VERMILION MARKETING

digital and mobile marketing for improved customer engagement

Concerns from Small Business Owners

42% of small business owners worry about finding new customers.
33% of small business owners worry about keeping current customers.

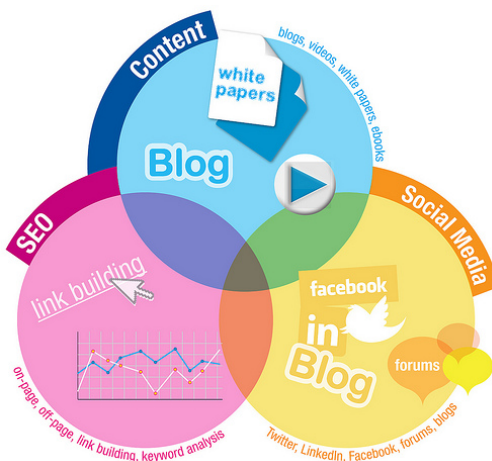Facts from First Annual Small Business Sentiment Survey 2013

50 years ago, technology empowered brands that delivered one message to a huge number of people at a massive scale e.g. TV, radio ads and batch-and-blast emails.

Today, customers control their relationships with brands …

Technology is changing the way you engage with your customers

Some leading marketing technology components

WEB | SOCIAL MEDIA | BLOG | EMAIL | VIDEOS | SEO | ANALYTICS | CONTENT | MOBILE

What is Digital Marketing?

In simplistic terms, digital marketing is the promotion of products or brands via one or more forms of electronic media.

Digital Marketing - What are organisations using today?

Ranking	Digital Tactics	% of users	What's trending	
1	Email Marketing	88%		
2	Data & Analytics	81%		
3	Social Media Marketing	78%		
4	Web Landing Pages	75%		
5	SEM/SEO	73%		
6	Content Management	71%		
7	Display/Banner Ads	64%		
8	Social Listening	60%		
9	Social Advertising	57%		
10	Marketing Automation	43%		
11	Lead Scoring	37%		
12	Offer Management	32%	⬆	4
13	Personalised Web	29%	⬆	5
14	Guided Selling	27%	⬆	1
15	SMS Messaging	26%	⬆	2
16	Mobile Push Notifications	18%	⬆	3

The rise and rise of Mobile Marketing

Why Mobile Marketing?

$77B revenue expected from mobile marketing by 2017 (Gartner)

65% of emails are opened on mobile devices (Movable Ink)

1/3 of mobile users prefer to receive brand offers via text over, say, mobile web, voicemail or a company application (DMA.org)

70% of customers who enable push notifications consider the messages they receive valuable (Responsys research)

Passbook is the fourth most popular mobile commerce app (Wall Street Journal)

80% of customers use mobile devices while shopping in store (Super Monitoring)

150 times a day! That's how often, consumers check their mobile devices on average (Kleiner Perkins Caufield & Byers)

During Q4 2013, mobile owners used **26.8 apps on average per month** and **spent 30 hours, 15 mins** in them (Nielsen)

VERMILION MARKETING

Don't fail in your customer engagement

With the explosion of social media and portable devices, customers are managing your brand and they are communicating with their trusted peers about you.

You need to enable technology to enhance the way you engage with your customers and change the way you do marketing to drive Acquisition, Retention, Loyalty.

Technologies are getting smarter but …

the risks of implementing these channels in silos, result in a fragmented experience that can damage relationships with your very best customers.

Technologies like social media, SMS, push, and Passbook are a double-edged sword: The intimacy and immediacy that drive results when interactions are done well also drive customers away when done poorly.

What do consumers expect from the brands they interact with today?

TRANSPARENCY - They want complete control over the data they share with brands and what happens to that information.

RELEVANCY - They want messaging, optimised for the devices they're using that tells them what they need to know even before they need to know it.

IMMEDIACY - They want instant gratification, whether it's purchasing a product in a few clicks, getting answers to a customer service enquiry, browsing products in-store, or keeping tabs on the status of an order.

Examples of disjointed digital marketing

If the customer experience is fragmented, relationships may damage. If the business deliver a disjointed experience that fails to recognise the customer's entire relationship with the brand, they risk frustrating and alienating their best customers. customers away when done poorly.

1

A tourist receives a notification reminding her to check in for her upcoming flight to Hawaii…

…then immediately receives a push notification from the same airline promoting a trip to Alaska.

2

A customer receives a shipping notification via SMS for a pair of shoes bought at full price...

…only to receive a push announcing a 25% discount on all shoes bought through the web.

VERMILION MARKETING

2014 Priorities

47% Driving increased conversion rates

46% Increasing & improving brand awareness

29% Collecting, measuring, & using behavior-based data

Data from 2014 State of Marketing report - Insights from over 2,500 marketers

Marketing now is all about orchestrating the customer journey

… moving from single-channel marketing campaigns to orchestrating a customer experience that unfolds over time, across channels and according to an individual's behaviours and preferences. You communicate with specific audience members at precise times.

In doing so, deliver an experience that is seamless, highly personal, and always relevant, avoiding a silo approach. See lifecycle campaign management below.

Acquire

Acquiring new audience members and converting potential customers into subscribers (whether to email, social, or mobile communications).

Onboard

Onboarding subscribers and making them accustomed to the cadence and content of your interactions.

Engage

Engaging subscribers with automated, personalized campaigns.

Retain

Retaining existing subscribers with targeted reengagement and win-back strategies.

How do you start marketing right?

Ensure you have and considered SCAMS as part of your marketing plan.

S Strategy & Planning
C Content
A Analytics & Research
M Mobile READY!
S Social Collaboration

VERMILION MARKETING

2014 Recommendations

Some of these insights are gathered from 2014 State of Marketing report

Strategy, Content, Analytics

Focus on customer engagement … orchestrate your customer journey

- Determine your customer engagement objective - increase awareness or improve engagement? How does this align to your overall business and marketing goals?

- Who are your target audience? Different audiences will require different experiences.

- Map your customer journey to understand at exactly what points your customers engage with you. Keep the customer experience simple, concise and elegant. Speed of engagement is of the essence.

- Develop a plan around how you manage those engagement touch points and think through how you could improve each.

- Start thinking about personalisation.

Develop a content strategy

- Create content that are relevant and valuable to your customer. Successful content makes a person stop…read… think… behave… differently.

- Blog those valuable content. It helps to build trust as you are seen as a subject matter expert.

Develop a clear data strategy

- Take inventory of the data you have today and the data you need to collect. Centralise all data.

- Create a plan to collect that data over time and across multiple customer interactions (e.g. web, blog, email)–because asking for a lot of information at once can be a barrier to engagement.

- Compare the channels you're using to the channels other marketers are using. Consider your channel options. Ask for reviews to collect information.

> "In this age of the customer, the only sustainable competitive advantage is knowledge of and engagement with customers."
> — the Forrestor Report "Competitive Strategy in the Age of the Customer" (Bernoff, 2011)

- Form a strategy around your presence on those channels–whether you flock to the most common channels or you choose to stand out by using an under utilised channel, like mobile.

- You will be able to collect lots of data about your customer with mobile app marketing. Leverage these smart data and signals to inform your mobile communication strategy. Analyse customer behaviour, purchasing information, and data across all channels of commerce, then use them for a predictive modelling forecast, which will help the business create segmented loyalty offers based on customer behaviour and prior spending limits.

- What are the keyword search? Build rich keyword content SEARCH ENGINE OPTIMISATION (SEO). Work on your website continuously. Monitor statistics and refine your website accordingly. So people can find you! You might want to advertise your website on Google Adwords to increase your chances of being found.

VERMILION MARKETING

Digital Campaigns - Email, Social, Mobile

Email
Evaluate your lifecycle campaigns

- Take inventory of your programs across all four lifecycle stages—acquire, onboard, engage, and retain.

- Identify gaps across the lifecycle stages and implement campaigns to ensure that you have some form of engagement with your customers during each of these critical stages.

Roll out responsive design

- Determine how many of your subscribers open your emails on a mobile device. Provide an offer in exchange for permission to send them regular updates and promotions.

- If you have a substantial amount of mobile opens—like most marketers reported—put a responsive design plan into action right away.

Social
Start small

- Evaluate the social media channels available and create a pros and cons list for each.

- Choose one or two channels to focus your efforts on first—then you can more easily scale successful strategies to other channels later on.

> See my blog on *Social media facts - which social media network is good for me?*

Hone in on clear objectives

- Establish measurable goals to avoid feeling unsure of whether your social media efforts are performing.

- Add consistency to the list, and create metrics around how often you will post content, how quickly you'll respond to customer messages, etc.

Mobile
Don't ignore the importance of mobile

- For most businesses, mobile is still a largely untapped opportunity—evaluate if mobile is right for your company.

- Scout around what pioneers in mobile are already doing and see if any of those strategies are relevant to your customers. And since mobile marketing is still in its infancy, don't be afraid to try out a few of your own ideas, too.

- Ensure your your site is mobile enabled.

- What is the platform to use for the app? Test compatibility. What is your budget?

VERMILION MARKETING

Integrate your mobile efforts

- Map your broader marketing strategies alongside your mobile strategy to determine areas where the two can work together.

- Bringing your email and mobile efforts together can be one of the easiest ways to see an instant return and pilot the success of mobile integration.

- Pick one core feature, device an integrated tactic plan to create this experience, then test it, measure it and re-do it. Promote your app - web, blog, social media, mobile email, videos … promote SMS permissions alongside email opt-ins or Text-To-Get campaign.

- Whether online or offline, and whether it's a function of marketing or another department entirely, examine and document the current brand experience your customers have at every touchpoint.

- Remember that these touch points transpire anywhere from call centre to social media to brick-and-mortar and beyond.

- What are your gaps and areas for improvement? These should be addressed in your new activation plan to both establish the ideal customer journey and develop a strategy for incrementally getting there.

Personalisation
Start communicating 1:1 with your customers

- Collecting behaviour-based data is the best way to start working toward high-quality personalised messages.

- Launch a more robust preference centre to give customers the opportunity to voluntarily share the data they'd like to shape future messages i.e. allow customers to decide when and where they're contacted on mobile - content, frequency, channel.

Think about personalisation beyond email

- Today's marketers are unveiling personalised web experiences that reach far beyond email-only personalisation to reach customers wherever they are.

- Begin working toward cross-channel personalisation for social, mobile, and web if your email personalisation is already top-tier.

Digital Tools - Web, Videos, SEO, Analytics, Blogs

Web is your virtual face. Make it functional to retain attention. If it is outdated, consider a redesign. Add call to action to boost conversion to leads. Make sure your site is accessible on mobile devices!

Videos may help retain attention Studies show that customers are much more likely to buy if they see a video on your product or service landing pages. Commenting on videos relevant to your niche is another way to engage with users and increase your brand visibility. Consider using videos to educate your target audience to solve their problems.

Blogging builds trust. Studies show that those who blog regularly are likely to generate twice as much leads via their business web sites.

SEO and Analytics - refer to Clear Data Strategy on page 5

VERMILION MARKETING

Mobile marketing examples -

Mobile Web - *shopping on the Go!*

Mobile Email - *encourage immediate response*

SMS - *Nearly 90% of SMS messages are opened and read within the first 90 seconds of receipt, making SMS a perfect way to alert customers to upcoming sales, same-day discounts, contests, new products, or delivery shipment status.*

Push Notifications - *more time are already spent on apps than watching TV. Push messaging to tablets, smartphones, gaming console, cars, leveraging traditional customer information like demographics, past-purchase history plus app engagement patterns and physical location, can help deliver an automatic push to occur when a customer has not recently engaged with an app, when an event of interest has happened, and even when a customer is physically near a location where a brand's products (or a competitor's products) are sold. What's more: Push alerts capture a tremendous amount of data that can then be used to foster a more positive customer relationship moving forward.*

Passbook - *allows customers to store coupons, event tickets, gift cards, credit cards, and boarding passes on their mobile devices. Marketers can introduce customers to Passbook via email, SMS, push, or QR code. Marketers can easily test out Passbook, since it doesn't require app integration like push does, nor does it require extensive setup and compliance like SMS. Also, it can be deployed to consumers through a hyperlink, meaning that distribution through email, SMS, push, or QR code is relatively simple. Passbook offers can also include text codes and bar codes, making them compatible with any point-of-sale system. And since Passbook provides customers with a simple and convenient way to organise their payment and ticket information, marketers can deliver a great customer experience, while increasing mobile engagement.*

In-Store Wi-Fi - *Providing Wi-Fi in store can add value to the shopping experience by letting customers read online reviews and even make purchases. Nine in ten smartphone shoppers used their devices to purchase products while at brick-and-mortar stores, according to a report from JiWire. Marketers can use Wi-Fi to tap into customer behaviour and provide customers with cross-sell and up-sell offers.*

Location-Specific Offers - *Smartphones already have the ability to deliver location- specific alerts and ads, depending on a user's physical location. Developers like Apple have rolled out "beacons," a low-energy Bluetooth-enabled technology installed on devices that connects with a store's physical transmitters. For example, when a customer is browsing televisions in-store, a push notification with reviews and additional product information can be delivered to the customer in real time—bridging the gap between the physical and digital worlds.*

VERMILION MARKETING

Great mobile app experiences

Mobile communication from purchase to delivery

A major retailer operates online and in-store. A customer walks into a brick-and-mortar store with a sign up front announcing 25% off all shoes to those who text "SHOES" to the retailer's mobile shortcode. When the customer does so, she immediately receives an SMS with a short, branded URL that links to a coupon for in-store purchase. After buying her new pair of boots, she receives a mobile- optimised email thanking her for her purchase. When the product ships, she receives a push notification alerting her to its status and estimated arrival date. She gets another push when the shoes are delivered to her door.

Not only has the customer received a great deal on a product she wants, but the process is transparent, in real time, and customer-oriented, as well.

The cross-sell and up-sell opportunity

An avid skier buys a plane ticket for a mountain vacation. He immediately receives a responsively designed confirmation email on his phone. Within the email are various cross-promotions for local hotels and rental car agencies. He delays making a car or hotel reservation. Exactly 24 hours before his flight, he receives a push notification letting him know it's time to check in. He completes his check-in on the app, and his mobile boarding pass gets stored in Passbook. When his flight lands, he receives a friendly reminder via SMS that a partnering rental car agency has available SUVs with four-wheel drive.

The customer has received personalised messaging, delivered to him on his device of choice, with content that matters to him and offers that are based on his needs at that moment in time.

VERMILION MARKETING
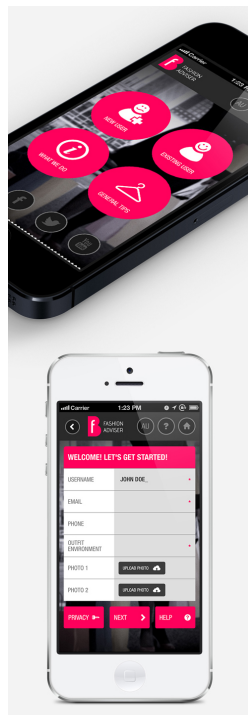
A personalised experience based on location
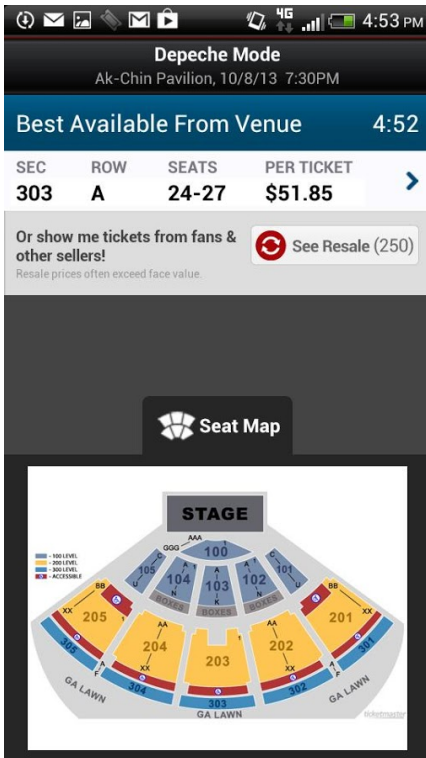
A customer buys tickets on her computer for an upcoming sporting event. She receives a confirmation email prompting her to download the ticket seller's app. When she downloads the app, her tickets are downloaded to Passbook, eliminating the need to carry paper tickets. On the night of the game, the app then guides her to her seat. When she sits down, she receives a push notification letting her know she can now order food to be delivered directly to her seat. She places an order for hot dogs and soda; thanks to a beacon installed underneath the seats, she can have the food delivered directly to her, without missing any of the action of the game.

The customer is able to simplify her stadium experience, eliminate the stress of finding her seat, and catch more of the game she has paid to see—all because of mobile orchestration.

Donation focused app

Fashion adviser

Restaurant app

VERMILION MARKETING

About the author

Veronica Lind is a highly qualified business development and marketing executive with strong business acumen including extensive P&L ownership, international sales and marketing experience and a unique combination of technical expertise. Known for her strategic thinking in orchestrating customer experiences by exploiting technologies in the areas of cloud, analytics, mobility and social collaboration, that result in a multiplier effect in growth and returns on investment.

Veronica was with a global multi-national corporation for the last 13 years developing and implementing their global go-to-market strategies across multiple countries. She is now the principal of Vermilion Marketing.

About Vermilion Marketing

Vermilion Marketing is renowned for creative breakthrough initiatives, combining technological expertise and science to the art of marketing to improve customer engagement.

We start with what you want to achieve with your customers, what you know about them and what you want them to experience with you. Then we work with you on an integrated digital and mobile campaign to orchestrate your customers' journey.

Servicing AUSTRALIA - Port Macquarie, Newcastle, Gosford, Sydney, Melbourne and SINGAPORE.

CONTACT

www.vermilionmarketingau.com
lind@vermilionmarketingau.com
Tel: (AU)040 777 9828
Tel: (Int'l) +6140-777-9828

30-7-2014

VERMILION MARKETING