SMF2.0

The Samsung Way of Marketing in the "Digital Everything" Era

Samsung Marketing Academy
GMC

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The "Right Touchpoint"

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The "Right Touchpoint" in SMF2.0

SAMSUNG MARKETING FRAMEWORK 2.0

Right Customer — Cold, Warm, Hot, Owner

Right Value — Product Value, Non Product Value, Brand Value

Right Touchpoint — Paid, Channel Partner, DtC, Earned, Owned, Customer

WHY → RESULTS
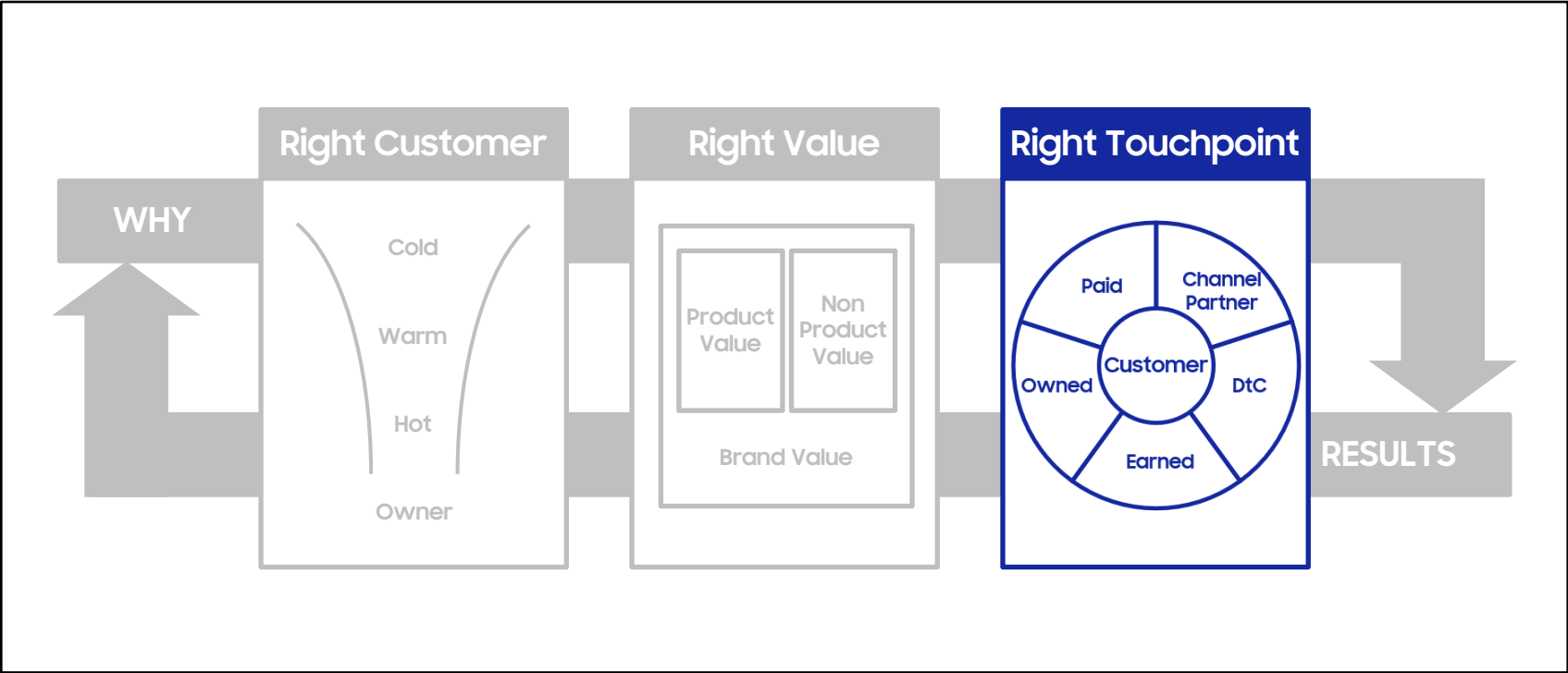
What is the "Right Touchpoint"?

The "Right Touchpoint" involves a process that integrates and manages **optimal touchpoints** to provide an **always-on** experience to customers.

What is an "always-on"?

Providing an **always-on** means

facilitating continuous communication with our customers at various touchpoints throughout the CEJ.

Elements of the "Right Touchpoint"

A touchpoint, a way for us to interact with our customers, can be divided into communication touchpoints and sales touchpoints.

Communication Touchpoints

Paid: touchpoints paid and used by us

e.g. prints, TVs, direct emails, search ads, etc.

Owned: touchpoints owned and directly controlled by us

e.g. s.com, official social media accounts, CS, etc.

Earned: touchpoints that allow us to communication with customers via content produced by them

e.g. influencer blogs, YouTube channels, social media buzz, etc.

Paid | Channel Partner | Customer | Owned | DTC | Earned
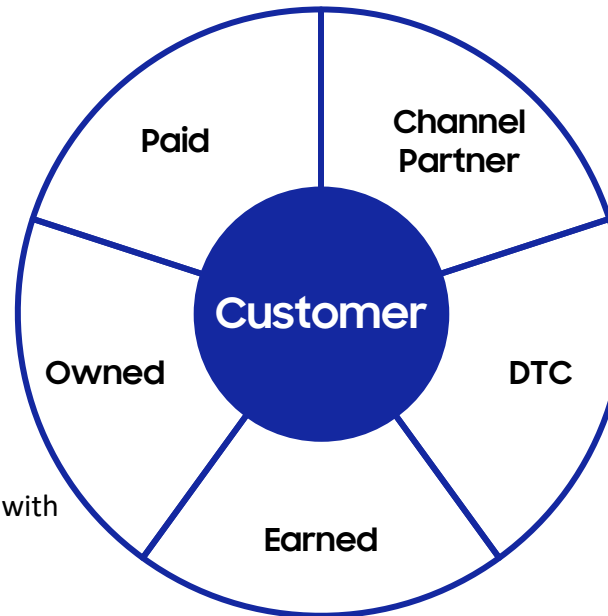
Sales Touchpoints

Channel Partner: indirect sales contacts through channel partners

e.g. retailer.com, pure players

DTC: our direct sales channels

e.g. eStore within s.com

Changes in Touchpoints

In the digital age, touchpoints are found in the entire CEJ, and we can use this to manage and analyze all the way up to post-purchase experiences.

In the past	In the digital era
Focus on point of purchase and offline touchpoints We focused on providing the same experience to offline customers, during the point of purchase	**Always-on experience** We bring our touchpoints together to continue building relationships with our customers
Utilization of indirectly acquired customer information We indirectly acquired customer information through business partners, which placed a limit on satisfying customers' needs	**Development of direct, digital relationships** We facilitate direct communication based on extensive customer data and insights collected through s.com
Assessment of performance index (PI) as the final results We conducted PI and performance reviews as an outcome of a campaign, which placed a limit on assessing a clear relationship between campaign activities and their results	**Assessment of indices for campaign optimization** We analyze performance in real time to continuously optimize our campaigns

How will you ensure an ALWAYS-ON experience to your customer?

1. Design an always-on customer experience

What are the appropriate touchpoints for each CEJ stage, and how can we connect these touchpoints to deliver an always-on experience to customers?

2. Create key messages and content

How is our key message, that is to be delivered to customers in each CEJ stage as marketing content, different for each CEJ stage?

3. Measure the result and optimize the 3R

How do the results compare against specific PI/PD goals for each CEJ stage, and how can we optimize the 3R based on these results?

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1. Design an always-on customer experience

An always-on experience begins with understanding our contact point with our customers, the **touchpoint**.

1. Design an always-on customer experience

We should construct touchpoints by considering the sub-objectives and target customers at each CEJ stage and applying the lessons learned through the performance of past marketing campaigns.

CEJ Stage	Cold	Warm	Hot	Owner
Sub-objectives	Increase product/campaign awareness	Deliver product information; maximize customer interest	Convert intention to purchase; induce conversion	Customer Lock-In
Target Customers	Mass audience	Affinity audience	In-market audience	In-life audience
Lessons Learned	Data and major insights collected from planning and implementing past marketing campaigns			

Optimal touchpoint mix by CEJ stage

1. Design an always-on customer experience

When designing an always-on experience, it is vital to select the most effective and influential touchpoint for each CEJ stage.

CEJ Stage	Cold	Warm	Hot	Owner

Touch point

Paid
- Video
- Display
- Social
- Search
- Retailers.com

NOT EXHAUSTIVE

Review

Referral

Earned

Owned
- Display
- Social
- s.com
- Email/Push
- s.com
- On-device
- Members
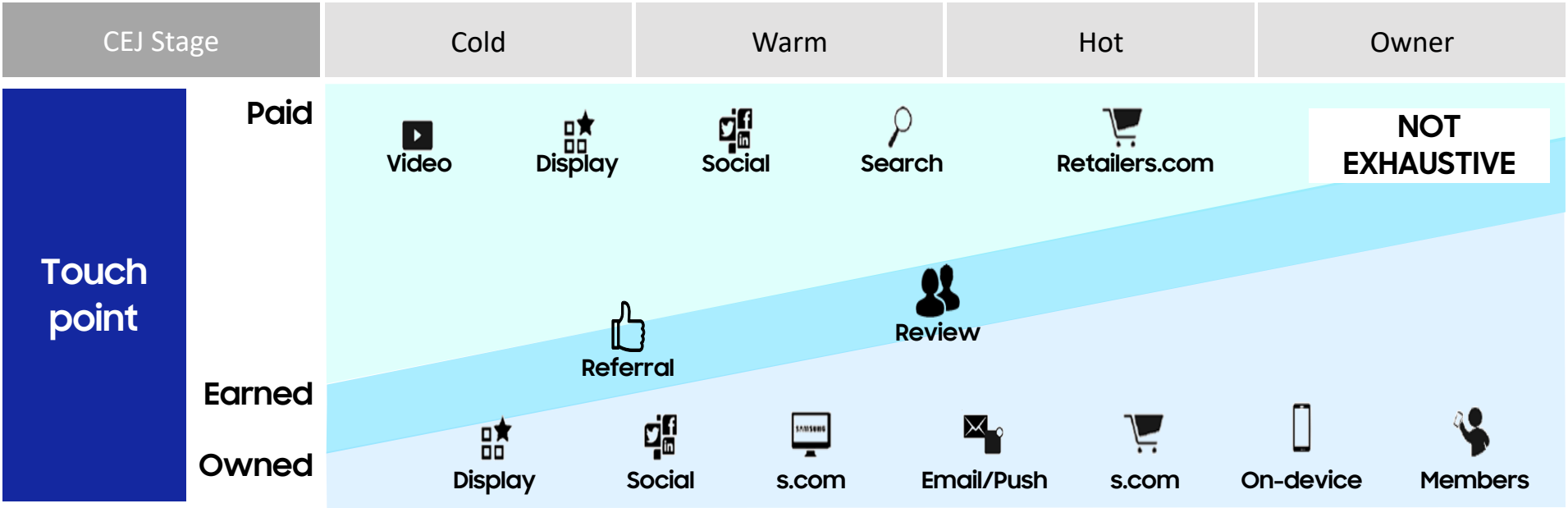
1. Design an always-on customer experience

To maximize the effect of marketing campaigns, we should design customer experience by mixing various touchpoints that meet the objectives.
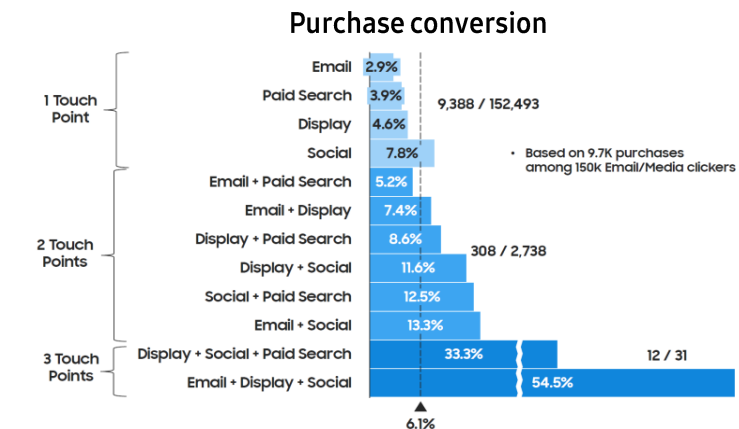
Multi-touchpoint Mix for Reach

- A multi-touchpoint mix is required to reach a wider target, because the target segment that lies at the end of a digital touchpoint is fragmented and widespread.
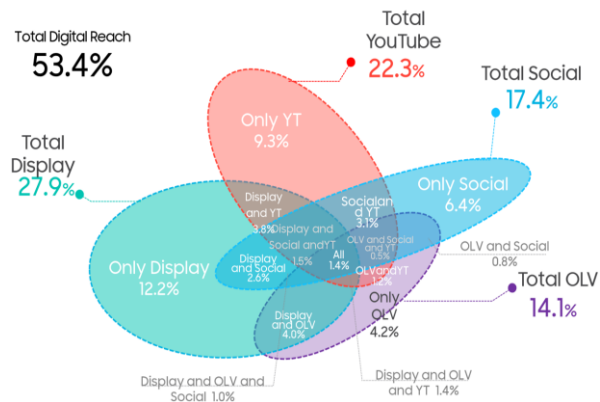
Cross-touchpoint Mix for Purchase

- Customers who receive a series of messages and make themselves engaged show high conversion rates.

Purchase conversion

1. Design an always-on customer experience

We place these touchpoints throughout the CEJ to facilitate always-on communication with customers. When this step is complete, let's think about what the customers will experience at each touchpoint.

CEJ Stage	Cold	Warm	Hot	Owner

Touchpoint Orchestration

Illustrative CEJ to land at s.com

E-mail / Push

Display / Social / Video

s.com Relevant PDP

s.com Purchase Page

s.com Buy Now

s.com Repurchase

→ Targeting
- - -> Retargeting
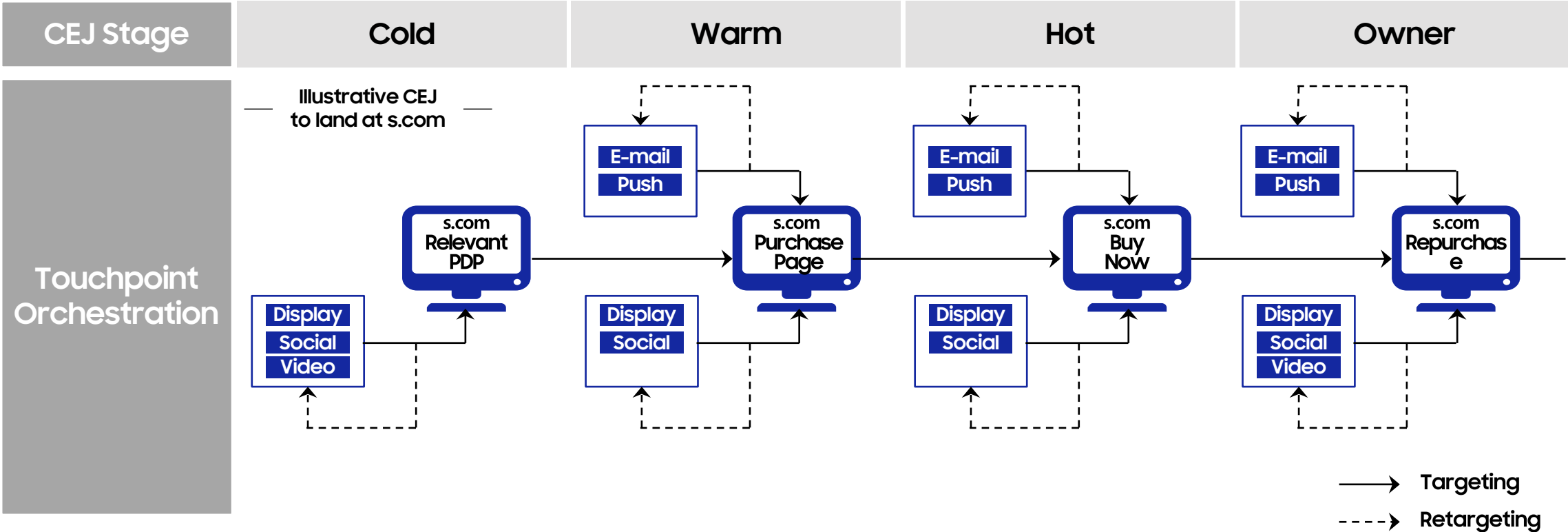
1. Example: The BESPOKE Refrigerator

For example, let's imagine a customer in the "warm" stage visits s.com. We should thoroughly examine the design of the always-on experience, taking into account the customer's experience at all touchpoints placed throughout the CEJ.

Touchpoint Design – Warm
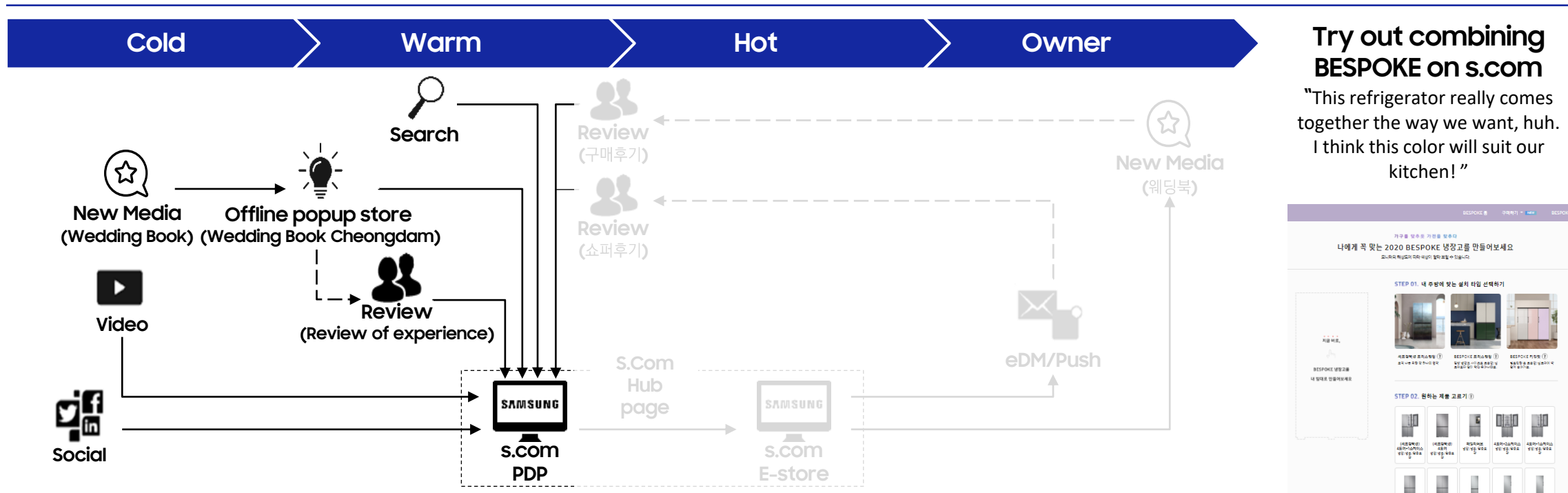
Cold → **Warm** → **Hot** → **Owner**

Search

New Media (Wedding Book)

Offline popup store (Wedding Book Cheongdam)

Video

Review (Review of experience)

Social

Review (구매후기)

Review (쇼퍼후기)

New Media (웨딩북)

S.Com Hub page

s.com PDP

s.com E-store

eDM/Push

Try out combining BESPOKE on s.com

"This refrigerator really comes together the way we want, huh. I think this color will suit our kitchen!"

1. Design an always-on customer experience

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How do the results compare against specific PI/PD goals for each CEJ stage, and how can we optimize the 3R based on these results?
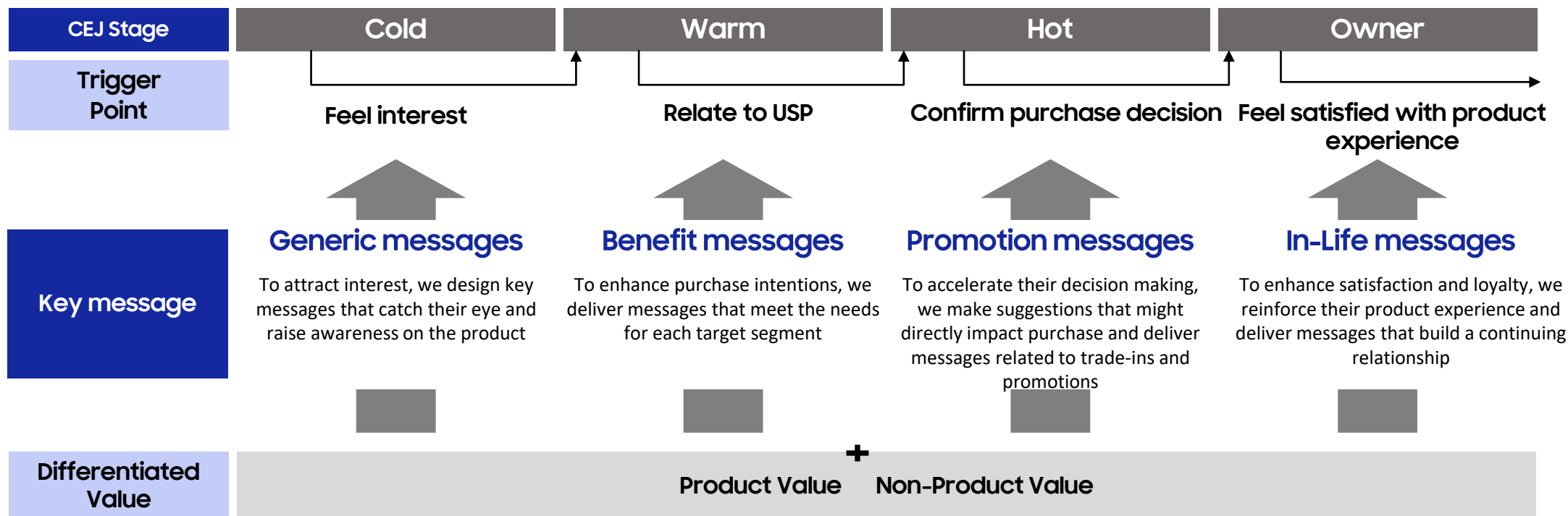
2. Create key messages and content

After designing an always-on experience through a multi-touchpoint mix,
we deliver differentiated values to customers in the form of

key messages & content.

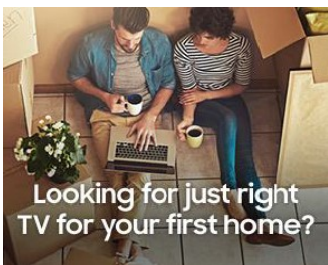**SAMSUNG MARKETING FRAMEWORK 2.0** Proprietary and confidential

2. Create key messages and content

We should design key messages in a way that can maximize the right value when delivered through the corresponding touchpoint.

CEJ Stage	Cold	Warm	Hot	Owner

Trigger Point

Feel interest | Relate to USP | Confirm purchase decision | Feel satisfied with product experience

Key message

Generic messages
To attract interest, we design key messages that catch their eye and raise awareness on the product

Benefit messages
To enhance purchase intentions, we deliver messages that meet the needs for each target segment

Promotion messages
To accelerate their decision making, we make suggestions that might directly impact purchase and deliver messages related to trade-ins and promotions

In-Life messages
To enhance satisfaction and loyalty, we reinforce their product experience and deliver messages that build a continuing relationship

Differentiated Value

Product Value **+** Non-Product Value

2. Create key messages and content

The key messages for each CEJ stage must be produced and delivered as customized marketing content according to the characteristics of each target customer and touchpoint.

CEJ Stage	Cold	Warm	Hot	Owner
Key message	**Generic** Generates customer's attention	**Benefit** Based on interests of the target segment	**Promotion** Induces purchase	**In-life** Shows a comprehensive guide
Example	A message that draws attention to TVs Looking for just right TV for your first home?	A message customized to the target segment (sports fans, gamers) Bigger screen, Bigger excitement	A message to induce purchase with free shipping, installation, and gifts SAMSUNG Buy Samsung's Super Big TV Free shipping and Installation BUY NOW	

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3. Measure the result and optimize the 3R

During a marketing campaign, we collect data such as customer responses and purchase histories at the touchpoint. **The performance index of sub-objectives for each CEJ stage is measured in real time and compared against campaign objectives.**

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3. Measure the result and optimize the 3R

For example, you can use A/B tests to compare performances between groups (target vs. control or present vs. past), measure the results against the sub-objectives in real-time, or examine the cost efficiency of each touchpoint.

A/B Testing

- Compare performance of target group vs . control group
  - **Target group:** deliver planned campaign content
  - **General group:** deliver generic content/messages

Example

Target audience	95%	Sports	Personalized Content
		Gamer	Personalized Content
		...	...
	5%	Baseline	Generic Content

- Compare current vs. past campaigns

Campaign sub-objectives vs. real-time results

- Compare and evaluate campaign goals and results in real time

Example

Under-exposed · Over-exposed · Under-exposed

7-Mar · 14-Mar · 21-Mar · 28-Mar · 4-Apr · 11-Apr · 18-Apr · 25-Apr · 2-May · 9-May · 16-May · 23-May · 30-May
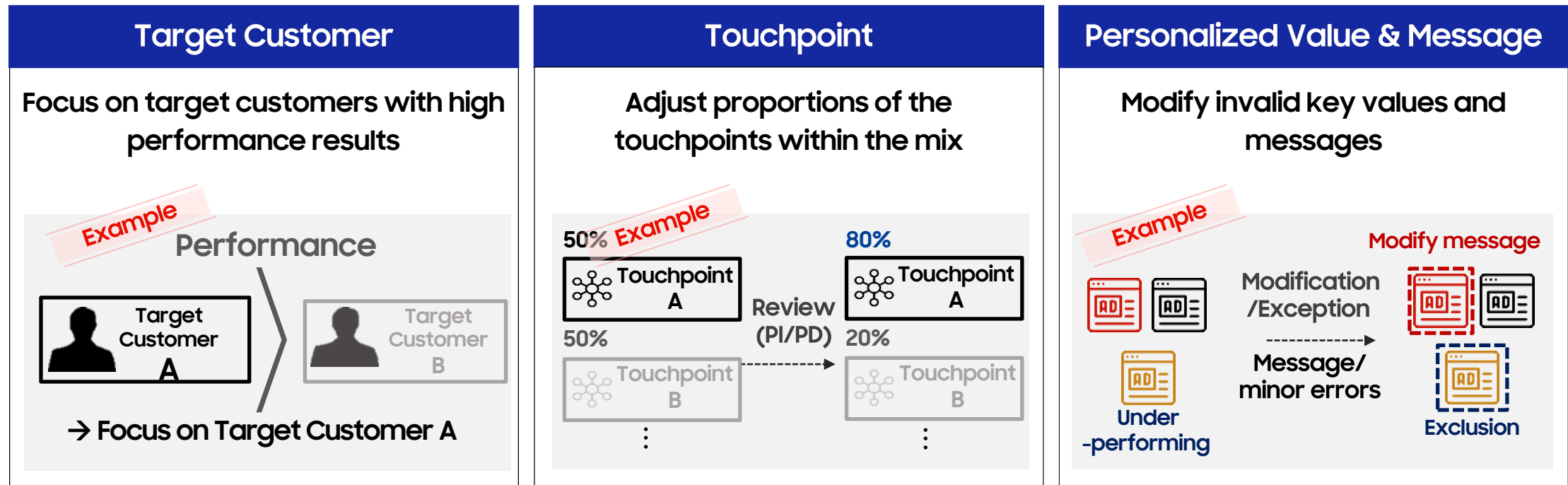
Planned impressions · Actual impressions

- Compare cost efficiency of each touchpoint in real time

3. Measure the result and optimize the 3R

We should optimize the campaign by adjusting target customers, touchpoints, personalized values, and key messages based on the measured performance.

Target Customer

Focus on target customers with high performance results

Example

Performance

Target Customer A > Target Customer B

→ Focus on Target Customer A

Touchpoint

Adjust proportions of the touchpoints within the mix

Example

50% Touchpoint A → 80% Touchpoint A

50% Touchpoint B → Review (PI/PD) → 20% Touchpoint B

Personalized Value & Message

Modify invalid key values and messages

Example

Modify message

Modification /Exception

Message/ minor errors

Under-performing

Exclusion

SMF2.0 Checklist

So far, we have looked at our marketing methodology in the digital age following the SMF2.0 Checklist. Let's revisit this process with an example.

1) Analyze Business Contexts

2) Set Objectives across the CEJ

WHY

3-2) Loop for Reflection

Right Customer
1) Gain a 360° View of Customers

2) Define your Target Segment

3) Identify Customer Needs across the CEJ

Right Value
1) Define Differentiated Value

2) Personalize Differentiated Values across the CEJ

3) Align with the Brand Value

Right Touchpoint
1) Design an Always-on Customer Experience

2) Create Key Messages and Content

3) Measure the Result and Optimize the 3R (Right Customer/Value/Touchpoint)

3-1) Review Results in line with KPIs

RESULT

End of Document