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e-Marketer

BM 07: Analytical Skills



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Sources and further readings

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Sources and further readings

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<https://www.digitalgov.gov/2014/03/04/creating-awesome-web-analytics-reports-and-presentations/>

<https://blog.hubspot.com/marketing/buyer-persona-research>

<https://optinmonster.com/how-to-create-a-concrete-buyer-persona-with-templates-examples/>

<https://www.contentharmony.com/blog/customer-persona-tools/>



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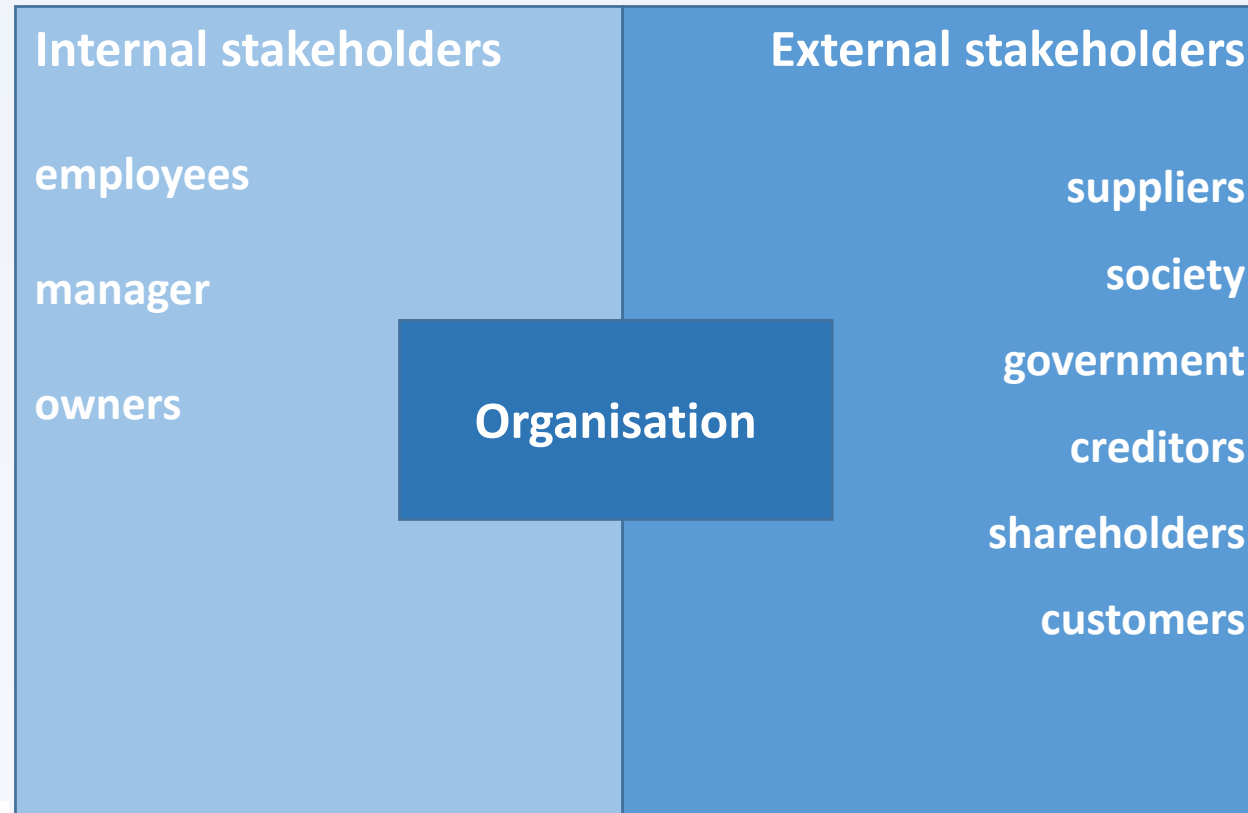
1 Customer Needs



1. Customer Needs

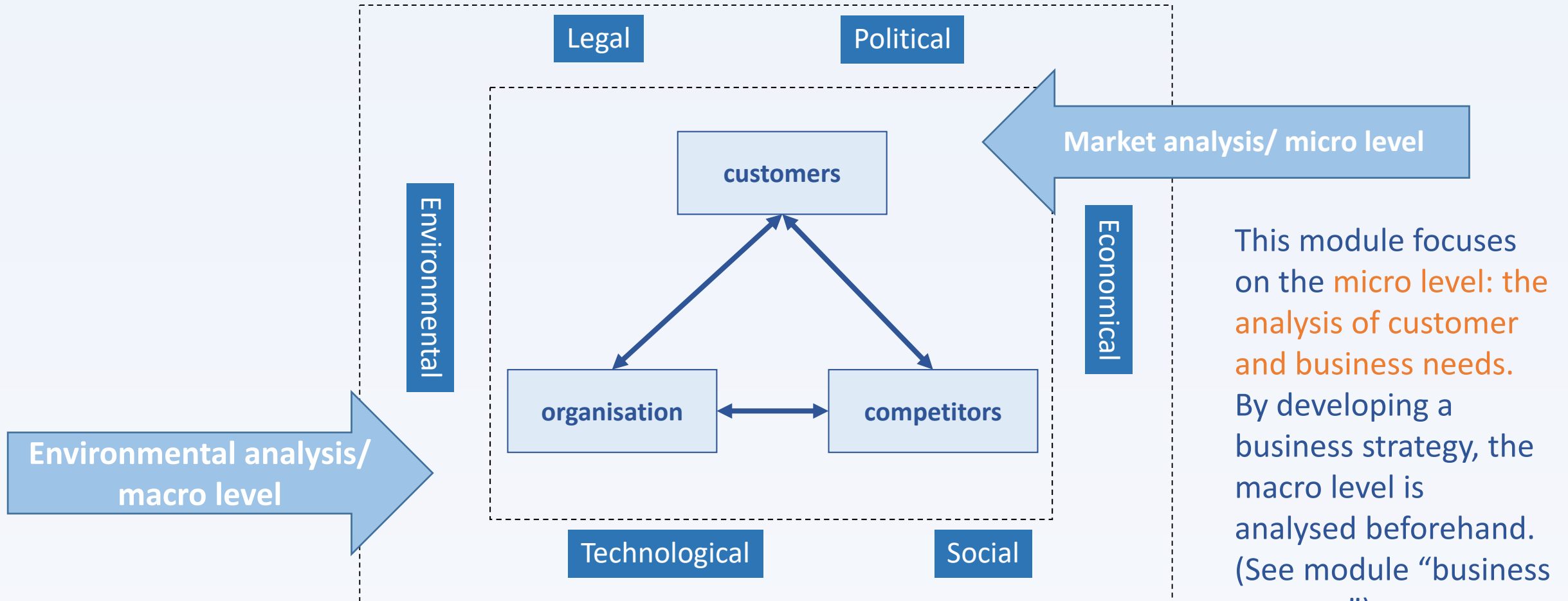
1.1 Analytical Levels

Each organisation has different stakeholders, which have to be considered within the analysis of customer and business needs:



1. Customer Needs

1.1 Analytical Levels



This module focuses on the **micro level: the analysis of customer and business needs**. By developing a business strategy, the macro level is analysed beforehand. (See module “business strategy”)

Source: in reference to Ohmae, K. (1982), p. 91 and Tucker, S.A. (1966), p. 7.



1. Customer Needs

1.2 Target Group and Buyer Persona

The analysis of the customer needs helps to identify the target group of the business and the audience for marketing measures.

The target group refers to a group of people with a set of similar characteristics based on demographic, psychographic, behavioural and geographic information like gender, age, income and location.

Example:

Male and female customer, aged 19-49, familiar with online-shopping, living in Sweden.

This leads to different decisions concerning marketing, e-commerce development or content production as for elder users who are not familiar with online-shopping and who live in Germany.

Source: Böcker (2015), p. 167.



1. Customer Needs

1.2 Target Group and Buyer Persona

In order to work precisely and create personalised marketing measures, **it is helpful to create a detailed buyer persona as representing your ideal customer and audience for marketing measures.**

A big trend in e-commerce is **personalised marketing** and selling, as customers are attracted by **individual offers and products.**

By analysing your base of customers and interviewing them, you can create your own buyer persona to target your marketing at.



1. Customer Needs

1.2 Target Group and Buyer Persona

Treat your Buyer Persona as a real customer and bring it to life.

Demographic Information:

Gender, Age, Income, Place (and style) of living

Background:

Job, education, private background (status, family etc)

Hobbies and Interests:

Sports, media, leisure activities

Goals:

Envisaged job career, envisaged income, private goals,

Fears:

Referring to work and private life

Challenges:

Current problems to be solved (work and private life)

Name: John Doe



1. Customer Needs

1.2 Target Group and Buyer Persona

Further Reading:

- <https://blog.hubspot.com/marketing/buyer-persona-research>
- <https://optinmonster.com/how-to-create-a-concrete-buyer-persona-with-templates-examples/>
- <https://www.contentharmony.com/blog/customer-persona-tools/>

Helpful Tools:

- Xtension User Persona Creator: <https://xtensio.com/user-persona/>
- Digital Marketer's Customer Avatar Worksheet:
<http://www.digitalmarketer.com/customer-avatar-worksheet/>
- Demand Metric's Buyer Persona Template:
<https://www.demandmetric.com/content/buyer-persona-template>
- HubSpot's Buyer Persona Template: <https://offers.hubspot.com/persona-templates>



1. Customer Needs

1.3 Customer Journey

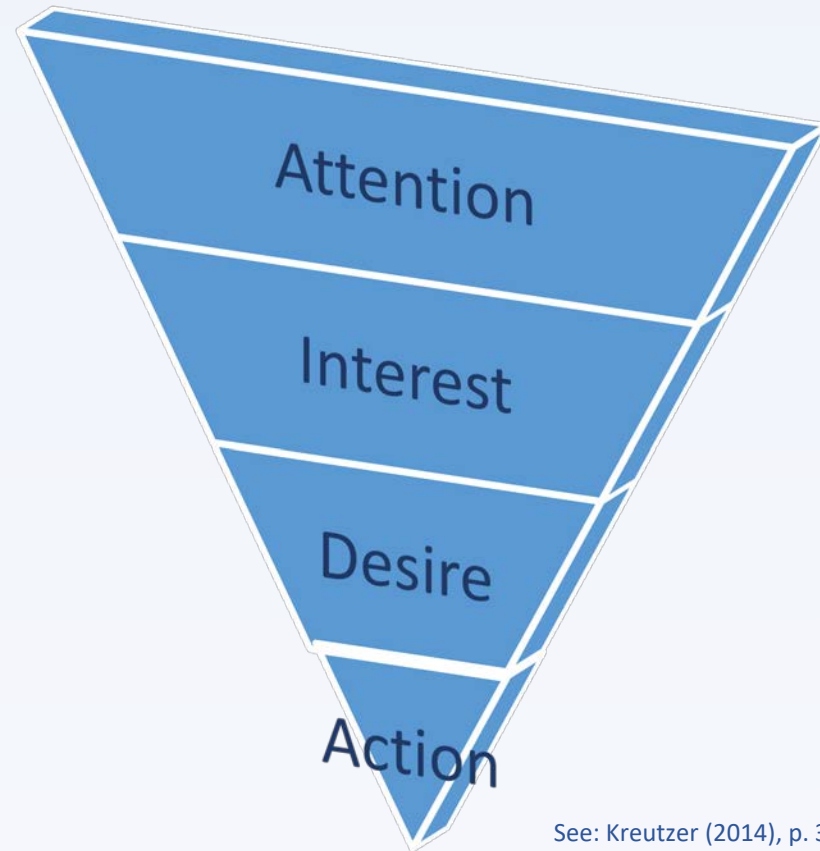
The AIDA Model shows the effect of marketing measures on the customer:

Attention

Interest

Desire

Action



See: Kreutzer (2014), p. 30.

Customer becomes **aware** of the product or service.

Customer becomes **interested** in the product or service by information.

Consumer develops the **desire** to have the product or service.

Consumer **acts** out the purchase of the product or service.



1. Customer Needs

1.3 Customer Journey

The **Customer Journey** refers to the process of purchase, starting at the first buying impulse.

The customer is interested in the product and gathers information.

The gathered information matches the personal need of the customer. The information procurement is an individual process, which can be conducted in various ways.

The ways of individual information procurement are difficult to estimate or to retrace.

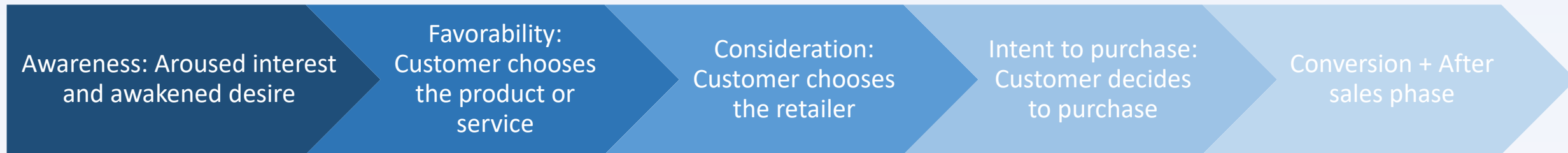
Especially if offline and online channels are involved.



1. Customer Needs

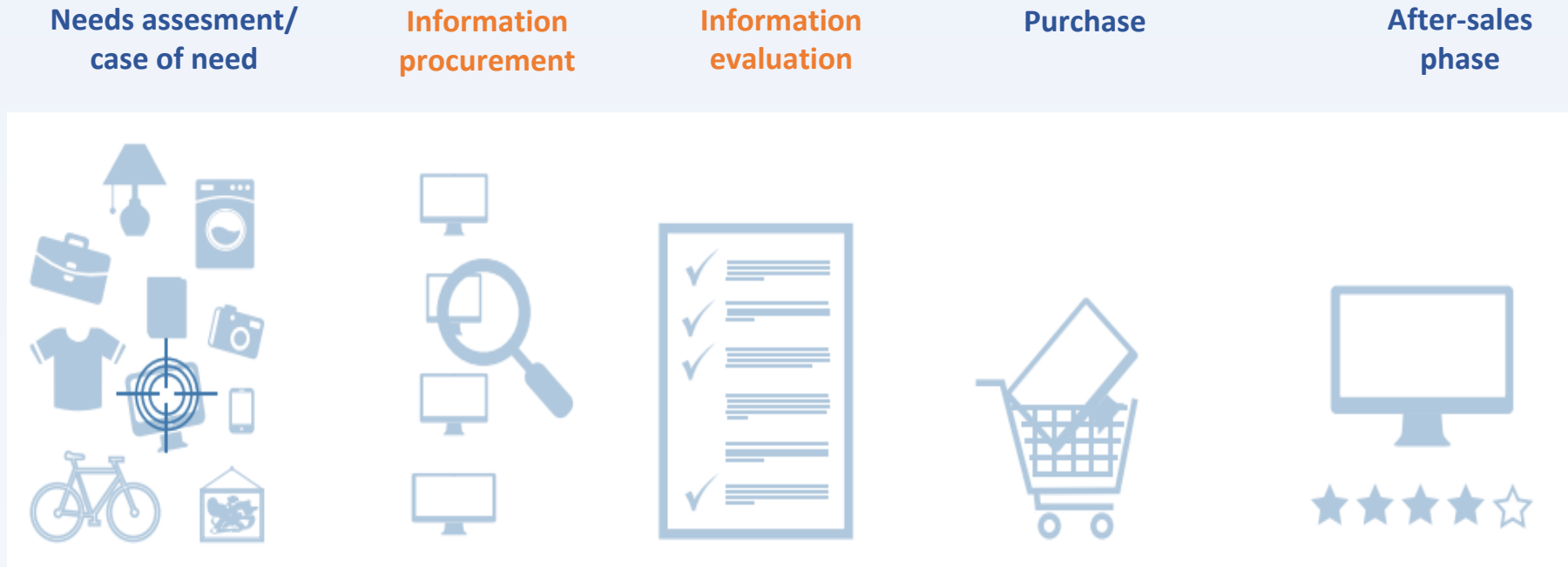
1.3 Customer Journey

Abstract model of the customer journey



1. Customer Needs

1.3 Customer Journey



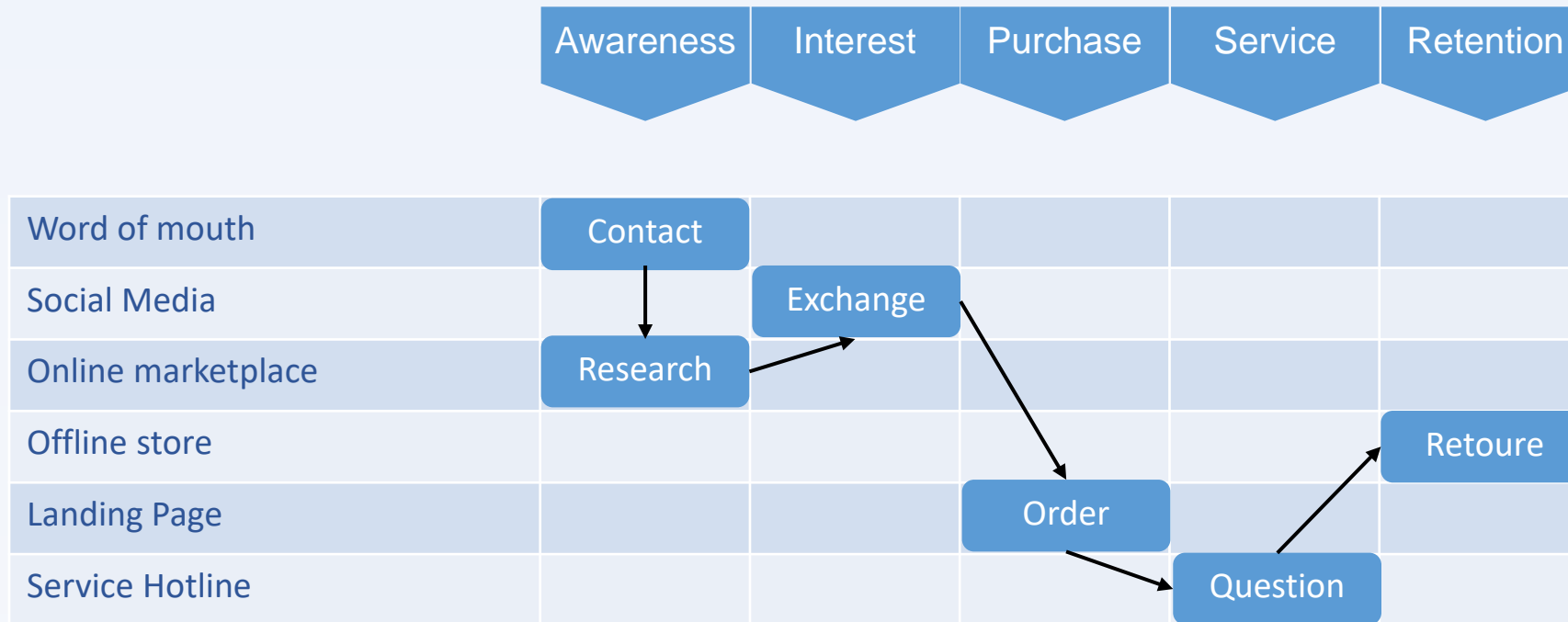
Information procurement and evaluation are processes of special interest, they are interrelated and repeated. Information procurement refers to a variety of information channels that should be observed and supplied by e-marketers and content managers.



1. Customer Needs

1.3 Customer Journey

Example for the customer journey combining online and offline channels



See: Heinemann (2016), p. 54.



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2 Needs Analysis



2. Needs Analysis

Data collection is the key to a proper needs analysis

- search own databases for relevant information;
- collect data by applying common data tracking tools for e-commerce, according to data protection rules;
- refine your customer database: collect detailed information through (online) surveys, account logins etc. in order to create a buyer persona;
- offer interactive channels (like service chats, reviews and comments) and observe the information given.



2. Needs Analysis

2.1 Customer Journey

The Customer Journey as **process of online purchase can be retraced**. It may be displayed with the help of cookies.

Cookies allow to trace the customer's "stops" on websites and webshops. It allows to reconstruct the process of information procurement and evaluation.

Where did the customers search for information, which review and rating portal is frequently used?

This allows to step into the process and provide the requested information on relevant channels and evaluate the reviews from different customers.



2. Needs Analysis

2.2 Buyer Persona

The **buyer persona** as refined and segmented market research displays an ideal customer. As an organisation it is possible to create more relevant buyer personas or to create negative buyer personas – models of customers that are not (yet) part of your target group.

To create buyer personas, a wide range of information is needed and can be collected through various ways:

- **own data base**: what information do you collect? If it does not go beyond name and geographic information, collect more data: age, opinions, social information and job role;
- start **(online) surveys**: short questions to tick, few opinion requests;
- do **full-length interviews** that cover the relevant information.



2. Needs Analysis

2.2 Buyer Persona

Relevant Information	Example
Demographic information:	
Age	Precise ages, age ranges (i.e. 19-49)
Gender	Male, female,
Family status and size	Single, married, divorced, widowed, Children (number and age range)
Income/purchasing power	Annual income, household income(s), money ranges
Occupational group, occupational profile	Skilled worker, civil servant, self-employed, employed, executive
Education	School-leaving qualification, vocational training, higher education



2. Needs Analysis

2.2 Buyer Persona

Relevant Information	Example
Psychographic information:	
Lifestyle	Precise ages, age ranges (i.e. 19-49)
Personality	Male, female,
Behavioural information:	
Reason for purchase	Specific reason (i.e. presents), frequent use/purchase
User need	Quality, safety, efficiency
User status	User, former user, potential user, etc.
Brand loyalty	High, low, changeable



2. Needs Analysis

2.3 Market Needs

Analyse the market to meet the **customer's need with regard to products and services.**

- keep up with **recent market trends** and developments: to improve your e-marketing, the customer service and communication. Stay informed about latest marketing trends like personalisation, social media marketing, etc.;
- keep up with **relevant macro trends**: developments on technological level, political level etc. to offer appropriate reactions, i.e. digitisation, EU strategy for a digital single market;
- keep up with your **competitors**, stay informed about products and customer relations; avoid mistakes and learn from best practices.



2. Needs Analysis

2.4 Competitor Research

Keep up with your competitors by comparing the competitor's online appearance:

- number of pages (landing page and doorway pages);
- usability, user-friendly navigation;
- integration of social media and interactive elements;
- loading times, website performance;
- content media (text, graphics, pictures, videos and audios).

Further reading:

<https://writtent.com/blog/competitive-marketing-analysis-14-ways-to-monitor-and-beat-your-competitors/>



2. Needs Analysis

2.4 Competitor Research

Many web analytics online tools offer the possibility to **compare the online performance of competitors with your own** - take the advantage!

Analyse the online performance carefully, **reconstruct the competitor's strategy** if it is more successful than yours. **Adapt some strategies** according to your organisation's strategies.

Consider the competitor's weaknesses as well and **avoid repeating their mistakes**, outline your own strengths.



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3 Analytical Tools and Applications



3. Analytics Tools

3.1 Overview

Tool (examples)	Description
Google analytics https://www.google.com/intl/en_uk/analytics/#?modal_active=none	website analytics, traffic flow, user information, reports and dashboards most common tool
Adobe Analytics www.adobe.com/data-analytics-cloud/analytics.html?promoid=GVTYY6CK&mv=other	website analytics, traffic flow, user information, reports and dashboards, segmentation, alternative to google analytics
Sum All https://sumall.com/	social media analysis uses also the integrated social media analytics tools like Facebook insights, Twitter analytics, Youtube analytics etc.
Clicky www.clicky.com	common web analytics, offers reports and heatmaps
Kissmetrics www.kissmetrics.com	common web analytics and email campaign automation
SimilarWeb https://www.similarweb.com/	website analyse including important Key Performance Indicators (KPI)



3. Analytics Tools

3.1 Overview

The table presented on the previous slide displays a selection of useful tools, for alternatives see also:

<https://contently.com/strategist/2016/08/02/the-top-10-free-content-analytics-tools/>

<https://www.inc.com/guides/12/2010/11-best-web-analytics-tools.html>

<http://content.infotrustllc.com/6-free-analytics-tools-to-help-you-understand-your-competitor-s-web-traffic>



3. Analytics Tools

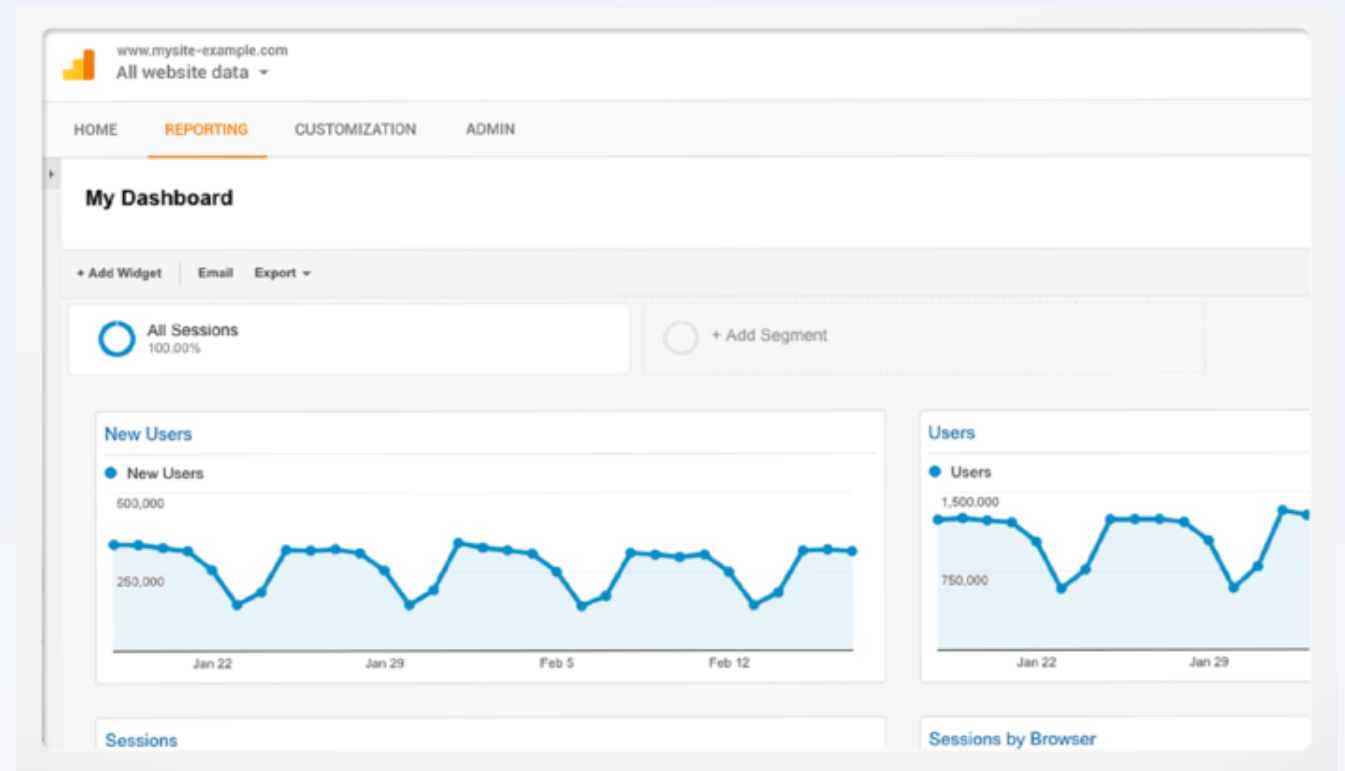
3.1 Overview

Google Analytics

Most common web analytics tool:
user information, reports etc.

Sample report:

https://www.oic.qld.gov.au/__data/assets/pdf_file/0006/7755/other-sample-googleanalytics-report.pdf

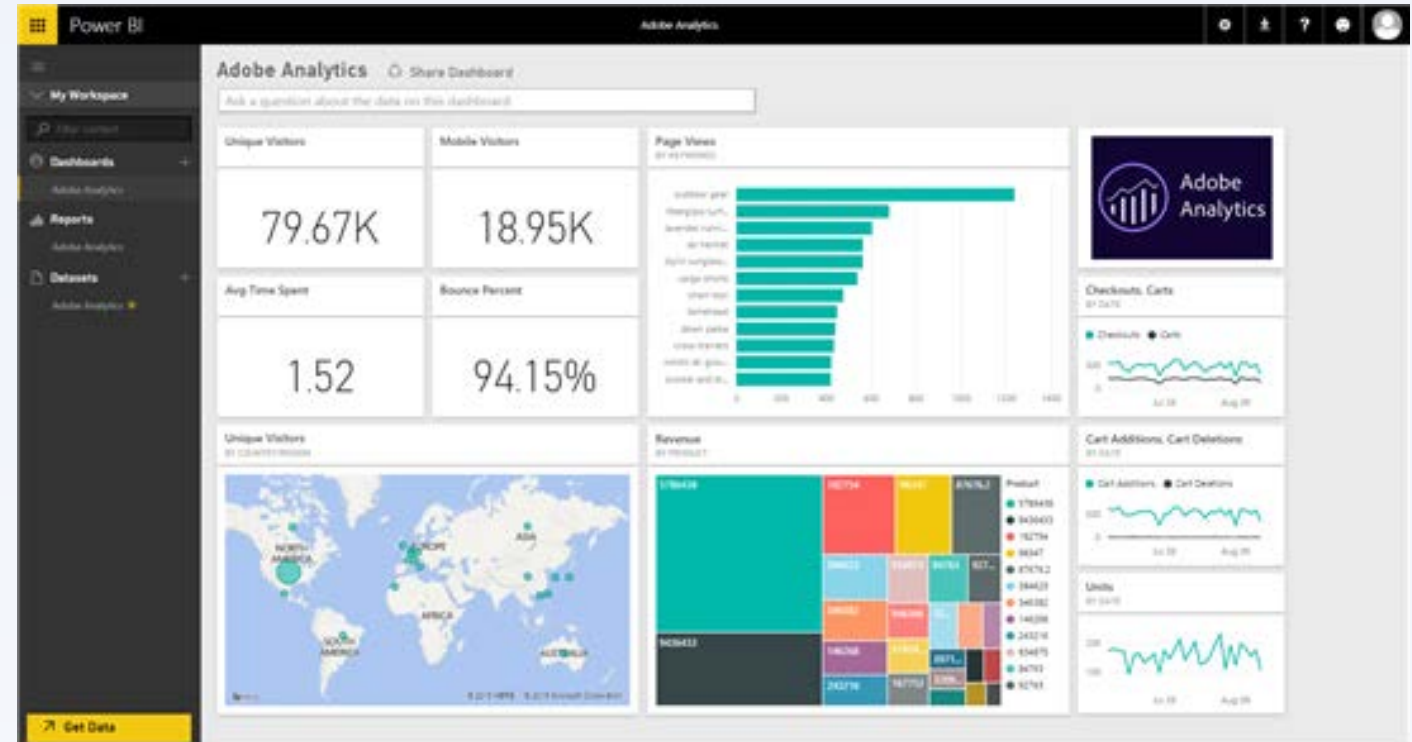


3. Analytics Tools

3.1 Overview

Adobe analytics

Website analytics, traffic flow, user information, reports and dashboards, segmentation, alternative to google analytics



3. Analytics Tools

3.1 Overview

SumAll

Social media analysis:
Use also the integrated
social media analytics
tools like Facebook
insights, Twitter analytics,
Youtube analytics etc.

Your Personal Data Scientist

Leverage your e-commerce and social media data to make money for your business. Gain insights, create data-driven content, and discover what works best for you. Best of all, do it for free.



Google



Facebook



Twitter

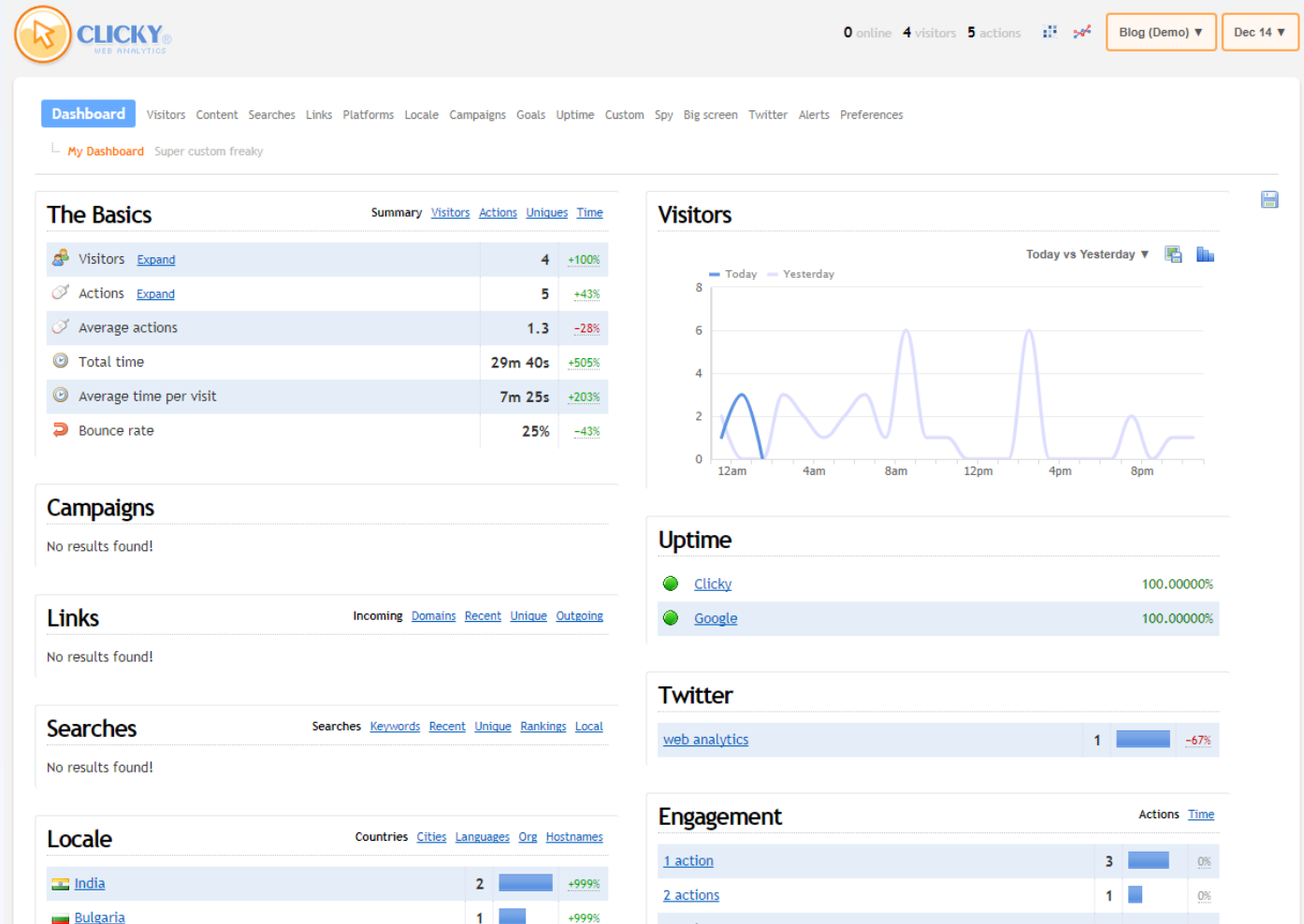


3. Analytics Tools

3.1 Overview

Clicky

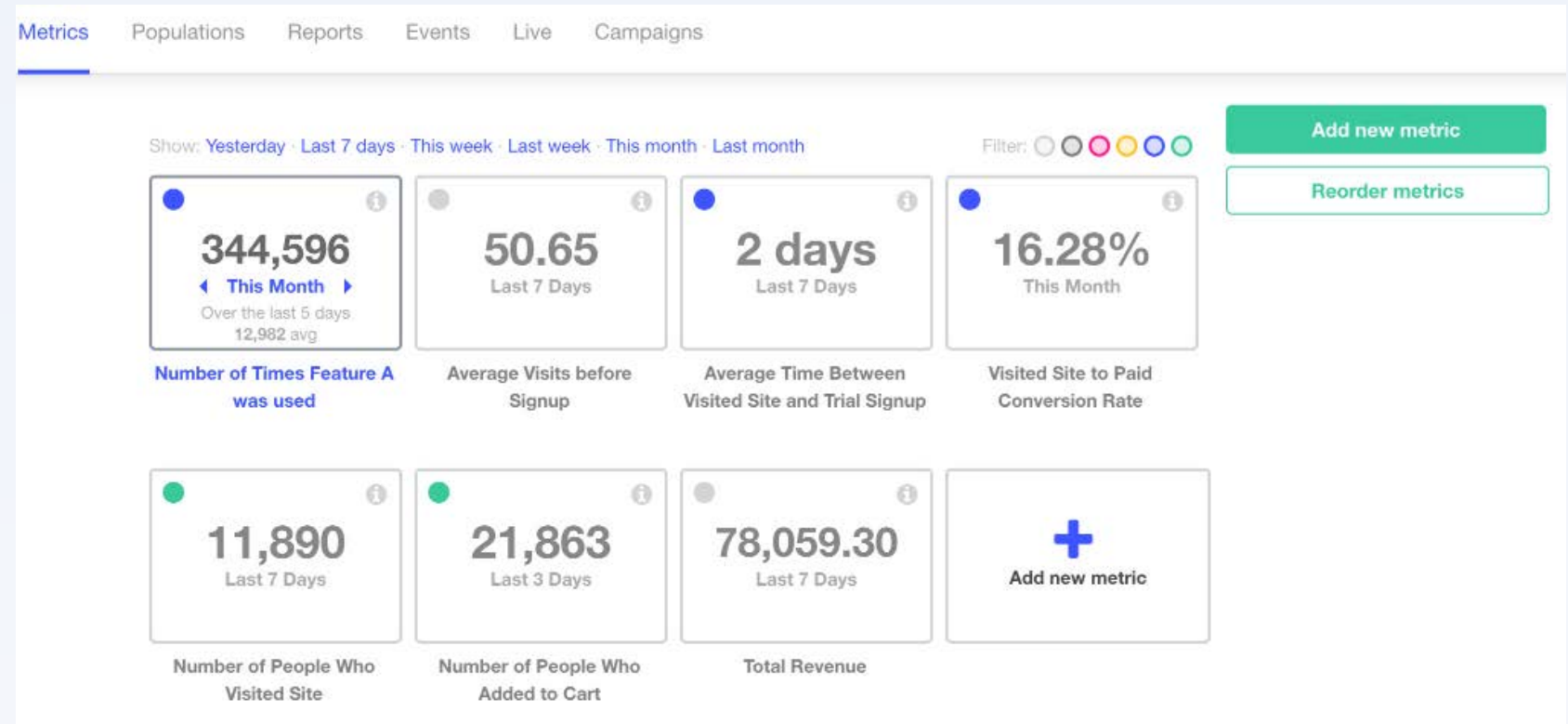
Common web analytics, offers reports and heatmaps



3. Analytics Tools

3.1 Overview

KissMetrics

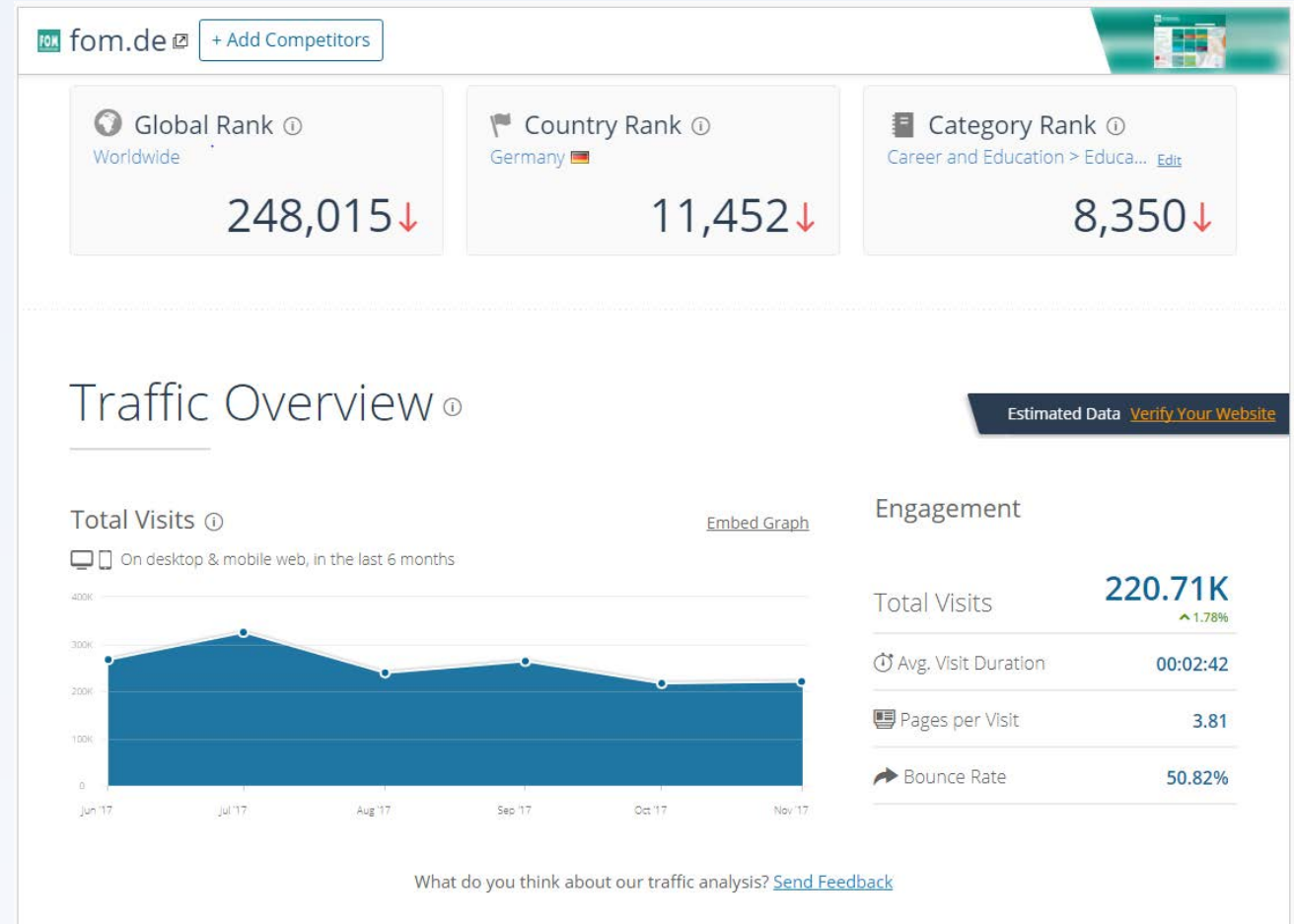


3. Analytics Tools

3.1 Overview

<https://www.similarweb.com>

Website Analysis including
important Key
Performance Indicators
(KPI)
(Freeware)



3. Analytics Tools

3.1 Overview

Further reading about the differences of the various web analytical tools and their advantages and disadvantages:

<https://piwik.pro/blog/web-analytics-vendors-comparison-sheet/>



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4 Communication and Collaboration



4. Communication and Collaboration

Web analytics provide a lot of data, which needs to be transferred to informative reports.

An e-Marketer is in touch with the customers and different departments of your organisation. The e-Marketer acts as an interface.

Therefore, you:

- need to keep in touch with the management business unit, prepare annual web analytics reports focussing the e-commerce performance and results of e-marketing;
- keep in touch with sales and marketing departments on a regular basis, i.e. weekly, monthly, quarterly, prepare detailed web analytics reports.



4. Communication and Collaboration

Web analytics reports can include the whole range of collected, as a content manager you need to process the data

- into an appropriate presentation;
- considering the audience;
- considering the report period;
- including relevant data;
- in a visual appealing way.

An inspiring suggestion how to present a web analytics report to the management can be found following this link:

<https://prezi.com/gn9m4ens8fua/above-beyond-metrics-tell-a-story-with-reports/>



4. Communication and Collaboration

Most common web analytic tools offer:

- compilations of data in graphs and diagrams;
- they display “heat analysis” (mousetracking);
- display competitor analyses and rankings.

by using “**dashboards**” to present visual appealing overviews for the users. These graphics are already **processed data** and can be integrated in your report.

When using the prepared visual information, keep in mind to check the underlying data!

For a detailed analysis and reporting, it helps to collect the data in excel tables and to process them on your own and according to relevant issues.



4. Communication and Collaboration

Reporting web analytics includes information about:

Users	Customers	Web performance	Content
the number of views and repeated visits, bounce rate	Conversion	search engine results	what content keeps attention?
geographic origin	customer details (relevant for buyer persona)	on-site analytics	what media keeps attention?
web origin (customer journey)	product ranking	web origin	what leads to conversion?
time spent	first buys and re-buys	advertising effect	what is shared?
visitor interests and actions		loading times	what are your keywords?



4. Communication and Collaboration

The web analytic tools provide **dashboards of processed analytics data**. The tools do the **first reporting** to you.

Following this link you can find some samples for different types of google analytics dashboards:

<http://www.onlinemediamasters.com/google-analytics-custom-dashboard-examples/>

Details are relevant to **plan further strategic actions** in collaboration with different business departments, including sales and marketing and content management.



4. Communication and Collaboration

For **reporting to the managing units** of the organisation you may need to bring the information together with **financial engagement**.

What was spend – what is the outcome?

Add the Return of Invest (ROI) to your report:

Formula:
$$\text{ROI} = \frac{\text{Gain from Investment} - \text{Cost of Investment}}{\text{Cost of Investment}}$$

If ROI is negative: organisation loses money

If ROI is positive: the investment is worthwhile.



4. Communication and Collaboration

E-Marketing reporting checklist

- is done on a regular basis;
- includes the processing of the information reported by web analytic tools;
- translates data to indicators of performance (decent preparation of data);
- refers to constant and repeated web analytics;
- is oriented on the targeted audience;
- leads to specific actions in sales and marketing and in content management (among others);
- informs the management unit about effectiveness of e-marketing.

