8secondes

Vous avez 8 secondes pour convaincre votre auditoire

Welcome to the 8-Second Era

More than ever, consumers are overwhelmed by the sheer quantity of content and offers available on every channel. The attention span of the average consumer has dropped to just 8 seconds today. How do you keep pace with consumers' demands?



Breaking down your '8 seconds'

Just enough time to deliver relevance, true value and an easy path for further engagement. Marketers who address these eight areas will be best placed to make the most of their 8 seconds.

1. Language
2. Channel
3. Relevancy
4. Personalization
5. Experience
6. Incentives
7. Reputation
8. Knowledge

1 Language

Getting language right in a globalized world is the most critical phase of capturing and engaging a customer.

Only **27%** of internet users speak English

2 Channel

90% of consumers expect a consistent experience across all devices

Enable multichannel interactions because many consumer journeys are erratic and non-linear. Be consistent and optimize for all channels.

3 Relevancy

Ensure your content is meaningful and relevant to each recipient by analyzing your customer data and making sure your data repositories are connected.

46% of millennials are willing to provide **more personal data** to businesses if it means a reduction in **irrelevant offers**

4 Personalization

Only **30%** of marketers are connecting their advanced data sources

Tailor your content to create an individual experience and show customers that you value them.

5 Experience

Once engaged, a consumer is looking for a reason to extend their interaction. Make the next step clear and simple.

89% of consumers started doing business with a competitor following a poor experience

6 Incentives

84% of consumers stated that they were more likely to choose retailers that offered a loyalty program

Give customers a reason to keep engaging. Exclusivity, loyalty programs, time-sensitive price promotions and offer bundling are some of the most popular incentives.

7 Reputation

Each interaction with a consumer is an opportunity to improve your reputation as a customer-focused company.

56% of companies describe themselves as customer-centric, but just 12% of their customers agree

56% 12%

8 Knowledge

72% of consumers will use multiple devices when making purchases

If you have successfully optimized the interaction for the consumer, they'll be hungry to learn more about your product or company.

A new way to think about digital marketing

To deliver compelling experiences at scale, use data insights to drive your content decisions. Then amplify content using a *context engine*.

Data	+	Content	x	Context	=	Experience
• Customer Profile • Purchase History • Demographic • Industry • Downloads • Social Media • Customer Support		• Video • Blogs • Case Studies • Research • Landing Pages • Microsites • Social Posts • Whitepapers		• Device • Channel • Language • Location • Activity • Date / Time		• Global • Hyper-relevant • Personal • Omnichannel • Contextual • Integrated • Seamless • Engaged

Experience is more important than price. Design and optimize your customer journeys around the 8-second rule and you'll be set up to positively impact the bottom line.

Merci à
The New Rules of Marketing in the 8-Second Era
http://www.sdl.com/olp/cxc/infographic-marketing-in-the-8-second-era.html