

# A DIGITAL TRENDS PRIMER FOR THE CMO

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# IS DIGITAL YOUR PAIN POINT?



“Marketing is no longer about winning creative awards; it’s about one-to-one communication.”

U.S. Telecom CMO quoted in  
IBM C-Suite study

More stats: <http://www.ironpaper.com/webintel/articles/inbound-marketing-statistics/>



Customer attention is increasingly difficult to gain and retain. This leaves the Chief Marketing Officer (CMO) working harder than ever to ensure positive, relevant, and consistent customer experiences. With the ongoing evolution of digital marketing, the CMOs new pain point is the challenge of keeping up with the digital innovations impacting conversion rates.

This primer aims to help CMOs and their teams keep up with the digital trends driving strategy as marketing shifts away from transactional models to a more experiential model.

## TOP DIGITAL TRENDS FOR INBOUND MARKETING

- ▶ Smart Segmentation
- ▶ Data-Driven Decisions
- ▶ Growth Driven Design
- ▶ Responsive Web Design
- ▶ Inbound Using Automation
- ▶ Social Dominance



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# Smart Segmentation

## What It Means for CMO:

The pool of data available to CMOs grows deeper daily. Using smart segmentation, the marketing team can act on enhanced strategic insights, while achieving scale using marketing automation. Marketers can sift through solution interests, company size, business opportunities, pain points and more with a fine-tooth comb to truly inform marketing strategy—and segmentation lists will automatically be outfitted with contacts as users are progressively profiled. Thinking even more specifically about buyer personas, considering where the buyer is in the lifecycle, can drive dynamic calls-to-action and creation of specifically relevant content.

## Practice:

Custom content is key in marketing today. Yet, if everyone is focusing on this angle, the CMO must make sure their brand personalization is relevant to their specific buyers. The digital landscape has changed how buyers engage with brands. Rising expectations must drive a deeper understanding of customers at their distinct funnel stages. With dynamic personalization and smart segmentation, the marketer addresses needs directly by segmenting leads, creating smart lists, and measuring what helps acquire leads, nurtures leads to sales opportunities, or assist conversions. There's an implicit exchange at work here. The target audience will part with the information your business needs for profiling purposes, yet with the expectation that they will in turn receive tailored, personalized communications, offers and experiences.

CMOs report they spend 8% of their marketing budgets on marketing analytics, and expect to increase this level in the next three years.

CMO Survey, —Hubspot Stats.

More stats: <http://www.ironpaper.com/webintel/articles/statistics-on-digital-marketing-opportunities-for-2016/>

# Data Driven Decisions

## What It Means for CMO:


Inbound marketers thrive on data-driven decisions. Data, used effectively, can help shape a content strategy communicating an enterprise's value to other businesses. Measuring efficacy to ensure content is focused on the pain points of the audience at their specific point in the funnel, CMOs and their teams can shape decision-making by attracting, informing, educating or delighting with relevant, targeted content.

## Practice:

Get to know your numbers. We're not talking the Count from Sesame Street's numbers, but rather the metrics that will be your team's key performance indicators (KPIs). This might be site traffic, bounce rate, revenue generation, time on site, new visitors, conversion rates, leads generated, or marketing qualified leads accepted by sales...the options go on and on.

Whichever KPIs you use, it's important to plan ahead and set measurable goals. Then, with the help of marketing automation, Wordpress dashboards, customer relationship management (CRM) software or your big data analytics, be sure to track your success — and often. Don't just create pretty powerpoint slides with this data — make smart decisions driven by your learnings. Use the data to make smart lists, drive lifecycle definitions and help your sales and marketing alignment.



A person is seen from the side, sitting at a desk and working on a computer. The computer monitor displays a web application with various panels and data. The person's hands are on the keyboard. The entire image is overlaid with a semi-transparent blue layer that features a faint geometric pattern of intersecting lines.

**LACK OF TECHNOLOGY  
IS NOT THE CORE CAUSE  
OF INEFFECTIVE  
PERSONALIZATION —  
RATHER, THE ISSUE IS A  
LACK OF DEEP  
CUSTOMER  
UNDERSTANDING.**

**— Tony Zambito**

# Growth Driven Design

## What It Means for CMO:

Growth driven design (GDD) uses an adaptive, iterative process to be more flexible and responsive in aligning web and marketing initiatives. The fundamental principle of GDD is continuously experimenting, learning (from analysis) and improving the website. In designing the content and messaging, consider site usefulness, user experience, conversion rate optimization, stickiness, as well as how to best tailor the site to the targeted persona.

## Practice:

GDD minimizes risk. When you begin with a Launch Pad site (rather than a full-blown “set and forget” site that remains static for the next 1 – 2 years) your ideas are less likely to morph into something unmanageable. With launch pad site strategizing and development taking just 30- 45 days, it’s also easier to stay on budget and on deadline. The workload is more manageable, too. This is about ongoing sprints towards site optimization rather an uber-marathon to launching perfection.

After planning and develop on a smaller scale, it’s important to learn and transfer to each next iteration the insights you gain from the initial and subsequent page launches.



# Design is Changing

Design is always evolving. What are the trends in web design today?

- ▶ **Sticky CTA.** — A single, button-shaped call to action that is always visible as the user navigates your page. Positioning it in a header or footer without other distractions can help increase conversions.
- ▶ **Background Video or Animation.** — Animated or video backgrounds can add dimension and enhance visibility and credibility.
- ▶ **Streamlined Navigation.** — Users are more likely to convert when they can find what they need. Today's navigation is often streamlined with only priority options available on the main menu. Secondary navigation is accessed via an additional hamburger menu icon.
- ▶ **Attractive Minimalism.** — Design is moving to a stripped down, more minimalistic approach. This is seen in site typography where designers are limiting the number of typefaces employed, and in the shift to a single, large image or curtailed color palettes.
- ▶ **Modular (card-like) interfaces.** — Blame (or credit) Pinterest and Microsoft, but instead of sliders, more designers are moving to cards as a way to present information colorfully and quickly.
- ▶ **Optimize for Speed.** — Delays deter visitors. With only five seconds to engage a visitor to your site, a mere second delay can mean loss in conversions (7%), fewer page views (11%) and decreased customer satisfaction (16%). In fact, 1 in 4 people will abandon a website if it takes longer than four seconds to load — and that's from a 2014 study. Imagine how much sooner they click away today.



# Responsive Web Design

## What It Means for CMO:

Responsive Web Design (RWD) is no longer a cool idea, but rather a necessity. If your site is not mobile-friendly, you are not addressing the needs of your leads. With RWD, CMOs and their marketing teams are approaching website design with a plan to be effectively visible on mobile devices. Customizing content layout for optimum user experience adds relevance. After all, nearly 2.6 billion people are predicted to use smartphones by 2018, according to eMarketer.

## Practice:

Part of effective inbound marketing is meeting your leads where they're at, when they need your services. Millennials are a prime audience target, and KPCB's Internet Trends noted 87% of millennials say their phone never leaves their side. Yet, the turn to mobile is not only among millennials. Position your brand to benefit from mobile traffic by focusing your efforts on giving optimal experiences to users whichever device they might use to view your site or emails.

Responsive design resulted in a 15% increase in unique clicks among mobile users, according to a MailChimp study. Plus, 55% more email opens are happening now on mobile devices.

37% of consumers are more likely to purchase on a mobile-optimized site.

Hubspot Stats.

More stats: <http://www.ironpaper.com/webintel/articles/responsive-web-design-statistics-that-matter/>



# Inbound Using Automation

## What It Means for CMO:

The inbound, permission-based, marketing model relies on CMO's driving their teams to create quality educational and relevant content for the target market. Personalization itself is not new, but opportunities are growing for real-time interactivity and smart, dynamic campaign strategies. With marketing automation software, brands can effectively meet (and even surpass) consumer expectations while enhancing the customer experience.

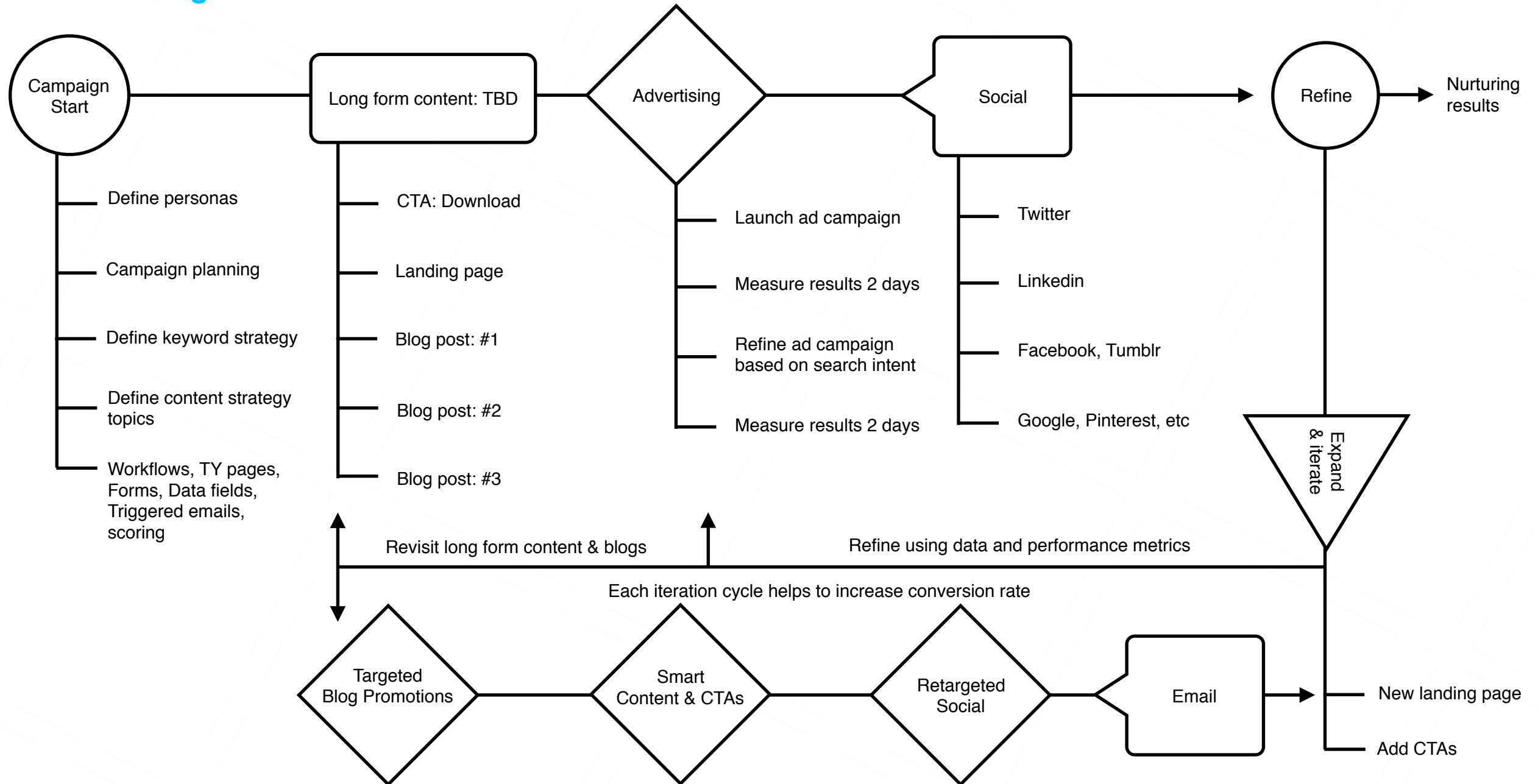
## Practice:

Evolve your inbound initiatives to help nurture leads through the buying funnel using smart workflows, automated lead scoring, nurture campaigns and more.

Knowing specific user concerns and interests via segmentation, your business might set up campaign logic that follows an initial email with subsequent communications varied depending on the level or lack of engagement with each previous email. While this is a more complex approach to content marketing, this focused approach is just one example of smart automation better enabling the sales team's focus on true prospects.

# Inbound Using Automation

## Inbound Using Automation: In Practice:



54% more leads are generated by inbound tactics  
than traditional paid marketing.

Hubspot Stats.

More stats: <http://www.ironpaper.com/webintel/articles/statistics-on-digital-marketing-opportunities-for-2016/>

Companies that automate lead management see a 10% or greater increase in revenue in 6-9 months.

Gartner Research

More stats: <http://www.ironpaper.com/webintel/articles/b2b-lead-generation-statistics/>



The background of the slide is a composite image. On the left, there is a grayscale aerial photograph of a dense urban skyline, likely New York City, showing numerous skyscrapers and buildings. On the right, there is a solid blue area with a faint, light-blue geometric pattern of intersecting lines forming a grid-like structure. Overlaid on the blue area is the main text in white, bold, sans-serif capital letters.

B2B COMPANIES  
GENERATE **3X** AS MANY  
LEADS THROUGH  
SOCIAL MEDIA AS THEY  
DO THROUGH  
TRADITIONAL  
CHANNELS.

—Jones-Mitchell (2015)



# Social Dominance

## What It Means for CMO:

B2B marketers need to be engaged with social media. This is no longer the domain for B2C exclusively — if it ever was. Today's business buyers are online researching products, services and solutions. Your marketing team needs to understand social sites and where the buyers are most active. Keeping in mind that Google+, LinkedIn, Twitter, Instagram and Facebook each have a different purpose, the digital marketer must be nuanced and appropriate in engaging with prospects using social media.

## Practice:

Share useful — not promotional — content. Social media users are not helped by blatant brand promotion. Instead, they want helpful, relevant, entertaining content that solves their problems.

Optimize your social media to be interactive, appeal to your target market, and best match your goals (e.g. drive sales or build brand authority).

Social media has a 100% higher lead-to-close rate than outbound marketing.

State of Inbound Marketing, 2012

More stats: <http://www.ironpaper.com/webintel/articles/b2b-lead-generation-statistics/>


# Real-Time Marketing Tips

Real-time marketing can add relevancy to your messages.

- ▶ **Be Ready.** — Preparation is key. Have a team in place that is familiar with measurement and publishing tools and your online community.
- ▶ **Participate Now.** — Your credibility will be improved if you are already participating regularly online. If you wait for the trend or event opportunity to engage, your motives will be suspect.
- ▶ **Target Carefully.** — Not all real-time events or trends are going to fit your message or interest your users. Proper targeting can avoid wasted resources or a diluted message.
- ▶ **Work Fast.** — Being ultra-responsive is key; often, this type of marketing is performed on-the-fly. Don't let speed interfere with accuracy or clarity of message though!
- ▶ **Measure Always.** — These efforts ought to be as data driven as the rest of your B2B marketing campaign. You need to track efficacy of your effort to determine ROI.
- ▶ **Employ Social Media.** — Website updates, blog content, Pay-Per-Click and social advertising can also play a role, but social media is the fastest channel at your disposal.








The window of opportunity is shrinking. “The business imperative in this new environment is going to be speed and agility,” Aria’s Sean Rollings, warned the CMO Council, noting time to market is accelerating by over 40% between now and 2020. This, combined with shorter product life cycles, means peak profitability is also shrinking. **CMO’s must be prepared for continuous change.**

Inbound marketers must become increasingly agile, responsive, and data-driven to capitalize on new opportunities. Additionally, CMOs need to build a robust, specific content marketing strategy to help buyers at each stage of the sales funnel—building trust, relevancy, and inspiration.

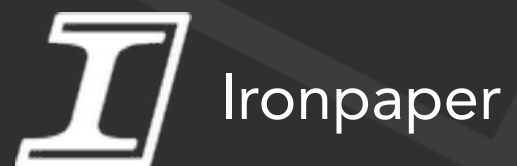


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# Thank you.



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