



The Marketing Clock: Designing a More Effective Marketing Process

Introduction

In working with some of the largest enterprises and fastest growing brands in the world, we found that marketers were often anxious over the multitude of new channels, technologies, and concepts that have emerged in recent years. Do they need a shortform video strategy? How should they segment their audience for the best ad targeting? What are the key metrics they should be tracking to prove their digital marketing campaigns are working?

These questions are important. But as Marshall McLuhan pointed out, it is easy to get overly focused on what's changed: namely, the content formats and the technology, and miss out on the bigger picture: the framework of how marketing is executed.

A black and white portrait of Marshall McLuhan, an elderly man with a serious expression, looking slightly to the left. He is wearing a dark suit jacket over a white shirt and a dark tie. The background is a textured, slightly out-of-focus wall.

“It is the framework itself that changes with new technology, and not just the picture within the frame.”

— Marshall McLuhan, 20th century media theorist

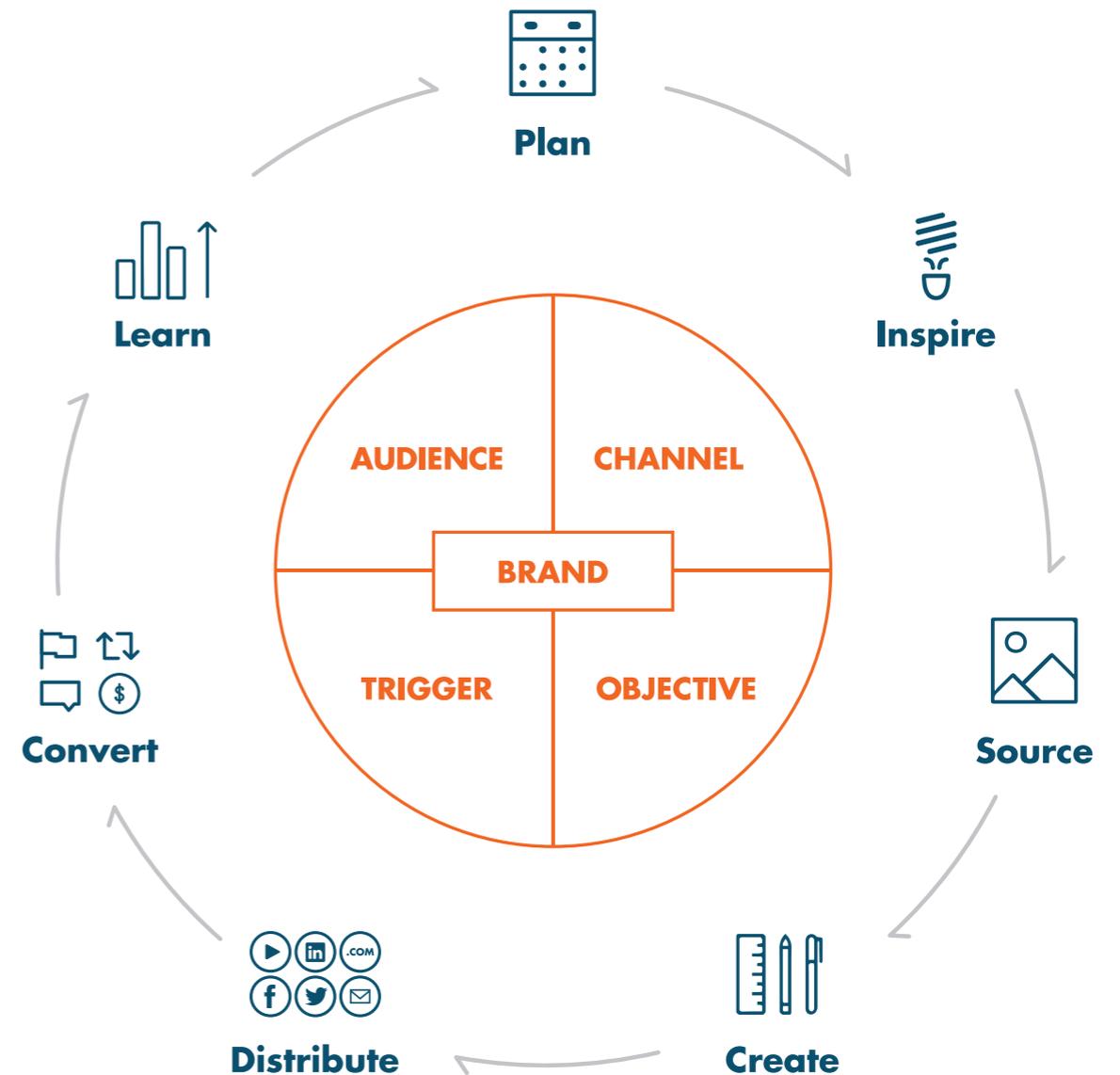
Where We Started

Not too long ago, digital marketing was as simple as building landing pages, setting up banner ads, and optimizing against search queries. The rapid growth of social channels and mobile devices in the last four years have transformed the marketing landscape in massive ways.

Marketers went from planning quarterly campaigns to figuring out what to tweet and post on a moment-by-moment basis to a global audience across a rapidly evolving ecosystem of devices and applications. Instead of one-off hits, marketers have to develop systematic ways to produce consistently high-performing campaigns. Brand content is no longer separate from promotional advertising content — the creative is the ad.

The times call for a new marketing framework. One that recognizes the role of technology to augment and accelerate the workflow of creative professionals within marketing and other parts of the organization — as well as external partners and vendors.

The Marketing Clock is that framework. We've identified the critical steps that every marketing leader needs to review and optimize against and how they fit together. Using this framework, you can identify areas of excellence and fix points of breakage so your team continually improves and achieves superior results.



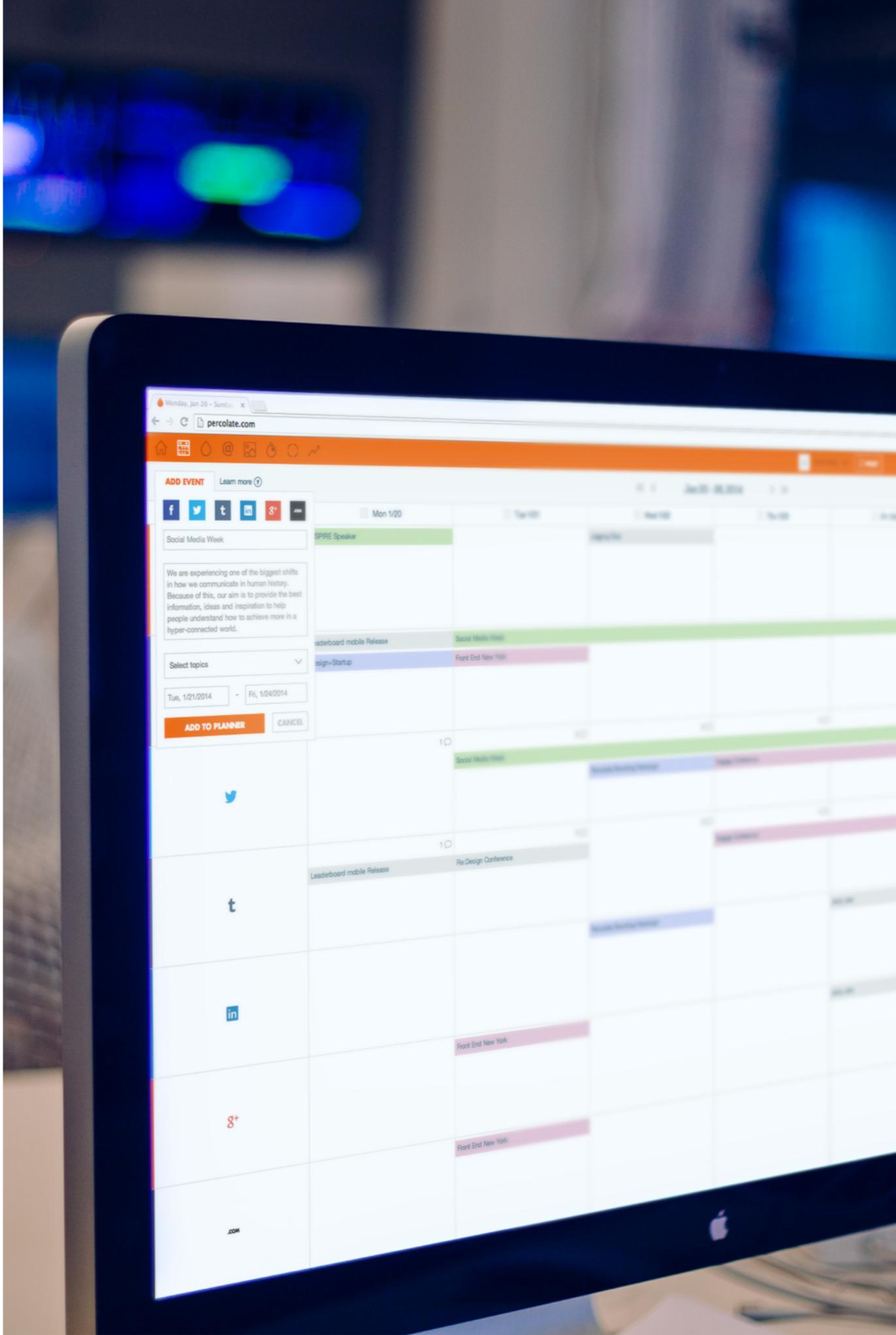
Plan

In years past, marketers had the luxury of a long lead time for planning campaigns, working closely with agency partners to hammer out campaign plans, often with every stakeholder in the same room. Today, planning needs to happen faster and coordinate more projects and campaigns than ever before.

If your team is in charge of launching a new sunscreen product, you might have a print ad in beauty and fashion magazines and support it with content for social, paid promotion, and email campaigns. Your team needs to plan launch dates, business objectives, audiences and geo-targeting, channels, and copy/visual content for each campaign — else you'll waste precious time on late-night emails and frantic phone calls to confirm details, and risk publishing content with inconsistent voice, look, and messaging.

Planning forms both the cornerstone and guardrails for a campaign, where objectives, strategies are set and audience, positioning, messages, and tactics are defined. And critically, your plans need to be easily accessible, from marketing to design to outside media agencies and ad companies.

If you find yourself unhappy with the impact of your content or if your ad campaigns are starting late, consider revamping your planning process to ensure your team is coordinated and rowing in the same direction.

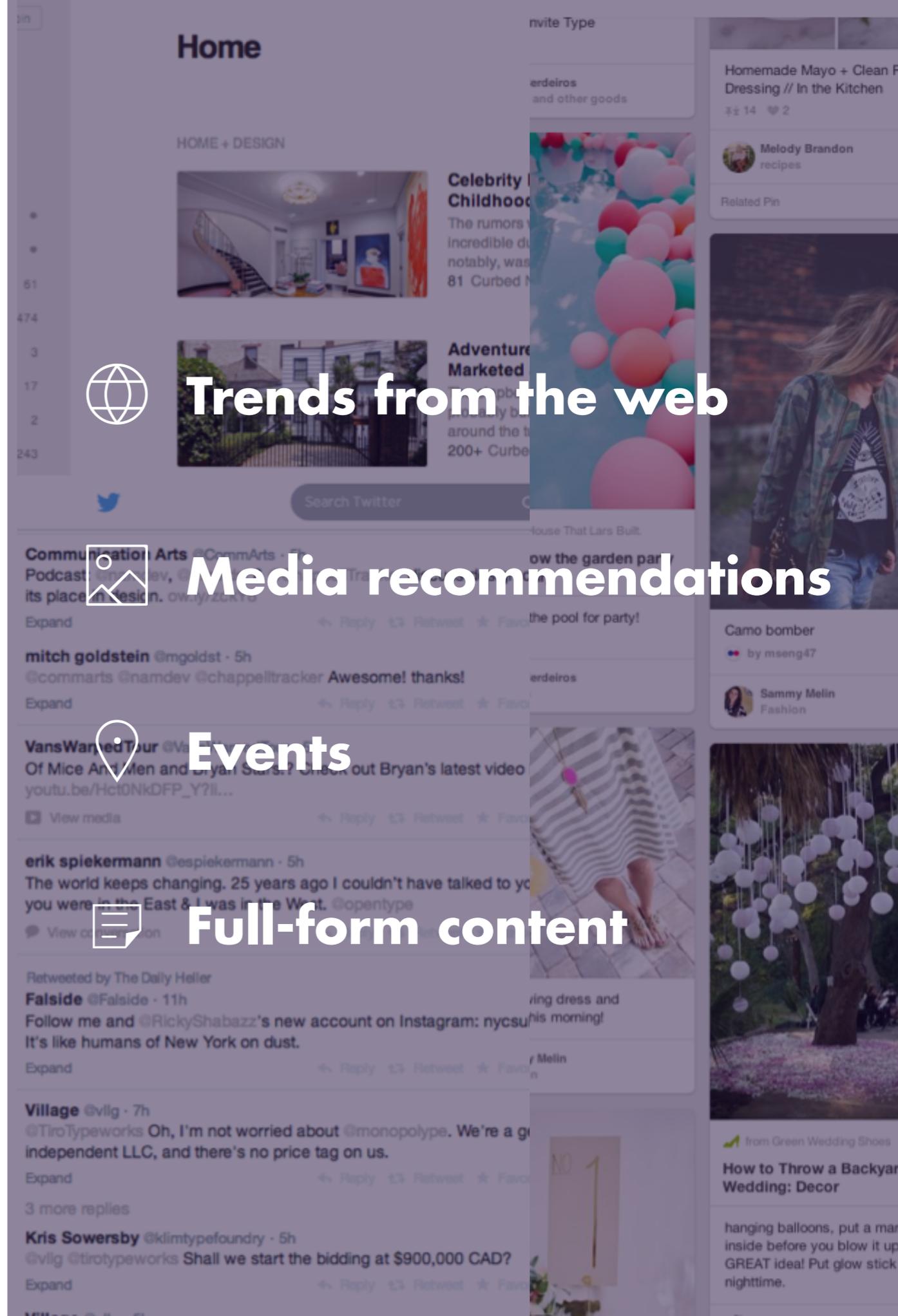


Inspire

The job of the marketer is to deliver on-brand messages that support business objectives and hit on fresh, unique, and relevant topics. Today, your marquee campaigns might still get the drawn-out creative treatment, with a careful brief, vision boards, and lots of brainstorming sessions. But given the rapid proliferation of fast-paced brand owned social channels, you need to turn creative around on a dime. Mobile is now the first screen and new content is only one “pull to refresh” away. And things move quickly: this week’s outrageously funny viral video is only in the limelight until the next sensation comes along.

Marketers are asked to deliver new ideas on a daily basis and as most creative professionals will attest, requiring fresh perspective on-demand is a huge challenge. Inspiration comes from what’s being talked about right now, by the people you care about. Today, the technology to understand what’s being shared, by who, on which topics, is widely available. That doesn’t replace the instincts of a great marketer, it enhances it.

If you want more relevancy and consistency in your content, you need a plan for systematic inspiration. How can you ensure your team has the tools, resources, and processes for consistently produce great content?



Source

With your plan in place and your themes developed, your next step is to pull in all the resources and raw materials needed to support the plan. To return to the new sunscreen launch:

If the centerpiece of the campaign is powerful print ad in beauty and fashion magazines that's eye-catching but soft on details, you may want to support it with an infographic posted to Facebook with up to date research on the medical benefits of sunscreen. Meanwhile, you're sharing a series of articles about anti-aging on Twitter, a posting a video about preventing sun damage on YouTube, and releasing images on Instagram of people who are being smart with their skin in the sun using the hashtag #summerfun.

This is where sourcing comes into play. Today, the origins of marketing content extend beyond company boundaries, with a growing ecosystem of content providers ready and able to help augment your team. Content today is licensed, commissioned, purchased, user-generated and syndicated – all supporting your brand positioning and messages.

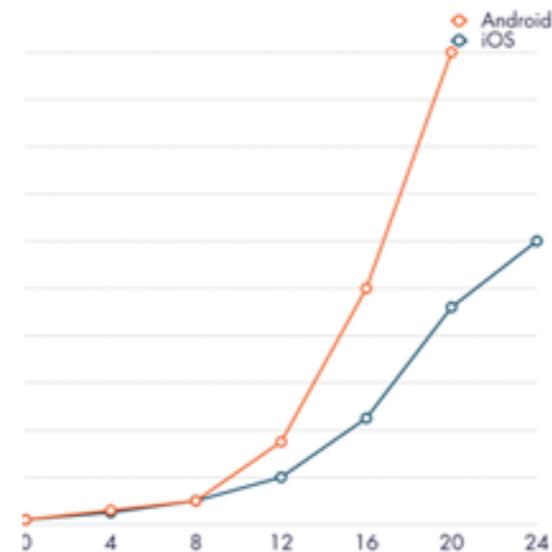
Great marketers leverage every possible avenue to procure on-brand content that drives business objectives. Want to up the pace and volume of your marketing content? You need a sourcing strategy.



Media

Local ▼

Showing 36 of 1789:



Create

While sourcing material is a great way to augment your team's own production, the bottom line is that creating original content in house is still the mainstay of marketing teams. You know your brand best and your team is best equipped to execute on rapid turnaround or complex brand content. Just like sourced materials, original materials need to be thoughtful and high quality in order to engage your audience, and communicate your brand's value proposition.

The center of gravity is shifting — more and more brands see the ability to create phenomenal content in-house to be a competitive advantage and an investment in their future. Today, content is created in many different formats depending on the subject matter, audience, and distribution method. Content can be anything from long-form whitepapers to blogs to snackable information such as GIFs, short-form videos, and tweets.

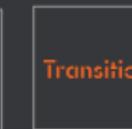
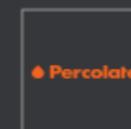
What does your content creation process look like? How can you make sure everyone's perspective is being heard, while not getting bogged down by long email threads, bloated spreadsheets, and a dozen versions of a piece of content? These are questions every team has to answer to make the most of the opportunity in front of us. The closer your marketing planning, creation, and distribution are, the faster you can launch and reach your audience with your messages.

DONE

REVERT



CANCEL <



> APPLY



Distribute

The core of marketing is content plus audience, and distribution is where they come together. While media buying has always been complex, the communications channels – TV, print, radio, or web – used to be fairly segmented. A 30 second spot couldn't run in a magazine, and a flyer couldn't go on the radio. But today, distribution offers a nearly-infinite number of choices.

According to comScore, over 100 million Americans actively use multiple social networks. Marketers are taking on the role of disc jockey: remixing content to fit different mediums, different channels, and different audiences.

You'll create a branded image, add some crisp copy and then have the option to tweet it, Snapchat it, Pin it, share it on Facebook, post it to Instagram it, or all of the above. And what about paid promotion? Which audiences are you looking to hit? How frequently? In what context?

The marketers that are thriving have made distribution a top priority and have the talent, partners, and technology that allow them to get a grip on ever-increasing number of markets, targets, and channels.

Create Ads

Campaign

Existing Create New

Name

Marketing Resources

Ad Set

Existing Create New

Name

Percolate Marketing Library

Budget

Daily Lifetime

\$20.00

Schedule

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Ongoing

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CPM

Optimized CPM

CPA

NEXT



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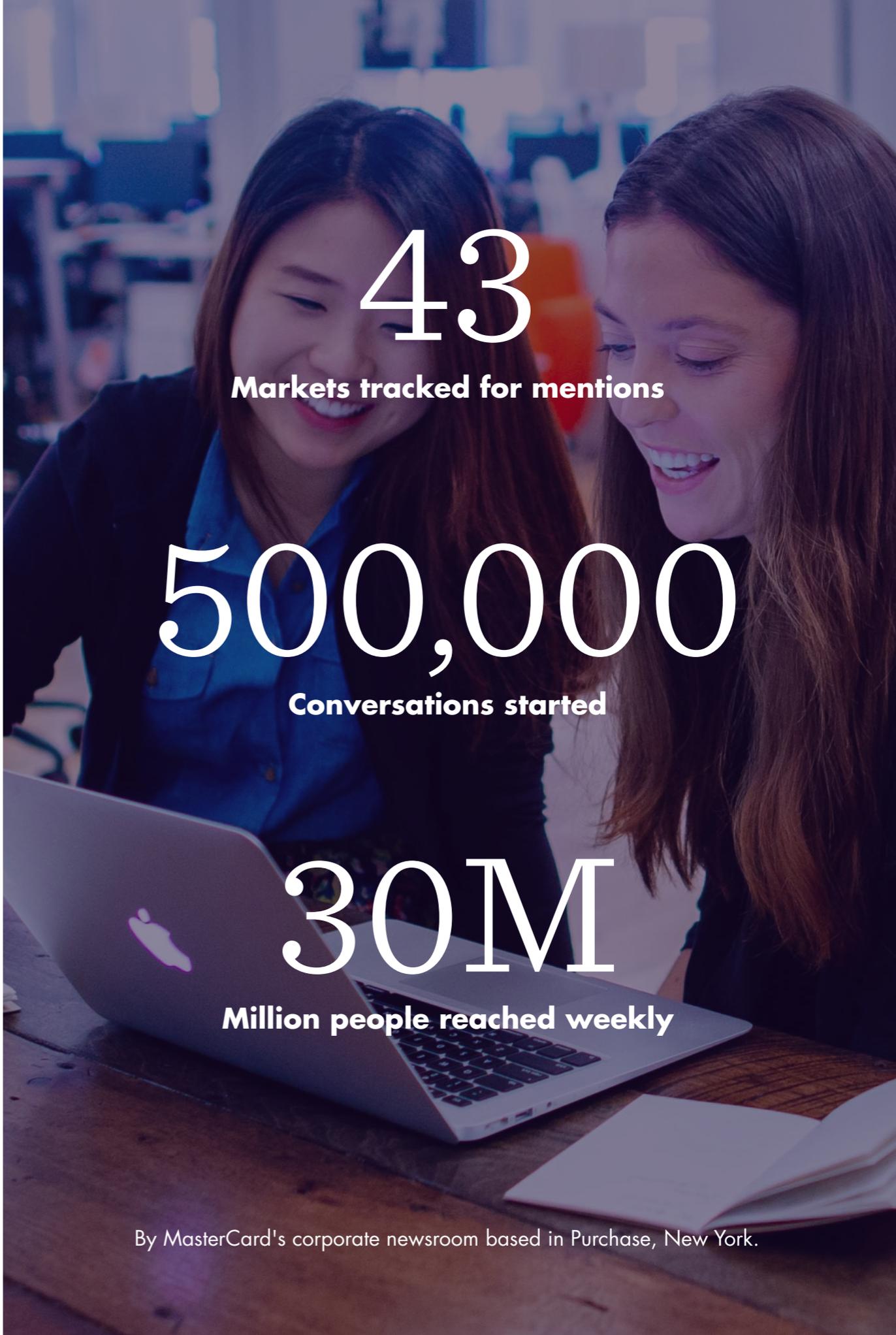
Convert

Getting your customers to notice, interact, and take actions that drives business outcomes is the ultimate goal of any campaign. Consumer response opens the door for brands to re-engage: to answer questions, share enthusiasm, and build relationships. Conversion is ultimately what makes marketing a business function.

Traditional channels offered limited opportunities for engagement and conversion. The dialog with your customer was typically one way and the brand was a faceless entity or represented by a fictional character like the Marlboro Man or Mr. Clean. Once you'd launch a TV spot or print ad, you had only rough metrics for evaluating and responding to your audience reactions.

Digital marketing opened up an entirely new world. Marketers can now get instantaneous feedback via clicks, shares, and replies, and you have the ability to directly respond and drive customer action. But engagement is not a business objective — ultimately your audience interaction is proxy for real goals like building awareness, handling objectives, and moving customers to point of purchase.

Simply tracking raw activity, or just measuring new sales alone isn't enough. Measuring ROI requires marketers to develop goal tracking systems and integrate with their revenue infrastructure and data from ad partners if they want to really understand conversion.



43

Markets tracked for mentions

500,000

Conversations started

30M

Million people reached weekly

Learn

Every good marketer knows that what you learn from a campaign is worth its weight in gold. To understand how an audience is responding to content and why gives you the ability to fine-tune all the facets of future campaigns.

Marketing impact used to be measured mostly by Nielsen ratings, coupons, rough lifts and hits on a webpage. The numbers were straightforward and concrete, but didn't give you deeper insight to your audience that you craved. Today, marketers have access to a wide range of data points — what content was most shared? Most clicked? Which audience segments drove the most revenue?

How do you ensure that your marketing is continually improving? What are you doing to review past successes and disappointments and integrate that feedback right back into your planning and creation processes? While most marketers recognize the value of an analytics-driven approach, too few are actually implementing it in a meaningful way.

Data is now a commodity. Taming the data and drawing actionable insights is what matters. And of course, learning feeds right into planning, the first element of the Marketing Clock, bringing the system full circle. Does your team have a plan to extract the maximum learning from each campaign — whether it be a success or failure?



92% of marketers acknowledge that analytics are important for managing marketing processes, demonstrating value or improving marketing's credibility. But only 39% are using marketing analytics in a meaningful way.

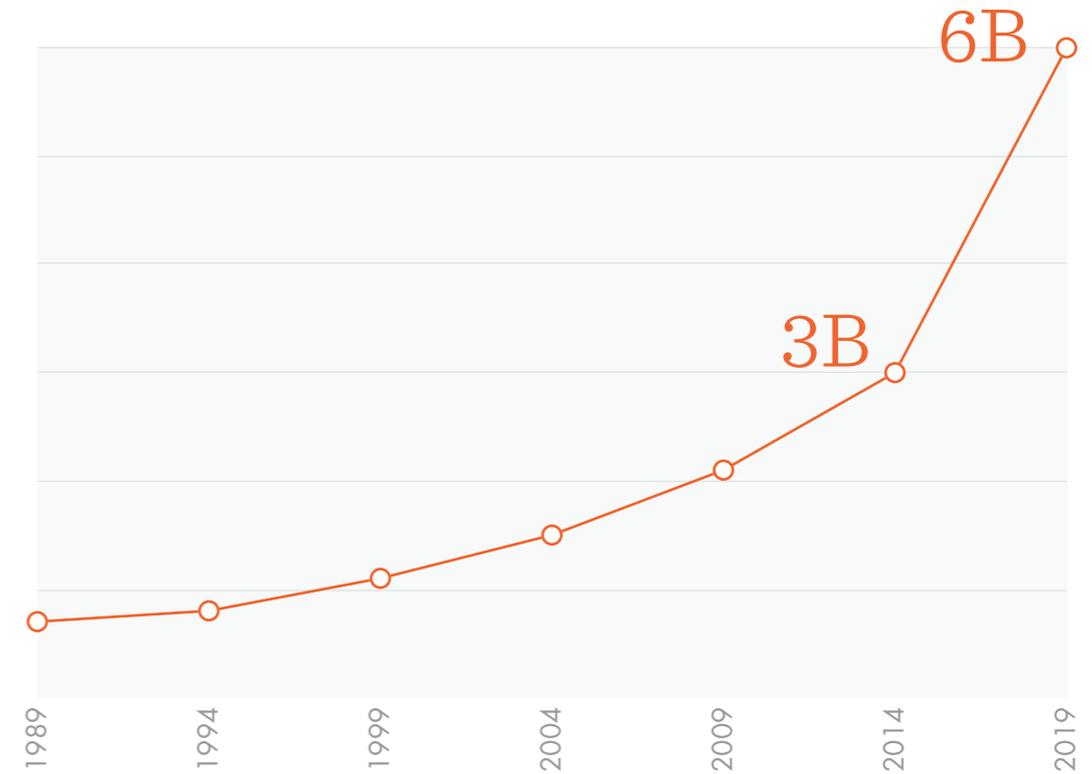
(Demand Metric 2013 Marketing Analytics Survey)

How the Future Plays Out

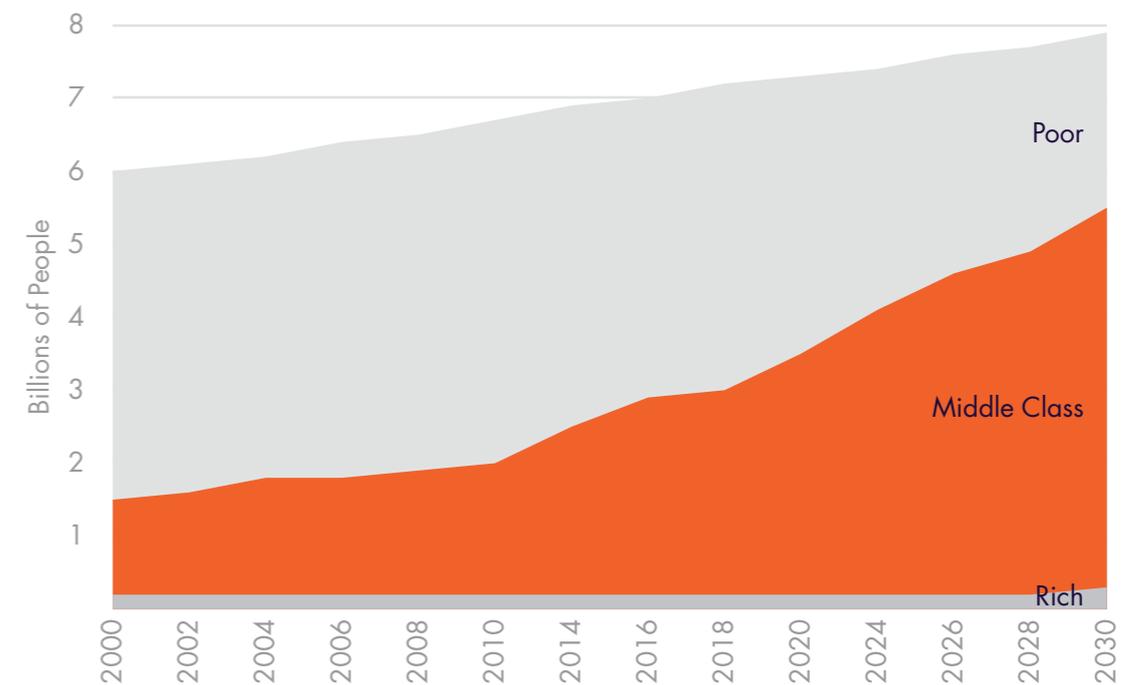
Simply put, there will continue to be more platforms, targets and markets to reach. The number of people connected to the Internet stands at 3 billion, and is poised to reach 6 billion by 2019. The global middle class – those who can afford more – is predicted to grow from 2 to 5 billion in the next fifteen years. As it grows so will the demand for your products. Some have said that marketing is “chaos”, but we think its only getting better.

Through new technologies and innovations, marketers will find a vast and ever expanding set of tools for reaching their audience. We live in amazing times and we’ve got our work cut out for us. The Marketing Clock represents a coordinated, systematic approach to marketing that will stay relevant even as the world transforms all around us. We hope you find it useful as you tackle the challenges of tomorrow.

People connected to the internet



Middle class growth





Percolate is the system of record for marketing. Our technology helps the world's largest and fastest-growing brands at every step of the marketing process.

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