

WHAT BEST-IN-CLASS MARKETERS ARE PLANNING FOR 2015

PLEASE USE HASHTAG #ABGWEBINAR

→ **Maribeth Ross**
Chief Content Officer, Managing Director
Aberdeen Group

THANK YOU TO OUR MEDIA PARTNERS:





MARIBETH ROSS

Chief Content
Officer,

Managing
Director,

Aberdeen Group

Over 15 years of experience driving marketing strategy & execution.

Industry Experience:

- Held various marketing leadership roles in companies of all sizes, most recently VP of Marketing NetProspex
- Love of content marketing really emerged as Director Solutions Marketing, Iron Mountain
- Analytics-focused from being a 6-Sigma Black Belt
- Hobbies include interior design, cooking & photography
- Blog: MaribethRoss.com

Aberdeen Group today:

- Not an analyst firm – a research content publisher
- New content marketing solutions: AberdeenContent.com

TODAY'S AGENDA:

1. **Pressures** shaping marketers' plans in 2015

- Getting the most out of your technology
- Improving your demand generation process
- Standing out in a content-centric world
- Making sales successful with today's digital buyer

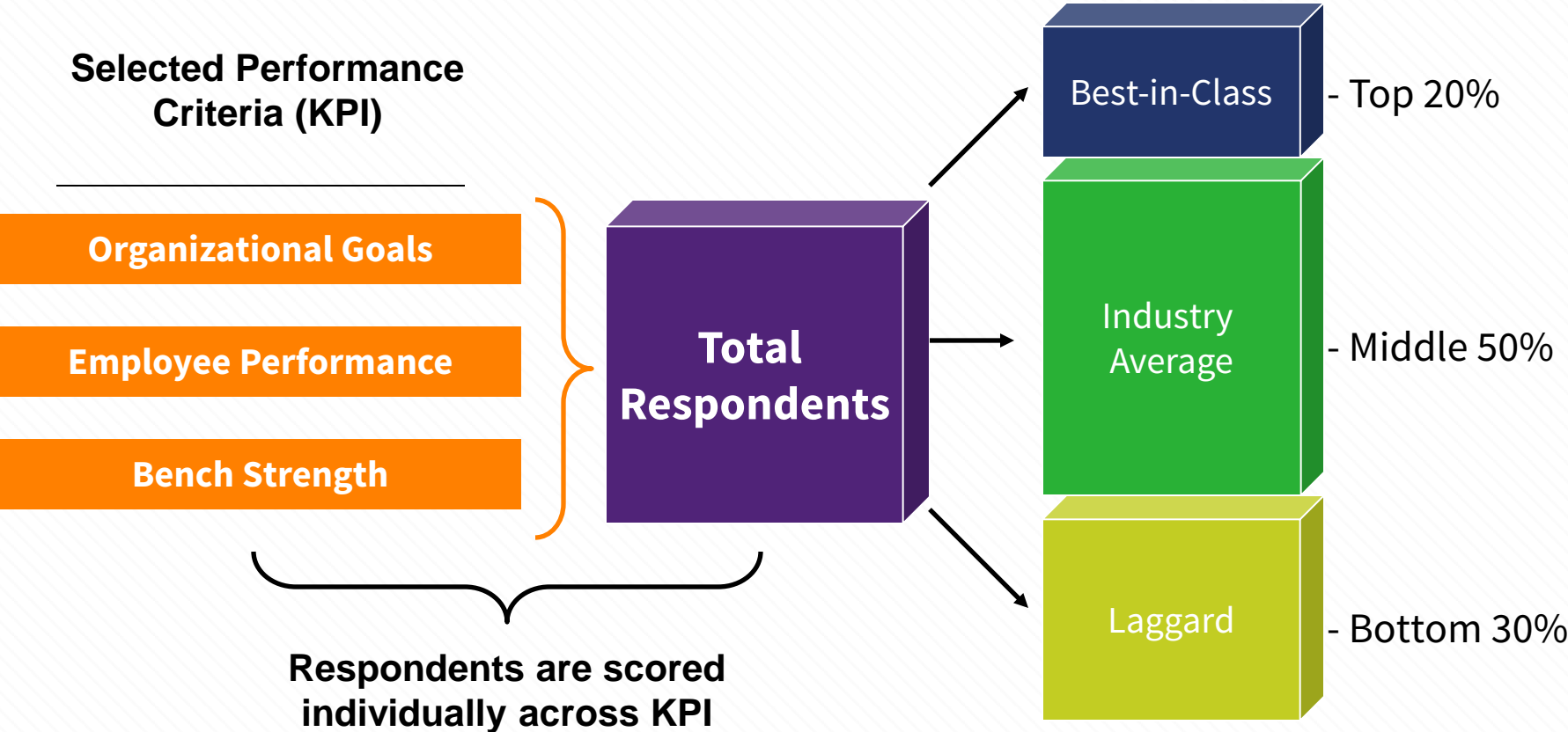
2. **Best-in-Class** strategies and priorities

3. **How** to leverage our planning tool

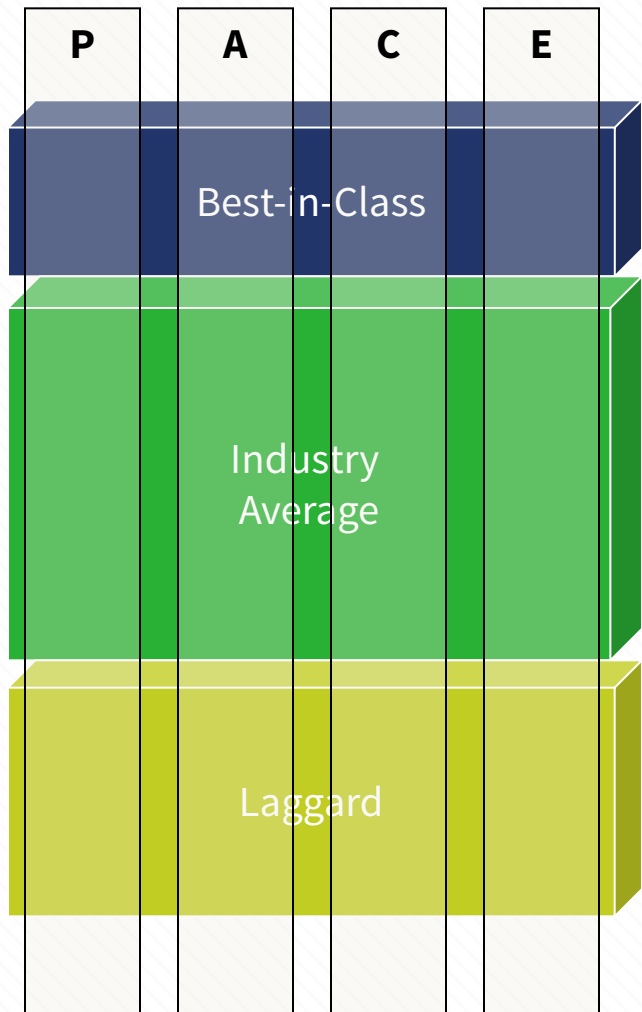
4. **Interactive Q&A**

ABERDEEN MATURITY CLASS FRAMEWORK

DEFINING THE BEST-IN-CLASS



UNDERSTANDING WHAT IT TAKES TO ACHIEVE SUCCESS



What you need to do to become Best-in-Class:

- What processes you should have in place to address **Pressures**
- Organizational **Actions**
- Data / Knowledge management **Capabilities** to consider
- Technology **Enablers** you should evaluate

TOP PRESSURES FACING MARKETERS



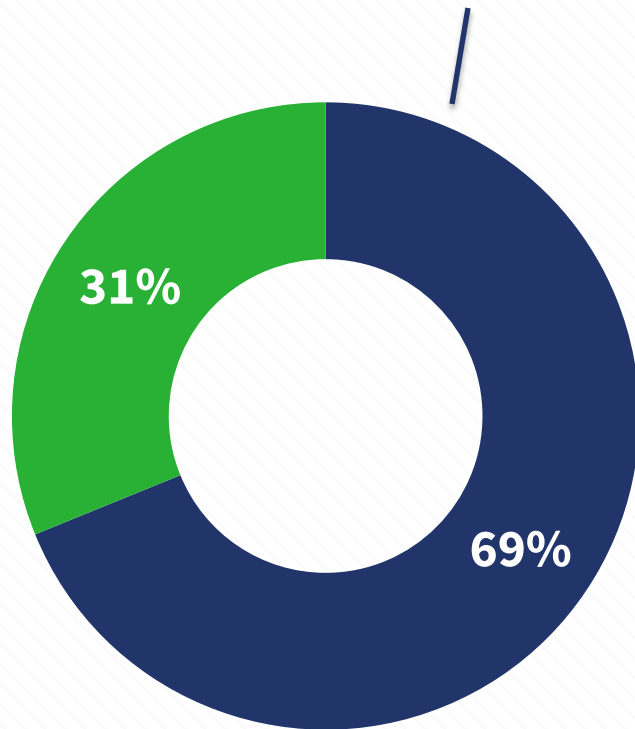
**What we
heard in 2014**

PRESSURE #1 “We’re not getting the most out of our marketing automation investment.”



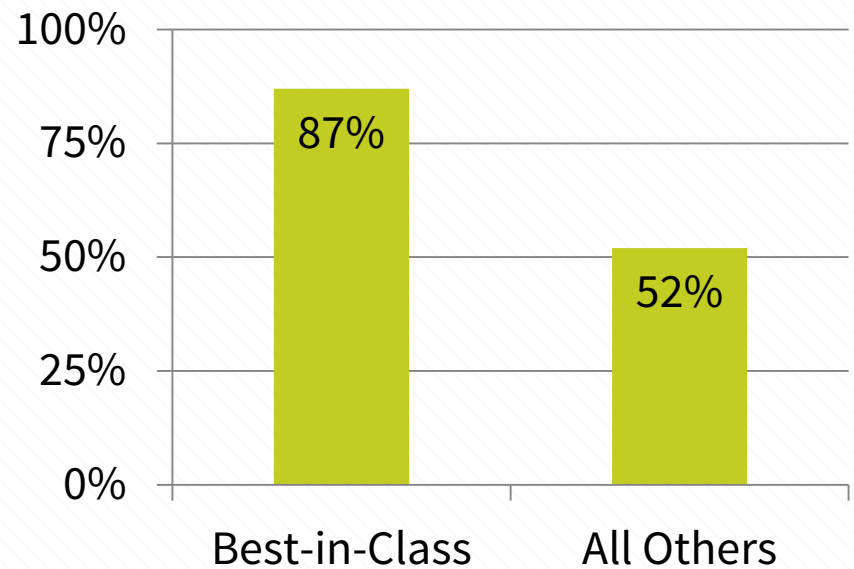
ADOPTION IS STRONG

Nearly 70% of all companies surveyed are currently using / implementing a MAP



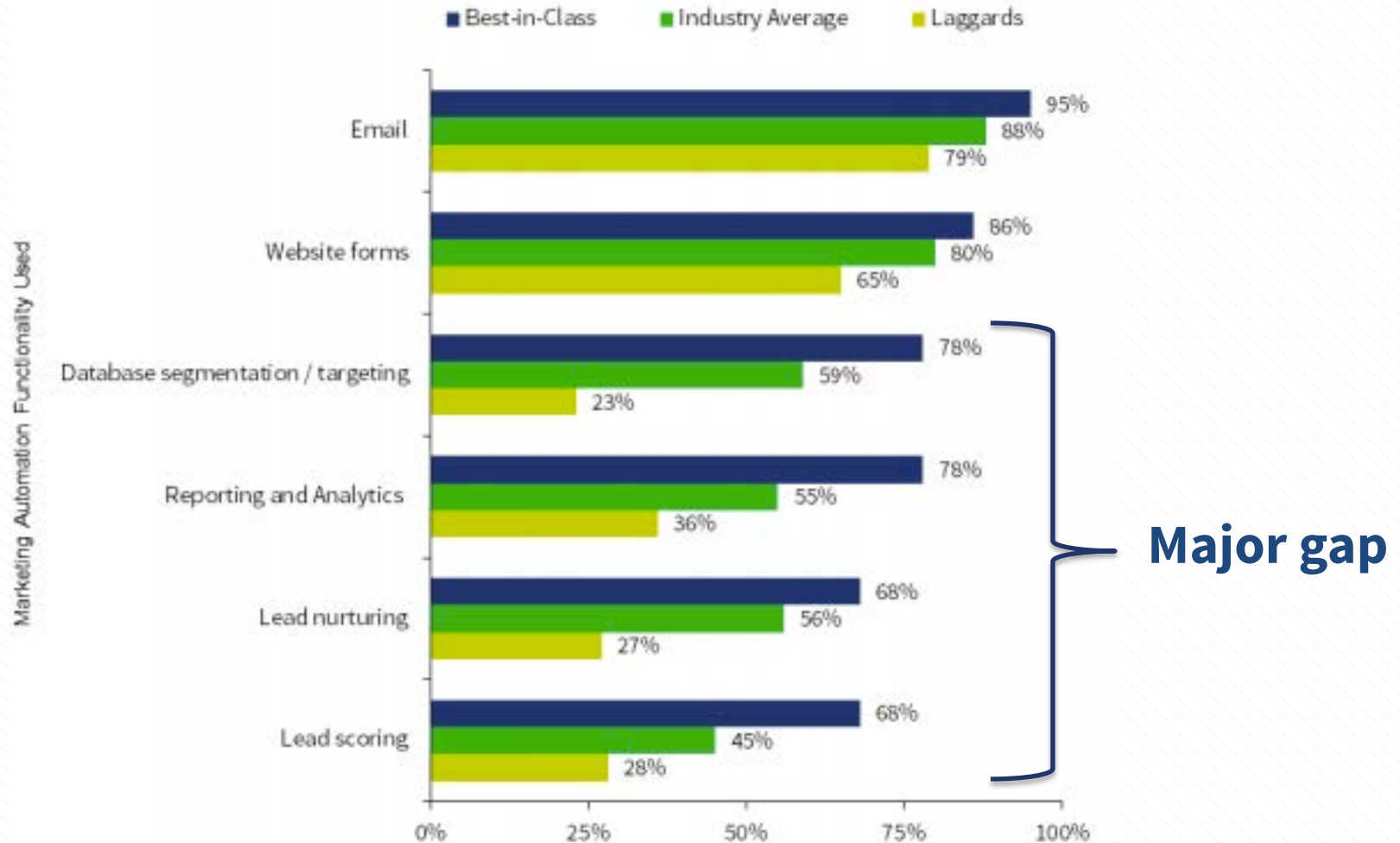
n=199

Best-in-Class firms are **67% more likely** to use a MAP



n=199

MARKETING AUTOMATION FUNCTIONAL USAGE:



n = 170

The #1 reason

for not implementing a marketing automation platform is a **lack of mature marketing practices / processes.**



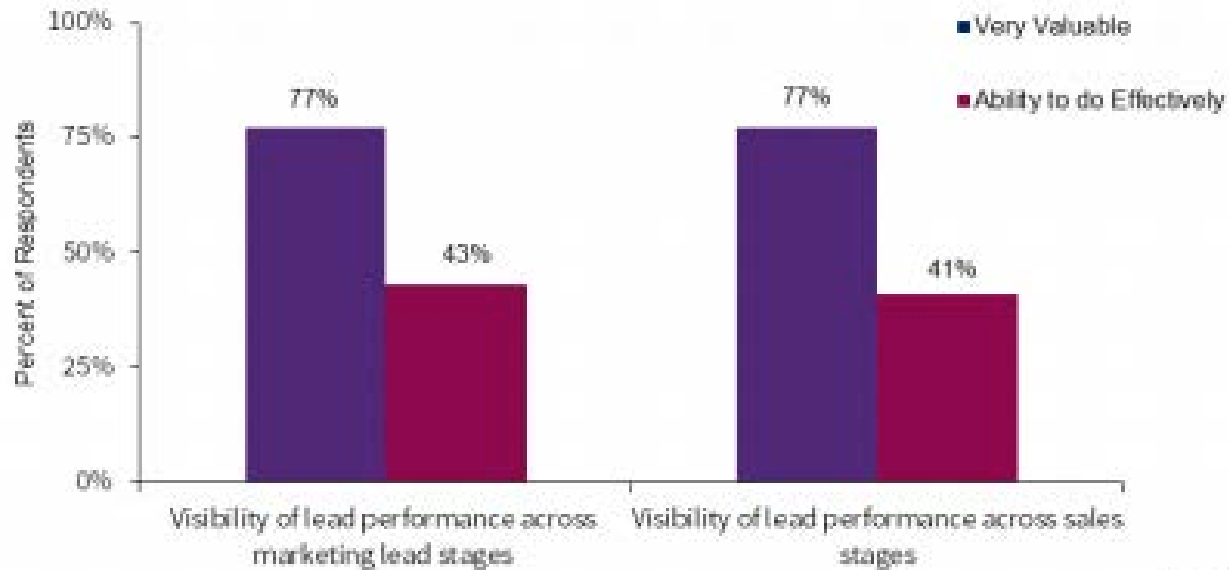
PRESSURE #2

**“We know lead
management is
important...**



**...but we're not
doing it very
well.”**

COMPANIES VALUE TRACKING LEAD STAGES BUT AREN'T EFFECTIVE AT IT



n = 199

58%

of respondents have well-defined, common lead definitions between sales and marketing.



Yet only

9%

have fully-automated their lead management process.

Market Capitalization
ization(US\$ in Billions)

Property
REIT

PRESSURE #3

“Our buyers are doing more research on more channels before ever talking to sales.”

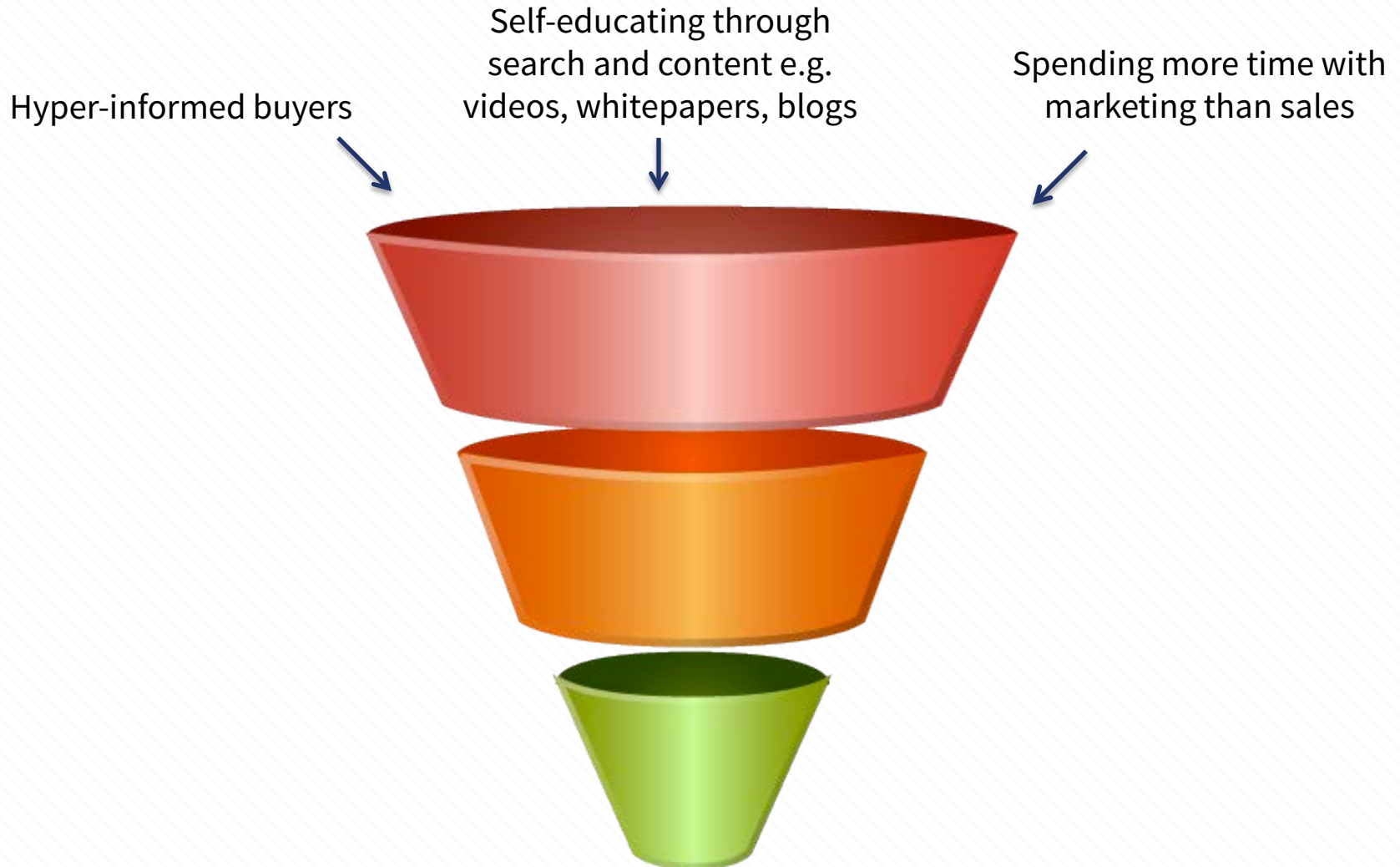


in order to

Pacific, Singapore
remains to be a leader and
high growth market for REIT
Japan and Australia

can
market
several
with
coming
Both
proper
bundle
Singapore
Asia

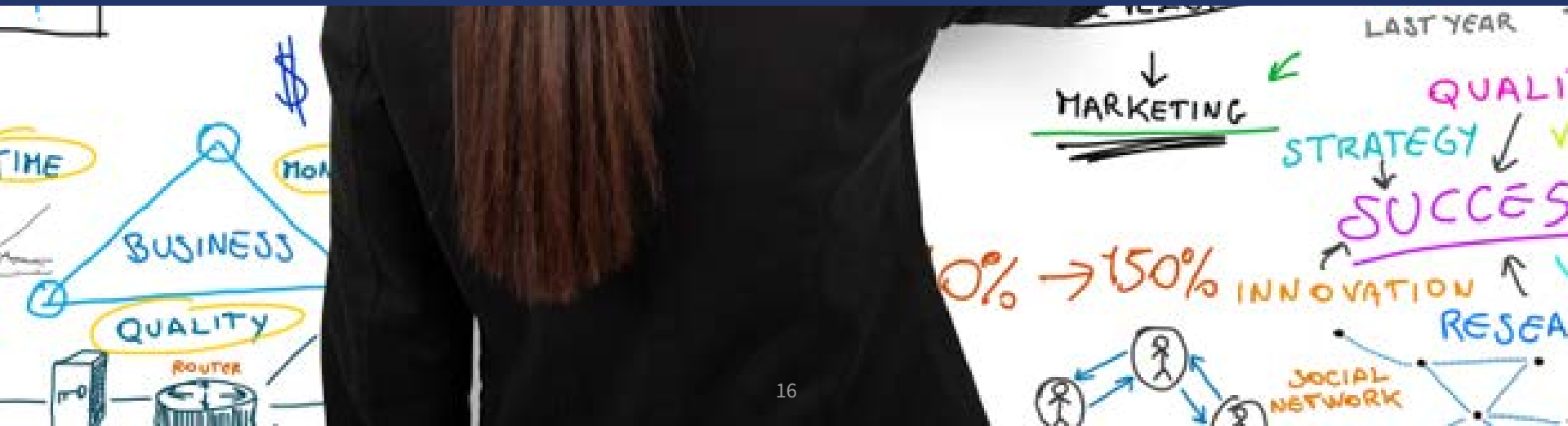
HIDDEN SALES CYCLE





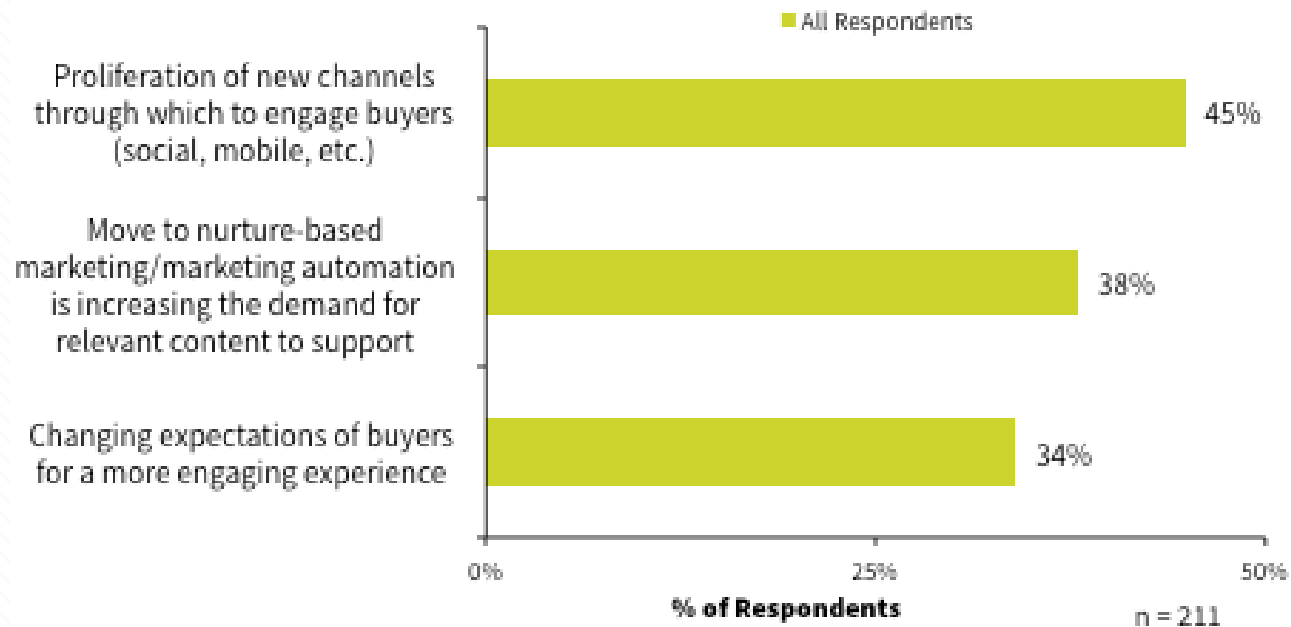
75% OF COMPANIES ARE ACTIVE WITH CONTENT MARKETING

But only 27% of these firms call their program “robust”





Marketing Approaches and Buyer Expectations are Driving Content Marketing

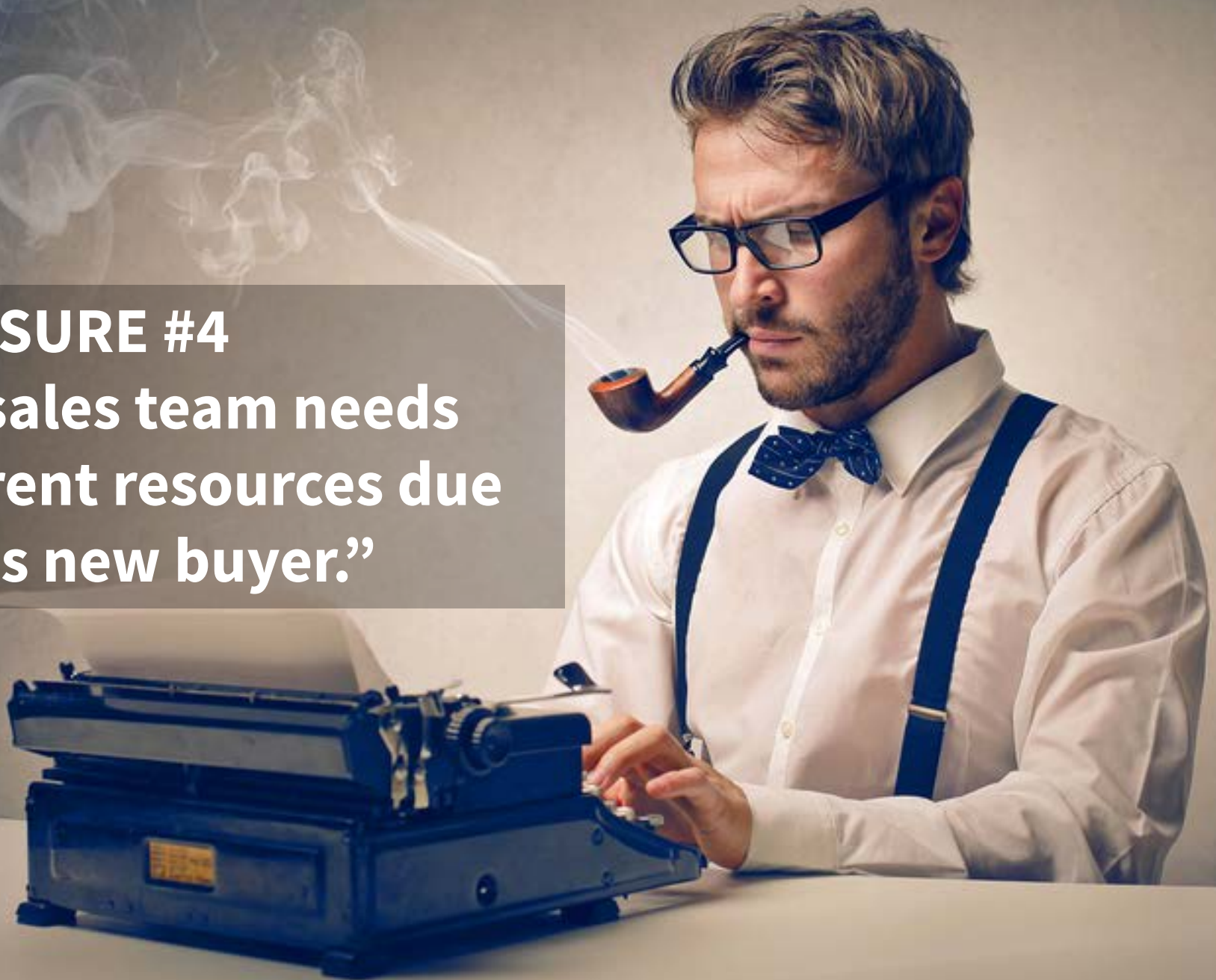




Only **32% of marketers** feel they are able to publish sufficient content to meet their needs.

PRESSURE #4

“My sales team needs different resources due to this new buyer.”

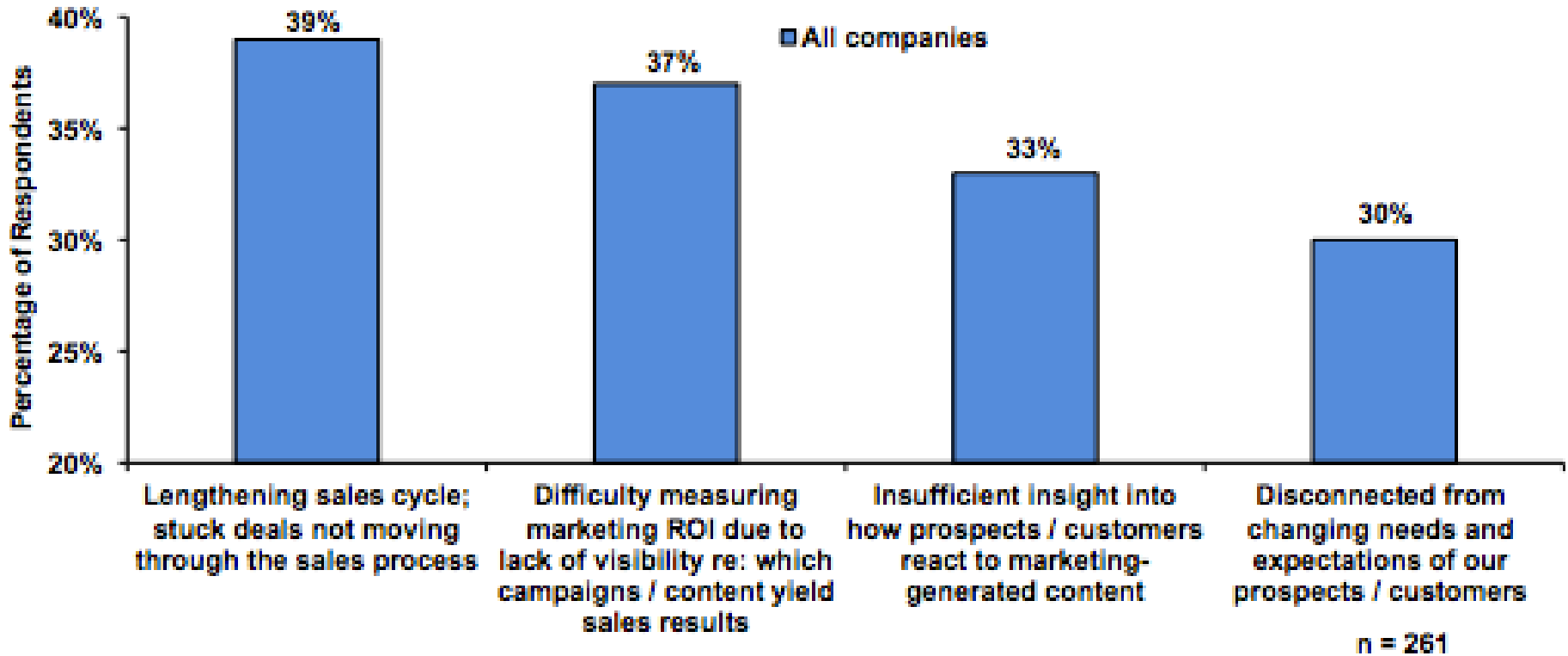


Best-in-Class sellers cite content, especially 3rd party content as **effective or highly effective** when used during the active selling cycle...



...yet only **43% of marketers** are providing content to their sellers to use it in the field.

SALES ENABLEMENT PRESSURES

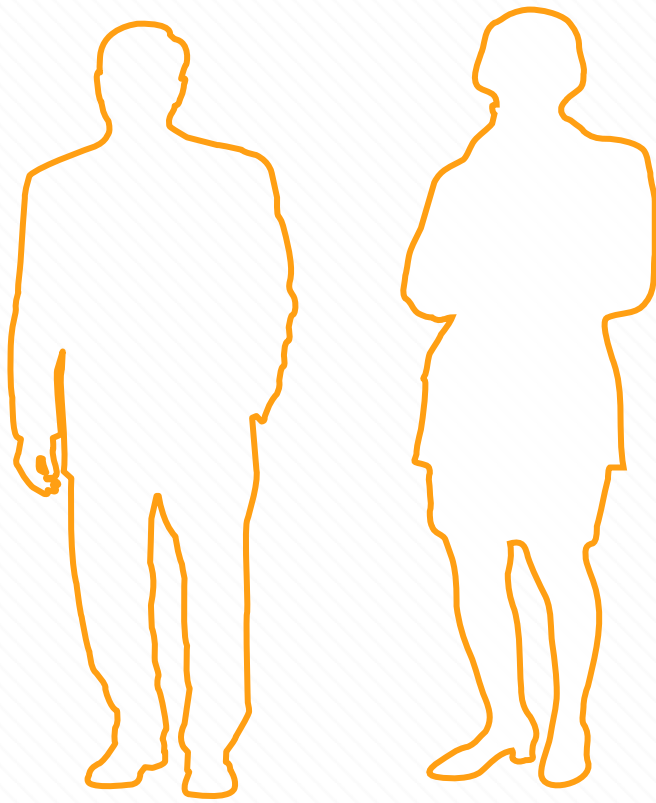


n = 261

POLL

BEST-IN-CLASS STRATEGIES FOR 2015

STRATEGY 1: IMPROVE YOUR USE OF MARKETING AUTOMATION IN 2015



65%

of Best-in-Class companies have
a dedicated marketing
operations resource in place.

Compared with 51% of All Others.

MAP IMPROVEMENTS PLANNED:

- ❑ 49% of companies are planning to use **progressive profiling**
- ❑ 49% plan to develop a process to **test and optimize** landing page content
- ❑ 47% are looking to aggregate activity from multiple contacts at single organizations to get **account-level views**
- ❑ 38% seek to clearly **define a process** for when leads are sent to sales or returned to marketing to nurture
- ❑ 36% will be working on their **lead scoring** process



LAGGARDS ARE PLAYING CATCH-UP...

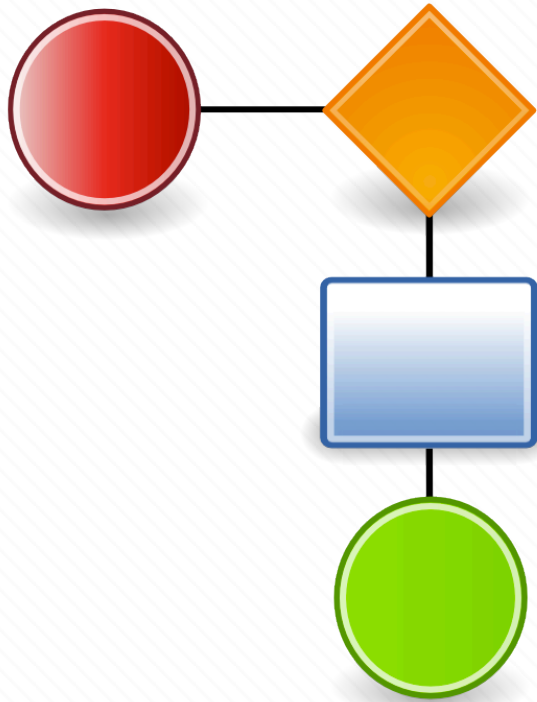
- **40%** of Laggard companies plan to incorporate lead scoring
- **40%** plan to use Reporting and Analytics
- **51%** plan to use Lead Nurturing
- **52%** plan to use Database segmentation and targeting



Note:

Best-in-Class and Industry Average plan to spend on **marketing data services** while Laggard companies **do not plan to do so.**

STRATEGY 2: CLEARLY DEFINE LEAD MANAGEMENT PROCESSES



74%

of Best-in-Class companies have clearly defined lead management processes.

Compared with below half of All Others.

BENCHMARK CONVERSION RATES

(You'll want to print this slide.)

Conversion Metric	Best-in-Class	Average	Laggard
Unknown visitor to Marketing Engaged Contact	6.7%	5.5%	3.1%
Marketing Engaged Contact to Marketing Qualified Lead	35.6%	22.3%	9.7%
Marketing Qualified Lead to Sales Actioned Lead	53.4%	36.2%	10.6%
Sales Actioned Lead to Sales Opportunity	56.8%	32.8%	9.8%
Sales Opportunity to Closed Deal	45%	29%	21%

Download the report: bit.ly/tollgates

TOP 3 STRATEGIC INITIATIVES FOR THE BEST-IN-CLASS

1

Developing marketing programs focused on "top of funnel" lead generation (37%)

2

Funnel optimization / revenue performance management (34%)

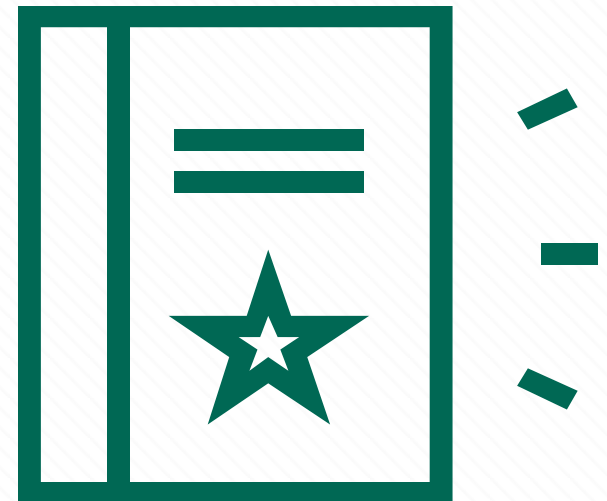
3

Developing clear, end-to-end lead management processes between marketing and sales (32%)

STRATEGY 3: COMBAT THE HIDDEN SALES CYCLE WITH CONTENT

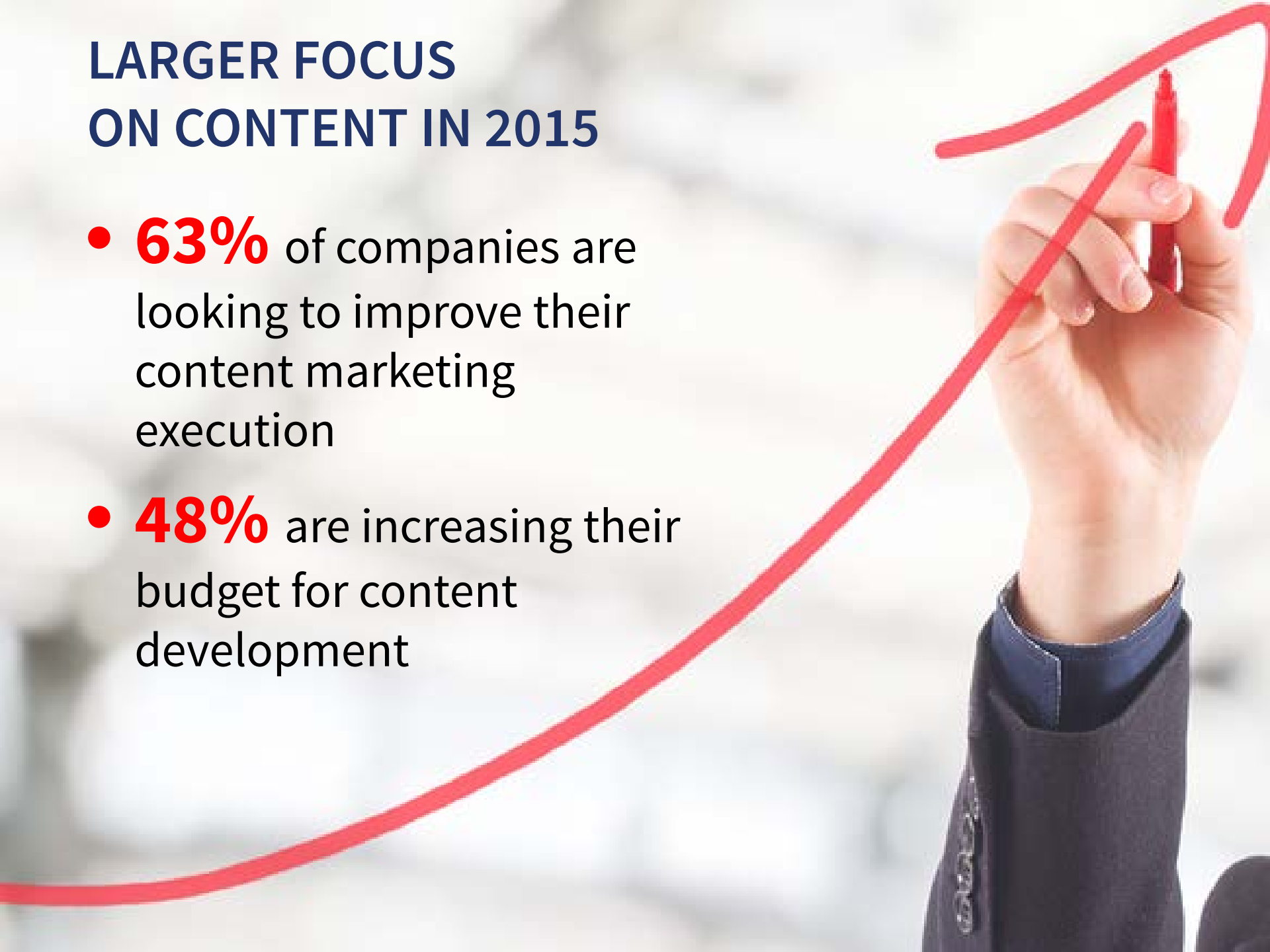
Best-in-Class content in 2015:

- Is well-aligned to the buyers journey
- Nurtures leads for sales
- Incorporates video



LARGER FOCUS ON CONTENT IN 2015

- **63%** of companies are looking to improve their content marketing execution
- **48%** are increasing their budget for content development



CONTENT BUDGET THEMES FOR 2015

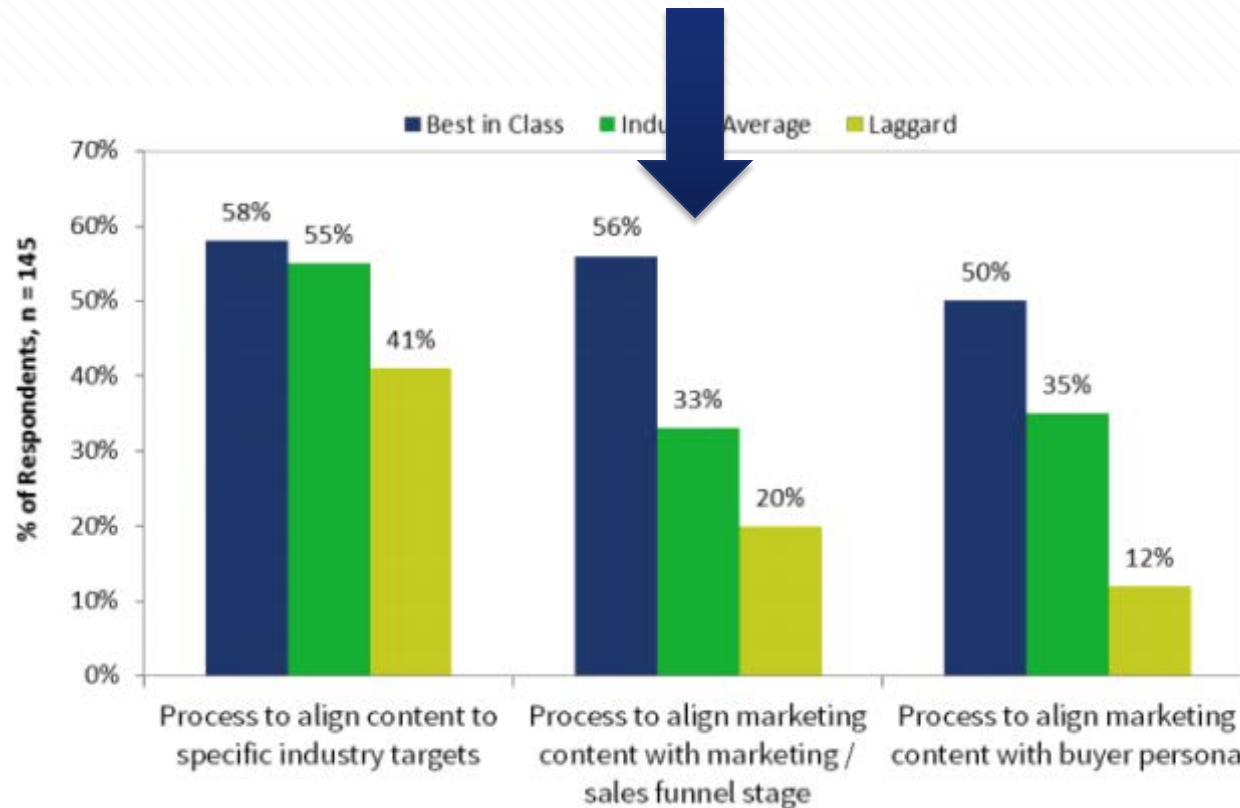
- Best-in-Class are spending **more on sponsorships of webinars + whitepapers**, and less on trade shows
- Budget allocation for **offline advertising** is down across the board for companies at all levels
- Leading companies plan to increase their **digital advertising** budget by 6.3% in the next 12 months



ON AVERAGE, IT TAKES **10**

MARKETING TOUCHES TO PROGRESS A
LEAD FROM THE TOP OF THE FUNNEL TO
BECOME A CLOSED-WON OPPORTUNITY

CONTENT IN 2015: ALIGNED TO YOUR BUYERS FUNNEL



2015: THE YEAR OF VIDEO



95%

of Best-in-Class marketers are using video as part of their content marketing mix.

STRATEGY 4: HELP SALES SELL IN THE HIDDEN SALES CYCLE

**“Smart marketers know
good leads aren’t born
that way”**



BEST-IN-CLASS STRATEGY FOR 2015: PRIORITIZE GOOD LEADS FOR SALES



95%

of Best-in-Class
companies rate the ability
to route “hot” leads to
Sales as a four or five on a
1-5 value scale.

QUALIFYING LEADS FOR SALES

58% of Best-in-Class companies have a dedicated telemarketing resources for qualifying leads for sales, and an **additional 28%** are planning to implement one.



VISIBILITY INTO MARKETING CONTENT EFFECTIVENESS



50%

of all marketers are planning to implement a process to analyze the effectiveness of their marketing content.

SALES + MARKETING IN 2015



HELP SALES SELL – NOT LOOK FOR ASSETS

55%

of Best-in-Class companies are planning an increase in the use of sales-friendly CMSs over the next year.



SUMMARY: PRESSURES + STRATEGIES

1. We're not getting the most out of our marketing automation investment.

- Invest in people, consider a dedicated resources
- Invest in processes such as progressive profiling, landing page optimization, account-level aggregate views, lead routing, data management, and lead scoring

2. We know lead management is important, but we're not doing it very well.

- Clearly define lead management processes with sales
- Benchmark conversion rates against your peers (<http://bit.ly/tollgates>)

3. Our buyers are doing more research on more channels before ever talking to sales.

- Combat the hidden sales cycle through content aligned to the buying funnel
- Leverage video as part of the marketing mix
- Invest in content development and third-party content

4. My sales team needs different resources due to this new buyer.

- Prioritize lead quality over quantity
- Consider a dedicated telemarketing resource
- Implement a process to analyze how effective your content is
- Help sales sell through tools that let them find content quickly

BONUS: Build consensus around your ideas by using an integrated marketing planning tool.

HOW TO USE THE PLANNING TOOL

PROGRAM BUILDER	Ready, set, build! Drag, drop or duplicate the various elements of your program below, and customize any text.											
DATE	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST				
COMPANY INITIATIVES Start here: plan your program as it aligns to major company initiatives such as product launches.	PRODUCT LAUNCH: Cloud Widget 2.0 Jan 15	PARTNERSHIP: Widget Manufacturer Feb 25	BOARD MEETING: Boston, MA March 15			COMPANY INITIATIVE: Description & date		COMPANY INITIATIVE: Description & date			COMPANY INITIATIVE: Description & date	
EVENTS Where in the world is your brand? List all events by month in this row.	EVENT: Widget World, Orlando FL Jan 9-7	EVENT: Cloud Widget Summit, Orlando FL Jan 9-7		EVENT: Description, location and date		EVENT: Description, location and date		EVENT: Description, location and date			EVENT: Description, location and date	
CAMPAIGNS Plot out your campaigns in this section. Organize target personas, and content that is aligned to the stages of the buyer's journey.	<div style="border: 1px solid black; padding: 5px;"> <p>CAMPAIGN: Cloud Widgets</p> <p>Target persona: CIO, VP Operations, mid-level, manufacturing + retail verticals</p> <p>TOP OF FUNNEL</p> <ol style="list-style-type: none"> Aberdeen SmartBrief - 5 Top Widget Concerns for the SMB Owner Aberdeen Checklist - Step by Step Guide to Addressing Widget Elements Company Whitepaper - State of Widget Issues, 2024 Aberdeen Infographic - The Journey to Cloud Widget Success <p>MIDDLE OF FUNNEL</p> <ol style="list-style-type: none"> Aberdeen Research Report - The Role of Widgets in Cloud Environments Company Asset - What to Consider When Selecting a Cloud Widget Provider Company Webinar - Considerations for Moving to a Cloud Widget Environment Aberdeen Knowledge Brief - The Role of Widgets <p>BOTTOM OF FUNNEL</p> <ol style="list-style-type: none"> Aberdeen Case in Point - How an SMB Organization Achieved 50% Widget ROI Company Asset - Product Demo and Q&A session Company Asset - How Acme Starts Up in Other Widget Providers Company Asset - 8 Reasons to Consider Acme Co. </div>											
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	BLOG POST: 5 Tips for Moving Widgets to the Cloud	BLOG POST: Q&A with CEO Joe Stompe	SOCIAL NETWORK: Activity details and description.	ACTIVITY: Description	ACTIVITY: Description	ACTIVITY: Description	ACTIVITY: Description	ACTIVITY: Description	ACTIVITY: Description	ACTIVITY: Description	ACTIVITY: Description	ACTIVITY: Description
	INSTAGRAM / FACEBOOK: Photos from Widget World hashtag #WW14		ACTIVITY: Description	ACTIVITY: Description	ACTIVITY: Description	ACTIVITY: Description	ACTIVITY: Description	ACTIVITY: Description	ACTIVITY: Description	ACTIVITY: Description	ACTIVITY: Description	ACTIVITY: Description



Start by mapping out your company-wide initiatives. Partnerships, product launches, board meetings, etc.

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Detail events, then campaigns and all related content at each stage of the campaign.



QUESTIONS?

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