

Ah-One and Ah-Two!

Get Started with Marketing Automation Step-by-Step



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- Lead Scoring
- Nurturing
- Content Marketing
- Getting Started
- Q&A

Up To

70%

of sales leads are **not properly leveraged or are completely ignored**, thus wasting marketing program dollars.

- Gartner Research

84%

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

- Gleanster Research

Lead Scoring

- Automatically scores leads based on behaviors or profile attributes
- Allows Marketing & Sales to sort and prioritize leads
- Marketing can nurture lower score leads before passing off to Sales
- Re-establishes trust
- Drives segmentation for nurturing programs

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	20
Executive Officer	25
Student	-100
Recruiter or Job Seeker	-100

Add Profile Condition

Activity	Pick Time Period	Score
Was sent a message	All	0
Opened a message		5

5 Key Steps of Lead Scoring

1. Score Profile + Behavioral Attributes
2. Get agreement from Sales & Marketing on what leads should be prioritized
3. Look at historical data to identify traits of won deals
4. Build scoring model – including hand-off points
5. Measure & refine process

A Typical Lead Scoring System

Who you are: A small software company with offices in the United States and Asia.

What you do: Sell expensive and specialized software to large enterprises.

Registration Question		Excellent Prospect		Okay Prospect		Bad Prospect	
Job Title	IT Director	5		System Administrator	3	Sales Engineer	-4
Location of Headquarters	United States	5		Hong Kong	4	Romania	-5
Company Size	> 5,000	4		1,000 - 5,000	2	< 1,000	-2
Industry	Information Technology Services	5		Computer Software	4	Automotive	-5
Budget	>50,000	4		10,000 - 50,000	3	<10,000	-2

Implicit Online Behavior	Point Value
Visitor downloaded the How Do We Compare To Our Competition white paper	5
Visitor browsed company website multiple times in the past 7 days.	5
Visitor downloaded the Evaluation Guide.	5
Visitor is already a lead in the sales system.	4
Visitor clicked on company's Jobs web page.	-5

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.

- MarketingSherpa

NURTURING

80%

of prospects deemed “bad leads” by sales teams **go on to buy – from you or your competitor** – within 24 months

- *SiriusDecisions*

Identify Your Ideal Buyer



The Casual User



Pete

The Business User



Kait

The Power User



Steve

- Number of touch points
- Content offerings
- Cadence of contact
- Methods for contacting
- Simple nurturing workflow

85%

of tech buyers said they need to encounter at least three pieces of content before engaging with a solution provider.

- Knowledge Storm/MarketingSherpa

- Track effectiveness
- Engagement
- Pipeline Contribution
- Reflect and refine

Companies that excel at lead nurturing generate

50%

more sales-ready leads at 33% lower cost per lead.

- Forrester Research

Examples of Nurture Campaigns



- Basic lead nurturing campaign
- Loyalty and retention
- Customer on-boarding
- Remarketing



CONTENT MARKETING

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.

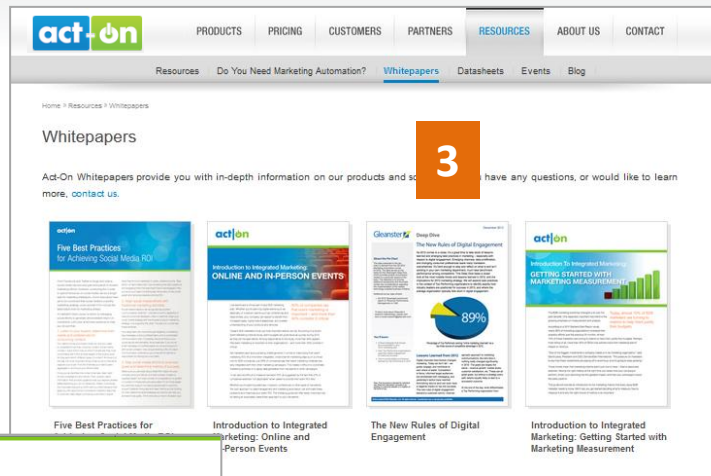
Reinforce content across multiple channels.



Repurpose Content



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How to Get Started With B2B Marketing Metrics 4

Posted on March 28, 2013 by [Aida Viesniece](#) | [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 tuning to metrics to help them justify their budgets

40% of CEOs now actively track their marketing teams' impact on revenue

Marketers have numerous choices and could face a wide variety of metrics daily, but Janelle recommends keeping it simple and taking a straightforward approach. Focus on a small set of clear metrics that you can tie into your business model. For the big picture, you can split metrics into two main categories – revenue metrics and program metrics.

"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 Report

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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
- Revenue vs. Program Metrics
- The payoff of marketing measurement



[Download the complimentary report today!](#)

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Act-On Software, Inc @ActOnSoftware
Missed @janelle_johnson's recent 'Getting Started w/ Marketing Measurement' webinar? We got you covered! bit.ly/15xoaSh
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Getting Started with Marketing Measurement



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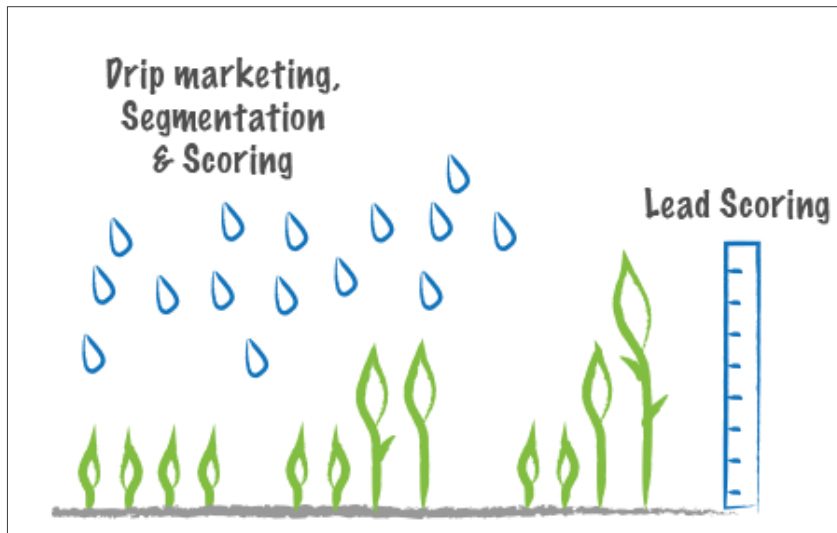
5 Steps to Creating Content that Converts



1. Build the right foundation for your content campaigns
2. Identify the right content formula
3. Get maximum mileage out of your content
4. Utilize content in lead gen/lead nurture campaigns
5. Measure the impact of your content campaigns

Multiple Channels

- Promote content through multiple channels
- Follow the buyer's journey



Continuous Process

- Engagement is a continuous process
- Nurturing is essential

GETTING STARTED

Assign Responsibilities



- Marketing and Sales collaboration
- Right people – Right data
- Manage the handoffs
- Build a feedback process



Where do I Begin?



Lead scoring

Score Profile +
Behavioral Attributes

Define hand-off
rules

Measure & refine

Nurturing

Identify target buyer

Develop offers &
cadence

Measure & Refine

Content Marketing

Repurpose your
content

Use mix of content
types

Promote across
multiple channels

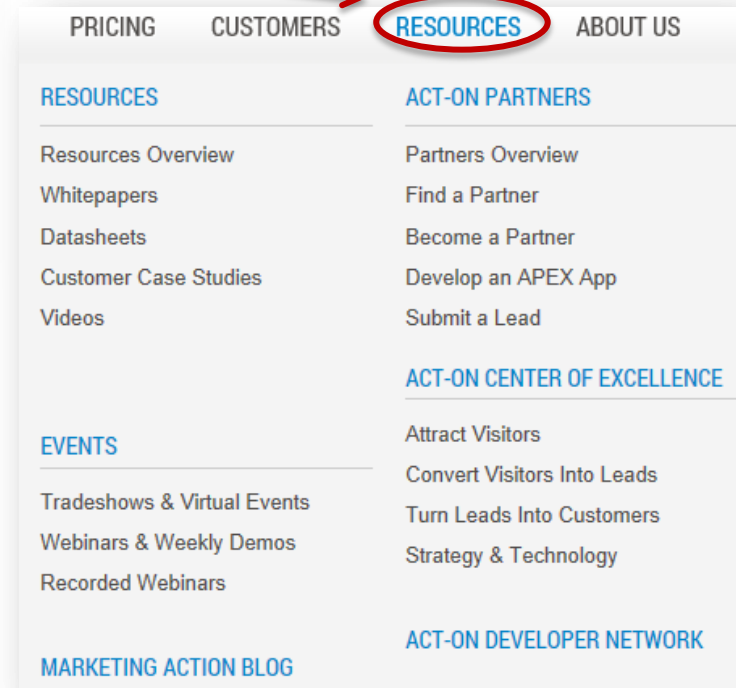


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Resources



For a variety of resources: www.act-on.com/resources

Next Steps



Interested in a Demo?

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