

Avoiding Digital Train Wrecks

The Most Awful Session at #ISUM16

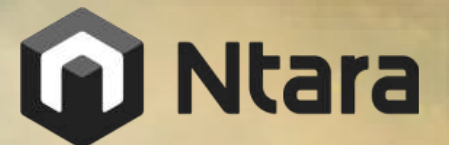


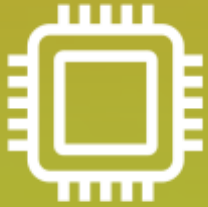


Andy Didyk

VP, Account Services
Ntara

Conference: Ntara & Kentico sponsor table
Email: Didyk@ntara.com





TECHNOLOGY COMPANIES

Lead generation
B2B e-commerce
Custom integrations
Global multi-sites



BRANDED MANUFACTURERS

B2B & B2C e-commerce
Hybrid Channel Strategies
Product Information
Management
Content Syndication



HEALTHCARE & INSTITUTIONS

Transitioning to
consumer-driven care
Branding integration
Digital recruiting experiences
Technology road mapping

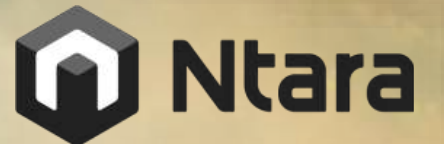


Cumberland Gap

EAST!



Johnson City



AFTER THIS SESSION, YOU'LL BE ABLE TO:

- ⇒ Identify 5 things to ensure digital marketing success
- ⇒ Convince and empower team to become more agile
- ⇒ Strengthen existing relationship between Marketing and IT
- ⇒ Ready your organization for better agency collaboration

TRAIN WRECK #1



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TRAIN WRECK #1



TRAIN WRECK #1

488,000



Beatrice Lorenzin,
Health Minister



TRAIN WRECK #1: ITALIAN FERTILITY DAY

H

Italy Launches Embarrassing #FertilityDay Campaign To Encourage Pregnancy

EUROPE

Italy's 'Fertility Day' Call to Make Babies Arouses Anger, Not Ardor

Italian Fertility Campaign To Boost National Birth Rate Backfires

Why Italy's New 'Fertility Day' Campaign Is a Sexist Mess

Italy Pulls National Fertility Campaign After Massive Outrage

Italy's 'Fertility Day' Reminds Women That They Are Vessels for Babies

KEY LEARNING: CONDUCT STAKEHOLDER INTERVIEWS

Have you asked the
right people the right
questions?

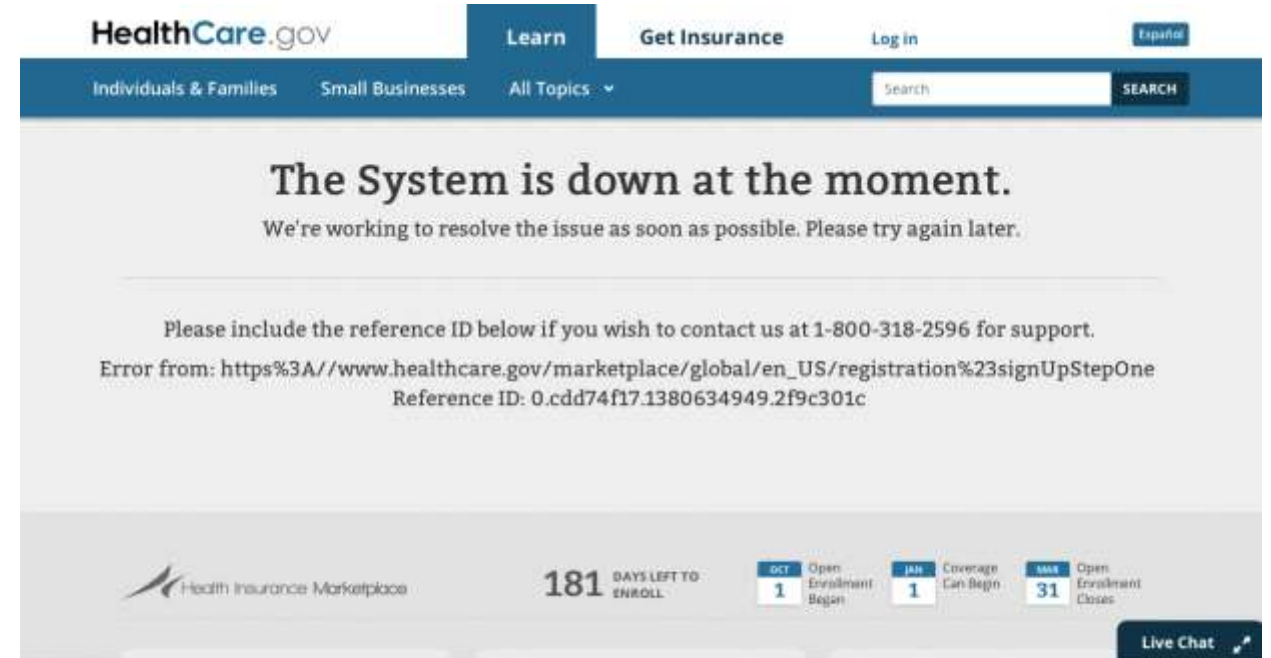


KEY LEARNING: CONDUCT STAKEHOLDER INTERVIEWS

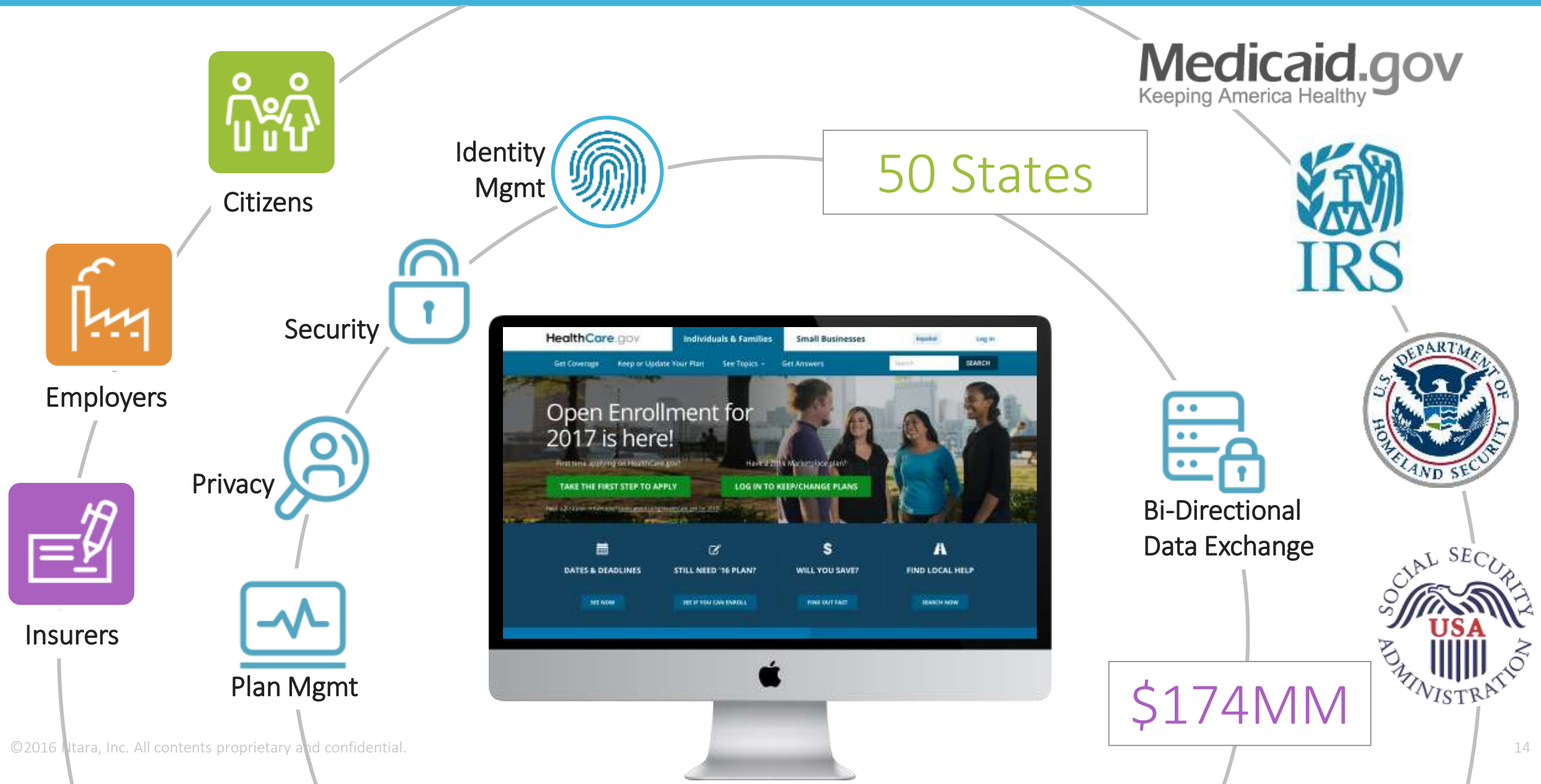
- Executives
- HR, Recruiting
- Sales
- IT
- Accounting
- Customers/Prospects
- Product managers
- Production workers
- New hires
- Old guard



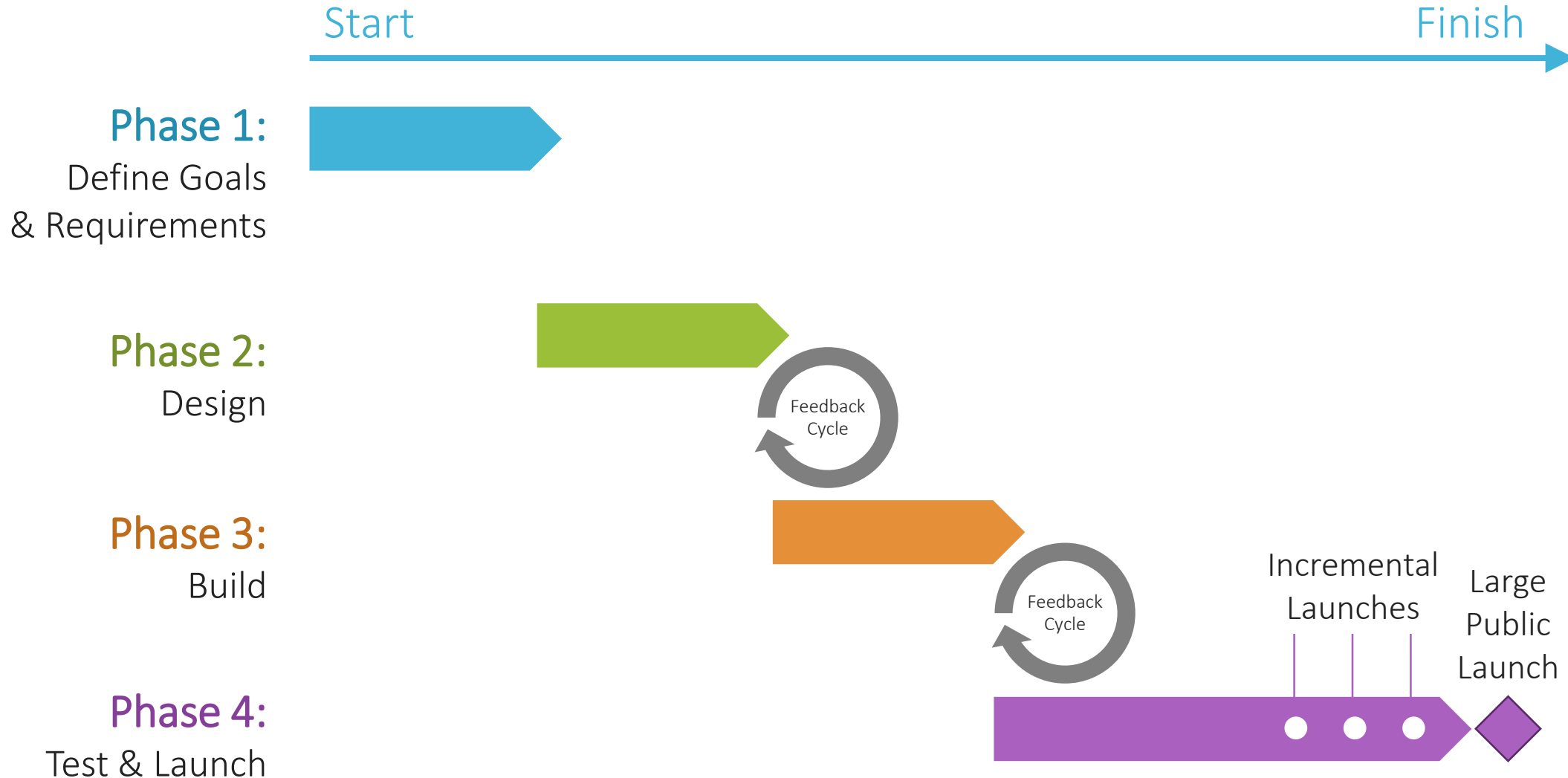
TRAIN WRECK #2: HEALTHCARE.GOV



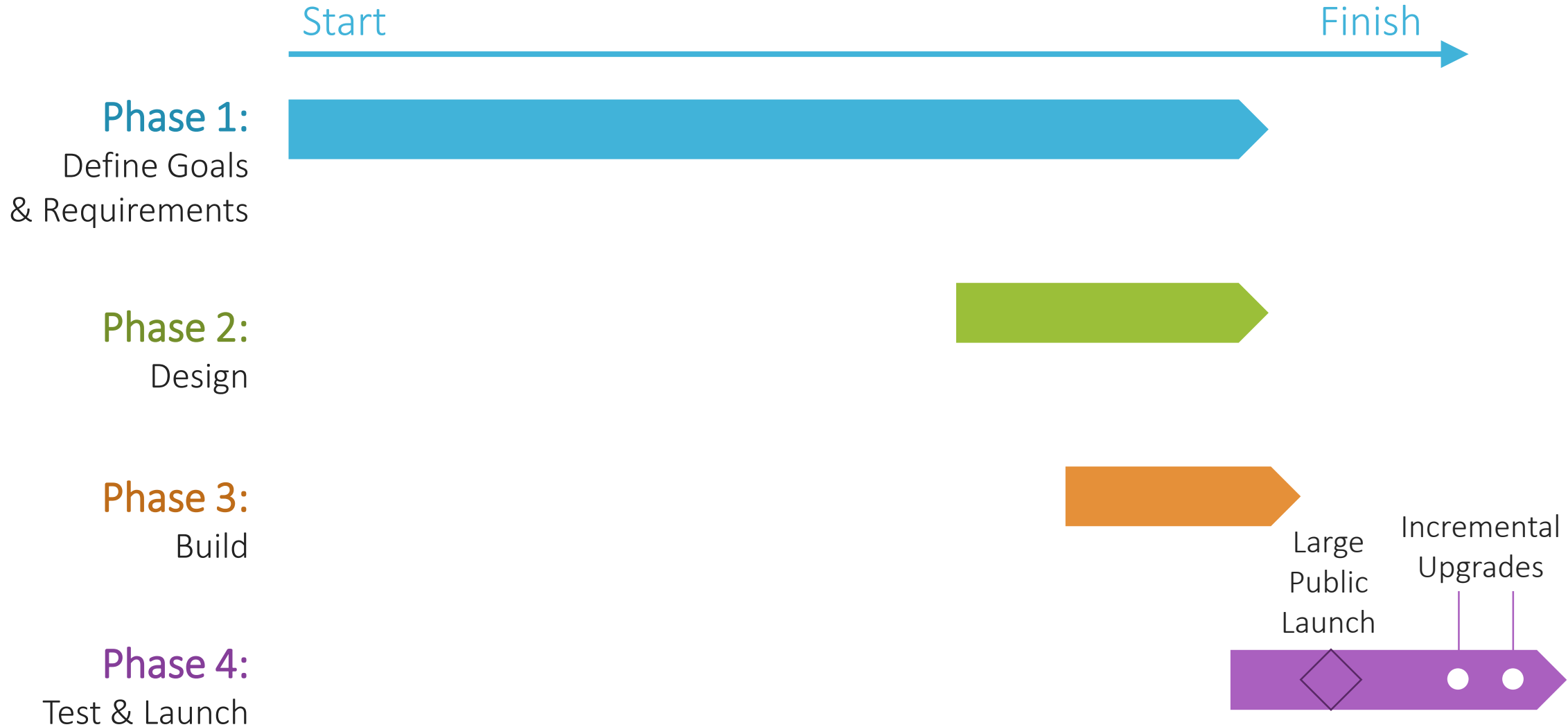
COMPLEX DATA INTEGRATION



BEST PRACTICES LARGE SCALE PROCESS



ACTUAL PROCESS



KEY LEARNING: TECHNICAL SYSTEM EVALUATION

Are you asking the right
technology questions?



KEY LEARNING: TECHNICAL SYSTEM EVALUATION

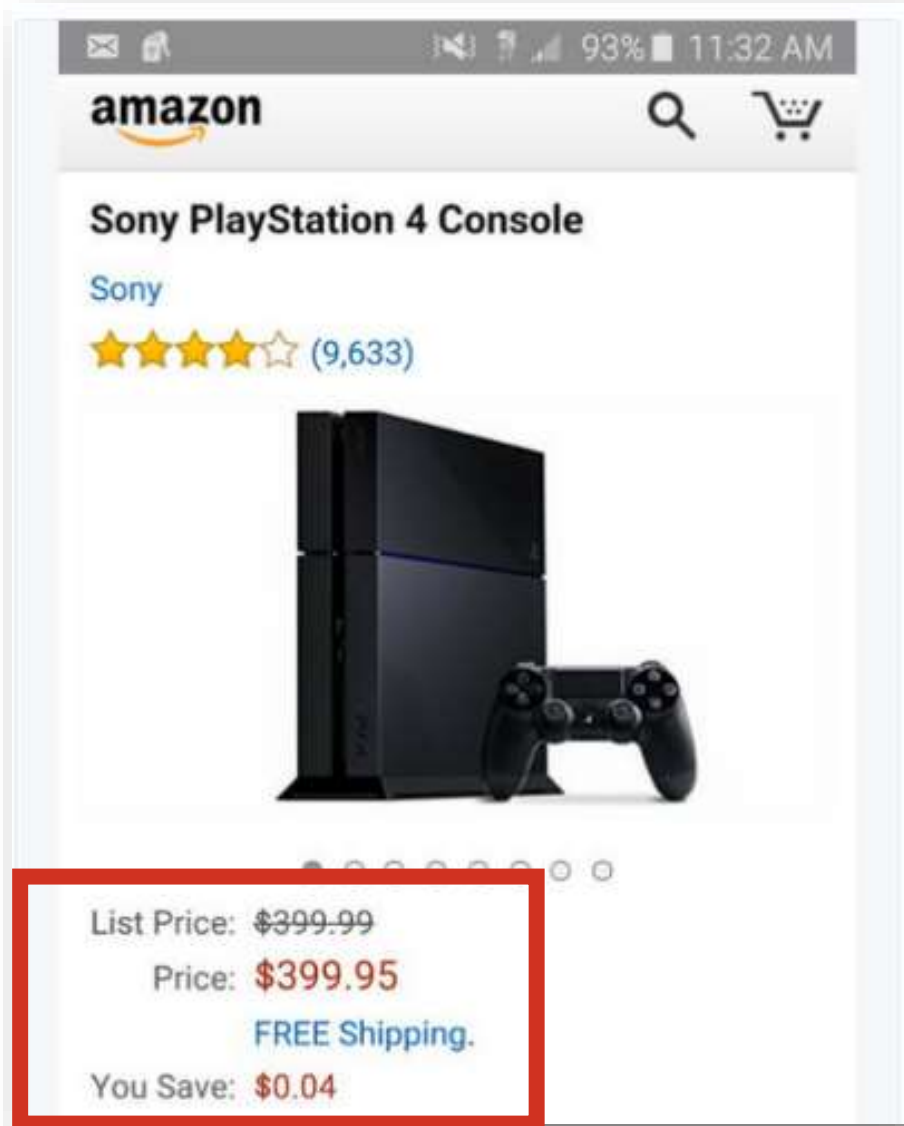
- Are all of the IT integrations documented?
- What other IT initiatives are going on at the same time?
- Are you listening to developers?
- Do you have a less-than-loving relationship between IT and Marketing?




TRAIN WRECK #3: AMAZON PRIME DAY



TRAIN WRECK #3: AMAZON PRIME DAY




TRAIN WRECK #3: AMAZON PRIME DAY




t.j. p
Load
milk

am
Shop
Depa

Kitchen
Home &







Chris Glass
@TheChrisGlass

Follow

ACT FAST!#AmazonPrimeDay


There's a GREAT DEAL on a VCR
REWINDER[amazon.com/RadioShack-Rad...](#)
3:42 AM - 15 Jul 2015



 (156 Reviews)

RadioShack® VHS Videotape Rewinder
Rewind your videotapes with this VHS rewinder.
[amazon.com](#)

← ↻ 385 ❤️ 325



Alex Wakehouse
@AlexWakehouse

Follow

#PrimeDay is a bigger disappointment then I am to my parents
12:19 PM - 15 Jul 2015

← ↻ 758 ❤️ 831

View photo

TRAIN WRECK #3: AMAZON PRIME DAY



#PrimeDay is awesome until you actually try to buy something.... #PrimeDayFail


Ships from and sold by Amazon.com. Gift-wrap available.

 **Lightning Deal**
\$21.95 (Save 72%)

16% Claimed
Ends in 02h 32m 02s

Prime Exclusive Deal
As a Prime member, this deal is exclusively for you.

Quantity: 1

 Add to Cart failed. Retrying..

RETWEETS 34 LIKES 79

8:30 AM - 12 Jul 2016


 **Amazon** @amazon 12 Jul

Some customers are reporting difficulty with checkout. We're working to resolve this issue quickly.

 **Tuquyen Mach** @TuquyenMach Follow

@amazon Can't add anything to my cart.
9:00 AM - 12 Jul 2016

← ↻ ❤ 2

 **Rik Thomas** @rikt Follow

@amazon trying to give you my money.....
8:51 AM - 12 Jul 2016

← ↻ ❤ 8

 **John Gann** @thejohnngann Follow

@amazon Sad to wake up early for Prime Day & NOT be able to add to cart. #PrimeDayFail
9:03 AM - 12 Jul 2016

← ↻ ❤

KEY LEARNING: OPERATIONAL READINESS

Are you ready if
something goes wrong?
Or really, really right?

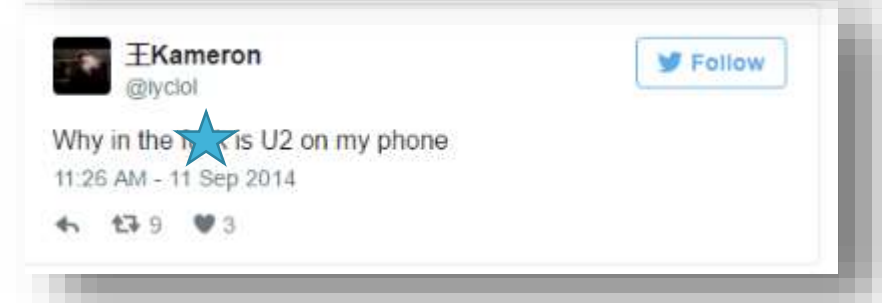
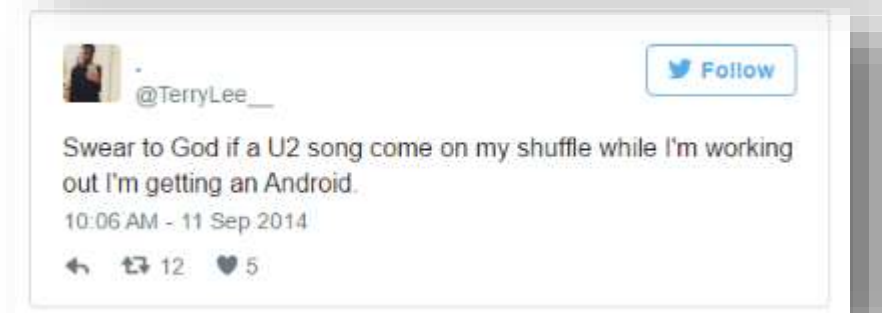
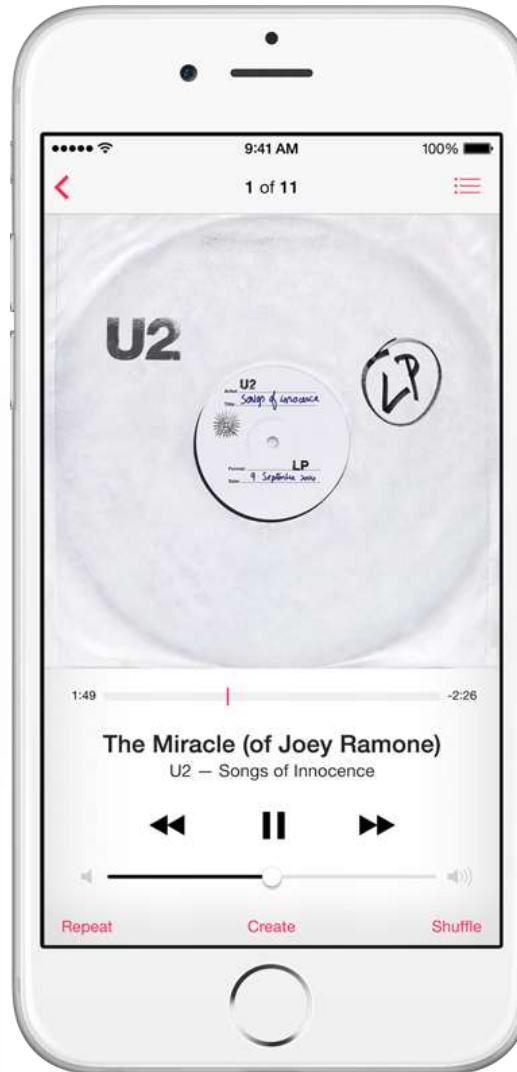


KEY LEARNING: OPERATIONAL READINESS

- Build a risk register with mitigation strategies
- Do extensive load testing and QA
- Play to your strengths!



TRAIN WRECK #4: IPHONE 6- U2 ON ITUNES (2014)



TRAIN WRECK #4: IPHONE 6- U2 ON ITUNES (2014)

[Mac](#)[iPad](#)[iPhone](#)[Watch](#)[TV](#)[Music](#)[Support](#)

Remove iTunes gift album "Songs of Innocence" from your iTunes music library and purchases

Learn how to remove the iTunes gift album "Songs of Innocence" from your iTunes music library and purchases.

Follow these instructions to remove U2's "Songs of Innocence" from your iTunes music library and iTunes purchases. Once the album has been removed from your account, it will no longer be available for you to redownload as a previous purchase. If you later decide you want the album, you will need to get it again. The album is free to everyone until October 13, 2014, and will be available for purchase after that date.

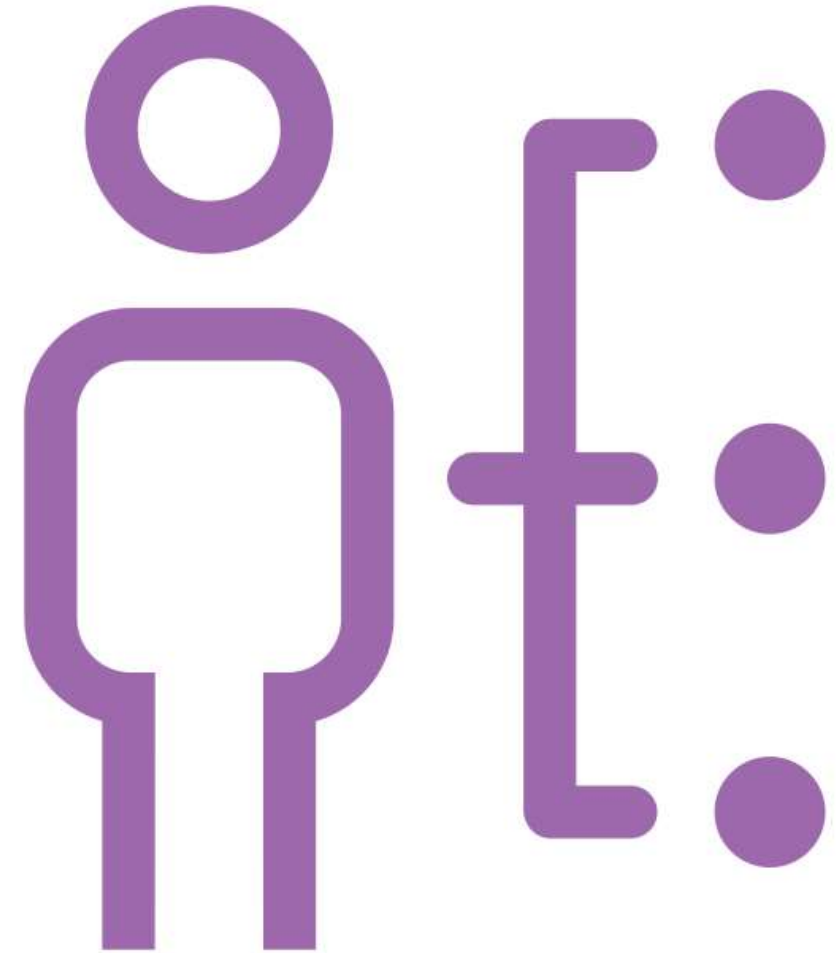
To remove this album:

1. Go to <https://itunes.com/soi-remove>.
2. Click Remove Album to confirm you'd like to remove the album from your account.
3. Sign in with the Apple ID and password you use to buy from the iTunes Store.
4. You'll see a confirmation message that the album has been removed from your account.

If you downloaded the songs to iTunes on your Mac or PC or to the Music app on your iPhone, iPad, or iPod touch, you'll need to [delete them](#) manually.

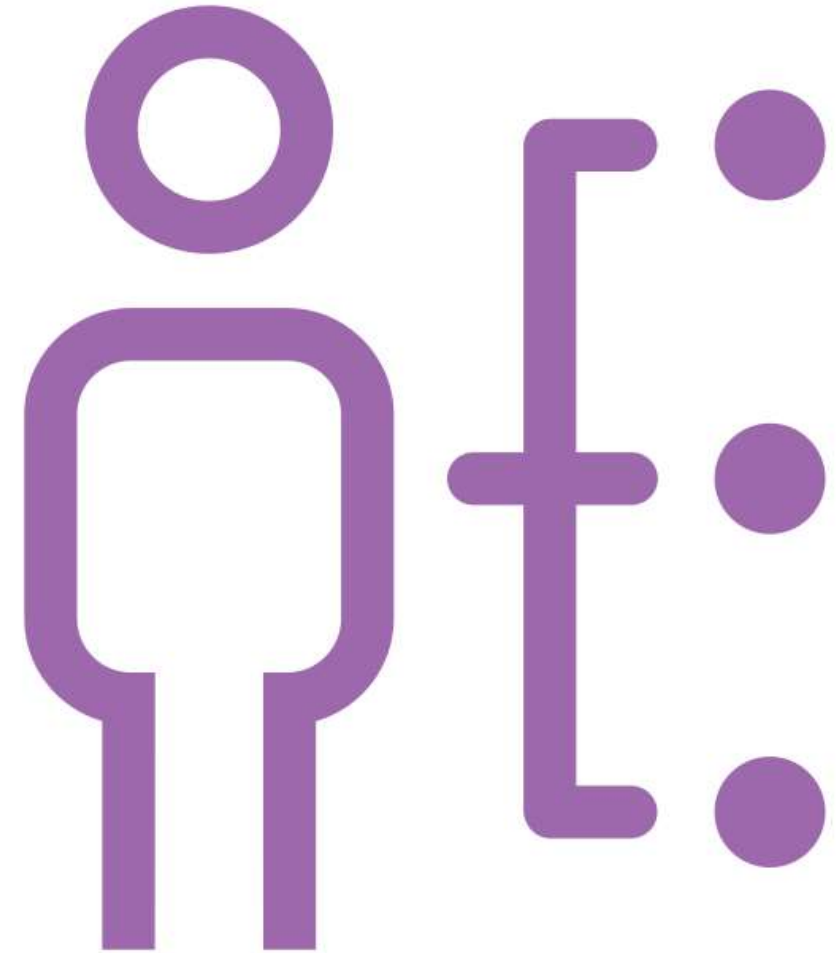
KEY LEARNING: CUSTOMER SEGMENTATION

Does your organization have insight into your customers' behavior, sentiment, and intangible needs?



KEY LEARNING: CUSTOMER SEGMENTATION

- Conduct research beyond demographics (needs, attitudes, behaviors)
- Test your segments
- Respect your segments



TRAIN WRECK #5: SAMSUNG GALAXY NOTE 7



TRAIN WRECK #5: SAMSUNG GALAXY NOTE 7

The Disaster Timeline

- August – some phones exploded
- September – “it was the batteries”
- Later in September – more phones exploded
- Later still in September – “guess maybe it wasn’t the batteries?”
- October – entire product cancelled and recalled



TRAIN WRECK #5: SAMSUNG GALAXY NOTE 7

8% stock loss
\$17 Billion

For more information 1-844-365-6197

TRAIN WRECK #5: SAMSUNG GALAXY NOTE 7

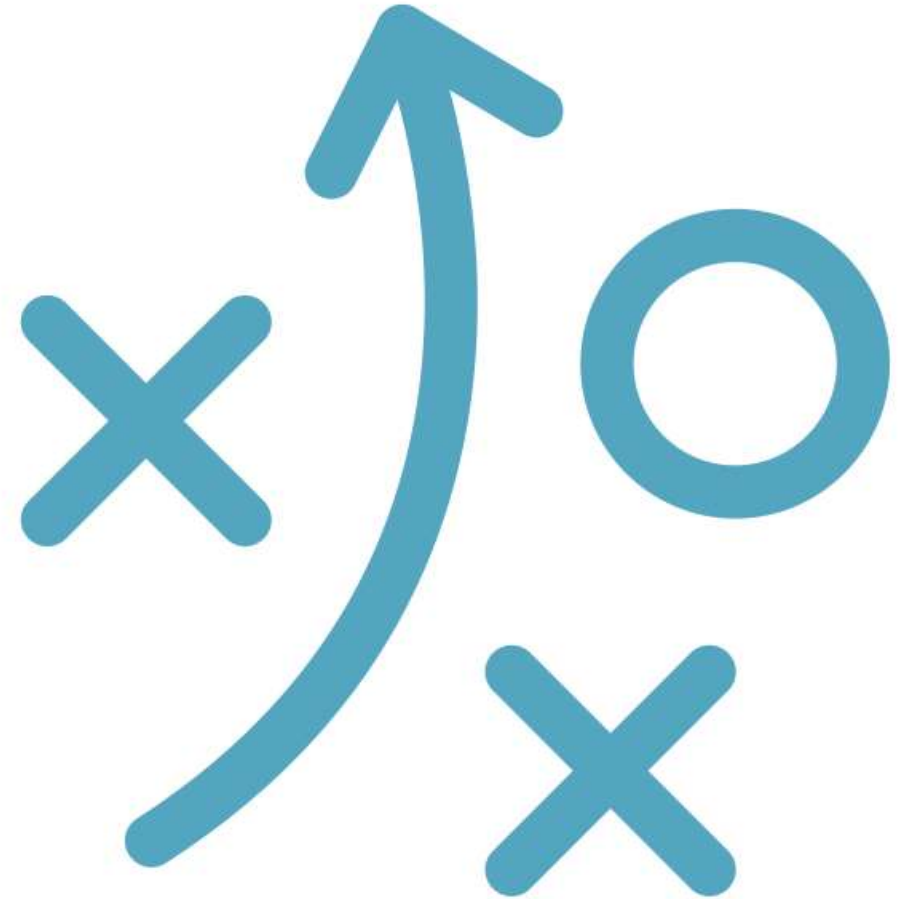
Top-down culture with
no digital record.

ON ALL FLIGHTS

For more information 1-844-365-6197

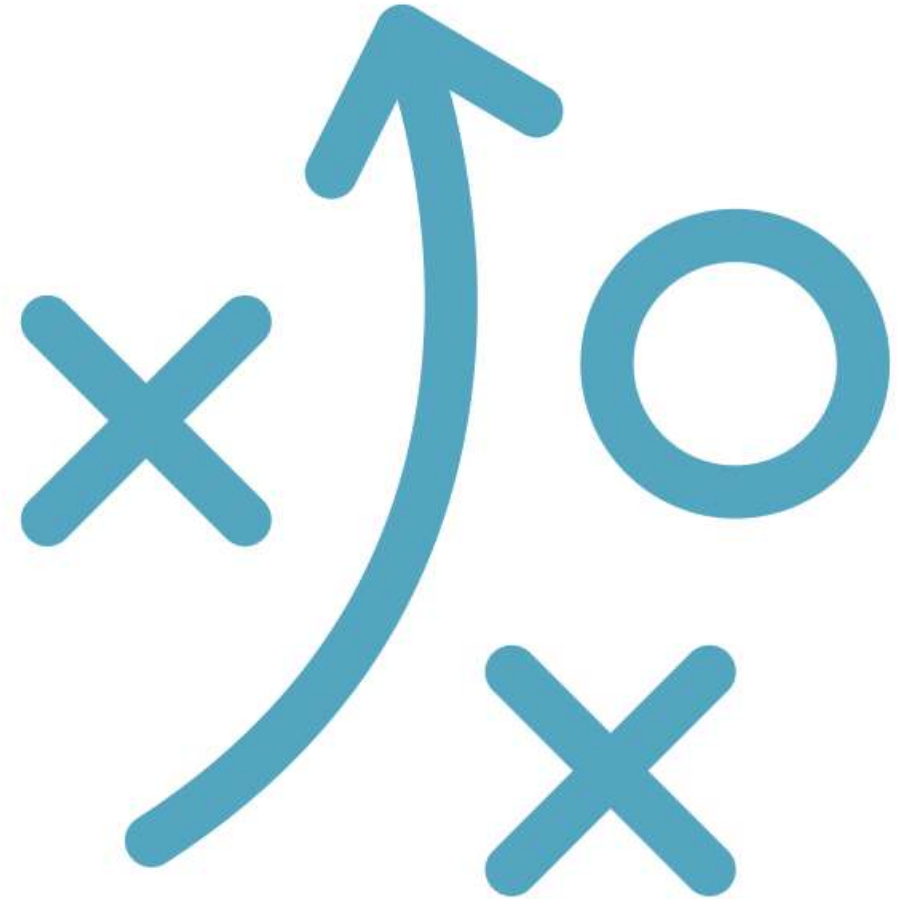
KEY LEARNING: ORGANIZATIONAL ALIGNMENT

Is your team (and culture) aligned?



KEY LEARNING: ORGANIZATIONAL ALIGNMENT

- Marketing, communications, and development must sync
- Keep executives in check
- Don't be afraid to pull the plug



RECAP



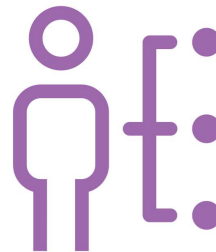
Conduct stakeholder
interviews.



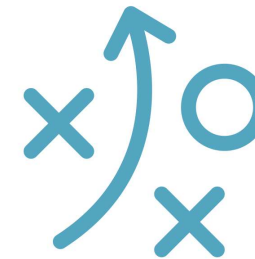
Evaluate technical
systems.



Assess operational
readiness



Know your customers,
in and out.



Align your teams,
everyone.



Thanks

Conference: Ntara & Kentico sponsor table
Email: Didyk@ntara.com

Want to avoid your own
digital train wrecks?

Let's chat.

Visit www.ntara.com/ISUM16 for
a chance to win \$50 gift card.

**Thank you for visiting Ntara
at #ISUM16!**

Are we a good fit? Fill out this short questionnaire to see if you qualify. If we schedule a meeting, you'll be handsomely rewarded with a \$50 gift card.

QUESTION 1

QUESTION 2

QUESTION 3

QUESTION 4

Which of these best describes you?

- ☐ Executive or Decision Maker
- ☐ Influencer
- ☐ Individual Contributor

NEXT QUESTION