Marketing within the Deal

Reaching Deeper Into the Funnel to Impact Win Rates

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Marketing Director, Aptos
@davethewavesd

- Retail technology
- 1,100 Tier 1-3 clients
- Selling cycle 3-9 months
- CIO, CFO, CMO, VP Ops
- Highly competitive

Global Brand
Content Strategy
Sales Enablement

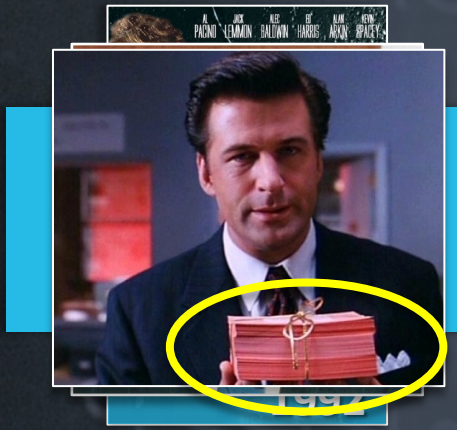
B2B MARKETING EXCHANGE

Background: about Aptos

I must be getting old…

- Product Marketing & Management
- Brand Marketing
- Sales Enablement
- Content Strategy

#CoffeeIsForClosers



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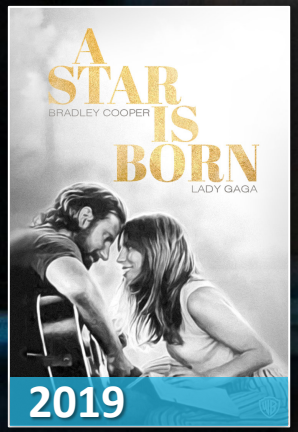
GO WITH YOUR GUT FEELING



#ThatsAWholeOtherBag

Now, we measure…

EVERYTHING.

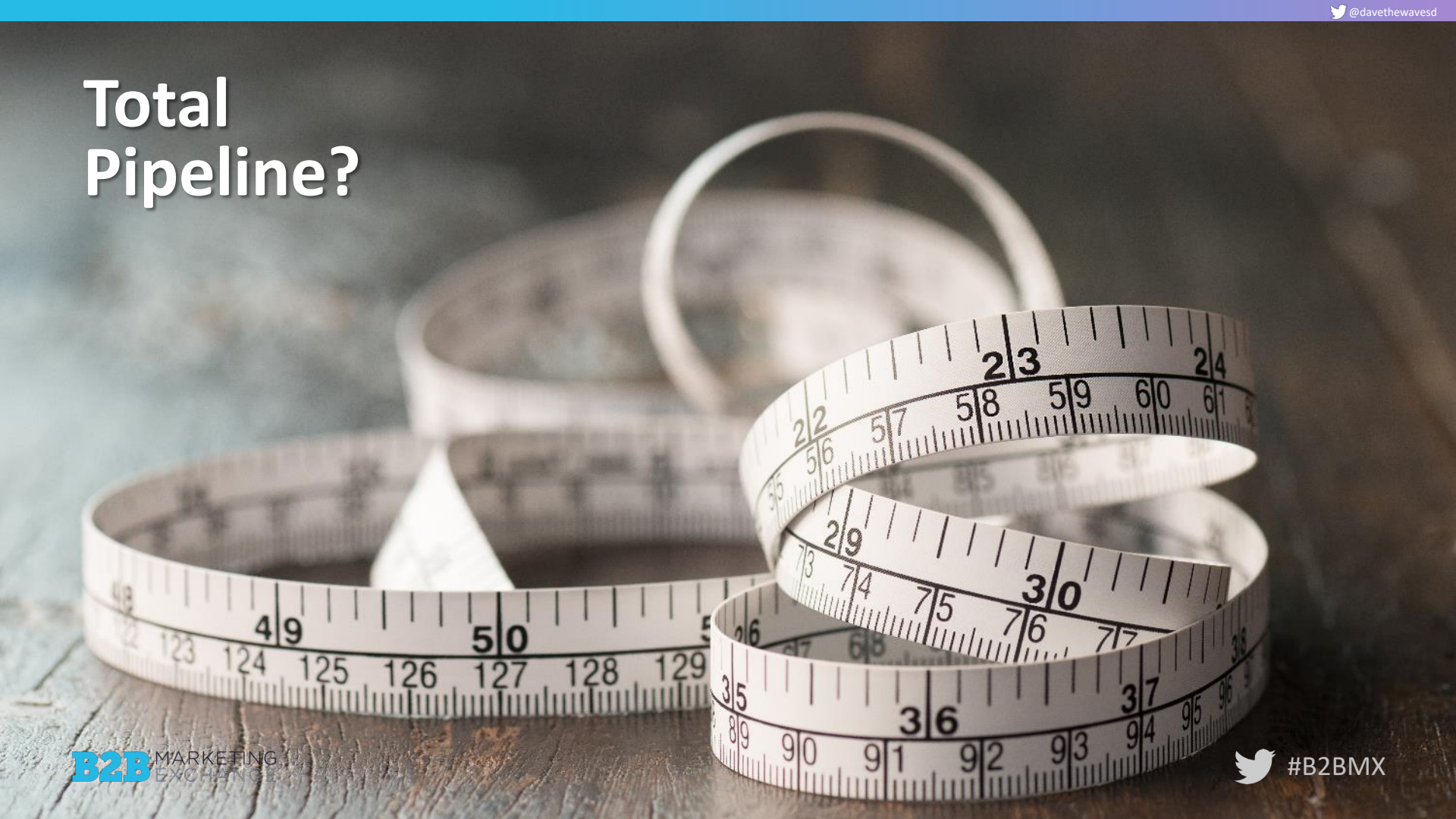
Or, do we?

Inquiries/ Raised Hands?

Marketing Qualified Leads?

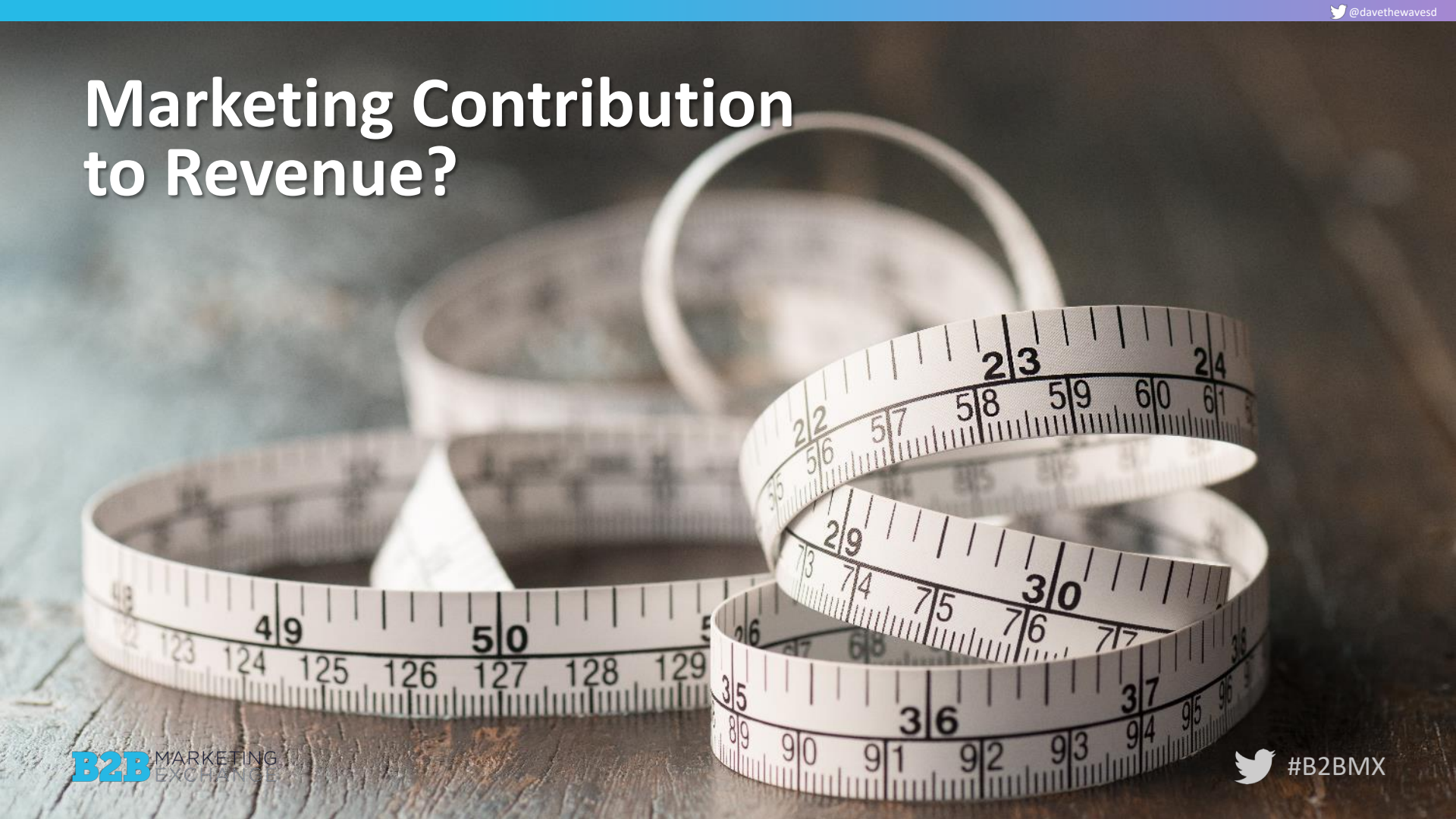
Sales Qualified Leads?

Total Pipeline?



Pipeline as Multiple of Revenue Target?

Marketing Contribution to Revenue?



How about

Win Rates?

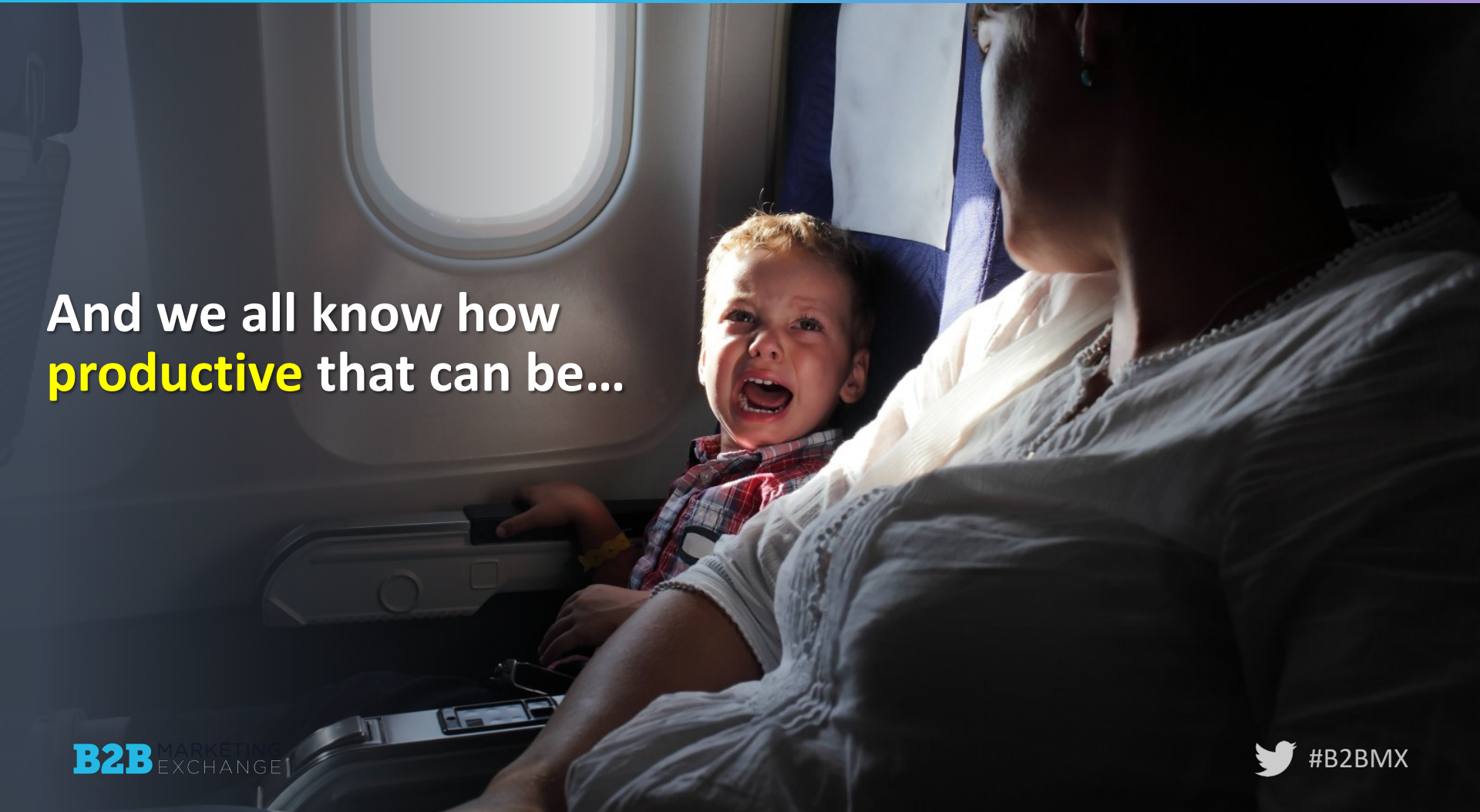
How many days have passed since you sat in on a sales meeting?

If it's been a while...
brace yourself.
B2B MARKETING EXCHANGE
#B2BMX

You <may> not like what you see.
MOVIECLIPS.com

Because salespeople are some of the
busiest people in the company…

And because they are so busy…

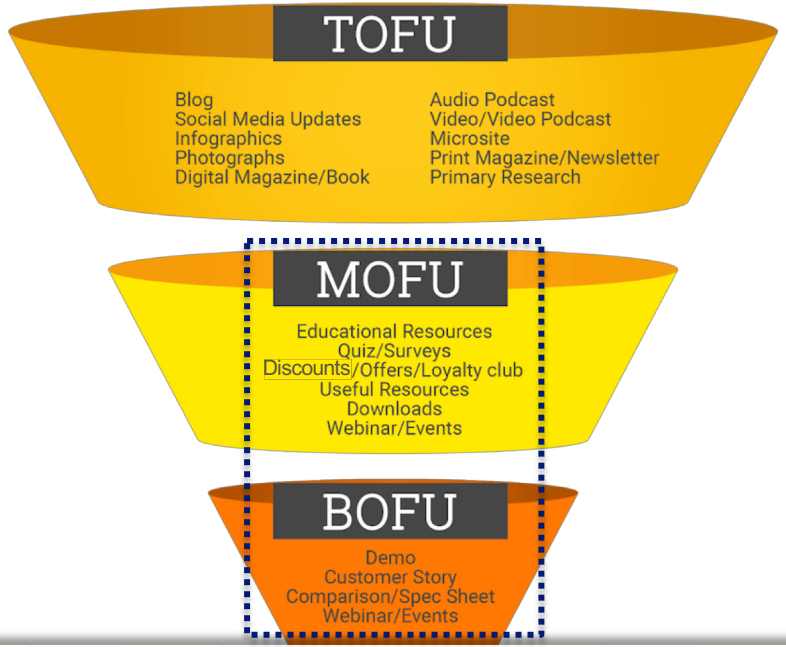

And we all know how
productive that can be…

If you aren't paying attention,

You're leaving an awful lot **to chance**

Mid- and bottom-funnel content is in danger of being

Unused, Misused or Abused…



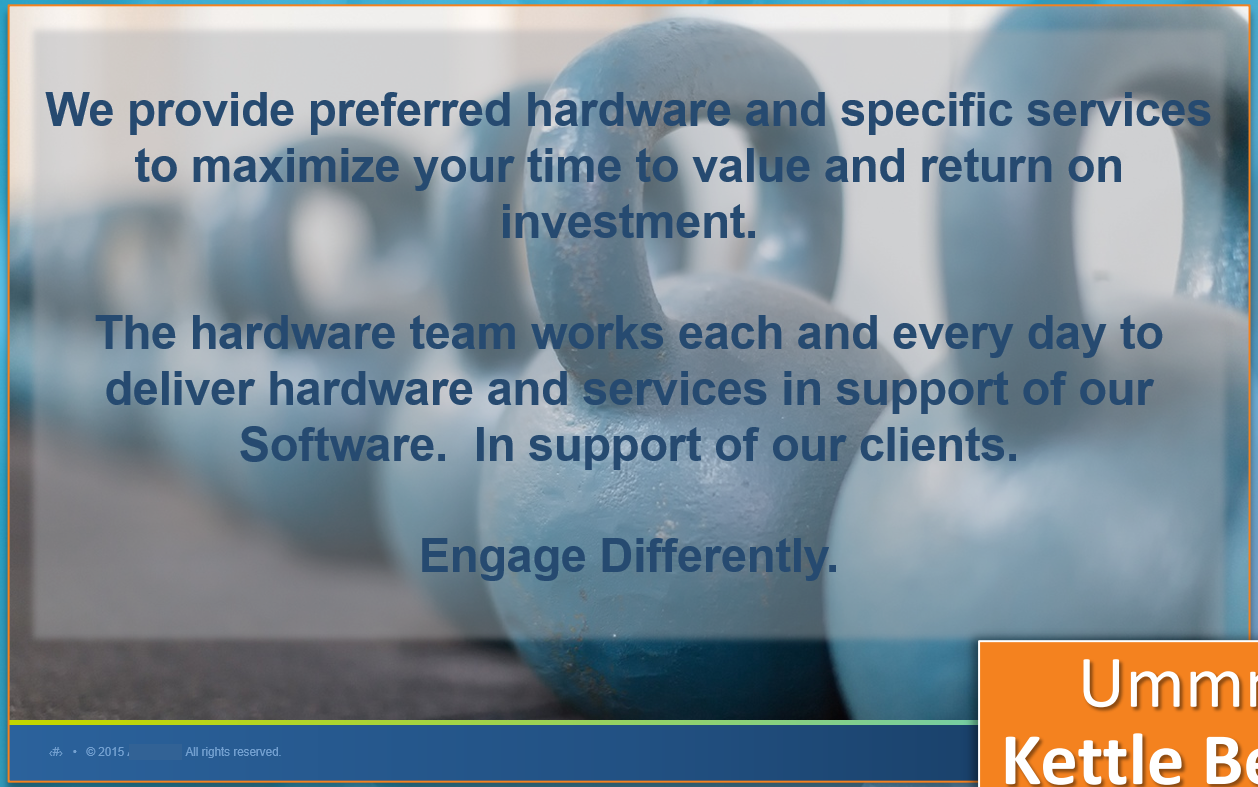
DANGER DANGER DANGER DANGER DANGER DANGER DANGER DANGER

…and your brand message may get mangled.

Maybe a few examples from my past will help illustrate what's at stake…

Ninety. Six. Words.
NINETY. SIX.

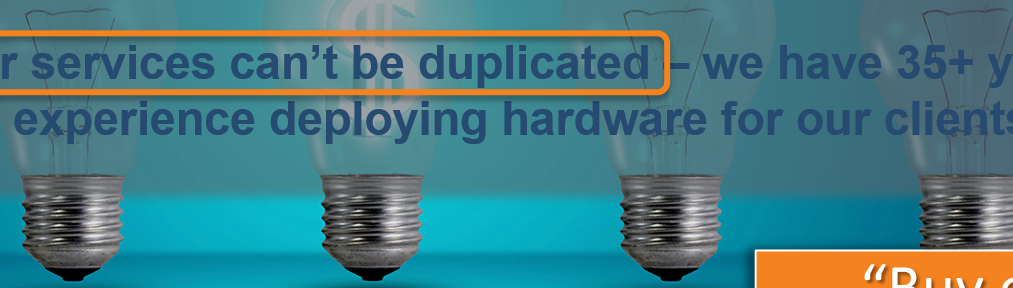
8 pt. font.
I SWEAR.



Ummm….
Kettle Bells???

We provides unique services for our clients. Our ability to build and support an integrated solution maximizes time to value, reduces risk and controls costs.

Our services can't be duplicated – we have 35+ years experience deploying hardware for our clients



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"Buy our stuff and come to the **DARK SIDE**."

POW

And customized content?

a **pipe dream**.

So, what happens when your message gets mangled or misses the mark?

Win
Rates

But do not despair.

In-deal marketing is actually a content marketer's **dream scenario**…

It's like shining bright spotlights on your content targets

Personas → Persons

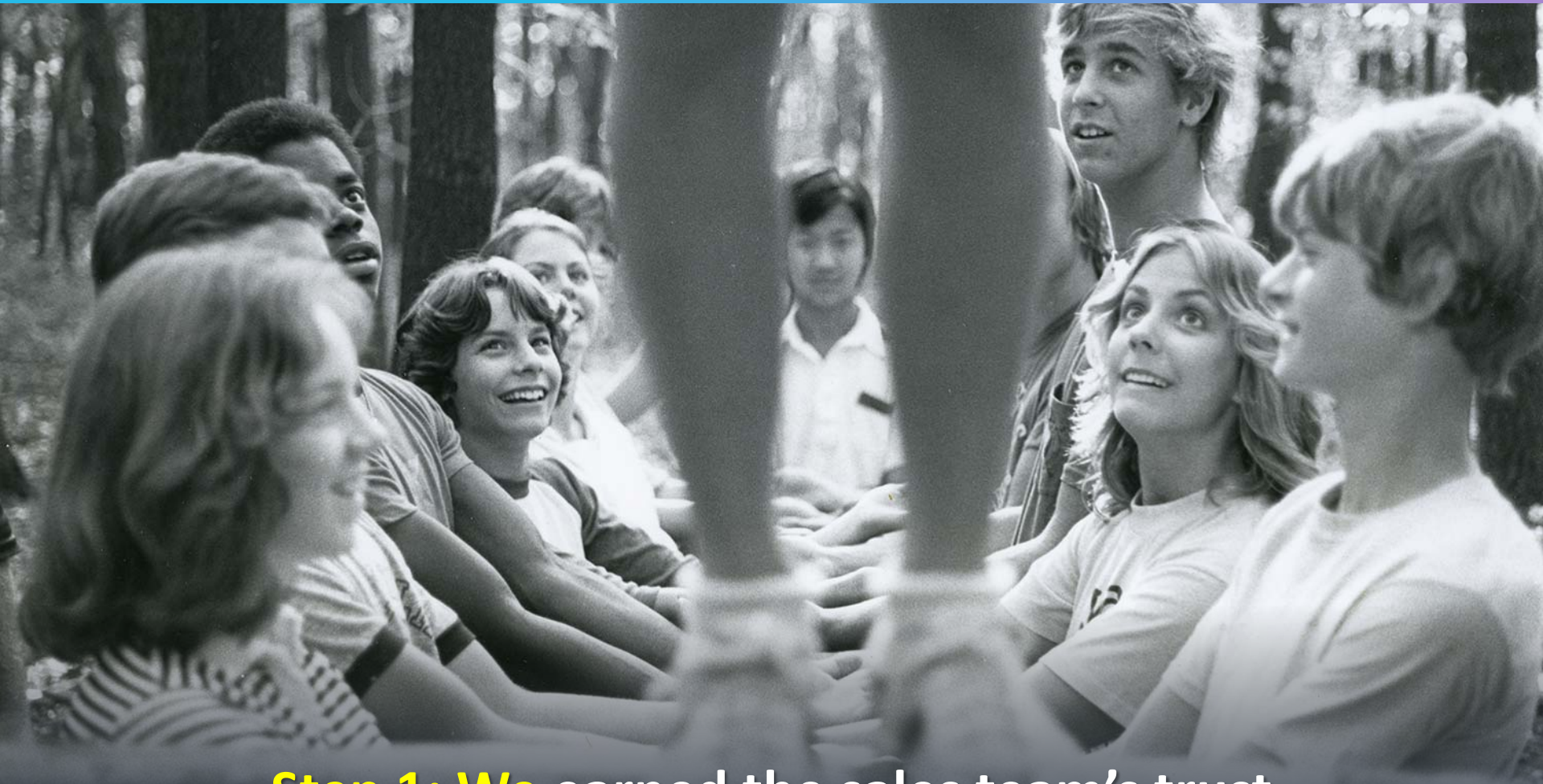
Interests → Investments

Personalized ABM → Personal Stories

When we saw the potential for **customized, targeted content** to impact our **win rates**…

We went ALL IN

The five specific steps we took to figure out how to market deeper into our deals



Step 1: We earned the sales team's trust

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Step 2: We joined the team

#B2BMX

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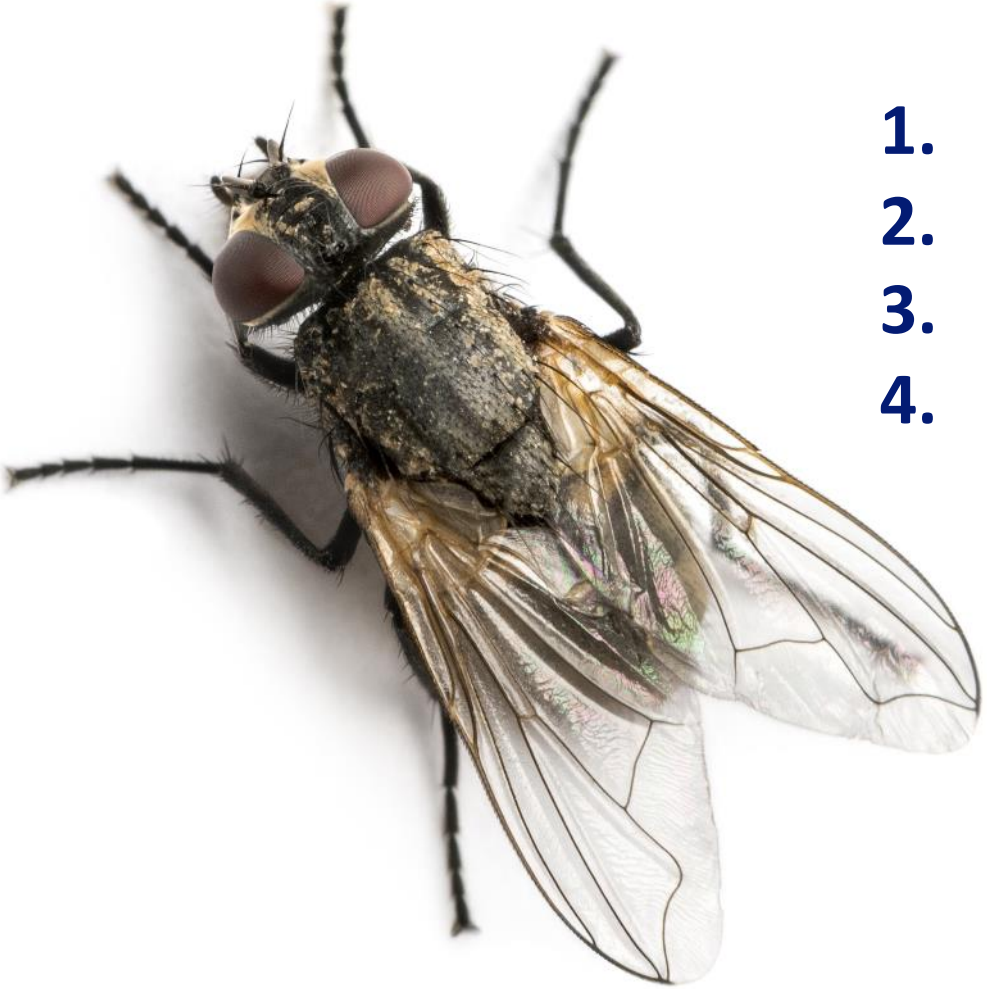
Step 3: We participated in discovery

#B2BMX

Step 4: We learned their deal strategy

Step 5



1. Positioning
2. Messaging
3. Assets
4. Reaction

Throughout the entire process we adhered to
one golden rule…

No judgement!
Not before. Not during. Not after.

B2B MARKETING EXCHANGE
Step 1: Earn the sales team's trust
#B2BMX

After we followed those steps, we realized
We really needed help telling our brand story
in a way that resonated with prospects
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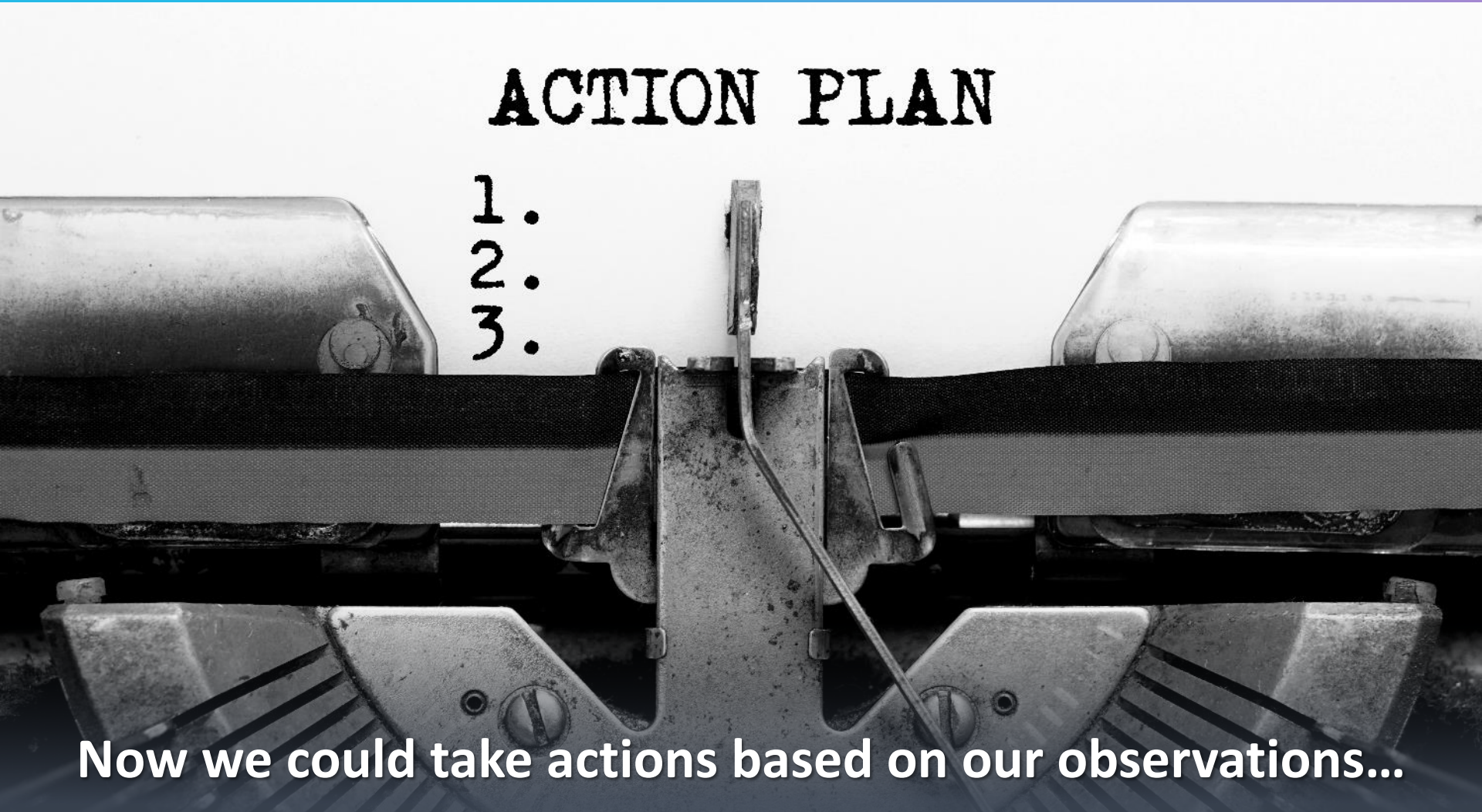
#B2BMX



Now we could take actions based on our observations…

First things first:

Find the first deal

Collaborative salesperson
Feasible workload
A winnable deal

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Stores | Designers | Digital | Social

Next, we dug in and we did the work

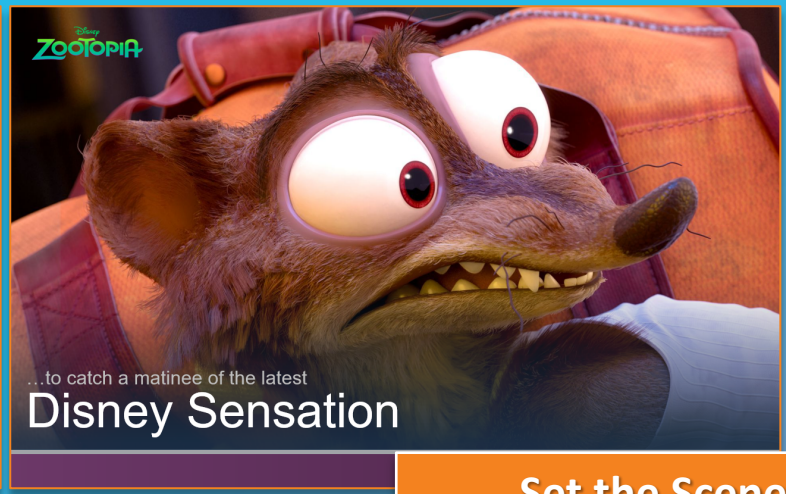
- Collaborate
- (Lots of) Research
- Discovery
- Store Visits
- Brainstorm (with the team)
- Tell our value story

Let’s take a quick look at the resulting
brand story we were able to tell…

Character Development

Later that day, they all head to

Fairfax Corner Cinemas…



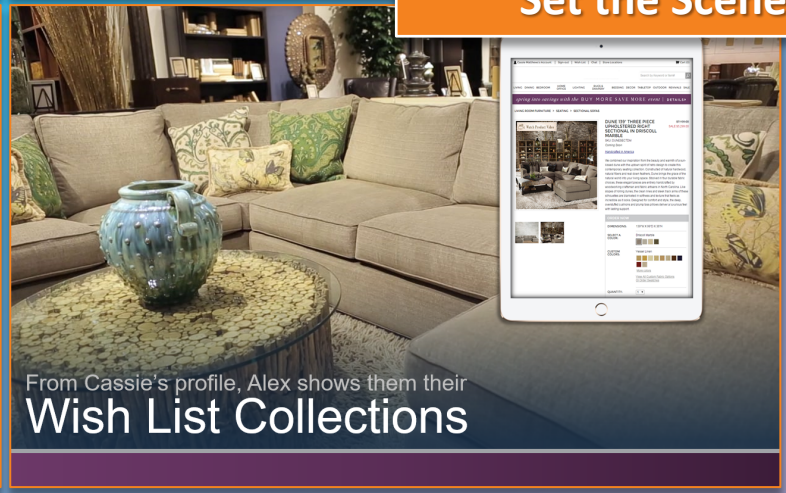
…to catch a matinee of the latest

Disney Sensation

Set the Scene

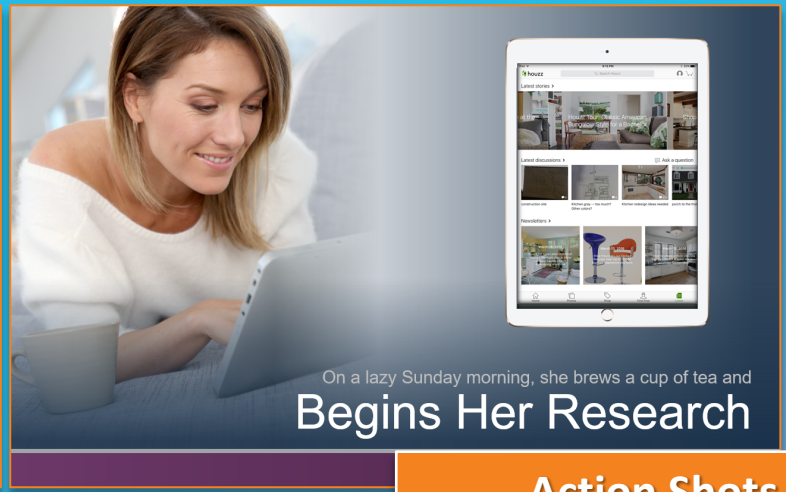
After the movie, they walk over to the local store to

Continue the Journey

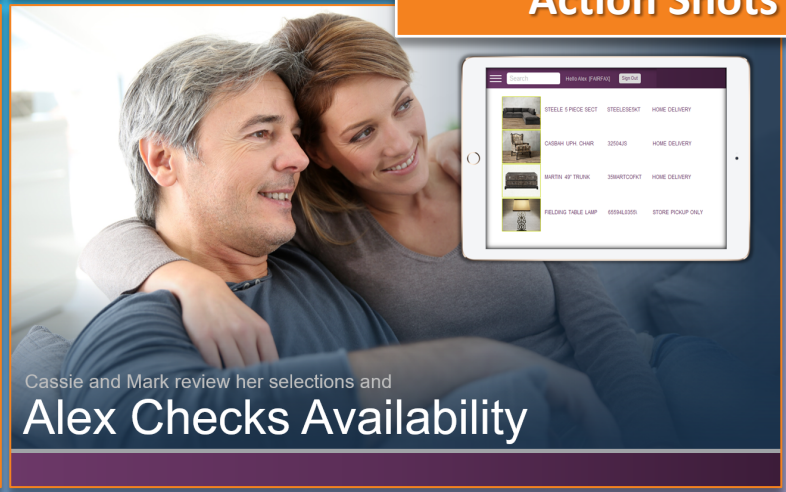


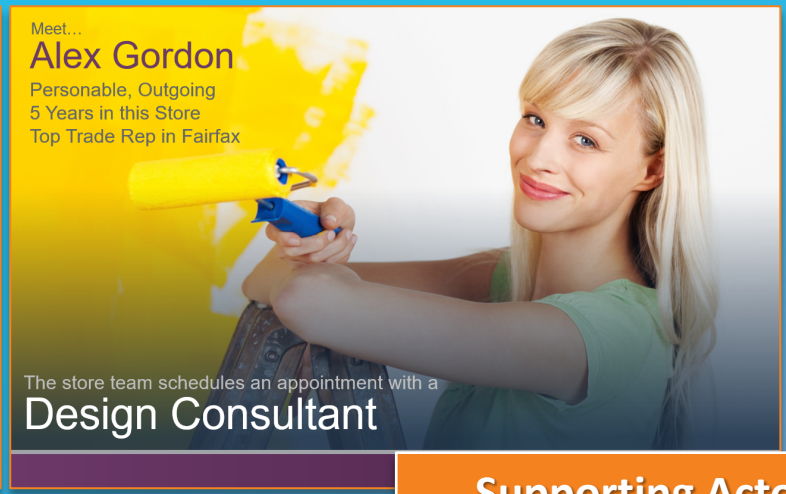
From Cassie's profile, Alex shows them their

Wish List Collections



Action Shots



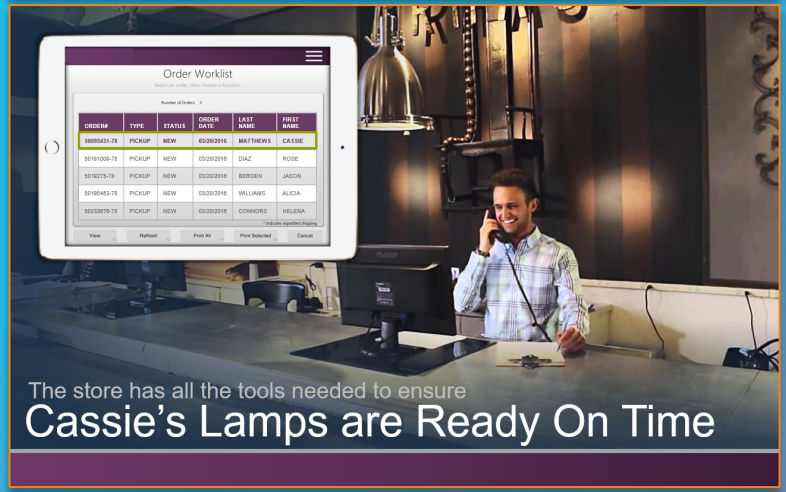


Supporting Actors

While riding MARC to work, Cassie receives

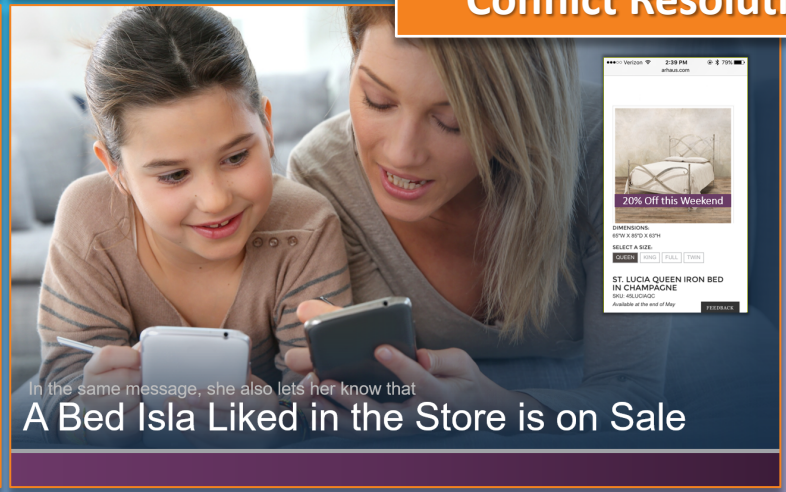
An eMail from Alex

Conflict Resolution



The store has all the tools needed to ensure

Cassie's Lamps are Ready On Time



In the same message, she also lets her know that

A Bed Isla Liked in the Store is on Sale

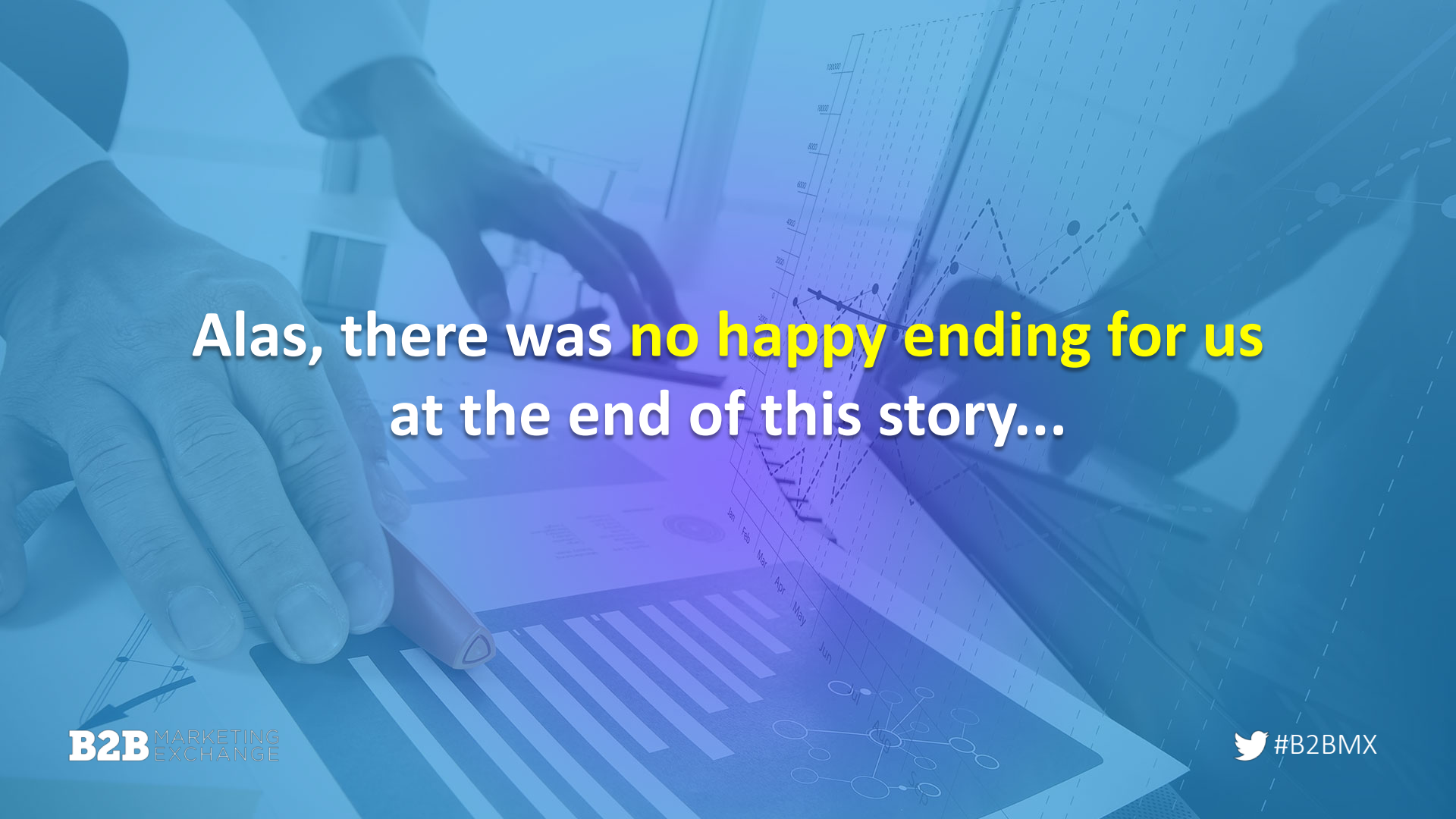
A Happy Ending

After shipment has been confirmed, Alex is alerted so that she can

Check on Isla's (Obvious) Happiness

Our account executive was positively **elated**…

And the prospect was so impressed they actually **called our CEO** to thank him

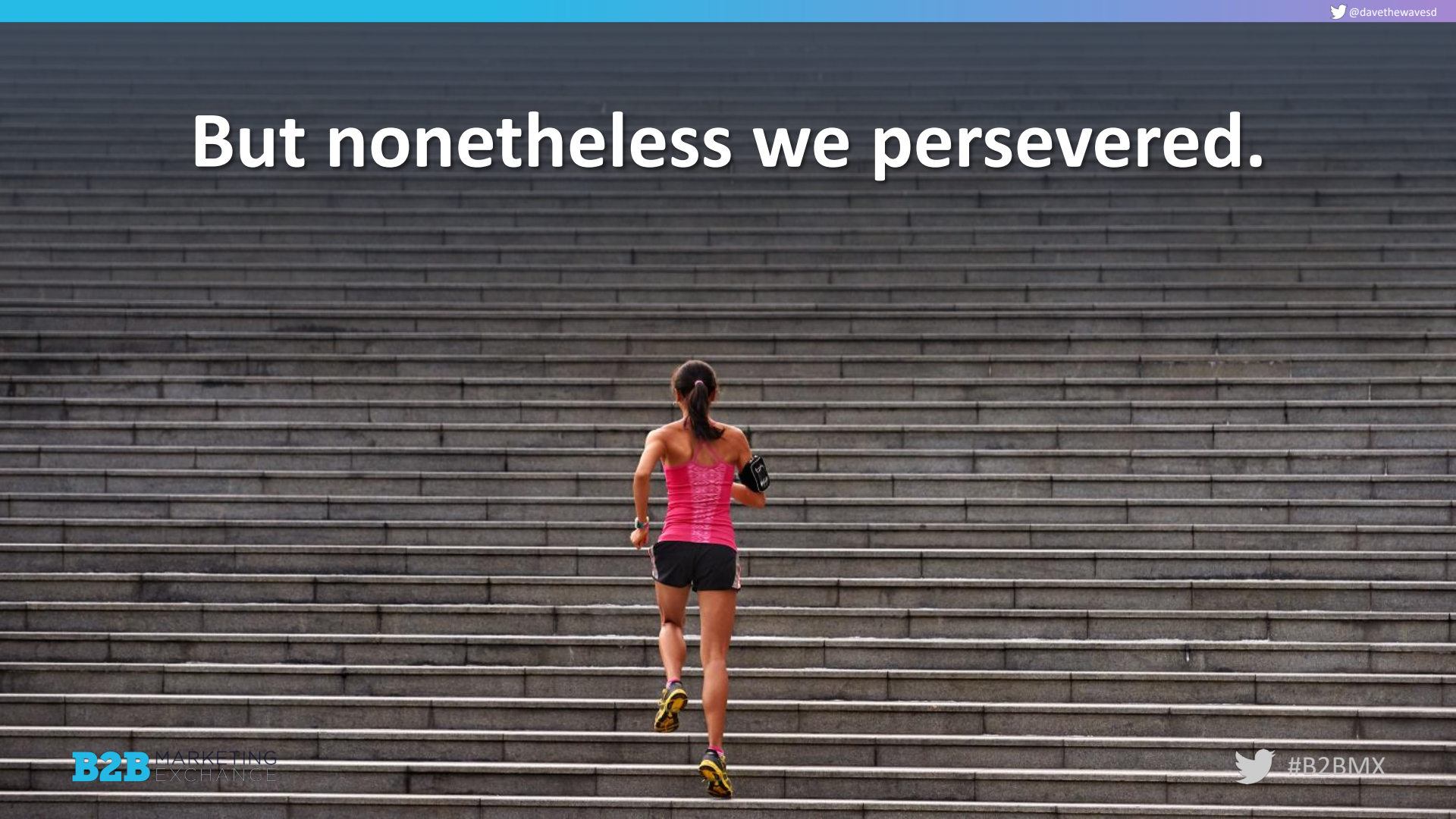

Alas, there was no happy ending for us
at the end of this story...

YES
NO

Needless to say…

We still had more than a few skeptics.

But nonetheless we persevered.



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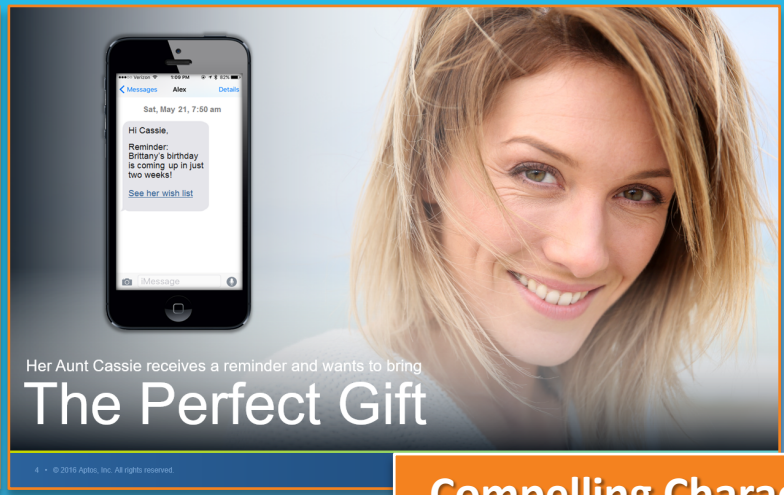
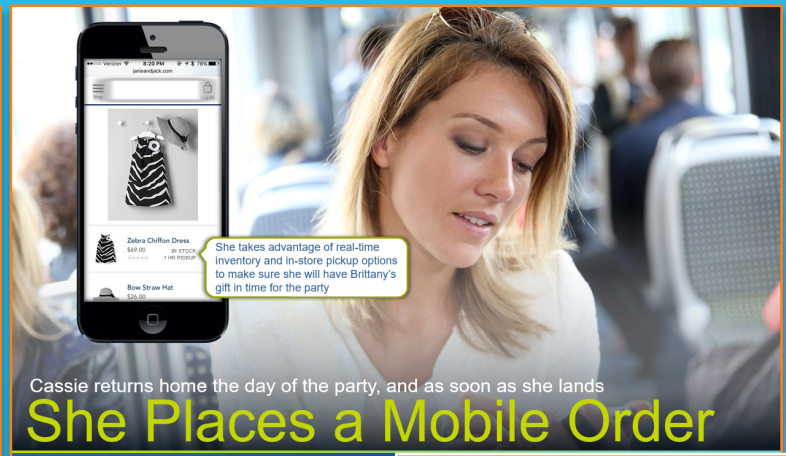
Next up: Children's apparel retailer



Compelling Characters

Mom has planned a

Big Birthday Bash



Cassie returns home the day of the party, and as soon as she lands

She Places a Mobile Order

Strong Story Arcs

Consequently, he often has

Energy to Burn

Garrett has such a great time (and burns so much energy)

Mom Enrolls in the Loyalty Program

Cassie arrives on time and her gifts have enhanced her status as…

Brittany's Favorite Aunt

aptos

The store visit is quick, efficient and successful, as

Garret Does Indeed Get His Groove On

And Happy Endings

Building Blocks for a Happy Birthday

aptos

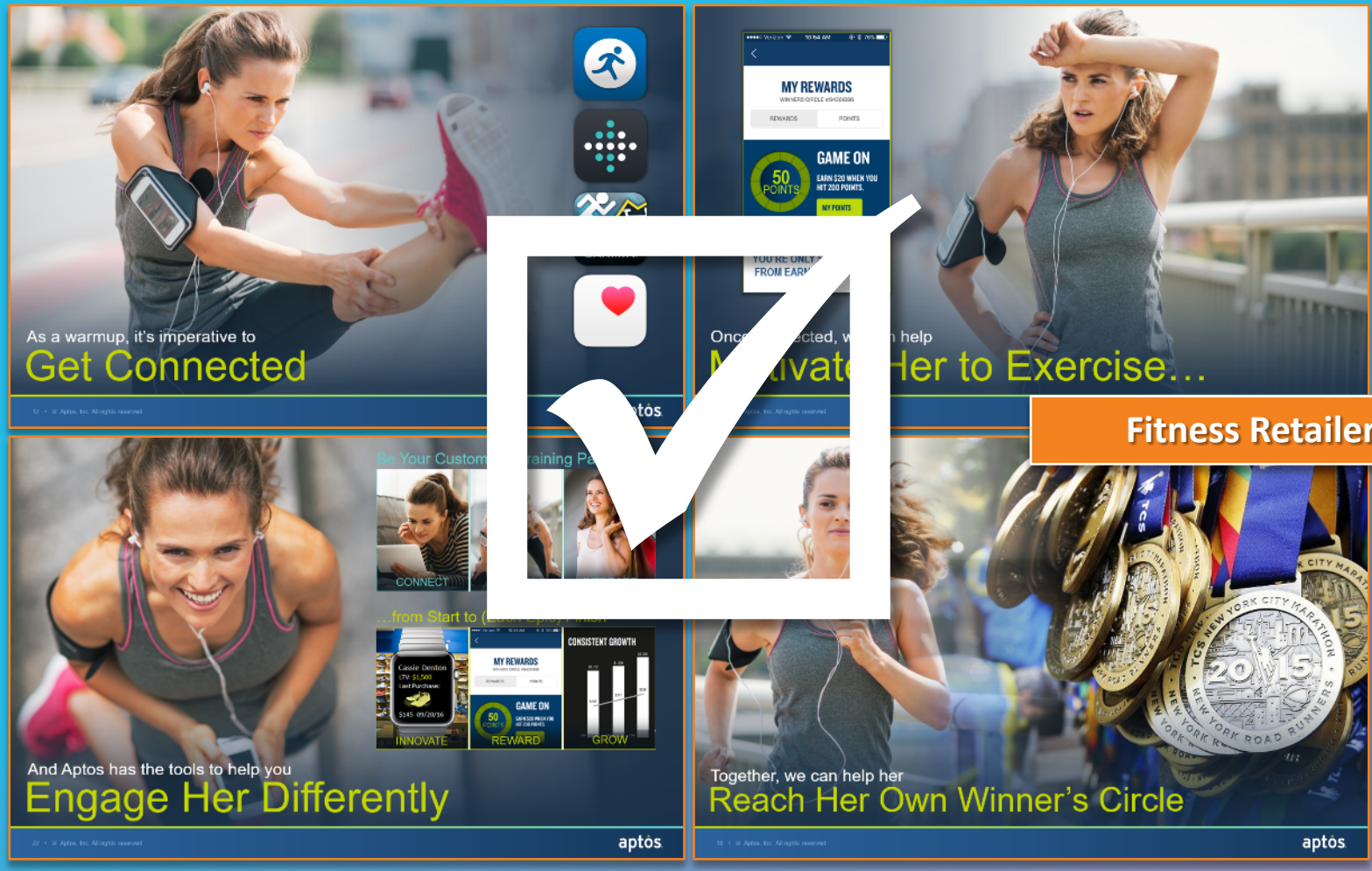
Singular Commerce...Singular Style

aptos

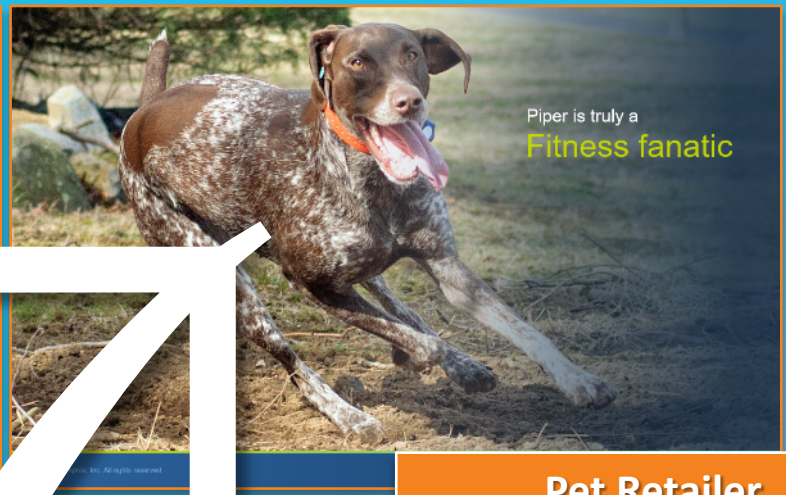
And this time?

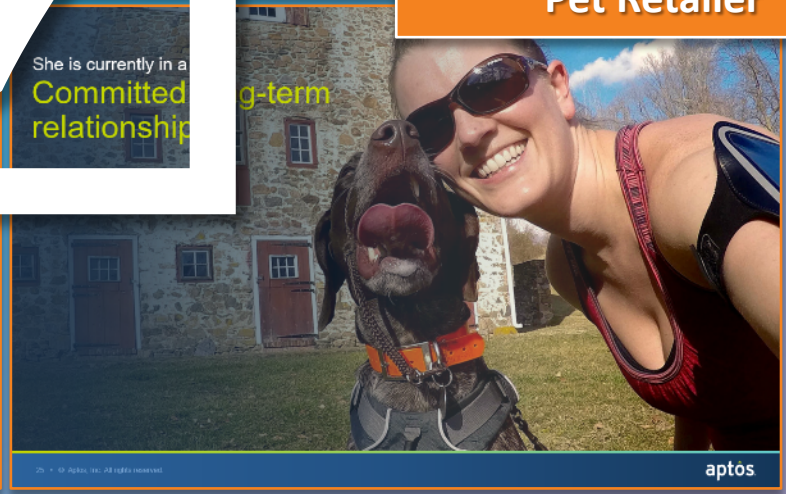
Believe me when I tell you…

Word quickly spread across the sales team


As a warmup, it's imperative to
Get Connected
MY REWARDS
GAME ON
50 POINTS
Engage Her Differently
Reach Her Own Winner's Circle
aptos
Fitness Retailer

Camping Retailer





Pet Retailer

We definitely improved our storytelling
(and our win rates) for the deals we were in…
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#B2BMX

…but to change our culture we needed
to scale the process

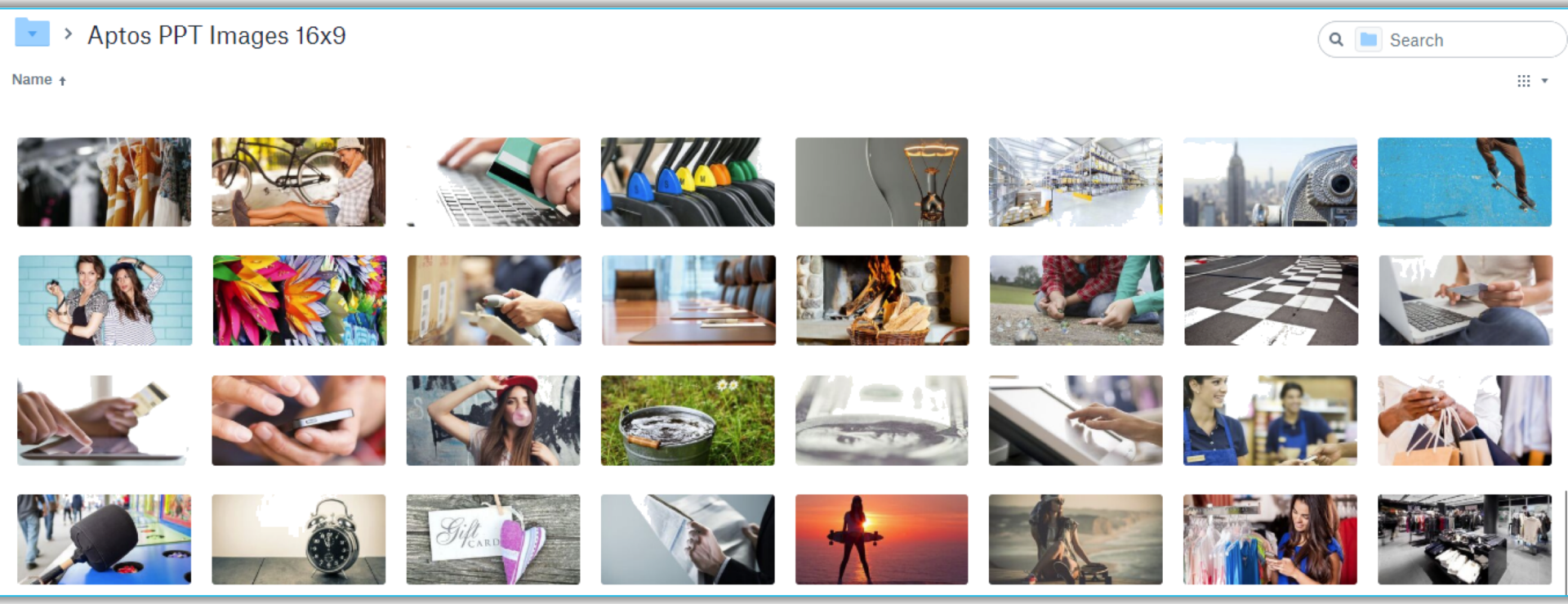
CHECKLIST
FOR ACHIEVING SCALE
Identify and allocate resources
Create productivity tools
Implement a training program
Observe and evaluate (often)

1 Keys to Effective Resource Selection

1. Must include marketing and sales (pre-sales)
2. Must become part of their job/compensation

2 What did we need to add to our tool belt?

Almost 1,000 searchable images



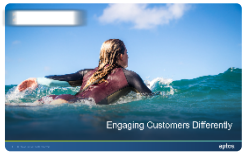
Rethinking PowerPoint templates

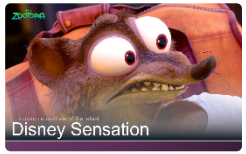
- 169 slides
- Custom and creative layouts
- Sample slides
- Infographics
- Best practices baked in

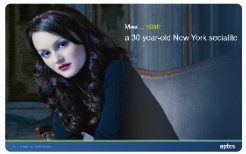
Making existing assets share-able

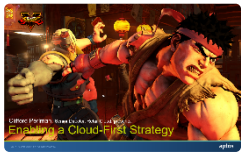
Brand Storytelling

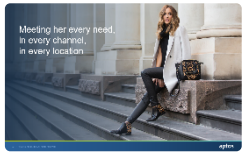
Name







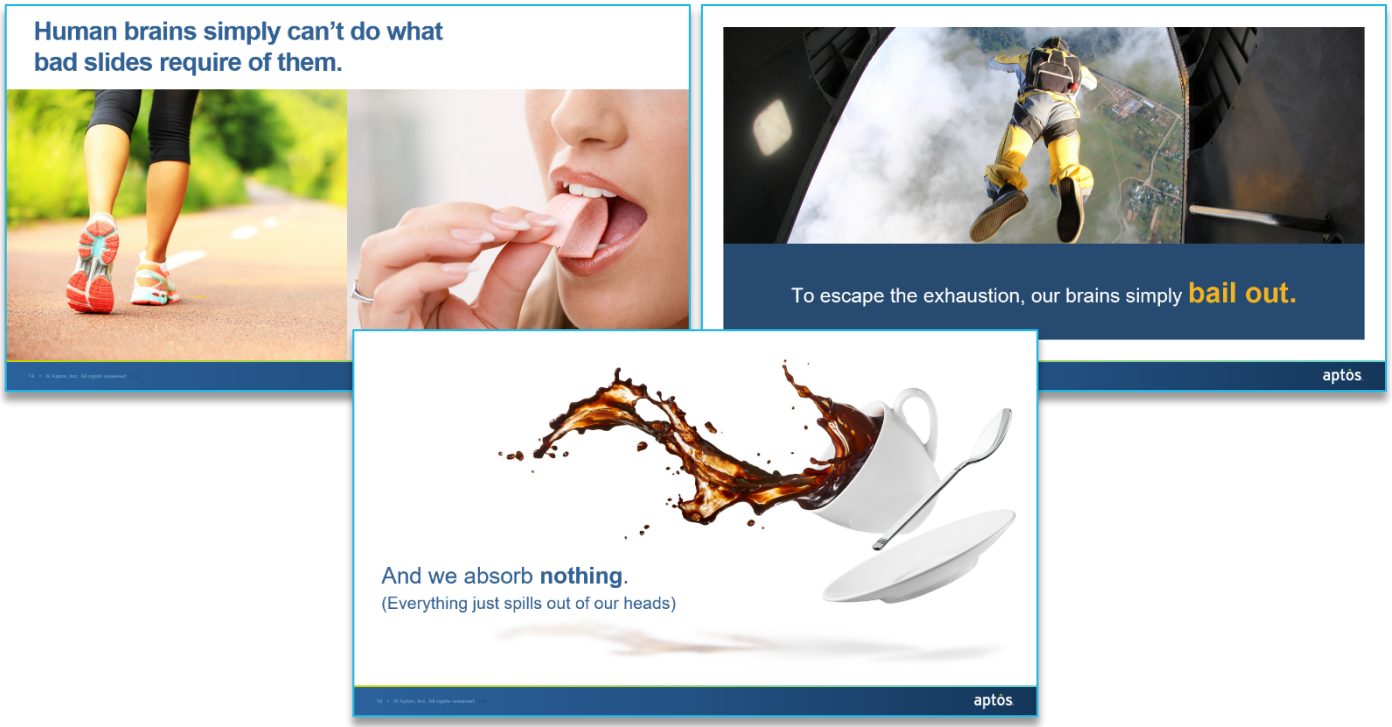




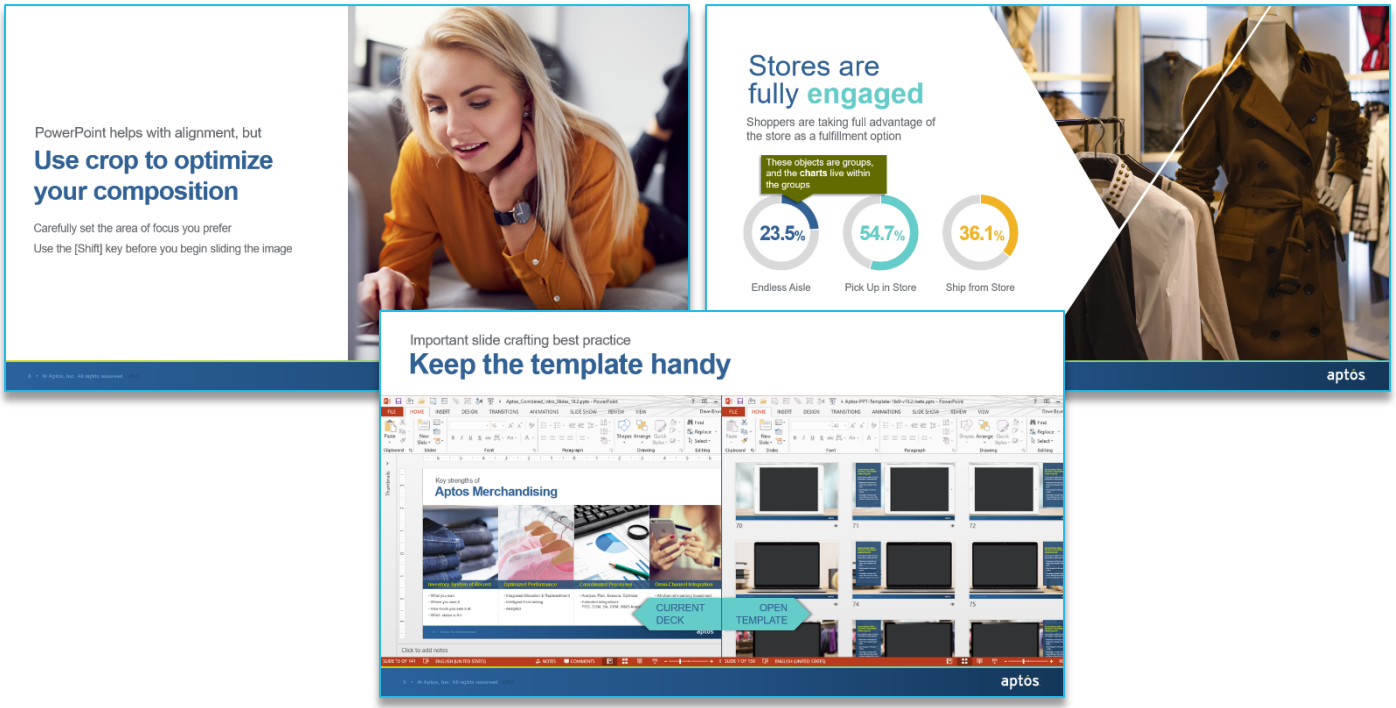
3 Our training priorities

- Brand storytelling
- Modern presenting skills
- Slide crafting skills

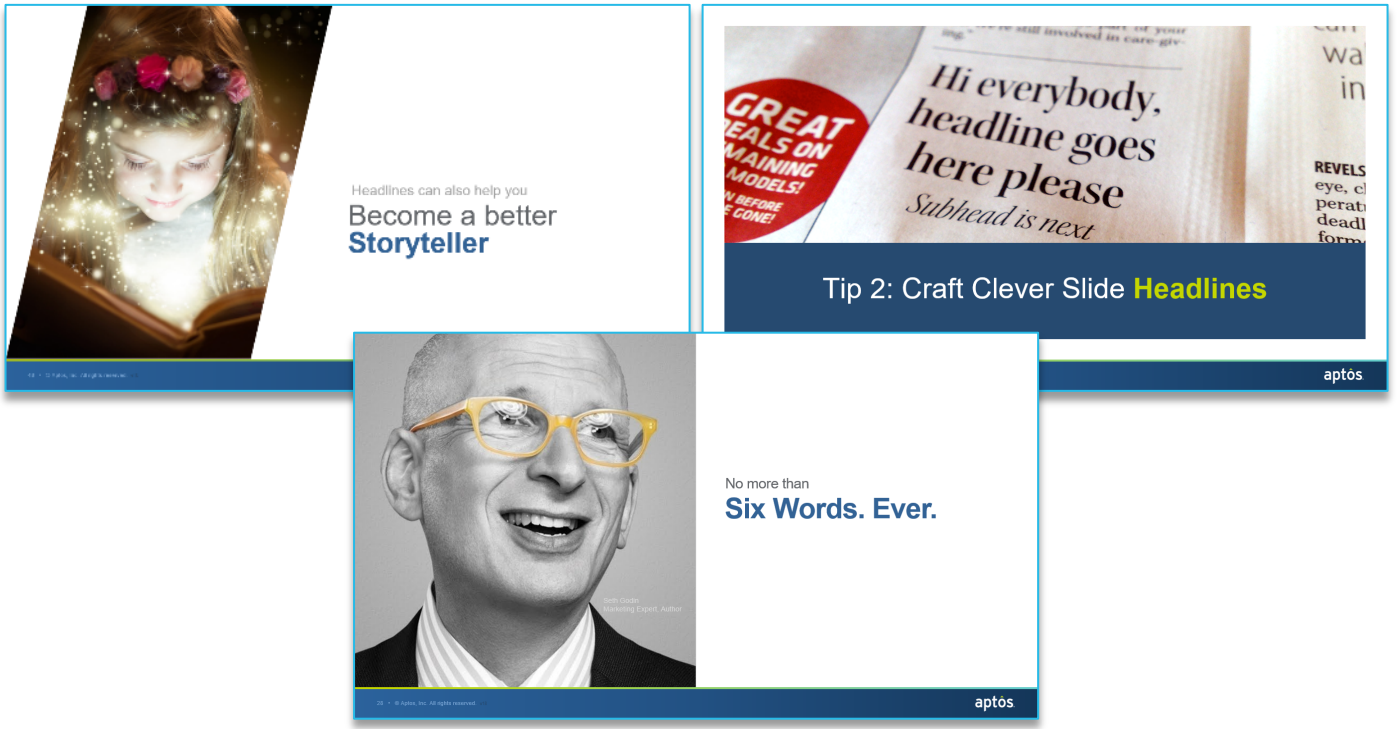
Modern presentation skills training (2 hours)



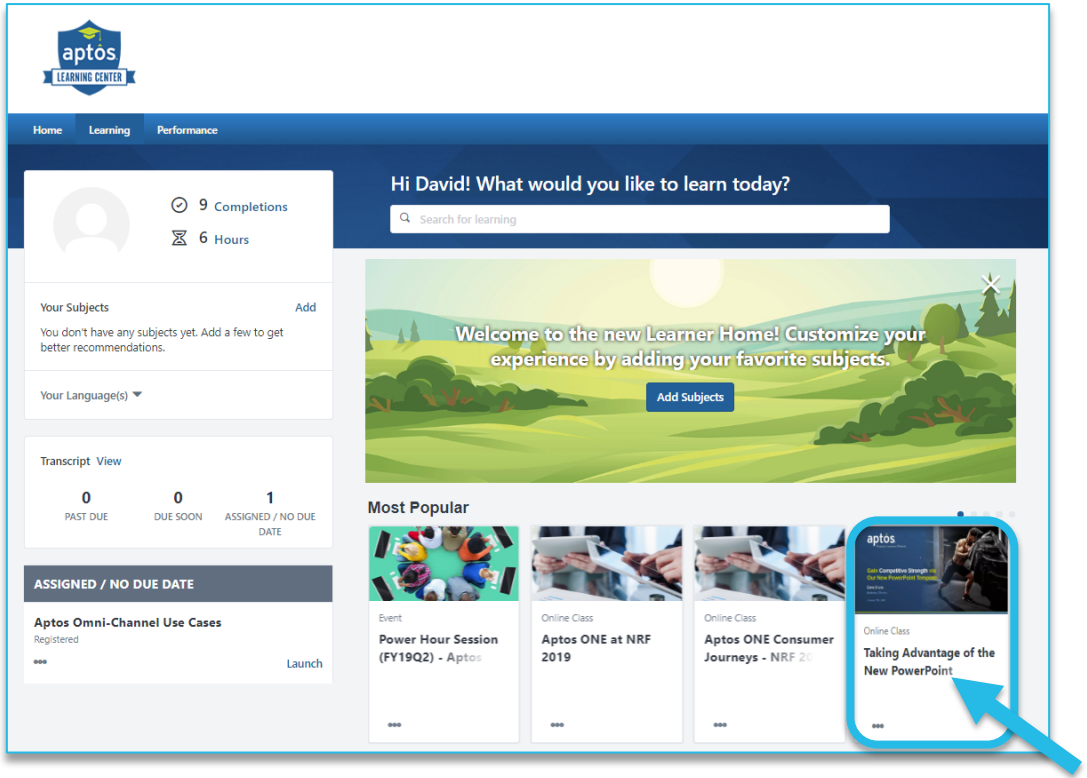
Slide crafting 101 and 201 (4 hours)



Brand storytelling workshop (2 hours)



All 8 hours managed via LMS



4 Observe, evaluate...

and

MEASURE

By marketing deeper within the deal,
we now act with greater collaboration,
we tell better brand stories…
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#B2BMX

And we Win. More. Deals.

Thank You

Dave Bruno
@davethewavesd