



DRIVING ENGAGEMENT, EXPERIENCE, & RECRUITMENT

HOW LMO CREATED A CONSUMER-CENTRIC, MODERN MARKETING ORGANIZATION

*Chris Beauchemin, Inbound Marketing Strategist
@meChrisB*

*Kris Murphy, Director of Content & Direct Marketing
@KrisMurphyLMO*



#LMOMarTech

Who is LMO?



#LMOMarTech

Some of Our Family



THE CLIENT: AN INTRODUCTION

Goals & Challenges

Goal:

Attract, recruit, and retain highly-skilled, qualified members

Multiple Programs:

- National Advertising
- Local / Regional Advertising
- Digital (Website, Social, etc.)
- Event Marketing
- Lead Management
- CRM Support

Unique Challenges:

- 1 national brand
- Multiple local / regional brands
- 450+ recruitment team



#LMOMarTech

Background

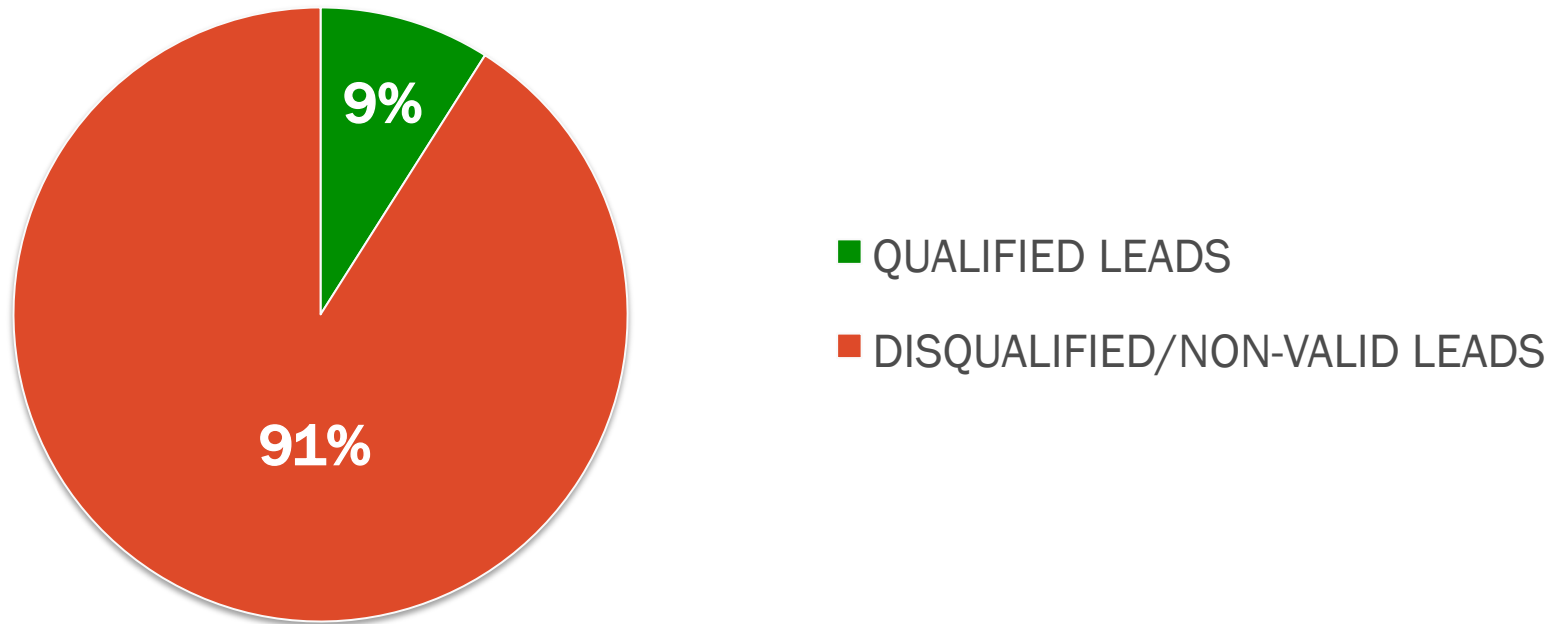
2009 – 2013:

- Over 600,000 leads captured through various channels, campaigns, and programs.
 - Primary Success Metric: Total # of Leads Captured (*quantity versus quality*).
- Outbound Call Center attempts to contact each lead within 24 hours for pre-screening and recruitment team assignment.
 - Up to 4 call attempts made within 2-week timeframe before a lead's record is closed.



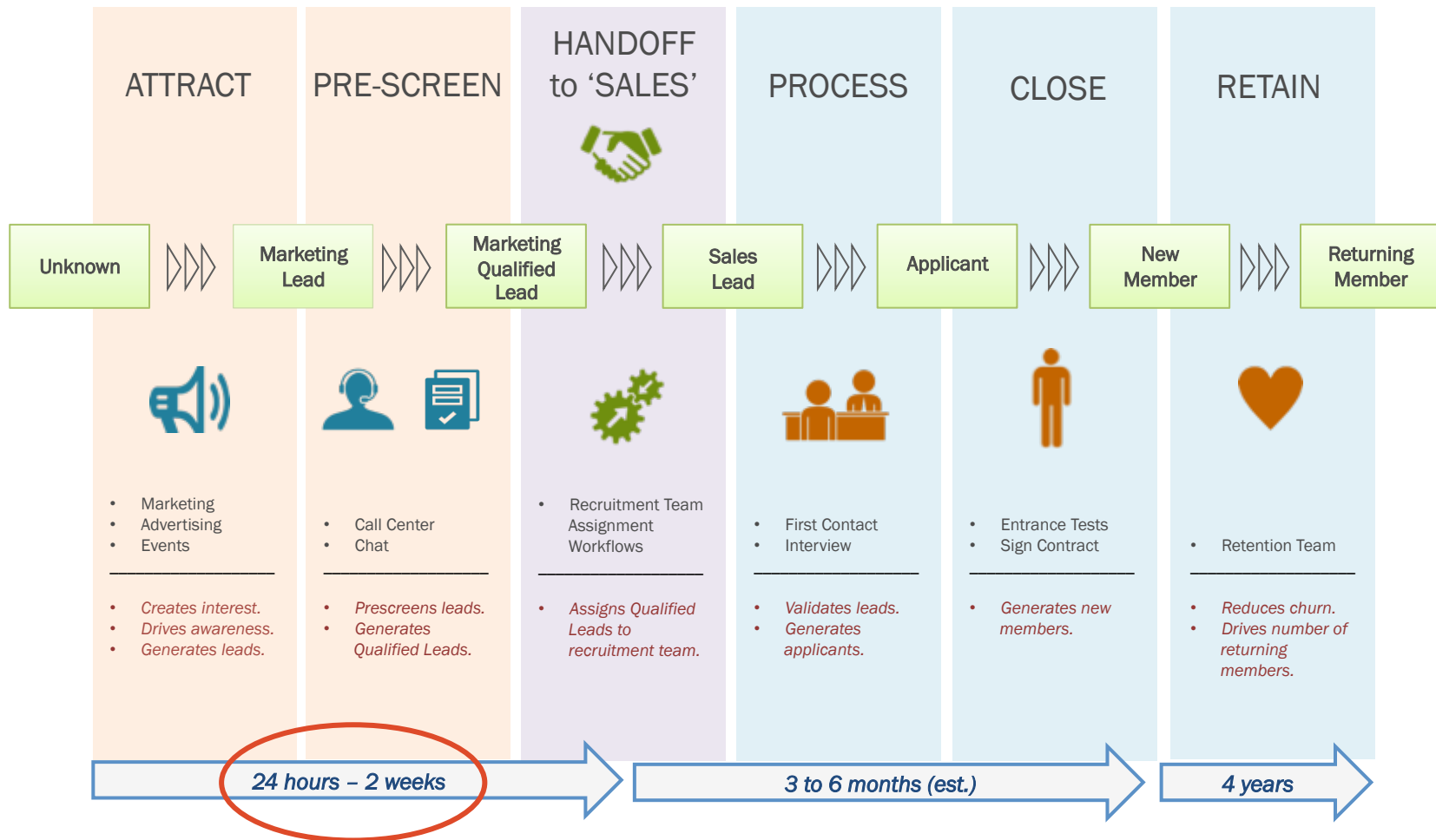
Historical Performance

The Results:



Non-Valid* and *Disqualified* Leads were being **permanently closed with no future attempts made to reengage.

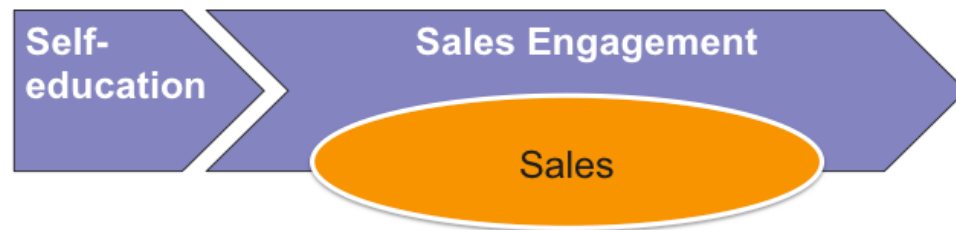
Buying Stages **Before** Marketing Automation



What was the data telling us?

The client's Lead Management process was **not aligned with the buyer's journey** of today's potential members.

OLD:



NEW:

70% of the decision-making process is complete by the time a consumer is ready to speak to sales!

- SiriusDecisions



Buyer's Journey is the process that follows a consumer's progression towards a decision to purchase.

The New Buyer

- Independent & tech savvy
- Always **connected**
- Prefer to self-educate themselves
- Expect brands to deliver **personalized & relevant experiences**
- Have the **power to control** how & when they are marketed/sold to



#LMOMarTech

Buyer's Journey

(Think in terms of car shopping)

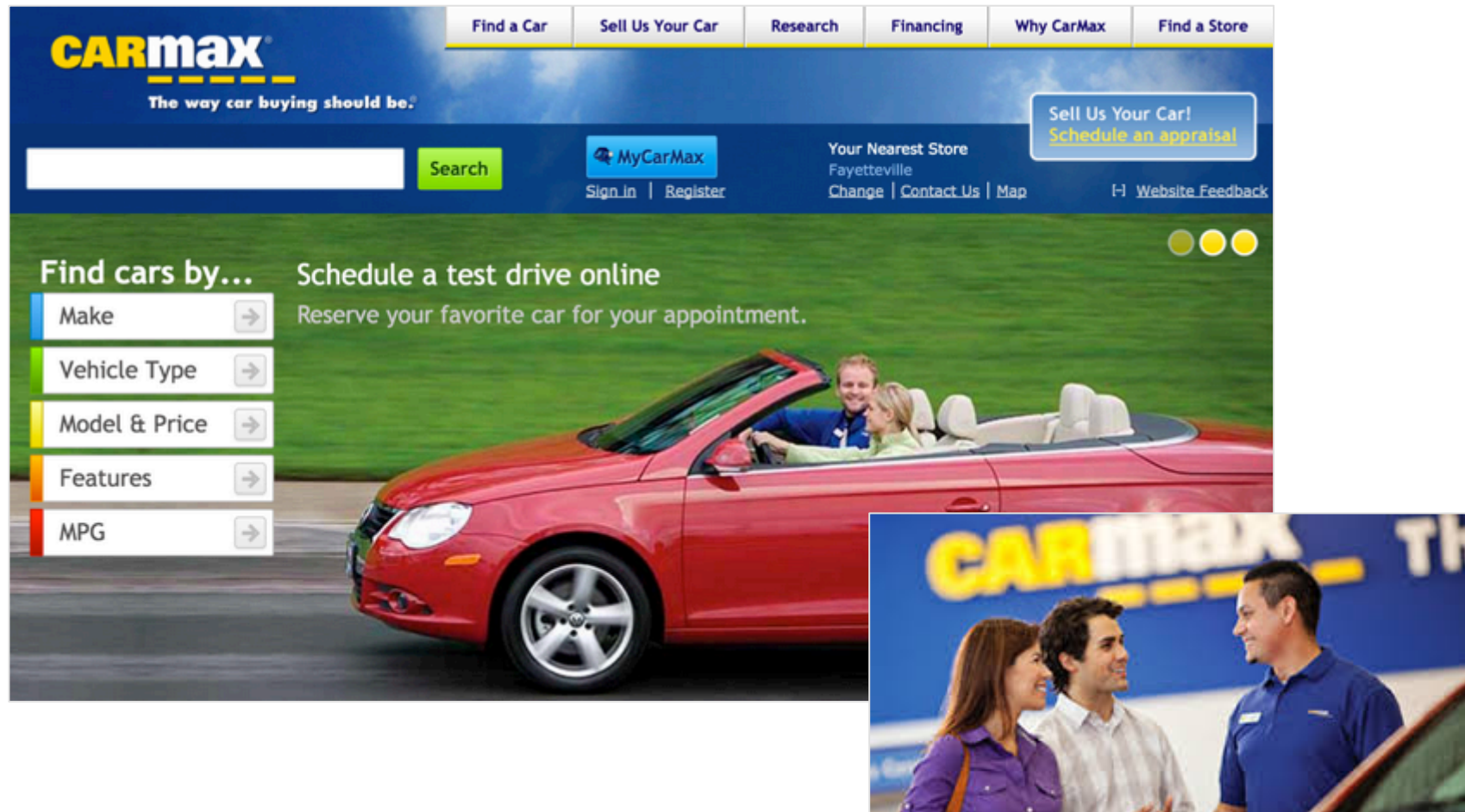


Then vs. **Now**

Who wants to buy from this guy?



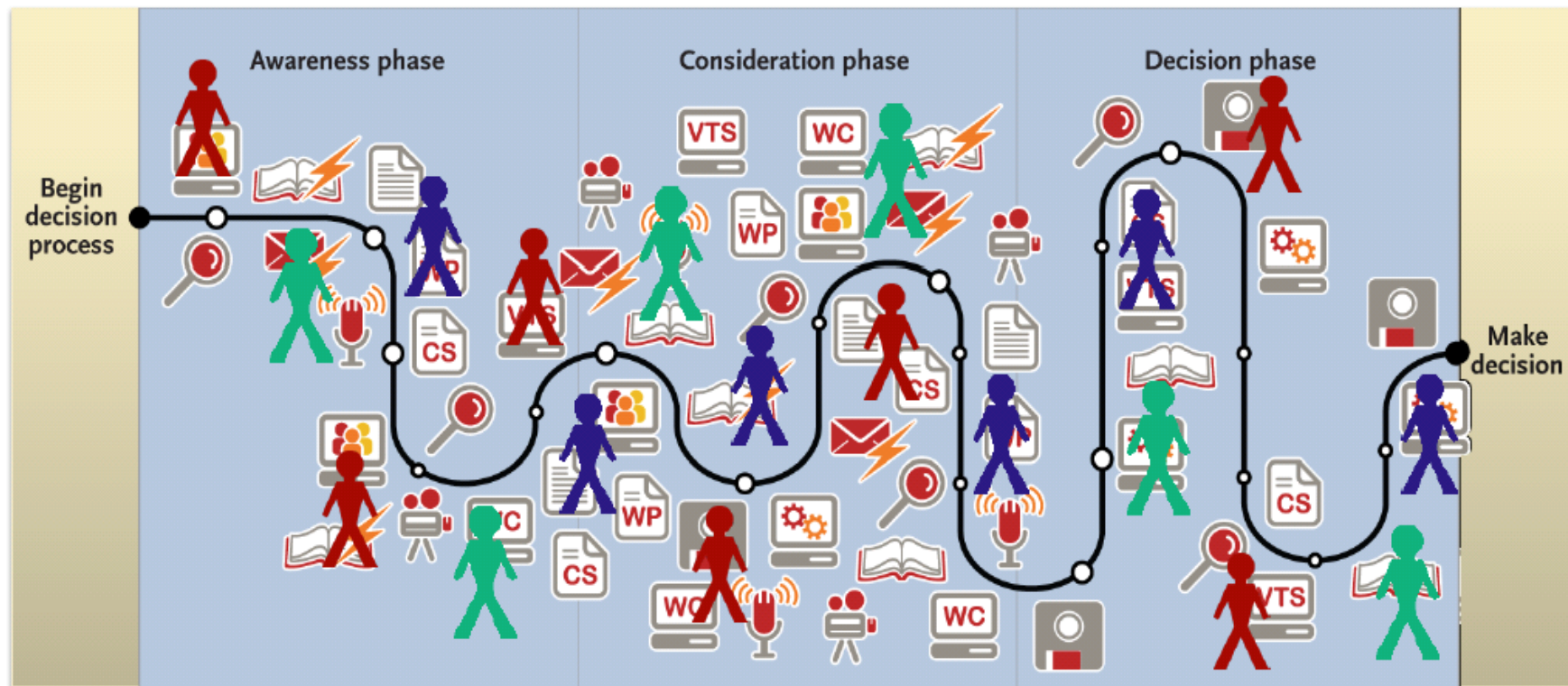
CARMAX: “The way car buying should be.”



The way **ALL** buying should be!

Consumers today are hyperactive.

Prospects and Customers are now consuming 30 to 60 pieces of content **before** they ever contact a brand or speak to a sales person.



“Audiences everywhere are tough. They don’t have time to be bored or brow beaten by orthodox, old-fashioned advertising.

We need to stop interrupting what people are interested in and **be what people are interested in.”**

Craig Davis
Chief Creative Officer,
J. Walter Thompson (World’s 4th Largest Ad Agency)

“It no longer makes economic sense to send an advertising message to the **many**, in hopes of persuading the **few**.”

M. Lawrence Light
Chief Marketing Officer
McDonalds

**Lead
Management
Reinvented!**



**CHANGE
AHEAD**

**Introducing
Marketing Automation...**

MARKETING AUTOMATION: AN INTRODUCTION

Marketing Automation 101

What is it?

The science and technology that allows marketers to streamline, automate and measure marketing tasks and workflows

What are the benefits?

- Increase operational efficiency, build consumer relationships and grow revenue
- Utilize a more integrated approach across all channels to generate, nurture and convert leads
- Track, measure and analyse all interactions to **ENGAGE** and **SELL SMARTER**.

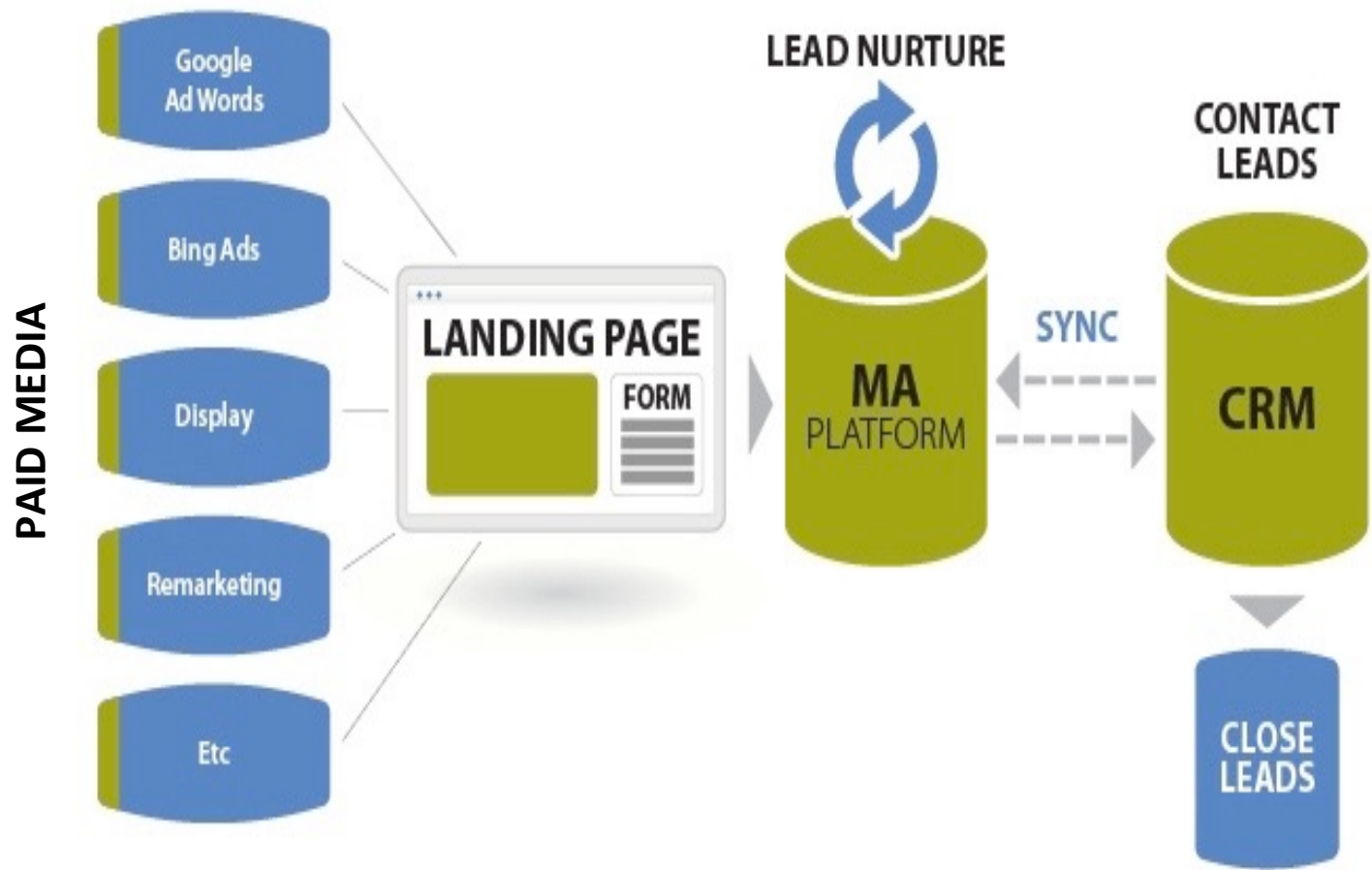
But really... why use it?

Every time a prospect or lead interacts with the a brand, **IT MEANS SOMETHING.**

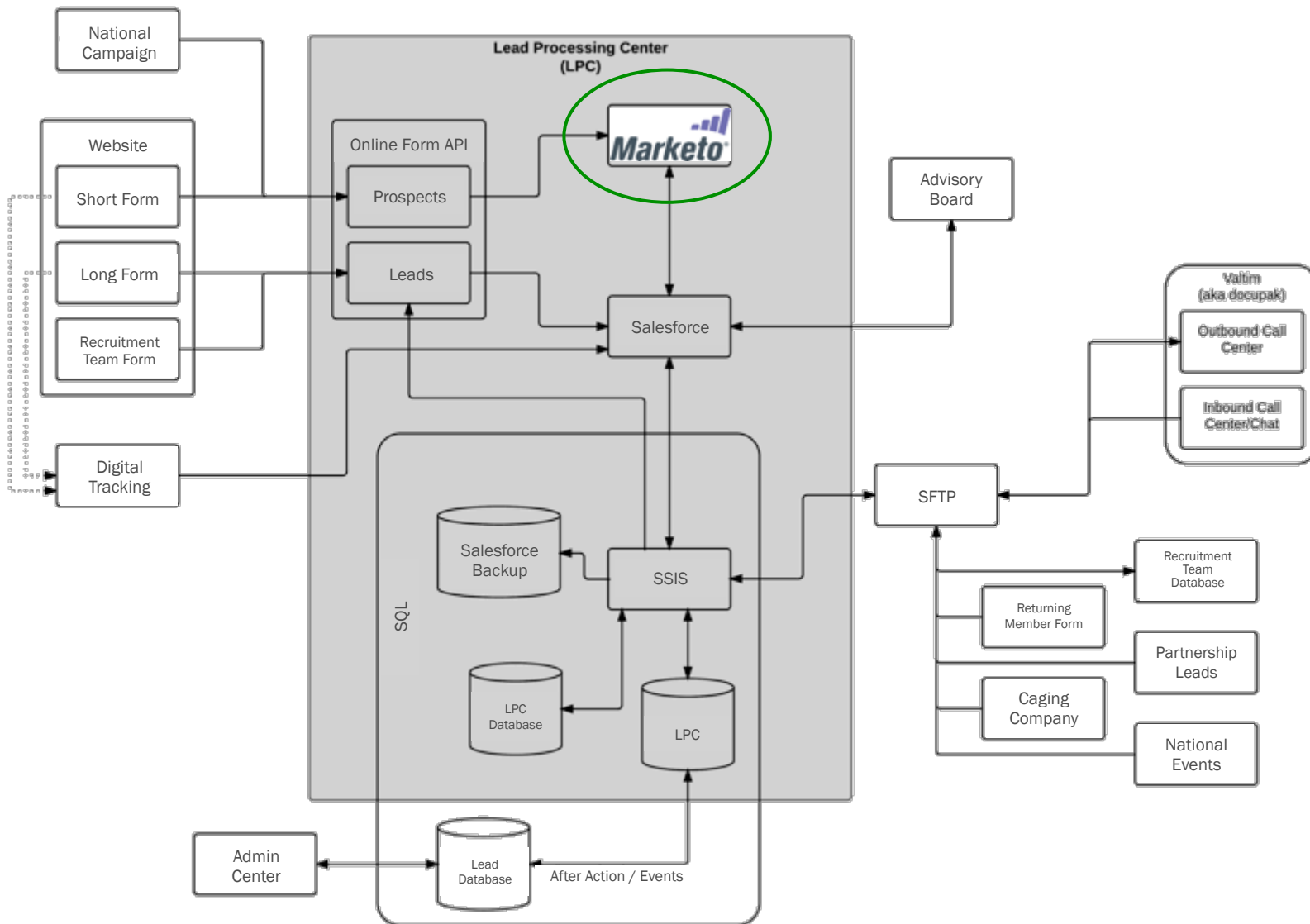




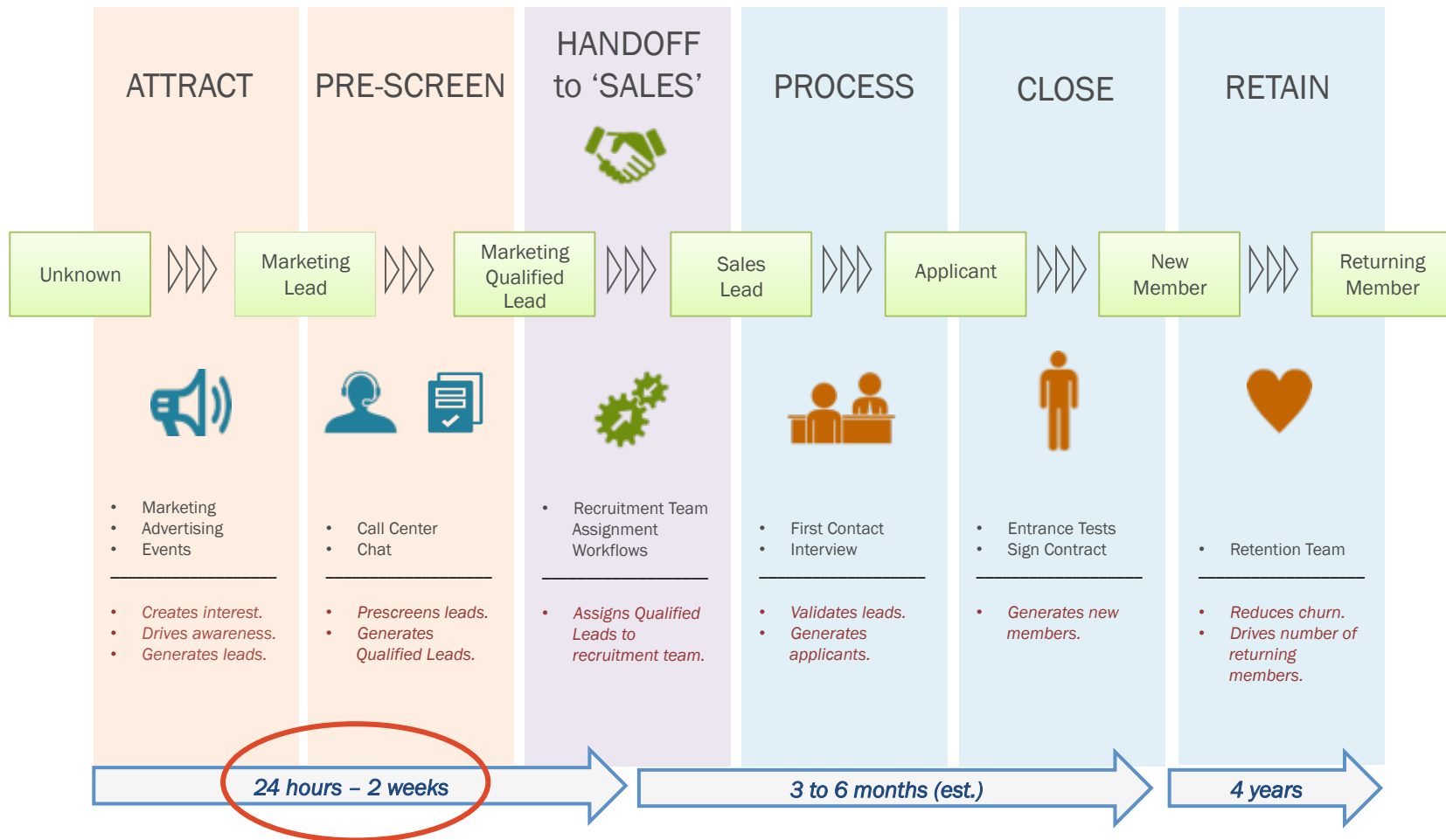
Business Architecture of Lead Management with Marketing Automation



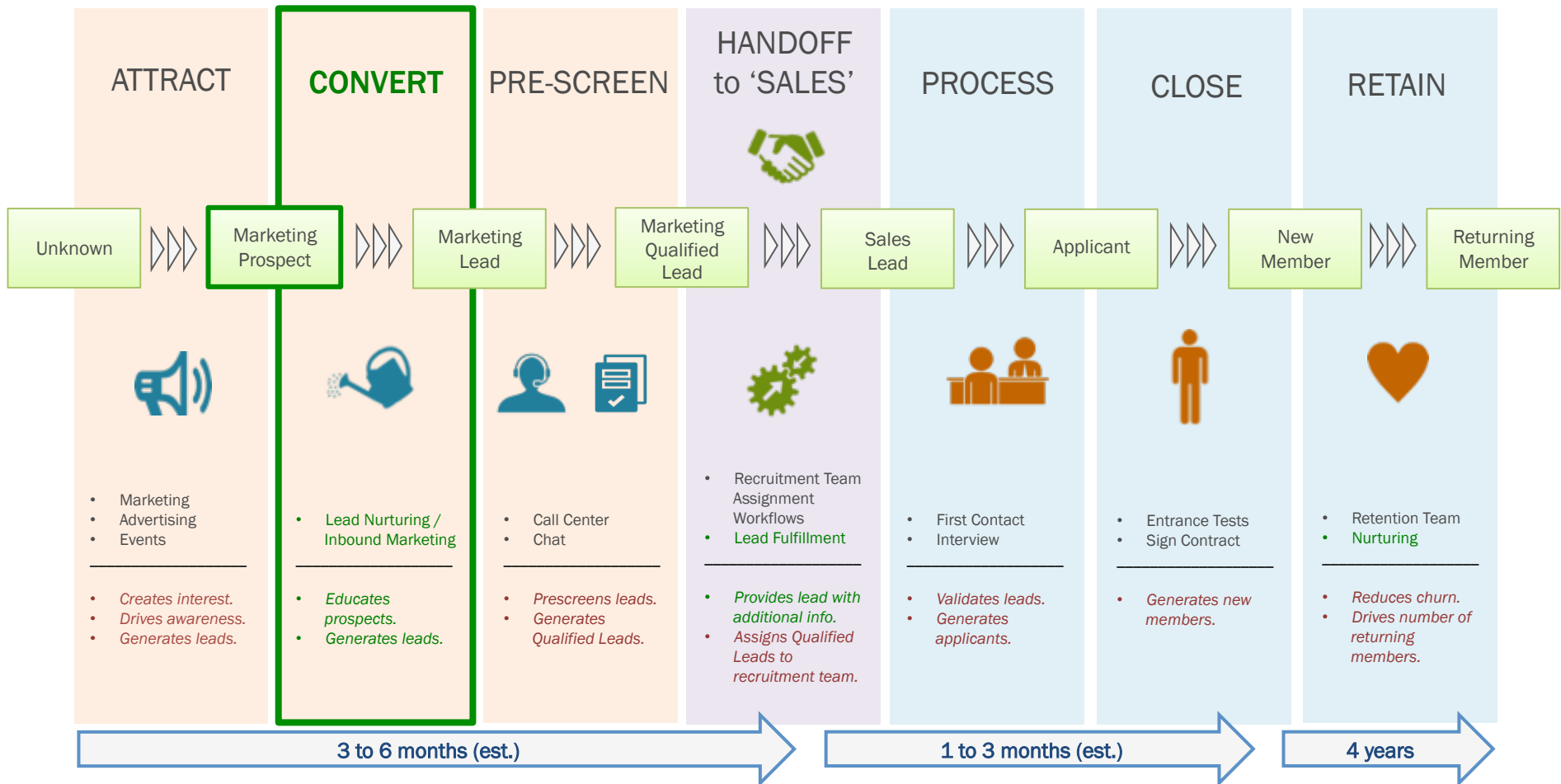
Technical Architecture of Lead Management with Marketing Automation



Buying Stages **Before** Marketing Automation



Buying Stages **After** Marketing Automation



Marketing Automation gives consumers control
& allows the client to **nurture leads**.

ACCESS TO INFORMATION + ACCESS TO CHOICE = **BUYER CONTROL**

LEAD NURTURING

Lead Nurturing 101

What is it?

- A process of using marketing automation technology to stay automatically engaged with consumers who are not yet ready to 'buy.'
- Key to success is **delivering content that's valuable** enough to keep your target audience engaged.

What are the benefits?

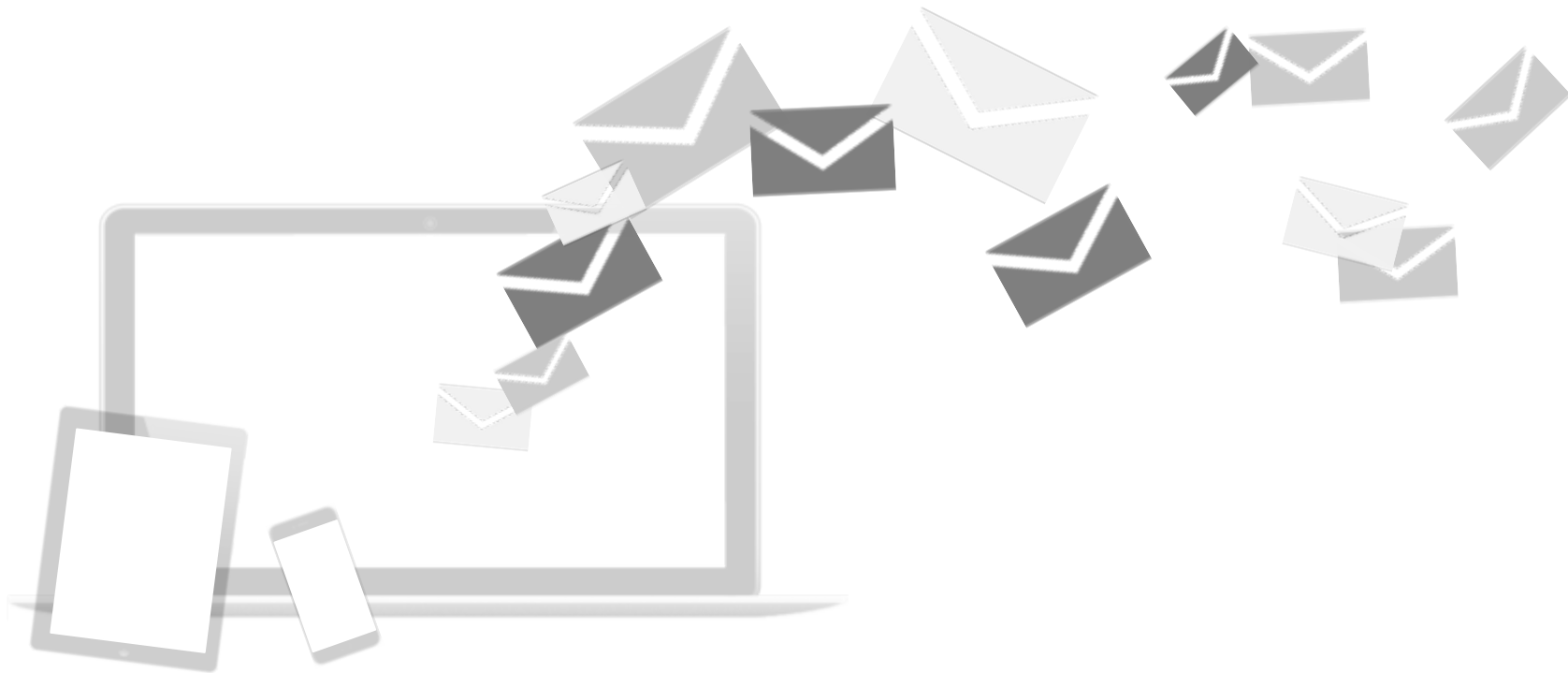
- Develop more 'sales ready' leads
- Provide relevant and engaging content that is **personalized to leads' needs, interests, demographics, behavior and location** in the buying cycle

But really... why use it?

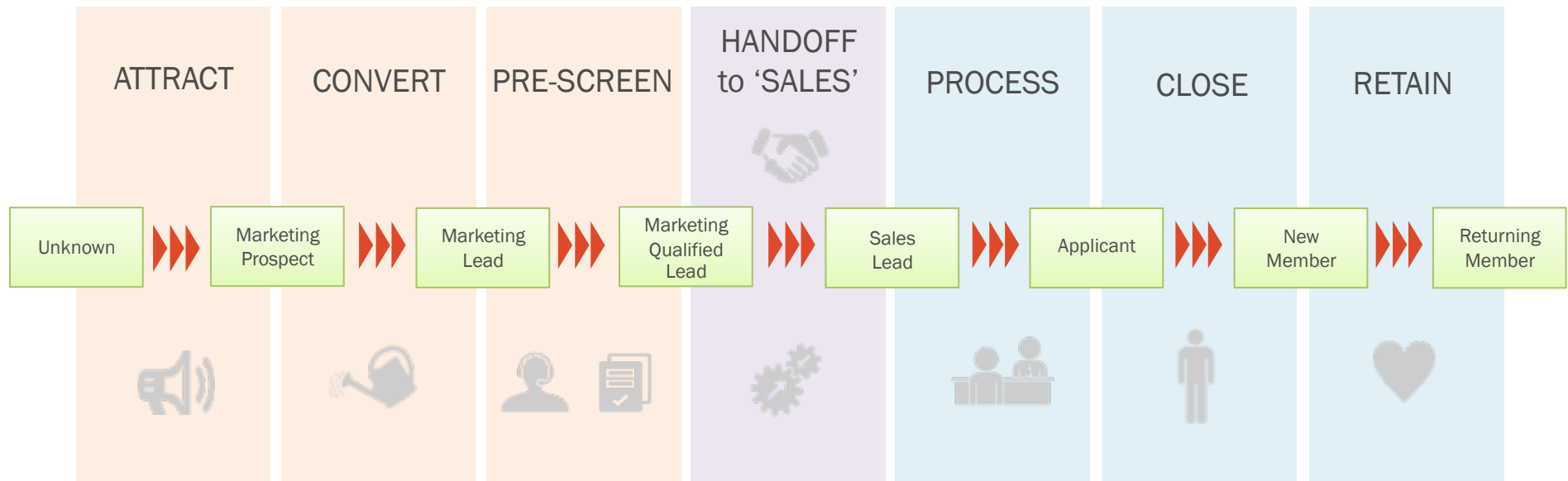
Allows your brand to **stay top of mind** with prospects **even before** they are ready to 'buy'



Informs prospects & leads in **real time**.



Moves prospects & leads along Buyer's Journey.



Educates prospects & leads about brand.

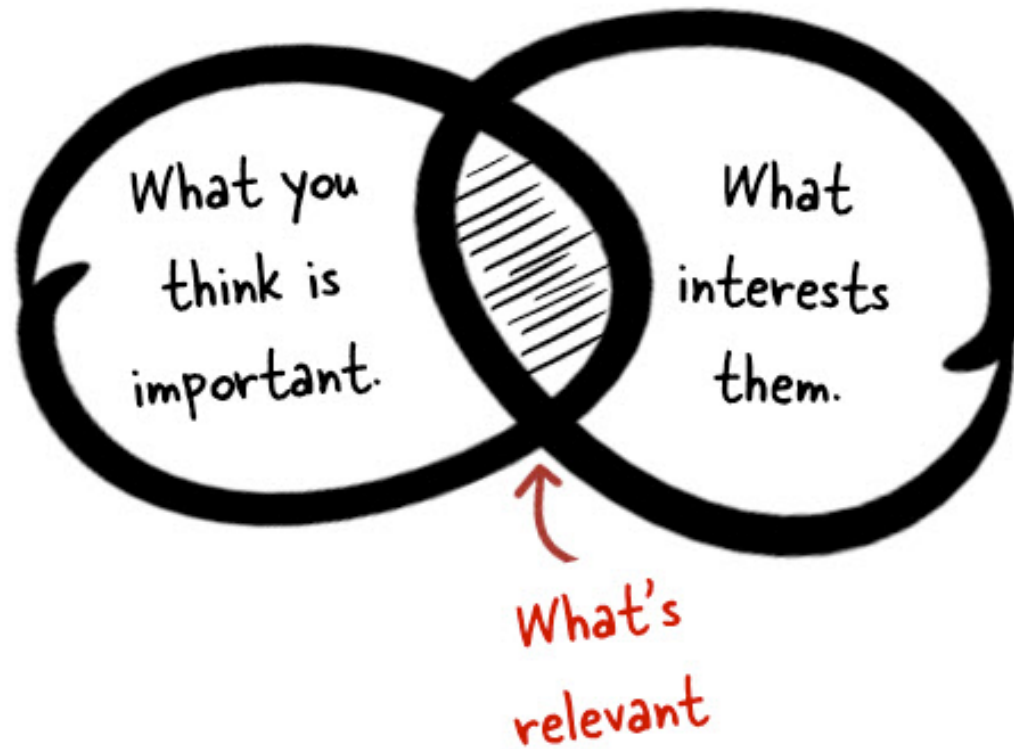


Builds **trust.**



**Utilize customer/member testimonials.*

Engages prospects & leads with relevant content **across all channels** (*retarget*).



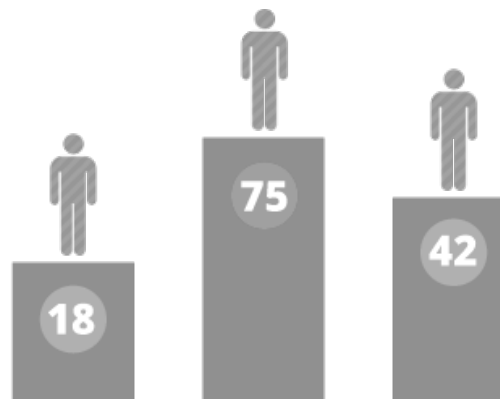
Provides **insights** and **understanding**.

Demographic Data – *Who are they?*

- Age
- Location
- Gender
- Interests
- Birthday
- Prior experience

Behavioral Data – *What actions have they taken?*

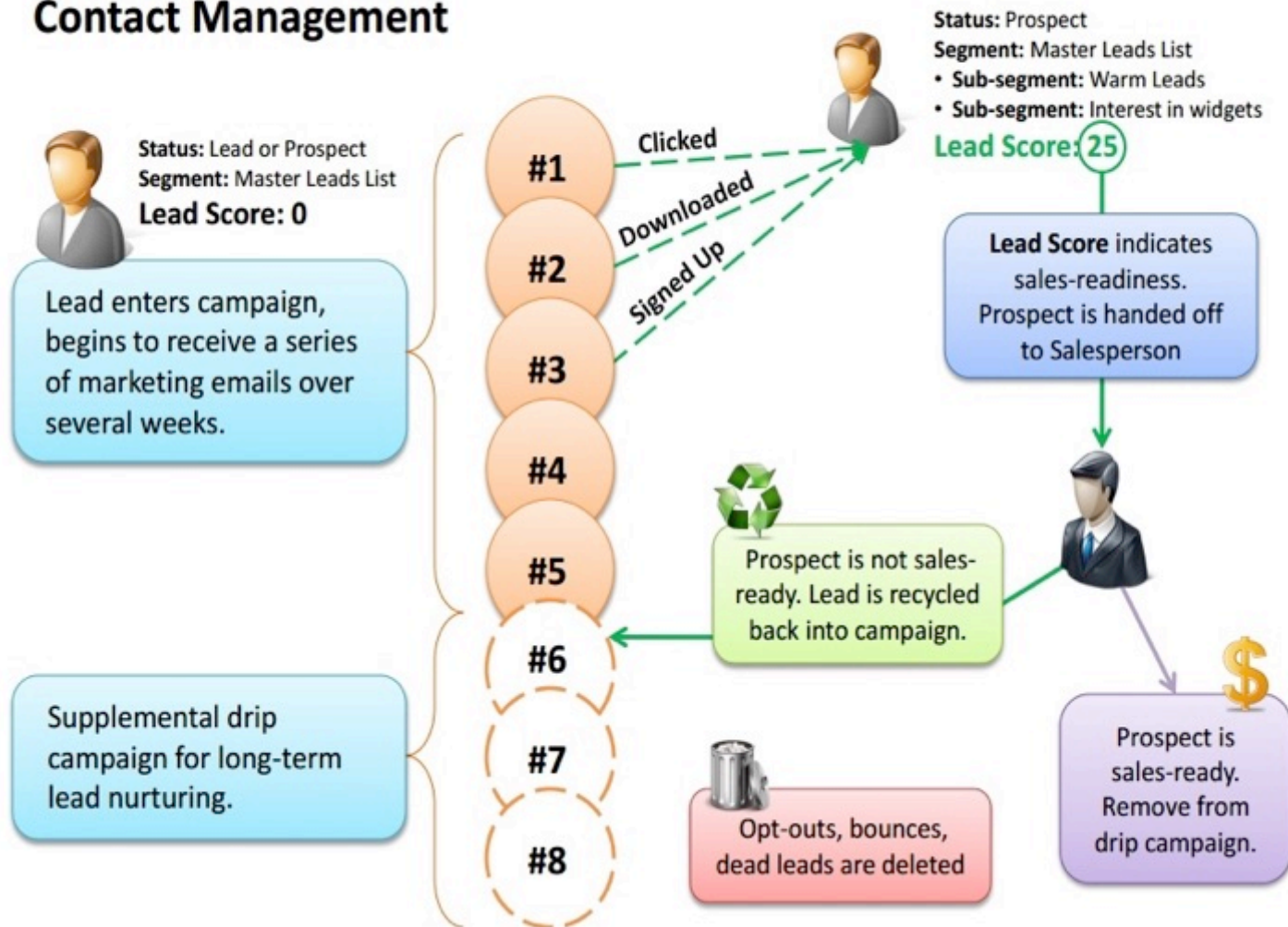
- Page views
- Email opens
- Clicks
- Downloaded content
- Attended an event



Demographics + Behavior = Lead Score

Lead Scoring Example

Drip Campaign: Contact Management



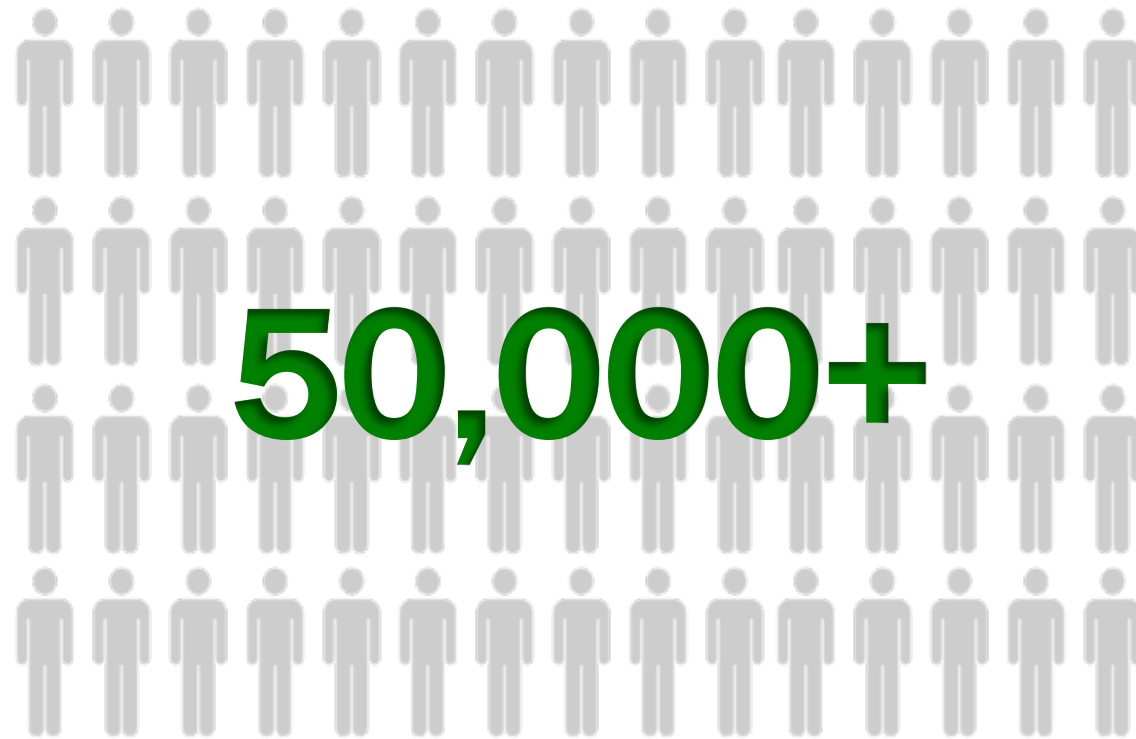
FY15 RESULTS



#LMOMarTech

FY15 Results: Database

We captured more than **50K new marketing prospects**, which would have been lost before Marketing Automation.



**Within this database, we can gain deeper insights by monitoring demographics such as age, geo, gender, interests, prior experience, etc.*

FY15 Results: Conversions

- 7% of Prospects have converted to Marketing Leads.
- Qualified Leads sent to the recruitment team is up 12% over FY14.
- Non-Valid Leads are down 42%.

FY15 Results: Website

- Repeat visitors **increased nearly 200%**
- Avg. page views **increased to 183%**
- Avg. time on site is **up by 233%**



FY15 Results: Analytics

- Deeper **insights** about leads are being provided to the recruitment team.
- The client now has **more data and, therefore, a better understanding** of what content is driving engagement and conversions.



FY15 Results: Cost Savings



Outbound Media spend is being reallocated to
inbound marketing and **content creation**.

So what's next?

Questions?





#LMOMarTech