

# CLOUD SUMMIT X

Delivering Your Message on Your Customer's Terms

Hartland Ross & Lisa Masiello | eBridge Marketing Solutions

# About Hartland & Lisa

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# About eBridge Marketing Solutions



- Digital marketing agency specializing in B2B IT Service providers
- Established in 2001 in Vancouver, Canada
- Managed tens of millions of dollars of media
- Worked with many hundreds of service providers
- Web hosting and MSP M&A division at [TheMSPBroker.com](http://TheMSPBroker.com)

# Client Portfolio



# Your Marketing Challenges



- Traditional digital marketing tactics are increasingly ineffective
- You want to be known for your expertise & to remain top-of-mind
- You may know the types of things you should be doing marketing-wise but don't know where to start
- You've built your business on relationships and want to leverage this database (customers & prospects) in order to scale

# Inbound Marketing Defined



- Focus on creating valuable experiences & relationships
- Publish quality webpages and blog content to attract prospects
- Engage site visitors conversationally
- Continual effort to provide value and be seen as an expert => ideally these efforts will ultimately become leads



# How Marketing Has Changed

## MARKETING THEN

Marketing controlled the message and how/when/where it was disseminated to prospects

Marketing was spray and pray

Strictly outbound cold calling/emails (no value add)

Easier to reach decision makers via phone or email



**Introducing the extraordinary IBM 5110 Computing System**

**Under \$18,000**

There was a time when \$18,000 wouldn't even cover the weekly cost of a computer. But the new IBM 5110 Computing System shows how. Available for \$18,000 in base configurations (range from under \$10,000 to about \$30,000). And for any of these prices, you get a second IBM computer backed by IBM service and reliability.

The 5110 makes a major contribution in your business. For example, it can be programmed to do your accounts payable, handle your payroll and prepare your general ledger, as well as provide a wide variety of timely management reports.

The 5110 can also be tailored to fit your particular needs. For instance, if you need quick access to data, you can fit your setup, and recommend a diskette-based system. If the information you work with is more sequential, like payroll, a lower priced tape-based system might be best. Or perhaps, a combination of both.

You can also choose to invest a higher and faster speed printer and BASIC or APL programming language, depending upon your particular operation.

The 5110 also offers a variety of main storage capacities as well as a familiar typewriter-like keyboard with a convenient IBM key marker pattern built in the keyboard cover.

What's more, it's easy to use. In fact, your own people can learn to operate the 5110 in just a few days.

In short, the new IBM 5110 Computing System is a bit of computer for the money. And well like the opportunity to talk with your local Call your nearby IBM General Systems Division office and arrange for a personal demonstration. You'll find it time well spent.

**IBM**

**A small computer can make a big difference**



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## MARKETING NOW

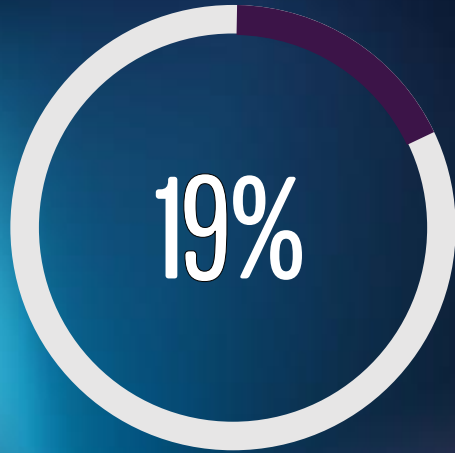
Prospects control how/when/where they get information about your company

Targeted messaging is expected

Inbound marketing (add value)

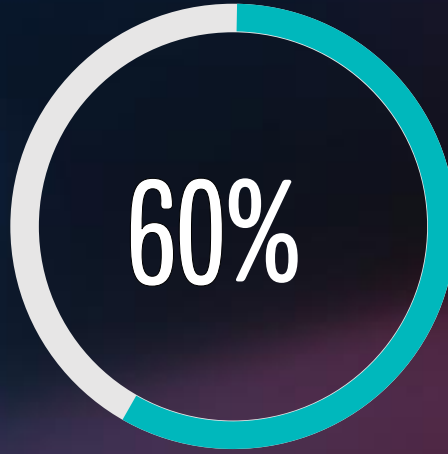
Harder to reach decision makers so automation and value are key

# When Do Buyers Want to be Contacted by Sales?



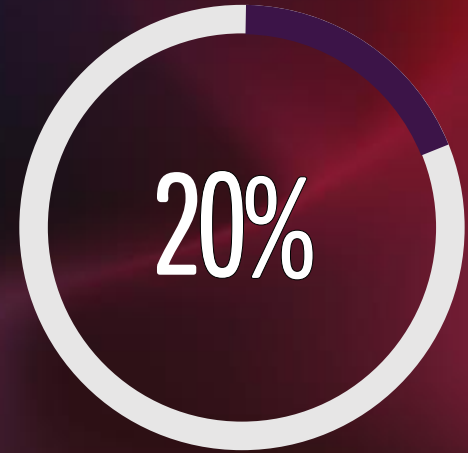
## AWARENESS STAGE

19% of buyers want to talk to sales while still learning about a product



## CONSIDERATION STAGE

60% of buyers want to talk to sales after they've done their research



## DECISION STAGE

20% of buyers want to talk to sales once they've already made a decision



Once Upon  
a Time...

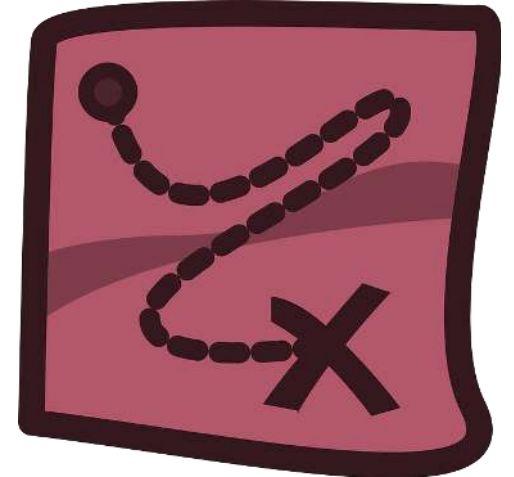
# The Buyer's Journey – Awareness Stage

- Buyer identifies there's a problem to be solved.
- Buyer conducts research to identify solutions.
- Buyer formulates their preliminary criteria.



# The Buyer's Journey – Consideration Stage

- Buyer researches specific solutions.
- Buyer compares appropriate vendors.
- Buyer considers the purchasing criteria of other internal stakeholders.



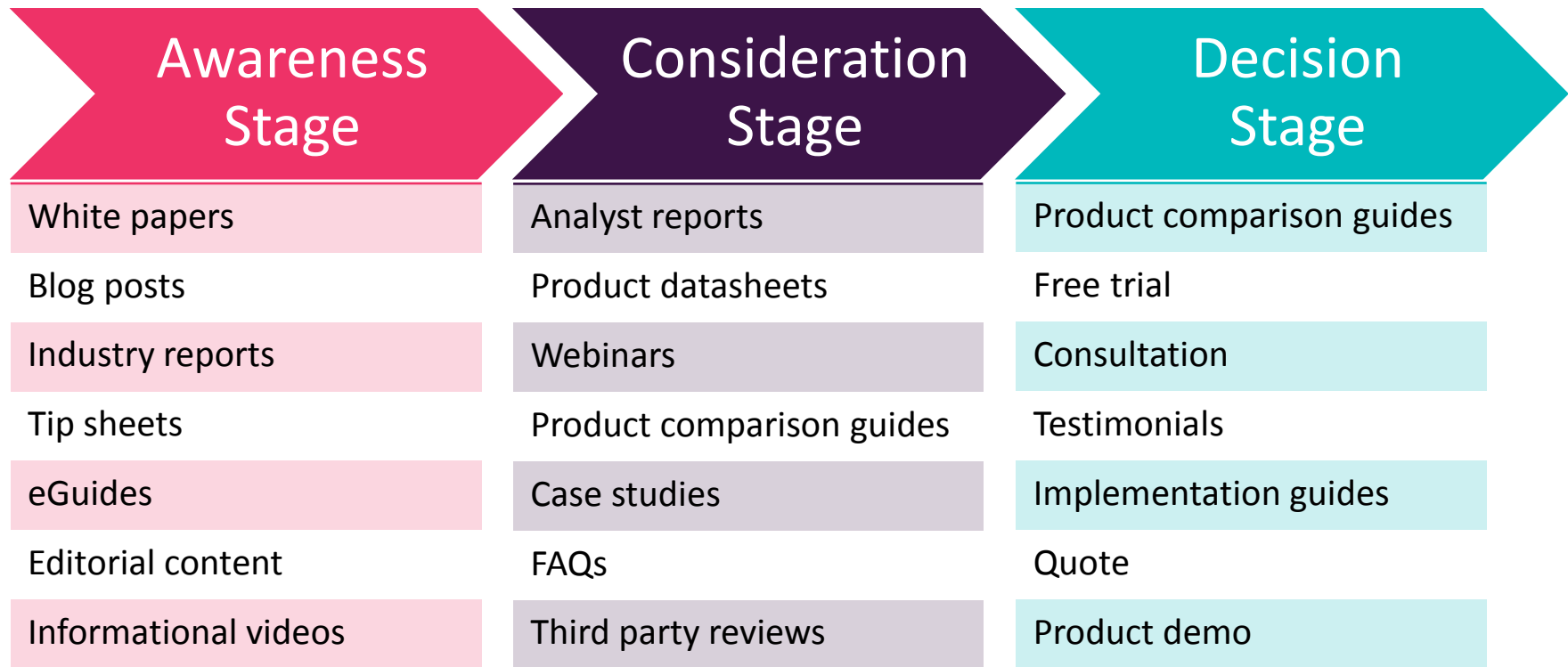
# The Buyer's Journey – Decision Stage



- Buyer creates a shortlist.
- Buyer discusses purchase with their network.
- Buyer completes the purchase.



# Inbound Marketing Throughout the Buyer's Journey



# | The Complete Lifecycle



NURTURE  
PROSPECT



CONVERT  
CUSTOMER



CROSS SELL  
& UPSELL  
CUSTOMER



RECEIVE  
REFERRALS



# Challenges to Successful Inbound Marketing

- The adversarial roles of sales and marketing, each doing their own thing.
- Lack of awareness of the prospects' journey and lack of quality content provided throughout.
- Offering content at an inappropriate stage. Customer case study in awareness stage.
- Too much gated content. Not enough gated content. Gated at the wrong time.
- Often no reporting/analytics tools to report on downloads, conversions.

# Benefits of Marketing Automation



- Marketing automation takes inbound marketing to the next level.
- “Own” your traffic vs renting traffic – value-added partnership vs Google Ads.
- Encourage good data management practices – scrub list, holistic view of customer, tie marketing campaigns to revenue growth.
- List segmentation enables personalization of your message, speaking to specific needs.
- Ability to scale your marketing efforts.

# Risks of Marketing Automation



- Be aware of associated costs – SaaS platform, staff, content creation, customization, number of contacts, connectivity with CRM
- Too many templated emails. Not enough of the human element.
- Communication overload. Ongoing marketing campaigns and sales outreach.

# Key Marketing Automation Capabilities



## Automation. Lead generation. Sales integration.

- Integration with CRM tools
- Lifecycle communications with automated workflows
- Integrated custom email campaigns
- Lead scoring
- Progressive profiling using online forms
- Automated lead assignments to sales
- Hosted and tracked marketing files
- Real-time sales alerts

# Marketing Automation Best Practices



- Nurture prospects
- Automate workflows
- Add all collateral to system for both marketing and sales use
- Don't forget existing customers – cross sell, up-sell
- Customization and training – you'll need it
- Map marketing fields with sales CRM for closed-loop reporting
- Choose a tool that corresponds with your marketing team's level of sophistication

# Common Marketing Automation Tools



## Well Known & More Costly

- HubSpot
- Marketo
- Salesforce Pardot
- Oracle Eloqua

## Lesser Known & Less Costly

- CentrixOne
- SharpSpring
- AutopilotHQ

# Key Takeaways



- Inbound marketing provides value to prospects
- Marketing automation is technology that facilitates inbound marketing
- Using marketing automation to nurture doesn't end when someone becomes a customer
- Automation increases efficiencies and ensures consistency

# Free Marketing Audit.

Come see us after the presentation.



# Questions?

President



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