

The Secret To Managing Multichannel Marketing

December 4, 2013

A special thank you to:



Thank you for joining us – we will be starting at 2:00 PM ET/11:00 AM PT

If you are unable to hear music at this time, please make sure that your computer speakers are turned on and that your system has not been muted.

#TMGWebinar

Today's Speakers



Sandy Carter
General Manager
IBM



Esther Janssen
VP,
Marketing Performance Measurement
Citi Mortgage



Frances Barfoot
VP,
Commercial Strategic Marketing
and
Marketing Communications Manager
Chubb & Son

Moderator



Thorin McGee
Editor in Chief
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Tips for Webinar Attendees



- **Technical difficulties?** Let us know by using the “Q and A” box, or trouble-shoot by clicking the “Help” widget below

→ **Quick tip:** Common problems (like loss of sound and/or stall in the slides) can often be fixed by a quick refresh of your browser.

- **Have a question for today’s speaker?** Submit via the “Q and A” box
- Please **disable pop-up blockers**



- **See what this console can do!** Click on the “Tips for Attendees” widget for the complete rundown.

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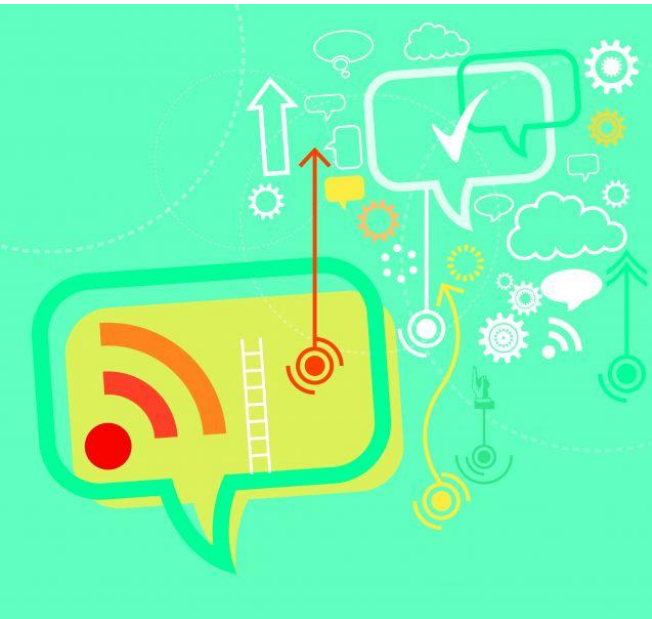
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Question #1

How is the customer changing?

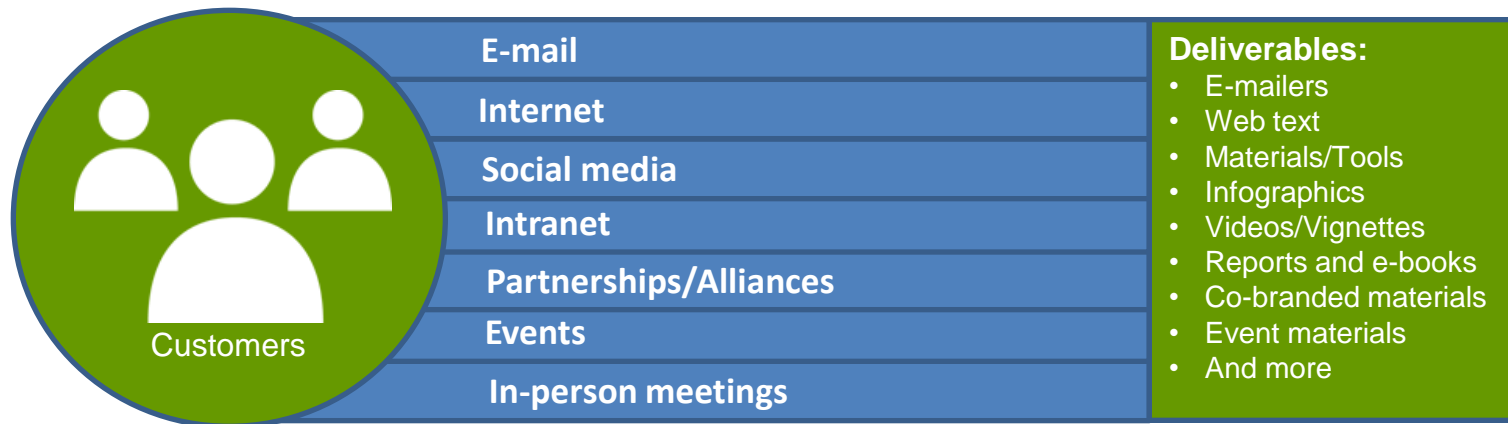
Generation C

From Brian Solis's *What's the Future of Business?*



- **Always Online:** Smartphones, tablets, ultraportable laptops ... Connected technology is always on them and they are always on it.
- **Always Social:** Connected time is spent talking to people online. They are an audience with an audience of audiences.
- **Any Age:** Gen C is defined by behavior, not age. Includes many Millennials, but also Gen X and Baby Boomers with connected lifestyle.

Integrated multi-channel marketing



Across all channels and materials: consistent, compelling messaging
optimized for each audience and channel

Question #2

How do you decide which channels to market in?

4

Personalization is the key to engaging individuals



83% of customers say they are more likely to do business with brands that allow them to personalize and control where, when and how they interact through their preferred channel combinations.

4

Customer profiles are used to personalize every aspect of the brand experience



High Value Executable Profiles

RT Interaction Data

- Digital Click-streams
- In-Person Dialogs
- Offer Responses

Attitudinal Data

- Opinions
- Preferences
- Social Media



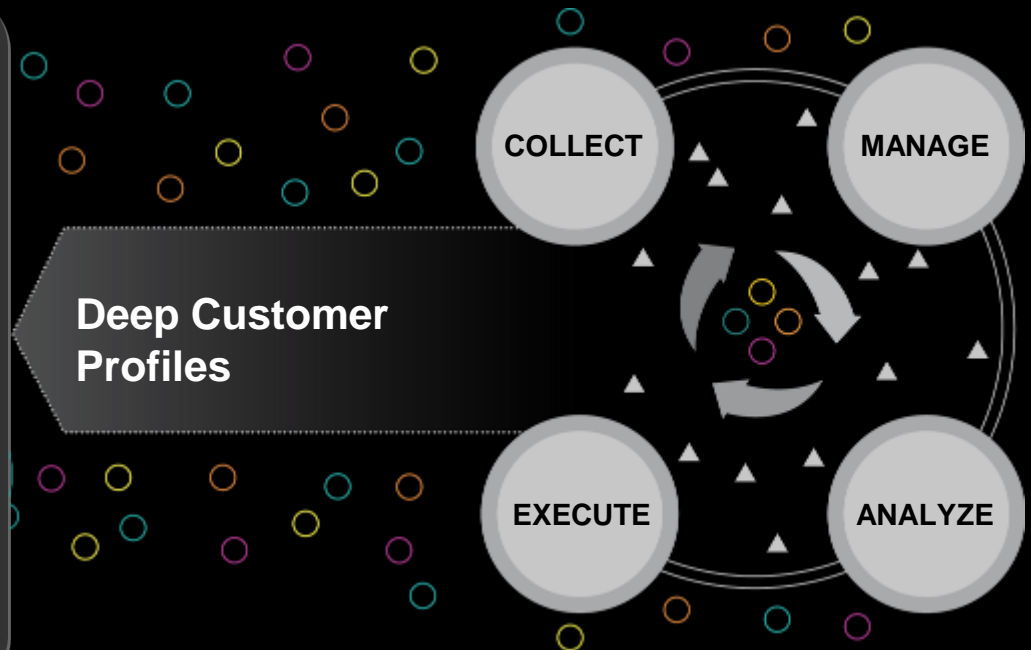
Behavioral Data

- Orders
- Transactions
- Usage History

Descriptive Data

- Attributes
- Self Declared Info
- Demographics

Deep Customer Profiles



Question #3

What are the most important elements of a multichannel marketing strategy?

Multichannel marketing execution



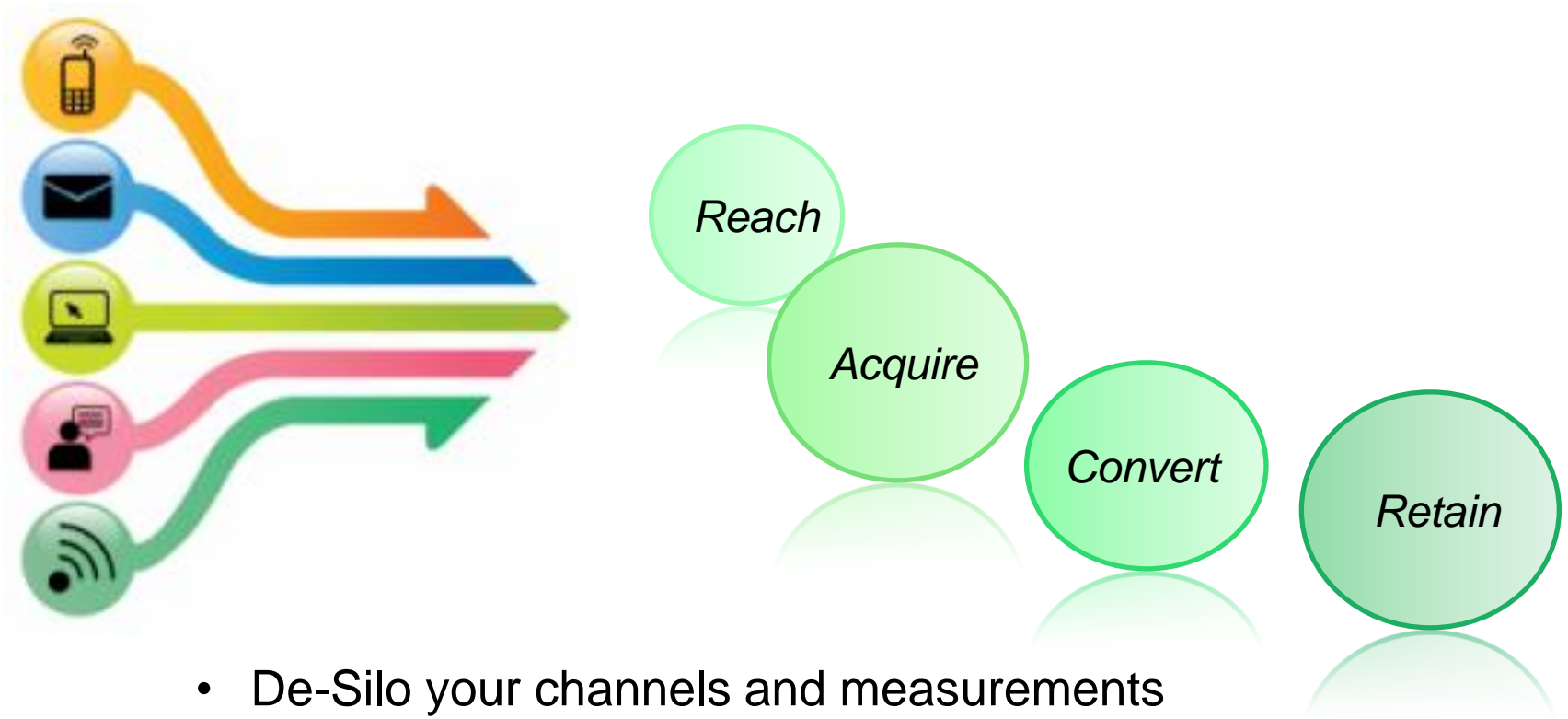
- Create consistent customer experiences
- Create and maintain a single view of the customer
- Establish a multichannel marketing platform



Question #4

How do you evaluate success or failure?

Metrics and the big picture



- De-Silo your channels and measurements
- Test touch points and control groups
- Attribution is key

Question #5

How do you allocate personnel and resources to the different channels?

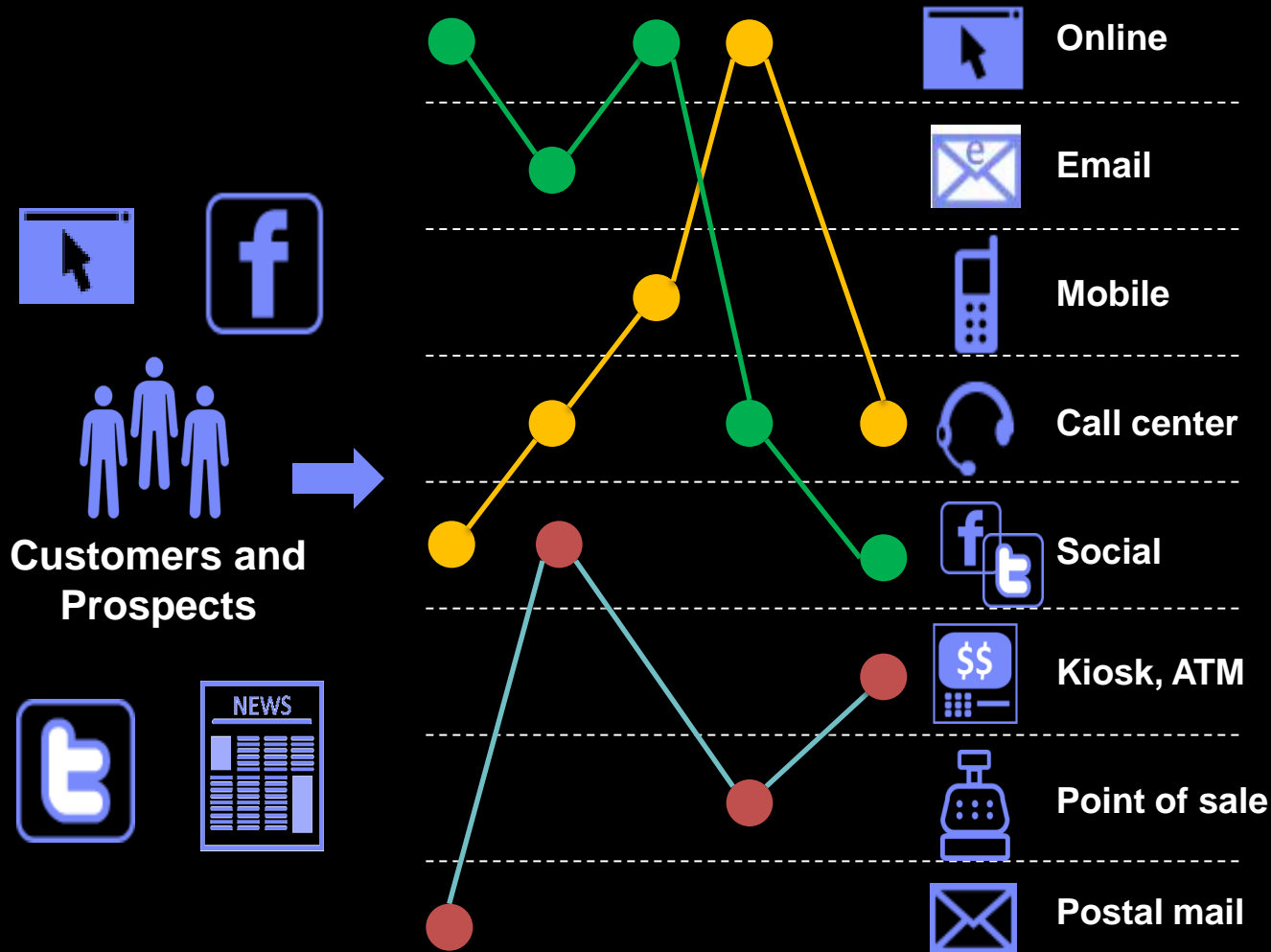
Generation C: connected and in control

140 million+
active Twitter users
each month

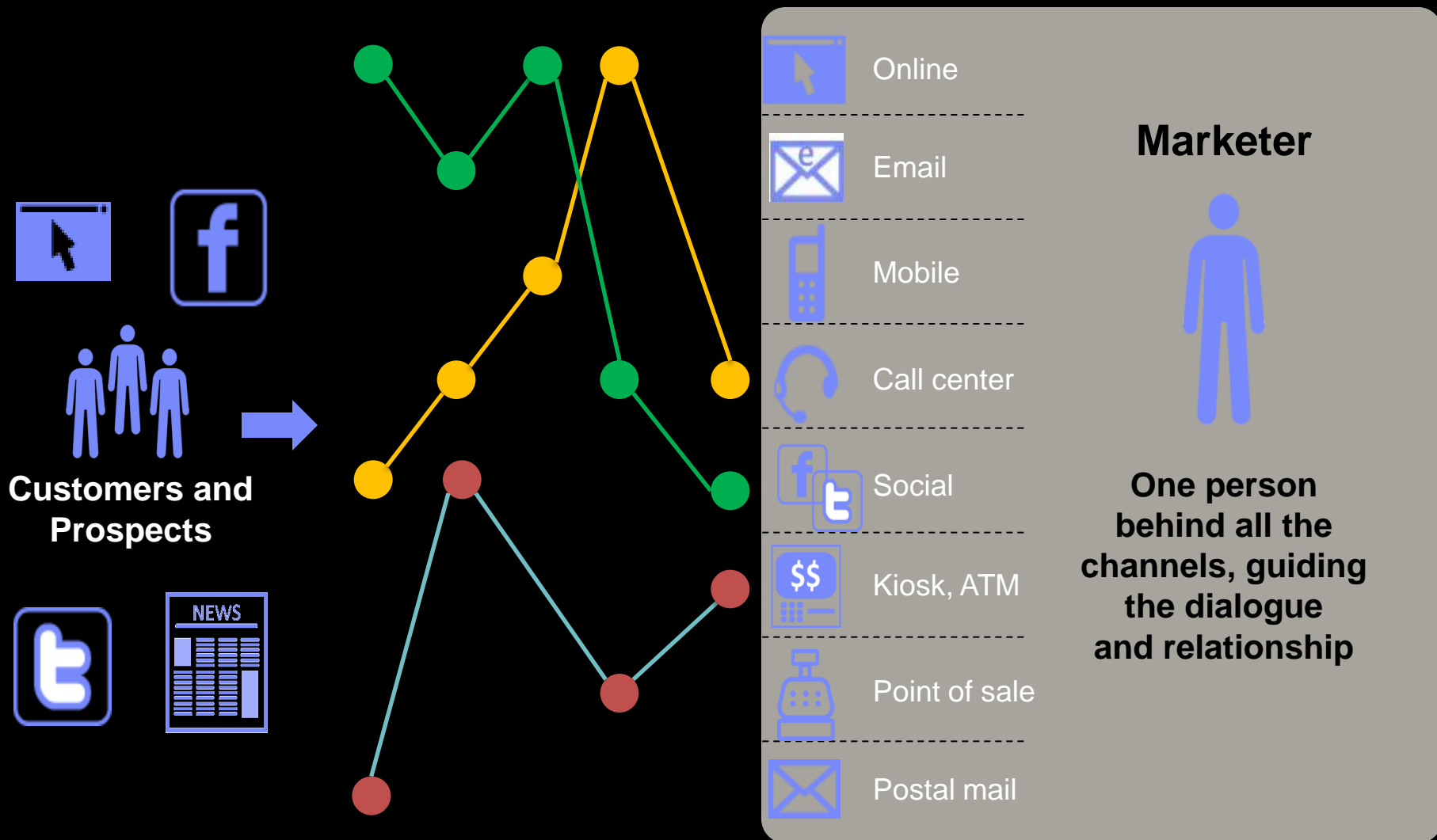


77% of B2B buyers check with peers before buying

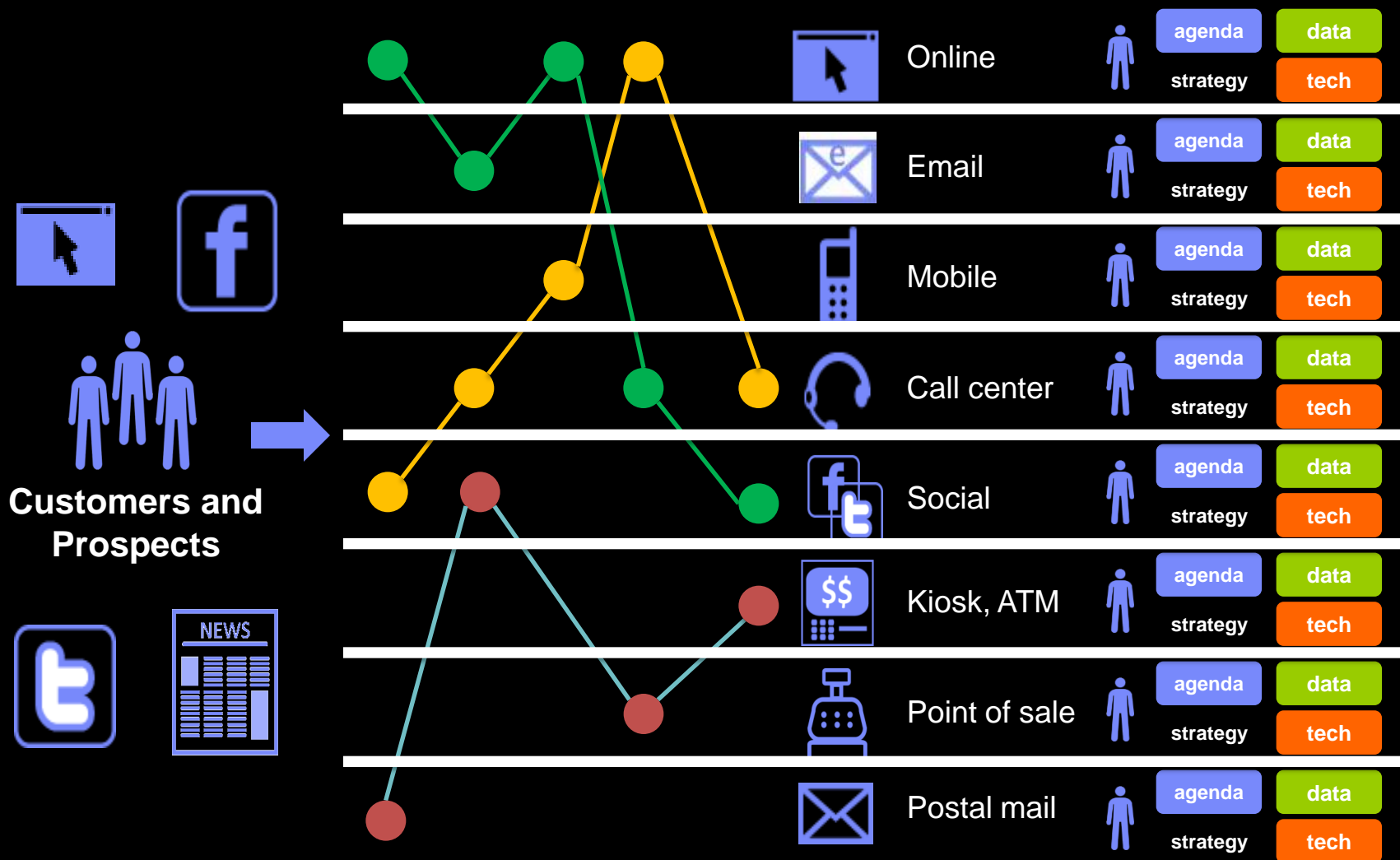
How the Generation C customer behaves



What the Generation C customer expects



What Generation C often experiences



Audience Question & Answer Session

If you haven't done so already, please take this time to submit questions to our speakers using the "Q&A" box on your console.

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Thank You

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