

# The Rise of Technology-driven Marketing

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*The marketing transformation company*



## *A transformational tech trend*

- Marketing and sales are investing more heavily than ever in information technology
  - The micro level: Your company's marketing will become more precise, powerful and efficient—or it had better
  - The macro level: One assumes the economy will get a productivity shot in the arm

**WIN/WIN**

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# *The rise of scientific marketing*

- Zhivago's advice: Don't be the low-tech waitress in a world of high-tech restaurants
  - New, sophisticated marketing solutions are impacting the bottom line
- “The last corporate department to be automated,” versus “the next big thing”



## *From connectivity*

- Despite the Internet “exuberance,” Web tech did remove business friction both inside organizations and among suppliers, producers, and consumer:
  - Connectivity → cost of access
- This last tech wave also enabled applications that streamlined and synchronized well:
  - Enterprise resource planning
  - Supply chain management



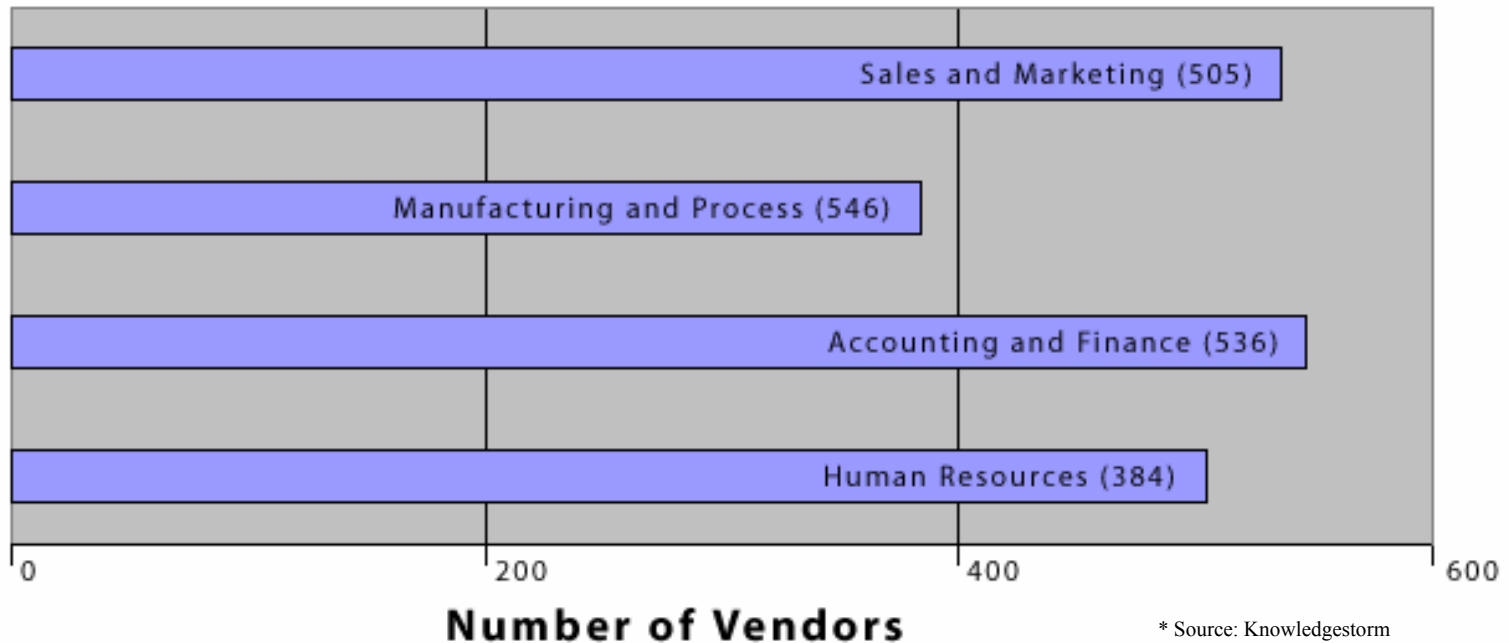
## *...to next wave technologies*

- New capabilities take marketing activities beyond access and transactions:
  - Intelligence (e.g., knowledge management)
  - Acquisition (e.g., marketing automation)
  - Retention (e.g., contact center management)
- Greater efficiency and market momentum for the companies that do this right



## *A recently matured field*

- Sales and marketing applications have finally arrived, with more vendors than ever:



## *A recently matured field*

- At the top of corporate shopping lists for 2003:
  - Sales force automation
  - Query, reporting and analysis



# *How? Software improvement*

- Marketing tools unchanged for decades
- IT productivity impacts were limited to simple, repetitive work
- Software can now benefit more complex tasks:
  - More useful
  - More usable
  - Easier to integrate



## *How? Cost and access*

- It's a buyer's market
- Here comes Microsoft for CRM
  - Integration power
  - Ease of use
- Application service providers (ASPs) are getting more robust



# Intelligence

- Knowledge management
  - Collecting data from multiple sources for ongoing use (access, reference)
  - Complex systems that index, mine and organize different kinds of corporate data:
    - User-friendly databases for direct customer use
    - Employee training
    - Competitive intelligence
    - Knowledge queries



# *Intelligence*

- Segmentation and profiling
  - Targeting groups of customers who share specific characteristics—and similarity in how they will respond to marketing initiatives
  - Advances in software design are helping marketing be more precise and avoid wasteful spending



# Acquisition

- Marketing automation
  - Applies “classic manufacturing processes” to the marketing function. For example:
    - Quality control
    - Project management and tracking
  - Internal marketing automation programs boost productivity and cut labor costs up to 12 percent\*:
    - Reuse of work instruction
    - Standardization of procedures with outside vendors
    - Leverage previously-used resources (templates, checklists)

*\*Source: Zhivago.com*

# Acquisition

- Campaign management
  - Here's why demand is on the rise:
    - Highly-personalized
    - Integrated, multi-media
  - Great response rates. So what?
    - Marketing spending becoming more effective
    - Competitive advantage



# Retention

- Customer relationship management
- A notorious IT concept with a new image
- Centers on customer service and loyalty
  - Interface to the applications and data (e.g., order-entry and purchase histories)
  - Improving customer satisfaction through personalized interactions
  - Maximizing profits



# Retention

- Contact center management
  - The burden: Investment in multiple modes of communication:
    - Telephone
    - Email
    - Internet
  - The benefit:
    - Self-service applications help labor cost
    - More productive use of people



# Conclusion

- Marketing & IT will become partners with each learning and benefiting from the other
- Marketing will become a results-driven function, using IT tools to prove its ROI
- The Marketing application industry is just taking off ... chasm crossing and consolidation now beginning
- The results will be more personalized marketing whether consumer or business-to-business

