

THE DEFINITIVE GUIDE TO

MODERN MARKETING

CONNECTING WITH TODAY'S CUSTOMERS
TO DRIVE BRAND AND BUSINESS RESULTS.

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There's no question that marketing has changed since the days of big advertising on Madison Ave. What we do, how we do it, and even who we do it for has been shaped by technology and a constant state of connectedness.

Our audiences are more informed, more sophisticated, and, in some cases, more skeptical. This has forced us to adopt a whole new methodology. One that puts customer connections above all else in order to drive business results. One we at Olive like to call Modern Marketing.

But what does this mean? It's not about eschewing print for digital. It's more than embracing new technologies. It's not even solely centered around espousing the latest trends. It's a holistic philosophy that connects brands with their real-world customers.

We could sum it all up in a Don Draper-style existential speech, but straightforward explanations backed by real numbers and actionable next steps are more reflective of the Modern Marketing flavor.



1

MODERN MARKETING

ELEVATES CUSTOMERS' BRAND EXPERIENCES AT EVERY TOUCHPOINT

Modern customers of both the B2B and B2C variety are a sophisticated animal. They have high expectations when it comes to brand experience. ([We can thank Apple for that.](#)) These elevated expectations impact more than the technical user experience of interactive exchanges like websites and applications. Yes, users expect to be able to switch effortlessly between desktop and mobile when interacting with your site, but every touchpoint should also speak to the value of your brand, establish trust, and tell a cohesive story.

“The main goal is not to complicate the already difficult life of the consumer.”

Raymond Loewy



WE DO MEAN *EVERY* TOUCHPOINT.

Salesforce estimates that an individual will encounter [6-8 touches](#)¹ before converting to a qualified lead. That includes websites, social media, emails, presentations, brochures, ads, and everything in between. Your customers expect seamless transitions between every last one of them.

In fact, [60 percent of Millennial customers](#)²—the ones who will shape the marketing landscape for the next 20 to 40 years—expect a consistent brand experience across all channels.

¹ Glynn, Fergal. “It Takes 6 to 8 Touches to Generate a Viable Sales Lead. Here’s Why.” Web blog post. *Salesforce Blog*. April 16, 2015.

² Syme, Chris Millennials Expect a Consistent Brand Experience Everywhere. Web blog post. *Social Media Today*. July 17, 2014.

³ Pulido, Alfonso; Stone, Dorian; and Strevel, John. “The three Cs of customer satisfaction: Consistency, consistency, consistency.” Web blog post. *Mckinsey & Company*. April 2014.



MAXIMIZING CUSTOMER JOURNEY SATISFACTION INCREASES REVENUE BY 15%.³

[view source](#)








HOW TO DO IT

Staying true to this maxim can prove unwieldy, especially as your brand grows, but the further you expand your reach, the more important it will be to maintain an elevated experience across each touchpoint along the customer journey.

Work with your design, development, and content teams to button up your visual identity and voice. Put clear, meticulous rules in place to guide everyone who represents your brand. Every member of your team, from sales to customer service to marketing, should act as a brand ambassador to ensure you deliver a consistent, impactful experience every time your customer interacts with your brand.



CHECKLIST

	Establish a set of guidelines for your visual brand identity.
	Develop a brand voice and guideline document.
	Distribute guideline documents and conduct brand training for everyone who touches your brand.
	Review existing collateral with current brand guidelines in mind, including print, web, social, signage, etc.
	Update any marketing that does not accurately reflect your brand.
	Lockdown as many areas as possible (e.g., flagship brochures, key areas of your site, social profile images) to ensure your brand stays intact.
	Spot check living channels (e.g., blog, social, newsletters) on a regular basis to ensure brand voice/identity is maintained.

2

MODERN MARKETING

BUILDS PERSONALIZED CONNECTIONS WITH INDIVIDUALS

The sophisticated expectations of the modern customer don't end with a consistent brand experience. That experience must also be tailored to them. Not as a vague demographic group, but as individuals. To achieve that level of personalization, you must develop a deep understanding of your customer. What are their desires, challenges, pain points, hopes, dreams, favorite colors? The deeper you get, the better you can shape their brand experience.

“Make the customer the hero of your story.”

Ann Handley, Chief Content Officer, MarketingProfs

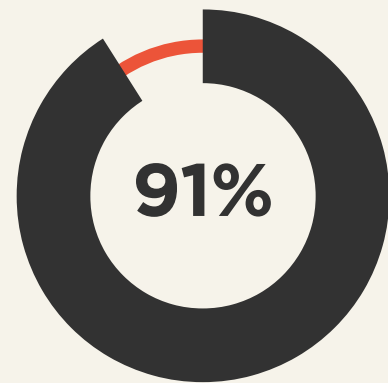


This rounding out of your customer takes effort, but [94 percent of marketers](#)⁴ know it's worth it. To the tune of a [19 percent average](#)⁵ boost in sales. It's why Modern Marketers commit time and budget to research, persona development, technology, and ongoing analysis. These pieces help us develop and refine our understanding of the individual, so we can implement highly personalized creative that connects directly with Tom the avid runner in HR, Susan the guitar-playing teacher, or Erik the CEO and jam enthusiast.

⁴ Jacob, Sherice. "How Online Personalization Can Create Compelling Customer Experiences and Build a Better Business." Web blog post. *Kissmetrics*.

⁵ "Why Personalized Marketing Will Increase Sales in 2015." Web blog post. *Tractus*. February 2015.

⁶ Ellet, John. "The Rise of the Unicorns — Why Marketing Technologists Will Rule Modern Marketing." *Forbes*. August 22, 2014.



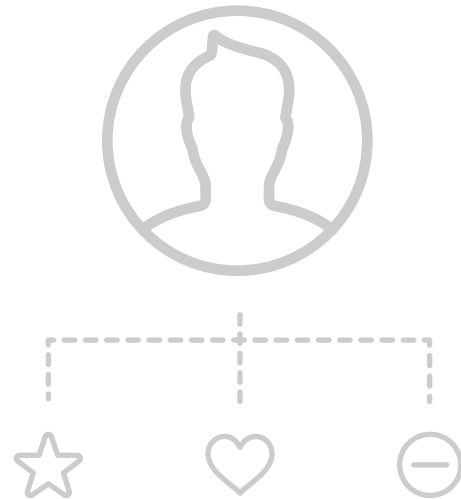
91% OF MARKETING LEADERS BELIEVE THEY MUST COMPETE ON CUSTOMER EXPERIENCE.⁶

[view source](#)

HOW TO DO IT

Before you can get personal with your customers, you must first get to know them. You should have systems in place that allow you to gather as much information as possible for every contact in your database. This includes behind the scenes data collection that tracks how each user interacts with your web content as well as straightforward tactics like lead gen forms.

Once you understand what you need to know about your customer, use that data to tailor their experience. Send a personalized email after a user performs a specific action on your site or deliver dynamic web content based on IP addresses. You can also take the personalization offline with direct mail pieces triggered by online activities.



CHECKLIST

<input checked="" type="checkbox"/>	Build personas based on interviews with real customers.
<input checked="" type="checkbox"/>	Set up a database to collect information on your users and assign each user to a specific persona.
<input checked="" type="checkbox"/>	Track and record user interactions.
<input checked="" type="checkbox"/>	Develop a strategy to turn data points into actions, targeting both persona groups and individuals.
<input checked="" type="checkbox"/>	Set up behavioral trigger email and direct mail programs.
<input checked="" type="checkbox"/>	Serve up personalized web content to users based on IP address.
<input checked="" type="checkbox"/>	Place ads through channels that allow you to target audiences based on past behavior (e.g., Facebook, retargeting companies).
<input checked="" type="checkbox"/>	Set up product recommendation systems for ecommerce sites and/or content recommendation feeds for other web properties.

3

MODERN MARKETING

INTEGRATES OMNICHANNEL STRATEGY AND TACTICS

There's a reason we don't call ourselves a "digital" marketing agency. Modern Marketing doesn't equate to a digital-only approach. Nearly everything we do incorporates a digital component, but Modern Marketing is channel agnostic. The average person spends [eight hours a day](#)⁷ consuming media, a figure that includes online, outdoor, radio, magazines, and newspapers. If your marketing is going to meet customers where they're at, you'll most likely have to do it across multiple channels. It's a strategy that has increased sales for [78 percent of companies](#)⁸ that employ it.

"[Omnichannel] heralds an interconnectedness among touchpoints that, from the perspective of the consumer, blurs the distinction among channels."

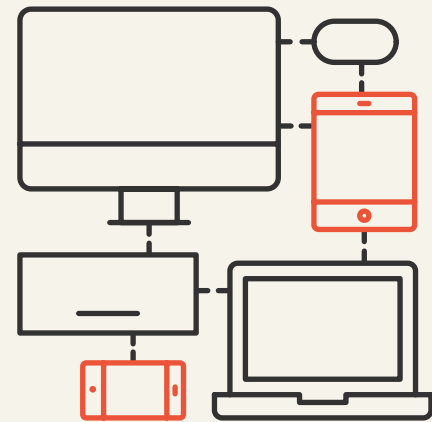
Jason Bloomberg

When it comes to our clients, we get to know the ins and outs of each channel, employing those that make sense for their business and customers. And, because results are the only thing that matter in Modern Marketing, we ensure our omnichannel approach seamlessly integrates with a comprehensive marketing strategy. A campaign that begins with a direct mail promotion leads to a landing page. A website lead that originated through social media receives a printed brochure. A pay per click campaign drives to an event page that promotes a trade show. It's all tied together in the name of optimal results.

⁷ Karaian, Jason. "We now spend more than eight hours a day consuming media." Web blog post. *Quartz*. June 1, 2015.

⁸ Morrison, Kimberlee. "How Companies Are Using Omni-Channel Marketing to Reach Customers." Web blog post. *Social Times*. April 23, 2015.

⁹ Hof, Robert. "Mobile-First Is Dead, Says Google Display Ad Chief Neal Mohan." *Forbes*. February 27, 2014.



THE MAJORITY OF TRANSACTIONS TAKE PLACE OVER AT LEAST 2 DEVICES.⁹

[view source](#)

HOW TO DO IT

Much like personalization, omnichannel Modern Marketing requires that you get to know more about your customer. As you build your personas, probe into how your audience accesses and consumes the information they need when making a purchasing decision. Use what you learn to build out a buyer journey and develop pieces that support your audience in each stage.

After your audience has had some time to meet your brand across a variety of touchpoints, pay attention to how each channel is performing, and adjust your approach accordingly. Determine where users are getting lost and which channels are driving them deeper into the sales process. Spend your time/budget on the channels that work best, but don't forget to test out a few new ones along the way.



CHECKLIST

✓	Get to know how your audience makes purchasing decisions.
✓	Lay out a clear buyer journey and map out touchpoints along that journey.
✓	Segment your audience to address them with tailored content on preferred channels.
✓	Break down silos between disparate marketing departments; everyone should be working toward the same end.
✓	Leverage responsive design tactics to efficiently address a multitude of digital channels.
✓	Go beyond digital, combining outdoor, radio, print, direct mail, etc. where it makes sense to maximize reach.
✓	Use clear CTAs to connect one channel to the next.
✓	Ensure content and messaging along each step of the journey fulfils on promises made via other channels.

4

MODERN MARKETING

ADAPTS TO AND FINDS A BALANCE WITHIN THE EVOLUTION OF TECHNOLOGY

Modern Marketers are, by nature, agile, adapting to changing technology and capitalizing on the benefits it offers. Still, Modern Marketing is more than the technology that facilitates it. We don't let trends in innovation rule our strategies. We find ways to make technology work for our strategies.

“Technology is so much fun but we can drown in our technology.”

Daniel J. Boorstin

Though we take pride in our ability to keep up with the latest iPhone release and the greatest IoT (Internet of Things) trends (that may be more Postmodern Marketing), it's more than that. It's about reaching audiences where they're at, whether it's over lunch at their desk, on a phone as they wait in the doctor's office, or via tablet on a Jamaican beach. Not every potential customer is going to fall on the same end of the technology spectrum. So, for instance, while we leverage responsive design to reach the [99.5 percent of individuals](#)¹⁰ who consume content on their mobile phones, we also have to allow for the fact that only [15 percent](#)¹⁰ will make a purchase from that same device. Finding that tech balance among our target audiences is a hugely important feat for the Modern Marketer.

¹⁰ Abramovich, Giselle. "15 Mind-Blowing Stats About Mobile Marketing." Web blog post. *AdvertisingAge*. July 30, 2015.

¹¹ Neiger, Chris. "17 Stunning Internet of Things Statistics You Don't Know." Web blog post. *The Motley Fool*, February 6, 2015.



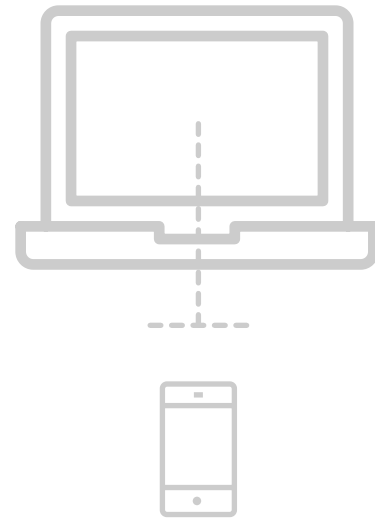
BY 2020 THERE WILL BE 50 BILLION INTERNET-CONNECTED THINGS, BUT ONLY 50% OF THE POPULATION IS CURRENTLY AWARE OF THE INTERNET OF THINGS.¹¹

[view source](#)







HOW TO DO IT

Achieving this balance for your user means putting aside all personal bias. It's not how much you rely on or eschew technology in your day-to-day experiences, it's about making sure your target audience is comfortable with how your brand story is delivered without losing the wow factor. Try gradually introducing new tech trends to your marketing while staying true to the brand identity your audience has grown to trust.

For instance, you might consider launching an interactive, avant-garde micro-site as part of a campaign geared toward a tech-savvy audience while your main site stays true to a more traditional web experience. Or, offer a new mobile app to segments of your audience who have proven to be more amenable to a mobile experience.



CHECKLIST

	Factor in your audience's tech IQ and preferences when implementing your strategy.
	Follow marketing and tech blogs, social accounts, and events to get out ahead of trends.
	Find ways to use new technologies to support an existing strategy.
	Check in with your audience regularly to ensure your technology isn't outpacing what they're comfortable with.
	Set aside budget to test trends that make sense for your audience.
	Take time to educate your audience as you begin incorporating new technologies.

5

MODERN MARKETING

MAXIMIZES EFFICIENCIES THROUGH TECHNOLOGY AND AUTOMATION

We don't simply rely on technology to improve the way we reach our audiences. We also turn to advancements in marketing technology and automation to become more efficient marketers. By eliminating repetitive manual tasks, establishing communication workflows, centralizing data reports, tracking lead activities (and much more), automation tools maximize the efficiency of your marketing resources and dollar. To the potential tune of a [451 percent](#)¹² increase in qualified leads.

“Any sufficiently advanced technology is equivalent to magic.”

Arthur C. Clarke

EVERY COMPANY—NO MATTER HOW LARGE OR SMALL—WOULD MOVE MOUNTAINS TO SEE THIS KIND OF IMPROVEMENT.

The good news is this technology is widely available, expanding and advancing at a rapid-fire pace. In the past year alone, marketing tech offerings, including automation, have [nearly doubled](#)¹³. With all the tools vying for a spot in your marketing stack, brands simply need to determine which one is the [right fit](#) for their end game. Once they do, the toughest decision will be which marketing initiatives should take priority when reallocating the newly freed budgets and resources.

¹² Lewis, Mike. “Marketing Automation by the Numbers (Infographic).” Web blog post. *Business 2 Community*. November 27, 2012.

¹³ Brinker, Scott. “Marketing Technology Landscape Supergraphic (2015).” Web blog post. *Chief Marketing Technologist Blog*. January 12, 2015.



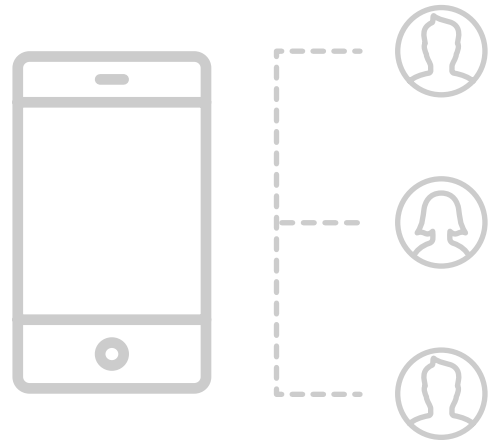
1,876 COMPANIES CURRENTLY PROVIDE MARKETING TECHNOLOGY SERVICES.¹³

[view source](#)

HOW TO DO IT

The purpose of this pillar is built around supporting your team to help them maximize their efforts and efficiency. Take the time to meet with stakeholders in both your marketing and sales departments to determine pain points. When you have a firm grasp of the problem areas, start looking into technology solutions designed to address them. Your individual stakeholders may even have a few solutions they've had their eye on.

Once you've found the right solutions, make sure the right people have access to the technology and understand how to use it. Beyond onboarding training, work with your teams to make the most of new features and tips from the experts.



CHECKLIST

<input checked="" type="checkbox"/>	Assess trouble areas within your marketing.
<input checked="" type="checkbox"/>	Make sure you know your business needs and budget before diving into a new product.
<input checked="" type="checkbox"/>	Get solution suggestions from key stakeholders.
<input checked="" type="checkbox"/>	Vet a variety of solutions for each pain point, weighing feedback you've received from key stakeholders.
<input checked="" type="checkbox"/>	Run through a demo before making a final selection.
<input checked="" type="checkbox"/>	Ensure each impacted team member goes through the appropriate onboarding.
<input checked="" type="checkbox"/>	Follow product-specific blogs and webinars to get tips on optimizing each solution you've implemented.

COMBINES INBOUND EDUCATION WITH OUTBOUND PROMOTION

We're well settled into the information age, which means potential customers are conducting more research than they ever have before when making purchasing decisions. Between 2012 and 2013 alone, the number of individuals who turned to online research before making a buying decision [jumped 20 percent](#)¹⁴. It doesn't matter if your customer is a new homeowner comparing mattress reviews or a corporate decision maker searching for the best travel management solution, they won't make a move before conducting a significant amount of research.

“An informed customer is a satisfied one.”

Patricia Gaffney

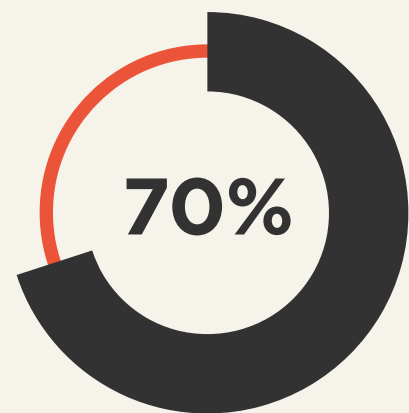
Inbound marketing allows brands to aid in this search—while building trust and loyalty—at every step of the customer journey, but it's not simply a benevolent act. Inbound leads cost [61 percent](#)¹⁵ less than outbound leads. Despite its cost-effective benefits, Modern Marketers know that inbound can't replace outbound entirely. For inbound to work, companies need to commit [6-12 months](#)¹⁶ to each campaign. Outbound augments these efforts by building brand awareness and, often, driving faster results. As with all things Modern Marketing, the key is finding the balance that works best for your brand, your customers, and, of course, your budget.

¹⁴ “Study: 81% research online before making big purchases.” *Retailing Today*. June 12, 2013.

¹⁵ Devaney, Erik. “The Data You Need to Make a Compelling Case for Inbound Marketing.” Web blog post. *Hubspot Blogs*. March 20, 2014.

¹⁶ “8 Things to Expect When Adopting an Inbound Marketing Campaign.” Web blog post. *Teknicks Blog*. February 26, 2015.

¹⁷ “The Ultimate List of Marketing Statistics.” Web blog post. *Hubspot*.



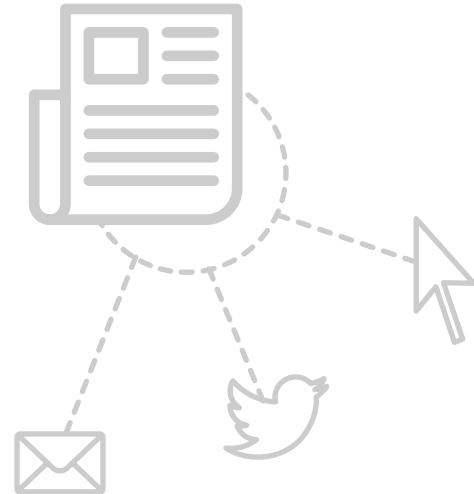
B2B COMPANIES THAT BLOG AS LITTLE AS 1-2 TIMES PER MONTH GENERATE 70% MORE LEADS.¹⁷

[view source](#)

HOW TO DO IT

Combining inbound and outbound tactics requires careful planning and forethought. In laying out campaigns and content, you'll need to revisit (or create) personas. Consider how each of your target customers shops for products or services like yours and tailor your buyer journey—and the collateral that supports it—to match.

Start developing regular content and pushing it out through the channels your audience is likely to frequent. Update your blog regularly, host white papers as gated content on landing pages, engage with target personas on social media. Use email, paid social posts, pay per click campaigns, and even traditional marketing pieces to promote all your inbound efforts.



CHECKLIST

<input checked="" type="checkbox"/>	Consider how your customers make purchasing decisions and work backward.
<input checked="" type="checkbox"/>	Build trust and loyalty with good, consistent content users want to consume, including blogs, white papers, infographics, videos, etc.
<input checked="" type="checkbox"/>	Create lists of keywords to use in content and PPC campaigns, and update these lists as you understand more and more about your audience's search behavior.
<input checked="" type="checkbox"/>	Leverage gated content to learn more about your customers and prompt them to sign up for updates.
<input checked="" type="checkbox"/>	Use email and social media to push out new content.
<input checked="" type="checkbox"/>	Advertise your content, both online and offline, to drive faster results.

7

MODERN MARKETING

MEASURES AND ANALYZES PERFORMANCE

Marketing is an investment and investments are measured by returns. A fact the big data movement has solidified. Ninety-three percent¹⁸ of CMOs report feeling pressure to prove ROI. Still, no matter how advanced data analytics tools become, certain pockets of marketing will always defy easy measurement. Sure, the rise of the Google Gods and endless analytics tools have made it much easier to track digital marketing, but other initiatives—like brand development—can be trickier to evaluate, especially in the short term. It's not an uncommon plight. Only 21 percent¹⁹ of marketers say they are successful at tracking ROI.

“The price of light is less than the cost of darkness.”

Arthur C. Nielsen, Market Researcher & Founder of ACNielsen



BUT THE MODERN MARKETER DOESN'T GIVE UP.

We work hard to build processes and tools to measure the measurable and understand how the rest relates to those data points in order to effectively analyze performance, identify what is (or is not) working, and change course based on the insights.



WITH THE HELP OF DATA, BUSINESSES CAN IMPROVE MARKETING ROI BY 15-20%.²⁰

[view source](#)

¹⁸ CMOs More Accountable In Proving ROI, Yet Lack Resources To Execute." *Advertising Age*. October 20, 2014.

¹⁹ "2015 Benchmarks, Budgets, and Trends—North America" Ebook. Content Marketing Institute. October 2015.

²⁰ "Big Data, Analytics And The Future Of Marketing And Sales." *Forbes*. July 23, 2013.

HOW TO DO IT

Before you can start putting numbers to your marketing efforts, you need to decide what you're measuring and what success looks like. Review past campaigns and tactics and use the results as a baseline. From there, establish key performance indicators for all of your tactics.

Put systems in place that allow you to measure user interaction from attraction to lead to conversion to advocate. These systems will likely include Google Analytics, dashboards from social tools, trackable URLs included on everything from digital to print, trackable phone numbers, etc. The more you can tie the data you gather to your personas and, preferably, individual leads, the better.



CHECKLIST

<input checked="" type="checkbox"/>	Determine clear key performance indicators tied to each campaign, tactic, and phase of the customer journey.
<input checked="" type="checkbox"/>	Put tools in place to measure clicks, calls, shares, conversions, etc.
<input checked="" type="checkbox"/>	Link interaction data points to individual contacts in your database.
<input checked="" type="checkbox"/>	Find ways to tie data from various tactics together to create a full view of your efforts.
<input checked="" type="checkbox"/>	Check back in with your data frequently.
<input checked="" type="checkbox"/>	Don't stop short, measure traditional as well as digital by including CTAs with trackable URLs and phone numbers.
<input checked="" type="checkbox"/>	Dig beyond the numbers to paint a picture about your audience's behavior and use what you learn.

8

MODERN MARKETING

LEVERAGES ITERATIVE EXECUTION AND OPTIMIZATION

A Modern Marketing strategy never truly crosses the finish line. We're constantly exploring new channels, adopting innovative tools and technology, adapting to market shifts, outpacing the competition, and improving upon creative strategies and solutions that could be just a little more perfect. This constant state of motion has led [78 percent of CMOs](#)²¹ to embrace agile marketing, a decision [86.9 percent](#)²² of practitioners say has increased profits.

“Without continual growth and progress, such words as improvement, achievement, and success have no meaning.”

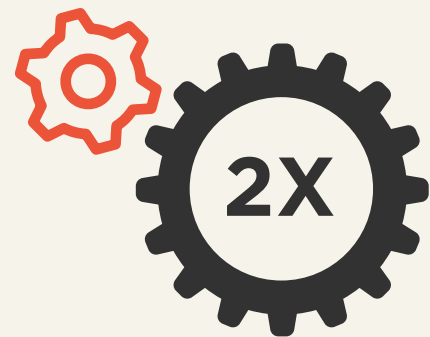
Benjamin Franklin

Brands that fall in line with an [agile approach](#) that includes iterative execution and optimization are able to quickly respond to new threats while taking advantage of fresh opportunities. The agile approach could manifest itself as something as minor as small tweaks to an existing campaign based on data analysis. Or, it may involve replacing a planned campaign to capitalize on a newfound opportunity. No matter how consequential the execution, this iterative cycle allows brands to maximize their marketing performance.

²¹ “Agile Marketing Starts with the CMO.” Web blog post. *CMO by Adobe*. November, 2015.

²² “Agile By the Numbers in 2013.” Web blog post. *Planbox*. October 1, 2013.

²³ “Explaining Agile Marketing to Skeptics.” Web blog post. *Agile Marketing*. October 2015.



AGILE MARKETERS REPORT DOUBLING PRODUCTIVITY.²³

[view source](#)

HOW TO DO IT

This final pillar of Modern Marketing requires a level of agility that can't be achieved without eschewing traditional mindsets. You still need a long-term marketing plan, but you must also have a strategy in place for when something comes along to upset the strategy.

Take a look at your approval processes and determine where it can be slimmed down and timelines can be tightened. Stay in tune with what your analytics are telling you, but also keep an eye on industry trends and developments. Put together a team or partner with external help that is poised to prioritize and react while still maintaining the integrity of your brand.



CHECKLIST

<input checked="" type="checkbox"/>	Establish firm brand guidelines, making sure everyone who touches your brand knows them inside and out.
<input checked="" type="checkbox"/>	Plan. And then plan for disruption.
<input checked="" type="checkbox"/>	Listen to your analytics and respond accordingly.
<input checked="" type="checkbox"/>	Stay in tune to developments via social media and industry blogs.
<input checked="" type="checkbox"/>	Use social media to monitor and engage in conversations about your own brand.
<input checked="" type="checkbox"/>	Develop prioritization strategies, so you're ready to respond to new threats and take advantage of fresh opportunities.
<input checked="" type="checkbox"/>	Rely on both a strong internal team and outside help to produce and collateral quickly.
<input checked="" type="checkbox"/>	Develop templates that can be easily tweaked as the need arises.

GO FORTH AND MODERN MARKET

Though there are many elements that make up a Modern Marketer, the carrot we all drive toward is building a brand experience that engages and influences customers in the real world. Keep this in mind, and you'll be steps ahead of the dusty Mad Men of yore. Go so far as to adopt the eight pillars of the Modern Marketing methodology and the steps will become miles.

NEED HELP GOING MODERN?

For more than a decade, Olive & Company has been fine-tuning the way we market in a modern world. We've dedicated our existence to providing on-point marketing solutions that drive brands and deliver business results. How do we do it? As part of our commitment to Modern Marketing, we combine exceptional design and content with robust, real-world strategies that allow us to build a brand experience that engages and influences customers.



612 379.3090



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