NCR.COM REDESIGN DRIVES 60+% MORE LEADS AND $3 - 5M PIPELINE

CHALLENGE

New marketing leadership was charged with updating website to make it more of a revenue driver. My role was to lead the cross-divisional and cross-functional team charged with updating and redesigning the website as well as the external vendor. The previous site was not properly integrated with the marketing automation platform and ultimately the CRM system. Sales teams would receive leads via Microsoft Outlook emails and NOT via Salesforce.com notifications. This meant that the website was not getting credit for generating the leads inside salesforce.com and neither was marketing. When sales would receive the leads they would often create them as opportunities and skip the lead stage all together preventing marketing from having a clear understanding of the marketing funnel and lead conversions. The user experience on the site was poor as there were over 2,500 pages on the site with many receiving little to no traffic. Information was poorly organized. The site was not responsive and therefore the mobile and tablet experience was also poor. The data capture forms on the site took up much of the space on each web page and limited the amount of content that could be displayed. There was no consistent product catalog on the site where product information could be displayed. The content management system (CMS) used for the back end of the site had been custom built by the current digital agency of record and it was not scalable to meet the demands of a global company. There was a large bank of unused hours available from the agency of record that were initially targeted for development work that could be repurposed for strategic work.

ACTIONS

- Implemented a “web council” consisting of one point person from each division who could represent the VP of Marketing from the division.
- Booked meetings with all members of web council, their respective VPs of marketing and digital agency to gather input on the needs of their business and target audience following agency process.
- Oversaw development of a responsive site built on WordPress content management system with a product catalog built using consistent information across divisions.
- Implemented a new design that streamlined the use of forms on the site in conjunction with call to action buttons, instead of embedding forms on pages, while also embedding social sharing buttons.
- Executed “contact sales” button on product portions of the site that would instantly pass leads to salesforce.com using a unique campaign ID so that a sales person could be notified of the lead and work to qualify and convert it.
- Set up Eloqua so that form submissions for each page could be measured distinctly to determine which pages were driving the most leads for the business.
- Developed dashboards in salesforce.com to track leads from each campaign and form through the marketing funnel all the way to closed/won and revenue.
- Set up Google Analytics profiles for each division to assess traffic metrics in addition to lead metrics.

RESULTS

- Increased leads 60+% year-over-year while also adding $3 - 5M in pipeline value.
- Established visibility into marketing pipeline (lead status) for leads from website for the first time ever.
- Increased visits and visitors 55+% year-over-year and page views by 12% year-over-year.
- Reduced number of web pages from 2,500 pages to approximately 1,000 high value pages.