

Crownpeak Case Study: Maximizing Lead Engagement with Marketo and Salesforce



Overview

Crownpeak is a provider of digital experience management solutions and it offers multiple products to help businesses manage their digital presence. The company's range of services, called "product service interest," is designed to meet the varying needs of its clients. Despite this comprehensive suite, Crownpeak faced challenges in maximizing engagement with leads once they turned into Marketing Qualified Leads (MQLs).

Services we provided

- Salesforce
- Hubspot
- Marketo

Challenge

Crownpeak's main challenge was to streamline the engagement process once leads became MQLs. Without a consistent approach, it was difficult to ensure effective engagement with these leads and confirm they were contacted promptly. This lack of structure not only impacted customer engagement but also contributed to a longer sales cycle and decreased return on investment (ROI).

Solution

To overcome these challenges, Crownpeak employed several functionalities within Marketo and Salesforce to streamline the lead management process. The solution encompassed the following key steps:

Marketo Nurture Programs

- **Nurture Programs:** We implemented nurture programs in Marketo, enrolling leads into relevant programs based on their touchpoints. This approach ensured that leads received customized content tailored to their journey.
- **Customized Content:** Each lead in the nurture program received content that was personalized according to their engagement level and interest.
- **Sales Funnel Stages:** The nurture programs were designed to follow the stages of the sales funnel: awareness, consideration, and evaluation. This structure guided leads through the customer journey, providing the necessary information at each step.

Lead Scoring and Queue Management:

- **Lead Scoring Model:** Before leads became MQLs, We implemented a lead scoring model to determine when a lead was ready to transition to the next stage. This model assessed the leads' behavior and engagement to ensure a smooth transition.
- **Salesforce Queue Management:** Once leads turned into MQLs, they were moved to a queue in Salesforce. We employed a round-robin technique, ensuring that leads were evenly distributed among multiple Sales Development Representatives (SDRs). This streamlined approach guaranteed that all MQLs received attention and were efficiently managed.

Result

The implementation of these strategies yielded significant results for Crownpeak:

- **Increased Engagement:** The customized content and structured nurture programs led to a higher level of engagement with leads.
- **Shortened Sales Cycle:** By streamlining the lead management process and evenly distributing MQLs among SDRs, Crownpeak significantly reduced the sales cycle.
- **Increased ROI:** The enhanced engagement and shortened sales cycle contributed to a noticeable increase in ROI.
- **Enhanced Sales Productivity:** With a consistent approach to lead management, the sales team at Crownpeak experienced improved productivity and a more efficient workflow.

Conclusion

Crownpeak's successful implementation of Marketo and Salesforce functionalities demonstrates the power of a streamlined lead management process. By employing nurture programs, lead scoring models, and Salesforce queue management, the company was able to increase engagement, shorten the sales cycle, and enhance overall sales productivity. This case study illustrates how companies can overcome challenges in customer engagement and create a more effective and profitable sales strategy.