


Marketing's Digital Divide: Marketing in an Omni-Channel World!

February 12, 2020

- Blend of camera and slides!
- Fire away with questions – I will answer as we go
- Polls as we go- answer in the question box 
- Deck is posted
- Article that inspired this talk is posted

Welcome and Introduction

I am a marketer, technologist and strategist who is an ardent proponent of people, organization and business success.

I love watching technology evolve and teams evolving along with it!

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- What is Marketing's Digital Divide?
- Context
- The Course Correction
- Benefits
- Your Call to Action
- It's Just Marketing!

What is Marketing's Digital Divide?

Silos in a marketing organization that prevent the orchestration of the perfect Inbound and Outbound marketing mix and also . . .





How well does your marketing organization blend inbound and outbound marketing?

- 5 We're the best
- 4
- 3 Cosi, Cosi (so, so)
- 2
- 1 We don't

- Marketing's role has evolved . . . It will continue evolving
- Marketing's organizational structure has also evolved as marketing technologies have been introduced beginning with the web
 - It has evolved into silos
- Outbound marketing is insufficient . . . but not dead!
- Inbound marketing is also insufficient . . .
 - How would we nurture without outbound?

The Problem: The Silos

- In many cases, we are delivering suboptimal **customer** experiences (CX)
- This works against the **business** goal of profitable organic growth
- **Marketers** do not learn and grow into holistic channel marketers



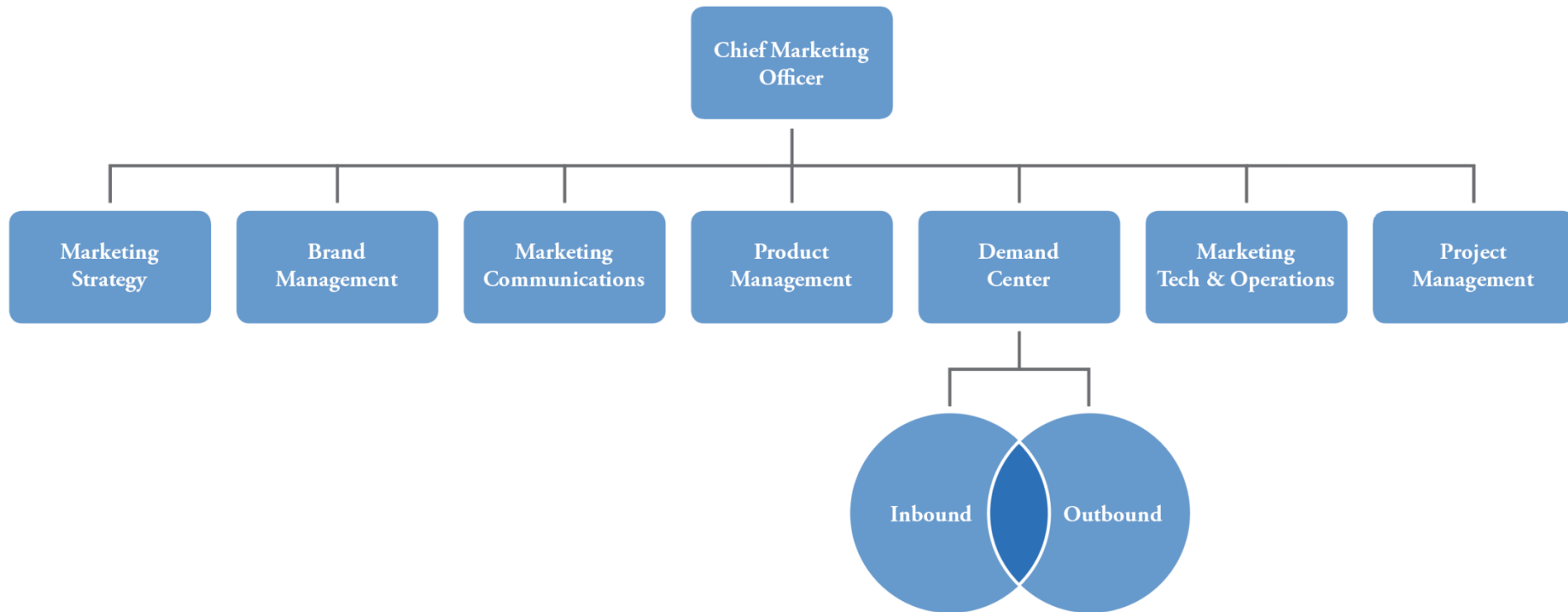
How Do We Balance the Interests of 3 Stakeholders

- How do we:
 - Blend inbound and outbound marketing
 - Structure the teams
 - Define the approach to work
 - **Deliver an exceptional CX**
 - **Grow our business in a profitable way** 
 - **Develop our teams into holistic omni-channel marketers?**

The Course Correction: How We Are Organized

- **Formal** structure
- **Informal** structure
 - Assigned to growth-retention programs
 - Cross-discipline teams
 - Come and go with programs i.e. they can be short lived

The Course Correction: Formal Structure



- Quite dependent on global or not, business unit structure, segments, product offerings . . .
- With an overlay of Centers of Excellence

The Course Correction: Informal Structure

- Teams are:
 - Program dependent
 - Fluid, they come and go

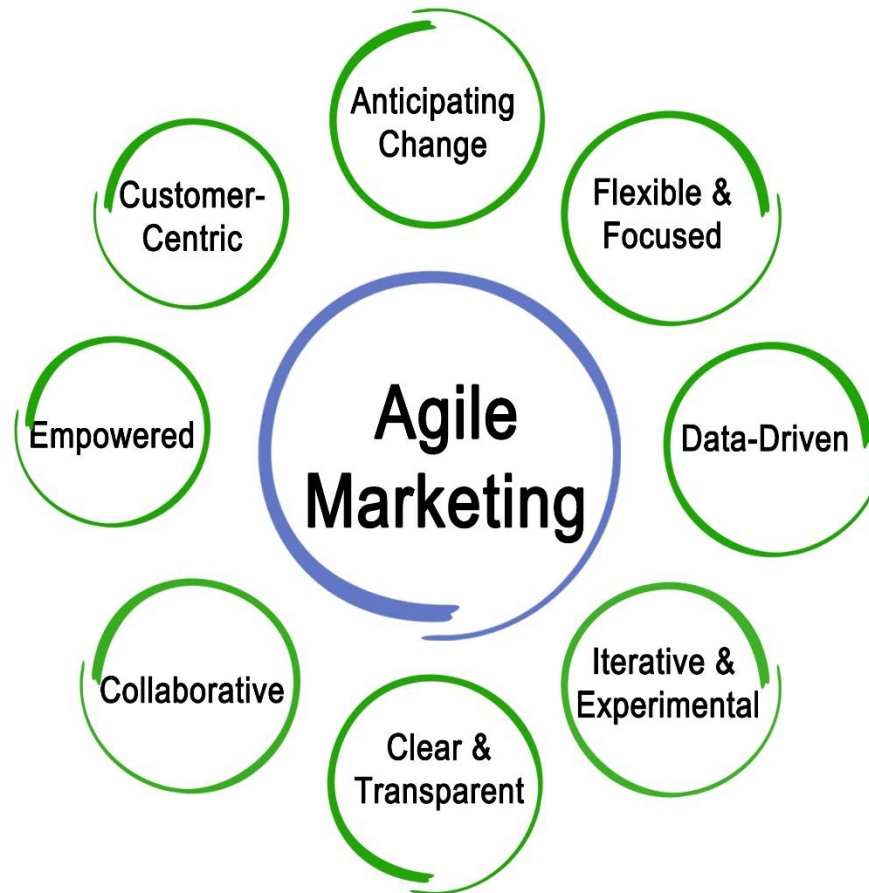


The Course Correction: Approach

- Marketing Agile: Not your IT's agile
 - Fit to your culture and working style
 - Implement a cadence for your team to collaborate to build omni-channel programs that will deliver the CX you desire
- Design the program end-to-end
- Implement incrementally in small units (campaigns)
- Measure engagement and conversions at each step
- Fail fast, learn faster, course adjust quickly
- Results = Faster, better, cheaper



A Culture Characterized By



The Course Correction: Tools and Data

- Project **Collaboration** Tool

- Workflow

- Approvals

- Communication



- Data

- Single source of truth for marketers



Database

Benefits

Action	Benefits
Structure the formal organization and program teams	<ul style="list-style-type: none">• Blend inbound and outbound marketers• Learn through each other• Build a real time collaborative culture• Our teams become holistic omni-channel marketers• Continuous learning and innovative mindset
Define the approach to work	<ul style="list-style-type: none">• Marketing agile adapted to your culture• End-to-end design with incremental implementation• Scalable approach to deliver assets and programs quickly• Faster, better, cheaper
Deliver an exceptional CX	<ul style="list-style-type: none">• Due to above
Grow our business in a profitable way	<ul style="list-style-type: none">• Due to all of the above

Marketing's Call to Action for Next Steps

- Marketing leaders 
- Marketers: day-to-day at work
- Marketers: managing their career growth 



Will you take one or more steps to become more knowledgeable about a marketing channel about which you are currently unfamiliar?

- Yes (You win. I've made a difference today)
- No (Let's talk about why)

It's Just Marketing!

It's Just ~~“Digital”~~ Marketing

Thank you!

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