HOW WE'RE BRINGING THE HUMAN BACK TO MARKETING

At the heart of effective marketing is the need to engage people, whether it's customers, buyers, users, employees or partners. That's why we apply a customer-centric approach, leveraging our innovative 5 pillars of best-in-class marketing – Market Segmentation, Personas, Buyer's Journey, Content, Data and MarTech Ecosystem. Marrying insight with intuition, this philosophy forms the framework upon which all our services are based.

But knowing what to do is not enough. It's more important than ever to deliver engaging experiences. That's why we've combined marketing expertise with technology that enables one-to-the-moment engagement, using our 5 pillars to create a series of unique Marketing "as-a-service" Plays (MaPs), which allow us to achieve results in a service-based, scalable and efficient way.

GETTING STARTED

At the very outset of our relationship, we will work with you to assess which of our MaPs will prove most beneficial, before rapidly initiating one or several of them, ensuring the fastest possible activation by utilizing all associated accelerators.

Each **MaP** includes three core elements – **Playbooks**, **People**, and **Platforms** – built on the combined experiences of Harte Hanks and Wipro.

Our Playbooks

These describe the steps, guidelines, tasks, deliverables and measurements of each of our services, with each one tailored to your specific needs.

Our People

A perfect mix of consulting, strategy, creative, digital and technology, our expert teams bring a human touch to everything they do.

Our Platforms

We work with a wide range of platforms to ensure your business benefits from the very best marketing technology, including Signal Hub and Global DataView™.

Exploration and Innovation MaPs
Straightforward services that help you assess, plan and innovate.

Assess & Fix
Leveraging Anthony Ulwick's "Jobs-to-be-Done" framework, we've identified what best-in-class marketing looks like, as well as the 5 pillars necessary to achieve it. From these pillars, we've created an assessment that'll quickly help you understand your greatest opportunities, as well as how best to realize ROI, achieve quick wins and develop a prioritized roadmap for medium and long-term initiatives.

Marketing Innovation
With access to groundbreaking technology, collaborative MarTech sandboxes and innovation accelerators, we can help you find the perfect marketing solutions. This will not only allow you to test and learn in risk-free environments that can be completely decoupled or integrated to your own tech stack, but also demonstrate just how our marketing solutions enable customer engagement and growth.

Engagement MaPs
Always-on services that help you deliver continuous and effective engagement.

Customer Experience
By starting with the people that make up your customer, user, partner or employee audience, we're able to personalize your marketing operations, delivering CRM and customer experience solutions that improve engagement, increase effectiveness and deliver results. This streamlined, end-to-end service is designed to meet your business objectives quickly and efficiently, while improving customer relationships.

Marketing Operations
Through a unique combination of resources, platforms and processes, we help your marketing ecosystem to deliver personalized, 1-to-the-moment engagement through content, data, digital, localization and marketing automation. This improved use of data and marketing technologies means we're able to transform your marketing operations, making them safer, cheaper, faster and better, while ensuring the successful implementation of new marketing technologies in the future.

Customer Discovery
Combining a 360-degree view across all channels and platforms with the ability to cleanse, standardize and augment data, we can build a more detailed view of your audience. This enriching of internal data with meaningful external data means you'll be ready to provision platforms for customer data integration and management. We also provide third-party partnerships to help identify anonymous users, and utilize traditional services to build even deeper data sets.

Customer Insight
Using the power of data, analytics, and signals, we can create insights at scale to help you deliver precisely the right message, at just the right time, through exactly the right channel, while our industry-specific signal repository increases the speed to market of both data and insights. This approach still supports more traditional predictive modeling and analysis as well, which means that with machine learning we can speed the cycle up and test/refine much more quickly.

FIND OUT MORE
Get in touch with us today and find out how we can help you bring the human back to marketing.

Call us at 800.456.9748 or email contactus@hartehanks.com

Visit us at hartehanks.com/wipro