

The Finely Tuned Sales and Marketing Machine

How And Why to Align Technology
With Business Processes

COMPANIES ARE STRUGGLING WITH DIGITAL MARKETING

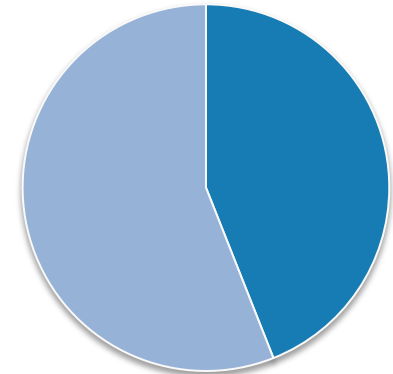
According to a recent CMO Council survey, 9 out of 10 companies say that they don't have a "highly evolved" digital marketing strategy.

Let's face it. It's hard to have a highly evolved digital marketing strategy when the goal posts get moved all of the time. Nevertheless, staying competitive requires that organizations be nimble and ever more sophisticated in their marketing approaches.

Effective digital marketing is highly dependent on implementing the right strategies for your organization. And growing your lead generation and sales conversions requires scalability and efficiency. The best way to achieve all of this is by aligning the right technologies with the well-designed business processes.

A [recent survey](#) of 1,000 US marketers by Adobe revealed the following insights:

1. The marketing profession has changed dramatically.
2. Marketers express doubt about their skills, effectiveness, and ability to measure impact.
3. Strong business performance is highly correlated with digital marketing proficiency.
4. Marketers are most concerned about reaching their customers, measuring effectiveness, and calculating ROI.



Only 44% of marketers say their department has a great deal of influence over their organization's overall business strategy.

WHY ARE ORGANIZATIONS STRUGGLING?

What can a 6th century military strategist teach us about how businesses can develop successful digital marketing strategies?



Sun Tzu's Art of War is accepted as a masterpiece on strategy. Can it shed some light on why businesses are struggling to develop effective strategies?

Tactics without strategy is the noise before defeat.

It's common to look at another company's successful campaign and want to imitate it. And it can be awfully tempting to watch a presentation about the latest marketing automation technology and think it will instantly improve your marketing results.

But these are tactics without strategy. **Without the proper alignment of tactics and technology to the business goals and processes, the prospects for success are diminished.**

Strategy should come first. Tools and tactics should come second.

Strategy without tactics is the slowest route to victory.

The opposite situation is not great, either. **A great strategy needs to be supported by the right tools and tactics.** Alignment is the key to success here.

Quick pop-quiz: What social media channel has the highest engagement rate (according to a March-2014 survey by Shareaholic)? The answer is YouTube. Most marketers (myself included) don't immediately think of YouTube when you talk about social media channels. It's important to carefully consider where you deploy resources.

The keys to ongoing success in digital marketing are efficiency and scalability. **Right-sizing and aligning your marketing technologies will prepare your company for success!**

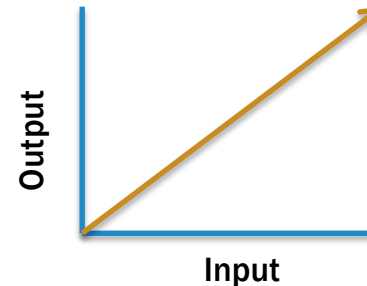
WHY ARE ORGANIZATIONS STRUGGLING?

Capability, efficiency, and scalability.

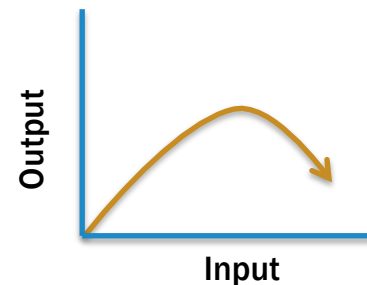
Sometimes the answers to why organizations are struggling depends upon their growth stage.

Companies that are either early stage or plateaued in their growth usually lack capability. As previously discussed, this may be in the form of strategies, technologies, tactics, and/or resources. One of the great things about the digital age is that there are capabilities to be had at every budget level. As Hubspot CEO Brian Halligan is fond of saying, “It’s not about the depth of your wallet, but the width of your brain.”

Companies that are growing and expanding usually lack efficiency and scalability. Typically, this is a result of static analysis rather than dynamic analysis. Strategies are developed and technologies are aligned according to the volumes and practices of the business today, not tomorrow. As a result, they aren’t prepared for success. When their digital marketing investments start to gain traction, systems begin to crack and fail under the stress.



In a scalable system, output will continue to rise as volume increases and efficiency stays constant.



In a non-scalable system, output will eventually fall as volume increases and efficiency diminishes.

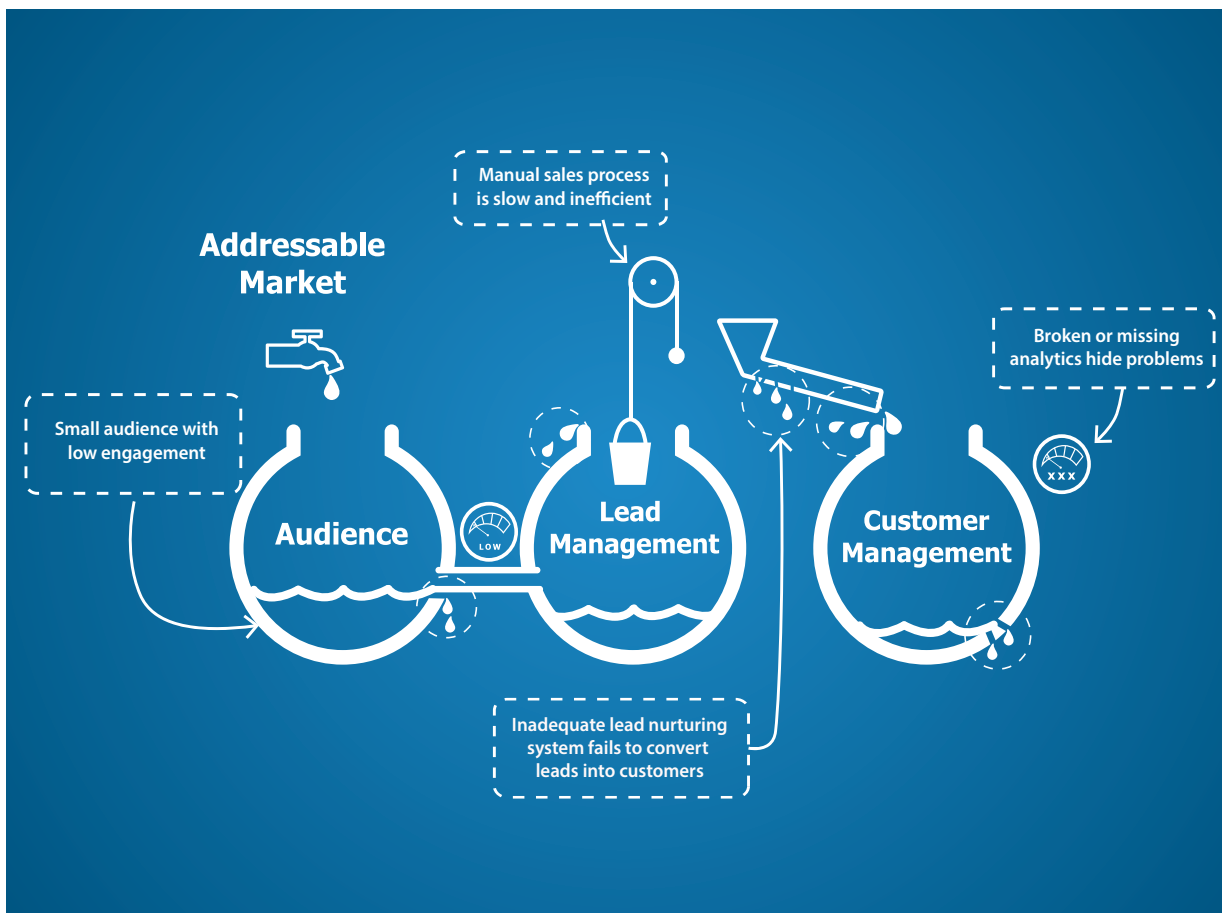
The Challenges



Where are
companies
struggling with
digital marketing?

THE CHALLENGES

Digital marketing proficiency and confidence are low!



Although digital marketing proficiency is highly correlated with company success, only one in three marketers think their companies are highly proficient in digital marketing. Furthermore, just 48% of them feel that they themselves are highly proficient and a miniscule 9% strongly agree that their digital marketing is even working at all¹.

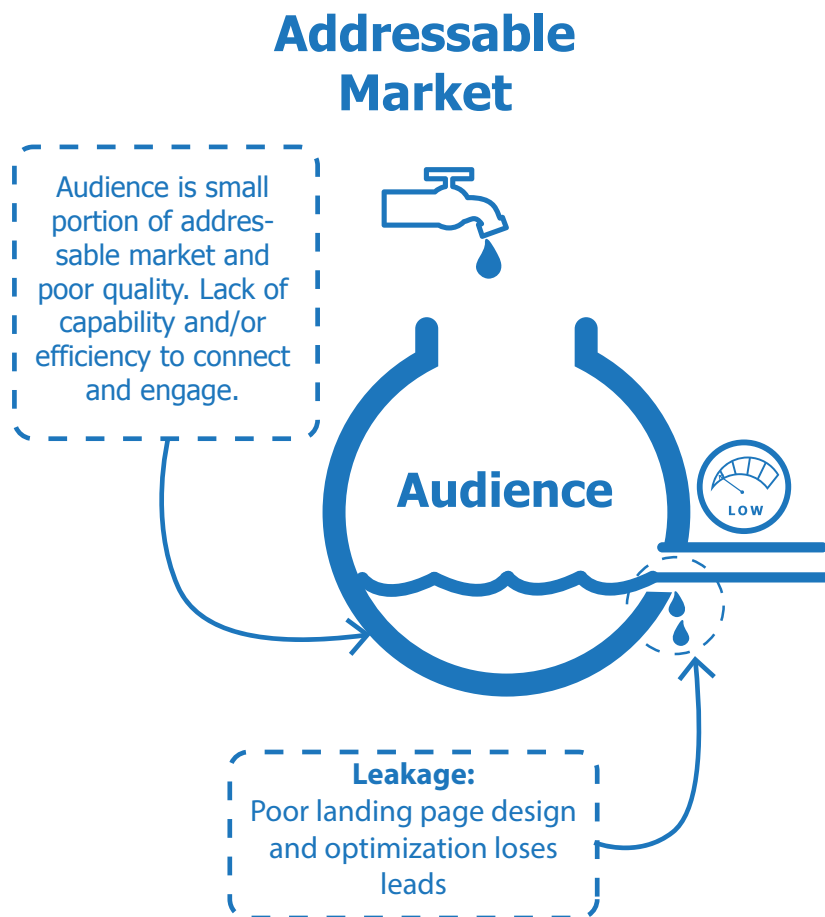
What's going on?

The diagram on the left illustrates some common challenges that organizations face in the digital marketing efforts. Let's take a closer look at each stage.

¹ - [DIGITAL DISTRESS: What Keeps Marketers Up at Night?](#) – Adobe, 2013

LEAD GENERATION CHALLENGES

How much of your addressable market are you reaching?



Communicating your message is a function of penetration and engagement. What overall percentage of your addressable market are you able to reach? Of those that you can reach, how many of them are engaging with your message? **Low audience engagement stifles the entire lead generation process.**

Attracting an audience may be good for building brand impressions, but it usually doesn't pay the bills. Converting visitors (or eyeballs) into leads is equally crucial. This requires a combination of effective calls-to-action coupled with optimized landing pages. **Low conversion rates result in wastage of promotional efforts and expenditures.**

How do you know what your audience reach and engagement levels are? How do you know what your lead conversion rates are? Analytics. It's simple: You can't manage what you aren't watching. Organizations must have solid analytics collecting data that measures their reach, calculates the effectiveness of promotional campaigns, and monitors the conversion rates of important outcomes. **Lack of visibility leads to misallocated resources and uninformed decisions.**

LEAD MANAGEMENT CHALLENGES

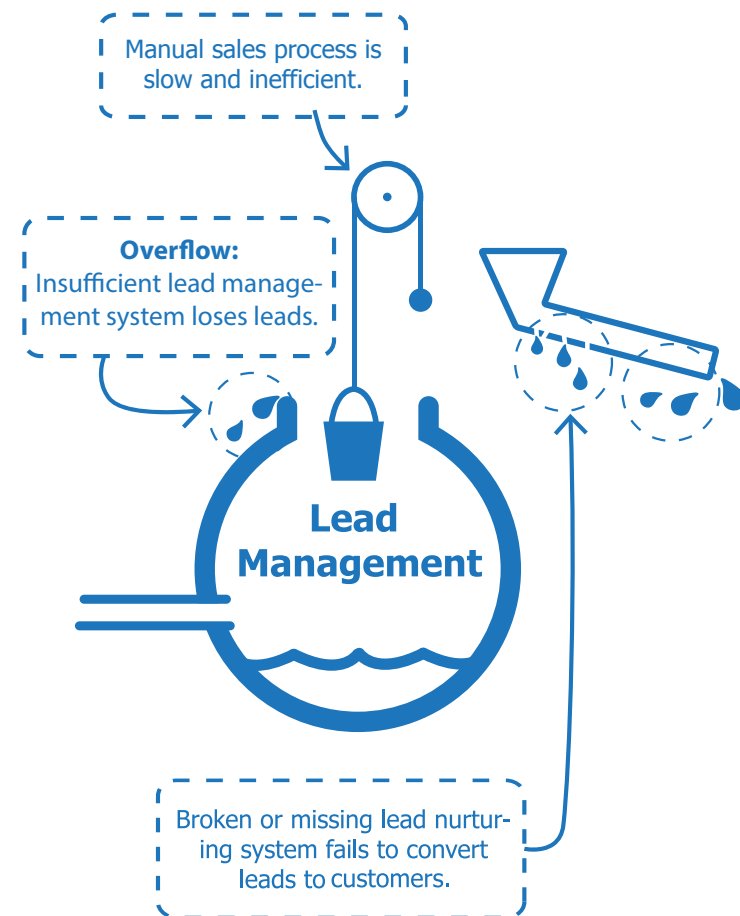
What's your success rate at turning leads into customers?

The two things that will kill your lead nurturing efforts are leakage and attrition.

Leakage can occur when your lead management system can't handle the volume and won't scale properly. The volume will overflow the system and opportunities will be lost. This happens frequently in organizations running on spreadsheets. This may work fine for a sales force of one or two, but it quickly falls apart as soon as the effort expands.

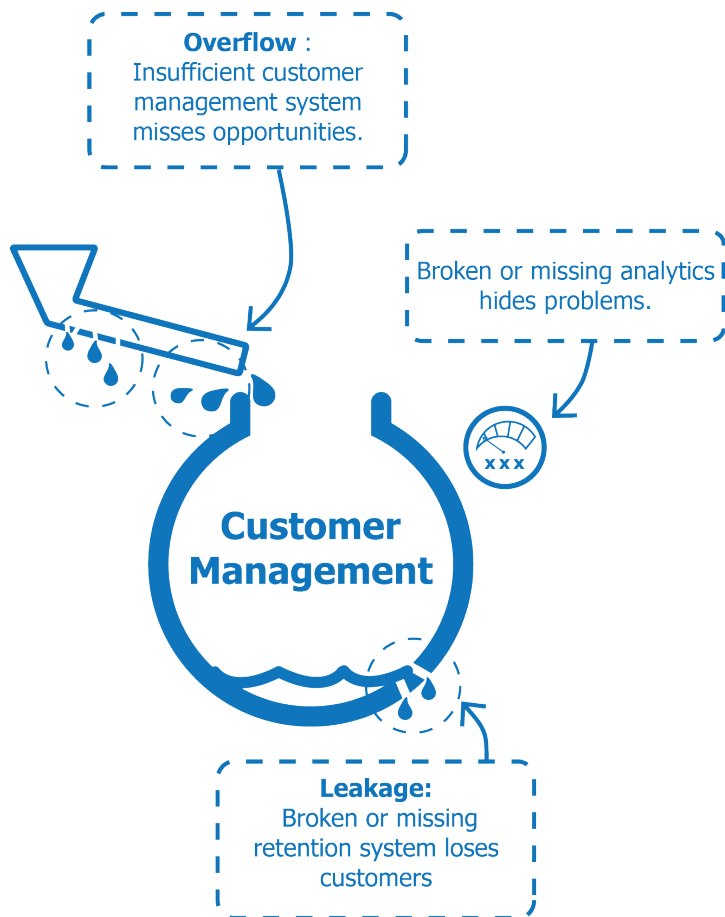
Attrition happens when your lead management systems are not efficient enough. As your pipeline grows, if you lack efficiency and capacity in your lead management system then the percentage of leads being nurturing will shrink. Again, those represent wasted opportunities as they sit and rot on the vine.

These efficiency and scalability problems can be due to a lack of technology and/or lack of integration. Even if you're leveraging sophisticated marketing automation tools, they're not going to be as effective as they could be if they're not integrated. Manually passing leads from one system to another is neither efficient nor scalable.



CUSTOMER MANAGEMENT CHALLENGES

Are you closing all of the business you should be closing and keeping all of the customers you should be keeping?



When a customer management system isn't scalable, leakage will mean lost business. Of course, Customer Relationship Management (CRM) systems were purpose-built to address this problem. It's the most obvious means for scaling a customer management process.

However, simply buying a license for Salesforce® won't make you efficient. That requires a well-implemented system that is aligned with your business goals and processes. **A poorly configured and/or implemented CRM results in inefficiency and lead leakage.**

Most marketers know that it's far more expensive to acquire a new customer than to keep an existing one. Sophisticated organizations are starting to use predictive analytics coupled with inbound marketing campaigns to increase customer retention. **A broken customer management system is like pouring water into a bucket with a giant hole in the bottom.**

Finally, it's crucial to have conversion metrics that can tell you how effective your customer management systems are. **End-to-end analytics are the best way to remove indecisiveness and consistently measure and improve ROI.**

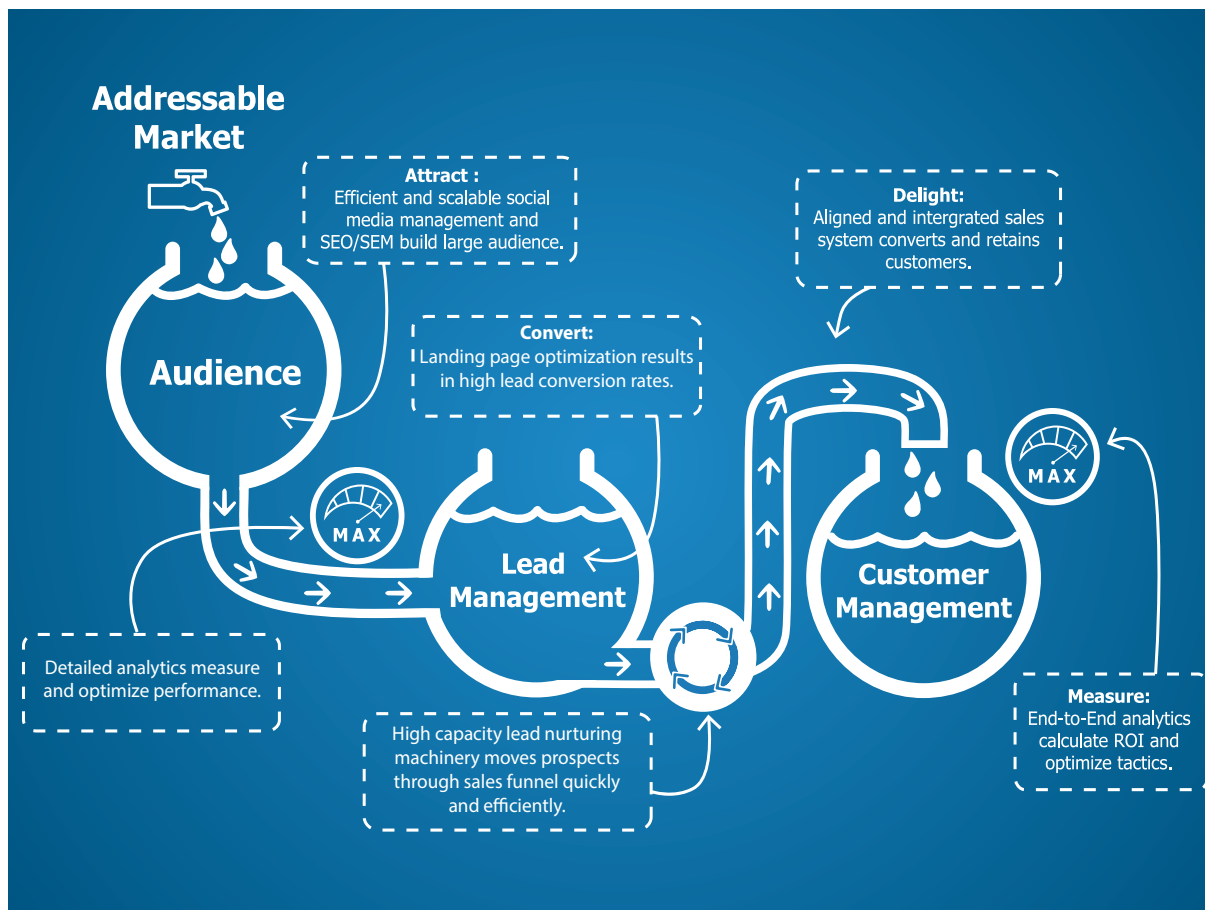
The Solutions

A thick white vertical line is positioned to the right of the title 'The Solutions', extending from the top of the title down towards the bottom of the slide.

How are successful
companies
overcoming these
challenges?

THE SOLUTIONS

The keys to an end-to-end digital marketing system are visibility, scalability, efficiency, and strategy.



As we've analyzed the challenges associated with digital marketing, the same words have popped up over and over again. Building an effective end-to-end digital marketing system requires:

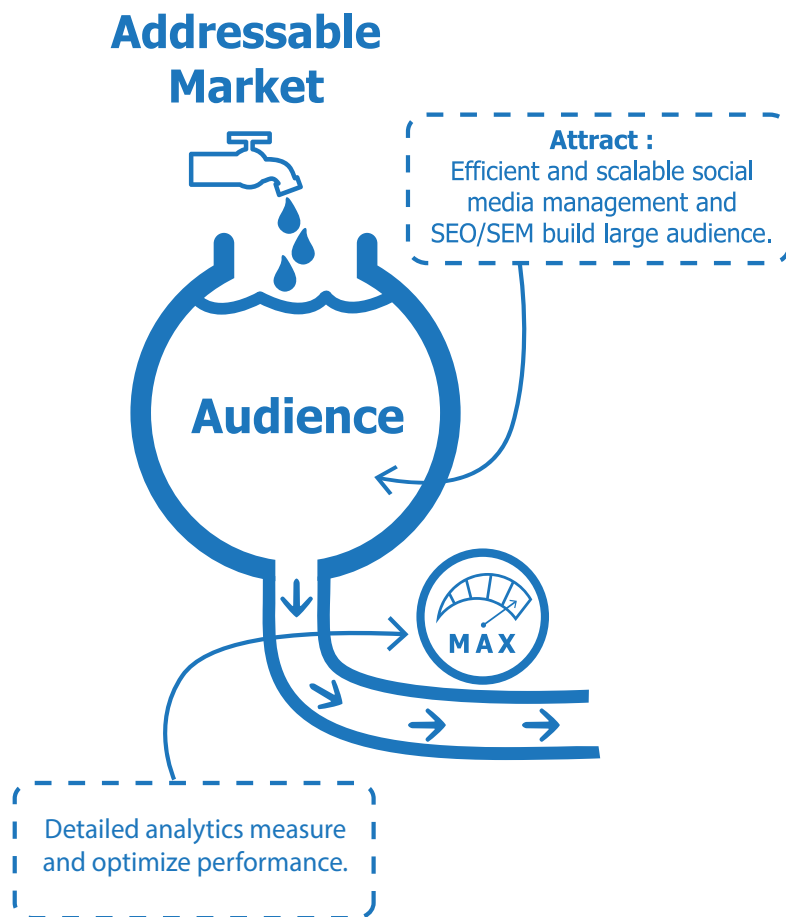
Visibility across the entire process to provide information and establish a positive feedback loop.

Scalability that allows the process to function with equal **efficiency** at both low and high volumes.

Comprehensive, modular **strategies** that are highly adaptable in the dynamic landscape that is digital marketing.

LEAD GENERATION

How to attract a larger audience?



Strategies: A content strategy establishes what you'll be publishing and at what frequency, while a promotion strategy sets forth the ways in which you'll get the message to your audience through properties you own, properties you rent, and places you visit.

Scalability: Web Content Management Systems (CMS) allow for the publication of large amounts of content and Social CRM platforms provide the ability to interact with large audiences on multiple social media channels.

Efficiency: A scheduling solution that multiple contributors to see and manipulate the content publishing schedule. Project collaboration tools are necessary in order to efficiently generate the content required for the digital marketing campaigns.

Visibility: Competitive and keyword research data are necessary in order to accurately assess the landscape. Performance metrics will analyze audience penetration and engagement.

LEAD MANAGEMENT

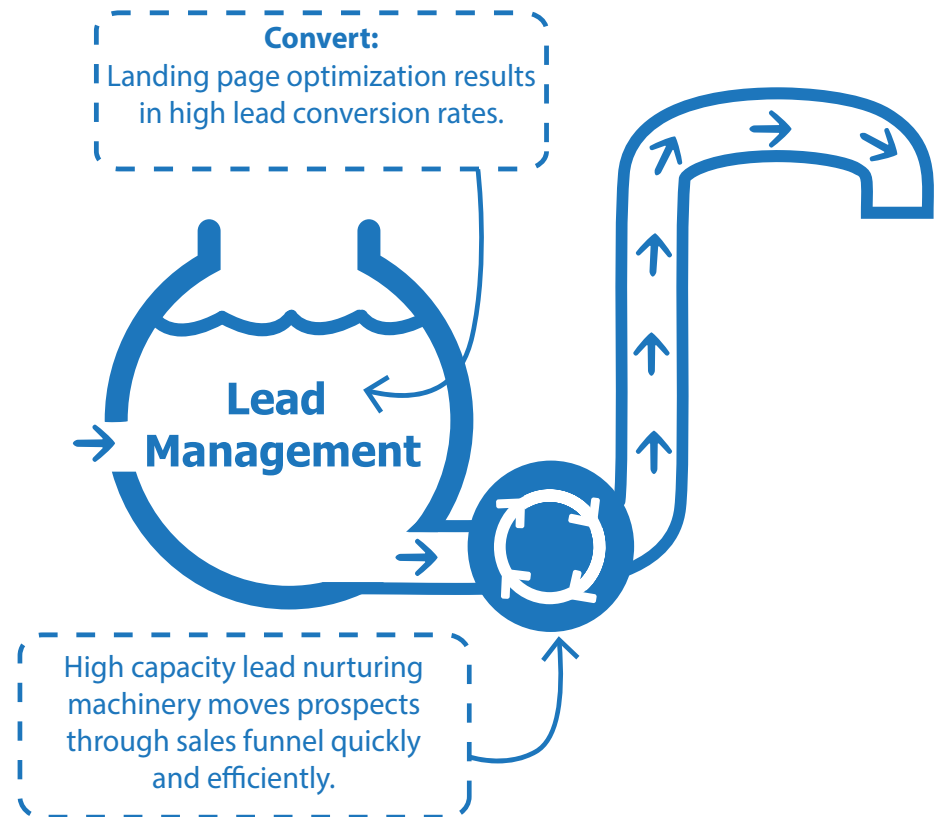
How to convert your audience into quality leads?

Strategies: A conversion strategy will develop a system of calls-to-action and landing pages that work together to convert visitors into leads. A nurturing strategy determines the segments, messages, and workflows that will move leads through your sales funnel.

Scalability: Email marketing tools that support auto-responders and list segmentation perform most of the heavy lifting when it comes to lead nurturing. More sophisticated marketing automation systems (like Hubspot) support smart workflows that can adapt as lead take additional actions.

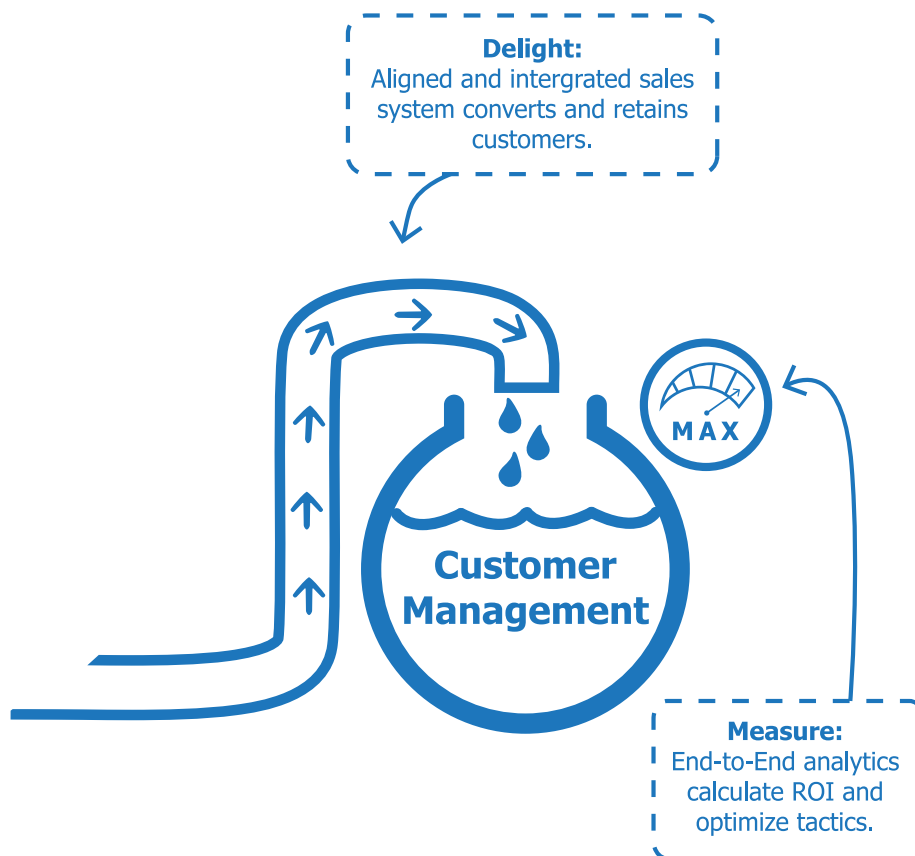
Efficiency: Making the most of your opportunities means constantly testing your messaging using A/B testing tools. These can be done on your web pages, calls-to-action, and email messages. Marketing automation systems can also typically customize content based on visitor personas.

Visibility: Tracking your lead sources and conversion rates is crucial at this step. If you can't tag your leads according to origin, you'll lose your ability to calculate ROI of specific campaigns and strategies. A combination of best practices and solid analytics platform will ensure this is the case.



CUSTOMER MANAGEMENT

How to close business and delight your customers?



Strategies: According to a Corporate Executive Board study, 87% of the terms Sales and Marketing use to describe each other are negative. Creating a Service Level Agreement (SLA) between the departments improves alignment.

Scalability: The key to scaling any customer management effort is a well-implemented Customer Relationship Management (CRM) system. The organization's fulfillment systems (e.g. e-commerce) must also be integrated and optimized.

Efficiency: Staying in communication with customers requires a well-integrated platform, including email and social media. Implementing predictive analytics tied to lead nurturing campaigns can improve customer retention and increase overall lifetime value.

Visibility: Calculating customer close and retention rates at the end of the pipeline closes the loop and provides a full ROI picture for your digital marketing efforts. When coupled with management dashboards, they can provide ongoing data for continuous improvement.

Next Steps

A vertical white line is positioned to the right of the 'Next Steps' title, extending from the top of the title down towards the bottom of the slide.

How can you get from
the “before” to the
“after?”

DEVELOPING A ROADMAP

What's the shortest path from where you are to where you need to go?

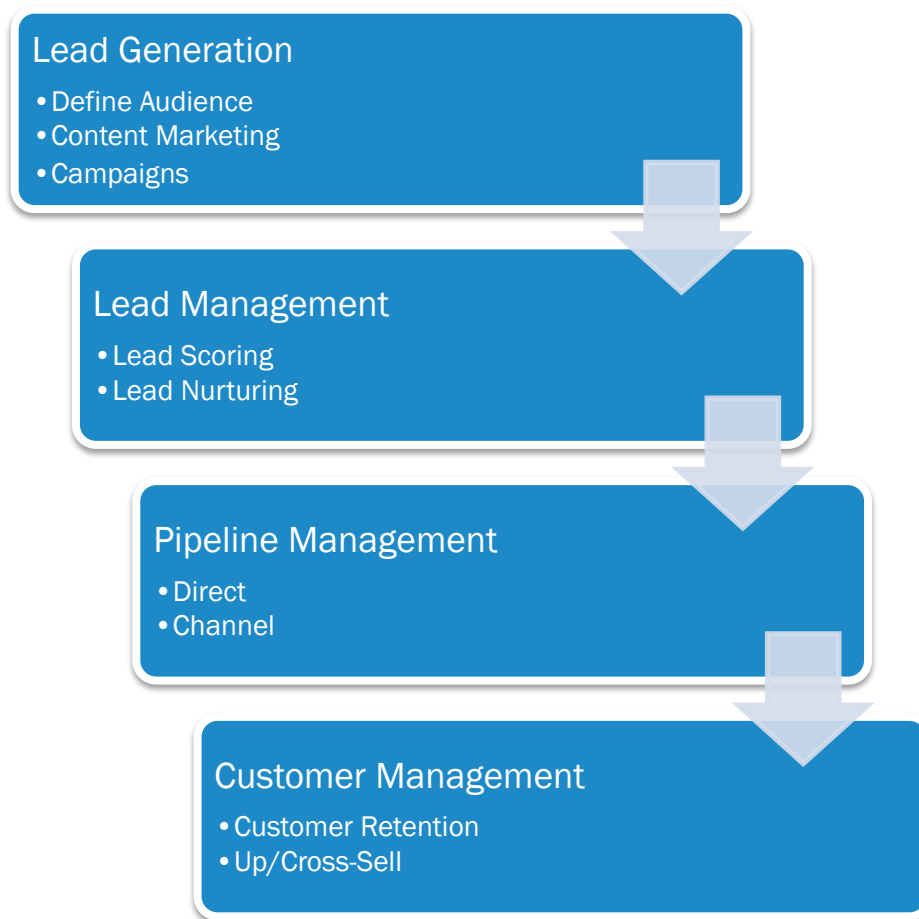


We use maps to find the shortest, most efficient route to our destination. Arriving at a finely tuned sales and marketing machine is no different.

The first step in using any map is to locate your current position. At Authentia, we use something called a Capability Inventory to do that.

THE CAPABILITY INVENTORY: PROCESS

Finding gaps in your sales and marketing processes.



The first step in a Capability Inventory is to examine your end-to-end sales and marketing processes. For each step in this process, three things need to be evaluated:

1. **Inputs:** Does the process step have all of the inputs it needs? Are they of sufficient quality and quantity to meet the organization's objectives?
2. **Effectiveness:** How effective is the step at doing its job? Does it have the capability, scalability, and efficiency to perform and grow?
3. **Outputs:** Is the step generating sufficient quantity and quality to sustain the process?

This process analysis is critical and it's what "alignment" is all about. Your sales and marketing process is only as strong as its weakest link.

THE CAPABILITY INVENTORY: MATURITY MODEL

What's a good tool for evaluating the capabilities of your sales and marketing process steps?



The degree of formality and optimization of your sales and marketing processes and procedures determine how well you can reliably and sustainably produce required outcomes.

The Capability Maturity Model was originally developed as a tool for objectively assessing the ability of government contractors' processes to perform a contracted software project. It has since been adapted for many uses in order to provide a framework for assessing other processes.

Check out the table on the next page for a look at how we assess the capability of sales and marketing processes.

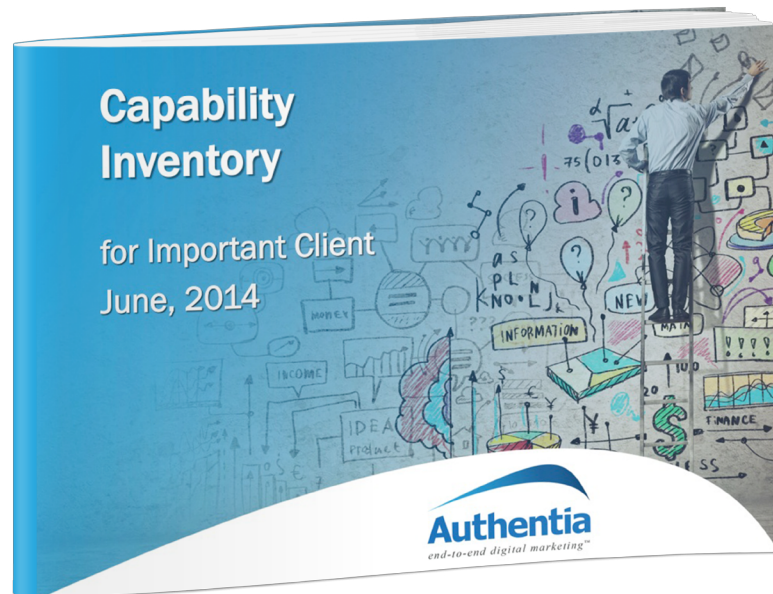
THE CAPABILITY INVENTORY: MATURITY MODEL

Use these Maturity Levels to assess your sales and marketing processes and procedures.

Level	Description
Initial (chaotic)	It is characteristic of processes at this level that they are (typically) undocumented and in a state of dynamic change, tending to be driven in an ad hoc, uncontrolled and reactive manner by users or events. This provides a chaotic or unstable environment for the processes.
Repeatable	It is characteristic of processes at this level that some processes are repeatable, possibly with consistent results. Process discipline is unlikely to be rigorous, but where it exists it may help to ensure that existing processes are maintained during times of stress.
Defined	It is characteristic of processes at this level that there are sets of defined and documented standard processes established and subject to some degree of improvement over time. These standard processes are in place (i.e., they are the AS-IS processes) and used to establish consistency of process performance across the organization.
Managed	It is characteristic of processes at this level that, using process metrics, management can effectively control the AS-IS process (e.g., for software development). In particular, management can identify ways to adjust and adapt the process to particular projects without measurable losses of quality or deviations from specifications. Process Capability is established from this level.
Optimized	It is a characteristic of processes at this level that the focus is on continually improving process performance through both incremental and innovative technological changes/improvements.

AUTHENTIA'S CAPABILITY INVENTORY

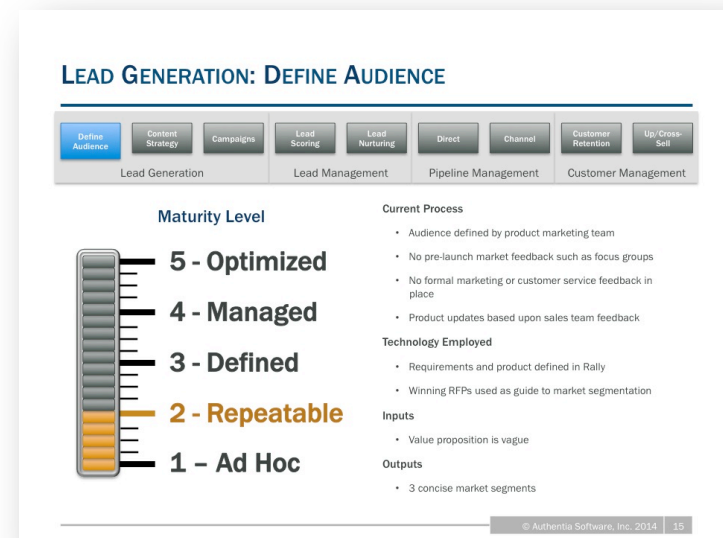
Take a look at your sales and marketing from a new angle.



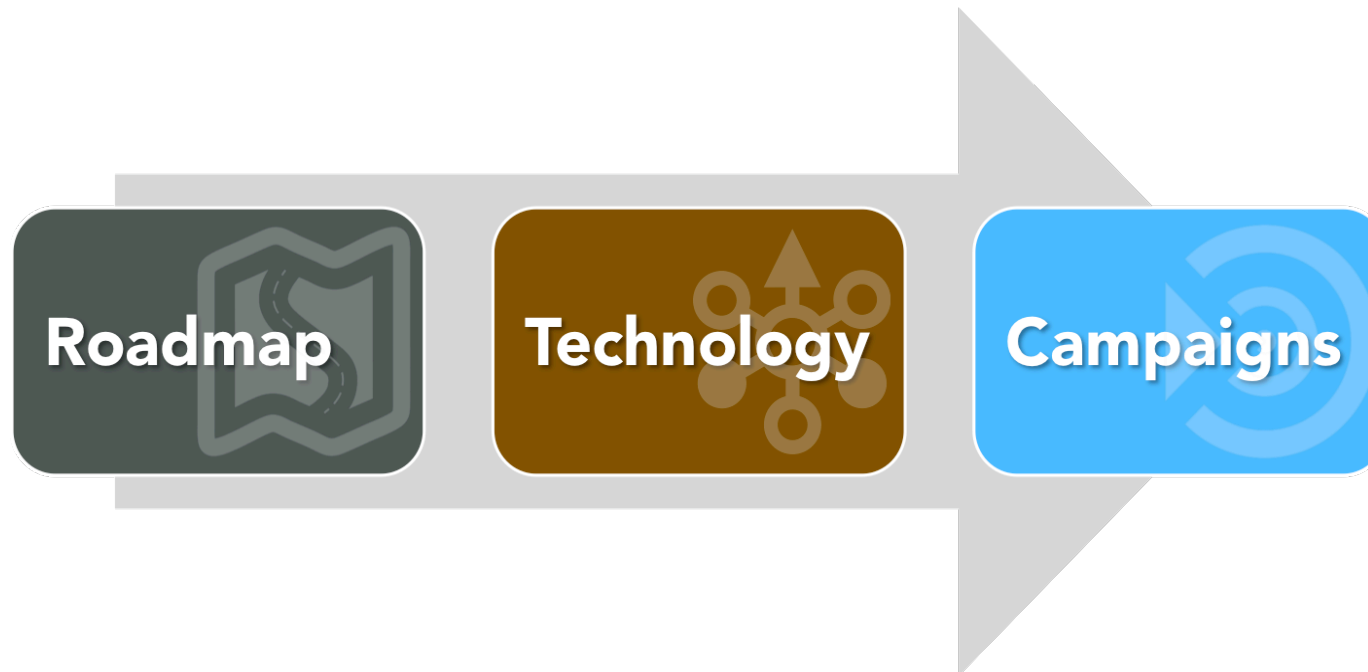
/inventory/

We've developed our own Capabilities Index that takes a systematic look at your sales and marketing technology alignment. We evaluate your lead generation, lead management, pipeline management, and customer management capabilities against the Capability Maturity Model.

Where are the gaps in your sales and marketing processes? What's the weakest link in the system? Use our complimentary inventory as a tool for creating an optimized vision for your organization.



ANATOMY OF A DIGITAL MARKETING IMPLEMENTATION



Roadmap

Designing a digital marketing implementation begins with several crucial strategic planning steps. These strategies form the framework of a modular system that will drive ongoing inbound marketing efforts.

Technology

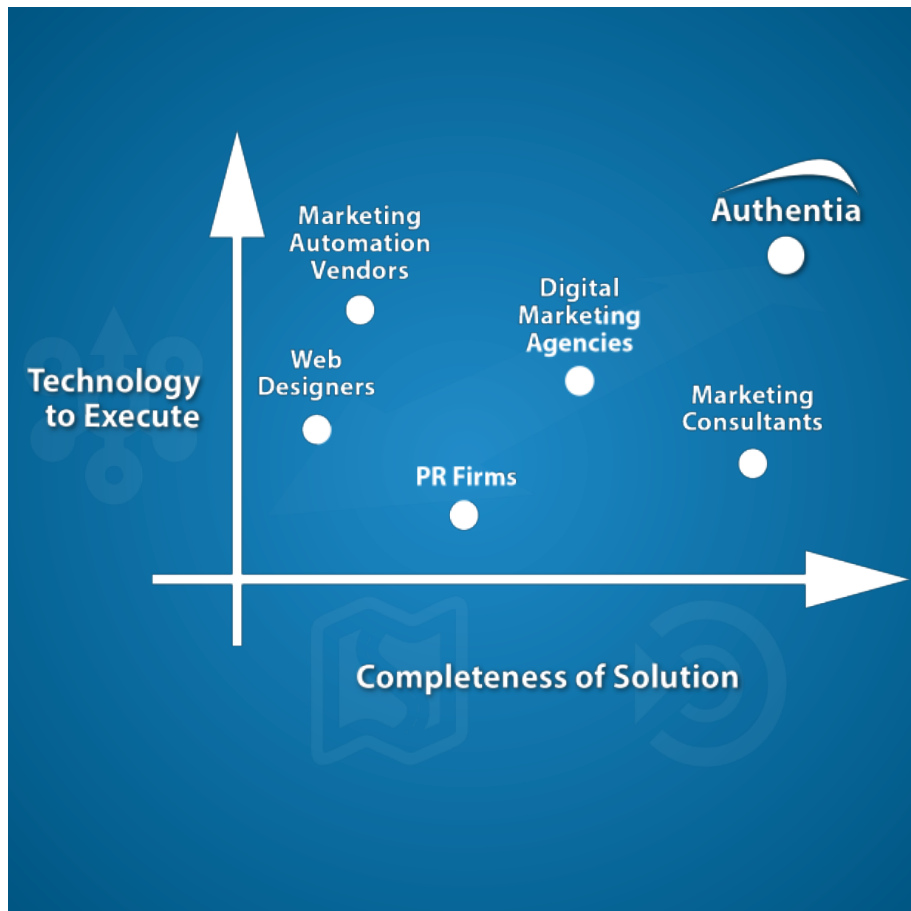
Without the right tools and processes in place, you won't be prepared to make the most of the opportunities you're generating. Right-sizing your digital marketing technology portfolio and aligning it with your business processes are crucial to success.

Campaigns

Inbound Campaigns deliver consistent growth in online lead generation and customer management and retention for your business. This requires consistent, ongoing efforts at search engine optimization, content marketing, lead nurturing, and customer outreach.

ABOUT AUTHENTIA

Authentia provides End-to-End Digital Marketing™ services to businesses looking for sales growth.



The way in which businesses can connect with new customers is rapidly changing in our mobile, social, digital age. The challenge for small and medium companies is having the resources to keep up, while enterprises can find it difficult to be nimble enough.

But what hasn't changed is the fact that all businesses need growth. End-to-End Digital Marketing delivers that growth by applying the very latest tools and practices to generate more leads and close more business.

www.authentiasoft.com

twitter.com/authentia

facebook.com/authentia