FIVE WAYS TO

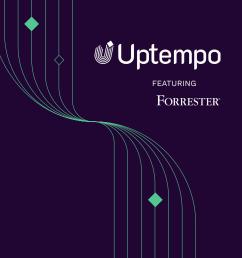# Accelerate B2C Marketing's Business Impact

Following an Uptempo webinar featuring guest speaker Jesica Liu, we asked her to share some tips:

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1

Become customer insights-driven and embrace unified marketing measurement.

Operationalize your company's systems of insight — a combination of people, process, and technology that harnesses and applies insights across the business consistently to turn data into action. Good news: analytic measurement techniques have evolved to generate insights, not just metrics. Marketing measurement approaches, like marketing mix and digital attribution models, work together to form the next evolution of unified marketing measurement. This results in a holistic view of strategic channel performance and marketing tactic performance. As recently as two years ago, only 7% of firms fit the criteria of an advanced insights-driven business.

Example: A multichannel retailer used a unified marketing measurement model which drove a significant increase in revenue by beginning its awareness TV advertising two weeks before it launched its sales-focused online ads.

2

Shift to people-led planning.

Traditional marketing planning follows an established sequential process of situational analysis to competitive analysis to objectives setting to target market to positioning to marketing mix to budget to programs. People-led planning replaces that lumbering linear process with a flywheel in which marketers plan continuously, with ongoing measurement, using fungible budgets. Plan along five dimensions of insights, journeys, messaging, context, and budget.

Example: At the start of the pandemic, a national food delivery service pivoted and launched a new marketing strategy in six days to adapt to unchartered territory of social isolation and rigorous health protocols.

3

Empower people to work in a responsive way.

Foster a growth mindset by motivating your employees. Challenge them with attainable stretch goals and reward effort toward progress, not just an end result. Then, plan for possible pivots and a response for potential moments (positive and negative) for if/when they become real. Finally, codirect process change with your team. Eradicate hierarchies, share work with frontline teams, connect day-to-day workers to the big picture, and give stakeholders ownership over new processes.

Example: A global beauty company launched predetermined crisis recovery workflows after its marketing analyst team detected large demand changes in APAC.

4

Use agile development principles to guide your planning evolution.

Emphasize work effort over an end reveal by focusing on gradual progress which can be more motivating than a big "ta da" reveal. Act; don't just plan by reducing steps in the process to respond faster and less expensively to customer needs (which change so quickly) and incorporating more small trials. Broaden who and what counts in the plan by collaborating with stakeholders upstream and downstream and consider all customer interactions (not just paid media) in your plans. Create reasons to talk frequently about marketing plans because people-led planning is iterative and a living process and should have visibility in the company.

Example: A travel company replaced occasional lookback reviews with continuous pulses of customer and business insights to prevent surprises and enable real-time decisions.

5

Experiment with collaborative, agile-friendly tools to manage and coordinate resources.

Marketers are working toward greater speed-to-market and adaptability. Some technology solutions allow cross-functional teams to share insights, progress, and goals quickly and easily. Marketing resource management (MRM) tools facilitate project management, making marketing operations nimbler; while reducing redundant processes that prevent proactive customer engagement. Experimentation platforms with capabilities like feature flagging, A/B testing, and direct user testing also allow teams to make strategic bets without making product investments riskier.

Example: One regional retailer leveraged an MRM tool for people and content management, which included creative brief development, intake form submission, staffing and project status tracking, reviews and approvals, and content storage to maintain versions, brand consistency, compliance, and content optimization.