



## **2015 and beyond – Marketing Transformation is not a trend, it’s a fact!**

**This year marketing is going to be changing significantly. The connected consumer expects individual and consistent omni-channel experiences and attention at all times. The consumer is now the centre of the marketing world. Communication channels and data are exploding, meaning marketing experts need to keep on top of communication trends for a successful strategy. At the same time marketers are always expected to achieve better results with less resource. Therefore, marketing today needs to be smart and flexible, requiring teams to rethink strategies, structures, resources and marketing cultures. That’s not only a trend for 2015, but marketing transformation will accompany marketers for years to come, and we need to embrace it! In this month’s Ask the Experts article, Christopher Kollat, Country Manager UK&I for Marketing Applications will be sharing the 5 important aspects you need to keep in mind when creating a successful marketing campaign in 2015.**

### **Make your marketing personal**

Personalisation will be one of the most important, key marketing mantras in 2015. The consumer holds the steering wheel and can create, share and buy personalised products and services. Marketers need to use the information they have to provide relevant, individual content wherever the customer is in their user journey. This means a customer is not just a segment! For years marketers cultivated a fixed segmentation philosophy that basically says: message 1 goes to segment 1. But now marketers are able to understand details and the real behaviour of individuals, thanks to data. So marketing experts have no excuse – they need to stop putting customers in segment drawers and treat them as individuals. Marketers need to develop personalised marketing strategies so that they can connect with their consumers on a one-to-one basis, therefore increasing conversion rates, loyalty, growth, and staying ahead of competition.

### **Focus on engagement**

Your customers are telling you what they want - are you listening? Customers are engaging with brands through a vast amount of online and offline channels. The key is to understand *when*, *where* and *why*. Smart marketers are “listening” carefully by analysing the customer behaviour. Therefore, they know more about what motivates their customers and are able to engage with



them effectively and build personal relationships. By tracking the user journey over multiple touch points, patterns will become visible showing how and when customers want to engage, and also what devices they're using. Mobile devices have forever changed how people engage with brands, so marketers need to start thinking about how push and pull messaging and more traditional brand messaging will work together effectively to drive action.

### **Embrace and integrate all data**

First of all, you need to put your data to work. You need to use it to gain the mentioned individual insights. Then, you need to use those insights to capitalise on opportunities – sounds easy, but as most of us have experienced: it isn't at all. A smart combination of data sources is important. Most marketers still concentrate on reviewing and analysing hard facts and standard KPIs (e.g. clicks, impressions, demographical data, web statistics, etc.). You also need to consider soft facts like opinions, interests and expectations. Therefore all existing data sources such as social media, CRM, web analytics and cashpoint systems need to be reviewed and integrated to get a holistic customer overview and used as a basis to build effective marketing strategies.

### **Eliminate marketing silos and operationalise insights!**

Today it's all about integration. It's easy to lose track of how well each and every marketing team and activity is performing in this incredibly complex marketing world of omni-channel campaigns and data insights. Most marketers find themselves placed in many silos, by geography, product or business unit, for example. Marketers need integration, constant visibility and a holistic view of all business units, activities, results, budgets, resources and project status, as well as being able to operationalise insights throughout the whole organisation.

Due to this, Forbes predicts "CMOs will become Chief Simplifier Officers" in the future, which means that CMOs need to put eliminating silos and operationalising insights on the top of their agenda. This will allow their business to be agile, consistent, creative, and avoid missing opportunities for maximising allocated budgets and optimising consumer engagement and experiences.



## **Orchestrate all touch points**

Marketers need to manage different interest groups. Internally they need to challenge their teams, to detach from the product focus and develop a customer-centric mind set. On the outside, the ever growing amount of customer touch points needs to be conducted, matched and controlled.

Given the explosion of data and the prevalence of 24/7 channels, many are failing to deliver the one-to-one marketing that we all know is critical to retain customer engagement and loyalty. As the customer expects this 24/7 approach (ideally in real-time), internal structures need to be ready as there is no way around optimising and implementing the right tools. Technology helps to structure, delivering the basis for speed, plausibility and cost effectiveness.

Let's conclude: it's all about the consumer so marketers need to form themselves around them. If marketers succeed in understanding and individualising the customer, they will be well prepared during and after the marketing transformation. It is crucial to not only rethink, but renew internal structures and existing strategies. Marketers need to integrate and analyse all information and make the insights accessible throughout the organisation. These points aren't quick and easy to implement but are definitely necessary to kick start a successful 2015!

This article is a summary of Teradata's newsletter "Inside Digital Marketing". If this article was forwarded to you as a recommendation and you wish to receive further marketing news yourself, you can [subscribe here](#).