Acing a Hybrid Marketing Delivery Model

A Beauty Retailer's Strategic Path to Enhanced Efficiency and Campaign Success

Transition to a hybrid marketing model, combining in-house and outsourced efforts for strategic and operational tasks.

Implemented standardized campaign management processes to clarify roles and improve efficiency.

Optimized work management tools and marketing capabilities for enhanced performance.
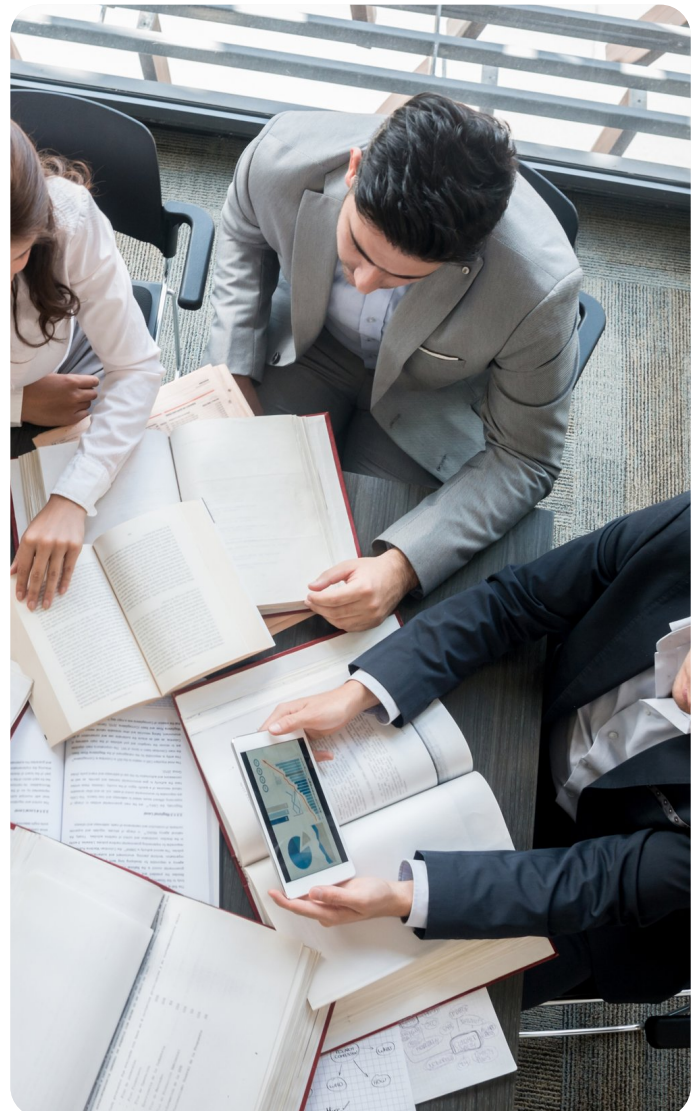
Client

Our client, a leading beauty retailer in the Middle East, has firmly established itself as a premier destination for cosmetics, skincare, and fragrance enthusiasts across the region. With a robust presence in several countries, the brand is renowned for offering an extensive array of high-quality products from both international and local brands.

This includes a diverse selection of makeup, skincare products, fragrances, and beauty accessories, catering to a wide range of tastes and preferences.

Challenges

Our client faced several challenges that hindered their marketing effectiveness and efficiency:

1. **Outsource key digital marketing activities** to one external vendor, to overcome internal marketing limitations and expertise (i.e., strategy, creative design and campaign operations).

2. **Develop a multi-channel CRM strategy** integrating social media, email and SMS channels, to increase digital marketing conversions (e.g., customer journeys).

3. **Shift to a data-driven mindset**, to understand customer behavior, keep up and adapt to changing privacy and contact management restrictions (i.e., 360 degree-view, preference management).

4. **Implement campaign operations best practices**, to increase marketing throughput and optimize campaigns (e.g., marketing resource management tool).

Solution

To address client challenges, Munvo proposed to conduct a [strategic marketing operations assessment](#), focused on analyzing the maturity of the marketing function and delivering actionable recommendations and tools as solutions.

As part of the assessment, we hosted workshop discovery sessions with client stakeholders and vendors, centered on strategy, data, people, process, and technology. This groundwork allowed us to perform a **gap analysis**, comparing the current state of marketing to the industry leading state, and design solutions aligned to a rational state. Outputs of the assessment included following deliverables to address previous challenges:

1. The **creation of a detailed RACI matrix** to clarify roles and responsibilities, coupled with a **governance plan** to effectively oversee the **hybrid model** of internal and external management of marketing operations.

2. **Strategic alignment** between social media communication pillars and CRM pillars, with the creation of new personas including a mapping of key activities (e.g., new customer journeys, A/B testing strategies, new data models) to execute on the new strategy.

3. A **marketing maturity roadmap** focused on developing a 360-degree view of the customer to increase personalization, targeted segmentation, and contact management best practices, ultimately leading to IT conversations to plan the integration of new data sources and preference center subscription options

4. The design of a **campaign management process map** displaying the relationship between key roles and key operational activities per phase of the process, including a plan to further utilize the existing MRM tool (i.e., the creation of intake forms, project templates and tasks, approval process, etc.) to manage internal and external team collaborations.

Finally, a **collaborative transition plan** was established for moving **Adobe Campaign Classic** operational tasks to a combined effort of internal teams and external partners, ensuring a seamless evolution of the client's marketing capabilities. This comprehensive approach was designed to not only rectify existing limitations but also to foster a robust framework for ongoing growth and success in the client's marketing endeavors.

Benefits

By outsourcing essential marketing functions to an acclaimed agency within PlusCo, we freed up the client's internal resources, allowing them to concentrate on more strategic tasks. The adoption of a hybrid operating model is set to **boost digital conversions by 8%** over the next year, enhancing their marketing capabilities. This model, supported by a partnership with external digital marketing experts, **enables the client to adopt a data-driven mindset**, vital for refining customer engagement strategies. With the introduction of A/B testing for campaign strategies, the client gains **deeper insights into customer behavior** and the impact of their marketing efforts. This strategic shift not only optimizes current operations but also positions the client for sustained success in a competitive market.

Results

✅ **Outsourcing Adobe Campaign Classic:** Tasks like campaign creation and reporting were outsourced to technical consulting experts, significantly streamlining operations and enabling the management of an average of 30 business-as-usual campaigns per month. This move has both enhanced efficiency and optimized marketing capabilities.

✅ **Enhancements to the MRM Tool:** New functionalities such as intake forms and operational measurement have been introduced in the marketing management resource tool (MRM), facilitating the standardization of campaign management processes and boosting operational efficiency.

✅ **Boost in Campaign Deployments:** The adoption of more targeted communications and A/B testing strategies has led to an increase in the number of campaign deployments per month, improving targeting accuracy and marketing effectiveness.

✅ **Phased Stabilization Plan:** A two-year phased approach has been implemented to stabilize operations following the transition, focusing on continuous testing, measurement, and optimization of marketing strategies and capabilities.