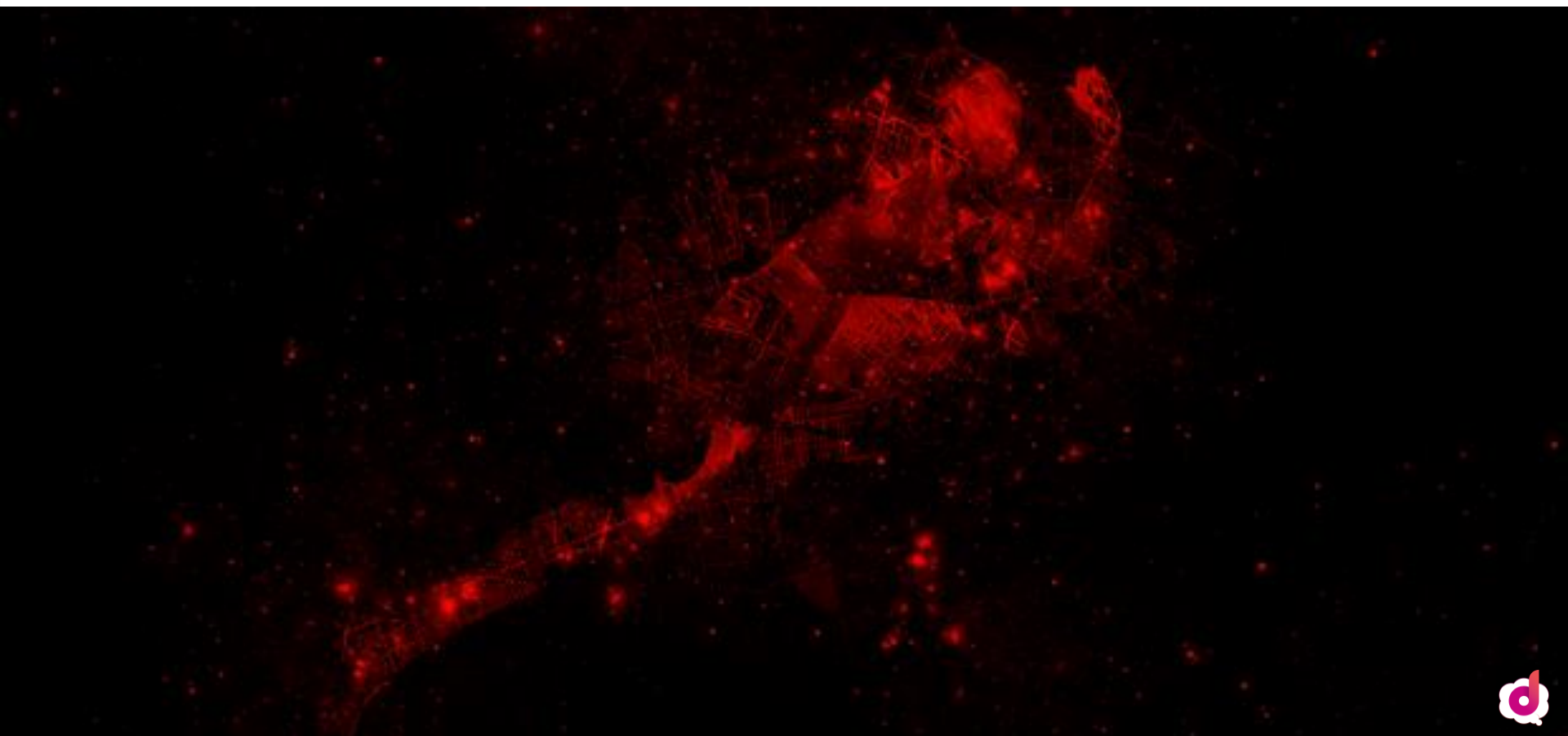


FUTURE_{OF} AUTOMATION





“**CONTENT IS THE
VOICE**
—— *of your* ——
STRATEGY”





TWEET TO WIN
@WarrenKnight

Warren Knight
thinkdigitalfirst.com
Digital Leadership
Speaker · Trainer

BENCHMARKING



	1 INITIAL	2 MANAGED	3 DEFINED	4 QUANTIFIED	5 OPTIMISED
CAPABILITY	BEHIND THE CURVE	DEVELOPING	COMPETENT	ABOVE AVERAGE	MARKET LEADER
Journey Approach	No customer journey defined	High level journey defined, but rarely informs decisions	Micro-journeys have defined impact points	Defined micro-journeys for key audience segmentation	Connected Journey is driving digital transformation across all channels
Journey Analytics	No metrics or defined KPIs	1+ digital channels tracked - volume based metrics	Cross-channel analytics reporting informs stakeholders	Combined behavioural metrics are driving CX improvements	Analytics are aligned to business KPI's and recurring decision cycles
Persuasive Content	Sales collateral without content strategy	Content is informed by customer pain points but lacks cohesion	Defined content marketing strategy + execution	Cross-channel content distribution + promotion - virtuous optimisation cycle	Dynamic, personalised content creation + distribution mapped to journey
Integrated Data	Data sources not connected	2+ key data sources share information	Data repository to support multi-channel analytics	Integrated data to support positive experience	Data driven approach optimises media spend decisions across channels
Marketing Technology	Buying technology to support singular CX needs	Realise disparate technologies impact CX	Martech stack supports business goals	Integrate systems, consumer IDs, CDP	Technologies supporting a fluid customer journey
Customer Experience	CX tends to focus on website, not a holistic view	Align customer experience with 2+ channels	CX experimenting between online + offline	Integrated CX experience across key revenue producing channels	Customers reward you with revenue + advocacy
Organisational Structure	Channel-focused departments, siloed culture	CMO owns CX, but legacy barriers persist	CX group from key channels meet regularly	Organisation is aligned around customer experience and shared KPIs	Business results are driven by holistic customer experience and continuous improvements



1

INITIAL

CAPABILITY	BEHIND THE CURVE
Journey Approach	No customer journey defined
Journey Analytics	No metrics or defined KPIs
Persuasive Content	Sales collateral without content strategy
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Marketing Technology	Buying technology to support singular CX needs
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Organisational Structure	Channel-focused departments, siloed culture



BEHIND THE CURVE

No customer journey defined
No metrics or defined KPIs
Sales collateral without content strategy
Data sources not connected
Buying technology to support singular CX needs
CX tends to focus on website, not a holistic view
Channel-focused departments, siloed culture



CAPABILITY
Journey Approach
Journey Analytics
Persuasive Content
Integrated Data
Marketing Technology
Customer Experience
Organisational Structure

2 MANAGED
DEVELOPING
High level journey defined, but rarely informs decisions
1+ digital channels tracked - volume based metrics
Content is informed by customer pain points but lacks cohesion
2+ key data sources share information
Realise disparate technologies impact CX
Align customer experience with 2+ channels
CMO owns CX, but legacy barriers persist



DEVELOPING
High level journey defined, but rarely informs decisions
1+ digital channels tracked - volume based metrics
Content is informed by customer pain points but lacks cohesion
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Realise disparate technologies impact CX
Align customer experience with 2+ channels
CMO owns CX, but legacy barriers persist



CAPABILITY
Journey Approach
Journey Analytics
Persuasive Content
Integrated Data
Marketing Technology
Customer Experience
Organisational Structure

3 DEFINED
COMPETENT
Micro-journeys have defined impact points
Cross-channel analytics reporting informs stakeholders
Defined content marketing strategy + execution
Data repository to support multi-channel analytics
Martech stack supports business goals
CX experimenting between online + offline
CX group from key channels meet regularly



COMPETENT
Micro-journeys have defined impact points
Cross-channel analytics reporting informs stakeholders
Defined content marketing strategy + execution
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CX experimenting between online + offline
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CAPABILITY
Journey Approach
Journey Analytics
Persuasive Content
Integrated Data
Marketing Technology
Customer Experience
Organisational Structure

ABOVE AVERAGE
Defined micro-journeys for key audience segmentation
Combined behavioural metrics are driving CX improvements
Cross-channel content distribution + promotion - virtuous optimisation cycle
Integrated data to support positive experience
Integrate systems, consumer IDs, CDP
Integrated CX experience across key revenue producing channels
Organisation is aligned around customer experience and shared KPIs



4 QUANTIFIED
ABOVE AVERAGE
Defined micro-journeys for key audience segmentation
Combined behavioural metrics are driving CX improvements
Cross-channel content distribution + promotion - virtuous optimisation cycle
Integrated data to support positive experience
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CAPABILITY
Journey Approach
Journey Analytics
Persuasive Content
Integrated Data
Marketing Technology
Customer Experience
Organisational Structure

MARKET LEADER

Connected Journey is driving digital transformation across all channels

Analytics are aligned to business KPI's and recurring decision cycles

Dynamic, personalised content creation + distribution mapped to journey

Data driven approach optimises media spend decisions across channels

Technologies supporting a fluid customer journey

Customers reward you with revenue + advocacy

Business results are driven by holistic customer experience and continuous improvements



5

OPTIMISED

MARKET LEADER

Connected Journey is driving digital transformation across all channels

Analytics are aligned to business KPI's and recurring decision cycles

Dynamic, personalised content creation + distribution mapped to journey

Data driven approach optimises media spend decisions across channels

Technologies supporting a fluid customer journey

Customers reward you with revenue + advocacy

Business results are driven by holistic customer experience and continuous improvements



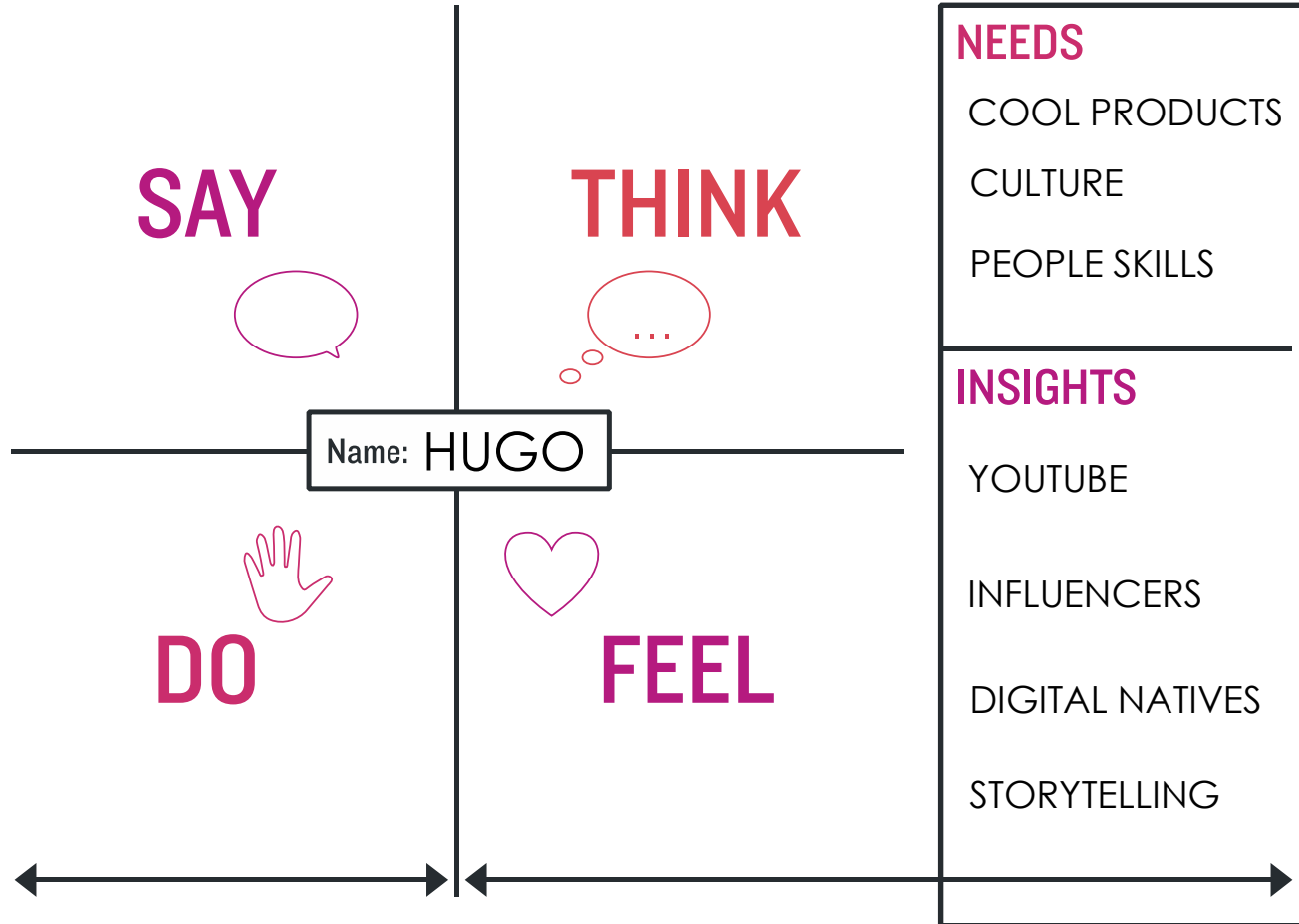
RE:INVENT



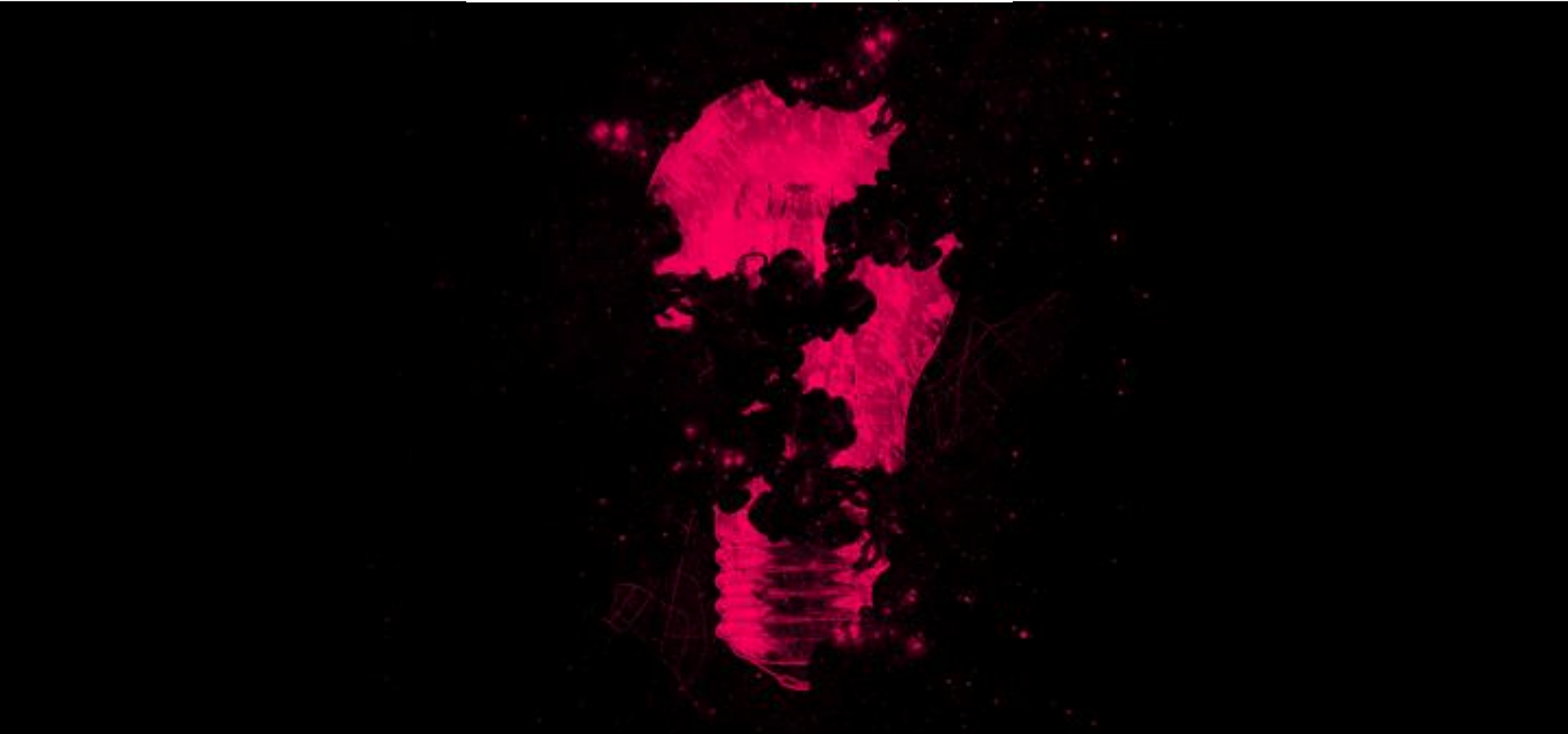
EMPATHY AUTOMATION



EMPATHY MAP



RE:THINK



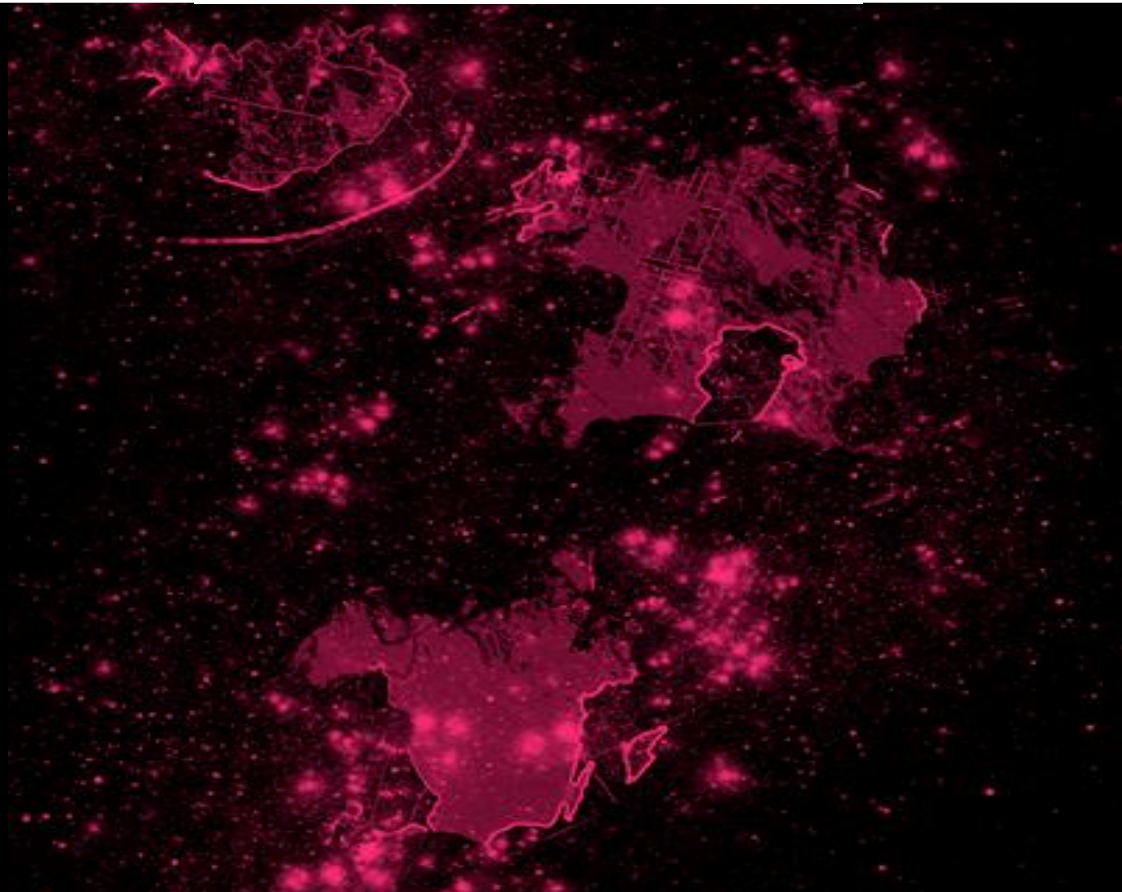


“NO CHANGE
— without —
CHANGE,”



VISION

RE:MAP



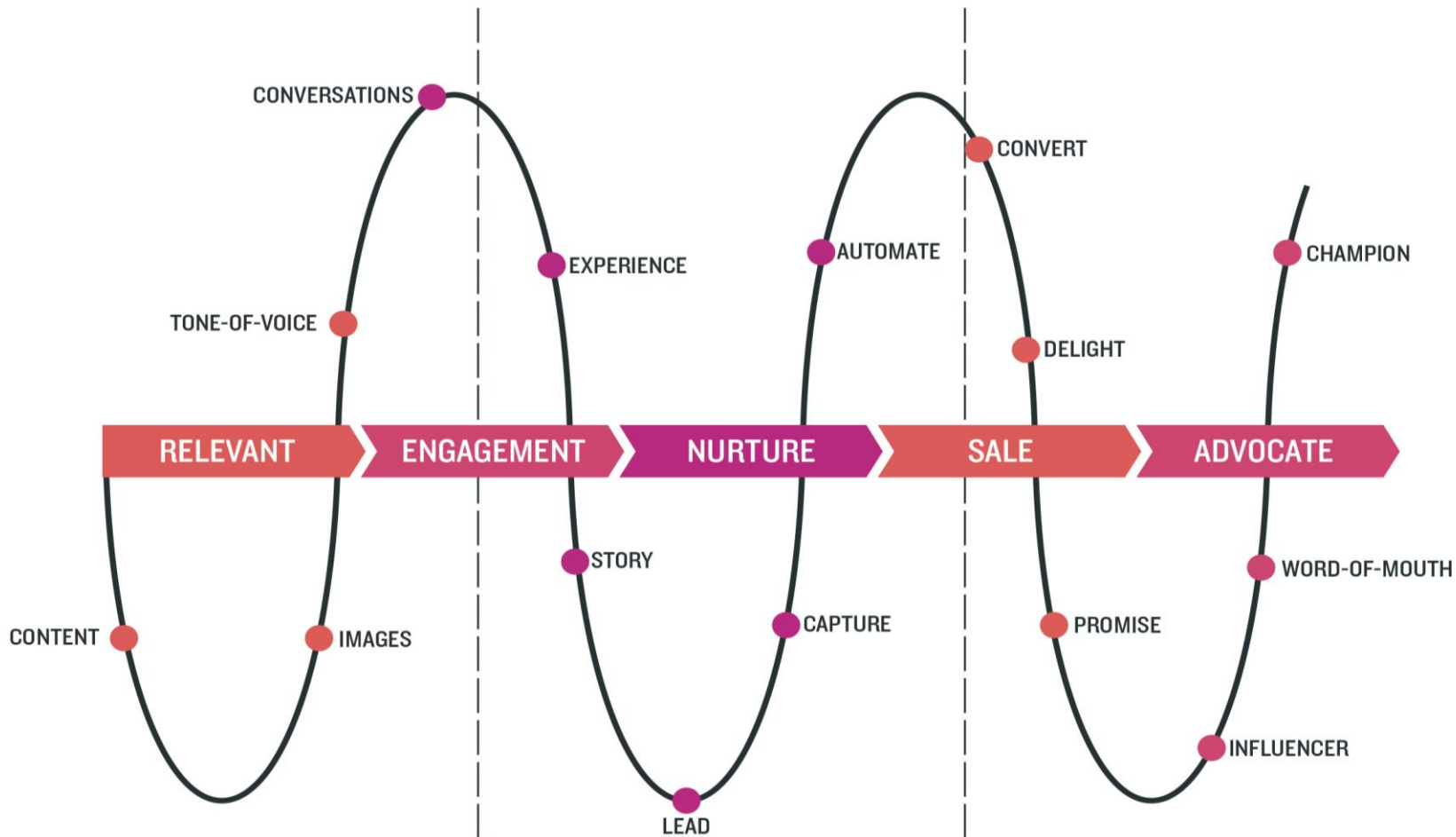


**“POTENTIAL ONLINE
CUSTOMERS**
— are touched by a brand —
**9.2 TIMES BEFORE
PURCHASING,”**

VISITORS

PROSPECTS

CUSTOMERS





“SOCIAL MEDIA
— turns a —
HANDSHAKE
INTO A HUG,”



BUYERS DECISION JOURNEY

Awareness Stage

- Analyst reports
- Research reports
- eBooks
- Editorial content
- Expert content
- Whitepapers
- Educational content

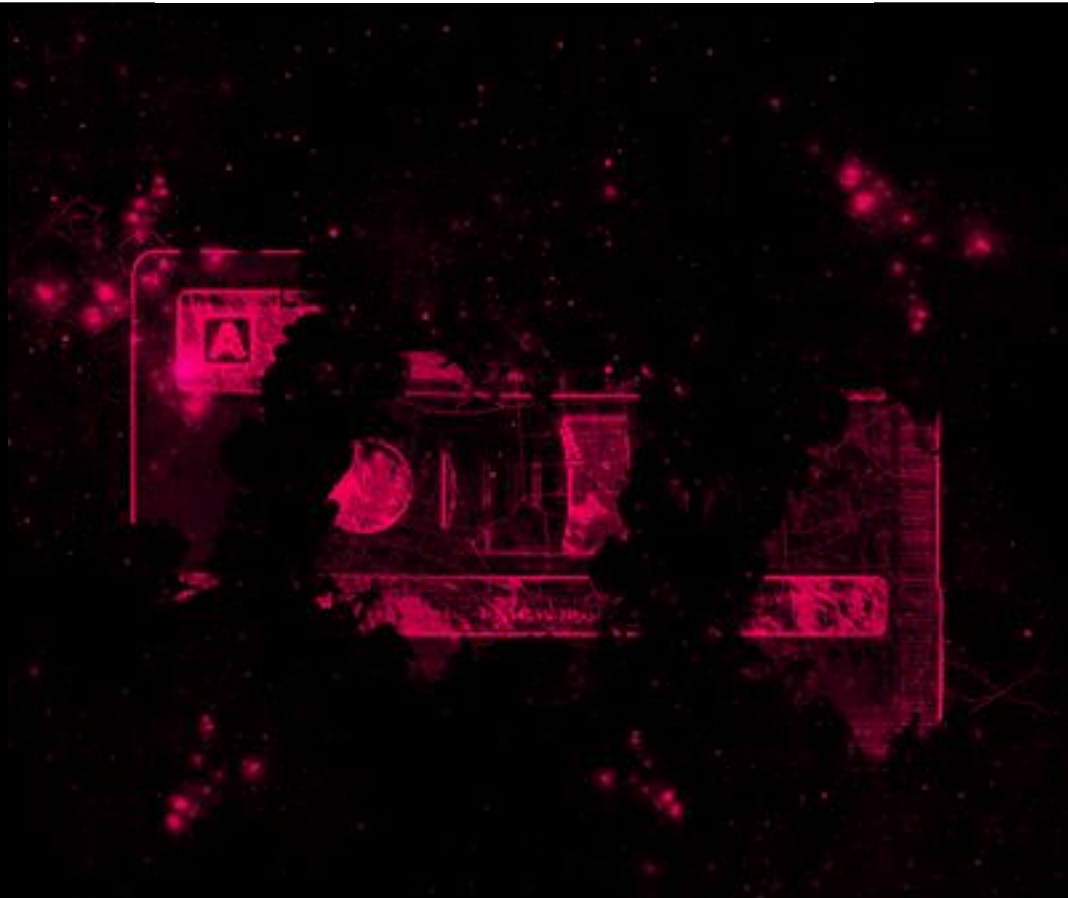
Consideration Stage

- Expert guides
- Live interactions
- Webcast
- Podcast
- Video
- Comparison whitepapers

Decision Stage

- Vendor comparison
- Product comparison
- Case studies
- Trial download
- Product literature
- Live demo

RE:MASTER



LET'S LOOK AT THE RESULTS



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**“IDEAS REQUIRE
ACTION
—— *to have* ——
VALUE,”**



A.I.

\$2.6 TRILLION SALES & MARKETING VALUE IN 2020

A vibrant, abstract background featuring a large, dynamic explosion of pink and red powder or smoke against a solid black field. The explosion radiates from the center, with fine particles and larger clumps of color creating a sense of movement and energy. The colors transition from bright pink at the top to deep red and magenta towards the bottom and sides.A small, circular logo in the top right corner, featuring a stylized pink and white design.

LET'S HAVE SOME FUN

STEP 1: PICK UP YOUR SMART PHONE

STEP 2: GO TO: thinkdigitalfirst.com/chatbot

STEP 3: PLAY WITH A.I.



FIRESTARTER

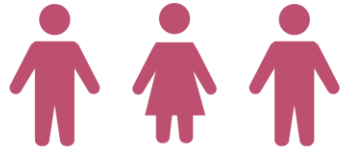
Silo Organisation



Business Team



Tech Team



Strategy Team

Agile Organisation



Feature Squad



Feature Squad

INBOUND MARKETING

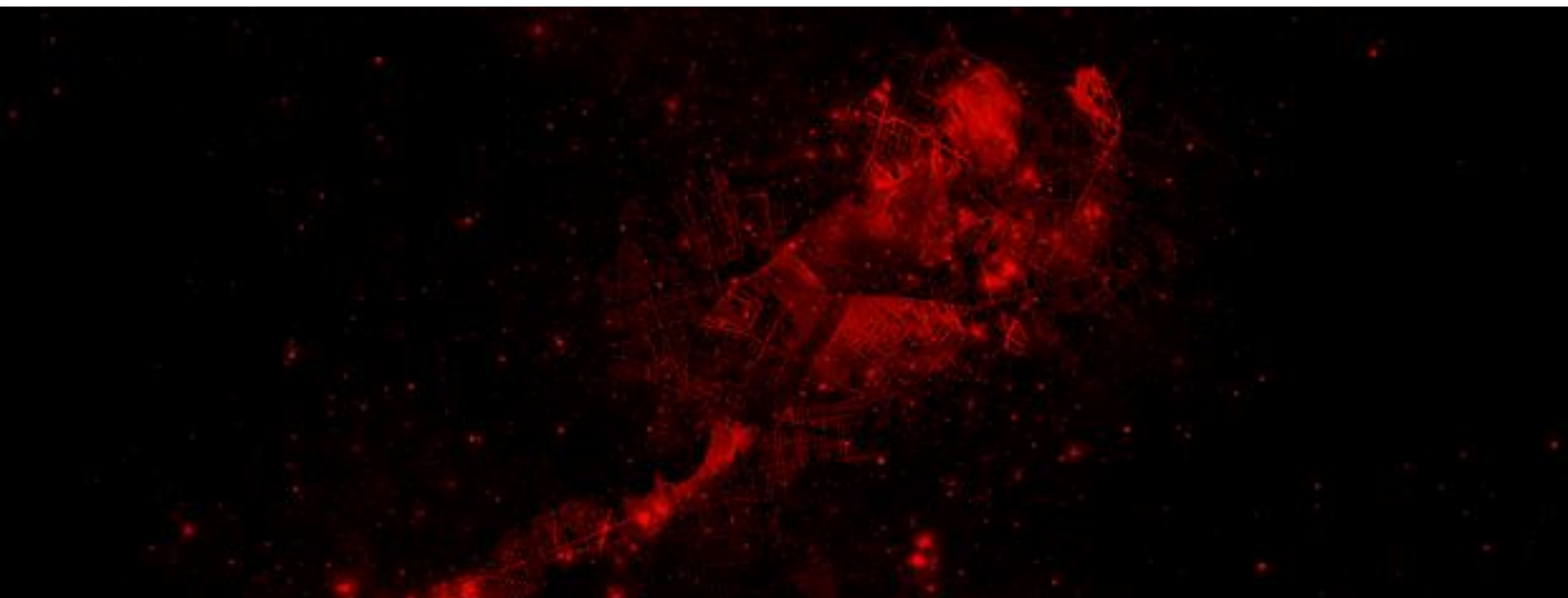


EMPATHY AUTOMATION



PEOPLE

FUTURE_{OF} AUTOMATION



RE: **THINK** | RE: **MAP** | RE: **MASTER**