

## Lead Automation: The Key to Maximizing Sales and Your Marketing Spend



Presented by:

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### About Loren McDonald



- Loren McDonald
  - VP Industry Relations, Silverpop (Vtrenz)
  - 24 years experience in marketing and consulting
  - Former CMO/VP Marketing for 3 SaaS companies
    - NetStruxr, EmailLabs, Lyris, Inc.
  - Columnist
    - MediaPost Email Insider
    - ClickZ E-Mail Delivery (former)
  - Written more than 150 articles on email/digital marketing
  - 40+ Speaking Opportunities
  - 7 Awards for Best B2B newsletter



## Vtrenz, a Silverpop Solution

- Marketing/Lead Automation SaaS provider
- Founded in 1999
- Part of Silverpop, top provider of permission based marketing solutions
- 250+ employees with offices in Atlanta, Fargo, Irvine and London
- Top tier ranking by leading Analyst firm - SiriusDecisions
- Integration with leading CRM solutions
  - Salesforce.com
  - Microsoft Dynamics
  - Batch API



## Sound Familiar.....?



**CEO Asks:** "How did the XYZ lead generation campaign go?"

### VP Marketing Responds:

*Great! We generated more than 200 leads at lower than our average cost per lead.*

*And two sales people told me they had some really good prospects."*

### VP Sales Responds:

*"Ugh. What a total waste of time. The leads are all a bunch of downloaders. My team is wasting their time following up on hundreds of leads that aren't ready to buy."*



## The Marketing and Sales Divide



### Marketing

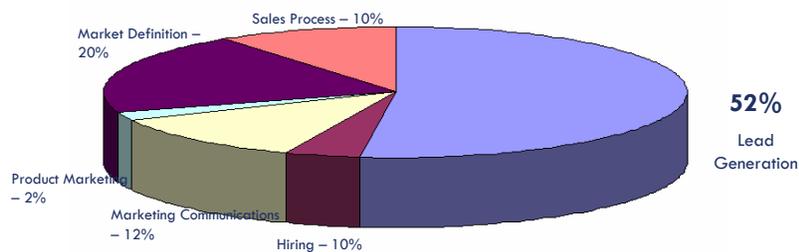
- “They don’t follow up on any leads we give them”
- “A lead to them is a sale”
- “They ‘cherry-pick’ and act like they know what the leads want before calling them”
- “They don’t even look at half of the leads we give them”

### Sales

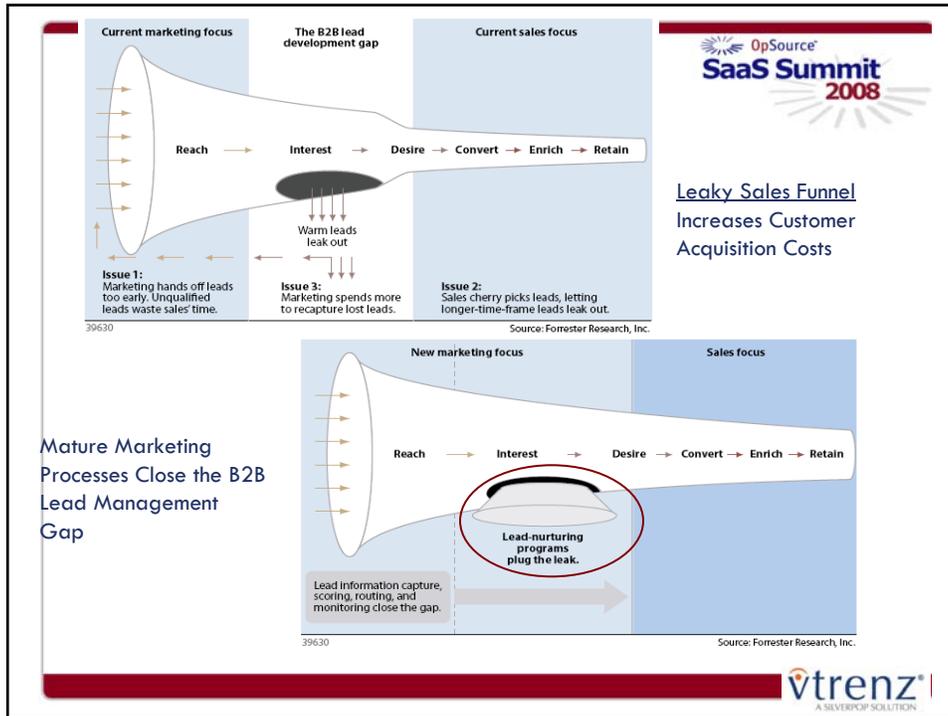
- “We have no visibility into what they are doing”
- “We need more support from them”
- “The leads they pass to us are worthless”
- “They don’t understand who our target market is”

## Leads – Your Marketing Team’s Biggest Challenge

- 52% of marketing organizations say lead generation is their #1 marketing challenge



Source: Sirius Decisions



## Marketing and Sales Disconnect

OpSource SaaS Summit 2008

- The result is:
  - Marketing is throwing money away
  - Sales people are closing fewer deals
  - Your competition is getting sales that should be yours
  - Your revenue is below where it could ...and should be.

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## So...Marketing's Role Has to Change



- Need to be “lead developers” not just “lead generators”

- Generate
- Capture
- Qualify/Score
- Distribute
- Nurture
- Report



- Need to work cooperatively with sales to manage the lead-to-sales process



## Keys to Maximizing the Sales Lead Process



1. Common definition of a “lead”
2. Scoring leads – assigning priorities
3. Timely lead routing and follow up by sales
4. Automating the lead nurturing process
5. Measuring marketing effectiveness



# 1. What is a Lead?

Suspect, Prospect or Lead?



- White Paper Download
- Tradeshow Attendee
- Webinar Attendee
- Web Site Inquiry
- Etc.



- Has **B**udget allotted
- Has **A**uthority to purchase
- Has a **N**eed that we solve
- Has defined purchase **T**imeframe

Agreed upon  
Lead Qualification  
Definition

# 1. Lead Disposition

- 82.5% are ready to buy or will buy
- 70% are long-term opportunities – **Marketing Territory**



An estimated 70-90% of leads generated by marketing are never followed-up with by sales

Source: MarketingSherpa

## 1. Financial Impact of Closing “Latent Leads”



- \$20,000/month on Google AdWords
- \$2 per click = 10,000 click throughs
- 2% conversion = 200 “leads”
- Cost per prospect = \$100
- Ready to buy = 25
- 20% Close rate = 5 closed sales
- Annual recurring revenue @ \$2500/mo = **\$150,000**
- Cost to close per sale = **\$4,000**
- Latent leads = 140
- Closing 10% within 12-18 months = 14 sales
- Annual recurring revenue @ \$2500/mo = **\$570,000**
- Total cost to close per sale now = **\$1053**

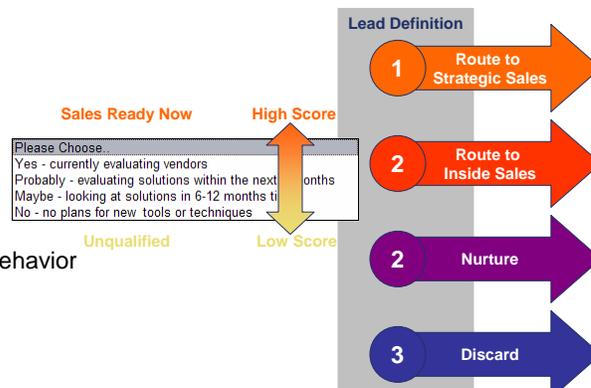
Latent leads are a goldmine for future revenue



## 2. Score Leads Based on Sales Readiness



- Clearly defining “sales ready” results in less lead waste
- Ensure both sales and marketing agree on definition to align goals
- Requirement: Lead Scoring based on:
  - Budget
  - Authority
  - Needs
  - Timeframe
  - Size
  - Profile
  - Email/Web Behavior



## 2. Lead Scoring: Explicit & Implicit



### Explicit Scoring

- BANT: Budget, Authority, Need, and Timeline
- Demographic: e.g. state, company size, revenue size, etc.

### Implicit Scoring

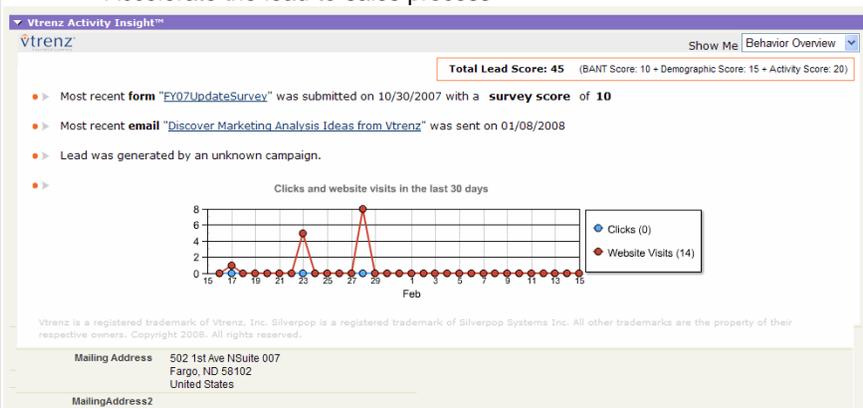
- Recency: Measures how recent a prospect interacted with your company
- Frequency: Measures how many times a prospect interacted with your company
- Behavior: Apply point values towards specific interactions (i.e., visiting a certain page on your Web site or downloading a specific white paper)



## 2. Activity insight enables sales to...



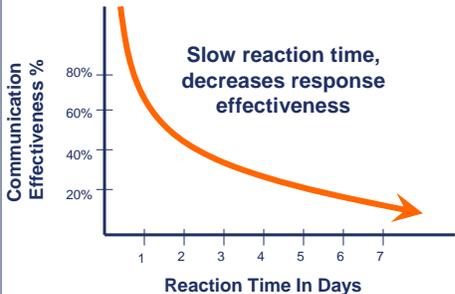
- Better understand a person's specific interests
- Act on relevant and timely information
- Accelerate the lead-to-sales process



### 3. Routing: Ensure Follow-up Within 48 Hours



- Over 7x improvement in sales if leads are responded to within 48 hours
- 1 out of 3 marketers think less than 20% of leads are called within 48 hours\*
- The likelihood of reaching a prospect on a follow-on call goes down by 90% within one week from the initial inquiry
- Automate lead routing decreases follow-up times



- Florida Lead → East Sales Rep
- Nebraska Lead → Central Sales Rep
- California Lead → West Sales Rep

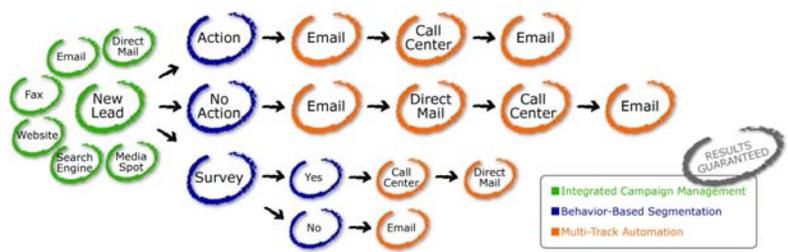
\*Vtrenz Marketing Research Survey 2005



### 4. Utilize Rules-Based Marketing to Eliminate "One and Done" Marketing



- Understand your sales cycle and map your communications to your sales cycle
- Leverage a rules-based marketing engine to set-up and deliver multi-track, multi-touch, multi-channel communications



Well-executed multi-channel marketing campaigns generate a sales lift ranging from 7-34%.

Source: Internet Advertising Bureau



## Example: "Drinking Our Own Champagne"



### Vtrenz Lead Nurturing Program

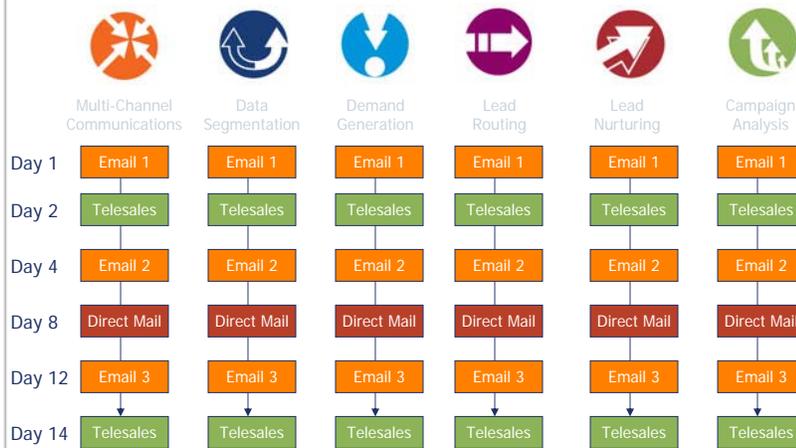
What is your biggest marketing challenge?

Please Choose .

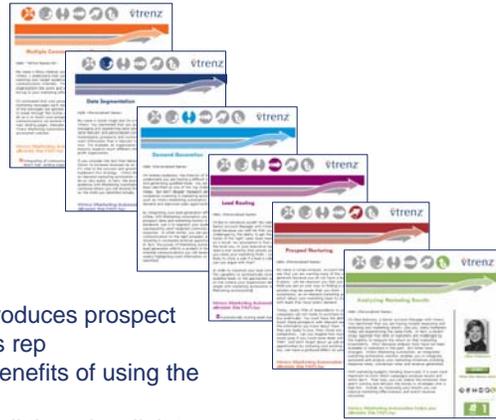
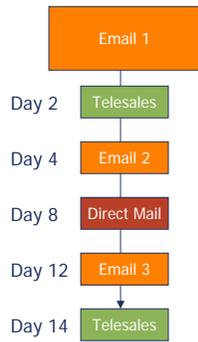
- Please Choose .
- Reaching your target audience through multiple communication channels
- Managing and segmenting data in order to send relevant, personalized communications
- Creating demand and generating qualified leads
- Passing sales-ready leads to the appropriate sales team member for timely follow-up
- Nurturing leads that are not sales-ready to prevent lead waste
- Measuring and analyzing marketing initiatives



## Campaign Cycle

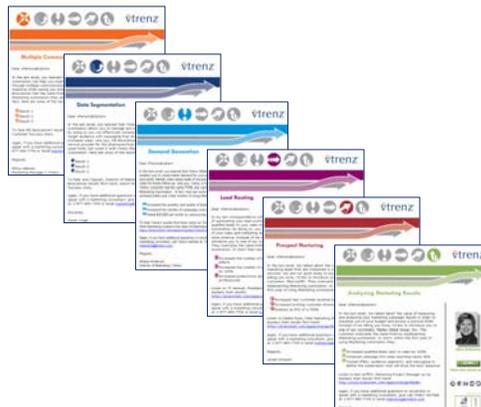


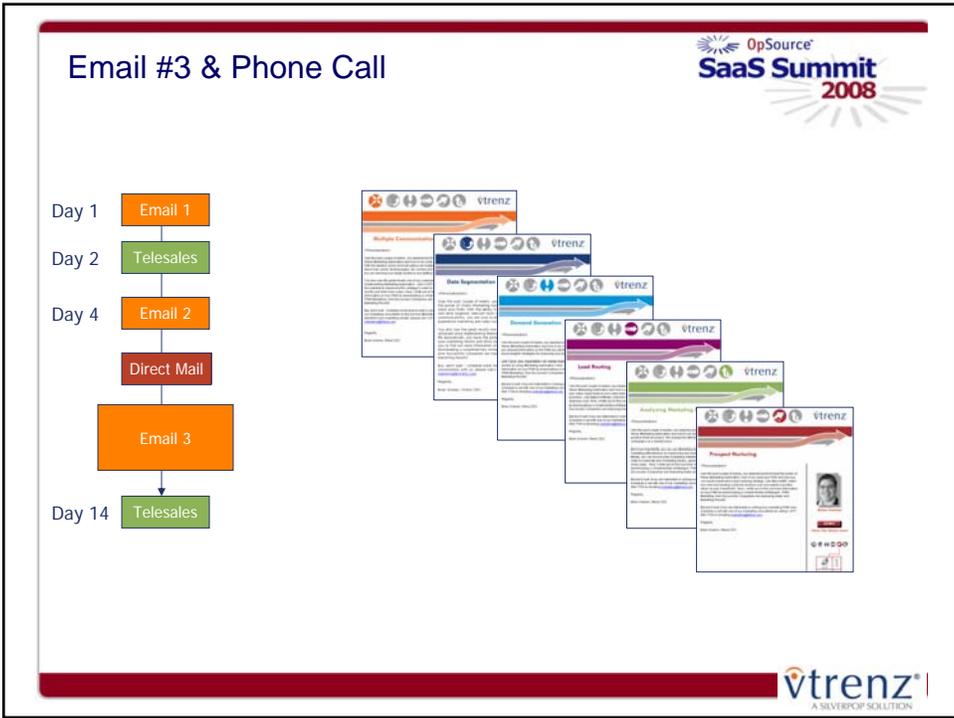
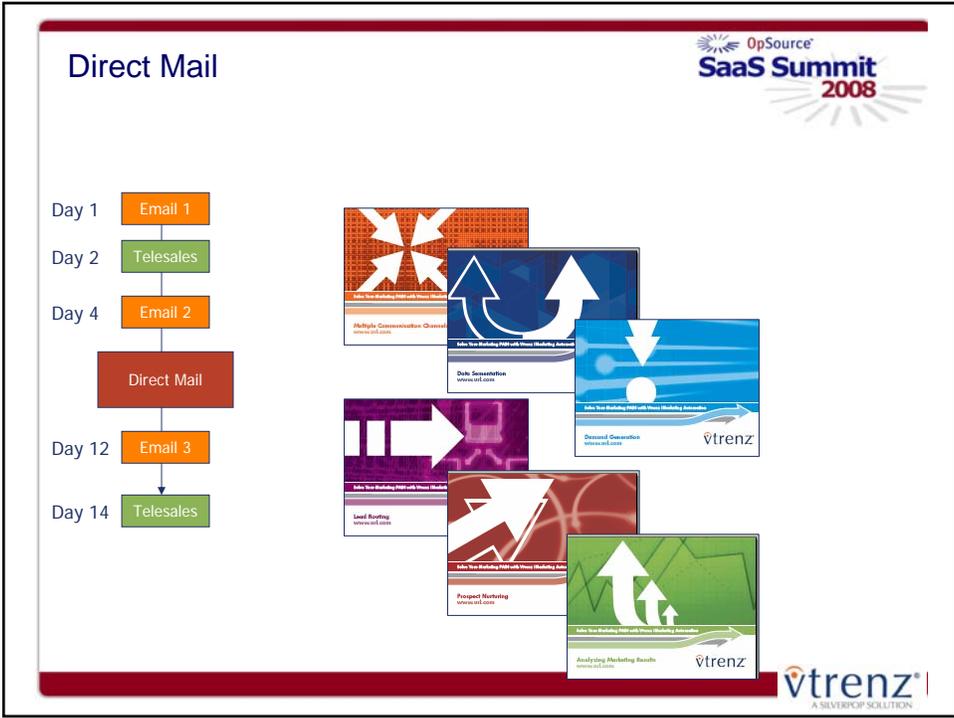
## Email #1

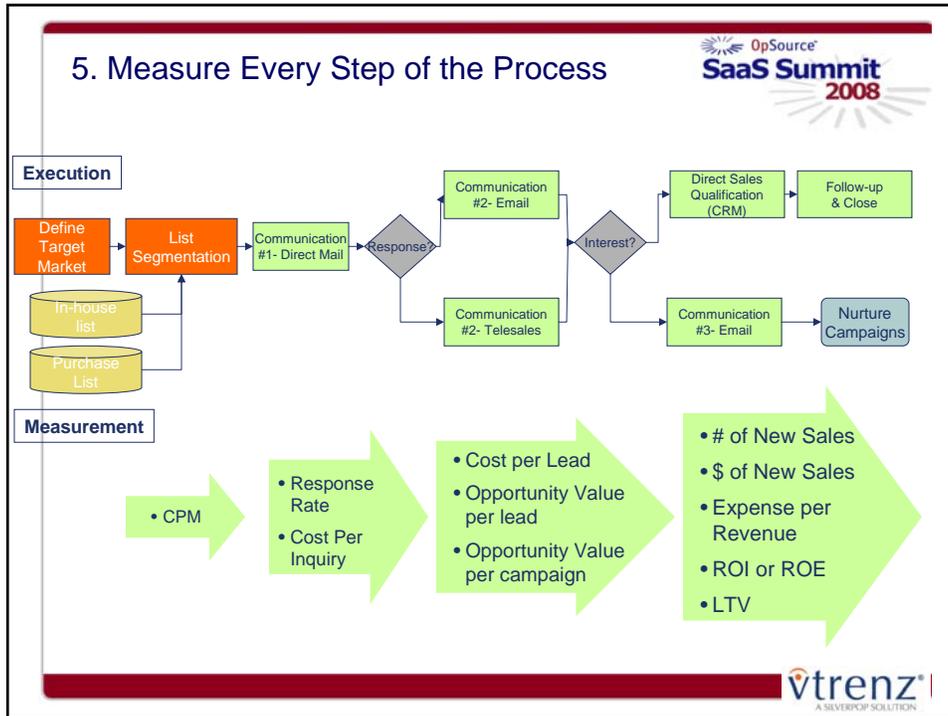


- First email introduces prospect to specific sales rep
- Outlines the benefits of using the Vtrenz solution.
- Within the email there is a link to a presentation that provides additional details about Vtrenz.

## Phone Call & Email #2







- ## In Summary, Sales Lead Process Done Well...
- OpSource  
**SaaS Summit 2008**
- Delivers better quality leads to Sales
  - Enables your company to respond more quickly to leads
  - Converts more long-term leads into sales
  - Increases the ROI of your marketing spend
  - Increases the productivity of both Marketing and Sales
  - And helps deliver increased revenue!
- vtrenz<sup>®</sup>  
A SILVERPOP SOLUTION

## How Vtrenz Helps



- Easy to use application for marketers to create and manage:
  - Email marketing
  - Direct mail
  - Landing pages & registration forms
  - Tracking Web site activity
  - Lead scoring and qualification
  - Lead nurturing
  - Rules based campaign builder based on profile and behavior
  - Campaign Analysis and ROI Insight



Platform Choices and Web Services for On-Demand Success

## Questions

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