The Demand Gen Pro's
COOKBOOK 2

MORE TASTY TIPS FROM MARKETING'S MASTER CHEFS

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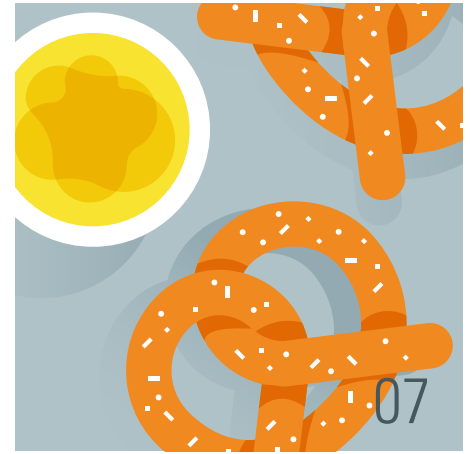
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Kitchen Prep
4 Steps to Align Your Cooks from the Box Kitchen
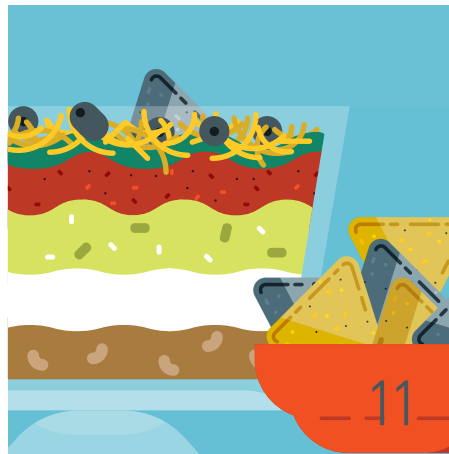
Ingredients

2 ounces Eloqua
1 box CRM
1 box Box
1 tsp Google Analytics
3 pinches Google Apps

TIPS FROM THE CHEF!

Generating high-quality leads for sales is the core function of marketing. Without strong alignment with sales, you're selling yourself short as a marketer and not realizing maximum ROI for the organization.

Whether you're targeting start-ups or Fortune 500 companies, before your marketing dishes can thrive, you need to get your kitchen in order. One way to do this is by aligning your sales and marketing teams. It's hard to assess the effectiveness of your campaigns without proper alignment—even worse, it can lead to poor allocation of precious marketing resources. Box offers four easy steps to help you drive annual recurring revenue by getting everyone on the same page.

Directions

1. Check your tools. Make sure your marketing systems sync with your CRM.

2. Get organized. Call your entire kitchen staff—including campaign managers, operations, and sales leadership—into bi-weekly meetings. Discuss previous initiatives, your successes, and roadblocks. Work with sales to forecast new volume.

3. Between meetings, continue the conversations and stay coordinated. Good communication is key.

4. Keep everyone in the loop with tools like a dedicated Google Group and Salesforce Chatter group.

## Results

A little prep work paid off! Box loves that teams are talking to each other—and how well its alignment program is helping drive revenue through lead generation, forecasting, scoring, and contact nurture. Box measures its success by its amount of marketing-driven annual recurring revenue. The team also gets a granular number of marketing-qualified leads produced through a single tactic.

Master Chef
ANTHONY SCHURZ

@ANTHONYSCHURZ
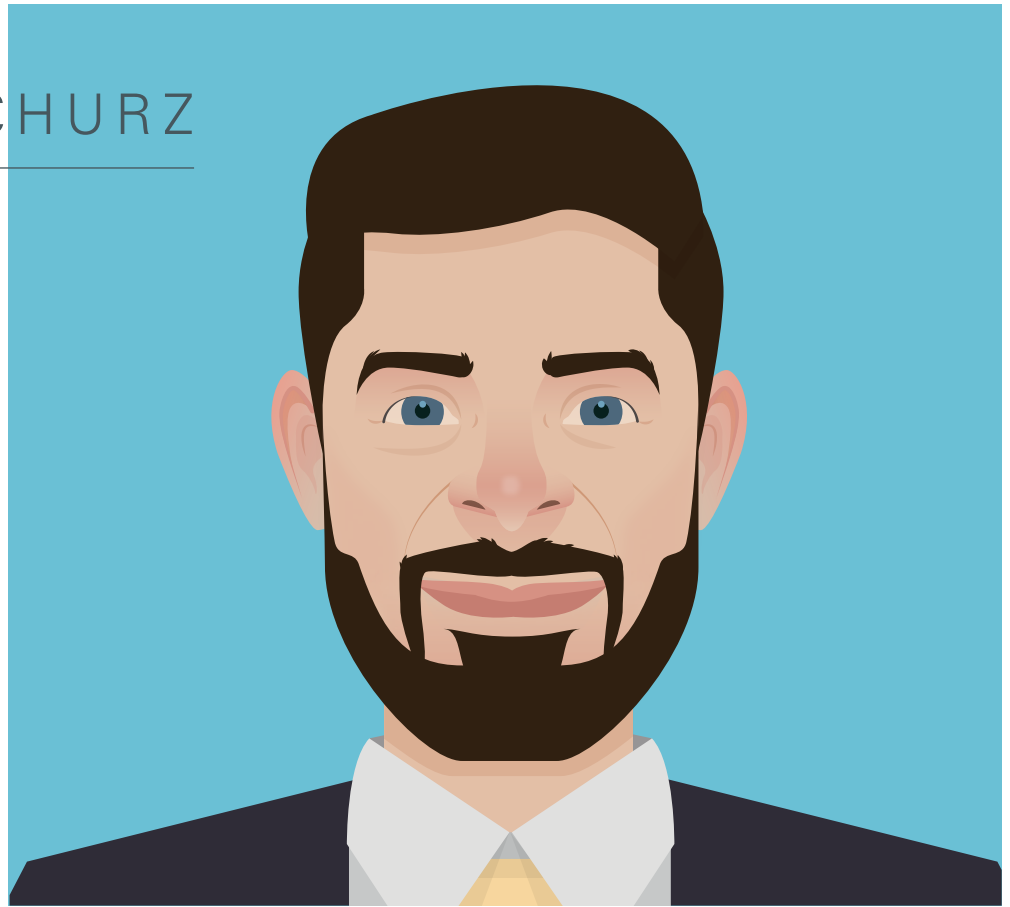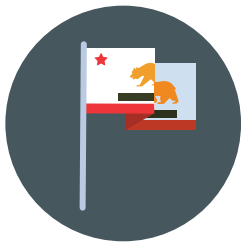
The Kitchen

In Los Altos, California, the creative Box team works demand generation magic with a little help from great coffee and even better software. When they aren't busy delivering marketing leads to sales or creating web forms, landing pages, and emails, they're hard at work cooking up new marketing initiatives.

Hailing from South Bend, Indiana, Anthony Schurz is the Online Marketing Manager at Box. He brings with him three years of experience in demand generation and a love of Thai food. Not only a marketing mastermind, Anthony can also solve a Rubik's cube in less than a minute.

SOUS CHEFS

SUSAN NISHIMOTO

Sr. Director of Marketing Operations, Box
Speciality | Analytics

PATRICK HARLAN

Director of Accounts, Lead Lizard
Speciality | Account/project management

JENNIFER LO

Marketing Automation Manager, Box
Speciality | Email marketing

Shared Experience
Mini Corndogs from the PetRelocation Kitchen

Prep Time 3 – 4 MONTHS

Ingredients

1 lb. Oracle Marketing Cloud
3 pints Eloqua
1 handful of loving affection
from furry friends

Providing an incredible service and going above and beyond for your clients is one thing, but take a page out of PetRelocation's cookbook. This door-to-door pet relocation service shared examples of its excellent service and feedback from happy customers to all prospective clients. This recipe can help
- *Provide help and information to a broader audience*
- *Streamline internal processes & make life easier for your sales team*
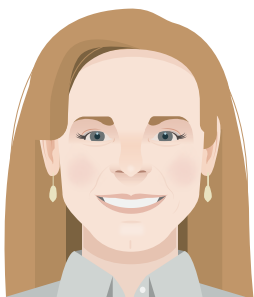- *Capture future business*

Directions

1. Fry up an "Ask the Experts" form so you can receive questions and post the answers to your blog. This will help you identify common concerns and connect with individual customers, while generating content from Q&A's.

2. After each customer completes an engagement with you, send a link to a form on your blog where he or she can share the experience with others.

3. Use these stories in your email marketing program and prominently feature these "incredible experiences" on your site.

TIPS FROM THE CHEF!

Create an open text field for client stories, and give them the opportunity to include a photo and Facebook identity. This way, you can tag them on Facebook when you share their experiences.

Results

PetRelocation's findings showed that normally, 1 in 10 opportunities sign a contract. However, when opportunities received emails with a customer story, that number increased to 1 in 4. Essentially, pet owners were 2.5 times more likely to become customers when they received a story.

- 70% of annual revenue is tied directly to online marketing efforts.
- PetRelocation ranked in the top three searches for more than 365 keywords on Google and in the top 10 for more than 800.
- At 11.4%, User-made Q&A content has the best visit-to-lead conversion rate.
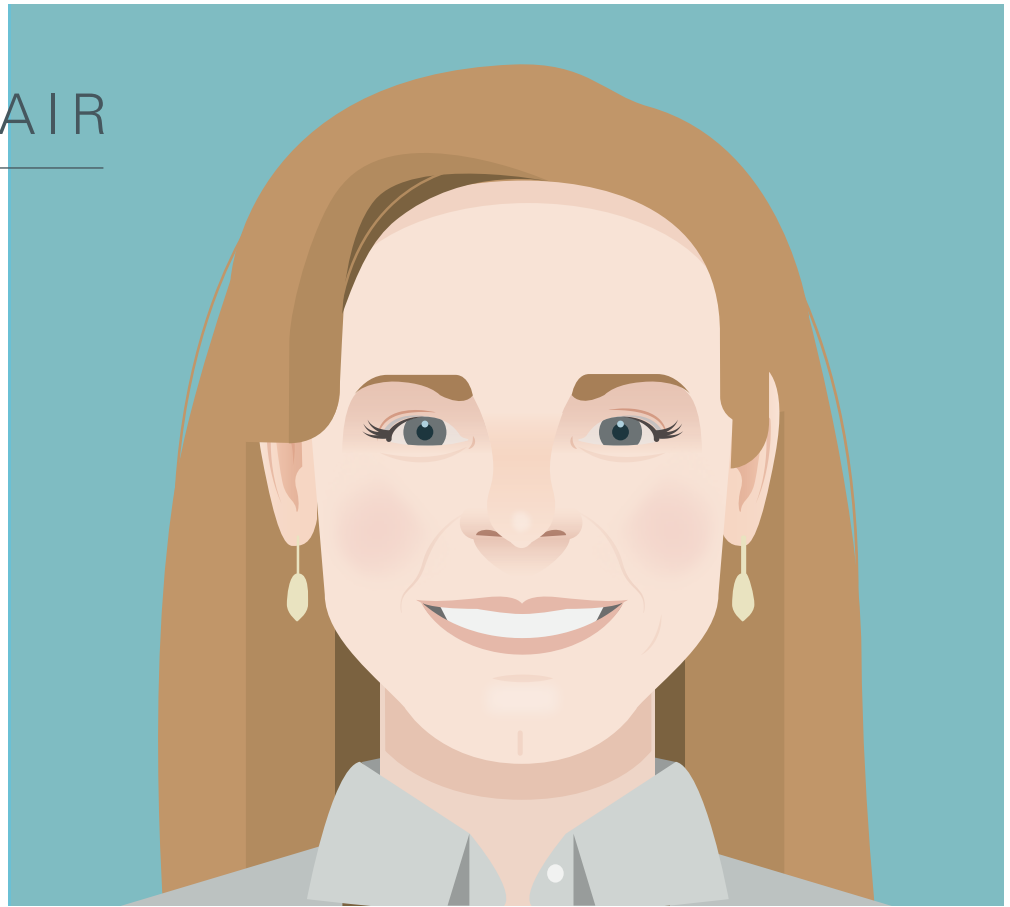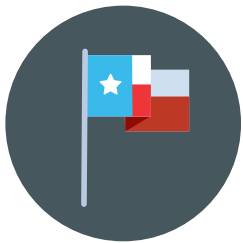
Master Chef
RACHEL TRUAIR

The Kitchen

PetRelocation's resourceful team works in Austin, Texas, but can handle international pet relocation without batting an eye. They are fueled by thedesire to be a leader and trusted expert in the pet travel industry. They do it by starting conversations, as well as conversions. The team is in charge of capturing new businessand sharing incredible customer experiences with the company.

Rachel Truair, PetRelocation's Chief of Staff, lives in Austin. She was the second employee ever hired at PetRelocation and previously worked in sales and customer service. Baked potatoes are one of her favorite foods.
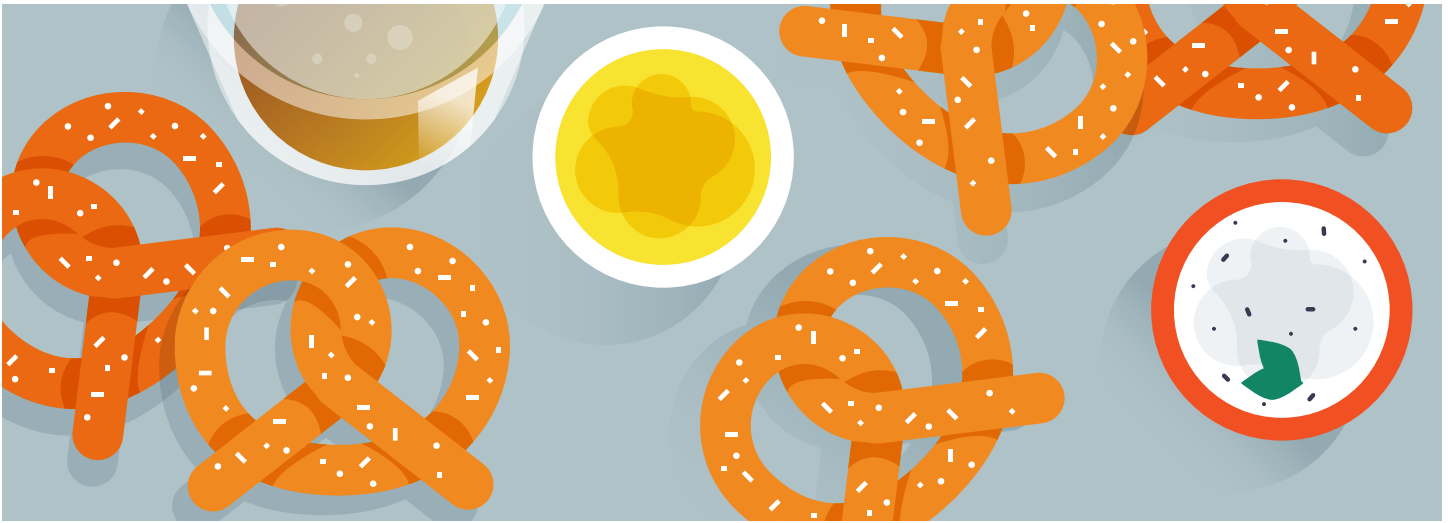
SOUS CHEF

CAITLIN MOORE

Content Marketing Specialist
Specialty | Creating and sharing content

Customer Lifecycle

Salted Pretzel Party Platters from the Penn Foster Kitchen

Ingredients

1 package Oracle Responsys
7 dashes student data
2 or 3 scoops of happy hour

These flavorful party platters not only feed your contacts, but also allow them to consume at their own pace. The team at Penn Foster, an online career school, devised a plan that could scale to meet each contact's needs and steer each one toward the right content. Because it was built on independent progression, this approach kept contacts intrigued and hungry for more information. Prepare this program in your own kitchen to:

- Keep contacts motivated and progressing through the funnel
- Allow contacts to set goals
- Give contacts control over their own content consumption

Directions

1. Gather your ingredients. Select ripe and accurate data to determine contact trends. Penn Foster used data from their student study planner mobile application.

2. Knead three tracks. You'll ask your contacts which path they want to take. Penn Foster created tracks for an extended plan, recommended plan, and accelerated plan.

3. Measure and add existing data to create a highly customized lifecycle communication stream that will support contact progression.

4. Bake in behavioral-based messaging with emails designed to keep contacts informed, engaged, inspired, and motivated.

TIPS FROM THE CHEF!

Let your contacts choose an engagement pace. This allows them to move through the lifecycle as quickly or slowly as they want. Combine with behavioral-based messaging for a winning combo.

Results

Penn Foster's tasty appetizer kept students engaged and on track. The customized engagement led to an increase and acceleration in fulfillment in student exams. Penn Foster saw an increase in initial engagement across all four school groups. In addition, the team had a large improvement among mobile user exam rates.

Master Chef
SARA DELLECAVE

🐦 @SARADELLECAVE
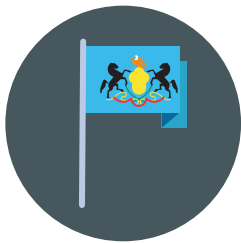
The Kitchen

The mission-driven Penn Foster Lifecycle Marketing team is located in Scranton, Pennsylvania, and Boston, Massachusetts. Here they make delectable marketing masterpieces that increase revenue per enrollment, boost student satisfaction, and lower support calls by collaborating with other teams in the Penn Foster organization.

Sara Dellecave (lover of French fries) is the Lifecycle Marketing Manager at Penn Foster. She's an Oracle Advocate MVP who loves augmenting and perfecting B2C lead nurture programs. She learned the true meaning of customer satisfaction and loyalty when she began working in a family-owned dry cleaners at the age of 12.

SOUS CHEFS

BRENT SINIAWSKI

Sr. Director, Education Services, Penn Foster | Student achievement & success

KATE MOSTELLER

Sr. Director, Brand and Product Marketing, Penn Foster | Brand voice & content

SUE STEC

Lifecycle Marketing Project Manager, Penn Foster | Project Management

DENITSA YORDANOVA

Lifecycle Marketing MGR, Penn Foster | Reporting & analytics

CYNTHIA KLEM

Lifecycle Marketing Specialist, Penn Foster | Oracle Responsys guru

ROSE EASTMAN

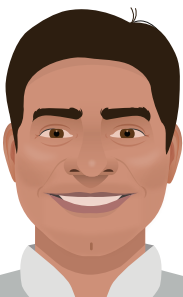*Lifecycle Marketing Coordinator, Penn Foster | Copywriting*

Lead Lifecycle Campaign

Lemon Cake from the Dun & Bradstreet Kitchen

Ingredients

1 enterprise data warehouse
2 ½ cups CRM
4 servings Eloqua
2 pounds of relentless curiosity
Several large whiteboards

Now that you have your diners good and hungry, how do you keep them coming back for more? This delicious dessert tackles low renewal rates and low user engagement with the product. The Dun & Bradstreet team wanted to take a data-driven approach to upsells by focusing on its lead lifecycle. This sweet and indulgent treat will help you:
• Increase renewal rates
• Drive upsell opportunities
• Boost customer engagement

Directions

1. Preheat conversations with sales, training, and product teams. Brainstorm ways to use lead data to increase engagement.

2. Sprinkle in relevant contact data.

3. Pour in a CDO (custom data object) to host the data within Eloqua.

4. Mix data into your CDO (custom data object).

5. Select the freshest content and mix into engaging upsell emails. These should include activity-driven content, so you can personalize emails based on your data.

6. Bake the program in Eloqua. Send emails to the contacts who fit your criteria.

7. As your program cools, work with sales ops to create CRM workflows that notify sales about upsell opportunities based on the usage data from the warehouse team.

TIPS FROM THE CHEF!

Work with your content and production teams to design appealing emails and content. Informative emails that provide user tips can increase enrollment in training programs and webinars, as well as boost customer engagement.
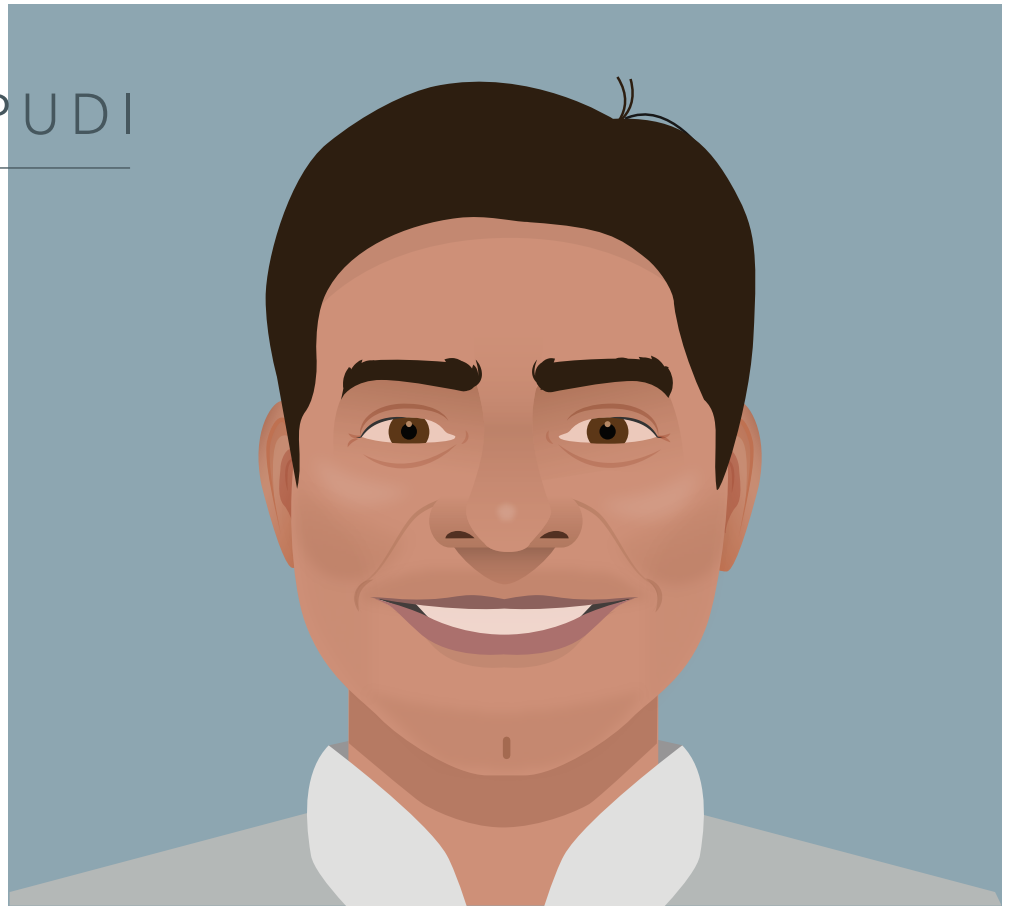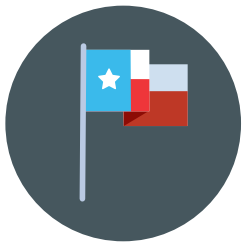
Results

The Dun & Bradstreet Lead Lifecycle Lemon Cake had leads coming back for seconds. Highly engaging emails lead to increased enrollment in product training and a higher usage of the product. The team was also able to increase the number of upsell opportunities.

Master Chef
ROHIT GUDIPUDI

in /ROHITGUDIPUDI

The Kitchen

The Dun & Bradstreet team cook up delectable desserts in Austin, Texas, delivering campaign consulting and strategies that drive marketing technology adoption. Their relentless curiosity make them skilled in everything Eloqua.

Rohit Gudipudi is the Marketing Automation Manager at Dun & Bradstreet and a lover of barbeque. A man of many talents, Rohit is an Eloqua B2B Master and an Eloqua B2B Luminary. He has his master's degree in engineering.

SOUS CHEFS

RYAN RANDAL

Sr. MGR, Marketing Technology, Dun & Bradstreet | Speciality | Marketing technology

LUCAS ROTONDO

Director, Product Marketing, Dun & Bradstreet | Speciality | Content marketing

CHRISTINE WU

Technology Associate, Dun & Bradstreet Speciality | Data warehouse
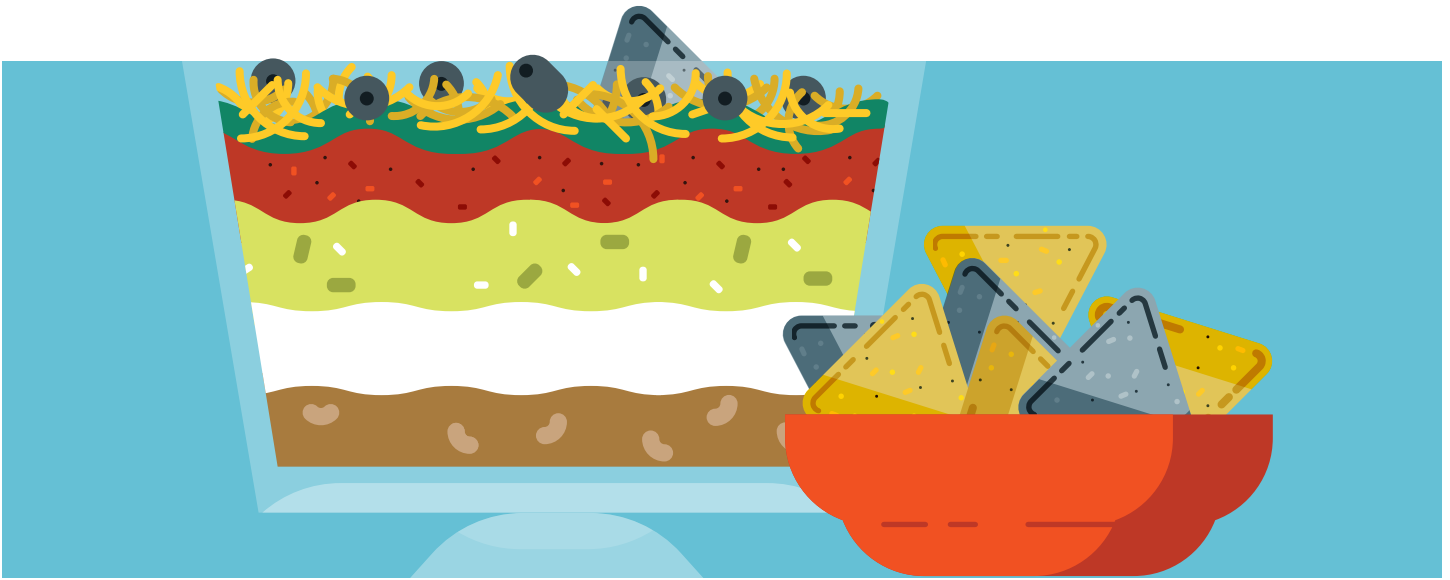
PATRICK FLYNN

Director, Sales Operations, Dun & Bradstreet | Speciality | All things CRM

MARYBETH GAVIN

Director, Sales, Dun & Bradstreet Speciality | Leader, inside sales

Lead Nurturing

7-layer Content Nachos from the Eaton Kitchen

This appetizer will bring new contacts into the funnel and increase engagement. The Eaton team took a look at its content to consider the audience's needs and how their brand could deliver—on the customer's own terms. This program drove more highly-qualified leads to sales and will also help align content, track user behavior and engagement, and qualify leads that show interest.

Directions

1. Bring buyer personas to a boil. Speak with your sales organization to learn about their prospects.

2. Sort your demand type into separate bowls. There are three types of demand: new concept, new paradigm, and established market.

3. Review business pain points before proceeding. Shift away from what your company offers and instead focus on the challenges your target audience faces every day—and how you can help.

4. Take stock of the content in your cupboard and align everything to your buyer's journey. Cover all phases: education, solution, and vendor selection.

5. Fold in a lead scoring program that includes explicit data and implicit data.

6. Serve the ready leads over to sales, or place them back into the nurturing program until they are ready to serve.

TIPS FROM THE CHEF!

Make sure you pick business challenges that your content can actually support. You don't want to be in constant content creation. You'll want to perform a content audit to identify gaps.

Results

Eaton's lead nurturing program paid off. Within six months, the team was adding 1,000 to 2,000 people into the program each month. In addition, Eaton's average open rates (32%) and click-through rates (25%) are well above the industry averages (18% and 3%, respectively).

Master Chef
NICOLE CANDITO

🐦 **@NICOLEWHITESID1**

The Kitchen

Eaton's team cooks up a storm in Raleigh, North Carolina, where frequent collaborative brainstorming sessions generate top-notch marketing campaigns and demand generation. With a focus on a supportive atmosphere, the team operates on lots (and lots) of caffeine and "yellow time"—time each day dedicated to sharing anything outside of work. This usually includes multiple jokes and bouts of laughter.

Nicole Candito hails from North Attleboro, Massachusetts, and is the Marketing Manager, Lead Generation at Eaton. With 13 years of expertise, her love of Eloqua and Google Analytics is matched only by her love of cheese. Nicole is a die-hard Red Sox fan who married a Yankees fan.

👨‍🍳 SOUS CHEFS

CHRISTINE WOODHOUSE

Marketing MGR Campaigns, Eaton Speciality | Campaign creation & management

MOLLY MILLER

Marketing Communications Specialist, Eaton Speciality | Content master

MIKE GELLER

Demand Generation, MarketOne Speciality | Programs, rules, processes, strategy revolving around Eloqua

BEN GROSSMAN

VP, Strategy Director, Jack Morton Worldwide Speciality | Strategy

Customer Lifecycle

Creamy Fettuccini from the Fisher Science Education Kitchen

Prep Time   12 MONTHS

Ingredients

1 quart Eloqua
8 cups high quality content
1 tbsp. progressive profiling
1+ years established
   publications (print
   publication optional)

TIPS FROM THE CHEF!

Repurposing existing print content
to better suit marketing automation
and other digital campaigns will
expand the reach of a successful
customer-facing publication.

This main course will fill your tummy and your subscription box. Fisher Science Education, a distributor of science supplies for school systems, created a customer lifecycle campaign by repurposing content from existing publications. This digital dish can:

- Increase customer acquisition
- Boost customer engagement
- Improve marketing efficiency
- Measure performance and track ROI

Directions

1. Take your existing publication (a magazine, series of blog articles, or eBook, for example) and peel away the highest quality content.

2. In a medium bowl, mash together your content and feed it into Eloqua to create a mid-funnel campaign.

3. While campaign is resting, stir up subscriptions through face-to-face customer visits, trade shows, community outreach, direct mail, social media, and email.

4. Mix your campaign and subscriptions. Garnish with progressive profiling. Voilà!

Results

Fisher Science Education measured the success of its dish using a variety of metrics, including email open rate, click-through rate, and annual revenue. All metrics showed improvement.

In addition, the team saw a 55% increase in email subscriber opt-in rate and strengthened its reputation with suppliers as a thought leader.

Master Chef
JILL JONES
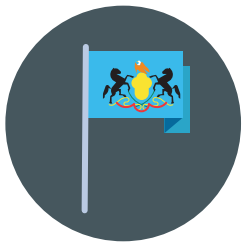
The Kitchen

The Fisher Science Education team whips up delicious dishes from Pittsburgh, Pennsylvania. This dedicated team manages customer acquisition and retention, lead generation, and supplier marketing. They've also been known to show up early at the mention of sweets.

Jill Jones, General Manager of Fisher Science Education, is a marketing connoisseur with more than 19 years of experience. In 2014, Jill helped bring home the Markie Award for "Most Creative Marketing Campaign" for Fisher Science Education's "Science Teachers are Superheroes Every Day" campaign. This Pennsylvania native's favorite food is pasta (especially when paired with a glass of fine wine).
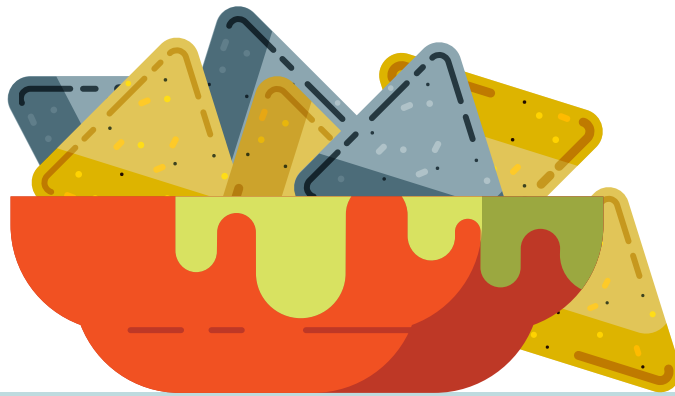
SOUS CHEFS

SHAWN MARSH

Business Development Manager, Fisher Science Education
Speciality | Product management /marketing

CELESTE BELEY

Business Development Specialist, Fisher Science Education
Speciality | Project management/social media marketing

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