

# Developing your 2015 Integrated Marketing Plan

BY HASSAN BAWAB, CEO OF **MAGIC LOGIX**



# Introduction

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## ABOUT MAGIC LOGIX

- Founded 2004
- Integrated Marketing Agency
- INC 500 List of America's Fastest Growing Companies
- Web Design/Development, Search, Social, Marketing Automation, Ecommerce
- Only agency in US partnered with Marketo, Drupal and Magento

*the ML seal  
of quality*



# Developing your Integrated Marketing Plan: An Overview

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## THE CURRENT STATE OF INTEGRATED MARKETING

- Traditional channels will no longer suffice
- Integration of your marketing and sales efforts with the latest technology = more sales and exposure
- Focus on marketing trends and how to capitalize on this



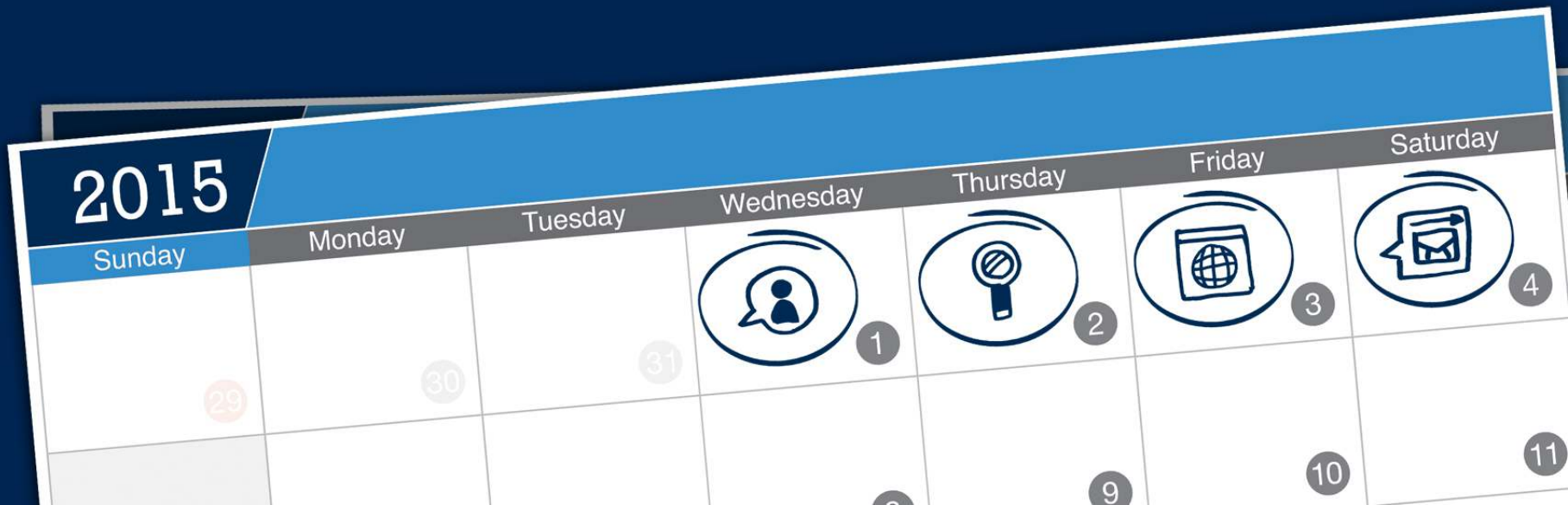
# Developing your Integrated Marketing Plan: An Overview (CONTINUED)

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## THE OLD APPROACH TO DIGITAL MARKETING

→ Construct editorial calendar

- **Social, SEO, Website, Email marketing** all as separate entities



# Developing your Integrated Marketing Plan: An Overview (CONTINUED)

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## THE NEW APPROACH TO DIGITAL MARKETING

→ Integration of all digital channels with clearly defined quarterly objectives and goals

- Marketing Automation, Personalization and Responsiveness
- Social Media
- Search Engine Optimization
- Website Channels
- Conversations
- Community and Brand Management

→ Taking an **Agile Approach** to these results in an increase in website traffic, brand exposure and sales



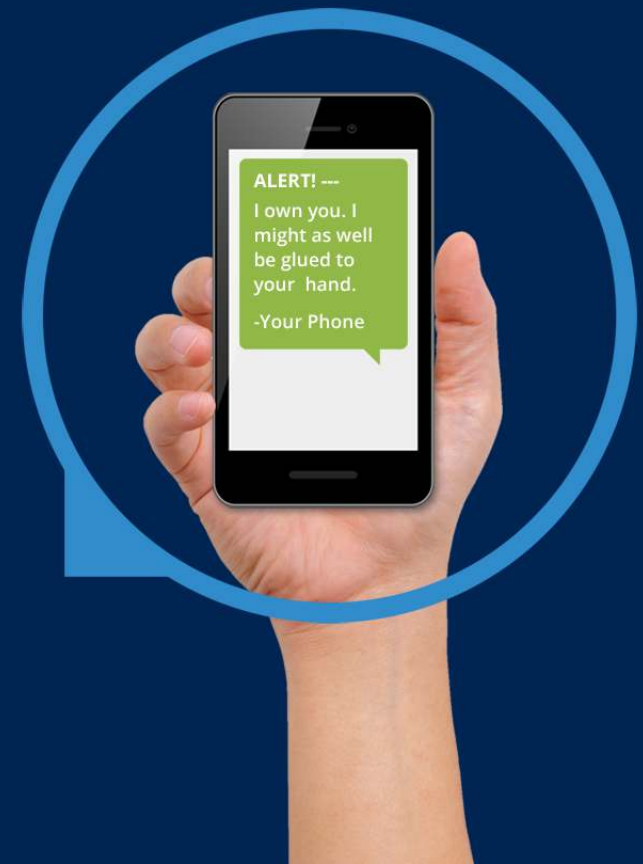


# 2015 Digital Marketing Trends and Predictions

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## WHAT DO YOU NEED TO BE READY FOR?

- Adoption and integration of marketing automation tools
  - Specifically within social media and your CRM
- Agile Marketing (responding to changes)
- Shift in marketing to personalization and responsiveness
- Shareable content integrated within multi-channel marketing
- **Mobile Marketing:** the new standard (No-brainer, right?)

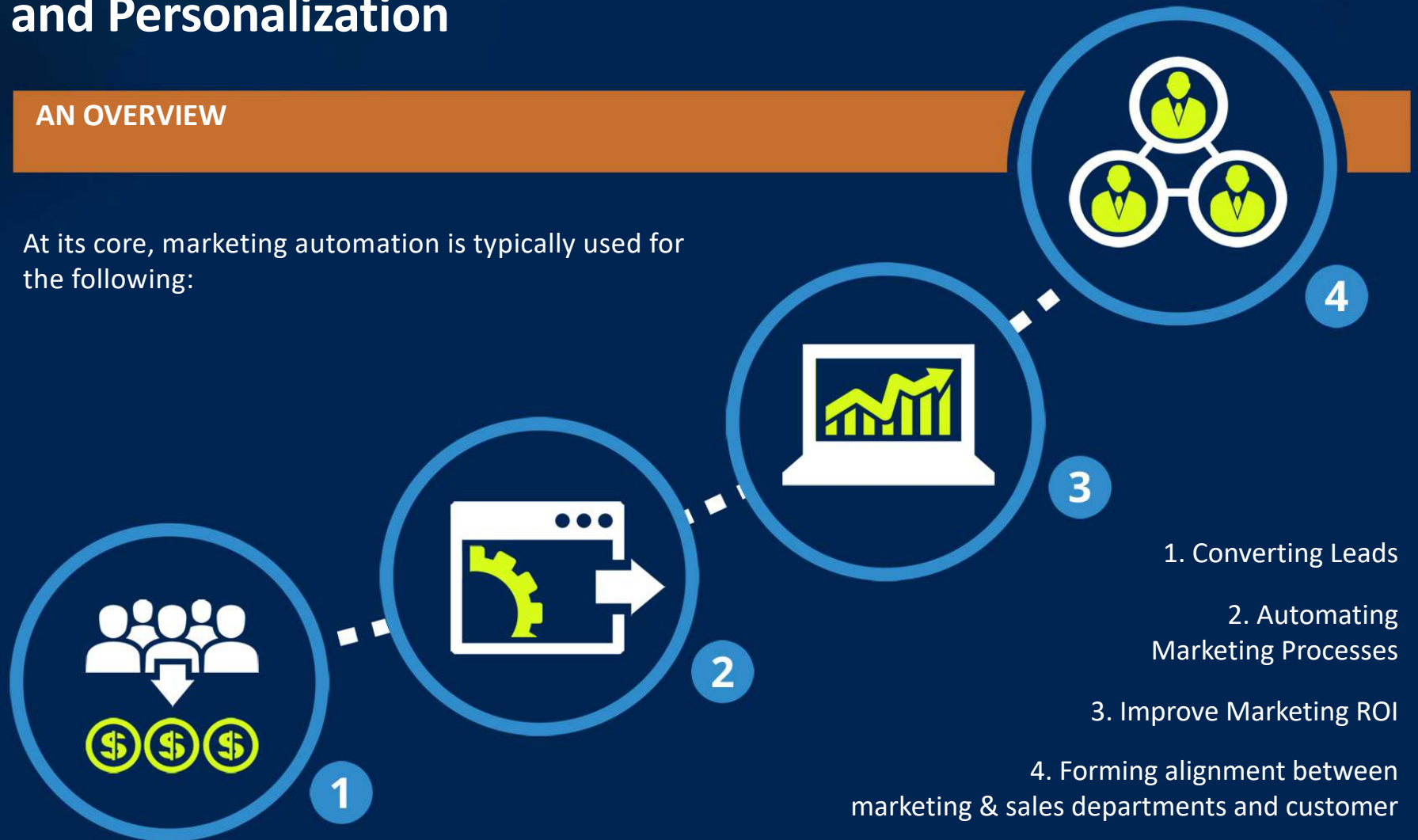


# The Future of Marketing Automation and Personalization

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## AN OVERVIEW

At its core, marketing automation is typically used for the following:



# The Future of Marketing Automation and Personalization (CONTINUED)

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## AS MARKETING AUTOMATION EVOLVES WE'RE LOOKING AT:

- Responding to customers
- Utilizing personalization to appeal to target customer base
- Taking advantage of real time marketing actions

No way! Right when I walk into this store, I randomly get offered a coupon. What a weird coincidence!





# Marketing Automation Capabilities

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## MANAGE & MONITOR

→ Manage and monitor all customer interactions on all available channels

## SUPPORT AN OMNICHANNEL CUSTOMER EXPERIENCE



Omnichannel: a fancy way of saying your sales staff is providing the customer with an ideal customer experience on all available channels. So simply put, MA enables you to do what your business is supposed to do to keep the customer happy across all channels.

# Marketing Automation Capabilities (CONTINUED)

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## ADAPTIVE NEEDS WITH SENSE & RESPOND NEEDS

→ Combining customer adaptive needs on different channels with “sense and respond” needs



Sense & Respond: A fancy way of saying it's necessary to be agile when satisfying customer needs

Agile: In the world of marketing this is a fancy (and very popular) way of saying you can adapt to changing customer needs/scenarios

# Agile Marketing: Moving Beyond Buzzwords

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## RETAIL & ECOMMERCE

→ Retail and Ecommerce are huge: Cyber Monday stats don't lie

## REALTIME PERSONALIZATION

→ Identify attributes

→ Customize customer experience with content or visual

→ Explain what you can do for the customer within the first 10 seconds

→ Segment based on:

- Organization
- Industry
- Customer Relationship Mgmt.
- Location
- Digital Behavior

# Agile Marketing: Beyond Buzzwords (CONTINUED)

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## REALTIME RESPONSE: VITAL IN TODAY'S WORLD

- Increase of “in the moment” marketing and buying opportunities
- Plenty of opportunity for marketers to cash in on real time events



### COUPON ALERT!

Hello, Billy. Today we are offering all our valued customers 20% off everything in the lingerie department. Redeem Now.

*Sensitivity Disclaimer: Be careful to have audience/business needs in mind*

# Agile Marketing: Beyond Buzzwords (CONTINUED)

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DON'T JUST BE "AGILE" & RESPOND TO SCENARIOS: PREDICT, THEN ACT

- Respond accurately to customer actions
- Predictive analytics
- Preparation and testing
- Growing and nurturing ongoing customer relationships

I've known for 6 months that you would make this purchase.

You're weirding me out. Can I just pay and leave?





# The Future of Marketing Automation & Responsiveness

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## WHAT LIES AHEAD?



- Customer focused
- Need to create customer value
- Customer loyalty + positive interactions = increase in business
- Not just about campaigns or technology, it's about customer experiences through a lifecycle

# Mobile Marketing: The New Standard

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## A FEW QUICK STATS



**1.4 Hrs**

Americans spend **1.4 hours** a day surfing the internet via mobile devices



**39%** of time spent online is on a smartphone



**12%** of time spent online is on a tablet



**43%**

**43%** of media consumed this year will be digital

# Mobile Marketing: The New Standard (CONTINUED)

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## A FEW MORE QUICK STATS



100%

**100%** of social, email, marketing automation, responsive / personalization, search, website, etc. must be mobile friendly because...



67%

**67%** of consumers who use mobile phones for shopping are more likely to buy from a site they consider to be “mobile friendly”



52%

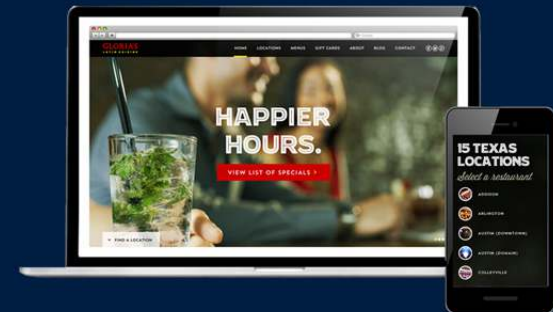
**52%** of mobile shoppers state that a bad mobile experience makes them less likely to engage with the company in the future

# Mobile Marketing: The New Standard (CONTINUED)

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## IN CONCLUSION

- Assess sales/marketing goals
- Utilize latest technology
- Make sure website is responsive
- Divide campaigns and deliverables into quarters
- Take an agile approach with teams and clients
- Integrate marketing automation with your CRM and social media
- Optimize all content for mobile and social
- Respond to real time events through marketing automation and personalization
- Use analytics. Measure, track, adjust, repeat.



### ONE LAST THING

Because of an adoption of an integrated approach to marketing, we've seen website traffic for Gloria's Latin Cuisine increase **34%** and sales increase by **30%**. All of this is due to a streamlined process geared towards sales and marketing and non-traditional thinking.



Thank you

