5 Tenets
of Modern Marketing

Conversion

The on-demand nature of today's shopping environment, the role of marketing has changed. This evolution in buying behavior demands a radical shift in how retailers and brands are aligning strategies to maximize conversion rates and optimize loyalty.

Multichannel consumer browsing and buying behavior is evolving rapidly. Consumers are now turning to a wider variety of digital channels to buy, including social and mobile. This creates opportunities and challenges for retailers and brands. The ability to track shopping behaviors, preferences, and insights across multiple channels is an imperative, but oftentimes difficult to address. To truly know the customer, retailers and brands realize the value in data integration and analysis.

Intelligently automating communication delivery and leveraging technology to understand propensity to buy, as well as adding a social layer to your customer relationship management (CRM) platform, helps enhance the flow of shopper information. By automating your engagement, you can improve the shopper experience, develop loyal relationships, and track conversion data more effectively.

Modern Marketers mine conversion data to gain insights into marketing efforts; providing insight on trends, stage conversion history, and other key metrics. Core competencies for modern conversion strategies include the ability to:
• Compare multiple mediums at a glance.
• Roll up reports to gauge overall performance against goals.
• Uncover which marketing messages produce engagement and revenue.
• Dramatically increase response rates for cross-sell and up-sell opportunities.

MODERN
MARKETING
ESSENTIALS

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MODERN
MARKETING
ESSENTIALS

3
Conversion

The increased pressure for data driven marketing accountability requires a modern approach to managing campaign effectiveness.

To understand prospects in a more holistic way, marketers typically leverage demographical data to segment and identify customers who are likely to buy. Marketing automation enables marketers to summarize and enhance this wealth of behavioral data — consumer Digital Body Language™ — in different ways. For example, marketers can glean an understanding of:

- Contact purchase history
- Loyalty membership
- Social and web activity
- Behavioral information
- Conversion patterns

Enabling Sales To Deliver on the Promise of Relevance and Value

While many marketing initiatives are driven by buyer-centric strategies, it's important to remember that smart Modern Marketing strategies are focused on sales enablement in addition to providing value to prospects and customers. Sales enablement — or sales readiness — is about helping your sales reps deliver the right content to the right person at the right time to cultivate a more active role in the mostly independent buying process.

To empower sales to engage with prospects and customers in a relevant, meaningful way, you must determine which campaign metrics are most important in terms of visibility, such as:

- Closed loop campaign reporting
- Campaign engagement reporting
- Website analytics reporting
- Database health reporting (media; blog, etc.)

CONVERSION RESOURCES

Learn more about Content Marketing **eloqua.com/Marketing-ROI**

"Opportunities multiply as they are seized." – Sun Tzu

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Applying Your Insights To Improve Conversion

Marketing automation provides the sales team with a library of tested content for every scenario. This enables sales reps to choose from marketing crafted emails for various scenarios and buyer stages, so they can focus on selling, as well as tracking the buyer's response rates.

Conversion Blueprint

Take a crack at developing your Modern Marketing strategy and enhancing your Conversion measurement by filling out this blueprint plan:

Our organization's key objectives for improving Conversion rates are:

_____

_____

_____

Our sales team points to the following key questions and conversations that most frequently result in closed deals (i.e. pain points; selling points, etc.):

_____

_____

_____

The most commonly identified attributes of converted customers include (i.e. lead score; behavioral actions; etc.):

_____

_____

_____

The standardization tools and marketing applications we'll use to optimize conversion are:

_____

_____

_____

The key internal integrations we can optimize to leverage profile information that reflects prospect timeline and research journey are:

_____

_____

_____

The most critical elements of establishing a repeatable process for our organization's success include:

_____

_____

_____

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