

Modern Marketing

Must Haves for Marketing Success

Market like a Rockstar

One2One Marketing Event

October 23, 2013

Joseph Manos
Executive Vice President

Today's Objectives:

During today's session we will explore the rapid transformation of marketing:

- a. Cross-Media & Multi-channel Marketing
- b. Marketing Automation / Lead Nurturing / Lead Scoring
- c. Trends impacting your marketing results
- d. Actual Use Case Examples of Success
- e. Q & A

2013 MARKETING BASELINE

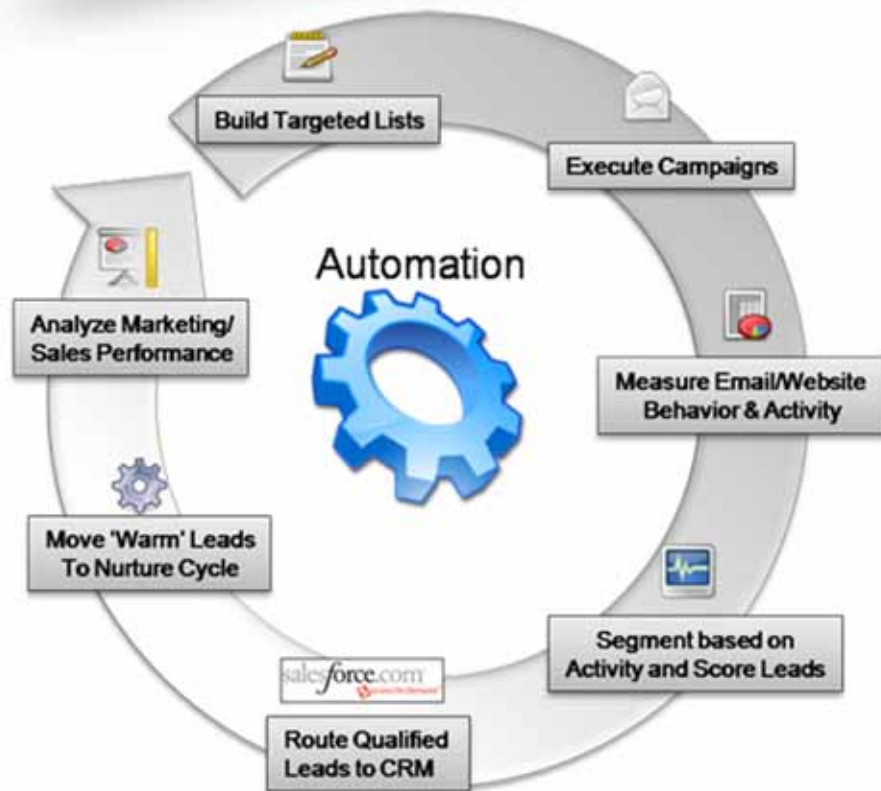
WHAT'S DRIVING TRANSFORMATION

Show Me The Money

- Marketers are now in a position to take control of their marketing outcomes
- Marketing as we know it – **has transformed**



Modern marketing



- Clear best practices for success
- The challenges are consistent across all customer types
- Align sales and marketing
- Marketing automation is the answer

Key Marketing Deliverable

#1 need today
Sales Ready Leads



What is Cross Media?

A Cross Media campaign is one that connects one medium to another.

Example:

Adding a personalized url (purl) to a direct mail piece connects the printed piece to the web.



Various technologies can be used...

Purls: JohnSample.MyOffer.com

Gurls: www.MyOffer.com

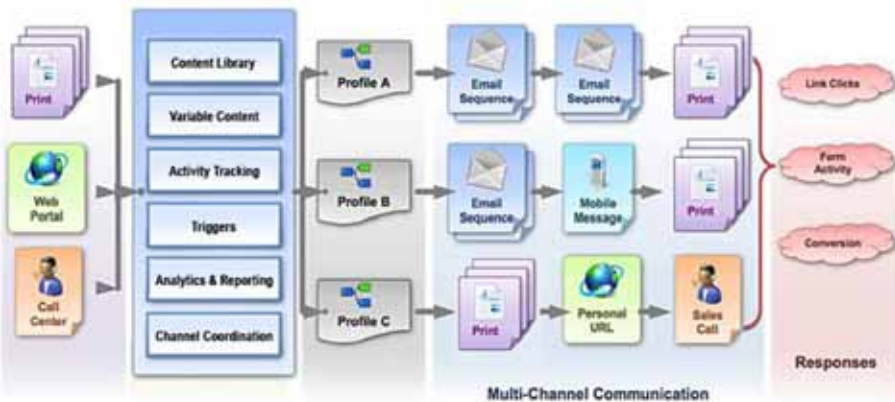


QR Codes

Multi-Channel Marketing

Marketers promote their product or service in a number of ways:

- **Direct (1:1) communications**
 - Direct Mail, Mass Media, Social Media
 - Leveraging unique “data” about the person
- **Mass Media (1:Many)**
 - Radio, Television, Web Ads, Newspaper, Signage
- **Social Media (Many:Many)**
 - Facebook, Twitter, Linked-In



Desired Outcomes

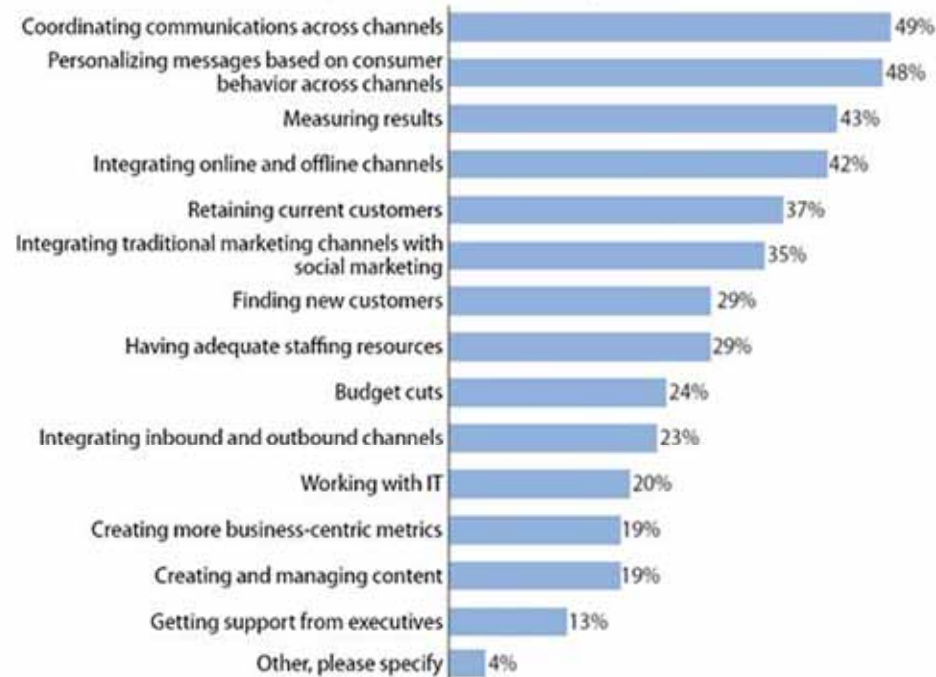
- **Multi-Channel Marketing:**
 - two or more different marketing channels used simultaneously to reach a customer and increase effectiveness of marketing campaign
 - The concurrent communications reinforce each other
- **The Goal:**
 - is to generate a dialogue with the respondent
 - gather intelligence for future communications
 - TRACK the effectiveness of the campaign



But Challenges exist

Coordination Across Channels And Measurement Puzzle Marketers

"What are the biggest cross-channel campaign management challenges you expect to face in the next two years?"



Base: 167 respondents who use a cross-channel campaign management application (multiple responses accepted)

The FOCUS has changed



- Leads have varying value
- Responses alone aren't enough to deliver the results we need
- The key is finding the ones that fit the ICP
- Marketers are increasingly focused on the ROI associated with high value opportunities

Marketing program evolution

- Marketers realize they need to optimize **each touch**
 - Collect high-value, quality info
 - Build an ongoing dialogue
 - Develop the right approach for future interactions with each prospect
 - Content is key



CMOs Declare 2013 the Year of Digital

- A new CMO Council Study reports the following:
 - 60% of CMOs think their digital strategies lack innovation
 - Fewer than one in five CMOs think their organizations are any good at digital marketing
 - They are charging into Big Data
 - Data and web analytics are going to be big hiring priorities for marketing departments, says Liz Miller, VP of the CMO Council, which counts more than 6,000 members worldwide

CEO's driving change

It's a directive from the top

The CEO is saying to the CMO, "Listen, customer preference is controlling the switch, so come to me with accurate measurement, give me visibility into the marketing spend"



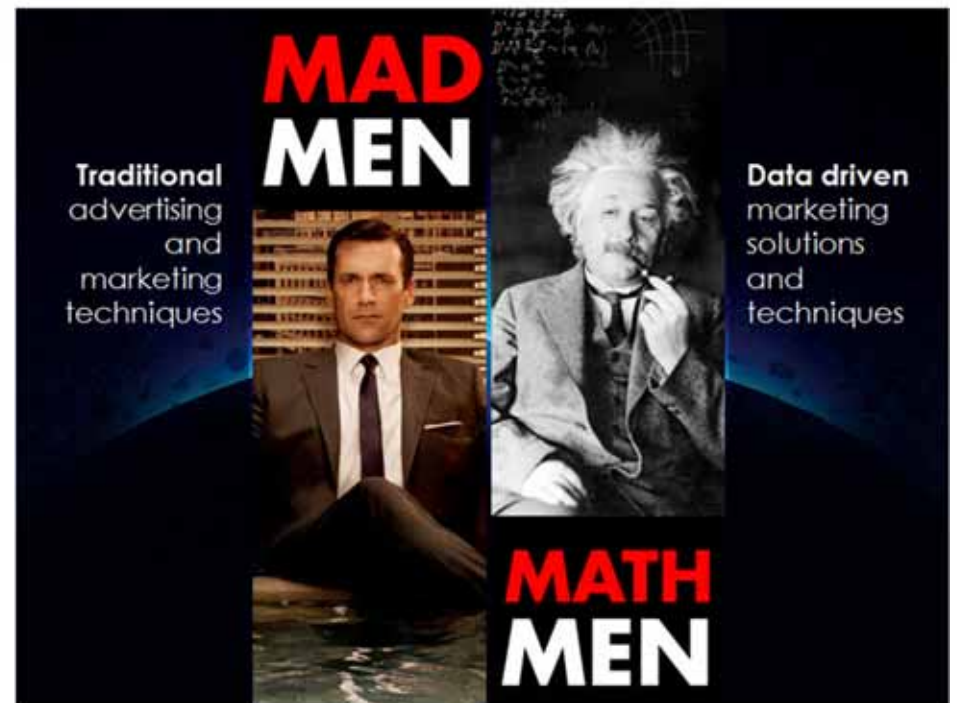
Everything is on the table



60% say they will be making agency changes this year to address a lack of innovation and dearth of value-added thinking from their outside partners

More strategic...

- 80% of marketers plan on implementing Marketing Automation Solutions
- 60% of these marketers are looking for a partner to help them



Marketing automation – What?

- Efficiency:
 - Streamline sales and marketing processes
 - Automate repetitive tasks
- Effectiveness:
 - Seamlessly integrate multiple channels
 - Trigger real-time follow ups
 - Gain actionable insights

Generate **quality leads**
and close **more deals–faster**
with marketing automation



Marketing automation – Why?

Technology is finally doing to marketing what it did to financial markets two decades ago: driving it toward automation and real-time analysis

The future of marketing is going to be “much less art and much more science.”

-- **David Meerman Scott**

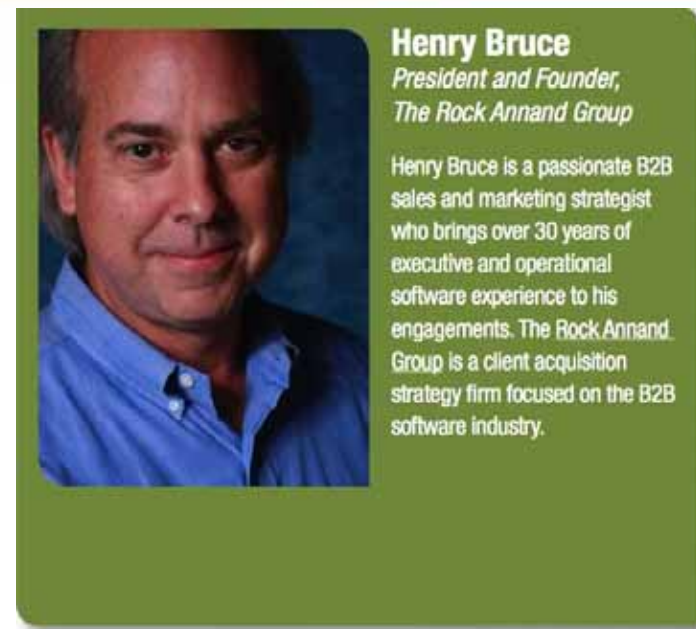
Marketing strategist and author of
The New Rules of Marketing & PR



Shocking marketing results...

When I reflect on the state of marketing automation, three stats paint a very ominous picture:

- 70% of the buy cycle is complete before sales engages with buyers
- Only 50% of a typical sales team achieves quota
- Only 10%-15% of new leads are considered sales ready



Customer demand for Marketing Automation

International Data Corporation predicts demand for marketing automation will grow from \$3.2 billion in 2010 to \$4.8 billion in 2015

~30,000

of the U.S. businesses which have invested in marketing automation software last year.

\$500 mil.

Investment in marketing automation software in one year in the U.S.

US Interactive marketing spend: >\$76B. by 2017, from <\$50B. in 2013

Figure 1 Forecast: US Interactive Marketing Spend, 2011 To 2016

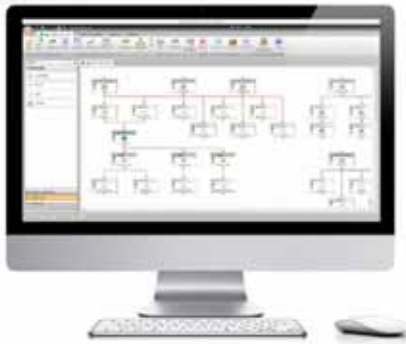


Source: Forrester Research Interactive Marketing Forecasts, 2011 To 2016 (US)

59379

Source: Forrester Research, Inc.

3 Key Success Factors



Technology

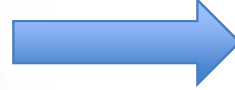


Process



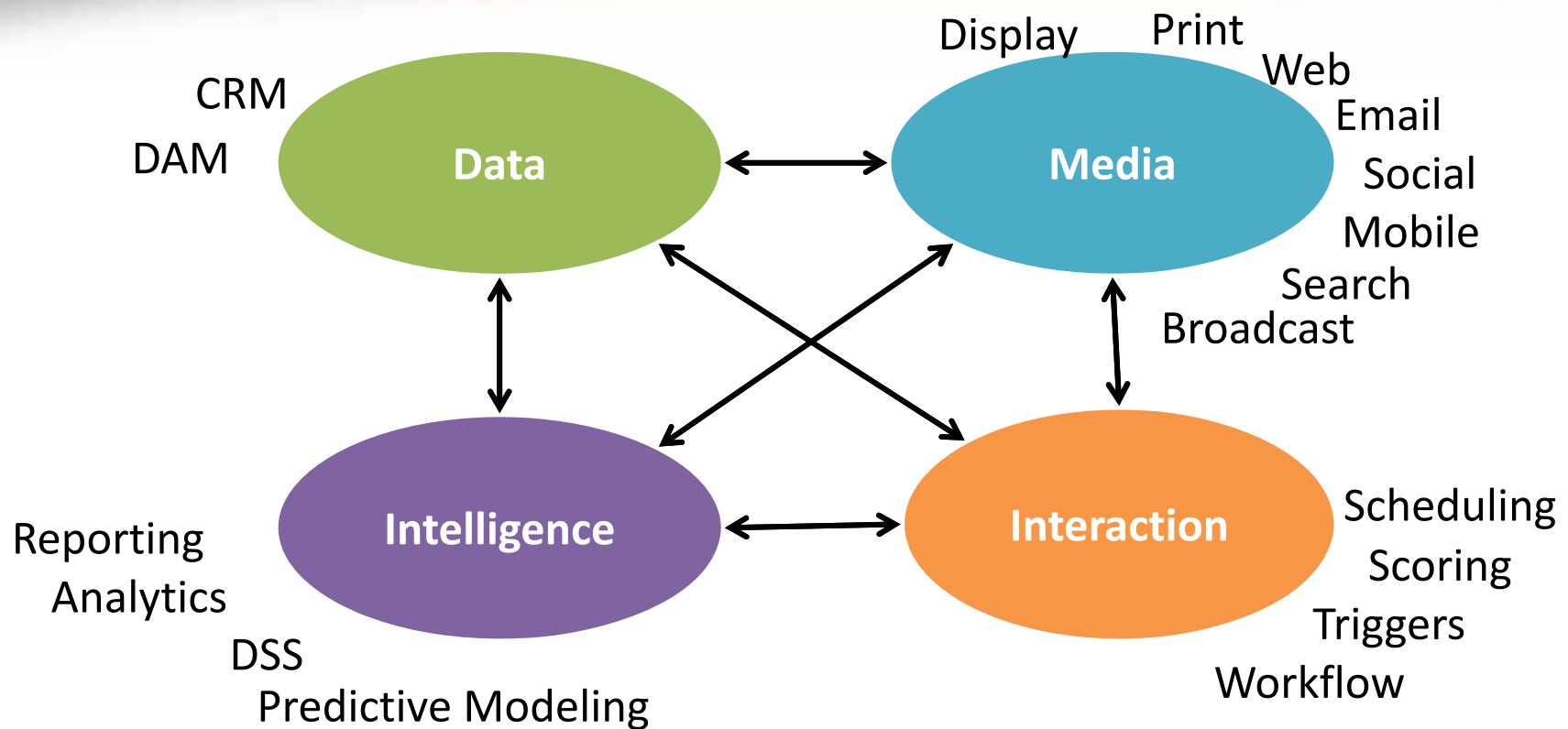
Tracking

Data is in Silos



**Integrate off
and online
channels**

4 core areas of “Marketing Automation”



TRENDS IMPACTING TODAY'S MARKETING PROGRAMS

**HOW TRADITIONAL MARKETING APPROACHES
ARE UNDER FIRE**

People are busier than ever:
Media consumption habits have changed
Attention span is less than 9 seconds.



Available on more channels



- **Your target audience is available on an average of 7.2 channels, including:**
 - Landline phone
 - Mobile phone (two if counting voice and text!)
 - Skype
 - Facebook
 - Twitter
 - LinkedIn
 - Personal & business e-mail
 - Membership in online forums
 - Business address for direct mail
 - A home address for traditional mail

One touch point isn't enough

- More electronic/online marketing + more channels
- Marketers use an average of 2.7 media channels p/campaign
 - Leaders are using 4-5



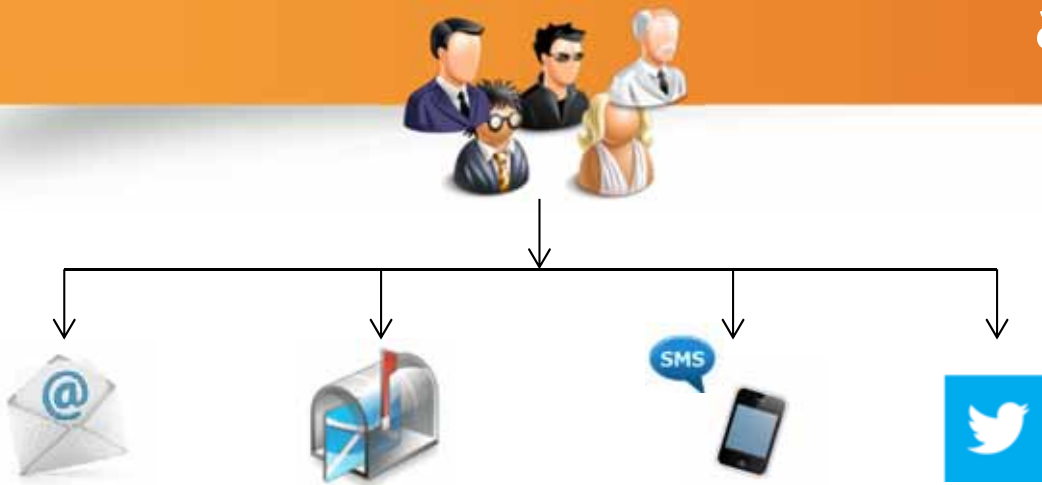
2,904 Media Messages Daily!

- “Multi-channel integration, analytics, and data gathering capabilities ultimately drive more targeted, cost-efficient marketing programs.”

~Jupiter Research



We must create a personalized experience across multiple channels



- Successful marketing campaigns utilize multiple channels to reach their target audience
- No single medium is strong enough to *cut* through the clutter.

Mobile Marketing & QR Codes

- Mobile Marketing has hit mainstream
- There are 6.8 BILLION mobile subscribers worldwide
 - Up from 6 Billion in 2011
- As of June 2013, Pew research found that 56% of adults are Smartphone users
- According to a recent Nielsen study, 38% of tablet users made a purchase through their device
 - 24% of mobile users have done the same
- Gartner said that mobile ad spending is expected to reach 11.4 Billion in 2013
- QR Codes
 - A 2D barcode used to connect print to the web.
 - Use the camera on a smartphone to “scan” the barcode.



QR Code Use Cases



- Add them to any print advertising, flyers, posters, invites, TV ads, etc. containing:
 - product details
 - contact details
 - offer details
 - event details
 - competition details
 - a coupon
 - Twitter, Facebook, MySpace IDs
 - a link to your YouTube video

Social Media



“Social media is the use of web-based and mobile technologies to turn communication into interactive dialogue.” ~Wikipedia

Social media networking is here to stay. It has become a proven way to reach, engage, and cultivate relationships with your customers, stakeholders, and audiences.

Collaborative media is evolving

"The web is at a really important turning point right now" !

"We're building toward a web where the default is social."!



*Mark Zuckerberg!
CEO Facebook!*

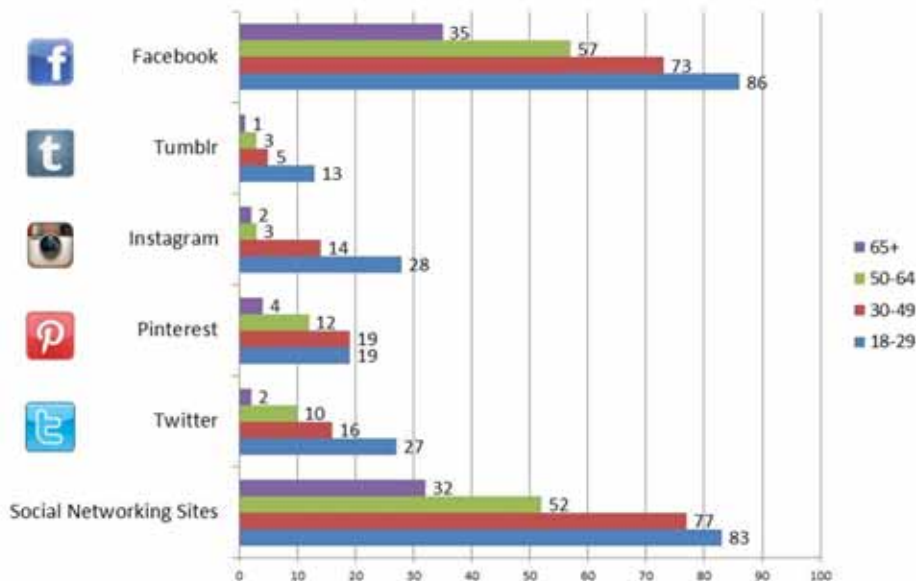
Which target audience?



- New customer acquisition isn't the only focus area for social media
- Recent studies show that customer base growth may be the best use case!

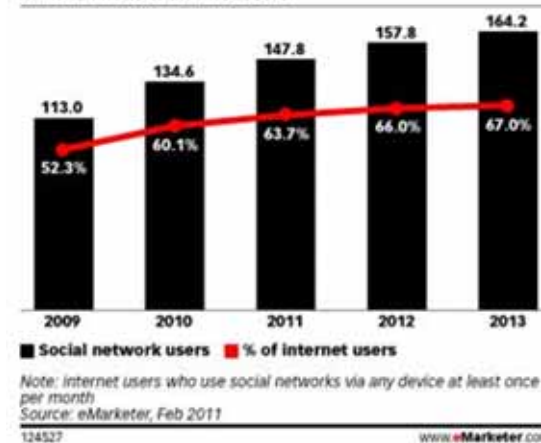
2 out of 3 Americans Use Social Networking Sites

Percentage of US Internet Users by Age Group Who Use ...



Source: Pew Research Center's Internet and American Life Project, February 2013
©2013 Creating Results, LLC www.CreatingResults.com

US Social Network Users and Penetration, 2009-2013
millions and % of internet users



Where does DM fit in?

Fact of life...

“78% of all people read their mail over a trash can.”

-USPS/DMA Survey



Marketers are looking for help

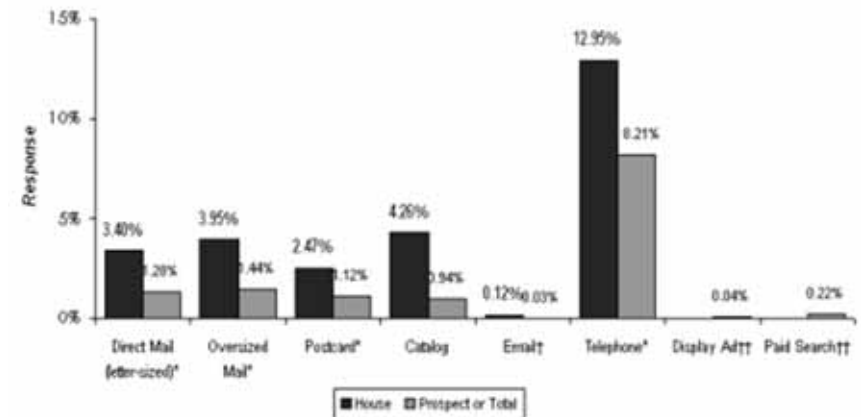
“The industry average for direct mail marketing is 1.3% response rate.”

— Source: Direct Marketing Association

- Typical response rates can vary between 0.3% and 3.4%
- What is your average response rate?

“Companies that utilize relevant graphics and text can see a 2-5X lift in response rates”

— Source: PODi



Source: 2012 DMA Response Rate Report

What's the solution?

It's important to understand that "Cross-Media Marketing" is not magic. Adding a PURL, or QR code to a direct mail piece will not guarantee improved results.

For Campaign Success you must have these basic fundamentals covered first:

1. Database
 - Are we reaching the target audience?
 - Are the names in the database the ideal contacts?
 - Is the list up to date?
2. Offer
 - Is the offer compelling?
 - Is the offer fitting for the entire audience?
 - Is it timely?
3. Creative / Call to Action
 - Does the imagery and text compliment the message without distracting from it?
 - Is the message clearly understood?
 - Does it speak to their needs?
 - Is the piece persuasive?
 - What is the call to action? (e.g. "visit your personalized URL")

TODAY'S MARKETING PROGRAM EFFECTIVENESS

**CREATING PROGRAMS THAT DELIVER THE
RESULTS YOU SEEK!**






Four key steps of an effective marketing program:

1. Create a personalized experience across multiple channels
(Lead Generation)
2. Build and cultivate a relationship **(Lead Nurturing)**
3. Find those who are most interested **(Lead Scoring)**
4. Send (only) “**sales-ready**” leads to the sales team – immediately

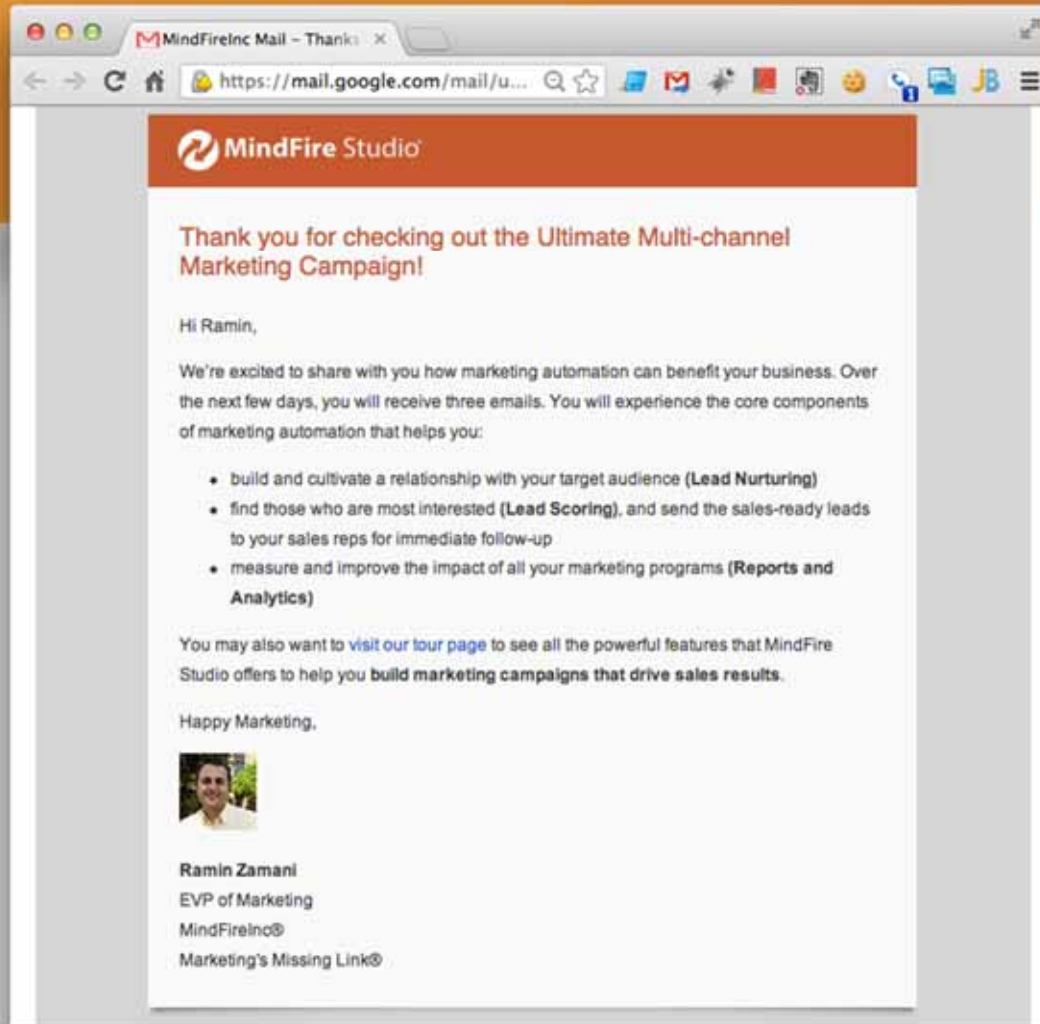
- # Step 1 – Lead Generation

Create a personalized experience across multiple channels

Fill out the form fields below to check out the personalized experience for each channel:

<input type="text" value="First Name..."/>	<input type="text" value="Last Name..."/>
 Email	
<input type="text" value="Email Address..."/>	<input type="text" value="Phone Number..."/>
 SMS	
<input type="text" value="Cell Phone Number..."/>	<input type="text" value="Mailing Address..."/>
	

Email



Text message



Direct Mail



Voice message



This is a sample message from MindFire Studio for ##firstname## ##lastname##. We look forward to meeting with you in ##destination##. You'll find our group wearing ##color## shirts. See you soon!

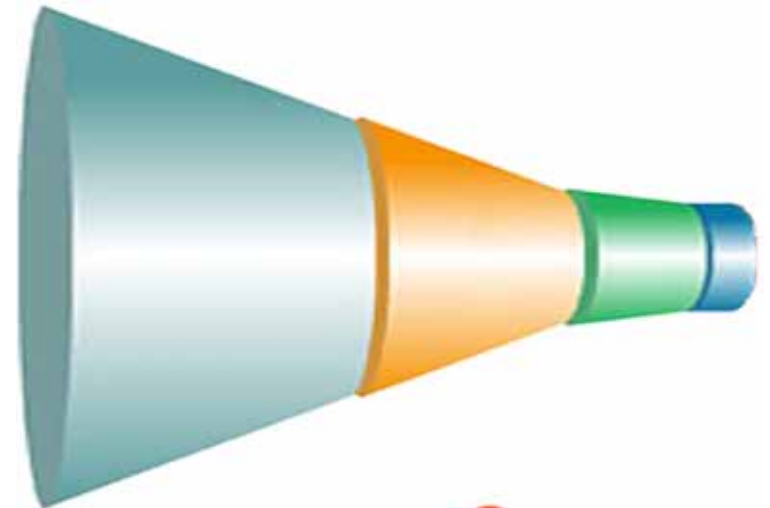


Tweet



• Step 2 – Lead Nurturing

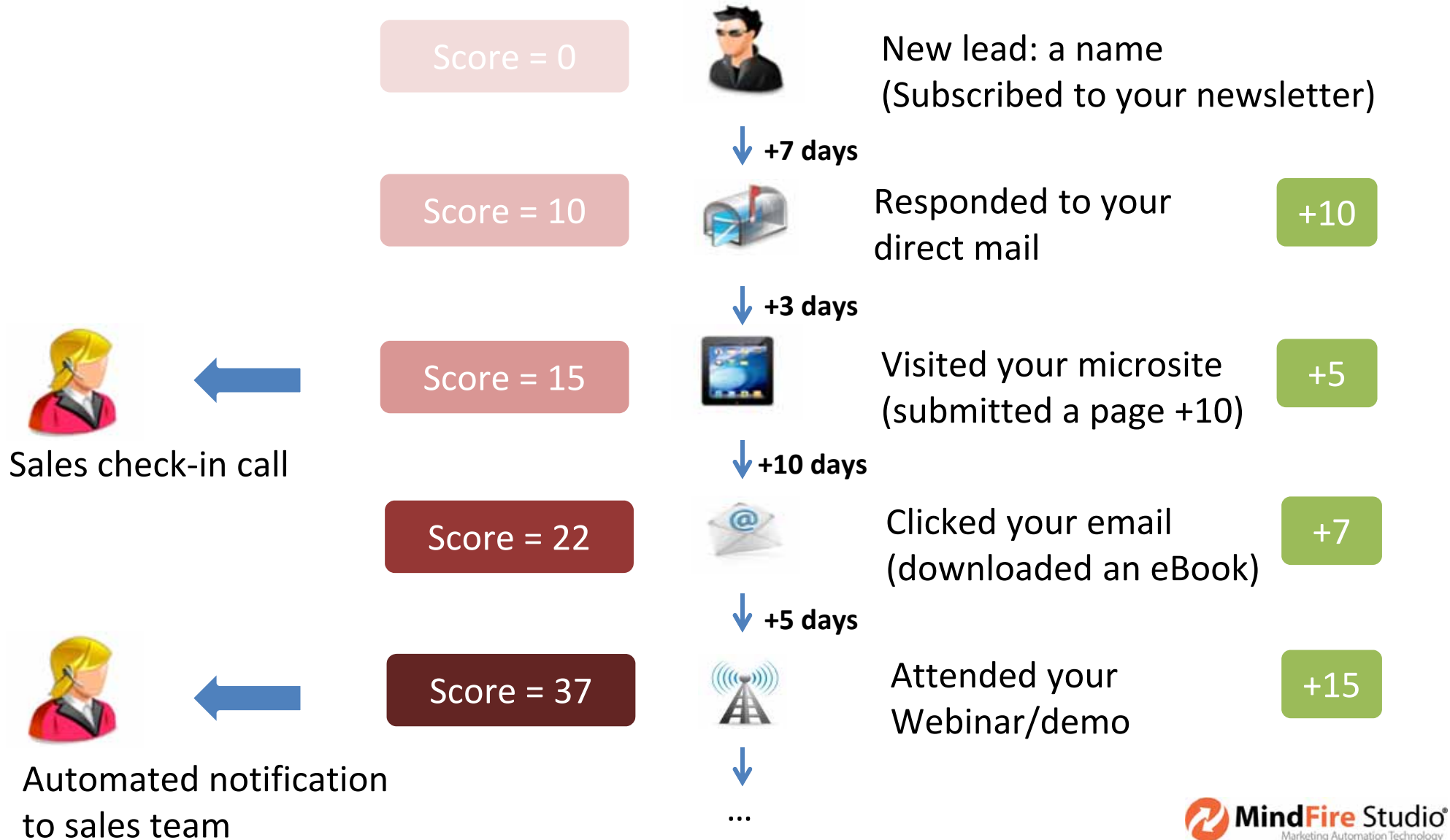
- You've got their attention, now what?
- You need to build, maintain and cultivate a relationship by "keeping in touch..."
- Guide the prospects in the funnel by sending helpful, relevant information



- STEP 3 - Lead Scoring



- **Find those who are most interested and engaged**




- Step 4 – Prompt Follow-up
Send (only) sales-ready leads to the sales team for immediate action



Set appointment with Ramin Zamani of MindFireInc
3 messages

Graph Expo 2012 Campaign <rzamani@mindfireinc.com>
Reply-To: rzamani@mindfireinc.com
To: rzamani@mindfireinc.com, salesteam@mindfireinc.com

	Ramin Zamani Personalized URL: RaminZamani IsSeed: False Address1: [REDACTED] City: [REDACTED] Company: MindFireInc Country: USA Email: rzamani@mindfireinc.com Extension: 271 Phone: (949) 474-4418 State: CA	Title: Director of Marketing Zip: [REDACTED] Owner: Ramin Zamani AccountBin: 1. Cold LastActivityContact: 5/4/10 LeadSourceContact: Webinar SFContactID: 0035000000doVON SFAccountID: 0015000000Sg1A7 EmailOptOut: FALSE RandomSelector: 8968 MFStaff: TRUE
	Activities on Program: "Graph Expo 2012 RZ"	

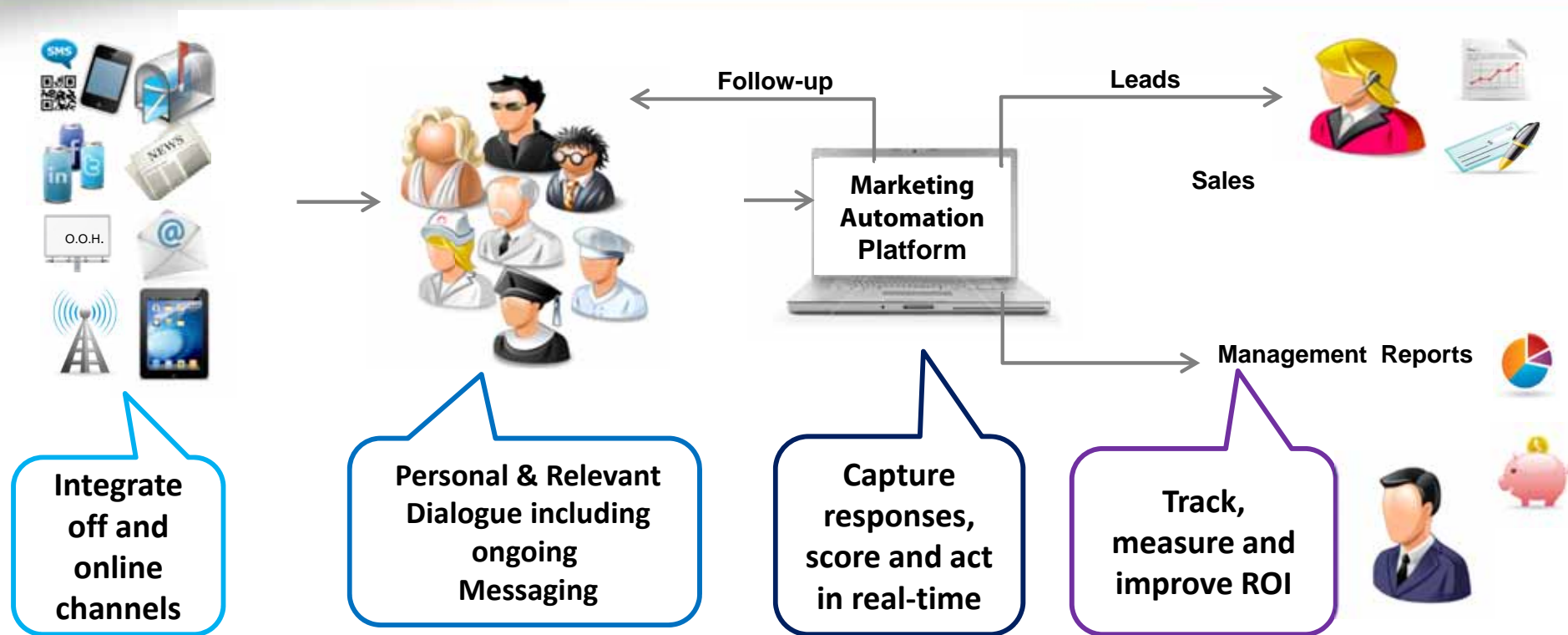
Campaign Name: Pre-Show Inbound Name: GE12 Microsite Page Name: G.html	Contact provided form data - 10/31/2012 3:58:12 PM rsvp appointment Score: 10 Goal: 1 firstname Ramin lastname Zamani company MindFireInc email rzamani@mindfireinc.com
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Optimize each touch

- The right message, at the right time, with the right offer
- Start an ongoing, nurturing dialogue with prospects = **Sales Ready Leads!**
- Build qualitative, new data with each touch



Marketing Automation Program Overview



THE POWER OF SALES READY LEADS

**IMPROVED RESULTS AND VISIBILITY INTO
FUTURE REVENUE**

Sales ready leads

- Sales ready leads deliver key results:
 - More revenue per rep
 - Reduced DTS
 - Greater return on ROMI
 - Sales and marketing velocity



Visibility into future revenue

When you build your Sales Ready Lead Process you enjoy benefits that go beyond just new revenue results!



Top of Funnel Lead Opportunities

White Papers
Newsletter Sign Ups

Mid-Tiered Lead Opportunities

Published or Sponsored Research

More Sales-Ready Lead Opportunities

Webinar Registrations
Demo & Evaluation Requests

Sales Ready Lead Growth Model

<u>Period</u>	<u>Quarter I</u>	<u>Quarter II</u>	<u>Quarter III</u>	<u>Quarter IV</u>
10,000 Prospects	6% response <u>600</u> leads created	<u>555</u> lead go into ongoing nurturing	<u>513</u> leads continue nurturing process	<u>474</u> leads continue nurturing process
Conversion: 30%	180 leads converted to sales ready	167 leads converted to sales ready	154 leads converted to sales ready	142 leads converted to sales ready
Closes: 25%	45 sold @ \$10,000 = \$450,000	42 sold @ \$10,000 = \$420,000	39 sold @ \$10,000 = \$390,000	36 sold @ \$10,000 = \$360,000

Use Case Example

- **Program Objectives:**

- Deliver qualified prospects
- Build new data
- Start an ongoing dialogue
- Deliver high value content

- Each program is tailor-designed to specific objective(s)

- **Media Used:** Direct mail, email, mobile and social

- **Multi-touch:** three touches (non-responders segmented)

- Highly personalized and relevant communication drives record results!

Direct Mail (Human Services Version)



MARYMOUNT
UNIVERSITY

Office of Graduate Admissions
2807 North Glebe Road
Arlington, VA 22207-4299


A BRIGHTER FUTURE IS
WAITING FOR YOU!

OPEN HOUSE: Programs Preview and Career Preparation

Saturday, March 24, 2012
10 a.m. to 1 p.m.
Reinsch Library Auditorium, Main Campus
 2807 N. Glebe Road
 Arlington, Virginia 22207

Anthony,
Join us for an Open House where you can preview Marymount's career-advancing graduate programs and get your questions answered by faculty and representatives from Financial Aid, Career Services, and Admissions. Learn all about what Marymount offers, including:

- expert faculty dedicated to your success
- small classes that blend academic theory with real-world application
- a collegial, collaborative learning environment
- flexible schedules and convenient locations



Open House Schedule
Saturday, March 24, 2012

10 a.m.-10:45 a.m.
 Welcome Brunch and Check-In

10:45 a.m.-12:30 p.m.
 Check-In and Resource Fair

11 a.m., Noon, and 1 p.m.
 30-minute tours of MU's Main Campus

11 a.m. Breakout Session I
 Business Administration
 Clinical Mental Health Counseling and
 Pastoral Counseling
 Counselor Education and Supervision EdD
 Criminal Justice Administration and Policy
 Health Care Management
 Human Resource Management
 Information Technology
 Legal Administration
 Management
 Physical Therapy

Noon Breakout Session II
 Education (PK-6, Secondary, ESL, Special
 Education)
Forensic Psychology
 Health Promotion Management
 Literature and Language
 Nursing, undergraduate and graduate (B.S.N.,
 M.S.N., D.N.P.)
School Counseling

4 Ways to Reserve Your Place

- Online: www.AnthonyFraga.MarymountOpenHouse.com
- Mobile: QR Code (on reverse)
- Phone: (703) 284-5902
- Mail: use the postage-paid tear-off card

Yes! I want to turn my dreams into reality.

☐ I'll attend the Saturday, March 24, Open House. I'm interested in the program(s) listed below.
 ☐ I can't attend this time, but please send me information about the program(s) listed below.

Anthony Fraga House number

7225 Camp Alger Ave


Falls Church VA 22042-3421

City State ZIP

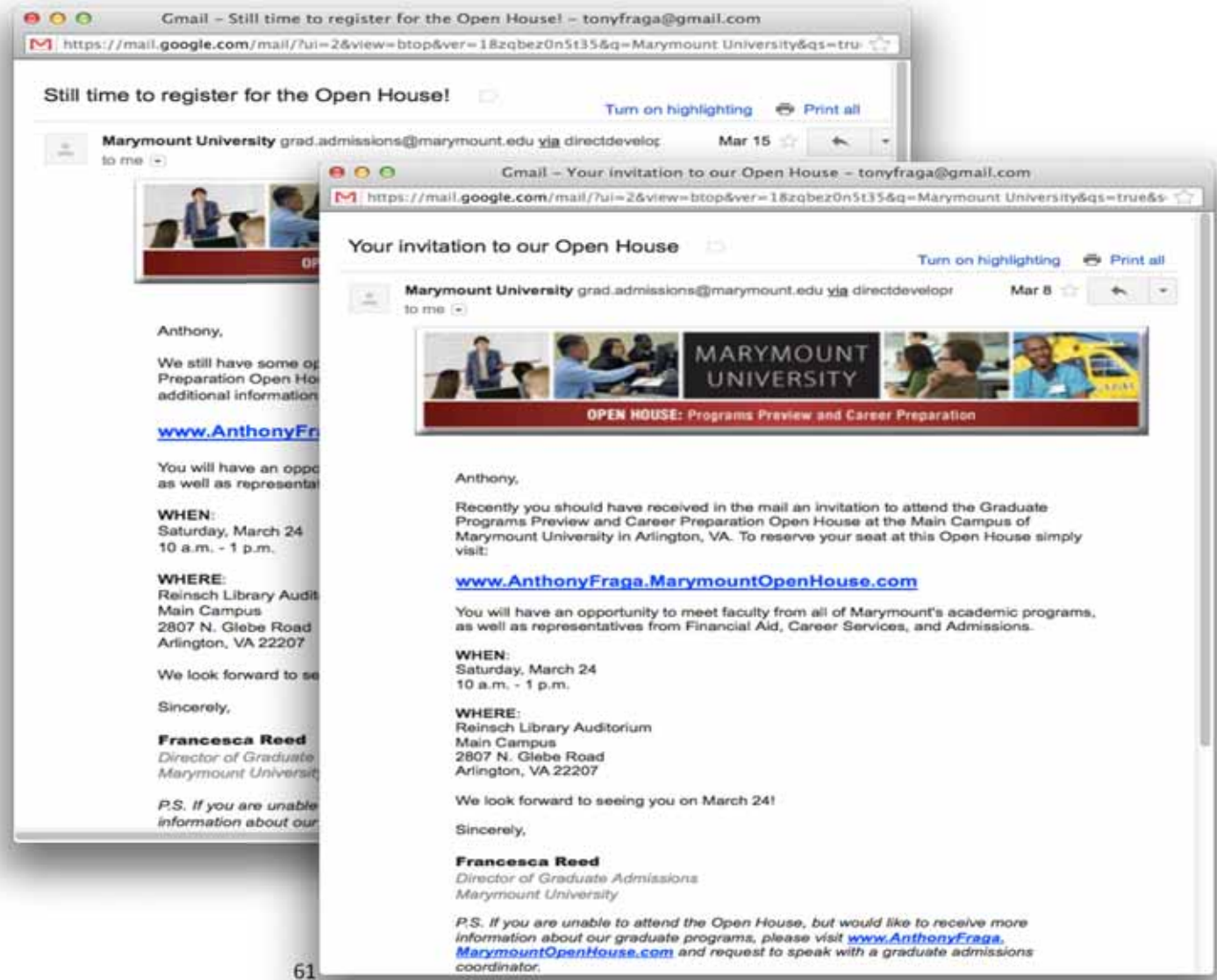
Phone E-mail

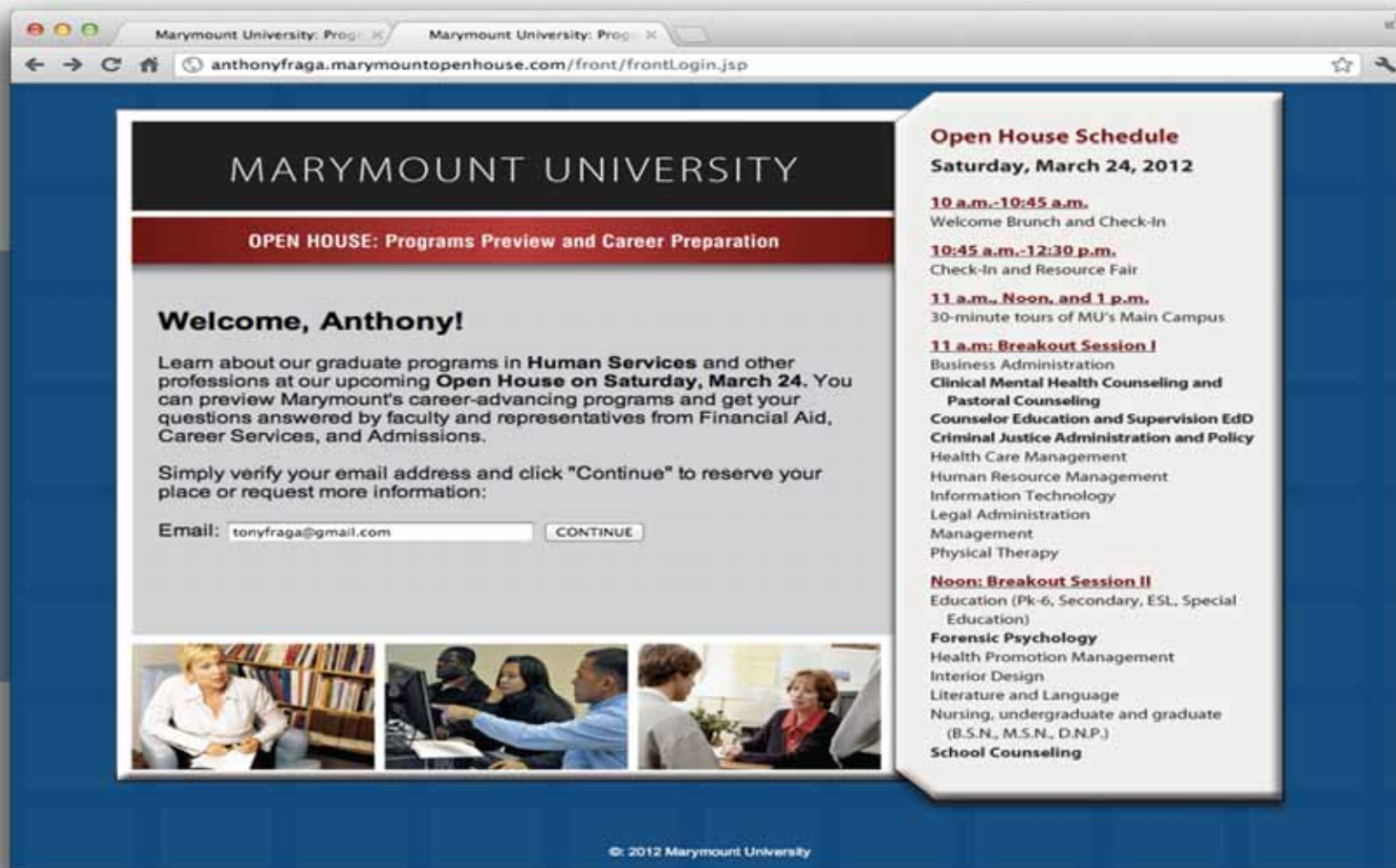
Programs of interest

www.AnthonyFraga.MarymountOpenHouse.com



Email Follow-ups






PAGE 1: Welcome Page

- ☒ Relevant
- ☒ Personalized
- ☒ Integrated

Marymount University: Prog Marymount University: Prog

← → ↻ 🏠 anthonyfraga.marymountopenhouse.com/front/frontHideInput.jsp?surveyID=288&cmd= ☆ 🔧



MARYMOUNT UNIVERSITY

OPEN HOUSE: Programs Preview and Career Preparation

Please answer the questions below and click "Continue".

1. Will you be attending the Open House on March 24?

☐ Yes

☐ No

☐ Maybe

2. Are you interested in going on a 30-minute tour of MU's Main Campus?

☐ Yes

☐ Maybe

☐ No, thanks.


3. Which of the following programs are you interested in learning about? (check all that apply)

<input type="checkbox"/> Business Administration	<input type="checkbox"/> Counselor Education and Supervision EdD
<input type="checkbox"/> Criminal Justice Administration and Policy	<input type="checkbox"/> Physical Therapy
<input type="checkbox"/> Information Technology	<input type="checkbox"/> Health Promotion Management
<input type="checkbox"/> Human Resource Management	<input type="checkbox"/> Forensic Psychology
<input type="checkbox"/> Legal Administration	<input type="checkbox"/> Undergraduate Nursing

PAGE 2: RSVP Page

- ✓ Short
- ✓ Simple
- ✓ Relevant

Marymount University: Prog... Marymount University: Prog...
anthonyfraga.marymountopenhouse.com/front/frontHideProfile.jsp?cmd=&profileID=258



MARYMOUNT UNIVERSITY

OPEN HOUSE: Programs Preview and Career Preparation

To register for the Open House, or to receive more information, please update/confirm your contact information below:

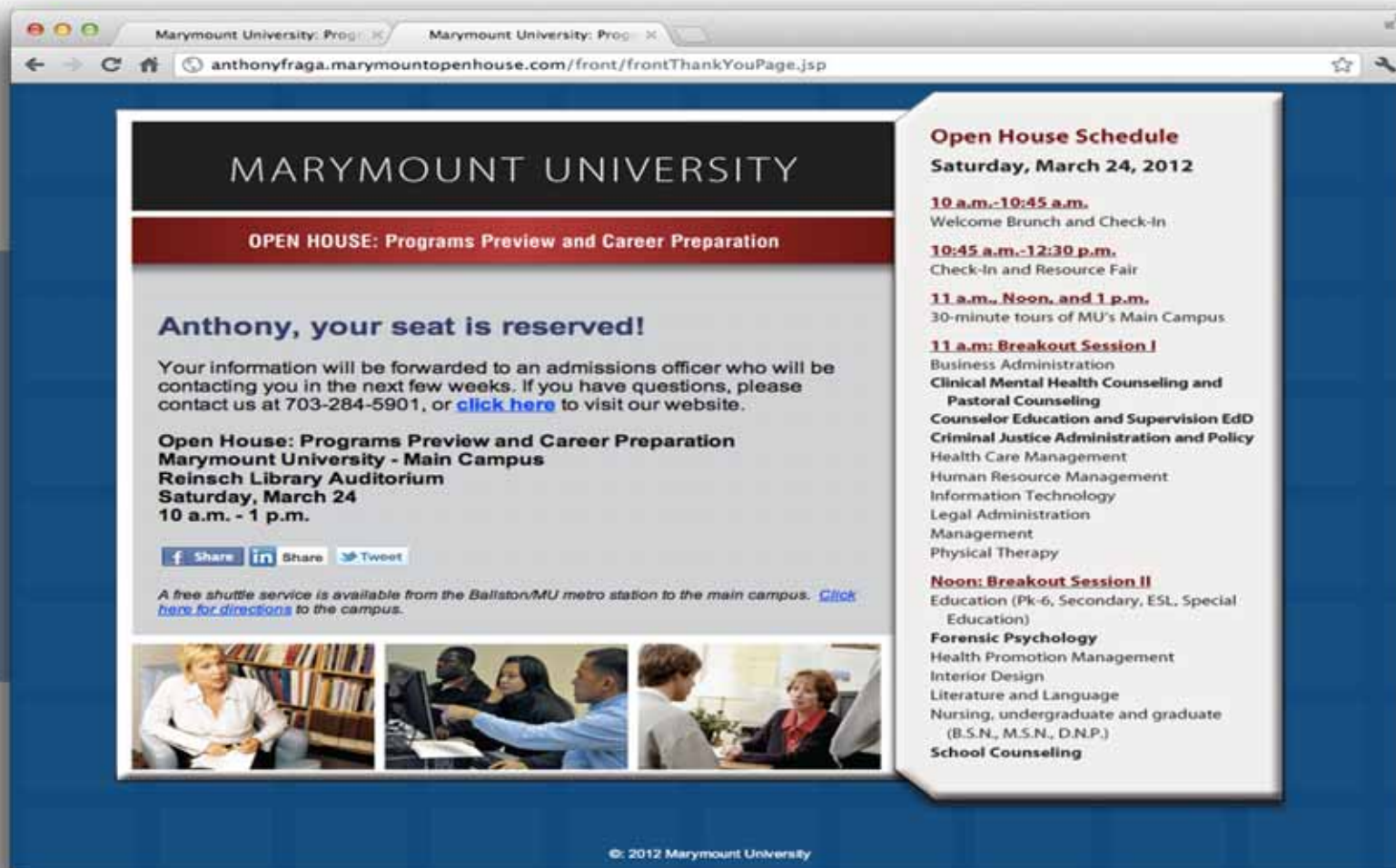
Contact Information	Address Information
* First Name: <input type="text" value="Anthony"/>	* Address 1: <input type="text" value="7723 Camp Alger Ave"/>
* Last Name: <input type="text" value="Fraga"/>	Address 2: <input type="text"/>
* Email Address: <input type="text" value="tonyfraga@gmail.com"/>	* City: <input type="text" value="Falls Church"/>
Home Phone: <input type="text"/>	* State/Province: <input type="text" value="Virginia"/>
Mobile Number: <input type="text"/>	* Postal Code: <input type="text" value="22042"/>

NOTE: Marymount University respects the privacy of all prospective students and does not share, sell, or rent your information to any other company or organization. Information gathered on this page is only used for Marymount University's contact purposes and to reserve your seat at an upcoming Information Session.

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PAGE 3: Profile Page

- ☒ Pre-filled
- ☒ Simple



Open House Schedule

Saturday, March 24, 2012

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Clinical Mental Health Counseling and
Pastoral Counseling

Counselor Education and Supervision EdD

Criminal Justice Administration and Policy

Health Care Management

Human Resource Management

Information Technology

Legal Administration

Management

Physical Therapy

Noon: Breakout Session II

Education (Pk-6, Secondary, ESL, Special
Education)

Forensic Psychology

Health Promotion Management

Interior Design

Literature and Language

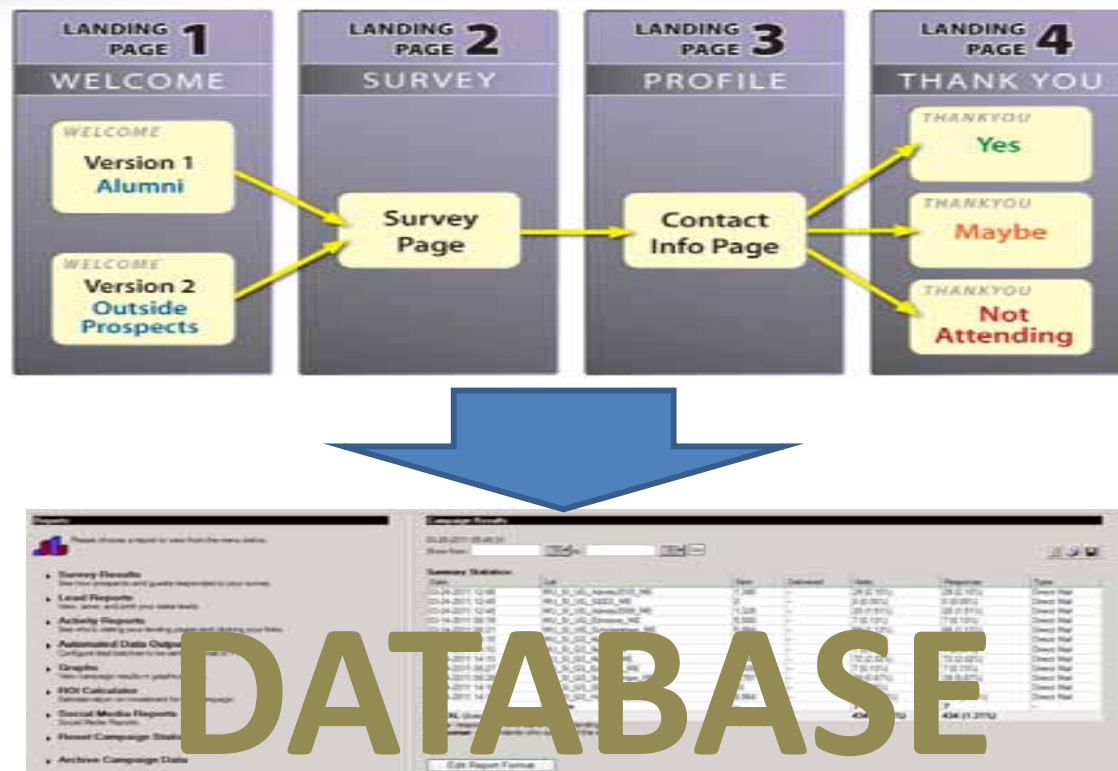
Nursing, undergraduate and graduate
(B.S.N., M.S.N., D.N.P.)

School Counseling

PAGE 4: Confirmation Page

- ☒ Personalized
- ☒ Relevant
- ☒ Adaptable

Track INDIVIDUAL Activity



MA Programs Capture ALL Interests

Possible Responses to Invitation to a Graduate Program Info Session

Yes,
I'll be
there!

Maybe, but
I'd like to
talk now.

Maybe,
please send
me more
info.

Can't make
it... but I'm
interested
in your
program.

I'm not
answering
but I'm
checking
you out.

More Interests = More Decisions

Possible Responses to Invitation to a Graduate Program Info Session

Yes,
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interested in
your
programs.

I'm not
answering but
I'm checking
you out.

Immediate
Phone Call

Immediate Follow-up Package
w/ Program-Specific Information

General
Promotion
1 Month

Auto Email
Confirmation

Reminder SMS
Text in 2 Weeks

Invite to next Info
Session

MODERN MARKETING

**ADVANCED MARKETING AUTOMATION CASE
STUDY**

Advanced Marketing Automation

- **Client – American Solar**

- Residential solar installer based in AZ with 10 years experience

- **Program Objectives**

- Grow top line revenue by 30%
- Reduce cost per conversion <\$200 per engagement
- Improve productivity per rep > \$225,000 mo.

- **Channels**

- Paid Search
- Referrals
- Event registration
- Direct Mail

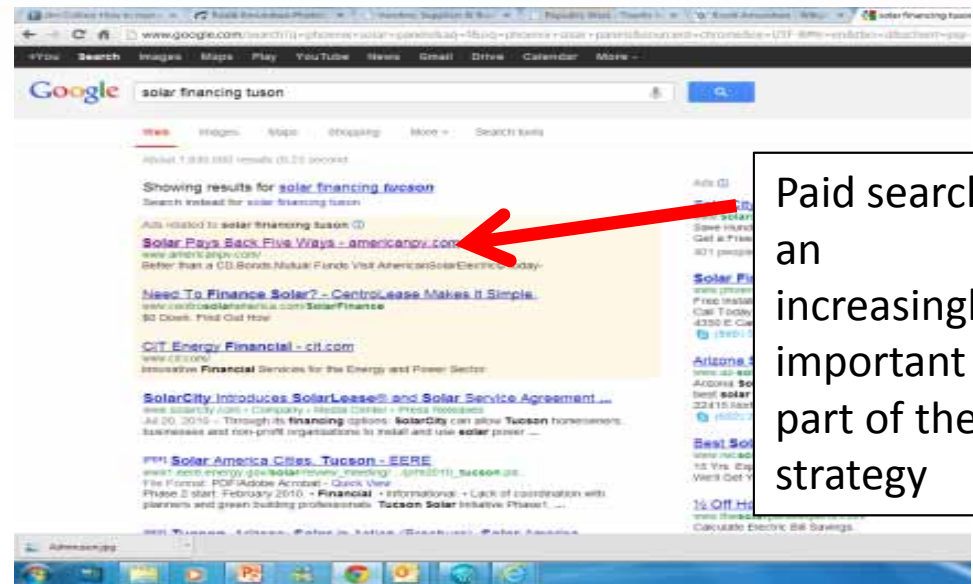
Tactics and outcomes

- An in-depth needs analysis of both sales and marketing processes was conducted
- Primary tactics of the program
 - Provide a differentiation when American Solar was the alternative bid
 - Provide a solar education for leads that are not sales ready
 - Provide “drip” for leads that are currently “No Go” but may purchase in the future

Advanced Marketing Automation

■ Multiple inbound channels

- Event registration
- Paid Search
- Direct mail
- Referrals
- Print



Paid search is an increasingly important part of the strategy

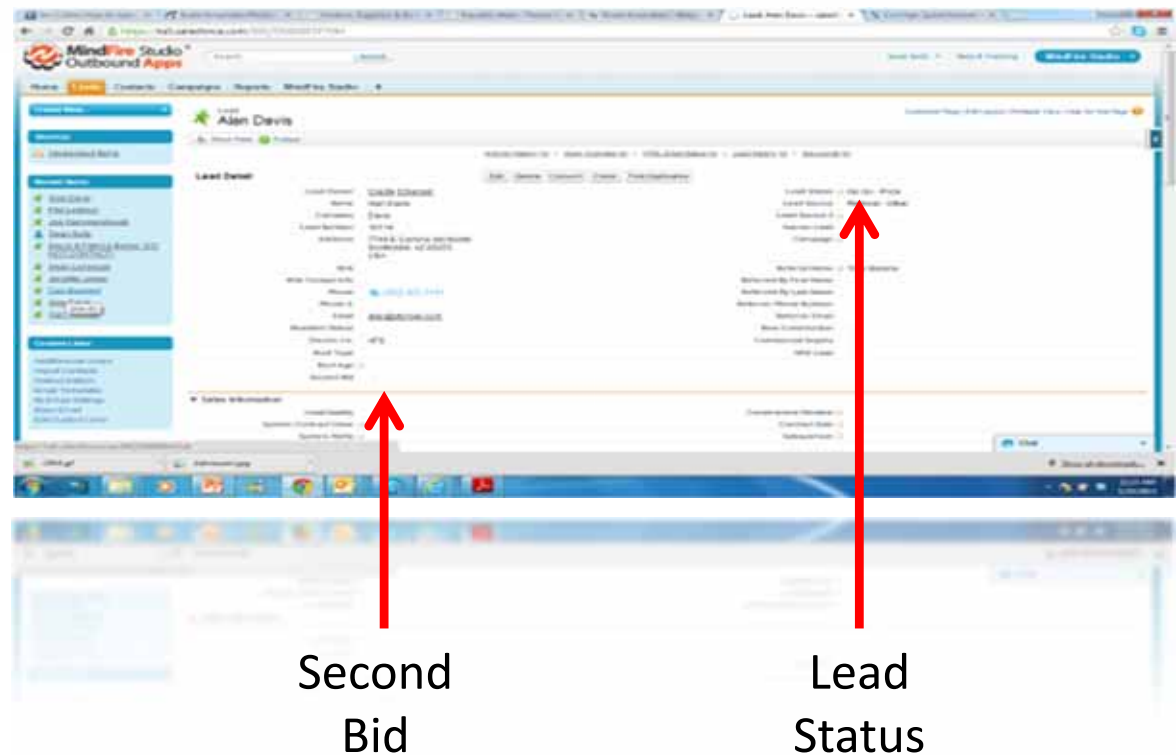
Everything in CRM

- In any automation system a data warehouse is essential
 - Fed with marketing program data
- This impacts multiple stakeholders
 - Sales
 - Marketing
 - IT
 - DB Manager



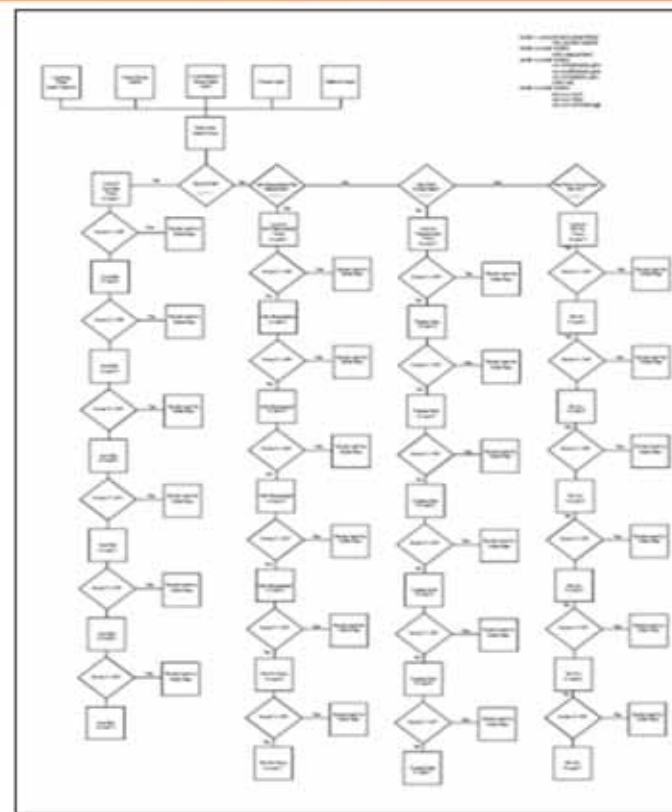
SalesForce.com integration

- Workflow starts with the sales team
- “Second Bid” drive first logic point
- Lead status drives all other drip campaigns



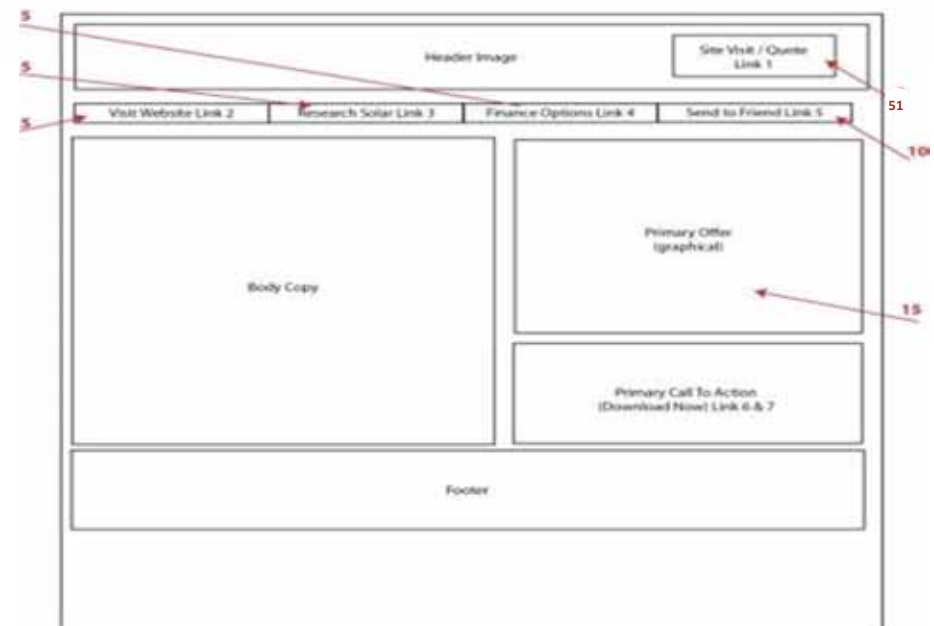
Build workflow based on outcomes

- Identify key decision points for the buyer
- Map the buying cycle
- Define the sales & marketing processes
- Build a workflow that provides value through education, offers and opportunities



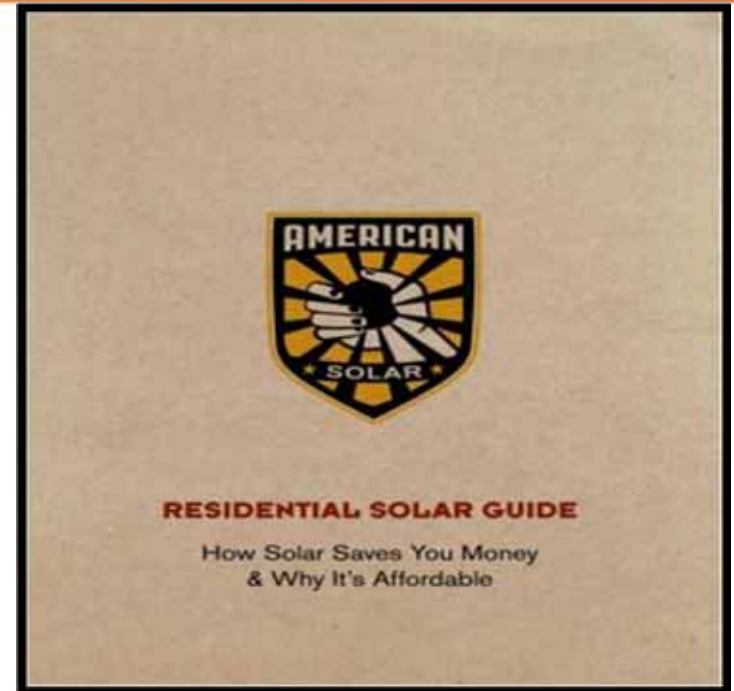
Lead scoring

- Develop a lead scoring model
 - Look at measurable behaviors
 - Make assumptions on behaviors. Test, Test, Test
- Provide value for specific recipient behaviors



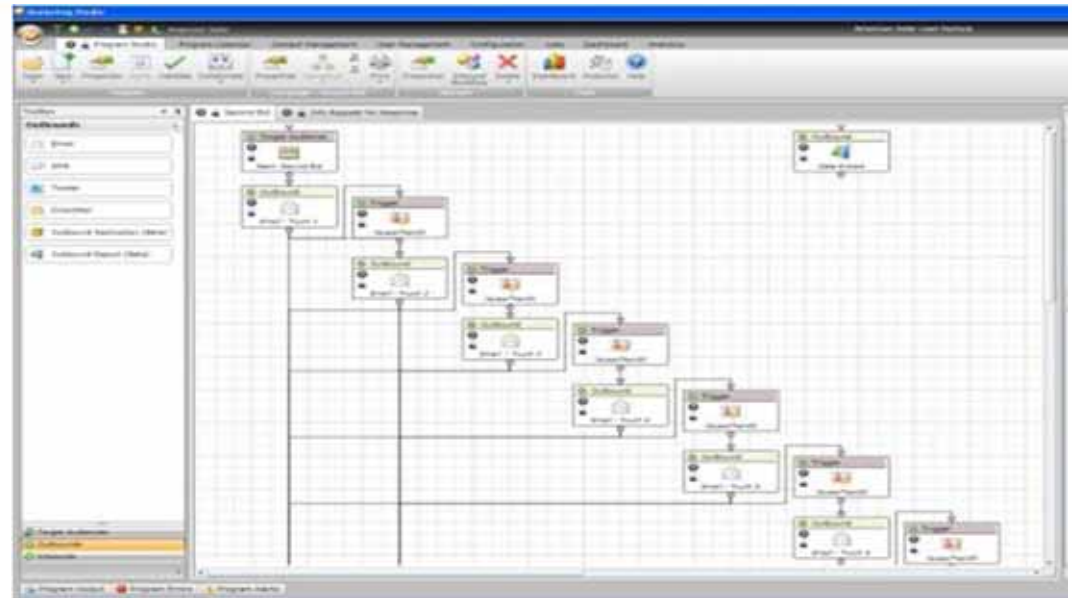
Develop assets

- Write compelling copy
- Create visual assets
- Develop offers
 - White papers
 - Buyers guides
 - Tip sheets
 - 3rd party reviews



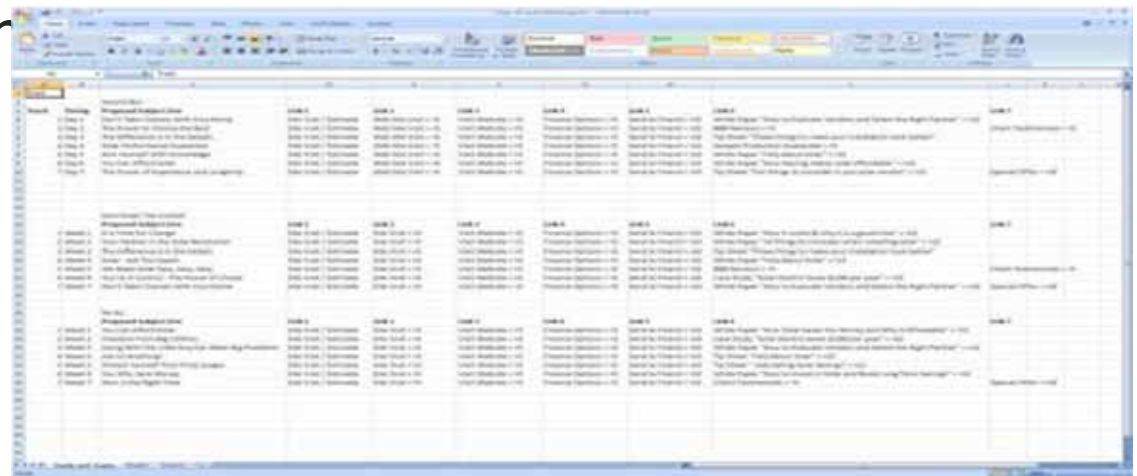
Specific to your processes

- Program business logic
- Create HTML version of the emails
- Host downloadable assets
- Review scoring models



Testing

- Create multiple person
- Test, Test, Test
 - Browser rendering
 - Triggers
 - Scoring
 - Reporting



Meaningful engagements...

- Inbound leads come from multiple sources but all drive to CRM
 - API integration for all leads captured electronically.
 - Referrals entered by sales rep into Salesforce.com



The image shows a lead capture form for American Solar. At the top left is the 'AMERICAN SOLAR' logo. The main heading is 'THE POWER OF CHOICE'. Below this is a section titled 'Why go Solar?' with a paragraph of placeholder text and a bulleted list of four points. To the right of the text is a photo of a smiling woman and a graphic that says 'Learn more about solar power, financing, and more. It's FREE to download!'. Below the photo is a 'DOWNLOAD' button. At the bottom of the form are input fields for 'First Name', 'Last Name', and 'Email Address', followed by another 'DOWNLOAD' button. A footer at the very bottom contains small text: 'AZ ROC License #100077 (K-11) #C38020 (K-42) | ©2012 American Solar. All rights reserved. 1-800-954-2440'.

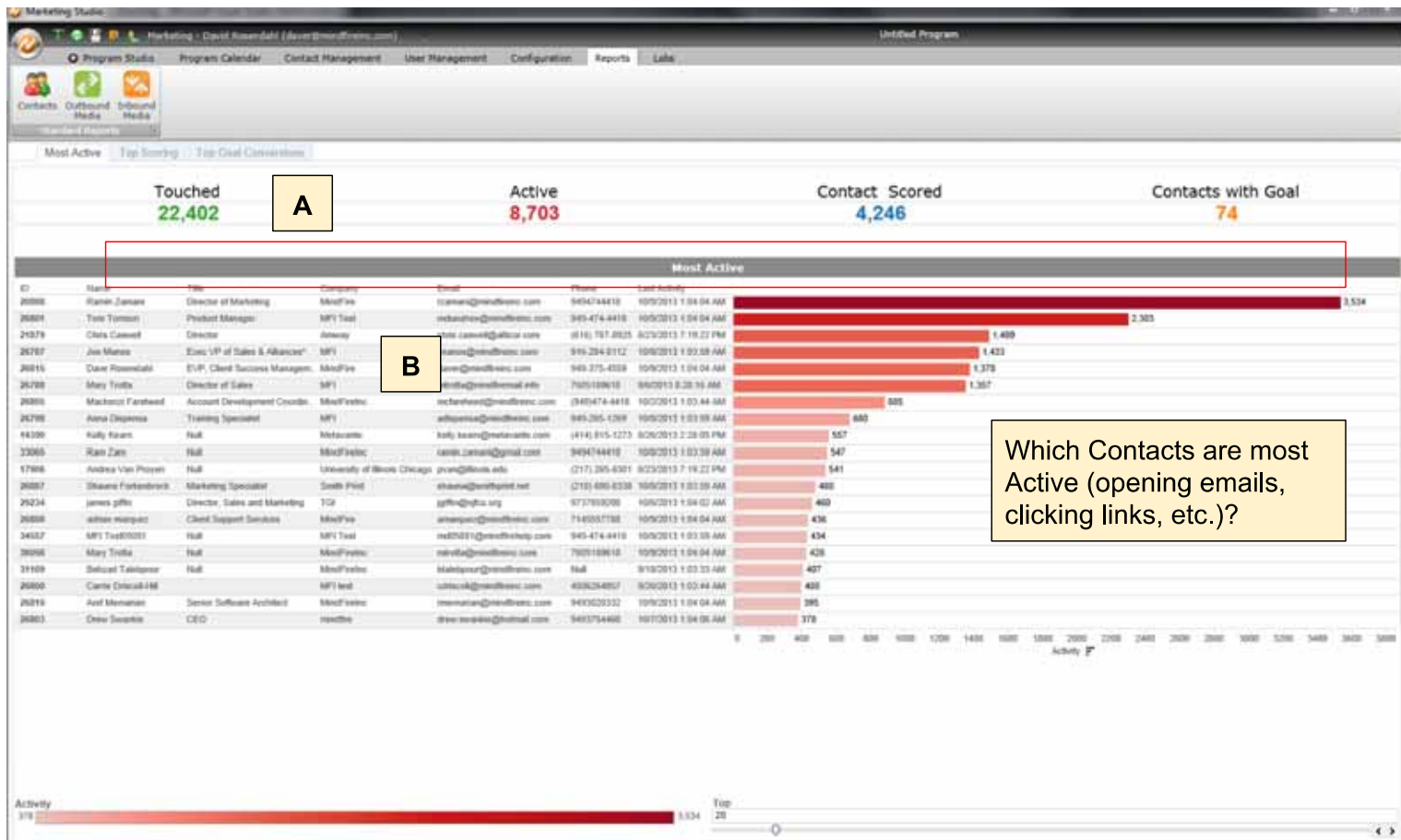


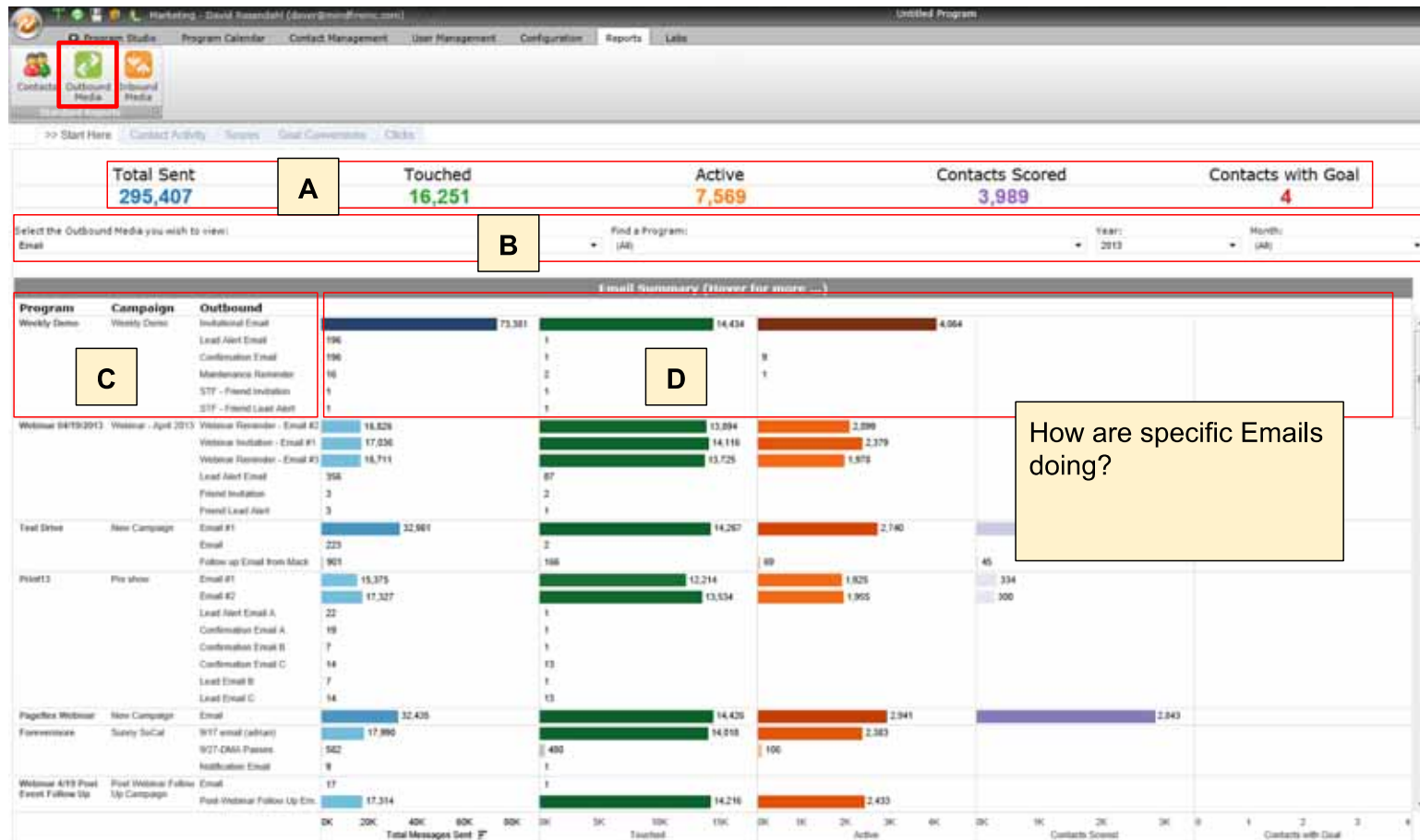
The image shows a referral entry form on the Salesforce.com website. It features a large, empty text area for entering details, a 'Submit' button at the bottom right, and a 'Cancel' button at the bottom left. The form is part of a larger interface with a header and sidebar.

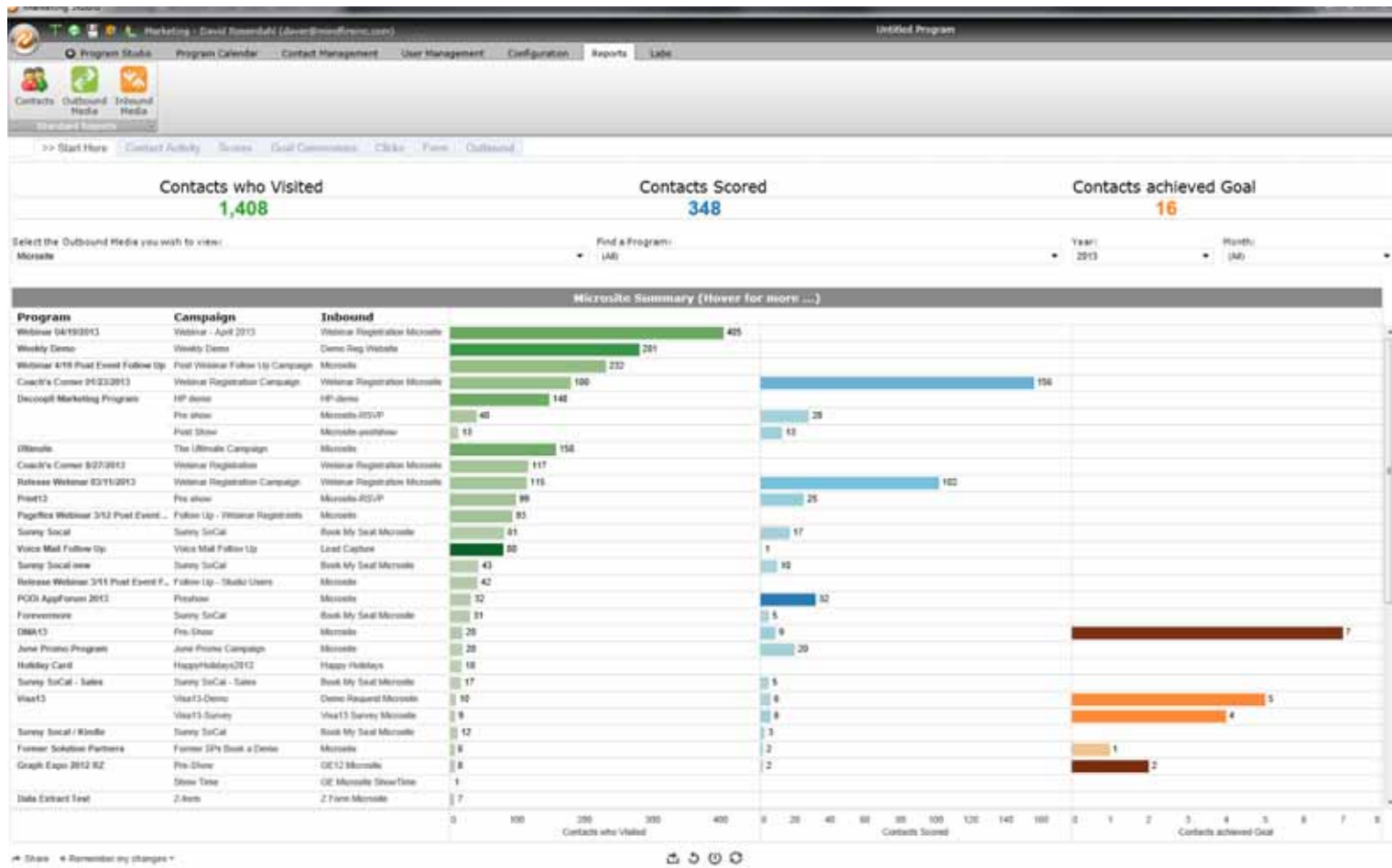
Drip emails

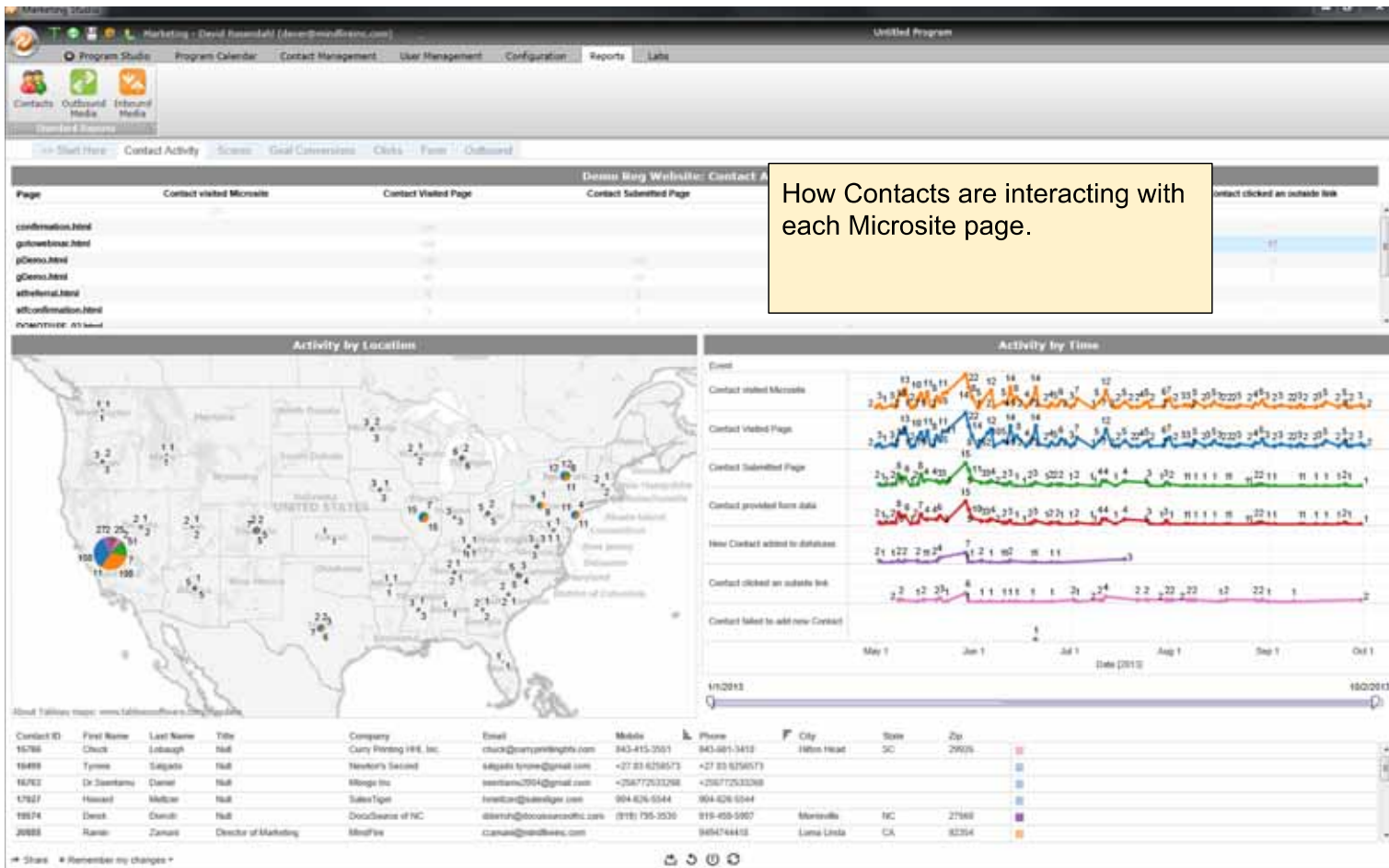
- Each workflow has seven touches
- Each touch has multiple scored behaviors
- When 50 point threshold is hit a sales ready lead is sent to sales rep
- All behaviors are measured











How Contacts are interacting with each Microsite page.

7

B

7

Days

Marshall Mermell

MKTworks, Inc., President

(845) 265-7000

mmermell@marketingworksnow.com

Web Site

Not provided

Address

76 Main Street, Lower Level
Cold Spring NY 10516

Mobile Phone

(845) 222-5048

Social Accounts

f

t

in

First Activity

A year ago

Total Score

7

Total Cost

0

Total Activity

34

Campaign Activity

Last Activity	Campaign Name	Total Cost	Total Score	# Activities
7 days ago	Weekly Demo 313	0	0	5
22 days ago	Sunny SoCal 336	0	0	2
A month ago	Pre show 331			2
3 months ago	New Campaign 318			3
4 months ago	Former SPs Book a Demo 326			2
6 months ago	Post Webinar Follow Up Campaign 311			1
6 months ago	Webinar - April 2013 307			8
7 months ago	New Campaign 287			2
10 months ago	Webinar Registration Campaign 279			3
A year ago	Pre-Show 269			6

CRM-ish view of a Contact's history, including all Standard & Custom Fields, Form responses, Activity, Scores, and Goals.

Also provides a light weight Grading mechanism.

This Month

2

Last Month

17

17

6

6

Program Results?

- The nurturing system is averaging **two closes** per month
- Since going live it has been responsible for **20 transactions** totaling just shy of **\$700,000 in revenue**
- Of the twenty transactions split almost evenly between:
 - paid search
 - Direct mail
 - email
 - organic search
 - Referrals
- Great execution on all marketing levels



“Insights for Action”

1. Get you data and marketing activities out of silos...
2. Leverage “Technology” integrated with CRM for optimized results
3. Don’t spend one penny on marketing unless you have a real-time, automated lead management
4. Create collaborative sales and marketing processes that drive you closer to your Ideal Customer Profile opportunities
5. Develop key milestones and stages to keep the team on track and to speed results
6. Map your process, all activities and tie it to your CRM
7. Track all KPIs, and revise your process accordingly
8. Create multiple marketing dashboards so “at a glance” you know where you are
9. Seriously consider creating your own “standing update meetings” – they work!

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916-284-8112 mobile

THANK YOU

NOW ON TO THAT BEAST
SOCIAL MEDIA