



Sprinklr Modern Marketing

STRATEGIC HANDBOOK

INTRODUCTION

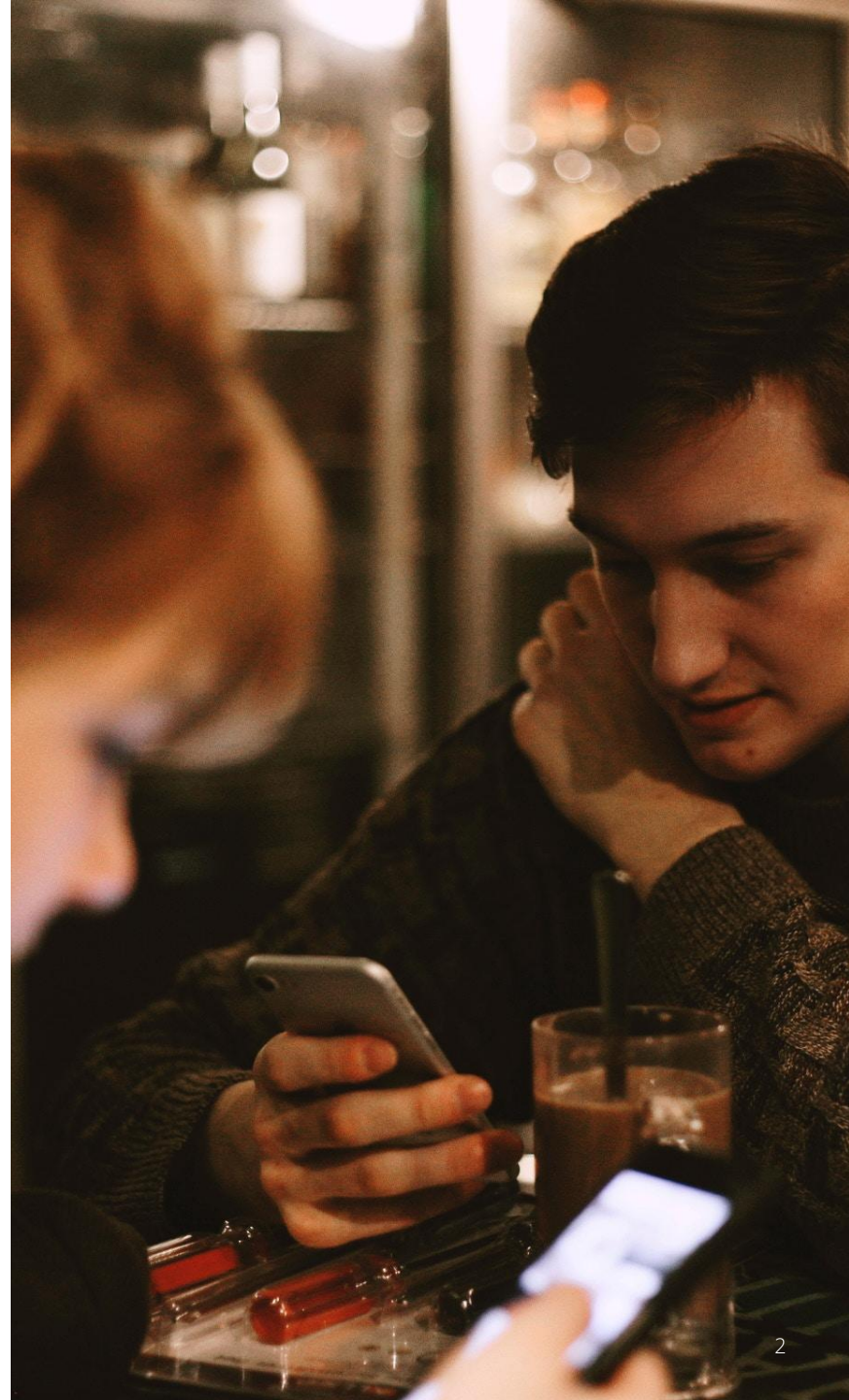
Customers trust each other more than brands – it's what they say that matters.

Marketing used to be straightforward. You came up with a compelling message. You published it across channels that you owned, and others, like TV, print, and radio, that you paid for. And you watched it reach everyone.

Things are more complicated now. With the rise of modern channels of social media, messaging and chat, customers are connected and empowered like never before. Marketing is about what they say; not what you say.

This modern world - where more than 3.4 billion people are connected on modern channels - requires brands to rethink the way they listen to, learn from and love their customers.

The **Sprinklr Marketing Strategic Handbook** will help you create your strategy to lay the “what and why” foundation for reaching out and engaging with the modern, connected customer.



MODERN MARKETING - WHAT'S NEW?

“Content marketing” and now “Agile Marketing” may be some of the biggest buzzwords in recent years, but the concept behind it – creating and distributing valuable content to attract and retain an audience – is nothing new. From John Deere’s 1895 launch of [The Furrow](#) to American Express’s 2007 rollout of [OPEN Forum](#), brands have deployed an evolving, but largely unchanged version of it for more than 100 years.

But today, things are different.

The landscape of modern marketing can be characterized by three fundamental new realities:

1. Rapid proliferation of **new channels**
2. Two-way **creation and exchange** of content
3. Customers who are **connected informed**, and in **control**

	TRADITIONAL MARKETING	MODERN MARKETING
Channels are proliferating	Primary Channels: Email, radio, tv, display, webinars, print	Primary Channels: Social, Messaging, Chat with billions of users
	Content Approach: Low volume, planned, agency-led	Content Approach: High volume, created and federated for global use by a variety of teams
	Production Workflows: Static, siloed, single-channel	Production Workflows: Dynamic, collaborative, omni-channel
Content is bi-directional	Publishing Approach: Episodic, aligned to brand timeline	Publishing Approach: Real-time, triggered by consumer behaviour
	Consumer Engagement: One-way via mass-market channels	Consumer Engagement: Bi-directional for everyone to see
Consumers are in control	Mass-Market Message: Controlled by the brand	Mass-Market Message: Controlled by consumers
	Publishing Frequency: Weekly to mirror the speed of traditional media	Publishing Frequency: Multiple times daily to mirror the speed of social (human) interaction



MODERN MARKETING - A NEW APPROACH

Every part of the process is shaped by your approach.

Planning:

Deciding what content to create, when to send it and who should get it

In the past, ideas come from small sample sizes, like focus groups, or, even less ideal, directly from the marketers themselves. The intent to understand and provide value to an audience is pure, but at the end of the day, decisions are driven by what marketers think their broader audience wants.

But with 3.4 billion people on social media and messaging, sharing their likes and dislikes in real-time, brands don't have to guess anymore. **They're telling you every day.** What's more, that audience is no longer a mass of faceless people with generic characteristics. These are real people, connected to their real identities – for the very first time.

Modern marketers listen to modern channels to source content ideas in real-time, drawing inspiration from the voice of their customers and key influencers.

Producing:

Establishing production & collaboration workflows

With more channels (and more customers moving across them) than ever before, omni-channel campaigns have become a necessity. That doesn't make the collaboration required to pull them off any easier, of course.

Today, marketers use separate communication and project management tools, resulting in inefficient and often hard-to-measure campaigns. Many companies might look like the Jetsons on the outside but are more like the Flintstones on the inside with Marketing held together by a tenuous series of spreadsheets, Slack channels and big black foam boards.

Modern marketers, on the other hand, rely on AI-driven, intuitive, flexible, and automated workflows that help them – and their company's entire client-facing operation – adapt their content plans to treat each of their many customers as individuals.





Publishing:

Delivering and engaging across channels.

Like planning, publishing content across dozens of social networks – not to mention blogs, mobile apps, web and countless other channels – can be a logistical nightmare.

For today's marketers who rely on disconnected systems to plan, produce, and publish content across organic and paid, the challenge can be overwhelming. The only choice is to pick one channel at a time, and publish.

Modern marketers differentiate themselves with tools to **disseminate a message across all of their channels** (optimized for that specific channel) **at a moment's notice**. They then use those same tools to respond instantly to any feedback they get. What's more, as most third-party channels – such as social, display, or SEM – have become pay-to-play endeavors, these content marketers can leverage the power of paid media efforts alongside their owned and earned content.

Analyzing:

Scaling across the enterprise

To develop a fully integrated marketing structure, brands need solutions that can evolve. Each team involved in the marketing process, external or internal, needs to be on the same page, literally and figuratively.

Today, it's common for marketers to expect teams around the globe to organize themselves and take separate approaches to coordinating, executing, and measuring campaigns.

By contrast modern marketers **coordinate campaigns across channels, teams, brands, and global markets** – allowing for a more consistent and powerful brand message. But they don't stop there. The best of them connect critical components of the marketing technology stack – like CMS, CRM, and analytics – with their marketing solution to ensure a seamless, agile flow of actionable information.





KNOW YOUR AUDIENCE

“By increasingly bringing the voice of our customer into our business, we have given ourselves permission to reimagine how we approach insights and marketing – which is an important step to being a customer-first business.”

Paul Matson, McDonald’s

U.S. Director of Engagement & Customer Experience.

AGILE MARKETING

According to McKinsey & Company, “Agile, in the marketing context, means **using data** and analytics to **continuously source** promising opportunities or solutions to problems in real time, deploying tests quickly, evaluating the results, and **rapidly iterating**. At scale, a high-functioning agile marketing organization can run hundreds of campaigns simultaneously and multiple new ideas every week.”

Let’s break this down:

“Using data”

In the past data has often been treated as power; being “weaponized” to prove a post-campaign point or result - either by an internal team or an external agency. In a modern marketing environment, data is liberated and democratized; available at the point of experience rather than after the point of sale.

There are many “Listening” technologies in the market today but very few enable the real-time actionability of data. Modern marketers look to data to provide insights from Care, Advertising, Research and real-time Engagement to inform and optimize marketing content, placement and timing.



“Using analytics”

Analytics are a modern marketers first thought not their last hope. Analytics need to drive every decision. From targeting through planning, scheduling and publishing, modern brands use analytics to engage with new audiences, run A/B tests, try new content, and optimize campaigns.

Expecting Marketing stakeholders to have to search for reports is a thing of the past: today, reporting and analytics need to be brought to the marketer. And AI plays a very important role in this regard.



CONTENT IS KING, BUT CONTEXT IS QUEEN

“The audience won’t click on or share low-quality content, and the channels will decide that they’re not interested in your content. If it performs well but has nothing to do with your brand, you’re just using vanity metrics to prove that you’re doing something. The most firm rules we have in content strategy: Content should help users accomplish their tasks and satisfy business objectives. If you can’t check those two boxes when creating or posting content, move on.”

CMSWIRE
2019



LET DATA DRIVE DECISIONS

“AI and machine learning significantly reduce the time to create, deploy, test and revise personalized campaigns at massive scale. This automation pulls team members out of their channel silos, allowing them to focus on products and segments across the lifecycle. As test and learn speeds up, the time required to create, approve and tag content will become the bottleneck for some and competitive advantage for others.”

[Adweek](#)

“AI technology enables marketers to separate their customers into distinct personas and understand exactly what motivates them. With this information in mind, marketers are able to focus on the specific needs of their audience and creating a long-lasting relationship with the brand.”

[CIO.com](#)

“Continuously source opportunities in real time”

In the past marketers relied on asynchronous, expensive, time-consuming focus groups to understand the trends, needs and attitudes of target markets. Today, AI is helping brands do this, and many other modern marketing activities, at scale:

AI for Planning:

- *Insights*: Extract insights from industry data to formulate campaign strategy
- *Content Theme*: Identify which content theme and tone resonates with prospective customers

AI for Production:

- *Asset Filtering*: Identify assets by using AI-based content filtering
- *Similar Assets*: Reuse top performing assets more effectively through a unified, shared asset manager

AI for Publishing:

- *Smart Compliance*: AI-based content compliance reduces iterations between brands and agencies
- *Audience Resonance*: Check if the content created will resonate with target customers or not

AI for Analytics:

- *Smart Content Intelligence*: Identify top themes by engagement and top insights in consumer comments

“Deploying tests quickly, evaluating the results, and rapidly iterating”

Perhaps the most important aspect of agile marketing is the speed at which teams are able to coordinate and collaborate to turn data into insights, insights into content, and content into results.

From designing tests, to running tests (aka “sprints”), and iterating based off of weekly results, modern marketing teams made up of internal and external stakeholders seamlessly collaborate towards a common set of key performance indicators.

In this kind of work environment, it is critical that collaboration tools are integrated and as close to the work as possible to avoid working together in one tool while the work is done in another.

“ Agile marketing... signals a sea change from dictatorial marketing programs to transparent, cross-functional empowerment for niche experts like analysts, developers, designers, UX gurus and managers savvy enough to let them do what they do best. ”

Christopher Ryan
CEO Fusion Marketing Partners





SOCIAL ACCOUNT-BASED MARKETING

Social media has opened up a new approach to account-based marketing. Account-based marketing (ABM) is a strategic approach to B2B marketing based on account awareness where an organization considers and communicates to individual prospects.

Social account-based marketing focuses on what individuals are sharing publicly on their social media accounts to appropriately engage in the conversation and **prospect targeted named accounts in social, in a programmatic way.**

The key objectives of social ABM are:

- **Convert anonymous into prospects** by posting links to gated content and trials.
- **Convert ranters to ravers** via positive engagement, education, and troubleshooting, and remove graffiti and spam from the unconvertible.
- **Convert cans into advocates** and extend marketing reach via positive social engagement and reactive microcontent.

The CXC

Social ABM activities are often executed within a Customer Experience Center or CXC. These activities include:

Listen: Understanding your audience is the first step in social engagement. In the past, companies often used social media as just another broadcast channel. But using social media to listen can bring insight and deeper understanding about how your customers actually use your product, how they feel about it, and how they're influenced.

Learn: Identify the opportunity. Your potential buyers, for example, are most often the people who are looking for recommendations and researching product capabilities. Your existing customers are those asking for product help or answering questions for others. Keeping your audiences engaged also requires reaching out regularly in ways that invite interaction. Engaging these audiences in ways they care about leads to ongoing relationships.

Love: Ultimately, through social engagement, you can help resolve customer satisfaction issues, shift perceptions about your brand, and even influence prospects who are making buying decisions.



MARKETING IS A CONVERSATION

The Microsoft CXC ingests over 100M brand mentions on 110 social channels across the entire Microsoft portfolio. Using AI, these messages are sorted and the engage-able ones are routed to the appropriate teams. The teams then collaborate in an agile fashion to decide on the appropriate responses and an in-house resource creates compelling, personal content to reach out to prospects, fans and detractors. The team utilizes real-time data to understand and fine-tune content, optimize their approach and drive results.












PRINCIPLES OF MODERN MARKETING

In the world of the modern customer, successful brands need to adapt to new realities that exist for customer experience.

We'll bring the following modern marketing principles to life with real brand examples throughout this Handbook.

-  Know your audience
-  Content is King, but context is Queen
-  Global + Local = Glocal
-  More flow and less work in workflow
-  Less is more
-  Marketing is a conversation
-  Let data drive decisions



What & Why

STRATEGY HANDBOOK

a step-by-step guide for creating
your marketing strategy

ABOUT THE HANDBOOK

A handbook defines how people use processes and technology to achieve a desired outcome with consistency. It's more than a plan. It's a series of guidelines and guardrails that enables teams to execute with excellence.

The **Modern Marketing Strategic Handbook** is critical to the agile coordination of marketing activities required to manage always-on and ad-hoc omnichannel campaigns. It is crucial to detailing out how to engage and collaborate internally and externally to maximize your business and your value to your customers.

The **Sprinklr Modern Marketing Handbook** was crafted on a framework based on our experience with enterprises across industries and geographies, including in-depth experience within the sports apparel, CPG, retail, hospitality, and technology sectors in over 100 countries and over 20 languages.



5 C's of a Great Handbook

Collaboration

written by the team, owned by the team

Clarity

breaks down the complex into repeatable processes

Clarity

trains new members of the team on how to operate within guidelines and become part of the desired culture

Contribution

enables the sharing and adoption of best practices

Creativity

fosters innovative thinking as a living document



MODERN MARKETING PHILOSOPHY

How you listen to, learn from, and engage with your customers shapes how consumers love your brand.

A company's philosophy for modern marketing has to be in line with its overall vision, mission, and/or corporate values. It needs to lay the foundation for the goals and objectives as well as the marketing strategies for attaining them.



KNOW YOUR AUDIENCE

On January 3, 1977, Apple Computer Co. was formally incorporated. That day Mike Markkula sat down and wrote a one-page paper titled “The Apple Marketing Philosophy.” It set the tone for everything Apple has done since with just three simple points:

- 1. Empathy** – an intimate connection with the customer’s feelings. “We will truly understand their needs better than any other company.”
- 2. Focus** – “In order to do a good job of those things that we decide to do, we must eliminate all of the unimportant opportunities.”
- 3. Impute** – “People DO judge a book by its cover. We may have the best product, the highest quality, the most useful software etc.; if we represent them in a slipshod manner, they will be perceived as slipshod; if we present them in a creative, professional manner, we will impute the desired qualities.”

Julia Pizzolato

Authenticity in marketing

According to AdWeek, “Purpose-driven brands” and “authenticity” were words thrown around plenty during <Cannes Lions 2019> festival. There are a few statistical reasons for these trends, too; namely that 70% of consumers trust other consumers’ product recommendations more than what brands suggest online, while 58% of millennials hate advertising. Not to mention that studies in the past have stated that as many as 84% of millennials don’t trust ads.

Without a solid marketing philosophy, brands are often tempted to jump on the latest trend or fad - with sometimes brand-damaging results and content that is seen to be fake and inauthentic.

Authenticity is a foundation of trust. As Stephen Covey points out, trust is built on character and competence.

It is critical that a brand’s modern marketing, especially in social media, is congruent with its character and in line with its past, proven results (a brand’s competence).

Now it's your turn.

What is your modern marketing philosophy?

Document your philosophy for modern marketing in the **workbook**.



MARKETING IS A CONVERSATION

“Anyone who touches product, experience, customer, channels, strategy (effectively all front of house) has a brand responsibility. The term ‘brand custodian’ is dangerous – marketers now need to help the organisation understand how the brand operates in all domains, their responsibility in delivering that, and how it is collectively measured.”

[Deloitte 2018](#)

“Our journey started with embracing the human side of Shell,” says Dean Aragon, CEO of Shell Brands International and Global VP of Brand. “This is a large multinational organization, yes, but **our customers are human. We need to be able to connect to them on that level.**” The marketing strategy became less about “marketing” the brand. “We flipped the syntax and made everything about our customers,” Dean continues. “Shell is not the subject—our customers, our stakeholders, our target audiences are the subject. We are the predicate.”



MARKETING OBJECTIVES AND GOALS

Beginning with the end in mind.

Without purpose, your modern marketing channel becomes confusing, has no guiding point of view, becomes inauthentic and worst of all, irrelevant. We suggest that companies follow the OKR model for this stage. OKR stands for **Objectives** and **Key Results**.

Objectives drive alignment throughout the organization. So the first questions to ask are:

1. What are the objectives of the organization/division?
2. How do your marketing objectives support the objectives of the organization/division?

Key Results are the **SMART** actions that will tell you that you've achieved your goals:

Specific - clearly defined and unambiguous

Measurable - quantifiable and trackable

Attainable - ideally a stretch but not impossible

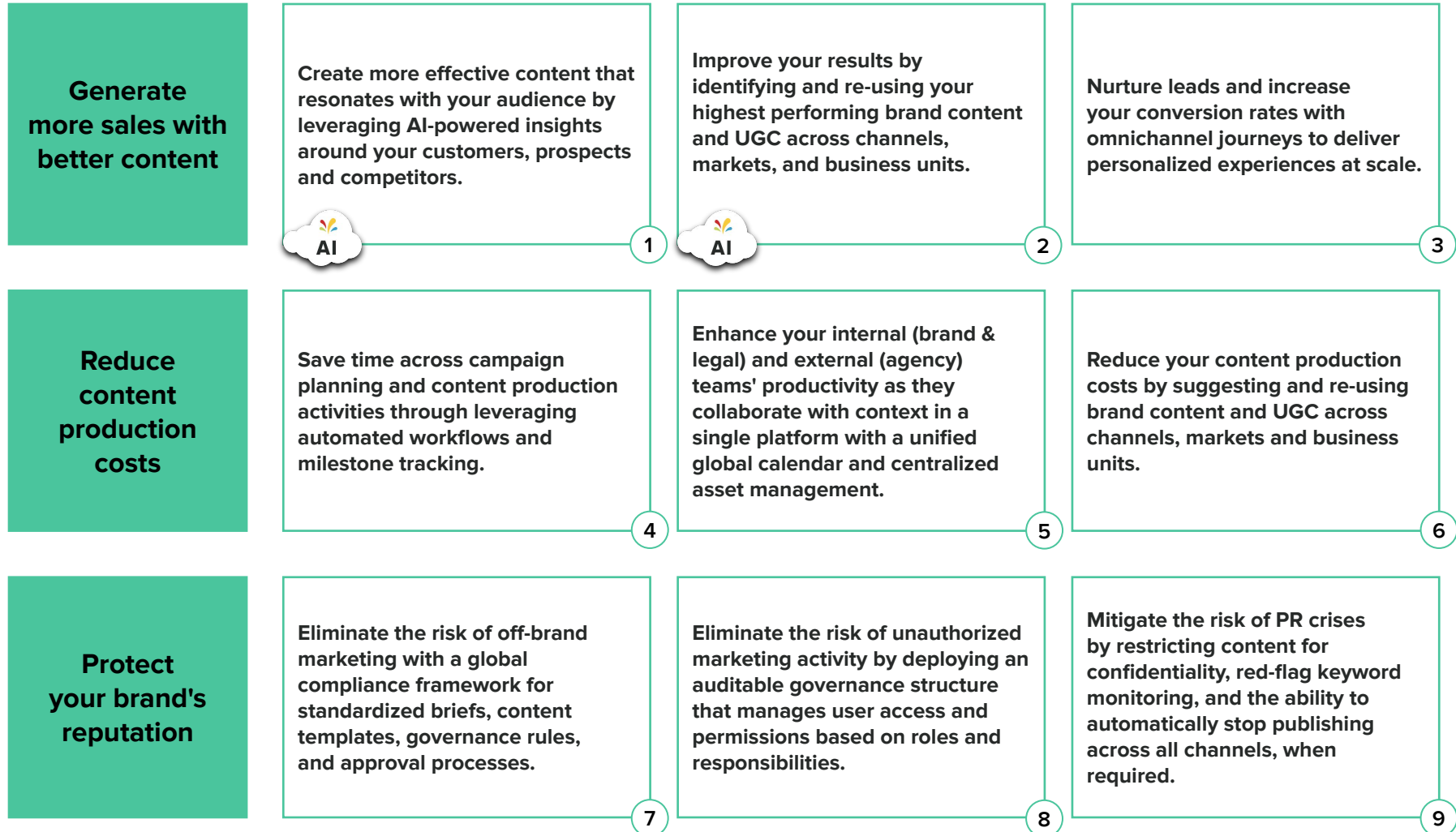
Relevant - aligns with business objectives

Time-bound - start date and target date






PRIMARY BUSINESS USE CASES AND OKRs (1/2)

Here are the typical use cases seen in the Modern Marketing market today



PRIMARY BUSINESS CASES AND OKRs (2/2)

Objectives, metrics and results depend on the role/level within an organization. Here's what we see in the market for Modern Marketing today:

Generate more sales with better content								
<p>PBUC Create more effective content that resonates with your audience by leveraging AI-powered insights around your customers, prospects and competitors.</p>	<p>Features</p> <ul style="list-style-type: none"> Reporting Dashboards Listening Dashboards Benchmarking Dashboards Smart Content Intelligence 	<p>KPI</p> <ul style="list-style-type: none"> Increased Total Reach per Content Increased Total Engagements per Content Increased Conversions per Content 	<p>PBUC Improve your results by identifying and re-using your highest performing brand content and UGC across channels, markets, and business units.</p>	<p>Features</p> <ul style="list-style-type: none"> Asset-Level Reporting AI Asset Filters Suggestion Queues Asset Markup & Versioning Asset Workflows Custom Fields Macros Rule Engine User-Generated Content (UGC) 	<p>KPI</p> <ul style="list-style-type: none"> Increased Total Reach per Re-used Asset Increased Total Engagements per Re-used Asset Increased Conversions per Re-used Asset Increased Total Reach per UGC content Increased Total Engagements per UGC content Increased Conversions per UGC content 	<p>PBUC Nurture leads and increase your conversion rates with omnichannel journeys to deliver personalized experiences at scale.</p>	<p>Features</p> <ul style="list-style-type: none"> Journey Facilitator Smart Audience Asset Management Omnichannel Content Templates Email Marketing 	<p>KPI</p> <ul style="list-style-type: none"> Increased Conversion Rate Increased Number of Leads
 10			 11			12		
Reduce content production costs								
<p>PBUC Save time across campaign planning and content production activities through leveraging automated workflows and milestone tracking.</p>	<p>Features</p> <ul style="list-style-type: none"> Workflow Engine Collaboration Pane Production Dashboards Custom Fields 	<p>KPI</p> <ul style="list-style-type: none"> Time saved per campaign planning task (exc. campaign approval tasks) Time saved per content production task (exc. content approval tasks)* 	<p>PBUC Enhance your internal (brand & legal) and external (agency) teams' productivity as they collaborate with context in a single platform with a unified global calendar and centralized asset management.</p>	<p>Features</p> <ul style="list-style-type: none"> Asset Notes Task Notes Content Notes Campaign / Sub-Campaign Notes Collaboration Pane Production Dashboards Digital Asset Management Global Editorial Calendar Campaign Overview Sub Campaigns 	<p>KPI</p> <ul style="list-style-type: none"> Time saved project managing per campaign per user Time saved managing campaign assets per user Time saved circulating a campaign calendar Time saved per asset note added Time saved per task note added Time saved per campaign note added Time saved per content note added 	<p>PBUC Reduce your content production costs by suggesting and re-using brand content and UGC across channels, markets and business units.</p>	<p>Features</p> <ul style="list-style-type: none"> Macros Rule Engine Suggestion Queues Asset-Level Reporting UGC Custom Fields 	<p>KPI</p> <ul style="list-style-type: none"> # Content Re-Used # of UGC published Annual budget spent on Asset creation
13			14			15		
Protect your brand's reputation								
<p>PBUC Eliminate the risk of off-brand marketing with a global compliance framework for standardized briefs, content templates, governance rules, and approval processes.</p>	<p>Features</p> <ul style="list-style-type: none"> Brief Templates Content Templates Workflow Engine Collaboration Pane Smart Compliance 	<p>KPI</p> <ul style="list-style-type: none"> % of campaigns with brief templates re-used Time saved per brief template used % of campaigns with content templates re-used Time saved per content template used % of content passing through approval Time saved per content approval % of campaigns passing through approval Time saved per campaign approval 	<p>PBUC Eliminate the risk of unauthorized marketing activity by deploying an auditable governance structure that manages user access and permissions based on roles and responsibilities.</p>	<p>Features</p> <ul style="list-style-type: none"> Dynamic User Groups Granular User Permissions Account Groups Audit Trail Native Secure Access 	<p>KPI</p> <ul style="list-style-type: none"> % of users governed in Sprinklr Time saved per content marketing user with customized workspace 	<p>PBUC Mitigate the risk of PR crises by restricting content for confidentiality, red-flag keyword monitoring, and the ability to automatically stop publishing across all channels, when required.</p>	<p>Features</p> <ul style="list-style-type: none"> Asset / Campaign Expiry Confidential Content Rule Engine / 'Stop Publishing Rules' 	<p>KPI</p> <ul style="list-style-type: none"> % of content reviewed for profanity Time saved reviewing content for profanity % of content made confidential Time saved restricting access to confidential content % of content paused with Stop Publishing Rules Time saved per deleting/re-scheduling draft content
 16			17			18		

Tips for setting objectives:

- Pick just three to five objectives - more can lead to over-extended teams and a diffusion of effort.
- Avoid expressions that don't push for new achievements, e.g., "keep hiring," "maintain market position," "continue doing X."
- Use expressions that convey endpoints and states, e.g., "climb the mountain," "eat 5 pies," "ship feature Y."
- Use tangible, objective, and unambiguous terms. It should be obvious to an observer whether or not an objective has been achieved. Research shows more specific goals can result in higher performance and goal attainment.

Tips for developing Key Results:

- Determine around three key results per objective.
- Key results express measurable milestones which, if achieved, will directly advance the objective.
- Key results should describe outcomes, not activities. If the KRs include words like "consult," "help," "analyze," "participate," they're describing activities. Instead, describe the impact of these activities, e.g., "publish customer service satisfaction levels by March 7th" rather than "assess customer service satisfaction."
- Measurable milestones should include evidence of completion and this evidence should be available, credible, and easily discoverable.

rework.withgoogle.com

Now it's your turn.

What are your brand's objectives and key results for Marketing?

MARKETING STRATEGY

Now that you have your objectives and goals defined, you can lay out your strategy to achieve them. Your strategy is not the specific tactics (marketing manager resources, do's and don'ts etc.) you'll use but the high level plan of attack.

Marketing strategy is covered extensively in the Sprinklr Engagement and Sprinklr Advertising Handbooks.

What we would like to expand on in this handbook are principles and considerations for the following aspects of ad-hoc and always-on modern marketing campaigns:

1. Campaign Briefing
2. Content Strategy
3. Editorial Calendaring
4. Asset Management
5. Production
6. Insights and Analytics



Red Bull rocked *Gartner L2's 2018 Digital IQ Index: Beverages* as the top Genius brand, surpassing cult favorite Starbucks. The brand excels on social media in a similar fashion by serving as a hub for extreme sports lovers. Short videos are posted to separate Instagram accounts for racing, motocross, and other sports and can be played without sound for those with day jobs, helping earn Red Bull the highest engagement on Instagram and Facebook out of all beverage brands.

Gartner



LESS IS MORE

“The last thing we want, is to be a big dumb company that feels we can put a swoosh on something and people will buy that.

Things are accelerating, But it’s not as if we’re in a speed-up, slow-down world. It’s a high-velocity world, we’re digitally connected, everything is changing.

The ability to **edit and amplify** is so critical. It is consuming for me, the choices we need to make in every part of our business <including editing out content in Marketing”

Mark Parker

CEO

Nike in Fast Company



1. Campaign Briefing

In a nutshell, a campaign brief is the campaign “essentials” - the single source of truth about the “who, why, so what, what, when, where, how” of a campaign. Having a single, dynamic, shared document means that global companies collaborate with local stakeholders to form a coherent and brand-consistent foundation for agile marketing success.

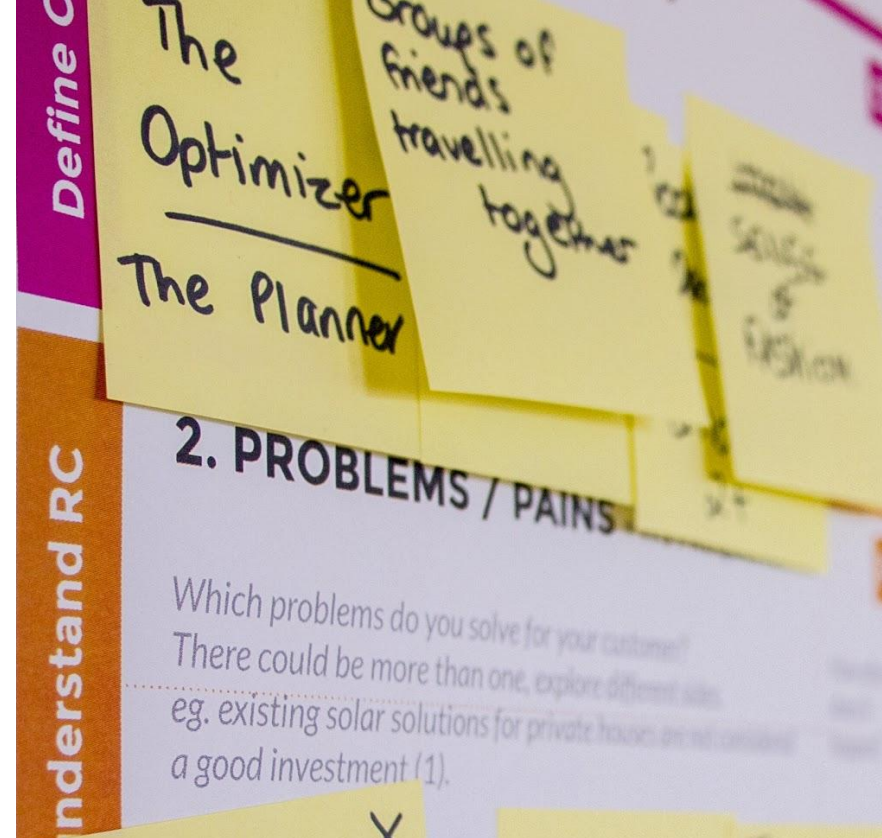
Campaign briefs need to include at least the following:

- **Audience (“who”)**: modern marketers are customer-centric, so they begin with their targeted consumer. As mentioned, AI applied to omni-channel Listening plays a very important role in extracting insights and identifying which content themes and tone resonates with prospective customers
- **Objective (“why”)**: the brief lays out the purpose of the campaign. Keeping this short and simple gives the teams the freedom to design multiple tests to achieve the objective.
- **Key Performance Indicators (“so what”)**: it is critical to align teams on the scoreboard at the start. A football game without goal posts is just a game of possession. KPI’s need to be measurable, actionable and clear. Ideally, they should be in an X by Y format (e.g. achieve 10% click-through to cart by end of Q1).

- **Strategy (“what”)**: this section of the brief includes the brand point of view, the campaign taglines and/or key messages, the content guidelines and the preferred channels. Specific product offers or Calls-to-Action would also be included in this section.
- **Timing (“when”)**: campaigns are often anchored around specific dates: product launches (e.g. Jordan sneaker drop for Nike), company events (e.g. conferences or webinars), public events (e.g. festivals or sporting events), and public dates (e.g. Singles Day in China or Black Friday in the USA). The brief needs to include a timeline of key phases of the campaign anchored on key dates.

Location (“where”): in conjunction with timing, it’s critical to stipulate the location of campaign activities where necessary.

- **Resources (“how”)**: the final section of the campaign brief needs to include resources regarding:
 - Executive sponsors
 - Stakeholders and team (including, from an agile perspective, who is the “scrum master”)
 - Budget
 - Key supporting or relevant documents (including legal guidelines of data or content rights as required)



Now it's your turn.

What does a brief look like for you?



GLOBAL + LOCAL = GLOCAL

Each new <local> market should be considered with fresh marketing eyes. While the essence of the brand should remain the same, the strategy needs to be carefully examined in light of extensive research carried out in market. All elements of your classic marketing mix will have to be reassessed: the target audience, competition, product offering, tactics... Not an easy task when you're dealing with multiple markets, of course. But remember – **the biggest brands have a “Glocal” strategy.**

[freedman](#)

Now it's your turn.

What does content strategy like for your campaign?

2. Content Strategy

We've all seen them: the big black foam boards with post-it notes all over them mapping out the content strategy. In a digital age, analog strategy planning simply falls flat.

Modern marketers have replaced these boards with digital overviews of the content “run-of-show”. Content strategies typically include:

- **Campaign Phases:** while always-on campaigns may not have defined phases, ad-hoc, focused campaigns will clearly have steps such as “pre-heat”, “heat”, “launch”, “post-launch”, “sustain”
- **Campaign Themes:** these are the “buckets” of content across the phases of the campaign. Examples of themes would be “Motivation”, “Product Knowledge”, “How to's”, etc.
- **Suggested Content:** the whole idea behind campaign strategy is to lay out content and copy against the themes and phases. This content/copy can be shared, downloaded and trans-created or localized at the geo/territory level, and optimized for the target audience in a brand's markets.

3. Editorial Calendaring

The number one request we hear from brands is: visibility. Brands simply lack a single source of record for omni-channel planning.

Best practices in omni-channel calendaring include:

- **Start early:** whether it's planning for an agile marketing sprint or a longer term, anchor campaign, getting content "shells" into the planner asap really helps teams collaborate, share and optimize.
- **Tag often:** as content is created, tagging is critical for analytics and content optimization. Creating the right "tagonomy" at the outset pays huge dividends later on.
- **Think share:** laying out the content in a way that's easy for others to consume - by grouping, or filtering, or as saved views/boards - means that teams and stakeholders can come up to speed efficiently and effectively.
- **Be global; act local:** great editorial calendars help local teams demonstrate great work and foster a best-practices learning culture across the brand.
- **Collaborate always:** ensure that collaboration occurs directly in the calendaring tool so that work on content/copy is in the context of team input.





4. Asset Management

Your digital asset management system governs how internal and external stakeholders view, approve, access, use and interact with digital content and copy.

Modern marketing asset management is characterized by:

- **AI-Driven Suggestions:** identification of assets by using AI-based content filtering and the reuse of top performing assets more effectively through a unified, shared asset manager
- **Consumer-driven Content:** User-generated content is seamlessly integrated into the campaigns to increase authenticity.
- **Roles-driven Rights Management:** content visibility, access and use are tightly governed both internally and externally.
- **Employee-driven Submissions:** employee advocacy programs serve as sources for content (especially in B2B campaigns)
- **Data-driven Decisions:** asset performance extends way beyond how many times an asset has been used and includes real-time measurement of asset engagement (likes, shares, comments, retweets, clicks, etc) and CTA-completion.

5. Production

Over the last few years, we've seen a convergence of content management and workflow management happening in modern marketing. As brands move to omni-channel campaign orchestration, the ability to plan and manage cross-team tasks has become critical.

Key production aspects to consider include:

- **Permission-based Governance:** roles, permissions and access should form the foundation for all workflow.
- **Integrated Workflow:** modern marketing follows a predefined set of tasks assigned to individuals or groups. This workflow needs to be kicked off by the approval of the campaign and then seamlessly integrated across the entire content and campaign lifecycle.
- **Seamless Automation:** all workflows should be automated to ensure timely task assignment.
- **AI-based Notifications:** using machine learning and AI to ensure content guideline compliance reduces iterations between brands and agencies
- **App-based Actions:** mobile plays a big part in production and tasks that can be “done on the run” should be facilitated.
- **X-Team Visibility:** transparency in task assignment, status and completion includes production dashboards, kanban boards, and content-level activity tracking.



MORE FLOW AND LESS WORK IN WORKFLOW

Since implementing Sprinklr into Solvay's digital plan, the corporate communications team has **saved approximately 50 hours per week** in staff communication alone. Having all campaigns stored in one platform means the team no longer has to reach out via phone calls and emails and can exchange directly to see how things are performing.





Now it's your turn.

You are what you measure - so how are you measuring who you are?

6. Analytics and Insights

In the past, marketers have often been given “campaign-recap” reports long after the campaign is over. Today, agile, modern marketing views real-time, actionable analytics and data as the fuel that runs the marketing engine.

The following principles apply to analytics in modern marketing:

- **Democratized, not hidden:** as mentioned several times in this handbook, a hallmark of modern marketing is bringing reports directly to marketers rather than marketers hunting for reporting themselves.
- **Real-time, not past-time:** utilizing technology like Live Slide™, teams across the organization can collaborate and build beautiful presentations with live, real-time social and business data.
- **Dynamic, not static:** updating and publishing reports on an automated schedule.
- **Co-ordinated, not siloed:** reporting across paid, owned and earned - in one integrated dashboard
- **Smart, not limited:** using AI to identify top themes by engagement and top insights in consumer comments
- **Actionable, not isolated:** interrogating and actioning every data point from every report.

ROLES AND RESPONSIBILITIES

Your ultimate resources are your people.

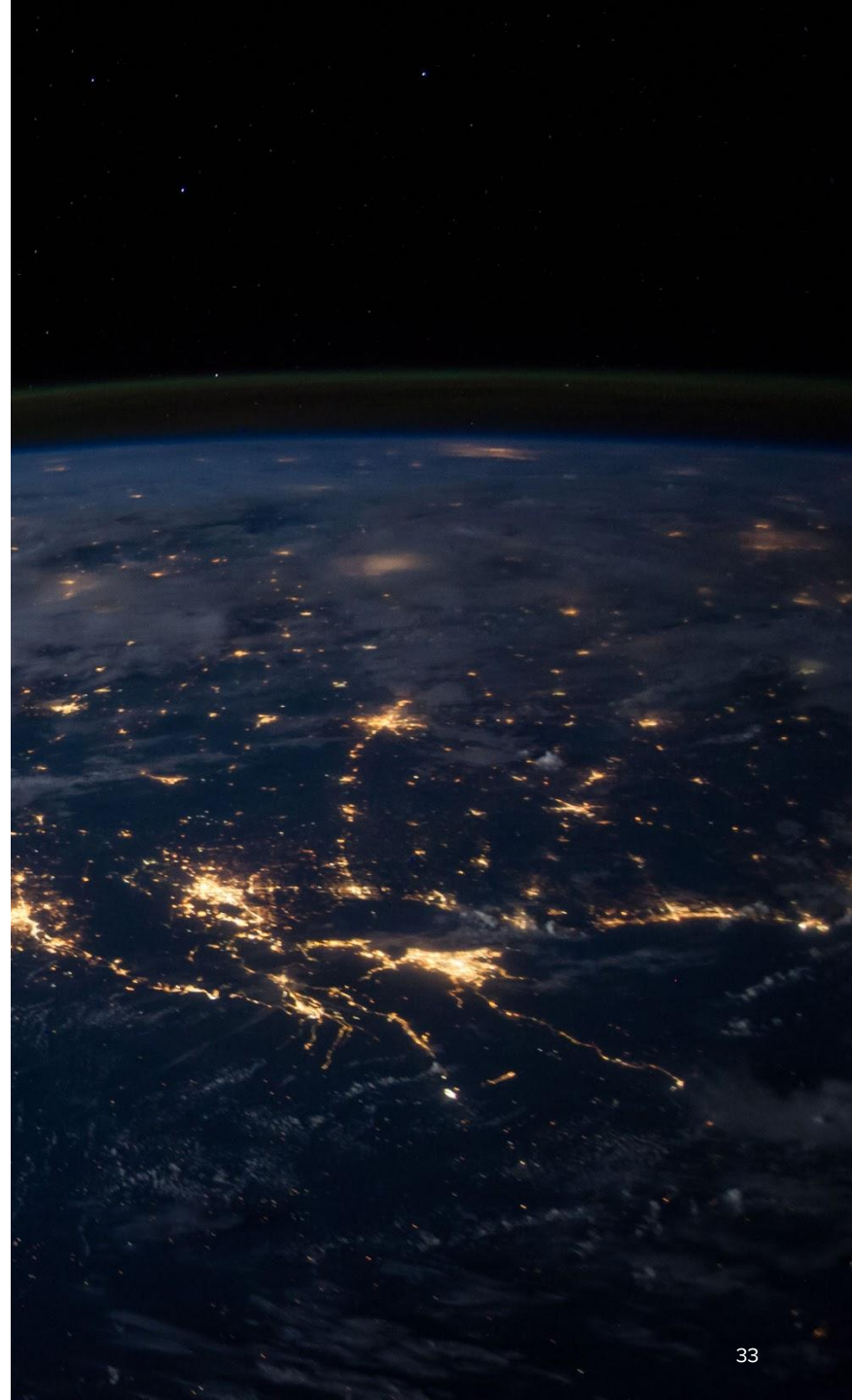
People never forget how you make them feel. And this is as true for your employees as it is for your customers. Having clearly define roles and responsibilities - and sticking to them - results in greater efficiencies, and happier people.

Here are the Modern Marketing roles and their responsibilities:

ROLE	RESPONSIBILITY
Community Manager	Publishes outbound content and engages with inbound messages
PR / Corp Comms	Formal communication for corporate- and product-related news and may approve other marketing content to ensure compliance
Analyst	Produces reports and gathers insights to track and adapt the content strategy based on content performance
Executives	Establishes the quarterly and yearly marketing strategy with a focus on revenue generation
Compliance / Legal	Defines and enforces the adherence of legal guidelines
Content Creator	Responsible for the creation of copy and creative assets to be used throughout a campaign
Producer / PM	Oversees the production process and project management of a campaign
Strategist	Defines the strategy, goals and KPIs for a campaign

Global and local

If you are large, global brand, the topic of centralization vs. decentralization will inevitably come up. How much you wish to centralize and control is often dictated by your company structure, resources and marketing strategy. The centralization/decentralization topic is often viewed as a question of: what does the global team do vs what does the local team do? “Global” is often referred to as “Center of Excellence”, “Corp Strategy and Operations”, “Digital Hub” or “Global HQ”. “Local” on other hand refers to a region or country or a category or sub-brand.



Global and local considerations

CONSIDERATION	CENTRALIZED	DECENTRALIZED
Campaign planning	<ul style="list-style-type: none"> • Create and maintain broad visibility • Ensure campaigns are coordinated across the globe. • Run corp campaigns consistently • Align campaigns with product availability • Share best practices 	<ul style="list-style-type: none"> • Align campaigns to local marketing events • Create localized version of the primary global campaign • Local campaigns depend on local product availability, seasonal timing, and resources.
Content creation	<ul style="list-style-type: none"> • Increase re-use of content • Centralize budgets/briefing for product shoots 	<ul style="list-style-type: none"> • Hyper-local content to increase engagement • Ensure cultural sensitivity
Content approval	<ul style="list-style-type: none"> • Create branding quality standards and ensure they are adhered to • Create and manage editorial review processes 	<ul style="list-style-type: none"> • By not having to wait for global approval, increase agility and react to local market and competitive situations.
Asset management	<ul style="list-style-type: none"> • Manage asset expiration • Manage asset legal considerations 	<ul style="list-style-type: none"> • Keep localized versions of all copy and assets
Paid media management	<ul style="list-style-type: none"> • Centralize budgets • Centralize social media and messaging/campaign reports • Global visibility of paid, owned and earned • Optimize campaigns across local entities 	<ul style="list-style-type: none"> • Local spending flexibility • Optimize campaign at the local level
Campaign execution	<ul style="list-style-type: none"> • Tightly coordinate global campaigns around product launches, events and PR activities • Ensure visibility of campaigns with key stakeholders such as Customer Support. 	<ul style="list-style-type: none"> • Execute with excellence at the local level while considering supporting/opting into global campaigns..
Governance and crisis management	<ul style="list-style-type: none"> • Tight governance concerning social media and messaging policy and publishing/engagement “do’s and don’ts”. • Create and activate crisis management playbook to coordinate brand responses. • Take into account all legal and regulatory aspects of social and messaging 	<ul style="list-style-type: none"> • Way less governance • Local crisis management may not warrant brand response.
Social media account management	<ul style="list-style-type: none"> • Clearly define guidelines for social and messaging account activation, maintenance and governance • Clearly define social media and messaging strategy 	<ul style="list-style-type: none"> • Manage social and messaging accounts within the local team. • Ensure brand is on unique accounts specific to the local geo (e.g. Kakaotalk in Korea).
Technology selection and management	<ul style="list-style-type: none"> • Centralize budget for technology • Centralize vendor selection and management/accountability • Consolidate local feedback for Technical teams • Ensure the processes/workflows are consistently applied across the brand. 	<ul style="list-style-type: none"> • Potential for simple tools for simple processes

It is also critical to establish the frequency of meetings and lines of communication between the Business and Technical teams to ensure a cadence of accountability. When the Business teams source technologies independently from the Technical teams this can lead to duplicative efforts, inefficient processes and increased costs. Similarly when Technical teams do not take the time to fully understand what the Business needs and why they need it, technologies are chosen that do not meet stakeholders expectations leading to low adoption and a waste of resources.

One simple way to think of it is this: Business people focus on the “what and the why”, while Technical people focus on “how and when”.

Now it's your turn.

What are the roles and responsibilities of your social media team - globally, locally and Technical vs business?

How AkzoNobel UK Reduced Response Times by 80% and Increased Engagement by 172%

To organize its social and messaging strategy for scale, the team set three goals:

1. **GOVERNANCE:** Set up governance across social and messaging channels
2. **DISCIPLINE:** Create discipline and process
3. **ALIGNMENT:** Align against strategic business goals

“It has been revolutionary for us in the last 12 months, to be able to say, ‘We are supporting customers with their complaints and queries whilst also generating added value revenue through our social responses.’”

Caylee O'Neill, AkzoNobel UK



Sprinklr Modern Marketing

STRATEGIC HANDBOOK

For more information:

www.sprinklr.com