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MRM & MAM: Marketing Technology's Dynamic Duo

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Although MAM and MRM are the two most popular internal marketing tools by far, others are on the upswing, mainly to handle internal collaboration and measure social media and Web site action.

Collaboration has become a sticky issue in marketing organizations, due to complex campaigns, multiple channels, and dispersed workforces. Marketing relies on collaboration, both for ideas and execution, and some companies have begun to put technology in place to better track content, leads, opportunities, campaigns, and ideas.

Companies are beginning to use two main tools for this purpose: Salesforce.com's Chatter and Microsoft's Vibe, with Chatter by far the more popular. With Chatter, users can follow groups, people, documents, and data. For example, if the marketing department develops a new corporate presentation, all salespeople in the organization would immediately be notified that there is a new corporate presentation.

Santander is one company that has added Chatter to its arsenal of internal marketing tools.

"We have a relationship with Chrysler where we have special rates if people finance a new Chrysler car, so we develop collateral, like faxes, emails, handouts, and press releases, and post it all in chatter so our salespeople and marketing team can comment and suggest changes," Fitzgerald explained. "Typically, three to five people will look at it immediately and give us instant feedback, which is invaluable in creating quality collateral quickly."

Another type of tool quickly catching on in marketing departments is social media and Web site measuring tools. On the social media front, tools like Klout, Wildfire, and Radian6 are gaining steam. Klout is a free tool that uses more than 35 variables on Facebook and Twitter to measure the size of the engaged audience, the likelihood that the message will generate actions, and how influential the engaged audience is. The score, from 1 to 100, can help companies fine-tune their social media presence and campaigns.

Wildfire, another popular tool, aims to measure the effectiveness of social media by allowing companies to compare the performance of Facebook and Twitter accounts. For example, Wildfire recently compared the captive Facebook audiences of Target and Walmart during the summer of 2010 and noted that Target won, with about 600,000 fans more than Walmart.

Radian6, perhaps the most popular social media monitoring and measurement tool, counts big companies like PepsiCo among its uses. Salesforce.com, for example, uses Radian6 to measure the voice of its brands on social media channels, explained Kendall Collins, CMO of Salesforce.com, in an interview with CMO.com. The company also uses it to measure the resonance of its launches, events, and press releases, and can see where conversations are taking place--and engage accordingly.

"We could, for example, see that our Facetime demo created an extra bump in conversation on Twitter during our recent Service Cloud launch," he explained.

Finally, companies are turning to tools that measure and analyze integrated data from online initiatives across multiple marketing channels. Collins said he uses Omniture to evaluate the behavior of visitors from branded search phrases by segmenting keywords by product. "That way, we know which ones drive the most traffic to our Web site, how engaged these visitors are, and which generate the most leads," he says.

The trend toward automating internal marketing processes will only continue over time.

"Executives around the globe face a difficult dichotomy—pressure to produce quantitative results from their marketing programs juxtaposed against fewer financial and human capital resources available to execute them," Aberdeen's Houpis told CMO.com. "Our research shows that top-performing companies achieve superior marketing performance by using best practice campaign execution processes and adopting key technologies to automate program management and delivery. Our research indicates that these trends will continue, and that lower-performing companies will start to adopt these practices and technologies more in the coming months and years."

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