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## How to Select a
# Lifecycle Marketing Automation Solution
### *5 Questions Marketers Need to Ask*

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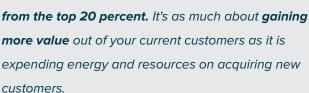
# It's a brutal world out there for marketers.

After years of having budgets slashed, it doesn't look like it's getting better. According to the CMO Council, 15 percent of companies plan to budget more for marketing, yet 21 percent plan to scale back their budgets. This "one step up, two steps back" environment makes it very difficult for marketers to succeed.

## Not all doom and gloom

History shows us that with austerity comes innovation, and marketers who can figure out how to do more with less will come out ahead. One way marketers can do this is by changing the way they view their prospect and customer relationships. The traditional marketing and sales funnels don't work in today's dynamic business environment - they fail to track all lead sources. Marketers need a way not only to identify and convert ideal prospects into customers, but also to nurture current customer relationships so they buy more and become a source of referrals.

> We are all familiar with the **80/20 rule**: 80 percent of business comes from 20 percent of your customer base. **Customer lifecycle marketing encourages you to replicate the success you see from the top 20 percent.** It's as much about **gaining more value** out of your current customers as it is expending energy and resources on acquiring new customers.
>
> **Troy Burk, CEO & Founder**

## Customer Lifecycle Marketing for the win

Unlike traditional marketing automation systems, which are rigid and focus only on leads generated through the marketing funnel, the customer lifecycle marketing approach nurtures all sources of revenue, including leads from marketing and sales, repeat customers, referrals and up-sells. When evaluating customer lifecycle marketing automation solutions, ask these five questions to help determine the solution that's the right fit for your company.

# 1. Where are we now?

Evaluate your current marketing structure to determine how you view your prospect and customer relationships and how effective your current processes are in continuing to build those relationships:

▶ What are your business **goals** and the overall **vision** of your organization? What strategies and tactics are you using to reach those goals? How do you **measure** your success?

▶ Do you have a **single view** of who your prospects and customers are or are you challenged by many silos of data in separate systems?

▶ Are you measuring the right things? Do you measure the amount of work you do (leads generated, click-through rates, etc.) or do you **measure results** (sales generated, customer engagement)?

▶ How is the sales team organized? Is the focus on prospects, customers or both?

▶ What **technology** are you currently using to drive marketing efficiencies and more e**ngaged relationships**?

# 2. What results are we generating and is this enough?

Measuring the wrong things is fairly common in marketing, as marketers tend to look at metrics like volume of website visitors, number of leads generated or passed to the sales team, and email open and click rates. These are surface level, campaign-centric metrics and are not focused on the **engagement levels** or qualifications of the buyer.

### *An Example*

If marketers are measured by how many leads they generate and qualify, they will spend their time on tactics that deliver leads to the sales team. But if the leads aren't ready to buy, the effort isn't successful and the two teams will, ultimately, be at odds.

### *A Better Metric - It's All About Engagement*

Is marketing influencing the sales closed? Marketing can do this by focusing on driving engagement – moving individuals through the lifecycle of their relationship with your brand, from prospect to customer to brand advocate. In order to do this, marketers need to understand where the customer is in the relationship and implement unique marketing campaigns and techniques that meet them where they are and continue to move the relationship forward.

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## 3. Is our organization ready?

Implementing technology without first aligning the goals of the sales and marketing teams is a recipe for disaster. The disconnect happens in the first place because most organizations keep marketing and sales separate and hold these two parts of the business to two different sets of measurements and evaluations. Marketing's goal is to drive leads. When sales reps don't think the leads are a good fit, they don't follow up on them or simply can't convert.

### *Successful companies don't waste time - act on the best leads*

In order to do this, companies need to:

▶ coordinate and give visibility to goals and measurement across teams

▶ construct a good lead scoring system

▶ implement a solution that enables unique marketing campaigns to target the right audience at the right time.

## 4. Who will be our technical partner?

When a company is ready for a lifecycle marketing solution, it's important to pick a partner (vendor) who excels technically, but also can help you define your vision and onboard your team with the technology. A good partner will focus on four areas:

▶ understanding the current situation of how marketing and sales operate in the organization

▶ what the overall business goals are

▶ what resources you currently have

▶ how technology can help you reach your goals

A partner will also develop an effective scoring strategy and a roadmap to move individuals to the next stage in the lifecycle.

**Suspect** ▶ **Prospect** ▶ **Qualified** ▶ **Customer** ▶

# 5.  What features do we need?

This can be tricky because most technology vendors say they do the same thing: email marketing, lead scoring, nurturing, automation, etc. It's important to look across the entire business, not just at the sales funnel, and ask yourself: what will help me succeed and drive more business? Look for features that enable a view of all customers and prospects, not just those in the marketing or sales funnel. Seamless transitions between marketing and sales efforts provide significant advantages when building relationships with your audiences.

## *Support*

Another overlooked function of a technology partner comes not in the form of features, but through support and services. A strong, reliable and accessible support network is key to your education and success as a marketer implementing new solutions.

## How can we help?

Our hope is that you use these tips to make sure that the features and services that accompany your solution of choice will support what you want to accomplish: converting prospects to customers, and customers to brand advocates.

## About Right On Interactive

Right On Interactive is a marketing automation company that helps organizations win, keep, and grow business. We do this through our customer lifecycle marketing solution that builds engagement throughout the lifecycle of every prospect and customer. We believe in strategically engaging ideal prospects and customers and moving the right relationships forward. We help our client base of over 300 customers do the same.

### *ROI Customer Lifecycle Marketing™*

▶ Delivers insight into prospect and customer engagement with sophisticated scoring

▶ Automates, manages and tracks multi-channel marketing campaigns

▶ Graphically shows the progress of individuals and companies throughout the lifecycle

▶ Offers advanced analytics tracking to improve marketing initiatives

▶ Partnerships with Salesforce.com and ExactTarget (plus other integrations)

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