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RELEVANT, RESOURCE RICH CUSTOMER RELATIONSHIPS

Lexmark Puts the Customer First with Strategic Email Marketing Programs Powered by Oracle Eloqua

When Lexmark, a global leader in imaging solutions and managed print services, signs up a new customer, it starts the relationship on the right track by sending out a series of relevant, resource-rich emails with the help of Oracle Eloqua. According to Maria Wilson, manager of Global Marketing Automation at Lexmark, the new Eloqua-enabled campaign is a big part of Lexmark's recent initiative to put the customer first and inspire loyalty and follow-up sales.

Tasked with supporting Lexmark enterprise software marketing programs – from customer-welcoming and educational programs to industry-specific campaigns – Wilson's team is spread across North America and Europe. She joined Lexmark's marketing automation team about two years ago, having worked with the Eloqua solution for almost five years.

To design the most effective customer outreach program, Wilson started by looking at the company's existing practices. "We wanted to take a look at the current customer landscape in terms of what are we already sending, what happens when they become a customer of Lexmark, and what's their experience," Wilson says. Rather than a content audit, you could say that Lexmark conducted an experience audit.

Key Discovery

What the marketing automation team discovered was eye-opening. Although Lexmark communicated regularly with its customers, it was mostly a one-way street. For example, Lexmark sent out a "win-loss" survey to ask for the customer's feedback about the initial

CHALLENGES:

- Customer communication was mostly a one-way street, Lexmark was often asking customers for information rather than providing it.
- New customers were often overloaded with communications, and were not able to choose the topics they saw in their inbox.

SUCCESSES:

- Facilitated creation of a new email marketing strategy that would improve the customer experience
- Enabled customers to consume content at their own pace
- Allowed marketerws to track customer online activity, and adjust subsequent mailings to optimize experience
- Automated re-subscribe process and added friend-referral feature to expand audience

HEADQUARTERS:

Lexington, KY

OVERVIEW:

Founded in 1991, Lexmark is recognized as a global leader in imaging and output technology solutions and managed print services by many of the technology industry's leading market analyst firms. Lexmark sells its products and services in more than 170 countries.

sale (or non-sale), followed by a semi-annual satisfaction survey, and then an industry-specific newsletter.

"What we realized is that it was almost always about the customer giving us information," Wilson recalls. "At best, with our newsletter we offered some demand-gen opportunities, but at no point in the process were we giving them anything." For Wilson and her colleagues, it became apparent that Lexmark's customers were missing good guidance on how to proceed after an implementation.

That realization helped Wilson and her team formulate a new email marketing strategy that would drive a better customer experience. "The new direction of our program became educating the customer and offering them a whole repertoire of resources that would help them help themselves," Wilson explains.

Balancing Act

Lexmark turned to gold-certified Oracle partner, Relationship One, to help design the new program. Wilson credits Relationship One with helping Lexmark push through some initial technical bottlenecks and accelerate the campaign's launch. "Relationship One was there for Lexmark during the critical program-building phase when we needed a knowledgeable partner the most," Wilson says.

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> *Maria Wilson*
> *Manager of Global*
> *Marketing Automation, Lexmark*

Today, shortly after Lexmark onboards a new customer, marketers launch an every-other-week cadence of emails that cycles the customer through a series of landing pages covering multiple topics of interest to them. Everyone connected to the customer's account – from the CEO to data analysts – are included in the marketing campaign.

To ensure a positive experience, Lexmark designed the new email marketing program so that it doesn't overload the customer with too much information in a single blast. "The program lets customers choose their own path through the program," Wilson notes. "Customers can consume Lexmark educational and marketing assets at a pace each individual can handle. Eager customers can "binge" through the entire portfolio of content, while others can space out their visits to fit their work schedules.

Monitoring Success

With Eloqua, Wilson's team can monitor customers who opt-out of individual emails, or even choose to drop out permanently. "We expect that a significant number of people are going to say, "I don't want to get any emails," Wilson says. "We're okay with that. We accept it, and we want to honor it."

Lexmark marketers can also check customers' online activity after each mailing to see whether they are clicking through to the landing pages and accessing the assets available on each page. By tracking how many assets each customer consumes, the marketers can adjust subsequent mailings to target only customers that haven't already visited specific pages. Eloqua's date stamp feature also lets the marketing team see the pace at which customers consume Lexmark's assets.

Next Steps

"I'm really happy with how the Eloqua campaign turned out," Wilson says, adding that she's constantly looking for new ways to streamline processes. Currently she's planning to link the system to the company's CRM solution so that welcome mailings can be launched automatically after an implementation starts. The marketing team also has automated the re-subscribe process, and added a "refer friends" option to expand the program's reach.