

# LESSONS MARKETERS CAN TAKE FROM VALENTINES DAY



# AGENDA

---

- About me
- Digital trends
- Stories of love
- Summary



# THE DIGITAL FUTURE

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- We are all living more of our lives on line
- Our digital footprints are growing and allowing more access to more data
- Connectivity is on the increase
- Ownership is becoming redundant – commodities as a service?
- We believe digital should be used to bring people together and brands should be using it to inspire emotion within their clients





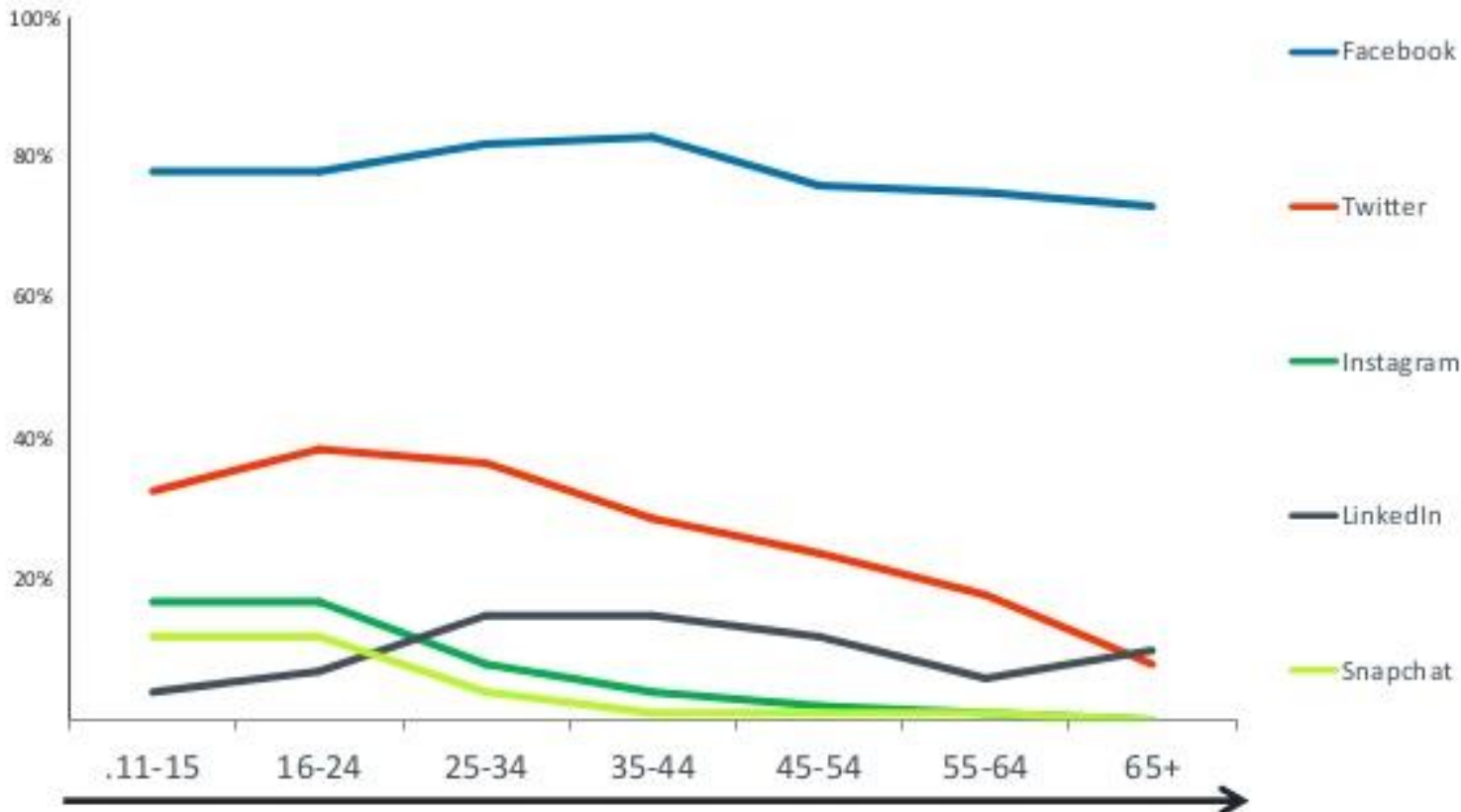
We are all living more of our lives on



Facebook is consistent, Twitter declines with age, Instagram & Snapchat largely 11-24 year olds, LinkedIn 35-45 year olds.

## Active use – by age bands

Last 30 days



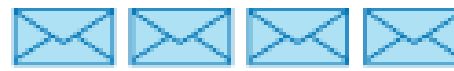
We are all living more of our lives on



 **65 billion**

Location-tagged payments  
made in the U.S. annually

**154 billion**



E-mails sent per day

 **87%**

U.S. adults whose location is  
known via their mobile phone

## Digital Information Created Each Year, Globally

2,000 BILLION GIGABYTES

1,800

1,600

1,400

1,200

1,000

800

600

400

2005

2006

2007

2008

2009

2010

2011

**2,000%**

Expected increase in  
global data by 2020

**III**

**Megabytes**

Video and photos stored  
by Facebook, per user

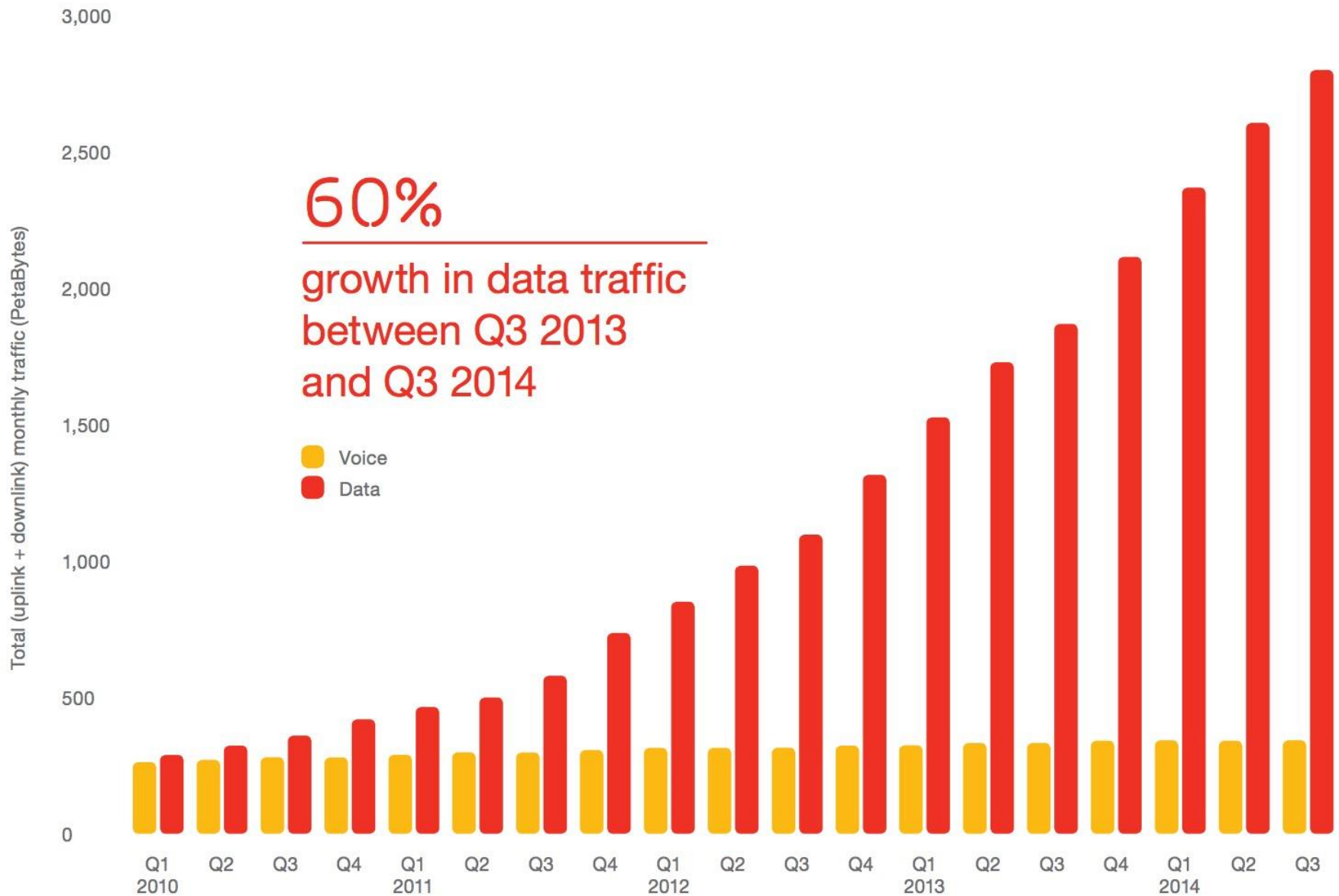
**75%**

Percentage of all digital  
data created by consumers

Sources: IDC, Radicati Group, Facebook, TR research, Pew Int'l

**Our digital footprints are growing**

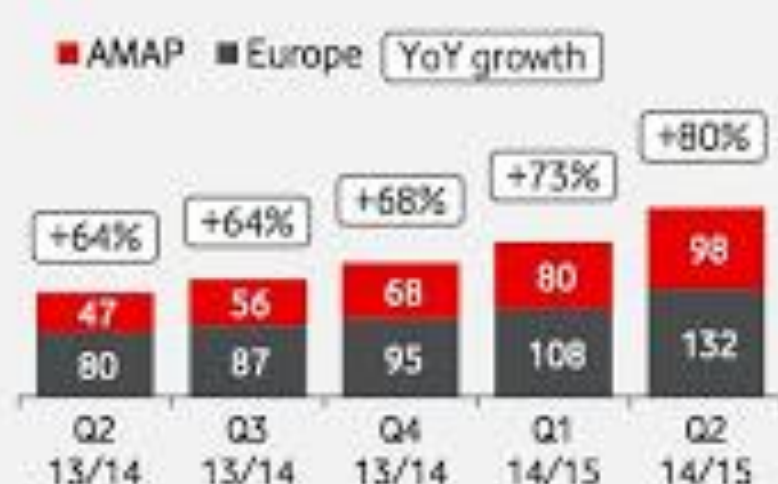




Connectivity is on the increase



## Data traffic accelerating (PB)



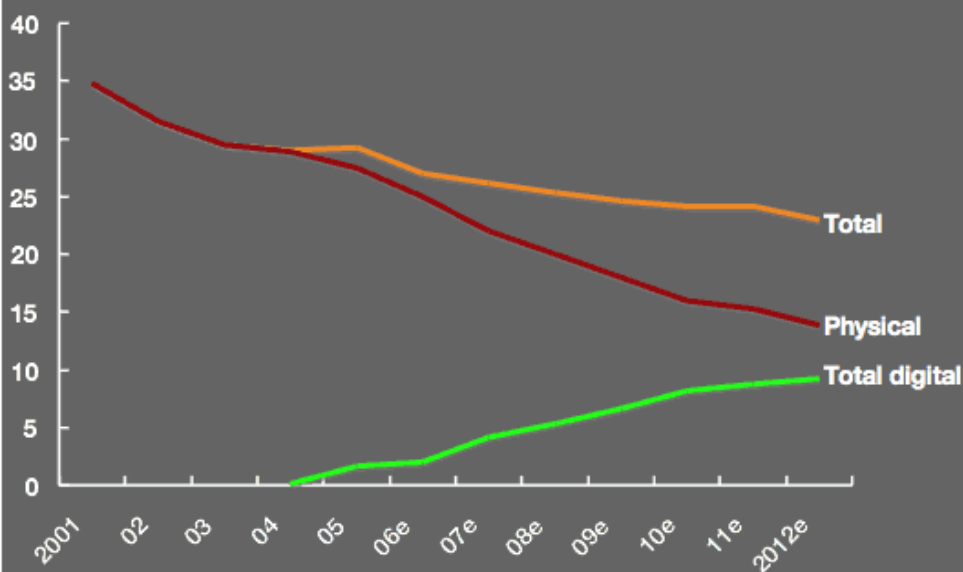
- 4G now 21% of European data traffic
- AMAP 43% of Group data traffic

## Acceleration in average smartphone usage growth, Europe (MB)<sup>1</sup>

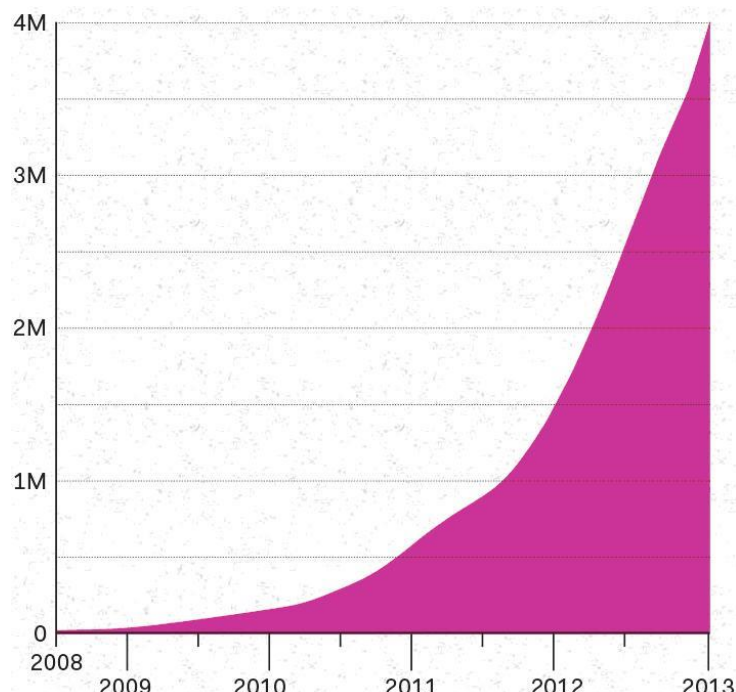
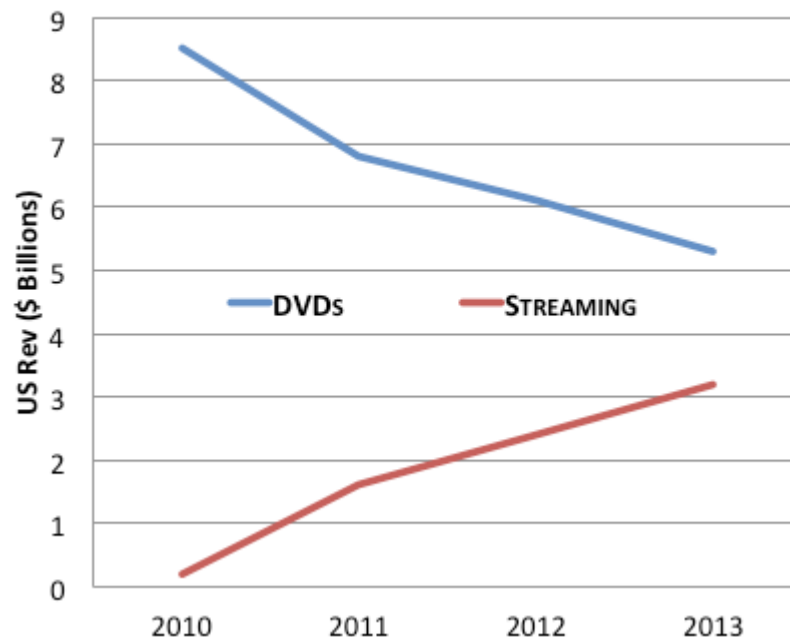




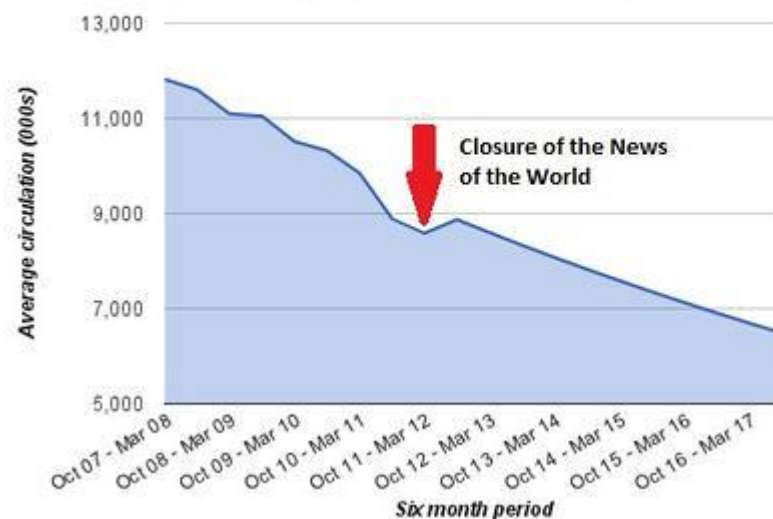
**Recorded music sales: actual and forecast — 2001-2012e**  
\$ Billions



**DVDs vs. Streaming: How Movies Make Money**



**Past and predicted combined Sunday and daily decline in print circulation Oct 07 to Sep 07**



Ownership is becoming redundant





Digital should be used to enhance our experiences & lives

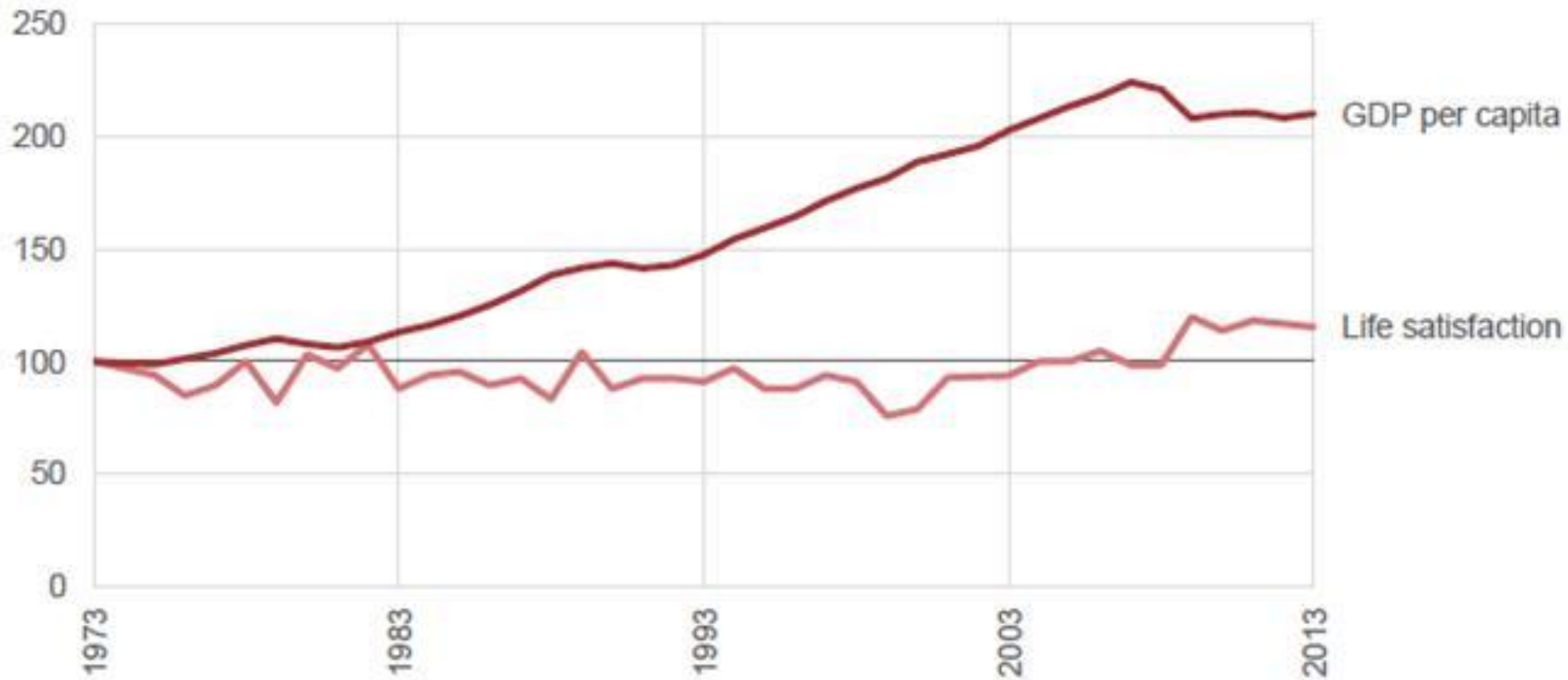




Digital should be used to enhance our experiences & lives



GDP per capita and life satisfaction, 1973-2013, indexed 1973=100



Digital should be used to enhance our experiences & lives



This should be  
you!





15

Love makes the World go round



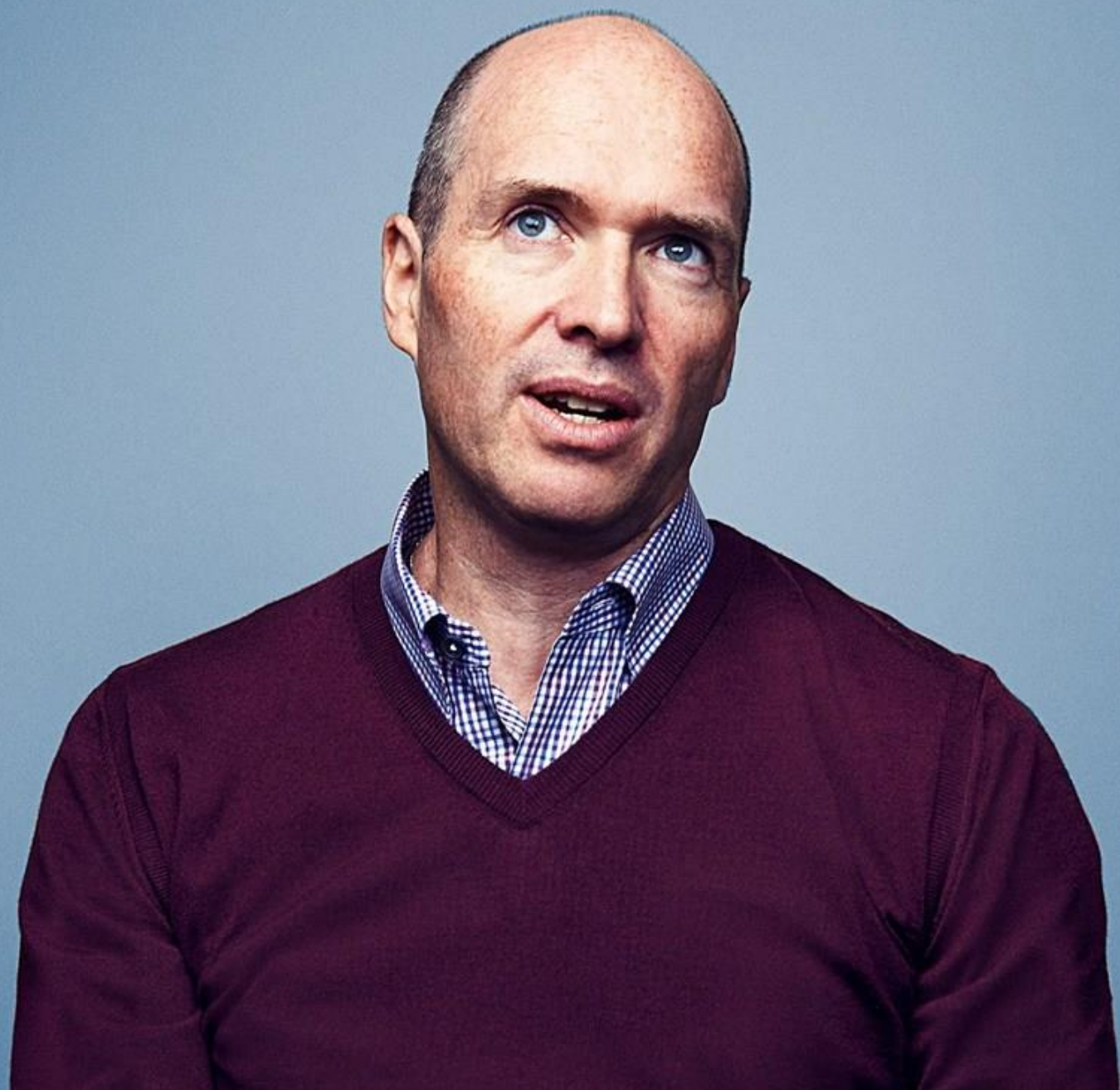
20

25



**#1 FLOWERS**







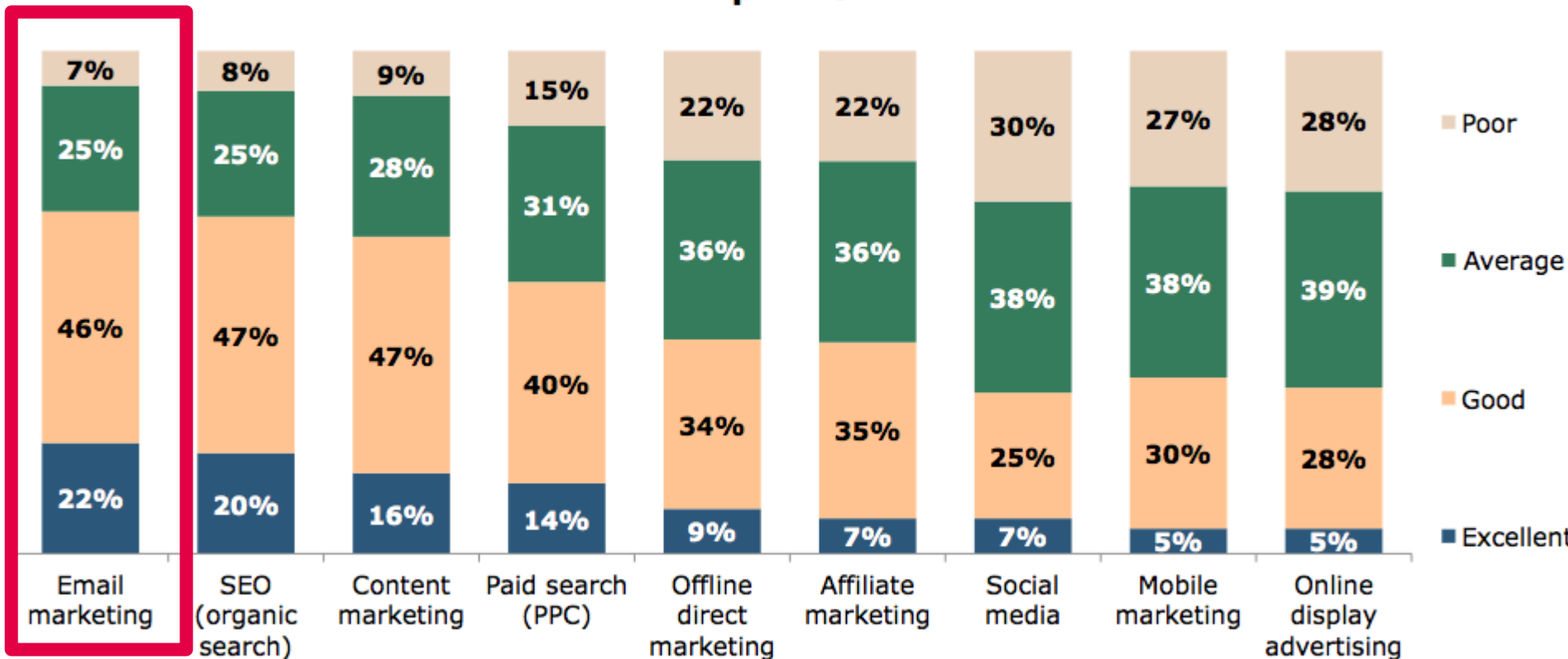




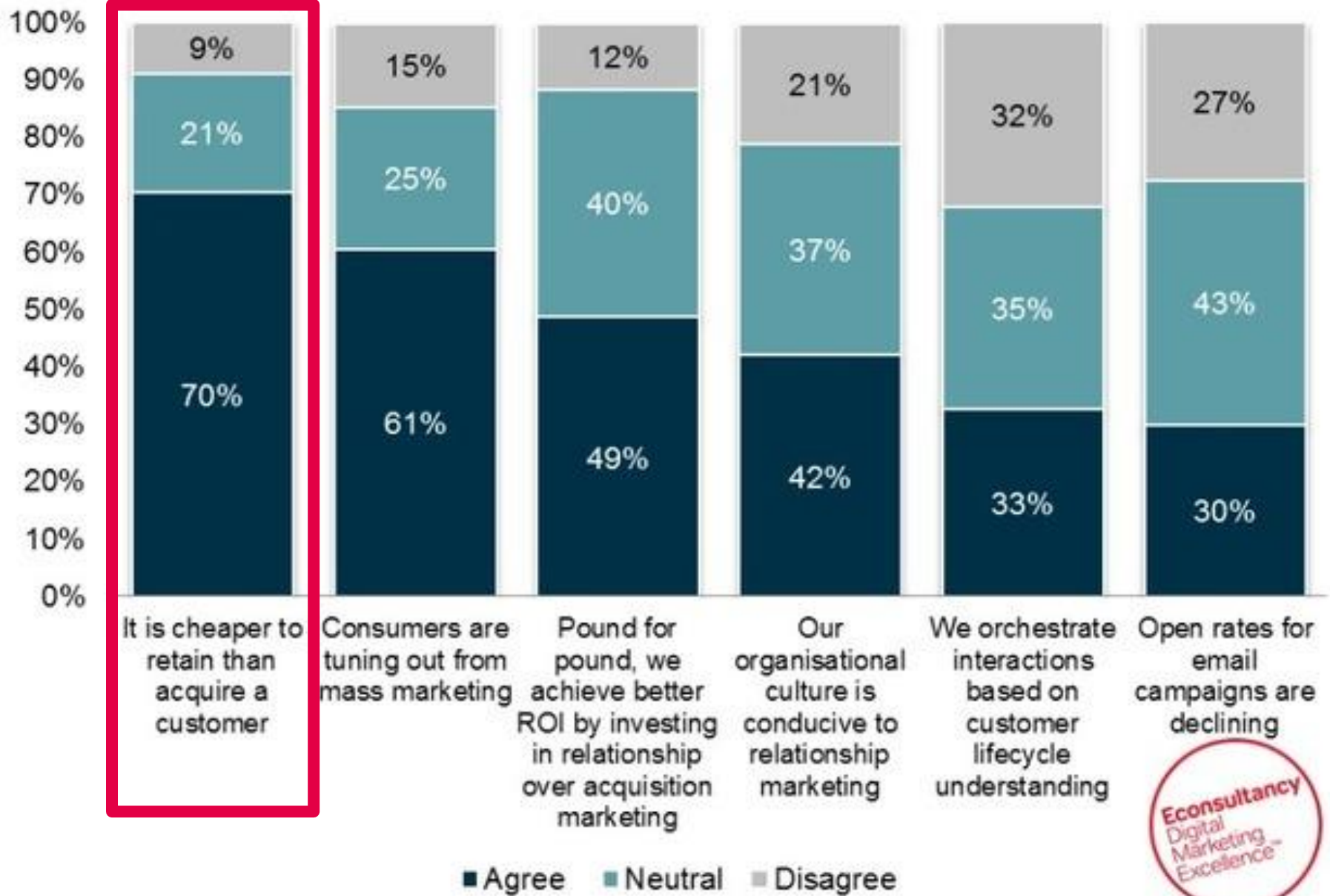
## Channel ROI Ratings

% of global email marketers

**April 2014**









# **#2 SWORDS**





## **Trouble swallowing pills?**

[gallery.zzq.org](http://gallery.zzq.org)

Does it seem ironic that swallowing swords is easy and then small pills make you gag?



7/4, 4:57pm

Are You A Strong Top?  
youtube.com



If you're the kind of  
coffee drinking guy who  
has a black bandana in  
his pocket, watch me!

7/4, 4:58pm

HOW?!?!?! I did NOT post about this! I told ONLY \*you\* and  
**HIS GF**.

Either you are fucking with me, or Facebook is absolutely  
eavesdropping on private conversations via my phone!!!!



**Brian Swichkow**

7/4, 5:00pm

Lol, well it's not me so either **HIS GF** needs to focus her Internet  
marketing brilliance of a different kind of **HIS GF'S JOB** or  
Facebook is testing some new kind of super creeper feature.

Regardless, absolutely hilarious




Hey !  
youtube.com



Ever feel like your  
roommate is creating  
Facebook ads targeted  
to a niche of just you?



 **Andy Headington**  
Edit Profile

- News Feed
- Messages 3
- Ads Manager
- Events 27
- Find Friends 6

- PAGES
- Adido Limited 2
  - Adido 1
  - Your Money Panel
  - Pages Feed 20+
  - Like Pages
  - Create Ad
  - Create Page

- APPS
- Games
  - Saved
  - Pokes
  - Notes
  - Games Feed 2

- FRIENDS
- Limited Profile 4
  - Family 5
  - Adido Limited 20+
  - Adido 1

- GROUPS
- Meetdraw 20+
  - Send 'Arry Redkna...
  - Dorset Dads
  - Great playgrounds


 Update Status  Add Photos/Video  Create Photo Album




What's on your mind?

 **Tom Williams**  
14 mins · 

Stuart Broad must be one of the biggest dic s ever.

Like · Comment · Share

 Dan Botten likes this.

 Write a comment...  

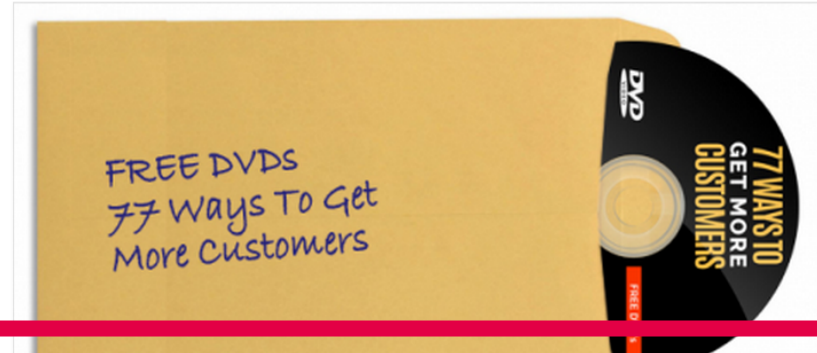
Suggested Post

 **Chris-Cardell**  
Sponsored ·   Like Page

ATTENTION BUSINESS OWNERS. If you run your own business, you know that the biggest problem is getting customers.

If you run a UK business, click on the picture below and we'll rush your free double DVD set to you in 48 hours. Click below now for your free DVDs '77 Ways to Get More Customers.'




As an Entrepreneur, the battle to get new customers in a tough economy is the toughest you face. This exclusive Free Double DVD Set shows you the 77 most effective ways to get Customers ... [See More](#)




YOUR PAGES

 27 4 event invites

TRENDING

-  **Northeastern United States:** Region begins lifting travel bans after storm falls short of predictions
-  **Benedict Cumberbatch:** Actor apologizes after calling black people 'colored' during TV interview
-  **Melissa Rivers:** Joan Rivers' daughter sues clinic over mother's death
- [See More](#)

SPONSORED  [Create Ad](#)



**Free Delivery!**  
[ao.com](#)  
Order today for free delivery!  
1,644,696 people like this

The Moneywise **most trusted** insurance provider of the year, as voted for by consumers

 2014

 MOST TRUSTED TRAVEL INSURANCE PROVIDER AMERICAN EXPRESS

**Amex Travel Insurance**  
[fb-nym.adnxs.com](#)  
Save 20% online when you purchase Travel



**#3 81 YEARS**











COMPOSE

Inbox (3)

Starred

Important

Sent Mail

Drafts

Circles

More

Larry

New Hangout

Find friends to chat with



WordStream - Avoid Costly PPC Errors - Use this simple, free tool and find your errors in seconds. Grade your account now for free! [Why this ad?](#)

## AdWords Account Access Approved

Block



Related Google+ Page

Google AdWords &lt;adwords-noreply@google.com&gt;

Dec 9 (10 days ago)



to me

Hello,

[@wordstream.com](#) has granted you access to an AdWords account. You can now sign in and manage this account at <https://adwords.google.com> using the Google Account email and password you recently chose.

To keep your login information secure, we suggest you don't give it out to others. If you have any questions, please visit <http://adwords.google.com/support/en/answer/2/>

Sincerely,  
The Google AdWords Team

Click here to [Reply](#) or [Forward](#)

WordStream - Avoid Costly PPC Errors

Use this simple, free tool and find your errors in seconds. Grade your account now for free!

[Ads](#) - [Why this ad?](#)

Google Ads

Follow

Recent Photos



Engagement Ads  
for Everyone  
Engagement ads

Shared publicly · 4 minutes ago

+1 +2

WORDSTREAM



Avoid Costly PPC  
Errors

Use this simple, free tool and find  
your errors in seconds. Grade  
your account now for free!

**GEICO Car Insurance**

\$100? \$200? \$300? How much  
could you save with GEICO? Get a  
quote.  
[www.geico.com](http://www.geico.com)

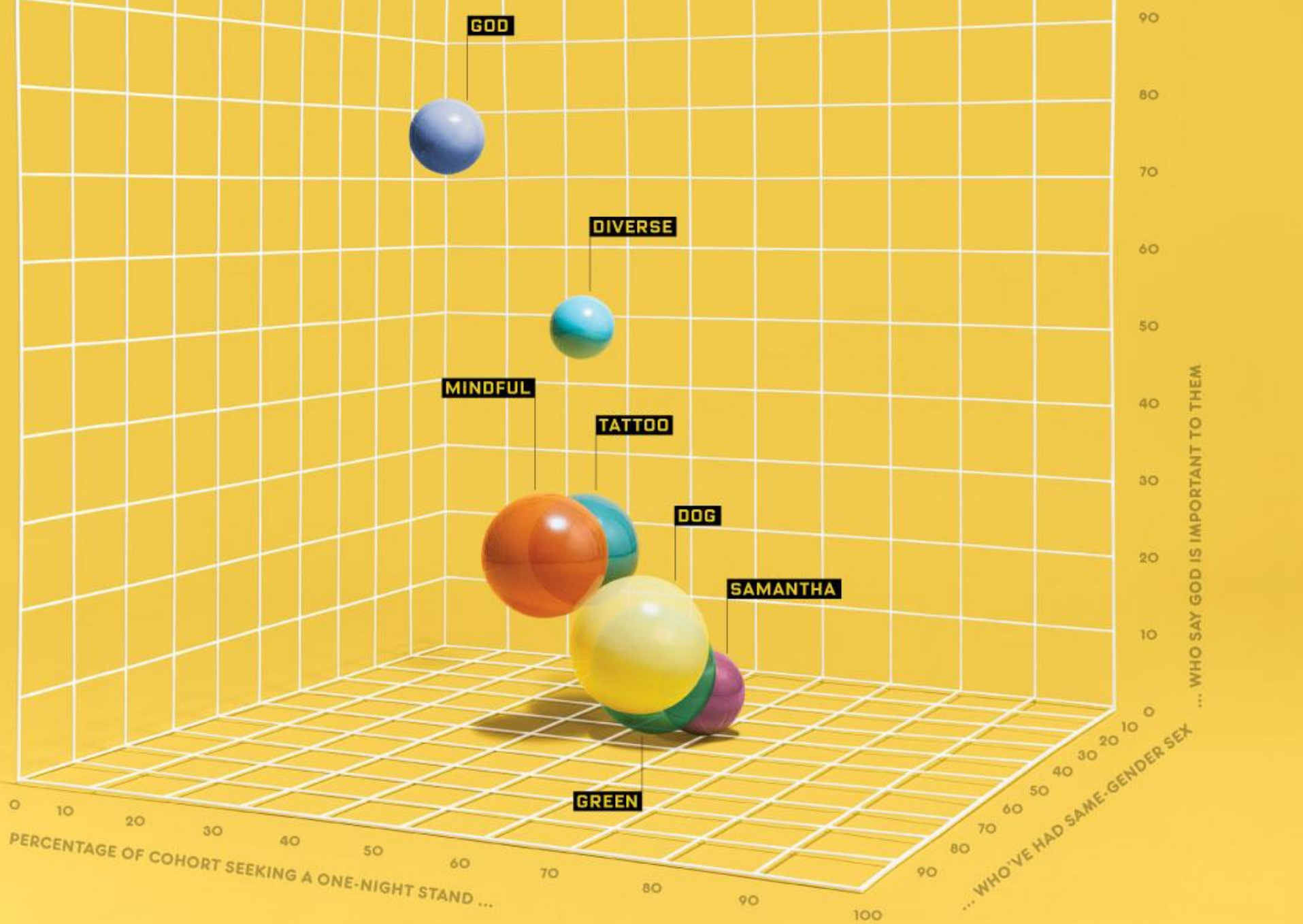


# **#4 MATHS**





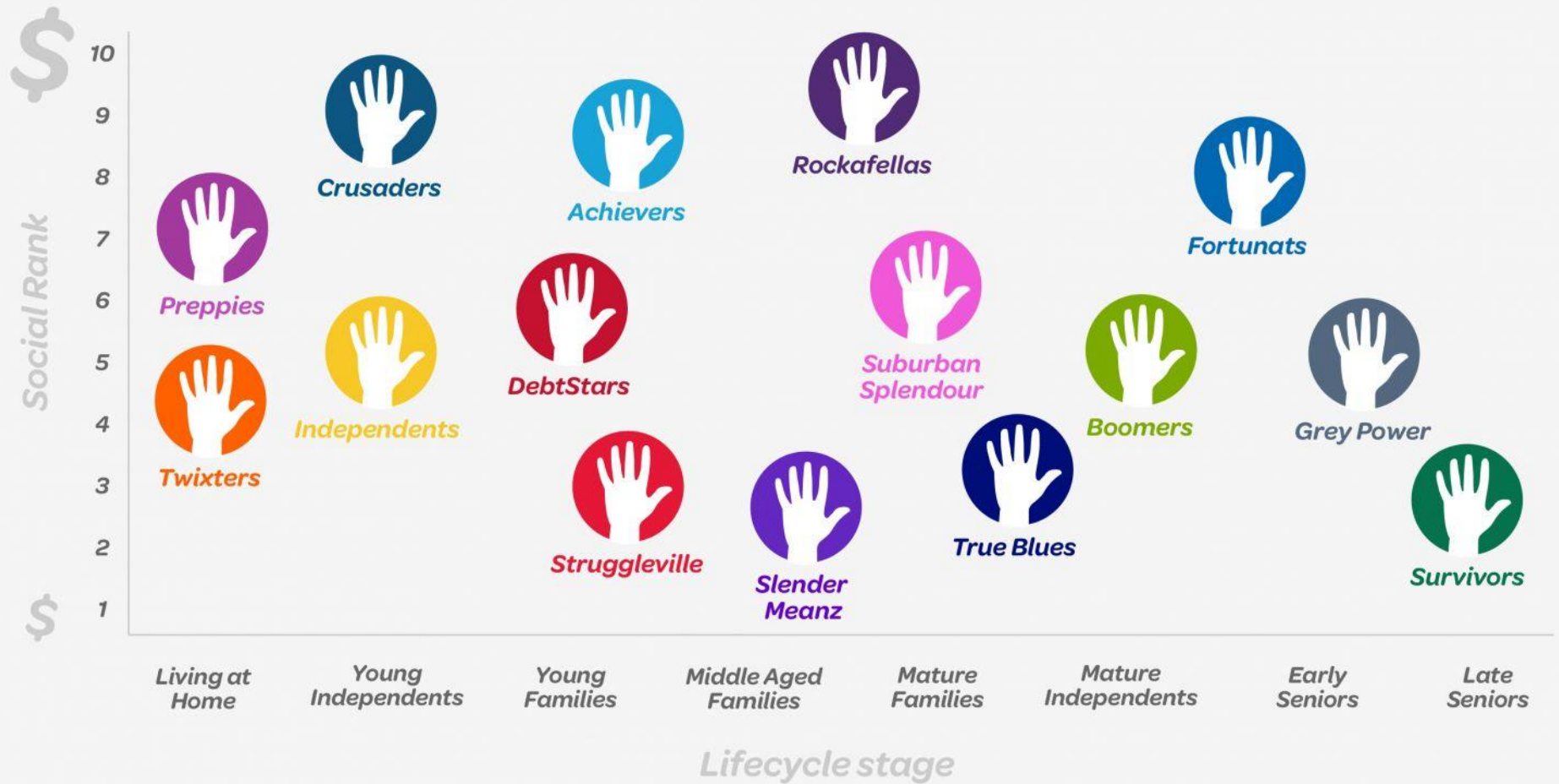




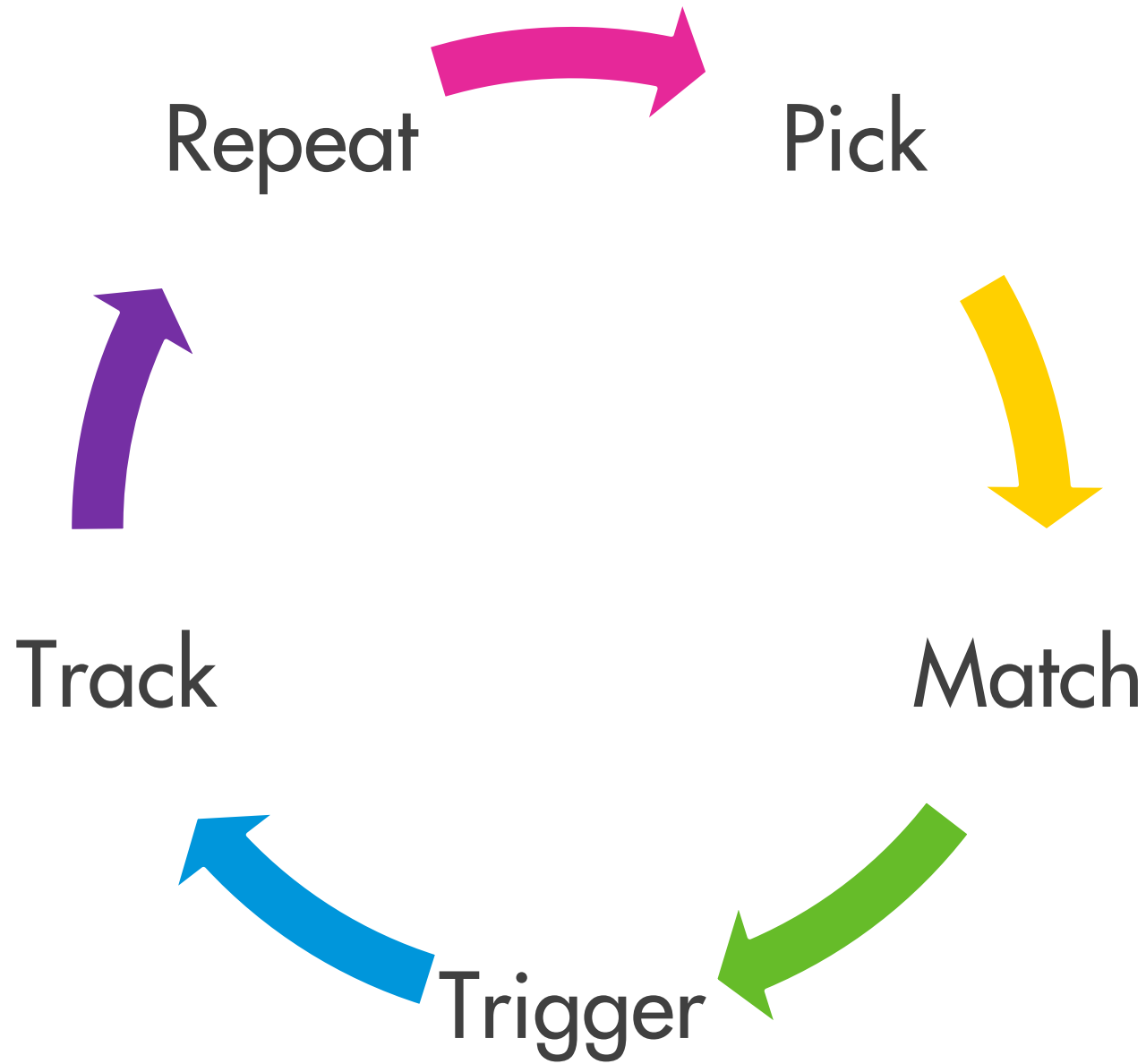














# **#5 LIMERANCE**









loastime.com

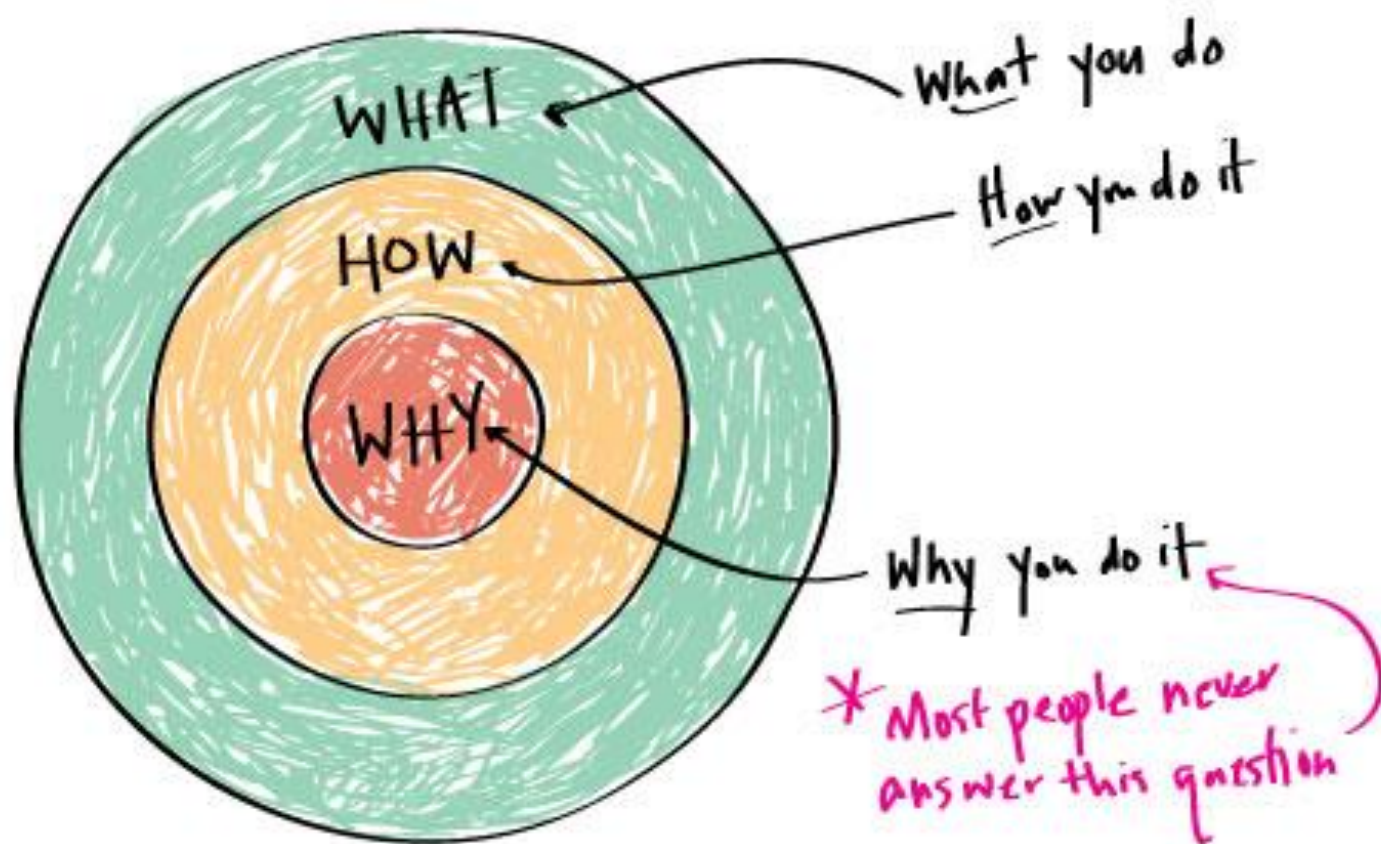












The Golden Circle, Simon Sinek  
illustration by Alice Ratterree



**PEOPLE DON'T BUY WHAT YOU DO,  
THEY BUY WHY YOU DO IT.  
-SIMON SINEK**



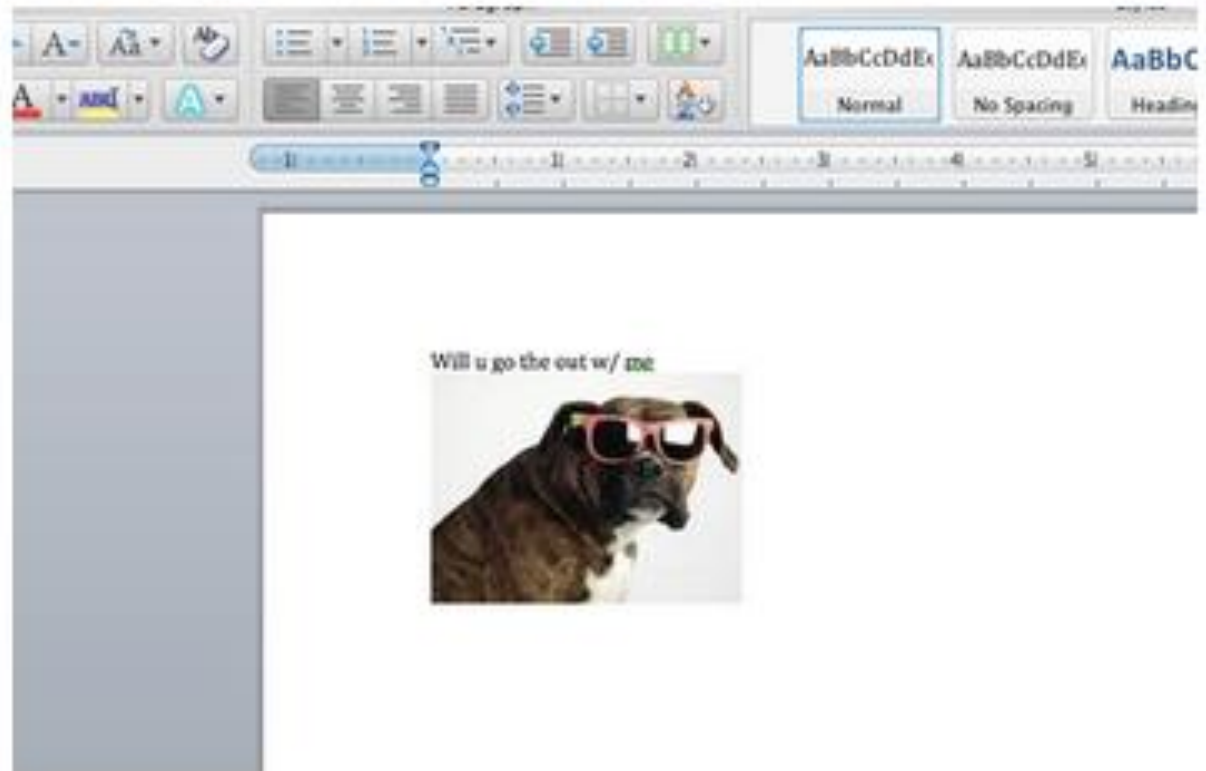


# **#6 FRAPPUCINOS**



zogwargqueen:

im at starbucks right now and some other person with a mac just put this word doc into my air drop??????????????????



Did you say yes



my response:



buy me a frappucino im yours





THEY JUST CALLED OUT A FRAPPUCINO FOR SWAG MONEY (thats  
the name of my computer on airdrop) IM GONNA CR Y



a modern love story





Chris Ramsey



@IAmChrisRamsey



Follow

Yes! [#PizzaOnATrain](#)

10:51 PM - 27 May 2014

3,755 RETWEETS 4,978 FAVORITES







[Learn more](#)

[Sign in](#)

# Put the internet to work for you.

Join IFTTT

Available on  
iOS and Android







**Simon Evans** @bettwsresident 13m  
@crstig Agree, he was MOM on Sunday. First time I've seen him live. Wadda player! Gutted at undeserved results but #WeMarchOn

View

FD Saints News retweeted



**Saints Mike** @Mike7167 37m  
So Tonny Wilhena is not climbing aboard the #saintsfc bus, Oh well #WeMarchOn

Details



**Nellie** @Nellie\_Dog 32m  
The perfect stroking option for transfer window day. Comes with own #saintsfc shirt and (punctured) ball. #WeMarchOn  
[pic.twitter.com/O7s6Oomg4L](https://pic.twitter.com/O7s6Oomg4L)



Details



**steve m** @steve76m 34m  
@SchneiderlinMo4 @SouthamptonFC Great to see you back! #wemarchon

View



**Saints Mike** @Mike7167 37m





**Andy Headington** @andy\_head 21d  
[@knowhowtohelp](#) Can you confirm that there has to be 100mm spacing around this  
[@HaierUKService](#) fridge? Seems a lot! [currys.co.uk/gbuk/household...](http://currys.co.uk/gbuk/household...)

Details



**KNOWHOW support** @know... 20d  
[@andy\\_head](#) [@HaierUKService](#)  
Having looked at the manual, it seems to be precautionary - Ian

View



**Andy Headington** @andy\_head 20d  
[@knowhowtohelp](#)  
[@HaierUKService](#) that's good to know thanks. So, if I have a 650 space will it work? Want to get it but need to know for def.

View



**KNOWHOW support** ✓  
[@knowhowtohelp](#)

[@andy\\_head](#) [@HaierUKService](#) It should be OK. But we would advise contacting Haier for further clarification. Regards - Gary

5:55pm · 14 Jan 2015 · Conversocial





# Haier

TWEETS  
1FOLLOWERS  
15 Follow

## Haier UK Service

@HaierUKService



UK

 [haier.com/uk/service/ove...](http://haier.com/uk/service/ove...)

Tweet to Haier UK Service

### Tweets & replies

**Haier UK Service** @HaierUKService · 19 Sep 2013

[@simonemmett](#) Further to your comments, please can you email us the details to [haierukcomplaints@haier.co.uk](mailto:haierukcomplaints@haier.co.uk) so we can look into it for you

[View conversation](#)

### Who to follow · [Refresh](#) · [View all](#)

**Benjamin Southworth** @int...  Follow**3beards** @3\_Beards  Follow**WIRED**  @WIRED Followed by [dweet.io](#) and ot... Follow[Popular accounts](#) · [Find friends](#)

### Trends · [Change](#)

#KleenexKiss

 Promoted by Kleenex

#SuperBowl

#DeadlineDay

We Are The Champions

Will Ferrell

#SB49

#AskTheLeaders





**Claire Underwood** @moderndiva · Jan 23

Thank you @Zappos\_Service for always coming through in a clutch!  
Next day air delivery!!! Love yall!

← ↻ ★ 1 ...

**Zappos**  
POWERED by SERVICE™

TWEETS  
130K

FOLLOWING  
22.6K

FOLLOWERS  
22.8K

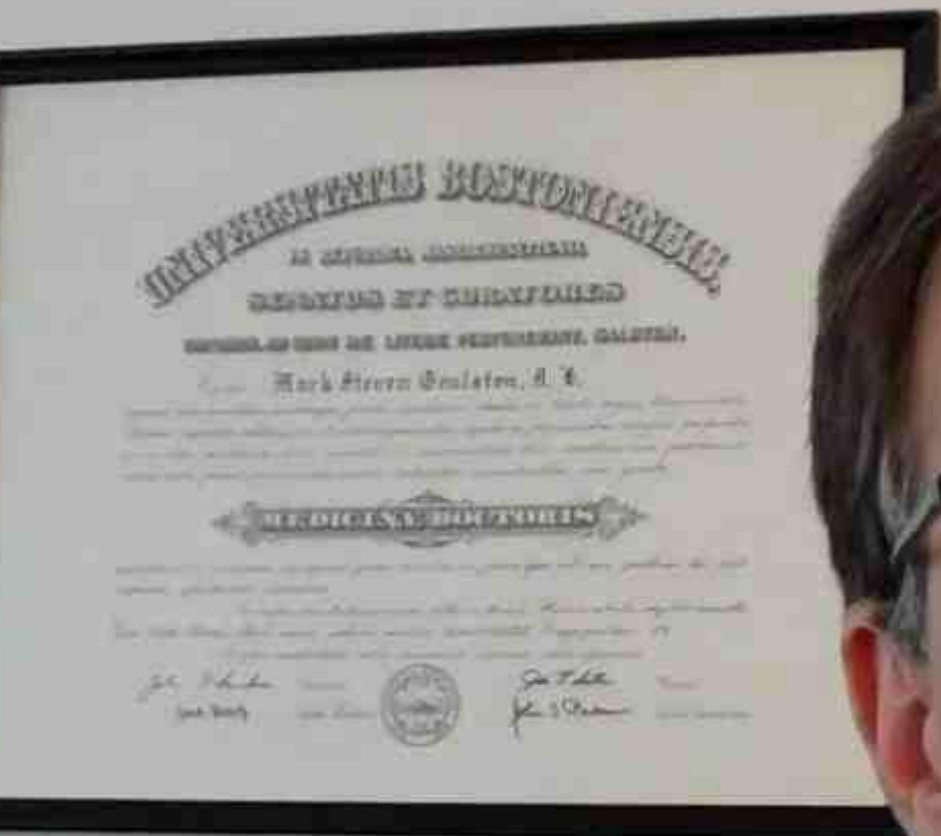
FAVORITES  
109K

Favorites



# **#7 CHECK IN**







# 10 HABITS OF HAPPY COUPLES

---

1. GO TO **BED AT THE SAME TIME**
2. CULTIVATE *common interests*
3. WALK **HAND IN HAND OR SIDE BY SIDE**
4. MAKE *trust and forgiveness* YOUR DEFAULT MODE
5. FOCUS MORE ON **WHAT YOUR PARTNER DOES RIGHT**  
THAN WHAT HE/SHE DOES WRONG
6. *Hug each other* AS SOON AS YOU  
SEE EACH OTHER AFTER WORK
7. SAY **"I love you" AND "Have a good day"**  
EVERY MORNING
8. SAY **"Good night"** EVERY NIGHT, REGARDLESS  
OF HOW YOU FEEL
9. DO A **"WEATHER" CHECK** DURING THE DAY
10. **BE PROUD** TO BE SEEN WITH YOUR PARTNER







[ACTIVE RESEARCH](#)[ACTIVE RECOGNITION](#)[PRICING](#)[SERVICES](#)[PARTNERSHIPS](#)[CLIENTS](#)[BLOG](#)

## THE BEST ONLINE SURVEY FOR A WEBSITE!

The 4Q Framework is the best way to evaluate the

satisfaction and

its based on real

networks included

m. All of 4Q's

ame and it's still



### Your opinion matters!

Would you help us make our website better by completing our short survey?

Thank you!

## How it Works

4Q is a framework that collects feedback from your website visitors to measure the customer experience and understand visitor intent. It includes 4 questions that help answer:



**Who**  
is here?



**Why**  
are they here?



**How**  
am I doing?



**What**  
do I need to fix?



## The Present Finder Reviews



Feedback for [www.thepresentfinder.co.uk](http://www.thepresentfinder.co.uk) has been compiled from **13810** Customer Reviews

### Feefo member since

05/06/2009

The Present Finder of Sherborne sells unusual and upmarket presents. More than that, we can send your chosen presents worldwide and we will gift wrap and write a personal message on your behalf. We are passionate about our customer service and use Website

[Go to The Present Finder](#)

### Service 97%

Show reviews for

Past Month

Excellent 406 Read all  
Good 111 Read all  
Poor 10 Read all  
Bad 5 Read all  
[view all reviews](#)



### Products 95%

Show reviews for

Past Month

Excellent 731 Read all  
Good 404 Read all  
Poor 37 Read all  
Bad 23 Read all  
[view all reviews](#)



All Feefo reviews are gathered anonymously from genuine customers.

**Read more** about how our review system works.

### Ratings guide

Excellent ++  
Good +  
Poor -  
Bad --

## Reviews

Sort By **Date** Relevance

<< < Page 1 Of 22 > >>

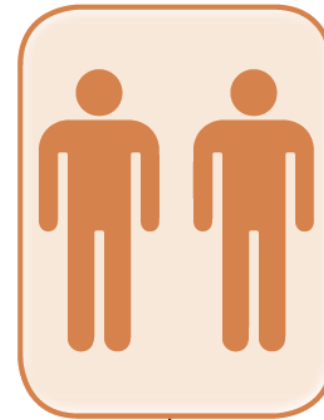
Date	Product	Rating	Customer Review	Reply from <a href="http://www.thepresentfinder.co.uk">www.thepresentfinder.co.uk</a>
17 Hour(s) ago	<b>It's Wine O'Clock Bottle Opener</b> Customer also reviewed: NotPad - Not an iPad - Get it?!!!	Service ++ Product ++	<b>Service rating :</b> Very good company with quality items <b>Product:</b> was given as a present and is used with gusto very good quality item <a href="#">t</a> <a href="#">f</a>	No Comment
45 Hour(s) ago	<b>Game of Thrones Mead Horn Beaker</b>	Service ++ Product ++	<b>Service rating :</b> Very prompt delivery. Items as described. Would definitely use this company again. <b>Product:</b> Excellent condition. Present for my son. <a href="#">t</a> <a href="#">f</a>	No Comment
31-Jan	<b>LED Light Stax</b> Customer also reviewed: Exploding Air Rifle Target Pack	Service ++ Product ++	<b>Service rating :</b> Excellent service all arrived promptly. <b>Product:</b> This was a gift for our 14 year old stepgrandson. Never quite sure what will please but this was a great big hit with him. Would have been good to know that more than 1 pack can be used to	No Comment



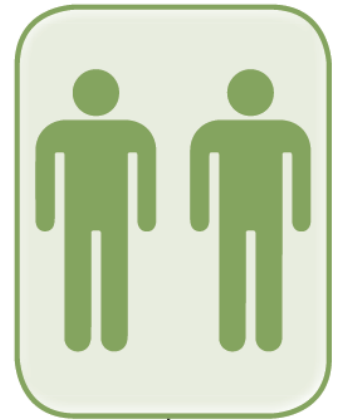
Detractors



Passives



Promoters



0 1 2 3 4 5 6

7 8

9 10

Net Promoter Score

=

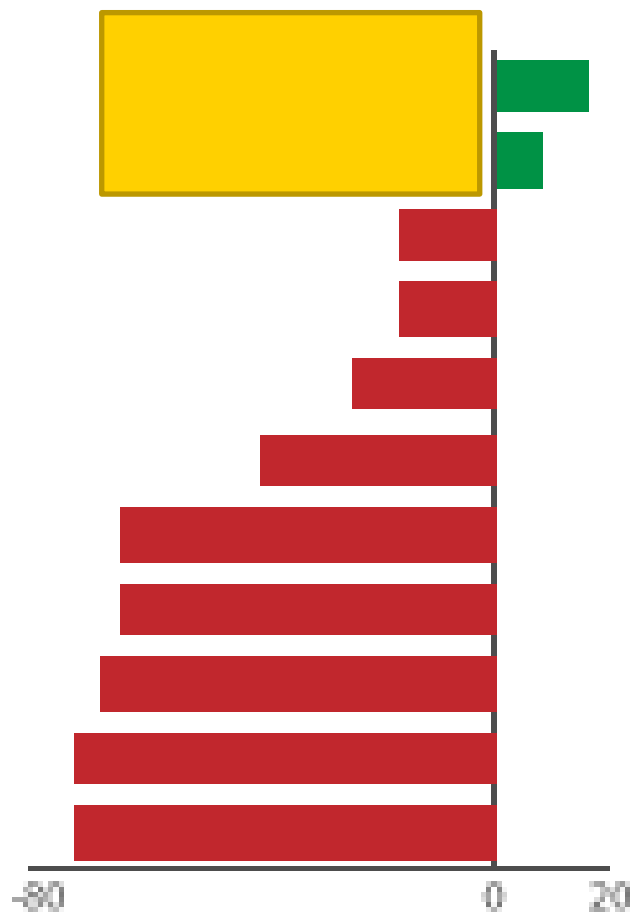
% Promoters

-

% Detractors



## Net Promoter Score



**UK Bank NPS Scores – 2013**



# #8 RHINO





















Oreo

September 20, 2012



Our band 'o pirates never dunked. We walked th' plank.  
<http://oreo.ly/dailytwist> — with Noel Palardy and 45 others.



**SEPT 19** | TALK LIKE A PIRATE DAY



Like · Comment · Share

61,868 840 8,441



Oreo

September 29, 2012



We heard the first thing the pilots asked for after touching down was Oreo cookies and Milk. <http://oreo.ly/dailytwist> — with Karan Patel and 41 others.



**SEPT 28** | 1<sup>ST</sup> FLIGHT AROUND THE WORLD



Like · Comment · Share

38,673 341 2,211





## APPS



YouTube



Work With Paddy



Legal

## VIDEOS



## UPCOMING EVENTS

**Paddy's Poker Party**

Thursday, December 31, 2015

Hosted by Paddy Power

**Paddy Power**

January 28 at 8:46am · \*

Brendan Rodgers sticking the boot in to Diego Costa, declaring him "nasty".  
Hmm. What did he say about Suarez again?



Like · Comment · Share · 3,087 239 519

**Paddy Power**

January 27 at 10:19pm · \*

Just look at Jose, the smug bastard...



Create P...

Recent

2015

2014

2013

2012

2011

2010

2009

2008

2007

2006

2005

2002

1995

Founded

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£289.00 at  
Dyson DC4  
Lightweight  
Vacuum...  
delivery)

Kitchen Cl  
plasticboxs  
£3.06 Thi





Southwest Airlines Pin Board Photo





**lauren**

@laurenlyall

 Follow

Why does James Blunt sing like his willy is being stood on

6:01 PM - 16 Oct 2013

15 RETWEETS 16 FAVORITES



**James Blunt** 

@JamesBlunt



Following

Damn thing's always getting caught under my feet. RT @laurenlyall: Why does James Blunt sing like his willy is being stood on?

 Reply  Retweet  Favorite  Share ... More



# SUMMARY

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- Be committed & love your existing customers - spend time getting to know them
- Listen to your customers views and spend time understanding them. The better you know them, the better you'll work together
- Relationships take time to develop so keep trying new things
- Have fun!



**“Part of why you love your parents  
is because they loved you first,  
brands need  
to do that. ”**

**- Gary Vaynerchuk**







**Together we can do digital better**

**+44 (0) 845 260 2343**

**info@adi.do**

**www.adi.do**

**Adido**

Dean Park House  
8-10 Dean Park Crescent  
Bournemouth  
Dorset  
BH1 1HL

**Twitter: @adido**