

Tips and Techniques To Accelerate Pipeline Growth



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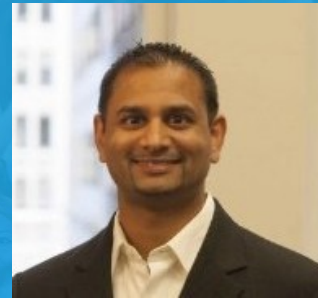
Captora



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Innotas

April 14, 2015

Agenda

- Intros
- Modern Digital Marketing
- Technology-Driven Opportunities
- Lessons Learned

INNOTAS™ Profile

- SaaS Project Portfolio Management for IT & PMOs
- Four-person Marketing Team
- Relatively Mature Market with Formidable Competitors
- First Touch to Sale = 6-9 Months
- Typical Cycle Requires 20-35 Marketing & Sales Touches
- Inbound Web Leads Have The Highest Conversion
- Marketing responsible for 70% of pipeline

servicemax Profile

- Leading Field Service Management Software Provider
- 17 person marketing team
- Large emerging market (5 Billion) with many competitors
- Sell to: SMB (HVAC to plumbing) & large enterprise (GE)
- Average deal cycle - SMB <3 months, enterprise > 9 months
- Won deals - 36 average marketing touches (leads - deals)
- Lost deals 17 touches
- 90% of pipeline is marketing influenced, 50% sourced inbound leads

2015 Marketing Priorities

What will be your top areas of investment over the next 12 months?

Please select two.

(% respondents)

Shift to digital marketing and engagement

30

Customer acquisition programmes

29

Managing the customer lifecycle

27

Measurement of marketing ROI

27

Acquiring appropriate skills

24

Data analytics

19

Connecting data silos

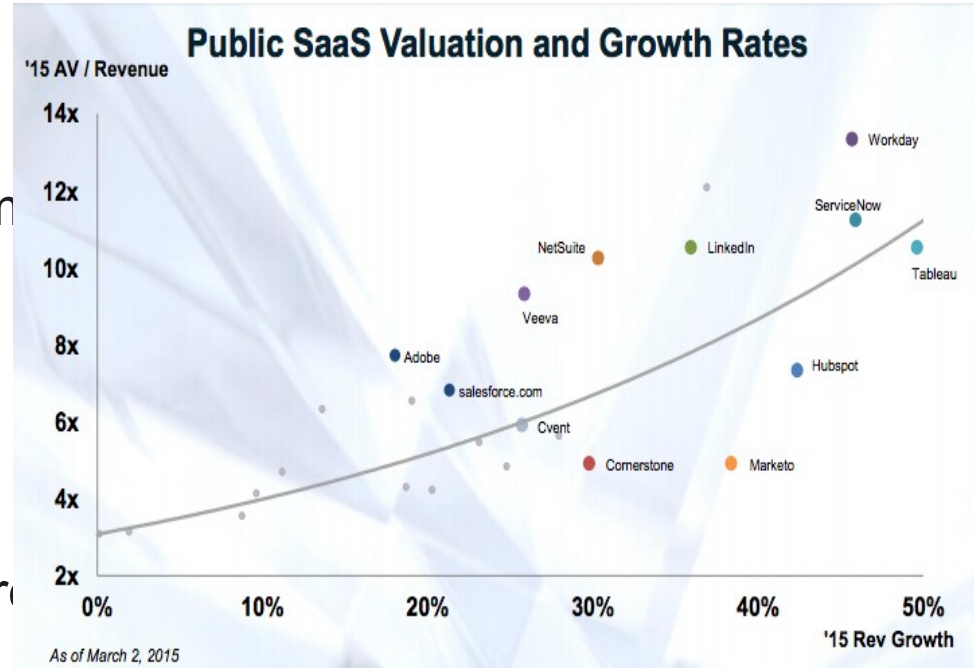
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Other

1

Top 4 Digital Marketing Initiatives

1. Insane focus on ARR growth
2. Care most about non-branded terms
3. Execute multi-channel plans
4. Proactively communicate trended results

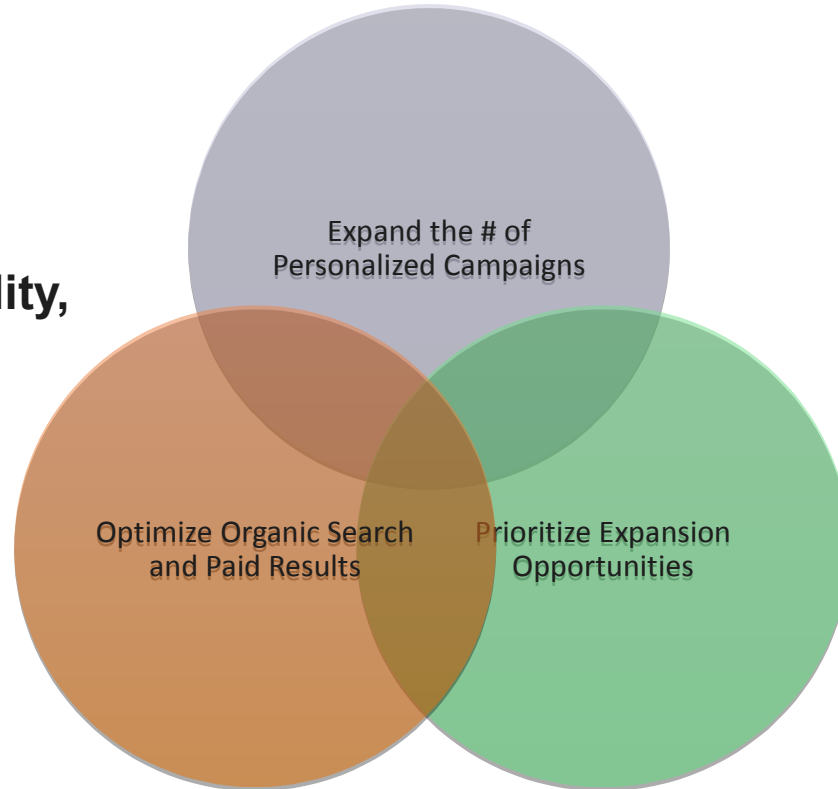


Set Marketing's Goals to Growth

	SMB	Enterprise
% Marketing-Led	80%	70%
% Inbound	50%	30%
% Outbound	25%	15%
% Teleprospecting	0%	15%
% Referral	5%	10%
% Sales-Led	20%	30%

The Digital Marketing Leader's Dilemma

**More, High-Quality,
Leads**

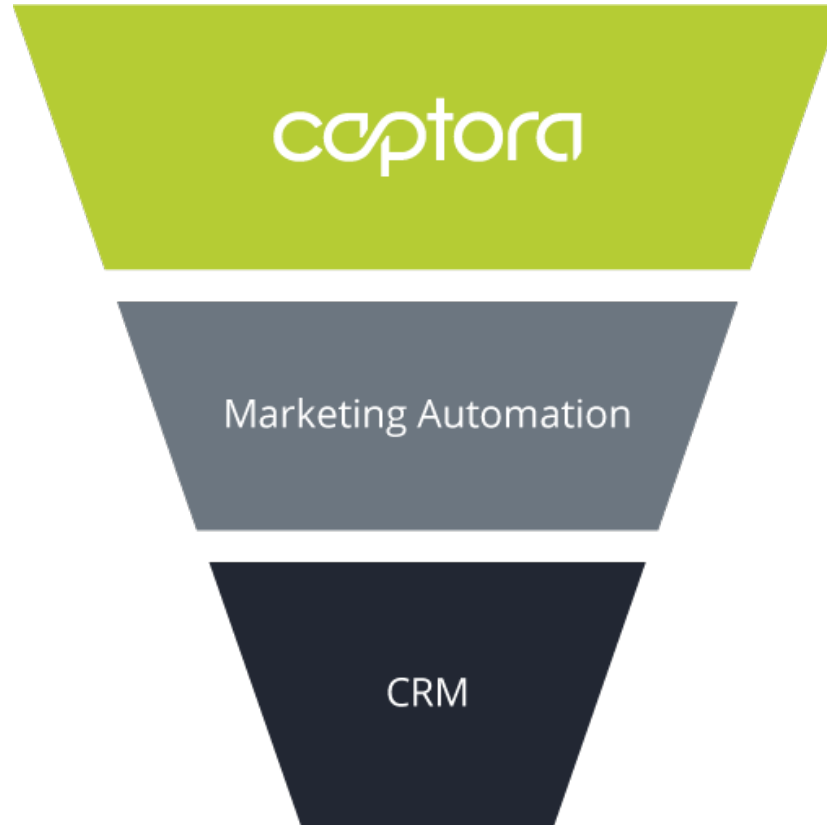


Improved CAC

Part 2:

Technology-Driven Opportunities

Modern Marketing Technology Stack



Captora 's Demand Manager

The screenshot displays the Captora Demand Manager interface. At the top, there is a browser address bar with the URL 'tpatel@innotas.com'. Below it is the Captora logo and a search bar. The main header area includes a home icon, the text 'Demand Manager', and a '+ Add a Demand Family' button. The main content area is divided into three columns: 'Demand Family', 'My Rank', and 'My Content'. The 'Demand Family' column lists various categories like Portfolio Management, Project Management, etc. The 'My Rank' column shows performance metrics for each category. The 'My Content' column displays a grid of content items with various icons and numerical values. A red box highlights the '+ Add a Demand Family' button, and another red box highlights the 'Demand Family' and 'My Content' columns.

Demand Family	My Rank	My Content	Competitor Content
Portfolio Management	2 nd	[Icons and numbers]	[Icons and numbers]
Project Management	4 th	[Icons and numbers]	[Icons and numbers]
Project Portfolio	2 nd	[Icons and numbers]	[Icons and numbers]
Management Software	5 th	[Icons and numbers]	[Icons and numbers]
Resource Management	2 nd	[Icons and numbers]	[Icons and numbers]
Magic Quadrant	2 nd	[Icons and numbers]	[Icons and numbers]

One-Click Actions

Content Analytics

Real-time Demand Intelligence

Engage Buyers with Targeted Campaigns

:// B2B Mobile Marketing - 1

https://www.marketo.com/marketing-topics/h2b-mobile-marketing

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Marketo Products Customer Success Resources About

B2B MOBILE MARKETING

Optimizing B2B Mobile Email

Today's fast-paced business culture is more dynamic and mobile than ever before. As a result, people are checking large quantities of email on a mobile devices or tablets. This means your B2B mobile **marketing** correspondence may be viewed on every type of device.

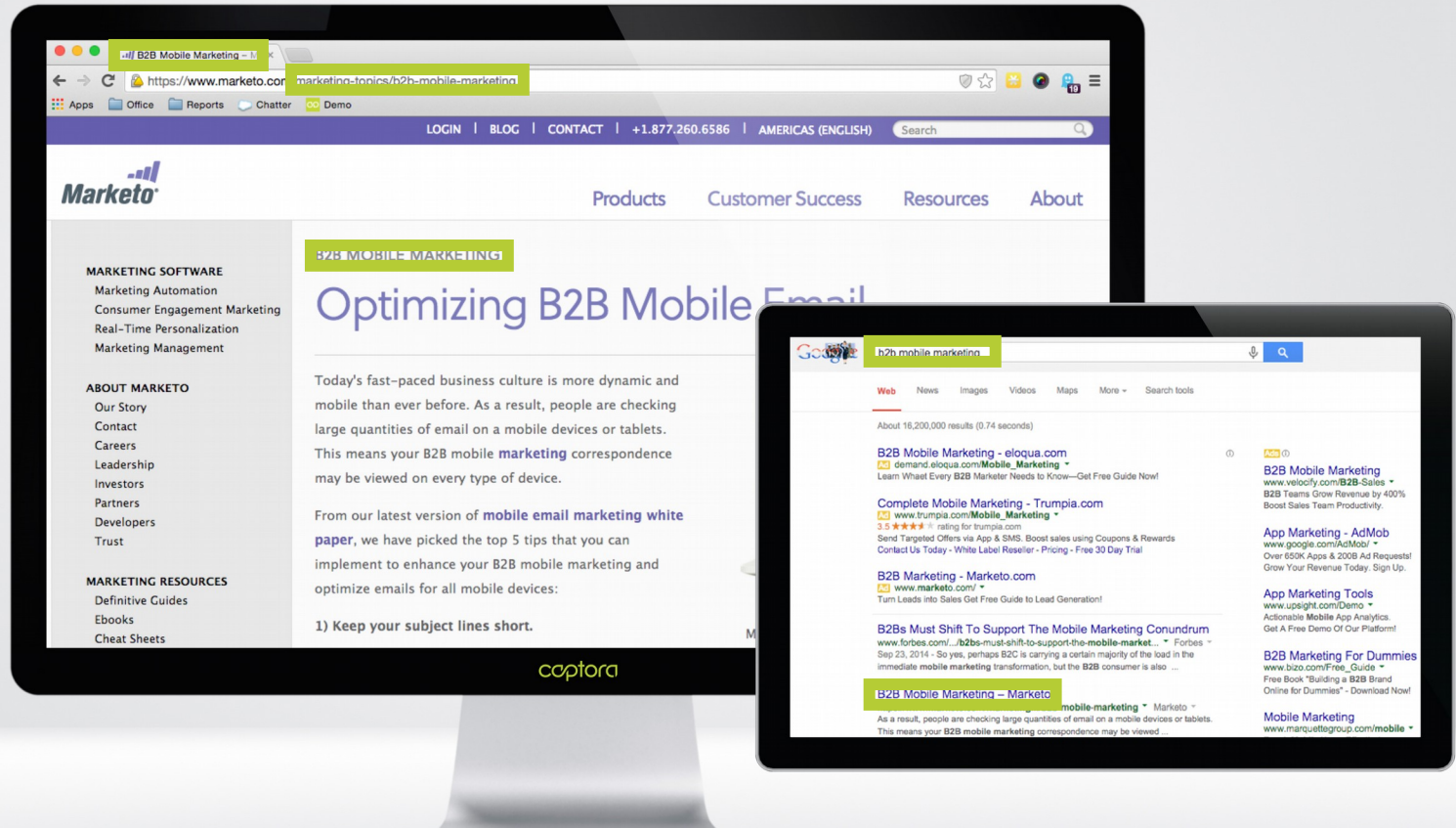
From our latest version of **mobile email marketing white paper**, we have picked the top 5 tips that you can implement to enhance your B2B mobile marketing and optimize emails for all mobile devices:

- 1) Keep your subject lines short.

Marketing Automation Demo
Marketo Marketing Automation gives you the power

captora

Engage Buyers with Targeted Campaigns





Limited Time

The New Marketing Execution Report

Learn the Keys to Success

You will learn from thought leaders on the metrics that matter and leverage proven techniques.

The 3 Keys

- 1 Learn from thought leaders.
- 2 Metrics that matter
- 3 Proven techniques

"Words to live by that will guide you to marketing revenue" - Michael Hienz



[Download Now!](#)



Marketing Intelligence

Limited Time

Learn About the **Software** Marketing Execution

- E1 Default Experience
- E2 Best Practices
- E3 Software
- E4 Ideas
- E5 Real Estate Industry
- E6 Aerospace

Key Keys to Success

Learn how the **Software** improved performance and metrics from an assortment of satisfied

CTA Element

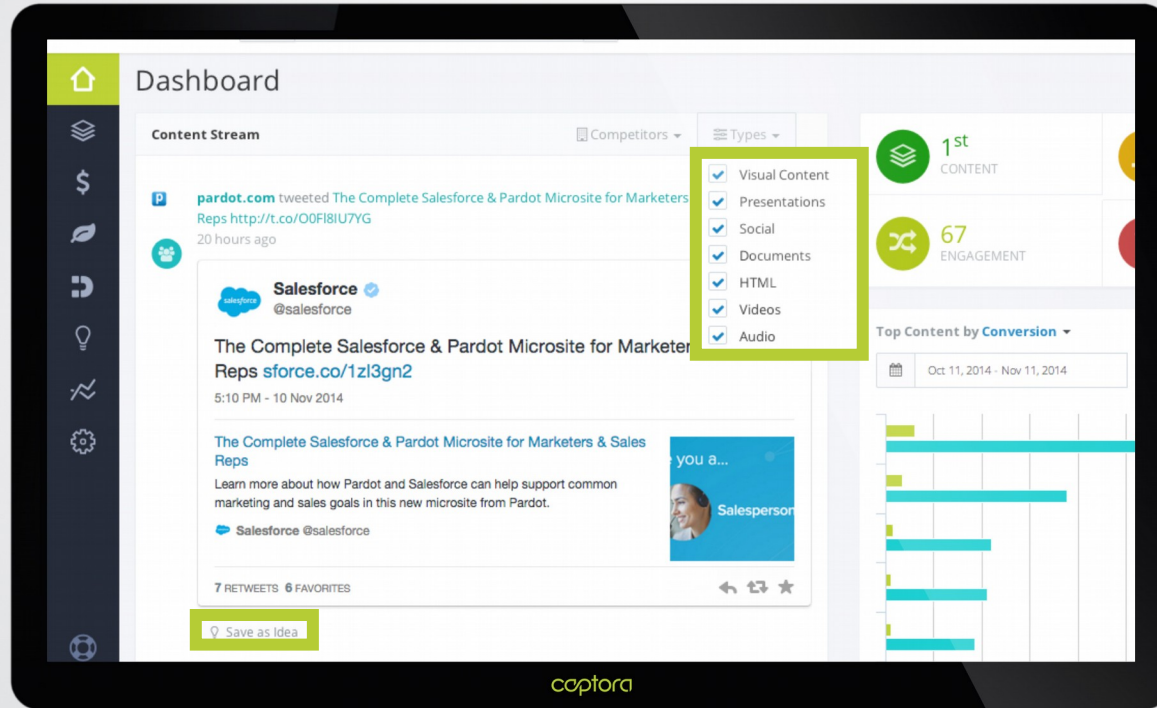
"My Enterprise company grew 60% by leveraging this software" - Molly Sandell



E1 Default Experience



Real-Time, Actionable, Competitive Insights



Part 3:

Lessons Learned

Amplify Marketing Productivity

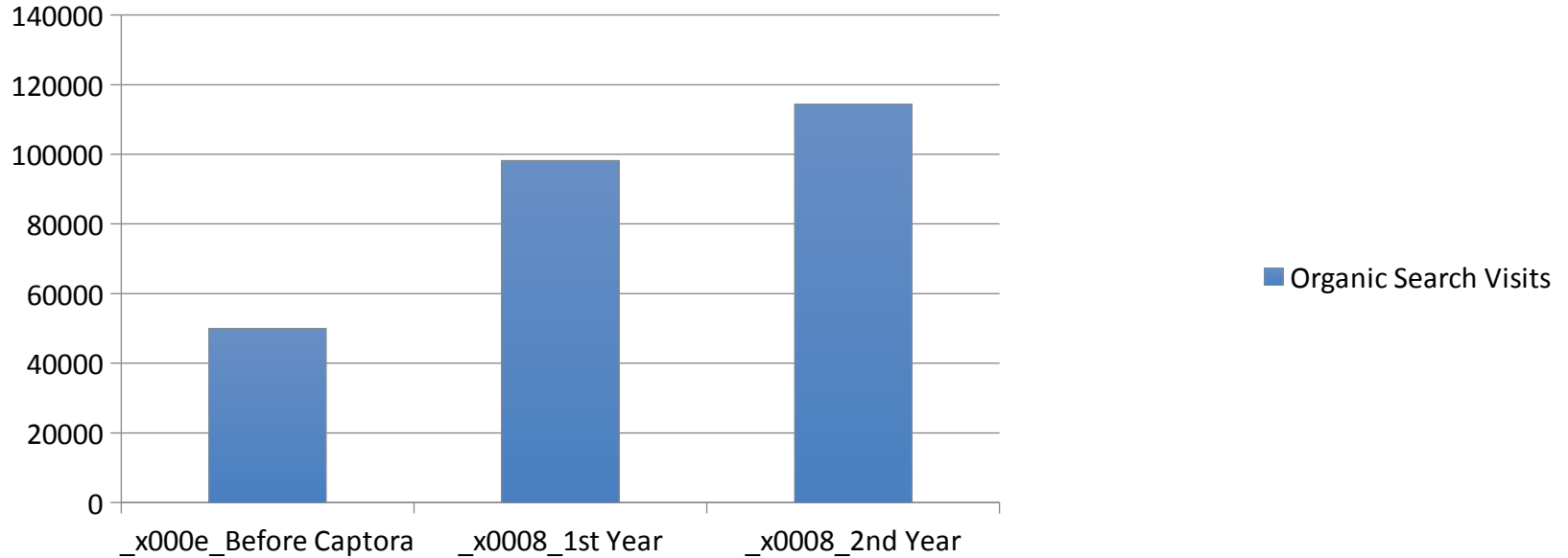
Seminal Metric: Digital Marketing Campaigns Per Marketer



Digital Campaign Lifecycle: Identify, Create, Launch, and Optimize

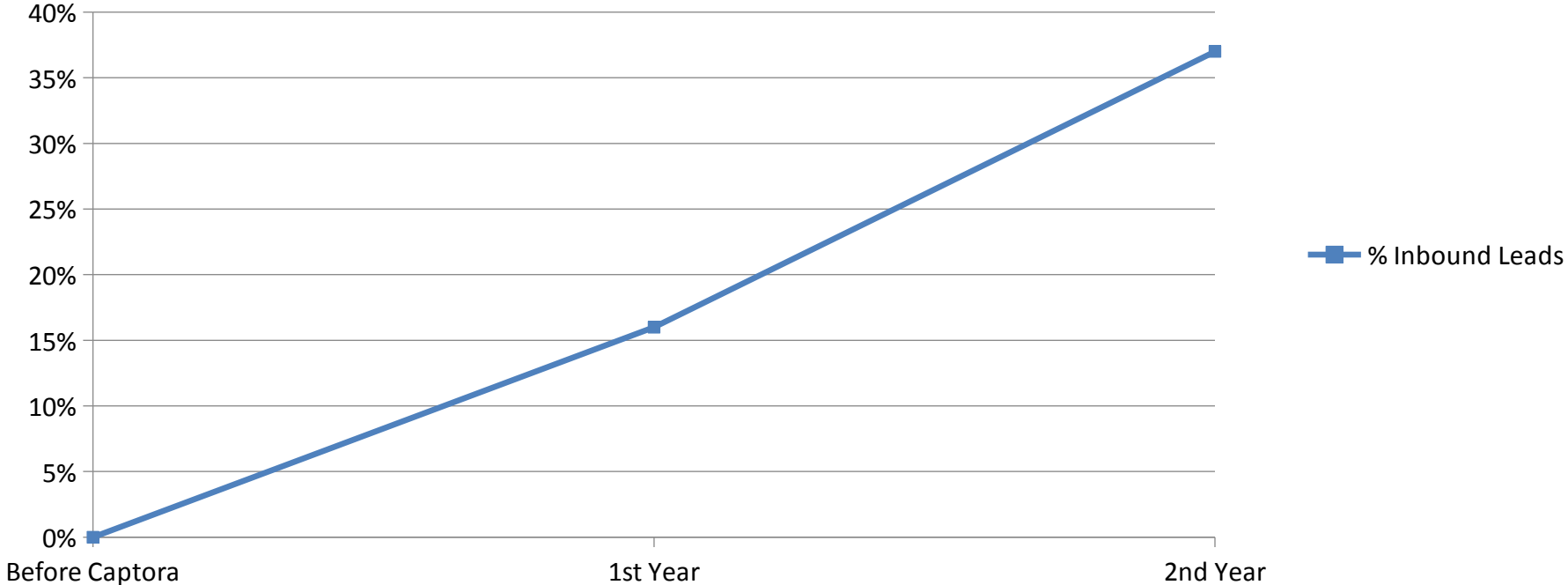
ServiceMax Example: Scaling Organic Search

Organic Traffic Trending



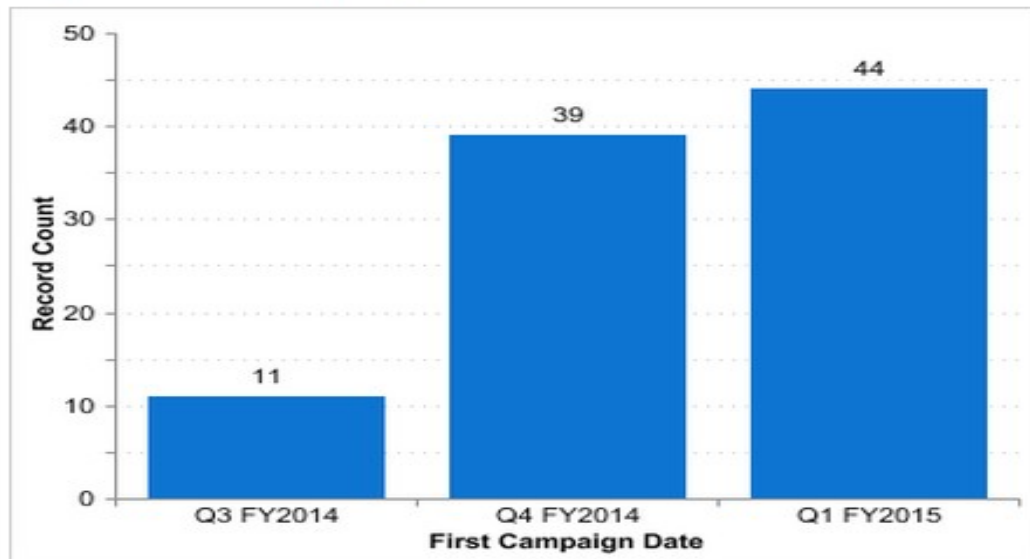
ServiceMax Example: Inbound Lead Scaling

% of Inbound Leads from Captora



Innotas: Metrics That Matter!

Captora: First Campaign Volume



Captora: First Campaigns - Content Type

First Content Type	Record Count
Report	53
Whitepaper	40
eBook	1
Total	94

Captora: First Campaigns - First Campaign

First Campaign	Record Count
Report - Gartner PPM 2014 - Organic - Captora	53
Whitepaper - Agile Portfolio Management - Organic - Captora	27
Whitepaper - Resource Management - Organic - Captora	8
Whitepaper - Integrated Portfolio Mgmt - Achieving the Goal - Organic - Captora	3
eBook - Scoring - Organic - Captora	1
Various Content - Captora - Organic - Whitepaper	1
Whitepaper - 5 Ways - Organic - Captora	1
Total	94

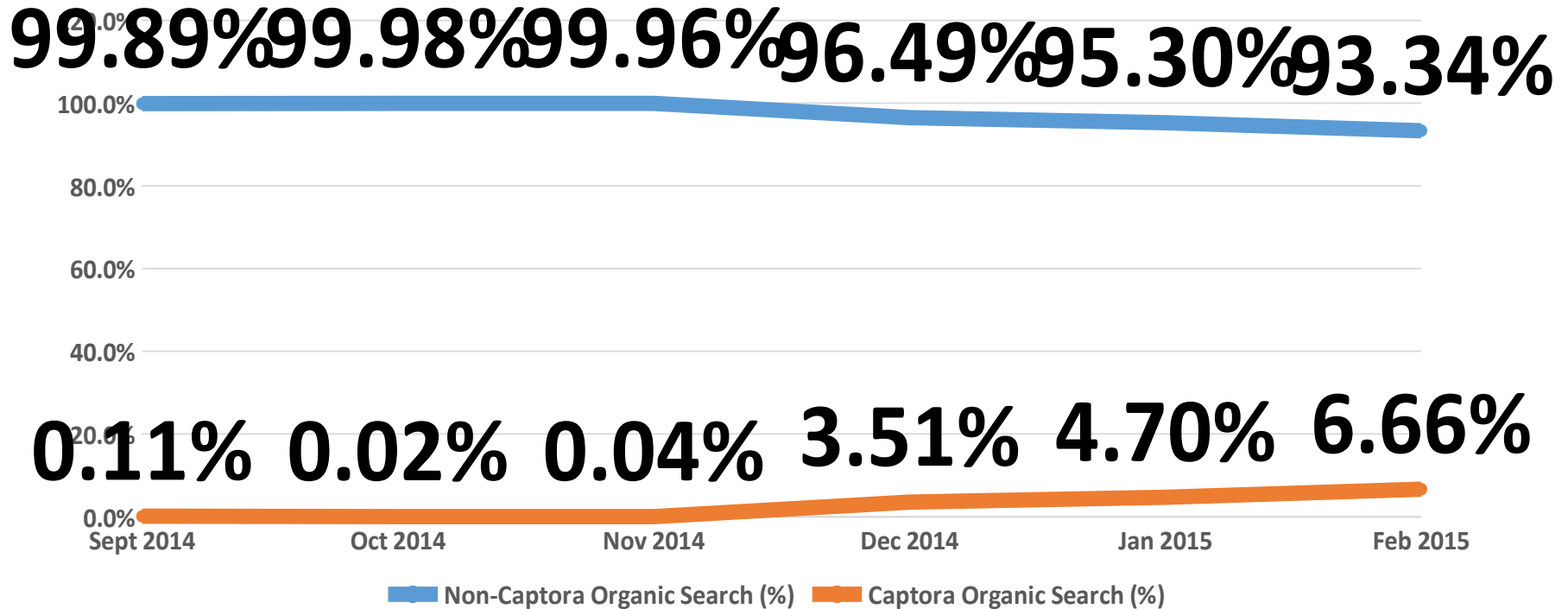
Web: First Campaigns - Oppty Amount & Count - Traffic Source

First Traffic Source	Sum of Amount	Record Count
Website		283
Web		94
Innotas		40
Captora		1
Total		418

First Touch Leads → Opportunities → Pipeline → Wins

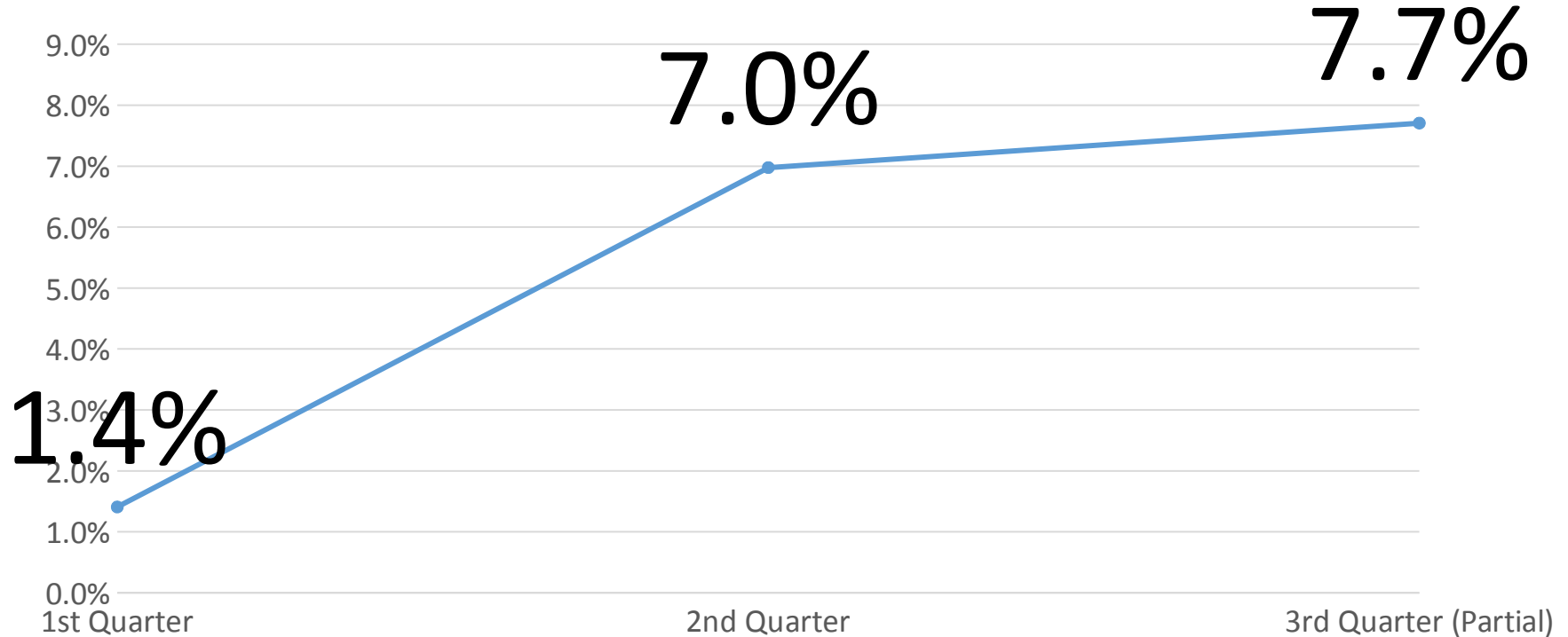
Innotas: Metrics That Matter!

Organic Traffic Trending

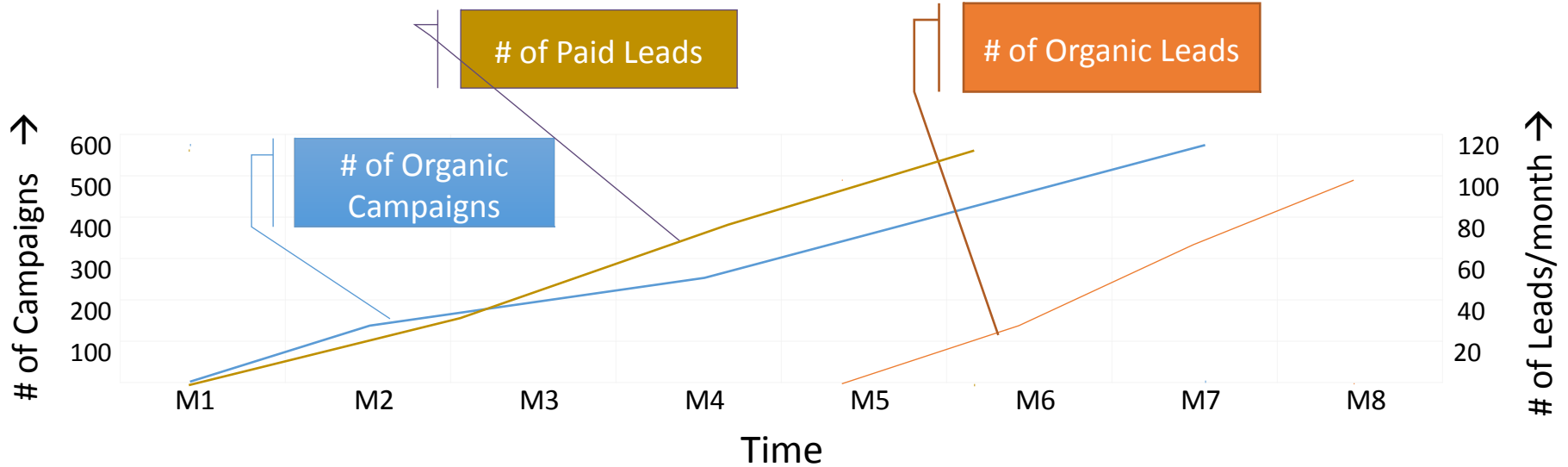


Innotas: Metrics That Matter!

Organic Captora Leads (% of Total Organic)



You Deliver Results At Record Speed



- You can produce Paid Search Application new leads in <2 months
 - **Strategy:** Optimization...increase blended conversion rates by >20%
- You can produce Organic Search Application new leads in <4 months
 - **Strategy:** Expansion...700 Organic Campaigns (new landing pages)

Summary: Tushar Lessons Learned

- Organic takes time....set the right expectations with your CEO & VP of Sales
- By zeroing in on specific demand signals, conversation rates will increase
- Organic is all about quality volume
- Paid is about optimization

Summary: Janelle Lessons Learned

1. [Re] Evaluate Your Needs
2. Be Agile
3. Know THE Metrics
4. Evaluate the Cost- Worth it or Not?
5. Involve stakeholders at the right time

Call to Action

- Create a multi-channel, inbound marketing, plan
 - Beat your visitor/lead goals
 - Track & report conversions by investment over time
- Set goals to beat plan
 - 600+ Organic 1:1 campaigns
 - 1:1 optimized Paid campaigns across the bottom 50%
 - 100% of content investment prioritized and report ROI
- Report results (productivity) to your business case (CAC-based)
- Stop by Booth #615 (a FREE Digital Marketing Assessment)

Thank You!



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Thank You!