

kill tradition

the 2010 guide to marketing's changing landscape



whitepaper

MaaS Impact Success Series

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10 Steps to Keep Up with the Changing Marketing Landscape

It's Time For a Change... Again

The dead horse to beat is obviously the state of the economy. The usual budget cuts, spending scrutiny and department downsizing has followed suit but some organizations have found an interesting new approach in lieu of these other less attractive quick fixes. Spending. Not new spending, but instead a budget reallocation toward value. This is not a new or even a novel concept. In fact, we all like to believe we are purchasing value with every marketing dollar spent – it's just proving it that often alludes us. Besides, what doesn't have a quantifiable ROI is just branding, right? Right?

“Grassroots” marketing is rooted in a great concept in fact its the concept driving this paper, immediate, quantifiable value. It used to be that word-of-mouth, networking and handshake advertising was a great way to earn business and everyone could see it working. The problem is, most of us don't interact face-to-face a much as we used to. We research our purchases online, we collaborate with friends, we network and share content through social networking, blogs and twitter. The handshake has been replaced by the friend request and our physical and digital selves no longer have a point of divergence. How then can marketers reach their audience with a message that doesn't translate to an interactive model – the answer is “they can't.”

86% of Purchasers Have Already Selected Their Vendors of Choice Before Engaging Directly With Any of The Providers.

It's time to cast traditional approaches aside and focus on marketing channels that allow Marketing and Sales to align with emerging consumer preferences. This means going far beyond print, telemarketing and even email in order to engage their prospects and customers in a continuous, relevant dialogue. This means thinking beyond the effects of discrete email campaigns and instead thinking of each email interaction as one component of a larger conversation in which both you as a marketer and your prospect interact back and forth in valuable ways. Observe how prospects behave on your Web site after receiving your emails and respond in a way that makes sense. Run A/B tests to find out which email layout or which offers and promotions generate the highest conversions, and build on what works. Create triggered and multi-step email campaigns that automatically cultivate relationships with your prospects while enabling you to spend more time strategizing your next campaigns.

The ten tips contained within this brief will allow you to get some helpful tips on how organizations are better using technology to engage with prospects where buys are comfortable – in their inbox and on the web. If after you read through this brief you would like more information on Marketing Automation and the power it can bring to your Sales & Marketing efforts please visit our free online resources.

Let us show you how we nurture leads...

http://maasimpact.com/marketing_resources/marketing_resources.html

Ten Tips for “Outside of the Inbox” Email Marketing

- 1. Forget the “batch and blast” technique and consider your email campaigns as part of a conversation.** Begin to think of each email campaign you send out as part of an ongoing dialogue with each prospect. The way to keep the conversation going is to listen (how are recipients responding to the campaign), be relevant (what are their profiles and interests), and engage them in meaningful ways (if they visit your product page, your next communication should focus on products, not your blog).
- 2. Move beyond open and click-through rates – what else are your prospects and customers doing?** The standard email success metrics are great, but explore all the valuable information available to you. After each email campaign, see where prospects went on your Web site, how often they visit, and whether there are new ways to think about how to segment your prospects based on the behaviors they exhibit.
- 3. While we’re on the topic of segmentation...** Combine the “standard” segmentation approaches (lead source, industry, etc.) with behavioral data (e.g. who opened up an email, downloaded or, spent more than 30 minutes on your site and visited more than 3 pages) to create more complex segmentation strategies. The sky’s really the limit here, so have some fun with it.
- 5. Automate what you can and leave more time for creativity and strategy.** Use your marketing automation solution as the extra marketing resource you never had. Set up automated campaigns based on event and behavioral triggers and rest assured that you’re building up relationships with prospects every time.
- 6. Mix up your campaign styles and methods.** Experiment with a variety of email campaign types, some from marketing (HTML), some from sales (Outlook), and even some from you! You’d be surprised how receptive people can be when they know the message is coming from a real person—even a “marketer.”
- 7. Take deliverability seriously.** Your creative strategies are no good if your emails can’t even get through to your prospect’s inbox. Use your content system to proof how your campaign will look in different email readers and identify if the HTML or content will cause trouble with spam filters before you hit “send.”
- 8. If you’re not testing, you’re guessing.** Email testing shouldn’t be difficult to execute or understand the results. Testing subject lines should be a standard process to optimize open rates, but try to incorporate A/B testing into your campaigns whenever you can. All you need is two versions of an image, a piece of copy, or a promotion, and you’ll be on your way.
- 9. Dive deeper into your email reports without touching Excel.** Reports and dashboards should be built with the marketing user in mind, letting you publish detailed reports without needing to jump into Excel or creating the much dreaded pivot table. Use all of the details given in the reports to understand each prospect interaction and use this to inform your next campaign and prove marketing ROI!
- 10. Use “check in” emails to continuously build your relationship with each and every prospect over time and gain useful feedback.** Prospects and customers will appreciate a “check-in” email from you or a sales rep every once in a while. These are great opportunities for you to ask how you’re doing as a marketer and ensure that your email communications are useful and informative. Ask what they find most useful about your specific programs and what they’d like to see in the future.