Accelerator Program

For Marketo

Accelerator Program

ShowMeLeads Accelerator Program is a live consulting engagement designed for customers who already have well-defined lead management processes and marketing automation programs and want to deploy Marketo as quickly as possible. You will walk away from this program with a live Marketo production system, a solid understanding of key marketing automation concepts, hands on experience with advanced Marketo features and capabilities, and a successfully-launched campaign.

The Accelerator Program featuring six key modules:

• Lead Lifecycle Management
• Building the Revenue Engine
• Data Segmentation & Management
• Business Process Review and Content Design
• Marketing Activities
• Analytics & Reporting

Business Process Review and Lead Lifecycle Design

Your comprehensive lead lifecycle design is the most critical component of your revenue performance engine, and it's important to ensure you are building your strategy with sales and marketing alignment in mind. We begin by reviewing your current lead management processes, marketing initiatives, and business objectives, and conduct a thorough deep-dive to:

- Develop full lead lifecycle flows, including lead definitions and sources, status buckets/stages and lead scoring strategies

- Build a synchronized lead hand-off and communication process to sales

- Create an understanding of fast track buying behaviors and lead qualification best practices

- Determine won-opportunity strategies such as cross-sell, up-sell, and renewals

Building the Revenue Engine

Your revenue model is a visual representation of your lead management process, helping you see your leads as they come in and move through the various stages of your funnel: from lead acquisition to marketing-qualified, sales accepted/rejected, sales qualified, all the way to paying customer. ShowMeLeads helps build the model that matches your desired workflows, showing you how to:

- Build modeller stages, transitions, and a path to success

- Constructing behaviour and demographic scoring programs

- Prioritize and qualify leads for your sales team based on your scoring programs

- Understand where leads can get stuck in the funnel to ensure an effective, streamlined process

Data Segmentation & Administration

Be sure that you understand what goes into creating and managing your on-going lists for targeted marketing initiatives. ShowMeLeads helps you build a plan to standardize and normalize data for your Marketo campaigns, enabling you to:

- Identify your core segments, such as prospects, customers, competitors, partners, and more

- Target and filter your outbound campaigns by location, industry, and other criteria

- Clean up dirty data and identify duplicate leads

- Create your list of key demographic attributes, including what makes up your ideal prospect

Content Design

ShowMeLeads guides you in building your content library for Marketo marketing campaigns. We'll show you how to map content to inbound nurture programs, outbound marketing campaigns, and SEO/PPC initiatives. You'll learn to:

- Build web forms and targeted landing page and email templates for your nurturing programs

- Migrating your existing web forms to Marketo

- Capturing the right information in your lead forms and Progressive Profiling forms

- Integrating SFDC campaigns into your Marketo web forms for accurate tracking

Marketing Activities

Once your lead and revenue models have been built, it's time to launch your campaigns. ShowMeLeads gives you proven best practices to rollout all types of marketing programs, including outbound email campaigns, lead nurturing, webcasts, SEO/PPC campaigns, upsell and cross-sell, auto-responders, tagging, and much more. We'll guide you in how to:

- Construct and roll out all of your campaigns, along with lead flows

- Measure and test campaign effectiveness, responsiveness and conversion rates

- Random sample and A/B message testing
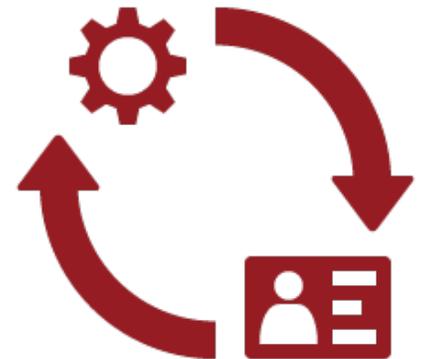
Analytics and Reports

Start tracking your campaigns' performance with Marketo Analytics and learn how to make adjustments and optimize the next round of campaigns. You'll build reports for sales, marketing, and executive teams to show them your marketing effectiveness and lead in-flow. Track key performance indicators such as:

- Your best lead sources moving through the funnel

- Your ideal email open and click-through rates, and how to define "success" for a campaign

- Which campaigns are driving the most revenue
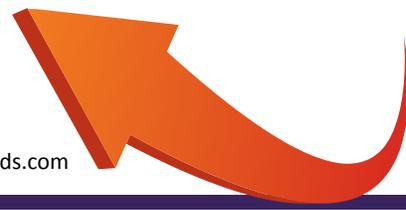
"Accelerator Program will help you harness the power of Marketo and transform your business. Our Marketo Certified Experts will set up your Marketo instance and create all the programs based on best practices and which will be scalable and measurable. The objective of all the deliverables is get you the most value from Marketo faster."

About ShowMeLeads Inc.

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, ActOn, Marketo, Exact Target and Salesforce.