

10 QUESTIONS

You Should Ask Your Marketing Software Platform



1



Can you show me all of my campaigns – past, present and those scheduled for the future – on a Marketing Calendar? Let's start with an easy one. Any marketing software should provide you with a visual calendar that lets you see at a glance that your typical "blast" campaigns coincide with important dates on your marketing calendar.

2



Are you constantly talking to my Point of Sale database so that you both are always in sync?

If you must download your customers from your Point of Sale and upload to your marketing platform, you already know the answer to this. And it is not a good answer.

3



Can you segment my customers automatically based on any criteria that I choose?

This one is a little tougher. Some marketing solutions allow segmentation based on certain parameters. But as a business owner in today's world you need to be able to customize your communications based on everything you know about your customer – and you need to have a marketing platform that can do that for you.

4



Do you know when the last time a contact in my database made a purchase from me?

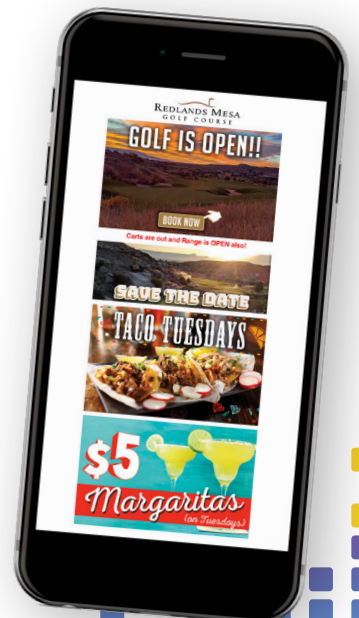
The goal of every business owner is to complete a transaction with their customer. If your marketing platform does not know this information, and cannot act on it, you are missing the most important event in your customer's interaction with your business.

5



Do you know WHAT items a contact has purchased from me?

For any marketing message to capture the recipient's interest, it must be relevant and timely to that interest. The best indicator that a business has of a person's true interest is their purchase history.



6



Do you know how much money a contact has spent with me over the lifetime of that customer's interaction with my business? Another important metric that a business should know about their customers is the lifetime value of that customer. The ability to access and utilize that information in your marketing is incredibly powerful.

7



Do you know when a customer last visited my website – and what they looked at while they were there? Another indicator of a person's interest is what they are looking at right now; while they may not have acted on that interest yet, if they are looking, they are at least considering. Your marketing software should be able to react to this interest automatically, without any action on your part.

8



Does your automation capability respond to how people interact with my EMAILS or how they interact with my CASH REGISTER? Knowing if people read your emails is important if your goal is to make sure they have plenty to read. But if your goal is to make your cash register ring, shouldn't your communication be based on actual sales rather than whether they open your email messages?

9



Do you know as much about the customers that visit my brick-and-mortar store as you do about my online store? Online sales are important, and some marketing platform offer great options for tracking and marketing to online visitors. But aren't the customers that visit your Brick and Mortar location just as important? In fact, what if your online sales are only small portion of your business – or you do not sell online at all? Wouldn't it be best to market to ALL your customers?

10



Can you show me a customer's entire interaction with my company – website visits, email interaction, purchase interaction and more on an easy-to-view timeline? Technology has provided us with the ability to know more about our customers than ever before – but few SMBs can view that information in a form that is easy to see and understand. More importantly, you need the ability to use that information to market to and make sure those customers continue to do business with you. If your marketing platform cannot show this information to you, it most likely cannot use that information to market to your customers.

