



EBOOK

ROADMAP TO ENGAGEMENT MARKETING

It's vacation season, so let's talk about taking a trip. Specifically, a road trip across North America. A trip to see the sights with friends and family, enjoying the ride and their company. But there are many facets to this trip. You must decide who is going with you, what you need to bring in terms of equipment and gear (are you camping?), and plan the trip so you have overnight accommodations.

And finally, what will determine whether the trip is successful? Maybe this is a bucket list trip and you must see the world's largest ball of stamps in Boys Town, Nebraska.

We can distill the trip into five steps:



Choosing
your traveling
companions



Planning
your entire
trip



Packing your
traveling
gear



Scheduling
– and making –
stops along
the way



Determining
whether your
trip was
worth it

Across the next pages, we will discuss the planning and execution of your summer road trip, and yes, we're using it as a metaphor for engagement marketing.



CHOOSING YOUR TRAVELING COMPANIONS

Having the right companions are of vital importance to a successful road trip. You need to get along well, have common interests, and have the skills needed to make the trip a success. Are you camping during your trip? You should have an experienced camper with you. Trust me on this.

Having the right people with the right skills is also important in marketing. Your team (whether internal or in an agency) must work together to engage customers and prospects enough to move them closer to a sale. The goal of marketing – whether it's focused on demand gen, account based, or revenue – is building engagement. And that means that your team must move at the same pace. Are you moving fast enough to reach your next destination?



Four ways to help your people and processes increase your pace of engagement marketing:

1

Track time spent on campaign or task delivery to determine which tasks take the most time but add the least value.

2

Unveil those processes that are bottlenecks and consider leveraging an outside source of skills to assist with delivery and alignment.

3

Consider whether you should centralize or decentralize marketing functions.

4

Relieve your team from “the clutter” and encourage a more productive environment.



PLANNING YOUR ENTIRE TRIP

There are many decisions to make when planning your road trip. What's your end destination? What stops are you making? How fast are you driving between stops? Are you going to fast? Too slow? Getting everyone to agree takes skill, compromise, but most of all, it takes information. The right information, at the right time, and in the right format helps increase engagement of your trip mates.

Your marketing automation tool should work in a similar manner. You should use your MA platform with one goal in mind: to engage your prospects from the time they are captured, through opportunity, and after. But are you using it in the best way? Does your lead scoring work? Is nurturing moving people down the funnel? Are your emails and landing pages responsive to all devices and sizes? Essentially, does your marketing automation platform engage your prospects?

You know your marketing automation platform is engaging your prospects when:

- ★ Your campaigns integrate multiple channels, including emails, sms, social media, and retargeting.
- ★ Your marketing has blossomed from creating display ads and datasheets to a fully-realized member of the revenue team.
- ★ The personas you spit-balled at first are proving to be on target.
- ★ You can watch your KPIs increase in your dashboards.

“ I found the survey engaging, and the best part about it was that we discussed over the evaluation internally. Based on the data provided we agreed on priorities for where we want to be in the near future. I'm looking forward to retaking the assessment after we complete more steps in our project. ”

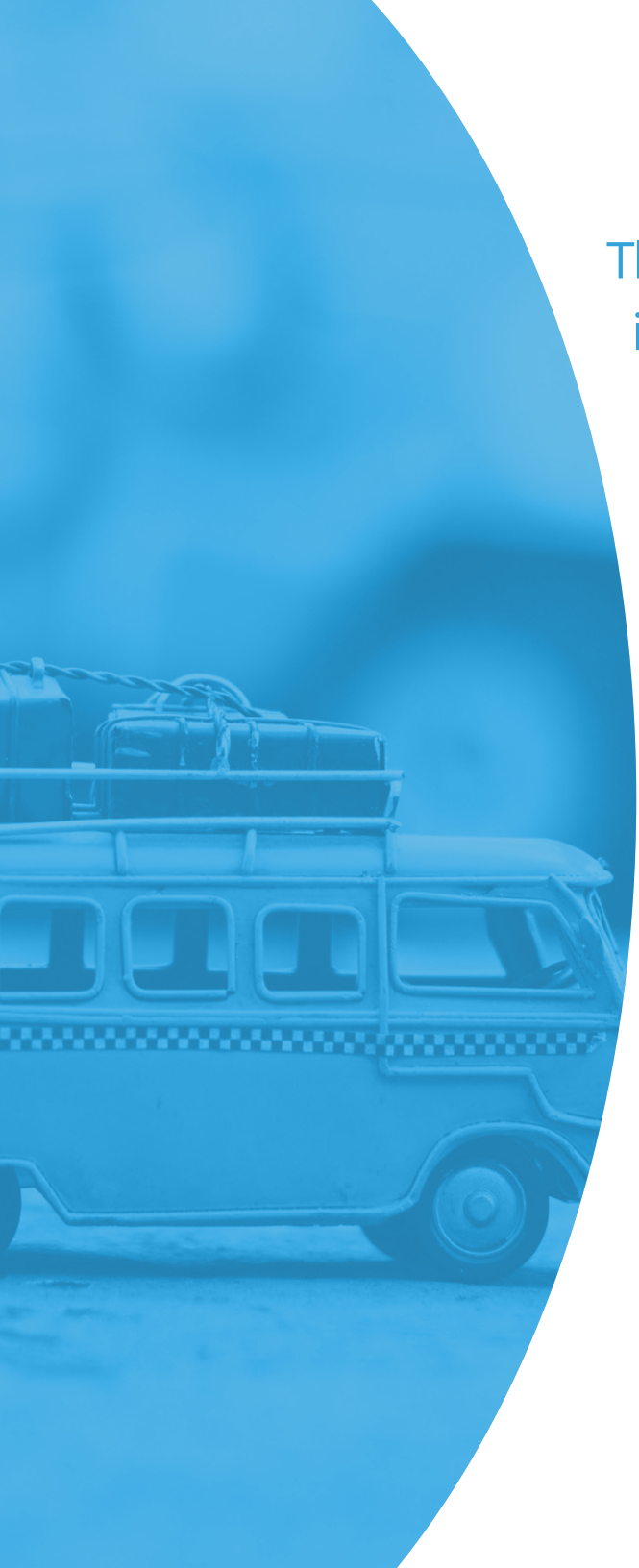
LAVINIA DIEAC
REVENUE OPERATIONS
SR. MANAGER,
OPTMYZE

A person with a backpack is seen from the back, looking out over a vast, hazy landscape under a bright sky. The person's hand is resting on their head, and they are wearing a dark t-shirt and a backpack. The background shows a distant horizon with some structures and a body of water.

PACKING YOUR TRAVELING GEAR

A couple of decades ago, road trips meant paper maps, AM/FM radio, and, usually, a coloring book and crayons to keep the kids half-way entertained in the back seat. Now, a trip on the interstate highway system includes a myriad of equipment, even beyond what's included with the vehicle. You might have a GPS, satellite radio, and a smartphone with Spotify. The kids might even have tablets so they can play video games or watch Frozen over and over (and over) again. The right gear makes the difference between a miserable trip and a successful one.

Most companies also use different technologies in their marketing and sales processes. You might use a data enrichment tool to fill in the blanks of your prospects' data, or an attribution program to help determine source information for each touch. And perhaps you're adding an account based marketing (ABM) or sales enablement tool to your stack, to help in targeted sales and marketing.



These marketing technologies are the gears in your MarTech Stack. How do you know if you need more gear?

- ★ Leads get lost in the process. Full prospect information helps move a new prospect to the correct segment, channel, and/or region.
- ★ Low level of prospect engagement. Better information helps increase engagement via targeted marketing.
- ★ No lifecycle reporting. Full multi-touch attribution contributes to lifecycle reporting and helps prove that your marketing works.
- ★ Your account targeting is off-target. If your sales team is focused on Named or Targeted Accounts, an ABM tool may be the gear you're missing.

SCHEDULING – AND MAKING – STOPS ALONG THE WAY

For your road trip, you've decided to start in San Diego and end in Boston. You have a little time, so you want to see a lot of different things: the Grand Canyon in Arizona, Mount Rushmore in South Dakota, Carhenge in Nebraska, and maybe The Lost Sea in Tennessee. So you map your route using your GPS system in your car or on your phone or tablet.

Now imagine that your phone, tablet, or GPS system doesn't just lead you to those sites, but knows your preferences and is more pro-active:

- As you drive across the country, you get notifications and text messages of every upcoming Starbuck's drive-thru and Waffle House, because you've mapped your way to those before.
- Each night, you receive an email of the route for the next day and some items of interest along the way.
- You received some direct mail pieces beforehand, with coupons or offers to use on the trip.
- If you want to go totally near-futuristic, roadside billboards could even change to show more personalized information as you approach.

These are examples of personalization. It might seem extreme, but think about it in these terms:

- | | |
|------------------------------------|-----------------------------------------------|
| ★ Delivering the right information | ★ On the right channel (or multiple channels) |
| ★ At the right time | ★ Personalizing the information at each step |

After all, engaging your prospect is the goal of your customer engagement strategy.

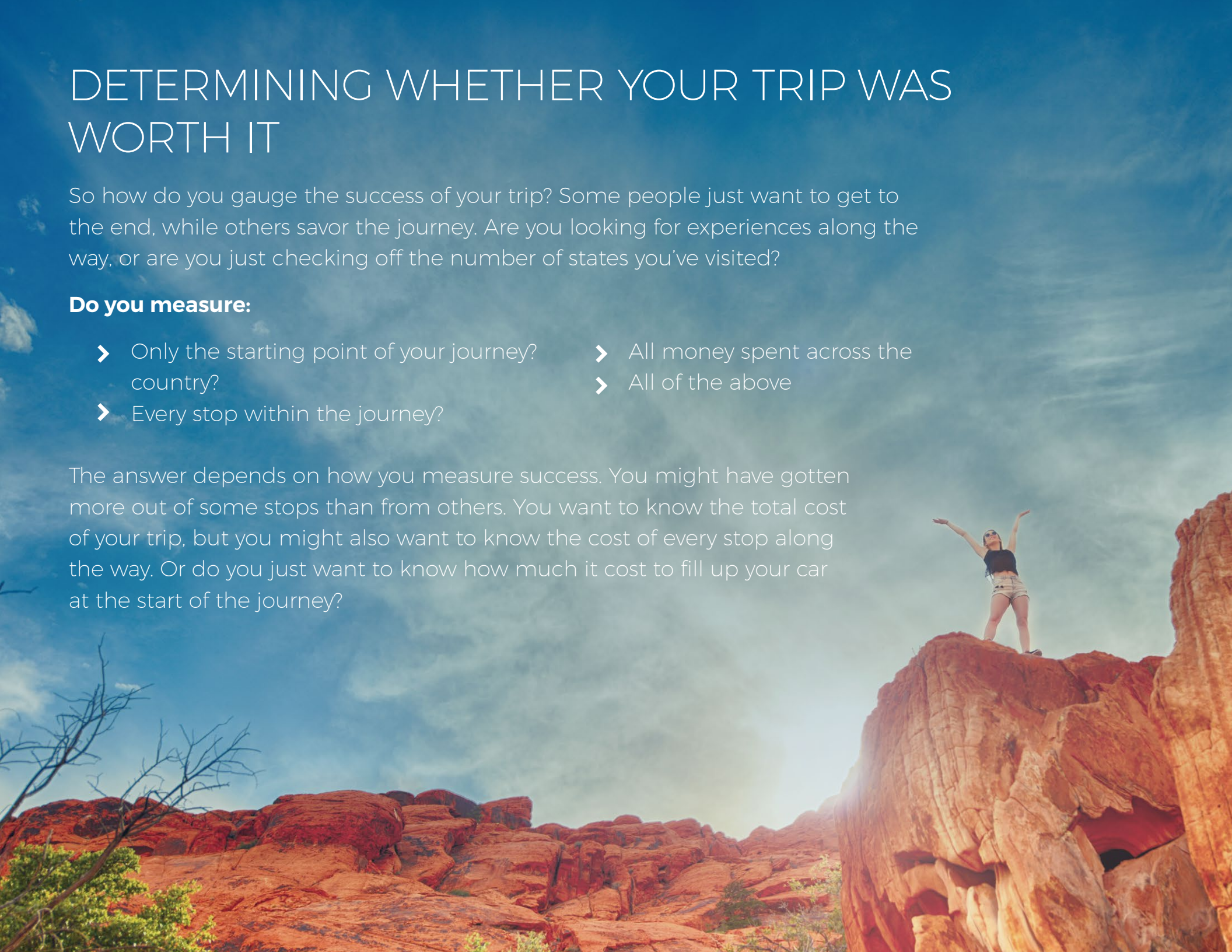
DETERMINING WHETHER YOUR TRIP WAS WORTH IT

So how do you gauge the success of your trip? Some people just want to get to the end, while others savor the journey. Are you looking for experiences along the way, or are you just checking off the number of states you've visited?

Do you measure:

- Only the starting point of your journey?
- All money spent across the country?
- Every stop within the journey?
- All of the above

The answer depends on how you measure success. You might have gotten more out of some stops than from others. You want to know the total cost of your trip, but you might also want to know the cost of every stop along the way. Or do you just want to know how much it cost to fill up your car at the start of the journey?



It's a short trip to see how this also works for measuring the success of your engagement programs. Do you measure only the source of the lead or account? Or do you take into account every touch along the customer's journey?

★ Measure only the first touch (source attribution)

★ Measure cost and conversions

★ Measure each touch (multi-attribution)

★ All of the above



SUMMARY

These five steps in planning and executing your road trip are roughly the same as planning and executing your engagement marketing campaigns.

These five steps are:

People
and Processes



Skills, stages,
and campaign
execution

Marketing
Automation



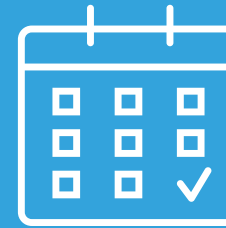
Programs,
nurturing,
scoring, and
templates

MarTech
Adoption



Append,
track, and
enable

Customer
Engagement



Marketing
channels,
personas, and
tactics

Measurement



KPIs, attribution,
and tracking

YOUR NEXT STOP

Take the Engagement Marketing Maturity Model Assessment

Take the Engagement Marketing Maturity Model (EM3), a fast and easy tool that allows you to self-assess your marketing team on their marketing processes.

EM3 Results are rendered as engagement stages using the acronym PACE:



Passive



Active



Coordinated



Engaging

Results also include tips and benefits to increasing your PACE. So set your PACE of engagement marketing.

TAKE THE EM3 NOW AT PERKUTO.COM/EM3

ABOUT PERKUTO

For marketing leaders wrestling with revenue growth and proving impact of marketing, Perkuto provides services that map revenue goals to marketing strategy and executes on initiatives that increase marketing and sales team productivity.

As a **MARKETO PLATINUM PARTNER**, we excel at implementing and integrating MarTech systems into your processes with a high level of expertise and a deep bench of certified consultants.



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