



## Andres Kuusik



Turunduse dotsent  
TÜ majandusteaduskond

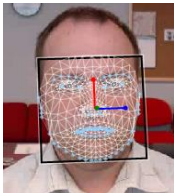


Praktik 15 aastat

# Andres Kuusik



## Baltikumi vingeim neuroturunduse labor



# Andres Kuusik



sSTARTUp Day is bringing together startup-minded people to celebrate entrepreneurship in the smart city of Tartu.

In January, Tartu will turn into a mecca of entrepreneurship for three days. Startups, investors, executives, media and all the other visitors will come together and create the magic with:

- Inspiring-educational stage program
- Hands-on seminars
- Demo area full of innovation
- Pitching competitions
- Matchmaking
- Side events
- and of course – unforgettable parties

**WHY ATTEND?**



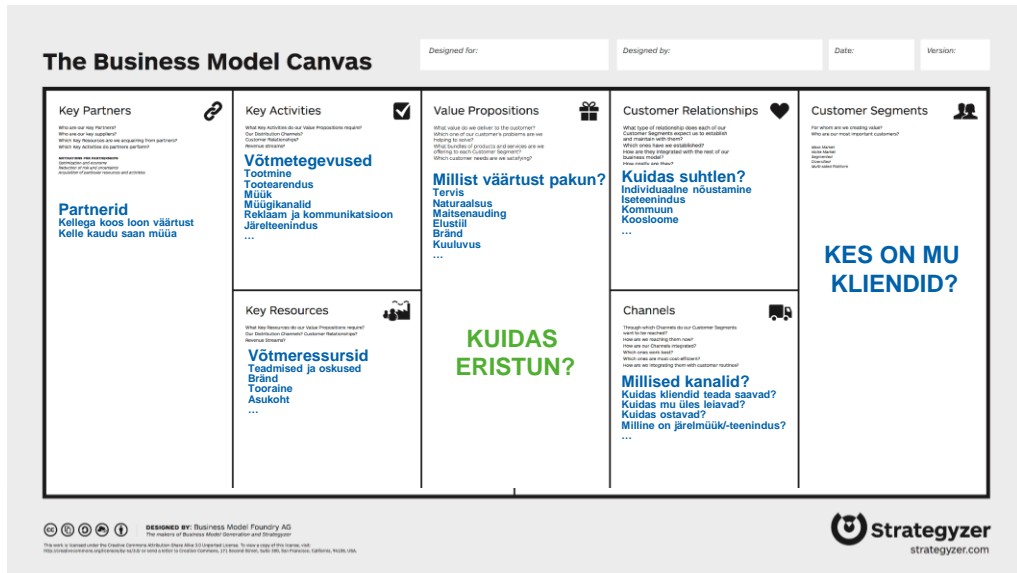
# Täna jutuks

Strateegiline turundus

Turunduskommunikatsioon

Ohud





## Kõigil korraga silm ei sära



Pakkudes keskmisele kliendile keskmist asja, tulevad Su majandustulemused alla keskmise

## Millist valu leevendan?

Attributes  
of product

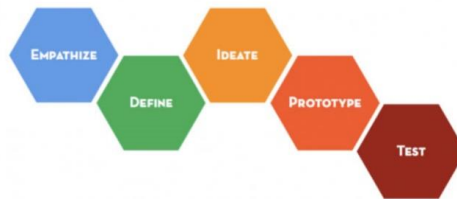


Consequences  
of experience



Values  
attained

### Disainmõtlemine



## Ole omas kategoorias kõige, kõige...

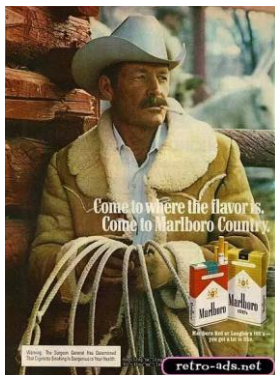


# Positsioneerimine

|                     |         |   |   |   |   |   |   |   |   |                  |
|---------------------|---------|---|---|---|---|---|---|---|---|------------------|
| Sõber/asjaarmastaja | 1       | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Professionaal    |
|                     | ←—————→ |   |   |   |   |   |   |   |   |                  |
| Tervis              | 1       | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Maitse           |
|                     | ←—————→ |   |   |   |   |   |   |   |   |                  |
| Innovaatiline       | 1       | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Traditsiooniline |
|                     | ←—————→ |   |   |   |   |   |   |   |   |                  |
| Spetsiifiline       | 1       | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Lai              |
|                     | ←—————→ |   |   |   |   |   |   |   |   |                  |
| ...                 | 1       | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | ...              |
|                     | ←—————→ |   |   |   |   |   |   |   |   |                  |
| ...                 | 1       | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | ...              |
|                     | ←—————→ |   |   |   |   |   |   |   |   |                  |

A – täna

B – 5 aasta pärast



- OMADUSED
- VÄÄRTUSED
- ISIKSUS





# Erisus peab toetuma ressursile

Bränd



Liider



Organisatsioon



Tehnoloogia



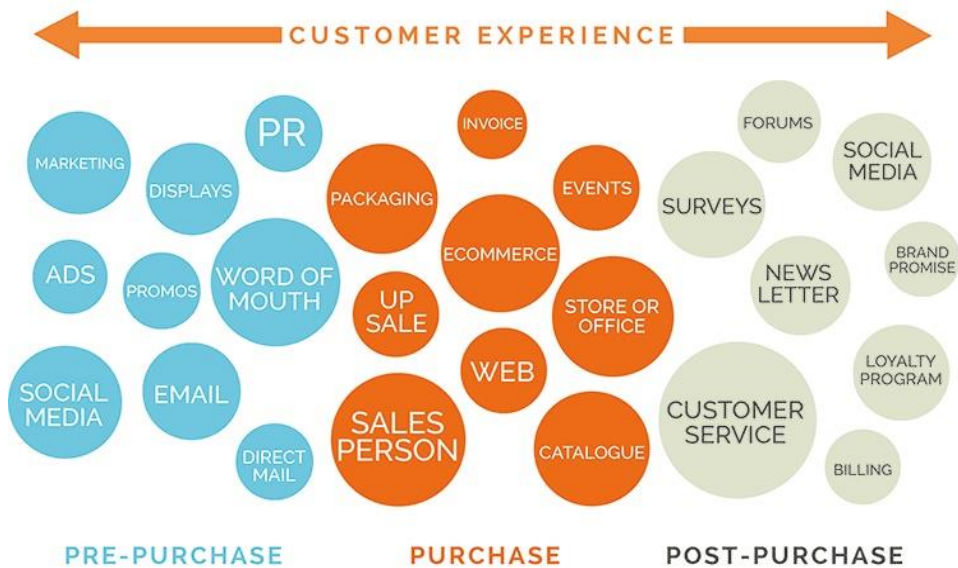
Raha



Seadmed



## Puutepunktide loomine ja kujundamine

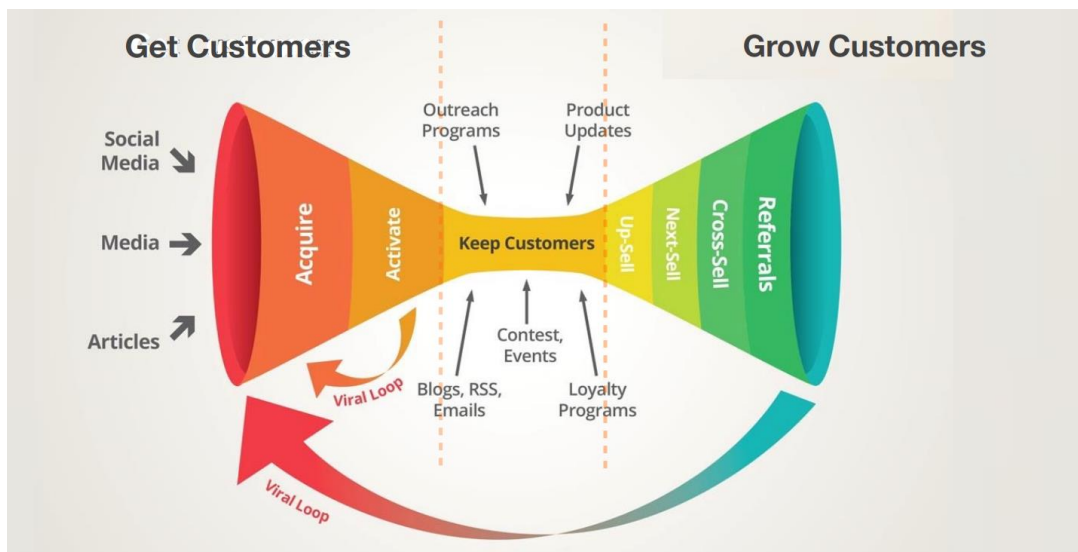




TARTU ÜLIKOO

# KOMMUNIKATSIOON

## Kliendisuhte elutsükli juhtimine







## Sisuturundus

- Oma veebilehel
- Sotsiaalmeedias
- Blogides-foorumites
- Emaili teel



facebook



| Instagram

YouTube

Facebook pixel  
 Facebook Ads Manager  
 Facebook Business Manager  
 FB grupid

- Artiklid peavoolumeedias
- Esinemised saadetes

# The Periodic Table of Content Marketing

An overview of the key elements of content marketing

**A seven-step guide to success**

1. Take some time to define a **strategy**.
2. Figure out the **formats** you plan on using.
3. Think about the **content types** that will appeal to your audience. Do your research. Brainstorm ideas. Create.
4. Share your content across the key content distribution / social **platforms**.
5. Track the key **metrics**, and map these to your goals.
6. Be aware of the main sharing **triggers**. Be sure to work the emotions.
7. Always **double check** your work.

|                          |                 |              |               |               |              |              |              |                     |                    |                        |                         |                  |              |                |                 |                |                         |                     |                  |                  |                          |                      |                      |                         |                    |                       |                     |                    |                     |                   |              |               |                   |                        |                         |                    |                        |                     |                       |                      |                            |                  |                       |                     |                   |                      |                   |                |                |                 |                  |                  |                      |                  |                       |                     |                 |                  |                  |                  |                |                |                   |                |                      |                        |                   |                  |                        |                        |                   |                  |                |                      |                     |                    |                            |                    |                    |                 |               |                        |                       |                    |                             |                              |                      |                        |                |                  |                |                 |                      |                  |                  |                  |                |                     |                     |                         |                         |                    |                   |                 |                       |                 |                |                    |                  |                        |                         |                |                        |                  |                     |               |                     |                      |                          |                               |                        |                      |                                 |                         |                            |                         |                               |                         |                          |                           |                           |
|--------------------------|-----------------|--------------|---------------|---------------|--------------|--------------|--------------|---------------------|--------------------|------------------------|-------------------------|------------------|--------------|----------------|-----------------|----------------|-------------------------|---------------------|------------------|------------------|--------------------------|----------------------|----------------------|-------------------------|--------------------|-----------------------|---------------------|--------------------|---------------------|-------------------|--------------|---------------|-------------------|------------------------|-------------------------|--------------------|------------------------|---------------------|-----------------------|----------------------|----------------------------|------------------|-----------------------|---------------------|-------------------|----------------------|-------------------|----------------|----------------|-----------------|------------------|------------------|----------------------|------------------|-----------------------|---------------------|-----------------|------------------|------------------|------------------|----------------|----------------|-------------------|----------------|----------------------|------------------------|-------------------|------------------|------------------------|------------------------|-------------------|------------------|----------------|----------------------|---------------------|--------------------|----------------------------|--------------------|--------------------|-----------------|---------------|------------------------|-----------------------|--------------------|-----------------------------|------------------------------|----------------------|------------------------|----------------|------------------|----------------|-----------------|----------------------|------------------|------------------|------------------|----------------|---------------------|---------------------|-------------------------|-------------------------|--------------------|-------------------|-----------------|-----------------------|-----------------|----------------|--------------------|------------------|------------------------|-------------------------|----------------|------------------------|------------------|---------------------|---------------|---------------------|----------------------|--------------------------|-------------------------------|------------------------|----------------------|---------------------------------|-------------------------|----------------------------|-------------------------|-------------------------------|-------------------------|--------------------------|---------------------------|---------------------------|
| 1 Cs<br>Content strategy | 2 Ar<br>Article | 3 V<br>Video | 4 Im<br>Image | 5 Ev<br>Event | 6 Gm<br>Game | 7 To<br>Tool | 8 P<br>Print | 9 Eil<br>E-learning | 10 Sh<br>Slideshow | 11 Vi<br>Visualisation | 12 Pr<br>Press releases | 13 Wb<br>Webinar | 14 Ap<br>App | 15 Eb<br>Ebook | 16 So<br>Social | 17 Em<br>Email | 18 Ho<br>"How-to" based | 19 Iv<br>Interviews | 20 Qz<br>Quizzes | 21 Re<br>Reviews | 22 As<br>Ask the experts | 23 Ex<br>Experiments | 24 De<br>Definitions | 25 Qu<br>Question-based | 26 Rs<br>Resources | 27 Pd<br>Productivity | 28 Gl<br>Glossaries | 29 Ga<br>Galleries | 30 Ti<br>Timesaving | 31 Lb<br>Linkbait | 32 Fu<br>Fun | 33 Da<br>Data | 34 Mm<br>Mindmaps | 35 Bp<br>Best practice | 36 Hi<br>Hiwemind-based | 37 Te<br>Templates | 38 Pc<br>Product-based | 39 Fr<br>Frameworks | 40 Co<br>Compilations | 41 Ee<br>Event-based | 42 Bg<br>Beginner's guides | 43 Sv<br>Surveys | 44 Tm<br>Testimonials | 45 Ca<br>Case study | 46 Rc<br>Research | 47 In<br>Inspiration | 48 An<br>Analysis | 49 Dm<br>Demos | 50 St<br>Stats | 51 Tr<br>Trends | 52 Op<br>Opinion | 53 Fi<br>Fiction | 54 Nj<br>Newsjacking | 55 De<br>Debates | 56 Cm<br>Competitions | 57 Ch<br>Checklists | 58 Re<br>Reddit | 59 We<br>Website | 60 Tw<br>Twitter | 61 Yo<br>YouTube | 62 Gf<br>Gifts | 63 Bl<br>Blogs | 64 Fa<br>Facebook | 65 Vm<br>Vimeo | 66 Hn<br>Hacker News | 67 Of<br>Offline media | 68 Li<br>LinkedIn | 69 Gp<br>Google+ | 70 Bm<br>Brand metrics | 71 Of<br>Offline media | 72 Li<br>LinkedIn | 73 Gp<br>Google+ | 74 Vm<br>Vimeo | 75 Hn<br>Hacker News | 76 Pv<br>Page views | 77 Ni<br>New leads | 78 Rm<br>Retention metrics | 79 Mi<br>Microsite | 80 Pi<br>Pinterest | 81 Fo<br>Forums | 82 Vn<br>Vine | 83 Ps<br>Partner sites | 84 Nv<br>New visitors | 85 Do<br>Downloads | 86 Rp<br>Reputation metrics | 87 Am<br>Acquisition metrics | 88 Ad<br>Advertising | 89 Br<br>Brand metrics | 90 St<br>Stats | 91 Yo<br>YouTube | 92 Gf<br>Gifts | 93 Re<br>Reddit | 94 Hn<br>Hacker News | 95 We<br>Website | 96 Tw<br>Twitter | 97 Yo<br>YouTube | 98 Gf<br>Gifts | 99 Pv<br>Page views | 100 Ni<br>New leads | 101 Bm<br>Brand metrics | 102 Of<br>Offline media | 103 Li<br>LinkedIn | 104 Gp<br>Google+ | 105 Vm<br>Vimeo | 106 Hn<br>Hacker News | 107 Fu<br>Funny | 108 Sx<br>Sexy | 109 Sg<br>Shocking | 110 Mv<br>Moving | 111 Un<br>Unbelievable | 112 Cv<br>Controversial | 113 Co<br>Cool | 114 Ig<br>Illuminating | 115 Rd<br>Random | 116 Zg<br>Zeitgeist | 117 Aw<br>Awe | 118 Up<br>Uplifting | 119 Di<br>Disgusting | 120 Sq<br>Search queries | 121 Se<br>Search optimisation | 122 Ce<br>Copy editing | 123 Fm<br>Formatting | 124 Hd<br>Headline optimisation | 125 Tv<br>Tone of voice | 126 Gd<br>Brand guidelines | 127 Pe<br>Plain English | 128 Do<br>Device optimisation | 129 Fc<br>Fact-checking | 130 Cd<br>Credit sources | 131 Ct<br>Calls to action | 132 Fd<br>Inside feedback |
|--------------------------|-----------------|--------------|---------------|---------------|--------------|--------------|--------------|---------------------|--------------------|------------------------|-------------------------|------------------|--------------|----------------|-----------------|----------------|-------------------------|---------------------|------------------|------------------|--------------------------|----------------------|----------------------|-------------------------|--------------------|-----------------------|---------------------|--------------------|---------------------|-------------------|--------------|---------------|-------------------|------------------------|-------------------------|--------------------|------------------------|---------------------|-----------------------|----------------------|----------------------------|------------------|-----------------------|---------------------|-------------------|----------------------|-------------------|----------------|----------------|-----------------|------------------|------------------|----------------------|------------------|-----------------------|---------------------|-----------------|------------------|------------------|------------------|----------------|----------------|-------------------|----------------|----------------------|------------------------|-------------------|------------------|------------------------|------------------------|-------------------|------------------|----------------|----------------------|---------------------|--------------------|----------------------------|--------------------|--------------------|-----------------|---------------|------------------------|-----------------------|--------------------|-----------------------------|------------------------------|----------------------|------------------------|----------------|------------------|----------------|-----------------|----------------------|------------------|------------------|------------------|----------------|---------------------|---------------------|-------------------------|-------------------------|--------------------|-------------------|-----------------|-----------------------|-----------------|----------------|--------------------|------------------|------------------------|-------------------------|----------------|------------------------|------------------|---------------------|---------------|---------------------|----------------------|--------------------------|-------------------------------|------------------------|----------------------|---------------------------------|-------------------------|----------------------------|-------------------------|-------------------------------|-------------------------|--------------------------|---------------------------|---------------------------|

**Legend:**

- Yellow: Strategy
- Orange: Format
- Pink: Content Type
- Blue: Platform
- Green: Metrics
- Light Blue: Goals
- Light Green: Sharing Triggers
- Light Cyan: Checklist

**Footer:**

Developed & designed by Chris Lake (RWS)

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# Ühiskondlik muutus

Põllumajandus → Tööstus → Informatsioon → Emotsioon

Ratsionaalsus → Lugu

Pragmaatilisus → Väärtused

Füüsiline mugavus → Emotsionaalne mugavus

# Arvamusliidrid

... ole kuulus

VÕI

... ole  
kuulsuse  
sõber



**Rohke eksponeerimise efekt** - mida rohkem me stiimulit märkame, seda suurema tõenäosusega ta meile meeldib.

## Inimesed loevad artikleid



<http://www.tartupostimees.ee/411549/pisut-ulekaaluline-leidis-sobiva-trenni/>

<http://www.tartupostimees.ee/412253/pollumees-paastab-puhuriga-poldu/>

## Uudiskünnise ületamine

- Prominentsus
- Aktuaalsus
- Lähedus
- Mõjukus
- Erilisus

### **Eksperdina esinemine:**

- nõuandvad artiklid
- teemade tõstatamine meedias
- kommentaarid

### **Avalik nähtavus:**

- persoonilood

## Tööriistad

[SEO Site Checkup](#) – analüüsi, kas veebileht on otsingumootorisõbralik

Ahrefs – Milliseid märksõnu konkurendid kasutavad (tasuline)

[Google Analytics](#) – kes külastavad ja mida teevad

[Mailchimp](#) - e-mailiturundus

[Answer the Public](#) – ideed sisuks

[Buzzsumo](#) – ideed sisuks

Canva – Kujundus

## Kellel on Su kliendid juba olemas?





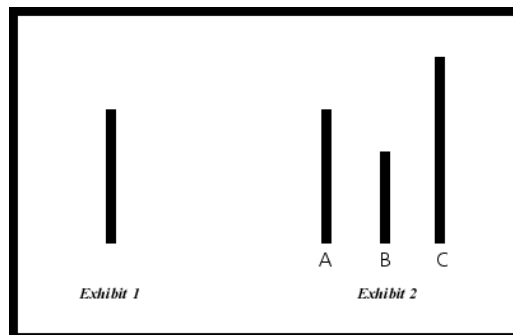
## Sõber on parim soovitaja



- Kommuunide tekitamine
- inimestel kogemuste vahetamise võimaldamine
- Lojalsedel klientidel sinust rääkimise aitamine
- Oluliste inimeste leidmine ja nende ära kasutamine
- Klientide palkamine

## Iga suvaline on parim soovitaja

(kui neid on palju)



Konformsus

## Kliendisuhe pikaks ja kasumlikuks

### CRM tegevused

- Kliendiandmete kogumine
- Kliendiandmete analüüsimine
- Klientide erinev kohtlemine
- Rist- ja pealemüük



Klientide lojaalseks muutmine

### Kokkuvõtteks

Lojaalsus on nagu armastus

Kliendisuhe on nagu abielu

- Kirglik
- Hooliv
- Andestav
- Kaasav



Ja aeg-ajalt loomulikult väike lill..



## Ohud

- Kui Sa end nähtavaks ei tee, ei tea Sind keegi
- Liigsed kulud, kui on läbimõtlemata
- Oma tegeliku näo kaotamine
- Kõik munad ühes korvis
- Ebamugav klienditee



Tänu kuulamast!

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CONSUMER RESEARCH CENTER

Connecting The Art of Marketing with The Power of Science