Accellion

New Hire Training
Digital Markeing

Michael Jankowski
Director, Creative and Web Services

Agenda

Overview
What is a Lead
Where are leads coming from?
Programs
Scoring
Applications

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Overview

Michael Jankowski

Been at Accellion for 4.5 years

Held many roles throughout my time here

Inherited the Digital Marketing responsibilities late 2015

Looking to add to the team; hiring a Digital Marketing Manager

UN Stats 2013

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What is a Lead?

A lead, in a marketing context, is a potential sales contact: an individual or organization that expresses an interest in your goods or services.

UN Stats 2013

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Where are leads coming from?

Website

Partners

Content Syndication

Social Media

Email Marketing

Organic Search

Paid Search

Campaigns

Tradeshow/Events

List Purchase

And more…

Source: International Business Times

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Programs

Each asset program contains 4 key components:

-Landing Page

-Thank You Page

-Email

-Smart Campaign

Source: International Business Times

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Scoring

We currently have three types of scores: Lead, Behavioral, Demographic. Lead score = Behavioral + Demographic. There is no mechanism to have this score added automatically in Marketo or Salesforce so all three scores are tracked separately. This means that whenever a score flowstep is added in Marketo, two 'Change Score' flowsteps must be added, Behavioral and Lead, or Demographic and Lead.

Source: International Business Times

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Scoring

Key Behavioral Scoring Campaigns

Fills out Form

■ This is where scoring for all website asset campaigns happens. Score change totals for each form (standard and high-value) are located in to the tokens section, and the flow steps for adding the scoring reference the tokens. This change was made in order to be more efficient when changing scoring.

Fills out Trial Form

■ Because each trial uses its own separate form, scoring for each trial form is done in this campaign

Fills out High Value Form 2

■ This campaign is primarily used for scoring Contact Us campaigns, although we have been using it for Gartner PPC ads as well.

Requests Add'l Features – Enterprise Trial

■ Scoring is changed to add additional points for requesting additional features

■ In addition, alerts being sent directly to the RSR/RSM are managed in this campaign

Source: International Business Times

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Applications

Applications/Systems we use

Marketo

Salesforce

Channeltivity

Insideview

AOPS

Ifbyphone

Software Advice

List Purchase

Source: International Business Times

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