

PAYING FOR DIGITAL

投资 互动 营销

If you have been living in a cave the last ten years, it might have been the only way to miss the web phenomenon and the impact it's had on marketing. As I sit here in snowing China, 220 million mainland Chinese are now active users, and (you might need to sit down for this one...) 46 million of them have their own blog now (more than most country populations).

如果你仍然活在过去 10 年的陈旧世界里，那么你可能错过了互联网现象以及忽略了其对市场营销所产生的影响。我现在正坐在雪花纷飞的中国，到目前为止，有 2.2 亿中国人是活跃的网民，并且（你可能需要坐下来好好阅读一下）其中的 4600 万人已经拥有自己的博客（这个数字甚至比大多数国家的人口还多）

Yet wherever you are in Asia, the issue marketers are facing is how much should I invest to reach them? This is both from a creative aspect as well as a media one. Since the medium is so new, it's harder to have standard benchmarks such as commission, FTE or hourly rates.

然而无论你在亚洲的哪个地方生活，市场主正在面对的问题是- 我需要投入多少来影响他们？无论是来自创意方面还是媒介方面。因为这个媒体是那么新，所以也就越难去对佣金、FTE 或者小时计费进行基准衡量。

We've come face to face with this now on a number of bleeding and leading edge marketers, and would just offer up a few suggestions for the rest.

我们曾与各行业中的多家领跑企业促膝讨论，在此将一些建议与各位分享。

1. Go back to 'e-school'

The biggest issue marketers have in paying creative agencies for digital work is their lack of knowledge. And by this I mean DEEP knowledge of (for example) what flash is, how it works, how it gets created, what limitations there are, what time is required for work, and importantly, how consumers interact with the web. The best agencies factor in time to upskill their client - they go beyond reactive project based work, and treat the marketer as a partner in the digital journey

1. 回到“电子学校”

由于缺乏互动营销的相关知识，市场主往往在支付创意代理公司的互动作品时遇

到麻烦。我的意思是需要对何为 **Flash**、它是怎么运作、它是如何被创作、它有哪些局限、什么时候开始运转要有深入的了解；更重要的是要了解消费者如何在网络上进行参与。而优秀的代理公司应及时意识到问题所在，主动帮助他们的客户增加相关认知 - 在互动营销过程中真正将客户视为合作伙伴来对待。

2. Digital is not another medium, it's a way of life

From a creative perspective, most marketers (and to be fair, a lot of agencies) still treat digital as a medium to be 'consumed' - "We need to extend the look and feel of our TV into online". Well, sad to say, for a lot of the online audience, they may never interact with TV. Ask a typical 20 year old how they spend their time, and increasingly through bit torrent, youtube and the like, the web is becoming the dominant form of their self expression and self awareness - not just somewhere else to place ads, akin to TV and print.

2. 互动不只是另一种媒介，它是一种生活方式

从创意的角度来看，大多数的市场主（坦白讲也包括许多广告代理公司）仍然把数字当作一种可以被采用的媒介来对待-“我们需要把电视上的广告内容搬到网络上”。好的，遗憾的是，对于许多网民来说，他们也许从来不看电视。问 **20** 岁上下的年轻人他们的时间是怎么分配的，越来越多的人回答 **BT** 下载软件，**Youtube** 视频站点等，互联网逐渐成为他们表达自我和认知自我的主流形式 - 在他们的意识里，互联网绝非另一种用来植入广告的媒介。

3. Respect the time it takes a media agency

A typical media agency can't effectively buy online media at 2,3 or 4% commission - since most buys involve more work, more collaboration, potentially some content negotiations and detailed analytics at the back end. There's no rule of thumb on what it does cost, since each client uses their media agency in different ways for online. The bottom line is, don't treat online media buying with the same 'commodity' mindset as TV and print, or you will end up with commodity activity that doesn't get noticed. Finally - use the analytics to your advantage - pay the agency a variable compensation based on results, easily tracked through campaign effectiveness. One of our clients ran 94 different creative units recent for one promotion - each one trackable and measurable in the most specific detail

3. 尊重媒介代理公司需要花费的时间

如果还是以过去的 **2%**，**3%**或者 **4%**的代理费用来看，典型的媒介代理公司不可

能有效地执行网络媒介购买- 因为绝大部分的购买包括更大的工作量,更多协作,以及潜在的内容植入谈判甚至是一些详细的分析。在这些方面的费用到目前为止也没有很清晰的规则,每家市场主运用其媒介代理商以不同方式来进行网络媒介购买。最根本的是,不要将网络媒介购买等同于电视或平面那样的“日用品”购买,否则你所付出的努力也会像诸多的“日用品消费”一样轻易被人忽视。同时你可以更好的利用分析数据 - 将投放结果与支付给代理公司的费用挂钩,加入可变成份,从而激励更为出色的表现。我们的一家客户已经使用 **94** 家不同的创意公司来执行一项促销活动,而结果则可以通过简单的广告效果测量来跟踪。

4. Over-estimate your online spend – and test

It still amazes us how clients and media agencies can mutually agree to spend anywhere from 1-3% of media on something people are interacting with for over two hours a day, Because of poor selling by online owners, a poor knowledge base of media agencies and a risk avoidance on behalf of the client, the whole online category is generally grossly under-invested on in Asia from a marketing perspective. Coca-Cola in some markets are now spending 15% of their campaign budgets on digital – think they would if they were not getting results? Of course, the beauty here is the ability to test and learn – to experiment, to run pre-and post research (online even) in order to track campaign effectiveness

4. 给网络花费分配更多预算 - 并进行测试

我们一直不能理解,客户和媒介代理如何能够一致赞同仅分配 1-3%的总媒介费用给互联网 - 这一每人每天要与之互动 2 个小时以上的重要媒介。由于网络媒体所有者的廉价贩卖手法、媒介代理公司对网络媒介的匮乏认知以及不愿意冒风险的心态,从市场营销上看,在亚洲整个网络营销的投资都是相当低的。像可口可乐这样的企业在某些市场当中甚至将 15%的广告预算投入到互动领域中 - 如果没有效果的话他们是否还会这么做?当然,其最完美的是测试和学习的能力- 去试验、去制定事前和事后的调研(也包括在网络上)以便可以追踪广告传播活动的效力。

5. Build a lifetime of loyalty

The core essence of the interactive medium is just that – the ability to have consumer led information and interaction, and in turn, create long and loyal customers. Think about how easy it now is to order from Amazon, to book that trip, to search google. With every keystroke, the world’s best companies are building more and more knowledge to better improve their marketing efforts.

One thing's for sure – digital is not going anywhere. In five year's time, the marketers that have truly embraced it now can only reap the rewards.

5. 建立终生的忠诚度

互动媒介的核心价值在于- 拥有消费者主导的信息和互动作用，并且最终获得长期的忠诚的消费者。回想一下，如今我们在亚马逊网站下单、预约旅行、以及在谷歌上搜索是多么容易的事情。随着每一次的按键，世界上最好的企业正在获得越来越多的知识来更进一步提高他们的营销成果。

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