

GET TO MARKET FAST

# Behind the Scenes at Adobe



Field marketing tips and tricks from the Marketo Engage team



# When a potential customer chooses your company, it comes down to a lot more than your products and pricing.

That's especially true for B2B companies. In fact, according to research by SiriusDecisions, **80 percent** of B2B buying decisions are based on a buyer's direct or indirect customer experience, and only **20 percent** are based on the actual offering or the price.<sup>1</sup> Field marketing plays an integral role in that experience by creating event strategies that build connections throughout all stages of the buyer's journey.

Field marketers must consider which events best match each stage of the buyer's journey, and ensure that the right prospects and customers are attending. When members of the Adobe field marketing team host Marketo Engage events, they routinely hear these questions from marketers:

 <p>How do you get people to attend your events?</p>	 <p>What are you doing differently than other companies?</p>	 <p>How do you measure success?</p>	 <p>How are you enabling your field?</p>
<p>This guide is inspired by these conversations. It covers tools, tips, and tricks road-tested by the field marketing team that can transform your field marketing strategies and get better results.</p>			

<sup>1</sup>2017 Global CMO Study," SiriusDecisions: [https://intelligentgrowth.siriusdecisions.com/marketing-executive/cmstudy?utm\\_source=SDWebsite&utm\\_medium=SDBlog&utm\\_campaign=playbookig&utm\\_content=SDBlogCTA&utm\\_term=2017CMOStudy](https://intelligentgrowth.siriusdecisions.com/marketing-executive/cmstudy?utm_source=SDWebsite&utm_medium=SDBlog&utm_campaign=playbookig&utm_content=SDBlogCTA&utm_term=2017CMOStudy).

## MEET THE MARKETO ENGAGE FIELD MARKETING TEAM AT ADOBE.



**Caroline Hull**

Director, Commercial Field and Partner Marketing  
Data-Driven Field Marketing Leader and Pipeline Accelerator



**Shannon Jasper**

Field Marketing Manager  
Experience Creator and Brand Builder



**Esther Kim**

Head of Field Marketing, Marketo Engage  
Passionate B2B Marketing Strategist and Experience Architect



**Brittany McKeighan**

Events Campaign Manager  
Campaign Optimizer and Marketo Program Creator Extraordinaire



**Josh Millward**

Field Marketing Manager  
Event Maker and Marketing Enthusiast



**Shannon Taschereau**

Senior Field Marketing Strategist  
Event Logistics Expert and Analytics Aficionado

# Field marketing myths and truths

One of the most common misconceptions about field marketing is that it's only about managing on-site event logistics. Shannon T explained, "We're continuously analyzing data to make sure we are hosting the right events and getting the right people to attend them." Caroline H added, "Making sure events run smoothly is just one part of what we do. We also build holistic event strategies and structure events specifically to support a variety of revenue goals."

## MYTHS:

- The focus is squarely on event logistics.
- You can reach your registration goals with a single email blast.
- People who RSVP almost always go on to attend your event.
- Once you've attracted a lot of attendees, your job is done.

## TRUTHS:

- You need to design a holistic strategy for all your events.
- It's vital to create interest at every step of the customer journey.
- You must partner closely with sales to help grow and accelerate their pipeline.
- It's important to analyze your event data to optimize your performance over time.



"We're continuously analyzing data to make sure we are hosting the right events and getting the right people to attend them."

— Shannon T

# Get to know the sales funnel

Events are not a one-size-fits-all proposition. In theory, a single large tradeshow will generate a massive amount of new leads and accelerate deals—but the Adobe team recommends a more targeted approach, a mix of both large and small, intimate events. They tailor programs specifically for the **Top Funnel (ToFu)**, **Middle Funnel (MoFu)**, and **Bottom Funnel (BoFu)**, meeting prospects wherever they are on their buyers' journey. This means a separate event strategy is built for each stage.

Here is how the field marketing team maps out the sales funnel for Marketo Engage:

## ToFu:

**Hello, nice to meet you.**



This is where it all begins: a prospect or customer might know Adobe as a company but isn't familiar with Marketo Engage, its marketing automation solution. Field marketing creates brand awareness, adds new names to marketing lists, and starts sourcing the pipeline. The net is cast the widest here, working with partners across the marketing organization—think tradeshows and conferences, happy hours, third-party sponsored events, and direct mail.

## MoFu:

**Let's get to know each other better.**



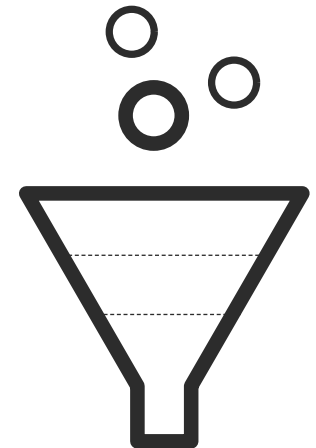
Now that Marketo Engage has been introduced, the focus is on understanding the interests of our prospects, and developing educational and engaging content around those interests. This is the time when new opportunities are nurtured to accelerate the pipeline with more personalized experiences. These may include lunch- (or brunch-) and-learns, roadshows, hackathons, workshops, panel discussions, and highly targeted direct mail.

## BoFu:

**Let's be friends.**



At this point, prospects at a named or targeted account are warmed up enough to understand who Adobe is and how Marketo Engage could help their business. They likely have a strong relationship with Account Executives (AEs) or others in sales. This is where the company develops closer ties and invites customers and prospects to intimate, tailored experiences such as sporting and celebrity chef events and wine tastings.



### TOP

**FOCUS:** Brand Awareness  
**GOAL:** Net New Names/Business  
**APPROACH:** Direct Mail

### MIDDLE

**FOCUS:** Cross-Sell/Upsell  
**GOAL:** Existing Opportunities  
**APPROACH:** Content

### BOTTOM

**FOCUS:** Retention  
**GOAL:** Pipeline Closed  
**APPROACH:** Intimate Events

# Set performance goals

Once you've defined your strategy for each stage of the sales funnel, it's time to set some goals for each event—or for multiple events that can be grouped into programs. The team explained that goals can include building new pipeline, accelerating existing opportunities, or both.

"In the past, field marketing has had a focus on acceleration-focused events," said Esther K. "But we're trying different

tactics not only to move the pipeline forward, but to build it too." Shannon T noted that she looks at historical data when setting goals and then selects which events are likely to perform well with key audiences. "Data," she said "is a really important part of what we do."

**"We always look at our historical analysis. We don't make any decisions without it. You've got to use the information that you have to guide future decisions and stay on the right track."**

— Caroline H

## WHY FOCUSING ON THE FUNNEL IS SO IMPORTANT

When events are designed for each stage of the journey, leads can be nurtured over time, and prospects who may eventually go on to buy aren't abandoned. In fact, companies that excel at lead nurturing generate **50 percent** more sales-ready leads at a cost that's **33 percent** lower.<sup>2</sup>



<sup>2</sup> <https://www.marketo.com/definitive-guides/lead-nurturing/>

# Make event execution flawless

Once you have an event strategy, it's crucial to execute it consistently and respond rapidly when things don't go as planned. "Field marketing requires flexibility and the ability to pivot quickly when market conditions change," Shannon T observed.

Here is how Adobe's field marketing team ensures that their events for Marketo Engage run smoothly and that they achieve their goals:

## Leave enough time to promote your events

One of the most important elements of any event is allowing enough time to promote it and recruit the right number

and mix of attendees. Typically, you'll need six to eight weeks of lead time for an in-person event—three to four weeks for a virtual event. "You've got to give yourself enough time," Brittany M said, "or it's a recipe for problems."

## Divide and conquer with sales

Each part of the sales funnel requires different strategies, but they all have one thing in common: field marketers partner closely with sales to drive registration and meet attendance goals. Here are common examples from Adobe's Marketo Engage team:

- **ToFu**—For large events like tradeshows, field marketing secures a show registration list and sends invites to

targeted accounts, encouraging them to visit the Marketo Engage booth and sessions.

- **MoFu**—For content-focused events, field marketing partners closely with sales to send invites to target accounts as well as other key audiences to generate pipeline. Sales invites their open opportunities and also sets up time to meet on site with those prospects.
- **BoFu**—For small, intimate events, field marketing works closely with AEs to invite top prospects from target accounts. "We rely heavily on sales to drive attendance with that personal touch," Josh M noted. "AEs have the relationship, so we let them lead on this."

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## Remind (and remind again)

Beyond the nuts and bolts of driving registration, there's no guarantee that attendees will come to an event. However, Adobe field marketers have a tried-and-true reminder formula for their Marketo Engage events.

"We have a reminder strategy that works really well for us," Brittany M offered.

"We send out two reminder emails—one a week before and one the day before. There are a few benefits to this. The first email has key logistics information but can also trigger the person to remember if they have a conflict." If they can no longer attend, field marketing can try to backfill the spot if there's a waitlist. "There's nothing worse," she observed, "than having people waitlisted for an event when there are actually spots available."

Shannon T recommends encouraging AEs to remind their key account prospects to attend the events they've committed to. Using Marketo Engage, "You can share reports that indicate which recipients have opened reminder emails and clicked through to logistical information," she elaborated.



"There's nothing worse than having people waitlisted for an event when there are actually spots available."

— Brittany M

# Boost registration results

Explaining how he accelerates registration goals, Josh M noted “We always have levers we can pull to give attendee registration a boost.” Here are a few approaches that Adobe field marketers use to increase attendees:



## Revise the attendee profile

Mix in additional or similar titles at the same account or at other target companies.



## Recruit a partner to help

Partners who are sponsoring or participating in an event are motivated to help fill the room.



## Work with other teams

Call in your customer success and marketing teams to fill those last spots at an event.



## Add digital marketing

Make that last push using organic and targeted social, or a targeted web banner ad.



**“We always have levers we can pull to give attendee registration a boost.”**

— Josh M





# Track performance, follow up, and get feedback

After an event, it's important to follow up quickly and assess your performance. Many field marketers say this is one of the most challenging aspects of the job. In fact, more than half (55 percent) admit to thinking that they don't measure the success of their events well enough.<sup>3</sup> Effective performance tracking typically requires scoring leads and then comparing the number of qualified leads you've gathered to your event goal.

Follow-up involves passing the most qualified leads on to sales and delivering relevant post-event communications to both attendees and no-shows. In addition, the team emphasizes that it's critical to get feedback from both attendees and sales reps.

Here are some examples of post-event follow-up from each part of the funnel:

- **ToFu events**—For large tradeshows, the Adobe field marketing team uses Marketo Engage to track leads and share notes with sales—for example, whether leads stopped by the booth, watched a demo, asked for product information, etc. “These are the small details that result in a more personalized experience during follow-up,” said Shannon J.
- **MoFu events**—After a Marketo Engage-focused content event, the Adobe field marketing team reaches out to attendees and no-shows with one of two emails. Attendees receive an email message with next steps, such as further information

and direct contact information for an AE. No-shows get an invitation to an upcoming session, panel or the latest content asset because, as Esther K explained, “The most important thing is to keep the conversation going.”

- **BoFu events**—Because these are small events where the AE owns the relationships, the Adobe team recommends that the sales people follow up with attendees. But the field marketers always circle back with sales to find out if this event accelerated the pipeline or resulted in closing a deal.

“The most important thing is to keep the conversation going.”

—Esther K

<sup>3</sup> EventMB, 2019.

# Just say no to siloes

Of course, field marketing cannot work on its own. The team collaborates with key groups across the organization, the Marketo Engage customer base, and company partners, all of which are essential to event success.

Here are some examples of how teams can collaborate:

- **Sales and business development**—Field marketing partners with AEs and Business Development Reps (BDRs) to plan the right events for key accounts and drive attendance. “If an AE wants an event in a certain region, we can look at the data and figure out if it makes sense or if it should be in another area. Working together helps us make those decisions for the best outcomes,” said Esther K.
- **Customer enablement**—Field marketing works with this team to have customers in

attendance. Customers are highly credible advocates, and they can often make the case for your product more effectively than sales or marketing.

- **Customer marketing and advocacy**—These teams build user communities and recruit customer champions and can help field marketing plan event content. “The organically grown Marketo Engage User Groups (MUGs) provide helpful insight into our content strategy for events, and they’re a rich source of potential speakers and attendees,” said Caroline H.
- **Marketing operations**—Field marketing and marketing operations usually team up to make sure that leads captured at events are entered accurately into the central marketing automation database, and that lead-scoring and revenue attribution models are implemented correctly.

- **Partners**—Channel and solution partners co-sponsor events. They can share promotion and follow-up duties, source speakers, and, in many cases, share qualified leads.

“If an AE wants an event in a certain region, we can look at the data and figure out if it makes sense or if it should be in another area. Working together helps us make those decisions for the best outcomes.”

— Esther K



# Invest in the right technology stack

For field marketing activities to scale, automation is critical. It can help you do a lot more in less time, stay organized, and (most importantly) track your performance to provide insight into which events work best for your goals. In fact, the vast majority (86 percent) of event marketers believe that technology can have a major positive impact on the success of their events.<sup>4</sup>

The Adobe field marketing team for Marketo Engage relies on a suite of core technologies, including the following:

- A CRM platform
- A marketing automation platform
- An event management platform
- A revenue attribution application

Many field marketers will need more than this suite. For instance, organizing virtual events may require these additional technologies:

- An interactive webinar/live event platform
- A personalized video solution
- A digital event targeting and promotion platform

“As field marketers, we welcome trying out new technologies that may help enhance our event experiences,” Brittany M remarked. She added that her team is now experimenting with new platforms to support their growing emphasis on virtual events.

## HOW MARKETO ENGAGE SUPPORTS FIELD MARKETING

The Adobe team doesn't just help market Marketo Engage—they also use it every day to support their own field marketing programs. They rely on Marketo Engage to do these tasks:

- Launch and track all event promotions, including ad campaigns
- Identify audiences that may be likely to attend a particular type of event
- Get early warnings when events are not attracting enough registrants
- Provide updates to AEs, sales teams, and other teams
- Manage follow-up activities such as smart campaigns
- Evaluate the success of past events
- Attribute revenue to events

<sup>4</sup>Endless Events, 2018.

# Stay nimble and get ready for what's next

There is truth in the saying “the only thing that is constant is change.” That is certainly the case for Adobe’s Marketo Engage field marketing team as it thinks about its event strategy. Virtual events, for example, have become an integral part of the field marketing mix and are expected to continue in the future. “It’s crucial to build a hybrid strategy that includes the right mix of in-person and virtual events so we’re engaging with our prospects and customers in different ways,” said Shannon J.

“Never underestimate how useful virtual events can be, especially if there is a need to pivot from in-person events or create an event with a tight turnaround time to increase revenue,” added Josh M. “For virtual events, content and engagement are

everything. And they can be as special and as personalized as an in-person experience—think virtual guided cooking experiences, or a virtual one-on-one wine education and tasting with a sommelier.”

Ultimately, there is no one best approach for events, just as there’s no magic formula for successful field marketing. Adobe’s Marketo Engage team relies on a combination of proven methods and innovative strategies informed by customer data and emerging industry trends. Field marketers must learn new skills, adopt new technologies, and test new and creative event strategies to achieve our primary goal: helping sales accelerate opportunities and close new customers.



**“It’s crucial to build a hybrid strategy that includes the right mix of in-person and virtual events so we’re engaging with our prospects and customers in different ways.”**

— Shannon J



## ADOBE EXPERIENCE CLOUD

Leveraging deep customer intelligence, Adobe Experience Cloud gives you everything you need to deliver a well-designed, personal, and consistent experience that delights your customers every time you interact with them.

Built on the Adobe Experience Platform, leveraging Adobe Sensei machine learning and artificial intelligence, Adobe Experience Cloud gives you access to the world's most comprehensive suite of solutions across three clouds—Adobe Analytics Cloud, Adobe Marketing Cloud, and Adobe Advertising Cloud. And because it's from Adobe, it's integrated with Adobe Creative Cloud and Document Cloud so that the design of a great experience is inextricably linked to its delivery.

## MARKETO ENGAGE

Marketo Engage, as part of Adobe Experience Cloud, offers the solution of choice for lead management and B2B marketing professionals seeking to transform customer experiences by engaging across every stage of complex buying journeys. Natively supporting both lead and account-based marketing strategies, Marketo Engage brings together marketing and sales in a comprehensive solution designed to orchestrate personalized experiences, optimize content, and measure business impact across every channel, from consideration to conversion and beyond.

To learn more about Marketo Engage, the vast community of passionate marketers in the Marketing Nation, and our robust partner ecosystem, visit [marketo.com](https://www.marketo.com)

