

Startup Toolkit #4

Marketing Automation Software



Context

- Last Time: Startup Toolkit
 - ▶ Sales Force Automation Software
- This Time: Startup Toolkit
 - ▶ Marketing Automation Software
- Next Time: Grand Finale
 - ▶ Everything

We Are Managing A Pipeline



The Role of Sales Tools



Enable Faster/Better Achievement of Objectives

1. Fill the top of the funnel
2. Maximize conversion rate
3. Minimize cost of process

Leads

• Activities

• Cs, Negotiate

Customers

• Goal: D

• Activities

• rt, User Groups

Promoters

• Goal: Publicize

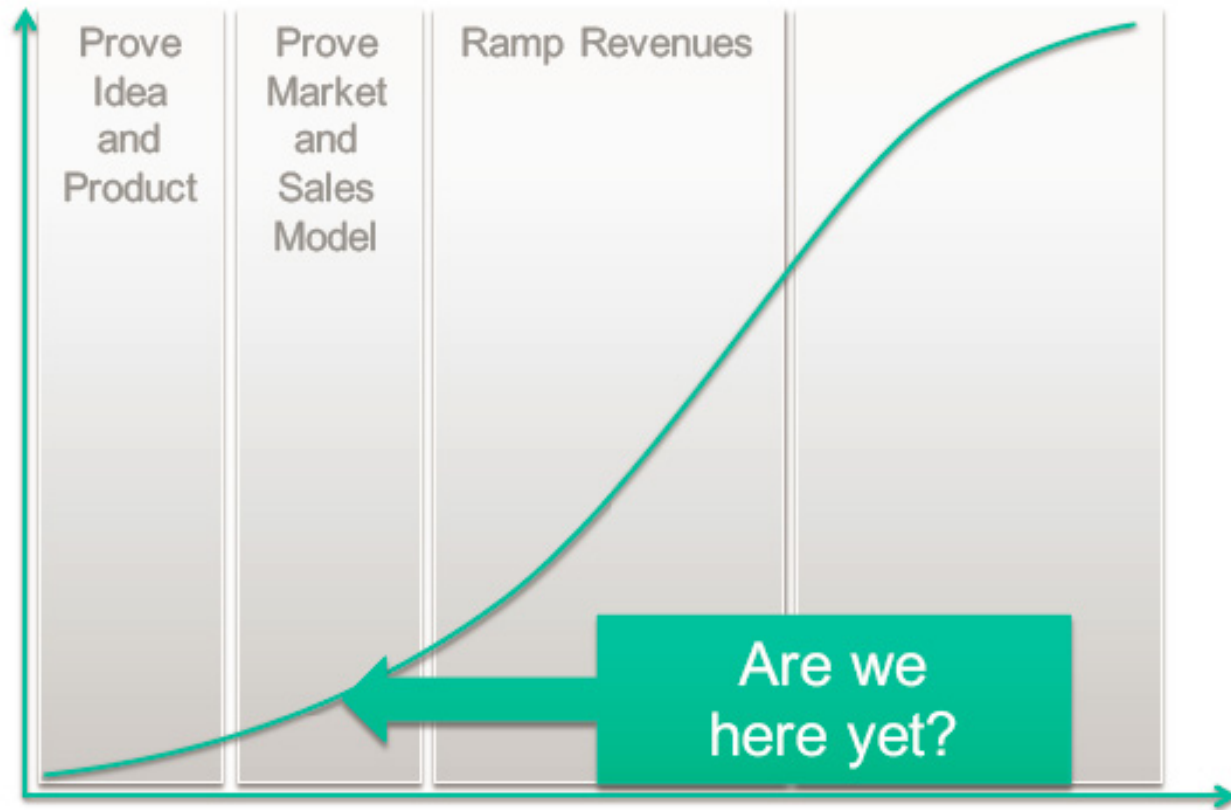
• Activities: Case Studies, Videos, Award Sponsorships, Public Speaking

Three Major Considerations

1. Do I really need a software tool(s) yet?
 - ▶ Where is my company on the startup curve?
2. What problem am I working?
 - ▶ Pre-sales, Sales, Post-sales
 - ▶ Employee productivity, Management visibility, Control/uniformity of activity and behavior
3. How much do I have to spend?



Is it Time for Automation?



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Multiple Pricing Models/Points

- A lot of Freemium
 - ▶ Facilitate trial
 - ▶ Scale-oriented and Feature-oriented
- Low-end products for SMB markets
 - ▶ Free to \$30/mo/user for “Enterprise”
- Enterprise-class products with associated price points
 - ▶ \$65 to \$300/mo/user for “Performance”

Two Distinct Perspectives

- Day-to-day Users of the Tool(s)
 - ▶ Sales Reps (CRM/SFA)
 - ▶ Marketing Teams (Integrated Marketing)
- Their Management Chain
 - ▶ Sales and Company Leadership
 - ▶ Marketing Leadership

Startup Sales Tools Are Best Understood By Their Roles In The Go-To-Market Process

Pre-Sales

Tools that help with market intel & lead generation / qualification

CRM

Lead Management

Sales Intelligence

Sales

Tools that help with sales team collaboration, pitching, & closing

Collateral Management

Communication Tools

Sales Enablement

Post-Sales

Tools that help with customer engagement & retention

Email Marketing

Social Engagement

Customer Service

Pre-Sales Tools Overview

CRM

Tools that help with managing customer relationships

Insightly

Nimble

Salesforce

SugarCRM

Zoho CRM

Lead Management

Tools that help sales and marketing teams generate and track more leads

Eloqua

HubSpot

Infusionsoft

Marketo

Pardot

Sales Intelligence

Tools that help sales teams research potential clients

data.com

Hoovers

InsideView

Salesgenie

SalesLoft

CRM(+SFA)

- Customer Relationship Management
 - ▶ Central repository for customer interaction
 - Emails
 - Calls
 - Meeting Notes
- Sales Force Automation
 - ▶ Deal management
 - How much?
 - How likely?
 - What timeframe?
 - Who is the competition?
 - What stage is the deal?
- Integration of the Two
 - ▶ People involved in the Deal
 - ▶ MEDDIC

Interlock is Key

- Use Knowledge from CRM to improve Marketing Activities
- Metrics are # and quality of leads as measured by cost of customer acquisition as % of sales
- Very hard to do this well in practice



Pre-Sales Tools Overview

CRM

Tools that help with managing customer relationships

Insightly

Nimble

Salesforce

SugarCRM

Zoho CRM

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Tools that help sales and marketing teams generate and track more leads

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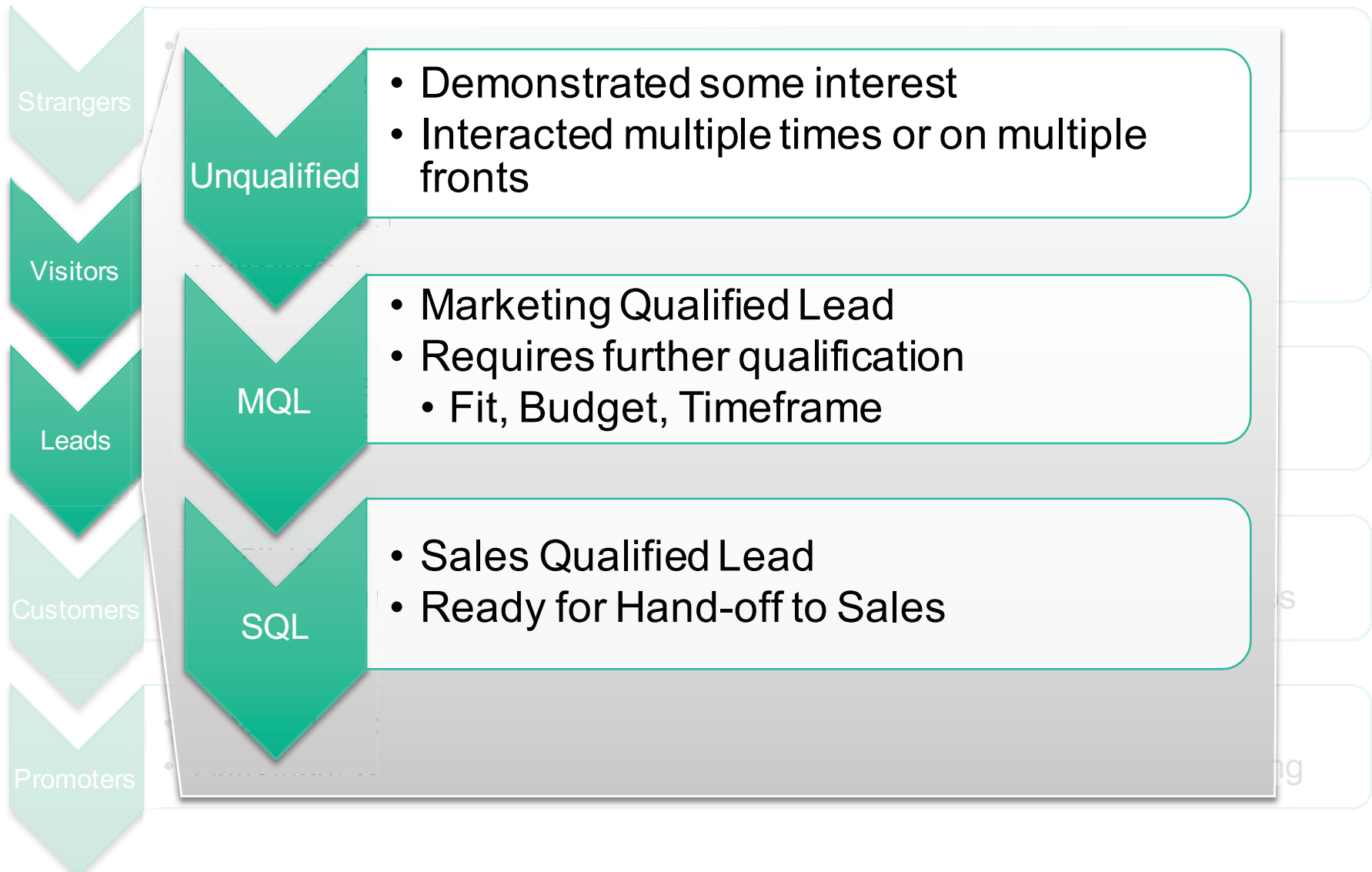
Salesgenie

SalesLoft

Lead Management

- The role of developing and qualifying leads typically falls to marketing
- Marketing is in the midst of a technology-driven transformation
- It is rapidly transitioning from ad-driven, interrupt-based “outbound” marketing to content-driven, permission-based “inbound” marketing

The Funnel within the Funnel



Lead Management Tools

- Web Site
 - ▶ virtual presence, fly trap, drive everyone here
- Videos
 - ▶ virtual presence, thought leadership, expertise
- Blogs
 - ▶ thought leadership, expertise
- Social Networks
 - ▶ engagement, community building
- Premium Content Offers
 - ▶ shared value in exchange for information
- Landing Pages/Thank You Pages
 - ▶ information capture, engagement extension
- Email Campaigns

Mini Case Study: Coral Vista

- Product
 - ▶ Vacation Rental Home
- Location
 - ▶ Western Caribbean (Roatan, Honduras)
- Market Rate
 - ▶ \$3,500 to \$5,000 per week (plus tax) – whole house
 - ▶ Lower rates for fewer days/reduced occupancy
- Major Attractions
 - ▶ Scuba diving, deep-sea fishing, golf
 - ▶ Tropical relaxation
- Business Objective
 - ▶ Maximize Gross Rent
 - ▶ Optimize occupancy and average rental rate

Lead Management Basics

- Determine where target market does research
 - ▶ E.g., Google search
- Find out what they look for/how they describe it
 - ▶ E.g., “Roatan Resorts”
- Optimize web properties for key words
 - ▶ E.g., Get URL, name pages, create account
- Build relevant content
 - ▶ Blog post on “The 5 Best Roatan Resorts”
 - ▶ Ebook on “The Ultimate Roatan Resort Vacation”
 - ▶ Slideshare on “Best Sales Tools for Startups”
 - ▶ YouTube video on “Pristine Bay Roatan Resort”
- Nurture and progressively profile leads
 - ▶ Email campaigns
 - ▶ Calls to action plus forms plus downloadable content



Demonstration

Piecing together the tools and tracking performance manually

Integrated Marketing Automation Software

- Combines tools into a platform
 - ▶ Website Development/Management
 - ▶ Content Development/Campaign Management
 - Blog, Email, Social Engagement
 - ▶ Contact Management
 - ▶ Lead Management/Automation
- Facilitates Performance Reporting
 - ▶ Site/page performance
 - ▶ Campaign efficacy
 - ▶ Lead sources/conversion rates/cost per lead
- Interfaces with CRM for single customer database/closed loop marketing



Hubspot Demonstration

Seeing the user perspective as well as the manager perspective

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Wrap Up

1. A wide range of tools exist to facilitate the go to market (GTM) process
2. That process can be segmented by relationship to the sale
 - ▶ Pre-sales, Sales, Post-sales
3. The right tool for you depends on three things:
 - ▶ Where you are in your lifecycle
 - ▶ The specific problem you're trying to solve
 - ▶ Your budget
4. Bottom Line
 - ▶ Sales and Marketing work hand in hand to manage a funnel
 - ▶ Sales and Marketing automation software are tools in that process
 - ▶ They organize, facilitate and monitor activity and results, ***but they can't do the work for you***

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