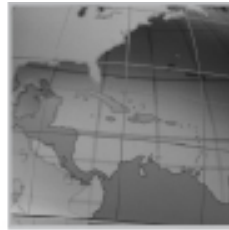


Analysis



The Rise of Multi-Channel Marketing Automation

Prepared For



Introduction

Marketing is most effective when a recipient is presented with the right message at the right time in the preferred medium. With marketers using an average of three channels per program today, effective marketing across multiple media can be a daunting and time-consuming task. To be more effective, progressive organizations are adopting marketing automation technology to streamline processes and enable more advanced, timely, and relevant marketing programs. Organizations with an interest in streamlining and improving marketing effectiveness should consider marketing automation. This white paper will discuss the rise of multi-channel marketing automation and why it will be critical for marketing success in the future.

Key Findings

- When interacting with their customers and prospects today, marketers are challenged to deliver the right message via the right channel at the right time.
- To meet these marketing challenges, having quality data is critical.
- Progressive marketers are seeking advanced marketing automation tools to assist with response management, refining messages, and engaging customers across multiple channels.

Recommendations

- All channels can be integrated and automated; consider solutions that can manage and execute across all channels (print and electronic).
- Data is critical to marketing success; ensure the chosen solution can integrate transactional, social media, and customer preference data sets to provide a single view of the customer.
- Seek a solution partner that has experience in mapping out the processes required to achieve your marketing campaign and program goals.

A Changing Marketing Landscape

Consumers are connected like never before. Global broadband penetration rates are climbing steadily, and comfort with new channels continues to fragment consumer attention. For instance, an attempt to reach 80% of the American population 20 years ago could be covered by placing an advertisement on the three major television networks. Today, it would take 150 to 200 advertisements to achieve the same reach. This proliferation of media, coupled with increasing consumer comfort with technology, has created new opportunities and challenges for marketers.

One valuable result of new marketing channels—mobile, social, online—is an abundance of data. Marketers have access to more data on their customers and prospects today than ever before. Think of the scope of the information that Facebook has on its users and the data that Google has based on trends in keyword searches. Tying this behavioral data with traditional transactional data creates a singular and powerful view of the customer; and by leveraging this integrated dataset, marketers can target products and services, personalize offers, and deliver the message via the medium through which the recipient is most comfortable.

One major challenge associated with the changing marketing landscape includes channel management—from the perspective of managing consumer preference as well as deciding on extent of marketing coverage across channels. With marketers striving for constant engagement with their customers and prospects, many are inhibited by a lack of resources. Marketing automation is the most efficient way to manage the process.

What is Marketing Automation?

Marketing automation can be simply defined as leveraging technology to automate marketing processes or tasks that engage with recipients during a campaign or program. More technically, employing marketing automation typically means adding a layer of business process management over the marketing value chain, and it can help in the planning and execution phases. Examples of marketing automation include:

- A welcome kit automatically sent to a new customer at the moment of account creation, without requiring a customer service representative to initiate it.
- Delivering dynamic content via the Web based on demographics.
- Lead qualification based on actions taken or answers provided.
- Trigger-based marketing dependant on the actions a prospect takes on the company's Website. The marketing automation software keeps track of the prospect throughout the campaign and will adjust messaging accordingly.
- Location-based marketing—sending offers to people's mobile phones as they pass by the company's restaurant to incent them to stop.

Marketing Automation in a Multi-Channel World

There are a number of companies offering marketing automation tools for specific channels. Nevertheless, marketing automation tools of the future will be media agnostic and will seamlessly automate entire conversations between businesses and consumers.

Each channel has response mechanisms that can act as triggers to leverage marketing automation. Over the course of a marketing program, someone may click on a link within an e-mail newsletter, download a white paper from the company's Website, interact with

a quick response (QR) code, and enter a coupon code on their Website from a print advertising campaign that he or she received. Using a traditional marketing approach, a company may record a portion of these actions, but multi-channel marketing automation allows companies to capture the full context of those interactions and react with the right message via the right channel at the right time.

Benefits of Marketing Automation

Primary benefits of marketing automation include timeliness, single view of customer, engagement, marketing fulfillment, cost-effectiveness, and consistency.

Timeliness: A primary benefit of marketing automation is timeliness—marketing the most relevant product or service at the most relevant time. Using an example from before, imagine the opportunity for companies in the wedding industry afforded by the “Relationship Status” data provided on Facebook. When a person’s status changes to “Engaged,” it is the optimal time for a florist, photographer, or wedding planner to make contact. Marketing automation tools can trigger situation-appropriate messages when they are most likely to have an impact.

Single view of customer: Ideally, a marketing automation tool can aggregate all contact with customers and prospects across campaigns to achieve an integrated view. Cross-channel automation enforces consistency across channels and allows marketers to focus more holistically on the customer and message.

Engagement: Marketing automation creates a vehicle to draw a prospect through the marketing funnel from awareness, to consideration, to customer, to loyalty with minimal effort on the part of the marketer. The marketer can design the end-to-end dialogue prior to campaign or program launch and then leave the software to manage the interaction.

Marketing fulfillment: Marketing automation drives self-service, interaction, and fulfillment from start to finish—regardless of delivery channel. Multi-channel marketing automation also allows companies to centralize and repurpose digital assets for consistency across media. Automation simplifies the fulfillment process.

Cost-effectiveness: Marketing automation reduces strain on marketing staff by minimizing the need for human interaction within specific processes. In addition to freeing up resources, advanced marketing automation tools can organize and synthesize the high volumes of data that multi-channel marketing campaigns generate today.

Consistency: Ultimately, marketing automation promotes consistency by reducing human response delays, error rates, and managing preferences. This may be the most important benefit to marketers, as marketing automation ensures that a person consistently receives the right message via the right channel at the right time.

InfoTrends' Opinion

In today's landscape, marketers want to have constant engagement with the customer, something that is very hard to manage. To truly automate marketing across all channels, marketers require solutions that offer comprehensive support for importing and mining multiple customer and prospect data sources, as well as automated triggers that can be used to send messaging in print, e-mail, on the Web, and on mobile devices. That said, choose a partner that is going to be flexible and account for new channels that come into play—a partner that will help you grow as new channels become relevant.

Data is critical to marketing success; ensure the partner can integrate transactional, social, and preference data sets to provide a single view of the customer. Ultimately, marketers should seek a solution partner that has experience in mapping out the processes required to achieve their goals while automating the marketing process.

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