

METRICS THAT MATTER:

MARKETING BENCHMARKS AND STATS
TO CREATE EXTRAORDINARY RESULTS

Transform your marketing into a revenue
generation machine with prominent
metrics and stats



KEY FINDINGS:

1 How to stay on top of
the game in the early stages
of customer acquisition

2 What are the key metrics
for efficient lead
nurturing: best practices
and benchmarks

3 How to boost results
through better alignment
of marketing and sales

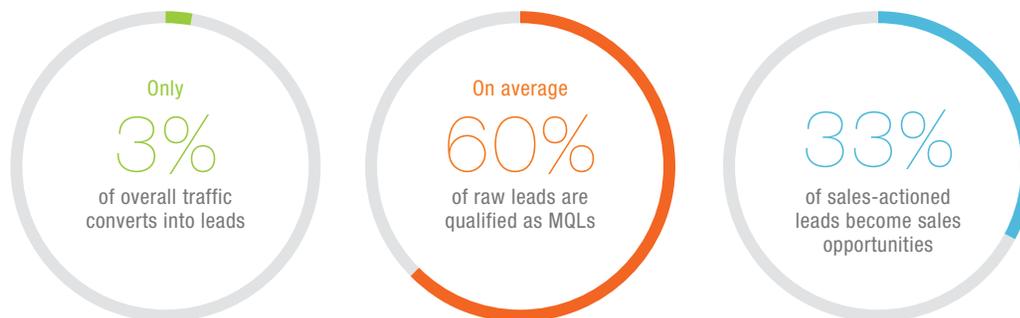
RAMP UP LEAD GENERATION BY IDENTIFYING CUSTOMERS' NEEDS BEFORE THEY ARE DEFINED

CONTENT BY LEAD MATURITY STAGE

<p>Early Stage Awareness</p>	<p>Free access content</p> <ul style="list-style-type: none"> Whitepapers Research papers Curated content Infographics Webinars
<p>Middle stage Consideration</p>	<p>Gated content</p> <ul style="list-style-type: none"> RFP templates Calculators Guides Analyst reports
<p>Late stage Evaluation</p>	<p>Free access content</p> <ul style="list-style-type: none"> Product demos Success stories Video testimonials

For the past decade, digital channels and tools have been developing at rocket speed. Every industry has been affected and it would not be an exaggeration to say that the customer now rules and speed is the new currency of business. With an ever growing number of responsibilities and tactics to test, marketers must keep a tight focus on the metrics that affect both revenue and customer satisfaction.

BENCHMARKING STATISTICS



- 30% of marketers say that customer satisfaction is one of their top metrics
- Only 29% of enterprise companies find themselves effective at creating a comprehensive customer journey that starts at the early need recognition stage.
- Prospective buyers face at least 10 marketing interactions with a company from the time they enter the top of the funnel until they're converted to a customer.

Tip:

According to industry experts, buyers can be on the different stages of their buying journey before they contact the vendor. Businesses that can collect, mix and analyze real-time customer data to discover patterns and predict customer needs before they are aware of them themselves are going to stay ahead of the competition beating it big time. That's why savvy marketing leaders are investing into technologies that help them discover the slightest traces of needs anticipation.

BUSINESS VALUE BEHIND LEAD GENERATION TOOLS AND CHANNELS

With an ever-growing competition, companies nowadays are trying to find more creative ways to get in front of the customer. While lead generation budgets are growing, it is important to measure your Customer Acquisition Cost (CAC) per channel. Knowing the CAC for each of your marketing channels helps you to allocate your marketing budget into lower CAC channels and achieve greater ROI.

CONTENT MARKETING

Overall, B2B marketers allocate 28% of their total marketing budget to content marketing. However, companies that see the best return from this channel tend to allocate up to 46%.

- 67% of marketers believe that content marketing is an effective lead gen tool.
- Almost 64% of B2B technology buyers read between 2 to 5 pieces of content before making a purchasing decision.
- Measurement is a key area where content marketers are struggling: only 21% say they are successful at tracking ROI.



EMAIL MARKETING

Being the most broadly used marketing channel, email is primarily leveraged for lead generation (44%) and direct sales (31%) as opposed to driving retail traffic (9%) or other goals (16%).

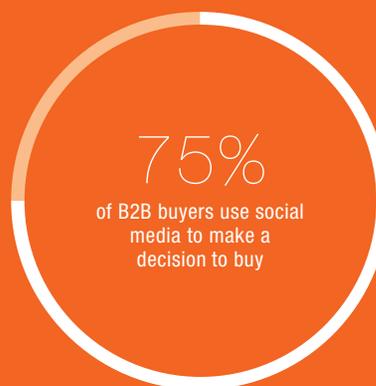
- Email marketing is among the top 5 lead generation methods for B2B marketers.
- 97% of B2B respondents used email marketing software.
- Emails sent to house lists averaged open rates twice as high as those sent to prospects (19-20% vs. 9-10%), with higher conversion rates (2-2.9% vs. 1-1.9%).



SOCIAL MEDIA

92% of marketers state that social media is important to their business. Most of social media advertisers are focused on brand awareness (40%) rather than on lead generation (35%).

- 80% of B2B leads generated through social media are from LinkedIn.
- 58% of marketers who used social media for more than 3 years report better lead gen results than those who did not.
- Social media demonstrates a 4% conversion rate for both B2B and B2C advertisers.



MOBILE MARKETING

Despite the ever-growing penetration of mobile technologies into the day-to-day life, mobile advertising is still the least commonly used channel so far. However, a large increase in usage is projected.

- Last year, the share of mobile orders (phone + tablet) increased to 30% of all ecommerce purchases.
- Mobile ad spending will top \$100 billion worldwide in 2016.
- Mobile ads median click rate is 3.6-4%; conversion rate is 5%.



LEAD NURTURING IS THE KEY TO A HEALTHY PIPELINE

Actionable Insights

To review your lead nurturing strategy evaluate:

- The number of MQLs nurtured to SQL status.
- The number of SQLs moved to opportunities.
- Attributed revenue

Essential Lead Nurturing Metrics to Track:

- Click-Through Rates
- Conversion Rates
- Time-to-Customer Conversion

Watch for signs of progress through the buying cycle. When you nurture leads, you can watch their Digital Body Language (DBL) to see where they are in their buying process. As they progress through the process, they'll reach a point at which your lead scoring system tells you they're ready to be handed off to sales.

Lead nurturing focuses on educating qualified sales leads who are not yet ready to buy. Anticipate the needs of the buyer based on who and where they are in the buying process. Keep prospects engaged by providing the most relevant content for their situation. The key to successful lead nurturing is to deliver content that's valuable enough to keep your audience engaged. Lead nurturing software allows you to track qualified sales leads and automate content delivery through various marketing channels.

BENCHMARKING STATISTICS



Companies that excel at lead nurturing generate 50% more sales-ready leads at 33% less cost.

HOT TREND:

We've seen video blogging become more prominent in the B2B space, and now with applications such as Twitter-owned Periscope or Meerkat, marketers are adding these live-streaming podcasts to their portfolio of lead nurturing tools.

Tip:

Maintain permission to stay in contact with the prospect. This is by far the most important goal of lead nurturing, because without it you can't achieve the other goals. If a prospect loses interest in your messages, they'll disengage by unsubscribing, marking your messages as spam, or emotionally unsubscribing – reflexively ignoring or deleting your messages.

LEVERAGE MARKETING AUTOMATION AS A STRATEGIC INITIATIVE

According to a recent Aberdeen Group's research study, "companies using marketing automation receive 53 percent higher conversion rates than non-users and an annualized revenue growth rate 3.1 percent higher than non-users." Businesses notice the value of this technology and are taking advantage of its benefits to deliver successful campaigns.

A MUST-HAVE FOR TOP PERFORMERS

49%

of companies are currently using marketing automation (MA) tools.

79%

of top-performing companies have been using marketing automation for more than 2 years.

MULTIPURPOSE TOOLS

26%

of marketers make extensive use of marketing software to manage lead generation.

77%

of companies handle their email campaigns in-house, using a marketing automation platform.

76%

of companies believe that marketing automation helps to increase customer engagement.

GREAT COST VS VALUE

90%

of users think Marketing Automation is worth the price.

10%

of MA users find it inexpensive, 47% fairly priced, 22% pricey but worth it and 11% too expensive. 10% were not sure.

PLANS FOR EXTENSION

19%

of marketers are switching Marketing Automation Providers (MAP) with tools that provide more MA functionalities.

63%

of companies successful in Marketing Automation plan to increase their marketing automation budget.

Tip:

Select a marketing automation tool that has a comprehensive set of capabilities to meet your current needs and support your business growth. Make sure MA tools are easy to integrate with your sales force automation and service management system to enable better alignment and higher ROI.

SECRET WEAPON: ALIGNING MARKETING WITH SALES AND OTHER KEY BUSINESS DEPARTMENTS

Actionable Insights

To better adapt the alignment process, companies have to take on these steps:

Ensure marketing and sales came to a common definition of key terms

- Lead
- MQL
- SQL

Set common goals

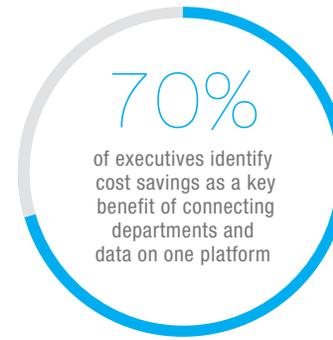
- Sales funnel alignment
- Aligned compensation
- Joint activities

Establish a clear organizational structure and automate internal processes for all customer-facing functions.

Alignment between marketing, sales and other key business units will result in continual communication and feedback between the departments, which ultimately leads to significant financial benefits for a company. Aligned teams streamline the sales process from lead generation to conversion to further account maintenance, allowing the company to increase revenue at a greater pace.

BENCHMARKING STATISTICS

- Organizations with tightly-aligned sales and marketing have 36% higher customer retention rates and achieve 38% higher sales win rates.
- Aligned organizations achieved an average of 32% annual revenue growth while less aligned companies reported an average 7% decline in revenue.



Tip:

In order to keep up with the changing business environment, consider using a CRM solution that streamlines marketing, sales and service on the same platform. A unified business environment will help you to align key business operations while overseeing a complete customer journey.

Conclusion

The digital space is moving at a very fast pace and if your company is not ready to implement data-driven strategies, you will be left behind. Applying creative lead generation and nurturing techniques will help businesses to stay on top of the game. Adding a sophisticated marketing automation solution backed by a powerful business process management engine that supports all key business operations ensures that the strategy and the tactics developed by savvy marketers are well supported to reach the highest possible ROI and revenue goals.

Source: bpm'online index, supported by third-party research

bpm'online marketing

Multichannel marketing software to deliver demand generation excellence.

Bpm'online marketing is a robust marketing automation software that helps to gain demand generation excellence through identifying and nurturing customers' needs until they are successfully transformed into opportunities.



Bpm'online is a global vendor of process-driven software for sales, marketing, and service. The beauty and the core value of bpm'online products is the agility to change processes faster than ever and align marketing, sales and service on a single platform. Users love bpm'online's engaging interface with social look and feel, free from redundant information that keeps them focused on what's relevant. Today, the company employs 550+ experts and serves over 6,500 customers worldwide.

USA
+1 617 765 7997

UK
+44 20 3384 0040

Australia
+61 261 452 888

www.bpmonline.com
info@bpmonline.com

