Consumer-centric Brand Management

5 Steps to put more consumers real-life into your digital strategy

Only if you understand what drives people you can move them

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Digital strategies and consumers reality ...

Unfortunately your users often do not match your actual consumers

My target users ...
- are female
- are 25-35 years old
- live in German urban areas
- have above average incomes
- are interested in luxury and fashion topics
- follow the contents of Vogue, Cosmo and alike

Your actual real-life consumers

Your digital media & creative brief

Your actual digital users
Are you really reaching and building your brand with your actual real-life target groups in digital?
5 steps to put the actual consumers into the center

Understand your digital targets as you understand your consumers: as human beings!

1. Define your real-life strategic target groups
2. Understand the overall customer journey
3. Build on key digital lifestyle insights
4. Translate your strategic target’s digital life
5. Follow your strategic target’s digital real-life
1. Define your real-life strategic target groups

Who do I want to build my brand and business with in real life?

**Real-life Perspective**

*Online and mobile users are actually real-life personalities full of values, principles and contexts, which define their every-day choices about lifestyle and consumer behaviour...*

**Consumer-centric actions**

- Identify and focus on the overall strategic targets for your brand and products.
- Understand your strategic target’s life-reality including all aspects of every-day-life such as attitudes and behaviours, which are relevant for your brand and business.
- Define *real-life consumer profiles* visualizing and describing life-characteristics impacting directly and indirectly your brand’s end-to-end management.
2. Understand the overall customer journey
What is the role of digital channels in my strategic target’s customer journey?

Real-life Perspective
The role of digital touchpoints along a consumer’s “path to purchase” can significantly differ between segments, as they are often defined by individual life-realities and behaviours.

Consumer-centric actions

- Observe and draft unique customer journeys with clearly identified ‘Moments-of-Truth’ on the path from ‘awareness’ to actual ‘purchase’ – for your strategic target groups.
- Identify priority channels by touchpoints with defined ‘no-miss’ performance-indicators to match and meet consumer needs.
- Understand the role of digital channels as parts of an overall journey – are they more about ‘awareness’ or ‘information’ or ‘purchase’ or anything else?
3. Build on the key digital lifestyle insights

Where is my 'right-to-win' with my strategic target as digital user group?

Real-life Perspective

‘Digital’ is a multi-channel with users continuously hopping across devices and platforms. The individual role and purpose of each digital channel is defined by the user’s actual life-reality.

Consumer-centric actions

- Understand your strategic target’s every-day life and what roles and purpose digital channels and devices serve.
- Identify those ‘digital receptivity moments’ in their every-day life that are relevant to your brand’s and products’ strategy with your target.
- Customize your content by digital channel and ‘receptivity moment’ to match the exact life-reality of your strategic target as digital user group.
4. Translate your strategic target’s life
How can I identify and target my strategic target group across channels?

Real-life Perspective

*Groups of like-minded people who share similar lives also leave related digital footprints allowing more accurate targeting far beyond demographics and ‘topics of interest’.*

**Consumer-centric actions**

- Identify those real-life aspects that can be translated and tracked in your strategic target group’s life as digital user groups.
- Define digital footprints (e.g. browsing patterns, multi-channel usage, social media profile characteristics) that are shared by your strategic target groups but also differentiate them from irrelevant digital user groups.
- Customize your user-targeting and -tracking based on digital footprints defined for individual digital channels.
5. Follow your strategic target’s *digital real-life*

*How does my strategic target’s digital life look like outside my customer journey?*

### Real-life Perspective

*Besides your brand’s or category’s customer journey acknowledge your strategic target’s actual life containing various ‘journeys’ across channels and individual life-realities.*

### Consumer-centric actions

- Set-up and install tracking tools that allow the identification of each user’s *real-life* digital footprint.
- Understand continuously the overall digital life of strategic target groups
- Go to environments where your strategic target groups already are, rather than waiting for them to come to you.
- **Be part of your consumers’ digital life-reality instead of trying too hard to make them part of yours!**
Do you want to put more real-life into your digital- or overall brand strategy?

CONTACT US FOR MORE CONSUMER-CENTRIC INFORMATION

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