

# Forensic Marketing

# EXPOSED!

PART TWO

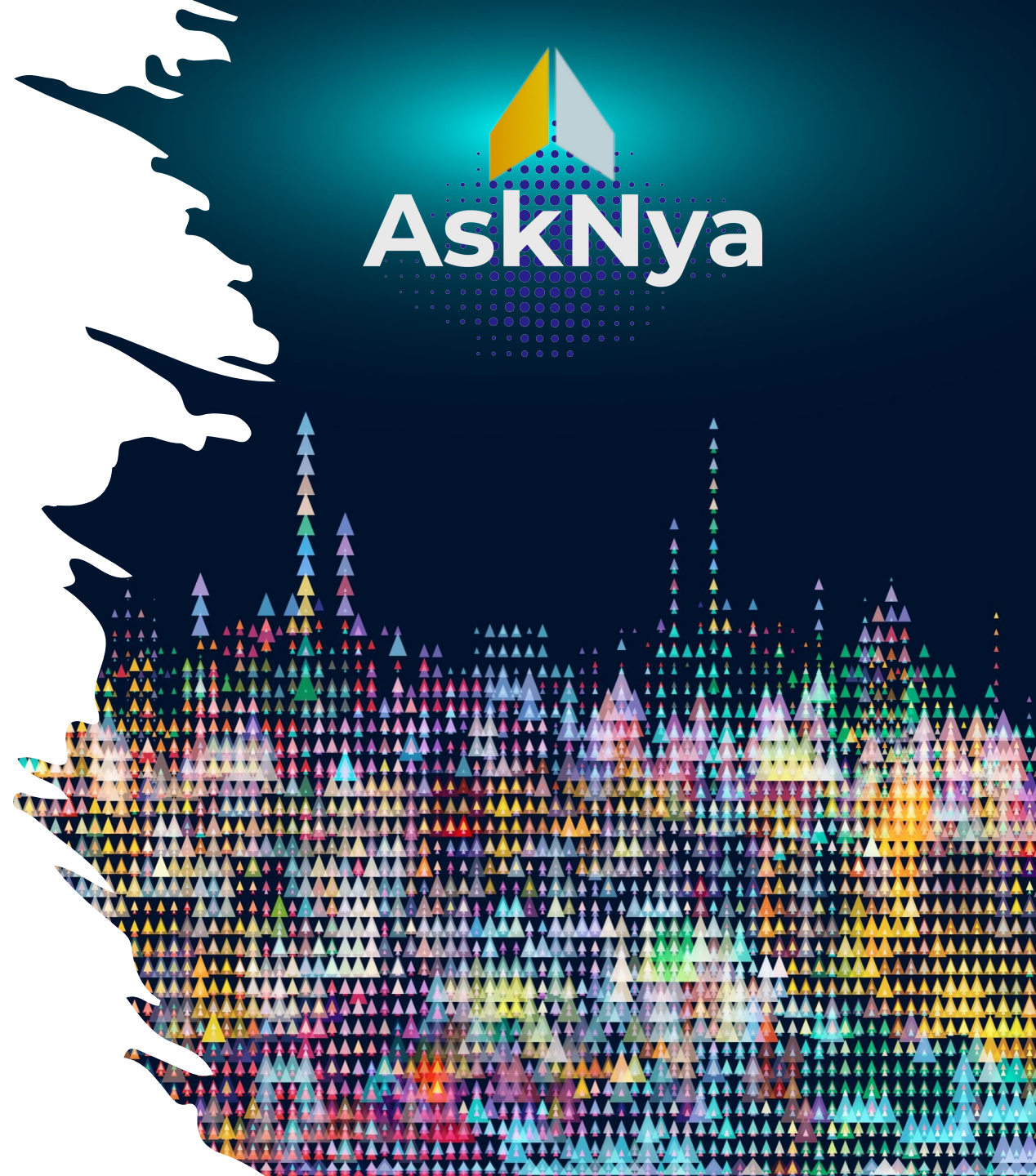




# Why Forensic Marketing is Important to MOPs?

Forensic Marketing is quickly becoming a necessary resource to have at bay whether you have an internal team or not. Having someone question your existing set up and discovering areas for increased excellence and operational efficiency can gain you large wins in a short amount of time.

Not everyone is cut out for this type of sleuthing. It takes moxie and a tremendous amount of courage to challenge the status quo. It takes a Forensic Marketer who thrives on companies being the best they can be and not settling for mediocrity. It takes a Forensic Marketer who is willing to do the research, the sleuthing, ask the hard questions and, sometimes, present the hard evidence. It is not always pretty, but always worth the effort.





## The Case of the Mis-Matched Solution

The prosperous city of Bellevue, Washington is the center point for this mystery. The company had a new product launch in six weeks and needed to fix the software solution they currently had. Their current situation was not going to be productive for the launch and their internal team was completely at a stand-still with what to do.



# The Case of the Mis-Matched Solution

## SITUATION OVERVIEW:

The company had three internal systems they were trying to connect to their marketing automation platform all the while sending transactional emails. There arose several problems. First, they could not figure out how to get around the marketing automation systems' limitation of sending emails at the ideal time. This required immediate send.

Next, they needed a system where they could do mass personalization from their proprietary systems into the marketing automation system. This required API calls for sure and nobody on the internal team had the expertise or system knowledge to help. Enter the Forensic Marketer.







# SLEUTHING

The Forensic Marketer entered the situation with diplomacy and tact but needed to move quickly. The current team member felt they knew exactly what needed to happen. However, the IT department questioned his solution and felt that there was a better way. Hence, they tasked the Forensic Marketer to challenge all assumptions.

To do this, it first took gaining the trust (quickly too) of the team member who knew exactly what to do. Within 48 hours, the Forensic Marketer was able to establish credibility and question the ideas in such a way, that the team member who thought they knew what they were doing became open to a new possibility.





# Problem Solved: An API Adventure

## SOLUTION:

The Forensic Marketer introduced the team to a new possibility with a product-add on to their current marketing automation system. By leveraging this additional technology, the company could send transactional emails immediately.

To solve for the mass personalization, the Forensic Marketer set up relational tables that were populated by an API call from the external proprietary system.

Then, there were three more API calls to do. One API call to check to see if the contact was already in the system and the to create/update a contact. The next API call was to check the master suppression list and run through a rule that if they were in the master suppression list the email would not be sent. The last API call was one from the transaction engine back to the proprietary system with the status of the sent email. Another mystery solved, product launch complete and on-time.



Product add-on and API calls established a solution that stands the test of time. Fully functional on-time and on-budget product release.





# How to Train In-House Talent to Sleuth

You can train your in-house team to sleuth. Again, this is not for the faint at heart. To do this, you must have a culture of innovation and open-minded team members who thrive on discovering new things. It takes team members who know that if they find something wrong, it won't be pointed at them, rather celebrated for the discovery and now figure out how to fix. This type of sleuthing can be powerful, but also know that if the management team is not in favor of uncovering skeletons it is best to leave them in the closet.

Sleuthing a marketing automation system can gain a company much operation efficiency and contribute directly to the bottom line, however it can also lead to challenging situations. Sometimes, this type of sleuthing is best to be left to outside resources depending upon your organization.





## How to Attract External Resources to Sleuth

Attracting a solid Forensic Marketer can be a bit of a quandary as many directors and VP's are not certain what questions to ask to identify the Forensic Marketers from the campaign marketers. Having worked with consultants myself as Director of Demand Gen, we know all too well not all consultants meet the criteria for Forensic Marketing. Thus, the **following questions should support someone in attracting a Forensic Marketer:**

- Give me an example of where you went into a system and found something wrong. What was wrong and how did you go about fixing it?
- Give me an example of a complex technical problem you solved using the marketing automation system and others within the company.
- Tell me about a time where you had to deliver bad news about some part of the marketing automation configuration and how did you overcome the challenge.

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