

Online Communication of Stakeholders

...or how end-users can be motivated to act



Bruno Koch

“Never before have we enjoyed such an abundance of media – be it print, web or multimedia. And never before were customers subjected to such a barrage: **Every day we are bombarded with 7,000 advertising messages.** So we protect the memory cells of our brain with self-learning spam filters that select undesirable messages long before they can infiltrate our memory.” Source: AlphaPicture.BIZ



Why is marketing communication on the agenda today?

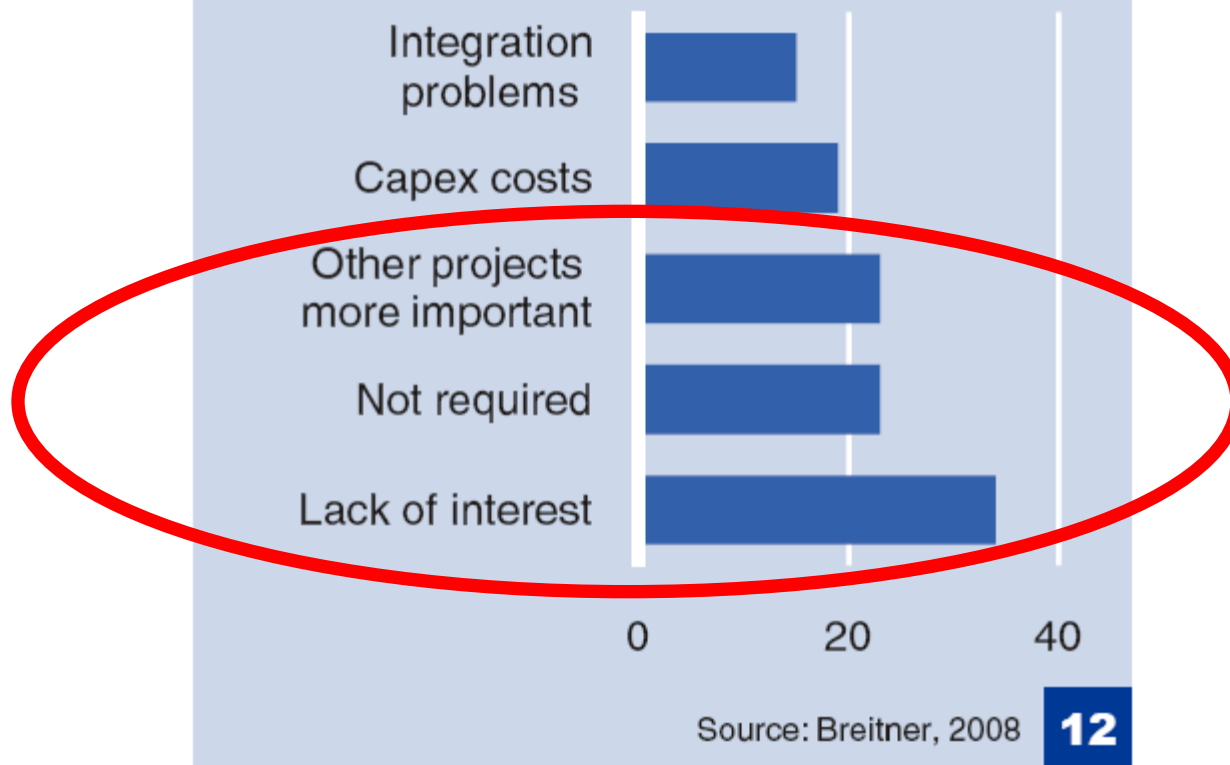


- Potential e-Invoicing customers are bombarded with advertising messages. Regarding e-Invoicing, they receive quite confusing messages.
- Operators and other stakeholders are key influencers for the market development
- In my role, I analyse some dozens of news, reports and websites of various stakeholders every day and I believe that there is great potential for improvement.
- Intention: Stakeholders should jointly develop the market first and compete for market shares in a 2nd step
 1. Increase customer awareness in a positive manner
 2. Differentiate from competitors

Appropriate communication the current market phase

Benefits of digital invoicing not recognised

Factors hampering the introduction of digital invoicing in German companies, %



Steps of online communication

AIDAS concept



Usage of various medias where target segment is expected as visitor

Search Engine Marketing

Pay per Click advertisements

Ad over websites on sites which are relevant to the e-Invoicing business

Visitor should have a positive pre-positioning

Interesting and user-friendly information

Benefits for visitor visible at the first glance

Provide personalized information update with newsletter

Engender desire of reader

Appropriate and customized messages and if possible offering

Reader feels happy by matching its requirements

Segment specific information

Provide information to database

Helping in making decision, e.g. with an ROI calculator and a turnkey service for step 1

Online purchase opportunity

Retain existing customers

FAQs

Contact us

Feedback

5. Satisfaction

4. Action

3. Desire (Convince "it will satisfy your need")

2. Interest (Show benefits and advantages)

1. Attention or awareness (catching the attention of customers)

- Press releases
- Newsletters
- Websites including
 - Webinars
 - Video clips
 - Blogs
 - Case studies
 - Whitepapers
 - ROI calculators
 - Market news
- Seminars
- Road shows
- Advertisements

Good publications detected this year



- “Listen to what some of our 6000 customers have to say” (Readsoft Reference videos)
- “e-Invoicing bietet Einsparpotenziale von 74 bis 89 Prozent” (OB10 press release)
- “Factura Electrónica (facturae) con MS Office 2007” (Blog)
- “Minimize Errors and Channelize Revenue through Online Invoicing” (Blog)
- “Print und e-Rechnungen aus einer Hand” (Itella Germany)
- “Our story: Making Invoicing Painless, at Lower Costs” (FreshBooks)
- “Pagero e-Invoice – 30 Minutes and you are online”
- “Quick wins in the crisis...” (Open Text)
- Messages, mentioning customer benefits already in the title

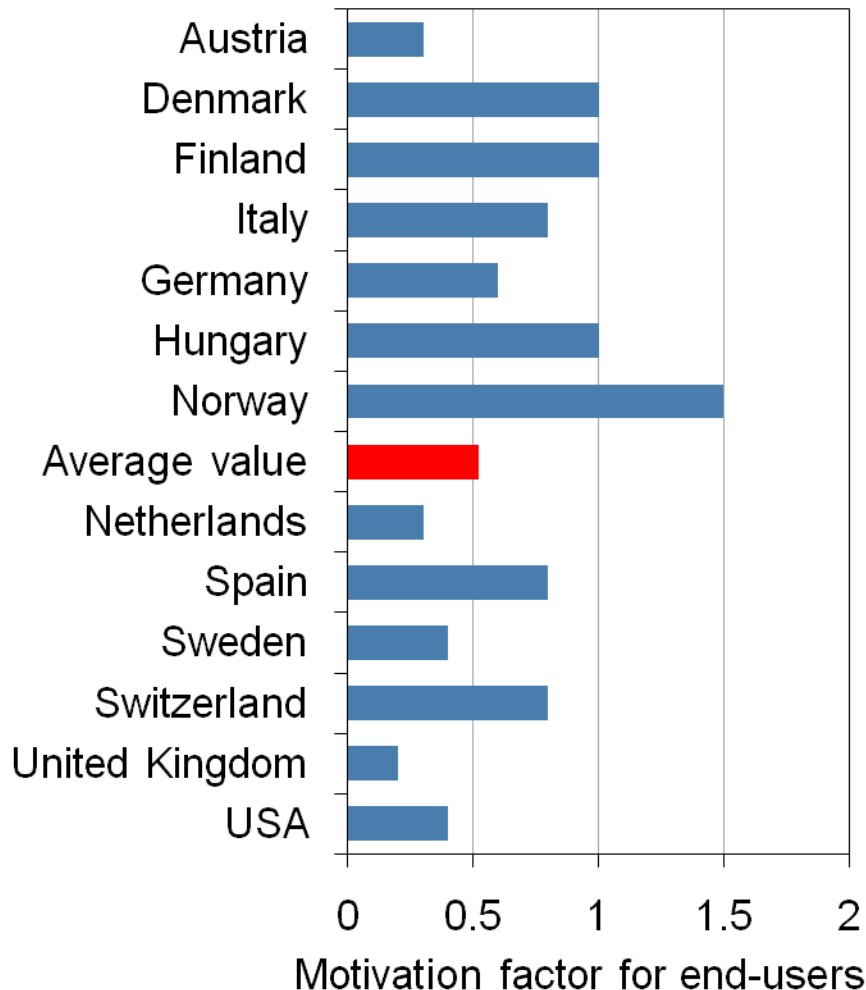
Bad publications detected this year



- “Zeitbombe E-Rechnung” (Time bomb e-Bill, Blog)
- “Why you should never, ever use electronic bill pay” (Blog)
- “Rechnung zum Download - ja oder nein?” (Blog, after judge decision in Germany)
- „EU möchte bei Rechnungen mitlesen“ (European Union would like to along-read with invoices, big brother is watching you..)
- “Europe is complicated when it comes to e-invoicing”
- Confusing information (inappropriate language for target group)
- Focus to self-manifestation more than how to fulfil customer requirement

Analysis of E-Invoicing press releases

May – August 2009 (#=200)



By issuing group

Journalists	0.8
Conferences, reports	0.7
E-Invoicing solution providers	0.6
End-users, direct billers	0.6
Public sector	0.5
KPI/Signature solution providers	-0.2
Lawyers & tax consultants	-0.3

Legend for the values

- >0 = destructive, user wait
- 0-1 = increases interest or desire
user observes the topic
- >1 = leads to action of users

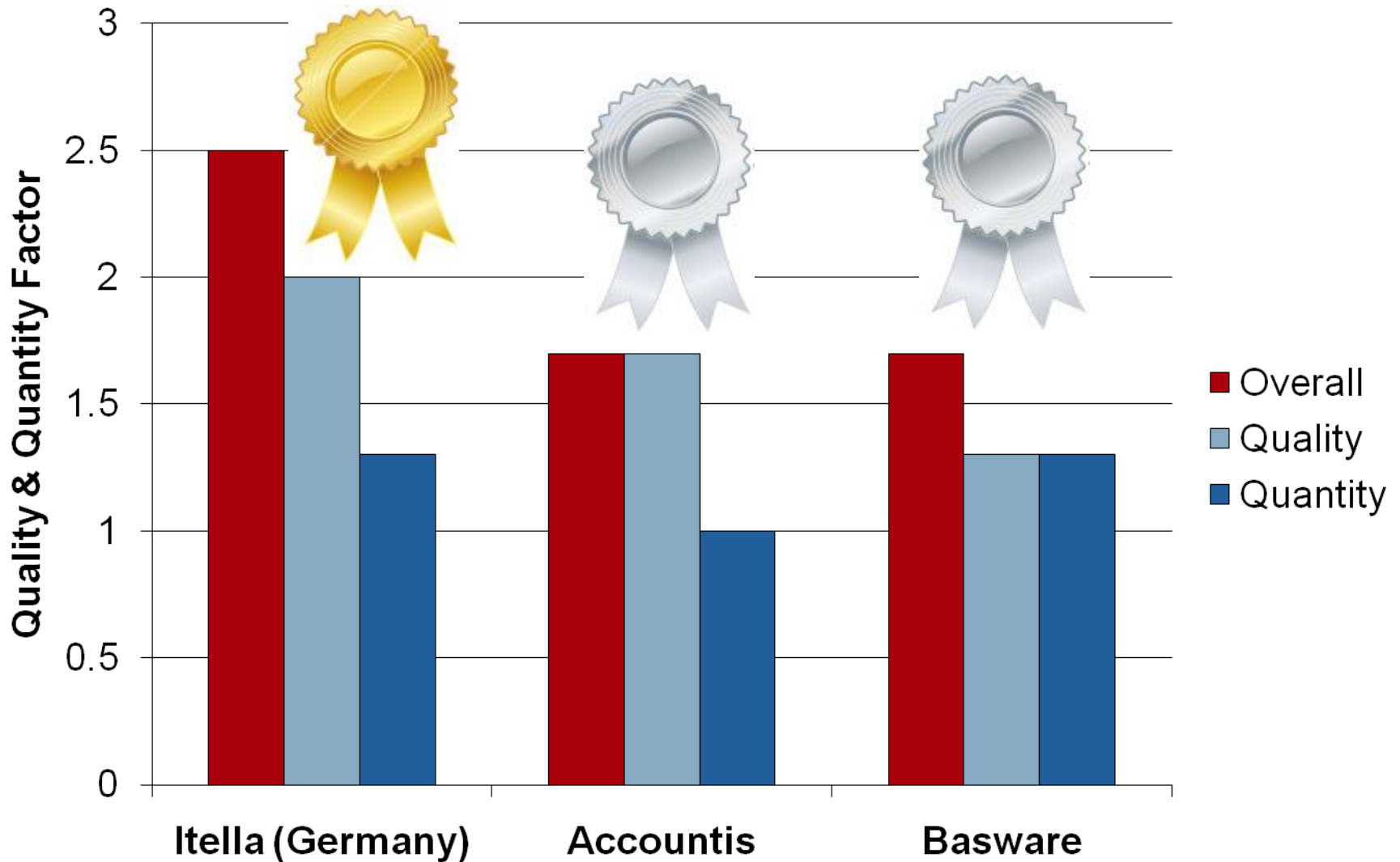
Measured criteria

- Quality (considering AIDAS)
 - News (press release, newsletters)
 - Website
 - Other features like Webinars, Video clips, Blogs, Case studies, Whitepapers, ROI calculators etc.)
- Quantity
 - Number of annual news
 - Number of other communication activities
 - Google hits with typical keywords
 - Google PageRank (relevance of website)



Analysis of provider communication

August 2009 (#=65)



Check your communication



- If I am a small/large sender or small/large recipient of invoices, do I find in your communication
 - sufficient benefits for me at the first glance?
 - appropriate overview information in an easy language?
 - decision material for my specific life situation (volume, environment/systems)?
 - motivating invitation to take the next step and act now?