



Full-funnel marketing

Den kompletta digitala kundresan från oidentifierad kund till identifierad

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#DigiView #Recoordinate #Selligent



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SPECIALISTS WITHIN

Growth focused digital marketing

Build & complement your in-house digital marketing capabilities

HOW?

- Define your CX-tech foundation, ad tech, CRM & mar tech
- Get to know your customers with customer insights
- Activate your customer data – BI & AI
- Full funnel digital marketing activations

Strategy &
Business Agility

Organisation
& WoW

Technology
& Data

Digital Marketing

SOCIAL MEDIA

PAID SEARCH

ONLINE VIDEO

DISPLAY

MOBILE

EMAIL

TM

IN-APP



TOPICS FOR TODAY

Challenges

Customer Journey
from a customer
perspective

New Acquisition &
Loyalty with MA as a
foundation

Scope 2021

How will you succeed with your digital marketing?

More data

More channels

Marketing
departments are still
heavily traditional

Customer expectation
is higher than ever





Targeting full funnel

How to utilize customer data between platforms (MA & AdsManagers) for increased performance in campaigns.

Common channel strategy

How to have one channel strategy through the customer journey - not in silos between teams.

=

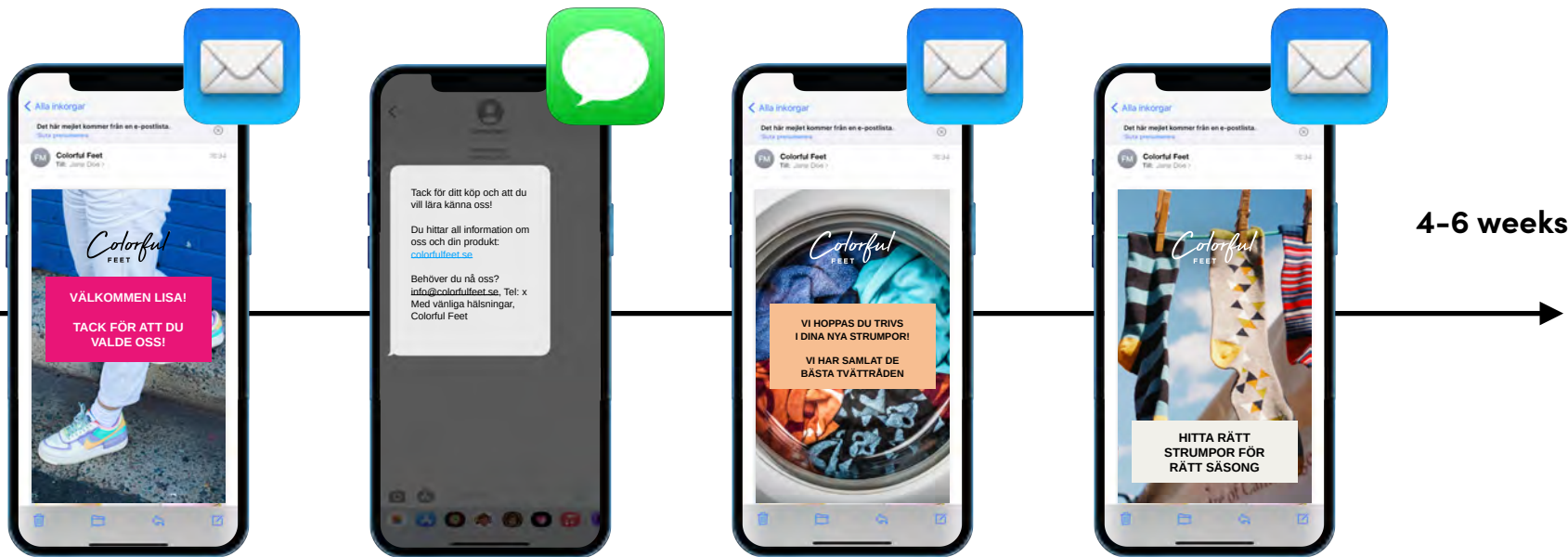
More loyal customers
Increased customer acquisition



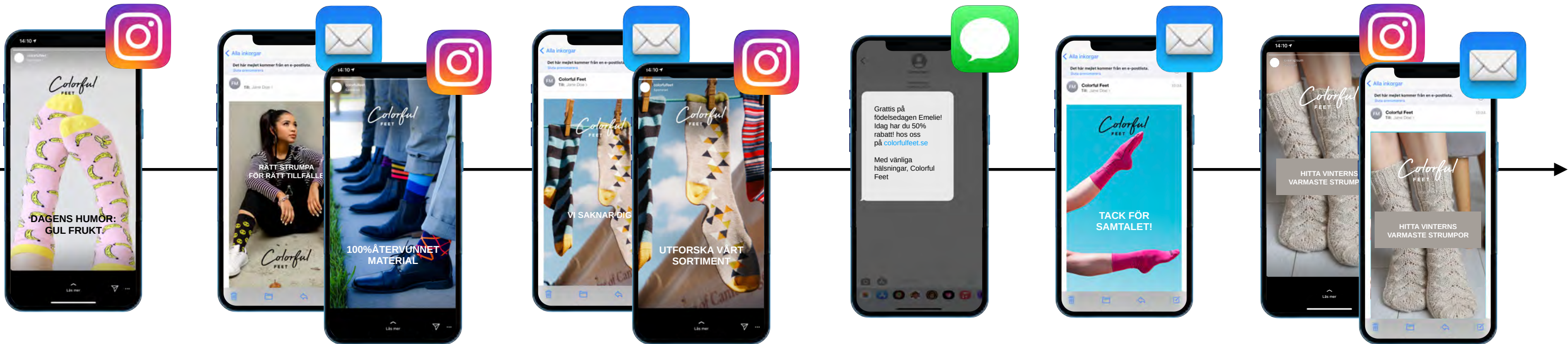
How to get more loyal customers

Mediamix and shared data

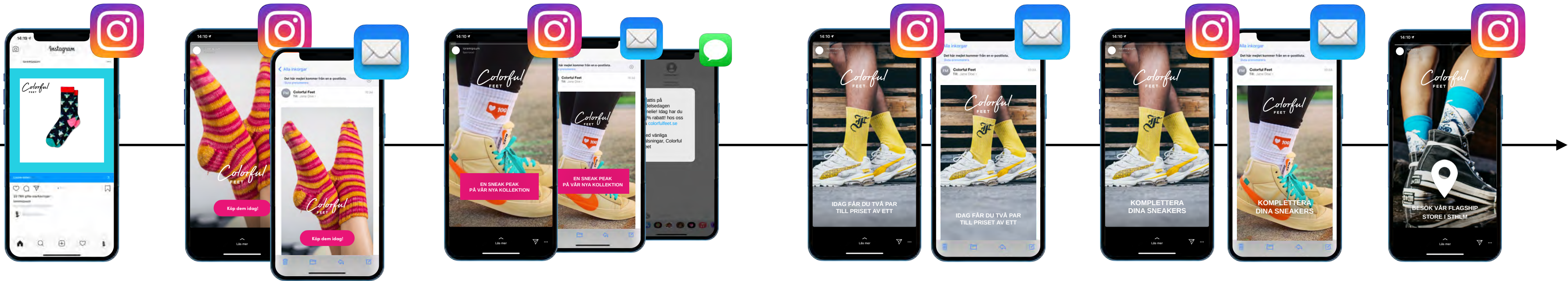
 **Maintain**
- Welcome



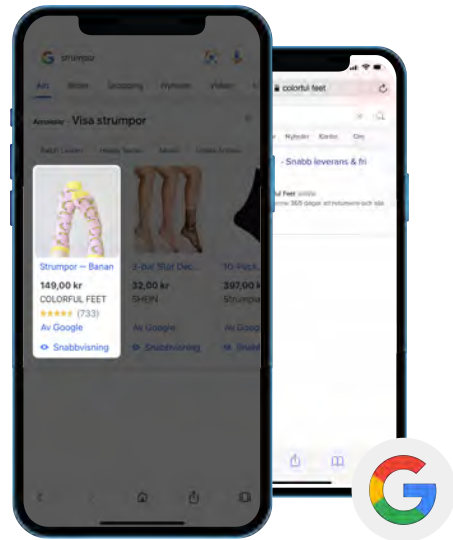
 **Maintain**



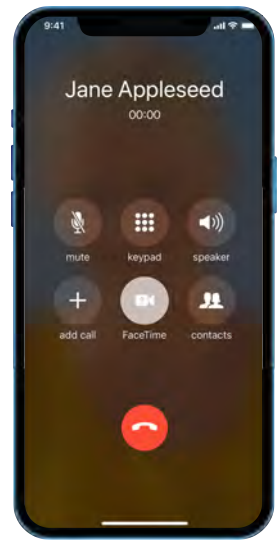
 **Expand**



SEARCH
Colorful Feet & products



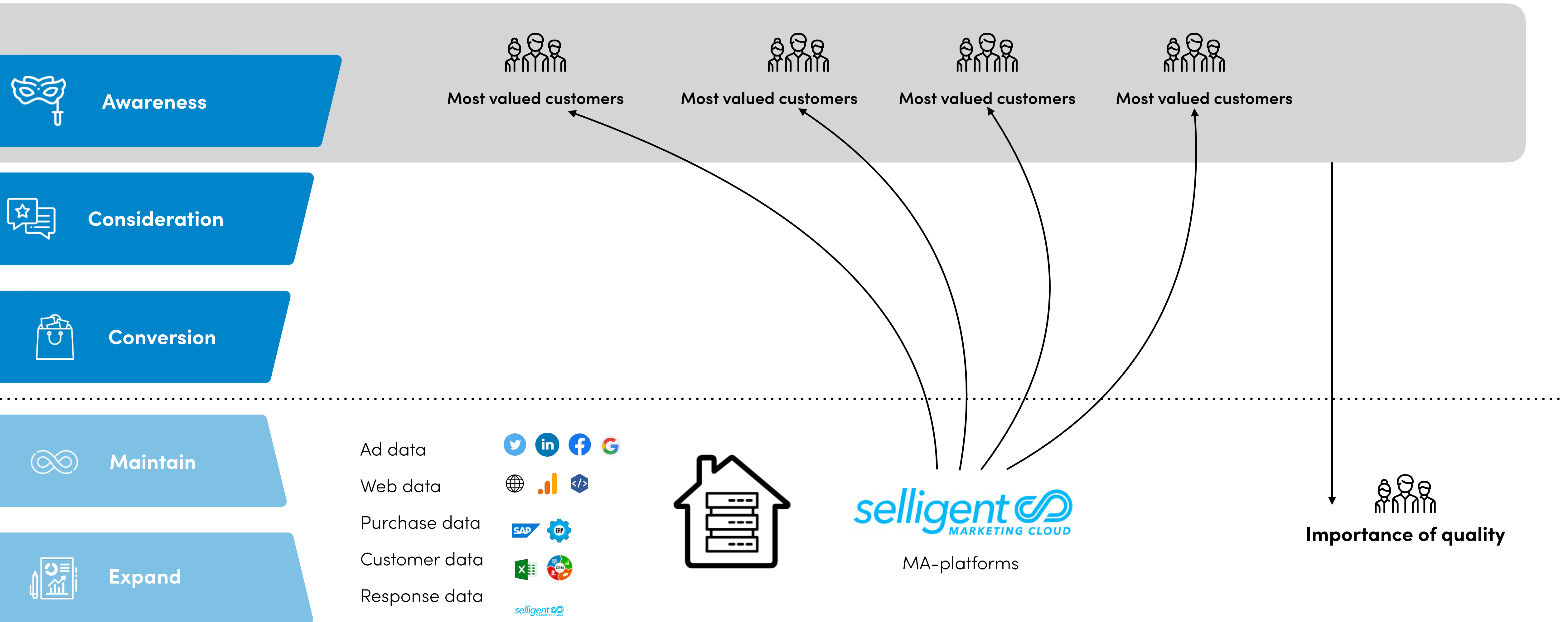
Don't forget
customer service



Increased customer acquisition

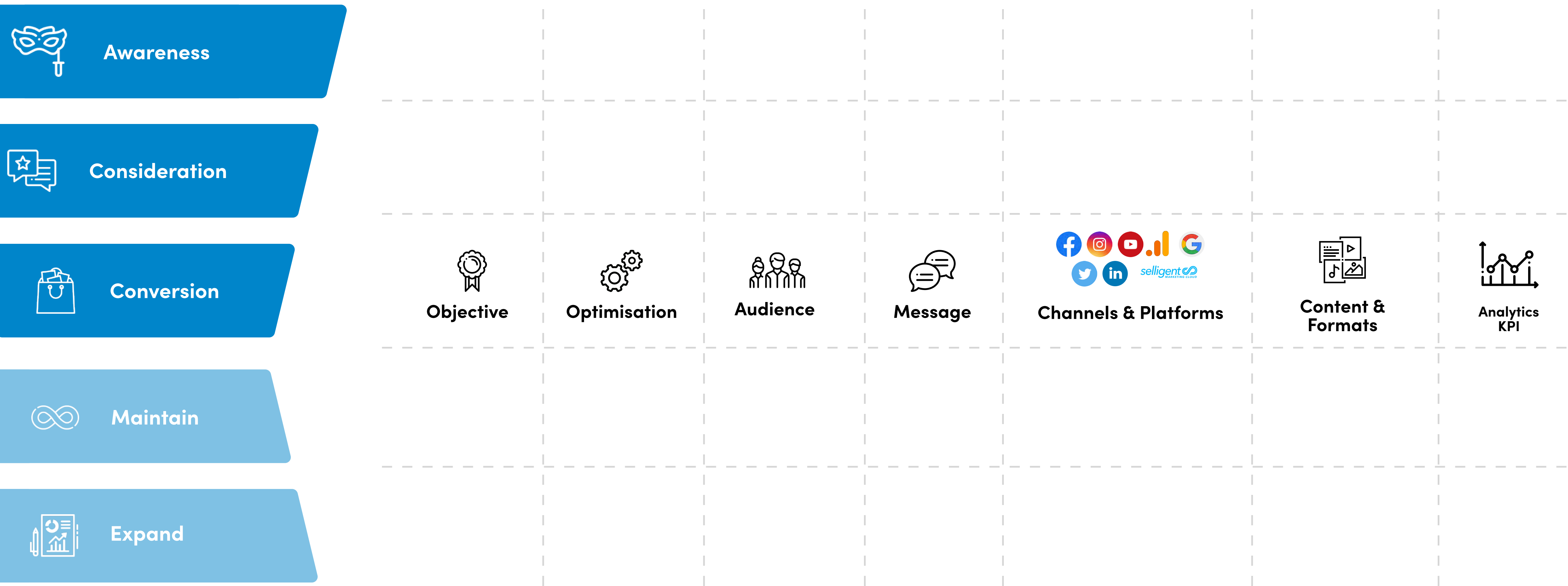
Testing Mindset

Centralized data → Effective cloning.



How to start with customer mapping

Build your common strategy blueprint for the marketing team





From a tech point of view with Selligent

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