



State of the customer journey for 2020 and beyond

Rev up the Revenue; Intelligently nurture new prospects

November 20th, 2019



Introduction to Michelle.

Michelle Kling

Marketing Consultant at Engagement Factory

Marketing Automation Professional with experience in strategic planning, and successfully executing marketing automation campaigns across multiple industries.

Michelle's experienced includes Social Media Strategy, Marketing Automation Strategy and leading on best practices within this space. Her previous in-house roles focused on developing and executing of end-to-end marketing automation campaigns, Sales alignment through campaign success, lead scoring, reporting and sales conversions (closed loop reporting).

Her knowledge in this space adds value to EF customer experience programs across the sales funnel.





What we'll discuss.

1. Introduction to the webinar series
2. Current state of the customer journey
3. Cross-channel customer engagement
4. Enabling your organization for success
5. Q&A

State of the customer journey: 2020 and beyond.



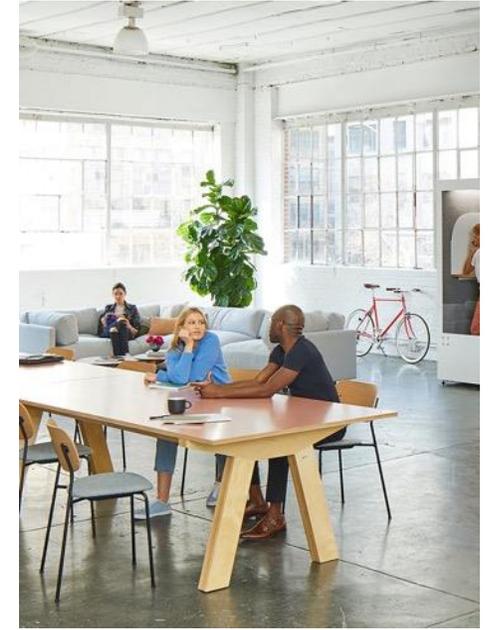
Align sales and marketing to create a smoother buyer experience.

23 October 2019



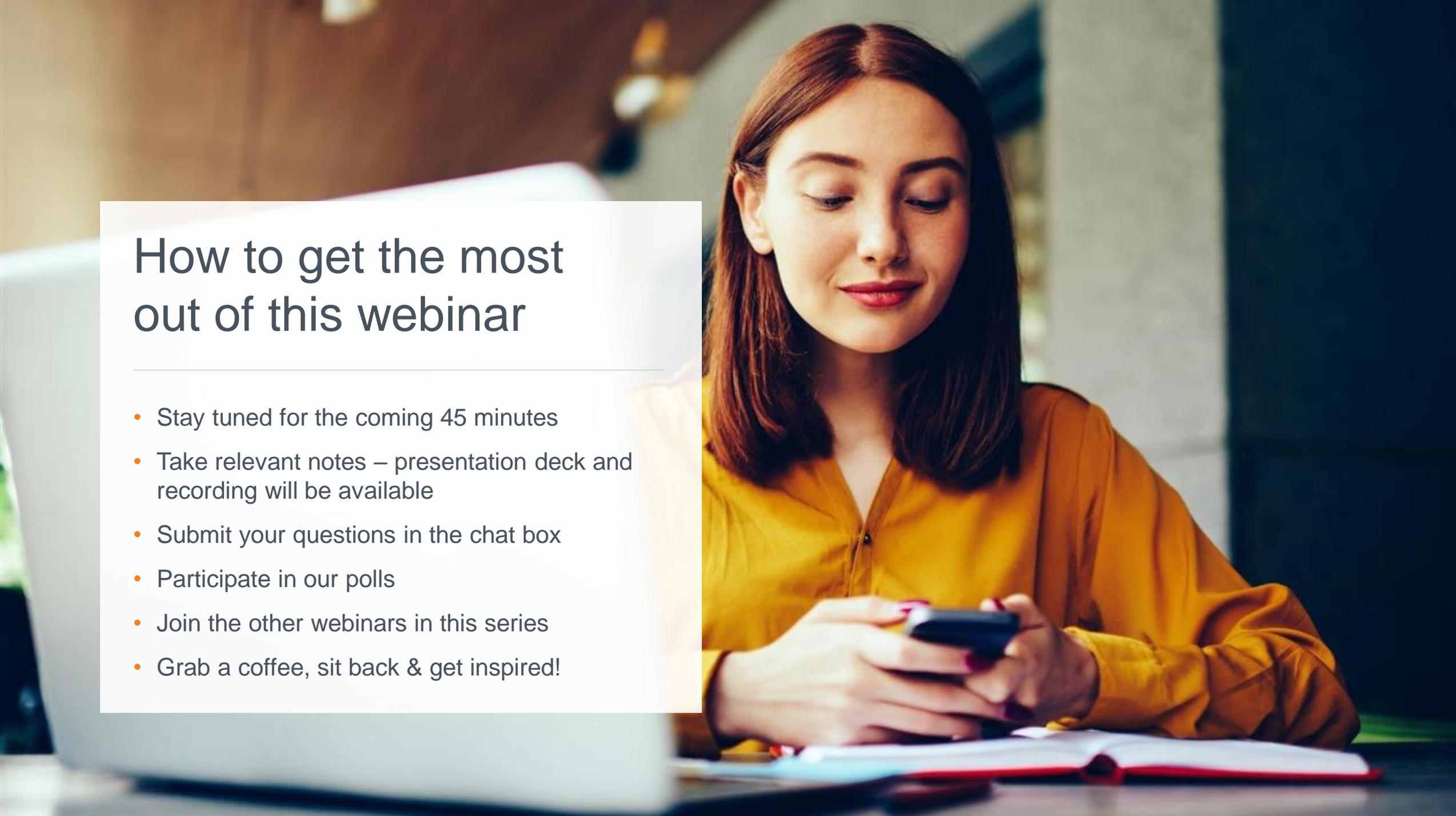
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Stop Marketing. Start engaging. Get noticed.

4 December 2019



How to get the most out of this webinar

- Stay tuned for the coming 45 minutes
- Take relevant notes – presentation deck and recording will be available
- Submit your questions in the chat box
- Participate in our polls
- Join the other webinars in this series
- Grab a coffee, sit back & get inspired!

Introduction to Roland.

Roland de Wit

Managing consultant at Engagement Factory

Roland is a broad minded marketing and sales professional with over 2 decades of experience in several industries, companies, channels and challenges. Always focused on helping organizations to generate more leads and turn them into better deals.

As former product owner of Marketing Automation, Salesforce CRM, Oracle CPQ and many more tools, he knows what can be done to improve overall effectiveness and efficiency.





CHAPTER 2

Current state of the Customer Journey



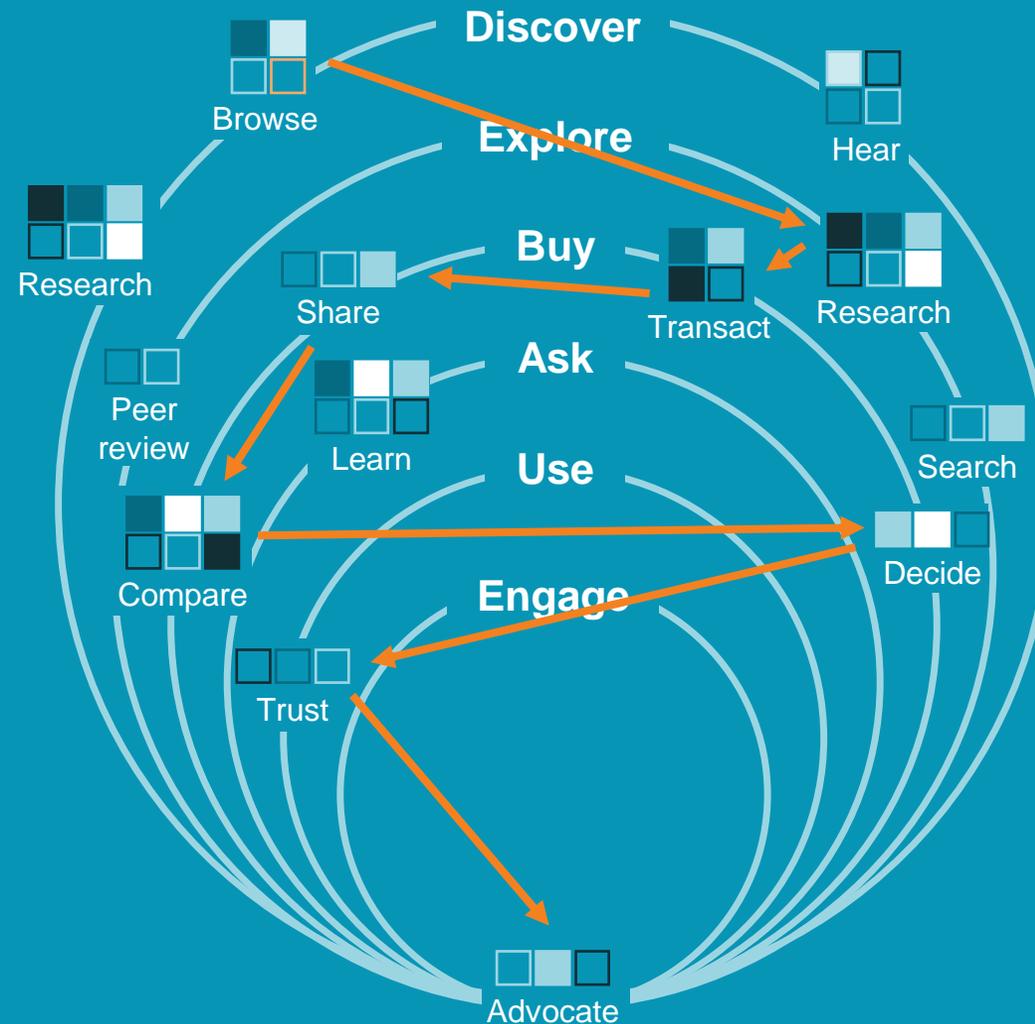


Customers demand more.

- B2C consumers have higher demands, just because they can.
- B2C consumer behavior is translated into B2B buying behavior – Why settle for less?



Customer journey spaghetti.



Mobile Web Company website Events Sales Peers Social Email Print

Organisations struggle to offer an integrated experience.

We understand that, even in Digital, there is a lack of integration related to: Systems, Processes, People & Data.

The result is that it's very difficult to realize an integrated and consistent customer experience across different touchpoints throughout the lifecycle, hindering you from achieving your goals.



Systems

Lack of integration between systems.

Lots of new technologies.

Frustration of it being the bottleneck.



Processes

Inefficient processes.

Siloed departments.

Lots of duplicate efforts.



People

Lack of skills.

Lack of collaboration.

Restrained in using the latest and greatest.



Data

Overload of data.

No data insights.

Overwhelmed with all the data and possibilities.

Smart conversations that deliver engagement.



Right
message



Right
person



Right
time



Right
channel



Powerful
engagement

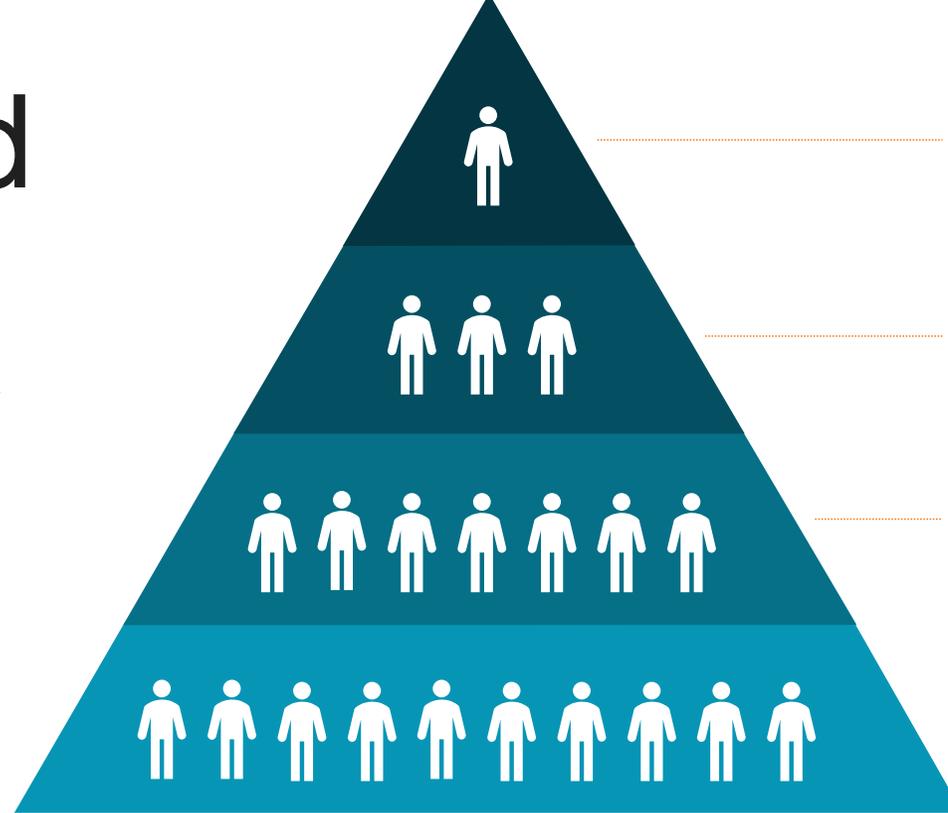
“It’s all about content & context.”

A man with a beard, wearing a dark blue suit and a white shirt, stands in profile looking out a large window. The window offers a view of a dense city skyline with several tall skyscrapers. The scene is overlaid with digital graphics, including a vertical scale on the right side of the window frame with numbers from 00 to 09, and binary code (0s and 1s) scattered across the lower right portion of the image. The overall tone is professional and modern.

Make it personal.
Really personal

Account Based Engagement.

Choose the right marketing strategy for your strategic accounts



STRATEGIC ABM
One-To-One Marketing

ABM LITE
Named Accounts & Vertical Focus

PROGRAMMATIC ABM
Named Accounts & People

INBOUND MARKETING
Markets and Personas

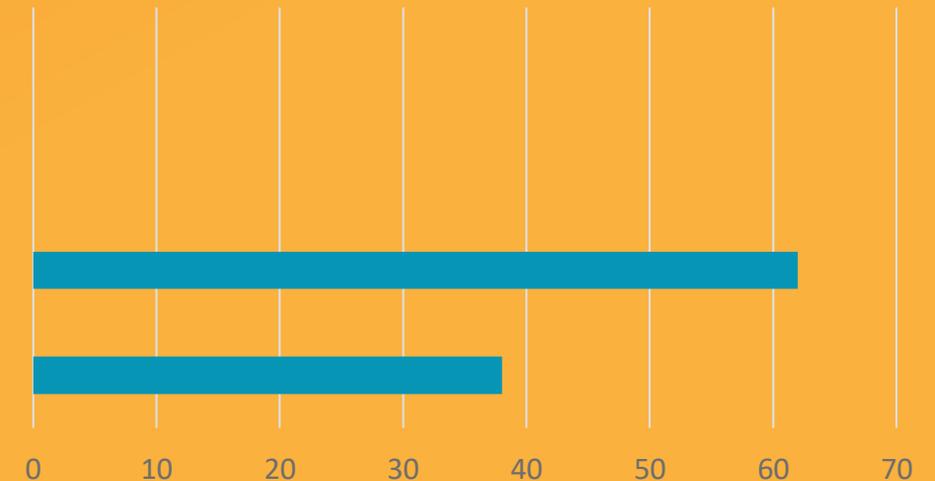
The Ingredients.

Accounts Selection	Sales alignment	Personalized Content	Omni-channel delivery	Measurement & analytics
BUYER PERSONAS	SALES ENABLEMENT	CONTENT MAPPING	DATA & TECHNOLOGY	ADVANCED ANALYTICS
DECISION JOURNEYS	LEAD MANAGEMENT	CONTENT STRATEGY	MARKETING AUTOMATION	CAMPAIGN ATTRIBUTION



Poll: To what extent is Marketing & Sales Alignment an issue?

- Not at all, best buddies for life
- Sales should just sell on the great leads that Marketing provides
Marketing should focus on really supporting pipeline growth
and progression
- We can always do better...

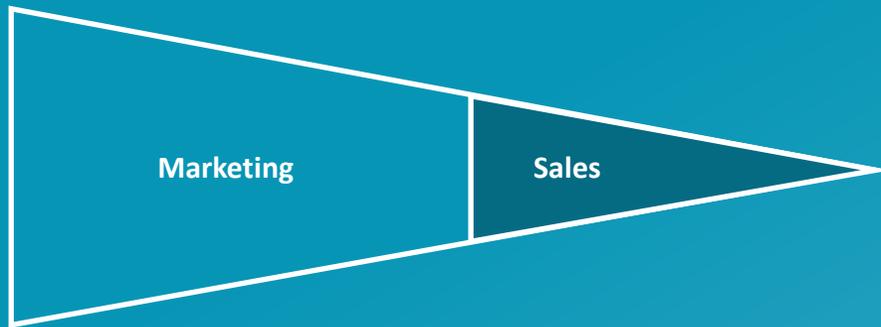




Forrester's Findings.

- 87% of Marketing & Sales departments have a negative opinion about each other
- 90% believe that alignment is not sufficient
- 80% of organizations thought marketing spends for lead generation a waist of money and not significant and adding any value.
- 77% CEO's stated that CMO's are not focused on business-issues and targets but are distracted and focused with "arty and fluffy stuff"

Marketing & Sales alignment: from hand-off to collaboration.



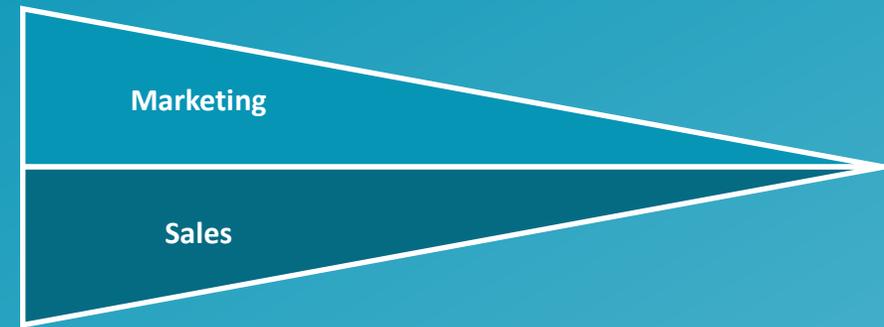
Traditional sales funnels

Marketing

1. Build content to engage prospects.
2. Position supplier as thought leader.
3. Generate and nurture leads.

Sales

1. Prove superiority of supplier value proposition.
2. Navigate and align buying center stakeholders.
3. Close deals.



Modern, aligned sales funnel

1. Partner with sales to develop commercial insight.
2. Create the conditions and content that enable sales to build prospect relationships in the pre-funnel.
3. Co-design demand generation and content strategy that disrupts how customers think of their own business.
4. Collaborate with sales to equip reps with best collateral.



WOULD YOU LIKE
ANY OMNICHANNEL
CUSTOMER ENGAGEMENT
WITH THAT?

TOM
FISH
BURNE

Introduction to Owen.

Owen Taffinder

Technical Partner Development Manager at Adobe

I joined Adobe in November 2018, as a Solutions Consultant aligned to our key services partners (like Engagement Factory).

I've worked in enterprise technology for seven years, helping marketing and account teams to choose the right software to support their business goals. My role is to ensure our customers and partners understand what we do, translating technical detail into meaningful business value.





CHAPTER 3

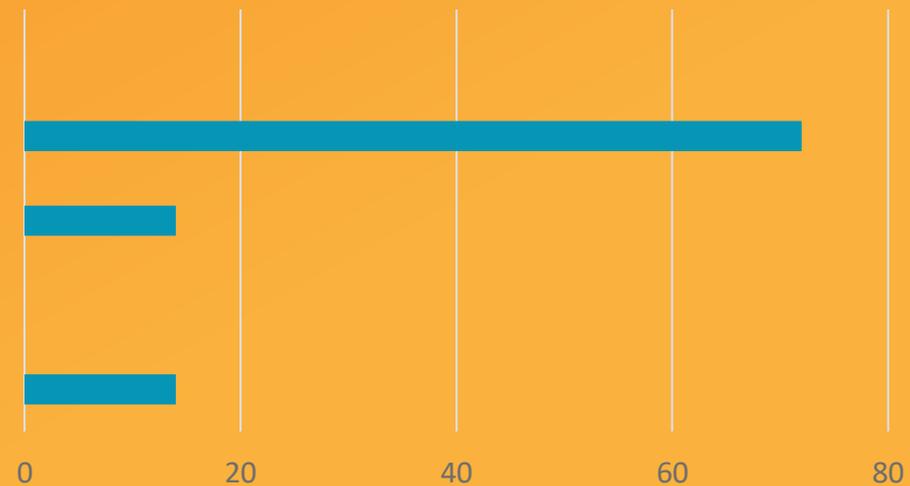
Omni-channel Customer Engagement Ready? Action!





Poll: What are the most important channels you use?

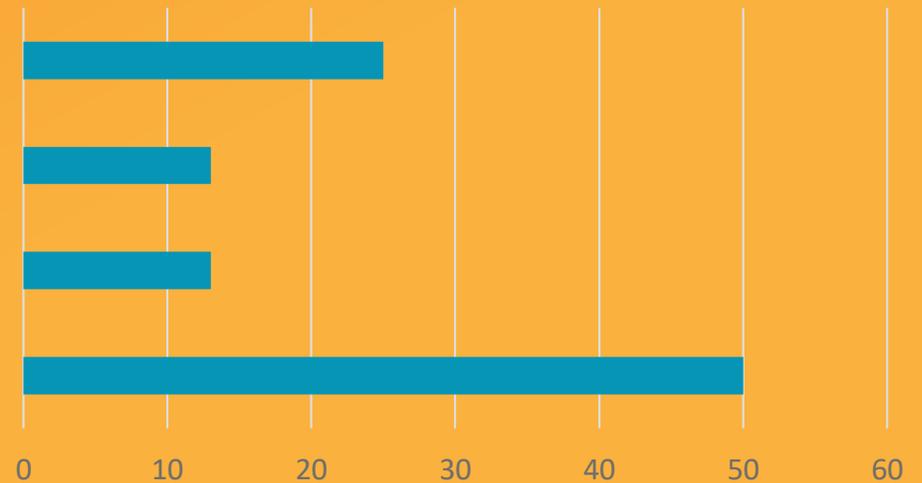
- Our own website
- Email marketing
- Social media (content)
- Online advertising (SEA, social)
- Offline media: TV, radio, outdoor





Poll: How do you manage your investments per channel?

- A bit here, a bit there
- Mostly on what used to work in the past
- Mostly on trying out 'shiny new things'
- Well-balanced based on Marketing Attribution metrics





CHAPTER 4

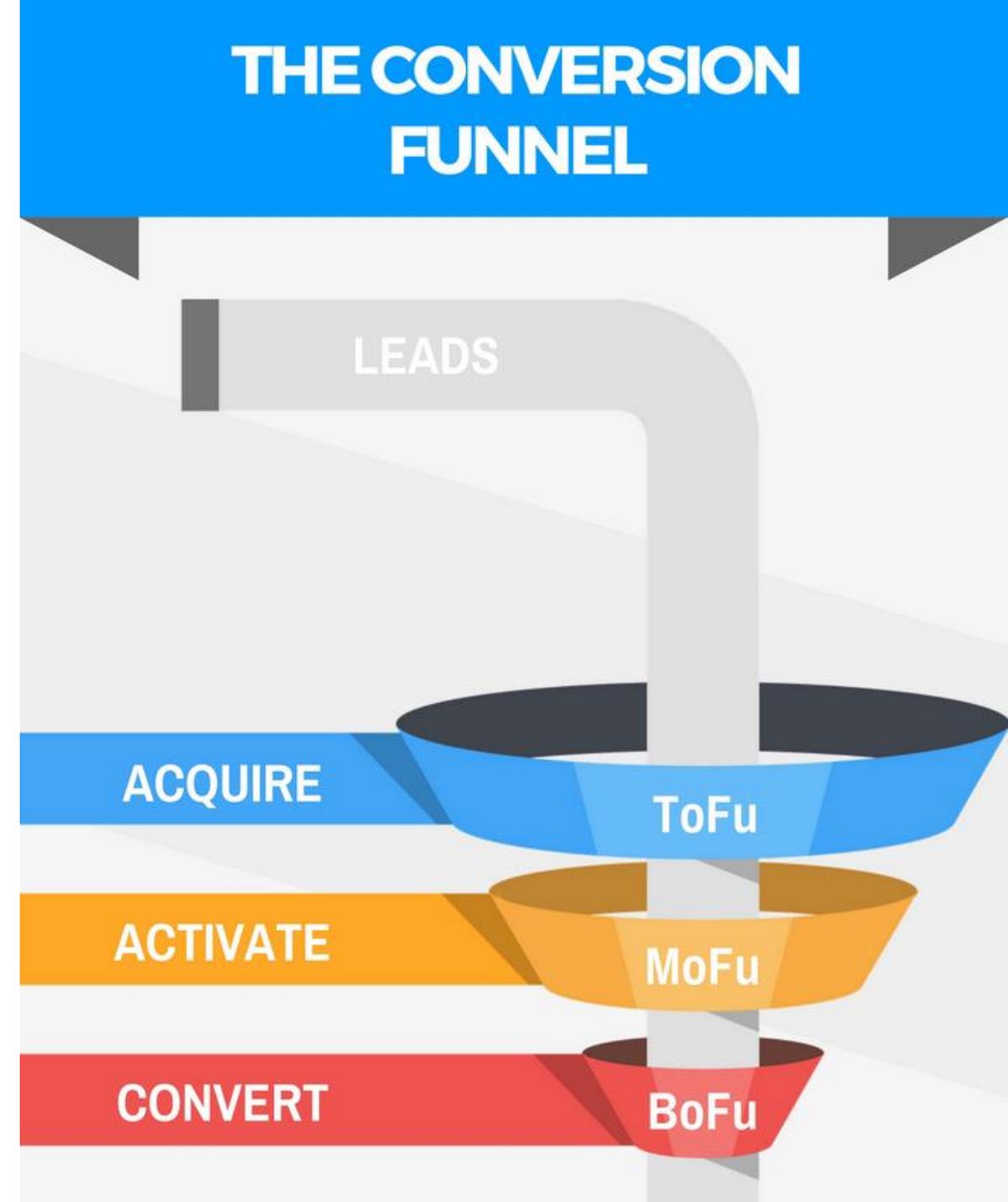
Enabling your organisation for success



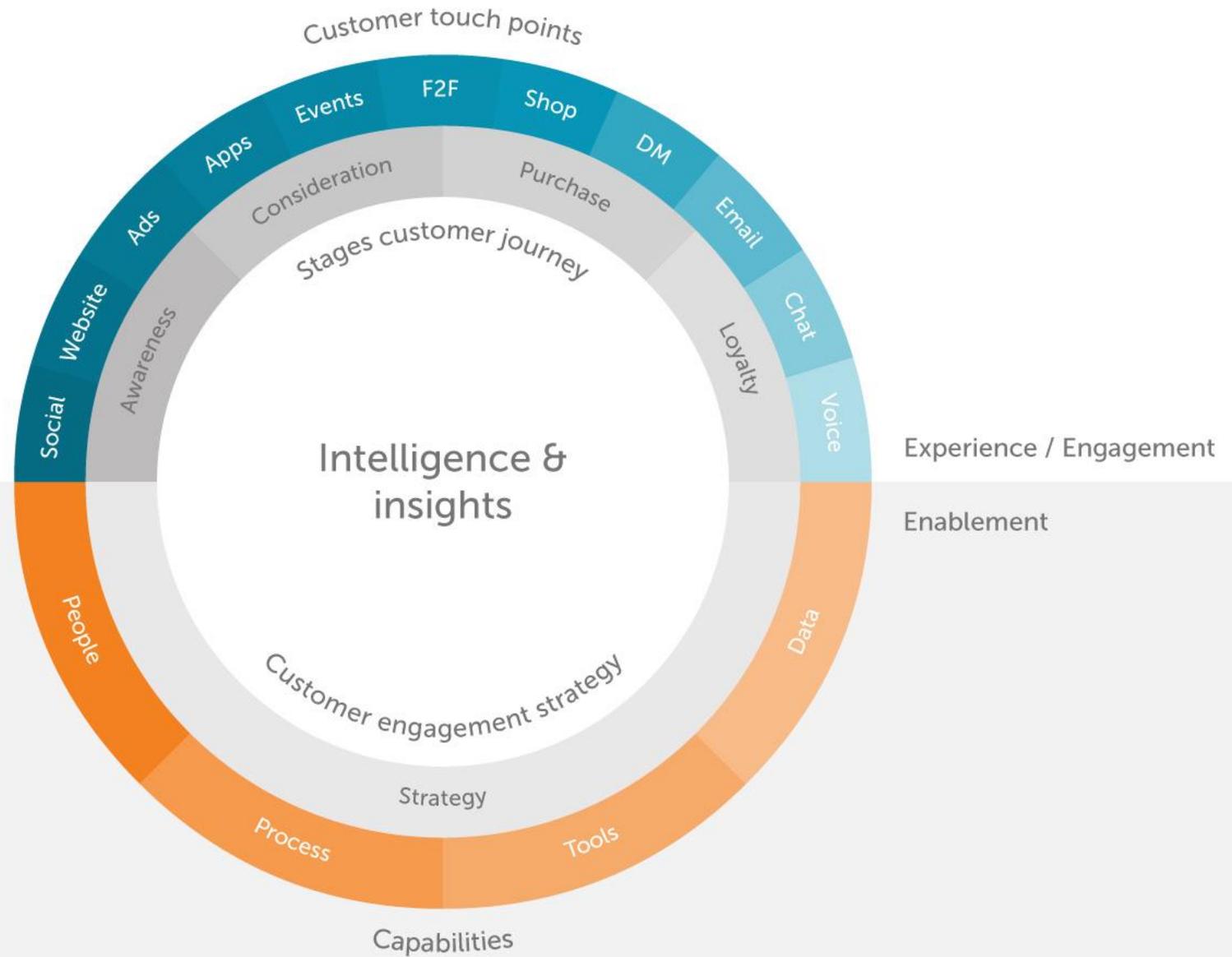
Conversion is key

Marketing & Sales driven by data & insights

- What does the journey look like?
- How do you drive Demand Generation, Opportunity Management and Deal Closing?
- Where is your contact/account in the funnel?
- How do you move them to next stage, and the next? How to achieve the “collective yes”?
- What happens if they are stalled or drop out? Where is your safety net?
- How do you measure Closed Loop results?
- How do you make it personal, really personal?

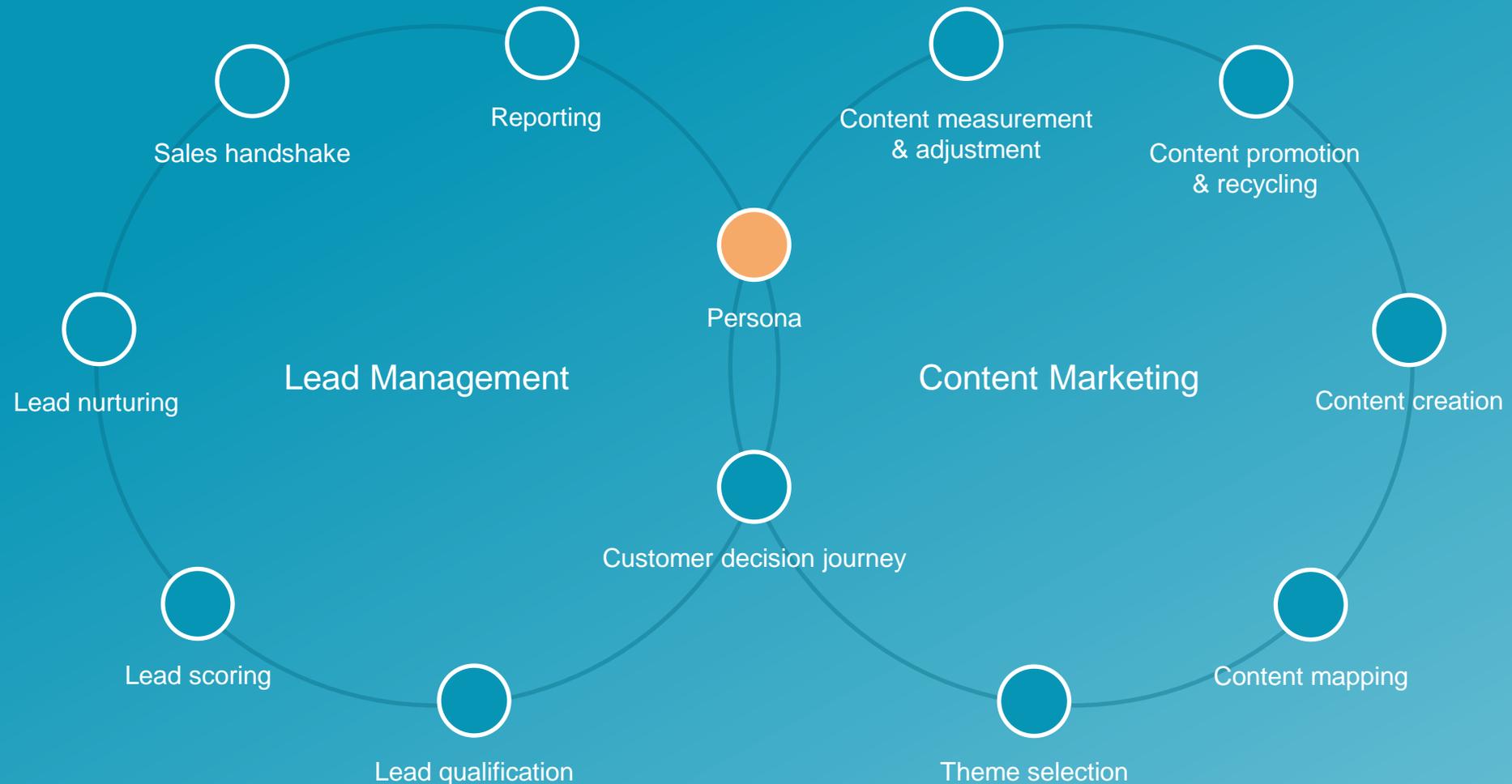


Customer Engagement Framework

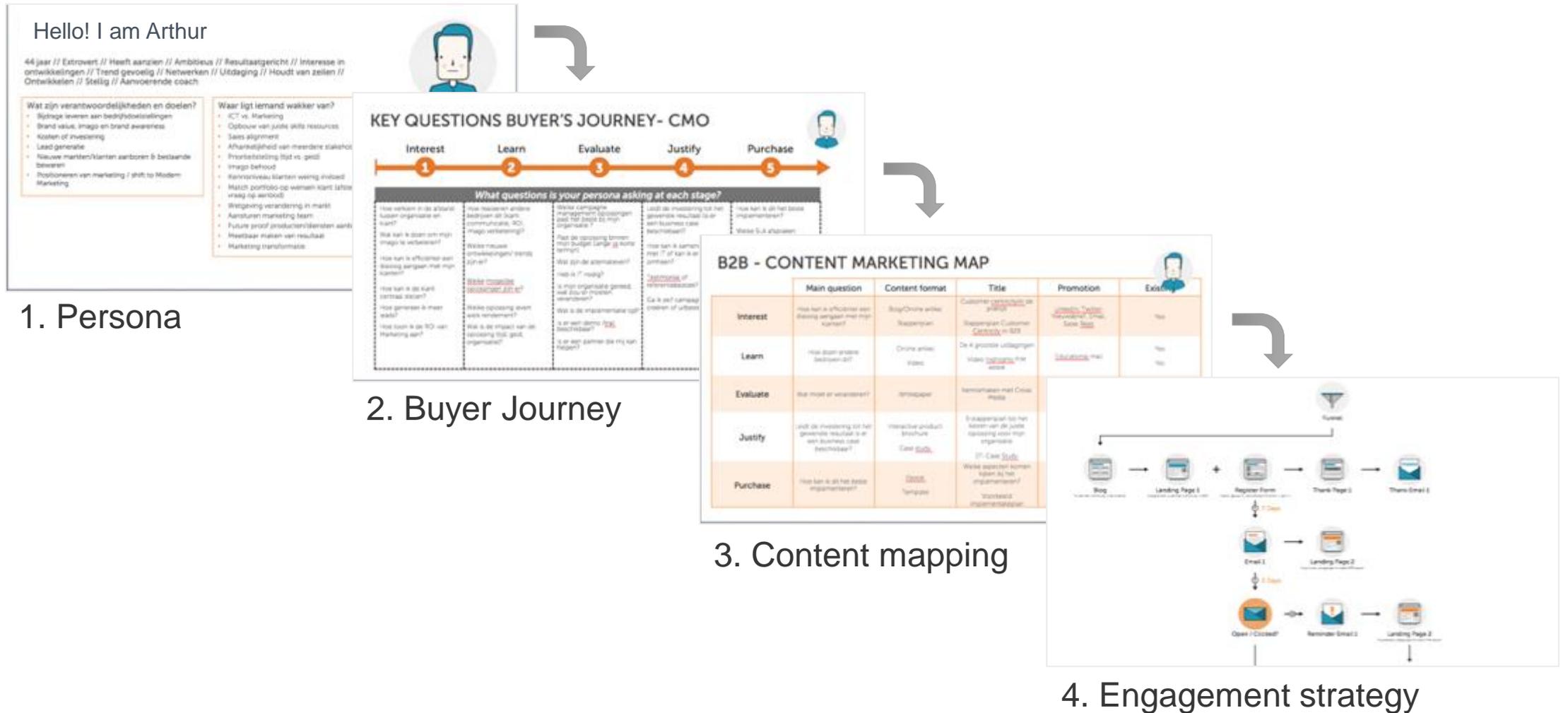


Demand Manufacturing Wheel.

We put the customer at the very heart of our approach. With rich buyer insights on personas and their decision journey, we create powerful Content Marketing programs combined with efficient Lead Management.



Create conversations that drive engagement.



The lead waterfall

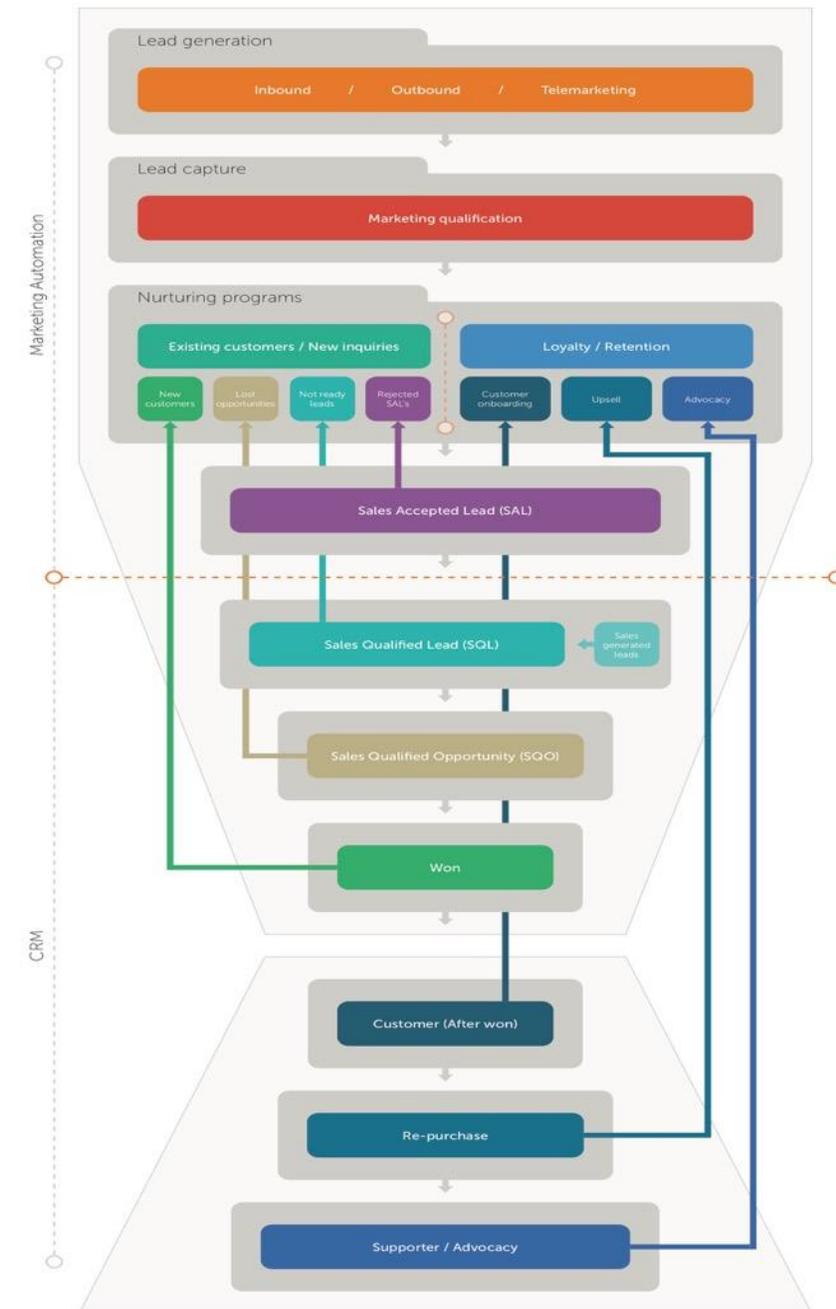
Better Sales & Marketing alignment by **Lead Management** and **Lead Scoring**

The lead waterfall describes the flow and process steps from generating leads into converting them into loyal customers. Lead Management and Leadscoreing helps optimising your sales and marketing funnel.

It covers:

- Setting up the right system infrastructure
- Develop sales funnel processes with a common language
- Priority segments and roles to target
- Agree on a reporting framework

It's a change management process that involves several departments within an organization, with process flows that might change and with roles and responsibilities that might differ from the current status quo.



Modern Marketing Boosters.

Thorough approach to drive fast results and long-term change

1

Tool-set

- Modern Marketing Assessment
- System Review
- Campaign Review

2

Skill-set

- Modern Marketing & Sales training
- Hands-on tool training
- Meet the Expert consulting

3

Mind-set

- Inspiration Session for all stakeholder levels
- Marketing & Sales alignment
- Change Management support

Pick & choose what works best for you



CHAPTER 5

Q & A

You ask. We Answer.



State of the customer journey: 2020 and beyond.



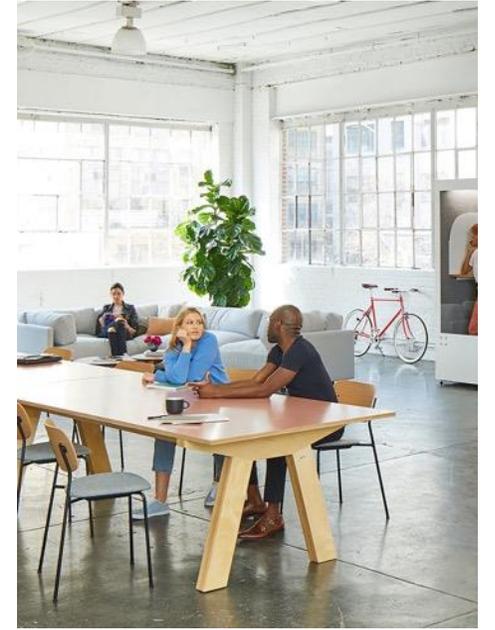
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Thanks for joining & till next time!