Big Data, Social Data, and Marketing

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What is Big Data?

Big Data is the Mindset to turn Mess into Meaning
Big Data, Social Data, and Marketing
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What is Big Data?

Big Data is the New Oil

Social Data is the New Oil

In 2012, people generated more data than mankind has from its beginning through 2010

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Why?

- Approval
- Belonging
- Connection

The ABC of Social Data

Shift in Communication

One-way → Two-way
Asynchronous → Synchronous
Planning → Interacting
List → Flow
Private → Public
Web 1.0 / 2.0 / 3.0

- **Web 1.0**: Digitize
  - B2B, B2C
- **Web 2.0**: Share
  - C2B, C2W
- **Web 3.0**: Connect
  - C2C

Web 1.0 / 2.0 / 3.0

1. **E-commerce**
   - Focus on **company**
2. **Me-commerce**
   - Focus on **consumer**
3. **We-commerce**
   - Focus on **connection between consumers**
Culture Shift

- Amazon has changed the way a billion people think about purchases
- Google has changed the way a billion people think about information
- Facebook has changed the way a billion people think about identity

Culture Shift

social data revolution

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Social Data Revolution

Irreversible shift in mindset of individuals:

• what we do,
• how we relate,
• who we are.

SoLoMo

• Social
• Local
• Mobile
  • Proxy for person
  • Easy interactions
Nike+

Customers

- contribute (share runs), and
- connect with each other

3 times per week on average

What is Marketing?

Product, Pricing, Placement, Promotion?
What is Marketing?

Help people make better decisions.

Data Strategies

1. Amazon
   - US$ 130 bn
2. Google
   - USD 290 bn
3. Facebook
   - USD 60 bn
1. Amazon

Bezos: Make it trivially easy for people to

- Contribute
- Connect
- Collaborate

Amazon = Data Refinery

Recommendations and Discovery

1. Manual (Experts)
2. Implicit (Clicks, Searches)
3. Explicit (Reviews, Lists)
4. Situation (Local, Mobile)
5. Social graph (Connections)
Social Commerce

Amazon’s Share the Love

Amazing conversion rates since customer chose:

**Content** *(the item)*

**Context** *(she just bought that item)*

**Connection** *(she asked Amazon to email her friend)*

**Conversation** *(information as excuse)*
2. Google GLASS

Google Latitude

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3. Facebook

Purpose of communication is to transmit information?

or... Is information just an excuse for communication?

1989 Stasi
“On the Internet, nobody knows you’re a dog”

“On the Internet, everybody knows you’re a dog”
Business Models

Non-Social: Craigslist

Social: Airbnb, Branchout

Mindset

Skillset

Toolset

Dataset
Mindset

Does your product or service get better over time, with data?

When you ask your customers for data, what value do they get?

4 Rules for Marketing

1. Start with the problem, not with the data
2. Focus on metrics that matter to your customers, not to your accountants
3. Focus on actions and feedback, not on analytics and reports
4. Let people do what people are good at, and computers do what they are good at
Thank you!

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