





# Online Marketing Solutions Increase Marketing Effectiveness and Measurable ROI

# Attract high-value audiences

Reach online audiences in any location with targeted campaigns and microsites that deliver rich media content and socially enabled tools. Optimize web experiences with semantic navigation and sophisticated search capabilities.

### Convert visitors into customers

Build customer relationships by providing digital content that is personalized and adaptive to diverse online audience personas. Transform site visitors into highly engaged customers who are loyal to your brand.

## Measure customer ROI

Analyze online activities and behavior throughout the campaign and measure performance relative to pre-established KPIs. Gain deeper insight into social interactions and customer sentiments.

Online channels are a CMO's best choice when looking for the most highly effective method to maximize business growth. OpenText Online Marketing solutions provide a comprehensive set of online marketing capabilities that empower global organizations to "close the loop" of the entire online marketing process, driving a measureable ROI and a unified customer experience.

Marketing organizations are consistently challenged to attract, convert, and measure diverse online audiences and strengthen customer relationships with their brand. OpenText connects highly dynamic web and optimization tools to enable richer, more engaging customer experiences across multiple communication touch points. Monetize digital content by creating campaigns and programs that compel online audiences to interact and champion your brand in the marketplace.

# Plan the marketing campaign

Online Marketing campaigns require careful planning and structure to be executed successfully. OpenText Campaign Management can help initiate the process of simple campaigns to sophisticated marketing programs, enabling easy design, execution and measurement of multifaceted communications across a variety of channels. OpenText helps manage the end-to-end marketing process with quantifiable metrics and reports.

- Integrated tools that streamline the online marketing process
- Optimized search and socially-enabled capabilities that give your customers a voice to interact with your brand
- Monetized content through multiple communication channels and touch points
- Measureable results that map to pre-established KPIs and goals





# Closing the Online Marketing Loop



# **Attract high-value audiences**

Reaching online audiences can be an ongoing challenge with millions of web sites competing for customer attention. OpenText Online Marketing solutions enable your brand to be highly visible across major search engines like Google using Search Engine Marketing (SEM) to help drive audiences directly to your web content. Email campaigns drive your message further to targeted online audiences, evoking immediate responses and engagement opportunities.

Find your audience on social networking sites like Facebook and Twitter, and promote interaction by delivering syndicated content that creates brand awareness and drives audience participation. Create unique communities that allow you to tailor your web content to customer interests and lifestyles; motivate customers to return to your site and share their enthusiasm with others. Provide recommendations with the most popular content based upon the "wisdom of the crowd", and capitalize on every opportunity to transform visitors into loyal customers. Let your customers be the voice of your brand by making user-generated content prominent throughout your online presence.

### **Convert visitors into loyal customers**

Digital content must be personalized and adaptive in order to accommodate diverse online personas and behaviors. Understand what your customers are doing and saying with OpenText Online Marketing analytic tools, which capture and measure customer engagement on multiple channels.

Create a web presence that captivates customers with rich media, especially video, the crown jewel of web content, that encourages repeat visits and ongoing interaction. Increase viewership and inspire customers to delve deeper into your web site by publishing fresh media, interesting articles, product experiences, and new product ideas with community rankings.

# Measure performance and increase ROI

Evaluating campaigns and programs is an essential part of the online marketing process. OpenText provides real-time reporting with web and social analytic tools that augment products like Omniture and Google Analytics, allowing you to instantaneously gauge the effectiveness of your online programs. Instrumenting web pages can be a timely and complex process. OpenText simplifies this task and gives you the power to make informed decisions with a measureable ROI. Understanding your customers is the key to brand loyalty. OpenText can help strengthen your online effectiveness with valuable customer insight and quantifiable results.

Optimize your web experience by closing the loop of your entire online marketing process. OpenText Online Marketing solutions increase marketing effectiveness, pervasive customer experiences, and measureable results.

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**EXECUTIVE BRIEF**