



# **Marrying-up Your Measurement Results to Make Better Marketing Investment Decisions**

Mary Ann Kleinfelter, President, Marketing Solutions  
Jaymes A. Meena, Director, Analytics, Epsilon Targeting  
Alan Belniak, Director of Social Media Marketing, PTC  
Hester Tinti-Kane, Director of Online Marketing and  
Research, Pearson Learning Solutions  
RD Whitney, CEO, Tarsus Online Media

# **Trends in the Market and Mrs. Fields – A Case Study Supporting the Use of the Near-Term Value Metric**

Jaymes Meena  
Director of Analytics  
Abacus, a division of Epsilon Targeting

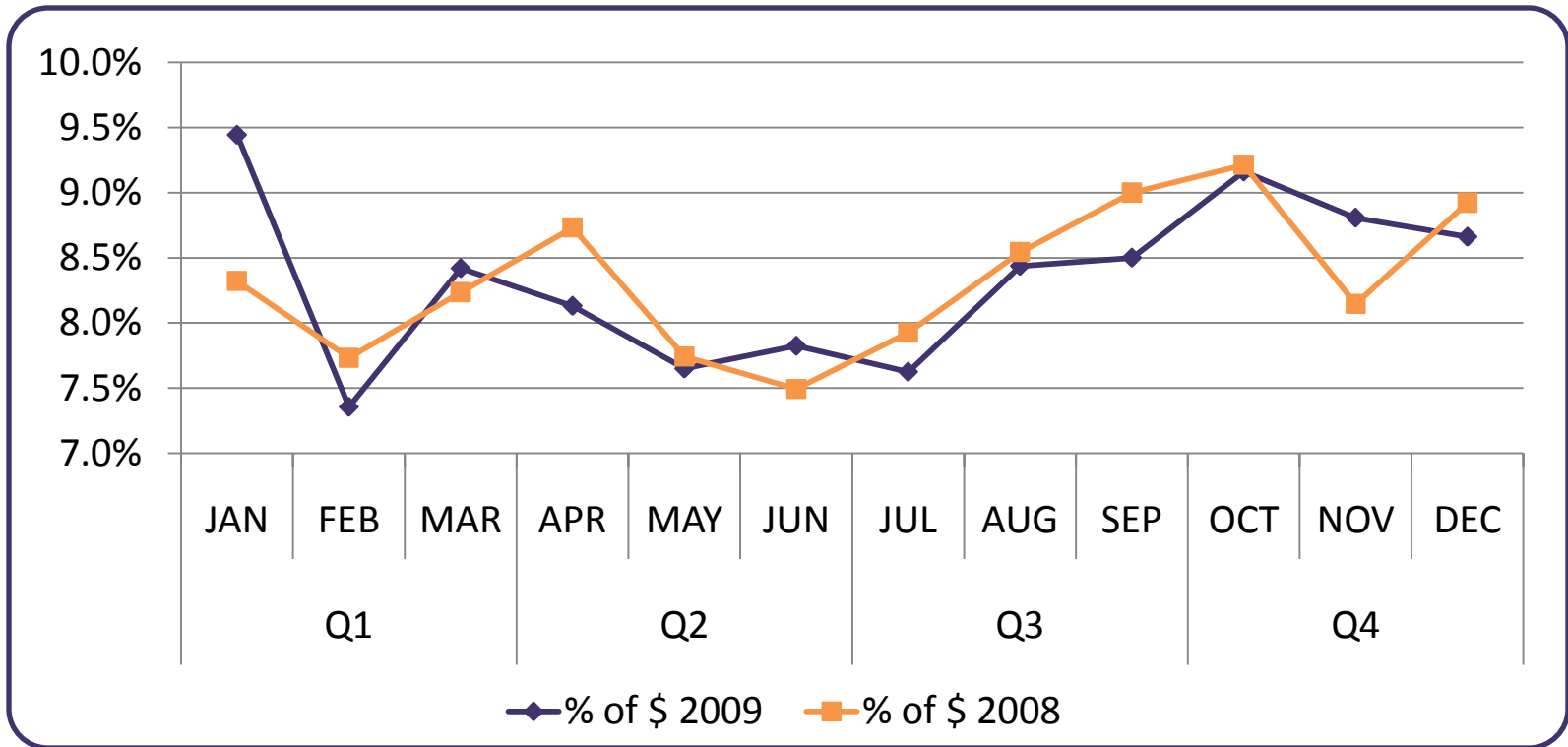
# Market Trends: 2007 - 2009

Variance by Metric	2009 to 2008	2008 to 2007
Dollars	-1%	11%
Contacts	6%	14%
Transactions	24%	30%
AOS	-20%	-15%
\$/Contact	-6%	-3%
Trans/Contact	18%	13%

- **B2B spend was down 1% 2009 from 2008**, after growing 11% 2008 from 2007.
- **Contacts cut back on spending** – with 6% less annual spend per contact.
  - In 2009, there were more buyers who were active, and bought more frequently but spent less per order.

Trends from the Abacus Business Cooperative for a consistent set of 148 B2B offers active over the 36-month period.

# 2 Years of Market Trends by Month

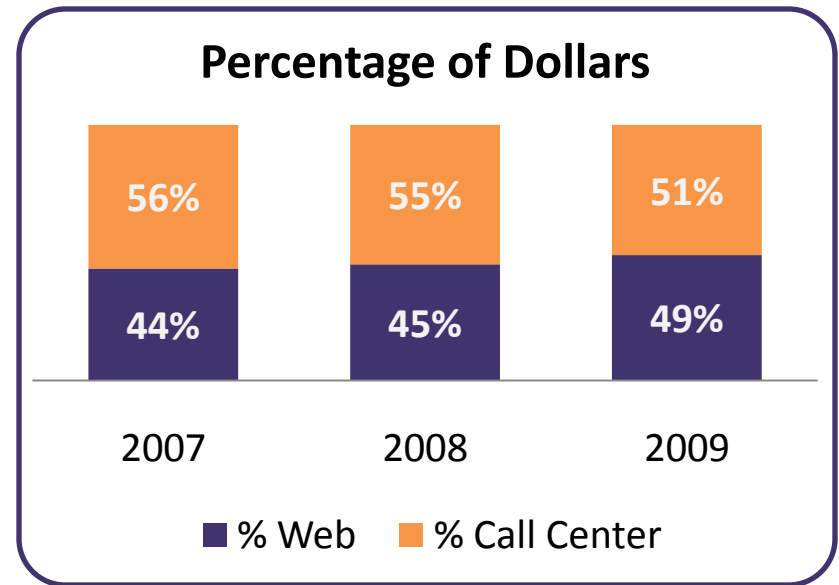
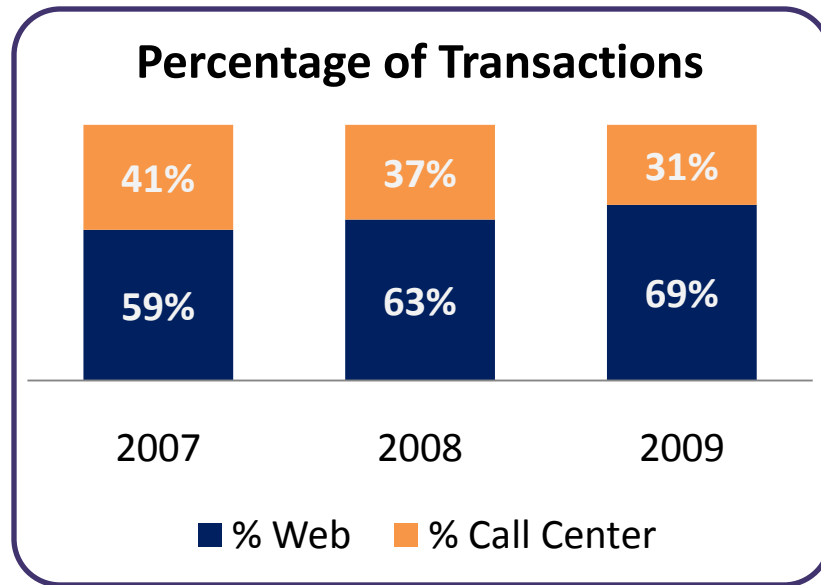


## B2B dollars shifted seasonally in 2009 versus 2008

- Sales in Q1 2009 were up 3% over Q1 2008
- 2009 Q2-Q3 sales lagged behind 2008 Q2-Q3
- Sales in Q4 2009 were up less than 1% over Q4 2008

Trends from the Abacus Business Cooperative for a consistent set of 148 B2B offers active over the 36-month period.

# Channel Trends: 2007 - 2009



- **The proportion of transactions made over the web has increased 16%** from 2007 to 2009 (59% to 69%).
- However, **the proportion of dollars on the web has increased 12%** from 2007 to 2009 (44% to 49%).
- Although the majority of transactions have come over the web for the past few years, **2010 may be the first time web dollars surpass those of call center.**

Data is by purchase channel not media driving the sale.

# Channel Trends: 2007 - 2009

Year	Channel of Purchase	AOS	\$ / Contact	Trans / Contact
2007	Call Center	\$196	\$330	1.7
	Web	\$106	\$190	1.8
2008	Call Center	\$210	\$364	1.7
	Web	\$103	\$191	1.9
2009	Call Center	\$207	\$355	1.7
	Web	\$91	\$175	1.9

- Web dollar-per-contact has declined 8% 2007-2009, due primarily to a 14% drop in average order size (AOS). Frequency of purchase for web buyers rose 7% over the three years studied.
- Conversely, Call Center buyers annually spent 8% more per contact than web buyers, due to more frequent purchases and higher average sales.
- Understanding the value of buyers over time by different segmentations can lead to more effective contact strategies yielding increased contribution.

Data is by purchase channel not media driving the sale.

# NTV Serves Up Sweet Results for Mrs. Fields' Corporate Gifts Division

## Situation Overview

- Mrs. Fields® is a premier chain of cookie and baked goods stores, with a thriving Corporate Gifts division.
- This B2B division, with over 8MM in annual catalog circulation, is a major revenue center for Mrs. Fields.
- B2B division asked to cut circulation in tough economic times.
- The Corporate Gifts division needed a data analytics solution to prove that existing circulation volumes were justified as a major source of revenue.



# Mrs. Fields' Need to Act

## Action

- Abacus teamed up with Mrs. Fields® to analyze their customers for greater clarity and insight.
- By forecasting each customer's value and subsequent contribution, Mrs. Fields® could better allocate their marketing spend on a customer-by-customer basis.
  - **Segments included:**
    - Prospecting Circulation Source
    - Initial Spend with Mrs. Fields
    - Purchase Channel
    - Prior Spend with Competitors
    - Prior Spend across the Abacus Cooperative
- An analysis of Near-Term Value could provide insight into how much Mrs. Fields could profitably spend to acquire a new customer.





# Marketing Profs Business-to-Business Forum 2010

Marrying-up Your Measurement Results to Make Better  
Marketing Investment Decisions

**May 4, 2010**

# Agenda

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## Introduction

## About PTC

## A PTC Case Study: Social Media Listening

- Determine High Level Objectives
- Start Listening (way before engaging)
- **Tracking the Results**
- Determining Next Steps
- Lessons Learned

## Summary and Q&A



## Introductions

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### Alan Belniak, Director of Social Media Marketing

- Alan on Twitter: [@abelniak](https://twitter.com/abelniak) ; <http://www.Twitter.com/abelniak>
- Hashtag for this event (if you're tweeting): #mpb2b

### History of Role

- Collective Wisdom
- Better Engage our Customers and Prospects
- Join the Conversation



## A PTC Case Study: Social Media Listening – The Scenario

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### A Framework I Like to Use: Issue, Problem, Oppportunity

#### Issue

- We know our customers and prospects are active in the social space.

#### Problems

- We'd like to start or do a better job of engaging customers, but don't know where or how.
- In which social networks should we be spending more / any time?
- What content do we start propagating?

#### Oppportunity

- Start (or continue) a social media listening exercise to better understand the landscape.
- This will also set the stage for PTC to better engage with our customers on a go-forward basis.

## Determine High-Level Objectives

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Become a Detective...

Where are the conversations happening?

What are they talking about?

What form/s of media are being consumed?



## Start Listening

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**Several tools reviewed (all free)**

**In the interest of time: what follows is a list only** *(next slide)*, and **show examples of using them during the Q&A session** *(if requested, and if an Internet connection is present)*

### **Not every tool will find everything**

- Become comfortable with knowing that some conversations will still go unnoticed.

### **Timeline and Frequency**

- Two weeks, to start
- Check-point two days after the exercise started
- Day 1 requires more work than the others (~60 minutes); after that, try to allocate ~30 minutes per day

**As with anything else... you get out of it what you put into it.**

## Tools

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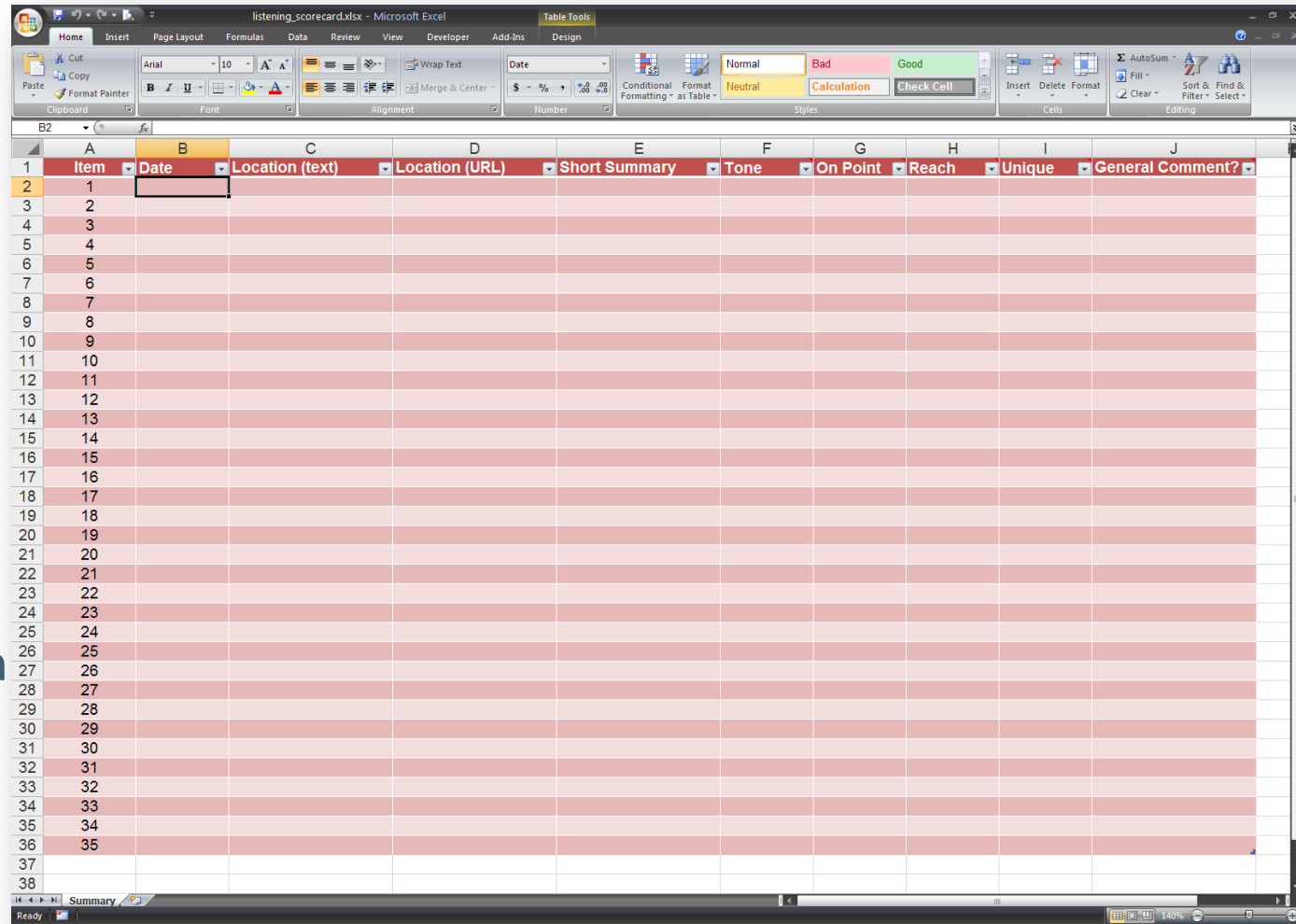
- RSS
- Google and Google Alerts
- FeedMyInbox (and related)  
*email aliases were pre-created*
- Social Mention
- Omgili
- advanced Twitter search  
(<http://search.Twitter.com/advanced>)
- Backtweets
- YouTube
- Facebook (*limit*)
- LinkedIn (*limit*)
- Industry-specific sites and blogs  
(*look in the comments for other sites*)
- Boardtracker
- using 'Similar' in Google search results
- blog searching  
(*Google Blog Search and Technorati*)
- delicious  
(*other bookmarking sites, too*)
- Flickr
- SlideShare
- *others: e-pinions, GetSatisfaction, Yelp*

# Tracking the Results

Impractical to record every single mention

Use a uniform recording method (spreadsheet and presentation template)

Share the results back with the team



	A	B	C	D	E	F	G	H	I	J
	Item	Date	Location (text)	Location (URL)	Short Summary	Tone	On Point	Reach	Unique	General Comment?
1	1									
2	2									
3	3									
4	4									
5	5									
6	6									
7	7									
8	8									
9	9									
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34	34									
35	35									
36										
37										
38										

## Use Values to help Quantify Quality

F	G	H
Tone	Alan Belniak:	
	0: negative; 1: neutral; 2: positive; 3: recommends/shares/promotes	

G	H	I
On Point	Alan Belniak:	
	0: simply mentioned in-line; 1: mentioned/referenced as part of conversation topic	

H	I	
Reach	Alan Belniak:	
	0: single message; 1: 1 to 3 messages; 2: 4+ messages	

I	J	
Unique	Alan Belniak:	
	0: any/all follow up is from 1 person; 1: 2-4 people; 3: 5+ people	

## Determining Next Steps

Your mileage may vary

The results of this exercise helped us narrow our focus in

- geographies
- products
- channels/networks

Now we have a path we can follow



## Lessons Learned

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Everyone who ‘listened’ said that they learned a lot about their product and their focus area

Uncovered at least three new sites/locations/channels where something was happening around our brand and product that we didn’t know about before

We have a better sense of where *not* to spend some time, at least initially



## Summary

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Focus on why you might want to get involved in social media

Listen *first* to address...

- **Where** are the conversations happening?
- **What** are they talking about?
- **What form/s** of media are being consumed?

Use what you learn to alter your approach, execute, and repeat.



# Social Media Trumpets Success Stories

Hester Tinti-Kane  
Director of Online Marketing  
Pearson Learning Solutions

# Success Stories/The Music

- Student Survey
- Student Advisory Board Video

# Social Media/The Trumpet

- Pitchengine
- YouTube



# Student Survey

- Student Perspective on Course Materials
- Key message from influencers promoting Custom Solutions

# Pitchengine

- Social Media Newsroom
- Video, download and press release, Social Media information
- Top Release for 2009
- 485+ views
- Social Media tools key to success





## Pearson Learning Solutions Offers Students What They Value Most: Efficient and Effective Learning Options

### Survey Shows Top Priority for Students is Having All Course Material in One Place With Customized Textbook

09.11.2009 – Boston, MA – It's back to school for college students across the nation, and while many of the rites of passage of this annual season still ring true, this year will be markedly different for many students due to the tough economy.

Now more than ever, students are searching for the best education values they can find, including course materials. And according to a recent survey, the top priority for college students is having all of their course material in one place with a customized textbook. The survey was commissioned by [Pearson Learning Solutions](#) to find out how they can continue to help students reach their education goals in the current economic climate. Pearson Learning Solutions is part of Pearson, the world's leading education company, offering world-class content, digital media and academic services. A video about the survey is available at <http://bit.ly/gccTR>.

Pearson's customized learning solutions offer faculty and students a great education value: Faculty have more control over their teaching materials, adding to,

#### Twitter Pitch

Pearson Learning Solutions Offers Students What They Value Most: Efficient and Effective Learning Options

Tweet It!

#### News Facts

- ▶ According to a recent survey, the top priority for college students is having all of their course material in one place.
- ▶ Pearson's customized learning solutions offer faculty and students a great education value: Faculty have more control over their teaching materials, adding to, removing and re-sequencing the content to include only



#### Keyword Search

Explore more socialized PR content

#### Share this Social Media Release

Share via:

Short URL: <http://pitch.pe/25232>

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**PEARSON** LEARNING SOLUTIONS



# Student Advisory Board Video

- Pearson Student Advisory Board
- Peer to peer video
- Student perspectives on customized textbooks
- Key message from influencers promoting Custom Solutions

# You Tube

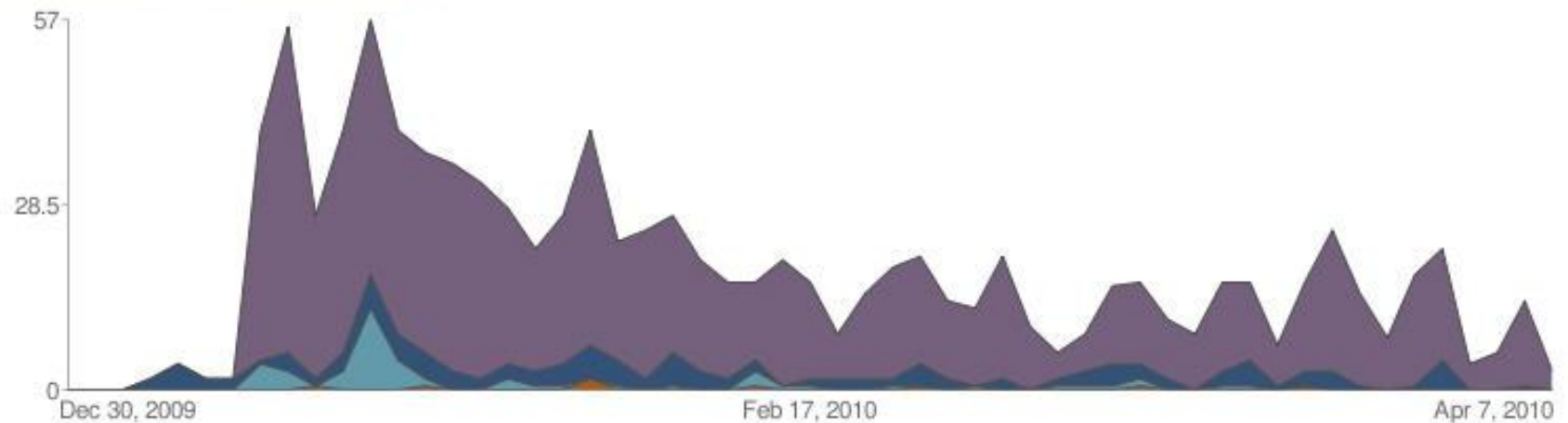
- YouTube Channel #1 video
- Posted 12.31.2009
- 1,030+ views and counting
- Website embed placement key to success



## Discovery In what context was this video viewed?

Location of player when viewed ▾

Display as: ☒ Stacked chart ☐ Line chart



### ☒ Location of player when viewed

### Views

### % of total views

☒ [Embedded player](#)

856

84.0



☒ YouTube watch page

108

10.6



☒ YouTube channel pages

47

4.6



☒ Mobile devices

8

0.79



**In Fall of 2009, Pearson Student  
Advisory Board members went  
out on campus to see how students  
feel about course materials.**



# Summary

- Every business has success stories.
- Create quality content to house in online venues.
- Use social media to serve up this content, play this music, engaging potential customers in persuasive content to drive sales.

Plant the seed and water it

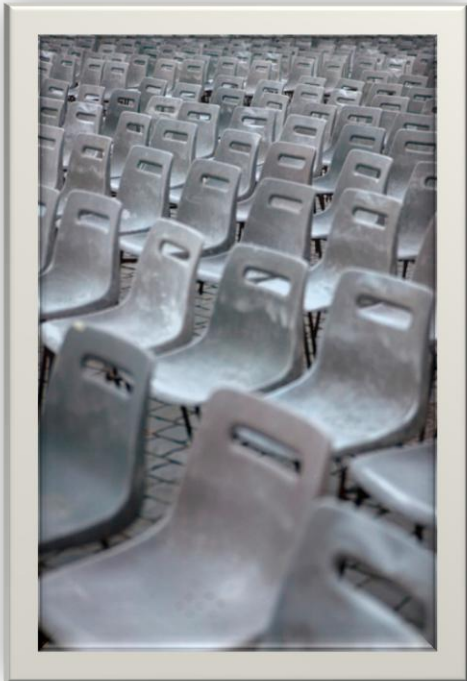


## Creating and Measuring Gravity Between Buyer and Sellers: Online and Face-to-Face

R.D. Whitney, CEO Tarsus Online Media USA  
MarketingProfs B2B Forum 2010, Boston, MA



“Push” marketing is unsustainable



For us, as a global event producer:

The only 2 measurement that remain constant (and really count):

$$B+S=BIS = \$$$

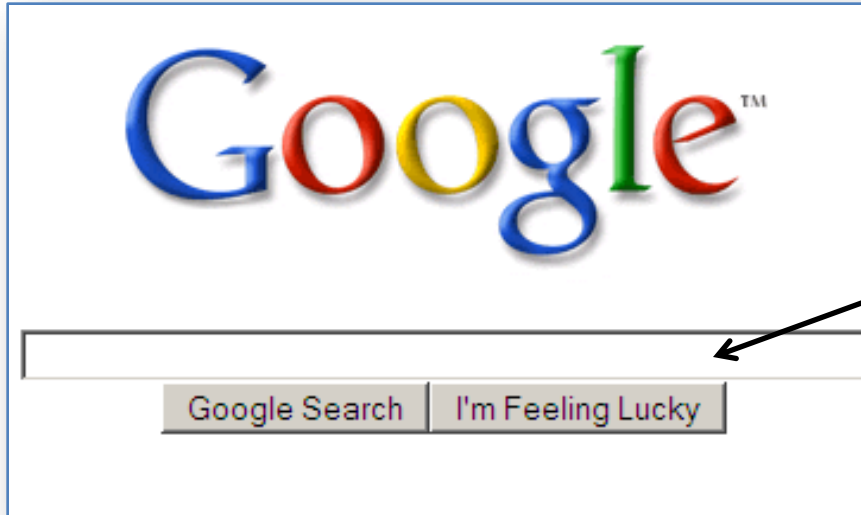
So you're saying there's a chance?



What does “the shift” have to do with a pregnant woman?



## Welcome to a “search centric” world



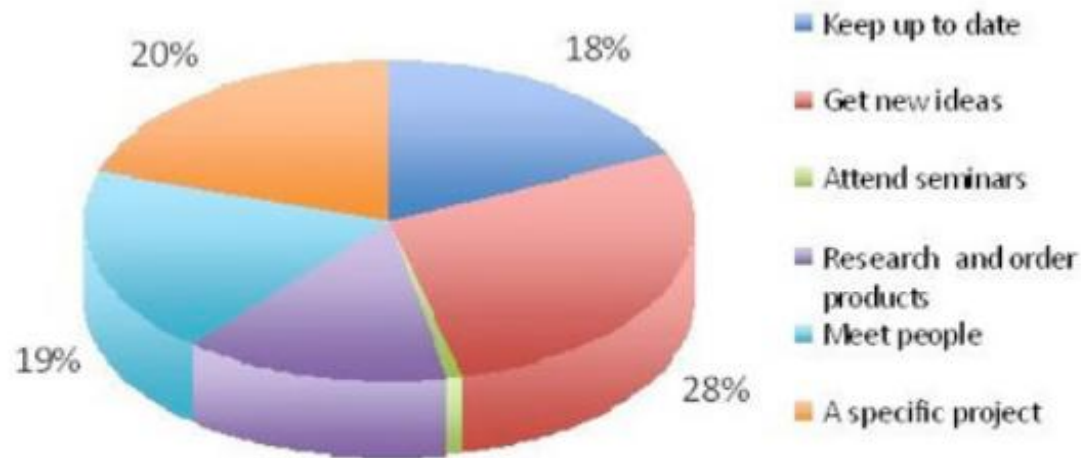
How buyers and sellers  
connect now

This includes buyers  
and sellers interested  
in face-to-face events

## Main reasons for attending event - Trade



Source: FaceTime: [www.facetime.org.uk](http://www.facetime.org.uk)



Light the match, fan the flame:

Leverage “Wikinomics” and “mass collaboration”



+



=





Specific Example: Bring this to the ground – event marketing

# onrecEXPO 2009

Kennedy Information's  
**Recruiting 2009  
Conference and Expo**

**Two Industry Powerhouses - One High Impact Event!**

Conferences Home  
Current Conferences  
Past Conferences  
**The Onrec Expo 2009**  
Conference Agenda  
Speakers  
Topics  
Agenda / Schedule  
Onrec Awards 2009  
Post Conf Workshops  
Sourcing Summit  
IAEWS  
Attendee Information  
REGISTER  
Why Attend?  
Who Should Attend  
Hotel / Venue

## Welcome to the Onrec 2009 Conference & Expo



### onrec Onrec Online Recruitment Network


Overview Discussions News Jobs Subgroups More Manage

Group Profile

#### Discussion

Back to all discussions | Start a discussion

Following Stop



**RD Whitney**  
CEO, Tarsus Online Media (USA), Tarsus Group plc  
See all RD's discussions »

Featured discussion Undo

#### Announcement from LinkedIn Onrec Group

As an Onrec Group member in LinkedIn, I want to keep you up to date on the upcoming networking opportunities as the economic recovery starts to take shape and corporate recruiting functions start to prepare for the rebuilding.

While online networks are helpful, nothing really has the power to build lasting relationships like face-to-face meetings. If you are going to attend one event this year, I highly recommend that you consider OnrecExpo in November in Chicago:

www.Onrec.com/Expo2009

We have already confirmed recruiting professionals from BASF, Stanwood, Reebok, Better Homes and Gardens, GE Healthcare, HardRock, Ameriprise (and many others). 500 of their colleagues are coming out to discuss the rebuilding of talent and learn about the innovations adding productivity to the recruiting process.

In addition, almost any modern tool or technology used in recruiting today will be on our expo floor (which is almost completely reserved already – what a positive sign of



Tackling business with passion

HOME ABOUT US PRODUCTS INVESTOR RELATIONS PRESS OFFICE CONTACT US EVENTS DIAR

## Two Recruiting Conference Powerhouses Join Forces

Posted in [Employment & Recruitment](#) on Mon July 06, 2009

**Onrec and Kennedy Information to host a two-day recruiting conference this fall**

This fall, Onrec and Kennedy Information will join forces to host a single, two-day event dedicated to covering the full-spectrum of recruiting - from cutting-edge technologies to the latest strategic advice. It is the first event of its kind and is expected to draw a crowd of at least 500 recruiting, talent management and HR professionals.



The global  
onrec expo2010

**ACTION:** Created a conversation and buzz on the net

**RESULT:** News is all over the search engines



Google onrec+kennedy Search [Advanced Search](#) [Preferences](#)

Web [+ Show options...](#) Results 1 - 10 of about **9,810** for onrec+kennedy. (0.28 seconds)

[Discussion Forum - Social Network for the Onrec Expo 2009](#) - Jul 6  
Onrec and Kennedy Information join forces - "Two Industry Powerhouses - One ... Onrec and Kennedy Information will join forces this fall in Chicago to host ...  
[onrecexpo2007.ning.com/forum](#) - [Cached](#) - [Similar](#) - [🗨](#) [📄](#) [🗕](#)

[Onrec, Kennedy to co-host November recruiting conference - the AIM...](#)  
Jul 6, 2009 ... News, analysis and advice from the premiere consultants in online media revenue.  
[www.aimgroup.com/.../onrec-kennedy-to-co-host-november-recruiting-conference/](#) - [Cached](#) - [Similar](#) - [🗨](#) [📄](#) [🗕](#)

TMT :: TMT Talk - 4 visits - 4:35am  
The online recruitment community is abuzz with the news that Onrec, a leading global resource for online recruitment, and Kennedy Information, a BNA company ...  
[www.talentmanagementtech.com/community/.../index.html](#) - [Cached](#) - [Similar](#) - [🗨](#) [📄](#) [🗕](#)

[Kennedy and Onrec Combine Forces](#)  
The two industry leaders will work together to present the Recruiting Conference and Expo in Chicago this November.  
[www.cheezhead.com/.../jc-kennedy-and-onrec-combine-forces/](#) - [Cached](#) - [Similar](#) - [🗨](#) [📄](#) [🗕](#)



The global  
onrec expo2010



## **ACTION:** Created a conversation and buzz on the net

### Realtime results for onrec

devongroup RT @kkanis Visit #jobs2web @brettkeirstead: Excited for Onrec/Kennedy customers presenting/attending #onrec  
about 3 hours ago from HootSuite

jeanneachille RT @Mike\_Jobs2Web: Visit booth # 112 !  
about 3 hours ago from HootSuite

devongroup RT @RichardsonR: Jobs2Web "Chief Recruiting Geek" at Jobs2Web to Present at Onrec #onrec  
about 3 hours ago from HootSuite

jeanneachille RT @Mike\_Jobs2Web: #onrec AFFORD to miss this session - Doug Berg Presenting ... <http://bit.ly/3bCRGZ>  
about 3 hours ago from HootSuite

fail\_watch Ready for #onrec! HRVendor RSVP for Fail Spectacularly too! <http://bit.ly/4zTBFI>  
about 21 hours ago from twitterfeed

KevinWGrossman Ready for #onrec! HR #101. RSVP for Fail Spectacularly too! h #kennedy #failchicago  
about 21 hours ago from TweetDeck

Mike\_Jobs2Web #onrec You cannot Afford to miss this session - Doug Berg of Jobs2Web Presenting ... <http://bit.ly/3bCRGZ>  
about 23 hours ago from TweetDeck

HRdotcom Jason Doucet created the story: Onrec and Kennedy Information Schedule Overview <http://bit.ly/prC5t>  
1 day ago from API

RichardsonR Jobs2Web "Chief Recruiting Geek" at Jobs2Web to Present at Onrec <http://ping.fm/X5lgM> #onrec  
1 day ago from Ping.fm

jhyland\_ICIMS RT: @iCIMS: Could Recession be replaced with a new 'R' word? (yes, please!) <http://www.onrec.com/newsstories/25868.asp> from @onrecuk  
1 day ago from Echofon

iCIMS Could Recession be replaced with a new 'R' word? (yes, please!) <http://www.onrec.com/newsstories/25868.asp> from @onrecuk  
1 day ago from web

juliedonovan Jobs2Web "Chief Recruiting Geek" to Present on the Death of Job Boards at Onrec <http://www.prlog.org/10377083>  
1 day ago from web

assistuk What's the Point of Meeting People?...<http://www.onrec.com/newsstories/25870.asp>  
1 day ago from web

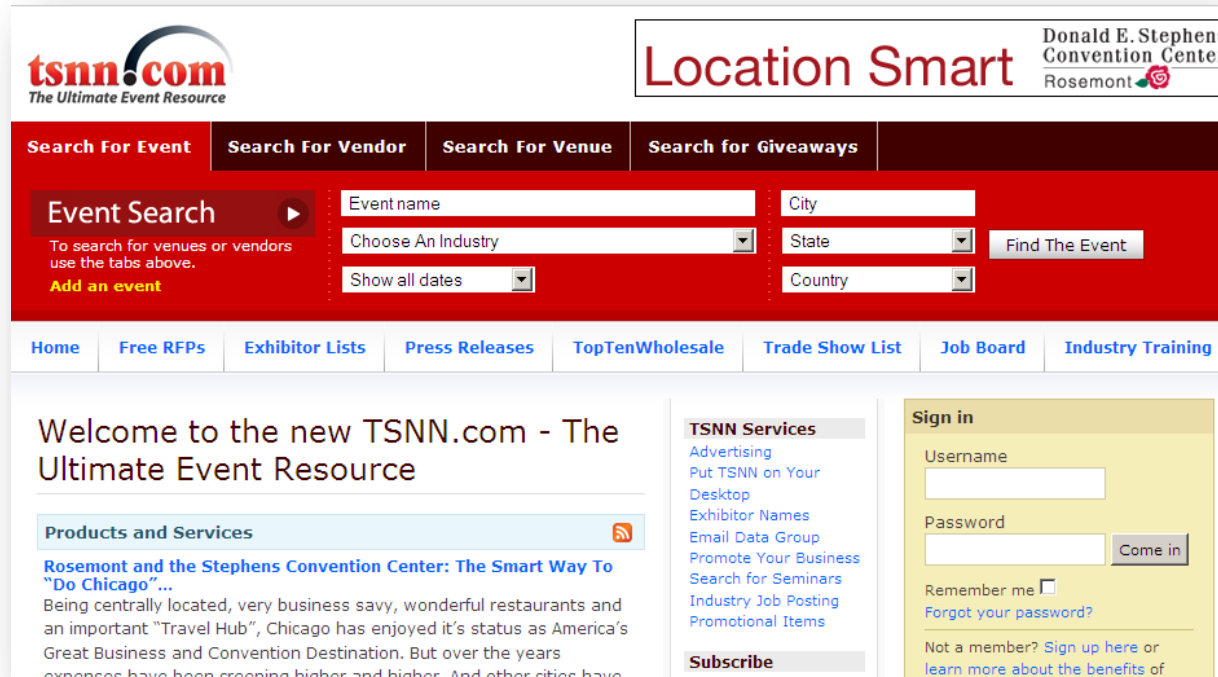
Animal #ConferenceSpouse wanted - by @CincyRecruiter - for Kennedy/OnRec - @lrueitimann is her ex  
1 day ago from web

CincyRecruiter Now accepting applications for #conferencespouse @ Kennedy/OnRec... I hope that's not cheating on @lrueitimann who's hired for #HRevolution?  
1 day ago from TweetDeck



A “take away” for you:

Result: 750 signups and a very happy client



The screenshot shows the TSNN.com website, which is described as 'The Ultimate Event Resource'. The header includes the TSNN.com logo and a 'Location Smart' banner for the Donald E. Stephens Convention Center in Rosemont. Below the header is a navigation bar with tabs for 'Search For Event', 'Search For Vendor', 'Search For Venue', and 'Search for Giveaways'. The 'Search For Event' tab is active, displaying an 'Event Search' form. The form includes fields for 'Event name', 'City', 'Choose An Industry' (a dropdown menu), 'State' (a dropdown menu), 'Country' (a dropdown menu), and 'Show all dates' (a dropdown menu). A 'Find The Event' button is located to the right of the form. Below the search bar is a horizontal navigation menu with links for 'Home', 'Free RFPs', 'Exhibitor Lists', 'Press Releases', 'TopTenWholesale', 'Trade Show List', 'Job Board', and 'Industry Training'. The main content area features a welcome message: 'Welcome to the new TSNN.com - The Ultimate Event Resource'. Below this is a section titled 'Products and Services' with a link to 'Rosemont and the Stephens Convention Center: The Smart Way To "Do Chicago"...'. The right sidebar contains a 'TSNN Services' section with links for 'Advertising', 'Put TSNN on Your Desktop', 'Exhibitor Names', 'Email Data Group', 'Promote Your Business', 'Search for Seminars', 'Industry Job Posting', and 'Promotional Items'. There is also a 'Subscribe' button. At the bottom right is a 'Sign in' section with fields for 'Username' and 'Password', a 'Remember me' checkbox, a 'Forgot your password?' link, and a 'Come in' button. A link for 'Not a member? Sign up here or learn more about the benefits of' is also present.

**tsnn.com**  
The Ultimate Event Resource

**Location Smart**  
Donald E. Stephens  
Convention Center  
Rosemont

**Search For Event** | **Search For Vendor** | **Search For Venue** | **Search for Giveaways**

**Event Search**  
To search for venues or vendors use the tabs above.  
[Add an event](#)

Event name:  City:   
Choose An Industry:  State:  Find The Event  
Show all dates:  Country:

[Home](#) | [Free RFPs](#) | [Exhibitor Lists](#) | [Press Releases](#) | [TopTenWholesale](#) | [Trade Show List](#) | [Job Board](#) | [Industry Training](#)

Welcome to the new TSNN.com - The Ultimate Event Resource

**Products and Services**  
[Rosemont and the Stephens Convention Center: The Smart Way To "Do Chicago"...](#)  
Being centrally located, very business savvy, wonderful restaurants and an important "Travel Hub", Chicago has enjoyed it's status as America's Great Business and Convention Destination. But over the years expenses have been creeping higher and higher. And other cities have

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[Search for Seminars](#)  
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[Promotional Items](#)  
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Password:  [Come in](#)  
Remember me ☐  
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This isn't for me...



**15 - 19 November 2009**  
Airport Expo, Dubai, UAE

People Search Results | LinkedIn - Mozilla Firefox

File Edit View History Bookmarks Yahoo! Tools Help

http://www.linkedin.com/search?industry=94&sortCriteria=Relevance&prop

Most Visited Getting Started Latest Headlines

**LinkedIn** People Jobs Answers Companies

Account type: Basic | Upgrade Now

**Search People**

Home Groups e-learning, training Linked:HR RETENTION Litigation Readiness Network See all >

Profile Edit My Profile View My Profile Recommendations

Connections Imported Contacts Profile Organizer Network Statistics

**People**

**258,368 results for Airlines/Aviation** [ Save this search ]

Sort by: Relevance View: Basic

 **Saravana Kumar Paulraj** (2nd)  
Software Engineer at Emirates Airline  
United Arab Emirates | Airlines/Aviation  
In Common: 34 shared connections 6 shared groups

 **Alison Weller** (1st)  
Aerospace Director at F&E Aerospace  
Kingston upon Thames, United Kingdom | Airlines/Aviation  
In Common: 4 shared connections

Groups Directory | LinkedIn - Mozilla Firefox

File Edit View History Bookmarks Yahoo! Tools Help

http://www.linkedin.com/groupsDirectory?results=&sk=1255801143270&appSearchOrigin=GLH&keywords=hvac

Most Visited Getting Started Latest Headlines

**LinkedIn** People Jobs Answers Companies

Account type: Basic | Upgrade Now

Search Groups hvac Search

Home Groups e-learning, training Linked:HR RETENTION Litigation Readiness Network See all >


Profile Edit My Profile View My Profile Recommendations

Connections Imported Contacts Profile Organizer Network Statistics

**Groups**

My Groups Following Groups Directory Create a Group FAQ


**Search Results (92)**


 **The LEED Professional Group**  
A networking site for professionals that are interested combining energy and construction. All group is professionals


**People**


**34,985 results for hvac** [ Save this search ]

Sort by: Relevance View: Basic

 **Dean Wren** (2nd)  
Construction Professional  
Washington D.C. Metro Area | Construction  
In Common: 1 shared connection

 **Dan Matney** (2nd)  
Commercial HVAC service/ Commercial real Estate agent  
for Reichshaley Properties  
Greater St. Louis Area | Facilities Services  
In Common: 1 shared connection

 **Luis Ruiz** (2nd)  
HVAC-R Instructor at SFIT  
Miami/Fort Lauderdale Area | Higher Education  
In Common: 1 shared connection

 **Bill Toliver** (2nd)  
Mechanical Engineer - Piping & HVAC at US Navy  
Greater San Diego Area | Defense & Space  
In Common: 1 shared connection

**\$100K+ Jobs Database - The Most \$100K+ Jobs at**

Keywords hvac

First Name

Last Name

Title

Company

School

Location Anywhere

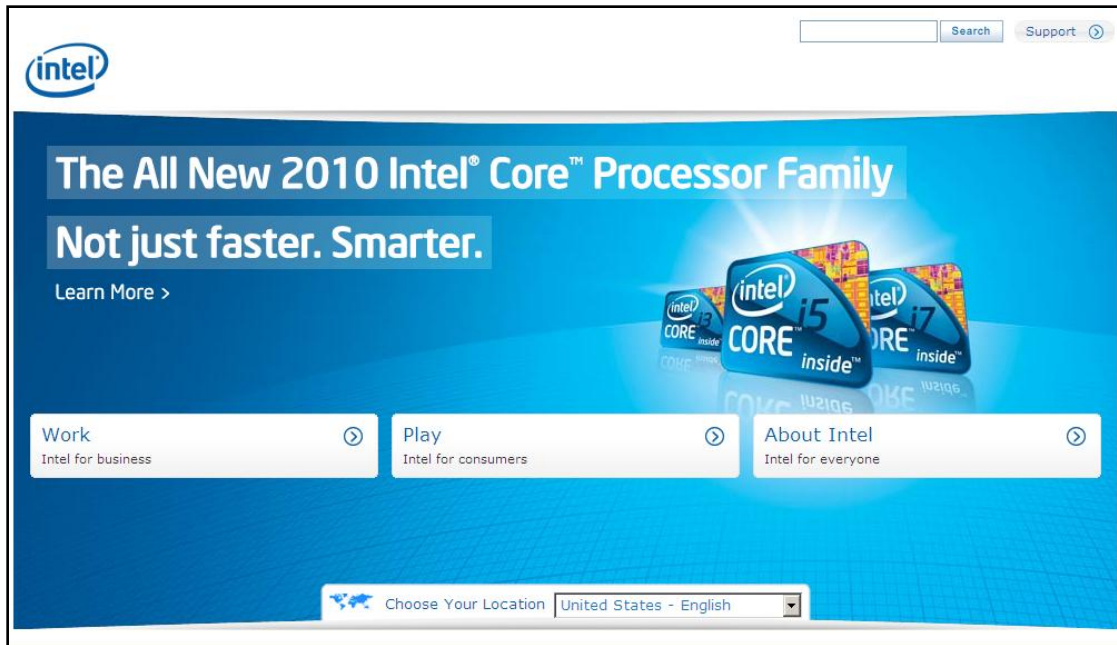
Filter Results

Done

Start RD Whitney Slides Aug 20 People Search Results

99% 1:40 PM

Wake up call to media:  
Sellers want to follow the conversation of buyers  
Both online and offline



*So strong is this trend that Intel is shifting marketing spend to follow the conversation. In fact, they are even creating their own social networks and advertising on it.*

## Barriers to entry have never been lower:

threat or opportunity. **Why won't established media do this?**

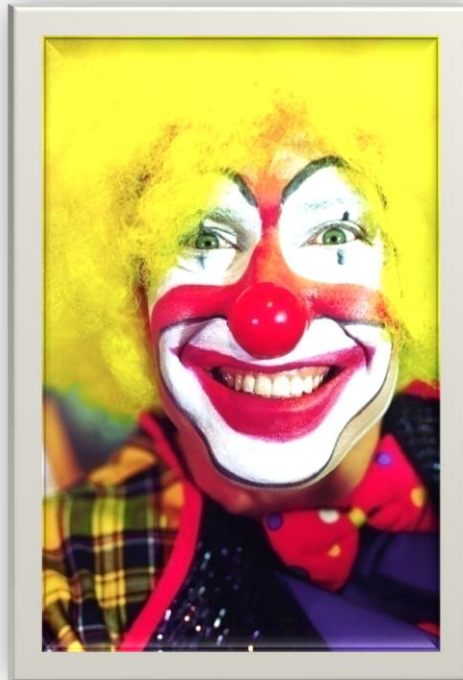
- ▶ Legacy baggage
- ▶ And misplaced focus on the SELLERS rather than BUYERS



Closing thought:

What's next? What stage are we at?

What's under the big top?



# Integrating an Interactive Global Business

Mary Ann Kleinfelter  
Marketing Solutions

# Energize Global Brand Strategy

- Determine penetration USA and by region/country
- Research market and competitive environment by region
- Form customer advisory board
- Enlist help of sales force and product experts
- Generate push tactics to build awareness



# Generate Push Tactics to Build Awareness

- Refresh website with new logo and content
- Develop marketing communications, public relations and collateral
- Launch new trade show booth, locations, schedules, etc.
- Incorporate interactive, multichannel and multicultural



# Generate Push Tactics to Build Awareness

- Start with search – paid and organic
- Identify micro and macro segments and potential segments by region
- Customize emails and direct mail by segments, e.g. language, level of innovation, etc.
- Transmit customized direct mail and email globally to drive to customized landing pages



# Overcome Obstacles for B2B Metrics

- Measure buyers and/or leads?
- Generate small numbers – statistical significance
- Examine buying cycle – long, group buying decision
- Forecast, measure variance, analyze variance, integrate improvements to process to minimize variance



# Overcome Obstacles for B2B Metrics

- *eMarketing & Commerce* March 4
  - paid search
    - Attribute offline conversion (B2B sales force)
    - Integrate offline sales into online marketing (e.g. dedicated phone number) for each channel
    - Base spend decisions on entire purchase funnel, not last click or last date



# Use Popular Email Metrics

- Delivery rate - emails delivered/total emails
- Open rate - number of opened emails/total number of emails delivered
- Click through rate - total clicks on offer link/total opens
- Downloads or page views - total click throughs/downloads



# Rely on Popular Direct Mail Metrics

- Response rate – how many requested information, became leads
- Conversion – how many leads converted to buyers
- AOV – how much they spent
- Retention – how often/how much they rebuy
- LTV – lifetime value



# Execute

- Measure how many go to landing page, proceed to website and proceed to convert
- Feed leads and survey answers to sales for their qualitative feedback on sales calls
- Model buyers and new buyers for potential retention & LTV
- Generate cross channel attribution routines



# Use Cross Channel Attribution

- Who gets credit? 87% all marketers misattribute (Forrester)
- 5 common mistakes (Marketing Profs, March 2)
  1. Nonexistent, bad data
  2. Nonstandard KPIs
  3. Not timed correctly (length time to order)
  4. “Going with your gut”
  5. “Going with your tradition”

# Measure Content Driven Interactive Marketing Campaign

- Increased sales and profit, enhanced ROI
- Boosted customer retention
- Generated large number of high quality leads, USA and abroad
- Married online and traditional offline promotions and metrics to determine future campaigns
- Forged new brand awareness globally



# Thank You

Jaymes Meena

- Director of Analytics, Epsilon Targeting (Abacus)
- [Jaymes.Meena@epsilon.com](mailto:Jaymes.Meena@epsilon.com)
- (303) 410-5413
- Twitter: @jaymesmeena
- [Linkedin: http://www.linkedin.com/in/jaymesmeena](http://www.linkedin.com/in/jaymesmeena)

# Thank You

Hester Tinti-Kane

- Director of Online Marketing and Research
- Pearson Learning Solutions
- @tintikane
- 617-671-3315
- [hester.tinti-kane@pearson.com](mailto:hester.tinti-kane@pearson.com)

# Thanks!

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## Alan Belniak, Director of Social Media Marketing

- Alan on Twitter: [@abelniak](https://twitter.com/abelniak) ; <http://www.Twitter.com/abelniak>
- Hashtag for this event (if you're tweeting): #mpb2b
- Other places you can find me:
  - <http://www.linkedin.com/in/alanbelniak>
  - <http://www.SubjectivelySpeaking.net>
  - <http://delicious.com/abelniak>

Let's Connect and Grow Together



RD Whitney  
CEO, Tarsus Online Media, Tarsus Group plc, [www.Tarsus.com](http://www.Tarsus.com)  
Email: [rwhitney@tarsus.com](mailto:rwhitney@tarsus.com)

Link to me (any my 4000 level 1 industry connections):  
[www.linkedin.com/in/rdwhitney](http://www.linkedin.com/in/rdwhitney)

# Mary Ann Kleinfelter Marketing Solutions

- **Mary Ann Kleinfelter**
- **President, Marketing Solutions Today**
- **[Makleinfelter@aol.com](mailto:Makleinfelter@aol.com)**
- **603-721-9909**
- **Mary Ann on Twitter: @makleinfelter;  
<http://www.Twitter.com/makleinfelter>**

