

# **MARKETING** IN A DIGITAL FIRST WORLD

SOME OBSERVATIONS FROM A DIGITAL NATIVE

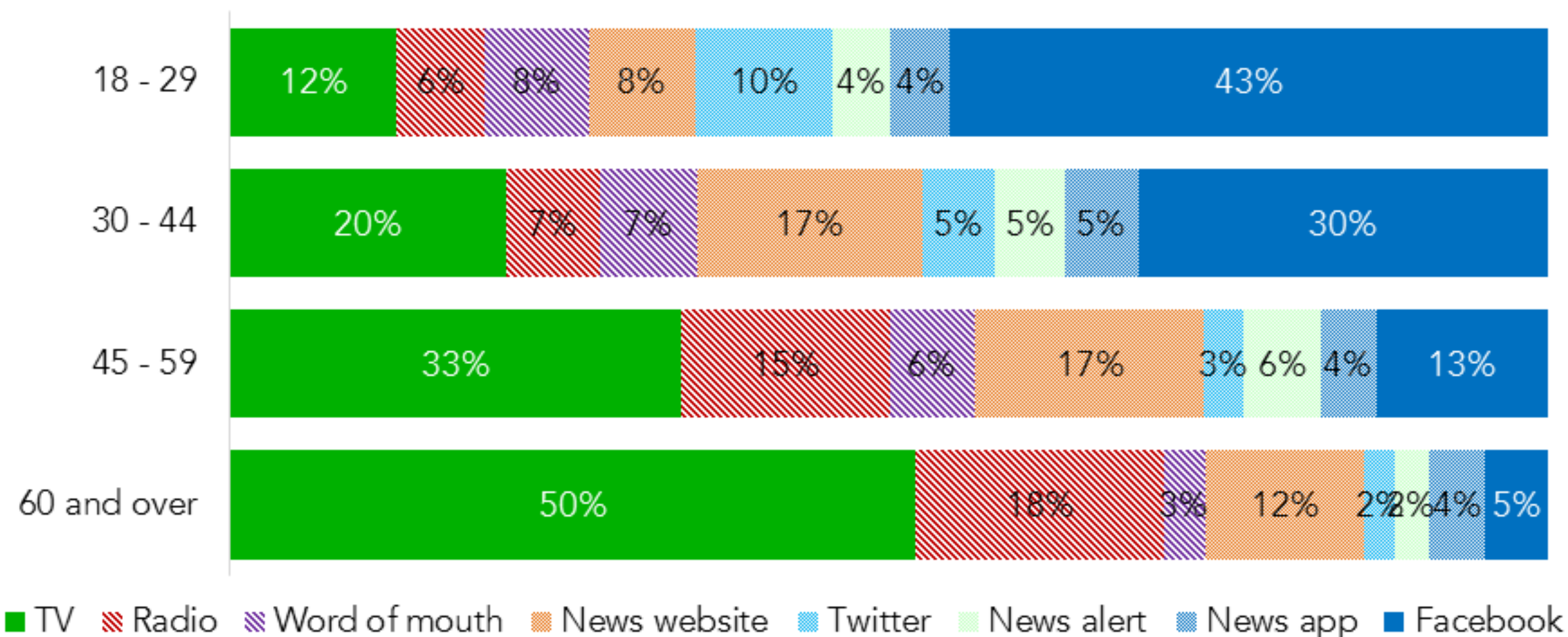
DAVID COLETTI, CEO

**ABACUS DATA**

**NOVEMBER 2017**

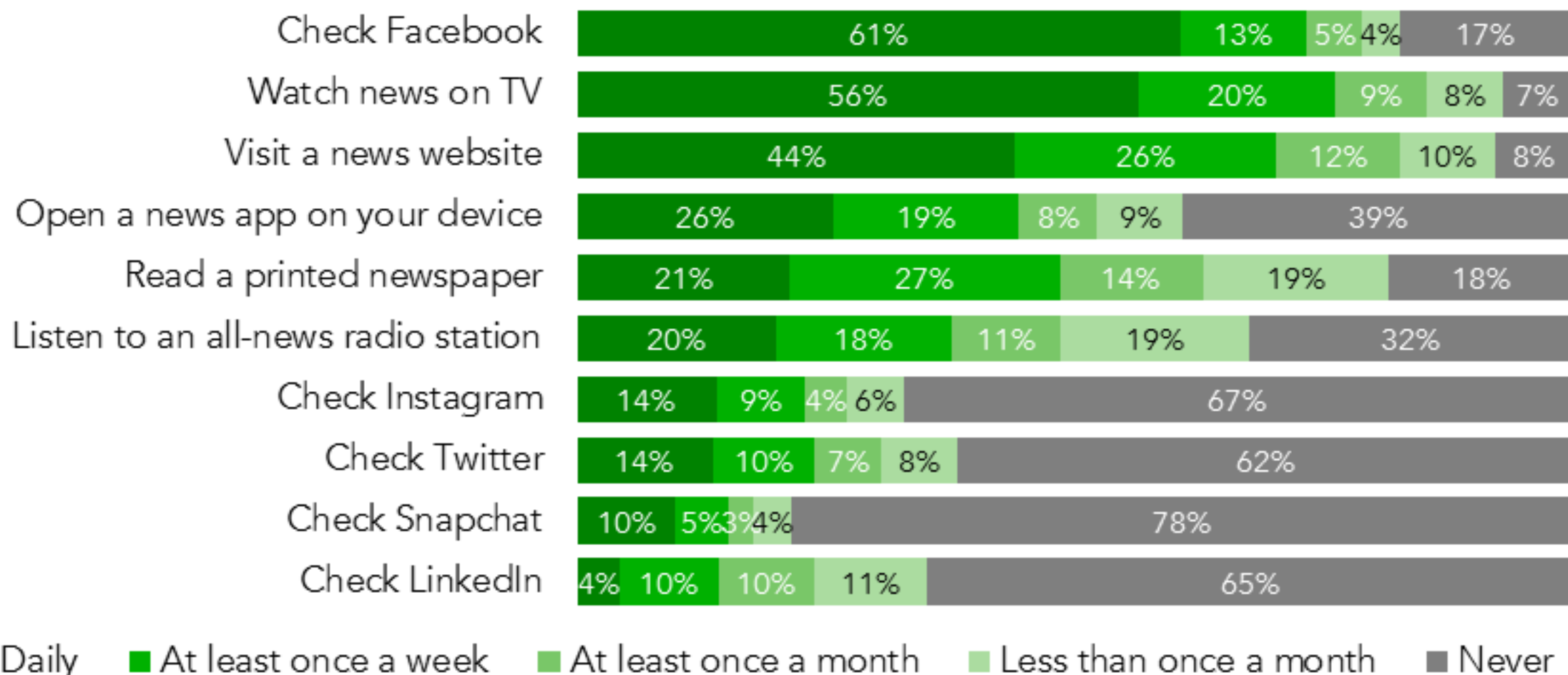


# GENERATIONAL NEWS DIVIDE: TV vs. FACEBOOK



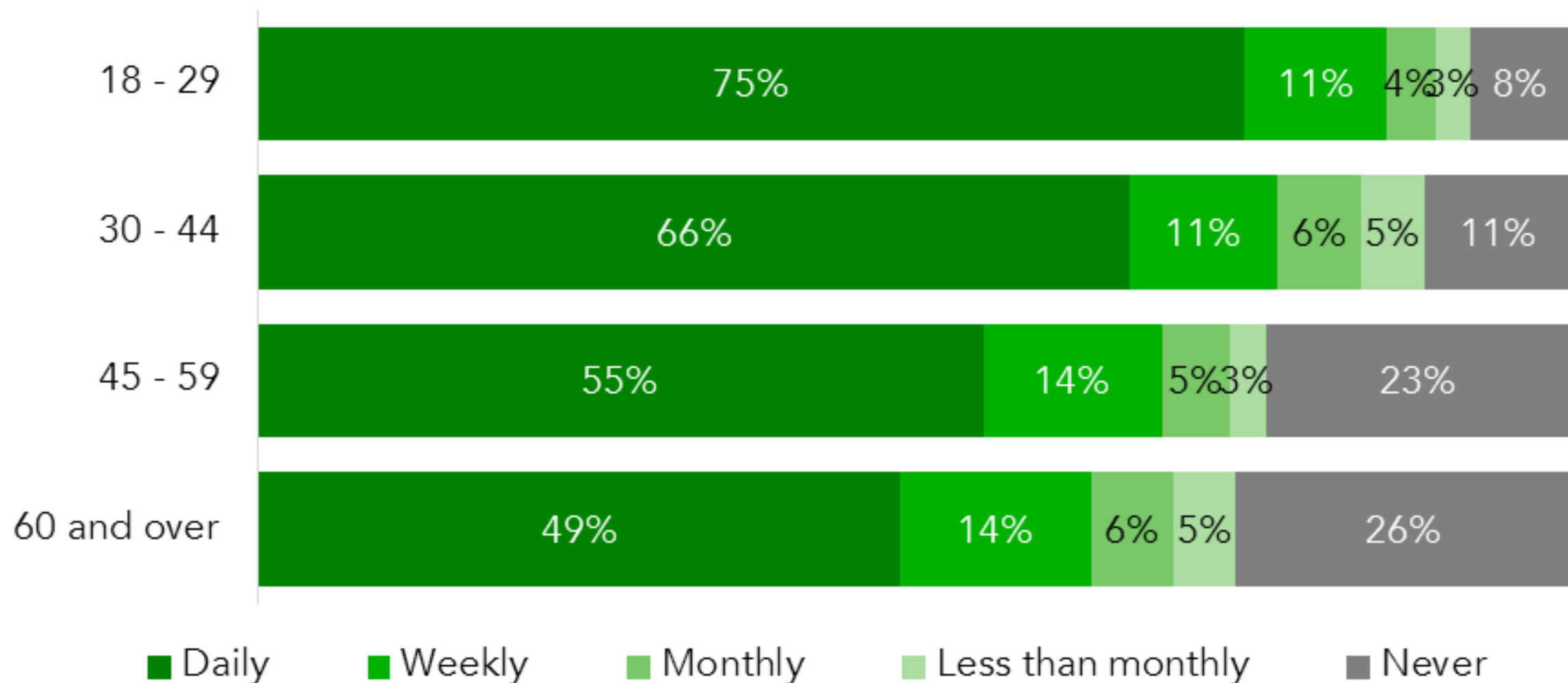
If a major news event occurred, where would you most likely hear about it first?

# HOW CANADIANS "PLUG IN"

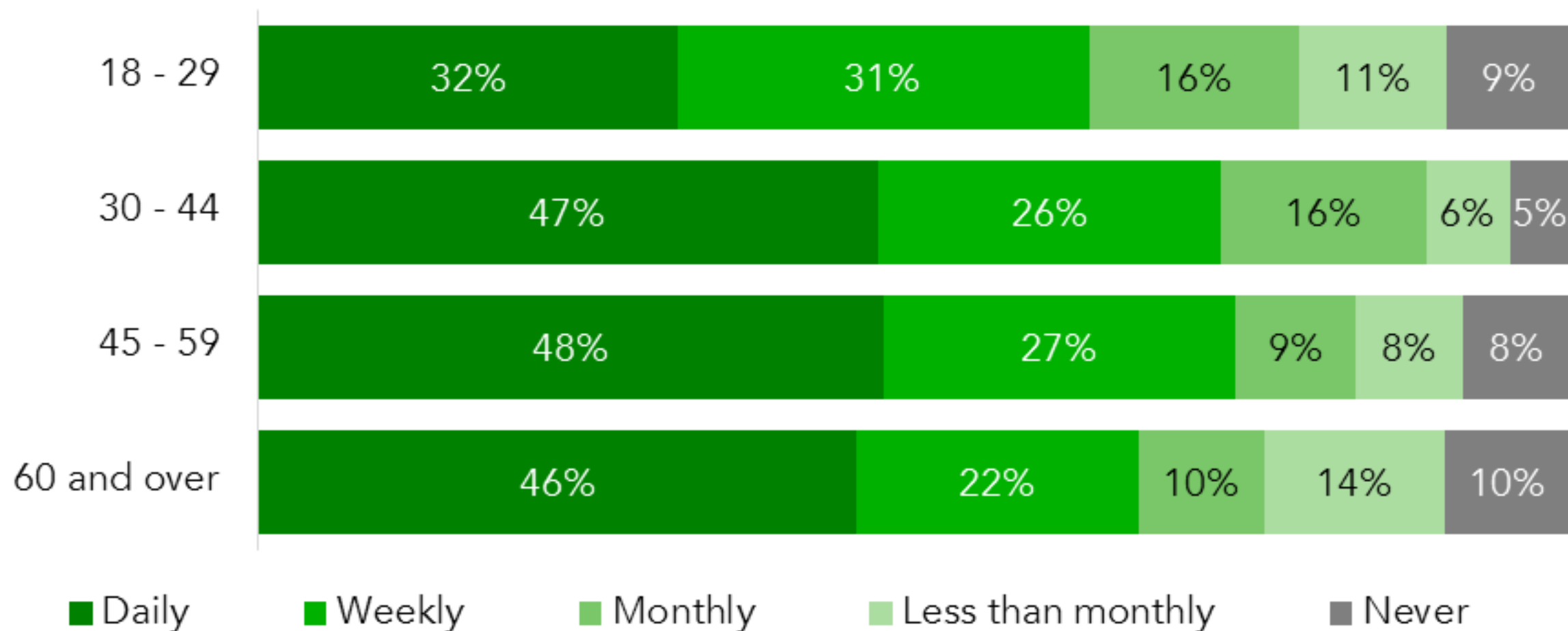


How often do you do the following?

# CHECKING FACEBOOK BY AGE



# VISIT A NEWS WEBSITE BY AGE

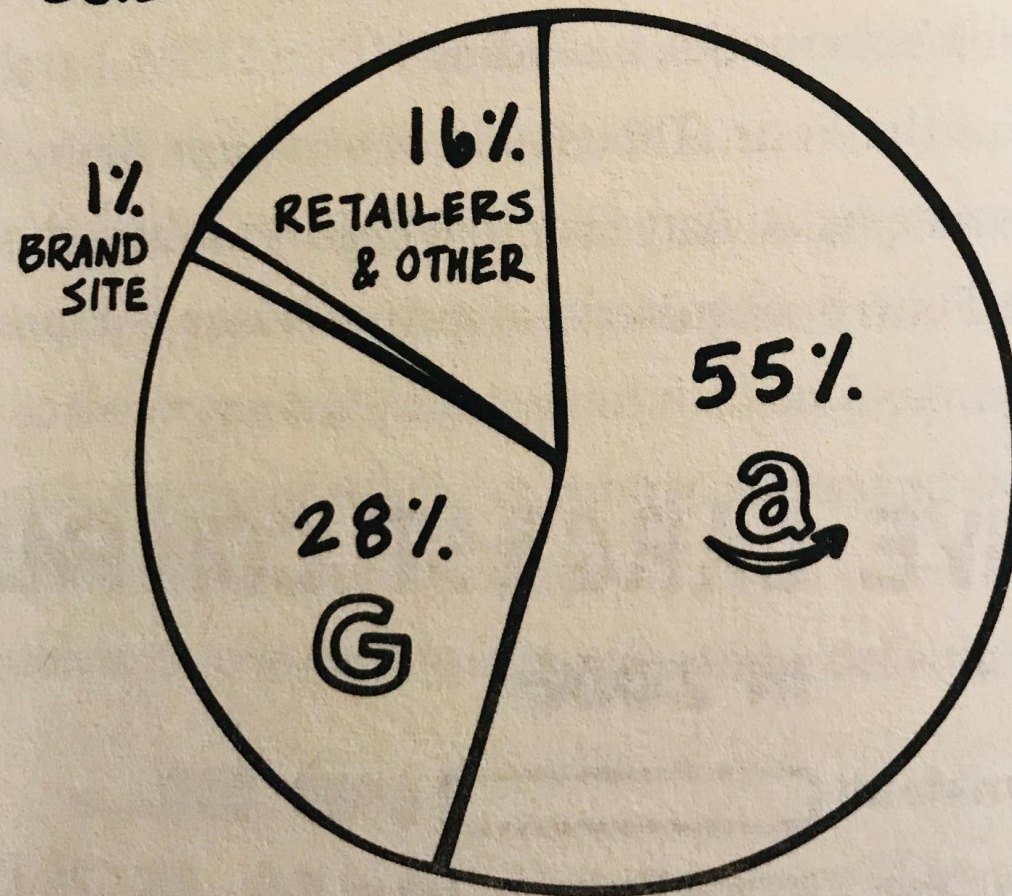


How often do you do the following?



# WHERE PEOPLE START PRODUCT SEARCHES

2016



Soper, Spencer. "More Than 50% of Shoppers Turn First to Amazon in Product Search." Bloomberg.



Consumers have been empowered by review sites and social media

**42%** of holidaymakers use review websites.

**59%** say these sites have the most influence on their booking decisions.

**46%** search for feedback and comments by other people.



# THE BASICS

**WHO IS YOUR  
IDEAL CUSTOMER?**



**MY IDEAL CUSTOMER  
WOULD...BUT NO ONE  
ELSE WOULD.**

# WHAT IS THEIR **TYPICAL CUSTOMER JOURNEY?**



awareness

consideration

purchase



# THE BASICS

1. WHO IS YOUR IDEAL CUSTOMER?
2. WHAT IS THEIR CUSTOMER JOURNEY?
3. WHAT IS YOUR MARKETING OBJECTIVE?

# REALISTIC DIGITAL MARKETING



Twitter



YouTube



Facebook



Snapchat



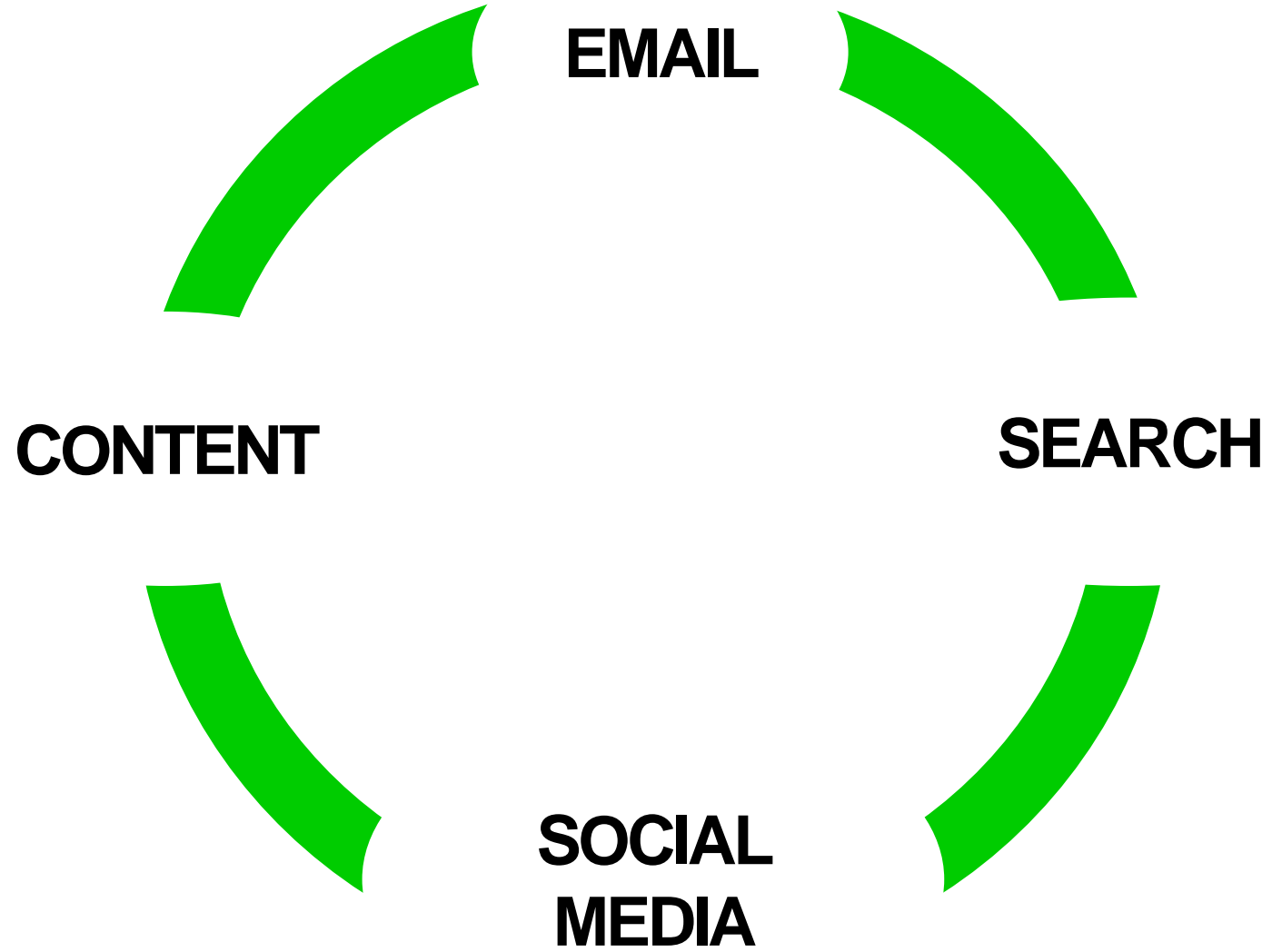
Instagram



Pinterest



Skype



# WHEN I WANT WHAT YOU SELL, CAN I FIND YOU?

# #1

# ARE YOU SEARCHABLE?





dinner



### Terre Rouge

4.5 ★★★★★ (71)

Bistro · 72 Queen St

Open until 10:00 PM



### Mavor's

4.2 ★★★★★ (40)

Restaurant · 145 Richmond St

Canadian restaurant with a patio & bar



### Merchantman Fresh Seafood & Oyster Bar

4.2 ★★★★★ (168)

Restaurant · 23 Queen St

Brick-walled fish house with a patio

Open until 10:00 PM



### Sims Corner Steakhouse & Oyster Bar

4.3 ★★★★★ (99)

Restaurant · 86 Queen St

Open until 10:00 PM



### Row House Lobster Co.

4.2 ★★★★★ (46)

Restaurant · 146 Richmond St

Open until 11:00 PM

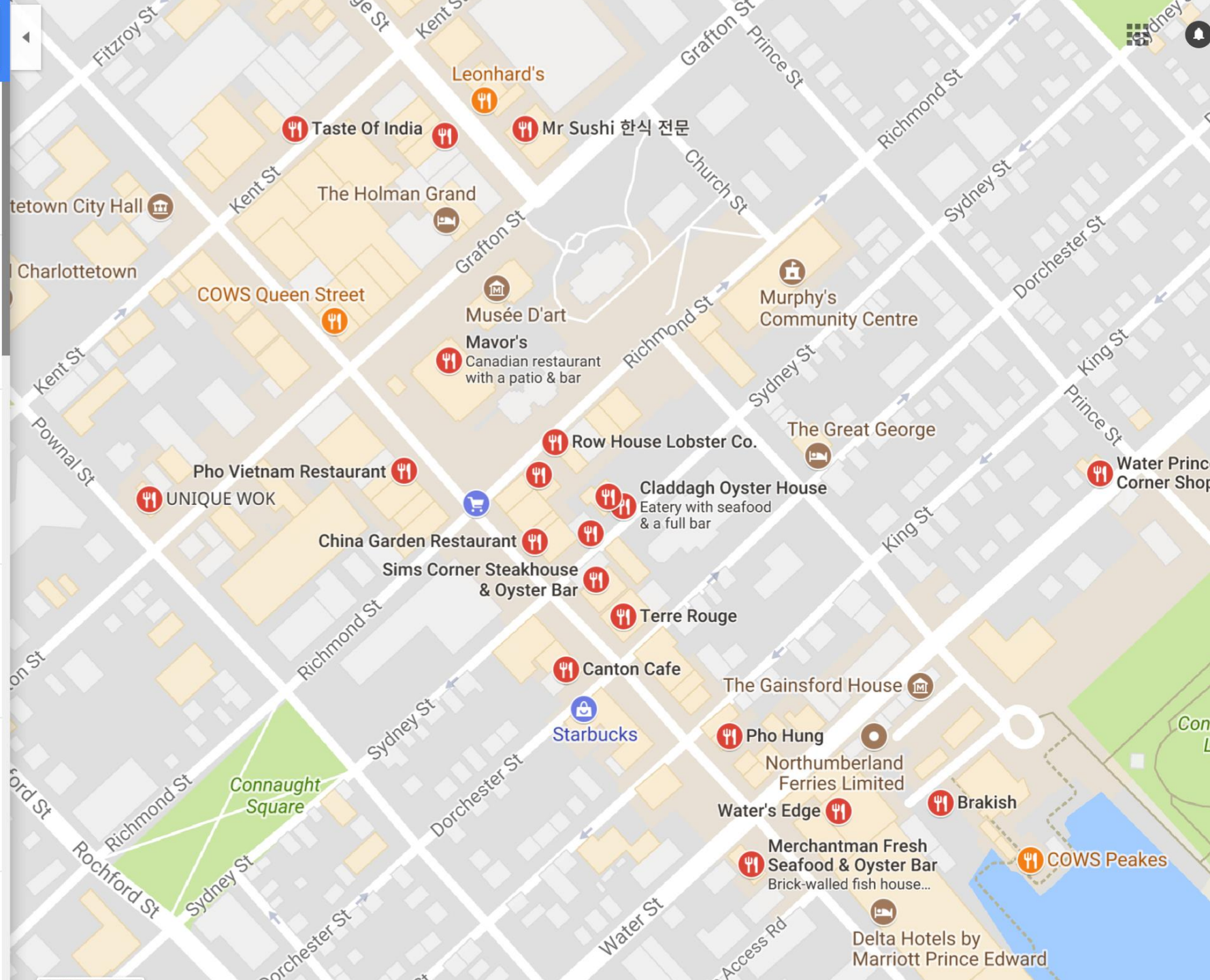


### Water Prince Corner Shop

4.2 ★★★★★ (118)

\$\$ · Restaurant · 141 Water St

Open until 8:00 PM

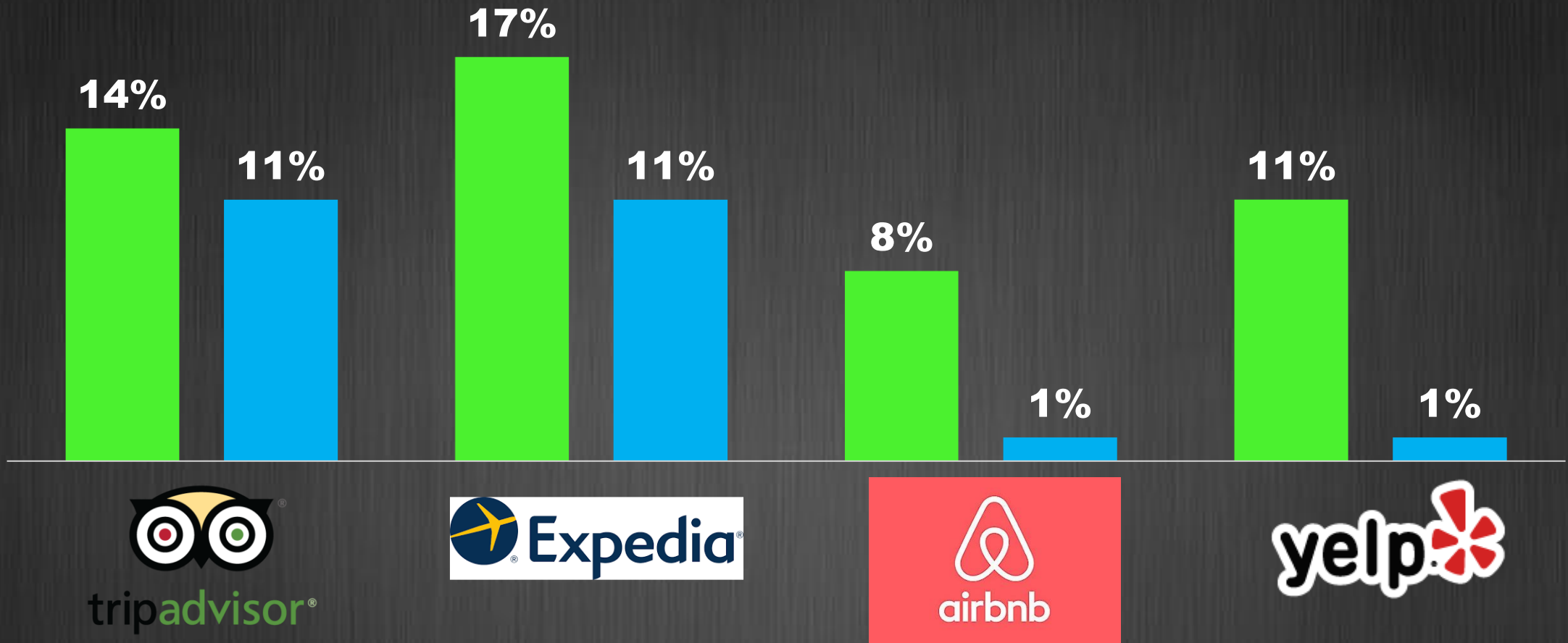




# % WHO USE THE FOLLOWING REGULARLY

■ Millennials

■ Boomers



# #2

# ARE YOU MOBILE FRIENDLY?

# RISING SPONTANEITY



85%

of leisure travelers decide  
on activities only after having  
arrived at the destination.



1/2

of international travelers use  
smartphones to look for things  
to do once they've arrived at a  
destination.

# #3

# ARE YOU SOCIAL?





northandnavy

Following



426 posts

7,589 followers

1,002 following

North & Navy Northern Italian kitchen inspired by the Baccari of Venice Italy chef

@adamvettorel and @schlesak 226 Nepean St. Ottawa, Canada

[www.northandnavy.com](http://www.northandnavy.com)







## Clinton Hills Weddings and Events

@clintonhillspe

Home

About

Photos

Events

Reviews

Videos

Posts

Community

Create a Page



Like



Follow



Recommend



Send Message



Status



Photo/Video



Write something on this Page...

### Photos



### Performance & Event Venue

4.8 ★★★★★

### Community

See All



Invite your friends to like this Page



2,344 people like this



2,304 people follow this

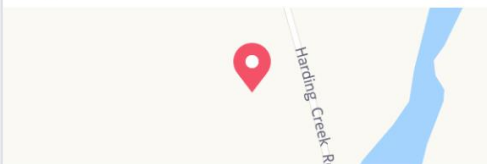


Chad Rogers likes this or has checked in



### About

See All



123 Harding Creek Rd  
COB 1M0

(902) 886-3080

Typically replies within a few hours

# #4

# DO YOU HAVE AN EMAIL LIST?

# WORTH A LOOK

What we're reading this week



November 1, 2017

Happy hump day everyone!

In this week's edition of *Worth a Look* we recommend *The Four* by Scott Galloway. An engaging and fascinating look at four of the most influential and largest companies on the planet.

We also share two pieces on generational change. One looks at the growing interest by American millennials in **agrihoods** - communities built around community farming. The other busts the myth that millennials aren't loyal to their employers. Something we always felt was true but lacked good data to back up.

Finally, given all the revelations about sexual harassment in Hollywood, we asked Canadians their experience with sexual harassment in the workplace. Our Chair, Bruce Anderson, reports on the data and what he thinks it means.

As always, have a wonderful end to your week.

A handwritten signature in black ink that reads "David Coletto". The signature is fluid and cursive, with the first letters of each word being capitalized and prominent.

David Coletto, CEO  
Abacus Data  
david@abacusdata.ca



# GETTING IT DONE

WHO IS  
YOUR  
TARGET?

WHAT IS  
YOUR  
PLAN?

PILOT  
PROJECTS



# FINAL THOUGHTS

**david@abacusdata.ca**  
**@ColettoD**  
**canadianmillennials.ca**



*Thank  
You*

