

Top Tips for Digital Marketing at Scale



CRMT DIGITAL
GLOBAL ENABLEMENT | SMART ENGAGEMENT



Need to scale your digital marketing efforts?

With COVID-19 putting pause on face-to-face events, many organisations are relying on digital channels for lead generation and face a big challenge in meeting this changing demand.

Top Tips:



Optimise Marketing Automation Setup

Make use of dynamic content, tokens and modular templates to avoid starting from scratch each time.



Leverage Intent Data

Understand key account insights and areas of interest to enable more targeted communications.



Invest in a Campaign Orchestration Platform

Take away the pain of executing marketing at scale with a platform to manage the end-to-end campaign process, automating where possible.



Share Best Practice Examples

Don't compromise on quality when scaling your marketing efforts and enable your teams with some best practices example to follow.



Create Campaign Playbooks

Equip your Field Marketers with all the ingredients they need for a successful campaign.

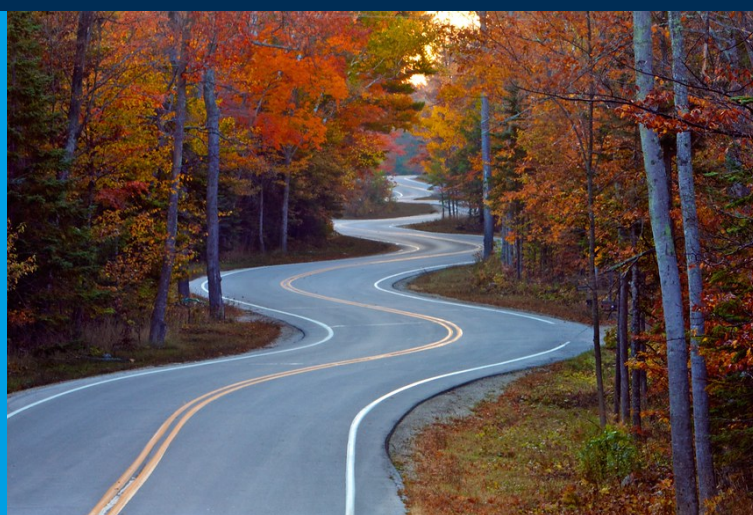


Improve Data Quality & Access

Clean up and centralise access to data based on shared data points.

Expert Tip

Try not to "boil the ocean" and tackle all of these areas at one, instead build out a roadmap with some short, medium and long term milestones so you can make inroads quickly, without compromising your long term vision.



Looking forward, B2B companies see digital interactions as **two to three times** more important to their customers than traditional sales interactions. (McKinsey, 2020).

25%

Why invest in digital?

In the wake of COVID-19, Sales and Marketing leaders a need to adjust how their organizations sell in the face of new customer habits and trying economic times. In many ways, the changes in customer behavior are an acceleration of digital trends that were in motion before the pandemic hit. It seems we are at a digital inflection point, where B2B Sales & Marketing Operations going forward will look fundamentally different from what they were before the pandemic.