



Markkinointi- ja mainostoimisto
Borås, Länsi-Ruotsi
18 konsulttia
Lkv n. 40 milj SEK



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Tavaramerkkistrategian kehittäjä

Projektin vetäjä

Toimitusjohtaja



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**Sähköiset valmiudet
- avain kannattavuuteen.**



**Kaiken kommunikation pitää kannattaa,
muuten sitä ei pidä valmistaa.**

Internet =

Väline asiakassuhteiden hoitoon.

Tehokas tapa räätälöidä tietoa
asiakkaille yksilöinä reaaliajassa.

Interaktiivinen viestintä =

Sekä lähettäjä että vastaanottaja
ovat kiinnostuneita kommunikation
syntymisestä

Esitelmän jälkeen -

kysymyksiä suomeksi, ruotsiksi tai
englanniksi.

The Art of Being Prepared for the Next...



Understanding the power of thinking



Technology & Information

Product & Humanity

Privatisation & Prosperity

Education & Ideology

The new economy has moved from a production based environment to an information society based on networks and new models of thinking.

Understanding the power of thinking



Technology & Information

Product & Humanity

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Education & Ideology

There are no best products any longer. Everyone can adapt, copy, investigate, and produce each others models. The new leaders are those that put the human concept into the product or service successfully.

Understanding the power of thinking



Technology & Information

Product & Humanity

Privatisation & Prosperity

Education & Ideology

Environments based on a "Planned Economy" must prepare for the "Market Economy" because of privatisation. Privatisation leads to competition; competition leads to diversity; diversity leads to growth; growth leads to prosperity.

Understanding the power of thinking



Technology & Information

Product & Humanity

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Education & Ideology

Educational demands in the market have increasing margins. It is not just enough to be highly educated any longer. The new entrepreneurs must exhaust ways to over-think, over-plan, over-produce, and over-deliver their concept before any production.

B.R.A.N.D. Building

(Building Relationships & Acquiring Networks for Delivery)

Defining a Brand

New Business models

Networking

1. A strong Brand is like a good friend.
2. A loyal customer is better than a satisfied customer.
3. Developing a digital identity.
4. Putting an experience within the Brand.
5. Communicating with Design.



B.R.A.N.D. Building

(Building Relationships & Acquiring Networks for Delivery)

Defining a Brand

New Business models

Networking

1. Analysis & Readiness
2. Owning the Questions
3. Delegating the Authority
4. Working with a strategy



B.R.A.N.D. Building

(Building Relationships & Acquiring Networks for Delivery)

Defining a Brand

New Business models

Networking

1. Using others to define your territory.
2. Partnerships with other channels.
3. Internal communication.
4. Localising with Global strategies.
5. Global instruments.



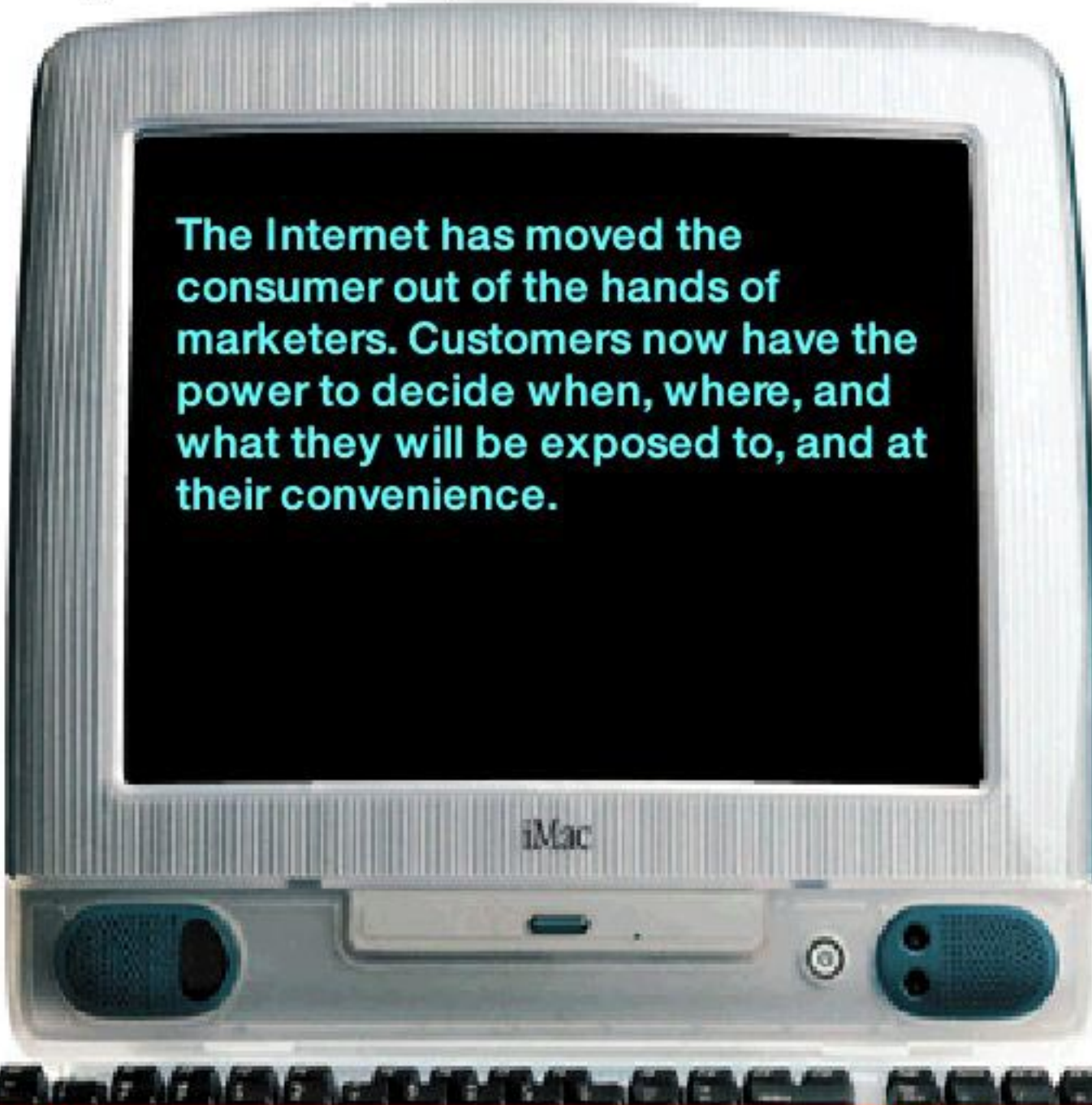
Digital Diversity

Selective Marketing

Parallel Development

Dynamic Customisation

Communication Channels

An iMac G4 computer monitor is shown, displaying text on its screen. The monitor is silver with a black screen. The text on the screen is in a light blue/cyan color. The iMac logo is visible on the bottom bezel of the monitor. A keyboard is partially visible at the bottom of the frame.

The Internet has moved the consumer out of the hands of marketers. Customers now have the power to decide when, where, and what they will be exposed to, and at their convenience.

iMac

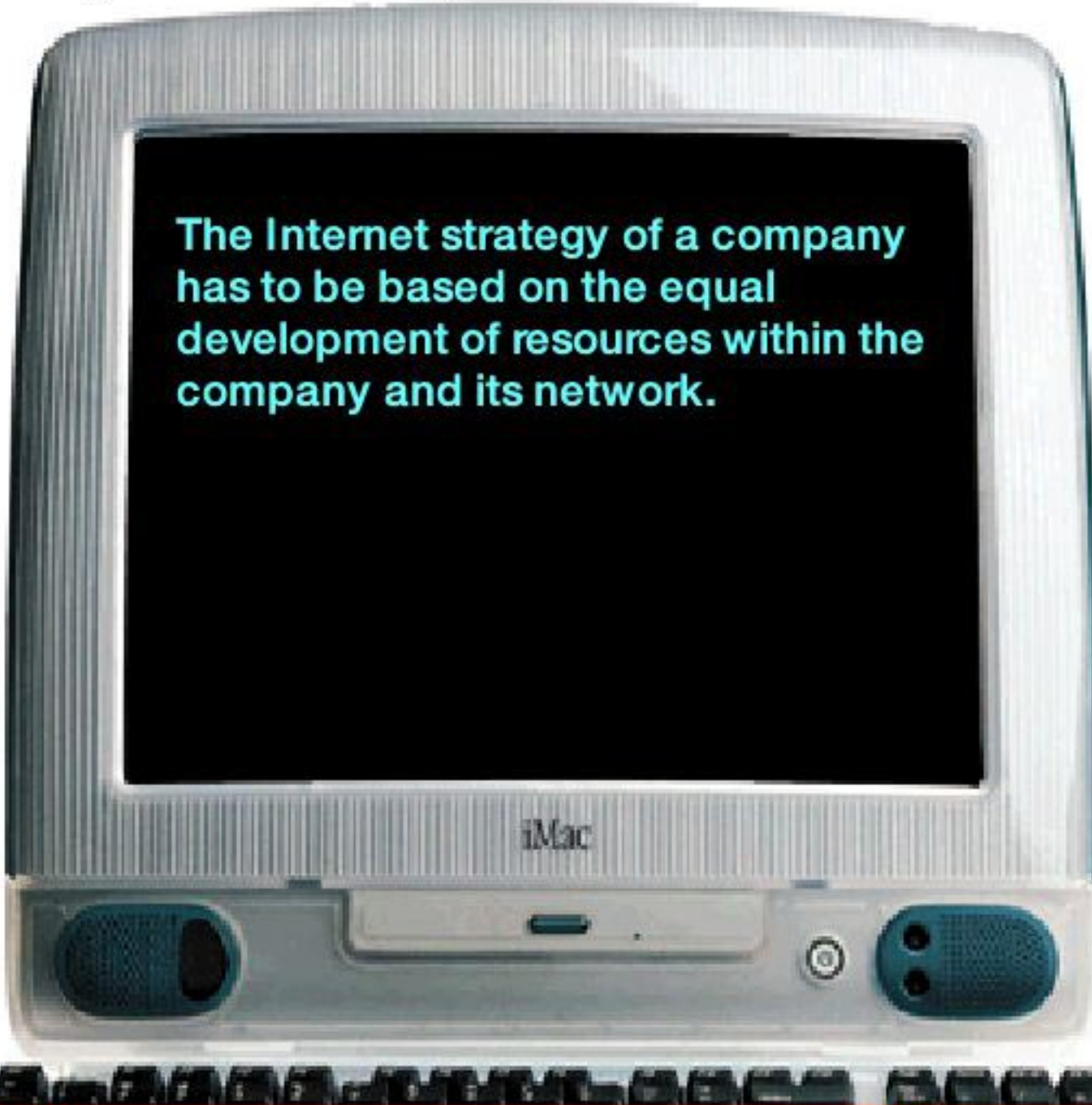
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The Internet strategy of a company has to be based on the equal development of resources within the company and its network.

iMac

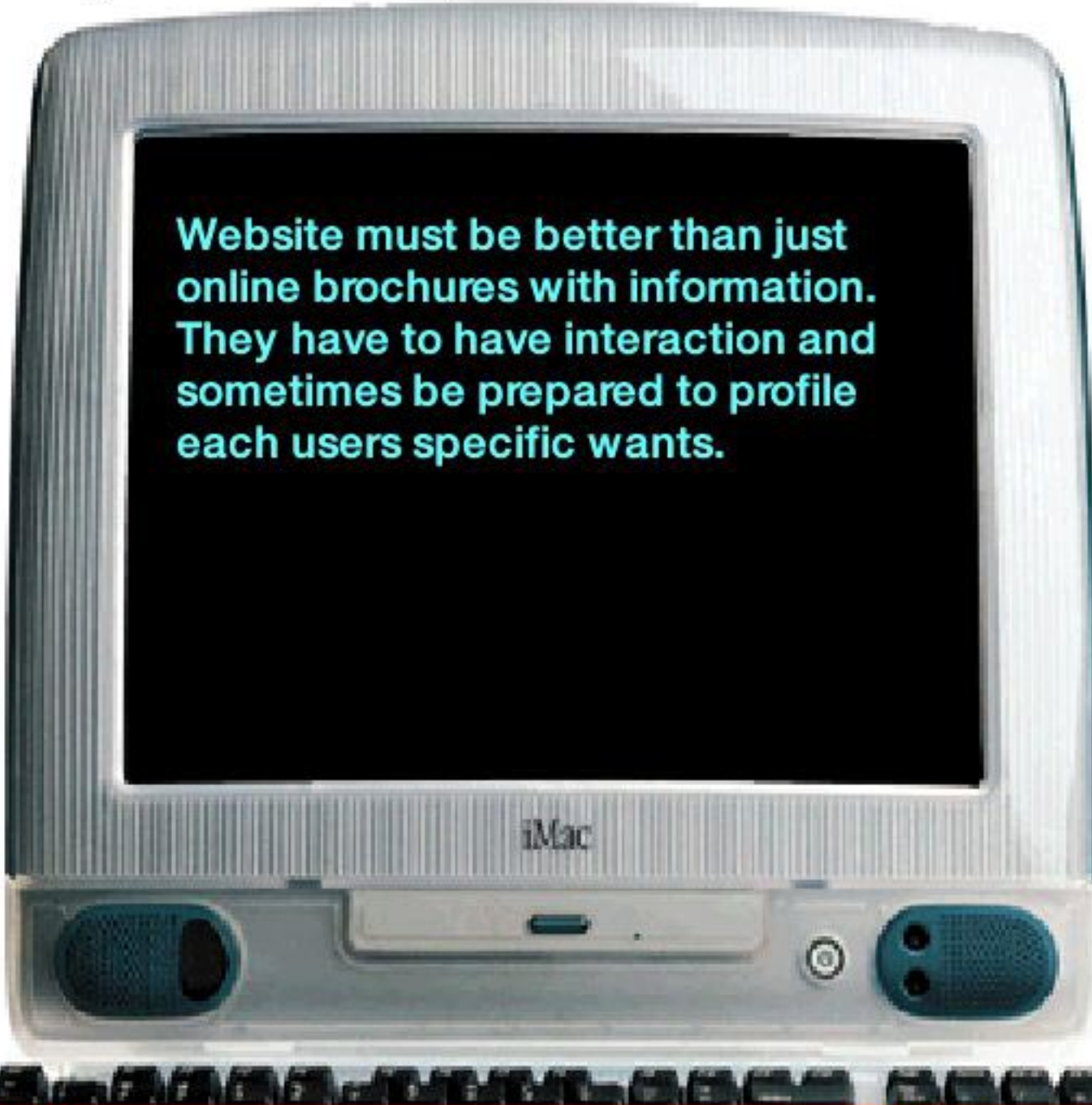
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**Website must be better than just
online brochures with information.
They have to have interaction and
sometimes be prepared to profile
each users specific wants.**

iMac

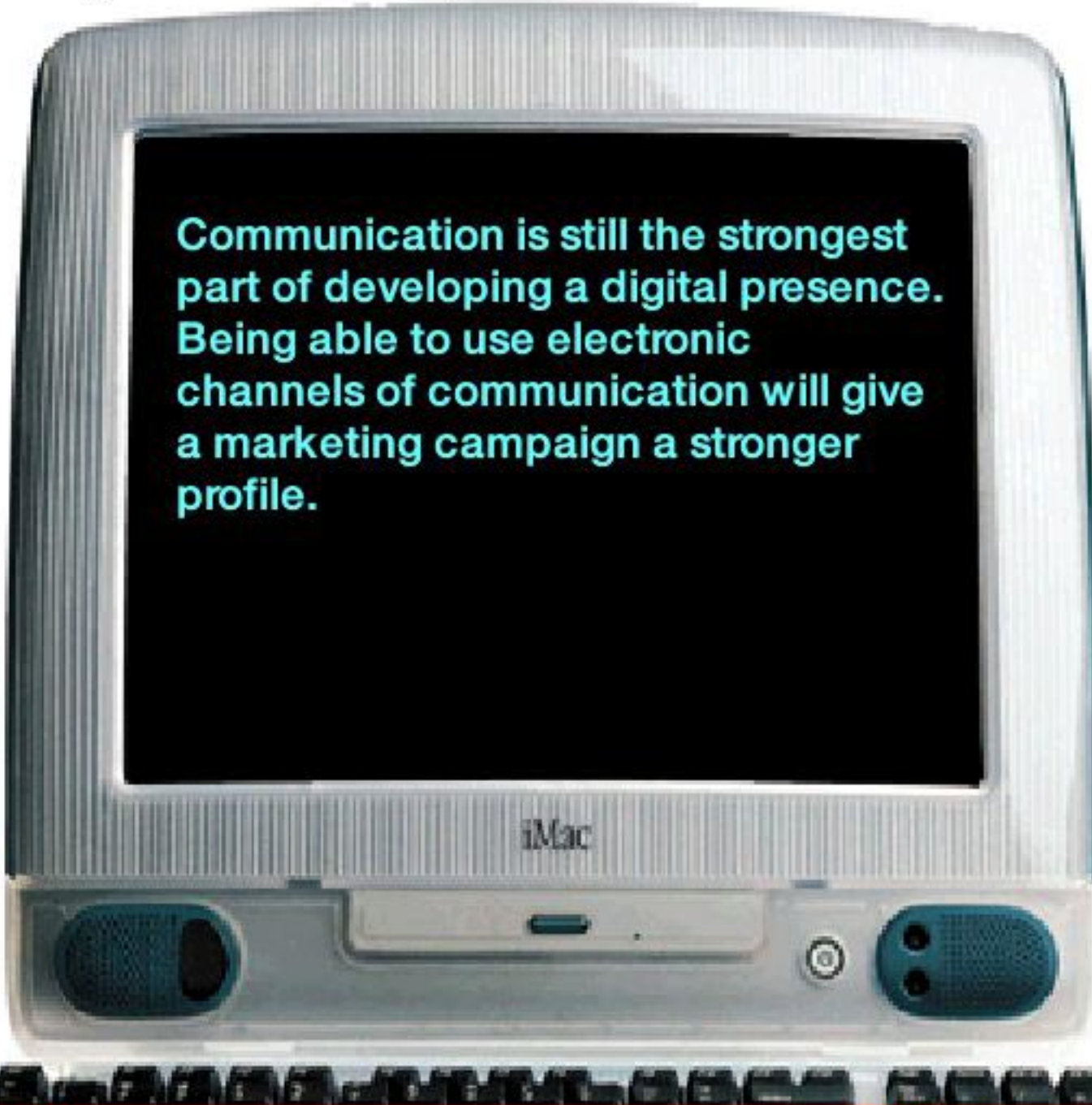
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Communication Channels

An iMac G4 computer monitor is shown from a front-facing perspective. The screen is black and displays white text. The iMac logo is visible on the bottom bezel of the monitor. The keyboard is partially visible at the bottom of the frame.

Communication is still the strongest part of developing a digital presence. Being able to use electronic channels of communication will give a marketing campaign a stronger profile.

iMac

Millennium Marketing

Emmerce Readiness

Connection Marketing

E-Procurement

B2B

1. Research current "Market" value.
2. Readiness for price transparency.
3. Manage customer portfolios just like product portfolios.
4. Target indicators of change.
5. Custom relations management.
6. Supply chain management.
7. Enterprise resource planning.

Millennium Marketing

Emmerce Readiness

Connection Marketing

E-Procurement

B2B

1. Differentiate
2. Product managers
3. Process managers
4. Network managers

Millennium Marketing

Emmerce Readiness

Connection Marketing

E-Procurement

B2B

1. If you loose on the selling side, you can win on the buying side.
2. Sell at cost and create new revenue from advertisement, networks, and information databases.

Millennium Marketing

Emmerce Readiness

Connection Marketing

E-Procurement

B2B

1. Distribution networks will be more vital than product appeal.
2. Businesses will use the internet for buying, selling, auctioning negotiating, researching, recruiting, training, relationship building, etc.
3. B to B e-commerce will be 10x larger than consumer e-commerce.
4. B2B has more global possibilities than any other type of business.

The Art of Being Prepared for the Next MILLENIUM

