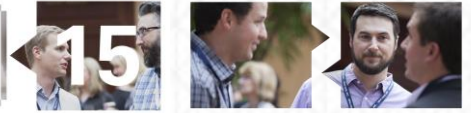




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# Global Digital Capability Building - Search

Marco Muijsert

Global Search Manager

Philips

The leading industry event by digital marketers for digital marketers

Philips delivers  
innovation that  
matters to you



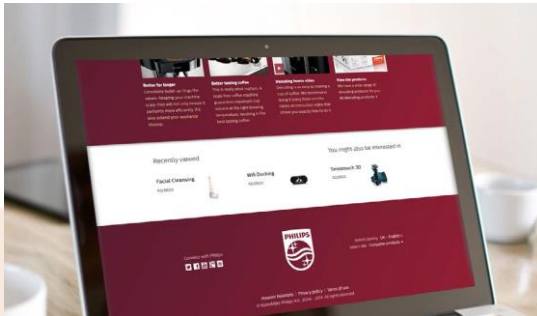
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# Digital Center of Excellence: Search

Increase Philips' online visibility and relevancy towards users and, with that, increase traffic, conversion and engagement on all Philips managed channels.



Marco Muijsert

- Global Search Manager
- 9 years search experience as
  - Webshop owner
  - Consultant
  - Corporate Search manager
- <http://www.linkedin.com/in/marcomuijsert>
- @marcomuijsert

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# Philips.com & Search



Group

Corporate



Consumer

B2C



Healthcare

B2B



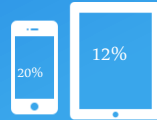
Lighting

B2B

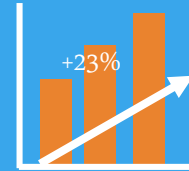


220 million visits

60% of visits via Search



32% of visits  
are mobile or tablet  
(21% in 2013)



1.2 billion  
pageviews



Present in

- 65 locales
- 38 languages



120k unique products  
5 million pages

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# Stepping up in SEO



# Building SEO capability in-house



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# Search acting as the bond between marketing functions



Content: Change from translation to localization



R&R: Leveraging user generated content across our platforms



Brand: Ensuring that brand teams are fully aware of search



PR/MarCom: Enhance the content ecosystem by leveraging outreach



Consumer care: Improving self-help rates via relevant content



Etrade: Increasing content relevancy beyond Philips.com, focussing onetailers



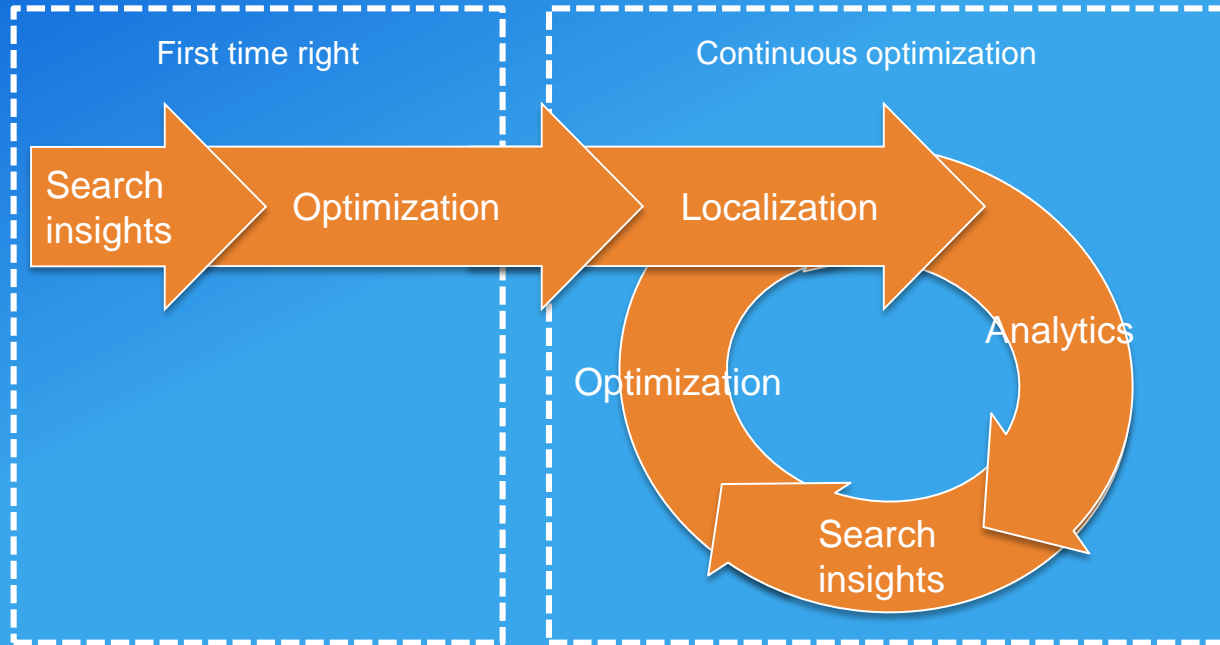
IT: Implement structural changes and effectively manage migrations...



Analytics: Implementing common set of KPIs & reports

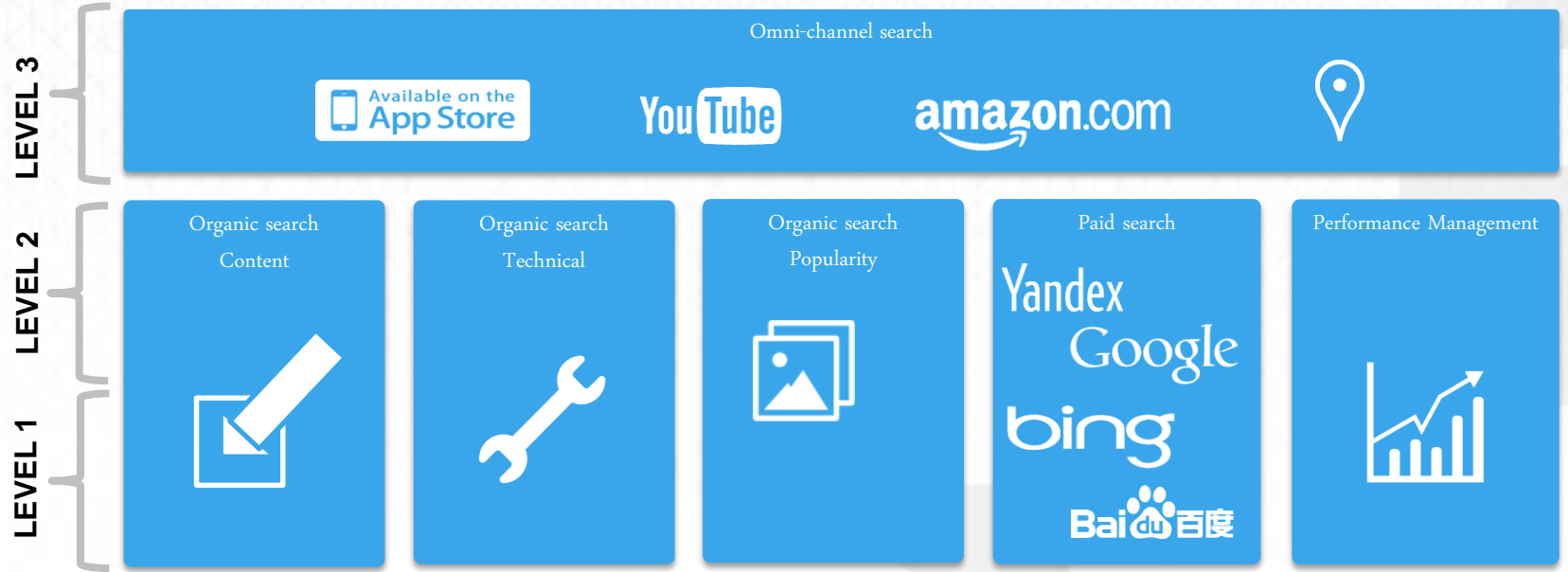


# Data driven content creation





# Building digital capabilities at scale



# Enabling local marketers via global learning program



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# Shifting the ownership from global to local

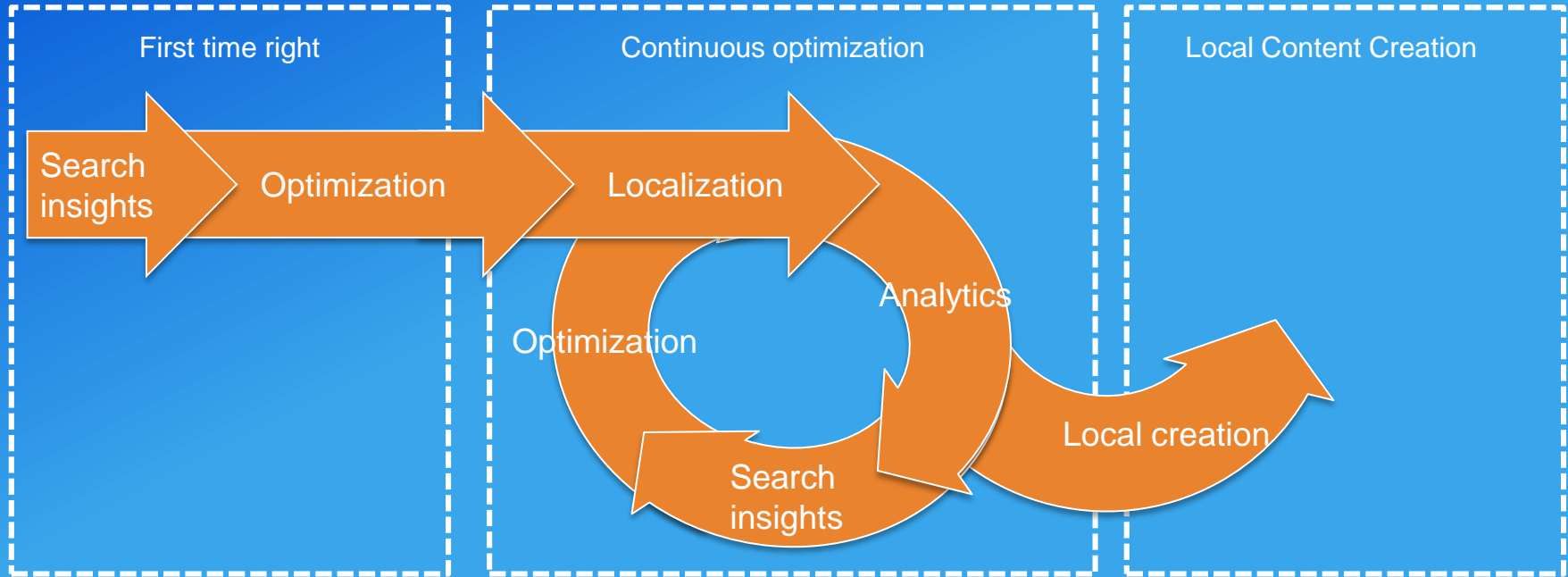


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# Scaling global content while accommodating for local nuances



# Key takeaways

- Search cannot be managed in isolation
  - Silos need to be broken!
- SEO cannot be treated as an afterthought
- Work like a start-up
  - Test & Learn
  - Launch & Iterate
- Management buy-in is crucial to drive change
- Search is local
  - Scale towards local markets
  - Local ownership is key!





Thank you

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