

Digital marketers challenged to drive results within the connected world

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Abstract

We are witnessing the digitalization of the customer journey in order to improve not only the satisfaction of customers, but also that of employees and business partners, and in order to improve the digital customer experience (DCX), better data analysis is considered to be critical, marketers being challenged to offer affection, relevance and trust, building emotional connection with customers, optimizing the interchanging role of traditional and digital on the basis of complex observation and analysis of the paradoxes revealed by the concept of Marketing 4.0. There is an increasing use of the Martech stack in approaching marketing strategy and tactics so as to build customer engagement and advocacy, achieving the desired results.

Keywords: Digital marketers; DCX; Marketing 4.0; Martech stack; Brand authenticity

JEL Classification: L86; M15; M31; M37; O33

Rethinking the customer-interaction model, ensuring affection, relevance and trust

There is a clear reality that digital is the new standard for service in our digital world which brought industries everywhere in the midst of a customer-service revolution stimulated by one-stop digital interfaces offered by technology leaders such as Amazon, Apple, Facebook, Google, and Uber. (Fanderl et al., 2018) As underlined recently by McKinsey's experts, customers are adequately guided through their journey, from demand to fulfillment, knowing that the foundation for success in critical metrics is given by the customer-facing processes, rethinking the customer-interaction model and digitizing this journey so as to improve not only the satisfaction of customers, but also of employees and business partners.

A month before, in June 2018, on the occasion of the 50th anniversary of Mower (a Marketing, Advertising and PR Agency), eMarketer published 50 data points (presented by Mower) from its database, providing insight for today's marketer, and celebrating the many ways brands can reach their audiences, highlighting different significant aspects as follows: there is a rapid evolution of digital at the same time as the ecosystem (channels, devices, platforms and formats supporting it); in order to improve the customer experience (CX) better data analysis is considered to be critical, consumer data being viewed as a vital tool for all types of brands, brand authenticity being what consumers are looking for, and consequently marketers being challenged to approach their creative this way; brand safety is also essential to be ensured by marketers, who

need to create and activate friendships by offering affection, relevance and trust, building emotional connection with consumers while delivering relevant information in accordance with the right strategy, insight and above mentioned friendship.

With regard to the above mentioned ecosystems, it is worth mentioning that in July 2018 a McKinsey's expert showed that ecosystems are customer-centric networks (through which products and services are offered by various players that skim parts of the traditional value chain by securing the customer interface) having at their heart platforms (as systems making integration easy). Several ecosystems centered on specific customer needs can be operated in parallel by large ecosystem players such as Amazon and Google. By 2025, as revealed by McKinsey's research, 30% of global GDP will be represented by ecosystems. (Lorenz, 2018)

It is not by chance that the "Exclusive eMarketer Trends Coverage - Q3 2018" highlighted among the identified trends considered as necessary to be understood now (Mobile Eats the World; Alexa, Are Voice Assistants the Next Big Thing?; Digital Video's Ad Share Is Accelerating; Augmented Reality Breaks Out; The Promise of Personalization; Trust in Digital, Brand Safety at a Crossroad) that of "Trust in Digital, Brand Safety at a Crossroad" (see also the figure below).

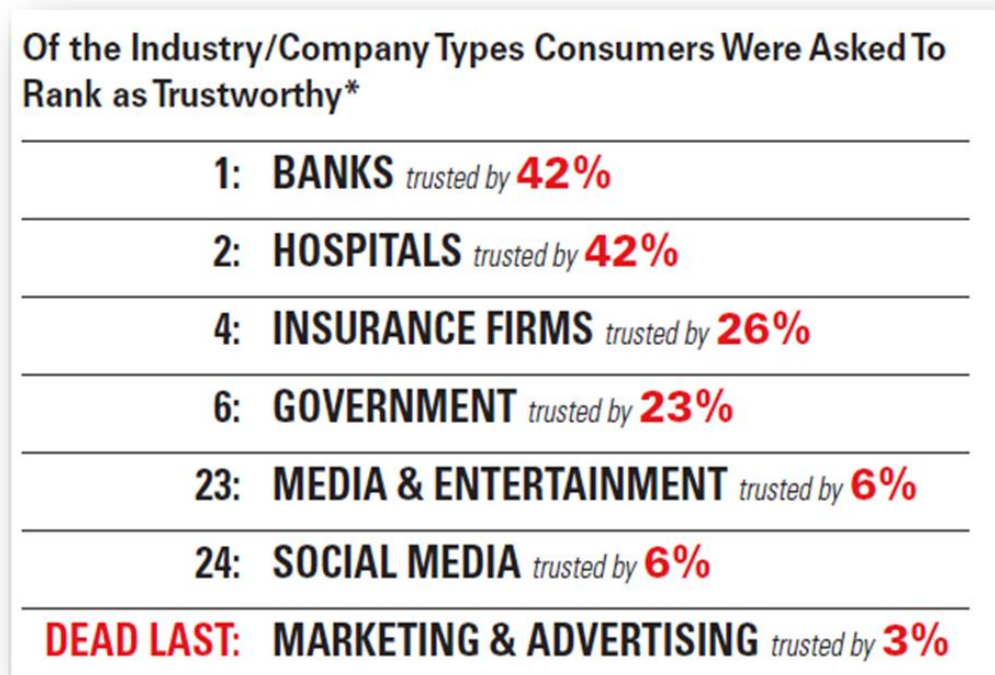


Figure 1: Consumers really don't believe that marketing and advertising is trustworthy

Source: Six Trends You Need To Understand Now, Exclusive eMarketer Trends Coverage - Q3 2018 (work cited)

Facing the continuous evolution in consumers' lifestyles and looking carefully at the most critical shifts

As shown by the father of modern marketing Philip Kotler (and his article's co-authors Hermawan Kartajaya and Iwan Setiawan) at the beginning of May 2018,¹ there is a continuous evolution in consumers' lifestyles deeply influenced by the digital economy boom and smartphones use, and marketers need novel marketing approaches, making complex observation and analysis of the paradoxes specific to the concept of Marketing 4.0 (effectively considering the convergence of both the offline and on line worlds of businesses and customers, balancing M2M with H2H), so as to optimize the interchanging role of traditional and digital marketing (as shown in the figure below) and build customer engagement and advocacy.

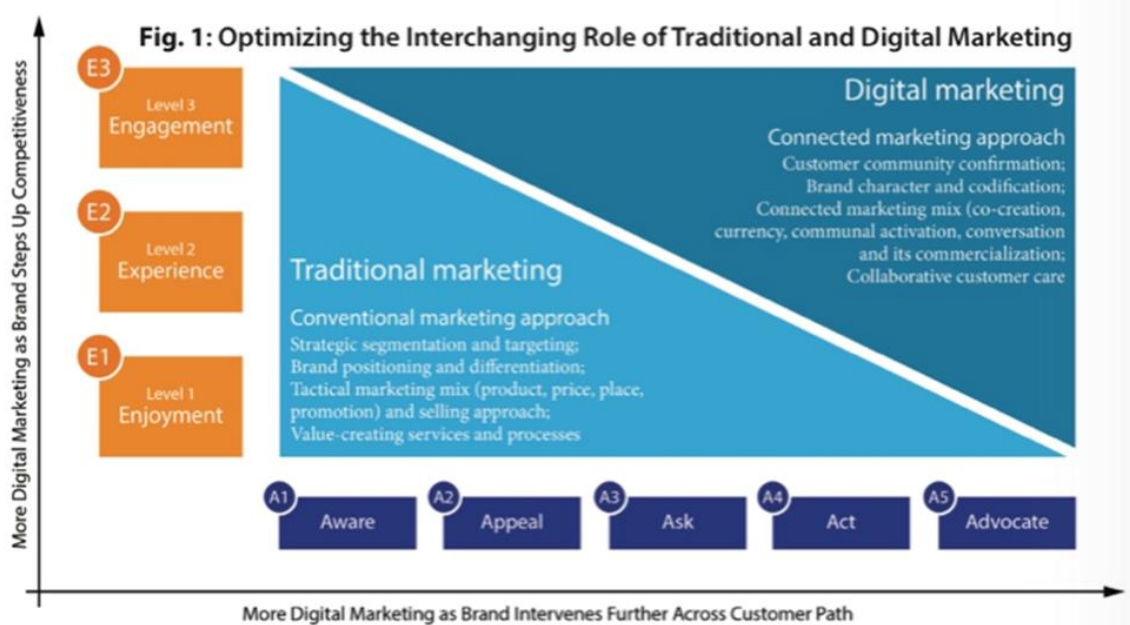


Figure 2: Optimize the interchanging role of traditional and digital marketing

Source: Kotler, P., Kartajaya, H., Setiawan, I. (2018). "Marketing 4.0: When Online Meets Offline, Style Meets Substance, and Machine-to-Machine Meets Human-to-Human", *The Marketing Journal*, May 5 (work cited)

Within this framework, Kotler, Kartajaya and Setiawan launched an invitation to carefully look at the following most critical shifts: << From "Segmentation and Targeting" to "Customer Community Confirmation"; From "Brand Positioning and Differentiation" to "Brand Characters and Codes"; From "Selling the 4P's" to "Commercializing the 4C's" (Co-creation, Currency, Communal activation, and Conversation); From "Customer Service Processes" to "Collaborative Customer Care" >>.

¹ Kotler, P., Kartajaya, H., Setiawan, I. (2018). "Marketing 4.0: When Online Meets Offline, Style Meets Substance, and Machine-to-Machine Meets Human-to-Human", *The Marketing Journal*, May 5. Retrieved from <http://www.marketingjournal.org/marketing-4-0-when-online-meets-offline-style-meets-substance-and-machine-to-machine-meets-human-to-human-philip-kotler-hermawan-kartajaya-iwan-setiawan/>

There is no doubt that a tech-driven future is envisioned by today's marketers which turn to sophisticated technologies to meet consumers' seamless, personalized experiences skyrocket needs, as revealed in July 2018 by the third-annual report "Walker Sands State of Marketing Technology 2018", co-sponsored by Walker Sands Communications and chiefmartech.com.² According to this report based on data from a survey of 300 marketers working for firms in a wide range of different industries, the largest number of respondents are using the following marketing technologies: Email marketing, Content marketing, Analytics, and Social media marketing (see the table below):³

	Core Solution	Experimentation	N/A (Don't Use)
Account-based marketing (ABM)	23%	27%	49%
Ad tech (display, programmatic, etc.)	25%	30%	37%
Analytics	45%	37%	18%
Artificial Intelligence (AI)/Machine Learning	12%	24%	65%
Augmented reality	12%	21%	67%
Blockchain	11%	20%	69%
Chatbots	11%	21%	68%
Content marketing	48%	35%	17%
Customer data platform (CDP)	33%	30%	37%
Customer relationship management (CRM)	40%	28%	23%
Data management platform (DMP)	33%	33%	35%
Digital asset management (DAM)	27%	32%	41%
Ecommerce	29%	25%	46%
Email marketing	54%	32%	14%
Integration platform as a service (iPaaS), data integration or tag management	17%	30%	54%
Internet of Things (IoT)	17%	25%	58%
Loyalty marketing	32%	30%	37%
Marketing automation/campaign management	36%	34%	30%
Marketing resource management (MRM)	28%	25%	47%
Mobile marketing	33%	32%	36%
Optimization and personalization	32%	33%	35%
Performance and attribution	24%	33%	43%
Sales automation and enablement	25%	27%	48%
Search marketing	39%	31%	30%
Social media marketing	48%	34%	18%
Video marketing	29%	40%	30%
Virtual reality	15%	17%	68%
Web content and experience management (CMS/WCM)	40%	32%	29%

Walker Sands, 2018

Figure 2: Building the Martech Stack

Source: Walker Sands State of Marketing Technology 2018: Maximizing the Value of Martech Innovations, Walker Sands Communications, July 2018, cited by Nanji, A. (2018) in *The State of Marketing Technology in 2018*, MarketingProfs, August 6 (work cited)

² Walker Sands State of Marketing Technology 2018: Maximizing the Value of Martech Innovations, Walker Sands Communications, July 2018, Retrieved from <https://www.walkersands.com/resources/state-of-martech-2018/>

³ Nanji, A. (2018). *The State of Marketing Technology in 2018*, MarketingProfs, August 6. Retrieved from <https://www.marketingprofs.com/charts/2018/39520/the-state-of-marketing-technology-in-2018?>

It is also interesting to note that according to the same report 56% of respondents considered that their company's marketing strategy will be driven primarily by a mix of creativity and technology five years from now (as shown in the figure below):

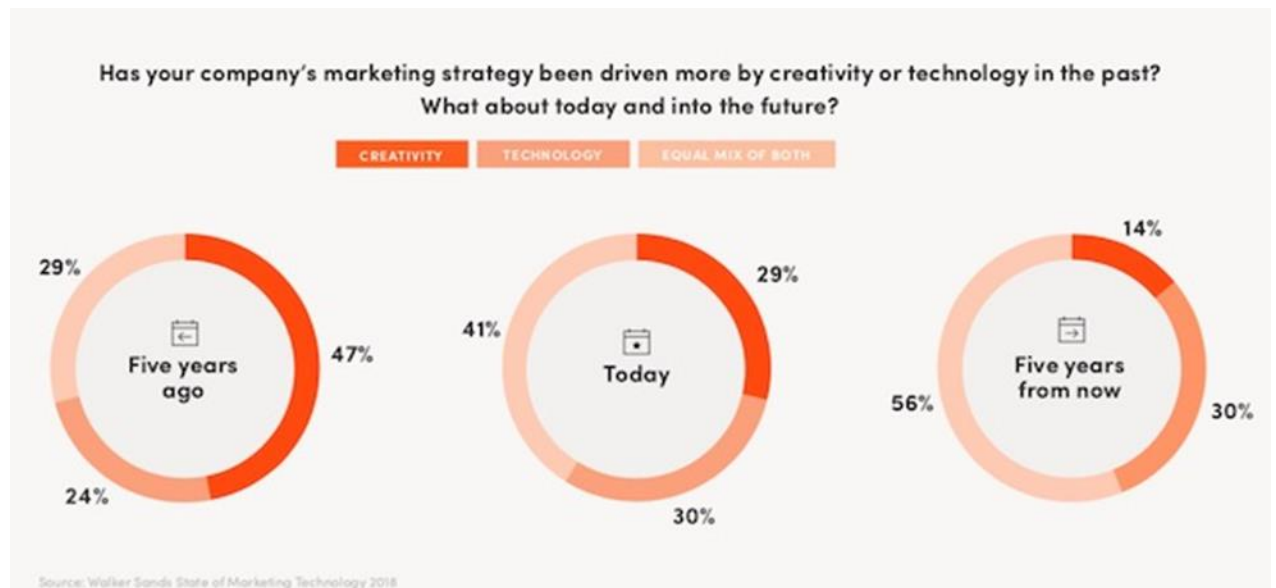


Figure 3: The influence of creativity and technology on marketing strategy

Source: Walker Sands State of Marketing Technology 2018: Maximizing the Value of Martech Innovations, Walker Sands Communications, July 2018, cited by Nanji, A. (2018) in *The State of Marketing Technology in 2018*, MarketingProfs, August 6 (work cited)

Conclusions

In the previous three issues we showed how digital marketers (who are placed at the intersection of digital transformation with CX): are focusing on differentiating on humanized digital CX (DCX) in a fast changing environment in which integral to competitiveness are both digital technology and CX.; must bridge the undesirable difference between customer insights and marketing insights, confirming a better understanding of customers' digital behavior, knowing, for instance, that mobile remains the most effective channel from the viewpoint of the critical conversion portion of the customer journey; must see customers as individual people within the context of both integrating CX with the business model and the operational processes, and of rethinking the execution, digital customer engagement remaining a top strategic priority.

In the last four months we were witnessing: an acceleration of the convergence of both the offline and on line worlds of businesses and customers (an evolution specific to the concept of Marketing 4.0); a rapid evolution of digital (as the new standard for service in our digital world) at the same time as the ecosystems (as customer-centric networks having at their heart platforms); the increasing need for marketers to create and activate friendships, building

emotional connection with consumers, using adequate marketing technologies to meet consumers' seamless, personalized experiences skyrocket needs, driving their company's marketing strategy with the help of a mix of creativity and technology.

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*** Six Trends You Need To Understand Now, Exclusive eMarketer Trends Coverage - Q3 2018. Retrieved from <https://www.emarketer.com/corporate/coverage/SixTrendsYouNeedToKnowNow?>