

Case Study 4: Collaborative Marketing Campaign Management

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## Problem Statement

Marketing's responsibilities are very different today from what they were a few years ago. Responsibilities have shifted from just focusing on the brand and a single channel's reach to worrying about personalized marketing that focuses on each customer's personal preferences. In order to achieve the level of personalized required to deliver a great customer experience, organizations are beginning to invest in cloud-based operational CRM technologies that capture information from all the available customer touchpoints (Figure 1). The focus of this paper will be on the collaborative marketing campaign systems which is an important marketing technology for any organization looking to develop effective product promotions and advertising strategies.

**Figure 1. Operational CRM Technologies**



Figure 1. Baltzan, P. (2015). *Business Driven Technology*. New York, NY: McGraw-Hill Education

### Challenges & Opportunities

Historically, marketing departments have not used information technology to the extent that other departments have (Lamont, 2014). An organization's information technology department can create value by implementing a marketing campaign management system that could target campaigns more efficiently thereby reducing marketing cost (Baltzan, 2015). This efficiency would result from a system that is able to quickly capture and consolidate information, in real-time, from all the available customer channels and touchpoints; thereby eliminating the disconnect of having to access multiple data sources from multiple vendors. Additionally, a good collaborative system should link sales, customer service and marketing modules and make them accessible from the same platform (Figure 2). Solid target marketing followed by solid customer service and/or sales follow-up is proven formula for improving a campaigns ROI (Goldenberg, 2011).

**Figure 2: Operational CRM and Analytical CRM**

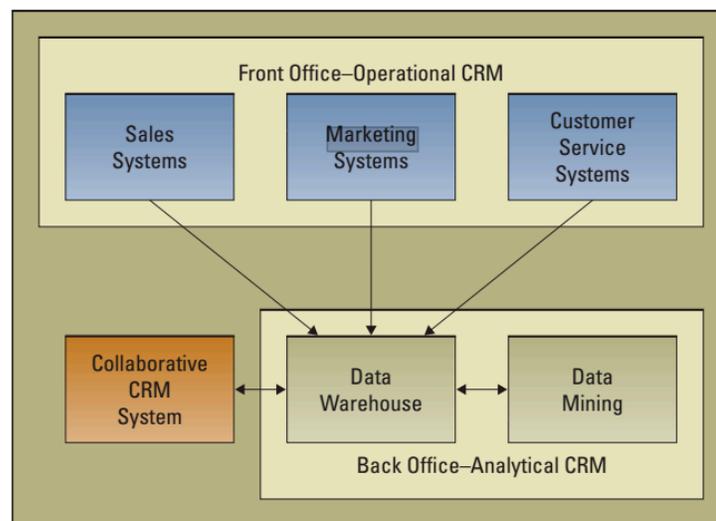


Figure 2. Baltzan, P. (2015). *Business Driven Technology*. New York, NY: McGraw-Hill Education

### **Business Solutions**

Collaborative campaign management and marketing automation solutions should improve response rates and revenue, ease the workload of creating sophisticated, timely, personalized campaigns, adjust campaigns and communication channels in real time and enable marketer to take advantage of customer analytics (Beasty, 2005). A lot of these attributes can now be achieved with the help of cloud-based technology. New software solutions can leverage the cloud to quickly consolidate the data streams of multiple marketing channels. Additionally, as stated earlier, any campaign management solution should be fully integrated with the other customer relationship management modules in order to improve an organization's value chain. Vendors such as NetSuite, SAP and Oracle not only offer cloud-based marketing campaign management solutions that meet or exceed the above requirements, but they also offer the cloud-based back-end systems required in an integrated EIM framework

### **Collaborative Marketing Campaign Management Software Packages**

NetSuite's campaign management solution leverages demographics, purchase trends, response patterns and support histories to create and track highly targeted marketing campaigns (NetSuite, n.d.). Some of the key features provided by their campaign management solution include:

- The ability to manage, track and analyze all marketing campaigns: including email, direct mail, events and multi-channel campaigns.

- The ability to analyze campaign statistics and ROI from the start of the marketing campaign to the final product or service transaction.
- The ability to segment customer data to deliver personalized marketing.

SAP's Hybris offers a segmentation and campaign management product. This product helps organizations deliver personalized experiences in real-time to help increase conversion rates and build loyalty (SAP, n.d.). Some of the key features provided by their campaign management product include:

- Gain real-time transparency into the performance of marketing plans
- Easy-to-use visual exploration tools that transform the look and feel of your marketing.
- Build-in social collaboration tools

Finally, Oracle offers a marketing automation product called Eloqua. According to Oracle, Eloqua equips marketers with best-in-class lead and campaign management tools that help marketers engage the right audience at the right time in the customer's journey while providing real-time reporting and insights (Oracle, n.d.). The product's capabilities include:

- Targeting and Segmentation
- Campaign Management
- Lead Management
- Marketing Measurement
- Sales & marketing Alignment

Based on the above information, it's easy to see the overlap between the features offered by the various marketing campaign management solutions. They all seem to offer a timely cloud-based experience with interactive, visualize tools and a focus on providing a real-time ability to adjust marketing campaigns throughout the marketing channels. Ultimately, when selecting marketing campaign management solution, organizations should first look to their back-end information ecosystem. A key component of any successful information strategy is "integration", so organization should look for a solution that can quickly and efficiently be integrated into their current EIM framework; especially with their current CRM.

### **Lessons Learned**

Digital channels covering online, mobile and email are "taking the lion's Share" of the marketing budget at the expense of traditional advertising and marketing vehicle (Aquino, 2012). This shift to a more personalized, instant and social experience highlights the importance of a nimble marketing campaign management solution. Organizations need try their best to personally understand their customer base in order to deliver a personalized experience that increases customer value and revenue. The solution should also be agile enough to quickly personalize campaigns across the various channels including email, physical media, search, web, video and mobile. Most importantly the marketing campaign management solution should be well integrated with the other key CRM components in order to drive real-time reporting, insight and collaboration.

### **Why I Care**

As technology and customer behavior shifts towards online channels, I need to be aware of how an organization can leverage collaborative cloud-based technology to add value to existing business functions like Marketing. Managers need information to run their departments and make daily decisions, so understanding and being able to select business solutions that help improve the decision making process is important. A well-integrated cloud-based collaborative marketing campaign system can increase the return on marketing investments by providing management with the real-time tools and insight to personally tailor the marketing message for each consumers.

## References

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