The 3 Pillars of Modern Digital Marketing

bluewolf™
LET’S GET STARTED

Corinne Sklar • CMO & Digital Marketing Lead • Bluewolf

The move from an analog world to a digital one has changed the tools and tactics of marketing, and fundamentally altered the rules of the game. It’s no longer who you know, but what you know about them. Marketing automation gives companies a large amount of valuable segmentation data. But, in this age of personalization, simply segmenting your customers into groups isn’t enough.

The traditional customer profile offers a limited view of the customer as a person, without the benefit of the rich information being shared on social networks. Many companies have started collecting social data, yet most companies lack a unified data strategy. Marketers must integrate this core social insight into the database of record in order for it to be actionable. Imagine tailoring your message to a single person in real-time based on the analytics of his or her actions, preferences, and profiles. That’s how you deliver an experience that is infinitely more personal.

Social strategy is still viewed as a distinct function, rather than as a common thread throughout the entire customer relationship. To address this, CMOs should reinvent the entire marketing funnel around creating a level of customer intimacy that determines what is most meaningful to the customer. Whether you’re a B2C or B2B marketer, this level of intimacy is achieved by understanding what customers are doing, what their most immediate thoughts are, what their professional or personal aspirations are, and what keeps them up at night. To accomplish this, CMOs and CIOs must partner to create an infrastructure that facilitates a free flow of information among departments, so all customer interactions are informed by the entirety of the organization’s knowledge arsenal.

Marketing leaders need a vision of how their processes and technology will personalize customer relationships to build trust, create brand advocates, and increase intimacy. Use this guide to learn the 3 pillars of modern, digital marketing:

1) Complete the Customer Profile
2) Convert from Broadcast to Personal
3) Create Customer Intimacy

The CMO-CIO Mix

Marketing tends to be the best customer of the CIO because it’s the first to see the possibilities of technologies related to Big Data, social media, cloud, and analytics. But, 93% of IT departments still support only traditional operational tasks.
step 1

COMPLETE THE CUSTOMER PROFILE
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Any marketing department worth its salt is well-invested in listening and engaging through social platforms. The ability to ‘listen’ on social media is key to winning over customers in the new age of customer engagement. Social networks are where people are communicating today and there’s no complete picture without that medium. To this end, building social profile data is imperative, and it must tie to more traditional business data to be actionable.

What does it mean to have actionable social data? It means that a company can view social data (e.g. their likes, interests, passions, etc.) in the context of historical customer data and interaction, web behavior, and other touchpoints. This empowers employees to engage with a prospect or customer in a more personalized way, and to proactively identify opportunities to exceed their expectations. But, companies are finding that informing their workforce with this complete view is no small feat.

SOCIAL LISTENING: THE MARKETER’S DILEMMA

Every marketer should be mining social media looking for purchase intent or customer engagement moments. We use social media listening tools to gain customer or competitive insights, but then the action we take on that intelligence is confined to the social media sphere.

Companies lack a unified data strategy, which is why they aren’t turning social listening into marketing automation action. They need a single system that ties together the information that is captured organization-wide. The trick all marketers must master is how to integrate core social insight into a database of record.

Today, marketing teams are operating with disparate toolsets. Often, in one silo, they have their social technologies: native applications such as Twitter and Facebook, third party management tools such as Hootsuite, and/or robust listening platforms such as Salesforce Marketing Cloud. In the other silo lies everything else: email marketing tools, marketing automation platforms, and CRM systems. Large enterprises have additional silos as they are likely using different marketing platforms across multiple business units. Technologies such as Salesforce Marketing Cloud’s Social.com are now

THE B2B MARKETER’S ‘SOCIAL SKELETON IN THE CLOSET’

Don’t think that what you sell is relevant for the social web?

“I’m a prospective B2B buyer and I live on Flipboard and LinkedIn. I download content all the time from different social platforms around a range of topics from ROI attribution to project management software. So, in my opinion, B2B marketers need to be thinking about the ‘evolved business buyer.’”

–Corinne Sklar • CMO • Bluewolf
available to allow marketers to associate social actions with individual prospects, and soon, their individual purchase decisions as well. In the not-too-distant future, many companies will be using intelligent automation tools that take data from your CRM and marketing automation platforms to deliver targeted, valuable content to your social audience, and vice versa. There’s some way to go before any single platform is able to deliver a single seamless toolset for the modern marketer, but companies need to be adopting processes that support the capture of social information in a way that enables employees to know customers as people, not transactions.

For the B2B marketer, one of the biggest obstacles to capturing social data with marketing automation platforms is that people often don’t use their professional email to sign on to their social profiles. Connecting disparate data will be a process, but there are a few relatively simple things that you can do to start collecting social data now. For example:

- On a registration page, include a form field that asks for the customer’s Twitter handle
- Alter the registration page for an asset to embrace social sign-ons

**Partner Spotlight**

You have to start with social media listening. It’s like building a campus without the sidewalks. Let your audience lay down the paths they want to take.

-Kevin Espinosa • Social Media Manager • Caterpillar

Caterpillar (CAT), a leading manufacturer of construction and mining equipment, is focused on building a social media strategy with social listening using Salesforce Radian6. By listening to online conversation across social channels, CAT is able to gauge what people are saying about their products, detect customer support needs, product improvement opportunities and identify key influencers in their industry. With the massive amount of social data CAT collects, Radian6 helps them make this information actionable, enabling their social team to gauge their audience faster and more personally. By putting their customers at the heart of their social media strategy, CAT is building strong, lasting relationships—online and offline.
While you may not be at the point where a tweet or Facebook update can trigger an automated response, you can:

1. Aggregate data from social media and marketing automation tools to a single dashboard
2. Set up automated alerts to be triggered by keywords or actions
3. Immediately notify sales reps when opportunities to make a follow-up call present themselves

**SOCIAL MARKETING AUTOMATION OF THE FUTURE**

We’re on the cusp of a social marketing automation revolution. For companies trying to drive leads from social media, it’s about identifying intent on social networks and incorporating that into your marketing automation workflow.

Here are some examples of weaving your social marketing efforts into existing campaigns:

1. Consider how a social signal of intent could trigger an email with a corporate blog post or related white paper.²
2. Identify the people in your industry who generate the most awareness when they share your content. Send them targeted messages and offers from within your marketing automation tool.
3. Send drip campaigns from your marketing automation platform based on a prospect’s socially-sourced communication preferences and interest data.

When it comes to social marketing automation, keep in mind this advice from Kipp Bodnar, Author of The B2B Social Media Book: *The way to make social media both scalable and human is to automate the information, not the communication.*

From a strategy standpoint, social is still typically considered a distinct function within Marketing, rather than a thread running through the fabric of all marketing activities. Jon Miller, VP Marketing and co-founder of Marketo, offers up this advice: *“Don’t run social campaigns. Strive to make every campaign social.”* In other words, think about how to infuse social elements into every event, every piece of content.

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**Success Tip**

**Break down marketing silos and infuse ‘social’:**

EMC² is a company that has taken an innovative approach to their marketing organization. It has a social team, but has also embedded a “social champion” into each product marketing department. EMC²’s blended strategy, integrating resources around social strategy with media planning and community planning, helps them better assess and analyze their efforts.³

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**EMC²**

**TAKEAWAY: COMPLETE THE CUSTOMER PROFILE**

Social listening is a ‘must’ to inform both content and sales strategy. The real challenge lies in taking social insights and making them actionable. While technology races to meet the needs of the modern marketer, start taking the necessary steps now to completing the customer profile.
step 2
CONVERT FROM BROADCAST TO PERSONAL
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Let’s face it, today’s customers are empowered to own the buying process and are intolerant of being bombarded with irrelevant messages. Marketers must move beyond a “broadcast” mindset to embrace social marketing platforms and strategies that enable real-time engagement. When it comes to the broadcast mentality, one of the biggest offenders is email marketing, so much that some are claiming that the discipline is dead.

In reality, email is not dead. But, if it’s handled incorrectly, it is potentially deadly to your customer relationship. In years past, you’d mass-attack your mailing list and be happy with a 2% response. The problem, however, is not so much with the amount of effort that it took to reach that 2%, but the sense of alienation and impersonality you imposed on the other 98%, who clearly did not find any relevance in your message.

Now you have much more insight available, and people expect you to use it. **People now get impatient when they are hit with messages that are clearly intended for someone else.** You can leverage social media to:

- Glean insight about personal preferences that might make certain approaches inappropriate
- Determine where audience members reside in the customer lifecycle

**Integration of social isn't just a technology discussion, it's also a process discussion.** Companies must implement a fluid process to:

- Share all customer information across all departments
- Promote a culture where everyone rallies around the customer

Affecting this change is often a bigger challenge than implementing the technology. However, technology can help get this ball rolling too. Companies can build a “mission control center” to monitor the business in real-time.

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**Partner Spotlight**

“Most people spend a quarter of their day on email...But it’s not the only channel, and not necessarily the right one to meet millennials. What’s dead is a direct mail campaign model applied to email marketing.”

—Jon Miller • VP Marketing & Co-Founder • Marketo
HOUSTON, WE HAVE A SALES OPPORTUNITY!

When the astronauts of the Apollo missions needed to talk to Houston, they got all the information they needed funneled through one channel. In reality, they were actually communicating with the entirety of NASA—but NASA was working in concert to provide guidance with a single voice.

Can you imagine the disastrous end result of this exchange?

Astronaut: “Houston, we have a problem!”

Mission Control: “Let me put you on hold while we transfer you to someone who can help.”

Likewise, companies need to develop a mission control-type environment that provides a holistic view of everything that is going on in relation to the company, so that customers get a consistent experience. The fundamentals of such a mission control center should include the following components:

Technology
- Marketing automation
- Social monitoring and engagement tools
- Web analytics, BI tools
- CRM (e.g. Salesforce™)

People and Processes
- All processes across Marketing, Sales, Customer Service and every other business function are informed by the mission control center.
- Every employee has access to the right information at the right time, so they are enabled to own any customer interaction.

Such an environment gives team members the ability to gauge in real-time where leads are coming from, whether or not they’re sales-ready, and what must happen to get them sales-ready if they’re not there yet. Ultimately, it shapes the CMO’s approach to everything, from social media to email to direct mail.

TAKEAWAY: CONVERT FROM BROADCAST TO PERSONAL

Get out of the ‘batch and blast’ mentality and work towards aligning your people, process, and technology to gain a holistic view of the customer. Only then can you start delivering a consistent and personalized customer experience.
CASE STUDY

NUANCE

Eloqua allows us to measure our leads in pipeline across 12 different dimensions, customizing our sales approach to cater to the unique needs of a lead or customer.

—Bill Nelson • Executive VP or Sales • Nuance

Nuance is a global provider of speech, imaging, and customer interaction solutions for businesses and consumers around the world. It’s technologies, including Apple’s Siri and Windows’ Dragon, power the technology experience of millions of people everyday.

CHALLENGE

Though on the cutting edge of all things tech, Nuance’s marketing process needed to be modernized:

- Disjointed sales and marketing processes
- No common terminology between departments
- Siloed view of customers

Nuance’s management team wasn’t getting the visibility it needed to properly assess the health of the business, and the marketing team was having trouble routing leads and tracking ROI. To create a personalized marketing experience on par with the company’s consumer technologies, Nuance needed:

- Improved cross-functional collaboration
- More personalized customer service

When Bill Nelson, Executive Vice President of Worldwide Sales, joined Nuance in 2011, he realized there were negative attitudes about the existing system. He set out to establish a unified, global marketing and sales process that would make employees more efficient, improve demand generation, allow the leadership team to make better business decisions, and most importantly, create a more seamless customer experience. Nelson explained, “We engaged Bluewolf because we needed a partner that could customize Salesforce to satisfy our unique needs, yet could also help us with the training effort and global adoption.”

SOLUTION

Bluewolf brings modern digital marketing to Nuance:

- Replaced Oracle On Demand™ with Salesforce Sales Cloud™ throughout the Americas, EMEA and APAC
- Integrated Eloqua™ to better align Sales and Marketing
- Developed a change management and eLearning program that ramped up 700+ people on the new technology

RESULTS

Bluewolf has helped Nuance enable its employees with real-time access to customer data, empowering every person in the organization to own any customer interaction and turn it into a selling moment. Nelson notes that: “Sales leaders today are being asked to prioritize one asset: their people.”

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step 3
CREATE
CUSTOMER
INTIMACY
Customer intimacy starts with understanding your customers as individuals, not just where they fall into your demographic scheme. This allows you to determine what is most meaningful to them and is fundamental to building a customer obsessed enterprise. A company-wide obsession with knowing what customers want drives customer intimacy, which in turn drives customer engagement.

Arming employees with the right information to engage customers must be the #1 priority of CMOs. It’s no longer about acquiring and nurturing database contacts, but about building deep intimacy with your customers. It’s about rethinking the marketing funnel and reorganizing your efforts around delivering what your customers want, when they want it.

We’re in an era of possibility for deep customer engagement; the major barrier is organizational rather than conceptual. Given the growing number of touchpoints where customers now interact with companies, Marketing often can’t do what’s needed all on its own. Marketers are adjusting by adopting new digital channels to reach customers. But, at the end of the day, the experience of the customer goes beyond all the channels marketing uses. CMOs and their C-suite colleagues must collaborate intensively to adapt their organizations to the way customers now behave and, in the process, redefine the traditional marketing organization.

**Engage Your Company Around the Customer Experience**

Businesses have a huge, untapped marketing asset at their disposal—their employees.

*Imagine if you could motivate every one of your employees to post to their personal and professional networks about your latest product, newest promotional offer, or the latest corporate blog?* Think about how your marketing efforts would be amplified, just by getting the people that work for you to help make your business, *their business*, become more successful. Furthermore, most people today don’t like talking to brands. They like talking to people. That’s why, at Bluewolf, we gave all of our employees a digital megaphone, to encourage them to use social media to build their personal brands and to start engaging with potential prospects and current customers.

Bluewolf launched a unique internal initiative to tap into this idea, and to get our employee base engaged around the customer experience. Most companies fear unleashing their employees on social networks. Bluewolf took the opposite track. We wanted all of our consultants to freely and openly share their knowledge and establish their own brands in the market. Corinne Sklar, CMO, believed that doing so would educate Bluewolf’s client base and establish Bluewolf’s expertise.

**Takeaway: Create Customer Intimacy**

Marketing is the driver of innovation, and must be the arbiter in promoting a culture where everyone in the business rallies around the customer.
INTERNAL CASE STUDY
BLUEWOLF

Ever gone to a corporate website and been unable to find a way to get in touch with anyone? Bluewolf has the opposite theory—highlight their employees’ talent, even show them off!

PACK PROFILES
Each employee has a public profile on the corporate website, which is a mix of automated data as well as data explicitly entered by them, including their areas of expertise, recent tweets, certifications, blog posts, and authored content. All of the data published to Pack Profiles is entered through Bluewolf’s Salesforce instance, and then pushed to the public website. Using web analytics tools, Bluewolf is able to detect every time an employee submits content and the activity on their content or profile, including views and comments. This then enables Bluewolf to track and reward not only content creation, but also popularity.

#GOINGSOCIAL PORTAL
With new social sites coming and going and unclear rules of engagement around how to represent your business on social media, Bluewolf realized it needed to educate its employees on how to get started and most effectively utilize social media, including platforms like Facebook, LinkedIn, Salesforce Chatter, Google+ and Pinterest. The #GoingSocial portal provides slide presentations and short video tutorials to quickly get employees up to speed.

GAMIFICATION
To encourage employees to become socially active Bluewolf used gamification in their Salesforce CRM, aiming to motivate employees to create, share, and drive traffic to content. Employees compete to see who can be the most social, and can redeem the points they earn for experiential rewards like dinner with the CEO, or being showcased by Bluewolf in social media, as well as dollar-value rewards like Bluewolf clothing or upgrades on flights.

Within a year, Bluewolf saw a huge increase in social engagement:

- Increase in blog traffic: 153%
- Increase in social traffic to corporate website: 68%
- Increase in Salesforce Chatter activity: 57%

By analyzing the incoming data, Bluewolf is able to determine which social media platforms result in the most traffic, as well as the highest rate of customer conversion. Bluewolf has turned its employee base into engaged employees and brand advocates, equipping them to be more customer obsessed.6
Beyond being tech savvy, today’s marketing leaders need a strategic vision of what they expect and can do to drive customer engagement across the business.

Recent innovations have now placed unprecedented technology capabilities in the CMO’s hands. The ultimate goal is an integrated marketing system, anchored by a central database, that enables you to recognize an individual and tie together his or her behaviors across a range of channels and platforms. Today’s tactical challenge is about achieving the right mix of technologies while maintaining personalization at every customer touchpoint. There are many ways of accomplishing this, but the ultimate goal must be relevance. If you’re sending irrelevant messages, you’re undermining customer intimacy.

Beyond being tech savvy, today’s marketing leaders need a strategic vision of what they expect and can do to drive customer engagement across the business. Central to this vision must be a goal to personalize the customer interactions that matter to build trust, brand advocates, and maximize on selling moments.
THANK YOU

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Bluewolf is a global business consulting firm. Companies around the world choose Bluewolf to help them engage their customers and drive more sales. As the first global business consulting firm born in the cloud, Bluewolf’s strategic consulting, implementation, training, and innovation services drive business outcomes in weeks, not years.

Our proven Agile Business Transformation methodology helps clients rapidly innovate their business processes and technologies to translate strategic goals into sales. And our people are recognized for having the competencies and entrepreneurial energy to shape agile, customer-obsessed enterprises that sustain profitable growth in competitive markets.

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