



The evolution of marketing communications

Tech and SaaS marketers are at the forefront of innovation when it comes to the products they promote. But, are you ahead of the curve when it comes to marketing communications?



Introduction

It's time for you to ask yourself: are you staying ahead of the curve when it comes to marketing communications? Are you investing in the most relevant strategies, platforms and tactics — or is your organization stuck in a traditional and 'one-size-fits-all' marketing rut? Join us as we journey through the marketing communications evolution, from how it all started through to the new era of hyper-personalization, instant response culture and digitally-enlightened B2B buyers.

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Reflecting on traditional marketing communications

Let's think back to before the hyperfast rise of digital marketing and the **age of automation**; when traditional tactics were the most tried, tested and reliable means of getting noticed. Broadcast media, print advertising, brochures and billboards were King — and while there is still a place for these mediums today, the undeniable growth of social media, search engines and advancing technology has presented invaluable opportunities for marketing professionals everywhere.

With intelligent targeting capabilities, the power to automate processes and the rapid rise in smart phone use, it's safe to say the modern-day marketer has an entirely new idea of what **'good' marketing** looks like.



Understanding your audience and the rise of personalized marketing

**“Traditional marketing talks at people.
Content marketing talks with them.”**

— Doug Kessler, Creative Director and Co-Founder at Velocity Partners

As the digital-first strategy began to showcase a number of benefits — flexibility, increased targeting capabilities, insight and analytics, and constant connectivity to name but a few — the need to personalize marketing communications became clear.

...and then came Amazon: the first online vendor to introduce digital personalization on a truly epic scale. With more and more data about customers, potential customers, and even website visitors becoming available to brands, **personalization was no longer simply an option** — even for B2B organizations.

Enter content marketing and audience segmentation: the ultimate solution to delivering the right kind of information, to the right people, as and when they need it.

80%

of consumers are more likely to make a purchase from a brand that offers personalized experiences.

Source: Epsilon



Immediacy, automation and humanization

7.8x higher

content marketing leaders experience **7.8x** higher year-on-year growth in unique site traffic.

Source: Aberdeen



So, how can exceptional marketers **maximize the results and potential of this traffic?** That's where automation software, a human approach, and a culture of immediacy come into play. When used in harmony, these approaches provide tech and SaaS marketers with the potential to capitalize on every website visitor, every time, and generate significant sales revenue for the business.

With intelligent website visitor automation, for example, marketers don't have to rely on sign-ups and form-fills to identify opportunities. Instead, the solution identifies your visitors, matches them with contact and firmographic data, and then routes this intelligence to a relevant stakeholder in your team in real-time, with no need for manual intervention.

With **real-time alerts** comes the power to engage instantly; something the digitally-enlightened B2B buyer demands today. The modern-day buyer is conducting more research and taking longer than ever before to make a decision. But, with the power to reach out to a potential buyer while they're still exploring your site — armed with invaluable insight into their behavior, interests and on-site journey — **website visitor automation** presents the opportunity to captivate buyers before your competitors know they're in the market. Automate your website visitor identification process, humanize your content and messaging with data intelligence. Reach out with tailored communications instantly — while your visitors are at their most engaged.

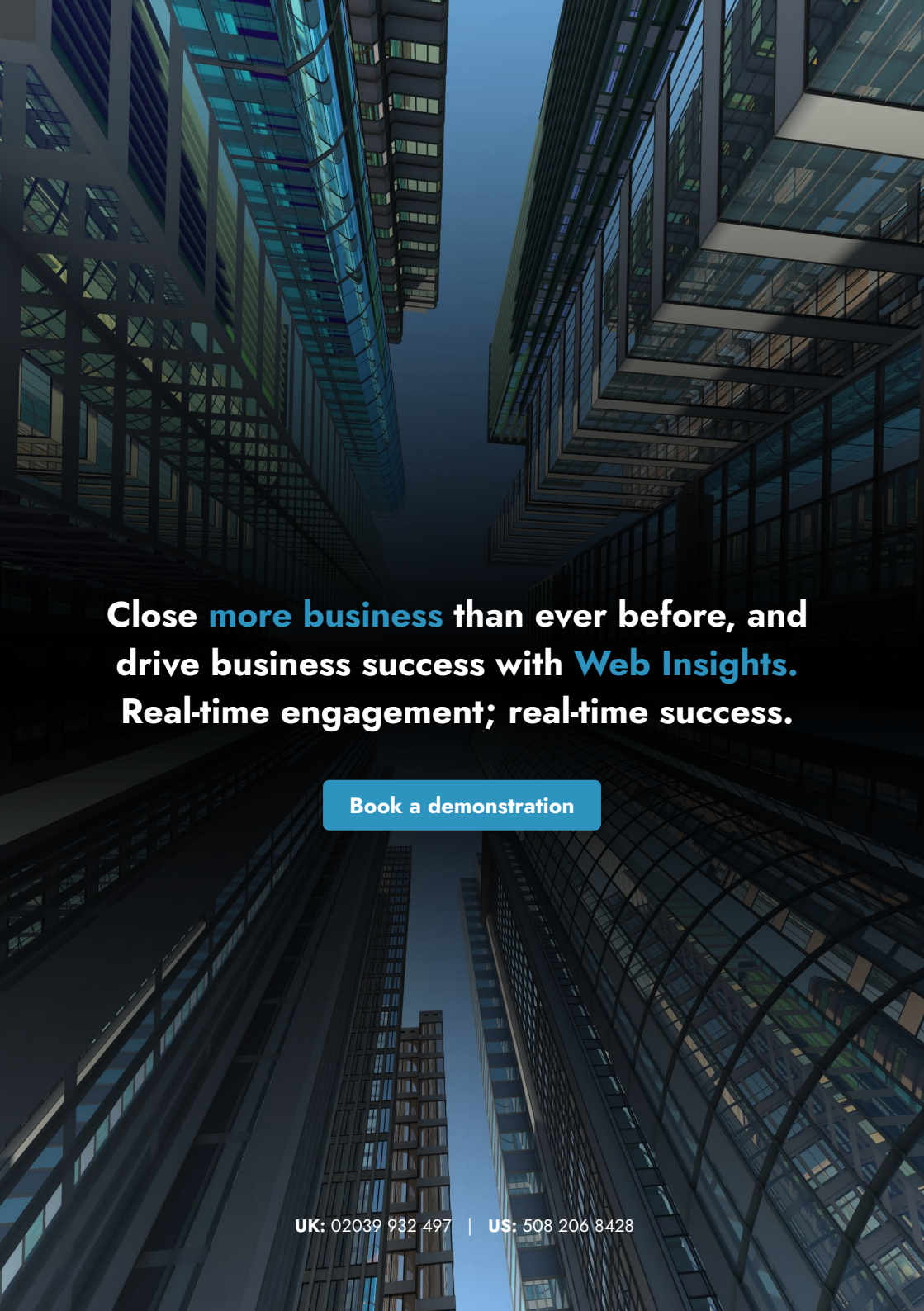
480,000

as many as **480,000** websites currently use marketing automation technology.

Source: Bold Digital

Are you a part of the marketing communications evolution? **Web Insights** is an intelligent website visitor automation software, empowering technology and SaaS marketers to harness the power and potential of their websites. The solution identifies your website visitors, creates enriched contact and firmographic data, and delivers opportunities automatically to the most relevant team member in real-time. Segment data with ease; integrate seamlessly with your existing mar-tech stack or CRM for enhanced results. Route leads and opportunities to the right stakeholder or add to workflows for instant communication or nurture and turn website visitors at every stage of the funnel into leads, and ultimately business success.





Close **more business** than ever before, and
drive business success with **Web Insights**.
Real-time engagement; real-time success.

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