5 Tenets
of Modern Marketing

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 conversation 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

MODERN MARKETING ESSENTIALS

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MODERN MARKETING ESSENTIALS

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

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Conversion

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

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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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