



What is a Marketing Technologist?

“... someone who is a **hybrid between business and technology**, a strong background in **engineering and IT**, is an **early adopter of technology**, but most importantly, someone who brings those skills and **combines** them with a deep love and **passion for the marketing mix**”



“By 2017, **CMOs** will spend **more on IT** than **CTOs** will.”



Gartner

Information Technology
Research and Advisory

MARKETING TECHNOLOGY LUMAscape

Sales & Marketing

Email Optimization
ReturnPath, RapLeaf, AdStack, CalmSea, LiveIntent, MovableInk

Integrated Mktg Mgmt
Unica, Oracle, Aprimo, SSAS, Allocatedia, Oracle, Orbis, DIBEX-15, ALTERIAN

Marketing Modeling
MarketShare, Nielsen, SymphonyIRI Group, Marketing Management Analytics, UO, Mu Sigma

DB Mktg
Acxiom, Merkle, Epsilon, Allant, IBM, KPM Group, Targetbase, Quero

Social Marketing Management
Buddy Media, Context Optional, Shoutlet, SynCapse, Vitruve, Spreadfast, This Moment, Voigo, Sprinklr, Involver

Email Service Providers
Experian, Responsys, eCircle, ExactTarget, Silverpop, Dialog, Epsilon, StrongMail, Yesmail, Lyris, Contact, VerticalResponse, Bronto, Emailvision, Emma, MailChimp

Sales Automation
Salesforce, Oracle, Microsoft Dynamics CRM, Siebel, SAP, Sugar CRM, Nimble, SAP, Steelwedge, Pega, Contractually, 2013, Sage, Highrise, CDC Software

Visualization
Cognos, Leftronic, IBM, GoodData, Simply Measured, Chart.io

Sales/ Mktg BI
SSAS, SPSS, IBM, Bluekai, Ako, QlikView, Birst, Beckon, Turn, Lotame

DMPs
X+1, Bluekai, Ako, Exelate, Turn, Lotame

Social Publishing Platforms
Hootsuite, Expion, Awareness, CoTweet, Tapfil, Hearst, Engage, Social Dynamx, SocialVot, Sprout Social, ArgyleSocial, MutualMind, Socialware

Social Promotion Platforms
Offerpop, 5555 Factory, SocialAppsHQ, Seismic, Strutta, Extolte, SnapApp, Fanzila, Zuberance, BzzAgent, North Social, Social Amp

Mktg Automation
 Eloqua, Marketo, Vtrenz, HubSpot, Demandware, Acton, Manticore, Infusionsoft, Loopfuse, Sitecore, Pardot, ClickSquared

Data Warehouses
Teradata, Oracle, SAP, IBM, Microsoft, Greenplum, Vertica, Netezza, SAP, IBM, Hortonworks, BitYota, Datastra

Marketing Data
Experian, ComScore, Nielsen, Infogroup, Epsilon, Targetbase, SymphonyIRI Group

Website

Recommendation
RichRelevance, ChoiceStream, Mybuys, Baynote, Certona, Digital

B2B Personalization
Demandbase, Insidera, Enecto

SEO Platforms / Tools
Bloomreach, SEOmoz, Bright Edge, RankAbve, Altruik, Wordtracker, Searchmetrics, SyCara, GinzaMetrics, Shift

Website Personalization & Optimization
Touch, LivePerson, eStara, [24]7, Needle, Active Live Chat, Olark, Steelhouse, TellPart, Apptegic, Runa

Real-time Message/Offers
Commerce Sciences, Apptegic, Runa

AB/MV Testing
Monetate, Optimizely, X+1, Omniture, SiteSpect, Maxymiser, Amadessa, Wingify, Autonomy

Landing Pages
Conversion, Unbounce, Lander, On Interactive, InstaPage

E-Commerce Technology

E-Commerce Platform/Storefront (Enterprise)
Demandware, Escalate, GSI Commerce, ATG, Intershop, Commerce Server, iCongo, Vanda, Elasticpath, Hybris, Amazon Services, Mya Merchant, MyWebgrocer, Goodie, ChannelAdvisor, DeliveryAgent, Magento, Cleserbridge, Netsuite, Jagged Peak, Big Commerce, Commerce vs, Monsoon, Digital River, Marketlive, Volusion, Shopify, Commerce vs, UltraCart, ProStores, Goecart

Social Referral
8th Bridge, 500 Friends, ShopSocially, Cureant, Turnio, Extolte

Payments
BillMeLater, Amazon Payments, Mazooma, Recurly, Skril, Stripe, PayPal, 2CO, BrainTree, First Data

M-Commerce
Brand Brand, Zappli, Revel, Shop Pad, Movylo, Airbrite, Zmags, Shopper, Mad Mobile, Yubi, MobiCart, Shopkiki, Retailintelligence, Coffeetable, Skava, Unbound, Moovweb

Merchandising
Elicr, Mercado, Swifttype, Hubs

Online Video Players
Ooyal, Magnify, Brightcove, OneScreen, VMIX, Delve, Episodic, Vidyard, Twistage, Kaltura, Reclivity, Kytel, Miomni, Silverlight, Longtail, Videojuicer, Adobe

DAM
OpenText, EMC, North Plains, Widen, Canto, Media Beacon, Belum, DigiEyeZ, Extensis

Web Analytics
Omniture, Coremetrics, Webtrends, Nielsen, Mixpanel, Tealeaf, Google Analytics, Unica, Cloudmeter, SessionCam, iJento, Kontagent, Chartbeat, KISSmetrics, iJento, Celebus, Crazyegg

Website Creation & Mgmt
WCM: Day, FatWire, SDU, Ektron, Percussion, CrownPeak, Episerver, Clickability, WordPress, Joomla!, Drupal, Agility

Feedback / Surveys
Vizu, ForeSee, iVizback, UserVoice, Kampyle, Allegiance, Medallia, Opinionlab, Qualtrics

Translation
Lionbridge, SDL, Smartling, SpeakLike

Mobile Web
Shoptel, NotBiscuits, DotMobi, bMenu, Usablenet, Minetgroup, Mobify, PhoneGap, Loop Mobile, TribisMobile

Community
Leverage Software, Jive, OneSite, Assisity, Teligent, Lithium, Gage, NewsGator, Mzinga

Social Content & Forums
Disqus, PowerReviews, oLabic, Relevance, RebelMouse, Livefyre, Publishthis, Facebook

Social Login/Sharing
Janrain, Conduit, Giga, Meebo, OneSite, LoginRadius, AddThis, ShareThis

Gamification
Badgeville, Bunchball, PunchTab, CrowdTwist, BigDoor, Actionable

Tag Mgmt
Man Ensignten, Tealium

Site Perf/Opt
Keynote, BlazeMeter, GOMEZ, Cloudflare, Strangeloop

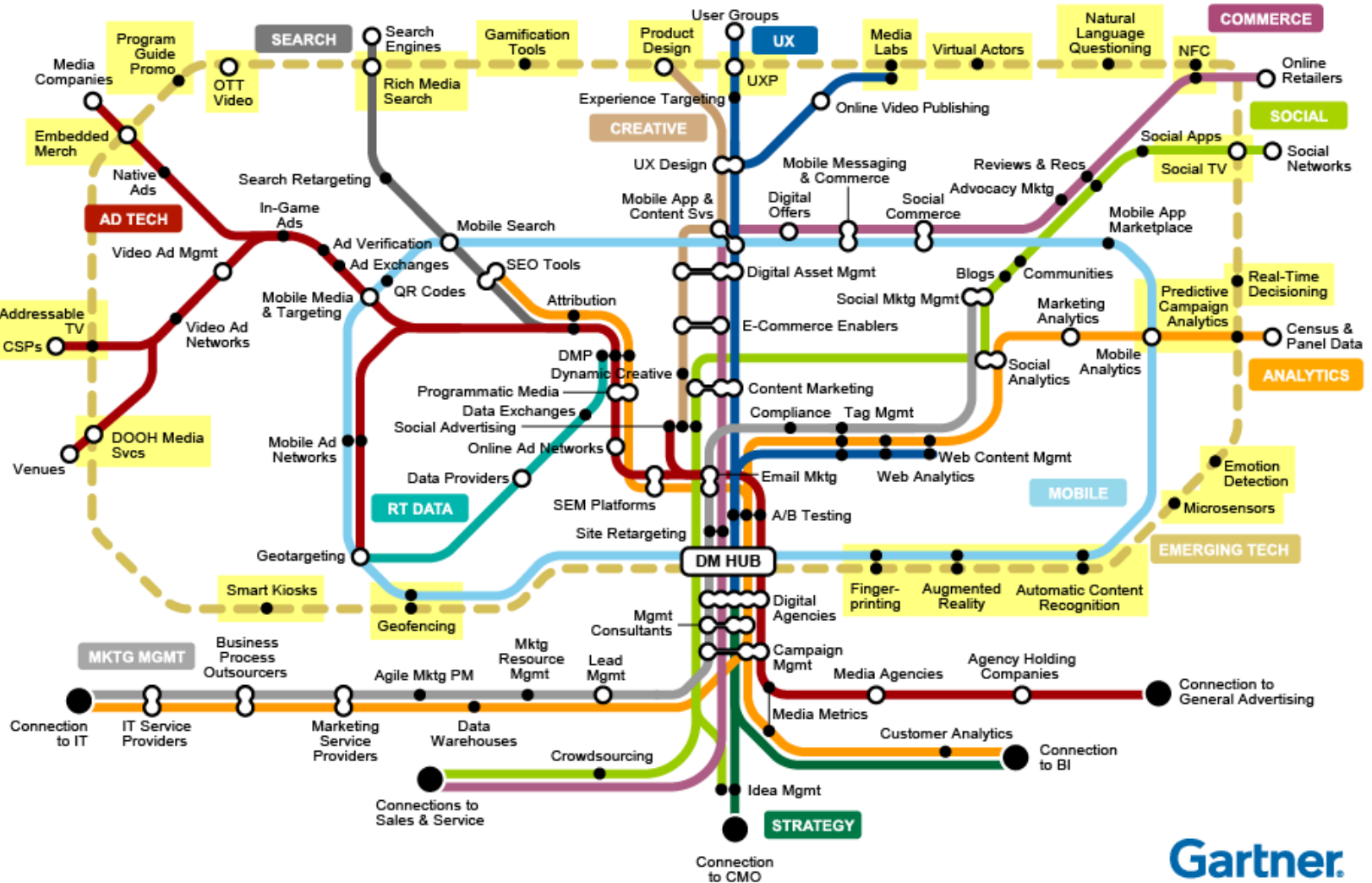


Denotes acquired company

Gartner Digital Marketing Transit Map

The digital sphere is always evolving. Gartner for Marketing Leaders keeps the CMO and her team connected to the research, so they can keep the competition guessing. For more information: gartner.com/dmtransitmap

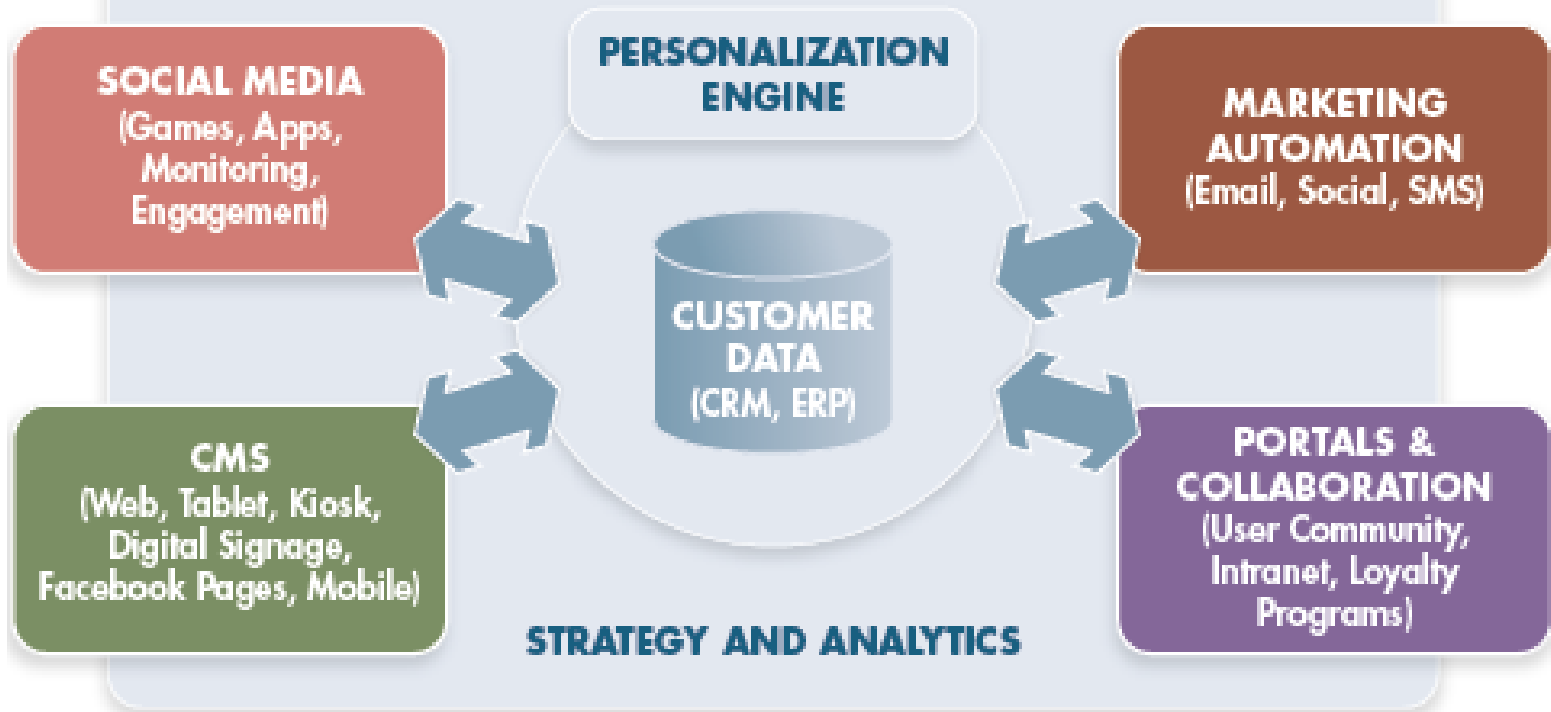
7: Lifetime Customers



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Technology Categories

ARKE MARKETING TECHNOLOGY STACK



Marketing is Struggling



CEO is unhappy with Marketing Investment, fails to see ROI



CMO is tired of reinvesting in technology

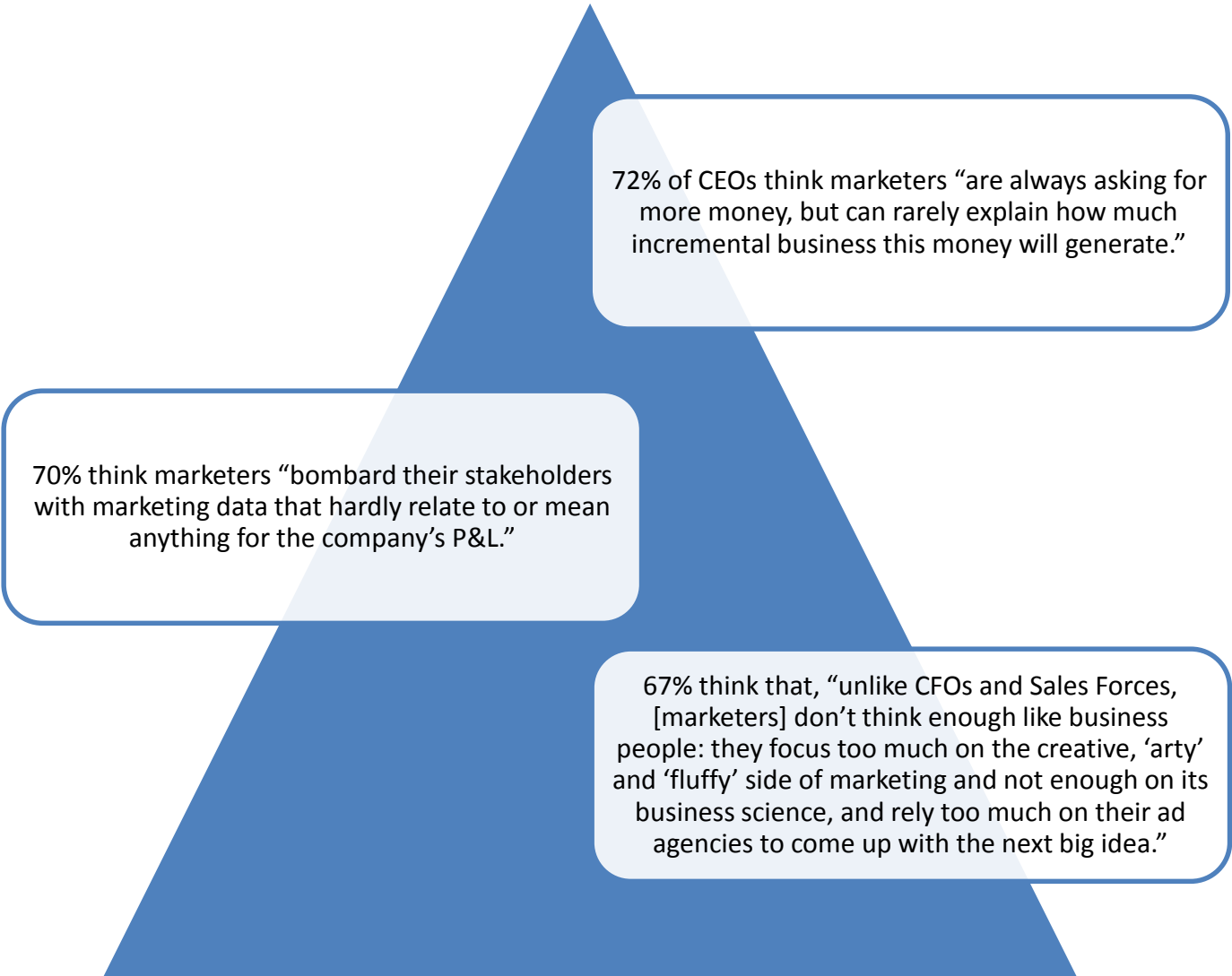


CFO is tired of the overhaul



CIO is tired of retraining his/her staff

CEO Perception of Marketers



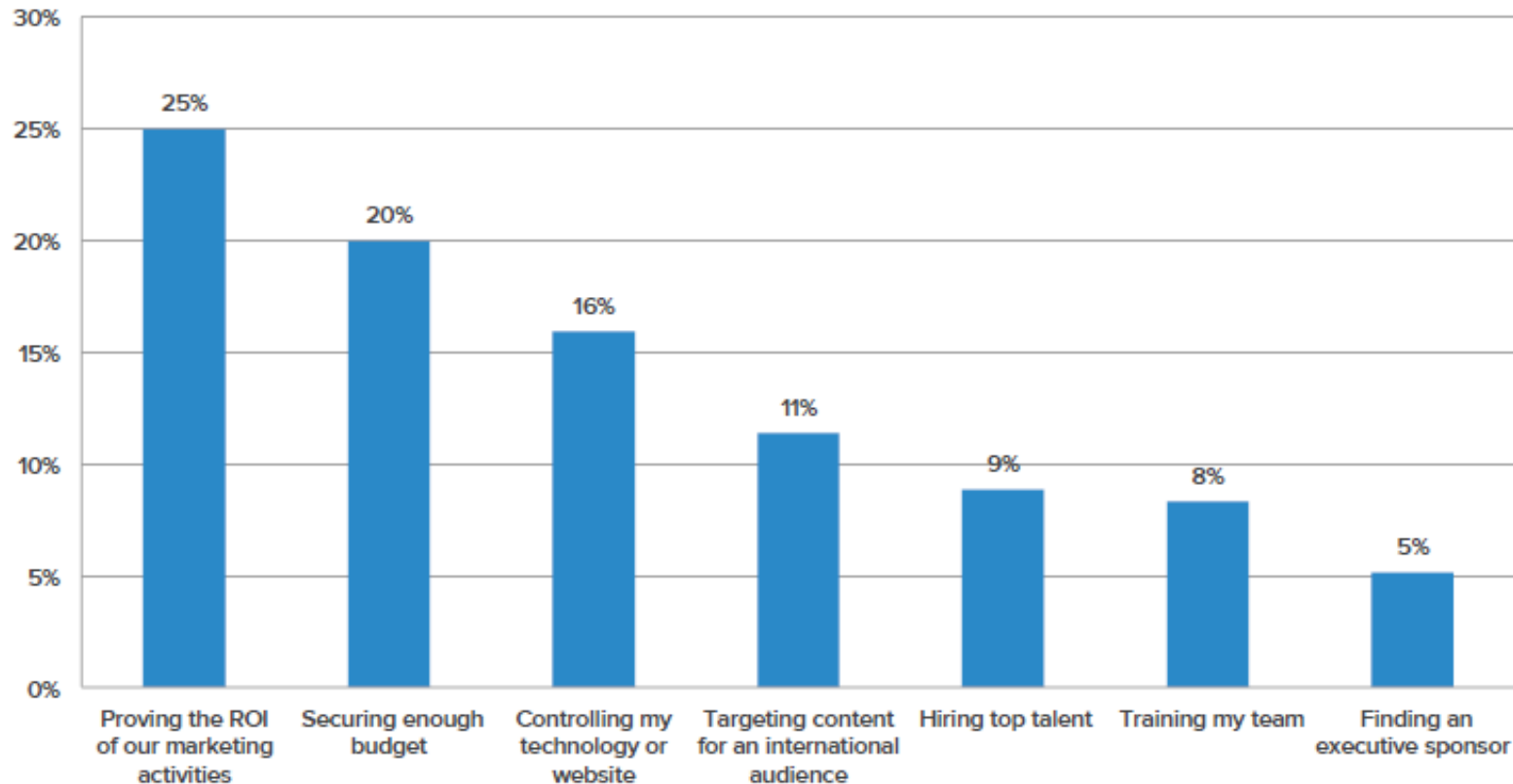
72% of CEOs think marketers “are always asking for more money, but can rarely explain how much incremental business this money will generate.”

70% think marketers “bombard their stakeholders with marketing data that hardly relate to or mean anything for the company’s P&L.”

67% think that, “unlike CFOs and Sales Forces, [marketers] don’t think enough like business people: they focus too much on the creative, ‘arty’ and ‘fluffy’ side of marketing and not enough on its business science, and rely too much on their ad agencies to come up with the next big idea.”

Marketers Still Face the Challenge of Proving ROI for Marketing Activities

25% of marketers concerned with proving bottom-line results



Survey N
=3,339

Q: What are your company's top marketing challenges?



Marketers opinion of data

78% say their use of data has positively impacted conversion rates and sales, although most are unsure by how much

71% say they're better able to deliver more relevant messaging to more finely segmented audiences

68% report an increase in clicks and traffic, with 21% claiming a 5-10% increase

63% claim an increase in media buying efficiency, with about one-third saying that data drives more than a 10% increase

*BlueKai Survey of 133 executives on Data-Driven Marketing

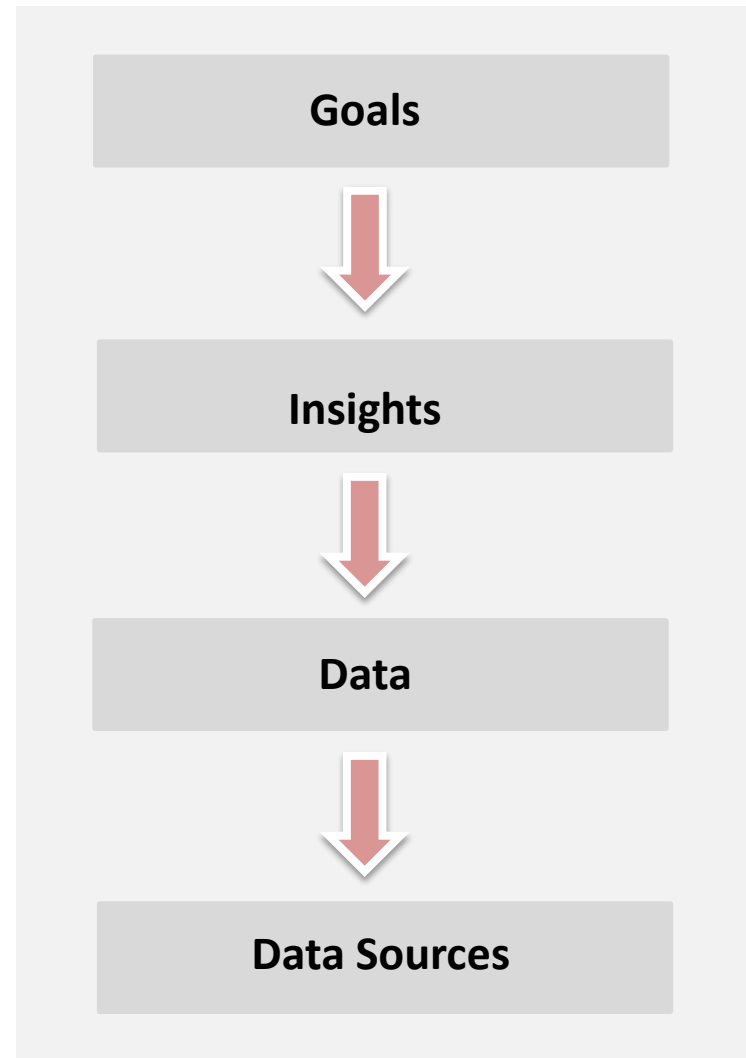
ROI

Imagine if you could spend \$1 and know it will generate \$100 in Sales

What are your 2013 Marketing Goals?
What Insights do you need to drive these goals?
What data do you need to inform these Insights?
What data sources power this data?

Goals driven by Data = Insights

Test & Measure



Associate Marketing Activity to Sales

Iterative Refinement

Score Digital users:

1. Personas
2. Place in the Sales Funnel
3. Likelihood to Purchase

Compare to Sales

1. Sales / Buyer Scores / Result

Result:

1. Right Algorithm More Marketing
2. Wrong Algorithm – Fix it
3. Wrong Marketing – Fix it
4. Wrong Marketing & Wrong Algorithm – Fix Strategic Objectives

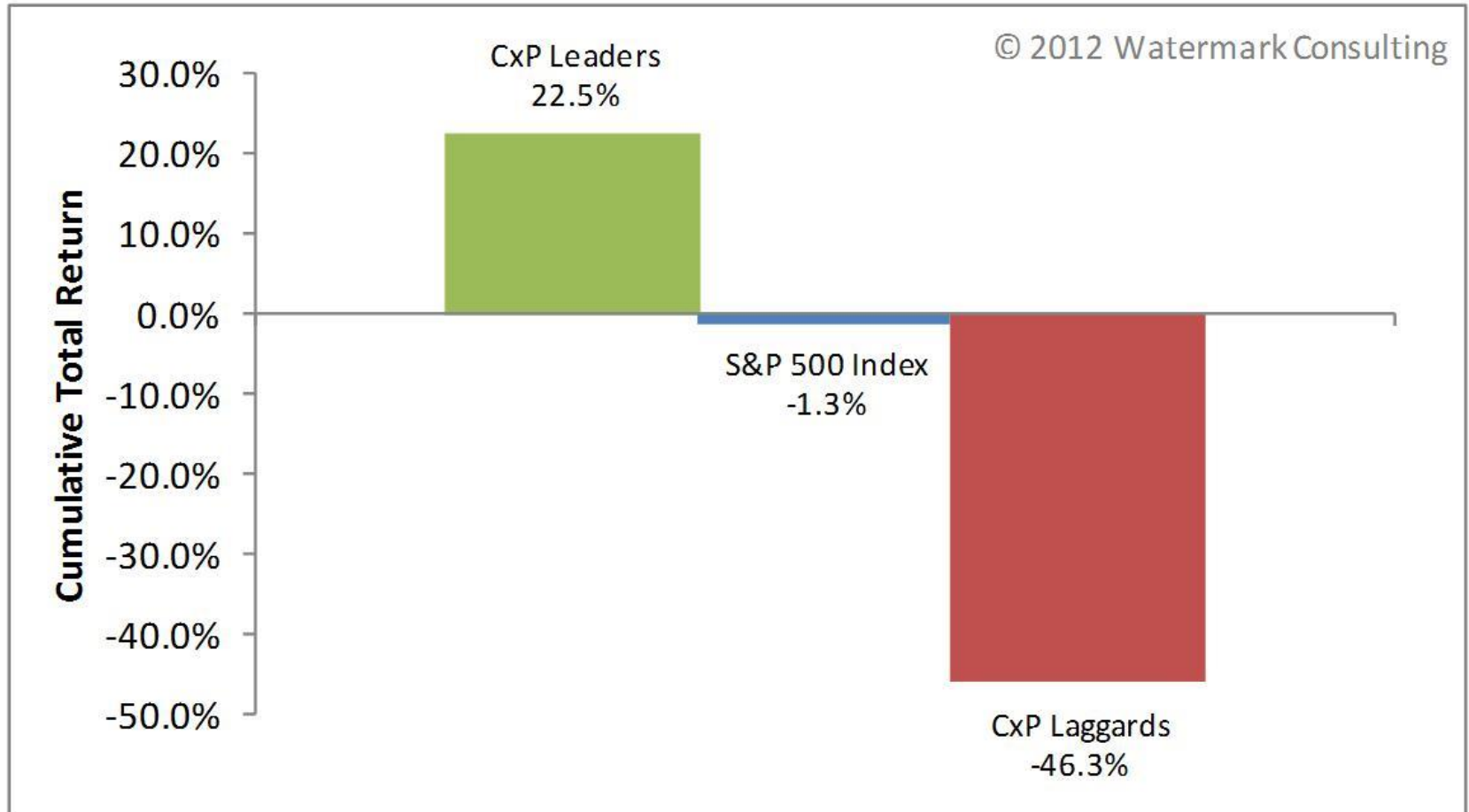
User	Sales	Buyer Score	Result
User 1	\$\$	15	XX
--	--	--	--
--	--	--	--

Common Mistakes

- ✓ Failure to execute on the Fundamentals
- ✓ Poor infrastructure for data collection & platform integration points
- ✓ Failure to engage with customers cross-channel with messages relevant to that channel
 - ✓ Poor focus on strategic Marketing Goals
 - ✓ Execution, Execution, Execution

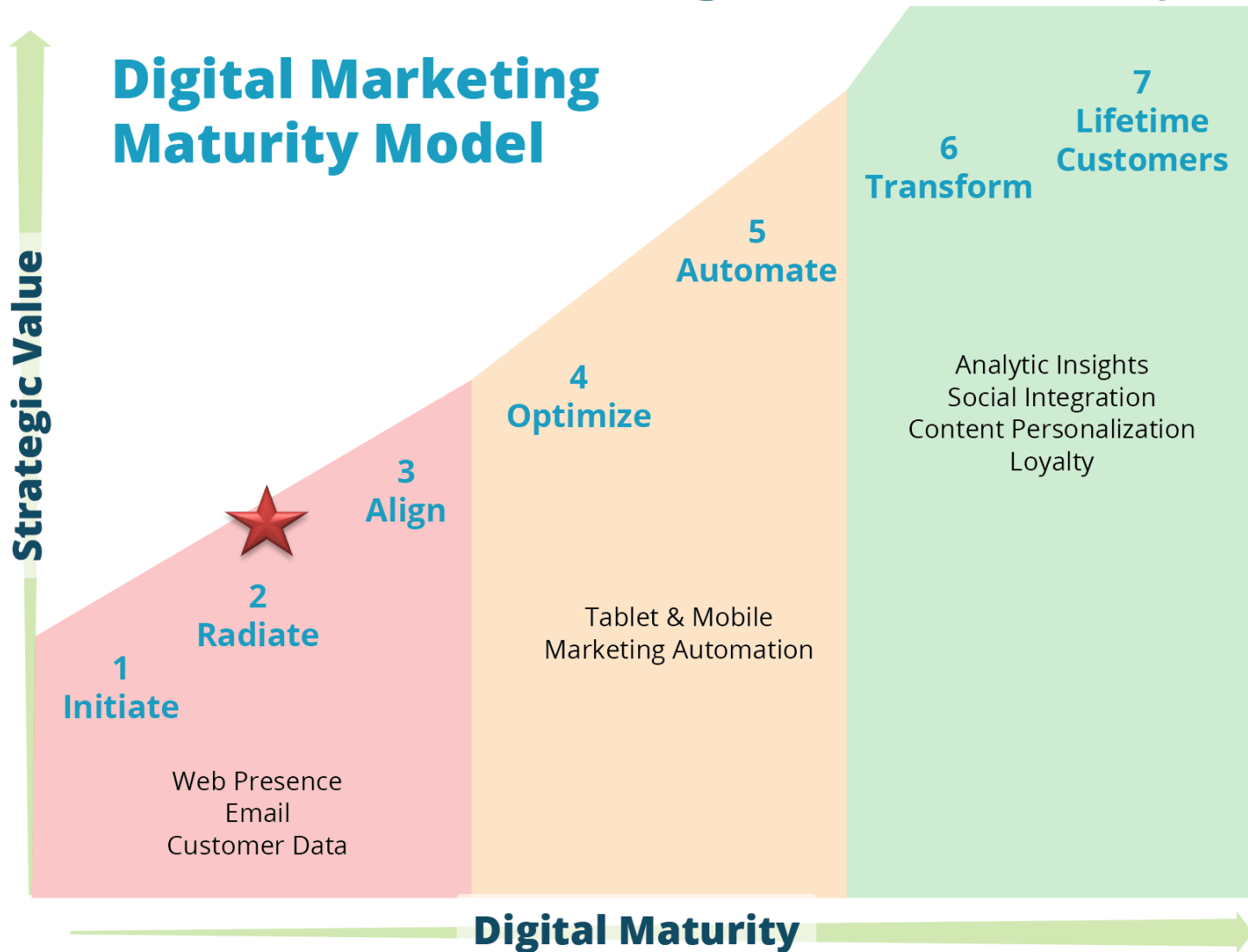
Customer Experience Leaders Outperform the Market

5-Year Stock Performance of Customer Experience (CxP) Leaders vs. Laggards vs. S&P 500 (2007-2011)



Watermark defines CxP Leaders and Laggards as the top ten and bottom ten rated public companies in Forrester Research's 2007-2012 Customer Experience Index studies. Comparison is based on performance of equally-weighted, annually readjusted stock portfolios of CxP Leaders and CxP Laggards relative to the S&P 500 Index.

What is Digital Maturity?



As your organization and marketing maturity evolves so will your processes, conversion rate, rebuy, average order size.

Walking our clients through this maturity model we are able to accomplish measurable results.

Customers at DMM 1



Brochure “Look we have a website!” Web Presence

Email Marketing is used, but only in mass mailing

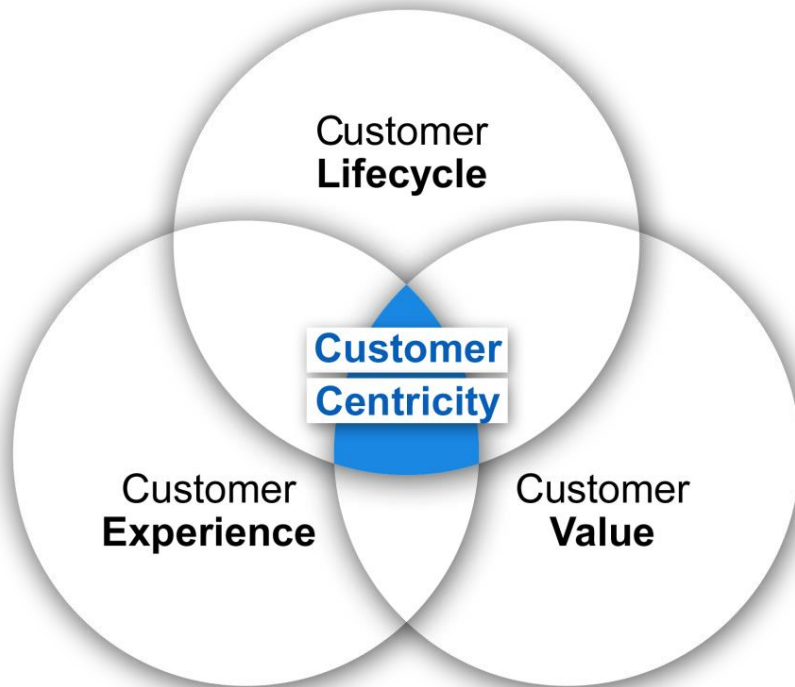
Extremely limited view of basic Site Analytics, Customer Interactions, Customer Voice and Conversion Metrics

Customers at DMM 4

- ✓ Intelligent Web Presence:
 - ✓ Understand visitor behavior through Profiling and Personas
 - ✓ Proficient use of Web Testing to Optimize Conversions & Experience
 - ✓ KPI's tied to Strategic Objectives and measured towards specific Marketing Objectives
- ✓ Still a manual Engagement Marketing Process
 - ✓ Little to no Marketing Automation
 - ✓ Early stage personalization



Customers at DMM 7



Predictive Analytics, Data-Driven Marketing Decisions

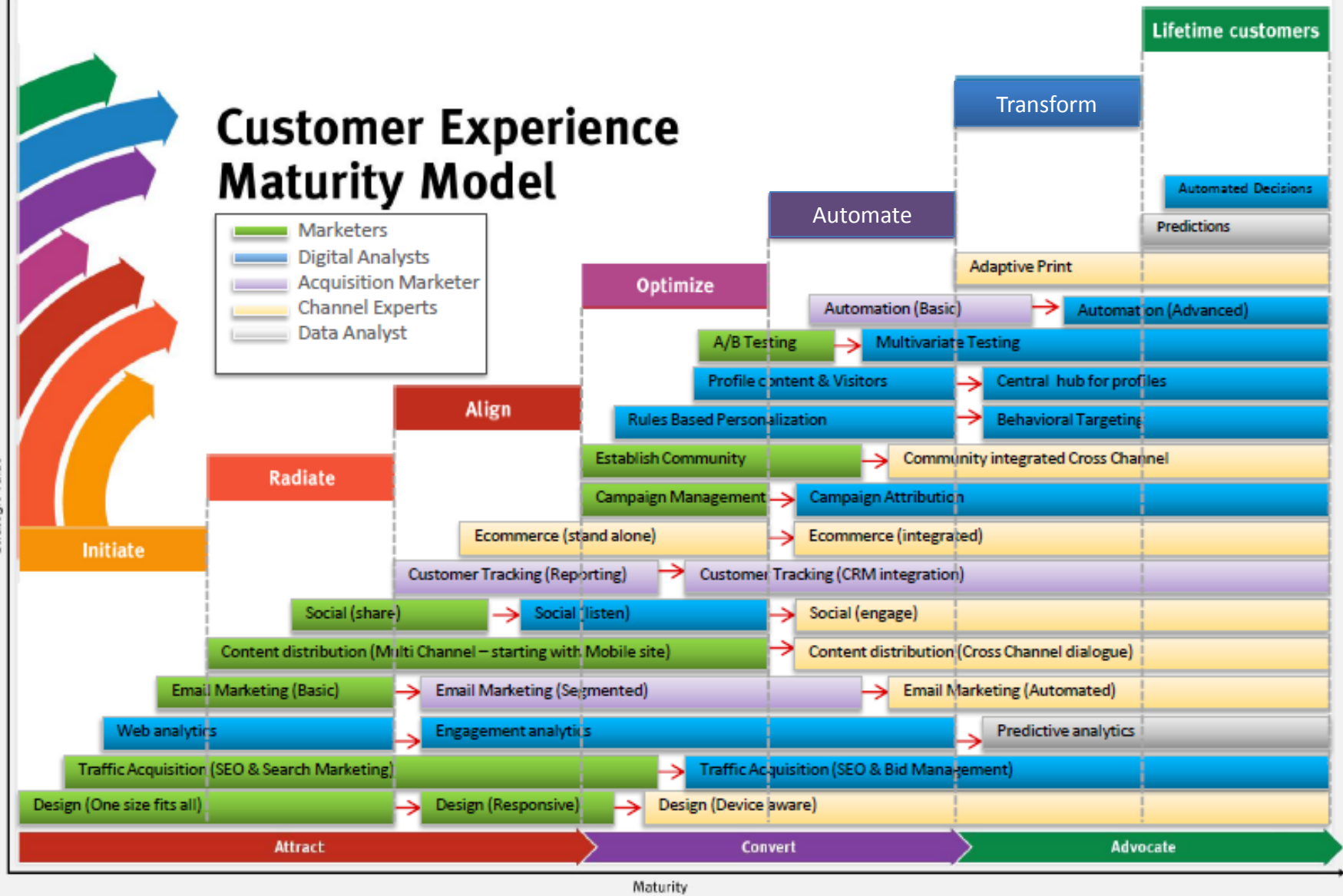
Agile Personalization
Marketing cross-channel to individual users

Automated Reactionary, Preventative & Predictive Content Marketing Capabilities

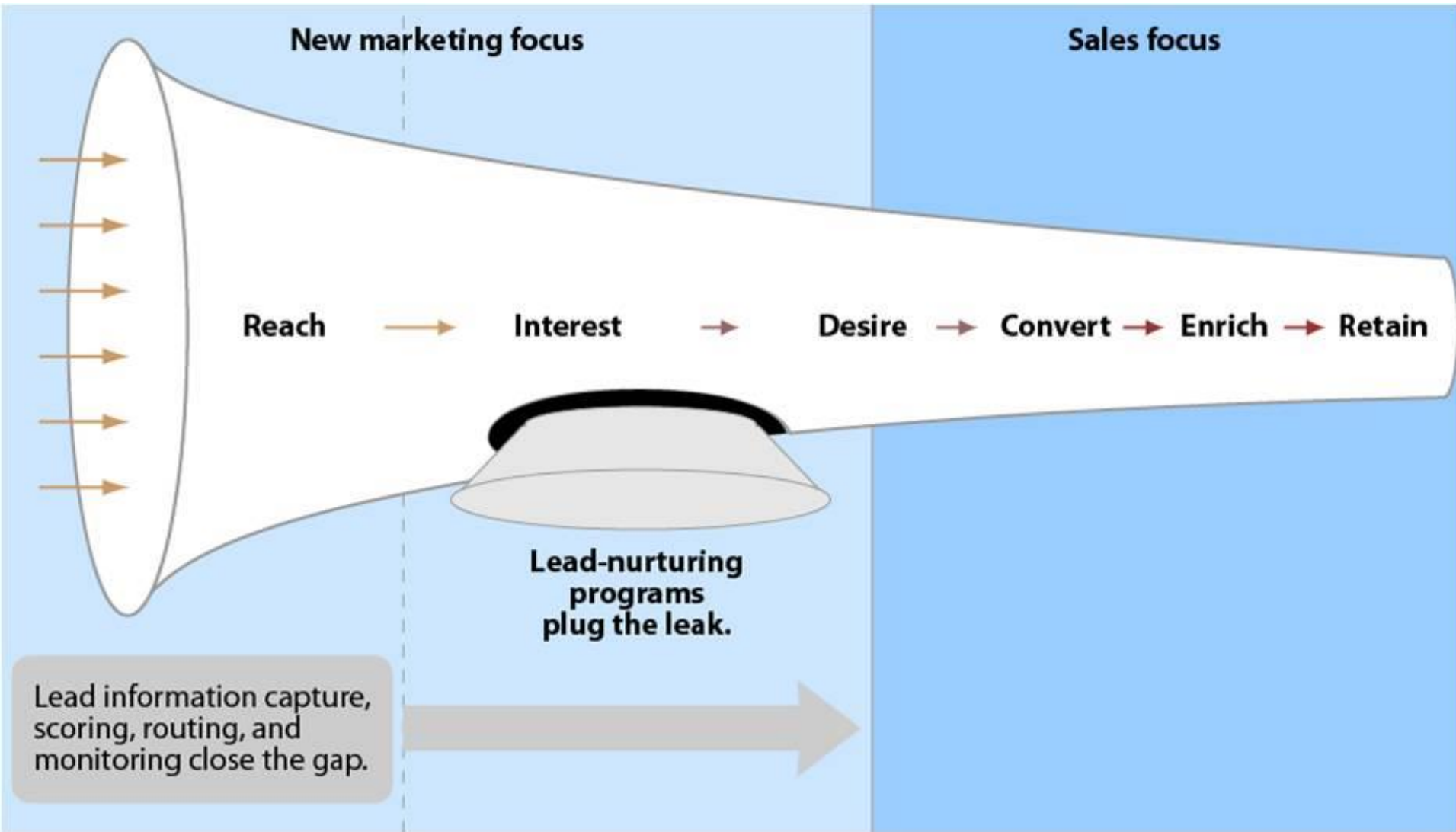
Clear Customer Centric Strategy

Customer Experience Maturity Model

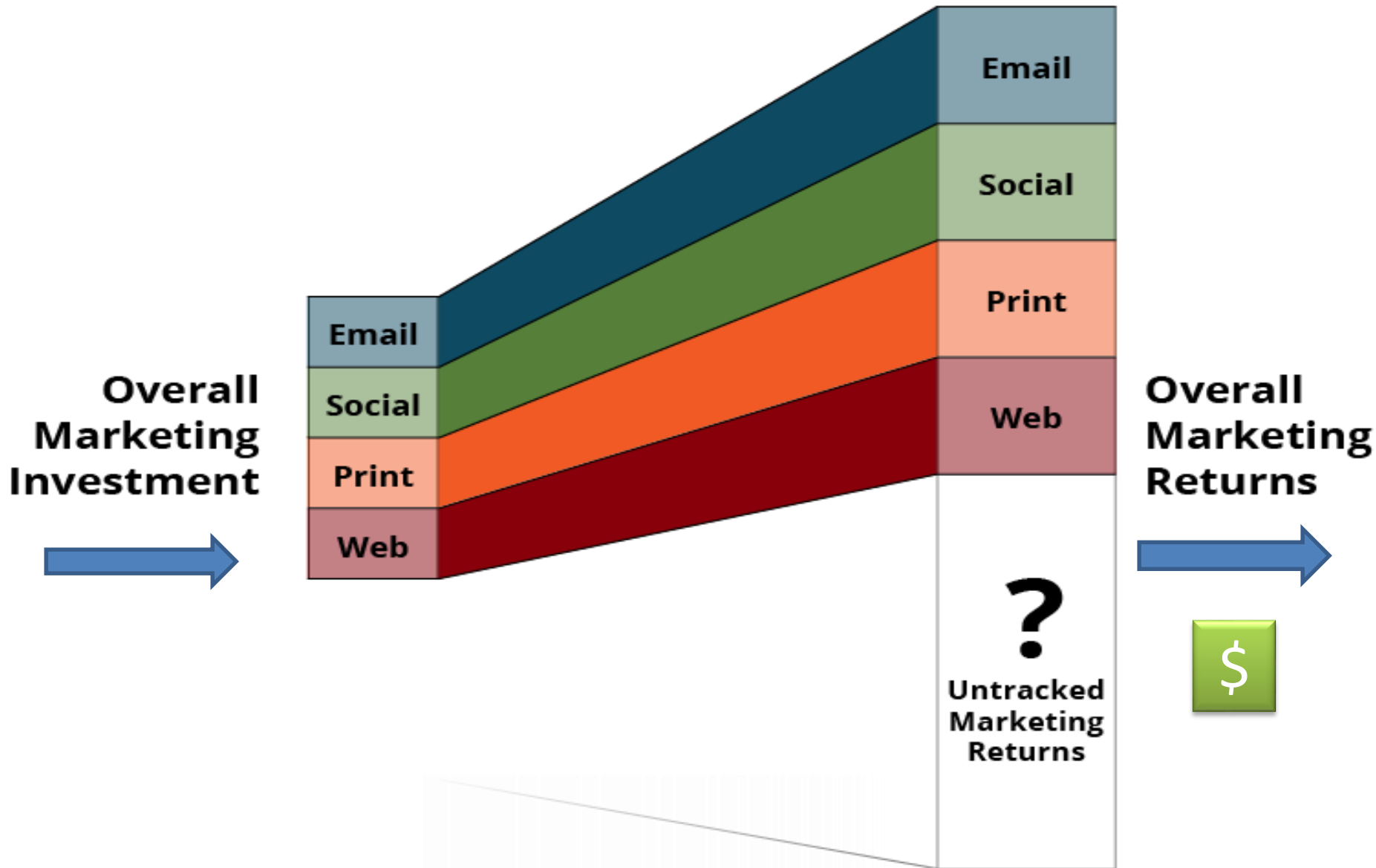
- Marketers
- Digital Analysts
- Acquisition Marketer
- Channel Experts
- Data Analyst



Moving through the funnel



Marketing Funnel Architecture



Execute the Fundamentals



Maturity Level ROI

Initiate - Radiate - Align



Optimize - Automate



Our Assessments have shown

Initiate ①

Radiate ②

Align ③

⑤ Automate

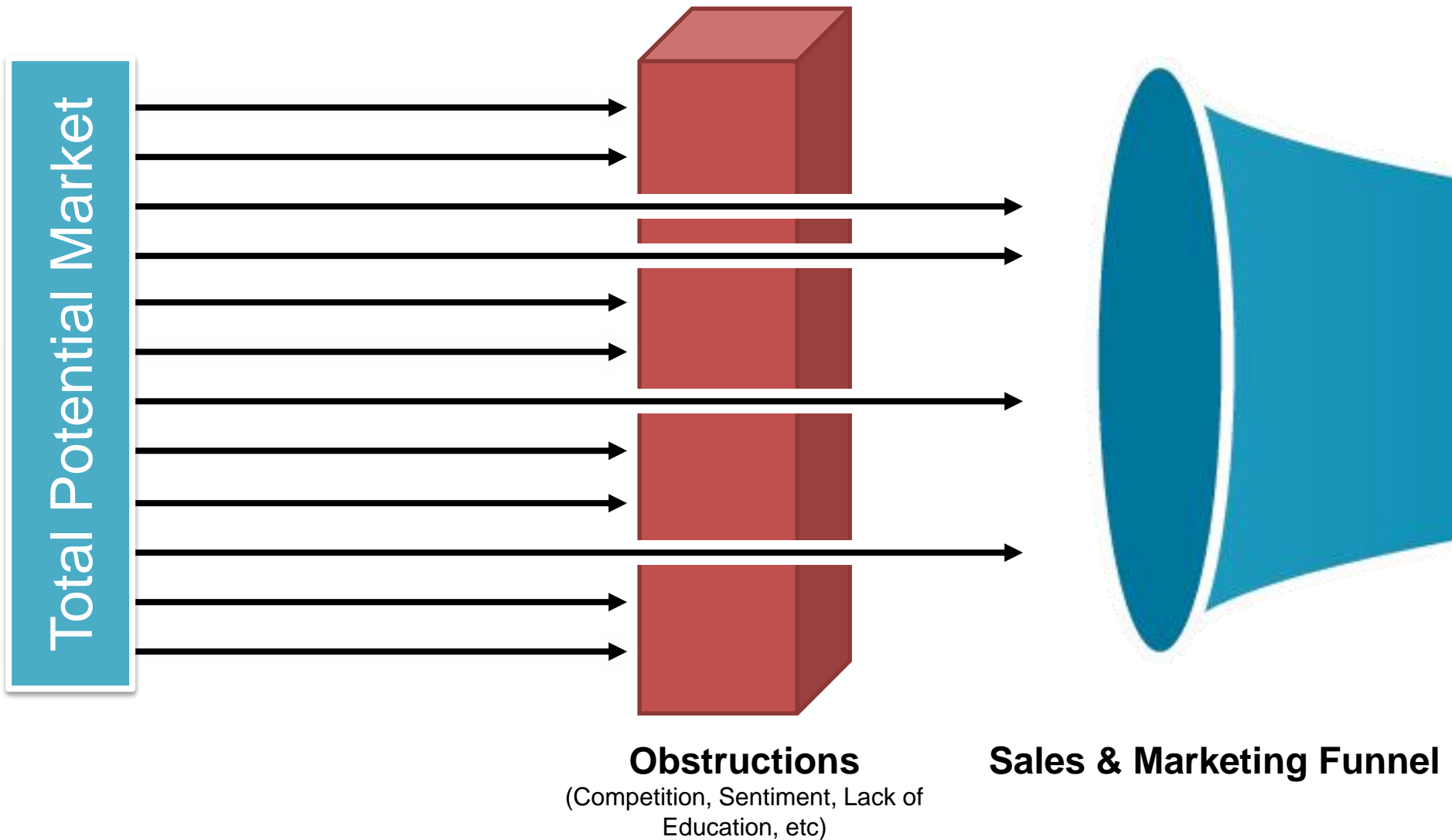
④ Optimize

POS
Data

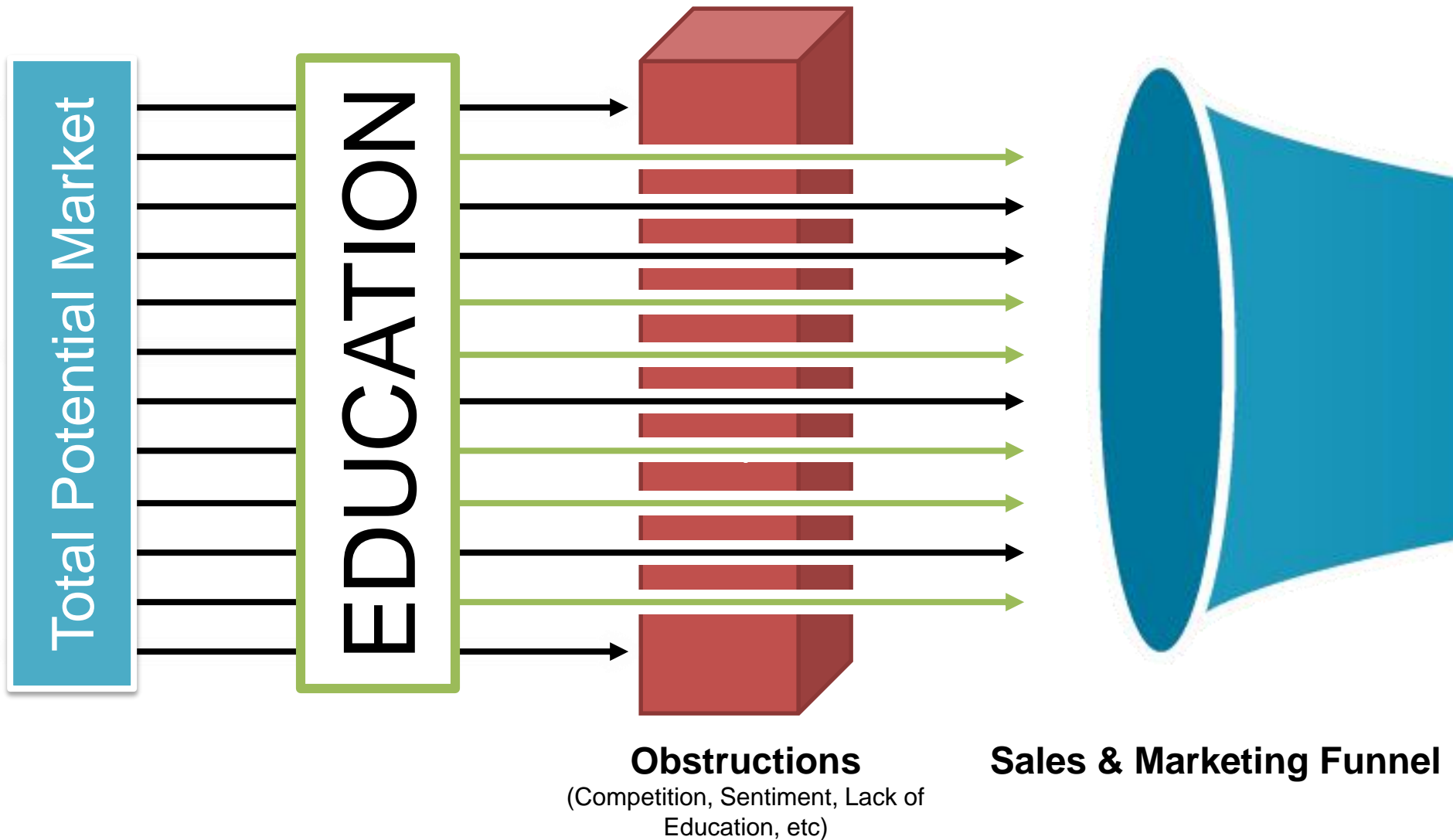
This is
Your
Divide

Marketing
Budget

Current State of Sales



Sales Through Education



Optimize Analytics on Website

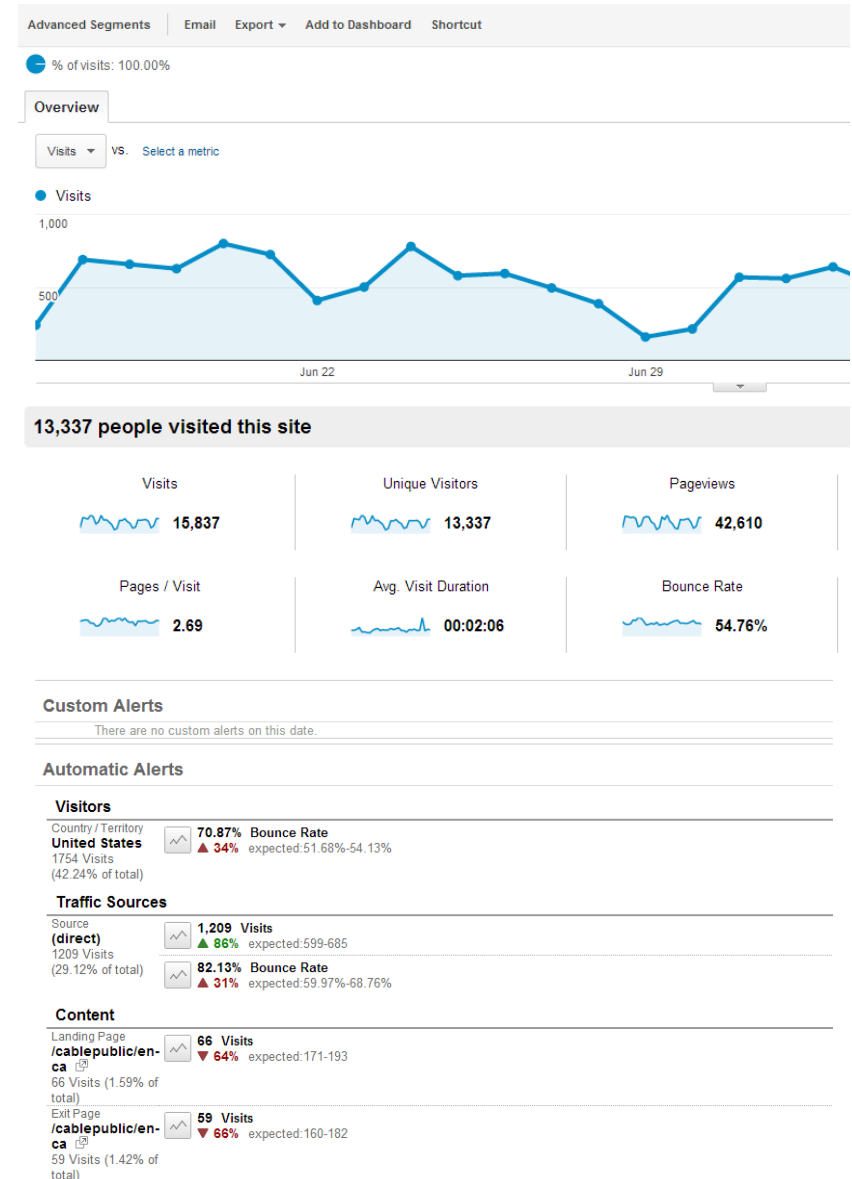
Assess current GA implementation

Setup GA Infrastructure to properly capture user behavior

Configure GA for proper campaign tracking

Build Analytics strategy for capturing relevant data to drive Marketing Decisions

Install Analytics on all brand digital properties (Web, Apps, Portal, etc)



Optimize Lead Forms

Assess current lead and conversation rates on brand campaigns

Use Lead Generation best practices for User-Experience and design

Increase leads and conversion rates through form optimization

Build scalable lead gen strategy for brand and ultimately GC as a whole

Use CRM/Lead Gen best practices to optimize CRM for data storage



2) To get your \$100 Amazon gift card, please provide us with a proof of purchase of STABILOY Brand MC Cable (order must be \$1500 or more).

[DETAILS](#)

[Terms and Conditions](#)



First Name *	Last Name *
<input type="text"/>	<input type="text"/>
Company *	E-Mail *
<input type="text"/>	<input type="text"/>
Address *	City *
<input type="text"/>	<input type="text"/>
State *	Postal Code *
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Phone Number	
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Send
Upload document, specify signers, click send.



Sign
Parties sign online, by fax, or on mobile device.



Archive
Legally binding document stored in your secure archive.



- ✓ Impress your customers
- ✓ Save time, money, and paper
- ✓ Secure, legally binding agreements

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TechCrunch

"elegant, simple"
ReadWriteWeb

"faster, cheaper, and more secure"
GP Solo
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Email Marketing Strategy



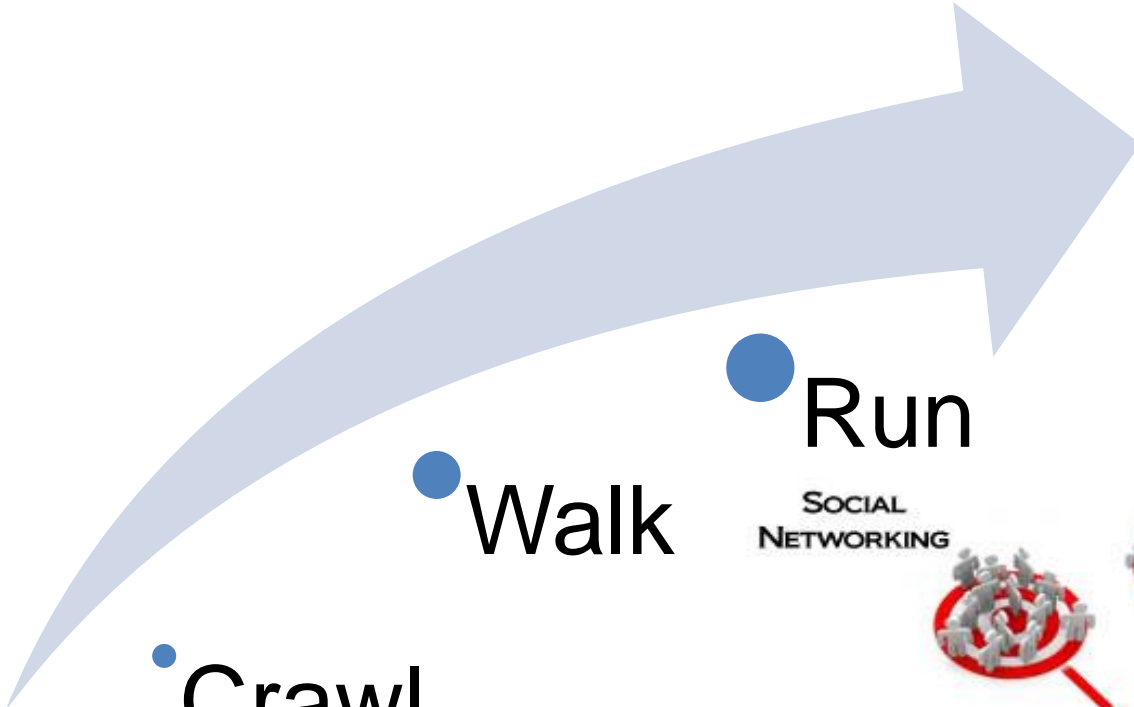
Assess current brand Email Marketing Initiatives

Assess current user segments and personas against digital strategy

Evaluate 2013 Marketing Goals & current Content creation strategy

Develop a plan for a customer centric email marketing strategy that would include Save Strategies, Drip Automation and Content Marketing focused on 'Sales through Education'

SEO/SEM



• Crawl

• Walk

• Run



Master the basics

- Maximize conversions of your current traffic
- Take advantage of email; single messages, automation, & blasts
- Create content relevant to your audience

- Until you are doing the above extremely well stop chasing the shiny objects.
 - Social, Mobile, PayPerClick, etc...



@ArkeSystems



In/arkechris



cspears@arke.com

arke.com