

The value of mobile marketing cloud technology

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Marketing ultimately drives the sales of any business. Without it, many companies wouldn't sell their products or services and wouldn't survive in a highly competitive environment. By empowering organisations to reach their target audience, marketing has become a modern-day business essential, particularly in trying times.



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As tech evolves at a rapid pace, so do marketing solutions – businesses are spoilt for choice with a wide range of marketing platforms that elevate customer communication. Arguably the most powerful of these is marketing cloud technology: an innovative and integrated suite of digital marketing tools that your team can start using today to improve customer experience and business performance.

Why marketing cloud software?

Depending on your software vendor of choice, marketing cloud technology has many capabilities and benefits. In general, these web-based services make it possible to communicate with your customers across digital platforms, including via the web, email, social media and mobile messaging channels. This is increasingly important, considering that we live, work and socialise in a digitally connected world.

Additionally, marketing cloud technology enables organisations to automate the customer journey in real-time, send targeted content and tap into impactful data analytics.

Informative and consistent customer data underpins the best marketing cloud software, allowing businesses to collect demographic and behavioural data from multiple sources and organise these insights on one centralised platform.

Customer data: The bedrock of cloud marketing

By bringing together customer information and interactions in an integrated platform, a marketing cloud helps organisations to form a complete understanding of their customers, their needs and the ways they interact with brands.

Instead of siloed, anonymous users, a marketing cloud converts data into 360° unified customer profiles that can be used to build unique segments and deliver more personalised and meaningful marketing campaigns using campaign management tools and visual workflow builders.

When you understand who your customers are, you can deliver hyper-personalised experiences across the entire customer journey. Recent research shows that proactively managing and investing in customer experience increases retention, satisfaction and revenue, meaning that a marketing cloud drives business success in the long run.

Mobile marketing is a top priority

Considering consumers spend most of their time on their mobile phones, it makes sense to opt for a marketing cloud that is uniquely focused on mobile. A mobile marketing cloud goes beyond personalised content and reaches customers where they want to be reached – on their personal devices via SMS, Email, WhatsApp and more.

By connecting with your customers on their preferred mobile messaging channels, you'll be captivating their attention and catering to their needs – two key differentiators that will help your brand and your products or services to stand out.

Finding an omnichannel cloud platform that also enables commerce on mobile channels, offers added advantages. With payment links integrated into emails, WhatsApp chats and web pages, your customers can seamlessly make purchases, elevating the conversion process.

A marketing cloud is a compelling tool that can help future-proof any business, especially those that put their customers' needs first. As customer-centricity becomes increasingly important, using technology that enables us to connect with and serve our customers is critical.

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