



BUSINESS TO

Human

AN ENGAGEMENT MARKETING PANEL DISCUSSION

Part of the

# marketing therapy

Series

# Today's Agenda



4:00 – 4:30

Engagement Marketing in  
the Age of Digital Disruption



4:30 – 5:45

Panel Discussion: Tuning your  
MAP for Engagement Marketing



5:45 – 6:30

Cocktails &  
Hors D'Oeuvres

# Today's Hosts



**Mark Emond**

Founder & President  
Demand Spring  
[@mark\\_dspring](#)



**David Wondolowski**

Director Enterprise East  
Marketo

# Special Thanks!





# ENGAGEMENT MARKETING

*in the Age of*

# DIGITAL DISRUPTION

#BusinessToHuman

demand  spring |  Marketo



# Digital Transformation has changed everything

A woman with long dark hair is looking down at a smartphone in her hands. She is wearing a dark top and a light-colored shawl. The background is a blurred crowd of people. Overlaid on the image is a network diagram consisting of several circular nodes connected by thin lines, suggesting a digital or social network.

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A woman with long brown hair is shown in profile, looking down at a tablet computer she is holding. The background is a blurred city street at night with warm, yellow bokeh lights. Overlaid on the image is a network diagram with a central car icon. Lines radiate from the car to various circular icons: a steering wheel, a clock, a car with a lightning bolt, a smartphone, a bar chart, a speech bubble, and a car with a checkmark. The text 'Buyer expectations have' is in white, and 'CHANGED THE GAME.' is in large, bold, blue letters.

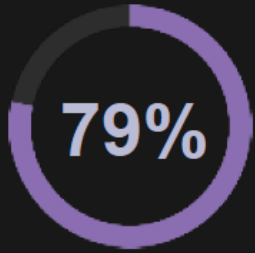
Buyer  
expectations have  
**CHANGED THE GAME.**

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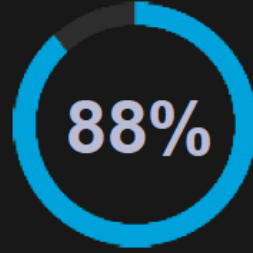


# WANTEDNESS

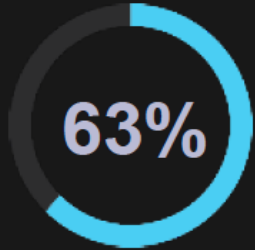
## in the Engagement Economy



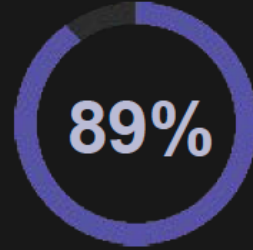
only consider brands that show they understand and care about 'me'



want to engage with brands that are setting new standards



of best brands exceed expectations across the entire customer journey



loyal to brands that share their values

NETFLIX

UBER

Digital Disruption  
is **INEVITABLE**

 airbnb

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# “The Buyer Disconnect”

trustradius™

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## The Disconnect

- Buyers don't find vendor material very useful
- Buyers don't trust all vendor claims
- Vendors see their role as strategic; buyers see it as pragmatic



## Opportunities

- Buyers want hands-on experience and customer insights
- Vendors aren't leveraging satisfied customers
- Strategic vendors are in the best position to influence buyers

“An explosion in touch points has resulted in a explosion in point systems, which leaves the marketer confused and the marketing landscape complicated.”



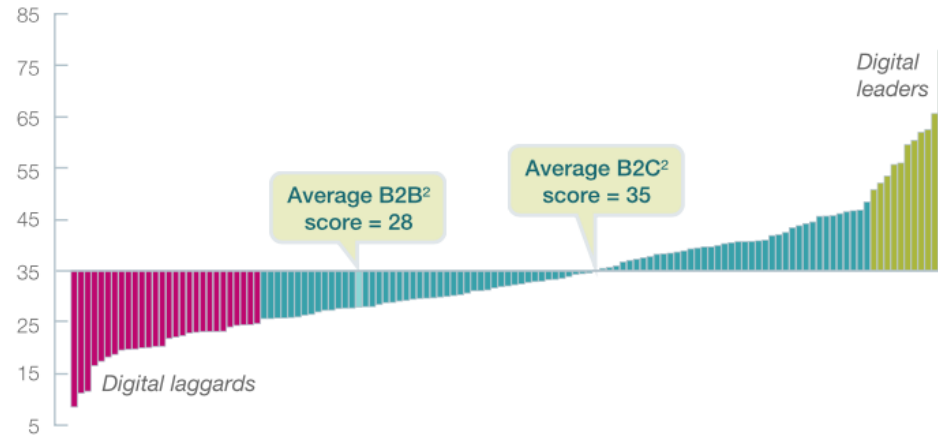


Winning means delivering  
**Personalized and Authentic**  
experiences at scale

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# B2C Ahead of B2B in Digitization

Digital Quotient (DQ) score<sup>1</sup>  
on a scale of 0 to 100

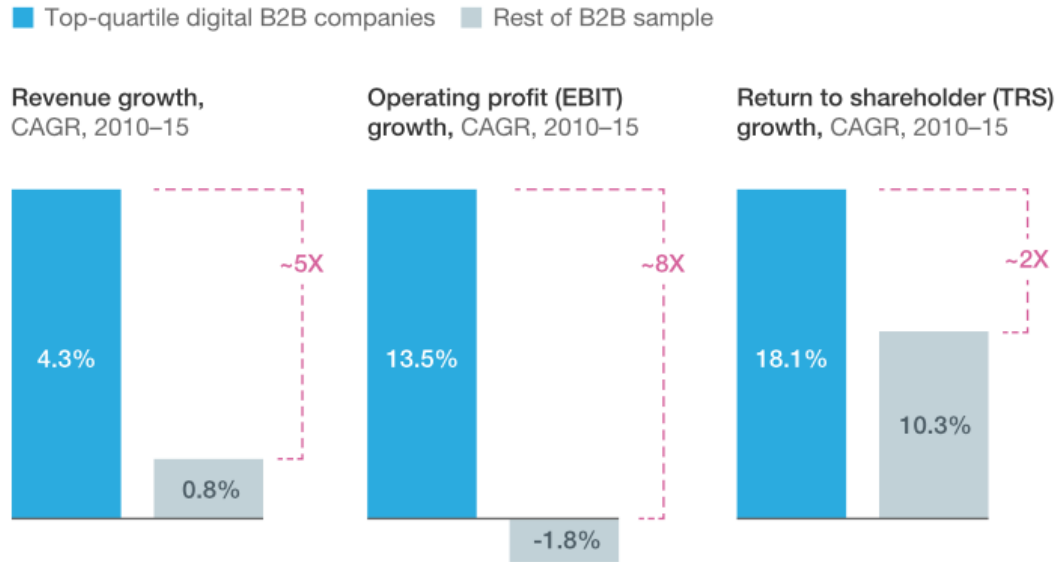


<sup>1</sup>DQ score is an average across 4 equally weighted dimensions: culture, strategy, capabilities, and organization.

<sup>2</sup>2016 sample includes 47 B2B and 128 B2C companies and reflects an update from previously published versions.

McKinsey&Company

# The (Profound) Impact of Digitization on Financials



McKinsey&Company | Source: McKinsey Digital Quotient®, Capital IQ

*Marketo is helping us better identify our fans and communicate with them."*

**Mike Donnay, VP of Brand Networks**



The move to Marketo helps the Detroit Pistons and Palace Sports & Entertainment deepen fan engagement



Year-over-year  
ticket sales

**↑30%**



Renewal rates

**↑90%**



Year-over-year  
eMarketing revenue

**↑132%**





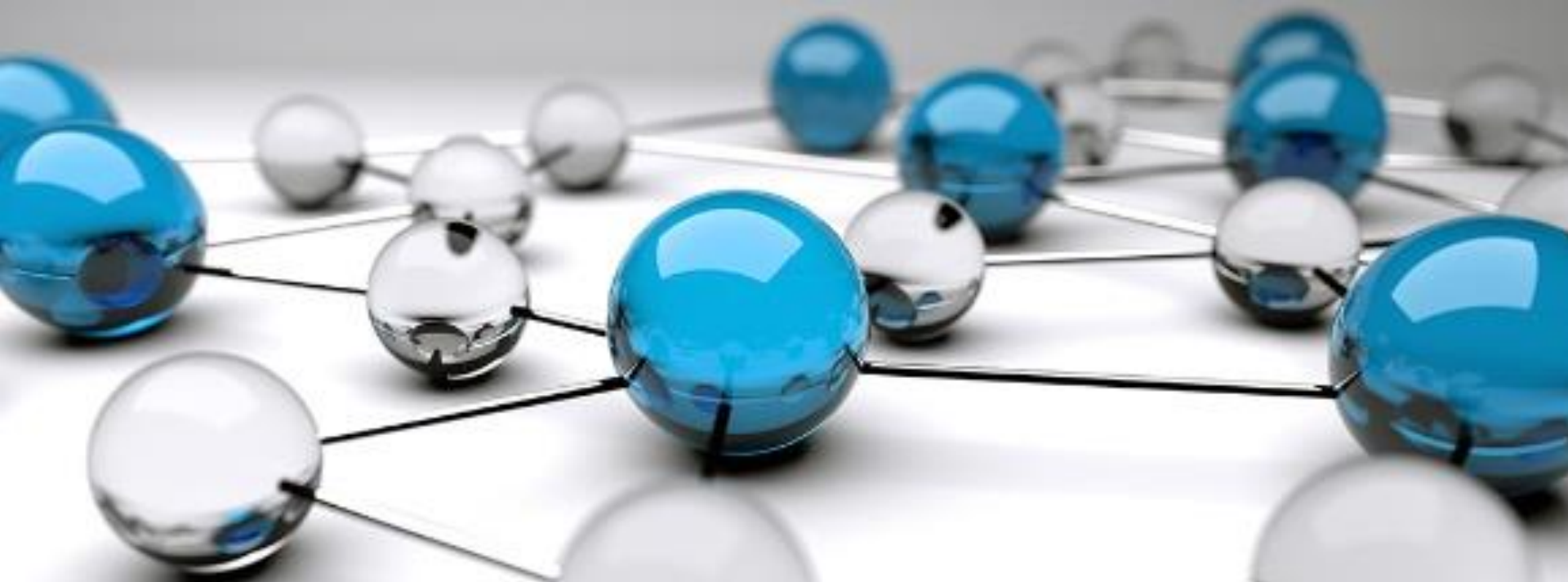
# A Fractured Buying Experience

- B2B buyers who interact with multiple channels spend more.
- B2B buyers use six different channels during their buyer journey.
- > 90% of B2B buyers use mobile devices during buying process, yet < 10% of B2B companies have a compelling mobile strategy.

McKinsey&Company | Source: McKinsey Digital Quotient®, Capital IQ

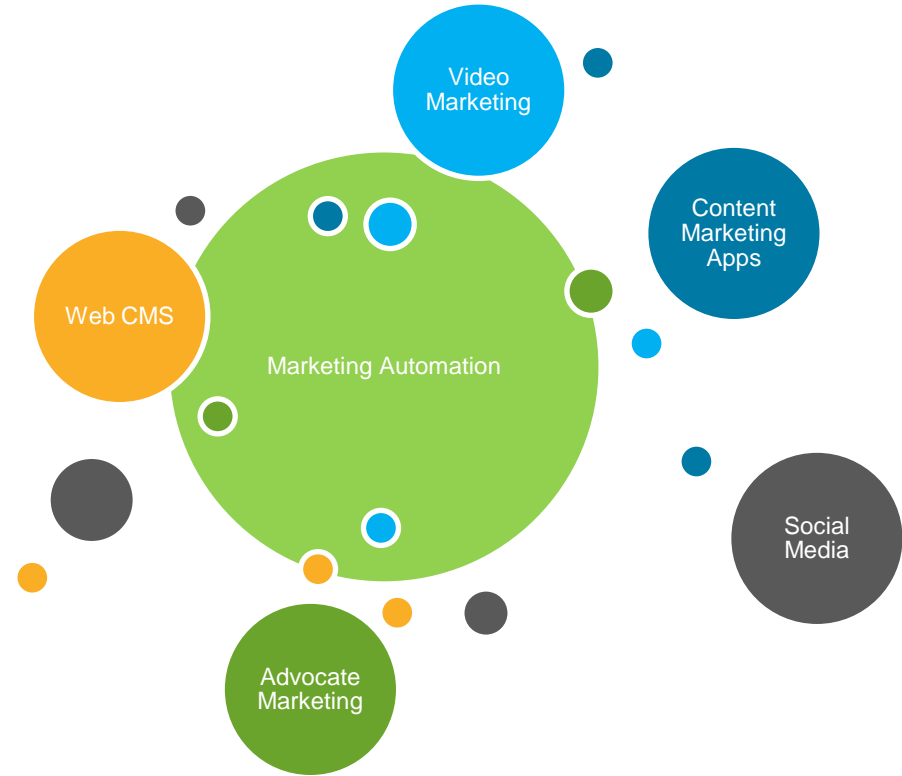


Do you provide an integrated cross-channel, cross-device experience for your buyers?



**Effective, coordinated pre-sales activities can help B2B companies achieve win rates of 40-50% in new business and 80-90% in renewals.**

# Marketing Automation is at the Core of Engagement Marketing



# My Car and Your MAP: Soulmates?







# Engagement Marketing Best Practices



1

Deeply understand your buyer journey and buyer persona.



2

Align your engagement marketing strategy (content and channels) to your buyer personas and the stages in the buyer journey and customer lifecycle.



3

Deliver exceptional experiences at every stage in the journey.

- Old school: Interruption.
- Today: Educate, engage, and inspire with relevant content.

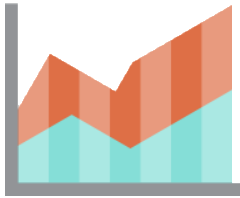


4

Integrate your marketing and sales processes to ensure seamless experiences across all channels.

# The DNA of Engagement Marketing with MAP

3 core components of Marketing Automation and complimentary marketing technologies that enables engagement marketing



Data



Nurture



Analytics



A healthy, enriched database in your marketing automation platform is vital to driving the type of hyper-targeted, trigger-based programs that drive engagement to key personas throughout the customer lifecycle.



## Critical Inputs:

- Technology
- Data governance standards
- Processes



## Crawl:

- Sync MAP & CRM
- Data de-duplication
- CRM hygiene and governance



## Walk:

- Data enrichment via batch processes
- SmartForms enriching lead records during form completion



## Run:

- Predictive insights driving propensity-to-buy segmentation and engagement

Hyper-targeted nurturing is the above the iceberg part of engagement marketing. It should be multi-channel and aligned to personas and stages in the customer lifecycle (via field changes in MAP and CRM, such as lead score, lead status, opportunity stage, and revenue model stage).



## Critical Inputs:

- Strategy
- Technology
- Content



## Crawl:

- Buyer persona segmentation
- Content curation/light development
- TOFU/MOFU simple email nurturing
- Lead scoring
- Lead management



## Walk:

- Buyer persona research
- Content development
- Recycle nurture program
- Web personalization testing
- 3<sup>rd</sup> party content experience app testing



## Run:

- Customer nurture
- Web personalization
- ABM
- Paid media testing
- 3<sup>rd</sup> party apps



# DNA | Analytics

Measure it and manage it to optimize your engagement marketing programs.  
The key – it's about way more than technology.



## Critical Inputs:

- Strategy
- Technology
- Dedicated analyst resources
- Data-driven decision-making processes



## Crawl:

- Determine your KPIs (executive and operational)
- Sync MAP-CRM
- Build simple reports that align to KPIs
- Schedule report distribution
- Meet frequently with your peers to review analytics



## Walk:

- Partner with IT/BI/CRM team to resolve analytics issues (CRM hygiene, data warehouse issues, API issues)
- Build more advanced reports/dashboards/scorecards
- Deliver Sales Analytics (Marketo Sales Insight)



## Run:

- Hire a Business Analyst
- Add deeper analytics technology (Predictive Modeling, Statistical Analysis)



*Panel Discussion*

# Tuning Your MAP for Engagement Marketing

# Today's Panelists



Mark Emond  
Founder & President,  
Demand Spring



David Wondolowski  
Director Enterprise East,  
Marketo



Tyler Lessard  
Chief Marketing Officer,  
Vidyard



Carolyn Mar  
Marketing Manager, Customer  
Engagement Management -  
Global, Corporate Marketing,  
Four Seasons



Tara Robertson  
Director of Demand Generation,  
Uberflip



Brandi Smith  
Director of Demand Generation,  
Influitive

# Dive Deeper

## Optimize your Marketo instance with our Marketo Audit & Accelerator.

A comprehensive review and roadmap of how and where to optimize your instance.

[demandspring.com/MarketoAudit](https://demandspring.com/MarketoAudit)







**4 DAYS OF APRIL**

SUNDAY  
**23**

MONDAY  
**24**

TUESDAY  
**25**

WEDNESDAY  
**26**



**100+**  
**SESSIONS**

**11**  
**KEYNOTES**

**6K**  
**ATTENDEES**



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