

TAKING THE LEAP TO **DEMAND CENTER** MARKETING



Taking the Leap to Demand Center Marketing

7 REASONS YOUR ORGANIZATION NEEDS A DEMAND CENTER

Digital marketing has transformed how most organizations market today. Marketers at even the smallest companies are now equipped to leverage online strategies including email, banner ads, search, and social media. The concept of a “demand center” has emerged at the core of successful marketing organizations as a hub for shared marketing services, infrastructure and process to enable organizations to bring programs to market that leverage key corporate assets and best practices. Not surprisingly, savvy marketers are embracing the concept because they see how it can help them drive consistent demand, whether they represent the corporation, a business unit or region.



What's Driving this Change?

- Customers now have the power; especially in B-to-B where they control the dialog, establish the rules of engagement, define the information they need, and the channels used
- It's tougher than ever to identify and reach the actual buyer with relevant communications; invisible buying committees are the norm and customer advocates must often be equipped to sell on behalf of the vendor
- Greater accountability is expected, with marketing expected to demonstrate a quantifiable and measurable contribution to revenue; depending on the company, this might be in the form of marketing qualified leads, sales qualified leads, converted sales or a variety of other metrics
- New tools, such as marketing automation, to strengthen operational muscle and agility are widely available, leveling the playing field so that smaller companies can compete effectively with the big boys
- A greater focus on organizational integrity and transparency is an outcome of the power shift from seller to buyer, reinforced by the inherent scrutiny the Social Web and other “watchdogs” bring
- Marketers are expected to work cross-functionally with other disciplines to tackle enterprise-wide challenges; this means marketers need to align with every group that touches the customer, especially sales

The digital age presents both an opportunity and a challenge for today's B-to-B marketer who must combine both "traditional" marketing vehicles with new demand creation tools to find and convert high-value, relationship-centric selling opportunities. Since customers set the cadence of the buying cycle, marketers must be able to respond with the right information at the right time. Without marketing automation, this quickly becomes impossible as companies grow, and puts them at a competitive disadvantage. On the other hand, those marketers that master these new channels and tools will be able to deliver more powerful, measurable and profitable demand generation programs than ever before. A key vision for the demand center is to help transform the marketing function from a perceived cost center to a vital revenue-generating engine for the enterprise. To accomplish this critical objective, marketing needs to substantially raise its game. Here's how:

- Convert insight to value
- Accelerate selling and buying
- Localize marketing campaigns for regional relevance
- Scale marketing for growth
- Synch marketing objectives with the enterprise strategy
- Optimize customer profitability
- Demonstrate measurable Return on Marketing

1. CONVERT INSIGHT TO VALUE

Many companies are guilty of under-investing in their marketing intelligence. Even those organizations that invest heavily may lack confidence in the integrity of the data or data source. Knowledge gaps are prevalent, as insight tends to stay in the field.

A demand center enables marketing to consolidate and deliver invaluable business intelligence to the organization. It provides a central repository of insight into how customers are interacting with the company's marketing messages, assets and campaigns. By tracking a prospect's digital journey, marketing can:

- Use creative marketing techniques to creatively engage with individuals in the most compelling and relevant way possible, according to their interests and stage in the buying process



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- Evaluate messages, landing pages and other campaign assets to identify what's working and what's not
- Better coordinate and synchronize the respective funnel responsibilities of sales and marketing to move a prospect with greater velocity down the funnel
- Equip the sales force with exactly the tools they need to help prospects move through the buying process, from investigation to purchase.
- Provide a center of excellence that enables best practice performance and an integral resource to make the best decisions possible

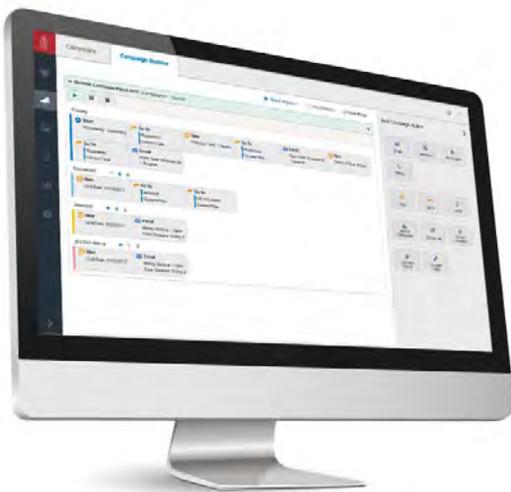


2. ACCELERATE THE SALES AND BUYING PROCESS

Marketing is typically vested with generating sales leads, but often is seen as guilty of providing sales with unqualified leads. The Aberdeen Group research; “Lead Nurturing: The Secret to Successful Lead Generation” study showed that that up to 28% of the “leads” from lead generation programs are never followed up by sales. Purchase histories show that up to 80% of companies that are ultimately disqualified by sales, purchase within 24 months – from the company, or more likely, a competitor. The cost of wasted leads is not just the initial marketing investment and missed opportunities but the ability to justify future investment.

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A key role of a demand center is to automate the nurturing process. Lead nurturing – leveraging processes and automation to proactively identify and engage with prospects that are not ready to buy today – guarantees that every single lead is followed up and each prospect is funneled into the ideal customer journey according to their unique behavior or profile.



eTrigue DemandCenter – Simple time based storyboard campaigns for non-technical marketers

A demand center strategy can have a huge impact on the velocity of the selling pipeline by ensuring the following best practices:

- Lead definition – Sales and marketing align behind the profile of an ideal customer and mutually-define what constitutes a “sales-ready” lead
- Lead nurturing – Marketing enables sales to focus on “high-touch,” ready-to-buy qualified leads by managing the not-ready-to-buy ones at the top of the funnel, as well as those that both sales and marketing need to touch
- Lead scoring – Sales and marketing work together to establish a lead scoring methodology in which a lead becomes sales-ready once it reaches a score threshold based on a pre-defined criteria
- Relevancy, Relationship and Respect – Best practice companies convert almost 50% more leads than average ones; Look behind the numbers and the 3Rs are at the heart of that success



3. LOCALIZE CAMPAIGNS FOR REGIONAL RELEVANCE

Global competition has placed price pressure on virtually every segment, created an always-on 24 x 7 business climate, and vastly increased the choices available to the consumer. Regional representatives are closest to the customer and best equipped to understand customer buying motivations and deliver localized campaigns and, ultimately, the outcomes customers expect.

A demand center model brings together the best of both worlds:

- Regions own localization, and can benefit from the economies of scale inherent in the corporation’s purchasing power
- Corporate marketing maintains control of brand standards through templated content and landing pages, lean approval processes and best practices guidance
- Both headquarters and the regions benefit from an enabling platform that helps everyone work seamlessly together to achieve common objectives

4. SCALE THE MARKETING FUNCTION FOR GROWTH

As companies move away from the batch-and-blast approach to e-mail marketing, the importance of creating a unique journey for each prospect in the database grows, based on who they are, what they need, where they are in the process and so on.

As companies grow, they tend to become increasingly complex, and, correspondingly, inefficient. A demand center approach enables marketers to effectively manage what seems like “unmanageable complexity,” using marketing automation tools and processes to better:

- Utilize scarce resources
- Bridge siloed thinking that creates a disconnect between strategy and execution
- Minimize duplication of effort
- More effectively capture and transfer knowledge to aid decision-making
- Map campaign strategy and assets from first touch of prospect to repeat customer business
- Document best practices to replicate success
- Build a compelling business case for further investment

A key factor in scaling marketing is the recognition that technology is a means, not an end in itself, and that the most successful marketing automation deployments are holistic in nature. Effective marketing automation solutions are specified and built from a comprehensive understanding of the enterprise’s knowledge (including its data), its cross-functional processes (how work gets done across the enterprise), its culture (especially its people) and its business objectives (its strategy). Executive-level sponsorship, education, socialization and enlisting of stakeholder champions and data stewards are all key factors in ensuring that marketing automation is embraced, adopted and utilized to the fullest.



“ Best practice companies convert almost 50% more leads than average ones. ”

5. DELIVER THE ENTERPRISE STRATEGIC AGENDA

Marketing has a significant opportunity to play a more influential role at the enterprise strategy table. In order to do so, it needs to align its priorities with those of the enterprise. Marketing can raise its stature from a resource burner to a star performer in a variety of ways, including:

- Tightly align marketing investment (budget, resources, effort) with enterprise objectives
- Take the lead in empowering the revenue engine, especially equipping sales to be successful
- Be at the hub of industry, competitive and customer insight to help executives make the best-informed business decisions
- Tangibly demonstrate its contribution to enterprise success through clearly-defined metrics and key performance indicators

6. MAXIMIZING CUSTOMER PROFITABILITY

Companies that can retain high-value customers have great advantages in cost reduction, market share, price premium and profitability compared to those companies that focus on customer acquisition alone.

A demand center approach to marketing can impact both customer acquisition and client retention. This starts with segmentation and targeting, which can range in effectiveness from:

- Developing lists based on demo criteria and a shot-gun approach (old school)
- Creating buyer personas – a detailed profile of an example buyer that represents the real audience and gives insight into the buyer's priority initiatives, success factors, perceived barriers, buying process and decision criteria
- Using predictive analytics to create smaller, more highly targeted groups with demonstrated interest
- Account-based strategies to focus on developing greater awareness and traction at accounts

Once segments and targets are defined, automated nurturing is a powerful way to work hand-in-hand with sales, service, channel and other functions to keep the communications pipeline open with prospects and customers, and deliver the best customer experience possible.



Customers that are especially strong advocates can be invited to participate in the company's customer reference program. This continuous dialogue assists in identifying the lemons too – those customers that are unhappy with their products or experience with the company, and are looking for a little sweetener to turn their experience into lemonade.

7. ACCELERATION CAMPAIGNS

Just as you constantly review and update your marketing campaigns, you should also review the level of detail and the structure of your database. For example, asking for too much detail can be costly when purchasing lists; not enough can yield miss-targeted marketing messages. Your potential customers businesses aren't static, so as you change your strategies to cope with a changing market, make sure your database keeps pace.

GET THE MOST FROM YOUR DATA

If you're finding it a challenge to get the most out of your marketing and sales databases, the process begins with an automated demand generation system that efficiently tracks, nurtures, and identifies interested prospects over time and puts that data in the hands of sales and marketing to close more sales faster.

P.S. The time to maximize the value of your data is NOW. Get the most out of these 7 tips by learning more about how eTrigue's "Intelligent Demand Generation" platform can help you market more effectively and sell faster! If you already have a simple email-blast system with limited contact development and tracking capabilities, it's time to take your marketing campaigns to the next level with an automated demand-generation system like eTrigue.



“82% of technology buyers prefer information targeted to their industry.”

—KnowledgeStorm report

About eTrigue Corporation

eTrigue DemandCenter® marketing automation platform helps marketers build more successful demand generation programs that target, nurture and qualify prospective customers based on their “digital biography.”

eTrigue Intelligent Demand Generation® SaaS products improve the way marketing and sales teams generate qualified leads, and they help close sales more quickly.

Marketing Automation for the Rest of Us™

