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# Scale Marketing Mountains

Welcome!

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# Agenda

Introduction ( 2 minutes)

Navigating the Buyer's Journey (5 minutes)

- *Landscape of Buyers Journey*
- *Key Challenges*
- *Best Practices*

Aligning Teams for Success (5 minutes)

- *Importance of Team Alignment*
- *Integrating Teams and Vendors*

Mastering Co-Sell and MDF (5 minutes)

- *Top Challenges in Managing MDF*
- *Trackable MDF Best Practices*

Integrating Data-Driven Marketing (8 minutes)

- *Why Data-Driven Marketing is crucial*
- *How a Data-Driven program can work (Real Life example)*
- *Long term Strategies*

Overcoming Lead Nurturing Challenges (5 minutes)

- *Most Common Challenges*
- *10 Tips for Better Lead Nurturing*

Closing/ Q&A (10 minutes)



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**Raphaela Hecken**

*Director, Channel Marketing and Strategy*



**Rick Robinson**

*Senior Vice President*



# Who We Are

- Over **10 years** of **data-driven expertise** with hundreds of hours in the industry.
- **Trusted insights** from a first-party audience of **121 million** B2B decision-makers.
- Channel programs **built by the channel** for the channel, offering **peer-driven insights**.





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# We Know Your Job is Hard

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Navigating the Buyers' Journey



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**80%+**

of B2B buyers have a set of vendors in mind before they do any research

**90%**

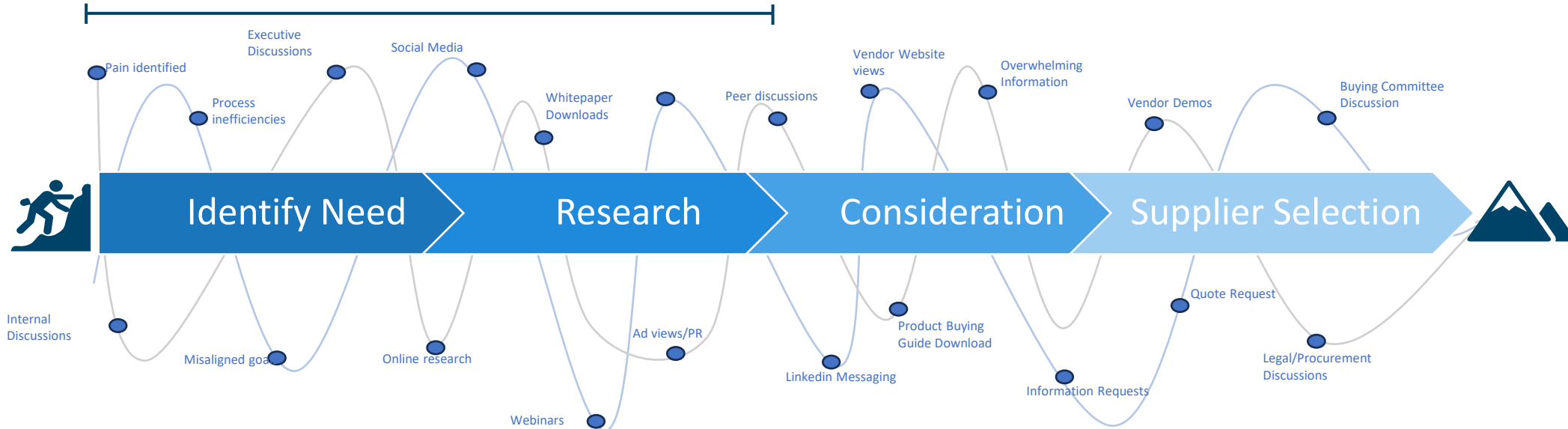
of them will ultimately choose a vendor from that day one list. -Harvard Business Review

# The Buyers Journey



**70%** of the buyer's journey is completed prior to initiating outreach to sales.

(SiriusDecisions/Forrester)



**17%** of the buyer's journey is spent with sales reps.

**66%** of buying committees contain more than 6 people.

*Don't count the people you reach, reach the people who count – David Ogilvy*

# Key Challenges...

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## Alignment:

Ensuring seamless coordination between marketing and sales to provide a **smooth transition for the buyer**.

## Correct Engagement:

Engaging potential customers early with **relevant content and information**, as 70% of the buyer's journey is completed before contacting sales. Understand where buyers are in their journey and what they are researching.

## Awareness and Market Share:

Competing for **visibility and consideration**, given that 80% of buyers already have a set of vendors in mind.

## Content Relevance:

Creating high-quality, **targeted content** that addresses the needs and concerns of the buyer during the initial research phase, and understanding **where your buyer is** in their journey.

## Vendor Selection:

Finding **trustworthy vendors** to work with who will accurately represent your brand and provide reliable leads without simply sharing lists.



# Best Practices

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## Sales and Marketing Alignment:

Foster **collaboration** between marketing and sales teams to ensure **consistent messaging** and a smooth handoff.  
Use CRM systems and marketing automation tools to track and manage leads effectively.

## Data-Driven Decisions:

Use **analytics** and buyer behavior data to refine and improve your marketing strategies.  
Continuously monitor and **adjust your approach** based on performance metrics and feedback.

## Lead Nurturing:

Implement **lead nurturing** campaigns to keep potential buyers engaged with your brand.  
Use email marketing and **personalized content** to guide them through the journey.

## Content Marketing:

Develop informative, **engaging content** that addresses the buyer's pain points and needs.  
Utilize blogs, whitepapers, case studies, and videos to provide **valuable insights** during the research phase.

## Vendor Selection:

Thoroughly research vendors to ensure they **maintain your brand integrity**, provide first-party leads, and offer insights that contribute to your success.





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# Aligning Teams for Success

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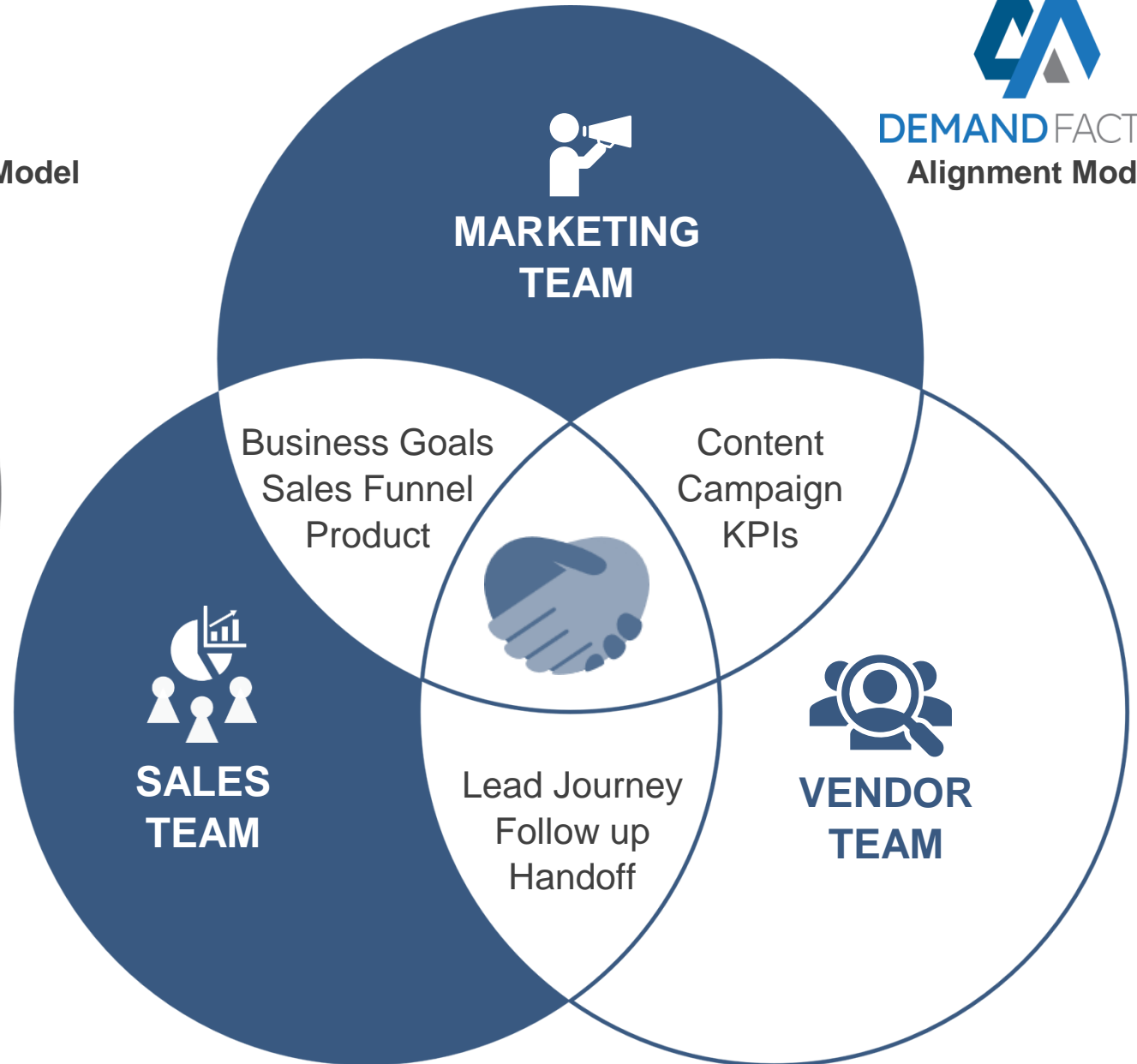
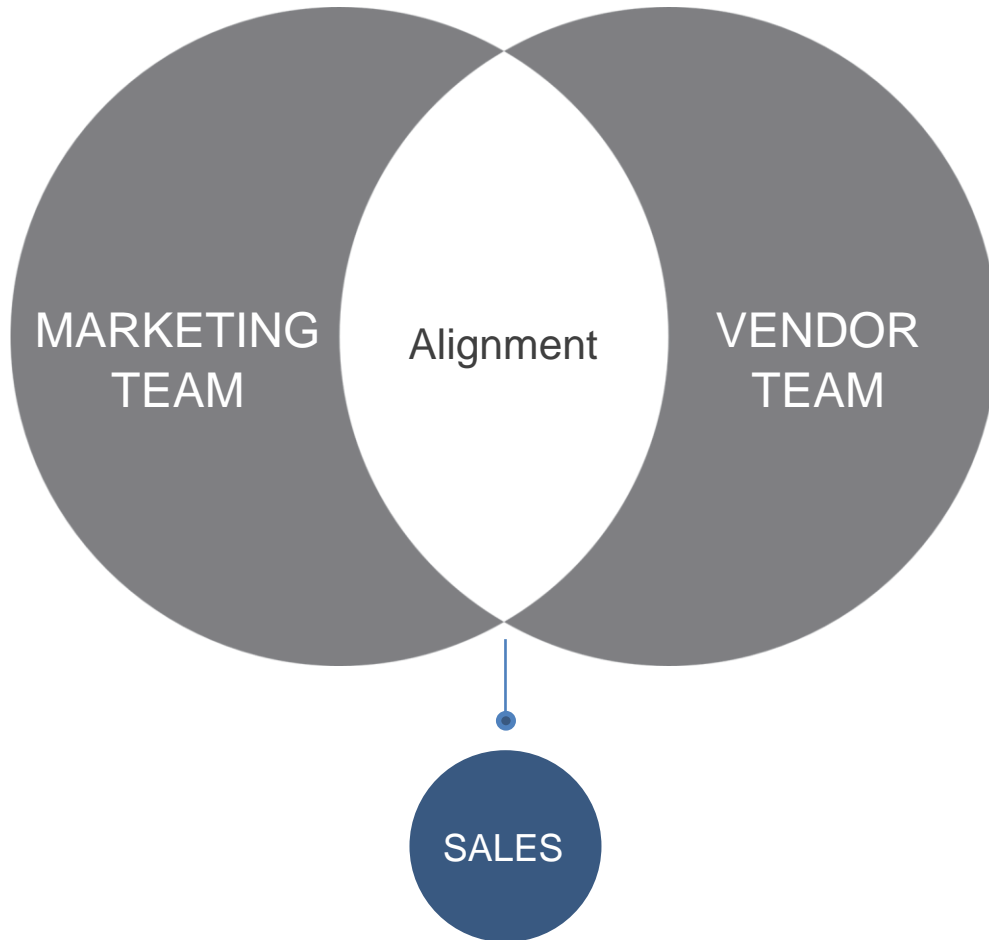
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# Alignment Matters



**DEMAND**FACTOR  
Alignment Model

Traditional Model



# Importance of Team Alignment

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**208%** More revenue generated marketing efforts with teams that are aligned (Source:Hubspot)

**38%** Higher sales win rate achieved by companies with strong sales and marketing alignment. (Source:MarketingProfs)

**36%** Higher customer retention rate with consistent messaging and seamless handoffs between teams. (Source:MarketingProfs)

Organizations with aligned teams see a **67%** higher incidence of closed leads and **209%** more value from marketing efforts (Source:Marketo).

## Proof of Concept Alert

After aligning with sales team, our client grew their pipeline by **587%** in 2 weeks. After 5 weeks, their pipeline grew **867%** (Source:DemandFactor Case Study)

# Best Practices for Integrating Teams

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## Unified Goals and Metrics:

- Set common objectives and KPIs to ensure both teams are working towards the same targets.

## Collaborative Planning and Communication:

- Regular meetings and shared platforms to facilitate ongoing dialogue and strategy alignment.

## Shared CRM and Marketing Automation Tools:

- Utilize integrated systems for tracking leads, managing customer interactions, and analyzing performance data.

## Joint Training and Development Programs:

- Cross-train teams to understand each other's roles and challenges, fostering mutual respect and cooperation.

## Continuous Feedback Loop:

- Implement processes for continuous feedback and adjustment, ensuring strategies remain effective and relevant.





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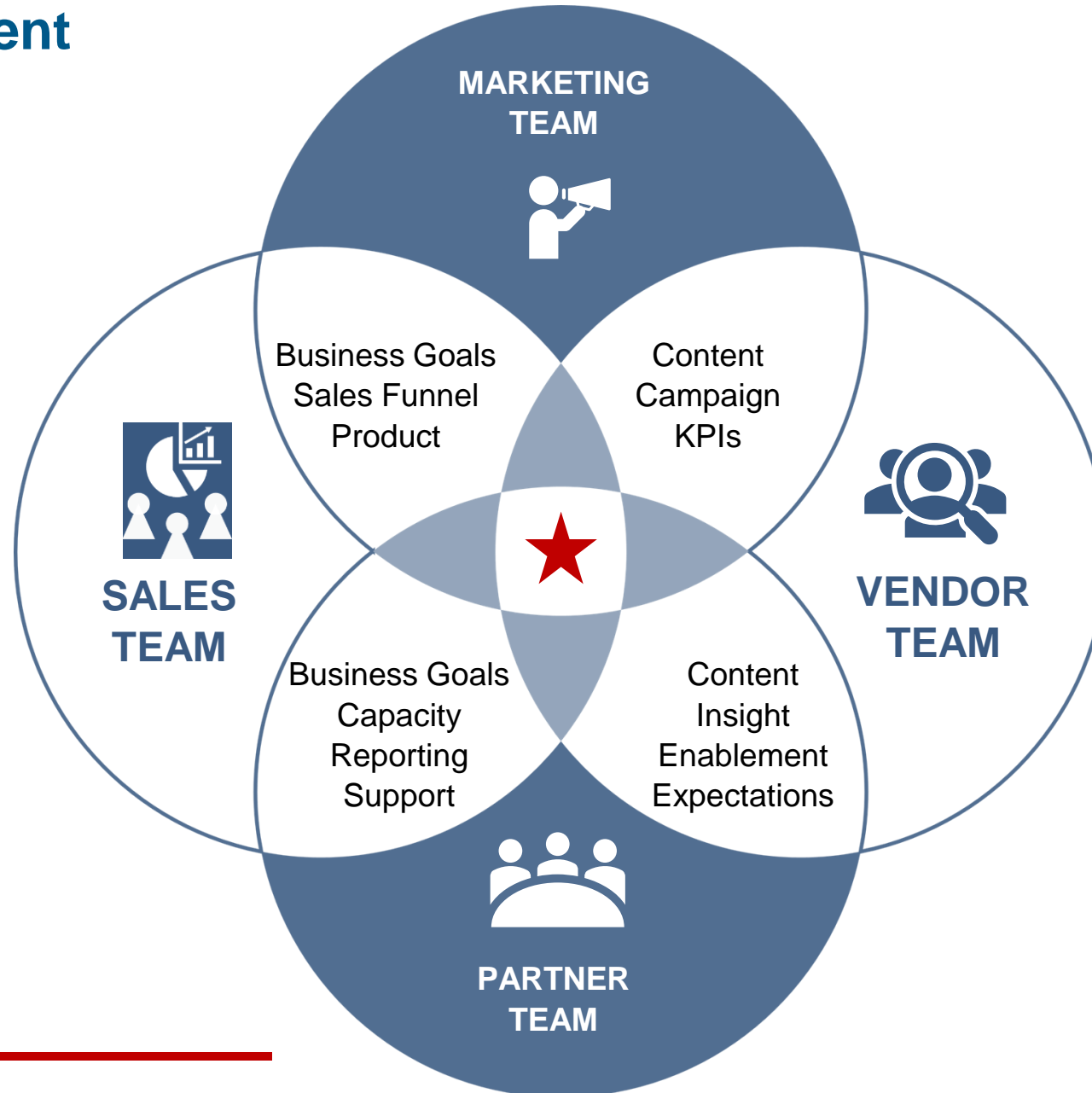
# Mastering Co-Selling and MDF

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# Channel Alignment



# MDF Challenges

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## Inability to Track Programs

**62%** Companies struggle to track the success of their MDF programs accurately (Source:ChannelMarketerReport)

## Too Many Events with Low Productivity

**20%** Channel partners believe their MDF-supported events are highly effective (Source:Gartner)

## Lack of Diversity in Activities

**58%** MDF is spent on traditional activities like trade shows, with less focus on digital marketing or innovative approaches (Source:Forrester)

## Lack of Follow-Up

**70%** MDF programs lack systematic follow-up processes to assess and improve performance (Source:Forrester)



# Trackable MDF Best Practices

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## Diversify Program Types:

Implement diverse program types such as digital marketing, content syndication, and virtual events to increase engagement and reach.

## Close the Loop on ROI:

Establish processes to track ROI from initial lead generation to final sales conversion.

## Aligning Teams on Responsibilities:

Ensure all teams, from marketing to sales to partners, are aligned on their roles and responsibilities in MDF programs.

## Understanding Lead Handoff:

Define clear processes for lead handoff between marketing/sales and partner to ensure seamless follow-up and conversion. Emphasis Reporting!

## Working with Vendors:

Collaborate with technology vendors that offer data-driven solutions to automate and scale MDF programs, and provide insights into each program being executed to close the loop on reporting.







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# Integrating Data-Driven Marketing

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# Why Data-Driven Marketing is Crucial

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**6x** Companies using data-driven strategies are six times more likely to be profitable year-over-year. (Source:McKinsey)

**50%** Marketers who use data-driven approaches can reduce acquisition costs by as much as 50%. (Source:McKinsey)

**67%** Of marketing leaders use data to make daily marketing decisions. (Source:Forrester)

Businesses that use data-driven marketing are **three times** more likely to see an increase in their ROI. (Source:Forbes)

# The Benefits of Data-Driven Marketing

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## Enhanced Targeting:

- Data-driven marketing allows for precise targeting of potential customers, ensuring that marketing efforts reach the right audience at the right time.

## Improved Personalization:

- By leveraging data, marketers can create personalized experiences that resonate with individual buyers, increasing engagement and conversion rates.

## Increased Efficiency:

- Data analytics help identify the most effective channels and strategies, allowing marketers to allocate resources more efficiently and optimize their campaigns.

## Real-Time Insights:

- Access to real-time data enables marketers to make quick adjustments to their campaigns, improving performance and responsiveness to market changes.

Data-driven marketing helps in measuring the **effectiveness** of campaigns accurately, leading to better budget allocation and **higher ROI**.



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# Overcoming Lead Nurturing Challenges

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# Lead Nurture Challenges

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**79%** of marketing leads never convert into sales due to lack of lead nurturing (Source: MarketingSherpa).

Lack of Quality Content

Poor Segmentation

Inefficient Lead Scoring

Inadequate Personalization

Slow Response Time

Inconsistent Communication

Misalignment Between Teams

Limited Resources

Difficulty in Measuring ROI

Outdated Technology

## Tips to Better Nurture Leads

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Companies that excel at lead nurturing generate **50%** more sales-ready leads at **33%** lower cost. (Source: Forrester).

Define your ICP

Align Marketing and Sales

Implement Lead Scoring

Create Personalized Content

Automate Lead Nurturing

Create Lead Handoff Process

Use CRM Systems

Continue the Conversation

Follow Up Promptly

Analyze and Optimize

# Thank you!



- **Exclusive Whitepaper:** From Data to Action: A Roadmap to Audience-Centric Marketing
- **Event Presentation**
- **Vendor Evaluation Handout (Digital)**

**Free Custom Content Analysis**

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*Our goal is simple. We help customers find their next customer.*

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