

Rapid Fire Results: Get quick ideas for improving your customer-first marketing

DANIEL BURSTEIN

Senior Director, Editorial Content,
MarketingSherpa

PAMELA JESSEAU

Director, Marketing,
MarketingSherpa

Why the Value Chain Matters to the Marketer

Satisfied customers are far more likely to engage with every marketing channel.

Chart 3.1 Q. Thinking about companies that you are generally **satisfied** with their products/services, how often do you do the following?

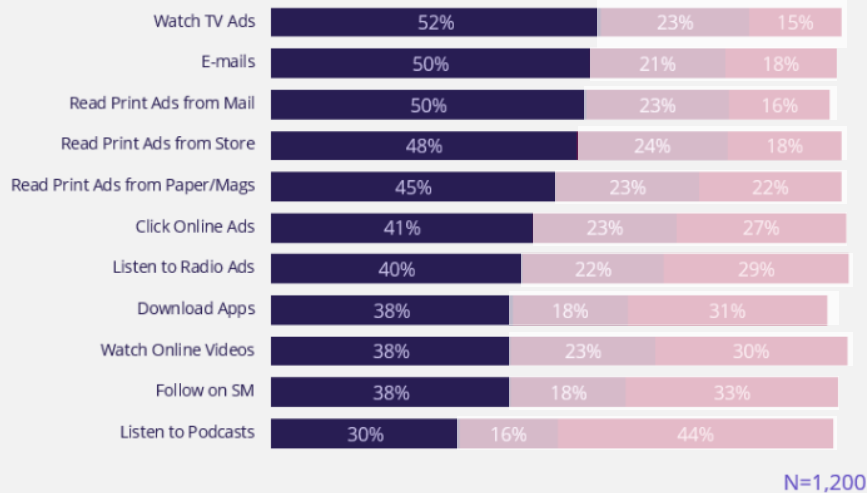
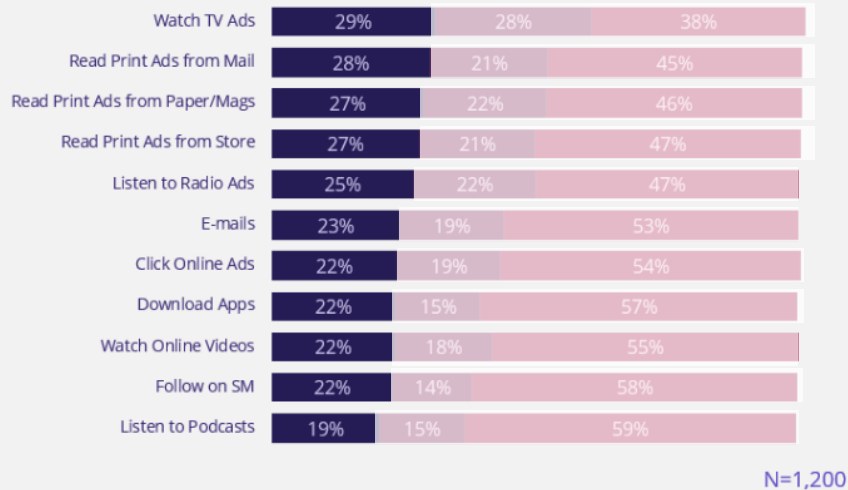
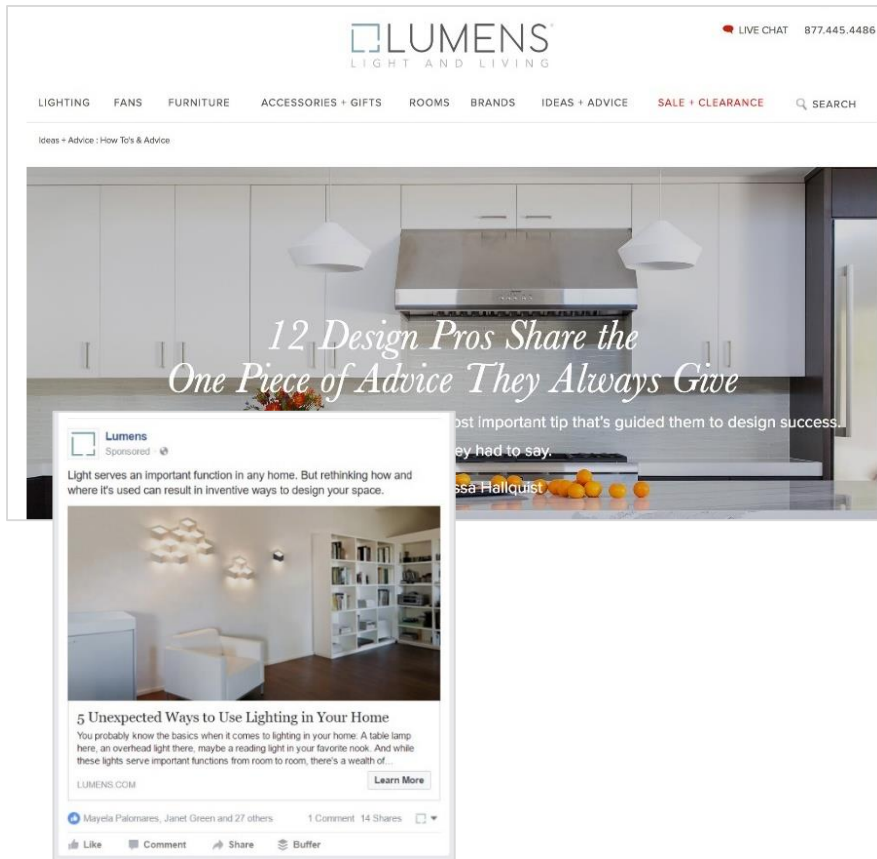


Chart 3.2 Q. Thinking about companies that you are generally **unsatisfied** with their products/services, how often do you do the following?



Often/Always Sometimes Never/Rarely

Build a Content Army Within Your Organization



Consider creating an Editorial Committee comprised of “writerly types” within your organization.

At Lumens, all members are given a **monthly stipend in addition to their salary** for participating in the committee, and it has increased engagement with our brand tremendously.



Sarah Schaale

Sr. Brand Manager,
Lumens/Ydesign Group

A Decision Based on Customer Behavior Doesn't Always Lead to Customer Centricity

On my first day, the CEO called me into his office and asked, "If you could make one change to the AOL service that would improve our customer experience, what would it be." I told him I'd recommend that we eliminate pop-up ads across the service...



Joe McCambley

SVP of Content Marketing,
POP

Optimize Every Customer Touch, Not Just “Marketing”

McDonald's Madrid noticed patrons of neighboring restaurants were using their free Wi-Fi. They incorporated **witty messages and discounts into their network names** to entice people to come to McDonald's.



“If all you want is free wi-fi,”
“Just stay where you are.”
“But if you also want a good meal,”
“Come to McDonald's.”



Catharine Hays

Executive Director,
The Future of Advertising
Program at The Wharton School

Featured Speaker

While Everyone Complains About The Weather...



Two Special Offers to Get You Through This Winter Storm

The only white we like to see is sea foam. Take a cue from our feathered friends and head to the OBX! We have two special offers to take the bite out of winter:

Spend your Spring Break with us and extend your stay for free!

- Valid on new, full or partial weeks, arriving between April 7th and 17th, 2017
- **FREE Early Check-In*** Use promo code SPB
- Must reserve by Friday, March 17, 2017 at 5:30 pm

Can't make it for Spring Break? We still have some availability for peak summer weeks, but our vacation homes are booking fast!

- New, full-week reservations, arriving between 6/1/17 and 8/31/17
- **No cleaning fee**** Use promo code FREE CLEAN
- Must reserve by Friday, March 17, 2017 at 5:30 pm

What's better than one week on the OBX? Two weeks of course! These promotions can both be redeemed for two vacations this season!

Call 888.853.7770 or click below. Don't miss out, reserve today!

[Find your perfect house here](#)

When winter storms hit the Northeast, we decided to send out a promotional email featuring homes with sunny ocean views.

Our reservations went from **65** on March 14 to **94** on March 15.

According to our analytics, the email brought in over **\$48k** in revenue directly, or about 15 reservations.



Shannon Kinser

Marketing Director,
Sun Realty

Don't panic. It's Just the Value Proposition Blues.

Recently while working on a value proposition analysis with a brand, we reached a point in the process where it seemed that it **didn't have much of a value proposition.**

"There isn't much that is different about us at all!"

Truth is, most organizations **need to think deeply to find and effectively leverage** their value proposition. Even in the most hyper-competitive spaces, simply your **ability to more clearly articulate your value** will give you a competitive advantage.



Brandon Stamschror

Senior Director, Solutions,
MECLABS Institute

Coaching Clinics: Lead Generation, Lead
Nurturing, Value Proposition Messaging

Easy vs. Enjoyable Purchasing Experience

Q. Which one of the following is true about [company name]'s marketing? Select all that apply.*

Chart 4.2

N=2,400

Satisfied Customers

Purchasing experience (whether online or in person) is easy	55%
Purchasing experience (whether online or in person) is enjoyable	46%
It helps me to make the best decision for me	37%
Its marketing doesn't just try to sell me but provides value	37%
It makes me feel that the marketing I receive is meant for someone like me	31%
It advertises in publications and on websites that I visit and I value	28%
It promotes its support of causes that align with my values	22%
It only contacts me when it has something of value for me	22%
The content it provides helps me overcome challenges and meet my goals	16%
Its marketing proactively tells me when a product is not the best solution for me	15%

Unsatisfied Customers

Purchasing experience (whether online or in person) is easy	24%
It only contacts me when it has something of value for me	23%
It advertises in publications and on websites that I visit and I value	22%
It makes me feel that the marketing I receive is meant for someone like me	14%
Its marketing doesn't just try to sell me but provides value	12%
It helps me to make the best decision for me	11%
Its marketing proactively tells me when a product is not the best solution for me	11%
Purchasing experience (whether online or in person) is enjoyable	10%
It promotes its support of causes that align with my values	9%
The content it provides helps me overcome challenges and meet my goals	8%

Don't Assume Your Customer Knows About Your Product/Service

Before

Personal Health Business Capital Markets Search CA - English Locations Contact Us Sign In

Your RRSP is a valuable retirement tool. It's important to learn as much as you can about how an RRSP works and how it can benefit you. Here's what you need to know.

[View RRSP rates](#)

[Savings Plan \(RRSP\)](#) Fund Savings Plan Alternatives

Your RRSP is a valuable retirement tool. It's important to learn as much as you can about how an RRSP works and how it can benefit you. Here's what you need to know.

[View RRSP rates](#)

After

Bank of Montreal Bank Accounts Credit Cards Mortgages Loans Investments Financial Planning Travel Services About BMO

RRSP? A plan that allows you to save for the future — and enjoy tax benefits now.
"Registered Retirement Savings Plan"

Registered Retirement Savings Plan (RRSP)

[Registered Retirement Savings Plan \(RRSP\)](#) Retirement Income Fund Group Retirement Savings Plan Annuities & Income Alternatives

An RRSP is a great way to save for retirement:

- ✓ **Diversify your portfolio.** When you open an RRSP, you can add different investments (like GICs, mutual funds, stocks and savings accounts).
- ✓ **Contributions are tax deductible.** Contribute to your RRSP and you can lower your annual taxable income and your income tax bill. Basically, you defer taxes until retirement.
- ✓ **Invest regularly:** You can invest up to 18% of your earned income, up to a max \$25,370, for the 2016 tax year. To make things easy, we can help you set up automatic contributions.

Beat the March 1 RRSP deadline:
Let's open your RRSP today

[Book an appointment](#)

[Call 1-800-665-7700](#)

Already have an RRSP with us?
[Contribute to your account](#)



Peter Koizumi

Senior Manager,
Digital Marketing,
BMO Financial Group

Analyze Your Reactivation Program

Don't treat all of your inactives the same.

Make sure your reactivation program **includes analysis of each subscriber segment** in order to determine the best strategy to re-engage them.

Then, set a control group for each segment and **test different incentives**.



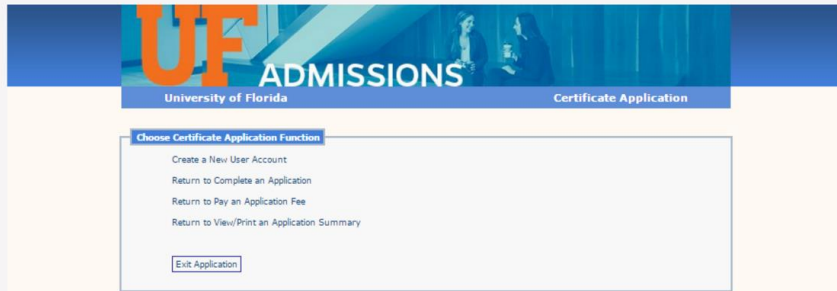
Matt Hickman

Vice President,
Yes Lifecycle Marketing

Optimize a Checkout Process You Can't Control

Official University of Florida application

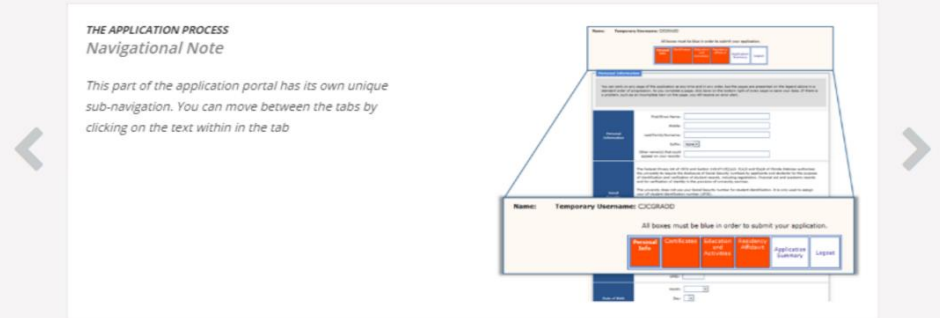
We've embedded the official application right here to make it easy for you to apply. Just click through the tips above as you progress through the application



The screenshot shows the 'UF ADMISSIONS' header with 'University of Florida' and 'Certificate Application' sub-headers. Below this is a section titled 'Choose Certificate Application Function' with a list of links: 'Create a New User Account', 'Return to Complete an Application', 'Return to Pay an Application Fee', and 'Return to View/Print an Application Summary'. At the bottom of this section is an 'Exit Application' button.

A step-by-step guide to the UF application

Click the right or left arrows to progress through the guide as you fill out the UF application, embedded below



The screenshot shows a 'THE APPLICATION PROCESS Navigational Note' with a diagram of the application process. The diagram is a funnel shape with a blue bar at the top and a yellow bar at the bottom. The blue bar contains the text 'THE APPLICATION PROCESS Navigational Note'. The yellow bar contains the text 'Name: Temporary Username: CIGRAD'. Below the yellow bar is a row of five orange buttons: 'Create a New User Account', 'Return to Complete an Application', 'Return to Pay an Application Fee', 'Return to View/Print an Application Summary', and 'Exit Application'. The diagram is flanked by two large grey arrows pointing left and right.



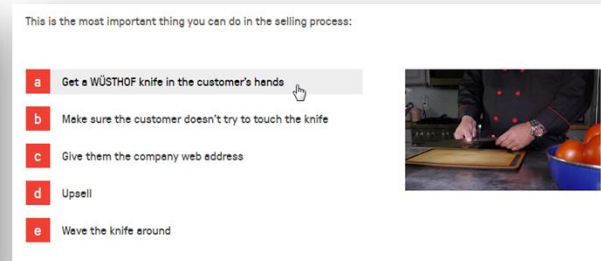
Daniel Burstein

Senior Director of
Editorial Content,
MarketingSherpa

Email & Mobile Track Host

Experience With a Product Leads to More Sales

Product seeding to retail sales associates selling WÜSTHOF, giving them **personal stories to share** on the sales floor.



Annette Garaghty

Vice President Sales & Marketing,
WÜSTHOF

An Email Address is More Than Just an Address to Email

Email addresses are more important than SSN.

Use it in **connection with third-party data** to learn more about your customers across channels — especially to **learn their media propensity**.



Ryan Phelan

VP of Marketing Insights,
Adestra, Inc.

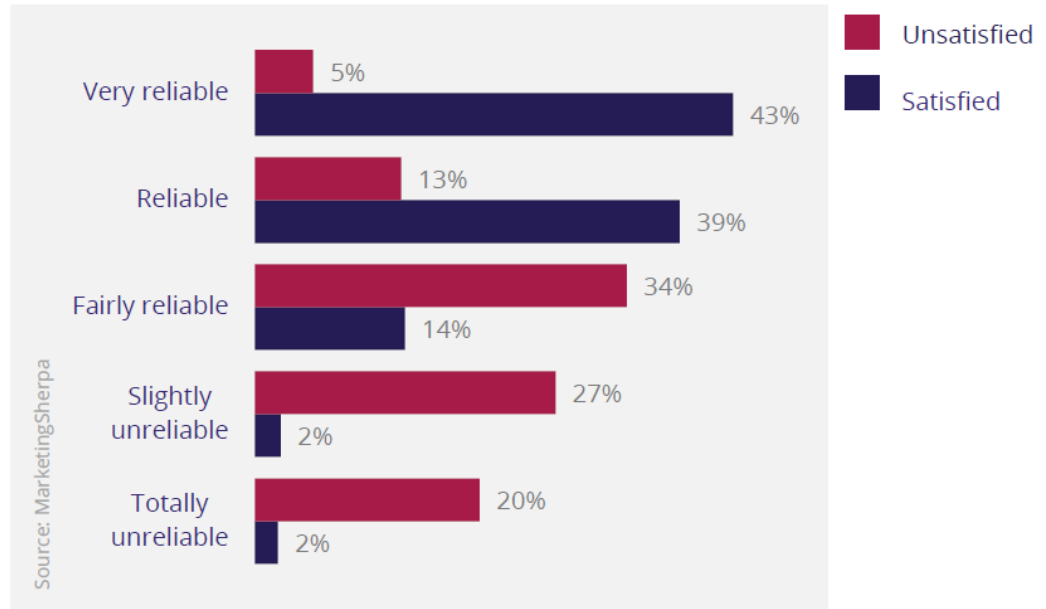
Solutions Theater:
Putting Email Back in the Boardroom

It's Easier to Lose Customers than Win Them Over

Q. How reliable are [company name]'s products/services?

Reliability is overwhelmingly tied to satisfaction, with **43%** of satisfied customers considering their chosen company's products/services very reliable, and only **5%** of unsatisfied customers saying the same thing. Similarly, **39%** of satisfied customers considered the products/services reliable, and only **13%** of the unsatisfied customers evaluated the products/services reliable.

Chart 5.1
N=2,400



Just Say What You Mean

- Being understood is more important than being clever.
- Be precise with your language. Blaise Pascal once said, “I wrote you a long letter because I didn’t have the time to write a shorter one.” Edit. Edit. Edit.

MarketingSherpa *The Onion* Headline Contest



Gary Jury @thejuryisin · 27 Sep 2016

#Sherpa17 Woman seeking religious identity inadvertently converts to pdf



Gary Jury

Supervisor, Digital Intelligence,
CAA of South Central Ontario

The Onion Headline Contest Winner

Optimize for Unique Mobile Paths

Consider the variety of **unique paths to conversion** that mobile enables for your audience — it's never ending!

During planning, try categorizing experiences between your audience and brand into **three distinct phases** — **product discovery**, **product purchase** and **post-purchase** — to generate new ideas, eliminate inefficiencies and facilitate a more holistic optimization approach.



Matthew Indellicati

Associate Director of Strategy,
M&C Saatchi Mobile

You Can't Say, "I'm just a Marketing person"

Get close to your IT team and get a good understanding of systems and data flows.

Spend the time with your technology colleagues to learn how things work so you're able to make smart decisions about what can and can't get done.

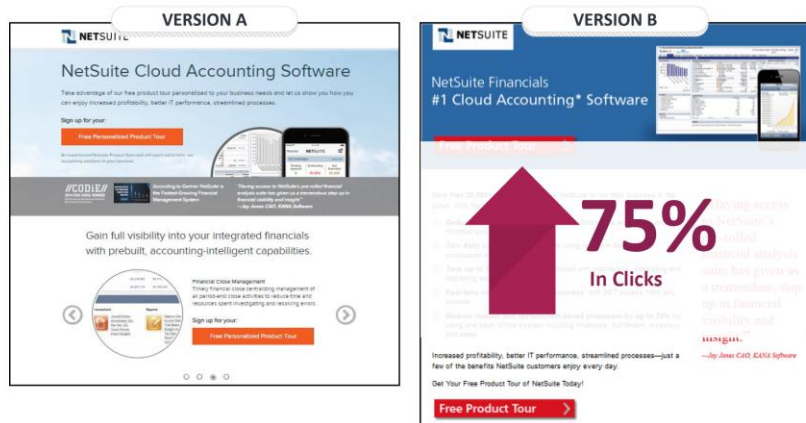
You can't say, "I'm just a Marketing person."
Learn just enough about the technology side to be dangerous!



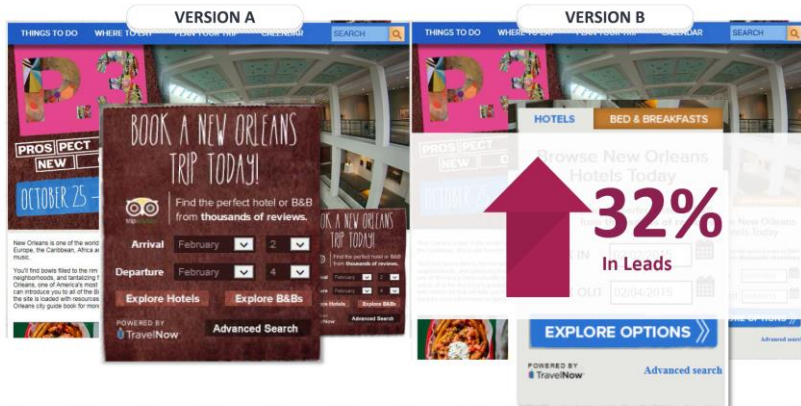
Andrea Shaikin

Former Director, Customer Experience & Engagement, Mr. Lube Canada

Gaining Buy-in When You Get Back to the Office



- Start with individual contributors first
- Use notes and findings from your Summit experience to build the foundation of a testing culture



Matt Sitler

Marketing Communications,
Manager, Paychex

Use Language That Resonates With Our Clients, Not Us

- In one example, we used IBM-specific language

“Smarter Workforce” – an IBM product that connects data + Analytics with HR – is searched *90 times* a month in Google.

- This language was not what our clients associated with our product

“HR Analytics” is searched for 1,000 *times* per month in Google.

Existing Keywords Page Audits Find New Keywords

en No project selected

Seed keywords Search

1 - 5 of 5 250

Keyword	Paid Cost	Paid Clicks	Paid Actions	Query Volume	Client	Comp.	Aggr.	Reserved
talent management	\$129 Imp. 785	7 CPC \$18.39	0 CPA \$∞	5K Sug. Bid \$13.07	6 on 16 pages	3 on 2 pages	-	
hr analytics	\$224 Imp. 5.1K	30 CPC \$7.45	0 CPA \$∞	1K Sug. Bid \$15.96	3 on 1 pages	6 on 10 pages	2 on 1 pages	
human resource management	\$4,154 Imp. 64.6K	464 CPC \$8.95	0 CPA \$∞	15K Sug. Bid \$18.12	16 on 5 pages	1 on 1 pages	-	
smarter workforce				90 Sug. Bid \$6.02	1 on 4 pages	5 on 3 pages	4 on 1 pages	
human capital management				3K Sug. Bid \$29.04	2 on 11 pages	10 on 4 pages	-	



Ari Sheinkin

VP of Marketing Analytics
IBM

Keep the Same Subject Line Until it Stops Working

Phillips Publishing's campaign first emailed in the Spring of 1999 features the subject line, "Five Tech Stocks Every Investor Must Own."

And in a world where everything's changing at warp speed, this subject line has remained the same; and it's still pulling orders!

The screenshot shows the MarketingSherpa.com website. The header includes the logo "marketingsherpa.com" with the tagline "The practical guide for internet marketers". A navigation bar contains links: Home, Bookstore, Privacy Policy, About Us, and Advertising. A sidebar on the left promotes "Free Subscriptions!" with a form for "Your Email" and a list of subscription options: B2BMarketingBiz.com, ContentBiz.com, eMarketingToHer.com, MarketingSherpa.co.uk, FinancialMarketingBiz.com, EntertainmentMarketingBiz.com, MarketingToWebMarketers.com, and MarketingToSmallBiz.com. A "Subscribe ME!" button is present. The main content area features a "Tell-a-friend about MarketingSherpa.com" section with a "Submit Job Ads" button and a headline "Get a New Case Study In Every Issue:". Below this are two columns of featured content: "B2BMarketingBiz.com" and "MarketingSherpa.co.uk", each with a brief description and a list of subscribers. A right sidebar titled "Our Editor's Picks" lists various articles and a "Download & Print" section. At the bottom right, there is a "desktop news" logo and a "Download Your Site" link.

marketingsherpa.com
The practical guide for internet marketers

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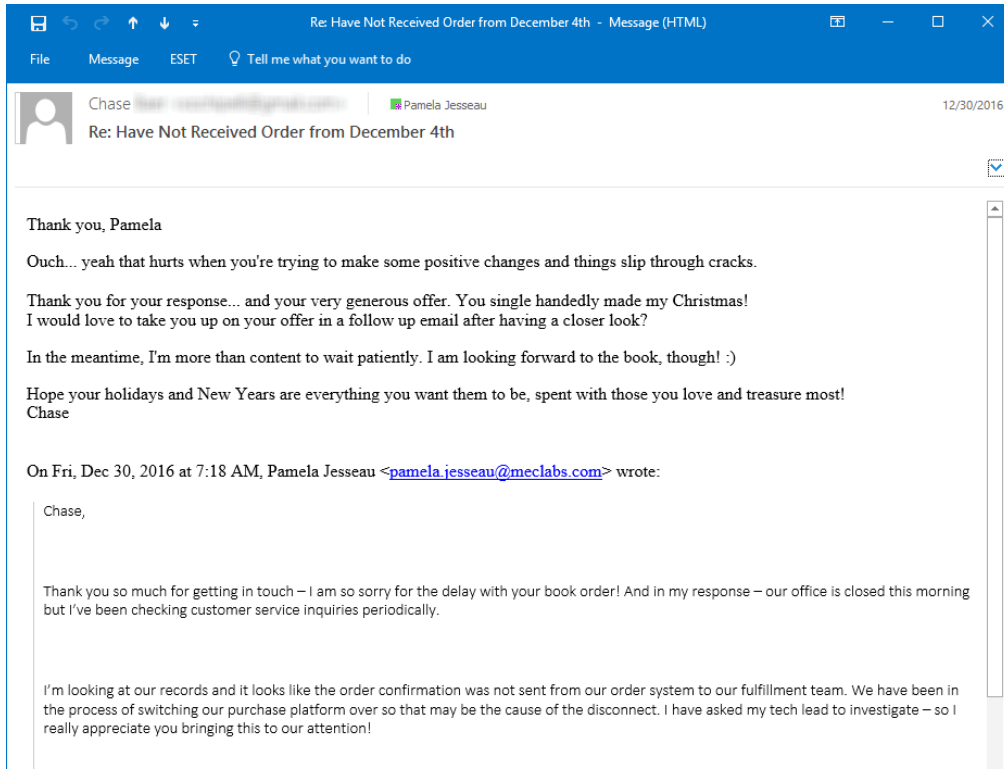
Advertisement

desktop news

Download Your Site

Take the Time to Connect Directly with Your Customers

Why is your marketing voice different from your real voice?



Pamela Jesseau

Director, Marketing,
MarketingSherpa

Content & Social Track Host

While customers have many reasons to be satisfied, it takes fewer things to make them unsatisfied.

Q. What has made you satisfied or unsatisfied with [company name]?

Chart 5.2
N=1,200

Source: MarketingSherpa

Satisfied Customers: Top 5 Reasons

Doing business with [company name] is convenient	57%	
The products/services meet the quality standards I expect	56%	
The prices of its products/services are reasonable	56%	
Its products/services are reliable	56%	
Its customer service is great	53%	◀ *

Unsatisfied Customers: Top 5 Reasons

Its customer service is not great	44%	
I don't have consistent good experiences with it	35%	
If there are any issues, the company doesn't try to resolve it to my satisfaction	30%	◀ *
Its products/services don't meet the quality standards I expect	26%	
Its products/services are not reliable	25%	

When asked the question, "What has made you satisfied or unsatisfied with your selected company?," satisfied customers chose **five reasons*** each, compared to unsatisfied customers who only chose **three reasons*** each on average.

Use Video to Build Relationships in a Virtual World

To help build relationships with prospects in a primarily digital communication environment, we record a personal, introductory video of each sales rep, which they link to in their email signature

Pierce Walker

Account Executive [Nextiva](#)

P (480) 800-8621

[Put a face to the name](#)

[Earn extra money for every line of service you refer](#)

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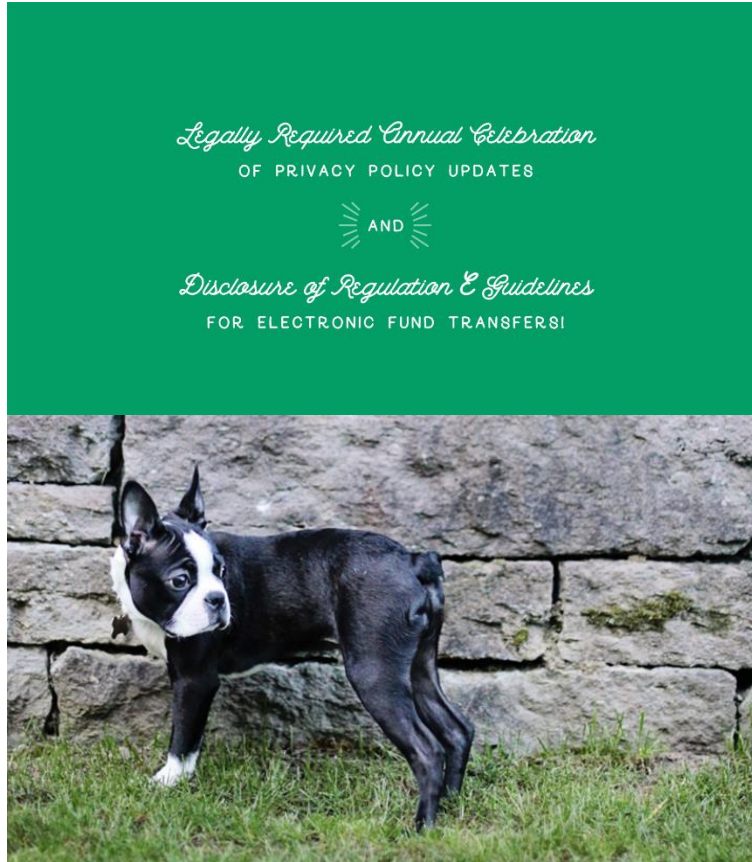
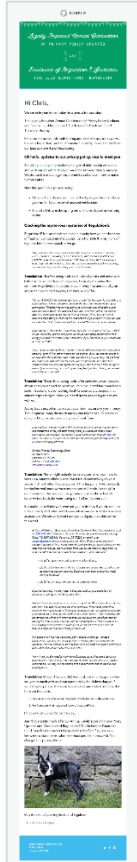


Max Anderson

Video Producer,
Nextiva



Make Regulatory Emails Fun



Subject Line
Rabble, rabble, rabble.
(Translation: required legalese
enclosed.)



Sarah Esterman

Lifecycle Marketing Manager,
Simple

We conducted a study to discover where our competitors are engaging on social.

We looked at **listening reports** for key industry terms in which **Dell EMC should be a leader**, or at least in the conversation.

When we weren't, it helped us make a case for our Global Content Strategy.



Lindsay Lyons

Director
Global Content Strategy
Dell EMC

Start Small if You Want to Get Big

If you try to do everything, you will get nowhere. When you have to run a marathon, you do it **one mile at a time**. You can't get to mile 2 without doing mile 1 first.



Tom Mahoney

Director, Demand Generation
& Marketing Operations,
DLT Solutions

The Party is Going to be Awesome



Pamela Jesseau

Director, Marketing,
MarketingSherpa

On the Dancefloor

Use Customer Service as a Continuous Focus Group

I spend a significant portion of my day speaking directly with customers, through **email, social media and in person.**

While I still have my responsibilities as a CMO, the direct contact I have with our customers means that I **don't have to conduct research or wonder what how they might react to a decision we make.**

I hear from them **loud and clear** what they like and don't like, every day.



Marc Lobliner

CMO,
TigerFitness.com

Utility is One of the Most Important Elements of an App

Q. Why do you delete the app of the companies with which you are [satisfied/unsatisfied]? Select all that apply.

Chart 4.10

N=

The app is not useful	18%
The app takes up too much space on my cellphone/tablet hard drive	17%
The app uses up a lot of data	17%
I don't like the ads in the app	12%
The app doesn't perform well, or has bugs	13%
I get the same deals and promotions in the app that I get in the mail (direct mail, print magazines, newspapers, etc.)	12%
The app gives me too many promotional messages for in-app purchases	12%
The app invades my privacy	12%
The app is too focused on the company's needs, and not enough on my needs	9%
The app seems like it is intended to meet other people's needs, not people like me	8%
I don't trust their app to provide me the information I need to make purchase decisions	8%
I don't use my cellphone that much	6%
I am not very tech-savvy	6%
Other reasons	1%

Source: MarketingSherpa

Before we even close a new deal, our team formally captures the customer objectives in a way that we can intentionally review and measure success, track progress and tell the story.

When we put together the customer success story, we worked to add value — it's our opportunity to not only show how we've progressed, but to help benchmark them and plan future goals we want to achieve together.

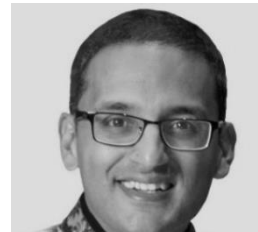


Ginger Shimp

Senior Marketing Director,
SAP America

Respect the Trust that Your Customer Has Put in You

As long as we **maintain and respect the trust** that our readership has put in us and don't try to put manipulative content in front of people with content that's overly sales-y, we can see **good clickthrough rates** on our content marketing just as we do on our top stories, **which typically have nothing to do with us.**



Div Bhansali

VP of Marketing,
AccountantsWorld

Snapchat Tips for Marketers

- ✓ Be casual.
- ✓ Talk to the audience as much as you can. Snapchat is primarily a first-person platform.
- ✓ Embrace, don't be scared of, the limitations of the platform. Snapchat is raw and uncut.
- ✓ Don't try to overthink it or overproduce it.
- ✓ Use Snapchat when you have something amazing to share.



Stef Bower

Global Social Marketing,
HP

Engage Inactives by Reviewing Mailbox Providers Individually

Be more effective and efficient in **troubleshooting placement and engagement issues** by reviewing performance by mailbox providers.

If there are apparent declines or dependencies at a specific provider and that **provider represents a substantial portion of your list, focus your optimization efforts** there.

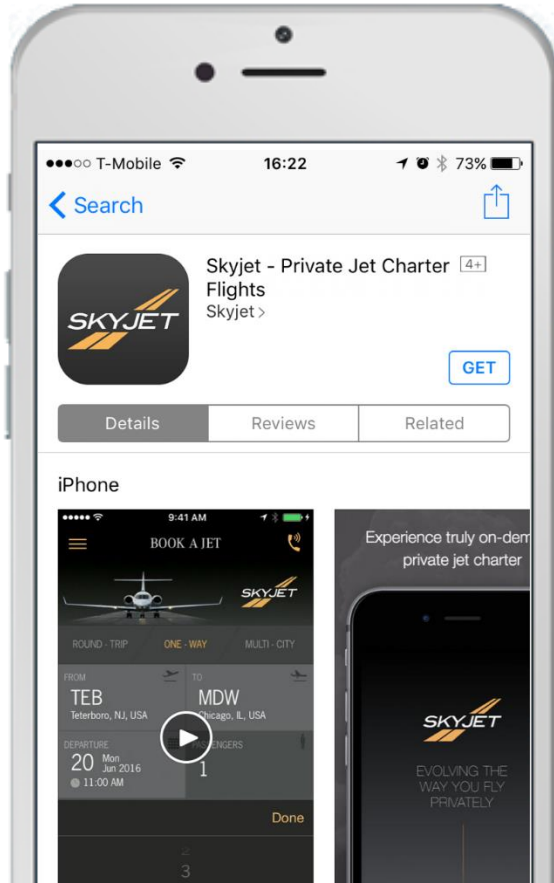


Casey Swanton

Email Strategist,
Return Path

Coaching Clinic: Message Optimization,
Deliverability, and Competitive Intelligence

Optimize Your App Store Listing



- Choose the right app name
- Maximize your keywords
- Take full advantage of Apple's character limit

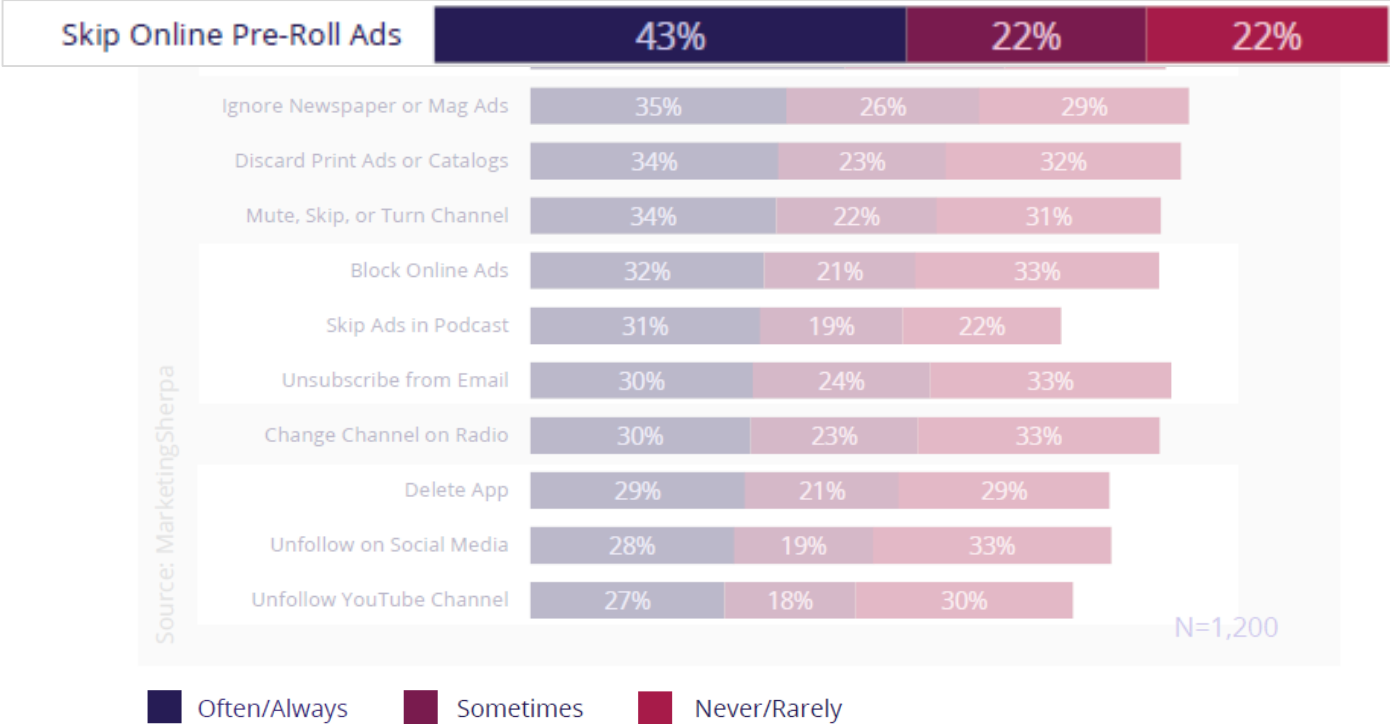


Jonathan Levey

Senior Digital Marketing,
Manager, Flexjet

Online Pre-roll Ads are the Top Way Satisfied Customers Want to Disengage

Chart 4.4 Q. Of the companies with which you are generally **satisfied**, how often do you disengage with their marketing by doing the following?



MasterControl

A lot of analytics platforms **don't have statistical significance** built in, so they don't give you a reliable statistical analysis of the data.



Bryce Miller

Former Website Optimization
Manager, MasterControl

Create a Credible Value Proposition in Your Advertising

All traditional channels are more trusted than all digital channels, with newspapers and print ads at the top.

Ads I trust

Print ads (newspaper, magazines)	82%
TV ads	80%
Ads/catalogs I receive in the mail	76%
Radio ads	71%
Ads in outdoor and public places (like billboards, transit ads, posters, etc.)	69%
Search engine ads (Google, Yahoo!, Bing, etc.)	61%
Video ads that appear prior to an online video	47%
Sponsored posts on blogs that I read	43%
Ads embedded in social media (Facebook, Instagram, etc.)	43%
Online banner ads	39%
Mobile phone ads	39%
Ads in podcasts	37%
Online pop-ups	25%

Source: MarketingSherpa

N=2,400

Top Reasons Customers Block Online Ads

Q. Why do you block online ads of companies with which you are [satisfied/unsatisfied]? Select all that apply.

Chart 4.9

N=2,400

Source: MarketingSherpa	I dislike large ads that pop up over entire webpage	30%
	Ads make the webpages load too slow	26%
	Rollover ads are intrusive	23%
	I don't like remarketing (trying to sell me a product I've viewed elsewhere or already bought)	19%
	Audio AutoPlay of online ads is intrusive	19%
	Showing personalized adds based on data about me is invasive	16%
	I know the value of advertising but I don't care	11%
	I don't see the value in advertising (e.g. getting free content, finding products, etc.)	10%
	Other - Write In (Required)	2%

It's not that all online ads are horrible. Regardless of satisfaction, few customers report that they see no value in online advertising at all. They do appreciate the free content and education that online ads provide. They just don't like intrusive ads.

Rapid Fire Results: Get quick ideas for improving your customer-first marketing

DANIEL BURSTEIN

Senior Director, Editorial Content,
MarketingSherpa

PAMELA JESSEAU

Director, Marketing,
MarketingSherpa