



Demand generation in high tech B2B... and elsewhere!

Using Salesforce, ExactTarget and EventBrite to
Grow Your Business

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To begin

- Why am I speaking on this topic?
 - Companies I have worked with:
 - Linguamatics
 - Sentec
 - Cametrics
 - Geneva Technology
 - QlikTech
 - What I have done there:
 - Marketing
 - Sales
 - Research
- Why am I here today?
 - I'm not paid a commission on any of the products I mention!

Why are we here?

- Earn a living
- To have fun
- CPD
- Networking
- Paying forward

What is “demand generation”?

- Definition: Driving awareness and interest in a company’s products and/or services
- Wikipedia: “The marriage of marketing programmes coupled with a structured sales process”
- SZ: Using a “call to action”, i.e., advert, email, invite, article, press release, etc.
- Metrics: Registration for an event, a query for more information, a product demonstration or a request for a price

Growing your business...

- In brief,
 - “Demand generation” is about moving your prospect closer to a purchase
- A range of tools now exists to help you
- Regardless of which tools you use, the underlying principles are fundamentally the same
- AIDA = awareness, interest, desire, action
- Business development is a process
 - A science and an art

Why demand generation?

- It's never been more important
 - The economy is challenging
 - People are very busy
 - The competition is keen and hot on your tracks...
- It's why we need marketing
 - Communicate
 - Education
 - Enthuse and enlist
 - Contribute to the “bottom line”, i.e., profits!

A range of tools now exists to help

- Calendar/Diary Management
- Customer Relationship Management (CRM)
- Event management
- Campaign management
- Web creation and content management
- Caveat: Regardless of which tools you use, the underlying principles are fundamentally the same
 - *Sound processes and good planning are as important as software!*

The underlying principles

- Identify your target (s) BY NAME
 - this is absolutely key in B2B!
- Try to speak to them as early in the process as is practical/feasible/affordable
- Track your activity religiously
 - Find ways to maintain your own interest levels
- Use good manners (follow-up and say thank you)
- Don't take your existing customers for granted, they are also your prospects!

Practical tips on your CRM system (e.g., Salesforce)

- Invest in one
 - Unless you chase a few deals a year
 - It's usually not worth building your own
- Use it
 - Garbage in, garbage out
 - Data cleansing is an ongoing, mind numbing but necessary activity
- Persist
- Remind yourself it is not perfect
- Don't underestimate the natural resistance to change (including your own)

Practical tips on using Campaign Software (e.g., Exact Target)

- Invest in one
 - As with CRM, it's not worth building your own
- The devil is in the detail
- Integrate it with your CRM
- Use emails with discretion
- Don't let the tail wag the dog
- Send all your test and final emails to self!!!
- Keep things in perspective...
 - There's no need to fall on your sword!

Event Management

- There is no good reason not to use EventBrite (or equivalent)
 - Commission on pay-to-attend events is not unreasonable
 - Free events incur no charge
- Pay-to-attend often makes more sense
- Once published, you will need to push the news out
 - EventBrite
 - Twitter
 - Email
 - Telemarketing
 - Paper invitations
 - Face to face invitations

Web and content management

- The technology is not my expertise
- This won't stop me from giving advice!
 - Understand the role played by your website
 - Deliver a website fit for purpose
 - Don't create a rod for your own back
 - Ensure you have the resource to support:
 - Blogging
 - News
 - Updates
 - Maintenance

Final thoughts...

- Don't pursue targets in a random fashion
 - Do your research first
 - Be diligent, consistent and persistent
 - Find effective ways to deal with boredom and monotony!
- Validate your activities
 - Check and double check
 - Assumptions are highly dangerous
 - So is wishful thinking
- Never leave the ball solely in the court of your prospect!
 - Keep meticulous track of your activities

Thanks to my audience

- Don't hesitate to ask questions
- Find me - if you want to - on LinkedIn
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Enjoy the rest of the summer!