Getting the Most Leads for your Marketing Dollars

Anil Gupta, Principal
The Applications Marketing Group
About Applications Marketing Group

• Focus: Enterprise Software

• Type of Services
  – Interim VP of Marketing
  – Product positioning/Go-to-market
  – Strategic Sales Tools
  – High impact Lead Generation
  – ‘Verticalize’ the message

• Background of Principals
  – VP of Marketing/Strategy
    • Niku, Evolve (Primavera), Broadbase (Kana), Baan, Oracle
  – VP of Strategy, COO (services), Management Consultant
    • Personic Software, The Boston Consulting Group

• Contact: anil@applicationsmarketing.com
Lead Generation

• “I have a budget of $250K a year. How do I maximize lead flow with this budget”

• “Google, email Campaigns, Webinars, PR, Analysts...... Where do I invest?”

• “I get most of my leads from cold calls. We have very few incoming leads. How can I address this issue?”

• “I’ve got to invest in Gartner to say good things about us. Why is Marketing wasting money on other programs?”
How many leads should I generate?

- **In Target Leads**: People in target accounts that have responded to marketing campaigns
  - 3-9 months
  - 300
  - 20%

- **Qualified Leads (Pipeline)**
  - 3-6 months
  - 60
  - 35%

- **Forecast**
  - 20
  - 35%

- **Close**
  - 7
  - 35%

- **Closed**: Closed deals
  - 3-6 months
  - 7
Where should the leads be coming from?

• Key issues
  – Leads from marketing vs. sales
  – Inbound vs. outbound leads

• Rules to live by
  – Marketing programs do not deliver ALL leads (50 to 75%)
  – Sales SHOULD be prospecting
  – Ideal split between inbound vs. outbound 70% to 30%
    • Programs should be working well for this split
Portfolio Approach is good

- A lot of channels to choose from
  - Inside sales
  - Targeted campaigns
  - Website
  - Webinars
  - Newsletters
  - Keyword Advertising
  - Blogs
  - Whitepaper syndication
  - PR
  - Analyst
Start with a Database

- Identify target companies
- Identify buyers and influencer roles at VP and Dir
- 70% rule
  - 70% coverage among target companies
  - 70% coverage within a company
- Ongoing activities
  - Audit of the coverage
  - Cleansing

A good Marketing Database is your treasure. All lead generation begins with a good database
"Swiss Cheese Analysis"

Database Issues

- Over $1B
  - 182 companies with 2172 contacts (12 per)
  - 66% of contacts have email ids
  - Hoovers lists: 270 companies in F&B/Personal Care, Paint/Cleaning/Pesticide

- $250M to $1B
  - 205 companies with 2485 contacts (12 per)
  - 73% of contacts have email ids
  - Hoovers lists: 300 companies in F&B, Personal care, Paint/Cleaning/Pesticide

- $50M to $250M
  - 737 companies with 3064 contacts (4.2 per)
  - 54% of contacts have email ids
  - Under $150M don't have enough exec level contact (one on average)
  - Hoovers lists 470 companies in F&B, Personal care, Paint/Cleaning/Pesticide

- $5M to $50M
  - 122 companies with 400 contacts (3.2 per)
  - 64% of contacts have email ids
  - Many companies don't have CEO or President listed

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Inside Sales

• Sales does not have the patience to followup

• Determine handoff point – a very critical decision
  – Vendors in ‘well defined and not complex space’ can delay handoff
  – Identifies how many ‘leads’ they generate

• Solid prospect database is the key

• Marketing participates in ‘pipeline’ reviews with inside sales
  – Understand ‘push-backs’, Spot ‘trends’
  – Recognize sales tools opportunities

• Continuous training of inside sales
  – Mock Calls
Webinars

• Identify primary purpose
  – Drive new leads
  – Move existing conversations forward

• Two streams
  – ‘C-level’ (Provide value)
  – Product Oriented (How to)

• Customers make the best ‘guest speakers’.

• Do it often, close the loop within 72 hours

• Make recorded versions available on your web site and attendees
How to sustain SOx Compliance at significantly lower costs - Webinars - MetricStream - Windows Internet Explorer

MetricStream
Enterprise Compliance & Quality Management Solutions

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Announcement
NASDAQ and MetricStream to Work Together for SOX Compliance

Understanding, Experience, and Technology for Compliance
MetricStream Delivers

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How to sustain SOx Compliance at significantly lower costs

Register to View Webinar

Topic: How to sustain SOx Compliance at significantly lower costs

Date: Thursday, March 15, 2007 at 11:00 am, Pacific Daylight Time (GMT -07:00, San Francisco)

Duration: 1 hour

Panelist(s) Info: Anil Gupta, VP of Marketing, MetricStream and Gaurav Kapoor, CFO and General Manager

Description: Most corporations spent way above budget to become SOx 404 compliant in Year 1. Now they are looking to sustain compliance with SOx 404 at significantly lower costs.

In the webinar, presenters will discuss how leading companies are reducing their cost of compliance by -
- Making changes to documentation and assessment processes
- Using innovative technology

The audience will also get a chance to view the capabilities of such a technology.

Submit

Newsletter Sign-Up

Email Address
- FDA Compliance
- SOx Compliance
- Quality Compliance

Subscribe

View Newsletters

Email to a friend
Search Engine Marketing

• Choose the keywords from a ‘user perspective’

• Create targeted landing pages

• Create a tiered portfolio of keywords
  – Optimize top-tier portfolio at least twice a week
  – Review other portfolios at least once every 10 days

• Measure cost/qualified lead against other channels
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Newsletters

• Content-based: Making the subscriber better at their jobs
  – Ongoing relationship with prospect
  – Event marketing

• Frequency: Ideally once a month

• Content
  – Leveraged by PR for by-lined articles
  – On web site as best practices
  – Packaged as ‘white papers’

• Builds and validates ‘prospect database’

• Call to Action
Best Practices in Corporate Procurement

Best Practices in Corporate Procurement is a monthly newsletter devoted to issues and best practices in Spend Management. Each issue will deal with the challenges and opportunities facing purchasing and finance executives in spend analysis, contract management, eProcurement, supplier enablement and invoicing processes. If you would like to receive "Best Practices in Corporate Procurement" each month, please click here to subscribe.

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With Andrew Bartels
Vice President
Forrester Research
March 28, 2007
1 PM - 2 PM EST
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With Mickey North Rizza,
Research Director, AMR Research
Feb 20, 2007
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Coming Soon
"Streamlining your Strategic Sourcing Process"
April 25, 2007

Best Practices in Supplier Enablement -
Getting the most out of your e-procurement investment

Supplier participation is critical for the success of any eProcurement initiative. However enabling and managing supplier catalogs have long been the Achilles heel of most eProcurement initiatives, leading to issues ranging from a failed implementation to a significantly lower than expected ROI from the system. Industry research states that purchasing organizations grossly underestimate the level of effort and budget required to enable and manage supplier content. This paper identifies the key issues involved with enabling suppliers and suggests a solution that facilitates supplier enablement at significantly lower costs and resource requirements.

Read More

The CPO’s Strategic Agenda
A white paper by Aberdeen Group

The most effective Procurement Executives manage their performance like any other executive. They have standard metrics that help them gauge the health of their operations and benchmarks for relative comparisons. However, they are challenged to demonstrate their impact in commonly understood and accepted enterprise financial terms. As part of CPO’s Strategic Agenda research series, Aberdeen Group has explored this opportunity in detail with over 500 procurement executives from around the globe.
Welcome to SeeSaw Insights

by Peter Bowen, CEO

I am pleased to welcome you to the inaugural issue of SeeSaw Insights. We are excited to expand the conversation about the tremendous growth of out-of-home digital media. SeeSaw’s engagement with a broad range of advertisers, media agencies, affiliate networks, partners, thought leaders and research providers puts us in a unique position to be at the center of the out-of-home digital media marketplace. We look forward to sharing our insights with you. We welcome your feedback so please send your ideas to insights@seesawnetworks.com.

Out-of-Home Digital Media Has Emerged

by Peter Bowen, CEO, SeeSaw Networks

People notice out-of-home digital media...they engage with it...and it drives them to take action. Clearly, it is early days but OOHDM is on its way to being a significant advertising media and it will become a part of most advertisers’ media mix much like the Internet is today.

Read article

Generational Shift in Media Consumption

by Jeff Dickey, Co-founder, SeeSaw Networks

Jack Sullivan, Executive Vice President, Starcom USA

There are changes in the air, literally, that will have a profound effect on the way that advertisers and marketers will communicate with their existing and prospective customers. The emerging Gen X and Gen Y...
Other internet marketing

• Blogs
  – Commitment needed
  – It is an uphill climb – results can be good
  – Keep it relevant to target audience

• White Paper Syndication
  – Leads but also a lot of tire kickers
  – Invest only if good lead qualification and follow-through

• Podcasts
  – Great 3 minute nuggets
  – Ideal for sales/inside sales
  – Ideal for registration downloads on website
Web Site

• Not just a product platform, but also a marketing platform
  – Product and Solutions
    • What we do
  – Thought Leadership-related
    • White papers
    • Industry presentations
  – Lead Generation-related
    • Free and ‘Registration Required’ Content for download
    • Jump Pages
    • Recorded Webinars
Compliance with Regulations and Mandates

The Agiliance IT-GRC platform enables organizations to take a top down approach to compliance by using its key capabilities, including:

- Allow an organization to easily map requirements from a regulation or a mandate to a comprehensive set of policies and controls for an asset or an asset class through the use of standard frameworks such as ISO17799/27001, NIST and others.

- Provide a Common Control Framework that maps control requirements from multiple frameworks and regulations into a common set of controls and policies.

  This enables companies to eliminate redundant assessments on overlapping controls (e.g. over 50% of the controls in ISO17799 and NIST are overlapping) and to significantly reduce their cost of compliance in a multi-regulatory environment.

  Regulations and industry mandates supported include Sarbanes-Oxley, GLBA, HIPAA, FISMA, CA SB 1386, as well as popular frameworks such as ISO 17799, NIST and PCI.

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**Government Regulations**
- GLBA
- SOX
- HIPAA

**Industry Mandates**
- PCI
- SAS 70

**Company Policies**
- COBIT
- FFIEC
- NIST-53

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**Regulations & Corporate Objectives**
- Control Objectives based on Frameworks & Standards
PR

- Good PR establishes ‘presence’: makes you look bigger than you are
  - Customer success stories
  - Bylined Articles
  - Speaking Opportunities
  - ‘Get to know’ meetings with the editors
    - Relationship
    - Placement in stories about ‘competition’
  - Quarterly ‘message update’ sessions with PR team
November, 2005
A Hybrid Strategy for On-Demand Success

November, 2005
Air Products: In the Pipeline

November, 2005
Balancing Supply and Demand

August, 2005
Forecasting and Consensus Planning

July, 2005
FedEx Freight Delivers Sales Planning to its Supply Chain

June, 2005
Professional Development Webcast: How to Extend SAP for Global, Integrated S&OP

June, 2005
SAP Customers Choose Steelwedge Software for Sales & Operations Planning and Demand Forecasting

June, 2005
The New Analytics Aren’t One Size Fits All
Priorities

- Build a database
- Inside sales
- Webinars
- Newsletters
- PR
- Analyst
- Keyword Advertising
- Blogs
- Whitepaper syndication
Questions?

anil@applicationsmarketing.com

www.applicationsmarketing.com