



How #MarTech Changes the MR Marketing Game

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Who are 249Labs?

- Marketing Technology(MarTech) Consulting & Product startup
 - We help companies in topics around:
 - MarTech organizational/skillset/political challenges
 - Understanding MarTech vendors
 - Connecting companies to implementers
 - Business & IT alignment for MarTech success
 - Wearables and Connected eco-system
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What is MarTech?

- The technology and services that exist to create experiences for customers as they engage with companies
- These technologies can be customer facing and visible. E.g. Email, Click to Chat, Digital Advertising, Search
- Sometimes they are invisible to the customer but feed experiences. E.g. Databases, CRM, Server technology(WCMS)
- MarTech can automate and simplify work that used to be done manually or by IT.
- While MarTech can create experiences, they are not always good experiences when used incorrectly

Marketing Technology Offices today

- MTOs exist in many Fortune 100 companies (Aetna, Target, Best Buy, Home Depot, Coke, Dell, Nationwide, Office Depot, Kimberly Clark, Clorox etc...)
- They all have their own organizational models with some basic similarities
- All of them see their importance, role and responsibility growing
- They sit in Marketing, IT, Digital, eCommerce

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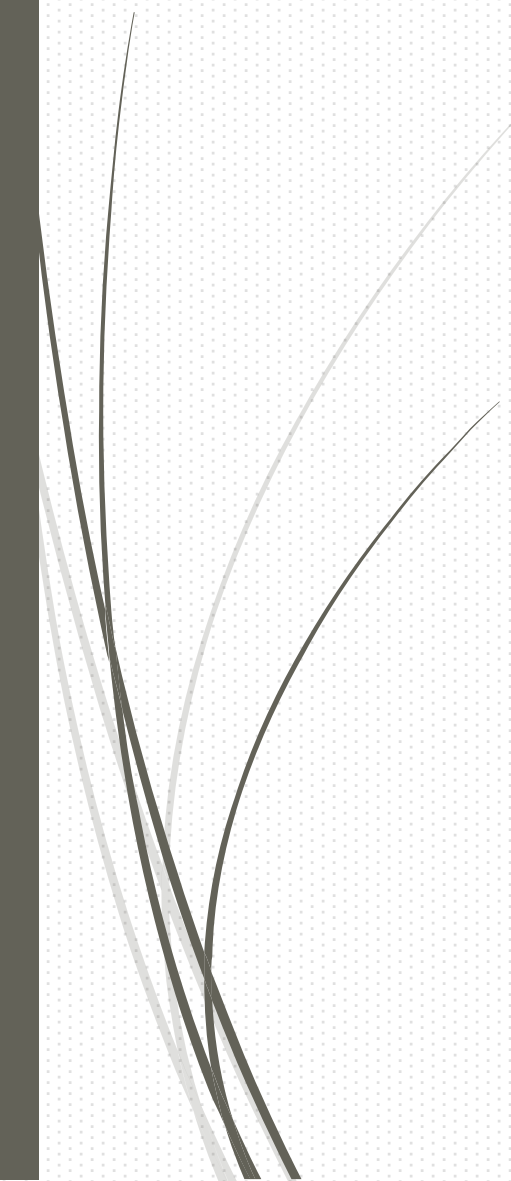


Kimberly-Clark





How to leverage Marketing Technology?

- How can you leverage technology to market yourselves better?
 - What are tactical steps you can take?
 - What are the associated costs?
 - What are the benefits?
 - How do you measure success?
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Marketing Technology options for you

- ▶ Content Distribution– Blogs, Websites, White Papers
 - ▶ Content Optimization - SEO, Keyword Checkers, Mobile friendly
 - ▶ Paid digital advertising – Google AdWords, Retargeting, Social Media
 - ▶ Social Media – LinkedIn, Twitter, Facebook
 - ▶ Marketing Automation – Capture leads, build customer relationships
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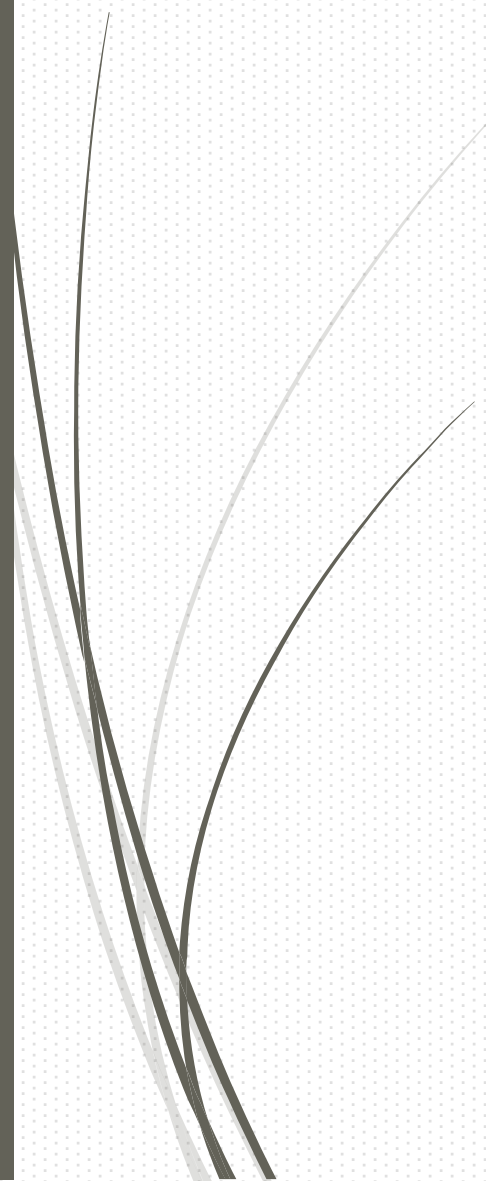


Interesting, but how much?

- Content Distribution– Free to \$50 / month
- Content Optimization – Many free
- Paid digital advertising – \$100 to \$\$\$ / month
- Social Media – Free, Pay for advertising on them
- Marketing Automation – \$200 to \$400 / month

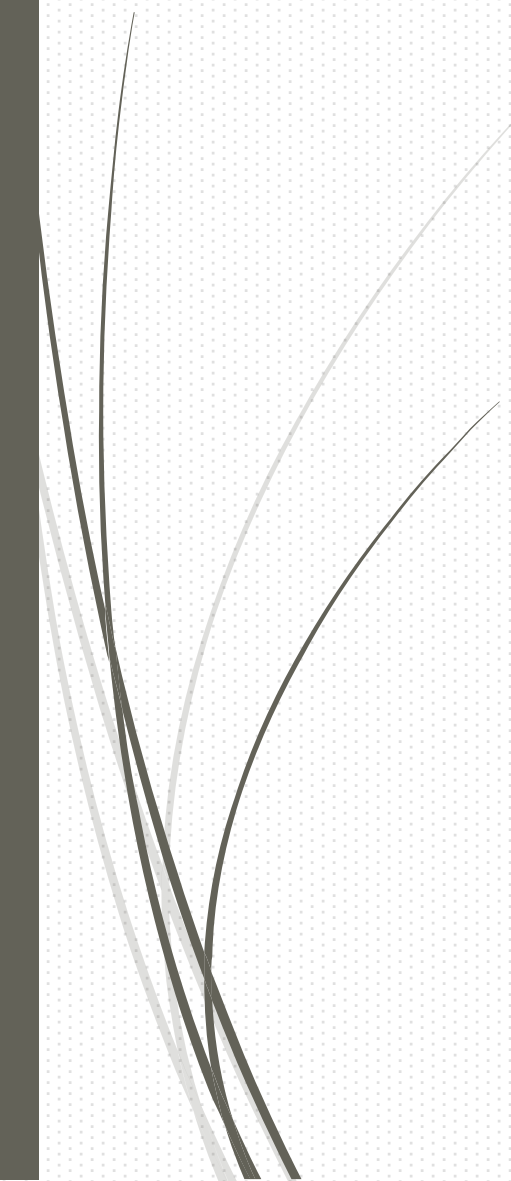


Benefits of leveraging MarTech

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- Build your online brand
 - Cast a bigger shadow
 - Demonstrate your expertise
 - Sell yourself, no one else will



Measure success and what works

- ▶ Develop 2-3 KPIs on what is important to your business. Growth, Awareness, Engagement
 - ▶ Analyze your engagement tactics in social
 - ▶ Analyze your digital analytics
 - ▶ Optimize constantly, try different tactics
 - ▶ Do not get disheartened
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Market Research view of MarTech

Automation

Lead Generation

Relationship marketing

Content Distribution

Blogs

Website

White Papers

Email

Social Channels

LinkedIn

Twitter

Facebook

Advertising

Banner ads

Search advertising

Social Media

Search

Content Optimization

Keyword Density

Webmaster Tools

Mobile

Measurement

Digital Analytics

Optimization



Summary



- ▶ Large variety of MarTech options to help you
- ▶ Prioritize your needs based on your business goals
- ▶ Develop a strategy around tactics and budget
- ▶ Work with a partner to get started if you need help. This stuff isn't easy and can be confusing
- ▶ Keep at it. This isn't a project with a defined start and finish.



Thank you for your time

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