



MARKETEERS

Demand Generation to Reach the Corner Office

How to hit double-digit response rates and close more sales.

Part of the series:

Filling the Sales Lead Pipeline for Your Company

The Tactics and Tips to Get You There

We will start momentarily

Jeff Holmes

- CEO & Creative Director, 3marketeers
- Leads the demand generation team within the agency—currently running B2B lead generation programs in 91 countries, 21 languages
- Leading Silicon Valley marketing and demand generation agency for 37 years



Beryl Israel

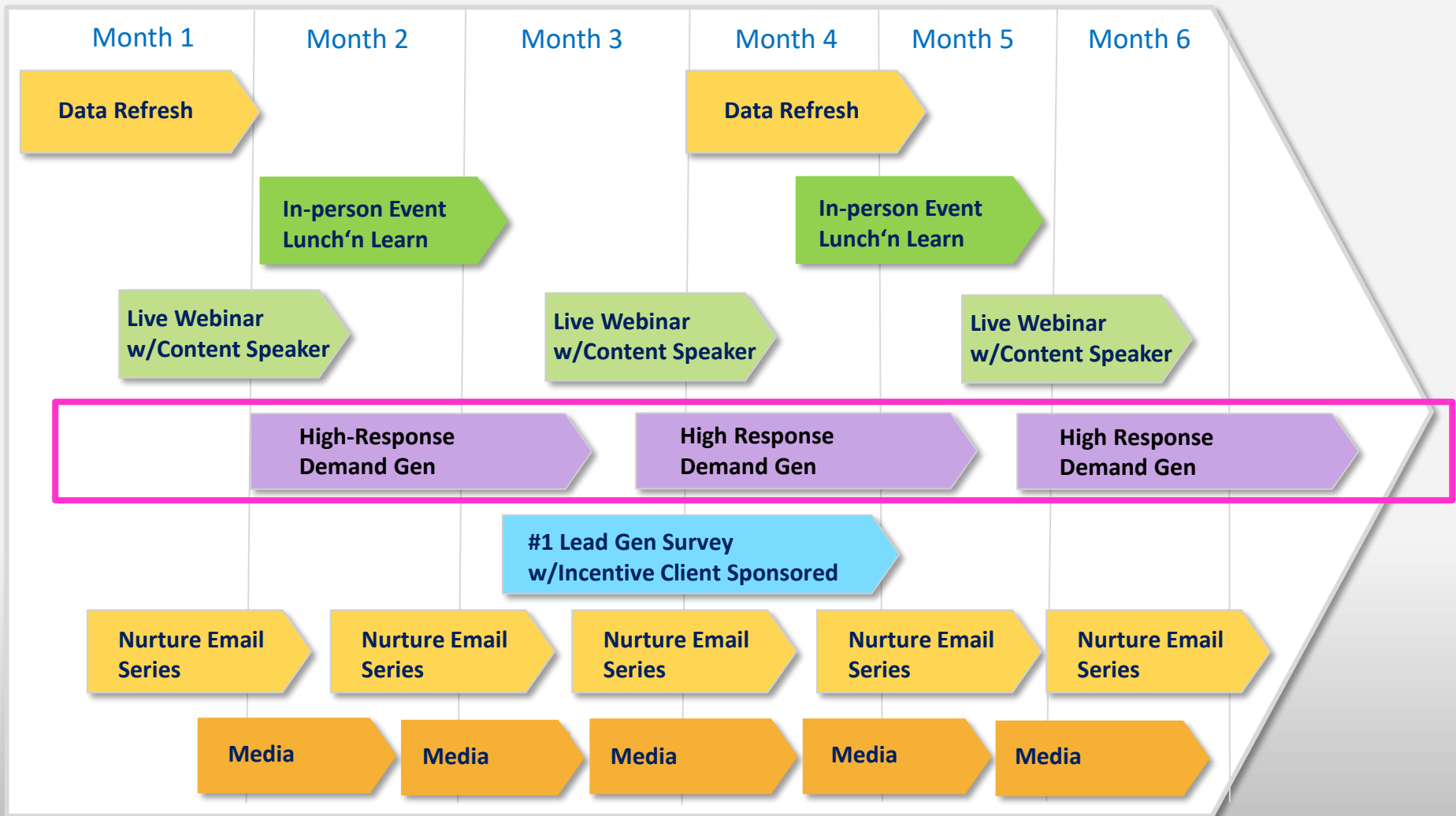
- Vice President, Account Services, 3marketeers
- Extensive PR, Channel and Content background
- Beryl leads the Account Services team on account planning, content creation, creative, lead generation, demand generation, media, and branding initiatives



Agenda

1. Where does High Response Demand Gen fit in my overall plan?
2. Unique challenges reaching busy executives
3. Comparing options for demand generation
4. A new spin to reach your audience
5. Measurement and ROI
6. Ensuring sales teams are accountable for follow up
7. Scaling your program for small and large audiences
8. 8 tips to increase lift
9. Questions & Answers

Where does high response demand generation fit in my overall plan?



Engaging Busy Executives

- Difficult to reach
- Not predictable for follow up (travel & meetings)
- Inundated with email and voicemail
- Don't want to be "sold to"
- Emotional and personalized messaging works best

Challenges of Traditional Programs

- Traditional response rates are low:
 - Direct Mail (DM) is 1–2%
 - Telemarketing lower than 1%
 - Email 0.25%–0.5%
- Traditional programs don't check all the sales team boxes to:
 - Create opportunities for “warm” sales calls
 - Measure Sales Team and Partner performance in real-time
 - Quickly scale programs to drive leads faster

Delivering Results for Large and Small Companies

CompuCom

The Leading IT Outsourcing Specialist

46% response rate

Enterprise top management targets



Shell Lubricants

43% response rate

Partner plays targeting product users



CISCO

54%+ response rate worldwide,
Corporate and Partner Executions
Avg. \$15.5MM in sales/program



McAfee

An Intel Company

25% response rate

CIA, FBI, D.O.D. targets



Microsoft

26% response rate

Commercial mid-market targets

BullsEye! Demand Creation Process



Surge/Intent Scoring & Target List Methodology

**MARKET DEFINITION: SURGE/INTENT SCORING, SIC + NAICS
PROFILE: CUSTOMERS / BEST PROSPECTS**

- **Step 1** = Determine Surge/Intent ranking among current lists
 - Determine Surge/Intent Topics to monitor
 - Apply Surge/Intent Data based on target accounts
 - Apply Surge/Intent to Industry/Geo targets
- **Step 3** = Develop contact titles/company targets
- **Step 4** = Append target firms with influencer titles
- **Step 5** = Validate data with LinkedIn and/or Phone calls

Demand Creation Program High Response Mailer

A unique, personalized – demand creation program sent Priority mail to prospects



Eco-friendly litho laminate box. Interior has “dunkin” cup in addition to insert with personalized microsite url.

Sample Microsite: www.Donuts2Day.com/JohnProspect

BullsEye! Demand Creation Program – Microsite

Drives prospects to a personalized microsite

CompuCom.
IT solutions for today's digital workspace

In San Jose, your contact is: Jim Sales @ 123-456-7890

LET'S MEET

John, remember when customer service had fewer moving parts?

With new technologies entering the retail environment at a staggering rate, developing a cost-effective approach to enhance customer service and loyalty has become top of mind for today's IT executives. That is why 7 out of 10 of North America's top retailers rely on one vendor to enable new and existing technologies to take customer service and loyalty to the next level.

What if you could provide this same level of superior technology support to ACME Corporation end users – **all while reducing IT costs and improving efficiencies.**

What if we threw in a complimentary Kindle e-reader* just for talking with us?

Sounds interesting – can you share some details

TELL ME MORE

I want my Kindle e-reader – let's talk

LET'S MEET

*Limited to one per qualified company.

PROLOGUE

H I could still remember the way that...
On the first day of school, for the first time...
They showed up in early winter and...
I had never seen them before. They were...
The first day of school, for the first time...
On the first day of school, for the first time...
They showed up in early winter and...
I had never seen them before. They were...

Prospect
Selects “**Tell Me
More**”, “**Let’s Meet**”
or scrolls down.

Sample Microsite:

www.Donuts2Day.com/JohnProspect

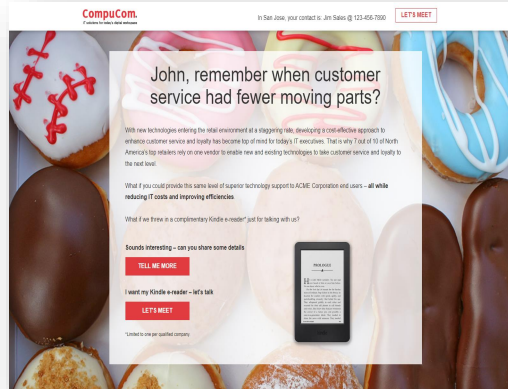
A/B Testing - Full Versioning with Alt Meeting Incentive(s)

Drives prospects to a personalized micro site

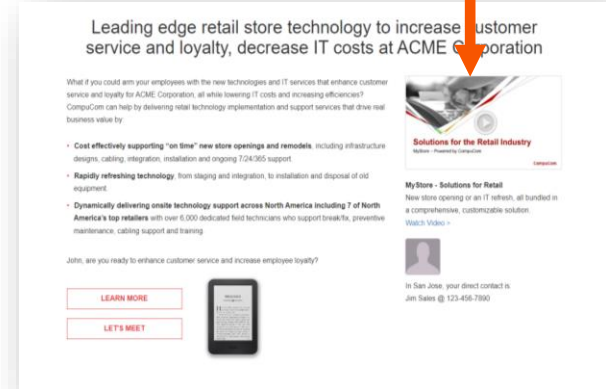
High Response Mailer



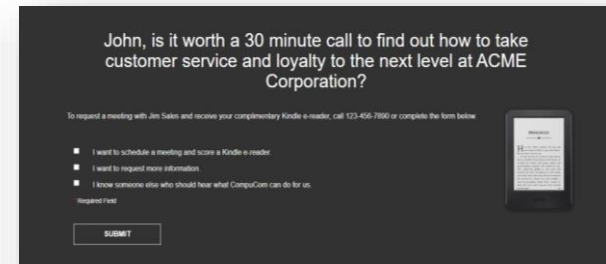
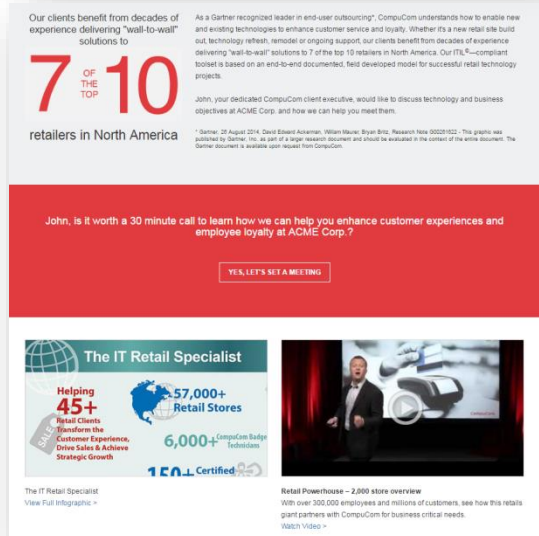
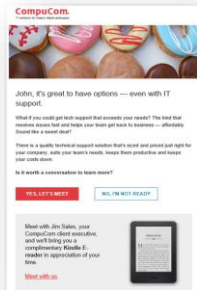
Personalized Web Screens



Video



One page site – Prospects scrolls down through the content



Close + Meeting and Referral Form


BullsEye! Notifies **YOU** and Reports Real-time

- **You** are notified real-time via email when a **prospect visits** their personalized microsite
 - Instant Lead alerts give you interest detail on each prospect
 - You can see prospect Interests on “Lead Details Screen”
 - You know at that moment **WHERE** the prospect is, **HOW** to talk with them, and **WHAT** to talk about
- **You** should contact prospects within a 1 hr. window
 - A follow-up call within **30–60 minutes** is recommended to be successful
- Suggested CALL intro:
“I am calling to follow-up on an overnight package I sent you, the one with the donuts/cup inside. Did you get it?”

Sales Rep Real-Time Lead Alert

Notification via Email for Follow-up

Email Lead Alert




STEP 1: JIM SALES, [CLICK HERE](#)

Prospect Details		Top Performers	
Name:	John Prospect	Response Time:	
Title:		1. John Smith	36 mins
Company:	ACME Corporation	2. David Will	40 mins
Phone:	321-987-6543	3. Jane Smith	42 mins
Message Category:	Sample BullsEye!	Opportunity Leaders:	
Address:	123 Main Street Anycity, CA 98123	1. John Smith	\$1,200,000
		2. David Will	\$1,000,000
		3. Jane Smith	\$750,000
Sales Rep:	Jim Sales 321-123-4567	Your Program Details	
	Cheryl.landman@3marketeers.com Jeff.Holmes@3marketeers.com	Your total leads:	12
		Not responded to:	4
		Your response rank:	#56 of 200
		Your avg. response:	47 mins
		Opportunity posted:	\$0


John has visited 2 times. Last visit was on Friday November 07, 2014 at 4:52:55 PM - PST. [11/7/2014 4:50:49 PM - GMT]

BullsEye! Training
Call Guide
Portal Log-in
Support / FAQ
[View Prospect's Site](#)



BullsEye!™ Demand Generation // Powered by **3marketeers Advertising, Inc.**

Lead Details Screen



1 **STEP 1:**
Choose Response Type (meeting, voicemail, etc)
Meeting

2 **STEP 2:**
Choose Your Opportunity Level
 \$150k N/A \$5k \$10k \$50k \$75k \$250k \$500k+
 Notify the team who received this lead of my response:
No

3 **STEP 3:**
Please Add Sales Notes Here
Prospect acquiring another company, wants to integrate 3 offices together in 2 months.

SUBMIT YOUR RESPONSE

LEAD DETAILS FOR JOHN PROSPECT

View prospect's BullsEye Microsite

Company: ACME Corporation
Name: John Prospect
Title: Principal
Phone: 321-987-6543
Email: JohnProspect@sampleBE.com
Industry:
Date Posted: 10/14/2014
Note: SAMPLE

John's Address
123 Main Street, Anycity, CA 98123
USA

Message Category / Sales Rep Info
BullsEye! - SAMPLE
Jim.Sales@3marketeers.com - 321-123-4567

Realtime Activity
John has visited the first page 201 times. Last visit was on Saturday, November 08, 2014 at 7:02:00 AM - PST - Pacific Standard Time. [11/8/2014 7:02:00 AM - GMT]


Page Name	page1	page2	page3	page4	page5	page6
#visits	1	1	1	1	1	1

CARE ABOUTS --
Click below to view what prospect was interested in.

Asset 1	Asset 2	Asset 3	Asset 4
0	0	1	0

Distribution Email List For This Sales Lead
Jim.Sales / Cheryl.Landman@3marketeers.com;
Jeff.Holmes@3marketeers.com

Memo

 BullsEye!™ Lead Generation Program // Powered by 3marketeers Advertising, Inc.
Close Window | Print

Manager Portal/Report

Shows Rep. follow-up Responsiveness and Sales Opportunity Pipeline

4. Analyze Tracking Response Time by Sales Rep :: [Sample BullsEye!]

Sales Name	RT < 1hr	1hr< RT<2hr	2hr< RT<5hr	5hr< RT<1day	1day< RT<2day	>2days	non response	Total Leads
John Sales	8	0	0	2	0	0	0	11
Jim Sales	2	1	1	0	0	0	1	5
Mary Sales	1	1	0	0	1	6	0	9
Jack Sales	2	1	3	2	1	1	1	11
Jane Sales	1	0	1	1	0	0	0	3
Mark Sales	2	1	4	1	0	0	1	9
Judy Sales	2	0	0	0	0	0	0	2
Linda Sales	1	4	0	1	0	0	0	6
Tom Sales	4	4	1	1	1	0	1	12
Totals RT	23	12	10	8	3	7	4	67
Percentage	34%	18%	15%	12%	4%	10%	6%	100%

Shows “leads NOT YET responded to”

6. Analyze Opportunity by Sales Rep. [Sample BullsEye!]

Sales Name	\$5k	\$10k	\$25k	\$50k	\$75k	\$100k	\$150k	\$250k	\$500k+	Total Opportunity
John Sales							150000			150000
Jim Sales										0
Mary Sales			25000							25000
Jack Sales				100000			150000	250000		500000
Jane Sales										0
Mark Sales								250000		250000
Judy Sales							150000			150000
Linda Sales										0
Tom Sales				100000		100000				200000
Total Opportunity	0	0	25000	200000	0	100000	450000	500000	0	1275000

Automated Reporting Emailed to Managers

Generated 1x, Each Day a Prospect Visits



Real Time BullsEye Program Executive Summary:

BullsEye! Sample

335 pieces of your BullsEye! campaign have been mailed and have achieved a response rate of 35.22%.

Pipeline Opportunity Waiting for Rep Follow-up:

There are 4 leads that have come into BullsEye but have not received Rep. follow up. There is approximately \$88,420 in opportunity that has not received Rep. follow up.

Opportunities Identified: \$2,520,000

The current total # of leads is 118.

There are 27 total current opportunities identified.

27 of the opportunities represent \$2,520,000.

If all leads were contacted, there would be approximately \$2,608,420 in opportunity.

Summary of Identified Opportunities:

Amount	# of Opportunities
\$500k+	1
\$250k	3
\$150k	1
\$100k	4
\$75k	4
\$50k	4
\$25k	8
\$10k	2
Total	27 opportunities with \$\$ associated

Top Prospect Response Types are:

Response Type	# Identified by Reps	Percentage
Left VM	49	41%
Other	31	26%
Live Conversation	21	17%
No Interest	10	8%
No Rep Response	4	3%
Spoke to Admin	2	1%
Meeting	1	0%
Referral	0	0%
Bad Phone Number	0	0%
Left VM-2	0	0%
Left VM-3	0	0%

The Top 3 Reps based on Lead Responsiveness are:

Sales Rep. Name	Average Response Time
1. Hector Lara	153 mins

The Top 3 Reps based on Opportunities are:

Sales Rep. Name	Total Opportunity Value
1. Walter Collier	\$1,570,000
2. Hector Lara	\$600,000
3. Dave Taylor	\$350,000

Summary of response time :

2 Reps are listed as "unranked" and currently have open pending leads as response time

Sales Rep. Name	# of Non-Responses
1. Walter Collier	3 leads
2. Dave Taylor	1 leads

Timely Follow-up is Key to Sales Rep Success

According to a study conducted by MIT, analyzing 3 years of data, 100,000 phone calls, and over 15,000 customers.

30 Min.

11x Connection
& Meeting Rate



60 Min.

8x Connection
& Meeting Rate



2 Hrs.

Same as
Waiting 2 Days



Meeting Incentive CTA – A/B Testing

#1



Gift Card

#2



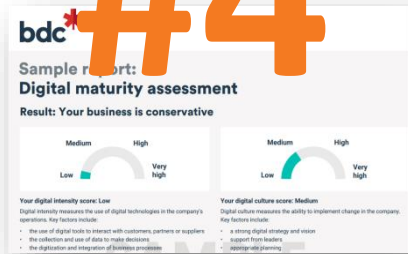
Echo Show

#3



Apple TV

#4



Assessment

#5



No Incentive

Conventional vs. Emotional/Curiosity



Conventional: Information Rich Mailer

- 20% response rate
- Generated average of \$1,492 in pipeline opportunity per piece mailed



Emotional: Curiosity Provoking Mailer

- 35% response rate
- Generated average of \$3,961 in pipeline opportunity per piece mailed

8 Tips (+2) to Increase Lift on Demand Generation Program

1. Keep the mailer intriguing, creative and emotional
2. Consider excluding your brand from the physical mailer
3. Make domain name of landing page fun, non-salsey
4. Avoid hi-end branded promotional items/inserts
5. Position your sales team for success, include just enough content to elicit questions

8 Tips (+2) to Increase Lift on Demand Generation Program

6. Follow-up on real-time lead alerts within 30 – 60 minutes
7. Mail on Friday for predictable schedule for sales follow-up on Monday, Tuesday and Wednesday
8. Stagger mailing deployments for best follow-up
9. Consider a non-monetary meeting incentive-re-giftable items pull very well
10. Refine content between mailing drops to increase migration/stickiness thru the site – “content is dynamic”



MARKETEERS

Q & A

Submit questions in the lower right corner of your screen.

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