Marketing automation revolution : using the potential of Big Data / Grzegorz Błażewicz. – Warszawa, cop. 2018

Spis treści

Introduction	
THE PHILOSOPHY OF MARKETING AUTOMATION	
Changing marketing	11
Enchanted by the marketing wizards	12
Excuse my French, "artist's shit"	13
There is no remedy and there never will be	13
New marketer and the new school of marketing	14
Who is this book for and how to use it	16
Part I NEW TERMS	
1. The meaning of Big Data revolution	19
Why Google knows best	19
More and more information	19
Correlation instead of causation	20
Everything is data	20
Algorithm will pick a TV series and a playlist for you	21
Data as corporate capital	22
2. New consumer	23
Independence	23
Prosumers and their habits	24
Mobility	25
What do marketers think about this?	27
The role of apps	28
Appification	29
The ROPO Effect and showrooming: why do customers migrate	
between channels?	31
The Internet of Things	33
Two seemingly contradictory trends in consumer behavior	34
Digital traces and why customers leave their data	35
Digital body language	36
Information constituting the digital body language	37
Building models: customers' shopping journeys and buyer persona The superiority of consumer behavior analysis over other ways	38
of acquiring knowledge	39
3. New marketer	41
Inbound vs. outbound	41

Romantic and pragmatic	42
Scientific approach	43
HADI cycles, i.e. lessons from a strip club	45
Changing the concept of a campaign	46
Predictive marketing	47
Disproportion between theory and practice	49
Why can't marketers cooperate with sellers (and why they should)?	50
4. New seller	52
Who trusts sellers?	52
Mixer and a time machine	52
Atlassian and other B2B absurdities	53
Tesla Motors - say goodbye to your car dealer	54
Adjusting to context	54
Doub II	
Part II MARKETING AUTOMATION AND BIG DATA REDEFINE	
THE MARKETING YOU KNOW	
1. Traditional 4P	58
2. Guidance for people choosing their marketing automation	
platform	59
3. Lead leaking	61
4. The role of education in the shopping process	62
5. Content marketing with marketing automation	64
Ideal content marketing supported by automation	64
The symptoms of the lack of balance between the production	• .
of content and automation	65
How to connect content marketing with marketing automation?	65
6. New approach towards e-mail marketing	67
The power of e-mail marketing - a lesson from Barack Obama	67
What did Jacob Payne know? - About communication fatigue	67
This does not concern me!	68
Stop associating e-mail marketing with newsletters, or wear your	
customer to death	69
Personalized e-mails	70
1-to-1 messages	71
7. Loyalty programs	72
New and existing customers	7 <u>2</u> 72
Become the director of the Loyalty Dept	72
What is lovalty, and can customers be loval?	73

Customer lifetime value: think about your customer in terms of the	
entire relation, not in terms of separate transactions	74
RFM	75
The concept of loyalty	75
8. Mobile channel	77
Apps as a marketing tool	77
Mobile marketing automation	78
Part III	
PRACTICAL RECOMMENDATIONS	
1. Creating a buyer persona	83
What is a persona?	83
The application of personas	83
Building a persona: initial remarks	84
Questions regarding building a buyer persona for B2B	85
Questions regarding building a buyer persona for B2C	85
Where to acquire information from?	86
Important rules	86
2. Contact monitoring and management via CRM	88
Collecting user data	88
Scoring	90
3. Lead acquisition	91
Contact forms that actually work	91
Your customer Pinocchio: progressive profiling vs. incorrect data	
in forms	93
How long should the form be?	95
Lead acquisition through gated content or bonuses	96
4. E-mail marketing	98
Hygiene of your database	98
Regular database clean ups	99
Customer segmentation	99
Autoresponders and dynamic messages	100
Welcoming messages	101
Increasing basket value	105
E-mails increasing the level of engagement	106
Birthday e-mails	107
Reactivation e-mails	108
E-mails to save abandoned shopping baskets in e-commerce	108
5. Lead nurturing	112
Before you prepare a "lead nurturing" program	112
Stages of lead nurturing	112

Multichannel campaigns	113
Themed campaigns addressed to existing customers	114
Lead recycling	117
Lead nurturing for employees	118
Benefits of lead nurturing and how to measure them	119
6. Website marketing	120
The increasing roie of recommendation engines	120
7. Personalizing your WWW site	122
Examples: dynamic sets and widgets with recommended offer	123
8. Sales	125
Cold calling	125
Identifying shopping readiness	128
Alerts in marketing automation	128
The meaning of social media for sales	129
9. Retention	130
Actions addressed to loyal customers	130
Loyalty programs with the use of marketing automation	131
The use of mobile channels in loyalty programs	131
Marketing automation as a form of support for customer service	132
10. Social media	133
Pros and cons of social media in business	133
The whole Facebook is the same	134
Ground rule: no social media platform can serve as your primary	
communication tool	135
Setting goals: integration with marketing automation	135
Social media automation	136
Ad personalization on Facebook with the use of custom audiences	400
and marketing automation platform	136
Engage your employees	137
11. Mobile	139
Push notifications	139
Mobile CRM and notification personalization	139
Don't forget text messaging!	140
M-commerce	141
Online addressing - offline gap: the ROPO effect	143
12. Marketing analytics	145
KPI	145
Trends in analytical activities: the directions of development	148
A/B testing	150

13. Guidance for people choosing their marketing automation		
platform	153	
Marketing automation myths	153	
When marketing automation should be deployed?	155	
How to choose a marketing automation platform?	155	
How to use a marketing automation platform?	157	
Marketing automation solutions for B2B	158	
Marketing automation solutions for B2C and e-commerce	159	
Summary	165	
Bibliography	169	

oprac. BPK