

Do You Know What It Takes to Be a Modern Marketer?

Customers expect to be at the center of any and all brand programs, and modern marketers are the ones who can deliver personalized, customized and actionable content to those customers — on the right devices at exactly the right time. Yet with the sheer volume of data now available from which to mine, having an engaging conversation with individual customers can be a challenge even for the most experienced marketing team.

What steps does it take to become a successful modern marketing organization? This infographic will help you learn how.

1. CUSTOMER-CENTRICITY RULES

By shifting the lens of your organization from pushing products to engaging customers, your organization can reap several positives.



CISCO HAS IMPROVED ITS VALUE PER CUSTOMER BY A FACTOR OF 5 WHEN FOCUSING ON SOLUTIONS INSTEAD OF SINGLE PRODUCTS.

2. EXPERIENCES MATTER

Campaign mindsets, often centered on executing great advertising campaigns with starting and end points, must change. Today a brand's reputation is forged by the opinions of customers shared continuously with other customers.



Bigcommerce

81%

OF CONSUMERS SAY POSTS FROM THEIR FRIENDS DIRECTLY INFLUENCED THEIR E-COMMERCE PURCHASE DECISION.

(Source: Bigcommerce)

3. DECISION JOURNEYS INFORM

If experiences matter, the starting point for managing them holistically is to map the end-to-end decision journeys of customers. Simply defining a lead funnel and creating upper, mid and lower funnel programs is insufficient.

38%

OF MARKETERS BELIEVE THE CUSTOMER'S DECISION JOURNEY HAS CHANGED FASTER THAN THEIR ABILITY TO ENGAGE THE CUSTOMER.

4. OMNI-CHANNEL ORCHESTRATION UNITES

It's no longer enough to have a map of all customer touch points. Effective marketers have to find ways to overcome internal departmental silos and orchestrate omni-channel engagement activities.

21%

OF CUSTOMERS SAY THEY RECEIVE A PERSONALIZED EXPERIENCE ACROSS CHANNELS.

(Source: Accenture)

5. PERSONALIZATION CONNECTS

Best-in-class marketers develop segmentation strategies and personas to guide their programs. But to be a modern marketer you have to deliver relevant, personalized and timely content to customers demanding more.

94%

OF CUSTOMERS HAVE DISCONTINUED COMMUNICATION WITH A COMPANY BECAUSE OF IRRELEVANT MESSAGES.

ABOUT NFUSION

nFusion is the agency for today's modern marketer.

We understand that people experience unique paths to purchase, so we create persona-based customer journeys and apply our insights to architect smarter marketing communications. We know that brands need to reach people on the right device at the right time, so our Connections Planning and Programming services go beyond paid media to deliver timely and relevant content when and where it has the most impact. We believe experiences influence people and build brand preference, so through our Content Strategy and Production offerings we design and deploy engaging programs that persuade consumers and drive business results. And we think data and technology should fuel all marketing communications, so we ensure our Platform Design and Development puts content in the hands of the people who need it most, exactly when and where they want it. Headquartered in Austin, TX we partner with B2B and consumer clients, including SanDisk, AMD and Samsung. nFusion is proud to have been recognized by AdAge as Small Agency of the Year – Southwest in 2014.