

Customer Engagement

Rethinking how we market in TW Studios

Morag Keirns and Adam Monago

Agenda

- ✱ State of TWS Marketing in 2012
- ✱ Inbound Marketing: What is it and why we need to do it
- ✱ Channels and Engagement Strategy
- ✱ Programs at a Glance
- ✱ Marketing in 2012 and beyond

State of TWS Marketing in 2012

- ✱ Coming off of a very tumultuous ride over the last 12 months
- ✱ Great individual work products have been overshadowed by a lack of coordination between product, field and web marketing resources
- ✱ Lack of an overarching strategy
- ✱ All of this impacting our #1 mission which is Demand Generation and Nurturing

Demand Generation

- ✱ Over time, we have employed a number of outbound programs focused on generating leads
- ✱ Not enough focus on setting clear expectations around what are marketing leads and what are sales-ready leads
- ✱ Constant debate over whether we have enough leads or the right leads
- ✱ Undeniable fact: We are seeing a negative trend in the size and quality of our lead database

We are experiencing “Death by Marketing Automation”*

*** Excerpts stolen from a Hubspot presentation of the same name**

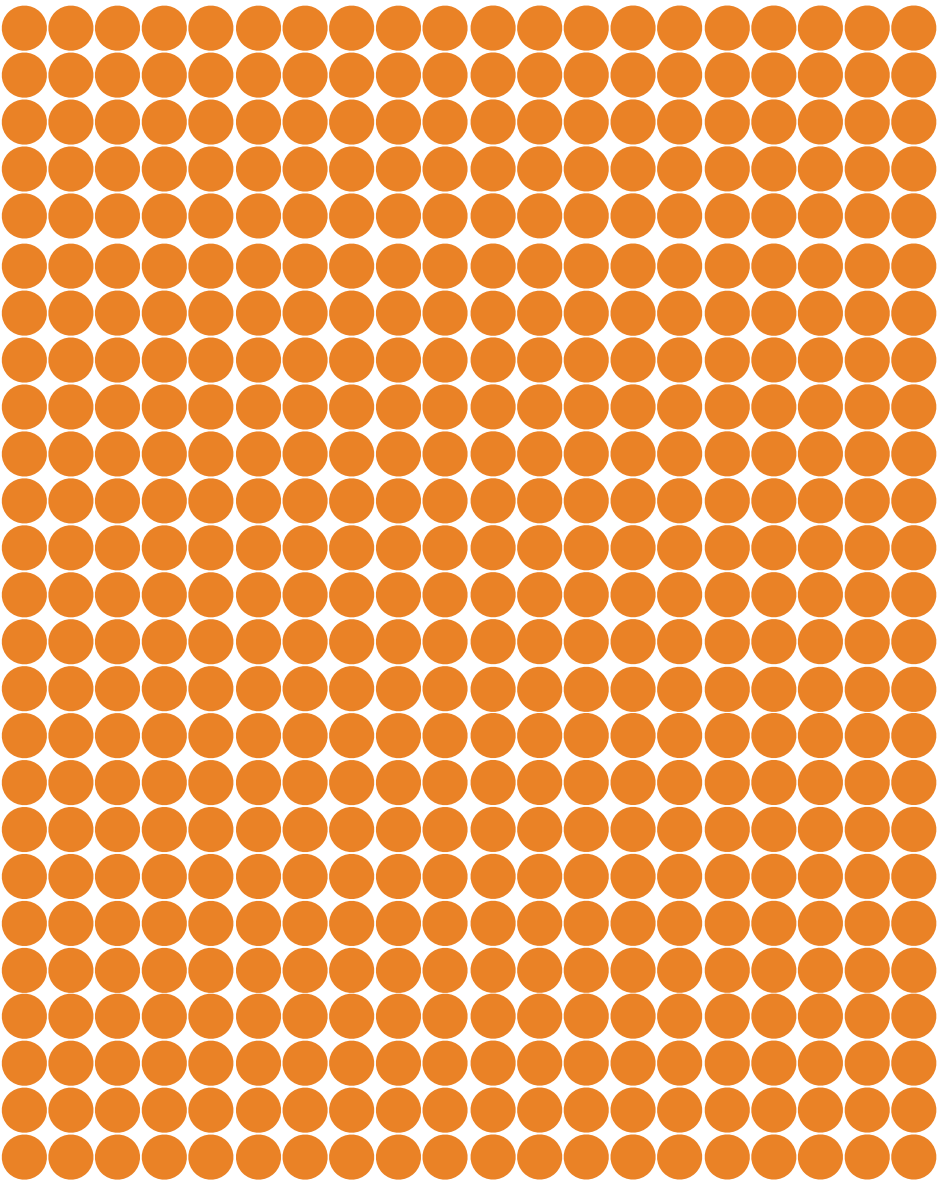
1. Your database expires

Your List Expires at ~25% / Year

Year 1

Year 2

Year 3

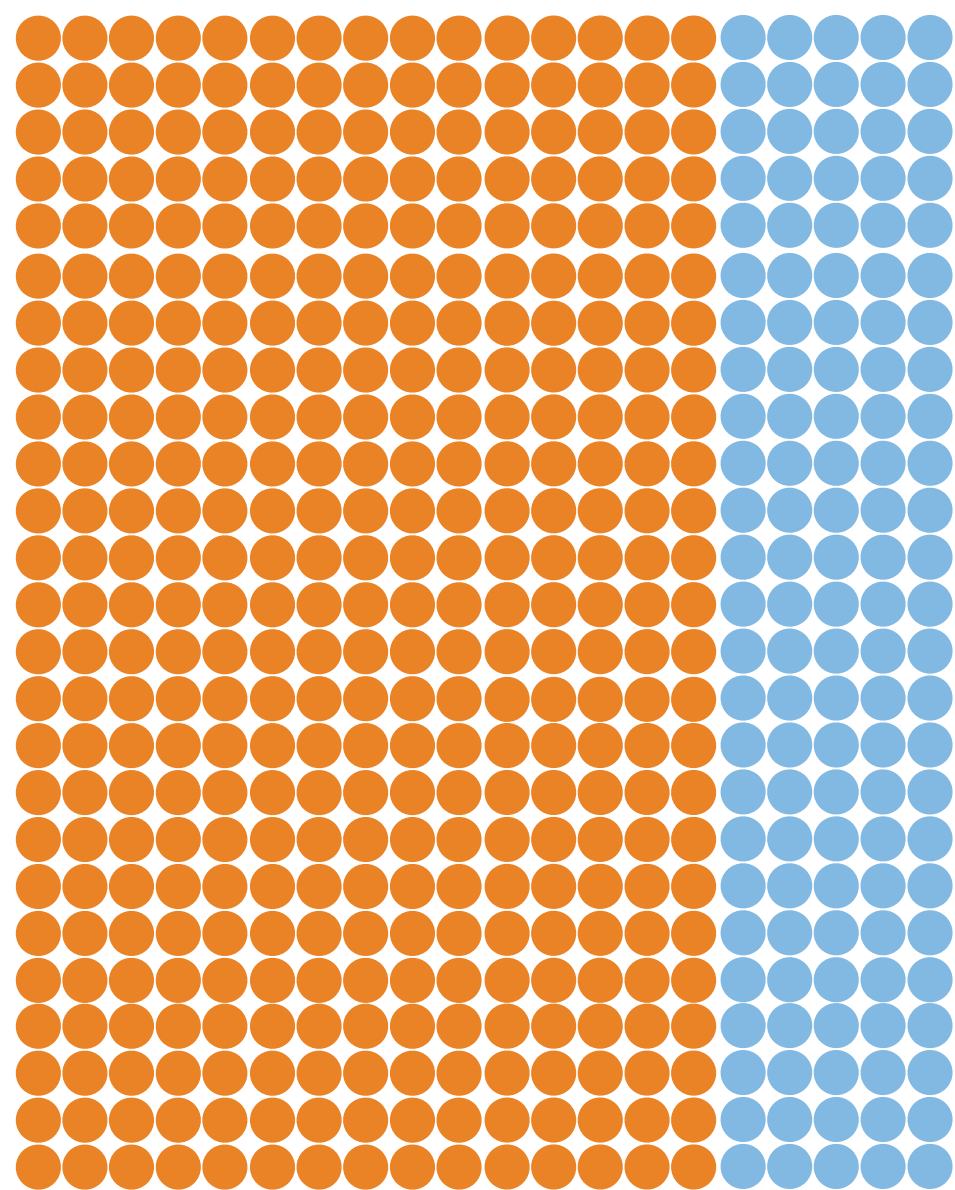


Your List Expires at ~25% / Year

Year 1

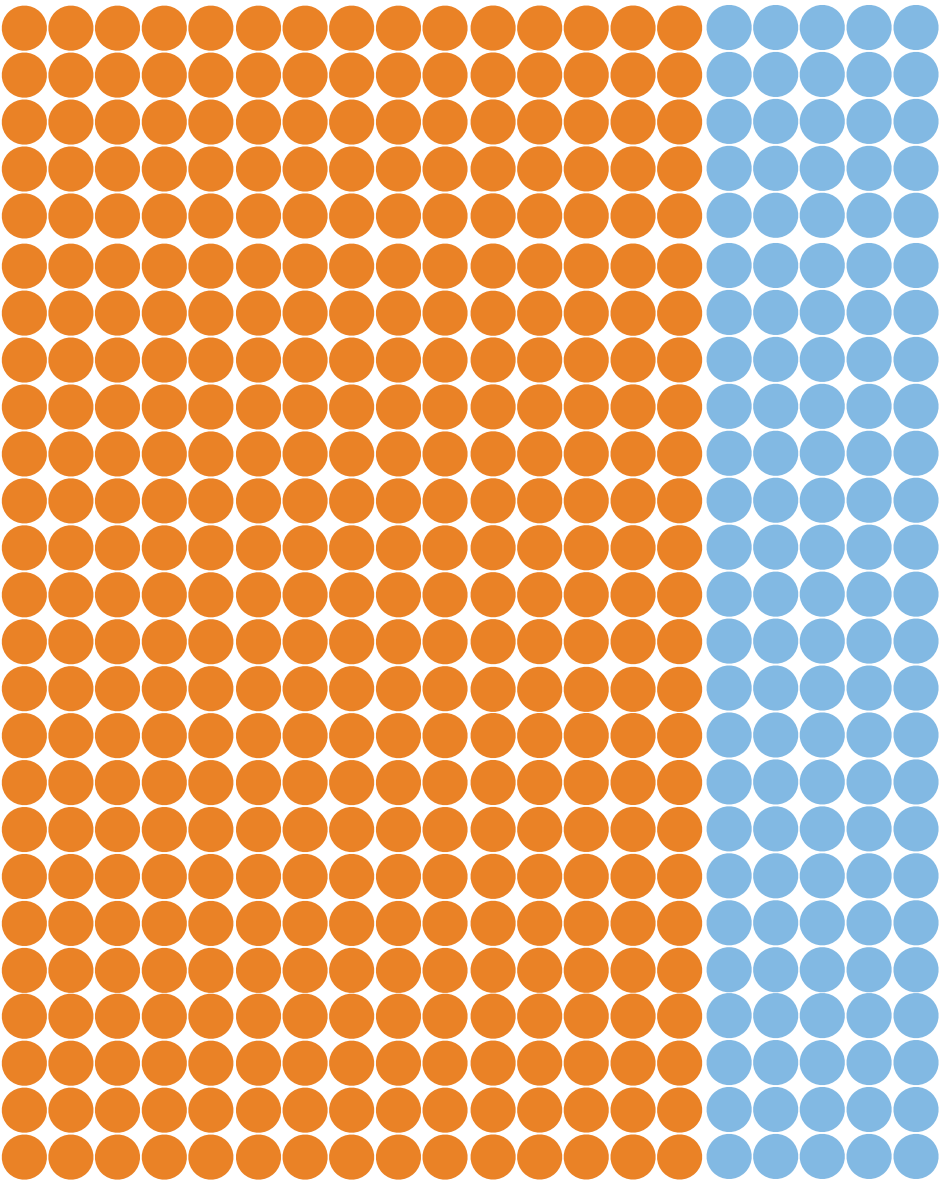
Year 2

Year 3

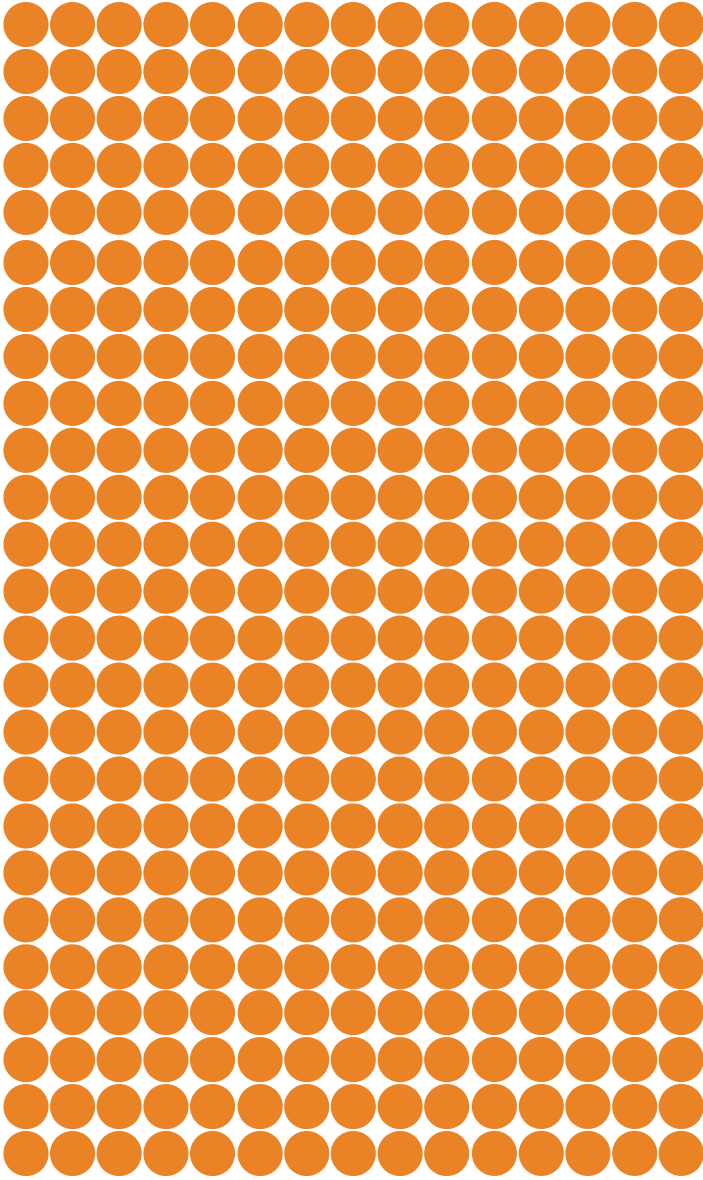


Your List Expires at ~25% / Year

Year 1



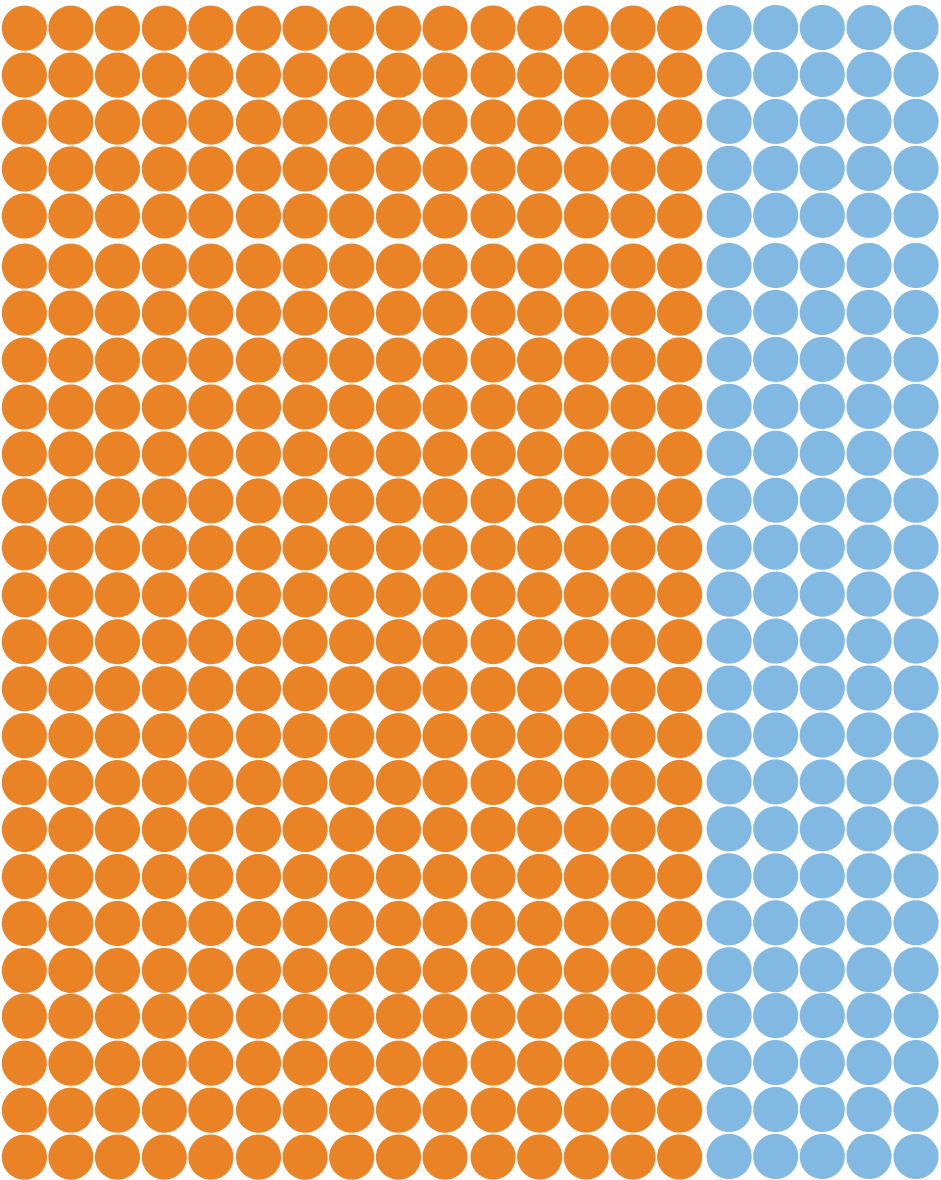
Year 2



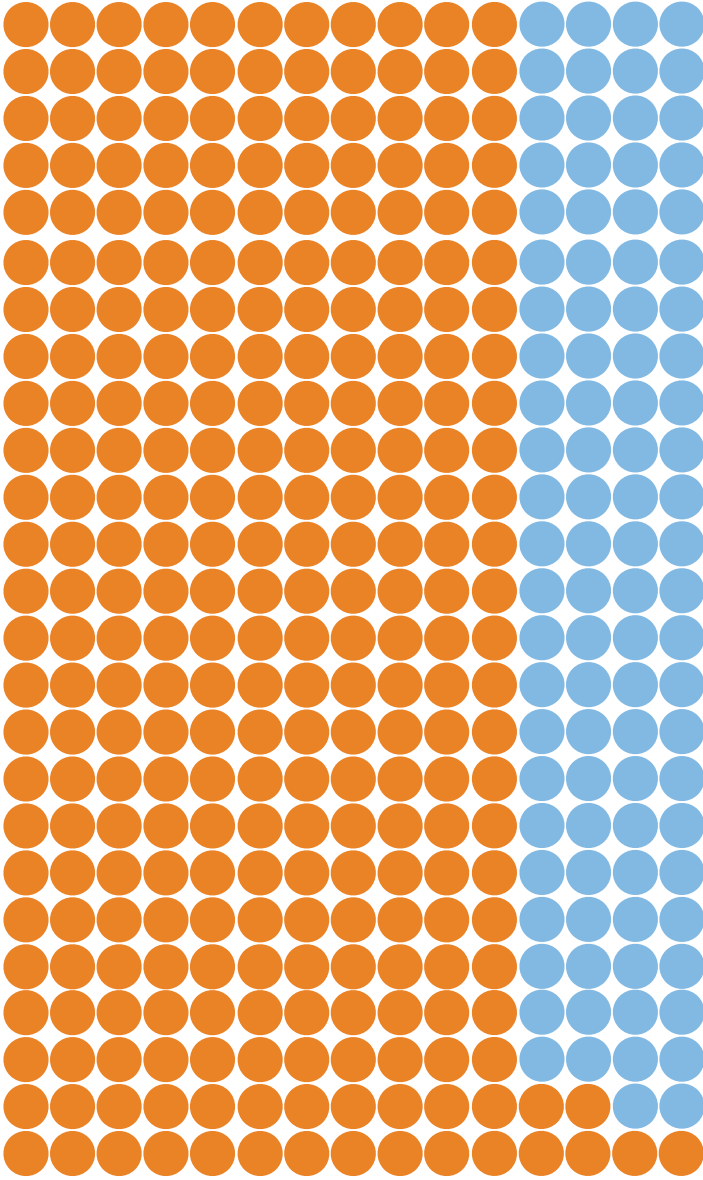
Year 3

Your List Expires at ~25% / Year

Year 1



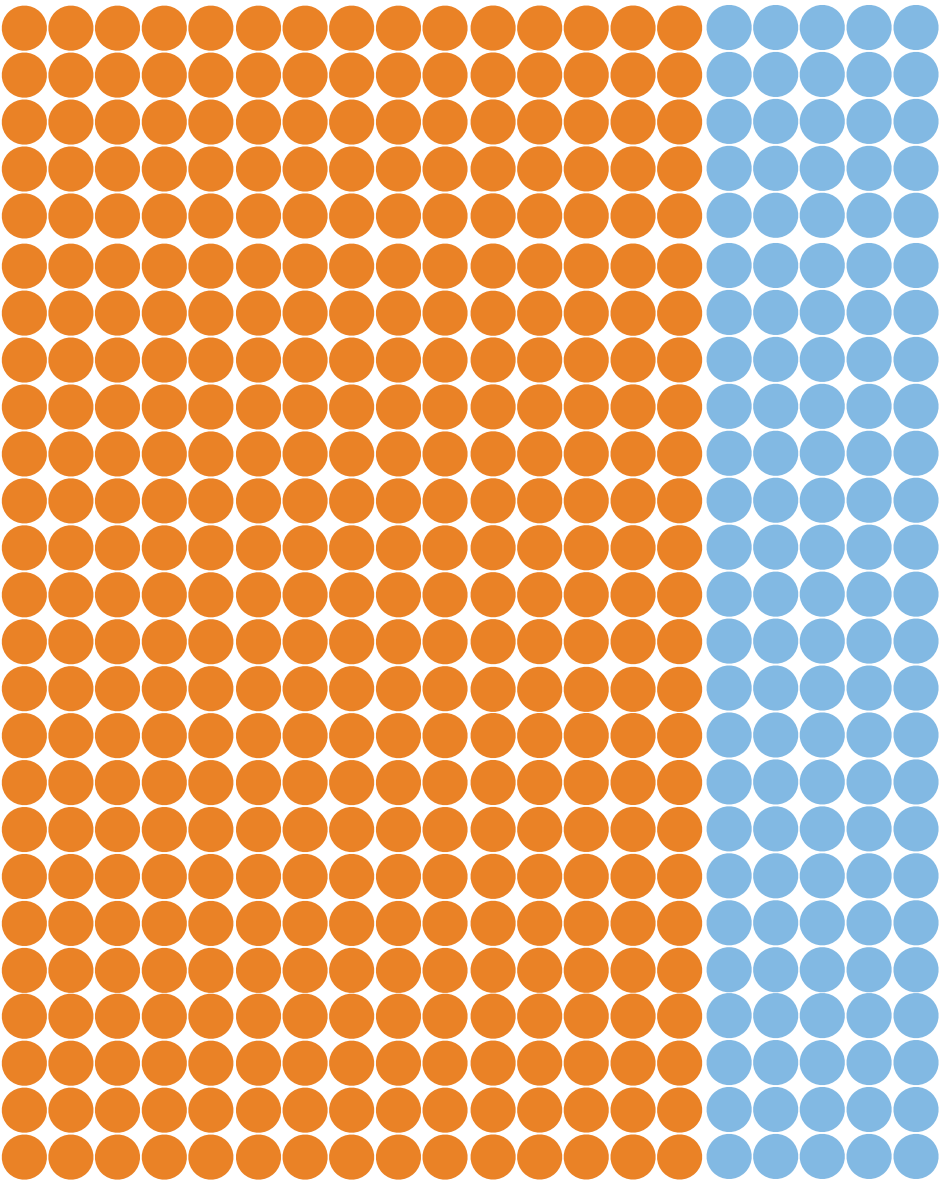
Year 2



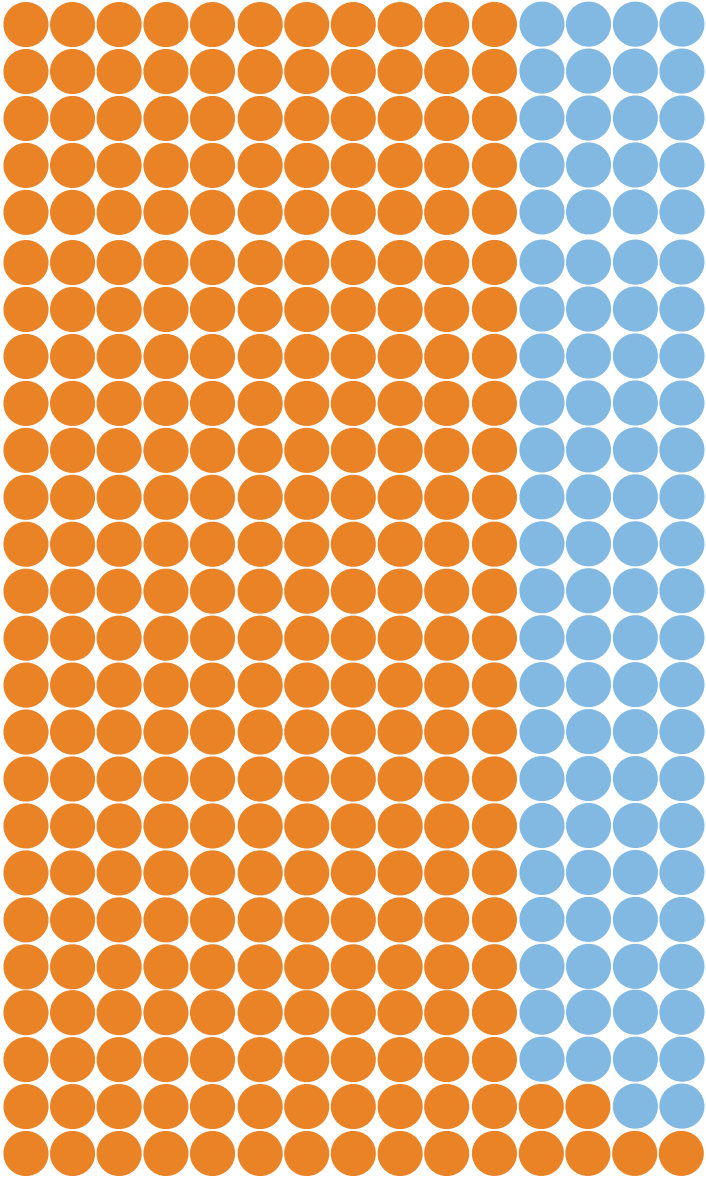
Year 3

Your List Expires at ~25% / Year

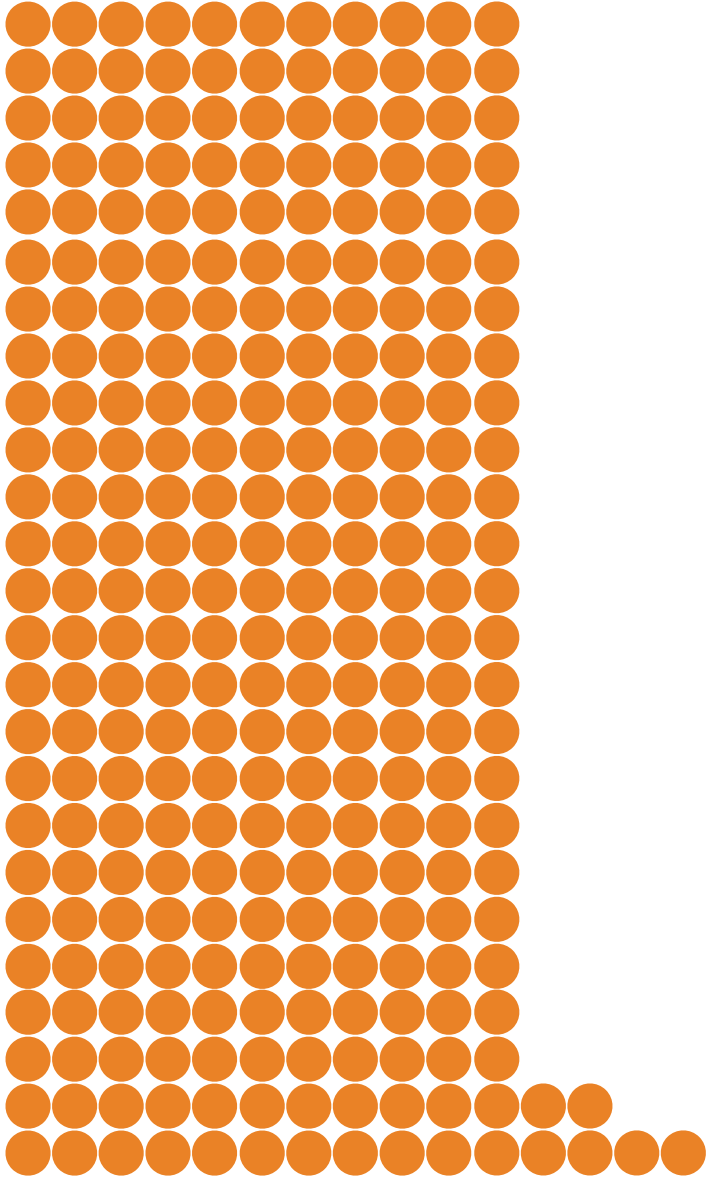
Year 1



Year 2

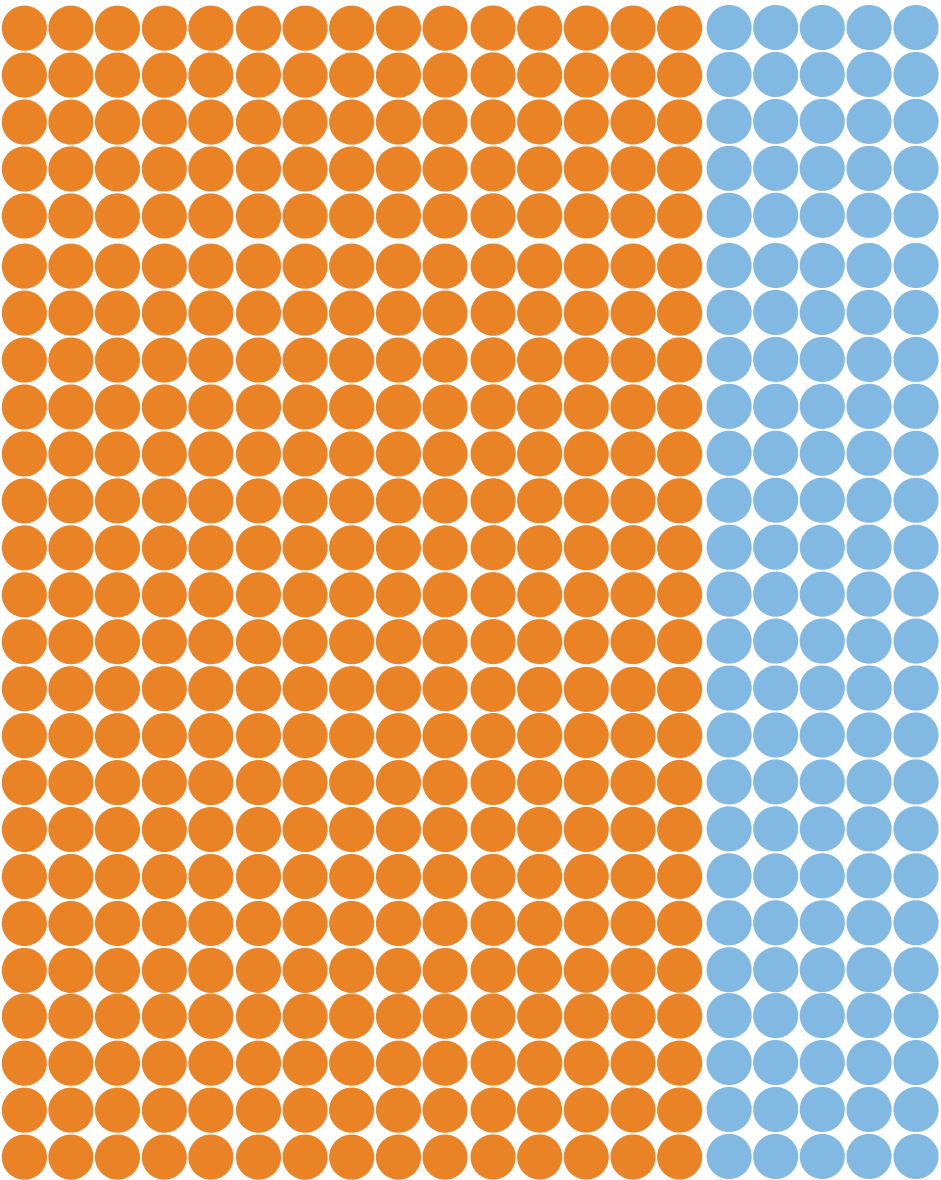


Year 3

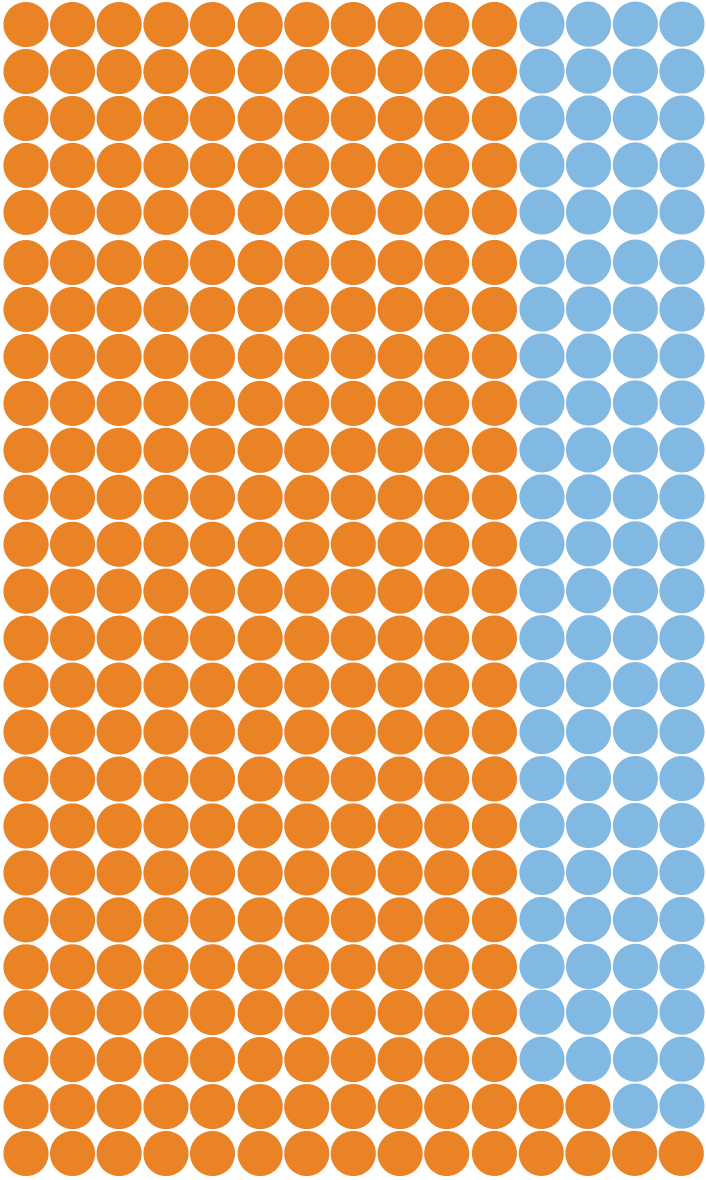


Your List Expires at ~25% / Year

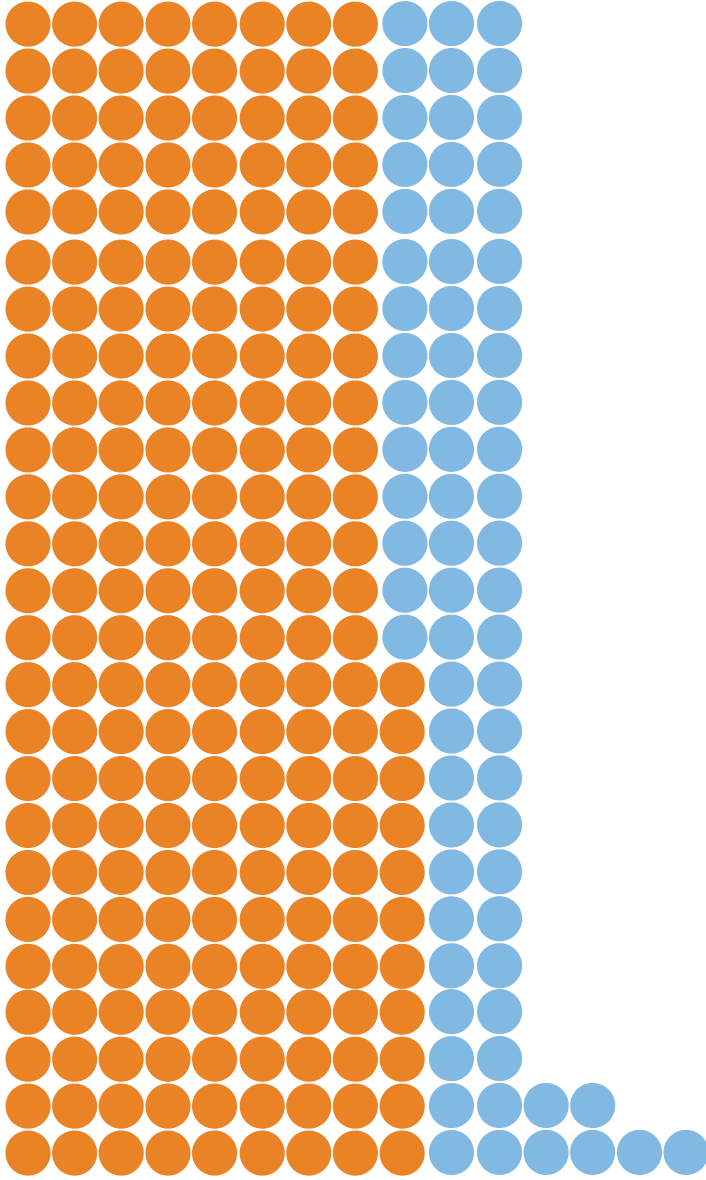
Year 1



Year 2



Year 3



Your List Expires at ~25% / Year

Year 1



50K

Year 3

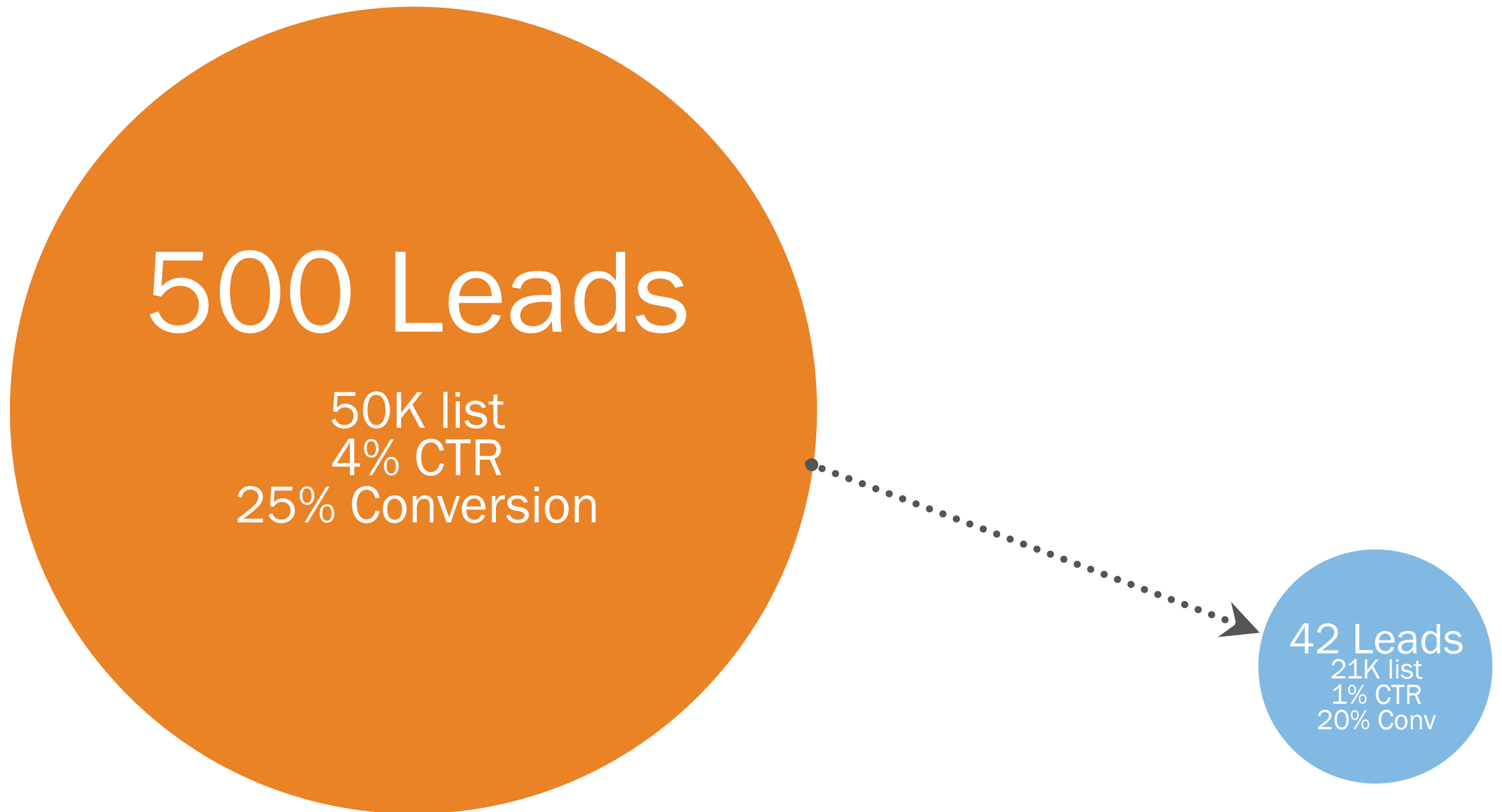


21K

Attention Expires, Too

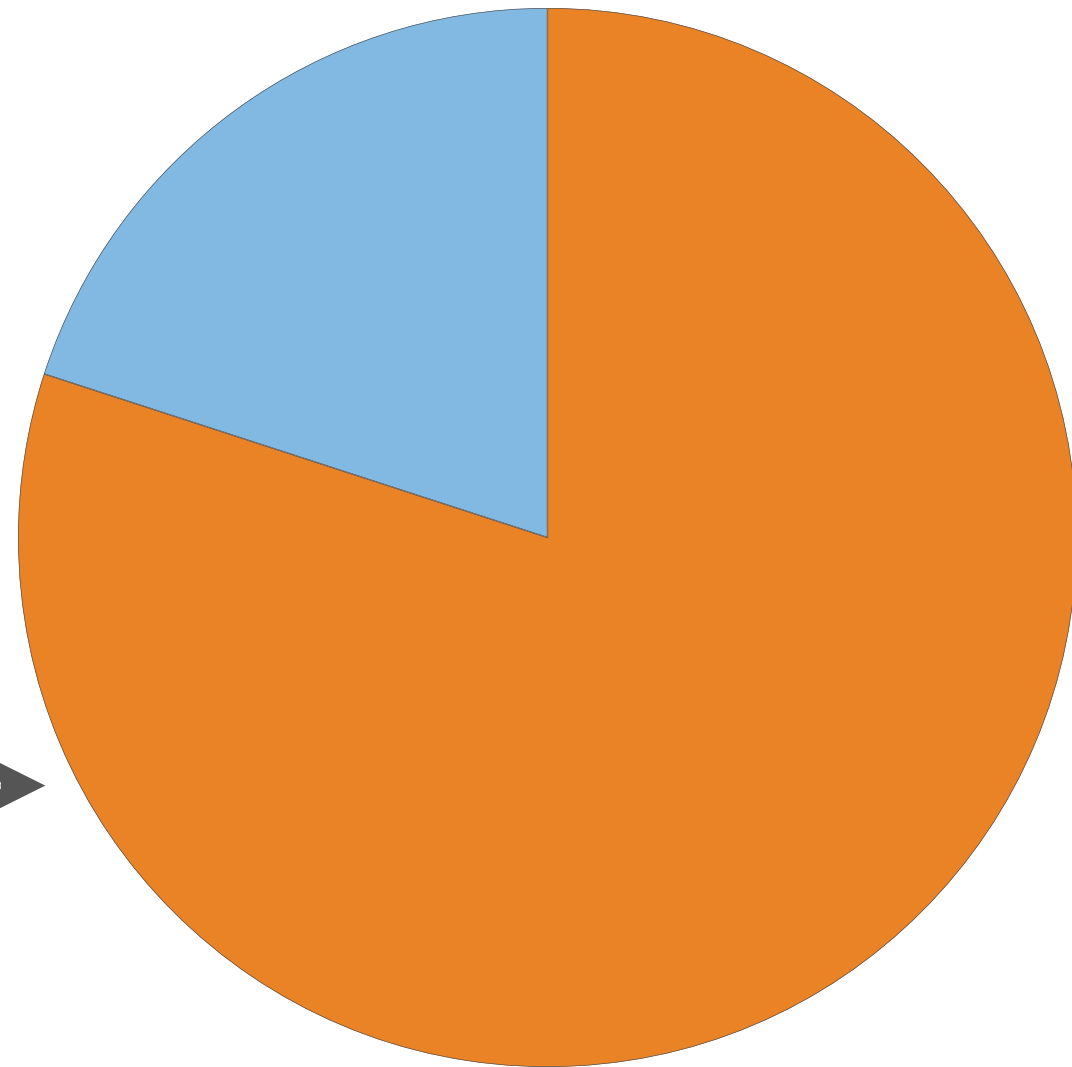


Marketing Automation Expiration

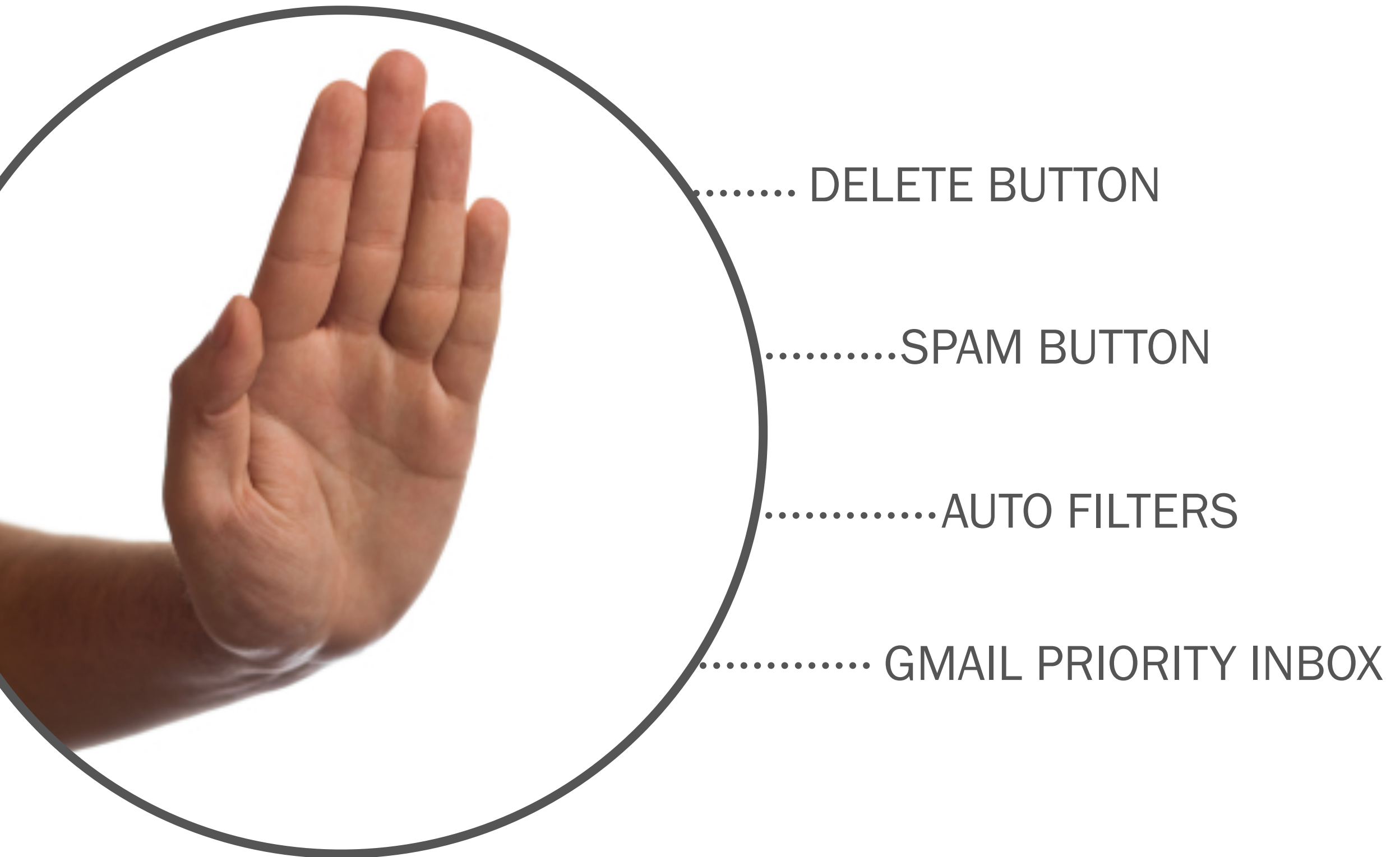


2. Email is unreliable

80%
of people don't
read all their
email

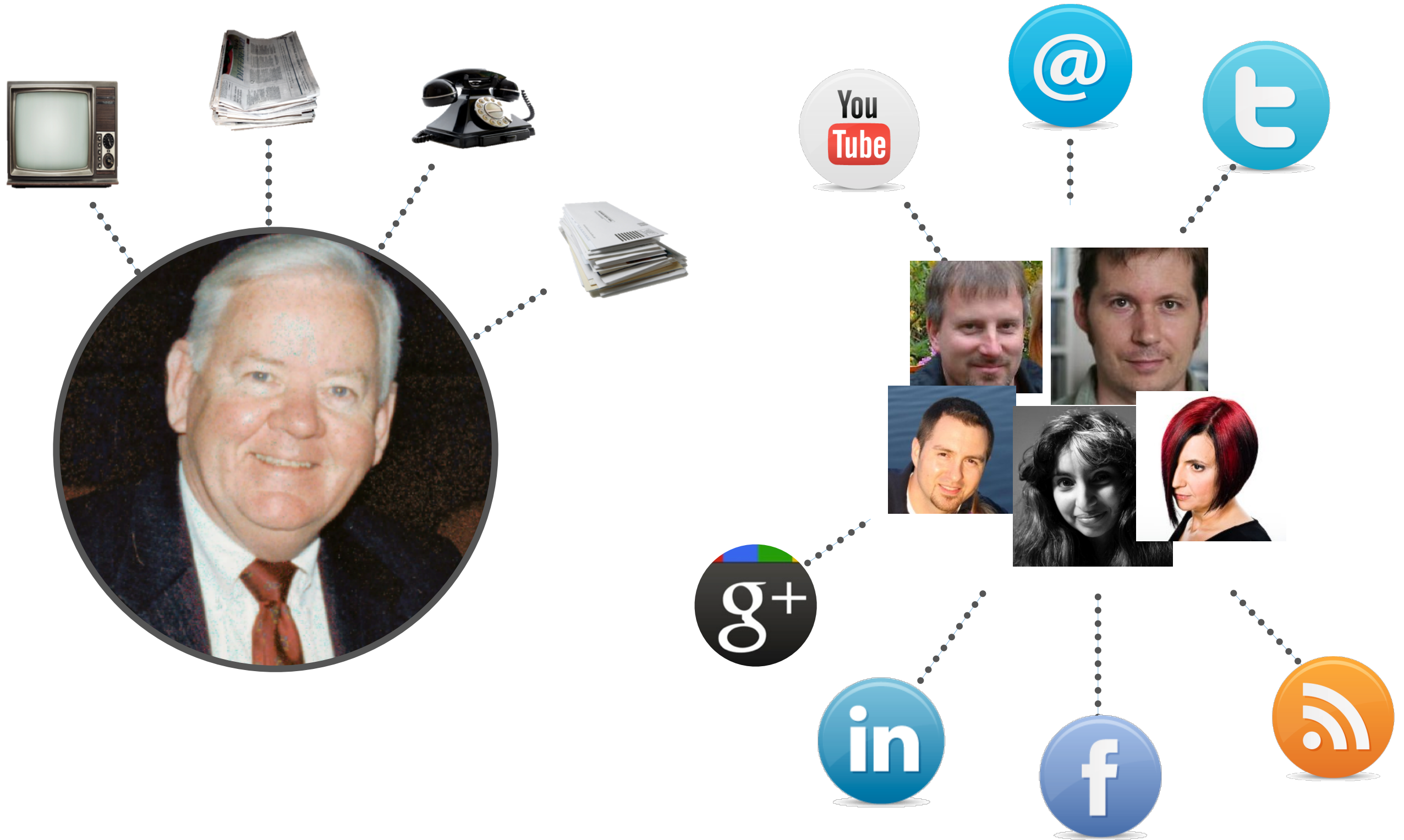


Unsubscribing without Unsubscribing



3. The world has changed

Times Have Changed

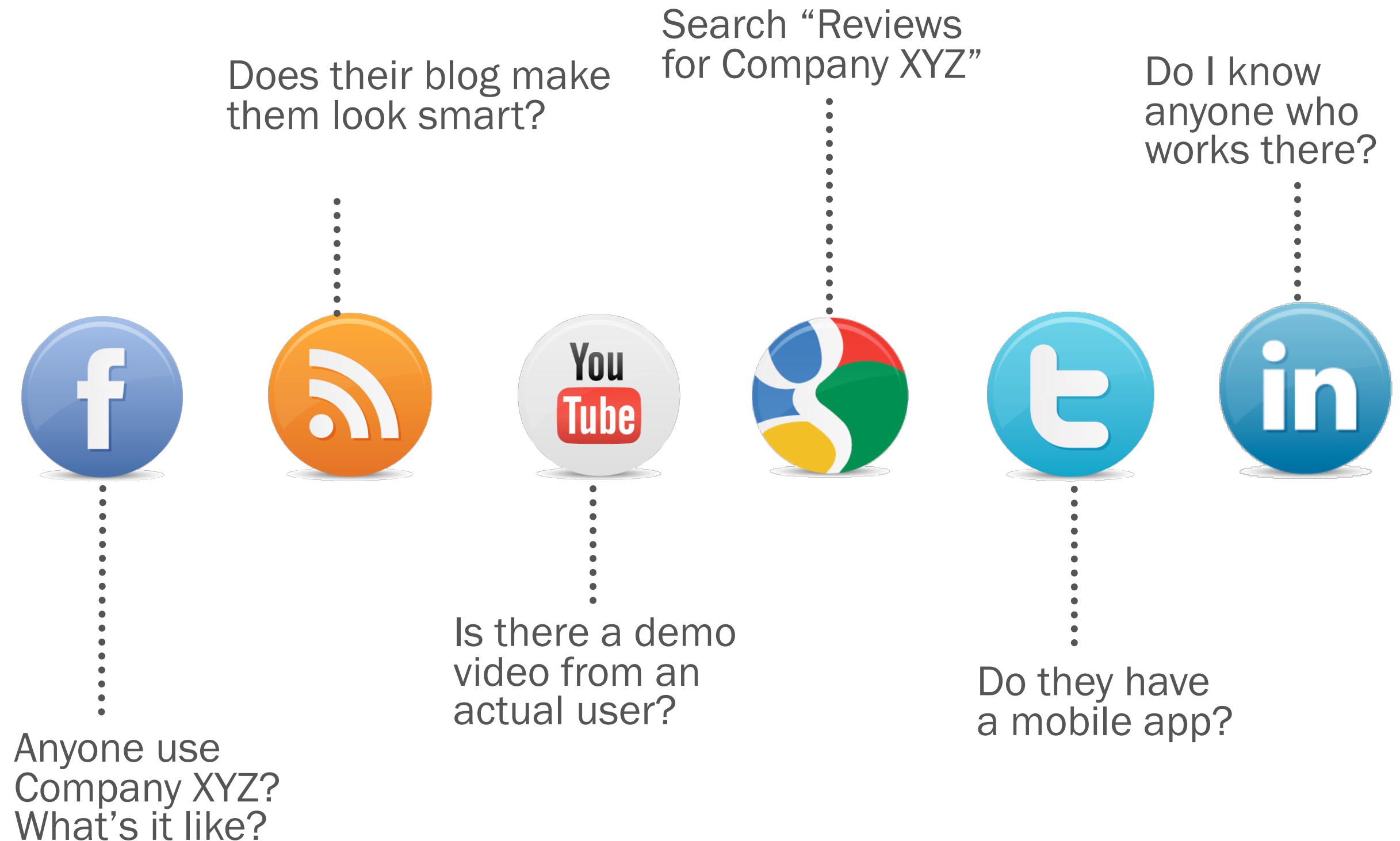


1990 Sales Demo

Please tell me
about your product.
You have my
undivided
attention.



2011 Sales Demo

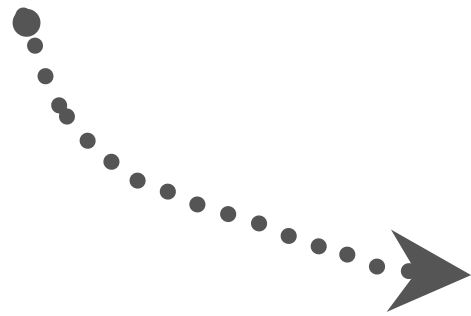


**Today's customer is so
much more educated**

**By the time we hear from them,
they already know why they want to
speak to us.**

**We need a better way to prove
that we are worth their time**

INBOUND MARKETING

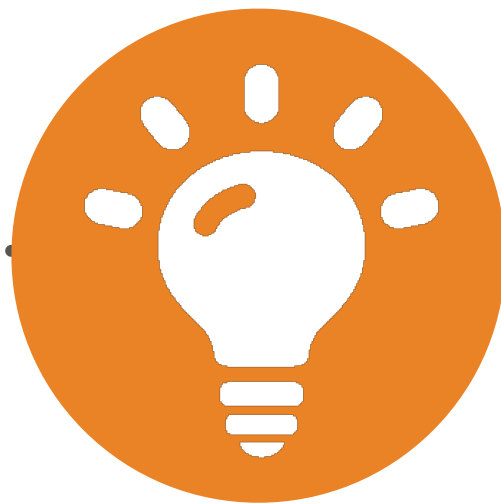


<http://bit.ly/inbound101>

INBOUND MARKETING

VS.

MARKETING AUTOMATION



<http://bit.ly/inbound101>

3 Steps:

1



Get Found

2



Convert

3



Analyze
(Measure What Matters)

“

If you have more money than brains,
you should focus on outbound
marketing. If you have more brains
than money, you should focus on
inbound marketing.

GUY KAWASAKI
FORMER CHIEF EVANGELIST, APPLE
CO-FOUNDER, ALLTOP.COM

<http://bit.ly/inbound101>

Image Credit: RangerRick

How do we get found?

Quality Content

- * We are the industry experts on how software development should be done. Full stop.
- * The TW way. Agile and CD support this, but this very much needs to be about ThoughtWorks.
- * Real content, written by professionals that is free and value-add. Much of which already exists.
- * Real stories from real customers about real problems
 - * Blogs, Interviews and Videos OVER Case Studies

Content is King

When blueprinting a social media strategy, enthusiasm and support typically derails when examining the resources and commitment required to produce regular content.

- Brian Solis “Why Brands are Becoming Media”

What will be different this time?

- ✱ We will leverage the social web, and not try to own all of the channels in which conversation takes place
- ✱ Content creation becomes everyone's job
- ✱ We will measure our detractors and advocates and how we respond

How do we convert them?

Bring back the human element

Email comes from humans with permission



- ✱ Opt-In OVER Opt-Out
- ✱ Rupesh Kumar OVER Jessica Montague

-  **Twelpforce Best Buy** @twelpforce 8m
@milagros You can email in to twelpforce@bestbuy.com and we can look into your inquiry. via @Brendan_BestBuy
-  **Twelpforce Best Buy** @twelpforce 18m
@viniobucheli1 ill need you to call 888bestbuy to find out why they canceled. via @JuniorBevins
-  **Twelpforce Best Buy** @twelpforce 28m
@viniobucheli1 You might want to send an email to twelpforce@bestbuy.com for us to look into that. via @Brendan_BestBuy
-  **Twelpforce Best Buy** @twelpforce 59m
@RoaringFlameCat bit.ly/GJIAyO Currently, we don't have any tablet PCs that will work for those requirements. You may... via @agent3012
-  **Twelpforce Best Buy** @twelpforce 2h
@Digiflame Send email w/order details to customer care team at twitter@bestbuy.com to check into account. via @agent3012
-  **Twelpforce Best Buy** @twelpforce 2h
@KIKO4LIFE Yes, that hold will be removed by your bank on the 28th. via @agent3012

Talking to
customers

Not always
about
buying

Being honest with customers about the nature of follow-ups. Respecting their wishes and earning their referrals based on their experience with us.

How do we measure?

Our Engagement Strategy

- * Quality OVER Quantity
 - * Not how 'many' followers, as much as the right ones
- * Education
 - * How many conversations are we having? How many comments are we driving? How many people come to us to post questions about challenges they are having?
- * Earn referrals through our expertise
 - * Tracking who are our influencers and celebrating those who bring people to our party

Quality over Quantity

- ✱ If we want to extend our true reach, it will require obtaining **influential** followers, not necessarily the largest number of followers
- ✱ The best way to do this is to continuously provide them with free and valuable resources that develop them as the types of customers we would like to have
- ✱ Not everyone needs to be a buyer; what we want is their endorsement to five other people that might buy

What are the channels?

Owned, Paid and Earned

Media type	Definition	Examples	The role	Benefits	Challenges
Owned media	Channel a brand controls	<ul style="list-style-type: none"> • Web site • Mobile site • Blog • Twitter account 	Build for longer-term relationships with existing potential customers and earn media	<ul style="list-style-type: none"> • Control • Cost efficiency • Longevity • Versatility • Niche audiences 	<ul style="list-style-type: none"> • No guarantees • Company communication not trusted • Takes time to scale
Paid media	Brand pays to leverage a channel	<ul style="list-style-type: none"> • Display ads • Paid search • Sponsorships 	Shift from foundation to a catalyst that feeds owned and creates earned media	<ul style="list-style-type: none"> • In demand • Immediacy • Scale • Control 	<ul style="list-style-type: none"> • Clutter • Declining response rates • Poor credibility
Earned media	When customers become the channel	<ul style="list-style-type: none"> • WOM • Buzz • "Viral" 	Listen and respond — earned media is often the result of well-executed and well-coordinated owned and paid media	<ul style="list-style-type: none"> • Most credible • Key role in most sales • Transparent and lives on 	<ul style="list-style-type: none"> • No control • Can be negative • Scale • Hard to measure

54869


Source: Forrester Research, Inc.

Earning digital media doesn't mean it's free. It's not.

- ✱ It's just that instead of paying directly for a placement or making arrangements with a partner—you are paying for the time and resources of people who will investigate what's being said about your brand and engage on your behalf.

- DAVID ARMANO

Tricia Beavers's recommendation




Tricia Beavers, Special Projects Lead at Dillard's
Little Rock, Arkansas Area

We have tried several different project management tracking and this by far has been the best! Setting up new card types happen effortlessly. Different views can be set up for different documents so everything can be accessed in one place by member has found this to be invaluable tool!

January 13, 2012 • [Like](#) • [Flag](#)

All professionals that recommend Mingle - Agile Project Ma


Sort by: [Your network](#)



Wes Williams, Vice President, Global Large Commerce at Bank of America
Greater Seattle Area

I have used several agile project management tools starting excel, xplanner, versionone, rally and now mingle. If you have cannot maintain a physical card wall mingle is the best solution

November 10, 2011 • [Flag](#)



Sandi Rothman, Director of Project Management at TI
Washington D.C. Metro Area

The supplied templates makes it easy for you to get up and process matures, Mingle makes it easy to change and adapt with ease. The versatility of the tool also enables it to be used as an information and collaboration resource for teams, program allocation.

January 5, 2012 • [Flag](#)

Marketing Programs Overview

Traditional Programs

- ✱ Analyst Relations and co-marketing (e.g., webinars, white papers, seminars, road shows, speaking engagements)
- ✱ PR
- ✱ Announcements, press engagements
- ✱ Events
- ✱ Advertising

Events

- * Web and Live events are today and will continue to be one of the best ways to nurture and qualify leads
- * We need to get smarter about how we run them:
 - * Promotion
 - * Real-Time Awareness
 - * Audience Participation
 - * Community Sharing
- * Physical events are essential to bring a human element to our community, but we can't do them everywhere
 - * Why don't we poll our audience and see where THEY want us to be?

What about analysts and media?

- ✱ InfoQ, Agile Journal, CMC Media: **Been there, done that.**
- ✱ Focus on the collaboration streams curated by the newer breed of technology and E2.0 focused media channels: Giga OM, ReadWriteWeb, Mashable, Pando
- ✱ Engage with media and analysts directly via social channels and through invitations to our live events
- ✱ Make inroads with some of the more contemporary analyst firms like Redmonk and 451 Group on similar terms
- ✱ We will work with TW corporate on engaging with traditional analysts **where it makes sense** but in general we prefer to take the Atlassian model where they include us because **we cannot be ignored.**

Marketing in 2012 and beyond

Lots of launch points to change our game in 2012

- * In the next 2-3 months alone:
 - * TWS Blog Redux
 - * Twist Relaunch - eCommerce enabled
 - * Ad Program Refresh Begins
 - * New Banners and Landing Pages
 - * New Community Site
- * That's not even counting the Mingle and Go new product launches

Immediate Next Steps

- * Get a handle on essential costs (staff and programs)
- * Shore up critical owned channels:
 - * email Newsletter
 - * blog
 - * tweet stream
 - * linkedin
 - * thought leadership events
 - * office hours
- * Empower Rebecca and Catherine with what they need to support the field teams
- * SMARKETING Teams :)
- * Establish ownership and prioritization around SFDC, B2B and Advertising programs
- * Supporting the product messaging efforts to stay on track

Risks / Issues / Puzzles

- ✱ Messaging, Segmentation and GTM for Mingle and Go
 - ✱ Both are in some state of revision in terms of freemium strategy, versions, pricing, etc.
 - ✱ Lack of movement is impacting ability to make decisions on ad-buys, SEO and other demand generation programs
- ✱ Product Marketing/Mgmt need to do more to help “tell the story” about who our customers are, why we are selling to them, and how we’re going to do it.
- ✱ Clarification of APAC Go-To-Market strategy and required resources

Risks / Issues / Puzzles (continued)

- * Content, **Content**, **CONTENT!**
- * Need to set the tone this is everyone's job
- * **Community Manager** to LISTEN to our audience and make sure we are RESPONDING
- * **Content Curator / Content Strategy**
- * **Online education**
- * Strong **owner for web analytics and advertising**

Collaborating with Global Marketing

- ✱ IS team in Manchester
- ✱ Digital Strategy and Creative: Morag and Andy
- ✱ Tooling:
 - ✱ Sharing Sprout Social
 - ✱ Aligning with Brian and Andrea on SFDC/Engage
- ✱ Analytics: Potential to share capability here.
- ✱ Events and Content: Lots of opportunity for collaboration
- ✱ Messaging (e.g. CD is a HUGE opportunity)