



**Winning Techniques for Today and Tomorrow**  
**Give Your Marketing Communication A Boost**  
**And Uncover Revenue Opportunities**

**Boost Your Performance By Integrating Email and SMS**

**NGR**

Helping Businesses **Grow**

# SciMark – a digital communication platform

Are you ready to skyrocket your business with email marketing? SciMark – a digital communication solution developed on an email marketing platform and is a fully featured email marketing solution which makes it easy to start your own permission-based email marketing campaigns. Using the point-and-click WYSIWYG editor, you can create beautiful email marketing campaigns which you can then personalize with your subscriber's details for maximum impact.

You can quickly and easily create a signup form to add to your web site, or you can import your existing subscriber list from a Microsoft Excel spreadsheet. Once you've sent an email marketing campaign, you can see who opens it and which links they're clicking on – in real time. You can use what you learn to follow up with prospects and close more sales in the process.

According to the Direct Marketing Association, email marketing is the most affordable and best performing marketing method for businesses like yours, returning an average of Rs52 in profit for every Rupee invested. The question is, can you really afford not to grow your business with email marketing?

## Introduction

Email is a time-tested channel for effectively reaching an audience and will continue to be the backbone of an effective, well rounded marketing strategy. However, the emerging capabilities of mobile marketing, and SMS marketing in particular, open up innovative possibilities for engagement and interaction on completely new levels. Email provides a content rich, broad reaching communication channel while SMS enables marketers to deliver short, impactful messages to their contacts with infinite precision as to the time and location of receipt on a large scale. Both are profoundly powerful marketing tools and integrating the two effectively can have power-

ful results.

Both email and mobile communication channels should complement each other and work together to accomplish the goals you set for your campaign. Both email and SMS have distinct advantages in terms of marketing reach, content, and engagement. The key to making them work together effectively is to design campaigns that build on the strengths and supplement the weaknesses of each other.

As an example, email marketing allows you to blast a long-form sales message, newsletter, or update to a broad range of contacts, allowing for much more content distribution than SMS. While the bulk of your communication can be contained in your email campaign, a truncated version or highly relevant and targeted offer can be sent via SMS that complements your primary email campaign. The inherently higher open-rates associated with SMS over email means the time at which messages are sent will have a sizable impact upon whether the user will respond or even be receptive to the content.

So, When executed well, an integrated, multichannel digital marketing strategy (e.g., email, mobile and RSS) provides clear benefits: providing customers with timely, convenient and relevant content that is inexpensive to deliver and easy to measure. But maintaining thousands or millions of individual customer relationships through digital channels is a huge challenge.

Many people delete messages that look like spam and simply ignore those that don't speak to them. So even though digital messaging is inexpensive, poorly targeted or badly managed communications yield scanty profits and can even harm your business by annoying or alienating customers and eroding your brand. To develop an integrated, multichannel digital marketing strategy successfully, you must:

- Create the right message by mapping segments and customers with relevant personalization.
- Deliver messages at the right time via the right channel.

- Track and improve results with sophisticated reporting that is fully integrated with broader marketing reporting and analysis functions.

SciMark delivers high-impact, personalized multimedia message communications – e.g., email, mobile and RSS – while letting you add other inbound and outbound marketing processes to the mix (e.g., campaign management, inbound marketing and Web analytics).

## Solution Overview

SciMark provides everything you need to plan, create, test, execute and track personalized digital communications via e-mail, mobile, RSS and Web. SciMark lets you customize multimedia communications at the individual level and deliver them to the customers most likely to respond.

### Personalization

This wizard-driven, Web-based solution lets you create relevant, personalized multimedia messages easily – and test the results – for more efficient and effective digital marketing. For example:

- Personalize the content of a weekly e-newsletter or RSS feed update.
- Embed individual information – such as name and account number – in digital communications.
- Place different graphics or render different languages based on specific demographics or known customer preferences.
- Test different redirect URL placements to determine which have higher response and conversion rates.
- Correlate a test being conducted in another offline campaign.

### Tracking and Analysis

Easily track and report results to improve future digital campaigns using basic metrics, such as click-through rates, open rates and response rates. Plus, generate more sophisticated reports and views, such as response by geography. The solution is built on an integrated marketing platform, enabling marketers to analyze multimedia digital campaigns in a broader context that's relevant to both the customer and the overall marketing department. For example:

- Examine how the ROI and response rates of an SMS cross-sell campaign compares to a similar direct mail cross-sell campaign.
- Determine the impact of e-mail campaigns or RSS viewing rates on customer value.
- Analyze aggregate e-mail response and conversion rates by likelihood of attrition in order to identify potential targets for a new loyalty campaign.

## Key Benefits

### Boost productivity, lower operating costs

SciMark lets you execute integrated e-mail, mobile and Web (e.g., RSS, pop-up) campaigns quickly with:

A Web-based solution that lets you easily create multichannel digital broadcasts.

- Wizards that help users through the entire digital content creation process.
- Digital asset hosting, which enables easy sharing, retrieval and deployment of content for all your digital channels.
- Provides more efficient execution of cross-channel marketing campaigns.

## **Improve ROI with enhanced campaign effectiveness**

SciMark lets you deliver your campaigns more quickly and effectively by:

- Consistently delivering content and personalization across digital channels.
- Avoiding conflicting offers.
- Accurately tracking and discerning between technical and customer-driven responses to ensure that your digital marketing results are consistent with other marketing activities.
- Utilizing RSS support for customers who want to hear your message without sorting through their inbox.

## **Achiever greater customer satisfaction**

The solution helps you build stronger, more profitable customer relationships by increasing the level of trust between you and your customers. You can improve the customer experience by:

- Respecting customer preferences.
- Using the most appropriate channel for each customer.
- Providing only the information that customers want to receive.
- Delivering the most relevant message at the right time.

## **About the Author**

N. Viswanadha Varma is the Director (Opetaion) of NGR Technosys Private Limited. Viswanadha Varma is an IBM recognized inventor and patent holder for "Compressed Code Division and Modulation Specification".

Viswanadha Varma has over 13 years experience managing and delivering high-performance banking solutions with various organizations including as a Sr. Solutions Architect for iFlex Solutions and as the COO for a Mumbai based Company C-DAGA Technologies Private Limited.

# About NGR

NGR provides innovative enterprise marketing management solutions that turn your passion for marketing into business success. NGR transforms how marketing and sales teams of all sizes work and work together to accelerate predictable revenue.

NGR's solutions are both powerful and easy to use, providing explosive revenue growth throughout the revenue cycle from the earliest stages to demand generation and lead management to deal close and continued customer loyalty.

In past 48 months, we have been working on developing various marketing and sales solutions which assists organizations in improving customer relations and further improves the bottom-line.

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