Virtual Roundtable: Continuous Customer Engagement
November 21, 2014
Marketing (r)evolution

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Vice President
IBM ExperienceOne
The discipline of marketing is changing

### Timeless

- Marketers have always been responsible for knowing the customer.
- Marketers have always been responsible for defining what to market, and how to market.
- Marketers have always protected the brand promise.

### 2012

- Understanding each customer as an individual.
- Creating a system of engagement that maximizes value creation at every touch.
- Designing your culture and brand so they are authentically one.

### 2014

- Know each customer in context.
- Innovate and scale personally relevant and rewarding experiences.
- Co-create with customers, employees and partners.
The evolution from “1:1 Marketing” to “Continuous Customer Engagement”

1:1 Marketing

- Marketing interactions
- Controlled and planned (campaign focused)
- Batch / cached offers
- Large segment personalization
- Structured data
- Owned (addressable) media

Continuous Customer Engagement

- All customer interactions
- Agile (customer focused)
- Real-time and location aware offers
- Contextual hyper-personalization
- Structured & unstructured data
- Paid, earned and owned media
Learning from our clients
IBM Client Experience Journey

Mary Garrett
Vice President Marketing and Communications
IBM Sales and Distribution
Engaged employees drive the client experience, and that in turn drives business results.
Jam participation tripled previous records

+ 248,642 registered participants
+ 92 countries
+ 18.5 million page views
+ 200 novels of content
One Purpose

Be essential.

Three Values

Dedication to every client’s success.

Innovation that matters—for our company and for the world.

Trust and personal responsibility in all relationships.

Nine Practices

“Put the client first.”

“Listen for need, envision the future.”

“Share expertise.”

“Restlessly reinvent—our company and ourselves.”

“Dare to create original ideas.”

“Treasure wild ducks.”

“Think. Prepare. Rehearse.”

“Unite to get it done now.”

“Show personal interest.”
1-3-9 App: Start a meeting. Share a story.

Start a meeting, share a story.

Share a story about our Practices each time you begin a meeting with your team—a story of your own, a colleague’s story or a story you’ve read in this space.

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