

5 Tenets of Modern Marketing

Targeting

The foundation of any effective Modern Marketing effort is to ensure you have a clear and accurate picture of your potential customers. Without the proper strategies in place for data collection and management, your marketing operations will suffer because manual methods aren't geared to helping you meaningfully know, segment, and refine your prospects. How well do you know your potential customers?

There's a lot of information beyond classic demographics that should be gathered and integrated to give you a more complete view of every prospect. Effective targeting and segmentation no longer hinges on basic information, or even demographics.

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MODERN MARKETING ESSENTIALS

1 Targeting

26% of marketers cite weakened effectiveness of marketing as a key driver for evaluating the need for Modern Marketing strategies.

BtoB Research: Defining the Modern Marketer: From Real to Ideal

Marketing simply can't be most effective if you're unclear who's involved in the buying process.

Modern Marketers are refining targeting strategies by building a more complete picture of potential prospects through their online behavior, what we call their Digital Body Language™

Improve your messaging and engagement with “right time” content to support your buyer’s research process, by monitoring key behavioral attributes, including:

- Web site visits
- White paper downloads
- Social interactions
- Searches performed
- Email responses

Key Questions That Help You Properly Allocate Marketing Efforts.

It's critical to identify the roles and responsibilities of those involved in the buying process. Before you can build an accurate and complete picture of your best prospects, you have to ask the right questions to understand their pain-points and how you can directly address them:

- What's her job title and role?
- What email marketing campaigns did he last respond to?
- When did she last visit your website?
- What content did he download?

TARGETING RESOURCES

- Find more Targeting Best Practices eloqua.com/targeting
- Access Social Targeting strategies eloqua.com/social-suite

“If you don't know where you're going, you might not get there.”

–Yogi Berra

Targeting Blueprint

Take a crack at developing your Modern Marketing targeting strategy and enhancing your Targeting efforts by filling out this blueprint plan.

Our organization's key objectives for improving Data Management are:

Our comprehensive activity profile includes behaviors such as (i.e. web site visits; email opens; etc.)

Our campaign audience segments will be defined by (i.e. lead score; title; etc.):

The standardization tools and marketing applications we use to optimize data accuracy are:

The key integrations we must consider to ensure silo-free communication are:

Rules of Engagement: Our prospects prefer to communicate via (i.e. Email, LinkedIn, etc.)

5 Tenets of Modern Marketing

Engagement

Buyers demand and deserve value-based interactions across all points of engagement. More importantly, timing and relevance are critical factors for content delivery and sales engagement. In the Modern Marketplace, customer centricity is the driving force of meaningful, mutually beneficial engagement. No longer can marketers or sales reps relegate communications to company or product-centric conversations. To engage with prospects and customers in a significant way, you have to be where your customers are. How do you do that? By establishing your target audience's preferred channels.

The Modern Marketing era is driven by the self-educated buyer who marketers must engage to achieve a relevant, targeted, and value-based customer experience. Effective marketers are enhancing their understanding of how data can fuel the delivery of meaningful interactions. This access to vast sources of critical information simply can't be gleaned manually.

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2 Engagement

42% of marketers cite the shift of power from the brand to the customer as a key driver for evaluating the need for Modern Marketing strategies.

BtoB Research: Defining the Modern Marketer: From Real to Ideal

It's imperative to prioritize the delivery of the right content via the right medium at the right time, using an appropriate mix of activities such as PR, web, social media/blog, events, and demand gen.

Advanced campaign automation provides marketers with the ability to strengthen your engagement with prospects from initial contact through sales and beyond. Key benefits of leveraging automation as part of your overall engagement strategy include the ability to:

- Predefine rules and parameters for engagement
- Mine the actions and behaviors that are conducive to progressing along the sales cycle
- Communicate the right message to the right people at the right time
- Delivery on the promise of relevance by supporting content delivery based on interest, inquiry, and engagement

Writing Marketing Rules With Reporting.

To effectively provide value-based content where and when your customers want to interact, you must develop tactics to address and align messaging across all digital channels. A content marketing strategy enables you to provide educational engagements by establishing your organization as a thought leader. Before you can find your "sweet spot" for content strategy, be sure to ask the right questions to understand how to deliver content:

- What are the primary challenges for our target buyer?
- How does our service or solution assist in these specific challenges?
- What are the attributes of our target buyer (persona-based) data?
- Which content delivery channels most appropriately suit our objectives (i.e. social media; blog, etc.)

ENGAGEMENT RESOURCES

- Access Email Marketing strategies eloqua.com/email_marketing
- Learn more about Content Marketing eloqua.com/content-marketing

"Human behavior flows from three main sources: desire, emotion, and knowledge." –Plato

Applying Your Insights To Improve Engagement

Marketing automation supports content delivery based on interest, inquiry, and engagement. By providing tailored information specific to a prospect or customer's actions, you can more definitively provide value to assist and empower potential buyers. This dramatically helps reduce cycle times.

Engagement Blueprint

Take a crack at developing your Modern Marketing strategy and enhancing your Engagement efforts by filling out this blueprint plan.

Our organization's key objectives for improving Engagement are:

Our "Rules of Engagement" will be established by behaviors such as (i.e. web site visits; email opens; etc.):

Our content delivery will be segmented by (i.e. lead score; title; etc.):

The content curation, creation, and auditing tools and marketing applications we'll use to optimize Engagement are:

The key internal team members who will be responsible for managing and creating Engagement communications are:

Our media mix will include content to fuel Engagement across (i.e. demand generation, PR, etc.)

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Conversion

Because the majority of B2B buying decisions are made before a sales person even gets involved, the role of marketing has changed. This evolution in buying behavior demands a radical shift in how companies are aligning marketing and sales to maximize conversion rates.

Intelligently automating marketing campaign delivery and lead scoring, as well as adding a social layer to your customer relationship management (CRM) platform, helps enhance the flow of information between dispersed sales and marketing organizations. By automating your campaigns, you can improve the buyer's experience, develop loyal relationships, and track conversion data more effectively. In addition, automated campaigns have higher conversion rates, are much more resilient for maintenance, and can feed critical information directly into existing CRM systems in real-time.

Modern Marketers mine conversion data to gain insights into marketing efforts; providing insight on trends, stage conversion history, and other key metrics. Core competencies for modern conversion strategies include the ability to:

- Compare multiple mediums at a glance (e-mail, search, downloads etc.)
- Roll up reports to gauge overall performance against goals
- Uncover which marketing campaigns are producing revenue
- Dramatically increase response rates for cross-sell and up-sell opportunities

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3 Conversion

60% of marketers cite the ability to track marketing ROI due to technology as a key driver for evaluating the need for Modern Marketing strategies.

BtoB Research: Defining the Modern Marketer: From Real to Ideal

The increased pressure for marketing accountability requires a modernized approach to managing campaign effectiveness.

To understand prospects in a more holistic way, marketers typically leverage firmographic analysis and the market segmentation insights it yields to identify likely buyers. Marketing automation enables marketers to summarize and enhance this wealth of behavioral data — your prospects' Digital Body Language — in different ways. For example, marketers can glean an understanding of:

- Contact's campaign history
- Program membership
- Activity and behavioral information
- Business Intelligence (BI) to streamline strategy and sales tactics

Enabling Sales To Deliver on the Promise of Relevance and Value

While many marketing initiatives are driven by buyer-centric strategies, it's important to remember that smart Modern Marketing strategies are focused on sales enablement in addition to providing value to prospects and customers. Sales enablement — or sales readiness — is about helping your sales reps deliver the right content to the right person at the right time to cultivate a more active role in the mostly independent buying process.

To empower sales to engage with prospects and customers in a relevant, meaningful way, you must determine which campaign metrics are most important in terms of visibility, such as:

- Closed loop campaign reporting
- Campaign engagement reporting
- Website analytics reporting
- Database health reporting (media; blog, etc.)

CONVERSION RESOURCES

- More Campaign Automation Best Practices eloqua.com/campaign_automation
- Learn more about Content Marketing eloqua.com/Marketing-ROI

"Opportunities multiply as they are seized." –Sun Tzu

Applying Your Insights To Improve Conversion

Marketing automation provides the sales team with a library of tested content for every scenario. This enables sales reps to choose from marketing crafted emails for various scenarios and buyer stages, so they can focus on selling, as well as tracking the buyer's response rates.

Conversion Blueprint

Take a crack at developing your Modern Marketing strategy and enhancing your Conversion measurement by filling out this blueprint plan:

Our organization's key objectives for improving Conversion rates are:

Our sales team points to the following key questions and conversations that most frequently result in closed deals (i.e. pain points; selling points, etc.):

The most commonly identified attributes of converted customers include (i.e. lead score; behavioral actions; etc.):

The standardization tools and marketing applications we'll use to optimize conversion are:

The key internal integrations we can optimize to leverage profile information that reflects prospect timeline and research journey are:

The most critical elements of establishing a repeatable process for our organization's success include:

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Analytics

More than ever, marketers are being held accountable for demonstrating how marketing investments directly translate into sales. That's why Modern Marketing is fueled by intelligent data analytics and reporting. Implementing the proper analytics systems can help you make critical decisions regarding which parts of your marketing efforts are working or not, and provide the reporting tools necessary to justify those decisions by connecting them directly with pipeline and revenue.

By implementing systems for reporting and intelligence, you can better understand the impact that sales and marketing efforts are having on overall business. You then can refine strategies and develop repeatable processes for success.

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4 Analytics

Only 21% of marketers say their current tools are even capable of measuring the right things. Furthermore, only 26% believe the data they collect is even accurate.

BtoB Research: Defining the Modern Marketer: From Real to Ideal

Tracking marketing ROI via technology is the most transformative factor marketers face today.

An analytics-driven Modern Marketer understands the value in transforming a company website into a powerful tool for systematically driving lead generation and cultivating, engaging, and capturing sales opportunities. Marketing automation helps manage your workflow so you can glean key data that will maximize your customer relationship management (CRM), social monitoring, and business intelligence (BI) investments. Core analytics metrics include:

- Digital behavioral history
- Inquiry to customer conversion rates
- Most popular website pages and time spent on page
- Leading referrers, search engines, and keywords

How Reporting Helps Establish Conversion Strategy

Integrated web analytics lets marketers track social media sites and relevant blogs that drive significant traffic to their website. Marketers can align their content sharing efforts with the social channels most likely to drive higher traffic and engagement, maximizing the impact of each campaign and boosting marketing ROI. The core data that once took hours to fuse together from various systems and spreadsheets is streamlined via marketing automation dashboards to provide visibility into campaign ROI relevant to your specific business needs. Key reporting capabilities include the ability to:

- Measure performance of all assets within a campaign for a holistic view of program effectiveness
- Focus on campaigns generating the most pipeline, revenue and return
- Summarize performance by geography, sales team or product line
- Fully manage campaigns while synchronizing data with CRM

ANALYTICS RESOURCES

- Find more Analytics Best Practices eloqua.com/Campaign-Analytics
- Access Analytics and Reporting strategies eloqua.com/website_analytics

“Not everything that can be counted counts and not everything that counts can be counted.” –Albert Einstein

Applying Your Insights To Improve Reporting

With increased demand for ROI accountability, as well as the need for more consistent communication across your organizational teams, technology helps establish the impact of your efforts and improves performance structures.

Analytics Blueprint

Take a crack at developing your Modern Marketing strategy and enhancing your Analytics and Reporting strategy by filling out this blueprint plan:

Our organization's key objectives for improving Analytics collection/reporting methods are:

Our performance parameters for converted leads includes behaviors, such as (i.e. geography; sales team; etc.):

The reporting tools and marketing applications we'll use to delve deeper in Analytics-driven strategies are:

The key stakeholders responsible for managing our Analytics strategy are:

Our current Analytics process will need to be refreshed to reflect these metrics:

Before and After: Assess the metrics you currently use to repeat conversion, and brainstorm new ideas based on your desired outcomes.

5 Tenets *of Modern Marketing*

Marketing Technology

Organizations across all sizes and industries are leveraging tools to simplify business. Traditionally, marketing technology has been very task specific, designed to operate within a single functional silo such as email campaign management or lead scoring. But marketers know the value and significance of aligning marketing automation, sales force automation (SFA), and customer relationship management (CRM) platforms in the cloud — a task that can be easily accomplished through the implementation of Marketing Technologies.

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Marketing Technology

68% of marketers said their companies would see strong or full adoption and integration of modern concepts into sales and marketing initiatives in the next year.

BtoB Research: Defining the Modern Marketer: From Real to Ideal

Technology is a critical component of Modern Marketing, because it enables marketers to establish a system of record. Sales, operations, HR, and other key teams have systems of record. Without it, marketers don't have the tools necessary to design, implement, track, and report on effective marketing efforts.

Social media distribution is booming, and marketers will need to rethink their social strategies to connect the dots of campaign initiatives with emerging channels.

"Big Data" isn't just a big buzzword. With the enhanced focus on various digital marketing vehicles, there is an abundance of data that marketing teams must effectively analyze. It's critical to determine the best way to harness meaningful data, and use this information to maximize all communications and marketing messaging.

The emergence of content creation services and software is rapid due to content becoming a primary focus point of all marketing and demand generation activity.

Modern Marketers are carrying other sales-oriented responsibilities, so increased involvement in key tasks such as lead qualification, inside sales team management, and sales operations will be critical.

4 Points to Solution Selection

Marketing Technology can be challenging to manage internally, as budget constraints and ROI justifications are driving the adoption (or elimination) of marketing-related technology solutions. While it can be overwhelming, to avoid "solution overload" ask these internal questions when considering any Marketing Technology:

1. Will it help our team achieve revenue goals?
2. Does it integrate well with my existing and planned systems?
3. Will it serve existing targeting, engagement, and conversion objectives?
4. Does it help bridge the gaps or silos within our internal teams, such as sales and marketing?

MARKETING TECHNOLOGY RESOURCES

- Find more Targeting Best Practices eloqua.com/targeting
- Learn more about Data Integration eloqua.com/data_integration

"Any sufficiently advanced technology is indistinguishable from magic." –Arthur C. Clarke

Applying Your Insights To Maximize The Value Of Marketing Technology

While many organizations already have the ability to demonstrate the effectiveness of their technologies, it's also critical to think about how these tools are functioning in harmony.

Marketing Technology Blueprint

Take a crack at developing your Modern Marketing strategy and enhancing your Marketing Technology initiatives by filling out this blueprint plan:

Our primary objectives that could be effectively reached using Marketing Technology are:

The most pressing marketing and sales tactics that could be streamlined via automated technology are:

The decision makers in Marketing Technology adoption are:

The key integrations we must consider to ensure silo-free communication within Marketing Technology are:

Our current Analytics process will need to be refreshed to reflect these metrics:

Qualitatively justify your ROI: These Marketing Technology investments will improve our prospects' and customers' experiences because:
