**Marketing Business Process Description – NextTech**

**1. Introduction**

Marketing at NextTech serves as the strategic engine that drives brand awareness, demand generation, and customer engagement across our smart manufacturing and digital twin SaaS solutions. With operations spanning the European Union and targeting B2B customers in industrial automation, our marketing efforts must balance technical sophistication with compelling storytelling to resonate with engineering and executive audiences alike.

Our marketing process integrates **Salesforce Marketing Cloud** for campaign execution, **Microsoft Dynamics 365** for customer insights, **SAP Customer Experience** for commerce enablement, and **Power BI** for performance analytics. This technology stack enables us to deliver personalized, data-driven marketing at scale while maintaining alignment with our revenue goals.

**2. Key Objectives**

* Build market leadership in industrial automation and digital twin technologies
* Generate qualified sales pipeline equal to 4x revenue targets
* Maintain 80%+ brand awareness among target accounts
* Achieve 35% marketing-sourced revenue contribution
* Optimize marketing spend ROI across channels
* Enable sales teams with high-impact collateral and tools

**3. Process Steps**

**3.1 Market Strategy & Planning**

Our annual marketing planning process begins with deep market analysis conducted in partnership with the executive team. Using tools like **Dynamics 365 Customer Insights**, we analyze industry trends, competitive positioning, and customer needs across our 12 target verticals. This intelligence informs our **Go-To-Market Framework**, which defines our positioning, key messages, and campaign architecture for the fiscal year.

The strategy cascades into quarterly plans that balance **always-on demand generation** with **strategic initiative campaigns**. For example, our "Factory of the Future" thought leadership program runs continuously, while product launch campaigns follow an event-based calendar. Budget allocation follows a 60/20/20 rule: 60% to proven channels, 20% to testing new approaches, and 20% to sales enablement.

**3.2 Campaign Development & Execution**

Campaign development follows our **TEAM framework** (Target, Engage, Activate, Measure). Each campaign begins with precise audience segmentation in **Salesforce Marketing Cloud**, where we create dynamic lists based on firmographics, technographics, and engagement history. Our content studio then develops assets tailored to each segment's needs—from technical whitepapers for engineers to ROI calculators for financial buyers.

Execution follows an **integrated channel approach**:

* **Digital:** Paid search, LinkedIn advertising, and programmatic display (managed through Google Marketing Platform)
* **Events:** 8 major trade shows annually plus 24 virtual roundtables
* **Content:** Monthly webinars, quarterly research reports, and always-on blog content
* **Account-Based Marketing (ABM):** 1:1 campaigns for our top 200 strategic accounts

All campaigns include **multi-touch attribution tracking**, allowing us to measure influence across the 12+ touches typical in our complex sales cycles.

**3.3 Content Strategy & Development**

Content serves as the foundation of our marketing efforts. Our **Content Advisory Board**—comprising product managers, sales leaders, and customer advocates—meets monthly to prioritize topics based on customer needs and competitive gaps. The output is a **content matrix** that ensures we cover all stages of the buyer's journey for each solution area.

Production follows a **hub-and-spoke model**:

* **Core assets** (e.g., industry research) are developed in-house by our technical marketing team
* **Localized versions** are adapted by regional marketers for language and cultural relevance
* **Repurposed content** extends shelf life (e.g., webinar → blog series → infographic)

All content undergoes **technical validation** by product experts and **compliance review** by legal before publication.

**3.4 Digital Experience Management**

Our digital properties—including the corporate website, customer portal, and partner microsites—are managed as a unified experience. The **NextTech.com** website, built on Sitecore, personalizes content based on visitor profile and intent signals from **Dynamics 365**. Key features include:

* **Solution configurators** for product exploration
* **Chatbot-assisted content discovery**
* **Gated access** for premium technical content

We conduct **bi-weekly conversion rate optimization tests**, improving lead capture performance by 22% year-over-year.

**3.5 Performance Measurement & Optimization**

Marketing performance is monitored through our **MARTECH dashboard** in Power BI, which synthesizes data from 15+ sources. Daily stand-ups review:

* **Pipeline health** (Marketing Qualified Leads → Sales Accepted Opportunities)
* **Channel efficiency** (Cost per Lead by source)
* **Content engagement** (Time-on-page, asset downloads)

Quarterly business reviews assess strategic metrics like:

* **Brand lift** (measured through third-party surveys)
* **Customer acquisition cost** (CAC) by segment
* **Marketing-influenced revenue**

**4. System Integration & Automation**

* **Salesforce Marketing Cloud**: Campaign execution & email automation
* **Microsoft Dynamics 365**: Customer data platform & journey analytics
* **SAP Customer Experience**: Commerce & partner portal management
* **Power BI**: Performance reporting & predictive analytics

**5. Key Performance Indicators (KPIs)**

**5.1 Demand Generation**

* **Marketing Qualified Leads (MQLs)**: 2,500/month (measured by form submissions meeting BANT criteria)
* **Cost per MQL**: €220 (tracked by channel in Marketing Cloud)
* **MQL to SQL Conversion**: 42% (measured through Salesforce CRM handoffs)

**5.2 Brand Impact**

* **Brand Awareness**: 83% among target accounts (annual Kantar survey)
* **Share of Voice**: 28% in trade media (Meltwater analysis)
* **Thought Leadership Score**: 8.1/10 (Gartner peer reviews)

**5.3 Sales Enablement**

* **Collateral Utilization Rate**: 78% of assets used weekly by sales (CMS analytics)
* **Deal Acceleration**: Marketing-supported deals close 22% faster (CRM pipeline analysis)

**5.4 Operational Efficiency**

* **Campaign Launch Time**: 14 days from brief to execution (project management logs)
* **Content ROI**: €12 revenue per €1 invested (multi-touch attribution model)