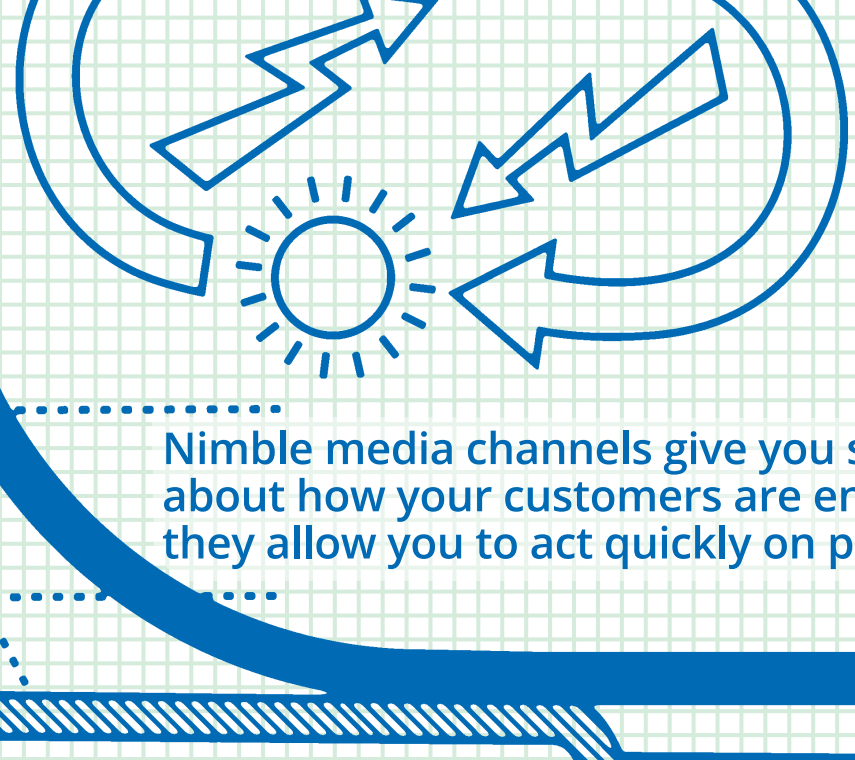


BUILD YOUR ENGAGEMENT ENGINE

Prioritizing engagement is the surest way for marketers to keep their footing in a rapidly shifting landscape. For Google, engagement is when a consumer is moved to take action now or in the future. Every brand's Engagement Engine will be different, but here are nine parts we recommend:

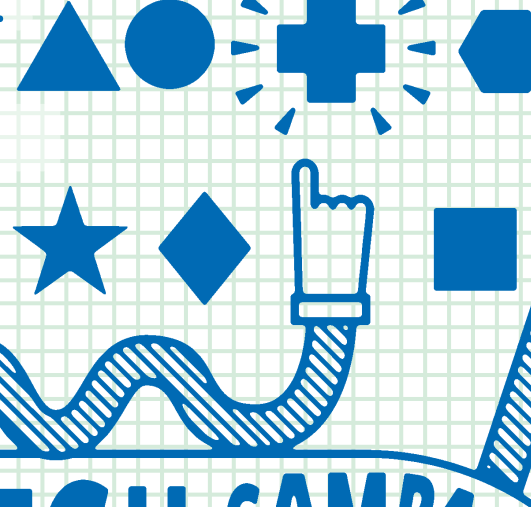
NIMBLE MEDIA



Nimble media channels give you strong signals about how your customers are engaging. Plus, they allow you to act quickly on pearls of insight.

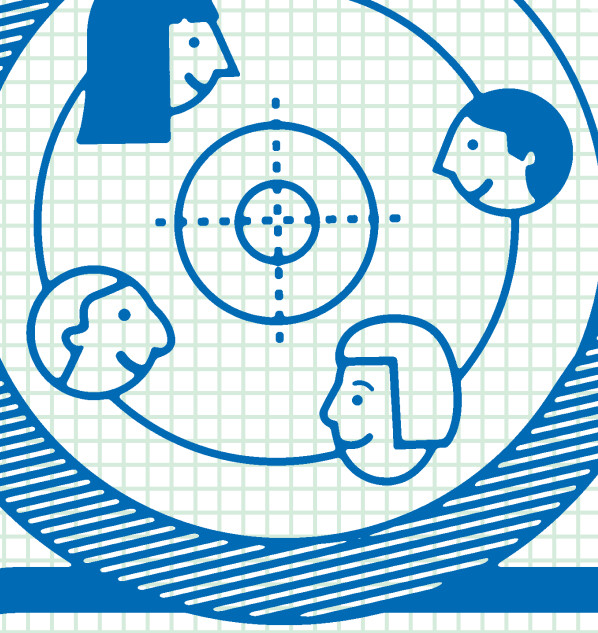
More than 53% of CPG brand sales came from *outside* their target demographic, a Catalina study found. When customers choose your content, you get an accurate picture of those who are most interested in your brand.

CHOICE



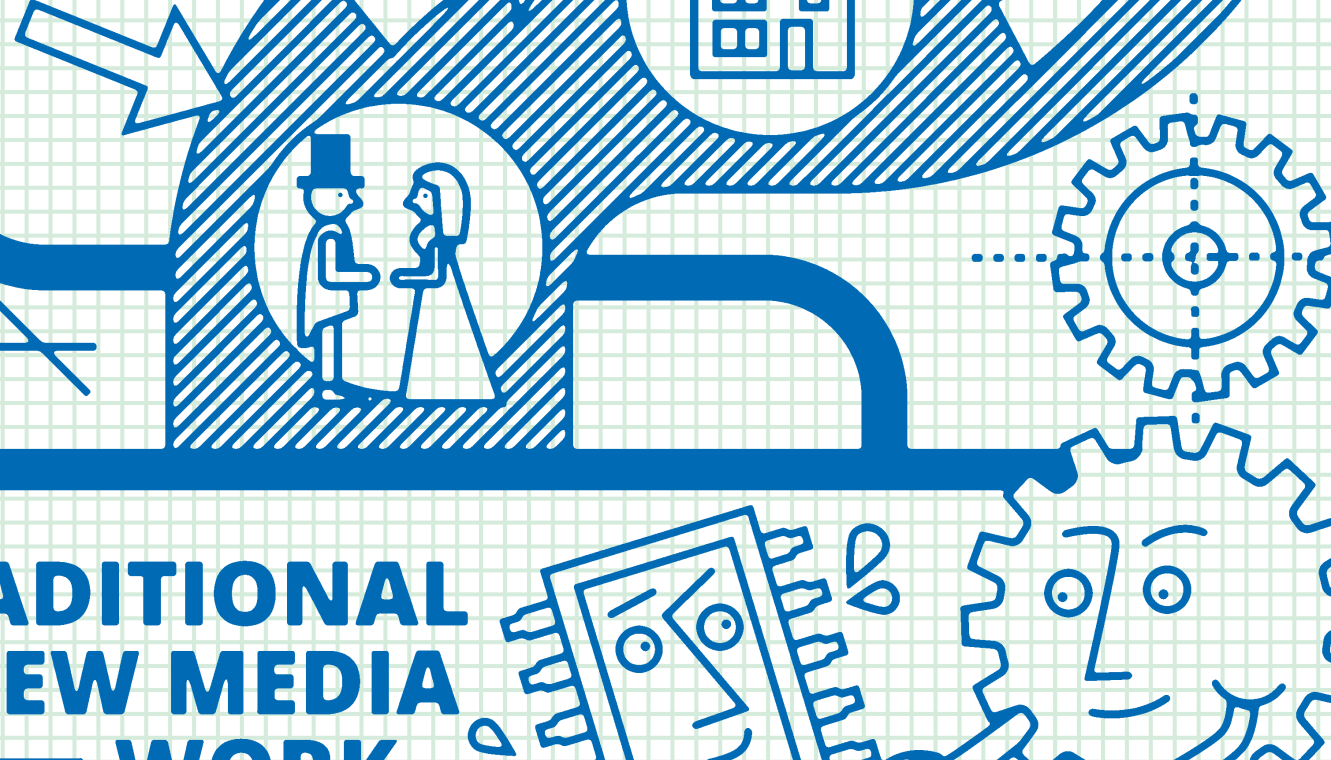
STRETCH CAMPAIGN WINDOWS

Stretch campaigns so you have time to collect signals on what resonates, respond to feedback and mobilize fans to help spread the message.



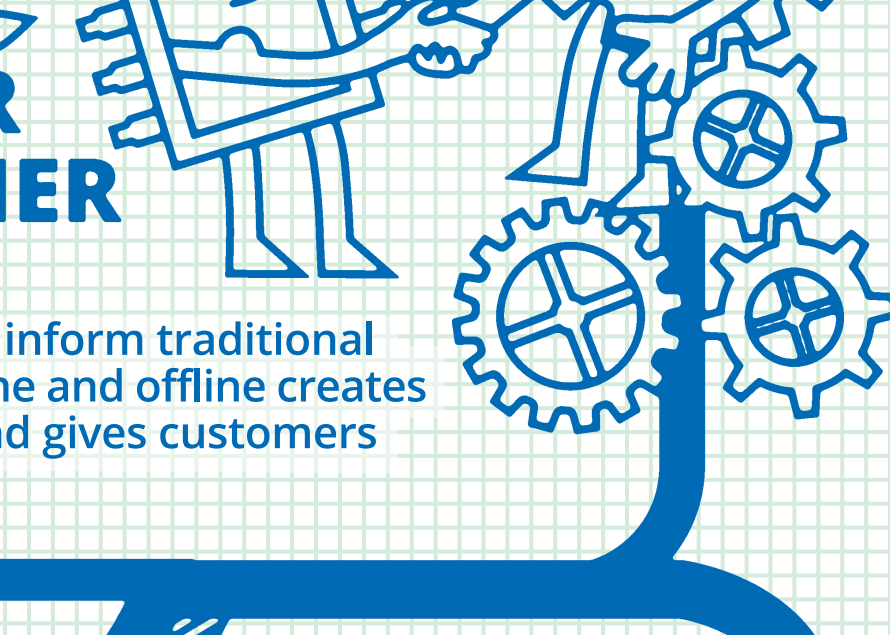
BUILD AROUND CUSTOMER MILESTONES

Are your media plans built around products like a launch, a new feature, a line extension or are they based on milestones in your customers lives such as a new job, a recent move, or the birth of a child?



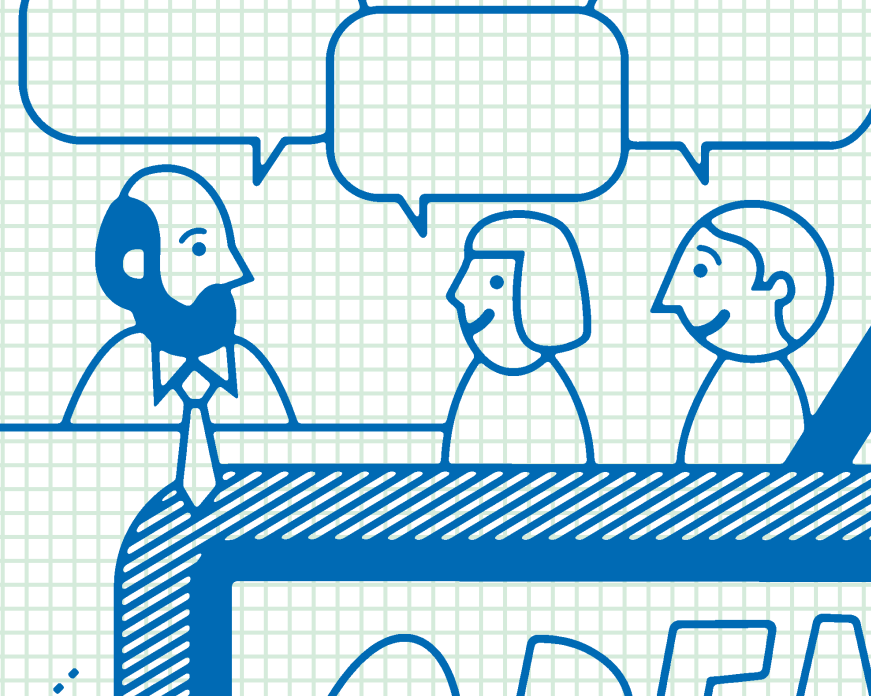
TRADITIONAL + NEW MEDIA WORK HARDER TOGETHER

Data from digital can inform traditional buys. Combining online and offline creates richer experiences and gives customers real value.



GIVE THE AUDIENCE REASONS TO RESPOND

Consumers want to take part, but only if you offer something. Offer entertainment, helpful information, something shareable that makes them look cool, interesting or smart.



OPEN 24-7

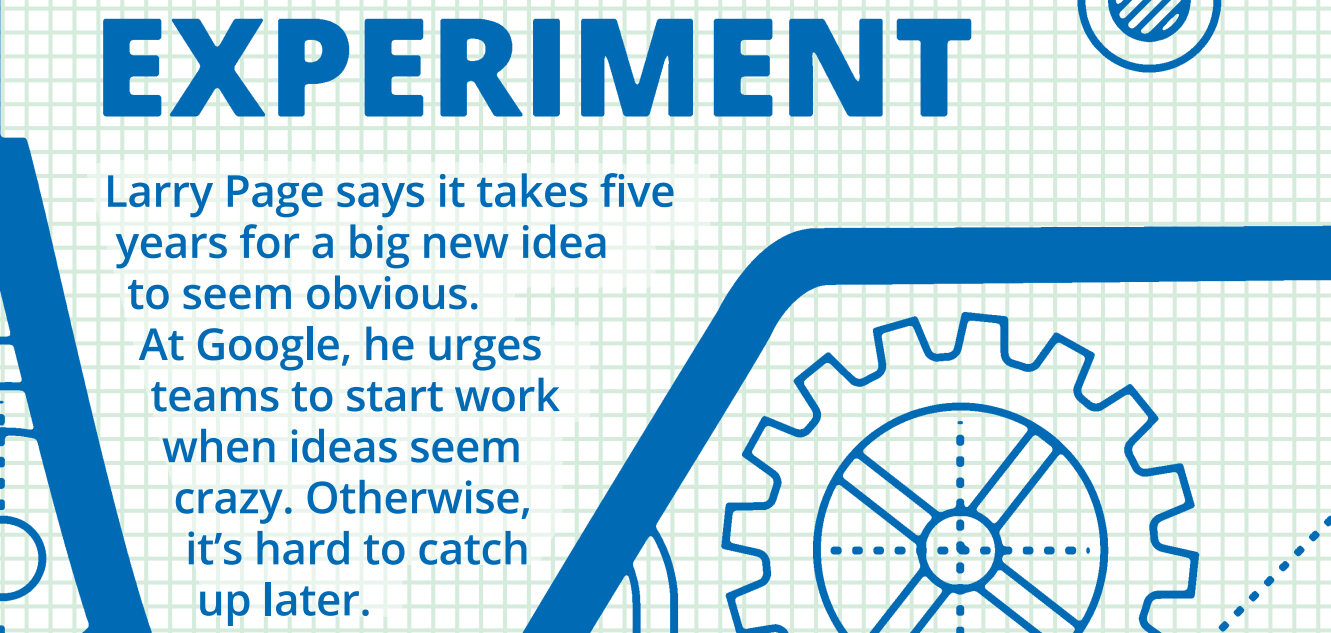
Life doesn't follow business hours. Inspiration can strike at anytime. Always-on content means your brand is ready to help when it does.

ALWAYS-ON



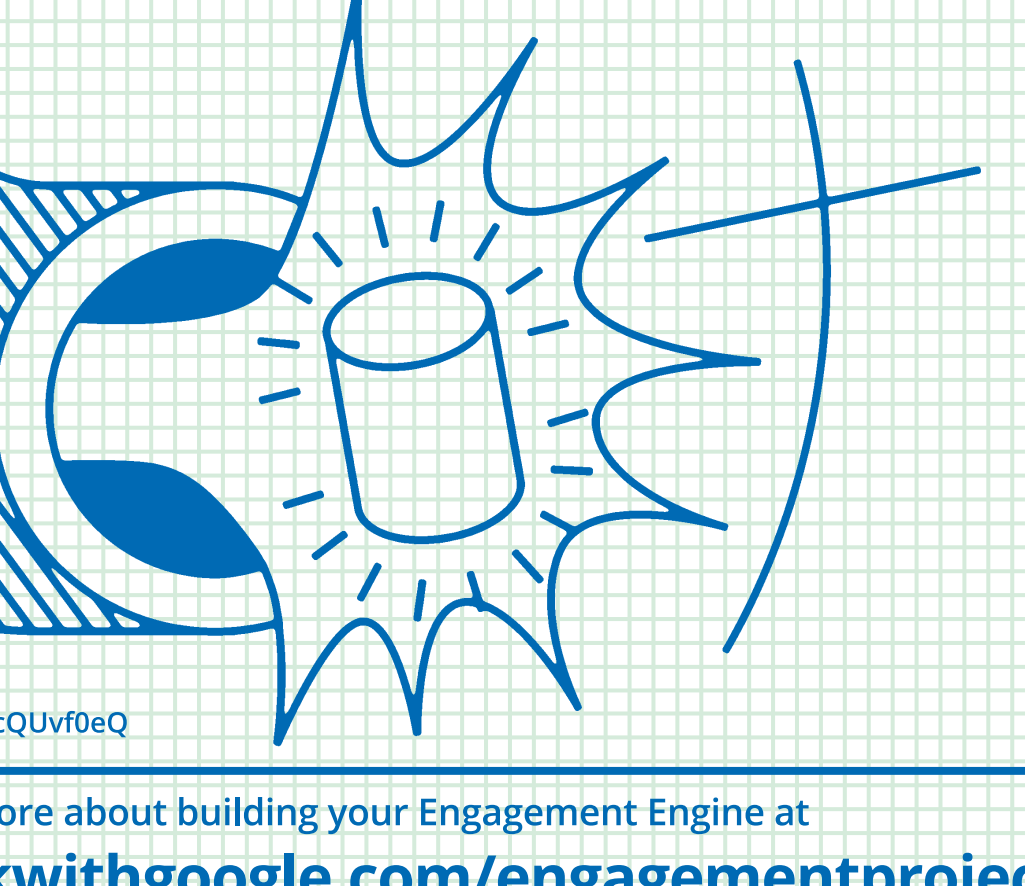
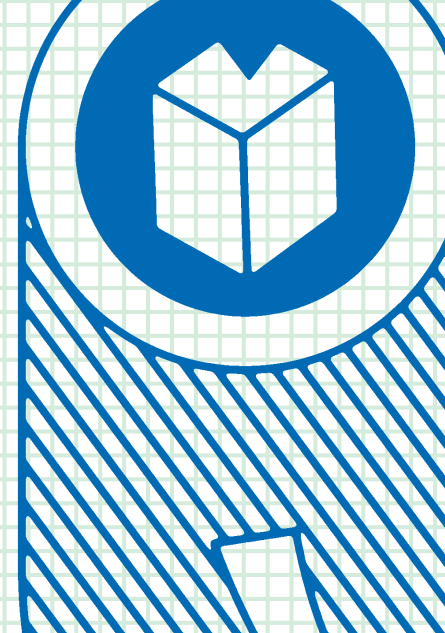
EXPERIMENT

Larry Page says it takes five years for a big new idea to seem obvious. At Google, he urges teams to start work when ideas seem crazy. Otherwise, it's hard to catch up later.



REIMAGINE OWNED MEDIA

Think about the interplay between all your owned channels so they work better together and help customers at each stage in their journey.



Source info:
"Larry Page at Zeitgeist Americas 2013", Google Zeitgeist 2013,
<https://www.youtube.com/watch?v=DypcQUvf0eQ>

"Deconstructing Demographics"
Catalina Marketing, 2012