

IBM Marketing Cloud

**The Key To
Being Innovative:
Getting Stuff
Done**



Loren McDonald
@LorenMcDonald

Steve Sasson was
an engineer who
invented the digital
camera in 1975



His
employer



“Most people think innovation is all about ideas, when in fact it is more about delivery, people, and process.”

Martin Zwillling

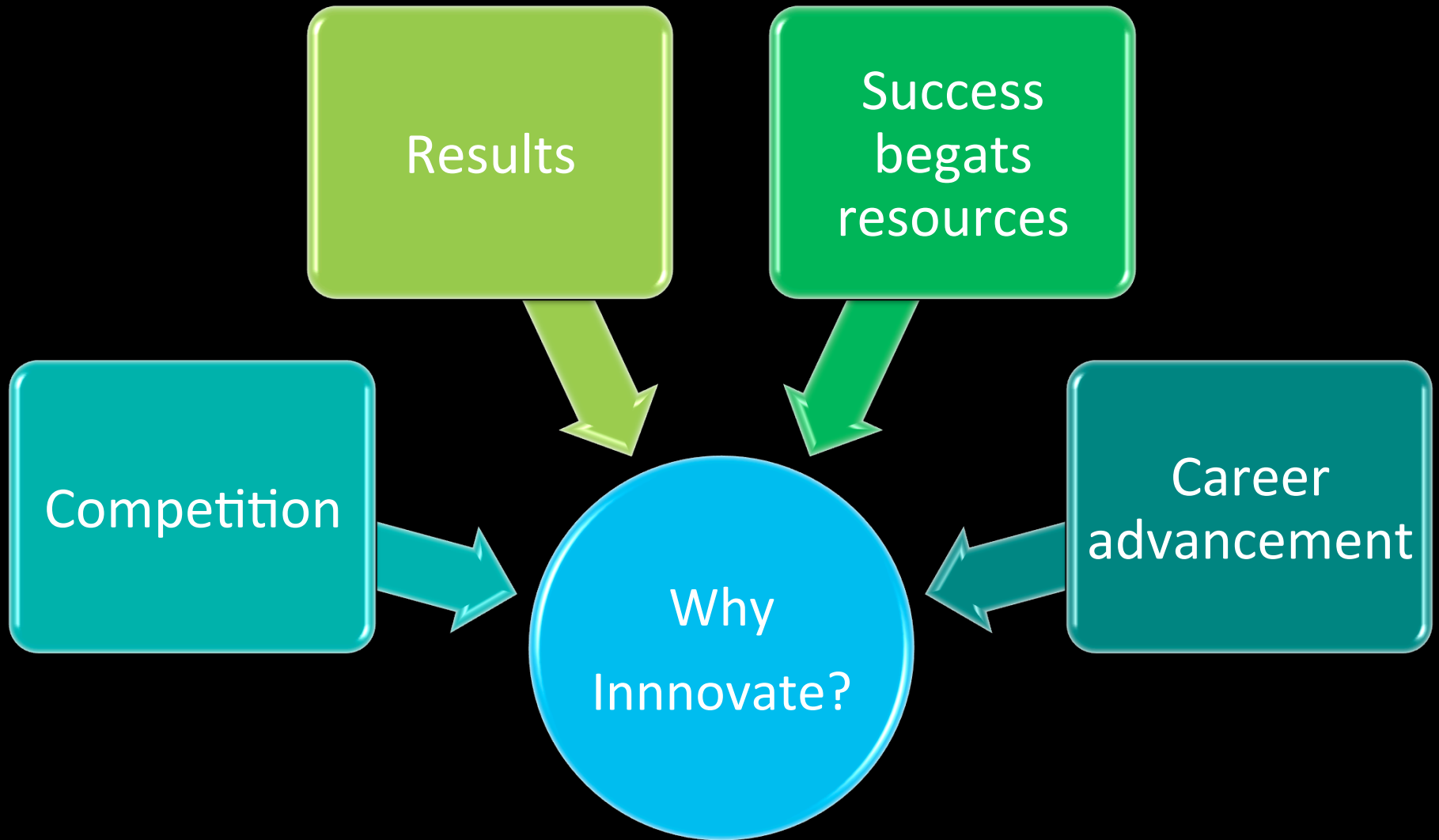
So why is innovation important to
email marketers?







“Innovation distinguishes between a leader and a follower.”





But ...

We often do the same old, same old



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MORE

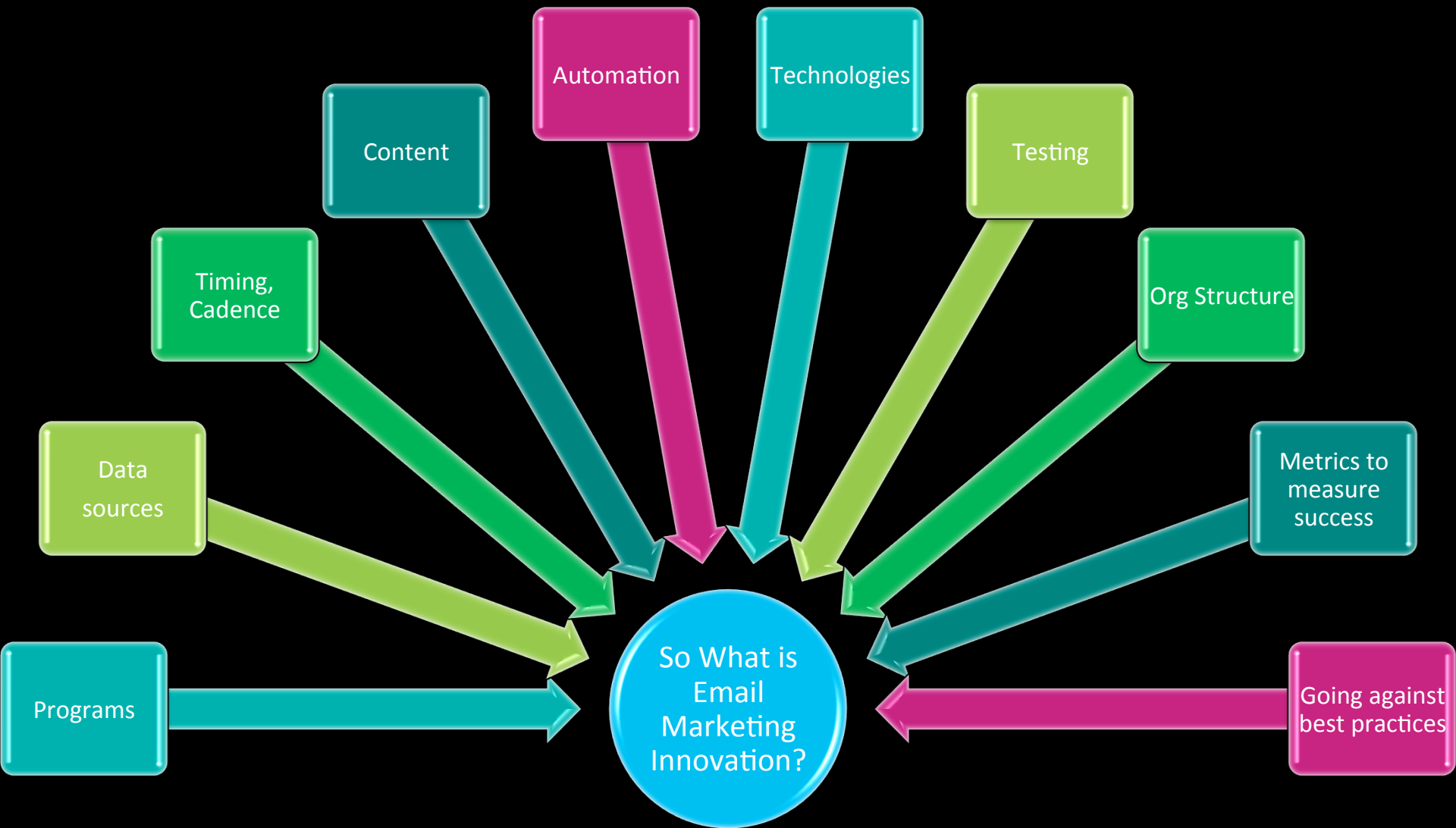
Lack of budget, resources, data holds us back



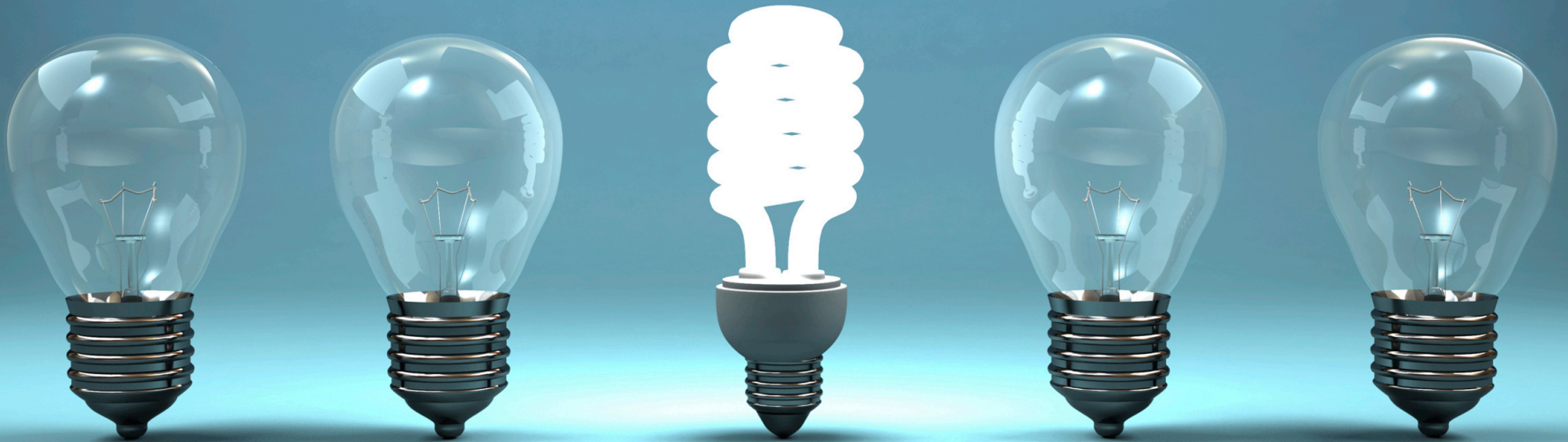
LESS



And average becomes *good enough*



Innovation begins with ideation



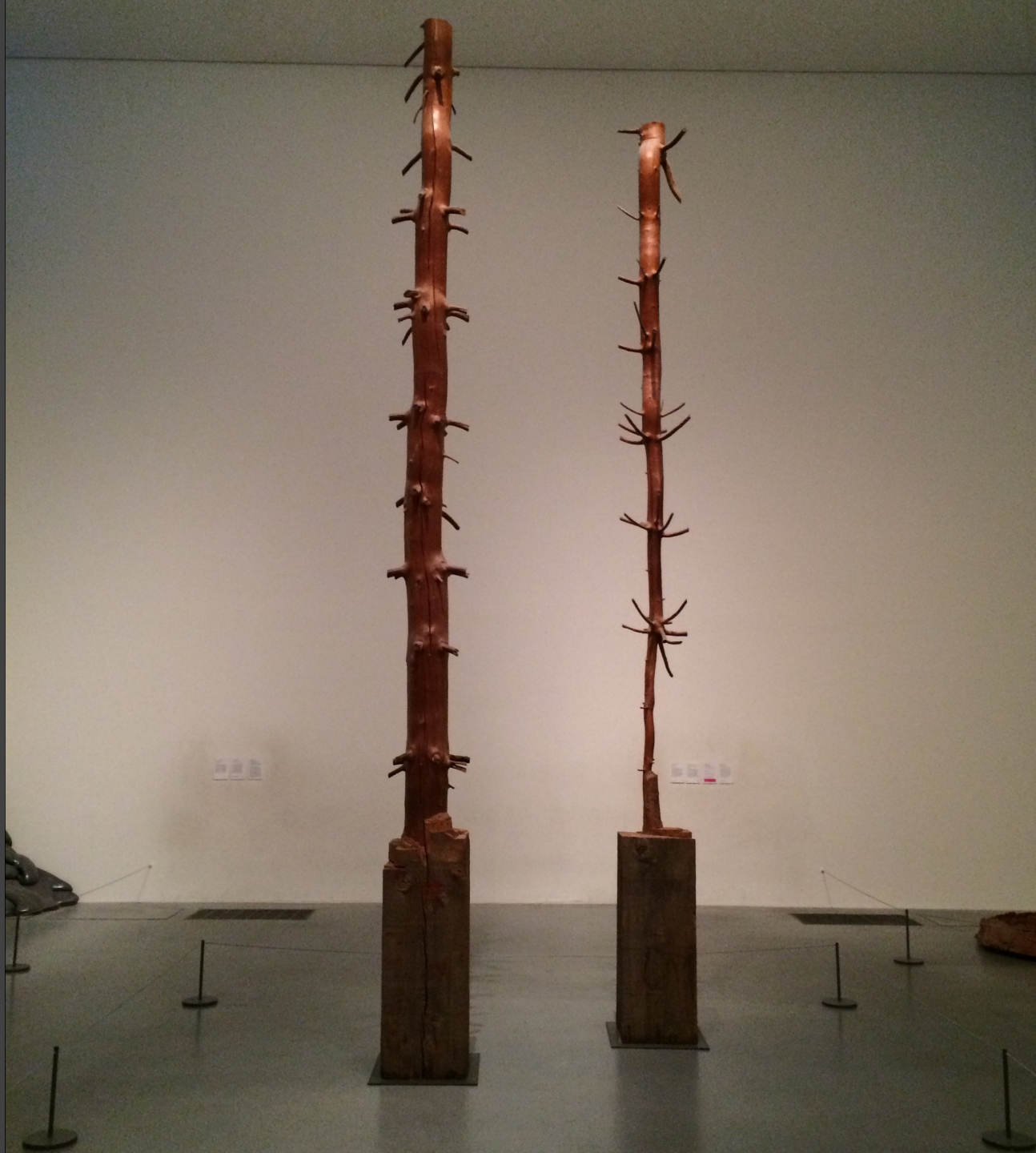
1. Be A Sponge!

Books
Articles
Only Influencers

Ted Talks
Freakanomics
NPR

Competitor emails
Non email campaigns
Case studies

2. Eber
ence



Difficult to know

What if



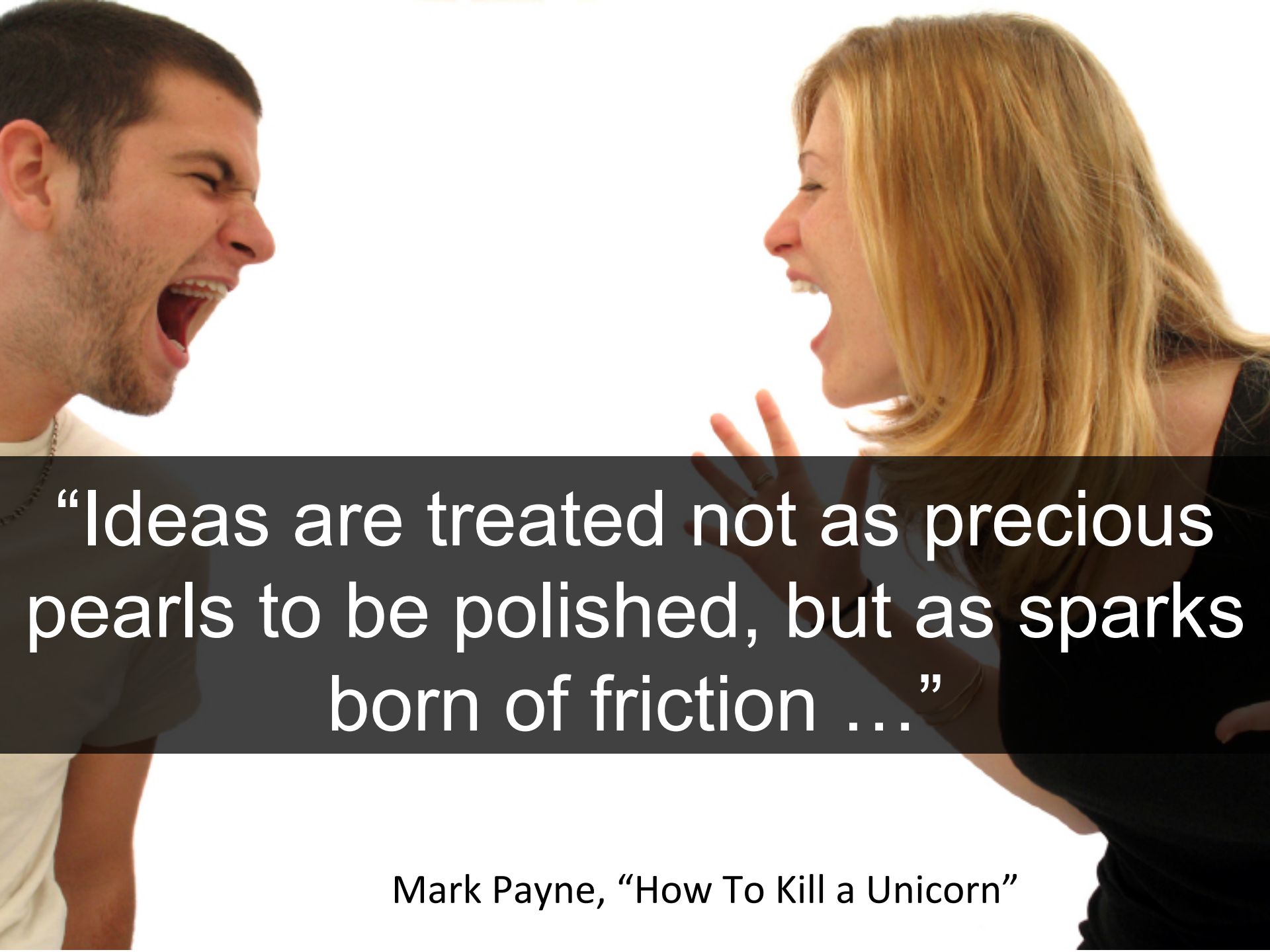
they are



right?



3. Learn from the contrarians!



“Ideas are treated not as precious pearls to be polished, but as sparks born of friction ...”

Mark Payne, “How To Kill a Unicorn”

4. Make it yours, make it better



*Good artists copy,
Great artists steal.*

- Pablo Picasso

5. Look outside your industry ...



and bring in outsiders

A photograph of a garden path made of large, flat, grey stones. The path is surrounded by green plants and trees. A semi-transparent blue horizontal band is overlaid across the middle of the image, containing white text.

6. Identify opportunities along the customer journey



7. Look for business problems, customer challenges that email marketing can help fix.

Ideation > Execution

Loren's 10 Habits of Highly Successful Email Marketers

(Or how some teams get sh_t done)





Traveled the
world meeting
with marketers ...



They tend to fall into two camps ...

A photograph of four business professionals in an office. In the foreground, a man with dark, curly hair and a mustache, wearing a dark suit and a striped tie, looks directly at the camera with a neutral expression. Behind him, a young man with brown hair, wearing a light blue suit, is smiling and looking down at a laptop. To the right, an older woman with short, grey hair, wearing a light-colored blazer, is smiling and holding a pen over a document. In the background, a woman with blonde hair, wearing a dark blazer, is smiling and looking down at the same document. The office has large windows in the background, letting in bright light. A semi-transparent blue banner is overlaid across the middle of the image, containing the text "1. Rinse, repeat ...".

1. Rinse, repeat ...



2. Risk takers, ahead of the pack



A high-angle, close-up photograph of a railway track. The track consists of two parallel steel rails mounted on wooden sleepers, which are laid on a bed of grey gravel. The rails are heavily rusted and show signs of wear. The track curves slightly to the right in the distance. A blue rectangular text box is overlaid on the right side of the image, containing the text "Which track are you on?".

Which track
are you on?

So Where Do You Start?

The word cloud features the following terms in various sizes and colors (brown, green, blue, and yellow/gold):

- wish list reminder
- upsell
- customer advocate
- abandonment
- onboarding
- browse remarketing
- responsive design
- cart
- SMS
- rewards points status
- display retargeting
- lead scoring
- mobile app**
- inactive-reengagement
- large purchase
- customer journey mapping
- first purchase
- product review request
- gift card
- Web site pop over
- high-value-customer
- lapsed-customer
- lead nurturing
- best customer
- social programs
- scoring
- cross-sell
- birthday

1. Identify your “Fulcrum Points”

The pivotal thing that drives marketing and customer success.



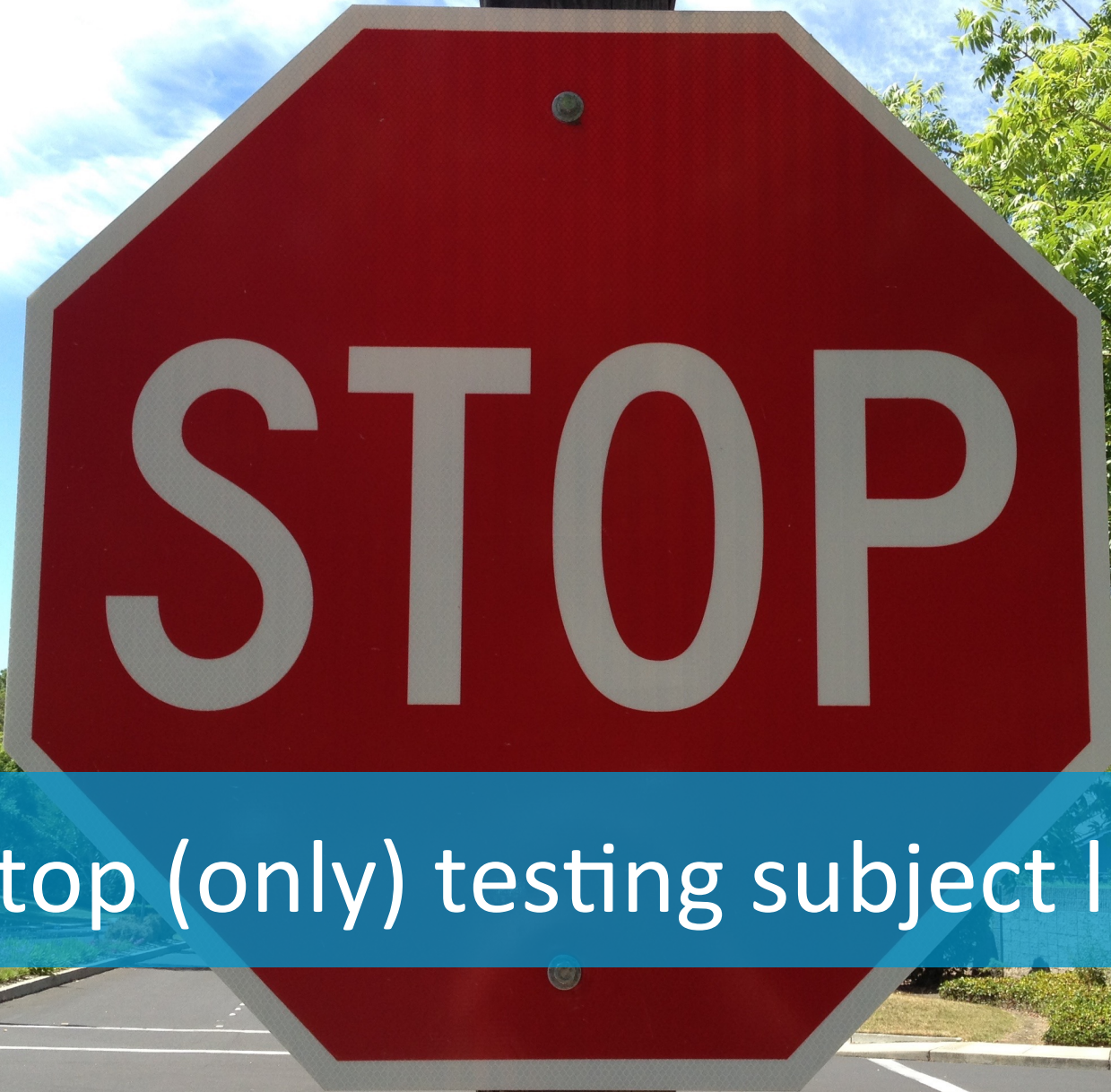
Parkinson's Law of Triviality – aka “bike shedding”

Parkinson's law of triviality, also known as **bikeshedding**, **bike-shed effect**, or **the bicycle-shed example**, is [C. Northcote Parkinson's](#) 1957 argument that organisations give disproportionate weight to trivial issues.^[1] Parkinson observed and illustrated that a committee whose job is to approve plans for a [nuclear power plant](#) spent the majority of its time with pointless discussions on relatively trivial and unimportant but easy-to-grasp issues, such as what materials to use for the staff bike-shed, while neglecting the less-trivial proposed design of the nuclear power plant itself, which is far more important but also a far more difficult and complex task to criticise constructively.



2. Get out of the weeds!





Stop (only) testing subject lines

3. Test, but test concepts, big stuff



By Brocken Inaglory - Own work, CC BY-SA 3.0, <https://commons.wikimedia.org/w/index.php?curid=6423727>



4. Don't just tweak, blow stuff up

Alfred T. Palmer [Public domain], via Wikimedia Commons



Without change there is no innovation, creativity, or incentive for improvement. Those who initiate change will have a better opportunity to manage the change that is inevitable.



William Pollard, via Brainy Quotes



5. Educate management on what's possible

6. Use metrics that get your management's attention



Cart Abandonment Forecast – B2B Online Service

Daily Abandonment	Conversion Rate	Daily Conversions	Average Order	Annual Business Days	Initial Bookings
12,000	1%	120	\$35.00	270	\$1,134,000
12,000	2%	240	\$35.00	270	\$2,268,000
12,000	3%	360	\$35.00	270	\$3,402,000


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A photograph of a group of people in a meeting or conference. In the foreground, a man in a grey t-shirt and a woman in a red t-shirt are seen from behind, both with their right arms raised. The woman has blonde hair in a ponytail. In the background, other people are also raising their hands, and a whiteboard is visible on the right. The room has warm, orange-toned lighting.

7. Enlist help from other departments

*“There is no innovation and creativity
without failure. Period.”*

- Brene Brown



If you aren't failing, then you aren't trying.

8. Get “permission” to test, experiment and fail



Purchase anniversary

Dynamic onboarding based on browse behavior

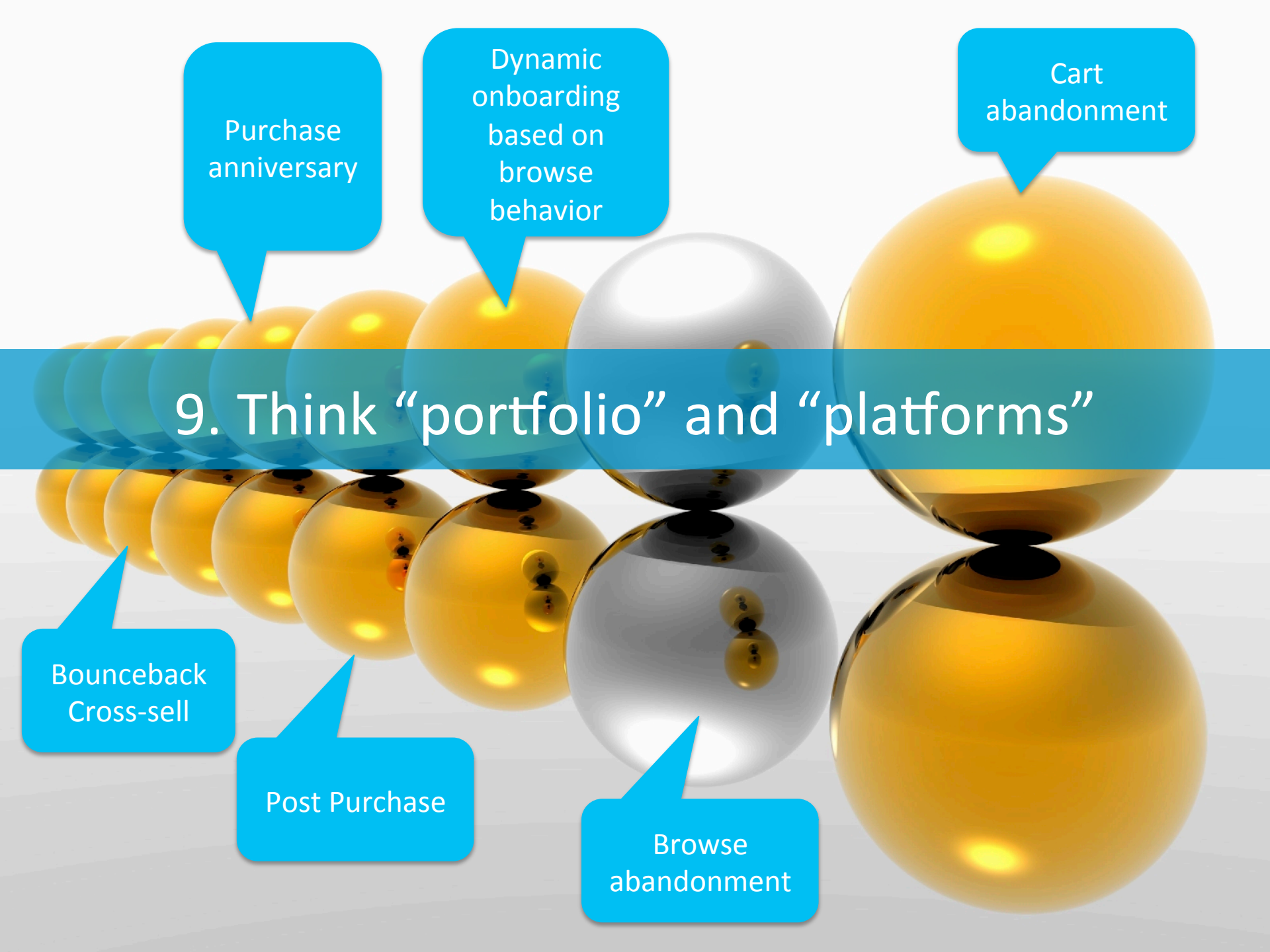
Cart abandonment

9. Think “portfolio” and “platforms”

Bounceback
Cross-sell

Post Purchase

Browse abandonment



10. Crawl, walk and then run



“Done” is
better than
“perfect”

Final
thoughts ...





Judo Strategy: Use the inertia of Mgmt & IT to your advantage

Embrace innovation ...

... and leapfrog
the competition,
your results and
career!....



Innovation
might cause
some
initial pain, but
in the end
**YOU
WILL
ROCK!**



WHAT
ARE WE
GOING
TO
DO?

SYSTEMS ON ALL CO.

MODERN LIBRARY
TRAIL SOCIETY

Thank You / Q & A

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