

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. Event leads, lists of titles of random people you may or may not have had a conversation with. You could have anyone on this list, the guy who wanted your give away so he had something to take home to his kids, right under the key influencer sent to the event to explore products like yours.

According to Sirius Decisions only 10% of event leads are followed-up by Sales.

It's easy to see why events are typically categorized as branding vehicles instead of lead generation opportunities.

Consider an Event Marketer returning from a tradeshow with 500 leads.

Sales follows-up on only 10% of the 500, 50 people.

That leaves 450 contacts left on the cutting room floor.

That's 450 possible missed opportunities.

You may have met the right company at the event but didn't meet anyone from the decision making unit for your product or service. All hope is not lost here.

"The marketing department is now responsible for bringing in 60% of new business leads."

—Marketing Sherpa

Sales knows your list of "leads" includes those who just wanted the t-shirt, the warm leads and then those you have no idea how you ended up with their name. They pick and choose the companies and titles that look right and trash the rest because they too can't determine why they have these names and don't want to waste their time trying to find out.

When looking at the list of "leads" how do you know you have the right buying contacts for your product or service? Or that the person you scanned is even involved in a buying process for your solution?

There is a better way to get more out of your event spend. ReachForce Capture.

Once you return from an event with an attendee list or booth scans, STOP!

Do not pass this entire list directly to sales.

Separate out the 'HOT' leads (real conversations you had at the event that are ready for sales follow-up) and pass only these on to sales for immediate follow up.

With the remainder of the leads, use a contact discovery solution like ReachForce Capture to turn your trade show scans/event attendees, not ready for sales follow up, into actionable leads. Use this list as a starting point to identify the right person or decision making unit by their ROLE within the visiting organization, not just their title.

Targeting prospects based on their role in an organization enables lead generation teams to laser target follow-up messages to the right buyers in the right companies, therefore increasing marketing results and sales conversions, ultimately driving revenue.

"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 to grow."

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