

## The Challenge

As a company on the cutting edge of their industry, this Fortune 500 communication technology company wanted to ensure its marketing automation (MA) implementation was successful and that they used best practices along the way. They had been using

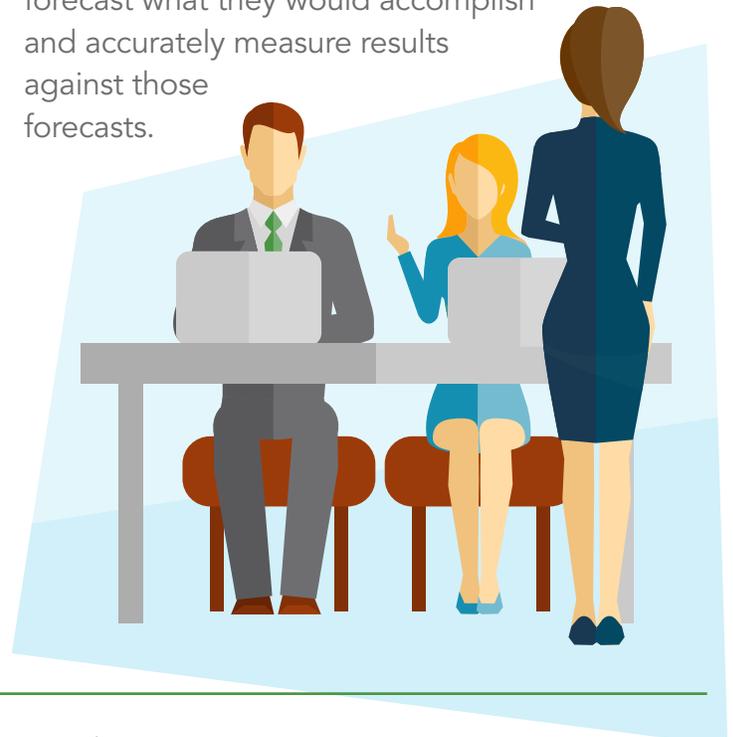
another solution and an additional challenge was their inability to properly attribute marketing influence. Their previous MA platform was only able to employ one marketing “touch,” which did not expose the numerous marketing efforts that had an impact on opportunities and sales.

In addition, the company needed to be able to see their end-to-end funnel and measure results at every stage – but most importantly in lead creation, pipeline creation, and revenue results. It was also critical to know which marketing initiatives were having positive results so the company could make good, data-driven decisions about where to focus their marketing efforts.

## The Solution

The company engaged The Pedowitz Group as a partner to both implement the marketing automation platform and guide metrics and best practices. They quickly recognized that training was key to a successful implementation so that their team had the right skills for the new, metrics-driven marketing organization they wanted to create.

They also recognized that they needed to start measuring right away. Creating a baseline against which to compare future results would help them develop a results-oriented marketing team that could reliably forecast what they would accomplish and accurately measure results against those forecasts.



To attain their goal and enable the necessary supporting business changes, the company incorporated TPG's best practice recommendations and also engaged TPG to provide custom training for their whole team for a variety of specialist roles. Recognizing that there was more to it than just technology, the company also brought in a global team to participate in TPG's Content Marketing Workshop during which they developed detailed target personas, reached consensus on and mapped out their global lead lifecycle, mapped out their prioritized content needs, and defined and mapped out their ideal prospects' buy cycle.

In 2014, having implemented marketing automation the year before, the marketing team was tasked with some enormous objectives:

- Grow marketing-influenced pipeline by 20%
- Grow marketing-influenced revenue by 20%
- Grow the database by 5%

## Results

Halfway through the year, the team was concerned: their gut reactions were that they would not make their targets. Despite their instincts telling them they would not achieve their targets, they used the metrics and mapped lead lifecycle, as defined in the



TPG Content Marketing Workshop, to look more deeply at their reporting.

This examination of the data led them to reassess their marketing programs, look even further back into their lead activity history, and challenge their assumptions. They saw that their buy cycle was longer than they thought, their pipeline was healthy, and they could forecast how much pipeline and revenue they would achieve within the year. By starting out adhering to best practices, conducting training upfront and focusing on metrics from the beginning, the company was able to make adjustments to existing programs to accelerate some late-stage opportunities.

As a result, they were able to see that they would not just meet their targets, but exceed them. As their marketing manager stated, "I don't see how it's possible. It feels IMPOSSIBLE – but the data is right there!" The data indicated that they would not only reach their primary goals, but their stretch goals as well. In fact, that's exactly what happened.



Instead of 20% increases to the marketing-influenced pipeline and marketing-influenced revenues, the company saw 30% growth in each. And instead of a 5% increase to the database, they saw a 10% increase

*“Realizing we have a longer sales cycle has made forecasting even more important for us. It also shows Marketing exactly what we need to do, and when, to affect our results. It has also prevented us from reacting unnecessarily to fix a problem that wasn’t a problem. That saved our company from wasting both marketing time and money that we instead kept deployed on the right priorities. Our persona-based marketing and our focus on the stage of the sales cycle let us create the right content for the right recipient at the right time.”*

– Marketing Manager



different stages of the funnel and know when those efforts will reap pipeline and revenue results. This has enabled them to refine their marketing strategy, better prioritize their marketing program initiatives, and plan more accurately – to reach new and ever-growing goals.

### Key Benefits



Ability to forecast database growth, marketing-influenced pipeline, and marketing-influenced revenue



Increased knowledge of their true buy cycle resulting in improved marketing planning



A fully trained team that is proficient in modern digital marketing processes



Reaching not only their targets, but their stretch goals

## Next Steps

By looking more closely at the data and deploying the lead lifecycle and content management strategies provided by TPG, the company has been able to realize both huge financial and key strategic gains. Knowing that their buy cycle is longer than they initially thought has led them to focus their efforts on

## Lessons Learned

- Gut instincts do not reliably compare to data-driven forecasts and results
- Training the team to fit their new roles is instrumental in alignment and success
- The ability to rely on metrics has changed their marketing and their strategy forever

