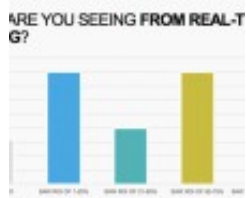


# How Real-Time Marketing Drives Really BIG ROI

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In today's world of faster, bigger, and better, **marketing** is certainly no exception. As consumers move faster and shop across an ever-expanding set of channels, marketers are learning to keep up and match consumers stride for stride.

Just how fast has **marketing** gotten? According to research by [Evergage](#), 64% of survey respondents consider a real-time response to be within or under a minute. Marketers who are making the investment in real-time **marketing** programs are seeing very tangible benefits and huge returns on ROI.

According to the Everage research, the top benefits include increased customer engagement (81%), improved customer experiences (73%), and increased conversion rates (59%).

So what does it take to become a successful real-time marketer? Here is a look at some of the top tactics and strategies that will lead to results.

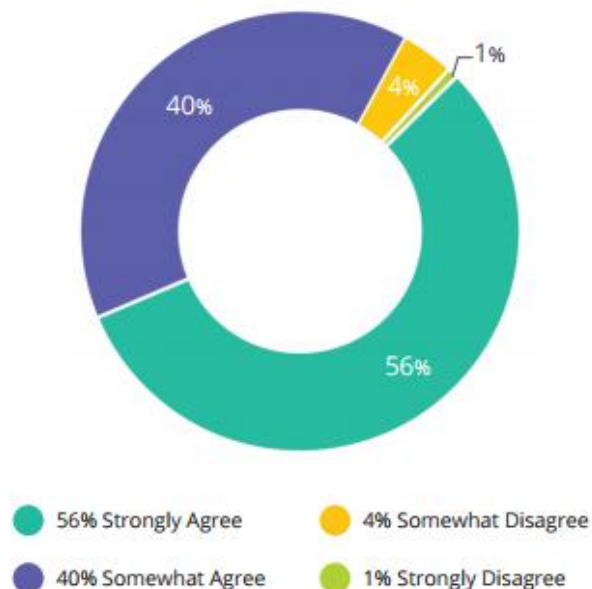
### Connect with Social Consumers

**Social** media is an ideal platform to engage with consumers in the moment. A 2015 report by **social** intelligence software provider [Wayin](#) found that many marketers are using **social** in their real-time strategies and that **social** will continue to play an important role moving forward.

According to the research, 59% of businesses are planning to increase their real-time **marketing** budget within the next year. Among those 59% of businesses, 66% of them plan to increase **social** media spend specifically and 78% of those businesses also noted that they have three or more staff dedicated solely to **social** media.

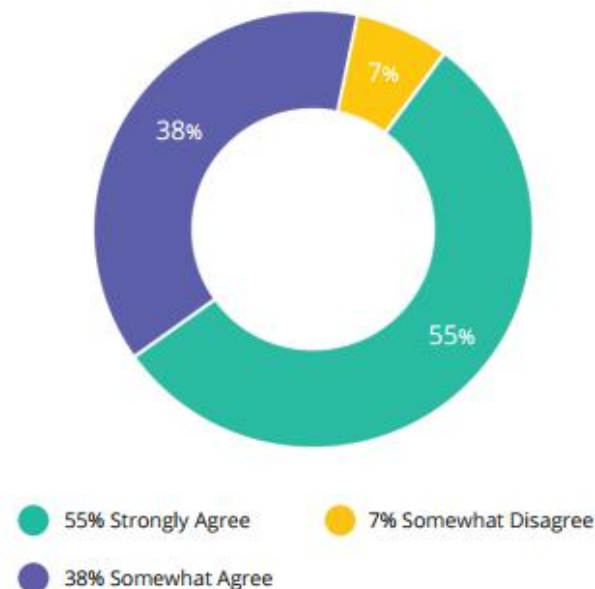
However, while **social** can be a powerful tool to engage and interact with consumers, many marketers are feeling the pressure to respond more quickly in order to be truly effective at **social marketing**.

"I need to respond directly to customers more quickly when they post content about my brand."



Source: Wayin Real-Time Marketing Report, June 2015. Due to rounding, percentages may add up to more than 100.

"I need to react to trending social media content more quickly to improve my real-time marketing efforts."



Source: Wayin Real-Time Marketing Report, June 2015. Due to rounding, percentages may add up to more than 100.

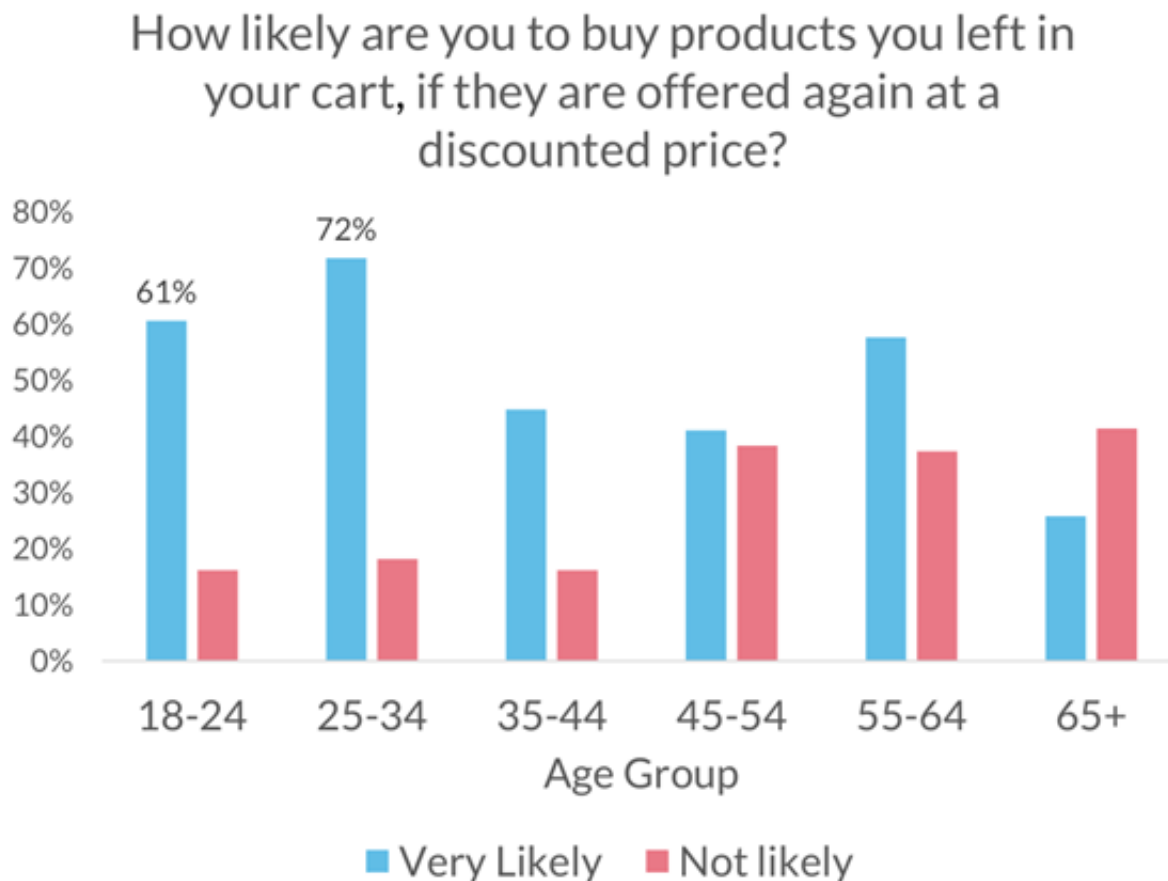
## Automate Your Real-Time Messages with Marketing Automation

Real-time goes well beyond **social**, with 62% of respondents reporting **marketing** automation such as triggered emails as important to their real-time efforts.

**Marketing** automation uses your [customer data and insights](#) for automated campaigns. Although certainly not a new concept as this type of software has been around for quite some time, **marketing** automation can produce very near real-time campaigns that are highly targeted and relevant.

Take the example of an abandoned shopping cart on an e-commerce site. This data should be integrated into a channel such as email for immediate retargeting. Sending a message a week

later may be too late. If a shopper is provided with the right incentive such as an emailed discount, they are much more likely to buy if they receive the offer in a timely manner. ([eCommerce](#))



## Know Your Audience

The key to any successful **marketing** strategy is [knowing your audience](#). Not only does **marketing** need to cut through the noise, it needs to connect with the right person at the right time, in the right place, with the right message.

What does your best customers look like and ideal prospects look like? What have they purchased in the past or which channels do they prefer? Supplement your internal data with third-party enhancements including demographics, hobbies, and interests. Be sure to also make sure your data is current and up-to-date including contact information such as email addresses. You won't be able to respond on the fly with a targeted message if you don't have [accurate data](#) on who your customers are.

Real-time **marketing** enables marketers to craft messages to specific consumers, events, and moments. [Econsultancy](#) found that 84% of businesses see a better customer experience as a key benefit of real-time **marketing**. In turn, better customer experiences lead to increased sales

and loyalty.

To learn how marketers are using real-time data and insights to target the right person at the right time through the right channel, [download this free guide.](#)

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