

# HANDBOOK

## 2011 B2B Marketing Advanced Practices

FUEL that powers marketing from  
lead generation to sales conversion

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# 2011 B2B Marketing

## Advanced Practices Handbook

FUEL that powers marketing from lead generation to sales conversion

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**2011 B2B Marketing Advanced Practices Handbook**

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# INTRODUCTION

**Welcome to MarketingSherpa's 2011 B2B Marketing Advanced Practices Handbook:** FUEL that powers Marketing from lead generation to sales conversion.

As a B2B marketer, you are likely facing tremendous challenges. Between improving lead quality, managing the complex sale and meeting the needs of your sales team, it can be difficult to determine where your valuable time and resources should be spent, let alone develop a Marketing strategy that will contribute to the overall success of your organization.

In order to succeed, it is essential for Marketing to make a measurable contribution to sales pipelines and revenue. The path to achieve this goal is not always clear, which is why we have developed a comprehensive B2B Marketing methodology to guide you through a step-by-step process that will elevate Marketing effectiveness from lead generation all the way through sales conversion. In this handbook, we will walk you through establishing a detailed B2B Marketing strategy to propel your contribution to sales pipelines and revenues.

But first, we must understand what has changed in B2B Marketing, what has caused these changes, and why they affect the way we must execute B2B Marketing going forward.

## UNDERSTANDING THE EVOLVED B2B MARKETING ENVIRONMENT

Between the recent economic recession and the growth of social media, the B2B Marketing environment has experienced dramatic changes.

Marketers have been forced to deliver greater results with limited resources as a result of the economic recession. The recession has also created a level of uncertainty in consumers, which contributes to B2B buying processes becoming more complex.

The introduction and rapid adoption of social media has empowered consumers by making information about organizations' products and services more readily available, allowing consumers to hear from their peers before they hear from you. This may also influence others' purchasing decisions on social media sites. Our brands are no longer being defined only by what we say they are in positioning statements and value propositions, but also by the conversations that are happening about our brands on social media sites.

These colossal changes have increased the challenges that B2B marketers are facing. As demonstrated in the upcoming chart, these challenges are increasing in pertinence to organizations over time.

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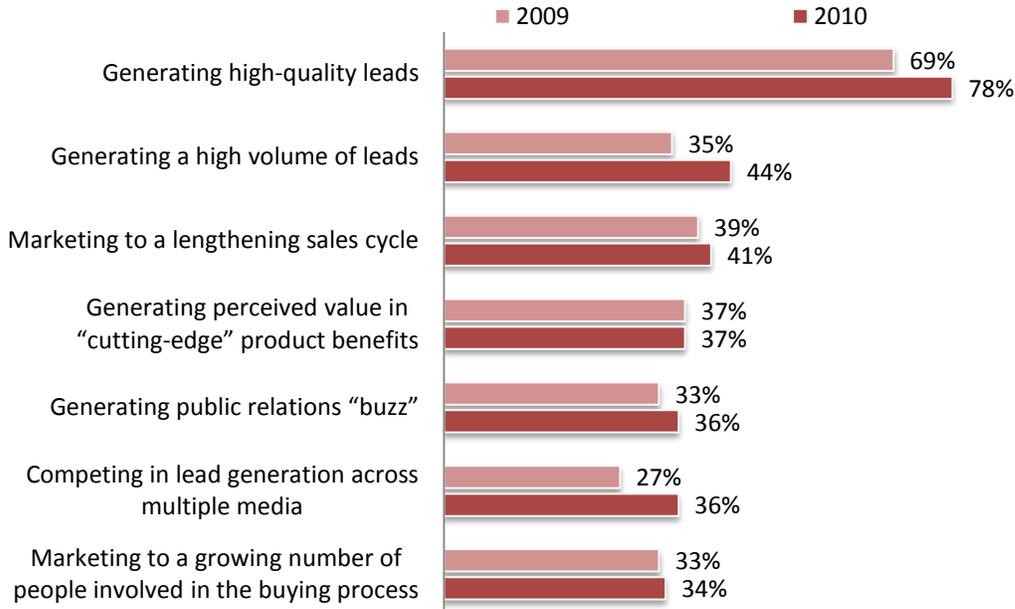
### **Handbooks**

*MarketingSherpa handbooks provide research-supported best practices for improving the performance of marketing programs, and to provide a curriculum for self-instructed and professional career advancement training programs. Handbooks include case studies, methodologies, best practices, worksheets and data to support recommended practices.*

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CHART: B2B MARKETING CHALLENGES BECOMING MORE PERTINENT TO ORGANIZATIONS

Q. Which of the following marketing challenges are currently most pertinent to your organization?



Source: MarketingSherpa B2B Marketing Benchmark Survey  
Methodology: Fielded Aug 2010, N=935

The economic climate combined with consumer empowerment through social media has contributed to intensified challenges, expectations and demands of the B2B marketer. The above chart represents the growing Marketing challenges B2B organizations have faced from 2009 to 2010, and nearly every challenge elevated in pertinence to organizations in 2010.

Year after year, the greatest challenge to the B2B marketer is generating high-quality leads. Generating a high volume of leads became a greater challenge for B2B organizations in 2010, which is likely a result of the need to produce more leads with limited resources of budgeting and / or staffing.

Every challenge that presents itself is an opportunity, and in this increasingly more demanding role of the B2B marketer, you have the potential to become a true hero to your organization. By revolutionizing your B2B Marketing approach, you will play an integral role in the overall success of your business. The perceptions of Marketing by the C-Suite and other internal departments will be elevated because you will be making a measurable contribution to sales pipelines and revenues. Your sales team will finally be happy with the leads they are getting because you will improve overall lead quality with qualification, scoring and nurturing programs. Ultimately, your organization will experience greater revenues.

To achieve success, it is necessary to become more sophisticated than ever before with your Marketing practices. You must elevate Marketing’s efficiency in all stages of the buying process, from lead generation to sales conversion.

To guide you along the path to success, we have developed the FUEL methodology for B2B Marketing, a comprehensive, step-by-step process that will help you address the challenges that are most pertinent to your organization, and propel results for years to come.

## FUEL UP..... AND DRIVE EFFECTIVENESS

MarketingSherpa's FUEL methodology for elevating B2B Marketing effectiveness is broken out into four key steps. In the first step, you will find and attract the right leads for your organization using a mix of lead generation tactics developed for your unique business and audience. Next, you will uncover qualified leads and establish lead scoring calculations and lead nurturing schedules. In the third step, you will establish automated programs to execute lead scoring, nurturing and management programs. Finally, you will lift results with sound Marketing analytics.

### MarketingSherpa's FUEL Methodology

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#### Find and attract leads

In this step, you'll learn how to develop an effective lead generation plan based on your company and your audience. First, gather information on your target audience and identify buyer personas. Create a killer value proposition and deliver the message with high-quality content. Then master essential lead generation by selecting the ideal mix of inbound and outbound Marketing tactics. Learn the latest tactics for website design, management and optimization.

#### Uncover qualified leads

We all know that not all leads are created equal. In this step, you'll identify qualified leads that are generated from your Marketing campaigns, and nurture those leads until they are ready for sales involvement. First, you must bridge the gap between Marketing and Sales with proven alignment strategies. Without their support, it will be nearly impossible for you to accomplish what's next. Identify your Marketing-sales funnel and what constitutes a qualified lead for your organization. Establish lead scoring processes and calculations. Map out lead nurturing campaigns and manage lead hand-off from Marketing to Sales.

#### Establish automated marketing processes

Now that you have identified what constitutes a qualified lead for your organization and mapped out lead scoring and nurturing programs, it's time to tie it all together with a set of automated Marketing functions. By automatically screening leads that are not qualified from your sales team and nurturing them until they are ready to speak with a sales person, you will effectively increase the volume of highly qualified leads delivered to Sales. This will contribute to sales pipelines and increase overall revenues.

#### Lift results

Once you've implemented a revolutionized B2B Marketing plan, it's essential to monitor its progress and identify opportunities to increase efficiency and results. We'll teach you how to conduct sound lead generation analysis and automated Marketing process analysis. We have also included special attention to key issues facing the B2B marketer in their daily roles; delivering Marketing value to the C-Suite and Marketing leadership. In these sections, we'll teach you how to navigate office politics that are common to the B2B Marketing role, improving the perceptions of your department by the C-Suite and other internal departments, as well as honing leadership skills that will help you throughout your entire career.

**B2B MARKETING MATURITY ASSESSMENT**

As mentioned earlier, executing this plan and increasing Marketing efficiency from lead generation to sales conversion requires a high level of sophistication in execution. Before we begin refining your Marketing processes, let’s take a quick assessment to determine your current processes. This will enable you to identify the current strengths and weaknesses in your execution.

To complete the worksheet, circle one number in each row that corresponds with the column heading that *best describes* the process you use for each tactic. For example, if your organization has a formal, documented process with thorough guidelines that is routinely performed for overall execution of lead generation campaigns, circle 5 in the first row. If your organization has not begun to formulate a process for this tactic, circle 1. After circling one number in each row, sub-total each column and then combine columns for your total score. Matching this score to the phase shown in the bottom row will determine where your organization is now in the social Marketing maturity lifecycle.

<b>B2B Marketing Maturity Process Benchmark</b>	<b>No process or guidelines for performing B2B Marketing</b>	<b>Informal process, a few guidelines, sporadically performed</b>	<b>Formal process, thorough guidelines, routinely performed</b>
Overall execution of lead generation campaigns	1	3	5
Qualifying leads before they are passed to the sales team	1	3	5
Nurturing leads that are not qualified until they are ready for sales involvement	1	3	5
Analyzing the performance of lead generation and automated Marketing programs	1	3	5
<b>Sub-Totals</b>			
<b>Total</b>			
<b>B2B Marketing Maturity</b>	Trial Phase: 4 - 8	Transition Phase:10-14	Strategic Phase: 16- 20

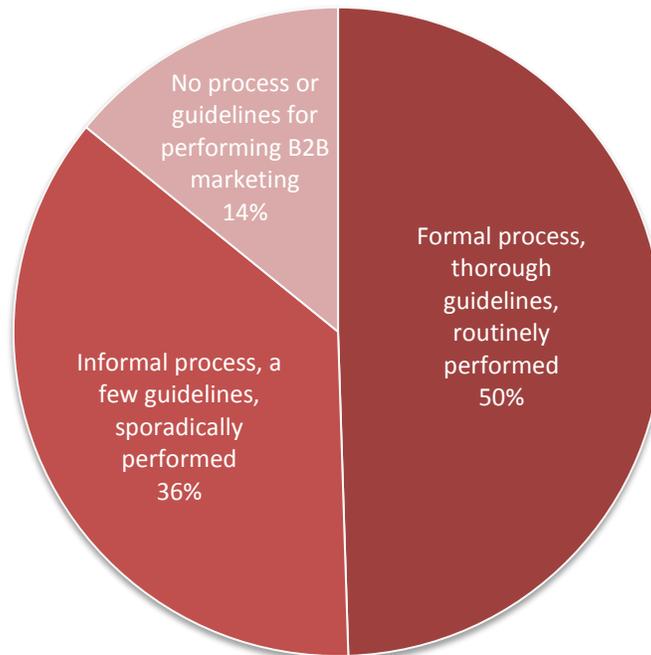
*Note: If necessary, refer to MarketingSherpa’s FUEL methodology on the previous page for a more detailed description of the factors critical to B2B marketing success.*

Now that you have an understanding of the strengths and weaknesses and overall sophistication of your Marketing execution, let's take a look at the processes used by the B2B marketers surveyed for our 2011 B2B Marketing Benchmark Study.

Three phases of B2B marketing maturity		
Trial Phase	Transition Phase	Strategic Phase
Organization does not have a process or guidelines for performing B2B Marketing	Organization has an informal process and a few guidelines that are sporadically performed	Organization has a formal process and thorough guidelines that are routinely performed

**CHART: B2B MARKETERS SHOWING HIGH LEVELS OF MATURITY IN MARKETING PROCESSES**

*Q. Please select the statement that best describes the processes your organization uses to execute your B2B Marketing practices in general.*



Source: MarketingSherpa B2B Marketing Benchmark Survey  
Methodology: Fielded Aug 2010, N=935

It's very impressive to see how mature B2B organizations are with their Marketing practices overall. Half of respondents indicated that they had a formal process for executing their B2B Marketing practices that they routinely perform, while only 14% of respondents indicated that they had no repeatable process for performing their B2B practices.

For an accurate assessment of where your organization stands in comparison to those surveyed for the above chart, imagine all of the processes you are currently using to execute your Marketing plans in general.

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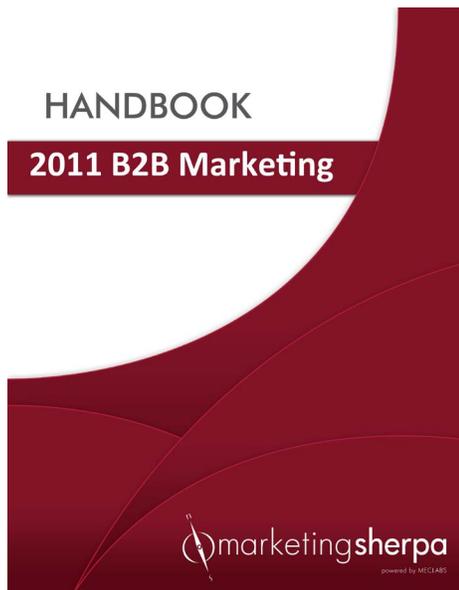
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