

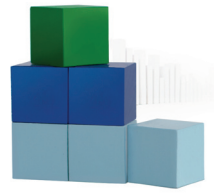
Marketing Automation ISN'T Easy

And Five Other Truths BtoB Marketers Must Accept to Be Successful with Marketing Automation

By Amy Bills, Director of Field Marketing, Bulldog Solutions;
and Christopher Doran, Vice President of Marketing, Manticore Technology

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Overview

If you're thinking about implementing marketing automation and want to deliver rock-solid ROI from your investment, your road to success might begin with a reality check. If you understand the truths about marketing automation implementation, you'll be prepared to deal with some of the challenges you'll face, and set your team up to get the most out of your platform.

This briefing from Manticore Technology and Bulldog Solutions offers six pieces of "tough love" about marketing automation, with resources to help you dig deeper into specific areas.

“An application can be – should be – intuitive and easy to use. But there’s a difference between usability and implementing a marketing automation platform around a business process.”

Truth 1: Marketing Automation ISN'T Easy

A successful marketing automation implementation enables BtoB marketers to manage the marketing funnel and align Sales and Marketing. It's the key to powerful online marketing programs – such as lead scoring and lead nurturing – that generate impressive ROI, increasing exponentially the volume and size of closed deals. In fact, SiriusDecisions notes up to 50% of BtoB marketers are expected to have marketing automation within the next five years.¹

But with all this excitement has come a flood of misconceptions.

You've probably heard it by now: "This solution is SO EASY." Yes: An application can be – should be – intuitive and easy to use. But there's a difference between usability and implementing a marketing automation platform around a business process. Building a process is hard. Recent Executive Benchmark Assessment data from Bulldog Solutions and Frost & Sullivan, the Growth Partnership company, shows that process is the number one roadblock BtoB marketers face in implementing marketing automation, with skillsets and content right behind.²



Action:

Set expectations from the start that the rewards of marketing automation will be earned by effort and planning. If management expects to open up a box and be ready to go, the entire organization is in danger of disappointment.



Marketing Resource:

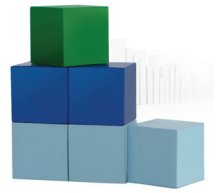
Webinar: [How to Avoid 10 Marketing Automation Project Pitfalls](#) (Click title to view.)

¹ "Leveraged Services in Marketing: Creating the Demand Center," SiriusDecisions Summit 2009 Presentation

² Executive Benchmark Assessment, Frost & Sullivan and Bulldog Solutions, 2010

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Truth 2: While Lacking Sex Appeal, Marketing Process Is the Key to Marketing Automation Success

Marketers tend to think about marketing automation in the context of “campaigns.” In reality, it’s a layer above campaigns. Properly implemented, it’s used to build a repeatable process to ensure that only qualified leads are sent to Sales, while the remaining leads are engaged in an ongoing, targeted dialogue to nurture their interest.

“With a strong process, the other two components, people and technology, can fall in place.”

With a strong process, the other two components, people and technology, can fall in place. Naylor Gray, director of marketing at Frost & Sullivan, sums it up this way: “Effective and sustainable marketing that drives revenue must be built on the right processes, technology and people. Companies that adhere to best practices along these lines close a lot more business. For Marketing to play a key role in the growth of a company, we believe you need to start with process, which guides and validates the people and technology investments.”



Action:

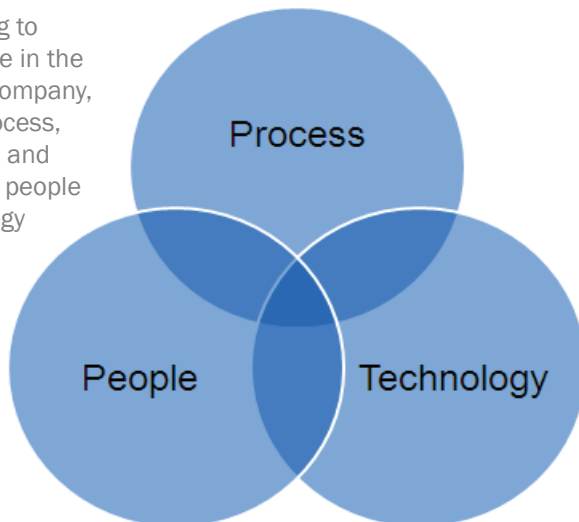
As you consider marketing automation implementation, be sure your team (and your vendor) spend time talking about the processes that will need to be in place to make sure you’re successful.



Marketing Resource:

Webinar: [Roadmap to Demand Acceleration](#) (click title to view.)

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Truth 3: The Buying Decision Is Well Under Way by the Time the Prospect Gets to Your Web Site. Act Accordingly.

BtoB buying behavior has shifted. Buyers are conducting extensive research online before picking up the phone to engage vendors and sales. Online peer interactions and social media sites are becoming fertile ground for research and information gathering. Deliver content through these networks that will make you part of the online dialogue, so when consideration time comes, you're top of mind. If you fail to be part of the conversation beyond your own web site, you risk obscurity.

Marketing automation will give you a much better understanding of the prospects who are engaging with you and where they are in their buying cycle. Are they doing research or looking for a vendor short list?

But this insight necessitates that you be prepared to communicate with prospects in different ways. Someone at the early stages of education does not have the same context as someone who is looking for validation. Treat them like the same person and the result will be no engagement at all.



Action:

Consider developing buyer personas that help you understand and agree upon the profile and behavior attributes of your ideal prospects, across their buying cycle. This exercise can help crystallize the messages you need to engage them.



Marketing Resource:

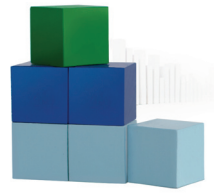
Webinar: [Advanced Lead Scoring: Integrating Online Behavior](#) (Click title to view.)

Buyer personas help you understand and agree upon the profile and behavior attributes of your ideal prospects, across their buying cycle.

Economic Buyer Mktg: CMO			bulldog solutions™
<p><i>"Today, more than ever, our website is the face of our company and my job is to make sure that my team has the tools to keep it as relevant, vibrant and compelling as it can be"</i></p>	Pain Points <ul style="list-style-type: none"> Pressure to drive and support organic revenue growth Pressure to demonstrate return on marketing investments Limitations to availability and number of content contributors to refresh marketing message Limitations to the speed at which changes can be made to corporate positioning Challenges in maintaining brand consistency across the reaches of the marketing organization Trend towards cost reduction imposed on the marketing function 	Media Preferences <p>Publications/Websites:</p> <ul style="list-style-type: none"> Marketing Sherpa Inc.com Retailer Forrester Research Forrester Research eMarketer iCommerce Sims <p>Key Events:</p> <ul style="list-style-type: none"> Shopping Internet Buyer Expo <p>Associations:</p> <ul style="list-style-type: none"> CMO Magazine ICANN MIRA <p>Other:</p> <ul style="list-style-type: none"> Departments of Commerce taskforce on Online Business Development 	Lead Profile (A-D) <p>Q1. Job Title</p> <ul style="list-style-type: none"> Economic Buyer 25 Technical Buyer 15 Influencer 0 <p>Q2. Job Role</p> <ul style="list-style-type: none"> Executive 25 VP 20 Director 5 Consultant 0 <p>Q3. Company Size</p> <ul style="list-style-type: none"> > \$750M 25 \$250 - \$750 15 < \$250 0 <p>Q4. Lead Source</p> <ul style="list-style-type: none"> Media 25 Prints 25 Websites 25 Broadcast 25
	Buyer Profile <p>Common Titles: Chief Marketing Officer, VP Marketing, VP Online, VP Interactive</p> <p>Section: Horizontal focus across broad spectrum of individuals</p> <p>Criteria 1: Degree of centralization of their organization</p> <p>Criteria 2: Importance of technology to their business</p>	Motivators <ul style="list-style-type: none"> Raising brand awareness and advocacy Decreasing the "time to value" for their site experience Creating and maintaining relevance socially Finding or tapping the next new "hot thing" Proving the value of their role 	Lead Scoring Key <p>Assumptions:</p> <ul style="list-style-type: none"> Total possible leadscore: 200: 100 from Profile and 100 from Activity Activity scores are generated for each event. Once the score falls outside the desired timeframe, the point value will erode if no other activity exists <p>Profile Activity</p> <p>0 25 50 75 100</p> <p>Lead Routing</p> <ul style="list-style-type: none"> Direct Sales: A1, B1, C1, D1 Inside Sales: A2, B2, C2, D2 Nurture: A3, B3, C3, D3 Self-Serve: A4, B4, C4, D4
Role <p>The CMO's key role is to build the corporate brand and reinforce the effectiveness of marketing programs overall. The CMO needs tools that will enable opportunities to grow brand awareness & advocacy.</p> <p>Budget: Low High</p> <p>Authority: Low High</p>	Validators <ul style="list-style-type: none"> Peer validation Social media Forrester, Jupiter, eMarketer & other pure eCom analysts Business consultants Personal networks (LinkedIn) 		

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Truth 4: Content Is King — And Not Necessarily a Benign Dictator

Content is the fuel for marketing automation. DemandGen Report notes 80% of marketing automation users said, “preparing their organization by building the processes and content offers to feed the system would be their top priority if they were to implement marketing automation again in the future.”³

As noted earlier, content was one of the key challenges uncovered in the Executive Benchmark Assessment. You could implement a perfect marketing process with lead scoring, nurturing and management, but if you lack the content, the engine can't run.

“You could implement a perfect marketing process with lead scoring, nurturing and management, but if you lack the content, the engine can't run.”



Action:

Audit the scope of your available content and analyze gaps in specific media (for example, are you heavy on white papers but light on any kind of rich media experience?) as well as persona focus and message. This gap analysis can provide focus for new content creation and help you avoid wasting resources.



Marketing Resource:

White Paper: [Six Building Blocks for a Content Strategy to Fuel Marketing Automation-Driven Demand Generation](#) (Click title to view.)

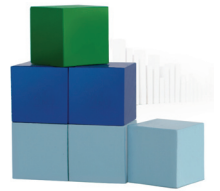
A content audit and analysis can provide focus for new content creation and help you avoid wasting resources.

Permission	✓	✓		✓
Objection	✓	✓		✓
Validation		✓		
	Persona 1	Persona 2	Persona 3	Persona 4

³ “Marketing Automation: Lesson from the Trenches,” DemandGen Report, 2009

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Truth 5: Think Beyond Lead Generation: It's Not Quantity, It's Quality

Marketers love to generate more leads. It's fun. Attend a trade show, throw a party, develop some e-mails. Successful marketers look beyond the volume of lead generation and pay attention to their most valuable asset: The care and feeding of their existing lead database.

Develop lead nurturing campaigns, build relationships and deliver value. If you do, it'll pay dividends (and you can still have fun). According to Brian Carroll, CEO of InTouch and author of *Lead Generation for the Complex Sale*, proper lead nurturing programs can yield anywhere from 15% to 200% in additional, new qualified leads.⁴

After all, that's the primary promise of marketing automation: To enable you to understand your prospects better and communicate with them to set up a win-win situation.



Action:

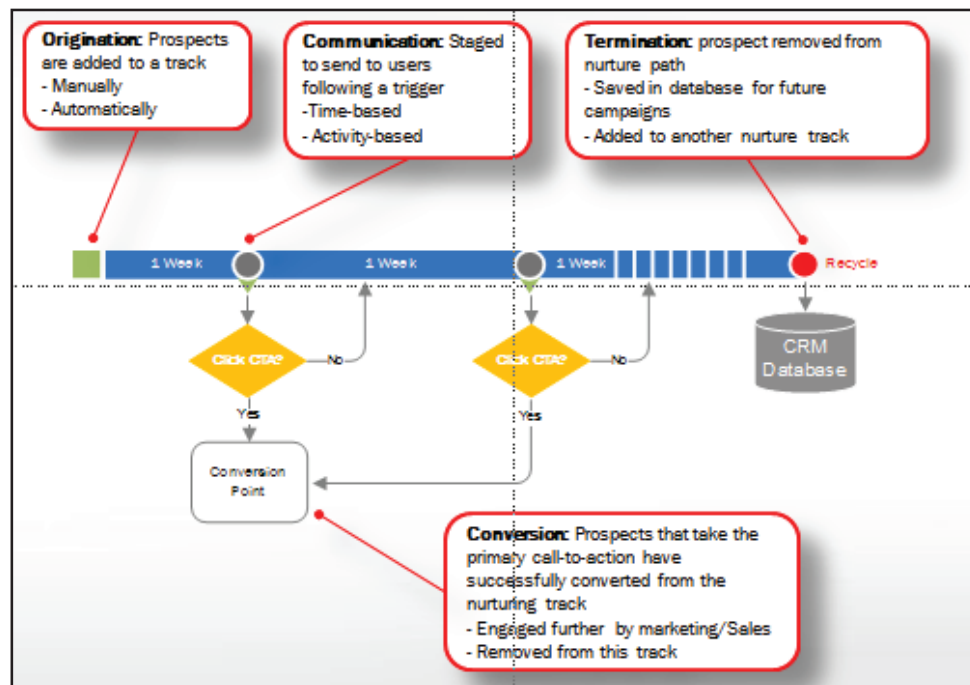
Sketch basic nurturing tracks for key segments, designed to deliver cascading calls to action to prospects.



Marketing Resource:

Case Study: [How Mark Logic Re-engaged Dormant Leads for a 10% Response Rate](#)
(Click title to view.)

This anatomy of a basic nurture track shows how to develop a lead nurturing campaign, build relationships and deliver value that leads to deeper engagement.



⁴ "Lead Nurturing: Ripening the Right Bananas," Brian Carroll in MarketingProfs

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Truth 6: You Don't Know What You Don't Know

Marketing automation platforms aren't plug-and-play. You need either internal or external expertise with a unique skillset to ensure a successful implementation. What kind of skills? Process-focused, numbers-driven, technology-savvy individuals are a home run.

As SiriusDecisions notes, "MAP vendors have tended to outdistance the current capabilities of many marketing functions with the deep functionality offered, meaning that the inability to fill the "marketing skills gap" is one of the greatest threats to the long-term viability of the MAP space. All the technology in the world will be worthless if users aren't able to utilize the MAP in a deep fashion and aren't properly motivated and supported by the greater organization that surrounds them."⁵



Action:

Take a realistic look at the people you'll need to make your program work. Do some research to hone in on necessary skillsets so you ensure you have the right people, whether you hire or retrain.



Marketing Resource:

White Paper: [Marketing Automation: Lessons From The Trenches](#) (Click title to view.)

About Bulldog Solutions

Bulldog Solutions is a demand-generation agency that changes the way BtoB companies define demand-generation strategy, engage prospects and convert leads to customers. We power demand generation and demand management programs for many of the best business brands in the world. Industry leaders have recognized our unique process and technologies as best-in-breed at turning a higher proportion of prospects into sales and improving the return on marketing investment. We're headquartered in Austin, Texas.

Want to see how you measure up against high performers?
Take the Executive Benchmark Assessment at eba.bulldogsolutions.com

About Manticore Technology

Manticore Technology delivers marketing automation solutions with the ideal combination of power and usability. Its platform enables companies to effectively generate and manage demand, measure and optimize ROI, and develop the sales pipeline for predictable revenue growth. Founded in 2001, the company has eight years of development and infrastructure to support its hundreds of customers in North America, Europe and APAC, including Russell Investments, Neustar, PGP and Sharebuilder 401(k) – part of ING. Key to Manticore's growth has been its success-driven, customer-centric approach, working closely with its customers to improve their marketing effectiveness, increase demand and boost revenues. Manticore Technology is privately funded and headquartered in Austin, Texas.

View the online demo: <http://www.manticoretechnology.com/resources/online-demo.asp>

⁵ "The State of Marketing Automation: Utilization," SiriusDecisions, 2009