



*Why Marketing Automation is like a Willoughby
housewife's Land Cruiser*



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Introduction

Never before has so much money been spent on so much software, only for so little to be done with it.

Simon Van Wyk unpicks the most common crimes committed in the name of marketing automation.

Let's say you're a housewife: You live in Willoughby, your kids are at the local Catholic school, and you do yoga. You need to buy a new car, but you only drive about 18 kilometres a day.

So the dealer asks,

"Will you take the car off-road?"

"We might to go to football on Saturday, and park it on the grass at the SCG."

"Are you going to drive up steep hills?"

"Well, there's the ramp at Westfield Chatswood..."

"Do you want a fridge in it?"

"The kids go a long way to school, so they might need a cool drink on a hot day."

What you need is a Hyundai i30. What you buy is a Land Cruiser. You make an emotional decision, probably because three of the women at book club have one.

The same stuff happens with marketing automation. All of the options do so many things. They're all so feature-rich, it's confusing. So the first crime is that nobody knows what he or she is buying!



SkunkMonk Event - August 2015 at L'Aqua - Gold Room,
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Driving around in circles

The second crime is that marketing automation is never implemented properly.

If you've ever seen a marketing automation sales presentation, you'll know how magnificent they can make it look. You're running advertising campaigns, there are cookies firing off in all directions, you're generating loads of traffic, and your CPM (Cost Per Million) impressions is down from \$40 to \$5 because you're not paying an agency in the middle. It's all happening. It's all working.

But it doesn't work! None of it works until you've made it work.



Someone buys a platform, but then a vendor comes in and asks,

“Are you doing omni-commerce channel optimisation across your ad trading environment into your retail environment?”

“No, I’m not.”

“Well you can.” So, he or she buys into it. But that stuff can take years to get right. So, it’s never implemented because he or she is only in the job for a year. And then the next person comes in and says, “I don’t want to integrate this stuff with social media. And this tag doesn’t work with that tag. So, we’ll buy something else.”

Implementation isn’t done properly because it’s really complicated, so no one puts enough time, resource and money into it.

Small business software assumes there are a couple of people within the business eager to come to grips with it quickly because they want to use it. Enterprise software assumes you’re going to spend the next six months configuring it and working out how to use this thing.

Whether you’re a small business or an enterprise, nothing happens on its own. You can buy the software and you can install it in the business, but every single thing that software does has to be worked out by a human being if it is going to work the way you expect it to.



Driving customers mad

Marketing automation is sold as a solution that does something. But it doesn't actually do anything until you understand what the customer wants, how they want it, where they are when they want it, what device they're using when they're there, and what's going to convert them.

So, the third crime is not mapping the customer journey.

For a client of mine, I once did a shop across eighteen dealerships pretending to buy a car with my wife. Eighteen Saturday mornings in a row, we were in a dealership saying, "We want a car, my wife's trading hers in, and I've got the car out the back." We went through the whole process, shaking hands with so many people in every dealership.

In the automotive industry, the Original Equipment Manufacturers (OEMs) make and/or import the cars, and the dealers sell them. Historically, for whatever reason, these two levels don't operate as part of the same ecosystem. The dealers run advertising campaigns and promotions, focused on buy now and price, price, price. Meanwhile, the OEMs run brand campaigns with lavish advertising.

Marketing automation happens at both the brand and dealer levels. But none of it works. They don't understand what you're there for.

For example; maybe you gave them a lead the day before saying, "I have a car to trade in, I'm coming at 9:00 in the morning, and I want to test drive that car." But you don't get in that car. When you arrive, they don't even know why you're there. Yet, because you happened to opt-in to a list somewhere along the line, you are spammed with offers for cars other than the one you came to test drive.

Meanwhile, you're also getting automated marketing from the OEM, telling you about their recent brand campaign. But you don't need to know anything about that because you've already decided on the Land Cruiser. You already know there's a fridge in it. You already know it's going to be magnificent driving up the ramp at Westfield Chatswood. You don't need to know anything else about the car. The brand is using marketing automation to tell you nothing you didn't already know the day before.

They haven't mapped the user journey. Why? Because mapping stuff is really hard and it's really expensive.



Driving customers mad Continued..

Someone like me has to spend eighteen weekends in a row visiting dealerships to understand where the problems are. Then someone has to commit a pile of money with an agency or somebody who actually understands this stuff to fix it.

Even then, all of the people in the dealerships have to be trained to understand how this stuff works. A lot of cookies and other things have to line up before anything actually works in a meaningful way.

Instead, a lot of really expensive software goes to waste, spitting out SMS messages for a car you never wanted from a dealer you'll never go back to.

If you're choosing a marketing automation platform, find out what really matters in your organisation and just remember: if you need a Hyundai i30, don't go and buy a Land Cruiser.

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