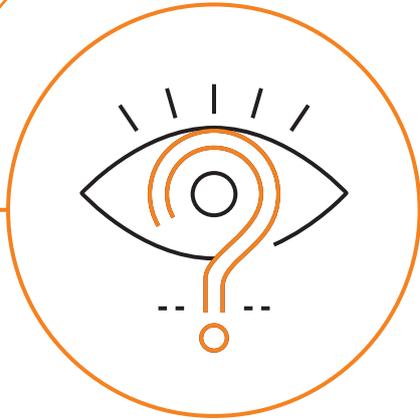


**CCgroup**

INSIGHT-DRIVEN TECH PR



**HOW MEDIATECH COMPANIES  
CAN USE INTEGRATED MARKETING  
COMMUNICATIONS TO ACHIEVE  
COMMERCIAL SUCCESS**

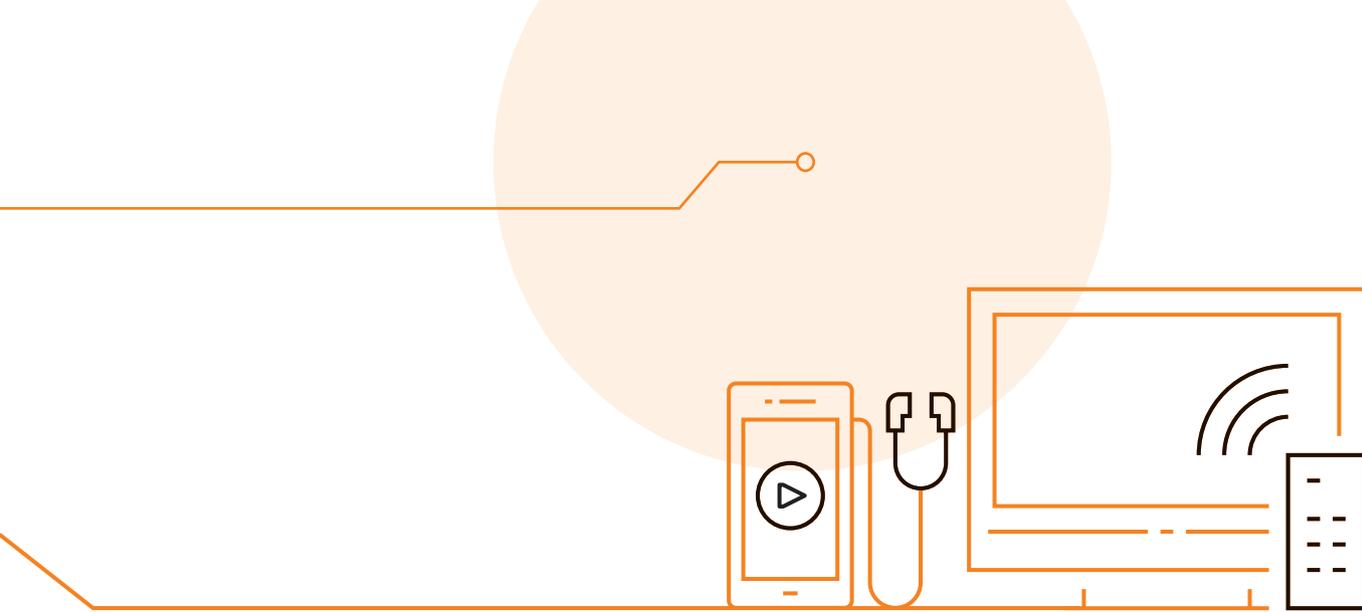


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Competition in the broadcast and media industry is at an all-time high. OTT players like Netflix and Amazon Prime Video are stealing the spotlight, spending billions of dollars on content to keep viewers engaged and loyal, while public service broadcasters are trying to innovate and bring new services to market to keep up with OTTs.

For technology vendors in this space, there's also plenty of disruption. New agile players continue to hit the market in a bid to maximise the opportunities the industry has to offer. But there's also market consolidation to deal with, which means the market is a mix of small newcomers and large incumbents.

For those serving this space, being heard continues to be a struggle. The "three dimensions" of marketing communications—how, when and what customers hear—has become inordinately more complex thanks to a heady blend of communications channels, ranging from traditional offline to digital online, and new mobile and social platforms.

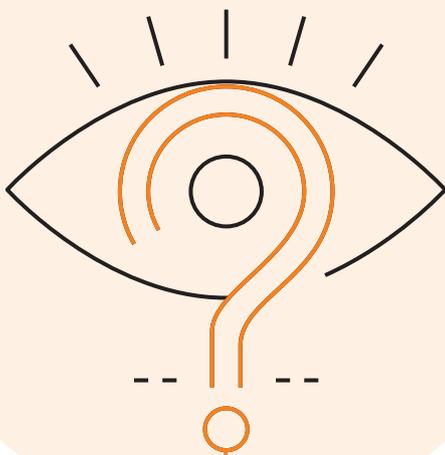
To attract new customers, and keep the ones they have, fully integrated marketing communications are sought to ensure messages are communicated harmoniously across multiple channels. Seen predominantly as a lead generation mechanism and to keep existing customers and commentators informed, businesses are failing to "connect the dots", and are not effectively planning and executing their integrated marketing communications.

CCgroup worked with Digital TV Europe to survey over 100 marketing professionals in the broadcast and media industry in a bid to understand how they view integrated marketing communications, and how they implement and deploy marketing activity. The survey highlights several stark findings:

- The majority only conduct marketing activity on an ad-hoc basis, despite its significant contribution to attracting new customers
- Those entrusted with effective marketing activation are not involved in its planning
- The hardest marketing activities to do are included least often—companies are failing to integrate marketing communications for the greatest impact
- Too many organisations are launching marketing campaigns without knowing what success looks like

The survey reveals discord between how well businesses perceive they are doing integrated marketing communications, and what they are doing in reality. The majority (**59%**) only deploy marketing around specific activity, like trade shows or product announcements, and over half (**54%**) are not integrating their marketing communications effectively. Yet the majority (**68%**) believe they are doing integrated marketing communications well—even though many do not in fact integrate their marketing communications, and aren't even able to measure the effectiveness of their campaigns.

If businesses in this space want to successfully attract new customers and reduce churn, they need to stop thinking of marketing as a reactive communications tool, and better plan and integrate their communications. Failure to do so will see them out-marketed and outgunned by their competition.



# WHAT'S THE POINT OF MARKETING COMMUNICATIONS?

Given the intense competition in the broadcast and media world, integrated marketing communications must be seen as a central pillar for success. We asked why businesses undertake marketing activity, with respondents highlighting a requirement to attract sales leads (84%), grow awareness of their organisation (76%), support market expansion (34%), and maintain customer loyalty (32%).

Using marketing to find new customers and hold onto existing ones is clearly important, and no doubt imperative for business performance. But when it comes to characterising their approach to marketing communications, only **19%** of those surveyed have long-term marketing plans for the whole organisation. It seems the majority favour mixing long-term strategic marketing with short term tactical marketing (**57%**), or focusing on developing short term plans to meet specific goals (**35%**). *See Figure 1*

And this is mirrored in the frequency of marketing activity —**60%** of those surveyed only use marketing around specific activity—whether that is an industry event, a new product launch, a customer win, funding and appointments, and so on.

There are of course uncontrollable factors that govern marketing planning, such as budget availability and human resource, but given that marketing has a significant impact on attracting new customer opportunities and maintaining existing relationships, it seems counterintuitive to only conduct marketing activity on an ad-hoc basis. *See Figure 2*

“Marketing has a significant impact on attracting new customers...it seems counterintuitive to only conduct marketing activity on an ad-hoc basis”



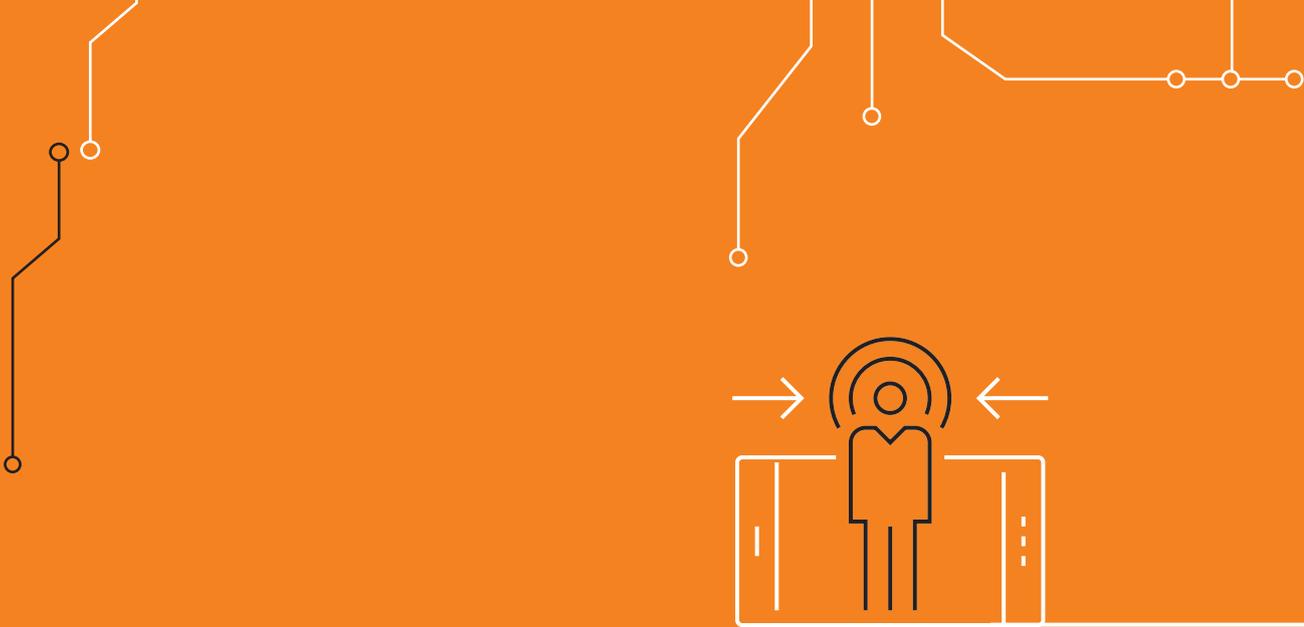


Figure 1 "How do you characterise your approach to planning marketing communications?"



Figure 2 "What is the frequency of your marketing activity?"





“Those entrusted with effective marketing activation are not involved in its planning”



# MARKETING CHEMISTRY: THE PLANNING PROCESS

When it comes to marketing communications planning, the C-suite is heavily involved—highlighting the importance of marketing activity to these businesses. Our study showed that Head of Sales and Business Development are the most involved with planning marketing activity (67%). The CEO (61%) and CMO (55%) are also heavily involved in planning.

However, only 36% involve a Head of Communications or Chief Communications Officer in their marketing planning—those whose communications expertise you would expect to be sought. Meanwhile, day-to-day execution is the responsibility of the Head of Communications (17%) and the wider marketing department (30%)—just 47% in total. [See Figure 3](#)

It's here that we see our first mismatch in marketing communications activity; broadly speaking, those entrusted with effective marketing activation are not involved in its planning. And when looking at the majority approach to marketing planning (companies that favour a mix of long-

term strategic and short-term tactical marketing), Head of Communications and the wider marketing department are involved just over half the time (55%). It's not an unreasonable leap of faith to suggest that the C-suite tail is wagging the marketing communications dog.

Vendors offering a mix of hardware, software and services do, however, appear to understand the importance of involving the wider marketing team in the planning process; after the Head of Sales (71%), the wider marketing team was the next likely group to be involved in planning (57%), and the most likely to be executing the day-to-day activity.

Figure 3 “Which decision makers are involved in planning?”



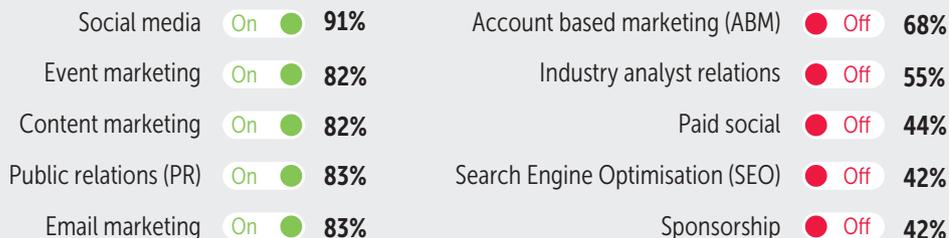
# WHAT MARKETING ACTIVITY DO COMPANIES REALLY DO?

As discussed earlier, there are an increasing number of channels, tools and mechanisms through which to communicate with customers. While it's unreasonable to expect all of these to be activated all the time, sensible integration across them delivers an impact greater than the sum of its parts. The graphic below indicates which of these channels companies typically use in their marketing communications. See Figure 4

The responses broadly fit into two categories. Those that are typically used are traditional marketing means and tend to be characterised by being “broad brush” in their reach. It's not exclusively the case, but content marketing, email marketing and social media all tend to be “fire and forget” mechanisms. On the other hand, those not typically used are newer in their outlook and are characterised by requiring more complex analysis and understanding to be most effective. For instance, ABM requires a case-by-case understanding of each target customer, and paid social and SEO require analysis to identify the most effective influencers and keywords. Simply put, the hardest marketing activities are included least often, suggesting that companies in our industry are failing to integrate marketing communications for the greatest impact.

The good news is that companies do want to implement some of these more complex marketing communications activities. When asked ‘Which one activity are you not doing now, that you would like to be doing?’, the top three responses were ABM (**12%**) and SEO and PR (both **11%**). It is worth highlighting the importance of PR here. We can see that the majority are already using PR and including this within their marketing communications activity. And it seems that those that aren't including it, clearly want to, or believe it is important to include in their programmes.

Figure 4 “Under any given campaign plan, which of the following marketing communications activities listed below would you usually include in the plan, and which would you not usually include?”



However, it is particularly interesting to see industry analyst relations unlikely to appear in marketing communications activity. According to previous research conducted by CCgroup and Digital TV Europe, industry analysts play a hugely influential role for vendors in this space. When it comes to shortlisting vendors' technology for purchase, broadcasters rated industry analyst reports as the third most important content to support purchase decisions.

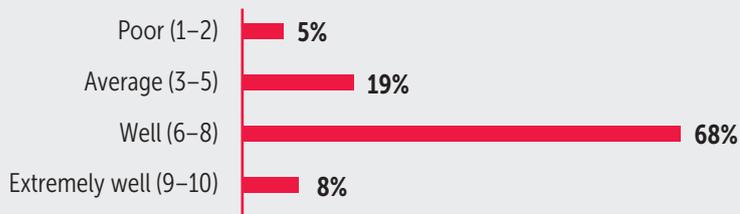
Unfortunately, it appears that industry analyst relations will remain bottom of the priority list. When asked which activity they would like to be doing, industry analyst relations ranked last, with only **3%** of vendors saying they'd like to be doing this marketing activity. By missing out on analyst relations activity, vendors in the broadcast and media industry are neglecting an area of marketing communications that has huge potential to impact purchasing decisions.

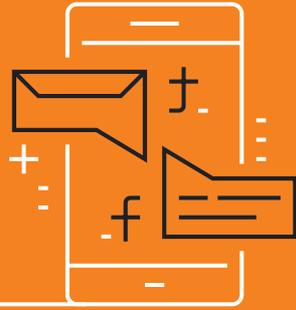
## WE'RE DOING OK

Despite what companies would like to do, how are they performing in reality? Companies see themselves doing well at PR (**15%**), advertising (**14%**) and event marketing (**12%**), but there is room for improvement. Sponsorship (**1%**), SEO (**2%**) and ABM (**3%**) were ranked as the three activities companies do least well, while **14%** said they want to improve digital content marketing. **11%** also stated they wanted to improve customer advocacy communications.

Overall, broadcast and media companies are taking a traditional, and ad-hoc approach to marketing communications, yet they believe their companies are doing well at implementing integrated marketing campaigns. Those surveyed awarded themselves, on average, 7 out of 10 for their company's ability to execute integrated marketing communications activity. *See Figure 5*

**Figure 5** "On a scale of 1 to 10, how well do you rate your company's ability to execute integrated marketing campaigns? 10 is extremely well and 1 is extremely poor"





“Too many organisations are  
launching campaigns without  
knowing what success looks like”



# LIFTING THE LID ON INTEGRATION: PERCEPTION VERSUS REALITY

In our survey, we asked about the degree to which integrated marketing is intentionally planned (or not planned). Surprisingly, over half of those surveyed are not actually integrating their marketing activity, with just **46%** taking care to ensure all marketing communications activity is integrated and synchronised across channels. Under a quarter (**24%**) choose to integrate marketing around important business activity. Meanwhile, **30%** do not intentionally integrate marketing activity, and perhaps alarmingly—though the number is thankfully small—**10%** say that integrated marketing communications is a happy accident, or isn't taken seriously as it doesn't have much of an impact.

There's an old saying in business, that you if can't measure it, you can't improve it. By extension, if you don't plan it, you can't measure it (or at least, you don't know what you're measuring). So, it's surprising to discover that it's not just a lack of integration in marketing activity that's an issue. Many are running campaigns, and working out metrics and goals *after* implementing their marketing communications plans. Survey results showed that:

- Only a quarter (**25%**) identify specific metrics and objectives, and plan their marketing communications campaigns accordingly
- The majority (**59%**) plan and run their marketing communications without having identified objectives, and then work out what metrics might be achievable, or measure their effectiveness once concluded
- **15%** don't have the means, or choose not to measure the effectiveness of their marketing communications campaigns at all

It's perhaps reasonable to suggest again that the lackadaisical approach to planning and integrating marketing communications might be attributed to the discord between

those who are responsible for planning overall marketing communications activity, and those who execute the activity. But whether true or not, it appears that too many organisations are launching campaigns without knowing what success looks like.

If there is a positive to draw from this, it's that those surveyed stated the top three methods used to measure the effectiveness of marketing communications were:

- 1.** Sales leads/pipeline increases (**73%**)
- 2.** Web data (such as Google Analytics) (**59%**)
- 3.** Verbal feedback from sales teams/customers (**37%**)

The first and third of these are "hard measures" whose impact can be immediately felt by sales teams. The second provides a solid—and importantly "trackable"—measure of the degree to which integrated marketing campaigns engage target audiences. This is made possible and is increasingly popular thanks to marketing in the digital era, where digital content, channels and relationships can be tracked and measured relatively easily when compared to word of mouth or "offline" influence.

# WHERE NEXT FOR MEDIATECH INTEGRATED MARKETING COMMUNICATIONS?

An apparently unsophisticated approach to integrated marketing communications in the MediaTech industry means many organisations are struggling to capture value from the “three dimensions” of marketing communications—how, when and what customers hear. Most companies only conduct marketing communications around specific company news and events, not on an ongoing basis, and are not planning for success based on objectives and goals. Some simply don’t even bother to measure marketing effectiveness. Despite a proud belief that they are doing a good job of integrating their communications, a “significant minority” (40%) knowingly do not integrate marketing across multiple channels.

Considering these companies conduct marketing communications to attract new customers and hold onto existing relationships, there is an apparent failure to “connect the dots” for how integrated marketing communications can really help meet business goals.

While some feel they’re doing well with traditional and broad-brush marketing activities such as advertising and event marketing, many also recognise they need to implement ‘newer’ marketing communications; ABM and SEO are seen as activities to be improved or do more of, and whose impact on sales are directly measurable.

Ultimately, companies in the broadcast and media industry should focus on planning marketing communications on a long-term basis. Effective marketing communications means identifying specific goals and objectives, involving more business functions in planning—from C-suite, to sales through to communications and marketing—and ensuring the right tools are in place to effectively measure success.



## CCGROUP IN MEDIA TECHNOLOGY

The landscape for media technology is incredibly complex, with an enormous variety of organisations offering everything from content distribution systems and digital rights management to IP delivery platforms and more. Client PR and marketing campaigns might target traditional broadcasters, multi-system operators, the new wave of internet TV delivery players, or cinema exhibitors. We understand these audiences and how to influence them.

Our industry is characterised by a wide range of influence channels. As well as traditional editorial, customers also engage actively around trade events such as IBC and NAB, with industry analysts, and through powerful digital communications. CCgroup's client programmes are customised to business objectives, providing quantifiable and positive return on investment.

Contact us to learn more about the results we can help you achieve within the MediaTech sector:

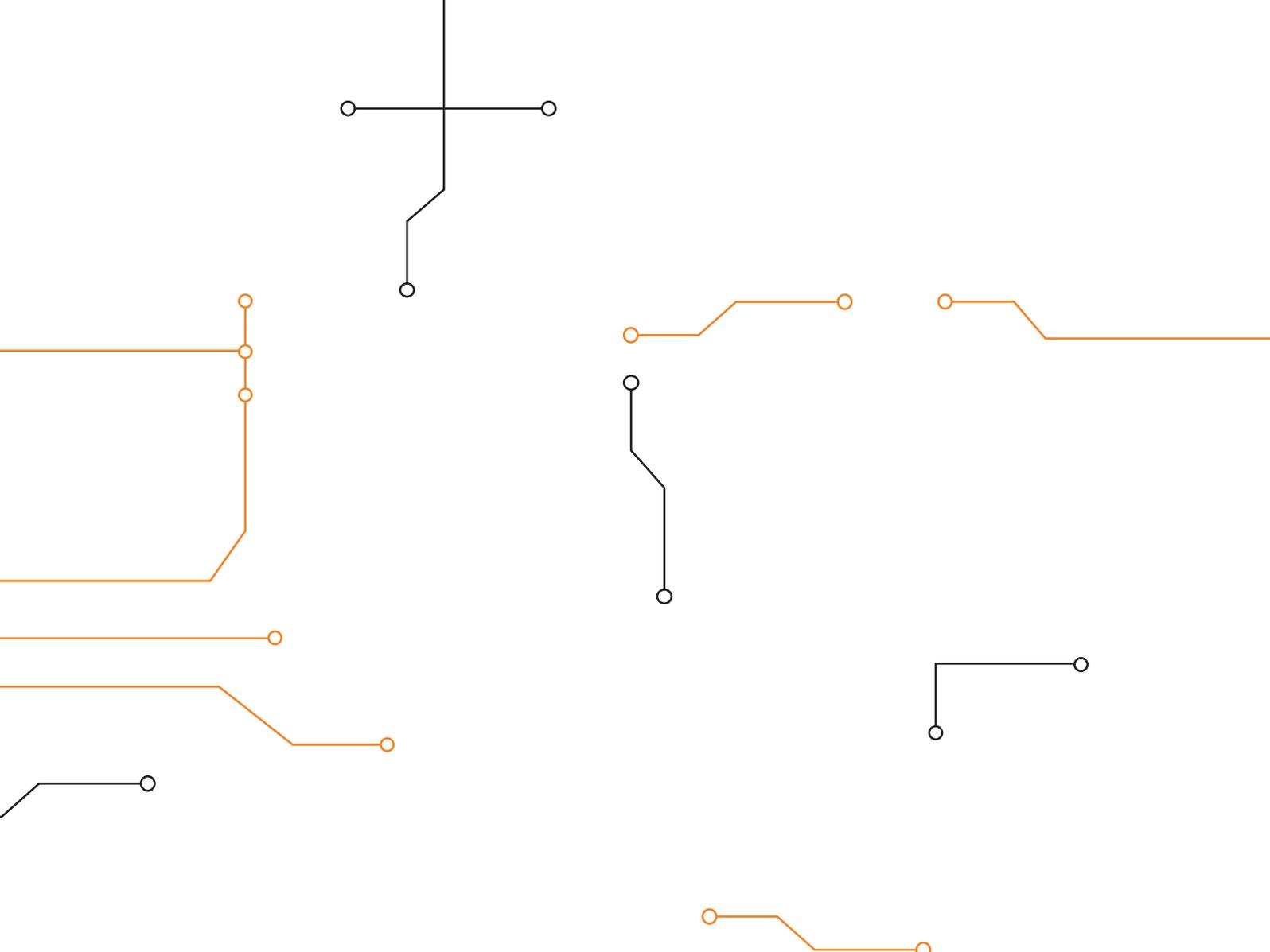
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