Leading Customer Experience Through Utilising Marketing Automation

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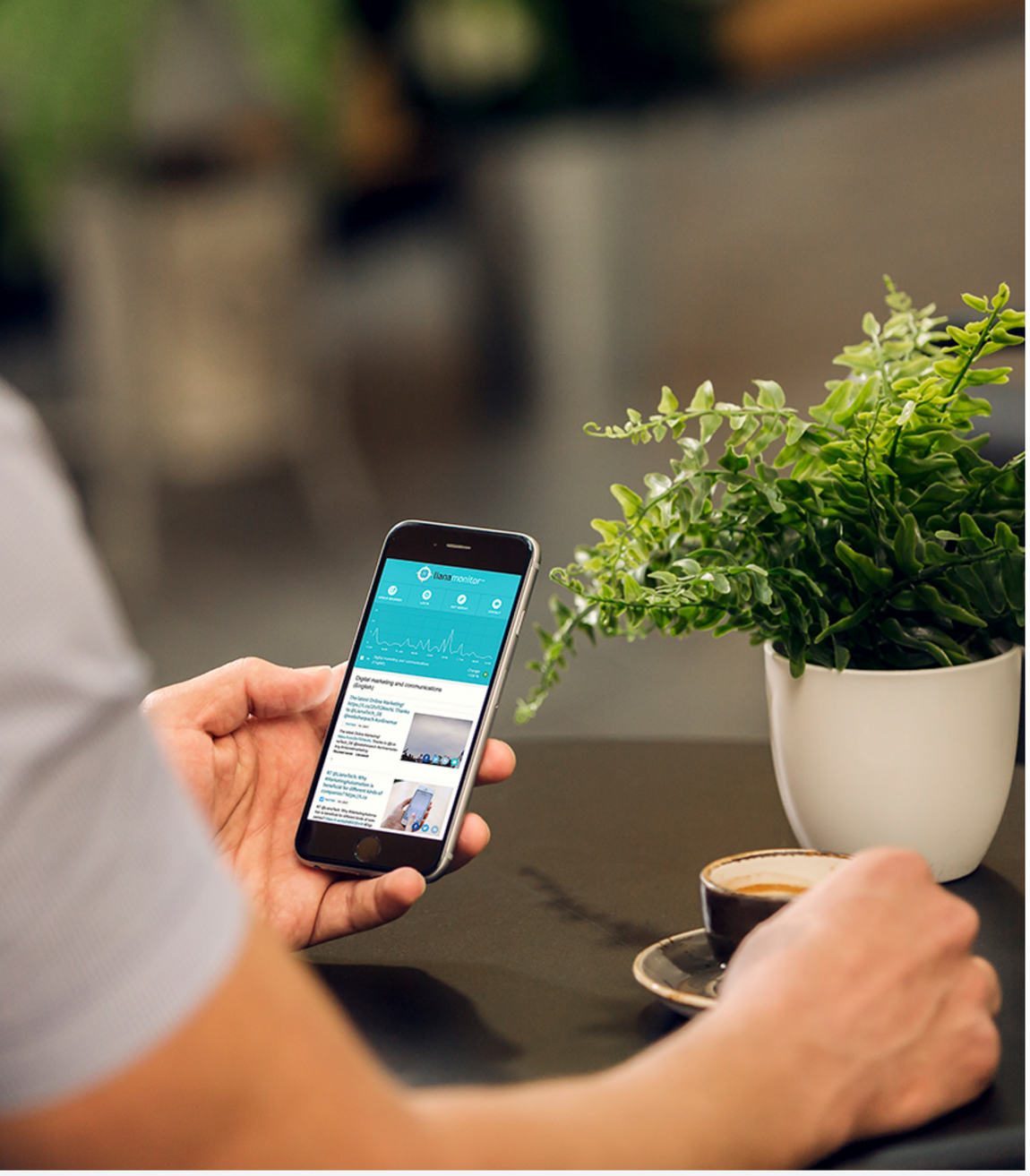


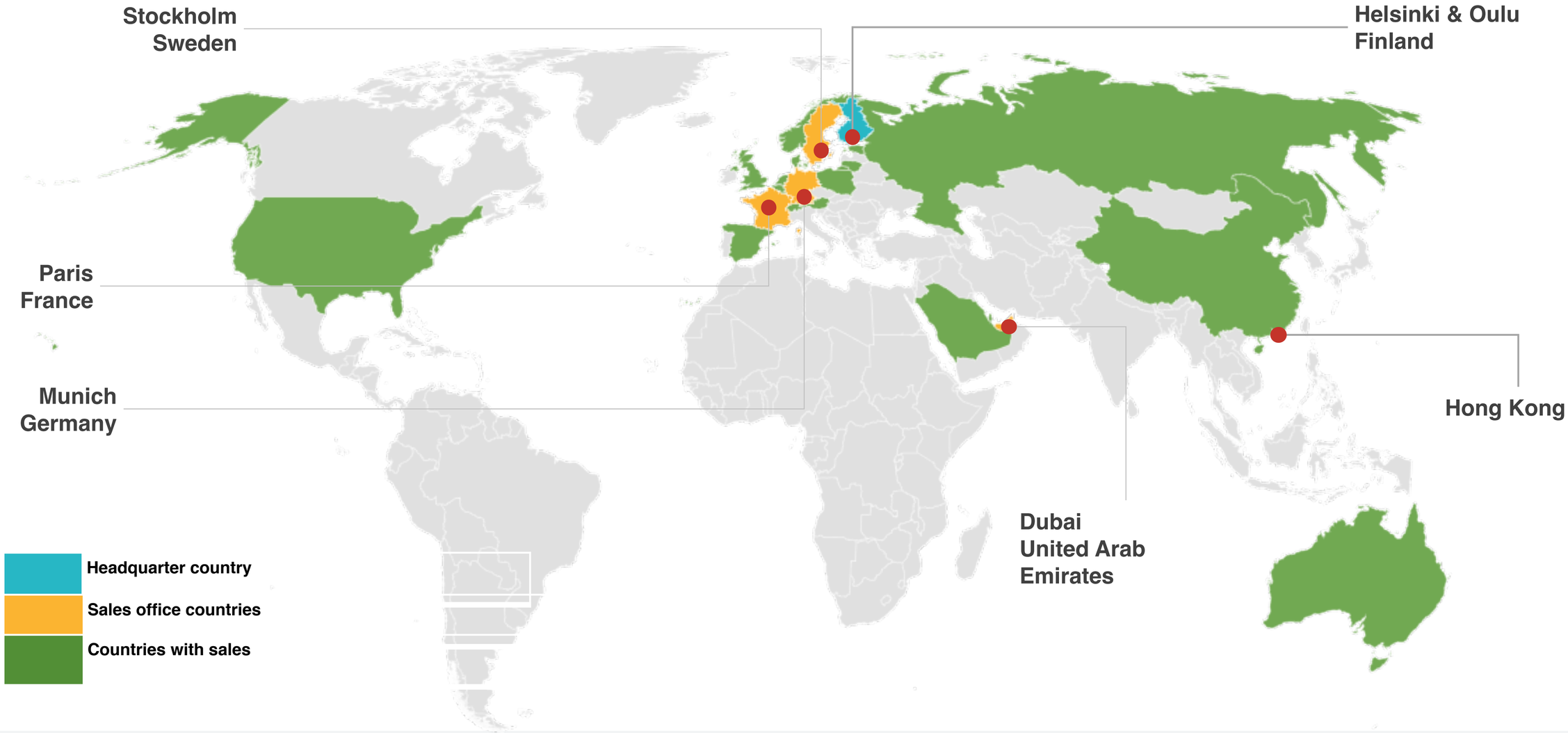
MIKA TIAINEN

- 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

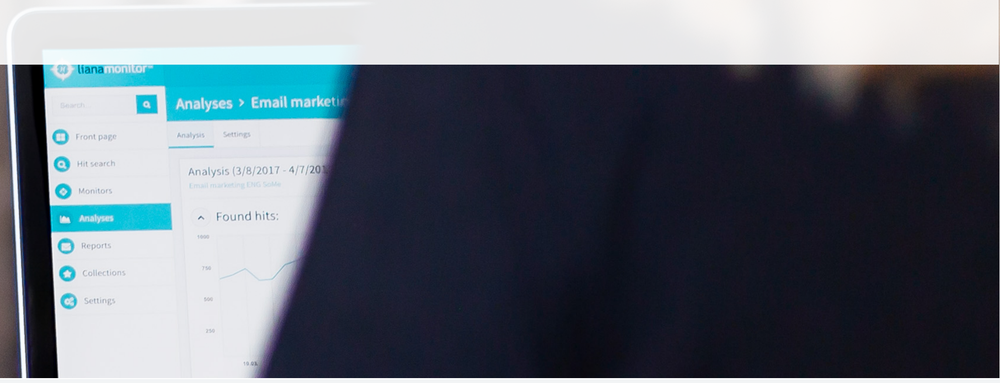
Liana's Broad Geographical Reach



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)

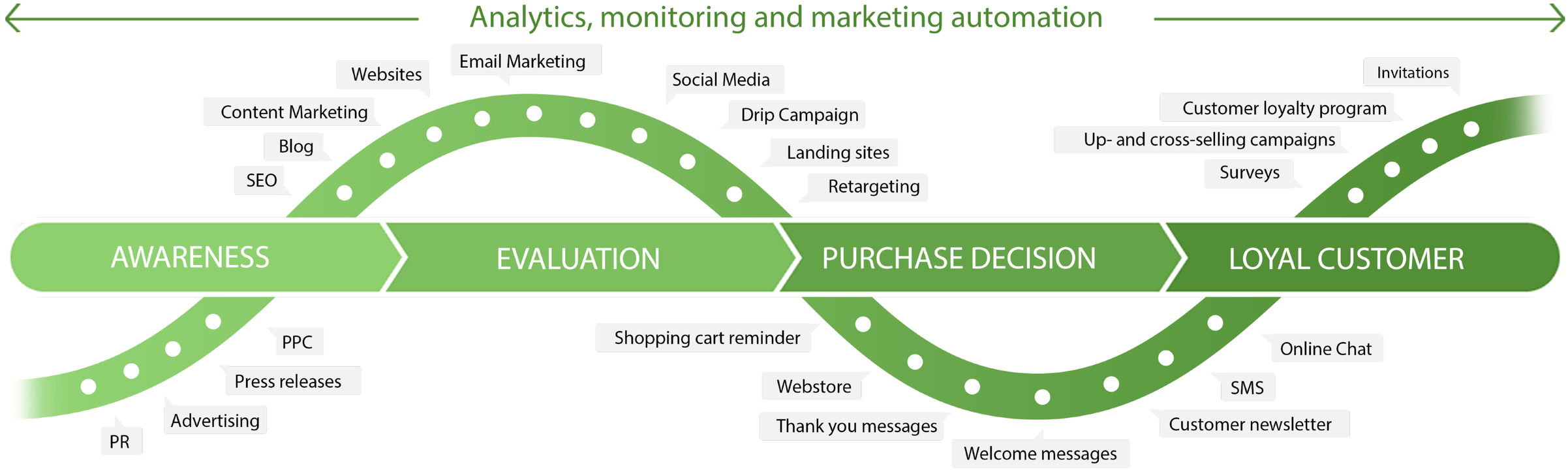
Buying Behavioural Has Changed

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

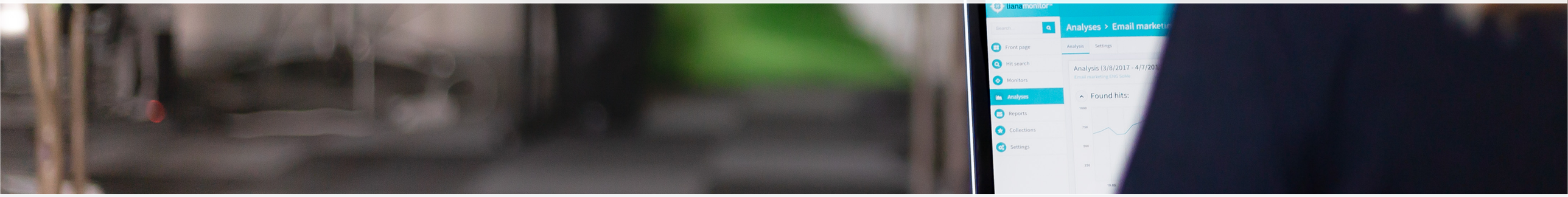
The Digital Marketing Journey



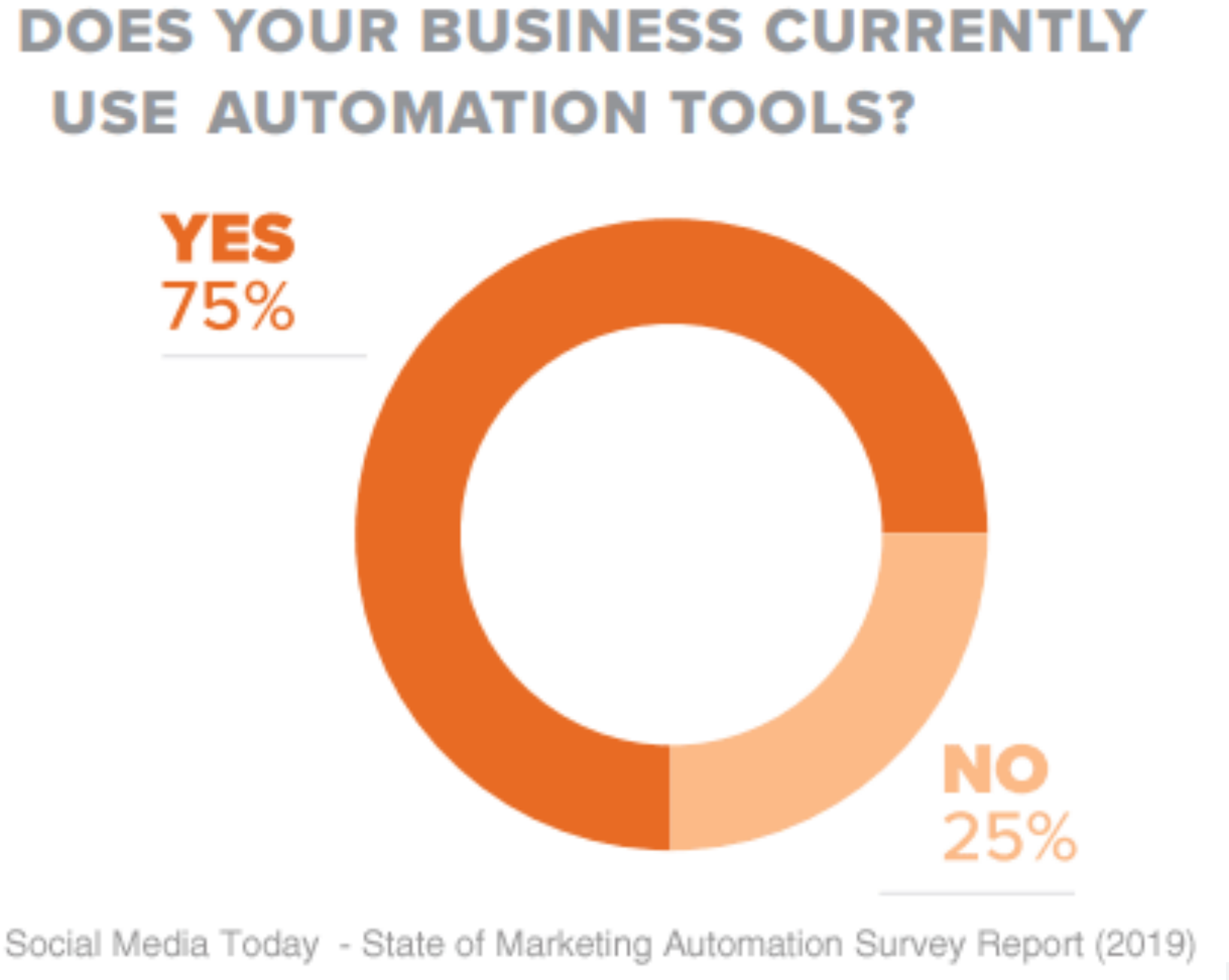
Leading Customer Journey

- 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?



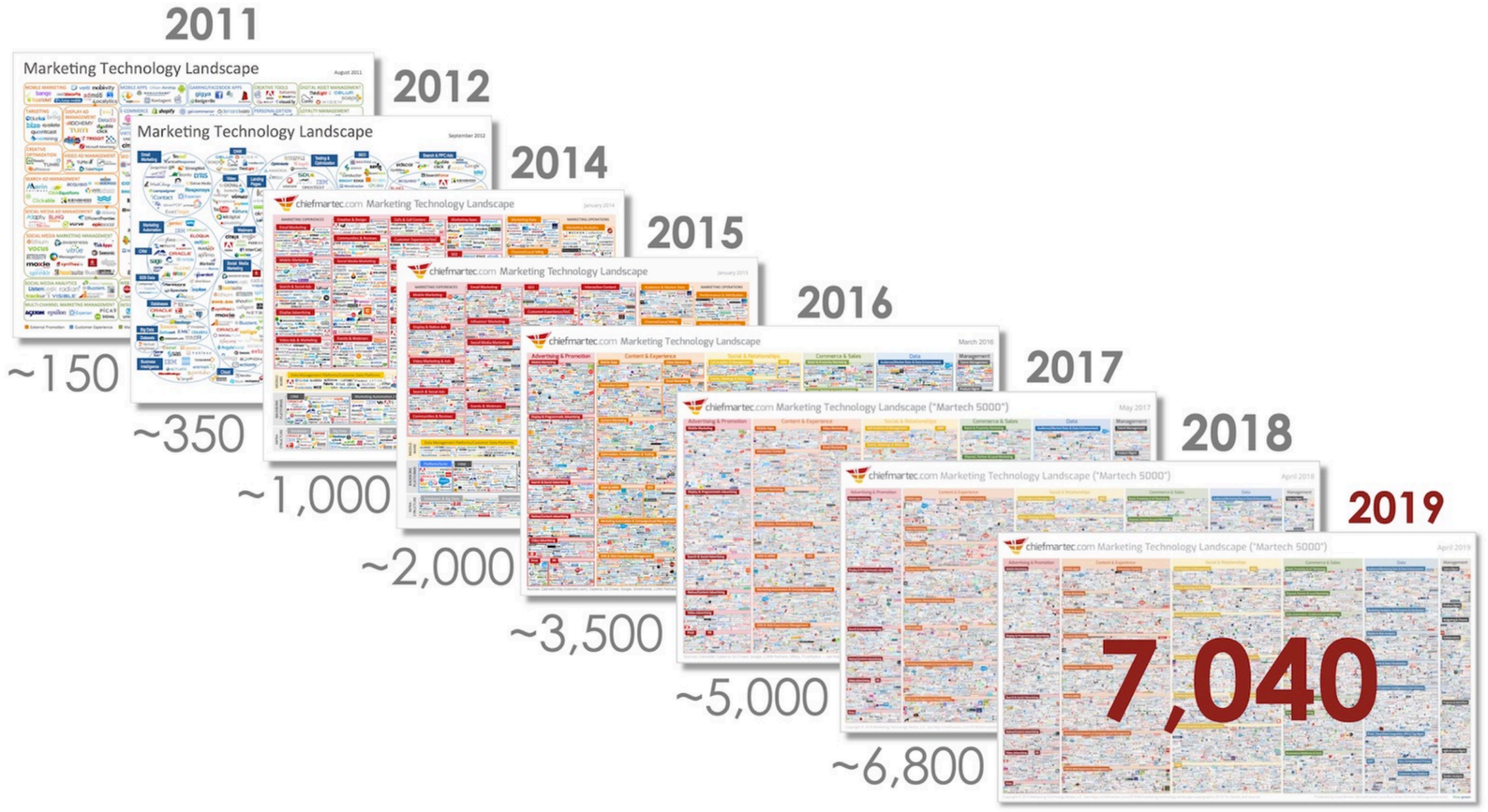
Definition

- 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

Rapidly Growing Information

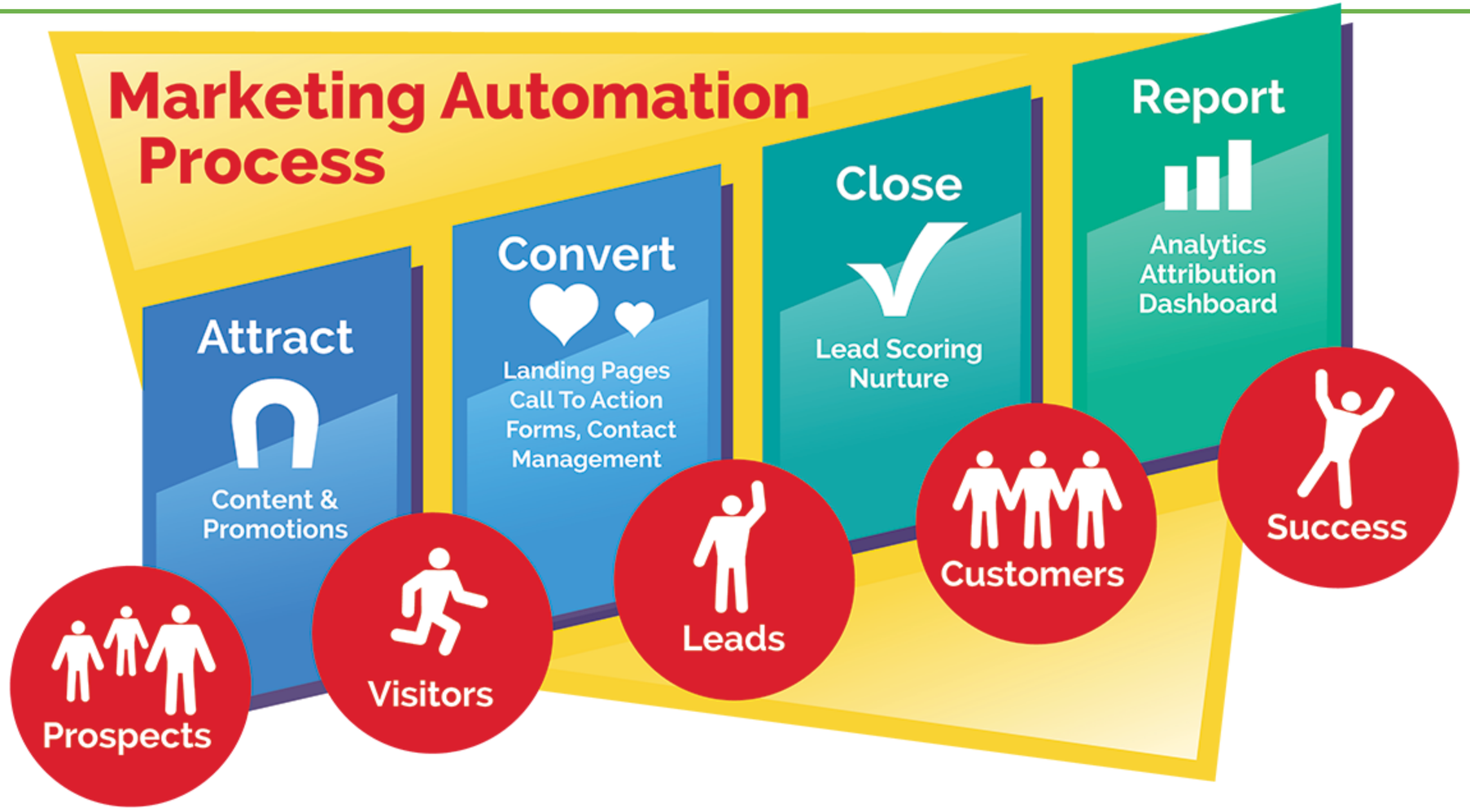


Marketing Automations
Smart Use of Data for Personalisations

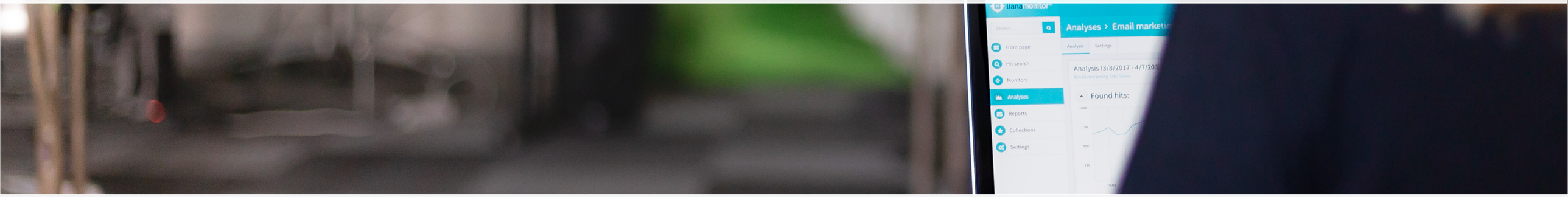
- Recommendations thought email in and in the app
  - Based on the information subscribers have given
  - It seems that personalised content will overcome every platform and customers can modify the settings themselves

app. 75% subscribers are watching Netflix based on recommendations

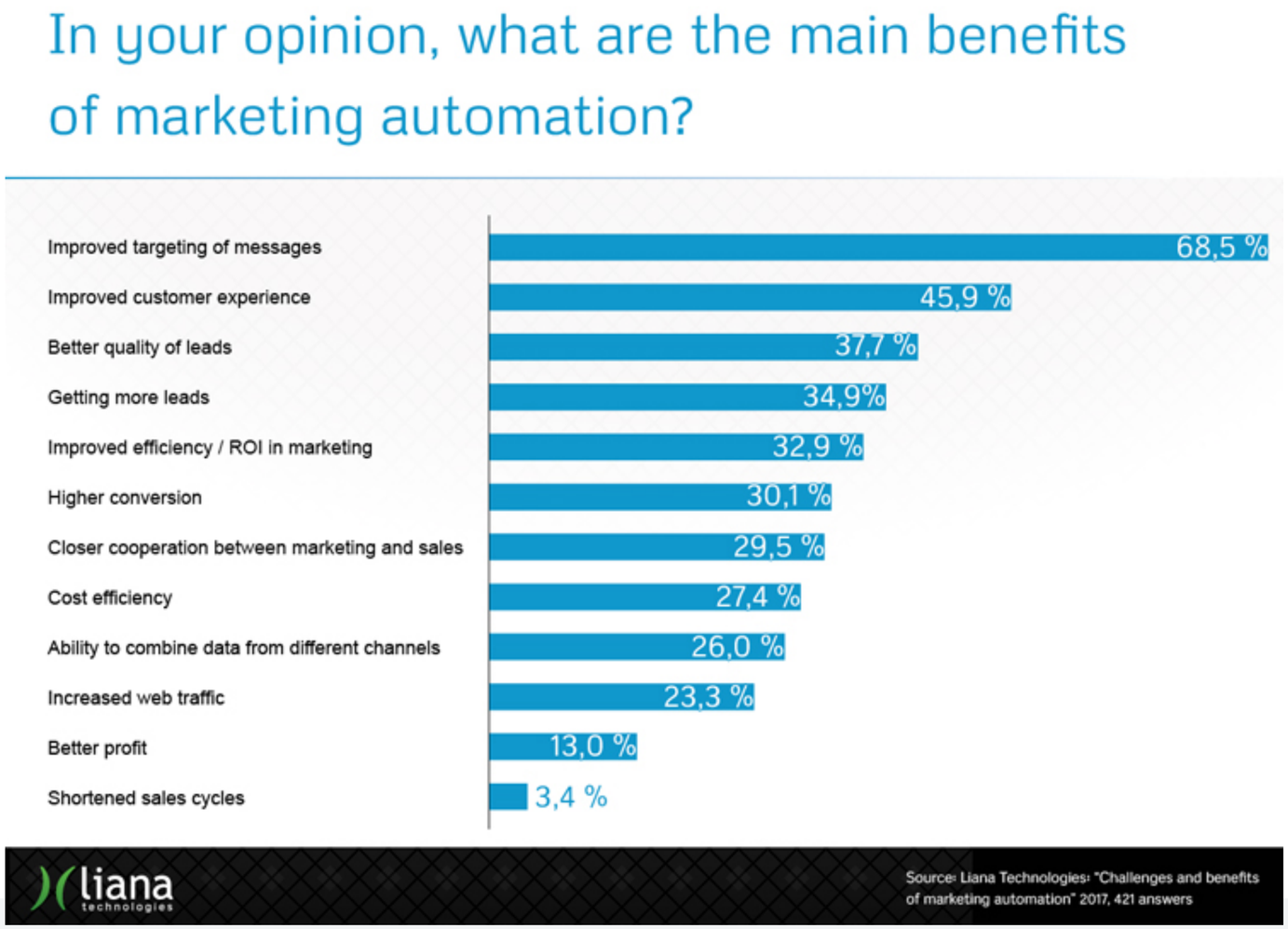
Marketing Automation Process



Why To Utilise Marketing Automations?



Why To Use Data



Why To Use?

Provides possibility for personalised and wanted customer experience

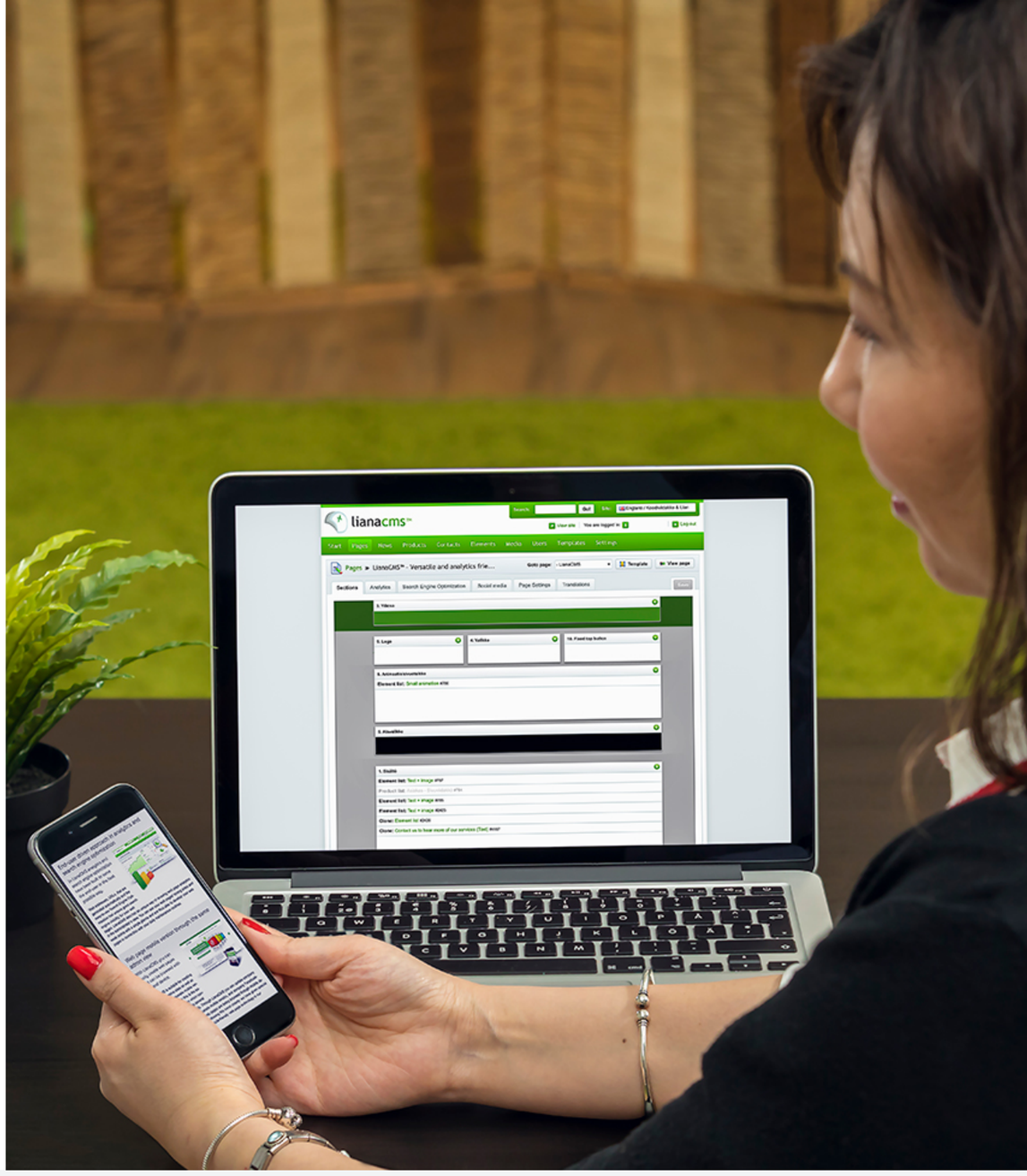
Gives possibility to step from passive to active marketing activities through leading the customer journey

Relevant marketing activity at the the right time

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

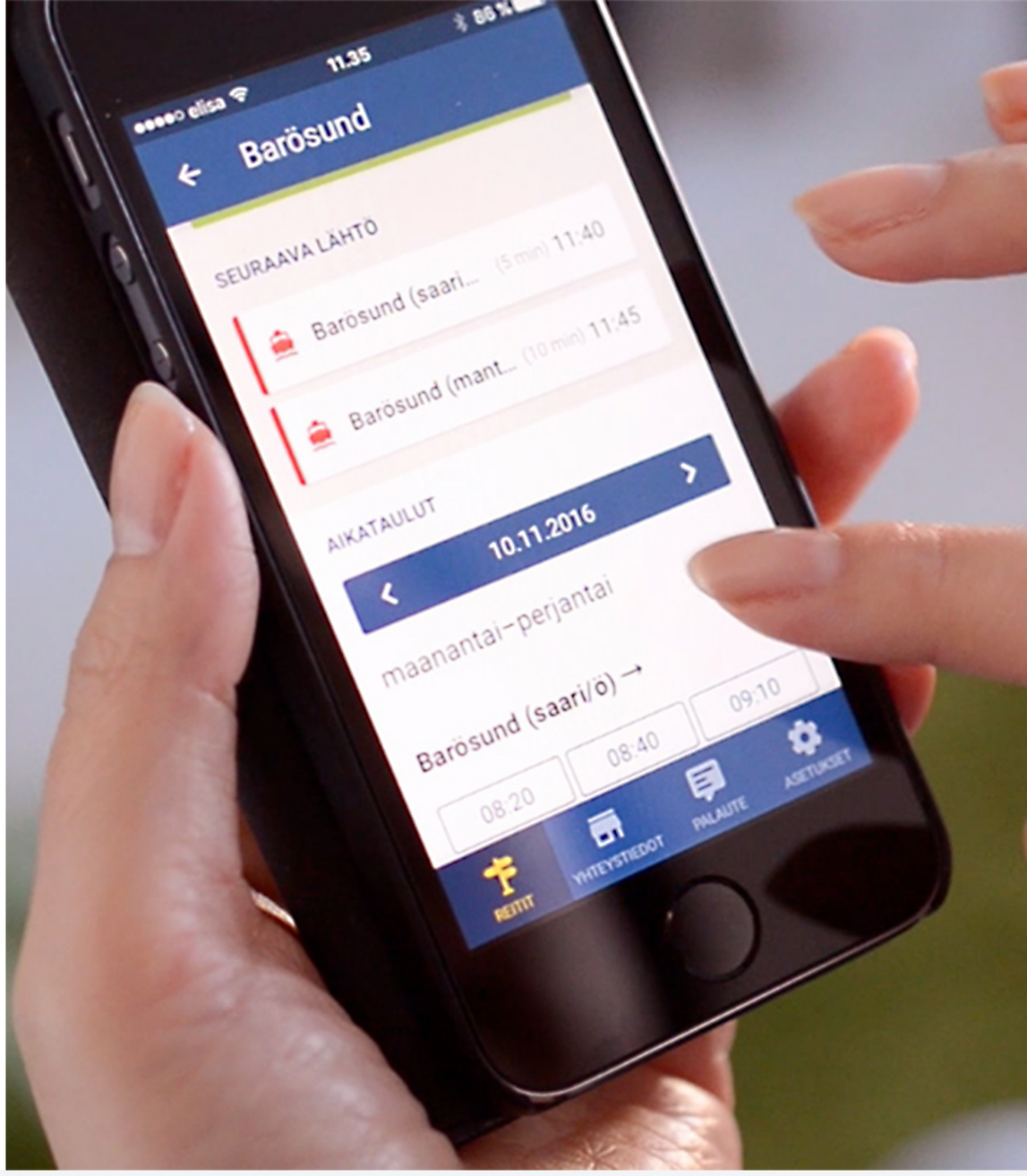
Integrated Marketing Communications

- 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

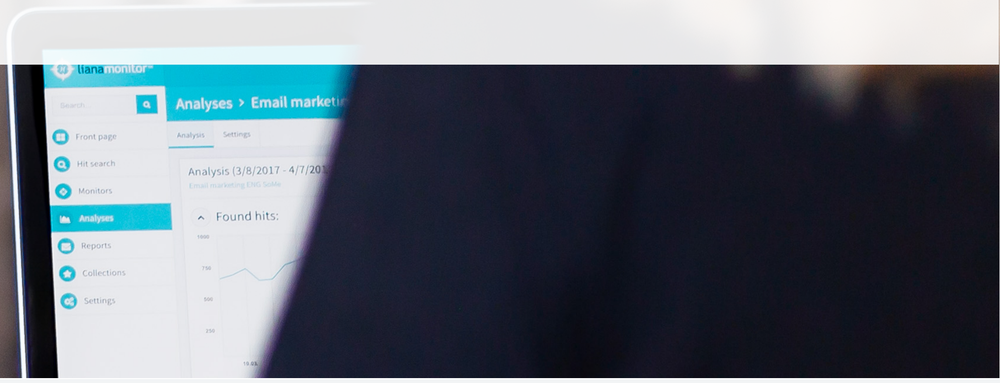
- Understand the contact points
  - In which channels and when is the company communicating with the customers
  - How the company may increase the marketing activities with the help of automated systems
- Define the customer journeys
  - Every channel and content creates event
  - Marketing department 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


Analyses > Email market
Front page
Hit search
Monitors
Analyses
Reports
Collections
Settings
Found hits:

Identifying the Customer

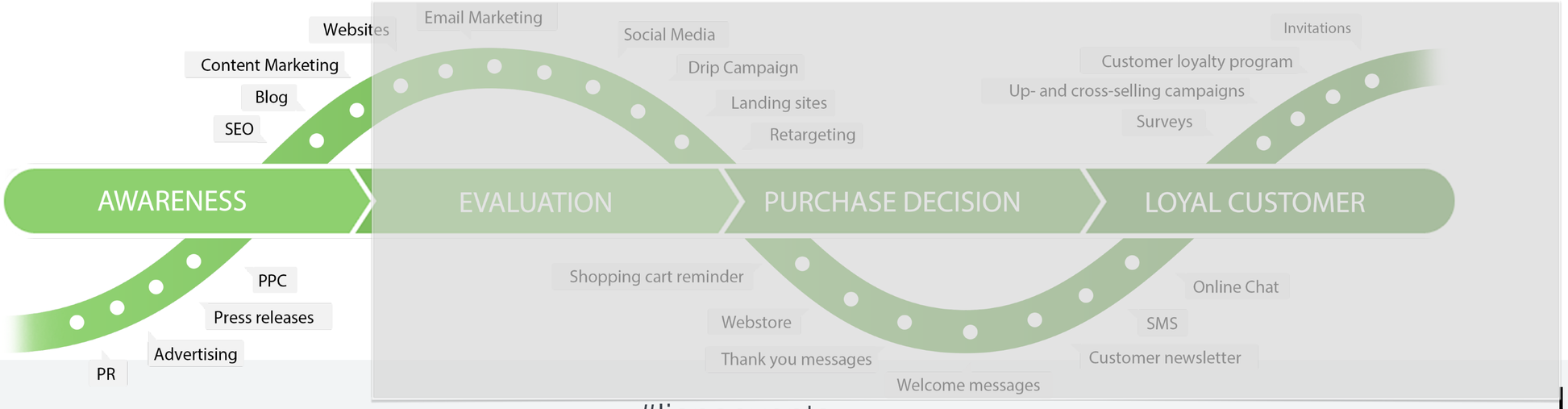
Google analytics tells us the traffic numbers

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

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

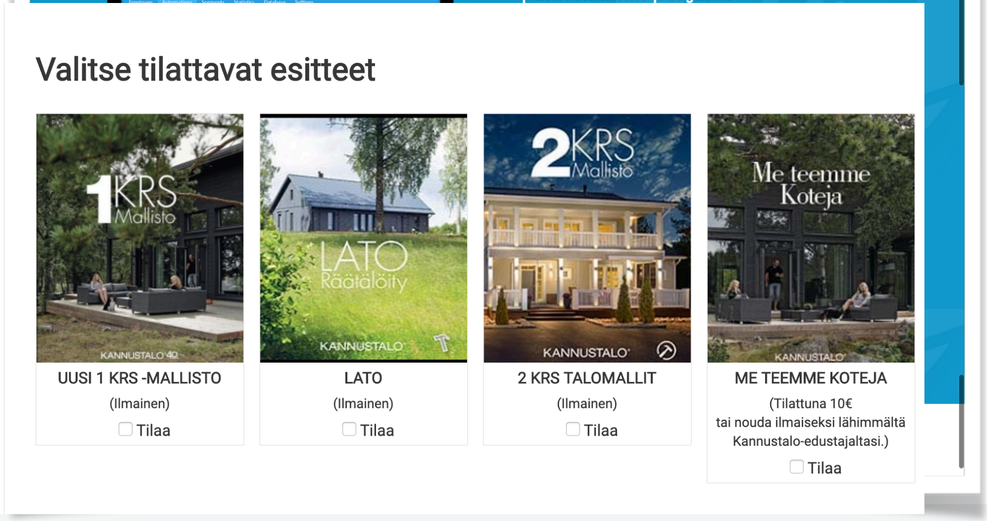
Display adds let us do marketing for non-identified prospects

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



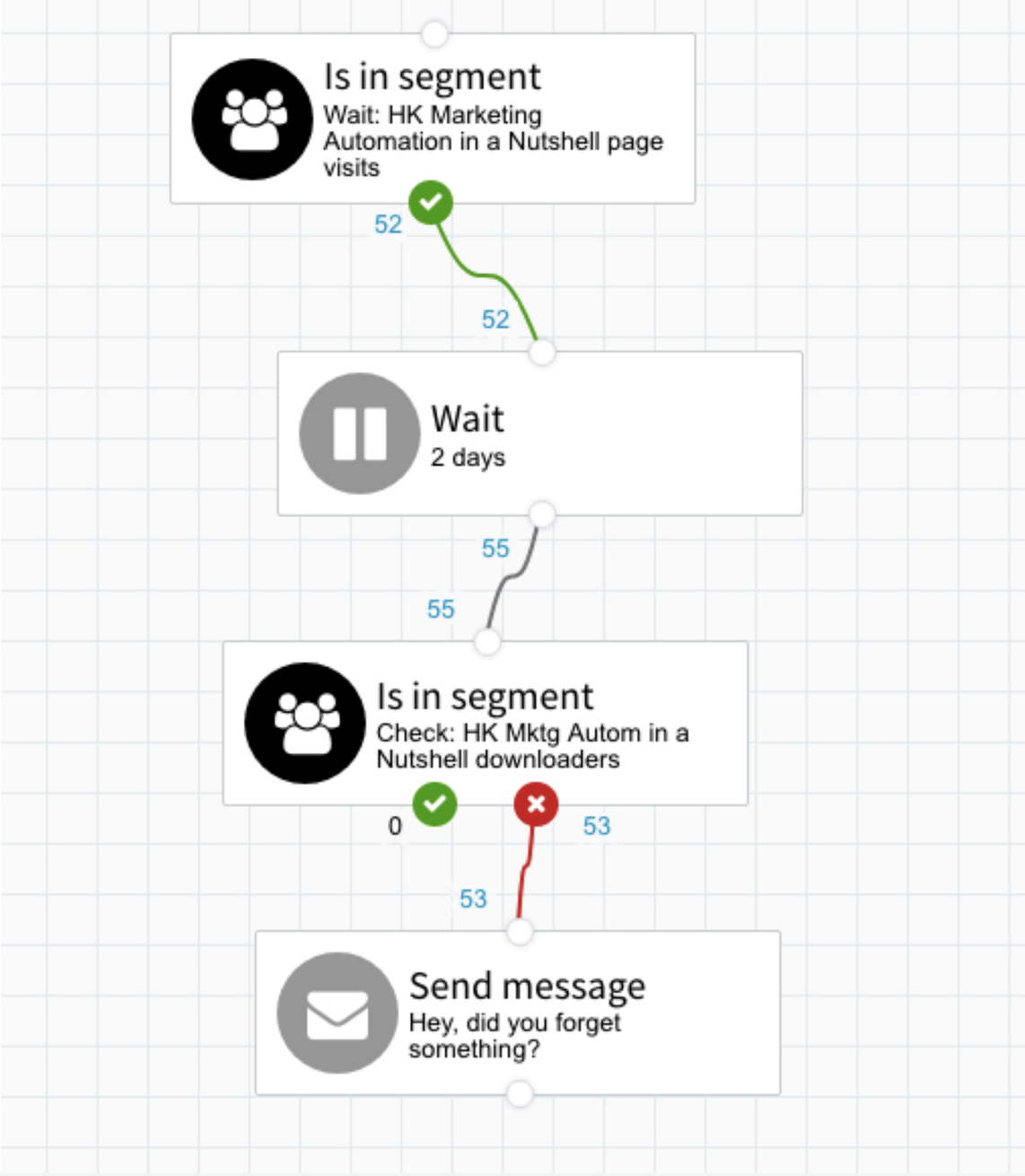
Nurture the Leads With Drip Campaigns

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

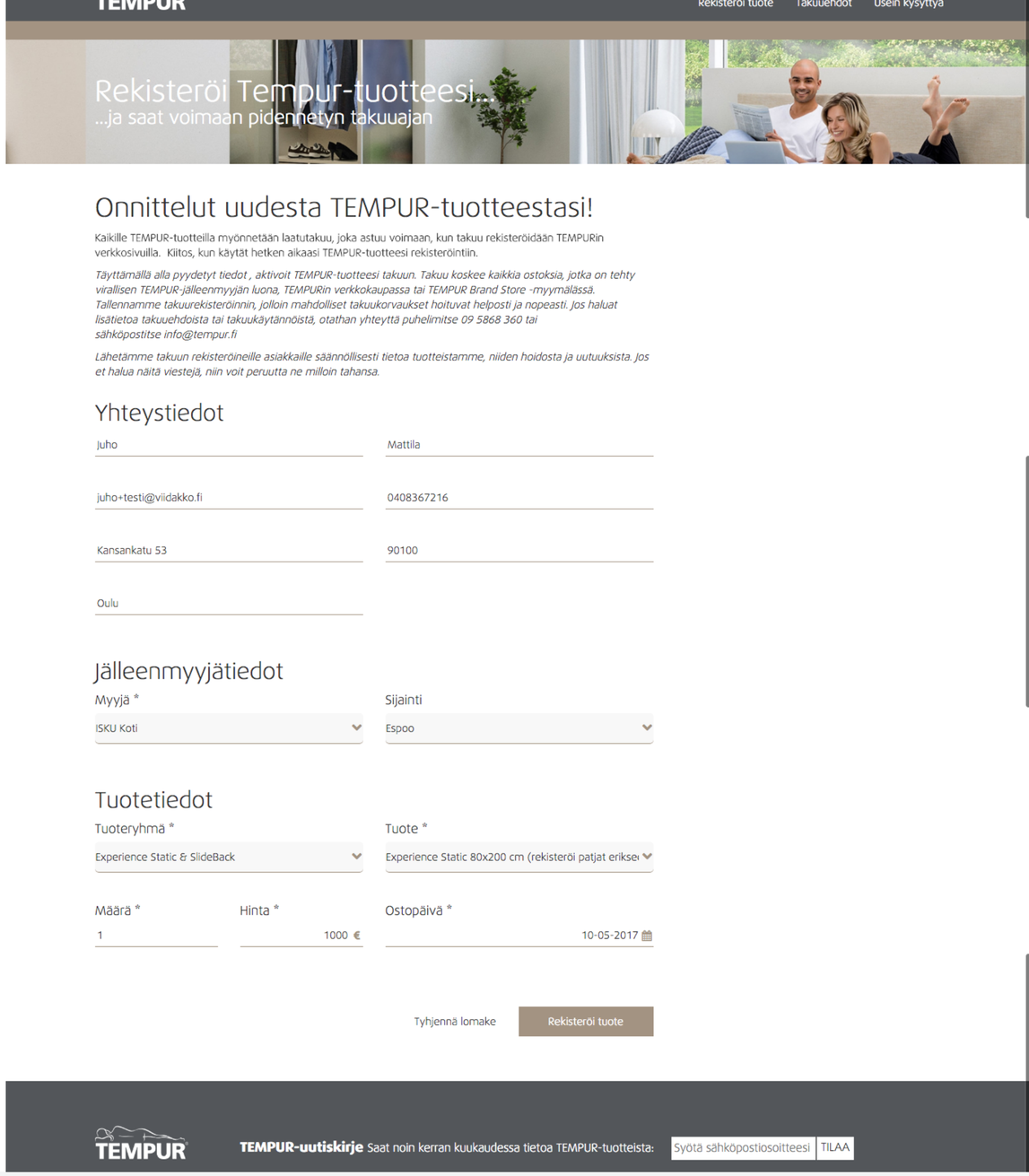


New Clients

Websites
Email Marketing
Social Media
Content Marketing
Drip Campaign
Blog
Landing sites
SEO
Retargeting
Invitations
Customer loyalty program
Up- and cross-selling campaigns
Surveys
AWARENESS
EVALUATION
PURCHASE DECISION
LOYAL CUSTOMER
PPC
Shopping cart reminder
Online Chat
Press releases
Webstore
SMS
Advertising
Thank you messages
Customer newsletter
PR
Welcome messages

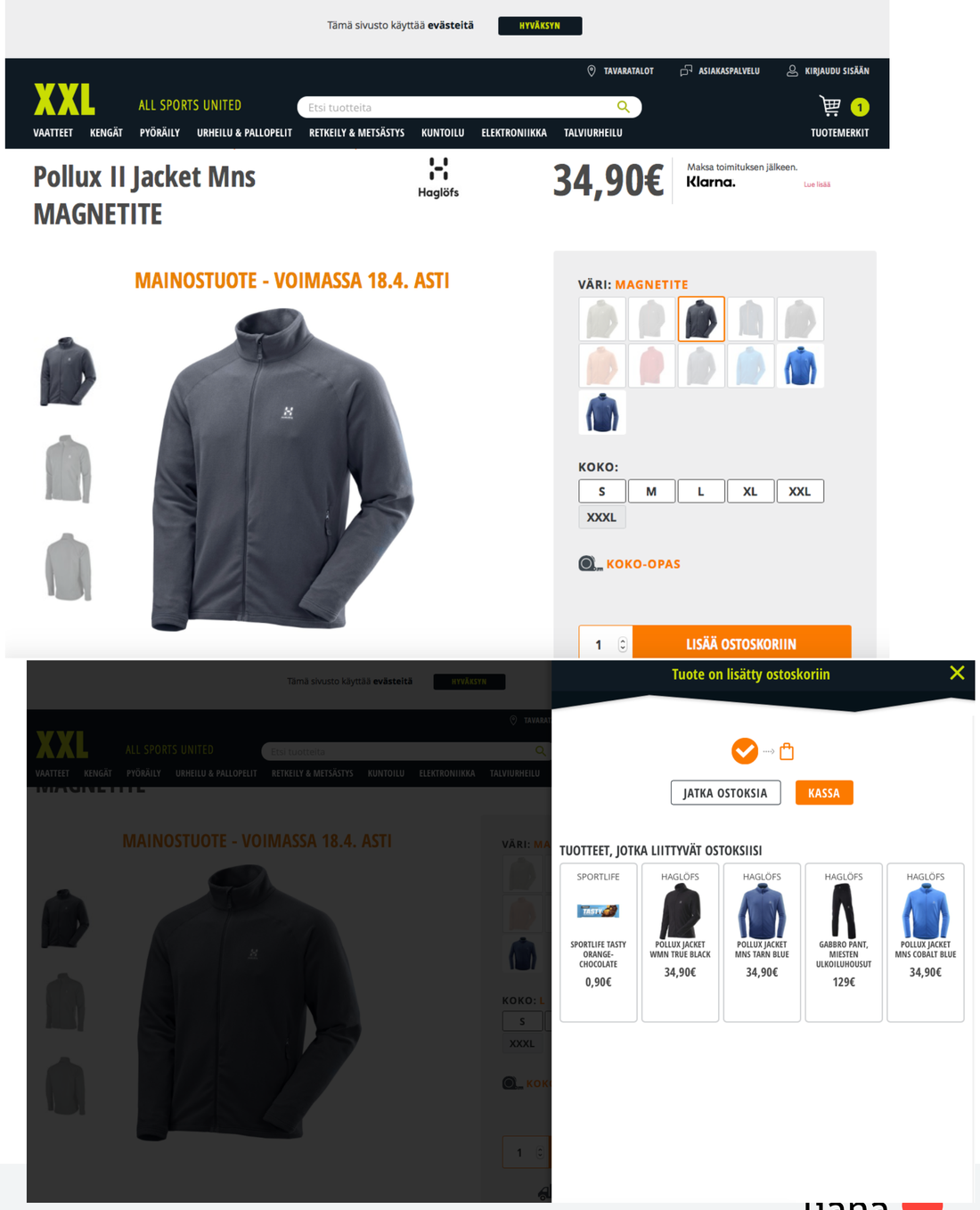
New Clients

- 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



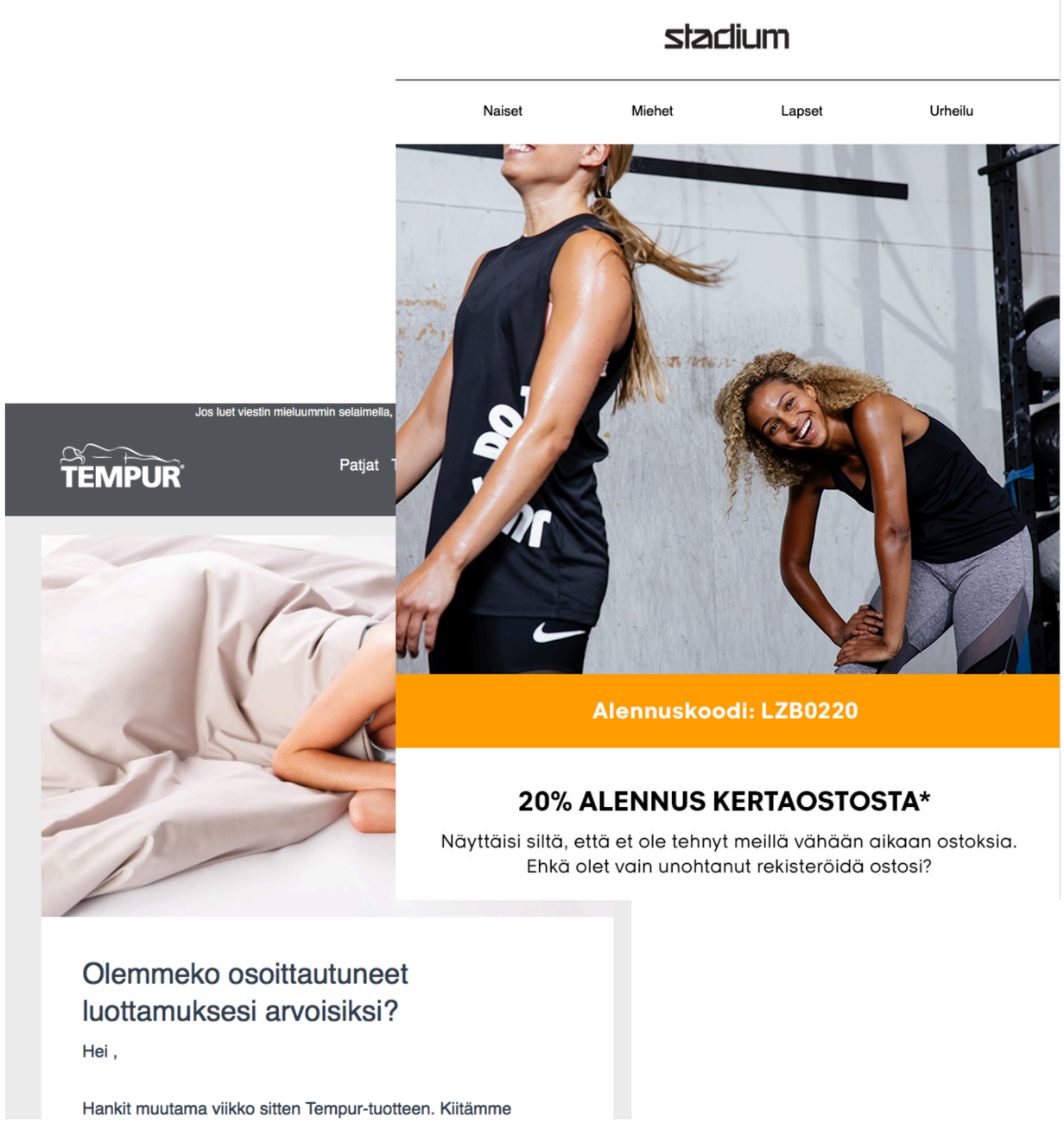
Offer Relevant Content

- 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



Reminding

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



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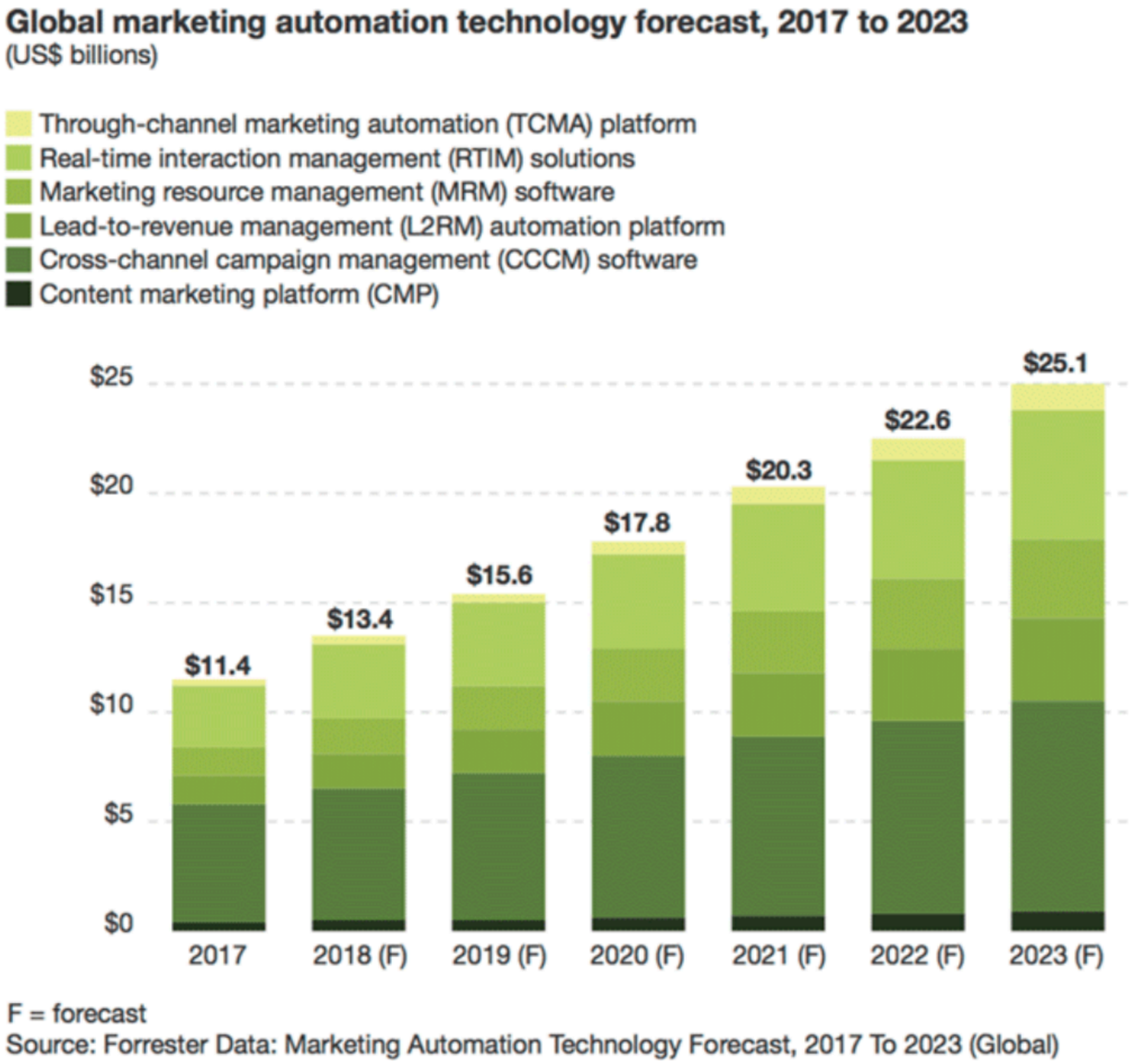
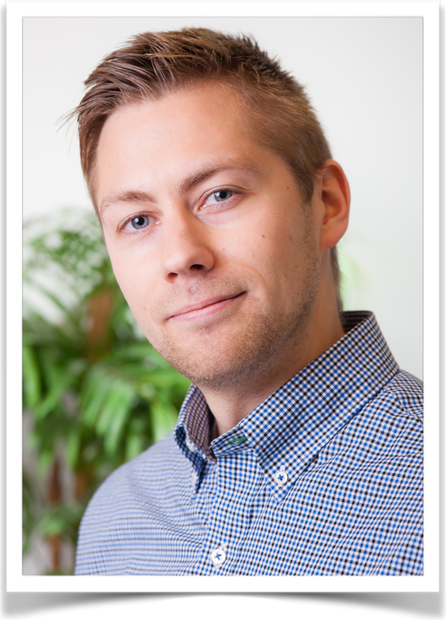
Summary



- *"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



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