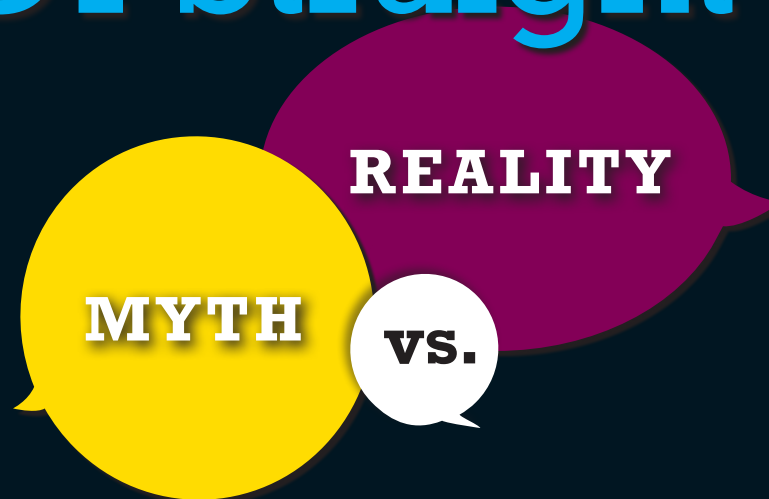


SPECIAL SECTION

# CGT Straight Talk



## THE TRUTH ABOUT DIGITAL MARKETING ...

**IT'S NOT JUST THE CMO'S RESPONSIBILITY ANYMORE**

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Given its name and all, you'll be forgiven for assuming that the practice of "digital marketing" is the sole responsibility of the chief marketing officer and the people who report into that title. Truth is, with the increasingly critical role that consumer understanding plays in the success of a brand, the practice transcends the marketing department and requires support from a range of other organizational functions, as we learn in this month's Straight Talk.

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# Digital Marketing Takes a Village

EFFECTIVE ENGAGEMENT STRATEGIES CUT ACROSS BUSINESS FUNCTIONS

## Myth

The marketing department is solely responsible for digital marketing.



KEITH SCHLAHT  
Global Industry Leader,  
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Salesforce.com

[salesforce.com/consumer-goods](https://salesforce.com/consumer-goods)

“The most effective digital marketers will segment, analyze, and leverage consumer data to make truly smart decisions.”



salesforce

## Reality

Digital marketing has historically been the domain of the CMO. But in reality, digital marketing that truly resonates with consumers and prospects requires cooperation and buy-in from across the sales, service, marketing and IT organizations.

Digital marketing technology allows consumer goods companies to recapture some of the power that has historically rested with retailers — but traditional companies will need to shake off a few assumptions, reorient around consumers, and come to grips with an almost overwhelming amount of digital and social data. Doing so will involve not just collecting consumer data from multiple sources, but also making sense of it to make intelligent, data-driven decisions.

Growing your understanding of the consumer unlocks a world of digital marketing potential — not just to build direct relationships with consumers but also to enrich the organization’s relationships with retailers, lower the cost of consumer acquisition and reap other benefits. Companies can develop smarter promotions and leverage intelligent analytics to see further and deeper, to innovate, and to make smarter predictions and plans.

Better information and insight will help companies pursue the goal of long-term customer loyalty and higher cus-

tomers lifetime value. When you’re able to collect consumer data, you’re able to more directly engage with consumers.

But to do this, marketers need to amass more information about their consumers than they have ever had before, using smart tools and techniques to not only gather data but reveal the patterns and trends that can inform decisions, activities, and plans, and to form a foundation for insight-driven marketing to clearly identified targets.

This means treating all consumers as named individuals, gathering insights around them to help build real and enduring relationships and create one-to-one consumer journeys. It means recognizing individual shoppers across devices and channels and targeting individual engagement activities to the right place at the right time.

It also means recognizing and tracking new and as-yet-unidentified potential shoppers as they traverse the digital landscape and cross between different channels, gathering insights that can be leveraged into identified profiles.

The most effective digital marketers will segment, analyze, and leverage consumer data in order to make truly smart decisions. With one integrated digital marketing platform, these companies can collect and connect data and then put it to work to engage consumers through advanced digital marketing practices.