

TOMORROW'S MARKETER

15 Things Not Tell Your CMO

(My Other Submissions Were Boring)



Bryan Semple
CMO, SmartBear
Software



About Me



Operations



Sales



SaaS



Product Marketing



High Velocity



Software

Scale



Scale



Our Stack

- Salesforce - CRM
- Marketo – Marketing Automation
- Jira – Agile Marketing
- Confluence – Wiki Knowledge Share
- Google Analytics - Analysis
- Google Docs – Data Sharing and Reporting
- Adwords etc.
- Allocadia – Budgeting
- Influitive – Advocate Marketing
- Kentico – CMS
- Get Clicky – Real Time Analytics
- Skype/Slack
- GotoMeeting/Livestream
- 12 monitors
- 4 person podcast studio

My Other Talks Were Boring

- ▶ Marketing and the C-Suite - Marketing Your Marketing to Gain Support and Recognition
- ▶ Marketing Analytics to Optimize Each Step of the Buyer's Journey from Acquisition to Advocacy
- ▶ Cross Selling with Marketo: How to Give a Single Customer With Many Interests Multiple Lead Scores
- ▶ How Zenefits Uses Predictive Marketing to Simultaneously Grow Pipeline, and Increase Conversion Rate
- ▶ Cross-Channel Account-Based Marketing
- ▶ Building in Marketo for Global Enterprise Scale: Learn how Microsoft uses Marketo
- ▶ 15 Things to Never Tell Your CMO

Market (noun) - ?



Keeping it Real - Crossing the Chasm..

- A market is defined as a set of actual or potential customers for a given set of products or services who have a common set of needs or wants, and who reference each other when making a buying decision

The Market is Telling Us..

Stock market bulls are running into reality
CBS News - Apr 8, 2016

The **Stock Market** And Bond Market Are Telling 2 Different ...
Seeking Alpha - Apr 8, 2016

Why the Dow Jones Industrial Average Today Is Down
Money Morning - Apr 7, 2016

Dow Jones Industrial Average Today Slides 174 Points on Growth Concerns
Money Morning - Apr 7, 2016

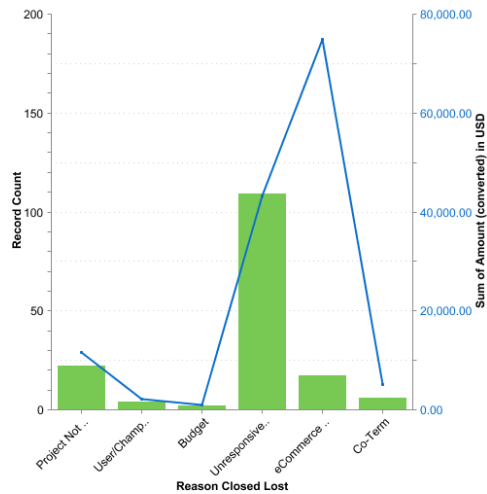
US **stocks** retreat on soft data, oil decline
Business Standard - Apr 4, 2016

Show Me the Data!

Google Analytics

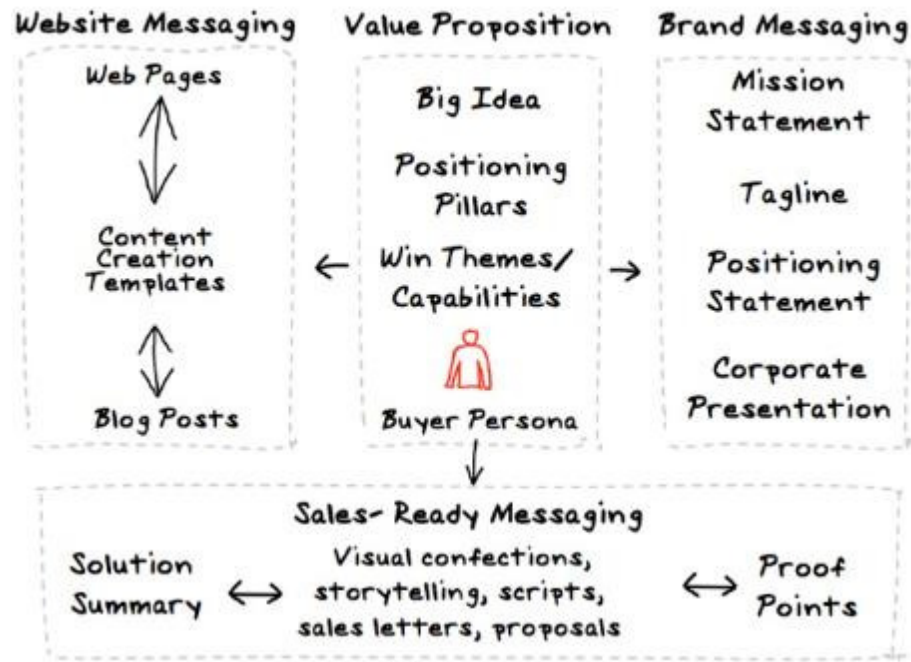
Search reports & help

- Dashboards
- Shortcuts
- Intelligence Events
- Real-Time
- Audience
 - Overview
 - Active Users
 - Cohort Analysis BETA
 - Demographics
 - Interests
 - Geo
 - Behavior
 - New vs Returning
 - Frequency & Rece...
 - Engagement
 - Technology
 - Mobile



Our Messaging is Off....

Messaging Architecture



© 2004-2013 Advanced Marketing Concepts

Business2community.com

Seed, Freemium, Bundle Strategies - All Below the Waterline



← PowerPoint

← Depth of Analysis

Original image by Uwe Kils, Wiska Bodo

What is the Goal?

- “strategic”
- “awareness”
- silence
- “branding”
- “it is complex”
- “I am just facilitating”

How Did It Go?

- “strategic”
- “awareness”
- silence
- “branding”
- “it is complex”
- “I am just facilitating”



GREAT!

Don't Cook the Results

- Result was _____
- We did this to get them _____
- Cost per was _____
- Opportunities Influenced are _____
- Qualitative assessment



서울특별시 소방재난본부 - 서울특별시 소방재난본부 최광모

You Can Goal Everything

Trade Show	Paid Advertising	Press	Content	Chat	“Air Cover” Marketing Campaigns
<ul style="list-style-type: none"> • % Swipes • # A, B, C leads • % Notes • Cost per Swipe • Opps Influenced • Cost per Opp • ROI 	<ul style="list-style-type: none"> • Cost per lead • Cost per opportunity • Opps Influenced 	<ul style="list-style-type: none"> • Mentions in major periodicals • Traffic • Third party validation quotes 	<ul style="list-style-type: none"> • Consumption • Opps Influenced • Cost/Opp Influenced 	<ul style="list-style-type: none"> • % Chat/Views • % Availability • Response Time • Post Chat Survey 	<ul style="list-style-type: none"> • Prospects recognize company name when called

What Result Do You Want?



What Indicates That Result

No Shortcuts to Revenue- What Do They Know I Don't?

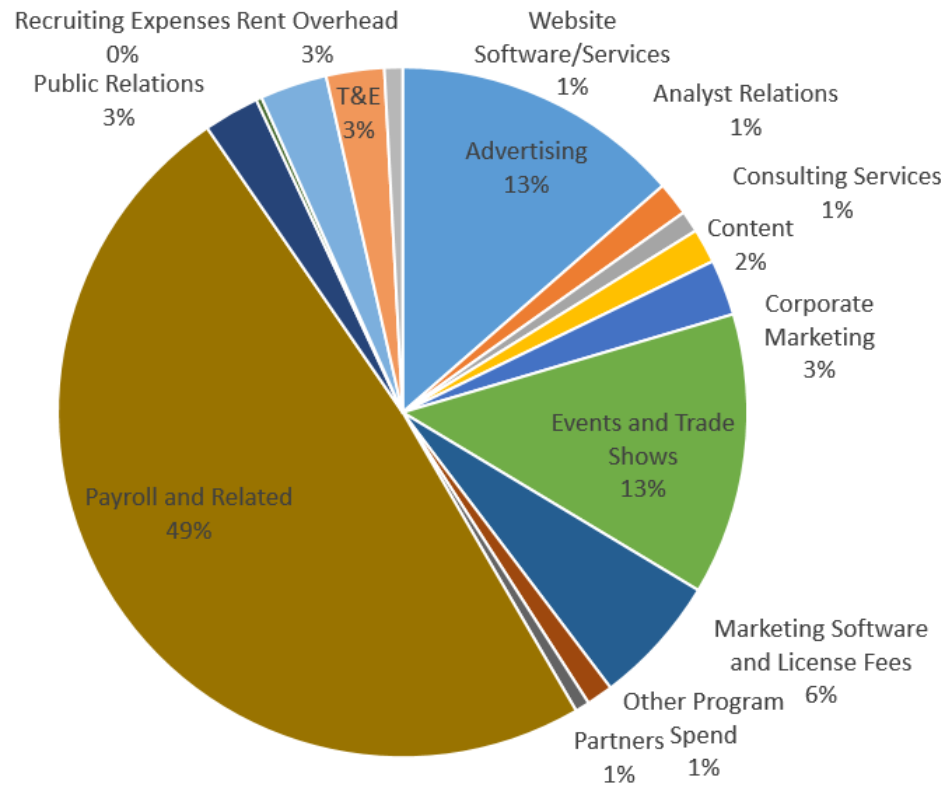


- List brokers – your database for \$10K
- Appointment setters – names + pitch
- Pay Per Lead – better than your adwords

We Need To Do This...But...

- “I need budget...”
- “Do you have budget...”
- “It is not in the budget...”
- “I need resources...”
- “Use it or lose it”

Get People or Change Priorities



Sales Doesn't Follow Up On The Leads

- Fundamental misunderstanding of sales mindset
- Answer is not
 - MQL/SAL
 - SLA
 - Marketing contribution to revenue calculations



Set the Right Expectations

- Lead score / behavior
- Capacity
- Opp Creation

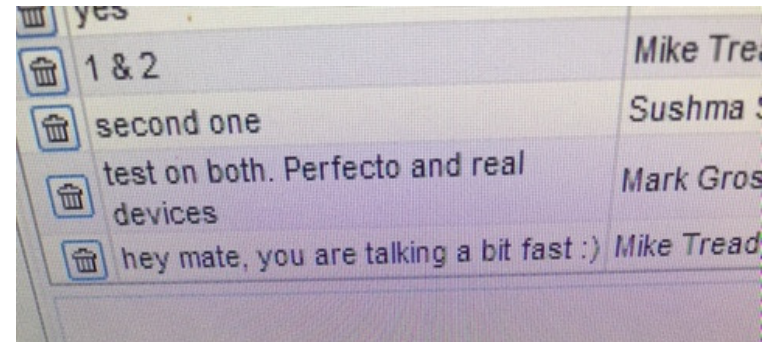


Which Statement is True for Global Marketing

- A) “Really different over here”
- B) “India doesn’t buy software”
- C) “It is more relationship based here”
- D) “We don’t wear ball caps”
- E) “That _____ won’t work here”
- F) “We need local marketing to run programs here”

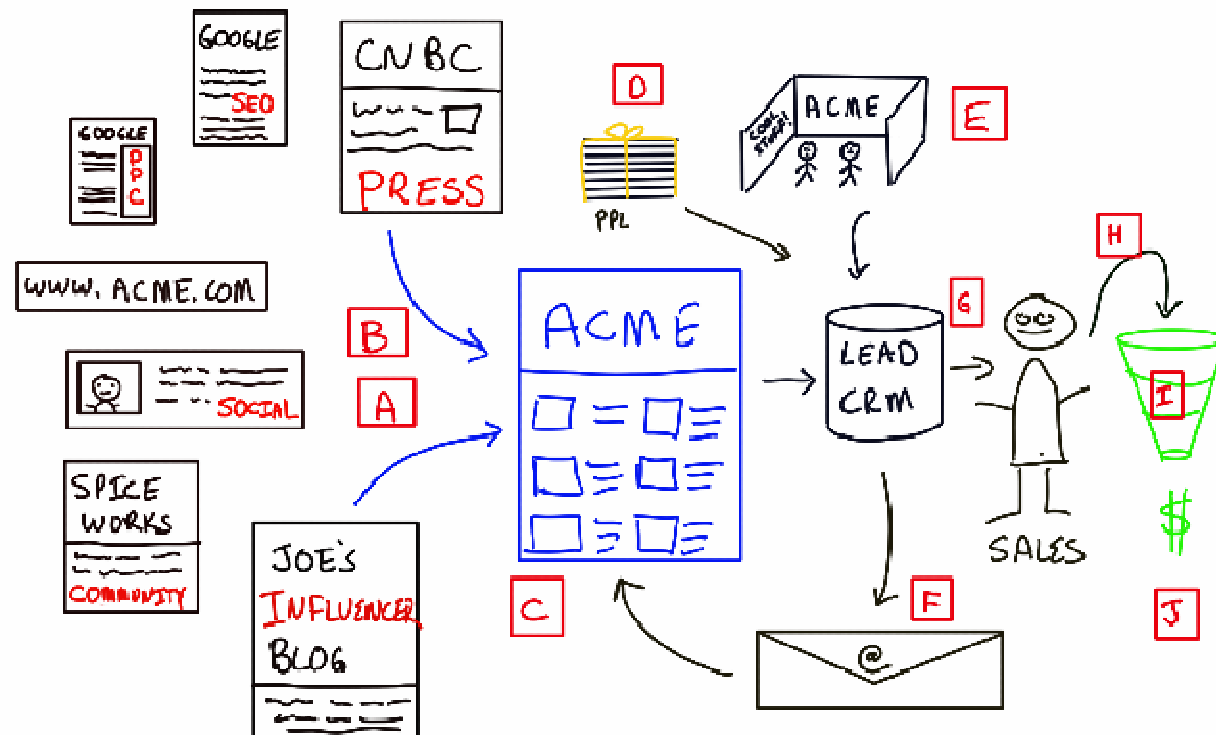
More Similarities than Differences

Differences	Similarities
Language (maybe)	Online advertising
Time Zones	Events
Customs and culture	Content
Local hiring vibe	Website
Currency	Partner programs
Immersion and focus	Email marketing programs
	Sales teams
	Press and Analyst motions



A local marketing resource comes at the expense of a global resource

Biggest Thing I Am Trying To Do Now



Realigning Organization to Measure the Impact On Customer Journey



Quick Guide to CMO Brain Function

What someone says	What I hear	Real Issue?
"The show was great"	You probably ordered chairs, sat behind a table and took badge swipes handing out \$10 LED flashlights	Lack of goals
"Happy Friday"	I don't like working here and can't wait for the weekend	Morale and focus
"Happy Monday" (sarcastically)	My happy weekend is gone and now I am back working for you	Morale and focus
Let's collaborate (brainstorm) on that	I don't want to do the work on this, so I am going to lock you in a room for an hour and make you do it for me	Lack of starting idea, well detailed out, to drive the group forward
I am the _____ Czar	Czar's aren't around anymore for a reason	Operating processes require abnormal org structures
I am in charge of strategy	You don't do anything	Executive level gap
I am the liaison	See strategy	
Let's take that offline	You aren't winning the discussion	
I will put something on your calendar	I just lost an hour	Outlook meeting culture
Sales isn't _____	You have a poor relationship with sales	Expectations

Next Steps...

StoryMETRIX

Instrumenting the Low Touch B2B Sales Process

Home About Me News and Events

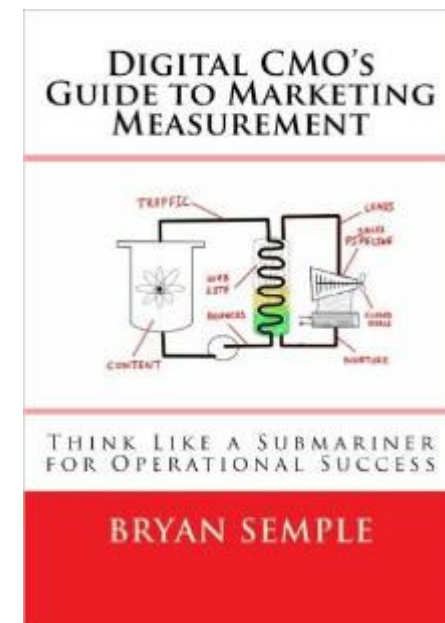
Lead Source	4/7/2012	4/14/2012	4/21/2012	4/28/2012	5/5/2012	5/12/2012
Analytics API	10,250	41,000	46,053	52,804	40,239	55,348
net	5,611	22,444	14,531	17,415	24,197	12,214
UPI	903	3,612	2,397	2,628	4,123	3,880
UPI	36	392	230	226	267	214
zoom	13	52	45	58	68	77
zoom	85	340	195	188	200	137
UPI	650	2,600	1,916	2,241	1,902	1,112
mpson	200	832	613	717	577	356
UPI	195	620	647	317	551	362
on	2,800	11,200	12,262	7,806	6,000	8,221
on	145	580	824	954	519	387

Instrumenting the B2B Sales Process

As a new CMD for a business to business software company that was driving a high velocity, inside sales model, I spent the first six months trying to figure out how to make sense of the craziness that was around me each day. Between the difficulties of measuring what was really happening on the website,...

[Continue reading —](#)

www.storymetrix.com



TOMORROW'S MARKETER

Thank You!
(Happy Tuesday)

