

OPENTEXT

WSM Days

**Customer Experience
Management – a new Marketing
Paradigm**

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RED
BREWHOUSE

PIMM'S

CHARLIE'S
PARADE

Outbound Marketing

- Print ads
- TV ads
- Banner ads
- Trade shows
- Telemarketing
- Cold calling
- Press releases
- Trade shows
- Email marketing
- Direct mail



Traditional Outbound Fades

Some interesting stats:

- 44% of direct mail is never opened, so it's a waste of time, postage, and trees.
- 86% of people skip through television commercials.
- 91% of email users have opted out of company email that they had previously subscribed to.
- 84% of 25-to-34 year olds have left a favorite website because of an “irrelevant or intrusive ad”.
- The cost per lead in outbound marketing is 62% more than for inbound marketing.

THE INBOUND MARKETER VS. THE OUTBOUND MARKETER

“NEW MARKETING” is “any marketing tactic that relies on earning people’s interest instead of buying it.”

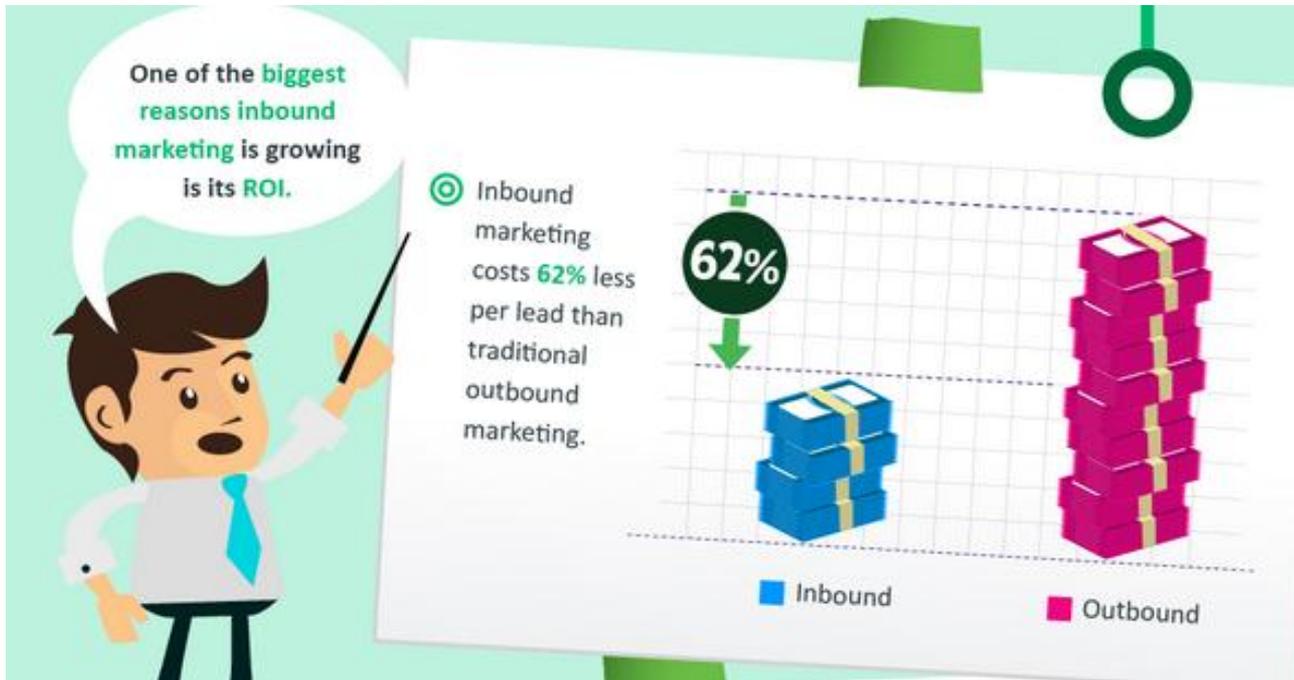


-  Communication is interactive and two-way.
-  Customers come to you:
 - Via search engines , referrals, social media
-  Marketers provide value.
-  Marketer seeks to entertain and/or educate.

“OLD MARKETING” is “any marketing that pushes products or services on customers.”



-  Communication is one-way.
-  Customers are sought out:
 - Via print, TV, radio, banner advertising, cold calls
-  Marketer provides little to no added value.
-  Marketer rarely seeks to entertain or educate.



Inbound Marketing

- Social media marketing
- Blogging and content marketing
- Podcasts
- White papers
- Ebooks
- Infographics
- Search engine optimization (SEO)
- Pay per click (PPC) advertising

SO WHAT COUNTS AS INBOUND MARKETING?

- © Evolution in a Social World
Inbound marketing is a marketing strategy that focuses on getting found by customers. Inbound marketers "earn their way in" in contrast to outbound marketers who have to "buy, beg, or bug their way in."



Some of the most effective inbound marketing tactics include content marketing and social media participation.

So what is content marketing then?



✓ WHITE PAPERS



✓ EBOOKS



✓ PODCASTS



✓ BLOGS/VLOGS



✓ INFOGRAPHICS

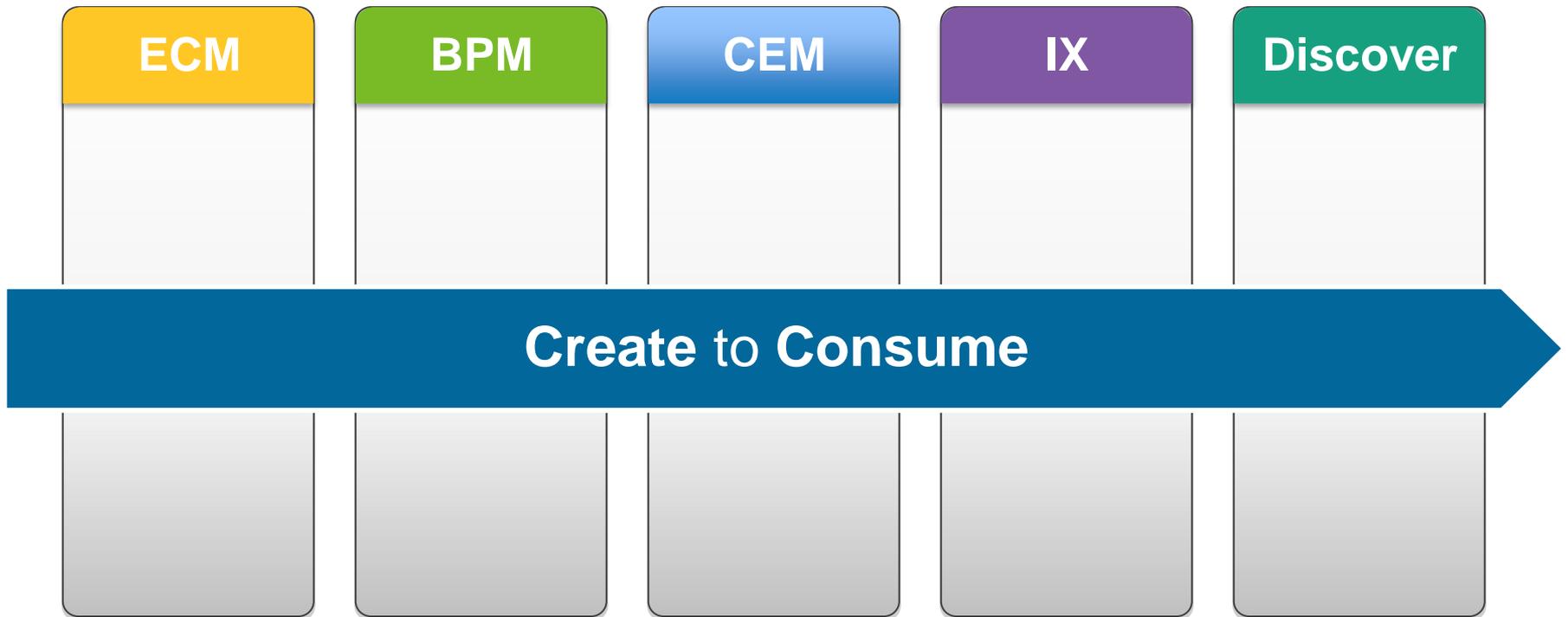


 innovate | Introduction

Innovate is fictitious consumer products company that designs and manufactures cutting edge electronic devices, including smart phones and tablets.



 innovate | **Create to Consume**





innovate | New Product Launch

Innovate's marketing team have used OpenText CEM to launch their latest product the **Blade 2 Tablet**

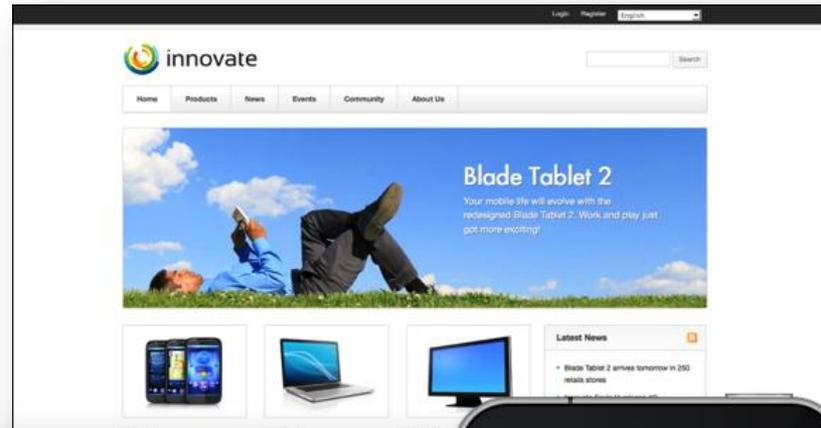


Create



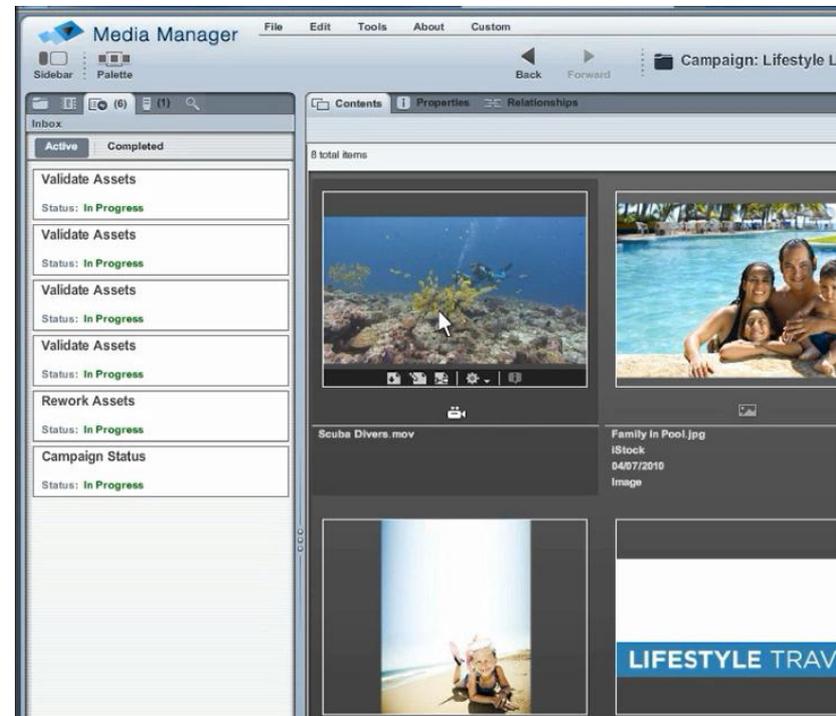
innovate | Multichannel Delivery

The launch campaign required a multi-channel delivery of content across all Innovate sites and points of sales: **in store**, **internet**, **mobile** and **social**.



 innovate | Media Management

Using OpenText **Media Management**, Innovate creates all digital and physical media assets required for the launch



Create



Max, Brand Manager

- Import media
- Add metadata
- Assign tasks

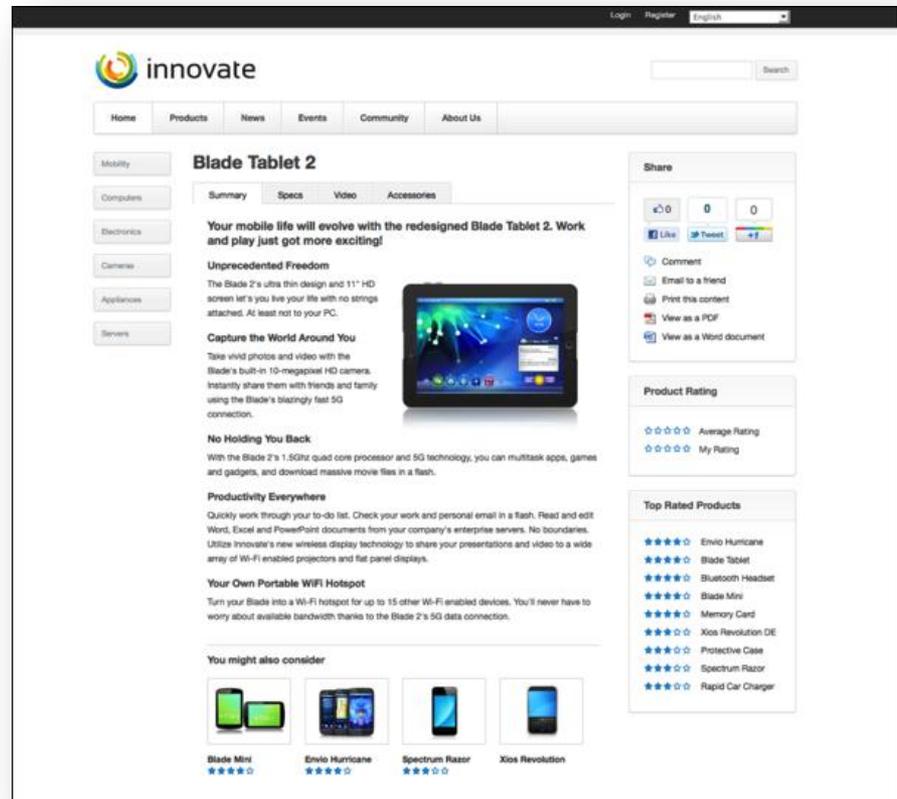
This video shows how Innovate Corporation uses **OpenText Media Management** to create the necessary media assets to launch their new product.

Category: Media Management

Tags: [CEM](#) [Media Management](#) [Product Launch](#) [Process Management](#)

innovate | Web Experience Management

Using OpenText **Web Experience Management**, Innovate created a rich web experience for the product launch, in multiple languages.



The screenshot displays the Innovate Corporation website interface. At the top right, there are links for 'Login', 'Register', and a language dropdown set to 'English'. The main header features the 'innovate' logo and a search bar. Below the header is a navigation menu with links for 'Home', 'Products', 'News', 'Events', 'Community', and 'About Us'. The central banner image shows a person standing on a rock against a blue sky, with the text 'Zeos Mirage' and the tagline 'Dual processors, 4G speeds and 10 megapixel camera. Is it real?'. Below the banner are three product category tiles: 'Mobility' (showing smartphones), 'Computers' (showing a laptop), and 'Electronics' (showing a monitor). To the right of these tiles is a 'Latest News' section with a list of recent announcements, including 'Innovate Envio Hurricane 4G Smartphone' and 'Innovate annual Worldwide Developers Conference (InnoDEV) announced'. At the bottom left, there is a 'Tools' section with social media icons for Facebook and Twitter.

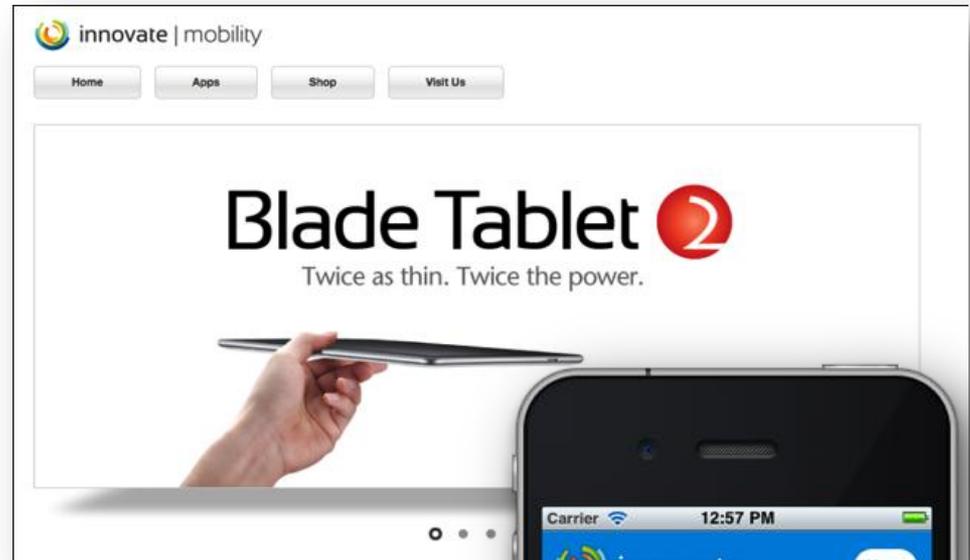
This video shows how Innovate Corporation uses **OpenText Web Experience Management** to create a rich web experience to launch their new product.

Category: Customer Experience Management

Tags: [CEM](#) [Web Content Management](#) [Product Launch](#) [Inline Editing](#)

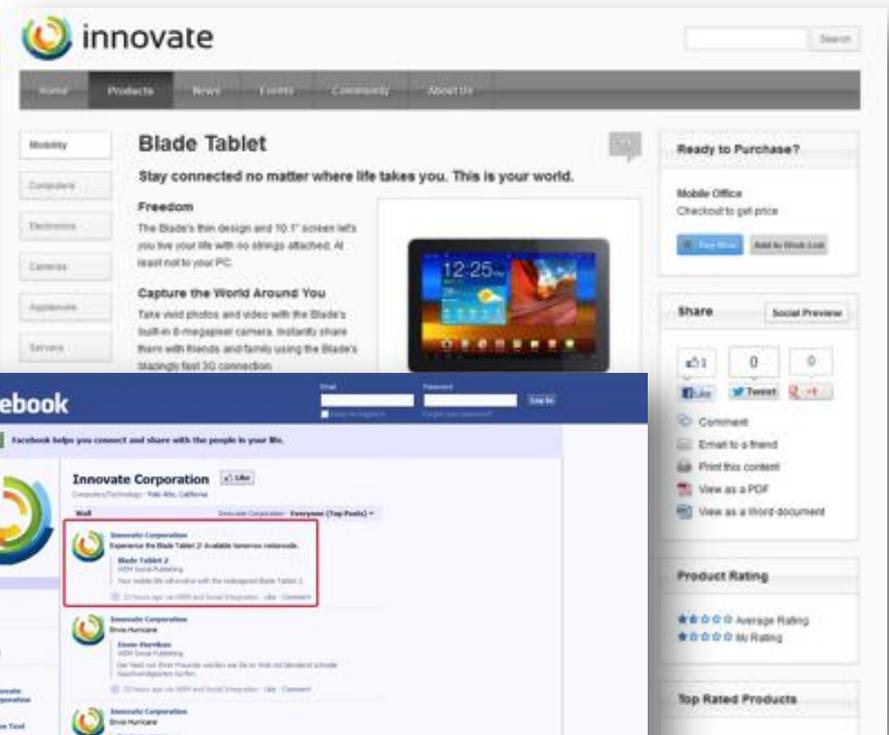
 innovate | One Change, Multiple Channels

OpenText **Web Experience Management** enables Innovate to repurpose Web content instantly for **mobile delivery** and for creating a dedicated **microsite**.





OpenText **Web Experience Management** enables Innovate to engage with customers right away thanks to Social Media capabilities on the Web Site



The screenshot displays the Innovate website's product page for the Blade Tablet 2. The page features a navigation menu with options like Home, Products, News, Events, Community, and About Us. A sidebar on the left lists categories such as Mobility, Computers, Electronics, Cameras, Appliances, and Servers. The main content area includes the product title, a headline, a description, a price, and a comment section. A 'Tools' overlay is visible on the right, providing various actions like Unapprove, Publishing, Start Workflow, Delete, Page Features, Channel Page, Quick Actions, and Content Item Page. Social sharing options for Facebook, Twitter, and Google+ are also present.

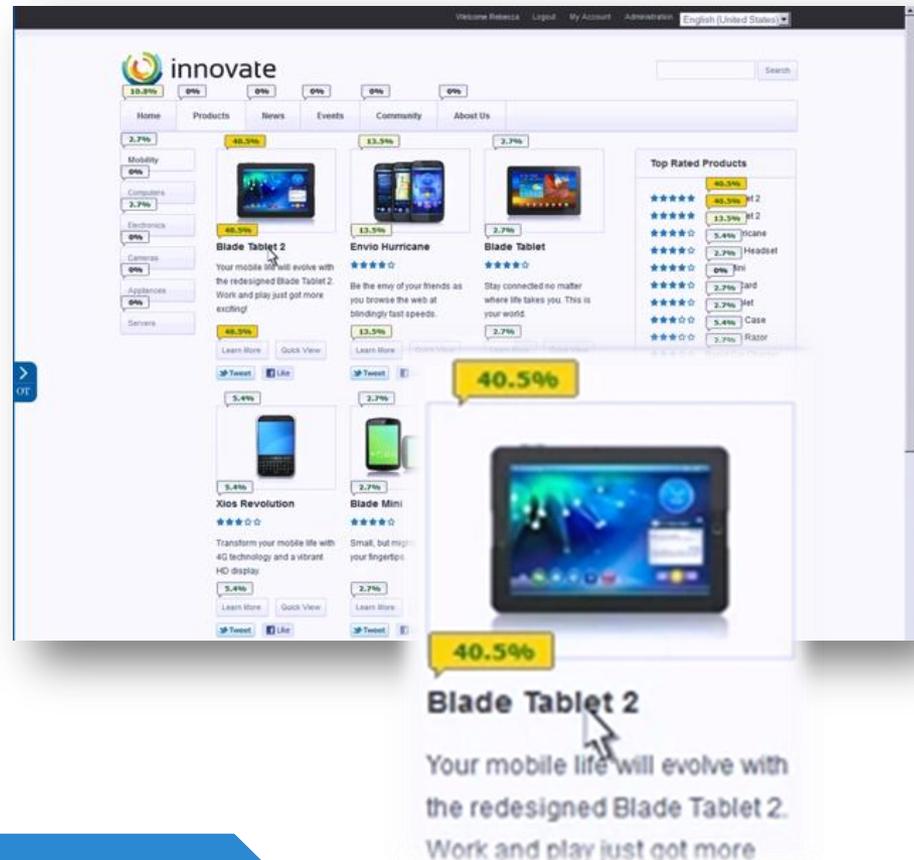
This video shows how Innovate uses **OpenText Web Experience Management** to create a microsite, and a mobile web experience for the launch their new product. The demo also automated postings to Facebook and Twitter.

Category: Customer Experience Management

Tags: CEM Web Content Management Product Launch Mobile Facebook Twitter



Innovate’s Marketing team leveraged **Web** and **Social Analytics** to monitor site traffic and review the product launch campaign



The screenshot displays the Innovate website with several analytics overlays from OpenText Social and Web Analytics. The top navigation bar includes links for Home (2%), Products (1.6%), News (8.4%), Events (6.6%), Community (0%), and About Us (1.7%). A search bar is located on the right. The main content area features a large banner for 'Blade Tablet' with the text 'Stay connected no matter where life takes you. This is your world.' Below the banner are three product categories: Mobility (1.8%), Computers (0%), and Electronics (0%). A 'Latest News' sidebar on the right lists several articles, each with a 0% overlay. A blue sidebar on the left contains a right-pointing arrow and the letters 'OT'.

This video shows how Innovate uses **OpenText Social and Web Analytics** to monitor site traffic and review the product launch campaign.

Category: Customer Experience Management

Tags: **CEM** **Web Content Management** **Product Launch** **Social Analytics** **Web Analytics**

innovate | Customer Communications

Using OpenText **Streamserve**, Innovate delivers personalized invoices to it's customers with targeted product promotions and coupons

innovate

DAM NY SHOW
Convention Center
New York USA
Tel. [800.342.2460](tel:8003422460)

DAVIDSULTAN	DAVIDSULTAN
05/23/2012	09:40:17
Trans: 85653253	Sales: 454573
Cashier: 33520	Valid No: 7288

SALE



Subtotal	\$4.99
Total	\$4.99

Debitcard (s)
Account: XXXXXXXXXXXXX6842
Auth: AUTH 519711 (A)
Audit Trace Number 007968

Total Tender	\$4.99
Change Due	\$0.00

Unopened merchandise, accompanied by an original sales receipt, may be returned to any US store within 60 days of purchase for full refund in original form of payment. Returns will not be accepted after 60 days.

HOW ARE WE DOING?
Let us know and get 20% OFF one regular-priced item at NAB Show Movies!
[TAKE SURVEY NOW](#)

DAVIDSULTAN, DON'T MISS OUT
Consumers who bought these item also bought...



Envio Hurricane
★★★★☆
Be the envy of your friends as you browse the web at blindingly fast speeds.
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OTHER GREAT DEALS
The best gear at the best prices. Hands down!



Create

Publish

Measure

Adjust

Consume

CEM Use Cases



Web Content Management

Media Management

Social Communities

Customer Communications

Portal

Mobile Web

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