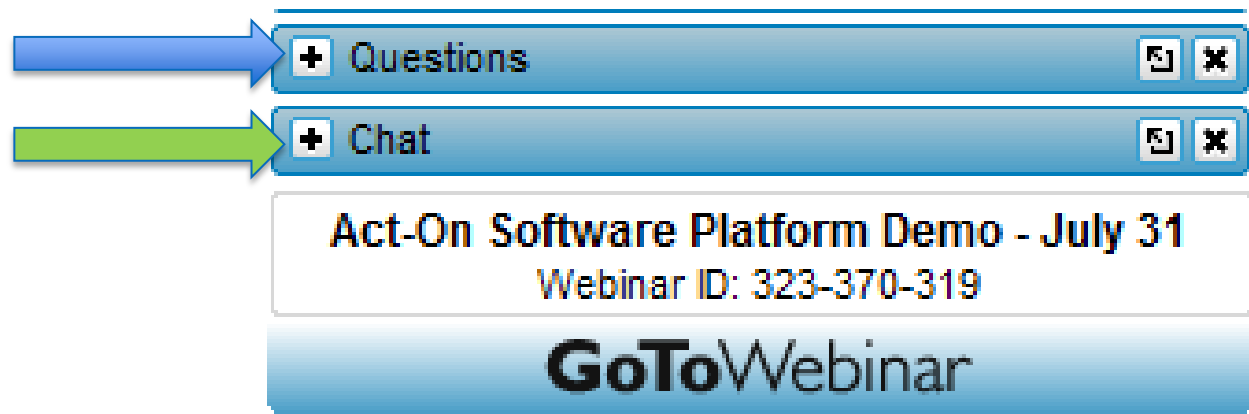


# How and Where to Leverage Social Marketing in the Customer Lifecycle

## Tactics to Drive Marketing Success



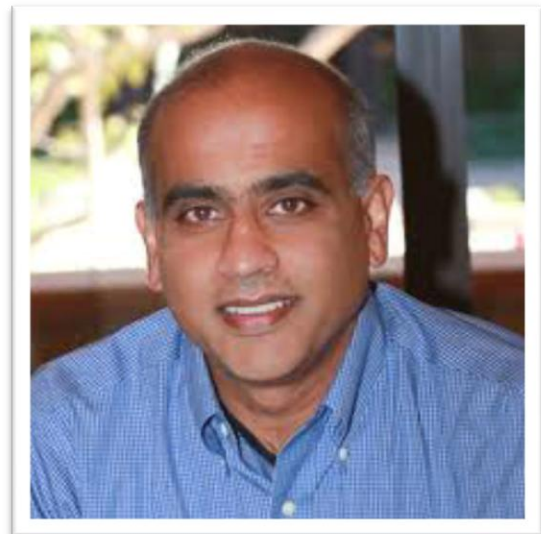


# Today's Presenters



**David Daniels**

Chief CEO Co-Founder  
The Relevancy Group, LLC



**Atri Chatterjee**

Chief Marketing Officer  
Act-On Software



# How and Where to Leverage Social Marketing in the Customer Lifecycle

Tactics To Drive Marketing Success

**David Daniels – CEO Co-Founder, The Relevancy Group, LLC**



Prepared by TRG for



# Short Is In

## Welcome To The Short Burst Society

- 50%+ skip commercials
- 900 million+ of us place short status updates on our Facebook profile; 50% do so every day
- 300 million use Twitter; 400K+ new accounts are created daily, at least 320 new members every minute.
- 72%+ of U.S. consumers have SMS plans, at least 203 million consumers

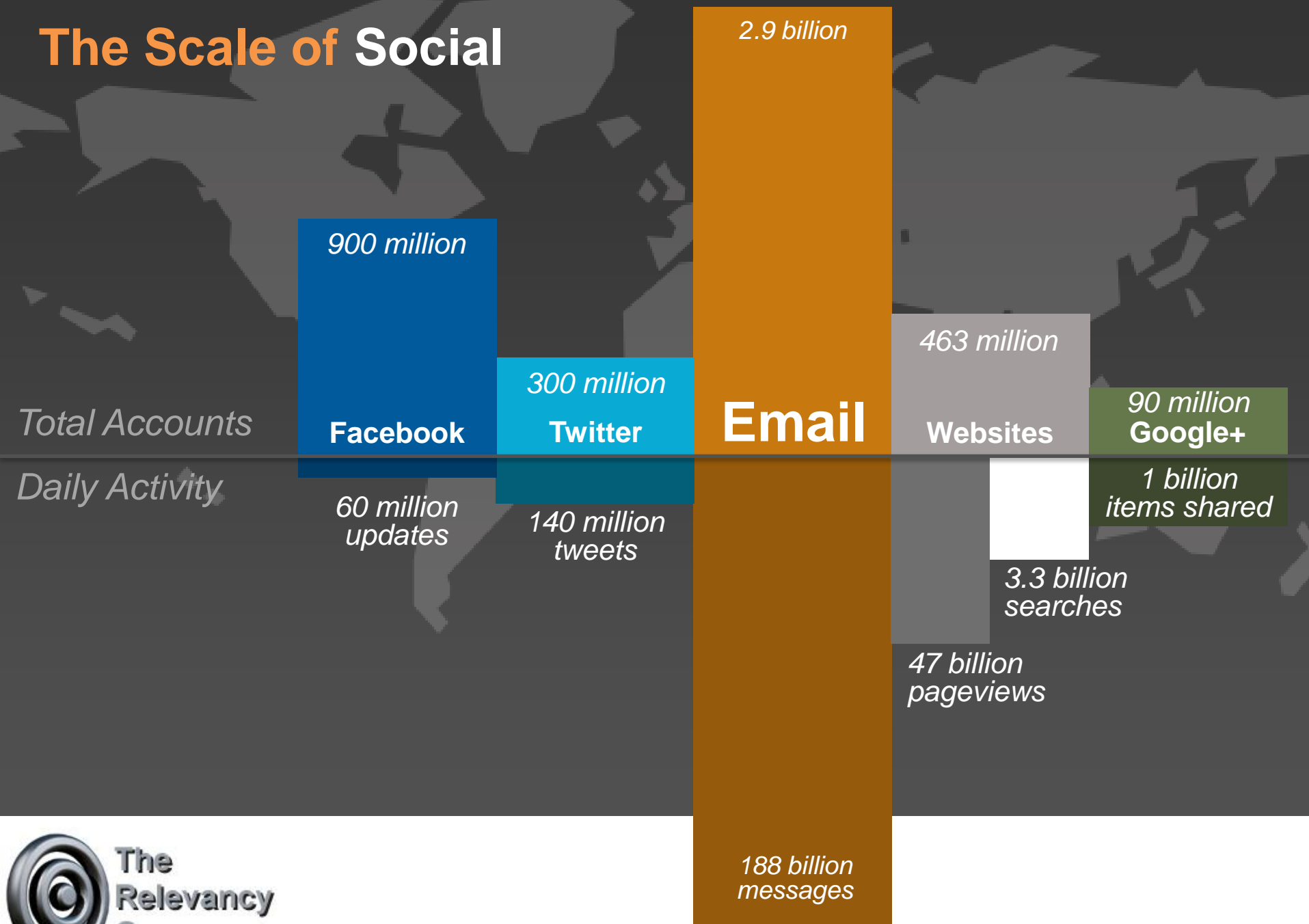


Learn More at [www.ShortBurstSociety.com](http://www.ShortBurstSociety.com) The Relevancy Group, LLC

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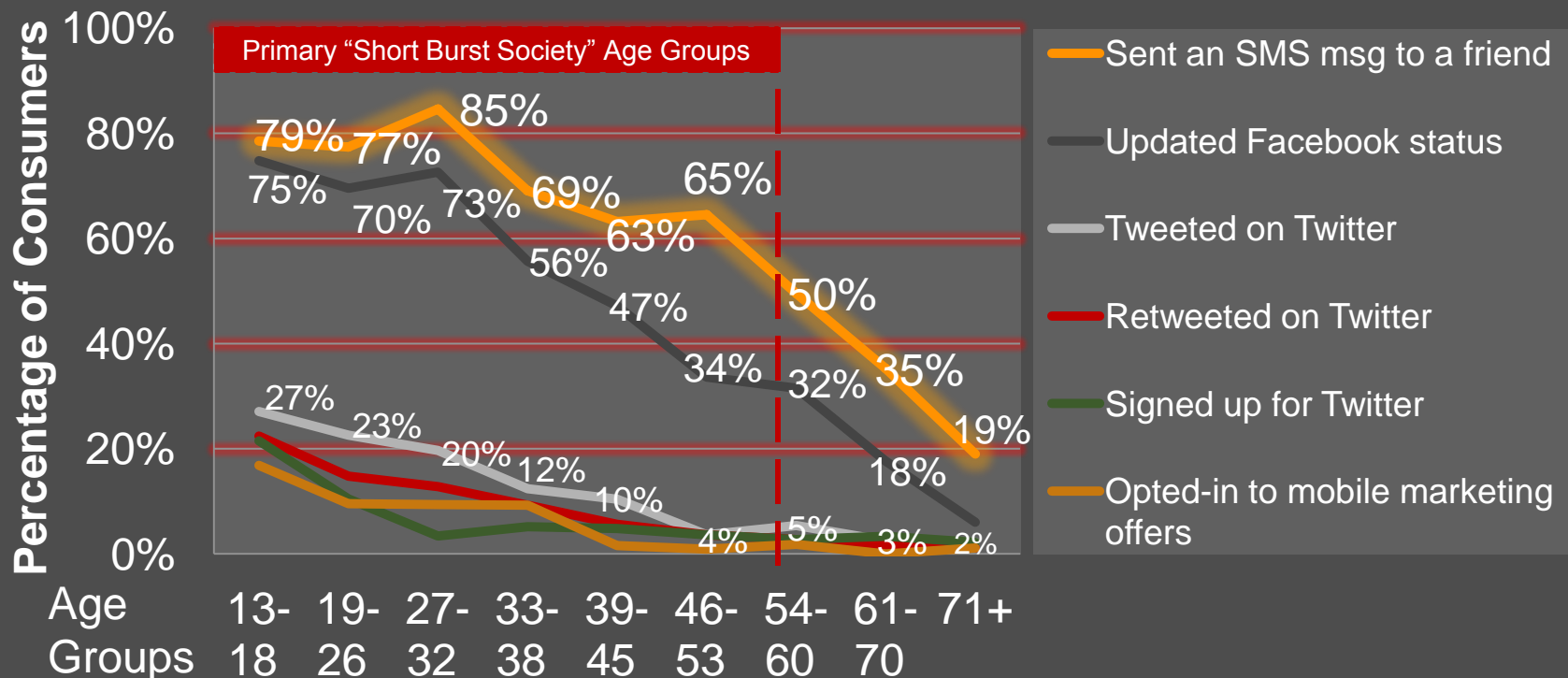


# The Scale of Social



# The “Short Burst Society” Increases By The Number of Consumers Adopting Shorter Communication Styles

## Short Communication Behavior By Age



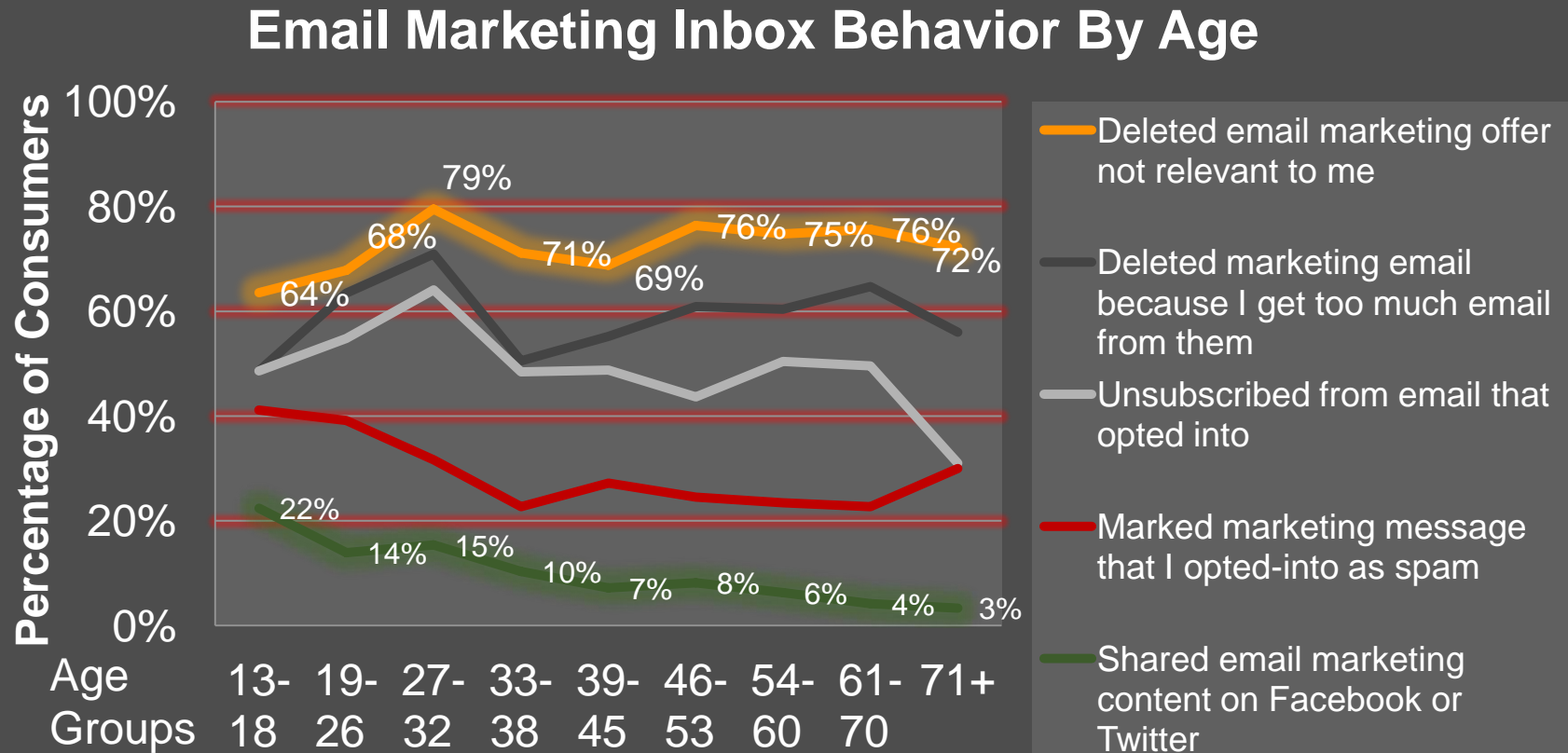
Question Asked: Which of the following have you done in the last six months?

(select all) Note: SMS=Short Message Service a.k.a. text messages , msg=message, Visit [www.ShortBurstSociety.com](http://www.ShortBurstSociety.com) for more on this emerging communication behavior

Source: The Relevancy Group Consumer Survey, n=1001 11/10, United States Online Consumers Ages 13+

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# Marketers Must Adopt Relevant Tactics to Advance Sharing, Decrease Deletions



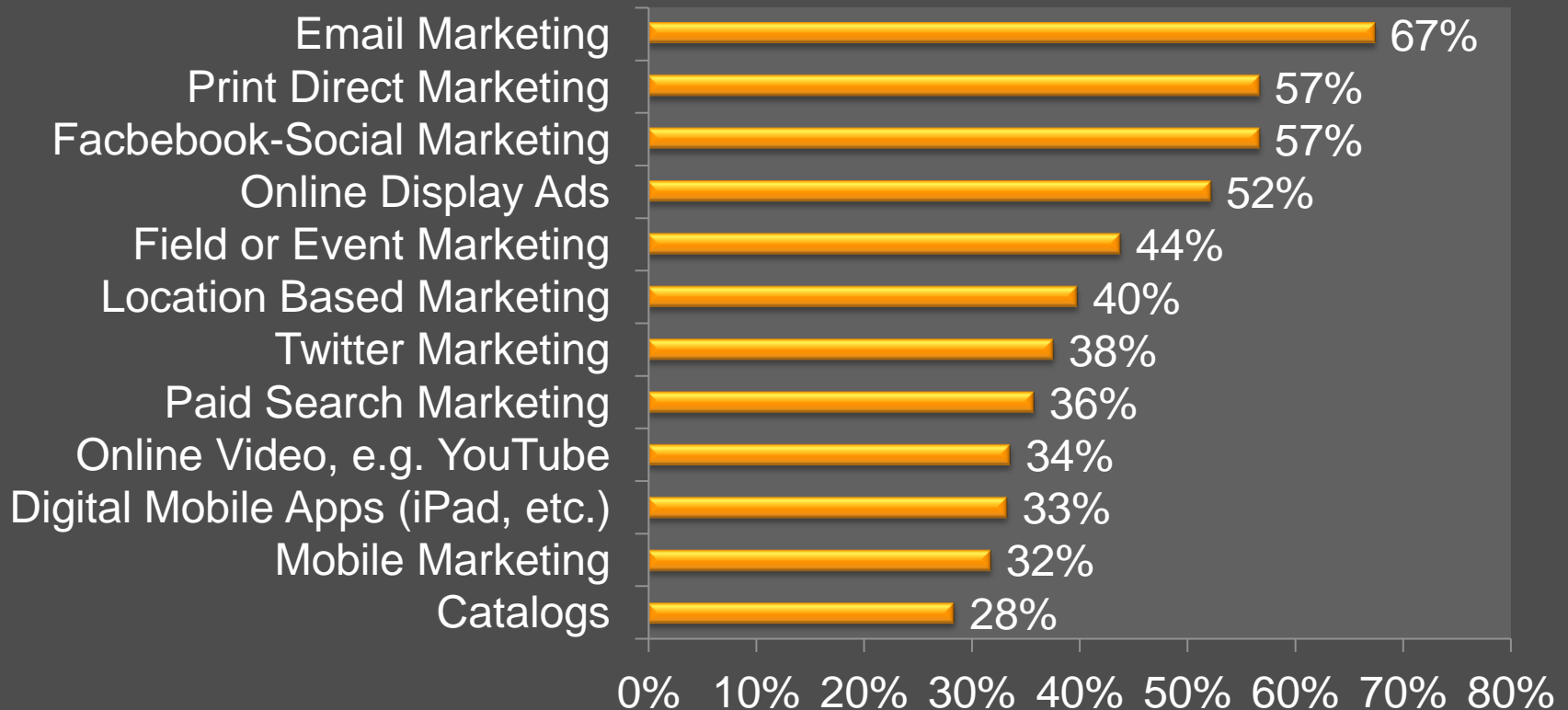
Question Asked: Which of the following have you done in the last six months?

(select all) Source: The Relevancy Group Consumer Survey, n=1001 11/10, United States Online Consumers Ages 13+

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# Social is Gaining Ground To Capture Marketer And Consumer Attention To Deliver Engagement

## Marketing Channels Deployed



Question Asked: Which marketing channels do you actively market in? (select all)

Source: The Relevancy Group Executive Survey, n=402 4/12, United States Only

# Marketers Work In Silos, Few Connect Across The Enterprise



## EMAIL

Customers & Prospects  
Field Marketing  
Sales Management



## DIRECT

Customers & Prospects  
Loyalty Marketing  
Product Marketing



## SOCIAL

Press and Others  
Corporate/Brand Marketing  
Investor Relations

Few Organizations Connect Customer Centric Practices, Data, Measurement Across Silos

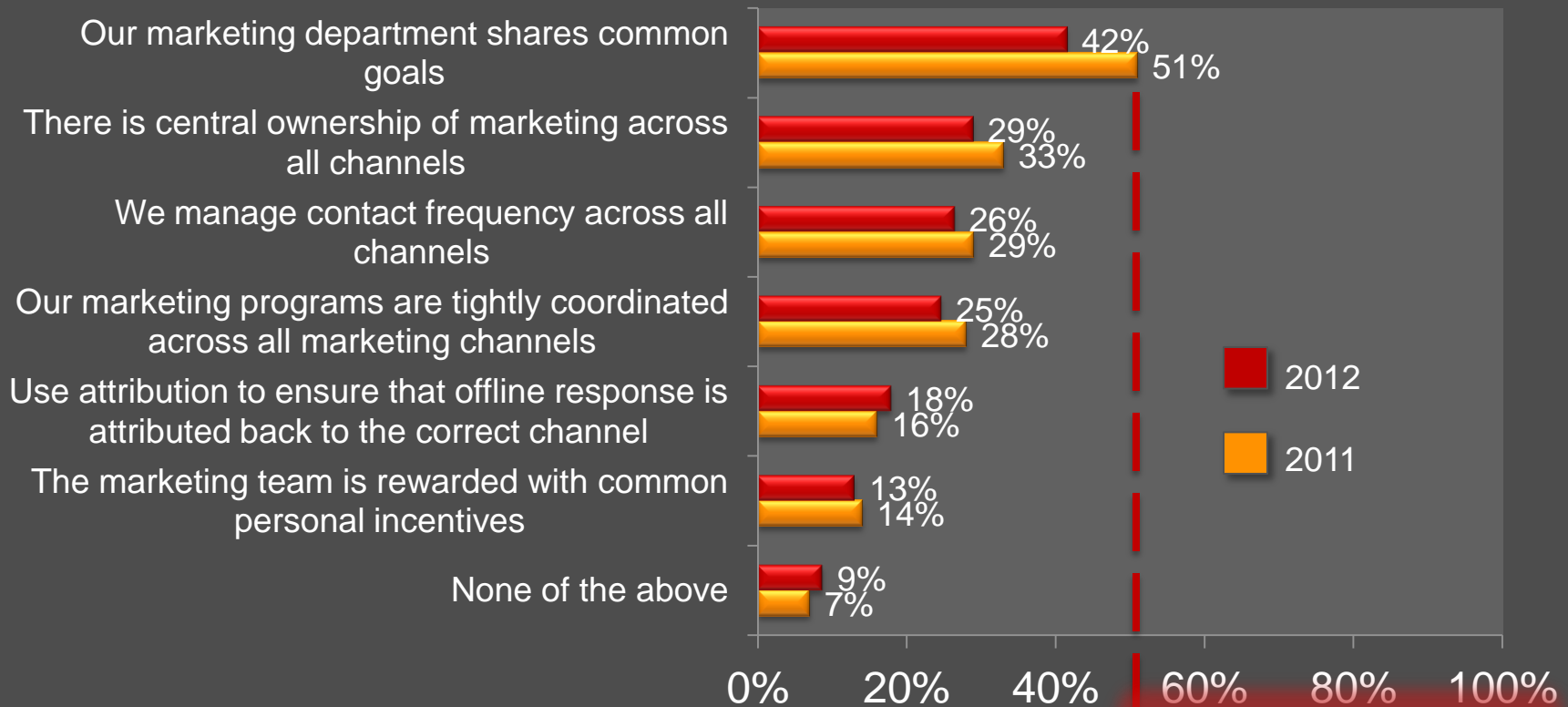


Marketing Silos, Lack of Connected Marketing, see [www.CMF4.com](http://www.CMF4.com) For The Connected Marketing Framework  
Source: The Relevancy Group, LLC

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# Little Progress Has Been Made To Connect The Marketing Culture

## Marketing Organization Operational Culture



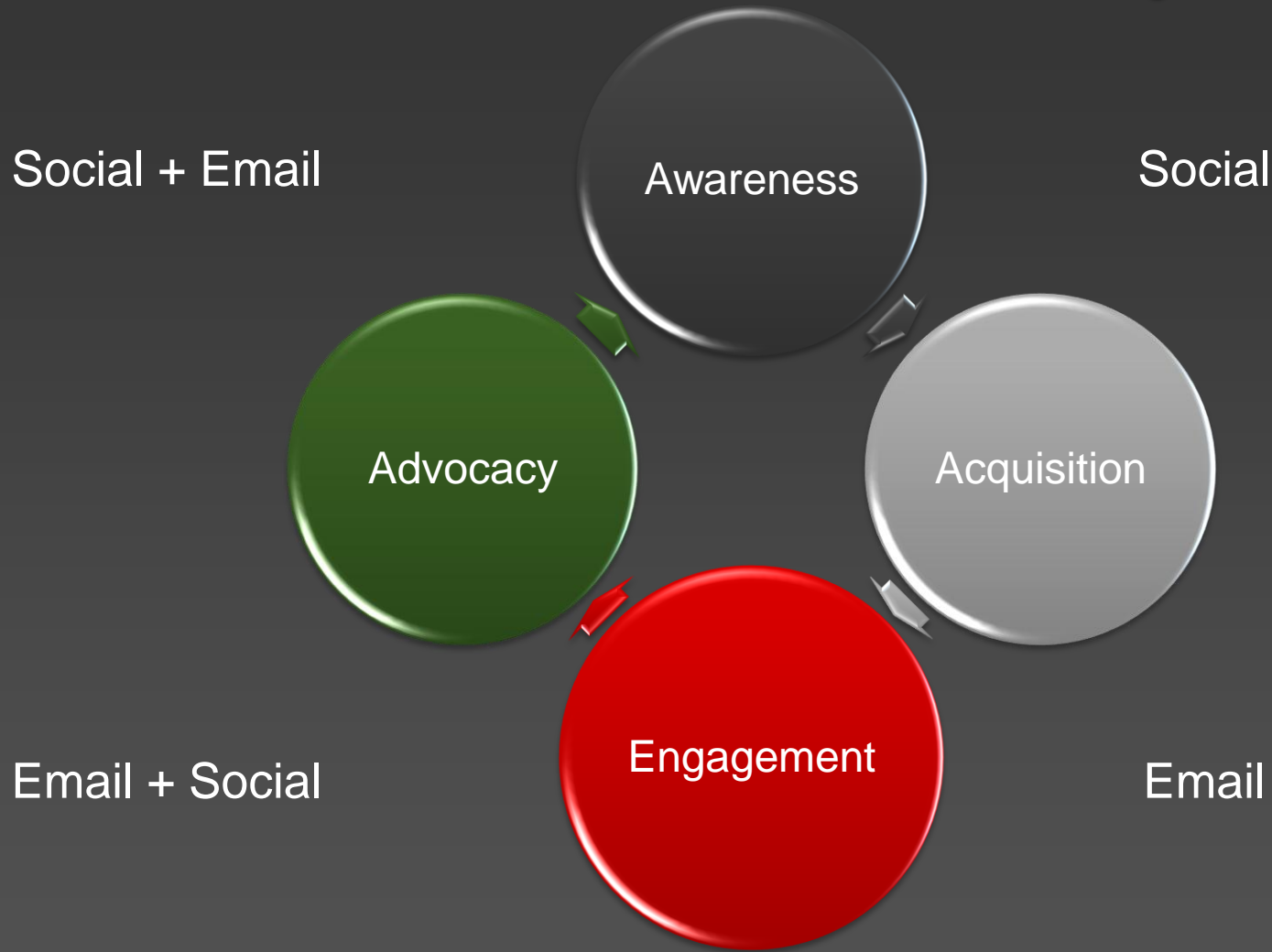
Question Asked: Please select the statement or statements that best represent how your marketing organization operates? (select all)

Source: The Relevancy Group/ClickSquared Executive Survey, n=402 4/12, United States Only

The Relevancy Group/ClickSquared Executive Survey, n=368 5/11, United States Only

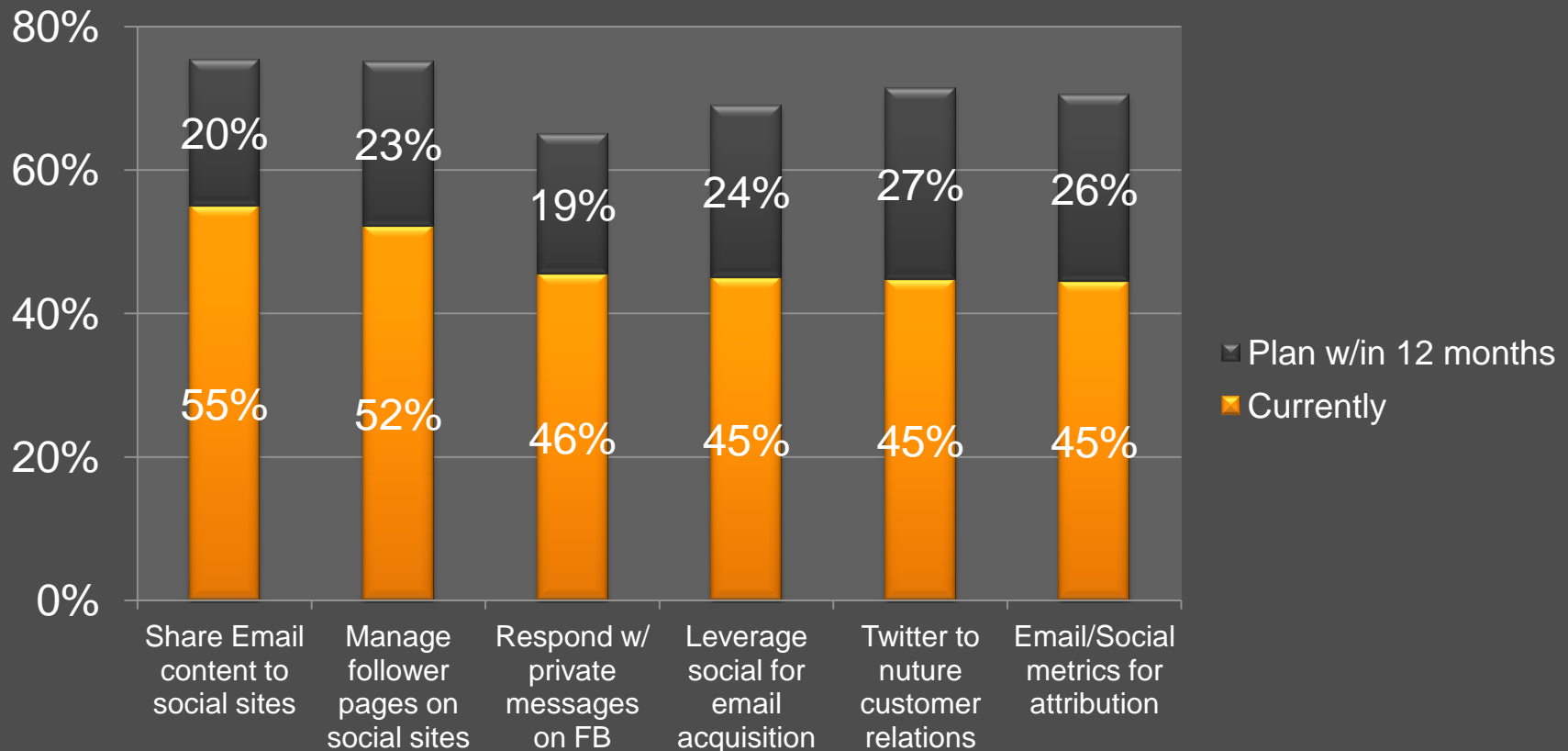
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# The Customer Lifecycle



# Social Tactics Rival The More Import Sciences of Direct/Email Marketing

Top Six Social Marketing Tactics Currently Used - 2012



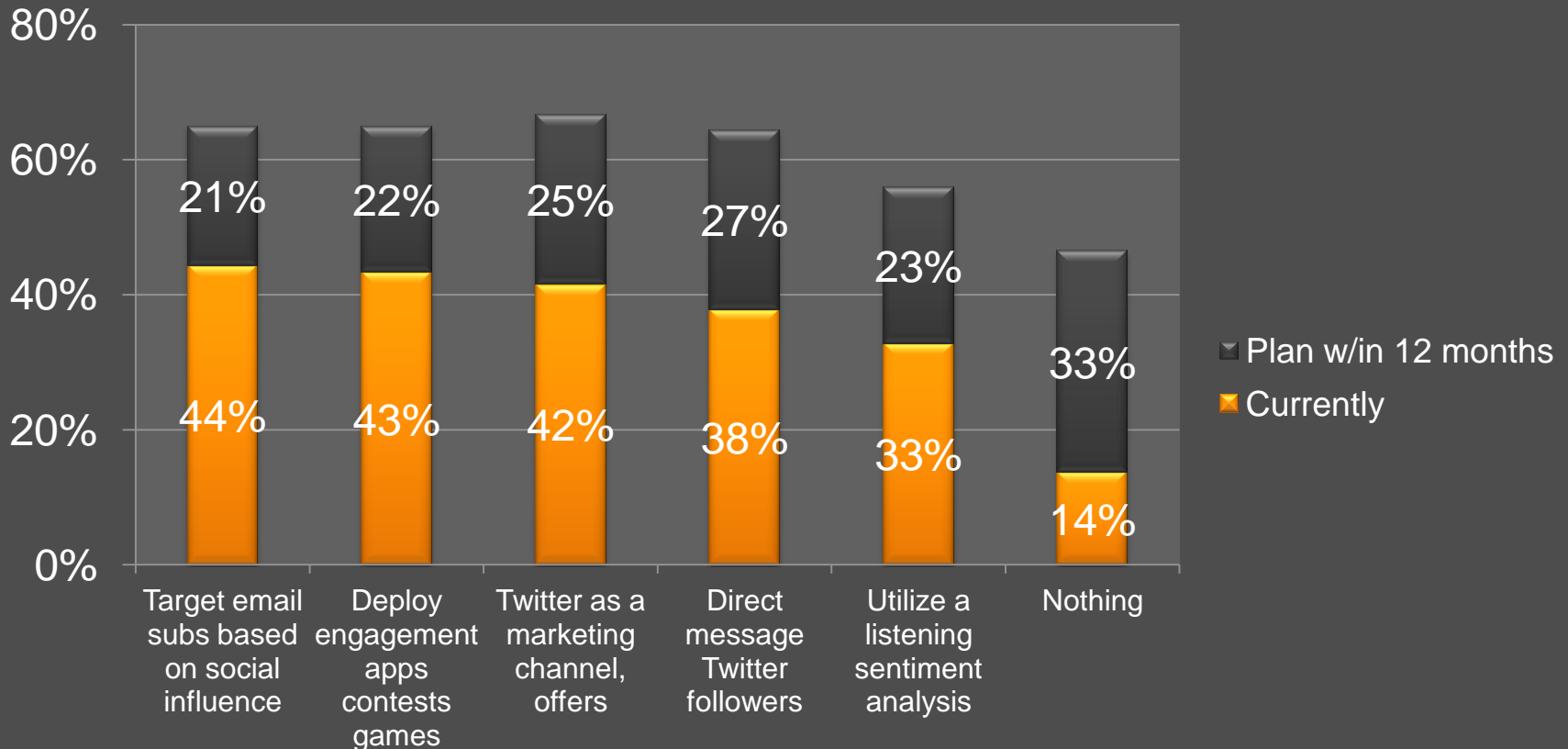
Question Asked: Which social marketing initiatives have you currently deployed, plan to deploy or do not plan to deploy? (select one for each tactic) Top 6 Responses

Source: The Relevancy Group/ClickSquared Executive Survey, n=402 4/12, US Only

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# The Cost Effective Twitter Can be an Effective Social Marketing Client Acquisition Tool

Bottom Six Social Marketing Tactics Currently Used - 2012

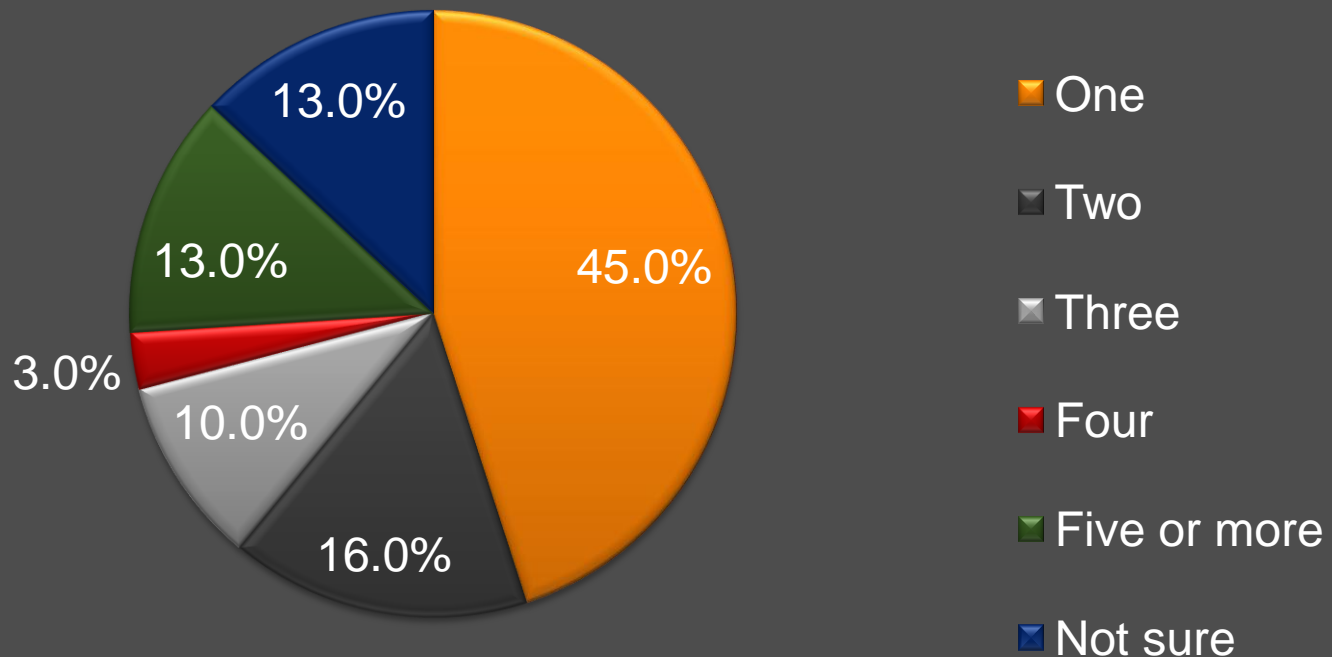


Question Asked: Which social marketing initiatives have you currently deployed, plan to deploy or do not plan to deploy? (select one for each tactic) Bottom 6 Responses  
Source: The Relevancy Group/ClickSquared Executive Survey, n=402 4/12, US Only

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# Roughly a Quarter of Companies Operate More Than Two Facebook Pages

## Number of Facebook Pages that Brands Maintain

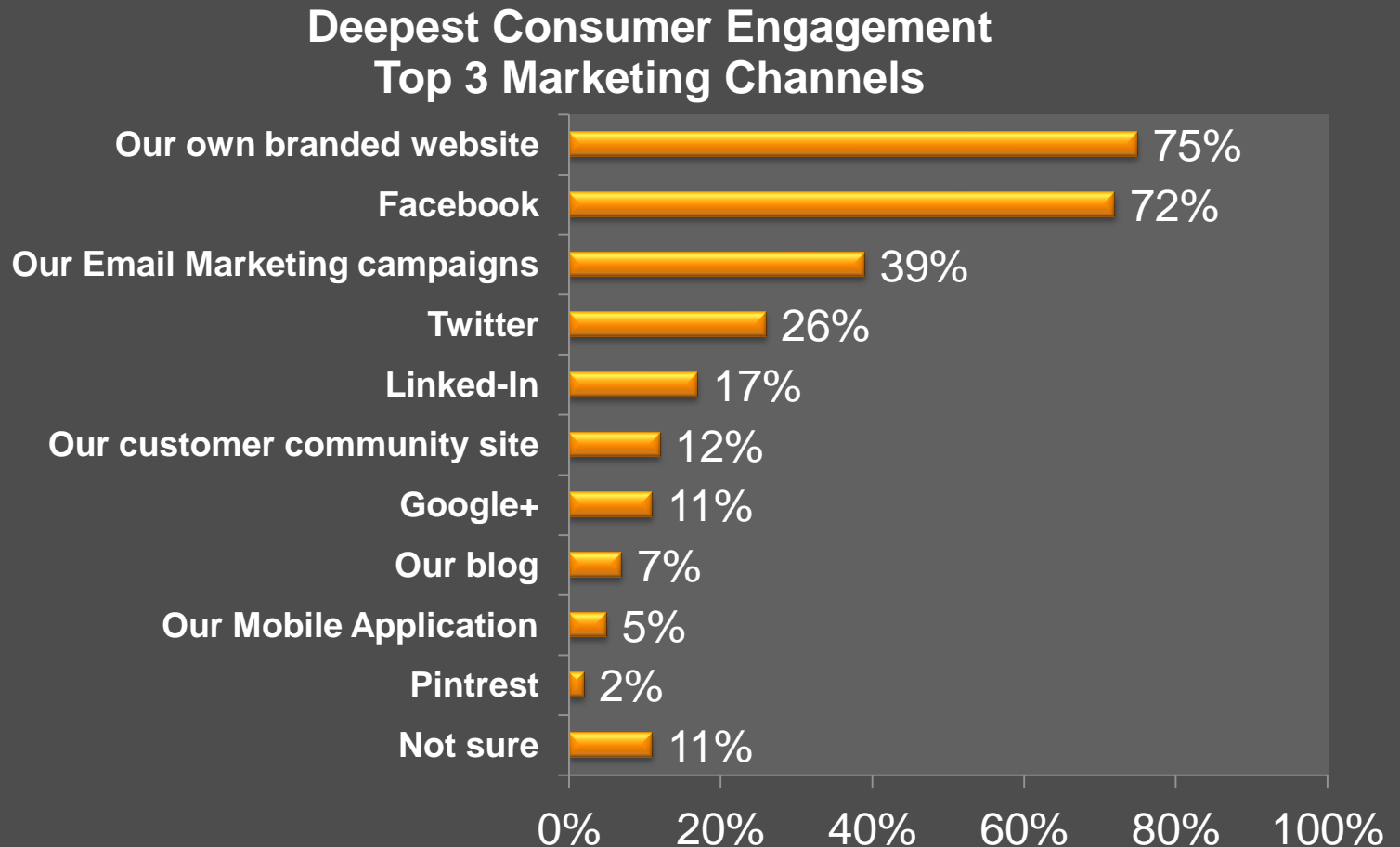


Question Asked: How many Facebook Brand Timeline Pages does your company operate? (select one)

Source: The Relevancy Group LLC Executive Survey, n=320 6/12, United States Only

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# Facebook Rivals Marketer's Own Branded Website For Greatest Consumer Engagement



Question Asked: In terms of consumer engagement, defined by clicks, shares and time spent, select the top 3 marketing channels where your deepest consumer engagement occurs? (select top 3)

Source: The Relevancy Group LLC Executive Survey, n=320 6/12, United States Only

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# Above All Else, Marketers Seek Engagement To Drive New Customer Acquisition

## Goals to Engage Customers Across Channels



Question Asked: What are your organization's goals to engage your consumers across all channels? (select all)

Source: The Relevancy Group LLC Executive Survey, n=320 6/12, United States Only

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# Most Marketers Seek Facebook for Brand Awareness but Many Miss Acquisition and Engagement Benefits

## Greatest Benefits of Branded Facebook Pages



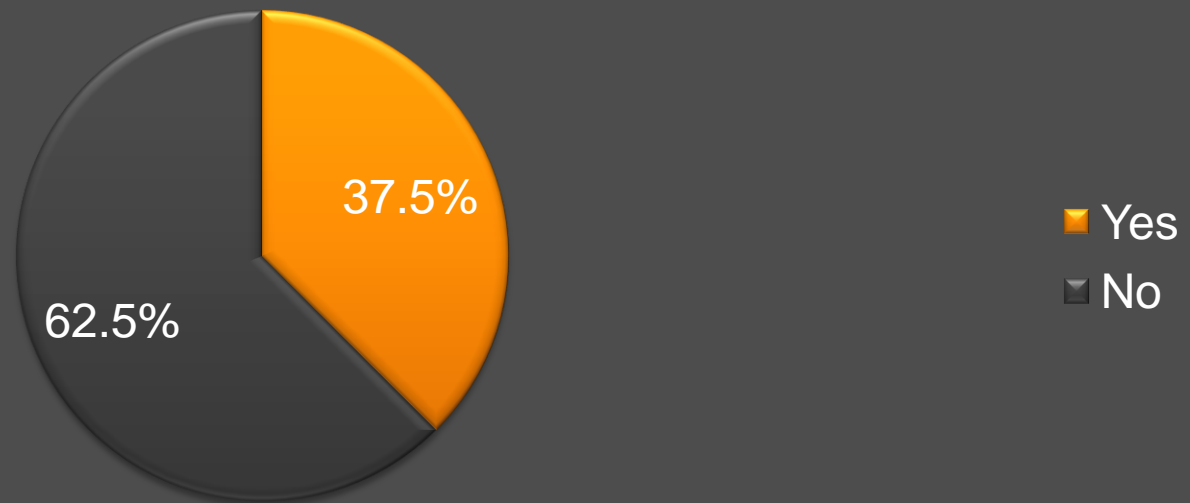
Question Asked: What are the greatest benefits of your Facebook Brand Page(s)?  
(select all)

Source: The Relevancy Group LLC Executive Survey, n=320 6/12, United States Only

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# Tremendous Opportunity Exists For Marketers To Implement Referral Rewards to Drive Recommendations

## Disposition of Existing Customer Referral Program to Capture & Reward WOM Recommendations



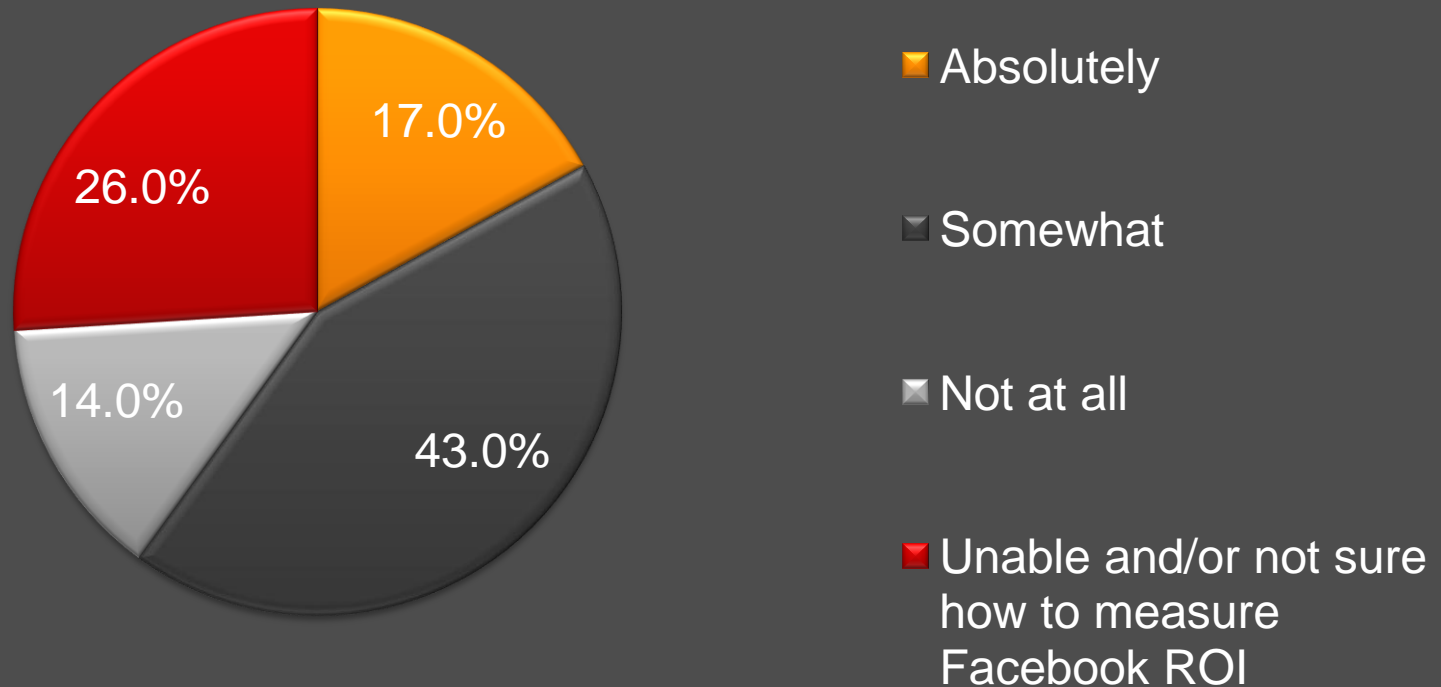
Question Asked: Does your company have a customer referral program today to capture and reward word of mouth recommendations? (select one)

Source: The Relevancy Group LLC Executive Survey, n=320 6/12, United States Only

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# Marketers Must Embrace Tools To Execute and Improve The Measurement of Their Facebook Spending

## Disposition of Facebook ROI on Brand Pages



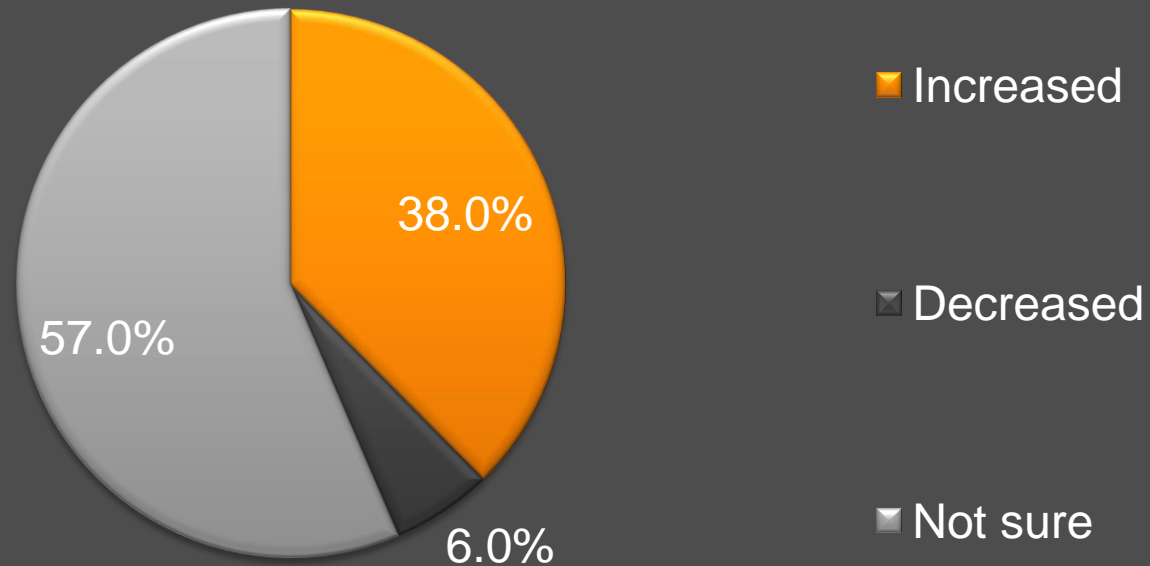
Question Asked: Does your company see measurable ROI (Return on Investment) from your Facebook Brand Page(s)? (select one)

Source: The Relevancy Group LLC Executive Survey, n=320 6/12, United States Only

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# For Measurement Focused Marketers, Facebook Branded Timeline Has Improved Engagement

## Engagement Impact of Facebook Branded Timeline



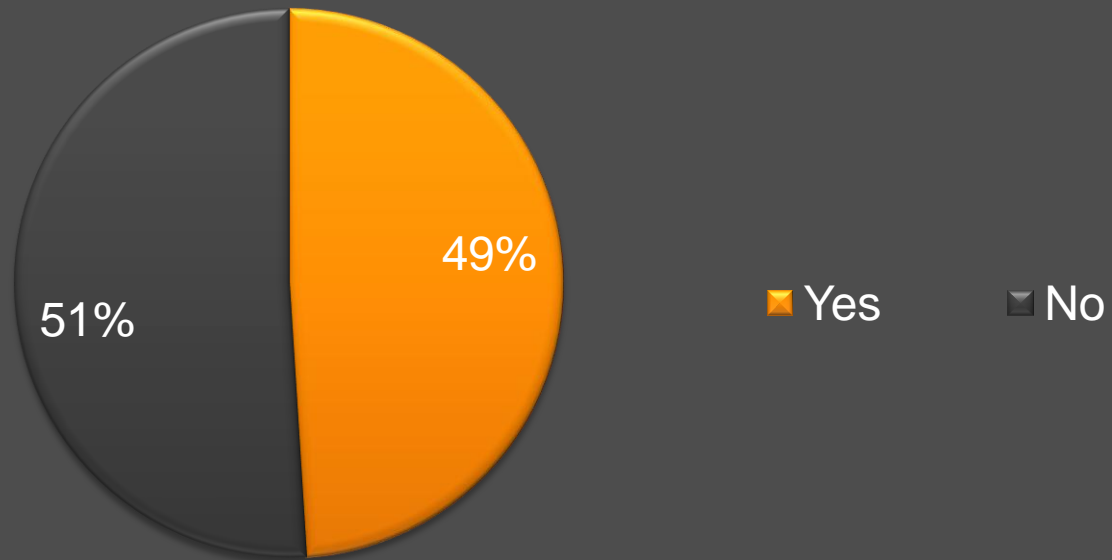
Question Asked: Has engagement increased or decreased with the Brand Timeline?  
(select one)

Source: The Relevancy Group LLC Executive Survey, n=320 6/12, United States Only

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# Many Marketers Must Embrace Opportunities For Programs To Drive Facebook Engagement

Companies That Have Invested in Programs to Drive A Facebook “Like” Engagement



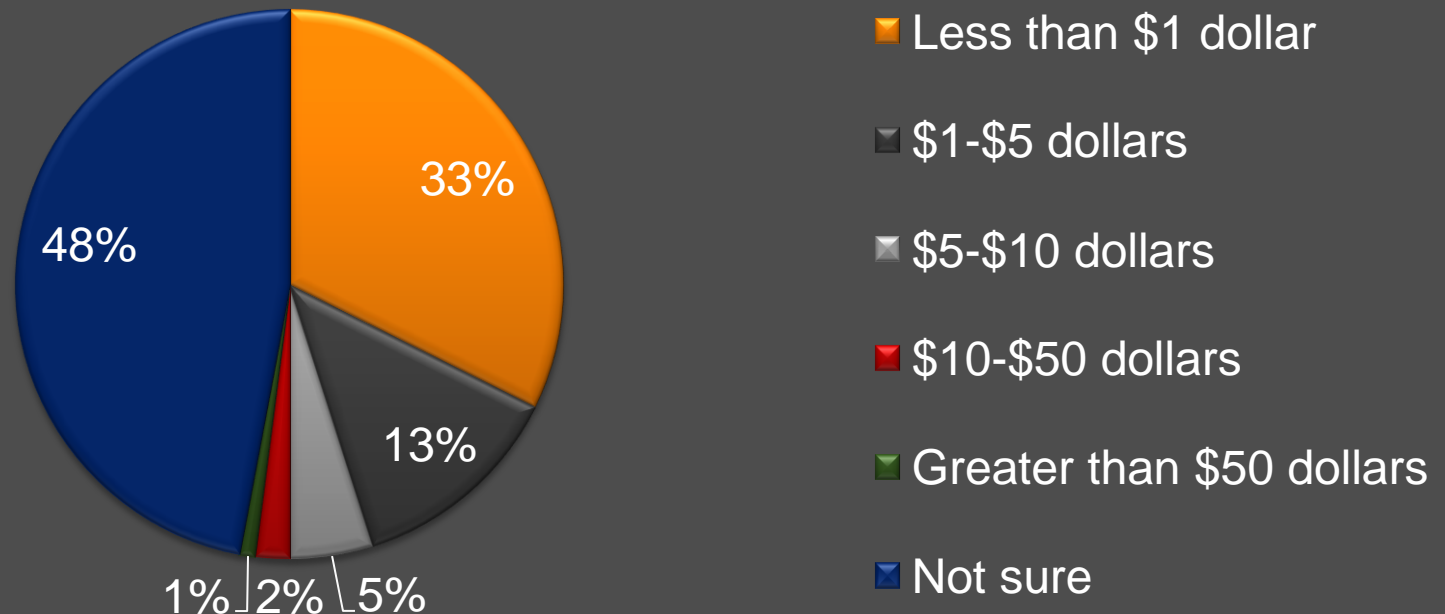
Question Asked: Has your company invested in programs to drive Facebook 'Likes'? (select one)

Source: The Relevancy Group LLC Executive Survey, n=320 6/12, United States Only

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# To Drive Likes and Engagement on Facebook, Marketers Pay a Mean of \$3.70 For Each Like They Acquire

## Average Marketer Investment to Drive Each Consumer “Like” on Facebook



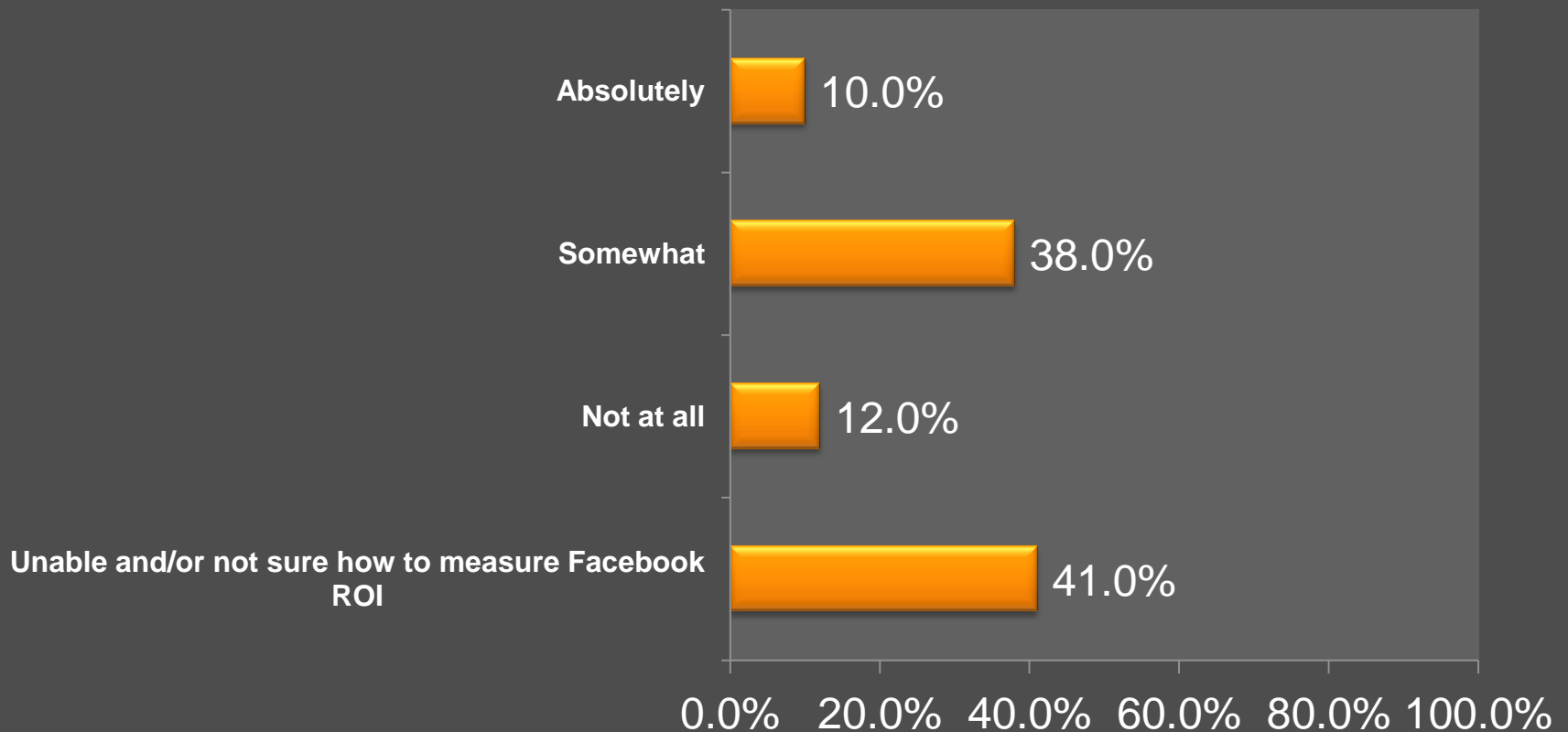
Question Asked: On average, how much has your company paid for each 'Like' it obtains? (select one)

Source: The Relevancy Group LLC Executive Survey, n=320 6/12, United States Only

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# Facebook Marketing ROI Is Mixed, Particularly Encumbered By Poor Measurement

## Measureable ROI from Investments in Facebook “Likes”



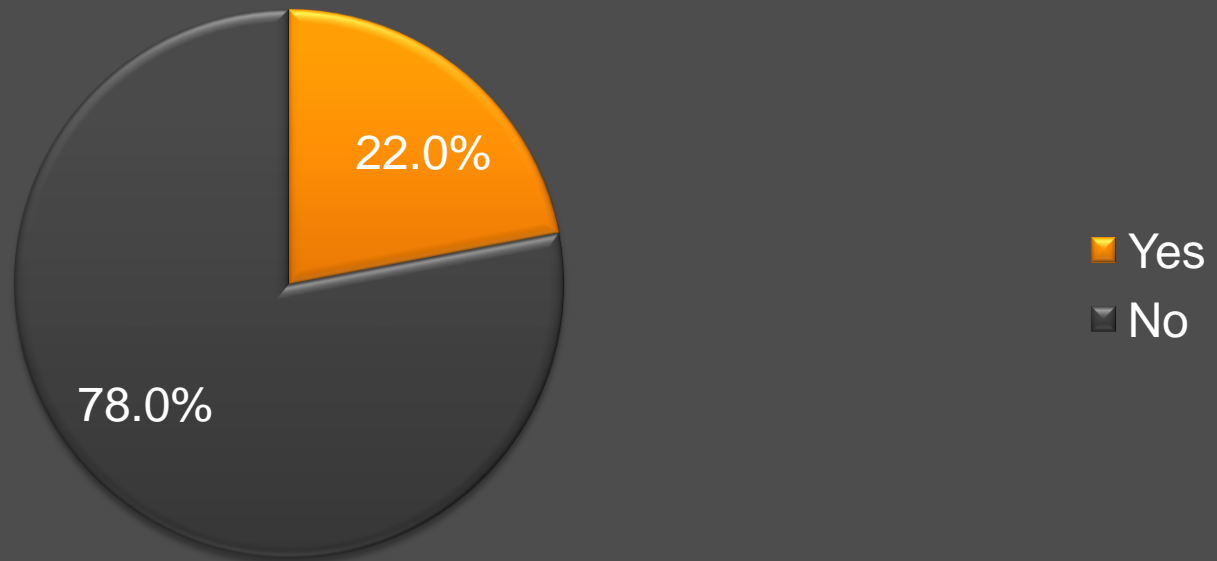
Question Asked: Does your company see measurable ROI from these likes? (select one)

Source: The Relevancy Group LLC; Extol Executive Survey, n=320 6/12, United States Only

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# The Notion of Purchasing Ads on Facebook Has Yet to Resonate With The Majority of Marketers

## Disposition of Marketers Purchasing Facebook Ads



Question Asked: Do you currently purchase Facebook ads? (select one)

Source: The Relevancy Group LLC Executive Survey, n=320 6/12, United States Only

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# Facebook Ads Are At Best “Somewhat Effective,” Marketers Must Seek New Tools To Drive Social Engagement and Conversions

**Are Facebook Ads Effective in Driving Qualified Click-Through and Conversion?**



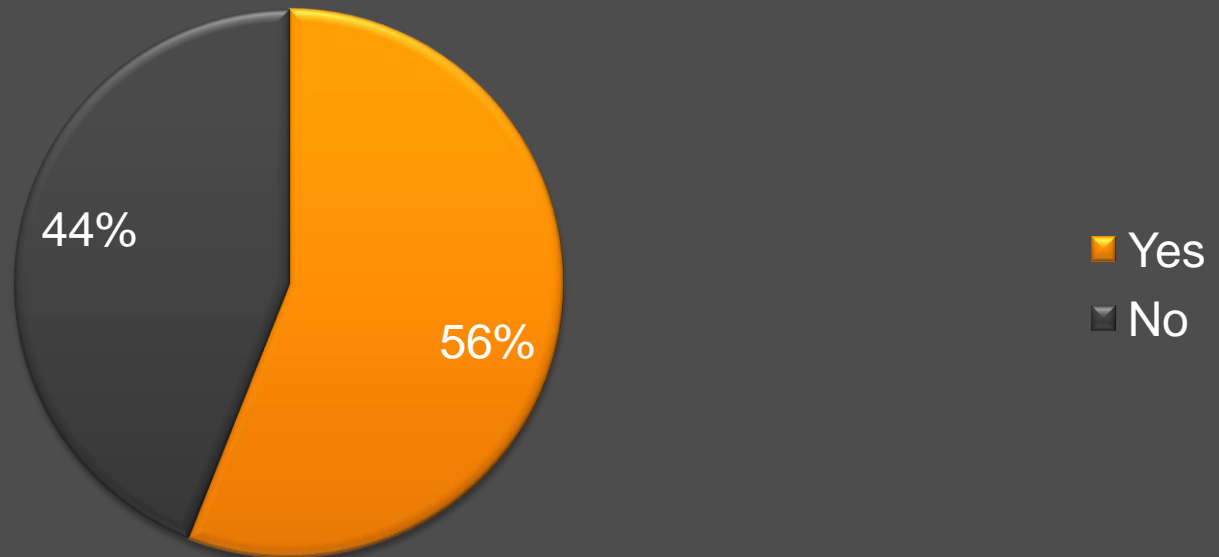
Question Asked: Do you find Facebook ads to be effective in driving qualified click-throughs and conversion? (select one)

Source: The Relevancy Group LLC Executive Survey, n=71 6/12, United States Only

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# Social Marketers Are Primed To Purchase Sponsored Stories

## Marketer Aspirations to Purchase Sponsored Stories Based On Effectiveness



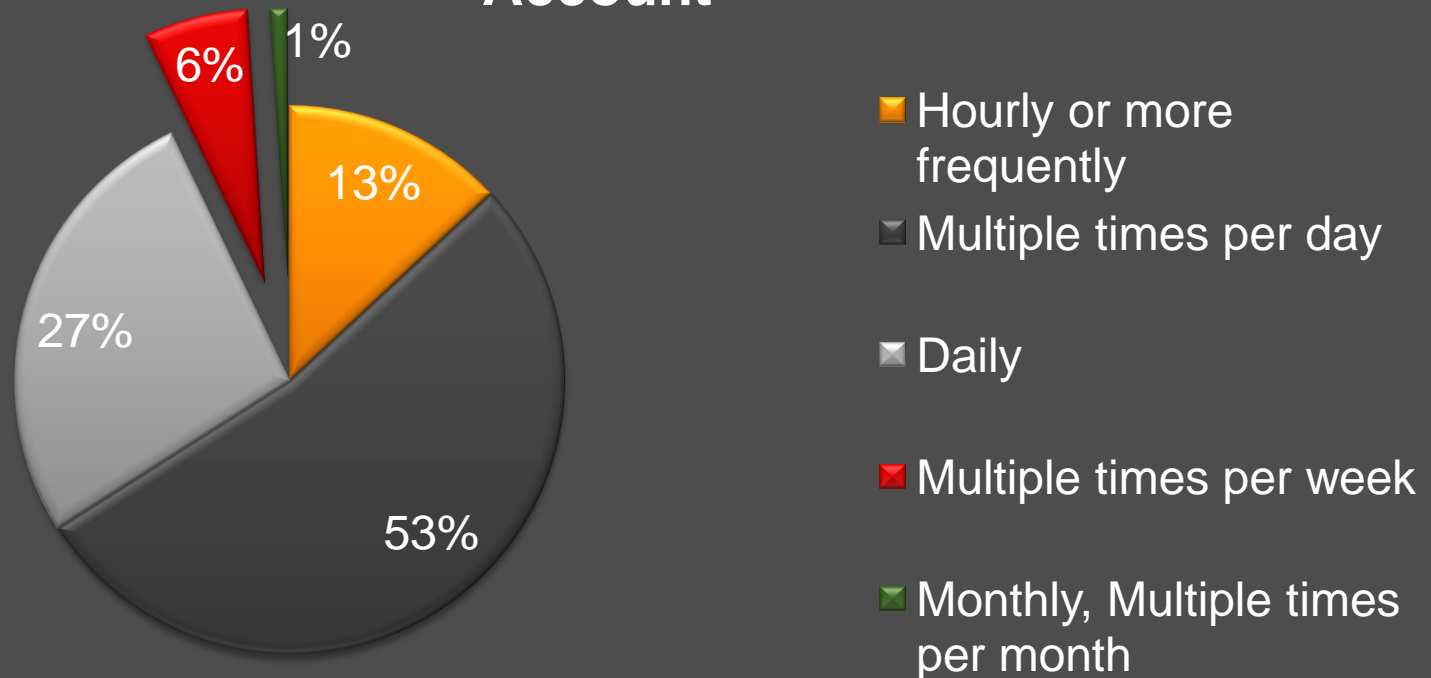
Question Asked: Would you purchase sponsored stories if you knew they were more effective than Facebook ads? (select one)

Source: The Relevancy Group LLC; Extolte Executive Survey, n=320 6/12, United States Only

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# Email Usage Remains A Persistent Daily Activity For US Consumers

## Frequency of Checking Primary Personal Email Account

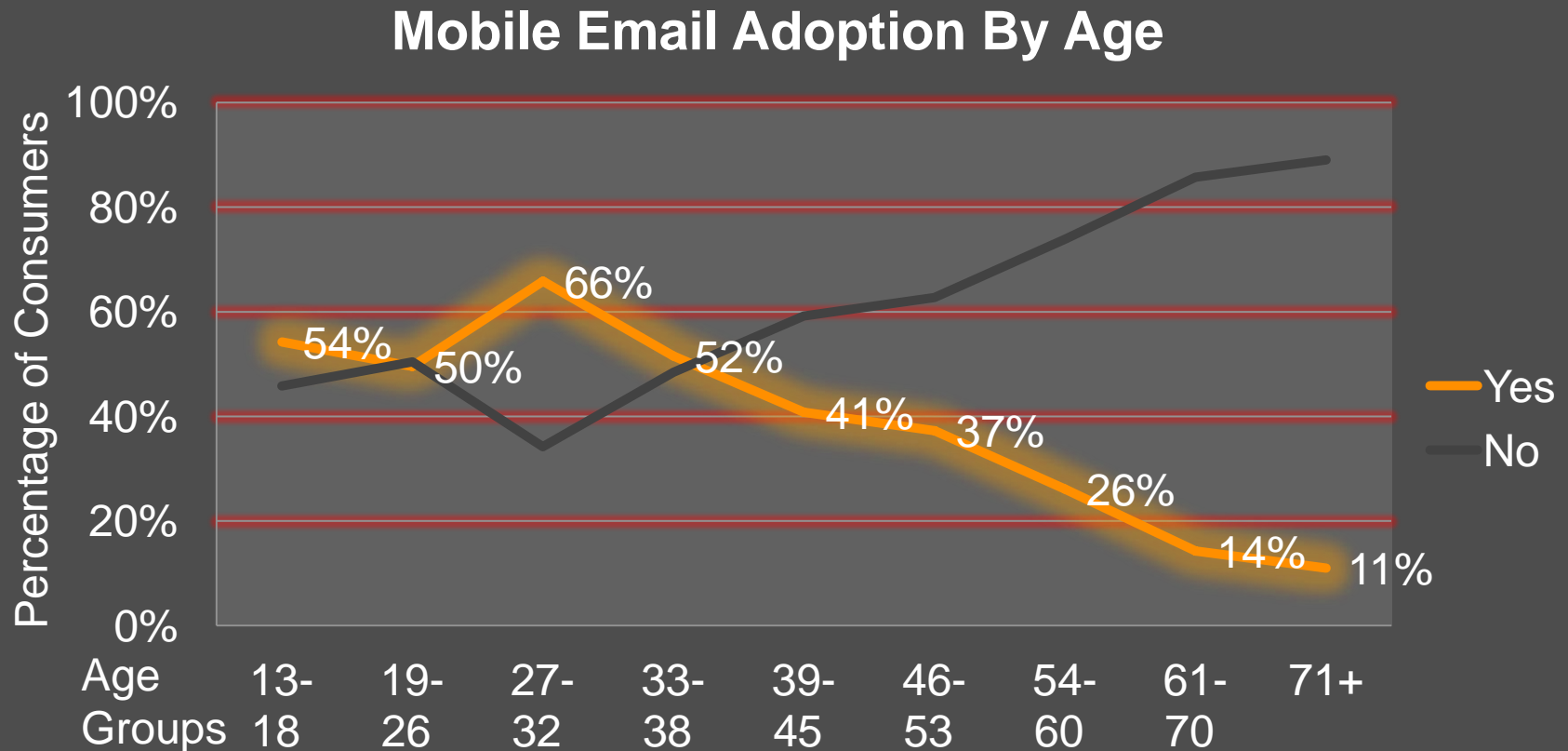


Question Asked: How often do you check your primary personal email account?  
(select one)

Source: The Relevancy Group Consumer Survey, n=1001 11/10, United States Online Consumers Ages 13+

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# Mobile Email Usage Soars Particularly Among Younger Consumers



Question Asked: Do you currently access one or more of your personal email accounts on a mobile device, such as a cell phone or smart phone? (select one)

Source: The Relevancy Group Consumer Survey, n=1001 11/10, United States Online Consumers Ages 13+

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# Impact on email

- Consumers spend on average 28 seconds reading an email\*
- Format for mobile, image sizes
- Test copy length, use of links
- Measurement of which devices subscribers are using to view your email
- Mobile formatted landing pages

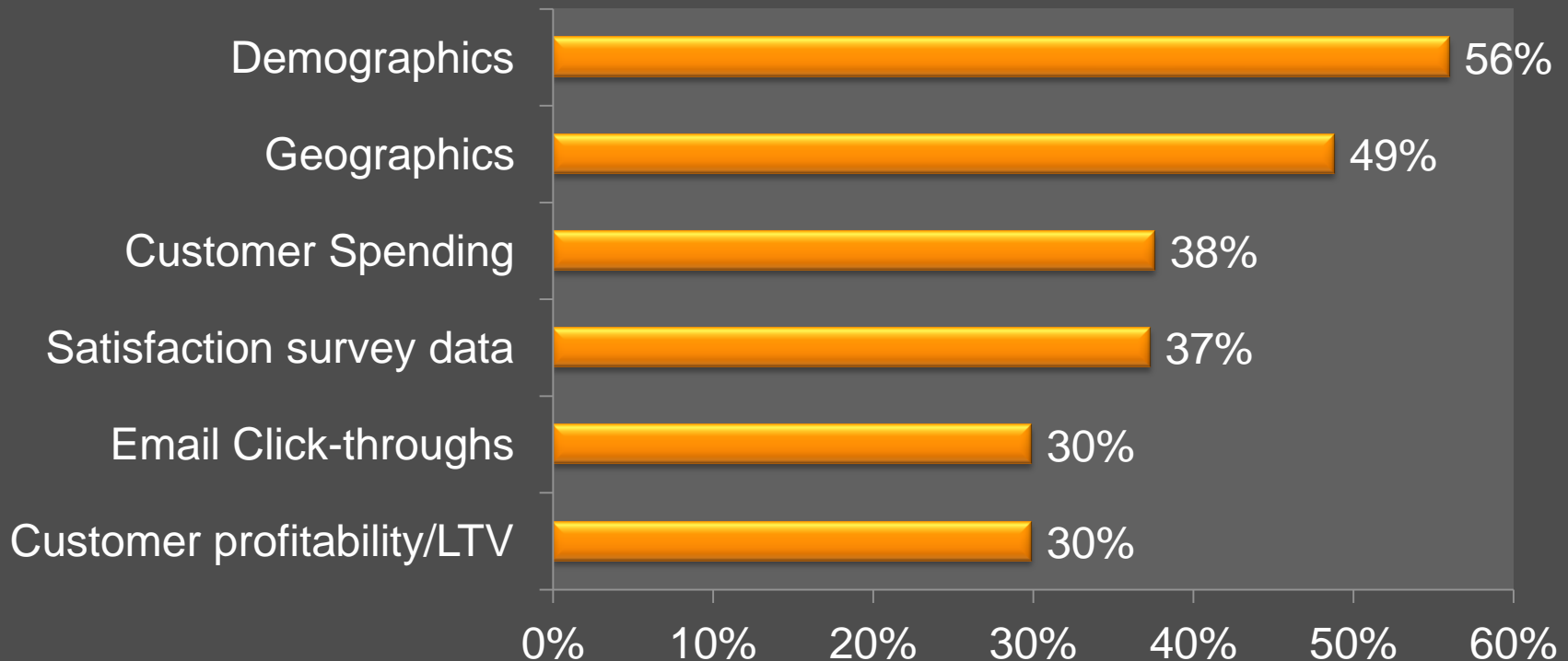


\*Source: Live Intent Email data

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# Majority of Marketers Still Missing Many Major Segmentation Opportunities

## Top Six Most Common Customer Segmentation/Targeting Attributes By Marketers –2012

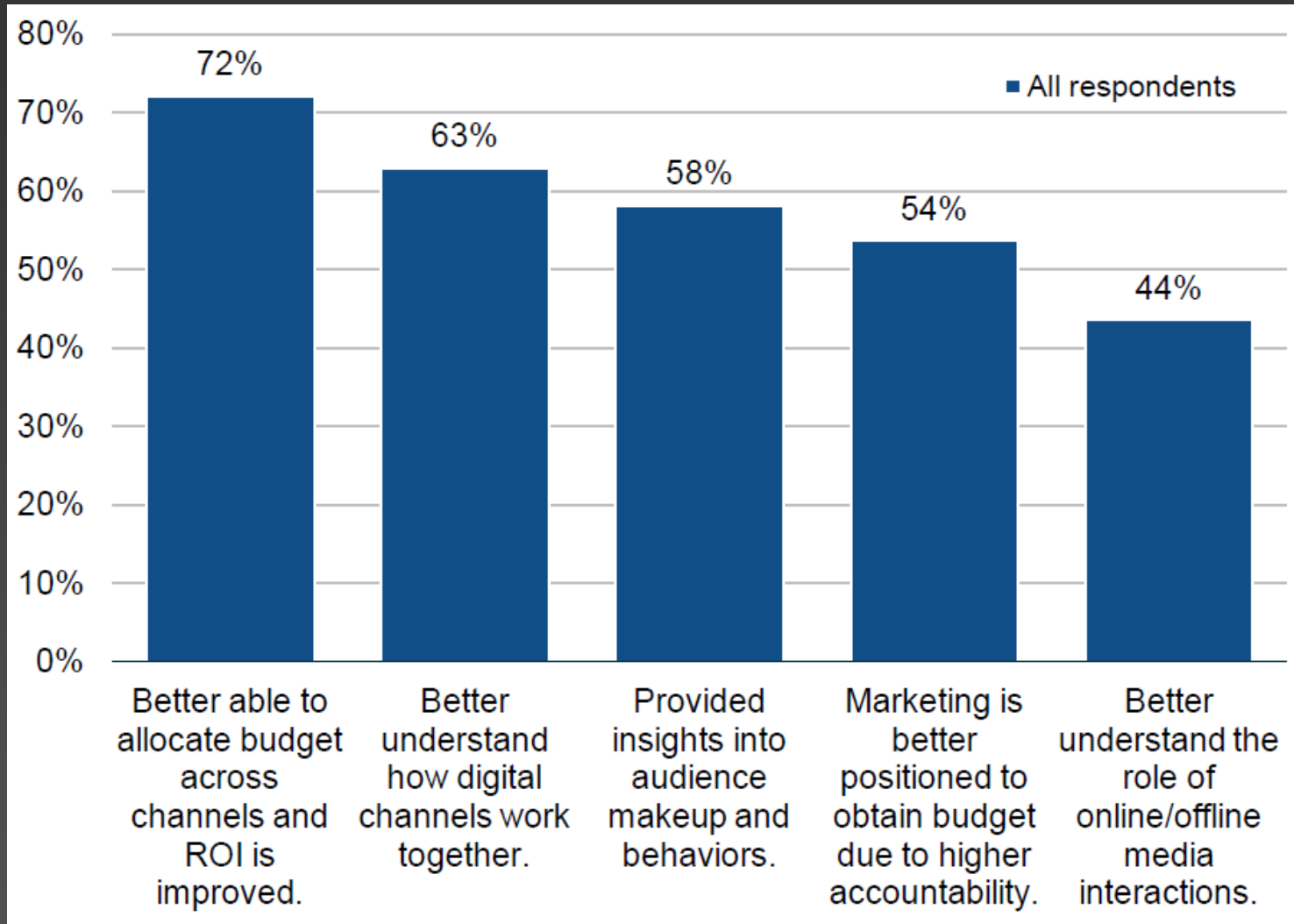


Question Asked: Which of the following customer data attributes has your company used to segment audiences for marketing campaigns within the last six months?  
(select all)

Source: The Relevancy Group Executive Survey, n=402 4/12, United States Only

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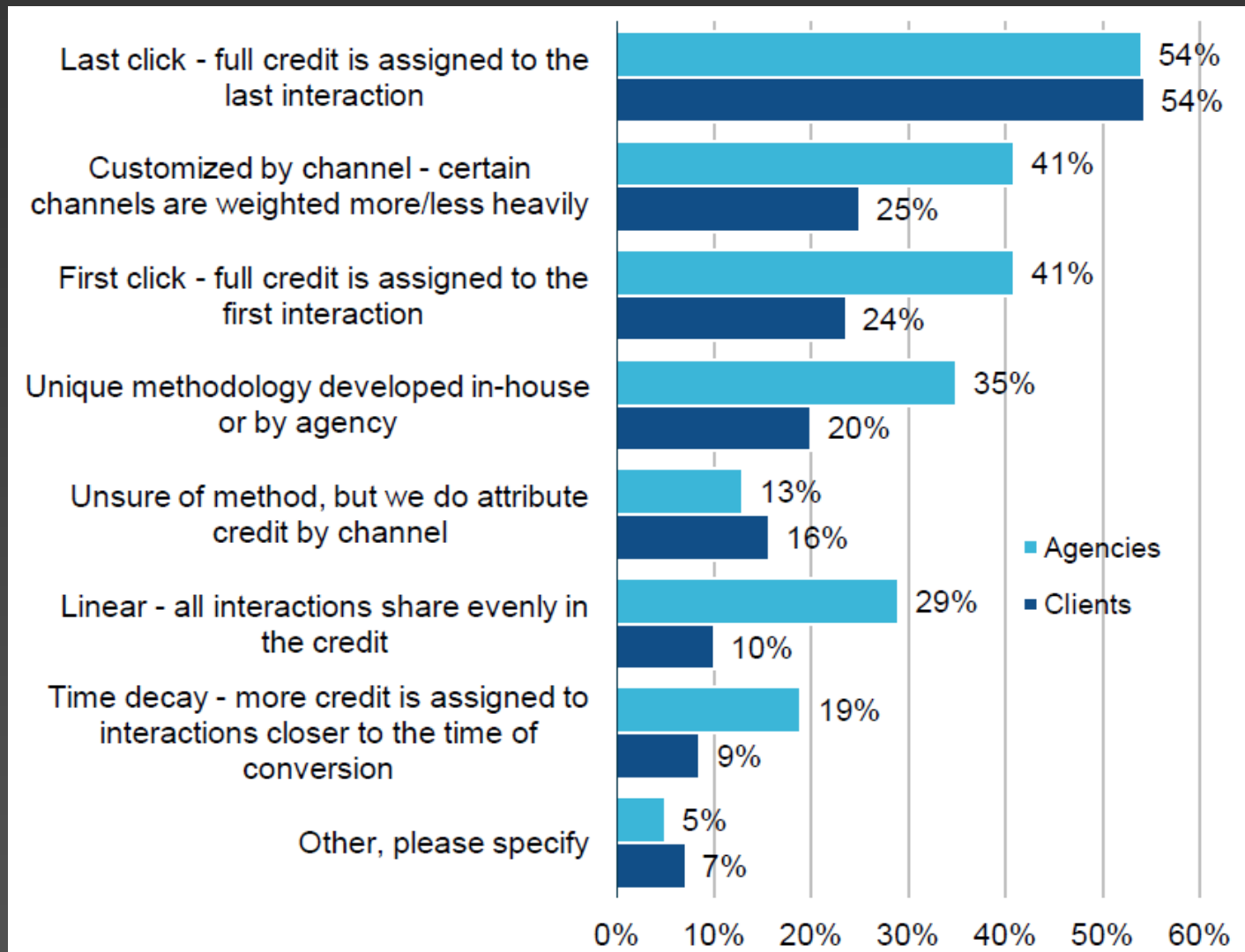
# Benefits of Attribution



Source: Google Analytics/eConsultancy n=401 2/12, United States Only

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# Most Common Methods of Attribution



This graphic breaks out the methods used by marketers and agencies to determine the value of individual channels and how they interoperate.

Source: Google Analytics/eConsultancy n=401 2/12, United States Only

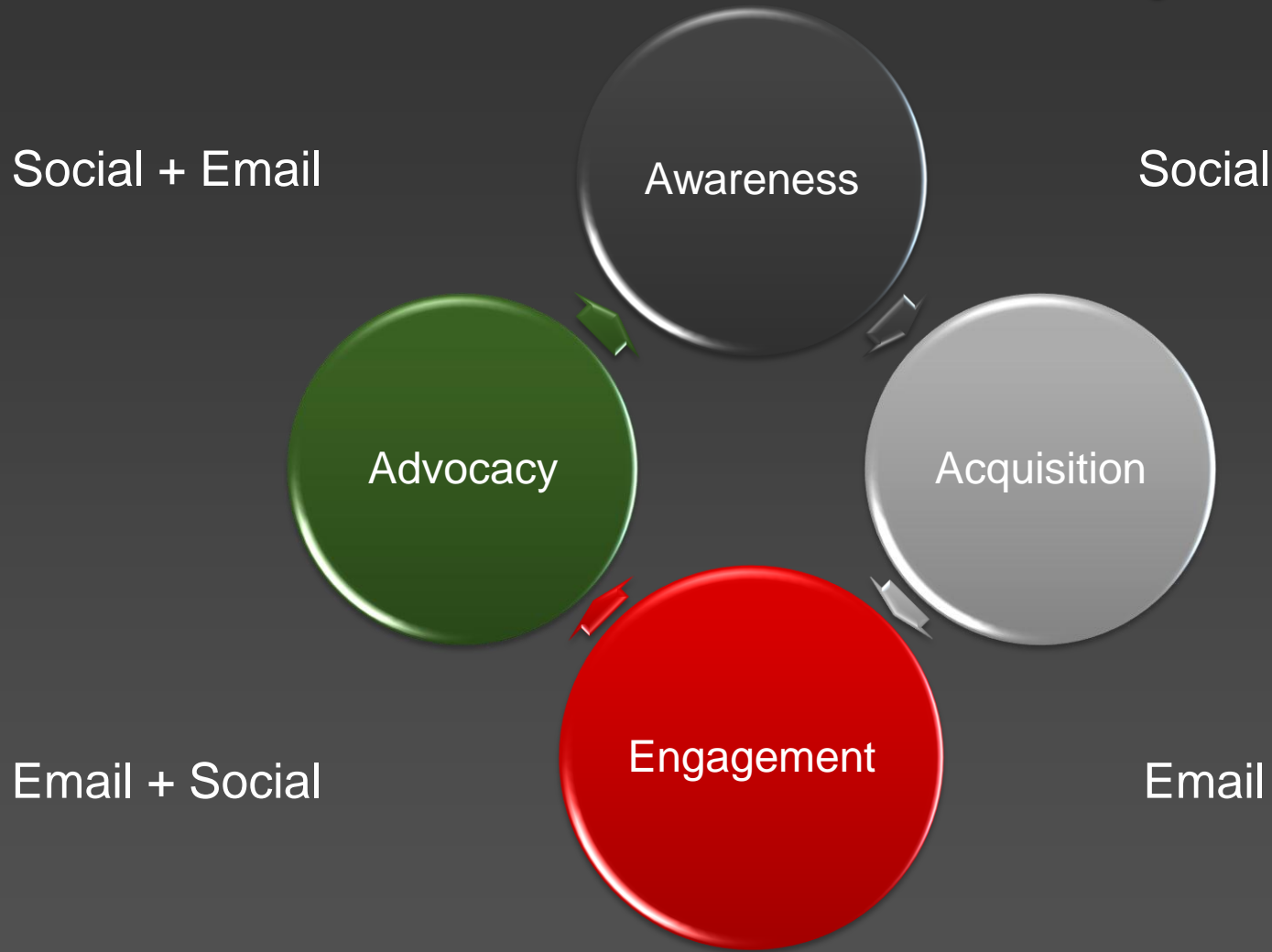
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# Summary

- The marketing organization must have common goals across all channels
- Email remains an influential channel but requires segmentation for optimization
- Use social channels in appropriate places across the customer lifecycle
- Leverage attribution models to recognize channel influence appropriately



# The Customer Lifecycle



# Questions?

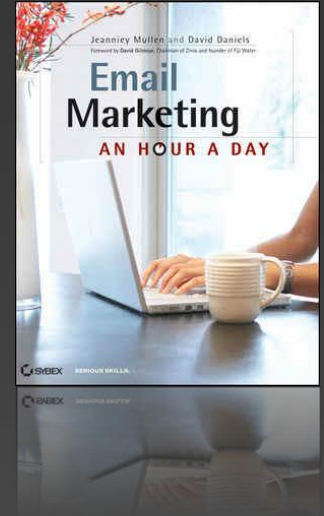
## The Relevancy Group

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The Relevancy Group on Twitter @relevancygroup



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