

EBOOK

Power Up Your Customer Experience with Marketo Engage

If your marketing automation solution is failing to deliver a great customer experience, Marketo Engage can help



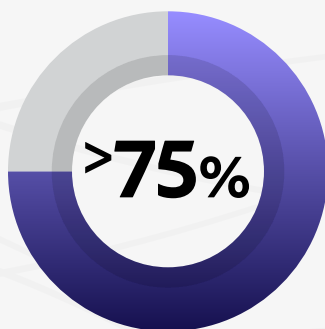
Your customers are still trying to adjust to the “new normal.”

Now more than ever, they want highly targeted, personalized content—and they’re ready to bolt if they don’t get it. During the pandemic, more than 75 percent of consumers so far have tried new brands, places, or ways to shop.¹

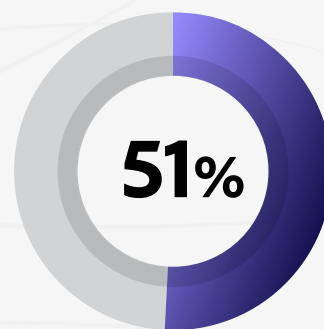
And yet, while marketers agree that a great digital experience is essential to future growth, many businesses can’t make it work. Only 12 percent of marketers overall are “very” or “extremely” satisfied with the level of personalization in their marketing efforts.² And almost half of B2B marketers say their marketing is not fully personalized.³

Often, the reason digital experiences don’t fully succeed is the lack of the right marketing automation solution—or any solution at all. Just over half (51 percent) of businesses, on average, were using marketing automation in 2019.⁴ Still more were—and still are—struggling with limited and inflexible systems. Fortunately, adopting a marketing automation solution, or switching to a better one, is a proven way to improve your digital experience dramatically and achieve higher returns on your marketing investment.

This eBook explains where marketing automation commonly falls short—and how Marketo Engage, a powerful marketing automation solution for high-growth businesses, can elevate your customer experience and your results.



of consumers have tried new brands, places, or ways to shop since the pandemic began.¹



of companies in 2019, on average, were using marketing automation.⁴

Scale quickly, even with limited resources

Despite challenging economic times, many businesses today are actually growing and quickly acquiring new prospects and customers. This is especially true for businesses that allow their customers to buy online. According to the Adobe Economic Index, online sales grew 76.2 percent YoY in June 2020.⁵

Without the right marketing automation solution, you will have difficulty turning an influx of leads into sales, or new customers into loyal ones.

The trouble with too many leads

Let's say that prospects are visiting your website and filling out your lead capture form in record numbers. Or perhaps they're buying a low-cost introductory product. That's good news, right?

Not always. If you simply pass all of these leads to your sales team with no way to effectively prioritize them, your team could become overwhelmed. Likewise, if you put all your leads into the same generic nurture sequence, you may miss important behavioral cues, inadvertently prompting them to unsubscribe from your list or even check out the competition.

A better way to scale

With a powerful marketing automation solution, you can apply a scoring model to automatically identify the leads that require immediate follow-up from sales and those that should go back to marketing for nurturing. Plus, if your marketing automation solution allows you to create automated nurture sequences, you can provide value to lower-priority leads as well—without overburdening marketing or sales.

Marketo Engage supports multiple scoring models for both leads and accounts, and its Smart Campaigns feature lets you automatically run multi-channel nurture campaigns triggered by prospects' behaviors. It can make the difference between marketing that's "good enough" vs. marketing that drives growth and achieves measurable ROI.

“Marketo is the industry standard for a reason. It's foolproof, and that's crucial. Lead scoring and campaign workflows are consistent and very easy to understand.

Derek Ries

Principal, Marketing Operations
BetterCloud

[Read the full case study.](#)

Respond to changing markets and customer needs

Today's marketers must be ready to respond to unexpected events and evolving customer needs. In some cases, this can be as easy as sending out an email. But, in others, you may have to re-create most of your marketing campaigns, change your messaging, and adjust the mix of channels you employ.

Without a powerful marketing automation solution—or with an inflexible automation platform—adjusting old campaigns and quickly building new ones could max out your team, especially if it's small.

When changing direction takes days or weeks

Imagine that the way your company fulfills orders has changed. Fulfillment may take longer, and customers may have new options for receiving their product. Not only do you need to inform customers of the new way fulfillment works, but your marketing must keep up with the new reality as well. Messages about rapid fulfillment may need to be de-emphasized in favor of new ones highlighting flexibility.

But your marketing automation platform may be too inflexible to change directions quickly. It could take days or even weeks to get the right messages out to your customers. In the meantime, customers might become irritated when the so-called fast shipping they expected is no longer available—or confused when faced with new pickup and delivery options.

A more agile approach

With the right kind of marketing automation solution, you can easily clone and edit campaigns, and you can set up new multi-channel campaigns within an hour or two rather than taking days or even weeks. You can also initiate marketing based on customer actions—for example, a data sheet download upon purchase. As a result, customers will get appropriate marketing and accurate information.

Marketo Engage is easy to use and lets marketers rapidly edit campaigns, quickly build new ones (in some cases 30 minutes or less), and prompt customer behavior-based marketing activities for a more relevant experience.

Televerde is a global demand generation company with a unique business model. They provide opportunities for incarcerated women to gain marketable business and technical skills that help them get hired as they are released from prison.

With Marketo Engage, Televerde is doubling their overall marketing productivity, with the potential for more efficiency gains in the future. Previously, setting up a campaign—building out the forms and landing pages, connecting the pieces, and completing all testing—took up to two hours. With Marketo Engage, the same process takes just 30 minutes.

[Read the full case study.](#)

Get marketing and sales on the same page

When marketing and sales are working together, your customers can hardly tell the difference between a “marketing” experience and a “sales” experience—they just know that they’re interacting with your brand and having an experience that is both positive and consistent.

But if your marketing automation solution is underperforming, your marketing and sales teams may work at cross purposes. Your customers may hear different messages from marketing and sales teams and receive duplicate—even



Marketo is really helping change the relationship with sales. We’ve got common agreement about what needs to be done to win. It gives them a real powerful insight to go and have meaningful conversations with our customers.

Alex MacAdam

Marketing Leader and Operations Specialist
Fujitsu

[Watch the video interview.](#)

Marketing and selling blind

Imagine your marketing team carefully nurtures all its leads, prompting them to reach out to sales for a product demo. As a result, many of your prospects will, in fact, book a demo. However, if you keep sending nurturing emails to prospects who are already in touch with sales, your company will look disorganized and even disrespectful of its customers’ time.

Now imagine another scenario, one in which sales teams receive leads without a detailed record of their interactions with marketing. A sales rep could easily reach out to a prospect and suggest they read a collection of blog posts and reports—which may have already been sent from marketing. Once again, your company will look like it doesn’t care enough about its customers’ and prospects’ valuable time.

Marketing and selling with complete visibility

With a powerful marketing automation solution, both marketing and sales can see the details of each customer’s journey. Nurture sequences automatically shut down when prospects start talking to sales and may automatically kick in again when leads are recycled back from sales to marketing. Likewise, sales has insight into each prospect’s interactions with marketing, including all the content they’ve already consumed.

Marketo Engage is designed to keep marketing and sales fully in sync. It integrates with popular CRM systems, and it allows your sales team to see each prospect’s complete history with the marketing team, including what they’ve seen on the website, downloaded from email, etc. At the same time, Marketo Engage can listen to sales data and automatically end nurture campaigns for prospects who are actively engaged with sales.

Deliver a highly personalized experience

Today's customers want more personalization than ever. They want personalized content, offers, and email communications. In a Forrester survey of 382 marketing, sales, and operations decision-makers, 85 percent of respondents said that buyers will dismiss a seller in the first interaction if they don't receive tailored information.⁶

Personalization is also critical for businesses that pursue account-based marketing strategies. On average, six people are involved in most enterprise buying decisions. A typical buyer's group includes people with different roles (IT, finance, sales, etc.) and interests. Unfortunately, generic, one-size-fits-all content and messaging will not be exactly what anyone in the buyer's group is looking for.

Without a dynamic marketing automation solution, it is virtually impossible to personalize content and communications accurately and at scale.

Wrong content, wrong person, wrong time

Let's say that your content team has just created an excellent new report on the enterprise version of your latest product. It includes all kinds of technical details and insights into how it makes life easier for end users. It does not focus on ROI or costs.

Now you send a promotional email to everyone in your database, which includes CFOs and heads of procurement. These finance folks will scratch their heads, wondering why you sent them content that has nothing to do with their interests. Even worse, you may end up confusing your small business prospects who aren't eligible for all your enterprise-level features.

The right information at the right time for every customer

Fortunately, a dynamic marketing automation solution lets you segment your prospects and customers by interest, geography, company characteristics, behavior, and more. It allows you to create detailed profiles of your prospects so you can send them highly targeted content and offers. Smart marketing automation platforms also incorporate AI, so they can predict the types of content each prospect most wants at any given time.

Marketo Engage can help you personalize all your marketing efforts. It allows you to segment your database according to multiple criteria, including behaviors such as interactions with content and with sales reps. It also comes with Predictive Content, which uses AI to identify content your customers are most likely to engage with, and Predictive Audiences, which can help you target the customers most likely to attend your events.

Hatch, a major provider of learning materials for young children from infancy to kindergarten age, used Predictive Content to increase their prospects' content consumption, nurture and educate their prospects to accelerate the sales cycle, and generate more qualified leads.

Personalized web campaigns alone brought Hatch an additional 10 percent in new marketing leads and \$100,000 in new opportunities. The company also saw an 18 percent increase in clicks on recommended content. Its top-performing Take a Test Flight campaign created \$400,000 in open opportunities—and 33 percent of those led to sales.

[Read the full case study.](#)

Target the right accounts

Account-based marketing (ABM) can take your marketing game to the next level. 87 percent of marketers who measure ROI say that ABM outperforms every other marketing investment.⁷ It can also dramatically improve the customer experience, because ABM often entails tailoring content, communications, and offers for each individual company account.

And yet 30 percent of marketers do not use ABM.⁸ This is because many businesses lack a marketing automation solution that allows them to adopt sophisticated ABM strategies, while others struggle with marketing automation solutions that don't support ABM at all.



Bothering people with no budget for your solution

A solid ABM strategy will help you separate those accounts that are ready to buy and engage from those that need more time. This requires a careful analysis of how all the individuals associated with an account have interacted with marketing and sales, as well as their firm's key characteristics.

To conduct this kind of analysis manually with limited data is extremely time-consuming—thus many businesses decide to forego it. Let's say you're one of these businesses, and you decide to prioritize accounts solely by company size. Then you roll out an aggressive marketing campaign to those accounts.

Unfortunately, you might end up bombarding executives with product content and offers they cannot use because, for example, their budgets are frozen. Repeated, this kind of irrelevant communication can turn off customers so much that they will not seek you out when they are ready to buy or upgrade.

Connecting with accounts that are ready to buy

With a powerful marketing automation solution, you can understand the signals that suggest an account is ready to buy. Then you can prioritize marketing and sales efforts accordingly. As a result, you will dramatically improve the customer experience and your conversion rate.

Marketo Engage comes with AI-powered account targeting. It uses sales and marketing data and AI to rank accounts according to their propensity to buy. It supports multiple ideal customer profile models and makes it easy to apply them across all your prospects.

Prove the impact of marketing

Delivering a great customer experience requires resources—and that means protecting your budget. But that can be a challenge during uncertain economic times, especially when leadership teams take a harder look at marketing ROI.

Marketing attribution reports can help you defend your marketing budget by showing how marketing contributes to pipeline and revenue-generating opportunities. This kind of reporting can also help you identify your most successful strategies and tactics, improving marketing's ROI over time.

Of course, it is very difficult to get accurate marketing attribution reports without the right marketing automation solution.

Going with engagement data instead of ROI

To develop accurate marketing attribution reports, you must combine data on your marketing activities with data from your CRM and define relationships between the two. You can do this manually by exporting CSV files from your key systems and pulling them into a spreadsheet, but it can be very time-consuming. It can also be inaccurate if you're working with old or inconsistent data.

In fact, generating attribution reports manually can be so difficult that you may be tempted to communicate your marketing activities' success in terms of engagement metrics—such as downloads, form completions, or even social media follows—instead. Unfortunately, your CEO and CFO may see high engagement numbers as “nice-to-have” vanity metrics rather than an indication that marketing is central to your business.

Understanding the impact of all your channels

With a powerful marketing automation solution, you can create accurate marketing attribution reports in real time that your leadership team will understand. These reports should make it clear that they are based on both marketing and CRM data, and they should express marketing value in terms of both pipeline and revenues. Done correctly, they can make the difference between keeping (or even growing) your budget vs. losing it.

Marketo Engage comes with Marketing Performance Insights, an attribution reporting solution that's highly flexible and easy to configure. You can use it to define virtually any type of marketing activity. And it provides a readable dashboard that identifies your most profitable marketing activities. Reports can also be easily exported into PowerPoint slides and dropped into management reports so you can prove the value of your marketing.





Next steps

To succeed in today's marketplace, you must respond rapidly to changing events and customer needs as you protect your budget and avoid overwhelming your marketing team. But you can't do all of this if your marketing automation solution is holding you back. Switching to Marketo Engage, Adobe's complete solution for lead management and marketing automation, has given businesses of all sizes the tools they need to thrive during today's "new normal" and beyond. Discover what it can do for you:

[Take a self-guided tour of Marketo Engage](#)

¹ McKinsey, August 28, 2020: <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/survey-us-consumer-sentiment-during-the-coronavirus-crisis#>

² Evergage, November 2018.

³ Folloze, March 2020: <https://www.businesswire.com/news/home/20200311005240/en/Folloze-Research-B2B-Marketing-Sales-Teams-Link>

⁴ Emailmonday "The Ultimate Marketing Automation stats" (2019).

⁵ <https://blog.adobe.com/en/publish/2020/07/13/as-online-prices-increase-consumers-purchasing-power-declines.html>

⁶ <https://www.b2bmarketingzone.com/forrester/personalization/stats/?open-article-id=10991074&article-title=-the-future-of-sales-enablement-is-personalization--an-exclusive-preview-of-new-forrester-study-commissioned-by-seismic&blog-domain=seismic.com&blog-title=seismic>

⁷ <https://www.itsma.com/like-fine-wine-abm-improves-with-age/>

⁸ <https://www.demandgenreport.com/resources/reports/new-research-shows-marketers-are-rethinking-nurture-strategies-with-new-channels-and-more-targeted-approaches>

