



# The Secret Sauce to Sales and Marketing Alignment: Drive Revenue and Achieve Explosive Growth

Conor Dwyer : Account Manager Emea

# Meet Marketo

- Powerful yet easy marketing automation, lead nurturing and lead scoring.
- Cloud based solution that helps companies
  - Expand lead flow
  - Increase sales effectiveness
  - Optimise sales and marketing investments
- >1300 customers; 140% YOY growth
- New EMEA HQ to support growing European base



Marketing Solution  
Winner



Best Marketing  
Solution



Salesforce - Best  
Marketing Automation



Best Marketing and  
Sales 2.0 Solution

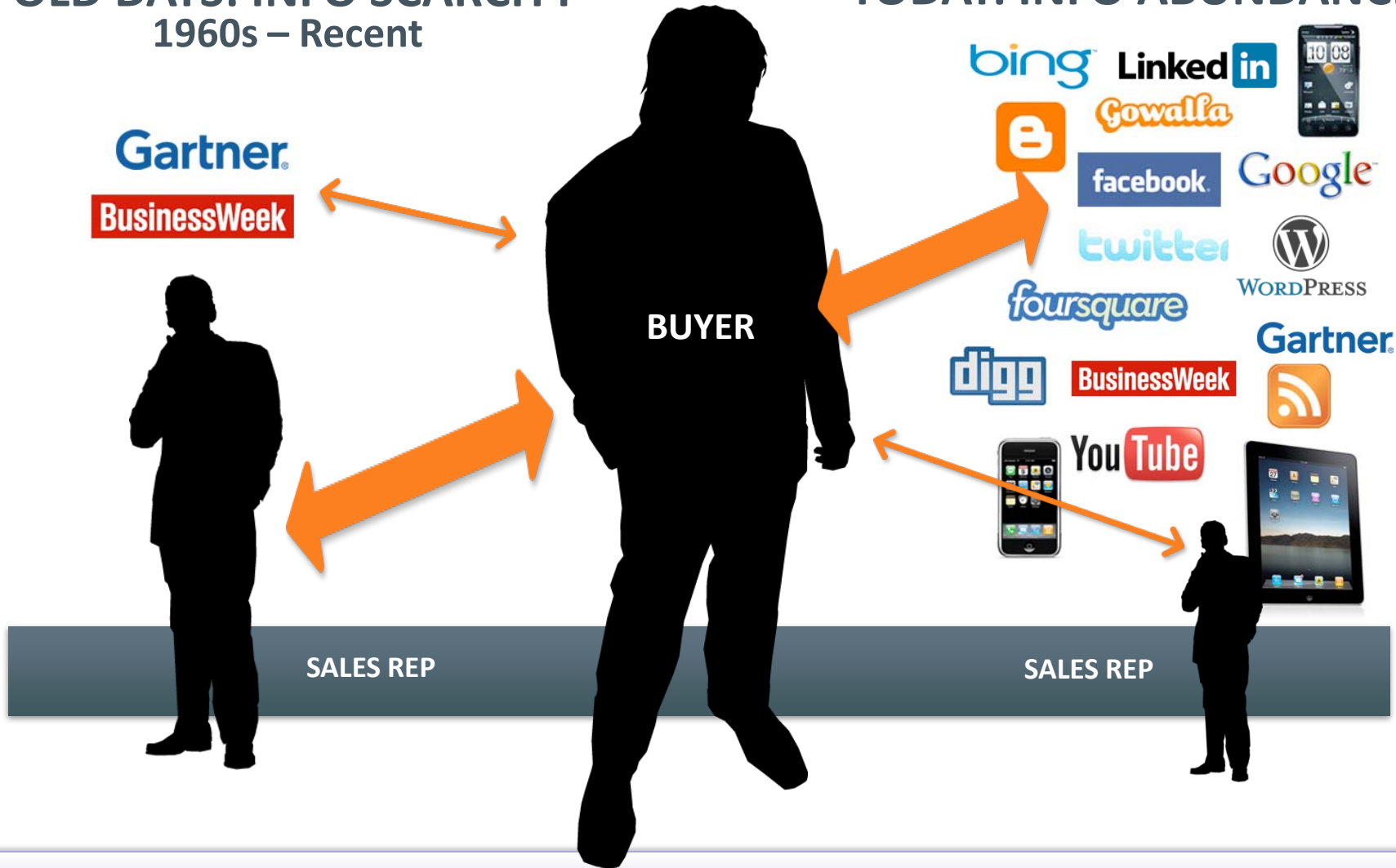


Who's Who in BtoB

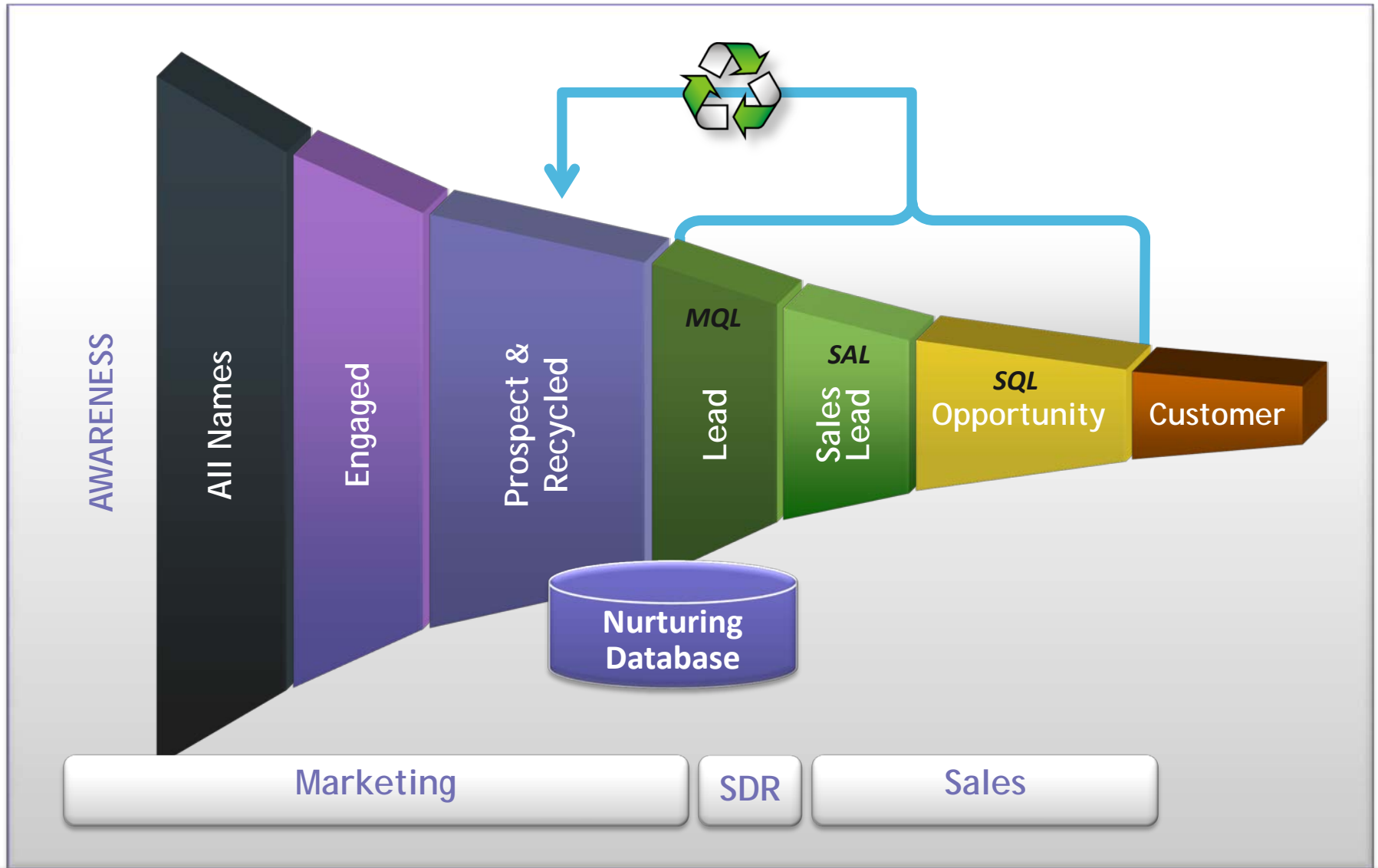
# Buying Has Changed Forever

**OLD DAYS: INFO SCARCITY**  
1960s – Recent

**TODAY: INFO ABUNDANCE**



# Marketo's Revenue Cycle



# Marketing as a Publisher



Risk Mitigation

SEO

Offers

Scoring

**Featured Items**

White papers | Webinars | eBooks | Multimedia | All

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### The Definitive Guide to Lead Nurturing A Marketo Workbook

★★★★★ | 1074 views

Like | Jon Miller and 2 others like this

The goal of this guide is to arm B2B marketers with the ultimate resources for lead nurturing, whether you're just starting to think about lead nurturing in your business or are looking for ways to enhance and optimize your existing programs. The Definitive Guide to Lead Nurturing offers useful, qualitative insight from today's marketing thought leaders. Discover basic and advanced lead nurturing strategies, use helpful worksheets to calculate marketing ROI of lead nurturing and start driving explosive revenue growth.

Read More >

### The Definitive Guide to B2B Social Media

[www.marketo.com/resources](http://www.marketo.com/resources)

180+ Best Practices and  
Two updates per week

Marketo Blogs

### Marketo Blogs

#### Help! I'm New To Marketing Automation - Where Do I Start?

By Maria Popovici on July 30, 2014

Learn great tips on email, content and reporting. Marketing automation will be most impactful. Focus on your goals, make it budget friendly, and use automation to your advantage. Build a solid foundation for your marketing automation strategy. Use automation to your advantage. Build a solid foundation for your marketing automation strategy. Use automation to your advantage. Build a solid foundation for your marketing automation strategy.

#### Perfect Timing - When to Call a Prospect

By Jon Miller on July 23, 2014

Learn great tips on email, content and reporting. Marketing automation will be most impactful. Focus on your goals, make it budget friendly, and use automation to your advantage. Build a solid foundation for your marketing automation strategy. Use automation to your advantage. Build a solid foundation for your marketing automation strategy.

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# When To Ask For Registration



## Early Stage

Thought leadership and best practices to build brand and awareness

**NO**

## Middle Stage

Buyers guides, RFP templates and industry information to help structure research

**YES**

## Late Stage

Company-specific information to help evaluate and reaffirm selection

**MOSTLY  
NO**

# Forms: Ask only what you really need

## Short Form – (5 fields)

Conv. Rate: 13.4%

Cost: \$31.24

## Medium Form – (7 fields)

Conv. Rate: 12.0%

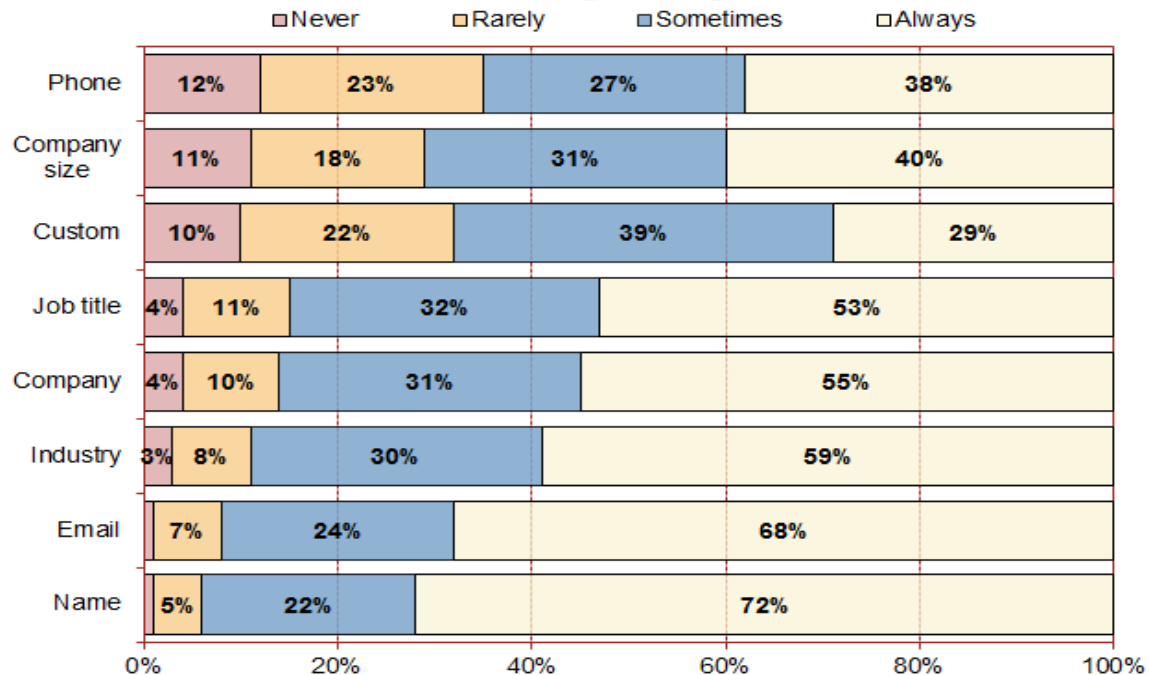
Cost: \$34.94

## Long Form – (9 fields)

Conv. Rate: 10.0%

Cost: \$41.90

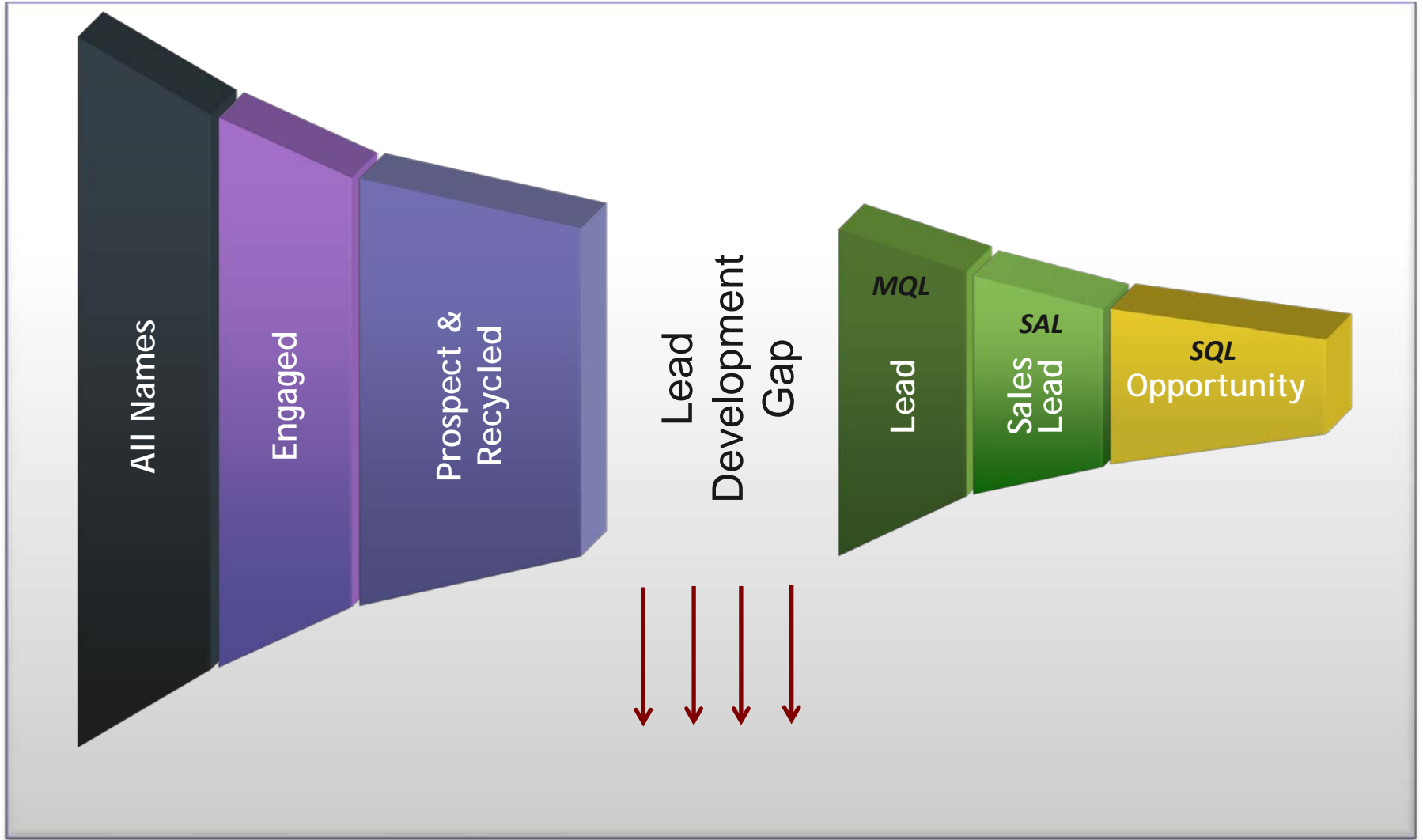
## Do Tech Buyers Provide Accurate Information During Registration?



Source: MarketingSherpa and KnowledgeStorm, Connecting Through Content Phase III, August 2007  
Methodology: N = 2,700



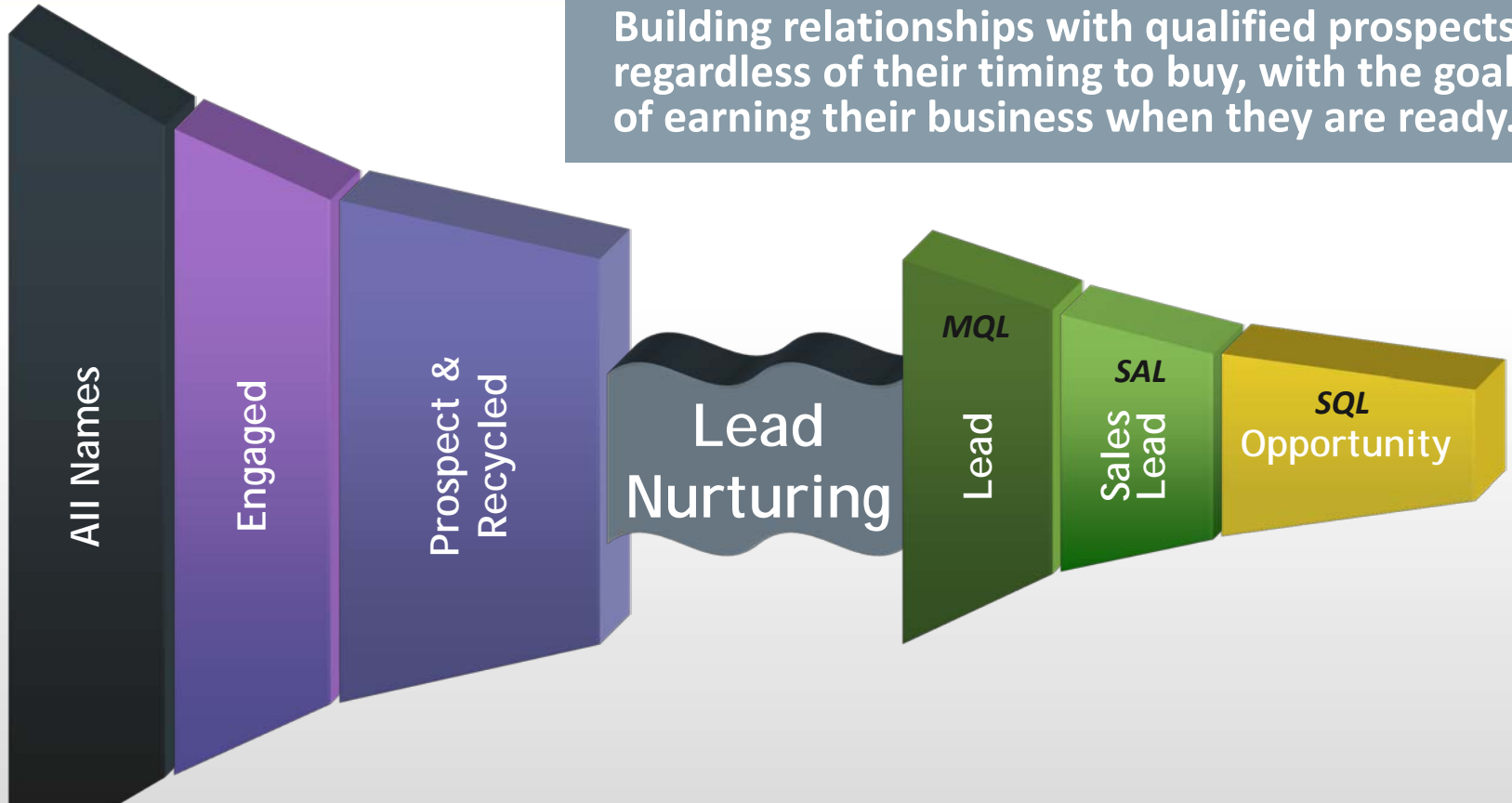
# The Leaky Revenue Cycle





# Lead Nurturing Plugs the Leak

Building relationships with qualified prospects regardless of their timing to buy, with the goal of earning their business when they are ready.



**“The art of maintaining permission to stay in front of your buyers as they educate themselves”**

# Lead Nurturing Relevance

Stages	1	2	3
A			
B			
C			
D			

## 1. BUYING STAGES

- Early (Pre-MQL)
- Mid (MQL)
- Late (Opportunity)
- Customer

1. Short content is good! (YouTube)
2. Reuse and repurpose
3. Stay ahead of the drip

**Start small, think big and adapt quickly**

## 2. BUYING PROFILES

- **Industry: 82%**
- **Role: 67%**
- **Company Size: 49%**
- **Geography: 29%**

# The Value of Lead Nurturing

## Marketo ROI Results

	Fast Leads ( MQL <1 mo)	Slow Leads (MQL >1 mo)	Total Leads (MQL)	Cost / Lead (MQL)
Without Nurturing	20%	6.67%	26.67%	\$206.00
With Nurturing	20%	20.0%	40.0%	\$137.50

Source: Actual Marketo data; assumes \$55 per prospect

3x!

Results: 50% more marketing qualified leads from lead nurturing

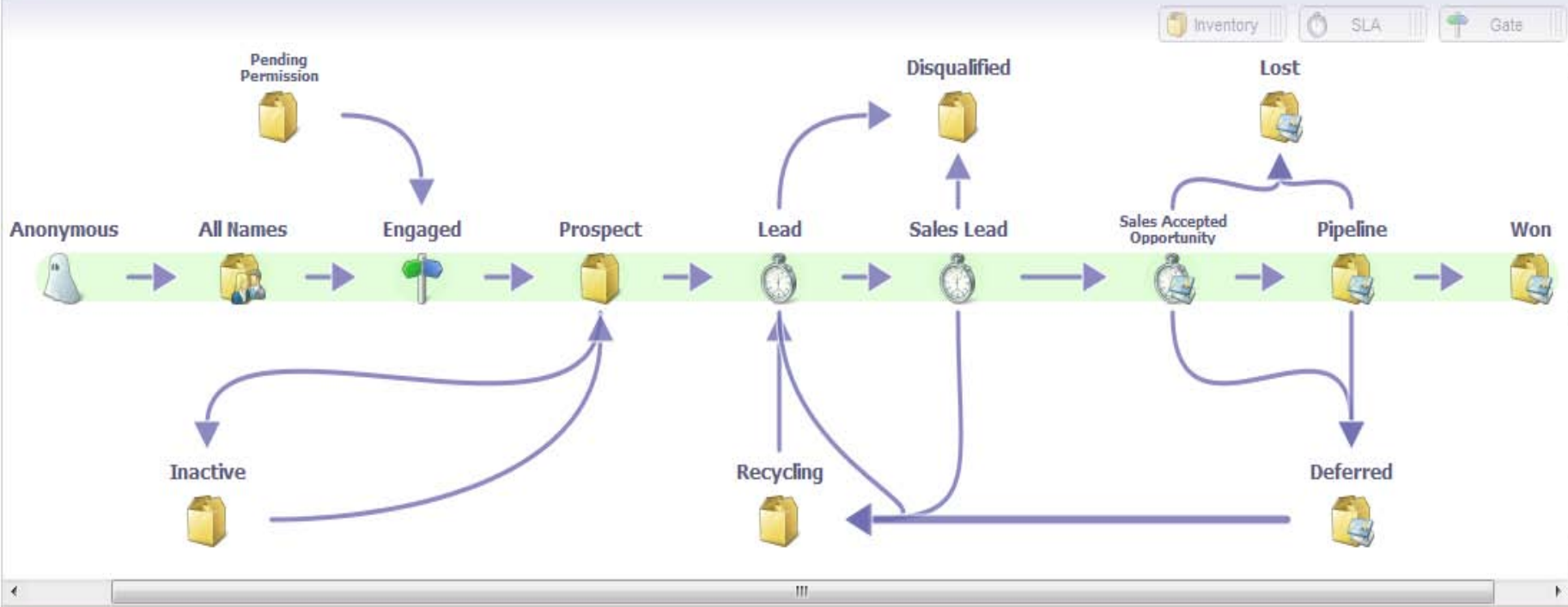
# Modeler



## Marketo Revenue Cycle (Preview)

Modeler

Stage Actions Transition Actions Phases Validate



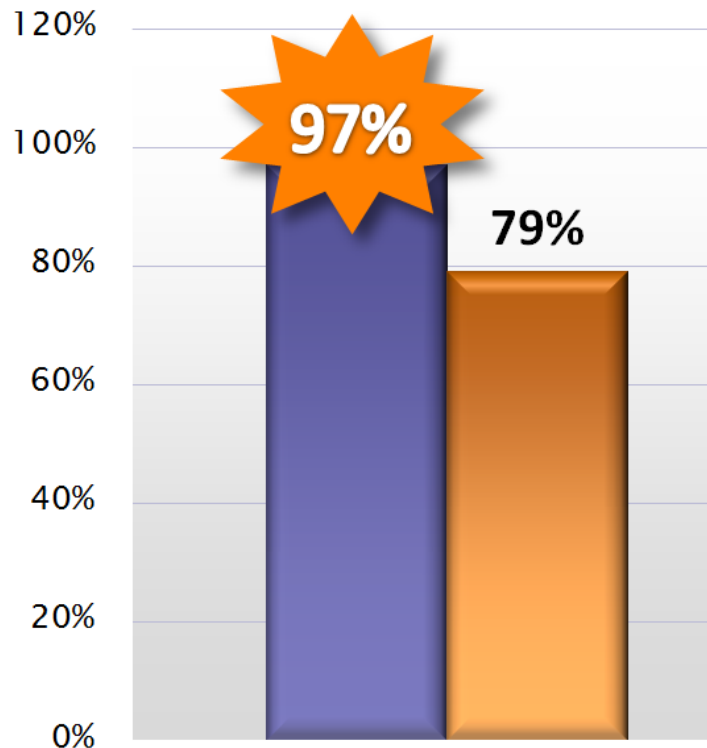
Properties (select Stage or Transition)

Screenshot: Marketo Revenue Cycle Analytics



# How is Lead Scoring transforming B2B Marketing?

## How Easy Is it To Get Information About Prioritizing Sales Efforts?



**% Revenue Plan Achieved**

Source: CSO Insights

## Other Benefits of Fewer But Higher Quality Leads

- **Higher Win Rates**
- **Shorter Sales Cycles**
- **Higher Revenue Per Rep**

### Example

Metric	6 months before	6 months after
Leads sent to sales	1,000	600
Opportunity win rate	25%	40%
Revenue per deal	\$50,000	\$62,000
Total revenue	\$25MM	\$32MM

# A Framework for Lead Scoring

	<b>Explicit</b> What the prospect tells you	<b>Inferred</b> What you observe or infer
<b>Fit</b> Are you interested in them?	<ul style="list-style-type: none"><li>• Demographics</li><li>• Firmographics</li><li>• BANT</li></ul>	<ul style="list-style-type: none"><li>• Data quality</li><li>• Corporate vs. personal email</li><li>• Location</li></ul>
<b>Interest</b> Are they interested in you?	<ul style="list-style-type: none"><li>• BANT</li></ul>	<ul style="list-style-type: none"><li>• Latent behaviors (engagement)</li><li>• Active behaviors (sales readiness)</li></ul>

# Interest Scoring - Examples



## Latent Behaviors (Engagement)

- Early stage content +3
- Attend webinar: +5
- Visit any webpage / blog : +1
- Visit careers pages: -10

## Active Behaviors (Buying Intent)

- Pricing pages:
  - +10 regular, +15 detailed
- Watch demos:
  - +5 overview, +10 detailed
- Mid-stage content +8
- Late-stage content +12
- Searches for "Marketo" +8

# Identifying Marketing Qualified Leads

<b>Fit</b>	<b>21+</b>	<b>Super-Target</b>		<b>Lead</b>	<b>Lead</b>	<b>Lead</b>
	<b>9-20</b>	<b>Target</b>			<b>Lead</b>	<b>Lead</b>
	<b>2-8</b>	<b>Other</b>				<b>Lead</b>
	<b>&lt;2</b>					
<b>Interest</b>	<b>Engagement</b>		<b>&lt;20</b>	<b>20-44</b>	<b>45-89</b>	<b>90+</b>
	<b>Buying Intent</b>		<b>&lt;6</b>	<b>6-12</b>	<b>13-18</b>	<b>19+</b>



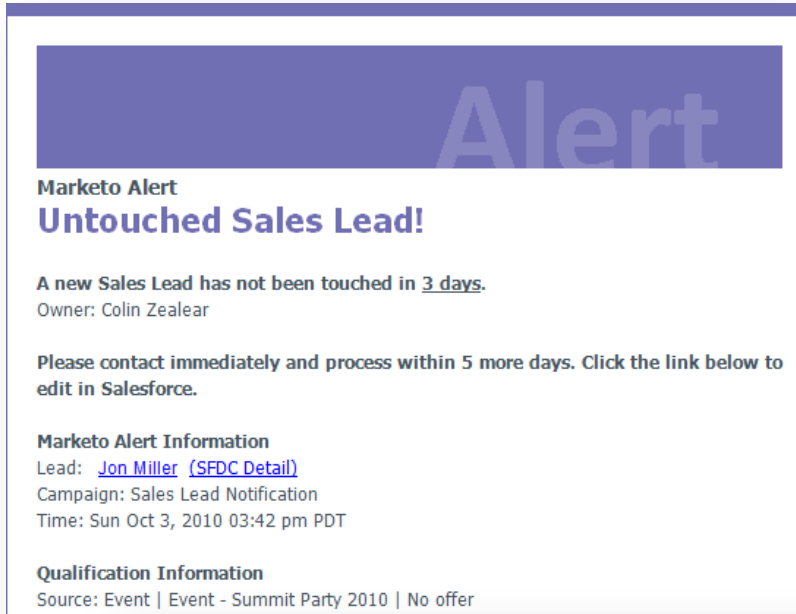
# The Marketing-Sales Handoff (SDRs)

- Best place for dramatic improvements in business performance are handoffs between functions
- Benefits of a Sales Development function
  - Faster, more consistent, & better quality follow-up on leads
  - Better economics
  - The human touch enhances lead nurturing
  - Better data and more metrics
  - Talent development for sales



Source: Leads360 data based on over 20 million leads

# No Lead Left Behind



**Alert**

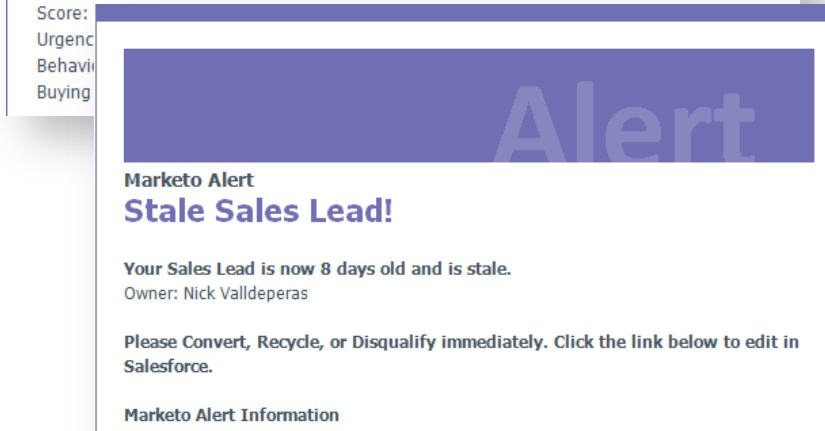
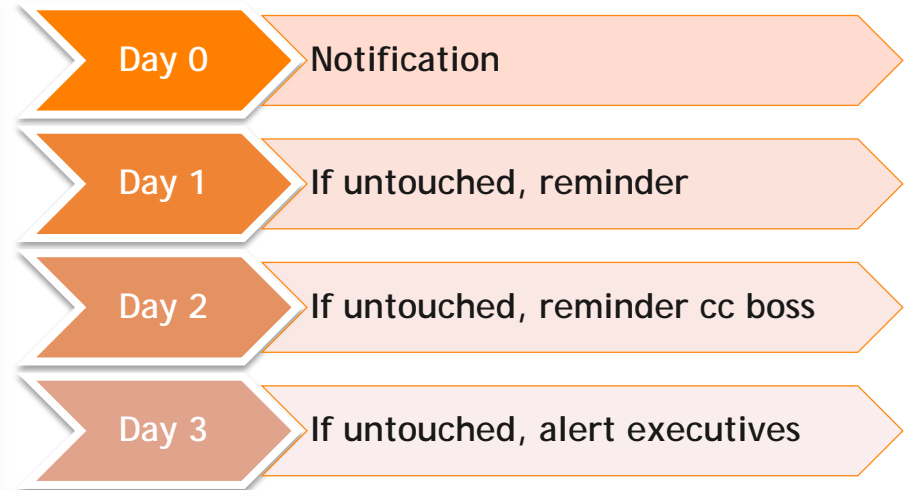
**Marketo Alert**  
**Untouched Sales Lead!**

A new Sales Lead has not been touched in 3 days.  
Owner: Colin Zealear

Please contact immediately and process within 5 more days. Click the link below to edit in Salesforce.

**Marketo Alert Information**  
Lead: [Jon Miller \(SFDC Detail\)](#)  
Campaign: Sales Lead Notification  
Time: Sun Oct 3, 2010 03:42 pm PDT

**Qualification Information**  
Source: Event | Event - Summit Party 2010 | No offer



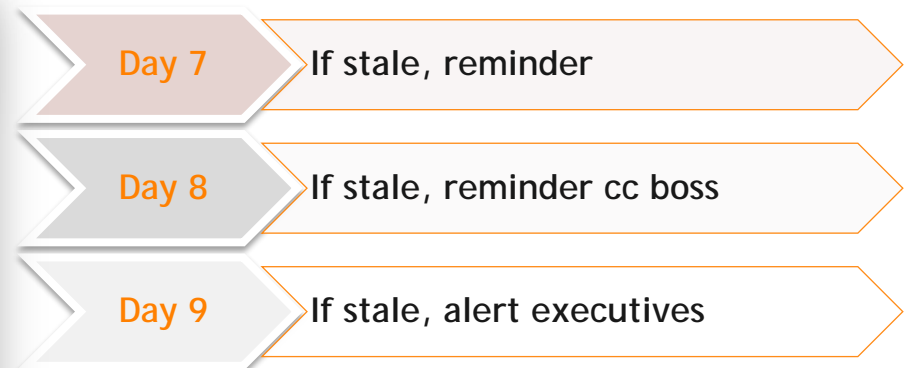
**Alert**

**Marketo Alert**  
**Stale Sales Lead!**

Your Sales Lead is now 8 days old and is stale.  
Owner: Nick Valdeperas

Please Convert, Recycle, or Disqualify immediately. Click the link below to edit in Salesforce.

**Marketo Alert Information**  
Lead: [Jon Miller \(SFDC Detail\)](#)



# Stars and Flames for Sales

The screenshot shows the Salesforce Marketo Sales Insight interface. At the top, there's a search bar and navigation tabs for Home, Chatter, Campaigns, Leads, Accounts, Contacts, Opportunities, Marketo, Contracts, Solutions, Forecasts, and Reports. The main content area is titled "Marketo Sales Insight" and has sub-tabs for Best Bets, My Watch List, Web Activity, Anonymous Web Activity, and My Email. The "Best Bets" tab is active, showing a table of leads with columns for Name, Account, Last Interesting Moment, Status, Priority, and Hide. The Priority column uses a combination of flame and star icons to indicate lead quality. To the right, there's a "Lead Feed" section showing recent lead activities.

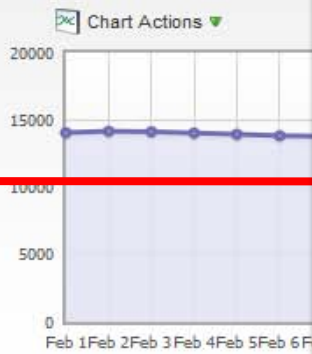
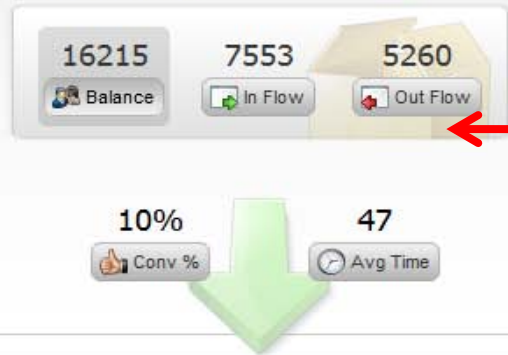
Name	Account	Last Interesting Moment	Status	Priority	Hide
<a href="#">Sue Morber</a>	<a href="#">Fixote Inc.</a>	<b>Event:</b> Attended Webinar 1 week ago	Needs Analysis	🔥🔥🔥⭐⭐⭐	
<a href="#">Rosa Simonich</a>	<a href="#">Simonich Family</a>	<b>Event:</b> Visited booth at tradeshow 1 week ago	Negotiation/Review	🔥🔥🔥⭐⭐⭐	
<a href="#">Deborah Willman</a>	<a href="#">Oleval Inc.</a>	<b>Web:</b> Filled out form 2 weeks ago	Prospecting	🔥🔥🔥⭐⭐⭐	
<a href="#">Jessica Cephus</a>	<a href="#">Dbax Limited</a>	<b>Web:</b> Visited multiple pages 2 weeks ago	Contacted	🔥🔥🔥⭐⭐⭐	
<a href="#">Adam Pridden</a>	<a href="#">Revelen Enterprise</a>	<b>Event:</b> Registered for Webinar 2 weeks ago	Lead	🔥🔥🔥⭐⭐⭐	
<a href="#">Bruce Aquiler</a>	<a href="#">Etive inc.</a>	<b>Web:</b> Filled out form 5 weeks ago	Contacted	🔥🔥🔥⭐⭐⭐	
<a href="#">Gabriel Saetum</a>	<a href="#">Zetzeus Enterprise</a>	<b>Lead:</b> assigned new lead owner 7 weeks ago	Open-not contacted	🔥🔥🔥⭐⭐⭐	

**Lead Feed**

- Deborah Willman** Registered for Webinar  
[Oleval Inc.](#)  
5/9/2011 9:41 AM - [Subscribe](#) 🔥
- Aj Nair** Opened message hi there from mkto.sfdc.account@gmail.com (Sales Email Opened)  
[Zithes Enterprise](#)  
5/13/2011 3:04 PM - [Subscribe](#) 🔥
- Jonathan Quale** Received a sales email and didn't click it, but visited the website anyways (Email)  
[Zithes Enterprise](#)  
5/18/2011 1:20 PM - [Subscribe](#) 🔥
- Jonathan Quale** Lead was converted (Milestone)  
[Oleval Inc.](#)  
5/9/2011 9:41 AM - [Subscribe](#) 🔥
- Tom Bertao** Searched for "Marketo"  
[Oleval Inc.](#)  
5/9/2011 9:41 AM - [Subscribe](#) 🔥
- Todd Walkner** Clicked link in Sales Insight Launch Email  
[Oleval Inc.](#)  
5/9/2011 9:41 AM - [Subscribe](#) 🔥

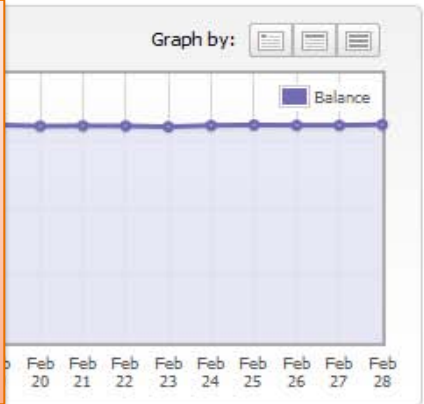
Last Month (Feb 1, 2011 - Feb 28, 2011 PST)

### Stage: Prospect

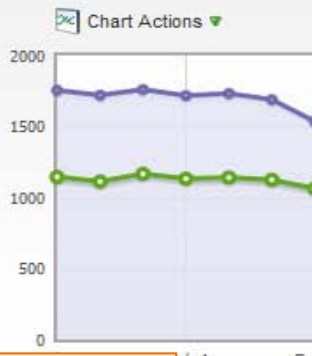
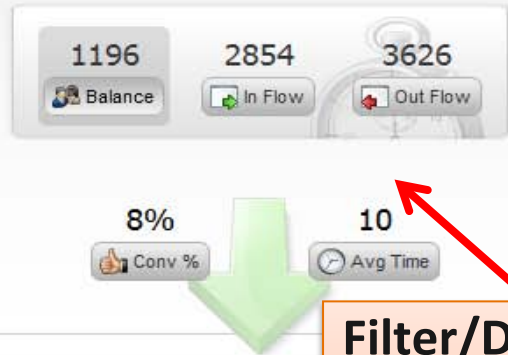


**Key topic areas:**

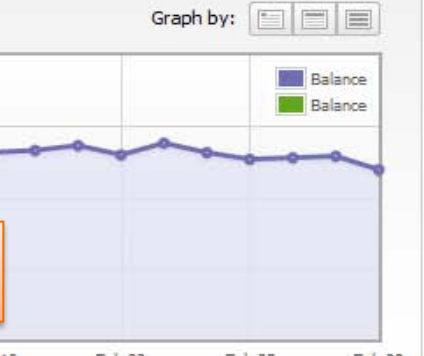
- Balance
- Flow
- Conversion
- Velocity



### Stage: Lead

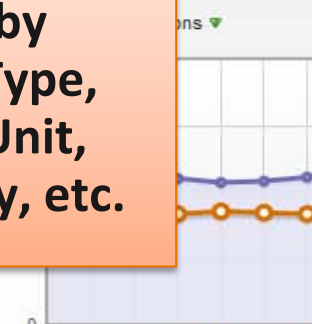
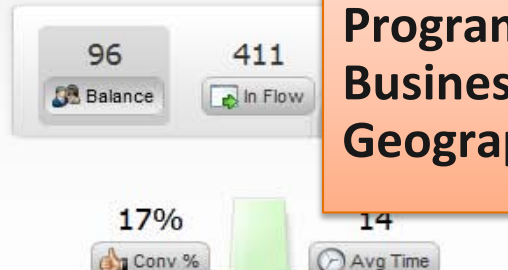


**Trends over time**

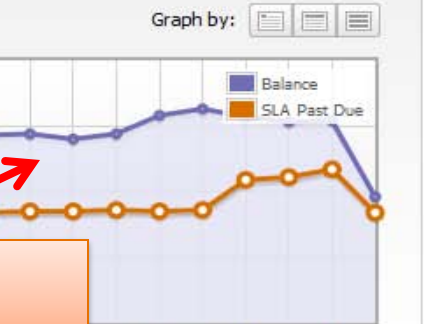


**Filter/Drill into data, e.g. by Program Type, Business Unit, Geography, etc.**

### Stage: Sales Lead

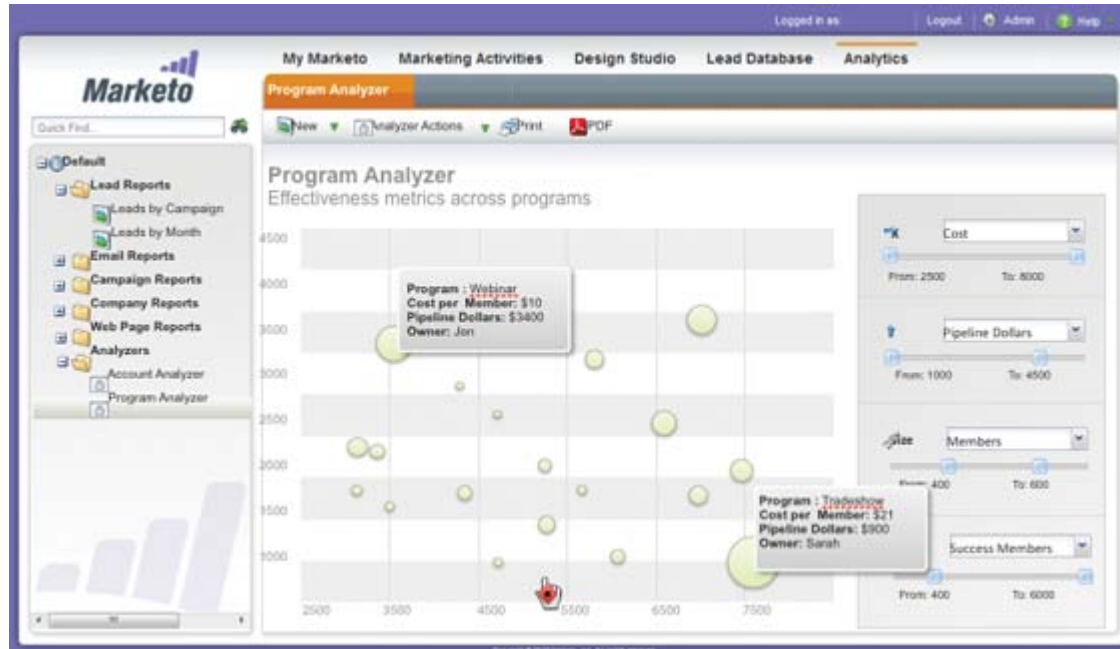


**SLA violations**



# Capture program and event effectiveness

## Program Effectiveness Analyzer



**Focus marketing investment** on those lead generation and lead nurturing activities that have the greatest impact on revenue

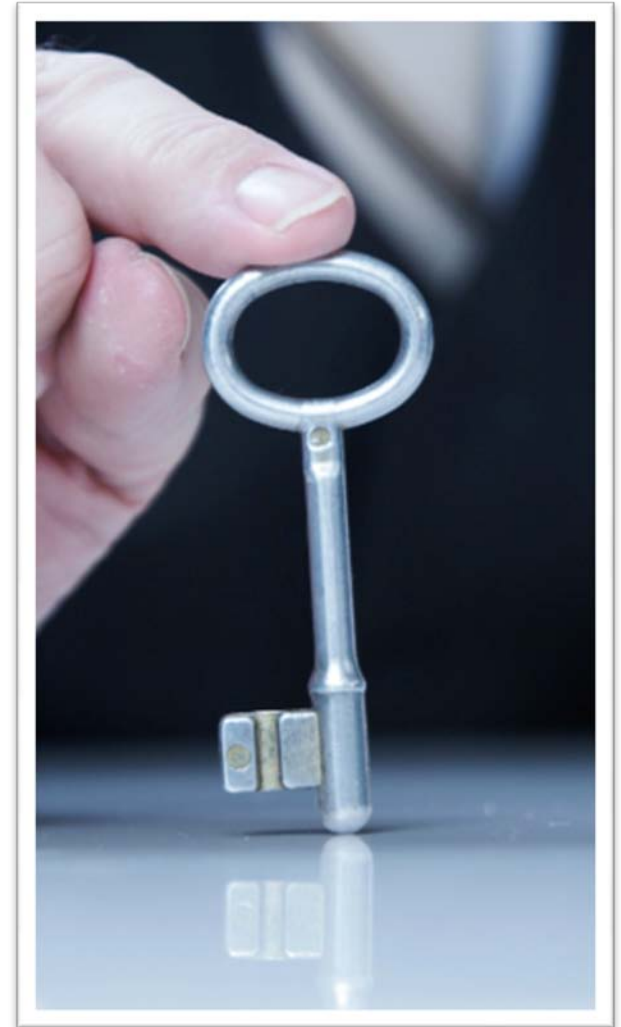
**Monitor program effectiveness** and identify which programs and events are yielding the highest return on investment

**Quantify the pipeline and revenue impact** generated by various lead generation programs and sales channels

**Easily compare different channels** including webinars, tradeshows, and ad placements—to assess marketing spend ROI

# Key Takeaways

1. Buying behaviour has changed forever; marketing and sales must change as well
2. 80% of qualified prospects are not ready to buy when you meet them. Nurturing is critical.
3. Listening to your prospects is key as is relevant content
4. Getting on the same page with sales, agreeing processes so no lead gets left behind
5. Growing revenue by making sales more productive, scoring flags their best bets
6. Measuring and analysing program effectiveness so you know where to reinvest
7. Focusing on the entire revenue cycle, not just the top of the funnel
8. Use forecasting to turn marketing from a cost center into a revenue driver



# Give Me A Call

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## Download a Definitive Guide

