

CCR Digital Marketing Customer Engagement 08.11.13





The Mission

- Help existing Coca-Cola customers grow their beverage business through digital marketing
- Win new accounts with new digital marketing program for business partners

Goals

- Win new customer accounts with digital services
- Reduce traditional marketing budget
- Sell more product (focus on VEB brands)
- Track ROI against customer investment
- Add value to customer through digital marketing
- Generate demand and build traffic by keeping products top-of-mind during pre-shop phase
- Utilize existing (traditional) marketing strategy and integrate with new digital service
- Guide customers on how to advertise our brand/their brand

Targets / Demographics

- Business Owners (customers)
- Existing Accounts
- Competitor Accounts

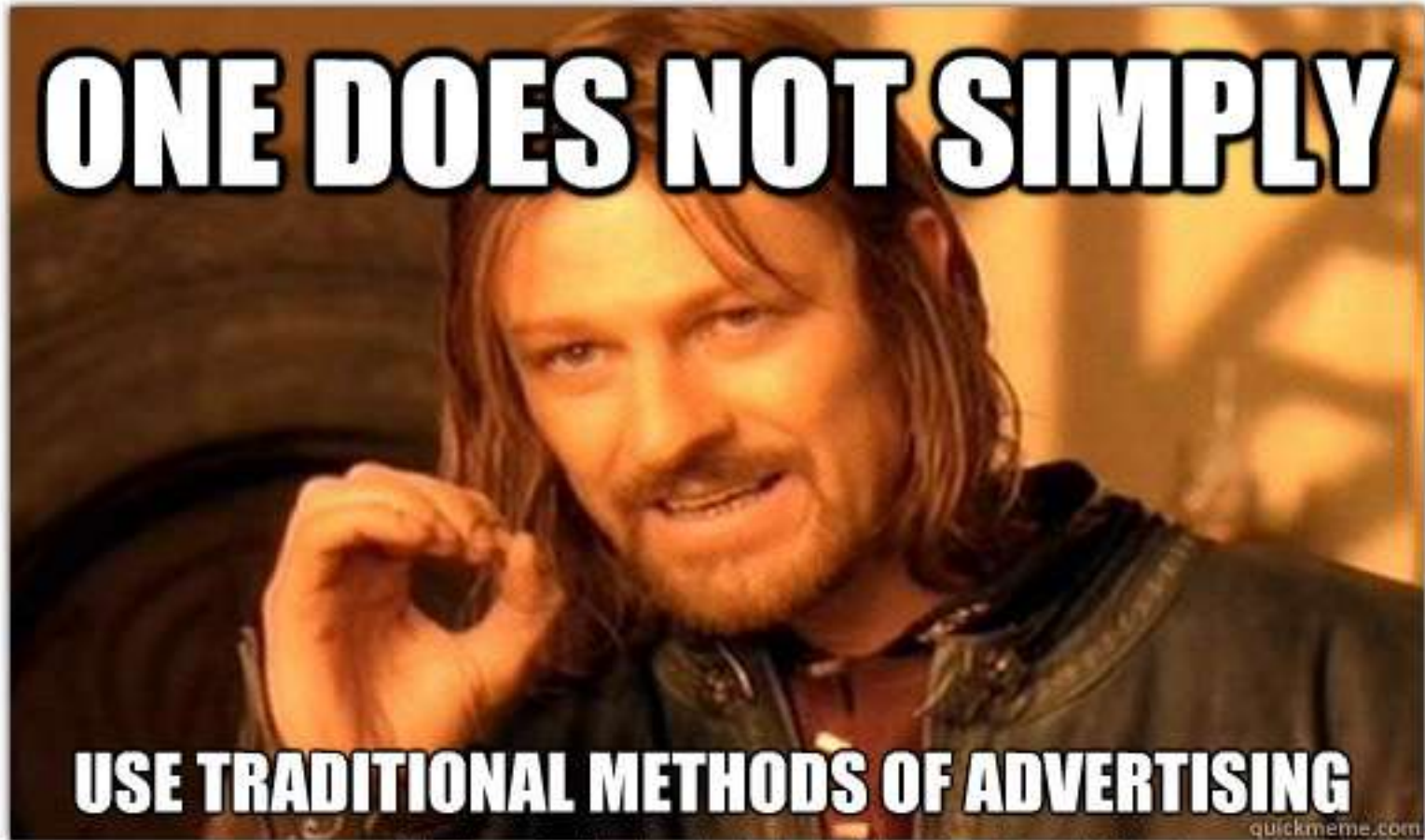
Insights

Currently, we add value to our relationship with customers by giving them access to create customized point of sale through the use of our proprietary system Design Machine. Design Machine is a service based on traditional marketing strategy and rooted in print.

Design Machine allows us to:

- Create customized marketing materials for customer
- Reduce retail costs and improve efficiency
- Use own food images/logos
- Print services for customer

Insights



The Strategy

Create a website (tool) for our customers

- Extend idea of cokesolutions.com and coca-coladesignmachine.com
- Website is also mobile app
- Gamification features encourage beverage sales by customers (win points, badges and prizes)
- Tiered Rewards System
 - Digital Marketing Services (echo DesignMachine strategy)
 - AdSense campaign creation
 - Social Media mentions from Coca-Cola (by region)
 - Website build-out, Microsite, Menu pages
 - Custom coupon creation tool with online tracking/redemption
 - Digital Marketing Consultation
 - Track sales and reward by performance with services
 - Customer (sales) tracking
- Social Interaction
- Scoreboard for top selling customers in region/city (competition)
- Utilize guest blogging as way for customer to share their voice
- Weekly virtual business meetings for small business strategy
- Integrate POS Design Machine services with digital services

Reasons to Believe

- Our competition does not currently offer digital marketing services to customer
- There is a growing need for small businesses to have internet presence and digital marketing strategies
- We can echo our current offering in traditional point of sale marketing with an accompanying digital strategy
- We increase our reputation among customers who are struggling to develop online presence

The Execution

Current Marketing Offerings

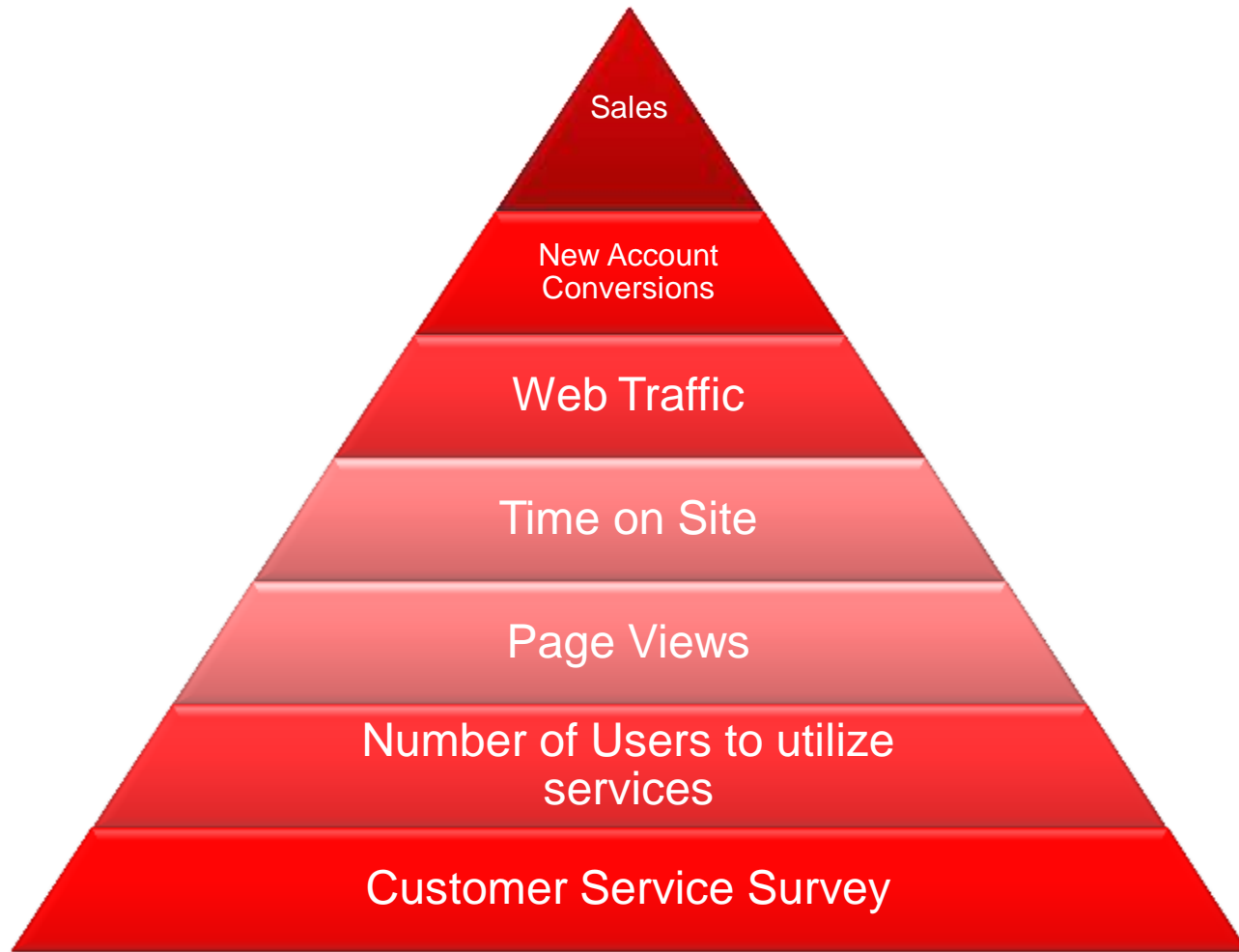
- Traditional
- Print Signs
- POS
- Banners
- Menu Boards
- Track-Back Advertising
- Print Advertising
- Radio

Desired Marketing Offerings

- Search Engine Marketing
- Search Engine Optimization
- Website Construction
- Facebook Page Build
- Facebook Ad Campaigns
- Social Sharing
- Geofencing
- Google Analytics/AdSense
- Digital/Traditional Integration
- Metrics

It should be noted that the desired marketing offerings will not completely replace our current marketing offerings; Marketing will be unified.

Key Performance Indicators for Coca-Cola



Key Performance Indicators for our customers



Thank You