

Big Data, Social Data, and Marketing

Andreas Weigend

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aweigend@stanford.edu

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What is Big Data?

Big Data is the
Mindset to turn
Mess into Meaning

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What is Big Data?

Big Data is the
New Oil

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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



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Shift in Communication

One-way	→	Two-way
Asynchronous	→	Synchronous
Planning	→	Interacting
List	→	Flow
Private	→	Public

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Web 1.0 / 2.0 / 3.0

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



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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



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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

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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.



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SoLoMo

- Social
- Local
- Mobile
 - Proxy for person
 - Easy interactions



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Nike+

Customers

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

3 times per week on average

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What is Marketing?

Product, Pricing, Placement, Promotion?

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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



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Recommendations and Discovery

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



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Social Commerce



Amazon's *Share the Love*

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Amazing conversion rates since customer chose:

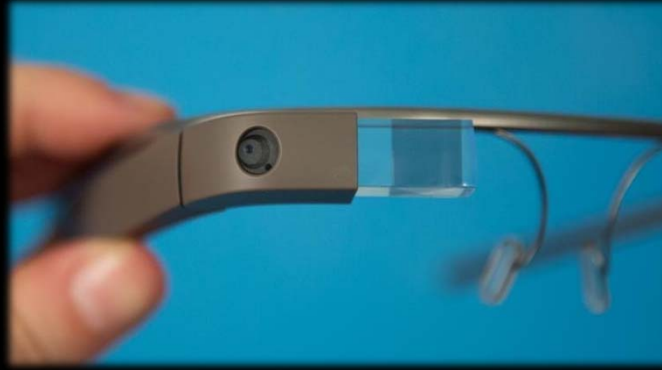
Content *(the item)*

Context *(she just bought that item)*

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

Conversation *(information as excuse)*

2. Google GLASS



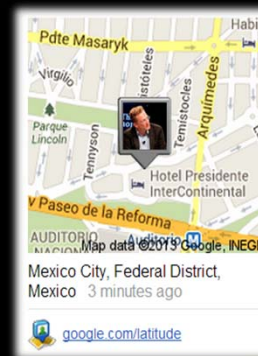
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Google Latitude



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Andreas Weigend, Social Data Lab

home : sdr : expertise : clients : speaking : teaching : itinerary : contact

: itinerary :

I'm based in San Francisco but my work takes me around the world. Click on an airport to see when I'll be there: AMS : BCN : BKY : BOS : FRA : HAM : HNL : IST : JFK : LAS : LAX : LIN : LNY : MEX : MIL : MRY : NRT : NYC : ORD : PAO : PEK : SFO : SJC : SYD : TXL : YVR : all dates

: 2013 :

24Jun Mon	PAO Social Data Summit groupspaces.com/sdl/item/447744 sponsored by Timberland bit.ly/sdttimberland
25Jun Tue	PAO VF Big Data Panel bit.ly/vfpanel SFO 2325 UA412.LH-66HXJT-UA-D7SPX5.2F
26Jun Wed	arr 0537.1 MEX
27Jun Thu	MEX HSM World Marketing Forum "Mas alla de Big Data: Como las refinarias de datos cambian marketing y decisions" www.wobi.com/event/schedule/69885/56739
28Jun Fri	MEX 0945.1 UA293.D7SPX5.LH-66HXJT.3A 1144.6 LAX 2236.7 UA263.MN1PJD.21F 2358 SFO

Mexico City, Federal District, Mexico 3 minutes ago

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This week Social Data Summit at Stanford and World Marketing Forum in Mexico City, back on Saturday. Cell: +1 650 906-5906. Email: andreas@weigend.com

If you have any questions or just want to say hi, use the email above



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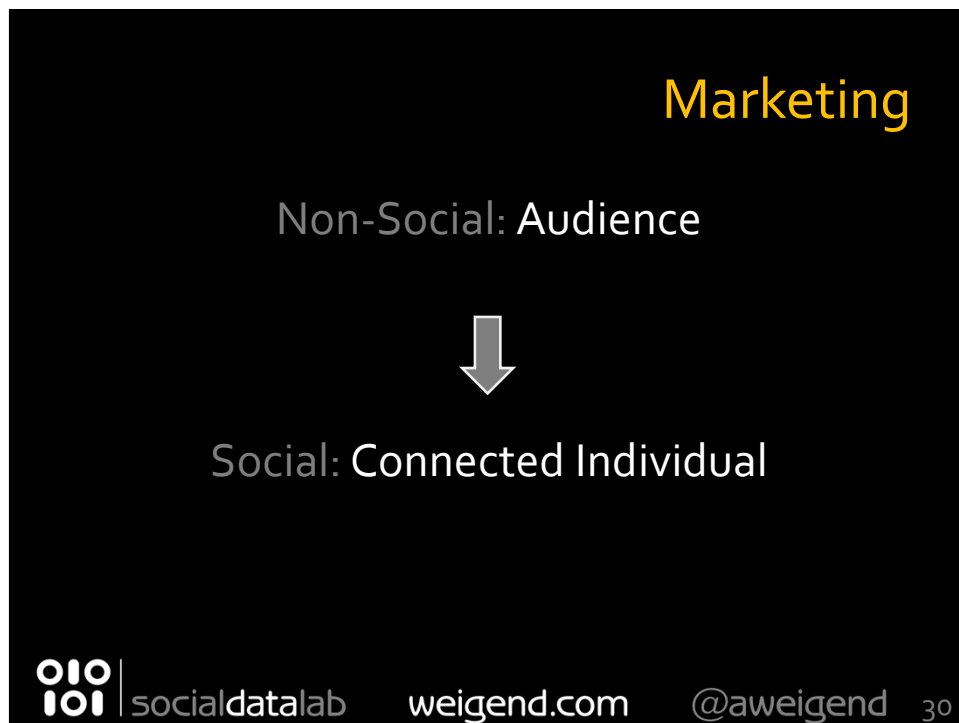
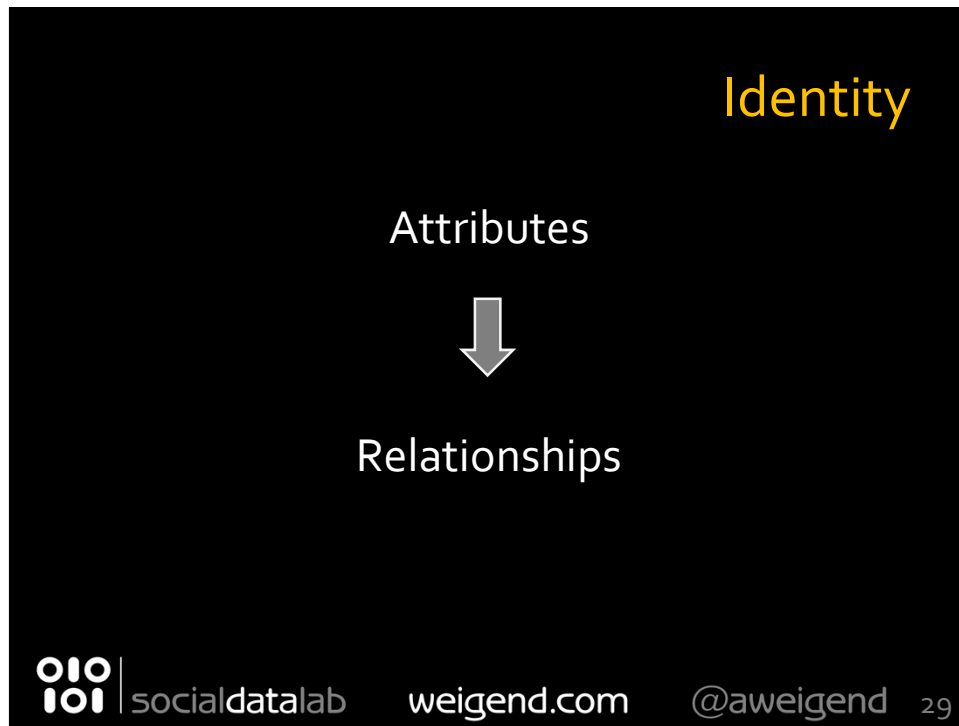


“On the Internet, nobody knows you’re a dog”

2013




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




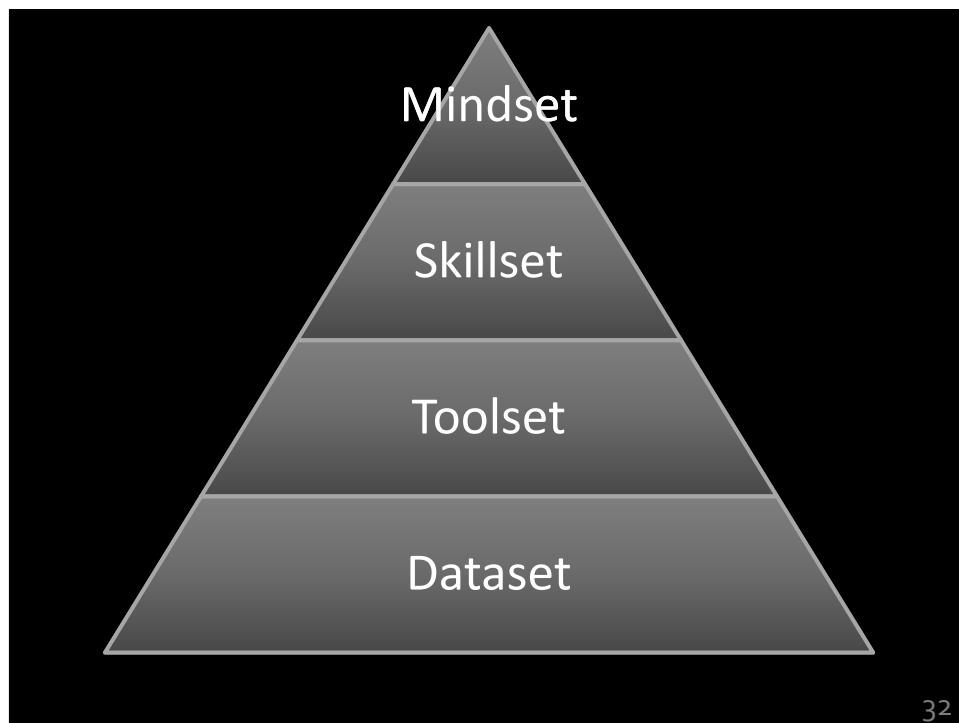
Business Models

Non-Social: Craigslist



Social: Airbnb, Branchout

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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!

Andreas Weigend
aweigend@stanford.edu

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