

Building the Marketing-Technology Alliance

Building Your Marketing-Technology Alliance

Collaboration Strategies & Practical Solutions

In customer engagement, marketing and technology have collided. Projects are co-owned and leaders from across the business need to identify ways to help teams collaborate and bridge the digital divide.

Changing Marketing Technology Landscape

- Changing Leadership Roles and Shifting Budgets for Marketing and Technology - CIO, CMO, CTO, CDO
- Immediate Feedback - Social is empowering customers and changing the business / consumer relationship
- One to One Marketing - Individualized marketing with more touchpoints and Big Data
- Changes in the Buying Process - Buyers are more informed, contacting business later in the buying process
- Customer Loyalty Programs, Reputation Management, Mobile Marketing, "Showrooming", and more!

Impact of Technology on Corporate, Shop and Customer Levels

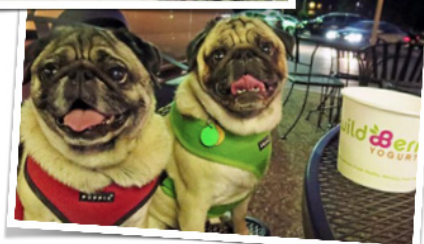
Throughout the buying process we want to examine how Technology effects each interaction in both exciting and challenging ways. Customer Journey Mapping allows us to learn how buying decisions are being impacted and changing.

Only 25 percent of Americans said they now base buying decisions on brand. Brand names once carried a lot of currency because impartial information about products and services was limited.
2012 Ernst & Young report

Corporate Operations & Leadership



Shop Managers & Franchise Owners



Empowered Customers

Discussion Group Format

1. Present overview of each level
 - Corporate
 - Shop
 - Customer
2. Three Questions / Discussion Concepts for each level
 - Operations (Budget, Roles-Outs, Data Management)
 - Leadership (Getting Buy-In, Trust, New Roles)
 - Experience (Ongoing Management, Customer)
3. Room divided into sections A, B, C
4. Group Discussion (10 min)
5. Assign a table Spokesperson and Notetaker
6. Discuss topic
7. Some of Groups present key findings to room (10 min)
8. Any topic champions in the room? Let us know!
9. Move onto next discussion round

Corporate Level

The Merging Roles between IT and Marketing

- The Merging Roles of Marketing and IT - Who is responsible?
- Leadership overlap and changing CMO roles in areas that were once asked of the CIO or CTO
- CMO and CIO relationship
- Emergence of the Chief Digital Officer (CDO)
- Marketing and Technology Budgets overlap

Who is Responsible? Have a Champion for Marketing and Technology Efforts?

Increasing Marketing and IT combined efforts, Who owns the Budget, Resources, etc....

ROUND 1 - Corporate Level Key Findings

Merging and Shifting Budgets, Building Trust, Emerging Roles

1. _____
2. _____
3. _____
4. _____
5. _____

ROUND 1 - Action Items and Next Steps



Shop Level

Online Marketing and Social Media is continually changing, making it impossible to have a perfect Online Presence; however, we have scored and tracked hundreds of businesses to measure the strength of their Online Presence. We calculate a business's score to determine the impact of its online efforts and identify which areas are most effective and which could use the most improvement. To do this, we have identified 9 key areas in which a business or organization can use Social Media for clear, measurable results. Each of the 9 Key Areas is scored from 0 to 100 for a total possible score of 900.

The Key Benefit of Online Marketing is the ability to track and analyze results, then quickly replicate or adjust for optimal performance.



Shop Level Trends

- Customer Engagement Marketing

Immediate feedback and interaction

- Big Data on Buyers and Non-Buyers

How can we get non-buyers to become buyers

- Customers Are Advocates

Social is Changing the Traditional Business to Consumer Relationship

- Buying Process

Buyers are more informed, contacting business later in the buying process

Which of These 9 Key Areas Are Your Shop Managers and Owners Engaged In?

<p>WEBSITE & BLOG (Wordpress, Blogger, Wix, Google Ranking, SEO / CRO)</p> <p>YOUR SCORE</p> <p>AVERAGE SCORE: 52</p>	<p>ONLINE DIRECTORIES (Google Maps, Yahoo Local, Yellow Pages)</p> <p>YOUR SCORE</p> <p>AVERAGE SCORE: 41</p>	<p>REVIEW SITES (Yelp, Google Local, Citysearch, MerchantCircle)</p> <p>YOUR SCORE</p> <p>AVERAGE SCORE: 50</p>
<p>SOCIAL NETWORKS (Facebook, LinkedIn, Biznik, VentureStreet)</p> <p>YOUR SCORE</p> <p>AVERAGE SCORE: 28</p>	<p>MICRO-BLOGGING (Twitter, Tumblr, Flickr, Pinterest)</p> <p>YOUR SCORE</p> <p>AVERAGE SCORE: 10</p>	<p>RICH MEDIA (YouTube Videos, Pinterest iTunes, Audio Podcast)</p> <p>YOUR SCORE</p> <p>AVERAGE SCORE: 11</p>
<p>MOBILE APPLICATIONS (FourSquare, Urbanspoon, Yelp, App Store, SMS Text)</p> <p>YOUR SCORE</p> <p>AVERAGE SCORE: 52</p>	<p>INDUSTRY SPECIFIC (Green Business, Chambers, Best of, HealthGrades, Lawyers.com)</p> <p>YOUR SCORE</p> <p>AVERAGE SCORE: 41</p>	<p>EVENT PROMOTION (Meetup, EventSpot, Eventbrite, PlanCast, FullCalendar)</p> <p>YOUR SCORE</p> <p>AVERAGE SCORE: 50</p>

POOR 119 and below	FAIR 120 - 259	AVERAGE 260 - 449	GOOD 430 - 549	EXCELLENT 550 and up
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285

ROUND 2 - Shop Level Key Findings

Cost of Marketing Technology, Increasing Shop Level Adoption, Reputation Management and Customer Engagement

1. _____
2. _____
3. _____
4. _____
5. _____

Customer Level

Where are your customers most engaged?

What Are they Looking For? Where are they on the Internet? How Do they Find You? What are Your "Competitors" doing? Not sure... develop a set of questions to survey your current or perspective clients.

ROUND 3 - Customer Level Key Findings

The Technology of Customer Experience, Social Engagement, Sharing Information and Big Data

1. _____
2. _____
3. _____
4. _____
5. _____



ROUND 3 - Action Items and Next Steps

Identify Your "Super Fans" - Do You Know Who They Are?

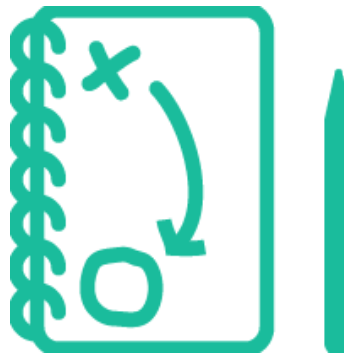




Marketing - Technology "Winning Strategy" Includes:

Across the corporate, shop and customer level what are the next steps you can take?

- setting objectives
- identify leadership team
- determining messaging
- creating a schedule
- generating system wide buy-in
- provide support and resources
- analyzing results



Workshop Key Findings

Find more resources and materials at www.PiedmontAve.com/RestaurantSummit

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