

RETHINK MARKETING [AUTOMATION]

Build Brand Equity, Drive Demand,
& Expand Customer Relationships



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& Expand Customer Relationships

Demand generation has been the shiny, golden child of marketing for more than a decade. Delivering impressive numbers of leads, conversions and opportunities garners praise and promotions for marketing leaders, while on the other hand, failing to make your numbers can be a career-killer. High risk, high reward, utterly compelling.

Is it any wonder that demand generation became a media darling? From analysts to bloggers to marketing strategists, demand generation was a hot, hot topic that pulled in readers and rankings. So the media did more of it, reinforcing the idea that it was *the biggest deal*.

In this ebook we will examine two things:

1. Is demand gen still the rockstar of marketing? Does it get the lion's share of attention and resources from the marketing team?
2. Is demand gen most responsible for producing marketing results?

Along the way we'll discuss how marketing leaders are judging success, where they allocate their resources, which functions of marketing are producing the greatest results, and how technology can help maximize the results of your marketing efforts.

Let's get started.

Some of us got obsessed with demand gen, for perfectly valid reasons:

- It's a data-driven function. It gives marketers clear targets, and lets them prove the value of their programs and their contribution to revenue. (It's hard to argue with good numbers.)
- The race for ever-bigger lead numbers is never-ending. No matter what the marketing team delivers to sales this month ... there's constant pressure to top that number next month.
- The brass like to use demand gen as a metric, and value it the same way they do a sales number.
- Demand gen, as a function, is always evolving. Just as you've solved one problem, another one emerges.
- Demand gen can be a bridge (or a divide) between sales and marketing departments. Sales teams often believe that marketing doesn't deliver the number of quality leads they need to meet their revenue number. In turn, marketing departments feel that sales doesn't follow up on the leads they deliver. This too-common issue spans all industries and verticals.

Marketing Automation was Created to Aid Demand Generation

In the early 1990s Unica introduced the first version of a marketing automation system, to support the shift of marketing toward quantifiable results. Eloqua launched its platform a few years later. The first systems were expensive and perhaps not user friendly; it took almost 15 years before the automation gained significant traction. But by 2012, the majority of enterprise companies had adopted marketing automation and much of the mid-market was flirting with the promise. Marketing automation turned out to be the best way to address the most persistent, and glaring of marketing pains: demand generation - especially delivering quality leads to sales and generating revenue.

As the word spread, **marketing automation soon became demand gen's superstar enabling technology.** No other technology could bring in the numbers like marketing automation, or educate a prospect at his or her own pace, or keep a lead alive and warm through the cold winter of a long sales cycle. Marketing automation was a game changer because it allowed marketers to track their programs, and prove their contribution to value.

CRM systems organize your information...but they don't engage your prospects....a good marketing automation system, on the other hand, proactively helps you. If set up and managed well, you can sit back and do nothing and the system will drop interested prospects in your lap. Even if your sales process was a mess and your sales pipeline didn't really exist, a good marketing automation strategy and execution can make things happen.

Matt Heinz

President, Heinz Marketing

The Pendulum Swing

From all outward appearances, it seems as though there's been a drastic swing between different styles of marketing. In the last century we had the glossy days of Don Draper-style marketing, with a mono-focus on branding and creative. Now, there's an intense focus on techy, data-driven marketing, as expressed in demand gen and its number-bound ilk.

While we enjoyed the media hype over this dramatic shift, we weren't convinced that demand gen was truly the king of the castle. So we commissioned a study to see if marketing today really is ***all demand gen, all the time***.

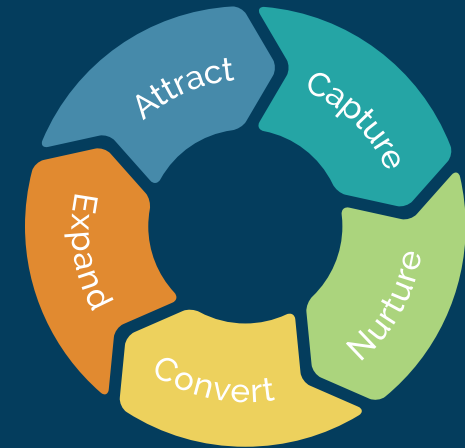
We surveyed hundreds of senior level marketing executives at a mixture of B2B and B2C companies; we asked where they're spending their time and resources within three main functions of marketing: brand marketing, demand generation, and customer marketing. We also asked what they deemed to be the most important metrics for success for each of these three functions.

The results of our study may surprise you.



Brand, Demand, Expand: Defined

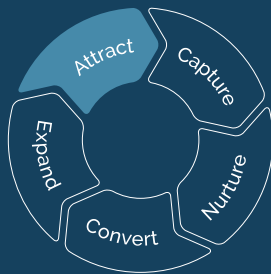
Create profitable relationships with potential customers by delivering the value and information they want at every touchpoint through the buyer's journey. Attract your future customers, capture hot leads, nurture the relationship, convert prospects into customers, and then expand the relationship. Each marketing function has a different role to play...



Brand Marketing

Brand marketing supports every stage of the lead lifecycle. The **Attract** stage of the lifecycle, in which you interest new buyers, is especially dependent on brand marketing and brand awareness.

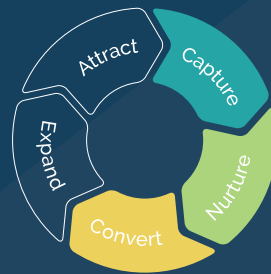
Brand marketing tasks and responsibilities can include public, press, analyst, shareholder, and influencer relations; corporate communications; social media; advertising; events and sponsorships; and content marketing.



Demand Generation

Demand generation usually covers the **Capture, Nurture, and Convert** stages of the lead lifecycle. Here your resources are spent on the middle stages of the customer lifecycle, making sure that sales is able to convert the lead into a customer.

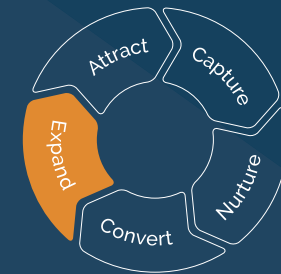
Demand tasks and responsibilities can include marketing activities such as lead generation and nurturing, lead scoring, sales alignment, and field marketing.



Customer Marketing

Customer marketing can be considered the **Expand** stage of the customer lifecycle, in which you build and deepen the relationship after the lead has become a customer.

Strategies and tactics at this stage might include customer satisfaction, retention and loyalty programs, upsell and cross-sell, community-building, and advocacy – all aimed to increase customer lifetime value.



Marketing Leaders are Not Focused Solely on Demand Gen

Despite all the media hype around the demand gen darling, our study of marketing leaders showed conclusively that marketing leaders are not actually entirely focused on demand gen activities. **In fact, 87% of marketing teams report dedicating at least half their staff time to functions other than demand generation.**

Let's start by taking a look at how marketing leaders assess their cross-team alignment, some areas they might be neglecting, and which key performance indicators they deem matter most.



Alignment

Marketing Leadership Survey
Across Brand, Demand, Expand

Q1: What performance indicators are shared across brand marketing, demand generation, and customer marketing?

Q1 - TOP SHARED KPI'S

1.

Revenue
Generated

2.

Return on
Investment
(ROI)

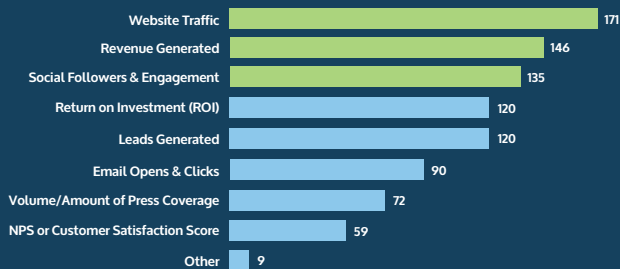
3.

Website
Traffic

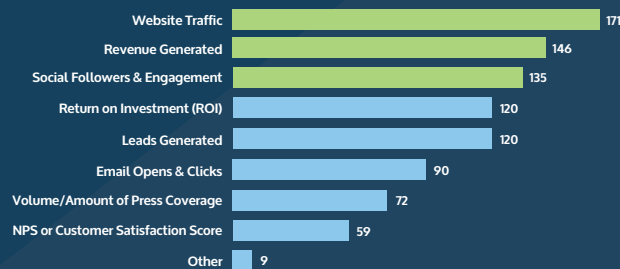
4.

Leads
Generated

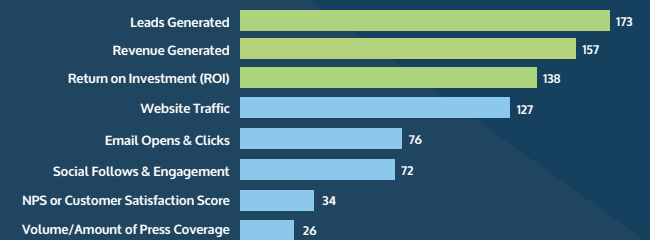
Brand Marketing



Customer Marketing



Demand Generation



Alignment

Marketing Leadership Survey
Across Brand, Demand, Expand

Q2: Are the brand marketing, demand generation, and customer marketing functions within your organizations aligned under a cohesive strategy?

Q2.1 - ALL RESPONDENTS

92% of marketing organizations say that brand marketing, demand generation, and customer marketing functions are at least "somewhat aligned" under a cohesive strategy.

8.14%

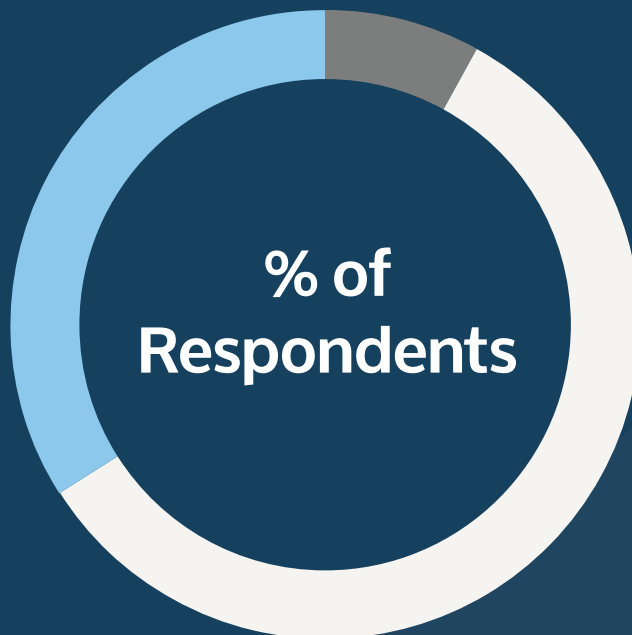
NOT Aligned

58.14%

SOMEWHAT Aligned

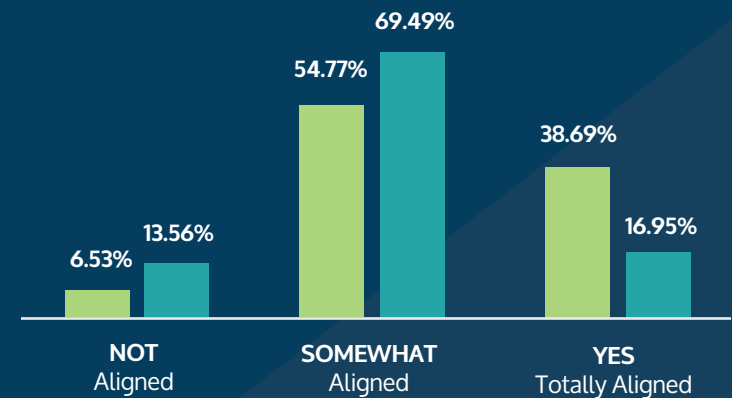
33.72%

YES Totally Aligned



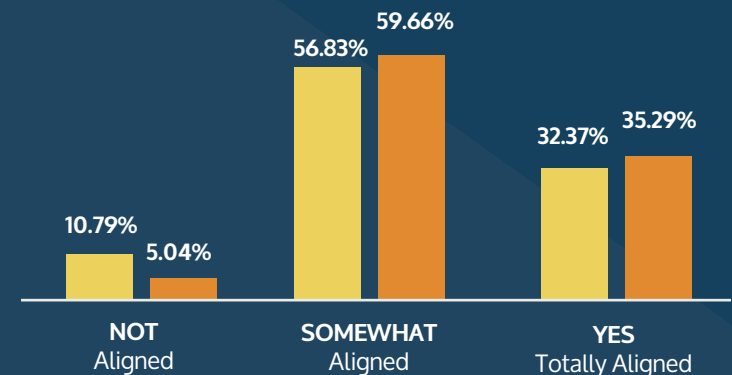
Q2.2 - TOP PERFORMERS VS. LAGGARDS

Top performers are much more likely to be totally aligned under a cohesive strategy.



Q2.3 - B2B VS. B2C

A majority of both B2B and B2C organizations responded as being at least somewhat or totally aligned across all three marketing functions.



A Balanced & Cohesive Strategy is a Winning Strategy

Despite what the media says marketers do, marketers at the source tell us they're spending roughly the same amounts of time and resources across three broad areas: branding, customer marketing, and demand generation. And the top performers (those who are achieving or over-achieving their revenue goals) are 52% more likely to have a significant portion of staff resources to each major marketing function. Top performers are also 23% more likely to have a significant portion of budget allocated to each of the three major marketing functions than the laggards.

Despite recent media hype, the role of the CMO is not to be demand gen-centric leader, but instead to be the marketing "general manager" and to facilitate success across all three functions of the marketing department - branding, demand generation, customer marketing. **Successful B2B marketers understand the need to allocate their time and resources across the entire spectrum of marketing**, acknowledging that an effective marketing strategy requires more than just driving demand for sales, it must also deliver a great customer experience from end-to-end.

For the modern buyer, experience is everything. And with unlimited access to information and choices, their expectations are higher than ever. The buyer's journey is not linear, and it includes a series of touchpoints from the beginning stages of research to the eventual purchase. Over the course of a lead's lifetime they might come into contact with your sales, marketing, and customer success departments. However, from their point of view, they are interacting with one company, not multiple departments. This means that all touchpoints need to be consistent, and not just for first-time buyers.



92%

of marketing organizations say that brand marketing, demand generation, and customer marketing functions are at least "somewhat aligned" under a cohesive strategy.

A Balanced & Cohesive Strategy is a Winning Strategy (continued)

Marketers have no choice but to adapt to accommodate the modern, always-on buyer, and must now focus on delivering a positive experience from end-to-end of customer lifecycle. **Who you are and what you stand for is the brand promise you make to customers, and it needs to infuse every stage in your customer's lifecycle.** And what our research shows is that marketing leaders who are meeting or exceeding their revenue goals understand that the three functions of marketing need to work symbiotically, and are investing their departmental time and resources evenly across the three disciplines.

We, as an industry, have tackled a portion of this problem by managing the acquisition process with the introduction of Marketing Automation. We've been able to make demand gen a super data-driven and consistent portion of the marketing department. But the problem is that we stopped there. We didn't weave these things into the other two equally important marketing functions, branding and customer marketing, that also influence the customer experience. Marketing technology thus far had not considered the creative and branding side of marketing by applying data-driven tactics to encompass the entirety of the customer lifecycle - including further stages such as retention and expansion.



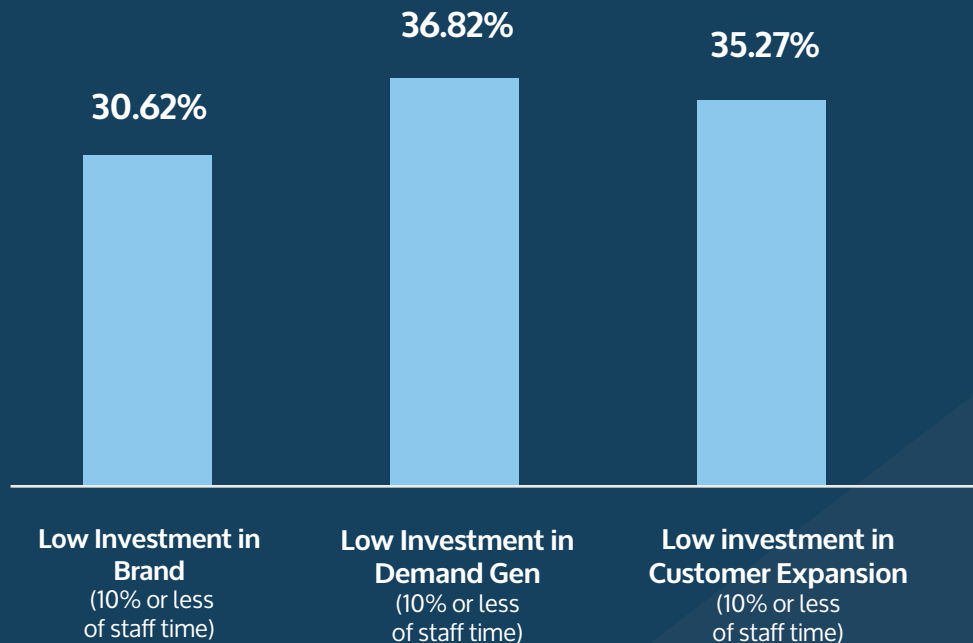
Alignment

Marketing Leadership Survey Which Areas are Marketers Neglecting?

Q3: Which functions are more likely to get neglected by marketing teams?
What percentage of teams spend 'less than 10%' of staff time across the three major functions?

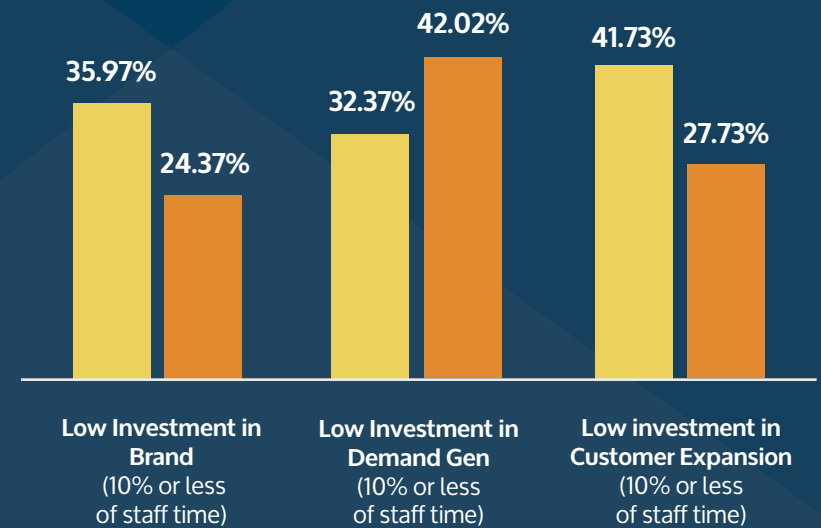
Q3.1 - ALL RESPONDENTS

Despite the hype and number of technologies available to support the demand generation function, it is most likely to be neglected by marketing teams.



Q3.2 - B2B VS. B2C

B2C organizations are most likely to neglect demand generation, while B2B organizations tend to neglect both brand and customer marketing functions.



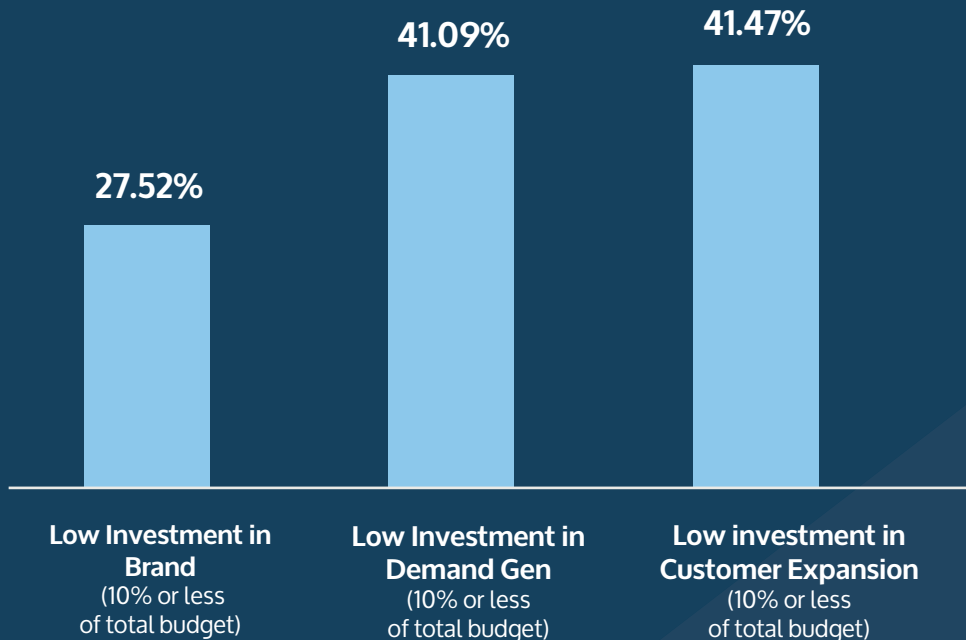
Alignment

Marketing Leadership Survey Which Areas are Marketers Neglecting?

Q4: Which functions get the least amount of funding? What percentage of teams spend "less than 10%" of budget across the three major functions?

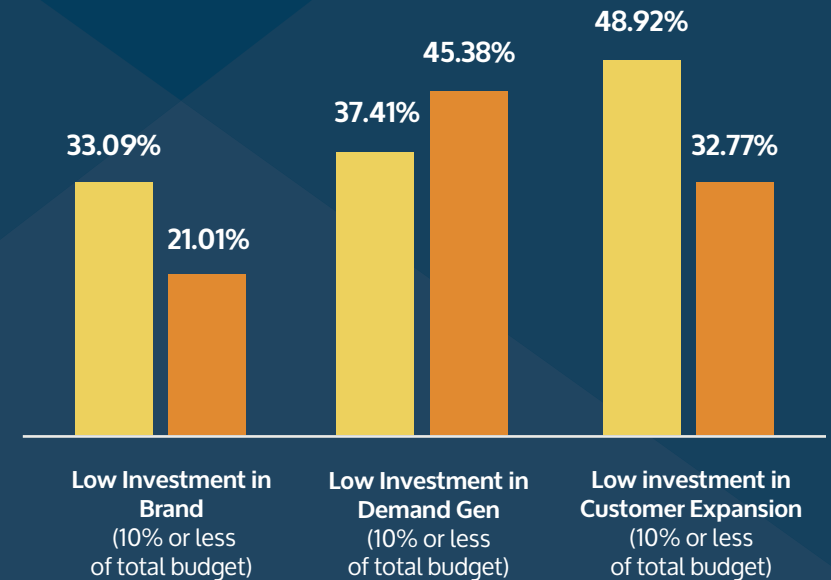
Q4.1 - ALL RESPONDENTS

Demand gen and customer marketing functions are most likely to get the short end of the budget stick. 41% of organizations spend minimal budget (10% or less) on both demand gen and customer marketing functions.



Q4.2 - B2B VS. B2C

B2C organizations are most likely to neglect demand generation, while B2B organizations tend to neglect both brand and customer marketing functions.



Alignment

Marketing Leadership Survey Which Areas are Marketers Neglecting?

Q5: What percentage of respondents have solid staff coverage across all three major functions? (Respondents that have "11 to 25%," "25 to 50%," or "51% or more" staff time dedicated to all three functions)

Q5.1 - ALL RESPONDENTS

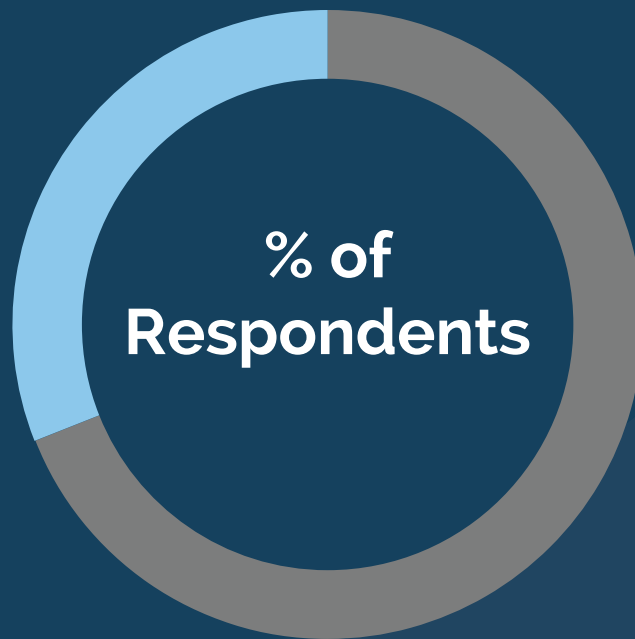
Most organizations are neglecting at least one of the three major marketing functions. **68.6% of respondents have at least one area with staff coverage level in the "10% or less" category.**

31.4%

YES - Significant staff time is dedicated to all three functions

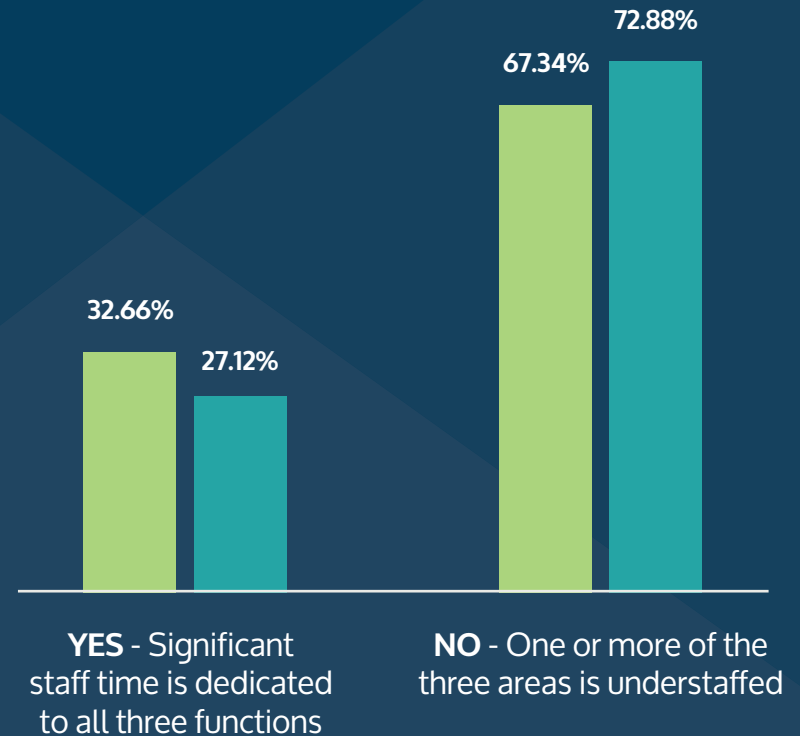
68.6%

NO - One or more of the three areas is understaffed (10% or less of total time allocated)



Q5.2 - TOP PERFORMERS VS. LAGGARDS

Top performers are more likely to have solid staff coverage across all three major areas.



Alignment

Marketing Leadership Survey Which Areas are Marketers Neglecting?

Q6: What percentage of respondents are investing budget in all three major functions? (Respondents that have "11 to 25%," "25 to 50%," or "51% or more" budget dedicated to all three functions)

Q6.1 - ALL RESPONDENTS

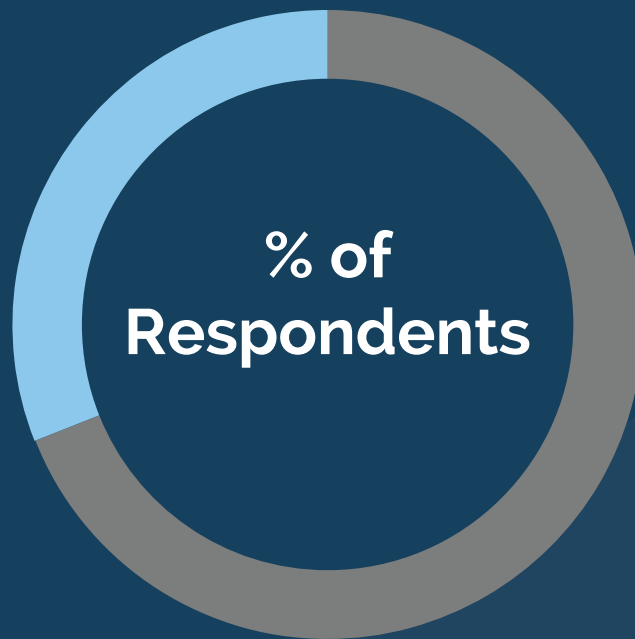
Most organizations are neglecting at least one of the three major marketing functions. **69% of respondents have at least one area with budget investment in the "10% or less" category.**

31%

YES - Significant budget is invested in all three functions

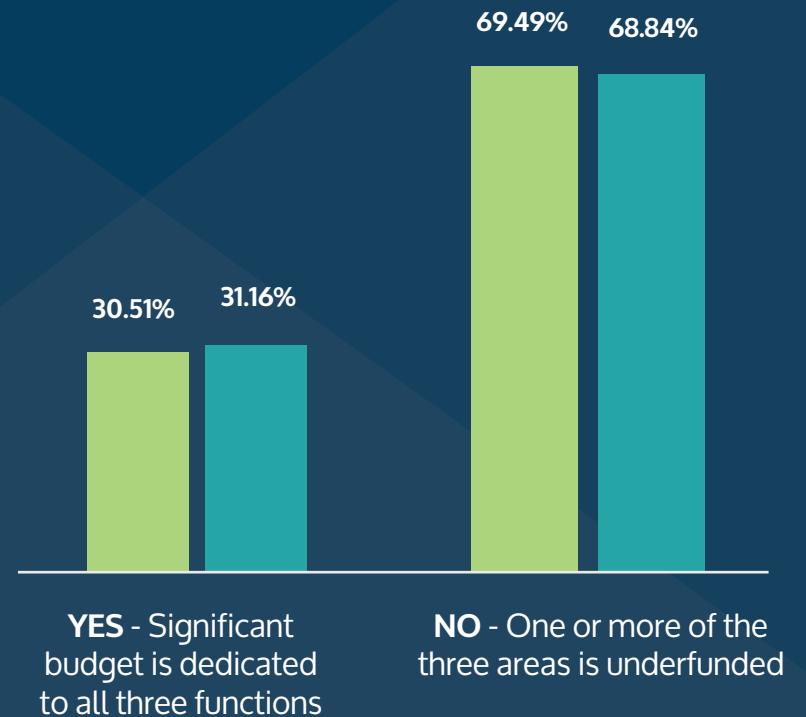
69%

NO - One or more of the three areas is underfunded (10% or less of total budget allocated)



Q6.2 - TOP PERFORMERS VS. LAGGARDS

Both laggards and top performers are underfunding at least one of the three functions.



Harness the Power of Marketing Automation Beyond Demand Gen

For the most part, marketers have used marketing automation solely for demand generation purposes and have not fully realized how to leverage their existing technology to extend to branding and customer marketing needs. However, the same tactics used for demand gen (e.g., trigger messaging, segmentation, scoring, nurturing) can also be applied to other marketing disciplines. And the same technology – marketing automation – makes your strategic execution consistent, repeatable, scalable, and measurable, while ensuring a consistent customer experience.

If you haven't thought about pointing your marketing automation platform in the direction of brand and customer marketer, you may very well be leaving money and opportunities on the table every month. **Marketing automation can perform as well as it does for demand generation for other functions in marketing.** In fact, marketing leaders are increasingly interested in seeing demand gen-style results from branding and customer marketing efforts. According to our research, Revenue generation, Return on Investment (ROI), and Leads Generated are among the most popular performance indicators for both brand and customer marketing.

With more emphasis on tracking, analytics, and reporting, marketers are more focused than ever on tying all marketing efforts back to revenue and ROI. It only makes sense that marketers should point their existing marketing technology towards tracking all functions of marketing.

If you haven't thought about pointing your marketing automation platform in the direction of brand and customer marketer, you may very well be leaving money and opportunities on the table every month.

Marketing Leaders Want to See Direct ROI From All Three Functions

Despite difficulty measuring some disciplines, marketing leaders are interested in shifting their strategies to be more scientific and data-driven across all three functions of marketing. They want to see the number of leads and the revenue generated, and ultimately want to see ROI no matter where they're spending their money and staff resources. This includes areas that might surprise us, like brand marketing or customer marketing.

This reflects the theme of "the modern marketer" who is now more focused on data and analytics than ever – including tying marketing efforts directly to revenue. In fact, in the *2014 State of Marketing Measurement Survey Report* by IFbyPhone we saw that CEOs rank the following to be the most important marketing metrics:

1. **Increase in Sales/Revenue**
2. **Number of New Customers**
3. **Number of New Leads**

The lists sound pretty similar to what we found in our survey, right?

Now let's take a deeper dive into each of these three major functions and examine how marketing leaders are allocating resources, achieving ROI and revenue goals across brand marketing, customer marketing, and demand generation.

- **57%** of marketing leaders use "revenue generated" and **47%** use "ROI" as a KPI for **brand marketing**
- **61%** of marketing leaders use "revenue generated" and **53%** use "ROI" as a KPI for **demand generation**
- **57%** of marketing leaders use "revenue generated" and **53%** use "ROI" as a KPI for **customer marketing**

Brand Marketing

Branding relies on strategically communicating your brand's voice and positioning. It's the promise you make to customers, and it needs to infuse every stage in your company's growth and your customer's lifecycle. Marketing automation helps you get your messaging out, and keep tabs on how the market, press, and analysts engage with your brand.

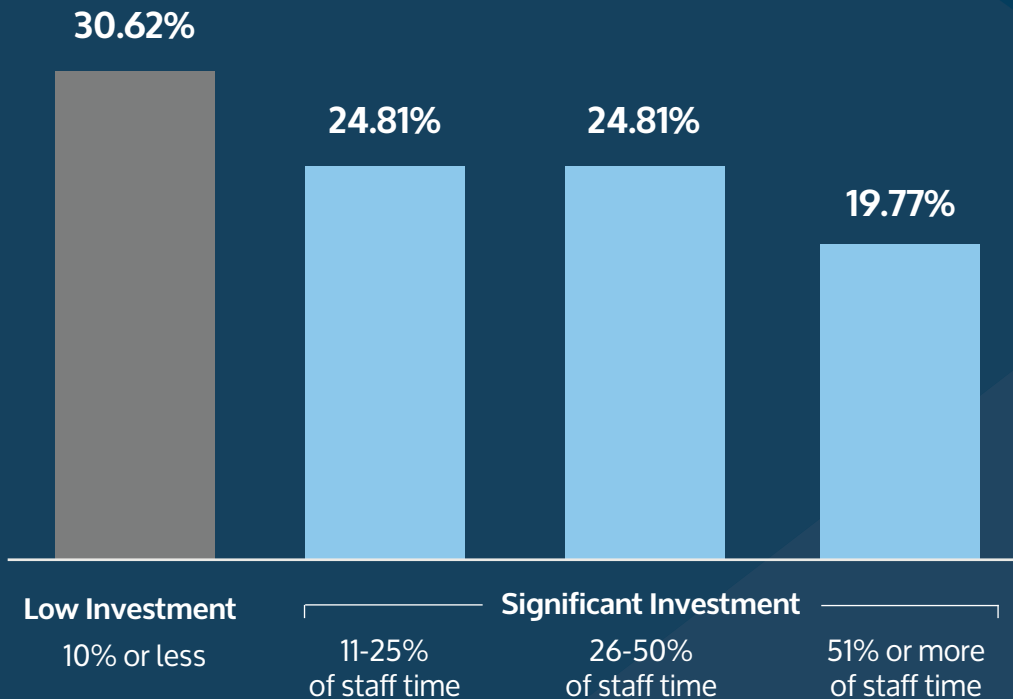


Brand Marketing

Q7: What percentage of total marketing staff time is dedicated to brand marketing?

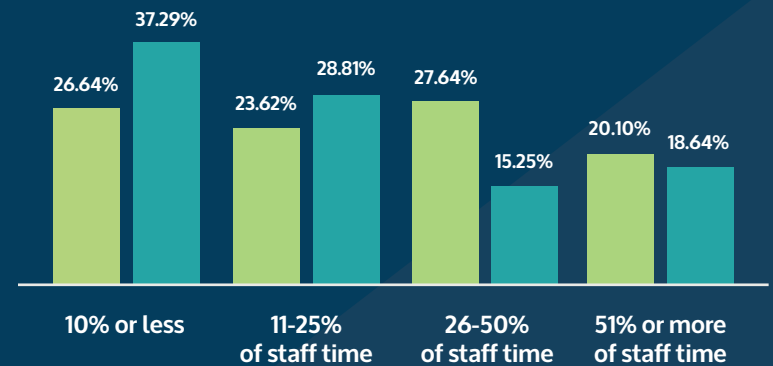
Q7.1 - ALL RESPONDENTS

69% of marketing teams dedicate significant staff time to brand marketing. The remaining 31% spend less than 10% of their total staff resources on this important function.



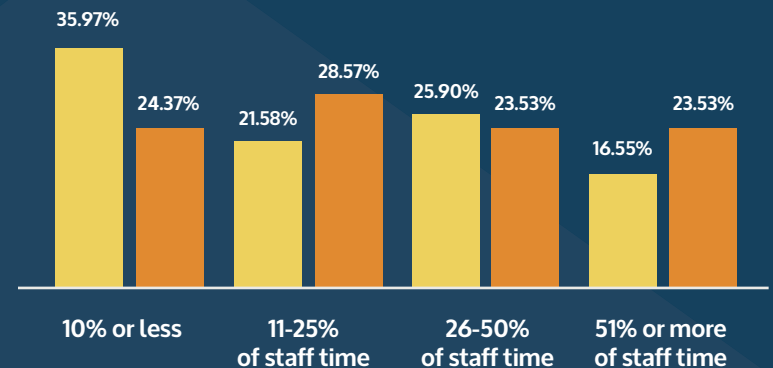
Q7.2 - TOP PERFORMERS VS. LAGGARDS

Top performers are more likely to dedicate significant resources to brand marketing. The laggards are much more likely to have neglected the brand marketing function, with a whopping 37% of laggards in the "less than 10%" category.



Q7.3 - B2B VS. B2C

Not surprisingly, B2C marketers dedicate more staff time to brand marketing than their B2B counterparts.

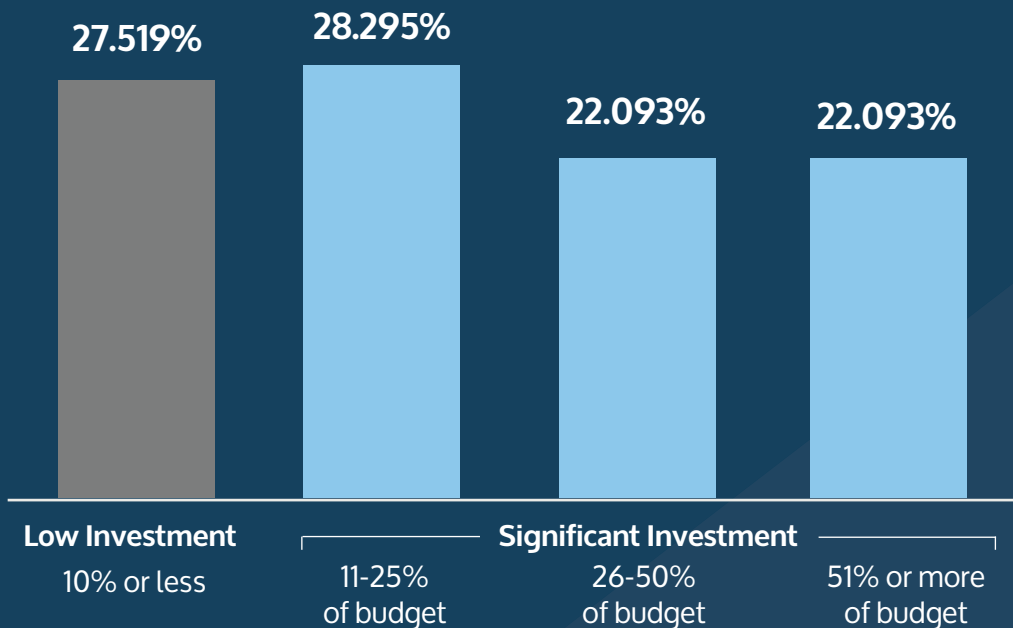


Brand Marketing

Q8: What percentage of total marketing budget is dedicated to brand marketing?

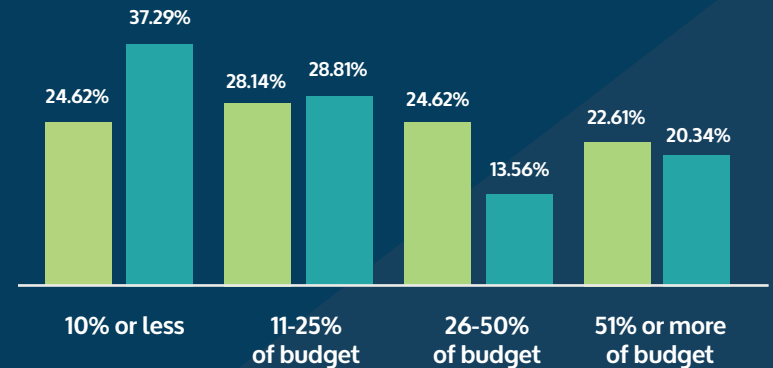
Q8.1 - ALL RESPONDENTS

72% of marketing teams dedicate significant budget to brand marketing. The remaining 28% spend less than 10% of their total budget on this important function.



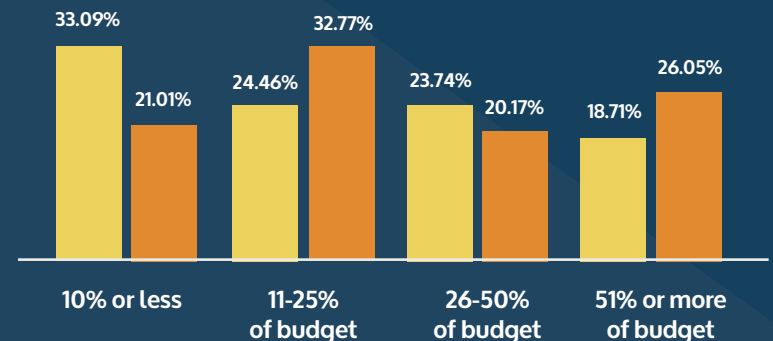
Q8.2 - TOP PERFORMERS VS. LAGGARDS

Again we see that top performers are much more likely to dedicate significant resources towards brand marketing. Among the laggards, 37% dedicate "less than 10%" of their budget to brand marketing, compared to just 25% in the top performing group.



Q8.3 - B2B VS. B2C

Similar to what is seen in Q1.3 with staff time allocation, B2C marketers dedicate more budget to brand marketing than their B2B counterparts.



Brand Marketing

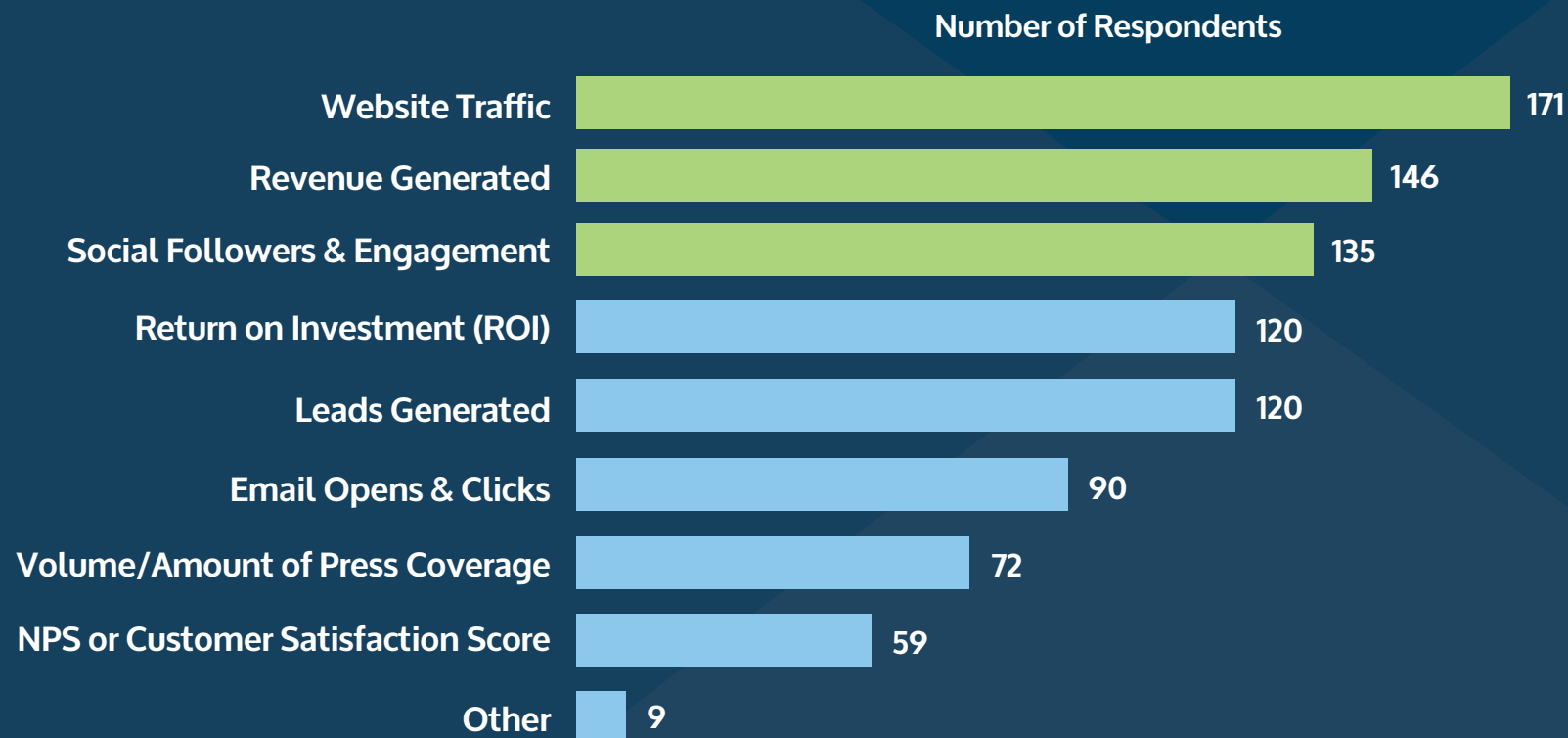
Marketing Leadership
Survey Results

Q9: What **performance indicators** do marketing leaders use to measure the success of their brand marketing efforts?

Top 3 KPIs used by marketing leaders to measure brand marketing success:

- 1. Website Traffic**
- 2. Revenue Generated**
- 3. Social Follows & Engagement**

Q9 - ALL RESPONDENTS



Sample Tactics for Using Marketing Automation to Achieve Your Branding Objectives:

- **Influencer relations.** Score press, analysts, and bloggers so you can see who your most engaged and interested influencers are. Be aware of the pages they visit on your site, what they're interested in, and the emails (pitches, press releases, events) they are engaging with. Use this intelligence to prioritize who you pitch and what your talk track is.
- **Press release attribution.** Sales can come from press releases! Create trackable URLs for press releases to tie PR activity back to the lead-to-revenue process. Look at multi-touch attribution and how press releases contribute to the sale.
- **Corporate/internal communications.** Create and execute internal newsletters, emails, etc. and be able to track employee engagement. Identify and nurture prospective employees.
- **Brand identity management.** Your brand should be consistent across all teams and all channels. Marketing automation helps your corporate marketing team control the visuals, including brand look and feel, logo usage, and header/footers. Create approved templates, then distribute them in your media library for other marketing and sales departments to use.
- **Event management.** Make the most of events. Know who to invite, and manage all communications before and after, with more precision and less effort. Create an automated workflow (save the date, official invite, seats are limited, registration responder and reminders) to make it easy, then re-use and refine the workflow for the next event.

Expand Marketing

Expand marketing includes customer onboarding, retention, loyalty and advocacy programs, and upselling. It can help you reduce churn, improve customer satisfaction scores, and increase customer lifetime value. It's usually less expensive to keep an existing customer than to get a new one, so automating these processes can reduce costs and increase net profit even more.

Gartner Group says that a staggering 80% of your company's future revenue will come from just 20% of your existing customers. Numbers like that are difficult to ignore. We think it's a great indication that marketers need to be investing in that later stage of the lifecycle and continue to nurture that fruitful relationship.

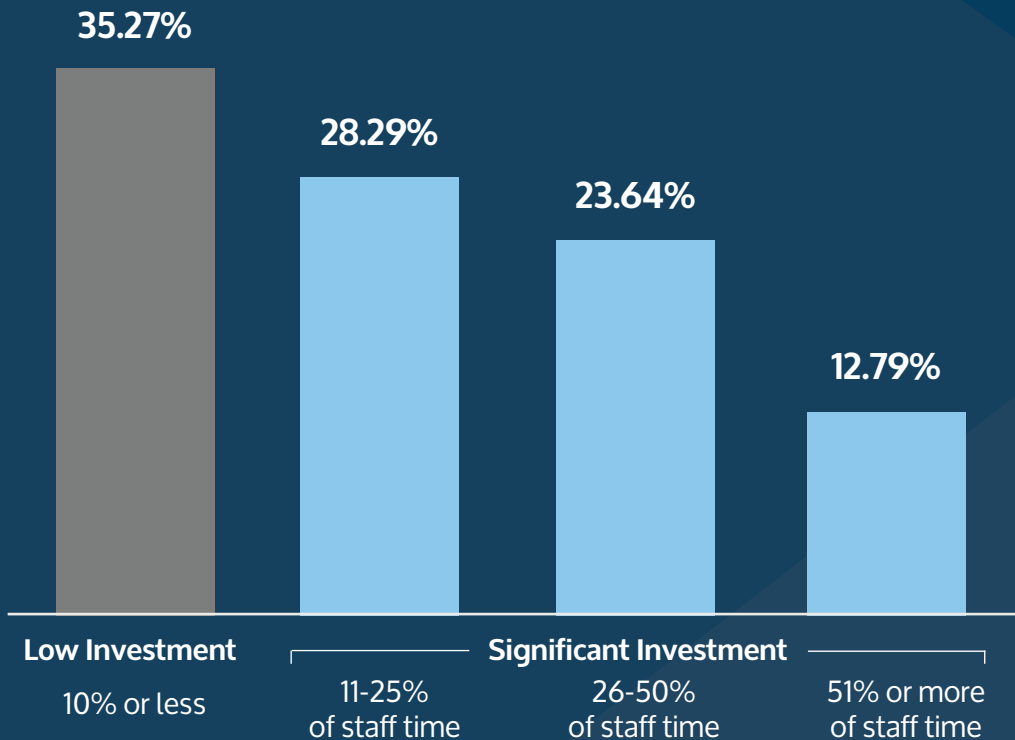


Customer Marketing

Q10: What percentage of total marketing staff time is dedicated to customer marketing?

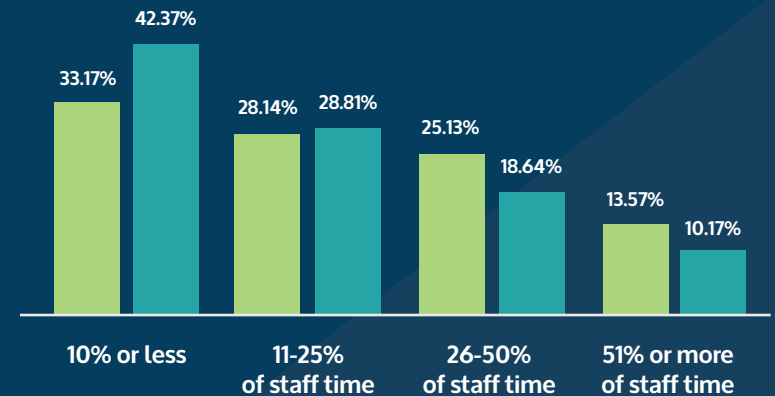
Q10.1 - ALL RESPONDENTS

The majority of marketing teams are spending "more than 10%" of their time on customer expansion marketing.



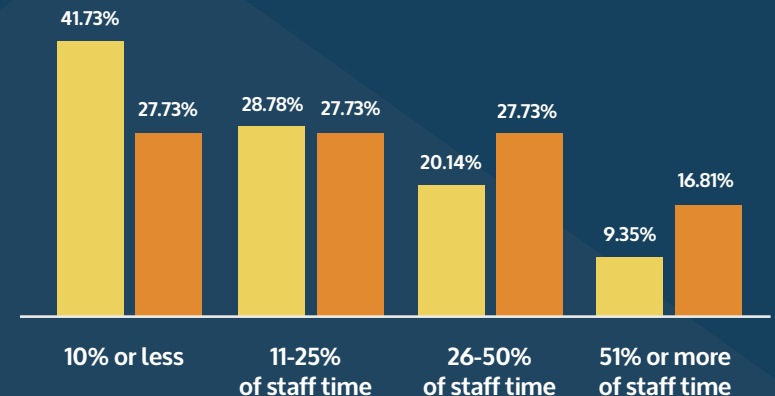
Q10.2 - TOP PERFORMERS VS. LAGGARDS

Revenue achievers are much more likely to invest significant staff time in customer marketing.



Q10.3 - B2B VS. B2C

B2C marketers are much more likely to invest significant staff time in customer marketing.

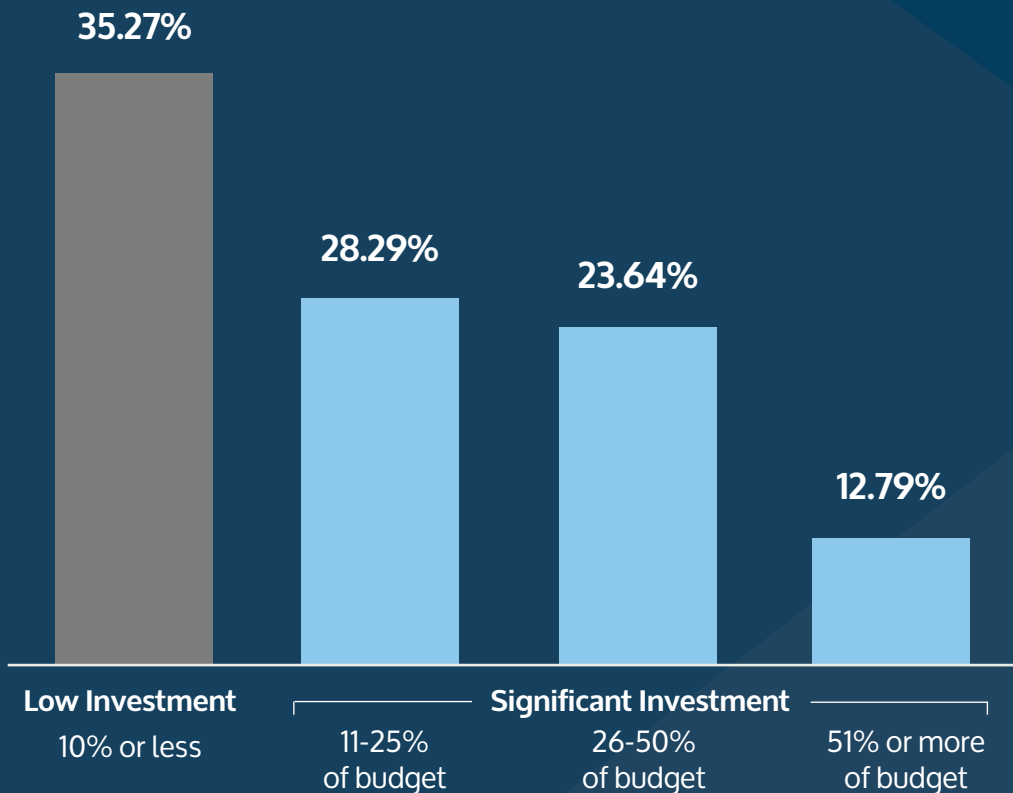


Customer Marketing

Q11: What percentage of total marketing budget is dedicated to customer marketing?

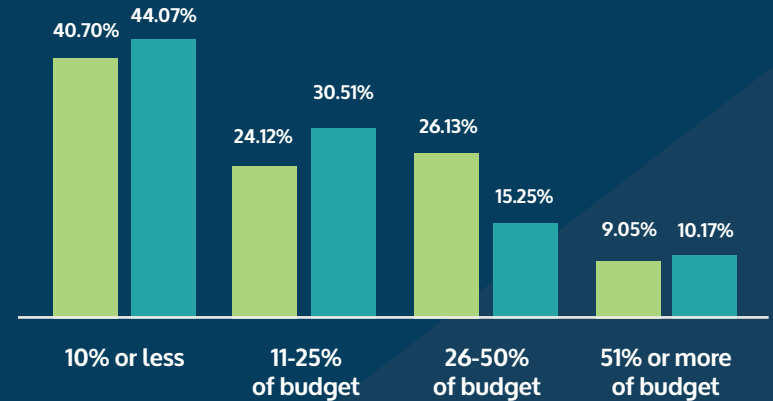
Q11.1 - ALL RESPONDENTS

A whopping 35.27% of marketing teams invest "less than 10%" of budget in customer marketing.



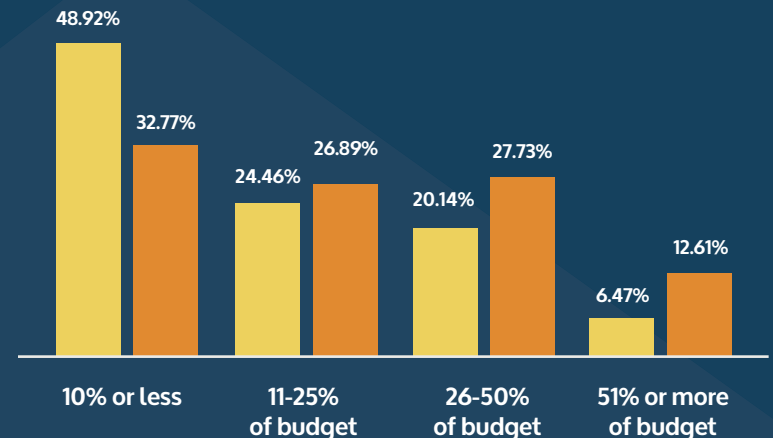
Q11.2 - TOP PERFORMERS VS. LAGGARDS

Top performers are investing more in customer marketing.



Q11.3 - B2B VS. B2C

B2B marketing teams are the biggest offenders for underinvesting in customer marketing. 49% of B2B marketers invest "less than 10%" of their budget in customer expansion efforts.



Customer Marketing

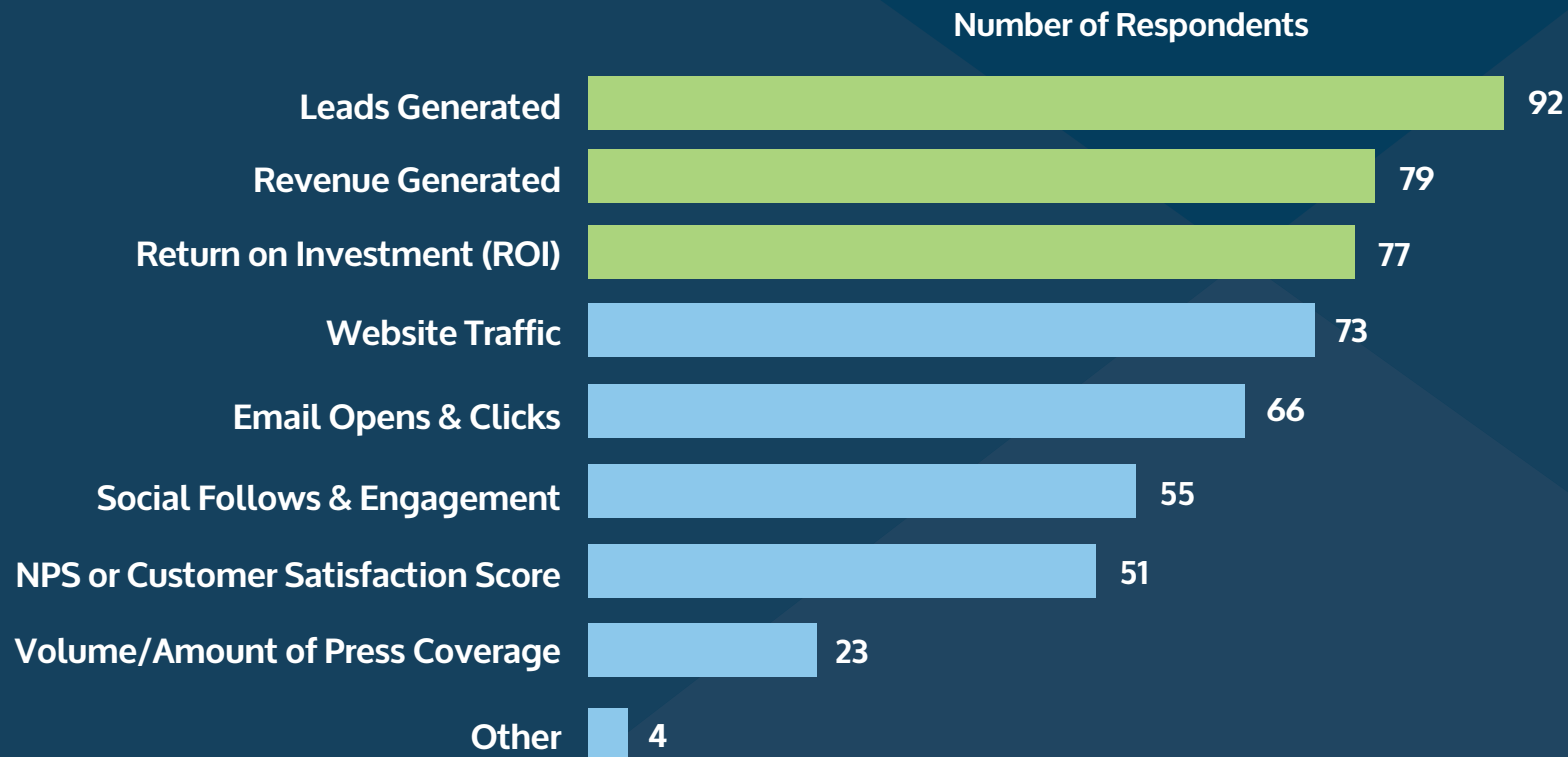
Marketing Leadership
Survey Results

Q12: What **performance indicators** do you use to measure the success of customer marketing?

Top 3 KPIs used by marketing leaders to measure **customer marketing** success:

- 1. Revenue Generated**
- 2. Website Traffic**
- 3. Return on Investment (ROI)**

Q12 - ALL RESPONDENTS



Sample Tactics for Using Marketing Automation to Achieve Your Customer Marketing Objectives:

- **New customer onboarding.** Refine your onboarding to the most effective process, and automate it with 30-, 60-, and 90-day on-boarding drip programs.
- **Help customers expand their use of your product.** Use newsletters and new feature announcements to keep your customers in the loop, and let them know their satisfaction matters.
- **Use webinars to introduce new features** or new ways of using existing ones; help your customers become power users. Automate all the communications around these online events.
- **Customer retention based on product usage.** Measure product consumption and trigger communication based on feature/non-feature use.
- **Satisfaction surveys.** Deploy surveys and invite customers to analyze the results.
- **Upsell/cross-sell.** Leverage marketing automation, CRM, and ERP data to understand when a buyer is ready for an upsell. Look at pages visited, datasheets downloaded, and contract renewal information and payment history, and tie it to engagement data to understand when to reach out on an upsell or cross-sell.
- **Advocacy/loyalty.** Apply a score to customer behavior and engagement to understand who your advocates and most loyal customers are. As an example, you can apply a score for webinar attendance, event registration, social engagement, emails opened, references given, user groups attended, etc. The higher the lead score, the more likely that customer will be a brand advocate.

Demand Generation Marketing

And what about demand gen? Demand gen still belongs in the marketing mix. As noted, most marketers are already paying attention to all three aspects of marketing: Brand, Demand, and Expand; they just may not be using their marketing automation technology to support branding and expansion as much as they could.

As for demand generation, the ways to leverage marketing automation are evolving. Targeting and personalization, especially in the service of lead nurturing, are very effective. And thanks to new digital technologies, account-based marketing is becoming an option for mid-market companies.

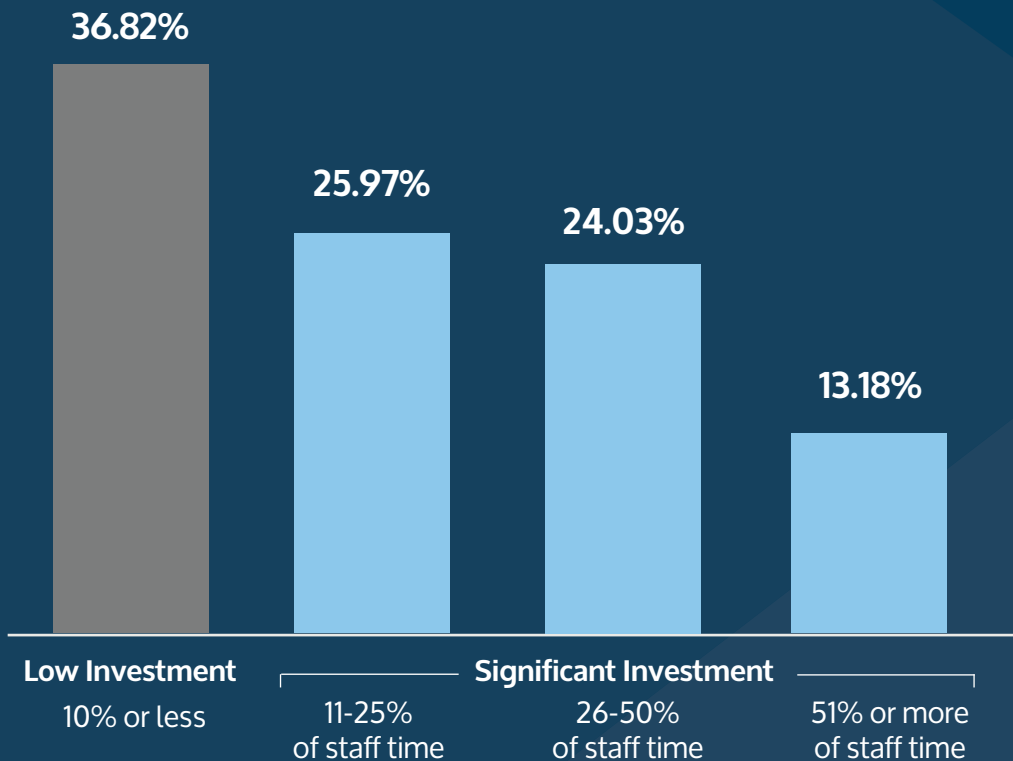


Demand Generation

Q13: What percentage of total marketing staff time is dedicated to demand generation?

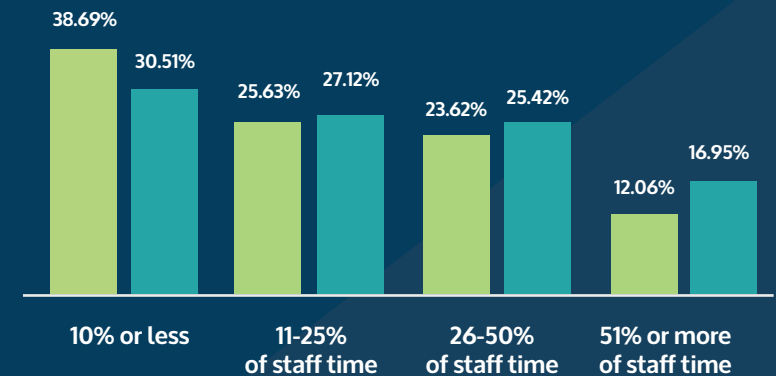
Q13.1 - ALL RESPONDENTS

Despite the hype, 37% of marketers are still spending less "less than 10%" of their time on demand generation.



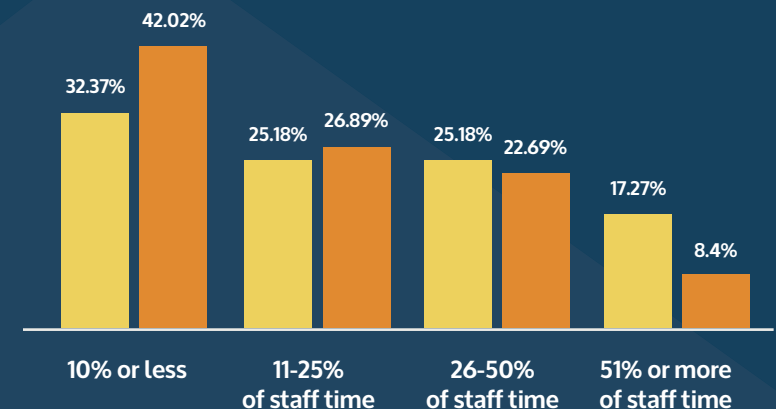
Q13.2 - TOP PERFORMERS VS. LAGGARDS

Surprisingly, top performers are more likely to spend "less than 10%" of their their time on demand generation than their revenue-lagging counterparts.



Q13.3 - B2B VS. B2C

B2B marketers are investing more staff time on demand generation.

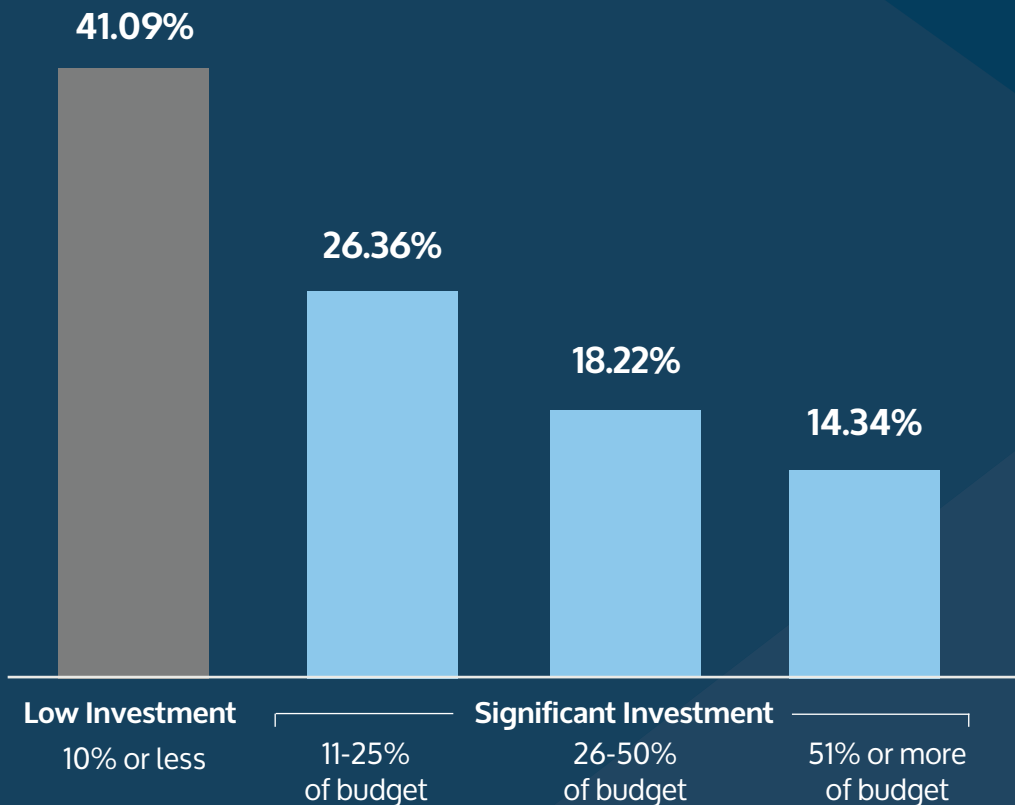


Demand Generation

Q14: What percentage of total marketing budget is dedicated to demand generation?

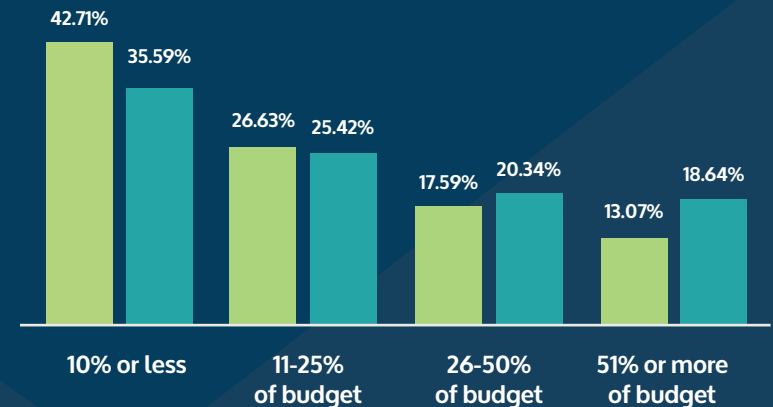
Q14.1 - ALL RESPONDENTS

41% of marketing teams are spending "less than 10%" of budget on demand generation.



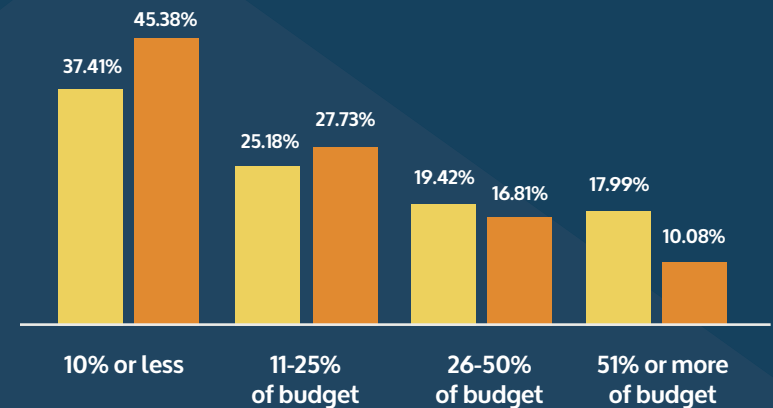
Q14.2 - TOP PERFORMERS VS. LAGGARDS

The laggards are more likely than top performers to spend > 51% on demand generation, indicating that many teams are achieving revenue goals without heavy investment in demand generation.



Q14.3 - B2B VS. B2C

B2B marketers are more likely to invest significant amounts of their budget into demand generation.



Demand Generation

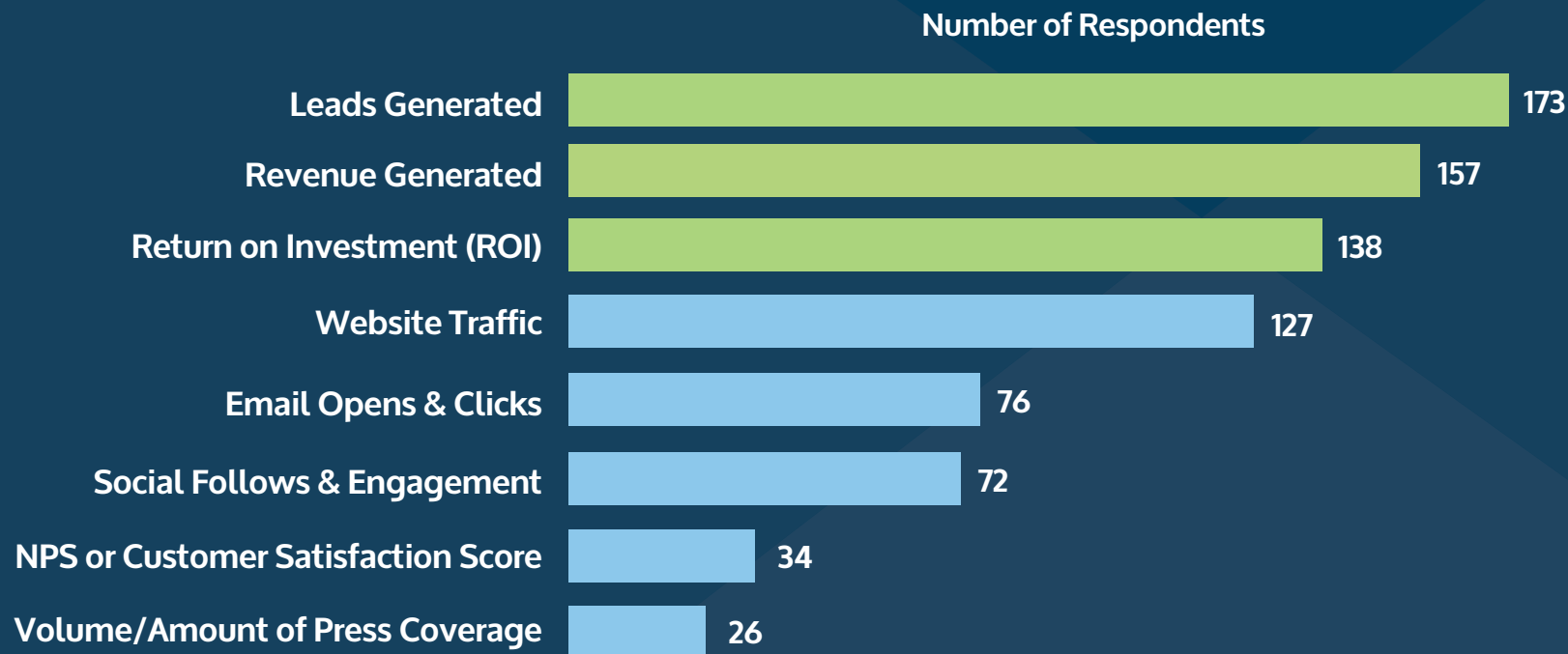
Marketing Leadership
Survey Results

Q15: What performance indicators do you use to measure the success of demand generation?

Top 3 KPIs used by marketing leaders to measure **demand generation** success:

- 1. Lead Generated**
- 2. Revenue Generated**
- 3. Return on Investment (ROI)**

Q15 - ALL RESPONDENTS



Sample Tactics for Using Marketing Automation to Achieve Your Demand Generation Objectives:

- **Attract potential customers.** to your website with inbound tools. Improve your organic search ranking by running SEO audits on your web pages and landing pages. Schedule social promotions of your pages, content, and forms. Run AdWords programs targeted at look-alike traffic.
- **Convert website visitors to sales leads.** Use lead capture forms to turn website traffic into actionable leads for your sales teams. Test landing page copy, headlines and calls to action to discover what works the best. Integrate a CRM, so that as soon as leads qualify or take some action that indicates sales-readiness, they flow immediately into the hands of your sales team for follow up.
- **Add website visitor alerts** so your sales team knows when a particular person, or someone for a particular company, is on your site ... even on a particular page.
- **Prioritize leads** for your sales team with a lead scoring program that ranks individual prospects based on their activity/level of engagement with your brand, and based on their profile characteristics. This means that sales teams can follow up with the hottest leads first, leaving lowering scoring leads to marketing to nurture.
- **Nurture leads** with automated email programs. Develop long-term, long-lasting relationships with customers by educating them with relevant content and resources. Lead nurturing keeps your brand front-and-center with potential buyers and lets you build trust over time. It also keeps the relationship alive over a long sales cycle.
- **Enable sales to have better conversations with prospects.** Make them “sales users” in your marketing automation system, and integrate your marketing automation into your CRM, if you use one. That way sales can see a detailed history of each individual contact, including their website activity, email clicks, media downloads, video views, and more. This gives sales the insight they need to understand the pain points and interests of each prospect, so they can have the most relevant conversation.

The Unintended Consequences of Marketing Automation

If you've been using your marketing automation platform only for demand generation, you have a very pleasant surprise in store. With all of the data and insights from marketing automation, CMOs can understand their customers better. This helps you build more targeted retention strategies, which in turn helps you refine your buyer personas and improve your go-to-market strategy, in a virtuous circle of applied data. You will even do demand generation itself more effectively, as you target the right buyers at the right time with advanced segmentation features that allow you to pinpoint leads based on previous behaviors, profile characteristics, and fields from your CRM database. Use this intelligence to trigger email campaigns or fuel sales activity.



Become the Next Generation of the Marketing Elite

For many reasons – not least for consistency and coordination – the entirety of the customer lifecycle needs to be orchestrated by marketing. Sales still owns the human-to-human real-time contact that includes demos and deals, and customer success does the same for training and support. But marketing should be the source for the the branding and messaging that moves the lead through the lifecycle.

Most importantly: Marketing is in the best position to turn the customer experience into a continuum of processes where one influences the other, rather than a series of siloed, disassociated touches.

Alignment and consistency throughout all three functions of marketing is critical to the success of an organization. In fact, what our survey showed is that organizations whose brand, demand, and expand functions were “totally aligned” under a cohesive strategy and experience were much more likely to achieve greater levels of measureable success.

What does that mean in terms of revenue? Well, as it turns out, a lot. We found that organizations with strategies that are at least **somewhat aligned are 26% more likely** to achieve their revenue goals than those that are not aligned at all. And organizations that are **totally aligned are 43% more likely** to achieve revenue goals than those that are not aligned.

And organizations that are totally aligned are

43%

more likely to achieve revenue goals than those that are not aligned.

Become the Next Generation of the Marketing Elite (continued)

Since the marketer is already using marketing automation – and the platform is already stocked with messaging, branding elements, offers, etc. – it makes sense to extend the platform as an enablement tool in the Brand and Expand stages of the customer lifecycle.

Marketing's responsibility today goes well beyond the acquisition of net-new leads; therefore, the marketer's platform of choice must support the marketer through all phases of acquisition, retention, and expansion marketing efforts. To be successful, your marketing workspace should provide a shared vision across the marketing team; brand, demand, expand. Marketing automation can help tie shared goals and measurements of success together - integrating this vision throughout the entire customer lifecycle is vital.

Ultimately, your integrated marketing workspace provides opportunities for marketing to engage with their customers, helps to avoid missed opportunities, identify new business opportunities, and capture easier streams of reliable revenue.



Appendix

About the Survey Audience

Audience Qualifiers:

Geography: United States

Working Status: Full Time

Department: Marketing/Advertising

Job Level: C-level, Director Level, Senior Management



53.876% Primarily B2B
46.124% Primarily B2C

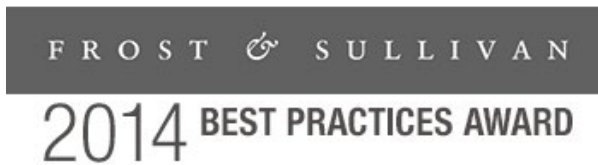


29.46% 101 or More
26.36% 1 to 5
17.05% 6 to 15
12.02% 16 to 30
7.75% 31 to 50
7.36% 51 to 100



21.71% Overachieved Revenue Goals
55.43% Achieved Revenue Goals
22.87% Did Not Achieve Revenue Goals

Acclaim for Act-On



About Act-On Software

Act-On Software is a marketing automation company delivering innovation that empowers marketers to do the best work of their careers. Act-On is the only integrated workspace to address the needs of the customer experience, from brand awareness and demand generation, to retention and loyalty. With Act-On, marketers can drive better business outcomes and see higher customer lifetime value. The Act-On platform provides marketers with power they can actually use, without the need for a dedicated IT resource.

Connect with us to learn more

