

# Digitális marketing

MEGOLDÁSOK AZ IBM-TŐL, MINT IT ÜGYNÖKSÉGTŐL

IT MINT ÚJ  
MARKETING  
ÜGYNÖKSÉG

DALÁNYI LÁSZLÓ





# TOP MARKETING INVESTMENTS FOR H2 2014



Email Marketing & Marketing Automation



BY 2017 THE CMO  
WILL SPEND  
MORE ON IT THAN  
THE CIO

GARTNER



Social Media Marketing



27%

Data Analytics & Platforms



24%

Business Intelligence



29%

Agency Partnerships



27%

Event Marketing



Content Marketing



20%

Video & Rich Media



15%

CRM Solutions



12%

Mobile Marketing

ARGYLE EXECUTIVE FORUM

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

Argyle Executive Forum provides opportunities for connection and strategic collaboration among business leaders through the exchange of new ideas and timely perspectives. More than 45,000 executives participate in our communities to develop professional relationships, gain intelligence, and build momentum towards success.



# Digital Marketing

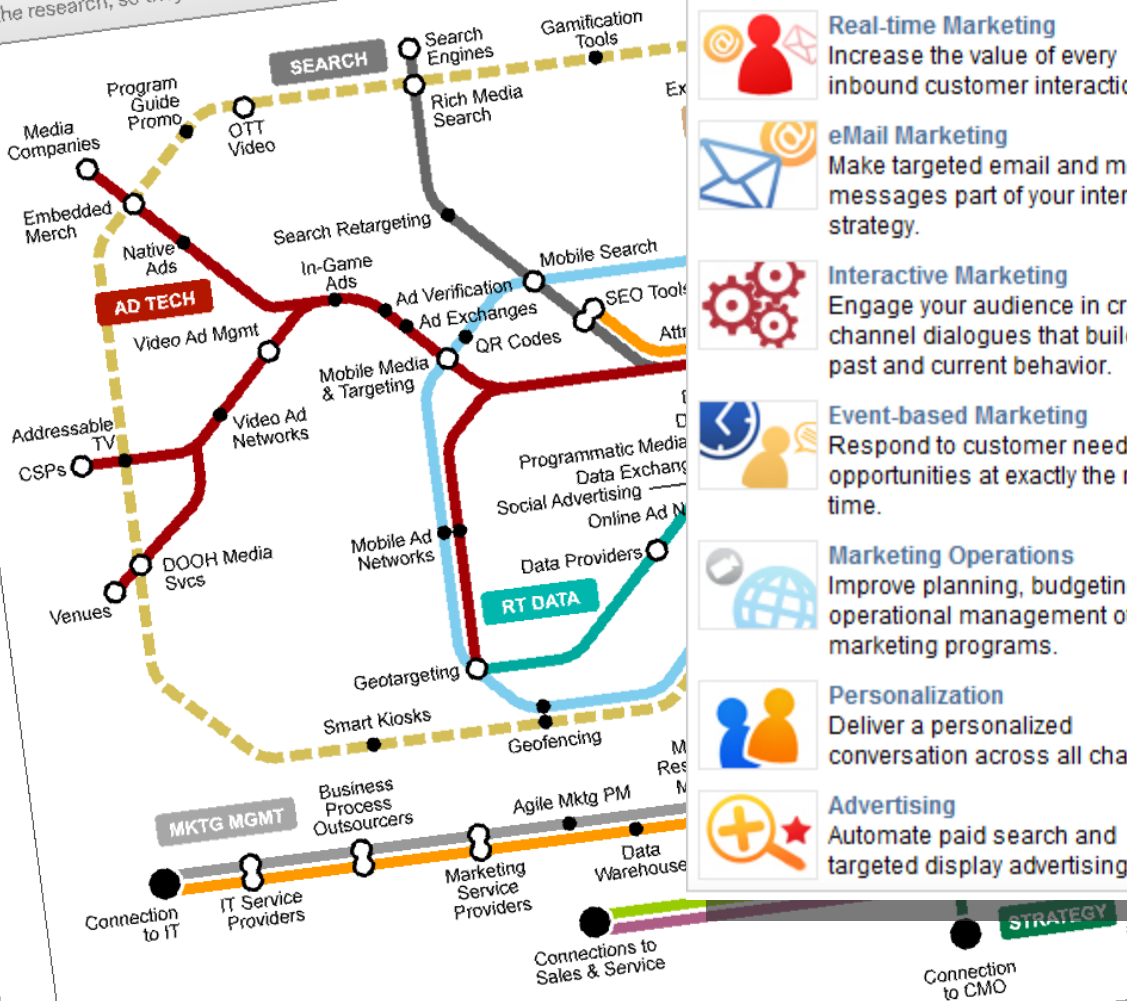
THE NEW **IBM** APPROACH





## Gartner Digital Marketing Transit Map

The digital sphere is always evolving. Gartner for Marketing Leaders keeps the CMO and her team connected to the research, so they can keep the competition guessing. For more information visit [www.gartner.com/dmtransitmap](http://www.gartner.com/dmtransitmap)



### Enterprise Marketing Management Solutions

IBM Enterprise Marketing Management provides the following Solutions:

- 
**Real-time Marketing**  
 Increase the value of every inbound customer interaction.
- 
**eMail Marketing**  
 Make targeted email and mobile messages part of your interactive strategy.
- 
**Interactive Marketing**  
 Engage your audience in cross-channel dialogues that build on past and current behavior.
- 
**Event-based Marketing**  
 Respond to customer needs and opportunities at exactly the right time.
- 
**Marketing Operations**  
 Improve planning, budgeting and operational management of all marketing programs.
- 
**Personalization**  
 Deliver a personalized conversation across all channels.
- 
**Advertising**  
 Automate paid search and targeted display advertising.
- 
**Retargeting**  
 Target an offer or content to maximize online conversion.
- 
**Product Recommendations**  
 Improve conversion rates by making relevant recommendations.
- 
**Social Media Marketing**  
 Measure ROI and engagement with a centralized console.
- 
**Mobile Marketing**  
 Gain a comprehensive view of your customers in the mobile space and analyze tailor campaigns accordingly.
- 
**Search Marketing**  
 Improve results, reduce costs and demonstrate returns on pay-per-click investments.
- 
**Lead Management**  
 Generate leads and convert them into loyal customers.

## Find IBM Software solutions

IBM offers integrated software and solutions for all of your business and organizational challenges.  
Engage customers...

### MARKETING OPERATIONS

employees  
 Capitalize on Big Data

- Big data
- Business analytics
- Cognitive computing
- Data management
- Data warehousing
- Enterprise content management
- Information integration and governance

Connect to anyone with mobile

- Mobile development and connectivity
- Mobile insights and analytics
- Mobile management and security

Build security for your brand

- Advanced fraud protection
- Application security
- Data security
- Identity and access management
- Infrastructure protection
- Security intelligence and analytics





EZT NEM  
MONDHATJA  
KOMOLYAN...!?

MEGYEK ÉS  
FELMONDOK...!

ATYA  
ÚR  
ISTEN...





**simple.**





**CLOUD**

**BIG DATA**

**MOBILE**

**SOCIAL**

**SECURITY**

**CLOUD**  
**KAMPÁNY INFRA**  
**MARKETPLACE**

„a marketingesek 71%-a  
kampányidőszakban, rugalmasabban  
költene a technológiai megoldásokra”





**CLOUD**  
**BIG DATA**  
**MOBILE**  
**SOCIAL**  
**SECURITY**

**BIGDATA**  
**CSAK AZ ÖSSZES**  
**ADAT KELL**

„a marketingesek 80%-a még mindig piackutatásokra támaszkodik saját ügyféldatai elemzése helyett”



**CLOUD**  
**BIG DATA**  
**MOBILE**  
**SOCIAL**  
**SECURITY**

# MOBILE

## A MÓD, AHOGY KOMMUNIKÁLUNK

„mobileszközeink 90%-ban karnyújtásnyira, 1 méteres távolságban vannak, ám ügyfeleink marketing zaj helyett jól célzott és időzített üzeneteket hajlandóak csak fogadni”



**CLOUD**  
**BIG DATA**  
**MOBILE**  
**SOCIAL**  
**SECURITY**

**SOCIAL**  
**A FORRÁS, AMIT**  
**HASZNÁLNUNK KELL**

„a Z generáció 84%-a közösségi és felhasználói vélemények alapján vásárol, ám a marketingesek csak 25%-a figyeli a blogokat”



CLOUD

BIG DATA

MOBILE

SOCIAL

SECURITY

**SECURITY**  
BRAND & KAMPÁNY  
**BIZTONSÁG**

„a marketingesek már 67%-a érzi felelőségének az ügyféladatok körültekintő védelmét és az adatszivárgás megakadályozását.”



DE HOGYAN TUDNÁNK  
MINDEZT UGYANILYEN  
KÖNNYEN ÉRTELMEZNI  
A MINDENNAPOKBAN...?





LEGYEN AZ **IT** IS EGY... ...MARKETING ÜGYNÖKSÉG!





CHIEF MARKETING OFFICER  
CHIEF EXPERIENCE OFFICER  
CHIEF INFLUENCER OFFICER 2020



CMO 2014

- Chief EXperience Officer (CEXO) pozíció minden sikeres cégnél  
    **“THINK”** analytics marketers,  
    **“FEEL”** engagement marketers and  
    **“DO”** production/content marketers
- A CIO-ból lehet Chief Intelligence Officer aki felel a:
  - big data management
  - brand & campaign security
  - communication technology
  - client retention & targeting területekért
  - marketing automation





# MEDIA OPTIMIZATION



# LOCATION BASED PROMOTION



# SOCIAL PORTALS



# REAL MARKET RESEARCH





# Köszönöm figyelmüket!

Kérdés esetén...

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