

Digital Marketing: a tool for successful brand positioning

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DIGITAL MARKETING: A TOOL FOR SUCCESSFUL BRAND POSITIONING

YVES SAINT LAURENT → **SAINT LAURENT**

BALENCIAGA → **BALENCIAGA**

BURBERRY
London, England → **BURBERRY**
LONDON ENGLAND

Berluti → **BERLUTI**
Paris PARIS

BALMAIN → **BALMAIN**
PARIS PARIS

Digital Transformation

"The rapid development and adoption of digital technology [that] are transforming industries, governments, economies, and societies"

United States Agency for International Development (USAID)*

Digital Transformation

New and/or adapted solutions: E-commerce online marketplaces, farmer management solutions, linkage services, and asset sharing services. •

Increased use of existing solutions: Digital communication tools, social media, traditional digital media, and digital payments.

B2C

B2B

Goal

Customers are seeking deals and entertainment (which means marketing needs to be more fun)

Customers are focused on ROI, efficiency, and expertise

Purchase Motivation

Customers are driven by emotion

Customers are driven by logic and financial incentive

Drivers

Customers appreciate education but don't always need it to make a purchase decision

Customers want to be educated (which is where B2B content marketing comes in)



Let's run faster

Let's run faster
Let's adapt

1



HIERARCHY

Top-down, control based hierarchies discourage individual initiatives, lead to slower reaction times, and divert energy to "managing up".

2



FEAR

Command-and-control systems lead to organizations filled with anxious employees who are hesitant to take the initiative or trust their own judgment.

3



DECISION BIAS

Defensive thinking, fossilized mental models, and conservatism create a bias in favor of the status quo.

4



HABIT

Lack of proactive change often has to do with mindsets and behaviors: we must want to change, and also understand how to change.

5



CENTRALIZATION

When the responsibility for making big decisions is concentrated at the top, a handful of executives favoring the status quo can thwart change.

6



INFLEXIBLE BUSINESS PRACTICES

Highly optimized business systems are great for efficiency, but deadly for adaptability. Assets, skills, and processes become more specialized, and change becomes more incremental.

THE ENEMIES OF ADAPTABILITY

HACKING HR TO BUILD AN ADAPTABILITY ADVANTAGE

7



RIGID STRUCTURES

In many organizations, rigid unit boundaries, functional silos, and political turf wars hamper the rapid realignment of skills and assets.

8



SKILLS DEFICIT

Employees don't have the skills, knowledge, or motivation they need.

9



SHORT-TERM THINKING

Compensative and incentive systems often truncate executive time horizons and skew perspectives.

10



INSUFFICIENT EXPERIMENTATION

Management processes typically arrive at the "one best strategy" through top-down analysis and experimentation.

11



LACK OF DIVERSITY

Management systems value conformity and cohesion at the expense of diversity and divergence. This limits the ability to generate the rich variety of options required to be truly adaptable.

12



A PAUCITY OF PURPOSE

Organizations without a compelling shared purpose may have trouble aligning on a natural path for change.

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Thank you!