

CASE STUDY

MARKETING AUTOMATION



mazda

“Be Bold is the ideal partner because of their flexibility and solution-oriented thinking. I feel confident that we will continue to grow together thanks to having the right people in the right place.”

Veroniek Hesters, Senior Manager Consumer Engagement

SUMMARY

Start of project: May 2019 - Now

Status: Ongoing project

Services provided:

- Creating and setting up a MVP together with Mazda.
- Onboarding & European roll out of MVP over 21 countries.
- Basic training for all users.
- Knowledge transfer via Champions program.
- Technical implementation & integration of with Siebel
- Continuous support to Mazda Motor Europe and all the onboarded countries.



WHO IS MAZDA?



Mazda Motor Europe (MME) has its headquarters in Leverkusen & **Mazda Motor Logistics Europe** (MLE) in Willebroek.



MME develops strategies, concepts and processes that **successfully position Mazda in Europe**, now and in the future.



MME coordinates National Sales Companies (NSC's) and independent distributors (IDs) in **more than 30 countries**.

IMPLEMENTATION APPROACH

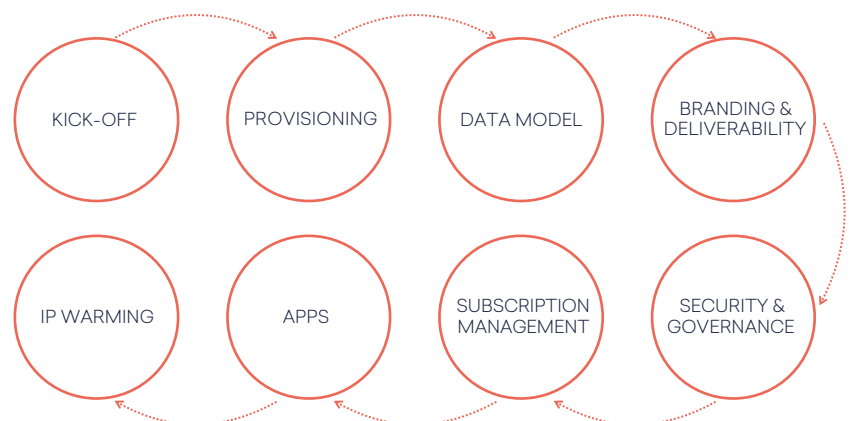
In order to honour Mazda's preferred way of working, Be Bold and Mazda went for an **agile approach** in implementing marketing automation by **starting with a Minimal Viable Product (MVP)**. We initiated with three reference countries: Slovakia, Belgium and the UK.

- Slovakia is a smaller market.
- Belgium is a mid-sized market, with the added complexity of three national languages
- The UK is a large market with a significant number of customers

The wide range of complexity of these three pilot markets covered many types of markets and would likely work for most Mazda markets.

We gathered all necessary **implementation and integration requirements** during several workshops as shown in the graph.

The setup is a combination of centralized decisions, valid across the entire instance for all NSC's, and local decisions to cater to each NSC's needs.



Once all requirements for the MVP version were gathered, Be Bold created a working version for Mazda. After the MVP went live, a feedback period followed to finalize the MVP and prepare it to be **rolled out to the other 19 countries** (NSC's).

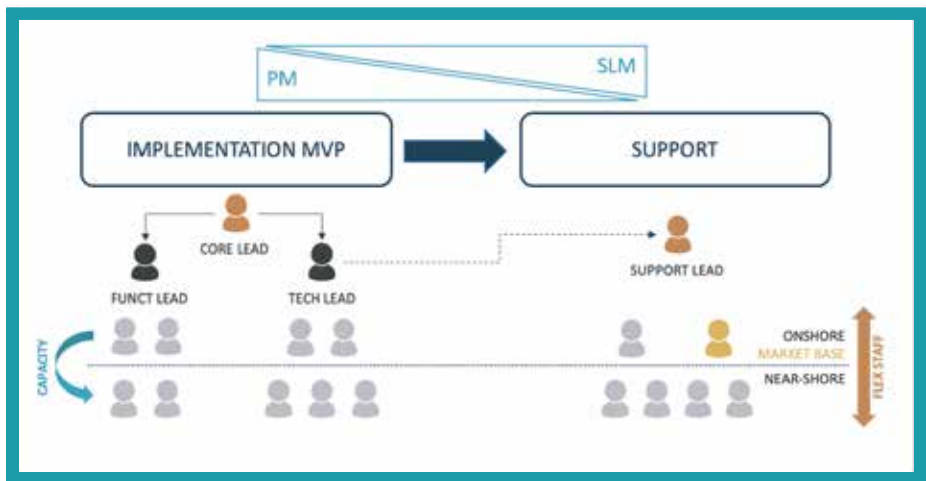
With the rollout of different NSC's, the local marketing teams received **Basic and Advanced training**. This facilitated a quick start with their new marketing automation tool and put them on their way to become fully-fledged users.



KEY RESULT
21 NSC's rolled out in 11 months

“We were able to build a solid relationship with Mazda in which honesty and open communication are key to achieving the best results.”

OVERALL WORKING MODEL



Simultaneously with the training, we smoothly transitioned from the implementation phase to the support phase with our trusted nearshoring team. We also facilitated one of our best practices: **the Champions***, boosting the use of marketing automation throughout Mazda. This program focuses on new functionalities, additional training, best practices and sharing successes.

Today, marketing automation is rolled out over 21 NSC's and we are focussing on **what's next**. Be Bold started working with Mazda to determine the next steps and create a more advanced version with the addition of **new use cases** and the rollout of specific **local campaigns**. And it doesn't end there . Together, we are working on the integration of a **Customer Interaction Platform (CIP)**. To top it off, we are also looking at the implementation of **closed-loop reporting, lead scoring** and an **integration with the MyMazda App** in the future. More to come soon!



KEY RESULTS

- Implementation of marketing automation to 21 NSC's in only 11 months.
- Rollout of the 'Service Reminder' and 'Keep me informed' campaigns for the launch of the all-new, all-electric Mazda MX-30 (May 2020) for the participating NSC's in 11 months.
- 1.956 campaigns: 261 active, 786 completed and 909 drafts
- 2.347 emails: 806 active, 1.300 completed, 241 drafts
- 161 landing pages
- 45 forms

*DID YOU KNOW ?

The "Champions" boost the use of marketing automation on a long-term basis, especially across multiple countries or services. Thanks to in-depth calls on functionalities and Champions sharing their campaigns, we are continuously supporting Mazda in growing their marketing success.

CHALLENGES

1

Increase **interaction and engagement** with Mazda's audience

2

Increase usage of **communication on multi-channel** vs. offline communication

3

Better understanding **customer behaviour and preferences**

4

Increase **loyalty and conquest** through better interaction with customers

WHAT DOES MAZDA THINK?

"Mazda Europe was looking for an implementation partner to support us on our Marketing Automation journey. The Be Bold team stood out due to their experience and the young and dynamic team's very hands-on attitude. Within a short time, we achieved a lot, really working as one team towards a common goal. I am looking forward to continuing the journey with Be Bold and further enhance the Mazda inhouse skills with our new tools." - Veroniek Hesters, Senior Manager Consumer Engagement.

GET IN TOUCH TO BOOST YOUR ONLINE RESULTS



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