# Commerce *Marketing* Priorities in 2022

With more consumers than ever buying online, businesses need to be prepared to step up their Digital Marketing and Automation game!

Here are our **Top 7 Marketing Priorities** you need to know.

**SAI DIGITAL**

## Keep it Personalised and Relevant

Email is still one of the most popular channels from a customer perspective. And it's still the biggest revenue-driver for your marketing.

You're likely already sending more emails now than you ever have before. Good. Now is the time to take that next step and think about how you make your email more sophisticated and, most importantly, more meaningful to your customers. Put yourself in their shoes and consider what messages they want to receive. This type of customer-centric email marketing requires personalisation of each email with relevant content based on context.

## Email has an average ROI of $38 for each $1 spent

(Direct Marketing Association)

**This year, make personalized, contextual emails a priority, and don't settle for less (because your customers certainly won't).**

# #2: CX
## Drive the agenda for the customer

Positive customer experiences are the **lifeblood of a brand**, and negative experiences are health hazards for your brand. The marketing team is a **revenue-generating growth engine** for any business, and one of the most critical elements for driving that growth is CX. Customer experience (CX) falls under marketing's umbrella because marketers own that relationship with the brand as well as the

## 1 in 3 customers will leave a brand after just one negative experience

**(PWC)**

If you want to meet the expectations of your customers, keep them happy, and drive business results, you need to **prioritise CX** as a fundamental marketing objective. Use customer data to create the kinds of 1:1 experiences that make customers feel understood and valued as individuals. C

**Customers want to know they can trust your brand because you're the leader at what you do.**

# #3: OMNICHANNEL MARKETING
## Meet Customers On Their Terms

Email may be holding strong as the most effective and profitable channel, but relying on email alone would mean ignoring customer preferences for other channels. And simply pushing the same message across all channels means ignoring the way people use the various forms of communication in different ways.

By taking a true omnichannel approach to marketing, you can increase personalisation and improve the way your brand engages customers. Brands must connect with customers on their preferred channel and deliver messaging that's both relevant and timely.

## Website, Social, In-App, Email, SMS, In-store..be where your customers are.

Your marketing software must have the flexibility to adapt to your customers' preferences and engage them through their preferred channel at just the right time with the kind of content they want to see. Only with this kind of agility can a brand adapt at the same speed as the market.

## Stop wasting time and $$ on I.T.

There are over 8000 Martech solutions available. Marketing teams don't need more software… they need software that does more and is easier to use. It's essential to rip off the band-aid solutions and address marketing needs as a whole. To stop wasting time and money, take the 3-step journey to sophistication: (1) CONSOLIDATE, (2) EXECUTE and (3) MEASURE.

## 93% of executives believe data silos are negatively impacting their business.

**(MIBAR)**

Data silos will ruin your day and your customer's experience. Onboarding and adoption are painful. Excess tech is burning up time and budget.

Using consolidated data and graphical reporting to see how much revenue each campaign generates, you are better able to understand how your campaigns are affecting specific business outcomes.

# #5: MARKETING AUTOMATION
## Let your tools do the hard work

Much of the work that goes into cross-channel marketing execution can be easily automated, saving your team time and effort. In 2022, make marketing automation a priority so you can free your team from doing basic day-to-day marketing activities, giving them more time to focus on strategy, creative content, and understanding your customers.

## Scale Real-Time Personalisation Quickly with Automation

Marketing automation is essential for scaling real-time personalisation across all channels. When using automation, real-time personalisation becomes highly efficient and streamlined. With automation in place (and your data fully integrated into your platform) you can set up 1:1 messaging across all your channels, have them triggered in real time based on the customers behaviors and actions, and execute sophisticated, personalised campaigns quickly.

# #6: A.I.
## Your real-time 1:1 Marketer

When you incorporate AI into the mix, your marketing goes from reactive to proactive. Not only is this beneficial for how you're engaging your customers, it improves your ability to drive revenue.

Giving your customers what they want before they even know they want it establishes you as the brand that understands them best, that they can rely on and trust.

## 94% of marketers see using AI to segment data as an important time saver

AI removes a lot of the uncertainty and guesswork that surround marketing, especially when it comes to predicting your customer's actions. The tech can predict which customers are likely to buy or convert, remain inactive, or defect. That way, you never miss an opportunity to convert interested customers, or engage at-risk customers before they leave your brand for good.

# #7: LOYALTY
## Keep Your Customers Coming Back For More

Retaining customers might just be the most profitable thing your brand can do. The studies on customer retention are almost endless, and they consistently point to the fact that loyalty translates to revenue. **Brands are 3x to 35x more likely to sell to an existing customer than a new one.**

When most people hear "customer loyalty," their minds instantly jump to point-based programs. **Loyalty is much more than that**. Loyalty stems from your entire relationship, the way the customer experiences your brand at every touchpoint in their journey with you.

## Increasing customer retention by just 5% increases profit by 25%
### (Bain & Company)

Loyal customers buy more at higher values, and they're also more willing to tell friends about your brand because of their positive experiences. Win after win after win.

**You know your loyal customers better than your prospects.** Long-term relationships with customers allow you to collect zero- and first-party data, which you can then use to create more personalised interactions.

# Commerce **Marketing** Priorities in 2022

## A Quick Recap:

- Ensure emails are intelligently **personalised**
- Enhance **CX** by driving the agenda for the customer
- Go **omnichannel** to meet customers where they are
- Get your **tech stack** together
- Rely on **automation** to do what humans can't
- Use **AI** to turn insights into action
- Give value to earn loyalty.

**Whether you are just getting started with Digital Marketing Automation, or you are looking to lead the pack...**

**SAI Digital has a solution to suit your scale and budget.**

**SAI** DIGITAL

**You'll love working with us.**
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