Tips for leveraging sales and marketing intelligence

Maximizing opportunities and driving tighter sales and marketing alignment

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Topics for discussion

● What’s happening with online research and prospect behavior?

● Where and how are prospects engaging, and how should marketing and sales leverage that knowledge?

● Changing your marketing and sales strategy and tactics – practical tips for intelligence-driven prospect engagement

Closing the gap between sales and marketing
... and they’re doing it without talking to your sales teams.

70% completed portion of the buy cycle without vendor input\(^1\)

Source: \(^1\) Sirius Decisions
New processes and information availability are driving shorter buy cycles

“Information is more readily available and decisions are more decentralized now.”

“We are **better organized** and have a **better information sharing process** in terms of identifying the business case and requirements. This speed up the process.”

“We have instituted **new processes to streamline** the selection and decision making process.”

“There are **more online tools and information** allowing an evaluation and decision making in less time.”

**Senior IT Management, Education**
250–499 employees,
United States

**Senior Management, Manufacturing**
100-249 employees,
Denmark

**IT Management, IT Services**
5,000-9,999 employees,
New Zealand

**IT Management, Manufacturing**
500-999 employees,
Venezuela
The paradigm shift: the journey

February

A large car manufacturer with an active backup project

- 24 Editorial Articles
- 1 Storage E-Zine

June

- 14 Editorial Guides
- IT Deal Alert™ Top 200 Account #55 from #426
- 28 IT Community Page Views

July

- 6 Vendor White Papers
- 1 Storage E-Zine
- IT Deal Alert™ Qualified Sales Opportunity

This project resulted in over 240 brand touches before being qualified.

- 147 editorial display interactions and/or views;
- 56 social display interactions and/or views;
- 29 editorial content downloads; and,
- 8 vendor content downloads
More than half of IT research and buying teams consist of 5 or more members

How many people are typically involved in the technology research and purchasing process at your organization?
IT buying teams include 10+ members for companies with 1000+ employees

How many people are typically involved in the technology research and purchasing process at your organization?

*1000+ employees

Tip!
Work to engage the buying team and help your sales team understand the importance of engaging across the buying team.
Marketing is seeing a great return on content marketing and nurturing investments…

10% Increase in revenue for companies that automate lead management

4-10x response rates for nurturing compared to standalone email blasts

87% of B2B content consumers say that online content has an impact on their vendor selection

87.5% of B2B content consumers say that online content has an impact on their vendor selection

50% more sales ready lead generated by companies who excel at nurturing

Nurtured leads produce a 20% increase in sales pipeline

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Marketing has to lead – and deliver increased value to sales, through deeper prospect engagement and nurturing

Sources: ¹Gartner, ²SilverPop/DemandGen Report; ³CMO Council & Netline; ⁴Forrester Research; ⁵DemandGen Report; ⁶The Annuitas Group
Today’s buyer is also demanding an entirely different content experience

1. ...interaction anywhere, anytime
2. ...interactions delivering exceptional experiences
3. ...personalization & targeting specific to needs
4. ...ease of interaction

McKinsey & Company’s 4 key trends that will continue to grow
IT Buyer expectations of sales have changed

To satisfy today’s buyer, today’s sales person has to…

1. …be there when he or she is **ready to talk**
2. … **understand** his or her specific **pain points**
3. … **personalize the approach**, taking the company, needs, content consumption into consideration

This pressure has heightened the need for comprehensive **opportunity intelligence**

- Behavioral (activity) intelligence
- Market intelligence
- Social intelligence

Source: McKinsey & Company
Leverage intelligence to drive sales enablement and engagement

While sales remain a relationship-driven business, the power of "who you know" is trumped by "what you know about who you know".
Working the funnel and creating a comprehensive opportunity for buyer engagement

Missed Opportunities
Brand and demand generation programs will naturally not touch every active prospect or account, leaving valuable opportunities outside of your funnel

Marketing
Needs tools that help identify active opportunities that aren’t currently in funnel

Sales
Needs intelligence to identify opportunities and qualified contacts they can engage and close

Tip!
Develop a strategy and plans for identifying and engaging opportunities outside of just your content marketing funnel
Leverage intelligence to drive your marketing strategies and accelerate sales enablement.
Leveraging content intelligence to create personas and refine content streams

- Enterprise content management vendor
- Using behavioral intelligence from Eloqua to create and refine “personas” for four different prospect types
  - Developer
  - Analyst
  - IT Manager
  - CIO
- Unique content streams being created for each persona – improving odds of a sales conversation

Tip! Look for opportunities to leverage intelligence from any / all of your systems and platforms
Social intelligence translates directly to sales

- Enterprise HW vendor
- Using a combination of social tool sets to engage with prospects in deep discussions
- Sales team being fed content assets and strategy by marketing team – has something relevant to say at all phases of buy-cycle
- Social channel now represents 7-8% of deal pipeline

Leverage social intelligence for specific opportunities and broader market intelligence
Prospect-accelerated nurturing & re-targeting

- Enterprise HW/SW/Services vendor
- Using Nurture & Qualify ™ to engage prospects at point of conversion
- Re-targeting prospect and other prospects from target account to broaden buying team access
- Improved volume of sales accepted leads by 66%

Create opportunities for prospects to power themselves through the nurture stream – and ensure calls-to-action are clear in content
Leverage dashboard intelligence to enable sales team and increase conversation “relevance”

- Enterprise SW vendor
- Using Activity Intelligence™ dashboards to deliver prospect and account intelligence to sales team
- Sales team is far more prepared for calls – and can relate to the needs and context of the prospect and their research
- Pipe-lined revenue up 28% quarter to quarter

Tip!

Work with sales to encourage the use of prospect behavior to decide on timing and method of engagement (or whether more nurturing needed)
IT Deal Alert - market intelligence to enable sales team and expose active opportunities

A monthly alert service designed to highlight where the hot deals are emerging in specific technology segments

- Top new sales opportunities in the segments you care about
- Accounts are ranked, showing biggest change in activity
- Deep dive into each accounts pain points, vendor interactions, location of activity, etc.
- Major records mgmt company uncovered a $1M+ opportunity

Tip!

Understand and appreciate that despite your best efforts – your campaigns won’t touch every opportunity – leverage market-based intelligence to create a larger – and more powerful - funnel
Four key enablers that marketing must deliver to sales

- Content assets that enable “nurturing” of the prospect by sales regardless of channel (email, phone, social media, etc.)
- Intelligence that helps drive their priorities and actions for leads that you’ve delivered – who should they call next?
- Intelligence that summarizes a prospect’s interests, content consumption and key milestones
- Tools that help salespeople track their hottest prospects and accounts – and alert them to key milestones as they move through their buying process

Tip!

Come to grips with the fact that marketing will need to lead – sales not likely to drive changes through marketing
Summary – Tips for effective use of prospect and account intelligence

1. Understand where buyers are researching and the types of content they prefer = basic intelligence
2. Use prospect and account “behavior” to develop personas and guide priorities and engagement strategy
3. Leverage campaign & market intelligence to help sales prepare for meaningful conversations
4. Understand that marketing has to take the lead – and help sales change strategy and behaviors