

B2B MARKETING ROI ENGINE

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B2B ROI MARKETING

- MARKETING IS AN ROI GENERATOR TO BE EVALUATED ALONG WITH OTHER INVESTMENTS
- ROI MARKETING BUILDS ON EXPERIENTIAL LEARNING TO DATE WITH A CLEARLY PRIORITIZED STEP BY STEP PLAN

MARKETING IS THE STEWARD OF OPPORTUNITY

- OPPORTUNITY GENERATION
 - SALES LEADS
 - NEW PRODUCTS, NEW MARKETS
- OPPORTUNITY MANAGEMENT
 - PRODUCT ROADMAP
 - SALES FUNNEL OPTIMIZATION

MARKETING ROI SOURCES

- IMPROVED ALLOCATION OF MARKETING INVESTMENT TO HIGHEST PAYOFF LEADS, CAMPAIGNS, CHANNELS, ACTIONS TO SUPPORT GROWTH AND/OR MARKETING COST REDUCTION
- BETTER PROSPECT, CUSTOMER AND COMPETITOR UNDERSTANDING AND INTELLIGENCE
 - REDUCED SALES CYCLE ELAPSED AND EXPENDED TIME – SUCCEED QUICKLY, FAIL FASTER
 - INCREASED LEAD>OPPORTUNITY>CLOSE CONVERSION RATES AT GRANULAR CRITICAL GATE/TRIGGER STEPS

MARKETING IS WORKING WHEN

- SALES HAS “ENOUGH GOOD LEADS” TO MAKE THEIR NUMBERS WITH CURRENT SALES PRACTICES, AND WITHOUT HAVING A “WHAT DO WE DO THIS MONTH?” MEETING EVERY MONTH
- SALES AND MARKETING COLLABORATE FREQUENTLY AND POSITIVELY
- YOU KNOW WHY YOU ARE WINNING AND LOSING IN EACH LINE OF BUSINESS AND WITH EACH TYPE OF PROSPECT OR ACCOUNT
- YOU KNOW WHAT YOUR MARKETING ROI IS ON EVERY MARKETING CHANNEL, PROGRAM & CAMPAIGN AND HOW IT IS TRENDING
- EVERYONE CONTRIBUTES TO MARKETING WITHIN A WELL-DEFINED PLAN



CORE MARKETING WORK

- UNDERSTAND THE CUSTOMER JOURNEY – NETWORK OF CONVERSATIONS
- UNDERSTAND THE COST AND EFFECTIVENESS OF ALL CURRENT MARKETING ACTIONS
- DATA STRATEGY AND PLAN
- LONGER TERM OPPORTUNITY MANAGEMENT

UNDERSTAND THE CUSTOMER JOURNEY

- WHO BUYS WHAT, HOW, WHEN AND WHY?
 - SEGMENT, SEGMENT, SEGMENT
- WHAT CONVERSATIONS DO YOUR PROSPECTS AND CUSTOMERS EXPECT AND NEED TO BE RESOLVED?
 - SUBJECT MATTER UNDERSTANDING AND CUSTOMER NEEDS ALIGNMENT
 - RISKS AND PRODUCT/SERVICE PERFORMANCE, INVESTMENT ADVISABILITY
 - PARTNERSHIP TRUST
- WHAT ARE THE QUESTIONS FROM AND TO PROSPECT/CUSTOMERS THAT DETERMINE RESOLUTION OF EACH CUSTOMER JOURNEY CONVERSATION?

UNDERSTAND THE CUSTOMER JOURNEY

- FOR EACH PURCHASE CASE/SEGMENT, DECONSTRUCT THE CONVERSATION SEQUENCE FROM LEAD TO CLOSE (AND BEYOND) INTO CRITICAL CONVERSION STEPS
 - LEAD TO OPPORTUNITY QUALIFICATION
 - OPPORTUNITY PROGRESSION
 - BUSINESS TRACK
 - PRODUCT/TECHNICAL TRACK
 - CLOSING
 - CUSTOMER SUCCESS AND ACCOUNT MANAGEMENT
 - REPEAT AND EXTENDED BUSINESS
 - REFERRALS

DETAILED EXAMINATION OF CUSTOMER CONVERSATIONS WILL IDENTIFY GO/NO-GO GATES AND CONVERSATION PROGRESSION (CONVERSION) TRIGGERS

COST AND EFFECTIVENESS OF MARKETING ACTIONS

- HOW MUCH DOES A SALES EMAIL COST? A CALL? A CONFERENCE CALL?
- HOW MUCH DOES A WEB PAGE VISIT COST?
- IS IT WORTH DOING A BLOG, BLOG POST? WEBINARS? VIDEOS?
- WHAT IS THE COST OF SOCIAL MEDIA?
- WHAT IS THE CONVERSION RATE FOR EACH ACTION/ ACTIVITY?
- WHAT IS THE CONVERSION RATE TREND FOR EACH ACTION/ ACTIVITY?

DATA STRATEGY & PLAN

- CUSTOMER JOURNEY DATA
- SALES AND MARKETING EFFECTIVENESS DATA
- THE MISSING DATA ELEMENT – TIME PER STAGE/CONVERSION GATE
 - ELAPSED
 - EXPENDED
- MARKETING INTELLIGENCE
 - PROSPECTS
 - CUSTOMERS
 - COMPETITORS
 - RELEVANT TRENDS

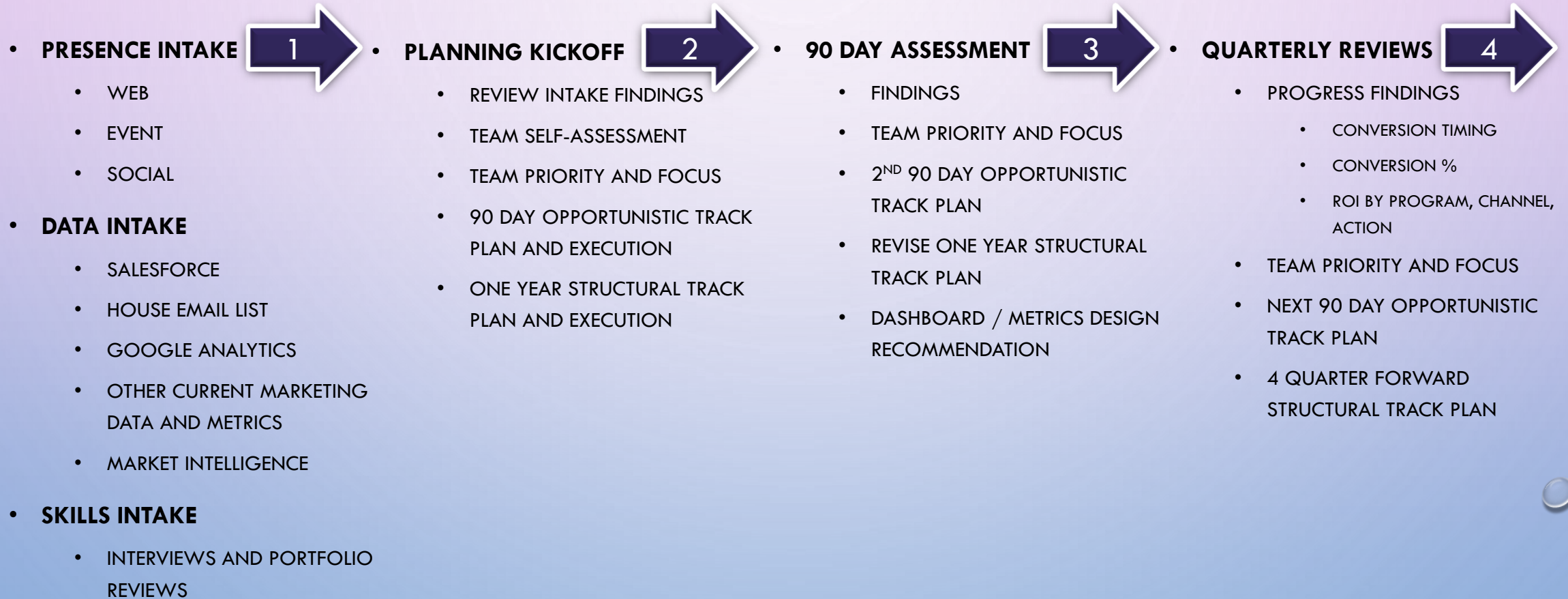
LONGER TERM OPPORTUNITY MANAGEMENT

- MARKETING STRATEGY, PRODUCTS AND ROADMAP, AND BRANDING
 - NEW BUSINESS / NEW MARKETS ACCELERATION
 - PRODUCT ACCELERATION – NEW PRODUCTS AND ROADMAP MANAGEMENT
 - LONG TERM OPPORTUNITY GENERATION AND MANAGEMENT – TRUST CONVERSATIONS (BRANDING)

MARKETING ROI EXECUTION - PARALLEL TRACKS

- INFORMED OPPORTUNISM
 - IMPROVE HANDLING OF KNOWN CONVERSATION GATES AND TRIGGERS
 - E.G. EMAIL CAMPAIGN THAT ANTICIPATES AND HANDLES A COMMON QUESTION/OBJECTION
 - OPTIMIZE HIGH LEVERAGE MARKETING ACTIONS THAT ARE ALREADY WORKING
 - SUSPEND INVESTMENT IN MARKETING ACTIONS THAT ARE NOT WORKING
- STRUCTURAL
 - PROACTIVE PLAN AND EXECUTION TO EXPAND AND OPTIMIZE CONVERSATION NETWORK
 - PRIORITIZE – FOCUS TIME AND INVESTMENT

MARKETING ROI ENGINE STARTUP



WHAT ABOUT MARKETING AUTOMATION?

- THERE IS NO SALES PITCH FOR MARKETO, HUBSPOT OR PARDOT ANYWHERE IN THIS DECK
- MARKETING AUTOMATION IS BOTH AN OPPORTUNITY AND DANGER, NOT A PANACEA
- K.I.S.S. IS THE KEY TO SUCCESS IN MARKETING AUTOMATION
 - DO THE MOST IMPACTFUL THING FIRST AND MASTER IT BEFORE FRAGMENTING ATTENTION AND ENERGY
 - MANUALLY PROCESS AND MODEL EVERY CHANNEL/PROGRAM/CAMPAIGN YOU PLAN TO AUTOMATE UNTIL YOU UNDERSTAND THE KEYS TO SUCCESS – BE AN INFORMED CUSTOMER OF THIS TECHNOLOGY.
- IF YOU USE A CRM YOU ARE ALREADY PREPARING FOR OR DOING MARKETING AUTOMATION
- EXCEL IS NOT A DIRTY WORD

MARKETING PYRAMID

WHERE ARE YOU, ARE YOU EFFECTIVELY REACHING UPWARD?



PROGRAM RESOURCES

PROGRAM DESIGN AND GUIDANCE

- BOB KIMBALL

SPECIALTY EXPERTISE AS NEEDED

PROGRAMS AND CAMPAIGNS

- EMAIL AUTOMATION
- LANDING PAGES
- WEB
 - DESIGN
 - SEO
 - INBOUND – LINKS, LANDING PAGES AND BLOG
 - TARGETED/SEGMENTED PPC
- REFERRAL AUTOMATION
- TARGETED SOCIAL AND VIDEO
- EVENTS
- PR
- TRADITIONAL ADVERTISING & PROMOTION

DATA AND ANALYTICS

- Salesforce or other CRM
- Intelligence
- Google and Bing Analytics
- Marketing Automation
 - *Email Marketing*
 - *Inbound*
 - *Multichannel*
- Custom analysis – Excel



THANK YOU