



CLOSED LOOP REPORTING PROJECT LINKS MARKETING TO ROI

CHALLENGE

Company purchased Eloqua as a marketing automation platform, but had not implemented the tool corporate-wide. It was initially used by one division in a skunk works fashion. Eloqua had also not been properly integrated with Salesforce.com to have a two-way synchronization of data. Upon initial implementation only a one-way connection existed from Eloqua to Salesforce.com. All divisions wanted to use the marketing automation platform to communicate with customers, but division marketing leaders and managers didn't have an understanding of how the tool worked or the benefits associated with it. NCR was growing with the acquisition of new companies and those marketing teams also wanted to utilize the platform. Marketing had been instructed to implement Eloqua without asking sales to change their behavior in how they responded to leads. Salespeople were getting leads, but were not trained on how to properly disposition the leads they were receiving. The notifications that they were getting on leads were confusing as many of the leads they received were from existing customers that were qualified via lead scoring and nurturing and this confused them. There was no way to determine ROI on marketing activities using the platform.

ACTIONS

- Led technical integration between Salesforce.com and Eloqua in conjunction with IT and Sales Operations.
- Developed new lexicon and for leads from existing customers called Marketing Qualified Contact (MQC).
- Assumed ownership of the lead record in Salesforce.com so that all divisions would have to work through my marketing automation team to make changes that worked for all divisions.
- Led a weekly meeting with Sales Operations and NCR Divisions to prioritize marketing requests for updates to Salesforce.com to ensure proper utilization of development resources.
- Implemented contacts as a required field on opportunities in Salesforce.com after negotiation.
- Developed an interactive game at Sales Kickoff event to use "entertrainment" to introduce behavioral changes to the sales team in a fun and engaging way.
- Created two online courses targeted to sales to reinforce behavioral changes needed to disposition leads.
- Acted as subject matter expert to create an infographic explaining the journey of a lead through various NCR systems to ultimately become closed/won revenue.
- Created a curriculum five online training courses for marketing teams to explain the benefits of marketing automation, how to request a campaign, how to pull lists and reports as well as the journey a lead.
- Developed dashboards in Salesforce.com to ensure that all data was flowing properly and provide visibility into campaign effectiveness and ROI.
- Assisted divisions in developing service level agreements (SLAs) with their sales teams for dispositioning leads.

RESULTS

- The company was ultimately able to track ROI of programs.
- Drove \$139M in closed revenue and generated \$710M in pipeline value over two year period.
- 200+ salespeople participated in the training at sales kickoff and surveys demonstrated 75% increase in their knowledge of the lead disposition process.
- 400+ salespeople completed the two sales training modules and many divisions decided to make it mandatory.
- 65+% of marketing employees completed the marketing modules.