

OVERVIEW

With a seemingly never-ending list of digital tactics to choose from, how do you select ones that will work for your audiences? This overview will cover the top tactics for omnichannel promotions and how to use them in your marketing mix, like personalized experiences, Chat bots, email and social. This playbook will cover the Inputs, Activities, Team and Deliverables for calibrating your digital mix.

OUTCOMES OF THIS PLAY



Rebalanced Marketing Strategy

Marketing teams tend to over-rely on tactics that generate results. With marketing mixes in upheaval, this is an opportunity to re-evaluate what has worked and see how short comings can be improved. Further, with changes in audiences content consumption and buying trends, marketers must stay on top of innovation.



Testing Methodology in Place

Marketers must embrace testing in a digital-first world. And testing that goes beyond subject line A/B tests. Leveraging testing methodologies will allow you to dissect whether it was the channel, message or offer that is or isn't resonating with audiences.

PROCESS

Inputs: Buyer's journey and personas

One of the best places to uncover how to reach audiences is through the treasure trove of information included in these two places. Use these as a start, since the digital-first world is evolving rapidly.

Inputs: Industry research on trends

To supplement what you know, look into what others are saying on the channels that you're exploring. What's important here is to not over-rotate based on this information. Always look for information about the buyers

in your industries, not just general information. This information must be balanced against what you see in your systems and hear from customers.

Inputs: Martech capabilities

Always keep in mind that you can only work with what you have in the moment. This is important to understand what you can execute on today. But keep in mind to log this information that can be put forward in the future to unlock additional capabilities.

Activities: Testing

One of the hardest things to decipher is when something doesn't go as planned in a marketing program is identifying the root issue- was it the channel, the messaging or the offer? Or

a combination? By breaking each marketing motion into parts, you can evaluate which part is resonating with audiences and where there are opportunities for improvement.

Activities: Promotional mapping

It is critical that each asset or channel you are promoting has a set direction when it comes to the promotional channel being used. With everyone turning to digital channels, marketers must select the channels that will work for each asset, rather than throwing the digital kitchen sink at each asset.

Team

The required team members to operationalize basic engagement techniques include:

- Digital marketing, the Sherpa
- Demand marketing
- Creative

DELIVERABLES

Promotional Map

DELIVERABLE NAME:

CLIENT NAME:

DATE:



 PROMOTIONAL CHANNEL	 ASSET	 PERSONAS
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KEY RESULTS BASED ON PROMOTION CHANNEL AND ASSET TYPE

NEXT STEPS

As you embark on your journey to calibrate the right mix of digital tactics, you must remember that this is not “set it and forget it.” Ongoing learning about what is working in the market paired with what you’re learning from your audiences (through persona work and insights from testing) should always be considered at the onset of every new program. In this digital-first world we must always make sure that every interaction, every touch point is on brand to create a consistent and cohesive experience for audiences.