Startup Toolkit #4

Marketing Automation Software
Context

- Last Time: Startup Toolkit
  - Sales Force Automation Software

- This Time: Startup Toolkit
  - Marketing Automation Software

- Next Time: Grand Finale
  - Everything
We Are Managing A Pipeline

- **Goal: Attract**
  - Activities: Advertise, Blog, Trade Shows, SEO

- **Visitors**
  - Goal: Capture
  - Activities: Connect, Mingle, Build Relationships

- **Leads**
  - Goal: Close
  - Activities: Post Sales Support, User Groups

- **Customers**
  - Goal: Develop
  - Activities: Manage Projects, Support, Client Feedback

- **Promoters**
  - Goal: Publicize
  - Activities: Case Studies, Videos, Award Sponsorships, Public Speaking

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**Our Objectives**

1. Fill the top of the funnel
2. Maximize conversion rate
3. Minimize cost of process
The Role of Sales Tools

Enable Faster/Better Achievement of Objectives

1. Fill the top of the funnel
2. Maximize conversion rate
3. Minimize cost of process
Three Major Considerations

1. Do I really need a software tool(s) yet?
   - Where is my company on the startup curve?

2. What problem am I working?
   - Pre-sales, Sales, Post-sales
   - Employee productivity, Management visibility, Control/uniformity of activity and behavior

3. How much do I have to spend?
Is it Time for Automation?

![Graph showing stages of idea and product development, market and sales model, and ramping revenues with a question: Are we here yet?](image-url)
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Three Major Considerations

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3. How much do I have to spend?
Multiple Pricing Models/Points

- A lot of Freemium
  - Facilitate trial
  - Scale-oriented and Feature-oriented

- Low-end products for SMB markets
  - Free to $30/mo/user for “Enterprise”

- Enterprise-class products with associated price points
  - $65 to $300/mo/user for “Performance”
Two Distinct Perspectives

- Day-to-day Users of the Tool(s)
  - Sales Reps (CRM/SFA)
  - Marketing Teams (Integrated Marketing)

- Their Management Chain
  - Sales and Company Leadership
  - Marketing Leadership
Startup Sales Tools Are Best Understood By Their Roles In The Go-To-Market Process

Pre-Sales
- Tools that help with market intel & lead generation / qualification
  - CRM
  - Lead Management
  - Sales Intelligence

Sales
- Tools that help with sales team collaboration, pitching, & closing
  - Collateral Management
  - Communication Tools
  - Sales Enablement

Post-Sales
- Tools that help with customer engagement & retention
  - Email Marketing
  - Social Engagement
  - Customer Service

Follow Us On Twitter & LinkedIn To Suggest Changes / Additions!

http://www.slideshare.net/NicPoulos1/bowery-capital-guide-to-startup-sales-tools

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### Pre-Sales Tools Overview

**CRM**
Tools that help with managing customer relationships

- Insightly
- Nimble
- Salesforce
- SugarCRM
- Zoho CRM

**Lead Management**
Tools that help sales and marketing teams generate and track more leads

- Eloqua
- HubSpot
- Infusionsoft
- Marketo
- Pardot

**Sales Intelligence**
Tools that help sales teams research potential clients

- data.com
- Hoovers
- InsideView
- Salesgenie
- SalesLoft

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CRM(+SFA)

- Customer Relationship Management
  - Central repository for customer interaction
    - Emails
    - Calls
    - Meeting Notes

- Sales Force Automation
  - Deal management
    - How much?
    - How likely?
    - What timeframe?
    - Who is the competition?
    - What stage is the deal?

- Integration of the Two
  - People involved in the Deal
  - MEDDIC
Interlock is Key

- Use Knowledge from CRM to improve Marketing Activities

- Metrics are # and quality of leads as measured by cost of customer acquisition as % of sales

- Very hard to do this well in practice
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Lead Management

- The role of developing and qualifying leads typically falls to marketing

- Marketing is in the midst of a technology-driven transformation

- It is rapidly transitioning from ad-driven, interrupt-based “outbound” marketing to content-driven, permission-based “inbound” marketing
The Funnel within the Funnel

- **Unqualified**
  - Demonstrated some interest
  - Interacted multiple times or on multiple fronts

- **MQL**
  - Marketing Qualified Lead
  - Requires further qualification
  - Fit, Budget, Timeframe

- **SQL**
  - Sales Qualified Lead
  - Ready for Hand-off to Sales
Lead Management Tools

- Web Site
  - virtual presence, fly trap, drive everyone here
- Videos
  - virtual presence, thought leadership, expertise
- Blogs
  - thought leadership, expertise
- Social Networks
  - engagement, community building
- Premium Content Offers
  - shared value in exchange for information
- Landing Pages/Thank You Pages
  - information capture, engagement extension
- Email Campaigns
Mini Case Study: Coral Vista

- **Product**
  - Vacation Rental Home

- **Location**
  - Western Caribbean (Roatan, Honduras)

- **Market Rate**
  - $3,500 to $5,000 per week (plus tax) – whole house
  - Lower rates for fewer days/reduced occupancy

- **Major Attractions**
  - Scuba diving, deep-sea fishing, golf
  - Tropical relaxation

- **Business Objective**
  - Maximize Gross Rent
  - Optimize occupancy and average rental rate
Lead Management Basics

- Determine where target market does research
  - E.g., Google search
- Find out what they look for/how they describe it
  - E.g., “Roatan Resorts”
- Optimize web properties for key words
  - E.g., Get URL, name pages, create account
- Build relevant content
  - Blog post on “The 5 Best Roatan Resorts”
  - Ebook on “The Ultimate Roatan Resort Vacation”
  - Slideshare on “Best Sales Tools for Startups”
  - YouTube video on “Pristine Bay Roatan Resort”
- Nurture and progressively profile leads
  - Email campaigns
  - Calls to action plus forms plus downloadable content
Demonstration

Piecing together the tools and tracking performance manually
Integrated Marketing Automation Software

- Combines tools into a platform
  - Website Development/Management
  - Content Development/Campaign Management
    - Blog, Email, Social Engagement
  - Contact Management
  - Lead Management/Automation

- Facilitates Performance Reporting
  - Site/page performance
  - Campaign efficacy
  - Lead sources/conversion rates/cost per lead

- Interfaces with CRM for single customer database/closed loop marketing
Hubspot Demonstration

Seeing the user perspective as well as the manager perspective
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Wrap Up

1. A wide range of tools exist to facilitate the go to market (GTM) process

2. That process can be segmented by relationship to the sale
   ▶ Pre-sales, Sales, Post-sales

3. The right tool for you depends on three things:
   ▶ Where you are in your lifecycle
   ▶ The specific problem you’re trying to solve
   ▶ Your budget

4. Bottom Line
   ▶ Sales and Marketing work hand in hand to manage a funnel
   ▶ Sales and Marketing automation software are tools in that process
   ▶ They organize, facilitate and monitor activity and results, but they can’t do the work for you
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