A blurred background image showing several people's hands and arms around a wooden table. One person is pointing at a tablet, another is holding a smartphone, and others have their hands near devices. The scene suggests a collaborative work environment.

What is it really worth? Boost
your ROI with a fully integrated
marketing campaign





Marketing is about communicating a message. A message that will connect with a prospect and convert them into a customer or client. It's becoming more and more important in the global village to ensure consistency of message.

Before you deploy a fully integrated marketing campaign, it's essential that the fundamentals of communication are optimised and that the communication plan is in place. This ensures that not only Marketing but the entire organization can benefit and enjoy the ROI advantages of a unified communication strategy.

1. Alignment First

By unifying your communications, you will be better positioned to bust silos that can be harmful to both productivity (the dreaded 'us vs. them' mentality). Whether it be face-to-face meetings or collaborating online, the financial benefits for fully aligned, fully connected, departments are very real. For instance:

According to IBM, CMOs and CIOs who work together closely are...



76%

more likely to outperform in terms of revenues and profitability.

According to Marketing Profs, Sales and Marketing departments that are closely aligned enjoy...



36%

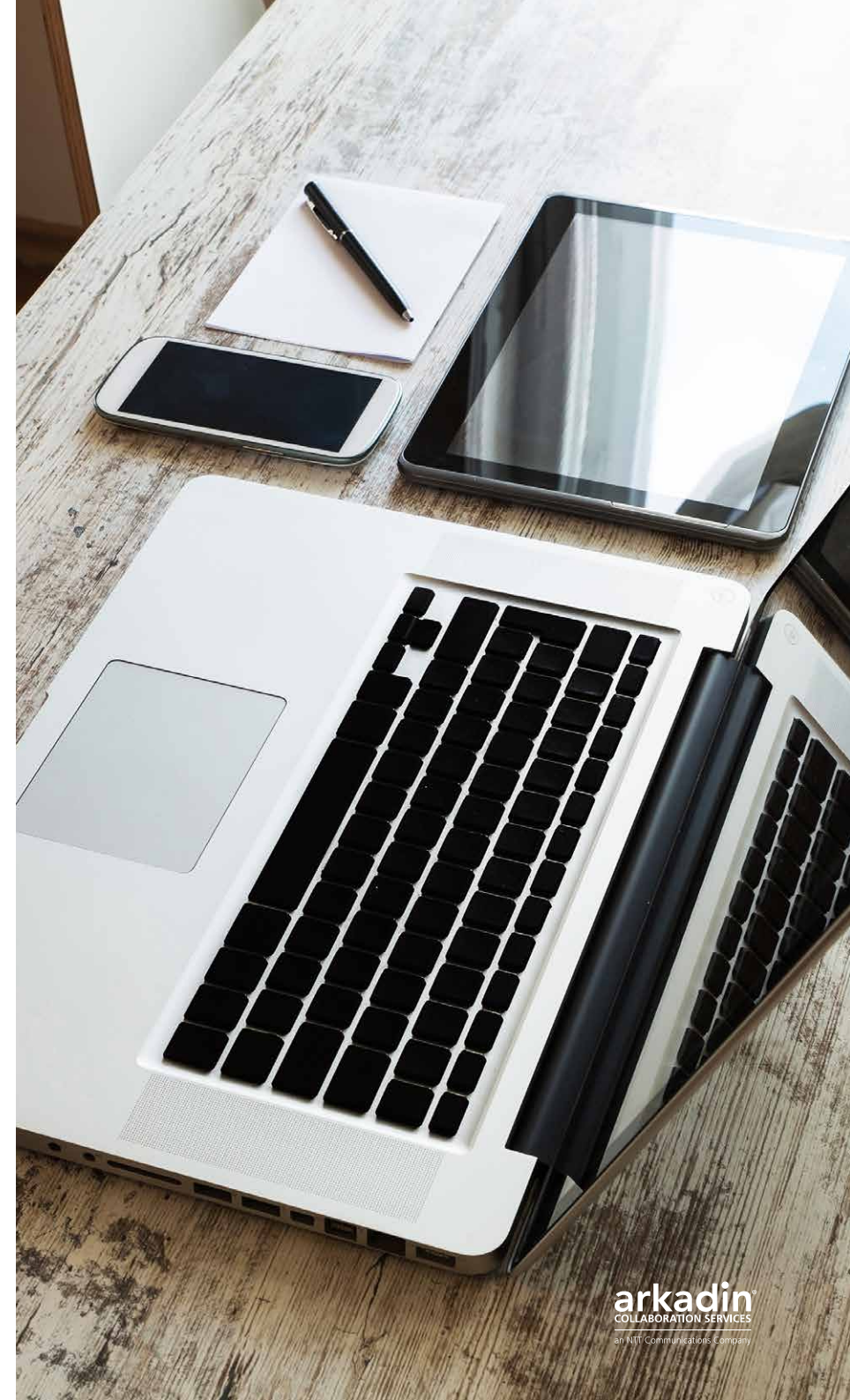
higher customer retention rates

and achieve...



38%

higher sales win rates.



And according to the Aberdeen Group, companies that are [highly aligned](#) achieve an average of...



32%

annual revenue growth

while those that aren't so effectively aligned report an average decline of...



7%

in revenue.

Such startling figures highlight how important it is that departments work together closely.

To aid in the alignment process, it's essential to deploy the right communications strategy to encourage an open door approach between departments.



2. Unified Communications

The 'Open Door' Approach

A unified communications strategy can help departments connect across a multitude of fronts as well as boosting productivity:



Gain access to expertise through collaborative technology.



Create shared online workspaces where documents (and more) can be worked on collaboratively.



Hold virtual events that all departments can participate in with ease.

A fully optimised unified communications system removes layers of bureaucracy and this enables departments to work more closely together. This drive for a more joined-up approach will increase the opportunities for knowledge sharing across departments while promoting internal brand awareness and advocacy.

Imagine the logistical nightmare faced by the project manager who was charged with creating a unified communications strategy that would bring 12 different intranet platforms across 11 different countries together.

Communications done right

It's the Herculean challenge that BUPA faced but effectively dealt with by creating a single unified system that brought the company's many different offices together, enabling them to collaborate in the virtual space, and helped break down silos.

The upshot for BUPA's ROI?

£190,000

Based on a survey of just 700 users, the cost savings were estimated to be £190,000 from daily efficiencies. Apply that to the entire global company and the savings were believed to be millions per year.

Plus BUPA calculated that by adopting a unified communications strategy which increased interdepartmental collaboration, it saw its revenues increase by...

10%

BUPA's project was far-reaching and ambitious but perfectly illustrates how bringing together employees can transform and streamline business processes while driving down costs and increasing revenue - even in the most vast of global businesses.

The Potential for Huge Savings

There are many financial benefits to adopting a unified communications strategy too:

Driving down costly delays...

To stay ahead of competitors, Marketing needs access to an effective contact management platform to pull in vital data, resources or expertise that can inform future campaigns.

Traditionally, when reaching out for information - whether it be from other departments or external stakeholders - Marketing needs quick access to key stakeholders.

With a unified communications strategy in place Marketing can seek out the right individual in a matter of moments. It's easy to see if the individual is currently online and send an instant message or even hold a video call for a face-to-face meeting. It means instead of hours or days being spent sourcing valuable information or expertise, Marketing can potentially have the answers it needs in mere minutes.

Cutting down travel costs...

Whether you're in Marketing or Finance, the era of taking a flight to visit an overseas office, partner or customer are numbered as unified communications technology such as video conferencing gain traction.

UC Financial Benefits at a Glance



Improved contact management



Increased access to resources/experts



Accelerated collaboration



Faster decision making



Reduced development cycles



Quicker time to market



Reduced budget spend + boosted ROI.

3. Comms & Campaigns

The benefits of a unified communications strategy are obvious: but how can adopting such a strategy help marketing to improve its campaigns? By communicating regularly, you can:



Create marketing reports that all can access; present them in visually attention-grabbing ways.



Create regular updates that profile active marketing campaigns; these can be used by sales to follow up on potential incoming leads.



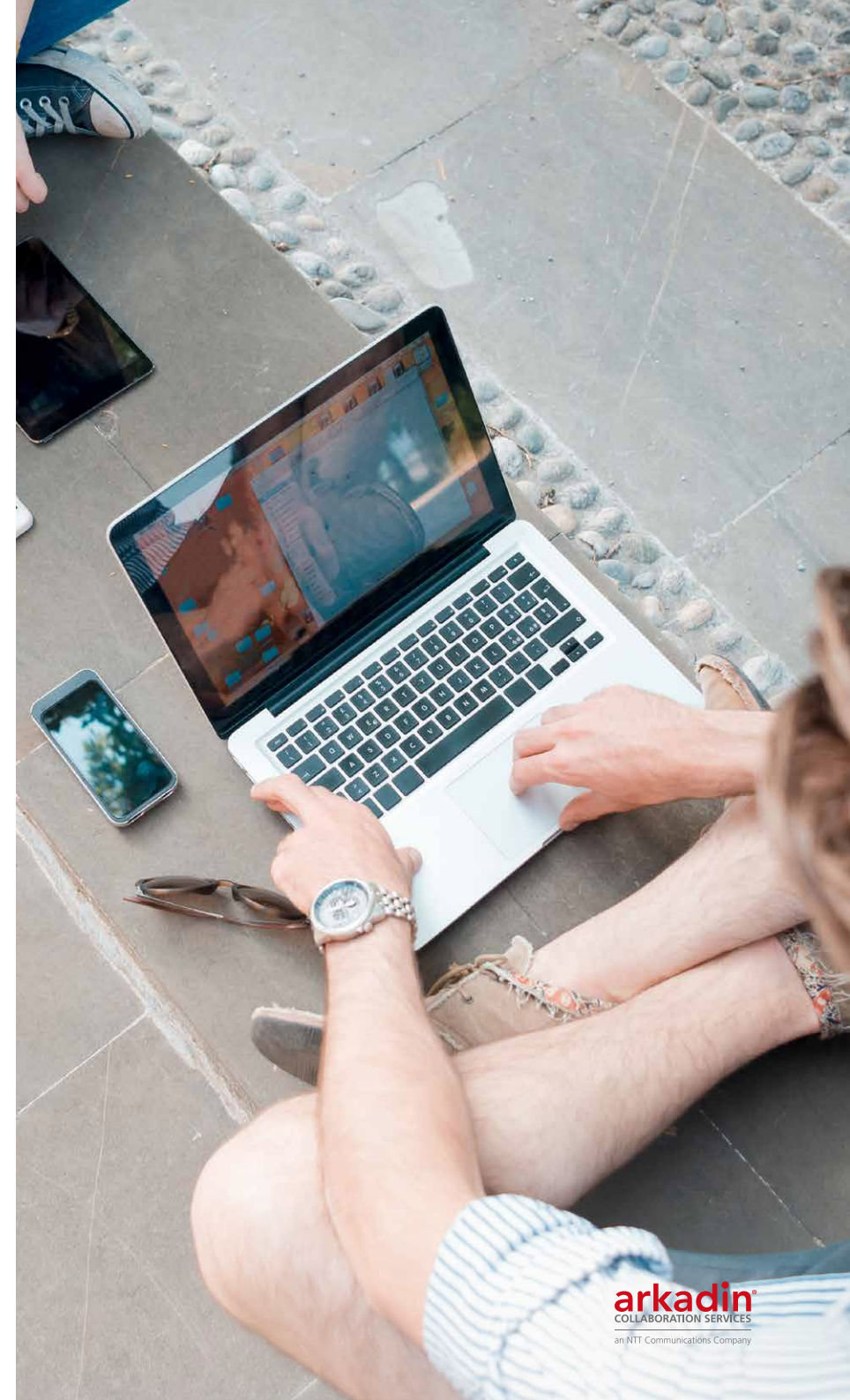
Stay connected with key departments such as Sales and IT and ensure that you are working from the same sheet, not unintentionally pulling in opposite directions.



Show off your results! Whether it be new leads, a boost in conversion rates or increased revenue generation, let the company know that Marketing and its campaigns are making a very real impact.



Illustrate that content is King; show how it builds trust with customers, promotes the company as a thought leader in your sector, and more.





Safeguard your brand by putting brand guidelines in place that are easily accessible to employees.



Test drive planned campaigns across departments for feedback and collaboration.

The above list is just the tip of the iceberg when it comes to the benefits of a unified communications strategy. The key selling point remains the same whatever department you're in - communication is the basis for all successful businesses.

And without it, your return on investment will suffer.

Takeaways



Bring departments together to boost efficiency.



Open communication channels between departments via a unified comms strategy.



Exploit cutting edge technology such as video conferencing to drive down costs.



Use a unified comms strategy to ensure your marketing campaigns reach their full potential.



[Enjoy sharing]

Arkadin is the world's fastest growing Collaboration Services Provider. We offer a range of Unified Communications and audio, web and video collaboration solutions, as well as virtual events. These are delivered in the Cloud for fast, scalable deployment. Our mission is to lead companies to increased growth and success by delivering positive collaboration experiences.



Countries and cultures that are part of our growing corporate infrastructure



Languages covered by our global customer service teams and end user communications



Offices in strategic locations to give a global perspective with local understanding