

Justify your existence

# Modern Marketing in the Boardroom

Heidi Myers  
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@heidimyrs  
@meltwater

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# Marketing = Customer Centric

- Gartner's 2014 CEO and Senior Executive Survey
  - “**Growth** was the CEO's top strategic business priority for 2014 and 2015, and the **CMO** was expected to deliver against that priority. These findings point to marketing as a growth engine”
- Age Of The Customer · Forrester “Customer Obsession”

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# MarTech Stack: Tech forever changed marketing



*“Enterprises that have a deep knowledge of their customers outperform their competition by 60%.”*

—IBM Chief Marketing Officer insights from the IBM C-Suite Study

Track behaviour  
Slice and dice data  
Connect to outcomes

Directly tie marketing’s activities with its  
bottom line impact.

Tools include:

- Marketing automation
- Content platforms
- Sales enablement
- Media intelligence - align marketing & business as whole

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# Marketing Movement

- Marketing = Brand Stewardship to Business Leadership

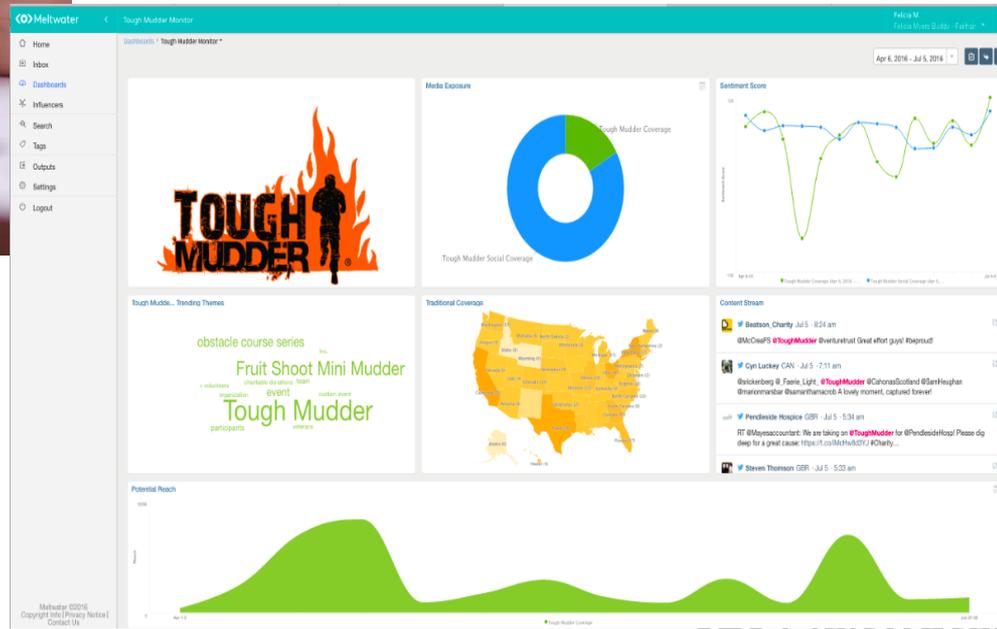
## CxOs *need* Marketing Metrics and Analytics

- Marketers - we need to constantly **justify our existence** and generate value and **ROI** on our activities and tactics with predictive (leading) metrics.



This is what Market research used to look like

This is what Market research looks like today



# Marketing has always driven sales, what's new?

## Fundamental shift in Marketing Role

### PREDICTIVE DATA TYPES

Social media  
Digital content  
Media Intelligence  
Sales forecasting

*What other types of data are predictive?*

### CUSTOMER CENTRIC METRICS

Customer loyalty  
Customer satisfaction (NPS)  
Brand image  
CPA  
Efficiency  
Messaging

Adding value to the C-Suite and bottom line

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# Focus on Your Audience & Finding Opportunity

- Before taking Marketing to the next level, we need to measure:
  - Engagement: Clicks& Responses
  - Reach and resonance
  - Behaviour
  - Satisfaction
  - Retention
  - Personas - content, delivery and sales strategy
  - How to reach customers and regions ready to buy
- Customer needs first means;
  - Influence product development
  - Identify new market opportunities
  - Affect brand sentiment in all important markets

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# Modern Marketing in Action: The Case of the “Must-Have” Phone Case

- Company produces and markets mobile phone cases.
- The marketing team executes a multi-channel strategy to launch and drive sales of its newest design, Model X.
- The team’s approach includes:
  - Email campaigns to customers and prospects
  - Digital ads optimized for mobile apps
  - Video
  - Social media
  - PR
  - Tools to track and monitor customer behavior, consumer sentiment, and sales.

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# Listening informs strategy

- Media intelligence = team identifies positive sentiment and “buzz” about their brand and Model X and pinpoints it to Japan.
- The company doesn’t sell directly to this market, yet Model X has become so popular, customers are finding and buying them through alternate channels.
- React quickly when a product is deemed a “must-have” item in a market through press and social media coverage.
- Presents analysis and reporting to the C-Suite and recommend a strategic approach to quickly adjust strategy and launch the product in Japan to capitalize on consumer demand.

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# Localize and Launch: Time-to-Market Matters

- Team builds a website and localizes the content for the Japanese market to accommodate online sales
- Localizes the Model X ads, marketing campaigns, and product assets into Japanese.
- Agility = only possible with the right tools:
  - Media intelligence
  - Data analysis
  - Marketing automation (ie, Marketo)
  - Translation automation (ie, Cloudwords)



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# 10 tips: How do I navigate?

1. Assess the tools you already have in your stack
2. Focus on optimization then identify and prioritize the new tech
3. Revisit Marketing and sales objectives
4. Planned initiatives
5. Target markets (local and global)
6. Target audiences and translation needs
7. Technology investments
8. Team's technical skills and expertise (and your own)
9. Consider areas for personalisation
10. How could you be more customer centric?

# Checks and Challenges

Insights beyond the firewall, a modern tech stack, and a qualified team = critical components of the marketing exec.

If knowledge is power, then taking action on what you know is the moneymaker.

Are you able to easily track and report:

- ✓ *Sentiment* of your brand vs. competition (or share of voice)
- ✓ How your *message* is being received?
- ✓ Trending *themes* related to your brand and industry?
- ✓ How the conversation around your brand is *shifting over time*?
- ✓ *Key influencers* who are talking about topics relevant to your business?
- ✓ Which *journalists* who are writing about you the most?
- ✓ Your *return on investment* from your PR efforts?
- ✓ Key articles contributing to coverage *spikes*?
- ✓ Media coverage by *location*?
- ✓ Where your most *receptive* audiences are located?

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# So, what do CxOs care about?

## OUR WORLD

- Top of funnel growth
- Channels
- How people move through funnel
- Conversions
- Retention
- Re-qualifying people
- Competitor SOV

## CxO WORLD

- Market size: who can we reach?
- Cost of customer acquisition
- Customer revenue
- Overall growth rate
- Customer lifetime value
- Competitive benchmarking

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# So, what do CxOs care about?

## OUR Jargon

- Take all metrics and data points, stories: turn it into something that makes sense at the strategic level.
- The traffic: as these have been growing, so our cost per customer is dropping: organic

## CxO WORLD

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# Tying it Altogether: Insights, Agility, and Relevance

- Keeping your C-Suite focused on top-level goals is paramount.
- As organizations adjust to reflect the changing buyer preferences, senior marketers have to understand and accept the need for change within their organization.
- **Earn your seat** at the C-Suite table by tackling obstacles, overcoming challenges, going after opportunities, reporting your progress, and knowing when to move on if something isn't working.
- Speak in their language
- As you continue to justify your existence, you'll earn respect and the power you deserve.

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# Meltwater: Big Data, filtered.

- We offer a “one stop” MarTech solution to help MarCom continue to *justify our existence*.
- Global leader in online media intelligence, pulling in insights from the internet
  - Online media monitoring and news management
  - Social Media Management (listening and engagement)
  - Influencer and journalist outreach
  - Reporting and analytics (dashboards)

Please ask for a demo on any of the solutions, we'd be happy to give you a quick review!

Follow @meltwater and join the Friday twitter chat

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Thank you & Questions

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