5 Tenets
of Modern Marketing

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.

MODERN MARKETING ESSENTIALS

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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

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Analytics

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

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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.**

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