

# The Future of Marketing Automation & Responsiveness

PRESENTED 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*



# What is Marketing Automation?

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## AN OVERVIEW

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





# What is Marketing Automation? (CONTINUED)

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## THE EVOLUTION

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

# Effective Marketing Automation

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## RELATIONSHIPS THAT INVOLVE THE CUSTOMER & STRATEGY

→ Customer Service

→ Customer Data

→ Content Marketing

→ Customer Focus



# 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



ALERT!

Hello, John. Today we are offering all our valued customers 20% off all our feminine hygiene products. 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?



# Evolving Technology in Marketing Automation

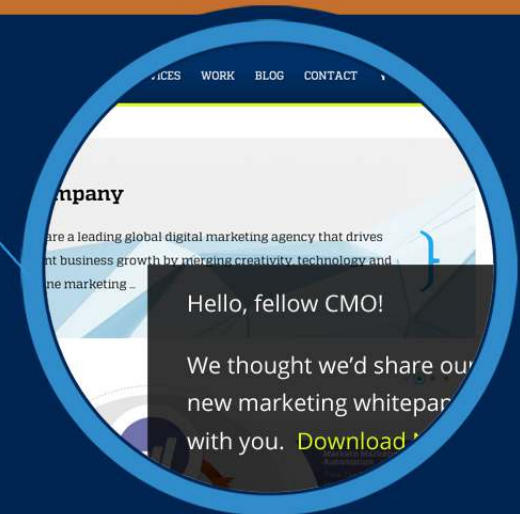
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## REACT TO CHANGES IN TECHNOLOGY

- As technology changes, we're constantly re-evaluating how to meet all marketing functions and objectives
- Put the right people in place for the right jobs

## UNDERSTAND THE CUSTOMER, NOT JUST THE MA PLATFORM

- Provide a sense of personalization
- Get to know the psyche behind your customer
- Craft your marketing efforts to them in this way



# Evolving Technology (CONTINUED)

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ONCE YOU UNDERSTAND THE CUSTOMER, THEN YOU CAN ACCURATELY USE THE SOFTWARE

→ Extensive integration with other systems/processes:



CRM



CMS



Content Marketing



Social Media Tools

# Marketing: Part of the Business Model, Not just an “Add on”

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TEAMS, PLATFORMS, BUSINESS PROCESSES MUST BE INTEGRATED

ONCE YOU UNDERSTAND THE CUSTOMER, THEN YOU CAN ACCURATELY USE THE SOFTWARE

## POTENTIAL OBSTACLES TO OVERCOME



- Minimal budget for marketing automation or marketing activity
- Management reluctant to invest in compelling content creation
- Poor collaboration between different departments
- Slow systems and/or need for updated software
- Poor data quality

# In Conclusion

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## MARKETING AUTOMATION & RESPONSIVENESS: THE FUTURE



- 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



# In Conclusion (CONTINUED)

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## MARKETING AUTOMATION & RESPONSIVENESS: THE FUTURE



- Predict and then act upon it
- Personalization is key from here on out
- Must change marketing mindset at both individual and corporate level for it to become integral part of business strategy

Thank  
you