Digital transformation & Drupal

Drupal Europe 2018







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TRANSFORMATION



Digital transformation is the reengineering of the firm's business model, organization, processes, and/or technology to address continuous new demands and rising customer expectations.

Forrester



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Forrester



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Forrester

OF THE EVOLUTIONARY

STAY AHEAD

Why is it important?

CURVE

Remember Blackberry and Nokia?





Remember Kodak?



Remember Geoffrey the Giraffe?





"Because all you b*tches bought toys on Amazon, and now I am out of a job."

Geoffrey the Giraffe

Remember Toys "R" Us



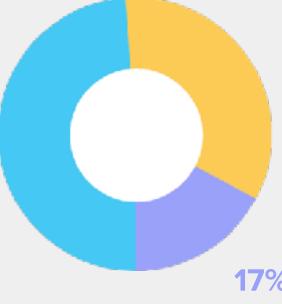
"Come on, everybody knows this already..."

Marketing Research Report, Q4 2017

Does your organisation have a clearly defined digital marketing strategy?



No, we are doing digital marketing but no defined strategy



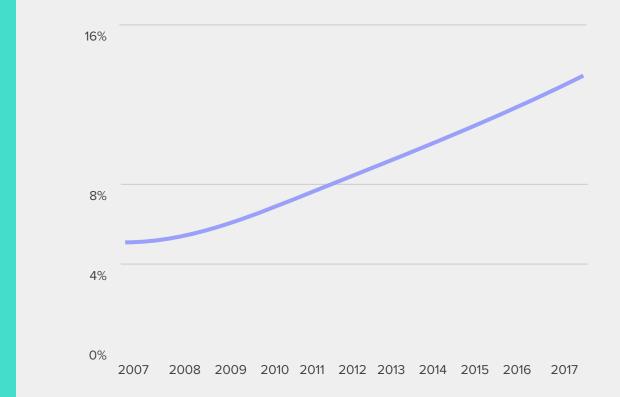
39%

Yes, it's integrated into our marketing strategy

17%

Yes, it's defined in a seperate document

E-Commerce as % of Retail Sales



There is still a lot to gain

Acceleration of e-commerce continues: On average +15% Y/Y growth



1. It is *a lot* of work, and requires commitment*

*From the employees, but more so the board!





2. It is not an exact science

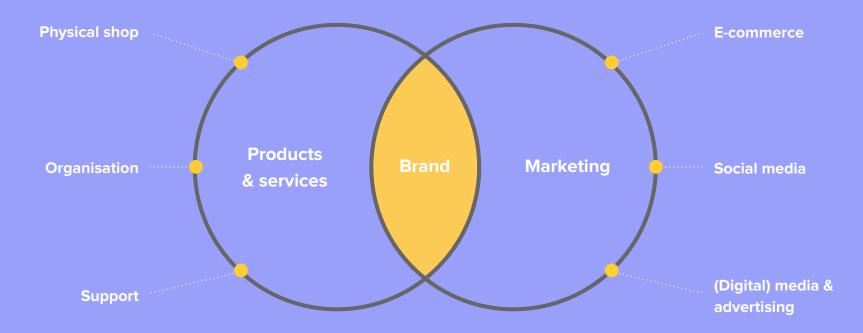
(If this, then that, else that)



3. It requires (brand) consistency



Everything is connected...



CURRENT TRENDS IN DIGITAL

1. Customer Experience (CX)









Wagamama Janasian Jamen Novilles Dumslings Japanese





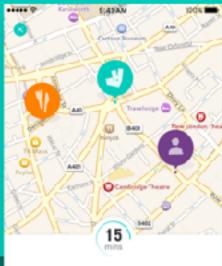




Panasian - Kamen Noodles - Dumplings - Japanese

Wagamama

01	rder & SA P	Edit
MOSTPOPULAR		
İx	Chilli Squid Crispyfried squid dusted with shichimi si with a chilli coriander dipping sauce	£5.95 erved
	Ebi Katsu Crispyfried prawnsin parko preadcrumb served with a spicy chilli and garlic sauce garnished with Ime	
3	View Basket	E23.00



Your food is on the way

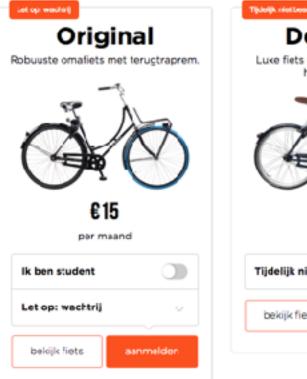
Our sider has picked up your food. You can follow their progress on the map!

Orcer Details Help & Support



Q Rotterdam

De volgende fietsen leveren we in Rotterdam.





Luxe fiets met 7 versnellingen en handremmen.



€19

per maand







Crawl, Walk, Run.

Work Agile

Don't reinvent the wheel

Advertising & Promotion

O man Parts

Content & Experience

Social & Relationships

CP ES/

copying/14/0 2018 Marketing Technology Macha, LLC. See http://doi.org/10/04/marketing/technology-lancscape-Lupergraphic-2018/ for details and sources



Don't kill the customer journey







2. Conversational interfaces

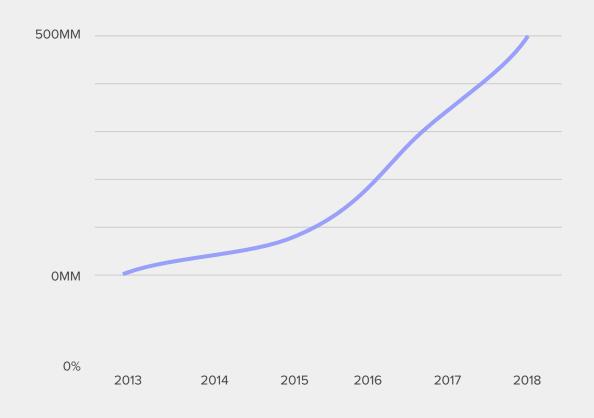
By 2020, over 50% of medium to large enterprises will have deployed product chatbots"

Van Baker, Research VP @ Gartner, Q1 2018



Customer Conversations





Kleiner Perkins 2018

KLM

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Type	a menoge	
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9	Check in
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	Parameters Sent Sarah Hum HAA Janemy Goldberg HAB Evan Liteat HC
	Fight Barris Dearts R10005 8:00 AM DID AM
	AMS 🤧 SFO
4	View Boarding Pass
Type	a message
Aa	

US Smart Speaker Total Audience Reach May 2018

Technology is ready, consumers are ready



Million

Voicebot Shopping Consumer Report June 2018

Conversational interfaces & Drupal

Make content available. Data first, interface second.

Headless

SEO: Optimise for featured snippets (position 0)

Voice

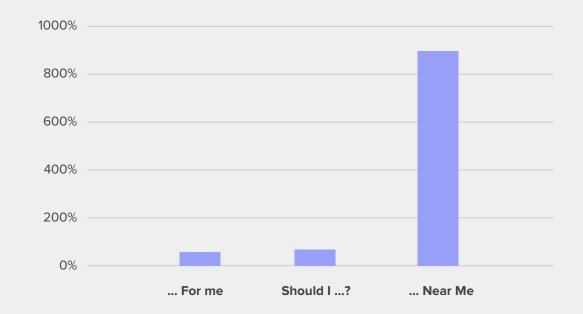




3. Personalisation

Data-Driven Personalisation

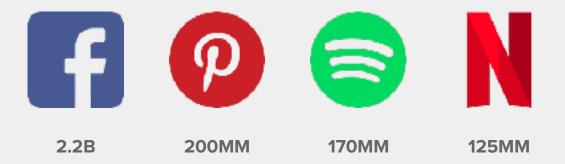
Query Growth (2015-2017)



Users worldwide

Provide better experiences for consumers

Data Improves Engagement



When fully implemented, research shows that personalization can lead to **10 to 20** percent more efficient marketing and greater cost savings

10 to 30 percent uplift in revenue and retention



Personalisation & Drupal

Personalisation: Own your analytics, and enrich them

Weather, gender, customer id, etc





Personalisation: Location and customer based content

Natuurmonumenten



DRUPAL IS A GREAT

WEAPON OF CHOICE

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