




# EXPERIENCE MAKERS LIVE





# Scale Your Omnichannel Marketing Globally

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# Scale Your Omnichannel Marketing Globally

- How data can fuel your multi-lingual & multi-time zone Marketo Engage campaigns
- Understand the model that works for you – Centrally managed or local devolution?
- Fully utilize available features in Marketo Engage to drive your success
  - Segmentations
  - Dynamic Content
  - Snippets
- Invest in replicable processes for all regions to invest in to increase efficiency & campaign consistency



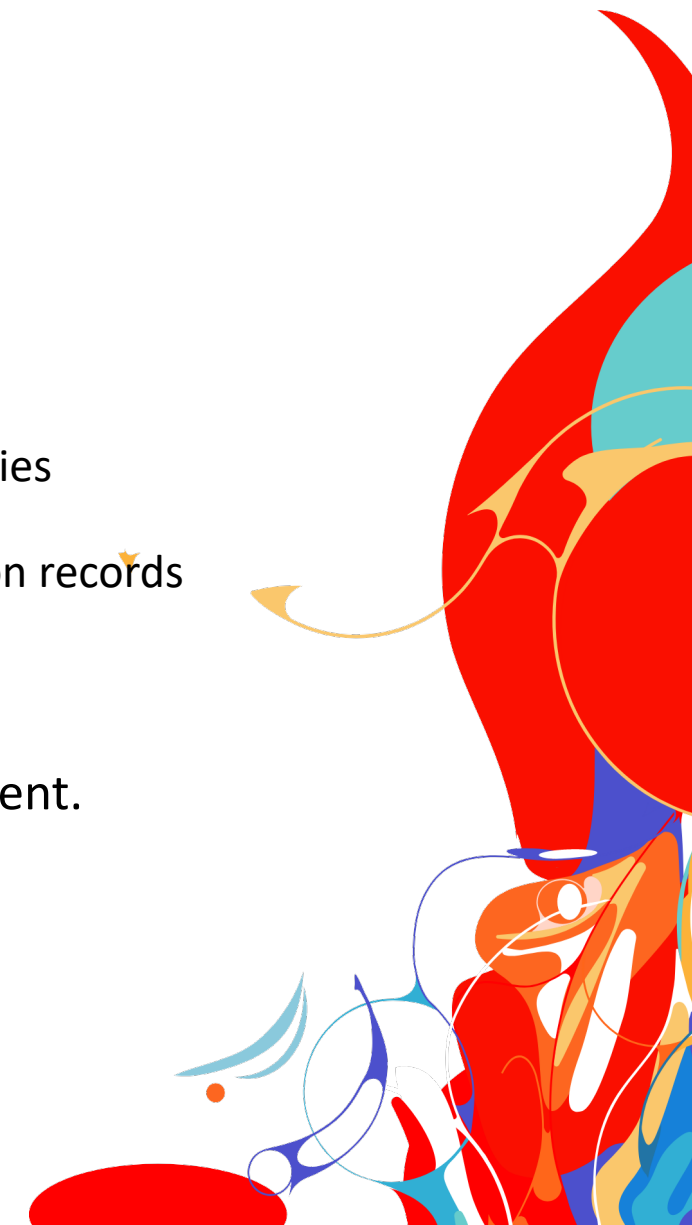
# Why is planning processes so important?

- IFS has been live with Marketo Engage since January 2019, previously Pardot
  - 120 users globally
  - 2 Marketo Admins
  - 15+ languages supported
  - Custom CRM Integration
- Campaigns are developed centrally and need to be executed locally



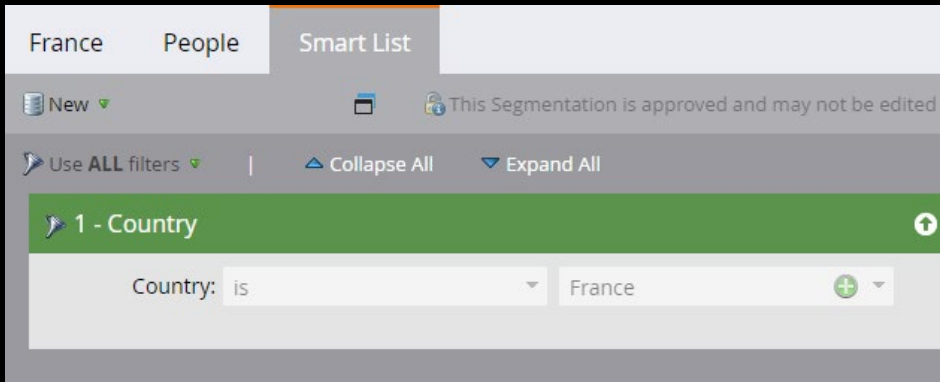
# Build your success upon a solid data foundation

- Make time to establish and commit to your foundations
- Multi-lingual campaigns **thrive** on Segmentations
  - Decide with your wider team how to approach your language options
    - Person level 'Country' field v 'Language' field to account for multi-lingual countries
    - If 'Language' provide options to edit via CRM or Preference Pages for your person records
  - Document your agreed process & allow for preference changes
  - Flexibility allows for a more personalized approach, offering higher engagement.



# Segmentations

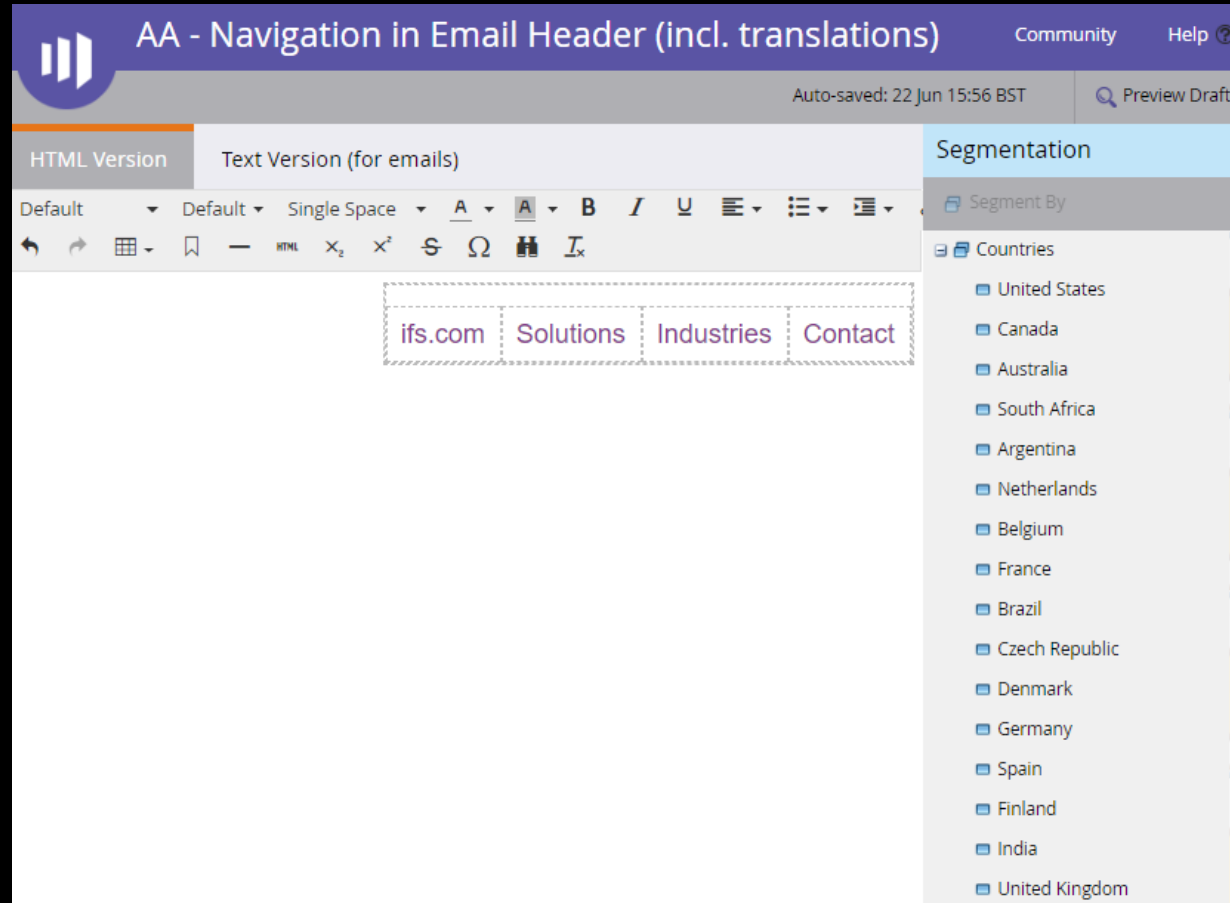
- You are able to have 20 Segmentations in your instance, each with 100 Segments\*
- Each person will be able to qualify for one segment, the first matching rule they reach –



- Use your Segmentation everywhere – Snippets, Dynamic Content in Emails & on Landing Pages and even build campaigns to trigger field stamping for use in Web Personalization!

# Snippets

- Snippets are dynamic content blocks for Emails & Landing Pages.
- An easy way to fuel your footer & header translations
- Supports tokens, images, files or rich text.
- Marketo Engage will recognize your known users based on your chosen data point.

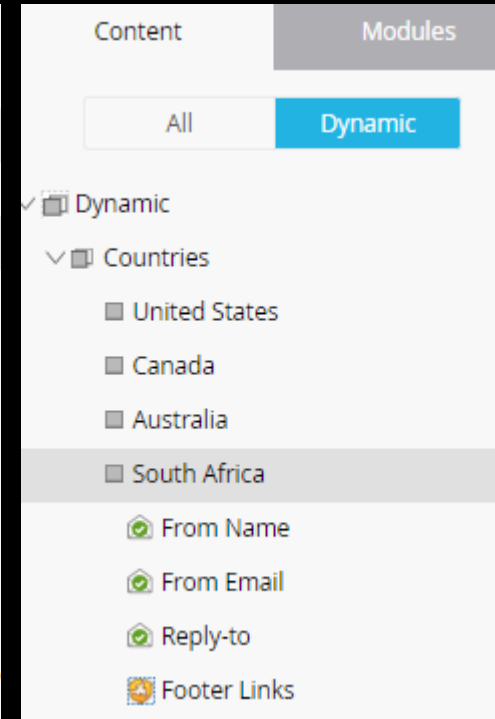
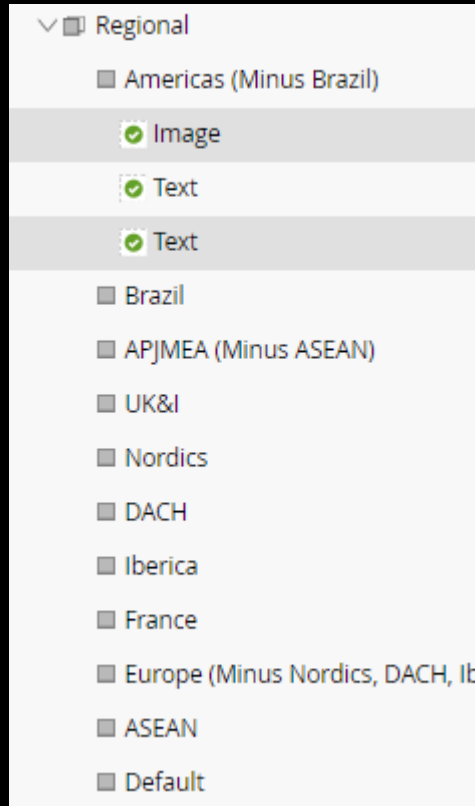


# Dynamic Content - Emails

- Using your Segmentation data allows you to add varying content to your local assets, dependant on who is viewing it.

- Emails -

- At IFS we use dynamic content in every email
- We alter the footer links via a snippet to be country specific
- We vary content of the email depending on your geographical location
- We change the actual sender so it is someone close to you who is there to follow up with





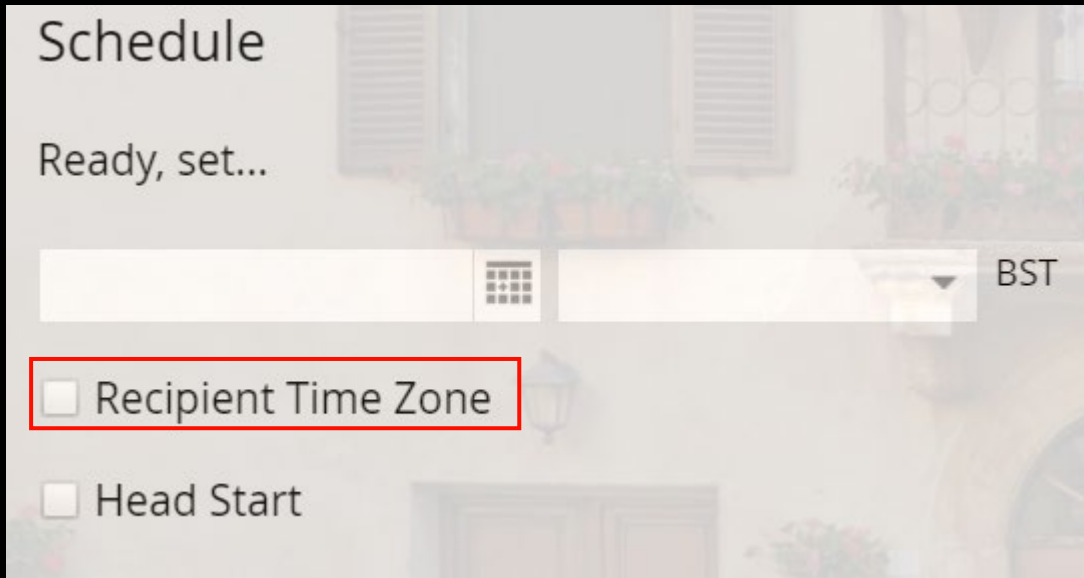
# Dynamic Content – Landing Pages

- Why not build one landing page and fuel your visual content with Dynamic content?
- Show a local language form like this example
- A different for each locale
- Customise the content for Customer v Prospect?



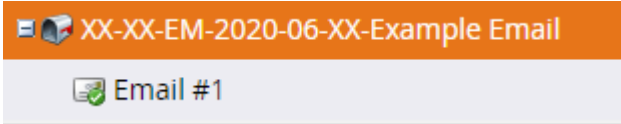
# Send in Recipient Time Zone

- The ultimate feature enabling you to build once with the aforementioned features, and send once
- Available in Email Programs and Engagement Programs
- Send once, and Marketo will hold until the recipient timezone



# Centrally Created Campaigns, launched locally

- Create, Clone and Collaborate



- Built centrally, cloned to regional folders & made available to all regions
  - Each campaign has a briefing document
  - Each user is trained on how to edit during their instance introduction
  - Enabled to localize, approve and schedule for their data on their timeline
- Enables a local model with centrally approved assets
    - Increasing efficiency
    - Ensuring brand & content consistency



# Thank You!

- Any questions? Email me – [adele.miller@ifs.com](mailto:adele.miller@ifs.com)

