



Marketing Automation Bootcamp

ICMA, Athens, Oct 22 2014

Agenda

- 1 About DemandGen Europe
- 2 Introduction to Marketing Automation
- 3 Approach to Marketing Automation in 4 Steps
- 4 The Customer Lifecycle
- 5 Social Relationship Management
- 6 Campaign Monitoring and optimization
- 7 Platform Overview
- 8 Use Cases

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About DemandGen Europe

About DemandGen

Location



- Headquarter DemandGen Europe: Munich, Germany
- Offices in Eisenstadt (AT), London (UK), Singapore (SG), Melbourne (AU)
- Headquarter DemandGen International: San Francisco (US)

Facts

- Founded in 2003
- 80+ Employees
- Over 200 clients

DemandGen is a global team of lead management and marketing automation experts, with centers of excellence across Europe, Asia and North America. DemandGen has helped hundreds of clients establishing **Integrated Lead Management** and **Customer Lifecycle Management** frameworks using **Inbound Marketing** and **Marketing Automation**.

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Introduction to Marketing Automation

Your Objectives

— Increase Customer Loyalty

- Cross-selling
- Transform customers into ambassadors
- Generate brand priority on retail

— Engage with Online Visitors

- Generate Opt-Ins
- Increase Conversion
- Engage & Interact
- Cross-Channel communication



Do you know your Online Visitors?

Explicit

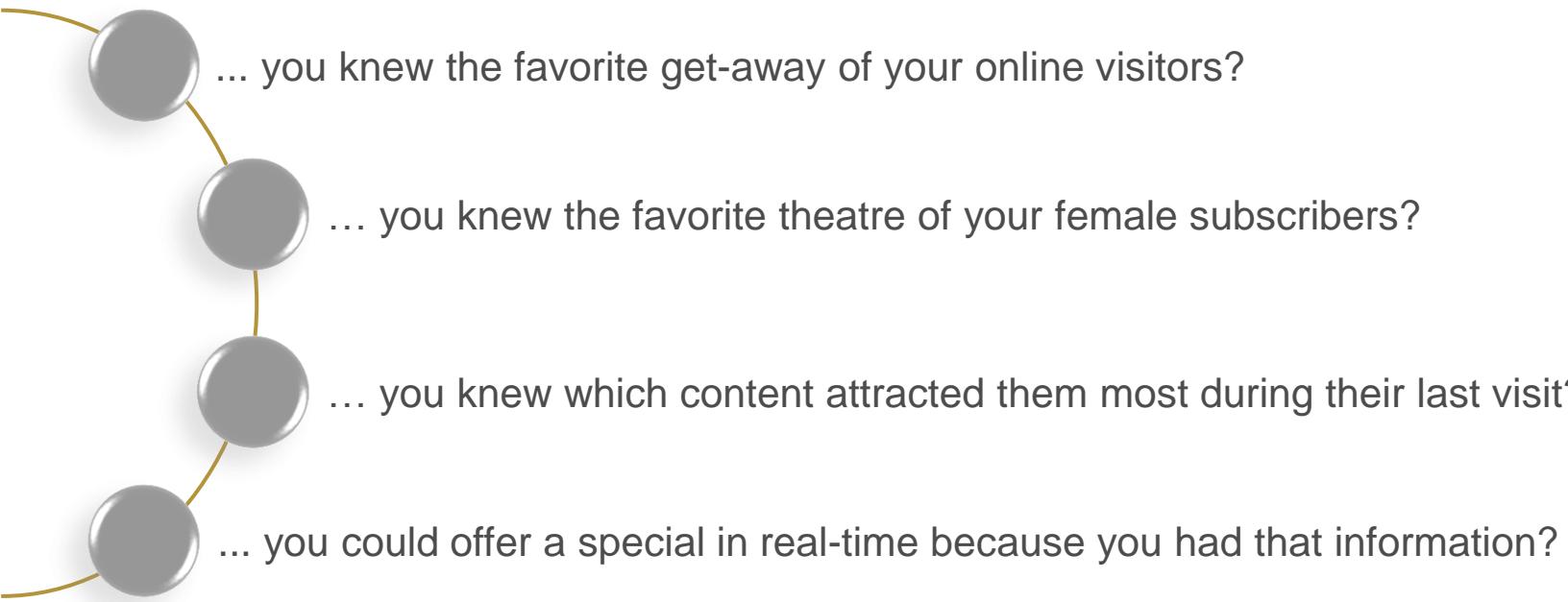
- Demographic
- Declarative
- Transactional

Implicit

- ✓ Engagement
- ✓ Lifestyle
- ✓ Brand Loyalty



What if...



... you knew the favorite get-away of your online visitors?

... you knew the favorite theatre of your female subscribers?

... you knew which content attracted them most during their last visit?

... you could offer a special in real-time because you had that information?

The Art of Conversion

- In order to convert from one stage to another you need to **progressively profile** your audience.
- Using profile information to nurture your audience leads to **loyalty** and **trust**.

1. Basic Lead Form

First Name
Last Name
Email
Company

GET OFFER >

2. Returning Leads – Pre-Populate

First Name
Last Name
Email
Company

GET OFFER >

3. Returning Leads – Pre-Populate – Gather More

First Name
Last Name
Email
Company
Job Title
Phone

GET OFFER >

4. Returning leads – Personalize – Pre-Populate – Progressively Gather More

Welcome back Tim Smith.
Please complete the form to receive the offer...

Email
Industry
What is your budget
When do you need this solution

GET OFFER >

Freemium Models

What media companies can learn from the software industry

Visitor
VISITOR

Fan
FAN

Advocate
ADVOCATE

The Reader's Journey (I)

From Visitors to Subscribers

- Understand your reader
- Tailor your content
- Built relationship and trust



The Reader's Journey (II)

From Readers to Ambassadors

— Increased Loyalty — More revenues — Ambassadors to drive more Visitors

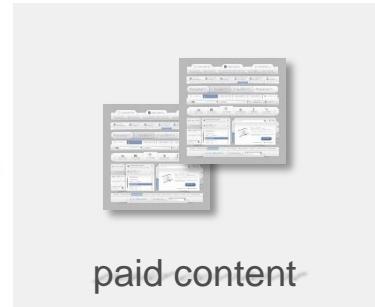
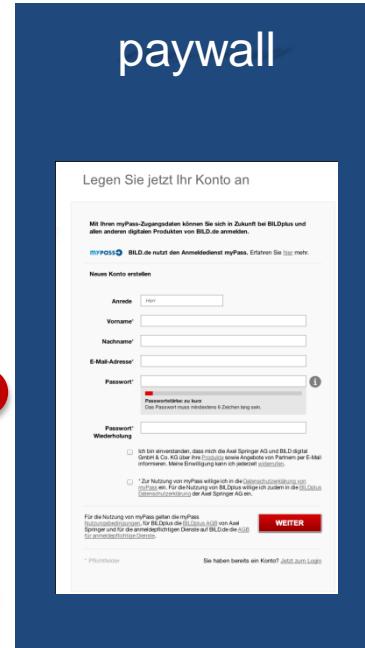
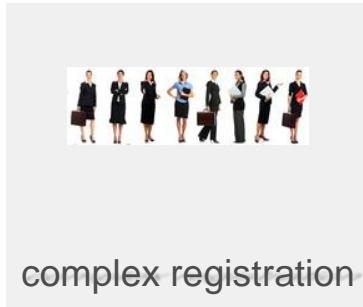


Media Industry Objectives

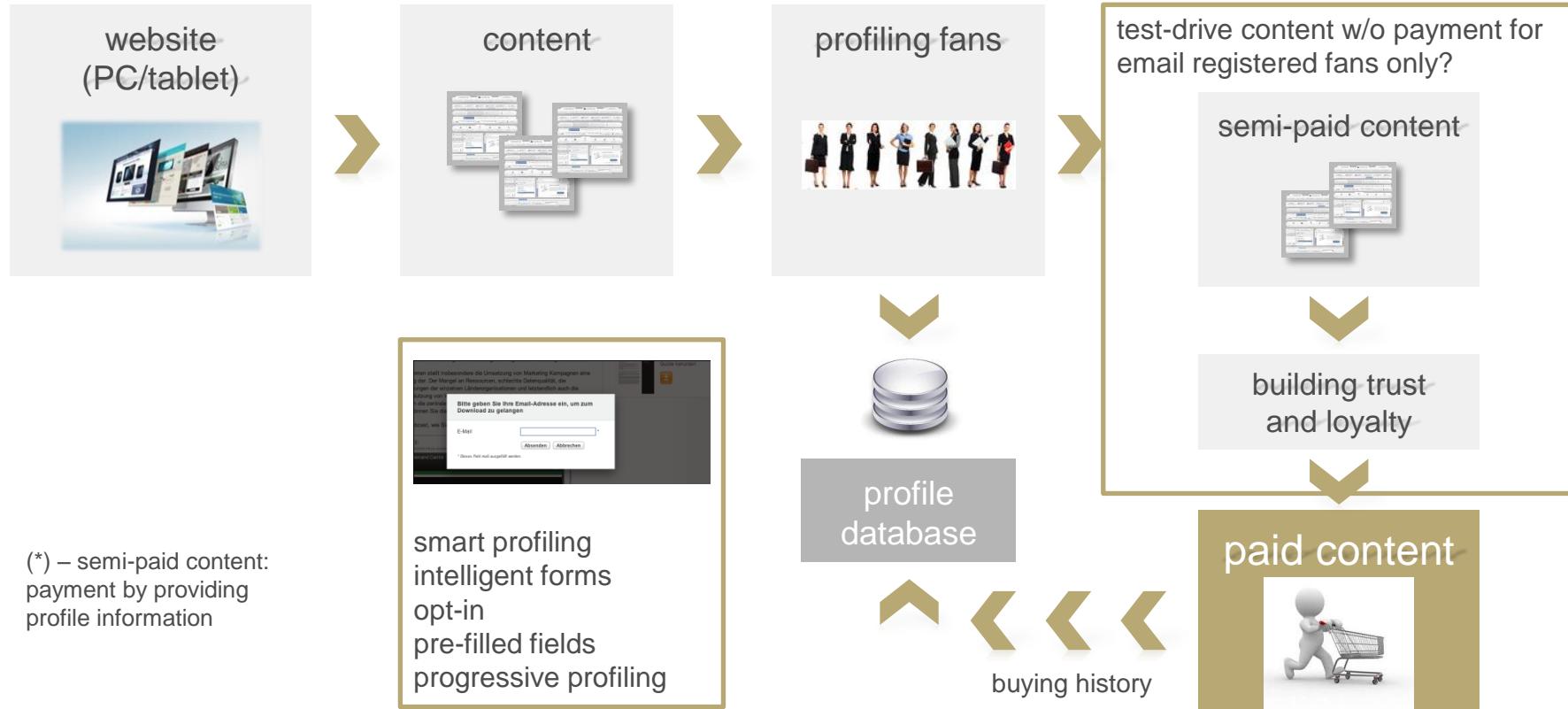
Marketing Automation is designed to :



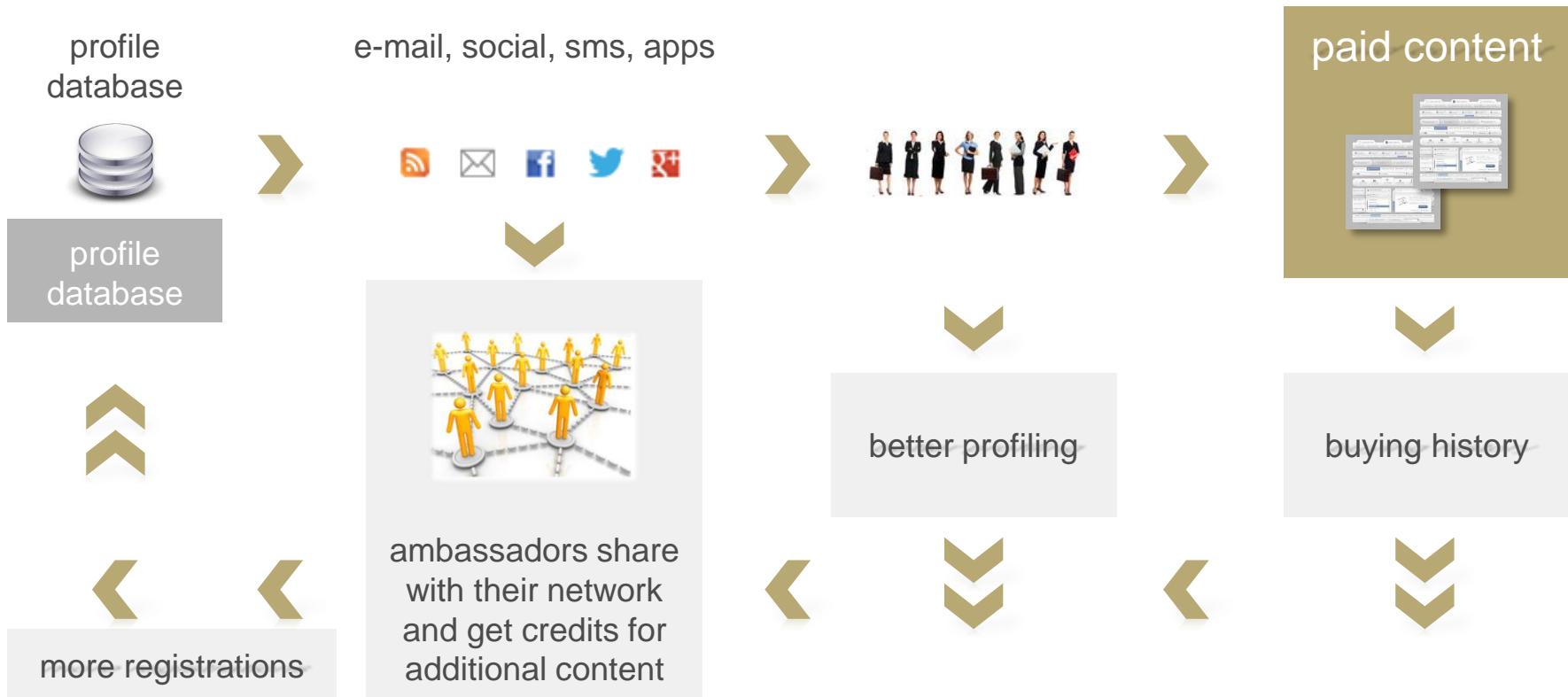
Today: Paid Content Distribution Model



Tomorrow: Turning Fans into Buyers by Semi-Paid (*) Content



Future: Turning Buyers into Ambassadors



Segmentation



Golden Questions

What do you need to know about your potential buyer?

Do you own a NESCAFÉ® DOLCE GUSTO® machine?

Yes, I'm the proud owner of a NESCAFÉ® DOLCE GUSTO® machine & have my unique machine code
 I own a NESCAFÉ® DOLCE GUSTO® machine & have my code later
 No, I haven't got a NESCAFÉ® DOLCE GUSTO® machine

Register your machine here using the unique & leaflet that came with your machine. In return enough Bonus Points for a free box of coffee.

Enter your unique machine code

Machine model*



Date of purchase*

month year

*Mandatory fields - please fill in.

How did you come to own me?

I bought you myself
 A present that I had asked for
 A surprise present from someone who thought I would like you

Where did you buy me? I should know but it is difficult to tell when you are in a box

What made you decide to buy your Nescafe Dolce Gusto?

Choose one of the following.

I saw a demonstration
 I did some online research
 A recommendation from a friend
 A friend introduced me to the great taste
 I saw an advertisement
 There was a special price promotion
 I fell head over heels with it's great taste

We don't like to pry, but if you could tell us your age we'd be very grateful.

Please choose

What do you like best about coffee? Please choose one of the following.

It's convenient and easy to make and it kick starts my day
 I drink it everyday because I love the taste
 I like to treat myself

On average, when do you drink:

	Tea more often	Coffee more often
First drink of the day	<input type="radio"/>	<input type="radio"/>
Breakfast	<input type="radio"/>	<input type="radio"/>
Mid Morning	<input type="radio"/>	<input type="radio"/>
With Lunch	<input type="radio"/>	<input type="radio"/>
After Lunch	<input type="radio"/>	<input type="radio"/>
Afternoon	<input type="radio"/>	<input type="radio"/>
Early Evening	<input type="radio"/>	<input type="radio"/>
After evening meal	<input type="radio"/>	<input type="radio"/>
Before Bed	<input type="radio"/>	<input type="radio"/>

On average, how many hot drinks do you have?

Up to 3 a day
 4-5 a day
 5+ a day

And how many of those drinks do you make with your new coffee-wizard?

I probably won't have Nescafe Dolce Gusto everyday
 1-2 a day
 3+ a day

NEXT

More about our privacy policy

Visitor Qualification

Explicit

Declarative

- Reader Survey

Transactional

- Data from direct transaction with the brand (content)

Implicit

Digital Body Language

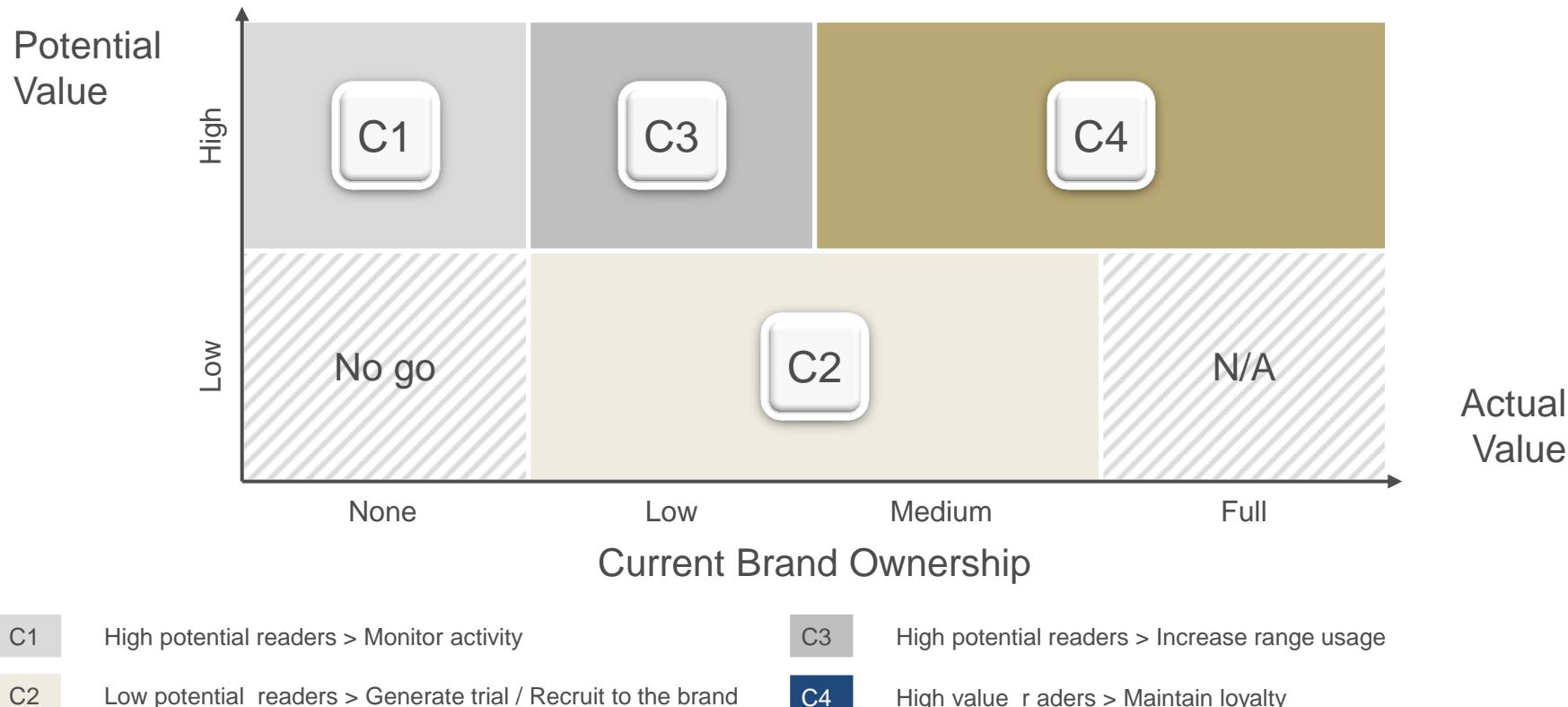
- Social Listening
- Social Sharing
- Web/Email Tracking

More Segmentation Criteria

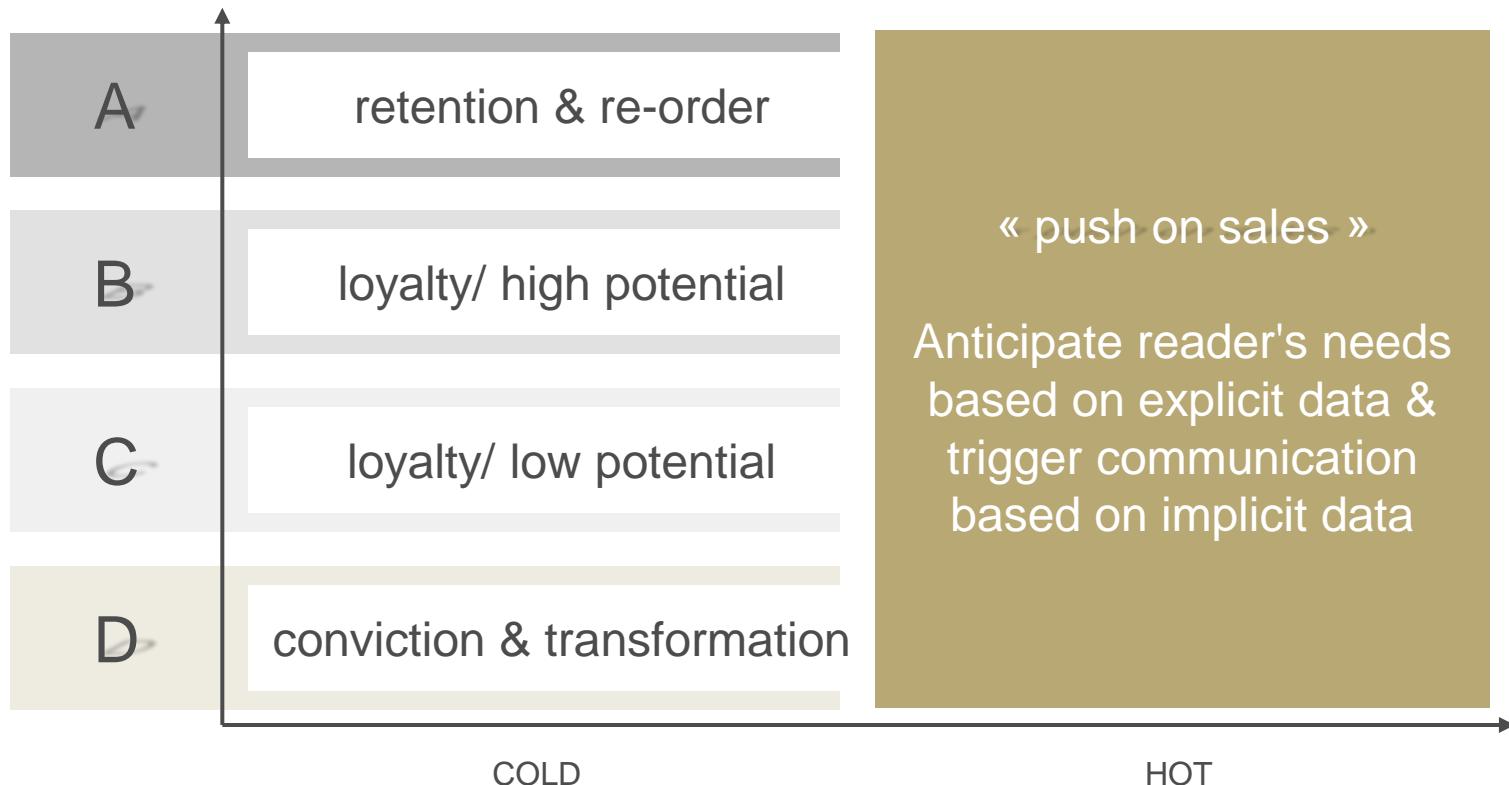
Understand the ROI potential per customer

- Lifestyle
 - Is the consumer a low, medium or high potential user?
- Lifecycle
 - Is the consumer in a cold, warm or hot phase of the purchase cycle ?
- Brand ownership
 - Does the consumer own any of your product families?
 - Does the consumer show affinity for the brand positioning ?

Visitor Segmentation



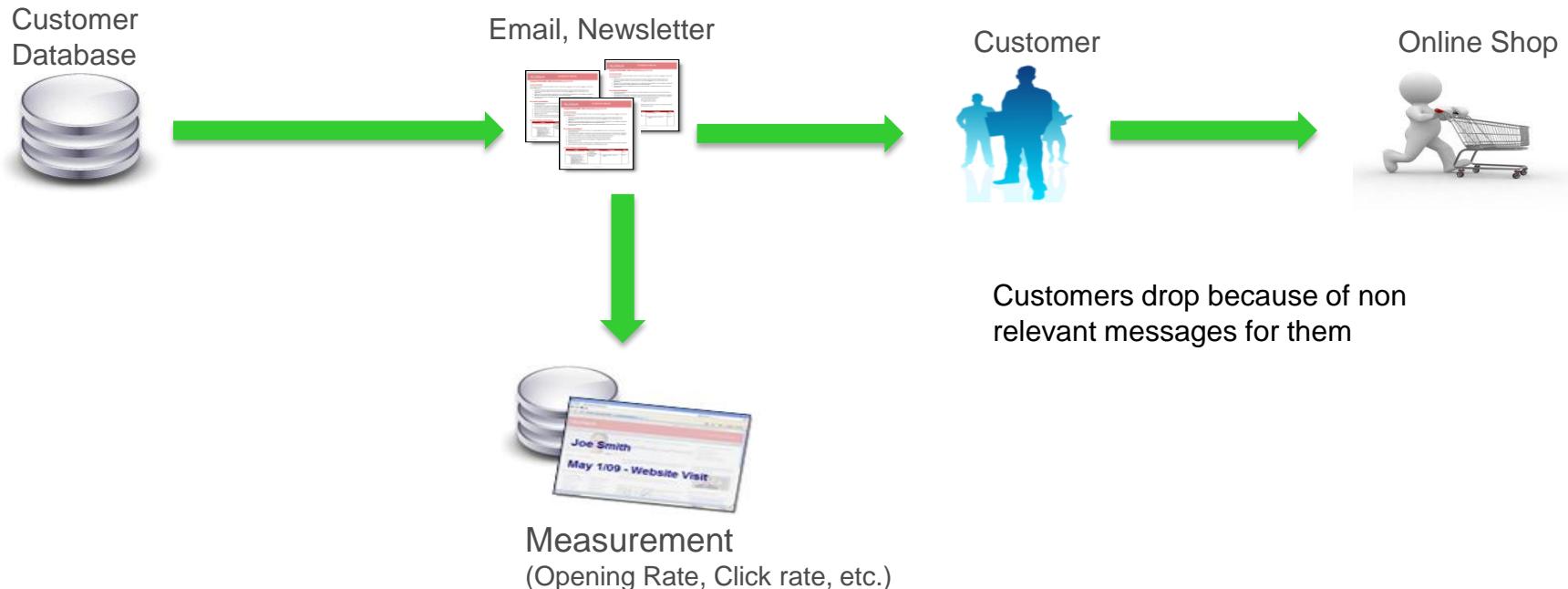
Visitor Clustering



Communication



Email in the past – push communication



But everyone is different!

Demographics

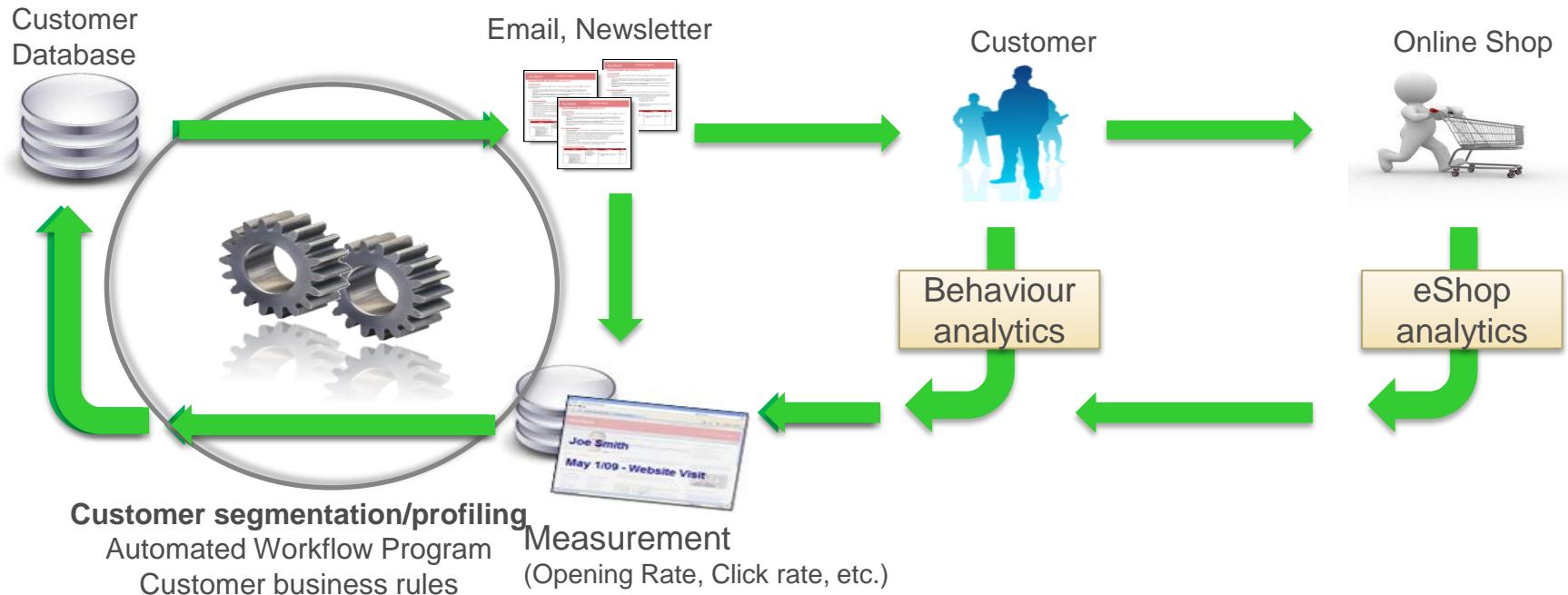
Maturity

Behaviour

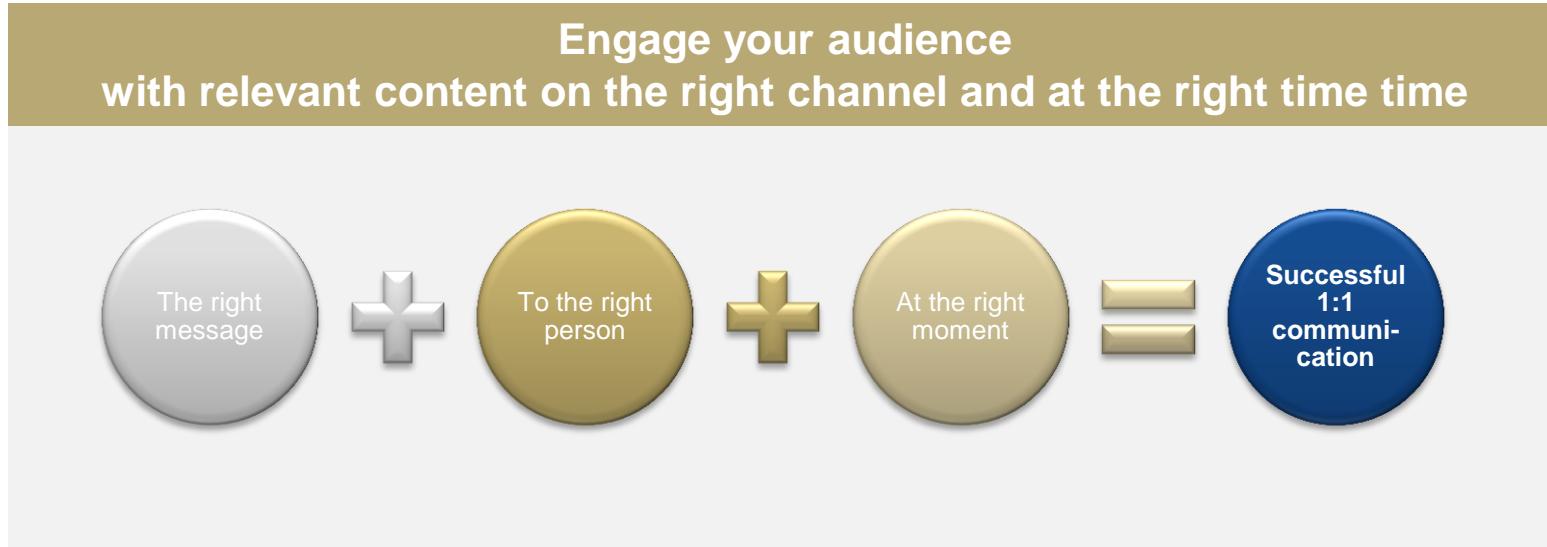
Needs

Brand interaction

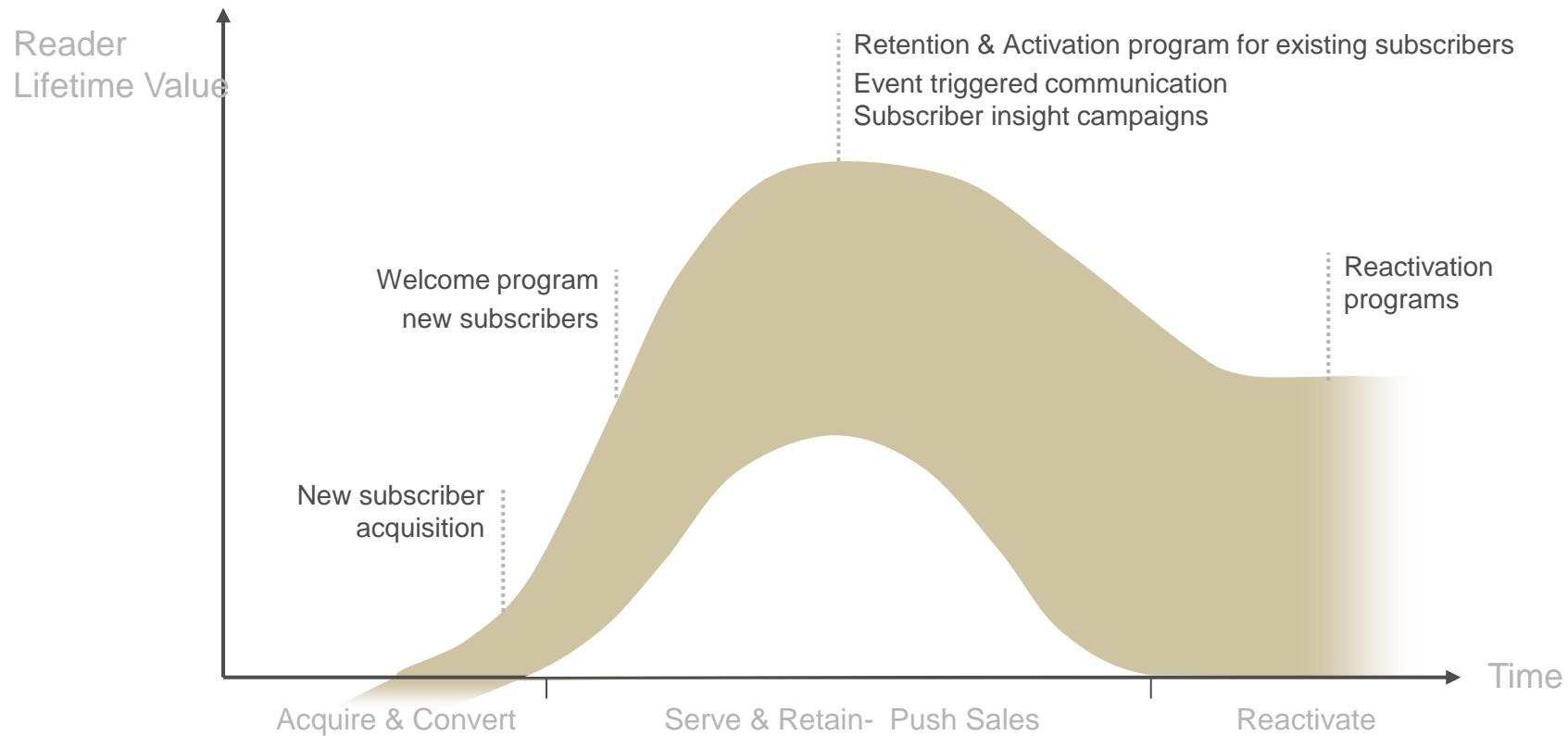
The 1:1 Closed-Loop Automation



The Golden Rule for Marketing Automation



Subscriber Relationship Management based on the Lifecycle

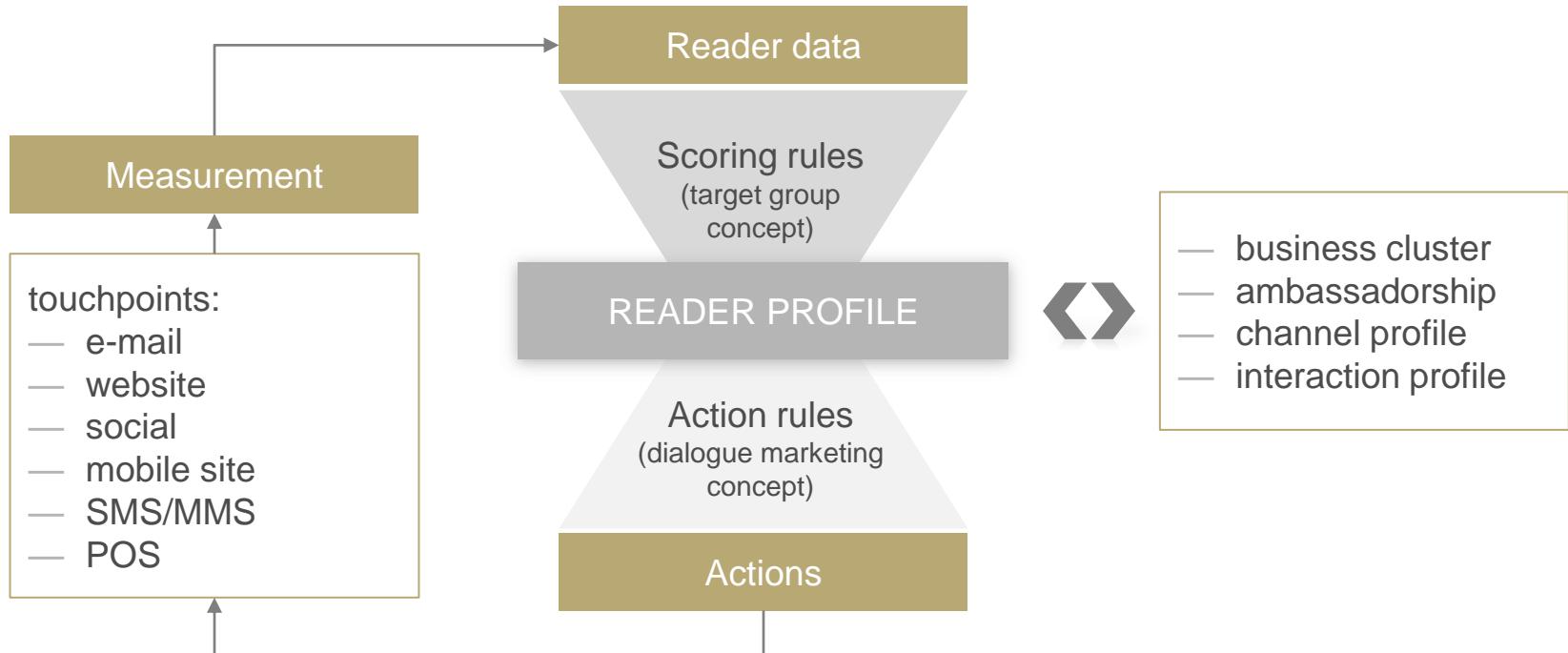


Progressive Profiling

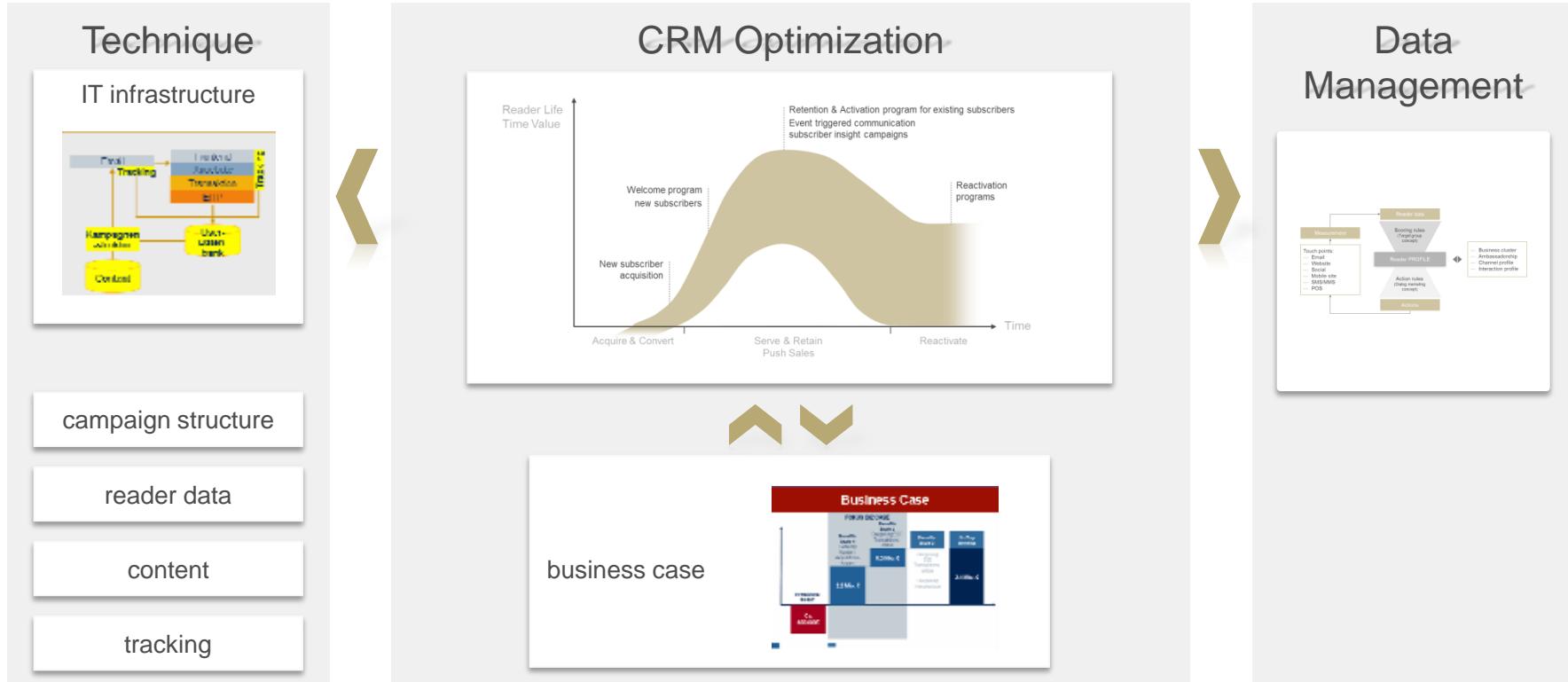


Ongoing Qualification Model

Dynamic system based on effective results per Reader



System Optimization



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Approach to Marketing Automation in 4 steps

Your approach in 4 steps (1/4)

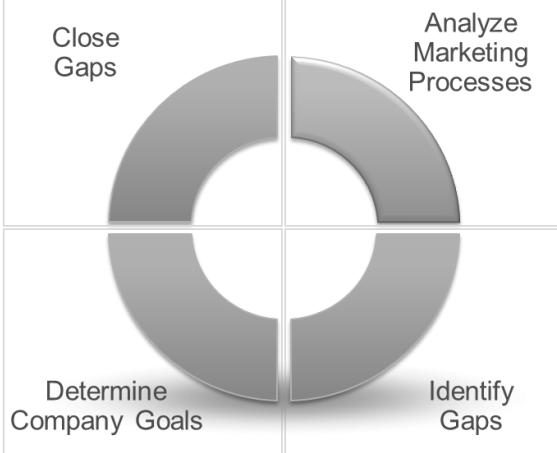
Step 1

Step 2

Step 3

Step 4

Step 1: Marketing process analysis



As a first step your current marketing processes - including your existing client data - will be analyzed. Moreover, we will define your quantitative and qualitative marketing goals and identify process gaps that need to be closed.

Your approach in 4 steps (2/4)

Step 1

Step 2

Step 3

Step 4

Step 2: Data Segmentation & Profiling

Then, DemandGen will perform a data segmentation. On one hand in order to segment according to "lifestyle", "lifecycle" and "brand ownership", and on the other hand in order to assign the digital body language and buying behaviour. Only that facilitates relevant target group segmentation which serves as the basis for Customer Lifecycle Management. At the end of this phase, consumer segments will be defined

Your approach in 4 steps (3/4)

Step 1

Step 2

Step 3

Step 4

Step 3: Customer Lifecycle

The diagram illustrates the Customer Lifecycle with Customer Lifetime Value on the vertical axis and Time on the horizontal axis. A bell-shaped curve represents the lifecycle stages: Acquire & Convert (left), Hold & Maximize (middle), and Reactivate (right). Key activities are shown in boxes: 'New Customer Acquisition' at the start, 'Welcome Program for New Customers' during the initial phase, 'Customer Loyalty Program for New and Existing Customers' in the middle phase, and 'Reactivation Program for Inactive Customers' for those who have fallen off. The peak of the curve represents the highest Customer Lifetime Value.

Drawing the Customer Journey and lifecycle stages for each cluster will allow to define relevant activities on how to accompany the consumer from one step to the next in order to maximise his value.
As an outcome, an activity matrix will be defined per stage and profile, incl. for instance : automated programs, loyalty concept, surveys, events, campaigns, etc.

Your approach in 4 steps (4/4)

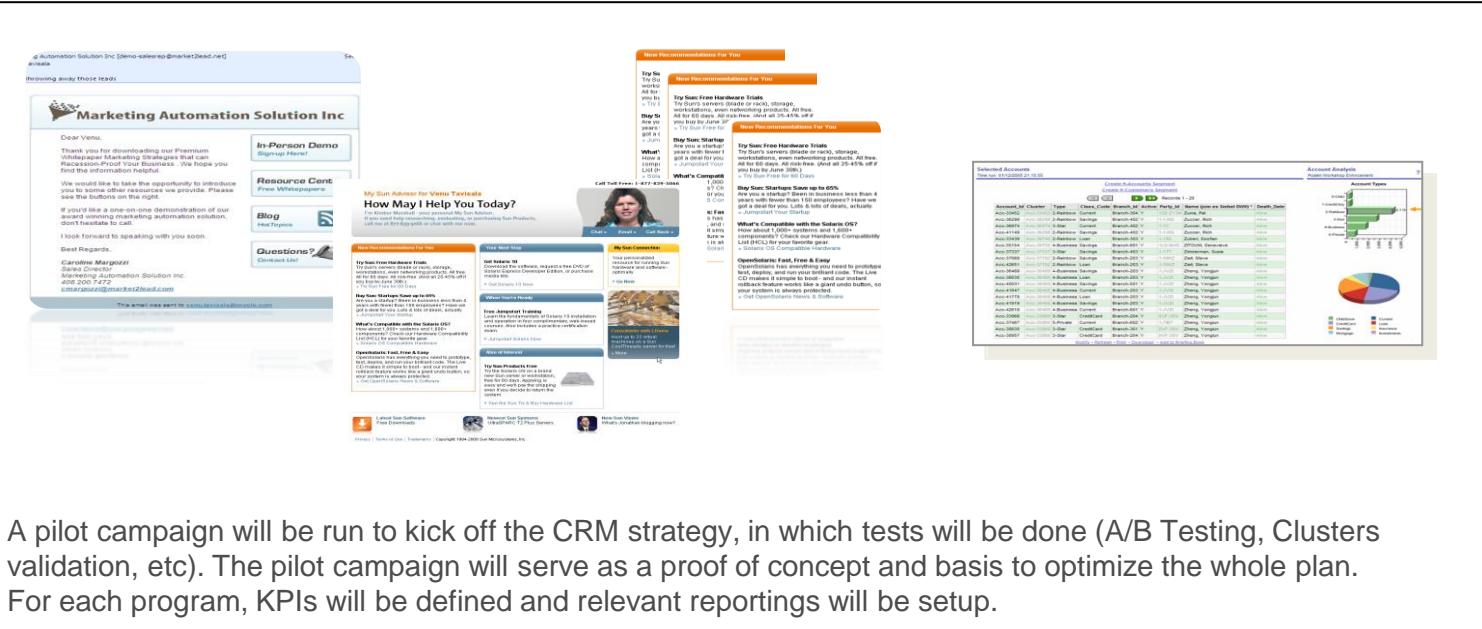
Step 1

Step 2

Step 3

Step 4

Step 4: Pilot campaigns and KPIs



The image shows a composite view of a pilot campaign email and a CRM system interface.

Pilot Campaign Email: The left side of the image displays an email from "Marketing Automation Solution Inc" to a recipient named "Venu Torelala". The email subject is "How May I Help You Today?". The content includes a greeting, a call-to-action for an "In-Person Demo", a "Resource Cent" section with a "Free Whitepaper" link, a "Blog" section with a "Hot Topics" link, and a "Questions?" section with a "Contact Us" link. The email also features a "My Sun Answer for Venu Torelala" section with a video thumbnail of a woman speaking. Below this are sections for "New Recommendations for You" and "Selected Accounts". The footer includes links for "Latest Software Free Downloads", "Newest Sun Systems UNLIMITED 12-Point Series", and "How Sun Works: What's unique about Sun?".

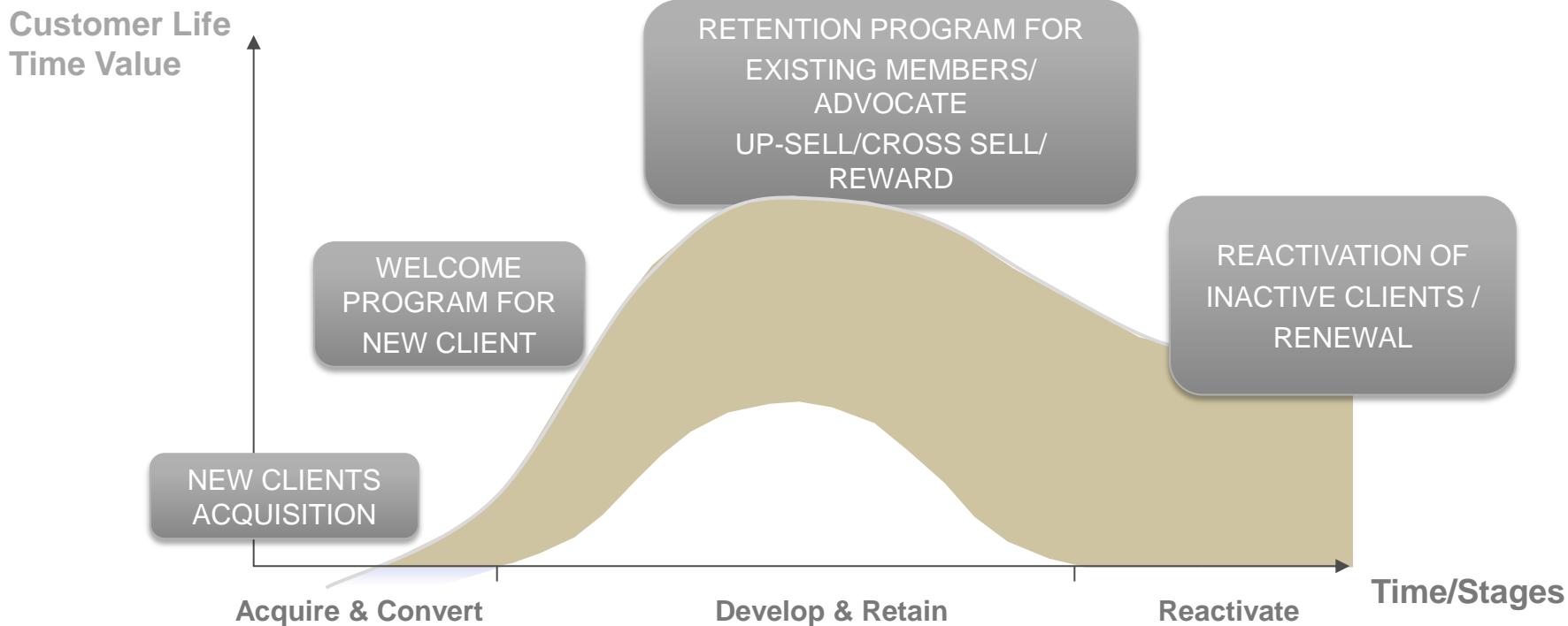
CRM Dashboard: The right side of the image shows a screenshot of a CRM application. It includes a "Selected Accounts" table with columns for Account ID, Class_Code, Branch_ID, Active, Party_ID, Name, Start Date, and End Date. A "New Recommendations for You" section is also visible on the right side of the dashboard.

Description: A pilot campaign will be run to kick off the CRM strategy, in which tests will be done (A/B Testing, Clusters validation, etc). The pilot campaign will serve as a proof of concept and basis to optimize the whole plan. For each program, KPIs will be defined and relevant reportings will be setup.

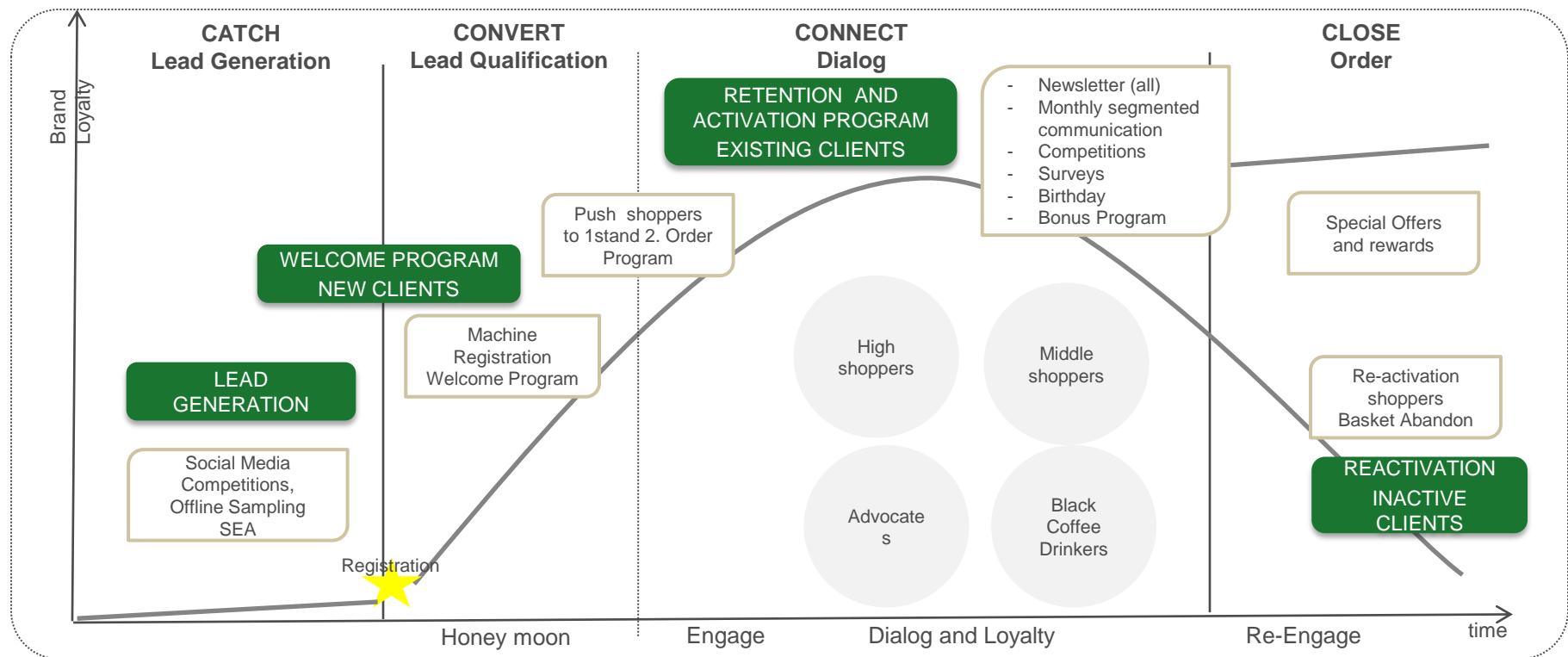
4

The Customer Lifecycle

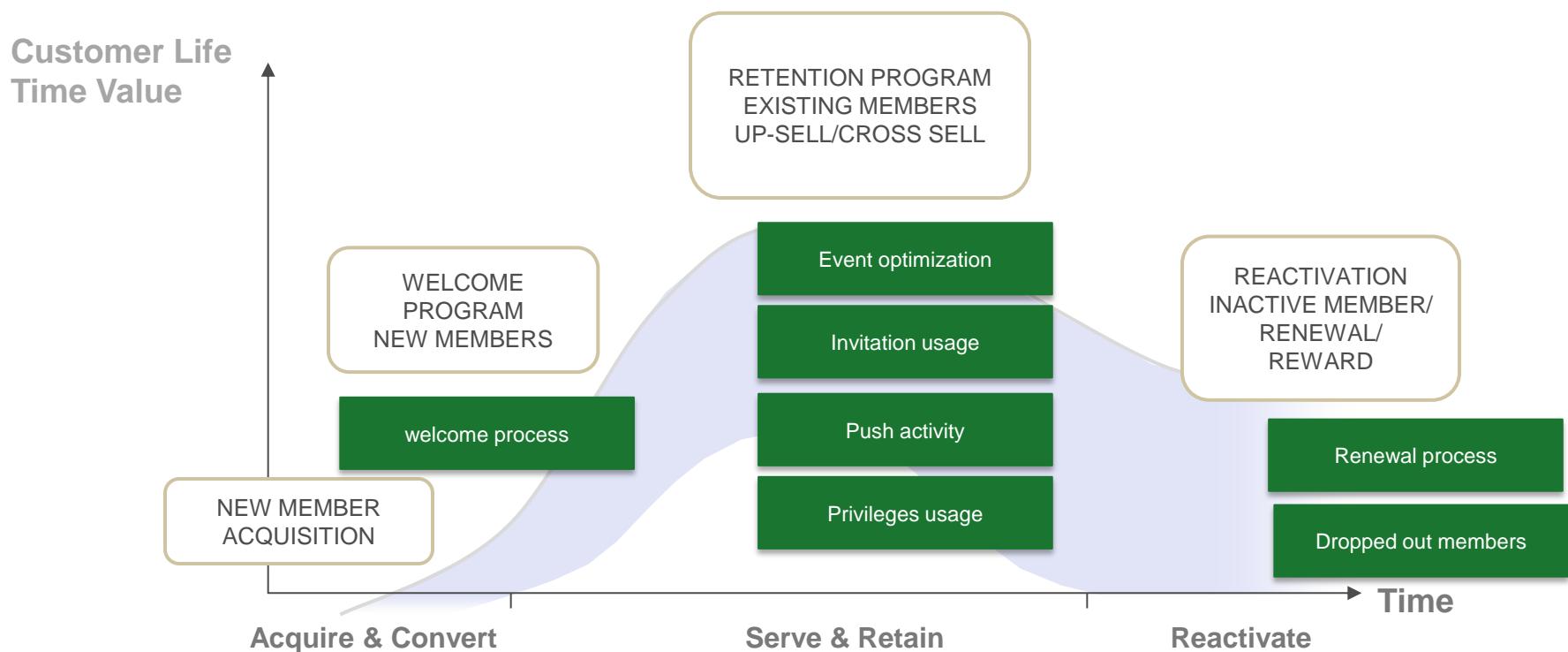
Overview of a typical Lifecycle



Customer Lifecycle – Example 1 - eCommerce



Customer Lifecycle – Example 2 – Community



Scoring: an Innovative way Identify your potential ambassadors (1/2)

WHAT IS SCORING?

Thanks to an intelligent system, automatically rank your contacts by giving them points based on:

- Their fit to the brand (the closer they are to your ideal consumer, the more points they will get)
- Their interest in the brand (Based on their activity on the website, blogs, social media, emailings, event participations, etc)



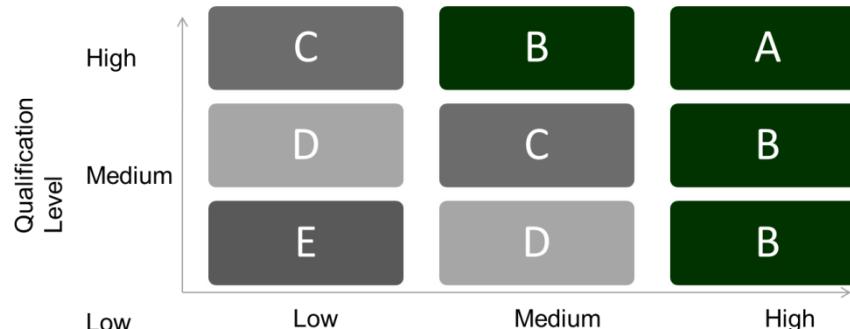
The definition of the points are defined during a workshop and implemented in the tool. Based on the number of points they get in each area, they will be given a score (calculated every day)

Scoring : An Innovative way Identify your potential ambassadors (2/2)

WHAT IS SCORING?

Depending on where contacts are in the matrix, define strategy for each of the groups, eg:

- Group A – your ambassadors : create specific campaigns for them to communicate on your brand
- Group B/C – try to qualify them and activate them further
- Etc



The monitoring of the scoring model will also allow you to ~~to monitor~~ the health and activity of your database

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Social Relationship Management

Social Relationship Management

All key areas of Social Relationship Management			
Listen	Create	Interact	Analyse
<ul style="list-style-type: none">• Browse and consolidate discussions and track sentiment• Brand analysis: What is said about the brand (positive/Negative) / Identification of innovation potentials• Competition analysis: what do competitor share on social networks	<ul style="list-style-type: none">• Create and distribute content simultaneously on your channels: Facebook Twitter/G+• Plan and execute campaigns in a tool incl. plan, responsibilities, etc	<ul style="list-style-type: none">• Monitor your database activity and uncover markets trends• Generate new leads• Answer questions and react quickly to negative comments• Assign other service departments → Social Media as consumer service and sales channel	<ul style="list-style-type: none">• KPI Dashboards: likes/dislikes, fan base growth, interaction, shares, etc• Single Campaign metrics• Campaign success based on metrics and pre-defined goals

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Campaign Monitoring and Optimization

Dashboards and Reporting

Marketing Dashboards give every decision maker visibility into the metrics that drive business. Essential for every marketing organization – regardless of size Marketing Dashboards help guide future marketing investments by providing insight into:

The health of your marketing database – is it growing?

Top emails driving inquiries for any time period

Where website visitors come from and referring channels

Social Media Activity

Campaigns driving the most revenue

Bounce back and visitor click through rates over any time period

7

Platform Overview

System integration for a successful CRM Strategy

The consolidation of all systems is critical to achieve your goals



Integrated approach where all systems are leveraged individually or integrated with one another to provide value and a seamless experience for the consumer across channels.

The Marketing Automation systems become the central place for the management of the strategy and is enhanced through the integration of other modules

Thanks to BI systems and tools, the CRM strategy can be monitored and its contribution to revenue can be tracked

Marketing Automation and social relationship management tools



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Use Cases

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Thank you!