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# Context Marketing

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# *Context Marketing*

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## Context Marketing For Dummies®, Sitecore® Special Edition

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# Introduction

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**T**hanks to technological advances, consumers are demanding ever more from the brands from which they buy: more convenience, more flexibility, and more personalization. Consumers no longer accept being treated like mere data points; they want to be treated as the individuals that they are.

This shift in consumer expectations has made it increasingly difficult for brands to keep up and stay relevant. Gone are the days where sending out a generic email or “liking” a customer comment on Facebook was all that was needed to keep customers happy and coming back to make purchases. The “one-size-fits-all” approach to marketing just doesn’t cut it anymore.

With so many distractions from technology and other brands, it’s important for companies to be relevant, and to show they are taking into account the customer’s current behavior and history of interaction with them before they communicate with the customer. After all, who wants to be surfing the web and be shown an ad for a product they just bought? The goal has shifted from *talking to* customers to *conversing with* them. Marketers need to create experiences that meet customer expectations and are meaningful and memorable enough to make them want to interact with their brand even more. Context marketing is creating a relevant and meaningful customer experience in context of that customer’s current and previous interactions with your brand.

Marketing in context of how a customer has interacted with you shows you understand there’s more to marketing than pushing out your brand’s message. Context marketing presents the right content in the right place to the right person right *when their actions indicate they need it*.

This is a tall order for today’s marketers, but it isn’t impossible. To remain relevant, brands must rise to the challenge — and opportunities — offered by context marketing. This book is a great resource to start you on your journey to becoming a successful context marketer.

## About This Book

This book provides a broad overview of context marketing — what it is, why it’s a must-have in today’s marketing landscape, and the amazing benefits it can bring your organization. This book also addresses some of the major hurdles that companies face when they try to personalize marketing messages for individuals, and it offers advice on what can be done to overcome those obstacles.

## Foolish Assumptions

There’s a time and a place for just about everything and assumptions are no different.

First, I assume you work in sales, marketing, or IT service management and have a general awareness of current trends in customer interaction marketing.

I also assume that you are a business or technical decision maker, such as a marketing or IT manager, and are considering or evaluating context marketing solutions for your organization. If that’s the case, then this is the book for you!

## Icons Used in This Book

Throughout this book, you’ll find special icons to call attention to important information. Here’s what to expect:



When unscrewing something, keep in mind it’s “lefty-loosey, righty-tighty.” Kidding! This icon is used for helpful suggestions and things you may find useful at some point.



This icon is used when something is super important to . . .er. . .remember, and bears repeating.



Be careful! Watch for these icons, and steer clear of common mistakes.

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## *Beyond the Book*

Although this book is a one-stop-shop for your intro to context marketing, I can cover only so much! So, if you find yourself thinking, “Gosh, this was an amazing book! Where can I learn more about how to take my context marketing game to the next level?” just go to [www.Sitecore.net](http://www.Sitecore.net).

## *Where to Go from Here*

If you don't know where you're going, Chapter 1 is a good place to start! However, if you see a particular topic that piques your interest, feel free to jump ahead to that chapter. Each chapter is written to stand on its own, so you can start reading anywhere and skip around as you see fit.



## Chapter 1

---

# Understanding the Digital Consumer

---

### *In This Chapter*

- ▶ Understanding changing consumer behavior
  - ▶ Empowering consumers through technology
  - ▶ Moving away from traditional marketing
  - ▶ Introducing new channels and business models
- 

**D**igital consumers are savvy consumers. They know that with a few clicks or taps, they can do things like purchase plane tickets or vacuum cleaners, read and write reviews of local dry cleaners, and even find a mate.

Today's marketers face mounting challenges when they try to capture — and keep — the attention of these consumers. The playing field has changed, and the digital consumer has the home-field advantage.

In this chapter, I discuss how consumers today are different from those even a few years ago. I talk about how they're using emerging technologies to interact with brands in new ways. Finally, I get into what consumers expect when they're interacting with brands on the digital playing field.

## Recognizing How Consumer Behavior is Changing

It seems like only yesterday that people had to wait until they were in front of a computer with Internet access in order to make a purchase or look up movie times. All of that changed when Internet-capable mobile devices came onto the scene. Consumers have virtually infinite amounts of information at their fingertips and unprecedented access to brands all over the world. In order to keep up (not to mention remain relevant), marketers have to stay one step ahead. This isn't an easy feat, and unfortunately it's an area where many brands fall short.

### Understanding how technology empowers consumers

Take a walk down any city street, and you encounter person after person with a mobile device glued to their hand. Whether they're texting the babysitter or looking up the nearest Whole Foods Market, each person is *connecting* with another person or brand. Connecting has always been the crux of marketing, but now it's more important than ever. In the past it's always been the brand *pushing* out its messages to consumers. The consumers' options were to pay attention or not.

Advances in technology give consumers more access to products and information, but they also give marketers more access to consumers. However, don't take that as a sign that marketers are in control. The tide has turned, and consumers are more empowered than ever.

Here are some ways in which technology empowers consumers:

- ✔ **They're more informed.** Today's empowered consumer knows she can read honest reviews before making purchase decisions. Furthermore, a few clicks give her access to information created by subject-matter experts (SMEs), allowing her to research anything more thoroughly than ever before.

- ✔ **They're more connected.** Connecting with friends, loved ones, and brands used to entail picking up the phone or sending an email. Social networking has made that contact happen more quickly and conveniently.
- ✔ **They have the world at their fingertips. Literally.** Technology has opened up a global marketplace for consumers. They can choose the brand that meets their needs and expectations, unfettered by borders.
- ✔ **They have more choices.** With social media being free (for the most part) and websites being inexpensive to set up, small and medium-size businesses have been able to increase their brand awareness, getting on the consumer's purchasing radar for the first time.

## *Interacting with new channels and business models*

According to a recent study by comScore, 52 percent of the average consumer's time is spent using digital media. Out of the time spent digitally, 60 percent is on mobile devices, while desktop-based consumption accounts for the remaining 40 percent. Apps account for 7 out of every 8 minutes of media consumption, with smartphones being responsible for 88 percent of usage.

Consumers are no longer spending most of their time in front of computers. The introduction of new communication channels like apps gives consumers new ways to interact with brands.

For example, in addition to regular mobile ads in apps, marketers are looking to the gaming industry for opportunities. In order to be where the consumers are, game developers are selling advertising to other game developers, resulting in the cross-promotion of these different games. Oftentimes they even run promotions together, each developer gaining access to the other developer's target market.

The bottom line is that marketers have had to find unique ways to stay in front of these consumers. It's more important than ever that you know where your customers hang out and what their expectations are of the brands that they interact with. When you've gained that knowledge, you can begin to build meaningful interactions.

## Determining Consumer Expectations of Brands

A company must market itself to gain brand awareness. Every brand starts here, but unfortunately many stop here as well, which leaves existing customers out in the cold. Don't the individuals who already have a relationship with your brand deserve attention? The short answer is Yes. The long answer is Yes; in fact, they're now expecting it.

It's no longer enough for companies to put time, money, and effort into only the advertising portion of the marketing mix. A marketing plan should be a holistic blend of different methods in order to engage with both current and future customers. That then begs the question, "What are a customer's expectations of a brand?"

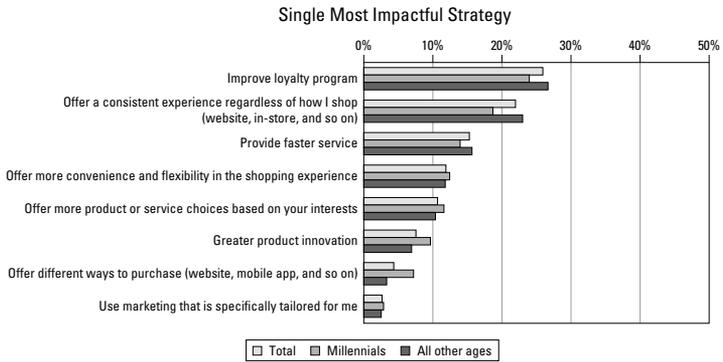
### *Interpreting survey results*

A recent study of 1,000 baby boomers and millennials by King Brown Partners found that while overall brand satisfaction is at 76 percent, today's plugged-in consumer has much higher expectations of the brands with which they interact. A one-size-fits-all brand experience is no longer acceptable.

Specifically, customers want to feel like they're being listened to and respected. They're giving time, attention, and money to a company and want to be acknowledged and appreciated. The study showed there are key factors that consumers look for in their interaction with brands, including:

- ✔ Fast and responsive customer service (86 percent)
- ✔ Consistency, convenience, and flexibility of the shopping experience (80 percent)
- ✔ Fulfillment of brand promise (90 percent)
- ✔ Customer respect and recognition (89 percent)

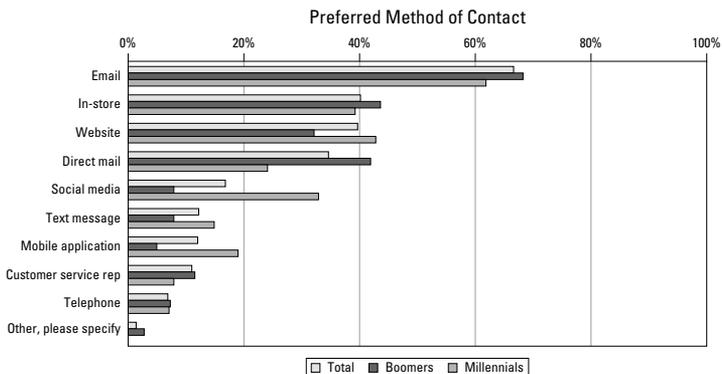
Figure 1-1 identifies the factors that most influence a customer's opinion of the brand.



**Figure 1-1:** Factors that influence customer opinions.

Here are a few more key findings:

- ✔ **Brands aren't interacting with millennials on the right channels.** Seventy percent of millennial respondents strongly believe that brands are not using the most relevant technology when interacting with them.
- ✔ **Email is the preferred method of communication.** Millennials are more open to interacting with brands on different platforms than boomers; however, both prefer email as the main touchpoint. Figure 1-2 shows more detailed results from the survey.
- ✔ **Aggravated by off-target ads.** Sixty-six percent of millennials say they find it “highly aggravating” when personalized advertising is off-target.



**Figure 1-2:** Preferred method of contact for survey respondents.

## *Eschewing traditional marketing*

Traditional marketing sometimes gets a bad rap. It's still very useful and many brands succeed at mixing both traditional ("push") marketing and inbound ("pull") marketing.

While it still has its place, traditional marketing is a one-sided conversation, and anyone with a chatty aunt knows how fun one-sided conversations are for the person being talked at.

Consumers are bombarded with marketing messages all day, every day. Worse yet, messages are disruptive if they're over-used or used incorrectly. Invasive marketing turns off customers, and they tune out those messages altogether. Off-target marketing — sending emails promoting a product you've already bought — is even worse. When interacting with customers, progressive companies are moving in the direction of less talking *at* and more chatting *with*.

Here are some examples of traditional marketing your company may be using:

- ✔ TV ads
- ✔ Radio spots
- ✔ Billboards
- ✔ Flyers
- ✔ Online ads in search results
- ✔ Direct mail
- ✔ Cold-calling

Today's top brands realize engaging and listening to customers, and then responding in kind with appropriate and timely content, is what successful brands do. They create relevant content that attracts customers, rather than just announcing sales or new products. This is called *inbound marketing*, and it's an integral part of digital marketing.

Here are some common ways brands utilize pull, or inbound marketing:

- ✓ eBooks
- ✓ White papers
- ✓ Forum posts
- ✓ Online presentations on sites such as SlideShare
- ✓ Social networks like Facebook, Twitter, and Instagram
- ✓ YouTube
- ✓ Blogs

Providing high-quality, relevant content is the cornerstone of your context marketing endeavors.

## *Studying Customer Interactions Today*

Whichever method of marketing you're currently utilizing, you need to know how well it's working. Gaining this knowledge goes beyond studying some numbers through an analytics program. The meat and potatoes of how well a marketing campaign is doing is how well (or poorly) customers are interacting with your brand.

The number and quality of customer interactions is a good way to measure whether your current marketing methods are leading to lots of quality interactions. If they aren't, it may be time to retool some of your marketing efforts.

## *Seeing the declining acceptance of push marketing*

Way back when, push marketing was not only accepted; it was expected. It was pretty much just, well, marketing. It meant pushing your product or services at the consumers and trying to influence their purchasing decisions. How else were you going to get the word out about your brand?

A push method may be a billboard on the side of the road, an advertising booklet that you get in the mail, or even advertisements in your Facebook News Feed. All of that is push marketing. When the consumer stops paying attention to your marketing, how do you expect to build a relationship with them . . . the crux of context marketing? The answer is you don't, and can't.



Heavy-handed selling should never be a part of your marketing toolbox.

### *Needing to change the status quo*

How products and services are marketed these days has to change. Customers are constantly evolving, as are their expectations of brands, so it's imperative that marketing methods evolve as well.

Luckily, many brands are realizing this and have wised up to the fact that consumers want to have experiences with them; they want to find a brand that will interact with them in a way that goes beyond trying to land the sale.

Context marketing is taking customer interactions and experiences to a whole new level. With the ability to keep track of every customer interaction and then access that data in real time, brands can provide the highly personalized experiences that take into account the customer's history of brand interaction and real-time activity. This leads to a more relevant customer experience and increased customer loyalty.

## Chapter 2

# Discovering Context Marketing

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### *In This Chapter*

- ▶ The customer journey
  - ▶ Marketing and IT working together
  - ▶ Context marketing from the consumer's standpoint
- 

**C**ontext marketing can't work for a brand unless marketers use their systems and data to automatically tailor each step of each customer's experience, right through to the purchase process. However, context marketing isn't only up to the marketing department. The IT department plays a big role in helping to gain a 360-degree picture of the customer.

This chapter explains the importance of every department understanding your customers' purchase journeys. It talks about how important it is for marketing and IT to work together to make your company's context marketing a success. Toward the end of the chapter, a couple of examples give you insight into what context marketing looks like from the consumer side.

## *Defining a Customer Journey*

A *customer journey* is the story of a customer's experience with a brand from initial contact through engagement at different touchpoints, a purchase, and finally, a loyal, long-term relationship. Understanding your customer's journey is an important part of context marketing; the data collected comes from the different interactions your customers have with your

brand while they're moving along their journey. From there, your team can shape and guide each individual customer's journey by providing the right content to the right person, just when they need it. That's marketing in context.

The customer journey consists of many touchpoints, and brands must learn to recognize these and react appropriately. Many brands create what are called *customer journey maps* that tell the story of a customer's unique experience. These maps are a general guide because, chances are, you are marketing using different channels, so each customer's journey is different — and every customer is unique, so they're likely to explore information in different ways, in different places. You should create a few different maps to start and then tweak them as you collect more specific interaction information.



A customer journey map is an important tool for your team. It gives you a comprehensive picture of the customer experience, leading to a more complete view of the different ways customers interact with your brand.



Remember, today's customers use multiple devices, so it's important to give them a seamless experience with your brand across all devices. Customers should be able to start an inter-action online from their desktop and finish it from their mobile phones, for example, picking up right where they left off. This practice shows the customer you respect their time — a key attribute of context marketing.

## *Understanding the New Marketing-IT Mindset*

Unfortunately, it isn't uncommon for different departments in the same organization to be operating independently, their data kept siloed away from everyone else's. In a perfect world, all data is shared among departments. After all, aren't we all working toward a common goal? Whether it's to increase revenue, build a loyal customer base — or both — having a more comprehensive picture of the customer moves those goals forward.

Long ago, the IT department was known as the guys (and gals) who set up new employees' computer stations, installed anti-virus software, and got the technology back up and running when it bit the dust right before a big presentation. Sure, they still do all of that, but they now have the even bigger responsibility of often being the gatekeepers to all of the data servers in an organization. And, trust us, there's *a lot* of customer data these days. From website clicks to online shopping cart behavior, all of that information is captured on an organization's computer servers — just begging to be analyzed and acted upon.

When you think about the organization's goals, it makes complete sense that the marketing and IT departments would enter into a symbiotic relationship, right? When your marketing department has regular, real-time access to all of the rich customer data that is housed on your organization's servers, you can better create dynamic marketing and social media campaigns. These lead to more meaningful customer interactions, and in the long run, more sales and higher revenue. It's a win-win!



Context marketing isn't simply a matter of having complete access to data, however. The crucial point is having systematic access to that data *in real time*. If a consumer is presented with informative content about Product X when she's past the research stage and has already made a purchasing decision, you aren't doing context marketing. If you aren't at the right place at the right time with the right content, the consumer may decide your brand isn't the right fit after all.

You can avoid those missed opportunities if you ensure that visitor and customer data is collected and connected in a single marketing database in complex detail, down to the individual level. When this data is available immediately — or in real time — to any application, it can be used as the bedrock for automatically delivering the most relevant content to each and every person. With thousands or even millions of customers worldwide, companies need technology that automates this process at scale.

## *Examining the Consumer's Perspective on Context Marketing*

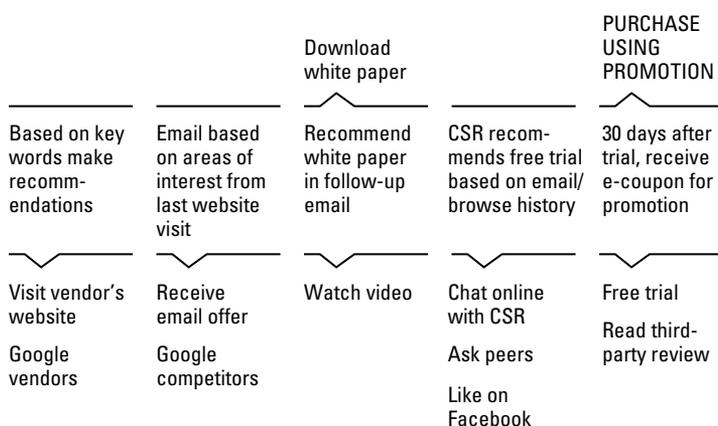
Context marketing is all about interactions that are relevant to the consumer and managed on the consumer's terms. It is the cause-and-effect relationship between a brand and a consumer. When a consumer completes an action and interacts with the brand in some way, successful context marketers have automatic systems that respond with appropriate content that will build on the last interaction and help the consumer make the next informed decision on his or her buying journey.

As technology advances, customers have more touchpoints than ever. Unfortunately, brands often drop the ball at any one of these touchpoints. That results in unhappy customer experiences. Marketers should put themselves into the customer's shoes to get a better idea of what to deliver to the customer and when. The following sections show examples of what context marketing looks like from the consumer's point of view.

### *So what is the role of brands in the customer journey?*

The customer journey encompasses more than just the actions of the customer. Brands must go through a parallel journey in order to achieve context marketing success. The brand's role in the journey can be plotted with a map as well.

The brand's map shows what steps the brand can take in order to manage a positive customer experience. In context marketing, these steps often feature the highly personalized content that consumers can be presented with at the most relevant point in their buying cycle. Figure 2-1 shows an example of context marketing from the consumer's standpoint. The brand's actions in the center are made in response to the consumer's actions shown at the top and the bottom of the chart.



**Figure 2-1:** An example of marketing in context.



You cannot know what content is relevant to your customer at a particular touchpoint unless you have mapped options for the customer's journey first.

## *Context marketing success story: Understand.org*

Understood.org is a free online resource for parents of kids ages 3-20 who have learning and attention issues related to reading, math, writing, focus, and organization. The site educates parents about these issues and provides them with strategies to help the child live a productive and full life.

Understood.org outlines the journey these parents undergo. Instead of having to wade through piles of information to find things that are relevant to their child's unique situation, parents can take advantage of support that is personalized for each phase of the child's issues and the parents' concerns.

Understood.org recognizes that families are at different stages in their journey of understanding and dealing with learning and attention issues. The organization presents families with information that is relevant to their current stage in the journey. For example, if parents are trying to figure out why their child is struggling in school and social life, they tend to be looking for more clinical information than the parent of a child

with a diagnosed condition. As time goes on, this parent will be able to return to Understood.org for ongoing support.

By being able to personalize each step of the customer's experiences, Understand.org can help parents not only deal with present issues, but also give them an idea of what they can expect to encounter as time goes on.

## ***Context marketing success story: U.S. Soccer***

U.S. Soccer is the organization behind the various U.S. National Soccer teams. Its primary touchpoint with customers is its website, [ussoccer.com](http://ussoccer.com), which poses a unique challenge because of its wide audience. Website visitors include casual fans who check in on teams every now and again, all the way up to die-hard fans who follow teams around the country. Other groups of visitors include elite players, coaches, and referees, who add layers of complexity to the organization's attempts to engage website visitors. In order to keep all groups of customers engaged, U.S. Soccer employs a context marketing solution to collect rich user data across all its channels and customize website experiences.

By leveraging personalization capabilities, U.S. Soccer provides each website visitor with a unique and engaging experience that includes rich content to make him or her want to return. Because they provided relevant content based on a website visitor's previous site interactions, U.S. Soccer was able to move people through the conversion funnel with the "end game" of becoming U.S. Soccer Supporters Club members.

Additionally, during the 2014 World Cup, web traffic to [ussoccer.com](http://ussoccer.com) increased and viewers were staying on the pages longer — proof that the content they were being shown was timely and relevant. Because visitors were more engaged with site content, more of it was shared through social channels, furthering the brand's reach. Even more impressive, the majority of website sessions were on the mobile platform, up from being only 32 percent of interactions the year before.

## Chapter 3

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# Exploring How Marketing Technology Falls Short

.....

### *In This Chapter*

- ▶ Understanding the marketing technology landscape
  - ▶ Reorganizing disconnected systems
  - ▶ Exploring disjointed data silos
  - ▶ Feeling the pain of disconnected customers
- .....

**I**f your company is struggling to get a more complete picture of your customer, you're not alone. Many companies report having difficulty integrating their disparate marketing technology.

This chapter gives a more detailed look into today's marketing technology landscape and the factors that contribute to its failures. This chapter also looks at the negative effects of having disconnected systems, how they make context marketing difficult, and what you can do to get your organization — and your customers' data — more connected.

## *Surveying Today's Marketing Technology Landscape*

Lots of disconnected data is floating around marketing departments, buried in lots of different marketing systems and data stores. That, in turn, represents quite a bit of wasted time and many missed customer interaction opportunities. You can't get a single view of the customer when doing so requires pulling analytics data from numerous data silos and trying

to make sense of it all. Not unless you have a team of data scientists, anyway.

The following sections discuss five common culprits that contribute to marketing technology falling short. Address these five issues, and your organization can overcome the most typical roadblocks to context marketing success.

## *Content management*

A *content management system* (CMS), also known as a *web content management (WCM) system*, traditionally stored all of an organization's online marketing content in one central repository and then surfaced it on the web for customers. Users could typically create, edit, and delete items right from a user-friendly interface in the CMS, making it an extremely convenient option for those people in charge of a company's web content.



Times change, and simply presenting all your content on the web is no longer enough. Customers demand more personalized, relevant online interactions with brands across all touchpoints. That requires collecting metrics and data about where and how customers have interacted with your digital brand and responding to it appropriately.

An organization's data is often housed in multiple silos, however, leading to a fragmented, incomplete picture of the customer experience. A traditional WCM system may have data about how customers have interacted with the website, but often lacks the capabilities to collect data from different channels such as commerce systems, mobile, social media, and email. Data from those systems is often stored in the application itself. Furthermore, traditional WCM systems don't always integrate with other business applications like customer databases and customer relationship management systems (CRMs). How is an organization supposed to collect customer-specific information if the data can't be connected to a specific customer?

## *Marketing automation*

Marketing automation is a way for companies to streamline traditional marketing activities such as segmentation, lead generation, lead nurturing, and customer lifecycle marketing.

It may sound like a marketing utopia, but it can take an organization from being a marketing star to a marketing dud in very short order if not done correctly.

Here are a few ways in which marketing automation can fall flat:

- ✔ **It often limits a company to email marketing.** Email is only one piece of the customer interaction pie. Unfortunately, many marketing automation solutions limit companies to email marketing capabilities. This hinders the company's ability to collect and respond to customer data from other communication channels.
  - ✔ **The “set it and forget it” approach.** We've all heard horror stories of automated tweets that went out at unfortunate times. Marketing automation must be monitored, nurtured, and adjusted in real time in order to be useful.
  - ✔ **It's only for the marketing department.** This is along the same idea as data silos: that a solution can only benefit one department. It couldn't be further from the truth! Your sales team can put it to good use, as well.
  - ✔ **Spam for everyone! Every two weeks!** No. Stop right there. This should go without saying, but utilizing marketing automation solutions is not a license to spam your customers. Actually, *nothing* is a license to spam your customers.
- Spam isn't just bombarding your email list with frequent messages, either. Repeatedly sending irrelevant emails can also get you labeled a spammer.
- ✔ **Treating customers like data points.** Marketing automation systems allow you to segment customers according to common attributes and lock them into an email flow based on those attributes. It's a rigid, impersonal way to treat your customers and one that often leads to one-sided conversations because you're communicating based on commonalities rather than individual behaviors.



Marketing automation is wonderful technology when used correctly. It streamlines processes and makes your marketing and sales efforts more efficient. But its success depends on having the customer data from a marketing automation system connected to the customer data from the other technology systems your company utilizes. Marketing automation is useless if it operates alone or in a vacuum.

## *Customer analytics*

Customer analytics is no longer the be-all, end-all when you're trying to understand the wants and needs of consumers. Instead of using customer analytics as just one part of their marketing endeavor, albeit an important one, some companies look to this method as the only source of data that they need in order to provide their customers with positive experiences. That couldn't be further from the truth. It's extremely difficult to gain a 360-degree picture of each specific consumer when personalized data is stored in different systems. It's like comparing apples to oranges to pears.

Sure, with customer analytics you can see where people clicked on your website and if they clicked on your ads. But you can't see a 360-degree view of the customer when your data is siloed.

## *Personalization and targeting*

Advertising platforms like Google AdWords and Facebook Advertising have extremely powerful targeting capabilities. They enable you to easily narrow your audience down so your content is delivered to exactly the group of people who would be interested in it.

What they don't offer is the ability to personalize each piece of content based on that person's history of interaction. That may mean 100 different people are presented with 100 different pieces of content. Each piece of content is relevant to one person at their current stage in the buying cycle.



Targeting gets you only so far; you need to take your marketing a step further and have a personalized, digital one-on-one interaction with customers that makes them stop and take notice.

## *Predictive analytics*

The way that today's technology landscape looks, with companies using an average of 36 different marketing tools (and some as many as 100), compiling, analyzing, and acting upon the data collected is a monumental task. This is what predictive analytics is all about. It's one of the latest buzzwords in online marketing, but many companies have no idea how to utilize it effectively.



Unless companies use a platform that collects customer interaction data based on each individual's interactions across all of their marketing channels and houses it in one centralized location, they never gain a 360-degree view of their customers. Marketers can *predict* future customer behavior only if they can analyze past trends. Doing so is not an option if all past and present customer interactions aren't collected down to the individual level across systems.

## Diagnosing Disconnected Data Silos

The following situation is all too common in one version or another. Let's say you've spent lots of time researching a car online. You've read up on all the specs, and scoured through every owner review you can find. You've even requested more information by email from the local dealer's website. After receiving the information, you decide you know enough to head to the dealership to take a test drive. A few hours later, you drive away in a shiny new car. Congratulations on your major purchase!

Then it happens: Two weeks later you get a follow-up email from the dealership. It says, "Hello! You recently requested more information via our website and we wanted to follow up to see if you wanted to test-drive the latest model! Give us a call!"

You delete the email in disgust. How soon they forget that you spent a hefty amount of money at their dealership purchasing that same car a couple of weeks ago! They clearly don't value your business enough to remember you, so the next time you're in the market for a car, you're definitely not going to remember them.

The problem is most likely that the dealership has disconnected data silos. The company's email database is not connected with its CRM because if it were, you would have received a thank you note, not one asking for your business. Those separate data silos gave the dealership only a fragmented view of you, the customer. A company can't treat you as an individual when it doesn't have a complete idea of your interaction and purchasing behaviors.

## *Feeling the Pain of Disconnected Customers*

To stay relevant, brands must meet — or exceed — customers' expectations. This is virtually impossible if your data is scattered and your customer information provides you, at best, a fragmented picture of your customer.

Consumers are bombarded with marketing messages everywhere they turn. Whether through billboards and radio spots on their drive to work, banner ads on websites, or sponsored ads in their Instagram feed, they have lots of businesses competing for their attention! It all becomes noise after a while and consumers stop seeing any of it. One way to stand apart from all that noise is by personalizing customer interactions through every channel.



The quickest way to lose customer confidence is to treat customers like data points and not like the individuals that they are. When your company doesn't make the connections among these different customer touchpoints — and join the dots — how do you expect your customers to feel connected enough to you to become loyal, life-long brand evangelists?

Brands have the ability to deliver contextualized customer experiences; but they need to have all their ducks — or data systems — in a row. The following sections offer ways to do just that.

## *Tracking the Spread of Complexity*

Oftentimes, the rest of the company finds out about a new IT system being implemented after it's been installed, the staff has been trained, and the kinks have been worked out. IT purchased the new system to solve problems that it's been having in the course of its day-to-day responsibilities.

On one hand, it's great that you now can take advantage of some cool new email feature. On the other hand, you realize soon enough that this new system completely works against

your own departmental systems, or at the very least, it doesn't integrate very well.

Or maybe the shoe is on the other foot. Suppose the marketing department gets its hands on an awesome new social media marketing tool, but unfortunately it doesn't work together with the company's existing email program. Now the company can't track when someone clicks social media links in a mass email. Marketing just got a whole lot more complicated!

When departments work independently of each other, marketing technology and IT messes can ensue. That shouldn't happen; everyone is working toward a common goal, right? Unfortunately, matters aren't that straightforward.

Sure, the entire company has a goal of increasing revenue, but each department has different goals, benchmarks, and key performance indicators (KPIs) that it's responsible for. When something isn't working, that department has to answer for the problem.

All is not lost, however! The next section gives some ideas for how to simplify your company's marketing technology landscape.

## Reorganizing Disconnected Systems

Having a connected system working together to collect customer interactions down to the individual level across all channels is the key to successful context marketing. However, if your company is currently collecting this data in numerous locations but wants to make the move toward a more organized, integrated system, all is not lost.



Here are some steps to keep in mind if you want to take your systems from disconnected to connected:

- **Stop buying more marketing systems.** This may seem like a no-brainer, but it's a common mistake. Your data is scattered because you have numerous places storing it — each system being its own little customer data silo. Adding more systems further fragments your customer

data, essentially moving you backward in your quest for data integration — and a single view of your customer. The goal is to simplify — not increase — the complexity of your systems!

- ✔ **Know your end game.** Knowing what you want to achieve allows you to align the factors that will move you forward. Get the customer data you *want* in a marketing database *into* the marketing database by deciding what data you need and where it currently lives — then plan how to connect it with your central marketing repository. Make sure your IT team is on board with you from start to finish.
- ✔ **Outline the ideal customer shopping experience from start to finish.** This step identifies which systems are gathering and storing valuable bits of customer interaction data — these must be included in the integration — and which ones just add clutter and confusion, both customer-facing and behind the scenes.
- ✔ **Select the right system for your context marketing endeavors.** Choose a solution that can integrate with those existing channels and become the central marketing database to drive your context marketing. In addition, make sure that every department that will utilize the tool is involved in the selection and rollout of the system — change management is vital to ensure success with your new system.
- ✔ **Ensure your teams are working together.** The idea behind using a context marketing platform is to integrate the right data across all channels to eliminate data silos. This free-flowing data, which each department can access, allows for seamless customer interactions across all touchpoints. All departments involved must continue to work together to meet customer service, sales, and marketing goals.
- ✔ **Build trust in your systems.** Modern context marketing is possible only through orchestrating what experiences you want to deliver and trusting the system to deliver them to each individual visitor — with the most relevant content based on what is known about each and every one of them. You can't do this by hand. Test, learn, and build trust in your context marketing platform to deliver optimally, each time.

## Chapter 4

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# Succeeding in Context Marketing

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### *In This Chapter*

- ▶ Understanding the customer journey
  - ▶ Managing content
  - ▶ Utilizing contextual intelligence
  - ▶ Understanding data silos
  - ▶ Omnichannel automation
- 

**C**ustomers today demand highly personalized experiences from brands. Gone are the days when it was acceptable for marketers to deliver one-size-fits-most experiences both online and offline.

The future of individualized customer experiences lies with marketing in context of customer interaction history, so you're delivering content based on the sum total of a person's past behaviors and current needs rather than blindly pushing out marketing messages based on your company's marketing schedule. In this chapter, I talk about the importance of knowing your customer and their individual experience. I discuss what attributes to look for in technology that will break data and application silos and deliver the 360-degree view of the customer you need in order to market in context of their interaction history.





As they move along their journeys, customers collect *moments that matter*. Brands should tailor their communications to these unique moments *as they are happening*. Customers feel they are being treated as individuals and not just wallets, which creates positive moments and improves the likelihood of a future purchase.

The next section discusses what you need in marketing technology in order to deliver context marketing. I break it down into three areas: your web content management (WCM) system, your system for collecting customer data, and the automation system you use to deliver content to your audiences.

## Managing Content at Scale and With Ease

Regardless of how large or small your company is, you are likely using a WCM system to store, manage, and power your company's website. But not all WCMs are created equal, and there's a big difference between managing web content and managing the entire digital experience for your prospects.

When upgrading or replacing your WCM system, look for these qualities to ensure you're set up to deliver on the promise of context marketing:

- ✔ **Separation of the content management from its presentation on various channels.** When content editing and management functions are kept separate from the presentation of that content, you don't have to worry about editing for smaller screens or for new devices or new channels. The system automatically reformats the content for the device, so the content can be delivered across any channel.
- ✔ **Tight integration of your WCM with your customer data.** If your WCM is a jumble of technology modules rather than a system that's been built from the ground up to tightly integrate with your customer data, context marketing is difficult because you need to join your data with each separate module of your WCM. Personalized context marketing requires tight integration of your content and your customer data.

- ✓ **Ease of use for marketers.** You need a system that your marketers find easy to use, because they are the people held responsible for the customer experience. They must be able to manage content, test different treatments, control workflows, and preview pages, all without learning a special coding language.
- ✓ **Ability to manage multilingual content at scale.** Your content editors should be able to work in their native language and ensure a consistent global message. Look for a WCM that easily integrates with language translation services.
- ✓ **Scalability.** You want a WCM that is scalable; it must be able to grow when the amount of data you're generating about your customers grows.



It's imperative to manage all of your digital assets in one place to ensure the customer is always provided the most up-to-date and relevant content in relation to his or her interactions with your brand.



Context marketing is about experiences. Delivering a completely connected consumer experience across all marketing channels ensures the conversations you're having with your customers always pick up right where they left off.

## *Using Contextual Intelligence to See a Complete Customer Picture*

At the heart of context marketing is the ability for marketers to gather and use highly specific customer data in order to deliver the most personalized experience possible. Such seamlessness is possible only with the right marketing technology.

Chapter 3 discusses the specific challenges that today's marketing technology landscape present for context marketers. The following sections dive into how to overcome these challenges.

## *Understanding marketing, sales, and IT department silos*

Data. Every organization has it, but not every organization has complete access to it. “That’s not true,” you say, “I can ask our IT department for the data I need at any time.” And therein lies the problem. Shouldn’t all of your organization’s data be completely integrated and accessible, regardless of which department it belongs to, in order to create a seamless customer experience across all channels?

Unfortunately, that isn’t how every company handles its data, and that leads to huge execution gaps. You can’t get a single customer view if interaction data is scattered among various data silos. Enter *contextual intelligence*, real-time insights that are housed in a single database that connects various customer data sources. This breakthrough lets you see exactly how each individual prospect has interacted with your brand — across your website, mobile app, social channels, commerce system, and more. Contextual intelligence is discussed in more detail later in the chapter.

Producing analytics reports from each singular application silo gives you only one piece of the pie. Even analyzing multiple reports at the same time falls short because each application collects different information, so it’s impossible to get a comprehensive picture of each individual customer. Throw in the fact that each customer interacts with your brand differently at different times through different channels, and you have no hope of getting that 360-degree customer view!

Here are the benefits gained by an organization when it utilizes marketing technology that connects data silos and delivers contextual intelligence:

- ✔ **You can hone in on the right customer.** Knowing your customers inside and out allows you to put your resources into targeting the right ones.
- ✔ **You can serve them useful content.** Having a system that automatically knows each unique customer’s interests and needs allows you to orchestrate your marketing efforts to deliver them all with high quality, relevant content they are more likely to consume and appreciate.

- ✓ **You're in the right place at the right time.** Customers utilize different channels to consume content. You know exactly where to find them at the right time, increasing the possibility of creating a moment that matters.
- ✓ **You're right on schedule.** Knowing exactly the nature of the customer's interaction, exactly when they're doing it, means you can deliver relevant content right at that moment.



It doesn't matter how or when you deliver content to your customers if it isn't relevant to them.

## *Updating data and application silos*

Before an organization can reap the benefits of contextual intelligence, it must deal with the data and application silos that currently house all of its customer information. According to HubSpot, nearly 79 percent of marketers are using between 5 and 20 marketing tools, with the average being 12. That means that on average, a company gathers customer data in 12 independent locations. It's no wonder marketers aren't getting a 360-degree picture of their customers!

Each of these tools comes with the promise of making life easier, but when they're continually piled one upon another with no ability to integrate them, they only create confusion and waste resources.

Companies often build customized databases in an attempt to house all of their collected data in one centralized location. While these databases are a step in the right direction, they're essentially virtual filing cabinets. They're great tools to reference, but if your WCM can't access and react to customer interaction data in real time, you're not delivering on the promise of context marketing.



Robust context marketing solutions on the market today can act as a central repository for all your customer data. These solutions combine the sum of your customer experiences across all channels into one database that benefits not only the marketing team, but also sales, IT, and operations. This data can be accessed in real time, allowing you to make

decisions on the fly, something that you can't do with multiple independent applications, silos, and custom-built databases.

## *Contextual intelligence — having the complete picture*

Contextual intelligence is one of the three key capabilities you need in order to be successful in context marketing. It is the result of having a centralized data repository that collects the sum of all customer interactions and anonymous prospects from every online and offline marketing and sales channel that your brand utilizes. When this data is available in real time and at scale to your WCM system, and when it collects data about each individual (not segments), marketers can deliver content in context of each customer's experiences at each touchpoint, creating the possibility of more moments that matter.

Here are the key areas where having an automated contextual intelligence platform comes into play:

- ✔ **Mobile experience.** Being able to personalize content on the go is a must in today's digital marketing world. Many customers access a company's content on their mobile devices only, and many utilize both mobile applications and other platforms. Make sure you can keep up with them, wherever they are, and capitalize on every experience possible by creating an app for all mobile devices. It's important to create a seamless experience across channels.
- ✔ **Web experience.** It's imperative that you have a robust, scalable web content management system that's tightly integrated with customer data in order to seamlessly support your context marketing efforts. This is the framework for creating personalized online experiences for customers.
- ✔ **Social networking.** Be sure that customer interactions on social media channels can be captured with your customer data. Lots of invaluable data can be lost if you omit even one channel. Whether the channel is a forum, Facebook, or Twitter, you must be able to listen, understand, and respond appropriately, regardless of the social network or channel.

- ✔ **Print channels.** A common misconception is that print marketing has to be kept separate from digital marketing efforts simply because measuring results is difficult. When integrated with other channels within a context marketing strategy, even your print channel can benefit from your centralized data repository to ensure collateral is utilized in a highly targeted way, eliminating wasted time and money.
- ✔ **E-commerce.** Integrating your e-commerce data ensures that the customer experience journey can come full circle. By being able to automatically deliver relevant content at the right time, you continue to move the customer along the purchase journey.

Having large amounts of detailed, individual customer-level data allows brands to see the bigger picture regarding customer experience, lifetime customer value (LCV), and overall company revenue. Every department involved in the customer experience benefits from contextual intelligence because highly informed, more strategic decisions can be made when consumer behavior can be analyzed down to the individual level.

Here are some data points that make up contextual intelligence:

- ✔ Traditional demographics such as name, email address, industry, marital status, and geographic location
- ✔ Stated and implied preferences collected from sources such as web pages visited, emails opened, content downloaded, and the more traditional surveys, questionnaires, and polls
- ✔ Past behavioral trends and purchases
- ✔ Searches made on your site
- ✔ Device type, operating system, and even geographical location
- ✔ Content consumed
- ✔ Products purchased or placed in a shopping cart
- ✔ Campaign interest
- ✔ Current customer activity across touchpoints

The entire company can benefit when you're able to collect such a rich customer interaction data set. When you break down data silos, the following happens:

- ✓ Departmental teams work together and not against each other.
- ✓ Pooling resources allows more advanced marketing campaigns that are likely to deliver better results.
- ✓ You save money in the long run because retaining customers is cheaper than gaining them.

## *Automating Delivery of Content Wherever Your Customer Is*

In today's technologically advanced world, more often than not a customer consumes your content from different platforms. For example, a customer may receive an email from you telling her about your latest sale where she clicks a Call-To-Action (CTA) button or link that takes her to your e-commerce platform. Or another customer may receive a direct mail piece from you and is interested in learning more, so he navigates to your website or Facebook page.



You are doing your brand a major disservice if your technology and customer data connects only one or two platforms to your content. In order to rise in the ranks of context marketers, you must completely and seamlessly integrate all your customer touchpoints so the rich data that is collected can be housed in one central repository, integrated with your web content system. Harness the power of this data to shape all of your customers' experiences.



One of the most important arguments for integrating your content across delivery platforms is that digital marketing is about conversations. You can't keep track of the context of your conversations with individual customers if your platforms are siloed.

If the data you collect on one platform is not connected to your content system, you are essentially restarting those conversations over and over again. Think of how frustrating

that would be if it happened to you and a friend. Chances are, you'd eventually give up on trying to have a meaningful conversation with her altogether!

According to a recent Forbes Insights and Sitecore study, only 27 percent of respondents indicated their companies have fully integrated customer communication and data gathering systems. Slightly more than half (58 percent) say their systems are partially integrated and 11 percent say their systems aren't integrated at all. Although companies seem to be moving in the right direction with integration, lots of work remains to be done.



If a customer is constantly served the same content across all channels because your platforms aren't remembering her, she's going to feel you don't care about her wants or needs. Would you want to give your business to a brand that doesn't put forth the energy to personalize your interactions with them? Or remember your last interaction so the next one builds on it instead of repeating it? You need to create a seamless experience for every customer across all channels. This is the only way to effectively listen and adapt to the needs of the changing marketplace and evolving customer journey.

## *Coordinating Marketing Efforts with Omnichannel Automation*

The third and final capability that context marketers need for success is omnichannel automation. If your WCM delivers robust content management that's integrated with contextual customer intelligence down to the individual level, you need technology to automatically connect the two. Just because you have intelligence about what John Doe did yesterday on your website and today on your mobile app doesn't mean you want to manually deliver the right content to him today. No, you want the marketing system to do it automatically and in real time, wherever John Doe is right now.

That's what *omnichannel automation* delivers. You can set up interactions with automated responses and deliver content based on the context of the customer's interaction, regardless of what channel he is using. You have control over the how, when, where, and why of a customer's interaction with

your brand because you have a robust, detailed data set from which to pull customer-specific information. You can update the specifics of your side of the interaction as the customer's actions change. Your brand has more power to manage the entire customer experience in a way that leads to the most favorable outcome.



Omnichannel automation allows your marketing platform to reach out and interact with the customer at the best moment in a way that the customer finds most useful.

Here are four reasons why you should look for marketing technology that delivers omnichannel automation in order to help keep customer conversations flowing across all of your brand's touchpoints:

- ✔ **Successful customer conversations need context.** As previously mentioned, trying to converse with customers without having the full picture of their journey leads to fragmented, unnatural conversations. When the same questions are asked and the same information is requested time and time again, the customer gets frustrated and is more likely to drop off. Automation allows you to keep all interactions relevant and in context, regardless of the channel.
- ✔ **Customers constantly switch channels.** Customers use mobile, websites, social media, email, and even your print material. When marketing platforms are siloed and working independently from your content system, interactions aren't shared between channels, inhibiting a marketer's ability to keep customer experiences in context. A context marketer should be able to deliver a seamless transition between channels.
- ✔ **Customer experiences vary.** There are as many individual customer experiences as there are customers. That's why it's imperative to have marketing technology that automatically personalizes and delivers content based on each separate experience.
- ✔ **Personalization is key.** By having a system that connects detailed data in a centralized location using contextual intelligence, context marketers can deliver a highly personalized, targeted customer experience each step of the way. The sidebar "Personalizing interactions through email" illustrates one facet of personalization.

## Personalizing interactions through email

Connecting with customers through email allows for a highly personalized experience, but few companies are using this method to its fullest extent.

According to a study by the Aberdeen Group, companies use four levels of personalization when interacting with customers through email:

- ✔ **Mass emailing.** At this level, the same, impersonal email goes out to all customers. The study showed that 43 percent of survey respondents use this method.
- ✔ **Light personalization.** As in a mass emailing, the same email goes out to all customers, but the recipient's name is added to the email, typically in the greeting. Of the Aberdeen Group study respondents, 63 percent of respondents utilize this email marketing method.
- ✔ **Medium personalization.** At this level, the customer's name is again used in the email, but this time, the content is differentiated by segment. About one-third of respondents reported using this level of personalization in their emails.
- ✔ **Heavy personalization.** This is the highest level. Each email is personalized with the customer's name and possibly other profile information such as the product or service he or she has purchased, future purchase recommendations, and sometimes, acknowledging when a customer previously clicked on a link for more information. Only 16 percent of respondents reported this level of personalization. This is where context marketing can make a big difference.

## Chapter 5

# Ten Do's and Don'ts for Investing in Context Marketing Technology

### *In This Chapter*

- ▶ The necessary mindset
- ▶ Criteria for context marketing technology
- ▶ The effect on your organization

**S**o you're looking to invest in a context marketing solution? Great! Welcome aboard! Context marketing has revolutionized how marketers see customers and customer interactions. You're on your way to gaining a 360-degree picture of your consumer, which will entirely change the way you market to them.

Having said that, here are ten things to keep in mind when you're researching context marketing as a methodology as well as a context marketing technology solution. Each of these do's and don'ts includes a link where you can find more information:

#### ✔ **Do adopt a different mindset.**

We all have that one friend who drones on and on about *their* job, *their* vacation, *their* new Ferrari. Okay, so we may be a bit jealous about that last one. But the fact is, you can't help but think, "Hey dude, it's not all about you!" Adopt that mindset when it comes to marketing. Focus on the customer experience and what the *customer* wants rather than prioritizing what your company wants to market ([www.sitecore.net/Learn/Resources%20Library/White%20Papers/Context%20marketing%20eBook](http://www.sitecore.net/Learn/Resources%20Library/White%20Papers/Context%20marketing%20eBook)).

✓ **Don't invest in technology that adds another application or data silo.**

We get it . . . the technology that comes out these days is super cool, not to mention apt to make life a whole lot easier for today's marketer. But does it really? When you keep adding system after system, it quickly becomes an unruly mess of expensive tools that don't talk to each other — and worse, more separated data silos in each one. The truth of the matter is, all of this technology doesn't make our lives easier. Someone, somewhere, at some point has to combine all of that information from multiple sources to try to make sense of how effective your marketing efforts are ([www.slideshare.net/sitecore/data-data-everywhere-but-not-a-drop-to-drink](http://www.slideshare.net/sitecore/data-data-everywhere-but-not-a-drop-to-drink)).

✓ **Do focus on measuring the quality of customer engagement.**

Invest in a solution with metrics that tell you about the quality of customer experience rather than only how the customer interacted with a channel like email, social media, or your online store. Sitecore calls this Experience Analytics, and it's how you can get a holistic view of your customers' interactions with your brand and identify areas for improvement. All of this is done in real time, which allows for a way to keep the customer engaged in the moment ([www.sitecore.net/learn/resources-library/white-papers/from-web-analytics-to-experience-analytics.aspx](http://www.sitecore.net/learn/resources-library/white-papers/from-web-analytics-to-experience-analytics.aspx)).

✓ **Do look for a content system that separates content management from its presentation.**

Traditional web content management systems combine the actual management of the content with how it's presented to the customer. This severely limits repurposing content across channels. You end up maintaining duplicate sets of content in different systems just because you want to serve up information in different channels. That's grossly inefficient. By taking an approach that manages the content centrally, you can automatically and seamlessly deliver consistent experiences across any channel based on context, goals, location, and more. A seamless customer experience across integrated channels is the bedrock of successful context marketing. Your WCM system plays an integral part ([www.sitecore.net/Platform/Experience-Management/Content-Management.aspx](http://www.sitecore.net/Platform/Experience-Management/Content-Management.aspx)).

✔ **Do look for a platform that collects and connects all the data sources.**

Data connections cannot be stressed enough. You should know how each individual customer interacted with your brand across various channels and customer touchpoints, like your contact center, your website, your retail stores, and so on. So you know how, when, and where they engaged both historically and in real time. How else will you be able to read their minds? Just kidding . . . sort of! You can't read your customers' minds in a literal sense, but you can predict with a high degree of certainty the type of information they need in order to continue moving along the conversion funnel ([www.sitecore.net/strategies/context-marketing/contextual-intelligence.aspx](http://www.sitecore.net/strategies/context-marketing/contextual-intelligence.aspx)).

✔ **Do look for a system that lets you push content out across multiple touchpoints.**

Chances are, you don't get everything you need from one store or on one website. Your customers aren't hanging out in just one place, either. They're surfing the web from their desktop computers and mobile devices. They're looking for sale announcements and coupon codes on social media. They're walking into bricks-and-mortar stores in order to get the shopping experience first-hand. Marketers have to keep all of this in mind and interact with them in such a way that the customer experiences a seamless interaction across any device, platform, and channel ([www.sitecore.net/Strategies/Context-Marketing/Omnichannel-automation.aspx](http://www.sitecore.net/Strategies/Context-Marketing/Omnichannel-automation.aspx)).

✔ **Don't invest in technology that delivers separate, independent experiences on each device.**

You want your customer to be able to begin interacting with you on their desktop, continue their interaction on their mobile phone, and finish the interaction in your retail store. That's just one example of the countless interaction combinations that can happen. The idea is that these interactions flow seamlessly into one another, resulting in one continuous interaction. The customer is less likely to wander away or even drop off completely when you're providing them with relevant content every step of the way ([www.sitecore.net/Platform/Channels.aspx](http://www.sitecore.net/Platform/Channels.aspx)).

✔ **Do know that context marketing is a process.**

Context marketing needs to be continuously nurtured. It begins with research, followed by investing in the technology. The process continues with data collection and learning about your customers, their preferences, interactions, and habits. From there, customers get grouped into personas or types, so you can deliver personalized, relevant content and a highly-tailored customer experience. It's an ever-evolving process at that. As more data is collected, you can offer more positive customer interactions that will (hopefully) lead to them revisiting your content time and time again ([www.sitecore.net/Strategies/Context-Marketing.aspx](http://www.sitecore.net/Strategies/Context-Marketing.aspx)).

✔ **Do know that your marketing organization and the roles and responsibilities will likely change.**

At the very least, you'll re-examine them when you begin context marketing. When you tear down data and application silos, you also need to tear down organizational silos. Context marketing cannot be successful if teams are working in vacuums. The whole idea is that data flows seamlessly across all channels and platforms in order to be analyzed and utilized. Different channels and platforms mean different departments are involved and benefit from the results. When viewed in small chunks, day-to-day responsibilities are fulfilled. But when viewed in its entirety, context marketing allows teams to work together to provide seamless and positive customer experiences as opposed to irrelevant and ineffective ones ([www.sitecore.net/Learn/Blogs/Business-Blogs/Mark-Floisand/Posts/2015/11/DXAlignment.aspx](http://www.sitecore.net/Learn/Blogs/Business-Blogs/Mark-Floisand/Posts/2015/11/DXAlignment.aspx)).

✔ **Do start small.**

As the old adage goes: How do you eat an elephant? One bite at a time. Don't try to do everything at once. Do pick a small project to get started with. Identify a campaign or program to start flexing your context marketing muscles upon. Take your learnings on to bigger projects with your new-found skills and system capabilities, and layer on more sophisticated campaigns as your experience grows. Sitecore's Customer Experience Maturity Model can help you plan your approach and roadmap ([www.sitecore.net/Services-and-Support/Business-Optimization-Services/How-we-work.aspx](http://www.sitecore.net/Services-and-Support/Business-Optimization-Services/How-we-work.aspx)).



# Everyone's context is unique. Is your marketing?

Be ready to delight customers wherever they are, in context of their current and previous interactions with your brand. The Sitecore® Experience Platform™ delivers context marketing by combining three key technologies: content management, omnichannel automation, and contextual intelligence—to help you deliver personalized customer experiences at every touch point. **Learn more at [Sitecore.net](http://Sitecore.net)**

**DEMAND MORE** FROM MARKETING



## One-size-fits-all doesn't earn attention from today's digital consumers

Customer expectations have never been higher. Customers want service now, wherever they are, with as little friction as possible. And they no longer tolerate sloppy, impersonal marketing that doesn't appeal directly to them. Deliver consistency, convenience, and relevance — with context marketing.

- **The challenge** — *Many brands rely on disconnected marketing technology that creates data silos and delivers a disjointed customer experience*
- **The opportunity** — *Robust content management, contextual intelligence, and omnichannel automation are the ingredients for effective context marketing*
- **The outcome** — *Deliver the right content to the right customer, in the right place, and at the right time, based on the sum total of that person's past interactions and current needs*

**Sitecore**® is the global leader in experience management software that enables context marketing.



Open the book and find:

- How consumer behavior is changing
- The role of brands in the customer journey
- Why data and system silos add marketing complexity
- How not all WCMs are created equal
- How contextual intelligence provides a complete customer picture for personalization
- The value of omnichannel automation

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