

STAY AHEAD WITH THE 10 COOLEST MARKETING MANTRAS FOR 2016!



Article by TECHNO DATA GROUP



**THINK INNOVATIVE!
THINK NEW!...**

Check out these 'out of the box' marketing mantras to provide exceptional customer experiences and see the difference it makes to your business!



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Customer is the king and will always be! Year after year, it is the marketers who have to think of new and exciting ways to offer customer satisfaction through great customer service, thereby leaving behind a memorable experience for them.

A survey says that this 'experience' is more often than not an unpleasant one for the buyers. Today's well informed and aware customers want all possible things to fall in the line for them; such as a perfect offer, a good piece of research or content with respect to the product, and that helpful reminder; they want it all!

Only 22% consumers feel that retailers who are responsible for offering the 'experience' totally understand their needs, while 21% say that the marketing messages they receive through various channels often fall in the 'non relevant' zone. And there goes your effort to connect with your customer. 88% marketers agree that the growth of the organization is dependent on customers with better product knowledge and personalization. However, only 37% marketers feel that they have the tools to achieve this.

C-suite executives put their money on the following four technologies for success:

- Cloud Computing And Services
- Mobile Solutions
- Internet of Things
- Cognitive Computing

Let us now see how these weave into the marketing matrix.

Read on to know what mantras will work in 2016:



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1) Use Your Cognitive Technology To Connect With The Customer

80% of the data available with respect to customers is unstructured and not available to organizations. Therein lies the biggest opportunity to turn data into insights. Customers appreciate facts backed by data and trends and therefore 2016 must see brands embracing cognitive commerce strategies. For e.g., addressal of a need just by looking at a post on social media is one of the ways. Before the customer gets confused, you catch him when his mind is clear and reciprocative.

2) Focus on Customer Experience

With e-commerce capturing a sizeable chunk of shopping preferences of customers, the expectations of the customers have also increased. Therefore understanding your customers, their needs, addressing their emotional and environmental conditions and providing your personalized offering accordingly will immediately get you 'in the zone'.

3) Rebrand Your Retargeting Strategy

The trend usually seen is that once the customer has seen a product online and not made a purchase, he/she would then keep seeing advertisements of the same product on most of the web pages that he/she visits thereafter. Another paradigm to this display ad is that instead of providing the offering of the same product, provide links such as like 'Benefits of the XYZ product', comparative studies etc. that will help him/her make the purchase.

4) Change The Way You Appear On Social Media

Social media has a big role to play in the buying decisions of customers. Reach your customers through data using these channels and offer them demos or trial packs through your touch point. This forms social media advertising. You could also explore the option of creating branded social events. Customers can be a part of this event and explore your brand through this platform.



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5) Invest In Videos

With improved internet speed and better connectivity, promotions through videos are going to be the next big thing. Focus on keeping your videos simple and informative and concise. Catch the attention span of the customer because such customers are 1.9 times more likely to make purchases than non viewers.



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6) Go In For Vendors High On Technology, Even If Low In Size

The conventional marketing suite will take you to vendors who create huge platforms for you to exercise all your digital marketing strategies. However, the market is shifting to smaller but more capable and flexible vendors, so you can reach your customer in newer ways riding on their technology. So, you need not purchase the technology, just outsource it!



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7) Predictive Technology Holds The Key To Customer Insights

With data pouring in from all sides, such as personalized emails, SMS, mobile push notifications, websites, webinars etc., it is worthwhile to invest in an automated statistics model that can marry in all this information and provide relevant insights for your business.



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8) Internet of Things Will Engage Customers

Internet has progressed from being just on our laptops and computer screens to mobile phones, even connected refrigerators, washing machines and microwaves.

What you need to do is adopt a marketing platform that can leverage data from all these sources and provide solutions to the customers through the same mode.



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9) Indulge Your Customers Through Loyalty Programs

Loyalty programs have moved on from being just being at the point of purchase to being accessible to their customers across the channels. Customers love this.

10) Look-Alike Models On Social Platforms Will Gain Popularity

Social sites have created paid advertising products that match the attributes of the best buyers with the potential buyers so that the same need of different customers is addressed with the same product that is endorsed by a satisfied customer. Going by the profile of your customer, you could search for other look-alike customers whose buying behavior you can study to replicate your success and get more business.

About Us

Techno Data Group is b2b marketing firm in Wilmington, Delaware focusing on business success. Our solutions comprise of complete database marketing solutions, market research insights and marketing services that secure your business with relevant leads to drive your business forward to achieve sustainable growth.

We work with some of the world's leading brands and Fortune 500 companies. We are proud to say that we are their preferred database partners.

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