

BrandRepublicInsight

COMPLIMENTARY EXPERT REPORT

Deliver:
Connect With Your
Connected Customers

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Generation C: The Connected Customer eBook Series

Deliver:

Connect with Your Connected Customers

Enterprise Marketing Management



Generation C: The Connected Customer eBook Series

Learn how marketers can connect with customers in our Generation C: The Connected Customer eBook series.

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Collect:

Build a Customer
Data Foundation for
Interactive
Marketing

2

Analyse:

Understand
Customer Behaviour
to Fuel Interactive
Marketing

3

Decide:

Match the Right
Message to the
Right Customer

4

Deliver:

Connect with
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Manage:

Make the Most of
Your Marketing
Connections

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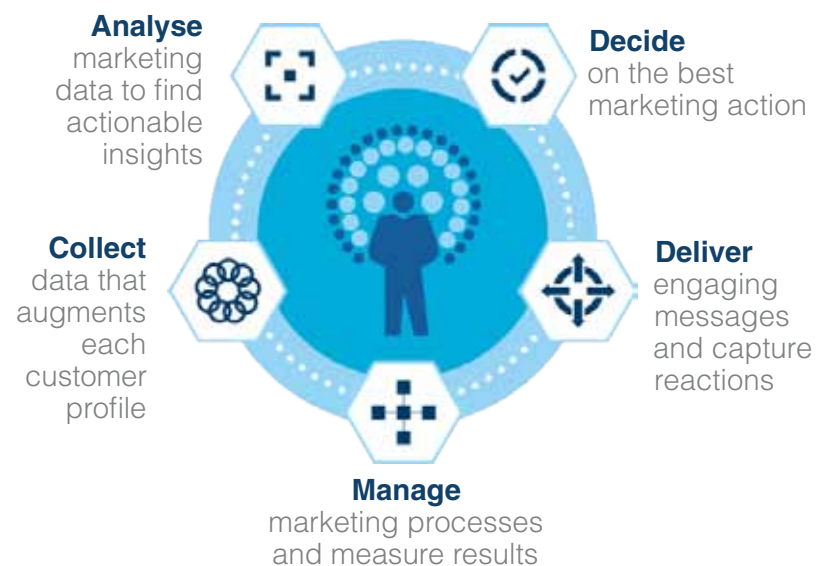
Introduction

If you met a valued customer face to face, you'd probably greet the person with a smile and a "hello." You'd want the communication and ongoing discussion to be personal and specific to the individual.

Delivering an effective marketing message is no different. Having a personalised connection sets the stage for a dialogue and two-way conversation, across any channel the customer chooses.

The process of Deliver is how you connect with Generation C connected customers. It works in concert with the fundamental Enterprise Marketing Management (EMM) processes of Collect, Analyse, Decide and Manage.

EMM: a comprehensive suite integrating five critical marketing processes



What if you could deliver cross-channel marketing so personal that it felt like a service?

The business challenge

Ineffective delivery can undermine the most brilliant marketing campaigns with:

- Email rendering problems that prompt deletion
- Limited visibility into email deliverability
- Lost opportunities to engage with mobile customers
- Subpar display ad and social media returns
- Lead management gaps between marketing and sales

Whether you are responding to inbound marketing requests or managing outbound marketing efforts, effective cross-channel delivery is important. Successful marketing delivery should feel like a personalised service to consumers whether it's on a mobile device, through their inbox, on social media, during call centre or in-person interactions, or through relevant display ads on the website.

Delivery is ideally done with finesse. It works in the background, inviting interaction and learning at every touch point. It's not intrusive or shrill. Effective delivery means that a marketing solution can connect with your "Generation C" customers by detecting events that signal a readiness to engage. It requires a single platform that unifies your outbound and inbound channels and choreographs the best message to the right consumer over the best channel.



Inbound interaction is a prime opportunity to connect with customers because your brand is top of mind.

Smart marketers can take advantage of inbound opportunities by delivering personalised offers for cross-sell and relationship-building through call centres, face-to-face, points of sale, ATMs (in financial services), social media and websites. The results: Higher conversion rates and lower costs than outbound channels.

Effective inbound management requires cross-channel integration, a complete customer profile and a marketing solution that can evaluate and prioritise offers tailored to a customer's interests. It requires a solution that can act based on customer activity or "events" – for example, preparing a call centre agent with three prioritised offers for the next time a customer phones in.

For example, **OCBC Bank**, one of the largest banks in the Singapore-Malaysia market, uses an IBM EMM solution for real-time inbound marketing to support face-to-face interactions between sales agents and new customers.

OCBC has seen a 10 percent increase in the number of products acquired by customers opening a new account.



The web is also a prime channel for inbound interaction. Product recommendations based on customer activity and/or "the wisdom of the crowds" are a proven way to drive double-digit lift. Social media sites should also greet the customer with relevant content or offers to drive additional interaction. Smart marketers follow up on inbound interactions through email and other outbound channels that are strategically integrated to provide a cohesive experience. That requires attention to such tactical issues as attractive email rendering, mobile email marketing optimisation and email deliverability – monitoring your success at reaching the customer inbox.

Tips for inbound delivery

- **Engage your agents.** Customer service representatives are in an ideal position to help refine your inbound efforts; be sure to solicit their feedback.
- **Augment website search with recommendations.** Using product recommendations on search results pages gives consumers additional options and mitigates occasional issues of errant search results.
- **Make social media a dialogue.** More so than other channels, social media marketing is ideally a collaborative dialogue with the customer, not a one-way conversation.

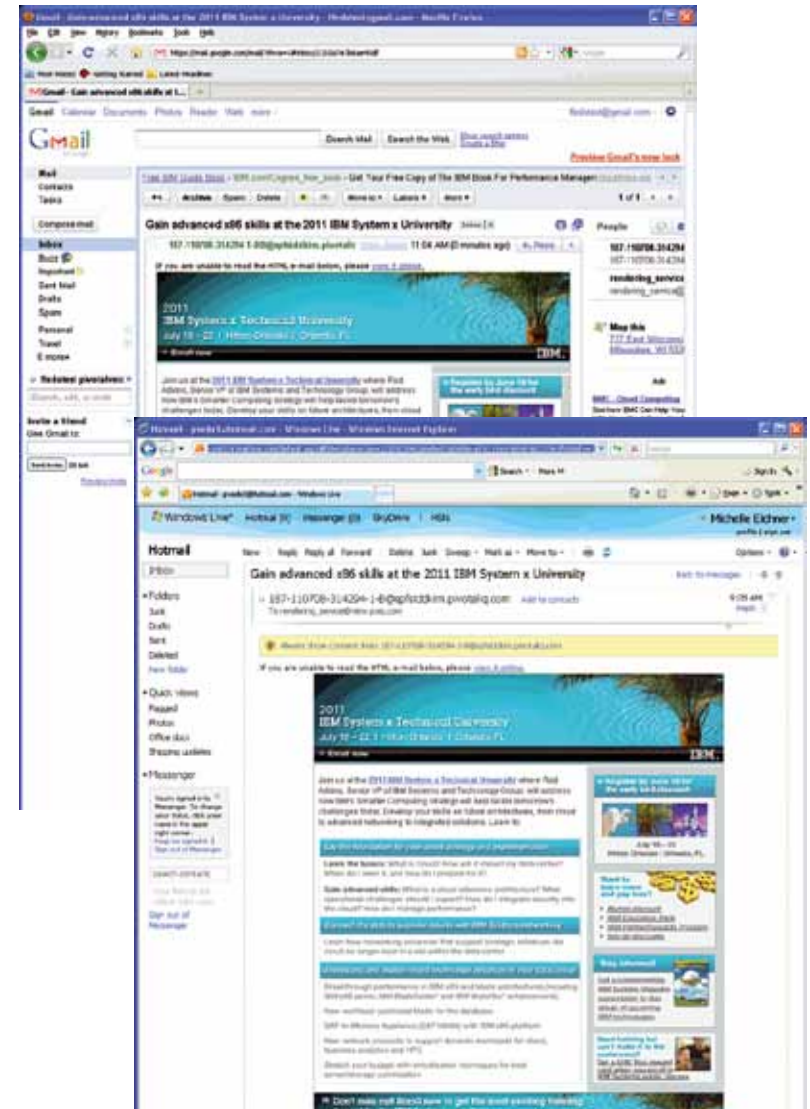


Email should arrive in a pretty package, not in visual disarray.

Crafting compelling messages personalised to customer interests is only half the battle in email marketing; the other half is platform support and rendering. Why? Your click through and conversion rates will suffer if the email does not render properly when the customer opens it. Testing how your email appears to customers on the desktop, on multiple platforms, is a key to success that some marketers continue to overlook.

Your customers use a variety of web-based and desktop clients for email. Each email client and platform has idiosyncrasies that affect the way emails render. Do you know how your HTML appears across dozens of ISPs, desktop clients, web programmes, and browsers? Is your HTML code W3C-compliant, supporting uniformity? Do your images and links function properly and load quickly?

Optimising email rendering requires a systematic quality assurance (QA) approach and a flexible testing solution that can handle more than 100 different views across dozens of scenarios. Wizard-driven automation can guide you through best practice steps to test and optimise your emails in all major languages.



A sample of email optimised for both Gmail and Hotmail.

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Capitalise on the new marketing frontier of mobile email.

The phenomenal adoption rate of mobile devices introduces new complexity in how your marketers capture customer behavioural data and understand what it means. It also offers an opportunity to capitalise on smartphones and tablets for email marketing. The space is enormous, as the growth of emails viewed on mobile phones is expected to remain at 10 percent or higher. Marketeers are responding – according to a recent IBM study, the number of companies using mobile email marketing is set to double in 2012, from 35 percent to 70 percent.¹

Optimising mobile rendering: Emails render differently on an Android (left) and an iPhone.



Mobile devices give you a new channel to reach on-the-go customers anytime, anywhere; geolocation-based texting lets you greet a customer while in a store, or nearby. It's important to monitor which devices are used the most and tailor mobile email marketing to that device and by time of day and day of the week. For example, IBM data shows that mobile email usage rises on the weekend, when consumers are away from their desktops, and between noon and 2 p.m. and after 5 p.m. on weekdays.

Many customers may have a Yahoo! or Gmail address and access those accounts by both desktop and mobile devices. Rendering tools can help you optimise emails across iPhone, iPad, BlackBerry, Android and other devices. Given the impatience of mobile users, delivering an email that renders perfectly on a smartphone can make or break your mobile email success.

¹ IBM, "The State of Marketing 2011: Unica's Annual Survey of Marketeers," June 2011.

Tips for mobile email marketing

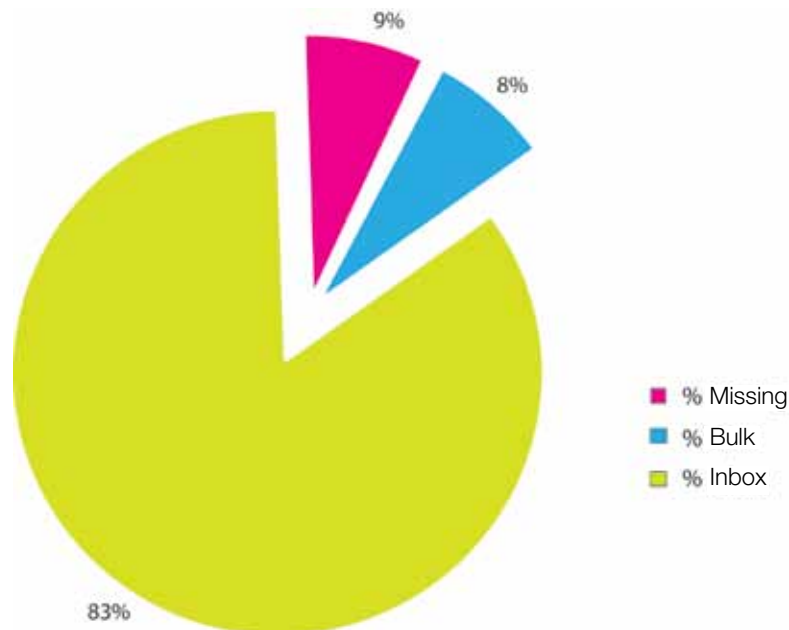
- **Optimise emails for small form factors.** Use brief subject lines and "From:" names, avoid columns and tables, position calls to action and branding as high as possible.
- **Keep mobile emails light.** Less than 20 KB is recommended, and be sure that linked landing pages are mobile-optimised.
- **Encourage customers to sign up for mobile emails.** Compared to texting, email gives you a richer medium and avoids potential per-text charges for sender and customer.

Monitor email deliverability and avoid the dreaded spam folder.

You could send marketing emails that render beautifully across dozens of formats and devices – and end up with zero return if those emails land in a spam folder or are blocked by an ISP. To maximise returns from email marketing, it's critical to monitor email deliverability – yet many marketers lack visibility into this important measure of success in reaching the inbox.

According to IBM figures, about one in five emails don't reach the inbox because they are labelled as spam, and deliverability

Overall email deliverability averaged 83 percent in the second half of 2011.



metrics vary across industries. Travel and hospitality marketers average deliverability of 92 percent, while media and publishing languishes at 75 percent. Within retail sub-verticals, IBM has seen deliverability range from 75 percent to 95 percent.

Part of the problem is that many email service providers (ESPs) show you just bounce rates – emails rejected usually because of an invalid address. Technology can show you whether email arrived at an inbox, was marked as spam or quarantined, or was blocked outright. Covering more than 150 domains in 68 countries, EMM email deliverability solutions deliver information on:

- Whether your email is “blacklisted” preventing inbox delivery, and to better manage your reputation
- Checks against leading anti-spam filters
- Type and version of browser, email client or mobile device used to open an email
- Time of day an email was read
- Possible vulnerabilities in anti-spam regulatory compliance
- Deliverability comparisons against industry benchmarks based on 5 billion emails a month

The result: Marketers are armed with insights into email effectiveness and can troubleshoot problems before and after they happen to improve rates of opens, clicks, and subscriptions to opt in lists.

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Display ad retargeting offers a friendly reminder of your brand.

More than 90 percent of shoppers who browse your website leave without conversion. If you sit idly by and hope browsers and shopping cart abandoners return, you're conceding sales to the competition and losing an opportunity to connect with your customers.

Display ad retargeting lets you re-engage these browsers and cart abandoners, serving brand-level or product-specific ads in the days following their last site visit. Double-digit returns in such metrics as click through and conversion has made display ad retargeting one of the fastest-growing areas in digital marketing and an accepted means of delivering follow up messages.

Display ad retargeting excels at both relevance (reminding customers of a brand they're interested in) and reach (syndicating across thousands of external websites as your customers travel the web). Ad retargeting typically involves a data syndication platform and a display ad partner – or several partners, as providers often cater to different publishers and niches.



Display ad retargeting success

IBM customers using EMM display ad retargeting solutions have realised remarkable results.

- **wehkamp.nl**, the Netherlands' largest retailer, nets return on investment (ROI) from display ads that's *15 times higher* than its ROI from generic ads, and click through five times greater than generics.
- Personal care products retailer **Burt's Bees** has seen a *40 percent* increase in site visits by browsers targeted with display ads, with corresponding increases in sales and average order value.
- **IBM** implemented display ad retargeting to achieve results over *100 times more efficient* at driving B2B responses than standard site placed banners.

wehkamp.nl

BURT'S BEES®

Social media marketing works best in concert, not in silos.

When social media emerged several years ago, companies raced to launch blogs, Facebook pages and other islands of socialisation. As social media marketing matures, savvy marketers no longer think in terms of stand-alone social tactics. They think strategically of cohesive delivery orchestrated across multiple social properties and integrated with complementary marketing.

Social media marketing is most effective as part of a broader customer-centric experience. Your customers appreciate being recognised and catered to on your website and other channels, and they have the same expectations for social media. They reward companies that offer seamless interactivity and progressively richer rewards as engagement deepens. For example: media and entertainment marketers offer multiple interactions, from microsites with exclusive content and forums, offers on Facebook, to highlights on YouTube and updates on Twitter. When email marketing, targeted display ads, and ecommerce stores operate in concert with social media, you gain more clicks and revenue.

Delivered uniformly with cross-channel integration, social media generates greater value than siloed initiatives – though social silos remain the norm. If greater social media cohesion is on your agenda, think in terms of synergy and consistent delivery in the context of your overall marketing mix.

Social numbers to know

An IBM survey of marketers² found that.

- **79 percent** will use social media marketing by the end of 2012
- **54 percent** offer social sharing links in email and web offers
- **48 percent** of marketers on Facebook and Twitter don't integrate those initiatives with other channels

² IBM, "The State of Marketing 2011: Unica's Annual Survey of Marketers," June 2011.

Deliver value to sales teams with high-quality leads.

For many companies, effective marketing requires delivery of a different sort – delivering qualified leads to the sales team and partners that can improve close rates and increase revenue. Disconnects between marketing and sales teams and inability to qualify, enrich and measure lead management can waste lead and revenue opportunities.

How can you streamline lead management? How can you enrich lead profiles with web activity and marketing response data that spotlights intent and prospective value? How can you increase visibility into lead performance once leads are passed off to sales or partners? A dedicated lead management solution as part of a comprehensive marketing platform helps:

- Capture leads from web inquiries, campaign responses, inbound interactions, referrals and other sources
- Enhance lead quality through consolidation, enrichment and scoring, and routing them to the best-suited sales representative
- Improve lead distribution with flexible business rules that incorporate sophisticated analytics, capacity constraints, regional overlays and other business attributes
- Track results on leads generated in terms of disposition, conversion, best lead sources, and best lead close agents or partners



Manage the virtuous cycle of interactive marketing.

Whether you are responding to inbound marketing requests or more effectively managing your outbound marketing efforts, effective cross-channel delivery is important. Additionally, if you successfully deliver a message or campaign, your system needs to capture the response (or lack thereof), figure that into the customer profile and decide on your next best move. Managing this virtuous cycle and your overall marketing programme is a process unto itself. For the next eBook in this Generation C: The Connected Customer series, see [Manage: Make the Most of Your Marketing Connections](#).

About IBM Enterprise Marketing Management

The IBM Enterprise Marketing Management (EMM) Suite is an end-to-end, integrated set of capabilities designed exclusively for the needs of marketing organisations. Integrating and streamlining all aspects of online and offline marketing, IBM's EMM Suite empowers organisations and individuals to turn their passion for marketing into valuable customer relationships and more profitable, timely, and measurable business outcomes.

The IBM EMM Suite helps marketers to understand customer wants and needs and leverage that understanding to engage buyers in highly relevant, interactive dialogues across digital, social, and traditional marketing channels. IBM EMM provides robust web and customer analytics, event detection, campaign management, real-time interaction management and recommendations, lead management, digital marketing optimisation, email marketing, targeted advertising, search engine marketing, and marketing resource management capabilities. Over 2,500 organisations around the world use IBM EMM solutions to help manage the pressures of increasing marketing complexity while delivering improved revenue and measurable results.

IBM's time-tested and comprehensive offerings are giving companies such as E*TRADE, ING, InterContinental Hotels Group, Orvis, PETCO, United Airlines, Vivo and wehkamp.nl the power and flexibility required to provide their customers and prospects with what they expect today – a more consistent and relevant brand experience across all channels.

Take the next step

Find out how IBM can help you improve customer and campaign analytics. Visit us at ibm.com/software/marketing-solutions or speak with your IBM representative.

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