



VAN ETALAGE NAAR COMMUNITY

EN WAT KUNNEN WE ERMEE?

17 november 2016





 @petersprenger

Linked in



Peter Sprenger

1965, getrouwd, 2 dochters
Nijmegen



TECHONOMY®

Nijmegen, Rotterdam,
MBA IBO, Harvard

IBO / business school
verander(t) uw leven!



Ricoh, Rabobank NL, Arcadis



Timeline Photos

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NBC News

What a difference 8 years makes: St. Peter's Square in 2005 and yesterday

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Millennials





Generation Z



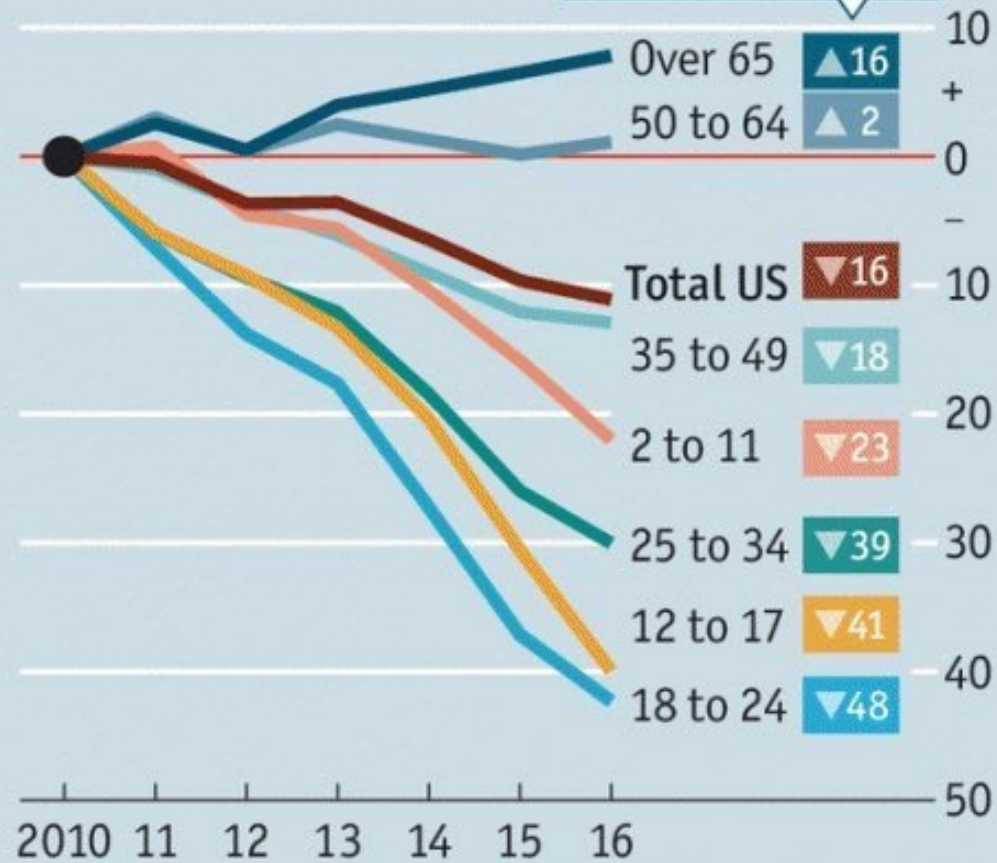
Generation C

Off the box

Time spent watching traditional TV*

United States, by age group
% change

Change in hours
per month, 2010-16



Sources: Nielsen; REDEF

*Cable and broadcast channels
(including time-shifted)

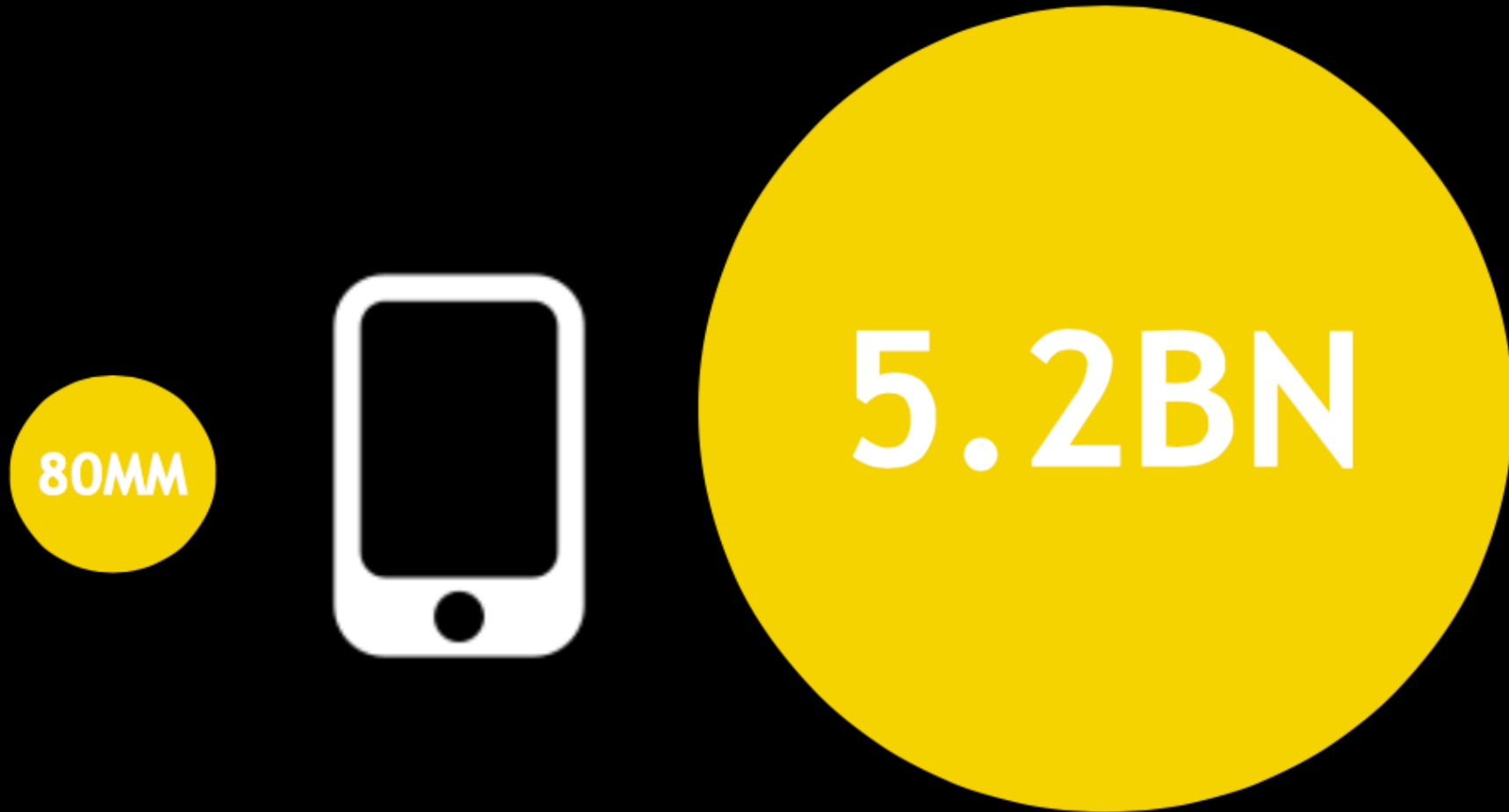




GLOBAL INTERNET USERS 1995-2014



GLOBAL MOBILE PHONE USERS 1995-2014

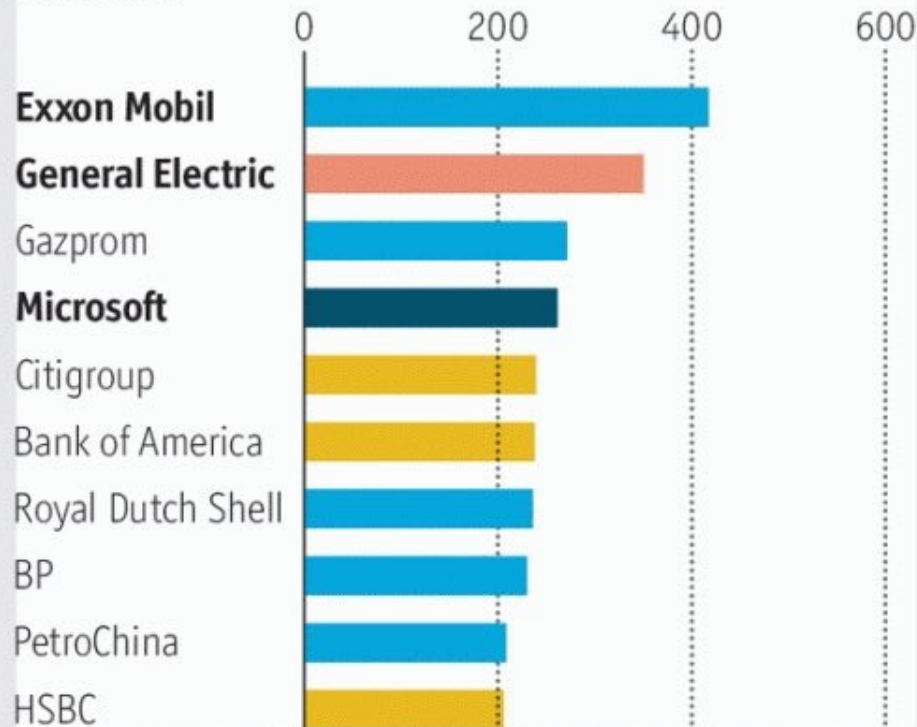


A virtually new world

World, largest listed companies by market capitalisation, \$bn

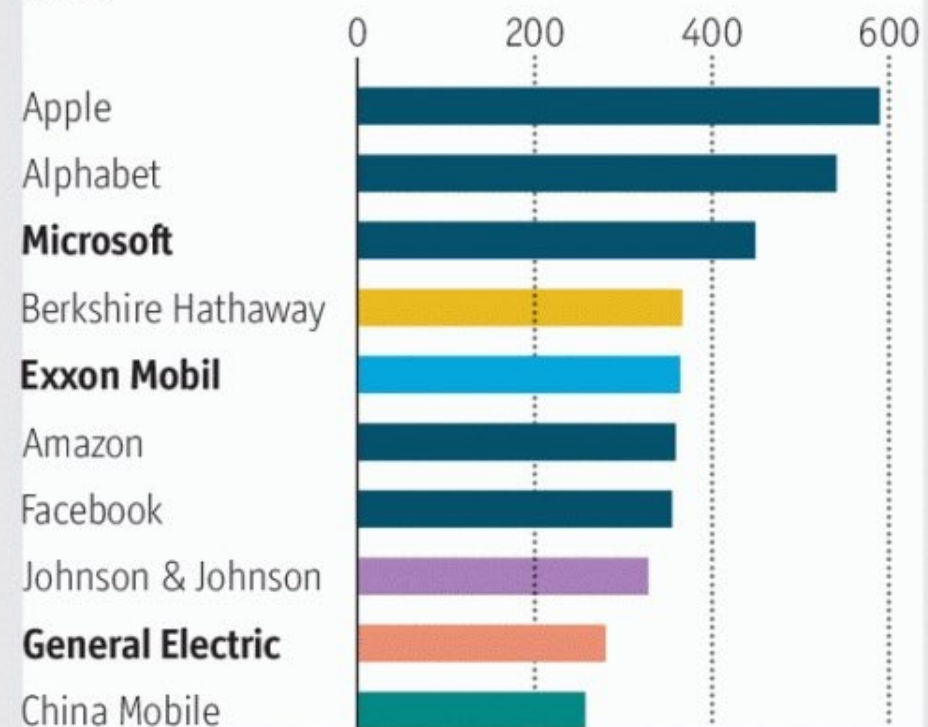
Sector: ■ Energy ■ Financials ■ Health care ■ Industrials ■ IT ■ Telecoms

End 2006



Source: Bloomberg

2016*



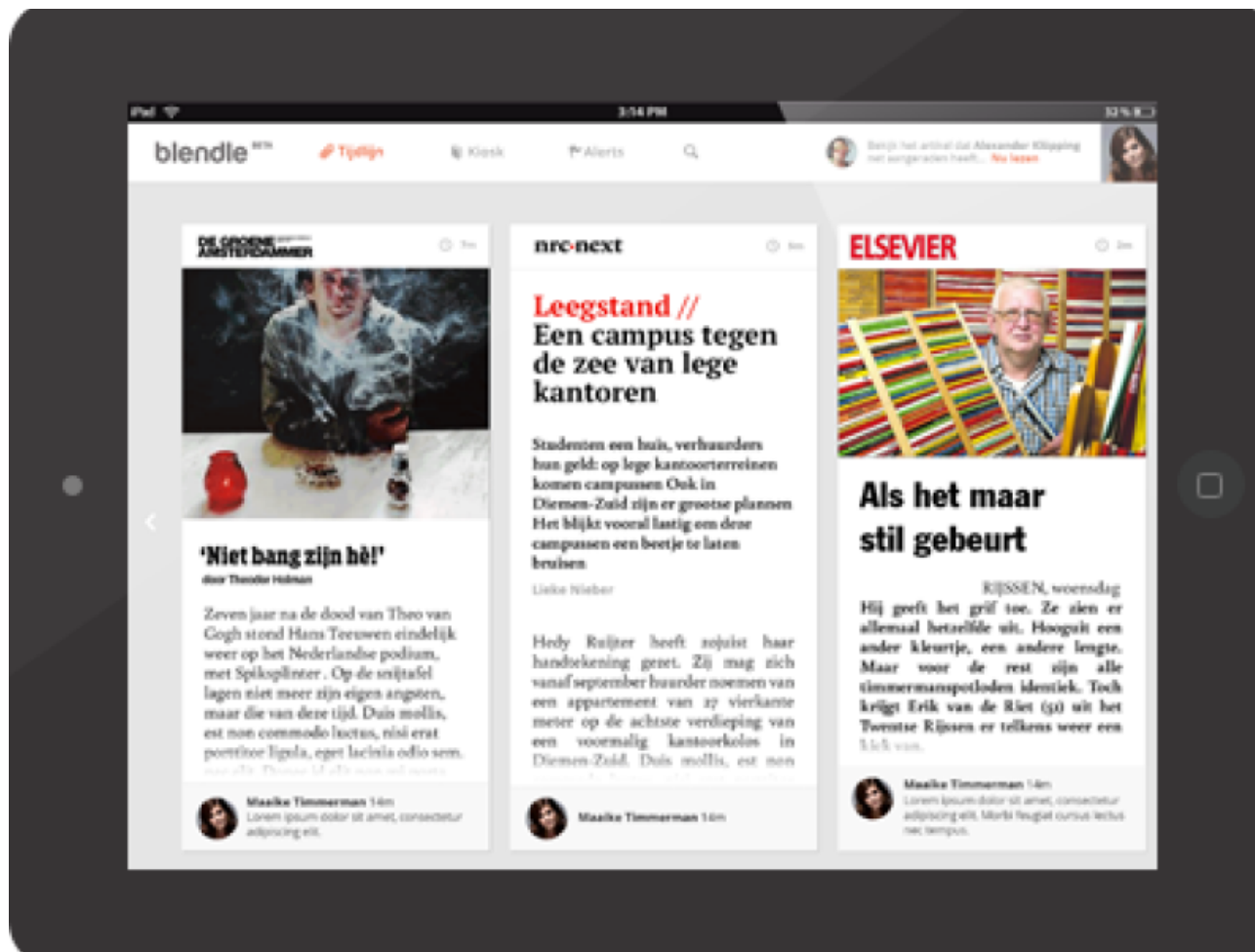
*At August 24th 2016

Economist.com

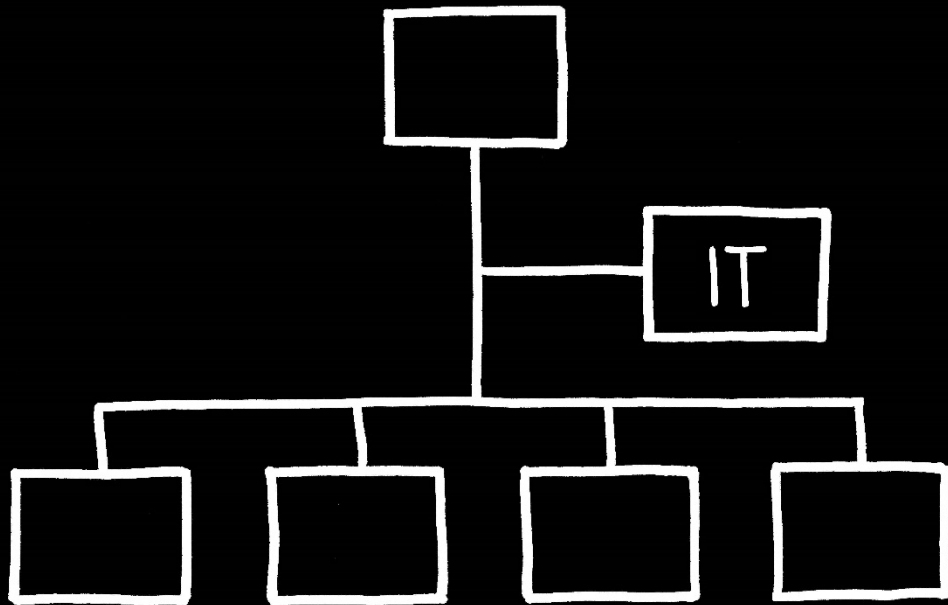


GERPERSONALISEERD

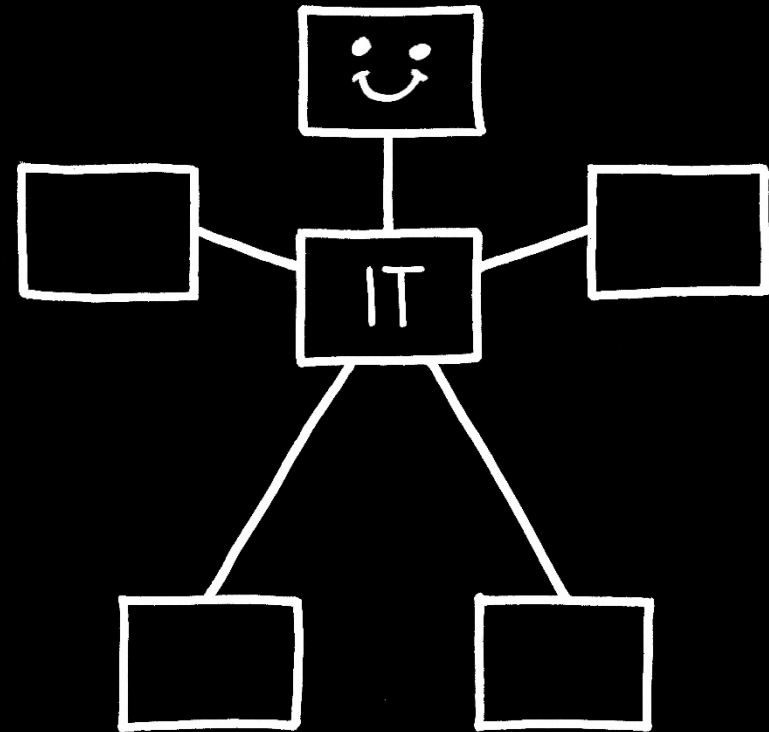




Onpersoonlijk



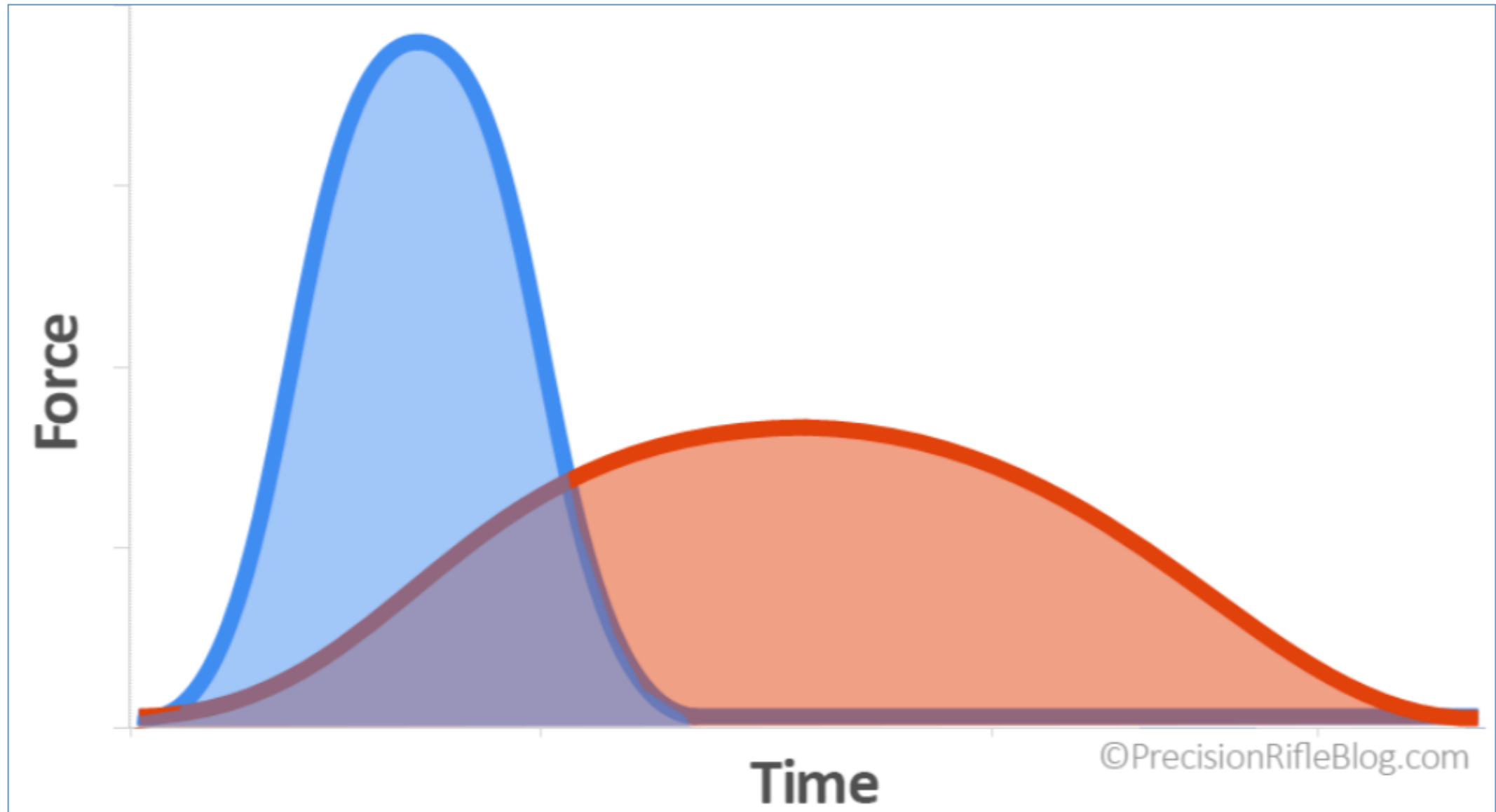
Persoonlijk



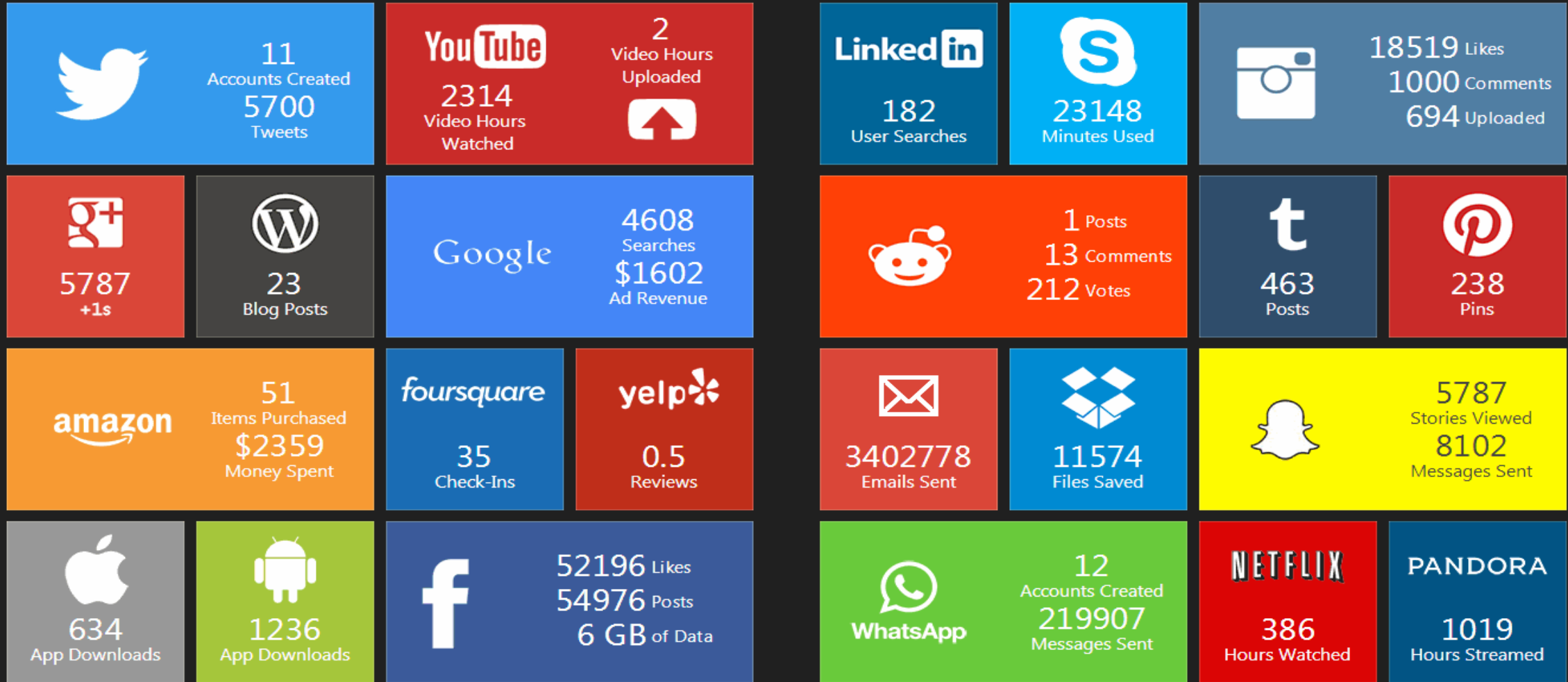


REALTIME; WE ZIJN IN HET NU!

Van impuls naar actie



Marketing is speeding up



Source: pennystocks.la/internet-in-real-time



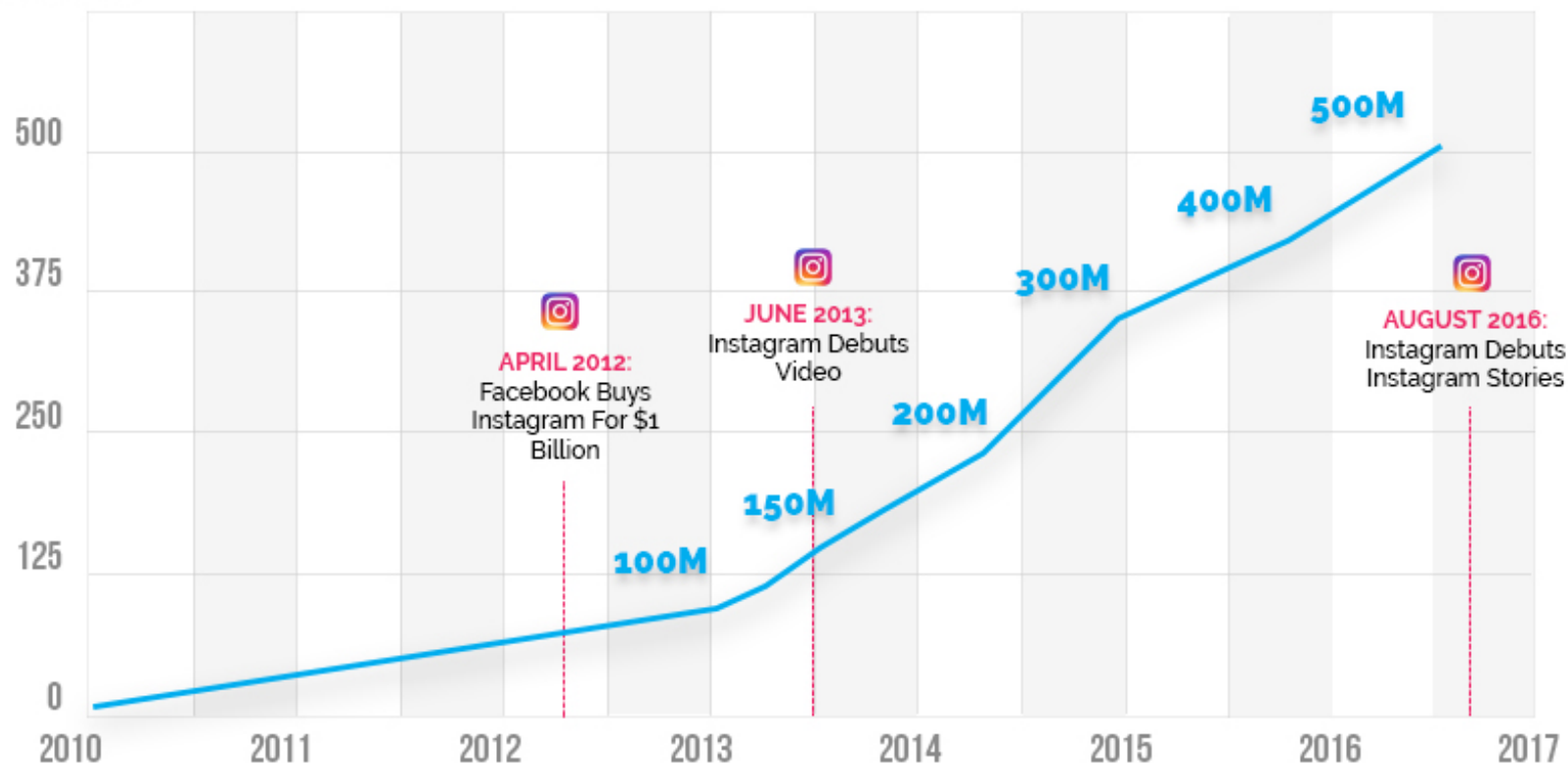
By the way, in the 1 seconds you've been on this page, approximately 22574 GB of data was transferred over the internet.

VISUEEL & VIRTUEEL



INSTAGRAM'S MONTHLY USER GROWTH

(IN MILLIONS)



Source(s): Statista, Business Insider

mediakix

OVERAL GECONNECTEERD





CONTENT EVERYWHERE



CONTENT MARKETING

INFLUENCE MARKETING

CUSTOMER EXPERIENCE

SOCIAL MARKETING

DATA MARKETING

COGNITIVE MARKETING

ONLINE MARKETING

SOCIALE NETWERKEN

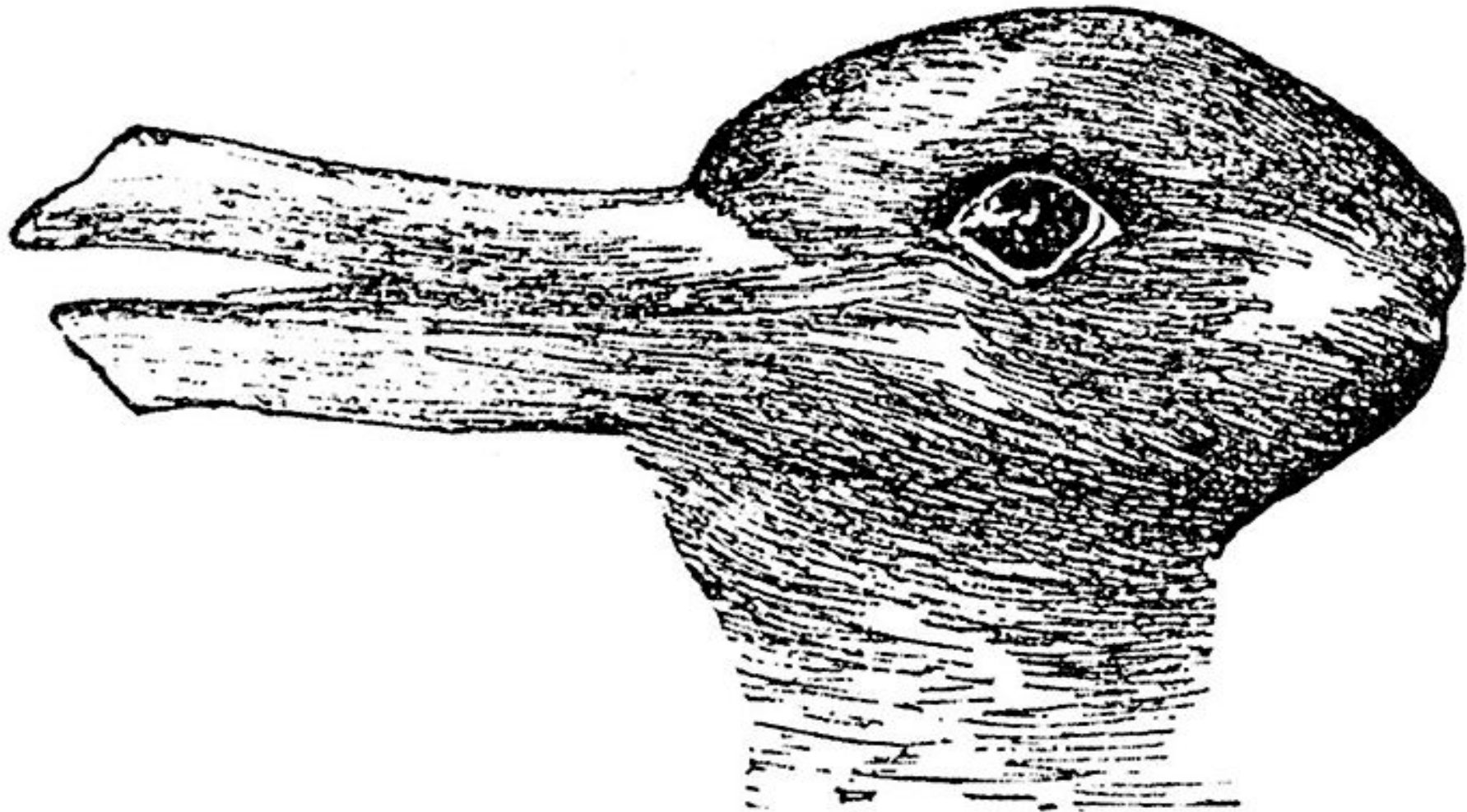
BINDEN & BOEIEN

1

KIES HET GEBRUIKERSPERSPECTIEF

One size does
not fit all





Customer experience



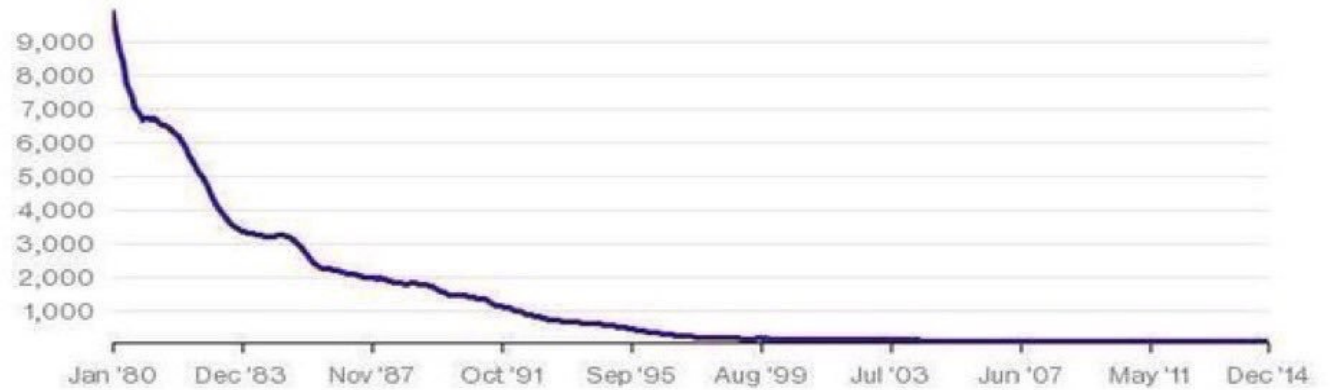
2

RICHT JE DIGITALE RELATIES IN ALS
NOOIT TEVOREN

The Price of Software

Computer software is now 0.7% of its price in 1980

Computer software price index



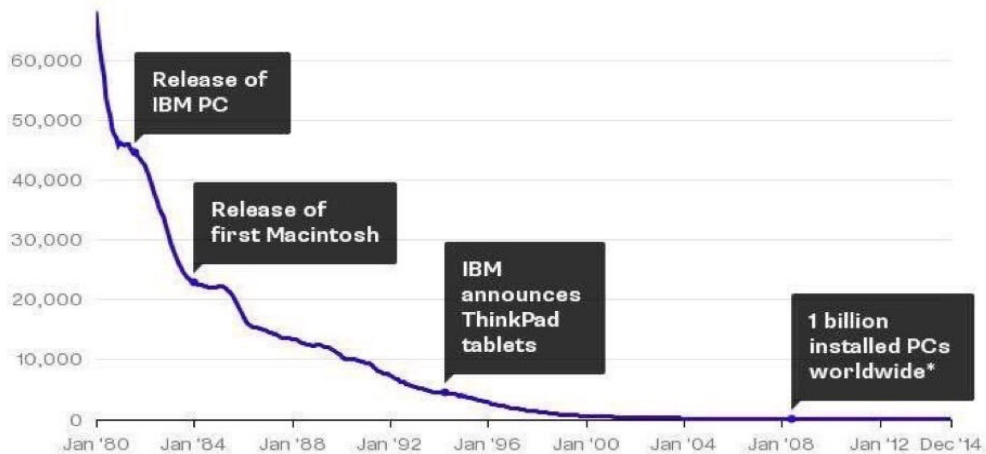
Source: U.S. Bureau of Economic Analysis

Bloomberg

The Price of PCs

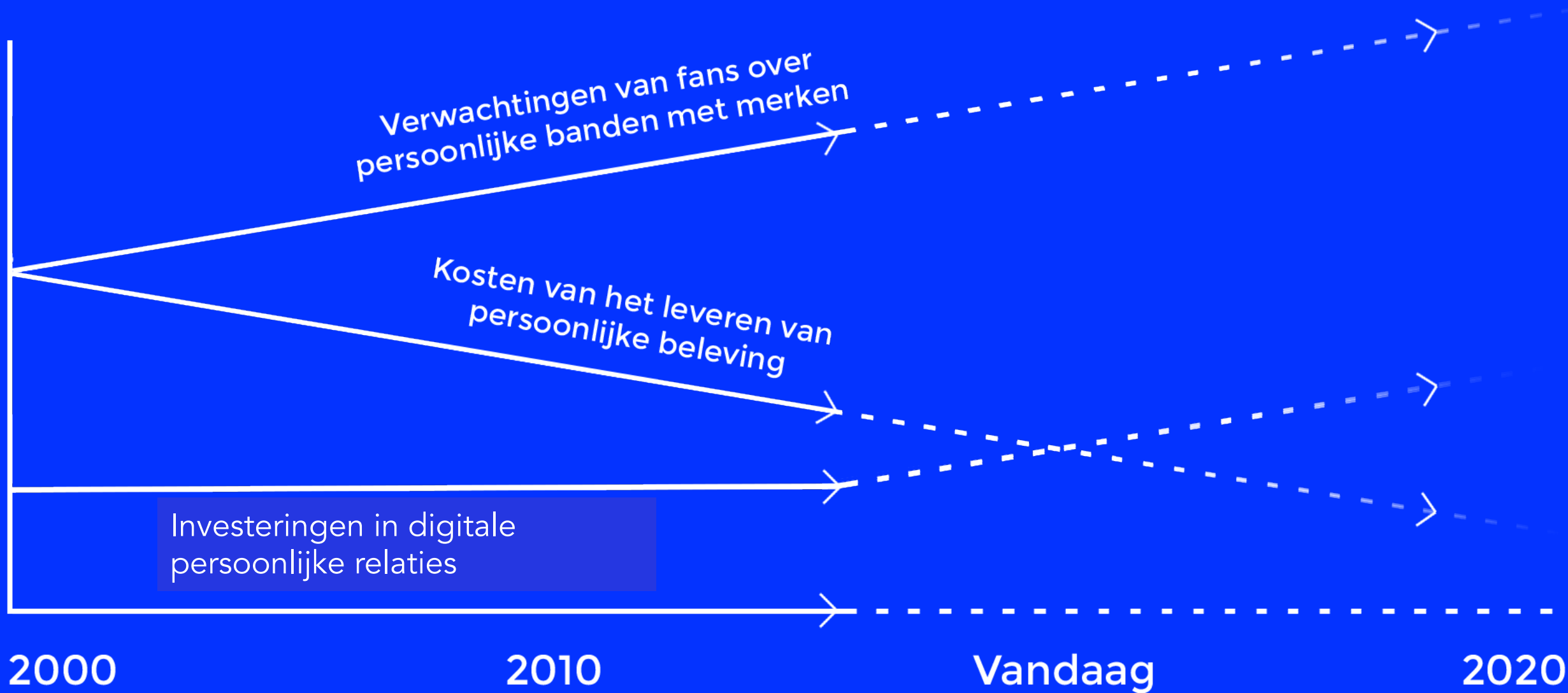
Personal computers are now 99.9% cheaper today than in 1980

Personal computers & peripheral equipment price index



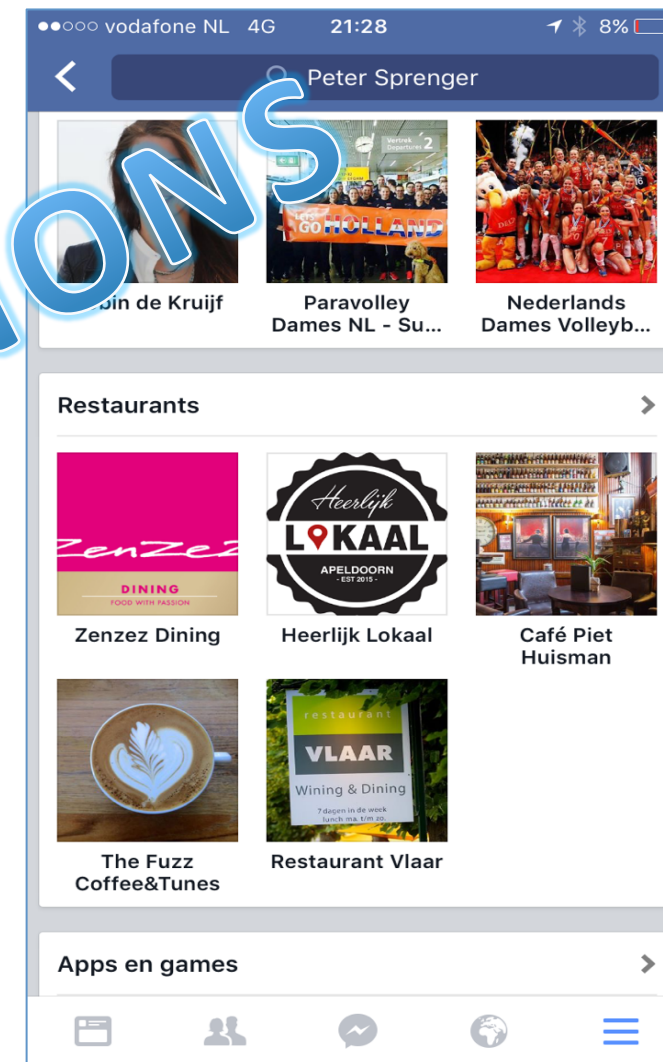
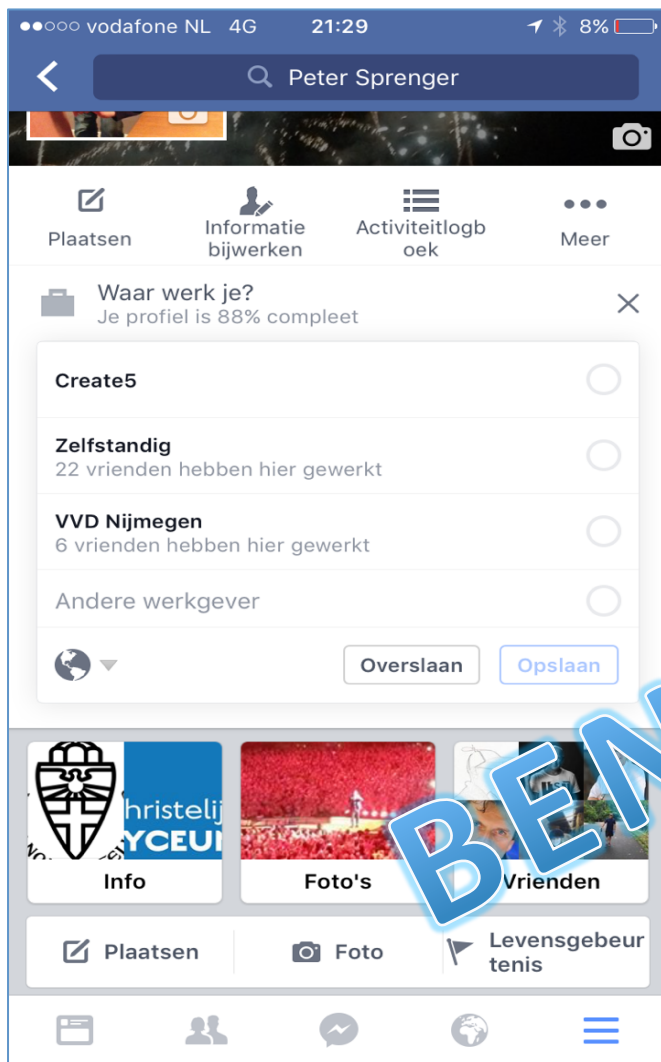
Source: U.S. Bureau of Economic Analysis, *Gartner

Bloomberg



Community = wederkerigheid





3

ACTEER OP RELEVANTIE EN DIFFERENTIEER

$$N = 1$$

Relevant zijn voor de kleinst mogelijke entiteit

Vind kortingen
leuk

Eet graag
pizza

Speelt twee
games op mobiel

Is intensief gebruiker van iPad

Volgt via
Instagram
Daphne
Schippers en een
aantal
DJ's

Geeft veel om
uitgaan

Is een trendsetter in
haar vriendenkring

Zoekt leuke lokale
evenementen

Volgt blogs van
topsporters

Deelt foto's van
haar sport op
Facebook en vraagt
wat haar vrienden
ervan vinden



NU: 20% extra korting op Perrysport.nl en Aktiesport.nl

Wordt de onderstaande e-mail niet correct weergegeven? Klik dan [hier](#) voor de online



NATIONALE
SPORT EN
OUTDOOR
PAS

Volg ons:



Beste -, profiteer tot vrijdagochtend 09.00 uur van 20% extra korting op de gehele collectie op Perrysport.nl en Aktiesport.nl!

De Nationale Sport en Outdoor pas daagt je uit te bewegen!

20% EXTRA
KORTING OP ALLES

10%
EXTRA

20% EXTRA
KORTING OP ALLES

10%
EXTRA

[Bekijk online versie](#)

[Afmelden nieuwsbrief*](#)



DAMES

HEREN

KINDEREN

Fashion Memo

Kleding

Schoenen

Sport

Accessoires

Premium

Merken

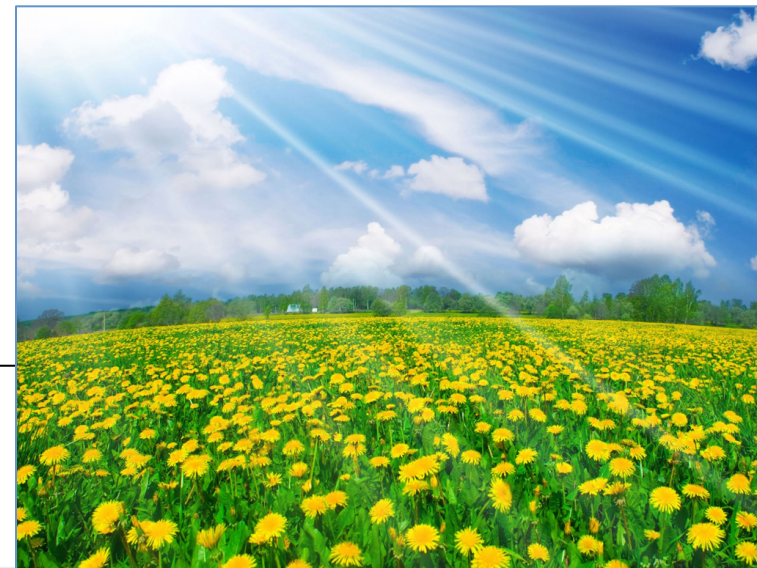
Sale %

WIJ ZIJN KLAAR VOOR DE LENTE JIJ OOK?

Beste Marloes,

De nieuwe collectie is gearriveerd bij Zalando! We hebben nu de allermooiste items om je lente-outfits mee samen te stellen. We hebben alvast een aantal hippe items voor je geselecteerd, zodat ook jij helemaal in de lentesfeer komt. Update nu je garderobe en laat het zonnetje maar komen.

PROFITEER NU >



4

DE PASSIE VAN DE MAKER MAAKT HET
VERSCHIL





TWEETS
860

FOLLOWING
8

FOLLOWERS
9.45M

Pope Francis ✓

@Pontifex

Welcome to the official Twitter page of
His Holiness Pope Francis

📍 Vatican City

🔗 [news.va](#)

📅 Joined February 2012

✉ Tweet to Pope Francis

👤 28 Followers you know



Tweets

Tweets & replies

Media



Pope Francis @Pontifex · 9h

Dear elderly friends, God does not abandon you; he is with you! With his help you are and you continue to be the memory for your people.



4.7K



14K



Pope Francis @Pontifex · Jun 14

The future of society requires the fruitful encounter between young and old.



4.7K



12K



Pope Francis @Pontifex · Jun 13

I invite all of the institutions of the world to give a voice to all of those who suffer silently from hunger. [#ZeroHunger](#)



4.7K



12K



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Privacy C

Yard
INTERNET

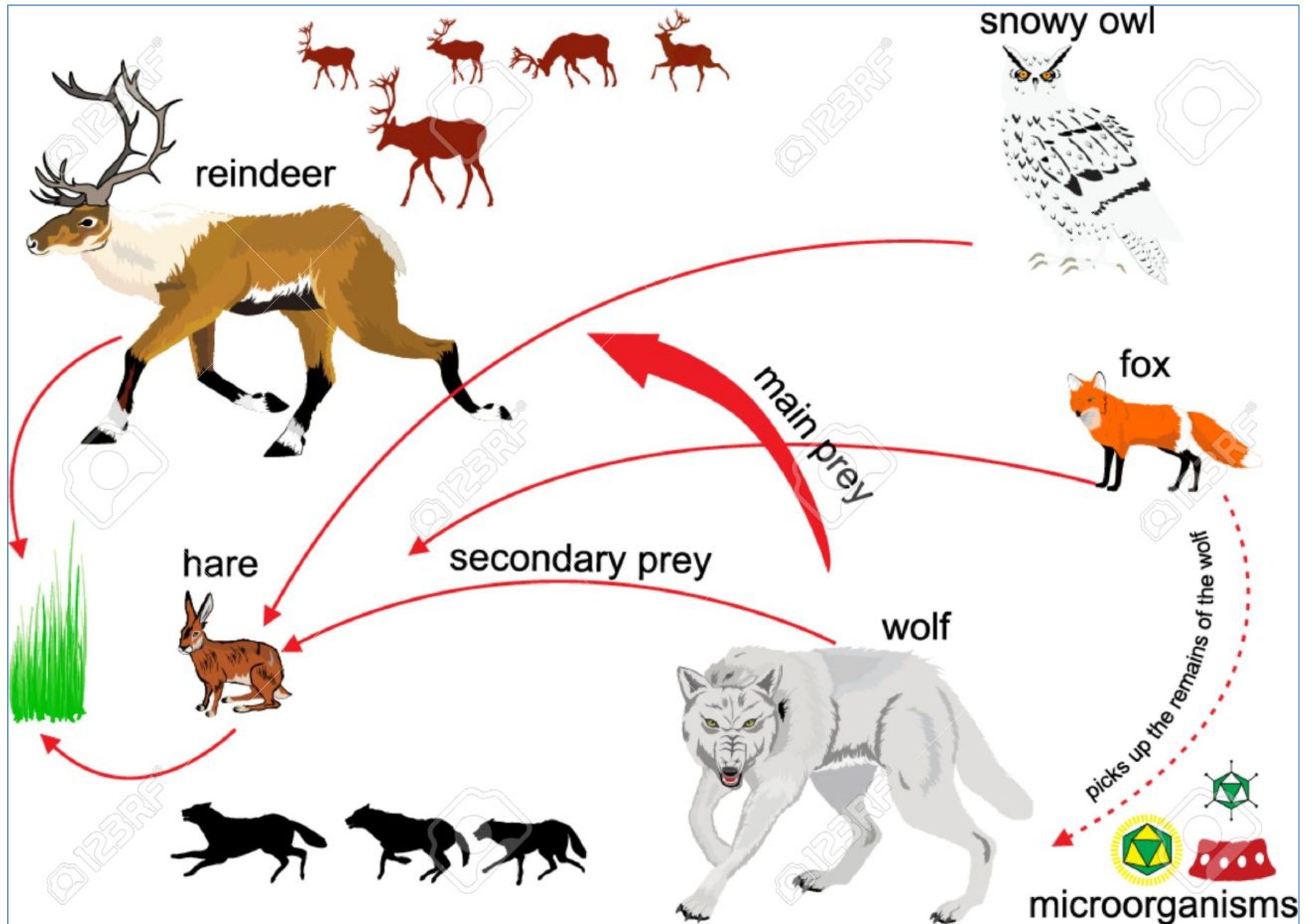


5

MAAK VAN OUTPUT ... INPUT



Output (content)
=
Input (data)







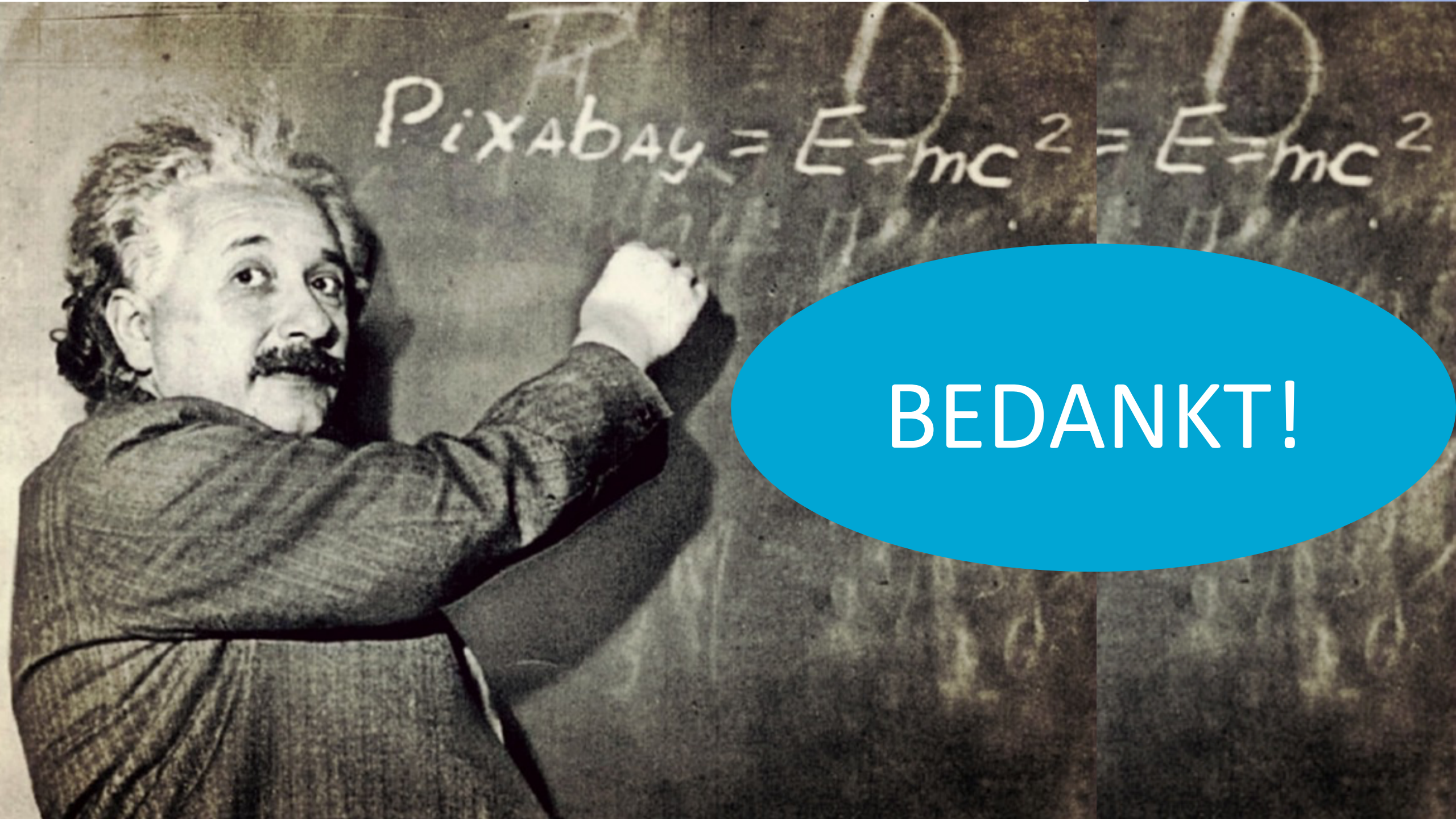


$$P_{ixabay} = E = mc^2$$

Er liggen heel
veel nieuwe
kansen om
relaties te
versterken

Kijk met
andere
ogen naar
vandaag

De kracht
van
eenduidige
communities
is enorm



BEDANKT!