DEMANDGEN

SOLUTION BRIEF:

# Key Steps in Successful Lead Management

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Elements of Manufacturing Demand

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## INTRODUCTION

Traditionally, the mind of the marketer has been on demand generation: filling the funnel for the sales force. Today, while that's still a key first step toward customer acquisition, Marketing's role now extends far beyond the top of the funnel: to establishing the "sales and marketing factory."

Today's savvy marketers are taking automation principles from the industrial age and adapting them to the information age. By leveraging marketing automation systems, customer relationship management, analytics, and most importantly, by applying factory thinking, we are now seeing progressive companies **Manufacturing Demand™**—and thus revenue.

Think of your sales and marketing function as one integrated factory, where raw demand that's generated at the top of the funnel from inbound and outbound marketing moves along an efficient production line through defined stages where different functions are performed to maximize conversions.

This new "factory thinking" isn't meant to imply that there's no art or creativity to marketing anymore! In fact, just the opposite. Looking at demand generation in this way, and using the power of automation to its fullest, actually frees the marketing team to be more creative, strategic, and innovative.

The key "work stations" or steps in building your sales and marketing factory are:

1. Aligning sales and marketing
2. Leveraging the demand funnel
3. Segmenting data and developing personas
4. Designing content strategy
5. Creating sales efficiency through lead scoring
6. Increasing conversions through lead nurturing
7. Measuring marketing's impact on revenue

The long-term success of your demand generation engine ultimately depends on your team's ability to adopt this new sales and marketing model, and your organization's ability to fully leverage the capabilities of your systems. This guide will give you insight into the transformation taking place in sales and marketing and how DemandGen's approach to Manufacturing Demand will help you drive more revenue.

## STEP 1: MARKETING AND SALES ALIGNMENT

Demand generation is an integrated function that is handled by two different corporate departments that use different tools. Sales uses Customer Relationship Management (CRM), and Marketing uses Marketing Automation (MA). The combination of the CRM and MA systems form the demand generation engine. And the alignment of the two departments forms the channel through which success can flow.

Marketing and Sales alignment comes about as joint processes and system integrations are developed together. It's both a cause and an effect:

- Initial alignment is necessary in order to work through the process of developing the demand generation system, and...
- Deeper alignment results from the process of the two teams working closely together and gaining better understanding.

It's important to recognize that simply integrating marketing automation with your CRM doesn't automatically make Sales more effective. Getting Sales the right leads is important, but just as important is getting Sales to pick up right when and where Marketing hands off. And that requires good alignment between the two teams.

For example, almost every marketer has heard negative feedback from Sales about the quality of leads handed to them—but so often, this conflict isn't about quality at all! Rather, it stems from the lack of an agreed-upon definition of the word "lead." Sales typically considers a "lead" as someone who's ready to talk to them, but Marketing is often guilty of using the term "lead" for someone who simply responded to a campaign. Creating alignment needs to include expanding and clarifying the language between Sales and Marketing. Doing so will not only reduce friction, but also enable you to create a systematic process for categorizing prospects: the Demand Funnel.

Integrated marketing automation/CRM systems today are able to do far more than just pass leads, so a good first step is to give Sales some insight into the rich digital body language of leads and customers that we now can access. A salesperson in a retail store can observe a shopper checking price tags, choosing one dress over another to try on, or holding two shirts up to compare their features. All those things have analogous behaviors in the online world; being able to identify and interpret those behaviors benefits both Sales and Marketing.

Moreover, once the marketer understands the sales rep's prospect profile, and the sales rep understands what the marketer can provide from a systems perspective, the two departments can communicate in an entirely different—and more effective—way.

To build Marketing and Sales alignment, you should work together as one team on these steps (which are described in more detail on the following pages):

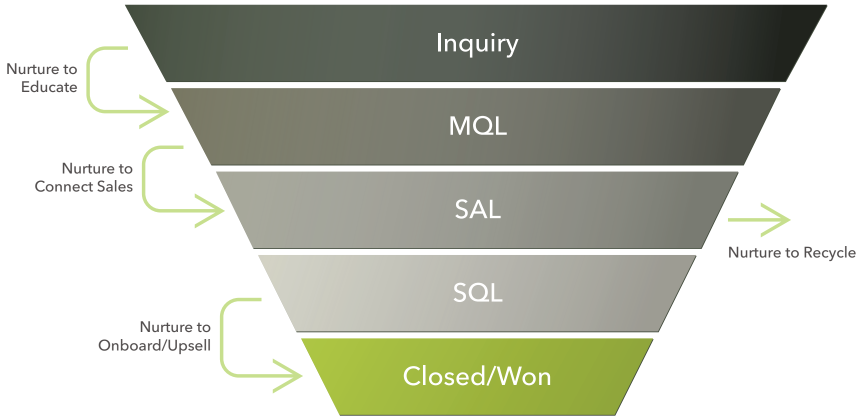
1. Define your end-to-end process from click to close
2. Implement that process within your MA and CRM systems
3. Enhance the process through establishing a Demand Funnel, lead scoring, and nurturing programs
4. Develop buyer personas for your products and services
5. Create a content strategy that defines messaging, purpose, structure, workflow, and governance for nurture content across the organization
6. Agree on attributes and weighting for a lead scoring model so that Sales and Marketing share the same understanding and contribute equally to its creation
7. Collaborate on structuring a lead nurturing program to effectively move prospects through the funnel, increasing wallet share as well as customer loyalty and retention
8. Establish Key Performance Indicators (KPIs) that provide insight to the

## STEP 2: ESTABLISHING YOUR DEMAND FUNNEL

The Demand Funnel is both a language and a process model for how leads move from inquiry to customer. Defining its stages gives you the foundation for segmentation, scoring, routing, nurturing, and reporting.

Defining your Demand Funnel is an important early step in your marketing automation journey. This process is not just creating the stages and then stating "we have a funnel." It's about going through a detailed exercise to clearly assign meaning, ownership, and process to each stage, and fully adopting your Demand Funnel as a foundation for generating demand and following through on it.

This example of a common Demand Funnel shows five stages, and also highlights where nurturing is needed to help move prospects to a new stage. In conjunction with defining your funnel stages, Sales and Marketing must agree on Service Level Agreements (SLAs) for proper handling of prospects at each stage and between stages.




**Above the funnel:** Above the funnel is the total available market for your products and services. This group is the target pool for marketing and telemarketing prospecting. Sometimes called "suspects," the members of this group are potential targets who have not yet "raised their hands" by responding to any marketing campaign.

**Inquiry:** An inquiry is an individual who has responded to a marketing campaign, but who does not yet meet a minimum established level of profile information to be passed to Sales. Prospects enter this stage through taking some kind of action, such as visiting the website, coming by a tradeshow booth, or responding to some kind of promotion.

**MQL:** A Marketing Qualified Lead is an Inquiry that now meets minimum fit criteria (qualification and interest level) to require engagement by Sales. Typically this criteria is obtained through some type of lead scoring. It is possible for certain funnel entries to move directly to MQL stage if the information provided on the first form submission generates a high enough lead score.

**SAL:** A Sales Accepted Lead is an MQL that is now being vetted by Sales for further qualification, with the goal of determining if an opportunity exists. Sales will attempt to contact the SAL and either recycle to marketing, disqualify the lead, or convert to SQL if an opportunity has been identified.

**SQL:** When an SAL is converted to an Sales Qualified Lead, it means that Sales has identified that a viable opportunity exists. Sales commits it to pipeline by setting the appropriate opportunity stage, time frame, and expected revenue from the initial project.

**Closed/Won:** Even after the business is won, that's not the end of the story. Closed/Won leads are your go-to pool for a number of kinds of nurture projects. The goal here is to keep your company top-of-mind throughout the customer lifecycle and increase wallet share.

For example:

- Start with a welcome nurture for net-new customers, followed by onboarding and training nurtures when your solution is complex, or anytime that customers can use help to benefit from it.
- Upsell and cross-sell campaigns are obvious nurtures to plan.
- Continuing nurtures for loyalty and retention often include ongoing trainings, invitations to events and webinars, user group communications, industry news and trends, and customer satisfaction surveys.

Think of the shape of the funnel. Typically, the narrowest part of the funnel—the narrowest part—has the whole Sales staff assigned to it, while the wide top of the funnel—where all the prospects enter—is the responsibility of a few marketing folks. As a marketer, when your job is to generate a lot of response to fill that funnel, you need a well-defined system to which you can apply automation for greatest efficiency. The Demand Funnel is the key to this system.

1. Develop agreed-upon stage definitions and taxonomy that match your integrated sales and marketing process
2. Define stage ownership and triggers for conversion between stages
3. Develop Service Level Agreements (SLAs) for each stage
4. Map your marketing automation and CRM systems to support the funnel
5. Measure the quantity in each stage and the conversion percentage between stages

To successfully establish and implement a Demand Funnel, you should:

### STEP 3: DATA SEGMENTATION AND BUYER PERSONAS

**Data segmentation:** The practice of dividing data into groups—based on demographic, geographic, psychographic, and behavioral statistics—to enable effective targeting of marketing resources.

**Buyer persona:** A fictional character that is developed to represent a targeted demographic type; a typical customer/user/prospect. (A buyer profile is a description of that persona.)

Data is not an exciting topic for most marketers—but it should be! Today's sophisticated systems can do marketing magic with clean, de-duped, standardized data. In fact, one of the most valuable tricks of the marketing automation trade is data segmentation, and that requires standardized data that is maintained in perfect sync between the CRM and MA systems—thus, the importance of proper system integration mentioned earlier.

A key use of data segmentation is for targeted marketing using buyer personas. Imagine that you want to run a campaign to a specific segment of your target audience: let's say, mortgage loan processors. How do you properly design a campaign that will resonate with this audience? An effective approach is to stop thinking about segments and start thinking about an individual: "Maria, the loan processor." You probably already have a good mental picture of "Maria," and most likely have discussed typical buyers during the process of defining your Demand Funnel. You'll find it helpful to formalize Maria's description with a buyer profile that

### Building Your Buyer Persona

Building a buyer persona for marketing is much like developing a character for a novel or a movie—the difference is that you're not really making anything up from scratch! Your buyers already exist. You're just defining the specifics as a single, "average" person.

When you first sit down to work on persona development, it can be a little intimidating to stare at that blank sheet! To help, DemandGen designed the Persona Development Tool: a template that guides you through the process of creating a buyer persona, setting up questions to help you describe your ideal buyer. (Want a copy? Just visit the Resources area of our website.)

### The essential points include:

- **Profile Overview.** We like to start by giving our imaginary person a name and supplying a (stock) photo. This really helps make this persona feel real, allowing us to more easily endow him or her with skills, experience, education, thoughts, and feelings. Then, imagine that you are telling a friend about this person. Is it a man or woman? About what age? What's his role? How does she spend her workday? Depending on your product or service, you may want to look at different kinds of attributes. The goal here is to build up a solid picture of this person that everyone can recognize.
- **Pain Points.** What does your prospect worry about? What does she wish she could change? Be sure to create your list from the prospect's point of view.
- **Key Drivers/Motivators.** These are the issues that mean the most to this person: the things that are behind every decision he makes, with particular emphasis on issues relating to your product/service.
- **Role in the Buying Committee.** Is this person the decisionmaker? An influencer? Who might influence this person?
- **Effective Influences.** What kind of content and information is most effective in communicating persuasively with this person? Are there particular kinds of information he is most likely to want? Is any one kind of media more effective than another? Is she likely to take advantage of any particular kinds of offers?

- **Buying Stage Table.** This simple grid makes it easy to see how your messaging needs to change based on your prospect's stage in the buying cycle. First, you define your persona's motivation at each stage and what questions are being asked at that point. Then, you look at the right messages and value propositions that should be communicated at that stage, and what medium is best.
- **Working Through the Exercise.** Persona development is a fascinating exercise to do with your team. You'll discover all kinds of new ideas and insights as you think about each facet of your buyer's personality. draws a more complete picture of her, and can be shared across your organization.

### Operationalizing Your Persona

Data segmentation becomes important when you want to "operationalize" your buyer personas. How do you actually use this narrative persona to segment the database, so that you can run campaigns targeted closely to those segments? First, stop thinking about segments and start thinking about individuals: Maria. If we want to run a campaign to Maria, what fields in the database and what values in the database would make up Maria's persona? You've got to identify what fields and what values are appropriate for your personas, then create those personas within your database.

If you want to run a campaign to Maria, what fields in the database and what values in the database would make up Maria's persona? You will need to have structured records with the appropriate fields in both your marketing automation (MA) and CRM systems.

### For our mortgage loan example, fields and values might include:

- Type: customer, prospect, partner, vendor, competitor, employee, etc.
- Role: loan processor, broker, etc.
- Loans per month: 0-9, 10-49, 50-99, more than 100, etc.
- Region: West, Southwest, Northeast, etc.
- Other attributes that are relevant to the product/service being marketed

### To enable data segmentation and the use of buyer personas, you should:

1. Cleanse your database, standardizing data and ensuring that your MA and CRM systems are in parity with regard to fields and field values
2. Establish processes and automated programs to maintain good data governance
3. Continually enrich data through appending/progressive profiling
4. Define and regularly update profiles of target buyers, tying them to appropriate content, timely messaging, and subscription management

## STEP 4: CONTENT STRATEGY

As other marketers have remarked, marketing automation is like a fishing pole without any bait: the bait is content.

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Historically, companies have created marketing content in the form of data sheets, white papers, and the like, designed to tell about their products and services: what they do, why they are better than others, how to use them. Today's sophisticated B2B buyers don't want that kind of content anymore (or at least not primarily). They're looking for helpful educational content that makes them more knowledgeable—and incidentally also makes them feel like your company is a expert, respected, thought leader in its sector. Robust, compelling content— that is more about the buyer and less about the seller—is what fills the funnel.

Demand generation today is a constant process of developing content to attract your target buyer. If you don't continually refresh your "bait locker," changing out your offerings and expanding your selection, the fish will lose interest and (to carry this metaphor to an extreme) things are not going to smell very good.

| STAGE | AWARENESS | EDUCATION | EVALUATION | JUSTIFICATION | PURCHASE | POST-PURCHASE |
|---|---|---|---|---|---|---|
| **What prospect is doing** | Beginning solution search | A respondent to a marketing campaign who does not yet meet minimum qualification/ behavior criteria. | Evaluating solutions against needs | Assembling short list | Has made selection and is ready to buy | Using, updating, upgrading/ expanding |
| **What prospect is asking** | • Who are the suppliers for my need?<br>• What's the scope of potential?<br>• Where do I stand?<br>• How can I easily find out more? | • What do they offer?<br>• Are their customers achieving success?<br>• Do they fit my need?<br>• How can I easily evaluate/demo? | • Do they meet my expectations?<br>• What do analysts say?<br>• Is the company viable?<br>• How do they compare?<br>• Why should I choose?<br>• What's the cost? | • Is this a leading, solid product/ company?<br>• Does it meet or exceed my need?<br>• Can I afford to buy and implement? | • How can I easily purchase?<br>• Who can I call?<br>• Why buy now?<br>• Do they have a partner in my area? | • How do I get training for my people?<br>• What resources and information are available?<br>• How/why should I upgrade?<br>• What other options/ related solutions are there? |
| **Best content types** | • Industry white papers<br>• Company product white papers<br>• Customer stories<br>• Assessment tests<br>• Press releases | • Company white paper<br>• Seminar/ presentation<br>• Product spec sheets<br>• Customer stories<br>• Recorded demo<br>• Analyst reports<br>• Educational tips | • Features/benefits<br>• Free trials<br>• Webinar/live demo<br>• Competitive and cost comparisons<br>• Company/product recognition/ awards | • Product/customer reference site<br>• ROI tools<br>• Product awards<br>• Customer stories<br>• Press releases<br>• Webinar/ presentation<br>• Live demo or sales call | • Direct sales<br>• Partner locator<br>• Promotions or deals<br>• Service and support information | • Training and user information<br>• Service and support information<br>• Cross-sell/upsell<br>• User community<br>• Industry/thought leadership |

Content strategy is a discipline involving the planning, creation, delivery, and management of informational content. A content strategy defines messaging, purpose, structure, workflow, and governance for content across the organization. A content strategist is analogous to a creative director: the former for content, the latter for design.

Three points of content strategy are particularly relevant to marketing automation: frequency, relevance, and delivery.

- **Frequency.** The practice of content generation and dissemination needs to maintain momentum to be effective.
  - Frequency of contact. Strive for the balance point of updates that are frequent enough to maintain interest, without becoming incessant and annoying.
  - Frequency of content updates. Keep things fresh by producing new materials often—and not forgetting to remove from circulation pieces that are outdated and stale.
- **Relevance.** MA, data segmentation, and personas enable you to craft pinpoint targeted messaging; take advantage of that ability!
  - Relevance to buyer interest. Messages are focused on the buyer's challenges, needs, concerns, and issues, as opposed to the solution being offered or broad generic topics.
  - Relevance to buying stage. Materials and messages are designed to fit the buyer's current stage in the buying cycle.
  - Relevance to marketing requirements. It can't be relevant if it's not there. Audit all your existing material and document it in a content inventory; you'll find out where the balance is off and what gaps exist that need to be filled.
- **Delivery.** Consider how and in what form you will deliver each piece of content.
  - Delivery methods to fit your prospect. Allow the interest levels and buying stages of your prospects to influence what delivery channels you choose.
  - Delivery via multiple means. Repurpose your content in different media types. Perhaps a presentation can become a video, a webinar, and a case study; a tweet might be expanded into a blog post.

To develop a content strategy that supports your marketing automation objectives, you should:

1. Perform a content audit and document the content inventory
2. Develop key themes, taking into account buyer personas and product positioning
3. Assess content resources, defining the who/what/where/when of content development
4. Create (and repurpose) content, calling on appropriate resources for research, development, review, and approval
5. Publish content through appropriate means
6. Track, maintain, and revise content regularly

### STEP 5: LEAD SCORING

Technically, lead scoring is the practice of systematically calculating a ranking for each sales prospect. The big payoff of lead scoring is the efficiency that is gained by the Sales team, when they know how to prioritize their follow-ups. Sales can then manage their leads appropriately: focusing on the best prospects first, nurturing those that will have a longer sales cycle, recycling those that are not sales ready, and discarding bad ones so time and effort is not wasted on them.

But it's not just about a formula—it's much more than that. Today's lead scoring systems leverage the ability to track and interpret a prospect's online behavior as well as basic facts like industry and company size.

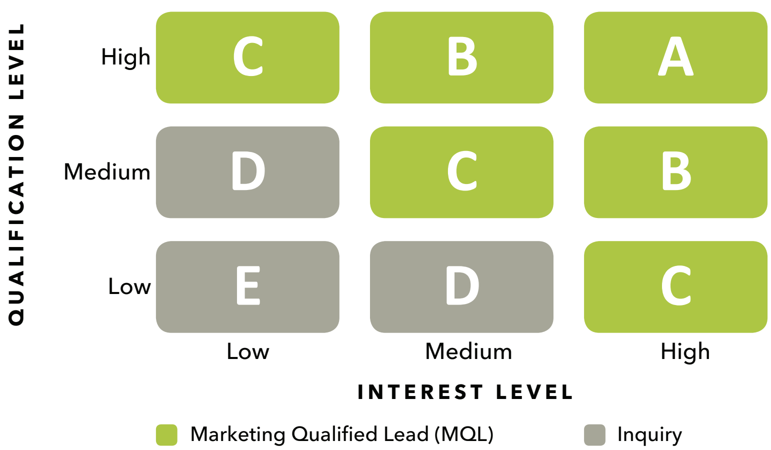
A prospect's lead score is often determined by collecting data on two dimensions—qualification (explicit) and interest (implicit)—and using that data in an algorithm to calculate a score.

- Qualification or explicit attributes (also sometimes called "fit" attributes), are provided by the prospect. Examples might include company size, industry, role, specific product/service interests, and the like. Explicit attributes are typically obtained through website forms when a lead first comes into the system.
- Interest or implicit attributes are based on online behaviors, often called digital body language. Examples might include visiting a website (how many times, how recently), clicking through emails, registering for webinars, completing certain forms, and even viewing particular areas of the website that can indicate buyer interest.

The first key to successful lead scoring is getting Sales and Marketing together to define the key explicit attributes that will be used in the scoring model, and weighting those attributes. The Sales and Marketing teams have to be on the same page, with the same definition of each scoring level, or the system means nothing.

If you don't put a lead scoring system in place, you're missing one of the biggest payoffs with marketing automation—because there is no better way to increase lead quality and make Sales more efficient in a scalable way. At the very least, going through the exercise will get Sales and Marketing together to agree upon a definition for a qualified lead—if they haven't already.

Scoring Matrix

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To give your scoring program the best chance at success, you should:

1. Determine two to four qualitative criteria to measure fit
2. Determine the online behaviors used to measure interest
3. Use both measurements to set a rank for each new inquiry
4. Ensure that the right scoring hand-off processes exist
5. Create a simple and effective way to show the scored leads in your CRM
6. Gather at least one quarter's worth of scoring data and analyze scoring distribution through to closed/won opportunities
7. Implement a continuous feedback loop with sales to refine the model

### STEP 6: LEAD NURTURING

If your efforts at lead nurturing haven't yet become automated, it's time to apply some technology to the situation.

First, what exactly IS lead nurturing? DemandGen's definition is:

> The process of ***engaging prospects*** by providing the information and dialogue they need ***at each stage of their buying process*** to position your company as the best choice ***to help them achieve their objectives.***

#### Engaging Prospects

Nurturing isn't just about dripping pieces of content to prospects—that doesn't qualify as engagement. Nurturing should serve as a scripted conversation that allows you to efficiently automate and scale the buyer education process. Well designed nurtures will move potential buyers through the funnel (and beyond), and will capture those who are stuck or dead and re-nurture those that have been rejected out of the funnel. It also allows you to increase wallet share and customer loyalty and retention.

#### Stages of the Buying Process

Unless your product is an impulse buy, your prospect goes through a multi-stage process in making the purchase decision. What are the points within the buying process at which your prospects can be helped by receiving information from you? It may seem obvious: when they are searching for answers to their problems. But in reality, your prospects can probably benefit from receiving relevant information before and after every stage of the buying process...including the first and last stages. The key word here is relevant. For your particular product or service, you need to define exactly what kind of information is relevant at each stage.

#### Helping Prospects to Achieve their Objectives

Why do prospects become customers? Ultimately, it's because they decide your solution will help them achieve their objectives. They believe that yours is the best choice, for whatever reasons, to solve their problem.

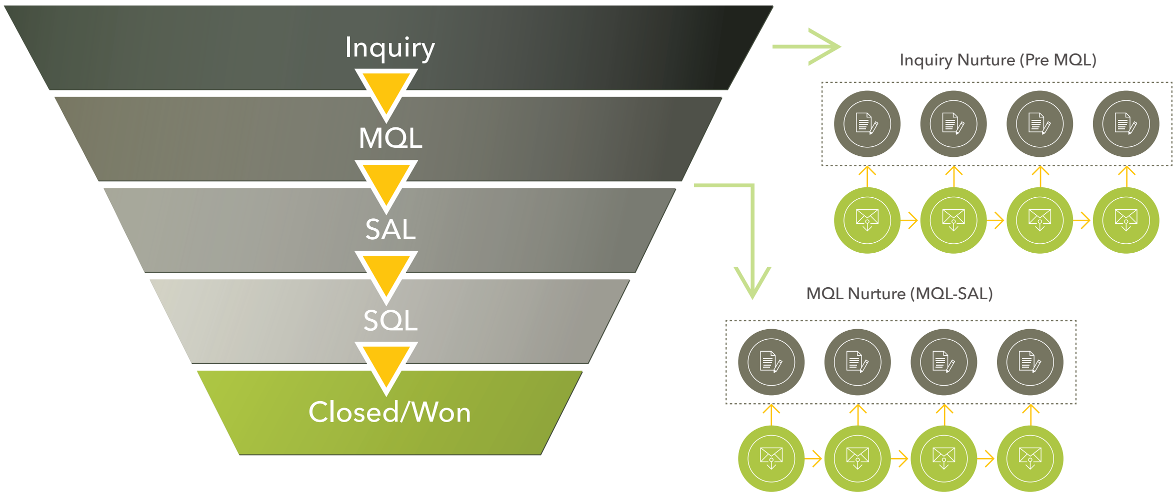
The point here is that lead nurturing needs to be about THEM, and not about you. Too often we see nurtures that are completely focused on product features: the "what" rather than the "why." Of course features are important, but nurturing is as much about feelings as about facts. Start from the perspective of why the prospect should care about your product rather than what the product does.

### It's a Process

The first two words of the lead nurturing definition are perhaps the most important: "The process." Lead nurturing is an ongoing conversation, and every nurture is unique. Good nurtures are the opposite of shotgun-style marketing; they are carefully constructed with a variety of facets to gently but firmly drive prospects to a very clearly defined goal.

### To effectively leverage nurturing for greatest success:

1. First define your Demand Funnel
2. Prioritize areas of the funnel where nurturing will have the greatest impact, such as the top of the funnel for inquiries, MQLs, and recycled leads
3. Develop clear, measurable objectives for each type of nurture
4. Develop a creative brief and flow diagram to plan out each nurture
5. Make your nurtures as 1:1 as possible with content that is aligned to the prospect's role and industry and company size
6. Measure effectiveness of each nurture and optimize regularly




**STEP 7: REPORTING–METRICS MATTER**

Typically Marketing has been viewed as a cost center and a support function: the people who do the tradeshows and the source of logo pens. But in today's world, Marketing plays an integral role in customer acquisition and contributes to revenue. Because now the technologies and systems exist to track marketing performance, we must not only set up the systems for tracking but also learn the discipline for reporting on those metrics.

Evolving into a metrics-driven marketing culture will take a commitment to assigning resources for defining those metrics and reporting them—and it won't happen overnight. You need to make metrics a priority across your organization. You need to become passionate about defining and delivering the right metrics to demonstrate the effectiveness of your marketing programs, as well as to help you better target and refine your efforts.

A Marketing Operations team provides the central focus that's needed for this effort: an internal staff responsible for developing and orchestrating the processes and systems required to enable efficient and effective marketing. More specifically, Marketing Operations staff members are responsible for developing and managing the processes to ensure smooth strategic planning, financial management, marketing performance measurement (including dashboard development), marketing infrastructure and overall marketing excellence.

Bear in mind that, once your system is in place, results are not immediate—it takes time to show influence. In order to show Marketing's contribution to pipeline and the effectiveness of your marketing efforts, a purchase must be tied back to the original lead source. Obviously, purchases are often not made immediately at the time the marketing activity takes place; for B2B companies, the sales cycle can last for months. Thus, it's critical to track and store metrics for when the purchase ultimately occurs. The dashboard below is an example of the kind of metrics that can be generated to illustrate the effectiveness of marketing efforts.

**Marketing Influence on Opportunities and Revenue**

$2,875,505 3 5
Mktg Influenced Pipeline # of Opps

O

$620,500 1 4
Mktg Influenced Revenue # of Deals

22%
Mktg Influenced Conversion

21%
verall Conversion

Marketing influence on pipeline conversion (pipeline-to-close of marketing-influenced vs. all opportunities).

1.02x
Conversion (mktg diff)

+$10,212
Mktg Influence Value

How much better of worse opportunities convert when influenced by marketing, measured as a ratio and in dollars delivered.

Different metrics—Key P erformance Indicators (KPIs)—matter to different parts of the business:

- **Executive KPIs** measure marketing contribution to pipeline and revenue
- **Operational KPIs** measure your demand funnel: volume, velocity, and conversion
- **Tactical KPIs** measure campaign and asset performance

Consider that when the CFO reports to the Board of Directors, only a few key financial indicators are discussed: P&L, accounts receivable, EBITDA, balances. Clearly, they have vast amounts of information, but through experience the financial experts have determined these are the most important and relevant reports. As a marketer you need to take the same approach to defining your own Key Performance Indicators. These include Marketing's total impact on revenue, and the contribution of each specific marketing program.

The place to start is with interviews: the executive team, the head of Sales, other key stakeholders. Discuss what types of information they would like to see from Marketing. Executives really don't care about open rates and page views. What data will be helpful to them?

When in doubt: leave it out. Of course you should measure the impact of all key activities, but don't report on anything that is not directly relevant to organizational

decision-making—although you may track it for internal Marketing purposes.

Emphasize financial outcomes over marketing activities, transforming the perception of Marketing from being a cost center to being a revenue center.

To develop a metrics-driven marketing culture, you should:

1. Build a process around advanced planning/forecasting of lead generation and lead nurturing programs
2. Define KPIs for executive, operational and tactical levels
3. Create simple yet effective reports for presentation and analysis
4. Dedicate a resource who has experience with analytics to collect and report on them
5. Take the time to explain the KPIs and how to interpret them to those who will view them
6. Enhance your website, campaigns, and CRM for proper tracking of data that flows into your reports
7. Design your marketing programs from the start to be measurable

## WHAT'S NEXT?

Does all this sound like a lot to do? It is... but that's the fun of it!

If your company, like most, is relatively new to marketing automation and wants to get full value out of it, work with an experienced marketing automation consultancy to help you implement these programs using best practices. At DemandGen, we have not only deep marketing automation expertise and experience, but also the models, recipes, templates, tools, plans, and processes to put you on the road to success quickly and effectively.

**This is an exciting time to be a marketer! You finally have the tools to drive revenue and be a hero to the Sales team. DemandGen can help you every step of the way.**

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