

## Processes and practices for effectively using digital channels to reach customers.

### INTRODUCTION

Recently, Aprimo® hosted an [American Marketing Association](#) webinar discussion on The Impact of Digital Marketing. Participants included Jim Cavedo, Senior Director of Relationship Marketing for International Speedway Corporation, and Mike Malec, eBusiness Manager at Eastman Kodak Company.

Drawn from this wide-ranging conversation, this white paper highlights some of the best practices that leading digital marketers are using to help reach their customers and manage their campaigns in an era of rapid change and increased accountability. These best practices include:

- Using data analytics to provide customer insights that drive marketing decisions
- Maintaining a consistent message and experience across digital channels
- Focusing on quality of messaging over quantity
- Providing customers with content that is timely and relevant
- Using integrated technology to add focus and accountability to marketing
- Deploying campaign management tools to continually improve results
- Taking advantage of digital channels, such as social media, to uncover new opportunities

### GET EVERY OUNCE OF VALUE OUT OF YOUR DATA

Analytics are becoming a critical part of successful marketing. Having technology that can look at data and uncover post-campaign insights is key to understanding the value of a campaign and driving future decisions.

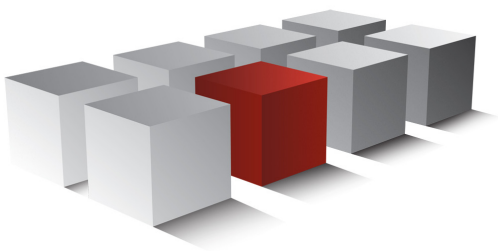
Marketers should seek to leverage data to better understand customers—including their businesses, the products and services they use, and the processes they prefer—and then integrate that knowledge into campaigns.

Granular data is critical to understanding what resonates with individual customers, and what doesn't, so you can continue to effectively target and message to them. Today's customers want to feel like they are being marketed to individually, based on the interests and needs they have expressed in previous interactions with your company. This requires a high level of knowledge and a sophisticated marketing process that leverages data to dynamically offer campaigns in real-time. Data is what drives the engine forward.

**“That exchange of data between all of the important customer facing solutions... helps inform future decisions and makes marketing planning much more effective in the long term.”**

**JIM CAVEDO**

International Speedway Corporation



**“We came to the realization that there were too many pockets of grassroots e-marketing. Message standardization became key for us, so that our brand was truly reflected in a positive way in every message we sent out.”**

**MIKE MALEC,**  
Eastman Kodak

**“It’s not just about sending out an email, it’s about understanding the value of that email. It’s about understanding the value of that social media engagement. It’s about understanding the value of that phone call. Whatever the channel, it’s about being able to understand the value collectively on customers.”**

**JIM CAVEDO,**  
International Speedway Corporation

Using a campaign management tool is an essential part of successful customer engagement. The right technology solution allows marketers to focus on messaging rather than implementation, so your conversation with customers remains timely, relevant and effective, whether you are reaching current customers or nurturing new prospects.

With an integrated technology solution, data can be integrated across multiple platforms and put to work where it is needed, delivering insight and informing marketing decisions throughout the entire organization. This is especially important in an era of stretched budgets, when every dollar invested in marketing needs the right information behind it.

#### **MAKE SURE EVERY MARKETING CHANNEL DELIVERS THE SAME EXPERIENCE—AND A CONSISTENT MESSAGE**

As digital channels have proliferated, staying “on message” has become increasingly problematic for many marketing organizations. The temptation is great—especially in siloed environments with different vendors for different channels—to create a unique voice for social, interactive, mobile and other new media.

With marketing channels continuing to splinter, it’s more important than ever to have an integrated strategy for systems and processes to ensure a consistent customer experience regardless of channel. Whether it’s an online visit to the company website, an e-mail, a Facebook post or a traditional media touch point, every piece of communication and every sales message needs to be on target and delivered to the right person at the right time.

Campaign management technology provides the kind of integrated platform that can help marketing organizations unify messaging, eliminate duplication, speed campaign deployment and control costs. By allowing the sharing of campaigns with different regions and extending them to other needs, marketers can create increased efficiencies and a more consistent experience for customers throughout every channel in use.

#### **AS DIGITAL CHANNELS MULTIPLY, CONCENTRATE ON QUALITY OVER QUANTITY**

The ease of implementation and cost effectiveness of digital channels has made it tempting for marketers to increase the volume of their communications with customers. That’s usually a mistake. Because digital media tends to be much more intrusive than traditional channels, it is much more susceptible to brand clutter and negative impacts.

The key with digital is to do more with less. That means making sure every message is worthwhile and valuable to the prospect. Know who you’re talking to and know them well. That means using your data, both pre-campaign and post-campaign, to understand who is opening those e-mails—and why—and then designing your next campaign for even greater effectiveness.

It’s also worth noting that quality doesn’t mean complexity. Simple, straightforward campaigns can be among the most effective, just as long as they are directed at the right customer and they carry a compelling message or offer.

**“We’d have a separate campaign, a separate silo, a separate agency, separate tools to use. All our campaigns now are run through one tool. It’s really rapid execution and the cost has been reduced tremendously.”**

**MIKE MALEC,**  
Eastman Kodak

### **CUSTOMERS DEMAND RELEVANCE. GIVE THEM WHAT THEY WANT.**

One of the hallmarks of the digital era is how customers have wrested control of the conversation away from marketers. Due to the proliferation of channels and the ability to control the level of involvement, the consumer now decides how, when and whether to engage with marketing messages.

Rather than becoming a hindrance to effectiveness, this development has meant increased opportunities for marketers who understand that customers are more open than ever to those messages that indicate an understanding of their needs.

The ability to talk to customers the way they want to be talked to—regardless of the channel you use—depends on having customer data up-to-date and accessible throughout the marketing organization. This allows the sharing of customer habits, trend lines, behaviors, constraints and other information that carries important relevance markers.

### **USING AN INTEGRATED TECHNOLOGY SOLUTION LETS MARKETING FOCUS ON WHAT’S IMPORTANT**

The importance of data analytics, both the tools and the people behind them, is driving the transformation of customer engagement in digital marketing. The speed and effectiveness with which an organization can turn data into knowledge and actionable insight have become key competitive advantages.

The use of data to guide marketing is not a new idea. What is new is the volume of data, which has multiplied as digital marketing has multiplied the number of available communications channels.

Typically, harnessing that data over time has been a piecemeal approach, as multiple systems were purchased or built in-house, whether for managing data or creating and executing campaigns. The result was a data infrastructure in silos where it could not be shared and campaigns that could not be managed or improved.

An integrated campaign management solution puts technology seamlessly into the background where it belongs, allowing marketers to focus on what they’re paid to do: build targeted campaigns and generate sales leads. The best solutions combine:

- cross-platform usability that IT departments value
- ease of use and depth of features that marketers and their partners can access
- accountability tools that allow management to see the true value of their marketing spend.

As digital channels continue to grow as part of an organization’s marketing mix, an integrated technology platform to measure and manage those channels will become even more essential.

### **ANALYZE EVERY CAMPAIGN TO HELP IMPROVE THE NEXT ONE**

Digital marketing should be a process of continuous improvement, especially when you take advantage of today’s powerful analytics and campaign management technology tools.

Rather than implementing individual campaigns in linear fashion and hoping for the best, think of campaign management as a 360° process. Data about the customer helps determine the message, offer and delivery channel. Then, data gleaned from the customer’s response to the message helps fine-tune subsequent messages, as well as offers to new prospects. When your technology solution is able to facilitate seamless data exchange among all of your important customer facing areas, messages can stay relevant and campaigns can be delivered in a timely way that competitors won’t be able to match.

**“You want to get to a state where you’re in control of your e-marketing initiatives, so you’re not wasting dollars needlessly and have the ability to measure success. You want to make sure that everything you put out is giving you a positive return on your investment and you’re going in the right direction.”**

**MIKE MALEC,**  
Eastman Kodak

Campaign management technology also enables marketers to experiment and try different things with small audience segments rather than an entire customer base. Analytics can determine the effectiveness of these test segmentations, and successful tactics can be used more widely in subsequent campaigns.

Using automation tools to constantly fine-tune results can improve marketing ROI, and enhance the customer experience, as communications become more welcomed and valued for their content.

#### **RECOGNIZE THAT THE FUTURE IS ALREADY HERE**

Marketing has changed more in the past decade than it has in generations. But every challenge of the digital age has brought even greater opportunities to those marketers who make the right investments in time and technology to understand new consumer behaviors and gain new insights from customer data.

For example, in a recent survey, social media ranked second only to e-mail as the most critical digital channel utilized by marketers. Clearly, the days of social media channels like Facebook and Twitter being marginalized as non-serious marketing venues are over. Even B2B marketers see the value of social media as a useful adjunct to their overall communications efforts.

However, marketers who might have once distanced themselves from social media are making a similar miscalculation by putting it alone on a pedestal. A more reasonable approach is to give social media a seat at the table in your marketing mix, while treating it as one of the many channels that are part of your integrated marketing strategy and campaign management plan.

Digital marketing has opened the door to new opportunities, and it’s through the use of integrated solutions that marketers will reach those opportunities. The key is to know your customers, and then effectively use the right digital channels to communicate to them.

#### **SUMMARY**

Digital marketers understand the value of using analytics to leverage data and help improve their ability to engage customers. Regardless of the channel used, it is important to maintain a consistent customer experience and a relevant message. Using integrated systems and campaign management tools can help turn marketing into a process of continuous improvement and improved accountability. Marketers who take advantage of these technologies will stand to gain as digital continues to change the way companies and customers interact.

**"I don't know how you could execute an integrated digital marketing plan that doesn't have social media as a key component of it today."**

**JIM CAVEDO,**  
International Speedway Corporation

#### **ABOUT APRIMO**

Aprimo's integrated marketing software enables B2C and B2B marketers to successfully navigate the changing role of marketing by taking control of budget and spend, eliminating internal silos with streamlined workflows and executing innovative multi-channel campaigns to drive measurable ROI.

Through the use of Aprimo's modular and on demand software, Aprimo Marketing Studio® B2C and Aprimo Marketing Studio® B2B, marketers can integrate marketing organizations, manage, deliver and track the right message targeted to the right audience over the right channel and translate marketing efforts into measurable business impact and revenue.

Hundreds of thousands of marketers trust Aprimo to revolutionize their marketing. Aprimo customers include over one third of Fortune 100 companies, and nearly one quarter of Global 100 companies.

#### **ABOUT TERADATA**

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