

# Connected Customer Forum

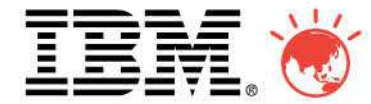


## Marketing Re-Imagined

Chris Wright, Senior Product Strategist

November 13, 2012

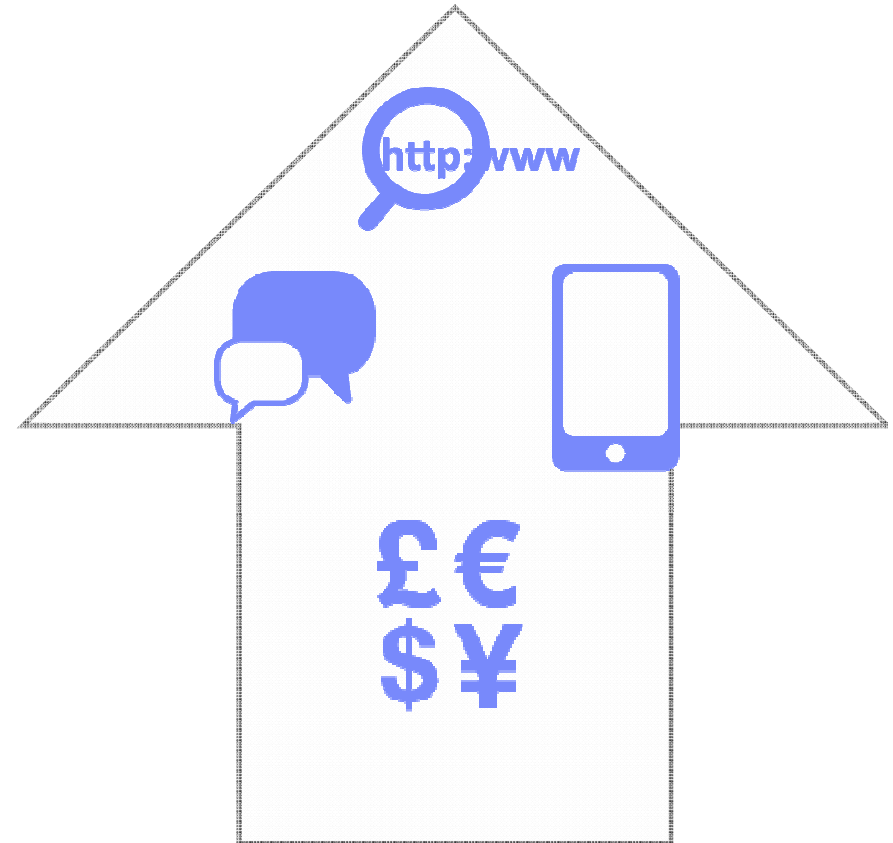
# Marketing's universe is changing...



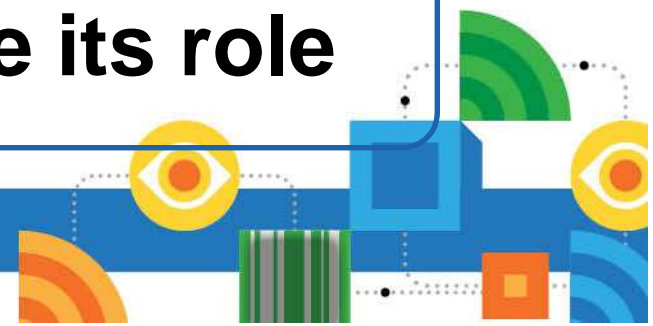
Customers **know** more

Customers **demand** more

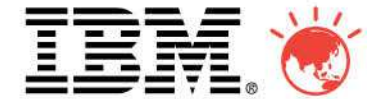
Your **business** expects more



**Marketing must re-imagine its role**



## Connected Australian consumers



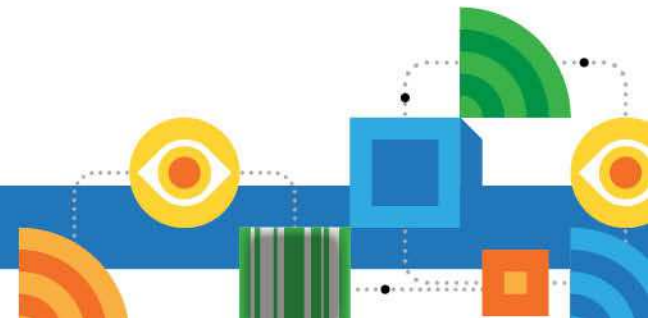
Nearly a third of white collar and professional managers do banking through their smart phones



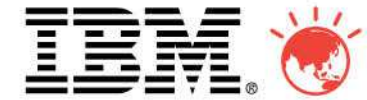
Nearly 60% of Australian adults purchased a good or service online during the first half of 2011



And nearly 60% of Australian SME take orders online from consumers



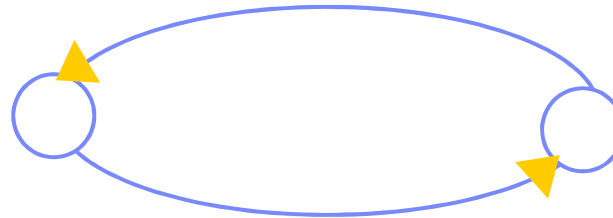
# Generation C : The Connected Customer



The Connected Customer

**Generation C is not a demographic.  
It's everyone.**

**They're connected to your brand 24/7,  
and they're empowered....**

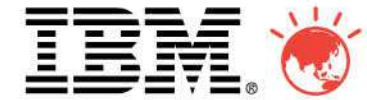


The Connected Marketer

**Connected consumers engage across  
channels and want marketing so relevant  
and personal, it feels like a service.**



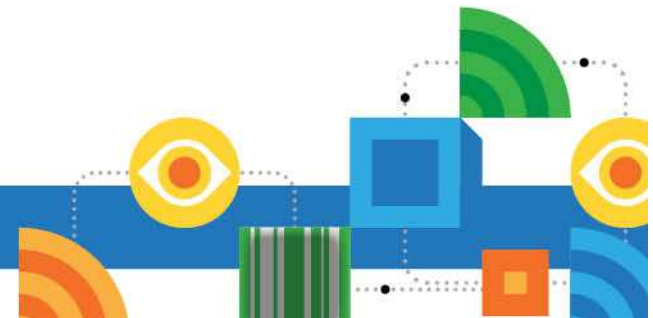
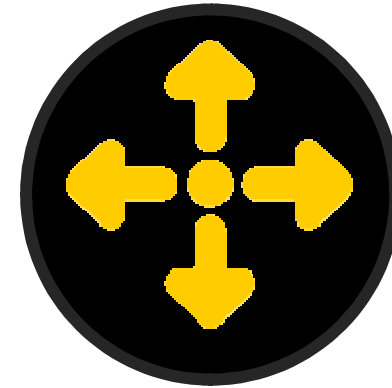
Marketing re-imagined requires a new approach



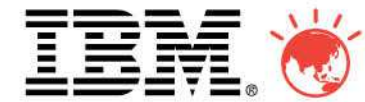
Know your customer as an individual

Create value at every touch

Be an authentic brand and culture



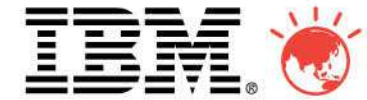
## Know your customer as an individual



- Understand the complete customer experience
- Integrate digital behavior with traditional data sources
- Leverage customer insight in all parts of the business
  - Leverage customer insight to increase department to department collaboration
  - Leverage customer insight with partners, agencies and customer communities
- Listen to social conversations

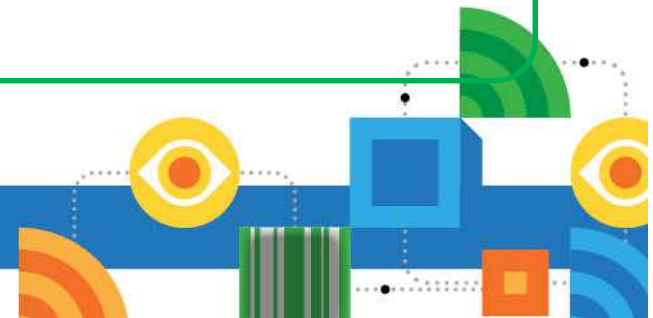


## Create value at every touch

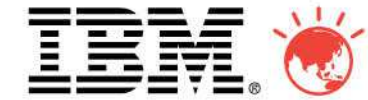


- Create marketing so good that **it feels like a service**
- Scale and support **millions of relevant offers**
- **Execute holistically** based on standards-based suites and hybrid suites
- Introduce **data syndication standards** inside and outside the organization

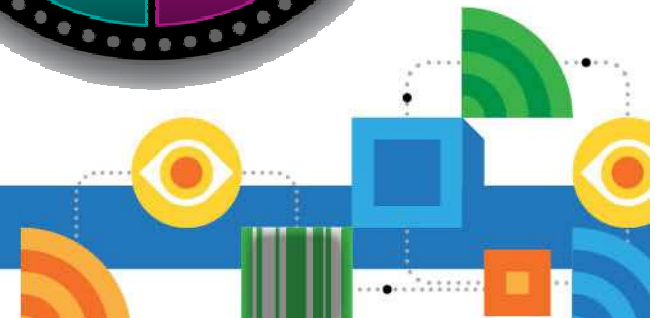
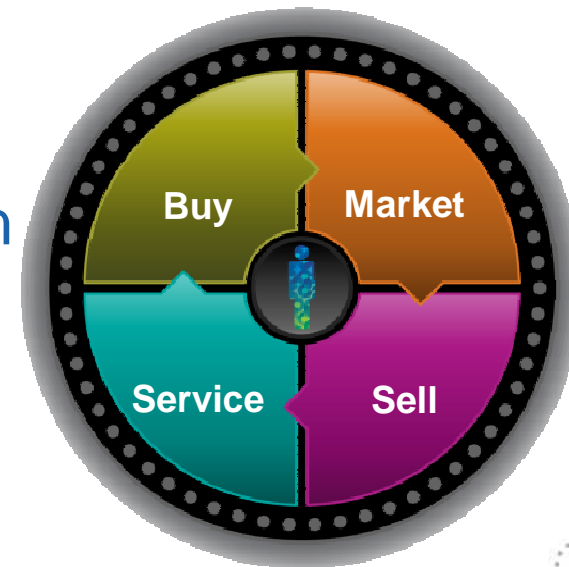
Leverage systems of engagement to ensure relevant and positive customer experiences across all touch points that are aligned with corporate character



## Be an authentic brand and culture

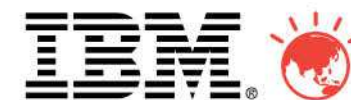


- Respond authentically to customer needs and provide consistency in customer experience
- Ensure CMOs and CIOs drive and align operations with the company's brand across all areas of the business
- Amplify your fans' experience; delegate more problem resolution power to front-line employees
- Work with IT not around IT to make this happen





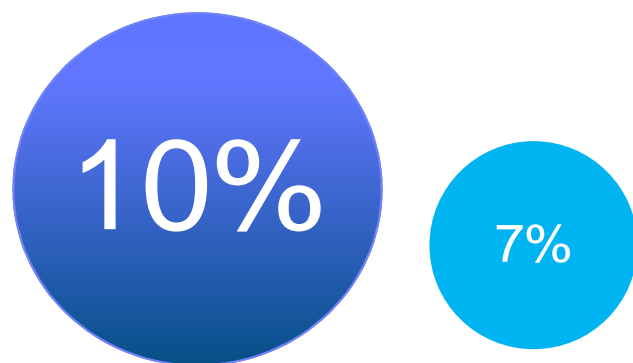
# Marketers who re-image are more likely to outperform



Leading marketers had revenue growth on average 40% higher and growth profit growth 2x greater than their peers. Further, 65% of leading marketers grew gross profit faster than 10%!

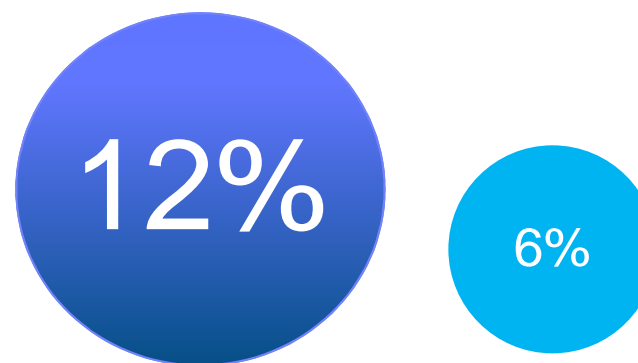
## Revenue Growth

3-year CAGR, 2008-2011

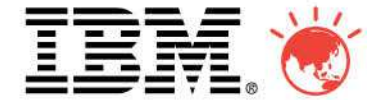


## Gross Profit Growth

3-year CAGR, 2008-2011



Marketing re-imagined requires a comprehensive system of engagement



## Integrated Layers of Capabilities

Cross-channel Execution

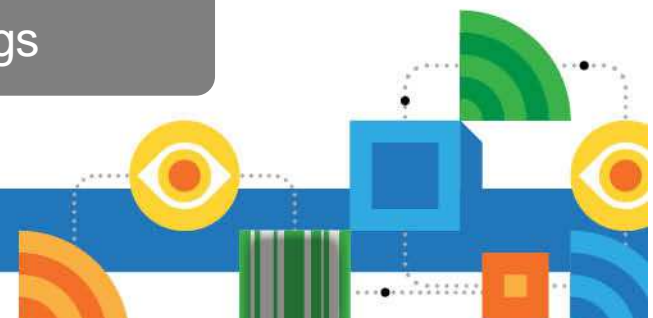
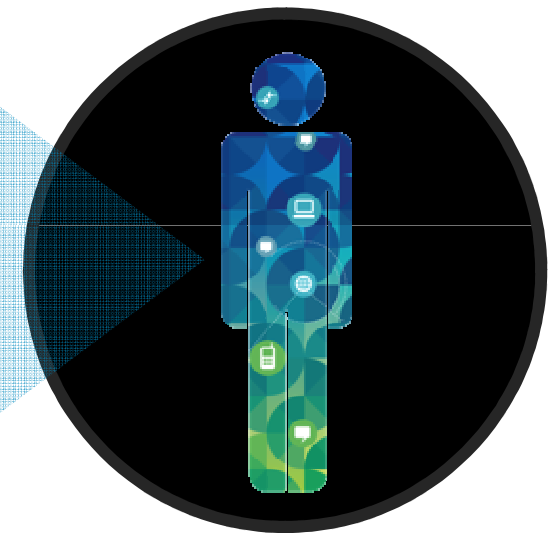
Centralized Decisioning

Customer and Marketing Analytics

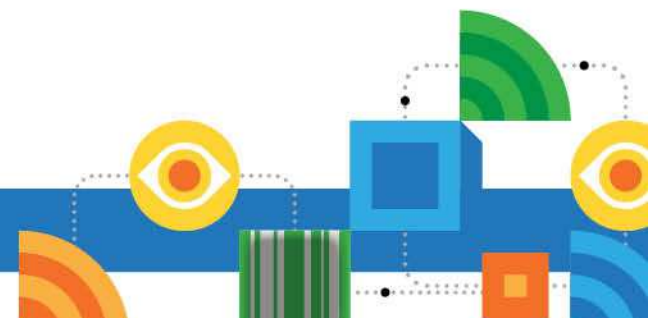
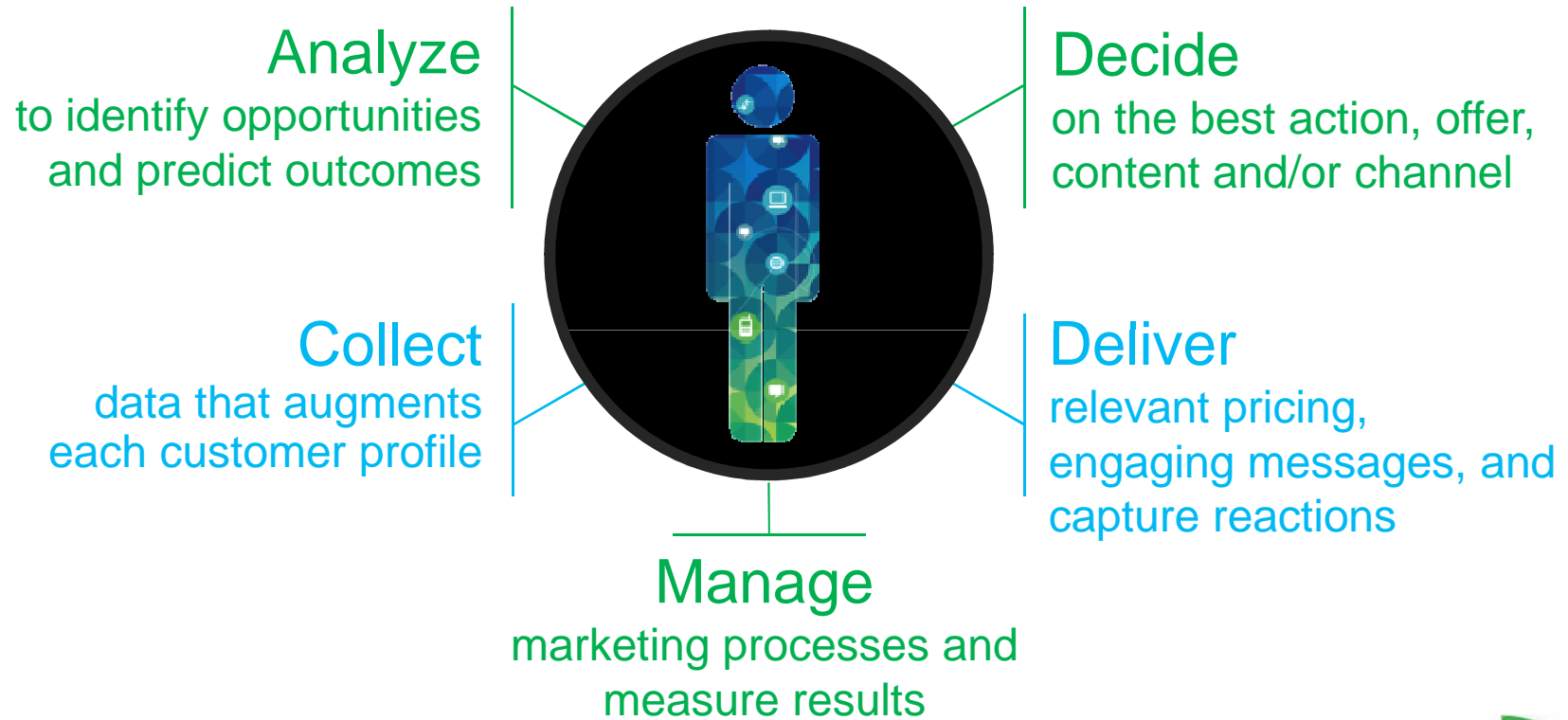
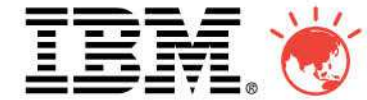
Data Management

Instrumentation

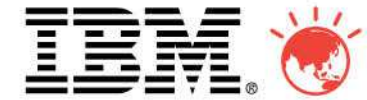
On-Cloud, On-Premises, and Hybrid Offerings



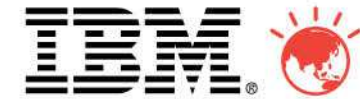
# A comprehensive system of engagement supports five key marketing processes



# Marketing re-imagined requires working across all media



# IBM research can guide your marketing journey



## IBM CMO Study – 1700 CMOs



### CMO's feel least prepared to deal with:

- Data explosion
- Social media
- Growth of channels and devices
- Shifting consumer demographics

## IBM Holiday Readiness Report

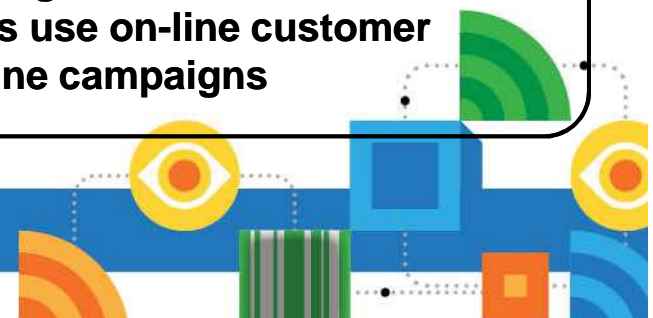


- Mobile sales as a percentage of total site sales hit a record 13% in March 2012 - double 2011
- Visitors referred from a social site are 50% more likely to buy than visitors overall

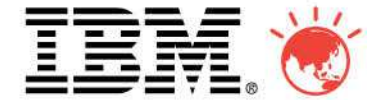
## IBM State of Marketing 2012 370+ Marketing Execs



- Only 22% of marketers use social channels in their integrated marketing campaigns.
- Less than 20% of marketers use on-line customer behavior data to drive off-line campaigns



IBM solutions help make your efforts to re-imagine marketing a reality



## Rich EMM Suite

Comprehensive suite for relevant and personalized offers across all channels and media - used by over 2,500 organizations worldwide

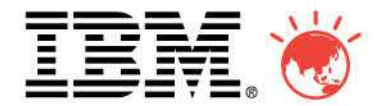
Digital Marketing Optimization

Cross Channel Marketing Optimization

Marketing Performance Optimization

## Recent acquisitions





IBM is committed  
to your marketing  
success now and  
into the future

