



Marketing transformation – What it is and when do you need it?

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Hey there! Welcome to the Xerago blog.

Are you a B2C marketer -

- Who is working with multiple agencies on point solutions?
- Who has invested on a range of MarTech platforms?
- Who is spending a lot on media?
- Who firmly believes marketing has to be driven by analytics?
- Who feels the need to apply every single innovation happening in the marketing space to keep increasing your marketing velocity and efficiency?

Yet, you are not happy with the outcomes of your marketing efforts as well as the way your marketing is currently being handled by your own team or your partner agencies.

If this is you, then you need Marketing Transformation.

But, what is Marketing Transformation? Is this yet another marketing mumbo-jumbo that agencies use to lure customers?

No! This is more tangible than you may think, at least from Xerago's perspective. We define Marketing Transformation as follows:

Marketing Transformation is the process of improving the status quo of one or more of your marketing functions by augmenting skillsets, processes, technologies and analytics to make them contemporary and agile, such that the impact is visible across strategic, tactical and operational efforts and most importantly, results.

You need clear indicators to decide whether you need Marketing Transformation and this article will provide you with those.

For better understanding, we have grouped the various marketing functions under the following categories.



1. Digital Presence Management
2. Digital Marketing
3. Campaign Management
4. Digital & Data Analytics
5. Conversion Optimization
6. MarTech Management

In this article, we have listed down the most obvious indicators for transforming each of those marketing functions.

While this article is about those, we have included links to articles that talk about subtle transformation indicators for each function in detail and what you should be doing in response.

We would recommend you to bookmark this article as we will keep updating it based on user-feedback, our own learnings from multiple clients and advancements happening in relevant domains.

Let's get started.

#1 Digital Presence Management

All digital channels that you use to interact with your audience and market your products and services are collectively termed digital presence.

While you may be doing a ton of things digitally, it does not mean that the way you are going about managing your digital presence is sufficient.

Here are 9 indicators that tell you whether your brand needs a digital transformation strategy of your Digital Presence function "already".



1. The number of leads generated from your portal / volume of business done through your portal is continuously on the decline.
2. The business value of leads generated from your portal / volume of business done through your portal is less than what you collectively spend on your digital channels.
3. The bounce rate on your portal is consistently on the rise.
4. Your audience expose your passiveness by bashing / trolling your brand on social media.
5. The brand sentiment on social media is alarmingly negative.
6. The number of interactions on your offline channels is on the rise, despite the fact that those needs can be fulfilled for your audience digitally.
7. The number of complaints about issues faced on your portal is on the rise.
8. Your competitors engage with their audiences better, by being actively present on channels beyond the regular ones.
9. Your social reputation is ruined by people with fake profiles.

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For many of you, the status of your digital presence may not be this alarming yet.

But, that doesn't mean your digital presence management efforts are fool-proof or best in class.

There are certain indicators that could tell you the loopholes that are present in the way you are managing your digital presence currently.

Identifying them early and acting on those will prevent your brand from reaching the above states. You may reach out for the support of experienced digital marketing transformation consulting providers to plan, implement, manage and maintain your digital presence strategy.

We have a 3-part article series that specifically talks about that.

You can find those here.

1. 16 indicators of digital presence transformation. Part 1 of 3

2. 16 indicators of digital presence transformation. Part 2 of 3

3. 16 indicators of digital presence transformation. Part 3 of 3



#2 Digital Marketing

You invest in your organic marketing team with an expectation that they will help get traffic to your portal without spending anything on media.

You also pay media brands to generate quick leads.

But, how certain are you that your investments produce results?

If you acknowledge any of the following statements, it's high time you look at transforming your digital marketing function. It's essential to formulate a basic digital marketing strategy to orchestrate organic and paid marketing efforts and accomplish desired outcomes.

Organic Marketing

1. Your organic traffic is constantly on the decline.
2. Your website rankings were penalized by Google due to your agency's tactics.
3. You lost your website rankings after a website overhaul.
4. Your competitor websites are ranked for your own brand keywords.
5. Your website became a victim of negative SEO.

Paid Marketing

1. Your Cost Per Click / Cost Per Lead is constantly on the rise.
2. The number of leads generated by your digital campaigns is on the decline.
3. You are a victim of click fraud / ad fraud.
4. Your agency is not transparent on how your media money was spent.



5. The conversion rate of leads generated by your digital advertising campaigns is very poor.

Even if the status of your digital marketing is not so alarming yet, there are certain indicators that tell you if there are any gaps and whether you need a digital marketing transformation.

Identifying them early and acting on those will prevent your brand from reaching the above states.

We have a 2-part article that specifically talks about that.

You can find that here.

1. 12 Indicators of Digital Marketing transformation. Part 1 of 2

2. 12 Indicators of Digital Marketing transformation. Part 2 of 2

#3 Campaign Management

To nurture leads generated from your campaigns and convert them into customers or maximize value from existing customers, you invest on marketing automation / campaign management.

But, not everyone is successful with their campaign management. If you agree with any of the following statements, then you need to seriously transform the way you go about managing your campaigns.

1. Oversights on campaigns occurred more than once in the last 6 months. For example, missing of personalization fields, mention of wrong currency, value etc.
2. A lot of your customers complain that the offers and coupons they receive on their campaigns expire by the time they see your emails and click on them.



3. Your IPs / domains were blacklisted more than once.
4. You repeatedly end up targeting irrelevant customers due to the non-sync of data between systems.
5. Your partner has implemented a campaign management platform, but it is not signed off by all stakeholders yet.
6. You are not able to smoothly execute campaigns on your marketing automation / campaign management platform.
7. A large number of your customers unsubscribe from your marketing communication.
8. You are not able to convert leads into customers through your campaigns.
9. You pay more for the marketing automation / campaign management platform than you ought.

You might be managing your campaigns in a way that none of the above statements are applicable to you. But, remember, there is always scope for improvement. You can consider engaging the support of the best digital transformation consulting providers to analyze your current campaign management efforts and make the necessary improvements to digitalize campaign execution and attain greater efficiency.

If you want to see if there is any scope for improving your campaign management function, we would recommend you to go through the following two-part series that can throw light on possible mistakes that you may be currently making as part of campaign management.

1. 10 Indicators of campaign management transformation part 1 of 2

2. 10 Indicators of campaign management transformation part 2 of 2



#4 Digital & Data Analytics

If you asked any marketer if analytics was a part of their marketing action, the answer would be “yes”.

But, what makes a difference is the maturity that marketers show in using analytics for optimizing their marketing function.

If you already think analytics is a weak weapon in your marketing armoury, or if you agree with the following statements, you should think about transforming your analytics function.

Digital Analytics

1. Your agency delivers only basic excel reports collected from the analytical platform.
2. You get zero insights on what's happening on digital channels other than your website.
3. You are unaware of your audience's expectations and preferences from your portal and how well you are able to meet them.
4. Even if presented with analytical insights, you are not able to plan a course of action as a response, with certainty.

Data Analytics

1. You were penalized by regulatory authorities for customer data misuse or you are unsure about the implications of a potential privacy breach.
2. You don't get the required data on time.
3. Your usage of data analytics is limited only to a few predictive models.
4. You use outdated modelling techniques and methods.



5. Your analytical insights are inaccurate because your data is dated.

If you think your analytics is in much better shape in comparison with the above, You may consider utilizing professional services of the best consulting firms for digital transformation to make the most of your data analytics platform.

Check out the digital and data analytics transformation indicator articles to see how much value your analytical function is adding to your marketing and what else you should be doing to maximize it.

You can find those here.

1. 9 Indicators of Digital Analytics Transformation. Part 1 of 2

2. 9 Indicators of Digital Analytics Transformation. Part 2 of 2

3. 4 Indicators of Data Analytics transformation

#5 Conversion Optimization

Converting a prospect into a lead or customer is what every marketer works hard for. But, you would be hit hard if your focus was only on driving traffic to your portal and not doing anything to influence your visitors to convert.

But, do you think what you are doing to optimize conversion is sufficient and contemporary?

You are not, if you agree with any of the statements below. And its high time you start transforming the way you went about optimizing conversions.

1. The number of conversions happening in your portal is constantly on the decline.
2. Many of your conversion optimization interventions are turning out to be counter productive.



3. You don't know with certainty what makes your audience exit your portal.
4. You don't focus on device-specific conversion rate.
5. You don't focus on traffic-source-specific conversion rate.
6. You lack the infrastructure required to carry out conversion optimization at scale.

Optimizing conversions is a never-ending process. You need to keep doing it day in and day out.

There is always scope for you to improve the way you go about doing conversion optimization. When you don't improve that, conversions start to dwindle.

Here is an article that talks about those indicators that would tell you if you need to transform the way you are going about optimizing conversion.

5 Transformation Indicators of Conversion Optimization

#6 MarTech Management

Marketing Technology platforms aka MarTech platforms are supposed to accelerate marketing velocity and maximize effectiveness. In reality, that's not the case. If you don't manage the MarTech beast right and fail to invest in digital transformation tools that appropriately match your marketing objectives and business goals, it would harm your marketing to a great extent.

If the following statements hold true for you, then you should immediately be looking at high-performance digital transformation platforms for effective MarTech Management.

1. Your marketing campaigns often encounter tech-related challenges and hence need a digital transformation roadmap to strategize and execute high-performance campaigns at scale.



2. You have at least one failed MarTech platform implementation i.e.) you shifted to a different platform in a short span of time.
3. You pay more for your MarTech platforms than you should.
4. You ended up buying MarTech platforms that you genuinely don't need.
5. You lack the skillsets to manage your MarTech stack.

There are more indicators that could tell you whether the way you are managing your MarTech platforms needs transformation or not.

Here is an article that talks about those indicators.

5 Indicators of MarTech management transformation

Summary

It's very likely that not every indicator that is mentioned here or the referenced articles will be applicable to every marketer who is reading this article. The idea is to keep the list as comprehensive as possible so each indicator is relevant to at least some marketers who read this article.

We also understand there could be more indicators under each function, which we will keep including over time. You may enlist the services of digital marketing transformation consulting to identify any roadblocks that is preventing you from accomplishing the desired outcomes of your marketing efforts.