Bringing Clarity to Marketing Big Data

Marketing360

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We believe that culture and your brand promise are linked through the experience delivered.

Leaders translate customer expectations to the organization, assign priorities and reinforce expected behaviors.

We intentionally examine the differences between functional needs (what is done) with emotional needs (how customers feel about the interactions).

Alignment with expectations creates an exceptional experience and a sustainable competitive advantage.

We call this Customer Enchantment.
We design solutions where physical and digital space converge, transforming how your customers engage with you and how your employees work.
Digital Insight & Dashboards

We Do

Strategy
Seek opportunities for using digital tools and digital infrastructure to support strategy

• Customer Acquisition & Retention Strategies
• Business Process Transformation
• Operational Improvement
• Culture & Workforce Transformation
• Customer Experience Strategy
• Brand Strategy
• Performance Measurement
• Business Finance

Develop Insight
Fusing technology with research for better and faster insight development

• Experience Mapping
• Persona Development
• Touchpoint Performance
• Segmentation Models
• Marketing Measurement
• Market Mix Model
• Personalization & Targeting
• Innovation
• Advanced Web Analytics
• A/B Testing
• Omnichannel Experience
• Forecasting, Modeling

Activate
Transform how your customers engage with you and how your employees work

• Marketing Automation
• Message Clarity & Content Optimization
• Omnichannel Implementation
• Customer Portals
• Influence and Advocacy Programs & Platforms
• CRM & Service Recovery Tools
• Dashboards
• Workforce Apps
Marketing360
Overview
Common Challenges: Demonstrating Marketing Impact

1. Demonstrating Marketing’s impact on Brand and business outcomes
2. Assessing which activities drive value for your customers and reinforce your Brand
3. Measuring marketing performance as it relates to customer acquisition, engagement and customer lifetime value
4. Identifying opportunities to optimize marketing tactics and program performance
Taking a Round Trip with Big Data

Strategy to Impression to Revenue back to Strategy and Impression

- Do we know where our leads come from?
- Are we nurturing leads?
- Are we losing patients at the front door?
- What is our customer acquisition cost?
- Are we engaging our patients from awareness to advocacy?
- What is our customer lifetime value?
- What is the right Paid, Owned, Earned mix for my brand?

Marketing 360

Round Trip
Marketing 360 Gaining Perspective

Partners
- Marketing
- Public Affairs
- Physician Relations
- Business Development
- Development
- Internet Services
- Operations
- Informatics

Agencies
- SEM Strategy
- Advertising Buy
- Advertising/Brand/Design
- Mobile Design/Strategy
- Marketing Research
- Technology Partners
- Market Size Data Suppliers

Technology
- CMS
- Marketing Automation
- CRM
- Call Tracking/Dynamic Numbers
- Social Media/PR Platforms
- Email Marketing
- Web Analytics

Setting Strategy + Continued Collaboration + Always Evolving

Insight
- Capture
- Analyze
- Share
- Activate
Marketing 360: Actionable Insight

Marketing Strategy
Paid | Earned | Owned

Connecting the Dots

Marketing & Communication Channels

Strategy
Capture | Analyze | Share | Activate

Insight

Marketing 360
Marketing360
Our Process
Marketing 360 Overview

1. Align measurement program with Strategy, determining the KRI s and KPIs that drive your organization.
2. Create listening posts and connect to internal systems to collect the data you need.
3. Transform and standardize data
4. Share insight with Marketing360 Dashboards and Reports
5. Incorporate insight into strategic and tactical decision-making.
Marketing 360 Overview

1. Align measurement program with strategy, determining the KRI and KPIs that drive your organization.
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4. Share insight with Marketing360 Dashboards and Reports.
5. Incorporate insight into strategic and tactical decision-making.
Through our framing activities we will establish the goals, objectives and scope of the measurement program and dashboard. We will identify gaps and needs for information to support your strategy and strategic priorities. We identify data requirements and tools to help you measure the effectiveness and efficiency of tactics - providing key inputs for decision-making and to facilitate development of marketing plans.

Activities include:
- Kick-off Meeting
- Discussion of Critical Success Factors
- Stakeholder Engagement
- Alignment Around Marketing Objectives

Deliverables:
- Critical Success Factors & Roadmap
- Stakeholders Analysis
- Identification of KRIs/KPIs
- User Personas/Translates to Access
To ensure we are focused on the metrics that matter most, we will work with your team to design the measurement program to capture data for critical pain points, points of failure and high impact customer interactions. We will work with you to establish listening posts for capturing feedback and develop workflows to alert your team when certain thresholds are met. We will map the data sources to the metrics and outline the data structure, format and update frequency.

Activities may include:
- Develop Metrics Map (connecting the dots between goals, measures and metrics)
- Dashboard Design Workshop
- Brand Tracker
- Market Mix Model Analysis
- Segmentation Model Analysis & Digital Profiles
- A/B Testing/Analysis Plan
- Blitz User Testing/Digital Touchpoint Analysis

Deliverables may include:
- Critical Success Factors & Metrics Map
- Strategies for Better Measurement (e.g. varying ad spend)
- Data Source Map
- Data Dictionary/Data Model
- Data Upload Processes
- Market Mix Model
- Segmentation Model & Personae

*Included in Marketing360; others elements are options*
We will incorporate learnings into your customized Marketing360 dashboard. We will implement data feeds, workflows and integrations.

We will go live, provide on-going support, training and quarterly reviews.

**Activities include:**
- Configure Dashboard/Import Historic Data
- Set Up Integrations/Upload Processes
- Collect, Measure and Evolve
- Go Live/User Training as Needed

**Deliverables:**
- Roadmap (updated)
- Dashboard
Marketing360
Application Preview

Gelb
Marketing360 Dashboard Components

Overview
Brand & Business Impact
Marketing Mix
Acquisition, Engagement & Advocacy
Experience Delivery
Touchpoint Performance
Customer Retention
Thank You
We Appreciate the Opportunity
Endeavor Management is a management consulting firm that leads clients to achieve real value from their strategic transformational initiatives. We serve as a catalyst by providing the energy to maintain the dual perspective of running the business while changing the business through the application of key leadership principles and business strategy.

In 2012, Gelb Consulting became an Endeavor Management Company. Our combined experience (Gelb founded in 1965) offers clients unique capabilities to focus their strategic initiatives with a thorough understanding of customer needs to drive marketing strategies, build trusted brands, deliver exceptional customer experiences and launch new products. Our experienced consultants and analysts use advanced marketing research techniques to identify customer needs and spot high potential market opportunities.

The firm’s 40 year heritage has produced a substantial portfolio of proven methodologies, enabling Endeavor consultants to deliver top-tier transformational strategies, operational excellence, organizational change management, leadership development and decision support. Endeavor’s deep operational insight and broad industry experience enables our team to quickly understand the dynamics of client companies and markets.

Endeavor strives to collaborate effectively at all levels of the client organization to deliver targeted outcomes and achieve real results. Our collaborative approach also enables clients to build capabilities within their own organizations to sustain enduring relationships.