

Social Strategy for Modern B2C Marketers

Orchestrate campaigns across social, digital, and mobile channels

Today's Customer Experience is Broken



78%

of customers don't receive tailored experiences across channels¹

96%

of consumers say they receive irrelevant ads, messages, and promotions²

82%

of marketers lack a centralized view of customer data³

Are you delivering consistent, tailored interactions with customers across marketing channels?

Unique Challenges with Cross-Channel Marketing Campaigns



Content not engaging. 77% of B2C marketers use content marketing. But just 37% say they are effective at it.⁴

Customers split among multiple channels. 67% of consumers engage with brands using multiple channels.⁵



New customers hard to find. 83% of marketers struggle with targeting prospects and customers on social networks.⁶

Campaign ROI difficult to prove. 75% of marketers can't calculate the ROI of their marketing spending.⁷



How do you run effective, cross-channel marketing campaigns?

Oracle Responsys + Social Cloud Delivers Effective, Orchestrated Campaigns



1. **The Right Message:** Create content that engages your audience
2. **In The Right Place:** Deliver content to multiple digital and social channels in one place
3. **To The Right People:** Use custom audiences, lookalike audiences, and paid media to reach hyper-targeted prospects
4. **With Real ROI:** Capture and view campaign metrics from all channels in a single dashboard

Start modernizing today: www.oracle.com/social

1. Accenture, "Delivering Exceptional Customer Experiences," 2013
2. Blue Research, "Consumers Don't Just Ignore Irrelevant Marketing Messages," 2014
3. Forrester, "Marketing Technology Adoption," 2011
4. Content Marketing Institute, "B2B Content Marketing, 2014 Benchmarks, Budgets, and Trends," 2013
5. Forrester, "The New Path-To-Purchase", 2013
6. Social Media Examiner, "Social Media Marketing Industry Report," 2014
7. Teradata, "Data Driven Marketing Survey," 2013