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AIMING FOR INTEGRATED LIFECYCLE MARKETING

#DIGITALBENCHMARKING

Take your digital marketing to the next level with our capability assessment. Use our visual checklist to audit how well your business or clients are exploiting their digital channels to identify and prioritise techniques to improve.



	1. Initial	2. Managed	3. Defined	4. Quantified	5. Optimised
Plan <i>Creating a strategic roadmap</i>	No strategy. Unclear goals or prioritisation.	Prioritised activities. Goals not modelled or aligned. Martech adoption ad-hoc.	Multichannel marketing plan in place. Revenue-based funnel acquisition model.	Retention and LTV model. 90 day planning. Martech roadmap and structured evaluation.	Digital transformation implemented. Structured testing and optimisation programme.
Reach <i>Build awareness Drive visits</i>	Limited ad hoc use of paid media. SEO not proactive.	Search target keywords defined. Simple use of AdWords/online media.	Structured approach to paid, owned and earned media to agreed targets.	Programmatic. Regular improvements to media. New media review ad hoc.	Media fully optimised based on attribution and evaluation of new options.
InterAct <i>Experience, flow and content</i>	No insight on personas and customer journeys. Limited insight on sections	Footfall to different site sections and CTAs for lead generation and profiling	Content marketing and personalised journeys to encourage purchase.	Personalisation optimised. AB testing of different site sections.	Multivariate testing. High quality content marketing.
Convert <i>Build multichannel sales</i>	No paid remarketing. Simple broadcast newsletter.	Initial media retargeting. Targeted newsletter. Simple welcome emails.	Re-targeting optimised Welcome and abandon emails. Personalisation.	Segmented lifecycle emails, personalisation & paid media retargeting .	Retargeting and personalisation optimised across touchpoints.
Engage <i>Customer loyalty and retention</i>	Limited experience research Customer newsletter	No loyalty programme Targeted newsletter. No personalisation	Customer research informs site improvement. E-mail re-engagement	Loyalty programme. NPS. RFM-based email and personalisation	Retargeting and personalisation optimised. Machine Learning applied.
Brand <i>Building emotional connection</i>	Basic brand identity, but brand benefits not communicated.	Brand values defined, but not clear on-site. Customer reviews.	Online value prop defined Blog and social media develop brand.	Brand personality and defects researched and acted on promptly.	Fully integrated brand reputation management including PR.
Governance <i>Managing growth approach</i>	Analytics in place, not reviewed. Ad hoc performance reviews	Analytics reviewed ad-hoc Regular performance reviews. Skills lacking.	Dashboards for regular weekly performance reviews. Digital Skills.	Value-based KPIs 90-day planning review. Skills improvement.	Lifetime value KPIs Structured defect reduction problem
	"Basic Lifecycle Marketing"	"Improving Lifecycle marketing"	"Planned Lifecycle marketing"	"Managed Lifecycle marketing"	"Optimised Lifecycle marketing"
<p>+ Take your digital marketing to the next level with Smart Insights member resources</p>			<p>+ Check out our Lifecycle Marketing Toolkit page for our advanced resources available to Business-level members</p>		<p>+ Subscribe to our business-level Expert membership to download planning templates and best practice guides to improve lifecycle</p>

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The BMW M6 gives higher level of brill formulation crack when compared to all other models released by the BMW.. The first model E24 was released in the year 1976, which was launched as a

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Oct 25, 2006 For least-cost feed formulation software to be effective it should offer the following basic features that are applicable to all species.. At this point it is important to keep in mind that feed formulation runs on data that have been entered into it by the user.. The BMW 6 Series refers to the two generation models from BMW, both of them based on the 5 Series sedans.

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