

JTF MARKETING

EUROPE'S PLAIN TALKING MARKETING AUTOMATION CONSULTANCY

MARKETING AUTOMATION TRANSFORMATION TOOLKIT

A Marketer's Guide to Maximising Marketing Automation

www.jtfmarketing.co

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Welcome to JTF Marketing's guide on Marketing Automation, which provides an overview of the options open to senior marketers to help them continually deliver a successful Marketing Automation strategy in the wake of a changing B2B marketing landscape of high demand for limited specialist digital skills.



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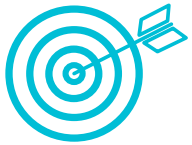
WHAT IS MARKETING AUTOMATION AND WHAT CAN IT DO FOR YOU?

Wikipedia defines Marketing Automation (MA) as 'software platforms and technologies designed for marketing departments and organisations to more effectively market on multiple channels online (such as email, social media, websites, etc.) and automate repetitive tasks'.

Although technically correct, this is like describing a Ferrari as a collection of static and moving systems and parts designed to enable one or more people to get from A to B. While many marketers are reaping the benefits of streamlining and automating their online campaigns, this is only really scratching the surface of what MA could be doing for their businesses. If you're new to MA or starting to think about implementing a solution, it's vital to be clear about what it is, what it can do for you, and the kind of impact you can expect it to have. And even if you're already using MA, you may not be deriving the maximum value from it.

Because while MA undeniably gives you a much better way to implement campaigns across multiple channels, the reality is that it can also do much, much more to drive the success of your business.

To drive business success we can look at issues:



Addressing issues with existing approaches



Increasing clarity and visibility of marketing impact throughout the marketing funnel



Seeing precisely how individual channels are performing



Driving revenue growth through predictive marketing performance and helping deliver improvements throughout the business



Utilising 'lead velocity' as a key metric of marketing success



Understanding prospect behaviour across multiple channels



SO WHAT EXACTLY IS MARKETING AUTOMATION?

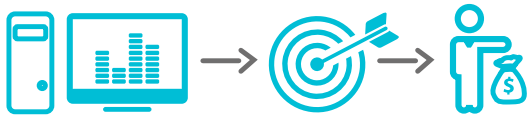
Addressing issues with existing approaches

Let's say, for example, that you're conducting marketing campaigns across channels including online or pay per click (PPC) ads, web, email and social media, and backing these up with more traditional activities such as PR and content development.

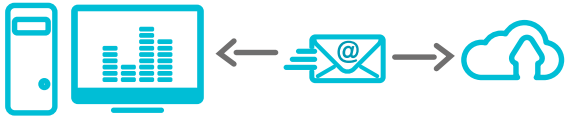
For each of these channels you'll have allocated a budget, and you'll probably be using relatively standard metrics to see how each channel is performing.

For example:

For **online** ads you will be monitoring click throughs



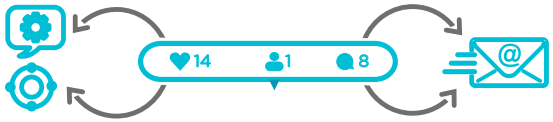
For **email** you'll monitor open rates, visits to landing pages, downloads etc.



For your **website** you'll be looking at page views, and maybe visitor journeys through the site

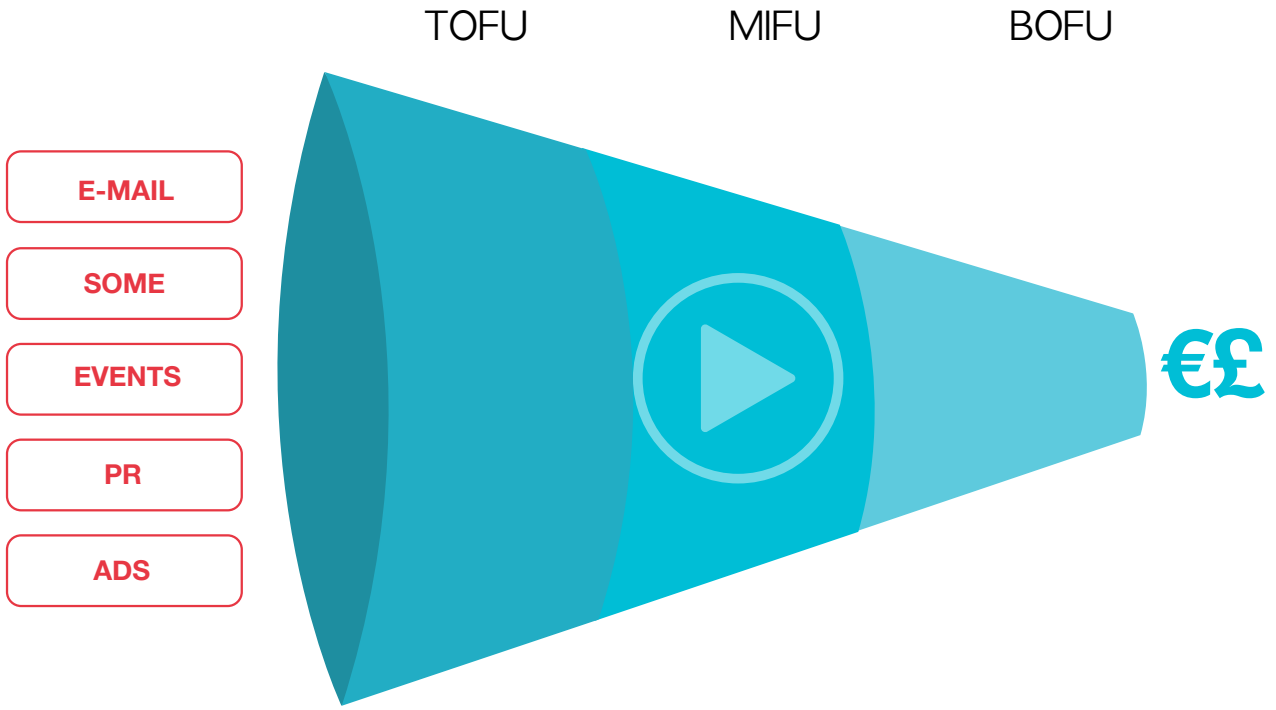


For **social media** you could be looking at likes or any actions taken by a visitor





Where your activities have resulted in someone completing a form, their details will be added to your marketing database. Then, depending on the maturity of your approach, you may be tracking these leads through the classic marketing funnel of lead attribution, lead nurture and scoring, to conversion and return on investment (ROI).



By doing this you could, for example, be in a position to say that a particular email campaign had an X% open rate, producing Y content downloads as a result of which Z new customers were generated. You might also be able to calculate that the campaigns to which these leads were attributed added £100k to your sales pipeline, and £50k in incremental revenue.

Many marketers use these kinds of metrics to justify their marketing budgets, not least because until recently they've been the most readily available. But now MA is opening up the opportunity for a far more sophisticated and granular approach: one that enables marketers to more accurately gauge and optimise the contribution of individual channels and campaigns to the business.



Increasing clarity and visibility of marketing impact throughout the marketing funnel

A significant drawback with the kind of metric outlined above is that they jump straight from acquisition campaign performance to ROI. This is because many marketing teams do not have access to data from solutions such as customer relationship management (CRM) tools, and so their involvement in lead tracking will typically end at the attribution stage - after which it becomes the sales team's responsibility to score, qualify, nurture and ultimately convert each lead.

Because marketers constantly have to justify their budgets, they'll often use campaign ROI as a proxy for this. So, for example, if a £10k PPC campaign can be shown to have resulted in £10k of new business, the campaign effectively covered its costs. But what if a £10k email campaign resulted in £50k of new business? Does that mean the email campaign was 5x more effective? From marketing's point of view, the answer might possibly be 'yes', but what about from a business or commercial perspective?

> "55% Of marketing decision-makers plan to increase their spending on marketing technology."
> © Forrester "Data Global Business"

To answer that, you'd need to know a lot more information about the resulting customers, such as:

- Why did each customer purchase from you and are they good customers for your business?
- Which channel(s) generated the best customers (and how is 'best' defined)?
- Which customers delivered the highest margin / were the most profitable / serviceable / prestigious?
- Which can be expected to generate the greatest customer lifetime value?
- How long did each of the leads associated with these customers take to move through the marketing funnel from attribution to conversion?

It's precisely these kinds of granular insights that MA (combined, where appropriate, with a CRM) is now enabling - thereby plugging vital knowledge gaps for marketing and throughout the entire business.



So what can MA do to help assess marketing impact - and for your broader business?

For some marketers it can be quite daunting to think that MA has the potential to open up the results of their activities to these levels of transparency and scrutiny. If, for example, a particular email campaign failed to hit the mark, or all your email campaigns failed to deliver the anticipated outcomes, or a social media campaign generated hundreds of Facebook likes but virtually no incremental revenue, the results will be plain to see.

But the other side of the coin is that with an ever-increasing array of offline and online tools and channels, MA gives marketers the clarity and visibility needed to see which are delivering the greatest returns – as well as far more accurate and reliable measures of marketing impact.

There can't be many marketers who *aren't* under pressure to either do more with their existing budgets or reduce their costs without a negative impact on results. MA therefore provides the platform to not only achieve this, but demonstrate the actual commercial results that are being produced and illustrate how they are being achieved.

See precisely how individual channels are performing

By introducing acquisition programs that capture leads into the marketing funnel and determine their attribution, MA lets you see which channels and campaigns are delivering the best conversions and results, and which you should prioritise, thereby constantly optimising your channel and campaign strategy accordingly.



Understand prospect behaviour across multiple channels

In a multichannel environment, potential customers may be exposed to a variety of activations and messages as they move between channels. Through multi-touch attribution, MA lets you see which channels and assets individual prospects are interacting with, and which are having the greatest impact in moving them to the next stage of the buying cycle - as well as those that aren't necessarily justifying their current investment.





Utilise ‘lead velocity’ as a key metric of marketing success

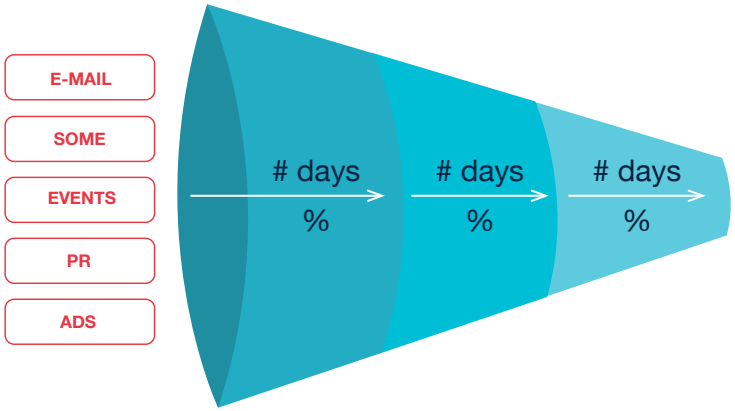
While traditional metrics can estimate the value of marketing-generated leads and conversions, they fail to answer crucial questions often posed by sales and other business leaders, such as “When can I have more sales leads?” and “How quickly will campaign activation in a particular channel deliver bottom line results?”

So as an alternative to the traditional approach of lead nurtureing and scoring, lead velocity is about how to get the leads being acquired by channel activations through the marketing pipeline as quickly as possible. If a prospect has initially been acquired through a PPC ad campaign, for example, at this point they’ll be anonymous.

But if as a result they visit your website, click on and interact with various elements, before completing a form to download an introductory guide, you’ll very quickly be able to build up useful behavioural and firmographic information about them. You’ll then want to take them through the pipeline journey to becoming a Marketing Qualified Lead (MQL) by understanding what they want to buy and why; and then a Sales Qualified Lead (SQL) where you know their industry, seniority, budget availability, and maybe a timeframe for when they want to buy, etc.

Understanding lead velocity not only enables you to meet your sales team’s requirement for a reliable flow of high quality leads. It also lets you measure how long it takes a prospect to get to each stage in this process, and establish a level of predictability that says, for example, that a new lead will take 30 days to close. This can then give you the confidence that if you spend an additional X amount on a similar campaign, you’ll generate Y leads and Z new customers within the next 30 days.

Lead Velocity





Drive revenue growth through predictive marketing performance

Ultimately, this translates into a situation where you can predict the commercial outcomes of current and future marketing strategies and campaigns with a high degree of confidence and make better marketing decisions.

For example:

By knowing which channel (or combination of channels) is generating the most profitable customers, you can be confident that if you increase your expenditure, this will deliver the biggest improvement in results from your investment.

The same goes for the types of content – videos, whitepapers, social media; etc. – that are proving most effective in moving prospects through each individual stage of the buying process.

And, where MA is being used to collect more and more information about each prospect as they progress through the marketing funnel, this can help to improve decision making about whether to increase or decrease the priority being given to individual leads.

Where marketing budgets are under pressure, MA offers marketers a means of adding science and predictability to the marketing process, by giving them a formula to follow: a predictive model which says that if they spend X amount on any particular channel, within a given timescale, this will generate Y new customers and Z revenue, or profit etc.; and a way to optimise returns by ensuring budgets are being spent in the right places.



Deliver improvements throughout your business

Investments in MA solutions can have wide-ranging benefits throughout the business:

For **CMOs** and **Marketing Directors** who may be under pressure from new and emerging roles such as Chief Growth Officers, MA provides a means to justify and defend their marketing budgets, based on their actual commercial impact and value to the business.

For **Marketing Managers**, MA helps them go 'beyond email' by streamlining and automating their campaigns and provides the granular data needed across each channel and at all stages in the buying cycle to allow them to see the impact of their campaigns and optimise across the entire journey.

For **CEOs**, the major benefit of MA is predictability of revenue. Because MA enables the marketing team to structure their activities around a commercially-driven model, CEOs can have much greater confidence about the revenues these will generate – and know who it will be generated.

For **CFOs**, by providing visibility into the financial results being delivered by marketing, they can ensure budgets are being well spent, and better assess the requirements for future marketing spend based on the predicted impact on revenue / ROI.

For **Sales Directors**, MA ensures salesteams have a very clear picture of individual lead quality, with follow-up tasks automatically generated in CRM when a prospect engages with a campaign and key data signals helping to close each customer. The metrics around lead velocity also help ensure leads are progressed through the marketing pipeline as quickly and efficiently as possible - improving sales and marketing alignment.



HOW CAN JTF MARKETING HELP YOU ACHIEVE THESE RESULTS?

As one of Europe's leading MA specialists and evangelists, JTF Marketing's mission is to help businesses drive revenue growth through predictive marketing performance, by realising the diverse benefits outlined above.

Removing the uncertainty from MA implementation

Although implementing MA can be tricky, we know how to overcome the obstacles and help you break down common barriers to automation, such as:

- The complexity of integrating different business systems to enable segmentation
- Setting up tracking to prove ROI and demonstrate the impact of your marketing
- Developing your team's MA knowledge and experience
- Managing data, segmentation and GDPR compliance of your contacts

We'll also help you get exactly where you want to go. By working with us you can benefit from:

- Expertise from certified professionals who've seen it all before and are dedicated to your objectives
- Faster time to market with marketing experts covering everything from strategy to execution
- A range of services that drive maturity of your MA implementation / investment
- Best of all … multiple best practices from day one



Delivering a solution that's precisely tailored to your needs

Because each business is different, so is the process of implementing MA. To accommodate this, we offer a range of strategic and technical services covering MA readiness assessment programs, audits, deployment and implementation, automation best practices and optimisation, ROI and reporting, as well as managed services, all of which can be tailored to your individual needs.

If you're new to MA, it could be that you want to begin by improving the performance of your email channel and campaigns, but then use your MA platform to drive the right kinds of leads and engagement across multiple channels to make your business more profitable.

- If so, this process will almost certainly begin with a readiness assessment programme to help you clearly understand where you are now and the results you want to (and can) achieve, and establishing a business case for MA, (as well as outlining the steps that need to be taken to deliver it).
- This could also include helping you put a technology strategy in place, identifying the CRM and MA tools that will best fit your needs, and establishing a timeline of where you can expect to be in 6, 12, 24, 36 months etc.

If, on the other hand, you're already clear about your goals for MA, it could be that:

- You're looking to get a solution in place as quickly as possible, or within a limited timeframe. Or, you already have a solution that you want to drive more value from.
- You're looking to use MA as the basis for business process automation or a much broader business transformation, and so need to establish a detailed and actionable roadmap for change.

Whichever situation you find yourself in, we're already working as a strategic partner with leading enterprises and SMEs to develop best practices meeting precisely these kinds of requirements.



JTF MARKETING

Want to find out more about how JTF Marketing can support your organisation optimise your Marketing Automation needs?

We'd love to hear from you!

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