5 Tenets
of Modern Marketing

Engagement

Buyers demand and deserve value-based interactions across all points of engagement. More importantly, timing and relevance are critical factors for content delivery and sales engagement. In the Modern Marketplace, customer centricity is the driving force of meaningful, mutually beneficial engagement. No longer can marketers or sales reps relegate communications to company or product-centric conversations. To engage with prospects and customers in a significant way, you have to be where your customers are. How do you do that? By establishing your target audience's preferred channels.

The Modern Marketing era is driven by the self-educated buyer who marketers must engage to achieve a relevant, targeted, and value-based customer experience. Effective marketers are enhancing their understanding of how data can fuel the delivery of meaningful interactions. This access to vast sources of critical information simply can't be gleaned manually.

MODERN MARKETING ESSENTIALS

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MODERN MARKETING ESSENTIALS

42% of marketers cite the shift of power from the brand to the customer as a key driver for evaluating the need for Modern Marketing strategies.

BtoB Research: Defining the Modern Marketer: From Real to Ideal

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Engagement

It's imperative to prioritize the delivery of the right content via the right medium at the right time, using an appropriate mix of activities such as PR, web, social media/blogging, events, and demand gen.

Advanced campaign automation provides marketers with the ability to strengthen your engagement with prospects from initial contact through sales and beyond. Key benefits of leveraging automation as part of your overall engagement strategy include the ability to:

- Predefine rules and parameters for engagement
- Mine the actions and behaviors that are conducive to progressing along the sales cycle
- Communicate the right message to the right people at the right time
- Delivery on the promise of relevance by supporting content delivery based on interest, inquiry, and engagement

Writing Marketing Rules With Reporting.

To effectively provide value-based content where and when your customers want to interact, you must develop tactics to address and align messaging across all digital channels. A content marketing strategy enables you to provide educational engagements by establishing your organization as a thought leader. Before you can find your "sweet spot" for content strategy, be sure to ask the right questions to understand how to deliver content:

- What are the primary challenges for our target buyer?
- How does our service or solution assist in these specific challenges?
- What are the attributes of our target buyer (persona-based) data?
- Which content delivery channels most appropriately suit our objectives (i.e. social media; blog, etc.)

ENGAGEMENT RESOURCES

- Access Email Marketing strategies **eloqua.com/email_marketing**
- Learn more about Content Marketing **eloqua.com/content-marketing**

"Human behavior flows from three main sources: desire, emotion, and knowledge." –Plato

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MODERN MARKETING ESSENTIALS

Applying Your Insights To Improve Engagement

Marketing automation supports content delivery based on interest, inquiry, and engagement. By providing tailored information specific to a prospect or customer's actions, you can more definitively provide value to assist and empower potential buyers. This dramatically helps reduce cycle times.

Engagement Blueprint

Take a crack at developing your Modern Marketing strategy and enhancing your Engagement efforts by filling out this blueprint plan.

Our organization's key objectives for improving Engagement are:

Our "Rules of Engagement" will be established by behaviors such as (i.e. web site visits; email opens; etc.):

Our content delivery will be segmented by (i.e. lead score; title; etc.):

The content curation, creation, and auditing tools and marketing applications we'll use to optimize Engagement are:

The key internal team members who will be responsible for managing and creating Engagement communications are:

Our media mix will include content to fuel Engagement across (i.e. demand generation, PR, etc.)

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