

» Inbound Marketing: User-based Communications

Bogota » 04 » 2017

The era of digital communications requires people, governments and companies to reinvent and adapt themselves, which is why “infoxication” and “empowerment” must be taken into consideration. Infoxication is a problem due to the many sources of information that exist on any given topic, preventing users from finding what they seek and making it difficult to process the amount of data they receive¹. This has led, in turn, to empowerment, in which users consume and share information without any validation from outside sources or detailed arguments, leading to a vicious circle that increases this infoxication until consumers reach the point of infosaturation.

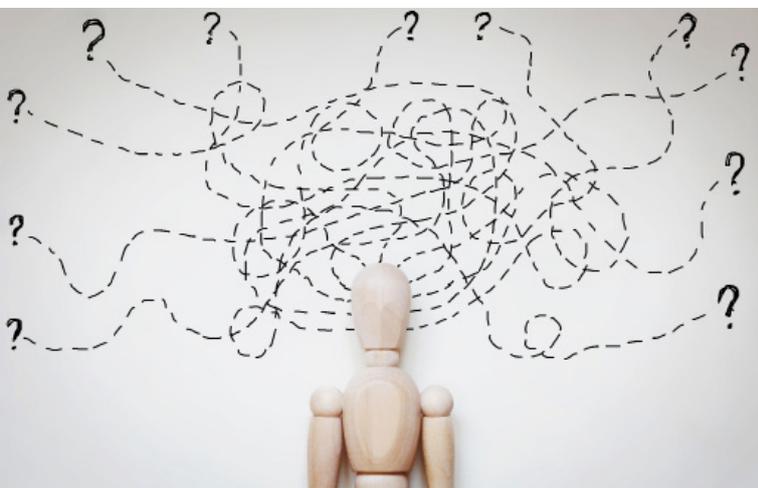
The solution to this challenge is to keep communications from becoming a part of the landscape in the digital ecosystem through something called “Inbound Marketing.” This strategy helps communications reach those it should, with useful and accurate information worthy of being shared. This form of marketing uses digital communication strategies based on technology, which can recognize and focus content on possible customers to best introduce a product or service².

There are three basic requirements for applying this strategy:

1. User segmentation
2. Understanding of the demand and the Zero Moment of Truth
3. Useful content

Additionally, Inbound Marketing has three keys to capturing user attention: **Transparency**, **Personalization** and **Empowerment**. To start off, Capitec Bank exemplified **Transparency** with the launch of a website where customers could ask any question they wanted about the services provided by the bank at its branch offices. The bank found it highly successful, later saying, “Asking ‘Why?’ helped us build a simpler, more affordable bank that gives you the power³.”

A clear example of **Personalization** is Erica, a chat bot similar to iOS’s Siri, developed by Bank of America. Erica analyzes user information and recommends ways



* Phrase coined in 2011 in the book *Winning the Zero Moment of Truth*, which explained how empowered consumers anticipate the messages driving them to make a purchase, causing them to further educate themselves based on their needs. This is inspired by a concept called First Moment of Truth which explains how users make the decision to purchase in the store. (Aichner, 2012)

¹ Cifuentes, N., & Vanegas, J. (2016). *La información como agente de cambio en su organización*. *Tecnología Investigación y Academia*, 117-128.

² Steenburgh, T., Avery, J., & Dahod, N. (2011). *HubSpot: Inbound Marketing and Web 2.0*. Harvard: Harvard Business School.

³ Capitec Bank. (January 5th, 2017). #AskWhy. Obtained from <https://www.capitecbank.co.za/campaign/askwhy>

⁴ Noto, G. (October 26th, 2016). Meet Erica, Bank of America’s Chatbot for Digital Banking [VIDEO]. Obtained from Bank Innovation: <http://bankinnovation.net/2016/10/video-meet-erica-bank-of-americas-chatbot-for-digital-banking/>

for them to save or invest their money. It is designed to respond to individual user concerns, provide recommendations and offer personalized service through the app⁴.

To explain the **Empowerment** aspect of Inbound Marketing, it is necessary to recognize that the examples above contain many of the improvements the digital ecosystem requires. But beyond empowering users with an app or initiative, there is a social aspect companies should recognize.

Take the example of FirstGem, a service offered by FirstBank to women entrepreneurs by providing different benefits and events to support and develop gender equality in Nigeria. According to the bank, "FirstGem for Women will provide opportunities to enable women to achieve their financial goals and aspirations"⁵.

Identifying users is one of the pillars of Inbound Marketing; Therefore, it must be based on the digital consumer lifecycle and its eight stages⁶:

But, how can a user-based communication strategy be designed?

Useful and intelligent content arising from a personalized Inbound Marketing strategy must be linked to a LEAD to segment and capture data. Here, we highlight a model proposed by Salvador and Ikeda:

Inbound Marketing, though logical in nature, requires the right digital team, one capable of interpreting user messages and needs, able to understand the importance of correctly using data and LEADS. In addition, this team must also understand results will never be rigid, as Inbound Marketing is geared towards accommodating users and making communications efficient. This only occurs to the extent that, upon recognizing opportunities for corporate improvement, the team can help the organization prepare for the moment users develop a new demand—also helping anticipate reputational crises. There is a possibility this demand has been formulated directly by a brand or company.

Figure 1. Digital Consumer Lifecycle.



Source: Ilias & Tsachtani, 2015

⁴ Noto, G. (October 26th, 2016). Meet Erica, Bank of America's Chatbot for Digital Banking [VIDEO]. Obtained from Bank Innovation: <http://bankinnovation.net/2016/10/video-meet-erica-bank-of-americas-chatbot-for-digital-banking/>

⁵ Business News. (October 27th, 2016). Tribune Online. Obtained from <http://tribuneonline.com/firstbank-launches-firstgem-introduces-new-lifestyle-offering-women/>

⁶ Ilias, S., & Tsachtani, E. (2015). Investigating the Impact of CRM Resources on CRM Processes: a Customer Life-Cycle Based Approach in the Case of a Greek Bank. *Procedia Economics and Finance*, 19, 304-313.

Figure 2. Communication strategy based on users



Source: Prepared by the authors

Figure 3. Model proposed by Salvador and Ikeda



Source: Salvador, A., & Ikeda, A. 2014



Iván Pino is the Senior Manager of the Digital Area at LLORENTE & CUENCA. He holds a degree in Journalism from the Complutense University of Madrid. He also completed a master's in Sustainability and Corporate Responsibility at UNED-UJI. With 20 years of experience in Communications and Corporate Reputation, he is an expert in Digital Communications. He has also co-authored the book *Claves del nuevo Marketing. Cómo sacarle partido a la Web 2.0 (Keys of the New Marketing. How to Make the Most of the Web 2.0, 2009, Gestión 2000)*. He is a lecturer and professor for the Corporate and Institutional Communications master's program and Editorial Unit at Universidad Carlos III.

ipino@llorentecuenca.com



Diego Romero is the Manager of the Digital Area at LLORENTE & CUENCA Colombia. Graduate in Social Communication, specialized in scientific editing and applied librarianship towards digital indexation and visibility. Has worked as a scientific editor and advisor at the Universidad del Rosario, Pontificia Universidad Javeriana, CESA and the Universidad de La Sabana. Creator of digital content initiatives and social media strategic influencer for Coca Cola, Chevrolet, Doritos and social media profile management for prominent Colombian sports and entertainment figures. Before joining LL&C, he worked as Creative Copy for Sancho BBDO, and developing advertising campaigns for PepsiCo, Grupo VA! and Alimentos Polar.

dromero@llorentecuenca.com



d+i developing ideas

LLORENTE & CUENCA

Developing Ideas by LLORENTE & CUENCA is a hub for ideas, analysis and trends. It is a product of the changing macroeconomic and social environment we live in, in which communication keeps moving forward at a fast pace.

Developing Ideas is a combination of global partnerships and knowledge exchange that identifies, defines and communicates new information paradigms from an independent perspective. **Developing Ideas** is a constant flow of ideas, foreseeing new times for information and management.

Because reality is neither black nor white, **Developing Ideas** exists.

www.developing-ideas.com

www.uno-magazine.com



AMO is the leading global partnership of corporate and financial communications consultancies.

Our best-in-class approach brings together local-market leaders with unrivalled knowledge of stakeholder perceptions, financial markets and cross-border transactions in the key financial centers of Europe, Asia and the Americas.

Providing sophisticated communications counsel for reputation management, M&A and capital market transactions, media relations, investor relations and corporate crises, our partner firms have established relationships with many S&P 500, FTSE 100, SMI, CAC 40, IBEX 35 and DAX 30 companies.

www.amo-global.com