

Marketing Automation For The New Buyer's Journey

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MARKETING

provides air cover



SALES

takes down deals



Unified Experience



Personalized Experience



Unified Experience



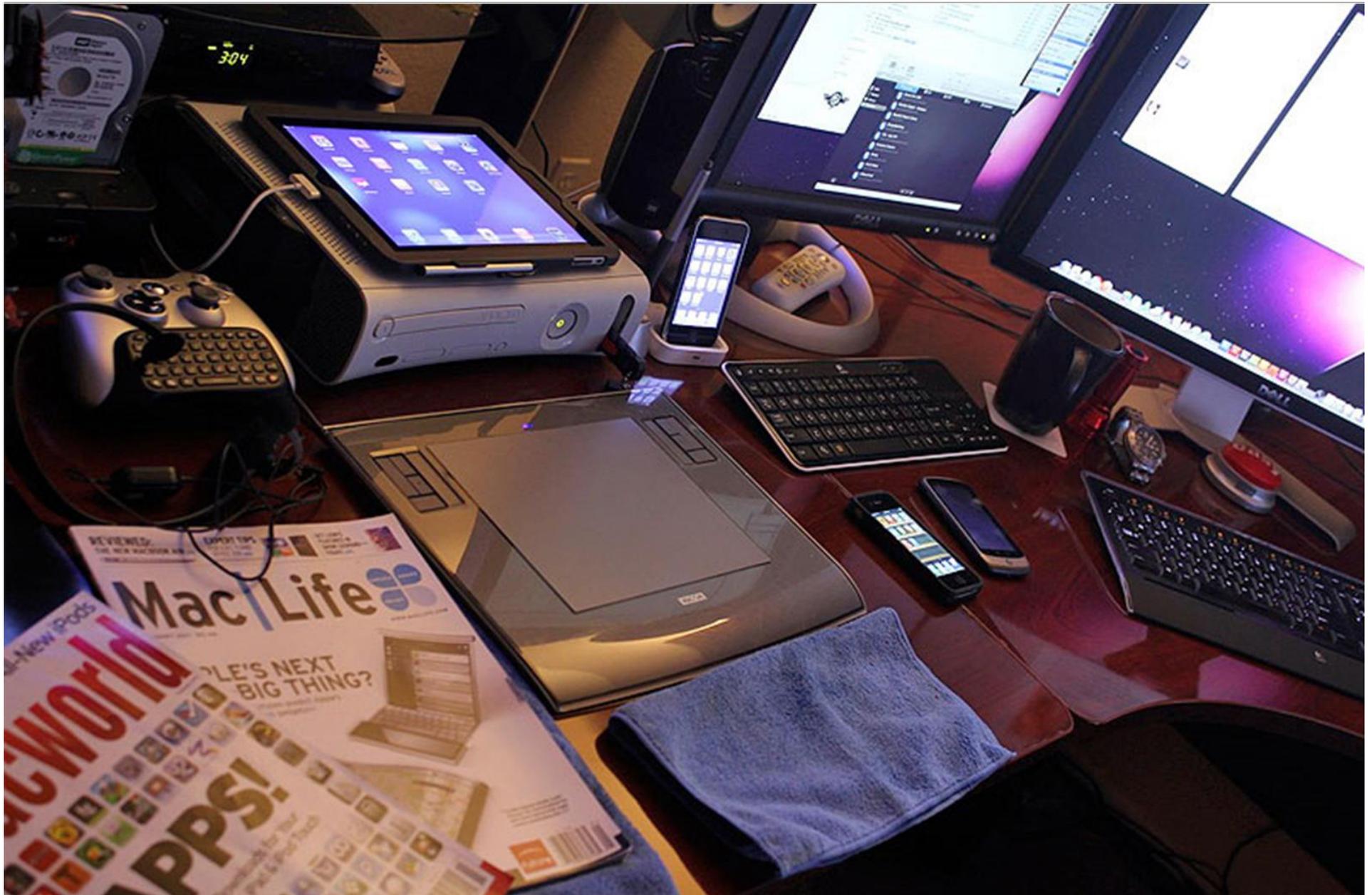
Personalized Experience



Isolated



Informed & Hyper-connected



Who is the Modern Buyer?



CONNECTED

5 HOURS

avg. time spend
online per day
(US Adults)

1 Billion

worldwide
smartphone
subscriptions

SOURCES:

Kleiner Perkins Caufield Byers, December 2012

Google Internet Data, May 2013

eMarketer, July 2013

Velaro 2012

EMPOWERED

78%

start the buying
process with a
web search

50%

seek referrals
from social media
and peer reviews

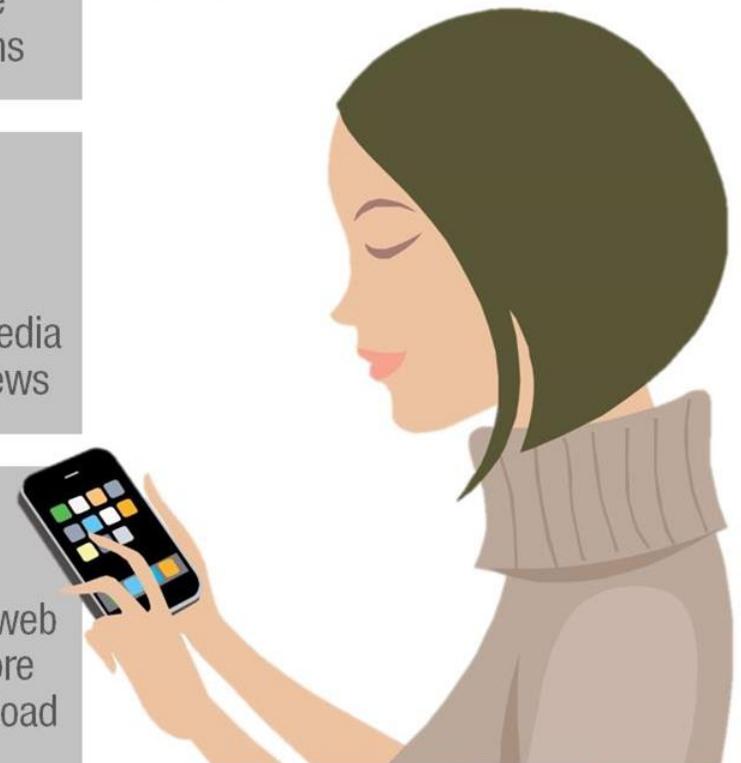
IMPATIENT

60%

expect access to
customer service
within 60 sec.

1 OUT OF **4**

people abandon a web
page that takes more
than 4 seconds to load



ACCESS TO
INFORMATION

+

ACCESS TO CHOICE

BUYER CONTROL

The Buyer's Journey has Changed...



BUYERS control the new buying process

78% start the buying process with a web search

50% turn to social media and peer reviews

Larger buying teams are spending more time in the evaluation

Vendor control over the buying process is over!

70%

of the buying process is now complete by the time a prospect is ready to engage with Sales

-SiriusDecisions



Marketing plays a role across the life-cycle



Today the customer dictates the actions and messages that marketing and sales should take.

MARKETING AUTOMATION

is the

science & technology

that enables you to

streamline, automate,

and **measure marketing tasks**

that

grow revenue and

improve customer relationships

What Comprises Marketing Automation?



Every time a prospect interacts with your brand -
IT MEANS SOMETHING



So track, measure, and analyze every interaction
TO SELL SMARTER

Digging Deeper: Three Layers of Buyer Insight



Demographics



Psychographics (Persona)



Behavior

What Can We Do With It?



Pro-active, targeted outreach



Active Cultivation with Lead Nurturing



Targeted Attention to Likely Buyers



360 View of Buyers / Complete Insight



How Do I Start?



STAGES

How do your customers make purchase decisions?

Map out the exploration & decision steps.

ACTIVITIES

What do you need to do to get in front of buyers in each step?

Map out tactics & required content.

SYSTEMS

What technical systems do you need to support your activities?

Map out your required technology stack.

How Do I Start?

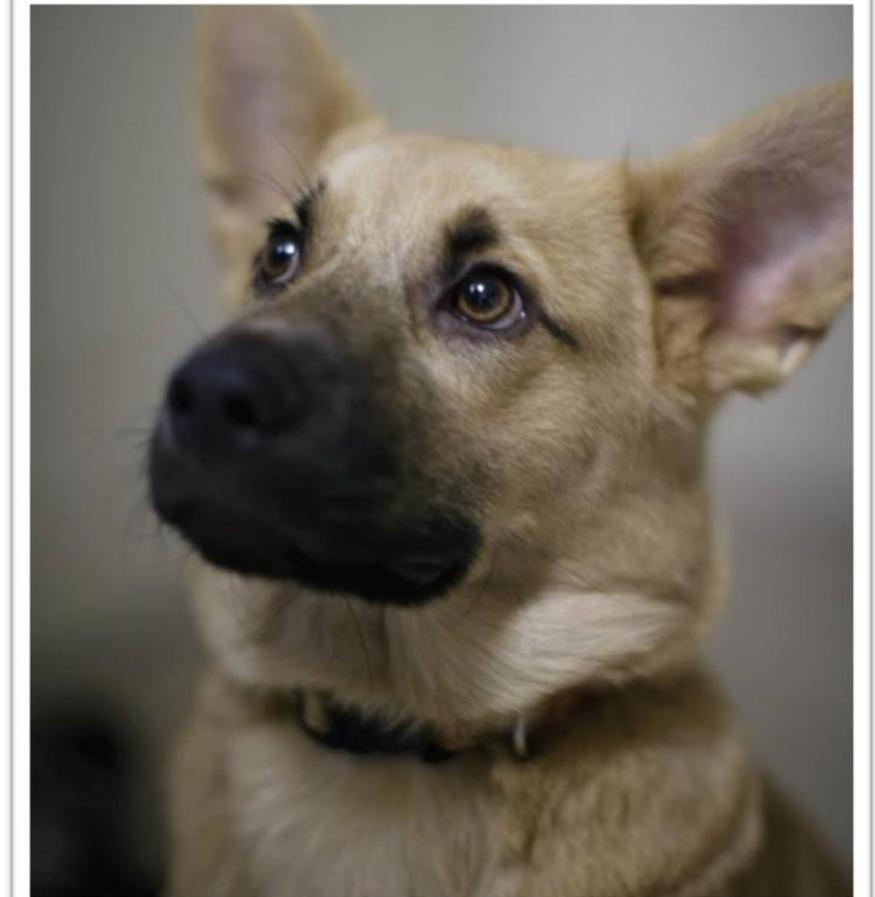
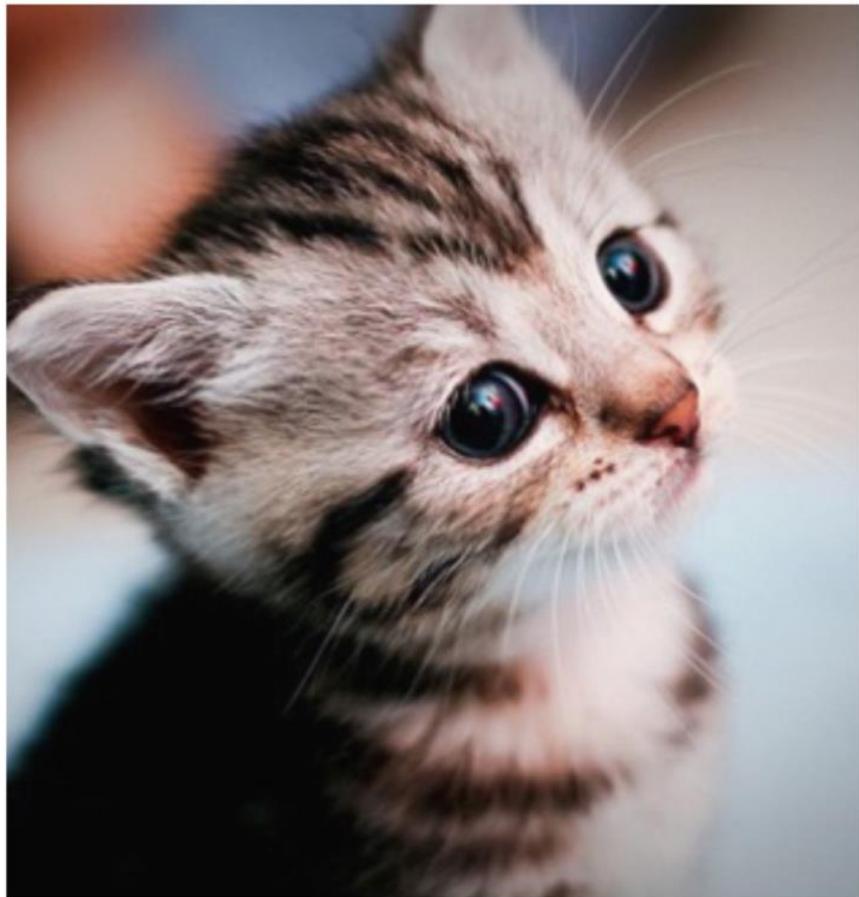




Marketing

-vs-

Sales



MARKETING & SALES EXPERIENCE ISSUES with the *Lead Generation Process*



68%

of companies have not identified or attempted to measure their sales funnel.



65%

of companies have no defined lead nurturing process.



79%

of marketing leads are never converted to sales.

UP TO 70%

of sales leads are not properly leveraged or are completely ignored, thus wasting marketing program dollars.

80% of the prospects deemed
“bad leads” by sales go on to
buy within 24 months

- Automatically give points to leads based on behaviors or profile attributes
- Allows marketing & sales to sort and prioritize leads
- Marketing can nurture leads with lower scores before passing off to sales
- Re-establishes trust

Scoring Rules Help

Assign a numeric value to each type of response listed below.

Each addressee's behavioral score will be the sum of these numeric values for his or her individual response types. You can create lists based on those behavioral scores.

[Update Scoring Rules](#)

Profile	Score
VP Marketing	<input type="text" value="20"/>
Executive Officer	<input type="text" value="25"/>
Student	<input type="text" value="-100"/>
Recruiter or Job Seeker	<input type="text" value="-100"/>

[Add Profile Condition](#)

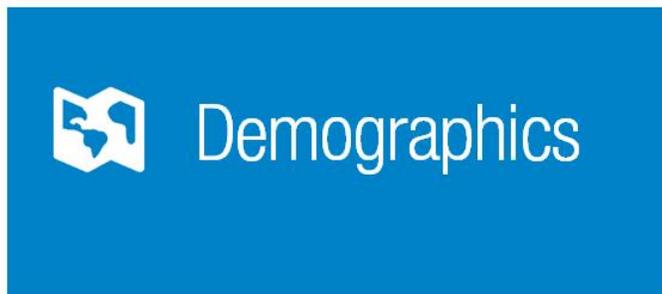
Activity	Pick Time Period	Score
Was sent a message	All	<input type="text" value="0"/>
Opened a message		<input type="text" value="5"/>

Lead scoring gives your company an objective system for ranking your leads.

Most scoring systems use ranking criteria that fall into two categories:

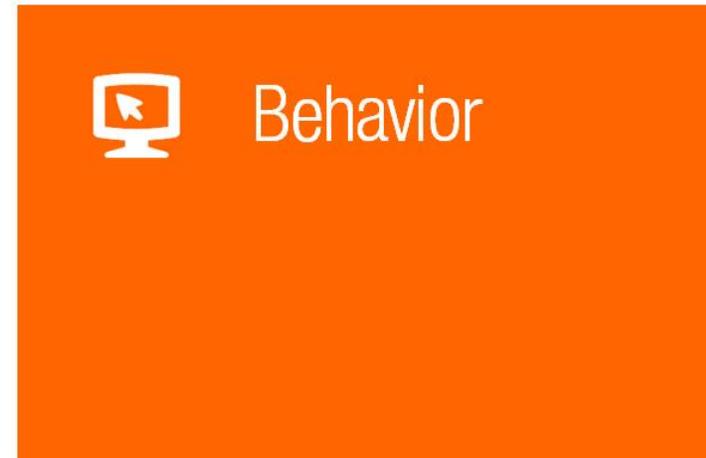
Group 1: Profile

Is the user qualified to buy?



Group 2: Behavior

Is the user engaged w/ the brand?

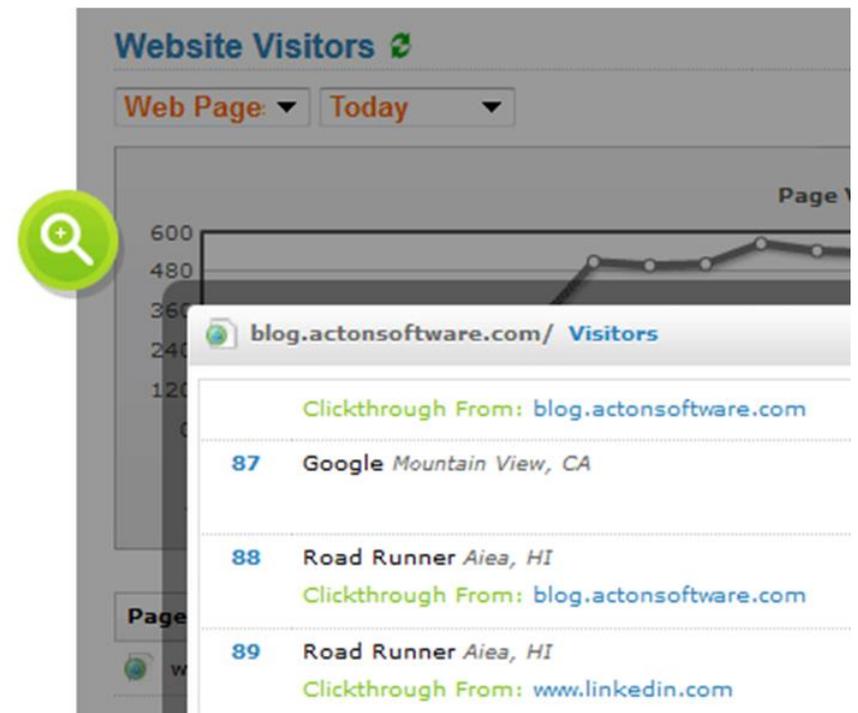


Real-time notifications

- Know when prospects or customers visit the site (or even a key page)

Timely engagement

- Be alerted when prospects are most likely ready for a conversation



Sales Intelligence



- Use every engagement opportunity to **learn more**
- **Share profile data with sales** – both demographic and behavioral information
- Gathering intelligence will **save sales time** and make will allow them to tailor their conversation to the individual

William Adeoshun Send Edit Delete Close

Master List

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Overview | Website | Mailings | Forms | Webinars | Media | Custom | All

Website Page Views 79 Site Visits 26	E-mail Sent 48 Opened 28 Clicked 9	Forms Views 24 Submits 14
Webinars Registered 2 Attended 1	Media Downloads 12	Bounce & Opt-Out Opt-Out 0 Bounce 0

Total Score 323 for all time

Outbound First 414 Days Ago Most Recent 2 Days Ago	Inbound First 414 Days Ago Most Recent 2 Days Ago
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Better engagement with prospects

Nurturing results in a 47% increase in average order value, as compared to non nurtured leads

Source: Annuitas Group

Faster sales cycle

Companies using marketing automation see a 70% faster sales cycle than those who don't

Source: Bulldog Solutions

More revenue

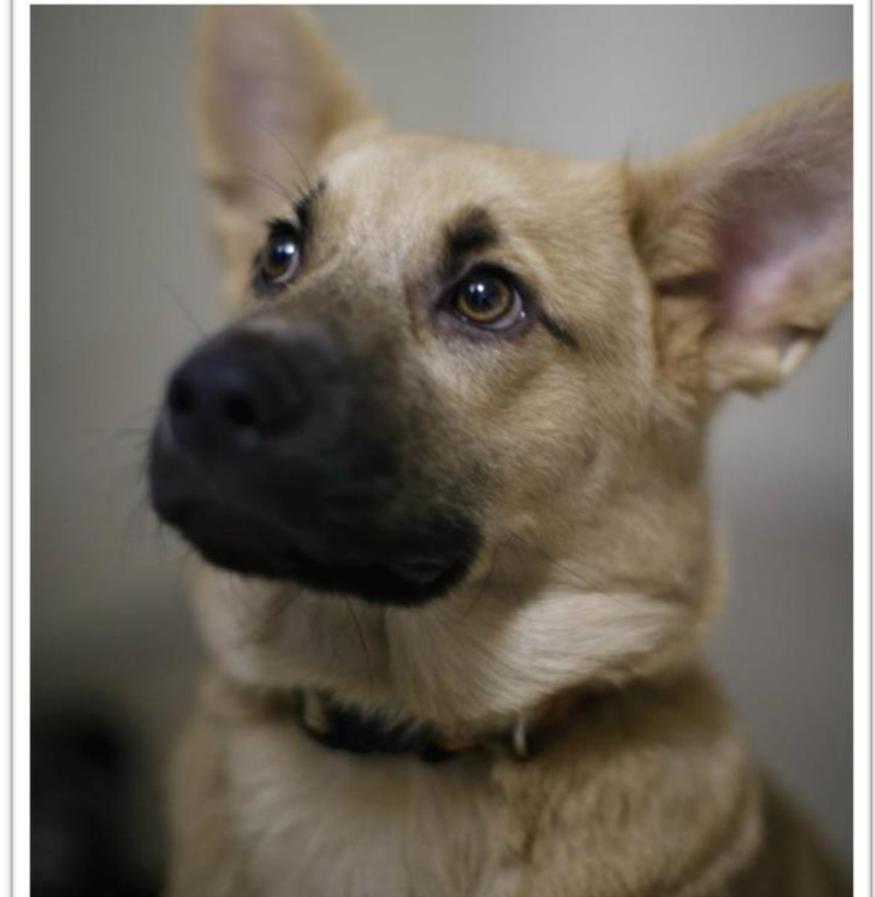
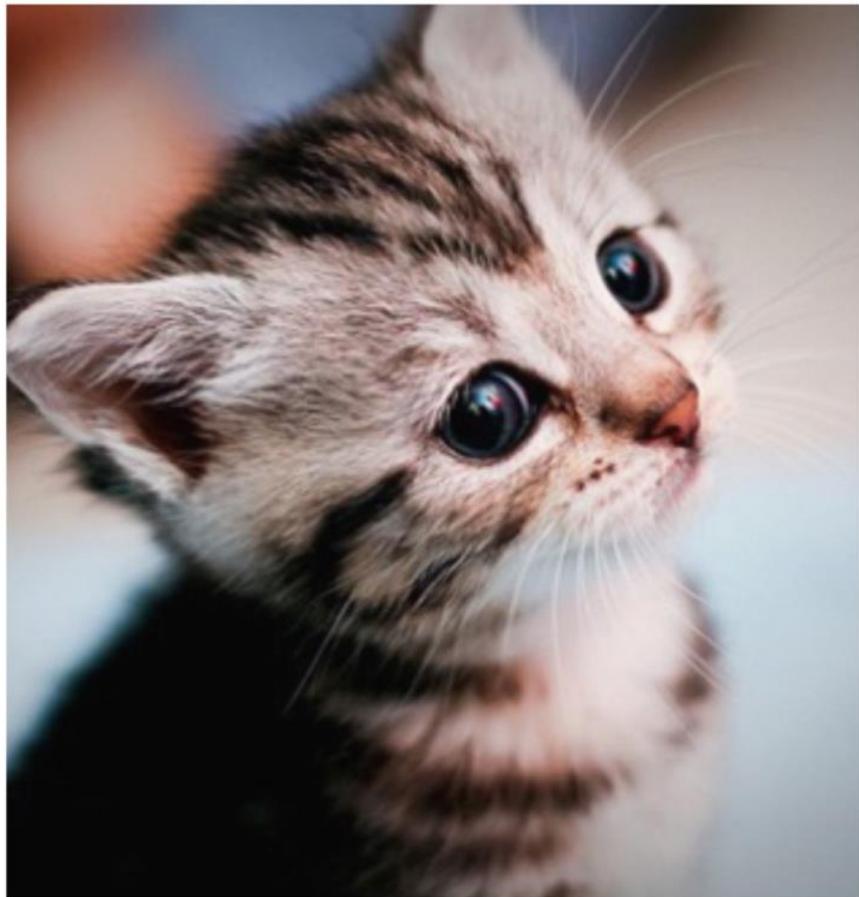
Sales teams in companies using marketing automation see a 54% increase in quota achievement than those that don't

Source: Bulldog Solutions

Marketing

-vs-

Sales



Marketing **-with-** Sales



Questions?