HOW TO BUILD THE ULTIMATE CUSTOMER DEMAND GENERATION MACHINE USING MARKETING AUTOMATION

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Bio

- Born in St. Petersburg, Russia
- MBA from UC Berkeley, Haas School of Business
- 15+ years in high tech, digital marketing
- 18 months at Marketo, leading customer cross-sell & new SMB DG

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Today's Agenda

- STRATEGY: Design a winning customer demand generation strategy
- PROGRAMS: Develop and execute programs at scale
- MEASUREMENT: Measure and optimize the results to drive higher cross-sell & up-sell revenue and ROI
- ALIGNMENT: Align Marketing and Sales on the same goals

The Quest of Every Marketer …

Yet, Content Marketers Mostly Focus on Acquisition

21%

To increase loyalty

63%

To build Awareness

67%

To generate demand

12%

To retain customers (cross-sell/up-sell)

34%

To enable sales activities

Source: Forrester/BMA/OMI May 2014 Global Content Marketing Benchmark Online Survey
Q. What are your top objectives for Content Marketing?

Why Upsell & Cross-Sell Pay Off

3-4X

More likely to drive revenue from an existing loyal customer, than a new prospect [1]

81%

Cheaper to upsell to an existing customer than to acquire a new one [2]

1. Marketing Metrics
2. Pacific Crest SaaS Survey

How to Design a Winning Customer DG Strategy?

Step #1. Start With the Goals

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1. Revenue, $$
2. # of Wins
3. # of Opportunities
4. # of SQLs
5. # of MQLs
6. # of Program Successes

Step #2: Understand Your Target Audience

CMO, Mktg. Exec

Dir. of Mktg.

Practitioner

Step #3: Segment Your Customer Base

Step #4: Map Products to Segments & Prioritize

BUY -> Segments	Product A	Product B	Product C	Service Offer	Support Offer	EDU Offer
Segment 1		X	X			
Segment 2		X		X		
Segment 3	X	X				X
Segment 4	X					

Step #5: Design the Programs Mix

Develop and Execute Programs at Scale

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Nurturing is the process of building *relationships* with customers throughout their buying cycle *by engaging them in personalized, relevant conversations*, across multiple channels.

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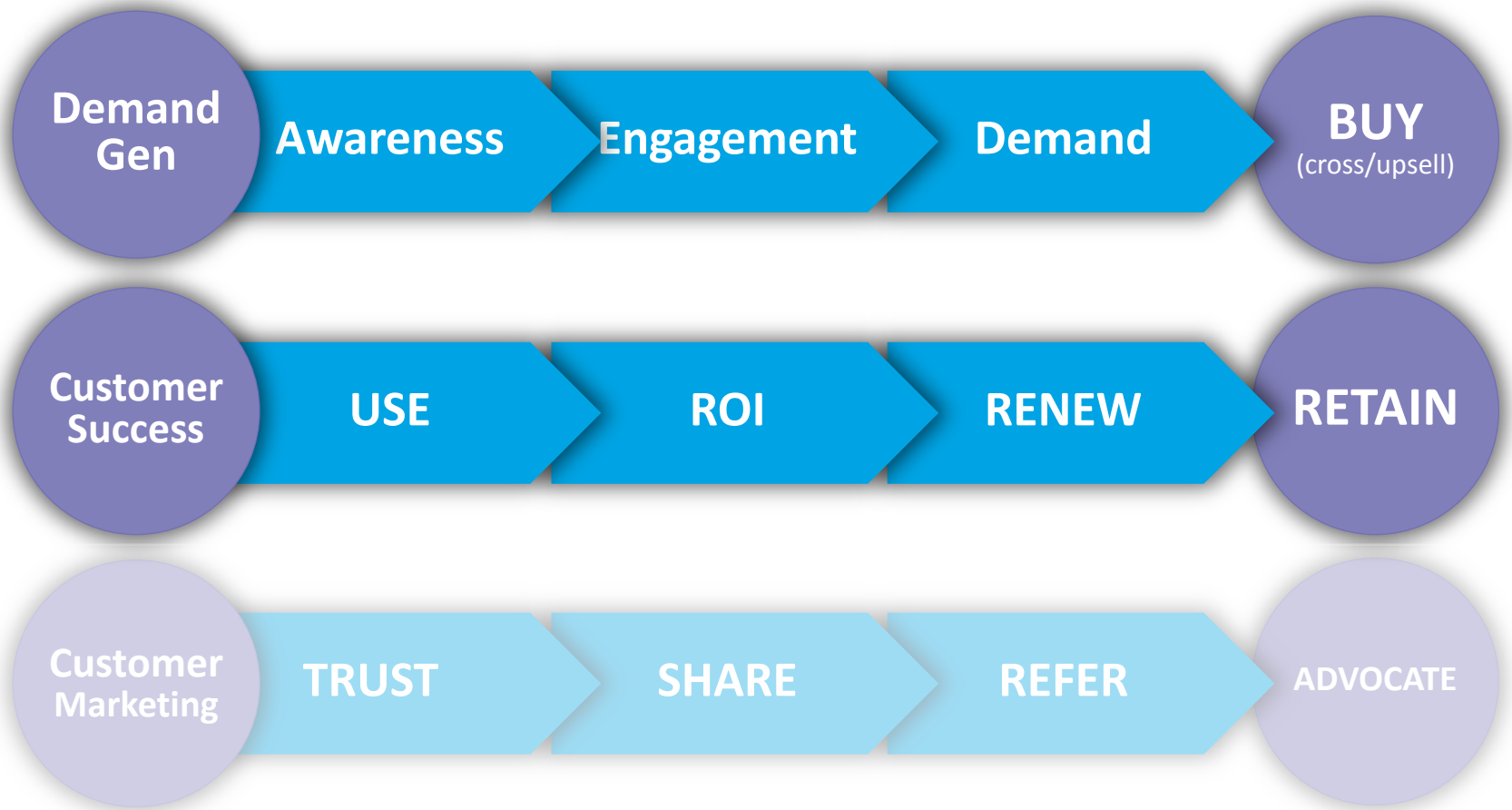
Nurture Goals



Types of Nurture

- Cross-sell Nurture
- Retention Nurture
- Multi-channel Nurture

Cross-Sell Nurture :: Dimensions

Dimensions	1
A	
B	

WHERE: EMAIL STREAMS, CEE

TRIGGERS: PRODUCT INTEREST

- Analytics / Edition Upgrades
- Real-time Personalization
- Calendar
- Mobile Engagement

WHO: SEGMENTS

- Practitioner (B2B/B2C, ENT/SMB)
- Executive

WHAT: CONTENT

- Inspirational, thought leadership
- Why to buy, solution-based
- 4-1-1 rule

Cross-sell Nurture :: Marketo CEE

Notifications: 0 | Calendar Demo | History | Admin | Community | Help

Marketing Practitioner | Streams | Setup | My Tokens | Members

Marketing Activities...

- Email Offer - Demo
- FinServ Virtual Event 2015
- FinServcs Virtual Event
- Government Virtual Event
- Regional Events- East Coast
- Sponsored Emails
- T-1000 Product Launch
- Customer Journeys
  - Chicago Roadshow
  - Heads of Marketing
    - Enterprise Marketing Exec/Dir
    - Marketing Practitioner
    - SMB Marketing Exec/Director
  - Journey Workflows
    - Add to Nurture
- Data Management

New | Program Actions | Add Stream

View: Content

ENC - RTP Nurture

Every 2 weeks on Wed | 8:00 AM PDT

- Nurture - Asset - Web Personalizati...
- Nurture - Asset - Unmask Inbound ...
- Nurture - Asset - Website as Perso...
- Nurture - Asset - Account-Based M...
- Nurture - Asset - RTP with Google ...
- Nurture - Asset - Who, What, and ...
- Nurture - Asset - RTP: Top 5 Use C...

ENC - Calendar Nurture

Every 2 weeks on Tue | 8:00 AM PDT

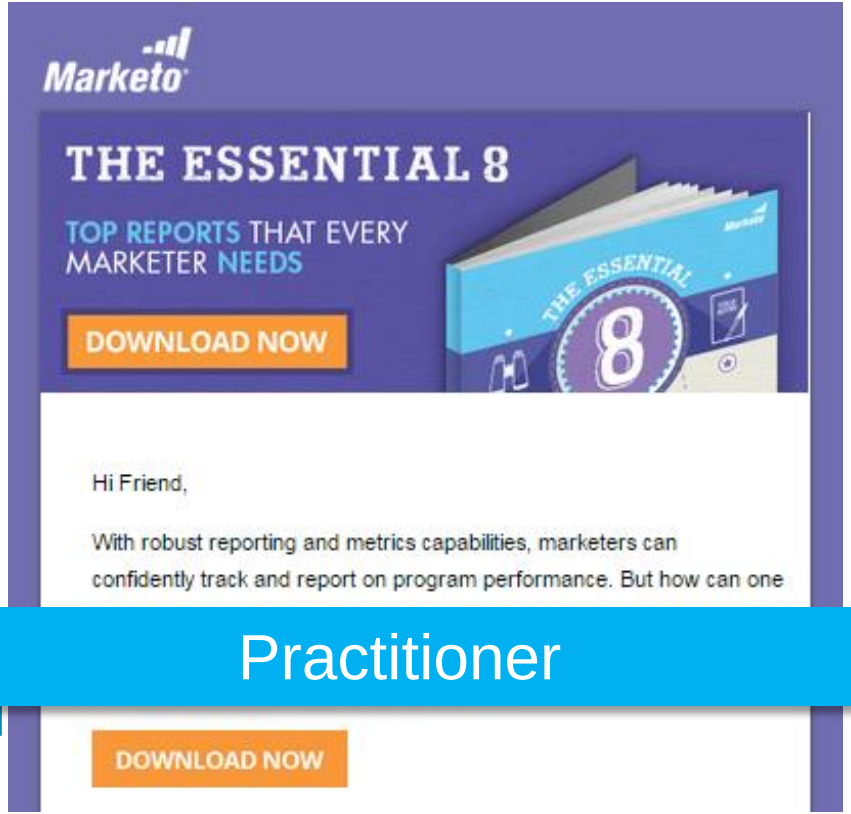
- Nurture - Asset - Marketing With a ...
- Nurture - Asset - Marketing Quarte...
- Nurture - Asset - Intro to Marketin...
- Nurture - Asset - Activate Your Cal...
- Nurture - Asset - Calendar Demo (...

ENC - Edition Upgrade Nurture

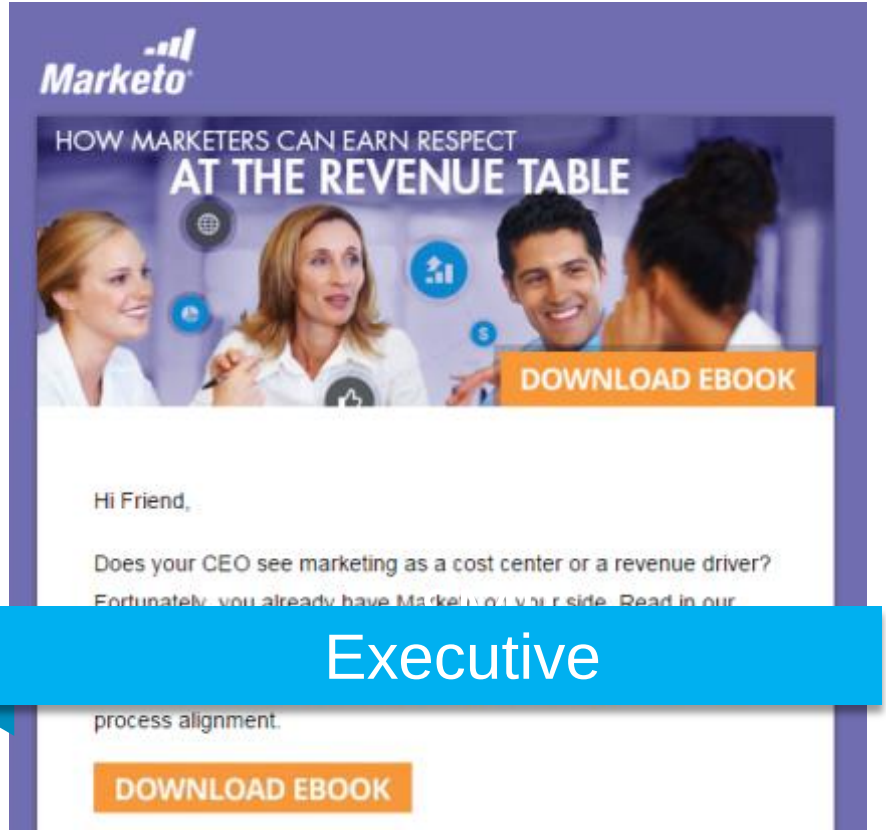
Every 2 weeks on Thu | 7:45 AM PDT

- Nurture - Asset - What to Test in Y...
- Nurture - Asset - Marketing Measu...
- Nurture - Asset - 2015 Sample Soci...
- Nurture - Asset - The Essential 8 R...
- Nurture - Asset - Marketo Social M...
- Nurture - Asset - How Marketers C...
- Nurture - Asset - Fun with Webhoo...

Cross-Sell Nurture :: Email Example



Practitioner



Executive

Retention Nurture :: Dimensions

Dimensions	1
A	
B	

WHERE: EMAIL STREAMS

TRIGGERS: PRODUCT USAGE

- # of email, landing pages, forms
- use triggers, A/B testing, nurture, personalization, events/webinars, basic reporting
- scoring/lead management, advanced analytics

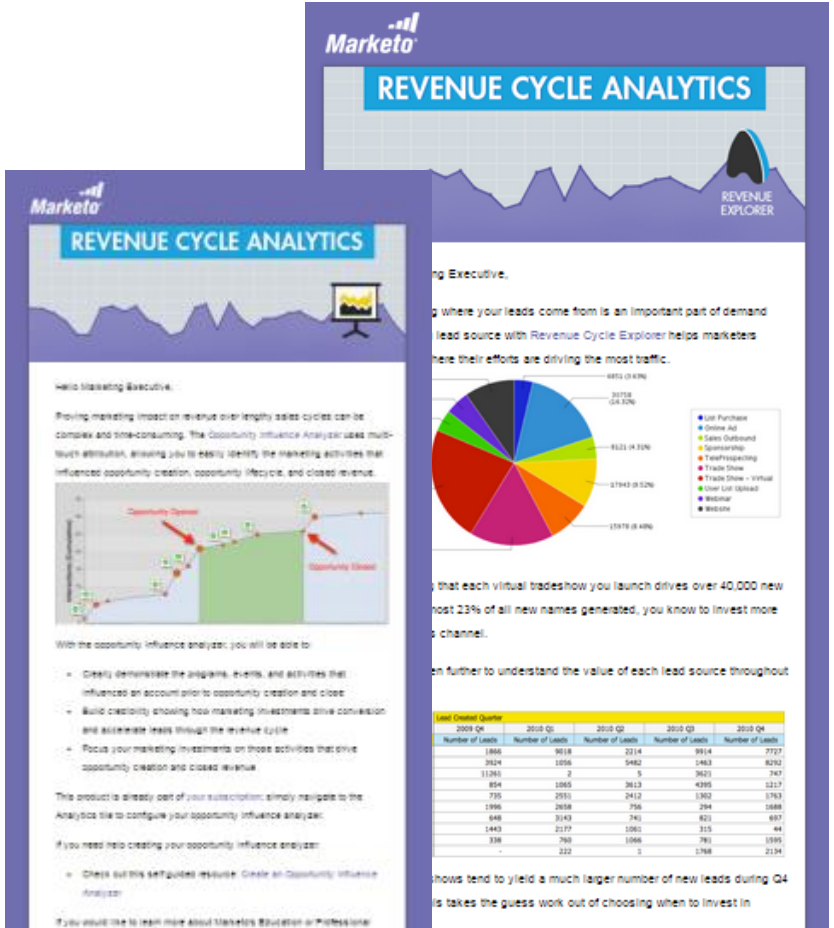
WHO: SEGMENTS

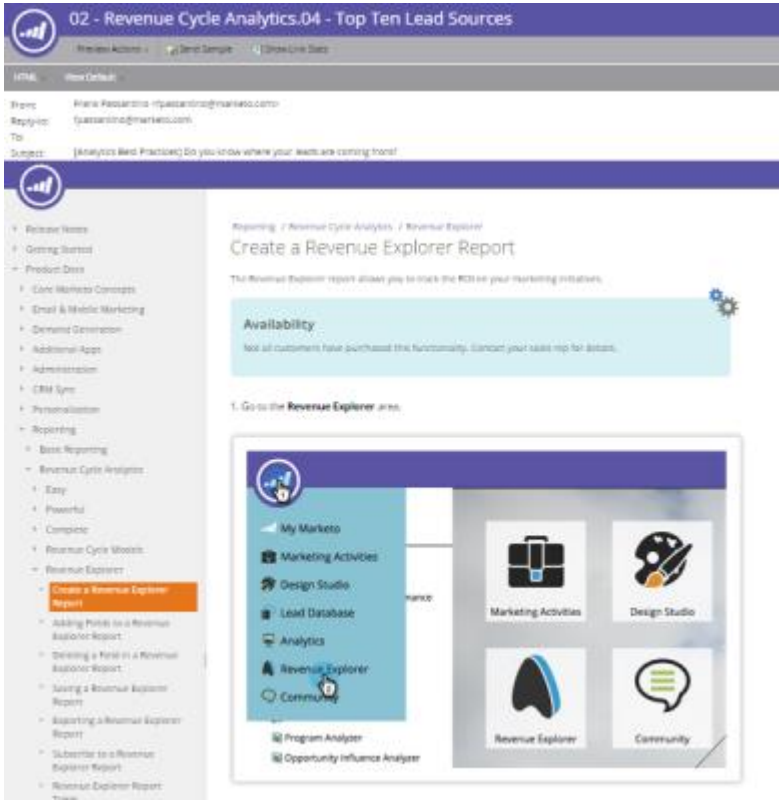
- Practitioner (novice, intermediate or advanced user)
- Executive

WHAT: CONTENT

- Educational, best practices
- How-to
- Tips & Tricks

Retention Nurture :: Email Example





Multi-Channel Nurture :: Main Concept

Respond

Listen

Multi-Channel Nurture :: Dimensions

Dimensions	1
A	
B	

WHERE: WEB, SOCIAL STREAMS

TRIGGERS: CHANNEL & TOI PREFERENCES

- Topics: social, analytics, personalization, best practices, mobile
- Vertical

WHO: SEGMENTS

- Practitioner (B2B/B2C, ENT/SMB)
- Executive

WHAT: CONTENT

- Inspirational, thought leadership
- Why to buy, solution-based
- 4-1-1 rule

Multi-Channel Nurture :: Website Personalization

Email Marketing, Lead Management, Lead Nurturing, Social Marketing, and more...

RESOURCE CENTER | MARKETING BLOG

Lead Nurturing For Beginners and Experts
Read The All New Definitive Guide

DOWNLOAD THE GUIDE

The Economist Intelligence Unit & Marketo
Explore The Next Era of Marketing

SEE WHAT'S NEXT

Learn the Basics
This eBook Ha

DOWN

Get hundreds of best practices on topics including Marketing Automation,
Email Marketing, Lead Management, Lead Nurturing, Social Marketing, and more...

RESOURCE CENTER | MARKETING BLOG

The Essential 8 Marketing Reports
Find out What They Are Now

DOWNLOAD EBOOK

Prove, and Improve, Your Marketing ROI
Focus on the Metrics that Matter

DOWNLOAD THE EBOOK

Land Your Goals with Your Marketing Calendar
Learn How in This eBook

DOWNLOAD EBOOK

Multi-Channel Nurture :: Engage Everywhere

Website, Display, Social

Measure and optimize the results to drive revenue and ROI

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What to Measure :: Consider Your Audience

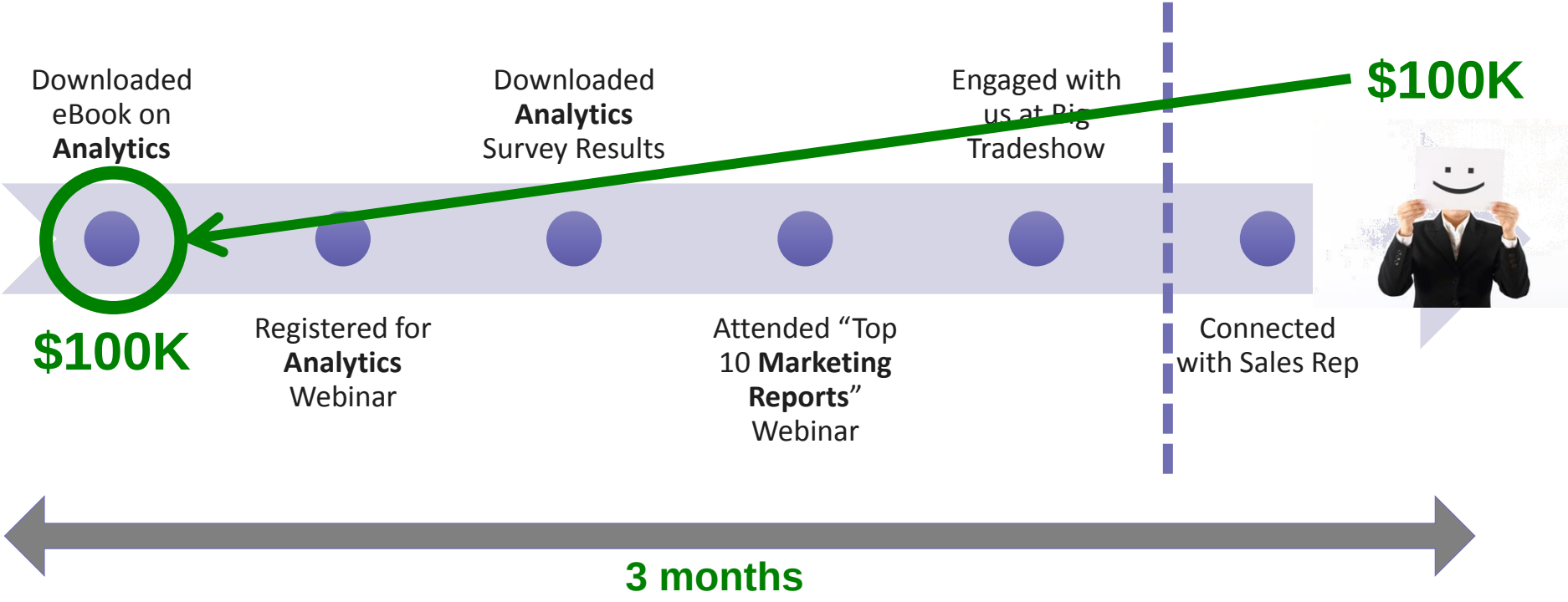
Engagement Metrics

1. Program Successes
2. Downloads, attendance
3. CTR, CTO, Unsubscribe rates
4. Act Nows, Call Nows

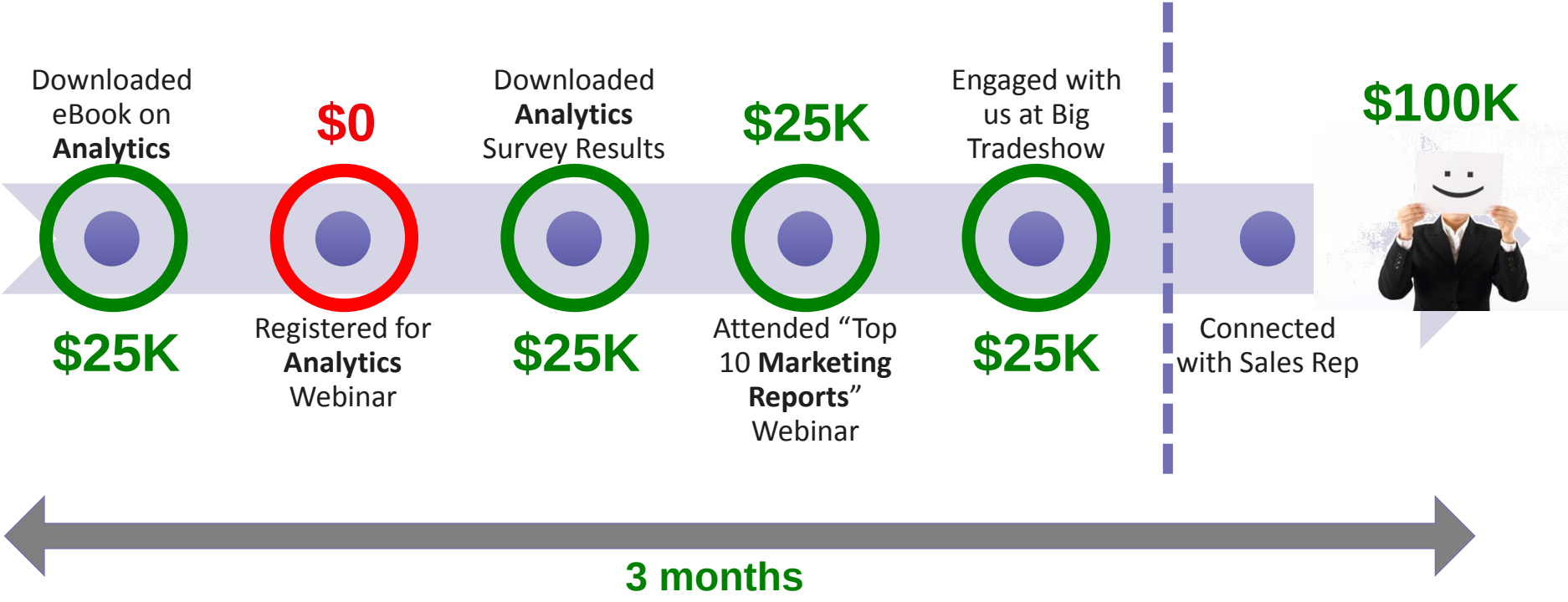
Revenue Metrics

1. MQLs, SQLs
2. Opportunities
3. Pipeline
4. Revenue, ROI

First Touch Attribution



Multi Touch Attribution



Design Programs to Be Measurable

Example:

Nurture Program One Set –Up Complete	Engagement Score = 70	With Optimizations, Engagement Score = 80	4x the # of fast leads (<1 month) compared to pre-nurture	2x the # of MQLs compared to pre-nurture	2x the # of opportunities
Jan	Feb	Apr	May	May	Jun

Align Marketing and Sales on the Same Goals

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Agree on Definitions

- Program Success
- Marketing Qualified Lead (MQL)
- Sales Qualified Lead (SQL)
- Opportunity (BANT)
- Act Now, Call Now (Priority)

Align Teams to Big Picture Goals

- Display full HD views of your programs calendar and goals on office walls
- Provide visibility to sales, C-suite and business stakeholders

Use Scoring

- Sort Score
  - Demographic (fit)
  - Behavior (activity)
  - Decay (inactivity)
- Asset scoring
- Product interest scoring
- Deal size & account scoring

Latent Behaviors (Engagement)	Active Behaviors (Buying Intent)

• Early Stage Content: +3
• Attend Webinar: +5
• Visit any Webpage/Blog: +1
• Visit Careers Pages: -10
• Decay Inactivity: -1, -5, -10
	• Pricing Pages: +10
	• Watch Demos:
	  ◦ +5 Overview
	  ◦ +10 Detailed
	• Mid-Stage Content: +8
	• Late-Stage Content: +12
	• Searches for Branded Keyword "Marketo": +8

General MQLs or Product MQLs?

- Marketo example: transitioned from general MQLs to Product MQLs
  - Based on Product Interest score
    - Threshold: x points
  - Can be an MQL for multiple products at once
  - Can become an MQL once every 3 months

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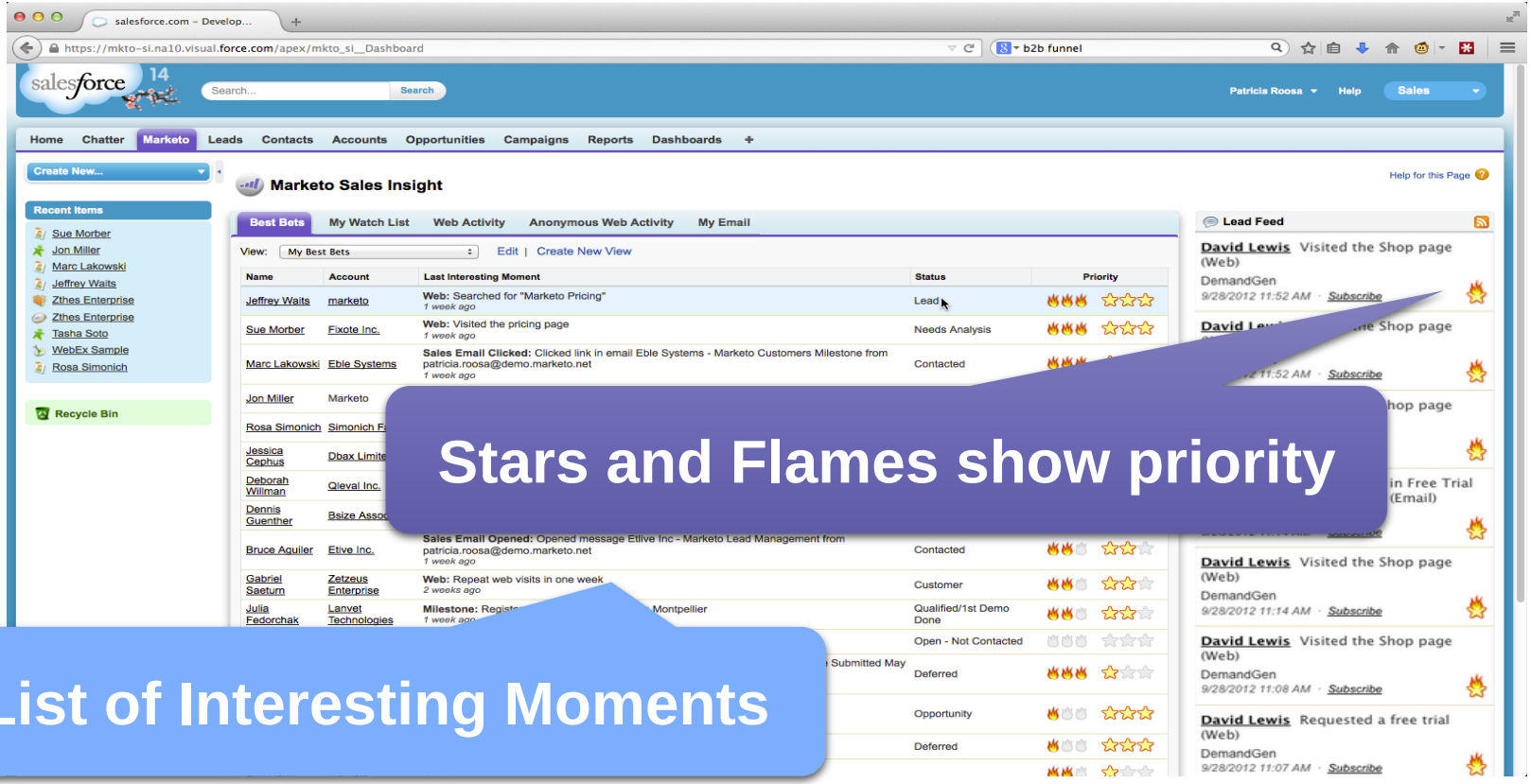
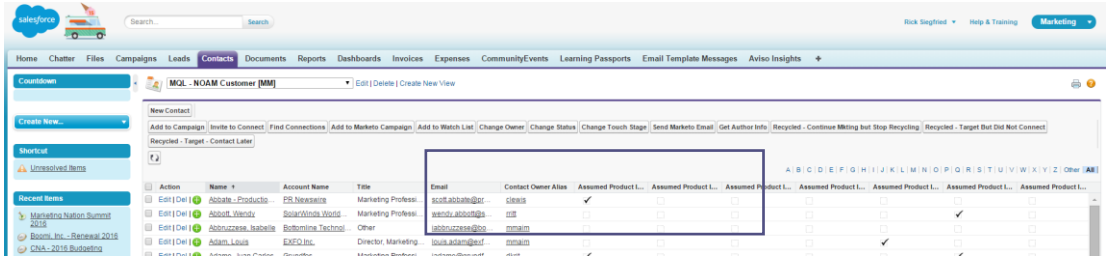
Define Hand-Off Process

Prioritize Leads for Sales



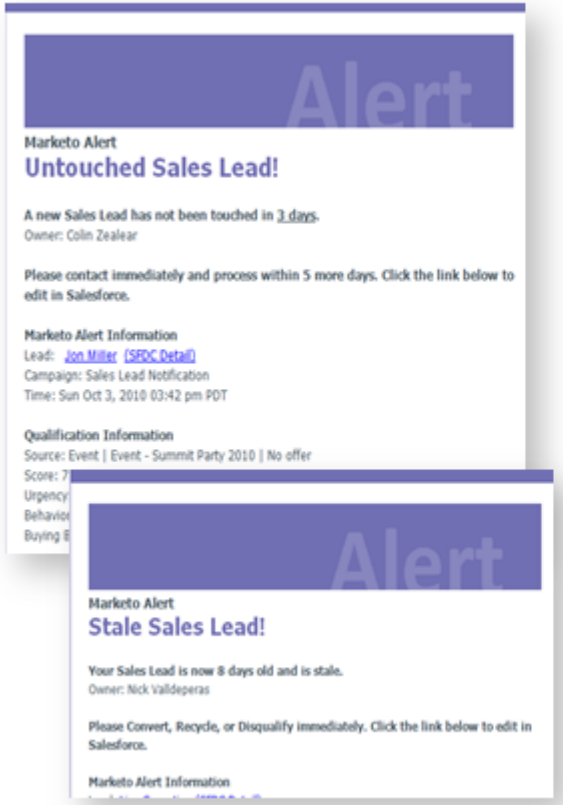
Create Special Views for Sales

- Focus on MQLs & Act Nows
- 100% visibility
- Easy 1-step follow-up process



Contact owner	Assumed Product Interest - RTP
cport	✓
mkoss	✓

Enforce SLAs: No Lead Left Behind



Day 0	Notification
Day 1	If untouched, reminder
Day 2	If untouched, reminder cc boss
Day 3	If untouched, alert executives
Day 7	If stale, reminder
Day 8	If stale, reminder cc boss
Day 9	If stale, alert executives

Communicate & Train Frequently

- Weekly email updates
  - Monday “To help you sell” email
  - Thursday global forecast notes
- Weekly SDR / Sales / Mktg. meetings
- Monthly training for SDRs and new hires
- Quarterly business reviews
- Ongoing conversations

Takeaways

1. Focus on driving revenue first throughout the ENTIRE customer lifecycle
2. It's 81% cheaper to upsell to an existing customer than to acquire a new one*
3. Design your programs to be measurable
4. Create personalized experiences across multiple channels
5. Don't set it and forget it – have regular checks and balances for scoring and input from sales

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Source: Pacific Crest Saas Survey

email mobile social web events

Learn more at Marketo.com or visit Marketo Booth #202

marketing automation

analytics and attribution

account based marketing

Thank you! Questions?

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