

The Top 10

# B2B REVENUE ACCELERATION

TACTICS FOR TECHNOLOGY  
MARKETING  
LEADERS

SALES ACCELERATION  
**OPERATIX**<sup>∞</sup>

## Introduction

This e-book was launched to celebrate the first anniversary of the B2B Revenue Acceleration Podcast.

Our special guests are B2B Marketing Executives and thought leaders within the Technology industry and have shared their challenges, successes and lessons learned throughout their careers.

With our guest speakers sharing their useful insights, they also tell us their best practices and real stories from their experience in working in the ever-growing, fast changing tech world. With a selection of the best content generated from the 10 most listened to podcasts, topics such as 'Three keys to building the perfect Go-To-Market strategy' made big impressions with our audience.

From CEO's to CMO's sharing their stories, there's a wide variety of subject matters to read through in our e-book.

So, let's get into the show! – As our host says.



### About the Host

Aurelien Mottier is the co-founder and Chief Executive Officer at Operatix, overseeing growth of customer relationships

and delivery of results for its customers.

Aurelien has an enviable track record of growing sales revenues beyond clients' expectations, in the technology sector.

He started his career in marketing at Philips, before moving to the UK to take up his position with the International team at Optima Consulting Partners. He progressed through operations and Sales Management positions and, further to the Acquisition of Optima by Rainmaker Systems Inc. (Nasdaq: RMKR), became General Manager for EMEA, where he led the organisation to 300% revenue growth in 18 months.

In 2012 he founded Operatix, a fast-growing sales acceleration company with offices in London (UK), San Jose and Dallas (USA).



## About the B2B Revenue Acceleration Podcast



The B2B Revenue Acceleration podcast is dedicated to helping software executives stay on the cutting edge of sales and marketing in their industry. Whether you're looking to follow emerging trends in B2B technology, learn from venture capital experts about their latest strategies, hear about pipeline and revenue acceleration tactics, or simply get more mileage out of your demand generation, this is the podcast for you.

Launched in June 2018 by Operatix, it's available to listen on iTunes, Spotify, Soundcloud and on: <http://www.operatix.net/b2b-revenue-acceleration-podcast/>



#### Don't miss out!

I found the podcast to be of great value to me and will look to apply some of the techniques moving forward. Definitely worth a listen :)



#### Highly recommended!

I'm really enjoying listening to the B2B Revenue Acceleration Podcast. The discussions are very insightful and the host makes great contributions to the conversation. I can highly recommend listening to it.



#### Great show!

I enjoyed listening to the first couple of podcasts and I'm looking forward to hear the next ones.



#### Business Building Bliss

Aurelien and his talented guests cover anything and everything that will help in building your business, but it's so much more than that! You'll get tons of actionable advice and tangible tips, but you'll also get heaps of inspiration from truly engaging individuals that have been where you are and want to see you succeed. Thanks so much for putting out such a spectacular show Aurelien - keep up the great work!



#### Insightful, entertaining and actionable

Aurelien and his guests provide some incredibly actionable and compelling content, spotlighting the absolute best marketing tactics and coming trends to help you effectively grow your B2B business without breaking the bank.

Highly recommend listening and subscribing to B2B Revenue Acceleration if you want the knowledge AND mindsets to get ahead of the curve (and reach your overall goals as a result!)

## About Operatix

Operatix is a Sales Acceleration Company doing business with technology companies across Europe and North America to identify new revenue streams, increase qualified sales pipeline, and/or accelerate channel development.

Our approach combines a mix of account-based marketing and account-based selling activities, and our team is expert in networking with organizations in order to identify decision makers and set up the initial sales engagement between our client's sales team and their prospects.

With offices in North America (San Jose and Dallas) and London – UK, Operatix has a wealth of experience working with the biggest tech companies as well as a multitude of emerging technology companies.





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## TURNING MARKETING INTO A REVENUE ENGINE with Lee Hackett – CEO – Blueprint

CMOs are often faced with an overwhelming amount of shiny new toys when they step into their role — marketing automation platforms, ABM tools, website personalization, the list goes on. But regardless of where they place their efforts, CEOs and CFOs often look at marketing and ask: What is the bottom-line contribution?

If CMO contributions are not observable in terms of ROI, the CMO may eventually vacate their position. Then, a new CMO comes on board, and the cycle starts again.

Lee Hackett sees it all the time. It's what keeps him up at night, and it's part of the reason he started Blueprint in 2013, where they help CMOs and marketing leadership maximize their investments in marketing technologies.

With 25 years in marketing, Lee has a lot to say about how marketing leaders can tie their hard work to the bottom line of the company to not only validate their position, but earn the recognition as a major asset.

### CEOs Want (Demand) ROI Measurements

CEOs want ROI. They demand it. They may make an initial investment into marketing, into redesigning a website or signing off on a marketing automation platform, but if they can't tie that investment to ROI, they will lose interest and doubt the CMO.

CMOs must shift their mentality from a siloed measurement of tactics only. Measuring website traffic or how many people came to an event is putting too much emphasis on the tactics themselves, not on the actual results.

Ultimately, the marketing department must align with the other sectors of the business, particularly sales. Otherwise, marketing will spend plenty of time gaining more traffic, increasing MQLs, having more conversations, showing up at more events ... and these all may be increasing marketing KPIs, but the question will still linger:

Are any of these marketing efforts really moving the needle?

### The Problem: Too Many Shiny New Toys

It's easy for marketers to get distracted. There are plenty of investments being made into marketing, and there is no shortage of "shiny new toys" CMOs and digital teams can purchase. Many of these technologies (marketing automation platforms, for example) come with the pretext that they will really shift the needle. In reality, many of these technologies do little to nothing to move the bottom line.

If CMOs desire true effectiveness in their organization, their goals have to be aligned with the organization's overall strategy.

### CMOs Should Start by Demanding: Measure Me Against the Bottom Line

A good CMO should start their efforts with being tied to revenue. Lee says that CMOs should go to the CEO and CFO, and request:

"I want to be tied to the bottom line, and I want the power to impact it."

This is usually a tremendous mental shift, especially for enterprise-level companies, and may require some organizational change.

### The Crucial Elements Are: Consistency & Alignment, Not Tactics

To achieve bottom-line results, there are no magic tactics, Lee said. Every business will have different forms of revenue generation, demand generation, content syndication, ABM strategies, etc, in their particular segment.

The performance of marketing is based less on the tactics, and more on the consistency of the approach, and whether or not the goals are aligned with sales.

When there is a combined sales funnel, agreed-on methods of working leads or accounts, and a uniform measurement, tactics matter less than the fundamentals of consistency and alignment.

### Attribution Alignment: Without This Key, Nothing Matters

The importance of alignment is especially important when it comes to attribution.

Often, organizations have relatively accurate attribution at the top, but measurement becomes more difficult throughout the funnel. Salespeople often don't put pipeline into salesforce or in their CRS, or marketing and sales have different metrics.

Until the sales and marketing teams align on attribution and metrics, there will always be a diminishing effect of any tactics or strategies implemented by marketing.

You're probably thinking "this sounds a lot like ABM." Yes, it does — but it doesn't only apply to ABM. It applies to the underlying thinking about the mission and strategies of marketing and sales.

### Wrap-Up

1. CMOs (and all marketing leaders) must limit the distraction shiny new toys can bring.
2. CMOs must align their KPIs to the bottom line of the industry.
3. Consistency in approach and alignment with sales are more important than the tactics themselves.
4. CMOs must link with sales to tackle attribution alignment.

*This article is based on an interview with Lee Hackett from Blueprint.*

*To hear the podcast episode from where this content was extracted, and many more like it, you can subscribe to [The B2B Revenue Acceleration Podcast](#) or listen to it [here](#).*



## THREE KEYS TO BUILDING THE PERFECT GO-TO-MARKET STRATEGY

with Adam Stein – Principal – APS Marketing

### What does the perfect go-to-market strategy look like?

Well, there's probably no such thing as a perfect go-to-market.

But, by focusing on a few key elements, you can get pretty close.

As a product marketer, Adam Stein, Principal at APS Marketing, has often come across both large and smaller companies struggling with their go-to-market.

So, he's identified three key elements that you can focus on to create a great strategy.

Here's what he had to say.

### What Problems Are You Solving?

A lot of sales and marketing teams are focusing on technology, instead of the buyer's needs.

They're focusing on the bps, the bytes, how the technology works, and why it's different than someone else's technology.

But they shouldn't be doing that.

When you're thinking through your messaging, content, GTM, and with positioning your company against your competition, you've got to start with this question:

What problems are you solving?

And you need to answer that question, not just for the client company, but for each person or persona that you might be trying to market or sell to within that organization.

You might have a technical persona, an executive persona, or a business persona, and they all might have a different perspective of the problem you're trying to solve. Yet you've got to be able to appeal to each of these buyers.

So, know what problem you're trying to solve for the buyer.

Then, market accordingly around that.

### Strive for Simplicity

Sales and marketing teams need to embrace simplicity.

Your go-to-market plan needs to be scalable.

That means sales and marketing aren't the only ones that will be involved in the strategy.

Channel teams and the partners who sell a product will also need to be able to lean on the content in your go-to-market strategy.

You need to create content that will retain the essence of what marketing or sales put in it from the start, even throughout different selling situations.

The key to achieving that is simplicity.

### Alignment Between Sales and Marketing

Your marketing and sales team should be well aligned from the beginning. This is another key to success.

In fact, in Adam's experience, his marketing team have been really successful when they've really embraced the sales team and have gotten them involved from day one.

Marketing may come up with a plan but you've got to get buy in from sales. That's because they're the executors of that plan. Sales is an extension of the marketing team and vice versa.

They're two sides of the same coin. And you need the entire coin to be successful.

So, set your sights on alignment right from the start.

There's no such thing as a perfect go-to-market strategy.

But by focusing on simplicity, alignment, and addressing your buyer's problems, you'll probably create a pretty good one.

*This article is based on an interview with Adam Stein from APS Marketing.*

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## 5 WAYS TO ELEVATE YOUR B2B MARKETING with Tish Millsap – CEO and Senior Strategist – Revenate Marketing

Have you ever wondered if there's a formula for the perfect B2B Marketing plan?

There is no magic, but some actions can be taken to ensure you get the best results out of your marketing efforts.

Tish Millsap is CEO and Senior Strategist at Revenate Marketing, and she's spent a lot of time thinking about the world of B2B Marketing. Tish helps companies who are looking to elevate their B2B marketing by cutting through the noise and getting the right messages in front of the right people. She's focused on companies in the hyper-growth stages of marketing, and she loves building ways to bring processes and revenue together.

Tish is constantly being asked the question, "If I spend a dollar on marketing, where and how exactly does that translate into revenue?" She's spent the last several years developing an answer to that question.

We sat down with Tish in this episode of B2B Revenue Acceleration to talk about the five practical tips she's developed for bringing a company's B2B marketing to the next level.

### 1 ■ Go with an ABM Approach

Account Based Marketing was born out of the realization that the effectiveness of ad campaigns and email campaigns are dwindling. The traditional digital marketing approach used to be all about shoving things down the top of the funnel and hoping something stuck. But we're in a new era of marketing that's focused on purposeful targeting and personal relationships. It takes a lot of work up front, but it gives you permission to go after who you really want to talk to!

### 2 ■ Build for Scale

Make sure your infrastructure is set up for high levels of growth. This is a delicate balance because while you need to plan, you can't over-engineer your roadmap either.

Rapidly growing companies change. Don't get distracted by bells and whistles on your quest of building for scale; Get the basics of your technology infrastructure in place (CRM, Marketing Automation, etc), and make the best use out of your tool stack.

### 3 ■ Outsource Sensibly

If you're going into a hyper-growth stage of your business, take a look at what your marketing team looks like now and what it'll look 6-12 months from now.

Marketing can be very specialized and every sub-function underneath marketing can be very complex. You can't hire a full-time expert in each marketing discipline so Tish recommends prioritizing which team members you need to hire full time in-house versus who you need to hire as a contractor. This allows you to focus on flexibility and speed while still hiring experts.

### 4 ■ Build your database

This is a fundamental discipline of marketing. You must build a database of nurtured contacts before you can build a deeper relationship with them. You have to let these contacts know who you are and why your message is important for them to hear. Here are three practical ways to grow your database:

- Go to events
- Utilize paid media channels to gauge interest
- Use a vendor like Discover Org to acquire email addresses. Be careful here that you aren't letting just anyone into your database. The answer isn't to load 10,000 emails and fire off spam.

### 5 ■ Test your position in the marketplace

Be very clear with your message: who are you and what are you doing in the marketplace? The B2B marketing space is a very busy and very crowded one. Be crystal clear about your value proposition. Everyone in your organization needs to be using the same language because you won't be heard if you're not all on the same page. Tish likes to use this example: If she throws you 12 apples at once, chances are you won't catch any. But if she throws you one apple at a time, you will catch the majority of them. Think of your messaging the same way when talking to prospects!

Modern B2B Marketing is a complicated space with many companies promising a new shiny piece of technology that will solve all of your marketing needs. Tish doesn't think this is where the answer lies. Stick to the basics and build complexity from there; her five pieces of advice above are a great place to start!

*This article is based on an interview with Tish Millsap from Revenate Marketing.*

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## THE B2B MARKETING ABM COMPETENCY MODEL with Joel Harrison – Editor in Chief – B2B Marketing

ABM continues to attract attention globally. What began as a B2B marketing phenomenon in the US, has penetrated European markets.

If you google “account-based marketing,” you’ll find just over half a billion results. All the information can be staggering but breathe easy. We brought in the B2B communication, expert, Joel Harrison, Editor-in-Chief at B2B Marketing.

B2B Marketing is an organization dedicated to serving B2B marketing professionals. As they continue to research the state of ABM around the globe, they’ve developed the ABM Competency Model. Joel broke down the entire model for us on B2B Revenue Acceleration.

### The ABM Competency Model: The Top 5 Elements of a Successful ABM Program

After researching dozens of companies across the globe, Joel’s team pegged the top 5 elements that contribute to a successful ABM program:

- Alignment
- Account Definition
- Data Insight
- Tech
- Program Content and Execution

Let’s break each one down:

#### Alignment:

Marketing and sales alignment has always been a hot topic. But more broadly, successful ABM programs inspire alignment throughout the entire organization — with the C-suite, between mid-level managers, departments, etc.

This alignment challenge requires a cultural and mindset shift, one that must last beyond an initial 3 to 6 month period. Too often, without immediate results, the ABM fire will start to die before B2B buying cycles even have a chance to close.

#### Account definition:

This is where you consider the size and type of your accounts. Also, are you going to be highly specific, with a 1:1 approach? 1:few? (And, don’t forget: the strategy may evolve as you progress.)

#### Data insight:

The most successful programs had phenomenal data understanding. Not just good data, but data that was understandable and consumable.

#### Technology:

The tech is highly important, but if you are starting out with ABM, you may not need to start with an ABM-specific tool — your current tech stack should suffice until you are able to deliver on some results.

#### Program content & execution:

This bucket includes everything from ebooks to white papers, events, campaigns, etc.

#### Competency Doesn’t Happen Overnight

If your organization is crushing each element above, fantastic. But if you feel like your team needs some work in 1 or more areas, don’t worry — ABM is a long-term game that requires some perseverance.

If you want to gauge your current level of ABM progress, here are the stages of progress Joel has observed, also in 5 convenient phases:

#### The Five Stages of ABM

**1. Understanding** — You’re scoping the opportunities for ABM, and auditing what you do already.

**2. Preparing** — You’re creating an ABM team, running a pilot, setting some sales & marketing objectives.

**3. Delivering** — You’re enjoying a collaborative relationship, delivering on some objectives, probably not quite delivering revenue yet, but creating pipeline or opportunity.

**4. Upscaling** — You’ve proven your model, and you’re scaling it, perhaps from 1:few to 1:many. You have a greater budget and more internal champions.

**5. Perfecting** — You’ve achieved total collaboration, and you’re probably using the most sophisticated tech (Few organizations have arrived at this stage).

Guess what? You’re all caught up on ABM.

Oh, and if you want to check out more of the B2B Marketer resources about ABM, check out their resources [here](#).

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**6 LESSONS ONE EXPERT LEARNED FROM B2B MARKETING**  
with Jeremy Langley – Portfolio Chief Marketing Officer –  
The Marketing Centre

“Success is not a terribly good teacher.”

At least that’s what Jeremy Langley says.

We don’t often sit back and reflect on our successes.

But do we take the chance to look at our mistakes and learn from them.

That’s why Jeremy recently wrote an article sharing the six biggest lessons he’s learned as a B2B marketer.

Jeremy is currently the Portfolio Chief Marketing Officer at The Marketing Centre, where he works with small-mid size tech businesses, to help accelerate their growth through strategy development and marketing. He has 20 years of experience in SaaS technology, mainly in commercial leadership roles, ranging from Managing Director to Chief Commercial Officer to CMO.

Here’s what he had to say about common mistakes we make in B2B marketing.

**The 6 Mistakes We Make as B2B Marketers**

**#1:**

Asking your non-marketing boss, typically your CEO, to define your role.

We’re so grateful for the job sometimes, that when somebody says, “this is what I expect of you,” we just ask “how high?” That’s typically where the issue starts.

**#2:**

Taking every penny of budget you can get.

Typically, as a marketing director, you feel happier when you have a larger budget than when you have a smaller one. But this isn’t always the right approach.

**#3:**

Not bringing your CFO or Finance Director on board.

Don’t look at them as your enemy.

**#4:**

Thinking other people care about your MQLs.

(We’ll dig a little deeper into this one.)

**#5:**

Having a “I’ll hand it off to sales” mentality.

This happens more frequently with markets focused on demand gen. (We’ll talk more about this one as well.)

**#6:**

Marketing for the organization you think you should have.

**The Challenges of Relying on MQLs, & How to Avoid Them**

As marketers, we intuitively know that nobody cares as much about our metrics as we do. But, there are a couple of challenges that make us overly focused on it.

Chief execs have a fairly dim view of their marketing organization and leader. If you look at the satisfaction rates of marketing leaders, marketing leaders are often at the bottom of their exec’s satisfaction ratings. Of course, there are some really awesome CEOs who are exceptions to this. But for most, marketing is viewed as sort of necessary evil.

Adding to that, new marketing tools and channels have opened up the possibility of really in-depth, detailed analytics coupled with a greater transparency around what marketing does. Those two things form a desperate geek. In other words, we’re so desperate to prove our value, and there are so many different analytics available to us now, that we throw all of the metrics out on the board room table, thinking that will prove our worth. The MQL is the ultimate representation of that futile effort.

We’re not saying MQLs aren’t important. They are important and they represent a critical stage of pipeline development. But an MQL is a predictive indicator of future sales success. So, until you are able to reliably demonstrate the correlation between your MQLs and booked revenue, why bother with it?





## So, what do you do?

Well, when you take on a new role, talk to the CEO and board members, if that's relevant. Ask them what metrics they think matter. Maybe it's opportunities, pipeline growth, or maybe they care about meetings. But determine what they think most closely correlates future sales success and what marketing does. Then focus on that.

You could also try educating your fellow board members or execs on what you think an expected correlation between an MQL and close/won revenue. Just make sure it's based on a benchmark formula.

## You Shouldn't Be 'Handing Off' Anything to Sales

At the end of the day, you can't sit in front of execs and say, "I did my MQLs, but sales didn't win it. Oh well."

Thinking of passing opportunities to sales in a sort of handoff, implies a narrow role in marketing: generate qualified opportunities which sales then closes. But that's not the purpose of marketing leadership.

## Let's step back and talk about the bigger purpose of marketing:

The purpose of marketing is essentially to build the product customers want to buy. Let's assume the product is the combination of the good (or service) and the experience of buying it. Then, the role of marketing is to ensure that the organization delivers, in its entirety, what the customers want in a way that they want to buy it.

That means the role of marketing is systemic. You need to bring together your knowledge of the customer, the market, your product, your competitor's product, and the customer experience to produce something valuable.

## By Handing Off to Sales, You're Missing a Golden Opportunity

By handing off opportunities to sales, you're missing a golden opportunity to understand how your business creates the customer experience, a crucial component of achieving your marketing purpose.

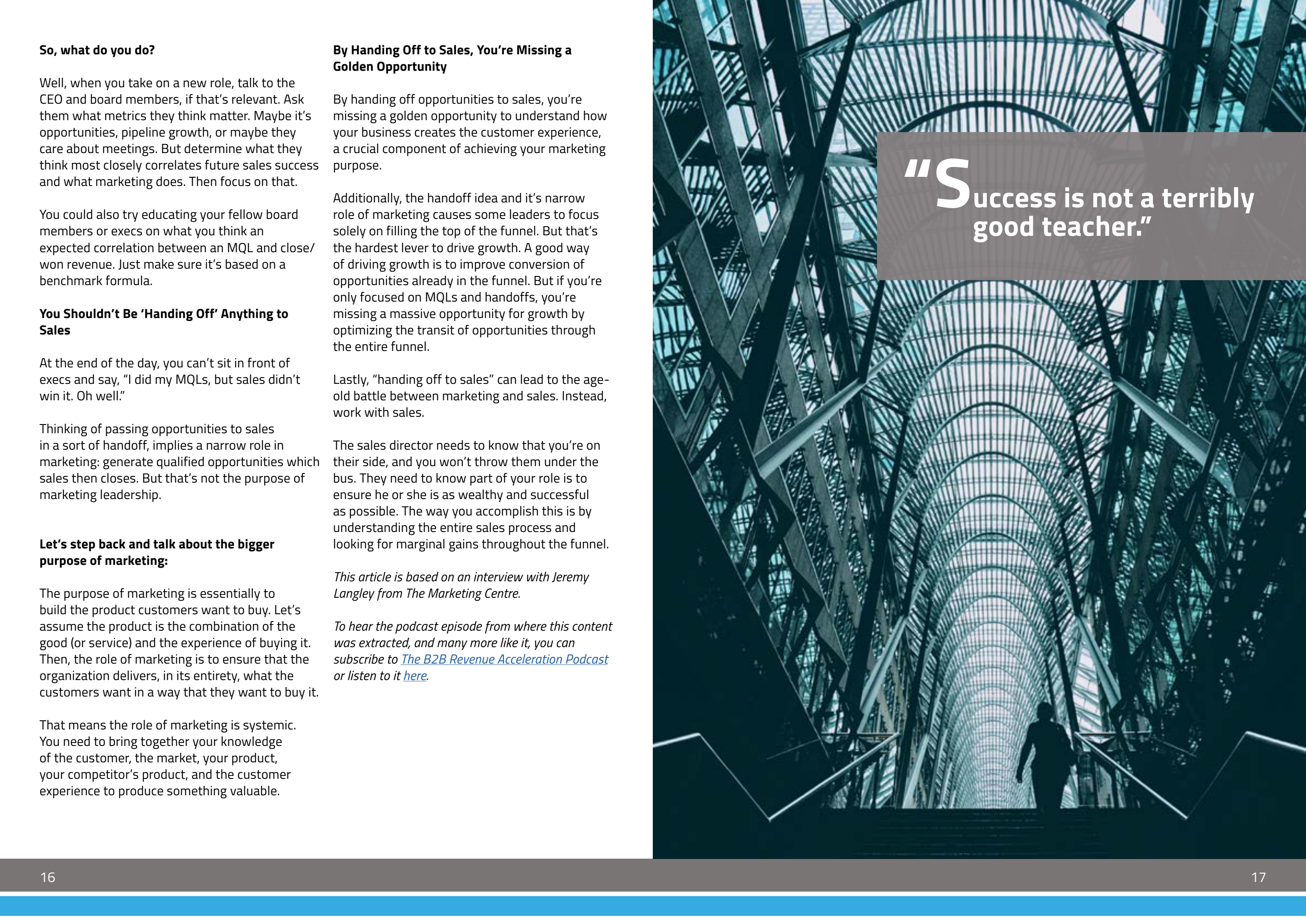
Additionally, the handoff idea and its narrow role of marketing causes some leaders to focus solely on filling the top of the funnel. But that's the hardest lever to drive growth. A good way of driving growth is to improve conversion of opportunities already in the funnel. But if you're only focused on MQLs and handoffs, you're missing a massive opportunity for growth by optimizing the transit of opportunities through the entire funnel.

Lastly, "handing off to sales" can lead to the age-old battle between marketing and sales. Instead, work with sales.

The sales director needs to know that you're on their side, and you won't throw them under the bus. They need to know part of your role is to ensure he or she is as wealthy and successful as possible. The way you accomplish this is by understanding the entire sales process and looking for marginal gains throughout the funnel.

*This article is based on an interview with Jeremy Langley from The Marketing Centre.*

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"Success is not a terribly good teacher."



## HOW TO TELL YOUR B2B BRAND'S STORY

with Ken Rutsky – President and Principal Consultant  
– KJR Associates

Breaking through the noise in a loud and crowded market is tough.

How do you make sure your messaging is being heard in a sea of **competition**?

Ken Rutsky, the author of *Launching to Leading: How B2B Market Leaders Create Flashmobs, Marshal Parades and Ignite Movements* has created an 8-layer cake for B2B messaging that helps brands tell their story and stand out.

He spent many years in product marketing in Silicon Valley, and he specialized in security, infrastructure, and business applications in the sales & marketing automation space. Now he helps companies define their message clearly. Ken shows businesses how they can build their brand through storytelling to accelerate revenue.



### The Core Four

Ken's 8-layer cake starts with the core 4 layers of messaging as a B2B provider. He likes to say it moves from "mythos to money."

#### 1. Aspirational layer

This starts with your company's big dream. What do you want to accomplish? For Salesforce, it was the "end of software." When people think about your brand, what are the pie in the sky things they think you'll accomplish? But aspiration alone won't close a deal with customers.

#### 2. Magical layer

This layer is the most important. It's the core of how you build everything else. If you've ever heard of the "Hero's Journey" it's a similar framework.

Every Star Wars or Disney story is constructed like this. It starts with a hero who lives in his or her world until it gets disrupted in a negative way. The hero gets a gift that allows them to come back and transform their world to a place better than what it was before.

As a B2B company, you want to play the role of the gift, magic, or guide that aids the hero along the way. You're not the hero, the customer is. This is truly transformational if implemented successfully.

### 3. Money layer

You need to prove that there's value in what you deliver. What are your key business benefits to customers? You can get someone excited about your product or service, but you'll never get their purchase without a much needed ROI justification.

#### 4. "How you do it" layer

This is most prominent with tech buyers who want to know how you're going to execute on your vision. You need to be able to link your method with the money your potential new customer will spend.

### The Rest of the Cake

The four remaining values of the 8-layer messaging cake overlap with the first four, but they are really all about seeing the transaction from your customer's point of view. You need to explain to the buyer what is in it for them.

Take each of the core four layers and just look at it from your customer's side. What's the aspiration for the buyer? What's the journey you'll take them on as a user? What value are they seeing in doing business with you?

Most providers don't think about second four layers, they stop at themselves. They don't connect with customers on a personal level. But think of any great salesperson, they do this; they think about their customers' needs, and good things follow.

### Breaking Through The Noise

The best way to break through a crowded messaging landscape is to tell your brand's story in a way that will get attention and is scalable. If you're starting with ROI, you're telling your customers you are just competing on price, and that is a tough hill to climb. Align your value initially around your brand's story rather than your ROI.

The chapters you tell in your story need to be well structured and articulated for your customers. Here are the four chapters you can start with when telling your story:

- The customer's world has changed. The world is moving rapidly, and chances are your customer has some frustrations and needs some new solutions. Talking about this builds a rapport and gets their heads nodding in agreement that the old way isn't working.
- They have old solutions to the new world problems. Show them their pain points and missed opportunities that maybe they never realized they had. Position yourself as the expert, and teach something they didn't know. You might have the solutions they need.
- Ask them, "What if you had a different approach and mindset?" They need innovations to solve today's problem. Show your uniqueness as a provider of these solutions.

Communicate your value back to the customer's world. Dive into value messaging once you have earned their trust.

This storytelling method is not a "show up and throw up" about your product approach! You break through to customers by showing them how you can be a strategic partner to get them where they need to go.

Tell them the story of how you'll help guide them along the way and show them that they are the hero of their journey after all.

*This article is based on an interview with Ken Rutsky from KJR Associates.*

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## USING INTENT DATA TO BOOST YOUR ABM PROGRAM'S SUCCESS

with Leanne Chescoe – Senior Manager Field Marketing EMEA – Demandbase

ABM has been around for a while now.

But many companies are still struggling to implement an ABM program successfully.

Leanne Chescoe told us how to successfully implement an ABM initiative, focusing on how to operationalize ABM with intent data.

Leanne is a career long B2B marketer, but currently works as the Senior Manager Field Marketing EMEA at Demandbase.

Here's what she had to say.

### 1: What a Successful ABM Company Looks Like

Whether or not your company is successful depends on what the overall objective of your firm's ABM program is.

Suppose you're testing an ABM campaign with your current customers. In this case, your objective might be to increase your retention rates, your net promoter score, and overall customer satisfaction.

A lot of companies start here, piloting an ABM program with their current customers. From an ABM stand point, this means increasing communication and making it more personalized. For example, if there's a renewal coming up, work with your customer success team and make sure that client is set up for success.

But don't just contact them right before the renewal. Keep up regular cadence with your customers. Think about hosting a dinner and drinks event for your current customers throughout the year or consider inviting them to VIP events. However you choose to do it, the goal

is to make sure they're happy all year round.

From a prospect perspective, it's really about engaging them at the right time in the buyer journey. You can use intent data to do that, which we'll talk about a little later on.

### 2: Overcoming a Common Challenge: Achieving Alignment

Getting your departments aligned is a common challenge companies face.

Fortunately, there's a couple of key steps you can take to ensure your ABM program will be successful. It all comes down to making sure you're setting the right expectations.

Start by simplifying your approach. You want to be able to connect your target accounts to revenue. ABM is all about marketing to the accounts that have the highest propensity to buy. It's about identifying the accounts that will matter most.

Next, you need to know who's on your team. Your leadership alliance team, or whatever you'd like to call it, needs to be made up of several different functions, not just sales and marketing (even though they will definitely be on that team).

Operations should be on the team to make sure you've got the right tech in place or to ensure your existing tech will be able to report on an account level.

Having representation from your customer success team is also key, especially if you want to

pilot your program with your current customers. Of course, you'll need your finance team to help you figure out how many accounts you need to pursue based on your close rates.

Out of all these functions, the sales team is generally the most difficult to get on board. There could be several reasons for this. Perhaps a salesperson has been involved in an ABM program before and hasn't had a good experience. Another possibility? Salespeople have historically been driven by volume of leads.

In ABM you'll have fewer total leads, but the leads you are getting will be more qualified. They'll also be showing buying signals, so there's a much higher chance of actually closing the deal.

You'll get the most naysayers from your sales team, so to combat that, pick the sales team members that are most bought in to ABM. Consider doing a pilot program with those folks. Once you start seeing success, since sales people are naturally very competitive, others will want a piece of that pie as well.

### 3: Operationalizing Intent Data

Intent data can play an important role in the success of your ABM program.

As the marketing team, work with sales to look at intent data. Check to see if your target accounts are showing buying signals. Intent data can also help surface additional accounts that weren't on the target list, but that meet your ideal customer profile.

Next, make sure the intent data is actionable. Suppose you see that your target accounts aren't

even visiting your website. Consider putting those targets into an account-based advertising campaign. You want to target the high intent users with relevant messaging that will hit them at the right stage in the buying cycle, and will be delivered to them in contextually relevant places.

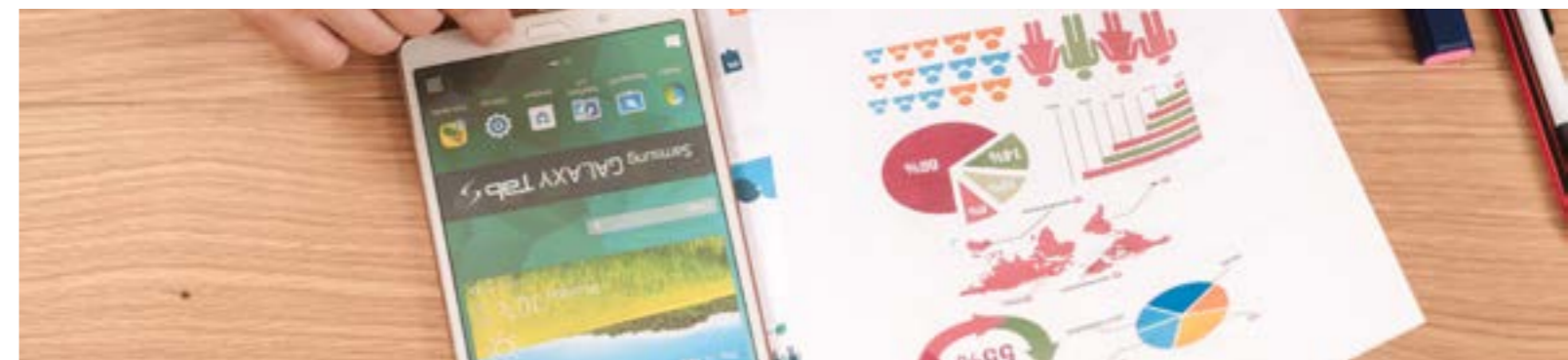
Once you get them back to the website, make sure the experience is really personalized to them. You may have a ton of great industry specific content, but if people have to search for that when they get to the website, they'll get frustrated.

So, use intent data alongside IP recognition technology to create a personalized experience. For example, if you have a financial services company coming to your website, make sure they're greeted with financial services messaging, maybe a white paper or a case study related to their need. Providing a better experience for that account is more likely to get them to that form fill stage.

Ultimately, it's about identifying the right accounts that are showing intent signals. Then it's about engaging them with content that's relevant to them and making sure you've got those multi-touch points throughout that sales cycle.

*This article is based on an interview with Leanne Chescoe from Demandbase.*

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## THE BULLSEYE MARKETING FRAMEWORK with Louis Gudema – President – revenue + associates

Many companies will miss their mark when trying to remain competitive or enter a complex marketing world.

Louis Gudema, Author of Bullseye Marketing, spoke with us about the three-phase process he outlines in the book and how many years of experience in marketing has molded a practical approach to solid marketing transition.

SMB's are the heart of the economy, but many companies don't even know how to get in the game. The first steps may be simpler than you think!

### Hitting the Bullseye

It's difficult to miss the symbology behind the bullseye, especially if your company is working on a target market and customer outreach.

It also speaks to hierarchy with regards to importance. For example, you might be a branding genius, but if your marketing is poor who will ever see that brilliance?

Louis outlines the three phases of the Bullseye Marketing Framework for us:

### 1. Companies take advantage of their existing marketing assets.

Many don't even know they have these. More sophisticated marketers might look at some of these and think "well, of course", but in the shuffle to make things work, particularly for smaller businesses, it's easy to overlook things already at our disposal.

One of these is e-mail marketing lists. These marketing lists are a hugely powerful tool for companies, and yet many companies very rarely e-mail with any segmentation or regularity.

Another culprit that might be slowing down your engagement efforts are websites without strong messaging, calls to action, or no conversion opportunities. Almost everyone who comes to them just comes and goes and there's no engagement.

How are your account based marketing programs? And are you developing alignment between sales and marketing in the company?

These are the center of the bullseye programs that can make really big differences quickly and inexpensively.

### 2. Companies use intent data to target others that are in market now.

Our markets are much smaller than we think. Only 10% of our market is looking to buy what we're selling. Because this is true, it's not just important that we reach people, but that we reach a specific audience.

Who is visiting your website? Are you seeing a surge in interest and acting on it?

It's in this phase that we see an investment in our outwardly facing programs and customer lead generation. It's also the pivot point at which the ability to follow up quickly is tested.

Using intent data allows companies to hyper-focus the market programs to find those companies that are interested in buying now. It's likely that you're reaching a great number of people or companies, but most of them simply aren't buying what you're selling right now.

### 3. Companies focus on long-term awareness and brand building programs.

Display advertising, inbound marketing, blogging, etc. are all here. Long-term results aren't where most companies should be focusing their initial efforts.

However, once a company has dedicated itself to aggressive marketing and began to iron out some of the issues of department misalignment or inefficiently used resources, it's time to focus on the long game.

### The Challenge of Execution

Being on the agency side for many years gives Louis insight into how businesses operate and the struggles they face, particularly with regards to program implementation and coordination.

Developing a strategy is only the beginning, especially if a company hasn't been aggressively marketing. There has to be a commitment of some resources in order to make this viable.

Even the small things, like taking weeks to follow up on an inbound lead, can dramatically impact revenue. Louis has seen companies make very simple and inexpensive changes that have drastically impacted their outreach and revenue streams.

The center of the bullseye is low cost.

Attribution is a complex question, but initially, companies begin to see impacts to ROI even from the first phase. It's about working smarter and following through.

"Salespeople need to be first responders," Louis says. The salesperson who follows up quickly is far more likely to close the deal. It's changes like this, seemingly minute, that make waves throughout your organization.

80% of companies are hardly marketing at all, and there are huge opportunities for them to improve their results and their revenue. The most sophisticated marketers – and the ones committed to this process – are able to achieve exponentially greater growth.

Are you hitting your mark?

Louis believes that an analysis of your company would reveal some simple but profound changes that will help you hit the bullseye.

*This article is based on an interview with Louis Gudema from Bullseye Marketing.*

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## 6 TIPS TO GENERATE ROI FROM TRADE SHOWS

with Hannah Mans – Director of Marketing – Directive



This is a critical step and the key is collaboration between sales and marketing. Both teams need to work together to create tangible goals centered around business objectives for a show.

Trade shows are a great generator of new business. Sales and marketing should work together to identify the target accounts that will be attending the show.

Trade shows are also a good opportunity to strengthen relationships with existing clients. In addition to working with sales to identify target accounts, consult with account management or client success to learn which of your current clients will be there.

### 2: Put The Right People On The Floor

Once you've defined what success will look like at your upcoming show, you need to get the right people on the floor.

Sales and marketing leaders will often send individuals that know the most about the vertical, only to be disappointed by their performance at the show.

But at trade shows, personality is just as important as subject matter expertise.

Another common mistake people make is only sending their sales teams. Send a representative from the marketing department to ensure the logistics of the booth build and the collateral end up flawless. That person can also do field research, walk the exhibitor hall, and scope out what competitors are doing while they are there.

Branded pens.

You've probably got a stash of them in your laptop bag from that last trade show you attended.

But have you ever thought about the kind of ROI companies like yours are getting from those pens? Well, really, the ROI your company is getting out of being an exhibitor at trade shows? What if there were certain steps you could take to increase that ROI?

Hannah Mans is the Director of Marketing at Directive, a B2B and enterprise search marketing agency. She follows a 6 step system to ensure her company gets the most ROI out of their trade show events.

Here's what she had to say about her process.

### 1: Define What Success Looks Like

### 3: Do Something To Stand Out From the Crowd

Now, it's time to draw people into your booth with an offer they actually care about.

The goal here is to offer something more valuable to attendees than branded tee shirts or pens.

Obviously, what this offer is will be unique to your company's product or service, but here's an example, to hopefully help generate some ideas:

At a recent show, Hannah's company offered attendees a complete on-site audit, including a full competitor analysis. The goal was to shed light on the potential the attendee's firm had from an SEO/paid search perspective. Every attendee walked out with a printed copy of the audit.

### 4: Get Creative With Your 'Swag'

"Swag" is what a trade show marketer calls your promotional material.

Think about items like lip balm, mints, or notebooks. If you're creative with your swag, you can leverage it to help you generate additional opportunities for good conversations.

Consider one company that set up a candy bar at a show. Hannah says it was like a candy shop where you could funnel candy into a branded bag. This swag got attendees into the booth, but since it takes a while to fill a bag, staff got a great opportunity to strike up conversations with attendees.



### 5: Include Social Media in Your Pre-Show Strategy

Your social media plan is just as important as the other aspects of your pre-show planning.

Several weeks before the event, start telling your followers where they can find you and what they can find at your booth. Find ways to incentivize your followers to stop by your booth, maybe by offering exclusive giveaways or swag.

Once your followers get to the booth, make sure you have good photo opportunities available. Make sure your branding will be visible in the photo. If attendees want to take a photo and share it, your brand gains exposure to new audiences and potential prospects.

### 6: Follow Up With Attendees

So, now you've gotten attendees to stop at your booth and you've struck up a conversation. It's time to collect their information and follow up with them.

Regardless of how you collect the data, determine what structure you're going to use to organize and maintain it.

Having a structure around the data collection at a show will help your sales team qualify leads, optimize for conversions, and eliminate any lead management headaches.

## One More Thing:

You will get much more out of an event by engaging with prospects before the event even starts. Don't simply wait for the event.

If you're trying to engage with a net new prospect, try to drive them to a meeting. Consider taking the meeting off the trade show floor, perhaps at a nearby hotel. This way, your meeting becomes a more intimate engagement. You can sit down with the prospect, have a coffee, and really learn about what they're struggling with. It's deeper than just the elevator pitch you might throw out in the booth.

If you're connecting with an existing prospect who is in the sales cycle, you might want to organize dinner or drinks, where existing customers are present and can speak about how great you are to the prospect.

Finally, for the customer you really want to cherish, perhaps the ones that attended dinner or drinks with your prospect, do something a bit more special.

Preparing for a trade show is not just about getting the booth ready or choosing your swag. Preparing well versus not preparing is like the difference between fishing and hunting. Without preparation you're just fishing, simply waiting for someone to come to you. But with preparation, you have a lot more control and are more likely to increase your ROI.

*This article is based on an interview with Hannah Mans from Directive.*

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**“The goal here is to offer something more valuable to attendees than branded tee shirts or pens.”**





## SHORT-TERM WINS & LONG-TERM BRAND-BUILDING

with Faye Hawkins – Managing Director – First Base Unlimited

Everyone knows the value marketing has on the sales cycle.

Marketing puts forth an incredible amount of effort to warm clients and accounts. Sales members strive to close deals, often under immense pressure to meet quotas. When these two teams work together, it's magic.

Faye Hawkins from First Base Unlimited will help you strategize and determine who your real buyers are, and understand how you can best access and serve the market.

Faye has been defining the face of tech brands for almost 20 years, specializing in B2B software.

Let's get inside her head:

### This Is How Marketers Make It Happen

The landscape of marketing for B2B tech companies changes rapidly.

To constantly stay on top of the marketing game and "make it happen," as Faye said, these are the skills the best marketers maintain:

- Deliberate
- Seize every opportunity
- Willingness to get your hands dirty
- Constantly learning
- Drive
- Adaptability
- Good decision-making

### Navigating Complex Conversations With Clients

Marketers and salespersons alike know how difficult it can be to convince clients to act in their own best interest.

Further, clients often want a degree of certainty from marketers. They want assurance if they complete a set of tactics, they will receive certain results. If only it were always that simple.

If you're helping a company with their go-to-market strategy, you often have to market first, just to know what benchmark to measure against.

Start somewhere, derive metrics (cost-per-lead, cost-per-click, etc.), then set goals around those metrics just to have expectations. But be ready to adapt.

Also, empathy goes a long way here: Client's have bosses, reports, and responsibilities just like everyone else. They want expectations so they can make decisions. Don't discount the human need everyone has of being understood.

### The Fluffy Stuff: Balancing Short Term Wins & Long Term Brand-Building

Other departments (sales is a huge culprit here) often accuse marketing of fluffy work — the long-term brand-building that positions a product, service, or company in a specific light, but that often doesn't directly have an impact on sales in a short term.

This is a tricky tightrope to walk, she said. Ultimately, the philosophy behind the decision-making is this: The long-term brand-building makes the short-term sales work so much easier. Also, the short-term demands or goals of an organization are often what fuels the long-term mission of marketing.

So, not only do they work together, but they're necessary for each other.

In the short term, tactics that engage buyers quickly are highly necessary to hit quarterly and yearly benchmarks. When the long-term marketing vision is also calibrated correctly, it makes the sale so much easier — because the decision-maker already understands their purchase and appreciates the company.

If trust and recognition are already established, the short-term tactics have increased firepower.

Inevitably, the first question any potential buyer has after being targeted is, "Who are these guys?"

To bear both the weight of Q2 and steer the vision of year 10, takes some real grit and perseverance to navigate. Ultimately, Faye has found that the best marketing plans run on 24-month stints. This allows both the short and far-sighted goals to blend together and complement each other, and, it also gives agility to respond to future unknowns.

*This article is based on an interview with Faye Hawkins from First Base Unlimited.*

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SALES ACCELERATION  
**OPERATIX**<sup>∞</sup>

London | Dallas | San Jose

[sales@operatix.net](mailto:sales@operatix.net)  
[www.operatix.net](http://www.operatix.net)

