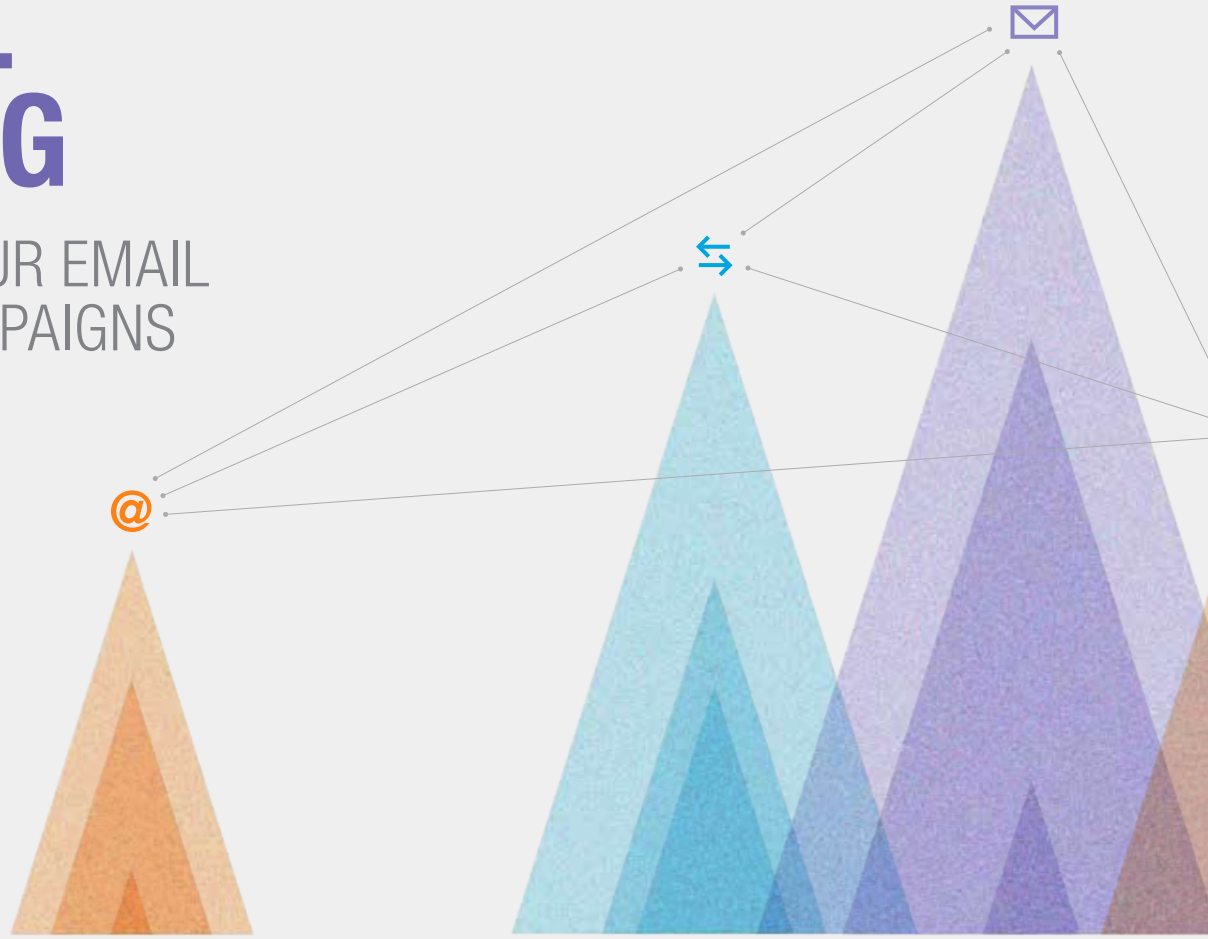
BEYOND B2B EMAIL MARKETING

TURBO-CHARGING YOUR EMAIL STRATEGIES AND CAMPAIGNS



Marketo

EMAIL IS STILL THE ENGINE OF B2B MARKETING

Outbound marketing has been getting a lot of bad press these days. In the era of content, social and inbound, actually reaching out to promote your business can feel almost, well, dirty.

But in the very best B2B marketing departments – especially the ones pioneering the latest inbound marketing strategies – outbound is still a hugely important part of the mix.

And the king of outbound is still email.

In this short eBook, we'll look at email with fresh eyes and present the next natural progression for every B2B marketer who still values the power of email.

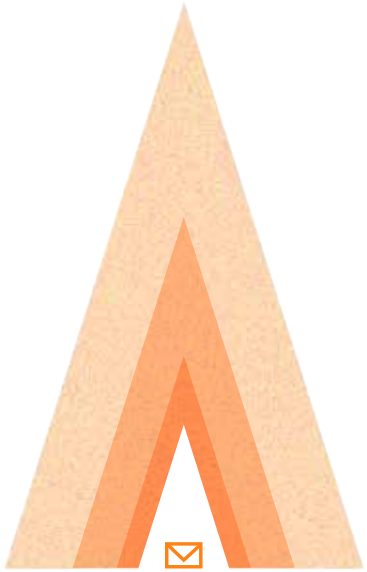
It's a step that thousands of progressive B2B marketers have already taken – with results that add up to a business case that writes itself.

We'll also hear from some experienced email marketers, sharing their insights into best practice (thanks, folks).

By the end of this eBook, we hope you resolve to step up your email efforts to increase their contribution to revenue. We also hope you'll see the value of this next generation of email marketing.

Most importantly, we hope you'll see that the move from traditional email platforms isn't a leap at all. It's just the next logical step in the development and professionalisation of every B2B marketing department.

Let's get started.



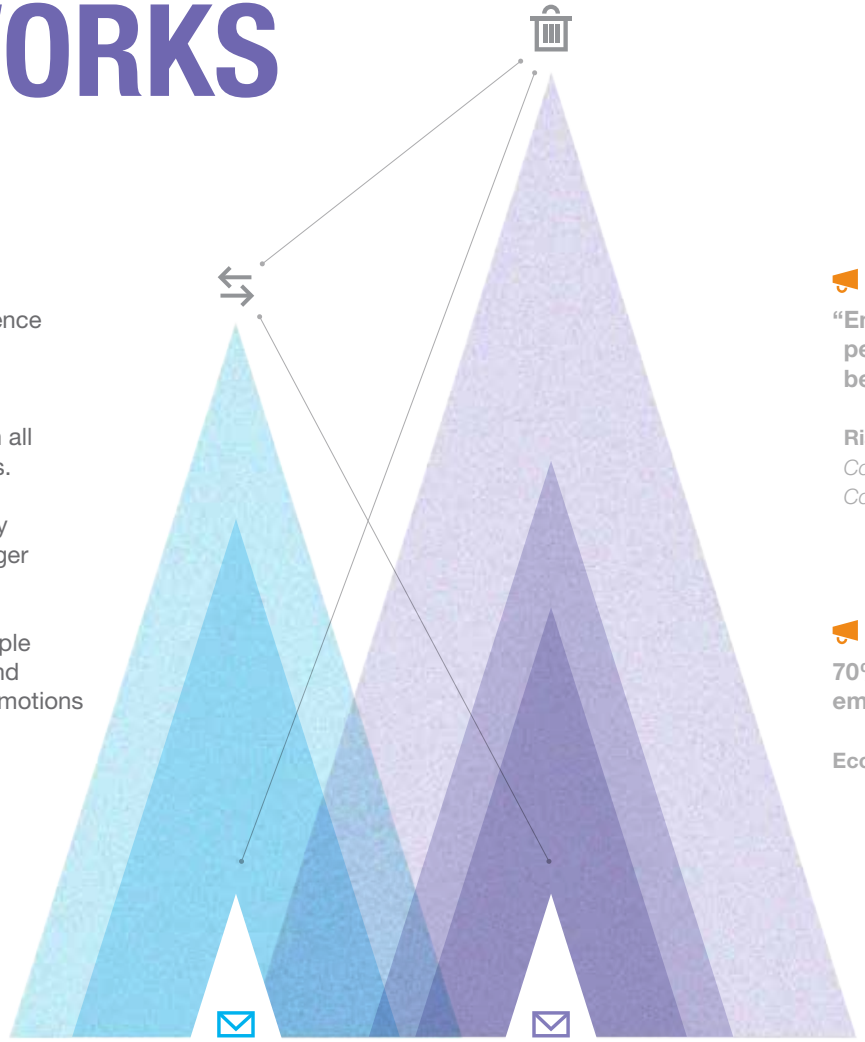
EMAIL WORKS

70% of B2B marketers still regard email as either 'critical' or 'very important' (and only 4% think it's 'not very important').

B2B Marketing Magazine
Email Benchmarking Report
March 2012

Deployed with even a modicum of intelligence and sensitivity, email marketing delivers the goods.

- It's the most cost-effective way to reach all of your known prospects and customers.
- It's valued by your audience – that's why people opt in (and opt out if they no longer find them relevant).
- It's versatile – you can use email for simple alerts and updates, offer new content and deliver anything from discounts and promotions to thought leadership.
- It's immediate, personal and eminently trackable.



"Email is the glue that ties people's cross channel behaviour together."

Riaz Kanani
Consultant and DMA Email Marketing Council Member

70% of digital marketers see email as the top medium for ROI.

Econsultancy Email Census 2012

WHEN EMAIL DOESN'T WORK

"Many email systems don't have any link to the content assets on a site. While retailers like Amazon will trigger a related product email following a category or product browse, I don't think I've ever received an equivalent B2B communication."

Dave Chaffey
Smart Insights

In the wrong hands, email marketing is just spam with content sauce.

- If you don't segment your campaigns, relevance suffers.
- If you never target email according to the prospect's behaviour, you're missing one of the most powerful conversion drivers.
- If you can't tie your email activities to website visits, social media interactions and offline activity, you're only getting a tiny part of the picture.
- If your email is still in a silo, the 'leads' you hand over to sales won't reflect everything you know about each prospect (so they'll be harder to close).

Unfortunately, for many B2B marketers, email marketing is still stuck in the dark ages of 'batch and blast'. It's a low-cost medium so it gets away with it. But more and more marketers have moved their email marketing to the next level and are multiplying their ROI.

The challenge is to harness the power of the new email strategies and tactics and release the true potential of B2B email – without getting bogged down in complexity.

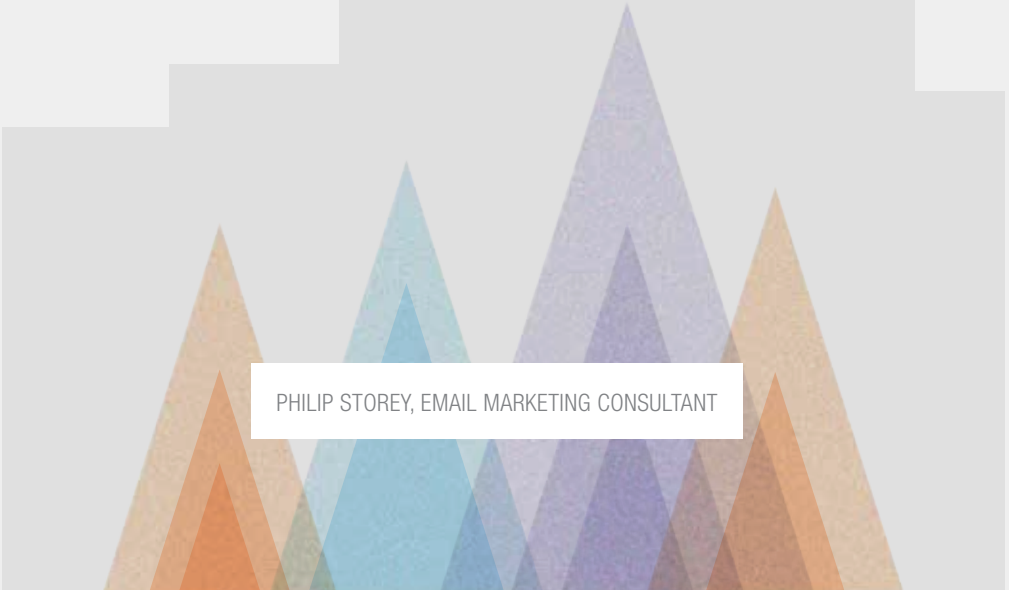
"This email maturity gap, as I call it, will only get bigger and bigger. But for the marketer who has the ambition, it has never been easier to get on the right side of that gap."

Jordie van Rijn
Email Monday

"Email services tend to limit your insight to open and click rates. For true conversion analytics and deeper insights you need the integration that marketing automation brings."

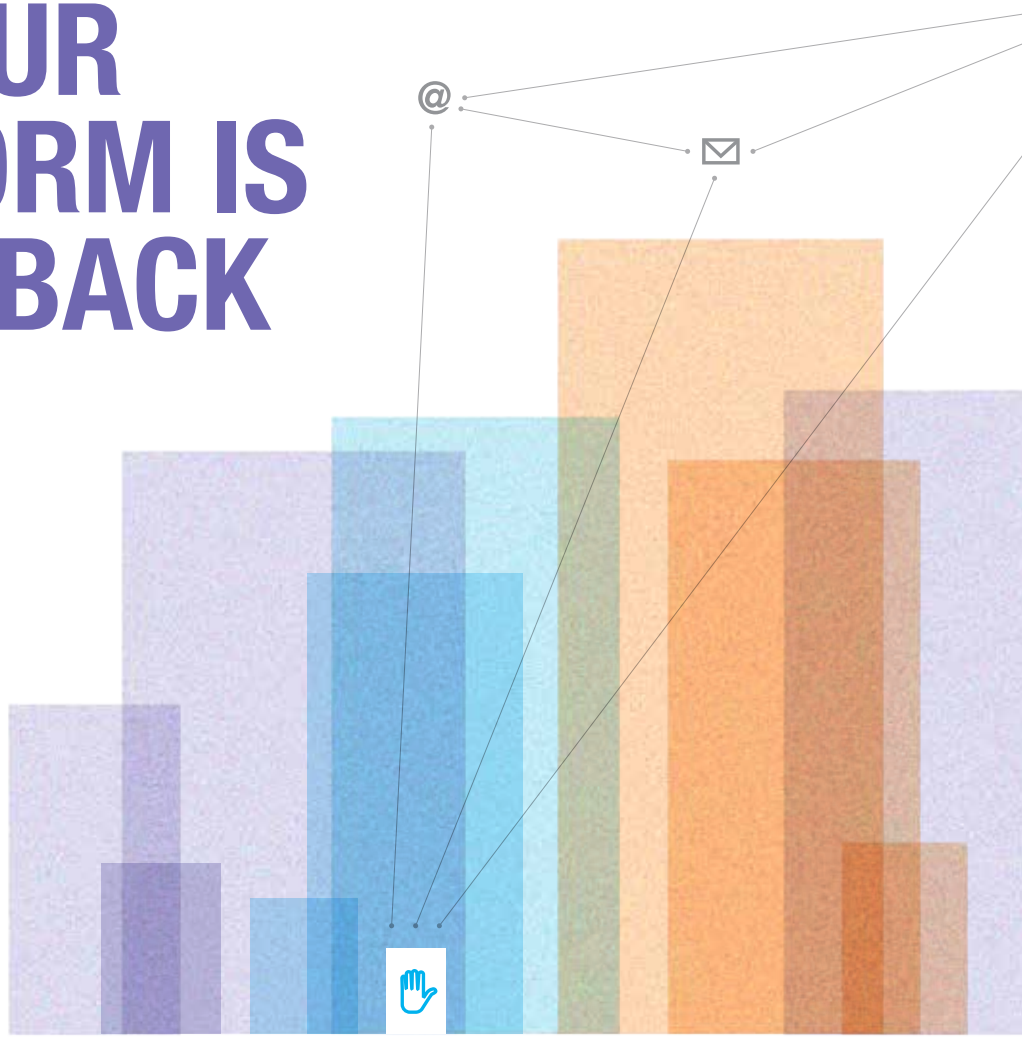
Carl Fredrik Wållgren
MyNewsDesk.com (a Marketo customer)

“EMAIL IS CORE TO THE WAY THAT WE COMMUNICATE IN BUSINESS. AS A CHANNEL IT IS RIGHT AT THE TOP OF THE PILE FOR MARKETERS.”



PHILIP STOREY, EMAIL MARKETING CONSULTANT

FIVE WAYS YOUR EMAIL PLATFORM IS HOLDING YOU BACK



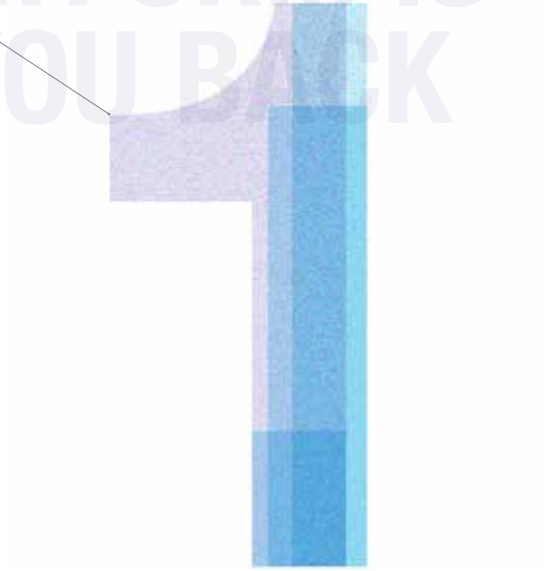
If you're stuck in an old-school approach to email marketing, it's probably not your fault. It's your technology.

Today's email platforms and services were designed for a simpler time, when digital marketing was itself a fairly new discipline.

They brought some fantastic new things to the table – like instant (if basic) analytics – and did a good job of automating some of the manual processes behind standard email blasts.

But B2B marketing has moved on – and email platforms simply haven't. Here's why their limitations have become yours:

FIVE WAYS YOUR EMAIL PLATFORM IS HOLDING YOU BACK



1. The email silo
Email platforms treat email as a separate silo, divorced from all the other customer interaction channels. So you can't merge a prospect's email activities with his or her website visits, content downloads, social media engagements and offline interactions.

This single, unified view of the prospect is essential for deciding how to target each prospect – and when to hand them over to the sales team.

"You would never walk up to somebody and act like the conversation you had on the phone last week never happened. Why would you do the same with email?"

Riaz Kanani
Consultant and DMA Email Marketing Council Member

FIVE WAYS YOUR EMAIL PLATFORM IS HOLDING YOU BACK



2. One-off campaigns
Email platforms are good for sending out one-off campaigns and email blasts. They're not so good at designing and delivering multi-step 'drip campaigns' that, over time, move prospects along the purchase journey.

Without automation, you're forced to send your emails based on your timetable, ignoring the buyer's. With it, you can nurture prospects as they progress through your drip campaign.

Multi-step campaigns need an automated marketing platform that can take each prospect along at their own pace and nurture longer-cycle sales.

"The standard email service providers out there have not embraced lead scoring and nurturing to deliver effective solutions."

Michael Leander
Direct and Digital Marketing Consultant

FIVE WAYS YOUR EMAIL PLATFORM IS HOLDING YOU BACK



3. Landing page disconnect
Emails always lead somewhere. But traditional email platforms force you to create and manage these landing pages in separate tools. So your efforts aren't just inefficient, they're less effective – because your ability to generate and test the right landing pages and forms for each email segment is limited.

Managing your emails and landing pages together is essential to closed-loop marketing. Without it, you're leaking opportunities.

"A lot of marketers don't listen to their prospects digital body language. They don't measure and match the behaviour of their prospects on their website and follow up. A missed opportunity."

Jordie van Rijn
Email Monday

FIVE WAYS YOUR EMAIL PLATFORM IS HOLDING YOU BACK



4. Trigger insensitivity
When a prospect does something meaningful – on your website, in social channels or via email – you need to be able to respond with a relevant, timely email. If you miss these triggers and simply blast email to everyone whenever your promotional calendar dictates, you're ignoring your prospects and their buying signals.

Email platforms can't send automated emails based on triggers that happen in any channel or even offline. You need your email to be managed by marketing automation for that.

"Event-triggered emails will deliver better results when refined and will free up more time for other activities once you have the rules and triggers in place."

Dave Chaffey
Smart Insights

FIVE WAYS YOUR EMAIL PLATFORM IS HOLDING YOU BACK



5. Revenue ignorance
Email platforms can tell you about open rates and click-throughs. But what your business really wants to know is which activities led to revenue. If you can't connect your email system to the downstream sales processes and activities, you can't determine true ROI.

If your email activities (and those from every other channel) are integrated with your CRM system, you move from being in the clicks business to being in the revenue business.

The good news?
You're a very short step away from removing these obstacles in one bold stroke – by moving from your traditional email platform to proper marketing automation.

“WHEN YOU DRIVE ALL THIS ACTIVITY INTO THE CRM SYSTEM, SALES CAN FOLLOW UP, ARMED WITH DETAILED INFORMATION REGARDING WHAT THE LEAD HAD OPENED, CLICKED ON, WATCHED AND DOWNLOADED.”



RACHEL COOPER, GLOBAL MARKETING MANAGER, STATPRO (A MARKETO CUSTOMER)

THE RIGHT PLACE FOR YOUR EMAIL MARKETING

Email marketers love marketing automation because it lets them do everything they used to do – often using very similar processes – plus a whole world of new things that email platforms alone could never do.

Integrate your email with all channels
No more email silos. Now your email strategy benefits form insight from across your web, social, offline and beyond.

Leverage triggers from any channel
So a web visit or trade show badge swipe can trigger the right email at the right time.

Score and nurture leads
Attach a score to all engagements across all channels, then hand prospects over to sales when the threshold has been exceeded. You only hand them over when they're really sales-ready.

Recycle leads that aren't ready
If sales hands a lead back because they're on a longer time scale, it's a crime to simply drop the prospect. Recycle them back into a nurture programme to keep them warm until they're ready.

Track email activity to revenue
By integrating it with CRM, you can see which leads turned into which deals.

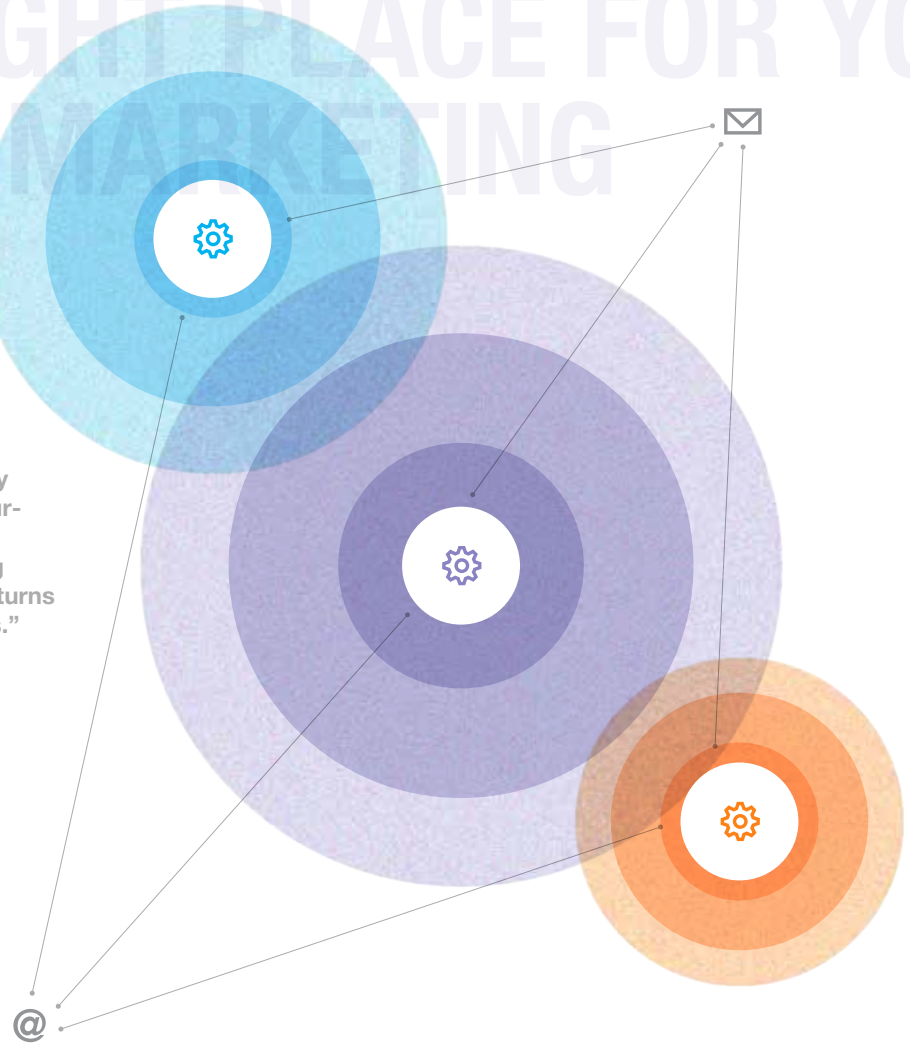
Manage emails and landing pages together
For full-circle marketing and granular segmentation. Oh: and it saves a hell of a lot of time and energy.

Automate entire multi-step campaigns
Set up rules and campaign flows, then stand back and watch them turn a database into a revenue stream.

Clearly, email marketing has much more to offer than the traditional platforms will allow. Moving your email activity into a full-spec marketing automation platform releases all that power – without losing anything.

Thousands of marketers before you have discovered that the transition isn't just empowering, it's easy.

THE RIGHT PLACE FOR YOUR EMAIL MARKETING



"In B2B, email marketers fail to map the customer lifecycle from start to end and create a compelling contact strategy. It doesn't have to be complicated. It can be quite easy and straightforward to set up triggers and segmentation and business rules to treat people differently."

Philip Storey
Email marketing consultant

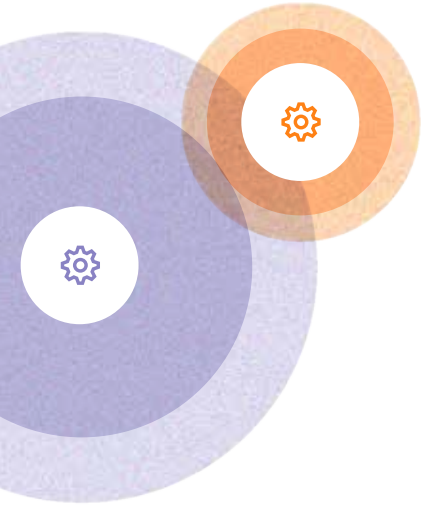
"Most companies today are either delivering newsletters periodically or are at the early stages of triggering behaviour-based emails. Lead nurturing is the next stage in improving both the performance and returns from their email programmes."

Riaz Kanani
Consultant

"Marketing automation is not just an advanced version of email marketing. It's so much more. B2B marketers who have already implemented a structured marketing automation programme are surprised about how much more effective their marketing and selling processes have become."

Michael Leander
Direct and Digital Marketing Consultant

HOW IT WORKS



Here are the three essential parts:

The email automation part
You design a campaign flow and create the emails, landing pages and forms. You then press 'Go' and stand back.

Soon, you'll watch as Prospect Segment A gets email A.

- Click-through A's get follow-up B.
- Non-clickers get follow-up C.
- Downloaders get email D.
- Non-downloaders wait a week, then get email E, etc.

The benefits

- Save time wasted in manual processes
- Make sure every target segment gets the right treatment
- Track every step of the campaign to improve ROI

Download The Marketing Automation Buyer's Kit for more detail.

"To be able to meet our high growth ambitions we had to build a base for a more effective and efficient marketing and sales organisation. The transparency, both in terms of revenue tracking and richer lead profiles, along with the possibility to automate recurring campaigns and flows enables us to do so."

Carl Fredrik Wållgren
MyNewsDesk.com (a Marketo customer)

HOW IT WORKS

The lead scoring and nurturing part
With lead scoring, you decide on a score for each desired behaviour (5 for opening an email, 10 for downloading an eBook, 2 for retweeting, 25 for attending a webinar…).

You pass a lead to sales only when it passes the 'sales-ready' score threshold. And you pass it on (usually via the CRM system) along with all that information about the prospect's activity. And it doesn't stop when the lead is passed along. Lead recycling and bottom-of-the-funnel campaigns keep things warm until revenue time.

The benefits

- Multiply the value of the leads you deliver
- Keep nurturing prospects that aren't yet sales-ready
- Get sales and marketing aligned
- Track your marketing to revenue

Download The Definitive Guide to Lead Nurturing for more detail.

"Without Marketo, we'd spend a lot more time producing emails, forms and landing pages and they wouldn't be half as creative, useful or easy. We'd also lose the knowledge of our visitors and leads."

Rachel Cooper
Global Marketing Manager, Statpro (a Marketo customer)

HOW IT WORKS

"The fastest-growing companies measure ROI to find not just what works, but what works better. They focus on improving ROI, not just proving ROI."

The Definitive Guide to Marketing Metrics

76% of B2B marketing professionals agree or strongly agree that their "ability to track marketing ROI gives marketing more respect".

Forrester Research

The measurement and ROI part
A huge advantage delivered by marketing automation is the insight it gives you about every part of your marketing activity. And the ROI of each activity is the ultimate example.

With marketing automation, you can track your key metrics to actively manage and improve the performance of all marketing programmes.

Your highest-ROI decisions will often flow from strategic questions about offers, messages, target segments and geographies – not simply "pass/fail" assessments of specific programmes or tactics.

The benefits

- See the exact effect of all marketing investment
- Optimize your budget over time to drive up ROI
- Develop the best-converting tactics, offers and messages
- Track the key 'leading indicators' that drive business results
- Improve your performance, profitability and credibility

Download The Definitive Guide to Marketing Metrics & Analytics for the whole story.

GETTING THERE FROM HERE

Moving from an email platform to marketing automation is pretty straightforward. You just need to get your data (and any templates you like) into the platform.

If you're using CRM, it's easy to sync it with your marketing automation platform. If you're not, you can use the database in the platform as your main customer database.

Then just set up your email deliverability settings (not difficult) and put the tracking code on your website (so you can link web visits to all email interactions). That's it. You're ready to go.

“DATA IS THE NEW GOLD BUT IT’S WORTHLESS WITHOUT A HOLISTIC APPROACH. WE HAVE TO MAKE THE DIFFERENT CHANNELS WORK TOGETHER SEAMLESSLY.”

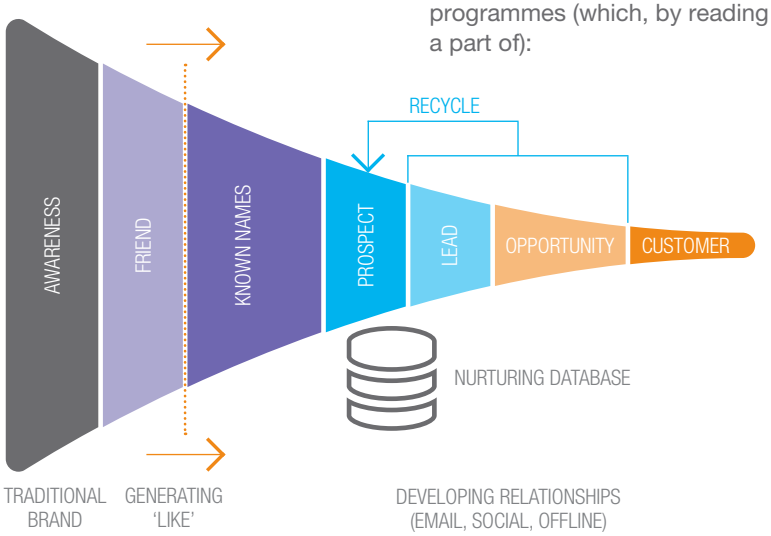


CARL FREDRIK WÅLLGREN, MYNEWSDESK.COM (A MARKETO CUSTOMER)

HOW WE DO IT FOR OURSELVES

At Marketo, we don't just sell the best marketing automation solutions on the planet, we also use it to drive our own rather rocket-like growth.

Here are a few examples from our own programmes (which, by reading this, you're a part of):



Segmentation
We target four key personas, and segment all of our outbound email activities based on a prospect's previous interests. If you've attended one of our webinars about measuring marketing ROI, we'll offer the Definitive Guide to Marketing Metrics; but if you've visited our website from Facebook, perhaps we'll offer you the Definitive Guide to Social Marketing.

Assigning content to purchase stage
We map our content and our email campaigns to the buying stage each prospect is in. A buyer who's early in his process is not interested in hearing about Marketo's product features and will opt out if we send him overtly promotional information. Instead, we send them thought leadership, educational materials that will help him do his job – plus the occasional fun or entertaining piece of content.

In contrast, a buyer in an active sales cycle with us wants to know more about our products, pricing and customer successes. Only by tracking a prospect's behaviors and integrating with the CRM system can we automatically align the content we send to the stage of the buyer's journey.

HOW WE DO IT FOR OURSELVES

Cloning our event campaign
We ran the Marketing Rock Star event series in fifteen cities. We create the campaign once for the first stop on the tour, then just clone it, update the tokens for the unique details at that city (venue etc) and we're ready to rock! All the invitations, confirmations, reminders, follow-ups and landing pages update in one fell swoop!

More personal communications
We don't just send promotional HTML emails. We also set up our flows to send text-only sales emails from a specific sales exec. And the account executives or business development teams can add someone to the nurture campaign based on their interactions (and they can get an alert if the prospect opens a given email).

Responding to 'Act Now' behaviours
We score prospects based on the things they do, with higher scores for behaviours that signal "I'm getting ready to buy" – such as viewing the pricing page on our website. When the score hits 35, the leads are passed over to sales.

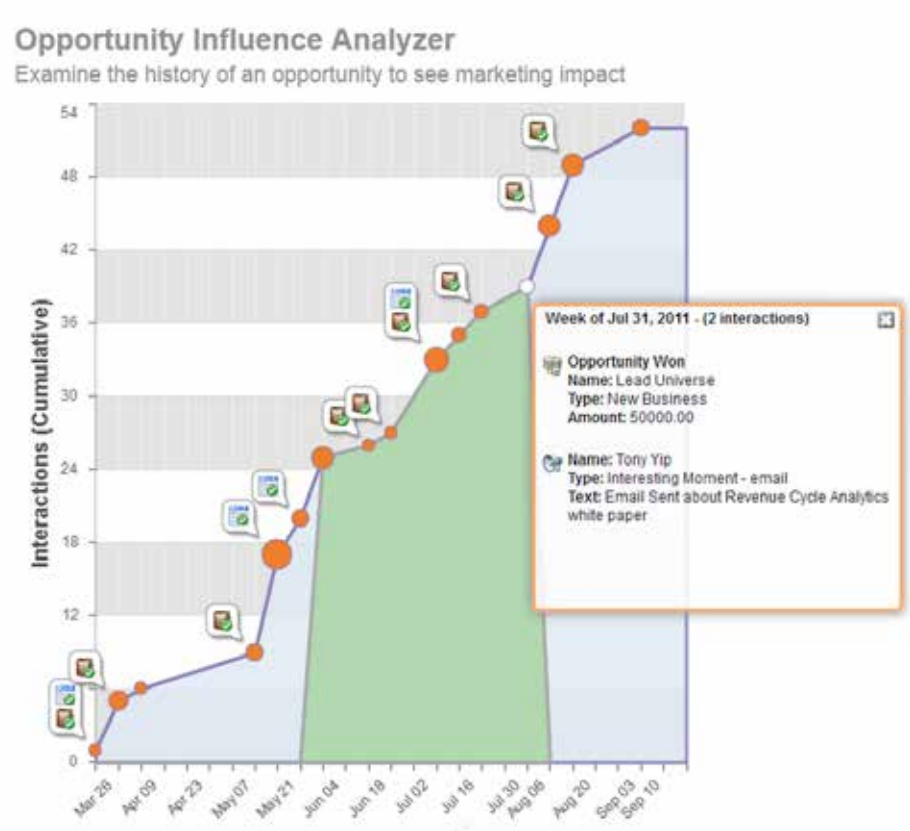
Listening in social channels
We're really active in social media and we use automated processes to respond in social channels – such as triggering an email from a tweet.



HOW WE DO IT FOR OURSELVES

A/B Testing
Once you've got total insight into the effectiveness of every activity, it's easy (and incredibly important) to develop a 'testing culture'. At Marketo, we never stop testing everything about our emails, landing pages and campaign flows.

Measurement and Analytics
At Marketo, we track five key metrics versus goals on a weekly basis – including new prospects, new leads and new opportunities – and 30 key metrics versus goals on a monthly/ quarterly basis. We look at actuals, target and 12-month trends for each of them. The result? We know exactly how much revenue our marketing generates.



“THIS STUFF WORKS.”



FERGUS GLOSTER, MARKETO

FURTHER RESOURCES FOR EMAIL MARKETERS

We've produced a whole library of best-practice guidance for B2B marketers, many of them focused on email marketing.

If you're keen to advance your own email marketing, here are a few more resources for you:

Building a Case for Marketing Automation
The deck from our session at Salesforce.com's Dreamforce 2012.

Email Benchmarking Wizard
Compare your email marketing results with your peers and with best practice.

Jon Miller on Email Benchmark Results
Our VP Marketing takes you through the best-practice benchmarking results in this webinar.

The B2B Email Marketing Success Kit
Everything you need: eBooks, webinars, white papers, blog posts and videos – all in one kit.

A HUGE THANK YOU



Jordie van Rijn
Jordie van Rijn is a freelance email marketing consultant. He specialises in email and digital marketing, providing guidance to improve results and go for smarter, better marketing. He is also the founder of a platform for email tool selection and internationally accredited emailgeek.

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Dave Chaffey
Dr Dave Chaffey is the CEO and co-founder of online marketing advice publisher SmartInsights.com. He is the author of five successful business books including Internet Marketing: Strategy, Implementation and Practice; E-business and E-commerce Management, eMarketing eXcellence and Total email Marketing.

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Riaz Kanani
Entrepreneur (focused on product, marketing and operations) experienced in bringing innovative technology to market – mostly within the Internet and Saas space. Over the past decade, Riaz has been involved in building out operations in the UK/Europe for both North American and local organisations targeting enterprise and mid-market clients.

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Michael Leander
Michael Leander is an accomplished international marketing speaker. Covering a range of topics related to direct marketing, digital and interactive marketing, customer loyalty marketing management, social media marketing and CRM, he has delivered great experiences to audiences in nearly 40 countries earning him a reputation as a "great marketing speaker and marketing trainer".

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Philip Storey
Philip Story is an Email Marketing Consultant at Lyris, London. He has been specialising in Email Marketing for a decade, helping brands such as ASDA, Sony, The Football Association and Tui Travel to develop meaningful relationships with prospects and customers in the inbox, creating engaging and response-triggering email for acquisition and retention strategies that drive a high return on investment.

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A HUGE THANK YOU

StatPro is a global provider of portfolio analytics for the investment community. Our cloud based services provide vital analysis of portfolio performance, attribution and risk. Hundreds of investment professionals use our cloud services directly or through a fund administrator/partner to perform sophisticated analysis, reporting and distribution every day.

http://www.statpro.com

Mynewsdesk provides a social media newsroom and all-in-one PR platform for your business. Many of the biggest brands in the world use Mynewsdesk to manage their PR – as do thousands of small and medium sized companies.

Mynewsdesk enables you to create a social media newsroom, expand and manage your media contacts and discover who's talking about your brand and sector online. And search engine performance and social media visibility are built in.

http://www.mynewsdesk.com/uk

ABOUT MARKETO

Marketo uniquely provides easy-to-use, powerful and complete marketing software that propels fast-growing small companies and global enterprises alike. Marketo's marketing automation and sales effectiveness software – including the world's first integrated solution for social marketing automation – streamlines marketing processes, delivers more campaigns, generates more win-ready leads, and dramatically improves sales performance. With proven technology, comprehensive services and expert guidance, Marketo helps thousands of companies around the world turn marketing from a cost center into a revenue driver.

Marketo was recently named one of "America's Most Promising Companies" by Forbes Magazine, the #1 fastest-growing private company of 2011 by the Silicon Valley Business Journal, and the "2011 CRM Market Leaders Awards Winner for Marketing Solutions" by CRM Magazine.

Known for providing breakthrough innovation and fueling explosive growth, Marketo was recently named one of "America's Most Promising Companies" by Forbes, the #1 Marketing Software Vendor on the INC 500, and the #1 fastest-growing private company of 2011 by the Silicon Valley Business Journal.

In both 2011 and 2012 the company received the CRM Market Leaders Awards Winner for Marketing Solutions by CRM Magazine. Salesforce.com customers also honored the company with two AppExchange Best of '11 Awards, for Best Marketing Automation Solution and Best Chatter Exchange.

For more information, visit www.marketo.com, or subscribe to Marketo's award-winning blogs at blog.marketo.com.

You can find us on Twitter, Facebook, LinkedIn, on our own award-winning blogs – or simply call Marketo on:

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“GO FORTH AND AUTOMATE.”



JON MILLER, MARKETO