

# Thought Leadership: Transforming Enterprise Marketing



## Tap into the power of marketing automation

There are a lot of issues that keep Chief Marketing Officers up at night. And there's no quick fix. But marketing automation can definitely be a part of the solution, as I explain in my new whitepaper—[How To Increase The Life Expectancy Of CMOs: Tapping the Transformative Potential of Marketing Automation](#).

## Marketing is tougher than ever.

A recent survey in Canada found that many CMOs lack confidence in the future of their industry. According to the second annual Gauge survey of more than 200 senior marketing executives, CMOs "are concerned about the economy, the digital world has them confused and they don't know what to make of consumer's relationships with the media. Lack of knowledge in a rapidly changing environment translates into a lack of confidence."

The survey certainly underscores one very important point: CMOs have a demanding job today. They are more accountable to their corporations than ever before. And they are under intense pressure to show how they can acquire new customers, increase customer retention and loyalty, and generate measurable results despite their shrinking budgets.

Media fragmentation and the rise of social media also complicate the task of reaching prospects and customers in a cost-effective way. And even though the explosion of information offers new possibilities for targeting and one to one marketing, few companies have developed the on-premise ability to consolidate information on a real-time basis and generate the actionable insights they need to improve marketing results.

In addition, the entire field of marketing is undergoing enormous, technology-driven change. All of these factors complicate the task of rising above the static in the marketplace to compete for prospects and connect and communicate with customers. And let's not forget the fragile state of the global economy and the inevitable resource constraints that affect the entire enterprise.



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## A new role for hard-working CMOs.

To contend with all of these forces, CMOs can't afford to maintain the status quo. Instead, they need to take action to transform the efficiency and effectiveness of their organizations.

This is an ambitious undertaking. And it's very complex given the dynamic advancements in digital media technologies. Take marketing automation, for example. The growing array of solutions available today can help you:

- Bring powerful new efficiencies to the creative development and approval process
- Optimize the management of data and make dramatic improvements in the precision of your targeting and messaging
- Streamline the management of leads, demand and direct response programs
- Build the capability for event-triggered, multi-channel, one-to-one campaigns
- Reduce the costs of production and fulfillment
- And integrate all of your internal and external marketing activities into an efficient, results-oriented enterprise marketing machine.

Marketing automation is not the solution for every problem. But in my view, it's part of the solution. And it will help CMOs make the leap from Chief Creative Officer to a more dynamic and strategic role in their companies by using their data-driven customer insights to influence decisions about everything from sales and channel management to product development, pricing and customer service and support.

## Outsourcing simplifies marketing automation.

It's not easy to implement new innovative technology and transform marketing systems to incorporate digital workflows. But outsourcing offers a sound, cost-effective way to achieve your marketing automation goals.

The right partner will help you take advantage of best-of-breed technologies, a portfolio of the latest best practices, proven expertise in process optimization, and data-driven management methodologies that will help you maximize efficiency and reduce your costs.

Here's something else you'll appreciate. You'll eliminate the need for a major capital investment by turning your marketing automation project into an outsourced service—one that can help you keep pace with your customers and your competitors.

For more information, please read my [whitepaper](#). And if you have any questions, send me an email via my [page](#) on the Xerox Thought Leadership Web site. I look forward to hearing from you.

Sincerely,



Susan Kelly

P.S. You can find the report on the 2010 Gauge survey at [http://www.gaugemarketing.net/pdf/gauge\\_2010\\_ppt.pdf](http://www.gaugemarketing.net/pdf/gauge_2010_ppt.pdf)

