

DESIGN-LED MARKETING



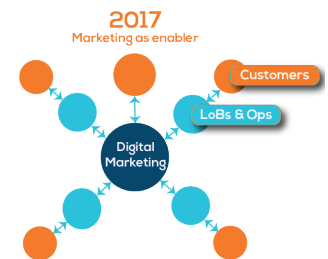
The Marketing Experience

Marketing organizations focus on reaching the right customer with the right message at the right time. But the way people live has changed. In the New Economy, people expect more than messages: they expect services that make them feel cared for.

Touchpoints are everywhere



Customers interact with many departments during their time with us, and digital marketing should be woven into the fabric of each interaction. The digital marketing team should think of itself as a service organization that helps every



department, including the traditional marketing team, create strong connections with audiences. Everything that improves a customer experience can be looped back to feed the sales & marketing process.

Shorten sales cycle with sales tools

Shorten sales cycles by giving reps demos of digital services that plan sponsors and participants will love: automate onboarding, provide apps that make sense, and otherwise help plan sponsors deliver a great participant experience to their own staffs.

Increase brand value & attract talent with content marketing

Prospective and current customers and investors want to know how T. Rowe Price is adapting to new technologies and market expectations. Content is the currency of digital marketing, and we should be pushing a lot of useful material.

Speed time-to-iterate with customer feedback devices

Build feedback capture into all services as a best practice to guide iterative improvements. This speeds up development by reducing testing and wrong turns.