Advanced Marketing Management

Information Session
Please note...

- This Orientation is being recorded.
Advanced Marketing Management

Information Session
Chat Prompt

What brands have best adjusted their marketing efforts to Covid-19?
Pre Covid: Marketing And Advertising Had Already Changed Dramatically

Global Ad Spend By Medium

<table>
<thead>
<tr>
<th>Medium</th>
<th>Percent of Total</th>
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<tr>
<td>Radio</td>
<td>45%</td>
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<tr>
<td>OOH</td>
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<tr>
<td>Magazine</td>
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<td>Newspaper</td>
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<tr>
<td>TV</td>
<td>51%</td>
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<td>2015</td>
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<td>2020</td>
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2020 Global Digital Ad Spend By Format

- Search: 45%
- Social Media: 28%
- Banner: 15%
- Video: 7%
- Classifieds: 5%

Sources: Statista
Ad Spending Drops In Times Of Crisis

Growth of advertising spending worldwide from 2000 to 2022

Source: Zenith
© Statista 2019

Additional Information:
Worldwide; 2000 to 2019; current prices
The Volume Of Sales Calls Has Dropped Sharply

Sources: Statista, HubSpot
Sales By Email: Greater Volume, Fewer Responses

Total Sales Emails Sent and Response Rate

- Performance Against Pre-COVID Benchmark
- Weeks: 02/01 to 10/01
- Bart: Sales Email Sends
- Yellow: Sales Email Responses

Sources: Statista, HubSpot
Website Traffic Has Increased Substantially

Sources: Statista, HubSpot
Marketing Emails: Volumes Up, Open Rates Higher

Total Marketing Emails Sent and Open Rate

Performance Against Pre-COVID Benchmark

-20% 0% 20% 40% 60%
02/01 03/01 04/01 05/01 06/01 07/01 08/01 09/01 10/01

Weeks

- Marketing Email Sends
- Marketing Email Open Rate

Sources: Statista, HubSpot
Northwestern | Kellogg
Many More Conversations: Laying The Groundwork For Recovery

Sources: Statista, HubSpot
Chat Prompt

What is a major marketing challenge you face right now?
Advanced Marketing Management
Program Overview
Academic Directors

- Sandy & Morton Goldman Professor of Entrepreneurial Studies in Marketing
- Particular expertise in Advertising and Consumer Behavior
- PhD, MA in Psychology from The Ohio State University; BA from UC Santa Cruz

- Clinical Asst. Professor of Executive Education, Senior Academic Director
- Former CMO, Zurich Insurance; former partner at McKinsey
- MS from Sloan School of Management, MIT; BA from Harvard
Why We Created Advanced Marketing Management
The Evolution of Marketing

Marketing 1.0  Product-Centered
Marketing 2.0  Emotion-Centered
Marketing 3.0  Purpose Driven
Marketing 4.0  Channel Revolution
Marketing 5.0  Digital Tools
Advanced Marketing Management

Marketing 1.0: Product-Centered
Marketing 2.0: Emotion-Centered
Marketing 3.0: Purpose Driven
Marketing 4.0: Channel Revolution
Marketing 5.0: Digital Tools
## ADVANCE MARKETING MANAGEMENT – Program Overview

<table>
<thead>
<tr>
<th>WEEK 1</th>
<th>Monday Nov-30</th>
<th>Tuesday Dec-1</th>
<th>Wednesday Dec-2</th>
<th>Thursday Dec-3</th>
<th>Friday Dec-4</th>
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<tbody>
<tr>
<td>Time (CST)</td>
<td>8:15 – 8:30</td>
<td>8:30–10:00</td>
<td>Digital Tools and AI for Marketers</td>
<td>The Power of Why</td>
<td>Customers, Content, Conversions</td>
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<tr>
<td>8:30–10:00</td>
<td>Advanced Marketing: The New Normal</td>
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<td>10:15–11:45</td>
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<td>Leveraging JD and Marketing for Customer Identification and Prioritization</td>
<td>Advanced Marketing: The New Normal</td>
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# Northwestern Kellogg
What participants say…

“I just had a really smart and meaningful conversation with the owner of a digital marketing company. In the spirit of following up on my action plans from the course, I am working on engaging his company to build up my digital presence along the lines of what we learned. I also think he may attend your program in the very near future.”
CEO, Business Services Provider

"I applied [my learning] from the program today! I led an all-day session about creating personas and identifying common pain points, messaging themes, perceptions and differences. It helped us hone in on an overarching story in a market where maturity levels, buying habits and clients look distinctly different — something which has eluded the team for a long time.”
Lead Associate, Brand Strategy Manager, Global Management Consulting Firm

I want to share good news related to the outcome of my studies at Kellogg. If you remember, we wrote down our objectives and action plans that we implement upon the return. [The program led] me to pursue the goal of driving digital projects for our products. It was not easy, we spent three months with different stakeholders and finally, today, we got approval from the Board of Directors with an absolute "go ahead" to start the project. We will build CRM, develop consumer platform and user content. Thank you, Kellogg, for driving our goals forward!

Brand Manager, Consumer Products Company
Learning Experience
Hello from your Kellogg team!

Gretchen Baker
Associate Director Advising

Jenny Daellenbach
Program Manager (Primary)

Carolyn McHugh
Program Manager (Session Support)
Resources & Opportunities to Connect

Network with your peers during small group lunches and events

Dig deeper during faculty coaching sessions

Explore resources on a robust course site
Q & A
For more information:

• Go to [https://kell.gg/kxadmark](https://kell.gg/kxadmark)

• Contact your program Advisor – Gretchen Baker
  – [gretchen-baker@kellogg.northwestern.edu](mailto:gretchen-baker@kellogg.northwestern.edu)
THANK YOU