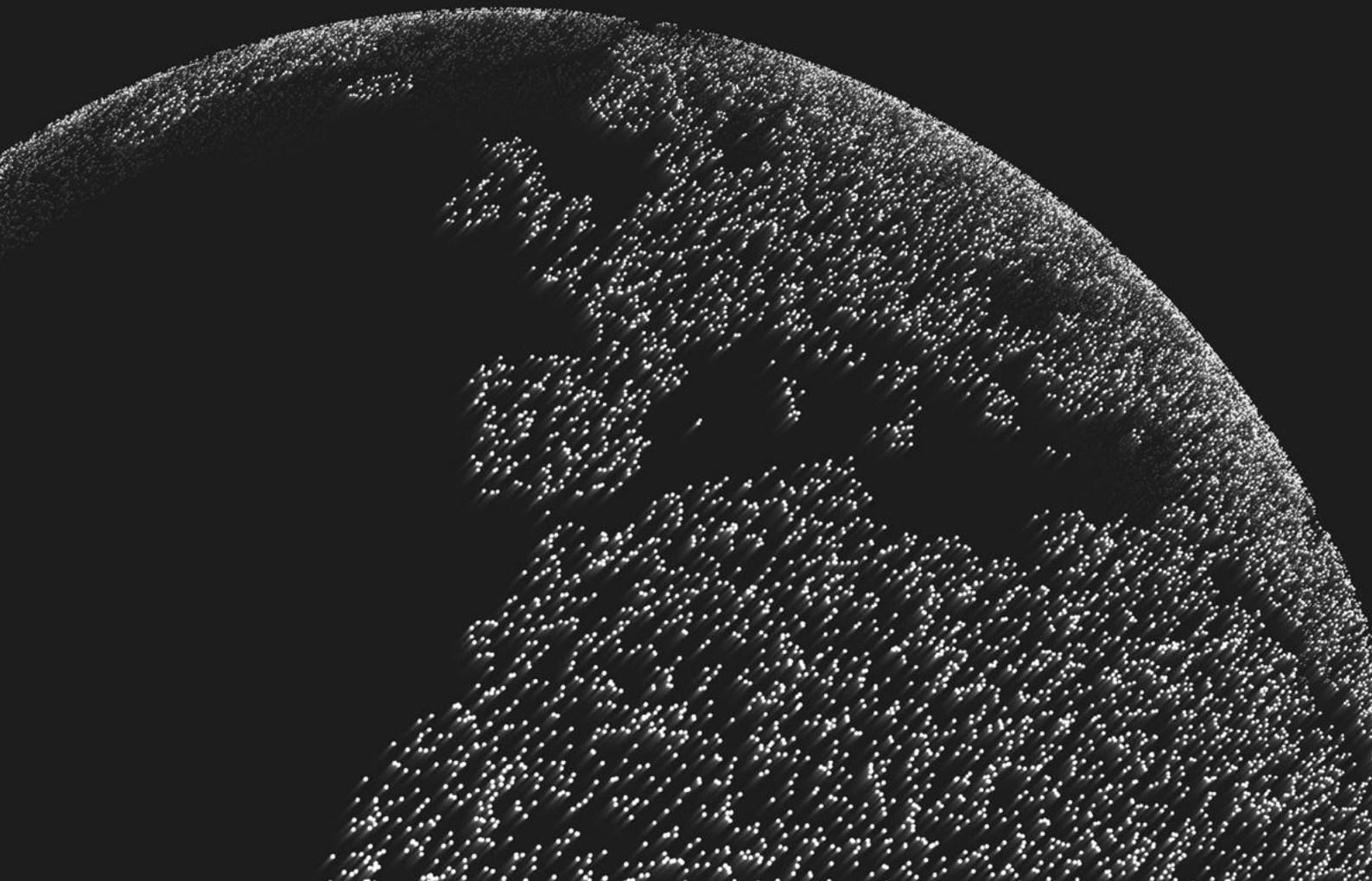




TRANSFORMING MARKETING FOR INTERNATIONAL BRANDS: How to Create More Impact With Less Efforts

Conducted by
EIGHTYDOTS in collaboration with Khoros,
the leading customer engagement platform.





Executive Summary

DID YOU KNOW THAT YOUR BRAND HAS HUGE POTENTIAL THAT YOU ARE MISSING OUT ON?

We analysed a variety of brands on social media from different industries and found that all of them have the same challenges when it comes to managing their marketing on a global scale. If you are heading the marketing for a large or mid-sized brand that is present in multiple markets across the world, or a small brand who wants to expand globally, this report will guide you through how to scale your marketing impact effectively and efficiently.

What society has learned about the importance of digital marketing transformation grew even more relevant during the COVID-19 pandemic. Encompassing one core message and communicating it to your customers, effectively, economically and with ease, is vital to making sure your company is viable in the future.

Our research uncovers that around 75% of international brands do not have a consistent brand message or digital presence across their markets.

Struggles with transparency on activities that are running globally, efficient governance and processes to make sure your message reaches your customers properly, low customer engagement due to irrelevant content, the implementation of consistent customer services, and ultimately business goals, are rampant and must be addressed in order to be successful during these unprecedented times.

This white paper will help you shift your mindset and recognize how to overcome these challenges by implementing a change in your collaboration method that will quickly enable you to create more marketing impact and scale your marketing strategy worldwide, all while keeping efforts low.

With the right team set-up, collaboration and this white paper in hand, you will be on the right path to achieve global impact for your brand.

Spend just 45 minutes reading through this report and you'll be able to identify where your marketing strategy needs action for change.



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Introduction

ARE YOU WAITING FOR A MARKETING CRISIS TO JUMP INTO ACTION?

Are you sitting back until one day you have the immediate pressure of a worldwide scandal looming over your head to finally improve the communication in your international organisation? Through our analysis of 75 diverse brands we found that achieving globally consistent brand communication internally and towards customers, both effectively and efficiently are the biggest challenges across all industries for international brands.

The positive outcome for brands who've faced a marketing scandal: One brand with one message communicated quickly, globally. But why can't it always be that efficient and effective? Crisis or no crisis. Having one core message and communicating it with ease to your customers is vital to making sure your company is viable in the future, through good times and bad.

Today, with the consequences of the COVID-19 pandemic, it's not only those scandal-versed brands that know the urgency of this topic - we all do. The transformation to digital has been gradual over the past decades, but now we've all experienced why working digital is more important than ever. COVID-19 was simply an accelerated, and surely a traumatic way of proving why you need to make sure your company has an efficient way of working and an effective marketing strategy. That means successfully scaling your impact with the lowest efforts possible.

During any type of crisis, you can't afford – financially or reputably – to have inconsistent marketing. So, what's the excuse on a daily basis?

Our analysis shows that just a few internal role changes and modifications on how you act, enables marketing teams to achieve much more, within a short term.

Don't have a consistent, unified message across all of your countries? Struggling with transparency on the activities that are running, globally? Have a message, but no efficient processes of sharing it or effective governance to make sure it reaches all of your customers properly? Don't have enough resources to scale the impact of your strategy?



Throughout this paper, the terms 'market' and 'countries' are used interchangeably to refer to a brand's subsidiary regions other than their headquarters or central teams. These markets or individual countries carry out marketing activities locally, as opposed to globally.

The takeaway of this report will allow you to shift your mindset and recognize how to overcome these challenges by implementing a change in your collaboration method that will quickly and easily enable you to create more marketing impact and scale your marketing strategy worldwide, all while keeping efforts low.

Seize your potential & take charge of missed opportunities

Did you know that your brand has huge potential that you are missing out on? We teamed up with Khoros to analyse the top markets of 75 international brands that are diverse in industries, levels of experience and countries they are present in.* We analysed them, mostly significantly on social media, both quantitatively; including the KPIs fanbase and engagement rate, and qualitatively; based on a set of activities that every marketing team will recognize. We examined brands from the following industries:

- Automotive
- Energy & Industrial Manufacturing
- Fashion & Retail
- Financial & Insurance
- Food
- Healthcare & Pharmaceutical
- Home Appliances
- Technology, Media & Communication

Nearly all brands have the possibility to improve each KPI by more than 50%.

We identified that all international brands can create more impact on a global scale, but are not reaching their highest potential due to struggles to scale their marketing initiatives consistently. Despite the industry, geographic location or company size, all international brands face the same struggles in awareness, customer engagement, and customer experience and business goals. We will dig deeper into these key struggles and discuss what you can do to reach your full marketing potential.

Getting there

There is no doubt that brands are smart – they know where to go. But not everyone knows the perfect way of getting there.

We have identified the aspects you need to achieve the best marketing set-up to make your international brand more efficient and effective, quickly and easily. There's more room to improve than you could have imagined, and the efforts you need to input are miniscule in comparison to the results you can achieve by scaling globally in the correct way.

“70% of enterprise brands agree it's difficult or impossible to manage the holistic customer experience when systems, tools and/or teams aren't integrated” ¹



Chapter 1

CONSISTENCY + COLLABORATION ARE A MATCH MADE IN (MARKETING) HEAVEN



We define marketing performance success with two main definitions:

Successful effectiveness:

The set objectives were achieved to the highest standard.

Successful efficiency:

The marketing activity was carried out adequately in regards to budget, communication and other resources.

Consistency is one of the integral components in scaling up your marketing activities successfully. In this report, we define success according to effectiveness, meaning ‘were the set goals and optimal results achieved?’, as well as efficiency, meaning ‘was this activity carried out adequately in regards to budget, communication and resources?’. * We have observed brands and identified weaknesses that can be improved with a collaborative approach that allows homogeneity in touchpoints, processes, services and content. Just imagine how easily you could create impact if these aspects were the same in all of your markets.

Collaboration is the foundation of everything

International companies should have a service-focused collaboration model with one global team. This means the role of the headquarters is shifted from the traditional advisory role to a more service-focused role. The headquarters and the global team should offer a standard range of support to the markets, while tailoring their support depending on the needs of each. With this set-up, both central and local teams can be confident that their marketing activities are implemented effectively - in the best way to achieve the best results.



The 'global team' is a group of brand individuals with the common objective to support the success of all global activities, whether it be strategically or operationally. Read this section again to learn more about the set-up and what the global team offers.

Building the team

The first step is to build up one team with the necessary competences. Let's call them the "global team"*, characterising their role, rather than their geographic location. This team is not required to sit in the headquarters. It can be comprised of personnel from around the globe, current partners, freelancers and the like. The main importance is their role: this comprehensive team is responsible for all global activities in all markets. A global team set-up offers:

- Transparency on all activities and performance.
- Ease in communication between global and local teams.
- The sharing of knowledge, capabilities, data and most importantly, success.

With the implementation of this collaboration model, BMW achieved 66% less local campaign efforts and faster knowledge transfer between all teams and markets worldwide, in just two years. ²

As a locally acting marketing manager for an international brand, have you ever felt that your singular markets have not received the recognition or awareness they deserve? You've carried out hugely successful local campaigns, only to have them overlooked by your colleagues? This collaboration

methodology empowers markets so they can have their expertise and success shared globally.

In traditional marketing set-ups, central teams at the headquarters are focusing on strategic, brand related objectives, while local subsidiaries are focusing on connecting those activities with their local insights to create business impact. These discrepancies regularly lead to limitations in resources, budgets, competences or capabilities.

According to a 2019 report by the CMO Council, nearly two-thirds of marketers rated themselves as below satisfactory when it comes to their capacity to adapt global marketing strategies across their local markets. And 59% reveal that limitations in budget is one of the top challenges in reaching strategic success and growth.³

A service-focused collaboration model allows a balance by compensating limitations using the global team. Not only will this lower your local efforts overall, it will also allow you to reach your local marketing goals, while still reaching the goals of the headquarters.

Remember that outstanding local campaign? With a standardised collaboration model throughout the entire marketing ecosystem of the company, that campaign can be slightly adapted to go global. It's a win-win situation, and a collaboration at its best.

We know it sounds intimidating – changing your roles and established way of working is always a challenge. This collaboration is a modernised way of working that absolutely takes a change in mindset; however, let's keep things in perspective – this change benefits all internal teams. It can be implemented quickly, can be done with your existing resources, and delivers immediate results. What's preventing you from initiating this in your own organisation?

This collaboration model is the glue for you to create more impact with less efforts in all of your marketing activities.



Chapter 2

GOVERNANCE AND THE GLOBAL TEAM

An aspect of marketing that we have experienced all brands struggle with, is governance. An inconsistent or ineffective structure of processes and policies directly causes heterogeneous brand perception. If each market follows their own rules, there is bound to be a miscommunication in the brand's message.

Brands cannot confidently say that they have a set of processes or that those processes are followed globally. According to a 2019 Brand Management Survey by Brandworkz, 83% of marketers within a global organisation find it challenging to regulate consistent use of their brand on a global basis and only 14.8% say that their brand gets used in the correct way across their teams.⁴

In order to succeed in governance on a global scale, the global team must not only be responsible for the creation of a set of guidelines, but must also support the local teams with effective implementation. This involves assisting the markets in areas where they have their biggest challenges. Overall, the global team should focus on bringing internal teams together to convey a consistent brand message.

General Motors managed to do exactly that with one of their “global teams”. A team of experts specifically appointed to align GM’s social media efforts with their brand identity, successfully brought their 800 users in seven international regions across nine brands, onto the Khoros platform. One advancement, amongst many, was a successful start to governance on a global scale through software.

Achieving governance across all markets brings you one step closer to scaling your marketing worldwide.

Case Study

General Motors is a customer-first company, and the General Motors Social Media Center of Expertise (CoE) exists to keep GM’s social media efforts aligned with that identity. The CoE knows that to be truly customer first, a company must have a strong and trustworthy social presence, so it decided to re-evaluate GM’s social media management software to better deliver on that promise.

The Social Media CoE, working closely with General Motors IT, needed to find the best listening, engagement and customer care tools to deliver a first-class experience across social for its fans. The CoE serves more than 800 users in seven international regions across nine GM brands, so this solution needed to be both scalable and flexible.⁵



Chapter 3

AWARENESS

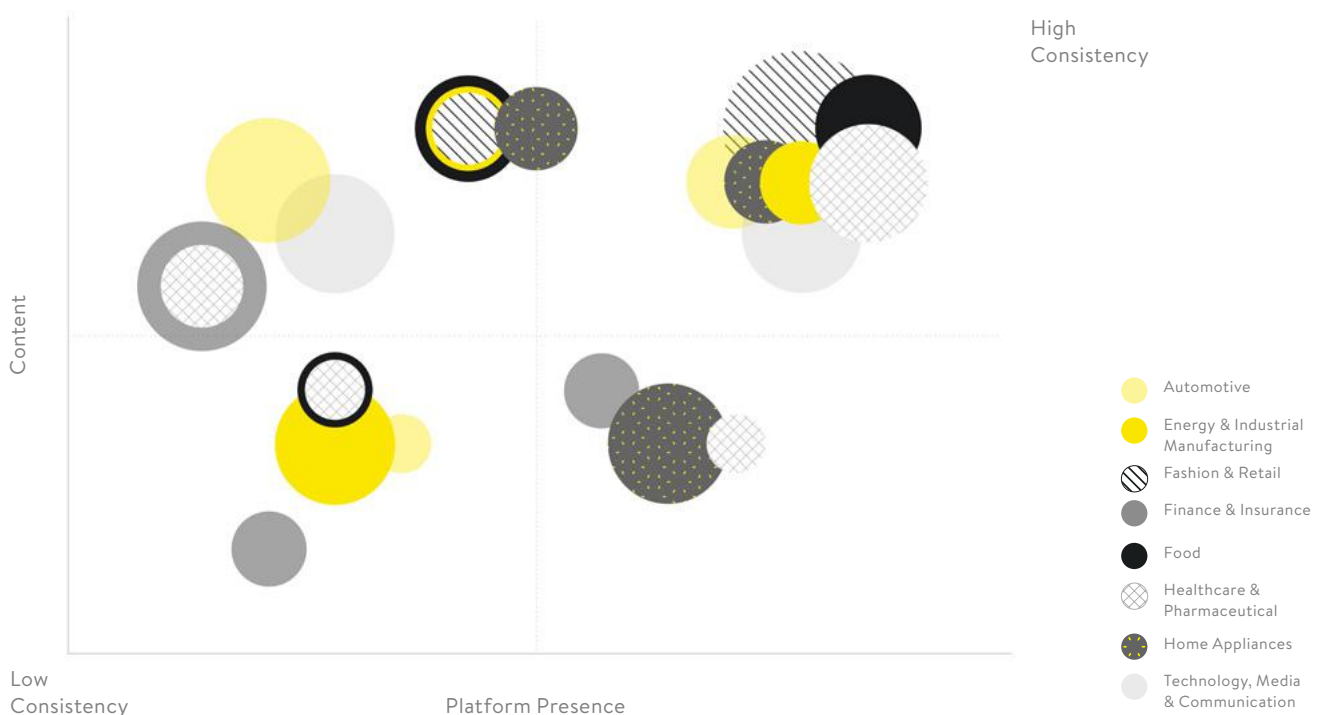
We've discovered that all international brands have significant potential in their brand awareness on social media; specifically, the possibility to increase their fanbase. On Facebook, we've identified that industries are missing 80% of their potential fanbase, on average. To get closer to their potential, brands need to successfully scale worldwide. The foundation of this success is consistency, and that's exactly where international brands are lacking.

Based on our experience, we've pinpointed two main indicators that are crucial for a scalable brand strategy: consistency in presence on a given platform and consistency in content that is shared on the platform. For instance, are all markets present on Facebook and do they all communicate the same brand look and feel?

The scattered nature of industries in Exhibit 1, indicated by colour and pattern, shows that inconsistencies in these two variables exists across all brands, no matter the industry. 72% of brands show a lack of consistency in either platform presence or content.

Exhibit 1:

Evaluation of Platform Presence Consistency and Content Consistency of International Brands ⁶



At first glance, Exhibit 1 indicates that a significant number of brands (43%), positioned in the top right quadrant, have consistency in both variables. But in reality, much less (only 16%) have real platform consistency, because the others are not even present on more than one platform.

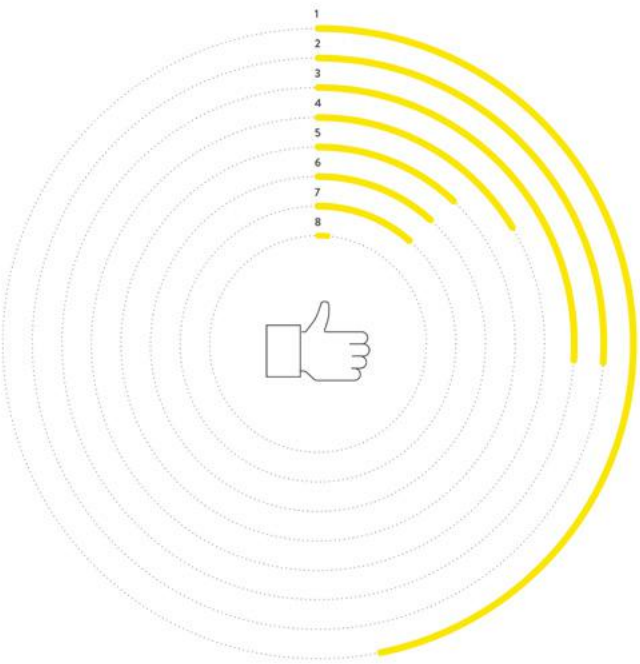
Brand communication should be localised, but the overall brand look and message should be unified. This inconsistency is in no way helping the brand connect to and keep a relevant audience, and is just one of the reasons brands are not reaching their full potential.

Inconsistency is not wrong, it's inefficient

There are multiple reasons a brand might be inconsistent in which platforms they are present and which content is used across their markets – some valid and others not. Perhaps they have challenges with distributing content efficiently. Or maybe they consciously chose not to market on Instagram because their target audience is just not reachable there. Regardless of why, consistency is necessary to scale up and the vast inconsistencies that we analysed across all industries is an indication that the majority of international brands are simply not ready to scale their marketing worldwide. Due to these challenges, brands are missing out on conquering a large number of their potential customers.

Exhibit 2:

Current Fanbase of International Brands in Comparison to their Potential Fanbase ⁷



Industry	Current Fanbase (achieved)	Potential
1. Automotive	47%	+53%
2. Technology, Media & Communication	26%	+74%
3. Fashion & Retail	26%	+74%
4. Food	17%	+83%
5. Home Appliances	12%	+88%
6. Finance & Insurance	12%	+88%
7. Energy & Industrial Manufacturing	12%	+88%
8. Healthcare & Pharmaceutical	2%	+98%

Exhibit 2 shows that the automotive industry is missing 53% of their potential in fanbase, which means a loss of converting 11 million people into fans. On the other hand, the healthcare and pharmaceutical industry achieves only 2% of their full potential in awareness and is therefore missing out on converting 2 million people into fans. People may argue that it's easier for industries like technology, fashion and automotive to capture customers because they can relate to the masses and connect with them on an emotional level; however, there is still a large loss in fanbase potential for these 'main stream' industries. At some level, they are also failing to connect to their customers with relevant content and to scale their success. We talk more about how to overcome these challenges in the "engaging customers through individualisation" section to come.

In addition, we found that brands could reach up to 70% of their potential audience with a paid strategy, but most brands don't even achieve 1% organically.

Reaching your potential in awareness

Exactly how can you come closer to reaching your full potential in awareness on social media? The solution, as we mentioned in chapter one, is preparing your company with the right collaboration methodology to scale its marketing strategy worldwide; shifting the way you work internally to run a global strategy with consistent digital presence and consistent brand content. This requires:

- One global social media strategy and homogeneous implementation
- Extended channel presence internationally
- Stable paid social strategy

The implementation of a customer engagement platform, like Khoros, which includes social media management solutions, can help optimise efficiency by distributing and sharing content easily among all markets. Adequate technological infrastructure in your organisation will also help unify processes worldwide and increase transparency to reach goals more effortlessly.

The role of the global team is crucial in maintaining consistency. Based on experience, we've concluded that an ideal set-up includes the global team being responsible for the global social media approach, which is derived from the global digital marketing strategy, including on which platforms markets should be present, the brand perception on these platforms and the operational activities. This collaboration brings both the central team and local teams closer to their goals in the most effortless way possible for everyone.



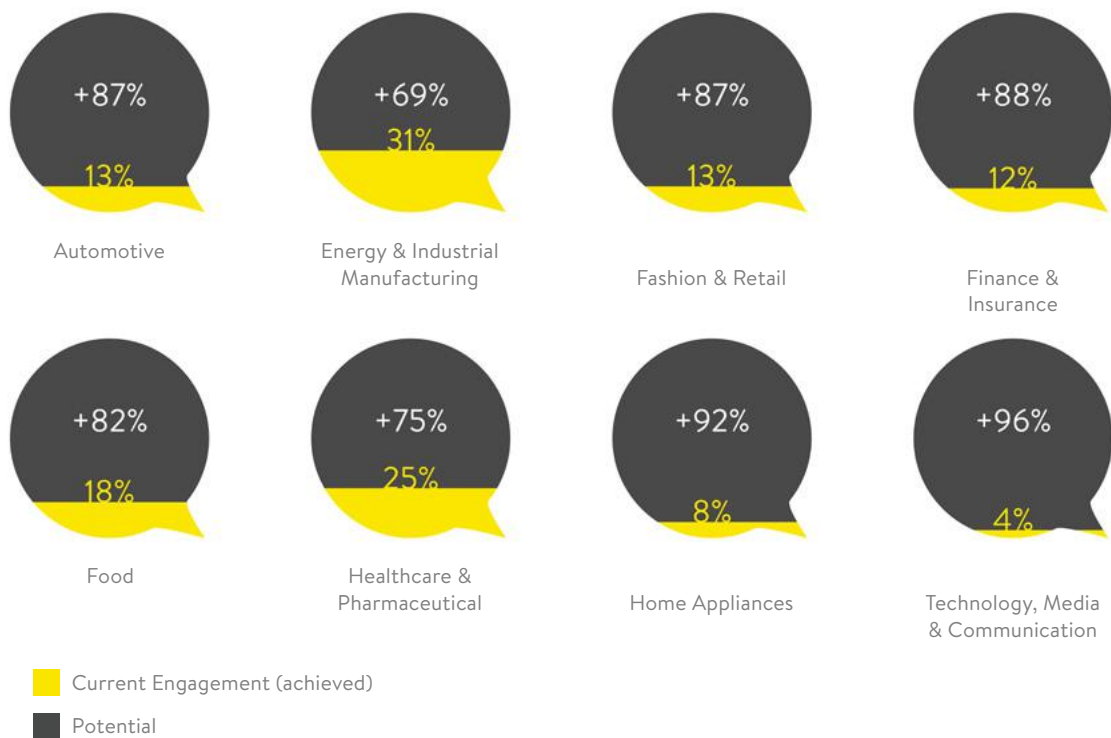
Chapter 4

ENGAGING CUSTOMERS THROUGH INDIVIDUALISATION

The next marketing activity for which we uncovered significant potential is in customer engagement. We analysed the social media strategies of international brands and identified that they are missing 84% of their potential in engagement, on average.

Exhibit 3:

Current Engagement of International Brands
in Comparison to their Potential Engagement ⁸



One of the main reasons for a low customer engagement is the lack of strategy on how to scale an optimal engagement rate across markets. While analysing the top markets of each brand, we noticed that in some cases, a brand has one outstanding market with a very high engagement, while others are struggling to reach similar results. We've noticed a strong connection between the collaboration of central and local teams, and their engagement rate. Let's take a closer look at the gap in potential for the automotive industry.

Exhibit 4:
Engagement in Various Markets
Across the Automotive Industry²

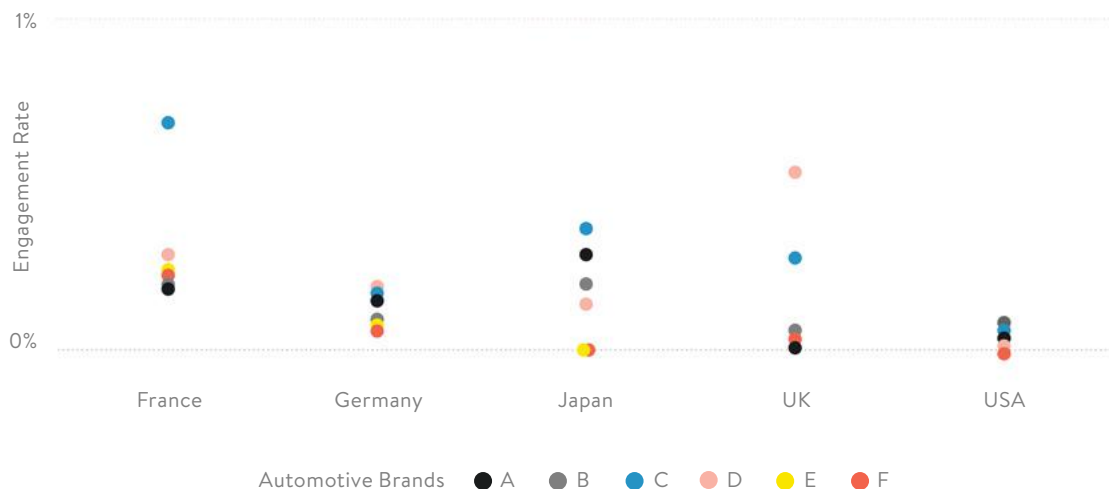


Exhibit 4 shows the engagement rates of seven various brands in the automotive industry, across five of their top markets. Here, there are two main takeaways.

Firstly, none of the automotive brands are reaching their potential. Through our research, we know that all of these brands have heterogeneity in a vast number of topics. They show variations on social in fanbase, paid strategy, content type and message, platform presence and more. With all of these differences in mind, there is still a similarity: low engagement. The automotive brands are all positioned at less than 0.7%, failing to even come close to our calculated potential engagement rate of 2.18%.

Secondly, none of the brands manage to achieve a consistent performance across all countries. If we look at all brands in the UK, there is disparity in engagement rate between the brands within this one country. This shows that the challenge is not geographically related. Instead, the challenge is brand related. The brand does not have a relevant content strategy for that country; therefore, their fans will not engage. This is the challenge that all brands must overcome to move closer to their potential customer engagement and this is where the collaboration of central and local team comes into play.

If marketing is not individualised to the exact needs of the customer, the customer will not connect or engage with it.

BMW overcame this challenge through the strategic and operational implementation of content individualisation, using social listening and artificial intelligence to understand the audience in each of the 35 countries EIGHTYDOTS

worked with for the premium automotive manufacturer. They quickly identified which content works best in each country on each channel and brought success globally in social engagement. BMW achieved segment leadership in 100% of their markets on social in less than two years. This collaborative approach implementation also resulted in lower campaign efforts, consistent communication across countries and global transparency on customer demands.

Through our experience, we have identified that it's necessary to have a set-up that allows every team to succeed despite their shortcomings.

That's how you ensure global impact and this is what you need to attain it:

- A service-focused collaboration model
- A consistent content management process and content strategy worldwide
- Relevant individualised content in each market in order for your customers to feel connected and engage

In contrast to the traditional process of distributing a global campaign or centrally created assets, the collaborative approach takes into account each market's individual requirements in culture, past performance, business goals, and needs in competences or budget, to name a few. This process enables the global team to track crucial local differences between countries. For example, the correct tone of voice to communicate with or the most relevant products and services in each country. The global team focuses on providing the best relevant assets, while the local team can focus on the best possible implementation.

Case Study

A regional business unit of BMW with markets that have hugely different cultures, languages and local set-ups, set their goal to become the most relevant premium automotive brand on social media. But how do you even start to tackle an established and beloved brand? Together with EIGHTYDOTS and their unique collaboration approach, the focus was on two things: putting the BMW customers in the centre and achieving consistency within the region. To do so, BMW collected data and analysed local customer experiences. Are electric models trending in Morocco? Is BMW perceived as innovative in Israel? Which service would be best for BMW on social for Icelandic customers?

Using social listening and AI to understand the audience in each of the 35 countries EIGHTYDOTS worked with, they quickly identified which content works best in each country on each channel and brought success globally in social engagement. Within less than two years, BMW became segment leader in 100% of the countries when measuring the engagement per fans on social media. Due to a collaborative approach, campaign efforts were significantly lowered, and there was an increase in consistent communication and global transparency on customer demands. This social media approach is now part of an entirely new digital marketing strategy for BMW, that inevitably influences the entire communication.¹⁰

Success for one means success for all

You might have in mind one of your markets who is performing very well on social media, with a high engagement rate and large fanbase, while the others are struggling to meet their goals. Hypothetically, this “successful” market does not follow the global guidelines or governance, and they have their own social content strategy that outperforms. How could that success story be integrated into a global strategy and scaled across all other markets?

The opportunities of a service-focused collaboration model are to share successful content from any of the markets with the others to extend the benefit and lower the efforts.

Not only does this model help all markets be the best they can be, but it also enables the brand as a whole to learn faster about what is relevant for their customers in each market.

The technology you need for a data-driven future

Our research indicates that creating an individualised content strategy is a prevalent challenge for international companies. Firstly, how is your global team expected to create personalised content for numerous markets and distribute it all on a regular basis? Your budget would explode if you constantly create individualised assets. Secondly, how can the global team create this content without the cultural knowledge of living in country A, B or C? This is where the integration of technology can assist in designing a data-driven content strategy and achieving your goals.

There are multiple marketing activities that can be improved with the integration of technology like analytics software, social and deep listening, content management, and other automation using machine learning, which the global team should consider. Some of the benefits are as follows.

- The global aggregation of consumer sentiments allows for consistent identification of relevant topics, as well as a more efficient production of this relevant content.
- The global distribution of content allows for a more efficient provision of centrally produced assets to the local teams.
- Predictive data-driven content planning per country creates more effective social marketing locally, that could even be managed or supported centrally.

- Community management automation can support a more individualised customer experience across the customer journey.
- Automated performance benchmarking with competitors creates more transparency on a global scale.

Implementing all or any one of these technologies across your markets will improve time efficiency, accuracy and ultimately consistency.



Chapter 5

SCALING CUSTOMER EXPERIENCE: REACH CUSTOMER EXPECTATIONS AND BUSINESS GOALS

The importance of digital services has become even greater over time and the transformation to digital has been forced at high-speed. If companies weren't already convinced that going digital is necessary, it's clearly necessary now, since the difficulties businesses have faced due to the COVID-19 pandemic, but also by sheer fact of demand.

62% of people surveyed agreed with the statement “I expect brands to be available and open to communication on all my favourite digital channels”.¹¹

70% of people surveyed say that connected processes are very important to win their business; such as seamless handoffs between departments and channels, or contextualised engagement based on earlier interactions.¹²

The transformation of products, services, and the entire customer journey towards digital, is in demand. According to statistics, customers are shifting their preferred interaction with brands towards digital and reduced-contact means. If brands are not yet supporting this switch, they need to get onboard, fast. However, there is a challenge for brands to overcome.

Only “67% of consumers who have used messaging to contact a brand report they were satisfied with their experience.”¹³

This proves that a whopping one third of customers were not satisfied with their



We define high quality customer experience from the perspective of the customer. The journey to reach their goal is effortless, fast, and on one platform.

experience; ergo, brands are not up to par with customer expectations. Obviously, excellent customer experience at any touchpoint creates good brand perception which ultimately helps business goals. That set aside, more important for us to acknowledge here is the direct impact on business objectives that customer experience can have. In our analysis, we measure the quality of customer experience based on the amount of effort a customer needs to reach their goal.* Whether they want to learn about your brand or make a purchase, an effortless experience is a must. Through the design of better, hence, more effortless, quality customer experience and consistent customer services on all touchpoints, especially social media, brands can increase their website traffic and ultimately, sales.

Across all brands we've analysed, independent of their industry or size, an inconsistent customer experience is common. This means, the customer journey is non-linear and therefore not ideal. If brands want to scale up, it's essential for them to improve their consistency across the entire brand and their platforms. Firstly, individualised customer service should be able to start and end anywhere, easily and seamlessly. Secondly, only after a consistent strategy is built will it be possible to scale up the strategy, allowing brands to reach their full potential in sales, in all markets, worldwide.

Design a seamless customer journey

Within the inconsistencies identified through our analysis, we found that this often included an inconvenient interruption in the customer journey. For an effortless experience from the customer point-of-view, the journey must be seamless. For instance, if customer A sends a message on Facebook, they should receive the answer on Facebook and not be directed to another agent on another medium, be it phone, email... etcetera. The alignments to understand the customer and personalise their service, should take place internally and not interrupt the customer's overall experience.

77% of people surveyed agree with the statement “I expect a brand’s internal teams to collaborate, so I don’t need to repeat myself or receive impersonal communications”.¹⁴

The more effortless the experience is for a customer, the more likely they are to stay until they reach their goal, which should be the objective for companies when it comes to customer experience expectations.

57% of customers have stopped buying from a company because a competitor provided a better customer service experience.¹⁵

Consider using technology such as a chatbot to open services directly on social. Other AI technologies should also be considered for optimising the efficiency of customer services agents to improve customer experience and shorten the sales funnel.

We found that 54% of brands analysed have inconsistent customer experience on Facebook across their markets. That means the markets do not have the same standards in how they interact with their customers in tonality, mechanism or timeliness.

The lack of consistency in these services indicates that brands are not working in an efficient, collaborative way where they are ready to scale worldwide. The collaboration needs to evolve to be an asset in achieving consistency.

This is an opportunity for the global team to support with balancing the customer experience across all countries to achieve consistency. The global team should drive and support the local teams in every way possible for the brand to reach and exceed customer expectations. A starting point can be the design of customer services for the inquiries that commonly arise for your brand; then, the prerequisites that are needed to scale these services globally.

The cycle of customer insights

An essential component of designing services that meet customer expectations is knowing what their expectations and demands actually are. The only way to improve your services is to interact with your customers to gather their feedback and demands. Learning what your audience likes and dislikes - where they like to interact with you and how, are elementary in constant optimisation of your digital customer experience.



Today, there are many options in technology and techniques to help you gather and aggregate customer insights from all touchpoints.

- Learn more about customers who do not directly interact with you, using deep listening tools.
- Gather insights and allow customers to stay on social by implementing a chatbot.
- Gain transparency about customers across all markets to have a holistic representation of your audience by help of an analytics infrastructure.
- Increase efficiency of customer service agent roles using automation and prediction technology.
- Encourage interaction between customers by creating an online community, which in turn, increases efficiency of customer experience/ services by allowing customers to turn to one-another.

It's a cycle of gathering insights and an evolution of digital experience in combination with customer needs. As a brand, the more you interact with your customers, the more you learn and the more benefits arise for both sides. With the knowledge you gather through listening to your customers, interacting with them, and then testing new services, the better you can continuously improve and fine-tune your strategy and services.



CONCLUSION

The social media challenges outlined are a representation of these challenges seen across the entire marketing landscape. The practises advised here should be considered in all other disciplines of your marketing strategy to reach your full potential as an international brand.

These learnings will help make your work more impactful, the collaboration with your teams more productive and insightful, your brand more customer focused and through that all, enable brand success.

Bring to the forefront the framework and cases presented here to help your teams and colleagues embrace marketing transformation in their company to scale their marketing impact worldwide.

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ABOUT



EIGHTYDOTS GmbH is a Munich-based digital marketing agency. It was founded in 2014 by Marta Epelde and Guntram Kopp. EIGHTYDOTS' mission is to help brands with an inconsistent performance across countries by transforming their digital marketing in order to create more business impact with less efforts.

Within the first few years EIGHTYDOTS has built up long-term relationships with brands of all sizes and created digital marketing strategies that have been implemented successfully in more than 50 countries worldwide.

As trusted advisors for brands like BMW, Sony, NEFF, MINI and PowerBar they continuously study the rapidly changing landscape of the digital world and its opportunities for those brands. They know how difficult it is to transform a great marketing strategy from a headquarter or regional department into effective action on market level. Their teams help brands create business impact day by day, with an approach that connects the competences and resources of central and local marketing teams more effectively - all with lower budgets.

To learn more about how EIGHTYDOTS GmbH can help your brand, contact **Eric Luna** at e.luna@eightydots.de



Khoros, formerly Spredfast + Lithium, is the leading customer engagement platform built to turn siloed knowledge into enterprise value, and customers into contributors. By connecting consumer insights across all departments, Khoros gives companies the ability to run their business with their customers, anticipating their needs and accelerating sales, loyalty, and innovation.

With 2,000+ customers, including 52 of the Interbrand 100, and ten offices globally, Khoros powers approximately 500 million digital interactions every day. From social media to online communities and messaging to digital customer care, Khoros helps companies authentically connect with customers throughout their journey.



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