

Marketing That Matters – Getting Above The Noise



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Agenda

- ▶ **The Challenge**
- ▶ **There's a lot of Noise out There**
- ▶ **Who Invented Marketing?**
- ▶ **The Definition of Marketing**
- ▶ **Some Interesting Stats**
- ▶ **In The Beginning – Marketing Part I**
- ▶ **Sales and Marketing Alignment**
- ▶ **Integrated Marketing**
- ▶ **That Which Gets Measured Gets Managed**
- ▶ **The Promise and Reality of Marketing 2.0**

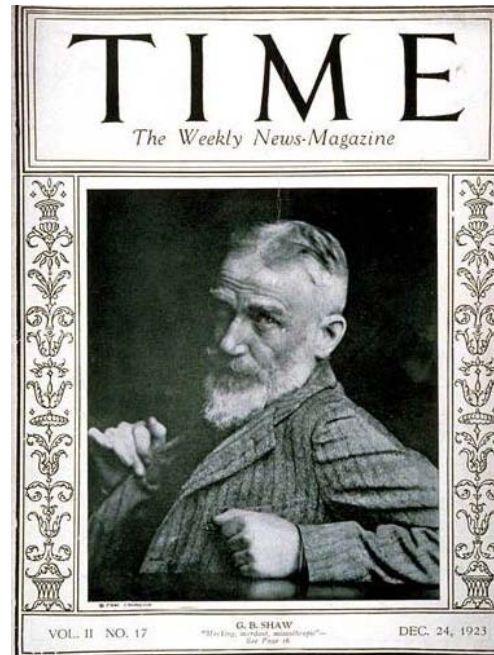


The Challenge – Part I

“The problem with communication...

...is the illusion that it has been accomplished”

-George Bernard Shaw-



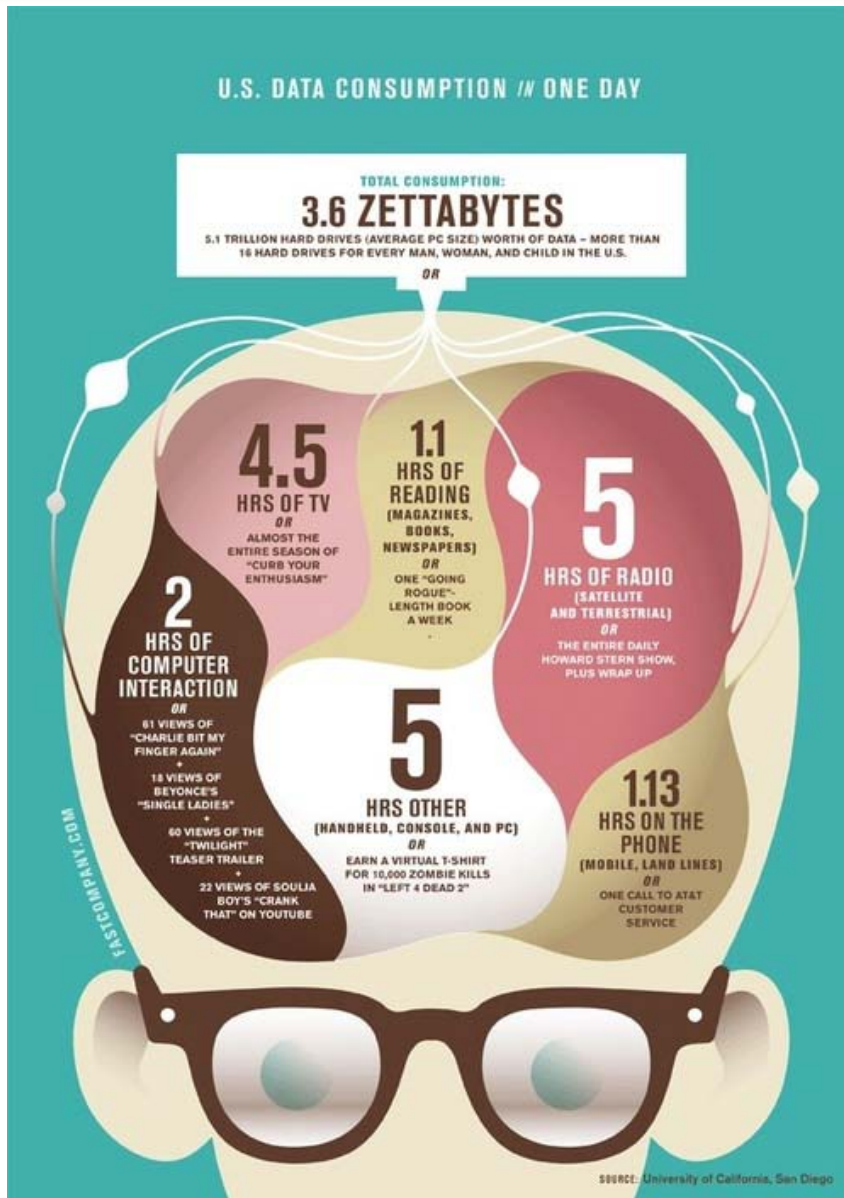
The Challenge – Part II

“With 600 Tweets, 34,000 Google searches, and 700 Facebook post per second, marketers are no longer in control of their brands” – *ExactTarget*

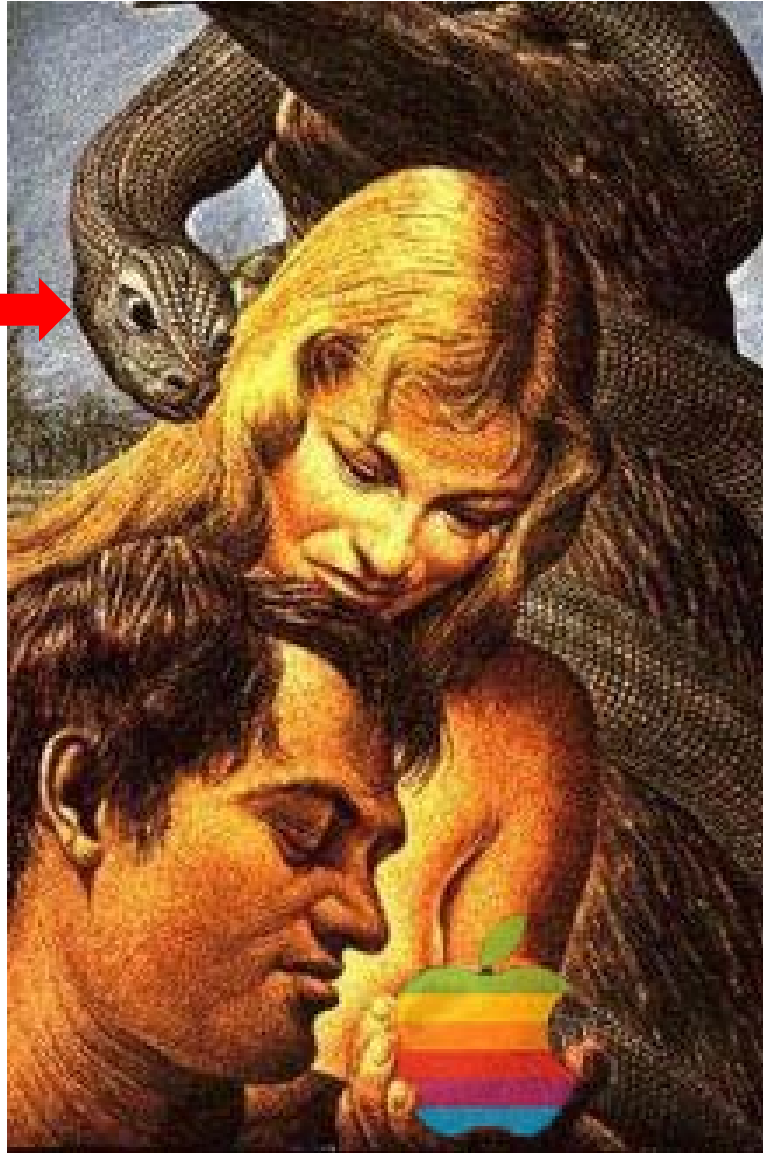
“There is an estimated global monthly Internet data flow of traffic of 21 Exabytes (1B Gigabytes). The sheer volume of traffic leaves many marketers feeling overwhelmed about how to even begin analyzing and interpreting this customer information” – *Cisco*

There's a lot of Noise out There

- ▶ 5.1 Trillion Hard Drives (average PC) worth of data
- ▶ 16 Hard Drives for every man, woman and child in the US



Who Invented Marketing?



The Definition of Marketing

Marketing –

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large – ***American Marketing Association***

Marketing – Bill's Version

To build the brand, content, tools and processes to support all sales channels with demand generation activities that influence sales results - ***Bill***

Some Interesting Stats to Ponder

- ▶ B2B advertising spend on social media and lead generation sites is forecasted to grow at an annualized rate of 21% AND 17% respectively through 2013
- ▶ Online accounted for 7% of the B2B marketing mix in 2008. This is set to reach 12% by 2013
- ▶ US B2B advertising and marketing spending will increase 0.8% in 2010 to \$129B
- ▶ 86% of B2B firms are using social media
- ▶ 91% of people decided to buy from a business they trust according to the Online Trust Alliance (OTA)
- ▶ 80% of sales leads are wasted, and 80% of sales time is spent cold-calling and prospecting

In the Beginning – Marketing was Fragmented and Clumsy

- ▶ There were more than 20 advertising agencies that were well established on New York City's Madison Avenue in 1861
- ▶ Public Relation was always the way to build a brand and credibility at a grass roots level
- ▶ Pre-1990s: Marketing was driven by offline channels like print, broadcast, direct mail with rough information available about the targeted demographics
- ▶ Mid 1990s: Marketing was driven by online channels like desktops, PCs and portals with more demographic data available from more sources – including the web
- ▶ 2010: Marketing is driven through every content stream imaginable for PR, email, direct mail, social media, blogs, advertising (online and offline)

The KEY: To find the right mix of vehicles and content streams that work, and have the ability to quantify them through ROI analysis

1. Aligning Sales and Marketing

- ▶ **Why is it so important?**
 - ▶ 30% of sales reps turn over each year
 - ▶ It takes approximately 7 months to ramp up a new rep
 - ▶ 40% of sales fail to hit quota
 - ▶ 65% of sales reps time is not spent selling
 - ▶ 90% of marketing deliverables are not use by sales
 - ▶ Reps spend approximately 30 hours a month creating their own selling materials



The Challenge of Alignment

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Demand Creation Process

Sales & Marketing Integration

Industry Trends

Inside Sales Structure

Budget Comparison

**Sales
and
Marketing
Alignment**

Sales Training

Sales Performance

Organization Structure

Marketing Performance

Channel Marketing

Channel Management

Marketing ROI

2. Integrated Marketing – The Foundation For Success

BUYING CYCLE

AWARENESS

- Web site
- Demand gen
- Social media
- Collateral
- PR/Advertising
- Events

CONSIDERATION

- White papers
- Collateral
- Web site
- Social media

PREFERENCE

- Technical papers
- Executive briefs
- Case studies
- ROI tools

PURCHASE

- Welcome kits
- “How to” programs

REPURCHASE

- Newsletters
- Briefings/events
- Portals

Buyer-facing Enabling Technologies: Genius, Eloqua, etc.

Integrated Marketing

Messaging Architecture Design
Sales Process Alignment
Asset Framework Design

3. That Which Gets Measured Gets Managed

“The biggest challenge is converting metrics into meaningful business information and results”

“Never confuse activity with results”

▶ General Measurements and Metrics

- ▶ Marketing costs (all stages)
- ▶ Revenue (related to activities)
- ▶ Opportunities created from marketing leads
- ▶ Amount of business closed from marketing generated leads
- ▶ Marketing impact on reducing sales cycle
- ▶ Increasing conversion rates
- ▶ ROI (=revenue/cost)

▶ Email Measurements and Metrics

- ▶ Opens
- ▶ Click Throughs
- ▶ Single Page Visits
- ▶ Multi-Page Visits
- ▶ Bounces
- ▶ Nurturing and Lead Scoring

It Starts with Solid KPIs

Key Performance Indicators: The Place to Start

KPI

Financial Performance

- Gross Revenue
- Number of Wins
- Retention Rates
- Net New Logos
- Client Satisfaction Rating
- Number of Reference Customers vs. Customers

Metrics

Marketing Effectiveness

- Prospect Event Attendance (webinars, seminars)
- MQLs
- SQLs
- Pipeline Forecast
- Ratio of Pipeline to Close

Sales Productivity

- Win Rates
- Length of Sales Cycle
- Average Deal Size
- Win/Loss Ratio
- Growth in Existing Accounts
- Number of Solution Certified Reps
- Sales Content Views and Downloads
- Sales Content Quality (survey feedback)
- Number of Reps Who Completed Training

Financial

Profit Margin (Solution Revenue – Cost to Deliver and Maintenance)

Cost Per Lead
Solution Campaign ROI

Sales Enablement Program
Costs/Sales Rep
Training Costs/Sales Rep

Metrics and Dashboard Ensure Alignment Throughout

New Metrics Means a New Dashboard

DASHBOARD METRICS

Revenue to Date

Forecast/Pipeline Total

Forecast/Pipeline by Stage

Quota Attainment Forecast (over/under)

Conversion Rates by Stage vs. Company

Conversion Velocity by Stage vs. Company

Activity Efficiency by Stage vs. Company

Deals by Stage: Green, Yellow, Red

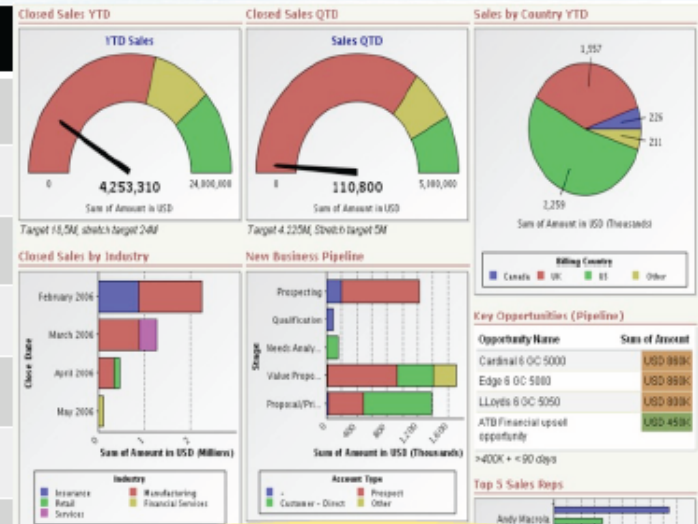
Revenue/Pipe by Product

Revenue/Pipe by Customer Segment

Top Opportunities

Top Accounts

Targeted Accounts



Which Path Will You Take...?



**Old School
Fragmented Marketing**

**New School
Integrated Marketing &
Sales 2.0**

Tools of the Trade

While the crux of Sales 2.0 methodology is the improvement of synergies between Sales and Marketing with the ultimate goal of driving more revenue, it all starts with the tools.

CRM System



Marketing Automation System



Integrated Lead Sources



Data Management Tools



How it Works – The Flow of a Lead in the Sales 2.0 World



It's All About Quality Content



- ▶ All messaging is driven by content. The more complex a sale, the more a prospect needs to be educated.
- ▶ Trends indicate that educational content trumps blatant Marketing messages for most B to B situations...the topical soft-sell fosters trust. You are having an educational conversation rather than shouting your message.
- ▶ Think in terms of communication topics or “streams”. A stream should take the user through a progression...tell a story, educate, engage
- ▶ Consider what channels you will use, what content exists and what needs to be created.
- ▶ Once communication streams are created, it becomes a plug and play endeavor to assemble your content strategy

Sample Communication Stream



Selecting Your Communication Channels

▶ Your Company Web Site

The hub of your messaging. All content should be available from your site. All messaging should seek to drive content to your site.

▶ Public Relations

The value of traditional media placements, press releases and appearances have only been amplified by Sales 2.0

▶ Advertising

Print ads, Billboards, Search Marketing and Location Marketing all tie in to your overall message and drive traffic to your web site.

▶ Direct Mail

Direct Mail can still be a vital part of your content strategy although, as a whole, it is becoming less and less cost-effective

▶ Email

Cost effective and targeted, represents a key part of any messaging strategy

▶ Phone Call

Think less “Cold Calling” for quantity, more “Social Calling” for quality

▶ Social Media

Twitter, LinkedIn, Youtube, Facebook, etc. represent the next wave of communication channels.



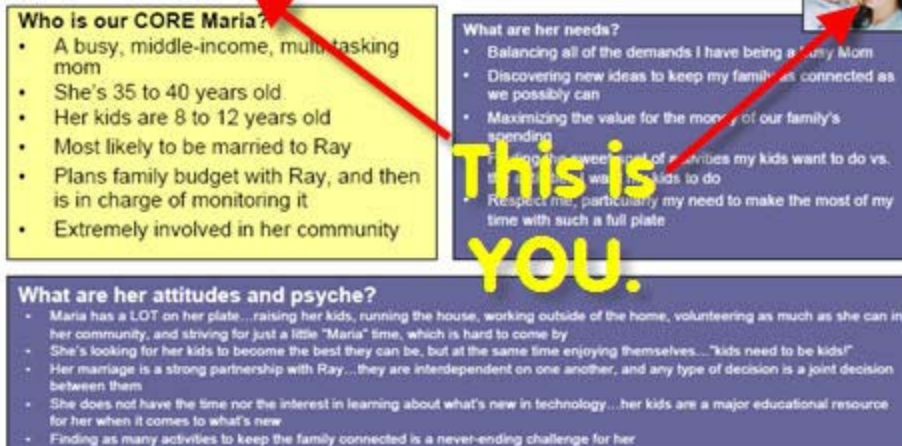
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Targeting Your Audience

- ▶ Targeting content based on role and company size
- ▶ Prospect Profiles have been used for years in retail as a way to “get inside the head” of the prospect/customer and also to train your employees how to interact with them
- ▶ Age has become an important delimiter in how messages are perceived and digested.
- ▶ How does this type of prospect communicate? Email? Phone? Twitter?

How Best Buy Designs Customer Profiles

Maria – Middle America ... One Page Profile



Who is our CORE Maria?

- A busy, middle-income, multi-tasking mom
- She's 35 to 40 years old
- Her kids are 8 to 12 years old
- Most likely to be married to Ray
- Plans family budget with Ray, and then is in charge of monitoring it
- Extremely involved in her community

What are her needs?

- Balancing all of the demands I have being a busy Mom
- Discovering new ideas to keep my family as connected as we possibly can
- Maximizing the value for the money of our family's spending
- Finding the sweet spot of activities my kids want to do vs. what my kids to do
- Respect me, particularly my need to make the most of my time with such a full plate

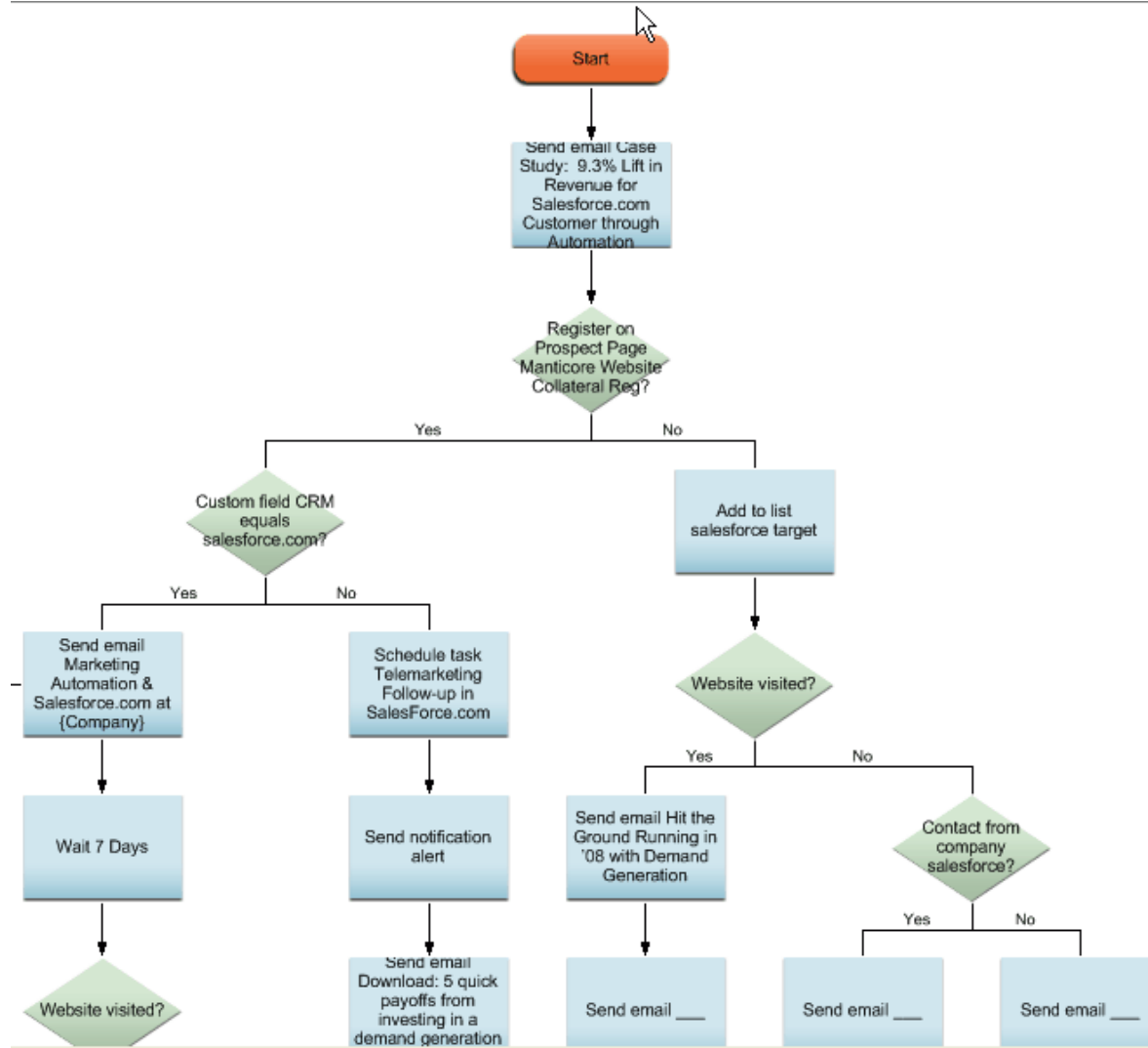
What are her attitudes and psyche?

- Maria has a LOT on her plate... raising her kids, running the house, working outside of the home, volunteering as much as she can in her community, and striving for just a little "Maria" time, which is hard to come by
- She's looking for her kids to become the best they can be, but at the same time enjoying themselves... "kids need to be kids"
- Her marriage is a strong partnership with Ray... they are interdependent on one another, and any type of decision is a joint decision between them
- She does not have the time nor the interest in learning about what's new in technology... her kids are a major educational resource for her when it comes to what's new
- Finding as many activities to keep the family connected is a never-ending challenge for her

This is YOU.

The Automation in Marketing Automation

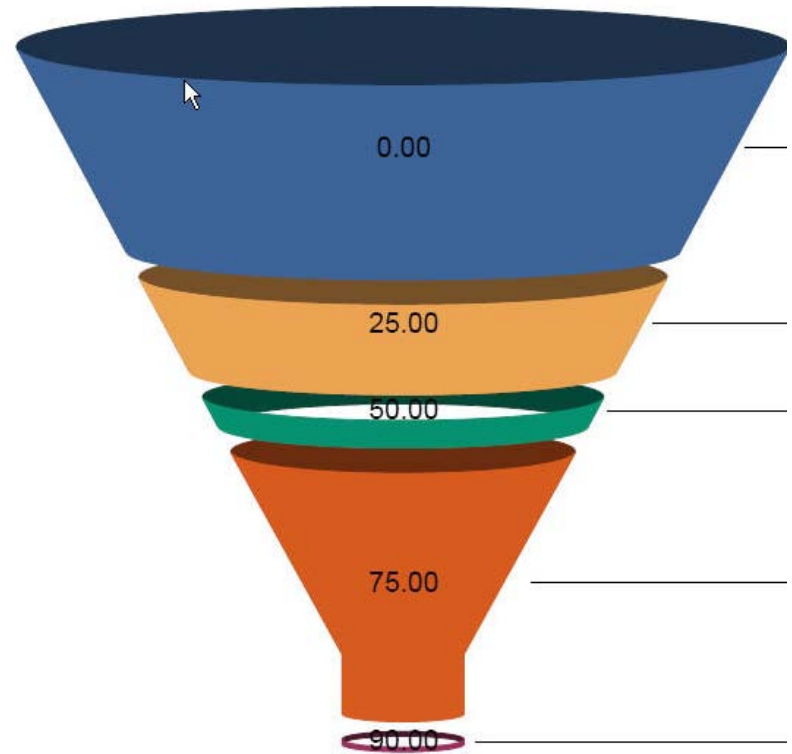
So the content is ready to rock, the channels are established, and your audience has been identified...now what?



Source: Manticore Technology

The Automation in Sales Automation

- ▶ How is the data going to get into the system?
- ▶ How is it going to be assigned to your reps?
- ▶ How are reps going to track activity and receive alerts when critical events occur?
- ▶ How can reps collaborate with one another more effectively when sharing an Opportunity?
- ▶ How can reps uncover more information on prospects?
- ▶ How can reps build a closer relationship with prospects?



Source: Sales Outlook

Engaging Through Social Media



LinkedIn

- ▶ Establish a Company presence
- ▶ Encourage all employees who have profiles linked to the Company presence
- ▶ Can be used for recruiting and connecting with clients and prospects



YouTube

- ▶ Branded Your YouTube Channel
- ▶ Use Whiteboard videos, customer testimonials, viral videos, prize drawings
- ▶ Used as a vehicle for video delivery and brand-building



Twitter

- ▶ Create Company and Individual branded Twitter accounts
- ▶ Promote any PR; articles, press releases, appearances, events, etc.
- ▶ Promote blog entries and any interesting happenings
- ▶ Post live updates on any customer affecting issues, Live Tweet events, ask questions that your followers want to answer.



Facebook

- ▶ Establish Company page
- ▶ Primary advantages are culture building and recruiting
- ▶ Valuable insight into prospects can be gleaned from Facebook profiles

Benefits of Social Media

Initiates a dialogue with customers, prospects, & partners

Compliments PR and online content strategy

Compliments “solution selling” approach by making expertise of employees more accessible

Aides in Search Engine Optimization by driving traffic.

Allows for real-time proactive communication in the event of a major issue or other event

Aides in recruiting efforts by posting available positions and give and reflecting your Organization's unique culture

Social Selling – Research & Participation

Social Media Research aka “Social Calling”

- ▶ Google - Search and Alerts
- ▶ Twitter – Searching and Saved Searches
- ▶ LinkedIn – View Company Profiles and Personal Profiles
- ▶ Making the Social Call – Reference Personal Connections, Recent Events, Mutual Interests
- ▶ Taking time...but not too much – No more than 30 minutes a day on Social Research

Social Media Participation – Building Your Brand

- ▶ Companies need to strike a balance between presenting a unified front and allowing individual expression
- ▶ Train reps on best-practices of participating in social media and building a personal brand
- ▶ Establish presence on desired sites
- ▶ Connect with prospects and customers
- ▶ Keep it all professional...on LinkedIn and Twitter anyway
- ▶ Using Facebook groups for permission settings (Friend, Professional, Limited view)

The Recipe for Success

- ▶ **Have a defined strategy that has company-wide buy-in**
- ▶ **Have an integrated marketing plan of record**
- ▶ **Have a content strategy fully baked**
- ▶ **Figure out what mediums you are going to use**
- ▶ **Have the tools and processes in place to facilitate your plan**
- ▶ **Have a calendar of record that is socialized with the entire company**
- ▶ **Drive demand generation, make proposals, close revenue**
- ▶ **Measure, report monthly, and tweak**

Final Thoughts and Takeaways

- ▶ **Marketing's job is expanding beyond "leads" and "content" towards "sales enablement"**
- ▶ **Make sure Sales and marketing communicate with one voice**
- ▶ **Consider formalizing a sales enablement program within your marketing efforts**
- ▶ **Measure sales productivity at each stage of the pipeline**
- ▶ **Follow these best practices and you will truly be able to show marketing influence on revenue**