



**Abbott**

ABBOTT DIGITAL MARKETING

# Digital Excellence Playbook



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# Welcome

IN THE LAST FEW YEARS, EFFECTIVE ONLINE BRAND MARKETING/COMMUNICATION AND CUSTOMER ENGAGEMENT HAS CHANGED SIGNIFICANTLY—WHICH MEANS WE, AS DIGITAL MARKETERS, NEED TO EVOLVE AS WELL.

Instead of solely creating destinations and pulling users to them, successful brands work to understand consumers' journeys – to better engage with the target audience, ultimately creating a footprint across multiple touch-points, where consumers are.

Meanwhile, the environment is changing, with mobile the more likely method of access, together with social media platforms being utilized most frequently – leading to shorter and more frequent touch-points; thus offering brands multiple interaction points with their audience at anytime, anywhere.

This constant connectivity fosters the expectation of immediacy. Digital marketers are challenged to capture the attention of an audience that is on the move, easily distracted, and demands nearly instant gratification.

While this cultural shift can prove difficult as technology evolves at exponential speed and consumer expectations continue to grow, it is more important than ever for brands to develop engaging, resonating messaging in unique and sticky ways to reach their target audience and potential customers.

# Getting Started

## THE PURPOSE OF THIS PLAYBOOK

The Abbott Digital Excellence Playbook has been designed to guide and inspire those working in the digital space to deliver an optimal customer experience. The **“plays”** in this book will enhance the creative processes you already have in place. As with anything related to technology, these guidelines will evolve over time.

## WHAT WE’LL COVER

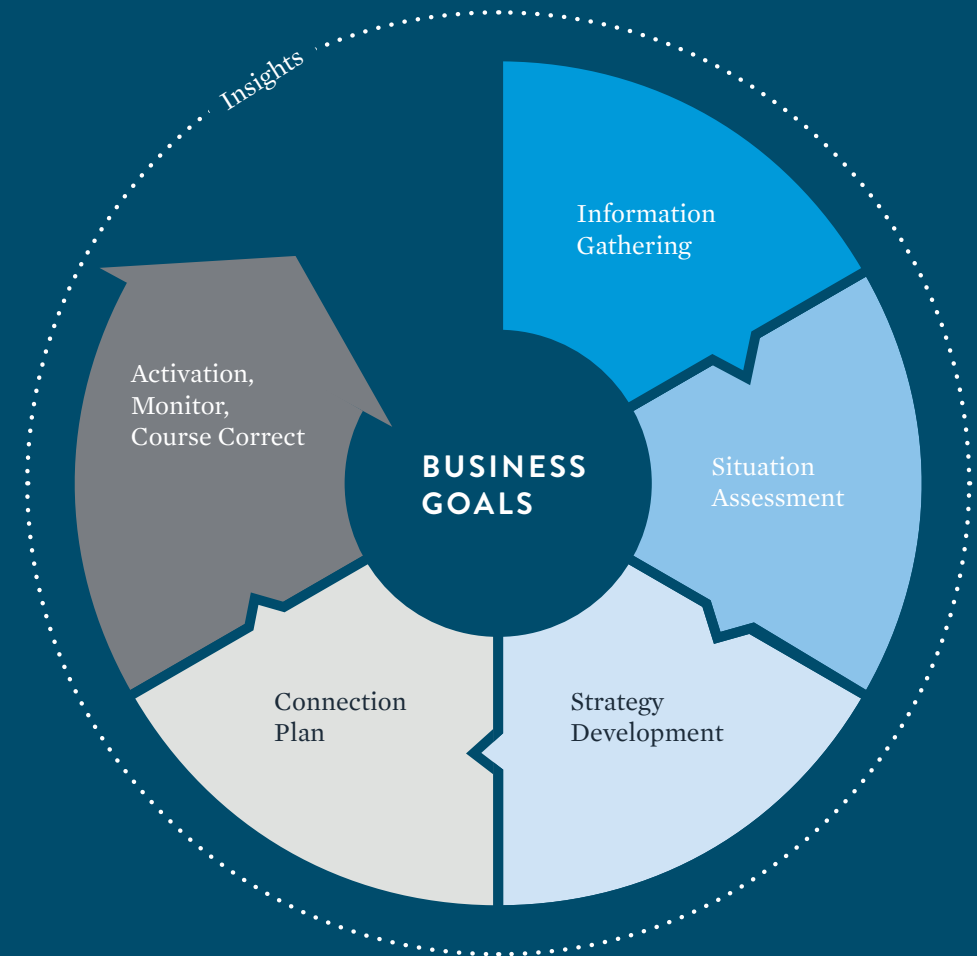
By this point in your marketing journey, you should have completed the first three phases of the Marketing Planning Process. This playbook focuses on the core components of building the final two stages — and specifically as they relate to the digital world.

We’ll cover the following steps in the digital campaign process, along with valuable case studies, examples and resources to help you achieve your marketing goals. For proficiency, we recommend your team consider scheduling a workshop to practice the skills taught in the playbook.

The following chapters lay out a framework to build great digital campaigns. These steps were crafted thoughtfully with the expertise of digital thought leaders from the industry.

1. Strategy
2. Plan and Build
3. Activate
4. Amplify the Experience Using Emerging Technologies
5. Workshop Details

## ABBOTT MARKETING PLANNING PROCESS



FOR A COPY OF THE ABBOTT MARKETING PLANNING PROCESS, CONTACT GLOBAL MARKETING AND EXTERNAL AFFAIRS, CORPORATE MARKETING.

AVAILABLE BY CONTACTING: [simon.goldberg@abbott.com](mailto:simon.goldberg@abbott.com)



## INTRODUCTION

# Case Study 1: KIND #kindawesome

## CHALLENGE

KIND is a small snack bar company within a category of giants. To compete with over 2,000 existing products on the shelves, KIND needed to increase awareness and trial in a way that will impact sales, while staying true to their small-brand feel and social mission to celebrate kindness.

## IDEA

KIND recognized that while they had low awareness in the market, 80% of customers who sampled their product returned again to purchase it.

So the brand created #kindawesome: a program that rewards kindness with KIND bars. Participants were invited to spot a kind act, then visit [www.howkindofyou.com](http://www.howkindofyou.com) to send the kind-doer a free KIND bar.

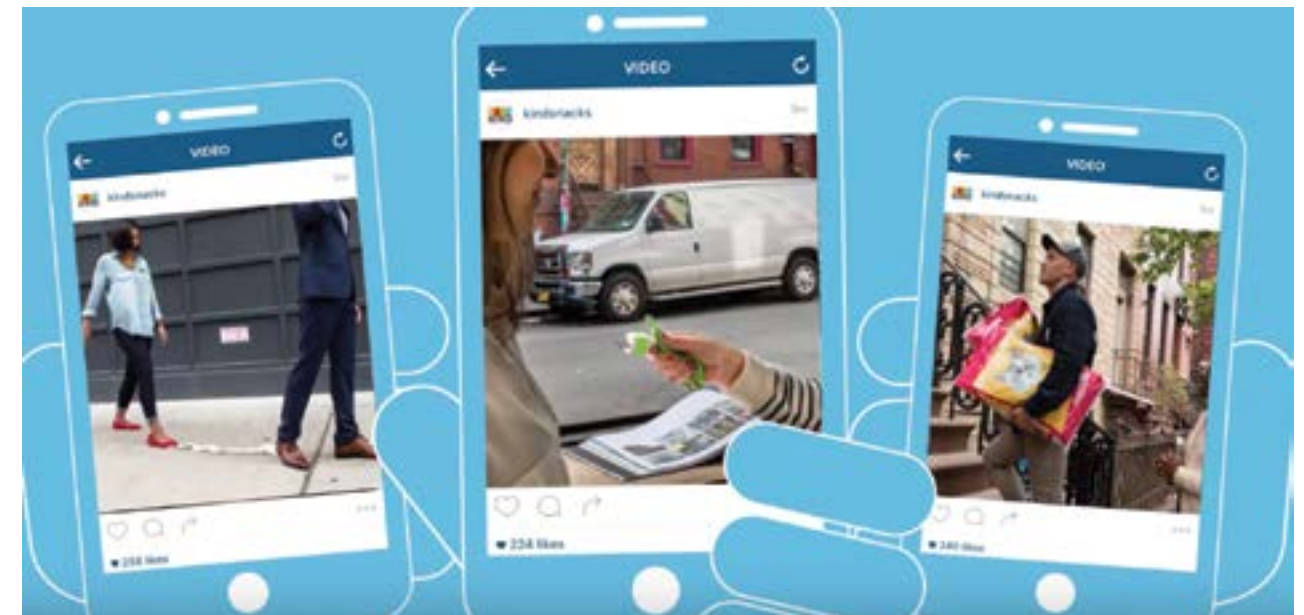
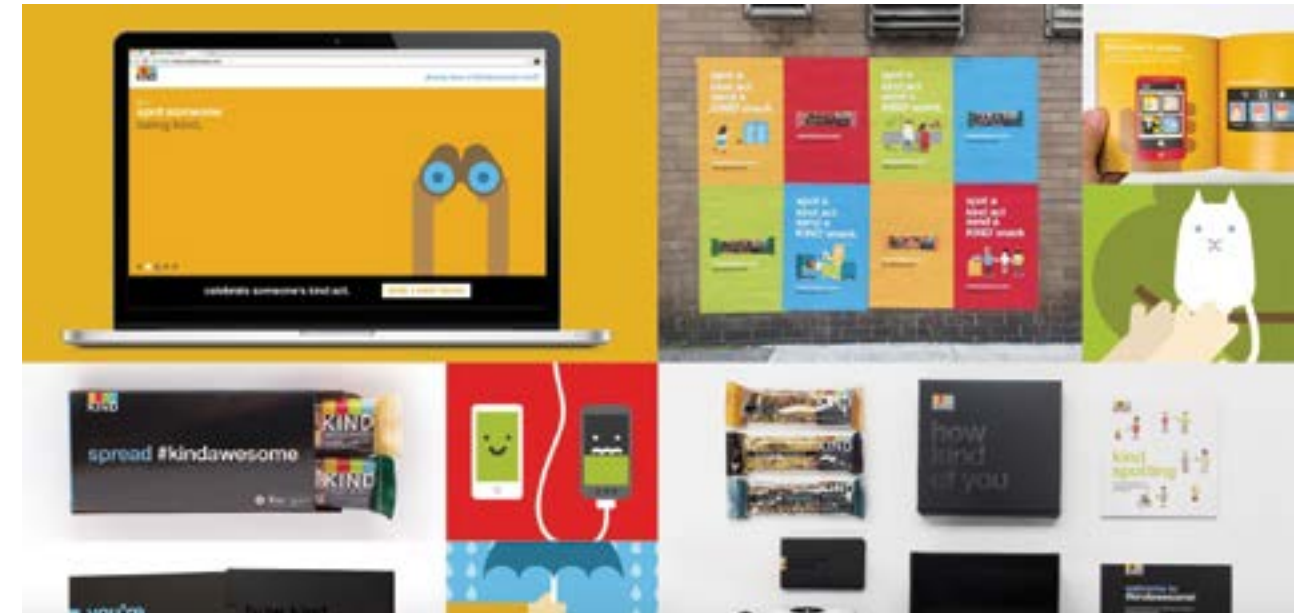
Upon launch, the brand needed to create a swell of buzz and kick off a viral campaign of “kind spotting” to put as many KIND bars in people’s hands as possible — with a strategy of building awareness and sampling, leading to increased sales.



WATCH THE CASE STUDY:  
<https://vimeo.com/153544699>



VISIT THE CAMPAIGN SITE:  
<https://www.howkindofyou.com/>



# Case Study 1: KIND #kindawesome

## EXECUTION

Based on the strategy of building awareness and sampling to increase sales, KIND developed four tactics that made the campaign go viral:

1. **CONTENT:** Posted engaging branded content through popular social media channels drawing awareness on platforms where their customers are active.
2. **SOCIAL:** Asked participants to share stories based on kind deeds they spotted. This both helped spread user generated content about the brand to new prospects, creating a “grassroots” effect that branded content simply couldn’t achieve, and provisioned for a large sampling program “Kind Spotters” between connections on social media.
3. **INFLUENCERS:** Additionally sent hundreds of “Kind Spotter” kits to celebrities and influencers, sponsoring them to share and connect with hundreds of thousands of fans.
4. **CRM:** Built a CRM strategy behind the scenes to gain data on key customers and see how to turn them into loyal brand advocates.



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## INTRODUCTION

# Case Study 1: KIND #kindawesome

## KEY RESULTS

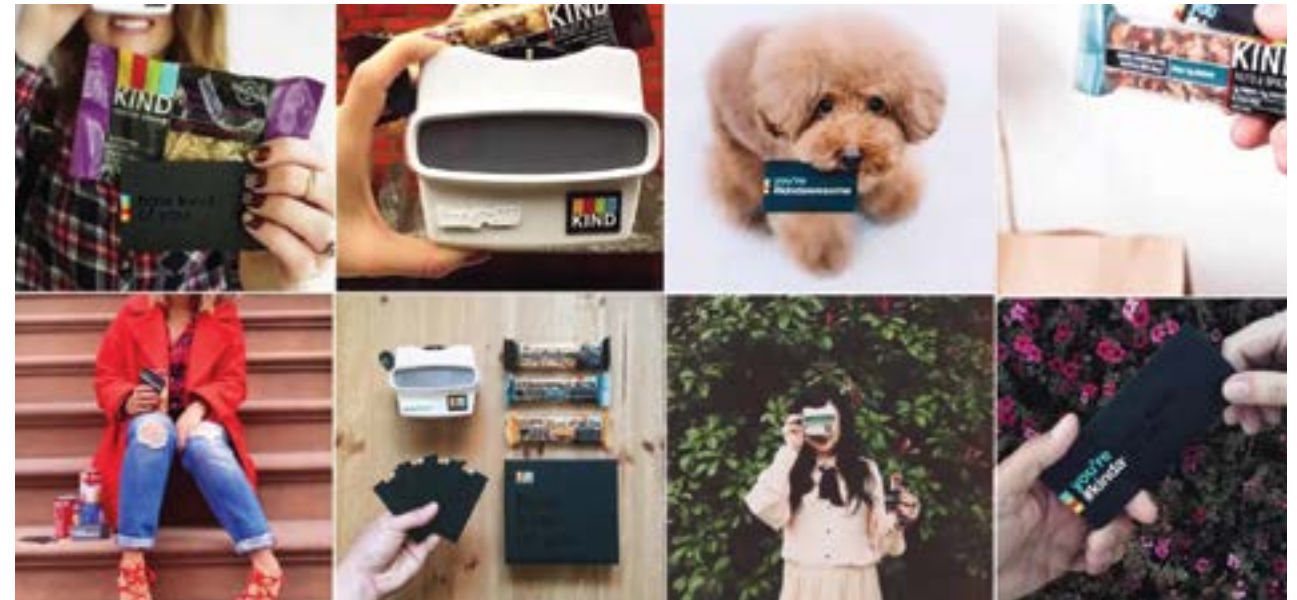
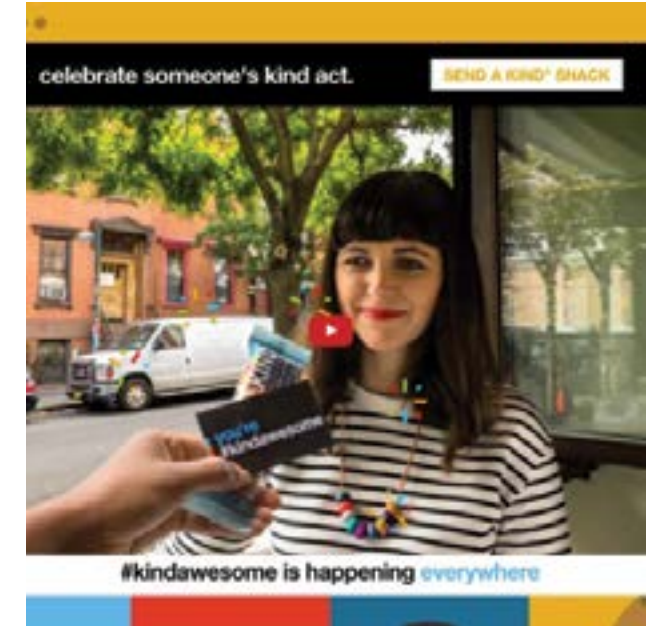
- 20,000 bars shared in the first week
- #kindawesome became a trending topic on Twitter
- 238 million total impressions over the life of the campaign
- More social engagement in one day than the preceding 11 months combined



WATCH THE CASE STUDY:  
<https://vimeo.com/153544699>



VISIT THE CAMPAIGN SITE:  
<https://www.howkindofyou.com/>



# Case Study 2: American Express OPEN Forum

## CHALLENGE

In the \$1 trillion credit card industry, any advantage on the competition can result in massive rewards. In this high stakes game to build loyalty and preference among business customers, American Express worked to drive loyalty for its key audience: small businesses.

When small businesses grow, AMEX grows. Unlike general consumers, who frequently jump between cards for rewards or points, small business owners look for a long-term partner to help them grow their businesses.

## IDEA

If you understand the needs of your customers and serve them well, you'll gain their trust and loyalty. AMEX knows that for small business owners, nothing is more valuable than information, especially answers to their questions from their peers and industry experts.

So AMEX created OPEN Forum, an online community designed to help small business owners grow their businesses by providing both insights and resources online. The program provides strong content marketing materials to consumers.



▶ WATCH THE INSPIRATIONAL VIDEO:  
<http://bit.ly/2k0DCW0>

📄 VISIT THE FORUM:  
<http://amex.co/1gAwy8e>



## INTRODUCTION

# Case Study 2: American Express OPEN Forum

## EXECUTION

Using key business insights from a variety of sources (including user generated content, forum topics, existing customer testimonials, paid content from media partners such as MSNBC, and AMEX's own editorial team), AMEX developed a strategy to deliver relevant personalized, trustworthy and shareable content.

AMEX integrated a number of social networks, including LinkedIn, to facilitate ongoing conversations among small business owners. By giving customers useful content and a sense of community, AMEX grew their community, earning customer trust and loyalty.



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VISIT THE FORUM:  
<http://amex.co/1gAwy8e>

# Case Study 2: American Express OPEN Forum

## KEY RESULTS

- Year after year, AMEX OPEN Forum continues to succeed and is known for being the brand's #1 source of leads for new small business card members
- AMEX gained a loyal, long-term community, which is still growing today
- AMEX has amassed 650,000 small business social followers — that's more than MasterCard, Visa, Discover and Capital One combined
- Customer relationships lived on and spread through peer forums, social sharing, Twitter chats, live streaming, offline campaigns and even in-person events to help small business customers be more successful
- Today the OPEN Forum LinkedIn platform attracts more than 2 million users — a full 10% of the market



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<http://amex.co/1gAwy8e>







# Strategy

**THE SECRET TO A SUCCESSFUL MARKETING EFFORT IS NOT IN THE KINDS OF MEDIA USED OR THE SIZE OF THE BUDGET.**

An effective campaign starts with a thoughtfully developed strategy and detailed plan. In your role as a digital marketer, developing a solid strategy will help eliminate costly mistakes down the road.

By this point in the Marketing Planning Process, you should have accomplished the following steps:

- Gathered information, including initial customer insights
- Assessed the situation
- Developed a marketing development strategy

In this chapter, we'll refresh your memory of the importance of putting these valuable insights to work, as well as adding a keen digital focus when preparing to execute your digital marketing campaign.

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## FOUR TOPICS WE'LL COVER:

1. CUSTOMER INSIGHTS
2. CUSTOMER SEGMENTATION
3. CUSTOMER PERSONAS AND JOURNEYS
4. CREATING A CONNECTION PLAN



# 1 | Customer Insights

## WHAT IS IT?

**CUSTOMER INSIGHTS** REFER TO KNOWLEDGE GAINED THROUGH COLLECTING AND ANALYZING BEHAVIORAL DATA ABOUT YOUR CUSTOMER/TARGET AUDIENCE. THIS DATA REVEALS NON-OBVIOUS “TRUTHS” OR INSIGHTS ABOUT YOUR CUSTOMERS.

**CUSTOMER INSIGHTS** SHOULD NOT BE GENERALIZATIONS, BUT INSTEAD PROPRIETARY AND ACTIONABLE INFORMATION – BACKED UP BY RESEARCH – THAT WILL HELP YOU CONNECT WITH CUSTOMERS.

## WHY IS IT IMPORTANT?

Customer insights help you:

- Establish a deeper understanding of your customers
- Validate or question prior positioning and campaign focus
- Help determine the best channels to use to reach your customers
- Gain new customers and retain existing customers

## KEY QUESTIONS TO ADDRESS

1. What are the unmet needs of your target audience that you can uniquely fill?
2. What topics are your potential customers most interested in, both on- and off-line?
3. What is the customer journey online prior to and after engaging with your content?

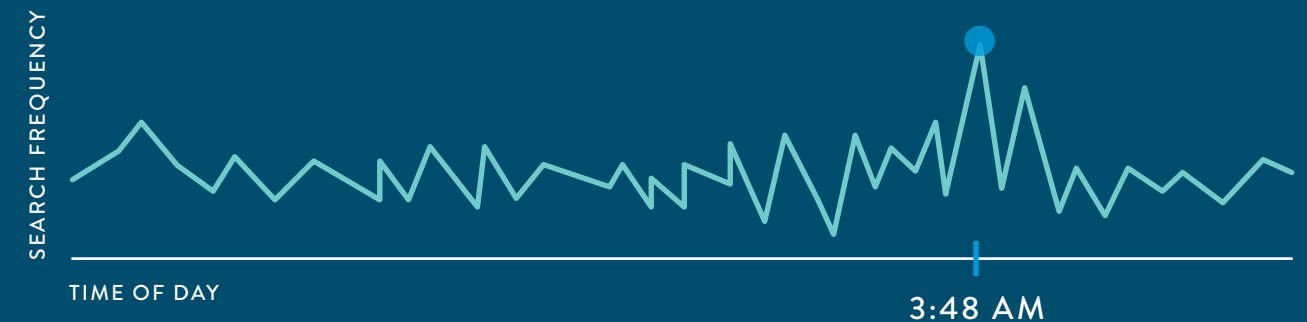
## EXAMPLE: INSIGHTS FOR A “NUTRITIONAL MOM”

### BAD EXAMPLE OF A CUSTOMER INSIGHT (NON-ACTIONABLE):

“A mother of a newborn cares deeply about her child.”

### GOOD EXAMPLE OF A CUSTOMER INSIGHT (ACTIONABLE):

“Mothers of newborns are most active on social media during the hours of 3-5 a.m., when they are awake feeding their child.”



## 2 | Customer Segmentation

### WHAT IS IT?

**CUSTOMER SEGMENTATION** IS THE PROCESS OF DIVIDING YOUR TARGET AUDIENCE BY COMMON DEMOGRAPHICS, BEHAVIORS, ATTITUDES, AND NEEDS. THIS ENABLES YOU TO MAKE STRATEGIC DECISIONS ABOUT WHICH AUDIENCES TO TARGET, WHEN AND WHERE.

### WHY IS IT IMPORTANT?

- Helps create focus with key target audience segments
- Helps identify your most valuable potential customers and develop relevant solutions for them
- Serves as a valuable tool to help refine and optimize your customer journey maps, user experience, and activation plan

### KEY QUESTIONS TO ADDRESS

1. What do your key customers do online?
2. What channels would be best to invest in to target the key segments?

FOR DETAILED STEPS ON HOW TO SEGMENT CUSTOMERS, FOLLOW YOUR MARKETING STRATEGY AND TARGET SEGMENTATION PROCESS IN THE ABBOTT MARKETING PLANNING PROCESS WORKBOOK.

AVAILABLE BY CONTACTING: [simon.goldberg@abbott.com](mailto:simon.goldberg@abbott.com)

### EXAMPLE: AMERICAN EXPRESS OPEN FORUM

AMEX followed a similar set of questions to identify an untapped customer need among small business owners. The brand determined that this unique segment was being grouped in with larger business segments, despite the fact they had much different needs and behaviors. By targeting and segmenting this small business audience, AMEX was able to open opportunities for a severely under-served part of the market.



# 3 | Customer Personas and Journeys

## WHAT IS IT?

A **PERSONA** IS A GENERALIZED REPRESENTATION OF AN IDEAL CUSTOMER SEGMENT(S) THAT HELPS MARKETERS INTERNALIZE THE IDEAL CUSTOMER AND BETTER RELATE TO THEM. THEY ARE TYPICALLY SHORT NARRATIVES WRITTEN FROM THE CUSTOMER’S POINT OF VIEW ABOUT A WANT OR NEED.

A **JOURNEY** IS USUALLY SHOWN AS A MAP OF A VERY SIMPLE IDEA: A DIAGRAM THAT ILLUSTRATES THE STEPS YOUR CUSTOMERS (FROM A PARTICULAR SEGMENT) GO THROUGH TO ENGAGE WITH YOUR BRAND ONLINE.

## WHY IS IT IMPORTANT?

- Shows how your customers interact across multiple touch-points to solve their needs — from awareness to engagement and purchase
- Helps identify gaps between desired and current performance
- Helps develop a seamless customer experience that ensures each touch-point contributes to the overall customer journey

## KEY QUESTIONS TO ADDRESS

1. Who is the customer? (Demographics)
2. What are his/her wants and needs? (Psychographics)
3. What are his/her day-to-day activities? (Behaviors)

## EXAMPLE: CUSTOMER PERSONA



**SONJA WILLIAMS**  
Healthcare professional

“AS A HEALTHCARE PROFESSIONAL, I WANT TO STAY UP TO DATE ON TREATMENTS AND INFORMATION THAT HELP ME KEEP MY PATIENTS HEALTHY AND HAPPY.”

AMERICAN  
FEMALE

MARRIED

BOARD CERTIFIED

GENERAL  
PRACTITIONER, MD

\$180,000 INCOME

MEDIUM-GOOD TECH  
EXPERIENCE

SOME DOMAIN  
EXPERIENCE

### WHAT SHE WANTS TO KNOW

- Accurate reliable information (product detail, articles, references) that will help her fulfill her patients’ needs
- Where to access continuing education materials
- How to buy nutritional products

### WHAT SHE WANTS TO DO

- Use a well-designed website for research that is easy to navigate
- Use a website that does not require much time to understand
- Review and compare product details
- Download and share information with colleagues and patients

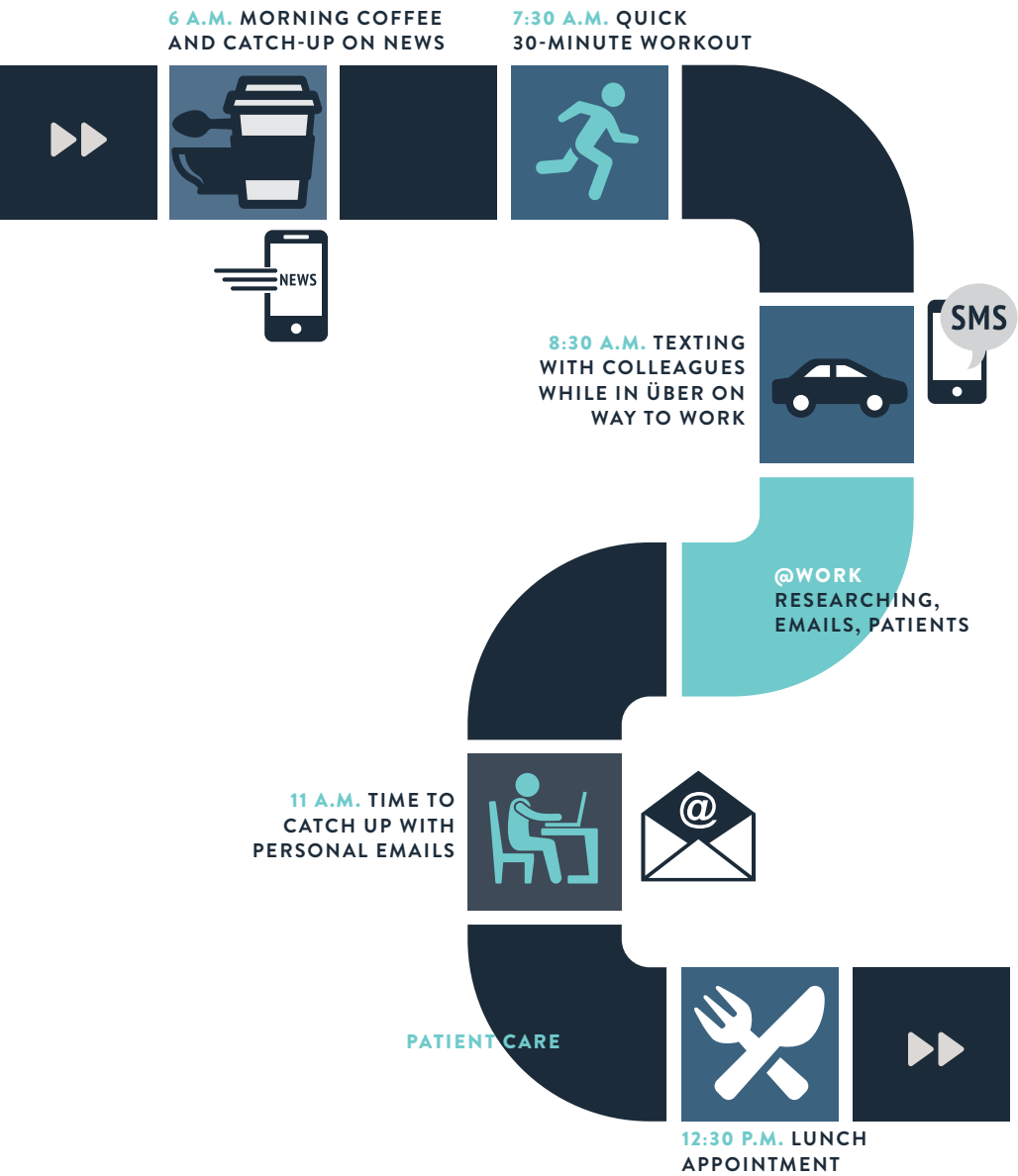




STRATEGY



SONJA WILLIAMS  
Healthcare professional



EXAMPLE:  
CUSTOMER JOURNEY

A “CUSTOMER JOURNEY” CONSIDERS ALL MEDIA TOUCH-POINTS A CUSTOMER MIGHT INTERACT WITH DURING THE DAY TO MEET HIS / HER NEEDS.



# 4 | Creating a Connection Plan

## WHAT IS IT?

A **CONNECTION PLAN** EXPLAINS THE TACTICS AND CHANNELS THAT SUPPORT EACH STRATEGY OF YOUR BRAND. IT COORDINATES ALL YOUR TACTICS, TOUCH-POINTS, METRICS AND ACTIVATION PLANS TO TELL A COHESIVE STORY – WHICH THEN ROLL UP TO SUPPORT YOUR MARKETING STRATEGY AND DELIVER ON YOUR OVERALL BUSINESS OBJECTIVES.

## WHY IS IT IMPORTANT?

- Helps support and deliver your marketing strategy, and define the KPIs

## KEY QUESTIONS TO ADDRESS

1. What tactics and channels will you use to reach your audience?
2. Looking at the customer journey, what action(s) should they take, and how will you persuade them to take the next step?
3. Once your customer is converted, how will you continue to engage them and build loyalty?

CONNECTION TEMPLATE				
Marketing Strategy: Increase penetration by focusing on the extremely silky point of difference				
Channel	Tactic	Touchpoint	Objective	Measurement
PR-Silk dress Of dreams program. Consumers and editors talk with designer in NYC. Creative silk. Workshop with Designer	Awareness WOM, Advocacy: Brings the campaign to life trend, leverage into print and TV. Get beauty coverage with editorials +	Best drive of brand equity, drive of digital	10MM impressions significant improvement in two brand health areas	\$1.0MM
Touchpoint		Role	Measurement	Metrics
Description of channel used		How touch-point is being leveraged	Effectiveness of TouchPoint	Key Performance Indicators for evaluation
Website		Awareness & Consideration: Allows consumers to get to know how help to control the sugar levels and overcome the challenges of diabetes.	Brand Visibility. Using "Storytelling" and making new contents per quarter to show the benefits and personality of	Visits 5% of the total target
Paid Search leading to website		Awareness: search results. presence on	Website Traffic. Create a link in the mind of consumers by relating as the solution to a certain condition	CTR: 1,00% Clicks 240k Impressions 24M
Social Ads leading to web site		Awareness: Branding	Brand Visibility. Promote posts to show benefits and how it helps you to keep your energy levels up	Clicks 80,000 Reach 1M Impressions 40M
Display leading to website		Awareness: Strong to control sugar levels. message	Strong Brand Presence. presence in the most visited specialized websites and communities	CTR 0,30% Clicks 186k Impressions 62M
Retargeting leading to web site		Consideration: Strong presence in the customer digital journey	Strong Brand Presence. visibility on most visited websites according to target behaviors	CTR 1,00% Clicks 30k Impressions 3M

EXAMPLE:  
CONNECTION PLAN  
TEMPLATE

# Plan and Build

NOW ARMED WITH YOUR CONSOLIDATED DIGITAL MARKETING STRATEGY, YOU SHOULD BE READY TO PUT THAT STRATEGY INTO PRACTICE.

The plan and build steps are where you put those insights into concrete action. Information gathered from the strategy process should guide you to develop the content strategy and experiences that connect with your customers — and build them into the channels that they most want to connect with.

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## SEVEN TOPICS WE’LL COVER:

1. UNDERSTAND THE ECOSYSTEM
2. MAP THE CUSTOMER EXPERIENCE (CX)
3. DEFINE THE OMNI-CHANNEL MIX
4. BUILD A USER EXPERIENCE (UX)
5. DEVELOP CONTENT STRATEGY
6. BUILD THE ARCHITECTURE
7. FOLLOW ABBOTT STANDARDS



# 1 | Understand the Ecosystem

## WHAT IS IT?

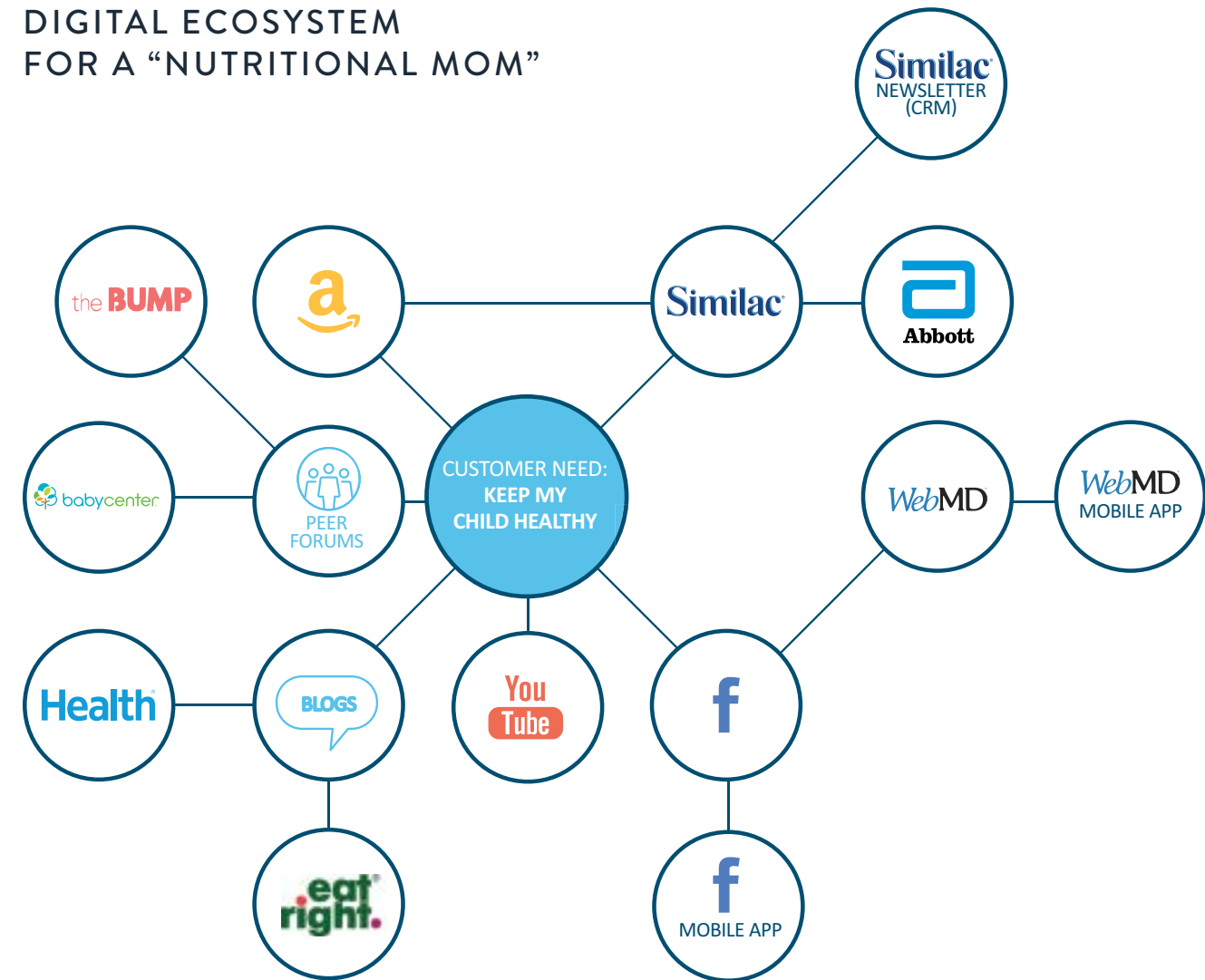
AS DIGITAL MARKETERS, WE ARE UNDERSTANDABLY FOCUSED ON OUR OWN DIGITAL PLATFORMS (WEBSITES, APPS, SOCIAL MEDIA).

BUT IT'S IMPORTANT TO REMEMBER THAT YOUR AUDIENCE ENGAGES WITH MANY DIFFERENT DIGITAL PLATFORMS – WEBSITES (INFORMATIONAL AND TRANSACTIONAL), MOBILE APPS, SOCIAL MEDIA, ECOMMERCE SITES, AMONGST OTHERS – ACROSS THE DIGITAL LANDSCAPE.

## WHY IS IT IMPORTANT?

- Understanding the range of resources your audience is engaging with can help you better understand their needs and interests
- Recognizing the wider customer ecosystem can help you understand your campaign's place within it
- Once you understand how your platform connects within the wider ecosystem, you can address the niche of information you deliver and exploit it, as well as understand and address the gaps in your original thinking
- Recognizing third party platforms that your customer relies upon can help inspire sponsored content or brand partnerships

## EXAMPLE: DIGITAL ECOSYSTEM FOR A “NUTRITIONAL MOM”



## 2 | Map the Customer Experience (CX)

### WHAT IS IT?

**CUSTOMER EXPERIENCE (CX)** IS THE PRODUCT OF AN INTERACTION BETWEEN AN ORGANIZATION AND A CUSTOMER OVER THE DURATION OF THEIR RELATIONSHIP.

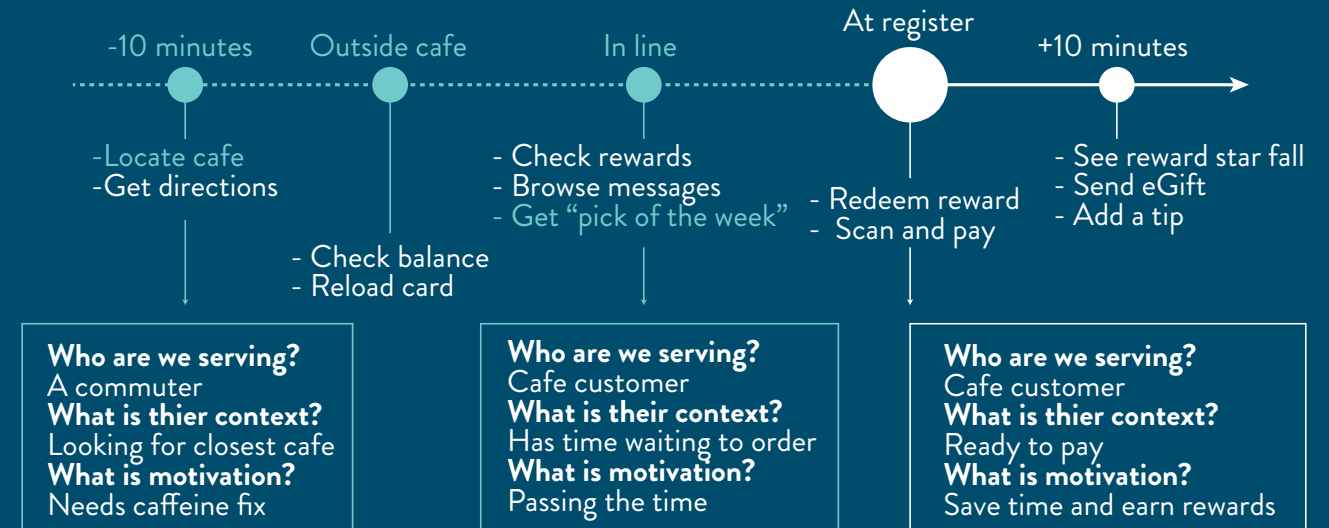
THIS INTERACTION INCLUDES A CUSTOMER'S ATTRACTION, AWARENESS, DISCOVERY, CULTIVATION, ADVOCACY, PURCHASE, AND USE OF A SERVICE.

### WHY IS IT IMPORTANT?

- Offers the opportunity to examine how your digital platform will fit into your brand's larger digital ecosystem
- Helps you understand the touch-points your customers have over the course of their life-cycle with your and other brand experiences
- Gives you a clearer understanding of where customers are coming from — and where you want to lead them, in order to achieve your business objectives

### EXAMPLE: STARBUCKS CX

Plotting Mobile Moments for Starbucks Customers



## 3 | Define the Omni-Channel Mix

### WHAT IS IT?

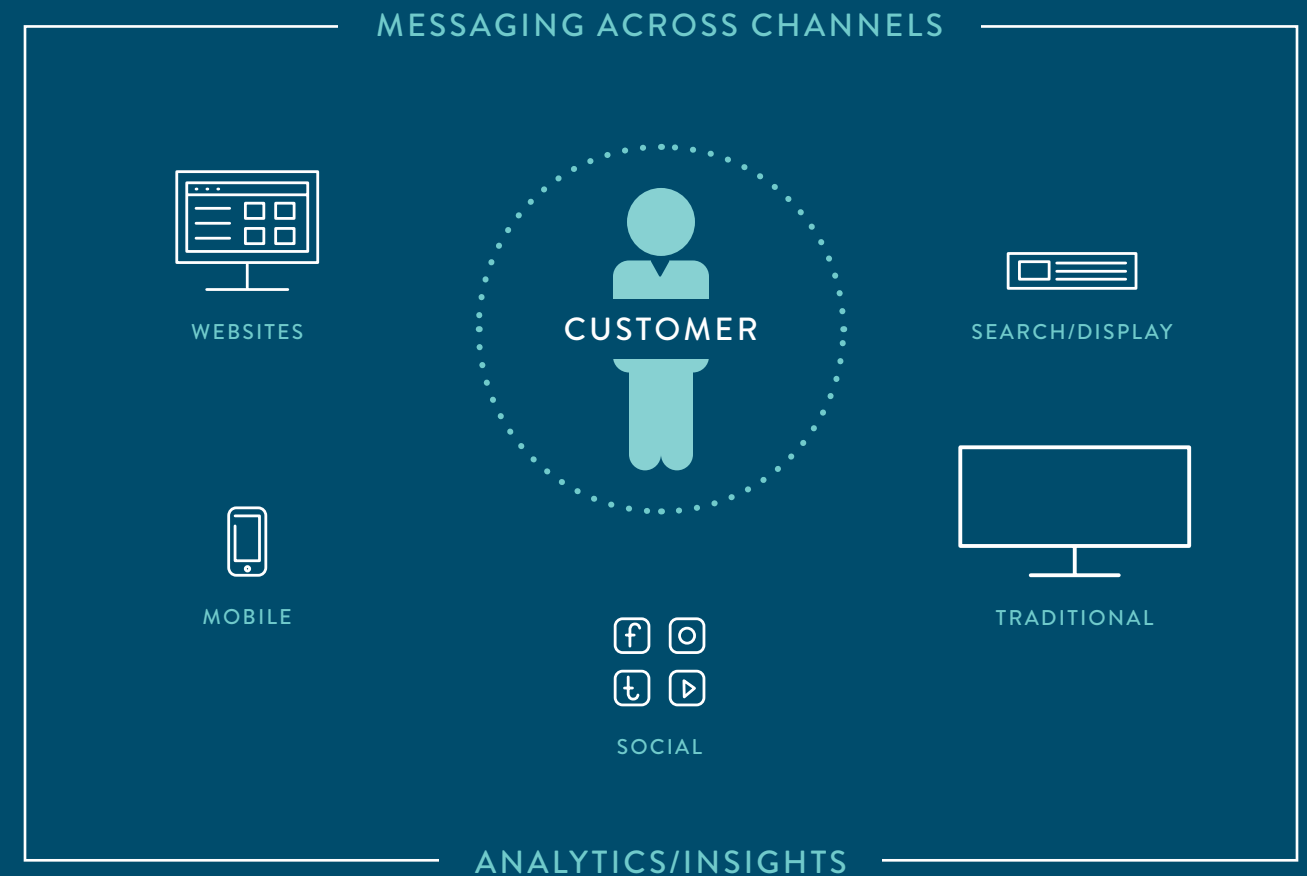
RECOGNIZING THAT YOUR CUSTOMER WILL BE ON MULTIPLE PLATFORMS/CHANNELS (BOTH ON- AND OFF-LINE), SURFING AMONGST AND BETWEEN THEM.

### WHY IS IT IMPORTANT?

When your customers are on different platforms/channels, there is an opportunity to deliver consistent messaging (including voice and tone), that fits each platform/channel (including frequency and format).

The platforms/channels need to fit together and attempt to direct consumers through a seamless journey, consistently exposing the audience to key messages and driving them through designed activations. This should result in opportunities to develop brand advocates and stickiness, ultimately creating return customers.

## CREATING AN OMNI-CHANNEL STRATEGY





## 4 | Build A User Experience (UX)

### WHAT IS IT?

**USER EXPERIENCE (UX)** DESCRIBES THE OVERALL EXPERIENCE OF A PERSON USING A PRODUCT SUCH AS A WEBSITE.

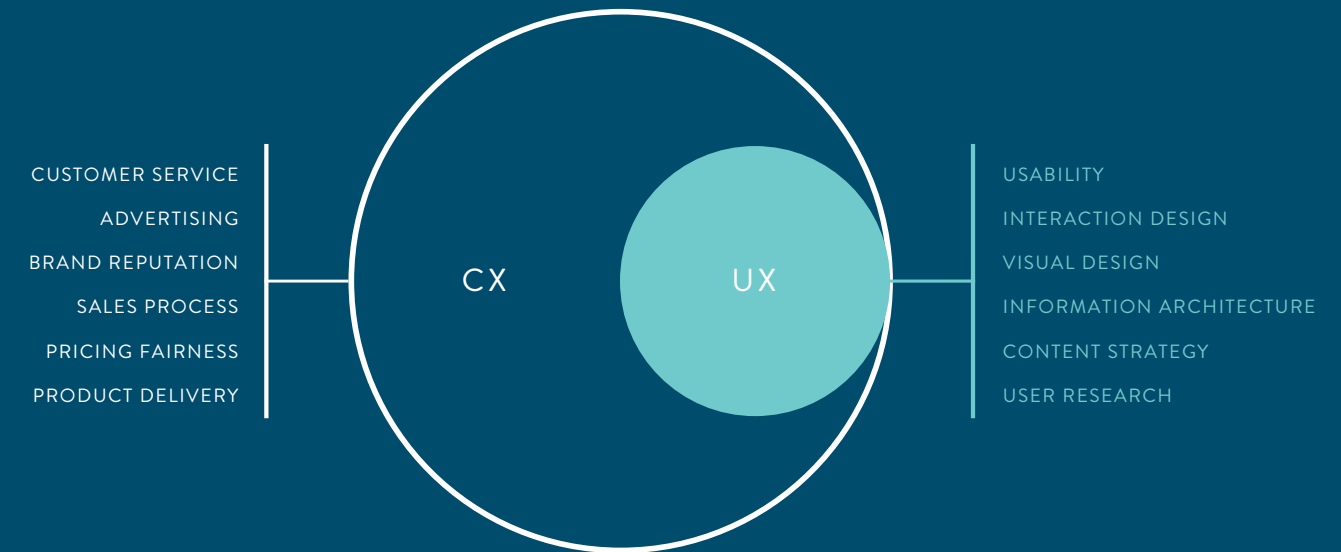
### WHY IS IT IMPORTANT?

UX helps guide the determination of how to engage with your customers, specific to each unique online channel or platform format.

UX helps you understand and define:

- How users arrive at your platform/channel
- What they do when they get to your platform/channel
- What users expect or want to accomplish on your platform/channel
- What actions you want a user to take
- How to direct users to the next point in the customer journey

### DIFFERENCE BETWEEN CX AND UX



### EXAMPLE: STARBUCKS APP UX

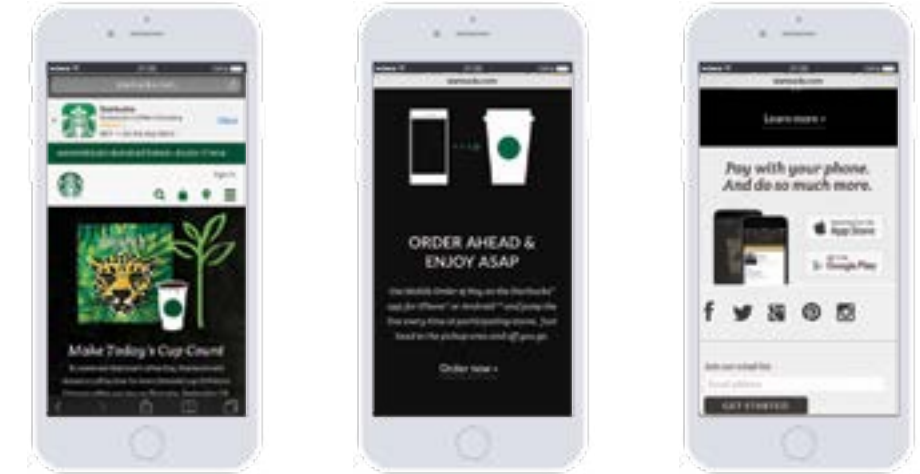
- How do users arrive at your platform/channel?
  - Mobile device (via Starbucks website or app store)
- What can they do when they get to your platform/channel?
 

In order of importance:

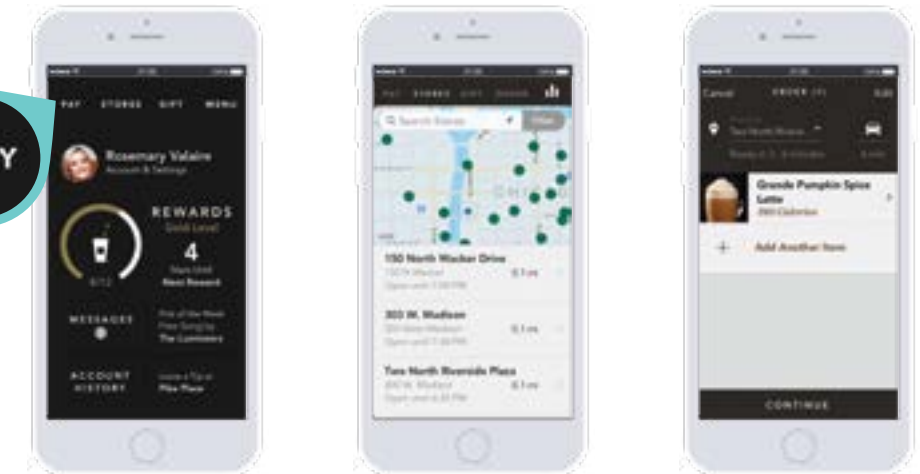
  - Pay at store with phone
  - Locate nearby locations
  - Preorder (no waiting in line)
  - View menu
- What do users expect on your platform/channel?
  - Simplicity
  - Speed
  - Security
  - Personalization
- What actions do you want a user to take?
  - Purchase
- How will you direct users to the next point in the customer journey?
  - Call to action to track reward points for free drinks and food
  - Call to action to explore/send a personalized gift card

### STARBUCKS MOBILE SITE

Homepage on mobile site includes multiple CTAs for customer to download the app



### STARBUCKS MOBILE APP



“Pay” button is first in navigation menu and easiest to find

Find a Starbucks store by using your location or the search bar

Customize and preorder your drink for easy, fast pickup

## 5 | Develop Content Strategy

### WHAT IS IT?

**CONTENT STRATEGY** IS HOW YOU DEFINE, CREATE AND OPTIMIZE THE INFORMATION YOU WILL DELIVER TO YOUR AUDIENCE ACROSS ALL YOUR PLATFORMS/CHANNELS.

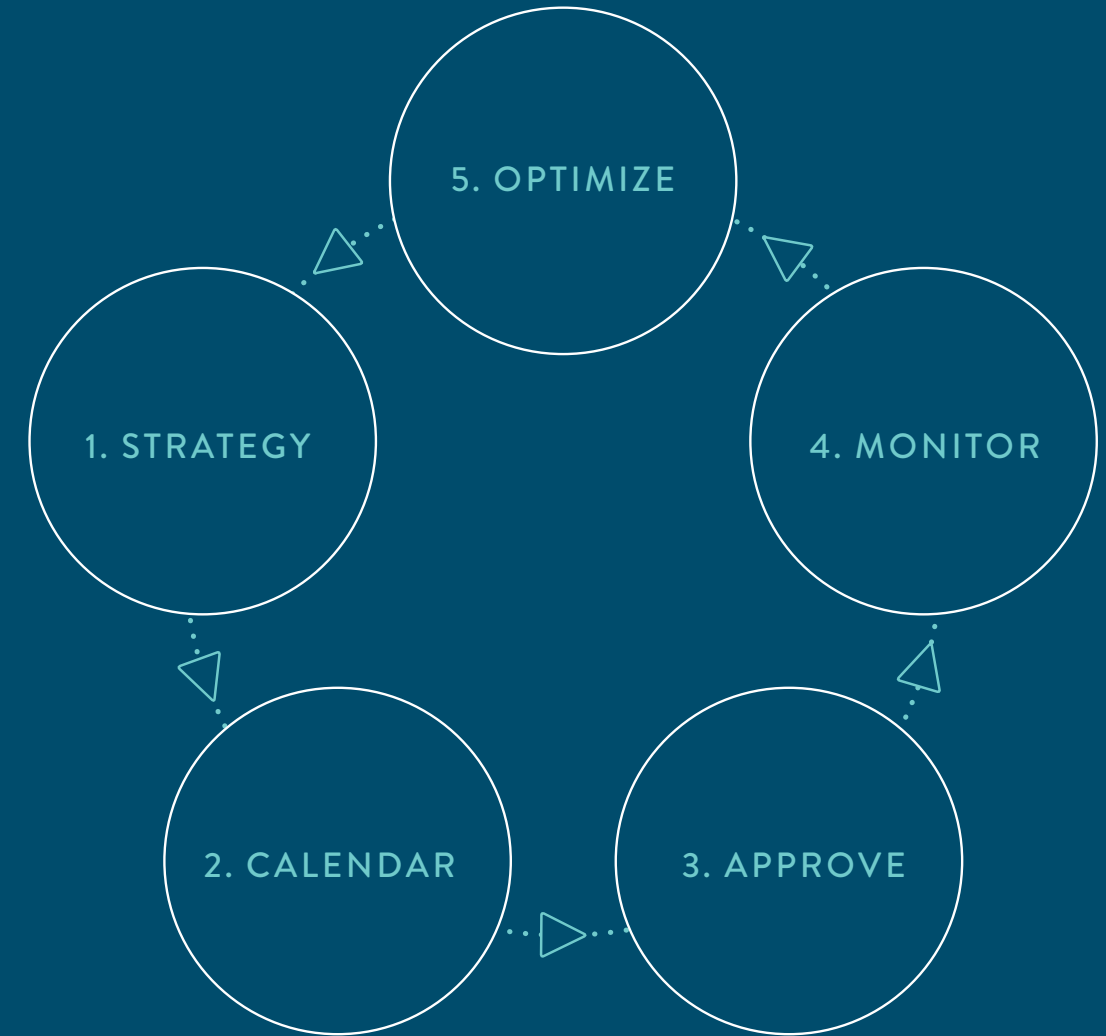
CREATING GUIDELINES THAT HELP YOU FOCUS YOUR CONTENT WILL ENSURE RELEVANCY AND CONSISTENCY OVER TIME.

### WHY IS IT IMPORTANT?

Your audience is on multiple channels, so make sure that the experience across channels matches and interlinks. Five key steps to building a content strategy:

- 1. Strategy:** define the content pillars, tone, and voice for the brand.
- 2. Calendar:** create an editorial calendar that outlines how often, on what platforms, and the format(s) your content will appear [Format refers to use of multimedia as well as writing appropriately for each channel, e.g., website content differs markedly from Social content].
- 3. Approve:** follow your relevant Abbott content approval guidelines to ensure your messaging is on brand and on target. Develop Terms of Use to guide when and how to respond to user comments.
- 4. Monitor:** put the tracking in place that allows you to see what content users are engaging with/talking about and have a team in place to continue conversations with active users, where appropriate.
- 5. Optimize:** learn from customer interaction and evolve your messaging and strategy to meet customer expectations.

### 5 KEY STEPS TO BUILDING A CONTENT STRATEGY





## 6 | Build the Architecture

### WHAT IS IT?

ARCHITECTURE REFERS TO THE DESIGN, STRUCTURE, CONTENT AND USABILITY OF YOUR DIGITAL EXPERIENCE. WHEN BUILDING, IT'S IMPORTANT TO CONSIDER USING A MULTI-CHANNEL, CUSTOMER-CENTRIC APPROACH.

NO MATTER THE CHANNELS YOU CHOOSE, THE CUSTOMER SHOULD ALWAYS BE AT THE CENTER OF ALL ACTIVITY, WITH CLEAR OUTCOMES DEFINED.

### WHY IS IT IMPORTANT?

- Based on all your work to this stage, you can now design to deliver the content and resources that your audience is looking for
- Each channel or platform that you decide upon will have its own specification on how to present content and encourage user interaction

### EXAMPLE: TYPICAL PLATFORM ARCHITECTURE



# 7 | Follow Abbott Standards

## PLAN

- ☐ CREATE A CLEAR PROJECT PLAN TO DELIVER ON TIME AND ON BUDGET
- ☐ COMPLETE NECESSARY PAPERWORK (E.G., SIGNED BUSINESS CASE BRIEFING FORM)
- ☐ MITIGATE AGAINST ALL KNOWN SIGNIFICANT RISKS

## GATHER YOUR TEAM

- ☐ ENGAGE INTERNAL STAKEHOLDERS, AND ENGAGE WITH DIVISIONAL DIGITAL REVIEW BOARD (DRB) (REGULATORY, LEGAL, IT, ETC.)
- ☐ MAKE SURE ANY OUTSIDE SERVICES / VENDORS ARE APPROVED ABBOTT PARTNERS AND HAVE APPROPRIATELY DEVELOPED CONTRACTS, E.G.,:
  - For Web and mobile apps, make sure Abbott will own the code/software
  - For social media, consider using agencies trained on Abbott Standards and Operating Procedures

## FOLLOW YOUR DOCUMENTED RESEARCH AND APPROVED GUIDELINES

- ☐ CUSTOMER PERSONAS, JOURNEYS
- ☐ USER EXPERIENCE
- ☐ ARCHITECTURE AND DESIGN

## ABBOTT BRAND STANDARDS

### MAKE SURE YOUR DIGITAL ASSETS FOLLOW ABBOTT'S BRAND AND BUSINESS STANDARDS:

- ☐ ABBOTT ARCHITECTURE FOR WEBSITES AND/OR CATEGORIZATION FOR MOBILE APPS (INTERNAL EMPLOYEE-FACING; EXTERNAL CUSTOMER-FACING)
- ☐ ABBOTT BRAND ARCHITECTURE STANDARDS (REFER TO BRAND RESOURCE CENTER: <https://abbott.sharepoint.com/teams/crp-brc/Pages/Home.aspx>)
- ☐ ABBOTT TECHNOLOGY AND TECHNICAL STANDARDS

## STRATEGIZE CONTENT

- ☐ DEVELOP A CLEAR CONTENT STRATEGY THAT INCLUDES (I) STRUCTURE, (II) CATEGORIES, (III) DESIGN AND TIMING PER CHANNEL
- ☐ CREATE LEGAL DOCUMENTS INCLUDING TERMS OF USE, PRIVACY POLICY, AND END USER LICENSE AGREEMENT, ALONG WITH AN APPROVED DATA COLLECTION STRATEGY AND SOCIAL USER GENERATED CONTENT GUIDELINES

## TEST

- ☐ MITIGATE FOR SECURITY, CONFIDENTIAL INFORMATION, REPUTATION, REGULATORY, DATA MANAGEMENT, AND TRADEMARKS/COPYRIGHTS
- ☐ TEST PRIOR TO LAUNCH AND DURING ONGOING OPERATIONS TO PROVE DIGITAL ASSETS FUNCTION AS EXPECTED AND HAVE OPTIMAL CHANCE FOR SUCCESS

## MAINTAIN

- ☐ WORKING WITH YOUR DIVISIONAL DIGITAL REVIEW BOARD (DRB) CONSIDER AN ONGOING MAINTENANCE LIFE-CYCLE PLAN FOR ALL DIGITAL MARKETING ASSETS



# Activate

NOW THAT YOUR DIGITAL PLATFORM HAS BEEN DESIGNED AND IS IN DEVELOPMENT, THERE ARE MANY WAYS YOU CAN ENSURE THAT YOUR AUDIENCE WILL INTERACT AND ENGAGE WITH THE CHANNELS AND CONTENT YOU ARE LAUNCHING.

Activation defines how you utilize your digital marketing assets over time to maximize engagement with your key target audience.

It's important to remember that most digital campaigns are designed to evolve over time, so you need to have the tools in place to track and measure how users are interacting with your platform, optimize the experience, and ensure ongoing maintenance and operations to get the most out of your platform/campaign(s) over the long term.

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## SIX TOPICS WE'LL COVER:

1. SEARCH ENGINE OPTIMIZATION (SEO)
2. PAID MEDIA
3. CUSTOMER RELATIONSHIP MANAGEMENT (CRM)
4. MEASUREMENT
5. PREPARE FOR THE UNEXPECTED
6. PLAN ONGOING OPERATIONS/OPTIMIZATION



ACTIVATE

EXAMPLE:  
AMERICAN EXPRESS OPEN FORUM

DEFINE

American Express OPEN Forum was created with one goal in mind: to help small businesses succeed. All content developed aligns with four core small business interests: Planning for Growth, Managing Money, Getting Customers and Building Your Team.

CREATE

A NewsCred survey shows that only 20% of customers trust content from a financial institution, while 53% trust content written by independent journalists. So AMEX enlisted partnerships with publications such as MSNBC and financial bloggers, as well as user generated forums, to supplement their own expertise.

OPTIMIZE

The platform allows users to login using their LinkedIn profile and enables them to select the areas of interest and topics that matter most to them. This helps AMEX to serve personalized content directly to individual users — and deliver relevant promotional opportunities over time.



# 1 | Search Engine Optimization (SEO)

## WHAT IS IT?

SEARCH ENGINE OPTIMIZATION (SEO) IS THE PROCESS OF OPTIMIZING YOUR DIGITAL ASSET TO INCREASE TRAFFIC. SEARCH ENGINE RESULTS DEPEND ON THE SEARCH ENGINE'S SPECIFIC ALGORITHM.

## WHY IS IT IMPORTANT?

- Understanding and using basic SEO and HTML styles on Abbott-owned websites can greatly impact the website's position in the search rankings
- Most often we think of optimizing pages for search engines and their complex algorithms; however, SEO should always be created with the website visitor in mind
- Understand that there are technical implications to SEO (H1 tags, meta tags, etc.) as well as content implications (use of keywords, keyword density, etc.)

FOR FULL DETAILS ON DEVELOPING YOUR SEO STRATEGY, REFER TO THE SEO PLAYBOOK AVAILABLE AT: <http://bit.ly/2k9fGin>

## EXAMPLE: SEO STRATEGY



### Remember Sonja?

Her interests can help guide our SEO strategy and keywords to make our nutritional sites easier to find:

- She's looking for nutritional information for her clients (keywords such as "nutrition," "healthy eating," and "vitamins" will be very relevant to her)
- Put the most relevant keywords in the headlines and title tags of the web page
- She's searching for content that helps her advise her patients (so be sure to provide assets such as whitepapers, articles, and blogs that address these needs)

# 2 | Paid Media

## WHAT IS IT?

CONSIDER PAID MEDIA THE ROCKET FUEL FOR YOUR CAMPAIGN/CONTENT ACROSS DIGITAL MARKETING ASSETS. USED TO INCREASE TRAFFIC TO YOUR PROPERTIES AND CONTENT, PAID MEDIA CAN BE VERY TARGETED TO YOUR KEY AUDIENCE SEGMENTS. PAID MEDIA CAN BE OPTIONAL, BUT REQUIRED FOR SOCIAL MEDIA PLATFORMS.

The most common forms of paid media are:

- Search engine marketing (SEM)
- Digital display ads
- Re-targeting ads
- Social ads and sponsored posts
- Advertorials

## WHY IS IT IMPORTANT?

Paid media offers marketers the opportunity to put their messages in the form of advertisements in front of customers.

- Attracts new, unknown customers (based on their demographics and behavior) and links them to your platform
- Re-targets visitors to your platform to encourage return visits or an extra “nudge” to act (e.g., discount offer, new content)
- Directs customers that have searched for relevant keywords to your content/platform
- Creates brand awareness on topic-relevant websites/apps/social media

## EXAMPLE: KIND #KINDAWESOME

As an inherently social campaign, KIND focused on placing sponsored posts throughout social media outlets to encourage sharing.

### TOP PERFORMING POSTS:





# 3 | Customer Relationship Management (CRM)

## WHAT IS IT?

CUSTOMER RELATIONSHIP MANAGEMENT (CRM) ALLOWS COMPANIES TO USE TECHNOLOGY TO BUILD STRONGER AND MORE VALUABLE RELATIONSHIPS WITH THEIR CUSTOMERS. IT HELPS TO PLACE YOUR CUSTOMERS AT THE CENTER OF YOUR BUSINESS. AS WITH ALL OTHER DIGITAL MARKETING TACTICS, FOR A SUCCESSFUL PROGRAM YOU NEED: BUSINESS OBJECTIVES, TARGET AUDIENCE, CUSTOMER JOURNEY AND SUCCESS METRICS.

## WHY IS IT IMPORTANT?

- CRM helps you create a 360-degree view of your customer, enabling you to improve the quality of every interaction with your brand
- CRM encompasses every function that interacts with the customer, from sales and marketing to customer service and field service engineering

FOR MORE GUIDANCE ON CRM PRACTICES, VISIT THE CRM PLAYBOOK <http://bit.ly/2jYXu1q>

## REFERENCE TOOL: CRM PLAYBOOK



### CRM PLAYBOOK

October 2014  
Version 1.0

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THANK YOU

This playbook wouldn't exist without the tremendous insight and effort in helping Abbott evolve into a customer-centric, fully it

Lori Bahr, Molly Queen, Danielle Virant, Melissa Gregory, Lisa R Thomas Wistar (Abbott Molecular Diagnostics); Eric Yan, Eric C (Abbott Nutrition International- China); Hannah O'Reilly, Tama Diabetes); Eliana Gold, Nuno Marques, Nicolas Pajin (Abbott Nu (Abbott Vascular); Holly Park, Ken Davies, Steve Pommereik, D Optics).



### Abbott CRM PLAYBOOK

## 1 THE BIG PICTURE

CRM: what is it and why is it important

CRM is usually defined as Customer Relationship Management.<sup>1</sup> It's a customer-centric business model that allows companies to use technology to build stronger and more valuable relationships with their customers.

To put it simply, it means putting your customers at the center of your business.

The goal of CRM is to have a 360 view of your customer, enabling you to improve the quality of every interaction with your brand. CRM encompasses every function that interacts with the customer, from sales and marketing, to customer service and field service engineering.

This playbook will focus on sales and marketing programs, but keep in mind that every customer interaction can affect the customer experience.

**The customer experience**

According to McKinsey<sup>2</sup>, 70% of a customer's buying experience is based on how the customer feels they are treated. When a customer feels heard and understood by a brand, they are not only more inclined to become loyal to that brand, they are also likely to share their positive experiences with their friends and family.

For companies like Abbott, a diverse global organization with a wide range of products and millions of customers, CRM is an enabler of the positive customer experience.

**The digital era and the evolution of CRM**

While CRM has always been about putting the customer first, it has become even more important now, with the arrival of the digital and social era.

Customers are empowered to find information on their own, to tune out traditional marketing, and to share their opinions about brands with their peers immediately online.



<sup>1</sup> CRM can also be defined more narrowly, within the context of marketing only. Abbott Nutrition Product Division (U.S.) defines CRM as Customer Relationship Marketing – an enabler within the marketing mix to create experiences and relationships with consumers.

<sup>2</sup> "The Impact of Truth" in customer service, McKinsey Quarterly, Feb. 2006.

## 4 | Measurement

### WHAT IS IT?

MEASURING THE SUCCESS OF YOUR CAMPAIGN IS VITAL TO ENSURING YOU'RE MEETING YOUR MARKETING AND BUSINESS OBJECTIVES. BUT THERE'S A DIFFERENCE BETWEEN KEY PERFORMANCE INDICATORS (KPIs) AND METRICS:

- **KPIs** are numerical measures specifically designed to evaluate performance against a business objective. Once you determine the KPIs, then you can identify which metrics are the most appropriate to measure.
  - For every campaign there should be at most 3–4 MOST VALUED KPIs tied to business needs and outcomes, e.g., sign up for newsletter or CRM, lead generation, number of checkouts or orders, and/or downloads/video completion/share content.
- **Metrics** are numerical measures that capture a figure or statistic specific to an instance in time (usually a number, e.g., Facebook likes) or over a designated span of time (usually a percentage, e.g., engagement rate, user retention).

### WHY IS IT IMPORTANT?

- It is crucial at the outset of a project that you select KPIs relevant to the Abbott Business Goal(s) you've set out to achieve (and they fit into the Connection Plan)
- With the right KPIs in place, you will have the ability to evaluate the overall success of your project and the effectiveness of each asset within your digital ecosystem
- KPIs can and should be set for each digital asset you develop, specific to the channels with which they live; By setting a KPI for each asset, you can identify which assets are achieving their functions, and which assets have room for improvement/optimization or additional investment

### CORE KPIs AND METRICS



- Reach, impressions
- Followers, visitors
- Page views
- Engagement
- Likes, shares, followers
- Number of visitors, customer participation
- Site satisfaction

- Awareness, engagement rate
- Number of customers impacted
- Advocacy, loyalty
- Most valued action
- Brand lift, reputation, penetration
- Acquisition rate

- Sales lift
- Market share
- Profit
- Growth rate
- ROI

# 5 | Prepare for the Unexpected

## WHAT IS IT?

FOR ALL PROJECTS PREPARATION IS IMPORTANT IN THE EVENT OF AN ISSUE.

**Crisis management:** There are occasions when issues arise (e.g., a product shortage/a natural disaster). The business must react, may require:

- Updating a website with new language
- Pausing a media campaign
- Adding or changing planned content for social media
- Removing a digital asset from the marketplace

**Response Preparedness:** Materials are required prior to launch of some channels, to prepare for unforeseen issues, including monitoring strategy for a social media channel and a pre-approved response library that covers the most likely issues that may arise.

## WHY IS IT IMPORTANT?

- It's vital to be prepared ahead of potential damaging PR issues/negativity
- The digital world is a two-way conversation; your marketing teams need to be prepared to engage in a thoughtful intelligent way

## EXAMPLE: CRISIS MANAGEMENT STRATEGY

### STEP 1: CLASSIFY

NOISE	GENERAL	MODERATE	SEVERE
<ul style="list-style-type: none"><li>• Spam</li><li>• Inappropriate photos</li><li>• Vulgarity</li><li>• Personal attacks</li></ul>	<ul style="list-style-type: none"><li>• General comments/praise</li><li>• Taste perception of first time user</li><li>• Coupon inquiries/issues</li></ul>	<ul style="list-style-type: none"><li>• Complaint (physical stability, illness, taste)</li><li>• Labeling issues</li><li>• Product recall</li><li>• Choking/choking hazard</li></ul>	<ul style="list-style-type: none"><li>• Serious adverse event</li><li>• Severe foreign material (mold, bugs, glass, metal, shards, rocks, plastics, etc.)</li></ul>

### STEP 2: TAKE ACTION

NOISE PROTOCOL	GENERAL PROTOCOL	MODERATE PROTOCOL	SEVERE PROTOCOL
<ul style="list-style-type: none"><li>• Spam content should be removed</li><li>• Opinionated comments should not be attended to</li></ul>	<ul style="list-style-type: none"><li>• General comments attended to if not opinionated and help create a customer connection</li><li>• Praise comments not addressed</li></ul>	<ul style="list-style-type: none"><li>• Give more attention</li><li>• Comments need to be addressed timely</li><li>• 1 hour response time is ideal during work hours</li></ul>	<ul style="list-style-type: none"><li>• Response time 20-30 min. during work hours</li><li>• Based on the type of emergency , the consumer could be asked to contact Abbott privately</li></ul>





## 6 | Plan Ongoing Operations/Optimization

### WHAT IS IT?

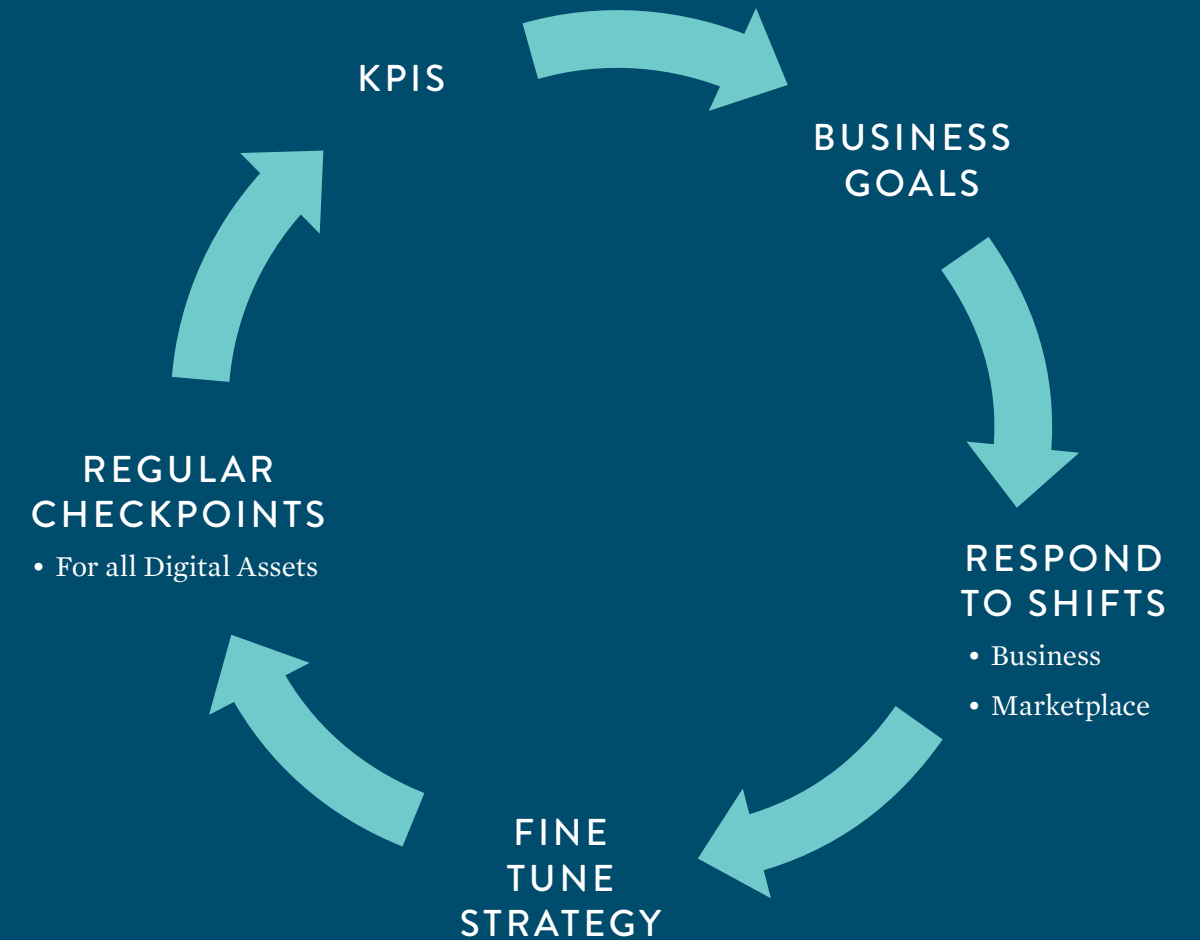
FOR A CAMPAIGN TO EXPAND AND IMPROVE, CONTINUOUS OPTIMIZATION IS A REQUISITE.

Community management is required for some programs, e.g., social media. For other platforms, fewer resources may be required (e.g., an annual review of a website). And for mobile, keeping an eye on reviews and operating system updates is vital.

Regardless, for a successful digital campaign, focusing resources is important.

### WHY IS IT IMPORTANT?

Utilizing past success and experience can help you improve and make your work more effective and efficient over time.



# Amplify the Experience Using Emerging Technologies

We've reviewed the core components that make for a successful digital campaign. Now we'll take a look at the way that several emerging technologies can help amplify the experience further.

Through understanding your consumer's journey, it's clear that brand building takes commitment to develop and maintain a clear presence across multiple touch-points. And by building multiple touch-points, this increases awareness, leading to a more visible digital brand.

While it may make sense to include more developed digital components, such as websites, social media and more, your customer journey data may also point to considering the use of new technologies. We'll explore some of these tactics here.

Keep in mind — the value of amplified experiences using emerging technologies is not necessarily the novelty or “cool factor” itself, but instead how it can enable the audience to connect to the brand story in more authentic and intuitive ways.

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## FIVE TOPICS WE'LL COVER:

1. VIRTUAL REALITY (VR)
2. AUGMENTED REALITY (AR)
3. IOT AND CONNECTED TECH
4. LIVE STREAMING
5. ARTIFICIAL INTELLIGENCE (AI)

# 1 | Virtual Reality (VR)

## WHAT IS IT?

VIRTUAL REALITY (VR) IS THE COMPUTER-GENERATED SIMULATION OF A THREE-DIMENSIONAL IMAGE OR ENVIRONMENT THAT CAN BE INTERACTED WITH IN A SEEMINGLY REAL OR PHYSICAL WAY BY A PERSON USING SPECIAL ELECTRONIC EQUIPMENT, SUCH AS A HELMET WITH A SCREEN INSIDE.

## WHAT ARE SOME APPLICATIONS?

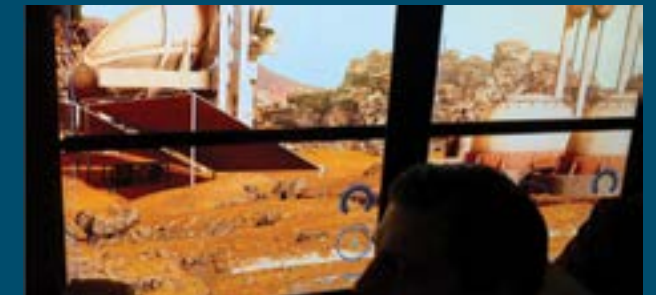
The healthcare industry has embraced virtual reality:

- Those with phobias of crowds, heights, or even public speaking can learn to overcome these fears through VR training
- Surgeons can now save lives through 3-D imagery of organs, which helps visualize rebuilding them
- Human simulation software enables HCPs to interact with others in an interactive environment; they engage in training scenarios in which they have to interact with a patient, measuring the participant's emotions via a series of sensors
- Virtual robotic surgery is performed by means of a robotic device, but controlled by a human surgeon, reducing time and risk of complications

## EXAMPLE:

### LOCKHEED MARTIN “FIELD TRIP TO MARS”

Lockheed Martin created the first-ever group VR experience. As grade school students rode inside a specially equipped school bus, the windows transformed into HD interactive displays, instantly transporting the students to the Red Planet. Students could interact with the HD displays to gather information, providing them with an immersive experience and completely changing the way they learned and were inspired.





## 2 | Augmented Reality (AR)

### WHAT IS IT?

RATHER THAN SEALING USERS IN A COMPLETELY VIRTUAL ENVIRONMENT (AS IS THE CASE WITH VR), AUGMENTED REALITY (AR) ENHANCES REALITY BY OVERLAYING DIGITAL INFORMATION ON AN IMAGE OF SOMETHING BEING VIEWED THROUGH A DEVICE (SUCH AS A SMARTPHONE CAMERA).

### WHAT ARE SOME APPLICATIONS?

AR is in use across many industries, including healthcare:

- Customers can point their smartphones at an otherwise normal-looking magazine page, to watch a video on their smartphone — making the page come to life; these augmented brochures can educate doctors and patients on new therapies and drugs
- AccuVein is a hand-held scanner that projects an image over skin of the veins, valves, and bifurcations underneath; it makes finding a vein for an injection easier, saving time and reducing pain for the patient
- Video-support platform Viipar lets a surgeon in one location project his/her hands onto the display of another surgeon's Google Glass eye-gear during a surgery to point or guide

### EXAMPLE: NHS VIRTUAL BLOOD DONATION

NHS Blood and Transplant used augmented reality in its digital OOH campaign, which allowed passersby to give “virtual blood donations” via an iPhone. When participants pointed their phone to a sticker on their arm, an AR needle and tube appear, replicating the donation process on their arm while triggering a blood bag to fill on the digital billboard.





## 3 | IoT and Connected Tech

### WHAT IS IT?

THE INTERNET OF THINGS (IOT) REFERS TO THE DEVELOPMENT OF THE INTERNET WHEREBY EVERYDAY OBJECTS HAVE NETWORK CONNECTIVITY, ALLOWING THEM TO SEND AND RECEIVE DATA.

### WHAT ARE SOME APPLICATIONS?

From clothing and pet accessories to jewelry and furniture, this technology provides numerous touch-points for brands and their audiences. Healthcare examples include:

- Digital tattoos that store medical records
- Smart hearing aids enable wearers to control their hearing via an iPhone app
- Smart clothing such as biometric shirts that have sensors woven into the fabric for measuring your heart rate, pace, breathing rate and volume, steps taken, calories burned, and sleep
- iHealth Rhythm, a smart electrocardiogram that records heart activity and saves data to an iOS app
- Smart footwear that, in addition to warming your feet, also measure steps taken and calories burned

### EXAMPLE:

#### ORAL-B ELECTRIC TOOTHBRUSH WITH BLUETOOTH TECHNOLOGY

Oral-B's latest line of electric toothbrushes uses Bluetooth to provide real-time feedback on a user's brushing habits. The brush uses a series of motion sensors that work with a smartphone camera along with the Oral-B app to track each quadrant of the mouth and detect if a user is brushing for too long or not long enough or too hard or soft. Over time, the toothbrush provides personal brushing data to show a user's progress and highlight any areas in need of improvement.



## 4 | Live Streaming

### WHAT IS IT?

LIVE STREAMING IS A TECHNIQUE TO BROADCAST REAL-TIME VIDEO TO AN AUDIENCE OVER THE WEB, WHICH MAY BE ACCESSIBLE BY USERS GLOBALLY. NEW TECHNOLOGY DEVELOPED BY POPULAR SOCIAL CHANNELS WITH ENORMOUS EXISTING AUDIENCES (INCLUDING FACEBOOK LIVE) HAS MADE LIVE STREAMING BOTH SUCCESSFUL AND COST-EFFECTIVE.

### WHAT ARE SOME APPLICATIONS?

Here are some examples of how brands are using this intuitive, real-time tool to connect with audiences in new ways:

- Experian holds regular live streaming Q&A sessions with their audience about topics such as credit cards, student debt and credit scoring
- Nissan regularly uses live streaming from product launch events to showcase new technology to a worldwide audience the moment it is launched
- *The Tonight Show* uses live streams to give audiences a behind-the-scenes glimpse at exclusive, non-aired content

### EXAMPLE: GE #DRONEWEEK

Taking inspiration from Discovery Channel's "Shark Week," GE used remote drones equipped with mobile cameras to live stream a tour of their most impressive and innovative working environments. Everything was shared via social media and potential candidates were highly engaged — sharing the content throughout their own networks.



## 5 | Artificial Intelligence (AI)

### WHAT IS IT?

WHILE TODAY THE MAJORITY OF CONSUMER JOURNEYS BEGIN WITH TYPING A QUESTION INTO GOOGLE, FOLLOWED BY RECEIVING A SET OF RESULTS BASED ON KEYWORDS, TOMORROW WILL SEE A DIFFERENT BEHAVIOR. OUR CONSUMERS WILL ASK COMPUTING DEVICES (E.G., GOOGLE'S ASSISTANT OR AMAZON'S ALEXA) QUESTIONS LIKE:

*"I NEED TO BE IN SHANGHAI FOR A MEETING ON WEDNESDAY AT 1P.M. – PLEASE SET UP THE DETAILS."*

THESE DEVICES WILL EXECUTE THE DETAILS BASED ON AI AND PAST CONSUMER PREFERENCES.

### WHAT ARE SOME APPLICATIONS?

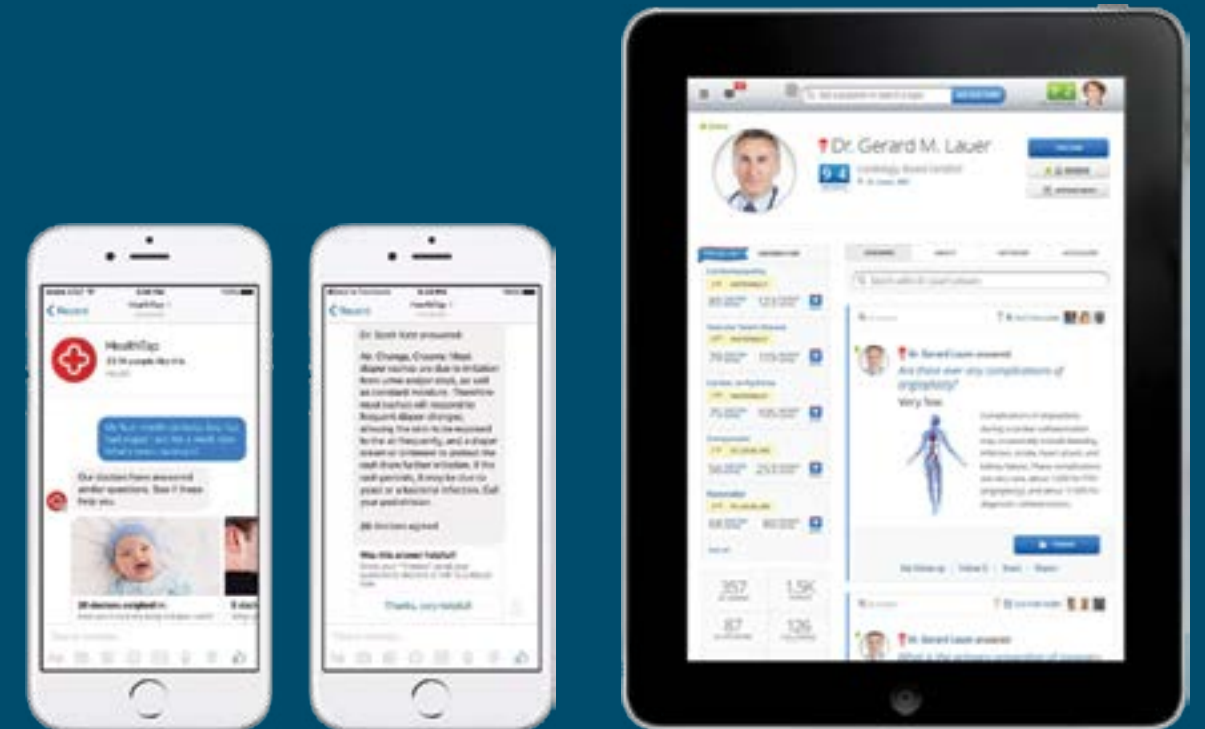
Today many brands are using AI chatbots to engage with customers, answer customer service questions, and help with purchases — among many other functions.

- In Facebook's Messenger app you can make purchases (e.g., flowers from 1-800-FLOWERS) and order an Uber — all without even leaving the app
- With Amazon's Alexa personal assistant, you can play music, Google information or control home devices, and train Alexa to assist with new tasks, such as calendaring and managing your credit card balance

### EXAMPLE: HEALTHTAP

HealthTap is a health consultation service that links patients to verified doctors through text, voice and video connection.

To get patients started, the app uses a free chatbot service to provide immediate, personalized results based on the patient's question. The algorithm is so advanced that two people searching the same topic can receive completely different results.





# Addendum



# Workshop Details

**DIGITAL EXCELLENCE IMMERSION WORKSHOP:** ATTENDEES ARE TAUGHT A STRUCTURED DIGITAL MARKETING STRATEGIC FRAMEWORK TO MAP AND PRIORITIZE A CLEAR SET OF TACTICS TO BUILD A PARTICIPATORY BRAND STRATEGY

## A BUSINESS CHALLENGE IS PRESENTED

- Develop a digital marketing plan to successfully launch a new designer high end TV or other product relevant to the business

## FORMAT

- 4-6 person teams from all functional areas that work with marketing teams to develop new digital programs across all businesses
- 1 or 2 days of teamwork, Shark-Tank/Dragon's Den review, and winning team award

## OUTCOME

- Proven format to teach Digital Marketing Excellence
- Leaders from across Abbott's businesses, the Strategic Digital Marketing Council have all completed the workshop
- On completion, attendees will be able to:
  1. Craft meaningful Customer Journeys and develop the Omni-Channel Mix.
  2. Provide the optimal Customer Experience for the brand, both online and offline.
  3. Map back the work to drive meaningful business outcomes

## COST

The Corporate Digital Team Has the in-house expertise and can run this workshop for your teams.



## WORKSHOP AGENDA

### INTRO TO WORKSHOP

#### 1. STRATEGY

- Case study and briefing
- Breakout  
Focus: Develop customer journey

#### 2. PLAN AND BUILD

- Breakout  
Focus: Work out the ecosystem, customer experience, connection plan

Checkpoint share-out

#### 3. ACTIVATE

- Breakout  
Focus: Explore SEO keywords, paid media strategy, CRM, KPIs/metrics

#### 4. AMPLIFY

- Breakout  
Focus: Adding in virtual reality tactic, augmented reality, IoT

#### BREAKOUT:

- PREPARE FOR SHARK TANK PRESENTATION
- SHARK TANK PRESENTATION AND FEEDBACK
- ACTUAL CASE STUDY CREATIVE

TO GET MORE DETAILS AND TO SCHEDULE THIS WORKSHOP, CONTACT [rajesh.raina@abbott.com](mailto:rajesh.raina@abbott.com) SR. DIRECTOR, DIGITAL, GLOBAL MARKETING

## CONCLUSION

# Wrapping Up

THE WORLD OF DIGITAL MARKETING IS EVOLVING MORE QUICKLY THAN EVER BEFORE — AS ARE YOUR CUSTOMERS. HOW WILL YOU ADAPT YOUR MARKETING TACTICS TO BE RELEVANT TO YOUR CUSTOMER, WHILE STAYING TRUE TO YOUR BRAND?

This playbook is intended to give you tools and guidance that will help you plan and create exceptional digital experiences for your current and future customers. While these core strategies are a starting point for developing digital marketing campaigns, it's important to understand that technology, customer trends and user expectations are inherently changing all the time.

In order to keep up with this changing landscape, stay focused. The trends that are popular today may be outdated in a matter of months — and the ideas that are pipe dreams now may become the expectations of users in the future.

---

REMEMBER TO USE THE TOOLS AT YOUR DISPOSAL —  
AND, MORE THAN ANYTHING, REMEMBER TO KEEP  
YOUR CUSTOMER ALWAYS AT THE CENTER OF EVERYTHING  
YOU CREATE.

# Additional Resources

## MARKETING PLANNING PROCESS PLAYBOOK

Contact GMEA Digital Team

## DIGITAL KNOWLEDGE CENTER

<http://bit.ly/2lkPqCW>

## SOCIAL MEDIA RESOURCE CENTER

<http://bit.ly/2jZIC1o>

## MOBILE CENTER OF EXCELLENCE INTRANET

<http://bit.ly/2kPNGoj>

## SEO PLAYBOOK

<http://bit.ly/2k9fGin>

## CUSTOMER RELATIONSHIP MANAGEMENT INTRODUCTORY PLAYBOOK

<http://bit.ly/2lnhBC7>

## BRAND RESOURCE CENTER

<http://bit.ly/2jZoXK9>

## SOCIAL MEDIA CONTENT PLAYBOOK

Contact GMEA Digital Team [simon.goldberg@abbott.com](mailto:simon.goldberg@abbott.com)

