

VISIONS FROM THE FUTURE OF MARKETING AUTOMATION

AN EXPLORER'S GUIDE TO CROSS-CHANNEL MARKETING

MMS

Voice Messaging

Direct Mail

SMS

Geo-Targeting

Push Notifications

Live Outbound Calls





MAKE CONTACT WITH OTHER ENTERPRISES

INTRODUCTION

REACHING CUSTOMERS AT THE POINT OF ENGAGEMENT

The Role of Cross-Channel Marketing

Today's B2B customers are tech-savvy, phone-dependent and mobile. They have high expectations that include your business connecting with them via the channels of their choice, from email, social media, text messages and push notifications, to voicemail, direct mail, live calls, and more.

Marketing and the “Rule of Seven”

As you are likely aware, the “Rule of Seven” states that a prospective customer must see or hear your marketing message a minimum of seven times before they are willing to commit to taking action. Cross-channel (AKA Omni-channel) marketing makes reaching this magical number quick and easy. However, just because you can use a channel doesn't mean you should. It's important to consider the ideal role and use for each channel in your arsenal in order to use them wisely.

Cross-Channel — The Swiss Army Knife of Marketing

In the same way you wouldn't use a Phillips screwdriver to do a knife's job, you shouldn't use a push notification to do an email's job. As you plan your campaign, think carefully about how your customers like to connect with you and the type of message you need to communicate. Then, choose the right channel for the job. When companies don't carefully select the right channels for each message, they risk becoming intrusive and annoying to their audience.

BEST PRACTICES FOR CROSS-CHANNEL MARKETING

Cross-channel marketing is not hard, but it does require planning and coordination to ensure you provide customers with a consistent experience of your brand across all channels. To help you plan a successful cross-channel strategy, we recommend you:

1 Use a Cross-Channel Marketing Platform:

From visibility and metrics to making complex campaigns simple to execute, a great platform is a must. When used correctly, it will save your team time, hassle and money, all while arming you with customer information and insights that empower you to achieve business goals.

2 Know Your Audience:

As you collect data about your target market and individual customers, patterns will emerge. Use this information to personalize your approach and make your marketing messages more relevant to customer needs.

3 Understand Your Channel:


In this eBook, we've explored many individual marketing channels that you should be using in your cross-channel approach. You'll find best practices, use cases and more that will help you use them in a way that benefits your business, your marketing strategy and your customers.

4 Establish Campaign/Brand Continuity Across All Channels:

Good design instills confidence and consistent messaging builds trust, so make sure your marketing messages present a united brand voice across all channels.

5 Optimize the Right Channels:

As you test various channels and campaigns, your data will reveal what's working and what's not, enabling you to adapt quickly and spend your budget where it matters most.



*SET PHASERS
TO STUN!*

MMS

VISUALLY ENGAGING MESSAGES

The Role of MMS in Your Cross-Channel Strategy

Like SMS, a multimedia message service (MMS) is easy-to-use and economical. However, MMS is more visually compelling in that it enables you to send clients and prospects text messages that feature videos, slides and picture messages with audio. Integrating MMS into your cross-channel campaign can help you:

- Target specific customers and decision makers through personalized campaigns
- Engage prospects and clients in interactive conversations
- Collect valuable customer insights and build your database via surveys and questions
- Generate leads through links to new products and landing pages
- Measure campaign success via open, opt-out and conversion rates



MMS BEST PRACTICES FOR B2B MARKETERS

To ensure your MMS campaign is a hit, it's important to send only well-designed messages that match your brand voice, and look great on the small screen. You may also want to consider keeping mobile clients engaged by providing them with “mobile-only” offers and content. We also recommend:

- Messages should be easy to see, hear and read across multiple devices
- Always test MMS messages so you'll know how customers are experiencing them
- Send only relevant, helpful, valuable and informative content to opted-in customers
- Never send messages on weekends, holidays or outside regular business hours (9 to 5)
- Be prepared to immediately answer responses to your messages
- Engage customers by inviting them to click through to blogs, videos and more

BEST B2B MMS USES

- **Pitches and Product Intros:** Videos and Demos
- **Information:** Links to Blogs, Brochures, Social Media Sites and Apps
- **Announcements:** PR, Sales and Events
- **Alerts:** Service and Product Statuses
- **Data Collection:** Feedback and Surveys
- **Notifications:** Shipping, Scheduling and Webinars
- **Reminders:** Appointments and Updates

According to Google research:

46%

of all B2B researchers are millenials

91%

increase of B2B purchasers using smartphones
throughout the path to purchase

49%

of B2B researchers use mobile devices
for product research at work

70%

of B2B buyers and researchers are watching
videos throughout their path to purchase

SOURCE:

<https://www.thinkwithgoogle.com/articles/the-changing-face-b2b-marketing.html>





***GIVE HER ALL SHE'S GOT,
CAPTAIN!***

VOICE MESSAGING

GIVING BRANDS A VOICE

The Role of Voice Messaging in Your Cross-Channel Strategy

Building mutually rewarding relationships requires talking to customers, and voice messaging is an efficient and economical way to reach out to customers and make these conversations happen. Putting a voice with your brand enables you to connect with clients and prospects in a personal and powerful way. Talking to customers via voice messages can also help you:

- Capture the attention of specific customers and key decision makers
- Engage prospects and clients in interactive conversations
- Make your message memorable
- Connect emotionally with your target market



VOICE MESSAGING BEST PRACTICES FOR B2B MARKETERS

A great voice can bring your company and message instant recognition, and align your business with the qualities attributed to that voice. Before sending voice messages, you will want to:

- Choose a voice that matches your brand's personality
- Add music and sound effects to engage listeners
- Invite customers to return your call via prompts
- Use names and personalize messages using information from contact lists
- Direct customers to a place to get more information, i.e. your site, an app, etc.

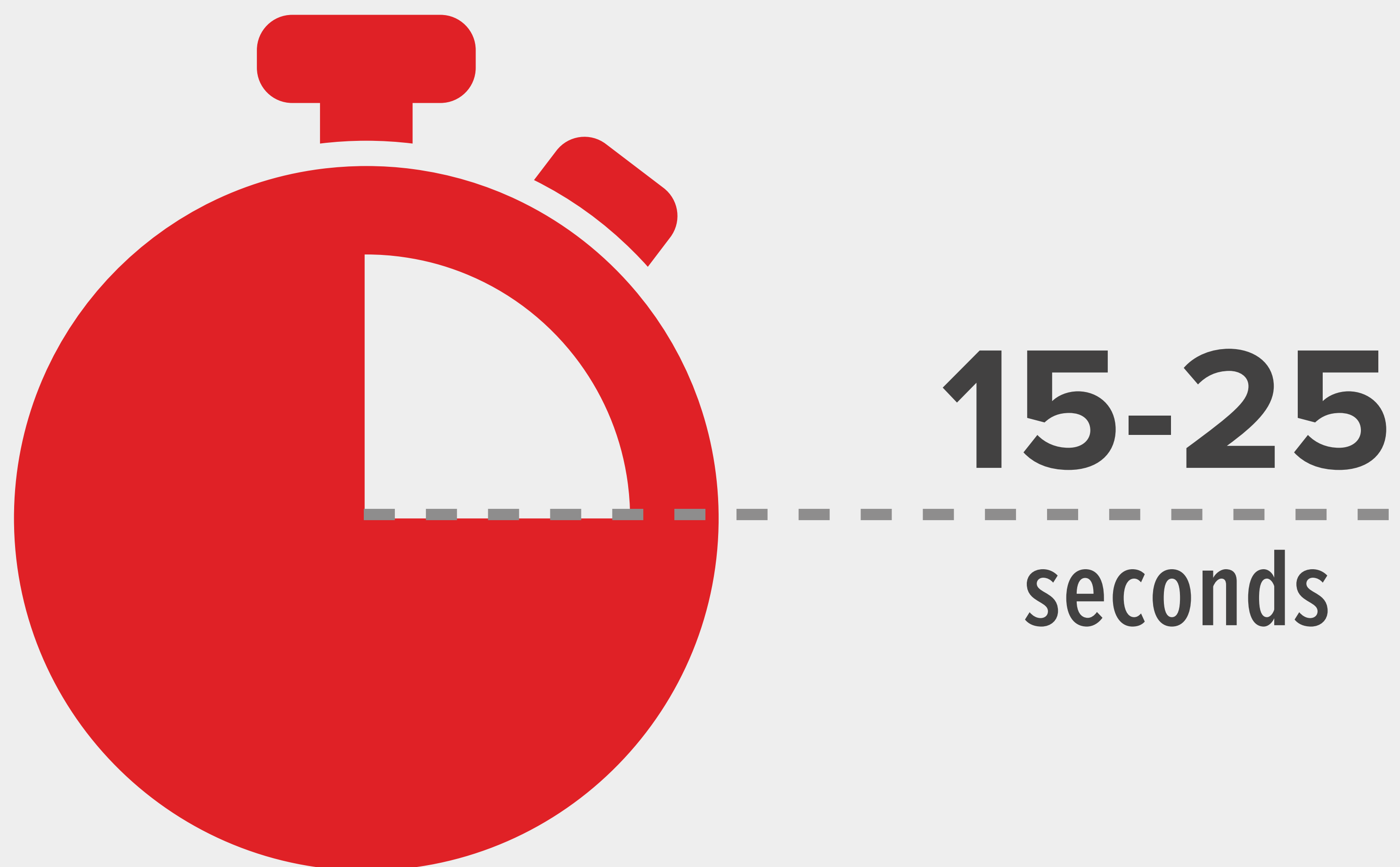
**“Understanding
the way
customers hear
a brand is as
critical as the
visual brand
elements.”**

DAVID CICCARELLI
CEO, VOICES.COM

BEST B2B VOICE MESSAGING USES

- **Alerts:** Service and Product Statuses
- **Notifications:** Shipping, Scheduling and Webinars
- **Reminders:** Appointments and Updates
- **Announcements:** PR, Sales and Events

THE IDEAL LENGTH OF A VOICE MESSAGE IS ▼



or





***RESISTANCE IS
FUTILE!***

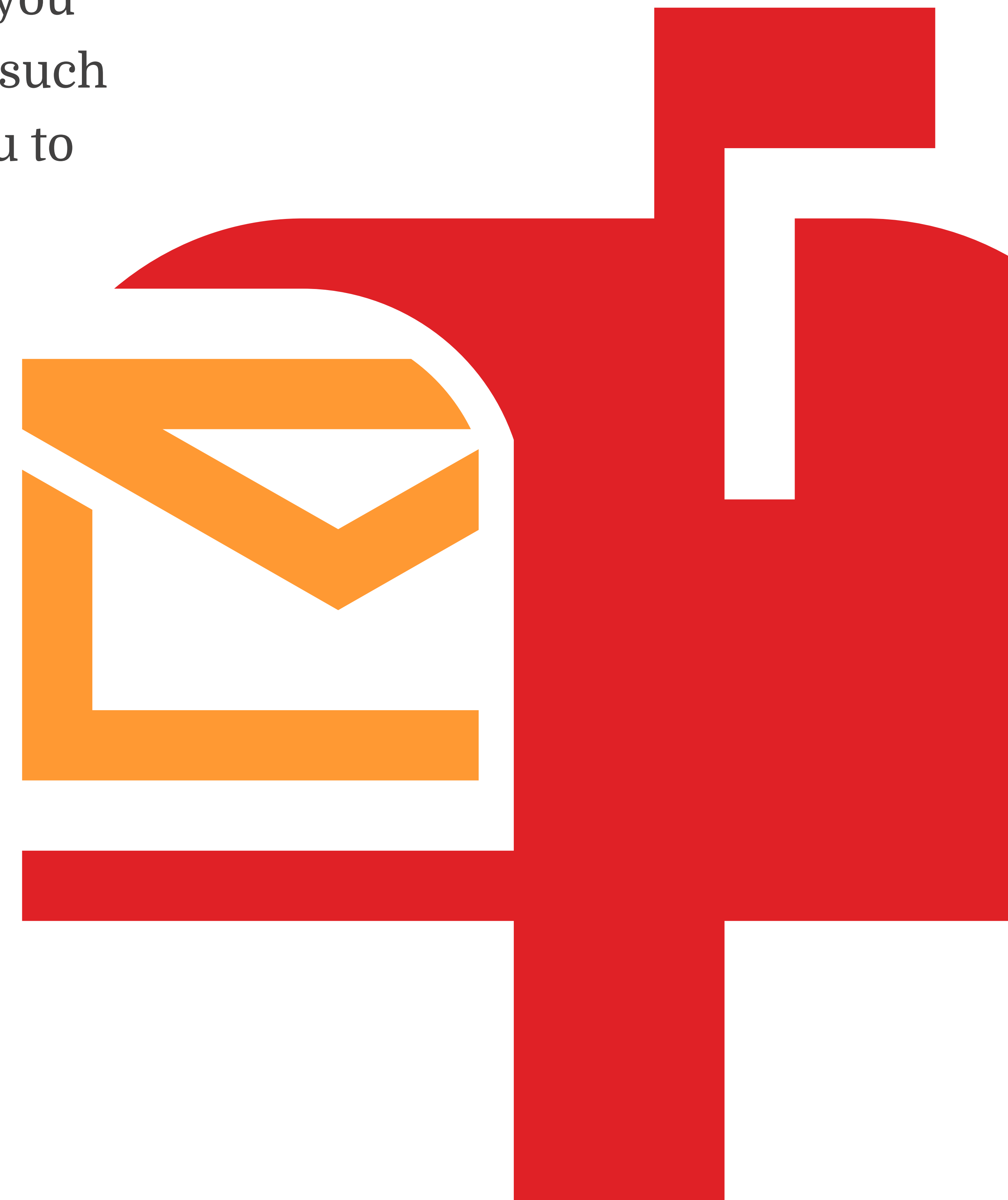
DIRECT MAIL

PHYSICAL PRESENCE

The Role of Direct Mail in Your Cross-Channel Strategy

An effective, economical and easy-to-use marketing tool, Direct Mail (DM) enables you to “touch” customers and prospects, through physical reminders of your business, such as postcards, brochures, gifts, and more. A well-executed DM campaign enables you to shorten the sales cycle and:

- Target specific customers and key decision makers with personal messages
- Engage prospects and customers through timed promotions
- Generate leads via clear and compelling calls to action
- Promote customer retention through tactile reminders
- Measure campaign success via response rates



DIRECT MAIL BEST PRACTICES FOR B2B MARKETERS

The easiest way to incorporate DM into your cross-channel mix is to use an on-demand printing API that provides print fulfillment through your marketing automation platform. Adding DM to your campaign via marketing automation is as simple as sending an email, but before you do, take into account these best practices:

- Personalize pieces to get your target market's attention
- Make sure the message and design maintain continuity with your brand and campaign
- Provide multiple options for responding, i.e. phone, text, email, website
- Keep content short, simple and focused on why customers should respond
- Entice customers to respond by giving a gift or featuring a promotion

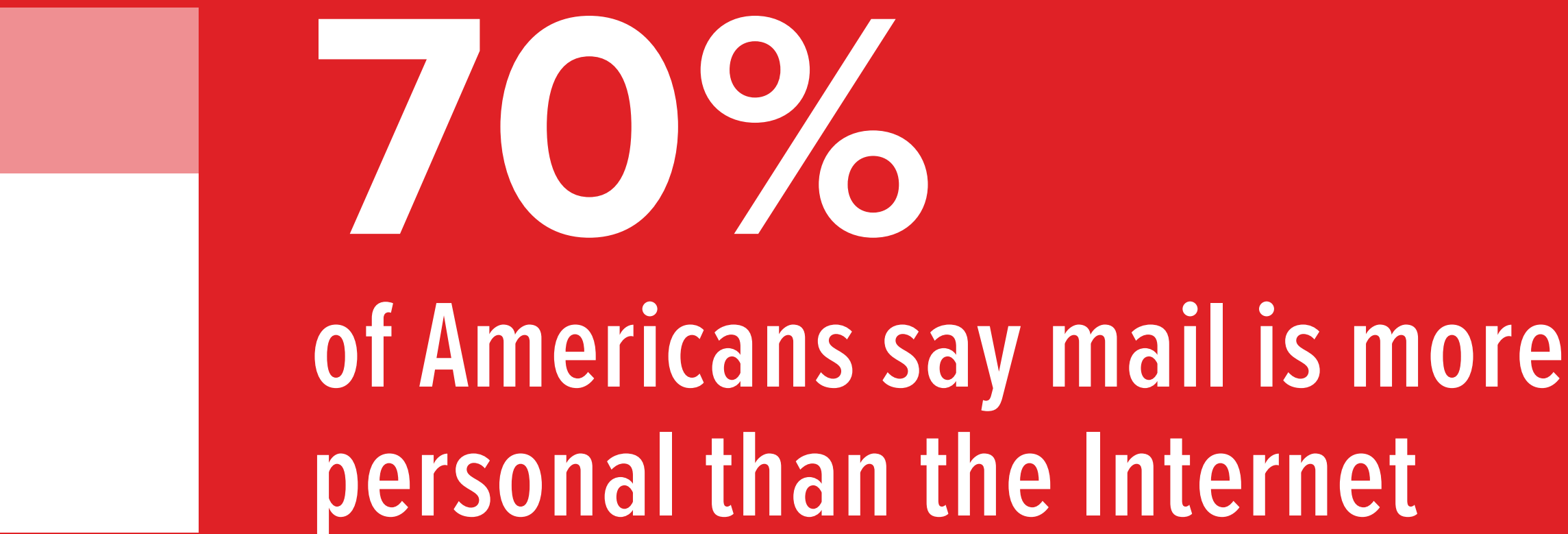
BEST B2B DIRECT MAIL USES

- **Alerts:** Service and Product Statuses
 - **Notifications:** Shipping, Scheduling and Webinars
 - **Reminders:** Appointments, Updates and More
- **Information:** Fliers, Catalogs and Letters
 - **Announcements:** PR and Sales
 - **Invitations:** Events, Trials and Samples

Be Seen



Get Personal



Be Trustworthy



Stay Around



Inspire Action



A vibrant, stylized illustration of a landscape. The sky is a deep pink with large, glowing, translucent pink circles and several bright white stars. A large, pink, striped planet is visible on the right side of the sky. In the foreground, there are brown, jagged mountains. A bright white sun or moon is visible on the left side of the mountains. The text "ALERT ALL COMMANDS!" is written in a bold, yellow, italicized font with a black outline, centered in the upper half of the image. Below the text, there is a dark green rectangular bar with the text "SMS" in a white, italicized font. The bottom of the image shows a blue body of water with a dark blue, jagged shoreline.

***ALERT ALL
COMMANDS!***

SMS

QUICK COMMUNICATIONS

The Role of SMS in Your Cross-Channel Strategy

An efficient, cost-effective and easy-to-use marketing tool, SMS empowers you to text clients and prospects, connecting with them wherever they are, regardless of the network or smartphone they use. A well-planned SMS campaign can help you achieve an array of business goals, from building your database and generating leads, to promoting new products, increasing customer conversations, and more. It can also help you:

- Target specific customers and key decision makers through outbound campaigns
- Engage prospects and clients in interactive conversations via promotional campaigns
- Collect valuable customer insights and data through polls and questions
- Generate leads through links to new products and landing pages
- Measure campaign success via open, opt-out and conversion rates



SMS BEST PRACTICES FOR B2B MARKETERS

- Messages should match your brand voice and sound human
- Deliver only relevant, helpful, valuable and informative content to opted-in customers
- Never send messages outside regular business hours (before 9 a.m. or after 5 p.m.)
- Be prepared to immediately answer responses to your messages
- Keep messages short and simple
- Interact with customers by including links to blogs, videos and landing pages

BEST B2B SMS USES

- **Alerts:** Service and Product Statuses
- **Notifications:** Shipping, Scheduling and Webinars
- **Reminders:** Appointments, Updates and More
- **Links:** Videos, Apps, Blogs and Social Media Sites
- **Announcements:** PR, Sales and Events

150

number of times people look at their phones during the average day

97%

of business people are within 3 feet of their phone 24/7

98%

of all SMS messages are read

19%

of people click SMS links





ADJUST ALL COORDINATES!

GEO-TARGETING

THE RIGHT PLACE AT THE RIGHT TIME

The Role of Geo-Targeting in Your Cross-Channel Strategy

A powerful tool that can increase the success of your campaigns, a geo-targeting app enables you to deliver targeted messages to customers based on their location. When used to segment lists before sending messages, it results in incredible customer and data insights that enable you to employ a more personal and engaging approach with customers. It can also help you:

- Target specific customers and key decision makers geographically
- Engage prospects and clients in relevant conversations
- Collect valuable customer insights and data
- Generate leads through proximity-based offers
- Measure campaign success in different sales territories



GEO-TARGETING BEST PRACTICES FOR B2B MARKETERS

- Customize messages and offers to address your customer's specific location
- Experiment with different campaigns in different areas
- Make data-driven decisions based on what work's best in each locale
- Leverage data from geo-targeted campaigns to focus the efforts of your sales team

Compared to non-geo campaigns, geo-targeted campaigns result in:

65%
INCREASE IN OPEN RATES

25%
HIGHER CLICK-THROUGH RATES

BEST B2B GEO-TARGETING USES

Geo-Targeting can be leveraged across all marketing channels, from print to digital.

A few of the channels that benefit from geo-targeting include:

- SMS
- MMS
- Voice Messaging
- Direct Mail
- Push Notifications

33%

Increase in engagement and click-through rates with geo-targeting

67%

Customers who find geo-targeted offers and information more relevant

80%

Customers who begin their search using a mobile device



BEAM IT UP!

PUSH NOTIFICATIONS

RE-ENGAGE

The Role of PUSH in Your Cross-Channel Strategy

Push notifications are a great way to re-engage with customers. Impossible to ignore, these time-sensitive mobile messages enable you to deliver relevant information to customers based on their profiles and patterns of interaction with your business. A good push can help you:

- Increase brand visibility and interactions
- Target customers and decision makers with personalized messages
- Trigger an immediate action from prospects and customers
- Drive traffic to your app or site
- Measure success via open, opt-out and conversion rates



PUSH BEST PRACTICES FOR B2B MARKETERS

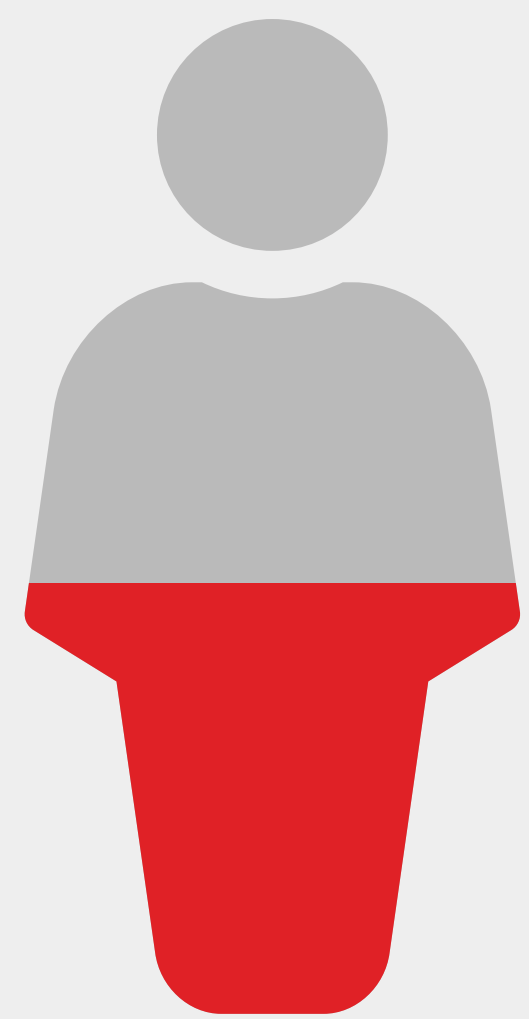
To ensure your push messages are welcome and meaningful to customers, and not an annoyance, it's imperative that you study your target's behavior patterns and send only personalized push messages. Other best practices include:

- Never bombard customers with messages or you'll incite them to opt-out
- Use location data to make messages more relevant
- Use time zones to ensure messages are received at appropriate times
- Deliver only relevant, helpful, valuable and informative content
- Enable customers to edit their push settings easily
- Preview notifications so you'll understand the customer's experience

BEST B2B PUSH USES

- **Alerts:** Service and Product Statuses
- **Notifications:** Shipping, Scheduling and Webinars
- **Reminders:** Appointments, Updates and More

- **Links:** Videos, Apps, Blogs and Social Media Sites
- **Announcements:** PR, Sales and Events



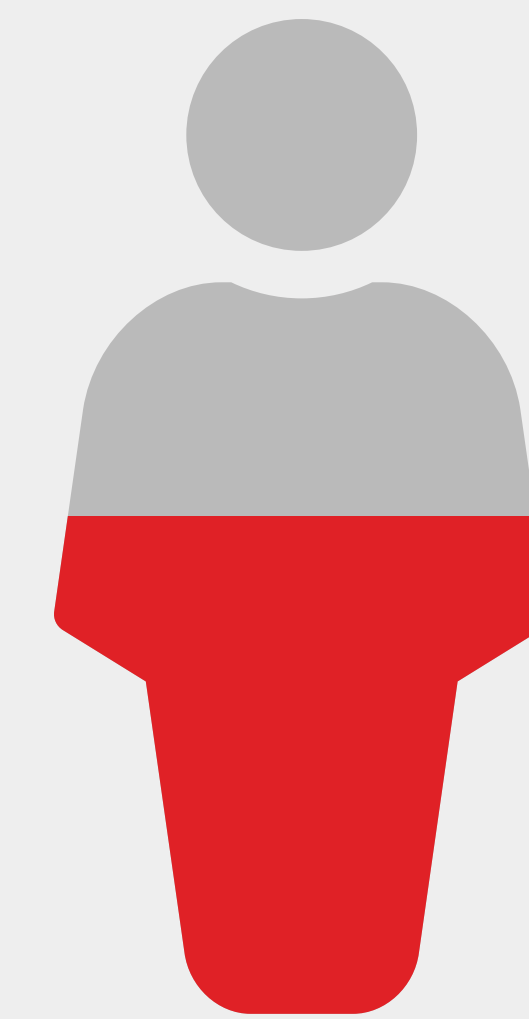
40%

of people click-through when receiving push notifications



54%

of customers convert when sent a personal push



52%

of smartphone users enable push notifications on their device



15%

of customers convert when sent a general broadcast push





MAKE IT SO!

LIVE OUTBOUND CALLS

INFORMED CONVERSATIONS

The Role of Live Outbound Calls in Your Cross-Channel Strategy

An efficient and easy-to-use tool, a Live Outbound Call (LOC) app can empower your team to contact more customers in less time. It also enables them to see data and information about each customer, so they can engage in more meaningful conversations. LOCs can also help you:

- Identify your target market and increase productivity
- Fill the sales pipeline with qualified leads
- Engage prospects and clients in relevant conversations
- Collect valuable customer insights, data and feedback
- Generate, reactivate and nurture leads



LIVE OUTBOUND CALLS BEST PRACTICES FOR B2B MARKETERS

- Always validate contact lists before making calls
- Eliminate distractions by closing unessential apps and programs on your desktop
- Use local numbers to boost call acceptance rates by as much as 400 percent
- Use a list of talking points to engage in a more personable and less scripted dialogue

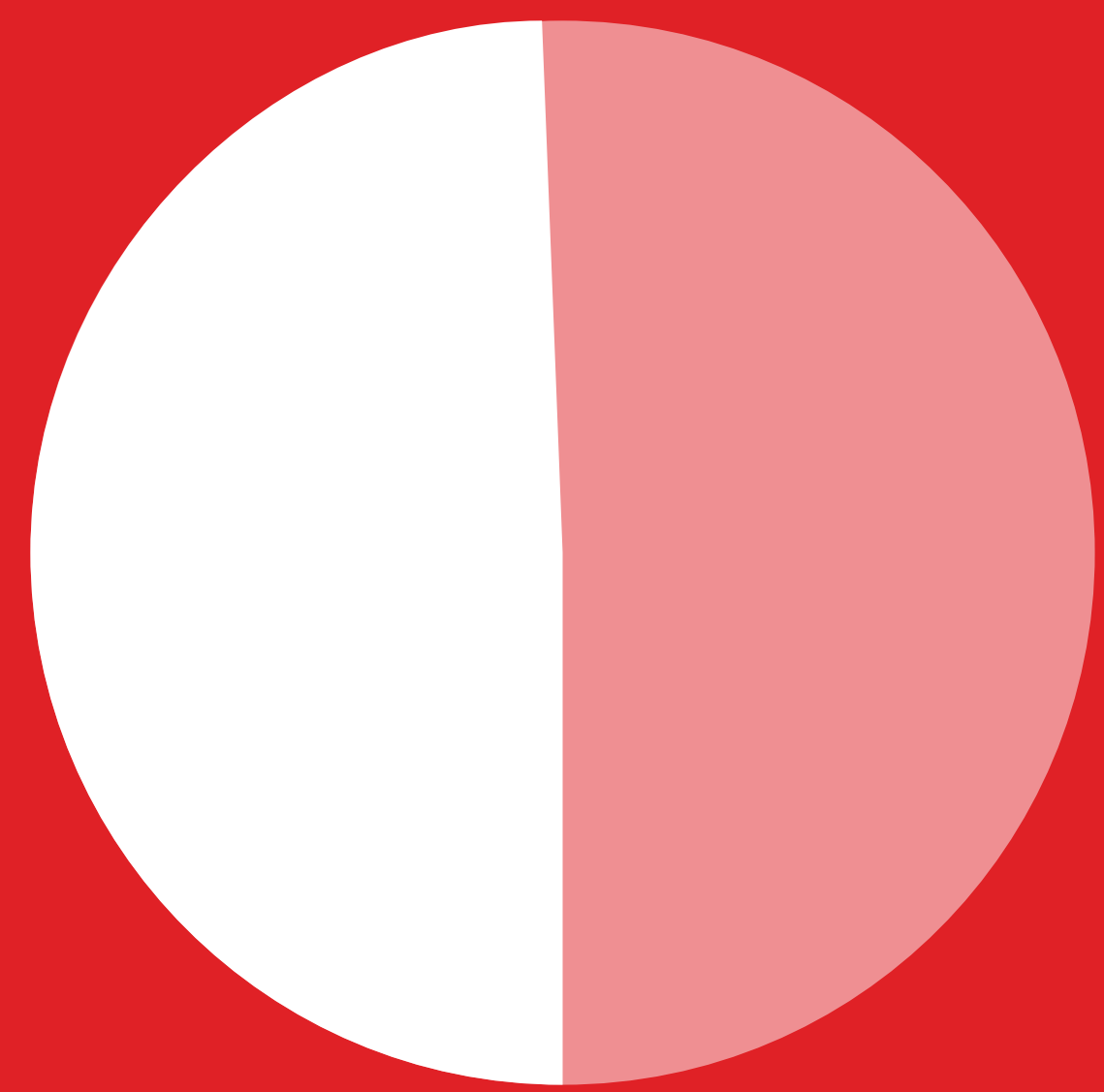
IT'S ABOUT TIME

“If one salesperson calls in 30 minutes or sooner and another responds two days later, it says volumes to the prospect. Quick response times send a message about respect, urgency, and responsiveness.”

Linda Richardson, founder of Richardson and faculty at The Wharton School

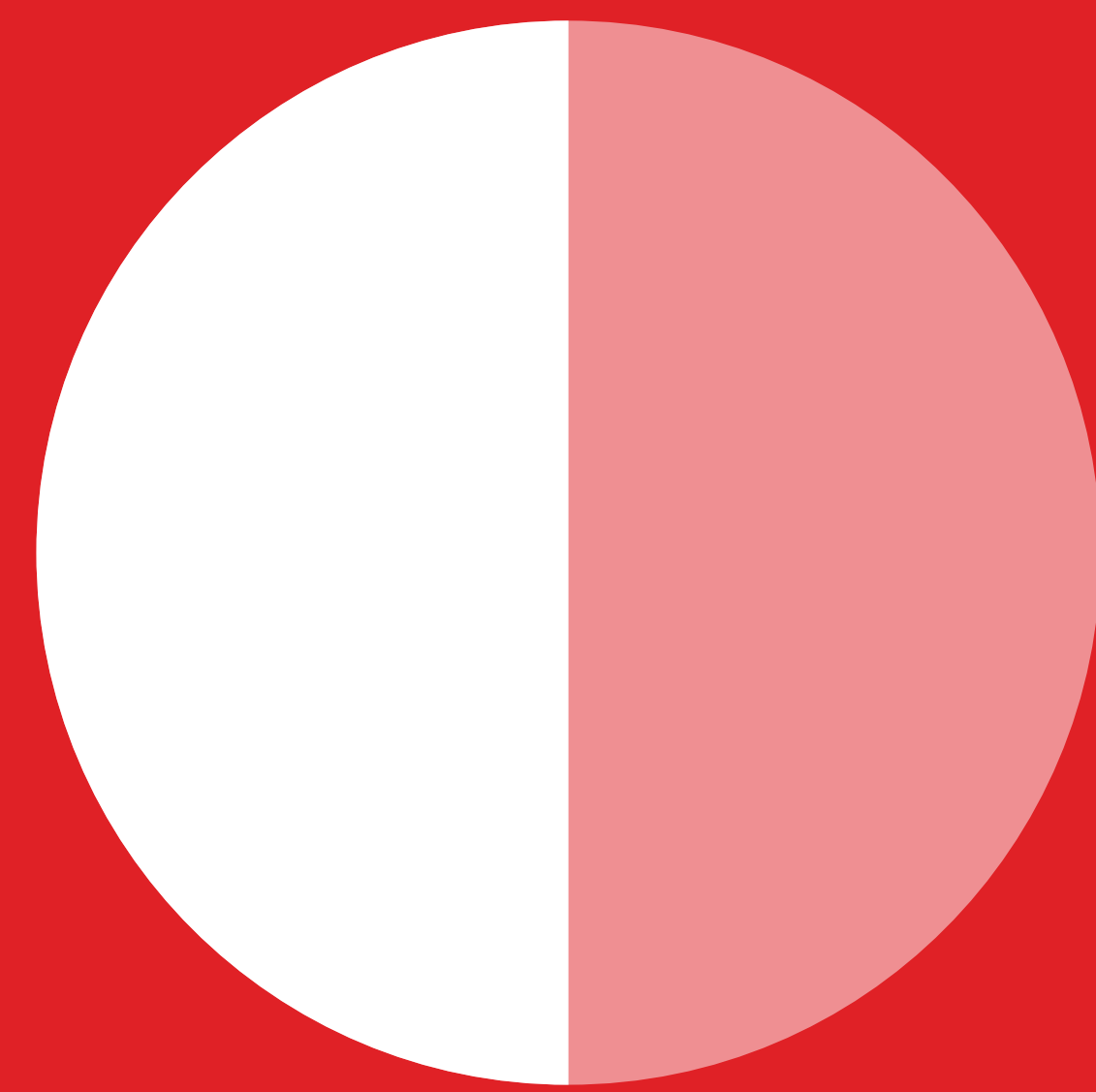
BEST B2B LIVE OUTBOUND CALLS USES

- **Alerts:** Service and Product Statuses
- **Notifications:** Shipping, Scheduling and Webinars
- **Reminders:** Appointments and Updates
- **Announcements:** PR, Sales and Events
- **Data Collection:** Feedback and Surveys
- **Pitches:** New Products, Services and Upgrades
- **Leads:** Qualify, Nurture, Re-Engage and Rapid Response



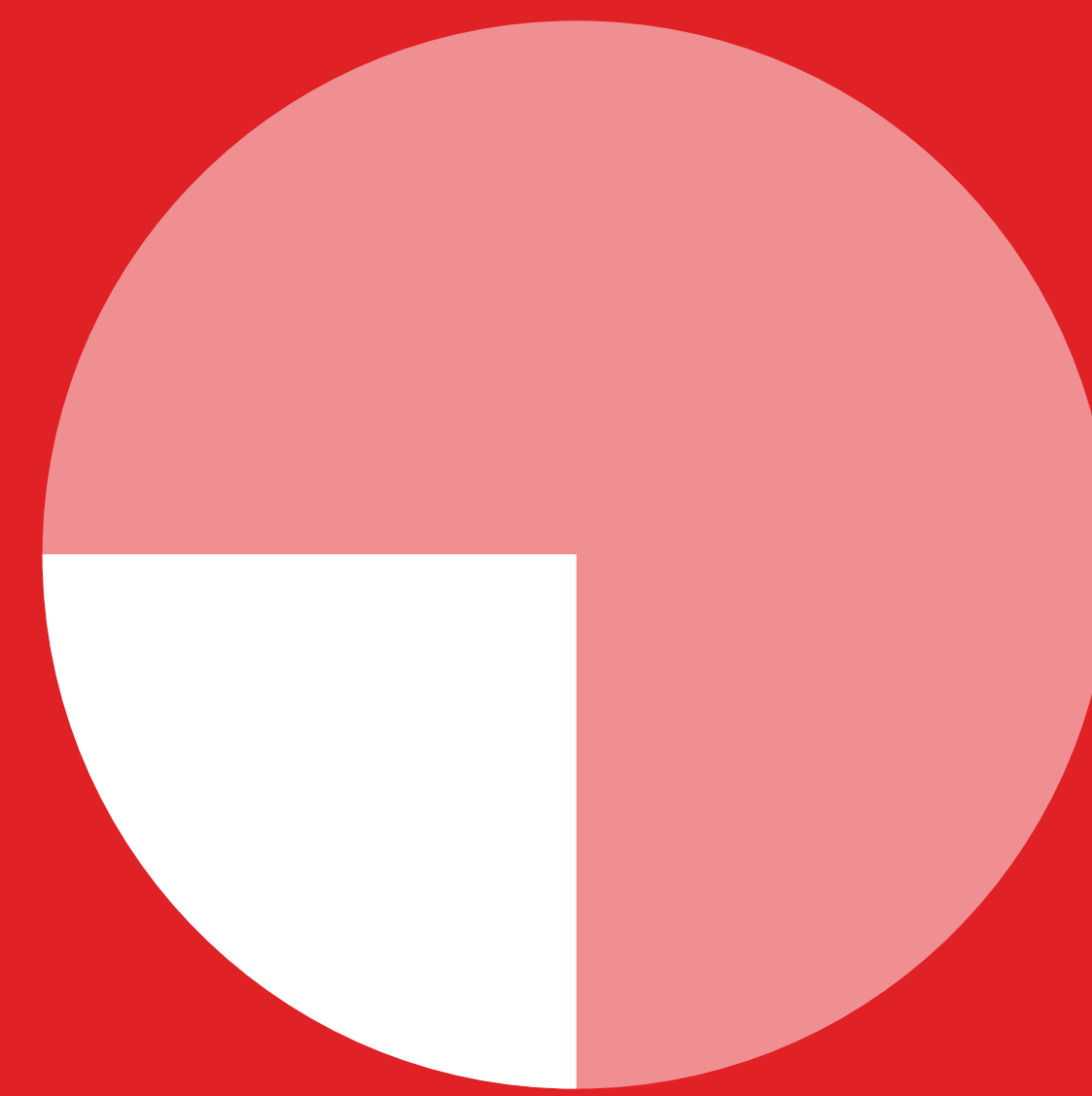
48%

average increase in
conversations with
prospects for companies
that use a calling app



50%

of buyers choose the
vendor that responds first



23%

of conversations result in
appointments



21%

increase in a lead becoming
qualified if called within
five minutes of submission



SEE THE FUTURE FOR YOURSELF:

SURESHOTMEDIA.COM/VISIONS

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