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Marketing search

Google Cloud

SPECIALIZATION

Partner of the Year

Data & Analytics

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TRANSFORM YOUR BUSINESS WITH MARKETING SEARCH

CONTENT

CONTEXT SETTING

Problem statement: Where do Knowledge workers spend most of their time?

According to Forbes, "nearly 80% of enterprises have very little visibility into what is happening across their unstructured data, let alone how to manage it".

According to Harvard Business Review, "knowledge workers spend 50% of their time searching for information in hidden data factories, hunting data, finding and correcting errors, and identifying confirmatory sources for data they don't trust".

Let's discuss the problem statement using Nestle. Nestlé has 447 factories, operates in 189 countries, and employs around 339,000 people. Nestle currently has over 2000 brands with a wide range of products across a number of markets, including coffee, bottled water, milkshakes, and other beverages, breakfast cereals, infant foods, performance and healthcare nutrition, seasonings, soups and sauces, frozen and refrigerated foods, and pet food.

Now, let's say a Knowledge worker from the nutrition team wants to check how nutrition products are doing in the market and what products should they consider for personalized campaigns. He uses google search to know what kind of nutrition products are doing well in the market, primarily considering the most relevant results.

This knowledge worker should go through the entire search process and have to filter for his nutrition products. On average, workers should go through at least 5 different repositories. Researchers say that worker spend 36% of their day looking for information, and only 56% of the time these knowledge workers find the information required for their jobs.

Is there any way to do better than these statistics? Yes. By using Marketing Search a "Google Search'' like capability. This methodology will reduce the number of labor hours spent on search, helping businesses access deeper insights faster, facilitating decision marking processes based on accurate and accessible information.

Pluto7 built a new search methodology called Pluto7 Search Methodology (P7SM) to develop a Marketing Search solution, which helps customers reduce a significant amount of labor and find value in their information easily.

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PLUTO7'S SEVEN STEP SEARCH METHODOLOGY:

Pluto7's Seven Step Search Methodology:

- Define the "Scope of the Search" with related needs and Intent. Define the source data and result sets based on the intent defined.
- The source could be a combination of internal and external data sets depending on the problem being solved.
- Map roles and functions to the search so that the scope of the search is tailored for its intended use and the user with measurable outcomes.
- A cloud-enabled "Search Foundation" must be in place to support the structured, semi-structured, and unstructured data related to the scope of the search.
- Define the Search layer Interface UI based on the user's role, "Scope of the Search", and intended use.
- Add a "Digital Twin" or virtual agent to help narrow down the results to find the right information faster, resulting in better quality decisions.
- Analyze the search outcomes and how effective the search results performed for continuous improvement.

Let's see how we can use this Methodology to build a Marketing search engine for a knowledge worker in Nestle's Company.

1 SCOPE OF THE SEARCH

Defining the important questions the marketing team answers regularly is critical; questions like " What nutrition products change the price based on seasonality? " or " What nutrition products should I consider for personalized campaigns?". In this case, the information was mapped to map products and customers, generating personalized campaigns and enabling the team to execute with confidence.

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2 SOURCE DATA IDENTIFICATION

Consider building a search source data repository with data for nutrition products from past campaigns, contacts, content, price, costs, product details, and more that can be accessed easily with marketing search.

3 ROLES AND FUNCTIONS

Focus on the users. The marketing search engine must be tailored to the users. The intent and use of the search will be defined by the roles and needs of the search users. In our scenario, we will customize based on the knowledge worker for the Nutrition Department.

4 CLOUD-ENABLED FOUNDATION

Flexibility, performance, scalability, and cost effectiveness are key elements in a cloud foundation. Storing and expanding content with ever growing data and learnings from search must be secure and accessible.

5 SEARCH LAYER INTERFACE UI

The user experience and interface should be enabled within the current applications and current workflow for ease of use. The team should not have to learn a new and complicated tool. In this case, the marketing search should enhance the current processes of each marketing activity based on nutrition products.

6 DIGITAL TWIN TO MANAGE SEARCH RESULTS

Having a search engine is one aspect of digital transformation. Having a virtual marketing agent that gives recommendations based on near real-time data enables a marketing team to grow and succeed. AI models can act as a digital twin, working behind the search engine to learn and recommend actions based on centralized marketing data.

7 ANALYZE THE SEARCH OUTCOMES

As the marketing search engine receives new data, the engine provides better search results. The impact to the business must be measured periodically as the engine improves. Change management is key to improving processes and people to use the technology effectively.

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CONCLUSION

Google Search allows anyone to search practically anything, anytime, from anywhere with a nearly instant result. Since we leverage this tool in our personal lives, should we not expect the same for our businesses internally?

Having a real-time search on an enterprise-scale can seem like a complex task, but as you have experienced, the world's information is easily accessible with Google technology, so your company can experience the same. Machine learning, artificial intelligence, natural language processing, and other Google Cloud capabilities allow enterprises to make intelligent searches.

P7SM is a guide to help you begin enabling search capabilities that are effective across different functions. The same can be adopted across other functions in your business. When done right, the search can reduce the knowledge worker's time spent searching by 35% saving time and money.

Digital transformation is paving the way for businesses to make faster, more agile decisions. Some of the underlying factors like cloud migration, artificial intelligence, and search technologies are leading the way for Enterprise Search to become the norm.

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