Prescription for Healthy Marketing ROI

Make the most of your ReachForce data with this prescription for best practices.

CASE: **B2B Marketer faced with targeting a non-executive role**

SYMPTOMS: No database of contacts. Little insight into target pain points, decision making unit and process.
Possible side effects and risks include:
✓ Lack of Marketing and Sales pipeline predictability
✓ Poor Marketing campaign results
✓ Longer Sales cycle.

PRESCRIPTION: **Use these best practices and take a more deliberate approach to targeting the non-executive roles.**

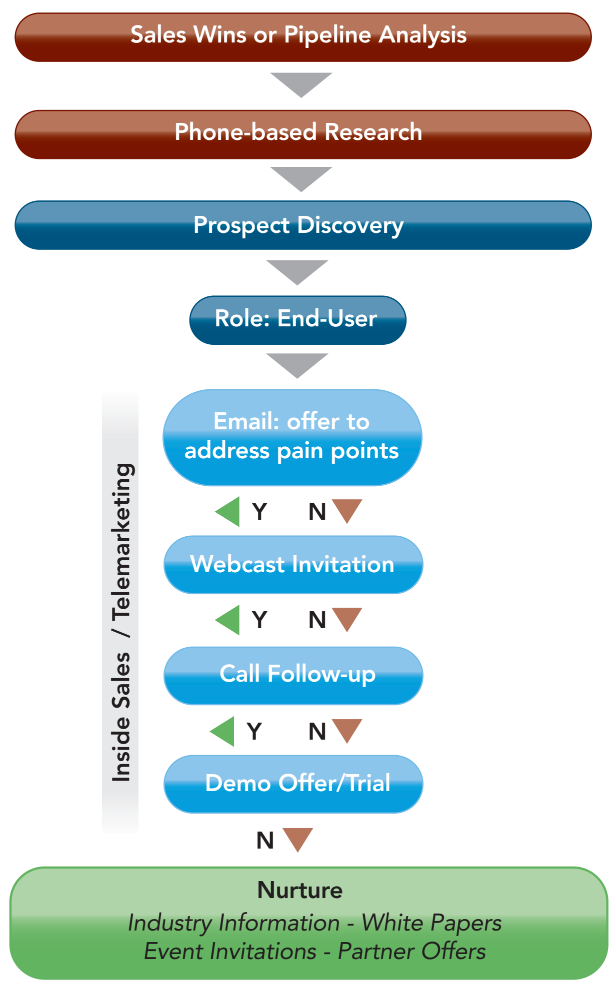
Step 1. Sales Wins or Pipeline Analysis
- Identify your top performing markets and build a profile of the companies in these markets using ReachForce Insight

Step 2. Profile Research
- Conduct phone-based research on a sample of 5 to 10 top customers to identify end-user roles
- Phone survey sample of list of prospects that match those roles to understand product perception, unique concerns, decision drivers, and pain points for the end-user audience

Step 3. Prospect Discovery
- Match top customer list and role description to ReachForce database to build initial prospect list
- Identify gaps to complete custom role-based database of Decision Making Unit contacts
- Phone survey list to augment and validate accuracy

Step 4. Marketing Campaign Execution
- Execute multi-modal Marketing Campaign to contacts focusing on key end-user issues while leveraging testimonials from existing relationships
  - Send email offering piece that addresses solution specific pain points
  - Send webinar or webcast invitation
  - Follow up with call
  - Send email offering a demo or trial
  - Close the loop with sales follow up calls
- Harvest responders, further qualify
- Funnel sales ready leads to Sales

Step 5. Lead Nurturing
- Support Sales cycle by periodically emailing educational documents and offers
  - Email analyst reports
  - Email relative customer case studies
  - Invite to subsequent Webcasts



As with every prescription there are side effects to watch out for. If you experience a communication breakdown between sales and marketing, STOP and get help. For best results engage with sales before launching the new program and ensure they are on board to provide guidance and feedback throughout the process.

Before starting to explore your new world of buyers remember your dollars and sense. To execute a healthy ROI generating program it's important to map out each step of the building process taking into consideration your budget, timing and appropriate follow up activity.

On the back of this page you'll find a template to help you build out own your lead generation programs.

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Make the most of your ReachForce data with this prescription for best practices.

Program Objective: ______________________

Program Budget: ______________________

Program Details: ______________________

WHO is the target audience for this program?

____

WHAT message and offer are you trying to get to these potential buyers?

____

HOW are you going to get this message and offer to targeted prospects? (i.e. email, direct mail, online event offers, etc.)

____

WHEN is the program going out?

____

Step 1. Sales Wins or Pipeline Analysis

☐ Use ReachForce Insight or do a customer wins analysis to produce a profile of top customers in best performing markets

Step 2. Profile Research

☐ Conduct phone-based research on a sample of 5 to 10 top customers to identify end-user roles

☐ Phone survey sample of list of prospects that match those roles to understand product perception, unique concerns, decision drivers, and pain points for the end-user audience

Step 3. Prospect Discovery

☐ Map profile to existing database or to ReachForce role based database for target companies and contacts

Step 4. Marketing Campaign Execution

☐ Execute multi-modal Marketing Campaign to contacts focusing on key end-user issues while leveraging testimonials from existing relationships

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- ☐
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☐ Harvest responders, further qualify

☐ Funnel sales ready leads to Sales

Step 5. Lead Nurturing

☐ Support Sales cycle by periodically emailing educational documents and offers

- ☐
- ☐
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