

How Technology is Changing Sales & Marketing

Presented by Jay Hidalgo, Demand Gen Coach
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Agenda

- ▶ About Demand Gen Coach
- ▶ Key Dates In The History Of Marketing And Sales Technology
- ▶ Today's Technology Landscape
- ▶ Technology's Effect On Marketing And Sales
- ▶ How Should Marketing And Sales Respond?
- ▶ Questions

About Demand Gen Coach

- ▶ Jay Hidalgo Is President Of The Barzel Group, Creator Of Demand Gen Coach.
- ▶ 20 Years Helping Enterprise, Mid-market And Small Companies Develop Demand Gen Programs.
- ▶ Clients Include Herman Miller, Ariba, NCR, Rubbermaid, X-rite And Pitney Bowes, Among Others.



Key Dates in History for Marketing and Sales Technology

- ▶ 1973 - Motorola Researcher Makes First Hand-held Mobile Call
- ▶ 1984 – Apple Launches Macintosh
- ▶ 1985 – Desktop Publishing Emerges...Print Advertising Explodes
- ▶ 1986 – Act! Contact Management
- ▶ 1992 – SMS Messaging Arrives
- ▶ 1993 – Tom Siebel Leaves Oracle To Launch Siebel Systems (SFA)
- ▶ 1990-1998 – TV Displaces Newspaper
- ▶ 1994 – Phoenix Law Firm Advertises Via Several Thousand Newsgroups (SPAM)
- ▶ 1995 – Yahoo And AltaVista Launch
- ▶ 1996 – Hotmail Launches
- ▶ 1998 – Google Launches New Search Engine



hotmail™



Key Dates in History for Marketing and Sales Technology

- ▶ 1999 – Salesforce.Com Launched
- ▶ 1999 – Blogger Is Launched; Email Marketing Tools Eloqua And Silverpop Are Launched
- ▶ 2000 – Google Introduces PPC/Adwords
- ▶ 2003 – CAN-SPAM Act
- ▶ 2003-2004: LinkedIn, Myspace, Facebook Launched
- ▶ 2006: Twitter Launches
- ▶ 2009: Amazon Reaches \$25 Billion In Sales
- ▶ 2010: 90% Of Emails Are SPAM; 90% Of US Households Have A Cell Phone
- ▶ 2012: Mobile Internet Users: 113.9 Million; Smartphone Users: 106.7 Million



amazon.com



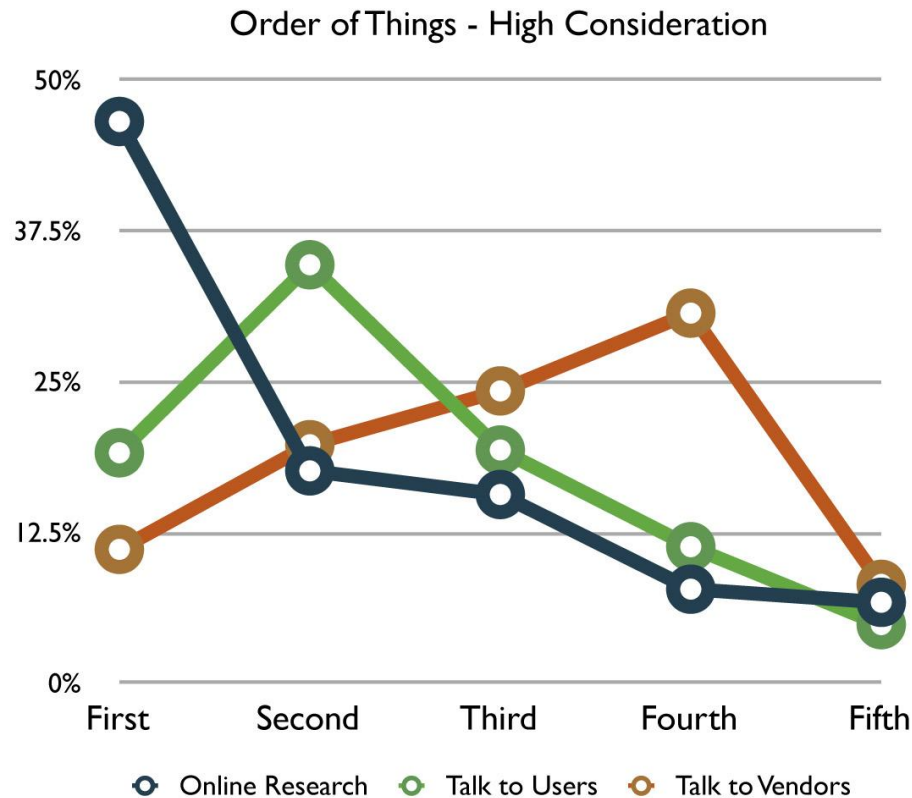
Today's Marketing & Sales Technology Landscape



by Scott Brinker @chiefmartec <http://www.chiefmartec.com>

Technology's Effect on Marketing and Sales

► The Buyer Needs Us Less



Technology's Effect on Marketing and Sales

- ▶ Technology Has Caused Us To Lose Touch With What Buyers Need



"Half of the marketers create and use content that educates buyers on their issues and problems, but **only 14% align compelling content with buyer journeys** in a way that tells a story."

Source: Forrester (J. Ernst), "The State Of B2B Demand Generation: Disjointed"

Technology's Effect on Marketing and Sales

- ▶ It's Creating A Skills Gap – Too Many Relying Too Much On The Tools



- 85% of marketers describe themselves as self-taught professionals
- 81% of B2B firm spend less than \$1000 per year on marketing skills development

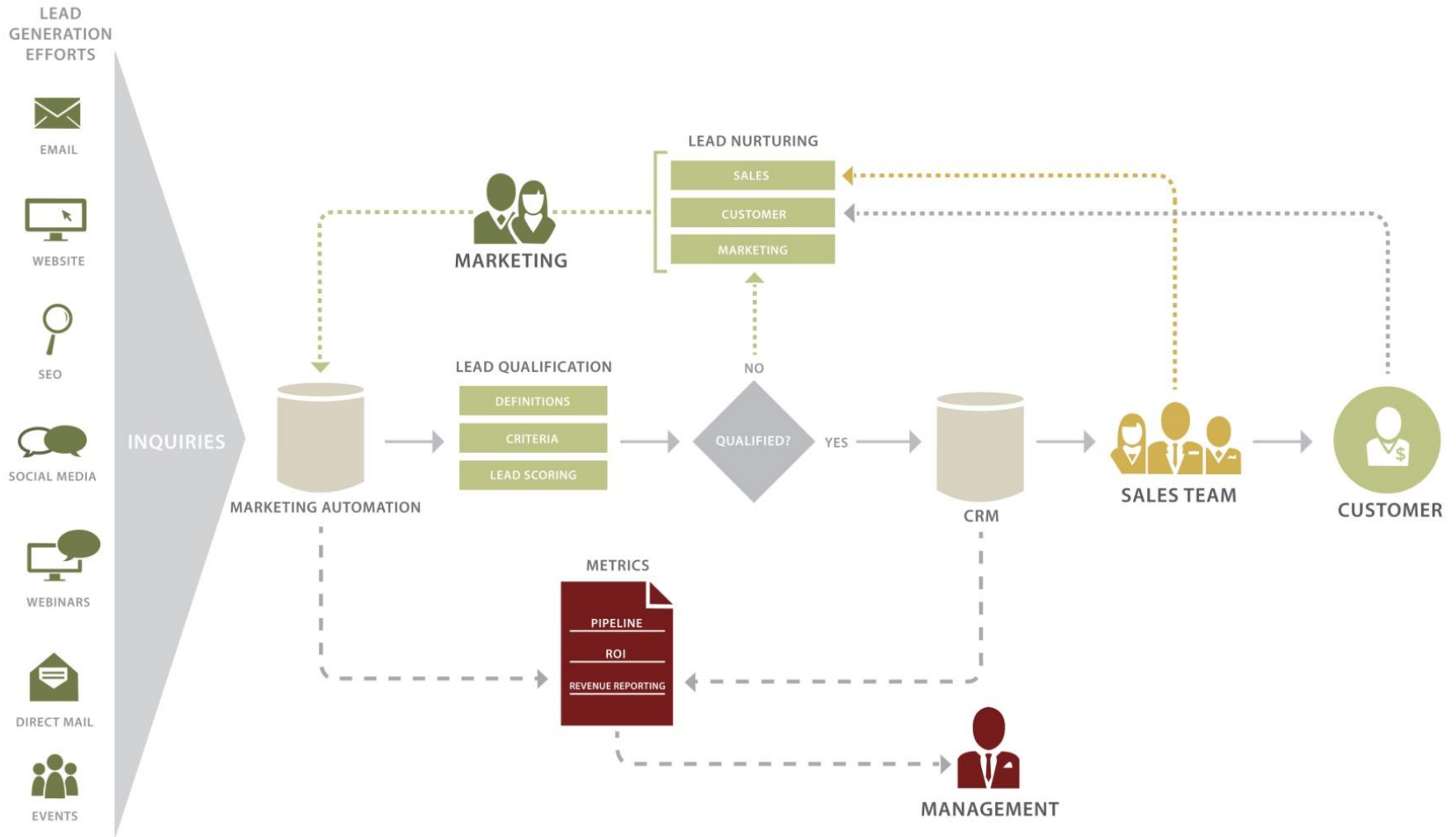
Source: SiriusDecisions

How Should Marketing and Sales Respond?

- ▶ Too many B2B marketers head down the automation path to solve a tactical problem and as a result do not experience the full potential that these platforms deliver. **They are held back because they don't have the right lead management process in place, the right contact information in their database, the right content for engaging buyers, or the right skill sets for managing the intersection of these efforts."**



The Demand Generation Process



The Framework



Start with Knowing the Buyer – Buyer Persona

- ▶ What Is A Buyer Persona?
 - ▶ A Short Bio Of The Typical Customer
 - ▶ Person Description
 - ▶ Includes Information On
 - ▶ Buyer's Background
 - ▶ Daily Activities/Behavior
 - ▶ Current Solutions To Problem
 - ▶ What's Important To This Buyer



Buyer Persona Matrix - Example

	Manager	Director/Sr. Director	Vice - President	CxO
Buyer Background				
Daily Activity				
Challenges				
Solutions to Challenges				
Compelling Event				



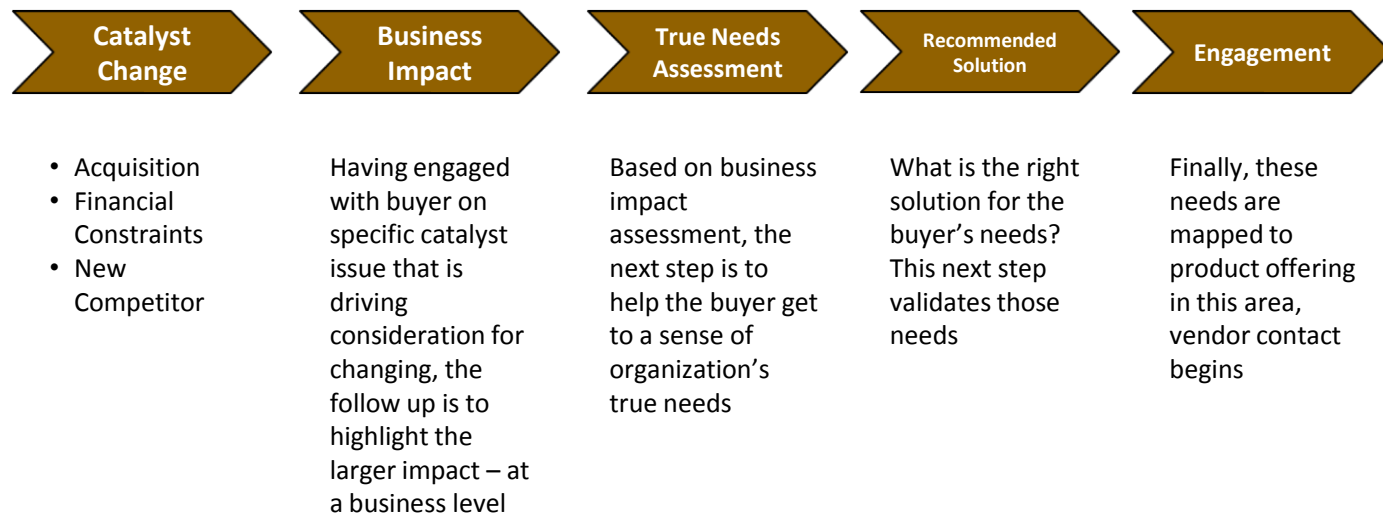
Knowing the Buying Process

- ▶ The Steps The Buyer Goes Through From Need Identification To Post Purchase
- ▶ From THEIR View, Not Yours
- ▶ Should Be Customized, Not “Vanilla”
- ▶ Provides A Framework For Providing The Right Message At The Right Time



Building the Buying Process

- ▶ Whiteboard the Hypothetical Buying Process
- ▶ Test Initial Hypotheses with Internal and External Marketing Research
- ▶ Validate With Stakeholders (Prospects, Customers, Sales, Marketing)



Why is the Buyer Persona & Buying Process Important?

- ▶ They Are The Basis For Database Segmentation
- ▶ They Are The Basis For Lead Qualification
- ▶ They Are The Basis For Developing Content



Database Structure

	A	B	C	D	E	F	G	H	I	J
	MAPField Number by Type (Standard/Customer)	MAPField Name	MSCRM Lead Field	MSCRM Lead Values	MSCRM Contact Field	MSCRM Contact Values	MSCRM Account Field	MSCRM Account Values	Definition	Notes
13	13S	Country	Country/Region		Country/Region		Country/Region		Contact's country	Standard
14	14S	Job Title	Job Title		Job Title				Contact's employment title.	Standard
15	1C	Role in Decision	Role	Decision Maker Consultant Buyer	Role	Decision Maker Consultant Buyer			Indicator of role in the decision making process.	Customer
16	2C	Funding	Do they have funding?	Yes No	Do they have funding?	Yes No			Indicates whether a contact has an approved budget or not.	Customer
17	3C	Budget Cycle	Budget Cycle	Annual Quarterly Monthly	Budget Cycle	Annual Quarterly Monthly			Indicates how they budget	Customer
18	4C	Implement in 12-14 months?	Plan to implement within 12-24 months?	Yes No	Plan to implement within 12-24 months?	Yes No			Indicates the timeframe for implementing solution	Customer
19	5C	Request Sales Contact	Requested Sales Contact	Yes	Requested Sales Contact	Yes			Indicates whether contact requested to be called by a rep.	Customer
20	6C	Account Name			Account	N/A	Account Name		Account Name passed to MAP from SFDC	Customer
21	7C	Product Interest	Product Interest	GRM GRM Custom CAMA GRM Tax	Product Interest	GRM GRM Custom CAMA GRM Tax			Indicates the solution area of	Customer

Lead Qualification Example

Lead Qualification Rules for Routing and Criteria

The following criteria/rules will be captured (as much as is feasible) on all Responses and Leads.

Rules

Responses will become Marketing Qualified when...

- 1.The response is a product download (behavior)
- 2.The response requests a contact from sales (behavior)
- 3.The response is an registrant or attendee from a product oriented webinar (behavior)
- 4.The response registered for or attended a seminar (behavior)
- 5.Have 11 or more technicians (background)

Criteria

The following criteria will be built into the Lead Management process, and will be captured from Responses and Leads:

Budget (background)

- Approved?
- Not Approved?
- Need Help Developing a Budget
- Unknown, Too early to determine
- Industry (demographic)
- Number of Help Desk Staff (background)
- Initial Product Interest (Current Solution to Problem)
 - Product A
 - Product B
 - Product C
 - Product D
 - Product E
 - Product F

Build Content

Buyer Persona/Buying Cycle Stage	Gain Permission	Overcome Objections	Support Decisions
Economic	Whitepaper A	ROI/CTO Calculators	<ul style="list-style-type: none"> • Proposal • ROI/TCO Calculators
Technical	<ul style="list-style-type: none"> • Brochure • Whitepaper B • Webinar 	<ul style="list-style-type: none"> • Free Trial • Test Drive • Help Files • Documentation 	<ul style="list-style-type: none"> • Case Studies • Testimonials
Influencer	<ul style="list-style-type: none"> • Success Stories • Newsletter 	ROI/CTO Calculators	References and Endorsements
Executive	Whitepaper A	ROI/CTO Calculators	<ul style="list-style-type: none"> • Proposal • References and Endorsements

Source: Keith Holloway, One Degree

Build a Content Plan

- ▶ Content Is Information That Is Of Value To Visitor/Prospect/Customer. Often, They Are Willing To Exchange Their Contact Details To Access It
- ▶ Different Content Will Be More/Less Effective Depending On The Buyers Relationship With The Company, And Their Place In The Buying Journey
- ▶ Content Can Be Delivered Across Multiple Channels:
 - ▶ Web
 - ▶ Email
 - ▶ Social Media
 - ▶ Mobile
 - ▶ Call Center
 - ▶ Offline: Direct Mail, Advertising, Events



Keys to Building Content Plan

- ▶ Engaging With And Building A ***Relationship*** With A Prospects And Customers
- ▶ Providing Relevant And Timely Information Based On ***Their Needs***, Not Yours
- ▶ Content Can/Should Be Repurposed For Different Campaigns And Channels (Rule Of 4)
- ▶ Offers Should Be Developed For A Specific Persona(s)
- ▶ Will Aide In A Greater Velocity In Deals Through The Pipeline
- ▶ Marketing and Sales Should Collaborate



Content Matrix Model

BUYER'S JOURNEY



Content Marketing & Sales Enablement Strategy



Content Blueprint

Buyer Persona/Buying Stage	Stage 1	Stage2	Stage 3	Stage 4	Stage 5
Persona					
Persona					
Persona					
Persona					

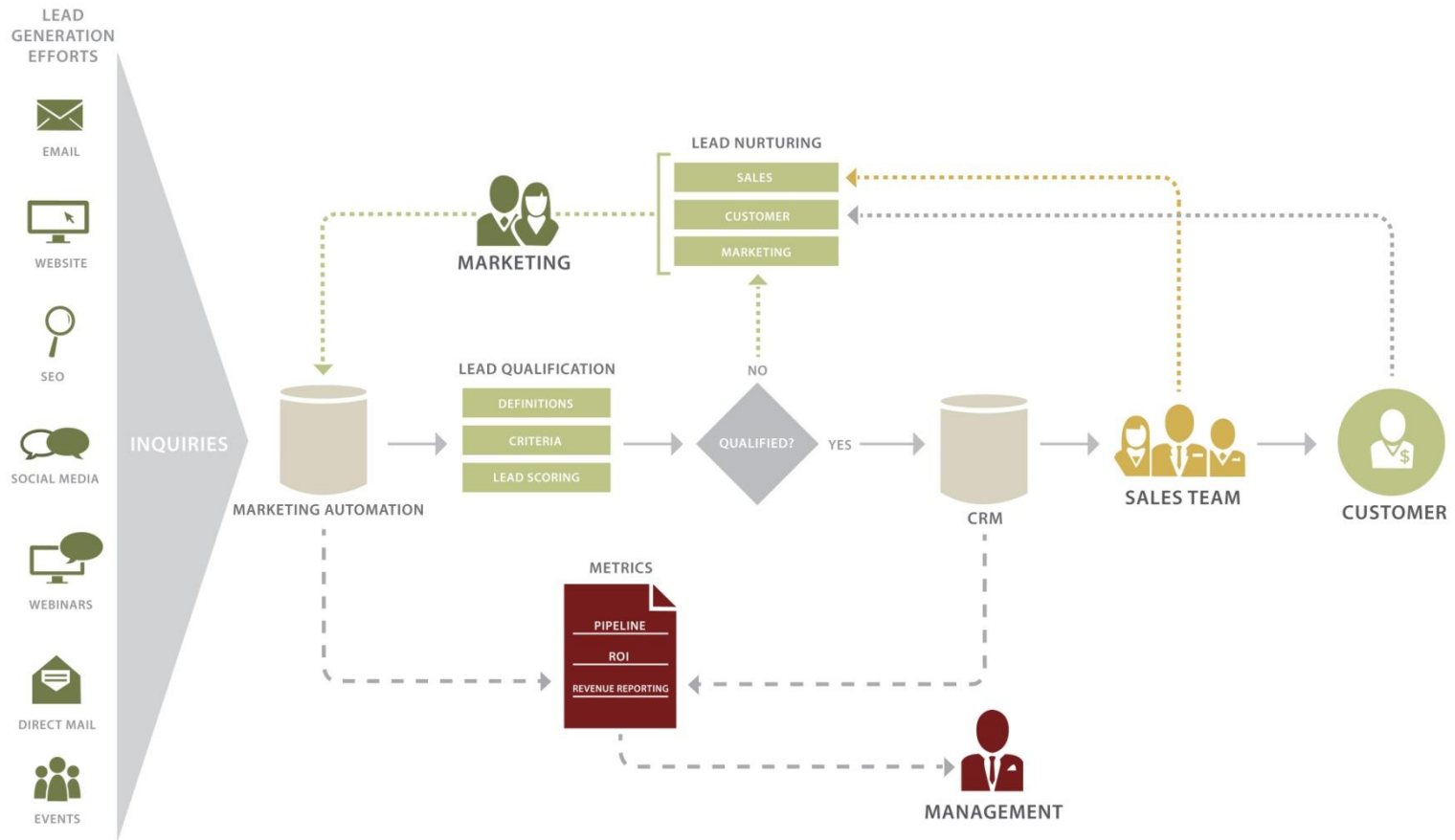


Establish a Lead Management Process

- ▶ The Operational Component Of Demand Generation
- ▶ It's A Process Not A Program That Includes
 - ▶ Data
 - ▶ Lead Planning
 - ▶ Lead Qualification
 - ▶ Lead Nurturing
 - ▶ Lead Routing
 - ▶ Content
 - ▶ Metrics
- ▶ Not Technology; A Process Supported By Technology



The Process



Implementing Technology Tools

- ▶ Have We...
 - ▶ Defined Our Buyer?
 - ▶ Defined Their Buying Process?
 - ▶ Developed A Content Plan Aligned To Buyers And Their Stage In The Buying Process?
 - ▶ Mapped Out Our Lead Management Operation?
- ▶ Now We Can Automate...
 - ▶ Have The Process Drive The Requirements And Selection
 - ▶ Make Choosing A Collaborative Exercise
 - ▶ Easily Configurable, Intuitive



Takeaways...

- ▶ The Buyer Has The Power
- ▶ A Demand Generation Process And Framework Is The Answer To The Buyer's Power
- ▶ Key Elements
 - ▶ Buyer Persona
 - ▶ Buyer Process
 - ▶ Content Plan
 - ▶ Lead Management Process
- ▶ Technology Is Used To Support The Process





Questions?

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