for it. ●

#PR #Sustainability #PressRelease #NativeAdvertising #NativeMedia #Native

Kissmetrics

Customers engaging with your social posts

Why isn't your content (or product) getting the engagement you expected? In 2018, if your social media strategy isn't working in conjunction with your content strategy, you're falling behind the curve.

There's a reason 10% of professional marketers report social media marketing as the strategy most likely to yield big rewards in 2018.

Sabotaging your brand on social media is easy and potentially irreparable. If your social strategy isn't getting the kind of engagement you want, you may be committing one of these five self-sabotaging social media sins:

- Denying what people want
- Forgetting to make room for new (older) users
- Skipping movie day
- Letting little errors cripple credibility
- Talking without listening

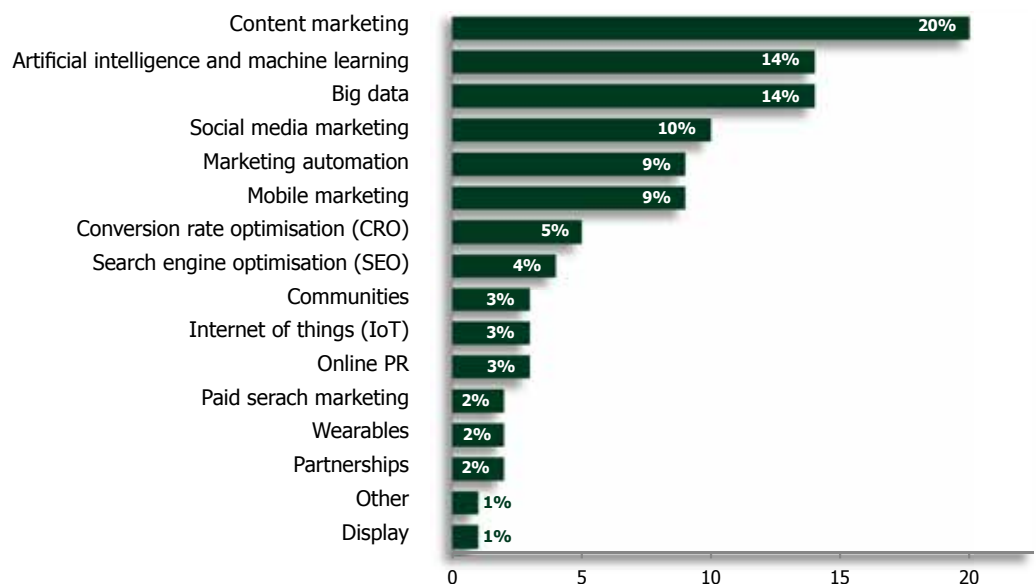> An estimated 73% of Americans report using YouTube. Facebook comes in at a respectable 68%.

Social sabotage #1: Denying what people want

An estimated 73% of Americans report using YouTube. Facebook comes in at a respectable 68%. Instagram ranks as the third most popular platform at 35%.
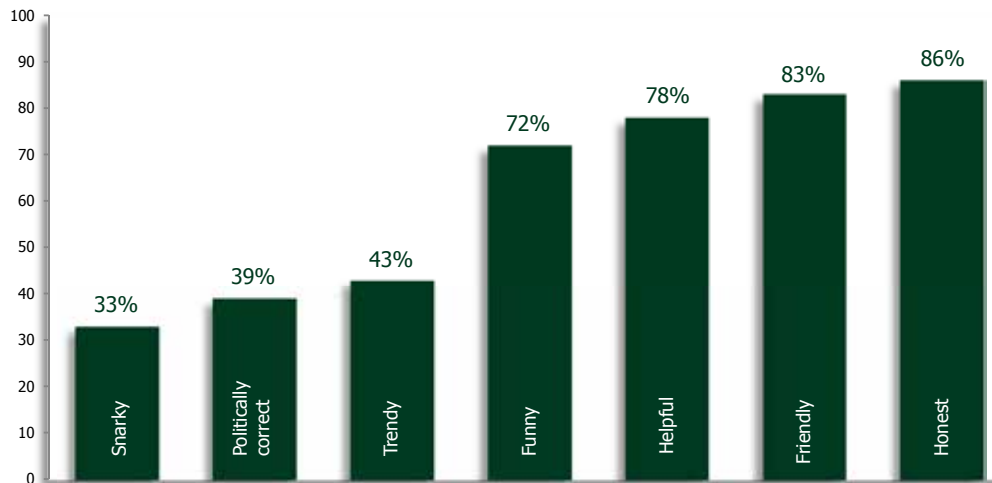
Brand engagement and social media interactions are also on the rise. Nearly 50% of millennials and generation Xers follow brands on social media.

In other words, there's never been a better opportunity or wider net to cast for social media engagement. But what users want from their social media experience with a brand may surprise you. For one, they want something real. They want real people, real interactions, and real, unbridled human connection. And they aren't going to accept auto-spamming Twitter bots in place of it.

Most effective marketing techniques according to marketers worldwide in 2018

Technique	Percentage
Content marketing	20%
Artificial intelligence and machine learning	14%
Big data	14%
Social media marketing	10%
Marketing automation	9%
Mobile marketing	9%
Conversion rate optimisation (CRO)	5%
Search engine optimisation (SEO)	4%
Communities	3%
Internet of things (IoT)	3%
Online PR	3%
Paid serach marketing	2%
Wearables	2%
Partnerships	2%
Other	1%
Display	1%

Behavors consumers want from brands on social

While 86% of users want to see a brand come to life on Facebook, only 27% of them want to see the same personality on Snapchat.

Social sabotage #2: Forgetting to make room for new (older) users

All across the board, social media use is up among different age demographics and at its highest rate ever. One of the most rapidly emerging user groups is the retirement age adult. They're also one of the least talked about groups in social media marketing.

Increasing at a rate up to as much as one new user every 8 seconds until 2030, ignoring this user group as part of your social media strategy is untenable.

When you look at social media's rapid growth and increased technology adoption rates, it's clear that social media isn't strictly a "young man's game" anymore.

What do you need to know to add them as an integral part of your user base on social media?

For one, that they're not that different from their younger counterparts.

Like others, they use social media to foster personal connections, keep in touch with family, and are concerned about their privacy. And with a population swiftly set to become 20% of the total western population those user groups should include adults over the age of 65.

Keep your posts simple, resist the urge to throw eye-bleed neon colors around it, and get to know your elders. They're here to stay.

Social sabotage #3: Skipping movie day

In a December 2017 survey, 83% of respondents said they would consider sharing relevant video content with their network. And video is expected to keep growing by significant

Internet video streaming and downloads are beginning to take a larger share of bandwidth and will grow to more than 81% of all consumer internet traffic by 2021.

Keep in mind that videos do more than make your posts more engaging. They make your brand more engaging.

Social sabotage #4: Letting little errors cripple credibility

Making simple grammatical or spelling mistakes can tax your engagement and wallet significantly.

The implication for being "called-out" on your mistakes is clear, and there's really no best way of handling it. Make sure you don't fuel a discussion whether you can spell or not, simply acknowledge your wrong and move on. → 19

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Jealousy as a trigger to unique product preferences

Jealousy in private life can hover to a more general goal concept. Create a jealousy-inducing environment for your attention-grabbing products and promotion.

When looking at neuromarketing, a lot of emotions have been examined. One that may have been under-exposed, is jealousy. A recent manuscript elaborates the role of jealousy in product preference. You have probably encountered jealousy at least once in life, think about your partner having an intimate conversation with a man or woman you don't know.

Jealousy is an emotion that is encountered quite a lot in everyday life, and after reading this, you as a marketeer, can use this specific emotion to your advantage.

> Jealousy is the perception that one's position in a social relationship is usurped by another person.

Lost attention triggers attention seeking in general

Jealousy is the perception that one's position in a social relationship is usurped by another person. It gives rise to the feeling of lost attention and it elicits behavior which is aimed at regaining that attention, either positive or negative. Strategies to reach that goal include aggression, publicly showing affection, enhancing one's own attractiveness, or taking on attributes of the perceived rival.

Goal concepts of behavior exist in different layers of generality. Several situation-specific goals may be associated with the same general goal concept and thus connect to a sort of 'greater good'-goal. If one situation-specific goal is activated (like getting attention from partner), a more general concept of getting attention may be activated and stimulate to seek attention in unrelated events. For example in buying behavior.

How jealousy alternates product preferences

Jealousy increases consumers' evaluation of attention-grabbing products. In the current research, the participants did a consumption choice task in which they imagined that they were shopping online. In comparison with control groups expressing neutral emotions and groups with emotions closely related to jealousy, like envy and powerlessness, the jealous group had different product preferences.

For example, they preferred bigger and more conspicuous brand-logo's, brighter colors and they were more likely to wear unique sunglasses to a formal party, which was considered inappropriate. Remarkable is that when they had to buy something for their private usage (i.e. a bedroom light), there was no difference in product preference between jealousy or control-condition. But when they had to buy a lamp for the office, they suddenly preferred the brightly colored attention-grabbing lamp.

So, if you want to sell an unique, brightly colored, attention-grabbing product which carries a conspicuous brand-logo, you should create an environment in which jealousy is evoked. For example, you can show your television commercials in the context of certain sit-comes in which jealousy is a big theme or arrange your shop window or print advertisements in a way that reminds the consumer of being ignored in a social situation. Create an environment that evokes jealousy. Make sure your products are attention-grabbing and make sure the promotion is salient as well. ●

#Neuromarketing #SalesTheory

17 →

Social sabotage #5: Talking without listening

Social media is becoming the preferred medium for interaction. 56% of consumers report they'd rather fire off an emoji than pick up a phone.

Imagine their discontent when those brands are unresponsive. Increasingly, customers and followers want more than just content: they want interaction.

Is the solution to respond to every single tweet, email, or comment? Sure, if it was possible. But it's not. Instead, you should focus on being aware of them and try to be at least marginally more engaging than a slab of concrete.

Social listening.

Social listening isn't a spring chicken in technology anymore, but it may still be a new area for many fledgling marketers.

67% of marketing leaders report the use of social listening tools, while 20% report the intention to start using them in the coming year.

Social media engagement is critical for conversion rates and brand growth, but it's easy to get wrong.

People want more than just a branded message or trophy personality on social media. At its highest use rates ever, users clamor for honesty, friendliness, and humor from brands.

They also want brands to take real positions on real issues. Conventional strategy may say to avoid hot-button issues, but that isn't what your users are saying. Listen to them.

Older adults are quickly rising up as one of the largest user populations and are expected to comprise one in every five people in the western world.

So, if you're not considering the baby boomers as part of your strategy, you're missing out.

Videos resonate with people. You don't have to produce a new video every time you put out a new post, but you should provide users with a relevant video option to dive deeper.

Small mistakes happen. Even the most polished and copyedited brands in the world let a typo slip through – it's the human brain's fault.

But your users won't see it that way. Consistently letting errors pile up can put a serious damper on your engagement and credibility.

Those mistakes become cumulative, as does the damage to your brand.

It's not enough to talk to your users: you need to be talking with them. Brands that interact with users on social media forge deeper connections and stronger followings.

Fortunately, there are a lot of great tools to help you keep track of social media conversations and take part. ●

#SocialMedia #SocialStrategy

Adweek

Creating successful AR integrations

Y and Z are more interested in marketing to each other than paying attention to traditional formats. Experiential activations find success among the younger, but are typically site-specific, limiting reach.

For agencies, augmented reality (AR) – with 2016 breakout Pokemon Go – is emerging as the infrastructure to deliver immersive experiences at mass-scale. As AR transitions from portfolio add-on to necessity, agencies can learn from pioneers who have used AR to deepen brand association through innovative content – as well as the mistakes witnessed along the way.

> AR is inviting users to participate rather than trying to force attention.

It's not a gimmick

The first mistake is using AR for a quick splash rather than giving it the long-term consideration they give the rest of their digital strategy. These experiences don't add any value users couldn't get from traditional apps. When it's truly useful and it's solving something, you can't in other ways, then you'll see big conversion numbers.

Pick the right platform

People are used to navigating on their phones, and adding unnecessary interactions may have the opposite effect [as intended]. Focusing on clarity also helps with brand-agency miscommunications like assuming that existing assets (e.g. CAD files) are plug-and-play in AR. Same goes for understanding user psychology. One of the biggest shifts in thinking about marketing content in AR is inviting users to participate rather than trying to force attention in those precious initial onboarding moments. The unique opportunity here is that never before has a marketer been able to capture within the consumer's real world. It's about presenting something compelling, give the consumer the optionality, and see high adoption-rates. Once the app goes live, neither agencies nor brands can micromanage how users engage with the content.

New solutions and new analytics

When used effectively, AR achieves a historically unprecedented degree of penetration. Data demonstrates that as AR quality improves, engagement surges exponentially – and analytics provide a guaranteed source of ROI for brands and agencies alike. With an AR option you could easily calculate ad engagement in milliseconds, and click-through rates down to the hundredth of a percent. ●

#AR #Gamification