BACK TO BASICS

PUSHING PAST SEND

4 Ways to Get More from Your ~~Email~~ Marketing

To-Do's

- ☑ *Uncover a Well Behaved Audience*
- ☑ *Don't Duplicate, Automate*
- ☑ *Empower the Sales Team*
- ☑ *See Beyond the Click*

An Introduction

294 Billion.

That is the number of emails sent per day in 2010 according to **Radicati Group**. With 6.91 billion people inhabiting the earth, that works out to 43 emails per day, per person. In reality though, only about one-third of the world's population are email users. Still, with volume like that, it's no surprise that the question for marketers has evolved from "should we use email?" to "how should we use email?"

Unfortunately, the answer for many has become untargeted, non-personalized batching and blasting. In fact, it's estimated that 90% of today's email is considered spam. Cutting through all of that clutter requires thinking past the send button to leverage a mix of tactics that will drive significant and measurable results from all of your marketing, not just email.

Use this guide as a checklist to compare your current email marketing technology against four core areas where marketing automation extends the power of email – audience targeting, automating marketing tactics, enabling sales and measuring results.

WHAT'S INSIDE?

4 Ways to Get More from ~~Email~~ Marketing

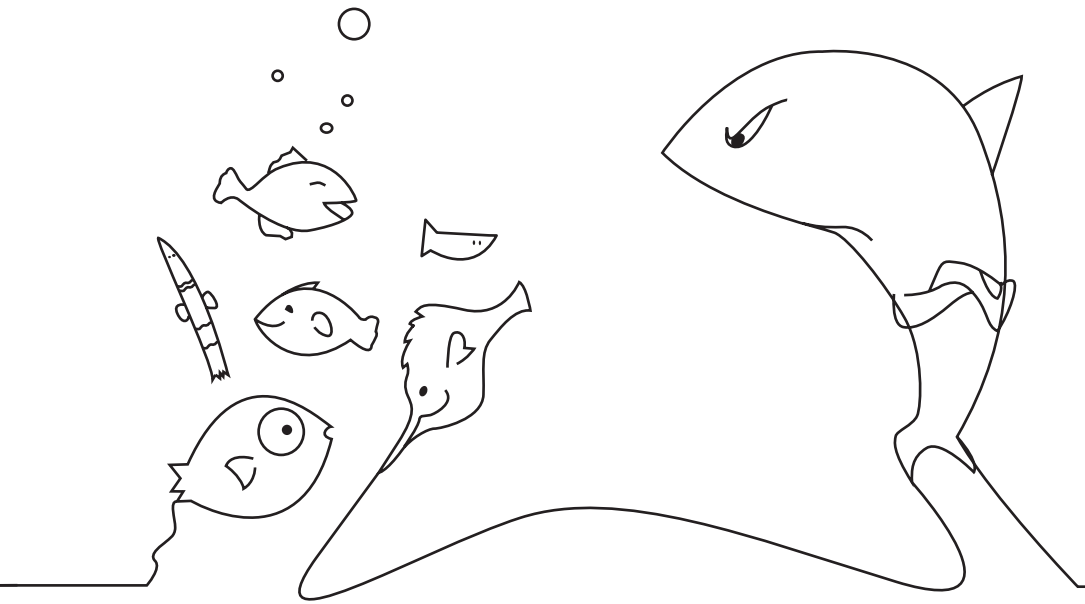
1. Uncover a Well-Behaved Audience
Send relevant offers with Behavioral targeting.

2. Don't Duplicate, Automate
Manage repetitive tasks with technology, not time.

3. Empower Sales
With tools, intelligence & better quality leads.

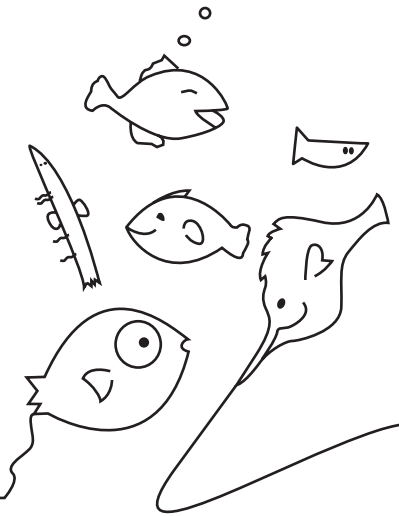
4. See Beyond the Click
Measure data and dollars to drive growth.

Uncover a Well Behaved Audience.



Uncover a Well Behaved Audience.

Marketers are a biased group. We pour our time and creativity into what we do – and when it comes time to select an audience for a promotion, we tend to go big. It's not only ego that drives mass blasting, though - many lack a better way to target. Think about how you pull contact lists now. Is it based primarily on demographic or static data? If so, you're missing out on a vital indicator of someone's likeliness to act …how they've behaved in the past.



When you can target your offer based on what someone has demonstrated an active interest in, they're more likely to engage. Sadly, most email providers are unable to track past offer response and web activity, so segmenting on behavior just isn't an option. The result is massive, de-personalized email blasts– cause of low open and click through rates.

Here are a few ways that **Eloqua helps you find the best behaved audience**:

Digital Body Language – today's buyers start their journey online, researching your product or service extensively before wanting to connect. These online 'clues' called digital body language – are key indicators for sales & marketing

"Campaigns that target based on Web-site user click-stream data generate conversion rates that outperform untargeted broadcast campaigns by nearly 4 to 1."

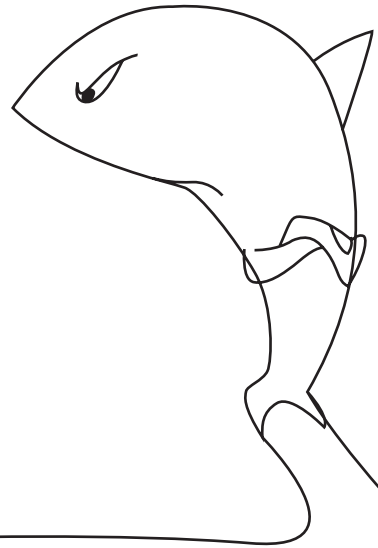
– Forrester Research

about what messages and offers will resonate. Think about targeting a field event invite focused on 'widget x' to anyone who is located near that region, but has also visited the 'widget x' information page online in the last quarter. Conversions would sky-rocket!

Standardized Data/Fields – imagine trying to pull a list based on the values in the 'First Name' field. You'd have to include every possible first name that existed in your database! This scenario seems crazy, but it's similar to the frustration most marketers face when trying to target on 'job title' or 'state'. If the values in these fields aren't entered in the same way (standardized or normalized) then you have to query against every version of that job title (think CMO, C.M.O, Chief Marketing Officer, etc) to capture the entire audience. With Eloqua, data values are easily standardized to ensure you get what you're looking for.

List Flexibility – have you ever received a contact list and then realized you forgot to exclude a group of people or that you simply had the wrong information? Normally this results in spreadsheet acrobatics, fun with pivot tables, and delayed execution. But making on the fly adjustments is simple in Eloqua – no spreadsheet necessary.

Frequency Guardrails – Time and money are consumed in great volume growing a marketing database. Are you putting them at risk to un-subscribe due to over-communication? With Eloqua, you can easily set system level excludes to ensure contacts don't get overcommunicated to and, you're a click away from visual reports of email volume by core audience segments.



Uncover a Well Behaved Audience.

Answer these questions to determine your targeting prowess.

I can easily and confidently identify audience members based on demographic data. Yes/No

I am confident that this demographic data is accurate and standardized. Yes/No

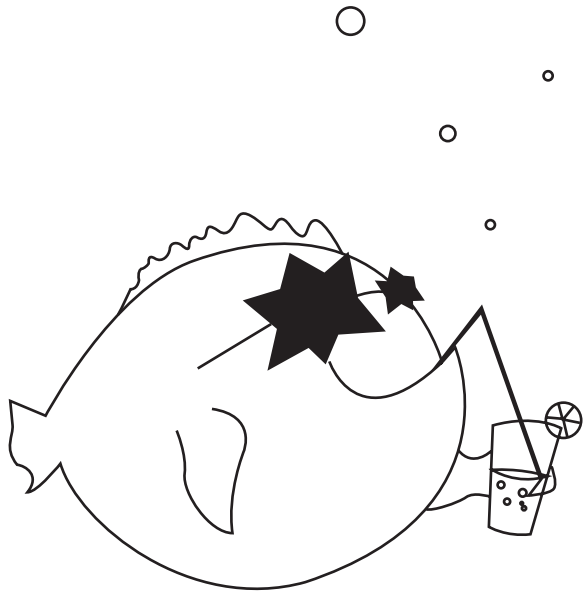
I am targeting contacts based on past email response activity. Yes/No

I am targeting contacts based on past website activity. Yes/No

I am able to make on the fly adjustments to my target list. Yes/No

I am easily able to manage communication frequency for my prospect/customer database. Yes/No

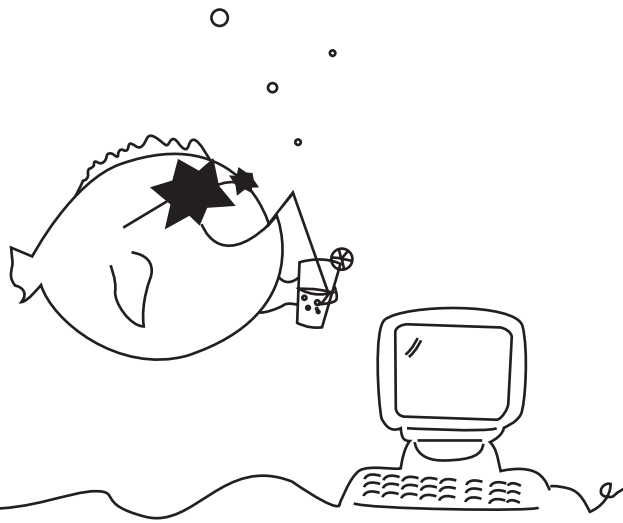
Don't Duplicate, Automate.



Don't Duplicate, Automate.

Write down the process you went through executing communications for your last webinar or event. Are there similarities in the tasks you performed?

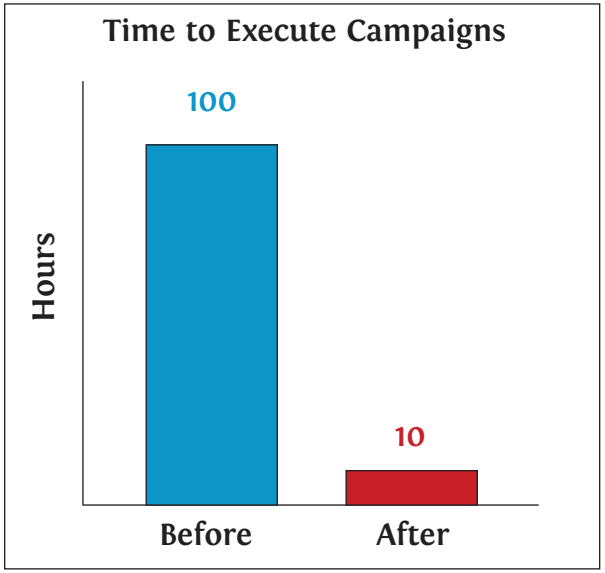
Your list probably looks like this:
1) Send first invite email
2) Send confirmation of registration
3)Send a second invite to non-registrants
4)Send a reminder pre-event
5) Send Thank You email
6) Send Sorry You Didn't Come email



These steps remain more or less the same each time, right? The content may change, but the time between invitations is likely pretty similar. Why spend time scheduling reminders to execute the next step, recreating the same process every time?

With **marketing automation**, you can trigger communications based on actions and build a re-usable process/ workflow for events, webinars and other repetitive tasks. By automating these manual tasks, marketing can stay in touch in a consistent manner (known as lead nurturing). Some email providers can trigger communications based on a limited set of actions, but but they fall short on both the breadth of triggerable actions, as well as the ability to automate outreach after that first touch.

Siemens PLM, an Eloqua customer, was able to reduce the time it took to execute marketing campaigns from an average of 100 to 10 hours through the use of automation.

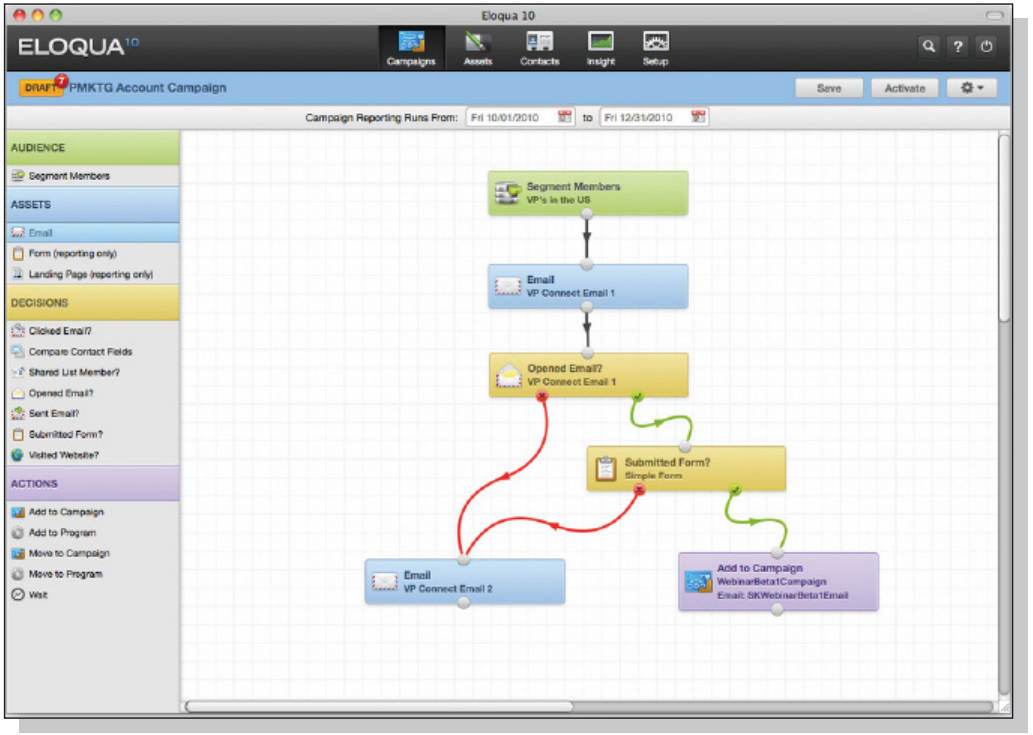


Time-Saving Differentiators with Eloqua:

Access a robust library of proven multi-touch program templates to help you get started faster with programs like lead scoring and nurturing.

Build your own multi-touch, multi-channel programs for webinar/event/offer execution and follow up. Copy and re-use for similar activities.

Trigger any number of emails (or direct mail, voicemail, SMS) off of web activity, form submissions, content tags, email responses, profile information and more.



Eloqua's Campaign Canvas allows easy drag and drop design for single or multi-touch. Build once. Re-use often.

Tweet This

Don't Duplicate, Automate.

Answer these questions to see if automation could put hours back in your day.

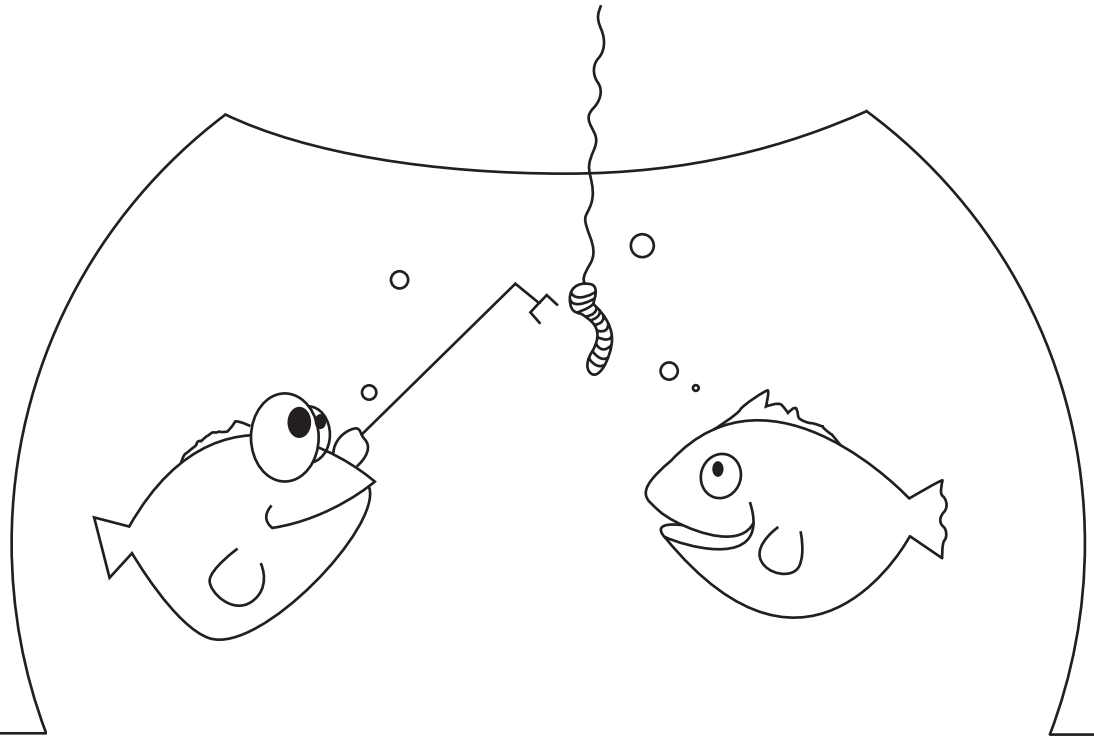
I often use the same process to execute marketing activities (ie webinars include invite #1, invite reminder, follow up (attendee/non attendee). Yes/No

I currently repeat the timing and sending of event based emails manually each time we run an event. Yes/No

Emails are triggered automatically when specific activity occurs on our website, like a form submit or asset download. Yes/No

I have the ability to create a consistent buying process/experience for every lead that enters our database. Yes/No

Empower the Sale Team.



Tweet This

Empower the Sales Team

When sales is left without insight into the digital activity of their prospects, they're calling blindly - hunting for a needle in the haystack with the most qualified prospects possibly stuck at the bottom of a very long call list. SiriusDecisions benchmarks show that on average, each lead is called 10 times with only a 10% chance of connecting! This inefficiency is costly and a main point of tension between sales & marketing teams.

Some email service providers now offer CRM integration - which is a step in the right direction – but there is so much more that marketing can do to help align with sales to drive efficiency and results.

Hold back 'cold' leads – let sales focus on calling the leads most ready to buy. "Score" leads based on each person's level of fit for your product/services and their engagement (digital body language). Those not yet ready to buy, or missing valuable profile data stay with marketing to be further profiled and nurtured until they are sales ready.

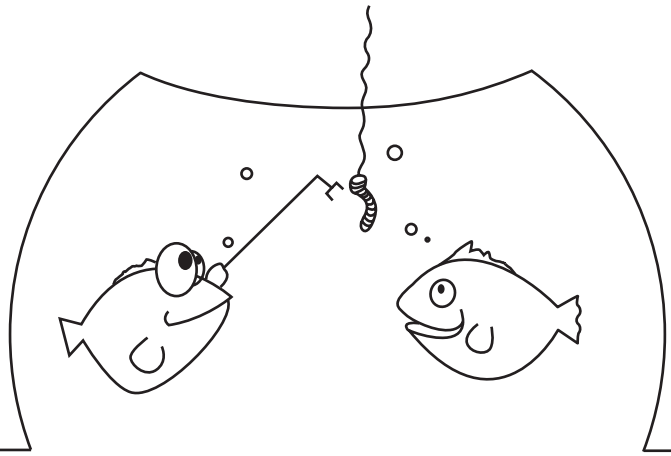
Companies that invest in lead scoring and sales enablement tools see:

71% year over year improvement in sales cycle time

51% year over year improvement in lead conversion rates

54% year over year improvement in the percent of sales reps achieving quota

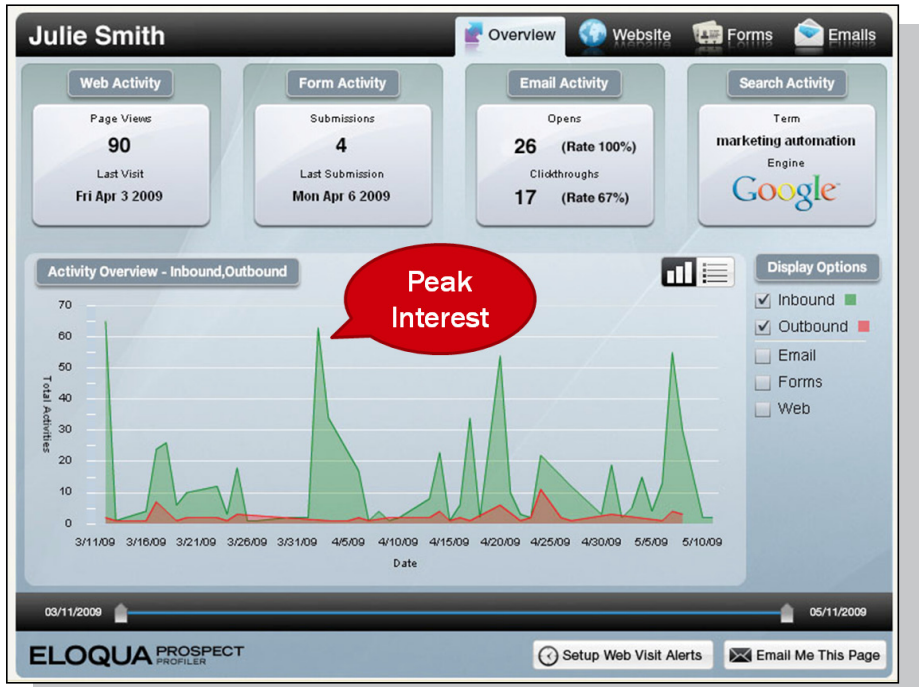
Source: Aberdeen Group, Sales Intelligence: The Secret to Sales Nirvana, January 2009



Share Contact Level Marketing Data – with Eloqua, marketing can give sales reps a visual, interactive view of each contacts' digital history – emails opened and clicked through, web visits, search terms – everything they need to hone and target their sales pitch. Even set up real-time alerts when key contacts are hitting the website for a timely response.

Help 'Build' Territory Call Lists – Eloqua Discover® provides a roll-up of the digital body language of individual contacts to the account level, reps now see when certain accounts are really hot – an indicator of an active sales cycle that helps to validate current targets and identify those that weren't yet on the radar.

Empower Reps to Respond – Now that you've shared who is interested and what they're interested in; give reps marketing approved email templates that they can send from Outlook on the spot. Track open and click-through rates just like any other communication.



Eloqua Prospect Profiler gives sales a visual interactive view of a contact's digital history.

Empower the Sales Team.

Answer these questions to uncover areas where Sales and Marketing alignment could improve.

Sales often complains about the quality or quantity of marketing leads. Yes/No

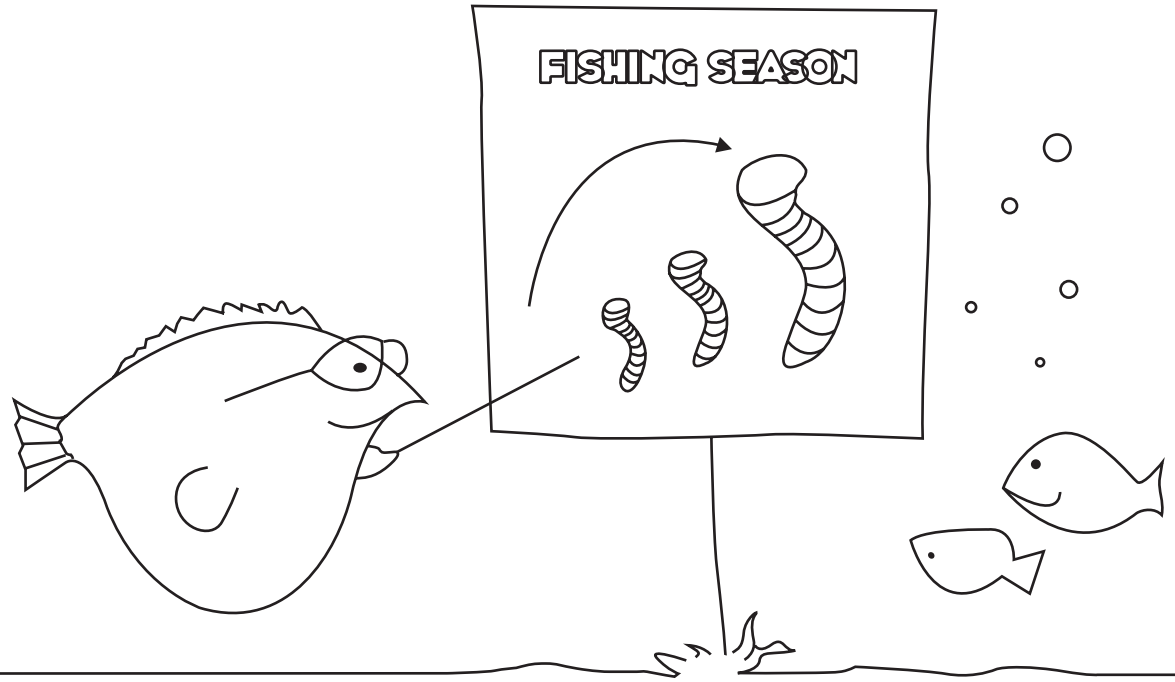
We pass every marketing lead to sales for follow up. Yes/No

I feel confident that sales has the best insight into each leads history of activity with our company. Yes/No

I can easily alert sales to the most interested/ready to buy leads. Yes/No

Sales is empowered with on-brand, on-messag e content they can use to respond to interested leads. Yes/No

See Beyond The Click.



See Beyond the Click.

If you were to break measurement & reporting into two categories–info I need to do my job better, and info my boss needs to show marketing's contribution; where would email open & click-through rates fit? It's certainly not for your boss. And, what about you!? Does watching the click-through rate like a hawk really give you the insight you need to spot patterns of success, or be inspired about new ways to help grow sales pipeline? Probably not.

Email may make up the majority of marketing communication, but it is not the only way that a buyer interacts with your business - so why would it be the main measure of your success? Closing the loop on dollars spent and dollars made – across all channels – is the only way to gain one view of the truth into the tactics and strategies that guide marketing's contribution to the bottom line.

How Eloqua Reports One-View of the Truth:

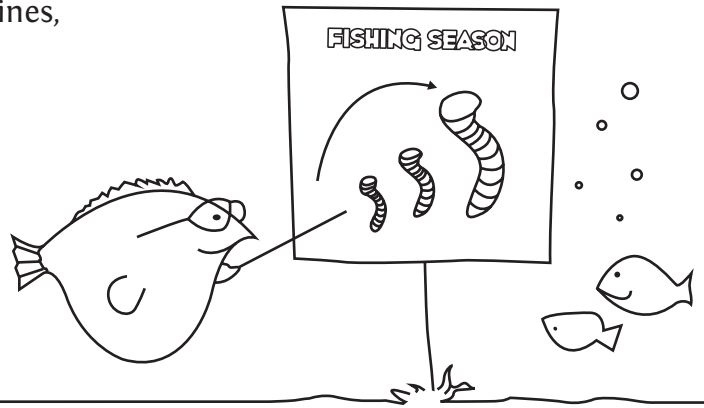
Tie movement at each stage of the buying process back to marketing touch-points for insight on what's really working

Real-time ROI reporting by tactic (email, for example), or rolled up to entire campaigns/geographies/product lines, etc.

Automatically email key reports to anyone in the organization using pre-scheduled sharing features.

Dynamic, interactive reports let you drill down, filter, export and add similar contacts to strategic segments for true insight to action.

Use out of box reports, or flex your creative muscles by building your own dashboards.



See Beyond The Click.

Answer these questions to expose opportunities for improved insight.

I can tie my email campaigns to revenue to 'close the loop' on my email marketing efforts. Yes/No

I can easily track the progression of email responders to qualified leads to opportunities - without a spreadsheet. Yes/No

I can measure the effectiveness of my campaign by geography and product line. Yes/No

My boss can view a real-time dashboard to see how my email marketing drives business results. Yes/No

So, how does your email marketing compare?

Consider the results:

Some of the most successful marketers on earth, from the fastest growing brands rely on Eloqua to drive 7x the inquiries, 4x the leads and nearly 3x the revenue of the S&P 500 average by extending the power of their email marketing strategies. Their science for success includes a winning mix of finding the right audience, automating continual touch-points based on buyer interests, aligning with sales, and measuring and optimizing their efforts for predictable revenue generation.

Get more from your email marketing with Eloqua.

Consider these other great results:

Best in Class Eloqua users see an average 26% click-thru rate and 58% open rate in their traditional email marketing efforts.

Download the Eloqua Benchmark report to learn more www.eloqua.com/benchmark/

About Eloqua

Eloqua helps clients dramatically accelerate revenue growth through Revenue Performance Management. Thousands of sales and marketing professionals around the world rely on the marketing automation power of Eloqua to improve demand generation and lead management while driving more qualified leads . For more information, visit www.eloqua.com, subscribe to the It's All About Revenue blog, call 866-327-8764, or email demand@eloqua.com .

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