



# A Marketer's Guide to Unification:

Eliminate Silos, Build Your Brand,  
and Delight Your Customers



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# Introduction

Today's customers are bombarded with thousands of messages across hundreds of channels across myriad brands on a daily basis. They have more choices than ever before about what products they buy, what channels they engage on, and what brands they trust. Compared to the pre-digital age where advertisers focused on print, radio, television, telephone, and direct mail connections to their potential and current customers, today's consumers spend an average of eight hours a day on more than 30 digital channels. It is estimated that consumers saw a 40% increase in the marketing messages they received — in just 2021 alone.

On the flip side, marketers now face near-endless disruption, requiring them to react and innovate with little notice. And with the pandemic and global market changes, we've seen a decade's worth of digital transformation compressed into just 18 months with no signs of slowing down. For brands, curating even the best messages is not enough.

In order to cut through the noise and have their messages heard, brands need to deliver consistent content and in a way that resonates with a customer's mindset, on channels they're already on.

To thrive in this complex, dynamic environment, brands need to unify their marketing operations.



**78%**

**of CEOs are now banking on CMOs  
and marketing leaders to drive growth.**

Gartner



# The road to marketing ROI

There is a growing emphasis on how emerging marketing activities directly impact organizational growth strategies and the bottom line. And as the scope of marketing continues to evolve, marketing leaders are struggling to balance their emerging responsibilities with how they connect, relate, and respond to their customers.

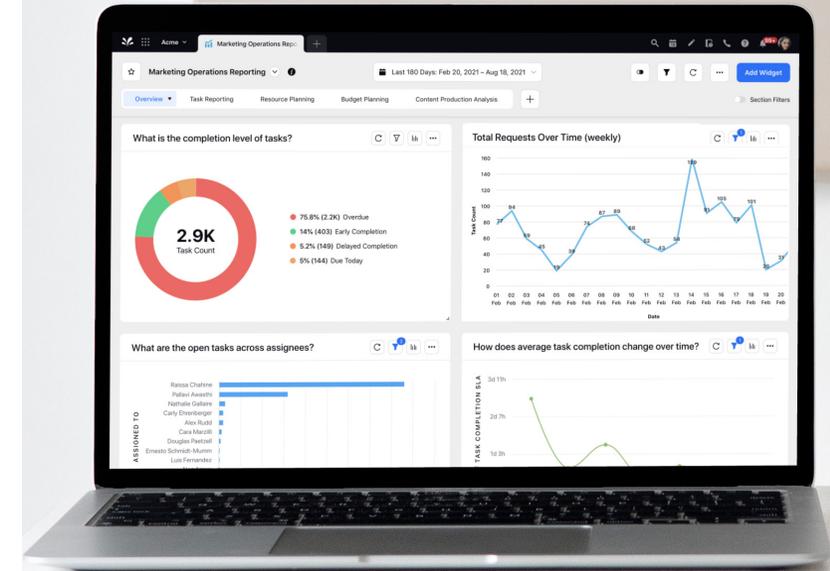
A recent [McKinsey report](#) identified creativity, analytics, and purpose as a “growth triple play” that provides at least two times the growth when integrated across the full spectrum of marketing activities. By harnessing the cornerstones of creativity, the proliferation of data, and consumer’s demand for brand purpose, marketing leaders are shifting their focus toward these modern necessities for brands to thrive.

As companies transition to customer-centric and digital-first initiatives, the key to successful and profitable marketing and advertising activities is to eliminate the philosophical, strategic, and technological barriers to unification across the entire marketing lifecycle.



**of executives stated that their technology architecture is becoming very critical to the overall success of their organization.**

Accenture, 2021



## The risks of siloed marketing operations

There are a multitude of risks associated with having your marketing operations ruled by disparate planning, processes, technologies, and compliance management. The biggest risk is overall inefficiencies that slow down your teams and cost your organization money.

When your teams use disjointed tools, manual processes, and there is a general lack of communication, collaboration, and standardization, your marketing operations are inefficient. And when your strategy isn't unified, your customers feel it too.

**“Silos lead to duplicate work, inefficiency, bugs, and generalized employee disenfranchisement at a granular level.”**

CMSWire



### Inconsistent Messaging

- On average, marketing organizations are using 91 different point solutions
- Teams use different tools for planning and executing content across channels
- The proliferation of new channels and social media users are increasing daily



### Fragmented workflows and delayed campaign launches

- Inconsistent, non-standardized workflows across teams and regions
- Tedious manual tasks to manage and execute campaigns
- Disparate processes, tools, and systems that create bottlenecks



### Lack of visibility across teams

- Misalignment between what messages are planned and what is executed
- Barriers to unification and consistent messaging across channels
- Disparate priorities across different business units and users



### Lack of compliance

- Lack of oversight and risk mitigation without a central tool to ensure compliance
- Differing regulations across geographies, teams, and platforms
- Non-compliant content going live gives a fragmented view of your brand's reputation



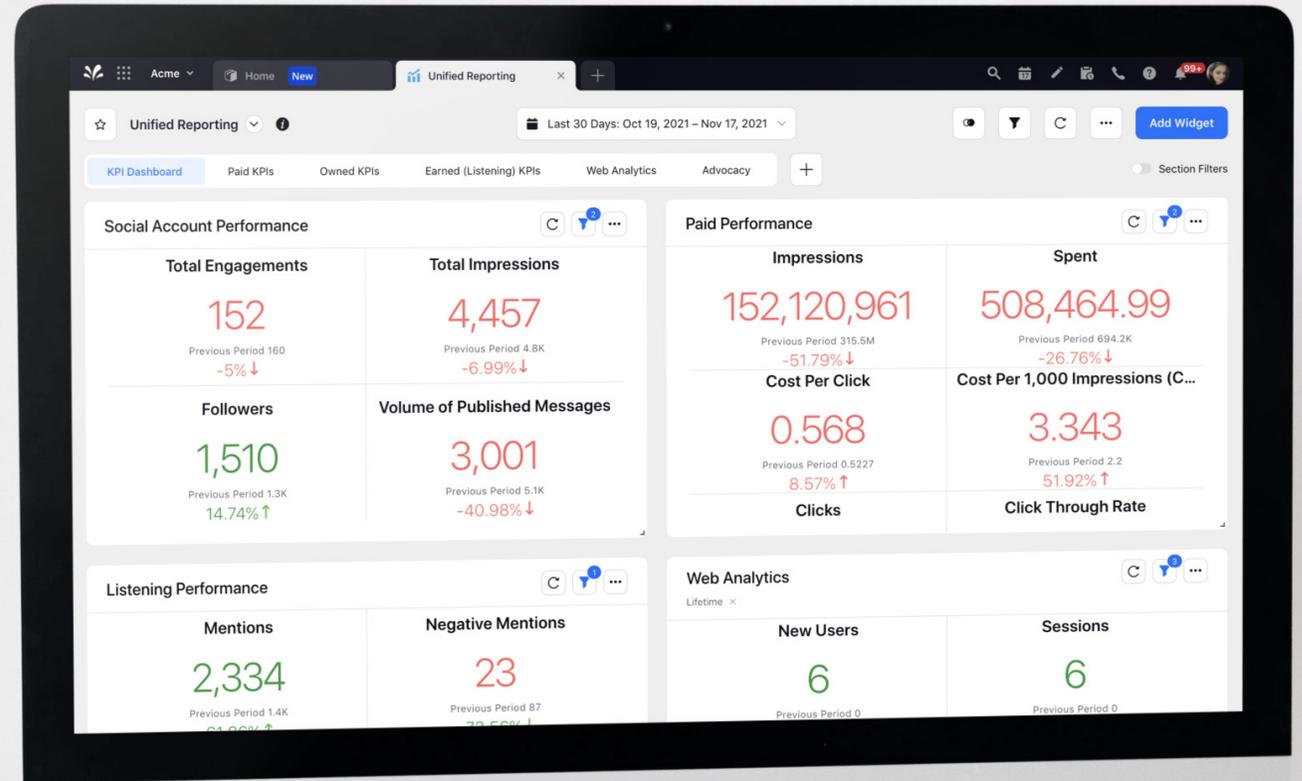
### Lack of end-to-end actionable insights

- Delayed actions to optimize ad spend or pull content when necessary
- Difficulty distilling down actionable insights and sharing data across disparate teams
- Inability to use insights to inform and plan future campaigns

## The bottom line

Investments in pure-play digital channels — owned, paid, or earned — dominate marketing leaders' investment priorities and can account for a large percentage of the total marketing budget. Every marketing activity has a primary purpose and that purpose is to drive awareness and subsequently sell your organization's product or service. Inefficiencies are often the barriers to decreased expenses and increased revenue. Producing content on multiple channels increases production costs, and when teams spend time doing repetitive and duplicative work, it takes away from strategic marketing efforts that make a direct impact on the success of your campaigns, the success of your marketing department, and your company's bottom line.

Unifying the end-to-end campaign lifecycle from strategic planning, ideation, engagement, production, distribution, analysis, and optimization in one platform helps marketers have one clear vision across workflows and campaigns to achieve their primary goal — convert your company's prospects into customers.

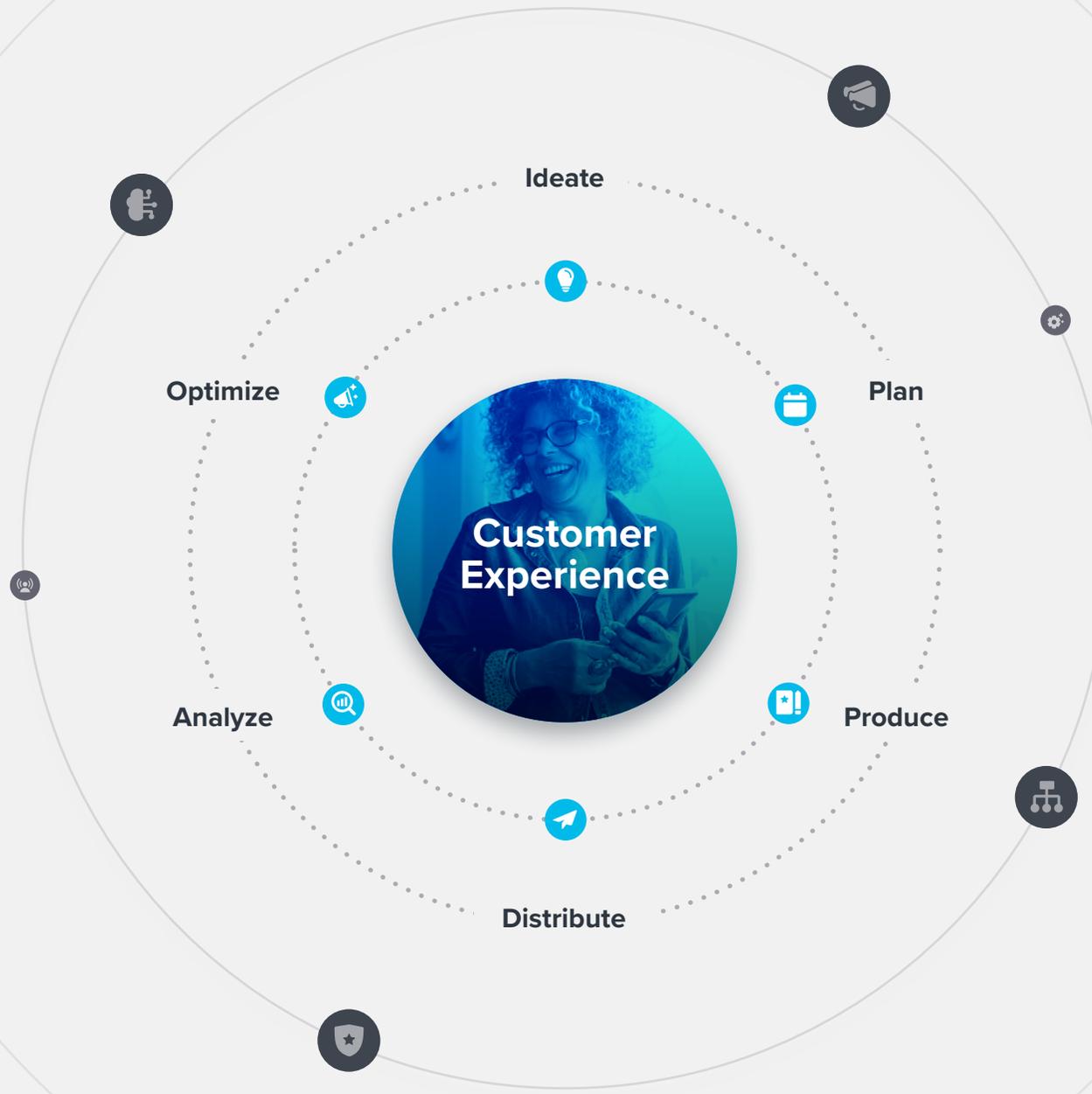


# What is unification and why is it important?

Consider your marketing operations like a wagon wheel, with customer experience (CX) firmly in the center. Each marketing activity is a spoke connected to the tenet of a superior customer experience, and they all work seamlessly together to project every campaign forward in a steady, progressive motion. Unified marketing operations is when each spoke has the same purpose, focused on the same priorities, with the same processes, on one unified platform.

Unified end-to-end workflows across the full marketing lifecycle for planning, execution, and analysis through one platform provide your teams with a singular experience and can reduce duplication of work by 25% and create better visibility across teams. When you bring marketing and advertising together in one place, you centralize around one mission for all of your marketing efforts.

Let's look at some of the common challenges to unifying your strategy, and how to overcome them.



## Ideate & Plan

### Challenge:



*“There is no single source of truth; campaign information is so hard to find and access.”*

### Solution:



#### Unified Campaign

*Maintain one singular mission for every team and every campaign.*

With a unified campaign, you can plan all marketing and advertising activities across multiple channels and teams in one place. Your teams can easily ideate and plan using sub-campaigns, events, and paid initiatives by using standardized briefs, assets, tasks, notes, calendars, production schedules, and analytics.

### Challenge:



*“Everyone in the marketing department has their own way of creating briefs.”*

### Solution:



#### Unified Brief

*Employ standardized briefs across teams, channels and regions.*

Internal and external teams can collaborate across regions and channels. Unified brief templates define objectives, strategies, creatives, resources, channel activations, media, targeting, budgets, timelines, and deliverables all in one place.

### Challenge:



*“It’s difficult to keep track of when campaign assets will be published.”*

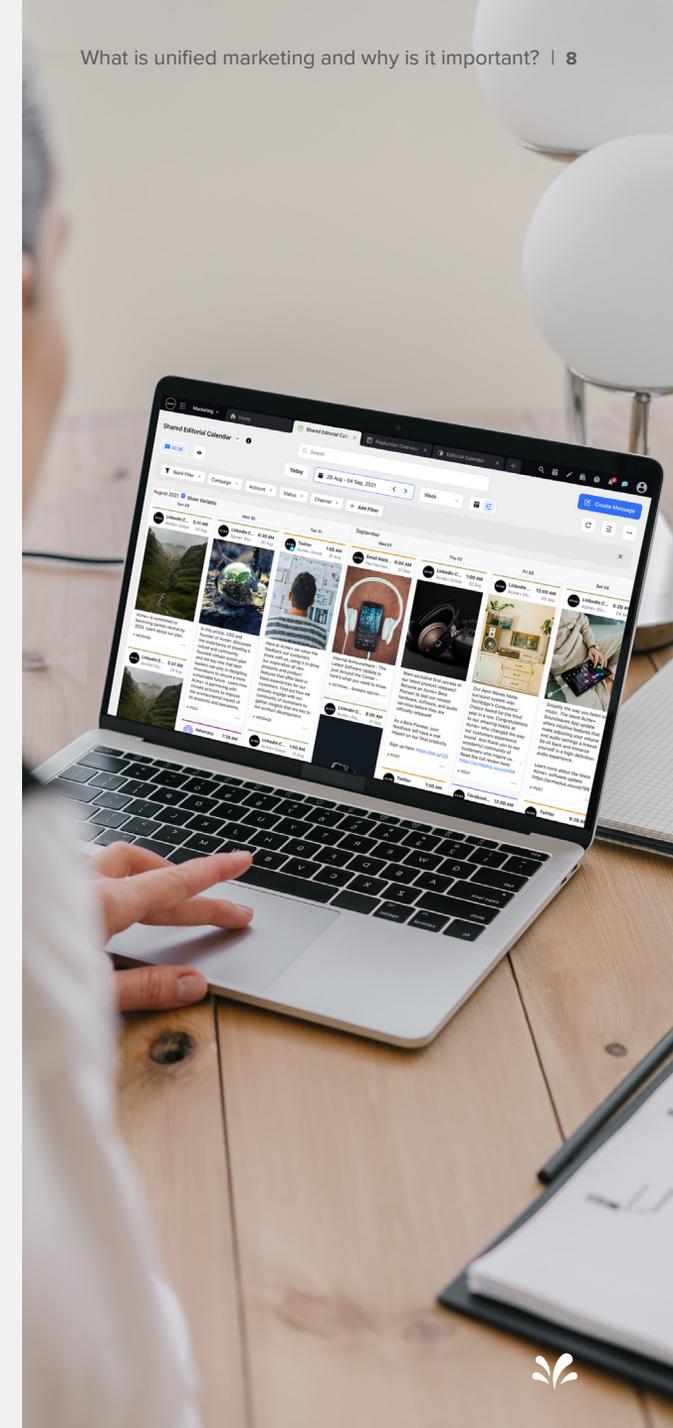
### Solution:



#### Unified Calendar

*Gain visibility across all of your paid and organic activities.*

With a centralized and actionable calendar, your teams will have a single source of truth across all of your paid and owned channels and encompass all of your global or local campaigns, projects, content sets, and channel activations.



## Produce

### Challenge:



*“Team members don’t know when it’s their turn to review and approve content assets.”*

### Solution:



#### Unified Workflow & Task Management

*Streamline and automate workflows across teams.*

When you have a unified workflow, you can automate repetitive processes for producing each content type as well as for when you launch new campaigns. With unified task management, you’ll track progress, prioritize work, and identify bottlenecks to ensure that you’ll meet all of your timelines for campaigns and content delivery.

### Challenge:



*“Content does not align to our overall brand strategy.”*

### Solution:



#### Unified Compliance Framework

*Align content and messaging with approved brand strategy.*

By keeping compliance in a centralized framework, you can manage compliance across all of your channels and maintain full control to stop publishing if necessary and have visibility into comment moderation. With automated approval workflows, you’ll ensure all of your content aligns with your brand strategy messaging.

### Challenge:



*“Finding approved content for reuse is difficult without a central repository.”*

### Solution:



#### Unified Asset Management

*Reduce production costs and improve operational efficiencies.*

Maintain your approved, high-performing content in one repository. When you can identify top content to be promoted and repurposed, you can avoid duplication efforts and reduce production costs. Those savings can be reinvested in hard-working media dollars to help your budget and protect your bottom line.

### Challenge:



*“There’s no insight into what content is driving conversions.”*

### Solution:



#### Unified AI & Automation

*Improve campaign effectiveness with automation and optimization.*

You’ll create better content faster with analytics and workflows enriched with AI and automation. You can identify which themes, tones, objectives, and audiences are driving the maximum engagement for you and your competitors. Suggestions for phrases, CTAs, and images to use will help to drive greater conversion rates. You can automate approval workflows and receive AI scores based on how compliant your content is with your guidelines.



## Distribute

### Challenge:



*“Content planning and execution is a bunch of spreadsheets that need to be updated manually.”*

### Solution:



#### Unified Publishing

*Eliminate manual tasks and increase speed-to-market.*

Ensure only approved content is published by unifying your publishing efforts. By having one integrated solution, you can ensure consistent messaging across all customer touchpoints and easily distribute content across channels like paid and organic social media, web, email, and messaging.

### Challenge:



*“Content is often published without the correct approvals and oversight.”*

### Solution:



#### Unified Governance

*Standardize governance across your organization.*

When you unify your governance, you can onboard your entire marketing team with personalized, role-based views for all of your paid and owned channels. You can define business rules to give access to different business units and agencies, and create shared views for paid and owned teams with controlled access.

## Analyze & Optimize

### Challenge:



*“It’s impossible to look at performance across teams and campaigns, or to compare campaign performance.”*

### Solution:



#### Unified Reporting

*Gain easy access to actionable data and insights.*

A centralized location for reporting allows full visibility of analytics across paid and organic campaigns. You can bring in real-time performance and business intelligence in one place for all data sources; use data from CRM, web analytics, and mobile measurement partners for deeper metrics; and leverage social media performance, messaging metrics, and web analytics.

### Challenge:



*“There are marked differences in the quality of messages, which gives customers an inconsistent experience.”*

### Solution:



#### Unified Customer Experience

*Bring all of your marketing and advertising activities together.*

By unifying campaigns, briefs, workflows, calendars, asset management, publishing, governance, and reporting, you’ll create a unified customer experience that keeps your customers at the center of your marketing activities.



## A unified marketing lifecycle

Unifying your marketing teams, strategies, and tactical efforts will lead to efficient and effective campaigns that will grant you an array of positive business outcomes and improved marketing ROI, including:

-  **Standardized processes** for every region and team to optimize efficiency and speed-to-market
-  **Governance frameworks** to ensure consistent messaging across campaigns and mitigate brand risk
-  **Automated approval workflows** to ensure alignment with brand strategy and guidelines
-  **Reduced content production costs and increased operational efficiencies** to improve bottom line
-  **Unified reporting across channels** to improve campaign effectiveness and ROAs

### CASE STUDY

# SIEMENS

## How Sprinklr helped Siemens to Unify Marketing & Ads

### SIEMENS STRATEGIC OBJECTIVES

**1** Enable collaboration during content creation to create more speed and increase quality.

**2** Increase efficacy of marketing campaigns and deliver against campaign KPIs.

**3** Simplify and standardize the creation and publishing workflow to reduce tool training and create process efficiency.



### SPRINKLR POSITIVE BUSINESS OUTCOMES

 **44%** increase in positive sentiment as a result of better content

 **16%** re-investible media costs, resulting from increased ROI

 **50%** reduction in technology costs

 **10x** improvement in campaign time to market

# Sprinklr Modern Marketing & Advertising

Sprinklr is the only solution that unifies marketing and advertising activities across marketing and advertising operations. By unifying the end-to-end campaign lifecycle from ideation, strategic planning, production, distribution, analysis, engagement, and optimization, we provide an integrated experience that becomes the center of your MarTech stack.

With [Sprinklr Modern Marketing & Advertising](#) as your one solution, you'll eliminate costly and cumbersome point solutions, reduce your team's duplication efforts by more than 25%, and increase your speed to market, all while providing your marketing teams with transparency, visibility, collaboration, brand protection, and governance every step of the way.

Sprinklr knows that enterprises that unify experiences make customers happier. Modern Marketing & Advertising is part of [Sprinklr's unified customer experience management \(Unified-CXM\) platform](#), which gives organizations a competitive advantage by bringing their digital strategies together in one place. With the rise of modern digital channels, an increase in consumer data, and widening expectations that make point solution chaos untenable, we see a new path — a way back to building human relationships and a way to do it at scale. We bring experiences together — for every customer, every time, across any modern channel, on one unified, AI-powered platform. Unified-CXM.

**Learn more about Sprinklr Modern Marketing & Advertising,  
the only unified omni-channel platform for the end-to-end marketing lifecycle.**

**LEARN MORE**

