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Digital Track: DM106

Integrated Marketing Campaigns

Deepak Goyal, Co-CEO & CTO / Alok Jain, Co-CEO & CMO, eZdia
Mark Fiske, VP Channel Marketing, Ancestry.com
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Scaling Integrated Marketing Efforts

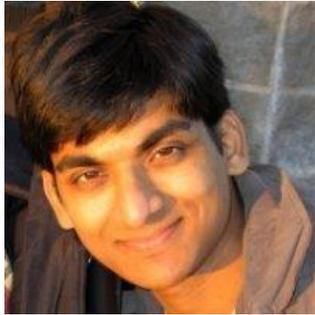
Perspectives and Best Practices for Tomorrow's Enterprise

Alok Jain, CMO, eZdia

Deepak Goyal, CTO, eZdia

The leading industry event by digital marketers for digital marketers

About the Speakers



Alok Jain is a speaker, entrepreneur and SEO industry leader. A seasoned online marketer, Jain has more than 10 years of experience providing digital marketing leadership and solution-focused content strategies to enterprises of all sizes, including start-ups, Fortune 500 companies and Internet Retailer 100 companies.

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Deepak Goyal is the visionary behind the software platform powering eZdia today. Leading the charge of creating proprietary technology to support an efficient content creation and workforce management platform, Deepak has years of experience building platforms that match peoples' skills to writing, editing and analytical job opportunities



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In This Talk

Key Enterprise Challenges to Scale an Integrated Marketing Strategy

Preferred Industry Approaches to Mitigate these Challenges

Enterprise Success Stories – Approaches that Work

Best Practices Guide for Everyday Marketers

Questions

Top Integrated Marketing Challenges of CMOs

Growing revenue profitably

Engaging customers effectively

Managing competition and learning from them intelligently

Gartner[®]

Source: Gartner Spend Survey 2015

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Top Integrated Marketing Challenges

Driving top line conversion through digital marketing programs

Creating and distributing engaging content through marketing programs

Tracking performance and analytics to fine tune campaign strategy

Integrating across multiple systems of record within marketing

Identifying the right set of tools to project manage marketing right

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Content – The Key Driver of All Integrated Marketing

Primary Challenges of Integrated Marketers Topping the Charts:

Content that drives engagement

Content that is consistent

Content that is measured effectively

Content that can be repurposed easily



Multi-Channel Content Creation Gaps - eCommerce

1

Merchants and marketers are working in silos when it comes to item optimization on large eCommerce sites

- Marketers look at optimizing content after merchants have finished their item set up - expensive and inefficient

2

Digital marketers for eCommerce create marketing content independent of the audience pulse

- Assess market demand for topics by aggregating input before initiating an integrated campaign

A New Way to Build Integrated Marketing Efficiencies with BrightEdge

Beyond marketing silos - an integrated, cohesive approach to content

About scale without compromising on quality at decreased costs

Topline conversion through rich optimization

Content intelligence to drive better content

Shareable' content for stakeholders within and outside the organization

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A New Way to Build Integrated Marketing Efficiencies with BrightEdge for eCommerce

Drive efficiencies with shoestring budget

Video Product Descriptions

Modularized Buying Guides

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Case in Point – Drive Conversion with Content Optimization

A large affiliate network in the U.S drives down operational costs by over 40% with a platform based approach to scale content.

<BrightEdge screenshots and data to be included shortly>

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Case in Point – Content Analytics Drive Better Content

Top internet retailer drives large scale production of eCommerce content on a platform with built in analytics and intelligence to establish robust feedback loop.

<BrightEdge screenshots and data to be included shortly>

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Case in Point – Conversion With Rich Optimization

Large marketplace drives top line conversion with rich and optimized content

<BrightEdge screenshots and data to be included shortly>

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Conclusions – Lessons Learned

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Practical Takeaways

Unify the Ecosystem - Integrate the various systems of record within marketing

Streamline Process - Establish workflows for large scale content production for speed and quality

Customer Insight - Make the marketing analytics and dashboard tools matter to provide accurate customer data

Share15 Presentation Guideline

15-minute presentation, around 15 slides

Recommended Flow

1. About the speaker / organization
2. Business issue/challenge/opportunity with quantification
3. Solution – what we did with details, examples and how BrightEdge helped
4. BrightEdge screenshots where applicable
5. Results with quantifiable benefits and a visual
6. Lesson learned to share with the audience
7. Practical takeaways – how you can do this too

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Do's and Don'ts

- Do: Include clean, professional and relevant images and charts (no Internet cats, controversial cartoons, or immature content)
- Do: Include quotes, stats and 'sharable snippets' for the audience to share on social media
- Do: If applicable use BrightEdge platform screen shots to demonstrate success
- Don't: Use dozens of slides with no text as they make the decks hard to understand when downloaded without video after Share
- Don't: Position against search engines
- Don't: Overuse complicated layered builds, best used sparingly for effect on a reveal combined with audience question or interaction
- Don't: Mention other solution providers in the market

