

Leverage Your Content Marketing Without Losing Your Mind

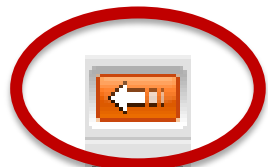




Marketing Automation for
the Fortune 5,000,000



Powered by Marketers, Loved by IT



Chat

[Type message here]

All - Entire Audience

Send

Leverage Your Content Marketing Without Losing Your Mind
July 18, 2013

#ActOnSW

Today's Presenters



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MARKETING AUTOMATION

Jeff Linton, Sr. Mgr., Product & Field Marketing

Marketing provides air cover



Sales takes down deals

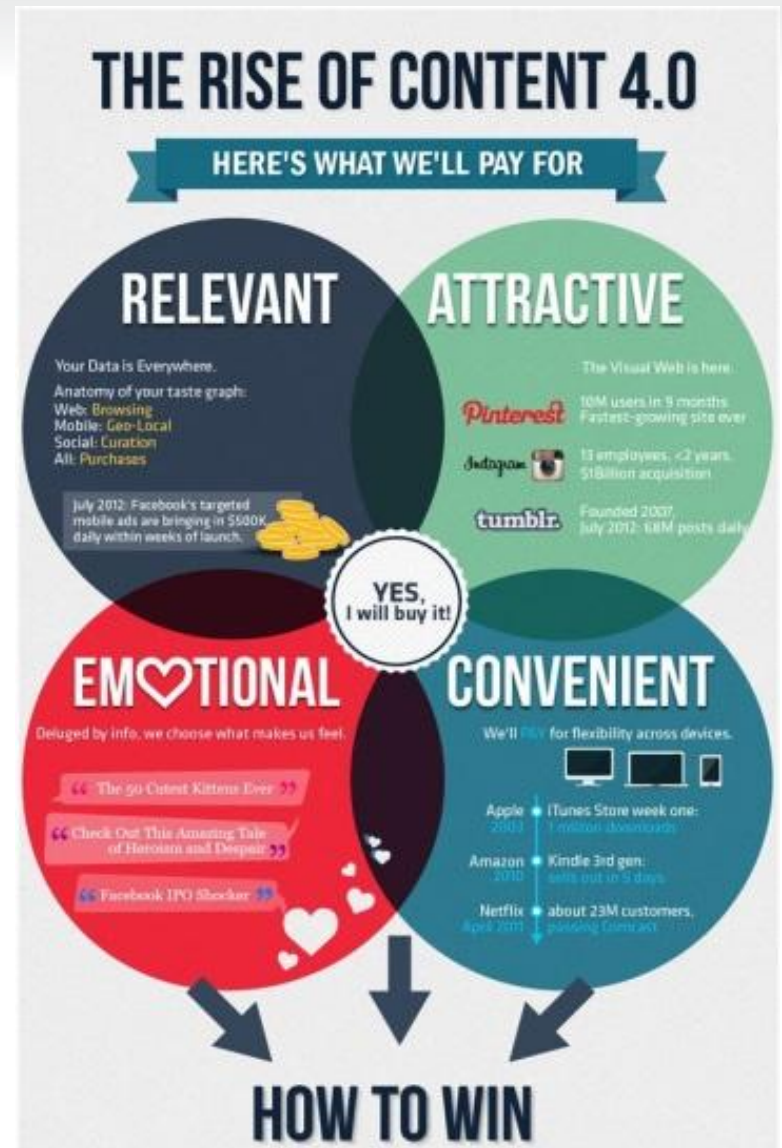




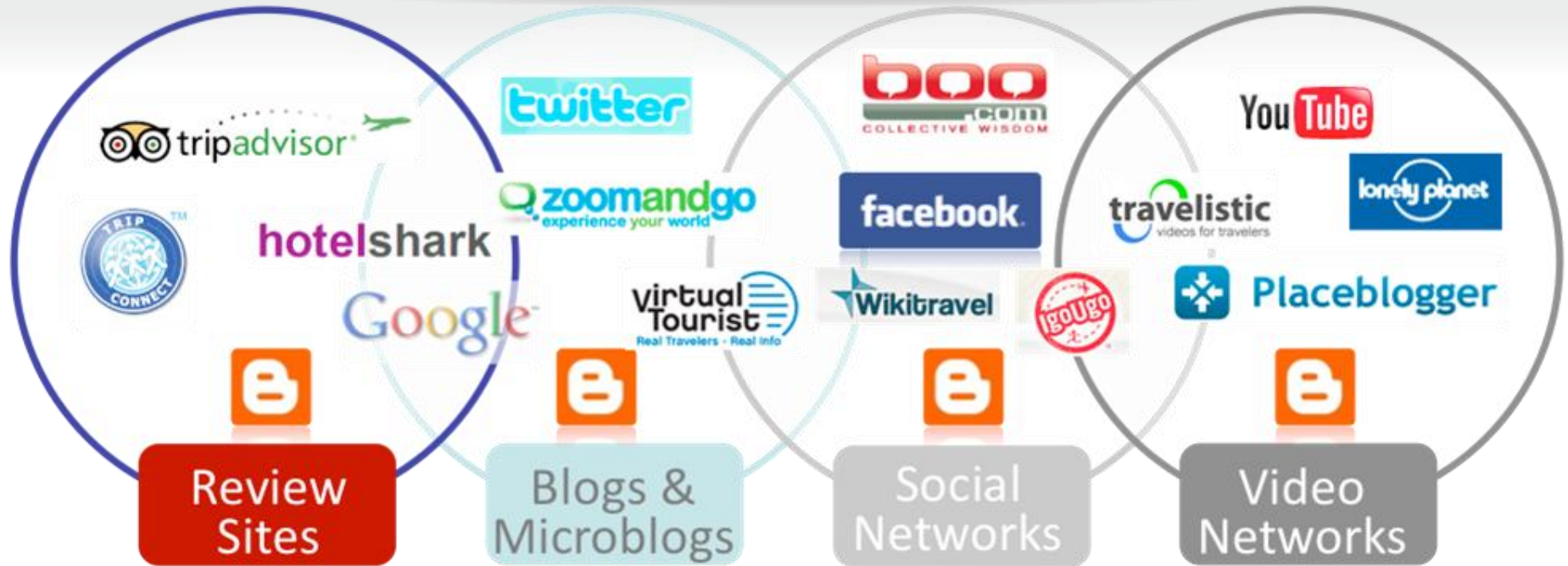


Marketing & Sales

What To Do NOW ! ?



But the Buyer's Journey has Changed...



Buyers are doing more research before they call you

- 78% start the buying process with a web search
- 50% turn to social media and peer reviews

85%

of sales reps trusted their data more in



than in their own **c.r.m.**

Source: social123

...say digital and word of mouth is most trustworthy

...of consumers trust peer recommendations

...of salespeople who **use social media** outsell
their peers

78%

Content is Key to Engagement



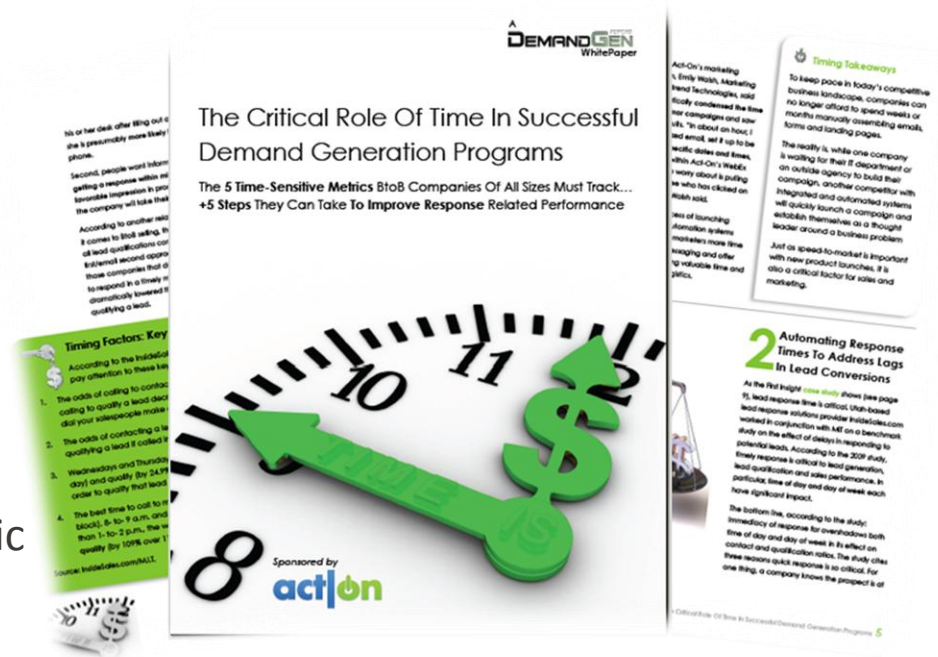
Develop a curriculum and content plan that matches a buyer's journey.

Become a trusted advisor by educating before selling.

Get found by optimizing your content for search engines.

Use paid advertising to bolster organic search.

Reinforce content across multiple channels.



Repurpose Content



Whitepapers

Act-On Whitepapers provide you with in-depth information on our products and solutions. If more, [contact us](#).

How to Get Started With B2B Marketing Metrics

Posted on March 29, 2013 by [Aida Meschino](#) | [Leave your thoughts](#) |

B2B marketing has evolved over the past decade, including a growing emphasis on measurement and analysis. According to a study by [DemandGen Report](#), 40 percent of CEOs are tracking their marketing teams' impact on revenue, and using that information to determine budgets and other marketing plans. This is where marketing metrics become useful.

Janelle Johnson, director of demand generation at recently presented a webinar in which she shared insight on *Getting Started with Marketing Metrics*. You can watch the full webinar [here](#).

90% of marketing organizations increased their analytics efforts over the previous 24 months

70% of B2B marketers are turning to metrics to help them justify their budgets

89% of CEOs now actively track their marketing teams' impact on

"One of the biggest investments a company makes is in its marketing organization. The pressure on marketers to say how these investments are paying off is enormous, and it's going to keep growing."

David Lewis
President and CEO
DemandGen International



Introduction To Integrated Marketing: GETTING STARTED WITH MARKETING MEASUREMENT



Getting Started with Marketing Measurement
Download the report now!

Marketing metrics aren't just nice to have – they're absolutely essential. Having the right metrics at the right time can reveal how your campaigns perform, where your spending has the greatest impact, and how your campaigns impact the sales pipeline.

Get helpful tips on metrics and analytics, including:

- Picking the right metrics to look at
- Program Metrics
- Marketing measurement



Get your complimentary report today!



Act-On Software, Inc @ActOnSoftware

Missed [@janelle_johnson](#)'s recent 'Getting Started w/ Marketing Measurement' webinar? We got you covered! bit.ly/15xoaSh
[#ActOnSW](#)

Getting Started with Marketing Measurement

Join the @ActOnSoftware conversation on Twitter and discover what others are saying about us:
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Break Content into Smaller Pieces



10-page Whitepaper

**Deep Dive**
December 2012

The New Rules of Digital Engagement

About the Pie Chart

The data presented in the pie chart is derived from the Q3 2012 Marketing Automation survey (n=243). The data serves as the basis for this Gleanster Deep Dive, which provides analyst commentary related to a particular aspect of the topic. The objective is to provide additional perspective and illuminate certain key considerations regarding the implementation of the related technology-enabled business initiative.

Additional survey data utilized:

- Q4 2012 Gleanster benchmark report on Revenue Performance Management (n=158)

To learn more about Gleanster's research methodology, please click here or email research@gleanster.com.

You'll learn:

- Critical strategies that should be incorporated in your 2013 marketing plan
- How Top Performing organizations approach digital engagement to maximize success
- How to avoid pitfalls and lessons learned by Top Performers in 2012

Lessons Learned from 2012

Digital channels have forever changed marketing. Today we don't tell – we guide, engage, and contribute to earn share of wallet. Competition is fierce, informed target audiences are bombarded with messaging, and yesterday's tactics have reached diminishing returns (and can even have a negative impact on top line success). The new rules of digital engagement demand a customer-centric, channel-

agnostic approach to marketing communications. But let's face it, nothing really changed significantly in 2012. The goals are largely the same – revenue growth, market share, customer satisfaction, etc. These are all great goals, but without a strategy every path seems equally likely to lead to a successful outcome.

At the end of the day, what differentiates a Top Performing organization from

89%

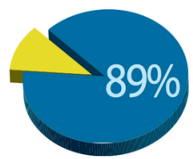
Percentage of Top Performers ranking "online marketing channels" as a top three source of competitive advantage in 2012.

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4+ Blog Posts

2013's Best Opportunities Will Come Through Digital Engagement

Posted on December 21, 2012 by [Janell Johnson](#) | [Leave your thoughts](#) |



Percentage of Top Performers ranking "online marketing channels" as a top three source of competitive advantage in 2012.

Gleanster Research has just issued "The New Rules of Digital Engagement," a report chronicling lessons learned from 2012 and offering solid advice for 2013. Among the findings:

- Online marketing rocks.** In 2012, 89% of Top Performers* ranked online marketing channels as a top source of competitive advantage.
- Marketing automation sets you up for success.** Top Performers are 4x more likely to invest in marketing automation than everyone else.

Kickstart Your 2013 Marketing Plan with the New Rules of Digital Engagement

Posted on December 4, 2012 by [Sherry Lamoreaux](#) | [2 Comments](#) |



As 2012 comes to a close, it's a great time to take stock in lessons learned and new emerging best practices in marketing – especially with respect to digital engagement.

Join Gleanster Principal Analyst [Ian Michiels](#) for a closer look at the successes, failures, and downright critical strategies that position Top Performers in the winner's quadrant for 2013.


You'll learn:

- Critical strategies that should be incorporated in your 2013 marketing plan
- How Top Performing organizations approach digital engagement to maximize success
- How to avoid pitfalls, and lessons learned by Top Performers in 2012

Wednesday, December 5th at 10:00 am PST / 1:00 pm EST

[Register](#) for this complimentary webinar now!

[Ian Michiels](#) is a seasoned research analyst, strategic consultant, and business executive with a



Get Started With Marketing Automation: A Plan for the First Thirty Days

Posted on January 10, 2013 by [Janell Johnson](#) | [1 Comment](#) |

In the recent Gleanster Research paper, "The New Rules of Digital Engagement," analyst [Ian Michiels](#) offers straightforward guidance for [implementing marketing automation](#), drawing on findings from the 2012 Q3 Marketing Automation survey and the Q4 2012 benchmark report on Revenue Performance.

First, evaluate your existing processes

Consider whether your existing process is working well. Automation will only accelerate mediocre results unless organizations address people, process, and technology value drivers. Take the time to re-vist marketing and sales processes before implementation, and let impending automation be a forcing tool for improvement. Once you're satisfied with your processes, you can get on with the actual adoption.

Don't over-engineer implementation

The most common mistake organizations make is over-engineering the implementation process. There's no need to create complicated and highly customized communication strategies. Survey results show that within the first 30 days, Top Performers are capable of using more features and benefits from marketing automation than most other organizations accomplish after the first year of adoption. How do they do it? It turns out that Top Performers simplify adoption by limiting

Let Big Data Help You Make Better Decisions

Posted on January 17, 2013 by [Janell Johnson](#) | [Leave your thoughts](#) |

In the recent Gleanster Research paper, "The New Rules of Digital Engagement," analyst [Ian Michiels](#) discusses the evolution of data, and offers suggestions for managing marketing data.

"While it may not be a key line item on the 2013 marketing strategy, big data has the potential to profoundly impact the way marketers justify investments in technology and optimize marketing execution," says [Michiels](#). Today customer data is the number one catalyst for big data initiatives – and marketers have the most to gain from better use of customer data.

"Big data" has a lot of blurry definitions. Wikipedia says: "...a collection of data sets so large and complex that it becomes difficult to process." That's a bit intimidating, but the thing to remember is you only have to work with part of it. As [Rick Smolan](#), author of *The Human Face of Big Data* describes Big Data: "...imagine if your whole life you had been looking through one eye and all of a sudden for the first time in your life you were able to open up a second eye. You're not just getting more data. You're not getting more vision. You're getting a new dimension, an entirely new way of seeing what was right in front of you."

For this data marketing discussion, we're talking about the volume of data the average organization collects on a daily basis, such as web analytics data, customer purchase data, marketing campaign results, social media interactions, customer segments, behavioral make-better-decisions/graphics – all growing exponentially. Here are a few pointers for managing

84%


of survey respondents said that their primary reason for implementing a lead scoring system was to achieve added revenue.

Scoring Rules

[Help](#)





Assign a numeric value to each type of response listed below.


Each addressee's behavioral score will be the sum of these numeric values for his or her individual response types. You can create lists based on those behavioral scores.

 Update Scoring Rules

Profile

Score

VP Marketing	<input type="text" value="20"/>	
Executive Officer	<input type="text" value="25"/>	
Student	<input type="text" value="-100"/>	
Recruiter or Job Seeker	<input type="text" value="-100"/>	

 Add Profile Condition

Activity

Pick Time Period



Score

Was sent a message	<input type="text" value="0"/>
Opened a message	<input type="text" value="5"/>

- Automatically give points to leads based on behaviors or profile attributes
- Allows marketing & sales to sort and prioritize leads
- Marketing can nurture leads with lower scores before passing off to sales
- Learn what's working

Intelligence



- Use every engagement opportunity to **learn more**
- **Build a profile** that combines demographic and behavior information
- Gathering intelligence will **save you time** and make you look **smarter**

A screenshot of the act-on software interface for a contact named William Adeoshun. The interface shows a profile card with contact information, a navigation bar with tabs for Overview, Website, Mailings, Forms, Webinars, Media, Custom, and All. The Overview tab is selected, displaying a grid of engagement metrics for Website, E-mail, Forms, Webinars, Media, and Bounce & Opt-Out. A 'Total Score' bar shows a score of 323. At the bottom, there are sections for Outbound and Inbound activity, both showing 'First' and 'Most Recent' dates. Two circles are drawn on the screenshot: one around the 'Website' metrics and another around the 'Inbound' activity section.

William Adeoshun [Send] [Edit] [Delete] [Close]

Master List

CTO, IT
Mayo Clinic
13400 Shea Boulevard
Scottsdale, Arizona

E-Mail wadeoshun@mayoclinic.com
Mobile 602.486.1579
Work 916.259.1219
Home 602.355.6830

Overview Website Mailings Forms Webinars Media Custom All

Website

Page Views	79
Site Visits	26

E-mail

Sent	48
Opened	28
Clicked	9

Forms

Views	24
Submits	14

Webinars

Registered	2
Attended	1

Media

Downloads	12
-----------	----

Bounce & Opt-Out

Opt-Out	0
Bounce	0

Total Score **323** for all time

Outbound

First	414 Days Ago
Most Recent	2 Days Ago

Inbound

First	414 Days Ago
Most Recent	2 Days Ago

The average lead generation **ROI for organizations using a lead scoring process** is

138%

In comparison to:

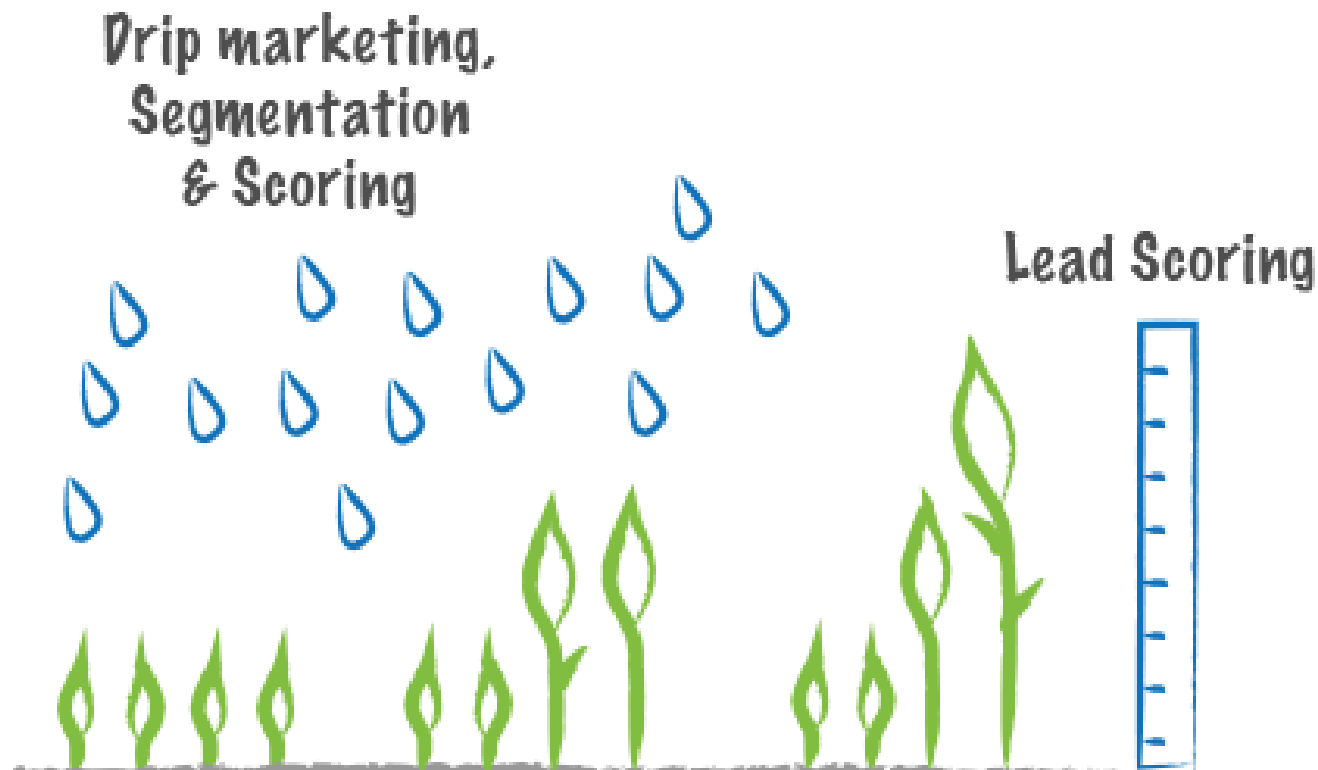
78%

lead generation ROI from those surveyed who were **not** using a lead scoring process.

Multiple Channels | Multiple Touches

Continuous Engagement with different Content

Nurturing: Follow the Buyer's Journey



Nurture Campaigns



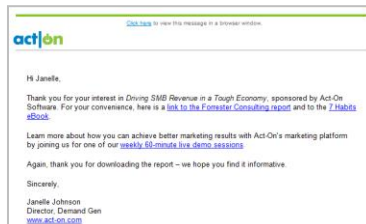
Whitepaper
Download

Confirmation
Email with
link to asset

Recorded
webinar on
same topic

eBook on
similar topic

Corresponding
Infographic



How SMB Marketers Can
Thrive in Tough Times



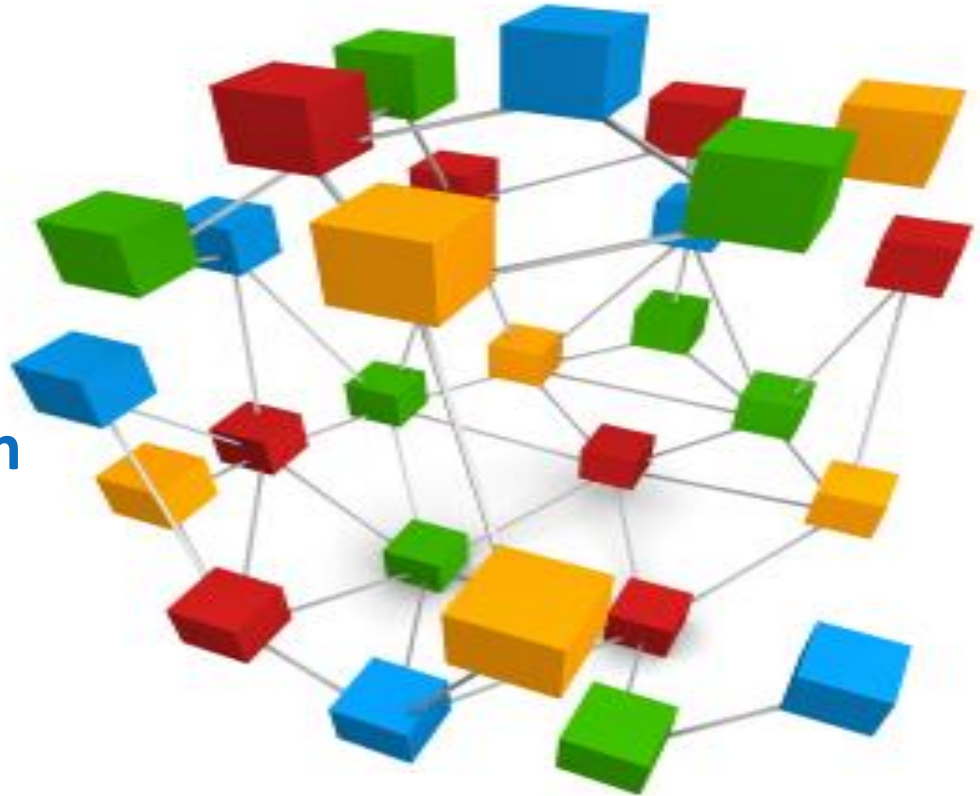
Join Forrester's Principal
Analyst, Lori Wizdo as she
discusses how

top-performing SMB marketers have
embraced online marketing and are
succeeding in today's economy.

[VIEW RECORDING](#)



- Use the intelligence gathered to **understand** your prospects needs
- **80%** of the prospects deemed “bad leads” by sales go on to **buy within 24 months**
- Look for **patterns** and **understand** what they mean



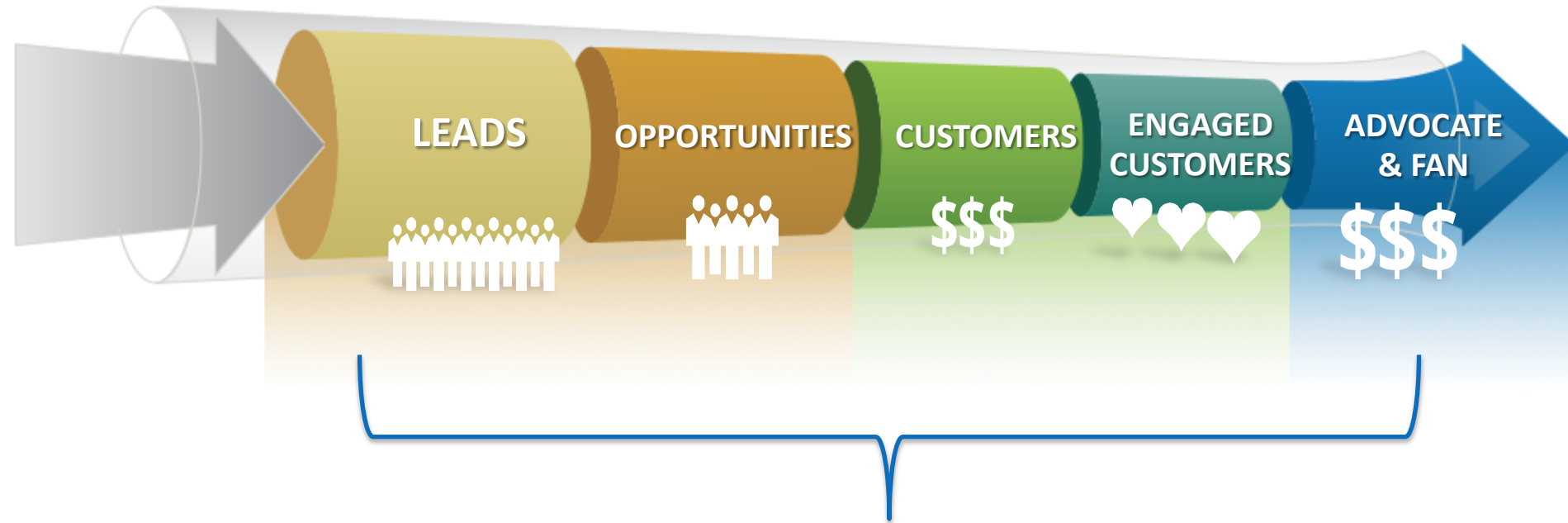
Change the Process & See the Results



Marketing Responsibility

Joint Effort

Sales Responsibility



Engagement throughout the customer lifecycle



Web Content Management

Alexis Karlin, Digital Marketing & Operations Manager

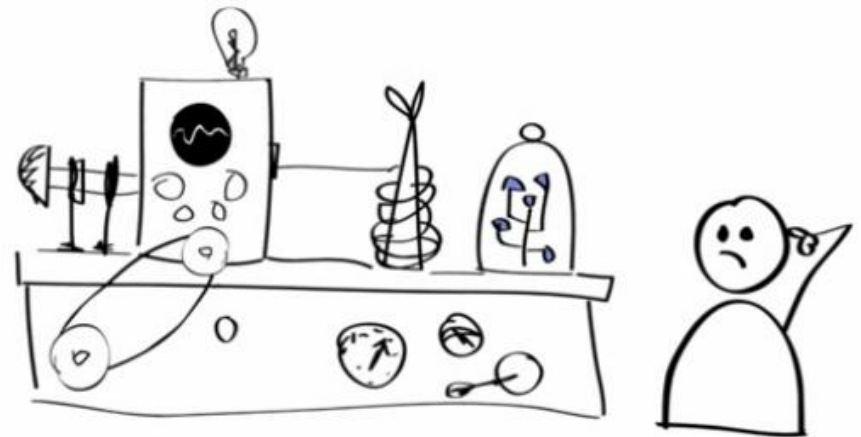
Let me tell you a story....



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Why does everyone hate their CMS?

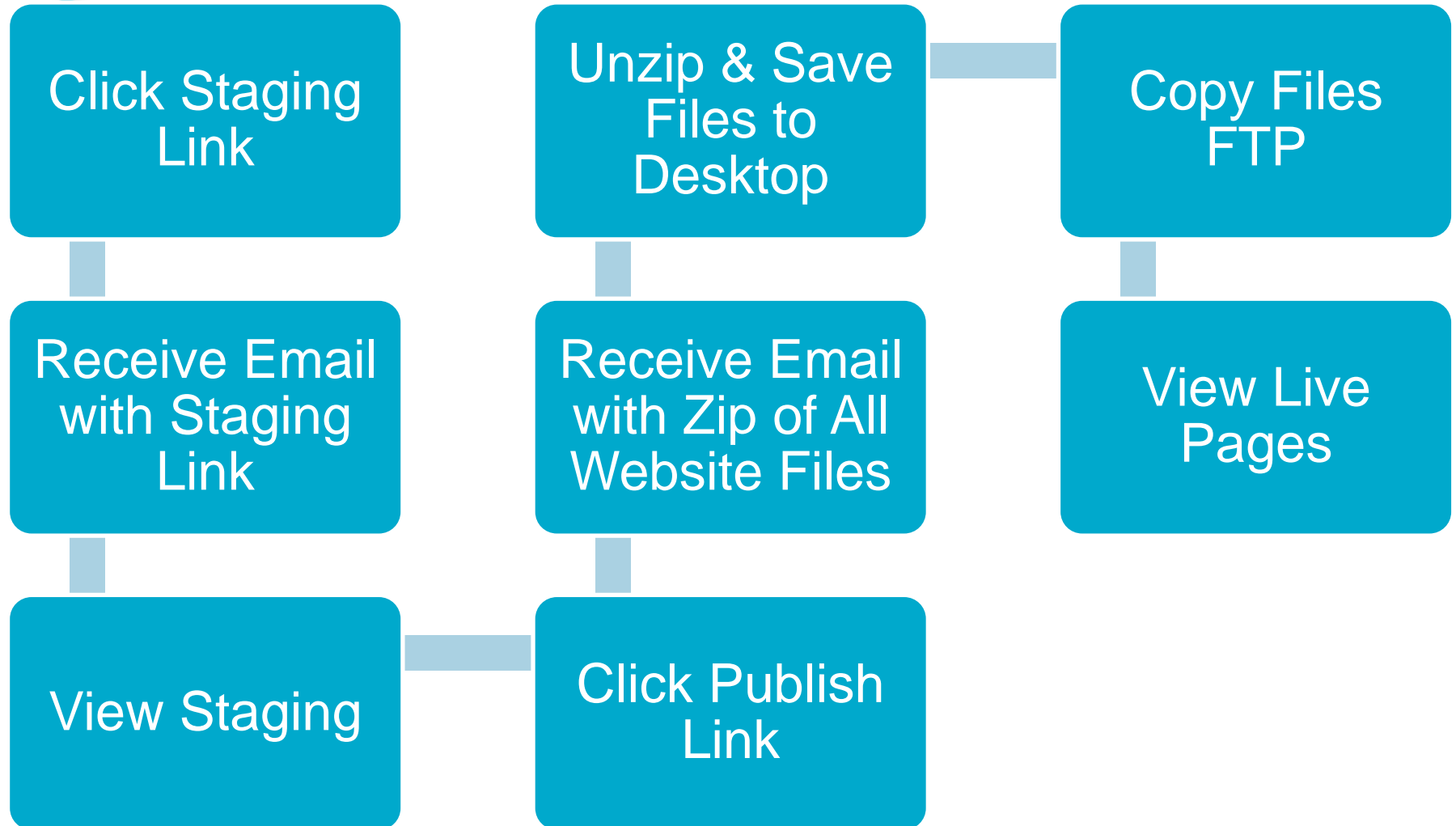
- CMS are traditionally a development platform
- Not agile
- Need for developers and IT department
- Hard to use
- Not future forward
- Too expensive to leave



Complex Development Platform



Biggest Pain – Why We Needed a CMS





Go LiveFirst, then Redesign....

percussion 

OTHER CONTENT
MANAGEMENT SYSTEMS

Total Number of Days to
Go Live

27

Total Number of Days to
Go Live

109

Dollars Saved: \$98,400

Input Summary

Pages: 1000

Templates: 5

Assets: 250

Hourly Cost: \$150

SOUNDS TOO GOOD
TO BE TRUE?

REQUEST A LIVE DEMO



What is LiveFirst?

"LiveFirst is a comprehensive website migration capability. It allows a website theme to be migrated, not just pages, making it unique in the Web Content Management market."

Jim Lundy, CEO of Aragon Research

You're not done yet...



got a case of the Mondays...



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Time to implement best practices...

- Conduct a content audit
- Generate personas
- Create a content schedule
- Engage your stakeholders
- Keep it simple



Creating Compelling Content

- What does your brand stand for?
 - Where should you go for content?
 - Who will create the content?
 - Where will you publish the content?
 - What next?
-



Lessons Learned

- Social and mobile marketing efforts put into silos rather than a component of the company's overall digital strategy, companies ended up picking one or the other to tackle
- Security is everything
- You don't have to do everything at one time. Migrate first...
- Scalability is important



Tying it all Together

1. Set your goals...
2. Write out what you can live with now and what you can do later
3. Select the appropriate system for you
4. Migrate
5. Create a content plan tied to personas
6. Implement the changes you want
7. Produce content at a rapid pace



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