

Marketing Automation – Beyond Customer Acquisition



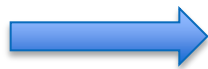
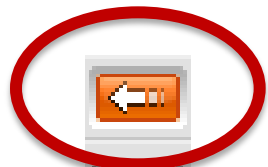
Today's Presenters



Laura Ramos
Vice President & Principal Analyst
Forrester Research, Inc.



Atri Chatterjee
CMO
Act-On Software



Chat

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All - Entire Audience

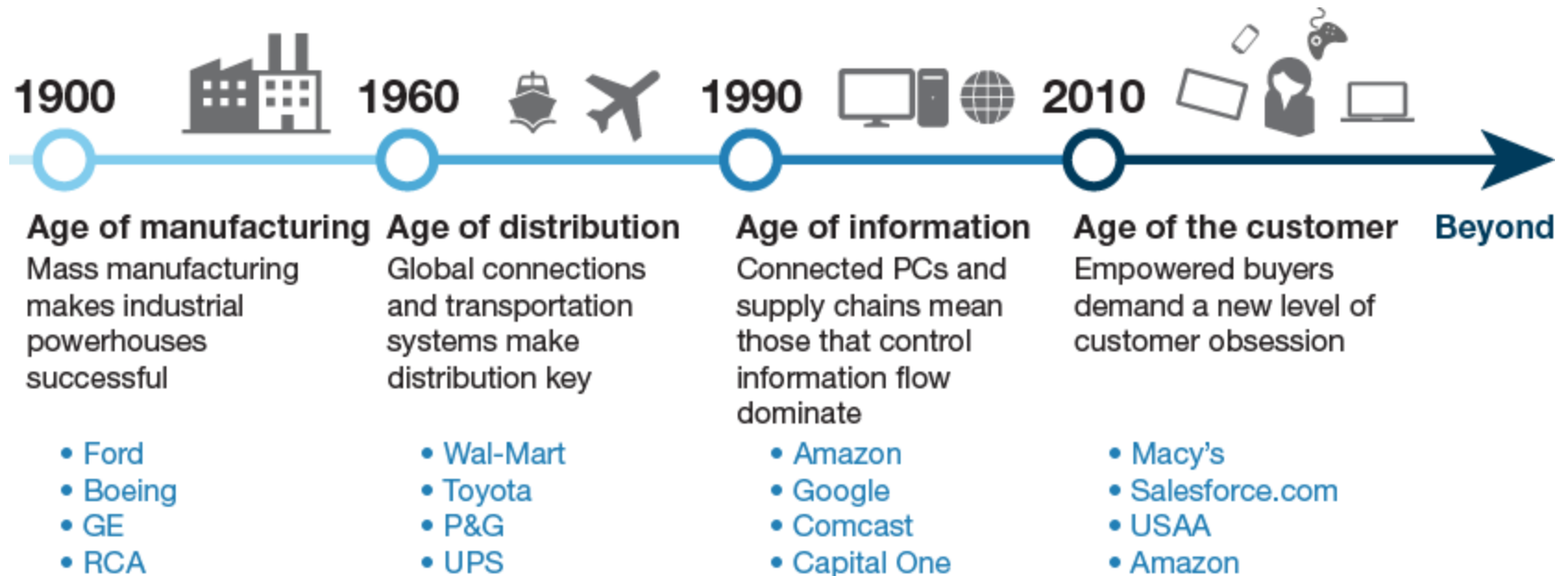
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#ActOnSW

- Importance of customer marketing
- Automating customer marketing
- Content's role in customer marketing
- Measuring – and getting – results
- Budgeting and getting started

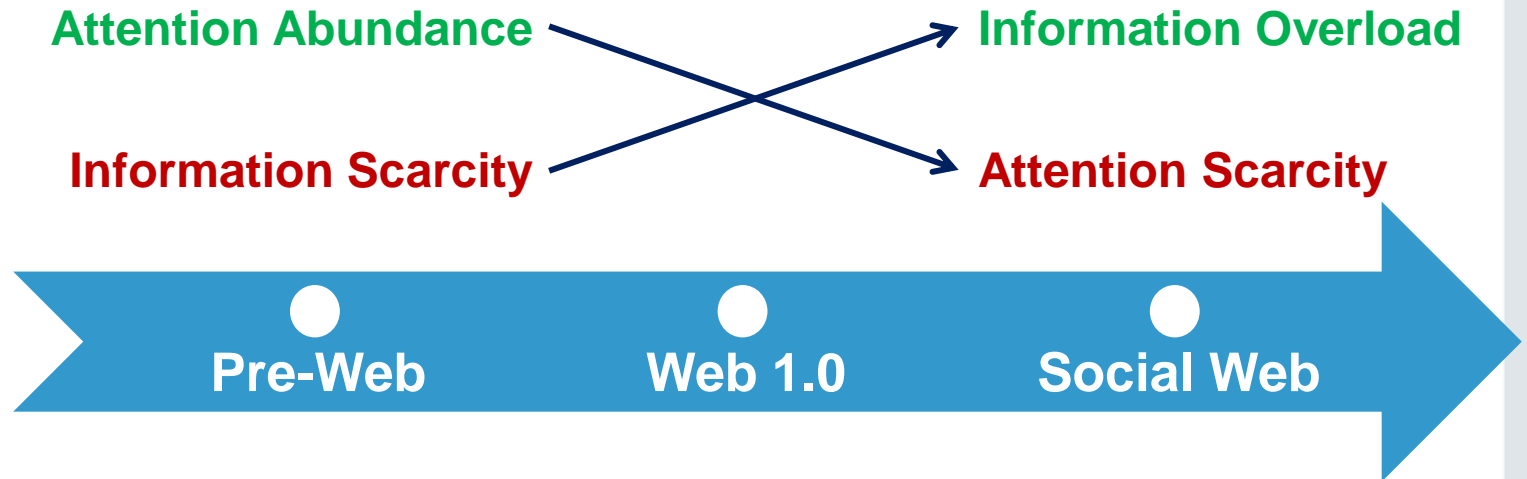
WHY HAS THE BUYER'S JOURNEY CHANGED?

The Digital Age of the Customer is Here



Source: October 10, 2013 "Competitive Strategy in the Age of the Customer" report.

Information power favors buyers



**Where buyers
get information**

- Your sales people

- Google
- Your web site

- Peers/colleagues
- Experts
- Your customers

**What buyers
know before
seeking sellers**

- Brand perception

- Brand perception
- Features/benefits
- Alternatives

- Brand perception
- Features/benefits
- Alternatives
- Comparisons
- Reputations
- Customer opinions
- ...

WHAT IS CUSTOMER MARKETING TODAY?

Customer marketing builds relationships across the life-cycle



The customer defines the actions and messages that marketing and sales should take

WHAT ARE THE BUSINESS DRIVERS?

Customer Retention vs. Customer Acquisition

6 or 7 **25% to 95%**

Number of times more costly it
is to acquire a new customer
than retain an existing one ¹

Amount of increased profits that can come from boosting
customer retention rates by as little as 5%

Loyal Customers vs. Average Customer

31% more **50% more**

Spent with a supplier than the average customer ²

Likely to try a new product ²

1) Source: Frederick Reichheld, Bain & Company, published in the Harvard Business Review

2) CEB Marketing Leadership Council Survey

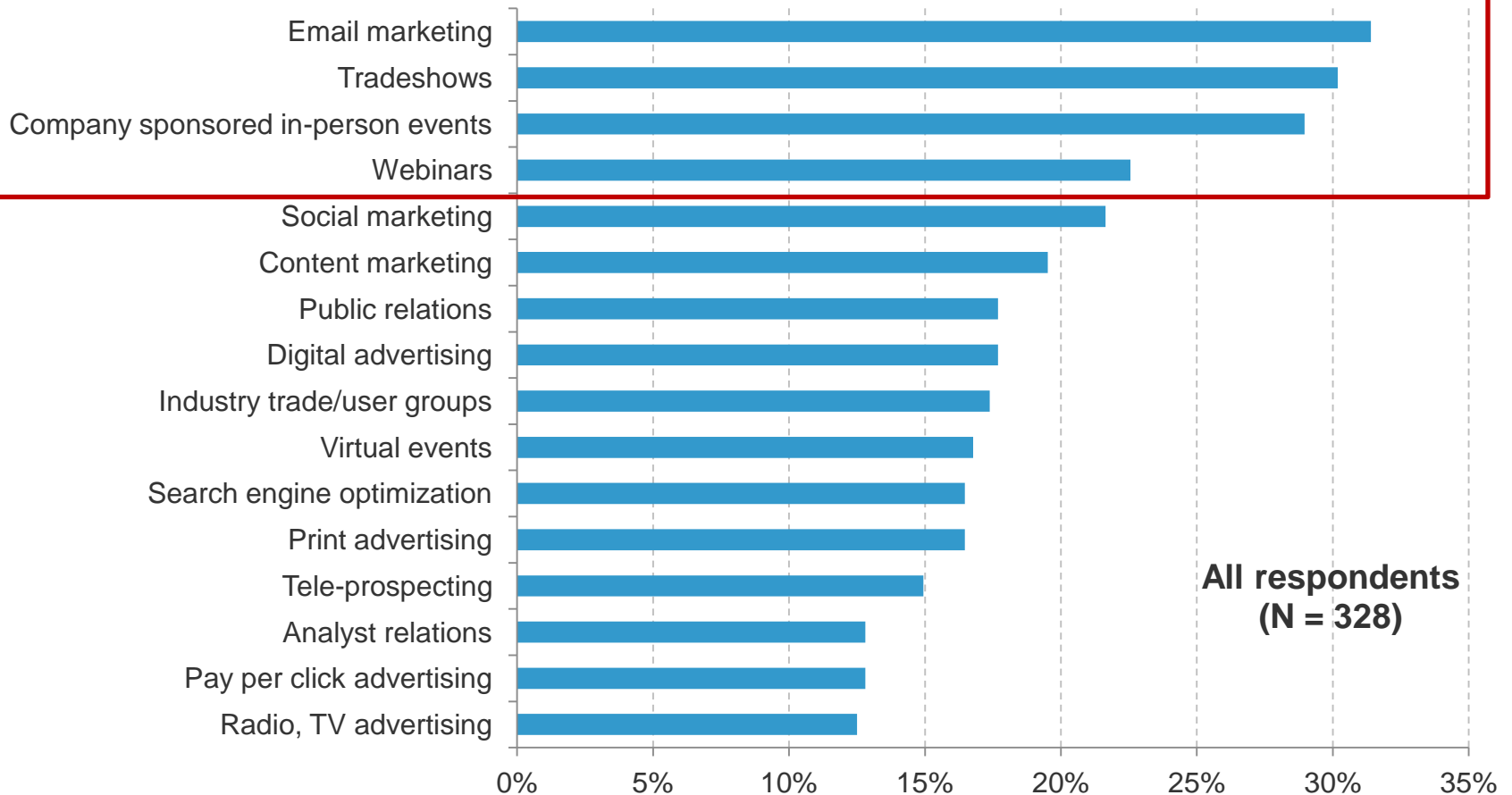
DO MARKETERS INVEST IN CUSTOMER MARKETING?

Marketing's Evolution



Retention Marketing Looks Like Acquisition

What are the 4 most effective B2B demand management tactics for retention?



Base: Marketing decision-makers at B2B companies in the US and Western Europe with 100 or more employees;
Source: Q4 2012 US and Europe B2B Technology Marketing Tactics And Benchmarks Online Survey

Customer Retention is Low Priority for Marketing Automation Investment

“Why did you invest in lead-to-revenue management?”

Increase sales efficiency/scale through higher quality lead generation \$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$

Better invest marketing program \$\$/
Demonstrate ROI \$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$

Impact revenue/growth \$\$\$\$\$\$\$\$\$\$\$\$\$\$

Measure campaign effectiveness \$\$\$\$\$\$\$\$\$\$

Align internally with how buyers buy/
improve buyer dialogue \$\$\$\$\$\$\$\$\$\$

Align marketing and sales process \$\$\$\$\$\$

Provide technology infrastructure
to transform marketing \$\$\$\$\$

Engage buyers post-sale \$\$\$

Better support channel partners \$\$

Few marketers
invested in L2RM
with the intent to
enhance relationships
with customers.

Base: 21 B2B marketers, suppliers, service providers
(Multiple responses accepted)

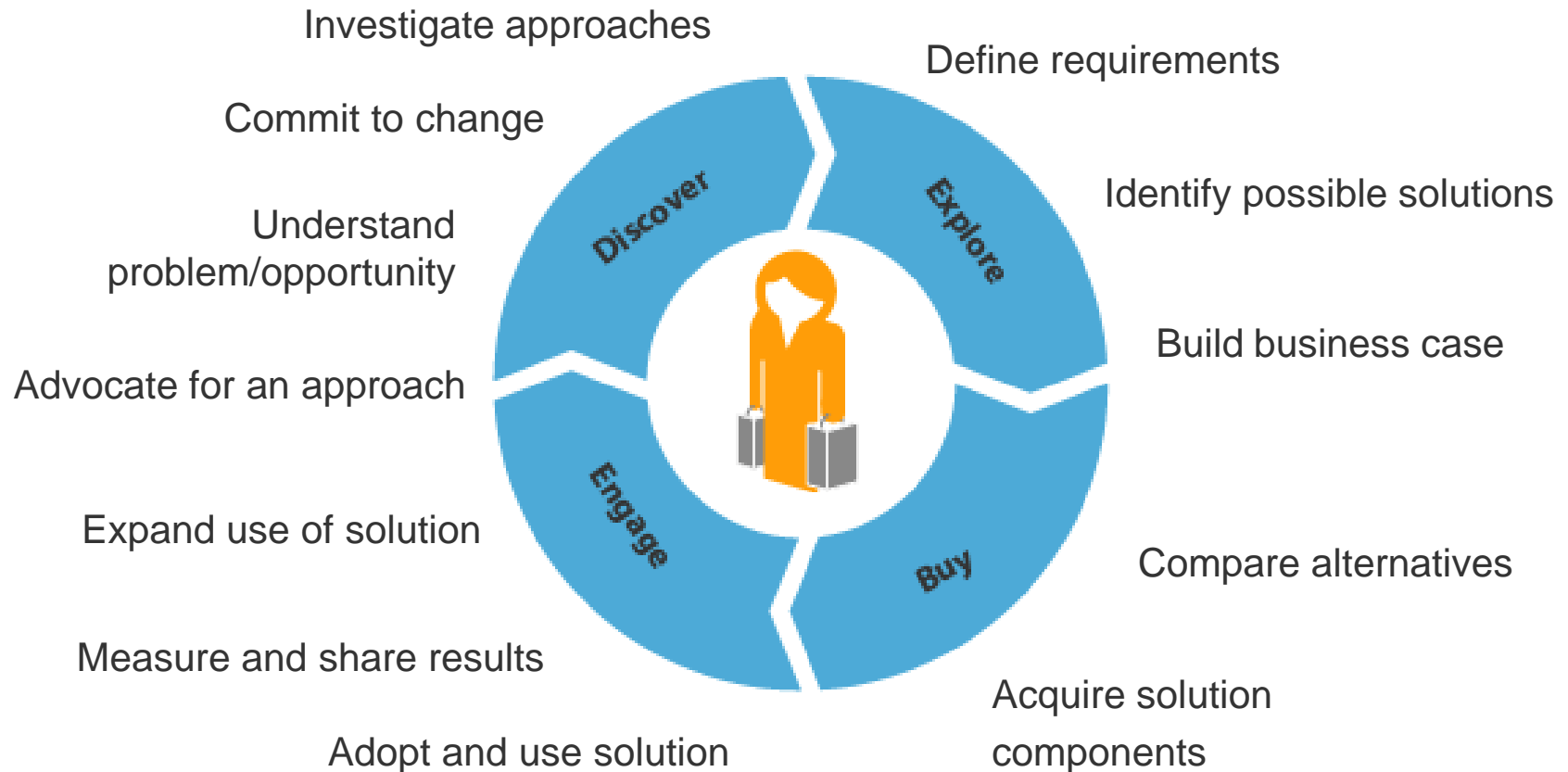
Source: December 2013, “Balance People And Process To Fund L2RM” Forrester report.

CAN MARKETING AUTOMATION HELP BUILD CUSTOMER RELATIONSHIPS?

Apply Science to Customer Marketing



Automation Enhances Communication Across the Lifecycle



WHAT TYPES OF CAMPAIGNS APPLY?

Relationships Start With Onboarding

Harland Clarke found banks that “onboard” have attrition rates 4-5% below peers.

The screenshot shows the Citibank online banking onboarding page. At the top, there's a navigation bar with links like 'Open an Account', 'Find Citi Locations', 'Search', 'Help', 'Contact Us', 'Security', 'Privacy', and 'My Citi Links'. Below this is the Citibank logo and the tagline 'Citi never sleeps®'. The main navigation bar includes 'Banking', 'Credit Cards', 'Lines & Loans', 'Investing', and 'Planning'. A 'Sign off My Citi' button is on the right. A greeting bar says 'Hello [Name], You have 0 messages' and includes links for 'My Home', 'Account Info', 'Payments', 'Transfers', 'Investments', and 'Service Center'. The main content area is titled 'Set up online access' and 'Welcome'. It says 'We can't wait to show you around' and 'Your Online User ID [Name] is active and linked to your ATM/Debit card XXXX-XXXX-XXXX-XXXX'. A paragraph explains that the user now has everything needed to use Citibank Online and introduces three services: Online Bill Pay, Citi ThankYou Rewards, and Account Alerts. Each service has a brief description and a 'Get started' button. A 'No thanks! Go to My Home' button is also present. At the bottom, there's a footer with 'citi.com' and links for 'Terms & Conditions', 'Privacy', 'Security', 'Careers', 'About Us', 'Contact Us', and 'Site Map'.

Open an Account Find Citi Locations Search Help Contact Us Security Privacy My Citi Links

citi Citi never sleeps®

Banking Credit Cards Lines & Loans Investing Planning

Sign off My Citi

Hello [Name], You have 0 messages

My Home Account Info Payments Transfers Investments Service Center

Set up online access

Welcome

We can't wait to show you around

Your Online User ID [Name] is active and linked to your ATM/Debit card XXXX-XXXX-XXXX-XXXX

You now have everything you need to use Citibank Online. To help you get started, we wanted to introduce you to three of our online services that will change the way you bank. You'll save time, you'll save money, and you'll reap rewards just for doing your everyday banking. Why not start taking advantage of them right away?

1. Online Bill Pay

Why pay for stamps, envelopes and checks? Pay your bills online. It's free. And set up is easy—just add your payees and you're off.

2. Citi® ThankYou® Rewards

This rewards program gives you points each month for having Citibank accounts AND for activities—debit card purchases, online bill payments, direct deposit...

3. Account Alerts

Free Alerts help you monitor your bank and credit card accounts. Learn when balances are low, payments are due, a check clears, a deposit is made...the list goes on.¹

[Get started](#) [Start earning points](#) [Set up your alerts](#)

No thanks!

[Go to My Home](#)

Other ways to learn about Citibank Online are through the [Quick Start Guide](#) and [Citi® QuickTake Demos](#). They give you an overview of key areas on the site, plus tips on using online banking services such as bill payment, alerts and transfers.

¹Citibank does not charge you a fee for using the Citi Alerting Service. However, your wireless carrier may charge you for receiving the text messages you receive from us related to this service.

citi.com Terms & Conditions Privacy Security Careers About Us Contact Us Site Map

Source: Citibank website

Build Relationships Thru Enrichment

Customer enrichment campaigns delivered via automated programs:

- › Education
- › Domain know-how
- › Ongoing Product training



Build Relationships Using Community

LexisNexis
moderates
community to
design new
features

The screenshot shows the LexisNexis Communities Portal. At the top, the header includes the LexisNexis logo and the word 'Portal'. Navigation links for 'LexisNexis Communities', 'Home', 'Helpful Tips', 'Contact Us', and 'Feedback' are present. The main content area is divided into several sections:

- Featured Content:** Includes a sidebar with links to News, Blogs, Podcasts, Videocasts, Emerging Issues, Top Cases, and LexisONE Info. Below this is a section for 'Visit Other Communities By' with filters for Practice Areas, Global, and Professional.
- Welcome to the LexisNexis® Communities!**: A central banner with a play button and a list of top stories. The first story is 'White House Jumps on Growing Patent Reform Bandwagon' by William A. Ruskin, dated June 4, 2011. It discusses legislative priorities and executive actions to improve patent quality.
- Latest Postings:** A list of three recent articles: 'Which Merchant Service Around Would Be Best For Your Venture?', 'Harvard Grad Wins Double Award: Fellowship and DACA', and 'Remembering the Golden Venture'.
- Communities:** A section with tabs for Energy Law, Labor & Employment, Securities, and Immigration. It features three articles by William A. Ruskin: 'Balancing The Rights Of Landowners, Wind Power Developers And', 'Are Environmentalists Who Oppose Wind Farms Environmentalists', and 'Steptoe & Johnson PLLC: Production 'Irrelevant' Under Flat-Rate Leases'.
- Already a Member?**: A sign-in section with fields for 'Sign in name' and 'Password', a 'Sign in' button, and a link to 'Forgot Username / Password?'.
- New to the LexisNexis Communities?**: A 'Register Here!' link.
- Services Quicklinks:** Includes links to 'Sign up for Newsletter', 'RSS Feeds', 'Follow us on Facebook', and 'Follow us on Twitter'.
- LexisNexis® Legal Store:** A section at the bottom right with a search bar and a 'GO!' button.

**HOW CAN I NURTURE CUSTOMER RELATIONSHIPS
THROUGH CONTENT MARKETING?**

Content shows how you solve problems



Reinforce Relationships Through Education



Develop a curriculum and content plan that matches a customer's journey. Be both relevant and timely.







Become a trusted advisor by educating throughout the dialogue.

Reinforce content across multiple channels.



Use Nurturing Programs to Improve Education



New Customer Drip Program				Sent	Opens	Clicks	Opt-Out
	Act-On Resources and Getting Started <i>Step: Welcome Email</i>	1	Deployed Tue Mar 5 8:01 AM	2308	6913	650	1
	Act-On Website Visitor Tips <i>Step: Website Visitor Tracking</i>	2	Deployed Thu Apr 25 9:08 AM	2247	5541	600	8
	Get the most out of your email marketing with Act-On <i>Step: Email Messages</i>	3	Deployed Tue Sep 11 8:08 AM	2218	2515	307	3
	Learn how to create Forms in Act-On <i>Step: Forms</i>	4	Deployed Thu Oct 11 8:17 AM	2194	2375	380	5
	Expand your SEO and Social Media efforts via Act-On <i>Step: SEO and Social Media</i>	5	Deployed Thu Oct 11 8:17 AM	2167	2230	303	4
	Act-On Features - Learn them today! <i>Step: Final Email - All Features and Forum Highlight</i>	6	Deployed Thu Oct 11 8:12 AM	2093	2206	172	6

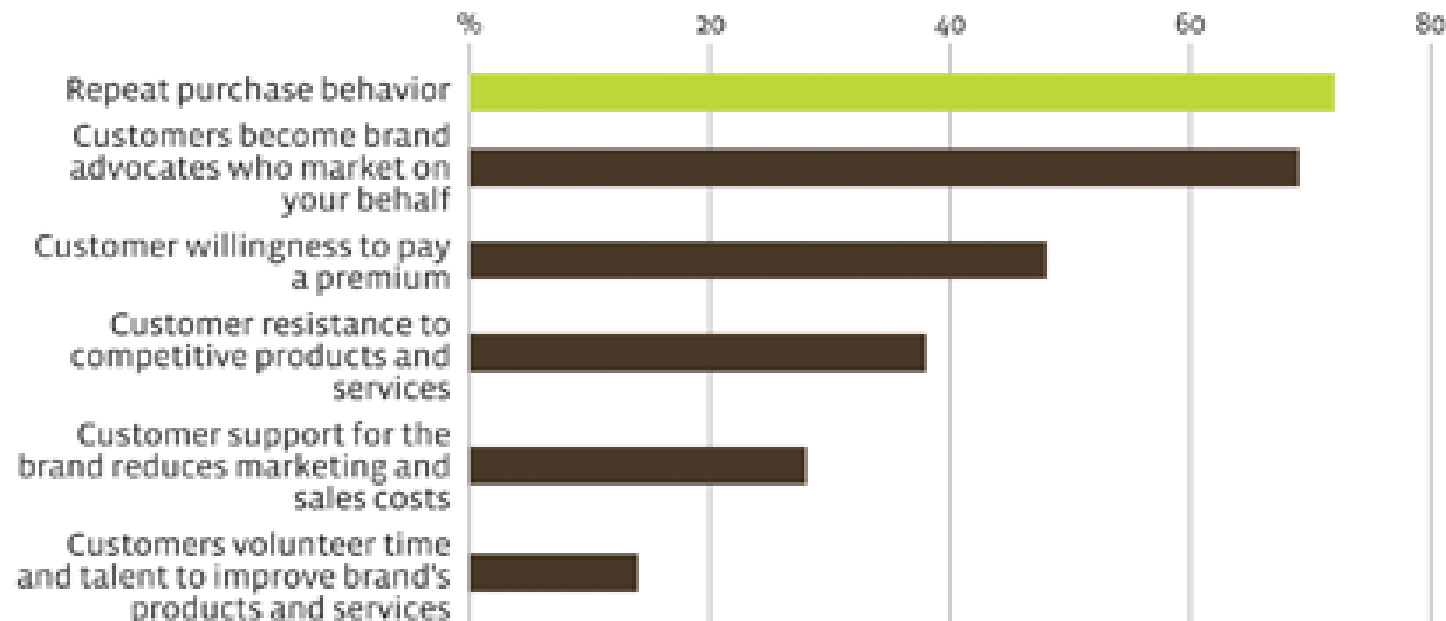
WHAT SHOULD I MEASURE?

- Satisfaction with your products/services
 - Regular surveys at intermediate milestones
 - Usage and change in usage
- Advocacy
 - # and growth of advocates
 - Level of engagement
 - # and quality of referrals
- Expansion
 - Increase in revenue from customer
 - New customer referrals

Satisfaction Results in More Business



The answers given by 300 marketing leaders of various large companies show the importance of existing loyal customers to the success of a company: **Which of the following results are integral to your definition of successful customer engagement?**



Source: *Forbes.com*

WHAT BENEFITS CAN I EXPECT?

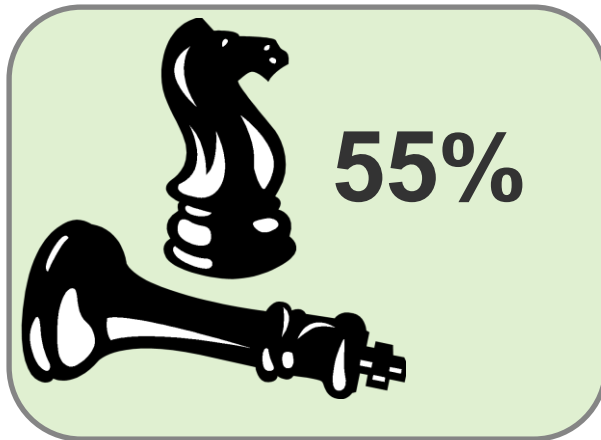
- Lower Cost of Sales
 - Cost effective to market/sell to known entities
- Higher Profitability Per Customer
 - Shorter time to upsell
 - Easier to communicate cross-sell advantages
- Higher Marketing ROI

Qualitative Benefits Abound As Well



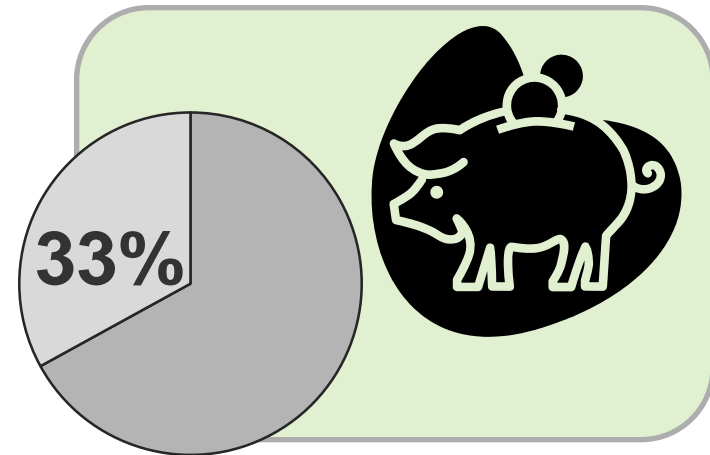
HOW MUCH SHOULD I BUDGET?

B2B marketers short change retention



“Do you dedicate marketing program budget to customer retention or enrichment?”

“What % of budget dedicated to customer enrichment or retention vs. new acquisition?”



Base: 57 B2B marketing leaders

Source: Forrester/Business Marketing Association November 2013 Marketing Budgets Online Survey

Budget Rules of Thumb

- Growth orientation: 30% of program budget on customer onboarding and cross-sell, upsell
- Mature orientation: up to 50% on onboarding, enrichment, advocacy, and retention
- Use automation to personalize messages and “keep in touch” with customer post sale

HOW DO I GET STARTED?

Ready to Learn More?

Interested in a demo

Call +1 (877) 530-1555

Email sales@act-on.com

Web www.act-on.com

