ITERABLE

Your Checklist for Recession-Proof Marketing

We're all feeling the challenges brought on by the current economic climate, including budget cuts, workforce reductions, and decreased consumer spending. To adapt to these challenges, we must learn to do more with less when it comes to our marketing efforts.

You've come to the right place! We've got you covered with this checklist. It will give you all you need to get started on implementing tactics *today* to optimize your marketing strategies and techstack, so you're better prepared for the challenges ahead.

Consolidate

The average enterprise uses **120 marketing tools** – that's a lot of time logging in. Don't settle for a jumbled stack of platforms that require significant time and resources. Look for ways to streamline and maximize efficiency.

- ○ **Identify tools you're using:** List them all–from marketing platforms to data management.
- ○ **Determine which tools you actually need:** Which ones of these are working for you? Where can you cut down?
- ○ **Consolidate to only what you need:** Remove platforms that aren't working for you. Look at other existing tools to consolidate. Modern customer communication platforms like Iterable make it easy to move everything into one tool so you can consolidate your stack for easier, more efficient execution.

Streamline Cross-Channel Communications

With more and more channels available now, it becomes difficult to manage the multitude of ways to connect with customers. Brands with streamlined, cohesive cross-channel capabilities retain an average of 89% of their customers, compared to 33% retention for brands with weak cross-channel experiences.

- ○ **Assess which channels users engage with?:** These channels matter, and the CX is strong.
- ○ **Identify any duplicate messages across channels:** This might not be the best CX if you're serving up redundant content.
- ○ **Determine if customer needs are met throughout the lifecycle:** Be sure you put yourself in their shoes and walk through multiple scenarios. Look for gaps or pain points along the journey.
- ○ **Analyze if different users prefer different channels:** Reach your customers where they are and where they want to be, not necessarily where you think they should be.

Activate Zero-and First-Party Data

With the **decline of third-party data**, acquisition costs are going up and up and the **ROI isn't as good**. Zero- and first-party data are what drive relevant messaging. They're what drives increased lifetime value (LTV).

- ○ **Enter/Exit Criteria:** Break it down by zero-party and first-party, so you can see what the balance is.
- ○ **Look for ways to collect more zero-party data:** Think polls, quizzes, surveys, and preference centers.
- ○ **Optimize your first-party data collection:** Consider your website, mobile apps, email and mobile campaigns, and digital ads.
- ○ **Activate behavioral data:** Identify your most loyal customers and incorporate them into your messaging. (This will also help convert engaged customer groups into advocates!)

Automation and Experimentation

Over 50% of marketers say it takes **more than two weeks** for their brand to create an email. In tough economic times, your best bet is to focus on automating processes, especially campaign creation and experimentation, so you can spend more time on what matters.

- **Audit your current campaign creation process:** Does an email take two weeks? Do campaigns take months to execute?
- **Move away from batch and blast:** Hone in on your segmentation strategies to ensure users are receiving information that makes sense for them, rather than generic messages
- **Activate dynamic content :** Tailor the CX for a more unique, automated experience. You likely have templates built, start looking for opportunities to automate triggered modules within messages.
- **Update dynamic lists:** Making your lists automated and dynamic ensures real-time experience building based on the most up-to-date customer data
- **Incorporate AI tools:** Look for opportunities for channel and frequency optimization. You can also optimize the send time to reach customers exactly when they're most likely to engage.

From the ground up, it's possible to recession-proof your marketing. Your tech stack and channels set the foundation for how you execute. While automation and better data collection enable you to execute efficiently.

Iterable consolidates data and channel execution into one platform, while easily integrating with a full partner ecosystem, enabling marketers to activate data for better customer engagement. Take control of how you leverage data, automate campaign creation, and develop actionable insights all in one platform.

*If you're interested in learning about how Iterable can help your company thrive in this environment, **schedule a demo** today.*

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