



# marketingsherpa email summit 2013

## **Email Measurement:**

How a former Email Summit attendee  
achieved a 270% increase in conversion

**Rachel Hoppe**

Marketing Manager

AvidXchange, Inc.

**Daniel Burstein**

Director of Editorial Content

MECLABS

# Session Speaker



@Rachel\_Hoppe

## **Rachel Hoppe** **Marketing Manager** **AvidXchange, Inc.**

Rachel Hoppe leads the day to day operations of the marketing department. In her time at AvidXchange, Rachel has built the department from the ground up and contributed in creating a high performing marketing model increasing marketing-sourced revenue from 5% in 2010 to over 70% in 2012. As a result of this rapid revenue growth, AvidXchange continues to rate highly on the Inc. list of fastest growing software companies.

Rachel's background is in Brand Marketing and Advertising. Prior to joining AvidXchange, she worked for a local agency in Charlotte, NC. Rachel is a graduate of Elon University, with a BA in Strategic Communications. She currently lives in Charlotte, NC with her husband James and two golden retrievers Charlie and Tucker.

# About AvidXchange

- Fast-Paced, High Growth Private Software Company
- Focused in Payment Automation for the Mid-Size Market
- Over 325 Clients & 150+ Employees



***avidxchange***

“Revolutionizing the Way Companies Pay Their Bills”

# Great Expectations

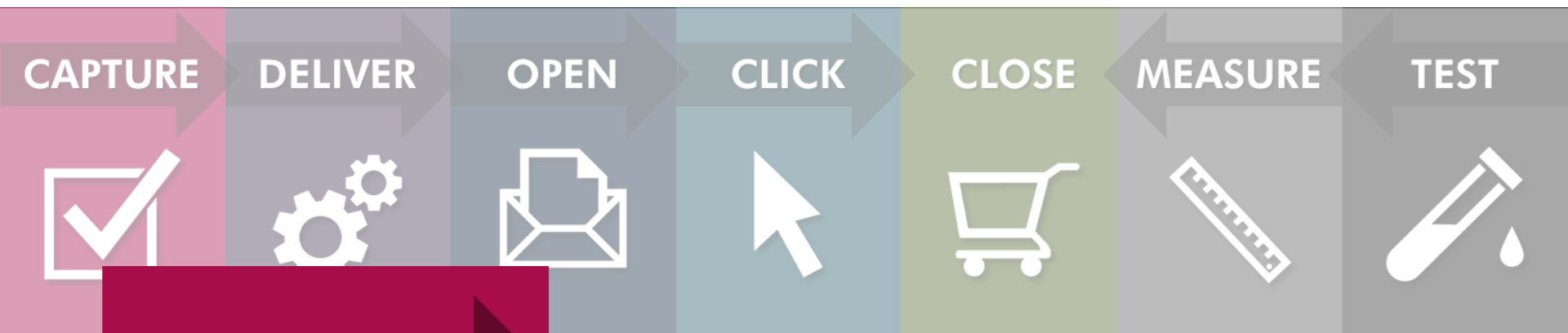
## 2012 Marketing Challenge:

- Build a High Performing, Predictable Marketing Model
- Double # of SQLs (Sales Qualified Leads)
- 70% Conversion of SQL to First Meeting
- 70% New Revenue Sourced Through Marketing

# Now What...

## 7 Steps of Success:

1. Determine What You Know & What You Don't
2. Identify a Plan of Action
3. Map Out Key Processes & Build Dashboards
4. Expect Starts and Stumbles
5. Measure & Optimize
6. Test & Learn
7. Keep Your Eye on the Goal



## Step One: Determine What You Know and What You Don't

- Identify gaps in your current email programs
- Find the information and resources necessary to fill those gaps
- Be open to finding gaps in other processes



# Four Major Gaps in Our Process

## 1. Content

- **Gap:** Need an internal resource that could drive our content-driven marketing processes
- **Solution:** Hire a Content Writer with the ability to lead our content-driven efforts

## 2. Database

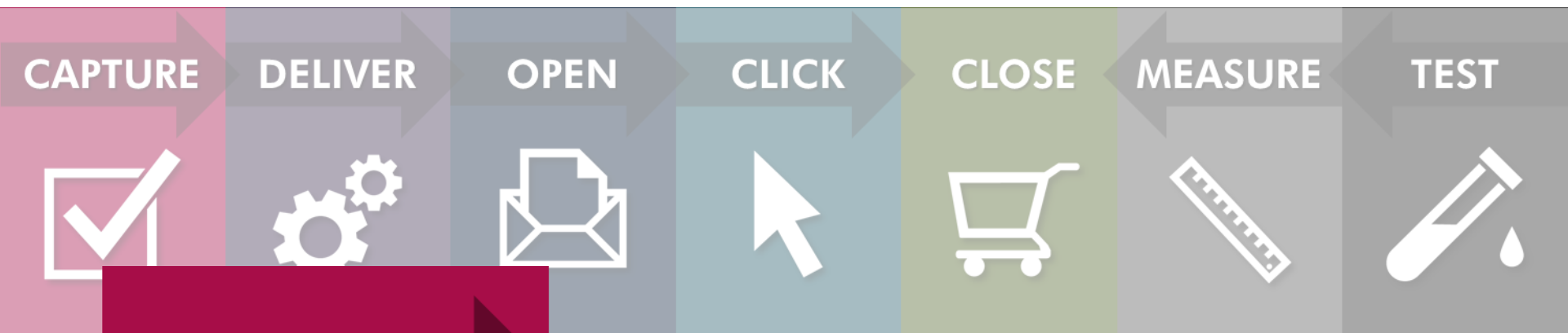
- **Gap:** Need a database to accurately depict the mid-market
- **Solution:** Define the mid-market; set the database as a high-level priority and create a plan to update throughout the year

## 3. Website Effectiveness

- **Gap:** Need visibility into the actions visitors were taking on our website
- **Solution:** Implement a Marketing Automation Solution to track website activity of prospects, clients, partners, career seekers

## 4. Sales Involvement

- **Gap:** Sales Reps do not find value in Marketing SQLs and there is a lack of communication between the departments
- **Solution:** Create more quality SQLs and a process for Sales Reps to provide timely feedback



- **Step Two:** Identify a Plan of Action
  - Bring your knowledge back to your team
  - Identify where your company wins and where it loses
  - Create a plan to get to the next steps

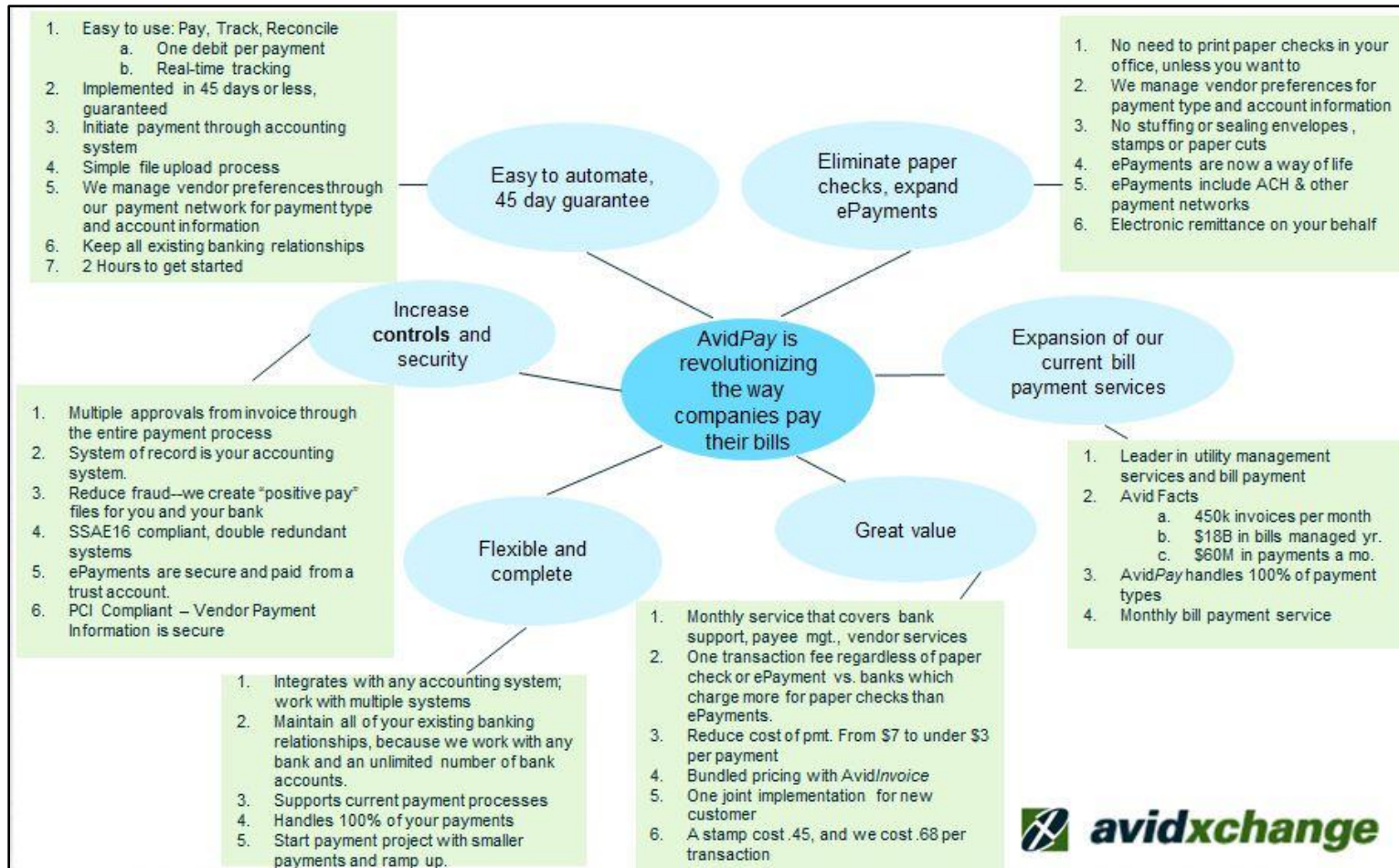


# Example: Baseline of Key Marketing Metrics



DATABASE BASELINE										
	Accounts		Leads/Companies		All Companies		Leads		Contacts	People
	Total # of Records:	15,655	16.4%	80,051	83.6%	95,706		227,752	45,694	
	Total # of Client Accounts:	309	2.0%				Total # of Client People	-		
	Total # of Supplier Accounts:	7,082	45.2%				Total # of Supplier People			
	Total # of Partner/Potential Accounts:	243	1.6%				Total # of Partner People			
	Total # of "Other Non-Prospect" Accounts:	29	0.2%				Total # of other Non-Prospect People			
	Total # of Acquisition Sales Prospect Accounts:	7,992	51.1%	80,051		88,043	100.0%	Total # of Prospect People	227,752	
	# of Prospect Accounts-Blank Revenue	3,247	40.6%	10,284	12.8%	13,531	15.4%	# of Prospect People-Blank Revenue		
	# of Prospect Accounts-\$1-\$10MM	2,848	35.6%	31,742	39.7%	34,590	39.3%	# of Prospect People-\$1-\$10MM		
	# of Prospect Accounts-\$10MM-\$1B	1,786	22.3%	37,060	46.3%	38,846	44.1%	# of Prospect People-\$10MM-\$1B		
	# of Prospect Accounts->\$1B	111	1.4%	965	1.2%	1,076	1.2%	# of Prospect People->\$1B		
Totals	Blank Industries	7,421	47.4%	1,382			Blank Industries	640	0.28%	
	Conforming Industries	7,987	51.0%				Conforming Industries	179,123	78.65%	
	Non-Conforming Industries	246	1.6%				Non-Conforming Industries	47,989	21.07%	
	Missing Websites	7,366	47.1%				Missing Websites	55,641	24.43%	
	Missing Address	6,490	41.5%				Missing Address	2,269	1.00%	
	Missing Accounting System	4,851	31.0%				Missing Accounting System	55,641	24.43%	
	Missing # of Invoices	6,579	42.0%				Missing # of Invoices	227,086	99.71%	
	Missing # of Checks	8,310					Missing # of Checks	227,714	99.98%	
	Blank Job Titles						Blank Job Titles	327	0.14%	
	Blank Job Function						Blank Job Function	364	0.16%	
	Non-Conforming Job Function						Non-Conforming Job Function	28,171	12.37%	
	Blank Phone Numbers						Blank Phone Numbers	289	0.13%	
	Blank Emails						Blank Emails	899	0.39%	
	Bounced Emails						Bounced Emails	35,182	15.45%	
	Opt Out Emails						Opt Out Emails	55,077	24.18%	
Blank Lead Source						Blank Lead Source	-	0.00%		
Revenue - \$1.0MM	Blank Industries	7,330	53.9%	66		13,607	Blank Industries	629	0.8%	
	Conforming Industries	6,127	45.0%				Conforming Industries	72,001	91.6%	
	Non-Conforming Industries	150	1.1%				Non-Conforming Industries	5,939	7.6%	
	Missing Websites	7,146	52.5%				Missing Websites	7,080	9.0%	
	Missing Address	6,462	47.5%				Missing Address	1,181	1.5%	
	Missing Accounting System	3,820	28.1%				Missing Accounting System	7,080	9.0%	
	Missing # of Invoices	5,042	37.1%				Missing # of Invoices	78,302	99.7%	
	Missing # of Checks	6,321	46.5%				Missing # of Checks	78,547	100.0%	

# Example: Message Map Where/Why We Win

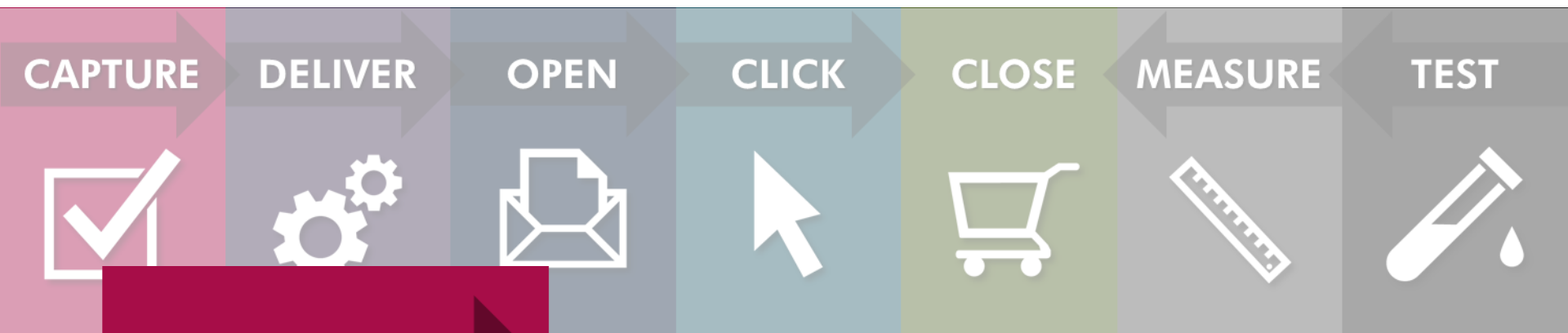


# Example: Outbound Plan at Program Level



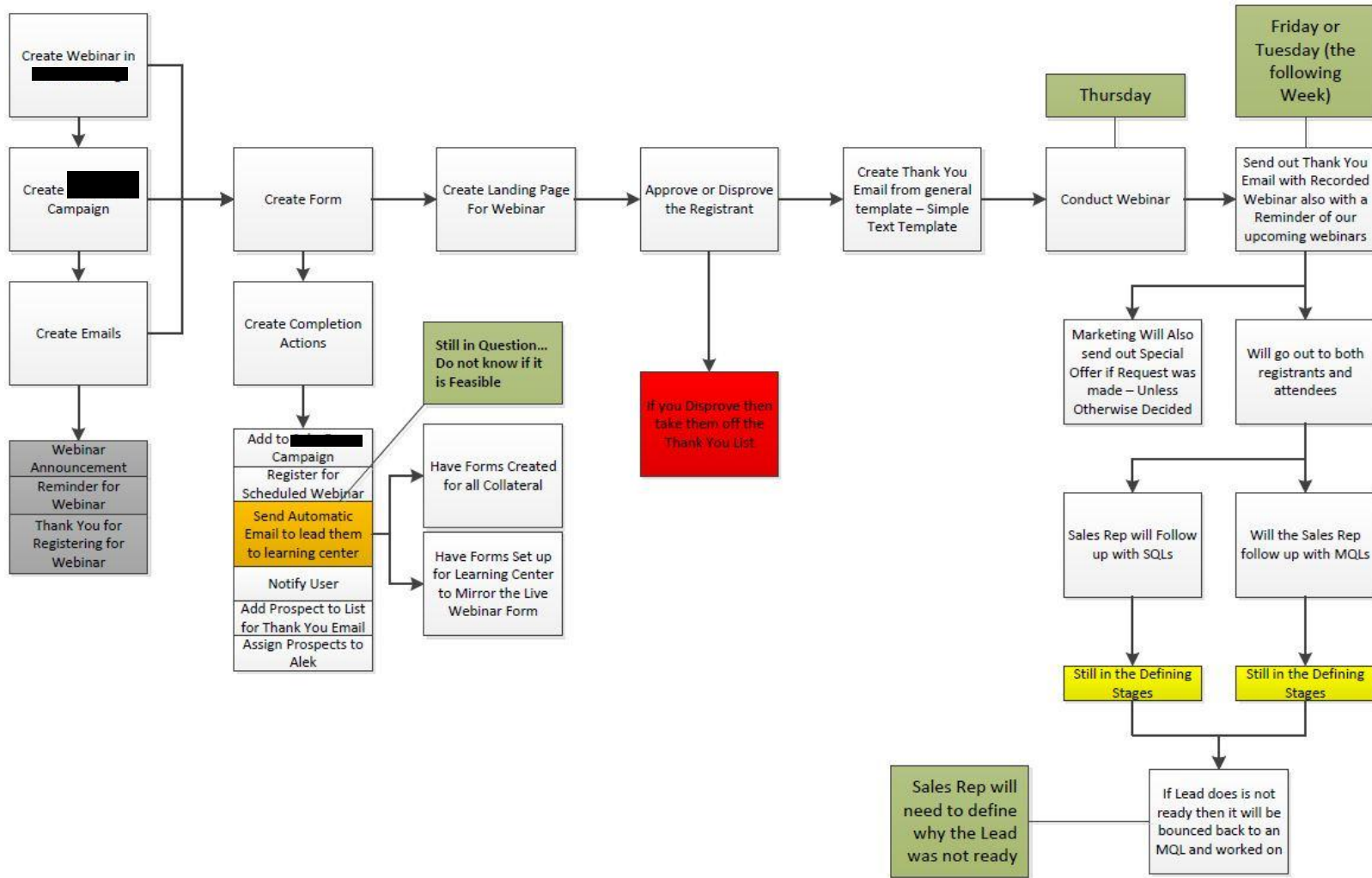
Marketing - Estimate OutBound Commitments/Programs through October

Week	Weekly Time Estimated	Project Number	Resources Needed	Project Number	Deadline	Time	Project/Program	Status
12-Sep	18 Hours	8,2,6,3	RH, JS, KT, TS, AB, JI	1	19-Sep	6 Hours	AvidPay - NIS Video - Graphic, Repurpose LP	COMPLETED
17-Sep	27 Hours	1,3,7.1,5	RH, JS, KT, TS, AB, JI, CE	2	17-Sep	8 Hours	MRI Updated Relationship - Graphic, New LP	COMPLETED
24-Sep	21 Hours	3,7.1,7.2	RH, JS, KT, TS, AB, JI, CE	3	10-Oct	30 Hours	Weekly Invite to MRI Conference - Repurposed LP	COMPLETED
1-Oct	25 Hours	3,7.2,4,5	RH, JS, KT, TS, AB, JI	4	25-Oct	8 Hours	Webinar - AvidPay Webinar for MRI - Conference Follow Up - New LP	Not Started
8-Oct	16 Hours	3,7.3	RH, JS, KT, TS, AB, JI	5	10-Oct	40 Hours	2 Conferences - MRI/IOFM	COMPLETED
15-Oct	15 Hours	7.3,7.5	RH, JS, KT, TS, AB, JI	6	13-Sep	1 Hour	Nurturing Campaigns - MQL Drip	COMPLETED
22-Oct	9 Hours	7.4,4	RH, JS, KT, TS, AB, JI	7.1	27-Sep	10 Hours	Webinar - Simple Implementation	COMPLETED
29-Oct	5 Hours	7.5	RH, JS, KT, TS, AB, JI	7.2	4-Oct	10 Hours	Webinar - Cost Saver w. KT	COMPLETED
				7.3	17-Oct	10 Hours	Webinar - Budgets and Audits - JS (ALL)	In Progress
				7.5	30-Oct	10 Hours	Webinar - Path to ePayment - JS (MS Dynamics)	Not Started
				8	15-Sep	3 Hours	Tradeshow FMS	COMPLETED
		Other Commitments						
		Press Release - AUC						
		Booth Revisions						
		Extra Pull Banner						
		FMS - Whitepaper						
		Partner - NWP: NMHC Conference						
		Partner - DocuLynx - ? Not Sure Involvement Yet						



- **Step Three: Map Out Processes & Build Dashboards**
  - Understand all email marketing related processes
  - Set up a measurement system to benchmark results
  - Ensure you have full visibility

# Example: Live Webinar Process



# Build a Marketing Effectiveness Report



All Campaigns															
Primary Campaign Type	Record Count	Stage											Grand Total	Grand Total Less Dups	
		SQL-Not Contacted	SQL-Contacted	SQL-Contacted-Future	1st Meeting	Prospect Buy-In	Final Proposal/Terms	Legal Review	Closed Won	Closed Lost	Closed Killed-AFM	Closed Killed			Closed Duplicate
DRP	Record Count	2	0	2	0	1	0	0	1	0	2	4	3	15	12
EMC	Record Count	0	0	0	0	1	0	0	0	0	2	2	0	5	5
ESL	Record Count	0	0	0	3	0	0	0	0	0	0	7	0	10	10
IDF	Record Count	0	0	0	1	1	0	0	0	0	0	1	2	5	3
IWC	Record Count	0	0	1	14	11	5	1	14	6	30	16	4	102	98
IWD	Record Count	2	1	1	3	5	1	0	2	1	5	10	1	32	31
IWG	Record Count	0	4	3	9	7	3	0	7	4	19	23	3	82	79
IWS	Record Count	0	0	0	1	0	0	0	0	0	8	17	0	26	26
OTR	Record Count	0	0	0	2	1	0	0	0	0	0	0	1	4	3
PTR	Record Count	0	0	0	1	0	0	0	1	0	1	0	0	3	3
TRS	Record Count	7	7	18	14	15	1	0	1	6	37	111	25	242	217
WBA	Record Count	13	11	5	16	11	3	0	1	2	40	55	38	195	157
WBS	Record Count	1	3	7	1	3	0	0	0	5	11	55	5	91	86
<b>Grand Total</b>	<b>Record Count</b>	<b>25</b>	<b>26</b>	<b>37</b>	<b>65</b>	<b>56</b>	<b>13</b>	<b>1</b>	<b>27</b>	<b>24</b>	<b>155</b>	<b>301</b>	<b>82</b>	<b>812</b>	<b>730</b>
		3.4%	3.6%	5.1%	8.9%	7.7%	1.8%	0.1%	3.7%	3.3%	21.2%	41.2%	11.2%	111.2%	100.0%
		46.7%													

Converted to 1st Meeting	Still Alive or Won	Killed AFM	Killed BFM	Closed Won	Closed Lost
33.3%	50.0%	16.7%	33.3%	8.3%	0.0%
60.0%	20.0%	40.0%	40.0%	0.0%	0.0%
30.0%	30.0%	0.0%	70.0%	0.0%	0.0%
66.7%	66.7%	0.0%	33.3%	0.0%	0.0%
82.7%	46.9%	30.6%	16.3%	14.3%	6.1%
54.8%	48.4%	16.1%	32.3%	6.5%	3.2%
62.0%	41.8%	24.1%	29.1%	8.9%	5.1%
34.6%	3.8%	30.8%	65.4%	0.0%	0.0%
100.0%	100.0%	0.0%	0.0%	0.0%	0.0%
100.0%	66.7%	33.3%	0.0%	33.3%	0.0%
34.1%	29.0%	17.1%	51.2%	0.5%	2.8%
46.5%	38.2%	25.5%	35.0%	0.6%	1.3%
23.3%	17.4%	12.8%	64.0%	0.0%	5.8%
46.7%	34.2%	21.2%	41.2%	3.7%	3.3%

Inbounds Only															
Primary Campaign Type	Record Count	Stage											Grand Total	Grand Total Less Dups	
		SQL-Not Contacted	SQL-Contacted	SQL-Contacted-Future	1st Meeting	Prospect Buy-In	Final Proposal/Terms	Legal Review	Closed Won	Closed Lost	Closed Killed-AFM	Closed Killed			Closed Duplicate
IDF	Record Count	0	0	0	1	1	0	0	0	0	0	1	2	5	3
IWC	Record Count	0	0	1	14	11	5	1	14	6	30	16	4	102	98
IWD	Record Count	2	1	1	3	5	1	0	2	1	5	10	1	32	31
IWG	Record Count	0	4	3	9	7	3	0	7	4	19	23	3	82	79
IWS	Record Count	0	0	0	1	0	0	0	0	0	8	17	0	26	26
<b>Grand Total</b>	<b>Record Count</b>	<b>2</b>	<b>5</b>	<b>5</b>	<b>28</b>	<b>24</b>	<b>9</b>	<b>1</b>	<b>23</b>	<b>11</b>	<b>62</b>	<b>67</b>	<b>10</b>	<b>247</b>	<b>237</b>
		0.8%	2.1%	2.1%	11.8%	10.1%	3.8%	0.4%	9.7%	4.6%	26.2%	28.3%	4.2%	104.2%	100.0%
		66.7%													

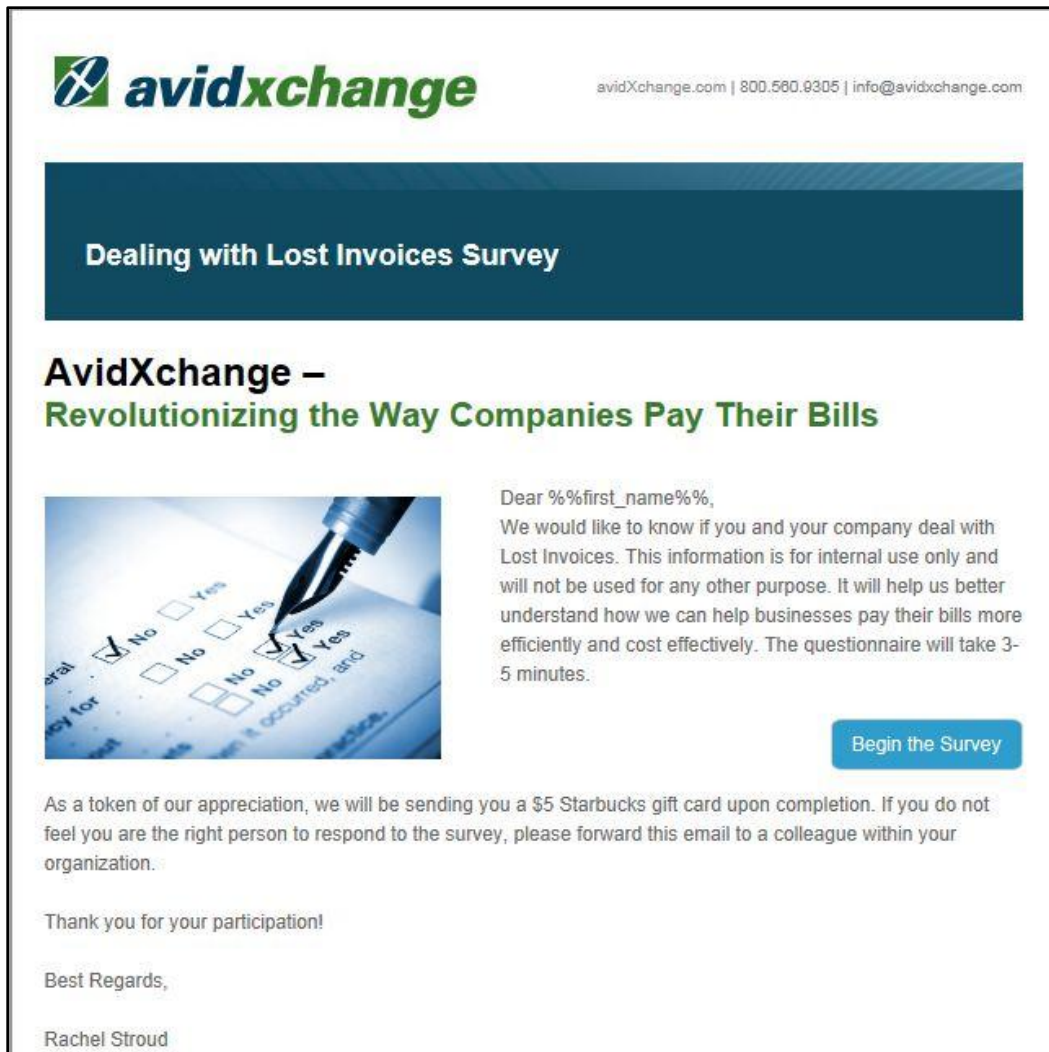
  

Converted to 1st Meeting	Still Alive or Won	Killed AFM	Killed BFM	Closed Won	Closed Lost
66.7%	66.7%	0.0%	33.3%	0.0%	0.0%
82.7%	46.9%	30.6%	16.3%	14.3%	6.1%
54.8%	48.4%	16.1%	32.3%	6.5%	3.2%
62.0%	41.8%	24.1%	29.1%	8.9%	5.1%
34.6%	3.8%	30.8%	65.4%	0.0%	0.0%
66.7%	40.9%	26.2%	28.3%	9.7%	4.6%



- **Step Four: Expect Starts & Stumbles**
  - Build into the plan chances to reevaluate and learn from progress to date
  - Be flexible and not afraid to change a process mid-course
  - It's OK to not have all the answers!


# All Smoke & No Fire: Email Survey-to-Lead



**avidxchange** avidXchange.com | 800.560.0305 | info@avidxchange.com

## Dealing with Lost Invoices Survey

**AvidXchange –  
Revolutionizing the Way Companies Pay Their Bills**



Dear %%first\_name%%,  
We would like to know if you and your company deal with Lost Invoices. This information is for internal use only and will not be used for any other purpose. It will help us better understand how we can help businesses pay their bills more efficiently and cost effectively. The questionnaire will take 3-5 minutes.

[Begin the Survey](#)

As a token of our appreciation, we will be sending you a \$5 Starbucks gift card upon completion. If you do not feel you are the right person to respond to the survey, please forward this email to a colleague within your organization.

Thank you for your participation!

Best Regards,

Rachel Stroud

## Issue:

- Sales Reps Did Not Value Leads
- Lack of Quality SQLs
- Many just wanted Starbucks Gift Cards

## Tests to Optimize:







- Different Incentives
  - Donation
  - Case Study/Book
  - \$ Amount
- Different Email Layouts
- Different Survey Subject

## Results:

- Cut Our Losses and Ran!



# Hello...My Name is Spammer

Name	Rachel Hoppe	  
Email	<a href="mailto:rachelhoppe@avidxchange.com">rachelhoppe@avidxchange.com</a>	
Company	<a href="#">AvidXchange</a>	 
Account Name	No Account	
First Touch Campaign	<a href="#">General</a>	
Conversion Point	<a href="#">Form: Contact Me</a>	
Conversion Date	May 24, 2012 4:02 PM	

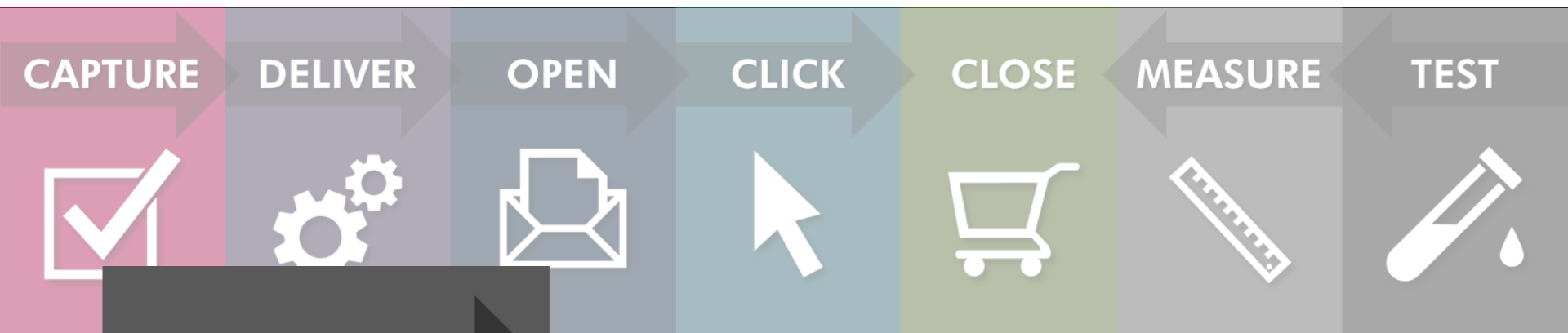
Industry	Spammer
Do Not Email	
Do Not Call	
Years In Business	
Comments	2012-05-24 16:02:10I am a woman who uses unsolicited emails to spam people.

# Hello...My Name is Spammer

Name	Rachel Hoppe	☆ <a href="#">in</a>
Email	<a href="mailto:rachelhoppe@avidxchange.com">rachelhoppe@avidxchange.com</a>	✉
Company	<a href="#">AvidXchange</a>	<a href="#">in</a>
Account Name	No Account	
First Touch Campaign	General	
Conversion Point	Form: Contact Me	

Find the Humor & Have Some Fun!

Industry	Spammer
Do Not Email	
Do Not Call	
Years In Business	
Comments	2012-05-24 16:02:10I am a woman who uses unsolicited emails to spam people.



## MEASURE

- **Step Five: Measure & Optimize**
  - Determine success of each element of email marketing program
  - Identify & Learn from the leaders to improve the laggards
  - Focus and target your resources on key drivers

# Manage What You Measure



- Example of InBound Website Traffic & Conversion Rate to SQL

InBound Website Metrics			
<u>9.14.12 to 9.20.12</u>	<u>Filtered Traffic</u>	<u>Total Unique Page Visits</u>	<u>% Of Traffic</u>
All Visitors	2,445	2,445	100.00%
Minus Career Visits	2,291	154	93.70%
Minus Partners Visits	2,247	44	91.90%
Minus Supplier Visits	2,210	37	90.39%
Logins	968	1,242	39.59%
<b>TOTAL Visitors (After Filtered Traffic):</b>	<b>968</b>	<b>39.59%</b>	
SEM Form Submissions	4	(no error submissions)	
Total Inbound SQLS	13		
This Week's Conversion Rate	1.34%		
Phone Calls	5		
Total Form Submissions (All Submissions)	54		

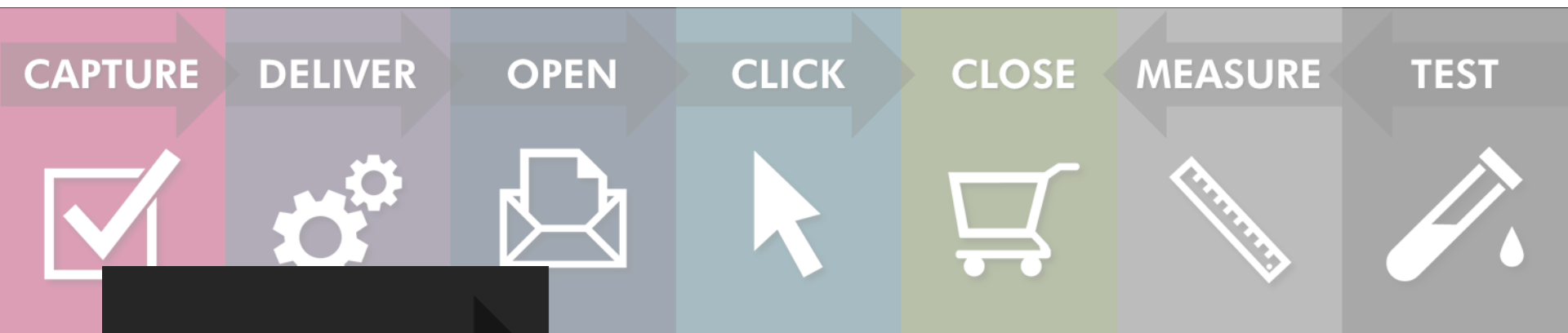
# Manage What You Measure



- Example of InBound Website Traffic & Conversion Rate to SQL

InBound Website Metrics			
	Filtered Traffic	Total Unique Page Visits	% Of Traffic
<u>9.14.12 to 9.20.12</u>			
All Visitors	2,445	2,445	100.00%
Minus Supplier Visits	2,210	37	90.39%
Logins	968	1,242	39.59%
TOTAL Visitors (After Filtered Traffic):	968	39.59%	
SEM Form Submissions	4	(no error submissions)	
<b>Total Inbound SQLS</b>	<b>13</b>		
<b>This Week's Conversion Rate</b>	<b>1.34%</b>		
Phone Calls	5		
<b>Total Form Submissions (All Submissions)</b>	<b>54</b>		

## Outbound Programs Drive Inbound Traffic & Conversion




- **Step Six: Test & Learn**
  - Test Everything
  - Start with Content Optimization
  - Run A/B split tests to continue to learn and optimize


# Example: Testing Landing Page Layout



Treatment A

Call Us 704.971.8128

**You're 45 days away from a revolutionary change!**



### There's a method to our madness.

We know that change is scary, but our team of specialists have taken the "scary" out of implementation by developing plans that are personalized with methods that are proven. It's perfectly normal to wonder how transitioning to an automated process will effect your day-to-day operations. This webinar is designed to give you an insider's look at implementation from the people in our company that actually facilitate them!

The 45 implementation is broken down into three phases:

**Phase I** Days 1 - 15: **Data Collection** During this phase you would provide your charts of accounts, vendor lists, and entity lists. A lot of clients use this time to clean up their data as well.

**Phase II** Days 16 - 30: **Configuration** No two companies are the same, that's why we spend time assessing your current workflow and build a process that mimics your current workflow and approval processes. Therefore you can operate just as you do today, minus the paper and headaches. During this phase we test the integration between AvidXchange and your accounting system. All tasks required for this phase can be completed 100% remotely through a series of webinars that were designed specifically with you in mind.

**Phase III** Days 31 - 45: **Testing and Training** We give you all the tools you need to be successful in training your team, and it can typically be accomplished in as a little as a one hour webinar.

### You could be done! Get the automation conversation started by attending this webinar.

When: Wednesday, June 13<sup>th</sup>, 2:00 PM

Webinar Name: 45 Days to Freedom

Topic: Hear firsthand from a Senior Project Manager about how easy the implementation process is for our clients, and how easy it can be for you!

Hosted By: AvidXchange's Senior Project Manager, Josh Krogh

**Register today! Save the date: 6/13 @ 2PM EST!**

First Name\*

Last Name\*

Email\*

Job Title\*

Phone\*

Company\*


Number of invoices per month

Industry\*

State\*


[Reserve Your Free Seat](#)

Control

Contact Us 704.971.8128

## 45 Days to Freedom!

Register today! Save the date: 6/13 @ 2PM EDT!



Implementation is broken down into 3 phases:

- ✓ Data Collection
- ✓ Configuration
- ✓ Testing and Training

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We know that change is scary, but our team of specialists have taken the "scary" out of implementation by developing plans that are personalized with methods that are proven. It's perfectly normal to wonder how transitioning to an automated process will effect your day-to-day operations. This webinar is designed to give you an insider's look at implementation from the people in our company that actually facilitate them!


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Ranked 186th  
Top Software Company



**Reserve your Free Seat**

Discover how AvidXchange is revolutionizing the way you pay bills.

First Name

Last Name

Email

Phone

Company

Number of invoices per month

State


Industry


Job Title


[Register](#) All fields required.


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Our clients and their success stories










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#SherpaEmail



# Webinar Landing Page: Results



**152% increase in Conversion Rate**

*Treatment A out-performed Control*

45 Days to Freedom Landing Page	Conversion Rate
Control	6.94%
Treatment A	17.5%
<b>Difference</b>	<b>152%</b>



**What You Need to Understand:** Be specific and get to the point





- **Step Seven: Keep Your Eye on the Goal**
  - Optimize revenue performance
  - Collaborate with Sales
  - Work backwards from SQL to determine your target prospects and nurturing program

# Example: Lead Plan 2012 & Assumptions

Marketing Lead Plan 2012					
2012 Affected Revenue SQL Plan Number: 1,615 = 97 Closed Deals		Total SQLs by Per Quarter			
Type	Program Mix	Q4 2011	Q1 2012	Q2 2012	Q3 2012
Outbound	Webinar-AvidX (WBA)	25	85	105	205
Outbound	Webinar-Sponsored (WBS)	1			10
Outbound	Email Campaigns (EMC)	0	15	30	30
Outbound	Email Survey-to-Lead (ESL)	63	40	N/A	N/A
Outbound	Tradeshows (TRS)	76	85	185	N/A
Outbound	AvidXchange Conferences (AUF/AUC)	N/A	N/A	5	10
Outbound	Other: (OTR, PTR, OMC)				
InBound	InBound Call/Email/Form Submission	75	150	175	245
	Web Greeter - Chat Transcript				
	SEO/SEM				
Total SQLs Per Quarter		240	375	500	500
		Subtotal			1615

2012 Marketing Lead Plan			
Assumptions	Learnings in 2011	Plan in 2012	Confidence Level
Attendees (SQLs)	28% of OutBound Campaigns Email Total = 50% of Campaigns	60% of Outbound Campaign Email Total = 50% of Campaigns Opportunities	60%
Throughout the year as well as CoRADvisors, scheduled 2 Realcomm	Don't have significant Data - Approx 6 WBS	2 Committed Webinars; See this as an area for Opportunity	90%
Q3 - These are a low priority	31% of OutBound Campaigns Email Total = 5.3% of Campaigns	35% of Outbound Campaign Email Total = 9% of Campaigns Opportunities	50%
Relied heavily on ESLs conversion rate from the plan has altered	41% of OutBound Campaigns Email Total = 10.5% of Campaigns Opportunities	5% of Outbound Campaign Email Total = 5% of Campaigns Opportunities	90%
of Q4 2011 data of historical Data of anecdotal evidence this plan	10% of Show Attendees turned into SQLs	10% of Show Attendees to SQLs - Attending 12 Shows in 2012	100%
number, an increase in Conversion from SQLs to Closed Deals will be top priority. There are a number of tradeshows that are vertical specific and will affect the revenue tied to that vertical. For example: Realcomm (REL), FMS (BNK), Convergence (GP)	6 Total SQLs from AUF/AUC	With a dedicated resource in the MKT team and start earlier, MKT will achieve 15 SQLs	100%
Plan created off the Prospect Track...Does not include SQLs from Reps. These will be created through Marketing	Averaged 1 per day InBounds; Highest Quality Leads	increase to 2 per day on average over the next 3 Quarters; will achieve this through tweaked messaging, keyword selection, media coverage i.e. Press Releases	50%
645 SQLs expected in 2012 from all InBound programs. 75 SQLs were already counted in Q4 of 2011. The plan is to double the 75 in the first quarter and have a steadily increase per quarter for the remainder of the year. Not completely sure how this will be achieved but have confidence the plan is achievable			
Total Confidence			77%

# 4 Tips to Stay Focused & Win as a Team!

## 1. Collaborate with Sales:

- Provide Sales with a non-threatening way to provide Marketing with feedback... good, bad and ugly... and then be open to hearing it

## 2. Always ask Why:

- To the point of being a broken record... while seeking to understand and ask why so many times you are forcing yourself to slow down and listen

## 3. Take Time to Stop and Analyze the Data:

- Throughout the month, quarter and year... you may just find your smoking gun in all the data!

## 4. When You're Overwhelmed:

- Stop, Breathe, Take in what you've accomplished and then dive back in for round 2,3,4 or even 25

# So What Happened

## 2012 Marketing Results:

- Increased SQL Volume by **105%**
- Increased SQL to 1<sup>st</sup> Meeting Conversion Rate from 20% to **74%** for a **270% increase in conversion**
- **68%** of New Revenue Sourced Through Marketing
- Sales Reps Value SQLs from Marketing
- Marketing Receives **High-Fives** from Sales Reps after every Closed-Won deal!

# Thank You

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