

Why Make the Switch *Right Now?*



WE HAVE A HUNCH THAT YOU'RE AT A FORK IN THE ROAD.

Stay with your current email marketing solution provider, who might be able to get the job done but isn't growing with you, or find a vendor who can match your ambitions and take your email marketing and messaging strategy to the next level.

What do you do?



Let's start by addressing the big grinning elephant sitting over in the corner of the room: **switching technology vendors isn't for the faint of heart.**

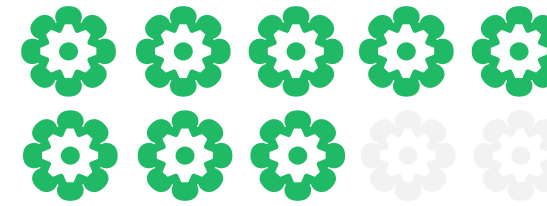
Getting everyone – from power users to executive team members to finance and IT – on board with a new technology implementation is a tall order. It takes finesse to convince all of these players to make a big change. Layer in all the factors like vendor evaluation, selection, implementation, cost, ROI analysis, downtime, dedicated resources, onboarding, training and finally cutting over to your new sending platform – it makes staying with your current provider *very tempting*.

We're in the business of helping people grow theirs. Selecting a new vendor isn't only about the capabilities of the technology – it's about finding a solution provider that has the chops to make your ideas come to life.

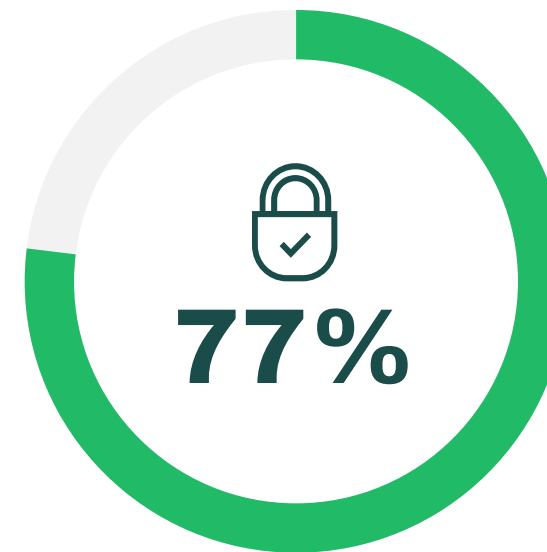
But, the concept of marketing is evolving.

Consumers have spoken and made their desire for relevant messaging abundantly clear. In fact, nearly **eight in ten cite that they're likely to engage with a personalized offer tailored to their interests**. But with more than half of consumers citing frustrations with irrelevant content or offers from brands, it's clear some brands still lack the ability to deliver the right messages to the right recipients.

All of this is on the backdrop of a shifting data privacy landscape, too. Despite their need for personalization and contextual relevance, consumers are also protective of their data – **77% cite data privacy policies as an important factor in maintaining their brand loyalty**. As brands turn to messaging to foster loyalty and secure customer retention, delivering personalization while respecting data privacy will separate the savvy marketers from those less so.



*eight in ten cite that **that they're likely to engage with a personalized offer tailored to their interests***



*of consumers cite **data privacy policies as an important factor in maintaining their brand loyalty***

The Concept of Marketing is *Evolving*

Marketers today can no longer afford to view their efforts as a series of campaigns and tactics designed to generate a short-term transaction from faceless consumers. It's time to view marketing as a process of establishing a relationship with customers — à la *Relationship Marketing*.

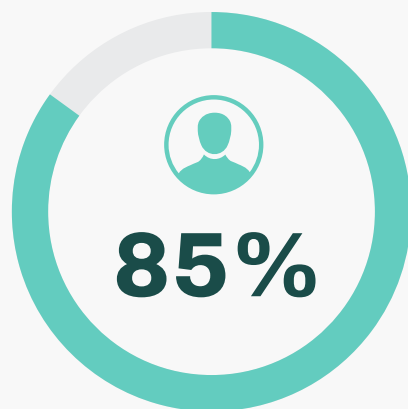
We're challenging marketers to **rethink marketing strategies and tactics through the lens of developing a personal and contextually relevant conversation with people who either know or love your brand**. That means evolving from offering generic buyer journeys to engaging in real-time with a real person who is actively trying to decide what they want or need – and if they want to purchase it from you.



There are *three pillars* of making things a lot more personal and a lot less tactical.

1

Show me you love me. This is all about using the information you have about the customer, or information that is given by the customer, to be personally and contextually relevant on their terms.

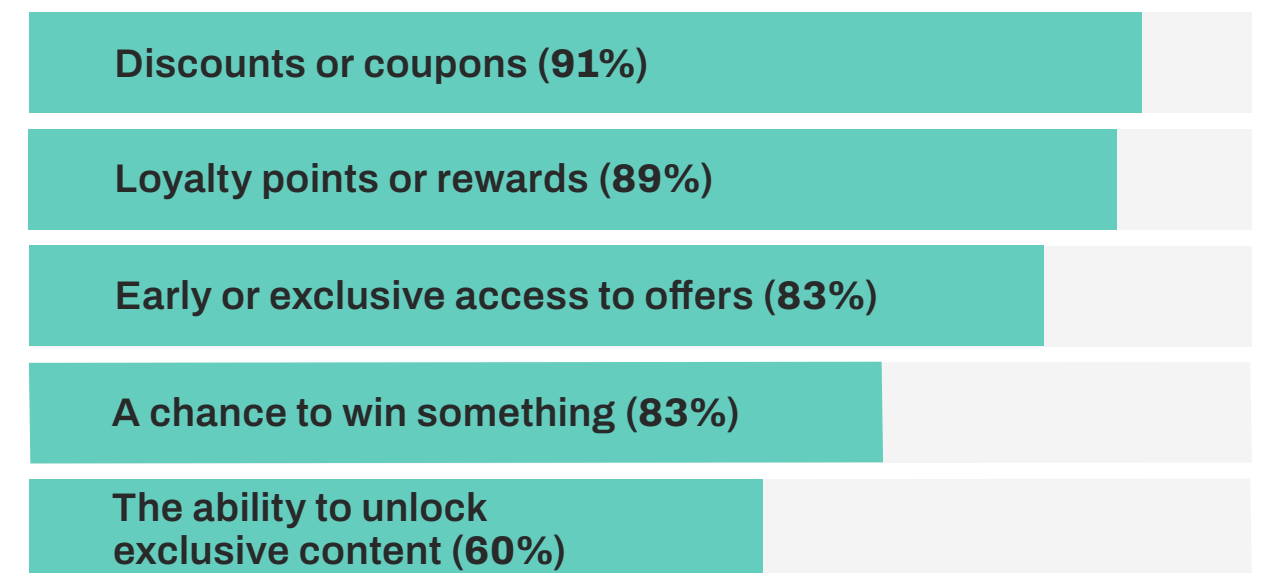


of consumers say
their favorite brand
treats them like
an individual.

2

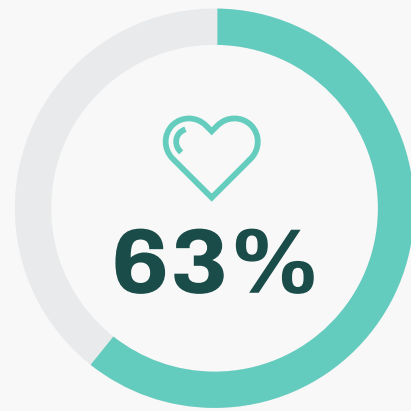
Make it worth my while. You need to give the consumer reasons to engage with your brand, to share info about themselves, and to buy from you vs your competitors. The industry has coined this as *the value exchange*.

Sizable majorities of consumers will **share information about themselves with brands** *in exchange for*



3

Earn my brand love. When a brand does these things correctly, they are rewarded with brand love, repeat purchases, and improved margins.



of consumers will pay more to shop with the brands they're loyal to.



What is This RFP Toolkit *All About?*

It's simple, really. We want to empower you with the resources and knowledge you need to confidently select the right email marketing solution that fits the needs of your business and your goals.

But it's not as simple as selecting a new provider – you need to consider things like, building your business case, analyzing the cost and ROI, scoping the project and determining resource allocation, migration and data privacy requirements, and how long it will take to do onboarding, training and get up and running.

With advanced technology and the strategic services to match, Marigold can support even the most complex, enterprise-level marketing campaigns.

IN OUR RFP TOOLKIT, YOU'LL FIND:

- [RFP Guide: 5 Steps to Selecting the Right Email Marketing Solution](#)
- [Marigold's Vendor Evaluation Scorecard](#) – complete with 100+ operational, technical and functional requirements (with the option to weight your scores across vendors)
- [Migration Checklist Campaign Monitor](#)
- [Data Privacy Checklist](#)

Ready to connect?

[Schedule a demo](#)