



A Review – Marketing Automation Facts for a Digital Startup

Objectives

Fuel growth of a business by helping build a customer-centric culture and brand, pulling the right levers in a measurable and sustainable fashion. The growth strategy needs to focus on the three crucial functions, viz. branding and marketing, sales, and service.

At a high-level our objectives from this program are:

- Building & increasing brand awareness and brand value
- Setting up the right mechanisms to perform marketing automation covering the following aspects:
 - Lead generation
 - Lead ingestion, processing, qualification, and nurturing of the leads
 - Design and execution of the highly or loosely targeted campaigns, depending upon the campaign goals
 - Tracking, measuring, learning, improving and iterating across the funnels and around the cycles to better the outcomes
- Establishing the sales processes
- Establishing the service and support processes
- Marketing Website Development using a CMS

Technology goals:

We aim to select the best-in-class tools and bind them together by means of data integration to perform:

- **Inbound marketing:** Generate leads from across the available channels (inbound marketing)
 - Design and execute the inbound campaigns specific to the channels, including but not limited to:
 - Search Engines
 - Inbound Calls
 - Social Media Pages (Twitter, Facebook, LinkedIn, Google MyBusiness)
 - Social Media Ads (Twitter, Facebook, Google Ads/Display Ads, etc)
 - Multimedia Content Delivery Portals (e.g. Youtube, Instagram)
 - Business Directories (e.g. Yelp, Google Business)
 - Article Directories

- External Blogs/Blog Aggregation
 - Print Media (Advertorials, Newspapers, Classified Ads, Leaflets and Brochures, Flyers, Pamphlets etc)
- Manage our outreach across various media channels leveraging techniques, such as SEO, SEM, PPC, social media marketing, social ads, directory listing, content marketing (blogs, guest posts, advertorials, articles etc), SMS campaigns, push-campaign etc.
- Continuously track and optimize marketing spend granularly across the channels
- **Outbound marketing:** Target leads sourced as a result of inbound marketing and external leads sourcing:
 - Source leads from channels, including aggregators, channel partners, lead generation companies etc.
 - Define target segment based on the business goals and defined customer personas
 - Establish process and setup tools to segment the leads
 - Design and execute campaigns
 - Track user behaviour on the website/web application along the user journeys
 - Design the lead funnels
 - Track the leads' progression through funnels
 - Report on various KPI's, including % conversion across funnel stages, cost per stage, cost per conversion, funnel effectiveness, top reasons for drops etc.
- **Sales enablement and customer retention:**
 - Defining the overall sales & service process.
 - Enabling outbound calls and the required workflows, recording, tracking, notes etc
 - Merge of call-generated data into the overall leads flow
 - Easy access to important customer data
 - Retention campaigns
 - Up-sell and cross-sell by means of:
 - Outbound calls
 - Outbound marketing campaigns
 - Personalization and real-time marketing
- **Right transition of data across the tools to accomplish the above objectives.**

High-level Building blocks and Key Goals

■ Highest priority (detailed next) ■ High priority (detailed next)

(Digital) customer awareness



Brand proposition and activation
 Clear brand strategy is managed by a dedicated brand unit and represented in CI/CD across all touchpoints
 Digital marketing content is coherent with strategy managed effectively

MROI management
 Marketing plan is aligned with strategy and translated into measurable objectives/KPIs
 "New generation" MROI measurement and performance management systems are in place, tracking regularly e.g. marketing spend and financial/non-financial impact

Smart lead generation



New customers I: increase quantity and quality of leads
 Leads are prioritized by value and systematically targeted using relevant content and techniques
 Paid, own and earned channels are managed using state of the art IT-systems, governance/tracking mechanisms and adequate resources

Getting new customers is the highest priority for CoverTree

Existing customers: increase quantity and quality of leads
 Cross selling and churn management based on comprehensive insights/predictions of customer behavior (e.g. through advanced date analytics)
 Cross-/upselling and win-back are key KPIs and continuously tracked/benchmarked

Multi-access delivery and conversion



End-to-end coherent customer experience
 Seamless transitions along customer journey and continuous improvement of experience through systematic management approach

Data-driven customer journey analytics and lead steering
 Steering of customer towards best agent/access point and identifying customer touch- and pain points by analyzing comprehensive customer data

Governance/business rules and remuneration logic
 Remuneration logic and business rules fostering multi-access approach by allowing for e.g. agent performance based lead allocation and incentivizing multi-access sales

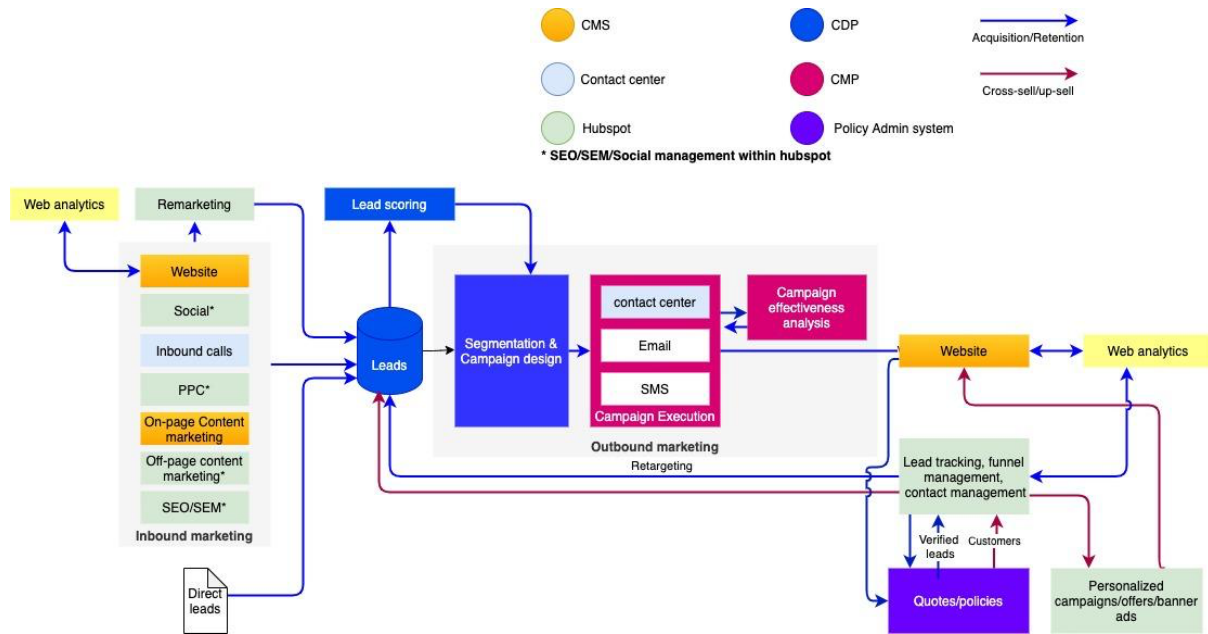
Data and technology platform



End-to-end controlling and performance management
 Systematic and automatized review of key KPIs and initiation of appropriate measures

Effectiveness of MarTech tools
 Professional application of industry-standard technology/ MarTech tools to generate insights and manage customer interaction, e.g. leading to a 360° customer understanding for all relevant employees

Indicative Marketing Tech diagram



The above illustration depicts an indicative flow of information between various systems used during the marketing and sales process. It starts with the various inbound marketing activities that result in lead generation. The typical inbound leads may take the following forms:

- Social Media Pages/Ads to Call-In
- Social Media Pages/Ads to Website
- Search Engines to Website
- Search Engines to Call-In
- Print Media to Website
- Print Media to Call-In
- Articles/Blog Post to Website
- Articles/Blog Post to Call-In
- Data/Lead Import
- Referral to Website
- Referral to Call In
- Referral to Customer Care Agent

A crucial aspect is to be able to attribute the leads to the correct lead source. This is vital because we need to accurately calculate the commission for the independent agents and the park owner partners. In addition, this will help us track and improve the performance of every channel individually.

These leads are consolidated at a *CDP (Customer Data Platform)* and are segmented based on the campaign objectives and persona definitions. The segmented cohorts are supplied to a *CMP (Campaign Management Platform)* that executes the defined campaigns at the specified frequencies, points of time and events.

A percentage of targeted users land at the website's landing pages, where the user journeys begin for the Web analytics system to start tracking. The web analytics system tracks various events and attributes of the users and keeps supplying information to the CRM for funnel management. Alternatively, the funnel management can be handled in the web analytics tool itself. The drops etc. are:

1. Fed back to the CDP by the CRM for retargeting

2. Analysed for the reasons which would be rectified using techniques, such as A/B testing/ MVT (Multi-Variate Testing) etc.

The D2C web application continually interacts with the PAS (Policy Admin System) and populates the users' information there. As a result, PAS becomes a source of truth about a user's exact stage in the journey. Information from the PAS is categorically used for the users that have either received the quote or have purchased a policy.

- For the users who received the quote and abandoned the journey: The information is fed back to the CDP for retargeting
- For those who purchased a policy:
 - Retarget for renewals via email campaigns
 - Retarget for cross-sell and up-sell: create offers, retarget via email campaigns and offer personalized experience on the website.

Future capabilities to be added:

- Personalization and real time offers and banners
- Coverage recommendations - upsell
- Product recommendations - upsell and cross-sell
- A/B testing or MVT

Appendix A: Sources of lead generation

