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Building the Right Strategy to Ensure Marketing Automation Success

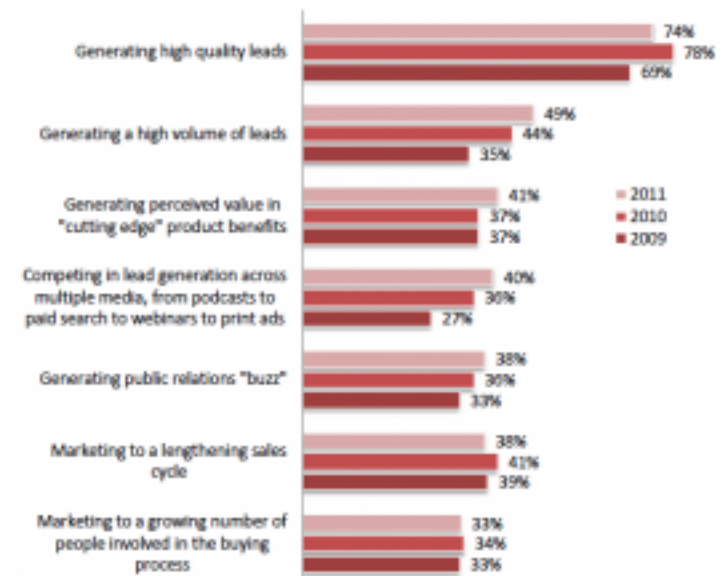
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Marketing's Biggest Challenges

Marketers biggest issues:

- Generating High Quality Leads?
- Generating Necessary Lead Volume?
- Generating Enough Content?
- Measuring Marketing ROI?
- Contributing to Pipeline
- Enabling Sales?

Chart: B2B marketing challenges growing in pertinence



marketingsherpa

Source: ©2011 MarketingSherpa B2B Marketing Benchmark Survey
Methodology: Fielded June 2011, N=1,745

The World of the B2B Marketer

- 58% of B2B buyers spent more time researching their purchases than last year
- 41% of B2B buyers stated they waited longer to initiate contact with a vendor
- 34% of B2B buyers indicated the number of team members involved in a purchase has increased
- 57% of the B2B purchase process was complete before buyers engaged with a vendor

How Do Marketers Respond to These Challenges?

- Purchase Technology
- Increase amount of/spend on “lead generation” tactics
- Create more content
- Look for More Headcount

IS IT WORKING?

How Do Marketers Respond to These Challenges?



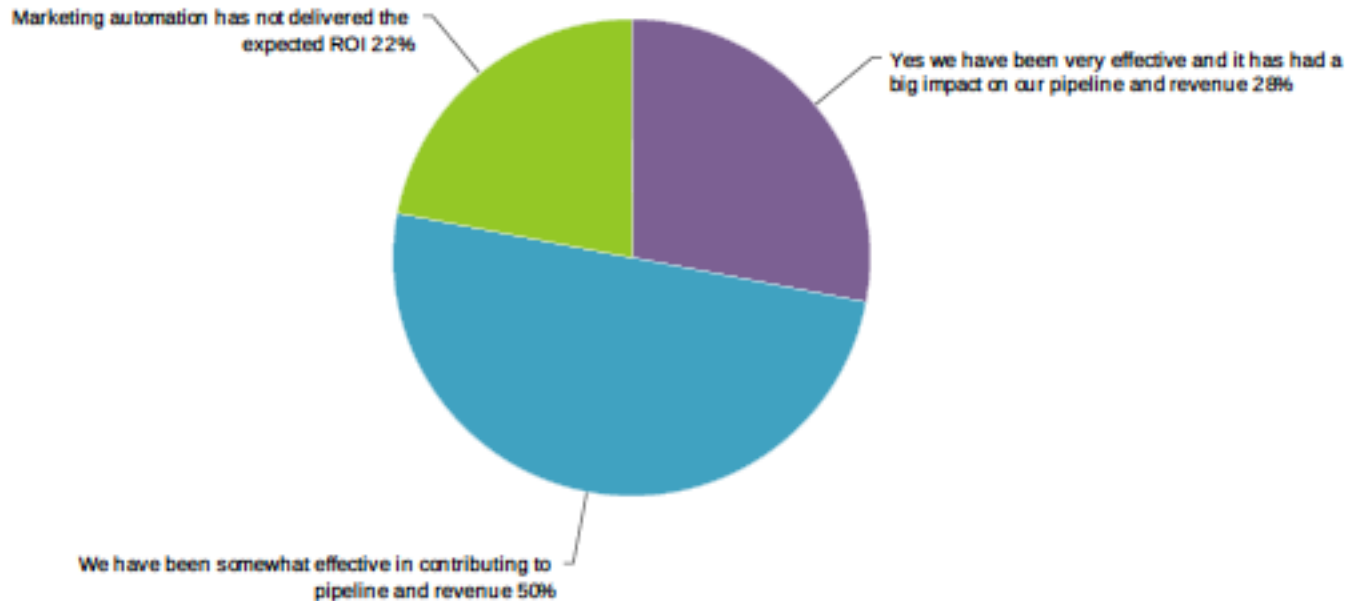
85% of B2B marketers using marketing automation platforms in 2014 feel that they're not using them to their full potential.

Only 8% of organizations in a recent survey were using marketing automation to nurture their existing customers

Among adopters of marketing automation technology, **“fewer than 10% of them are deploying those tools to address programs later in the buying cycle.”**

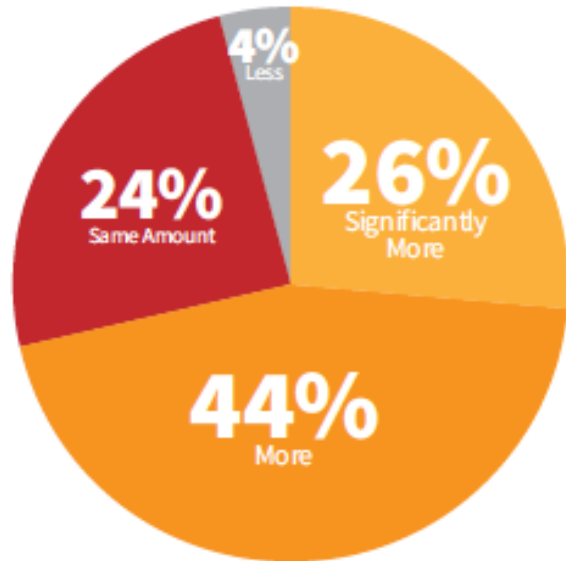
Without a Strategic Approach, MAP Adopters Struggle to Meet Objectives

45. Has your organization been effective with the use of marketing automation?



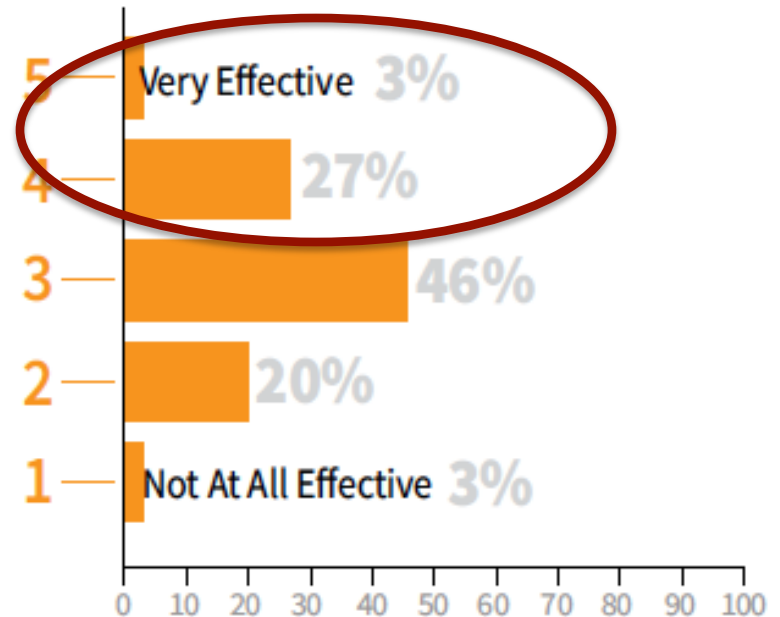
More Investment and Activity in Content Creation – But Is it Effective?

Change in Amount of Content Creation Among Manufacturers (Over Last 12 Months)



2014 B2B Manufacturing Content Marketing Trends—North America:
Content Marketing Institute/MarketingProfs

How Manufacturing Marketers Rate the Effectiveness of Their Organization's Use of Content Marketing



2014 B2B Manufacturing Content Marketing Trends—North America:
Content Marketing Institute/MarketingProfs

DISCONNECT BETWEEN TECHNOLOGY – CONTENT & STRATEGY

What is Missing?

Balancing the Demand Equation

Demand Generation Core Issues	We're not really connecting with buyers, or supporting their buying process, in a value-added fashion	We're not really building a foundation for a continuous and long-term relationship with buyers
New Action Items	Stop 'selling,' start educating	Shift attention to middle-of-the-funnel dynamics
Strategic Orientation	Focusing on the buyer	Adopting an operations mindset

How Do We Take a 'Strategic Approach' and get More Value From Our Marketing Automation and Content?

**Adopt an End-to-end
Process Mindset and
Operation i.e. 'Demand
Process'**

Buyer- Centricity Defined

BUYER-CENTRIC

Aligning B2B marketing + sales interactions with Buyer 2.0

Building demand generation messaging, programs and systems around the modern B2B buyer and his/her buying process



Do You Really Know Your Buyer?

Maximize Customer Lifetime Value

REVENUE-ORIENTED

**Delivering perpetual revenue,
maximizing Customer Lifetime Value**

Taking a strategic, outcome-oriented approach to identifying, qualifying and converting B2B buyer interest into predictable, repeatable, sustainable revenue and to maximizing customer lifetime value



Operationalize Your Demand Generation



INTEGRATED + ORCHESTRATED

Operationalizing demand
generation activities

Treating the sequence of Engagement, Nurturing and Conversion of B2B buyer demand into revenue as a series of steps that can be both managed and optimized

Aligning Demand Generation to the Buyers Purchase Path

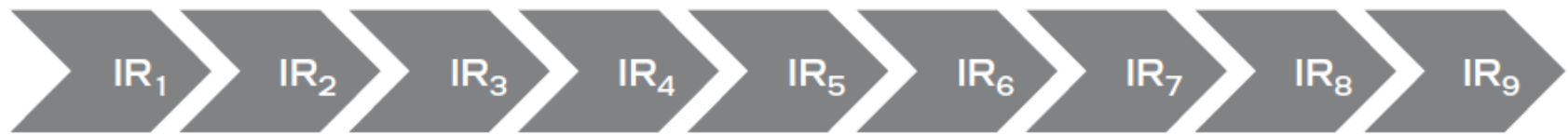


Engage targeted buyers - via both inbound and outbound channels - in dialogue via top-of-mind issues, interests and pain points; capture them as a “Nurture-able” contact / Engaged lead; outbound Engagement often is periodic; inbound Engagement is perpetual; improving performance of Engagement is via both targeting and Content Offer relevance and tuning.

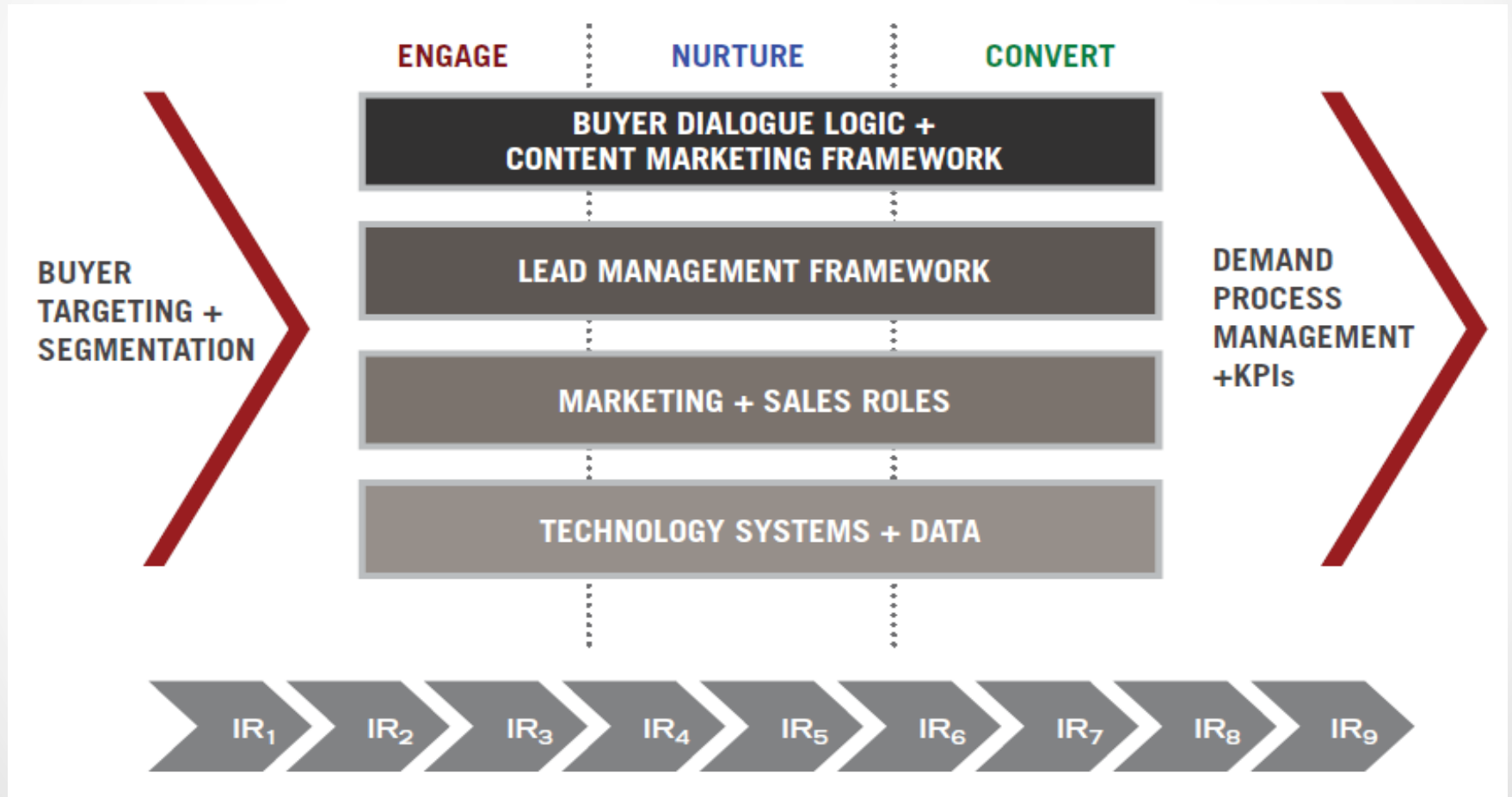
Continue dialogue - moving from top-of-mind issues, interests and pain points to potential solution categories to specific offerings in these categories - progressively profiling and scoring buyer throughout; Nurturing is perpetual; improving performance of Nurturing is via optimization of Content Offers, program logic and scoring.

Leverage profiling and scoring to escalate the dialogue at the right time - identifying and driving purchase behavior; improving performance of Conversion is via better aligning upstream “signs” that are assessed via segmentation and scoring with specific purchase behavior; Conversion requires a combination of automated and live interactions.

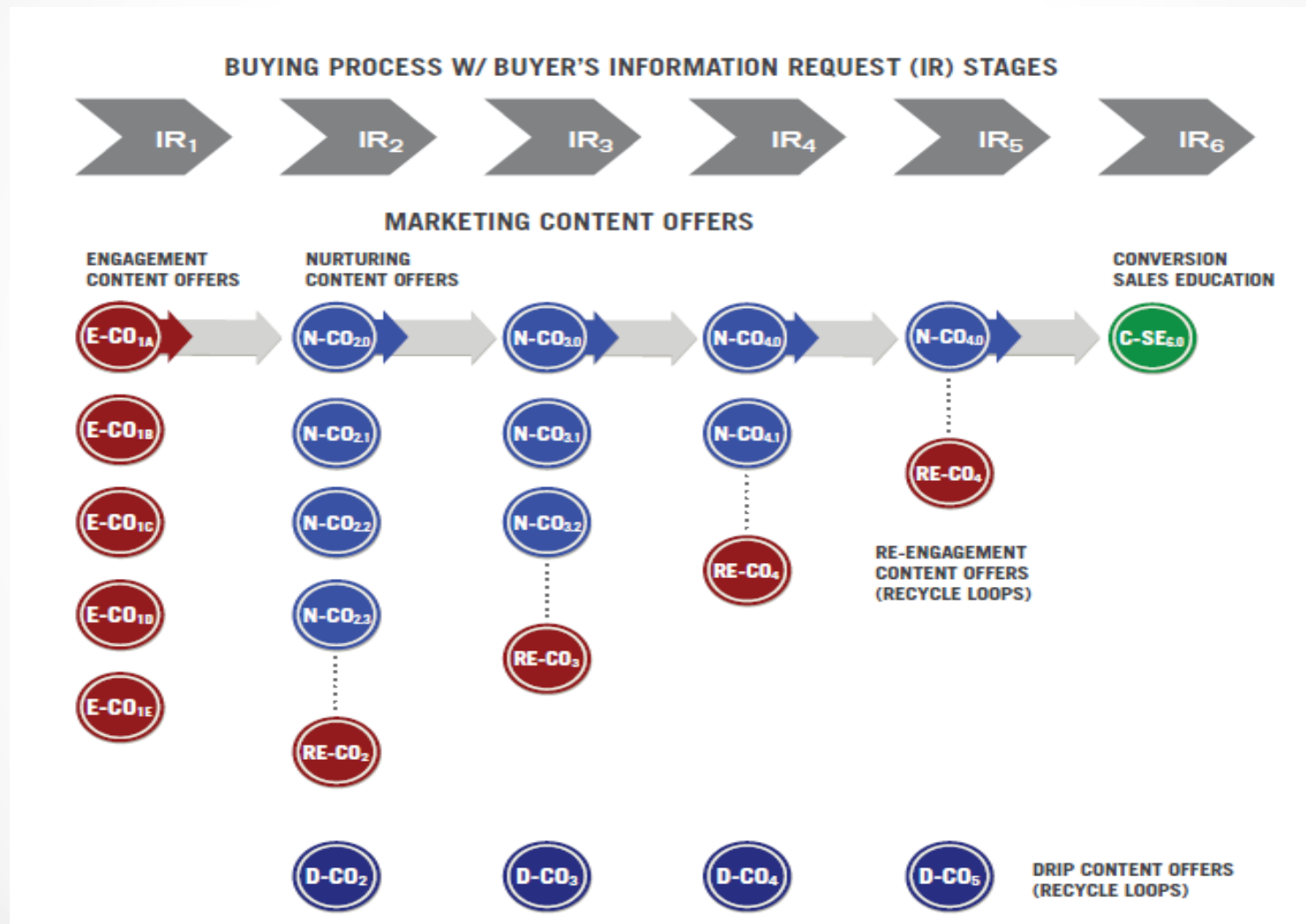
BUYING PROCESS



Must Align People, Process, Content + Technology To the Buyer



Strategically Mapping Your Content to Your Buyers Purchase Path

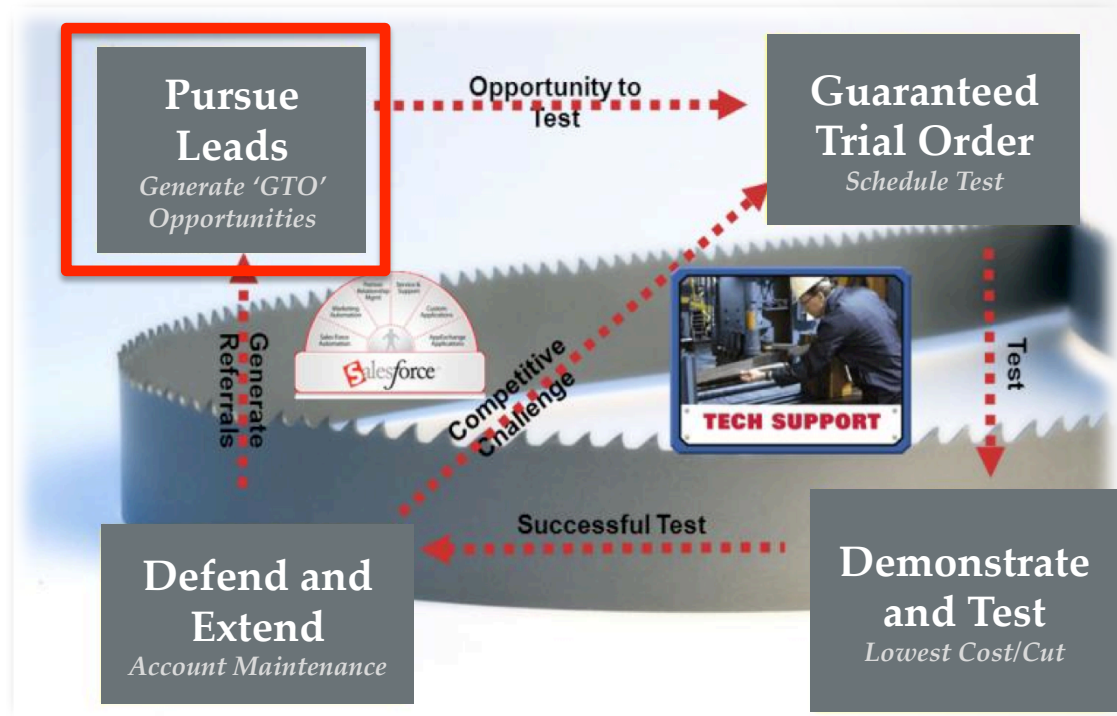


WHAT ARE THE RESULTS?

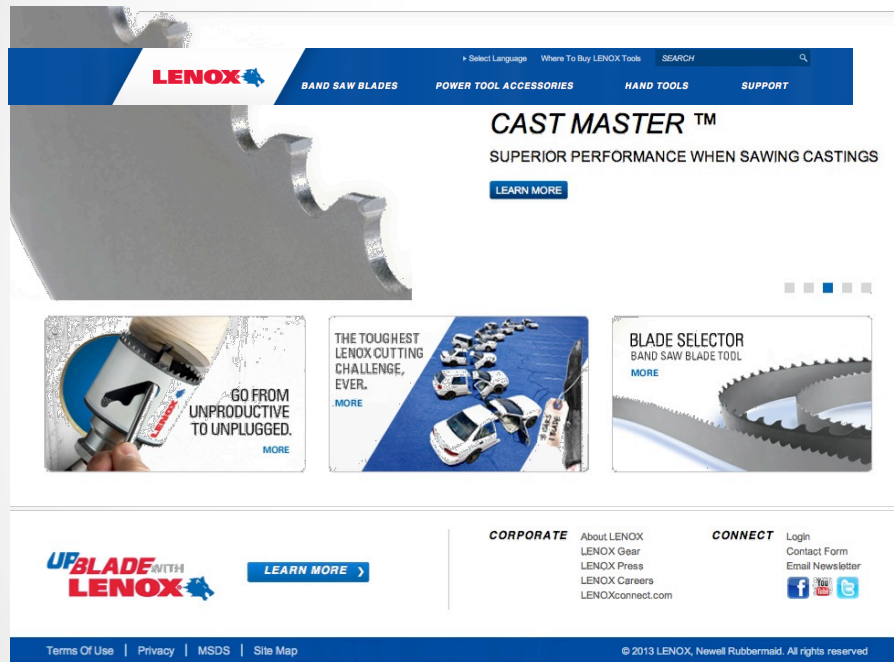
Challenge: Need for 'Qualified' Leads

Opportunities to Improve

- Burden of lead qualification is on sales
- Poor time utilization of sales
- Misalignment with distributor partners
- Very little outbound marketing lead generation activity
- Poor lead management (i.e., no staged qualification)



Challenge: No Business Conversation



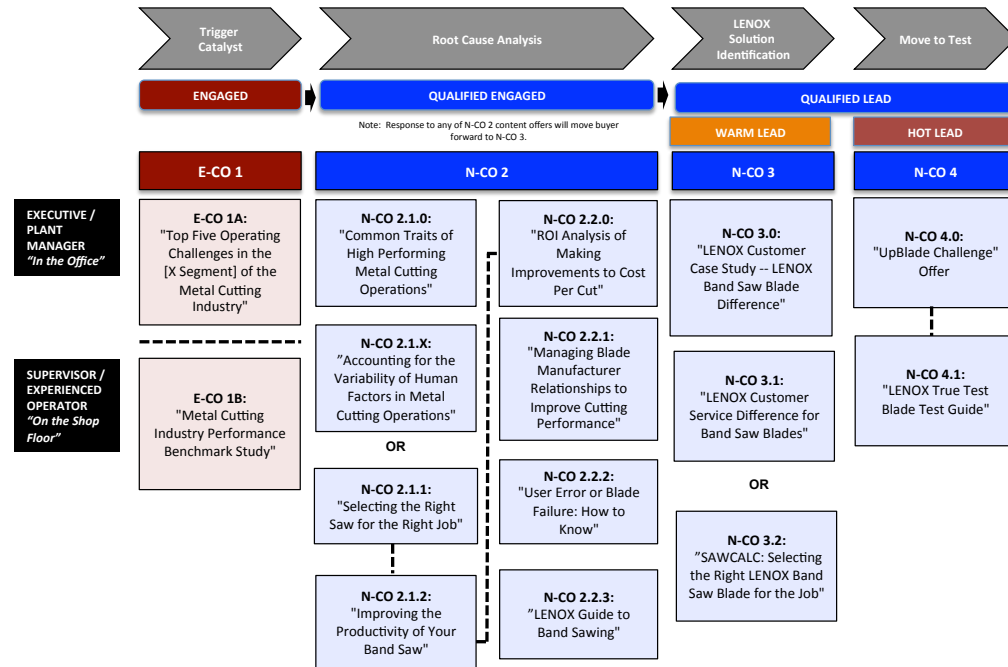
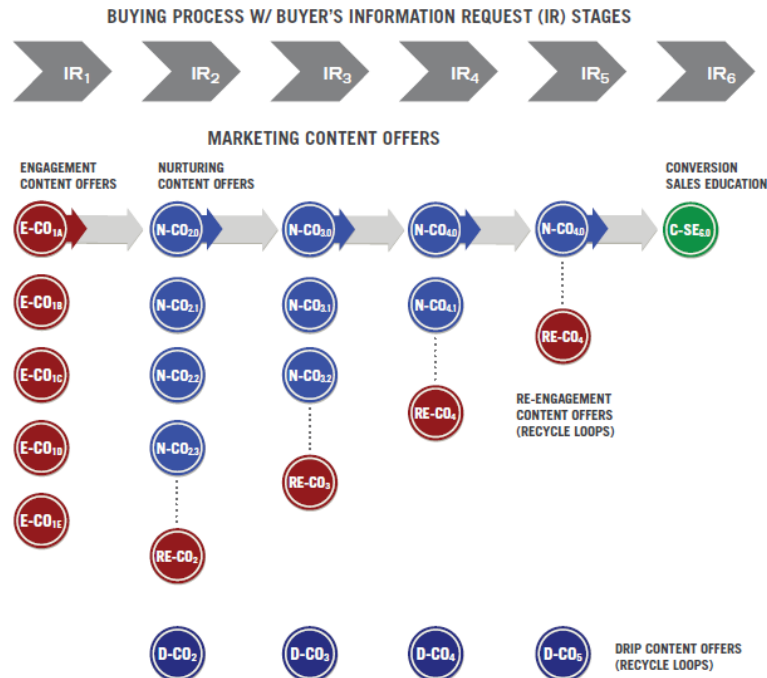
② Business Impact of Cutting Inefficiency

• Blade manufacturer Website comparisons

	Collateral	Configurator	Educational	Segmented Content
LENOX	Datasheets, videos	Yes	No	Only by product type
Kanefusa	Catalog, brochures, grinding instructions, newsletters	No	No	Easy to navigate from home page based on segment/industry (wood vs. metal vs. paper)
Tenryu	None	No	Available by request for woodworking and craft schools	Only by product type
Kinkelder	None	No	No	Only by product type
Amada	Brochures, flyers	No	Technical Center	No
Tsune	None	"Sawculator"	No	Only by product type

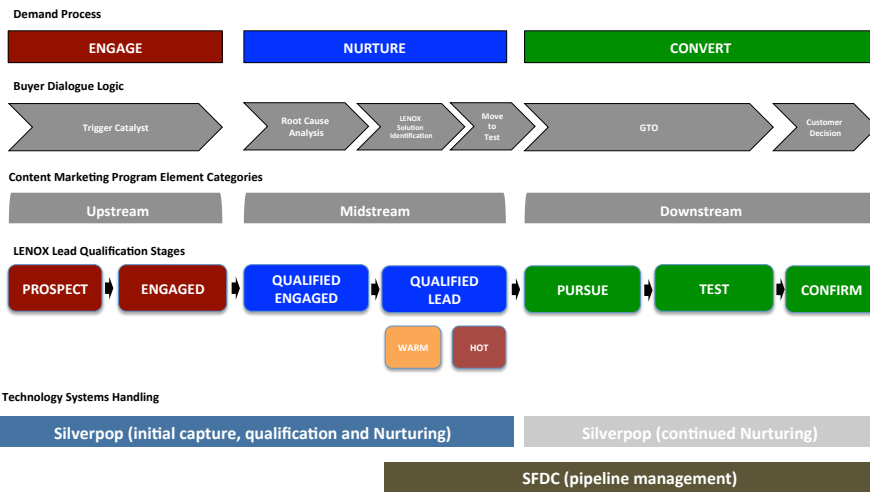
Source: ANNUITAS, research conducted January 2013

Aligned Content to the Buyer

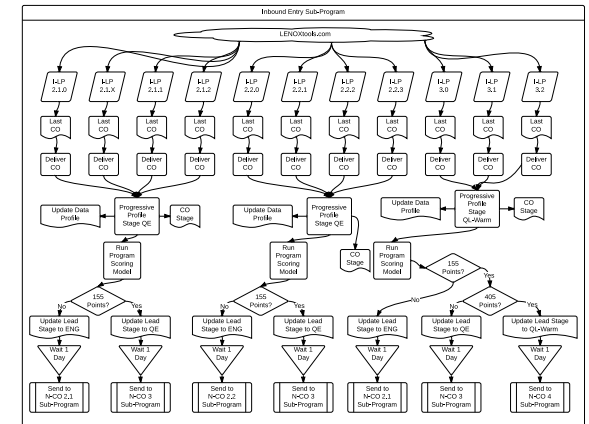


Built a Perpetual Engine - Powered by Marketing Automation

Alignment of People, Process, Content, Technology



Silverpop as Perpetual Demand Generation Engine



Demand Generation Program Performance

Lead Stage Conversions – Current

	Cumulative	Current	Conversion
Prospect Impressions	189,746	#	
Engaged	1,047	738	0.55%
Qualified Engaged	309	211	29.51%
Qualified Leads	98	84	31.72%
QL-Warm	49	49	
QL-Hot	49	35	
Pursue (Opportunity)	14	2	14.29%
Test	12	4	85.71%
Confirm (Closed Won)	8	8	66.67%



**Engaged to
Qualified Lead**
9.36%

*SiriusDecisions
Inquiry-to-MQL
mean = 5.9%*

Let's Continue the Discussion

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