



MARKETING AT THE CORE OF DIGITAL TRANSFORMATION

---

# THE ROLE OF MARKETING TODAY

**PART I: THE ROLE OF MARKETING TODAY**

**PART II: DRIVING CUSTOMER EXPERIENCE**

**PART III: FROM STONE AGE TO STAR WARS**

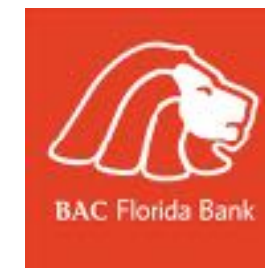
# ABOUT ME



## MARKETING TRANSFORMATION

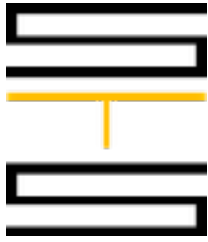


WUNDERMAN



## MARKETING, PR, ADVERTISING

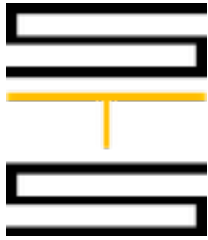




## WHO BENEFITS MOST FROM THIS CHAT?

- ▶ **Organizations**
  - ▶ Early adopters of Digital Transformation seeking to advance their digital competitive advantage
- ▶ **Marketers**
  - ▶ Exploring how to contribute to Digital Transformation





# DIGITAL TRANSFORMATION IS THAT BIG

- ▶ Brings real **disruption**.
- ▶ Fortune 500's - Higher financial **performance vs failure** to lose the business
- ▶ Disruptors pose an **existential threat**. Success for legacy brands means not only a **catch up** (act now).
- ▶ Creation of **entirely new business models**, constant problem-solving.
- ▶ The **savvy consumer** is at the **heart of it**.
- ▶ Disruptive enough to redefine an entire industry. The outcome must **entail a paradigm shift** that **contributes to society**, with defined purpose.
- ▶ It is borne out of **strategy**, not technology or marketing.

# ORGANIZATIONAL ENGAGEMENT AT SCALE

6

Performance-metrics need to be aligned to digital scorecards to ensure accountability

## LEADERSHIP

- Have you **clearly communicated a transformative digital vision** that answers how you will create a deep impact in the business and industry? Does your senior team and Board share the vision?
- Do you have leadership change management that **unblocks internal barriers** and promotes openness, transparency, partnerships, courage and collaboration? How are you addressing **cross-silo coordination**, decentralizing activities and **integrating data**?
- What **diversity** and **digital transformation know-how** do you have among your members?
- How much are you investing? Are you choosing prudence over innovation?

## HUMAN RESOURCES

- How you **empowering your employees**? Accelerate innovation? Leads to **cultural change**.
- Are you **up-skilling** and stimulating by bringing relevant **training, speakers, workshops**?
- Getting **constant feedback** - the good, the bad, the ugly?
- Are you building opportunities and **spaces** for **peer exchange of ideas**?

## PRODUCT LINES

- Are you feeding data and consumer insight to develop newly **competitive products/services**?
- How are you creating **new value** reaching new markets, launching new businesses/partnerships?

## SALES

- Have you done a **digital gap analysis**? How do you improve performance?
- Do you have a close **collaboration with Marketing** to define SQL and MQL?

## INFORMATION TECHNOLOGY

- Do you leveraging open APIs? Are you on the Cloud? Why not?
- Does the **tech stack** address your company's purpose and all its objectives?
- What is your **systems integration strategy**?
- Do you have an **ERP program to unify processes and integrated data**?
- What are you doing to **clean data**, so it's not compromised? How are you sharing it? **Dashboards**?

## OPERATIONS

- How agile are your operations - are you **testing, measuring and improving** on this?
- **How long do tasks take**? What is your operations testing schedule?
- How much complexity are you reducing?
- Are you **linking operational and customer-facing processes** in new ways?

# MARKETING ACTS AS A CATALYST

RETHINKS EVERY BUSINESS FUNCTION **THROUGH THE LENS OF THE CUSTOMER**  
AND DRIVES CUSTOMER INSIGHT, ENGAGEMENT AND EXPERIENCE  
ACROSS DEPARTMENTS





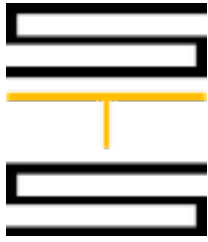
# MARKETING IS AT THE CORE OF DIGITAL TRANSFORMATION.

CEOS MUST EMPOWER MARKETING.  
NO LONGER SIMPLY A SUPPORT DEPARTMENT.

1. Digital Transformation is made possible by **customer-centric marketing vision, efficiency, and technology**
2. Outstanding customer experience that **stays ahead of the consumer** with an **omni-channel delivery** model and cross-silo coordination
3. **Constant automated experimentation:** Testing, lessons learned, actions
4. Consumer **insight will be the biggest differentiator**
5. A **compelling, truthful story at every interaction**
6. **Cross-sell & rewards**



# 5 HIGH LEVEL LESSONS.



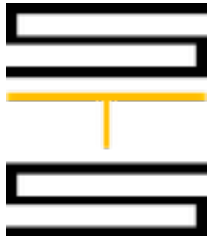
**ENSURE YOUR  
BRAND STORY IS  
POWERFUL.**

- ▶ The **transformative digital vision** must be clear & engaging - a stake in the ground.
- ▶ **Trust matters.** If you talk the talk, you must walk the walk. It's what you do as much as what you say. You must have outstanding data integration, operational agility, and simplicity. Do you?
- ▶ **Beyond** industry competition.

**NETFLIX**



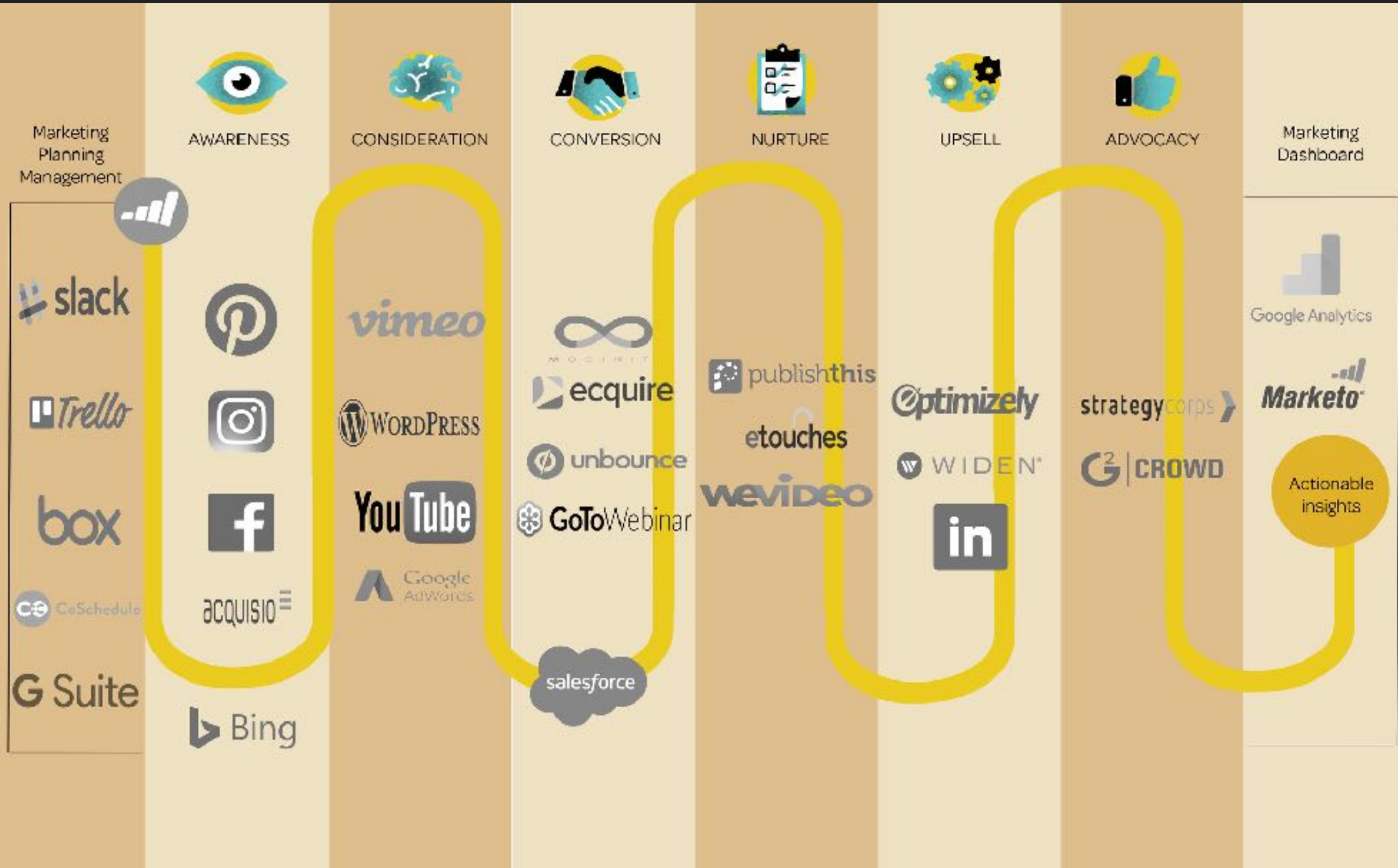
- ▶ For marketing to do its job, the **unique value** needs to true.



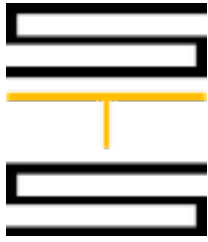
## INVEST IN A SOLID MARTECH STACK.

- ▶ Under the right conditions, the martech stack gives marketers a **one-to-one relationships** with their customers, and **delight at every touchpoint**.
- ▶ **Helps brands matter at every interaction**, in every channel, during the entire customer journey.
- ▶ **Tracks** your customer journey and metrics performance.
- ▶ **Efficient** to discover customer insight, deliver relevant content, and measure company growth.
- ▶ **> 5,000** options and growing...





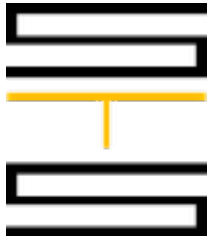
**A MARTECH STACK CAN GROW A BUSINESS**



**EXPERIMENTATION  
& METRICS GIVE  
YOU GOLD  
NUGGETS OF  
INSIGHT.**

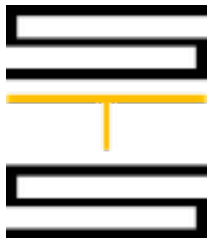
- ▶ **Rinse & repeat culture matters.**
- ▶ **Customer top tasks - measure!**
- ▶ Don't design to control. **Design to give control.**
- ▶ Focus on what you can **take away**, not add.
- ▶ **Adapt & refine:** You won't start with a perfect blueprint - taking action is more important than getting it perfect.
- ▶ Set **key performance indicators** alongside leadership that **incorporate experimentation** metrics.
- ▶ Communicate **testing plan** - how you use what you learn.





**DATA INTEGRITY IS  
A JOINT EFFORT  
(IT, SALES &  
OPERATIONS)**

- ▶ **Marketing automation** is going to bring out the hairy monster.
- ▶ **Audit** your data and legacy systems first in **collaborative** manner.
- ▶ **Establish a scorecard & timeline** to determine best ways to clean and update your data, and segment.
- ▶ **Measure impact** - you should see progress in data integrity.
- ▶ Invest in a one-stop **dashboard**.



**IT TAKES AN  
ORCHESTRA.**



## DIGITAL TRANSFORMATION

### PART I: THE ROLE OF MARKETING TODAY

Evolved: Disrupted, Efficient, Powerful

1. Story of a transformative digital strategy
2. Martech
3. Data integrity
4. Gold nuggets (experimentation)
5. Cross-silo coordination to make it work

**A RECAP.**

Thank you.

[sophiaturnersmith@gmail.com](mailto:sophiaturnersmith@gmail.com)