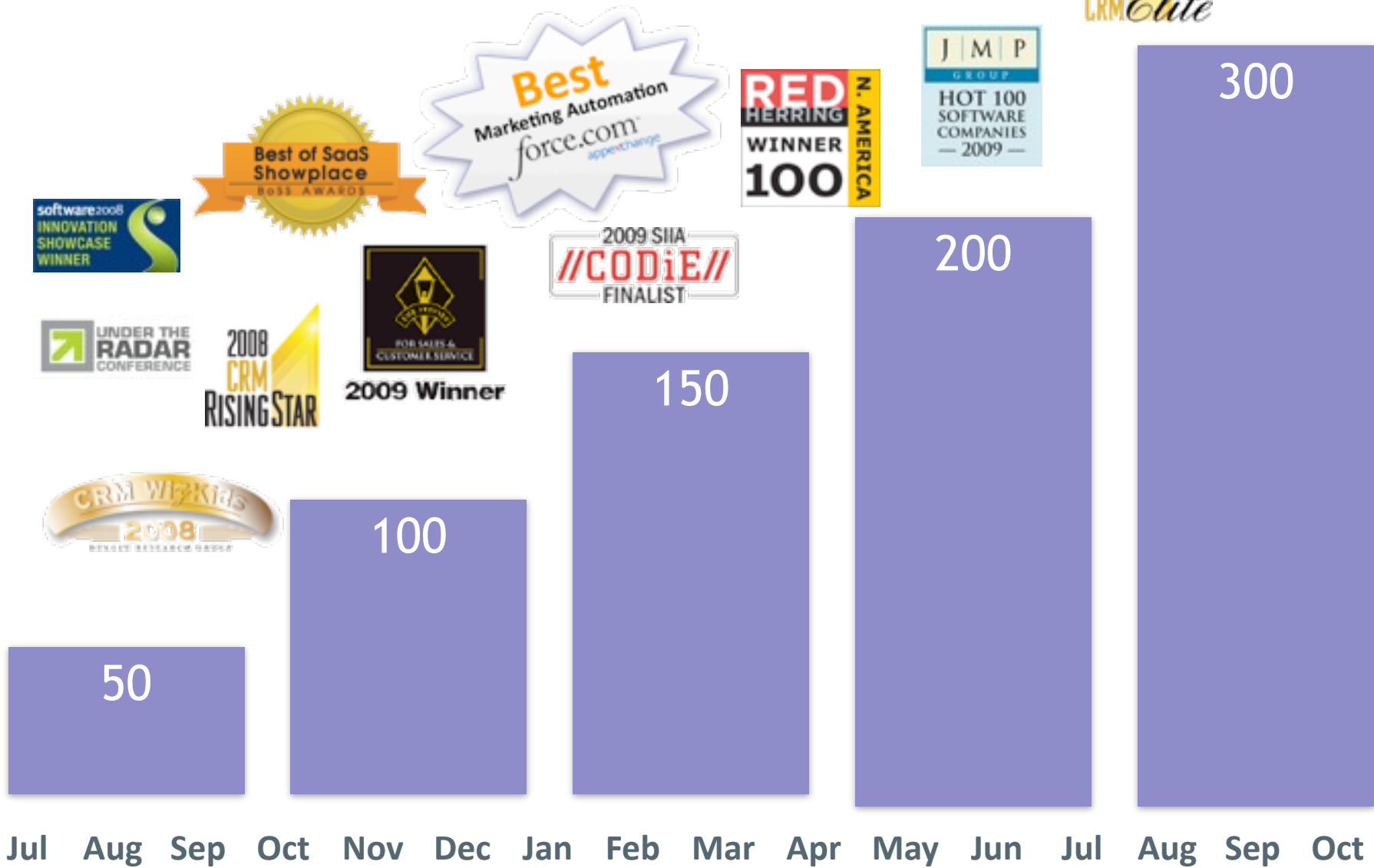




Secret Sauce for Sales

Bill Binch, VP Sales and Customer Success, Marketo
Anneke Seley, CEO and Founder, Phone Works

Marketo at a Glance



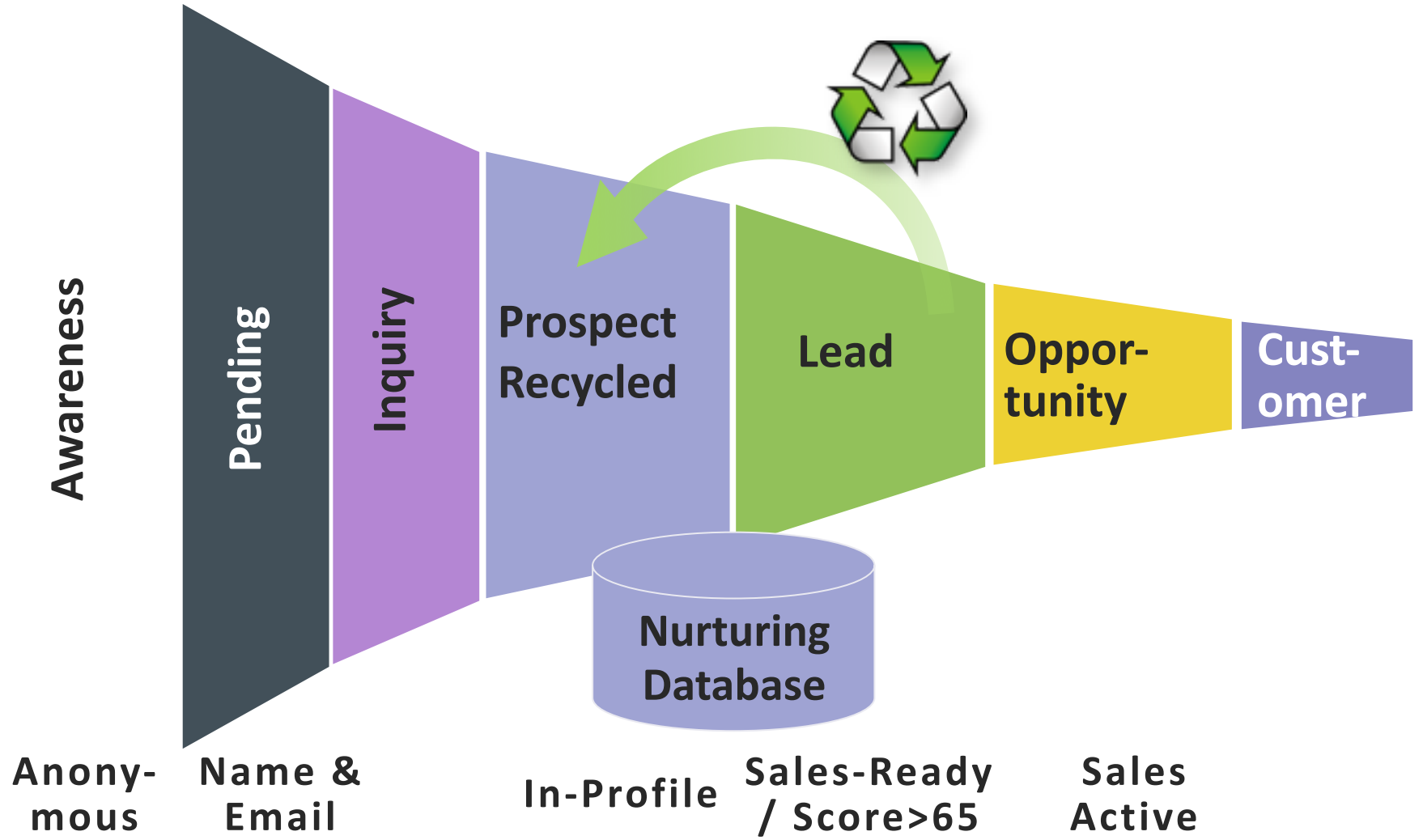
Revenue Cycle Benchmarks

Marketo Benchmark Best Practice

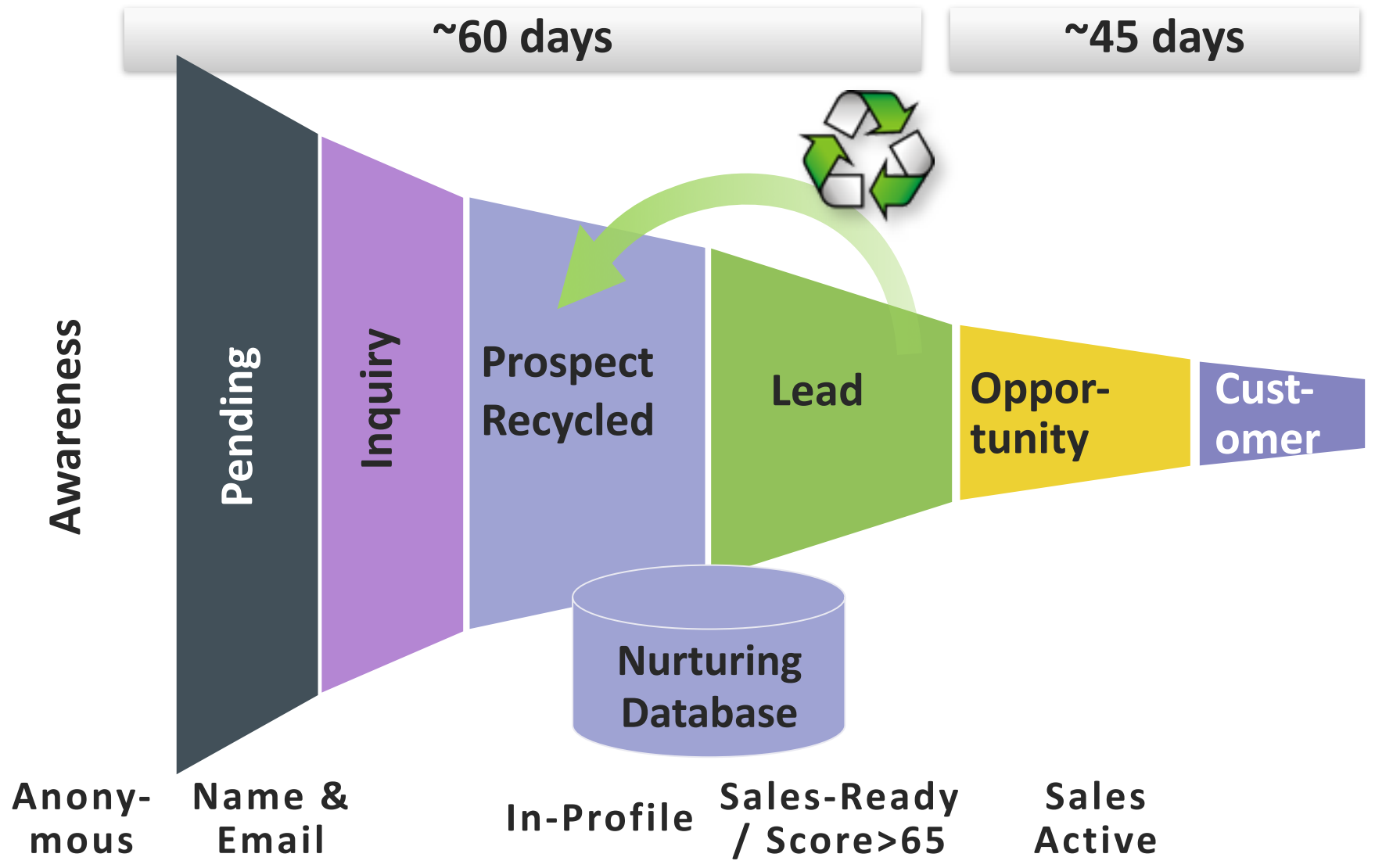
	Investment-to-Pipeline <i>Average cost of demand creation of the sales pipeline</i>	Sales-to-Marketing <i>Ratio of sales investment to marketing investment</i>	Marketing Sourced Pipeline <i>% sales pipeline uniquely created by marketing</i>	Customer Acquisition Cost <i>ΔGross Margin / sales and marketing costs</i>
Marketo	4-6%	3:1	21%	0.7
Best Practice	3-6%	?	32%	1.0+
Marketo	9%	1:1	60%	1.3

Source: SiriusDecisions, Marketo, Bessemer Venture Partners

Marketo Revenue Cycle



Marketo Revenue Cycle



A Conversation, Not a Script



Older solutions
assume marketing
can script the
buyer's process

Marketo
is based on listening
and responding to
the buyer

Marketo Sales Insight [Help for this Page](#)

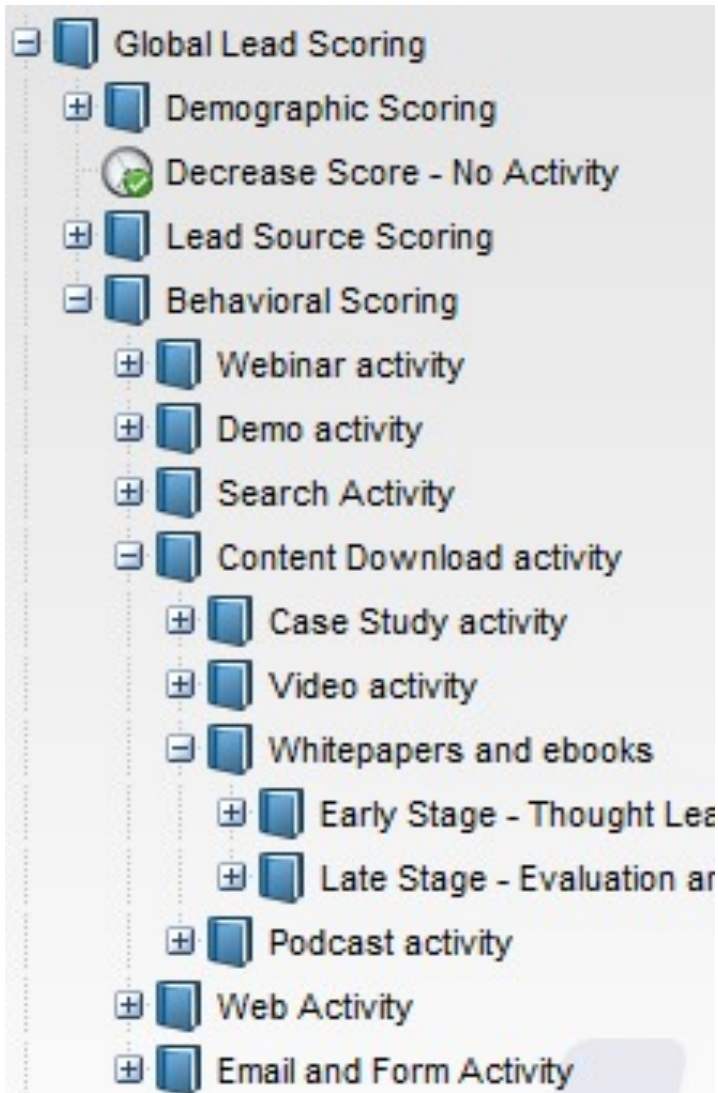
My Best Bets My Watch List Web Activity Anonymous Web Activity My Email

Name	Account	Last Interesting Moment	Date	Status	Priority
Lance Espinoza	Xenopia Limited	Web: Visited the pricing page	5/20/2009 6:20 AM	Contacted	🔥🔥🔥 ⭐⭐⭐
Kevin Bommelaer	Religa Co.	Web: Registered for a webinar	5/19/2009 4:10 AM	Lead	🔥🔥🔥 ⭐⭐⭐
JosÃ© McCloud	Germole Associates	Web: Registered for a webinar	5/18/2009 1:20 PM	Lead	🔥🔥🔥 ⭐⭐⭐
Hana McMahon	Ambipegh Company	Email: Opened Sales Email	5/18/2009 3:40 PM	Opportunity	🔥🔥🔥 ⭐⭐⭐
Jim Wolf	Nigelot Group	Web: Registered for a webinar	5/19/2009 10:05 AM	Lead	🔥🔥🔥 ⭐⭐⭐
Annette Lampron	Solowus Enterprise	Email: Clicked link in an email	5/19/2009 6:40 AM	Prospect	🔥🔥🔥 ⭐⭐⭐
Seth Rada George	Perth Limited	Email: Clicked link in an email	5/18/2009 9:48 AM	Prospect	🔥🔥🔥 ⭐⭐⭐
Jon Gaudreau	Artisoft Limited	Email: Clicked link in an email	5/19/2009 3:36 PM	Prospect	🔥🔥🔥 ⭐⭐⭐
Jean Marie Yroon	Flathice Inc.	Email: Opened Sales Email	5/17/2009 6:46 PM	Opportunity	🔥🔥🔥 ⭐⭐⭐

Lead Feed

- [Lance Espinoza](#) Visited the pricing page (Web)
[Xenopia Limited](#)
Yesterday · [Subscribe](#)
- [Shilpa Presley](#) Clicked link in an email (Email)
[EpiLang Group LLC](#)
Yesterday · [Subscribe](#)
- [Natascha Czuperska](#) Clicked link in an email (Email)
[Deochre Limited](#)
Yesterday · [Subscribe](#)
- [Hydee Pai](#) Clicked link in an email (Email)
[Synthetia Group](#)
Yesterday · [Subscribe](#)
- [Jon Gaudreau](#) Clicked link in an email (Email)

Sample of Lead Scoring Methodology



- Visit any webpage: +1
- Watch demos: +5 each
- Register for webinar: +3
- Attend webinar: +5
- Download thought leadership: +3
- Download Marketo reviews: +12
- More than 8 pages in one visit: +7
- Visit website 2X in one week: +8
- Search for “Marketo”: +15
- Visit pricing pages: +5
- Visit careers pages: -10

Lead Follow-Up Processes

	Low Score	High Score / Latent Buying	High Score / Active Buying
Enterprise	Target Account	Unrealized Need	Immediate Sales Follow-Up
Target	Prospecting 2.0	Unrealized Need	Immediate Qualification
Other	X	X	Low-Priority Qualification

No Lead Left Behind

1	2	3	4	5	6	7
Day 1: >65 Point Lead Score	Day 2: Call & Sales 2.0 Email			Day 5: Content Offer Email		
	Day 9: Call					
	Day 16: Email 1-4					Day 21: Recycle

Final Email

Hello Maria,

I'm not sure if you received my initial email as I have not heard from you so here it is again. Please let me know your interest level in Marketo's lead management solution on a scale of 1-4

- 1- Not interested in buying just like our info
- 2- Interested, but not for a while
- 3- Interested and will be evaluating a solution shortly
- 4- In the process of evaluation for purchase soon

I wanted to thank you for taking a look at Marketo's lead management solution! **With Time to value becoming more and more important (the fastest way to create effective Marketing Automation leads) as well more qualified leads passed to sales**

This solution allows Marketers to focus their talent on selling out to the public by automating tedious processes.

The Marketo solution will Acquire, Nurture, Score, and ultimately Analyze all current and new contacts, leads, and prospects in your database.

Take a look at the demos below to see just how easy our drag and drop interface is to use...

We are capturing customers at an incredible rate due to the ease of use and heavy functionality of our service. Most Marketers are also realizing this solution is no longer a luxury, but a vital piece of the revenue cycle.

Please feel free to contact me with any questions you may have.

Please let me know your interest level in Marketo's lead management solution on a scale of 1-4

5 Item Qualification Sheet

1. Compelling Event
2. Key Pains or Needs
3. Tools/Current Marketing Process
4. Timeframe
5. Annual Revenue

Email Alerts

Alert

Marketo Alert
Untouched Sales Lead!

A new Sales Lead has not been touched in 48 hours.
Owner: Bill Binch

Please contact immediately and process within 5 more days. Click the link below to edit in Salesforce.

Marketo Alert Information
Lead: [\[Redacted\] SFDC Detail](#)
Campaign: Sales Lead Notification
Time: Tue Nov 3, 2009 10:16 am PST

Contact Information
[\[Redacted\]](#)
[\[Redacted\]](#)
[\[Redacted\]](#)
[\[Redacted\]](#)
[\[Redacted\]](#)
CA
United States

Qualification Information
Source: Online Ad | Website | Online Demo
Score: 250
Urgency: 34

Date became Sales Lead: Nov 01, 2009

Lead Dispositions

Recycle



- Reset score to 20
- Optionally specify timeframe

Convert



Definitive Guide to Lead Nurturing



The Definitive Guide to Lead Nurturing
A Marketo Workbook

[Marketo.com/dg2lead-nurturing](https://www.marketo.com/dg2lead-nurturing)

Marketo Sales Insight [Help for this Page](#)

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JosÃ© McCloud	Germole Associates	Web: Registered for a webinar	5/18/2009 1:20 PM	Lead	🔥🔥🔥 ⭐⭐⭐
Hana McMahon	Ambipegh Company	Email: Opened Sales Email	5/18/2009 3:40 PM	Opportunity	🔥🔥🔥 ⭐⭐⭐
Jim Wolf	Nigelot Group	Web: Registered for a webinar	5/19/2009 10:05 AM	Lead	🔥🔥🔥 ⭐⭐⭐
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Seth Rada George	Perth Limited	Email: Clicked link in an email	5/18/2009 9:48 AM	Prospect	🔥🔥🔥 ⭐⭐⭐
Jon Gaudreau	Artisoft Limited	Email: Clicked link in an email	5/19/2009 3:36 PM	Prospect	🔥🔥🔥 ⭐⭐⭐
Jean Marie Vroon	Flathice Inc.	Email: Opened Sales Email	5/17/2009 6:46 PM	Opportunity	🔥🔥🔥 ⭐⭐⭐

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- [Natascha Czuperska](#) Clicked link in an email (Email)
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- [Hydee Pai](#) Clicked link in an email (Email)
[Synthetia Group](#)
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- [Jon Gaudreau](#) Clicked link in an email (Email)

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Marketing & Sales. Better Together!

1 - Add to SFDC Campaign
2 - Send Email
3 - Wait

LEAD MANAGEMENT

Marketo Sales Insight
Priority: 🔥🔥🔥 ★ ★ ★
Interesting Moments Web Ac
Interesting Moment

SALES INSIGHT

Revenue-focused marketing automation & sales effectiveness solutions that unleash collaboration throughout the revenue cycle

[LEARN MORE](#)

Solutions

- Lead Generation
- Lead Management
- Lead Nurturing
- Lead Scoring
- Email Marketing
- Sales Insight & Intelligence
- Sales Campaigns
- Marketing Lead Database
- Marketing ROI Analytics
- Salesforce Integration

WATCH VIDEOS



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Secret Sauce for Sales Success

Benchmarks and Best Practices to Creating a Winning Sales Process

[Webinar | Nov. 4 | Register Now](#)



See a Demo

Lead Management & Sales Insight In Action

Best Practices

Modern B2B Marketing Blog

FREE Trial

Free Marketing Automation Trial!

Forrester Research Report

Marketo Gets Top Ranking for Lead Scoring and Nurturing

[Download Now](#)



Awards



Lessons Learned

- ▶ Sales and marketing alignment
- ▶ Are you executing to the last mile?
- ▶ Best practices focused on driving revenue

Question and Answer

Anneke Seley

Founder & CEO

aseley@phoneworks.com



Bill Binch

VP of Sales

bill@marketo.com

