

2012 Kellogg Marketing Leadership Summit  
**Inventing the Future of Marketing**

SPEAKER

**Andy Markowitz**

Director, Global Digital Strategy, GE  
*Digital As A Competitive Advantage*

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Zehnder  
International

McKinsey&Company

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## What we believe



### VISION

- Digital as a BRIC
- Digital is a competitive Advantage



### Opportunity

- Focus on key bets to win
- The Web is now built around people

# Inventing the Future of Marketing

## How We do it



- Date Around (a lot)
- Culture of innovation
- Be a buyer



- Demystify
- Lead By Example
- Create Structure



- Proof points
- Scale on what works
- Human Capital

## Inventing the Future of Marketing

### Business is Social

Active

Passive

Customer Engagement

Customer communication

Salesforce

twitter

facebook

YouTube

LinkedIn

Lead Gen

Source customer contacts & leads

LinkedIn

radian<sup>6</sup>

extole

Collaboration

Platform to work with employees and customers

yammer

jive

Salesforce

SOCIALCAST

Market Intelligence

Learn what your industry experts or competitors are doing

LinkedIn

tumblr.

twitter

TweetDeck FOR IPHONE

Reputation Management

Proactive platform to engage audiences for specific issues

twitter

facebook

YouTube

Customer Listening

Voice of customer

crimson hexagon

radian<sup>6</sup>

twitter

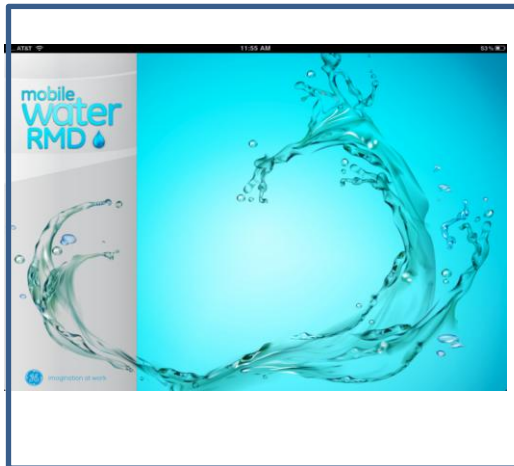
facebook

# 2012 Kellogg Marketing Leadership Summit

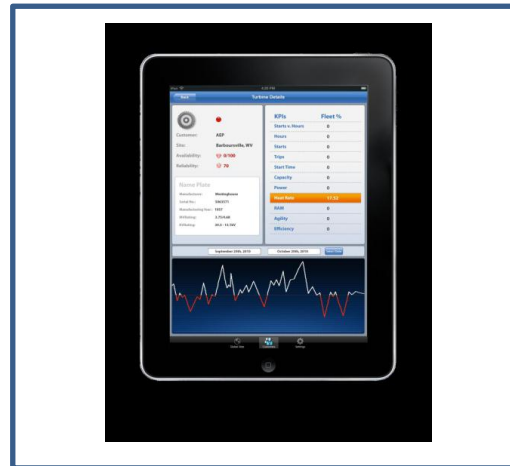
## Inventing the Future of Marketing

### A virtual Tour

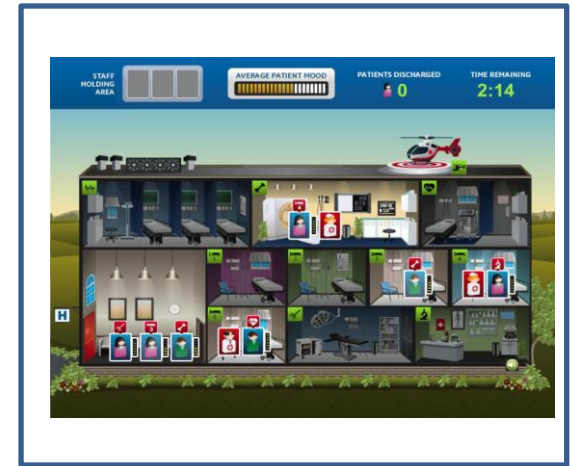
#### Water RMD



#### Energy Transformers



#### Patient Shuffle



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## Inventing the Future of Marketing

Helping customers meet their business challenges by sharing GE's expertise, tools and insights.

### Four Domains

Operational Effectiveness



Growth



Leadership Development



Financial Best Practices



### Access GE

Intellectual capital



- Online Access GE portal
- Best practices
- Case studies
- Exclusive communities

Human capital



- 1-2-1 sessions with domain experts
- Exclusive seminars
- Webinars
- Workshops

\$

Financial capital

Our competitors

\$

- Consistency & Reliability
- U/W capabilities
- Product structure
- Risk management

GE Capital

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## Inventing the Future of Marketing

### Problem Statement:

As social media grows and becomes a primary platform for people to communicate with family and friends, we realized it was a place where negative feedback was being vocalized and shared in public forums.

### Solution:

- Actively engage our customers on Facebook and Twitter, where they are having conversations about us.
- Use social media as a platform to identify emerging trends, issues, and increasing word of mouth.
- Ensures we are staying abreast of trends, and position ourselves as social media sales emerges.

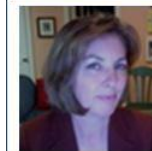
### Results:

- Over 46,000 friends/likes on Facebook
- 71% are using FB/Twitter as first means of contact for a problem
- 65% of those problems were converted to satisfied resolution
- 20% posted positive mentions about their experience



[Sandy Spakoski](#) Do yourself a favor and do not buy a GE Washer! My new GE washer was delivered on 1/14/10 and doesn't work. No part is needed and I'll be another week without a washer. I'll never buy a GE appliance again and will warn my friends against GE Appliances as well!

January 29 at 10:45 am



**Valerie Gamache - wawaVG**

TY GE twitter person for fixing our microwave nightmare. New1 working fine, arrived just before snowstorm, we photo 4 all our freezer food.