

Whitepaper

Is the future of your marketing integrated?



Mapping the future

Providing a seamless customer experience: while this was once a hazy ‘nice to have’ for brands, now it is an absolute requisite for marketplace survival – and an increasingly vital objective for marketers.

The term ‘multichannel’ has come to be the prevailing marketing buzzword in 2015. However, it’s more than just hype: a **2015 study by global research firm Gartner** posited that a multichannel strategy is the critical foundation for businesses to survive in the digital world.

The sophistication of consumer demands is constantly intensifying. Consumers now expect to interact with brands across multiple channels, in real-time, with a high level of responsiveness. Every step in the buying journey, from discovery to conversion and post-sales, must be optimised in a holistic, device-agnostic way.

In order to build a truly multichannel offering, brands must therefore take an integrated approach to all marketing efforts: measuring engagement and outcomes across all channels and touch points in the customer journey.

The right organisational structures and technological resources must be in place to enable constant analysis, and to help brands leverage demographic and behavioural data to create contextually relevant and personalised communications for driving conversions.

The **Cluetrain Manifesto**, published in 1999 by Rick Levine et al, examined the impact of the internet on marketing. The study concluded that businesses need to focus on challenging their competitors in delivering highly optimised communications, rather than necessarily competing on quality of product or engaging in first-to-the-bottom price battles.

The message is still pertinent over 15 years later, in a landscape where content has been hailed king and ad-blocking software threatens to put traditional modes of web advertising out of business.

Today’s marketers must navigate this shifting marketplace to deliver customer experiences that translate to increased revenue, market share and brand perception. This whitepaper is designed to arm marketers with insight into the trends and challenges that will shape integrated marketing strategy for years to come, and the solutions that will equip them for success.

Challenges for brands

The case for businesses to invest in integrated marketing strategies is clear. However, there are a number of challenges for brands to tackle in the current climate.



Cynical audiences

Talk of ‘ad blindness’ among consumers has been widespread for several years now, with **2013 research** from ad tech provider Infolinks typifying the difficulties faced by traditional display marketing tactics:

- Only 14% of respondents recalled the last display ad they saw and the company or product it promoted.
- Only 2.8% of respondents stated that they thought the ad they saw was relevant to them (despite innovations in targeting).
- Half of the users never click on online ads, while 35% click on less than five ads a month.

The issue of consumers proving increasingly averse to marketing is one that extends to brand trust. As shown in the chart to the right, only 13% of consumers surveyed in the Forrester report stated that they trust banner ads on websites, comparing unfavourably to trust ratings for traditional TV and radio ads (23% and 20% respectively).

“To what extent do you trust each of the following types of advertising/promotion?”

Information on websites of companies or brands

32 %

Sponsored search engine results (e.g. Google or Bing)

30 %

Ads in newspapers

24 %

Ads on TV

23 %

Ads in magazines

22 %

Ads on the radio

20 %

Emails from companies or brands

20 %

Posts by companies on social networking sites (e.g. Facebook or Twitter)

18 %

Information on mobile applications from companies or brands

16 %

Ads on websites (i.e. banners)

13 %

Text messages from companies or brands

12 %

Base: 61,104 US online adults (18+)

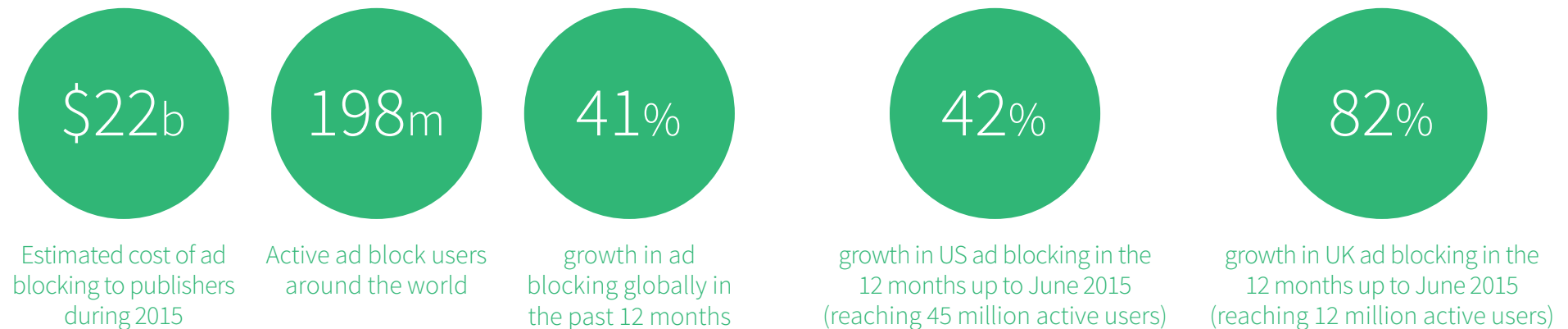
Source: North American Technologies® Online Benchmark Survey (Part 1), 2013

Interestingly, however, consumers are more likely to trust information on websites of companies or brands – illustrating an opportunity for businesses to engage in honest conversation with their audiences on their owned channels.

This becomes all the more critical when you consider the advent of widespread ad-blocking technology, widely publicised when Apple's iOS 9 update for the Safari browser included the facility to add on 'content blockers' designed to prevent users from being served ads

as they browse. Key statistics from the **2015 Ad Blocking Report** produced by PageFair and Adobe shown below.

The challenge is therefore for brands to implement a paradigm shift within business and marketing ideology. A shift away from high-spend acquisition-focused display tactics and towards retention-focused strategies (for example, content and social initiatives) that promote open dialogue across owned channels – and ultimately help to win back cynical, ad-fatigued audiences.



Data Overload

Measurement and analytics have become an integral part of the digital marketing cycle, especially when demonstrable ROI is necessary in many cases in order to secure budget – and as consumer insights are increasingly driving business decisions.

However, as demand for measurement (and subsequent analysis) has increased, so too have overheads: in any given campaign, marketers may be monitoring several different metrics, across various platforms and touch points, each with their own dashboards and outputs. This data then has to be analysed to produce meaningful insights that can influence strategy – making the role of intelligent data solutions all the more critical.

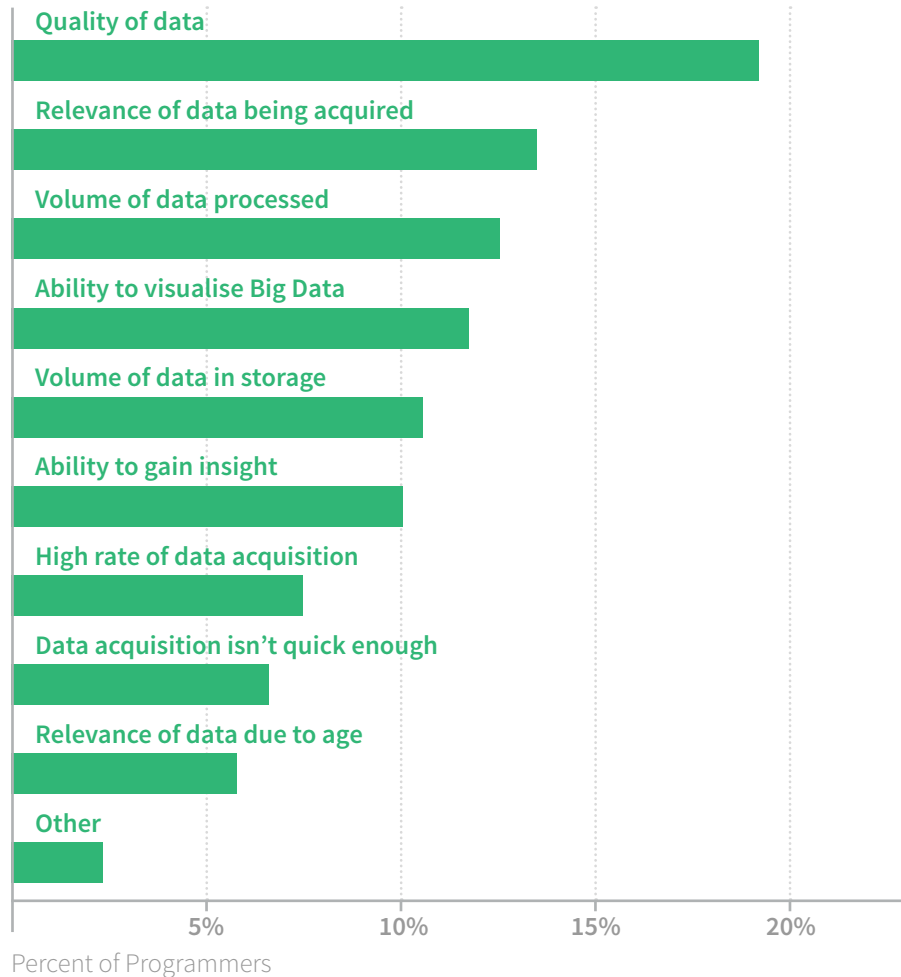
As the number of channels and devices consumers are using continues to proliferate, so the level of sophistication will need to rise. This is a problem that will only balloon in size. The result? An overflow of data with no means to aggregate the information and draw out the salient knowledge.

According to the **Big Data and Advanced Analytics Survey 2015**, Volume I by Evans Data Corporation, these concerns represent the most significant barriers to widespread implementation of big data within organisations, with quality of data (19.2%), relevance of data being acquired (13.5%), volume of data being processed (12.6%) and ability to adequately visualise big data (11.7%) flagged as the four biggest problem areas.

The underlying challenge for marketers is to move beyond the established 'big data' approach of consolidating information from several streams, and then parsing and interpreting it after the fact. Instead, focus on extracting live, real-time data insights that can be fed directly into interactions with consumers.

In short: a shift away from retrospective, downstream data analysis and towards constant, immediate reporting that enables businesses to communicate with a full contextual understanding of customers' needs, intentions and attitudes. Such a shift will only be possible through implementation of the right technological solutions.

What is the biggest problem related to the data you're working with?



Source: Big Data & Advanced Analytics Survey, Vol 1 © 2015 Evans Data Corp.

Out-dated business structures

Adapting to meet the demands of the digital age can be difficult for established corporate organisations, where processes and ways of working have been embedded for many years. In the past it was typical to have departments such as PR, marketing, social, digital and ecommerce working independently of each other.

Such organisational silos resulted in duplicated efforts, mixed messages communicated to customers across different channels, a lack of brand clarity and unity, and battles over areas of ownership. The problem is amplified when you factor in the presence of third-party providers, such as creative, advertising, content marketing and SEO agencies.

These difficulties are borne out in the **2015 APAC Digital Marketing Performance Dashboard** paper, which examines digital practices among marketers in organisations across the region. The report found that there is widespread fragmentation across businesses when it comes to defining the approach for articulating the brand vision.

- 24% admit that creativity and content development are managed as needed, on an ad hoc basis.
- 26% say that individual groups set a strategy and direction for themselves, albeit adhering to a strict brand standard.
- Only 4% feel they have a highly evolved creative engine fuelled by a unified creative vision that is embraced organisation-wide.
- 22% feel their organisation has a strong, defined vision internally but admit that this vision is far less aligned with external agencies and partners.

The challenge, therefore, is for businesses to bring about significant organisational change in order to facilitate true collaboration: ensuring all teams (including third-party providers) have access to the same assets, data, calendars and resources in order to deliver a unified, multichannel brand strategy.

Future trends

In addition to the challenges discussed above, a number of other trends are likely to influence the integrated marketing landscape, both in the immediate future and in the mid-to-long term.



Greater access to consumer insights: Internet of Things (IoT)

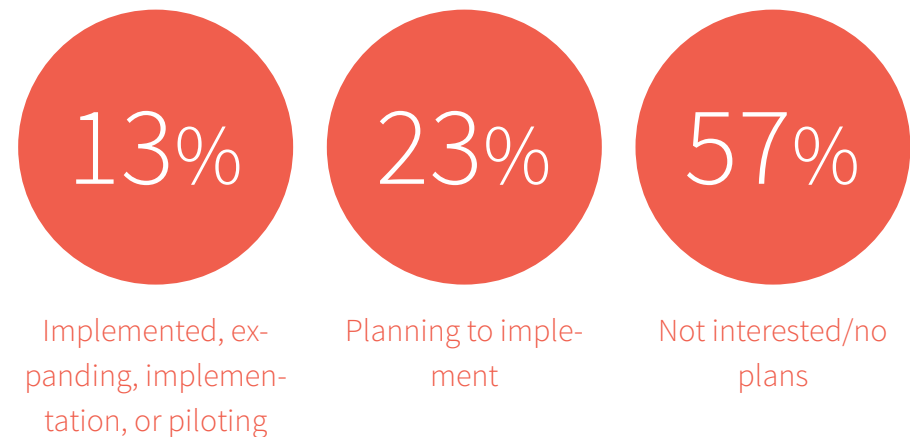
The Internet of Things (IoT) is set to become a huge area of focus for marketers across numerous industries in the coming years, and the potential for gathering consumer data through connected devices – and creating innovative multichannel customer journeys – is enormous.

Google has already thrown its might behind the cause with the \$3.2 billion acquisition of home automation company Nest Labs in 2014, and other significant players are taking notice.

At **Fortune's 2015 Global Forum event**, Cisco Executive Chairman John Chambers said he believes there will be around 500 billion devices connected to the internet by 2025, while also making the notable assertion that 40% of companies in attendance at the conference would not exist “in a meaningful way” in the next 10 years due to the rapid march of technological progress.

The chart opposite indicates that over a third of businesses have already, or are planning to, implement Machine to Machine or IoT solutions in the future.

“What are your firm’s plans to adopt machine-to-machine/Internet of Things solutions or applications?”



Base: 1,863 North American and European network and telecommunications decision-makers of companies with 20+ employees
Source: Forrsights Networks And Telecommunications Survey, Q1 2013

The IoT could even (and is already beginning to) mould the shape of modern cities: the WTM Trends Report 2015, in partnership with Euromonitor International, predicts that cities will increasingly experiment with smart technology to improve the visitor experience. In the UK, the city of Bristol has installed more than 200 beacons that provide relevant, location-based data to visitors via their smartphones, as part of the Smart City initiative.

Euromonitor head of travel Caroline Bremner asserts: “For tourists the IoT could bring real-time information on traffic and public transport, platforms to gather and distribute information about cities as well as efficient allocation of resources to boost sustainability.”

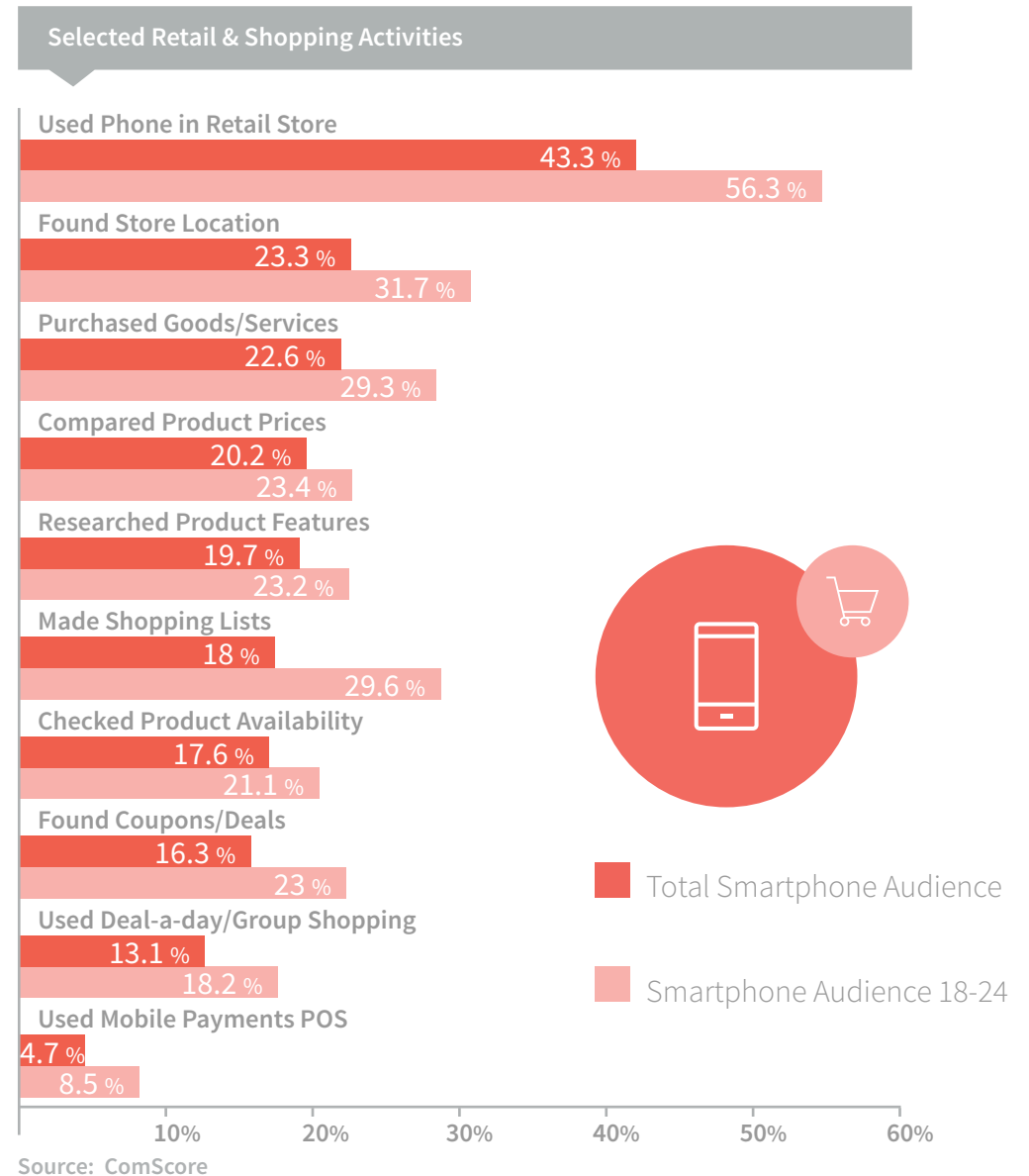


Mobile maturity: location-centric marketing

Historical trends indicate that mobile usage is only likely to increase in future – across everything from ecommerce to banking – making it all the more important for businesses to establish a clear mobile offering.

This goes beyond simply ensuring websites are correctly mobile-optimised (although this should be a key focus for any business keen to stay on the right side of Google's colloquially dubbed 2015 'Mobilegeddon' update) and extends to the very core of the customer experience. **According to comScore**, 43.3% of UK smartphone users have used their device in a retail store – a behaviour known as 'showrooming'.

This presents an excellent opportunity for retail brands (and indeed, any business with a physical customer-facing location) to capture data on user behaviour and seize the chance to engage the customer, help facilitate their purchase journey and nudge them towards conversion.



Gartner's 2015 Top 10 marketing processes report asserts that the next big mobile-related frontier for marketers will be to fully leverage these in-store opportunities through smart technology such as:



Augmented reality – enabling customers to visualise products in their homes, for example.

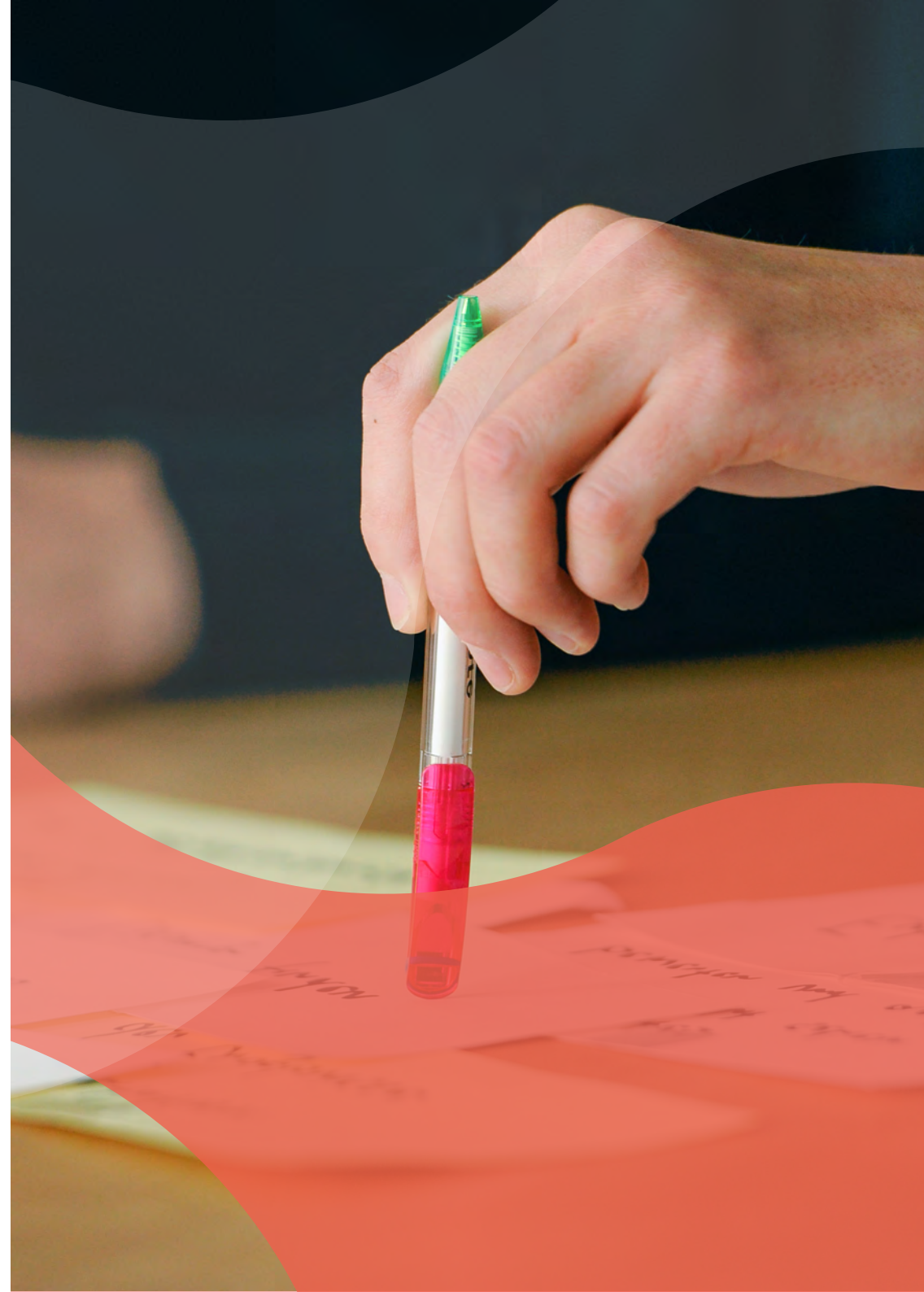


Geofencing – a system alerting administrators that a user/device has entered a particular location, such as a store or shopping centre, enabling marketers to target users with relevant, timely offers or promotions, for example.



Beacons – Bluetooth-enabled sensor devices that can track in-store user behaviour (for example, how long a customer stands in front of a particular display) as well as sending targeted push notifications to the user's smartphone.

It is through these cutting-edge data-informed tactics that many brands will be able to boost their inbound marketing efforts, delivering timelier and more relevant messages to customers – thereby making the most of opportunities to cross-sell, increase average order value and reduce churn and basket abandonment.



The next frontier: Wearable goes mainstream

All signs point to the increasing penetration of wearable technology worldwide, particularly in the fitness tracker category but also extending to smartwatches and other devices. Sales of the Fitbit almost trebled from around \$152.9m in Q3 2014 to \$409.3m in Q3 2015, and the market is predicted to grow massively over the next five years.

According to CCS Insight's Wearables Forecast, Worldwide, 2015-2019, approximately 245 million wearable devices (incorporating smartwatches, fitness trackers, augmented and virtual reality headsets and wearable cameras) are expected to ship in 2019, in comparison to 84 million units in 2015. The market is also predicted to be worth \$25 billion in 2019, compared to today's \$15 billion.

Ben Wood, CCS Insight's Chief of Research, reflected on the forecast: "As we predicted, consumer awareness of wearables in key markets like China, the US and UK has gone sky-high in 2015. We believe this can be attributed to what we are calling the 'Apple Watch effect' as well as the growing success of brands such as Fitbit in the US and Xiaomi in China."

The advent of mainstream wearable usage will have significant implications for marketers across many industries, as businesses grapple

with identifying authentic use cases and how best to incorporate this new channel into the customer journey.

Unsurprisingly, Amazon has already risen to this challenge with the release of the Amazon Shopping app for Android Wear watches, which enables users to employ voice commands (an integral part of smartwatch usability) to search for items and add them to their Wish List, while using one-click ordering to have purchases shipped immediately.

Over in the travel industry, Hotels.com has proven itself an early leader with its Android-compatible Reservation app, which ensures that smartwatch users who book a room on the Hotels.com mobile app receive a 2pm check-in notification on their smartwatch, with the ability to view an image of the hotel, its address, a map and full reservation details on their wearable device displays.

This execution demonstrates savvy insight into the use case (a need for travel reminders and easily accessible information while on-the-go) as well as smart cross-device interplay between the mobile and wearable channels.

Adapt to survive: Organisational change

As discussed above, the persistence of out-dated business structures is very much a current issue, but one that will inevitably wane in future as companies either adapt to survive or slide into extinction.

In a highly competitive landscape where an integrated communications strategy is key to success, the 'old' way of working (with disjointed departments working on similar marketing functions) will become obsolete as businesses make significant organisational changes, facilitated by technological advances and improved access to intelligent data.

We are already beginning to see this shift in the evolving role of the CMO, explored in Vivaldi Partners' 2014 'Evolution and Revolution at Work' paper. The paper observes that CMOs are facing a power shift from "selectively informed consumers" to "consumers 'armed to their teeth' with information and choice", which is leading to a more authentic, consumer-driven approach to storytelling.

Likewise, channel-centric planning is being replaced by consumer-centric planning as the "old parameters" of media planning

become increasingly ill-fitted to a world where consumers expect to interact with brands in real-time across multiple touch points. Today's CMOs are now expected to lead a multi-disciplinary team that runs the gamut of technology, digital, social, CRM, sales operations and strategic talent.

As Stacy Martinet, CMO at Mashable, remarks: **"The traditional marketing mix is extinct. Traditionally, owned and earned were very separate from marketing and didn't always report to the CMO. Now we know they need to work together, more than ever, because the boundaries online are more fluid."**

Former CMO at Las Vegas Sands Corp, Rom Hendler, echoes Martinet's stance on marketing fluidity, highlighting the importance of breaking down departmental barriers and instead pursuing a holistic, data-driven approach: "From the sequential model (do research – then design campaign) we have shifted to a fluid, dynamic marketing model: learn about consumers constantly, update approach in real-time and let consumers shape it."

Identifying solutions

We believe that, in order to navigate the challenges presented by the age of digital transformation and keep up with the pace of change, businesses need to be powered by scalable technology.



Access to always-on insight

This technology should have the capability to integrate with a variety of input systems (from web analytics to CRM platforms and social dashboards) to provide organisation-wide access to real-time data. This data can inform both long-term strategic analysis as well as day-to-day (or indeed, minute-to-minute) insights to feed into all customer interactions.

Having this type of solution in place is absolutely key to crafting smarter customer journeys, fostering an integrated, agile culture, moving towards highly relevant and personalised communications, and ultimately measuring and analysing the effectiveness of all activity to demonstrate ROI.

Slick production

This technology should also act as a central repository for all brand assets, content and tools and facilitate the management and delivery of content to all output channels, whether digital or analogue. This will enable marketers to streamline logistical processes: making it easy to manage sign-off and feedback from multiple stakeholders and quickly locate resources and assets – meaning less duplication of work, smarter repurposing of content for use across multiple channels, and tangible time and cost savings.



censhare: future-proof solution provider

censhare is the integrated software solution that enables businesses to fully optimise their communications capabilities, including all marketing output, campaigns, tactics, channels and interactions – engaging their customers via a wealth of digital and analogue touch points, informed by a constant flow of intelligent real-time data.

As a solution designed for non-technical users, the intuitive censhare interface enables all stakeholders to shape and design inspiring customer experiences across the entire communication lifecycle.

Accessible from any device or location at all times, censhare now serves clients across the globe, spanning virtually all industries, sectors and company sizes.



“We regard censhare as our central platform that we will use to control and steer all of our marketing content in future.”

Christian J. Geiger
Head of Corporate Marketing
Communication

Endress+Hauser 

“In marketing, censhare has brought us extreme increases in efficiency and with that also falling costs.”

Matthias Wesselmann
Former Head of Group
Marketing & Communication

vitra.

“censhare for us means integration. People, projects and processes merge into a network with censhare.”

Roger Wyss
Head of Product Documentation

 **GEBERIT**

“censhare has been, and remains the sole solution throughout the market that combines all modules we are in need of in one single system.”

Alessandro Bonin
Vice President Logistics

 **Swiss Re**

“censhare has been very positively received because it is bringing order and clarity to what can look like chaos with so much work going through.”

Bronwen Edwards
Marketing Operations Director

dyson

“You can not automate communication and advertising. But you can standardize the processes that underlie creation!”

Ralf Menikheim
Head of Handling

McCANN

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