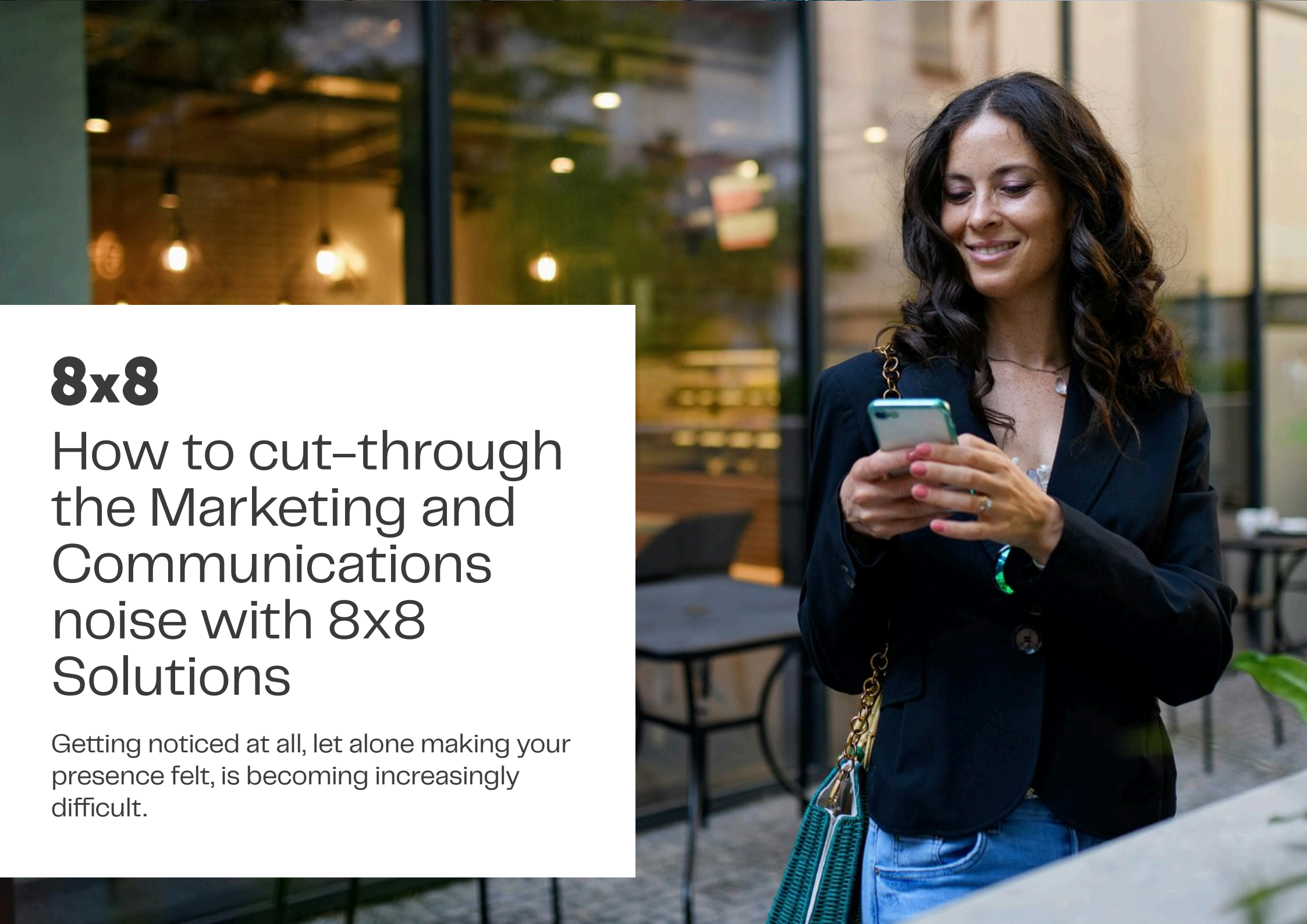




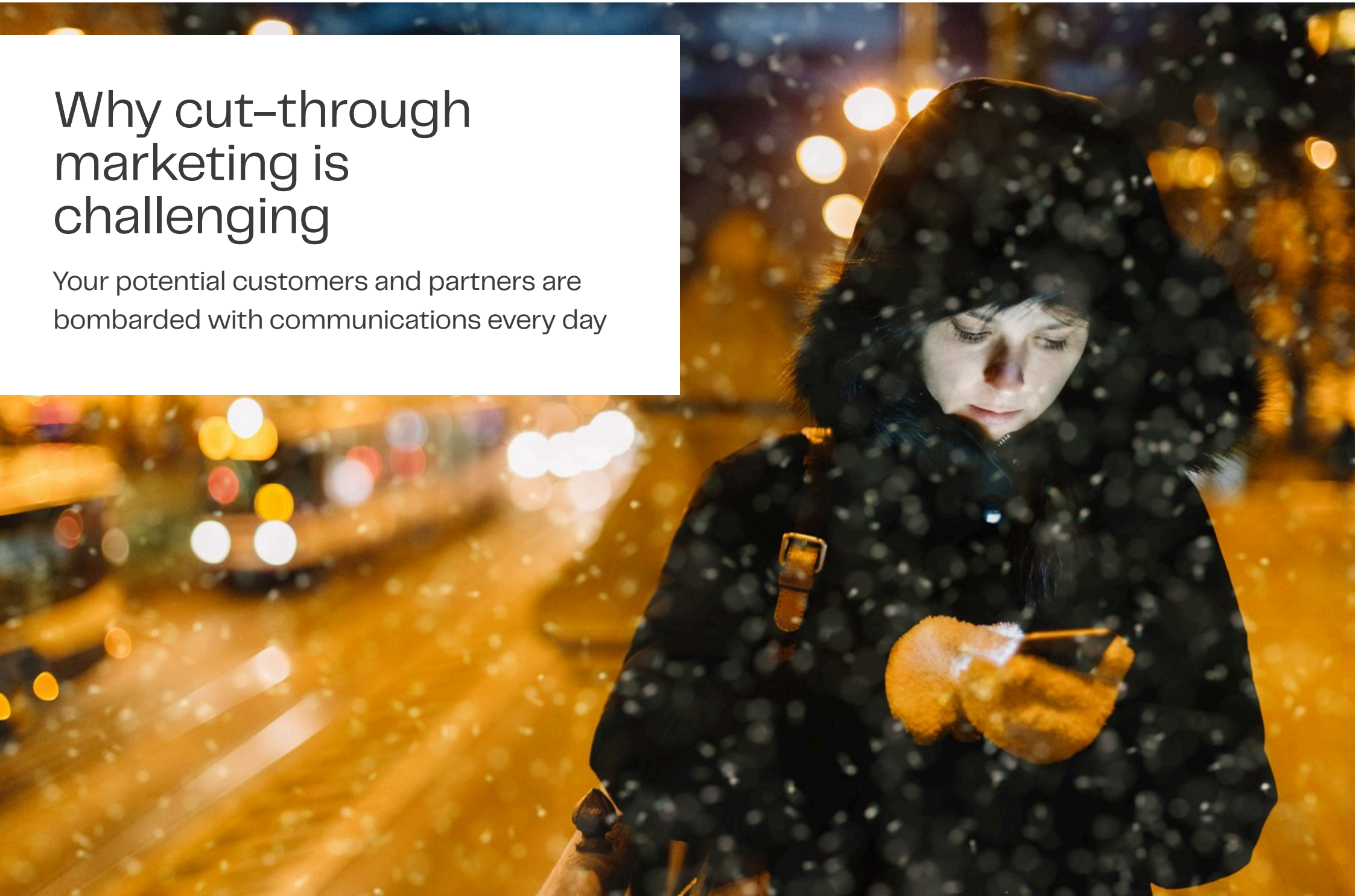
8x8

How to cut-through the Marketing and Communications noise with 8x8 Solutions

Getting noticed at all, let alone making your presence felt, is becoming increasingly difficult.

Why cut-through marketing is challenging

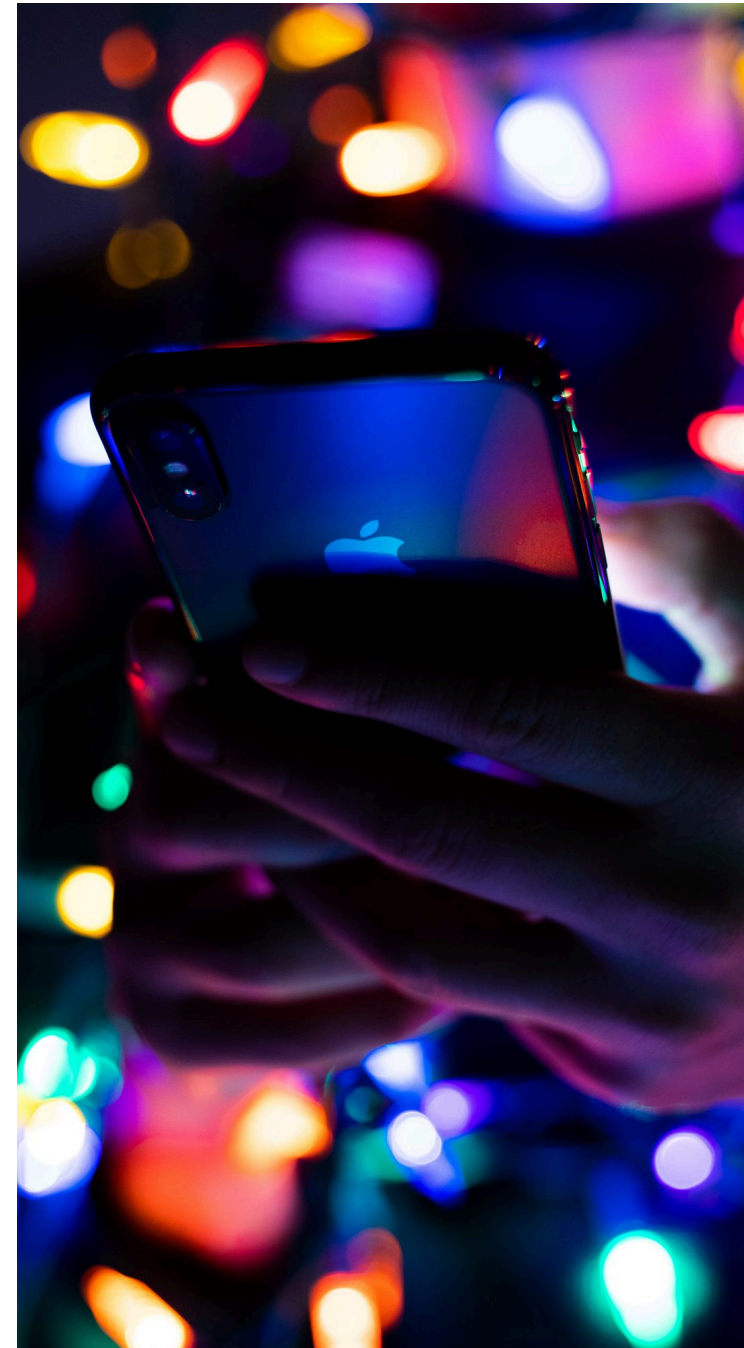
Your potential customers and partners are bombarded with communications every day



How many communications and advertisements does the average person receive in a day? Search the web and you'll find (incorrect) estimates [as high as 10,000](#). It's an impossible number to pin down, but being consumers ourselves, we know it's a lot – certainly in the hundreds.

Gaining and maintaining the interest of your marketing targets is difficult, and while compelling content matters (a lot), so too does how and when that content is delivered.

Reaching prospects when, and through the channels, they prefer is critical to cutting through the din. An omnichannel messaging strategy matters whether you are trying to generate awareness, drive attendance for more successful events, personalize promotions, or move customers from the top to the bottom of the funnel.



Omnichannel messaging is ideal for creating awareness

Using CPaaS to create awareness, urgency,
and exclusivity



The number one marketing objective for a new company, product, or platform launch is creating broad-based awareness. That's true across most industries, but particularly so for retail & ecommerce companies as well as travel, education, and on-demand service providers.

While all generations are becoming more receptive to personalized communications delivered via SMS or messaging applications, that is already the [preferred channel for Gen Zs](#). 8x8's campaign manager, [8x8 Connect](#), allows you to create omnichannel messaging campaigns to drive broad awareness through various messaging channels with:

- Mass announcements for new product launches
- Personalised promotions for birthdays and anniversaries
- Invitations to download your company's app, with an app store link
- Flash sale alerts and exclusive offers for new users

And post-launch, the same messaging strategy can be extremely effective in developing or broadening engagement.



ShopBack uses 8x8 to maximise engagement

ShopBack is APAC's leading shopping, rewards, and payments platform, serving over 40 million shoppers across 11 markets.

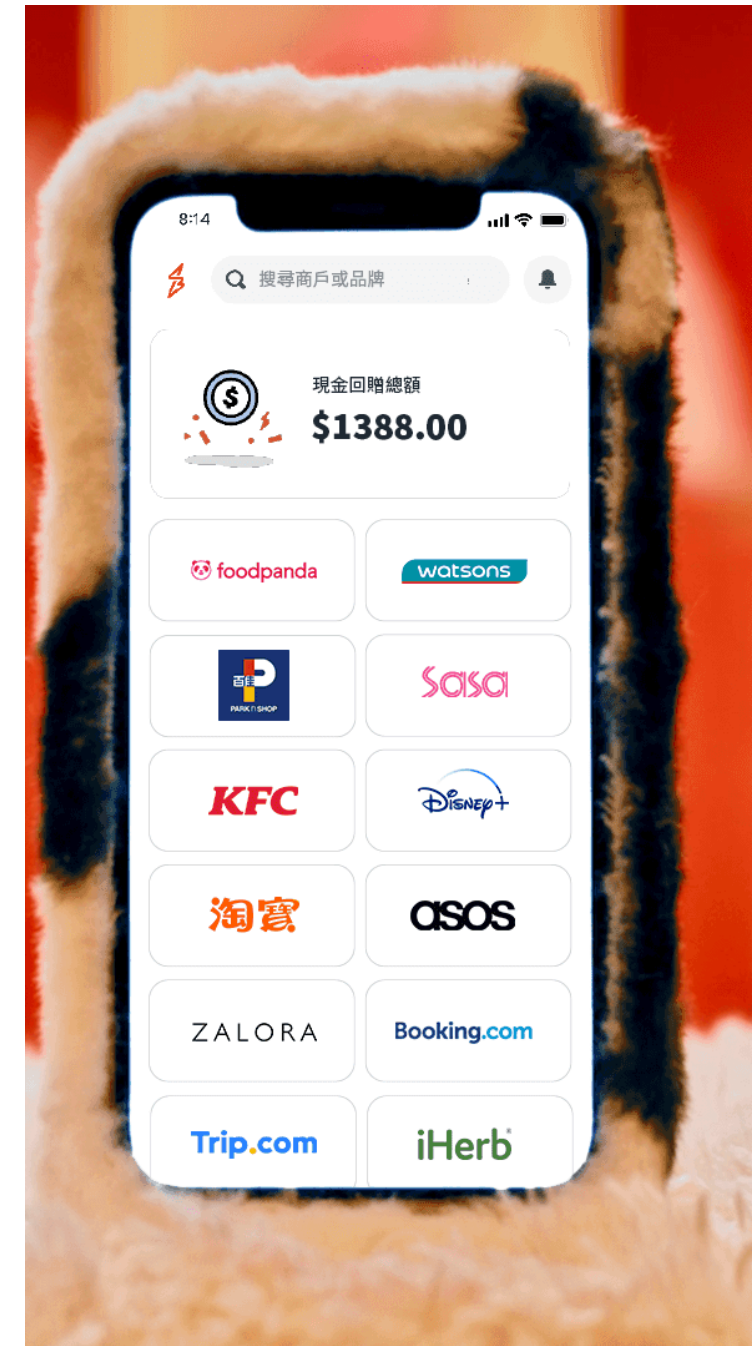
Challenge

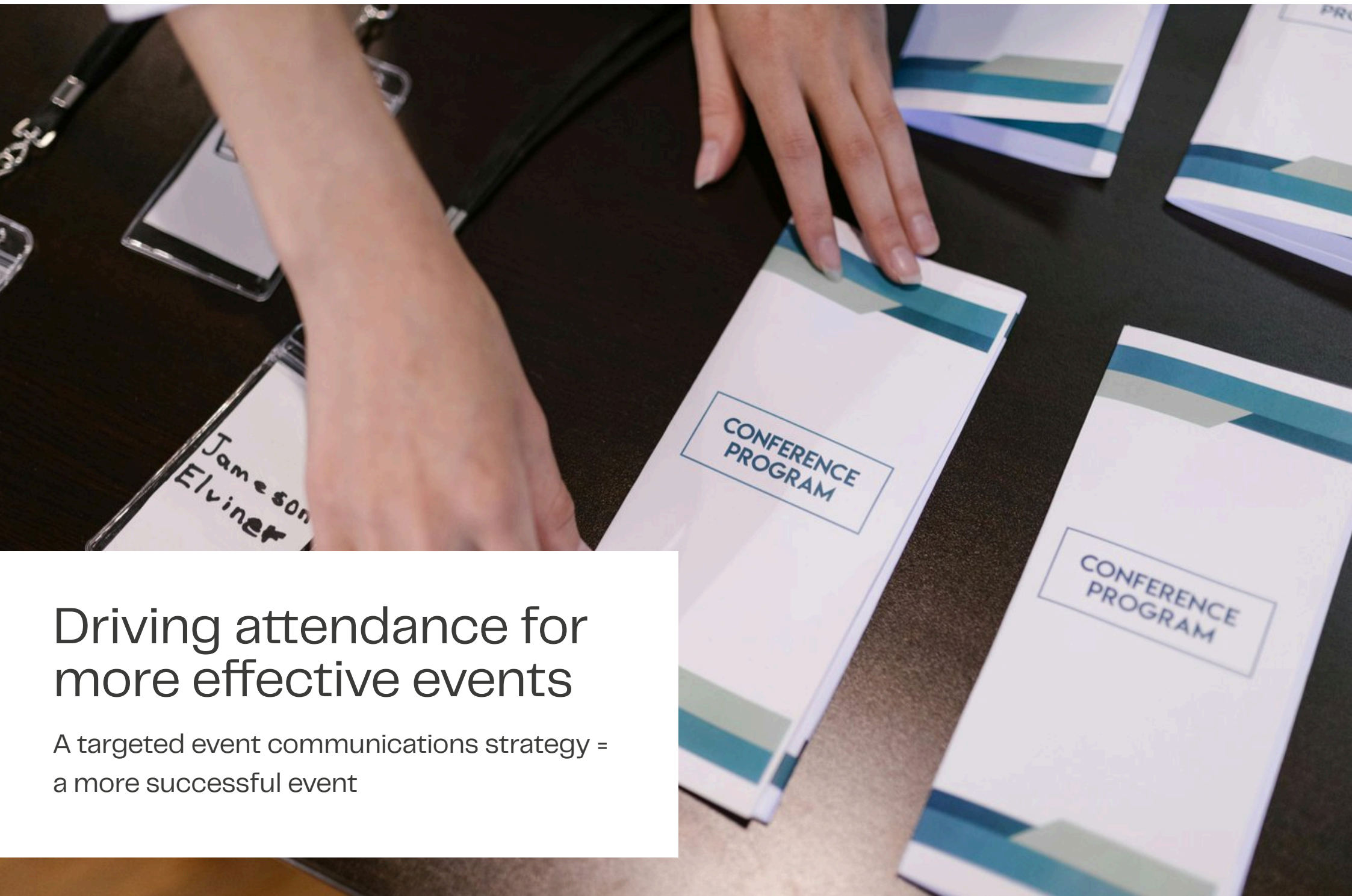
- Faced challenges in communicating the advantages of using their platform, emphasizing timely payments and rebate redemption.

Use Case

- Utilized SMS and WhatsApp for direct, targeted communication, including payment reminders and rebate instructions.
- Achieved higher engagement through the platforms' high open rates

[Read more](#)





Driving attendance for more effective events

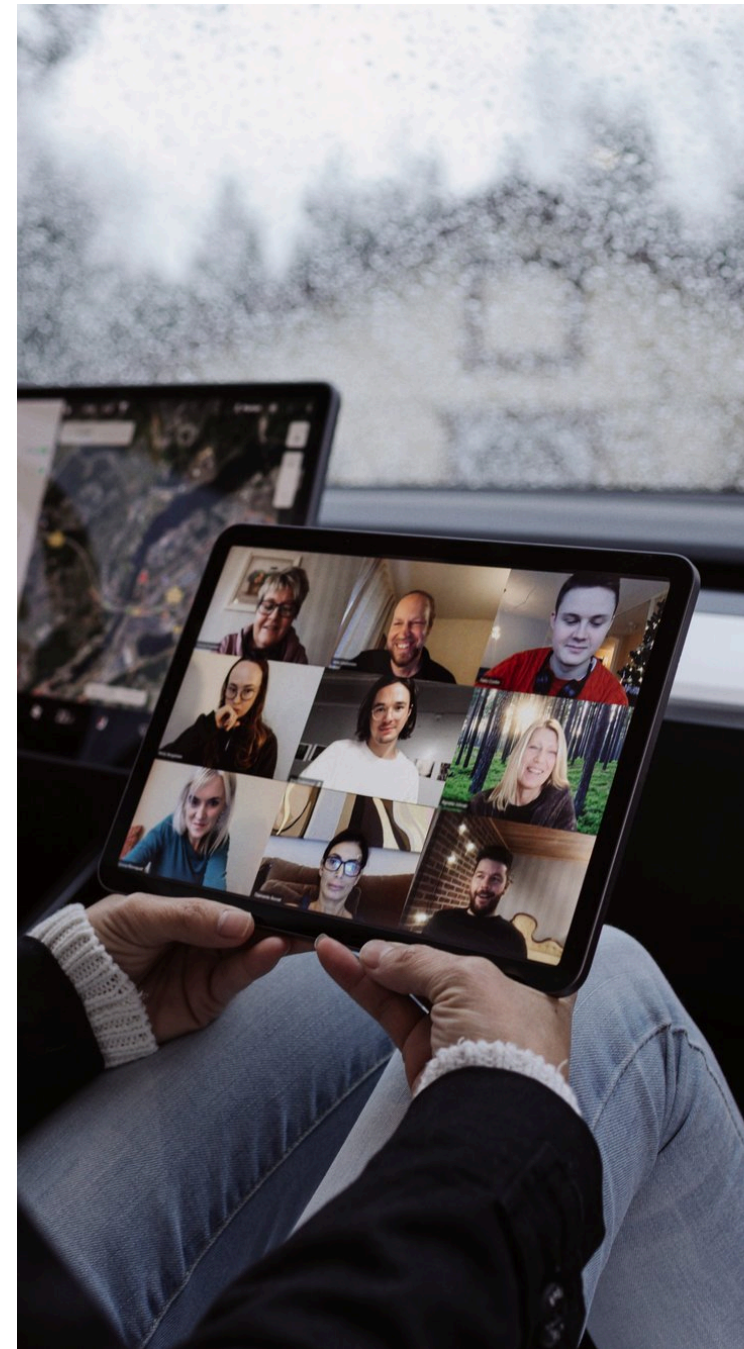
A targeted event communications strategy = a more successful event

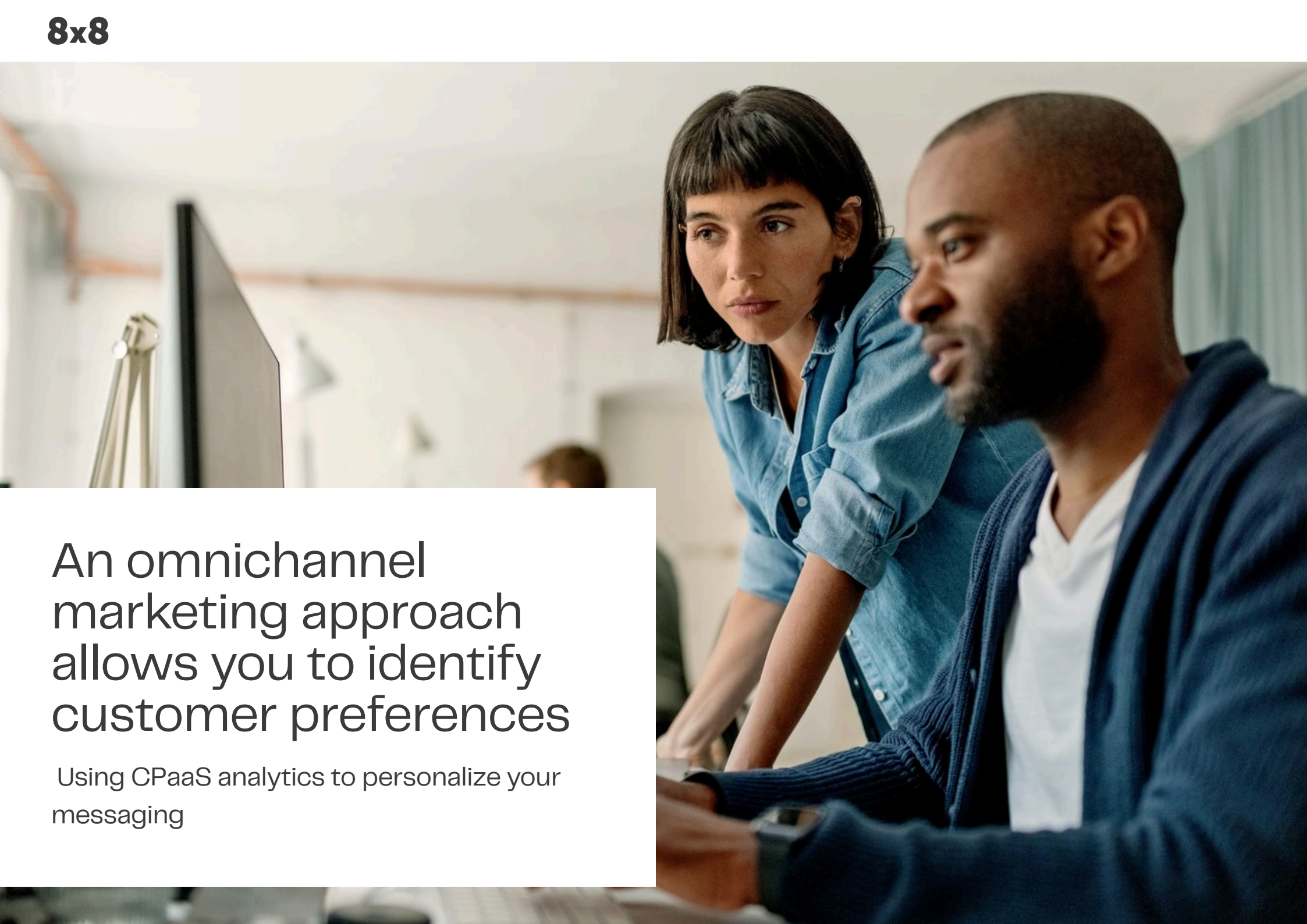
Events represent a big line item in the marketing budget for many companies. Whether it's a virtual webinar for a product update/launch, an internal All Hands meeting, or an in-person trade event, delivering the attendance and ensuring that the event is engaging is usually the responsibility of the marketing team.

8x8's [communications solutions](#) allow you to ensure attendance and engagement:

- Schedule and automate compelling reminders leading up to the event that are delivered via [SMS](#) or [other messaging channels](#) such as WhatsApp, Viber or LINE
- Ensure VIP guests never miss out on events with personalized [voice message](#) reminders
- Host remote attendees effortlessly using video solution [Jitsi-as-a-Service \(JaaS\)](#)

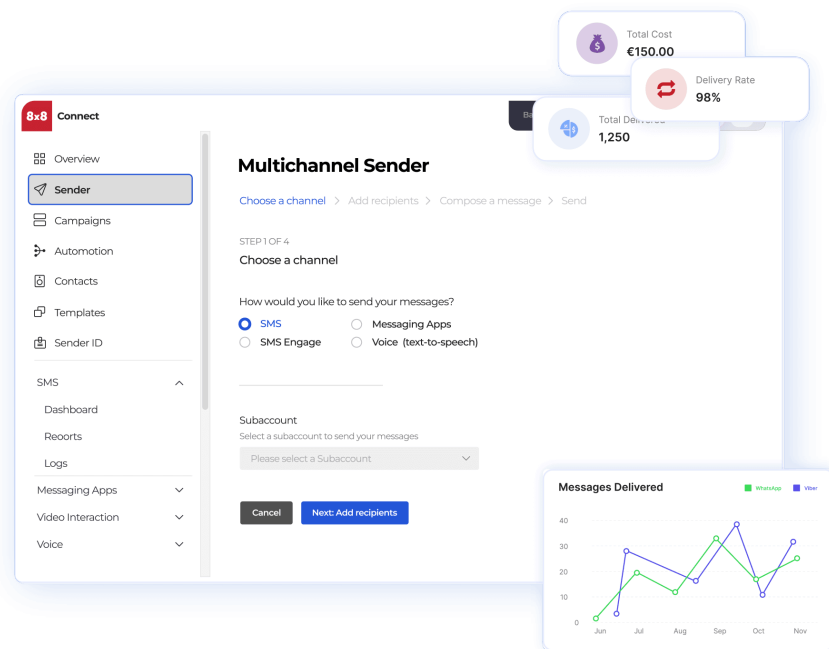
If you're relying on email alone to ensure that people have 'saved the date' for your particular event, you're almost guaranteeing the 30% turn up rate that many marketers have come to accept. By delivering the right information through the right channels, you can create a seamless journey that resonates with your audience, maximizes engagement, and drives the event's success.



A man and a woman are in a modern office setting, looking intently at a computer monitor. The woman, with dark hair and bangs, is wearing a blue denim shirt and is leaning over the man's shoulder. The man, with a beard and short hair, is wearing a blue cardigan over a white shirt. The background is a bright, open-plan office with other people and desks visible in the distance.

An omnichannel marketing approach allows you to identify customer preferences

Using CPaaS analytics to personalize your messaging



Using 8x8's solutions for your omnichannel messaging campaigns is not only about increasing the odds that your message gets delivered to potential customers, it also allows you to identify customer preferences. [A recent Forbes survey](#) found that 81% of customers prefer companies that offer a personalized experience based on their preferences.

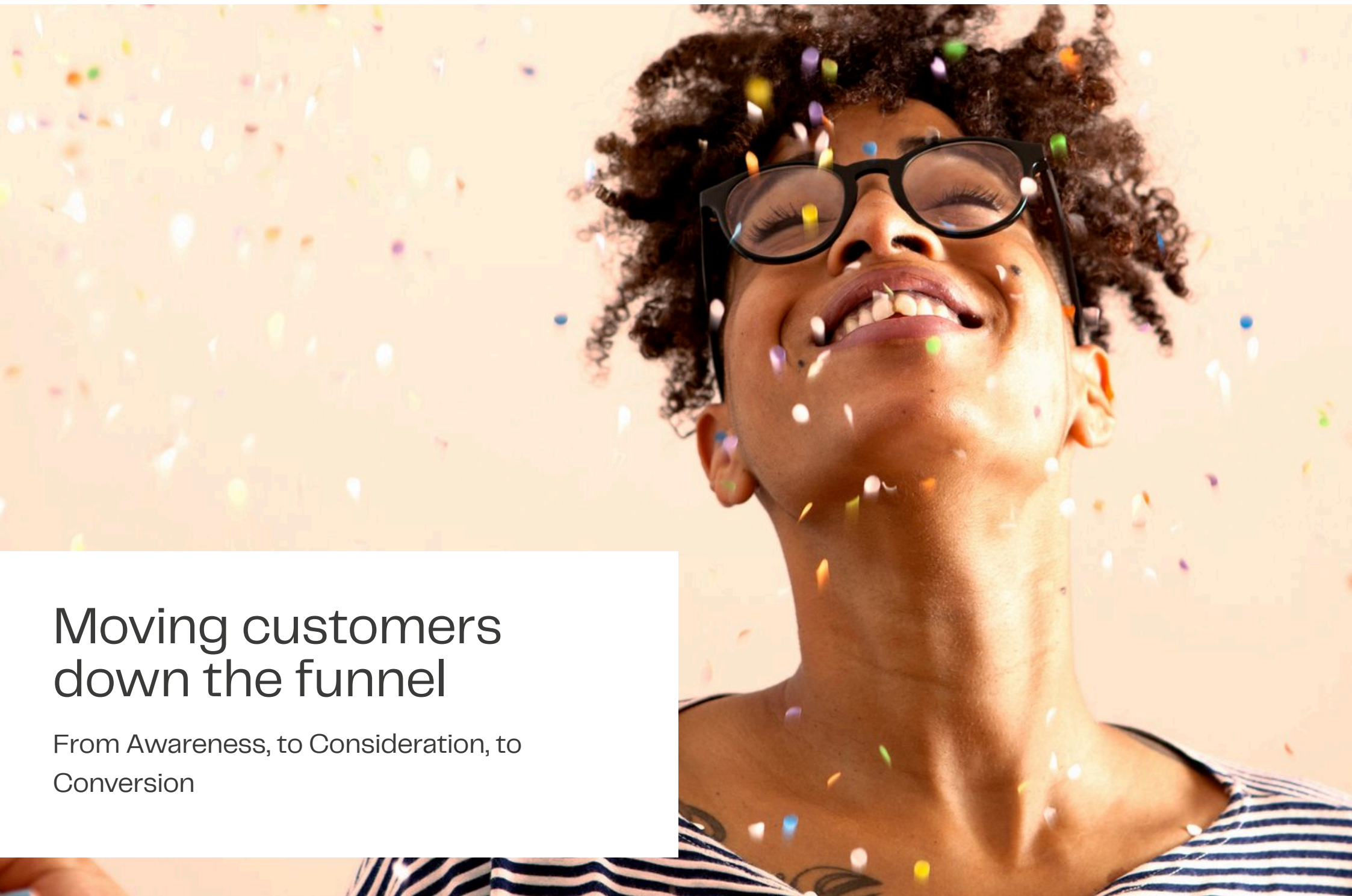
[8x8 Connect](#) provides an intuitive, all-in-one multi-channel communications management portal that allows you to manage your SMS or voice messages campaigns across multiple channels and send millions of messages through a single platform.

Importantly, the analytics available through the portal allow you to understand preferred customer delivery channels as well as content preferences. Targeted communications strategies that could include interactive promotions, personalized vouchers, QR codes for VIP offers, and multimedia messages can then be used to create a more engaging customer experience.

[Find out more](#)

Moving customers down the funnel

From Awareness, to Consideration, to
Conversion



Initial customer expressions of interest, generated through your messaging channel campaigns and activities, can be captured through 8x8's integrations with widely used [customer relationship management \(CRM\) platforms](#) such as Zendesk and Salesforce.

Depending on where you judge a potential customer to be in terms of consideration, more in-depth or detailed video or voice content can be automated and delivered again via messaging channels to move the prospect down the funnel.

Where direct communication with a business development manager or sales representative is required, such as for complex products/services in the financial services, healthcare, or real estate sectors, prospects can be invited via [Instant Video Interaction](#) with your company. In addition to providing convenience to the customer, the face-to-face capability this no download, easy-to-use solution allows increases your likelihood of conversion.



8x8's communications solutions give you the power to reach customers how and when they are receptive to your message, effectively reinforce your campaign through messaging over time, move prospects from awareness to conversion, and provide the data and metrics demanded by your company's non-marketers.



Thank you for reading

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