

Nurturing Leads Beyond First-touch is Key to B2B Marketing Success

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Cybersecurity

Visited Your Booth at a Tradeshow

Demand Gen Event to
Reach New Prospects.



Attended a Webinar

Educate Your Prospects on
the Benefits of Your
Product.



Participated in a Free Trial

Allow Your Prospects to
Compare Your Product to
Others.



Brought Your Product

Customer!



Visited Your Booth at a Tradeshow

Demand Gen Event to
Reach New Prospects.



Several Sales Calls & Emails

Add to a Sales Cadence



You Send a Ton of Emails for Months

Add to a Marketing
Nurture



Might Remember You a Year Later – at the Next Tradeshow

Stuck in Your Database
Forever



“The buying journey follows anything but a straight line from beginning to end”

01 NOT LINEAR

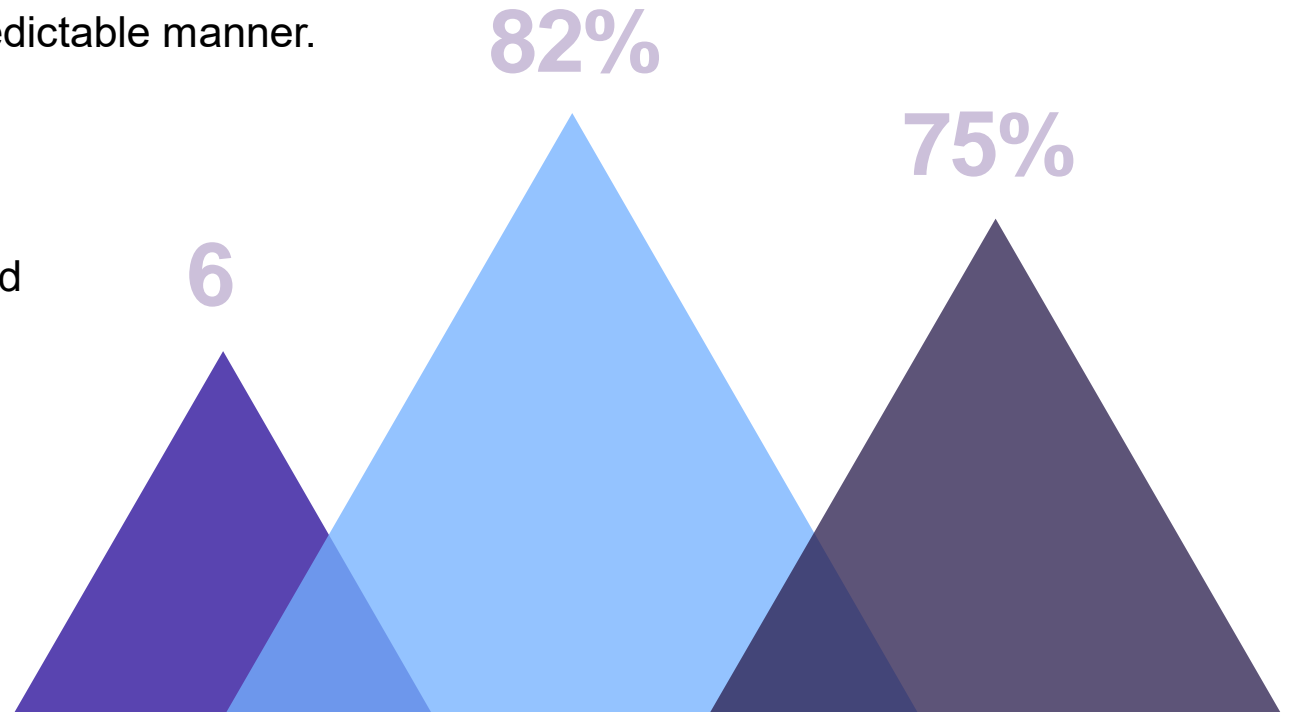
Nearly all B2B purchase tasks tend to group into **six distinct “jobs”** that buyers have to get done to successfully complete a purchase. These 6 jobs don’t play out in a linear, predictable manner. (Gartner)

02 THE JOURNEY IS LONG

B2B buying process is becoming longer and more complex because the majority of buyers (**82%**) are using more sources to research and evaluate products and services (Fronetics)

03 BUYING COMMITTEE IS LARGE

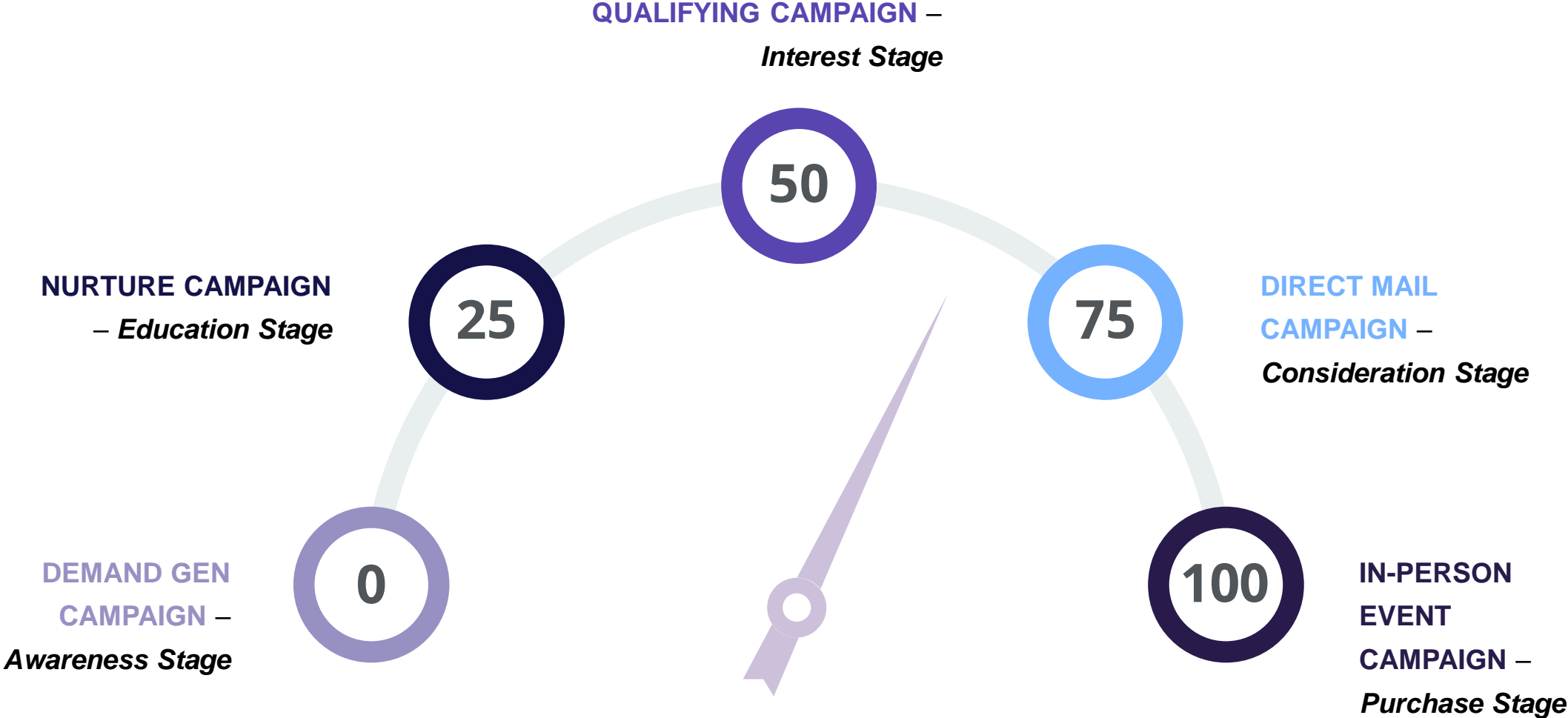
75% of customers agree or strongly agree that their purchase involved people from a wide variety of roles, teams and locations (Gartner)



HOW DO WE DETERMINE WHAT'S WORKING

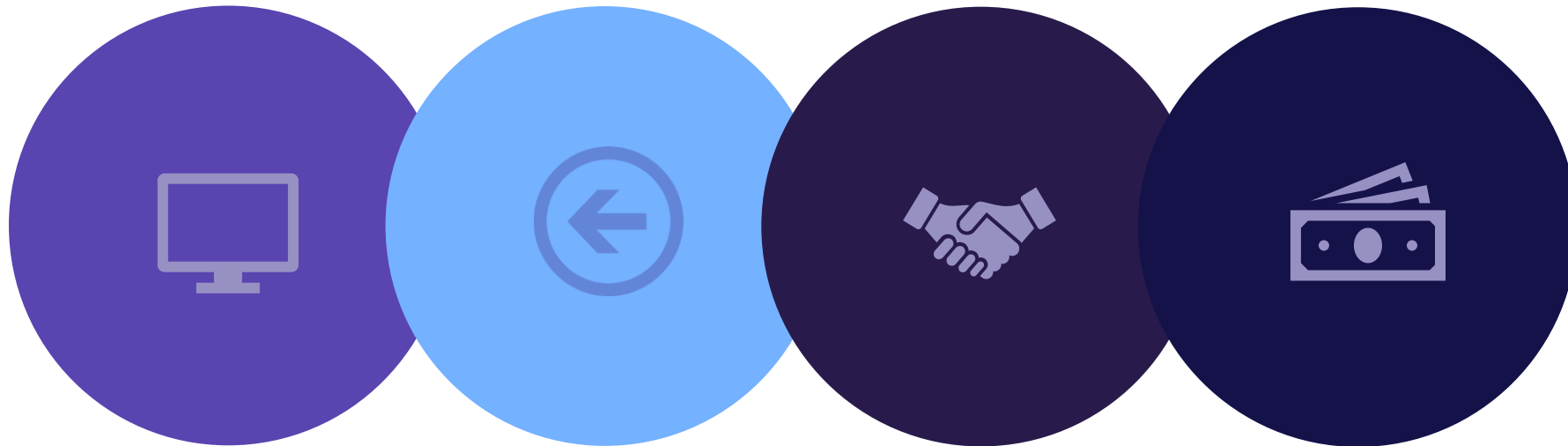


HOW DOES YOUR CAMPAIGN MOVE PROSPECTS THROUGH THE BUYERS JORNEY?





BUILDING CAMPAIGNS



SILOS

Go Beyond
Demand Gen

NEXT PHASE

What Happens
After the Lead
Engages?

HAND-OFF

What's
Marketing's Role
After the Hand-
off?

REVENUE

How Do I Measure
Success?

PROSPECTS BENEFITS

1

EDUCATION

The prospect can self educate at their own pace.

3

JUSTIFICATION

The prospect could be waiting for budget or business case to arise.



EVANGELIST

The prospect could become your champion within the organization.

2

COMPARISON

The prospect can be evaluating other products.

4

BUSINESS BENEFITS

1

QUALIFICATION

The prospect is better qualified.

3

INFORMATION

Gather more data on the prospect to personalize buyer's journey



SALES SUPPORT

Better build the brand relationship.

2

ANALYTICS

Improved ROI reporting and better gap analysis

4

CONNECTED CAMPAIGN EXAMPLE

DEMAND GENERATION

Content Syndication Campaign

DEMAND GENERATION



EDUCATION



INTEREST



CONSIDERATION

EDUCATION

Nurture Campaign

CONSIDERATION

ABM Campaign

INTEREST

Freemium / Trial Offer Campaign

CONNECTING CAMPAIGNS MARKETO

USING ENGAGEMENT PROGRAMS

Connect Campaigns in Marketo via Engagement Programs for improved metrics and buyers journey tracking

- DRIVE CONVERSIONS**
Track how many prospects went from phase 1 to phase 2, not just how many prospects downloaded the asset.
- IDENTIFY GAPS**
Where are prospects getting stuck in the journey.
- QUALIFIED LEADS**
Leads are better qualified because the qualification is based on where they are in the buyers journey not just "lead score".
- IMPROVED REPORTING**
Improved ROI tracking because your campaigns are aligned to revenue not just demand gen.



PROGRAM CONFIGURATION IN MARKETO

The screenshot displays the Marketo interface for configuring a program. The top navigation bar includes "Video eFx - 5000 - Buyer Journey", "Streams", "Setup", "My Tokens", and "Members". Below this, there are options for "New", "Program Actions", and "Add Stream". The main content area is titled "View: Content" and shows three stages of a buyer journey: Awareness, Interest, and Action. Each stage has a "Content" tab and a "Transition Rules" tab. The Awareness stage is scheduled for "Every Tue | 10:04 AM PDT" and contains four content items from the "Awareness Content Library". The Interest stage is scheduled for "Every Tue | 10:03 AM PDT" and contains three content items from the "Interest Content Library". The Action stage has a "Set Stream Cadence" link and contains two content items from the "Action Content Library". On the left sidebar, under "Marketing Activities", the "Video eFx - 5000 - Buyer Journey" is highlighted. Below it, there are several scoring and exit rules. Red arrows point from the content libraries in the sidebar to the corresponding content items in the program configuration.

Marketing Activities...

Marketing Activities

- *Global Buyer Journeys - Single Product Nurturing (GS)
 - **Awareness Content Library
 - **Interest Content Library
 - *Action Content Library
 - *Decision Content Library
 - Video eFx - 5000 - Buyer Journey**
 - (N) Scoring - Action
 - (N) Scoring - Awareness
 - (N) Scoring - Decision
 - (N) Scoring - Interest
 - Exit - Qualified from Nurture
 - Exit - Unqualified & Exhausted
 - Re-Entry

Video eFx - 5000 - Buyer Journey | Streams | Setup | My Tokens | Members

New | Program Actions | Add Stream

View: Content

Awareness | Interest | Action

Every Tue | 10:04 AM PDT | Every Tue | 10:03 AM PDT | [Set Stream Cadence](#)

Content | Transition Rules | Content | Transition Rules | Content | Transition Rules

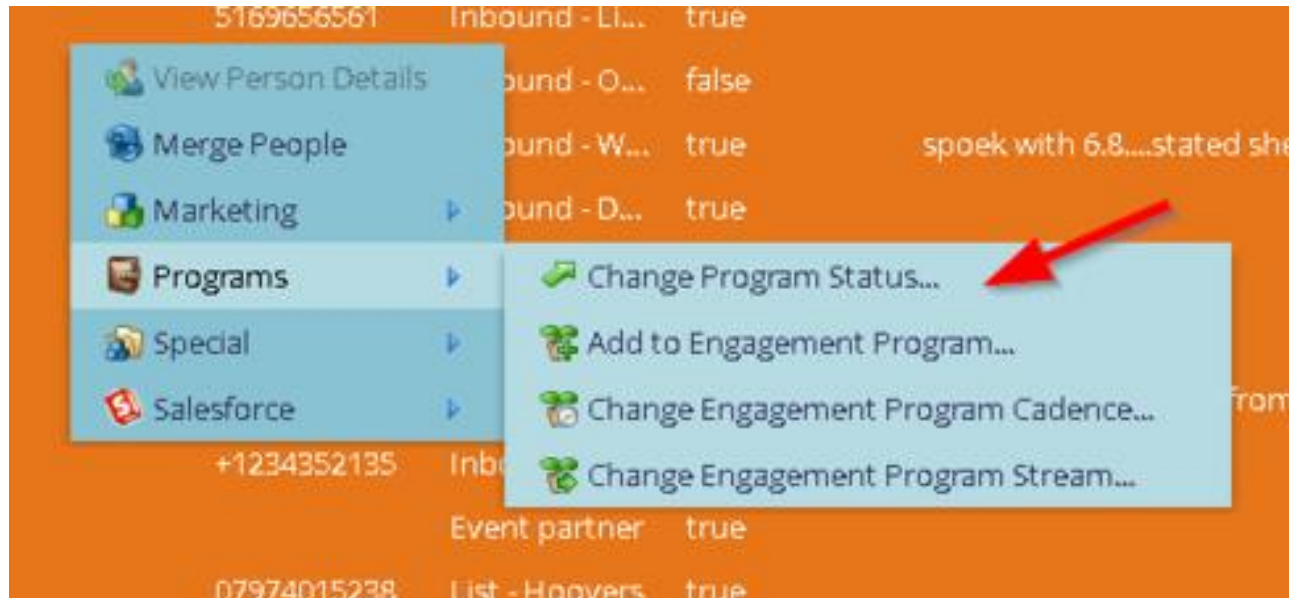
**Awareness Content Library.1. B... | **Interest Content Library.1. Spe... | *Action Content Library.1. He

**Awareness Content Library.2. I... | **Interest Content Library.2. Leve... | *Action Content Library.2. Un

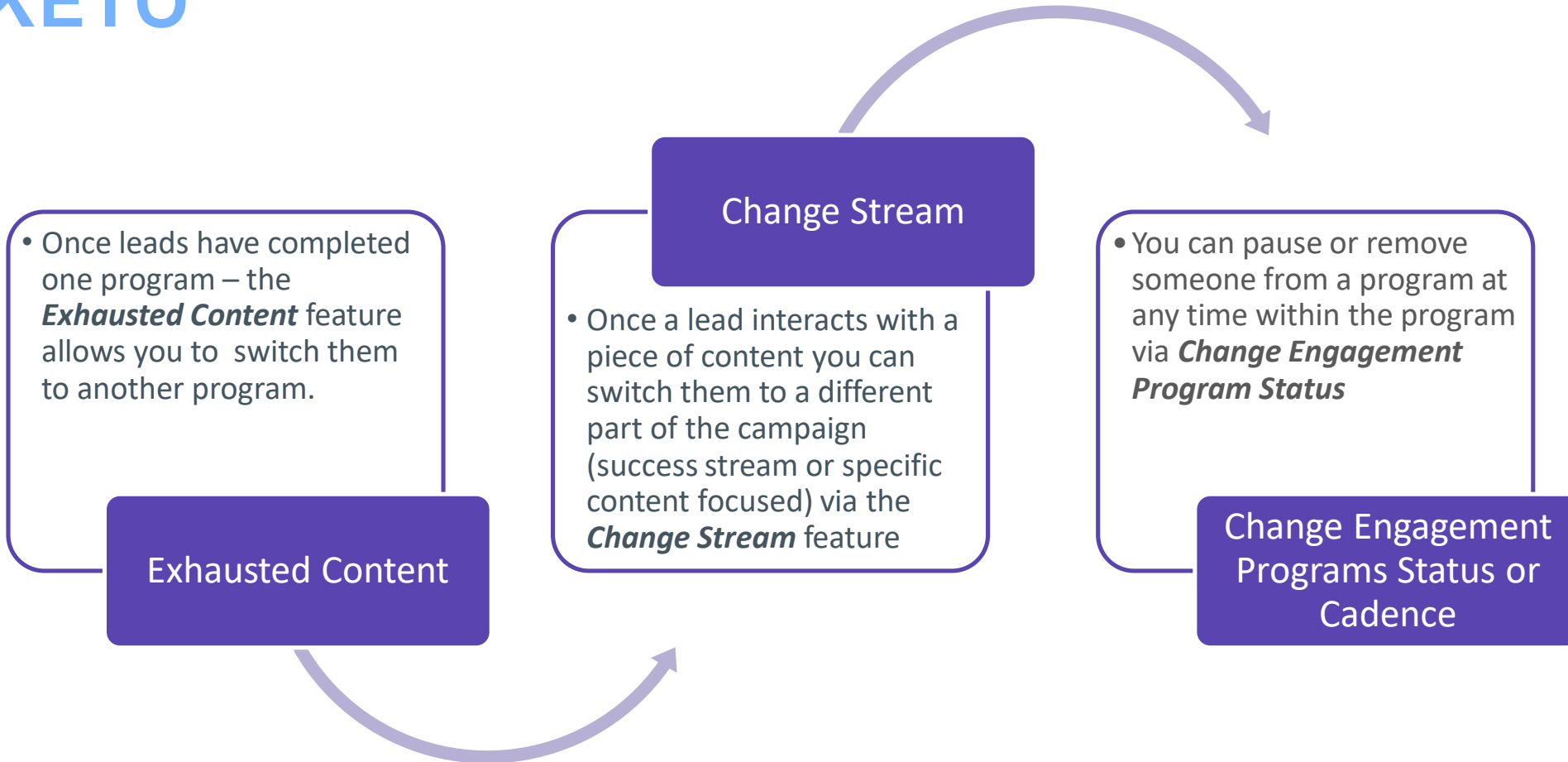
**Awareness Content Library.3. I... | **Interest Content Library.3. Con... |

**Awareness Content Library.4. S... |

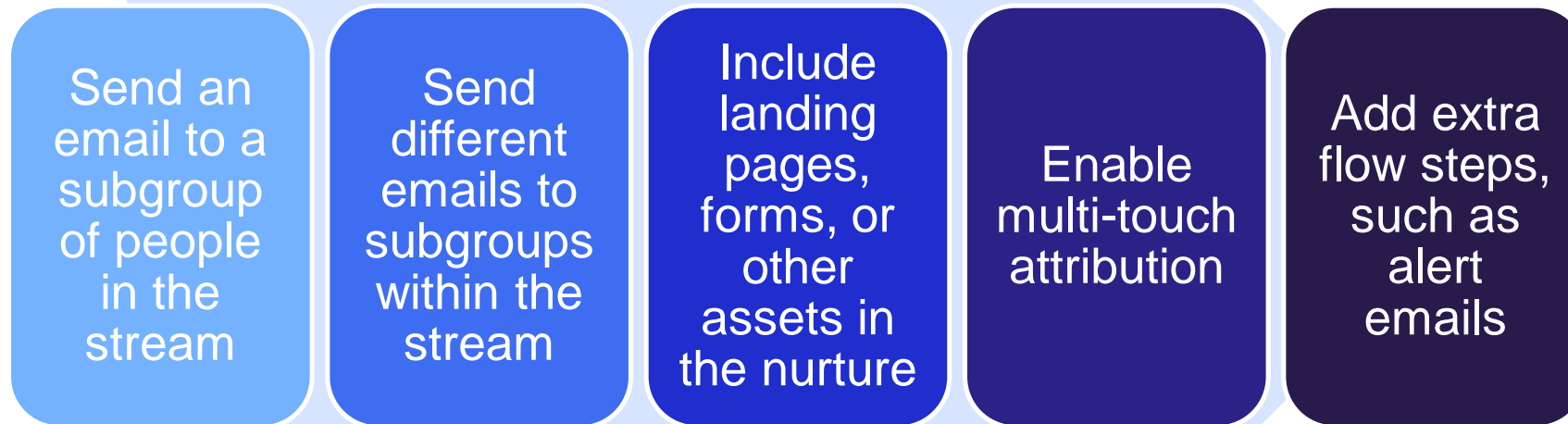
MOVING PROSPECTS FROM ONE CAMPAIGN TO ANOTHER

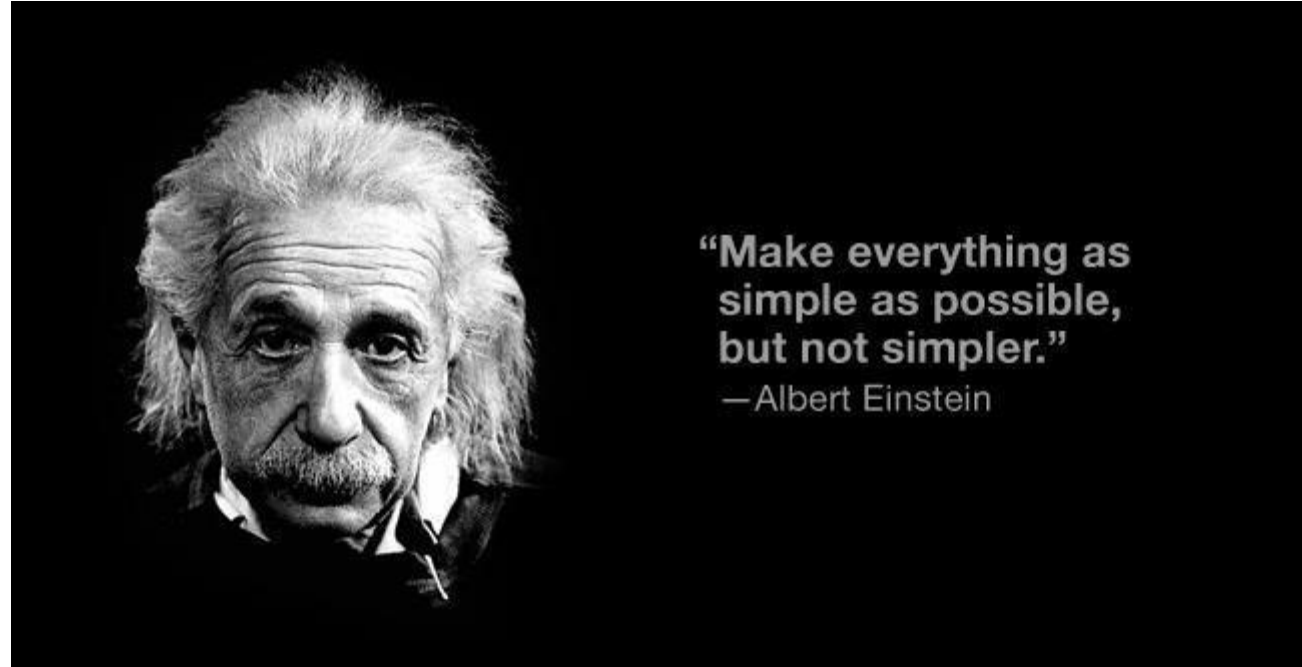


MOVING PROSPECTS THROUGH THE JOURNEY IN MARKETO



NEST CAMPAIGNS WITHIN AN ENGAGEMENT PROGRAM





**“Make everything as
simple as possible,
but not simpler.”**

— Albert Einstein



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KEY TAKEAWAYS



THINK ABOUT NEXT STEPS

When creating campaigns think about how the prospect can move to the next stage in the buyer's journey



THINK ABOUT SALES

Consider what information sales would want before receiving a qualified lead



THINK ABOUT POST MQL

Consider campaigns to keep the prospect engaged even after the sales hand-off



THINK ABOUT REVENUE

Connecting campaigns allows you to identify gaps in your buyer's journey and improve ROI reporting

Thank You



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