

Digital Marketing Transformation: A Case Study on Creating an Integrated Marketing Ecosystem

The Challenge

A global animal health pharmaceutical company was experiencing various challenges due to a fragmented digital marketing strategy. The approach led to delayed insights, higher costs, reduced engagement, and lower conversion with their target audience. To address the issues, the company recognized the need for a strategic shift to a more holistic digital marketing ecosystem focused on efficiency and data-driven actions.

The Solution

Hibbert presented a digital solution strategy to tackle the challenge. The strategy involved integrating ecosystems, sharing data and insights to align marketing efforts, developing global standard process documentation, and creating branding guidelines and email templates for quick campaign deployment using the company's Salesforce Marketing Cloud (SFMC) platform. The solution included several key components, such as:

The key components of the solution included:

- **Automation and Workflow Efficiency:** Implemented email automation streamlined workflows, automated tasks, and improved lead nurturing.
- **Brand Guidelines:** Created and enforced brand guidelines to maintain consistency across marketing materials, reinforcing brand identity.
- **Consistent Customer Experience:** Developed and executed a strategy for consistent messaging and branding across all customer touchpoints.
- **Customer Journey Mapping:** Developed comprehensive maps to analyze touchpoints, pain points, and engagement opportunities, ensuring a customer-centric approach.
- **Personalization:** Implemented advanced techniques using customer data for tailored content, product recommendations, and dynamic email campaigns.
- **Omnichannel Marketing:** Set up a cross-channel strategy integrating email, website, webinars, and in-person engagement for a cohesive customer journey.
- **360-degree Customer View:** Developed customer profiles based on interactions, providing a comprehensive understanding of preferences and behavior.
- **Enhanced Reporting and Attribution:** Implemented advanced models for accurate measurement of digital marketing impact and strategy adjustment.
- **Compliance:** Developed and enforced data privacy policies to ensure regulatory compliance on a global scale.

The Results

Hibbert transformed the client's digital marketing strategy, moving from a fragmented framework to a unified digital environment. This change improved customer connections, and increased engagement playing a major role in the company's success in the animal health sector, achieving impressive email engagement metrics that surpassed email benchmark standards.

*2023 GetResponse Email Marketing Benchmark

About Our Company

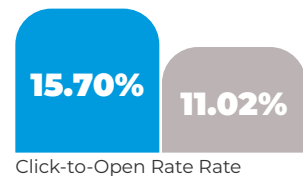
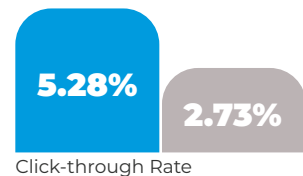
Our rich history includes unparalleled experience in matching a client's extensive market planning with tailored solutions that deliver the industry's most reliable and effective results. We offer our clients the highest quality of comprehensive marketing services available. We are a proven industry service provider ready to take on your toughest marketing challenges.

SUCCESS STORY FACTS

1.3
Million
emails delivered

32
Countries
supported

KPIs Exceeded Email Benchmarks*



Solution Highlights:

- Strategic Collaboration
- Omnichannel Alignment
- Data Analytics
- Customer Journey Mapping
- Audience Segmentation
- Personalization at Scale
- Standardize Processes
- Data Privacy & Compliance
- Globally Functioning