

Industry Best Practices

- Data quality and freshness are vital for a healthy pipeline
- Coordination between inbound and outbound channels
- Automation of event campaigns delivers performance uplift
- Account Based Marketing allows B2B marketers to target their best customers
- Uncover your customer's pain points through journey mapping
- Lead funnel optimization is key to success

Verticurl Insights

Email is still the most common and effective channel

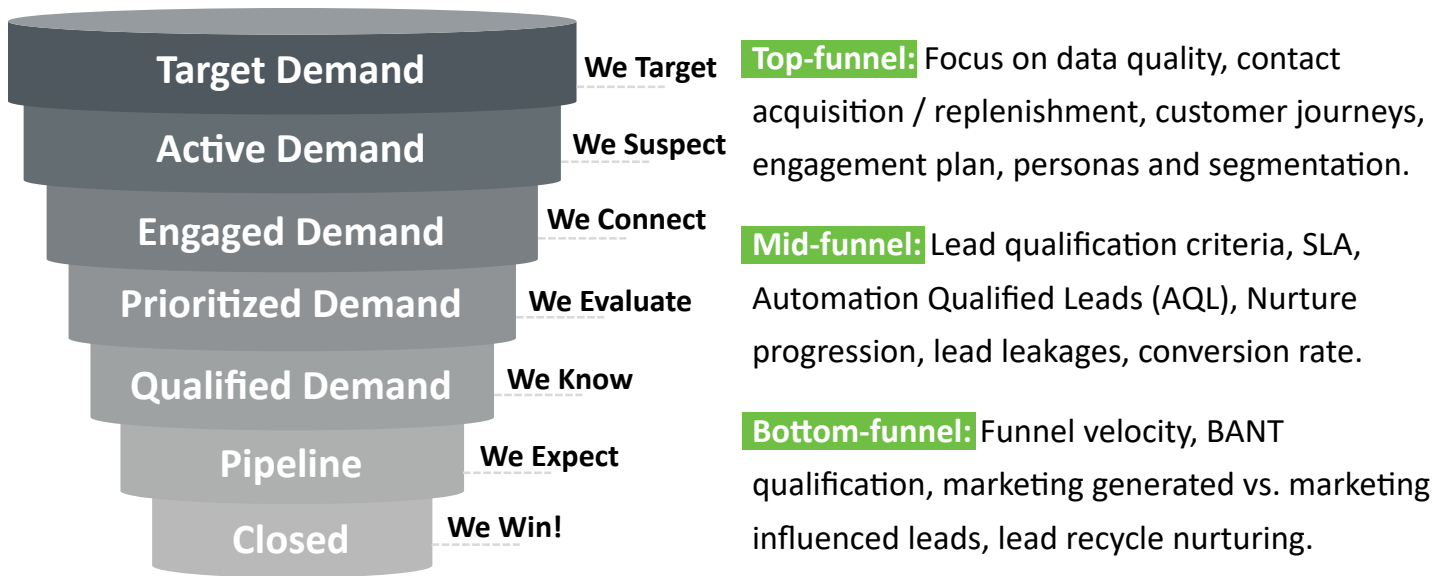
Webinars are effective for mid/bottom funnel conversions

Opportunity to fully utilize MarTech tools for better ROI

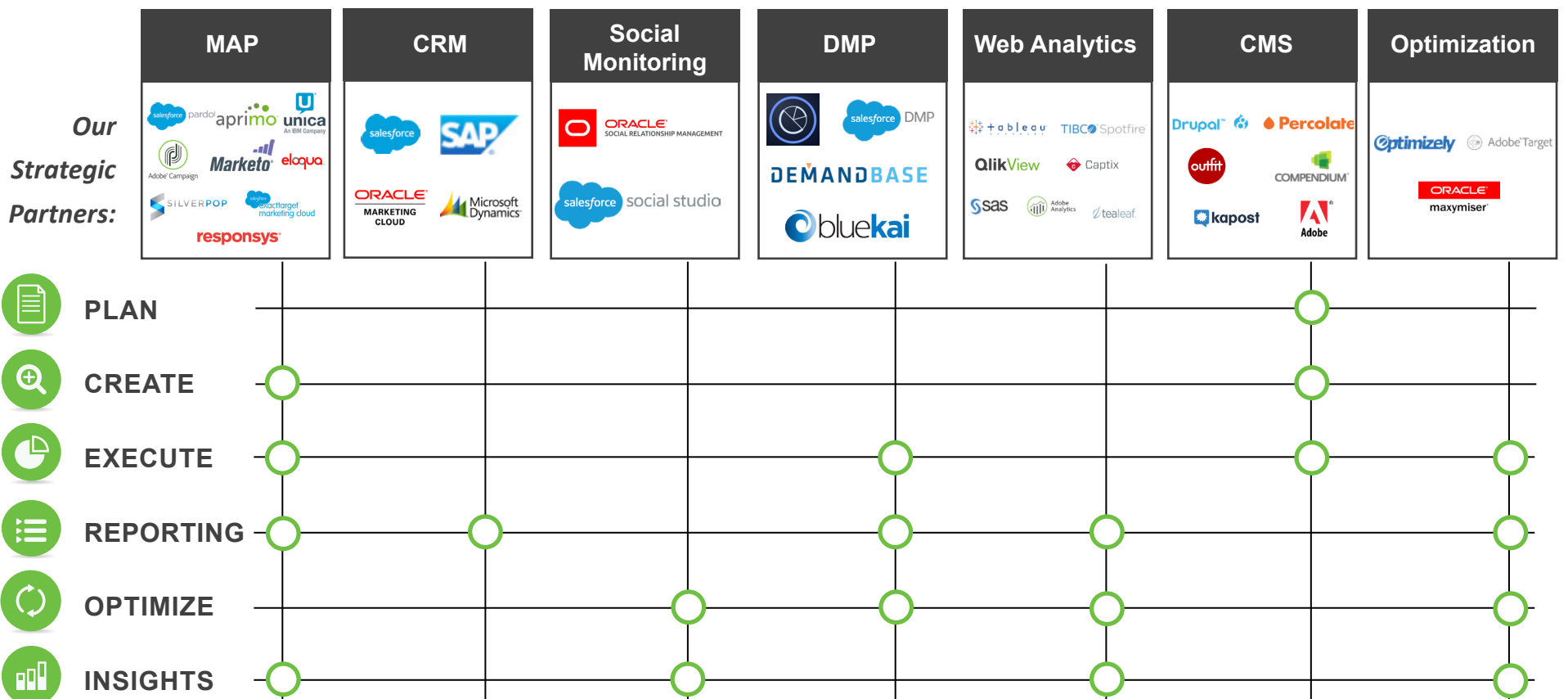
Sales-marketing alignment is a continuous journey

Content marketing essential for long sales cycle products

Lead Funnel Management



MarTech Solutions



Key Marketing Channels

EMAIL

Email is still the most effective and popular channel for tech marketing. Personalization is key.

SOCIAL

Social media is a supplementary channel for content marketing and is effective for bottom-funnel leads.

EVENTS

Events and webinars deliver high quality leads. Opportunity to further engage registrants/attendees.

SEARCH

Paid and organic search strategy needs to be aligned with the overall campaign calendar for best results.

MOBILE

Mobile is a powerful alternative to emails in certain markets. SMS and WhatsApp are popular apps.

DISPLAY

Display Ads, powered by DMP, allow marketers to reach unknown audience. Also effective for event campaigns.

Verticurl Offers:

- MarTech Stack Design
- Marketing Maturity Assessment
- Best Practices Adoption
- CRM & Loyalty
- Campaign Services
- Data & Analytics
- Always-On Marketing
- Testing & Optimization
- Account-based Marketing
- Inbound Marketing
- Customer Engagement Programs
- Sales & Marketing Technology Enablement
- Campaign Orchestration
- Audience Acquisition
- Marketing Change Management
- Demand Center / Center of Excellence

Customer Journeys

LEAD GENERATION

Discovery



- Search
- Industry Report
- Social Media



Consideration

- Events
- Case Studies
- Website
- Online Reviews

Onboard

- Demo / Free Trials
- Sales Rep

Engage



- Support
- Email

Online Tutorials

- Use Cases
- Website
- White Paper

Retain

- News letter
- Social Media



EVENT AUTOMATION



Save the Date



1st Invite



2nd Invite



Last Chance to Register



Confirmation/ Event Full eDM*



SMS Reminder



Post-event eDM

Auto-triggered Thank you eDM

*Confirmed registrants receive the Confirmation eDM while the rejected registrants receive the Event Full eDM

Key Metrics

PPC/TARGETING/REMARKETING

- Conversion rate
- Cost per conversion
- Impressions

CONTENT MARKETING

- Content by persona & buyer journey
- Inbound leads via syndication
- Relevance and recency

EVENTS/WEBINAR

- Event RSVP
- Attendees
- Follow-ups
- Entry into nurture tracks

EMAIL PERFORMANCE

- Open rate
- Click-through rate
- Click to Open rate
- Inquiries

SOCIAL MEDIA

- Social sentiments
- No. of followers/fans
- Level of engagement
- Leads sourced

LEAD PERFORMANCE

- No. of contacts in each stage of the funnel
- Lead conversion and leakages
- Funnel velocity
- Channel attribution

