UNLOCK NEXT-GEN MARKETING TRENDS

Abstract

Today's customers have everything at their fingertips, where the likes of smartphones, 5G, public Wi-Fi, the app economy, and social media, have vested enormous power in the hands of the buyer. From personalized promotional push notifications to product review/comparison blogs and walkthrough videos, everything is delivered as per the customer's need for 'instant gratification'. If technology can empower customers at the receiving end of marketing content with curated, real-time, anytime-anywhere information, it is only fair for business end-users to have the same power. It is inevitable for marketers to adopt the right marketing tools and innovative marketing trends to keep their organizations at the top. This paper attempts to throw some light on some of the features that today's marketing platforms have and the power of LCNC in adopting next-gen marketing trends faster.

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The Golden Era of the 'Digital'

With revolutionizing changes knocking every now and then, often, businesses are not prepared to adapt. The status quo of today's marketing revolution demands hyper-personalized, highly engaging content that increases the propensity of conversion. And most importantly, the ability to push such content at the right time. Let's take a look at what is happening in the industry and some of the pressing needs and challenges that brands face.

Personalized e-mail campaigns based on customer preferences have for long and to the day, continue to play a key role in marketing. It shows customers that you care about what they say and think, leading them to feel respected and part of the community that you are building. However, today, this will not seal the deal; brands need to be everywhere from social media to messengers and push notifications and call to remind their patrons that they are being valued. Similarly, a cookie-cutter approach to content will not work anymore, as customers have grown accustomed to receiving hyper-personalized and consistent content across all channels. In fact, according to a survey, 63% of consumers responded that they would stop buying from brands that employ poor personalization tactics. This level of personalization requires for deeper level of insights about customer's preferences and reactions. Similarly, events give marketers a crucial platform to build relationships and trust with a prospective customer by offering the much-needed personal touch. It is an opportunity for any brand to engage with the prospects and customers directly and apprise them about future roadmaps, vision, product launches, and strategies.

Beyond Digital Marketing

Amid these changes and demands, organizations strive to achieve growth by connecting on a deeper level with their clients through real-time personalized customer experiences. It is important to prioritize lower costs and higher flexibility for your marketing efforts while gaining the ability to make informed decisions. Solutions like Microsoft Dynamics 365 Marketing, often come as a lifesaver for marketing teams, by empowering them with a unified view on customer data. So, how do you know if your marketing solution is touching base with all your customers and is ahead of their expectations at all times. Below are some of the futuristic capabilities of an ideal next-gen marketing solution:

Campaign management

Build your influence amid personalized multi-channel customer journeys with predefined e-mail templates and rich in-built graphical content. With 360-degree information on your customers that include behavior, CRM data, buying patterns, and browsing behaviors, turn prospects into business relationships to deliver the right personalized messages, at the right time, through the right channel.

Customer segments using Natural Language Queries (NLQ)

Create static/dynamic segments to define the right customer journey and micro-marketing strategy for your target groups. NLQ designers permit the use of common words and phrases to describe the people you want to identify as the target customers without learning all the technical specifications of the marketing platform. The built-in AI and NLP engines allow considering historic customer details like specific reactions, preferences, demography, propensity, etc.

Event management

Orchestrate live and interactive events and webinars for your personnel and customers. Next-gen marketing solutions enable easy integration with a wide variety of live event streaming providers like Microsoft Teams, On24, JoinMe etc. It also provides a unified interface to deal with event sponsorship, logistics, attendee tracking, and defining roles/responsibilities of stakeholders, making event organization and execution smooth.

Social media connect

In the recent years, social media has gained the privilege of being its own channel for running targeted campaigns, exploring professional networks, and generating new leads. Most next-gen marketing platforms have easy integration and campaign setup options with multiple social media channels like Twitter, Facebook LinkedIn, Instagram etc.

Actionable insights and marketing analytics

The AI-based actionable insights generated by these digital marketing platforms allow targeting a niche with micro marketing. This helps in tracking your customer reactions/sentiments in context of your marketing initiatives. It gives a better idea of what works best in a particular instance for a specific customer/persona, that makes future planning of marketing activities to be more in line with the customer's expectations. These reports can give you 360-degree view of customers, detailed statistics and other KPIs based on profile data and interaction data. With this information, sales and marketing teams can execute comprehensive marketing strategies by rightly identifying macro-marketing components followed by micro marketing with segmentation.

Marketing with LCNC

While such next-gen marketing tools help brands outperform their business objectives, coupling them with Low-code No-code (LCNC) tools such as Microsoft Power Apps, can help execute campaigns swiftly and experience quicker ROI. LCNC platforms can help in reducing the complexity of building modern business applications, thus enabling smoother program orchestration along with maintaining pace with the fast-evolving business needs and futuristic trends. Marketers can achieve end-to-end marketing automation with fewer clicks and low or no support from technical teams with the power of LCNC. It offers the ability to perform core marketing activities like e-mail marketing, campaign execution, behavior tracking, event management, etc., on an intuitive interface.

Conclusion

The new normal has already begun rewriting the basics of marketing with digital marketing witnessing a surge. Meanwhile, business leaders are pushing executives to develop and lead digital transformation strategies focusing more on providing real-time information to customers and end-users. During the pandemic, social media and virtual events played a pivotal role in redefining digital marketing.

As the marketing industry stands at the brink of yet another revolution – one that involves more futuristic technologies like IoT, AR/VR, and gamification – the question arises. Are you ready to take on the next bout of digitalization? Will your products and more importantly, your marketing content reach your audience in time?

Sidenote

For Comprehensive Digital Marketing Efforts

Microsoft Dynamics 365 for Marketing empowers your team to understand customers and prospects inside-out to design multi-channel communication on an easy-to-manage, flexible platform. Its embedded intelligence simplifies opportunity nurturing, content creation, and campaign management. AI-driven suggestions, automated workflows, and custom dashboards provide an all-round view of the customer and team activities to keep you on top of things. It eliminates your regional and global compliance worries and allows you to drive business with productive strategies. Microsoft Dynamics 365 Marketing is a marketing solution that unifies customer information, provides marketing automation features such as lead scoring and customizable e-mail templates and allows to create targeted customer journeys.

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She has around 12 years of experience in the Microsoft Dynamics space having worked on various XRM implementations across different verticals. She has worked extensively on implementing marketing and event management solutions using Dynamics 365 for Marketing. She donned as Technical consultant, Team Lead, Business Analyst Lead Developer roles in projects. Technical and functional expertise in Dynamics 365 and Azure is her strength and area of interest.

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She has over 11 years of experience in the Microsoft Dynamics world, having vast experience in D365 CRM implementations. Her scope of work covers all aspects including presales, product demonstrations, analysis, design and architecture of business process solutions and training of end users utilizing primarily Dynamics 365. She has strong passion to deliver high quality solutions and like to work collaboratively by being a team player at the same time. Her areas of interest are Machine Learning, Next Gen solutions in D365, Microsoft Power Platform and Azure services.

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