

The Role of Role



role \rol\ n: a function or part performed
ti.tle \tlt'le\ n: an appellation of rank

Webster's tells us that, by focusing on titles, marketers have been targeting the wrong people: whereas function is the best indicator of response, title is not the best indicator of function. Sadly, marketers are forced to make do with inadequate targeting options because, even in the face of continual marketing innovations, list resource technology has remained stagnant.

The Problem: Current List Technology

The average B2B marketing response rate is 3.25% across all media¹, and it's getting lower every year.

It's easy to see why title-based lists perform so poorly. Consider a Fortune 500 company with **90,000** employees. All told, this company has **500** IT staff. Of those 500, **150** have a title of Manager, Director, and higher. Only **a handful** of those 150 is in the right role to buy your product.

But what's a marketer to do? Using current list technology, you can only get as specific as target title. So you have to market to all 150 people with 'hot titles', jamming the inboxes of the majority with an unwanted, off-topic solicitation. It's simply not a cost-effective model.

"If you're focusing your marketing and follow-up on reaching VPs and C-level execs, you may be targeting the wrong demographic entirely."

—Marketing Sherpa, May 4, 2006

The Solution: ReachForce

ReachForce customers are experiencing increased marketing results and accelerated sales cycles thanks to an innovative approach to generating cost-effective role-based contact databases. Designed to quickly supply marketing and sales teams with high quality prospect contact information, ReachForce solutions enable businesses to focus their efforts only on the right decision makers for their products or services, right away.

ReachForce Discover is a high-quality contact discovery solution that dramatically improves marketing results and sales conversions by identifying prospects by their role or function in the organization vs. their title. The blending of traditional factors with the power of role-based selection allows marketers to target the right decision maker first.

ReachForce Survey allows marketers to better understand targets by asking multiple questions that will enable marketers to better target messaging. Survey enables companies to gather primary market data directly from prospects and customers via voice and online services.

When the average worker receives upwards of 75 contacts—phone, email and mail—per day, marketers need a way to cut through the clutter and generate responsive, revenue generating results. ReachForce's role-based contact database approach is the answer.

"ReachForce Data Services are helping us take our demand generation to the next level. By discovering the decision makers up front that typically purchase our solutions we are able to improve segmentation and targeting and lower the time to conversion when creating demand. We look forward to seeing our opportunity pipeline continue grow."

—Doug Sechrist, Director of WW Demand Generation and Marketing Operations, ZANTAZ



www.reachforce.com • sales@reachforce.com • 512-327-9000 x7117

¹ The DMA 2005 Response Rate Report