

MARKETING AUTOMATION - IT PACKS A PUNCH!



DO YOUR CUSTOMERS WANT A PERSONALISED OR GENERIC EXPERIENCE?



GENERIC
OPEN A SHOP



PERSONALISED
MARKETING AUTOMATION LOADS THE DICE.

Most modern buyers expect to be treated as individuals. Even the most commodity-driven e-commerce shops will present items tailored according to previous purchases and browsing history. Look at the time prospects are spending on your website, the pages they are visiting and the content they are absorbing. Tailor your communications to deliver personalised experiences based on behavioural activity.



DO YOU HAVE ONE CUSTOMER, TENS OF CUSTOMERS, HUNDREDS, THOUSANDS?



SMALL AMOUNT

YOU HAVE THE TIME TO TAILOR YOUR CLIENT EXPERIENCE FOR ALL CUSTOMERS.



GROWING AMOUNT

EVEN FROM A MODEST START, YOU'RE LIKELY TO WANT TO GROW YOUR CUSTOMER BASE AT SOME STAGE.

Consider how your marketing infrastructure and marketing programme strategies can adapt to scale now before it becomes challenging. Look at your systems and processes and ask, will these work when my customer and prospect base is ten-times the size it is now? Consider how leads are managed today from an ownership and routing basis and whether your CRM is functionally-fit to support this process? Are you tracking website behaviour and feeding prospect activity to Sales? Simple questions that with the proper approach and effective systems in place (such as marketing automation) can radically transform low-volume account-based marketing approaches to even the largest of mass-marketing.



DOES YOUR CUSTOMER USE ONE CHANNEL OR MORE?



ONE
THAT'S SIMPLE HOWEVER YOU'RE MORE THAN LIKELY NOT BEING SEEN WHERE YOUR CUSTOMERS AND PROSPECTS HANG-OUT.



MORE THAN ONE
MORE THAN LIKELY.

This means campaigns, branding and offers need to be consistent across email, display advertising, search, video, mobile and any other (new) media that might disrupt the status quo. Make sure your systems can monitor activity across all of these channels and join the dots to provide a comprehensive picture of marketing's effectiveness in delivering value and results. What's more, make sure that when monitoring behaviour consider the right activity to accelerate customers at whatever stage of the buying cycle they might be in. Relevancy, drives conversion, drives revenue.



CAN YOU DELIVER MORE, OR DELIVER ANOTHER TIME?



NO INTEREST IN UP-SELLING OR CROSS-SELLING?

IN B2C THESE ARE COMMON EVERYDAY OCCURRENCES. IN B2B, LESS PREVALENT AND DEPENDANT ON PRODUCT PORTFOLIO.



KEEN TO INCREASE UP-SELLING/CROSS SELLING OPPORTUNITIES.

THE KEY TO EFFECTIVE CROSS AND UP-SELLING SUCCESS LIES WITHIN DATA, HOW IT'S STORED, HOW ACCESSIBLE IT IS TO MARKETERS FOR CAMPAIGN ACTIVITY AND THE LOGIC BEHIND WHICH PRODUCTS TO RECOMMEND.

Without investment in data management and data interoperability between systems plus data science to enable swift recommendations, this will be a relatively dark art to make this a reality. When a prospect is on your website, has downloaded a data sheet or whitepaper, or has just purchased a product, marketing automation allows you to "set it and forget it". Once you do the work upfront to create your content and set your rules, a marketing automation recommendation programme will run with little oversight.



ONCE YOU'VE GOT IT RIGHT, DO YOU SETTLE ON A SYSTEM OR REFINE IT?



SETTLE
NAH! BE PROGRESSIVE AND PUSH THE BOUNDARIES!



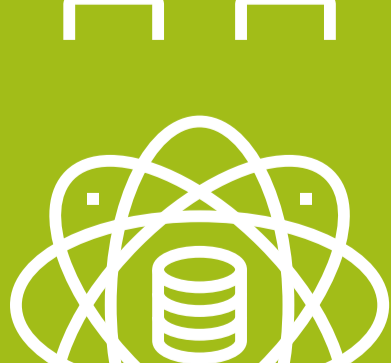
REFINE IT
A POSITIVE RESULT IS ALWAYS WELCOME AND A SATISFIED CMO (WHO SPONSORED YOUR TECH INVESTMENT) IS AN EXCELLENT THING.

2010's customer wouldn't have been as mobile as 2016's, and there's no doubt that 2020's buyer will be different again. Keep monitoring those customer behaviours and how they evolve and refine, refine, refine. Your marketing automation platform will evolve and grow with you. It will blend with other more powerful solutions such as data management platforms, analytics platforms, that collectively pack a powerful punch to super-charge marketing efforts.

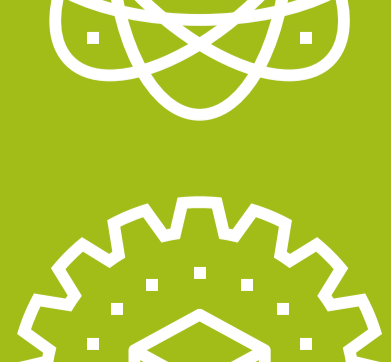
TAKEAWAYS



GIVE YOUR CUSTOMERS A PERSONALISED EXPERIENCE.



SEARCH YOUR DATA FOR UP-SELLING/CROSS-SELLING OPPORTUNITIES.



ONCE YOUR PROCESSES ARE IN PLACE, CONTINUE TO REFINE THEM