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CUSTOMER ENGAGEMENT SOLUTIONS

Transform Inbound Contacts Into Profits:

Best Practices for Optimizing Lead Management.

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Introduction

Chapter 1:
The Buying & Selling Process Has Fundamentally Changed

Chapter 2:
Optimizing Sales Effectiveness to Achieve High Performance

Chapter 3:
Align Marketing Activity With Sales Results

Chapter 4:
Create a Culture of Measurement

Chapter 5:
Technology to Help You Optimize Conversion

Chapter 6:
Design and Personalize Your Content to Your Audience

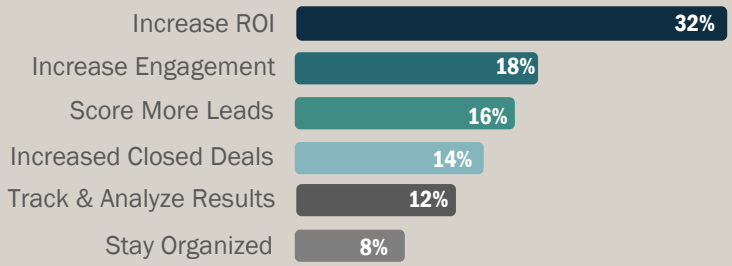
Chapter 7:
Align Communications to The Buyer's Journey

Chapter 8:
Utilize Your Automation Tools to Target Your Campaigns

Introduction

Customers today are not only informed, but actively engaged with brands at multiple levels; making it critical that companies manage and nurture this new highly engaged consumer. But understand, collecting data into a Customer Relationship Management (CRM) system is only the first step towards customer engagement. Intelligently and personally distributing content and communications, driven by the data is the NEXT step towards building highly engaged, loyal customers.

What are the top reasons why salespeople use CRM software?



Some examples of problems and challenges sales and marketing face day to day that CRM alone does not address:

- Which content is available?
- What is the best sales tool?
- For whom is the content created?
- When to use it?
- At which stage within the sales process should the content be delivered?

Just as CRM can't solve every issue, misperceptions of what Lead Management is also causes problems. Lead Management is about optimizing ROI, that's why it's important to know what ROI is and isn't. ROI is not metrics, but you need metrics to measure business value of an initiative, whether it's driven by marketing or not. The equation goes like this:

$$\text{ROI} = \frac{\text{Benefits - Costs}}{\text{Costs}} \times 100 = \text{Percentage Return on the Investment}$$

The Buying & Selling Process Has Fundamentally Changed

Chapter 1

Today, 60% of the sales cycle is over – before a customer talks to sales. Customers are actively engaged; making it critical that companies manage and nurture these consumers who can share anything, with anyone, at any time, across the globe.

- **Customers –** More informed and less reliant on advertising for information.
- **Marketing Role –** Owns more of the prospect relationship that traditionally belonged to Sales.
- **Sales Role –** Shifting to support "Inbound" leads that rely on earning people's interest and trust.

Reaching your potential customer requires a series of carefully-timed steps – including understanding and identifying your potential customers, crafting highly targeted and relevant messages, deploying high-impact digital programs to deliver that message and establishing and fostering a personal connection with your prospects – all methodically executed in a scientific and accurate way.

Optimizing Sales Effectiveness to Achieve High Performance

Chapter 2

While many signs point to economic recovery, underlying performance challenges continue for sales teams at many medium and large companies where more than cosmetic fixes may be needed to capture greater revenue from current customers, penetrate new and emerging markets and maintain profit margins. Creating a higher performance sales team, may require a deeper transformation/examination of the fundamentals—from strategy and process to systems and talent—to bring effectiveness and accountability of sales efforts back into focus.

Does your company perform these fundamentals?

- Track leads from acquisition to converted customer?
- Have a process in place for strategically engaging customers in pre-sales, sales and post sales touch points?
- Have a common platform to store and activate marketing content?
- Engage and nurture customers to deliver "sales ready" leads sales teams?
- Have clarity and visibility into your lead-to-sales funnel?
- Have a CRM system that drives incremental revenue growth?
- Immediately route leads to the appropriate sales team?

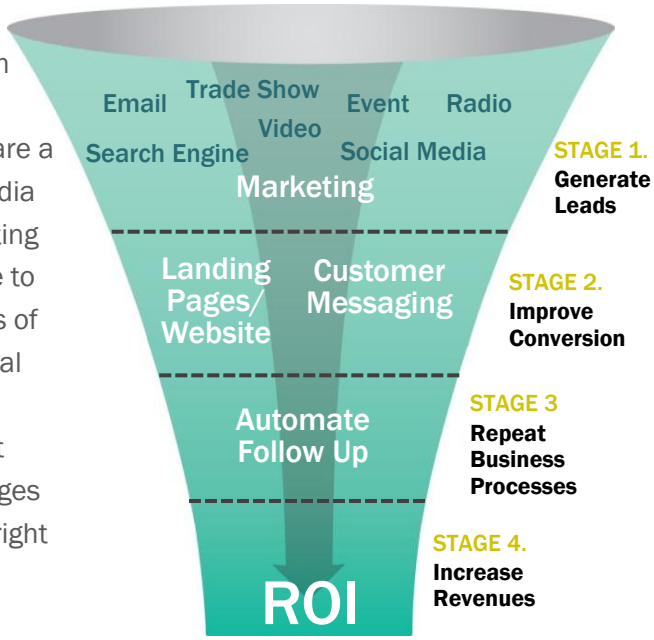
Are your sales people prepared for customer interaction?

There is a big shortfall in the way sales people are prepared for and conduct themselves in front of the customer, relative to the customers' expectations. Below are some recent research statistics:

- **57 %** of customers felt the salesperson was not prepared for the meeting.
- **70-90%** of marketing material goes unused by sales.
- **50%** of information is pushed through email.
- **65%** of sales time is spent not selling.
- **7** average amount of months it takes to ramp up a new salesperson.
- **33%** of customers say deals could have been won if the salesperson had been better prepared.
- **7** hours a week is what the average salesperson spends looking for relevant information to prepare for sales calls.

Align Marketing Activity With Sales Results

Chapter 3



An integrated conversion architecture drives more revenue. As we move from a sales-pitch based economy to a conversation economy, where brands are a reflection of the content-rich social-media information streams, sales and marketing teams need the ability to communicate to customers throughout the many stages of the customer's lifecycle. Using individual customer profiles, preferences and behaviors to effectively deliver relevant communications across the buying stages by delivering the right message to the right customer at the right time is why lead management is a critical component of the sales process.

Every business is looking for ways to generate more leads and close more sales. Why is it so critical to track leads? Because a typical company loses between 40-80% of sales leads somewhere in the sales cycle. if you are not using a lead management system to manage your sales leads, chances are you're in the group losing a significant part of your investment in sales leads.

Fundamentally, lead management integrates business process and technology to close the loop between marketing and direct or indirect sales channels. Implementation of a lead management system will drive higher quality leads to sales by taking in unqualified leads from a variety of lead generation sources, including Web registration pages and campaigns, direct mail campaigns, digital marketing channels and sources, email marketing, database marketing, social, and tradeshows and segment them into a multichannel drip marketing campaign that puts the customer in control of the messaging they receive based on their actions and behaviors.

Create a Culture of Measurement

Chapter 4

Marketing departments are increasingly faced with managing complex inbound marketing campaigns, and owning more of the prospect relationship that traditionally belonged to Sales. At the same time, marketing and sales teams are being asked to demonstrate their direct impact on revenue generation to justify the value of marketing and sales expenditures. This is why it is critical to recognize that developing, executing and measuring marketing campaigns and programs does not end simply with the creation of a lead. The quality of that lead delivered to the sales team will impact the propensity to close. Having a lead management system in place that tracks performance and conversion along each step of the entire lead lifecycle is critical to ensure that the maximum amount of revenue is bring generated.

Despite widespread adoption and integration of CRM systems, many marketing and sales teams continue to rely on internally-developed solutions or manual processes to manage marketing and it's impact on revenue. Faced with increasing levels of complexity while lacking effective solutions to align marketing and sales teams around the goal of growing revenue, marketing teams will continue to struggle to efficiently collaborate across their constituencies, build effective content and marketing assets, track expenditures and measure return on investment while maintaining brand and channel consistency.

Today, marketing's role is increasingly driven by producing and delivering on metrics that matter to the business as a whole – specifically revenue generation. To deliver on this, marketing and sales organizations will need to have systems in place to measure marketing and sales efforts.

Technology to Help You Optimize Conversion

Chapter 5

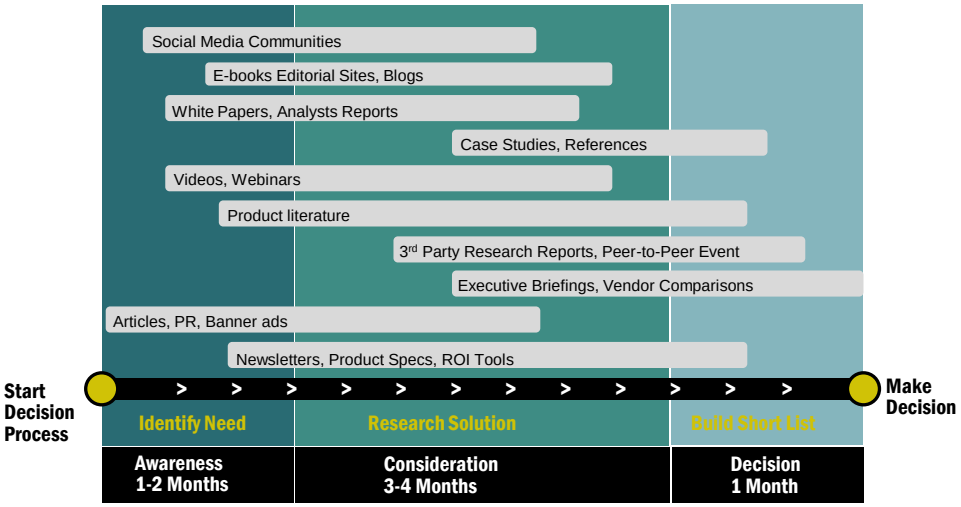
Make the most of your customer interactions before, during and after the sale. The significant increase in online activity by prospective buyers has led to a corresponding increase in the amount of prospect-related digital data. Today, effective sales execution is dependent upon leveraging the large quantities of available data to enable the delivery of a precise, targeted and timely message that is specific to a prospect's stage in the buying process. Listed below are some of the key elements a marketing and sales department should be looking for to measure and automate customer engagement to maximize revenues.

Campaign Design	Marketing can build B2B/B2C segmentations; create and refine lists from customer databases; design campaign elements like email templates, Web forms, and landing pages suited for complex sales efforts. Sets up reports and dashboards, and seamlessly integrates with marketing database providers.
Campaign Management	Workflow-based approach to campaign execution: email execution, sales email templates, etc. Manages offers, links to and reuses content, tracks, maintains calendar.
Lead Scoring	Uses a quantitative approach to capture and score respondent data based on criteria including explicit facts, implicit information, behavioral activity, account identification rules, etc.
Lead Routing	Ability to route scored leads to sales through multiple clients, monitor sales acceptance, and re-route or escalate based on preset or custom rules. Should include advanced telephony integration features.
Lead Nurturing	Build time or event-triggered communications that advance buyers through marketing and sales funnel. Includes drip marketing through complex, multistep nurturing flows based on activity or rules, auto-responders, inactivity, sales initiated events, follow-up communications, etc.
Reporting / Measuring	Reports, charts, and dashboards that allow marketers to monitor lead activity, track sales acceptance, measure campaign statistics, calculate returns, and report on activities.
Integration	Proven integration with and into CRM providers; sales automation; email marketing; search marketing tools; Web analytics; content management; and social media.
Scalability	Demonstrates ability to scale to very large databases without degradation in service levels. Manages multiple campaigns across departments, product lines, geographies, and verticals.

Design and Personalize Your Content to Your Audience

Chapter 6

If lead management is the engine behind greater revenue generation, personal and relevant customer-centric content is the fuel behind the revenue engine. Lead management gives marketing and sales insight into what content is having the greatest impact on sales pipelines and demonstrates how marketing content makes the sales process more efficient and effective. Take the time to understand which channels and formats each customer segment prefers or gravitates to most, and diversify how and where you publish to extend your reach.



Understand your customer: The content you produce can't be only information about your products and services. Want to read content takes more effort to create, but its focus on customer priorities, problems and needs will be more relevant. The more you understand and address the customer in your content, the more likely your content will be consumed and shared with their networks.

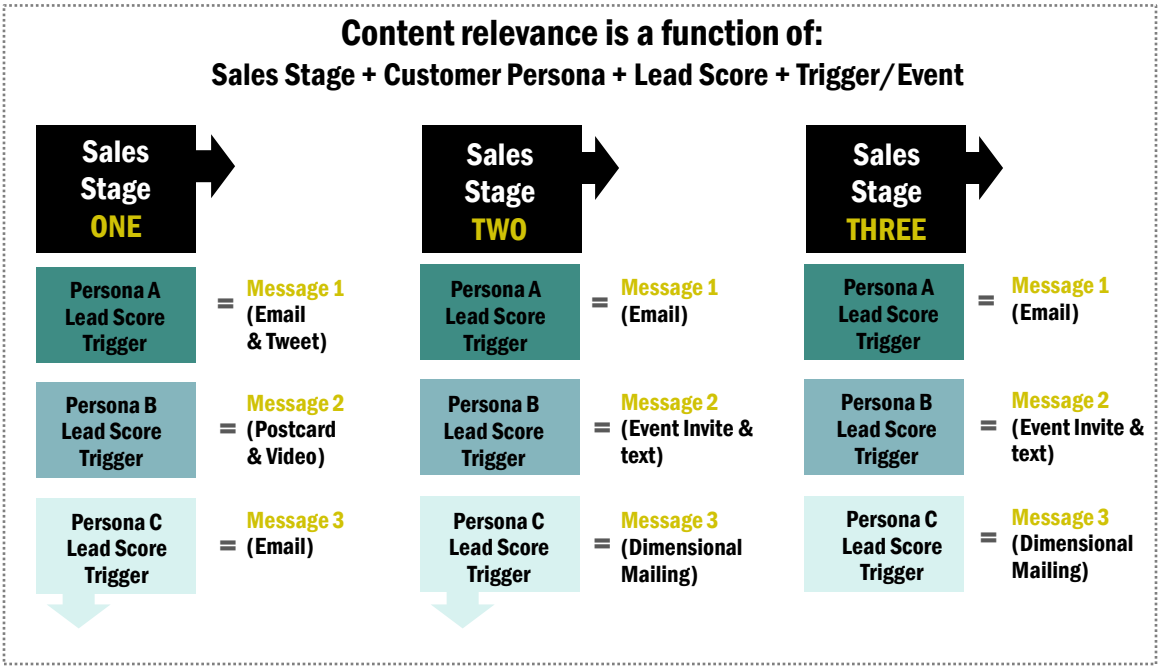
Build customer personas: To help build two-way conversations with prospects, marketers must show they understand buyer needs and have an interest in establishing a lasting relationship. Know what your target segment's objectives and orientation are. Work with the sales department and interview customers to create profiles that allow you to target content toward them.

Align Communications to The Buyer's Journey

Chapter 7

Commit to building an ongoing dialogue and two-way conversation with your customers and prospects. Talking "at" them in the mode of traditional advertising is no longer sufficient to win their attention or their loyalty. Shift from campaign based, mass-communications to life-long personalized messages. Think micro-segmentation or even individual customers: build customer life-time communication plans rather than campaigns. Take your existing plan and ask "what's in it for the buyer to give me their media-time?" How can I make it more relevant and interesting?

Companies can no longer afford to push out template-driven marketing. You want to establish trust? Build loyalty? Then you must create an ongoing dialogue, punctuated with relevant messaging at just the right times, all based on scrutinizing each end-user's individual preferences. Crafting your messaging to specifically address each individual opportunity is critical for success today. Dynamic and automated content creation not only strengthens your relationship with your consumer base, it also maximizes cost-effectiveness and ROI.



Use Your Automation Tools to Target Your Marketing

Chapter 8

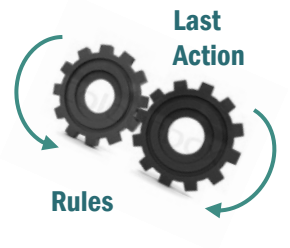
Tailor your marketing campaigns so that they target each segment with precise, personal messages. The deeper your segmentation, the more precise and effective your customer communications will be.

CUSTOMER DATA

Leverage real-time inputs and updates from landing page forms, dynamic API integrations from 3rd parties, website visits, lead scoring, company CRM, etc...Keeping data up-to-date keeps profiles fresh.

CRM/Decision Engine

The decision engine makes sense of the customer data, so precise, personal messages can be sent to customers.

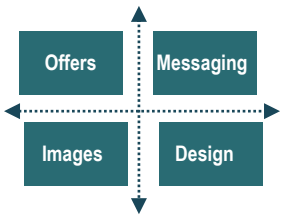


AUTOMATION TOOLS

Lead management involves both marketing and sales. Make sure your design blueprint accounts for the business, process, organizational, and technical changes needed to deliver better qualified leads to sales.

TEST & TEST AGAIN

Continually test and evaluate all aspects of the campaign. Review messages, trigger setting, creative, click-throughs, opens and offers. This process of testing against your baseline conversion rate should happen with each campaign that goes out.



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