A CUSTOMER JOURNEY THROUGH THE LAND *of* MAR-TECH

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ENGAGEMENT WITHIN CONTEXT

A CUSTOMER JOURNEY THROUGH THE LAND of MAR-TECH

start!

finish!

TOPIC DISCOVERY
Judy Consumer sees or hears something about football safety helmets.

AUTOMATED PERSONALIZATION

ADVERTISING

SOCIAL/INFLUENCER PLATFORMS

DATA LAYER

SEM: SEO & PPC

IT'S THE DATA LAYER!
Keyword optimization & conversion.

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DATA LAYER

CATEGORY DISCOVERY

Judy Consumer is looking for safety information & she finds topic-based web pages.

She explores information and leaves.

She then asks 20 of her friends about football safety and shares a photo of the helmet she is looking for.

Topic-based programmatic media to drive topic-engaged audiences to branded content on website, (ie social advertising, native & content syndication.)

Social publishing platforms such as Snapchat, Instagram & Pinterest.

Influencer platforms.

Social listening.

IT'S THE DATA LAYER!
3rd party cookie profiles & sentiment analysis.

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BRAND DISCOVERY
Judy Consumer researches specific product reviews
& returns to a few ecommerce sites.

Automated email personalization.
Automated web content personalization.

IT'S THE DATA LAYER!
Landing page conversion metrics
CRM data/sales scoring

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CURATION, THE LOOP
The ability to re-engage with
audiences after they have initially
interacted with a brand.

AUTOMATED PERSONALIZATION

ADVERTISING

SOCIAL/INFLUENCER PLATFORMS

DATA LAYER

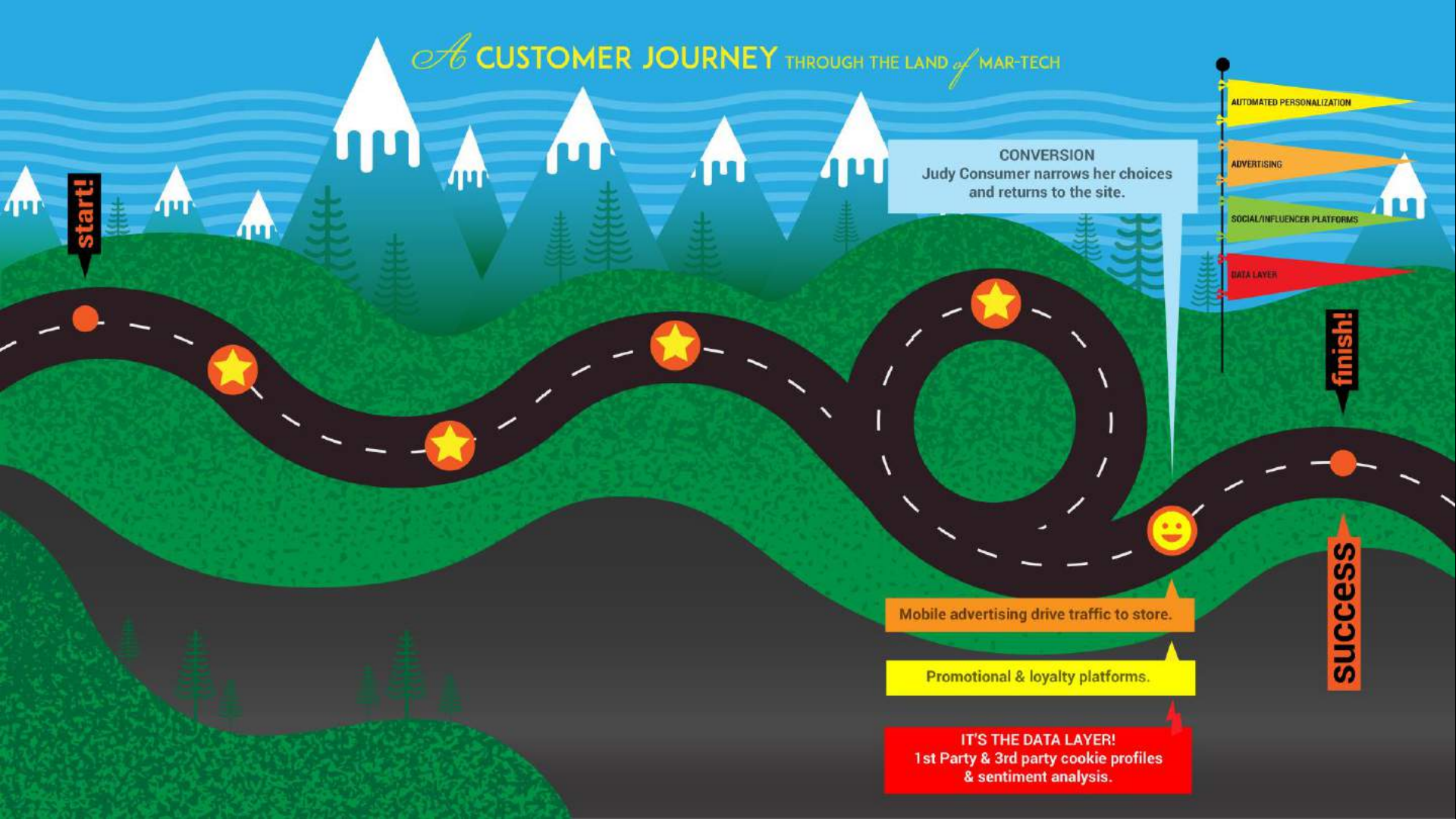Retargeting

Refer-A-Friend Platforms

IT'S THE DATA LAYER!
1st Party & 3rd Party
cookie profiles, CRM data.

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start!

finish!

success

CONVERSION
Judy Consumer narrows her choices and returns to the site.

AUTOMATED PERSONALIZATION

ADVERTISING

SOCIAL/INFLUENCER PLATFORMS

DATA LAYER

Mobile advertising drive traffic to store.

Promotional & loyalty platforms.

IT'S THE DATA LAYER!
1st Party & 3rd party cookie profiles & sentiment analysis.

A CUSTOMER JOURNEY THROUGH THE LAND of MAR-TECH

SUCCEEDING AT THE GAME OF MAR-TECH...it's a beautiful land, capable of powerfully engaging audiences with relevant communications. But the game can be a treacherous one; learning curves, technical glitches, system glitches and impression fraud all can cause one to lose their way. The best way to master Mar-Tech is continuous play and experimentation to see how it works. YA GOTTA BE IN IT TO WIN IT!

— #MAR-TECHJOY

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