

DELIVER THE BEST OF YOUR BRAND

How Modern Marketing Works for You

Delivering a Superior Brand Experience



Modern Marketers know their customers expect experiences that will blow their minds. Customers are tech savvy, on the move, and want to interact with your brand on their terms. This means wherever, whenever, and however they want.

It's the job of today's marketers to deliver cross-channel experiences that are personalized, relevant, and timely. When you engage your customers on their terms you create the long-lasting relationships that your business and brand need to drive loyalty and advocacy.

Here's the good news. It's now possible thanks to the boom of marketing technology solutions. In the last five years the amount of marketing technology options has skyrocketed from just 150 solutions to more than 4,000. This can only mean one thing: marketing technology is here, rapidly being adopted, and proving its value every day.

The question is: How can you use technology to deliver the best of your brand for your customers? It all starts with customer experience.

Understanding Customer Experience



Modern Marketers need to begin by understanding today's customer experience. The definition of customer experience has broadened from its older siblings, customer service or customer engagement. Now it's about a complete and holistic experience, and not one-off service resolutions or web transactions.

Yesterday's customers were happy when you did a good job in those one-off interactions. And sometimes that was all you needed to do to get a loyal customer—provide one good interaction over one channel. But today's customers demand more than that. When they connect with your brand—and that's wherever and whenever they want—they need it to be memorable and delightful. Only then will they keep coming back.

To do this you need to be sure you have connected all the possible channels for customer interaction. But customer experience is more than just connecting your channels to assure a seamless experience. Now it's about knowing your customers and anticipating what they want from you. The question is how.

Using Data and Analytics



To truly know customers and understand them, marketers are turning to data aggregation and analytics—and it's an experience changer. They are finally delivering on the promise of managing the customer relationship. Only it's marketing—not sales—that's leading the way.

In the past, simply getting the data was a big deal. A monthly report that pulled information and trends on behaviors allowed you to review what had happened and use that information to influence the next campaign you rolled out. But the sophistication levels have risen.

Advanced data management solutions can provide real-time data for immediate campaign optimization and triggers. Now marketers can tie anonymous audience data with known customer data across channels and devices to offer the most complete and connected customer profile.

This is the ultimate tool in responsive, personalized marketing. The most advanced Modern Marketers are even using predictive analytics to create scenarios that anticipate customer behaviors and proactively address them.

Making the Most of Technology



Embracing technology is essential. And there are various tools that help deliver the brand experiences Modern Marketers seek to create. Tools exist for almost everything—from automation, social monitoring, and content management to data management, optimization, and cross-channel marketing.

The most prominent channel among customers today is mobile. Marketers need to make interactions on this channel a priority. Today, over 70% of the US population uses smartphones and more than 59% of them expect you to make your website mobile-friendly. Marketers need to learn to maximize interactions on this channel in order to reach their customers anywhere and everywhere.

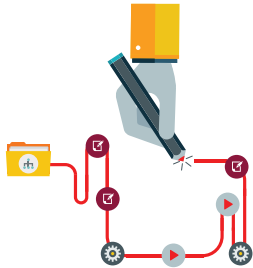
While you're ramping up and expanding your current marketing technology stack be sure to pay attention to technology trends that may influence how your customers want to interact with you in the future.

With technology there is often no limit to how customer experiences can occur. Customer behavior is extending to include sensors, wearables, and wayfinding where interactions extend across locations.

According to Forrester Research, "Customers' interactions with a company move beyond the mouse to interactions that involve gesture, eye tracking, enhanced haptics, and audio, their experiences are not only omnichannel but also multisensory."

To meet customer demand for all these types of interactions, Modern Marketers will need to rethink the design and execution of their campaigns.

Getting There



There is no doubt that to be successful in the current state of marketing requires the use of innovative technology. And there are plenty of technology options now, with more arriving every day. Don't let the vast amounts of marketing technology intimidate you. Determine your priorities and then dig a little deeper to learn more about what the technologies can do for you.

It's clear you need your channels connected in order to deliver the best customer experience. But marketers should be spending their time innovating—not integrating technology.

Be sure to evaluate technology that is part of an open platform or ecosystem and readily able to integrate capabilities across different toolsets. When you have the most robust, integrated, and best in class tools, then you are able to focus on creating the most unique and rewarding experiences for your customers and deliver the best of your brand.

It's time to meet the expectations of customers while growing revenue. Rely on expertise and solutions that marketers love and IT trusts. See how Modern Marketing works with the Oracle Marketing Cloud.

Visit oracle.com/marketingcloud to start your journey to Modern Marketing today.