

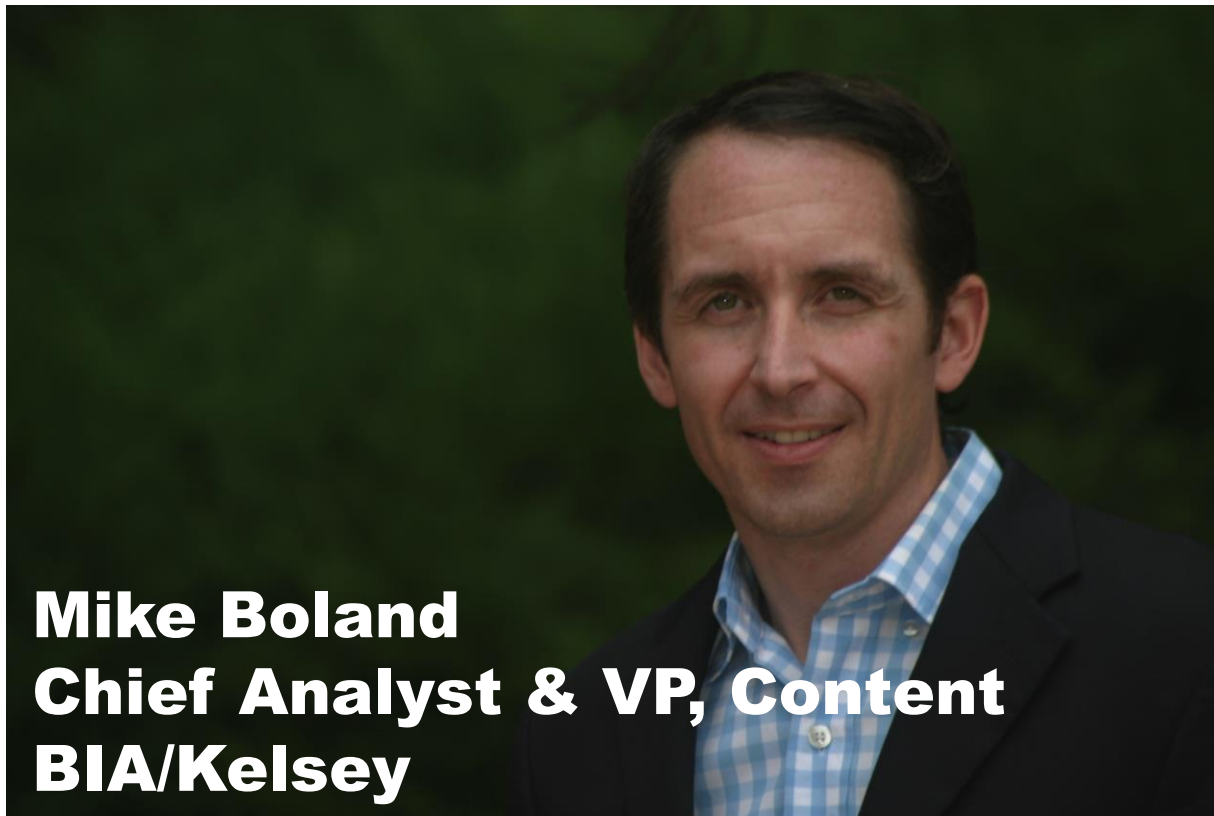
# Automated Marketing: Driving SMB Digital Spend



Michael Boland  
Chief Analyst & VP, Content  
BIA/Kelsey

George Leith  
VP of Sales  
Vendasta

# Today's Speakers



**Mike Boland**  
**Chief Analyst & VP, Content**  
**BIA/Kelsey**



**George Leith**  
**VP, Sales**  
**Vendasta**

# Agenda

1. BIA/Kelsey Analysis & Insights
2. Vendasta & Marketing Automation
3. Q&A
4. Special Report Offer for Attendees



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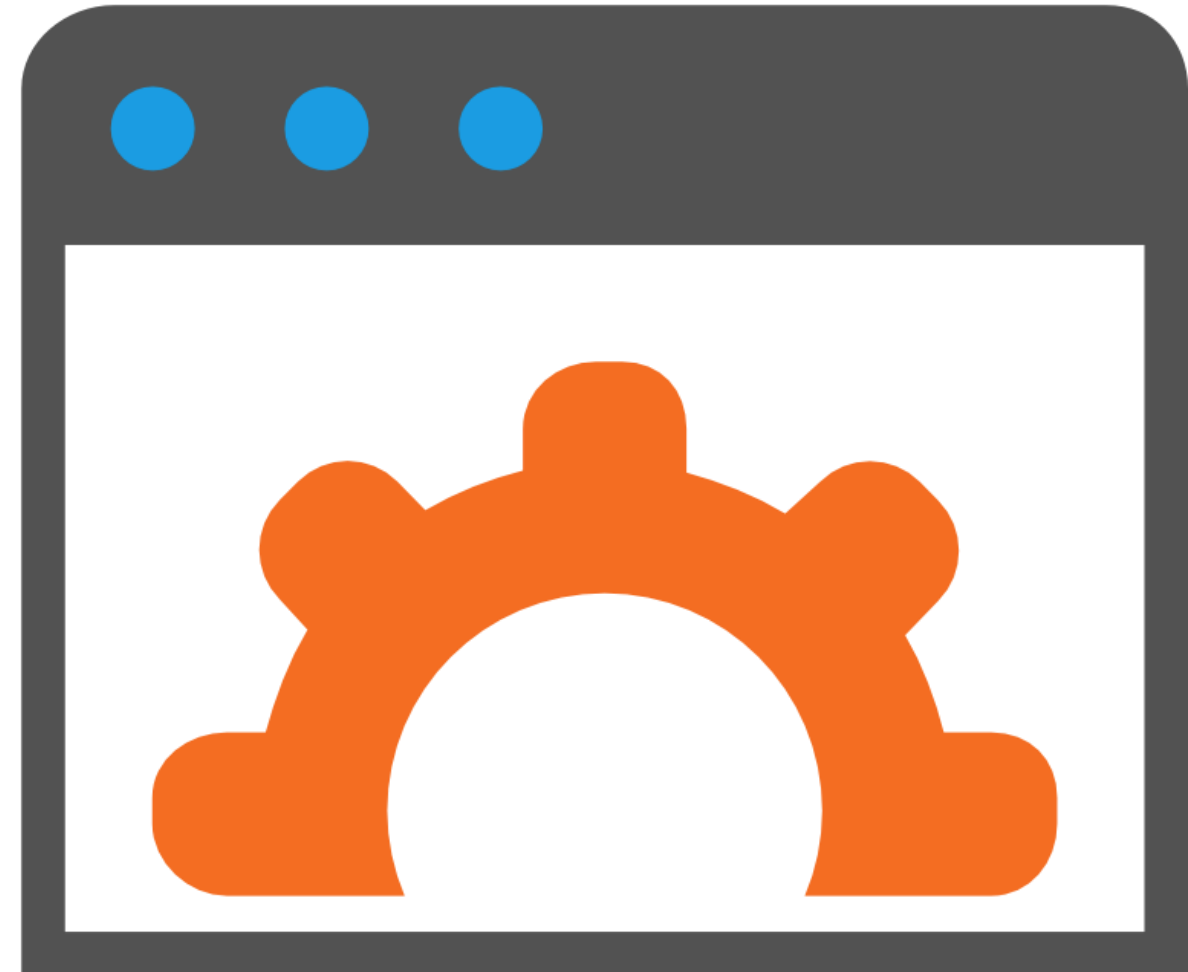


# Let's Start at the Beginning... What's Marketing Automation?

*Marketing automation* streamlines manual digital marketing tasks, letting companies optimize the sales pipeline, lower cost of acquisition and quickly identify hot sales opportunities.

In Local, this happens on three levels:

1. SMBs
2. Agencies *fulfilling* marketing automation on behalf of SMBs.
3. Agencies *utilizing* marketing automation internally to more effectively sell to SMBs?



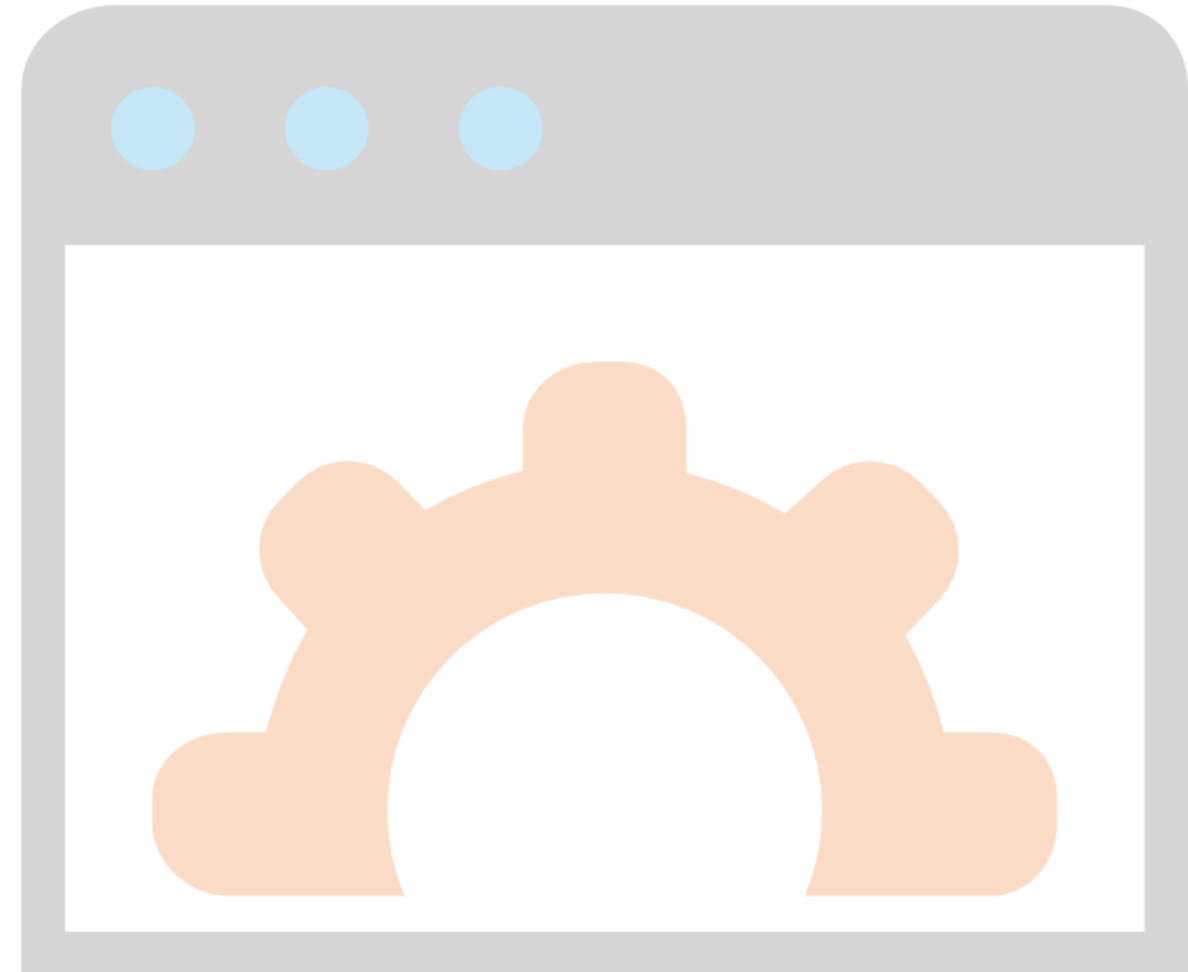


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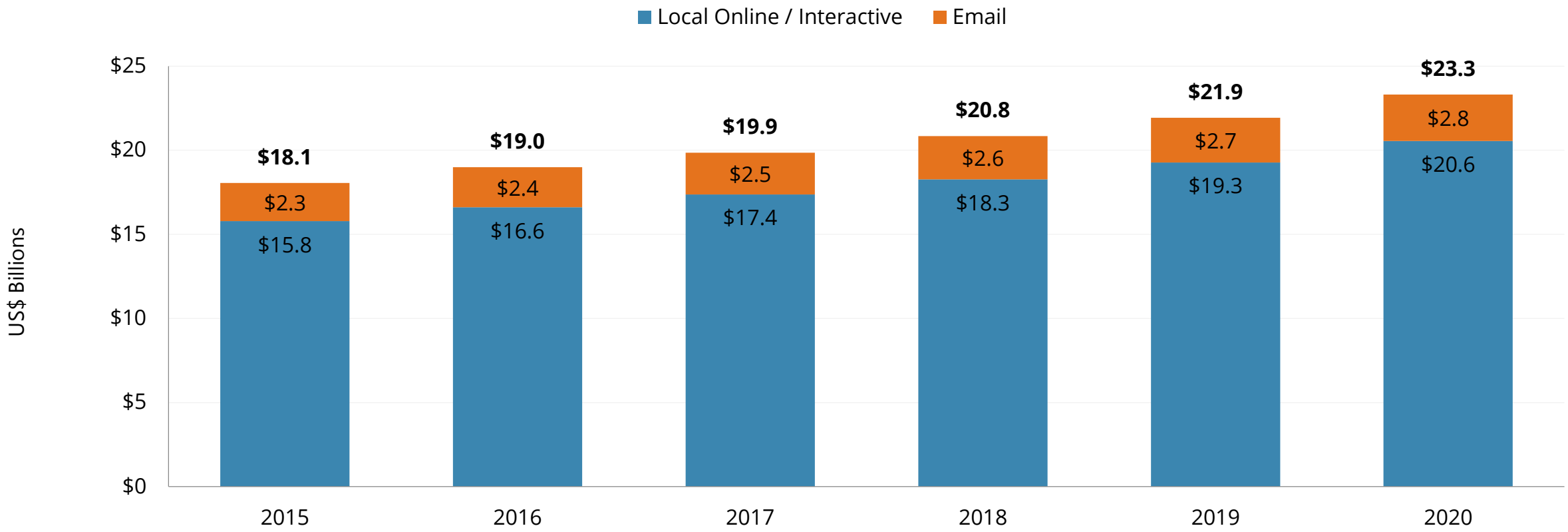
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# The Addressable Market: Local Digital Ad Spend



Source: BIA/Kelsey U.S. Local Advertising Forecast 2016

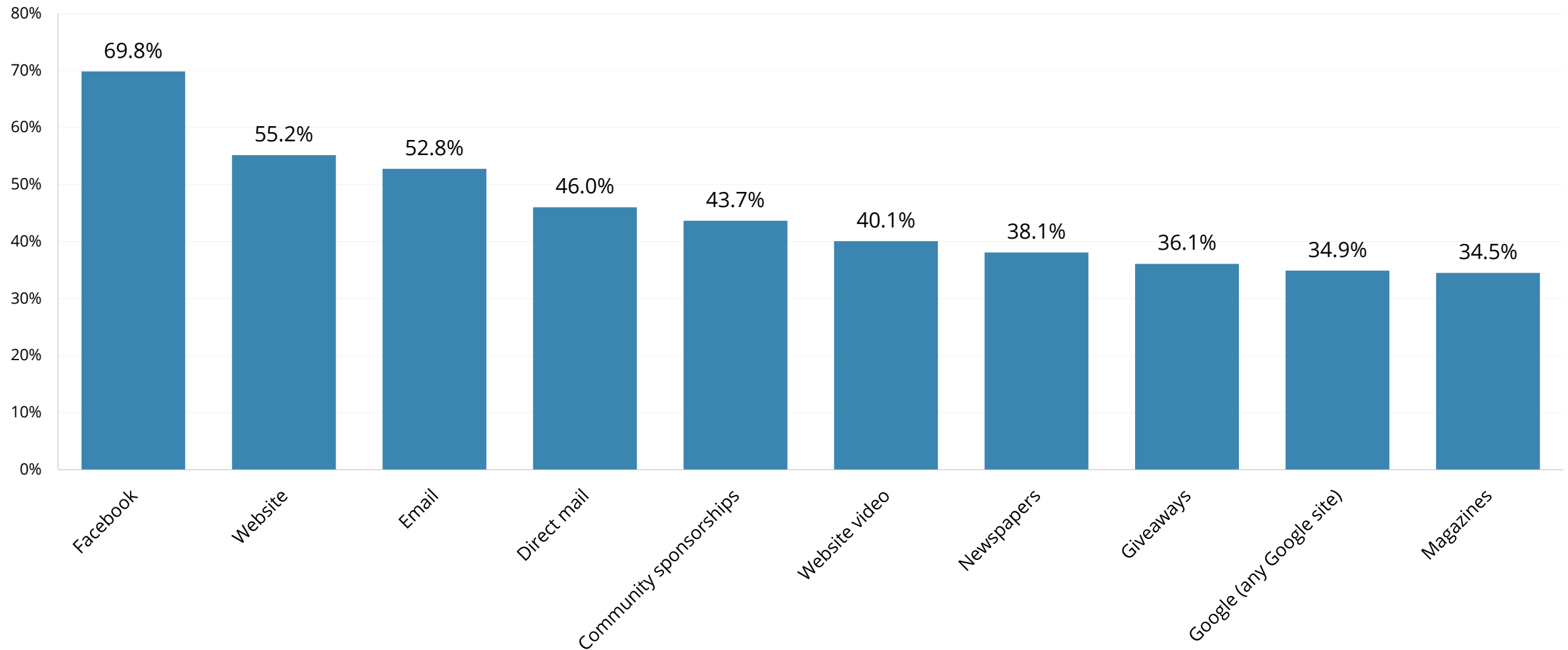
# Premise 1: Marketing Automation Takes Over Local

- Local ad growth = need for marketing automation to help agencies sell more effectively to SMBs.
- Marketing automations benefits -- proven at the enterprise level -- are becoming more “democratized.”
  - More efficient and integrated campaign management.
  - Smarter sales and faster response time for hot leads.
- Timing is right: local advertising is getting more and more complicated (and crowded) by the day.





# Top 10 Media Used for Advertising or Promotion



Source: BIA/Kelsey Local Commerce Monitor™ (LCM) Wave 19, Q3/2015.



# Premise 2: Fragmentation Compels Automation

- Local's land grab has created several options for SMB marketing.
- SMBs now use 6 to 13 different media (BIA/Kelsey, LCM, Wave 19).
- A diversified SMB media mix is good... but it raises challenges for local agencies.
  1. Selling amongst so much noise
  2. Fulfilling SMB marketing: time requirements compresses margin for already-small SMB accounts.



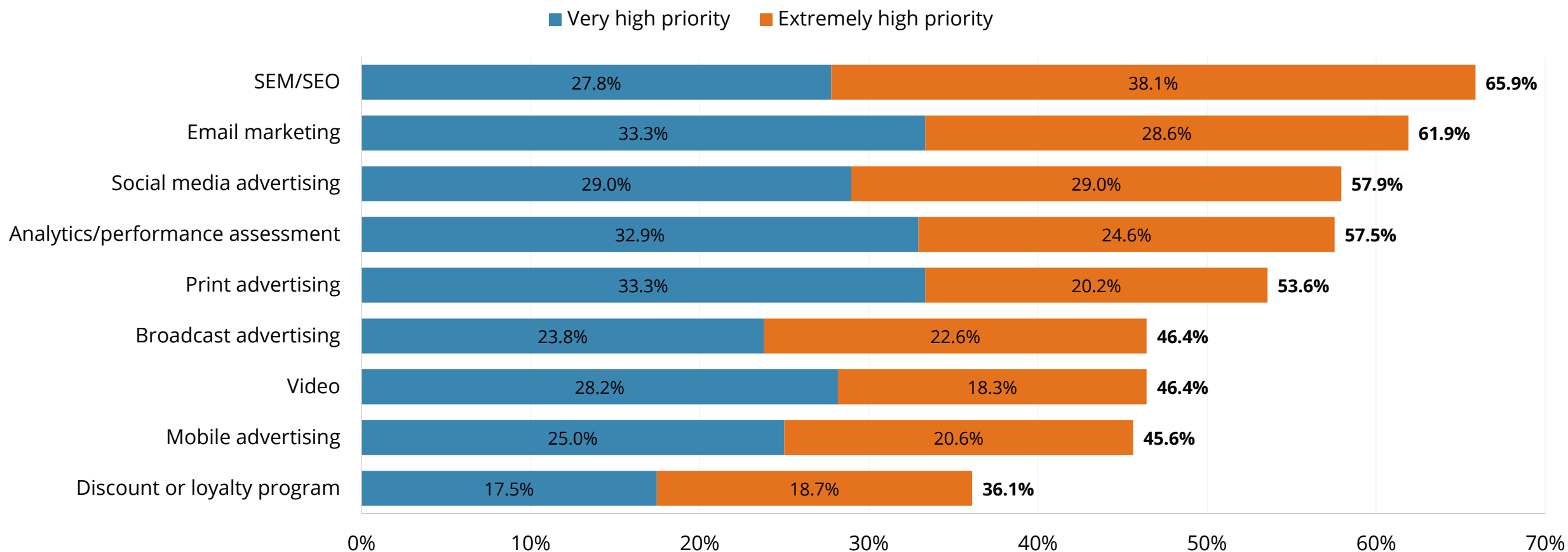
# Growth Will Continue... And With It, More Fragmentation

- Mobile and social are driving further growth of marketing channels.
  - Social local spending will grow 27 percent annually through 2020.
- These trends will accelerate the already growing need for marketing automation.
- The pace of change will require that platforms be highly adaptable and customizable.
- Because many social channels are content-oriented, the need for content assets will grow.



# 12-Month Marketing Priorities

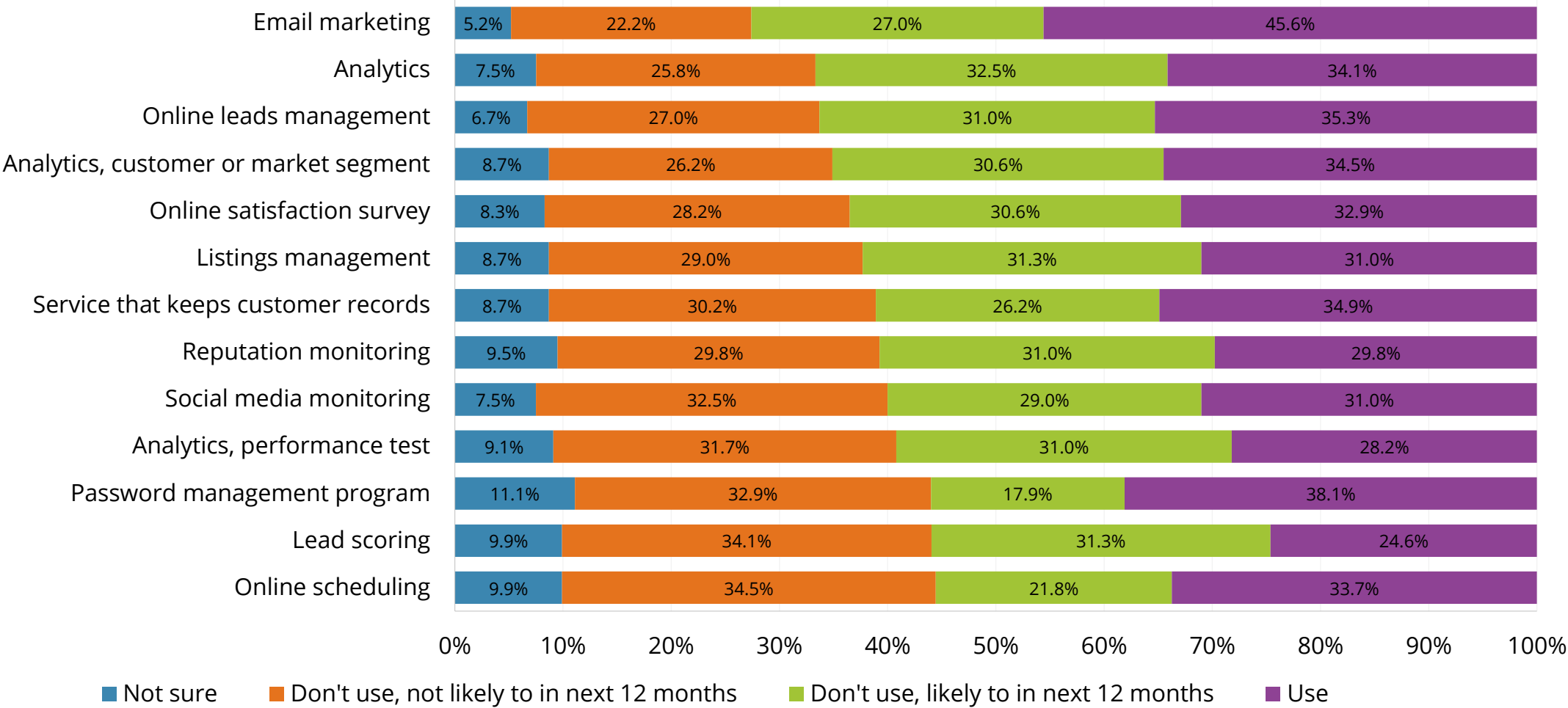
## Top 2 – Very and Extremely High Ratings Combined



Source: BIA/Kelsey Local Commerce Monitor™ (LCM) Wave 19, Q3/2015 (and prior waves, if relevant). Methodology: Online panels.  
Q608 What are your future marketing priorities for the following options?  
Sample Size = 252



# Other Advertising Services Considered



Source: BIA/Kelsey Local Commerce Monitor™ (LCM) Wave 19, Q3/2015 (and prior waves, if relevant). Methodology: Online panels.  
Q510 What ad-related services do you use or are you considering?  
Sample Size = 252



# Premise 3 : Identifying the *Right* Targets is Critical

- Marketing automation can help agencies identify the *right* SMBs.
  - Optimize sales resources and maximize lifetime value against cost of acquisition.
- **“Plus spenders” are generally more adoptive.**
  - \$75K annual marketing expenses, compared to \$2.2K for core SMBs.
  - 41 percent plan to increase spending compared to 29 percent of core SMBs.
  - 53.9 percent employ an agency, compared to 17.7 percent for core SMBs.
- **Plus spenders have a more complex media mix.**
  - They use 13 different marketing channels, compared to 6 for core SMBs.

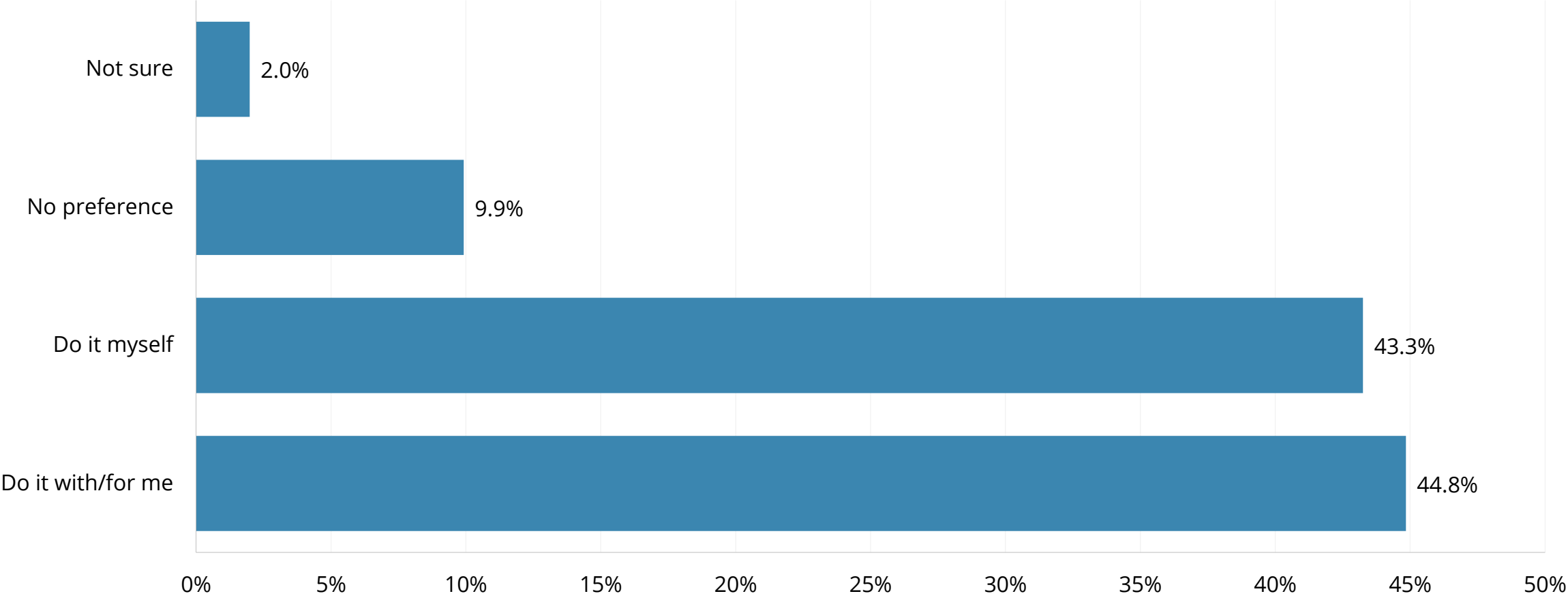
*“How do you Identify a Plus Spender during a sales call? Ask how many marketing channels the SMB uses. If the answer is eight or more, you’re likely talking to a Plus Spender.”\**

Source: BIA/Kelsey White Paper: “Automated Marketing: Managing for Personal Experience in SMB Markets”



# Preferred Model for Digital Advertising

Plus Spender SMBs are split between DIY and DIWM/DIFM models.



Source: BIA/Kelsey Local Commerce Monitor™ (LCM) Wave 19,



# Lastly: Clarity and Consistency of Message

- All of the previous benefits go away if the message isn't clear.
- The abundance of vendor pitches, further amplifies this need to stand out.
- For time-depleted SMBs, that translates to tangible ROI and **K.I.S.S.**
- The message needs to have a narrative, and it needs to be consistent across multiple platforms and touch points.





That covers the *Why*?  
More important is the *How*?  
Enter, Vendasta

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# A long time ago in a galaxy far, far away...

marketing automation company



HubSpot eloqua Infusionsoft®

Marketo®

salesforce pardot



# Background

We ran into all of the same challenges:

- Platform complexity
- High costs
- Hard to start using
- Still only using a fraction of our capabilities

And when we dug deeper, we discovered a bigger problem...



# Background

- 70% of marketers are either unhappy or only marginally happy with their marketing automation software
- 6 out of 10 marketers cite poor or inconsistent data quality, or lack of data, as their biggest challenge to producing personalized campaigns
- 44% of dissatisfied users say the software takes too long to implement, is difficult to learn, and is expensive.



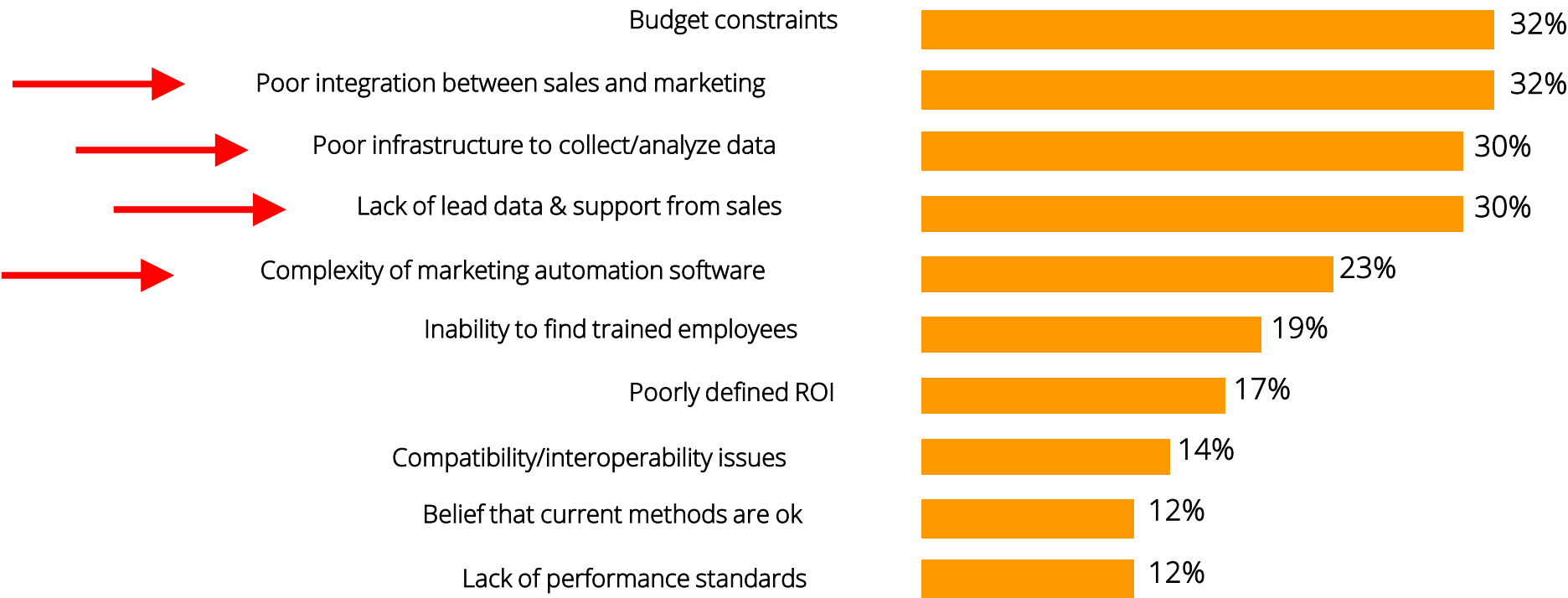
# Background

- On average, it takes 59% of businesses up to six months to fully adopt and implement a marketing automation platform
- 61% agree the implementation process is difficult
- 85% of B2B companies using marketing automation platforms feel they're not using them to their full potential



# Background

## Obstacles that Prevent More Effective Use of Marketing Automation



Source: B2BOnline, Marketing Automation: Best Practices in a Rapidly Changing World

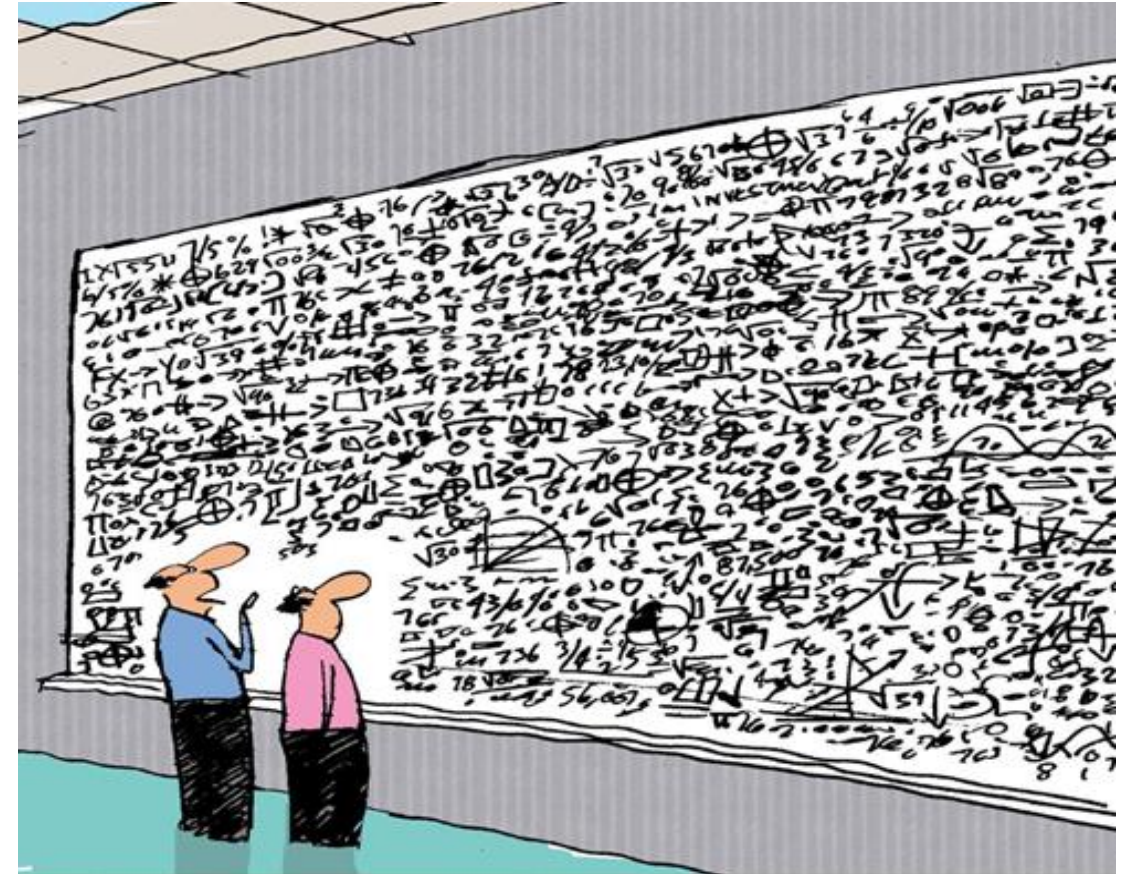




# Challenge

Aside from budget, the main obstacles with marketing automation are **integration, complexity, and lack of data.**

In other words: nothing is easy or automated about it.



**“...And that, in a nutshell, is our marketing automation plan. Any questions?”**

# Solutions

What's needed:

- 1) Smarter systems
- 2) Niche platforms that address the unique needs for different spaces.

Start by thinking of your key stakeholders. What does each of them need to do their jobs better?



Bob, Sales Manager



Vern, Sales Rep



Sally, Business  
Owner

# What do sales managers want?

- In-premise visits or calls—but how do they get the appointment?
- Expectation management for the manager's team (and the data to hold them accountable)
- Best sales practices and pipeline management with robust analytics



# What do sales managers want?

- Lead analytics: time to connect, number of connections, etc.
- Ability to track process after the lead
- Easy provisioning and fulfillment
- Marketing after the sale to grow share of wallet





# What do sales managers want?

- Pleasantly persistent campaigns that follow best practices for sales
  - Contact leads 10x for max engagement
  - Alerts upon engagement so they can follow up within 5 min
    - Responding to web-generated leads within 5 minutes equals 900% increase in conversion
    - The odds of calling to contact a lead decrease by over 10x in the first hour



# What do sales managers want?

- Out-of-the-box resources
  - Pre-written content, templates, nurture campaigns proven to produce results, etc.
- System that adapts to his/her pipeline and doesn't push more leads or throttle leads based on availability



# What do local businesses want?

- Relevant, prescriptive content
- Education: solutions to the problems they're facing (and the ones they don't know they have)
  - Marketing is about being helpful
- An agency of record; one login and one contact for all of their marketing solutions
- To know how they compare to competitors



# Core pieces of Marketing Automation

Common

- Usual suspects: Lead source management, lead scoring, email systems, rules-based delivery logic, etc.

Hard to find

- Automated, personalized content to drive engagement
- Easy onboarding process, lower cost of acquisition
- Close connectivity between sales and marketing



# Uncovering the content piece



Content is the most critical component for any marketing campaign. It needs to be **relevant, timely, valuable, personalized** and **permission-based**.

# Uncovering the content piece



Doing all of the content development work yourself (in a non-automated way) is expensive. Even then, it likely won't be personalized.

Costs for a simple four-email campaign

|   | Costs                     |
|---|---------------------------|
| Strategy & planning                               | \$50/hr/person x 1-2 days |
| Labor (designer, copywriter, email testing, etc.) | \$50/hr/person x 2-3 days |
| Images licensing                                  | \$50 - \$100              |
| Opportunity costs                                 | ???                       |
| Total   | \$5,000+                  |



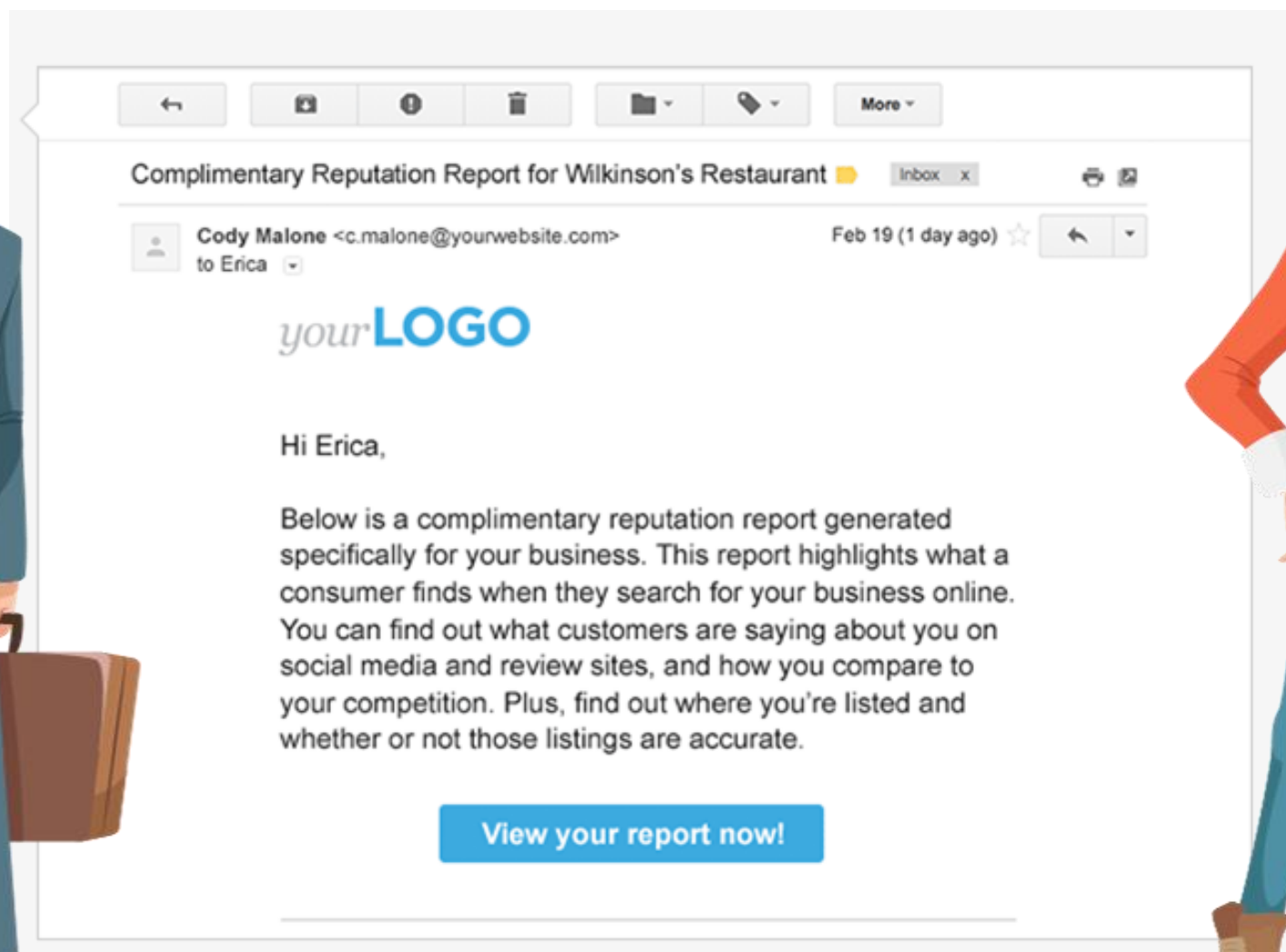


# Provide a report, capture a lead

Tips for capturing a local business owner's attention:

- Give businesses a report with their grade
  - Embrace the “report of pain” mentality
- Compare them to others in the industry
- Create a rock-solid script that can speak to all pain points and opportunities when they/you call







Report Content Last Updated: Aug 14, 2014



## Fix your online reputation

Nearly 75% of people lose trust in brands with inaccurate business listings and 90% of people look to online reviews when making purchase decisions. **Make sure you're not losing real money because of bad listings and reviews.**

[Fix my score now](#)

Or call us at 1-800-555-5555

### Overall Score



### Listings

**C**

### Review

**C**

### Social

**D**

### Website

**D**

Business Name Rusty Taco Denton  
Address 210 E Hickory St  
City, State, Zip Denton, TX 76201  
Phones +1 940-483-8226  
Websites <http://www.therustytaco.com/>  
Business Category Active Life > Fitness & Instruction > Yoga



## **C** Listings

### Listing Presence

Total number of online listings found for your business

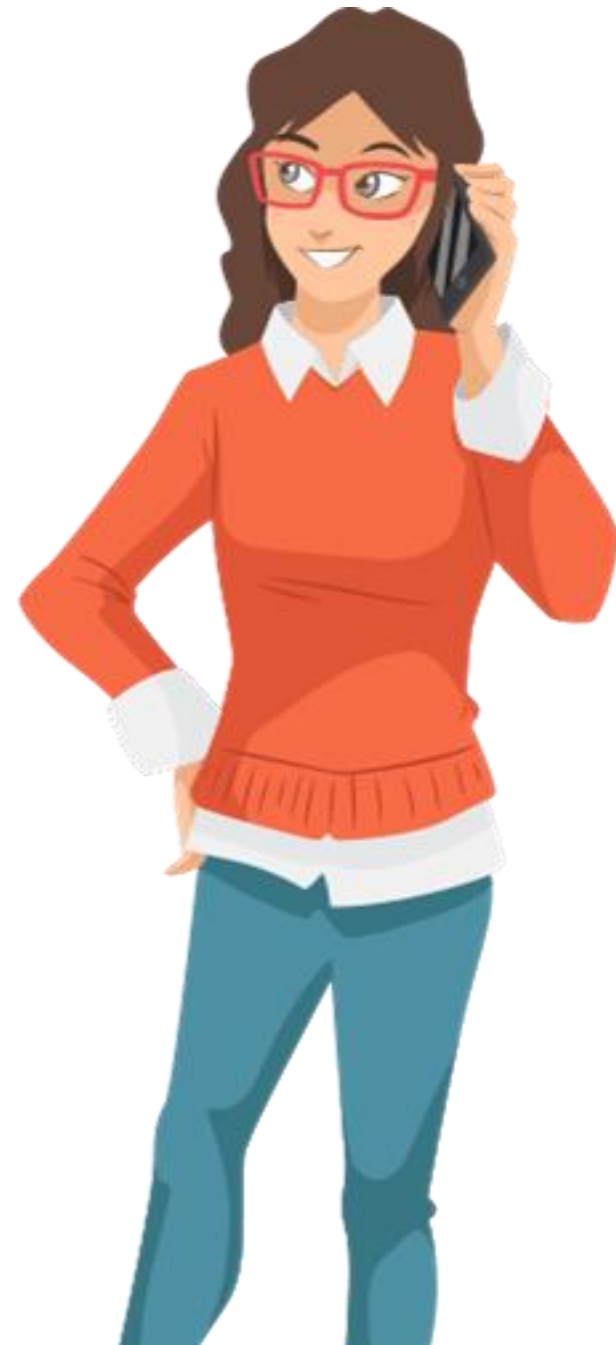


### Listing Accuracy

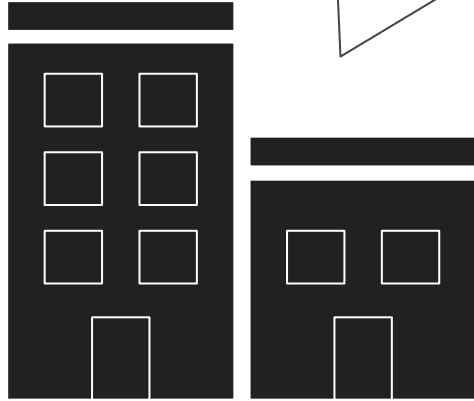
Percentage of accurate listings found for your business



Your Business  
# of Incorrect Listings



OMG, it's about me!



27.4%

.....

Open Rates

Industry Avg: 15.2%<sup>8</sup>

31.3%

.....

Click-Through Rates

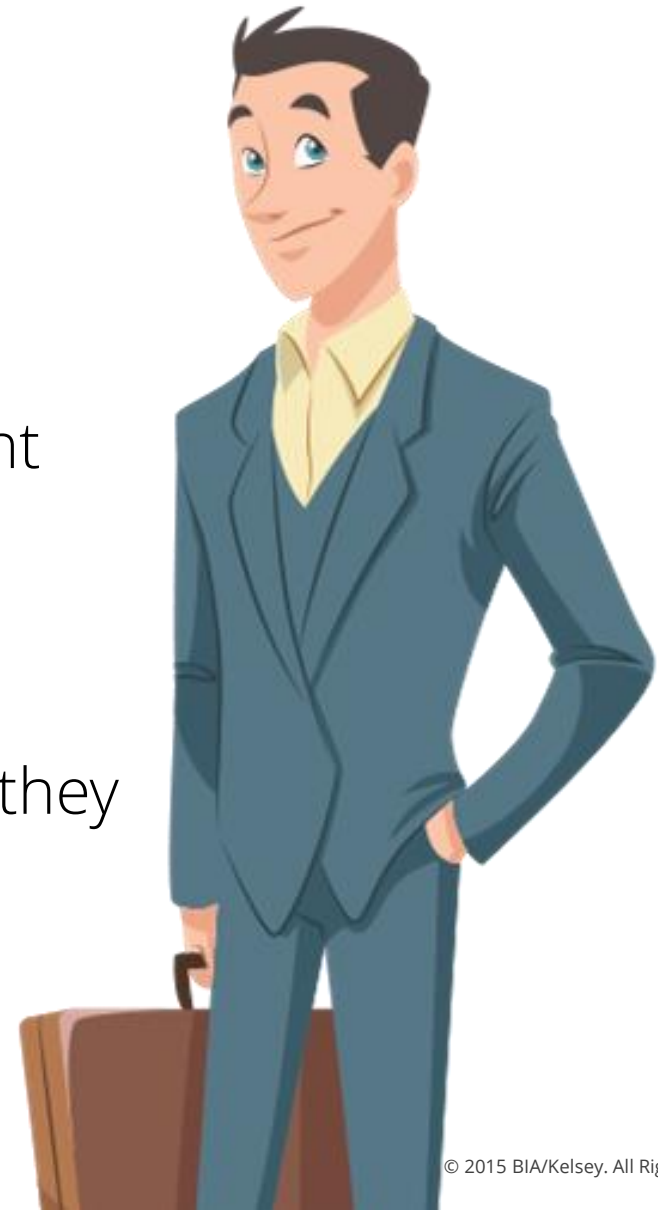
Industry Avg: 6.3%<sup>8</sup>



# Take advantage of the data

Now that you're sending **relevant** and **personalized** content, take action on it immediately!

- See who's opening emails and engaging with content
- Reach out to the ones who are engaged **ASAP**
- If at first you don't succeed, try again (and again and again...)
- Talk to the SMB's pain points based on the content they interacted with





# Prepare script to match content

Tip #379: Have a talk-track for every scenario

## Social Performance

## Social Marketing

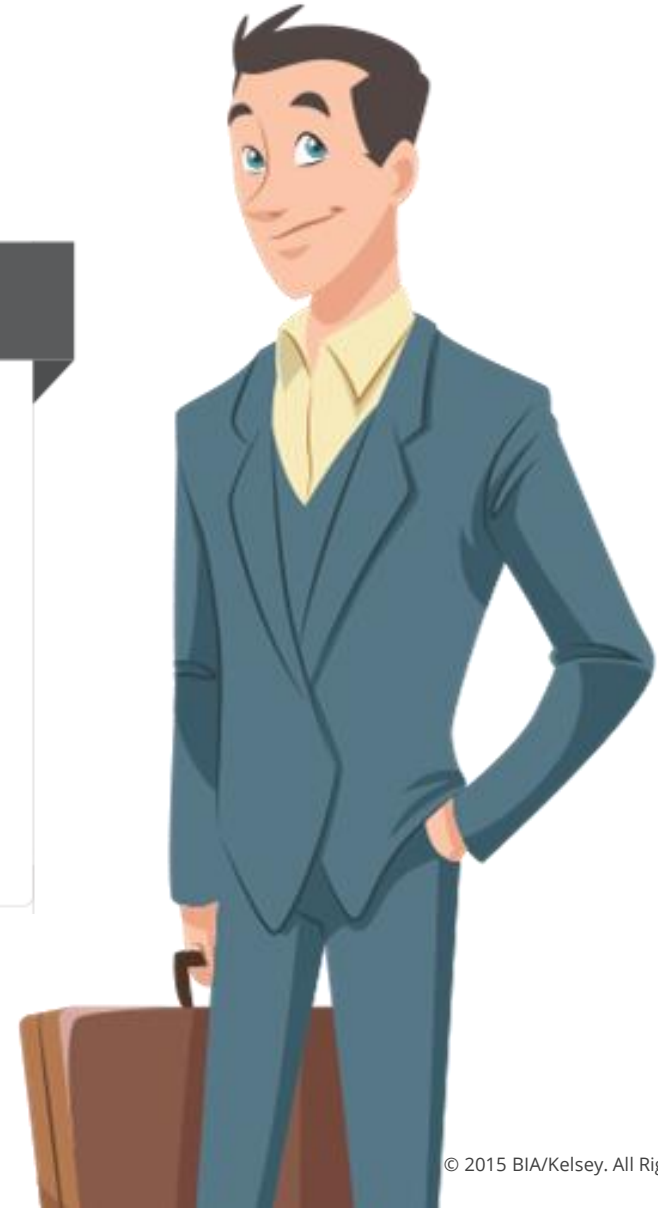
**Social channels can help local businesses grow their fan base and turn online leads into raving customers.**



**If the score is positive**, you're off to the right start! However, managing multiple social networks is difficult and time-consuming. **Social Marketing** is an easy way for local businesses to continue to build their social presence and find new leads.



**If the score is negative**, we need to get you to the 21st century where customer service lives online! **Social Marketing** can monitor and manage customer activity in a single feed, respond to customers online straight from the activity feed, and track every interaction.





# Tying content to automation



Personalized content  
automatically generated



Customer interacts  
with content



Assigned sales rep  
receives an alert



Sales rep follows up  
with the hot lead

# You've got a hot lead!



- Tie your real-time engagement data into notification system
- Create a culture of responding to qualified leads immediately (within 5 minutes)

# But connecting is tough

- In 2007, it took an average of 3.68 cold call attempts to reach a prospect; today, it takes **8 attempts**
- Only **2% of sales** are made on the first contact, while **80% of sales** are made on the fifth to twelfth contact
  - 44% of sales people give up after one "no", 22% give up after two "nos", and 14% give up after three "nos"
- The average salesperson makes **8 dials an hour** and prospects for **6.25 hours** to set one appointment



<http://www.marketingdonut.co.uk/marketing/sales/sales-techniques-and-negotiations/why-8-of-sales-people-get-80-of-the-sales>  
<http://www.slideshare.net/JakeAtwood1/20-shocking-sales-stats>  
<http://www.q4intel.com/9-shocking-sales-statistics-that-determine-your-success/>



# If at first you don't succeed...

## What is evergreen marketing?

Continually marketing to prospects on an ongoing basis until they have signed up for all relevant products and services.

In a perfect world, this is a never-ending campaign that delivers automated content to your customers based on which products they don't have.



# Onboarding: A Smooth Transition

Don't forget about Bob the sales manager. He's looking for:

- Smooth onboarding
- Easy provisioning
- Marketing after the sale to grow share of wallet




# Tracking & analytics

For marketing automation to be successful, it must be closely tied to your CRM.

- Simple reports and to-dos for reps
  - Make it easy to see how their pipeline looks and what they have to do next
- Remove as much manual reporting from your process as possible

Oct 12 - 6:38 pm


FOLLOW UP NEEDED



**Customer interacted with product**  
Social Marketing

Oct 18 - 10:02 am

CLOSED (WON)



**Total price: \$2100**  
Client has been invoiced for full amount



# Conclusions

## What's needed:

### 1) Smarter systems

- Automated tools that use relevant, timely, and personalized content to speak to SMBs' challenges
- Easy-to-manage evergreen marketing campaigns

### 2) Niche platforms that address the unique needs to different spaces

- Cost-effective marketing automation systems that are simple to implement and quick to scale
- Close integration with simplified CRM and robust analytics

# Q&A



Registrants for this webinar will receive a free white paper:

# *Automated Marketing: Managing for Personal Experience in SMB Markets*



# Join Us at BIA/Kelsey NEXT



**BIA/Kelsey NEXT | Dec. 9-10 | Los Angeles, CA**

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# Questions & Comments:

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