

## Building Stronger Communities with Integrated Marketing Management

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### ABSTRACT

Discover how SAS® leverages field marketing programs to support AllAnalytics.com, a sponsored third-party community. This paper explores how the use of SAS software (such as SAS® Enterprise Guide®, SAS® Customer Experience Analytics, and SAS® Marketing Automation) enables marketers to have more insight, enhanced targeting, and a higher response from SAS marketing programs.

### INTRODUCTION

Give me something that performs. How many times have you heard that in your marketing career? As a marketing practitioner in today's digital world, we are expected to do more and more – with less and less. Not only must we create and execute marketing campaigns, we also have to corral all sorts of channel data, heed departmental initiatives, nurture and manage leads, and perform online analysis – all at the same time. Here comes the need for integrated marketing management.

To that end, SAS partnered with UBM TechWeb in 2011 to launch All Analytics ([www.allanalytics.com](http://www.allanalytics.com)) – a real-time, online, executive social network that provides IT decision-makers and other business executives from the world's leading organizations with an unparalleled venue. Here, members can convene and discuss how to deliver on the analytics priorities of the day, 365 days a year.

Using SAS analytical software, we can find the most profitable growth opportunities with this community marketing program, take the best action to maximize those opportunities, and amplify marketing's impact across the business.

### BUILDING A STRONGER COMMUNITY

More than just a website, All Analytics is a giant leap forward in providing IT and decision-makers with immediate and convenient access to the analytics information in an easy-to-use format. The primary mission of All Analytics is to offer high-value analytics intelligence. The site provides users with a purpose-built, "always-on" online environment that supports both "peer-to-peer" exchanges of information (within small groups of IT and business executives at different organizations) and "wisdom of the crowd" dialectic discussions that involve many more participants.

Published on a state-of-the-art business social network operating system, the All Analytics community acts as a central hub for many of the integrated marketing activities for SAS. These activities include live event promotion,

webinars, and quantitative and qualitative research. In order to best serve the informational needs of the community's audience, TechWeb uses a custom-built software community platform for this site.

The platform has many unique features and capabilities, which empower the community's membership to become an active part of the site discussion and increase levels of engagement throughout the site.

All Analytics is destined to become a "must use" resource for IT decision makers and line of business decision makers. Over its 2.5 year lifespan, the site has generated over 22,000 qualified registrations and millions of page views.

Membership to All Analytics is open to IT decision makers and other senior decision makers at organizations around the world. Members must be selected and approved by the community's editors.

The screenshot displays the All Analytics website interface. At the top, there's a header with a globe icon, the text "VISUAL ANALYTICS Get the picture. Fast.", a button "CLICK FOR HARVARD BUSINESS REVIEW REPORT", and the SAS logo. Below this is the "All Analytics" title in large orange letters, followed by the tagline "The Community for Information Management, Business Intelligence, and Analytics". Navigation links include "ds | Webinars | Resources | By Channel" and a search bar. A "LOGIN | PROFILE | LOGOUT | HELP" link is also present, along with a "sponsored by SAS" logo.

The main content area is divided into several sections:

- Featured Classes:** A link to "A2 INFOGRAPHIC: Big-Data in Big Companies - Big companies are making more use of unstructured and ... Click here".
- Latest Blogs:** A list of blog posts with author photos and titles:
  - Real Data Science: General Theories of Data** by Fabian Pascal, Founder, Editor & Publisher, Database Debunkings. 0/22/2013. 0 comments.
  - Keep Calm & Carry On a Conversation** by Noreen Seebacher, Community Editor. 8/21/2013. 8 comments.
  - Hold Steady for a 'Tectonic Shift' in Retailing** by Beth Schultz, Editor in Chief. 8/21/2013. 3 comments.
  - The Link Between Babies & Business** by Noreen Seebacher, Community Editor. 8/20/2013. 35 comments.
  - Beyond Fuzzy Preferences for Supplier Selection** by Sean Saleh, Data Analyst. 8/20/2013. 3 comments.
  - Retailers Slogging Away at Omnichannel Goals** by Beth Schultz, Editor in Chief. 8/19/2013. 28 comments.
  - Cold Water for Powerball Fever** by Noreen Seebacher, Community Editor. 8/19/2013. 30 comments.
- Quick Poll:** A poll titled "Do you play the Powerball lottery, in spite of the extremely low odds of winning?" with options: "Yes, I can't stop myself.", "Occasionally, but I don't go out of my way to play.", "Rarely, if I have a dream or something.", "Heck, no, I hate wasting money.", and "Other (tell us on the message board below)". A "Submit" button is present.
- Digital Audio:** A section titled "Latest Archived Broadcast" with a link to "How to Change the Game With BI & the Cloud". It includes a speaker icon and a "Listen Now" button.
- Caption Contest:** A section titled "Write a Caption, Win a Starbucks Card" with a "Click here" link.

Figure 1. All Analytics Community

## COMMUNITY OVERVIEW

The site's two Community Editors are responsible for ensuring that the site has the right content to attract the right level of user and for keeping these users engaged. Their role is divided into three equal parts: writing for the site, commissioning and editing contributions from IT decision makers and executives, and facilitating the discussions on the site's message boards.

All Analytics is host to a wealth of thought leadership, including multiple daily blogs from editors and IT bloggers from around the world. (See Figure 2.) Database tagging allows materials (such as whitepapers) to be placed where relevant and adjacent to editorial content and messages from the site's users. This placement happens automatically and on the fly, which results in incredibly high numbers of downloads from the site (thousands per month).

# Thought Leadership

A2 bloggers, radio and video chat guests,  
and Academy lecturers are the best in the business.

**Bloggers** – More than 75 bloggers, including additions such as:

- Jason Burke, Senior Adviser for Advanced Analytics & Innovation, UNC School of Medicine
- James Taylor, CEO & Principal Consultant, Decision Management Solutions
- David Loshin, President, Knowledge Integrity
- Martijn Schut, Principal Manager, PwC
- Callie Youssi, Director of Business Strategy & Operations, M80 Branding

**Radio Guests** – 26 radio shows with esteemed guests such as:

- Ben Hamner, Director of Engineering, Kaggle
- Rayid Ghani, Senior Fellow and Director of the Data Science for Social Good Fellowship, University of Chicago Harris School of Public Policy; former Chief Data Scientist, Obama 2012
- Linda Burch, Managing Director, Burch Works Executive Recruiting
- Jennifer Lewis Priestley, Director, Center for Statistics & Analytical Services, Kennesaw State University

**All Analytics**

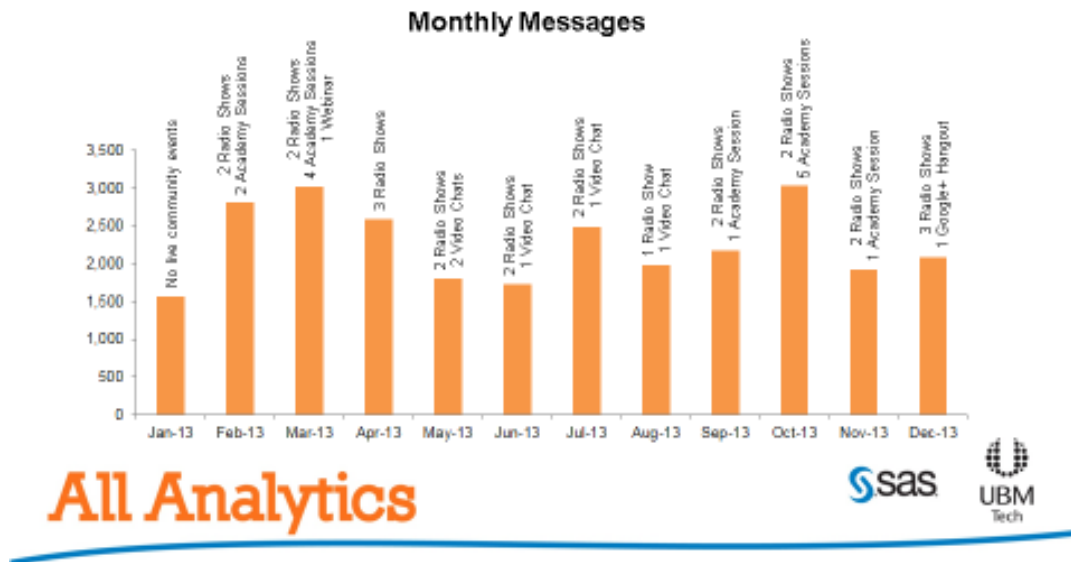
**sas** **UBM Tech**

Figure 2. Thought Leadership on All Analytics

As the community grows, so does engagement on the site. All Analytics bloggers, radio and video chat guests, and academy lecturers are the best in the business. These guests inspire and create action, which drives engagement. Engagement on All Analytics is exceptionally high with an average of 2,268 monthly messages. These discussions are enabled and enhanced by educational materials (videos, whitepapers, and so on) provided by SAS. As previously mentioned, these materials appear wherever they are relevant to the discussion. Technology mash-ups of streaming audio (also known as “Internet radio”) and instant messaging enable groups of users to engage in highly interactive debates online and in real time. A 24x7 moderated message board system ensures that discussions are always appropriate and on topic. Posts that breach the site's terms of use are promptly removed. (See Figure 3.)

# All Analytics: Message Boards

Engagement on All Analytics is exceptionally high with  
**an average of 2,268 monthly messages.**



**Figure 3. Engagement on All Analytics Message Boards**

This past year, All Analytics had over a million page views. Members are very active in the community. Since the beginning of 2013, 27,215 messages have been posted. In 2013, All Analytics message boards broke volume records, month after month. By the end of the second year, All Analytics has over 22,365 site registrants, including 1,341 CIOs.

An active social network contributes to the community success. Social amplification (such as tight integration with Twitter, LinkedIn, and Facebook applications) generate thousands of followers and “likes.” More than 20,000 people follow All Analytics across these social channels:

- 9,123 Facebook likes
- 7,290 Twitter followers
- 4,331 LinkedIn members

## ANALYTICS INNOVATION

Add the analytical strength of SAS to the All Analytics community strategy, and magic happens.

At SAS, we are very fortunate to have access to easy-to-use software solutions that enable us to build a stronger community for our marketing campaigns. Using a combination of SAS software (such as SAS Enterprise Guide, SAS Customer Experience Analytics, SAS Marketing Automation, and SAS® Digital Marketing) enables us to have these key items:

- more insight
- enhanced targeting
- higher response from SAS marketing programs

By compiling and analyzing the data with [SAS Enterprise Guide](#), we have better insight to the community membership and their relationship with SAS. Because AllAnalytics.com is a third-party community that SAS sponsors, we used the data from [SAS Customer Experience Analytics](#) to see when the community members were also active on sas.com.

Although we had analytics on the community, we wanted to take a closer look at this campaign, its members, and how these members were integrated into SAS. We wanted to answer the following questions:

- Who were the members? Are they new contacts for SAS?
- Were the members integrated into other SAS marketing campaigns?

The good news was that 80% of these contacts were new! “New” means that SAS did not have any record of the contact in our CRM system until this contact joined All Analytics. In a world where everyone is constantly seeking new contacts, this is huge. Not only did SAS have new contacts, they were interested in analytics. Now for the bad news. SAS was not communicating with these contacts outside of the All Analytics community. Without SAS reaching out to these contacts, very few (only 7%) of the new contacts were making the connection from All Analytics to SAS on their own. We needed to bridge the gap between All Analytics and SAS.

## **NURTURING AND MANAGEMENT OF LEADS**

By gaining these insights and with the help of [SAS Marketing Automation](#) and [SAS Digital Marketing](#), we can now better target and provide members with customized content. By integrating the members from the community into our lead nurture programs, our field marketing and database marketing teams continue the dialogue and relationship with the community member outside of AllAnalytics.com in real time. The result is a better experience for the community member and a win for SAS because it is automated, trackable, and highly repeatable.

Our lead nurture programs leverage all of the web traffic on sas.com (collected by SAS Customer Experience Analytics) and downloaded content to recognize contacts that are interested in specific topics. This information enables us to continue the conversation with the contacts with similar content. Using SAS Marketing Automation and SAS Digital Marketing, a nurture program is setup and run on a daily basis. We can select any new contacts who have shown interest and start them in the cycle. The beauty of this type of campaign is that the contact receives a timely, relevant, targeted message.

By placing these contacts into our lead nurture programs, we can ensure that they receive one targeted message from SAS every two weeks. To avoid sending conflicting messages, it is a standard practice to exclude contacts from all outbound campaigns when they are currently in a nurture campaign.

The All Analytics contacts were placed into the Business Analytics nurture program. This program has four tracks: Business Executive, Business Professional, Technical Executive, and Technical Professional. Each contact is placed into a specific track based on their job title and function.

Because all All Analytics contacts were loaded into the CRM system, they are easily selectable in SAS Marketing Automation.



With the integration of SAS Marketing Automation and SAS Digital Marketing, the e-mails are sent when the campaign executes.

**COMM: DM 1 Properties**

Details | **Export** | Seeds | Thresholds | Packages | Responses

Select Definition

Export Definition	Output	Output Path	Output Name	Append or Replace
US Nurtured Emails for Email Mar...	Table	cicdm53e	nurture_emails	append
Automated SDM Export	SAS Digital Marketing	SDMEXP	35054_LN_BusExecPractF...	append

Export Contents

Available:

- Data Items
- Campaign
- Communication
- Marketing Cell
- Optimization
- Package
  - Text
  - Today's Date

Selected:

Field	Output Name	Format	Type
Person ID - PERSON	SUBJECT_ID1	BEST12.	Numeric
Code - Campaign	CAMPAIGN_CD	\$30.	String
Code - Communication	COMMUNICATION_CD	\$30.	String
Tracking Code - Marketin...	RESPTRACKING_CD	\$30.	String
First Name - PERSON	FIRST_NAME	\$255.	String
Task Owner Empno - PE...	ACCOUNT_OWNER	\$24.	String
SSN Key - PERSON	SSN_KEY		Numeric

☒ Discard rows with duplicate subject IDs

☐ Use header row

☐ Use variable labels for SAS output

Sort... Refine Output...

Last run on: February 17, 2014 9:31 AM


Total PERSON\_ID: 1

OK Cancel Help

**Figure 6. Integration of SAS Digital Marketing and SAS Marketing Automation**



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[View as a Web page.](#)




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Complimentary White Paper

## Practical Fundamentals for MDM

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Here are just four reasons why you should get behind MDM:

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- **Improve** the quality of and access to data.
- **Grow** a long-term enterprise information strategy.
- **Improve** business processes and decisions.

Ready to get started? This [complimentary paper](#) is a great place to begin.

Learn how you can practically eliminate the risk of MDM failure and provide a consistent, practical utility to your data users community.

After reading, feel free to contact me with questions or comments.

**Download Paper**

**Complimentary White Paper**

*Practical Fundamentals for MDM*

**Author**

David Loshin, President of Knowledge Integrity, and a data quality and MDM thought leader

**Figure 7. Example of Targeted E-mail**

## CONCLUSION

Three years into our journey, we see that All Analytics is a highly engaged community that did not know enough about SAS. By analyzing the marketing program, we were able to enhance our targeting and nurture the community members with specific marketing programs from SAS. By building a relationship outside the community, we have made the community stronger, and the members are armed with more knowledge.

Everyone knows that marketing in the digital age brings new challenges and new opportunities. To be seen as a strategic advisor to the business, we must continue to prove marketing's value. By using SAS software, we can find the most profitable growth opportunities with our marketing programs, take the best action to exploit those opportunities, and amplify marketing's impact across the business.

As we continue our journey we will continue to think more like scientists. Designing, testing, diagnosing, analyzing, and adapting the AllAnalytics.com in our daily functions. We work in an environment where almost everything is measurable. As marketing practitioners, we will continue to use data and analytics to thoroughly understand, personalize, and constantly improve the relationship with our members, which is fundamental to the success of this marketing program.

## CONTACT INFORMATION

Your comments and questions are valued and encouraged. Contact the author:



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