



There's Gold in Them (Digital) Hills

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It's been said that data is the new gold, and if you know how to mine it, you'll quickly find your competition in your rear-view mirror. While Martech isn't new, it's evolving, and the pandemic is one of its driving forces. At the intersection of marketing and technology, implementations of Martech allow businesses to win work, interact with clients, and make data-driven decisions about investing time and money in marketing efforts. Even SMBs that traditionally did not have the resources and capital to invest heavily in Martech are now investing and adopting new tools at a record pace.

According to survey respondents to the [Portada Insights Report for 2021](#), Martech investment increased 150% since the start of the pandemic. The investment in advertising and promotion

remains at the top of the list once again. With good reason, in a world that continues to move more into the digital space, content is critical, and being found by customers and clients is becoming more complex.

More Data – A Blessing and a Curse

At the heart of Martech is the use of vast amounts of data to feed better decisions. More data offers the opportunity to have better insights into customer behavior. This provides businesses who have invested in Martech the ability to analyze and put insights from the data to use. The ability to glean more about customer behavior allows marketers to target campaigns to specific segments. It offers the potential for a more personalized approach to interactions with clients, something the savvy client is demanding more and more.

All of this data has a downside too; it needs to be protected. Businesses that store customer data face a constant battle to secure that information from cyber threats. A data breach and leak of customer information, particularly private data, can not only be a PR nightmare for a company, but it can also be extremely costly.

Tools that Marketers are Using

There are several categories of Martech that the modern marketer is using. Here are some of the most common:

Customer Relationship Management (CRM)

Perhaps the beating heart of Martech, CRM continues to evolve as a critical tool for marketers. A robust CRM will allow rapid access to customer data to help marketers and business development reps manage client relationships. Data about client sales, service issues, and even social media activity allow insights that help cement relationships with clients. Ideally, this information is presented succinctly and in summary form, enabling fast decision-making when working with a client or prospect.

“Knowing the history of our work with a client and their needs helps us ensure we are the first call they make when they need our legal services,” says Heather Oden, Chief Operating Officer at Ball Janik LLP. “We are constantly analyzing CRM options that help us work smarter, both in use of technology and as a part of our business culture. After all, it all boils down to the client relationship in the end.”

Email Marketing

While email is certainly not a new thing, it remains a critical tool for the modern marketer. Why? Because email is one of the top ways people stay informed about brands and products they care about. The pandemic has also decreased consumers' habits of shopping in stores. For example, [McKinsey & Company](#) found that 75% of people have tried new shopping behaviors as a result of the pandemic. Combining data insights with automation makes for a powerful email marketing platform that can provide highly targeted campaigns.

Social Media Management

Engagement with customers on social media channels is where businesses continue to invest. The technology that helps manage multiple social platforms allows marketers to aggregate data and paint a picture of customer behavior and interaction. Social media tools can also expose trends in content across social media channels, providing a way to target prospects based on where the most demand lies. And, of course, if you are spending money on advertising on social media, it's critical to know where you're finding success and where you're wasting money.

Where's it all Going?

Marketing continues to shift more into the digital space than using traditional means. As it does, businesses will continue to invest and evolve their use of Martech to serve clients and customers. Investment in Martech must be made around using data to make better decisions about how to best market a company's offerings. The modern customer will continue to demand more personalized service, and Martech can help ensure that a business has a clear understanding of what a client needs before they know they need it.

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