

# Strategy and Campaign Assessment:

## *Re-upping Your Marketing Game*



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# IBM Marketing Cloud



## Strategy and Campaign Assessment

How Does Your Marketing Measure Up?

Presenter: Keith Meade



@keithmeade

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## Continuous Improvement

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Stepping up to the challenge  
*CMO insights from the Global C-suite Study*

IBM Institute for Business Value

## First, the good news.....

**Figure 1**

*Rising star: CEOs rely increasingly heavily on CMOs for strategic input*

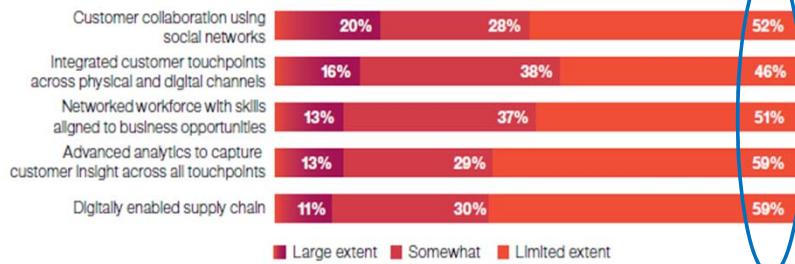
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Source: *Stepping up to the challenge;*  
*CMO Insights from the IBM Global C-suite Study*

## Now, the bad news.....

**Figure 2**

*Hole story: Very few CMOs have implemented the key components of a digital strategy*



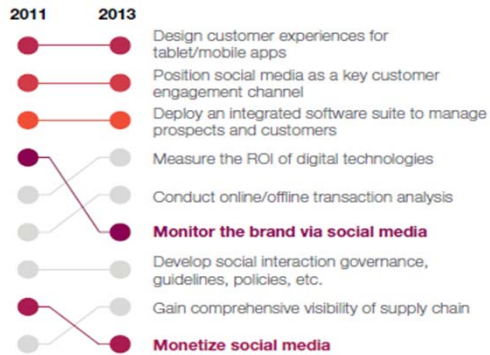
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Source: *Stepping up to the challenge;*  
CMO Insights from the IBM Global C-suite Study

## Marketer priorities haven't really changed

**Figure 11**

*Key goals: CMOs have the same top priorities for managing digital change, but they seem to have given up on taming social media*



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Source: *Stepping up to the challenge;*  
CMO Insights from the IBM Global C-suite Study



Remember, you are not alone



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## Three Distinct Profiles



### Traditionalists – just getting started

- Challenged by the data explosion, growth in social media and the plethora of channels
- Have yet to integrate the digital and physical, seldom engage with customers through social networks and rarely use analytics to drive insights



### Social Strategists – passed the first few milestones

- Recognized potential of social media for engagement and building social infrastructure
- Haven't leveraged the data explosion and advanced analytics



### Digital Pacesetters – further down the road

- Prepared for the data explosion and able to handle from a growing range of devices
- Actively sourcing resources to operate as fully integrated physical-digital enterprise
- Regularly use advanced analytics to generate insights from customer data

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Source: *Stepping up to the challenge*  
CMO Insights from the IBM Global C-suite Study

**Marketers are doing more selling  
and have more influence in the  
buying process than ever before.**



**57%**

of the buying process  
is already done before  
you speak to your buyer.

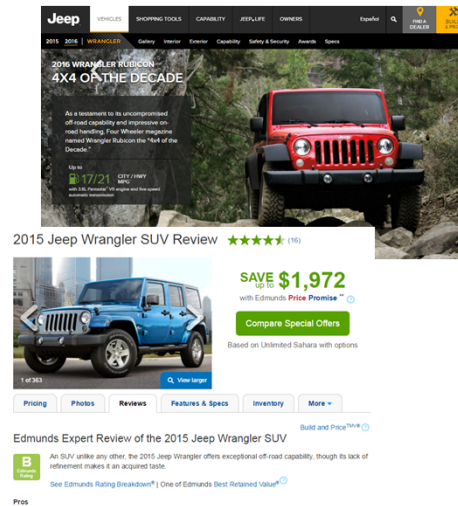
Buyers are  
learning on  
their own and  
delaying their  
contact with  
suppliers until  
late in the  
purchase...

Corporate Executive Board Study 2011



## Think about Today's Car Buying Process

- Vast Amount of Online Content Available
- Make, Model, Price
- Inventory
- Ratings and Reviews
- Online Communities
- Walk in Ready to Purchase



## Digital Program Elements to Assess For a Winning Strategy

1

## Target Market

Are you focused on your target market  
or are you trying to be all things to everyone?

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### Target Market Game Plan

1. Refocus on your target audience and don't stray!
2. Understand your target market KPIs
  - What is the total addressable market size?
  - How much of it have you captured?
  - Prospects vs. customers?
3. What do you need to do to engage more?
  - Do you have enough information on your target market contacts?
  - What additional information could you capture to better understand them?

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2

## Engagement

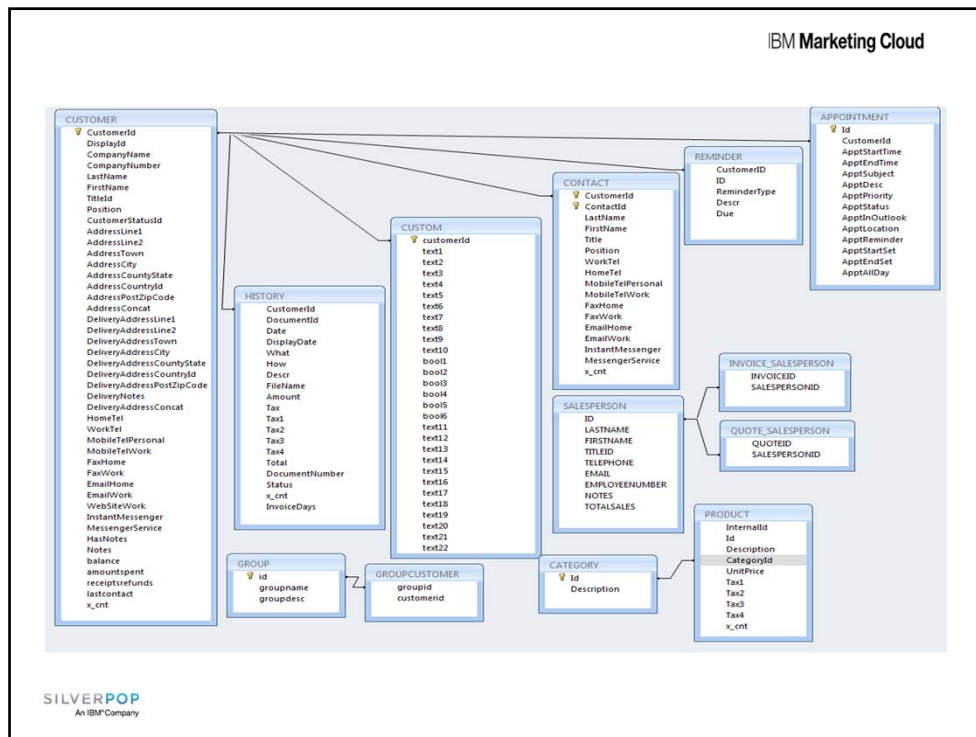
Are you  
capturing the  
right behaviors?



“What customers do is far more  
important than what they say”

## Characteristics of the “right” behaviors

Individual  
Insightful  
Contextual  
Actionable





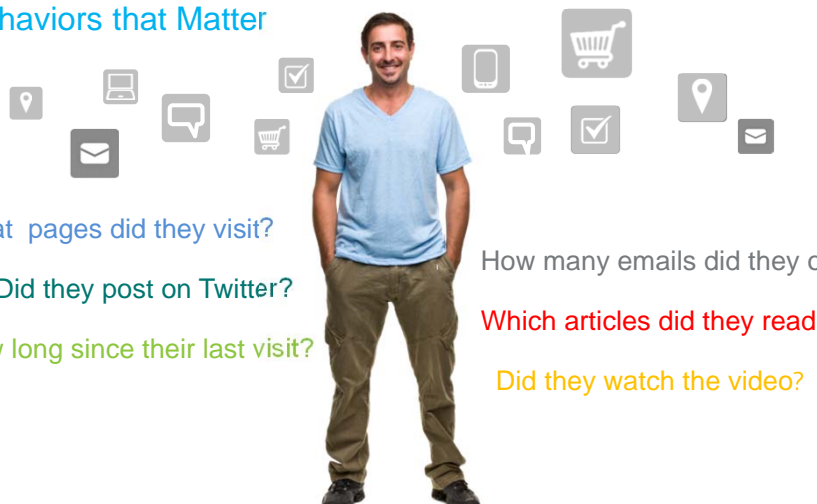


## Explicit Preferences vs. Implicit Preferences

EXPLICIT	IMPLICIT
Captures a picture of someone at a particular point in time	Captures multiple pictures of a person at various points in time
Reflects who people think they are	Reflects what people actually do
Must be periodically updated by customers to stay current	Automatically captured across channels with tracking and integrations in place

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## Behaviors that Matter



What pages did they visit?

Did they post on Twitter?

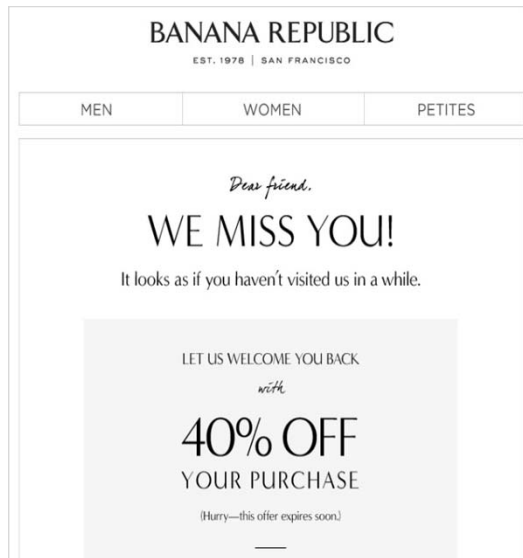
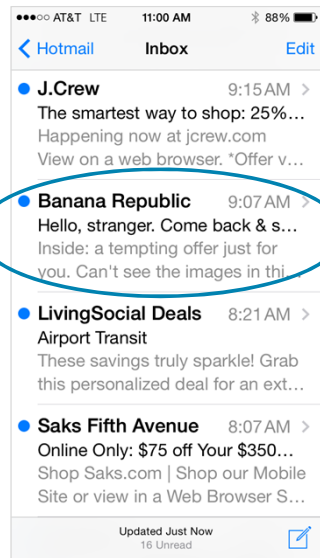
How long since their last visit?

How many emails did they open?

Which articles did they read?

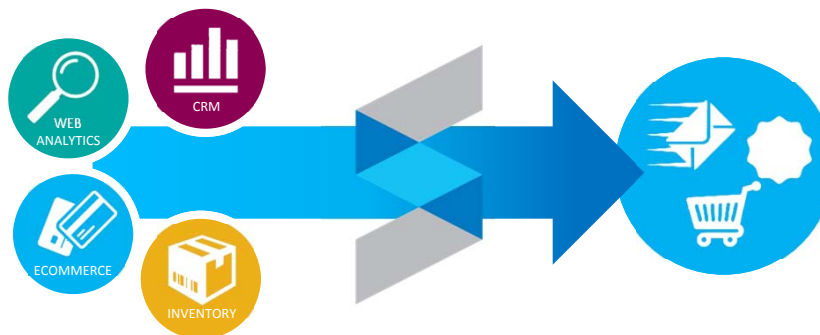
Did they watch the video?





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## Connect to External Systems



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## Engagement Metrics Game Plan

1. Assess your usage of behaviors
  - Which behaviors matter most to you?
  - Are you currently capturing them?
  - Once you have them, how are you using them?
2. Review Top and bottom performers
  - Which performed best, which performed worst?
3. Identify Areas for Improvement (it's not only about the creative)
  - Is there a problem with your **list**?
  - Is your **subject line** engaging?
  - Is your **offer** compelling?
  - Holistic, non-siloed, assessment

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## 3 Mobile

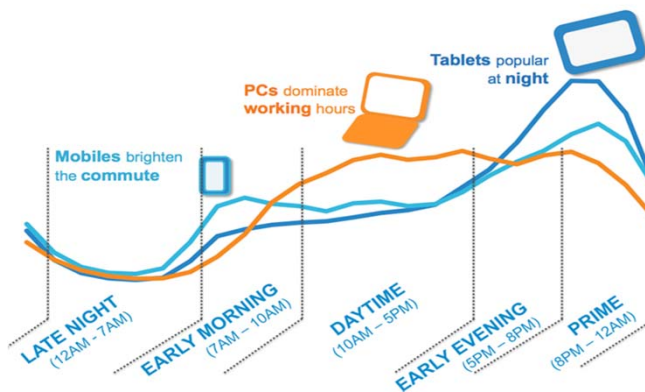
Are you delivering an effective  
and engaging mobile experience?

Mobile opens  
have increased  
**400%**  
since 2011



Source: Litmus

## Consumer Device Usage Patterns



IBM Email Benchmark Study 2013

27

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## Mobile is more important than ever



of email opens are on mobile devices, yet many emails are only designed for desktop viewing. Text is often difficult to read, details in images are hard to see, and links are impossible to click on mobile.

150

Studies have found that people look at their phones **an average of 150 times a day**. These brief interactions mean that you must focus on getting your point across quickly.



Of people **delete an email** if it doesn't look good on their mobile device.

Source: Litmus

## So what does that mean to us as Marketers?

It's a touch point in almost all customer journeys today and taking a siloed approach, (focusing on driving as many conversions as possible through one channel), is no longer an option.

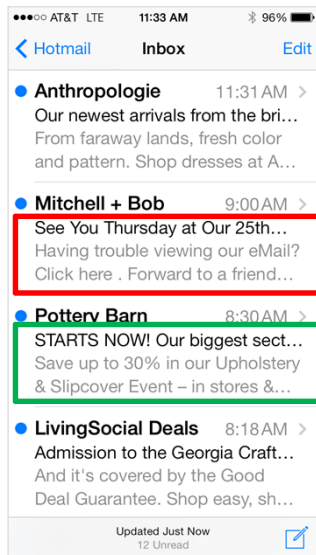
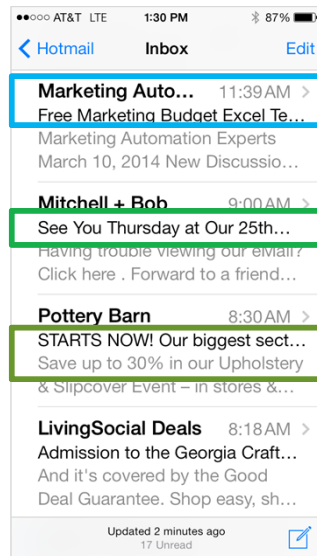


Start by adopting basic best practices

**From Name** ~25 characters

**Subject Line** ~35 characters

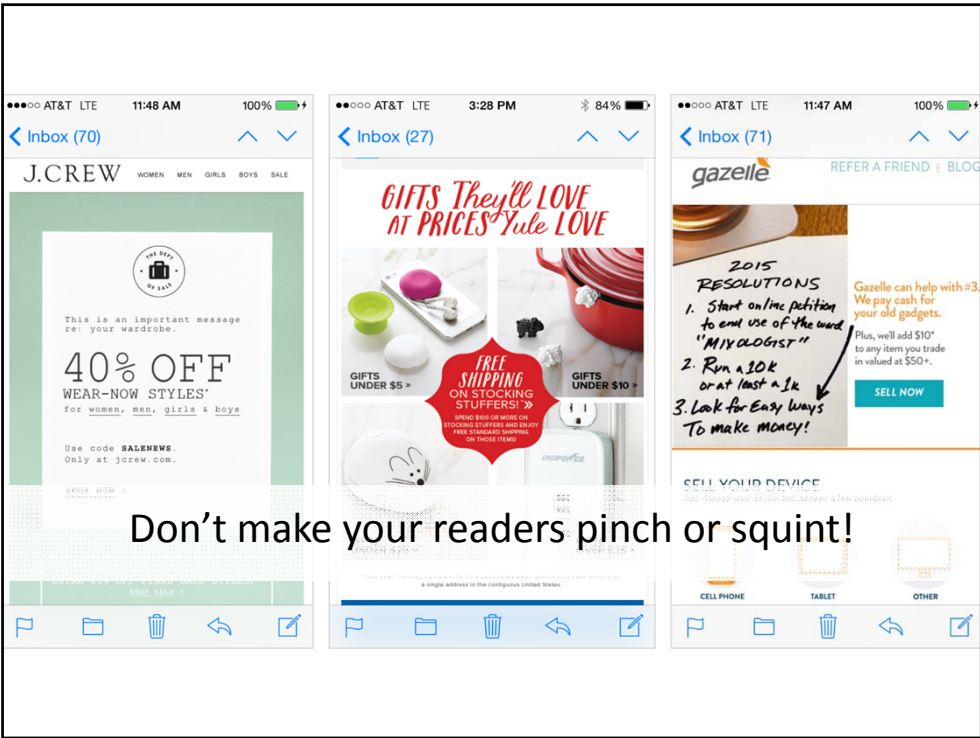
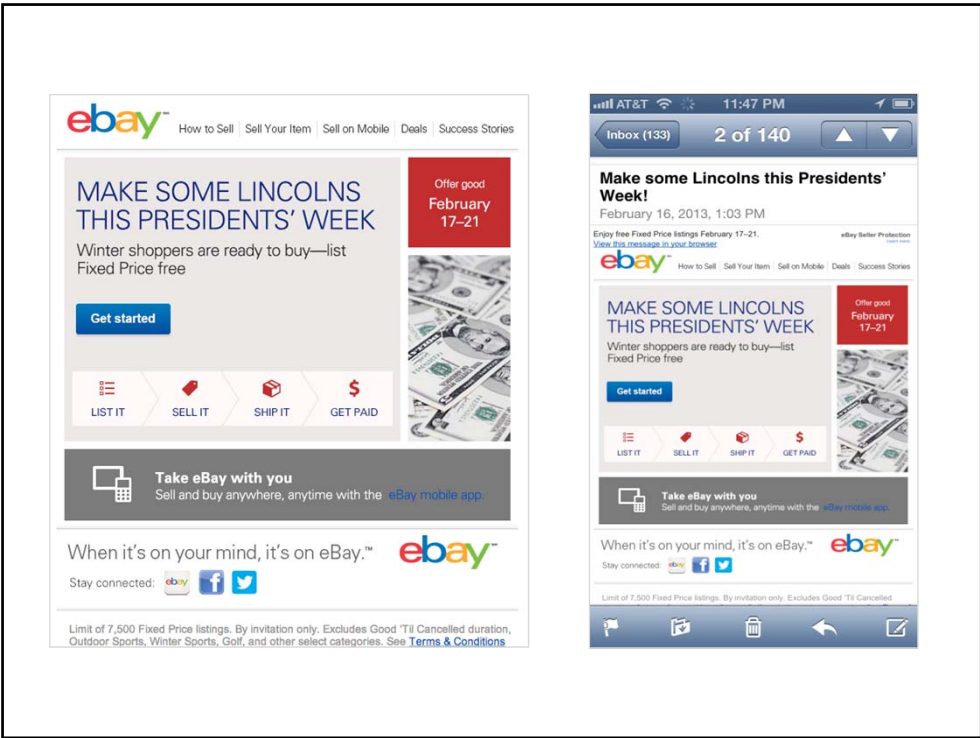
**Pre-header** ~85 characters



Enhance your subject line with a creative, useful or helpful pre-header

- Call-to-action
- Special offer
- Reminder

NOT "having trouble...?"



## Why SMS is Important for Marketers

SMS response rates of **25-45%** vs 5-10% for email



**95%**

of texts opened within 3 min of receipt.



SMS can reach over **80%** of the worlds population

..up to **34,000x** faster than email.



SMS open rates of **90+%** vs. 25-35% for email



Source: Forrester Research

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## Mobile Game Plan

### 1. Think mobile FIRST

- Assume your content is being viewed and accessed primarily via mobile
- Grade some of your content from 2014 for mobile effectiveness
  - Were calls to action easy to find and access?
  - Was the content easy to read on a mobile device? Was there a lot of scrolling or was the text difficult to read?

### 2. Design for mobile

- Make “keep it simple” your mantra

### 3. Make SMS part of the conversation

- It may not be right for you *right now*, but make it part of the conversation anyway.

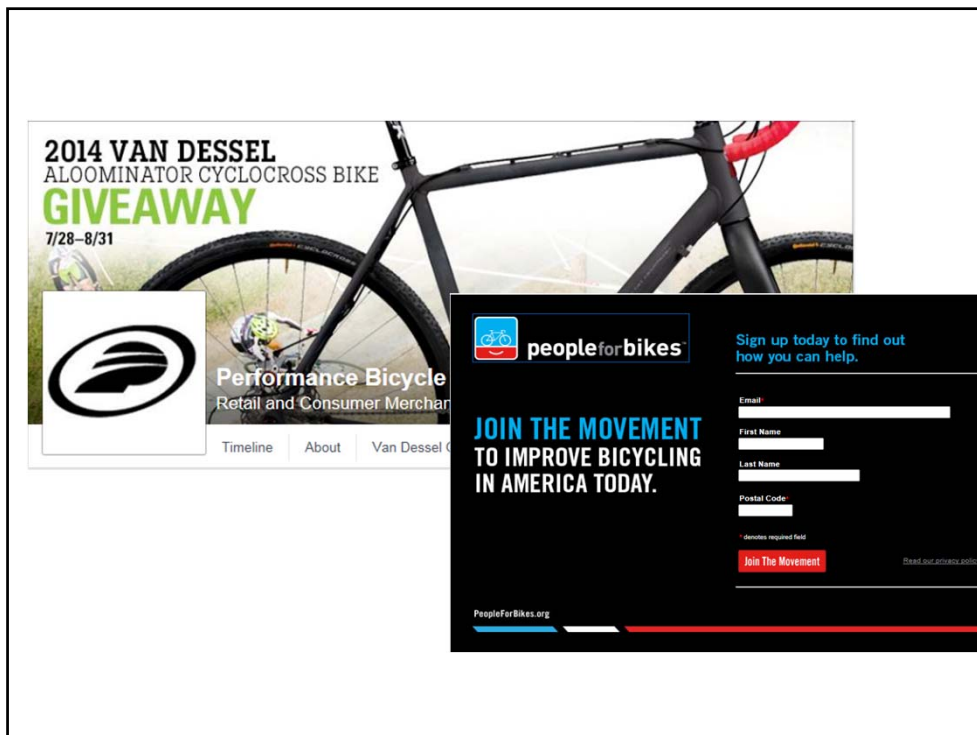
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**4** Social


Are you using social effectively to collaborate and engage with your prospects and customers?



**2014 VAN DESSEL**  
ALOOMINATOR CYCLOCROSS BIKE  
**GIVEAWAY**  
7/28-8/31

 **Performance Bicycle**  
Retail and Consumer Merchandise

Timeline About Van Dessel

 **peopleforbikes**

Sign up today to find out how you can help.

Email:

First Name:

Last Name:

Postal Code:

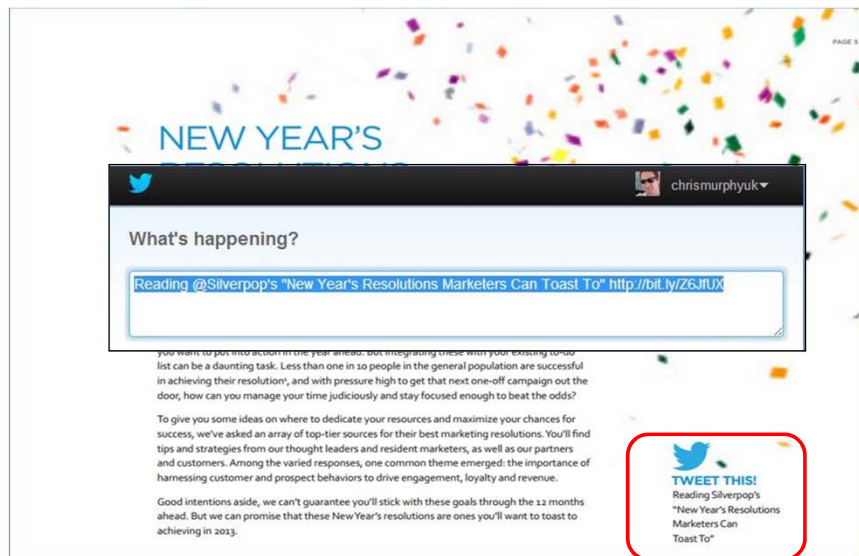
\*denotes required field

**Join The Movement**

**JOIN THE MOVEMENT TO IMPROVE BICYCLING IN AMERICA TODAY.**

PeopleForBikes.org





## Social Game Plan

1. Pick your top 2 social networks and FOCUS
2. Assign resources to monitor and promote
  - Promotion suggestions (who best to share with)
  - Talking points
  - Suggested Tweets/LinkedIn Posts
3. Leverage hashtags wherever possible
4. Actively blog
  - You'll have more control
  - Recruit thought leaders in your organization to write posts

# 5 Technology & Skills

Are you getting things done in the most effective way?



## Marketing Technology has Exploded

August 2011

~100 Companies



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## Marketing Technology – 2015

January 2015

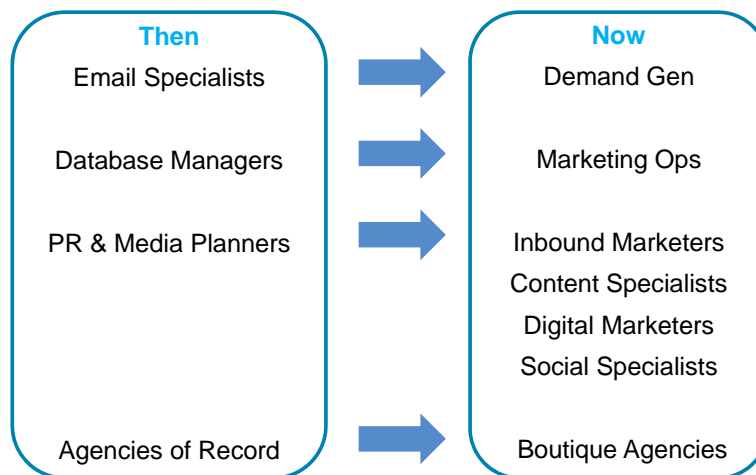
~ 1875  
Companies!



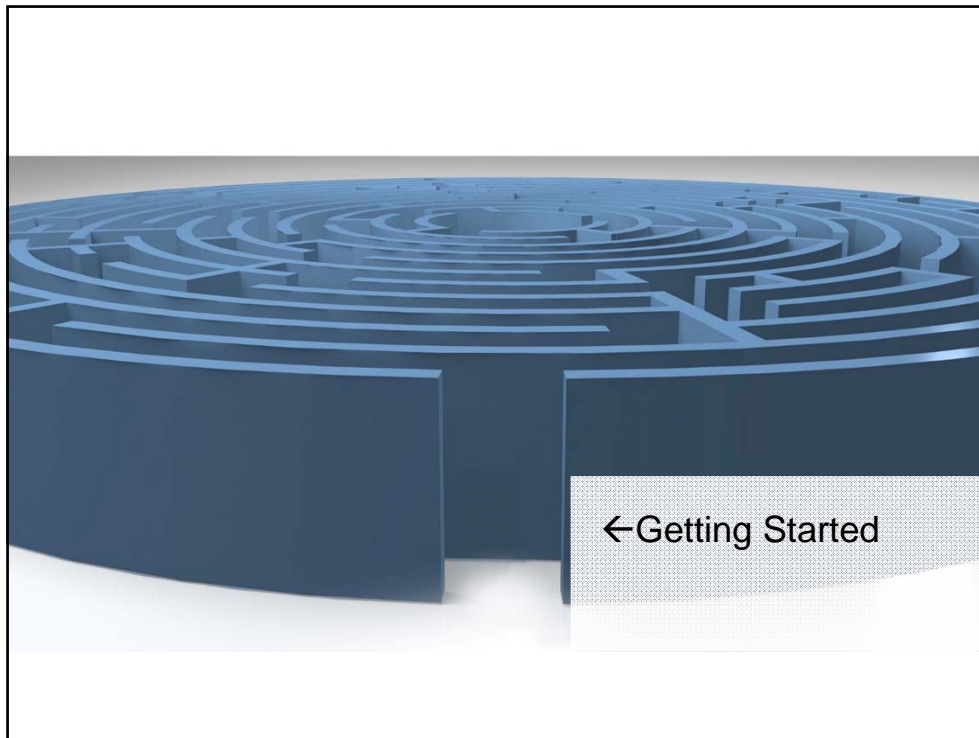
<http://chiefmartec.com/2015/01/marketing-technology-landscape-supergraphic-2015/>

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## And this requires a different skillset



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## Overview of Benchmark Study

750+ Companies (Nearly 3,000 Brands)  
– 40 Countries

Full Year 2014  
Data

Categorized into 17 Industries  
(3 more than last year)

US

Canada

EMEA

APAC

UK

Overall

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## Metrics in the Email Benchmarking Report

<b>Open Rates</b> .....	<b>4</b>	<b>Click-Through Rates</b> .....	<b>6</b>	<b>List Churn Metrics</b> .....	<b>8</b>
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Observations .....	4	Observations .....	6	Hard Bounce Rates (by Country/Region) .....	8
Unique Open Rate By Country/Region .....	4	Click-Through Rate (by Country/Region) .....	6	Hard Bounce Rates (by Industry) .....	8
Unique Open Rate (by Industry) .....	4	Click-Through Rate (by Industry) .....	6	Observations .....	8
Unique Open Rate (by Message Type – Manual vs. Automated) .....	4	Click-Through Rate (by Message Type – Manual vs. Automated) .....	6	Unsubscribe Rates (by Country/Region) .....	9
Unique Open Rate (by Message Type – Transactional vs. Non-Transactional) .....	4	Click-Through Rate (by Message Type – Transactional vs. Non-Transactional) .....	6	Unsubscribe Rates (by Industry) .....	9
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Gross Open Rate (by Message Type – Manual vs. Automated) .....	4	Click-to-Open Rate (by Message Type – Manual vs. Automated) .....	6	Spam Complaint Rates (by Country/Region) .....	10
Gross Open Rate (by Message Type – Transactional vs. Non-Transactional) .....	4	Click-to-Open Rate (by Message Type – Transactional vs. Non-Transactional) .....	6	Spam Complaint Rates (by Industry) .....	10
Gross Open Rate (by Industry) .....	5	Click-to-Open Rate (by Message Type – Transactional vs. Non-Transactional) .....	6	Observations .....	10
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# ULTIMATE GUIDE TO ASSESSING YOUR DIGITAL MARKETING PROGRAM



[silverpop.com/marketing-resources/white-papers/](http://silverpop.com/marketing-resources/white-papers/)

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## Section 6: Mobile Marketing

**Mobile Marketing Assessment Overview**

How mobile-engaged is your audience? More than 50 percent of emails are now opened on mobile devices, and as smartphones are rapidly becoming the dominant phone technology, this is a smart time to evaluate mobile email opportunities. If you don't know your mobile open rate, a tool such as Silverpop's Email to Mobile can help.

If you have high mobile open rates, leveraging responsive design tools, mobile-friendly email strategies, and smaller screen sizes will be multipliers for your email strategy. If you're reading your emails, they should be simpler, more focused and easy to read. If you have your email strategy in place on these platforms, you're still enjoying a strong ROI. In many cases, the ROI is even higher on mobile devices, but the Web page design, you won't get the results.

conversion rates are flagging, check to see if there are any notable differences between desktop and mobile conversions, and adjust accordingly.

This is also a great time to think about whether you would be well served to begin or expand your SMS or text-based communications. Do you have resources in place to capture telephone numbers?

iPhone next time you release an upgrade to your iPhone app?

Second, how engaged is your mobile app audience? (See "Section 4: Engagement" on p. 14 for more.) Third, is your mobile app integrated with your central database? If not, would the ability to harness this data in other areas of your marketing efforts be a game-changer?

### Mobile Worksheet

**Mobile Email Experience**

Percent of Emails Opened on \_\_\_\_\_ Desktop \_\_\_\_\_ Mobile

**Email Performance, Desktop vs. Mobile**

Avg. Open Rate \_\_\_\_\_ Desktop \_\_\_\_\_ Mobile

Avg. Click-Through Rate \_\_\_\_\_ Desktop \_\_\_\_\_ Mobile

Avg. Conversion Rate \_\_\_\_\_ Desktop \_\_\_\_\_ Mobile

**Preferred Mobile Device Types:**

\_\_\_\_\_ iPhone \_\_\_\_\_ Android \_\_\_\_\_ Other (State in percentages)

Number of contacts in database \_\_\_\_\_

Number of contacts for whom you have a mobile phone number \_\_\_\_\_

Number of contacts who have downloaded your mobile app (if applicable) \_\_\_\_\_



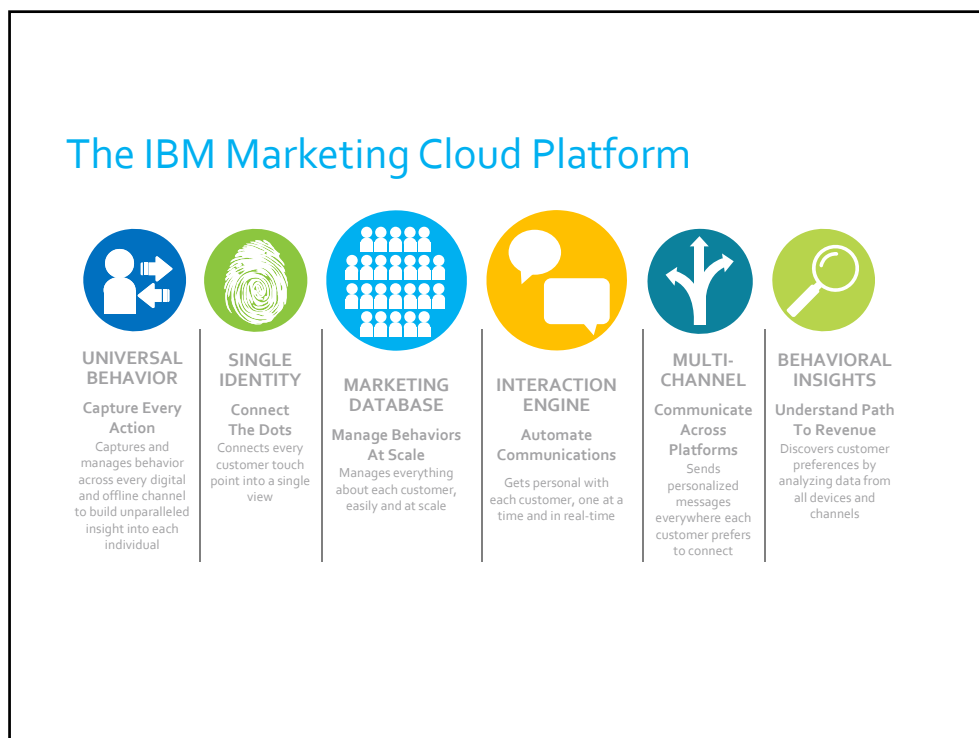




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**Keith Meade**  
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@silverpop

**Q & A**



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## Notes



