

# “The Art of Demand and Lead Generation”

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Presented for: **Silicon Valley CEO Forum**

March 10, 2015



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# Agenda

- Introduction
  - Attendees & Roles
- Your expectation from today's workshop
- Current Challenges
- Demand Generation Vs Lead Generation
- Overview of Funnel
- Marketing Automation Overview



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# About ShowMeLeads

ShowMeLeads Inc. is a Global CRM and Marketing Automation Consulting firm that helps companies to build predictable pipelines and improve revenue faster by implementing best practices. We combine in-depth marketing knowledge and experience with visionary technological expertise to help companies deploy CRM systems and Marketing Automation systems like Eloqua, Pardot, HubSpot, ActOn, Marketo, Exact Target and Salesforce.



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# Show Me Lead Services



- Demand Generation Strategy
- Marketing Automation-Extended Management Services
- Email Marketing
- Marketing Sales Alignment
- Responsive Website Development
- CRM/SFDC Services



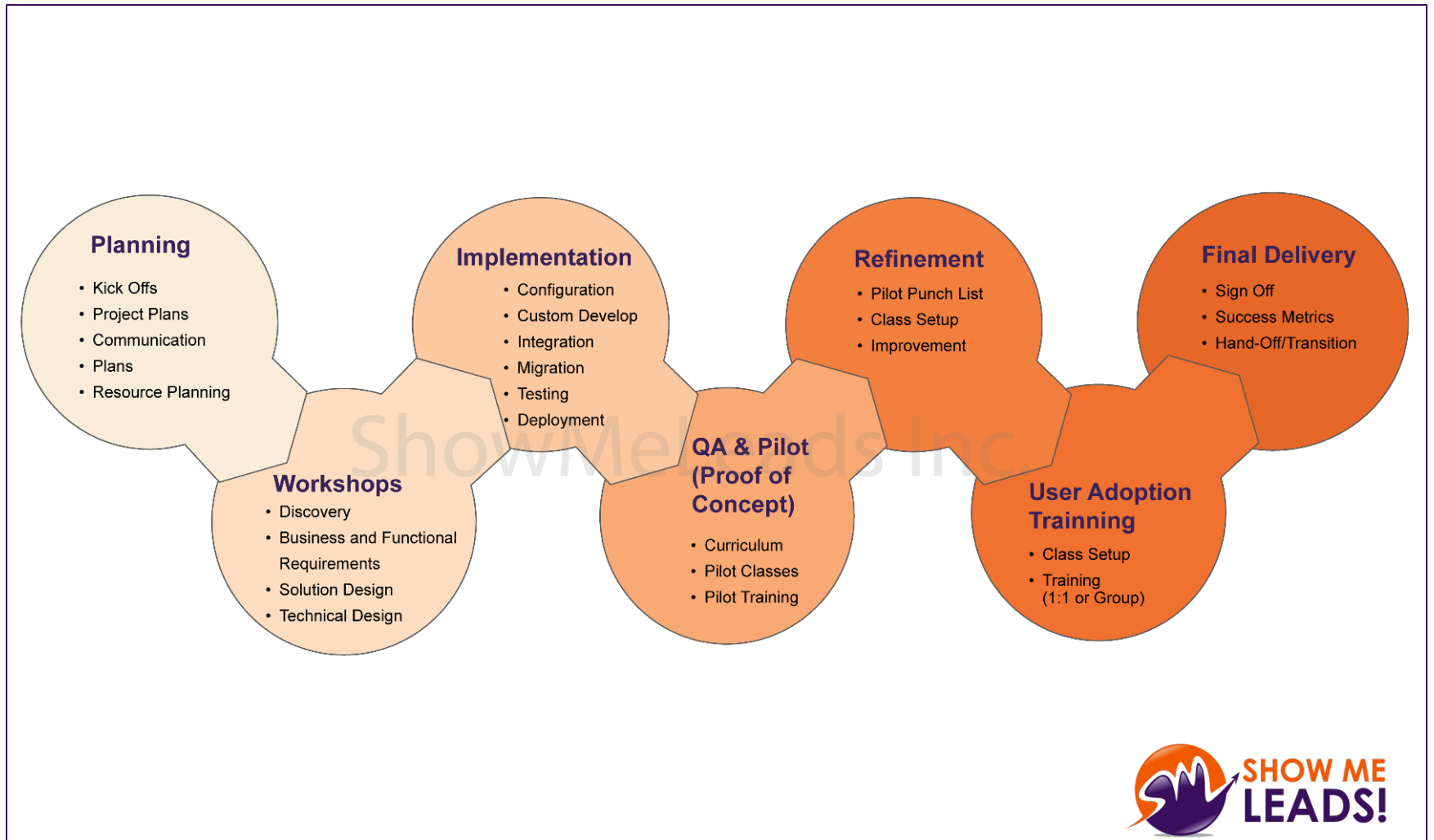
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# Some of our Customers



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# Our Methodology



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# Demand Generation is



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# Difference between the two

**Demand generation** is the process of creating and/or boosting awareness of a particular company or product with the intention of increasing leads

VS

**Lead generation** is the process of collecting actual leads directly from consumers or client prospects and using those leads to boost revenue.



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# Current Challenges

- Brand Awareness
- Online Marketing
- Inbound Marketing
- Outbound Marketing
- Lead Nurturing
- Lead Scoring
- New Leads/Prospects/Customers
- **Increase in Revenue**



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# Demand Generation- How to get started?

Unlike traditional programs that throw any lead over the wall to sales, demand generation involves:

- Qualifying and prioritizing prospects.
- Nurturing a steady crop of qualified leads that want to engage with sales.
- Aligning marketing with sales
- Measuring and optimizing the results over time.



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# Demand Generation- How to get started?



“Journey of the Lead  
from Prospect to  
Customer”



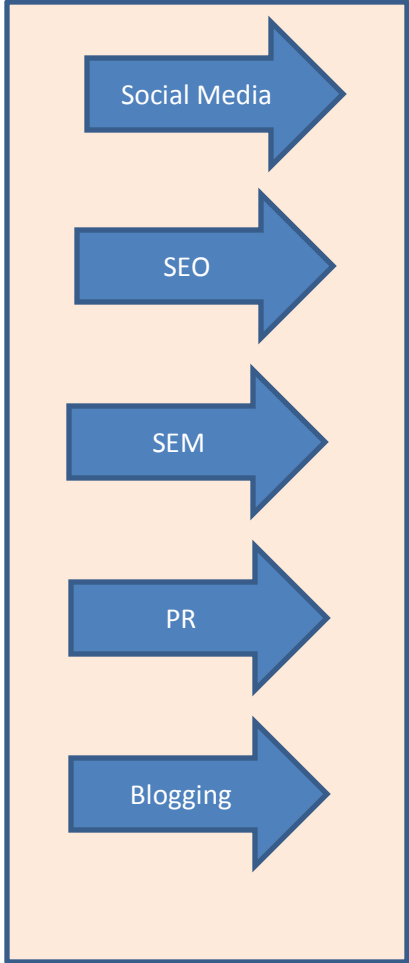
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# FUNNEL

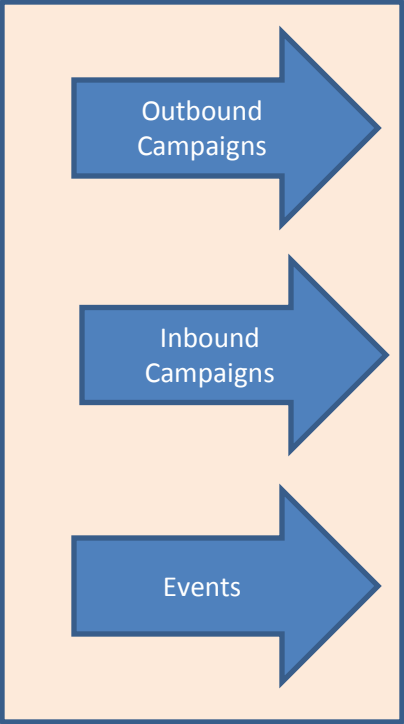


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# Funnel



TOFU(Top of the Funnel)



MOFU(Middle of the Funnel)



BOFU(Bottom of the Funnel)

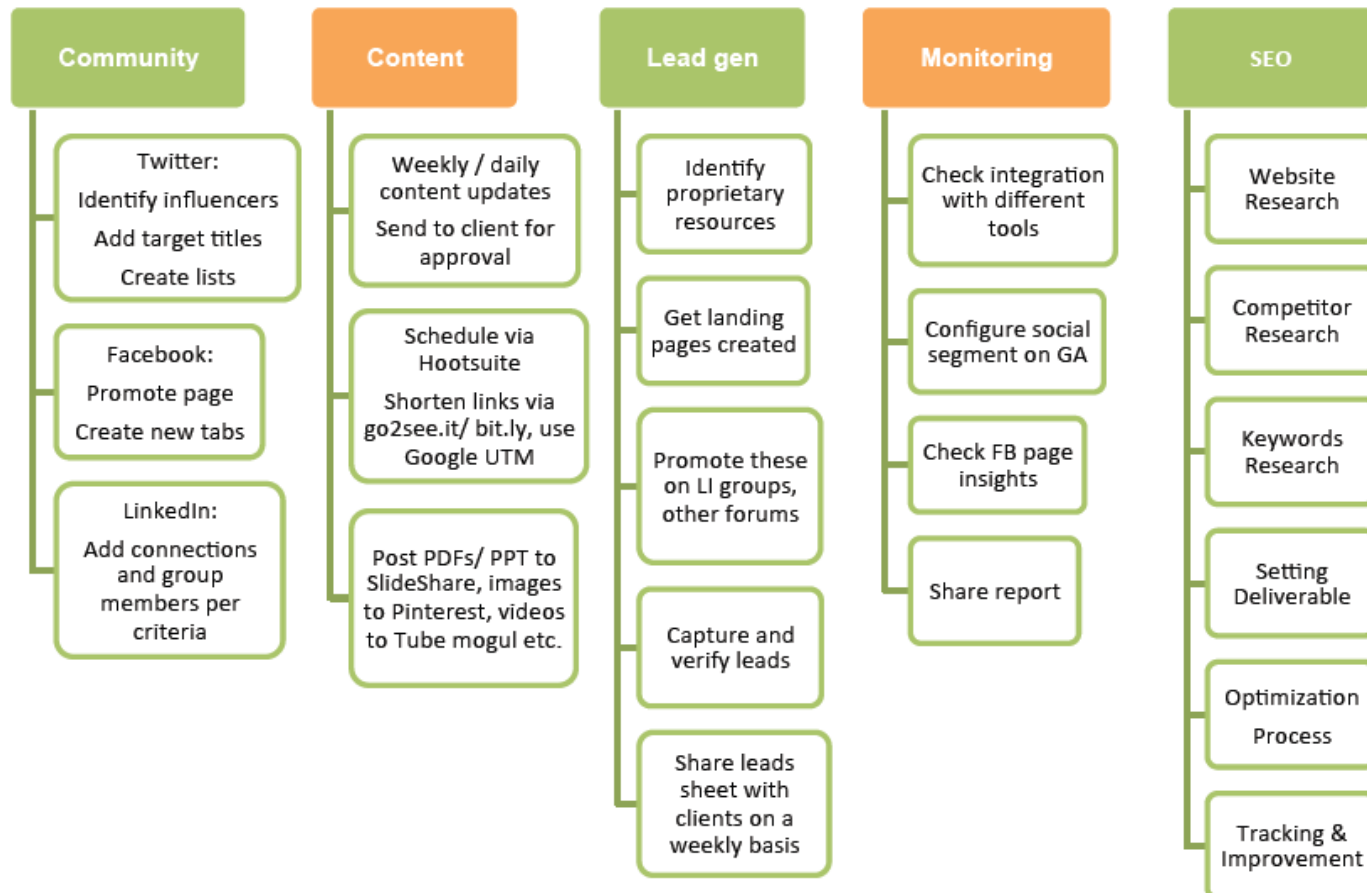


# Top of the Funnel



## Awareness and Education

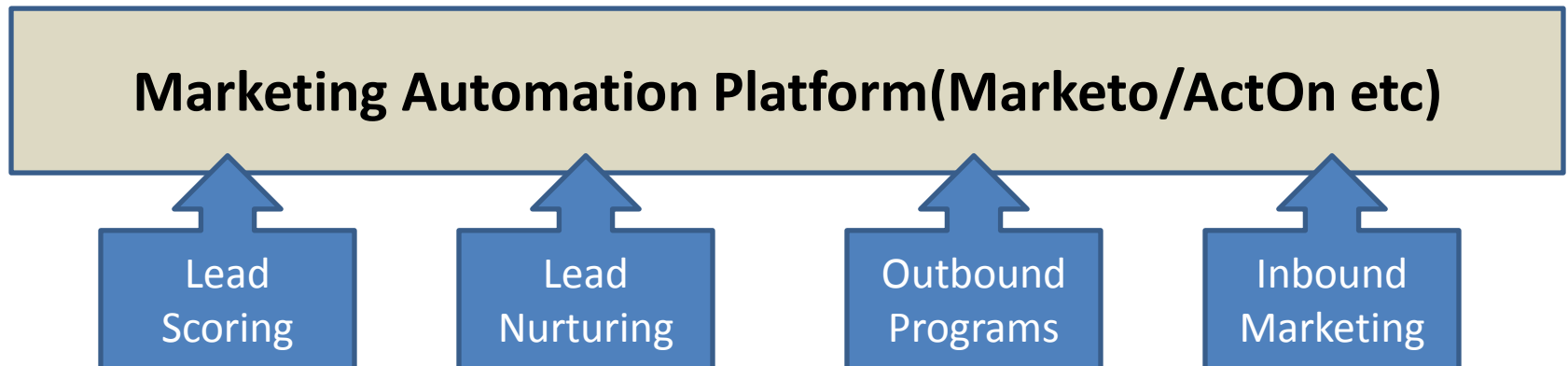
### Execution Overview



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# Middle of the Funnel

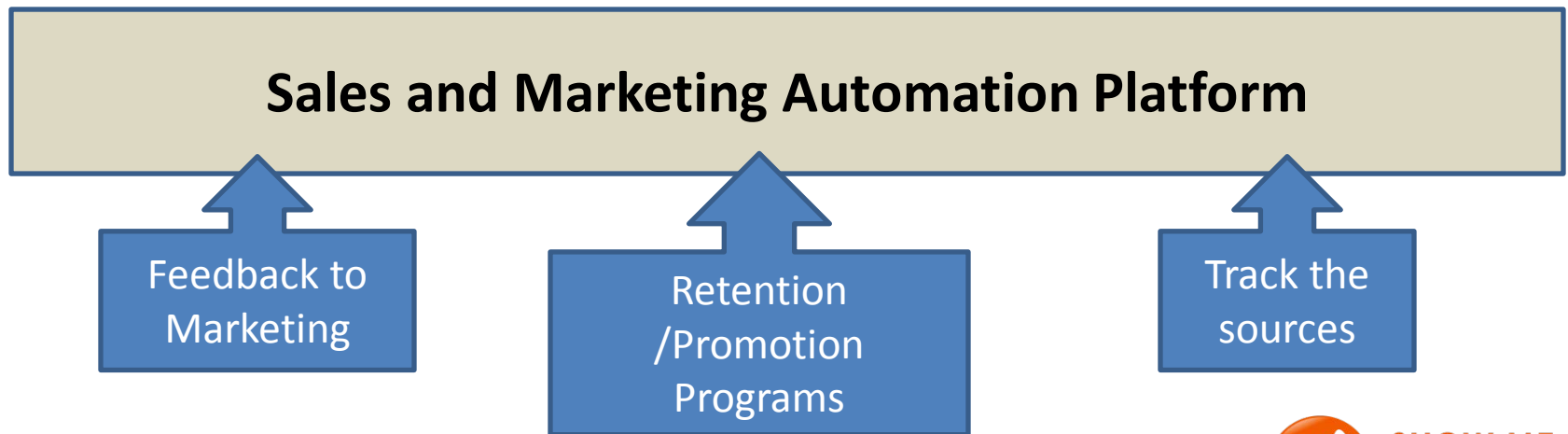
*The middle* of the funnel will be reached by taking those folks who are getting educated, and seeing you as a resource, and getting them to fill out a form. Once they fill out a form and go from a random visitor to an actual lead, you can nurture them with the proper segmented content. Once they start to view more pages and download multiple resources, you can offer them "meatier" content. This content could include things like case studies, company assessments and any content that helps you become the thought leader for them.



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# Bottom of the Funnel

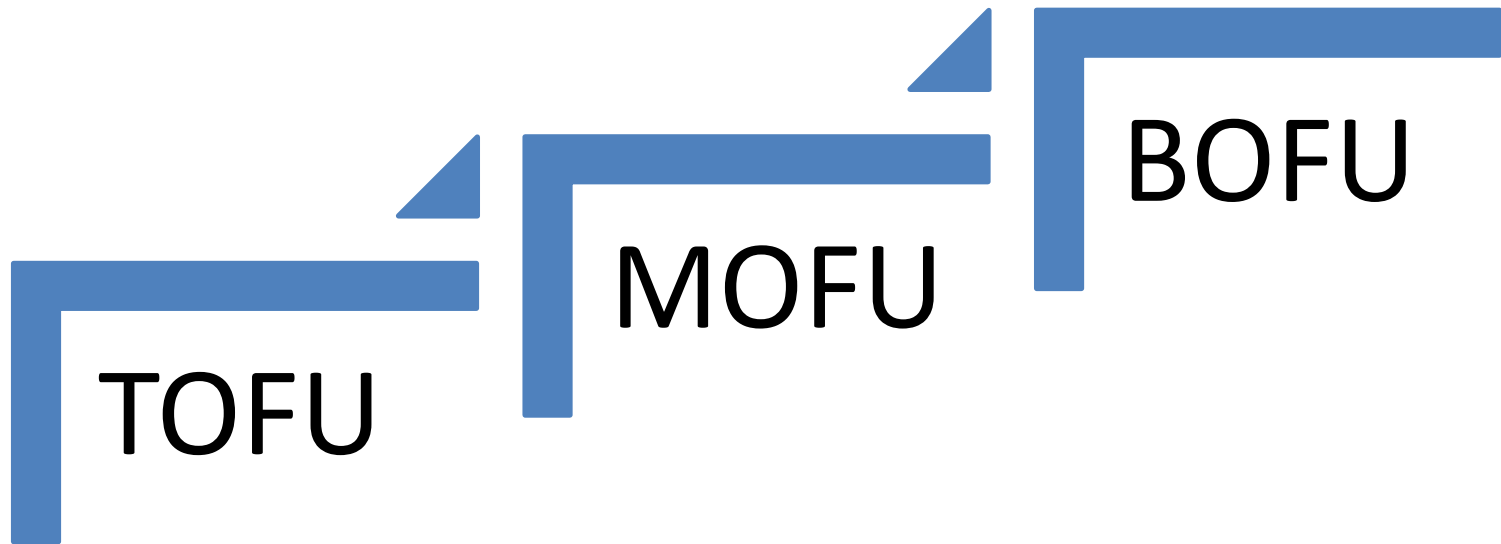
- Build Business with Loyalty Rewards
- Lead Management Process
- Invest in Sales Tool to track Sales follow up
- Conversion and Retention Programs



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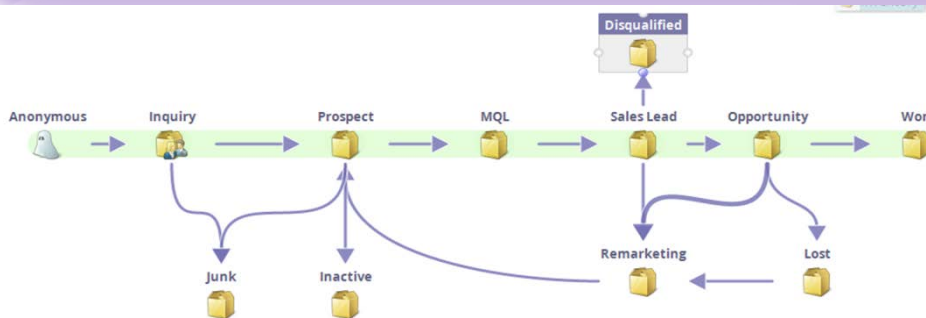
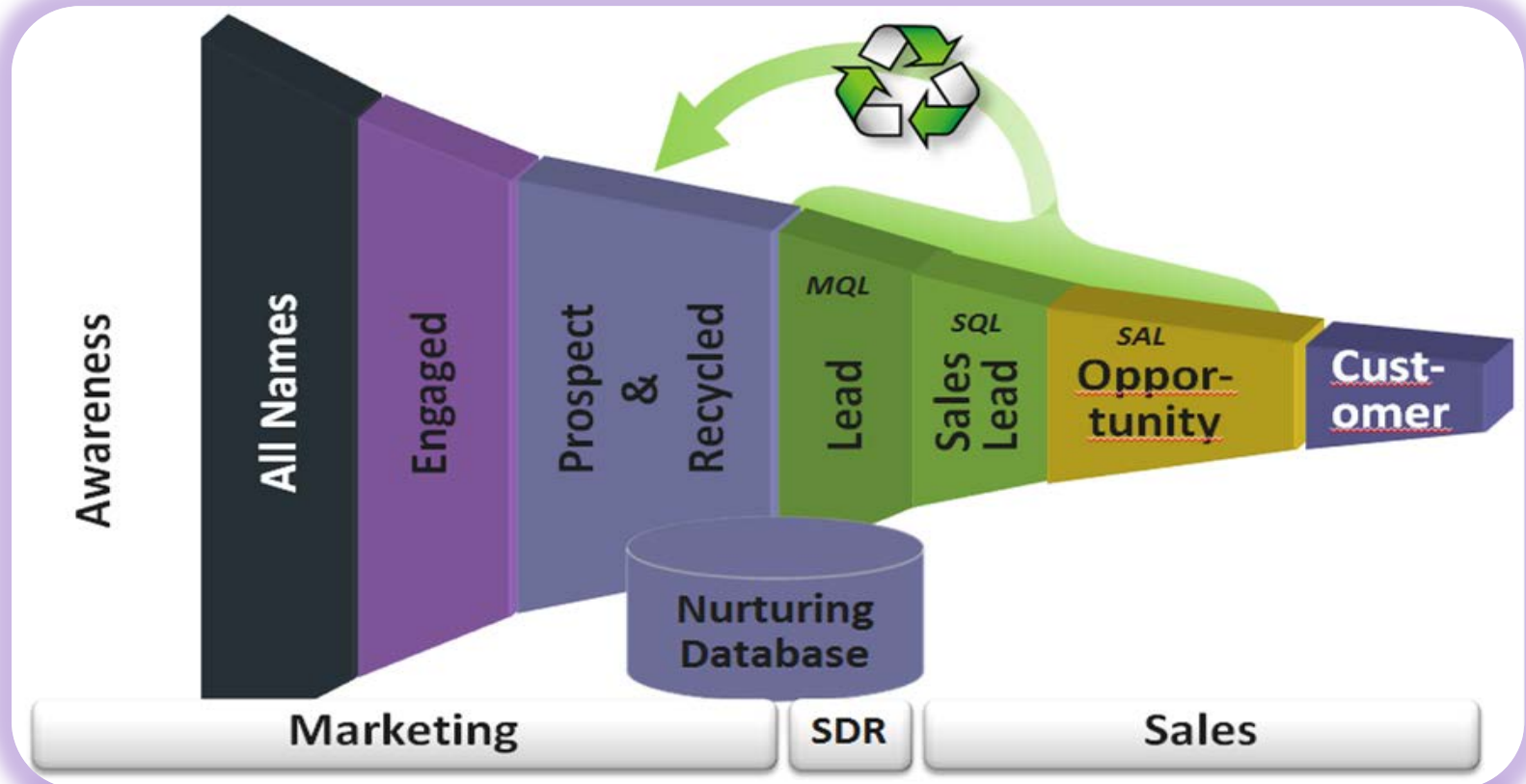


# Demand Generation Path



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# Demand Generation Revenue Funnel



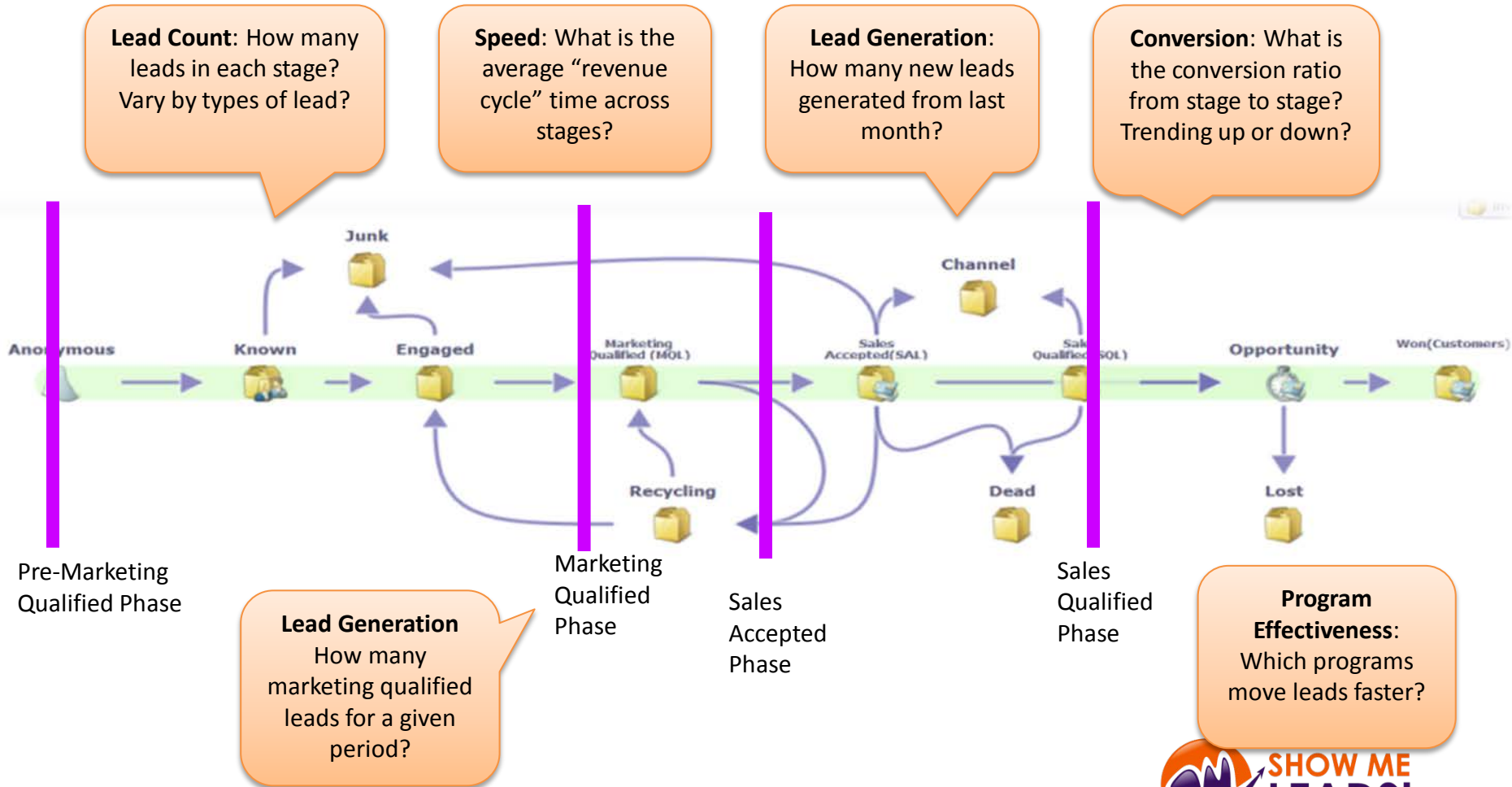
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# Industry Example: Sirius Decisions

Demand Waterfall	Schematic that depicts a shared view between marketing and sales of net new business health. There are five stages in the waterfall, including
Inquiry	A raw response to a marketing tactic; a hand raised by a prospect.
Marketing Qualified Lead (MQL)	A lead has been deemed worthy of handoff to sales. Characteristics may or may not include attributes such as demographics or activity and/or an assessment of the viability of the prospect as an opportunity.
Sales Accepted Lead (SAL)	An acknowledgement by sales that they have received the MQL and that it meets agreed-upon criteria; as a result, Sales will act on it within a previously agreed upon timeframe.
Sales Qualified Lead (SQL)	The decision from sales, after a series of interactions (phone, Web or in-person), that an opportunity with a dollar value and a timeframe exists.
Closed/Won Business	A deal that has been approved by a customer as a commitment to purchase.

# Marketing's Impact on Revenue

*Questions Revenue Cycle Analytics Helps You Answer*



Pre-Marketing Qualified Phase

Marketing Qualified Phase

Sales Accepted Phase

Sales Qualified Phase

# Demand Generation Funnel

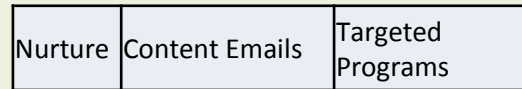
## Inquiry

Create Leads fill funnel



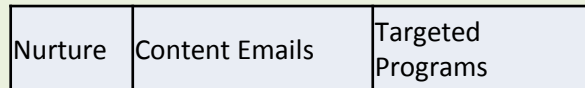
## Prospect

Fit



## Marketing Qualified Leads

Interested



## Sales Leads

Sales Accepted

Sales Lead

## Opportunity

Converted

Opportunity

## Closed

Evaluate and Optimize

Closed Won      Closed Lost

Reports and Analytics



# How do we automate?

## Marketing Automation

- **It maintains a centralized data:** A place for all your marketing data, including detailed prospect and customer interactions and behaviors, so you can segment and target the right message to each customer. Think of this as “system of record” for all your marketing information.
- **A relationship marketing engine:** An environment for the creation, management and automation of marketing processes and conversations across online and offline channels. Think of this as the "orchestra conductor" for your customer interactions
- **An analytics engine:** A way to test, measure, and optimize marketing ROI and impact on revenue. Think of this as the place you go to understand what worked, what didn't, and where you can improve.



**Email Marketing, Landing Pages,  
Campaign Management, Scoring, CRM Integration,  
Marketing Analytics**

# What is Marketing Automation?

Marketing automation refers to software platforms and technologies designed for **marketing departments and organizations to more effectively market on multiple channels online (such as email, social media, websites, etc.)** and automate repetitive tasks. Marketing departments, consultants and part-time marketing employees benefit by specifying criteria and outcomes for tasks and processes which are then interpreted, stored and executed by software, which increases efficiency and reduces human error. Originally focused on email marketing automation, marketing automation refers to a broad range of automation and analytic tools for marketing[1] especially inbound marketing. Marketing Automation platforms are used as a hosted or web-based solution, and no software installation is required by a customer.


The use of a marketing automation platform is to **streamline sales and marketing** organizations by replacing high-touch, repetitive manual processes with automated solutions.

*From Wikipedia*



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# Sales tools

salesforce crm  [Setup](#) · [System Log](#) · [Help](#) · [Logout](#) force.com apps **Sales**

Home **Marketo** Leads Accounts Contacts Opportunities Dashboards Campaigns

Marketeto Sales SFA

**Marketo Sales Insight** [Help for this Page](#)

My Best Bets My Watch List Web Activity Anonymous Web Activity My Email

Name	Account	Last Interesting Moment	Date	Status	Priority
<a href="#">Lance Espinoza</a>	<a href="#">Xenopia Limited</a>	Web: Visited the pricing page	5/20/2009 6:24 AM	Contacted	🔥🔥🔥 ⭐⭐⭐
<a href="#">Kevin Bommelaer</a>	<a href="#">Reliqa Co.</a>	Web: Registered for a webinar	5/19/2009 4:11 AM	Lead	🔥🔥🔥 ⭐⭐☆
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<a href="#">Hana McMahon</a>	<a href="#">Ambipegh Company</a>	Email: Opened Sales Email	5/18/2009 3:43 PM	Opportunity	🔥🔥🔥 ⭐⭐⭐
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<a href="#">Seth Rada George</a>	<a href="#">Perth Limited</a>	Email: Clicked link in an email	5/18/2009 9:48 AM	Prospect	🔥🔥🔥 ⭐⭐☆
<a href="#">Jon Gaudreau</a>	<a href="#">Artisoft Limited</a>	Email: Clicked link in an email	5/19/2009 3:36 PM	Prospect	🔥🔥🔥 ⭐⭐☆
<a href="#">Jean Marie Vroon</a>	<a href="#">Flathice Inc.</a>	Email: Opened Sales Email	5/17/2009 6:46 PM	Opportunity	🔥🔥🔥 ⭐⭐☆

**Lead Feed**

[Lance Espinoza](#) Visited the pricing page (Web)  
[Xenopia Limited](#)  
Yesterday · [Subscribe](#)

[Shilpa Presley](#) Clicked link in an email (Email)  
[Eoilang Group LLC](#)  
Yesterday · [Subscribe](#)

[Natascha Czuperska](#) Clicked link in an email (Email)  
[Deochre Limited](#)  
Yesterday · [Subscribe](#)

[Hydee Pai](#) Clicked link in an email (Email)  
[Synthetia Group](#)  
Yesterday · [Subscribe](#)

[Jon Gaudreau](#) Clicked link in an email (Email)



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# Are you ready for Marketing Automation?

Factor	Disagree				Agree
	1	2	3	4	5
Our revenue process is complicated. It involves multiple touches from Marketing and/or Sales.					
We target sophisticated buyers who do a lot of research before they engage with us.					
Our company requires more insight into the exact value that our Marketing programs deliver, so we can quantify our investment.					
Our customer base out-sizes our Sales team (assuming you have one), so we lack direct personal relationships with all of our customers and prospects.					
It would be impossible to personally call every potential customer or new lead that we generate.					
Many of our new leads aren't yet ready to buy from us. They require nurturing.					
We would improve our sales results if Marketing played a bigger role in our revenue process, particularly as it applies to nurturing relationships with target early stage prospects.					
We already use most, or all, of the capabilities of our current email marketing service provider.					
Data drives almost every decision that our marketing team makes.					
Our marketing team is generating (or has specific plans to generate) significant amounts of personalized content for our target prospect					



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# Sample Marketo Success Path

## SUCCESS PATH

### FOUNDATION

- Basic Lead Scoring
- Programs and Campaign
- Forms for inbound Campaigns
- Outbound Campaigns

### TRANSFORM

- Lead Nurturing
- Advance Lead Scoring
- Lead Lifecycle
- Data Management
- Revenue Performance Management Measurements
- Event Management
- Social Media Integration
- Sales insight

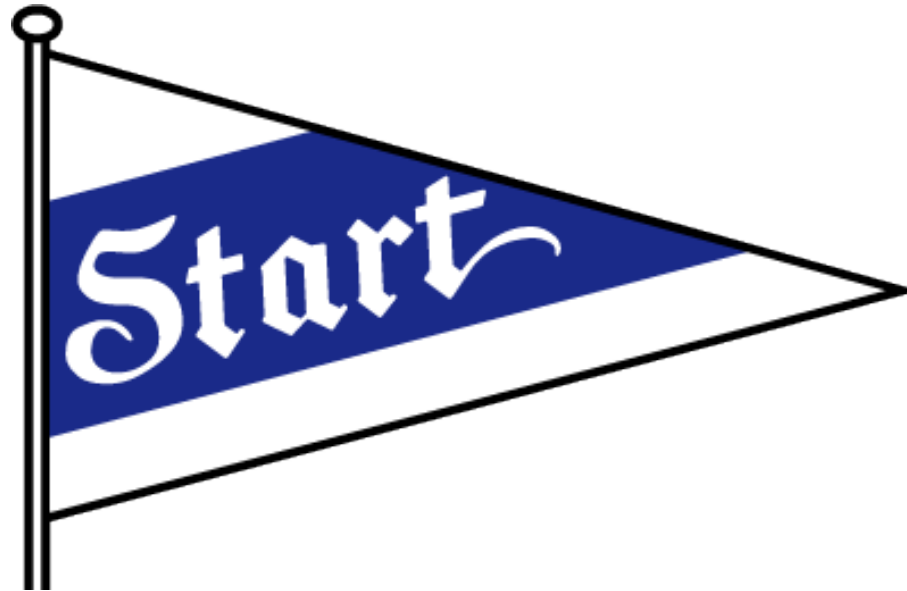
### ENRICH

- Advance Lead Nurturing
- Advance Segmentation Snippets
- Sales and Marketing Alignment
- Reporting and Analytics
- Metrics that Matter



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# Getting Started!



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# Who is your Target Audience?



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# About what do they care?



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# Where do we find them?



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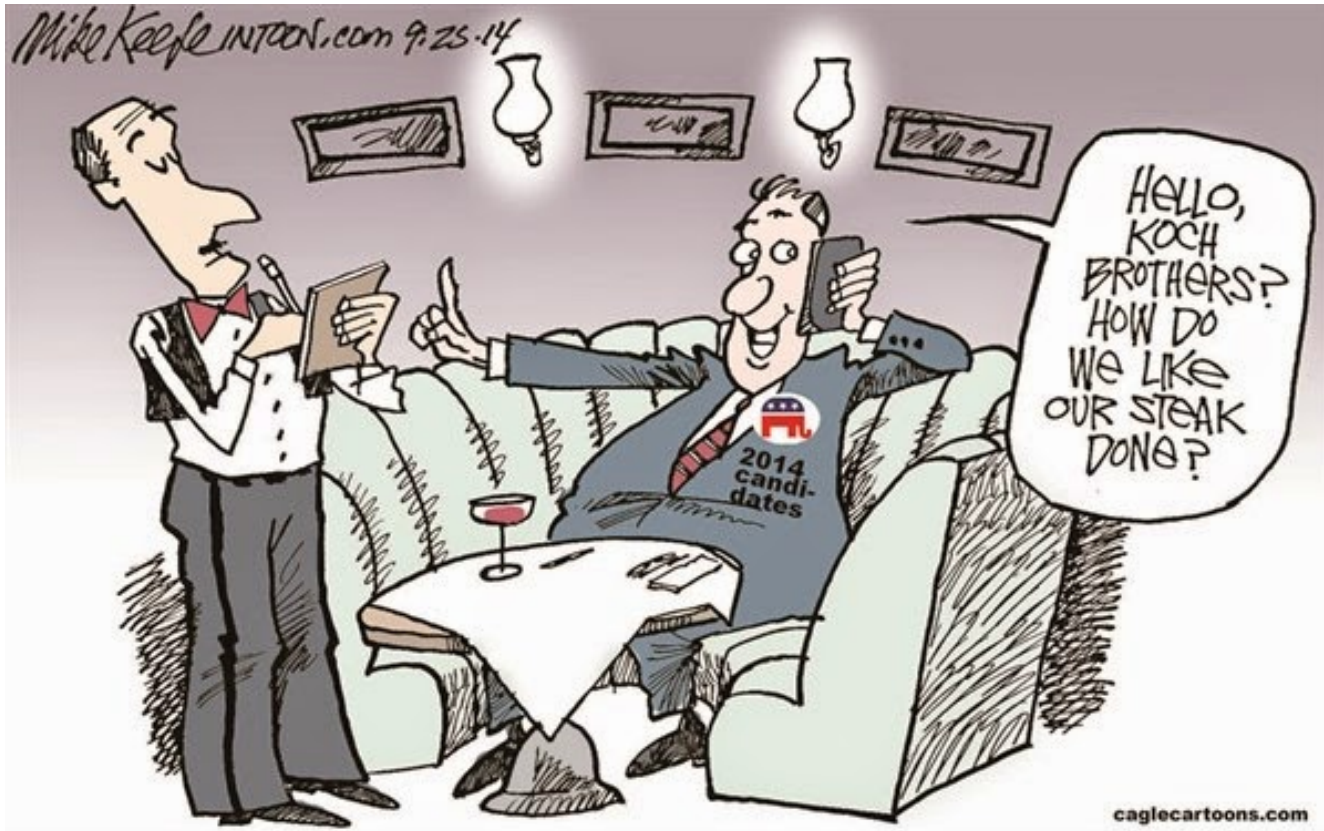
# Who or what influences them?



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# How do they want to engage and buy?



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# Create multiple PERSONA'S- but not too many



The image displays three distinct marketing personas, each represented by a portrait and a corresponding colored card with a quote. Fleur is a young woman with blonde hair in a red blazer, with a quote "No hassle!". Bert is an older man with glasses in a dark polo shirt, with a quote "Only if it's safe and reliable". Wilma is a woman with dark hair in a red top and patterned scarf, with a quote "I want to pick and mix myself".

Persona Name	Quote
FLEUR	<i>"No hassle!"</i>
BERT	<i>"Only if it's safe and reliable"</i>
WILMA	<i>"I want to pick and mix myself"</i>



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# Nurturing- Content Strategy

**PERSONA:**  
Strategic



**JOB TITLE:**  
• CEO



**Note: This is just as reference. This content strategy was developed for an IT client.**



# Channels to reach your Target Audience

- SEO
- Social Media
- Paid Search
- Email Marketing
- Website
- E-mail marketing
- Direct marketing
- Events
  - Online(Virtual)
  - Real in person(Tradeshow)
- Advertising



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# ROI for each tactics

Source	Prospects	Investment	% Lead 12 mo	Velocity (Days)	Lead to Opp Index
3 <sup>rd</sup> Party Email Blast	19,039	\$43	30%	147	0.2
Trade Show	12,619	\$53	29%	153	1.0
Paid Social Media Ad	4,319	\$65	30%	72	0.1
Virtual Trade Show	4,120	\$40	32%	213	1.6
Paid Webinar	3,849	\$63	36%	156	0.4
Pay-Per-Click (PPC)	2,999	\$171	48%	88	0.8
Content Syndication	2,302	\$126	40%	178	0.2
AppExchange	1,306	\$26	80%	26	0.9
Website/Inbound	3,352		57%	75	2.8
Referral / WOM	179		36%	158	10.9
Sales Prospecting	440		28%	108	3.6



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# Thank you!



[Madhu@ShowMeLeads.com](mailto:Madhu@ShowMeLeads.com)



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