

Digital Experience:
**Omnichannel Solution
for Acquiring and
Retaining Customers**





Introduction

Like everything else, from sales to service, marketing has to change at breakneck speed to keep up with customer expectations. The effort is well worth it: research has shown customers are “4.5 times more likely to pay a premium if the experience is excellent than if it is poor.”¹ In spite of this, too many companies opt for a cautious, more graded approach, and digital experience is not progressing as fast as it should. As Harley Manning of research and advisory firm Forrester® puts it: “Brands just aren’t doing what they need to do in order to make big gains. If their CX programs were home improvement projects, we’d say they were decorating, not renovating.”²

“ **How do we catch up with the customer?**

How do we stop chasing altogether? ”

The answer to this, of course, is:
You get in front of your customers.

¹ Schmidt, Maxie and Samuel Stern. “Make the Case that CX Transformation is Both Important and Urgent.” Published 17 August, 2017. Accessed 9 November, 2018. <https://go.forrester.com/blogs/make-the-case-that-cx-transformation-is-both-important-and-urgent/>

²Manning, Harley. “Predictions 2019: Customer Experience Comes Under Fire.” Published 5 November, 2018. Accessed 9 November, 2018. <https://go.forrester.com/blogs/predictions-2019-customer-experience-comes-under-fire/>



Context Marketing and the Digital Experience

Much has been written about how technology empowers customers. However, technology equally empowers you to reach them more effectively. Context marketing applies innovative digital strategies and machine learning to put your product or service where customers want it, the moment they want it. Furthermore, it puts you at the top of the marketing maturity food chain, distancing you from your competitors and enabling you to improve, adapt to and connect with your growing, changing and very individual target audience via their preferred channels and devices.



Stepping up Your Game

Mass marketing and even targeted marketing strategies represent the lower end of the marketing maturity spectrum. These approaches are still about casting a wide net in hopes that a handful of prospects will happen to find the information timely and relevant. While technology has made the monetary cost of such activities negligible, the cost of missed opportunities (for example, the high risk that potential future customers will opt out of receiving notifications because they've received one too many unwanted emails) is incalculable.

Instead of shouting out the answer to questions not yet asked or asked a long time ago, context marketing puts you in front of the customer the moment they show interest. It enables you to engage with customers by presenting the exact information they are looking for (based on real time data, individual past buying behavior, and other intelligence), exactly when they want it (circumstances, events or even time of day), presented in a way they are most likely to respond to (preferred channels and devices).

This is because context marketing is no more about the product than digital experience is about IT. Both put focus on the individual—the human being—you are trying to reach. As such, context marketing, like an enhanced digital experience, is designed and perfected to engage and delight your customers.

The only remaining question is—do you have everything you need to make a successful transition to context marketing?

KEY CAPABILITIES:

3 Requirements for Digital Experience Success

1 The Right Digital Experience Platform

In less mature marketing models, marketing activities, solutions and data tend to be fragmented, preventing you from getting a complete picture of your customers. Effective digital experience platforms take a sledgehammer to these silos, enabling you to gather, manage, access and update customer information from multiple sources in real time. Data harvest points include online channels and offline touch points, all feeding the same connected customer database. Integrated machine learning capabilities interpret and use this data to create a dynamic profile of your customers, customizing a digital marketing experience that will speak to them as individuals.

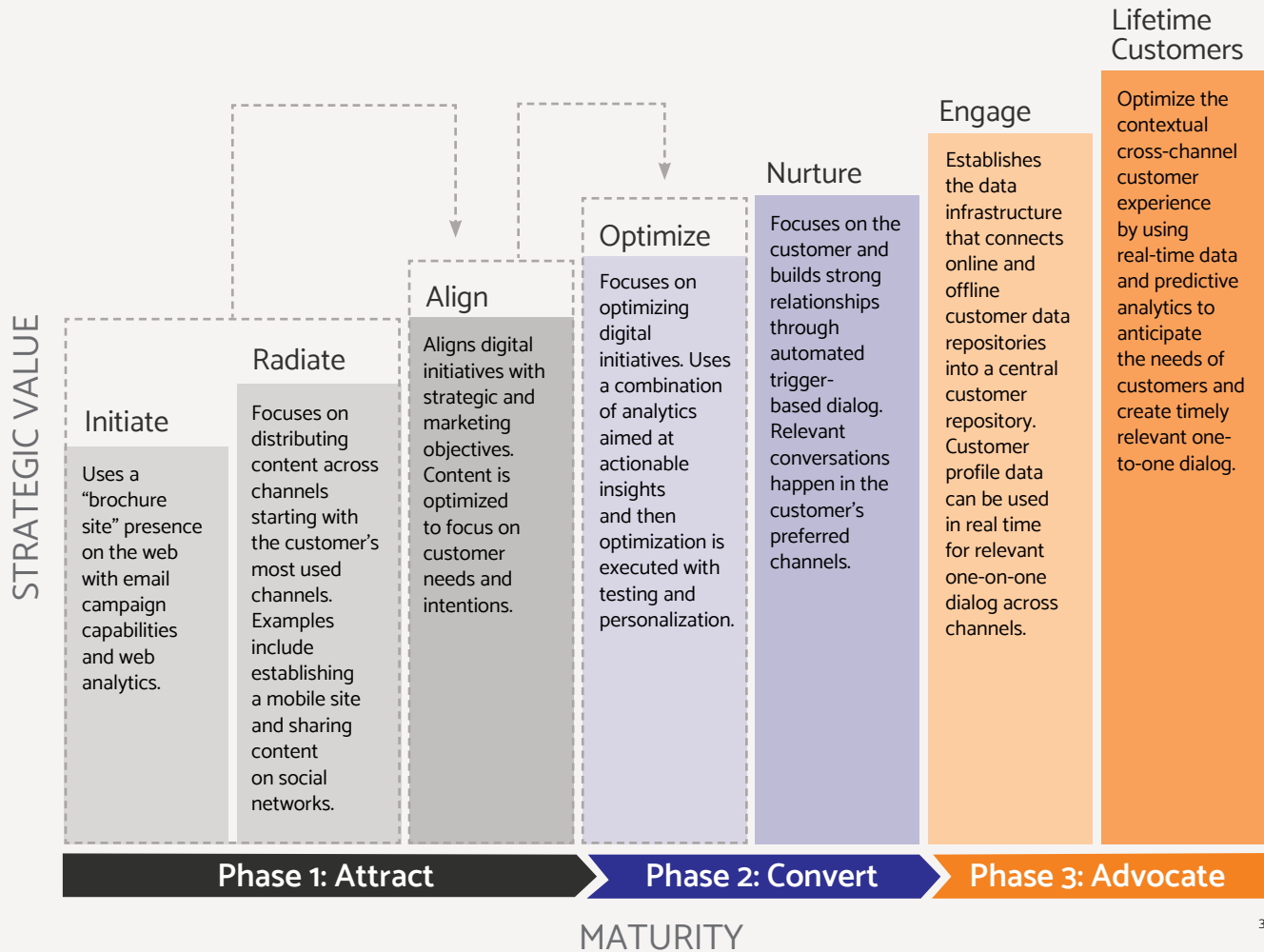
Tip: Discover how to choose the best platform in the following section: **The Next Step.**



2 A Comprehensive Strategy

Start by assessing your current digital marketing maturity. The Sitecore Customer Experience Maturity Model[®] developed by Sitecore, a global leader in experience management software, provides a clear reference point of where you are and what you need to reach the next level.

Customer Experience Maturity Model



³ The Business Case for Context Marketing: How to Prove the Value of a Customer-Centric Approach. Sitecore Business Optimization Strategies. Accessed 6 November, 2018. Retrieved from Sitecore.

Your plan should include digital initiatives designed to help marketing achieve its objectives. In turn, marketing objectives must advance your business goals. Think of a three-tiered pyramid with your business goals at the top.

An agile solution and implementation partner enable you to see immediate results. Go after the low-hanging fruit as part of your implementation strategy to get high-impact, quick wins under your belt. This not only helps you bring in revenue and achieve faster ROI, it also goes a long way to demonstrating to stakeholders—including senior executives—that this is a worthwhile venture.

Tip: Maintain a balance between working towards instant gratification quick wins and moving steadily towards the even more satisfying and lucrative end game.



3 The Right Team

A top performing context marketing team is made up cross-functional professionals with a profound knowledge in their area of expertise, as well as an advanced grasp of other disciplines. Sitecore recommends that your core team include:

Customer experience leader

The boss of the program—with the seniority to get C-level executives on board at every stage and the ability to direct marketing, operational, and IT efforts.

Digital strategist

Develops cross-channel digital strategies. Responsible for developing business cases for your context marketing initiatives.

UX designer

A UX designer with strong CX acumen, who designs and governs the entire customer experience, selecting components for personalization and optimizing customer journeys through connected, digital channels.

Content marketer

Works closely with your digital strategist, experience architect, and agency partners to create all content (personalized and non-personalized) for your site.

Marketing technologist

A new role that works alongside a digital strategist to implement and optimize marketing tactics. Ideally requires hands-on experience in website optimization, analytics, marketing automation, or e-commerce.

Digital analyst

Provides insights into customer journeys and intent, as well as channel and campaign performance.

Experience architect

Measures and optimizes context marketing efforts. Technical knowledge and excellent understanding of marketing tactics is required.

IT representative

Balances time frames, marketing needs, and IT capabilities to build the best possible solutions.

Sitecore partner

An experienced Sitecore partner who helps marketing visualize the possibilities, while working with IT to optimize the technology. Some of the roles listed might even be outsourced to partners to round out an organization's team as they scale. ⁴

Tip: Check out Sitecore's in-depth guide on how to set up a winning context marketing team.

⁴ *The Context Marketing Workbook: A Practical Guide for Modern Marketers. Sitecore Business Optimization Strategies. Accessed 6 November, 2018. Retrieved from Sitecore.*



The Next Step

Choosing the Right Platform

To achieve the most immediate ROI and long-term rewards, invest in a platform with exceptional:

1

Agility

Look for a solution that will work for you; one that offers a 100% fit to your unique rules and requirements. Ensure that it is scalable to your changing business goals, able to fulfill your current and all future marketing and digital experience needs.

2

Integration

Sledgehammer to silos, remember? But the ideal platform does more than break down walls; it builds connections, enabling smooth integration with other tools and systems, including your experience platforms, content management solutions and commerce solutions.

3

Contextual insights

These are achieved by best-in-class algorithms, analytics and machine learning which sifts through, interprets and contextualizes big data, using it to build individual customer profiles, anticipate their needs and provide a personalized, relevant and seamless omnichannel digital experience.

4

Data protection

Context marketing and the digital experience are about relationship building and relationships are about trust. Make certain your chosen context marketing platform includes encryption protocols that keep customer data private and secure.

5

Capacity

Context marketing, by definition, deals with huge amounts of data, so a built-for-purpose platform will allow for large amounts of storage space as well as superior processing speed to sustain a high-grade digital experience.

6

References

Look for a solution with a stellar track record, provided not by the developer but by independent market research organizations and—even better—satisfied customers.

Choosing the Right Partner

Leading companies are using “new partnerships to invent new products and services that meet the goals of their customers and employees and, in doing so, are achieving new levels of growth and differentiation.”⁵ A clear example of this, again, is Sitecore, which has been consistently recognized as being best-in-class for digital experience⁶. However, a leading research firm has also stressed that full return of investment requires the platform’s full spectrum of advanced capabilities. It is therefore essential to engage an implementation partner who has a profound understanding of your chosen platform’s capabilities.

In addition, look for an agency that:

- Enables you to take immediate steps towards achieving your marketing and customer experience goals, by providing advice on governance, customizing and implementing your solution, and if necessary, even stepping in to ensure you are operating with a complete team
- Will take on the role of partner rather than mere vendor, fully invested in your project’s success
- Has a team of dedicated experts able to provide insight on best practices in context marketing, digital experience, IT, sales, strategy and governance
- Demonstrates integration expertise in top-performing context platform implementation
- Can offer innovative, scalable solutions that will address both your immediate needs and future requirements
- Can provide testimonials from satisfied customers in a wide range of industries

⁵ *Intelligent Enterprise Unleashed: Redefine Your Company Based on the Company You Keep*. Accenture Technology Vision 2018. Accessed 9 November 2018. Retrieved from Accenture.

⁶ *Magic Quadrant for Digital Experience Platforms*; Gartner; 11 February 2019; <https://www.gartner.com/doc/reprints?id=1-686HSJ3&ct=190213>



About Nish Tech

An award-winning digital agency, Nish Tech is one of the most technologically advanced Sitecore Silver Implementation Partners in the country. Specializing in delivering innovative, scalable, and secure web and e-commerce solutions to our clients, we excel in delivering business-critical projects within a very short time frame, working with our customers to achieve the fastest ROI as well as long-term benefits. Our friendly, quality-driven customer-focused team is committed to your ongoing success, providing support and building a relationship that will extend well beyond implementation.



www.nishtechinc.com



513-469-8500



info@nishtechinc.com

100 E-Business Way, Suite #320, Cincinnati, OH 45241