

Engage with your customers...

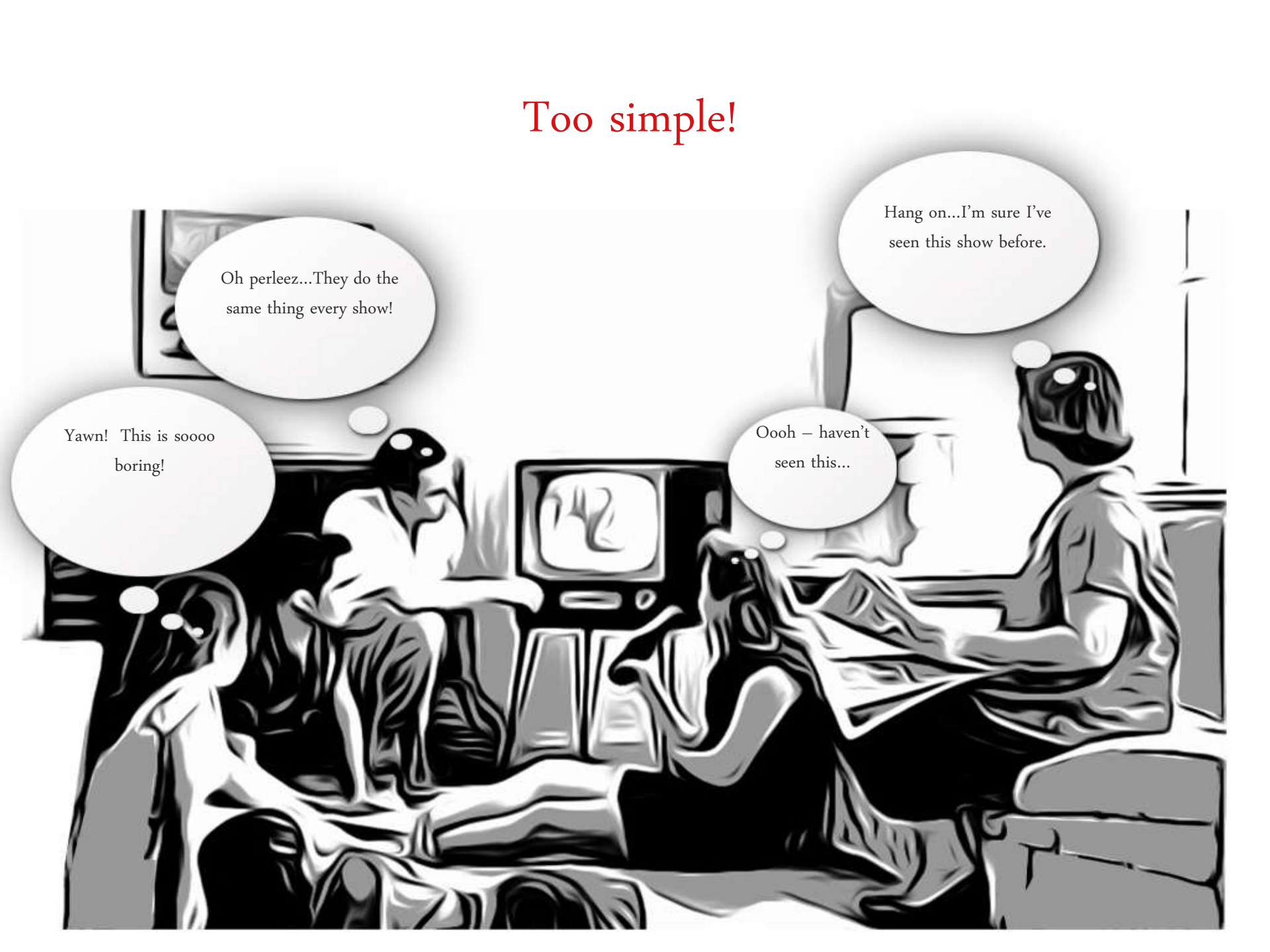


Or... how Alice decided how to invest

Life used to be simple!



Too simple!

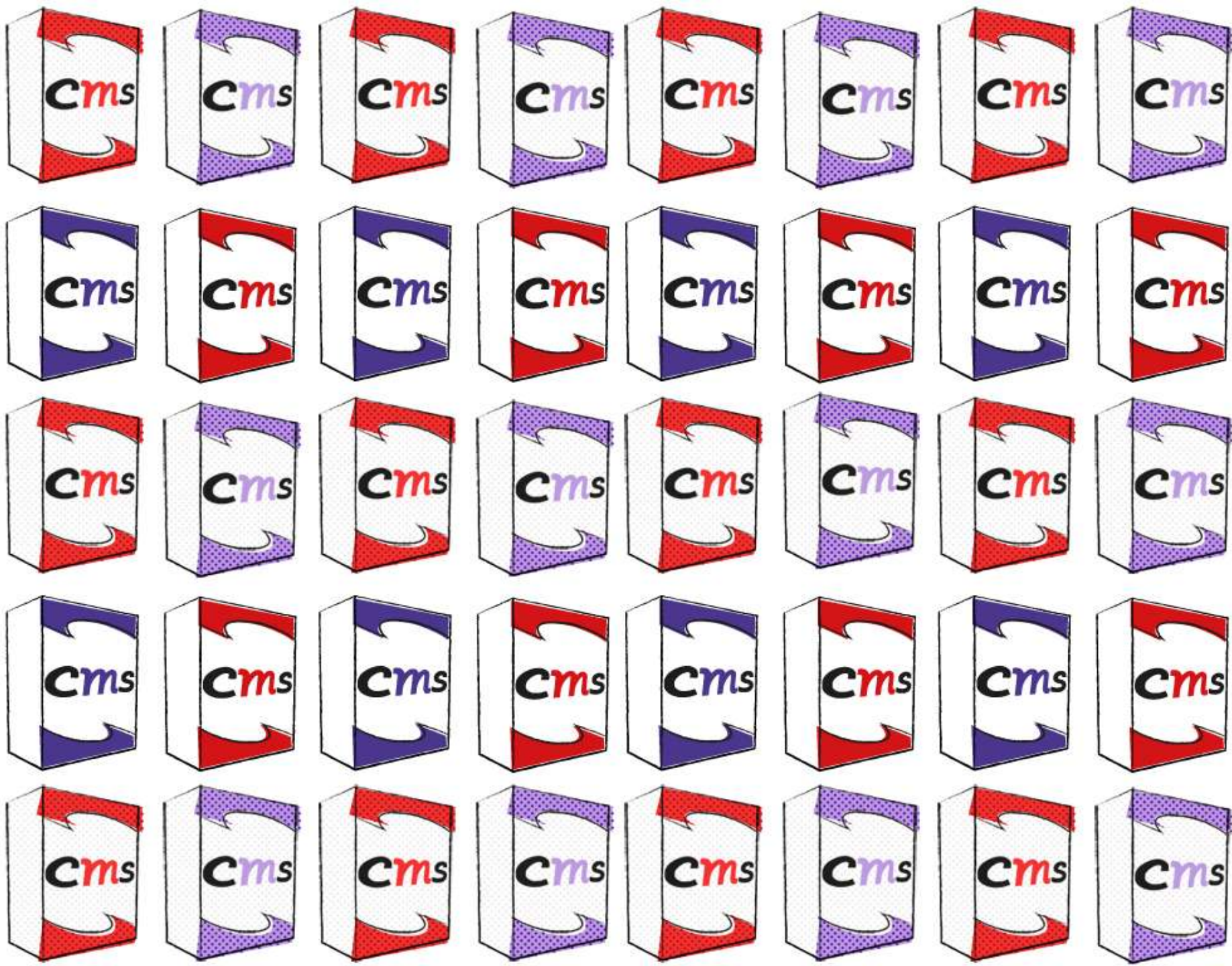


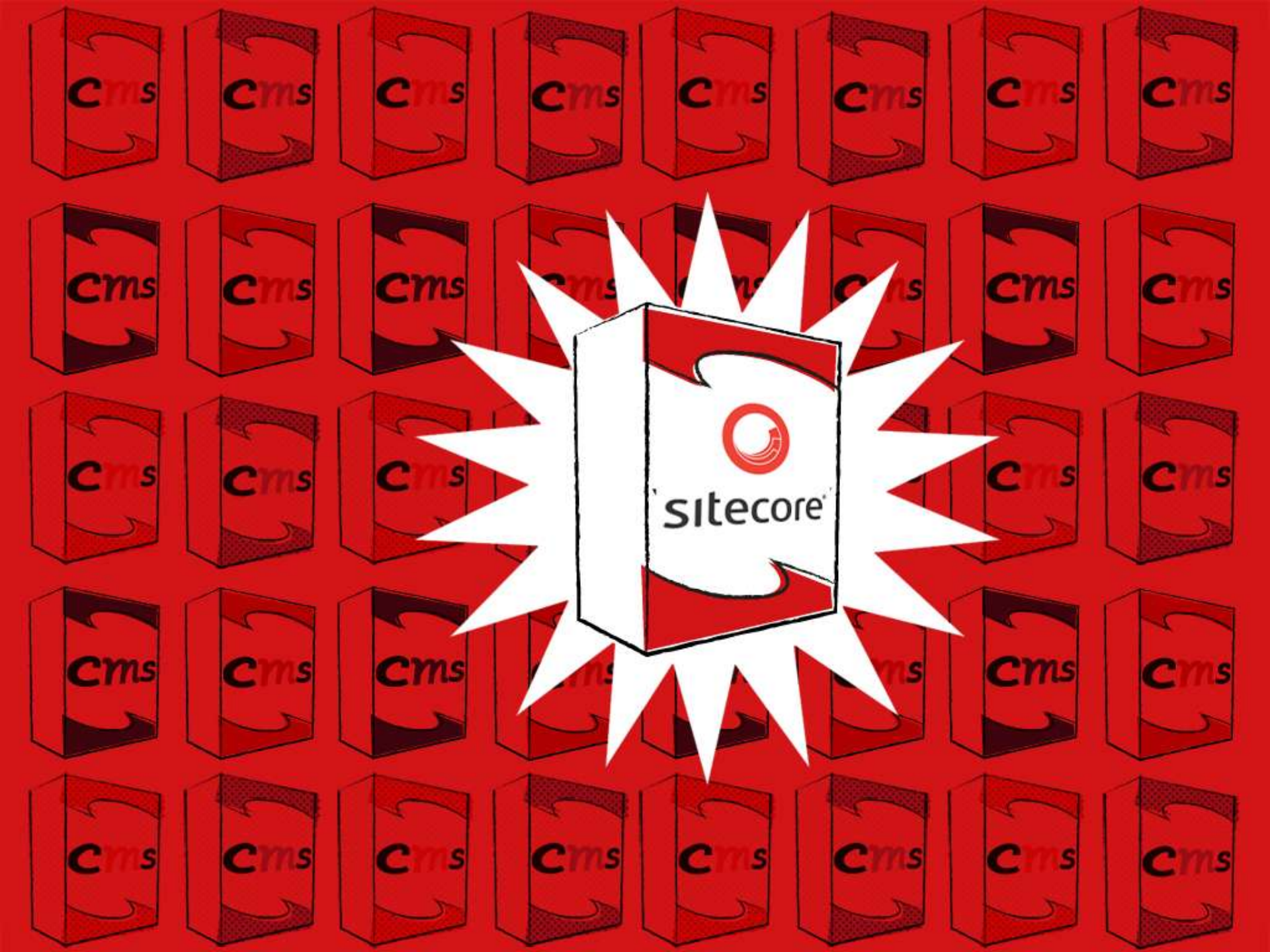
Oh perleez...They do the same thing every show!

Yawn! This is soooo boring!

Oooh – haven't seen this...

Hang on...I'm sure I've seen this show before.





KA-BOOOM





I want to buy...



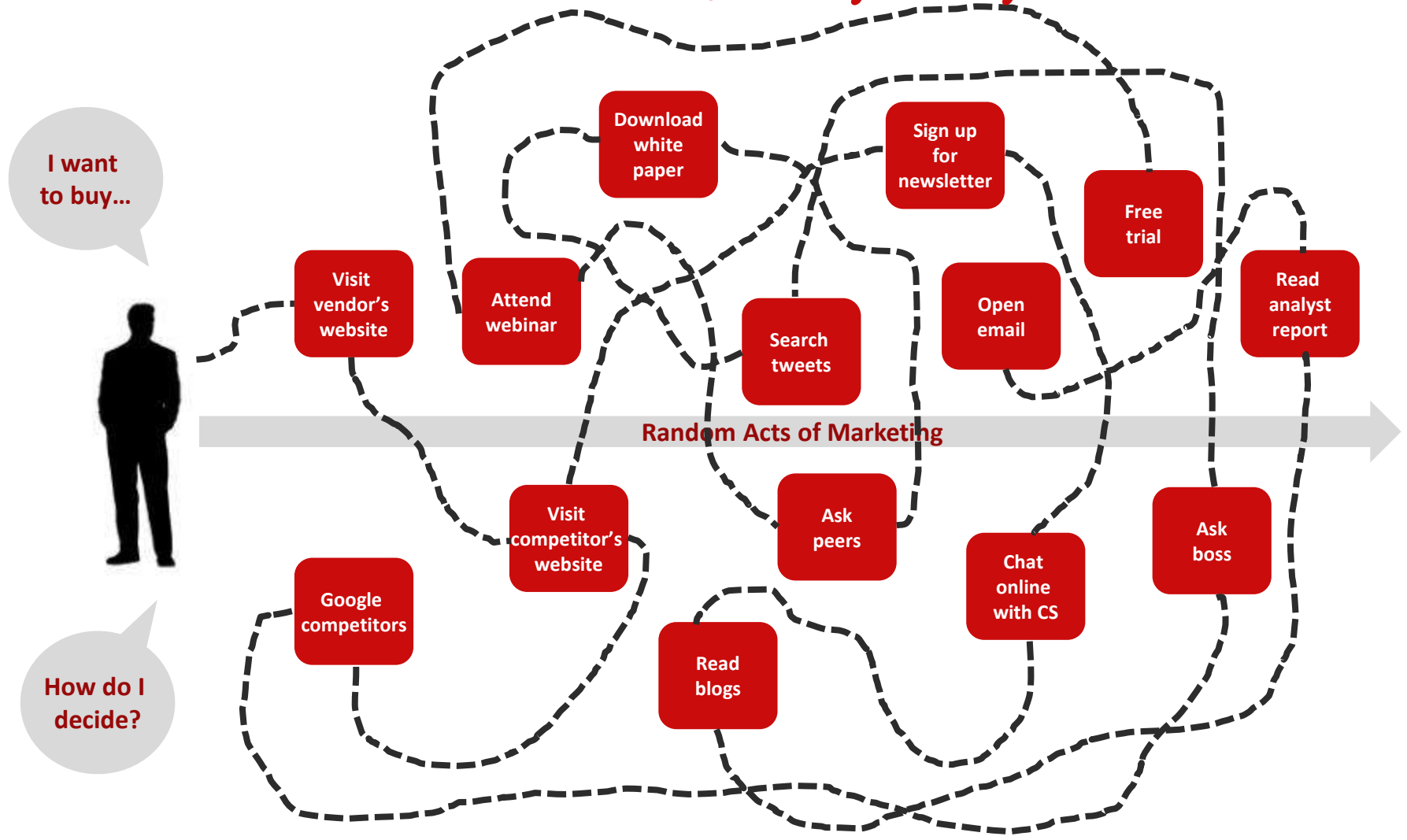
How do I decide?

A frustrating journey through irrelevance

Random Acts of Marketing



The Customer Journey Today



We, the market, don't want
messages at all, we want to
speak to your business in
a human voice

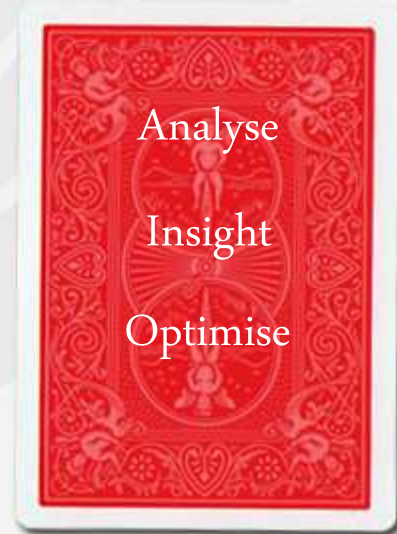
The Cluetrain Manifesto, Levine, Locke, Searls and Weinberger, 2000



The Challenge

Be there for your visitors

- at the right time
- and the right place
- discretely
- with that personal touch





Discover

Target your marketing to those who will deliver you the most value.

And deliver it by...

Understand

...listening to each visitor and understanding their interests and needs and then...

Respond

...respond with relevant information.

Answer the questions they don't even know to ask and...

Nuture

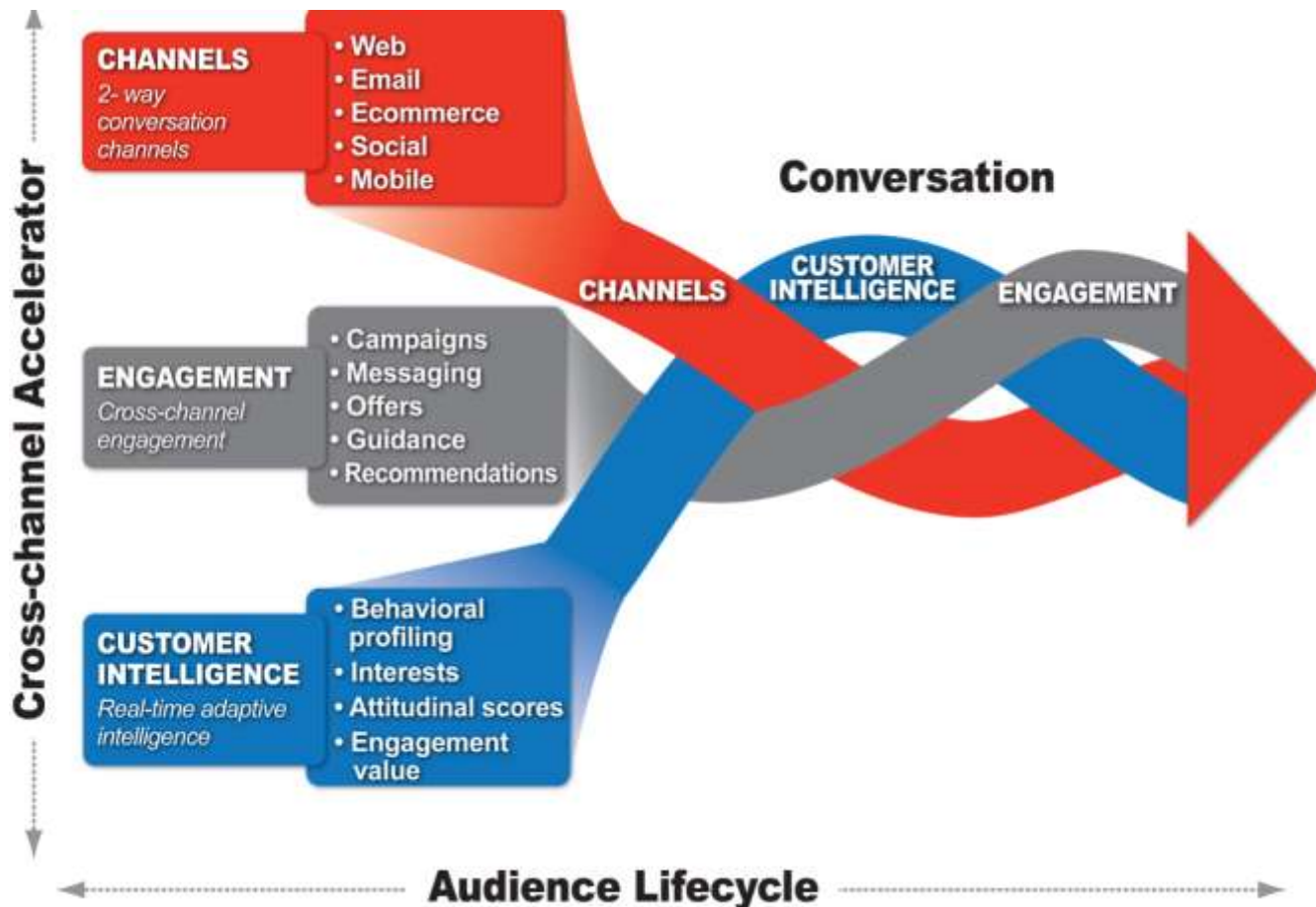
...realise that it may take a while for them to reach their decision.

So guide them along their decision path.

Analyse Insight Optimise

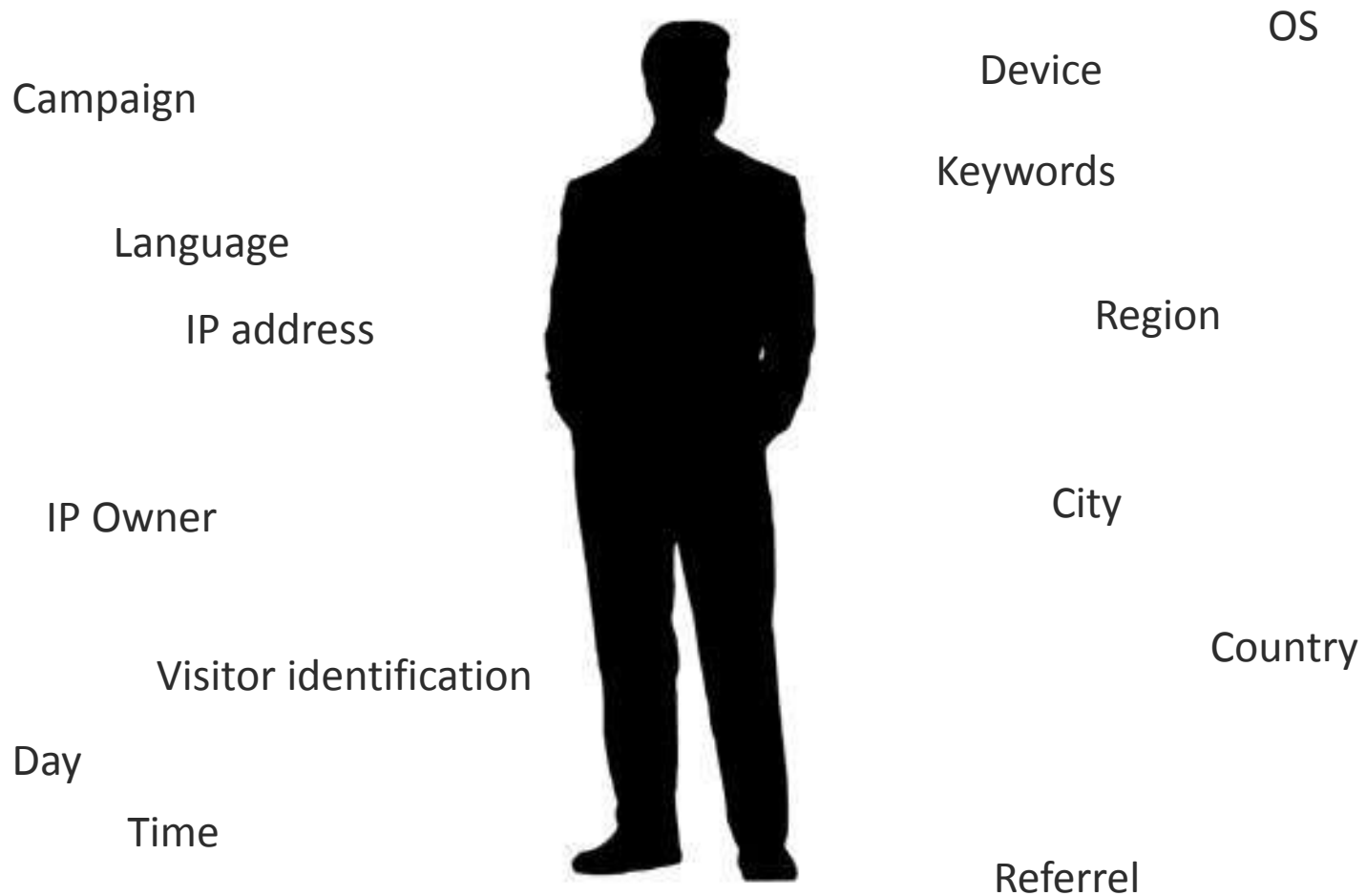
And measure value not dumb statistics.

And use this to continually optimise...

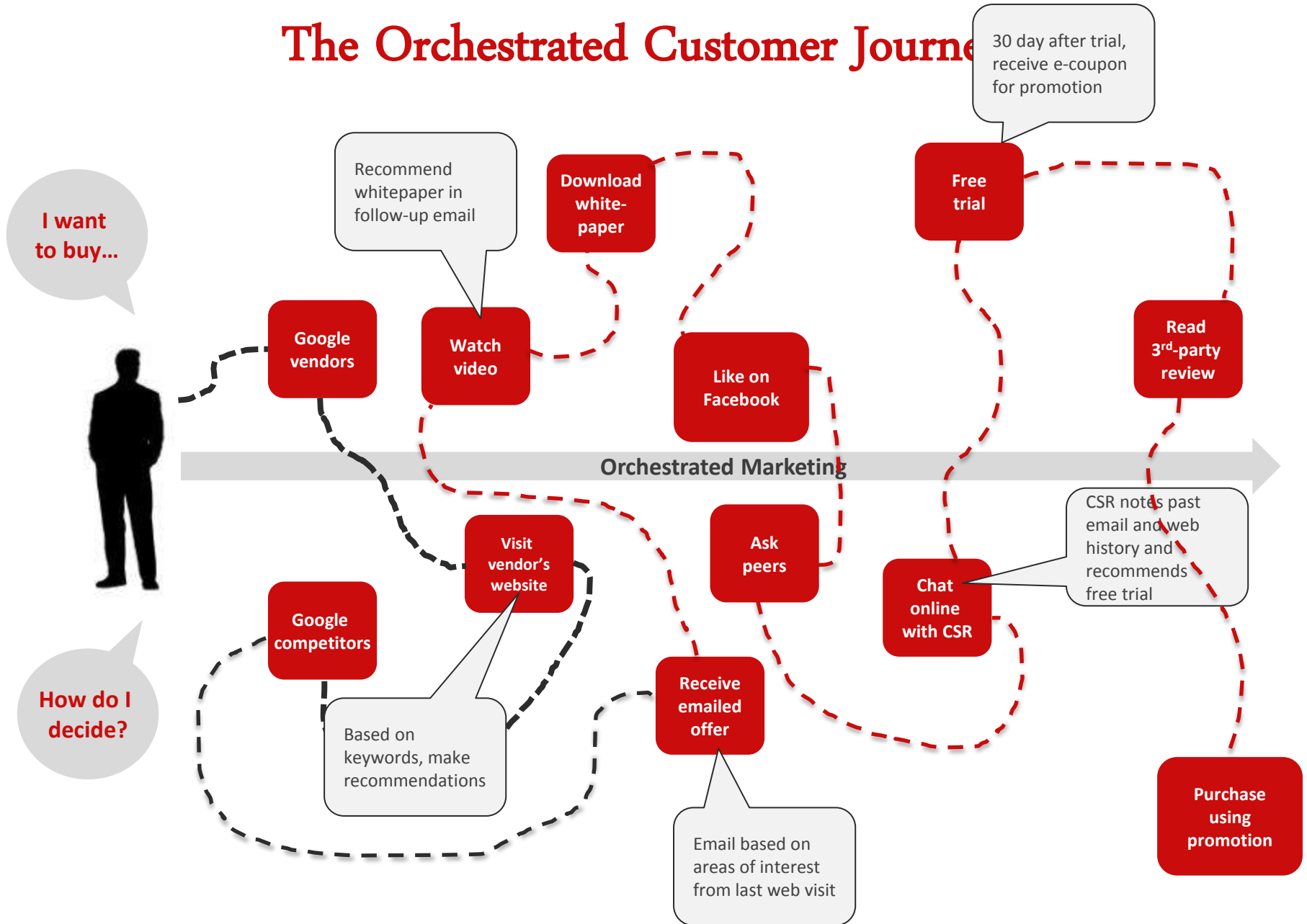


Conduct intelligent, engaging conversations across channels with the
Sitecore Customer Engagement Platform

The Digital Fingerprint



The Orchestrated Customer Journey



Engagement Value

- Communication = Two-way exchange of information
- Trust = Revealing some confidential information
- Commitment = commitment that the visitor has serious intent





SO, WHERE DOES ALICE COME IN?

Episode One

Alice decides to invest



1

Checks out investment choices

2

Researches funds

3

Signs up to seminar

Episode One

Alice decides to invest



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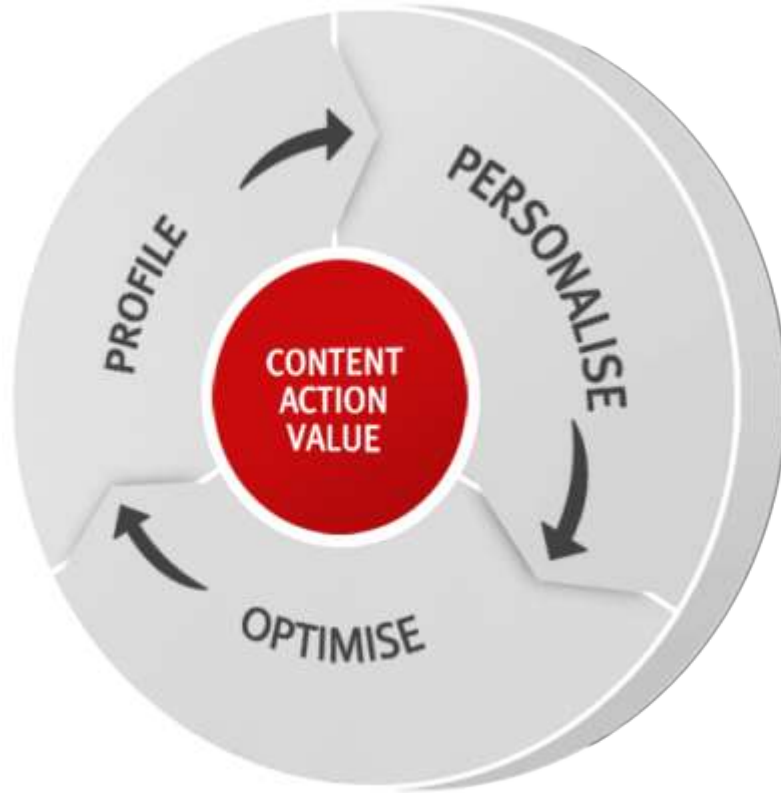
2

Researches funds

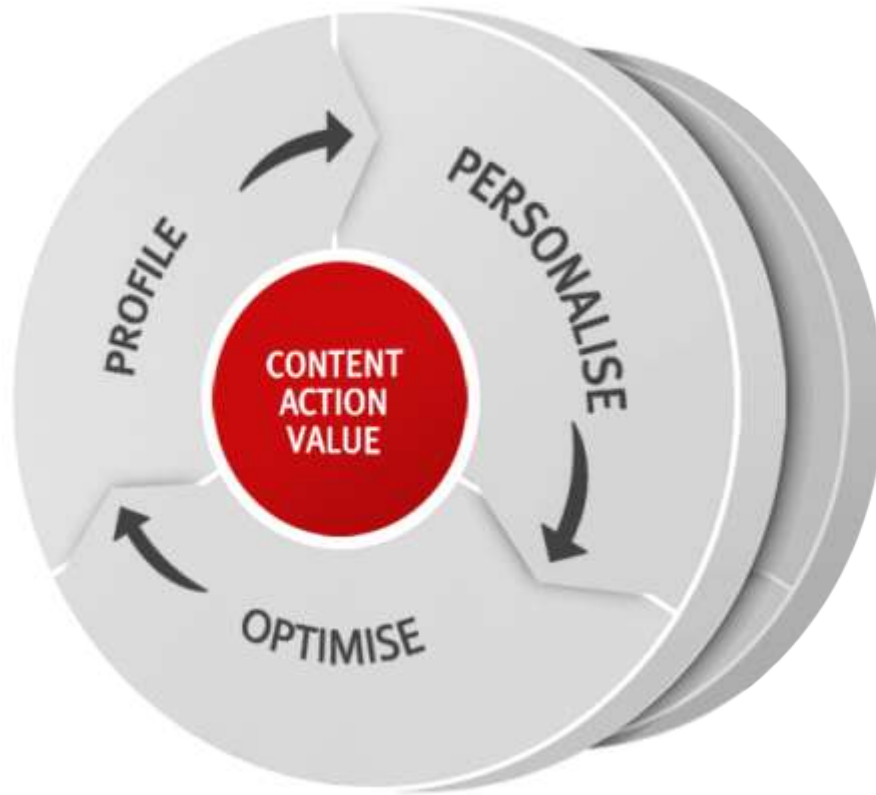
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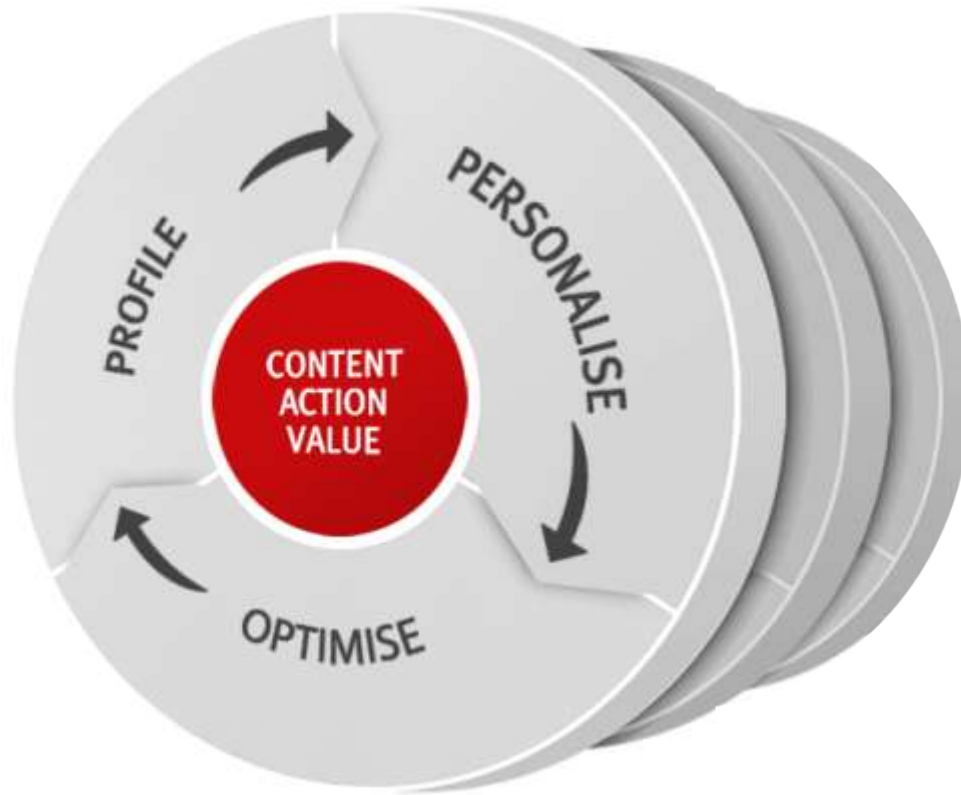
Episode One



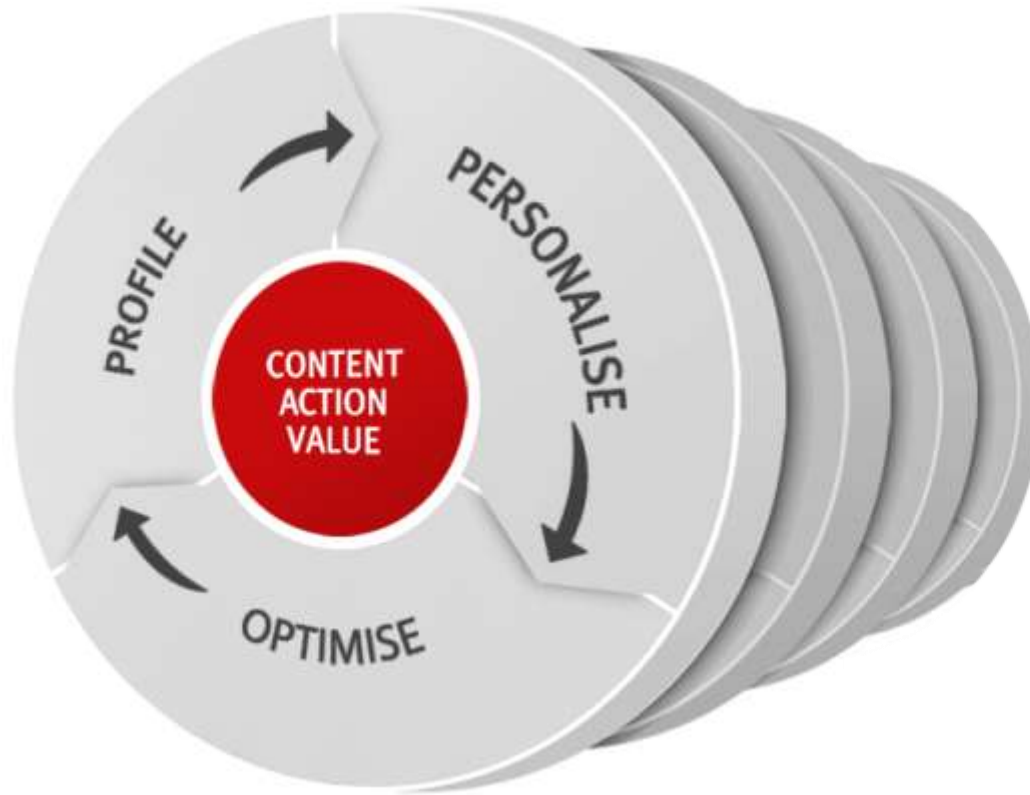
Episode Two



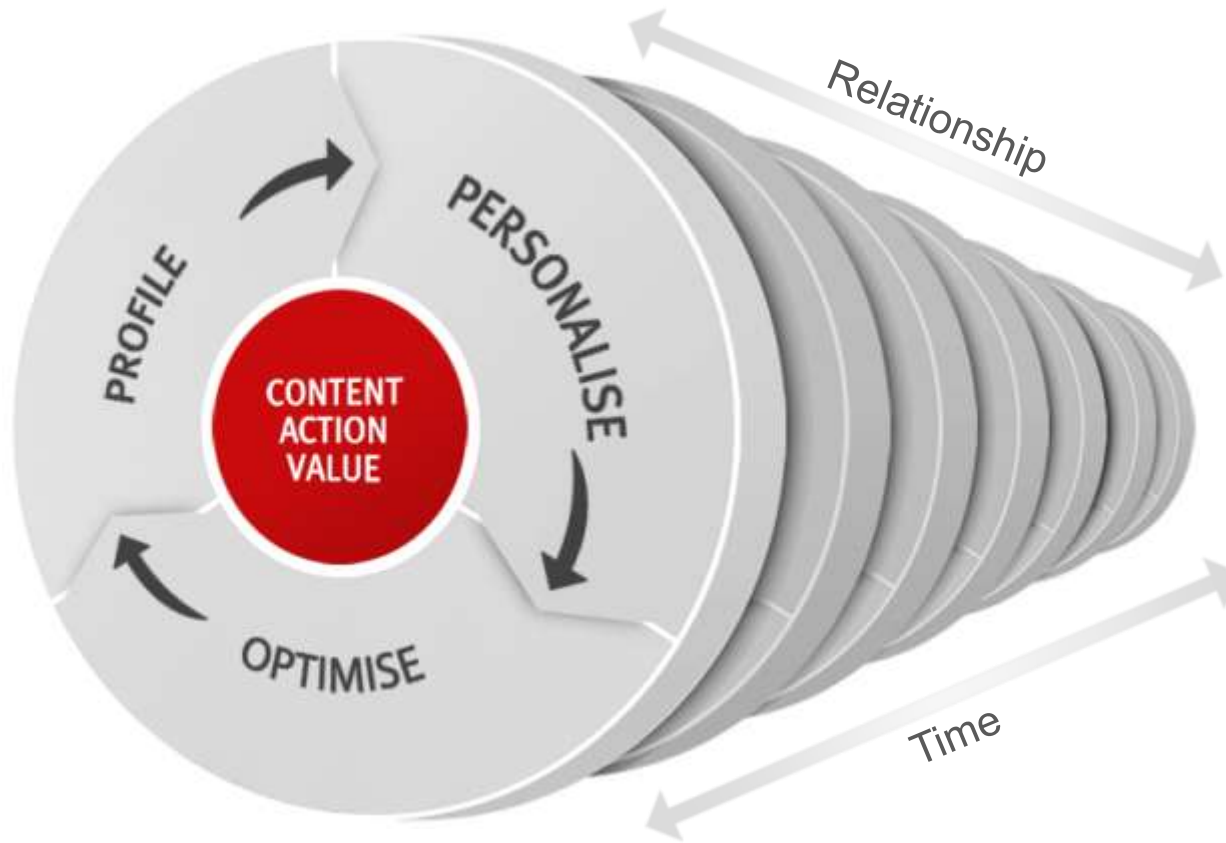
Episode Three



Episode Four

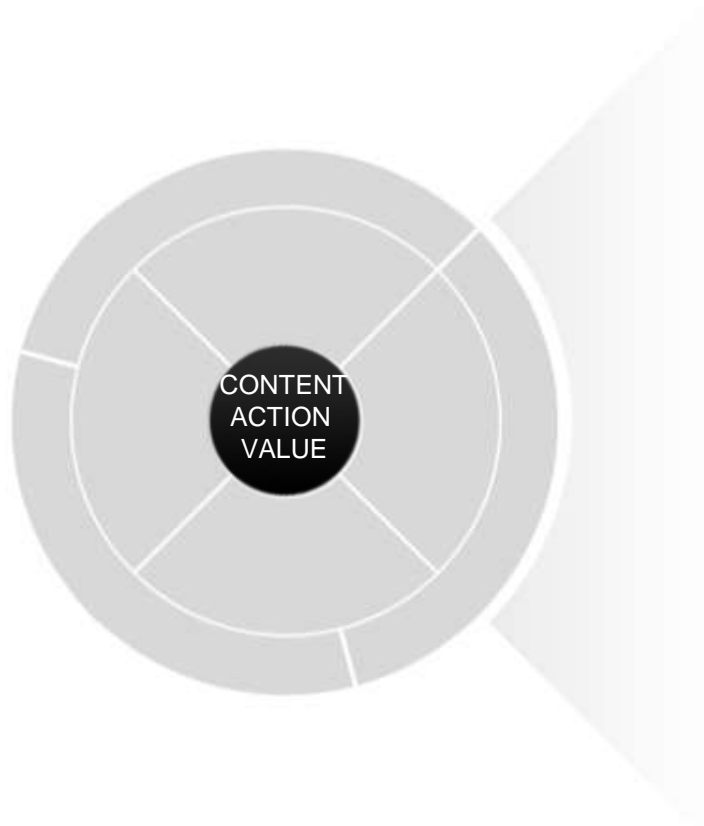


Customer Engagement



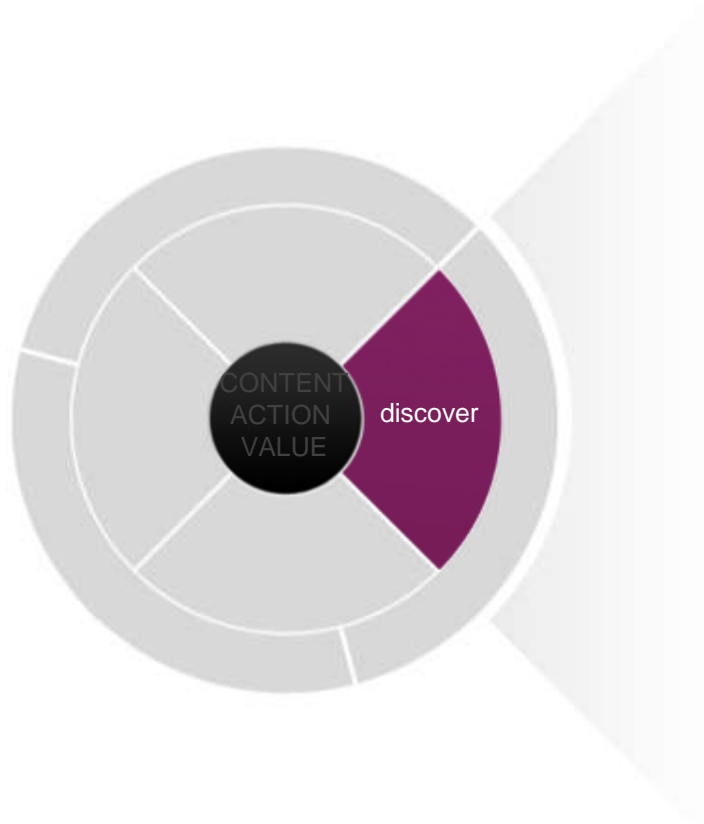


How does Sitecore enable this?



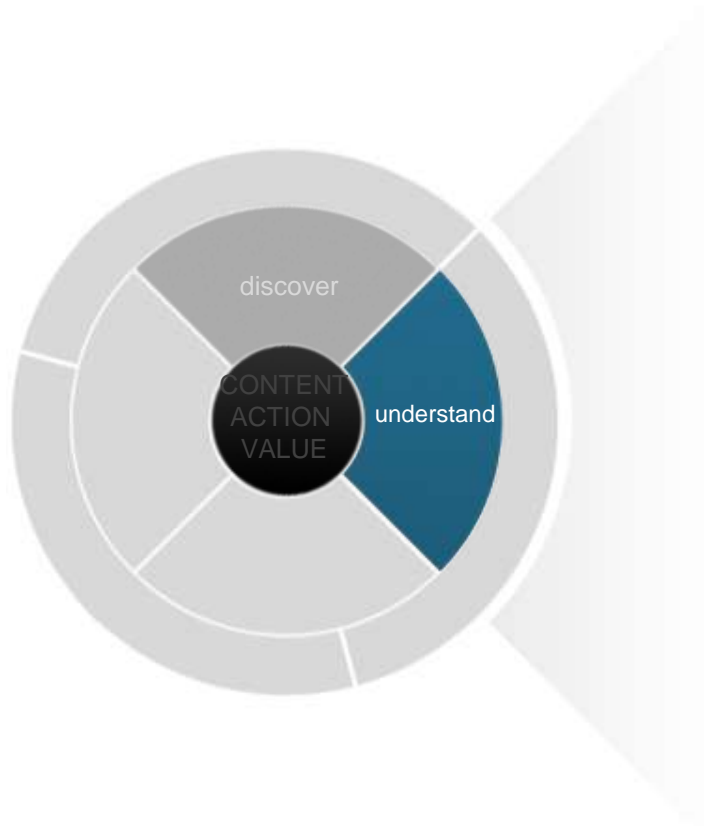
Content

- Lies right at the heart
- Reused across channels
- One version of the truth
 - Ensures consistency
 - Enables efficient editing



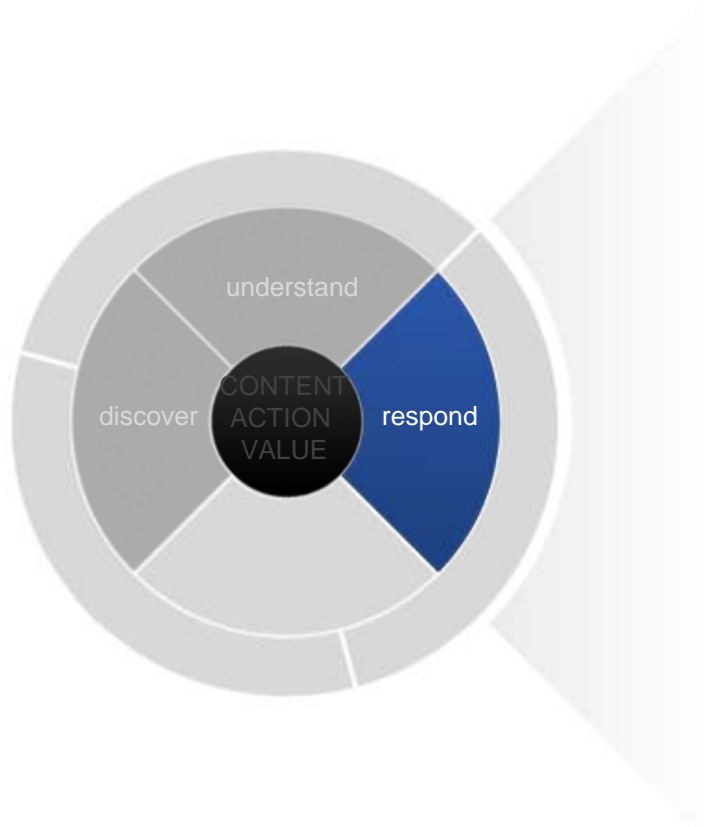
Discover

- Manage campaigns across multiple channels
- Measure value of visitors
- Determine high (and low) value campaigns
- Deliver greater return on marketing investment



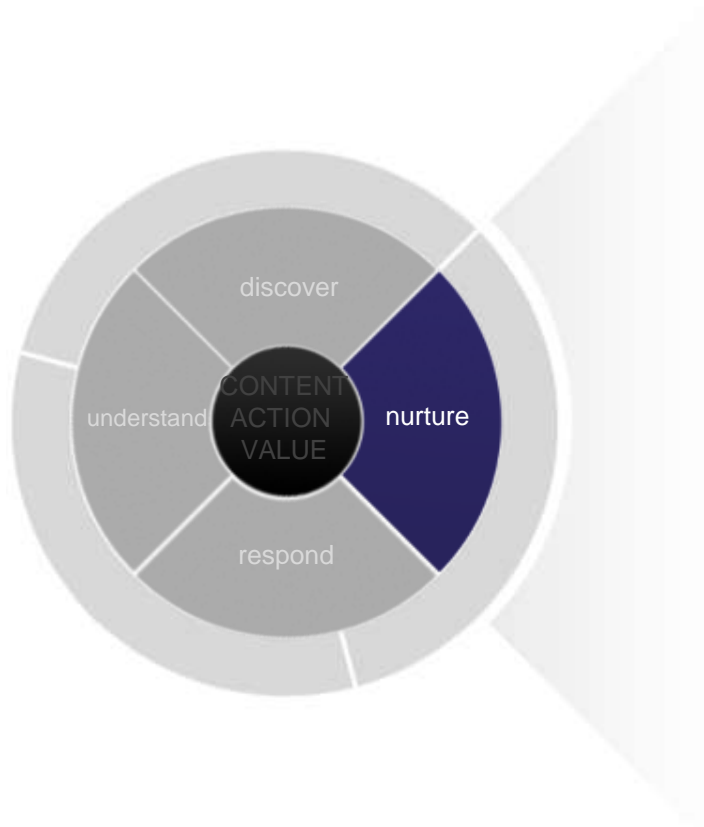
Understand

- Visitors build their profile through their behaviour
- Understand the visitor across multiple attributes
- Match visitor's profile to predefined personas



Respond

- Personalize content according to visitor's needs
- Use personalized emails to nurture engagement



Nurture

- Engage with the visitor's changing needs over time
- Guide them towards a mutually beneficial outcome
- Don't leave anyone behind!



Analysis, Insight & Optimisation

- Track value across campaigns and channels
- Develop insight into digital marketing effectiveness
- Optimise content, behaviour and spend to maximise results

