

Operationalizing Marketing Innovation: How Top Companies Rethink & Re-engineer Demand Marketing Excellence

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Today's topics of discussion


1. 2019 Innovation Predictions
2. Innovation – is in the eye of the beholder
3. Operationalizing Innovation
4. Thinking Out of the Box

Innovation Predictions for 2019

Provided by The Relevancy Group

B2B MARKETING
EXCHANGE



 #B2BMX



Identity Matching Reaches Critical Mass

- 60 percent plus in adoption in 2019
- Known + unknown, online + devices and offline
- Individual experiences fuel and are fueled by CDPs, adoption


AI and ML Automation for The Marketer

- Efficiency and efficacy for marketers
- Automate production, creative, analytics at scale
- Accelerates experience individualization

A hand in a blue suit sleeve holds a glowing, translucent circuit board. The board is covered in white circuit traces and numerous small, bright white dots, suggesting data or energy. The background is a solid blue color.

Responsible Digital Transformation

- State driven compliance
- More experts
- SOC2 + other standards

The background of the slide is a photograph of an outdoor patio in a desert setting. The patio is paved with light-colored tiles and features several wooden tables and chairs. In the background, there are tall palm trees and various cacti, including a prominent saguaro cactus. The entire image is overlaid with a semi-transparent blue filter.

Turns Out, Innovation is like
Beauty–
It's in the Eye of the Beholder

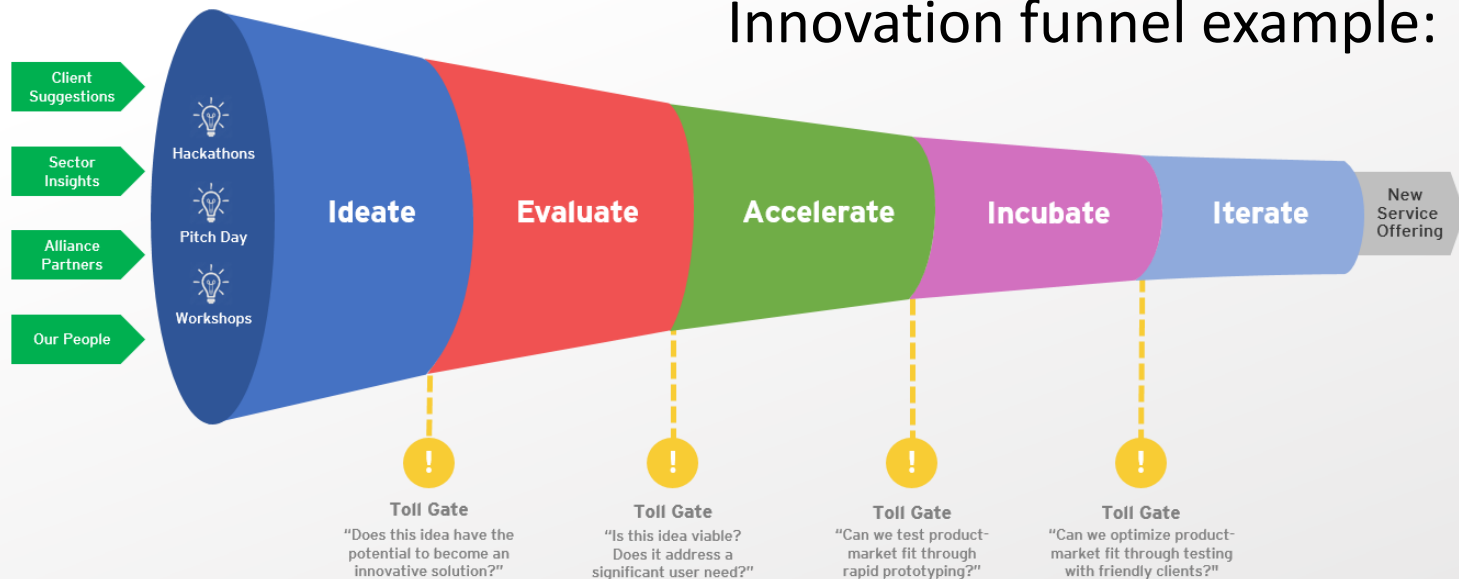
Operationalizing innovation

- Better business questions with RPA, machine learning and data blending
- Technology alone does not innovate
- Cross-functional teams
- Formal committee and structure



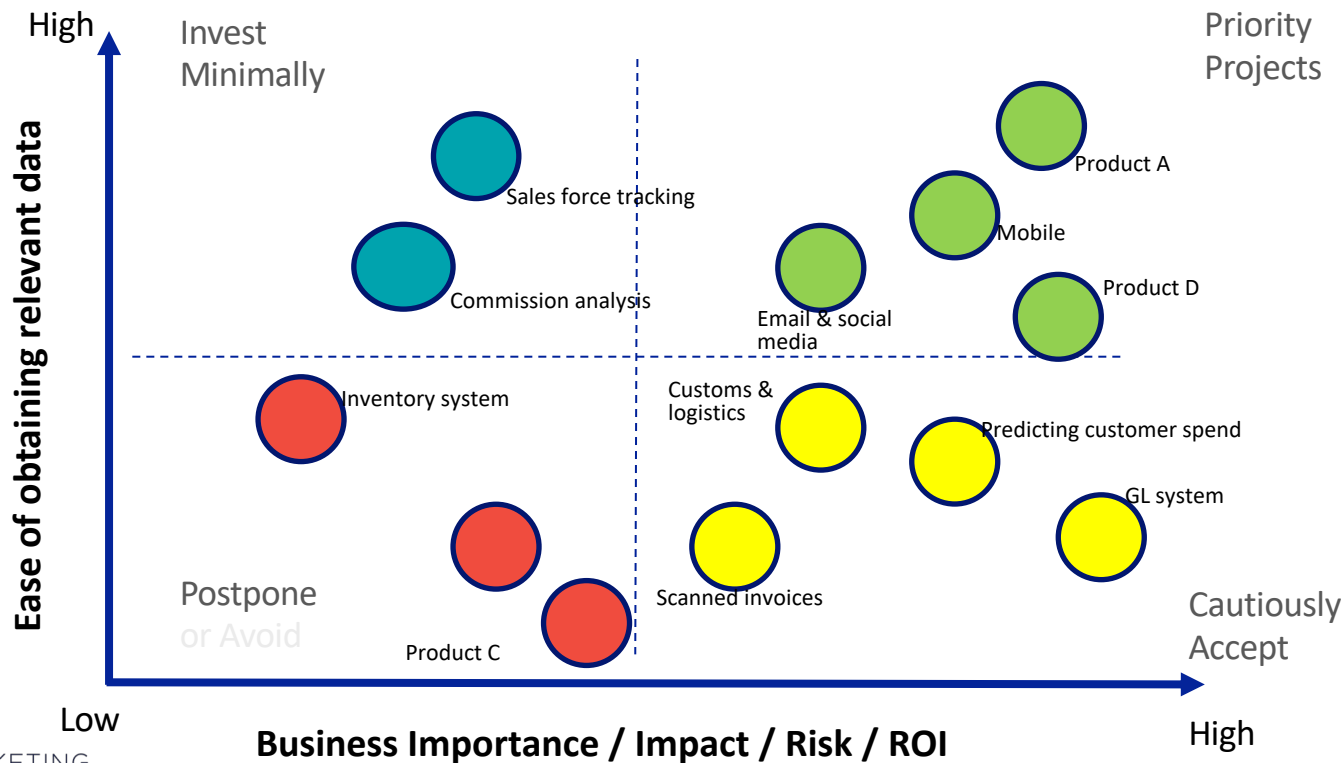
Operationalizing innovation

Innovation funnel example:



Selecting the right data analytics project

Start with the low hanging fruit...



Five success factors in deployment

1. Focus on the low hanging fruit, the priority of the first project matters
2. Go beyond traditional “rules-based” analytics
3. Communicate: share information on early successes across departments / business units to gain broad support
4. Leadership gets it funded, but interpretation of the results by experienced or trained professionals make the program successful
5. Enterprise-wide deployment takes time, don't expect overnight adoption

Thinking Out of the Box

Shhhh.... A stealth Company secrets



SPIRITS NETWORK

discover • buy • connect

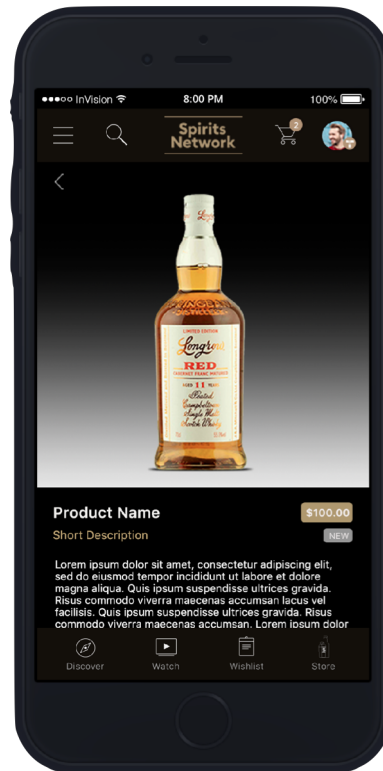
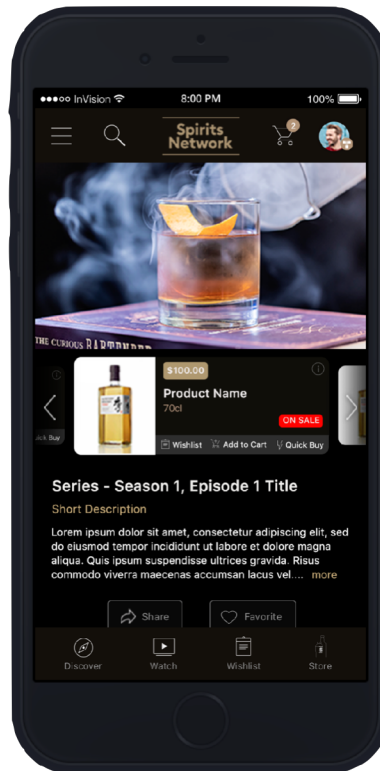
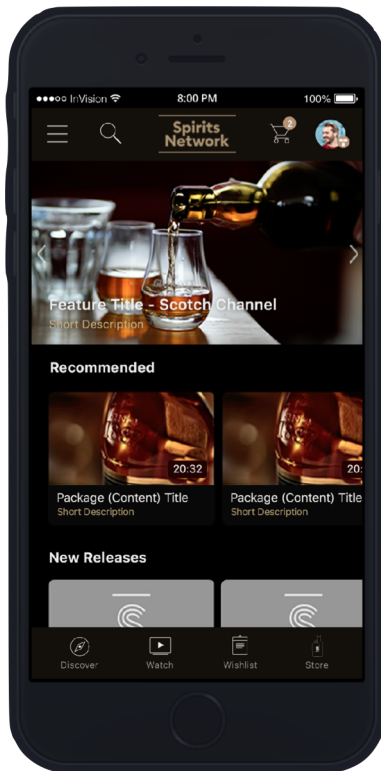
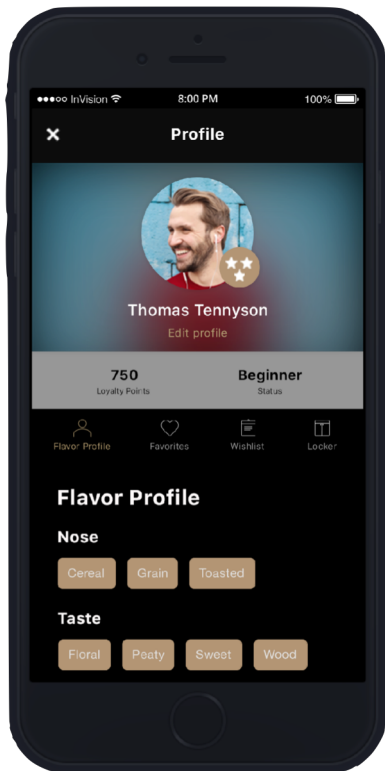
Curated for tastemakers

nbtvchannels,





Spirits Network innovates at the convergence of Content, Commerce and Consumer



Join the Private Beta: <https://spirits.network/subscribe.html>

nbtvchannels,



How Do You Define Innovation?





Thank You

@jeannieymullen and @vincentwaldeney

**Please review the next few slides
to help prepare you for your
presentation at #B2BMX.**

Speaker Presentation Guidelines & Best Practices

Presentation Best Practices

1. **Template:** This template is equipped with 8 cover slides (with background imagery) and 8 content slide layouts. We strongly recommend speakers use this template to ensure compatibility. A few custom, unique slides may also be added.
2. **Fonts & Typography:** In order to reduce confusion and rendering issues, we are only accepting Windows Office compatible fonts in our slide decks. Any custom fonts used within the slide decks will not be supported. If you would like to use a custom font for words or content, they will have to be exported and imported as an image.
3. **Multi-media & videos:** **If your presentation requires audio, please let us know by February 1, 2019 to ensure that the room is equipped accordingly.** Videos must be: embedded within your slide; in MP4 format; and less than 100 MB in size.
4. **Polls:** We do allow polling during sessions. Poll questions are handled via a 3rd party system that is tied in with our official conference app. Polls are limited to 5 multiple choice answers (no open ended questions). Questions must be less than 60 characters long (with spaces) and answers must be less than 30 characters long (with spaces). Polls being used within presentations **MUST BE APPROVED** by our team 2 weeks prior to conference start (Feb 11th).

Session Format

To ensure greater focus and value for all attendees, each presentation should be formatted (loosely) with the following structure in mind:

- Challenge (5%)
- Strategy (25%)
- Tactics (25%)
- Results (30%)
- Takeaways (15%)

First Priority: Establish “What’s So B2B About It?”

- Target audience
- Length of sales cycle
- # of decision makers
- Competitive market dynamics
- (Our event is differentiated on B2B, so don’t shy away from the complexities—share challenges of specific industries, regulatory issues, etc.)

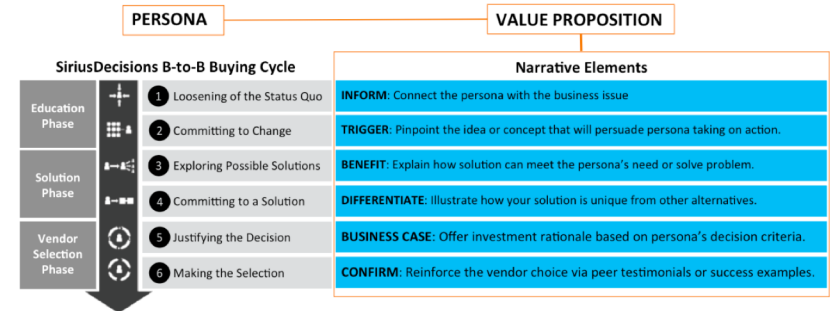
Persona Development Process

A repeatable and reliable formula:
intuition to information to insights . . .



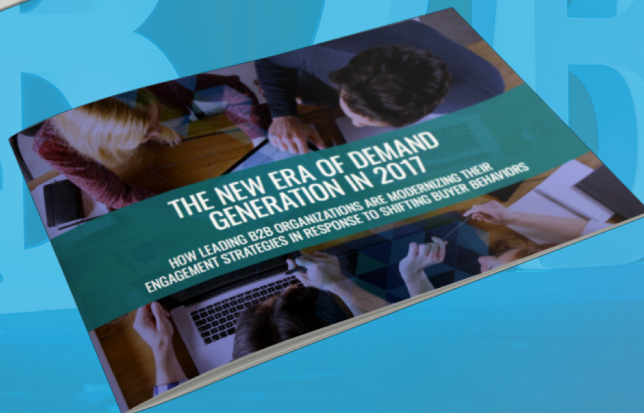
Personas & Buyer-Focused Messaging

PRODUCT OR SOLUTION MESSAGING MAP



Second Priority: “Show The Work”

- Attendees have told us they like to see actual content examples
- Like details of how work came together (budget/length of time to complete)
- Any unique aspects about the content/ messaging you used (formats/titles)
- How you came up with themes/addressed buyer issues
- Team members involved/Partners utilized (were agencies involved)
- Influencers



Third Priority: Address How You Delivered The Message

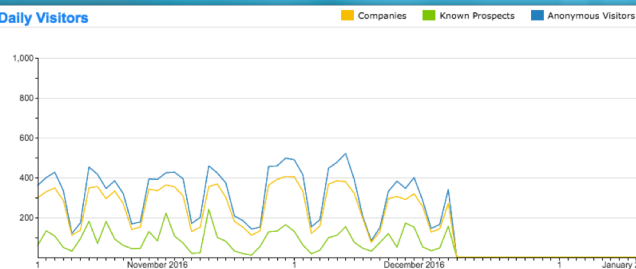
- Keen interest in distribution methods—channels/promo strategy
- Campaign messaging—look and feel of emails/landing pages/social



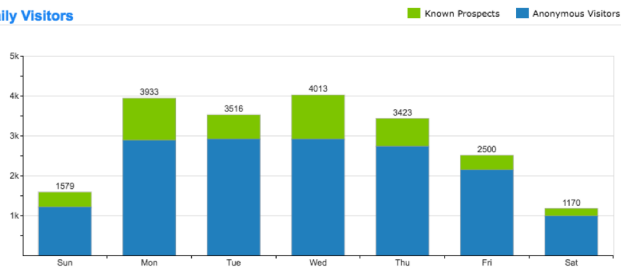
Fourth Priority: Share Key Takeaways/Results

- Campaign metrics are great
- Tools/tactics/partners you worked with that drove success (without it feeling like a commercial)
- Clients are also interested in what to avoid/learnings
- How you are adapting your strategy approach going forward

Daily Visitors



Daily Visitors



Email Addresses By Domain

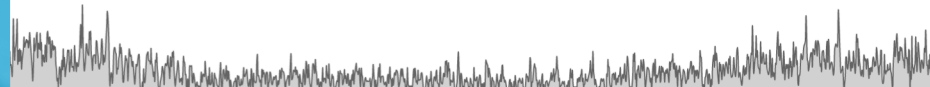
Email Addresses By Domain



gmail.com yahoo.com hotmail.com aol.com comcast.net msn.com Other

[View Contact Performance By Domain Report](#)

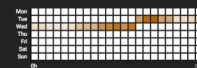
Impressions Last 24 hours



49,273
Impressions (34/min)

101
Clicks

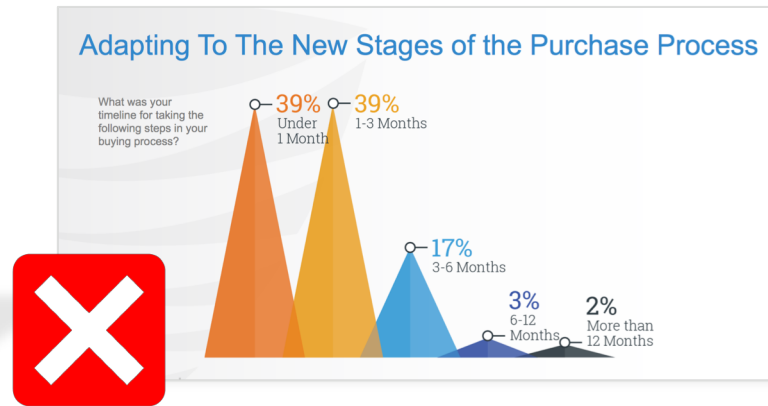
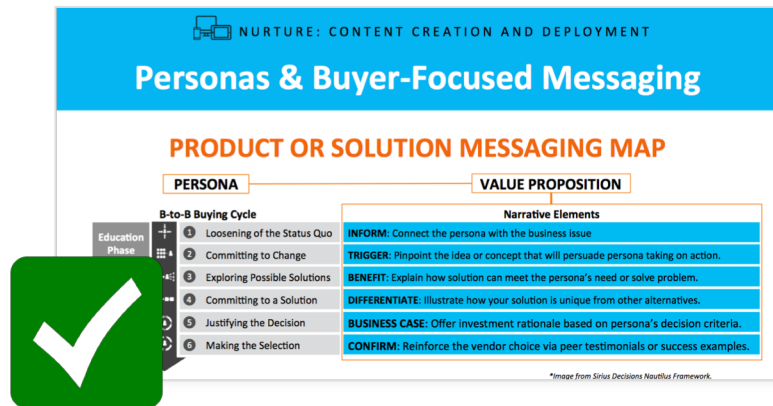
0.20%
CTR



5.1%
Request Usage

Fifth Priority: Make It Easy To Read In The Last Row

- More and bigger visuals
- Bigger type/just the key points, not full sentences



Sixth Priority: Presentation Style

- Try to have a conversation w/ the audience/talk peer to peer
- DON'T read from your slides, add color to what is on the screen but don't repeat word for word