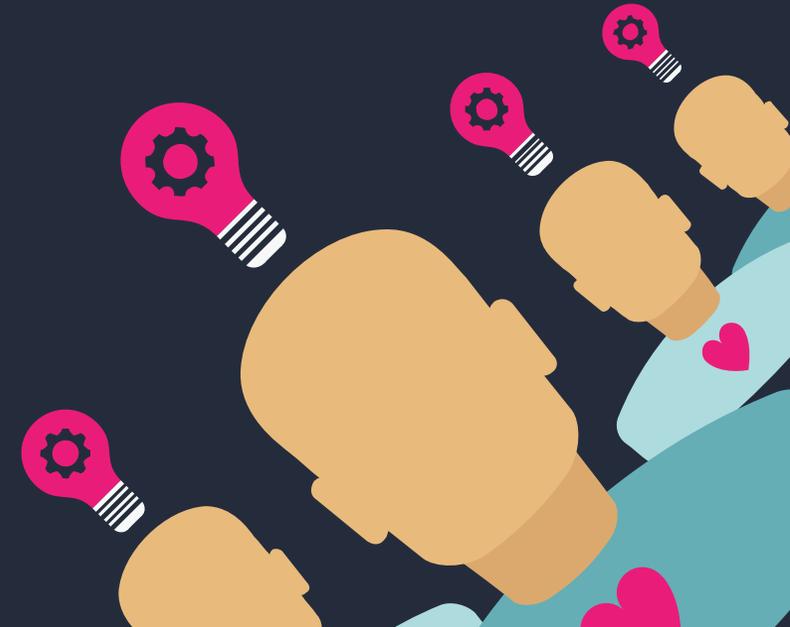


What is Marketing Automation - and why should I care?

Caroline Hodson

April 2015



Introduction to CleverTouch

clevertouch
intelligent engagement

JOURNEYS SERVICES TECHNOLOGIES ABOUT US INSIGHT CAREERS CONTACT

LEADING THE MARKETING AUTOMATION WORLD

The future of marketing is in the deployment of coherent technologies, designed to deliver mass-personalisation. All our Clients are on the journey, but each is at a different stage. Where do you sit?

[START THE JOURNEY](#)

- Largest independent consulting & service provider in the Marketing Automation space in EMEA
- Created by marketers for marketers
- 6 years old
- 50+ employees
- Supported over 200 clients
- Work across numerous different sectors, mid and enterprise, often with a pan-EMEA /global remit



A Selection of Our Clients

Some of the largest, the smartest most ambitious MA users Globally

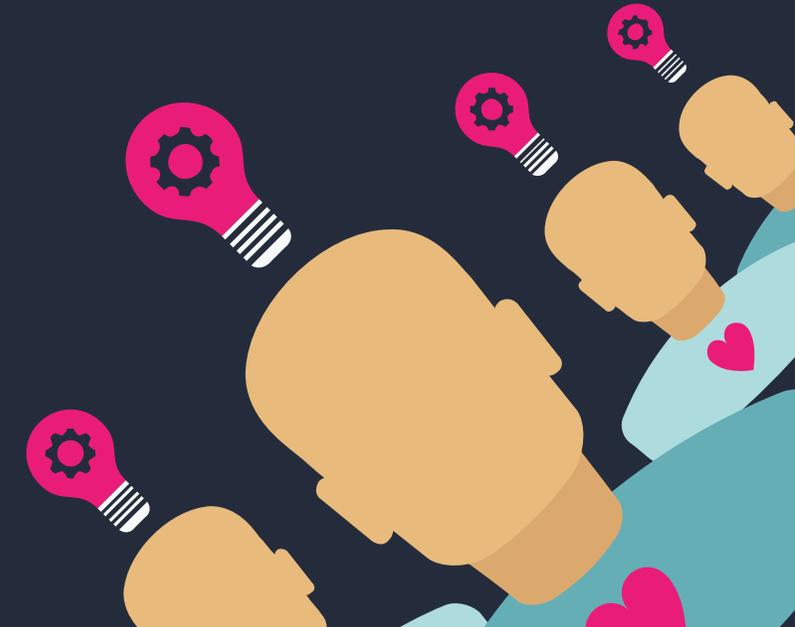
vmware®



Deloitte.

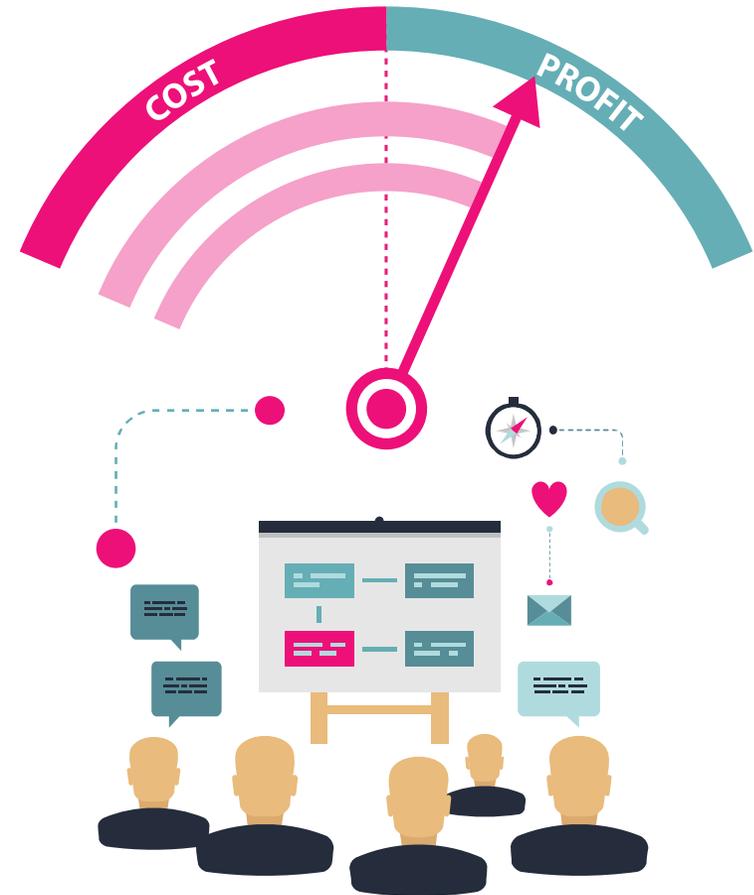


Why does Marketing need to change?



Three BIG Stats

- Forrester Research: Only 8% of CEOs rely on marketing for insight in their decision making
- CEB: 57% of the buying process happens before you know about it
- Forrester Research: 2/3rds customers buy from organizations that take the time to understand them and educate them



From Traditional Selling to a ‘Behaviour’ Model

It requires a different approach to engagement

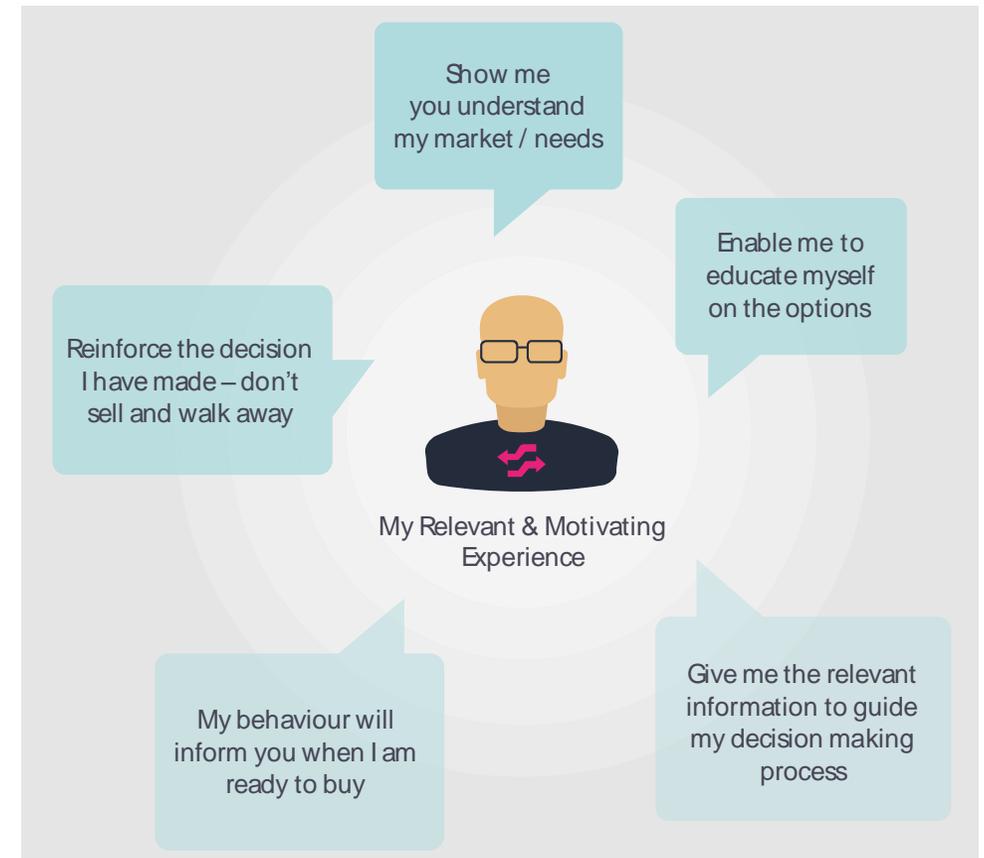
More than 56%* of buying decisions based on the customer experience

Contributors to a great experience include:

- “Offers unique, valuable perspectives on the market”
- “Educates me on new issues and opportunities”
- “Provides on-going advice and consultation

Customers are looking for an experience that is relevant and personalised to their needs – at any given time

* Google / CEB 2014



How are things done today?

The Shape Of The Traditional Sales And Marketing Funnel

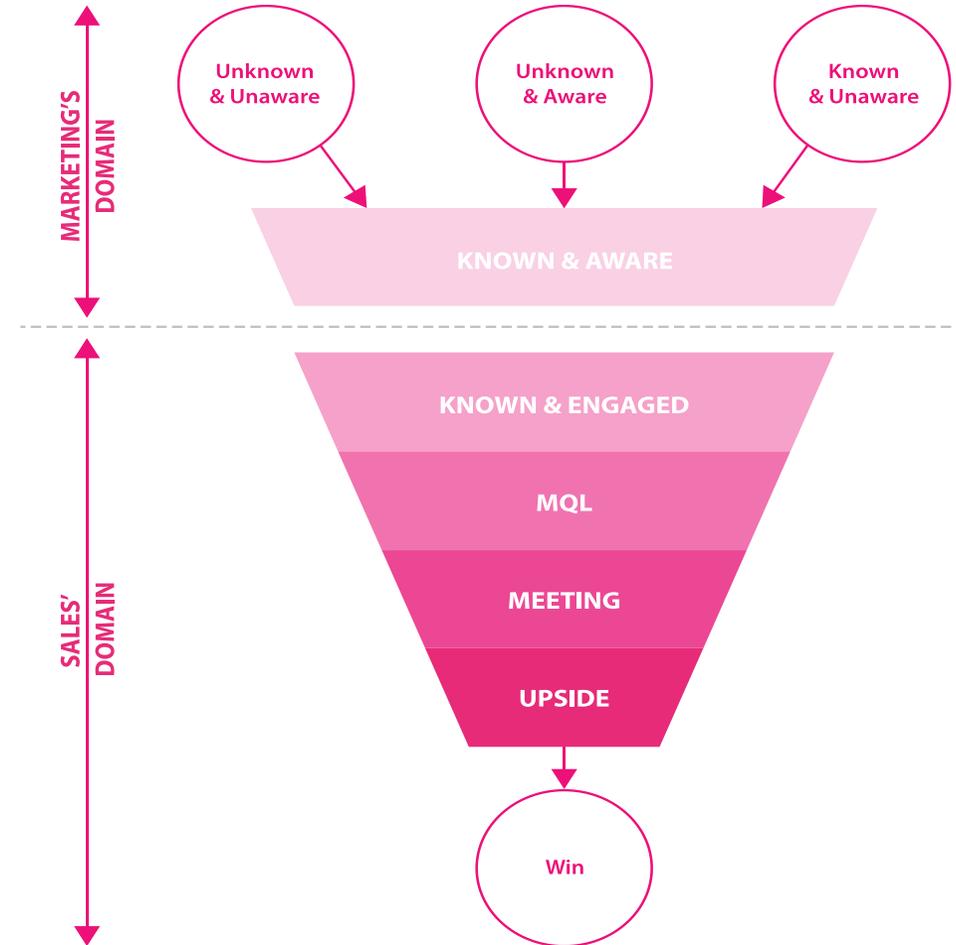
In most business Sales and Marketing are working to an old business model:

Marketing focused on Awareness

- Over-communicating to the un-engaged audience – largely through a batch and blast mechanism
- Quarterly creative campaigns

Sales receiving too many, poorly qualified leads – and ignoring most of them

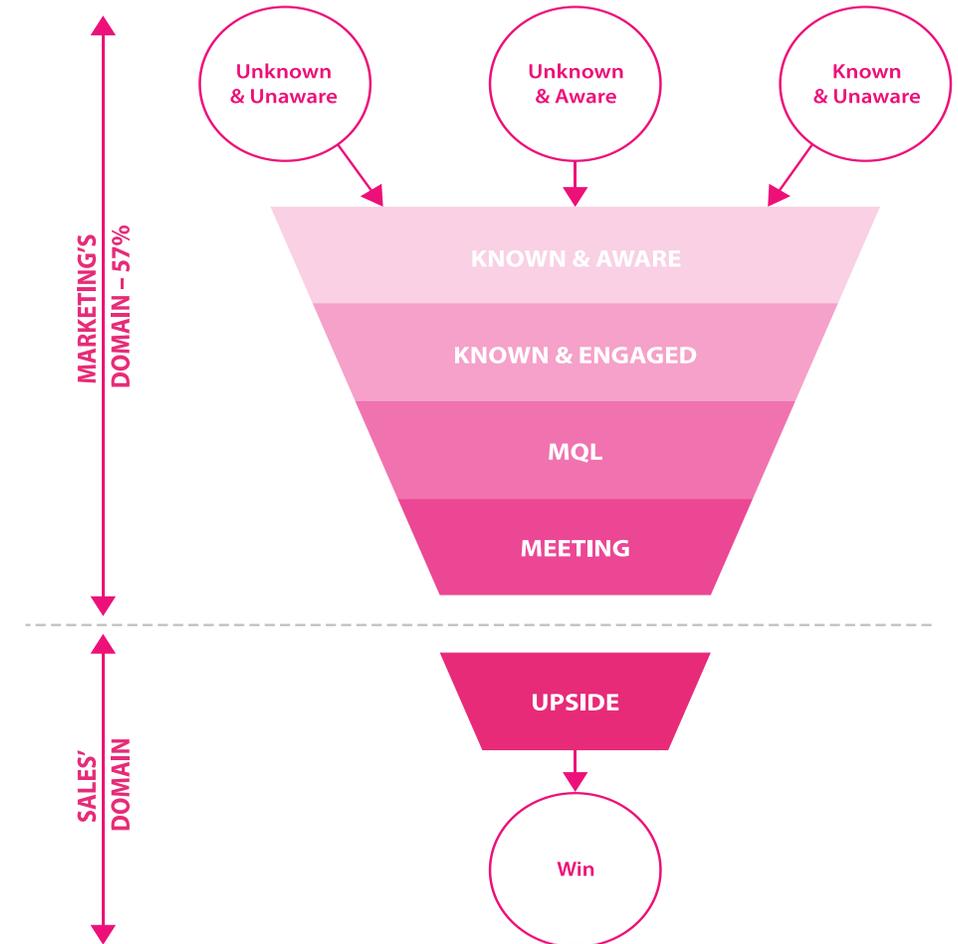
- Typically relationship salespeople
- Lacking customer insight & intelligence tools



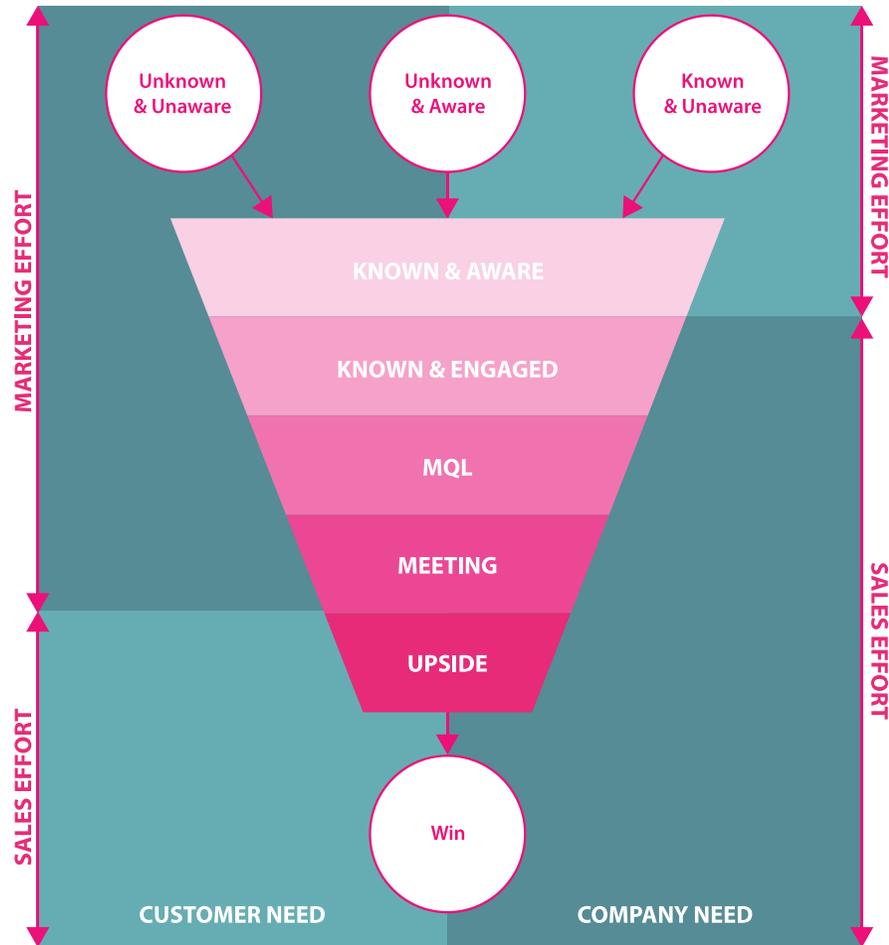
New Buying Process Demands a New Model

The Sales And Marketing Function From A Buyers Perspective

- Based on the new customer buying model the traditional funnel needs a rethink
- Marketing's remit has changed – its about so much more than just 'Awareness'
- A new sales and marketing model is evolving-layered selling
- Sales expertise evolving from relationship to consultative/ challenger model.



How Aligned is your Sales and Marketing Process with the Buying Process?



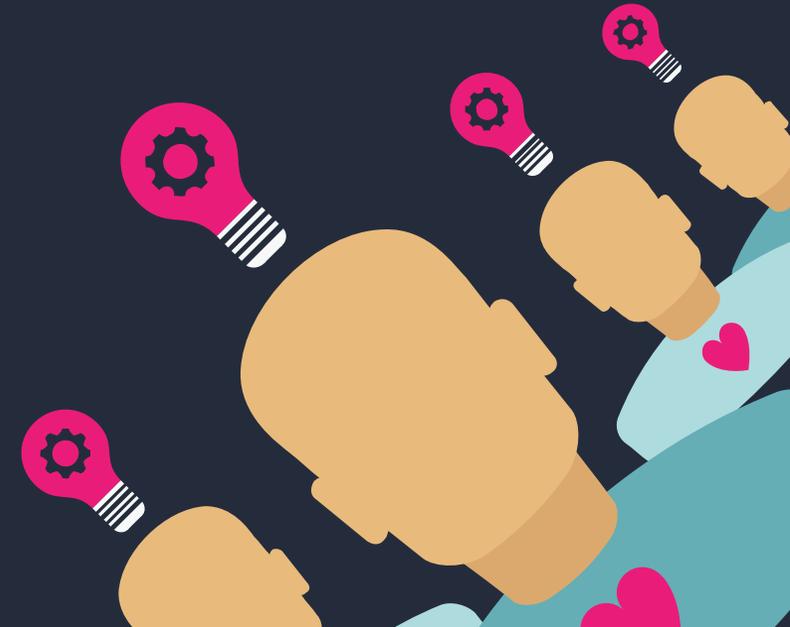
- Customer need and Company need & investment are often diametrically opposed
- Marketing is not driving the dialogue for long enough
- Most websites focused on selling company and product and not helping make a more informed/trusted decision.
- Selling /closing starts too early, too much BANT based on effort and not intelligence. The result is over selling to a non-sales ready customer base.

What does this mean for Marketing?

- The traditional sales and marketing model is being reinvented by Customers who want to self-educate and be informed at their own pace
- Digital Marketing needs to transform to Digital Business
- The Digital Business strategy needs to make a fundamental shift:
 1. Website brochure-ware to a responsive marketing hub
 2. Periodic marketing campaigns to 'always on', intelligent demand management frameworks

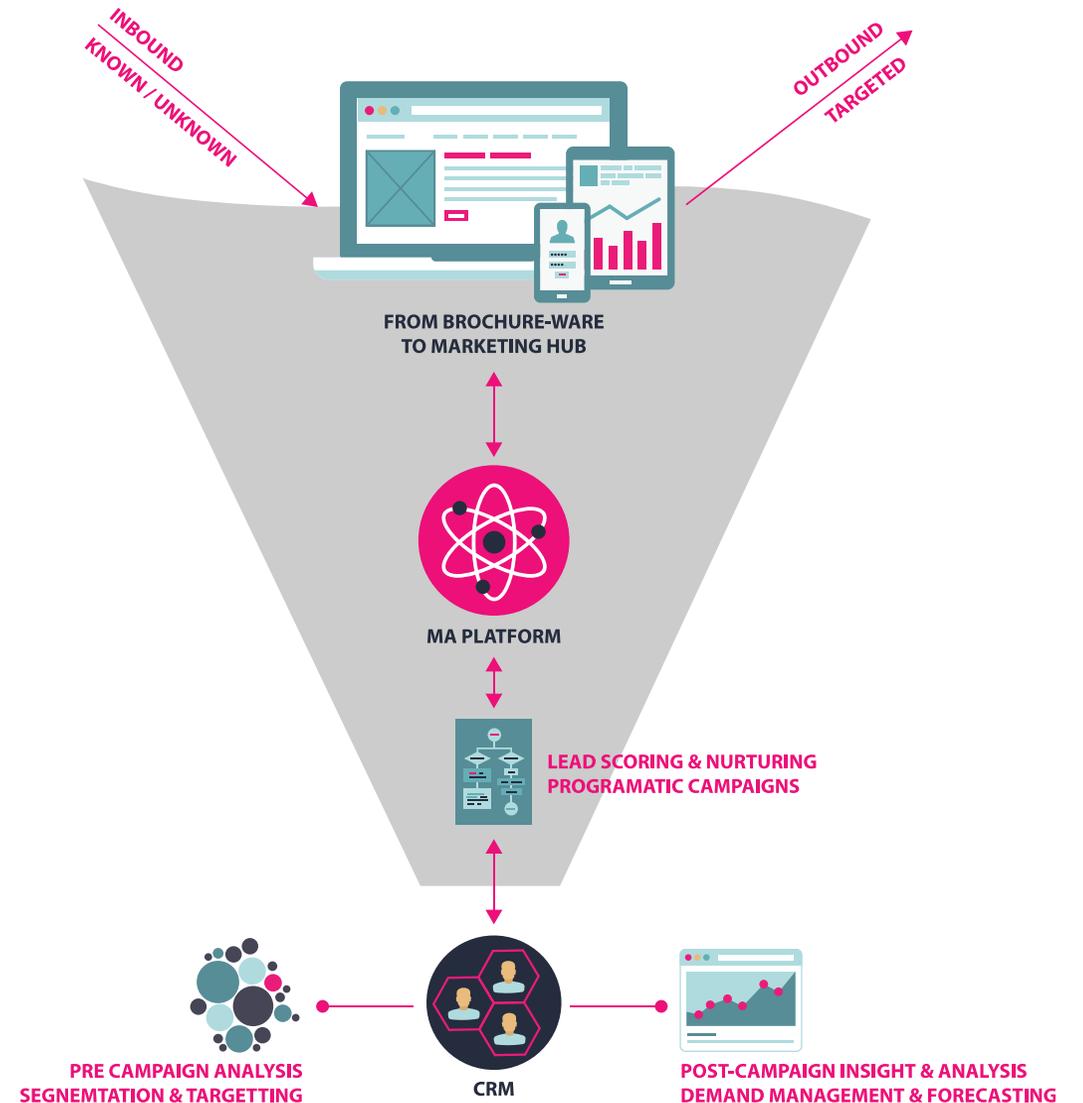


What is Marketing Automation – and how can it help?

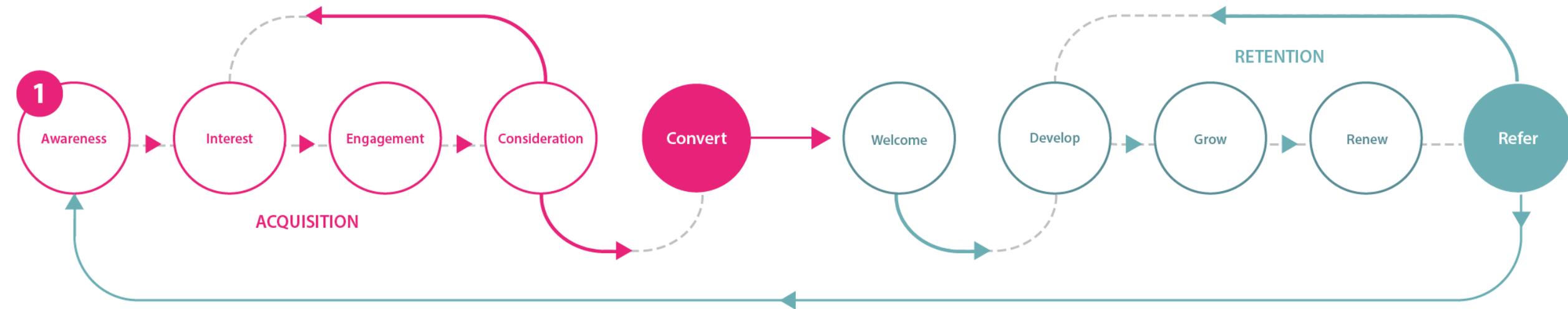


Marketing Automation Uncovered

- Marketing Automation is the foundation on which we can build knowledge. It is:
 - A marketing database
 - A lead generation engine
 - A profiling and behaviour tracking tool
- It enables you to:
 - Create a single view of your contacts marketing behaviour
 - Scale your marketing and deliver relevant messaging
- It enables you to track and manage contacts according to:
 - Who they are **AND** what they do



Customer Journey Optimisation



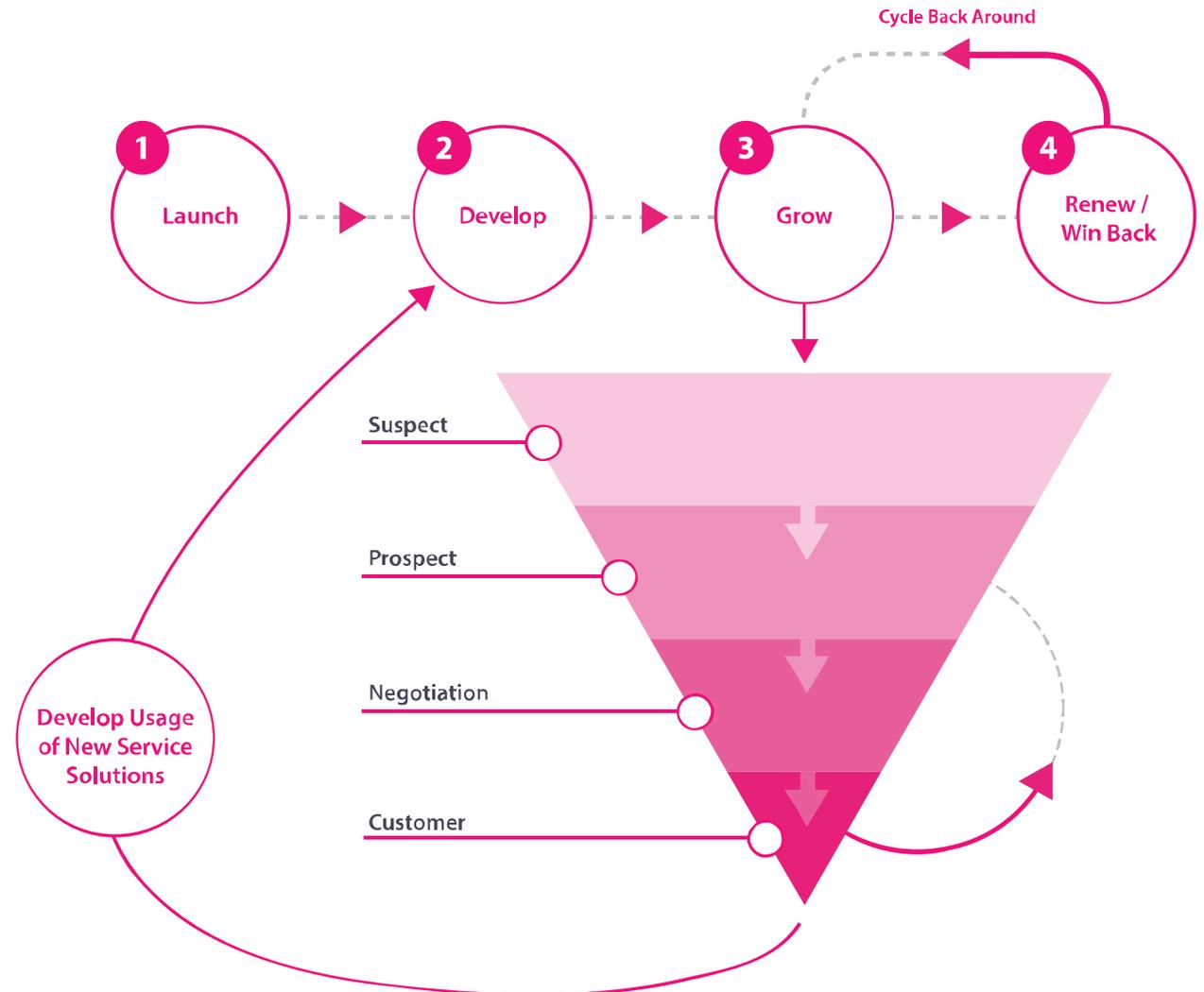
Key to success is to develop a coherent customer journey.

This is delivered by executing engagement frameworks relevant to each stage of relationship – frameworks that align to your sales / renewal cycles

Defining the Framework Approach

Focus on developing existing customers

Customer retention and growth is THE best way to measure how a company creates value

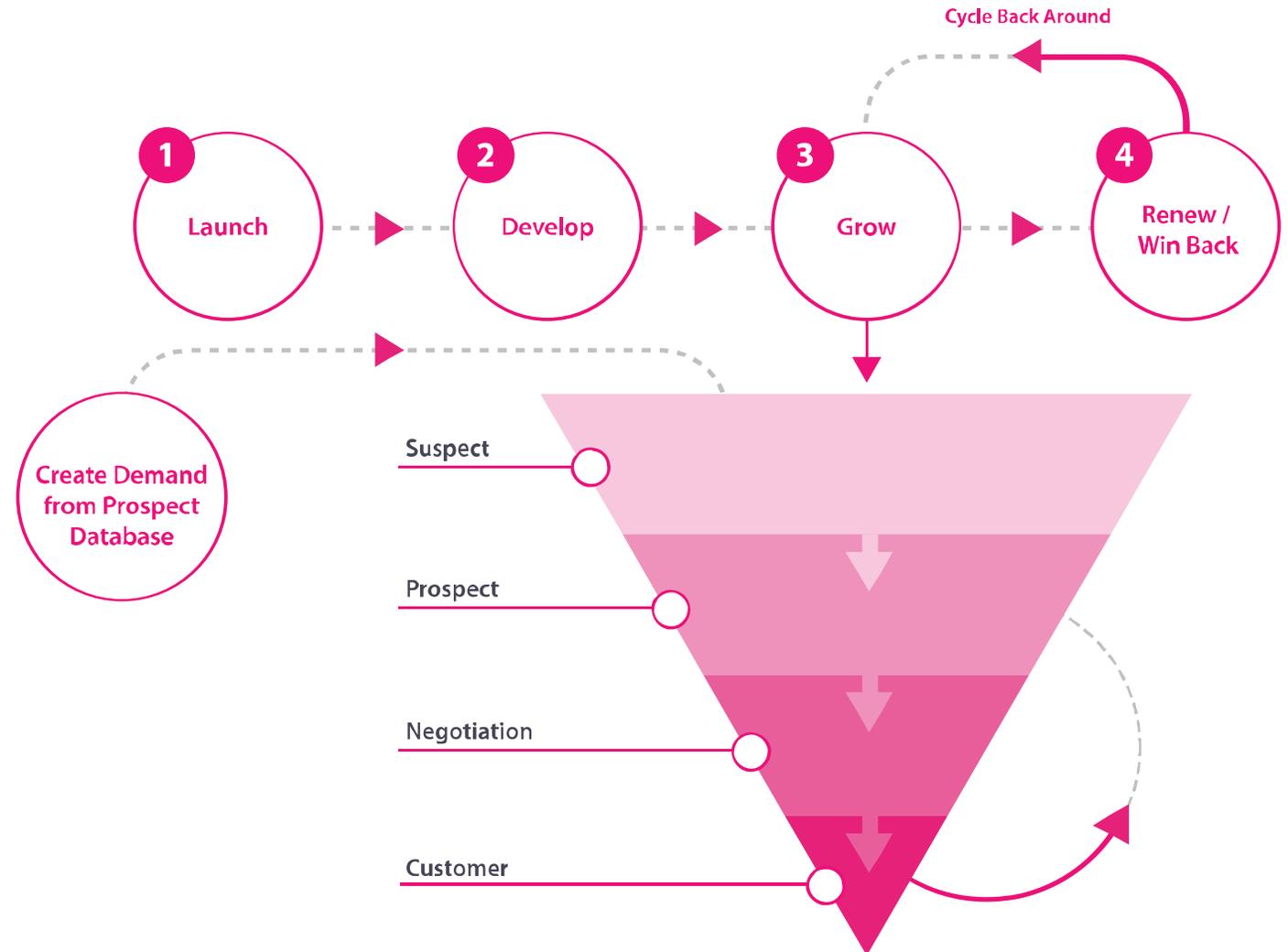


Defining the Framework Approach

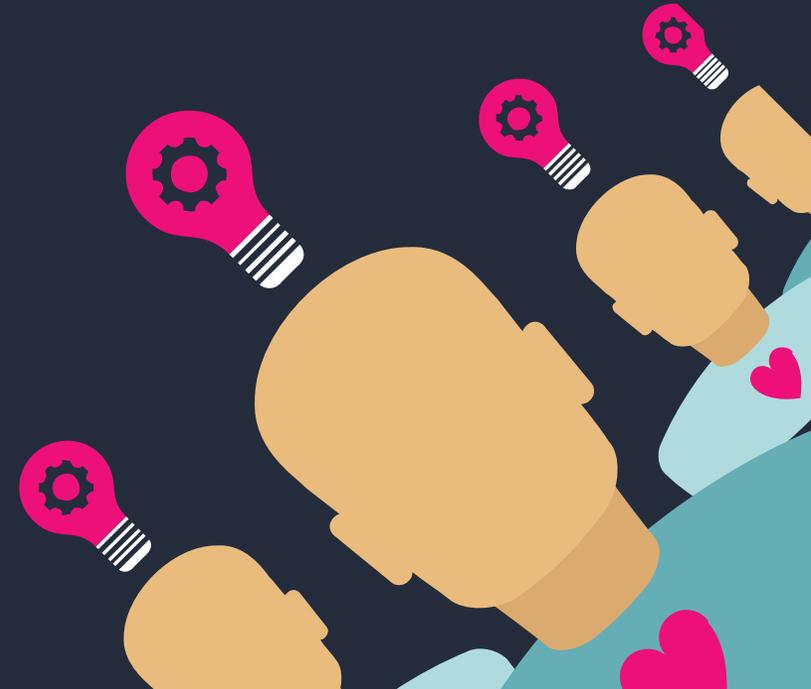
Expand the opportunity universe to prospects

Matching and profiling the most valuable and attractive customers provides the platform for targeting high value prospects

We can then deliver a single view of the total opportunity landscape



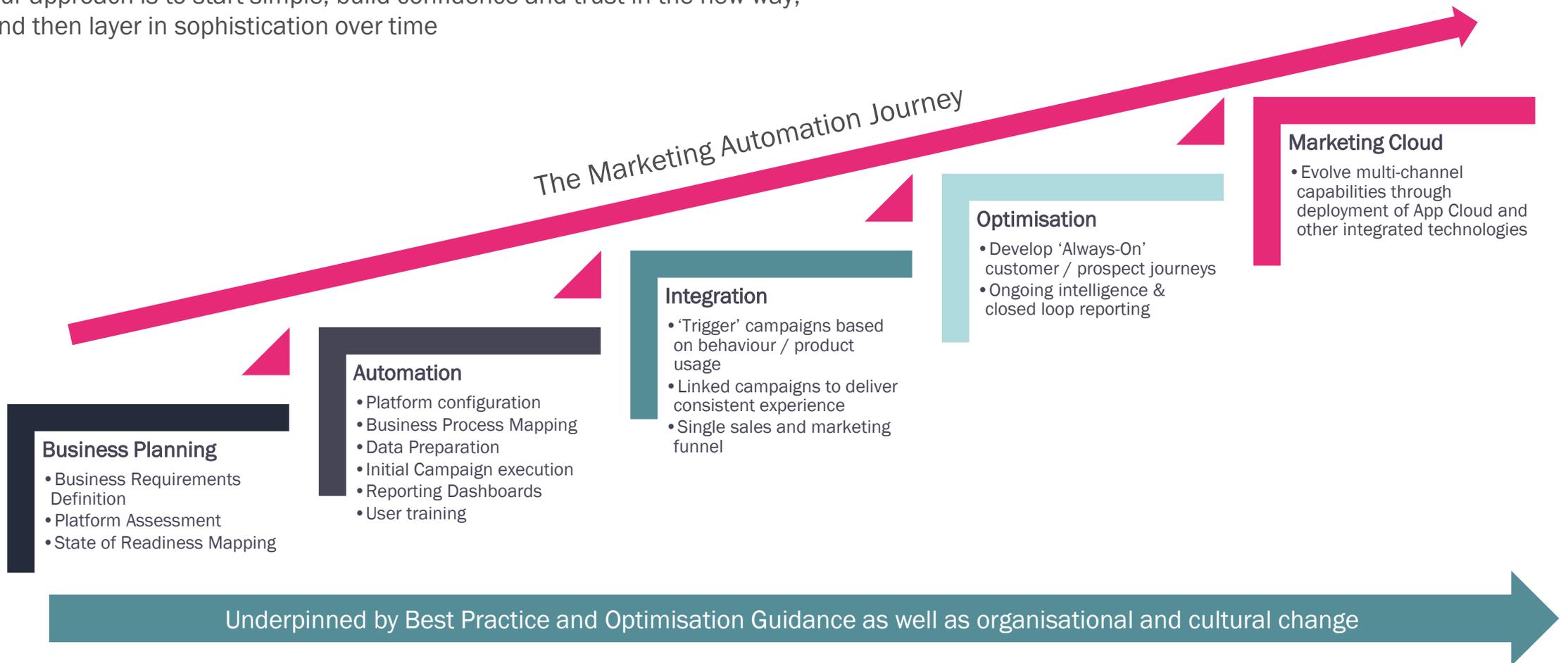
Approaching Marketing Automation



Our Approach

The Marketing Automation journey

Our approach is to start simple, build confidence and trust in the new way, and then layer in sophistication over time



Are all the MA Platforms the same?

How to determine the best fit for you

- No – despite what they will tell you!
- Key things to consider:
 - How complex are your data requirements?
 - Do you have a CRM already in place?
 - What other technical systems does it need to co-exist with?
 - What type of marketing activity do you focus on?
 - Who will use the platform – everyone or just some super users?



A final thought:

Marketing Automation is very clever.

However it is simply an enabler of marketing vision as opposed to the vision itself

A core objective of marketing automation is to move marketing from cost centre to revenue generator, from being reactive to providing predictability

Thank you for your time

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