An Introduction to Marketing Automation

The process; The content; The benefits

www.nusparkmarketing.com, @nusparkmktg
About NuSpark Marketing

- eMarketing Firm focusing on lead generation, lead management, content marketing
- Founded in 2010; Team members average 20 years of experience
- Philadelphia based; virtual team of experts
- Provides the process, content, and consultation for firms that implement marketing automation
Agenda

- Problems and Issues
- The Marketing Automation Solution
- Preparation
- Implementation
- Measurement
- Costs
Mission Critical

- B2B marketing executives are under great pressure to increase their marketing department’s contribution to generating revenue.

- For companies serving buyers that make high-consideration purchases marketers need to communicate with potential buyers at every stage of their problem-solving cycle, providing them with information that is targeted to their needs, role, intent, and interest level.
Overview of the Demand Generation Funnel
The Problem

ISSUE 1:
Marketing hands off leads too early. Unqualified leads waste sales’ time.

ISSUE 2:
Sales cherry picks leads, letting longer-time-frame leads leak out.

ISSUE 3:
Marketing spends more to recapture lost leads.
Sales & Marketing Fight

Marketing Says:
“We send Sales qualified leads and they fall into a black hole.”

Sales Says:
“Marketing wouldn’t know a qualified lead if they met one.”
The Lead Issues

- Only 20% of leads are followed up on
- 70% of leads are disqualified due to budget, lack of timing, etc
- 80% of “bad leads” do go on to buy within 24 months
- 73% of companies have no process for requalifying leads
- 80% of sales after the 5th contact

Source: Sirius Decisions
One More Stat

"... on average 16% of the total leads that are deemed 'sales-ready' opportunities actually close. The difference between a successful company and a mediocre company lies in how the remaining 84% of already qualified opportunities are handled."

- Source: Aberdeen Research
Sales Initiatives

Sales Effectiveness Initiatives Planned for 2011

Top Sales Effectiveness Initiatives for 2011

- Revising/Enhancing Lead Generation Programs: 48.9%
- More Closely Aligning Sales and Marketing: 39.6%
- Revising Sales Process: 32.7%
- Improving Sales Rep Access to Information: 30.4%
- Analyzing Customer’s Buying Process: 30.4%
- Enhancing Sales Team Communications: 29.7%
- Evaluating/Implementing New/Additional CRM: 28.4%
- Revising Sales Tools: 25.4%
- Revising Sales Team Structure: 24.4%
- Revising Channel Strategy: 22.7%
- Revising Compensation Program: 21.8%
- Revising Sales Rep Hiring Strategy: 15.1%

Figure 3

CSO Insights
2010 Study
Sales Wants More Qualified Leads

2011 Sales Performance Optimization – Sales and Marketing Alignment
How would sales rate the quality/quantity of leads generated by marketing?

Quality/Quantity of Leads Generated by Marketing

- Needs Improvement 63.3%
- Meets Expectations 25.5%
- Exceeds Expectations 5.0%
- NA 6.3%

CSO Insights
2010 Study

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The Solution: Marketing Automation

- Marketing automation is simply a “software as a solution” (SaaS) system that allows you to target audiences throughout various stages of the buying cycle with relevant messaging and content that further influences a lead to become a sale.

- Marketing automation provides the solution to many companies’ objectives:
  - Improves the quality of leads that are passed on to sales
  - Optimizes conversion or profitability from various sources of leads
  - Measures marketing performance more effectively
Today’s Buyer
The B2B Buyer Behavior of Today

- Buyers do more research on their own.
- Buyers have increased the time they spend talking to peers and colleagues about business problems and investigate solutions on their own before engaging with vendor sales reps.
- Marketing Automation monitors which messages buyers respond to and what information buyers consume and then to use that data to deliver additional information that helps buyers move to the next stage of the problem-solving buying cycle.
The B2B Buyer Behavior of Today

- There are fewer active buying cycles.
- While buying cycles are getting longer, a smaller percentage of buyers are in active buying cycles at any one time.

**Marketing Automation listens for buying signals being sent by potential buyers as they interact with content, scores them based on their propensity to be in an active-buying mode, and sends those who are deemed worthy of sales to the appropriate salesperson.**
The B2B Buyer Behavior of Today

- More stakeholders are involved in buying decisions.

- More people affect the purchase decision than in the past, including top management, IT, finance, and procurement.

- Marketing needs to deliver information that explains the offerings and business outcomes as they relate to each influencer. Marketing Automation manages this level of detail.
What It Looks Like
What Can Be Done with Marketing Automation

- Lead Generation
  - Manage online and offline campaigns
  - Import email addresses and send personalized emails
  - Social Media monitoring and integration
  - Build landing pages to capture responses
What Can Be Done with Marketing Automation

- Lead Nurturing
  - Capture source and digital activities of each prospect
  - Create webforms to gather intelligence from prospects
  - Score prospects based on form responses, web behavior, email activity
  - Execute multi-step campaigns tailored to different groups
  - Use visitor behavior to trigger campaigns
What Can Be Done with Marketing Automation

- Improved Sales Integration
  - Data synchronized between marketing and sales systems/CRMs
  - Leads sent to sales based on lead score and actions
  - Alerts sent to sales based on website behaviors
  - Reports on revenue generated by leads from marketing
More Marketing Automation Benefits

- Marketing’s response times are much shorter. If there is a short term need for a particular campaign, it’s now much faster to design and roll out.

- Marketing Automation gives marketing teams better metrics on how their campaigns are performing, and more options to improve those campaigns.

- Sales will receive more qualified leads, with more information about each lead.

- Rather than sending a segmented list of leads to sales, they can now get a prioritized list of leads, sorted by lead score.

- Successful implementation helps align the Marketing and Sales departments by increasing communication and transparency between departments.
According to B2B Companies

Top Reasons Driving MA Adoption

- Need to increase new customer acquisition revenue: 57%
- Lack of visibility in the sales pipeline: 29%
- Inability to engage prospects with relevant marketing messages: 25%

Source: Aberdeen Group, January 2010
I’m Sold. What Next
Preparation

- Senior Management Buy-In
  - Emphasize relationship marketing and the benefits as outline in this deck.

- Choose the right solution
  - Compare a list of “must-needs” and “nice-to-have” features and compare features with vendor costs and value. Sales and Marketing should both be involved with the decision process.
Preparation

- Review database size and rate of growth; some vendors charge by size of database, or estimated emails per month

- All Marketing Automation systems sync with Salesforce.com plus others, depending on the platform. The vendor selected will have to integrate with your CRM if you have a platform other than Salesforce (SugarCRM, Microsoft Dynamics, for example)
Preparation: The Lead to Revenue Process

- Align Sales & Marketing; Learn the definition of a quality lead

- Define a marketing-qualified lead
- Determine how leads should be scored for prioritization

- Define a sales-ready lead
- Determine how leads should be passed to sales and tracked

- Define a pipeline opportunity
- Determine how sales should follow up and provide feedback on leads
Implementation!
Assess existing database records; reassure quality

- Remove out of date records
- De-dupe and cleanse
- Re-segment based on lead definition
- Prioritize by target groups or accounts
- Prepare to upload into Marketing Automation system by lead category
Start at the Top of the Funnel

Generate Awareness

Customer is not aware they have a problem, or that your product category exists

Get Found

Customer has a problem and is looking for a solution
Lead Generation Plan

- Lead capture strategy
  - Magnetic content
  - Landing pages/microsites
  - Targeted media plan
    - Pay per click, online display, email sponsorship, print, direct mail, trade show, social media, purchased lists

- Quick Plug: *NuSpark Marketing* manages all this
What attracts website visitors

Content: White Papers, demos, seminars

Inventory Management
Optimize inventory management capabilities. Free white paper.
www.e2open.com/LearnAboutIPC

Inventory Management
On-Demand Inventory Management. Simple & Intuitive. View Demo!
www.redprairie.com/Inventory

Detect and resolve problems before they reach your customers.

Register for our seminar series.
Click to a Landing Page with Webform

Suffering from dead inventory, filling and shipping delays, and frequent back orders? Breathe life into your inventory and boost profits while lowering operating costs.

This white paper arms industrial manufacturers with tips and tricks for inventory management.

**Learn about:**
- Recognizing that dead stock is dead inventory.
- Using gross margin vs. adjusted margin.
- Boosting profitability with management technology.

**Maximize Profits Immediately:**
Gain access INSTANTLY to our complimentary white paper on *Inventory Management: Analyzing Inventory to Maximize Profitability* by completely the form to your right.

Gather Intelligence for lead scoring

Built separate or within Marketing Automation
Another Example

Managing Inventory in Uncertain Times: A Modern Road Map to Profitability

Learn how to reduce inventory costs in this complimentary guide for supply chain executives.

Optimizing inventory isn’t easy. Volatile customer demand plays havoc with forecasting, sourcing strategies extend lead times, and promotional activity causes further spikes and troughs.

Download this white paper and discover:

- A sensible, 3-stage approach to establishing best-in-class inventory management capabilities
- Case studies highlighting multi-million-dollar savings, reduced days in inventory, and lower expediting costs
- How to build the business case for new processes and technologies that enable greater visibility, collaboration, and control across your entire demand-supply network

Questions? Comments?
Contact E2open:
Email us or call (650) 845-6500

E2open, Inc.
4100 East Third Avenue, Suite 400
Foster City, CA 94404

We respect your right to privacy. View our policy.

First Name:

Last Name:

Job Title:

Company Name:

Business Email Address:

Phone Number:

Get the White Paper Now

Most Marketing Automation systems offer Progressive Profiling; meaning no need to collect duplicate info from prospects- instead new data fields are offered to existing prospects.
Landing Pages Best Practices

- Clearly promotes benefits in bullet-point form
- Very relevant to the campaign
- Present your value proposition
- Striking image; bold headline
- Trust copy; testimonials, case studies, alliances
- Strong call-to-action with easily found form or phone number
- Minimize web form fields to reduce form abandonment
It can also be a Website (SEO now is important)

Download a PDF, or View a Video

Research a Product
Website Lead Generation

You need to disclose a bunch of information before we can let you download this informative and intriguing document.

First Name*: Bob
Last Name*: Businessman
E-mail Address*: bob@bobbusinessman.com
Company: Bob Businessman, Inc.
Business Phone: 949-555-1234
Receive our newsletter?: Yes

And the prospect enters a drip email program, or, a nurturing sequence

Again, the form is filled out
Lead Captured!

Now comes the part where the process differs from email platforms
Lead are Scored

- Lead Scoring is a method of assigning points to each prospect. Points are assigned based on specific criteria you set. Attributes rated are:

  Form submit info (title, purchase decision),

  Website behavior (pages visited, content downloads),

  Email behavior (click to website or additional content)
The Lead Scoring Process

- Reference back to the Universal Lead Definition
  - Profile Your Ideal Customer
  - Make a list of attributes
    - Who they are
    - What They do
  - Prioritize attributes
  - Determine a scale and assign scores for each attribute
  - Provides a basis for web form fields as well
**Utilize a Lead Scoring Matrix to Develop Rankings**

### Lead Scoring Matrix

<table>
<thead>
<tr>
<th><strong>Explicit Categories</strong></th>
<th><strong>Score</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Category</td>
<td>Detail</td>
</tr>
<tr>
<td>Title</td>
<td>B2B</td>
</tr>
<tr>
<td>Industry</td>
<td>3-5</td>
</tr>
<tr>
<td>Employees</td>
<td>3-5</td>
</tr>
<tr>
<td>Department</td>
<td>5</td>
</tr>
<tr>
<td>Decision Time Table</td>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Implicit Categories</strong></th>
<th><strong>Score</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Category</td>
<td>Detail</td>
</tr>
<tr>
<td>Industry</td>
<td>3-5</td>
</tr>
<tr>
<td>Employees</td>
<td>3-5</td>
</tr>
<tr>
<td>Decision</td>
<td>5</td>
</tr>
<tr>
<td>Within 6 months</td>
<td>5</td>
</tr>
<tr>
<td>Longer than 6 months</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Adjustments</strong></th>
<th><strong>Score</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>No email activity in 30 days</td>
<td>5</td>
</tr>
<tr>
<td>No website activity in 30 days</td>
<td>5</td>
</tr>
<tr>
<td>Personal Email</td>
<td>5</td>
</tr>
<tr>
<td>Incomplete Form</td>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Score Outcomes</strong></th>
<th><strong>Number of categories</strong></th>
<th><strong>10</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Maximim Points</strong></td>
<td><strong>60</strong></td>
<td></td>
</tr>
</tbody>
</table>

### Action Ranges

<table>
<thead>
<tr>
<th>From</th>
<th>To</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>75</td>
<td>100</td>
<td>Send to CRM</td>
</tr>
<tr>
<td>50</td>
<td>74</td>
<td>Nurture</td>
</tr>
<tr>
<td>35</td>
<td>49</td>
<td>Nurture</td>
</tr>
<tr>
<td>0</td>
<td>25</td>
<td>Nurture</td>
</tr>
</tbody>
</table>

### Website Activity

<table>
<thead>
<tr>
<th>Activity</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Us</td>
<td>Notify sales team</td>
</tr>
<tr>
<td>Immediate Decision</td>
<td>Notify sales team</td>
</tr>
</tbody>
</table>

### Notes
1. Score all protected category items 1-10.
2. Add 5 points to any item deemed priority.
3. Determine any adjustments and negative scores.
4. Add up categories and max score potential.
5. Determine action ranges and outcomes.
6. Nurture each range uniquely.

Again, Marketing Automation tracks prospect engagement behavior with your website, content, and emails
Leads are Routed to CRMs once an Agreed Upon Grade is Reached; Denoting a Sales-Ready Lead

- Sales only follows-up with high graded leads; eliminating the time and effort to contact those not ready to buy, or not interested
- Marketing Automation is synced with CRMs either automatically or with manual mapping of fields

Salespeople can view marketing activity on their CRM
## Samples of how Sales can be Alerted

<table>
<thead>
<tr>
<th>Function</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity Alerts</td>
<td>The marketing automation system will send an alert to sales reps when a lead performs a certain behavior, such as visiting a web page.</td>
</tr>
<tr>
<td>Assign Leads to Sales Reps</td>
<td>Users can create rules in the marketing automation system that will assign and transfer a new lead to a sales rep based on certain criteria.</td>
</tr>
<tr>
<td>Campaign Integration</td>
<td>Campaigns from the marketing automation system will synchronize with the CRM system so that you can tie revenue back to campaigns to measure ROI.</td>
</tr>
<tr>
<td>Campaign Triggers</td>
<td>Campaigns can be triggered based on certain lead behaviors or changes in the CRM system. Lack of contact, for example, could trigger a campaign.</td>
</tr>
<tr>
<td>Send Leads Based on Campaign Rule</td>
<td>The marketing automation system will send a lead to sales reps through the CRM system after a lead completes an activity in a campaign flow.</td>
</tr>
<tr>
<td>Send Leads Based on Score</td>
<td>The marketing automation system can send a lead to sales reps through the CRM system when the lead reaches a specific lead score.</td>
</tr>
</tbody>
</table>
Question: How Will the Lead Become a Sale via Marketing Automation?

- Answer: Lead Nurturing

- Deliver relevant content to prospects
- Designed to move the recipient forward in the sales process
Nurturing within the Funnel

Building relationships with qualified prospects regardless of their timing to buy, with the goal of earning their business when they are ready.

“The art of maintaining permission to stay in front of your buyers as they educate themselves”
Create Drip Email Campaigns

MA Vendors use different formats; but the same strategy when creating nurture flows, i.e. scheduling email campaigns that include content links
Nurturing Flows Utilize Dynamic Logic to shift Email Messaging/Content Distribution based on Prospect Behavior/Lead Score
What Can Affect a Prospect’s Place in a Nurture Flow?

- **Web Interaction:** Media source, keywords. Some Marketing Automation Vendors integrate with Google Adwords.

- **Email Response:** Opened emails, Clicked links in emails, or forwarded emails

- **Campaign Response:** Are prospects responding to content? Do they prefer certain topics or types?
Two Kinds of Nurturing Emails

- **Trigger Email**: Executed when a condition is met
  - Confirmation email after form submit, lead score increased, content viewed

- **Drip Email**: Scheduled email drop within a nurture flow
  - Can still include dynamic or conditional segments, but is scheduled, short-term or long-term, within the flow
Email Delivery via Marketing Automation

- Can be custom HTML or template builder
- Can be personalized or generic
- Unsubscribe options
- Can-Spam Compliance options
Let’s Demonstrate

1. Banner ad or Pay Per Click promotes white paper

2. I click on ad; link to landing page; fill out form, including job title and company size. Initial lead score: 10 points for job title; 5 points for company size: 15 total. (Sales gets me when my lead score becomes 50 points)

3. Trigger email sent to me; with link to a recorded webinar. Opened email- add 5 points. Did not click on webinar link.
Continued

4. Five days later, a drip email was sent to me (scheduled). Email topic was sent to me because I didn’t click the webinar link earlier. If I had, I would get a different email with different content.

  - No click on webinar: The new Email contains link to white paper A, covering content based on “product need” I open the email and click on the link. Add 10 points. Total Lead Score 30

  - Had clicked on webinar: Email contain link to a case study on the vendor’s solution. Click was worth 20 points. Total Lead score would have been 40.
Continued

- 5. I clicked on the white paper link and filled out another form; this one asking about my role at my firm. I filled out form completely. Lead score increased 5 points due to role; Total now 35.

- 6. One week later I receive next email; a relevant blog post. Again, I open the email, click the link, and read the post. Add 15 points. Lead score now 50. Marketing Automation send me to Sales, as I am deemed sales-ready based on this scenario.
Is It All Just Email?

- Of course not; once leads are sales-ready
  - Sales needs to be apprised of the drip campaigns
  - Strategically make nurture phone calls and discuss prospect activity (webinar, white paper, blog, etc)
  - Connect with prospect via social media
  - Share content to connections on LinkedIn and Twitter
  - Track activity on CRM
Lead Nurturing Benefits

- Increase in Qualified Leads
- Decrease in Sales Cycle (from months to weeks)
- Decrease in Cost of Sales (10% decrease)
- Improved Conversion Rates of those leads (1.5 - 3.0x)
- Increase in Quality of Leads Going to Sales
- Increase in Transaction Size
- Increase in Marketing ROI
Now the key: Developing and Mapping Content

Content Marketing: How to target key influencers within their buying cycles with relevant messages
Step One: Developing Buyer Personas

- Prepare a checklist for each influencer
  - Job title; key duties, final decision-maker or key influencer
  - Buyer type: technical, economic, executive
  - Pain points: frustrations, concerns, needs, motivation to purchase
  - Drivers to purchase: cost, efficiency, service, competitive, key benefits, other
  - Media habits; how they research solutions (online, offline, social)
  - Content preferences: white papers, articles, webinars
## Step Two: Matching Content to Personas

### Buying Cycle Needs, for Each Persona

<table>
<thead>
<tr>
<th>Phase</th>
<th>Theme</th>
<th>Needs</th>
<th>Choose From</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early</td>
<td>Unaware</td>
<td>Create Initial Interest, brand</td>
<td>Topic Themes Examples:</td>
</tr>
<tr>
<td></td>
<td>Problem ID</td>
<td>Identify problem; show impact</td>
<td>ROI</td>
</tr>
<tr>
<td>Mid</td>
<td>Potential Solutions</td>
<td>Reinforce needs; show value/credibility</td>
<td>Best Practice Case Study, Demo Checklist, Benefit focused Podcast</td>
</tr>
<tr>
<td>Mid</td>
<td>Demo of Expertise</td>
<td>Examples of solutions, build a case</td>
<td>Solution example Technical Brief, Q&amp;A Interview Webcast</td>
</tr>
<tr>
<td>Late</td>
<td>Differentiate Solutions</td>
<td>Competitive advantages;</td>
<td>Comparison Article, Pain Point Solution Videos Surveys</td>
</tr>
<tr>
<td>Late</td>
<td>Validation</td>
<td>Final support evidence; prove ROI</td>
<td>Choose From Vehicle Types:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Distribution PPC Landing Page Email, Display ad Sponsorship Social Media</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Telemarketing Blog PR Advertising</td>
</tr>
</tbody>
</table>

Match topics, vehicles, and distribution methods to each personas buying cycle phase
Each Persona has their Own Content Strategy
Step Three: Map the Content

Plan your content calendar each month for each persona; determine roles - internal or outsource.
A Visual Example from VMware

- IDC Paper: How Servers Affect the Virtualization Equation
  - Educate that server choice is important

- Show that Sun and VMware have a close partnership
  - Sun and VMware Guide to Server Consolidation

- White Paper: Best Practices for choosing and configuring VMware on Sun
  - Start thinking about what servers will work best

- Quick Start Guide: Configuring VMware ESX on Sun Fire servers
  - Customer learns how easy it is to get up and running

- Drive customer to resource rich microsite
  - Customer is ready to listen to sales representative
Step Four: Implement within Marketing Automation

- Compile existing, new, and planned content assets
- Upload and schedule within existing or new nurturing flows
- Test and tweak (subject lines, A/B testing, content downloads, webinar registrants)
General Content Guidelines

Go Green with Content
- Develop multi-use content
- Dust off old content
- Blog Posts

General to Specific
- Don’t get too specific too soon.
  - Whitepapers = General, Broad
  - Case Studies = Specific, Pain points
Analytics & Measurement

Overall Marketing Funnel

Current View

New Prospects

Active Prospects

Converted to Opportunities

CMO Dashboard - Attributed Quarterly Campaign Revenue

Top 16 Campaigns by Revenue

Top 16 Campaigns by ROI

Campaign Revenue by Stage Type

Campaign Revenue by Stage

Sales Leads
Things We Can Measure

- Revenue impact by campaign, by segment, by channel; justify marketing spend by linking campaigns to sales opportunities

- Per campaign: Leads, Qualified Leads, Opportunities

- Measure ratios and find bottlenecks from inquiries to marketing qualified leads to sales accepted leads to sales qualified leads to won business

- Keep track of how much sales revenue were generated by marketing; ROI calculation becomes possible
Companies with Marketing Automation

- 107% better lead conversion rate
- 40% greater average deal size
- 20% higher team attainment of quota
- 17% better forecast accuracy

Aberdeen Group, “Marketing Automation 101: Ensuring Early Success with the Basics; Maturing Your Deployment for long-term ROI” June 2010
How much does this cost

- Varies!
  - Platform cost, management cost, content cost, CRM/database needs

- But we’ll assess..
  - Current marketing plan, consider reallocation of wasted spending
  - Costs of current email platform
  - Roles and Resources, plus current content assets
Reallocation Options

- Reduce PR budget; transfer to lead generation
- Reduce Ad budget; frequency, size, # of pubs
- Reduce Trade show budget
- Reduce other vendor spend
- Reduce direct mail campaigns
Consider….

- How much time and money saved by consolidating tools and automating email campaigns
- How efficient marketing and sales teams would be by sharing a unified interface
- How many more opportunities created if sales can follow-up with every promising lead
- How much easier it would be to demonstrate the marketing team’s influence on revenue and ROI
- How smoothly your business will run if sales and marketing worked together to achieve your company’s goals
Lessons from Senior Executives

Forrester Consulting interviewed 15 senior level marketers who use marketing automation. The data below shows the percentage of marketers surveyed who provided the answer. When marketers were asked about the lessons learned from marketing automation, here’s what they had to say:

"What key lessons did you learn that you would pass onto others?"

- Define your process, plan, then execute: 45%
- Get sales, executive buy-in: 40%
- Change management, knowing what you are getting into: 35%
- Work closely with vendor/integration specialists: 30%
- Get right fit of features/function for your needs: 25%
- Plan to work on data quality: 20%
Many Firms Don’t Have the Process or Resources

- Let *NuSpark Marketing* Help You Get Started

Free Consultation Including Detailed Demos and Content Assessment
Help Choosing a Vendor: Considerations

- Budget; Ease-of-Use; Features; Service
- Landing Page/ Email Template modules
- Google Adwords Integration
- Which CRM it integrates with
- Webinar platform integration
- Robust reporting
- Revenue Modeling and Forecasting modules
Ask About Our Lead Management Services

- Message Assessment
- Media and pay-per-click management
- Social Media for lead generation process
- Marketing Automation management
- Content for lead generation and lead nurturing
Major Marketing Automation Platforms

- Act-on Software Demo
- Alsamarketing
- Genoo Demo
- Genius.com Demo
- Marketo Demo
- LoopFuse Demo
- ManticoreTechnology Demo
- Net-Results Demo
- Pardot Demo
- Silverpop Demo
- Treehouse Demo
- SalesFUSION Demo
Multiple Case Studies on Vendor Websites

**Drillinginfo** uses Act-On to gather and analyze marketing data from all touch points, and is seeing a 3x increase in closed sales from email campaigns.

**First Insight** Corporation is seeing dramatic improvements in marketing process efficiency and bottom line results after switching to Act-On.

**Progressive** Act-On has enabled Progressive to expand its frequency of online events from 9 events over the course of 12 months to hosting 9 separate events on a single day.

**BreakingPoint** has positioned Act-On perfectly between its CRM system, website and webinar platform, thereby integrating all its marketing channels and providing real-time visibility for sales.

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**Objectivity** saves $160,000 with LoopFuse

With LoopFuse OneView to track, nurture, and measure prospects throughout the entire sales process, Objectivity saves time, money and resources while significantly improving the effectiveness of each and every marketing campaign.

**Dimdim** Improves Lead Qualification and Conversion Rates

Online meeting service provider Dimdim found that vetting massive databases for qualified leads manually was not only time-consuming, but also unreliable and inaccurate. By integrating users’ behavioral data into lead nurturing programs, Dimdim dramatically improved identification of qualified leads while saving time, money and resources.

**LoopFuse OneView™** Helps Zimbra Raise Sales & Marketing Efficiency by 50% | Eloqua Alternative

Learn how a leading software company created a highly leveraged and efficient sales process by replacing Eloqua with LoopFuse OneView. Zimbra increased sales and marketing efficiency by 50% with our integrated marketing automation platform.

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**Case Studies**

- Arkei Group Case Study
- AssureSign Case Study
- DataSync Case Study
- Demand Metric Case Study
- IAG Consulting Case Study
- Omnipress Case Study
- PaperSave Case Study

Customer and solution partner case studies that show real-world examples of how clients are leveraging the power of marketing automation to build better marketing campaigns and drive results.

**Direct Hit Marketing** - Partner Case Study

The Net-Results platform has filled an important need for Steve as both a sales person and a business owner—to close the loop between sales and marketing. [View Study]

**Inbound Sales** - Partner Case Study

With a marketing strategy based on qualifying each lead via multiple touchpoints, the Net-Results platform has helped streamline lead qualifying and nurturing. [View Study]

**Prime Technologies** - Client Case Study

Net-Results has dramatically changed the way Prime Technologies processes website information and tracks its marketing. [View Study]

**NuCo** - Client Case Study

With a full plate of deliverables, NuCo’s marketing department needed a go-to tool that could provide results without requiring lengthy set-up time or babysitting. [View Study]

**RareSpace** - Client Case Study

RareSpace had been utilizing standard email marketing practices and tools for about five years but lacked crucial intelligence on where they were in the buying process. [View Study]
The NuSpark Marketing Infographic
Questions?

- Contact Paul Mosenson of NuSpark Marketing
- pmosenson@nusparkmarketing.com
- 610-812-2725
- www.nusparkmarketing.com
Acknowledgements

- Forrester Research, Jeff Ernst
- David Raab, Customer Experience Matrix
- Focus Research
- Jep Castelein
- CloudTimes
- Vendors: Marketo, Act-On Software, Loopfuse, Net-Results, Pardot, Leadformix, Manticore Technology, Alsa Marketing