

Unlock Alternative Channels Of Marketing Increase Rol

get **ready**
webinars





Logistical reminders

All lines are muted

If you get dropped off due to internet connectivity, you can join back using the same link

Post your questions in the questions tab as and when you have one

You will be receiving the recording of the webinar and other supporting materials within a week from now

Agenda

ONE

Why it's time for marketers to move away from traditional channels

TWO

How social channels can be used to drive sales to offline and online stores

THREE

How to close the loop with alternative channels

FOUR

Examples of brands who have seen growth from alternative channels



Lalit Sharma

Principal Product Manager

Capillary Technologies

Lalit has over a decade of experience managing business, product and technology functions across the retail industry in India and the Asia Pacific. His expertise is in Analytics, CRM, Product Management and he helps brands understand customer needs better and create better product solutions to address them.

He is an IIT Kharagpur alumnus and worked with Dunnhumby prior to joining Capillary.

Why it's time for marketers to move away from traditional channels

Since 2012, there has been a 3X decline in SMS Hit Rates*

*Capillary Technologies



Traditional Channels Aren't Performing Anymore

There's an over reliance on traditional channels such as SMS & Email

Consumer focus has shifted to newer channels such as social media** and streaming services etc.***

**Pew Research Center

***Deloitte



New Regulations Aren't Helping Traditional Channels

75% customer data was made unusable by GDPR*

Proposed TRAI regulations in India (Personal Data Protection Bill) could make customer data and consumer base brands have built to become unusable**

Various new and upcoming Data Privacy regulations intend to accomplish the same around the world

*W8 Data

**Economic Times

Alternative Channels

Unlock Bigger Potential

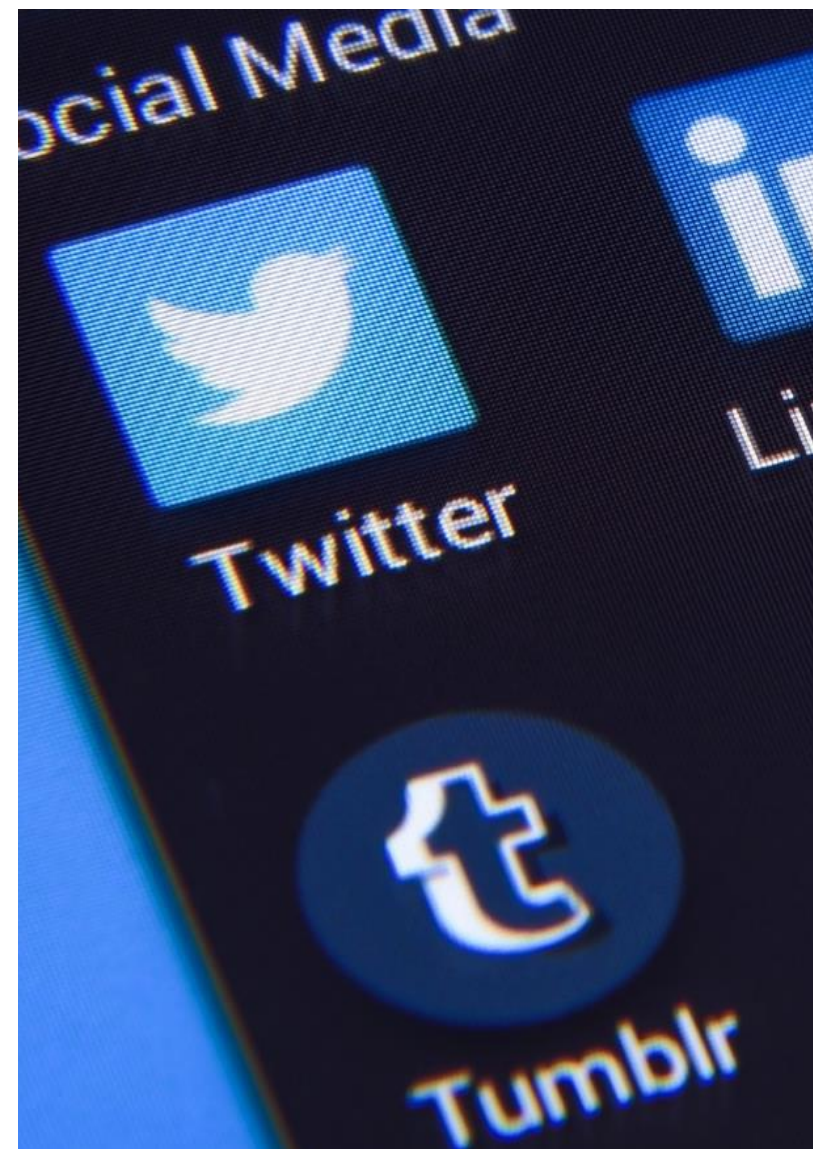
There's a lot of ROI to be realized from alternative channels



How social channels can be used to drive sales to offline stores

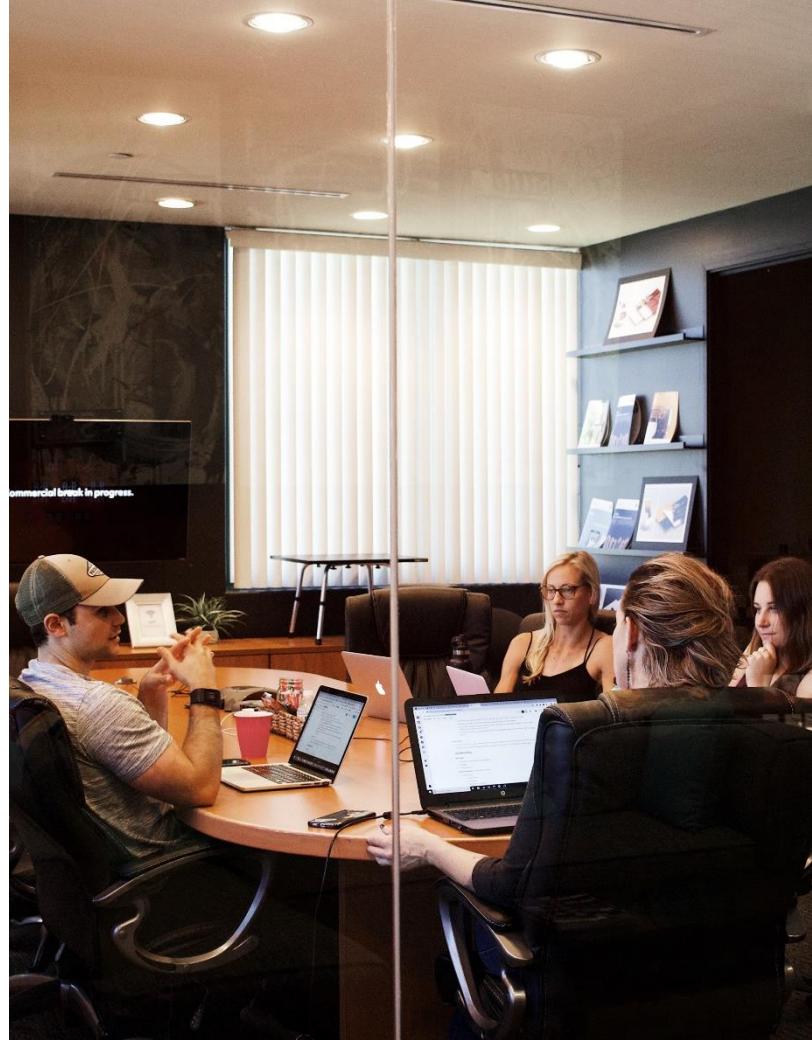
O2O is a trillion dollar opportunity for marketers

*Forbes



Going beyond O2O

Even today, many brands are suffering from siloed organisational structures their of CRM and Social marketing teams



Mature brands unifying their marketing with a multi-channel approach are proven to perform up to **15%** better*

72% consumers are looking for an integrated marketing approach**

*Forrester

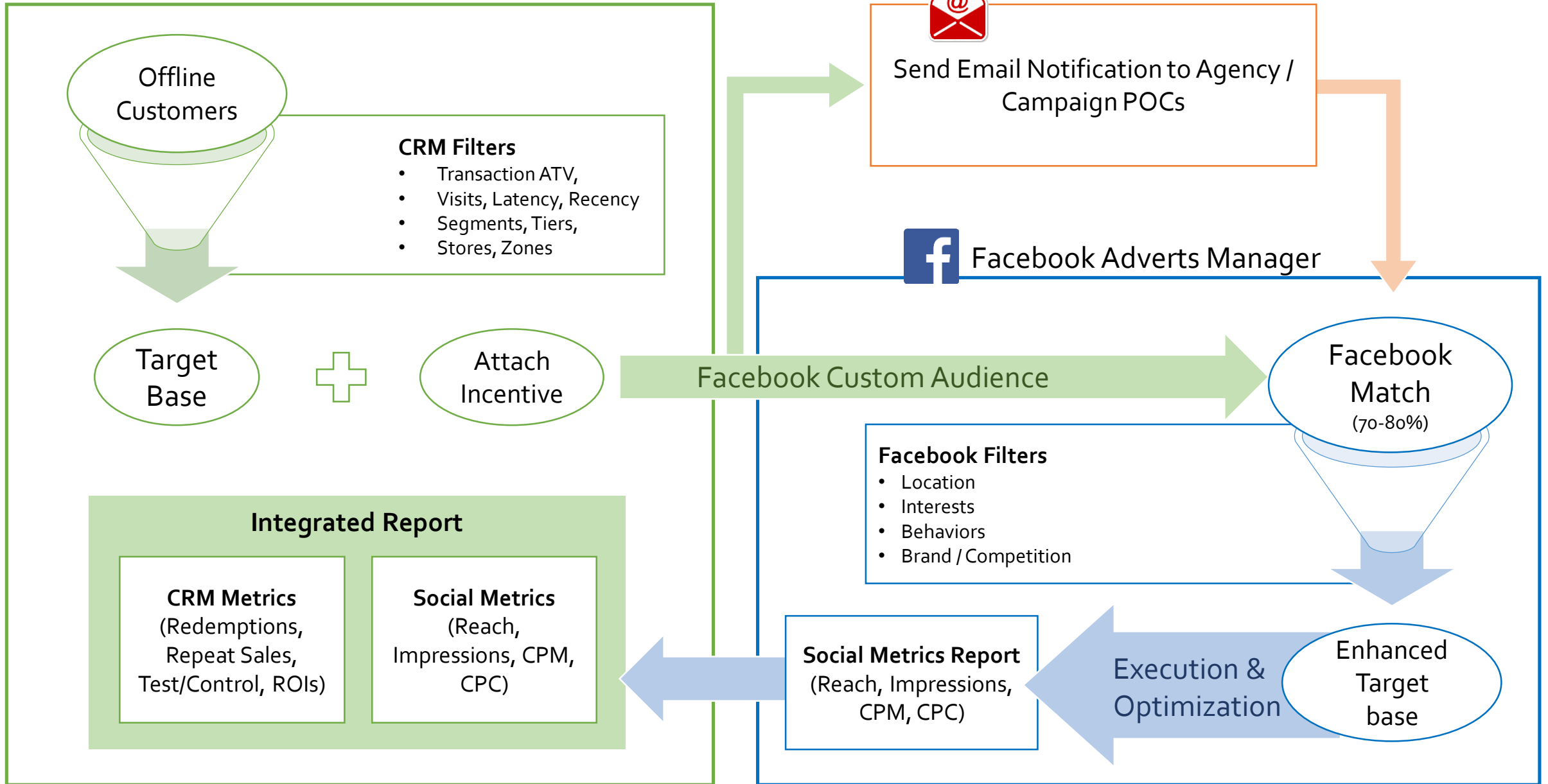
**Etailing Group

How Social CRM Can Work For You – An Illustration



CRM/Marketing Cloud

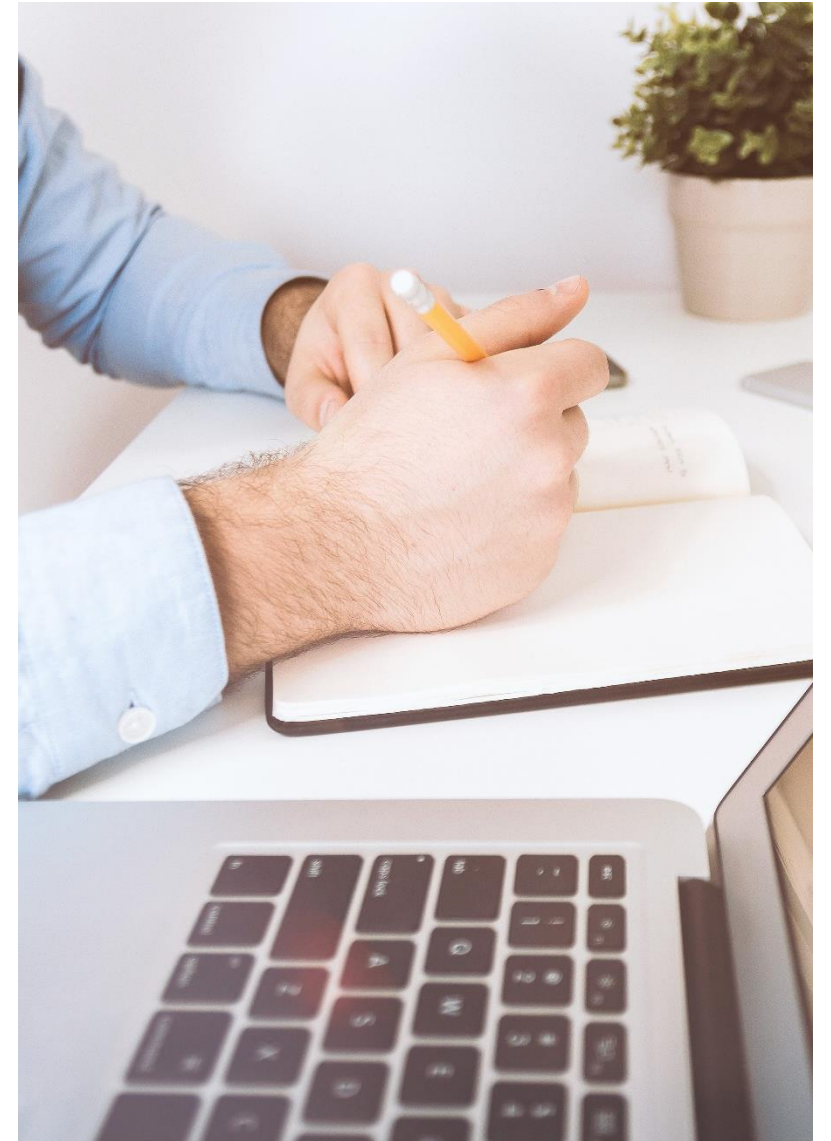
Digital/Social Marketing Team



How to close the loop with alternative channels

Marketing attribution is a Billion Dollar problem*

*Adobe



Get the best of both worlds

Marry the
measurement and
analysis of CRM
marketing with
social media's reach

Understand how your
campaigns perform
with test control
analysis

Enriched data
through social
media can result in
more accurate
propensity analysis



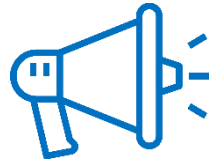
Better segmentation
through data
enrichment of offline
consumers on social



Integrated multi channel
campaign journeys



Personalised coupon
targeting and
reporting



Potential to run new and
innovative campaigns

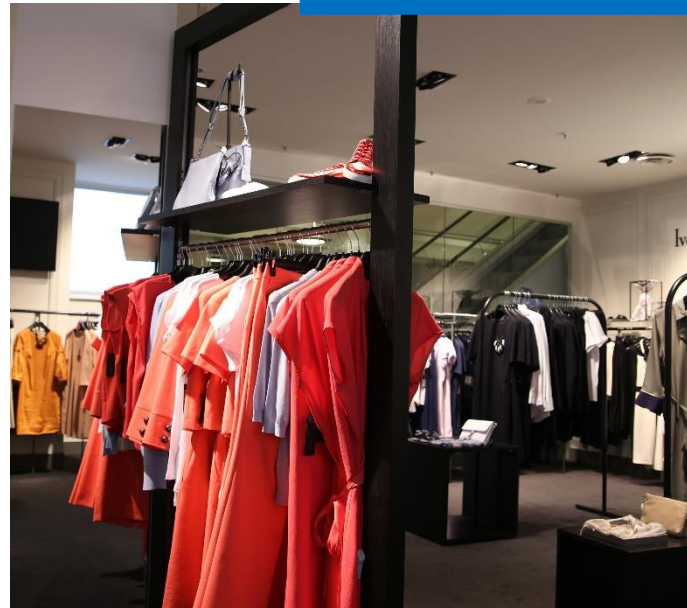
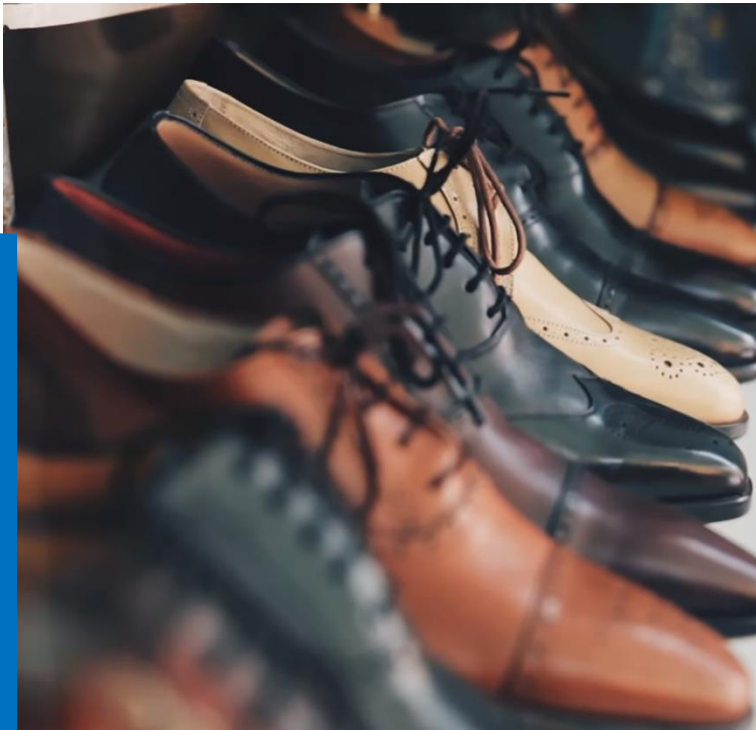
What Social CRM can bring

A low-angle, upward-looking photograph of several modern skyscrapers with glass facades. The buildings are dark blue and black, reflecting the sky. The sky is a clear, pale blue. A bright light source, likely the sun, is visible between two buildings, creating a lens flare effect. A solid blue horizontal bar is positioned above the text.

**Examples of brands
who have seen growth
from alternative
channels**

Success Stories

Bata SEA gets **57x Rol** through social CRM campaigns



Middle Eastern Value Brand achieves **33% better hit rates** at a **50% lower cost** compared to SMS on Social CRM campaigns, with an ROI of up to **172x**

Indian Menswear Brand achieves incremental Rol of **38x** through social CRM campaigns





Q&A



Thank You

Got more queries? Send them across to
hello@capillarytech.com

Know more about the
Engage+ Platform [here](#)