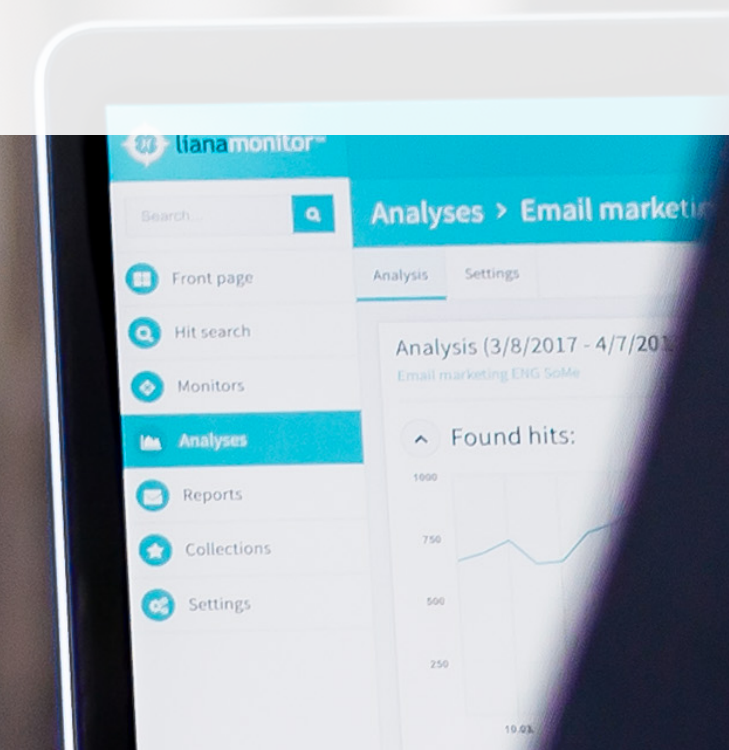


Leading Customer Experience Through Utilising Marketing Automation



SOCIAL MEDIA:



@LianaTech
#lianaevents



@lianatechnologies
#lianaevents



Liana Technologies



Liana Technologies

MIKA TIAINEN

- Master of Science, Marketing
- Thesis: Value stream mapping Nokia's sales process
- Sales Director, Team Lead
 - Online international sales
 - Finnish sales operations
 - Cooperating marketing and communications tactics with our marketing team
- More than hundreds of projects
- Specialities: Marketing automation, lean, email-marketing, content management systems, online stores, press releases, media monitoring, applications, event management tools

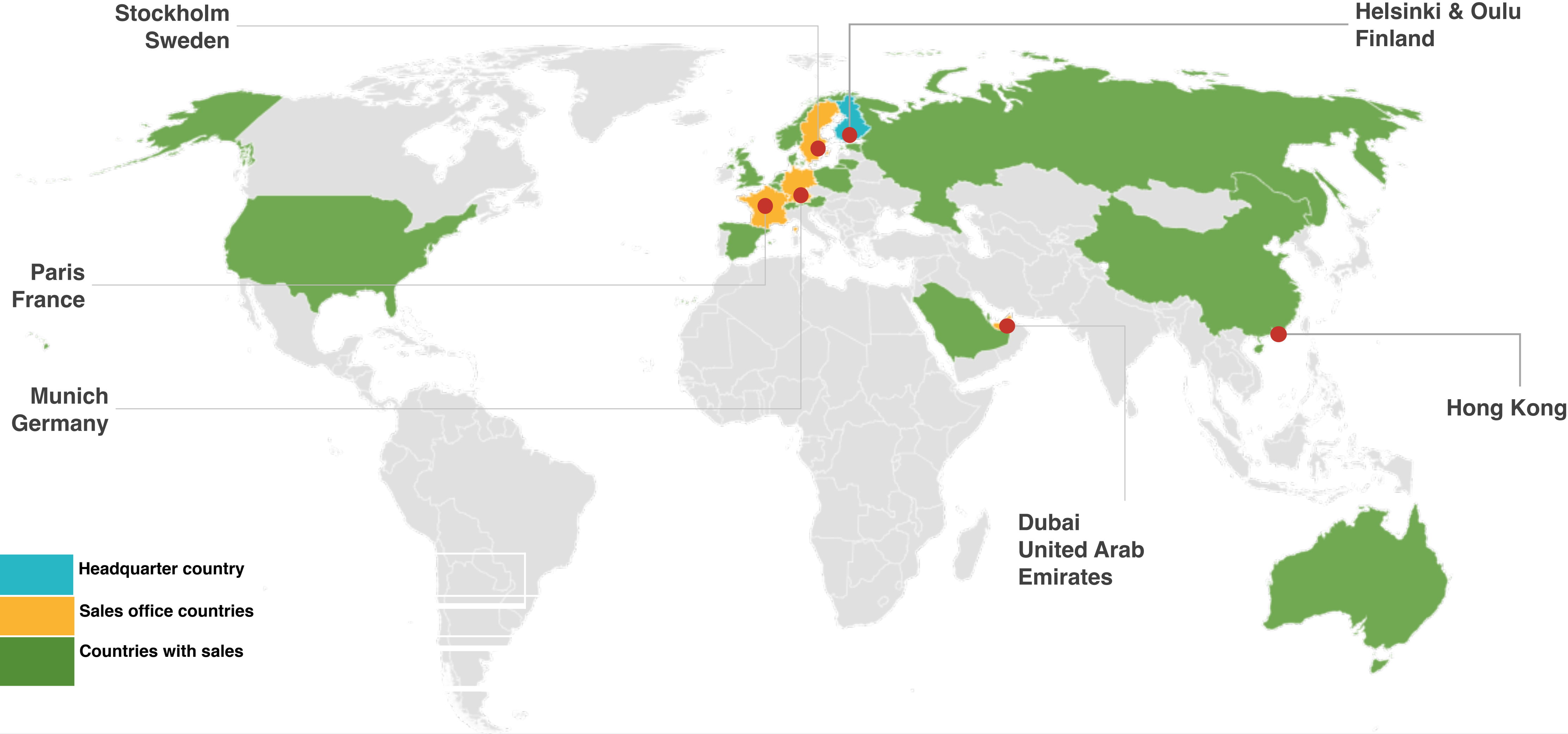


Liana Technologies

- Cloud based solutions for online marketing and PR
- 250 digital professionals in Europe, Asia and the Middle-East
- Over 3500 customers in 30+ countries
- Award-winning cloud technology company
- Listed in Deloitte Technology Fast for eight consecutive years
- AAA+ Credit Rating



Liana's Broad Geographical Reach



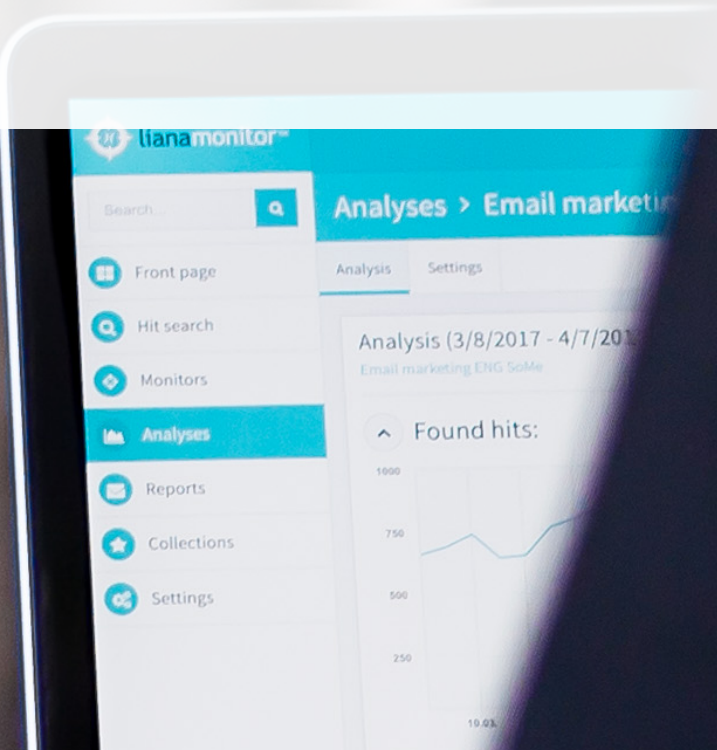
Content

1. Customer experience
2. Marketing automation
3. Why to utilise marketing automations?
4. Practical examples





What Are the Customers Expecting?





What Are the Customers Expecting?

Understand **ALL** the Customer's Needs

Inc (02/2019)

Buying Behavioural Has Changed

1. Product + price + service is not enough
2. Level of information has grown rapidly
3. Customers seek information themselves more and more
4. Most of the times the buying decision has been made before any contact to companies
 1. Fast response makes the change
 2. 100x decrease from 5min - 30min
5. Customers urge to meet expert rather than sales guy
6. Marketing and sales activities need to change with the customer needs

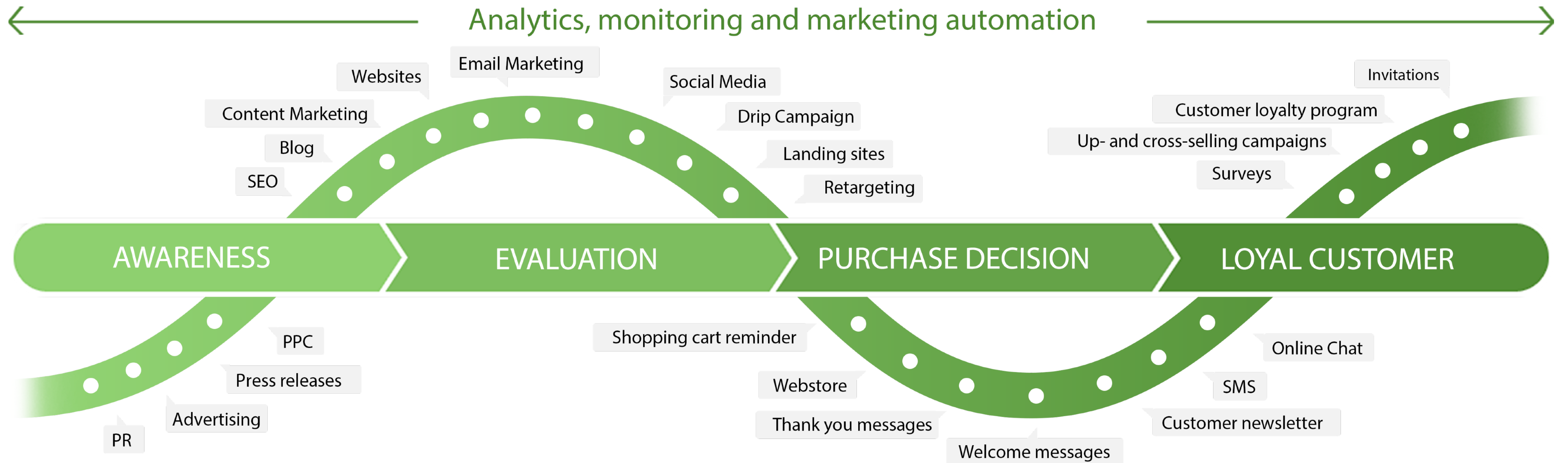


Customer Experience

- Customer experience
 - Customer journey
 - Touchpoints
 - Environments
- Vast concept
 - Personal
 - Holistic
- Emotional state occurring from the interaction between a company and customers



The Digital Marketing Journey

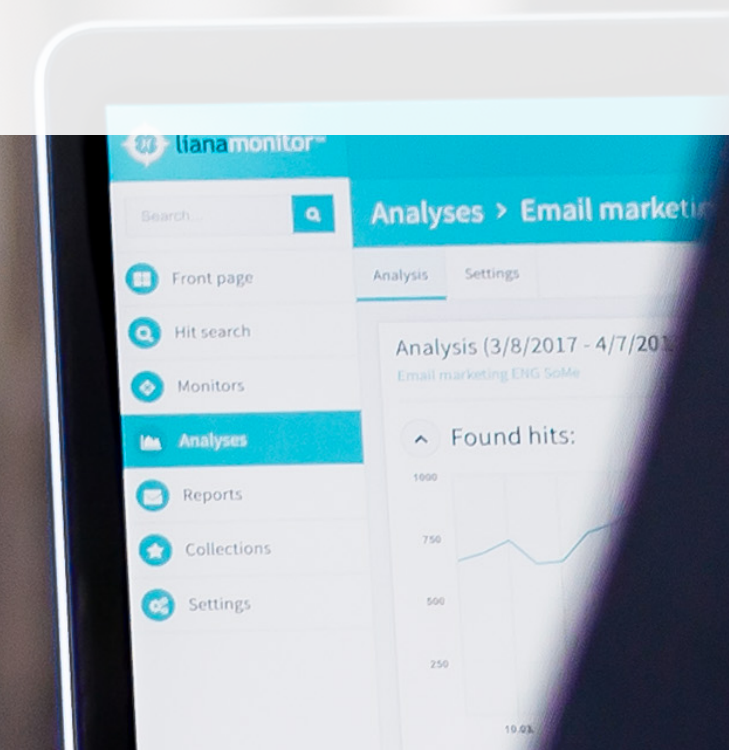


Leading Customer Journey

- Leading should be based on data and facts
- Marketing activities should focus
 - For the right customers
 - In the right time
 - With the relevant content and campaign
- Every contact point customer should be confronted with relevant communications



What Is the Marketing Automation?



How Familiar Is the Concept of Marketing Automations?

**DOES YOUR BUSINESS CURRENTLY
USE AUTOMATION TOOLS?**

**YES
75%**



**NO
25%**

Social Media Today - State of Marketing Automation Survey Report (2019)

Definition

- The use of software to automate repetitive tasks related to marketing activities and connect different parts of the marketing funnel.
(Marketingterms, 2018)



Exponentially Growing Information

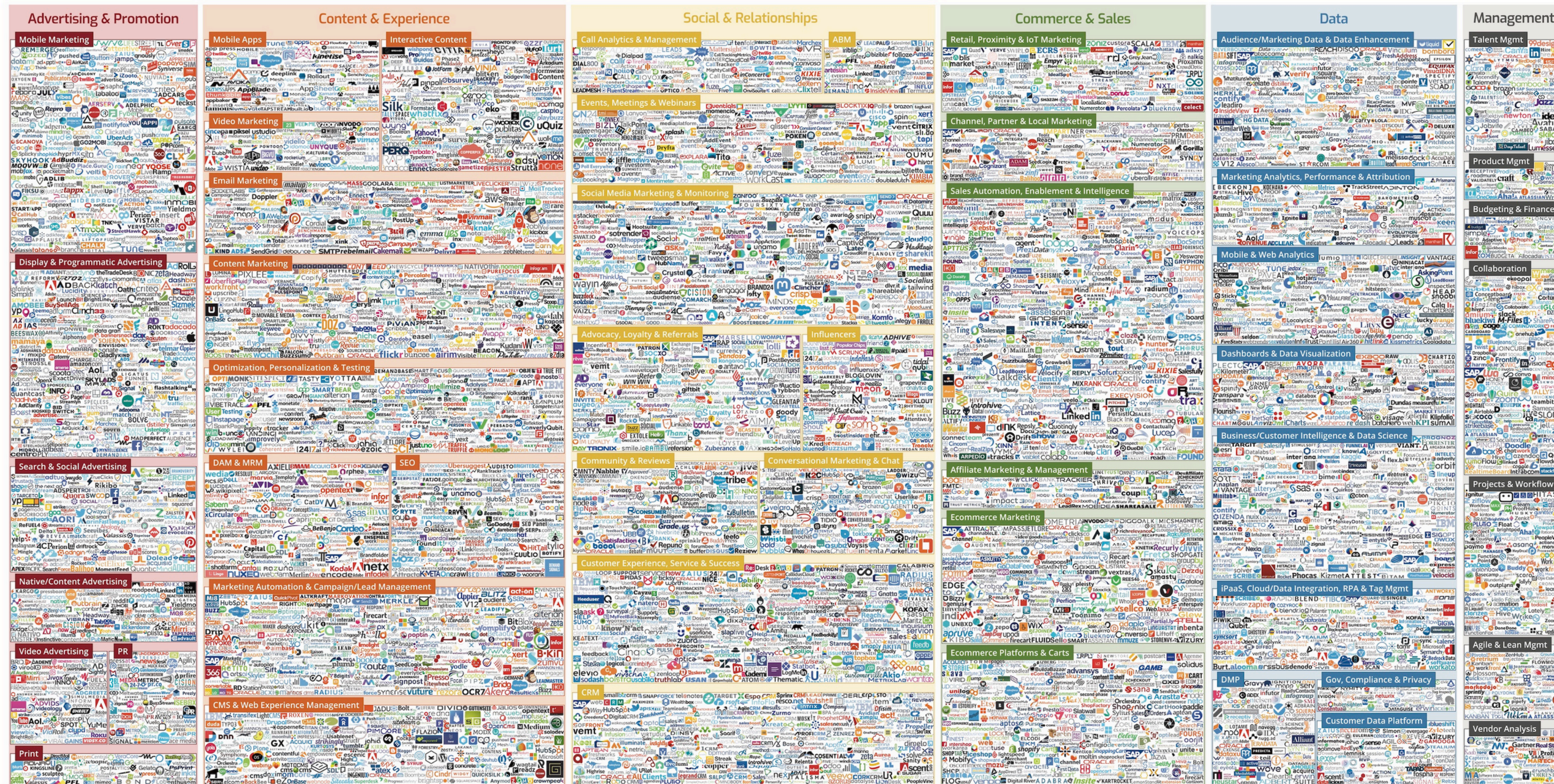


Rapidly Growing Information

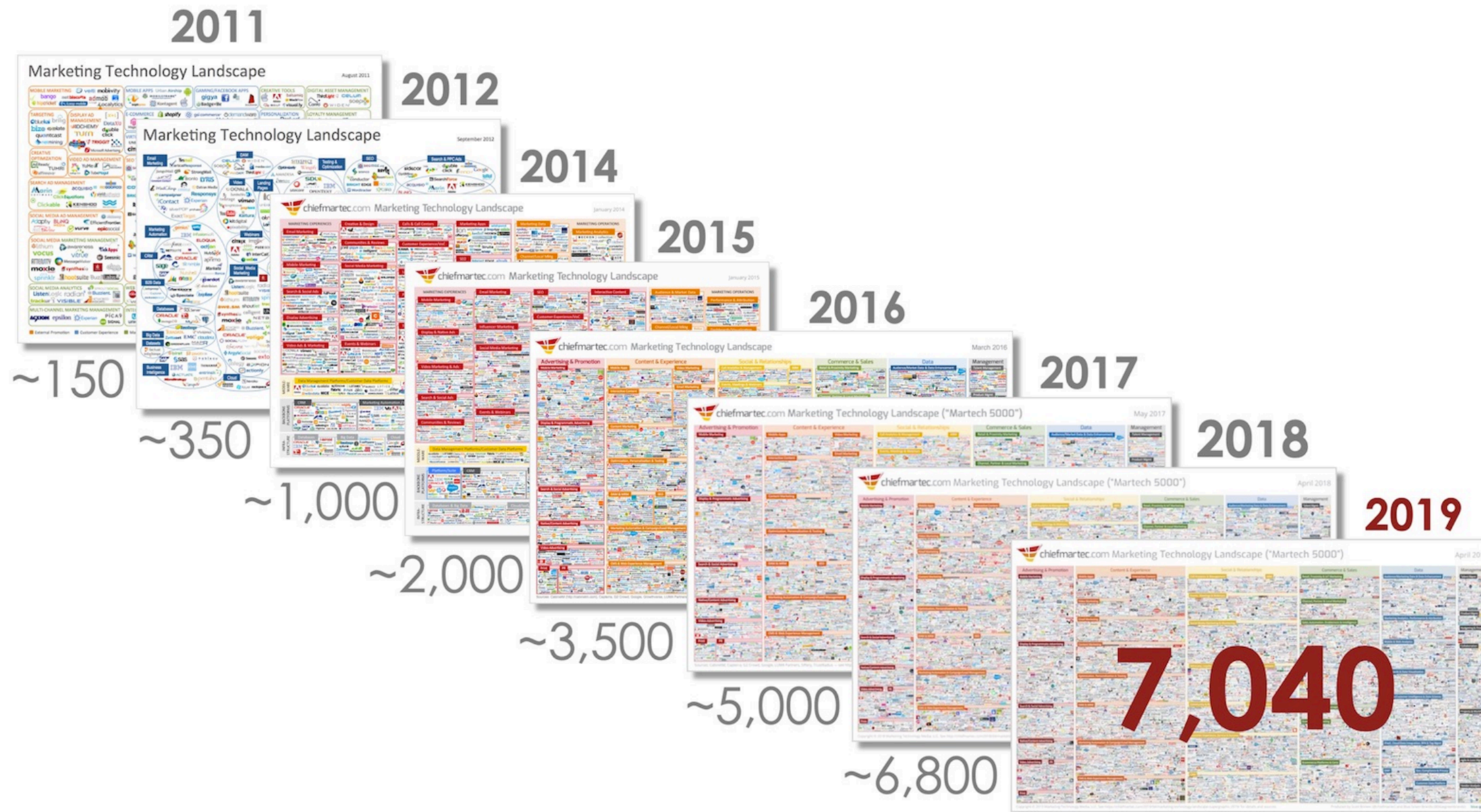


chiefmartec.com Marketing Technology Landscape ("Martech 5000")

April 2019



Rapidly Growing Information



Marketing Automations

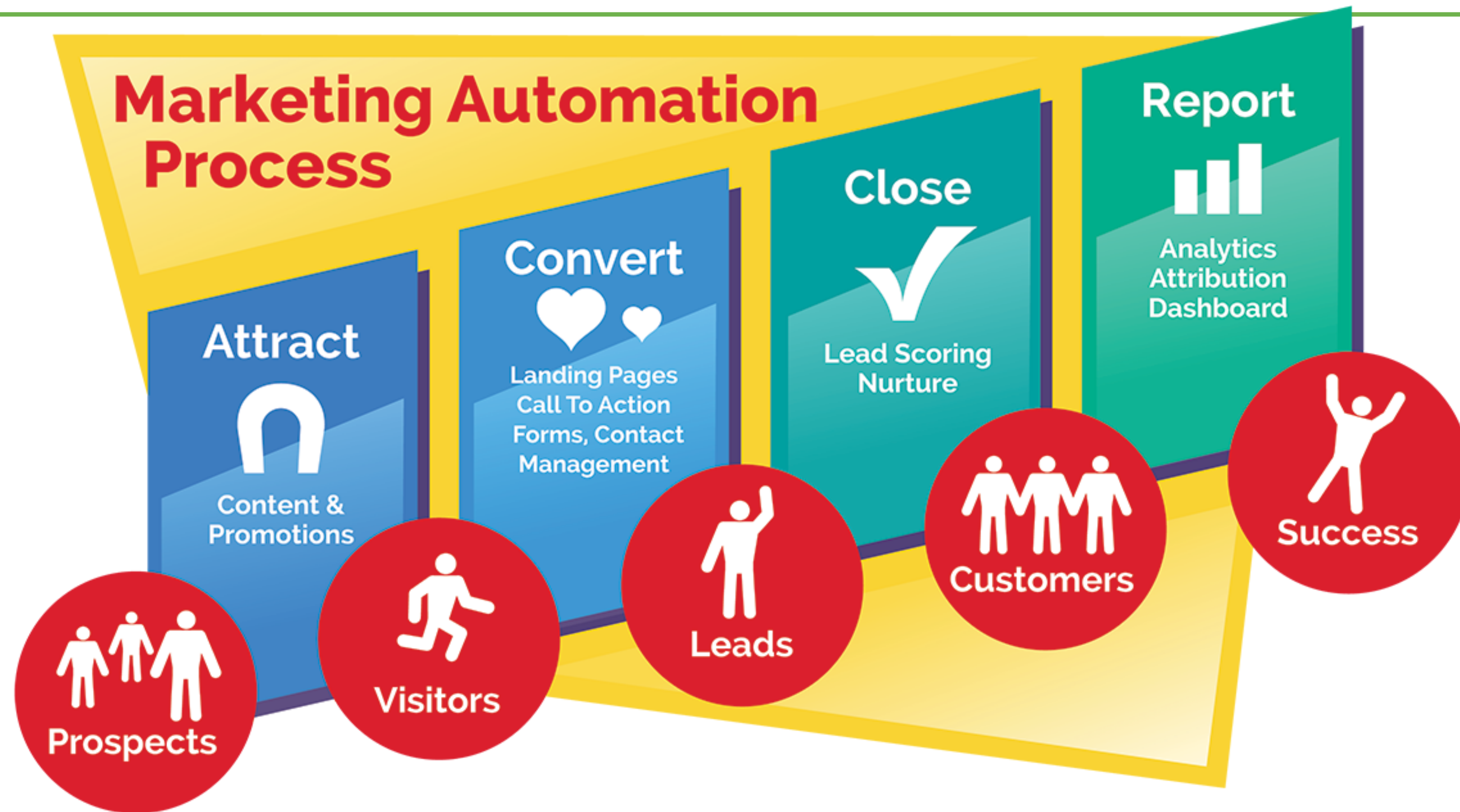
Smart Use of Data for Personalisations

- Recommendations thought email in and in the app
- Based on the information subscribers have given
- It seems that personalised content will overcome every platform and customers can modify the settings themselves

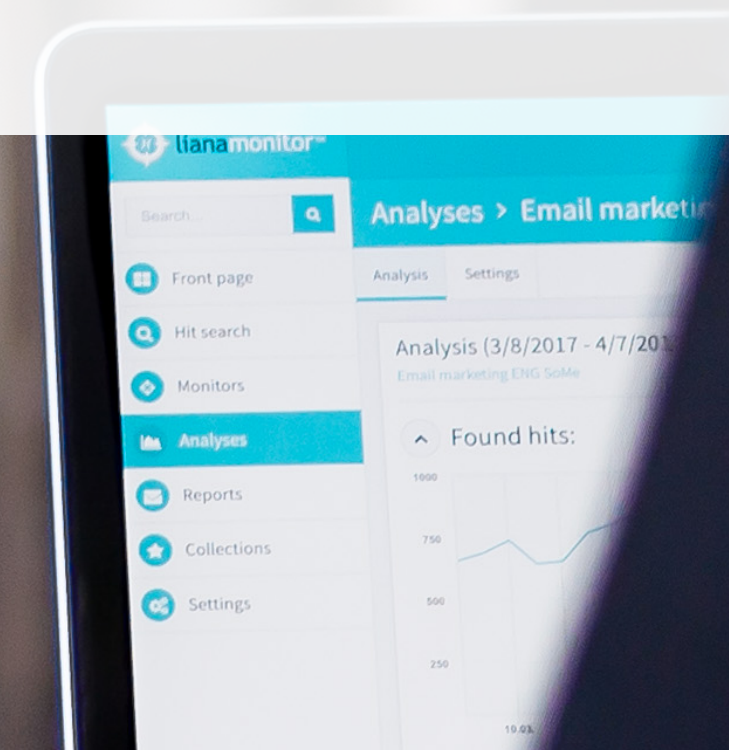


app. 75%
subscribers are watching Netflix based on recommendations

Marketing Automation Process

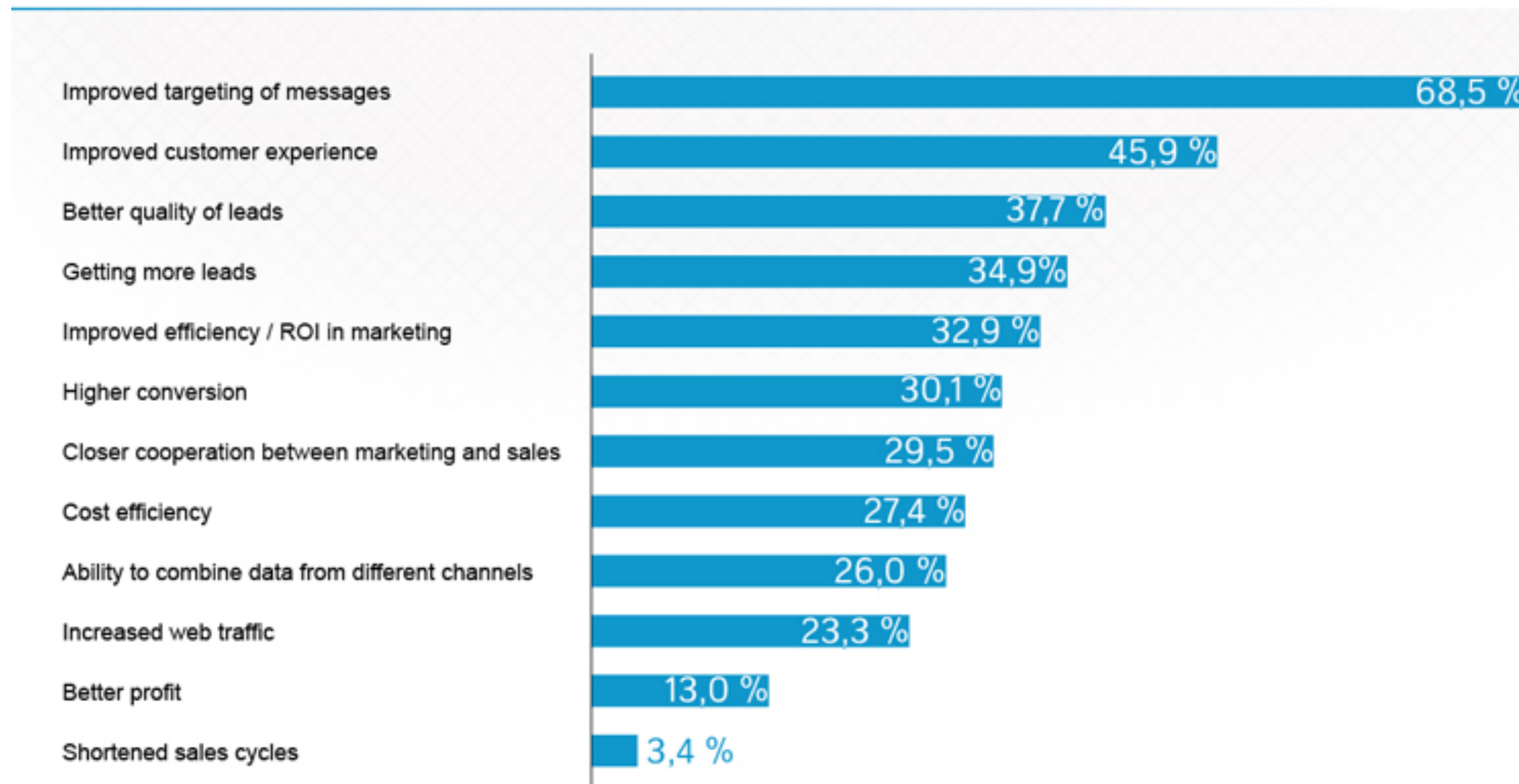


Why To Utilise Marketing Automations?



Why To Use Data

In your opinion, what are the main benefits of marketing automation?



Why To Use?

Provides possibility for personalised and wanted customer experience

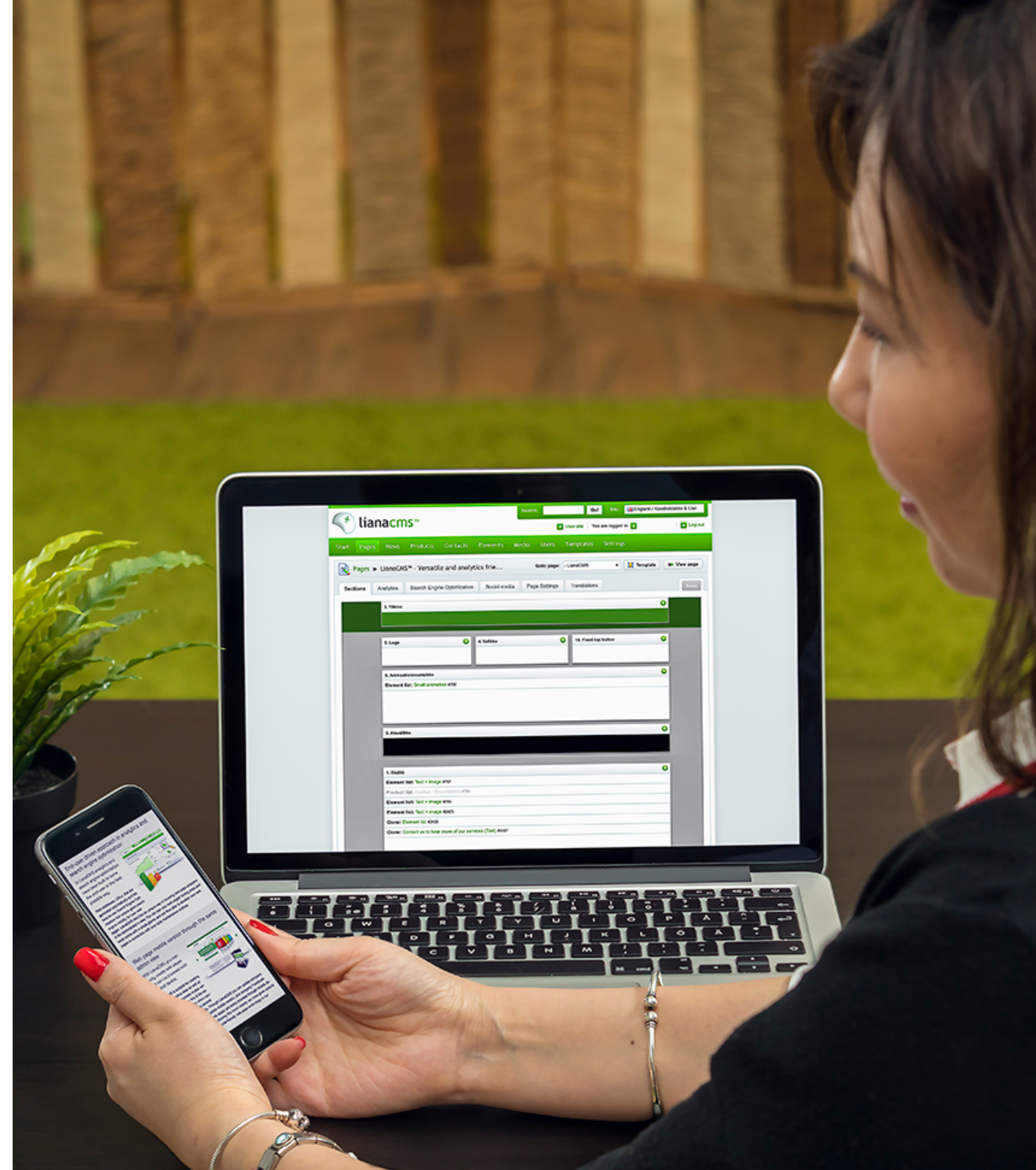
Gives possibility to step from passive to active marketing activities through leading the customer journey

Relevant marketing activity at the the right time

Salespersons gets feedback what the customers have done and what they are interested at

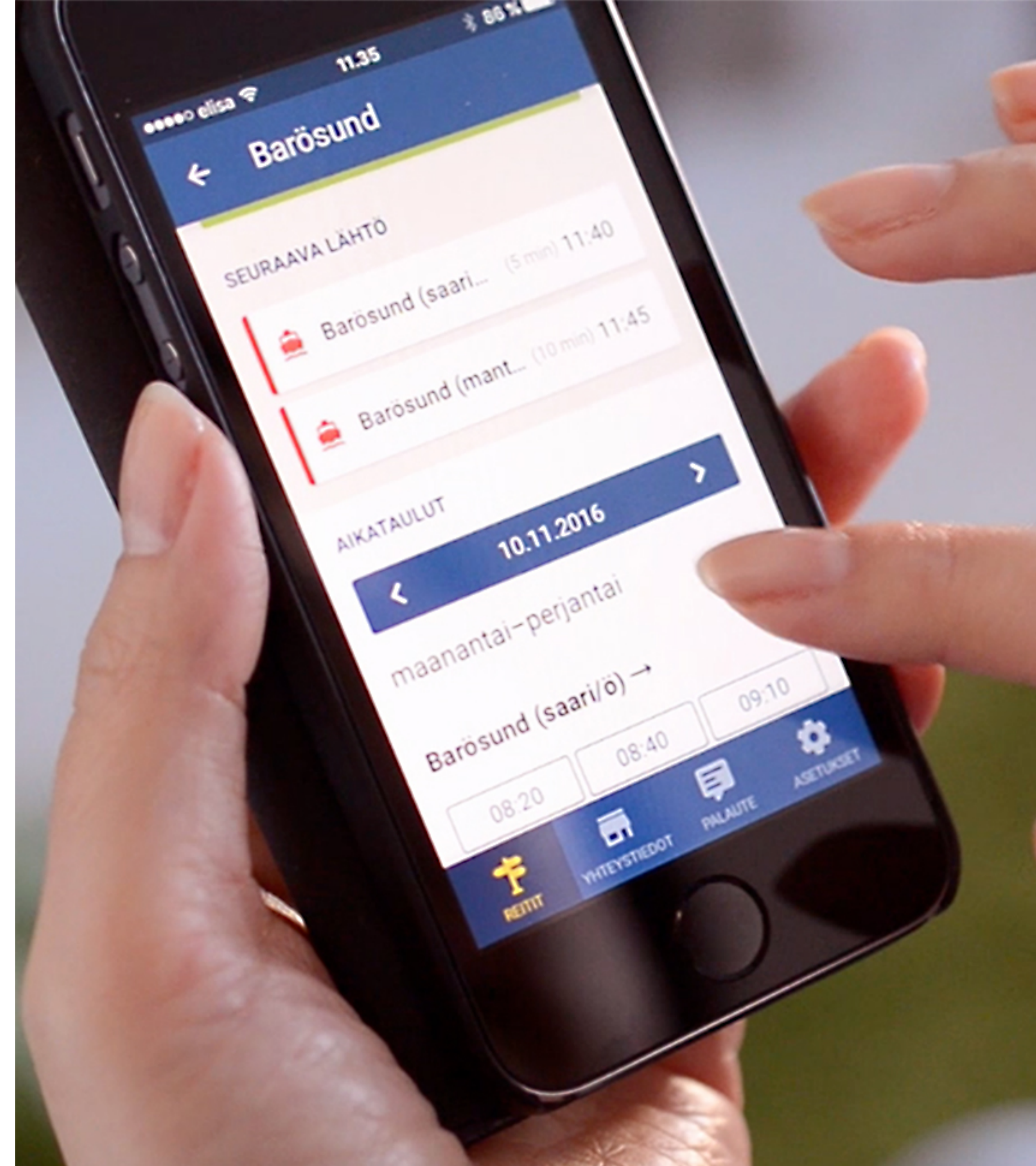
Integrated Marketing Communications

- Marketing automation platforms provides possibility to send relevant content for the customer with unique tone of voice
- A vast number of marketing channels will be integrated to deliver coherent message
- The aim is to unify customer experiences
 - Quality increases
- Needs seamless integration between the channels
 - Not just marketing should be aware, but also sales and customer support
 - What
- From mass marketing to unique communications
 - Data gathered from different channels can be used for analytics and to enhance active marketing campaigns



What Is Needed for Implementing Marketing Automation

- Understand the contact points
 - In which channels and when is the company communicating with the customers
 - How the company may increase the marketing activities with the help of automated systems
- Define the customer journeys
 - Every channel and content creates event
 - Marketing department with sales and develop the communications
 - Sales will not just get leads, but a vast number of relevant data
- Integrate the platforms
 - Create a mass data system (CRM/ERP) to collect the data

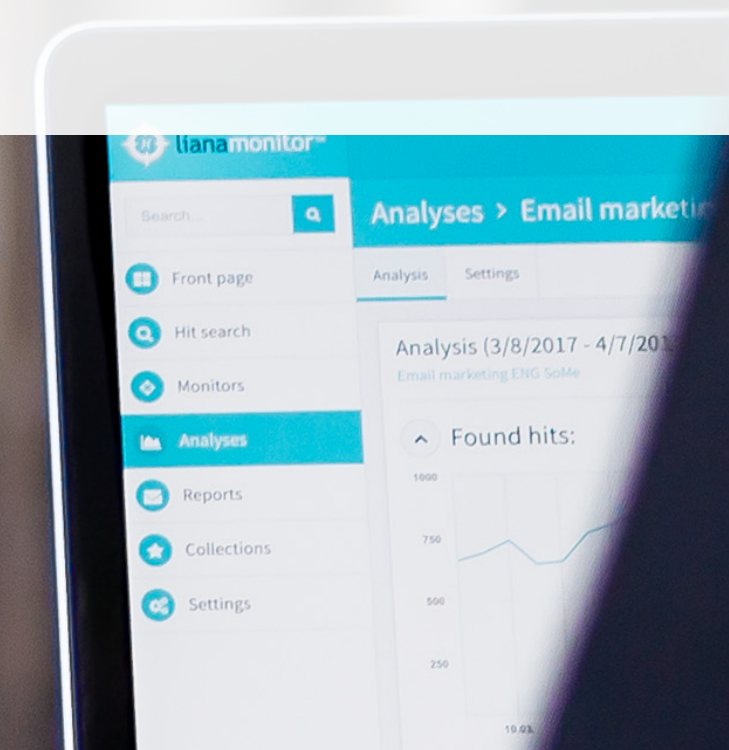


Channels

- Automations gives possibility for better customer experience
 - Omnichannel
 - Email-marketing
 - Websites, landing pages
 - SMS-messages (not whatsapp)
 - Social media
 - Applications, notifications
 - Search engine / Display-adds
- Personalised with unique graphical design
- Gives possibility to lead the customer through CTA-buttons and activities
 - For e.g A/B testing



Examples



Identifying the Customer

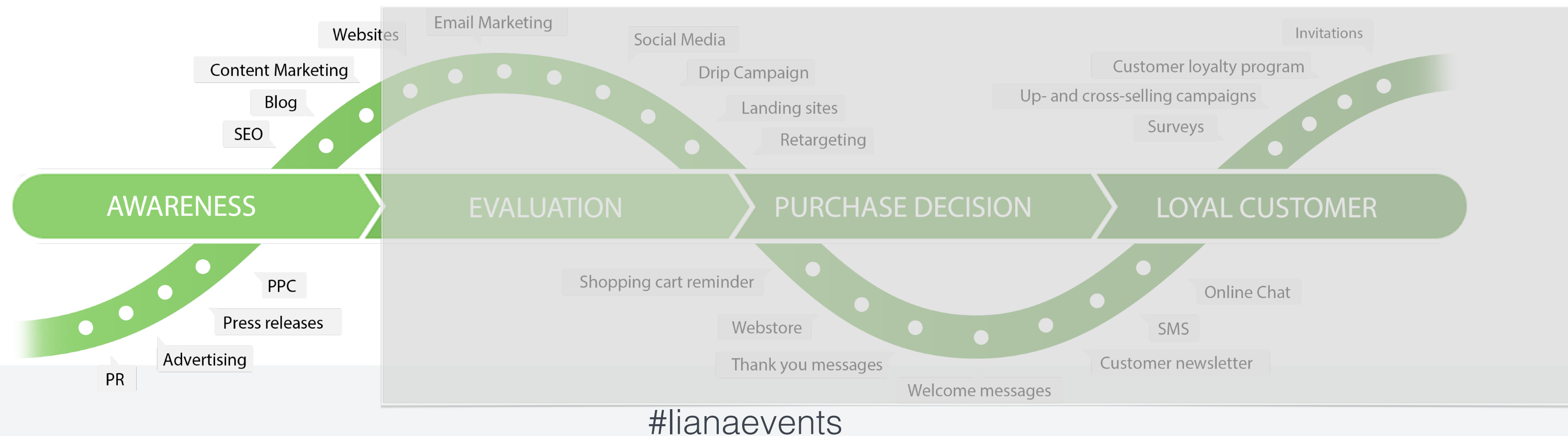
Google analytics tells us the traffic numbers

Leadfeeder (e.g) provides the information from which organisation the visitors come.

Hotjar may (e.g) show how you they navigate in the website

Display adds let us do marketing for non-identified prospects

All this data is collected through cookies and the target is to **identify the person**



Identifying the Customer

1. Customer needs to be identified to utilise marketing automations
2. Deliver content that is relevant
 1. Email is needed
3. Try to identify channels that deliver good leads

KANNUSTALO®

Esitetilaus

Tilaa esitteet tällä lomakkeella tai arkisin numerosta 06 874 1200 tai nouda esitteet ilmaiseksi lähimmältä edustajaltasi.

Puhelinvaihteemme on avoinna ma-to klo 8-15 ja pe 8-14.

Takaisin Kannustalon pääsivulle >>

* merkityt tiedot ovat pakollisia

Etunimi *

viidakkocem™ Asiakastieto Yksilöllinen viestintä Lataa whitepaper 010 387 7053

VIIDAKKOCEM™ KETTERÄ MARKKINOINNIN AUTOMAATIO

Markkinoinnin automaation ei tarvitse olla raskas IT-projekti. Ketterät käytännöt soveltuvat yrityksille, jotka vaativat nopeita tuloksia markkinoinniltaan.





LUE LISÄÄ

Ketterän markkinoinnin automaation lähestymistavassa automaation hyödyt tuodaan organisaatioon vaiheittain.

Liikkeelle lähdetään yksinkertaisista automatisoiduista viestiketjuista, jotka liittyvät johonkin asiakassuhteen kannalta tärkeään tapahtumaan. Näin toimimalla päästään nopeasti toteutuksen tasolle ja opitaan kokemuksen kautta.

Valjasta olemassa oleva asiakastieto personoinnin pohjaksi

Valitse tilattavat esitteet

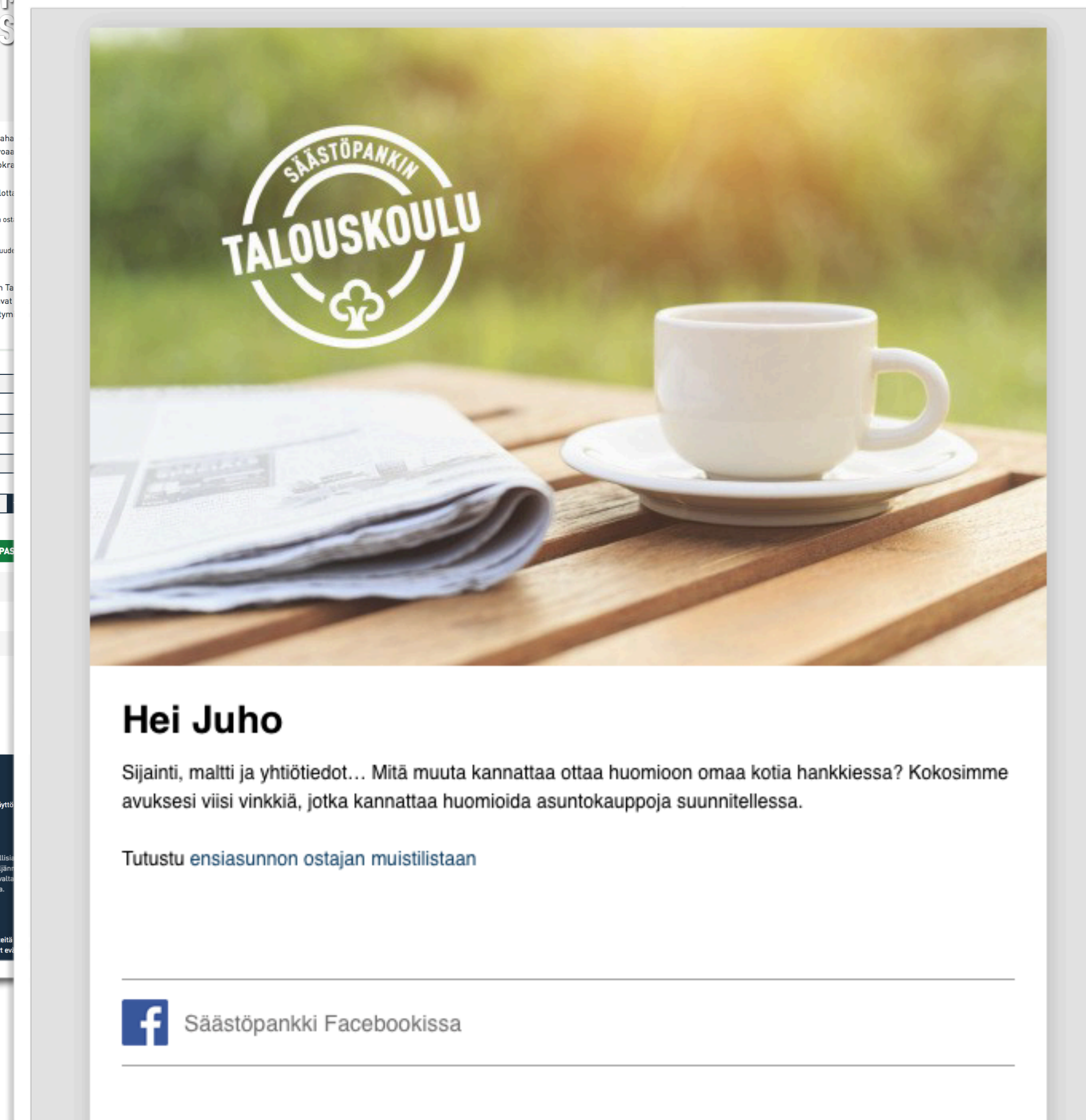
 <p>UUSI 1 KRS -MALLISTO (Ilmainen) <input type="checkbox"/> Tilaa</p>	 <p>LATO (Ilmainen) <input type="checkbox"/> Tilaa</p>	 <p>2 KRS TALOMALLIT (Ilmainen) <input type="checkbox"/> Tilaa</p>	 <p>ME TEEMME KOTEJA (Tilattuna 10€ tai nouda ilmaiseksi lähimmältä Kannustalo-edustajaltasi.) <input type="checkbox"/> Tilaa</p>
---	---	---	--

Nurture the Leads With Drip Campaigns



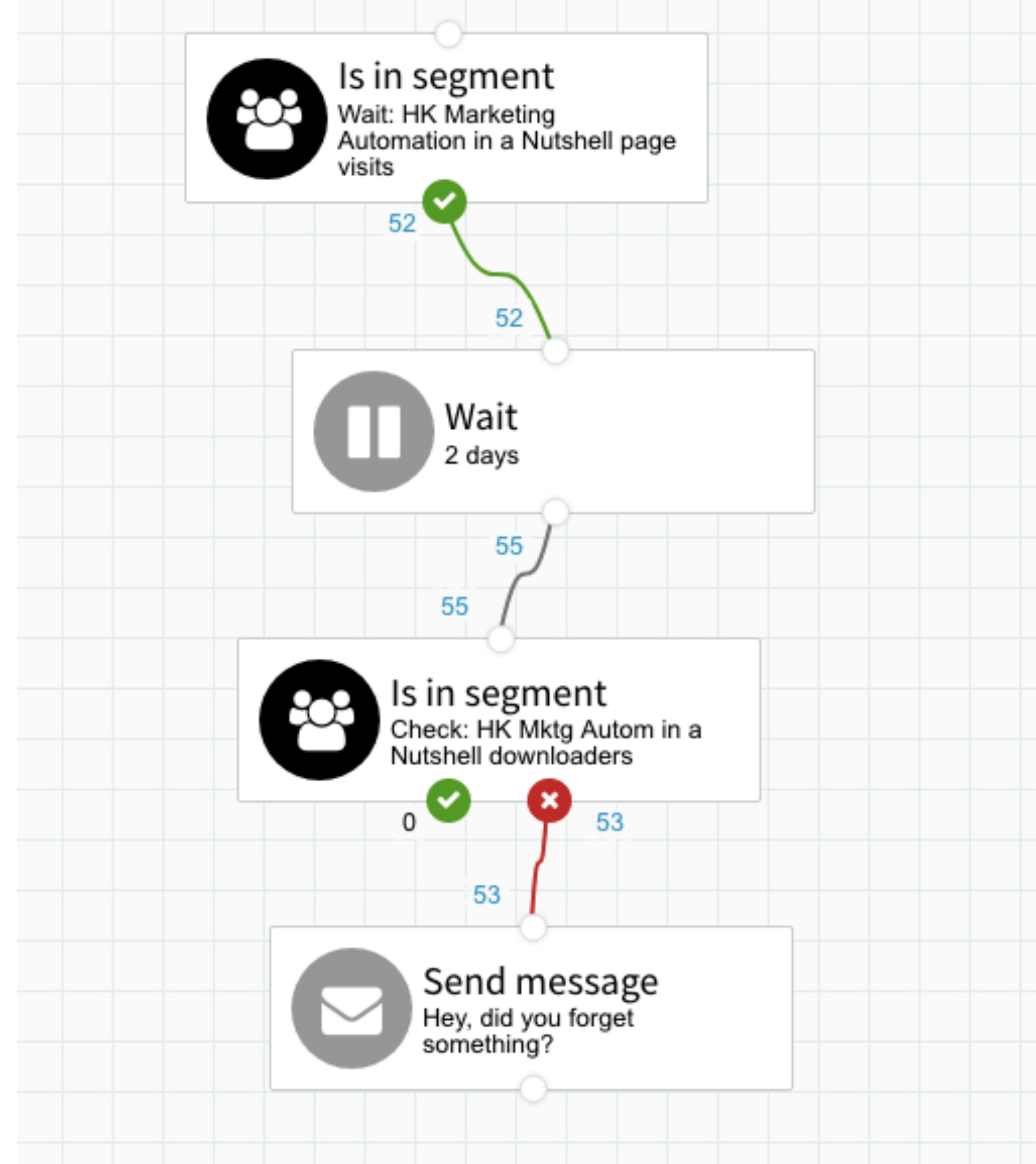
Nurture the Leads With Drip Campaigns

- Drip campaigns
 - Leading identified clients towards purchase
 - Teaching them how to utilise one company's tools
 - Attracting them with content



Retargeting

- Do not forgot the customers you almost achieved
- Start the campaigns in multiple channels
 - Email
 - Social Media
 - Search engines
 - Display advertising

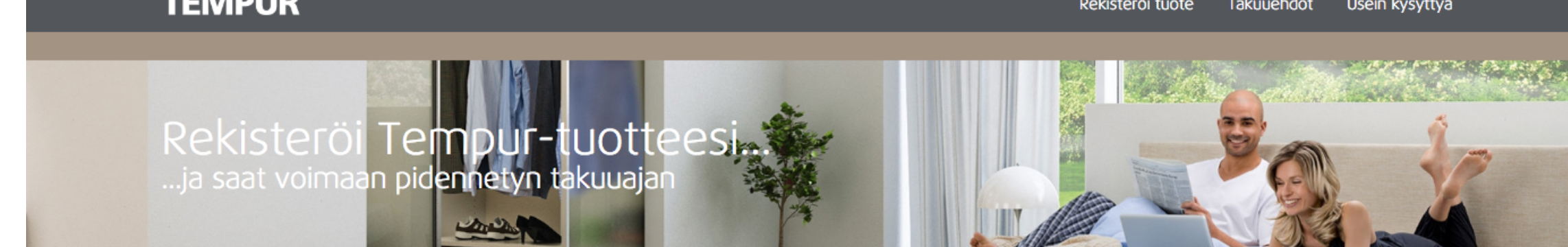


New Clients



New Clients

- Few examples for the new clients
 1. Welcome messages
 2. Telling how the customers can benefit the most of the service/product
 3. Reminders about the warranty



Onnittelut uudesta TEMPUR-tuotteestasi!

Kaikille TEMPUR-tuotteilla myönnetään laatutakuu, joka astuu voimaan, kun takuu rekisteröidään TEMPURin verkkosivuilla. Kiitos, kun käytät hetken aikaasi TEMPUR-tuotteesi rekisteröintiin.

Täyttämällä alla pyydettyt tiedot, aktivoit TEMPUR-tuotteesi takuun. Takuu koskee kaikkia ostoksia, jotka on tehty virallisen TEMPUR-jälleenmyyjän luona, TEMPURin verkkokaupassa tai TEMPUR Brand Store -myymälässä. Tallennamme takuurekisteröinnin, jolloin mahdolliset takuukorvaukset hoituvat helposti ja nopeasti. Jos haluat lisätietoa takuuehdoista tai takuukäytännöistä, otathan yhteyttä puhelimitse 09 5868 360 tai sähköpostitse info@tempur.fi

Lähetämme takuun rekisteröinnille asiakkaille säännöllisesti tietoa tuotteistamme, niiden hoidosta ja uutuuksista. Jos et halua näitä viestejä, niin voit peruuttaa ne milloin tahansa.

Yhteystiedot

Juho	Mattila
juho+testi@viidakko.fi	0408367216
Kansankatu 53	90100
Oulu	

Jälleenmyyjätiedot

Myyjä *	Sijainti
ISKU Koti	Espoo

Tuotetiedot

Tuoteryhmä *	Tuote *	
Experience Static & SlideBack	Experience Static 80x200 cm (rekisteröi patjat erikse	
Määrä *	Hinta *	Ostopäivä *
1	1000 €	10-05-2017

Tyhjennä lomake

Rekisteröi tuote

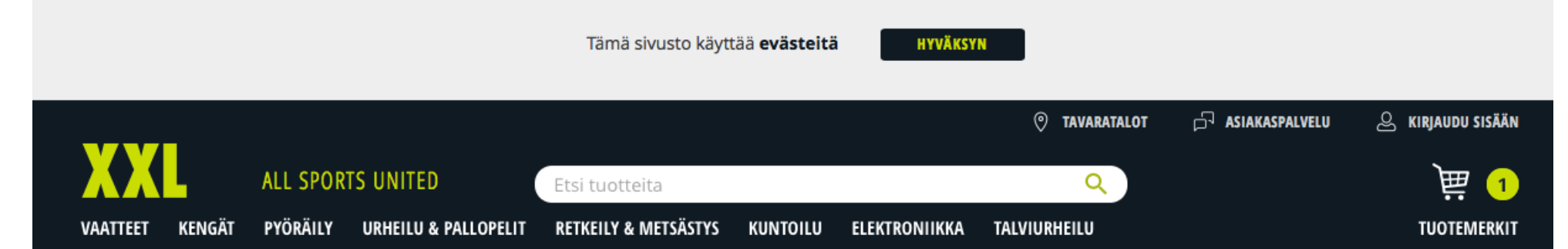


TEMPUR- uutiskirje Saat noin kerran kuukaudessa tietoa TEMPUR-tuotteista:

Syötä sähköpostiosoitteesi TILAA

Offer Relevant Content

- Offer relevant related content in the shop
- Giving for e.g coupons to the related to the product that you are buying after a series of activities done by the visitor



Pollux II Jacket Mns
MAGNETITE



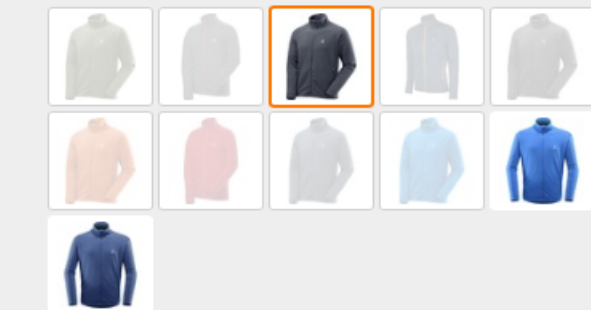
34,90€

Maksa toimituksen jälkeen.
Klarna. Lue lisää

MAINOSTUOTE - VOIMASSA 18.4. ASTI



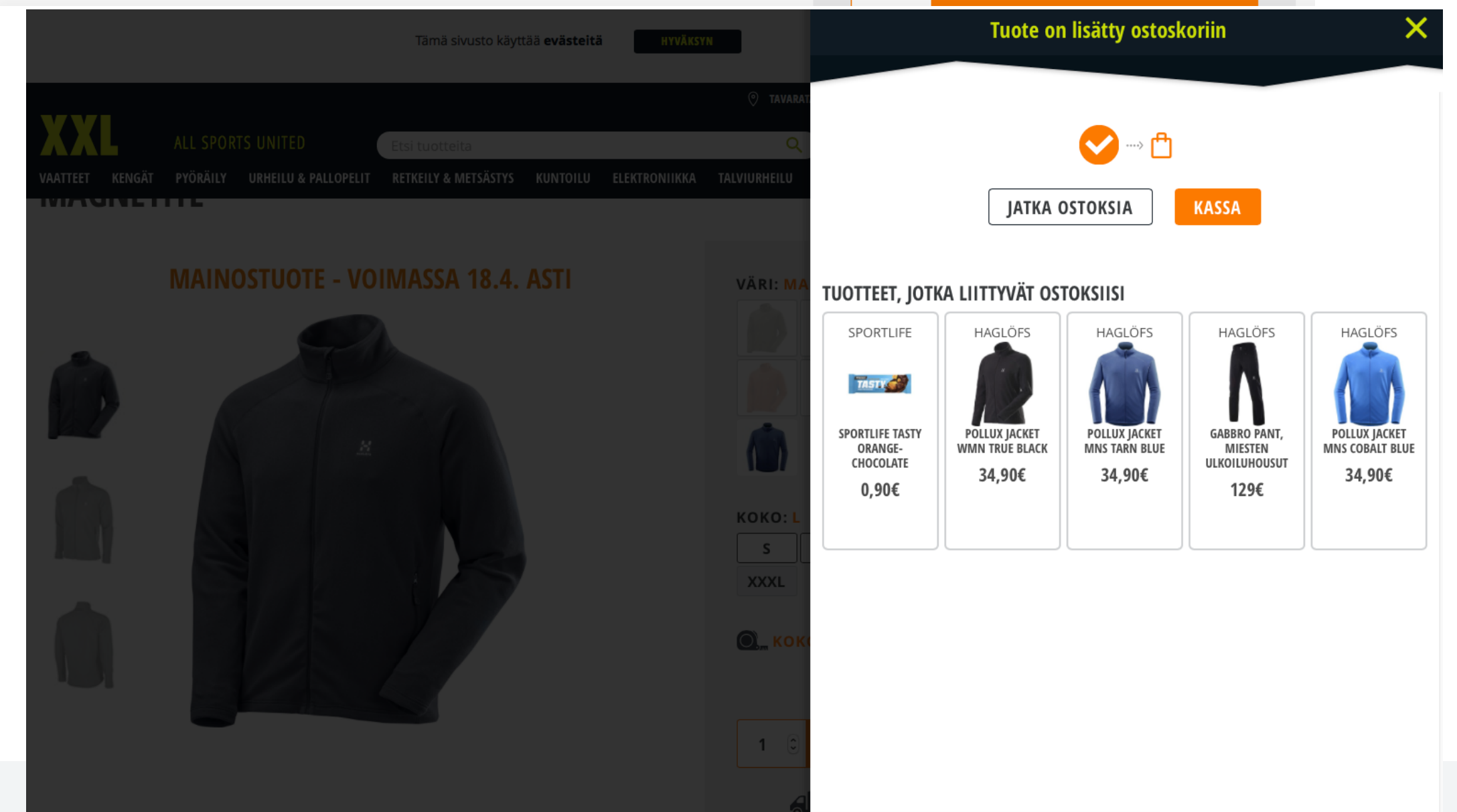
VÄRI: MAGNETITE



KOKO:




KOKO-OPAS




Reminding

- Trying to reach for the passive customers
- Shopcart reminders
- Warranty related information
- No activities from the customer

Jos luet viestin mieluummin selaimella,




Patjat



Olemmeko osoittautuneet luottamuksesi arvoisiksi?
Hei ,
Hankit muutama viikko sitten Tempur-tuotteen. Kiitämme

stadium

Naiset Miehet Lapset Urheilu

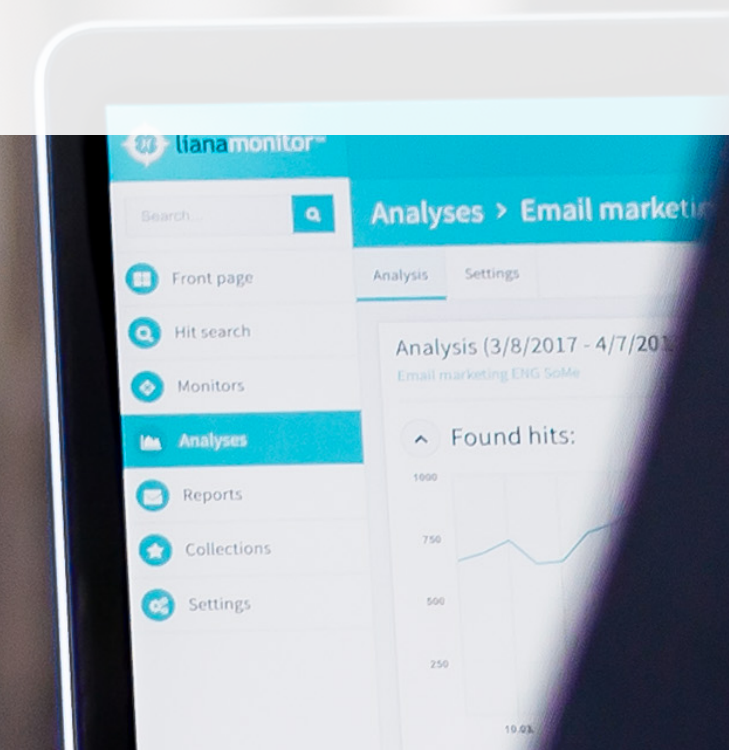


Alennuskoodi: LZB0220

20% ALENNUS KERTAOSTOSTA*

Näyttäisi siltä, että et ole tehnyt meillä vähään aikaan ostoksia. Ehkä olet vain unohtanut rekisteröidä ostosi?

Leading Customer Experience Through Utilising Marketing Automation



Content

1. Customer experience
2. Marketing automation
3. Why to utilise marketing automations?
4. Practical examples

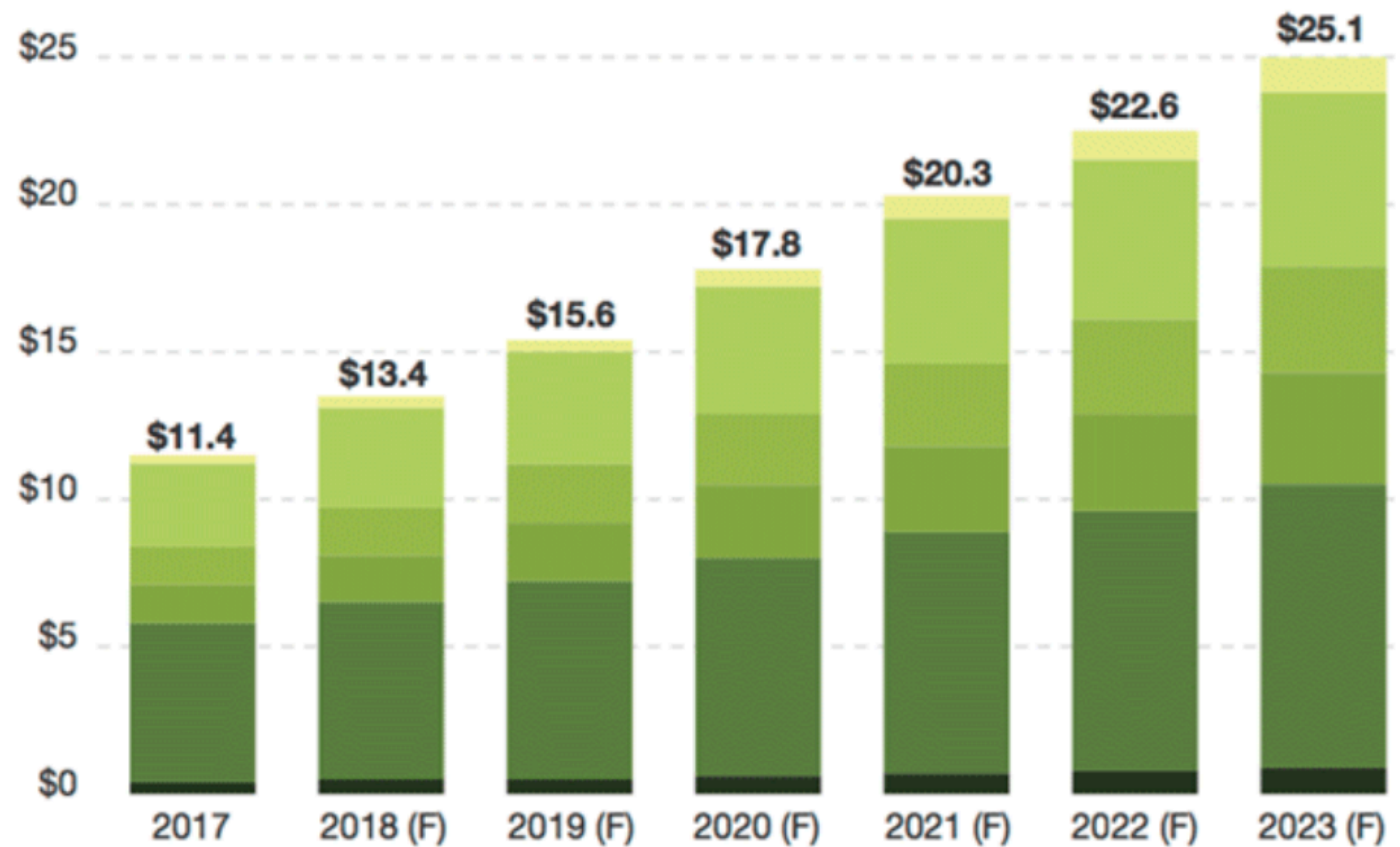


Analytics, monitoring and marketing automation



Summary

Global marketing automation technology forecast, 2017 to 2023 (US\$ billions)



F = forecast

Source: Forrester Data: Marketing Automation Technology Forecast, 2017 To 2023 (Global)

- “According to some estimates, worldwide spending on marketing automation software **will hit \$25 billion** the year 2023, and that number is expected to increase in the years to come as more companies begin embracing marketing automation and the tools become more sophisticated.” (2017)

Thank You



Mika Tiainen

Sales Director, Team Lead

050 467 9808

mika.tiainen@lianatech.com