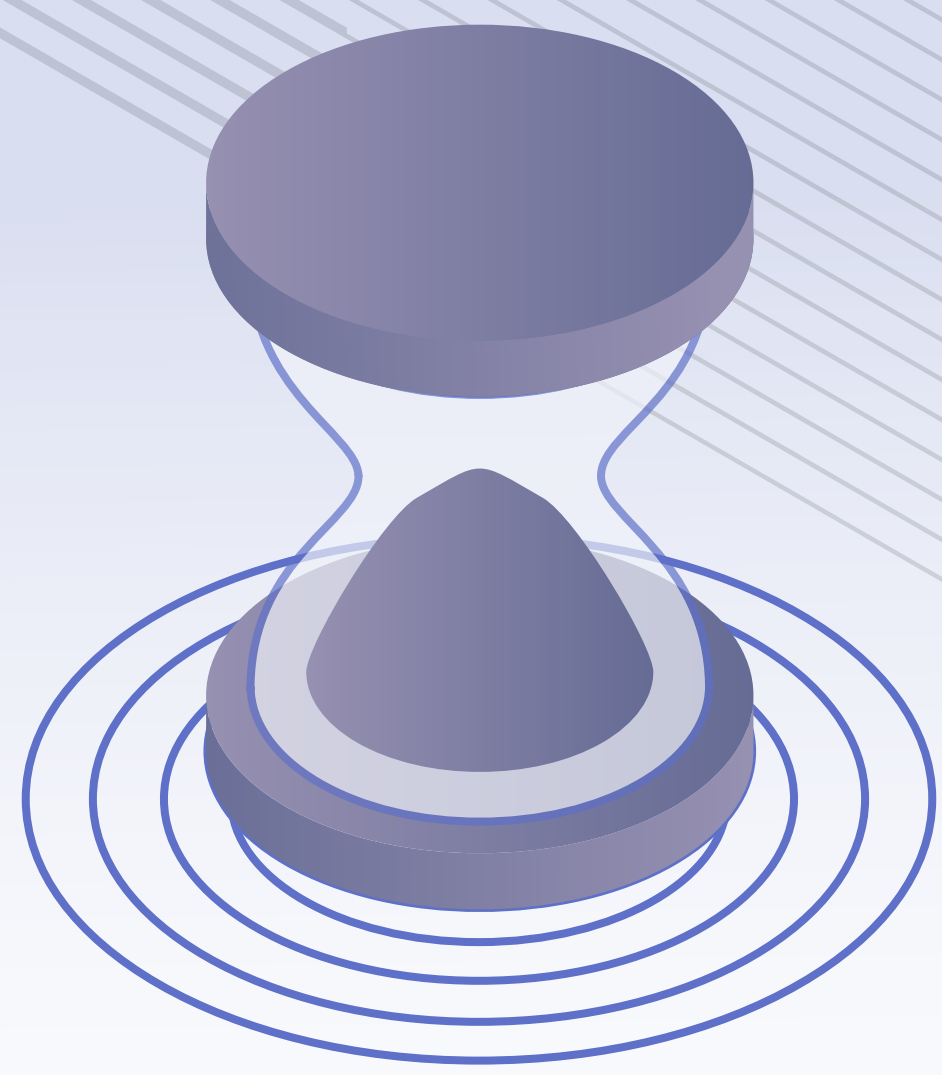


# THREE STEPS TO DIGITAL MARKETING ENLIGHTENMENT



## STEP 1 – ATTAIN FOCUS

Target all interactions, whether digital or non-digital:

### Sales Interactions

- Phone calls
- 1:1 Emails
- Meetings

### Live Marketing Interactions

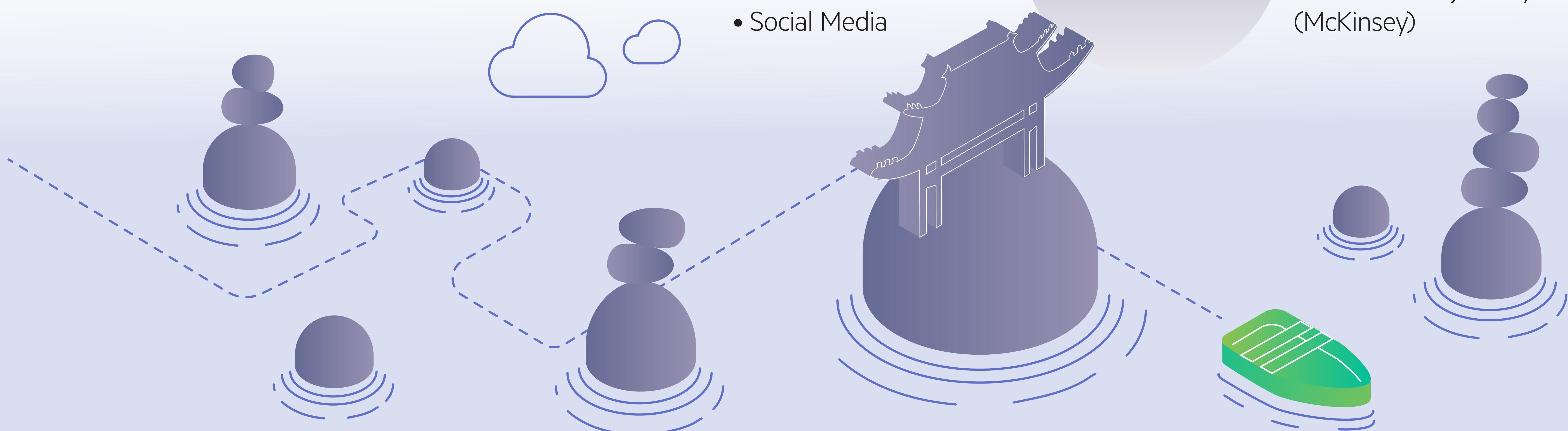
- Tradeshows/Conferences
- Seminars/Webinars

### Digital Marketing

- Email Campaigns
- Website Interactions
- SEO/SEM
- Social Media

56%

Over half of all customer interactions happen during a multi-channel journey. (McKinsey)

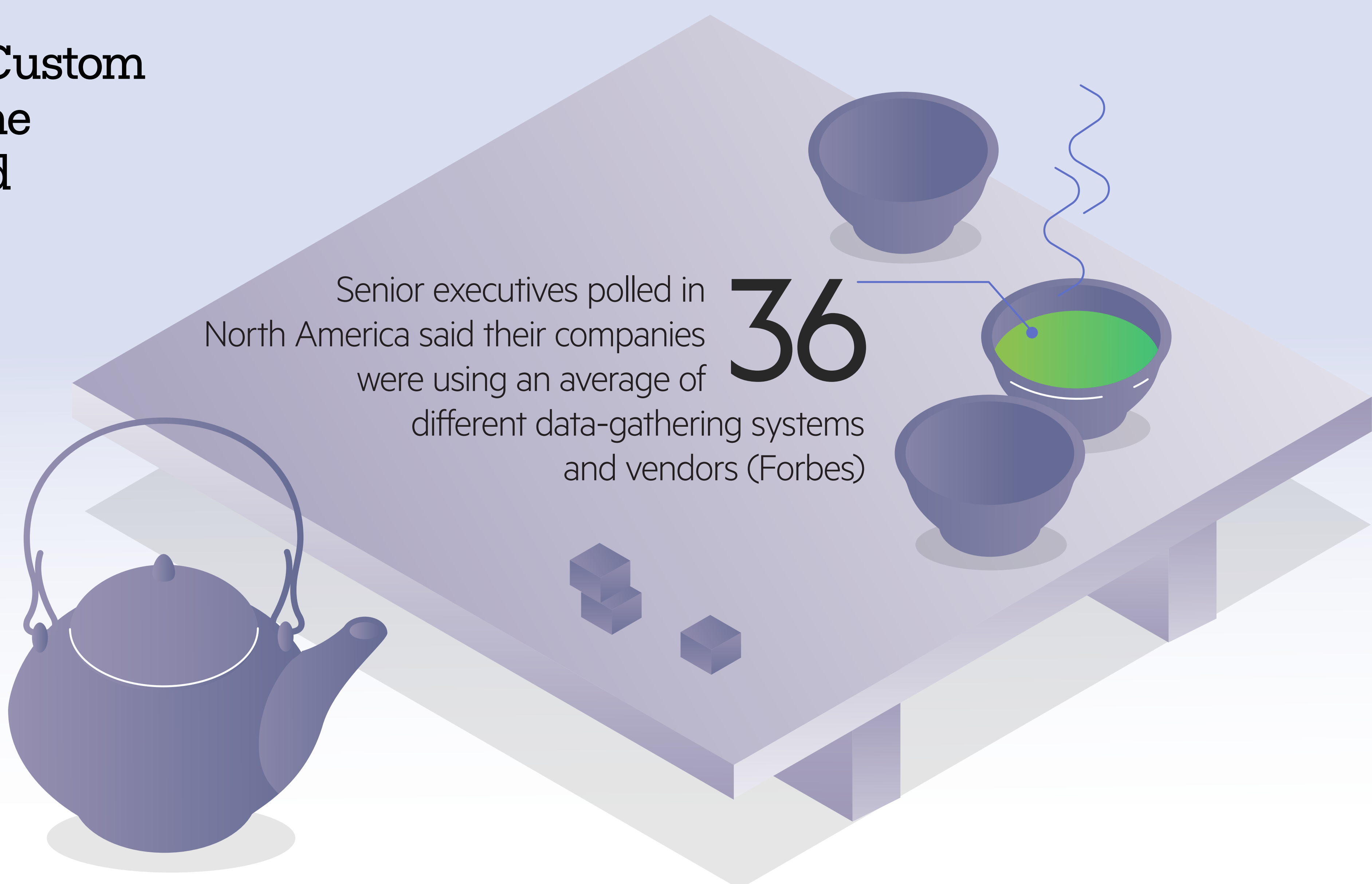


## STEP 2 – ATTAIN CONNECTION

Connect all your systems to a Custom Journey Database to capture the interaction data you've targeted

- CRM: Your customer and sales process information
- CMS: How people are interacting with your website
- Marketing Automation: Marketing outreach effectiveness
- Social Media Tracking: What the market is saying

Senior executives polled in North America said their companies were using an average of 36 different data-gathering systems and vendors (Forbes)



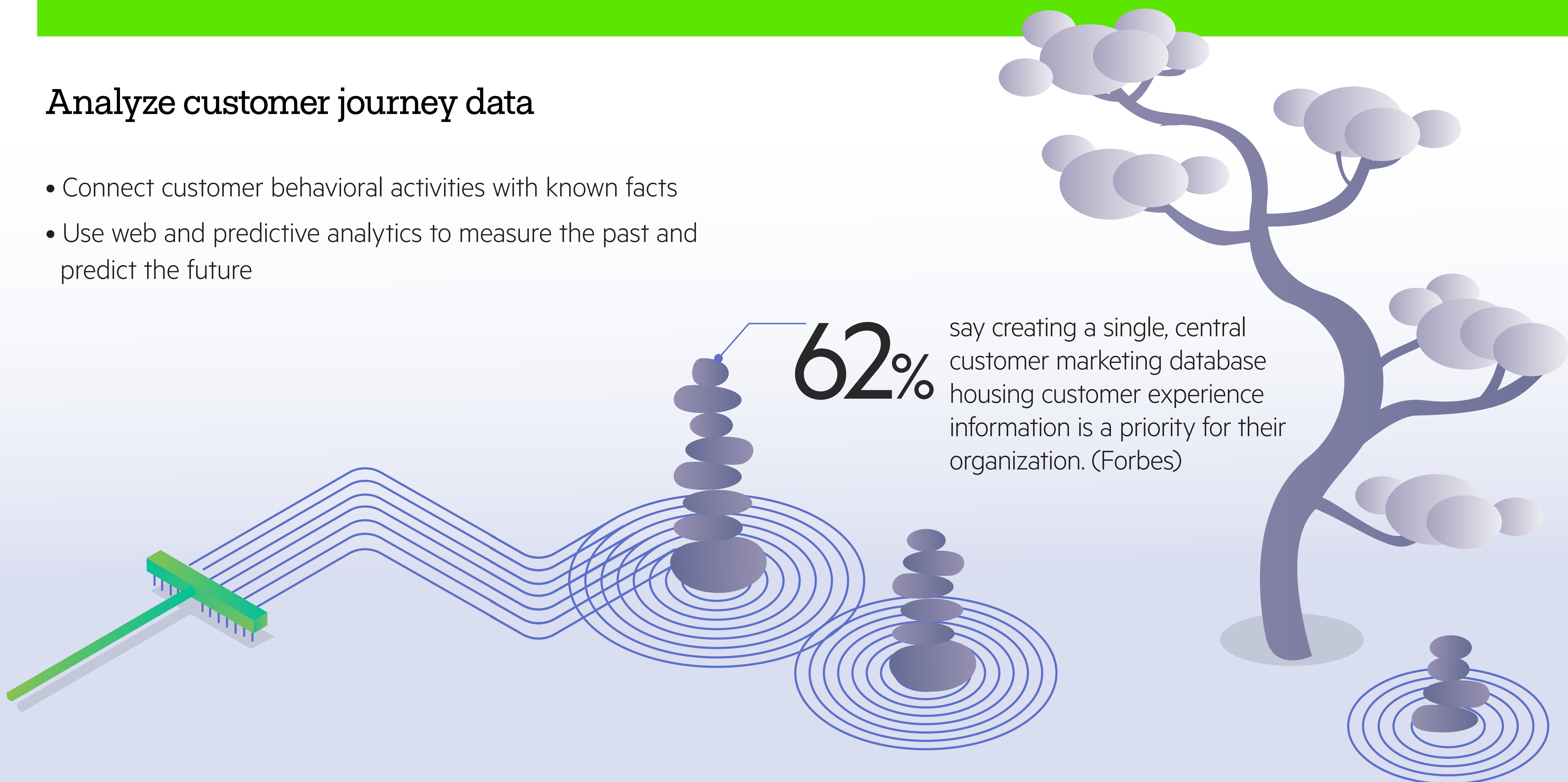
## STEP 3 – ACHIEVE UNITY

Analyze customer journey data

- Connect customer behavioral activities with known facts
- Use web and predictive analytics to measure the past and predict the future

62%

say creating a single, central customer marketing database housing customer experience information is a priority for their organization. (Forbes)



## ACHIEVE ENLIGHTENMENT

Once you've achieved a full understanding of all your customer interactions and can use that knowledge to predict the future and improve your digital marketing, you will have reached digital marketing enlightenment.

85%

Of business leaders believe big data will dramatically change the way we do business in the future. (Accenture)

