



# **The Next Normal for Marketing: Building a Successful Brand in the Digital Library Environment**

**NOW IT'S YOUR  
TIME TO BREAK  
THROUGH**

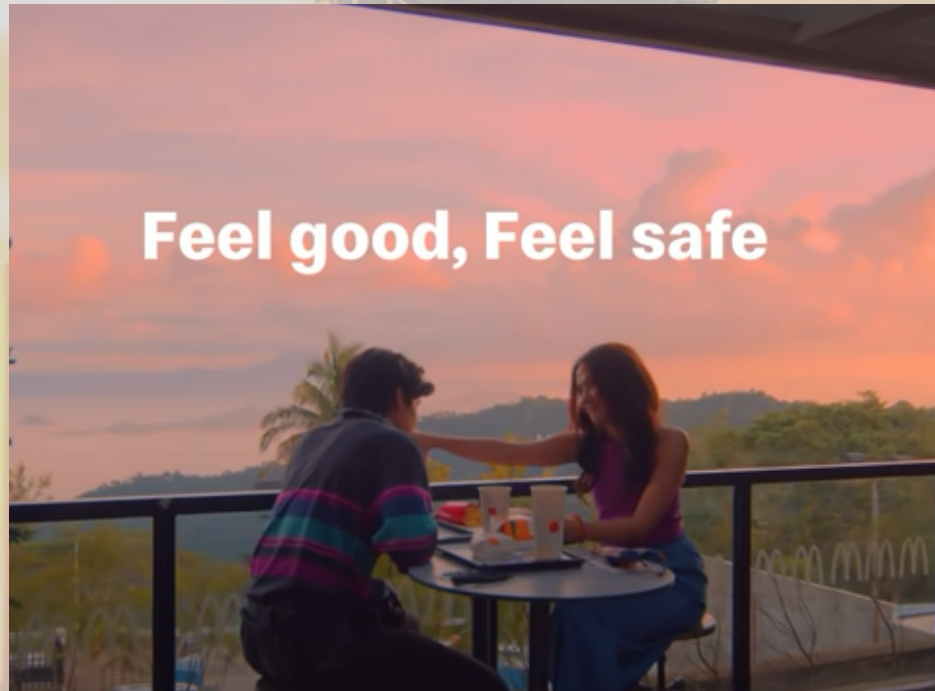
**ACTIVITY: NAME**

**YOUR TOP 5**

**FAVORITE BRANDS**



# TODAY'S AGENDA:



**Rapidly changing:  
What has marketing  
landscape happened  
in PH? How has  
Filipinos changed?**



**Reimagining the  
marketing role of  
Library Executives**



**Today's opportunity:  
Mapping your marketing  
strategies in your offline  
and online library  
environment**





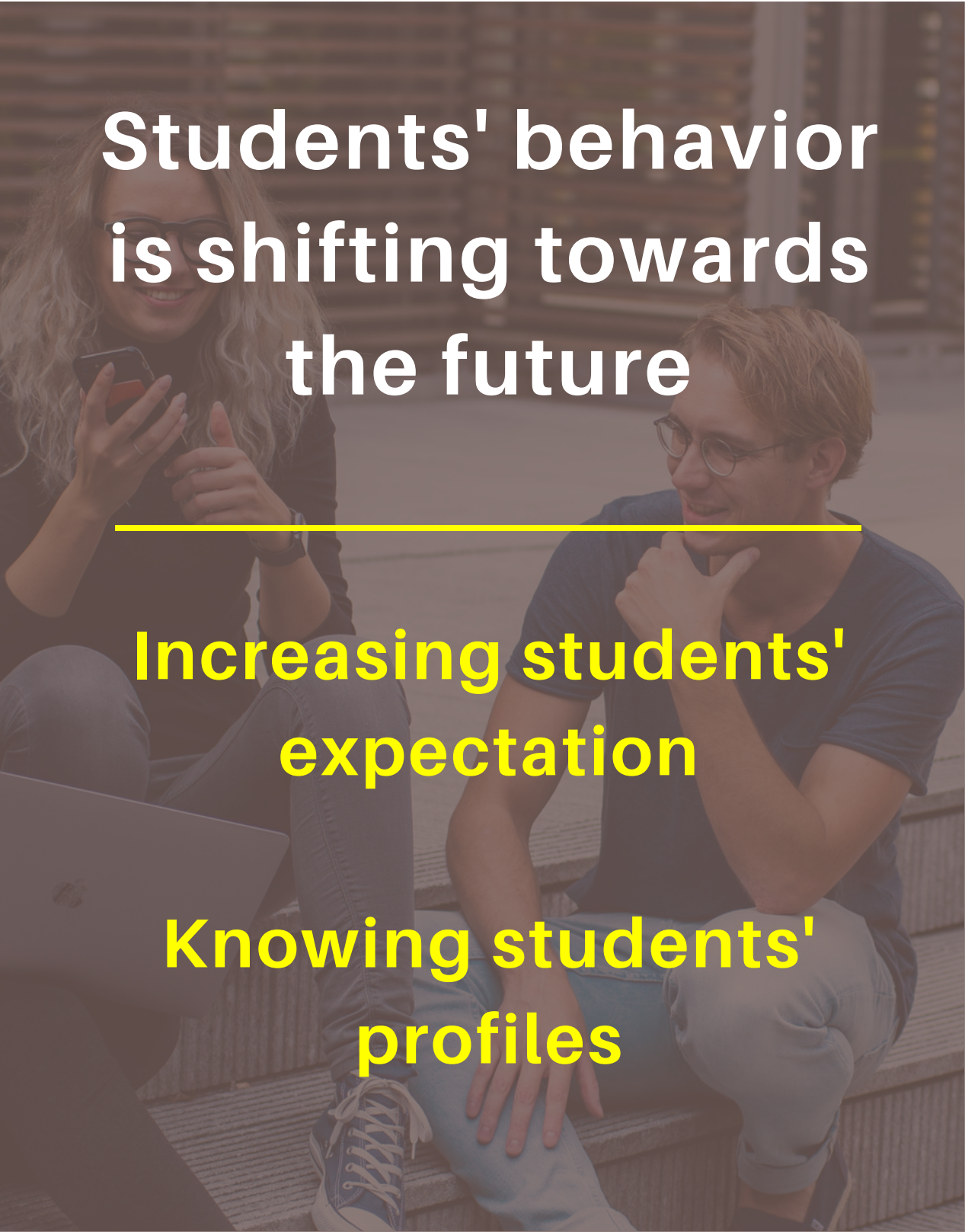
A low-angle, upward-looking shot of several modern skyscrapers with glass facades. The buildings are partially obscured by a semi-transparent green rectangular overlay that contains white text. The sky is visible in the background, showing some light clouds.

**Rapidly changing:  
What has marketing landscape happened in  
PH? How has Filipinos changed?**





# **It is no secret that marketing is experiencing massive disruption. There are key areas of hope that have emerged in the Philippines**



**Students' behavior  
is shifting towards  
the future**

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**Increasing students'  
expectation**

**Knowing students'  
profiles**



**Universities and  
Colleges are  
innovating faster  
than ever before**

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**Growth of unified  
offline and online models**

**Emerging industry  
behaviors**



**Breakthrough  
platforms**

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**Channel expansions**

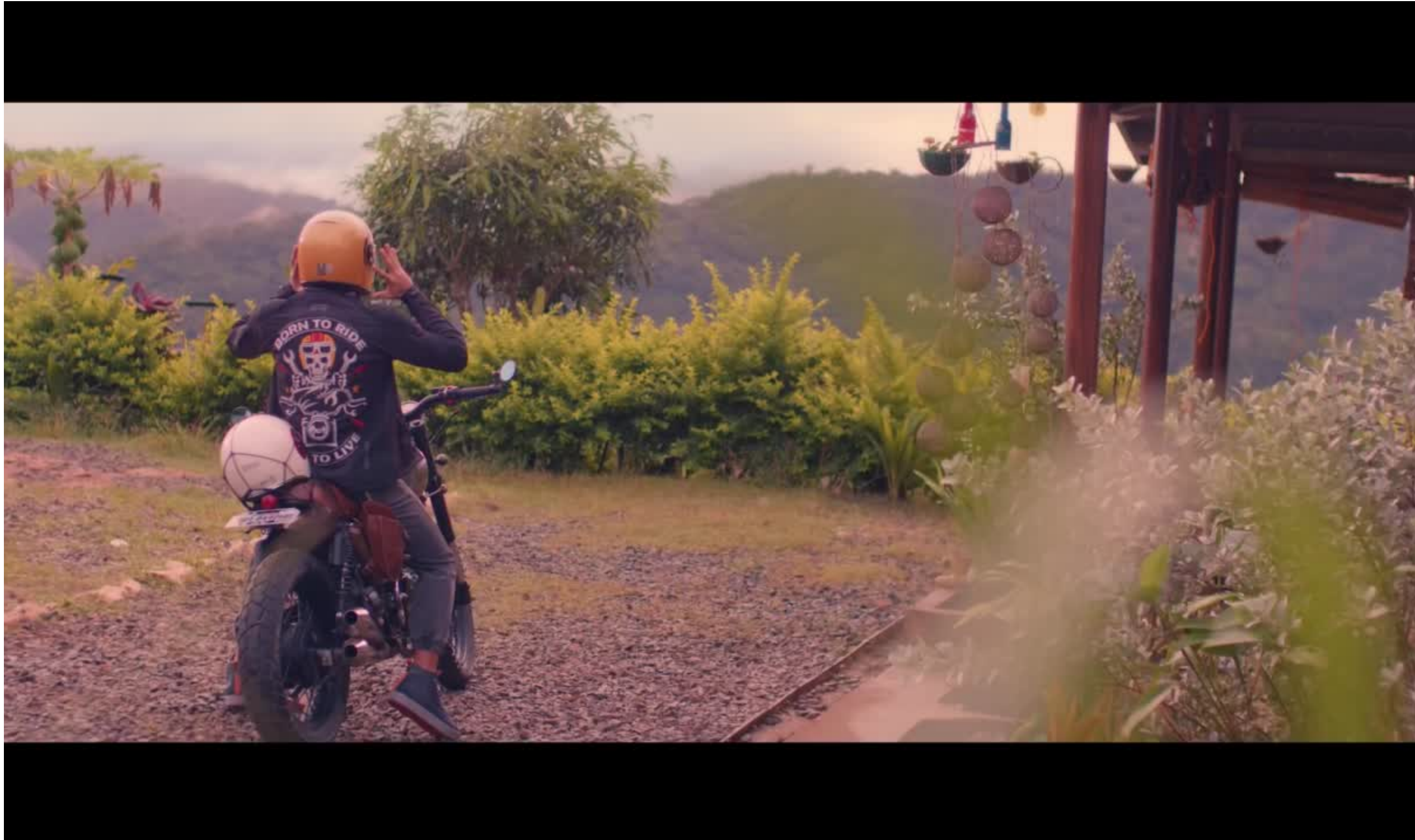
**Increasing digital online  
investments and student  
bonding campaign**

**Rise of Content creators**





**Rapidly changing: What has marketing landscape happened in PH? How has Filipinos changed?**





# **OBSERVATIONS:**

- **The story emphasized the experience of feel-good moments while feeling safe, as they eat and drink their favorite meal.**
- **Ensuring the store is safe so they can go back to the things they have missed doing a move forward without fear but with cautious mindfulness**
- **Delivering a safe experience from the establishment and digital channels**





**Rapidly changing: What has marketing landscape happened in PH? How has Filipinos changed?**



# **OBSERVATIONS:**

- **The brand used edu-tainment as their key storyline for brand building**
- **Learn a new way of connecting with the consumers through CSR efforts**





A low-angle, upward-looking photograph of several modern skyscrapers with glass facades. The buildings are partially obscured by a semi-transparent green rectangular overlay that serves as a background for the title text. The sky is visible in the background, showing some light clouds.

# Reimagining the marketing role of Library Executives







**OLD: Executives begin  
with knowing your  
students**

**NEW: Executives begin  
with knowing your  
students' segment**



# EVERYTHING YOU NEED TO KNOW



## MILLENNIALS (1980-1994)

Millennials are a most puzzling phenomenon in the generations of humans that have ever come to be. Born at the dawn of a new age, between 1980 to 2000, they are the first digital natives. They are socially connected via multiple devices, and are in some instances bordering on the obsessed with social media, as with selfies.



## GENERATION Z (1995-2012)

Gen Z is short for Generation-Z, who are the group of people born after 1995. Gen-Z are known for being passionate about the planet and sustainability, valuing authenticity in marketing campaigns, being mindful of their wellbeing and health, and are notoriously more challenging to sell products to.



## GENERATION ALPHA (2013-2024)

Generation Alpha began being born in 2010, the year the iPad was launched, Instagram was created and 'app' was the word of the year. They are the first generation of children to be shaped in an era of portable digital devices, and, for many, their pacifiers have not been a rattle or a set of keys but a smartphone or tablet device.





**OLD: Students hope  
you have what they  
want**

**NEW: Students  
expect you to  
have exactly what  
they want**



The infographic features a central yellow circle with the text 'TOP SOCIAL TRENDS 2022'. Surrounding this central circle are five dark blue circles, each containing a trend name. The background is a faded, high-angle photograph of a city skyline with numerous skyscrapers and buildings under a blue sky with scattered white clouds.

The Brand  
Strategy  
Trend

The ROI  
Trend

**TOP SOCIAL  
TRENDS  
2022**

The Social  
Advertising  
Trend

The Social  
Commerce  
Trend

The  
Customer  
Care Trend



**The Brand  
Strategy Trend**



**Brands finally get community right  
(with the help of creators)**

**The Social  
Advertising Trend**



**Marketers get creative as consumers  
wise up to social ads**

**The ROI Trend**



**Leaders have become much more  
comfortable measuring social's  
impact.**

**The Social  
Commerce Trend**

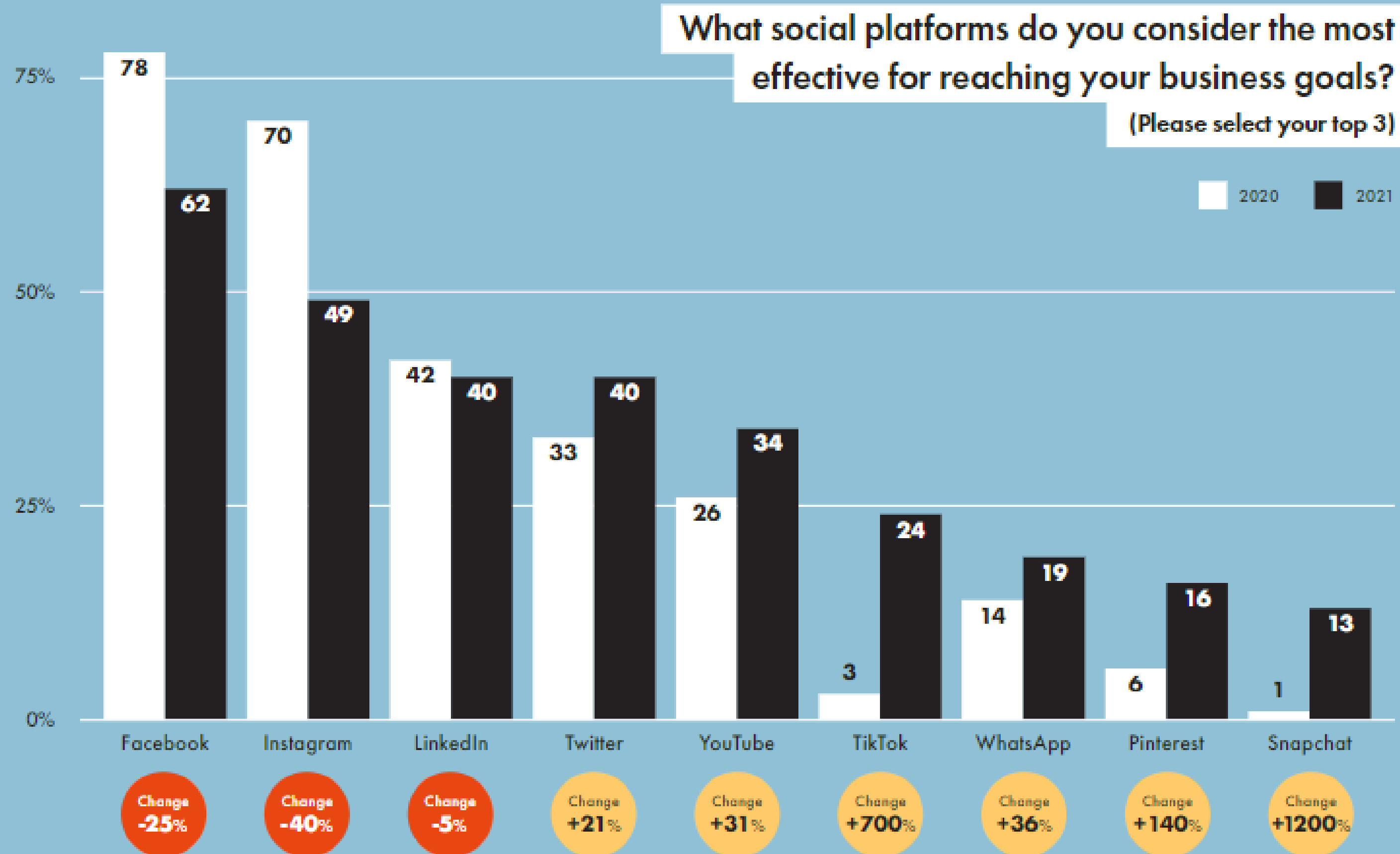


**Younger generations now turn to  
social networks to research brands  
more than search engines.**

**The Customer  
Care Trend**



**Social marketers save their brands  
from the customer service  
apocalypse**



Source: Hootsuite's Social Trends 2021 and 2022 surveys.  
Respondents were asked the same question but samples varied from year to year.  
In 2021 n= 11,189. In 2022 n=14,850.



**“The distinction between digital and physical is blurring and young generations are leading the charge. There will be many opportunities and challenges for brands to take on as we go through this shift. But when it comes to the amalgamation of online and offline experiences, it’s not a question of if marketers react, but when.”**

**Elena Melnikova**

**Chief Marketing Officer, Talkwalker**



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**Today's opportunity: Mapping your  
marketing strategies in your offline  
and online library environment**





**A robust marketing strategy will reach your target audience – this includes those who have never heard of your brand all the way to repeat customers.**

**Without a defined strategy, you'll essentially be throwing things to the wall to see what sticks. And it's costing you cost, time, and resources.**

1. Align your team to specific goals.
2. Help you tie your efforts to business objectives.
3. Allow you to identify and test what resonates with your target audience.





# **6 Fundamental Steps in Creating a Marketing Plan:**

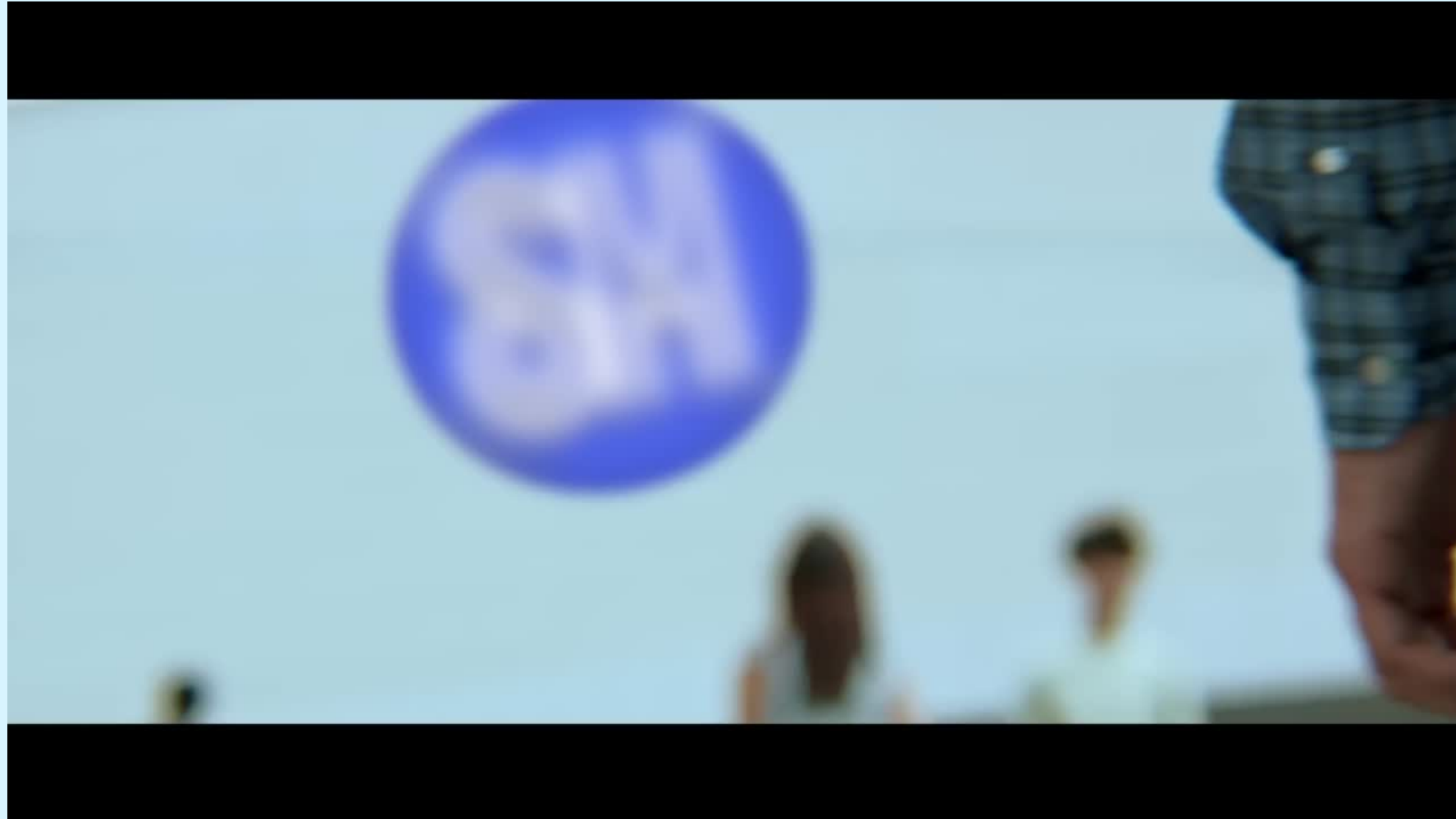
## **1. Creating the Foundations (Vision, Mission, Goals, Values)**

- **What is it that you are offering in the market?**
- **What are you looking to accomplish?**
- **How many students are you looking to generate to attend your event / visit the library?**
- **How many lives do you looking to impact?**





# Case Study: SM Supermalls



- **Values-led campaign**
- **Promoting DE&I  
(Diversity, Equity and Inclusions)**
- **Sustainability efforts**
- **MSME as part of their  
success journey**

## **2. Map out your Student Experience Journey**

- Taking the time to map your student experience journey is a great way to help you better target your marketing, conversion plan, improve experiences, and identify problem areas in your funnel.**
- It will will help you create better targets and segmentation strategies for your marketing digital campaigns, and more.**





# Student Experience Journey

AWARENESS

CONSIDERATION

CONVERT

LOYALTY

ADVOCACY

# AWARENESS

## (Researching Options)

- Conducts offline and online search
- Ask peers to advice
- Sees social media postings
- Attends webinars / in-person events
- Download website references, studies via pdf/file.



### **CHANNELS:**

Search, Social Media, Conference, Website



### **KPI:**

Impressions (organic/paid), clicks, followers, likes, number of sessions and attendee capture



### **RESPONSES:**

(How does the journey address students' needs)

Vlog, social media post, research, emails, case studies, webinars, in-person events



### **OPPORTUNITIES:**

(How can we improve the experience)



# CONSIDERATION

## (Getting educated on activities)

- Requests info
- Needs assessment
- Presentation



### **CHANNELS:**

Website, email, call, in-person



### **KPI:**

(What KPIs has the students' hit)  
Impressions (organic/paid), clicks, followers, likes, number of sessions and attendee capture



### **RESPONSES:**

(How does the journey address students' needs)  
brochures, email, creative solutions, presentations



### **OPPORTUNITIES:**

(How can we improve the experience)  
Targeted emails, media planning, survey assessment, & Win-back campaign (pre-pandemic)

# CONVERT

## (Confirming the partnership)

- Agreement
- Training
- New campaign



### **CHANNELS:**

Email , Call, in-person



### **KPI:**

(What KPIs has the students' hit)

Signed agreements, opportunity to be part of the campaign



### **RESPONSES:**

(How does the journey address students' needs)

Email / invitation message, training branding



### **OPPORTUNITIES:**

(How can we improve the experience)

New ambassadors, new campaign to engage, meetings



# LOYALTY

## (Continuing to use the services and support)

- Support
- Reads posts and attends event



### **CHANNELS:**

Email , Call, in-person, board announcement



### **KPI:**

(What KPIs has the students' hit)  
student-centered KPIs - most followed



### **RESPONSES:**

(How does the journey address students' needs)  
Resharing posts, messages



### **OPPORTUNITIES:**

(How can we improve the experience)  
Post-report quotes, messages coming from experts, featured in magazines/newspapers

# Advocacy

## (Recommendation of students from their friends/peers)

- Referral from a peer



### **CHANNELS:**

Survey, testimonial, referral  
(influencer marketing)



### **KPI:**

(What KPIs has the students' hit)  
Referral



### **RESPONSES:**

(How does the journey address  
students' needs)  
Survey



### **OPPORTUNITIES:**

(How can we improve the  
experience)  
Showcasing testimonials, advocacy  
programs, rewards systems to  
students



### **3. Creating a Buyer Persona**

- If you can't define who your audience is in one sentence, now's your chance to do it. A buyer persona is a snapshot of your ideal target market.**
- Buyer personas have critical demographic and psychographic information, including age, job title, income, location, interests, and challenges.**



# Case Study: Uniqlo



- **Delivering Best-in-Class Basics for the Masses thru #LifeWear**
- **It offers high-quality basics at affordable prices**
- **Its has a diverse array of products and the collaboration offered up to its shoppers**



## **4. Working on Offering and Positioning**

- Brand positioning is the process of positioning your brand in the mind of your customers. More than a tagline or a fancy logo, brand positioning is the strategy used to set your business apart from the rest.**
- You have a reputation whether you cultivate it or not, so you might as well create a brand positioning plan that can help you take control of your reputation and brand image.**



# Case Study: IKEA



- At the heart of Ikea's success is value and affordability.
- Ikea's stores also appeal to the subconscious mind, which is the primary driver of decision-making - sustainability, comfort, pleasure of discovery (retail therapy)



## **5. Right Marketing Channels**

- A marketing channel is an online or offline, free or paid medium or platform that helps businesses connect with their target audience. Ultimately, a marketing channel's goal is to help a business get its offering (products/services) in front of its ideal buyers to sell to them.**
- You have several options to choose from when creating a marketing channel. Ideally, choose your marketing channels based on where your target audience spends their time the most.**



## **Organic Marketing (Time)**

- **Using organic social media**
- **Strategic partnerships**
- **Affiliate Marketing**
- **Vlogging**
- **Generic traffic promotion**

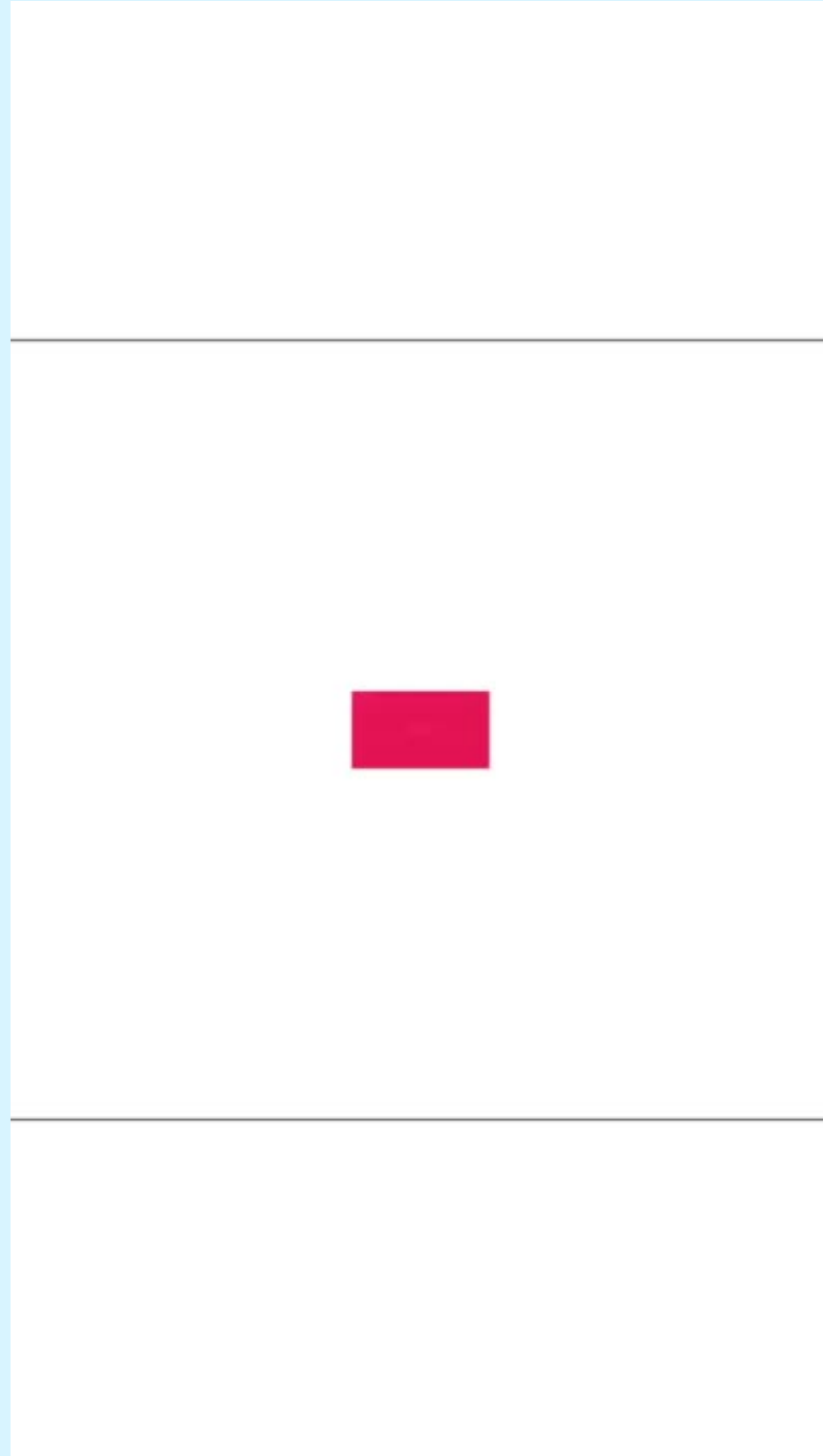
## **Paid Marketing (Money)**

- **Facebook Ads**
- **LinkedIn Ads**
- **Google Ads**
- **TikTok Ads**
- **Media / PR Agencies**





# Case Study: TikTok



- **TikTok's educational push opens up avenues for brands to connect with Gen Z in an entirely new way**
- **In May 2020, the platform announced its initiative #LearnOnTikTok, recognising a vast demand for educational content amongst young people on TikTok.**

# Case Study: TikTok



- Unified event (both in-person and digital) to celebrate the best of the best when it comes to creative and effective learning innovation in the Philippines.





## **6. Mapping out the content funnel**

- The content funnel works as a unified whole. This means that every section needs to work perfectly for the journey to be successful.**
- The funnels simplify the journey and make it easier for organizations to follow. These solutions map out each stage of their client's decision process and plan the steps they want to take in each.**



# Excel Spreadsheet

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	
1	NRCE 2023 Promotional Plan																																	
2	Aug 11 -12, SMX Convention Center																																	
3	Content/Highlight/Item	Boosted?	Platfrom	July																														
F				S	Su	M	T	W	TH	F	S	Su	M	T	W	TH	F	S	Su	M	T	W	TH	F	S	Su	M	T	W	TH	F	S		
1				2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30		
6	Expo - reasons to exhibit	Yes	Facebook															FB1																
7	Expo - reason to visit + promote reg	Yes	Facebook																	FB2														
8	Expo - Premium Platinum Sponsor		Facebook																				FB3											
9	Expo - Platinum Sponsors		Facebook																							FB4								
10	Expo - Gold & Expo Sponsors		Facebook																										FB5					
11	Expo - All Exhibitors	Yes	Facebook																													FB6		
12	Expo - whats new this year/showroom		Facebook																															
13	We are 1 week away!		Facebook																															
14	We are few days aways!		Facebook																															
15	Last chance to register!		Facebook																															
16	Today is the day!		Facebook																															
17	Last chance to visit!		Facebook																															
18	Expo - reason to visit + promote reg		Viber Com																			VC1												
19	Expo - All Sponsors		Viber Com																									VC2						
20	Expo - All exhibitors		Viber Com																													VC3		
21	We are 1 week away!		Viber Com																															
22	Last chance to register!		Viber Com																															

V2

Explore





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