

The Age of Integrated Optimization Marketing

Mark Schmukler
Sagefrog Marketing Group
B2B Marketers Conference
June 13, 2016

Integrated Optimization Marketing (IOM)

The practice of continuously integrating and optimizing marketing communications and customer experience across all channels to maximize business performance.

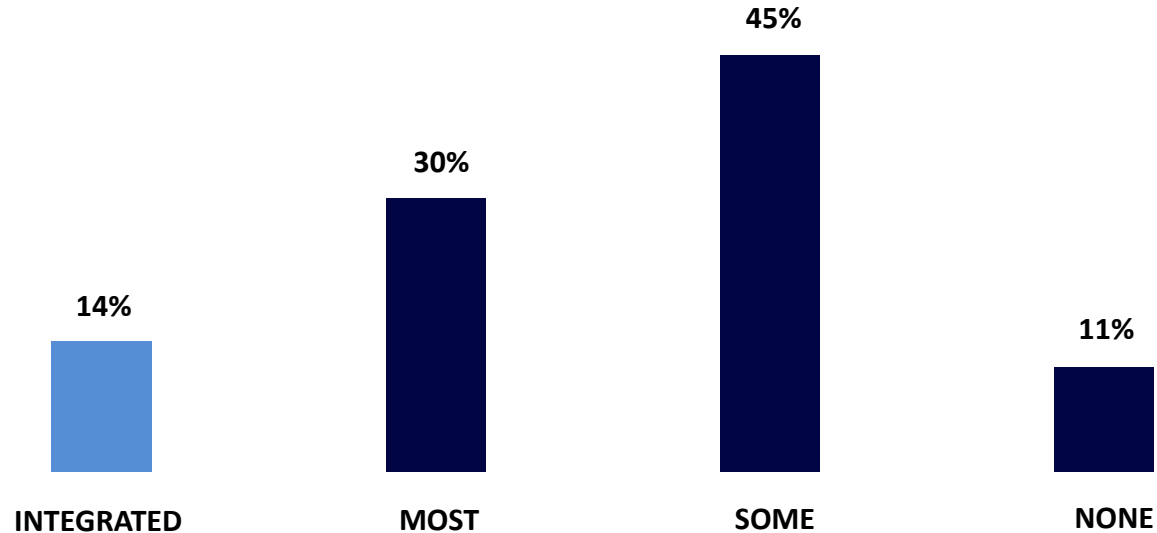
Integrated Optimization Marketing: Requirements for IOM Success

1. Integrated Marketing Communications
2. Customer Experience Optimization



Part 1: Integrated Marketing Communications Situation

Marketing Communications is no longer integrated



86% don't have an Integrated Marketing Platforms

Source: Econsultancy and Adobe Digital Intelligence Briefing

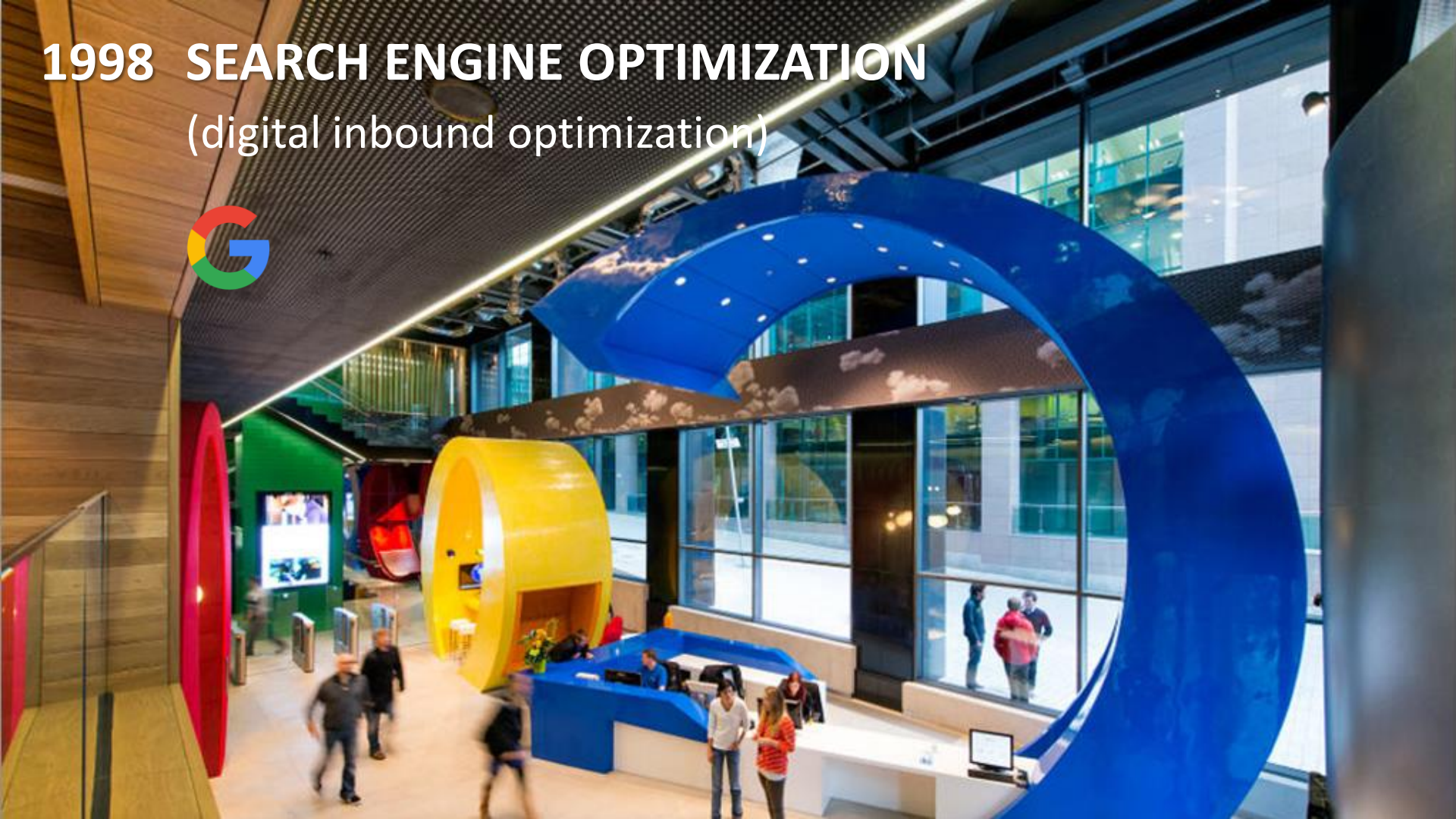
1990 INTEGRATED MARKETING COMMUNICATIONS

(IMC; traditional outbound integration)



1998 SEARCH ENGINE OPTIMIZATION

(digital inbound optimization)



2006 INBOUND MARKETING

(digital inbound integration)

The HubSpot logo, featuring the word "HubSpot" in a sans-serif font with an orange icon of three connected dots above the "t".

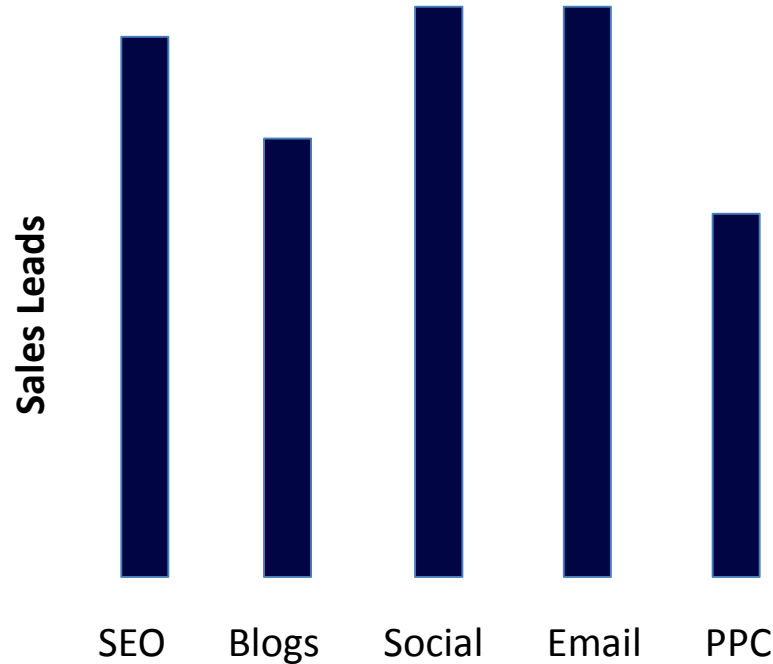
HubSpot







+ NON-INBOUND DIGITAL

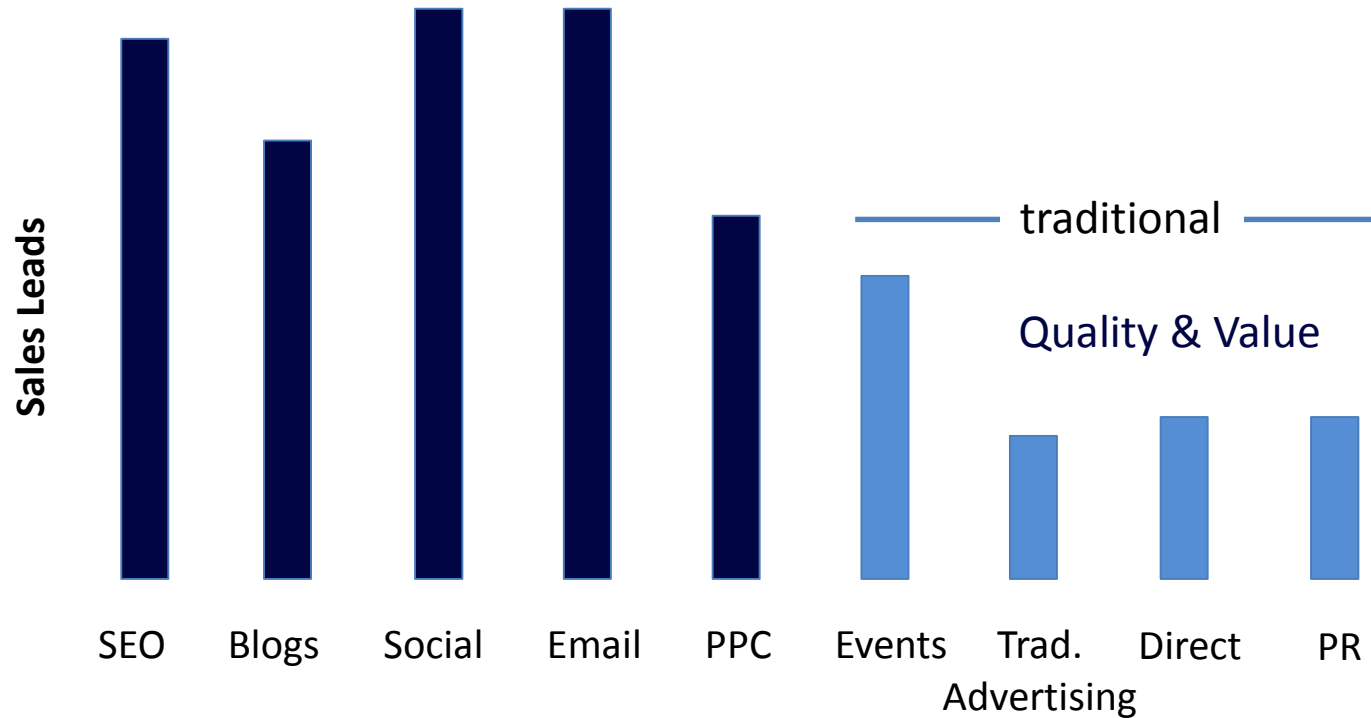


Pivot #1:
Non-Inbound Digital

Pivot #2:
Agency Channel Partners

Source: HubSpot

FULLY INTEGRATED DIGITAL+TRADITIONAL



Sources: HubSpot and the Sagefrog B2B Marketing Mix Survey

MARKETING CLOUDS = MORE DIGITAL INTEGRATION



Omniure (2009) – Analytics
Neolane (2013) – Campaign Management



Radian6 (2011) – Social
Exact Target-Pardot (2013) – Email & Automation



Eloqua (2012) – Automation
Responsys (2013) – Email & Automation

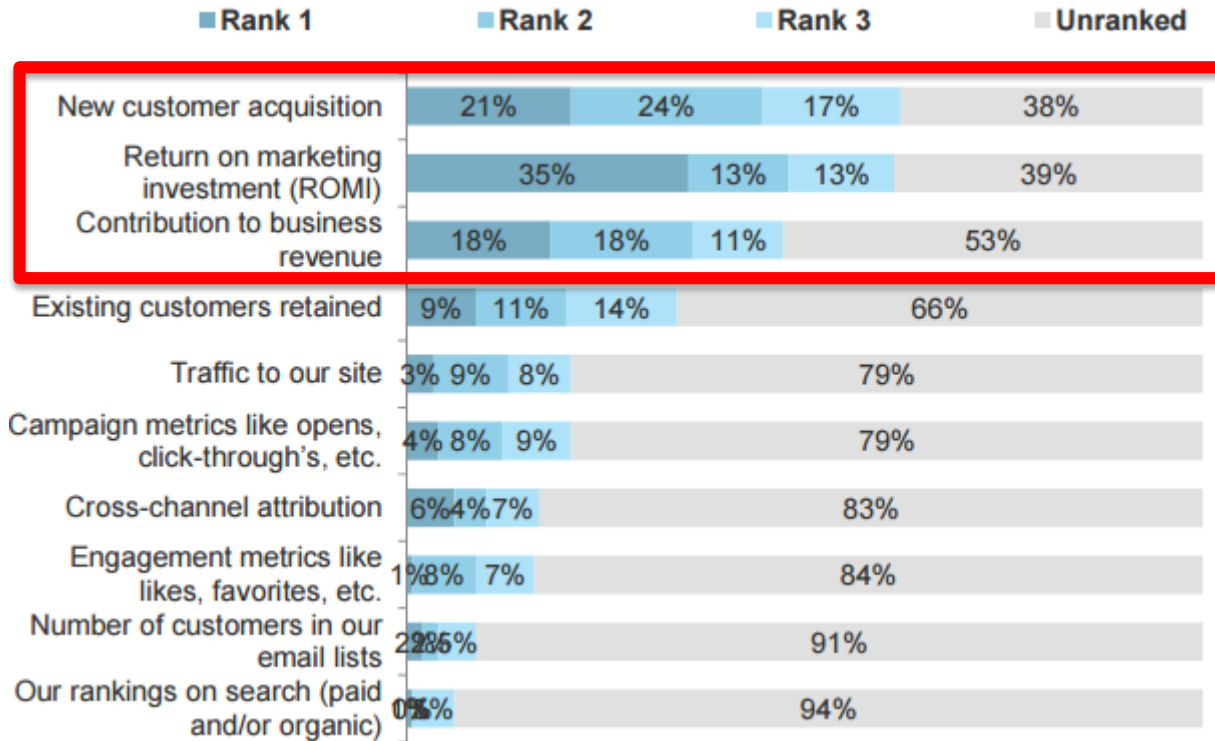
IBM Marketing Cloud

Silverpop (2014) – Automation

Digital Marketing Platforms are good for:

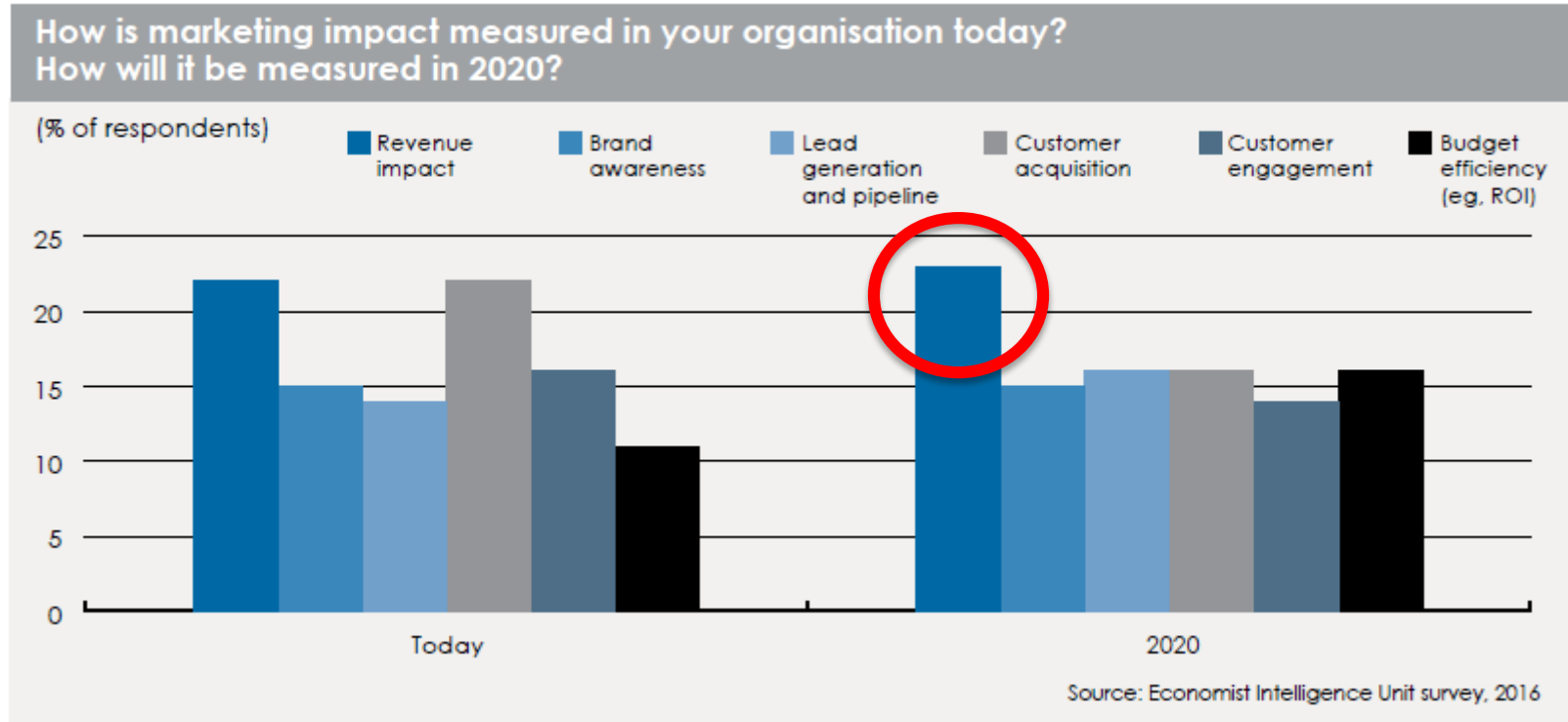
1. Reducing customer acquisition costs
2. Yielding high Return-On-Investment
3. Increasing quantity of leads
4. Providing highly trackable metrics
5. Personalizing the customer experience

Focus on Customer Acquisition and ROMI...



Source: Forrester commissioned by Google (2016)

2020 – ROI important, but Revenue Rules



Source: Economist Intelligence sponsored by Marketo

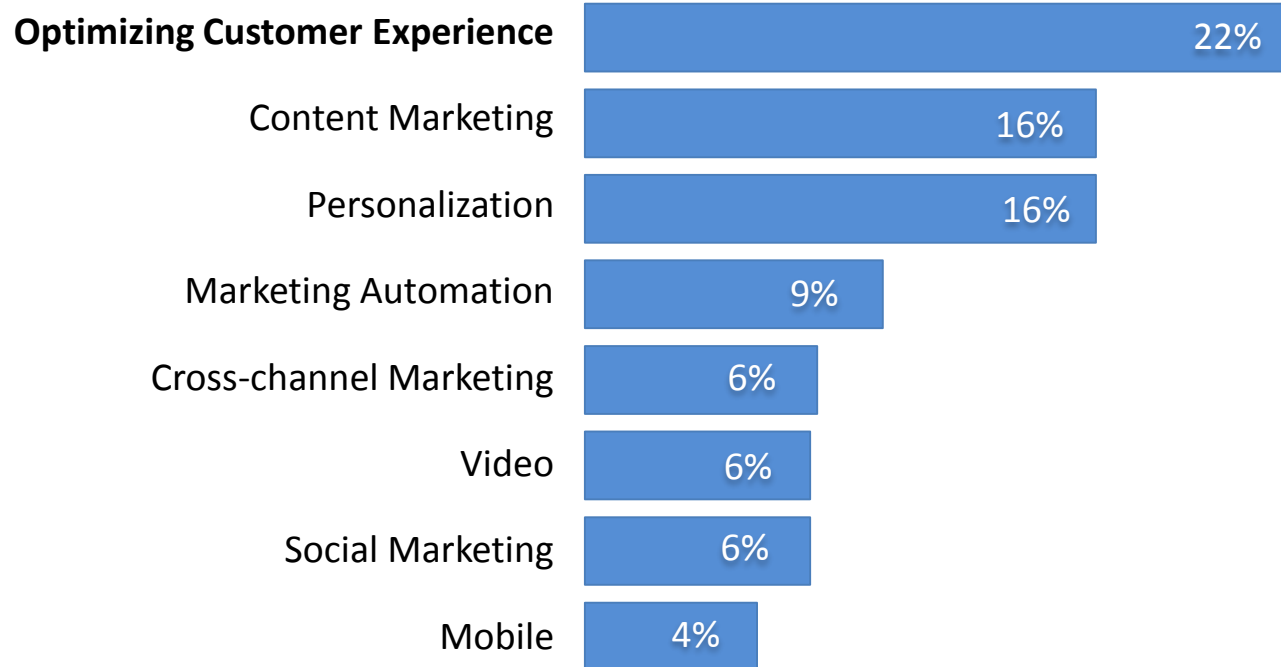
MARKETING OPPORTUNITY #1

Focus has been on digital marketing,
but we must optimize all marketing
including traditional channels to
maximize business performance

A hand holding a smartphone, with a blurred background of people in a crowd, suggesting a focus on mobile technology and customer experience.

Part 2: Customer Experience Optimization

Optimizing Customer Experience is a Priority



Source: Econsultancy and Adobe Digital Trends (2015 and 2016)

Company respondents: 3,013
Agency respondents: 2,653

Customer Experience (CX) Optimization

CX Journey Optimization

CX Leadership

Buyer and Customer Journey



Customer Experience Leadership

Customer Focus

Vision

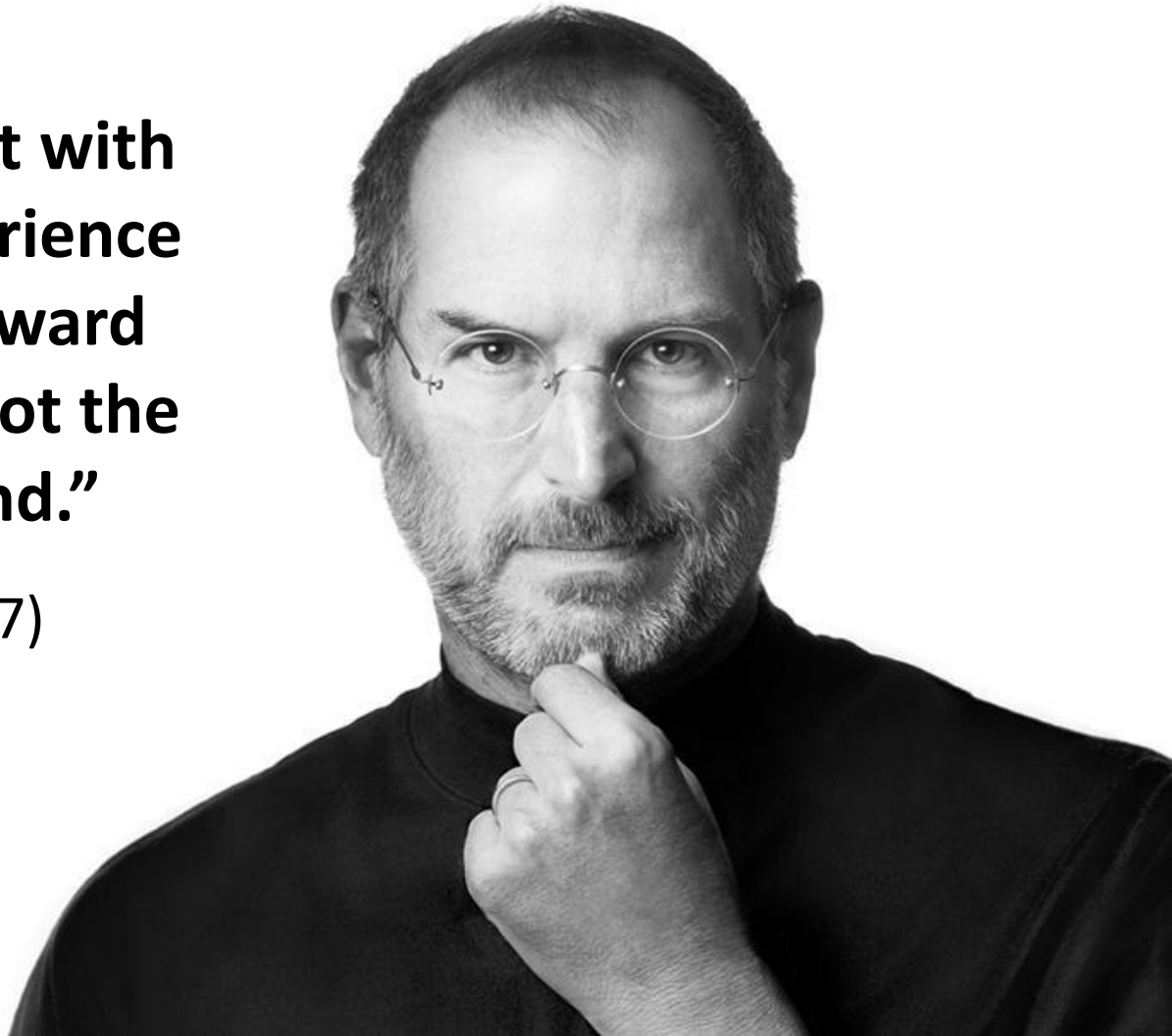
Tech Savvy

Cross-function

Results-oriented

**“You’ve got to start with
the customer experience
and work back toward
the technology – not the
other way around.”**

- Steve Jobs (1997)





**“I’d rather spend money on
things that improve
customer experience than
on marketing.”**

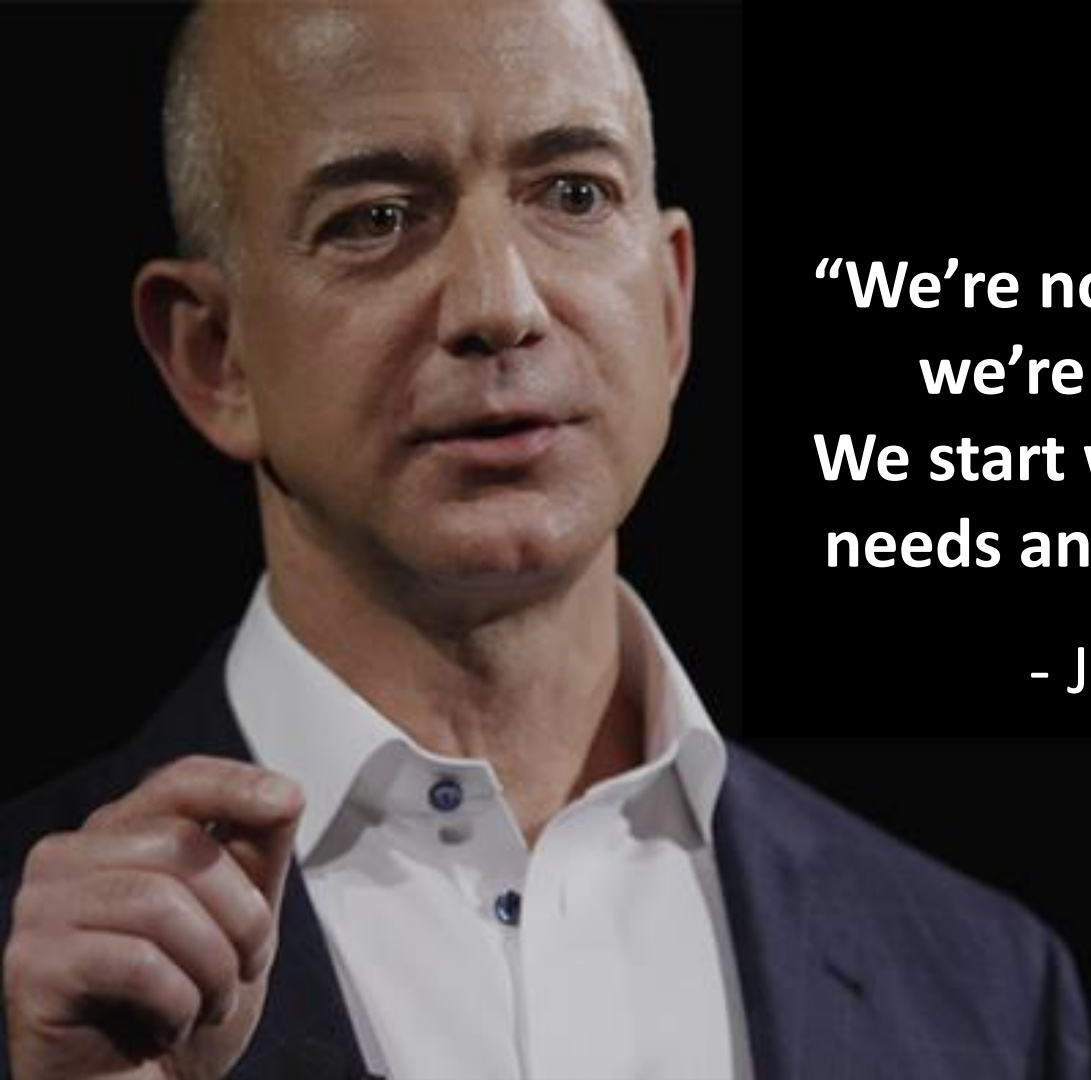
- Tony Hsieh (Zappos)

**“It’s very important
to have a feedback loop,
where you’re constantly
thinking about
what you’ve done
and how you could be
doing it better.”**

Elon Musk (Tesla, SpaceX)



© 2013 Bloomberg Finance LP



**“We’re not competitor obsessed,
we’re customer obsessed.
We start with what the customer
needs and we work backwards.”**

- Jeff Bezos (Amazon)

**“It’s the Age of Integrated
Optimization Marketing,
so we need fully integrated
marketing, and strong
cross-function leadership
to optimize the
customer experience.”**

- future CMO-CXO (you?)



MARKETING OPPORTUNITY #2

Customer Experience Optimization
is in-process, but it will require
next generation CX leadership for success

IOM TAKEAWAY

To realize Integrated Optimization Marketing, we need fully integrated marketing platforms and next generation leaders (Marketers) to optimize the customer experience and business performance.

Thank You