



BRCC

British Romanian
Chamber of Commerce

BRCC Webinar Series:

Coronavirus: Accelerating Digital Transformation in Marketing

How the World Will Become More Like Silicon Valley

Presented By:

March 30, 2020





Agenda

- Introductions
- Interactive Q&A
- Silicon Valley Work culture
- Marketing in Silicon Valley
- Traditional vs. Digital Marketing
- A problem that is an opportunity
- Digital Tools
 - Adobe Marketing Cloud
 - Oracle Marketing Cloud
 - IBM Marketing Cloud
 - eTrigue
- Our expertise with Digital Tools
- Q&A

Introductions



Silvan Centiu, Managing Partner of Retina/Transiris, is an innovative leader with extensive experience in go-to-market, communication, entrepreneurship, management, education, engineering, and digital transformation.



Ted Kohlen is the CEO of award-winning global digital communications company, Retina, a 2019 top US B2B Marketing Agency. Over his 20+ year career, Ted has become the marketing growth specialist.



BREAKTHROUGH

**STRATEGY
CREATIVE
TECHNOLOGY**

**CHOOSE
THREE.**



➤ RetinaCommunications.com



Post your questions
or preferred topics using
the above QR code or at:

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During the presentation, at any given time, feel free to add:

- Topics that you'd like us to cover
- Comments / your own view or experience (2-3 lines)
- Questions / Clarifications addressed to the speakers

Please vote (like) postings, as we will address them in the order of popularity / interest.

You can post your name or post anonymously.

Silicon Valley Work culture



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Flexible hours, agile, planning, constant communication

Local management, geographically dispersed talent

Heavy use of digital tools and automation

Thriving on challenges, problem solving

Innovation, on a foundation of reliability

Very high level of written communication

Coopetition: a complex network of frenemies



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- Decreasing TV, Out-of-Home, Print, Radio, etc.
- Direct Marketing for specific products / brands
- Extensive Online through a multitude of channels
 - Internal Website
 - External Websites
 - Extensive Email (and limited text)
 - Mobile (multiple approaches)
 - Extensive use of apps and social media
 - Webinars
 - Live events small and large
 - Call center and phone
- Journeys, Personalized, Dynamic Content -- Relevance

Traditional vs. Digital Marketing



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Outreach
Targeted

Personalization
High

Factors

Insightful
Feedback

Accurate
Measurement

Turning a problem into an opportunity



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The “noise level” in a company’s product category can drop when competitors cut back on their marketing spend. It also allows for marketers to re-position a brand or introduce a new product.

The cost of marketing drops during “down turns”. The lower rates create a “buyer’s market”. Historically, direct mail provided greater short-term sales growth during a recession, for example.

Companies can project to consumers the image of corporate stability during challenging times.

Competition continues during a downturn



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When marketers cut back on their marketing spending, the brand loses its “share of mind” with consumers, with the potential of losing current – and possibly future – sales and market share.

Historically, those advertisers that maintained or grew their marketing spending increased sales and market share during “down” times and gained a competitive advantage afterwards.

Increasing market share is difficult during periods of high demand, the best time is during a period of challenge.

Historic Examples



+28%

Amazon sales grew by 28% in 2009 during the “great recession.” The tech company continued to innovate and market new products during the slumping economy, most notably with new Kindle products which helped to grow market share.



+40%

In the 1990-91 recession, Taco Bell took advantage of McDonald’s decision to drop its advertising and promotion budget. As a result, Taco Bell sales grew by 40% and McDonald’s sales declined by 28%. That trend continued for years.

Digital Tools



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Leaders: vendors
providing integrated go-
to-market platforms

Adobe Marketing Cloud

- Campaign Manager
- Marketo
- Audience Manager
- Experience Manager
- Analytics

Oracle Marketing Cloud

- Eloqua
- BlueKai
- Maxymiser

Salesforce

- CRM
- Pardot / Exact Target

Etrigue

Our Expertise



Strategy

Full market, product, channel, and strategy development for successful go-to-market



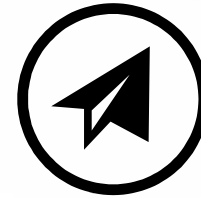
Digital Marketing

Technologies selection, configuration, integration, development, and deployment



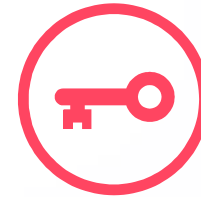
UIX

Website and mobile development, presentation, graphics, usability



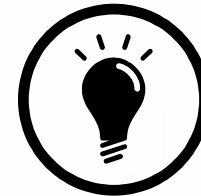
Creative

Full service agency optimally integrating traditional, digital, and partner channels



Data

Data platform development, governance, analytics, maintenance, acquisition, privacy



Innovation

New idea exploration and vetting, proof of concepts, lab experimentation, AI, etc.

We bring Silicon Valley expertise with Digital Marketing to the world

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