

# **5 Tenets** *of Modern Marketing*

# **Targeting**

In multichannel always-on marketing, your customers deserve value across all points of engagement. Particularly because they have access to so many resources and tools via digital channels, they expect the brands and retailers they love to not only meet—but also exceed their expectations. That means having the most relevant content, offers, and inventory across all channels. To deliver data-driven accountability, data collection and analysis is critical to your marketing organization. If retail brands use this data efficiently, they can transform into a customer-obsessed business.

Agility and scalability are imperative to delivering relevant, real-time messaging to your customers. The abilities to provide what a customer wants at a moment's notice and even predict future behaviors enable you to target consumers and build more meaningful relationships.

There's a lot of information beyond classic demographics that should be gathered and integrated to give you a more complete view of every consumer. Effective targeting and segmentation no longer hinges on basic information or even demographics.

**MODERN  
MARKETING  
ESSENTIALS**

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# MODERN MARKETING ESSENTIALS

**26% of marketers cite weakened effectiveness of marketing as a key driver for evaluating the need for Modern Marketing strategies.**

*BtoB Magazine: Defining the Modern Marketer: From Real to Ideal*

# 1 Targeting

**Marketing simply can't be as effective if you're unclear how behavioral insights impact a customer's profile and intentions.**

Modern Marketers are refining targeting strategies by building a more complete picture of potential prospects through their online behavior, what we call their Digital Body Language™.

Improve your messaging and engagement with right time content to support the customer research process by monitoring key behavioral attributes, including:

- Website visits
- Browsing and buying history
- Social interactions
- Searches performed
- Offer redemption

**Key questions that help you properly allocate marketing efforts.**

Before you can build an accurate and complete picture of your target customers, you have to ask the right questions to understand their pain points and how you can directly address them:

- What's her preferred communication channel?
- What email marketing did he last respond to?
- When did she last visit your website?
- What types of products has she previously purchased?

#### **TARGETING RESOURCES**

- Find more Targeting Best Practices [eloqua.com/targeting](http://eloqua.com/targeting)
- Access Social Targeting strategies [eloqua.com/social-suite](http://eloqua.com/social-suite)

*"If you don't know where you're going, you might not get there."*

**–Yogi Berra**

**Applying Your Insights To Improve Targeting**

Marketing automation helps you properly collect, manage, and apply more granular, meaningful insights. You also can leverage automation functionality to help your teams be more cognizant of your prospect and customer data.

**Targeting Blueprint**

Take a crack at developing your Modern Marketing targeting strategy and enhancing your Targeting efforts by filling out this blueprint plan.

**Our organization’s key objectives for improving Data Management are:**

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**Our comprehensive activity profile includes behaviors such as (i.e. web site visits; email opens; etc.)**

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**Our campaign audience segments will be defined by (i.e. lead score; title; etc.):**

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**The standardization tools and marketing applications we use to optimize data accuracy are:**

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**The key integrations we must consider to ensure silo-free communication are:**

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**Rules of Engagement: Our prospects prefer to communicate via (i.e. Email, LinkedIn, etc.)**

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