What a Year: 2020 Lessons from Marketo Engage Champions

Chloe Pott
Warren Stokes
Diederik Martens

Welcome

- This webinar is recorded! Slides and recording will be sent once the webinar concludes.
- Have a question? Use the chat box on the right and we'll pull some questions out and answer them live
- Want to chat with the group? Click on the group chat icon under the slides
- Posting to social media? Use our hashtag #mktgnation

Agenda

2020 Lessons Learned

- Chloe Pott (e.g. leverage your network, pick your tools)

- Warren Stokes (e.g. template complacency, don't always say no as marketing operations)

- Diederik Martens (e.g. How interest scoring, customer feedback, and data was used in Marketo to cope with three big market trends)

Q&A

Adobe

Chloe Pott

Senior Marketing Operations Manager, Nexthink

Chloe Pott is a native Chicagoan, transplanted to the South of France with her French husband and son. She's worked in B2B software for nearly 10 years and has a range of marketing skills from program management, to digital marketing, to marketing operations, and most recently has taken on a new role at Nexthink of Senior Platform Operations Manager.

Chloe is a two time Marketo Champion, multiple time MCE and the co-leader of the European Virtual MUG.
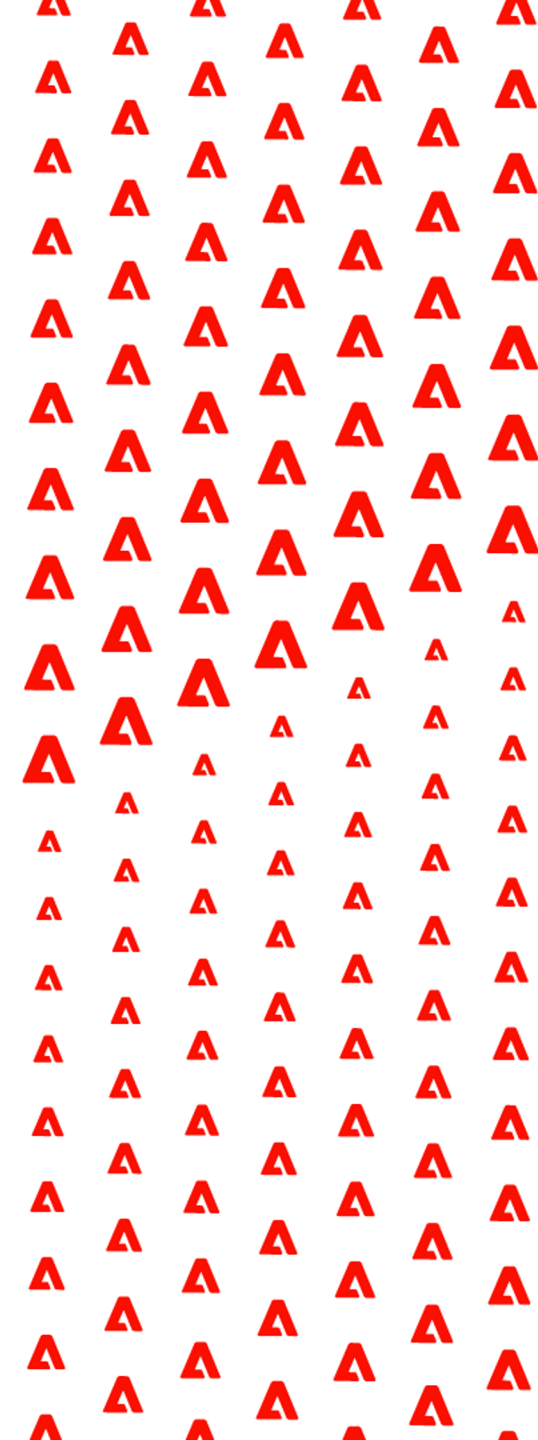
Lessons learned from Chloe Pott

1. **Leverage your network**
   Personal reasons, professional opportunities, brainstorming
   You never know what could be out there. Find support where it exists.

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   You cannot be an expert in all the tools.
   You also shouldn't be… unless you're a mythical unicorn.

chiefmartec.com April 2020

Marketing Technology Landscape
The Martech 5000

Total Solutions	8,000
Advertising & Promotion	922
Content & Experience	1,936
Social & Relationships	1,969
Commerce & Sales	1,314
Data	1,258
Management	601

Access all the data of this landscape & more at **martech5000.com**

2019
7,040 solutions
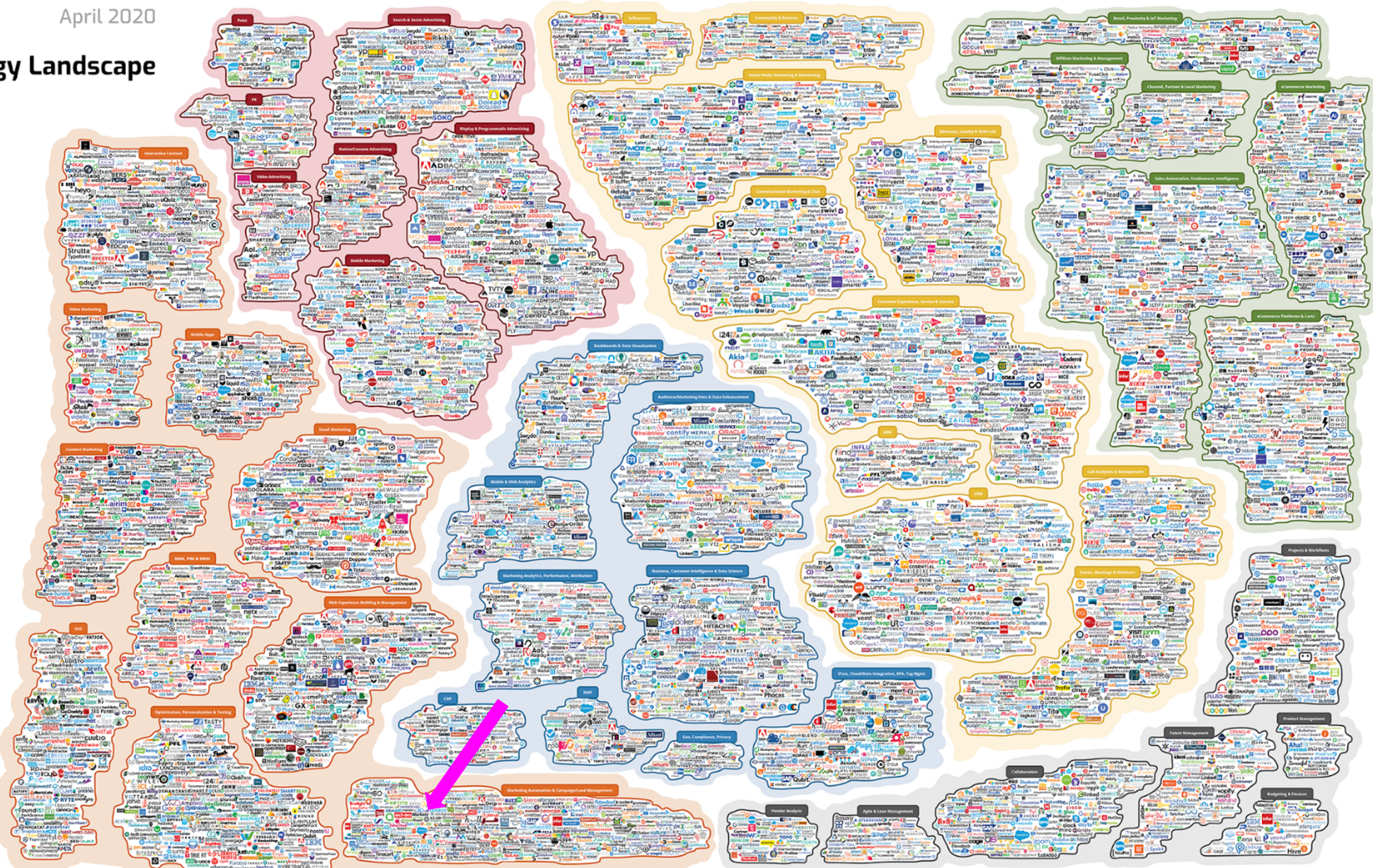
2018
6,829 solutions

2017
5,381 solutions

2016
3,874 solutions

2015
1,876 solutions

2014
947 solutions

Produced by Scott Brinker (@chiefmartec) and Blue Green Brands (@bluegreenbrands)

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3. ## Don't take work too seriously
   2020: pandemic, lockdowns, elections, human rights issues, parenting, job hunting, health concerns, … and so much more.
   Enjoy the important things in life. Help out where you can, be accountable, but if you do not finish your already too-long list of priorities today, there is tomorrow.
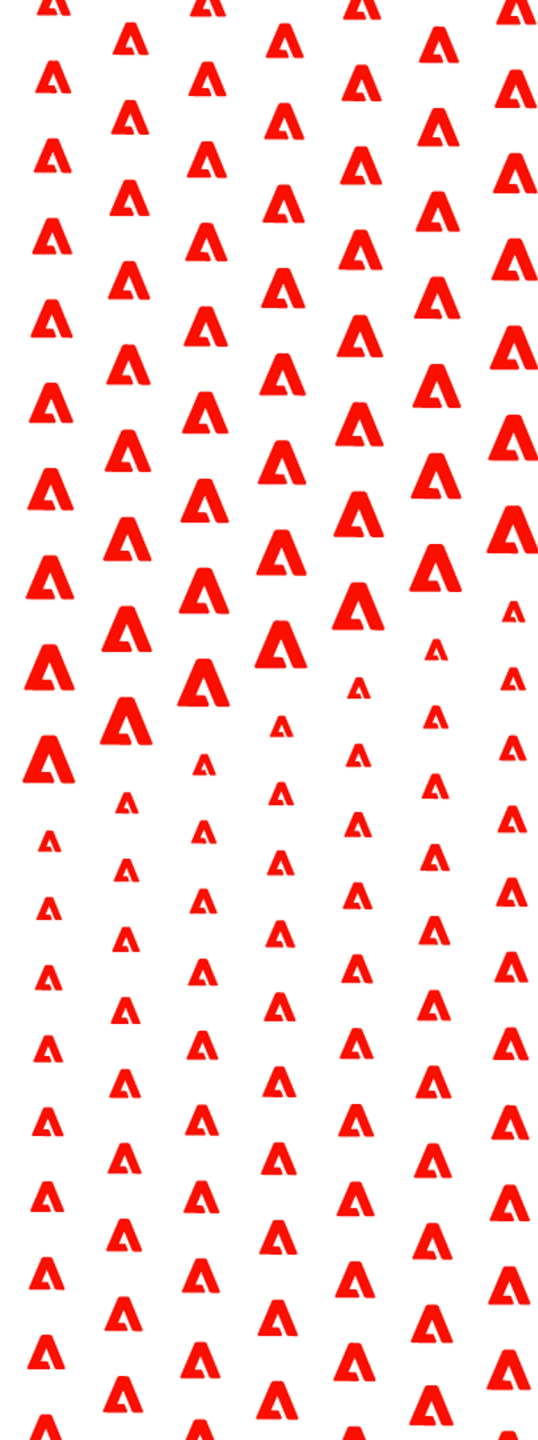
Warren Stokes

Senior Consultant, Kniva, Ltd

Warren has 7+ years of hands-experience with all things marketing automation, technology and efficiency. He is contracted at some of the biggest companies in the world: IBM, AWS, Cisco and Google; he has worked also on accounts with database sizes of less than 100k.

Warren has a unique insight into Marketing Ops and Campaign creation processes, and is a 2020 Marketo Champion who leads/supports two Marketo User Groups.

Lessons learned from Warren Stokes

1. **Complacency:**

   In marketing ops, campaign ops or your career in general...
   This will result in you feeling 'safe' in your career and using program templates for years. In my opinion this is the worst thing you can do in a turbulent environment.

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2. **Confidence:**

   If you know the answer you need to communicate with confidence
   It's an underrated skill but especially true working remotely. You genuinely need to focus on writing clearly and concisely. It gets you noticed for good reasons and you'll command respect.

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3. **Creativity:**

   Learn not to be the person that always says no, you'll get ignored

   I always say, there will be a way no matter how complex. You need to find it. I find Marketing Ops says **no** a lot, and that can be down to process restrictions or tool restrictions. Practice saying **yes but**. Then when they need advice they will come straight to you.

Diederik Martens

Chief Marketing Technologist & Founder at Chapman Bright

Diederik Martens, founder of Chapman Bright, is a results-driven and tech-savvy digital marketer with a passion for B2B and the complex sale. He is the author of the book "Marketing Automation Untangled", which is soon to be published and is a frequently asked speaker and lecturer on marketing operations, marketing automation, lead nurturing, buying journeys, CRM, predictive lead scoring, and all things marketing technology.

Diederik is a Marketo Certified Solutions Architect, experienced in Salesforce, a five-time Marketo Champion, and winner of the international Killer Content Award for his lead nurture campaign strategy at Quintiq.

At Chapman Bright he works on marketing technology projects for a number of top companies such as DHL Express, Deloitte, Rockwool, Trend Micro, Thyssenkrupp, Innogy, and Staples.

Lessons learned from Diederik Martens

1. **Marketing with a humanistic purpose:**
   Our audience expect us to be relevant nowadays, this means we first must be able to understand them.
   We set up interest scoring for specific value propositions together with matching Marketo Engagement Programs.
   This auto-adjusting hybrid setup always makes sure to engage on the main topic of interest throughout time,
   driving relevant sales opportunities, connected to the relevant person at Chapman Bright.

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2. **Leveraging (intelligent) data (intelligently):**
    With the rise of AI, data (quality) becomes ever more important. Are we analyzing our audience too much? Who cares what their 7 favorite ice cream flavors are! Finding a needle in the big data haystack .
    Bad data means poor engagement and bad results. The more data you have, the higher the chance of poor bad data. We're always critical on what we need. We use professional tooling for data hygiene in real-time.

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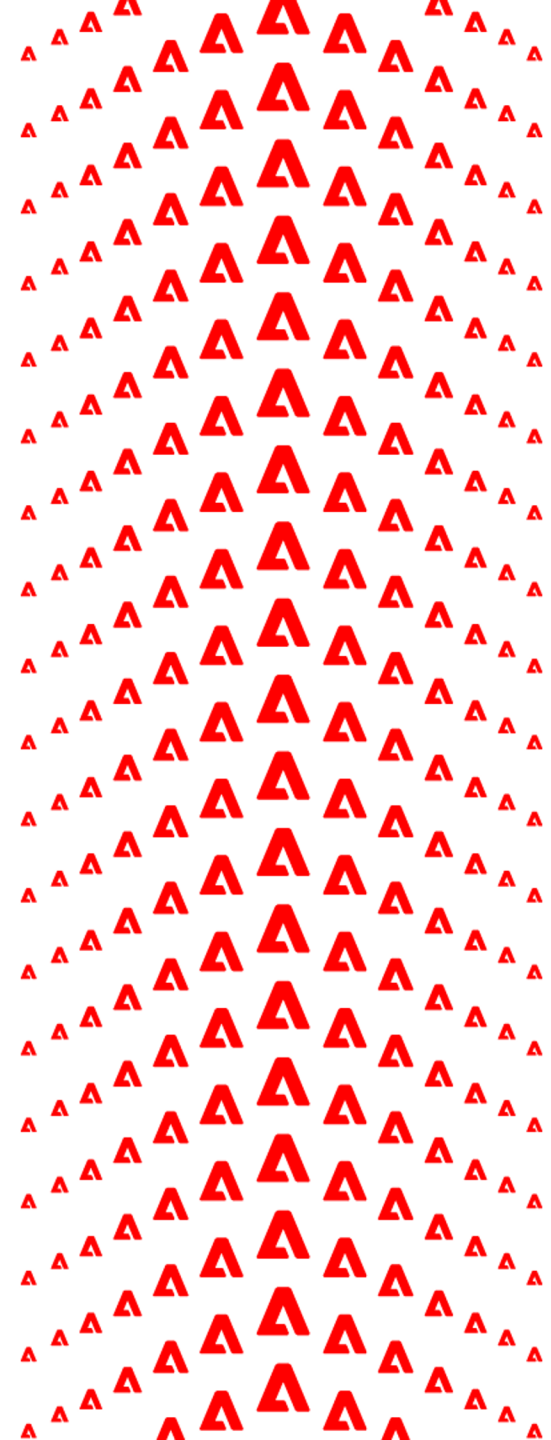
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3. **Listening to customers - Leverage feedback throughout the lifecycle:**
   By truly listening to your customers and acting on their feedback,
   you can actually positively impact customer satisfaction going forward.
   We truly implemented this in every facet of the company. In Marketo Engage we set up multiple flows to capture and act upon customer satisfaction and feedback at the different key milestones in the customer journey.

Q&A

Resources

Interesting resources

- Recording of 'Leveraging Customer Feedback':

  https://chapmanbright.com/resources/keynotes/listening-to-customers-leverage-feedback-throughout-the-lifecycle/

- MOPsPROs Online Community: https://launch.mopspros.com/mops-pros-sign-up.html?referral=Chloe+Pott

- Marketo User Group Chapters: https://mugs.marketo.com/chapters/