

THE END OF DIGITAL

It's All Just Marketing!

Ida Cheinman

Principal and Creative Director

Substance151

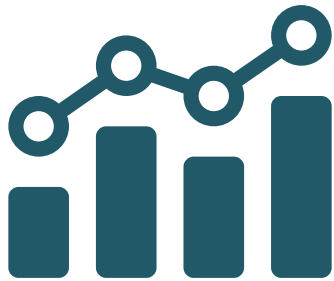
“ ‘Digital marketing’ is redundant. The only way to prosper in the decade ahead is to approach your marketing strategy with absolutely no reference to the D word at all.

MARK RITSON

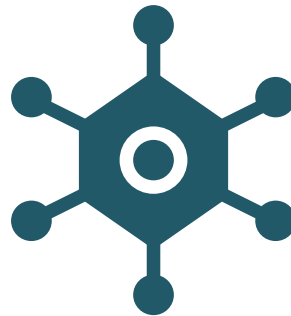
Melbourne Business School

COST OF SEPARATION

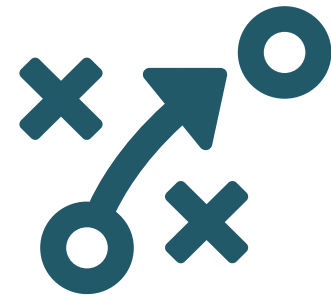
Lack of Connected Experience = Lack of Engagement and Conversions



**SILOED
CONTENT
& DATA**



**HARD TO OPTIMIZE
CUSTOMER
EXPERIENCE**



**DISINTEGRATED
SALES AND
MARKETING**

LOOKING AHEAD: CHALLENGES & PRIORITIES

70%

**UNDERSTANDING
CUSTOMER JOURNEY**

66%

**CONSISTENCY OF
MESSAGE**

57%

**TEAM TRAINING IN
NEW DISCIPLINES**

46%

**A CROSS-TEAM
APPROACH**

53%

**DATA-DRIVEN
MARKETING**

91%

**BETTER INTERNAL
COLLABORATION**

Source: Econsultancy, Quarterly Digital Intelligence Briefing: Trends 2016

UNIFIED EXPERIENCE INSIDE AND OUT

- » Busting down departmental silos
- » Cultivating new marketing expertise
- » Shifting to the omni-channel marketing model
- » Investing in a clearly defined, differentiating and agile brand
- » Taking a deeper dive into buyer personas

“ In a digital economy we need new skills. We need new expertise. The challenge is that we’re bringing old mindsets and old skill sets to new opportunities.

BRIAN SOLIS

Altimeter Group

THE NEW MARKETING DEPARTMENT

A cross-disciplinary team of “hybrid” marketers:

- » Organize by function, not activity
- » Train or hire to close the skills gap
- » Outsource what you don't have in-house

SALES AND MARKETING – ONE TEAM

Highly aligned B2B organizations achieve faster growth and higher profitability

- » Collaborate to collect, share and utilize customer data
- » Develop clear processes for leads hand-off and follow-up

19%
FASTER
REVENUE GROWTH

15%
HIGHER
PROFITABILITY

Source: SiriusDecisions

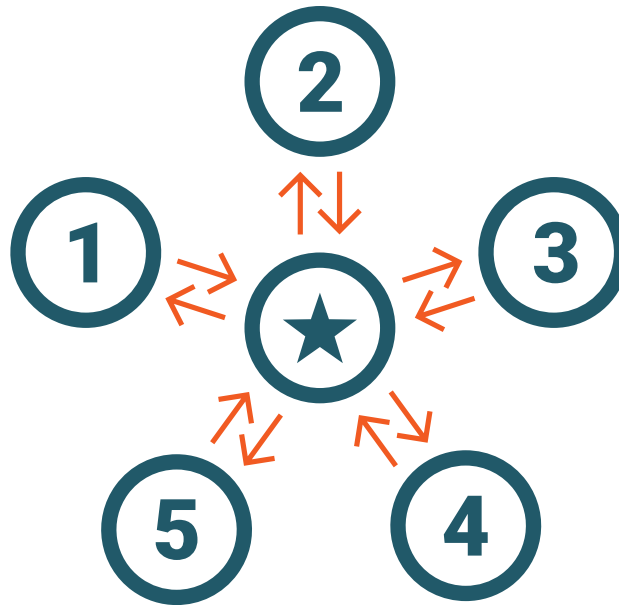
MARKETING [R]EVOLUTION

Over the years, marketing has had to keep up with leaps in technology. And it's evolving faster and faster.

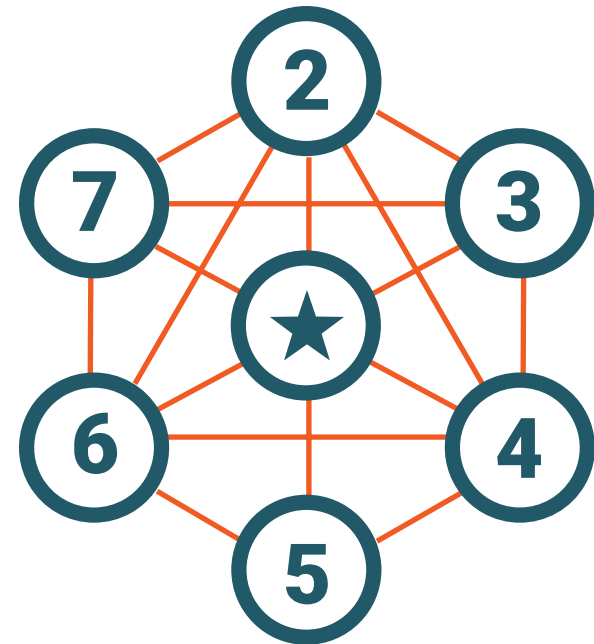
STEP 1: FROM LINEAR TO INTEGRATED



LINEAR

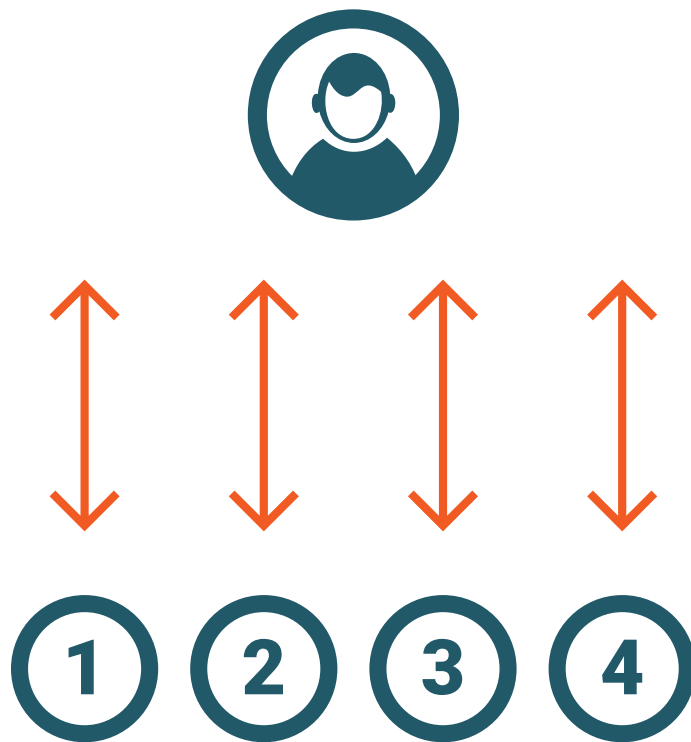


HUB AND SPOKE



NETWORKED

STEP 2: FROM MULTI- TO OMNI-CHANNEL



MULTI-CHANNEL



OMNI-CHANNEL

BRAND

Everything in Marketing Still Starts with the Brand

Brands no longer simply speak with consistency, but they leverage each communication channel's intrinsic strengths.

- » Your brand personality must be in alignment with your culture
- » Your brand behavior must adapt to what's expected for each communication channel

BRAND PERSONALITY WORKSHEET

Casual

1 2 3 4 5

Corporate

High Energy

1 2 3 4 5

Thoughtful

Edgy

1 2 3 4 5

Traditional

Fun

1 2 3 4 5

Serious

Accessible

1 2 3 4 5

Exclusive

BRAND BEHAVIOR

- » **LinkedIn** is a business networking event
- » **Facebook** is a happy hour attended by professionals
- » **Twitter** is an NPR and The Daily Show sandwich
- » **YouTube** is a TED talk with a Sundance Short Film festival after-party
- » **Blogs** are a summit designed to provoke debate
- » **Email marketing** is workshops or lectures hosted by your firm and financed by your audiences

AUDIENCES

Everything in Marketing Still Starts with Your Audiences

- » Understand your audiences – what's relevant to them, what inspires and motivates them
- » Research and map out their decision-making journey
- » Choose communication channels your audiences use and respect
- » Create message and content for people, not platforms

CONNECTED EXPERIENCE

A Journey From Ordinary to Game-Changing

1



DELIVER

2



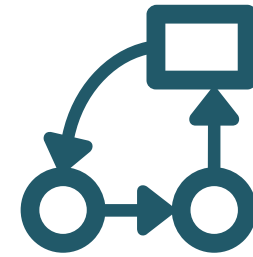
PERSONALIZE

3



**ENGAGE &
CONVERT**

4



**ANALYZE &
OPTIMIZE**

5

B2B MARKETING GROWS UP

- » Data is Driving
- » Personalization
- » Account-Based Marketing (ABM)
- » Customer Experience
- » Omni-Channel
- » AR/VR

“ When we start with a digital-first perspective, we start to see and feel things differently. This should inspire marketing to try new things that connect with people in new ways, and to start challenging the very processes that hold us back.

BRIAN SOLIS

Altimeter Group

ADDITIONAL RESOURCES

Download this presentation and additional resources and tools at www.substance151.com/smpps-hrc-resources.

substance**151**

www.substance151.com

brand@substance151.com

