

# How to Get Away... Without Leaving Your Demand Gen Behind

Tips for packing your marketing for your next vacation.



# ALL WORK AND NO PLAY...

According to the US Bureau of Labor Statistics, the average work week has dropped from 38 hours in 1964 to just under 34 hours today. What?!?! We don't know who those 34-hour-a-week folks are, but they are most certainly **not** in marketing.

The constant need to produce leads, get the word out, engage meaningfully, and generate opportunities makes having “normal” hours — let alone taking any time off — a challenge. Luckily, there is Modern Marketing. This philosophy not only embraces using the latest automation and management technologies to improve your effectiveness and efficiencies, it can actually help you “get away” from work when you want to get away on your next vacation.



## It's time for you marketing pros to take some guiltless (and stress-free) time off

Modern Marketing is all about trying new gizmos and tactics that can augment and improve what you do. Just like when the newfangled washing machine of 1910 gave housekeepers back 7+ hours of their week (the average time it took to do a load of wash by hand), marketing automation technology can reward you with worry free time on the beach, on the slopes, or wherever your imagination takes you. Read on and find out how.



## EMAIL CAMPAIGNS

*Get out of town and still do outbound.*

The key word in Marketing Automation is “automation.” New cloud-based solutions have design canvases, sandboxes, workflows, and the like that enable you to set up activities in advance and run in your absence.

- **Automated Outbound Campaigns**

Pre-design, pre-segment, pre-test, and pre-program email campaigns to run on certain days when you are away, with built-in wait times and multi-branch actions.

- **Triggered Communications**

Set up multiple emails that are programmed to launch when certain activities happen, such as a known contact views a recorded demo or downloads a new white paper.

- **Automated Nurture Programs**

These multi-touch gems keep churning away in the background, accumulating engagements leading to that magical conversion to MQL.

### ADDITIONAL INFO:

#### ***Marketing Automation Simplified - The Small Guide to Big Ideas***

Learn the marketing automation methods and techniques successful marketers use to capture and deploy information across their programs and campaigns.

#### **EXAMPLE: *Synopsys, Inc.* (2013 Markie Award Winner)**

Based on online activity, every new and existing Synopsys contact is assigned product interest level. When a predefined marker is reached, automated outbound communications are sent, populated with content geared specifically to the contact's primary area of interest.

#### **EXAMPLE: *Chamberlain College of Nursing* (2013 Markie Finalist)**

Chamberlain's 60-day, automated Applicant and Pre-Enrollment Lifecycle Program keeps applicants engaged and informed during the lengthy submission process. A constant flow of relevant information is provided as well as a direct line of communication to the admissions team.



## CONTENT MARKETING

*Hit the road while delivering hit content.*

The new overly-popular adage is right: “Content fuels the marketing engine.” And that steady flow of blog posts, infographics, ebooks, videos, white papers, and the like can’t stop because you’re not around. The following tactics can help you offer a non-stop stream of valuable content through every funnel stage - awareness, consideration, inquiry, purchase, and retention.

- **Automated Content Calendars**

Link your content production to your outbound campaigns in one place and one workflow. This allows you to stockpile content to be grabbed as needed in campaigns. You can also store ideas until the perfect time presents itself to publish on social channels.

- **Empower Your Subject Matter Experts**

Make everyone in your organization a content creator with tools that motivate and reward them for their contributions. Then enable them to publish on their specific (and allowed) channels once they have reached the correct “grade” through automated subject and keyword analysis.

- **Automated Content Aggregation and Delivery**

Pull in the most relevant pieces of content into your emails and landing pages as they go out.

### **EXAMPLE: Bass Pro Shops**

Pro Bass Shops enabled 200 employee contributors to self-generate online content that is of specific interest to the geographies of their 58 retail outlets. A steady stream of local, expert content is created and posted as needed, generating triple the web traffic of previous years.

### **EXAMPLE: Rockwell Automation (2013 Markie Winner)**

Rockwell mapped to interests displayed at each stage in the buyer’s journey, content is programmed to automatically populate outbound and nurture communications.

### **ADDITIONAL INFO:**

#### **7 Steps to Creating and Executing an Editorial Calendar**

Follow our 7-step process to take your content marketing efforts from scattered and unorganized — to focused and on a path to success.



## DIGITAL ADVERTISING

*Keep the conversation going, even when you're gone.*

Absence makes the heart grow fonder, except when it comes to engaging your audiences. A media buy for display ads is one thing; that runs by itself once launched. However, there is another way you can enhance your online engagements.

### Digital Retargeting

Consider these two scenarios:

- 1) An unknown viewer reveals an interest in "product X" based on what web pages they are visiting. The next URL they click on features one of your banner ads specific to that curiosity.
- 2) A known contact is pushed highly-relevant banners based on where they are in the buying journey.

The power of that continued conversation is both subtle and pronounced. It keeps you top-of-mind wherever your target wanders online.

#### EXAMPLE: AVID

Avid, a media industry giant, automatically targets display advertising on various sites based on the recent interest activity of each known contact. If a contact has shown curiosity about a product or offer via another campaign or web page visit, personalized and interest-relevant display ads are served to them as they move about the internet.

### ADDITIONAL INFO:

***Beyond the Inbox: The Modern Marketer's Guide to Lead Nurturing***

How to use marketing automation and display advertising to create "always on" nurturing.



## SALES SUPPORT

*Take a vacay from those salesplays.*

You can actually make marketing indispensable to sales... and not even have to be there to do it. Consider these automated tactics principally designed to help your reps develop and respond to their leads.

- **Automated Lead Scoring**

Provide a steady flow of verified leads to whatever CRM your sales teams use. The scoring model designed and approved by marketing and sales, together, can be used to drive automated customer data updates that help sales engage more effectively.

- **Rep-Enabled Outbound Campaigns**

- Marketing automation can provide your sales teams with pre-designed, pre-written templated emails they can personalize and send.
- You can also set up mini-nurture campaigns around specific pain points or product features. When a rep gets a contact who asks a question about Topic A, they can launch the emails to them covering that subject.

**EXAMPLE: ADP®**  
**(Markie Award Winner 2013)**

ADP's qualified leads are automatically routed to a focused group of inside sales reps who follow-up within minutes. Layering in nurturing and scoring, lead volume is being continuously driven through the process. The proof is in the numbers with leads being worked by sales up 21%.

### ADDITIONAL INFO:

#### **The Grande Guide to Sales Enablement**

It used to take just a slide deck and some brochures to “enable” the sales team. Not anymore. With modern marketing technology, you now can arm sales with ESP-like insights on their prospects’ online activities in regards to your products and services.



## MONITORING & REPORTING

*Check in without having to check out.*

Okay, we get it. You will never be able to go a full day, let alone a week, without being able to double check on the progress of things. Thankfully, most Modern Marketing tools have reporting dashboards you can pull up online, anytime.

- **See revenue, leads, and campaign results 24/7**
  - Email campaign and marketing analysis
  - Sales Qualified Leads (SQLs)
  - Sales opportunities by region or product
  - Website traffic, social media, and blogs
  - Campaign revenue attribution

## ON AVERAGE, ONLY HALF OF YOU TAKE ALL YOUR VACATION DAYS.

*Cut it out! Without cutting back on programs.*

According to a 2013 Reuters News Pole, that number is between 55% and 65% for US, Canada, and the UK, and only improves to about 75% for Germany.

Regardless of where you live, a good portion of you do not take all of your earned time off! With Modern Marketing tools and technology, you and your team can actually get out of the office without getting behind on your demand generation goals.

## Learn More About the Power of Oracle Marketing Cloud.

It's the only Modern Marketing platform that integrates cross-channel, content, and social marketing with data management solutions.

**Visit <http://www.eloqua.com/featured-content/marketing-cloud.html>**