Chief Digital Officer

For the next generation of digital leaders

Solving the Multi-Channel Marketing Challenge

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About Me
ChiefDigitalOfficer.net and East Coast Catalyst

About Me
Client Experience

Chief Digital Officer

Solving the Multi-Channel Marketing Challenge

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Background
Why is 'multi-channel marketing' a hot topic?

- **Evolving media consumption habits.** Since the launch of the iPhone in 2006, the landscape has changed dramatically.

- **Media fragmentation necessitating new marketing strategies.** More than 50% of emails read today on mobile devices. Thousands of new technologies available to help marketers adapt.

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Background
Dramatic evolution of media consumption habits

- **Online media consumption now the media market share leader.** 46% versus 27% for television.

- **Social network surge.** Compared to insignificant usage in 2010, social network usage on mobile devices totaled almost 5% last year.

- **Media proliferation across-the-board.** Increased number of outlets for video, radio, podcasts, blogging, long form publishing, etc.

Share of Average Time Spent per Day with Major Media by US Adults, 2010-2014
% of total

	2010	2011	2012	2013	2014
Digital	29.6%	33.8%	38.5%	43.2%	46.3%
—**Mobile (nonvoice)**	3.7%	7.1%	13.4%	19.1%	22.9%
—Social networks	0.2%	0.7%	2.3%	4.1%	4.9%
—Video	0.0%	0.4%	1.1%	3.0%	4.4%
—Radio	0.9%	2.0%	3.0%	3.6%	4.3%
—Other	2.7%	3.9%	7.1%	8.4%	9.2%
—**Desktop/laptop**	22.0%	22.6%	20.7%	19.1%	17.7%
—Social networks	3.5%	4.7%	4.7%	3.8%	3.4%
—Video	0.9%	1.8%	3.0%	3.0%	2.9%
—Radio	2.2%	1.5%	1.1%	0.9%	0.9%
—Other	15.4%	14.5%	12.0%	11.4%	10.5%
—**Other**	3.9%	4.1%	4.3%	5.0%	5.8%
TV	40.9%	40.4%	39.2%	37.3%	36.6%
Radio	14.9%	13.9%	13.0%	12.4%	11.8%
Print*	7.7%	6.5%	5.4%	4.4%	3.5%
—Newspapers	4.6%	3.8%	3.1%	2.5%	1.9%
—Magazines	3.1%	2.7%	2.3%	1.9%	1.6%
Other	7.0%	5.5%	4.0%	2.8%	1.9%

Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop; numbers may not add up to 100% due to rounding; *offline reading only
Source: eMarketer, Sep 2014

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Background
The social media landscape is dizzying

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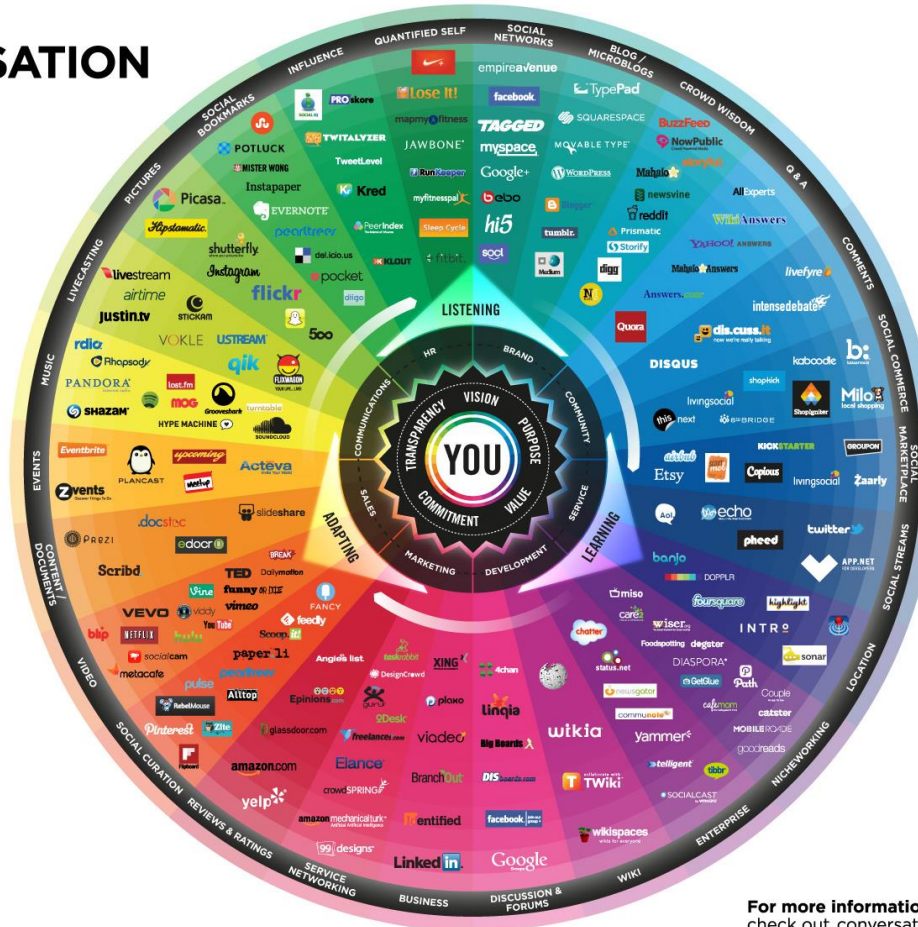
Background

The burgeoning marketing tech category, too

chiefmartec.com Marketing Technology Landscape — January 2015

by Scott Brinker @chiefmartec http://chiefmartec.com

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Background
Big dollars & projections

10x in 10 Years:

MarTech Spending Growth ($ billion)

Changes in consumer behavior and the unprecedented advances we are seeing in the MarTech space today add up to a significant shift in the mix of marketing spend from media and marketing services to technology.

Technology is estimated to be 10% of the $1.2 trillion total marketing spend in 2025.

Marketing technology (MarTech) companies are looking at an opportunity well north of

$120 billion per year.

$B

Tech spend as % of total marketing spend

	1%	4%	10%
2015	2020	2025
12	44	121

Source: Scott Brinker, ChiefMarTec.com

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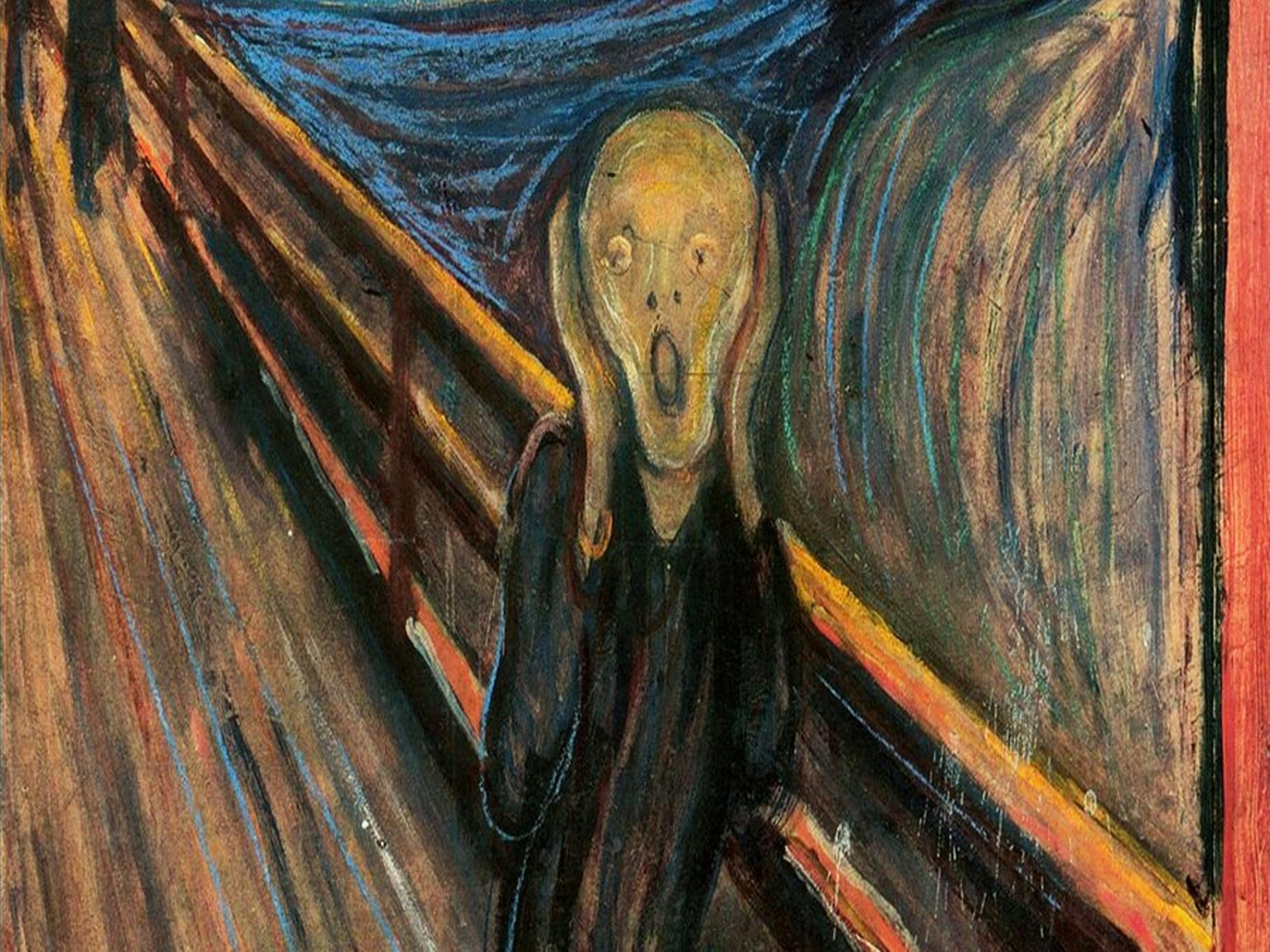
Breaking Down The Challenge

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Management Strategies
The more things change…

The marketing process hasn't changed as much as the tools involved in the process have.

Buy Cycle		Messaging		Media Mix	Content Type	Repository	
Reputation	- Loosen status quo - Commit to change	Education	- Create awareness to new problem - Align problem to business issues & drive urgency	**Advertising** Broadcast Print P.R.	Commercial Print Ad Release / Article		Awareness Perception
Demand Creation	- Explore solutions - Commit to solution	Solution	- Assist identifying needs in solving problem - Align solutions to specific needs	**Direct Response** Display Search E-Mail D-Mail Events Social	Industry Best Practice Webinars & Guides Benchmark Surveys White Papers	Website Digital Asset Mgmt. Social Site	Inquiry MQL SAL
Sales Enablement	- Justify decision - Make selection	Vendor Selection	- Show features & functionality - Affirm choice	**Sales Interaction** Events Video Conf. Sales Calls	Product Tours Analyst Reports Case-Studies Sales Scripts References	Website Partner Portal Sales Portal	SQL Closed Deal / Revenue

Source: Adobe

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Management Strategies

Our B2B digital marketing philosophy

Tactics

- Sponsorships
- Content marketing
- Social media

Influencers, Suspects, Partners

Targets

Shoppers

Tactics

- Events
- Newsletters
- Webinars
- LinkedIn
- DM
- Telemarketing

System-Wide Marketing Support

- ➢ Website
- ➢ PR
- ➢ White Papers
- ➢ Video

Tactics

- PPC
- SEO
- Banners

Source: East Coast Catalyst

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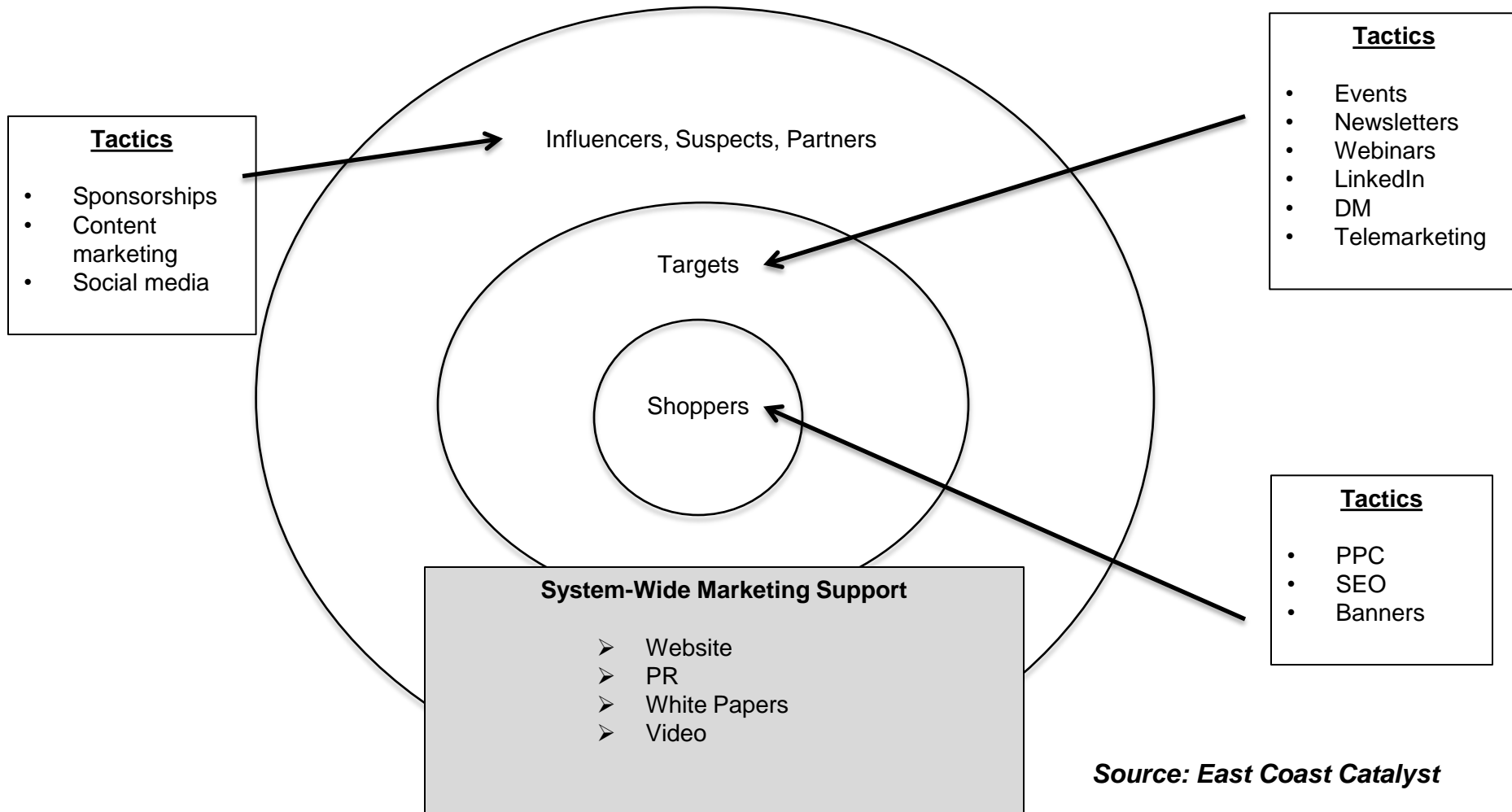
Management Strategies
Making sense of the chaos

Closer examination of B2B trends reveals a concentration of activity.

Who uses what to amplify content
(among B2B marketers)

LinkedIn	94%
Twitter	88%
Facebook	84%
YouTube	72%
Google+	64%
SlideShare	41%
Pinterest	33%
Instagram	24%
Vimeo	20%
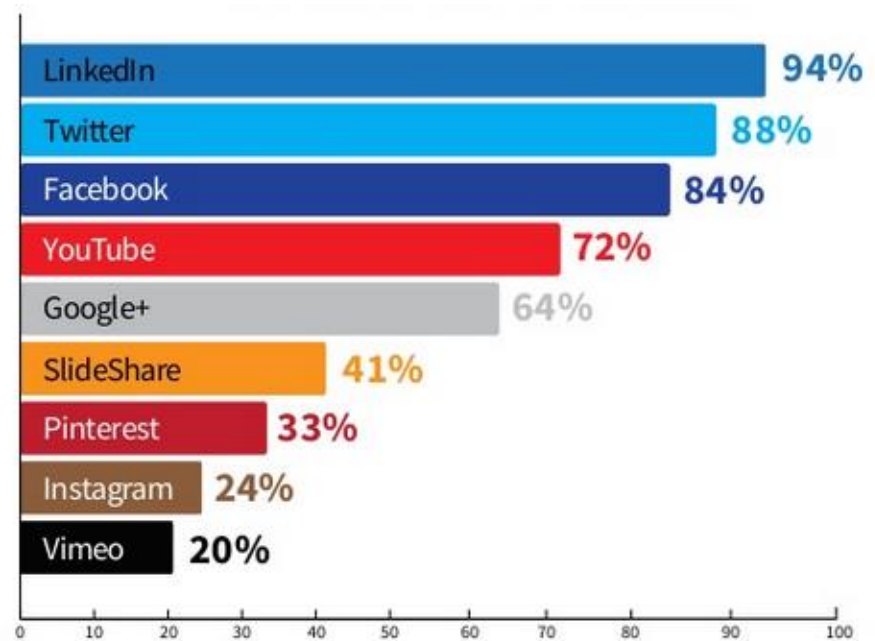
2015 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Navigating Successfully

Management Strategies
Knowing what to expect – in practical terms

The new marketing reality is comparable to my weekend mailbox project.

- It's always more complicated than it seems

- Martech marketing activities warp end-user expectations

- Too many choices; not much differentiation

- The cost of doing something either once or for the first time is high

- Assumptions don't always hold up

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Management Strategies
Audit

Identify existing assets, strengths, weaknesses, opportunities, threats.

- Most digital marketing operations are leaky, but have myriad assets

- Departmental overhauls are politically expedient, but rarely efficient

EAST COAST CATALYST	THE DIGITAL STRATEGY AUDIT CHECKLIST
CATEGORY	**AREA OF FOCUS**
Strategy	Alignment with Corporate Sales, Marketing & Operational Objectives
Strategy	Competitive Benchmarking: Digital Footprint & Reach
Strategy	Competitive Benchmarking: Competitor Ad Spending & Budgets
Infrastructure	Hosting: Setup & Configuration
Infrastructure	Hosting: Performance & Scability
Applications	Content Management System (CMS)
Applications	Baseline Functionality (Forms, Personalization)
Applications	Database / Data Warehouse
Applications	Ecommerce
Applications	CRM / Marketing Technology & Automation
Applications	Custom Applications / Intranet / Extranet
Applications	Community
Applications	Mobile Apps / Mobility
Creative/Design	User Experience
Creative/Design	Branding / Identity
Creative/Design	Website Assets (Imagery, Content, Widgets)
Creative/Design	Rich Media / Video
Promotion	Social Media
Promotion	Search Engine Optimization / Organic Search
Promotion	Pay-Per-Click (PPC) Search Marketing / Paid Search
Promotion	Email Marketing
Promotion	Content Marketing
Promotion	Mobile Marketing
Promotion	Display Advertising
Promotion	Online PR
Analytics	Tool(s) Setup & Configuration
Analytics	Conversion / Goal Tracking
Analytics	Reporting: Business Process
Talent / Skills	Staff Capability Assessment
Vendors	Vendor Mix, Contracts & Performance Assessment

Source: East Coast Catalyst & ChiefDigitalOfficer.net

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Management Strategies
Sector leadership comments

"The problem isn't that all these [marketing technology] tools aren't great. And it's not necessarily pricing, since the cost of most of these tools is very reasonable. The problem is more basic: there just aren't enough people on our team to use them."

Todd Unger, Chief Digital Officer
Daily Racing Form

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Management Strategies

Beware of the 'shiny new object' syndrome
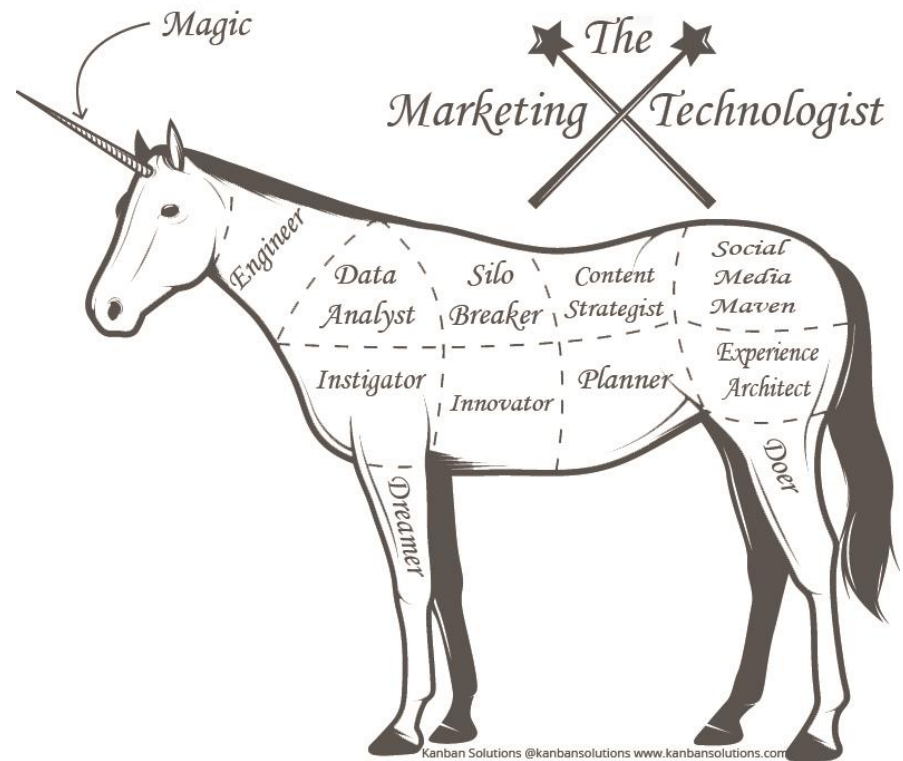
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Management Strategies
Find unicorns & full stack marketers

The new breed of marketer combines "left brain" and "right brain" skills.

- "The full-stack employee has a powerful combination of skills that make them incredibly valuable."

- Can navigate marketing and technology with ease

- Embraces new techniques and understands how to learn how to use them

- Doesn't get easily flummoxed or overwhelmed

Magic — The Marketing Technologist — Engineer — Data Analyst — Silo Breaker — Content Strategist — Social Media Maven — Instigator — Innovator — Planner — Experience Architect — Dreamer — Doer

Kanban Solutions @kanbansolutions www.kanbansolutions.com

Talent addresses myriad challenges; this is not unique to marketing technology

Management Strategies
Navigating multi-channel & martech successfully

Do's	Don't's
• Employ a needs-based approach	• Commit to a formal strategy until you've done testing
• Prepare for stumbles	• Overspend on technology
• Audit the state of your operation & repurpose/repurpose/repurpose	• Ignore Google+
• Make multi-channel part of someone's job description	• Overlook 2nd and 3rd order ROI metrics
• Pick your battles thoughtfully	• Employ a scattershot approach; focus on a manageable number of channels
• Pursue hidden gems	
• Hold on to proven *analog* techniques such as newsletters and direct mail	

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Q & A

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Resources
References & Further Reading

- [Multichannel Content Marketing Is Your Next Challenge: Here's How to Overcome It](#) (Tim Bourgeois, ChiefDigitalOfficer.net)

- [Similarities and differences of marketing technologists](#) (Scott Brinker, ChiefMarTec.com)

- [5 Drivers that will shape the future of your MarTech strategy](#) (Gerry Murray, IDC)

- [The Rise Of The Unicorns -- Why Marketing Technologists Will Rule Modern Marketing](#) (John Ellett, Forbes)

- [The full-stack employee](#) (Chris Messina, Medium)

- [20 Most Important Stats from the 2015 B2B Content Marketing Report](#) (SocialMediaB2B.com, Marketing Profs, Content Marketing Institute)

- [The Center for Marketing Technology at Bentley University](#) (Ian Cross)

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