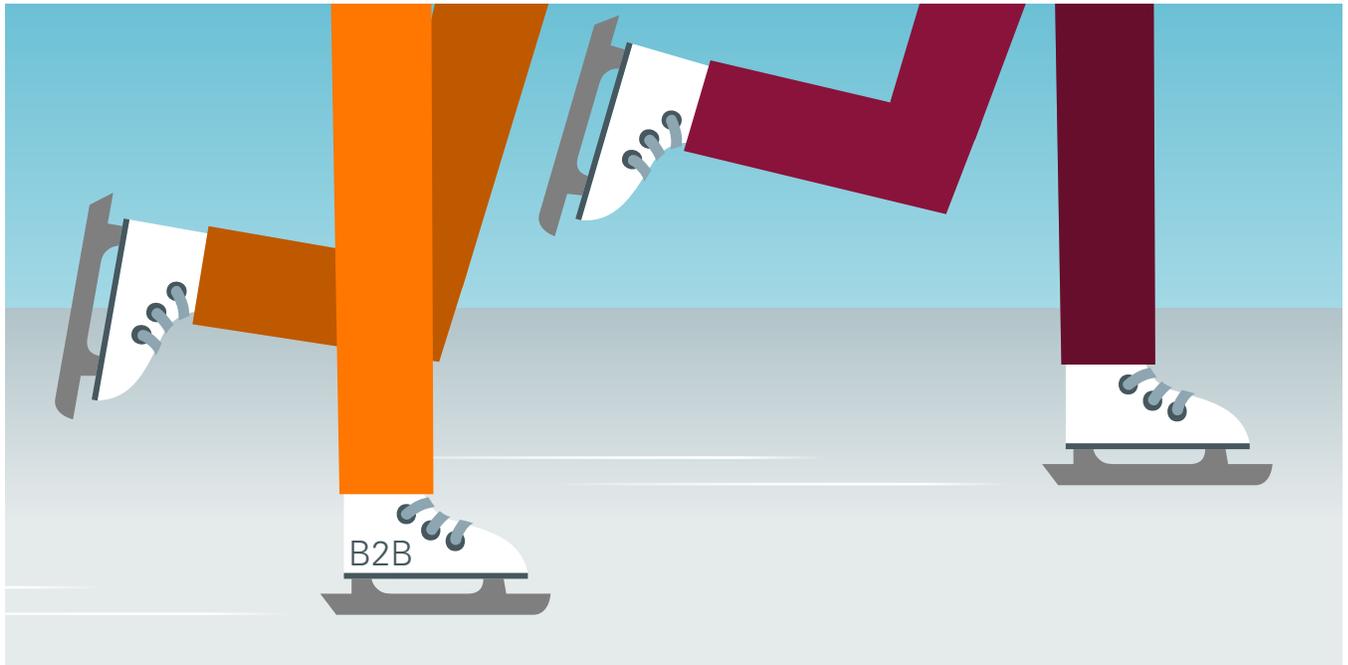


Frictionless B2B

Creating a smoother customer journey in a world of marketing potholes.





Introduction

Continuous. Effortless. Uneventful. Smooth. These are all synonyms for the word “frictionless.” They all mean pretty much the same thing as it relates to a cross-channel B2B marketing experience – a smoother ride for your customers along their journey.

In other words your customers want, demand and quite frankly expect a cross-channel experience where they receive essentially the same message across all of those same channels.

In the recently-released [Modern Marketing Essentials Guide to Cross Channel Marketing](#), we talk about how the customer experience is broken and why it is broken – far too many customers are subjected to a fragmented or non-integrated experience across all channels.

Rest assured, the experience is in fact broken and it is broken whether you fall on the B2C or B2B side of the aisle.

In this particular guide we’ll discuss some ways to remove any friction B2B marketers may be having as it relates to delivering a cross-channel marketing experience.

For you B2C marketers out there, you will want to check out [Frictionless B2C](#). Clever title, huh?

Ok enough levity. Let’s steamroll through this together.

THE STATE OF CROSS-CHANNEL B2B: A state of confusion

A snapshot of today's B2B audience experience.



9:20 AM

An HR staffer on a budget gets yet another email about the latest in expensive data center servers. She's never even been in the company's data center.



11:13 AM

Ambiguous search results lead a VP to think an enterprise security firm just sells home alarm systems.



1:04 PM

An IT director fumes when he sees banner ads promoting a new deal he didn't hear about from his account rep. Much money could have been saved.



3:31 PM

A company is kicked out of the short list for an RFP because contradictory marketing information and emails campaigns have been sent to evaluation team members.

Those examples seem innocuous; even easily correctable case-by-case. But how many times are they repeated across all of your audiences? Unfortunately, the stats reveal bigger issues than most believe they have.

A bigger picture of the problem.

- 78% of customers don't receive a consistent experience across all channels. (Accenture)
- 96% of buyers receive irrelevant ads or promotions (Janrain and Integrated Marketing Survey 2013)
- 74% of customers are frustrated that web content doesn't map to their interest (Nielson)

AT THE END OF THE DAY

94% of customers have discontinued communications with a company because they receive irrelevant promotions and messages. (Blue Research)

SO WHAT'S THE PROBLEM?

Team Tumult = Channel Chaos

Lack of engagement coordination can trip up everything.

According to Forrester: "Even within marketing, silos inhibit coordination, resulting in less-than-ideal customer experiences." (Why You Need to Be a Modern Marketer 2014).

89% of marketing teams have internal divisions between channels. (Janrain Survey 2014)

Without a coordinated, cross-departmental, cross-channel fix, marketers can suffer:

- Loss of customer interest
- Lost of customer loyalty
- Confusion and mistrust
- Loss of market share

Regardless of channel, consumers and prospects have more refined appetites for marketing and higher expectations. They desire more than a generic product experience—they want to feel an affinity for their investment and attraction to a brand.

70% of marketers say they lack a consistent or integrated content strategy. (Altimeter Group)

THE SOLUTION:

The Frictionless Customer Journey

No more bumps, detours, or hiccups.

According to research by Deloitte, "ideal customers" spend 2x as much as regular customers, and carry a 5x greater lifetime value because they drive a modern word-of-mouth strategy for your company, service or brand. Those ideal customers are ones that:

- Can confidently get valuable, consistent information from you at any time
- Welcome new developments communicated to them
- Gladly share successes with peers
- Feel a part of a greater community around your products and services

End-to-End Customer Experience and Marketer Experience Powered by the Oracle Marketing Cloud



WHAT ABOUT SALES: Keeping them involved every step.

What you can do. What they can do.

That frictionless customer experience should be carried on once the sales opportunity is established. Here are some things you can do to help your sales colleagues bring that about:

Communicate. Communicate! COMMUNICATE!

Simply keeping every inside and outside sales rep apprised of plans and activities can go a long way. For example, if you are planning to launch a content offer that will go out to prospective customers, it is important to educate sales on the content ahead of time so they can speak to it when communicating with prospects.

Enable engagement visibility from suspect to purchase.

Your sales team should be able to see the Digital Body Language¹ of every contact in the CRM. Most automation systems provide data about first to last engagements, webpage visits, etc. This data enable sales reps to tailor their pitch and customize their approach for each prospective buyer.

Keep the message consistent.

Provide sales with automated tools to continue the conversation with their leads – but in a templated way to ensure uniformity in tone and offers. Template emails addressing different pain points can boost sales productivity significantly.

SOME PROOF: Real successes from real global companies.

Rockwell Automation

Email alone was not driving the conversions they required for success. A highly focused suite of content was created, linked to specific target audiences and personas using segmentation tools and Digital Body Language—for both known and anonymous contacts. The program was also deployed across social and online remarketing channels, leveraging dynamic content from inbound traffic on their own website and outbound (email and telemarketing).

THE RESULTS: A 23X INCREASE IN TRAFFIC AND CONVERSION RATES IMPROVED BY 25%.

Rockwell Automation helps manufacturers succeed and grow with industrial automation control and information solutions designed to give a competitive advantage.

¹Digital Body Language is revealed through online activities such as website visits, white paper downloads, and email responses.

ADP

ADP's new integrated program was designed to both warm existing prospects and clients to prime the pump for their field sales campaigns as well as generate net-new inquiries into the database. Once the quarterly umbrella theme was chosen, the messaging and conversation logic were disseminated to all marketing efforts: pre-sale nurture programs, field sales campaigns, social sites, and even mobile sales tools and apps.

THE RESULTS: 331% UPTICK IN OPEN RATES AND DRAMATICALLY INCREASED ENGAGEMENTS, MORE THAN \$100M IN INFLUENCED NURTURE OPPORTUNITIES.

As one of the world's largest providers of business outsourcing and Human Capital Management solutions, ADP offers a wide range of human resource, payroll, talent management, tax and benefits administration solutions from a single source, and helps clients comply with regulatory and legislative changes, such as the Affordable Care Act (ACA).

And finally, some wisdom from a B2C powerhouse: Nordstrom

"Companies were in control up until 2000. But now the customer is in the driver's seat. If you embrace that, you will thrive. If not, then by 2020, you will not survive." — Jamie Nordstrom

Nordstrom is focused on providing a consistent customer experience wherever customers go, engaging in personalized conversation across channels, and recognizing them when they're in store. They have personalized stylists for frequent customers, and they have invested in things like Mobile POS to shorten lines for their customers. They accept they're no longer in control, and that acceptance ensures they are never out of touch with their needs. Rather than being reactive, they are being proactive.

They are creating a digital dialogue.

About Oracle Marketing Cloud

Modern Marketers choose Oracle Marketing Cloud solutions to create ideal customers and increase revenue. Integrated information from cross-channel, content, and social marketing with data management and dozens of AppCloud apps enables these businesses to target, engage, convert, analyze, and use award-winning marketing technology and expertise to deliver personalized customer experiences.

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