

SIX STEPS TO TRANSFORM YOUR LIFECYCLE INTO A REVENUE MACHINE

BLUEPRINT FOR CREATING A MEASURABLE FUNNEL

BONUS SECTION
ADVANCED TECHNIQUES
By Marketing Rockstar Guides



RevEngine
MARKETING

Table of Contents

Your Guide to the Guide

INTRODUCTION – WHAT YOU NEED TO KNOW TO CREATE A REVENUE MACHINE

Page 3

- Key concepts
- What is a lead lifecycle?
- 80/20 Funnel model overview



FUNNEL INSIGHTS TO DRIVE YOUR BUSINESS

Page 26

- Key reports



THE PREFUNNEL CHECKLIST BEFORE YOU BEGIN

Page 7

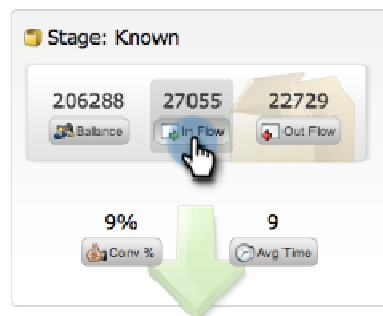
- Are your Sales and Marketing teams aligned?
- Ready for process change?
- Look ahead - Set expectations for legacy data.



BONUS – ADVANCED TECHNIQUES

Page 35

- Introduction to Marketo's Revenue Cycle Analytics



THE 80/20 FUNNEL BLUEPRINT - TRANSLATE THE MODEL INTO MARKETO.

Page 12

- **Step 1:** Give this Stuff a Home
- **Step 2:** It's a Girl
- **Step 3:** The Stamper
- **Step 4:** The Reading Railroad
- **Step 5:** The Play-Doh Technique
- **Step 6:** The Turnstile Counter



INTRODUCTION

What You Need to Know to Create a Revenue Machine



Six Steps to Transform Your Lifecycle into a Revenue Machine

An Introduction

Think About the Benefits of an Assembly line. What are They?

- **Assembly lines are predictable.** The manufacturer knows what goes in and what comes out.
- **Assembly lines provide great insights.** Management can easily measure production levels to gain intelligence on what to build in the future.
- **Assembly lines are repeatable.** Yes, they take a long time to build but assembly lines bring massive long term gain as they create efficiencies within the organization.

How Can an Organization Bring Leads to Revenue in a Way that is Predictable, Measurable, Repeatable?

An organization's lead lifecycle is very similar to an assembly line except that instead of an assembly line of goods, the lead lifecycle is an assembly line of leads.

eBook's Goal

Provide both strategic and Marketo executorial direction on how to transform the lifecycle funnel into a **repeatable and measureable machine**—a machine that sets up the organization for massive success.

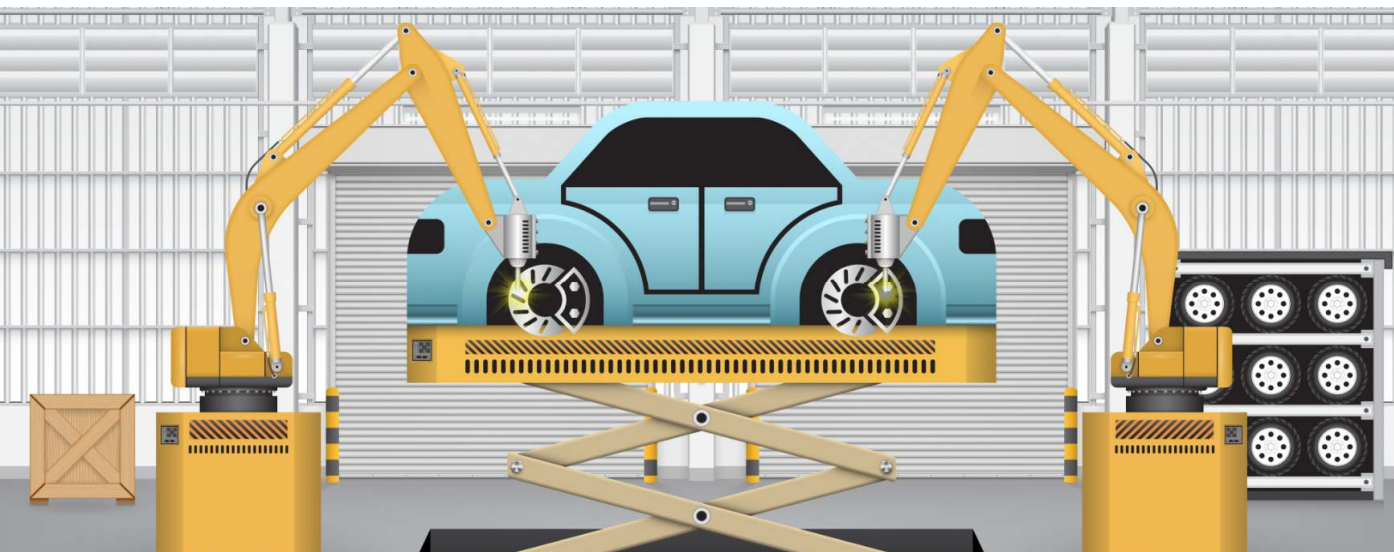
Treat this eBook as a recipe—it can't cover every detail but the ingredients are designed to put your organization on a path to lifecycle success.



Who is this eBook designed for?

The core concepts are relevant for next generation marketers and sales executives at any organization.

As the eBook dives into specifics, it becomes laser focused for marketing operations and practitioners at companies leveraging the Marketo platform.



What is a Lead Lifecycle?

It's the Funnel

Everyone Has One...But is it Measurable?

Best-practice organizations **define stages and put processes** in place to measure how leads move through their system.

Most companies have some kind of slide that represents key stages. However, many fall flat when it comes to putting the funnel into action.

The goal of this eBook is to give you the insights on how to turn your funnel into a **measurable and repeatable reality**.



What is a Lead Lifecycle?

A lead lifecycle (AKA The Funnel) refers to how leads move from their creation through to revenue.

The Goal: Develop a healthy funnel to optimize leads moving through the system in an efficient and timely fashion. Create an assembly line-like machine.

Case Studies

As we dive into a few techniques, we will dive into several companies that are utilizing some of the techniques outlined in this eBook.

- **Splash** is an event management platform for branded experiences.
- **Dyn** is a cloud-based Internet Performance company. Dyn helps companies monitor, control and optimize online infrastructure for an exceptional end-user experience.

Both sell to completely different markets but have common characteristics that many companies share.

What's in Common?

Both use a B2B revenue model leveraging an inside Sales team that is dedicated to lead qualification.

Each also measures how leads flow through the funnel for closed loop analysis.

The logo for Splash, featuring the word "splash" in a bold, italicized, black sans-serif font.

The Pre-Funnel Checklist

Before You Begin



Before You Get Started

Prerequisite #1: Great Relationship Between Sales & Marketing

Is Your Organization Ready?

There are a few prerequisites to developing the assembly line and funnel. **Sales and Marketing alignment** is one of those prerequisites. Agreeing on processes and terminology is another. Of course, management must buy into the whole process to drive success.

It Starts with Alignment

Like Beavis and Butthead or Starsky and Hutch, Marketing must have a buddy-buddy relationship with the Sales team. This eBook only scratches the surface on Sales and Marketing Alignment-- know that **alignment is necessary for success**.

During the Grammys this past February, Kanye West showed why he doesn't exactly have the best of relationships with ANYONE from the Grammys...especially Beck and Taylor Swift.

If Marketing's relationship with Sales is like this, there is a lot of work to do.



On the Way to Alignment

Greg Higgins (VP Sales) and Laura Maiurano (Director of Marketing)

If Sales and Marketing teams can take a photo like this, that's the first sign the teams are on their way to alignment.

Before You Get Started

Prerequisite #2: Agreement on Process



The Process Checklist

Imagine trying to build an assembly line with bad process. If Sales and Marketing are not onboard, the engine just won't work. Automating bad processes is simply impossible. Here is a quick checklist.

1. Strong Definitions of Stages

Does the Sales team answer these questions consistently?

- What is a Marketing Qualified lead (MQL)?
- What is a Sales Qualified Lead (SQL)?
- When do I convert a lead to an Opportunity?

2. Agreement on SLAs (Service Level Agreements)

Are follow-up timeframes established between Marketing and Sales?

For example, do all Sales reps know to call an MQL after one day? two days?

3. Ability to Follow Process

Many times, Sales and Marketing leaders sit in a room to determine what the funnel and processes should look like.

"All the rep needs to do is change the *Lead Status* from 'Marketing Qualified' to 'Accepted'." That process may sound easy but having twenty reps follow that process is key to lifecycle success.

Expect to train regularly. Like painting a bridge, once process training is complete, it's time to start at the beginning.

Importance of Process

Bad data in = bad data out. If a lead sits as an MQL but the Sales rep has called the lead, the system has no way to measure that success. Ensure Sales follows a consistent process.

Prerequisite #3: Management Support

Process Changes Cause Pain

Management must be on board to help smooth over those bumps and drive success.

In many cases, the executive team gets in a room upfront and agrees on a process. The team feels great that there is a check off that Sales and Marketing are aligned. **But are they really aligned?**

The hard work will come **when the process changes arrive**. Sales and Marketing executives must stay on top of these tactical issues or risk losing the long term engine vision. Inevitably, some process will not get followed. For example...

- What happens when a quarter of the Sales reps do not follow up on leads within the agreed upon SLA?
- What happens when Sales reps don't want to adhere to process?
- What if Marketing keeps dumping non-qualified leads into MQL?
- What happens when overdue alerts are ignored?

This is when the **rubber meets the road** for many organizations and management needs to step in to make process mandatory. **Proactive organizations** will anticipate these issues and make them small speedbumps. Organizations without strong executive support tend to sweep these issues under the rug, putting the entire project at risk.



Post Launch Tip

One month after launch, run a report of overdue MQLs by rep. Does management care? Best practice organizations will work to move these leads through the system. If management doesn't care, more executive education is required.

Set Expectations for the Future

Dealing with Legacy Data

Backfilling is the process of populating existing records with data developed from new processes. It's probably one of the **harder tasks to do accurately**.

For example, if an organization adopts new MQL terminology, it may want to figure out the success rates of past MQLs. Many times, executives love the new reports and processes, and want to see reports right away.

Here's the Deal – Limited Past Insights

Past visibility is only as good as the data the company has collected.

How can an organization report on a process that didn't exist six months ago?

In most cases, it doesn't make sense.

Yes, organizations can recreate the wheel but that takes time, resources, and investment.

Recommendation:

Set expectations upfront that insights from the new processes should be viewed **moving forward** starting the quarter AFTER the project is complete.

That gives organizations the current quarter to work through kinks and adjust.

From a historical perspective, find your comfort level. Some data is easier to backfill than others and that process varies greatly depending on an organization's historical processes.

Many times, we would recommend focusing on backfilling data from the current year.

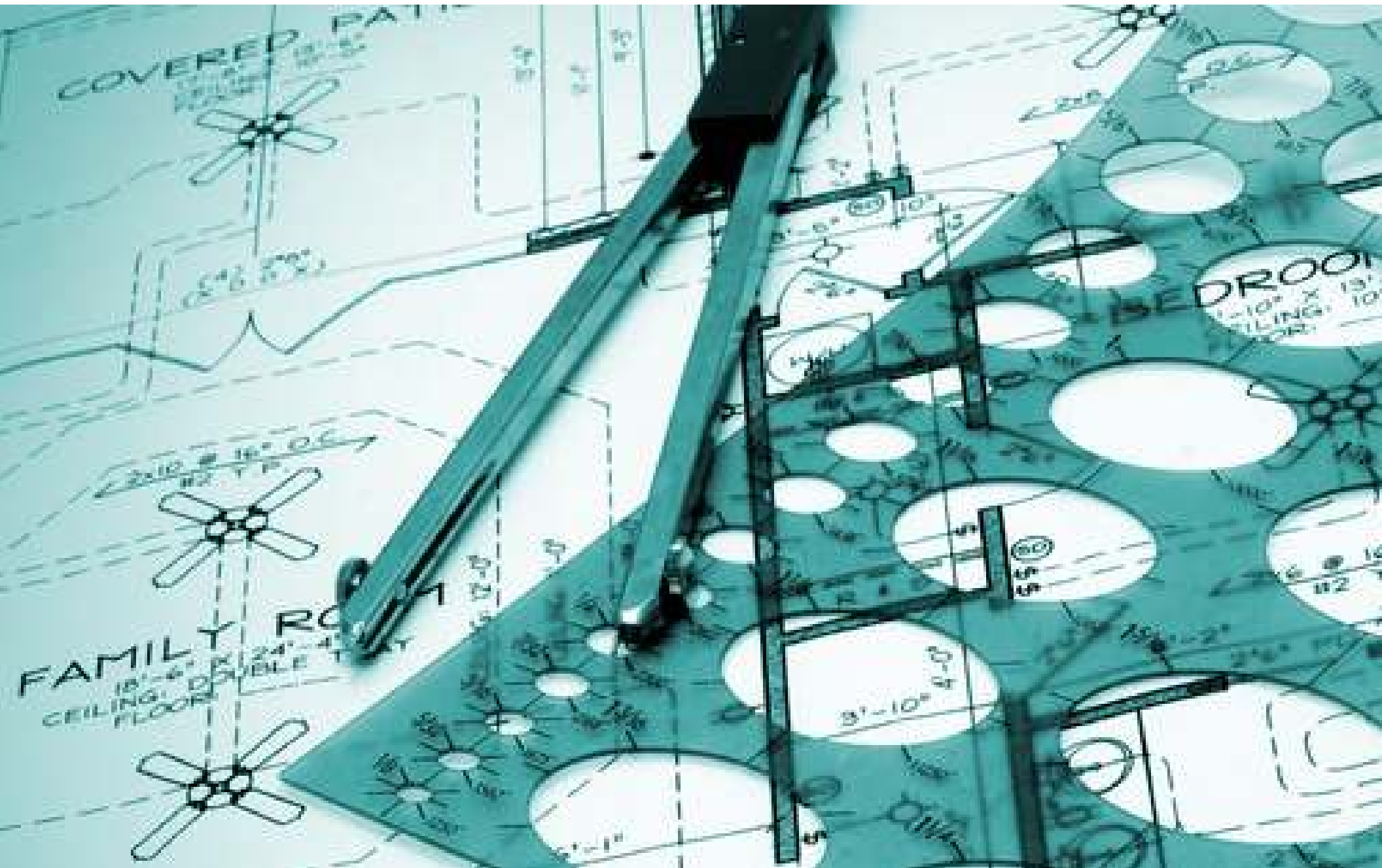
Tip

Set expectations with management that insights will reflect future data with a lesser focus on historical data.



The 80/20 Funnel Blueprint

Translate the Model in Marketo



The 80/20 Funnel Model Blueprint

The Blueprint for Success

The **80/20 Funnel** blueprint is a model that simplifies advanced lead lifecycle concepts. The model provides the majority of value for a fraction of the effort.

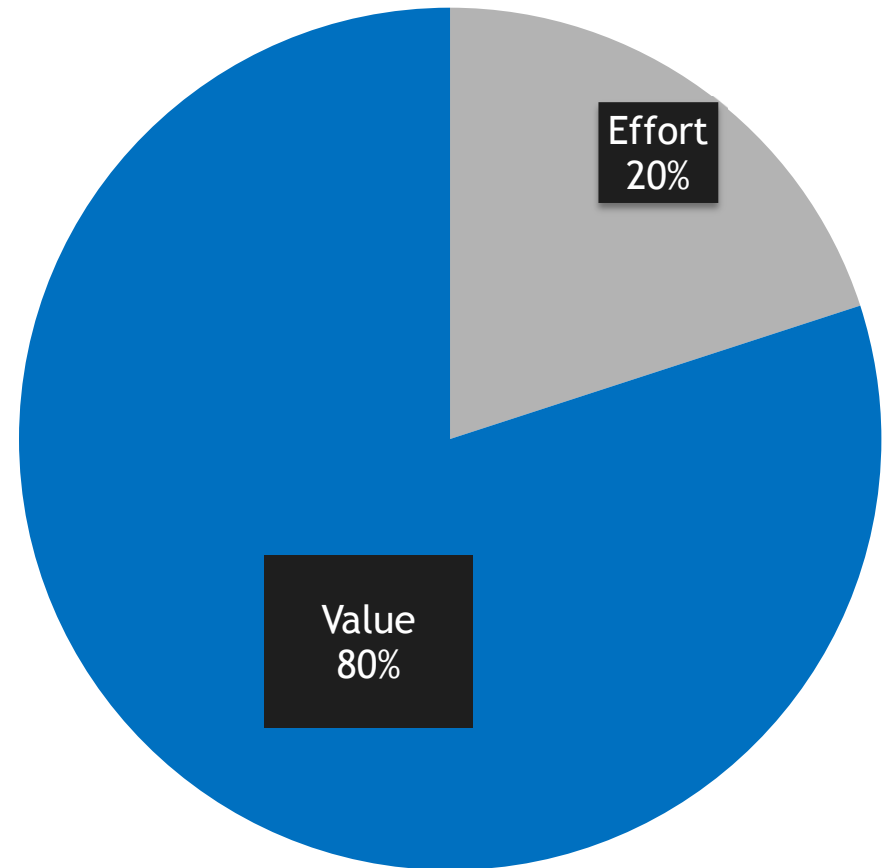
It's no fancy French cuisine, but it works well. If you already have a lifecycle approach, consider tweaking it with a few of the techniques shown.

- **Easy to get going** in 30-60 days if starting from scratch
- **Great insights** without maximum effort
- **Ability to pick and choose** what makes sense for your organization.
- **A stepping stone** to advanced analytics in the future.

The 80/20 Funnel method uses a **six step process** for architecting the funnel. Yes, there are some funky names here because well, people tend to remember them.

- Step 1:** Give this Stuff a Home
- Step 2:** It's a Girl
- Step 3:** The Stamper
- Step 4:** The Reading Railroad
- Step 5:** The Play-Doh Technique
- Step 6:** The Turnstile Counter

THE 80/20 RULE



Step 1 - Give this Stuff a Home

Create a Lead Lifecycle Program

Give this stuff a home by creating a program where all of the lifecycle campaigns live.

The campaigns listen for certain activities and manage leads through the lead lifecycle. Step 1 is fairly simple.

Why is this Step Important?
Organization.

How?

To help out, Marketo has a sample of this program that marketers can easily import from the program gallery. Otherwise, create one campaign in the program, and then clone and adjust.

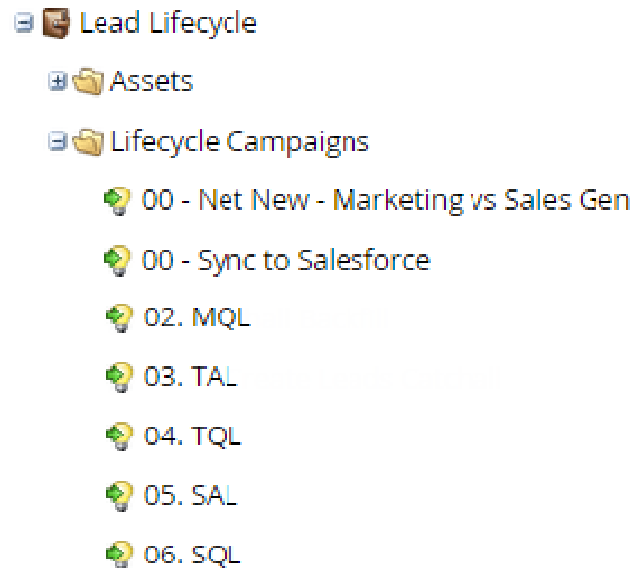


Figure 1. Program structure. Splash and Dyn both use varying versions of the above setup.



Tip

Prepend the campaign names with numbers to put them in the proper order.

Step 2 - It's a Girl

Marketing Generated vs Sales Generated

Your Birthday

When someone is born, the person is either male or female. In the lead generation world, when the lead is born, it is either Sales Generated or Marketing Generated (or in some cases "Other"). In this step, the goal is to set that flag.

Why is this Step Important?

A Sales Generated lead tends to go through the system faster than a Marketing Generated lead. Analyzing this data separately is recommended to enable organizations to measure its investment properly.

Creating this flag up front allows for an easy break of your model into two for further analysis.

Marketing Generated vs Sales Generated

A Sales Generated lead is a lead that Sales generates from prospecting and working existing accounts.

A Marketing Generated lead is a lead that Marketing generates via various marketing vehicles (Webinars, Website, etc).



Step 2 - It's a Girl (Con't)

Marketing Generated vs Sales Generated

How?

1. After deciding on what is Sales Generated or Marketing Generated, **create a specific campaign** within the lifecycle program that tags the lead upon creation. See *Figure 1*.
2. Use a **simple trigger** of *Lead is Created* to capture leads from every possible source. See *Figure 2*.
3. Feel free to **customize the flow rules**. See *Figure 3* for a very simple ruleset. Some businesses may want to bring lead sources into the mix.



Figure 1



Figure 2

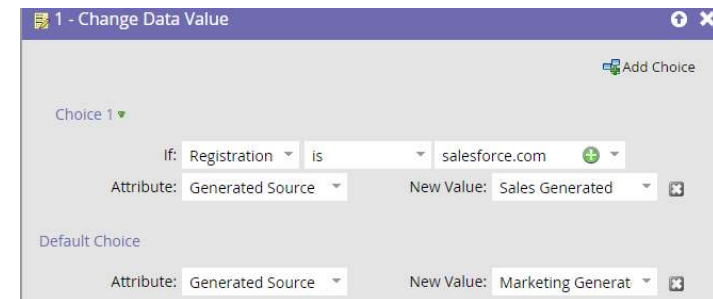


Figure 3

Don't Forget

Account for leads created via APIs that may be plugging into your system.

Also, backfill ALL existing leads leveraging above rules with the proper flag using a batch campaign. This backfill process is usually easier than most depending on your ruleset and existing data.

Step 3 - The Stamper

Date Stamp Your Leads

Ever travel through customs and notice the customs agent who is responsible for letting you through? His one job is to make sure travelers go through him as he stamps their passports.

In this technique, **Marketo acts as the customs agent, AKA “The Stamper,”** for all leads moving through the funnel.

The Concept: Time stamp everything related to funnel movement. When a status changes or other lifecycle action happens, time stamp the date. Thus, The Stamper.

Why is this Step Important?

This stamping is essential for measuring when and where leads are getting stuck in the funnel and to help provide waterfall analysis. Additionally, if displayed within the CRM, the dates provide Sales with insight on when leads reach certain milestones.



Step 3 - The Stamper (Con't)

Date Stamp Your Leads

How?

1. **Make sure to first create DATE fields** in the CRM on Lead and Contact level. Then map. Optionally create DATETIME fields for greater granularity.
 - Example: *MQL Date, SQL Date, Won Date*, etc.
2. **Create a trigger campaign** (See *Figure 1*) that listens for a *Lead Status* change. These campaigns live under the program described in Give this Stuff a Home (Step 1). Most of the lifecycle campaigns are just listening for certain activities to stamp the dates.
 - *Figure 1* Trigger Example: *Lead Status* changes to “MQL”
3. **Populate the stage’s date with today’s date** in the flow using the system token `{{system.date}}`. Don’t overwrite the existing date if a date already exists. See *Figure 2*.



Figure 1



Figure 2 – Example of Dyn and Splash’s flow steps.

Don’t Forget

In the flow, only filled out once – don’t overwrite. This model only supports going through the first time like going through a turnstile at a sporting event. A more complex model requires additional last touch fields (Like *MQL Date Last Touch*).

Step 4 - The Reading Railroad

How to Deal with Fast Tracked Leads?

In the game Monopoly, Reading Railroad is one of the properties on the board. In fact, there is a Chance card that sends a player directly to Reading Railroad if the card is randomly selected.

This card gives the player a free trip past GO, collecting \$200 even though the player goes directly to Reading Railroad.



Applying the Reading Railroad Example to the Funnel

What happens when a lead fast tracks and skips stages? For example, maybe a hot demo MQL becomes an SQL after one call, thus bypassing other stages.

The Reading Railroad technique ensures all the stages in between get credit, just like passing GO and getting \$200. See *Figure 1*.

Why is This Step Important?

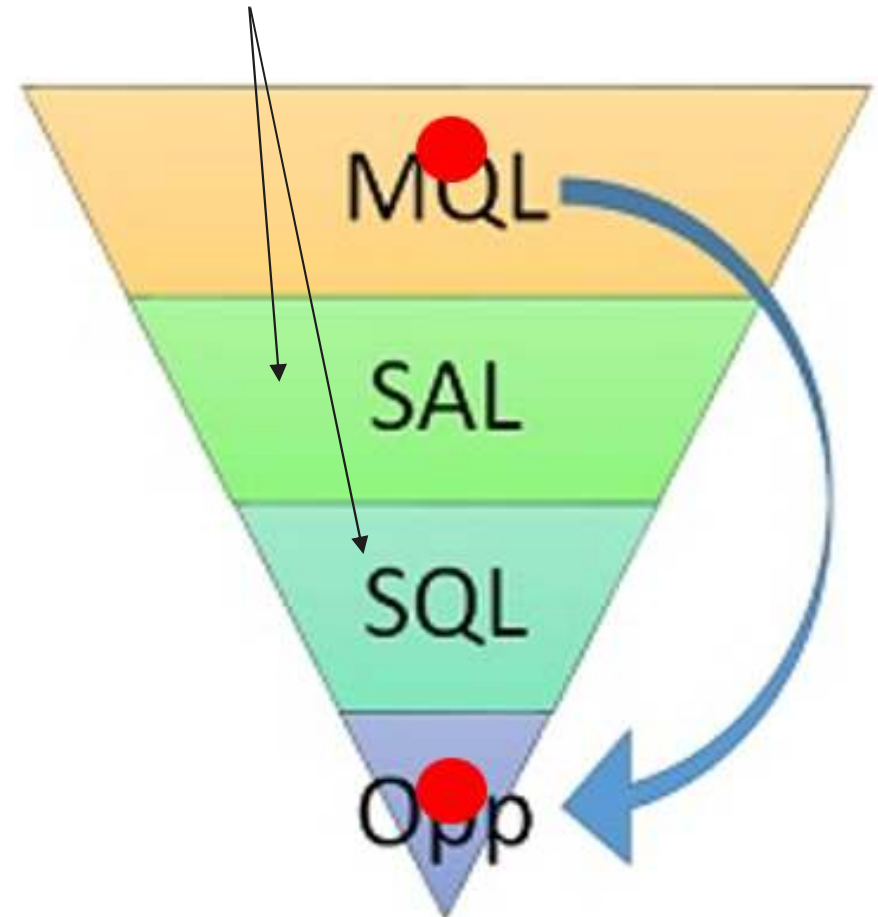
The Reading Railroad technique enables a waterfall analysis made popular by Sirius Decisions.

It assures that every lead gets credit for passing through the previous stages. The process simplifies funnel conversion rates analysis.

Figure 1 – Fast Tracked Lead

Each stage receives credit even though it was skipped.

Just like a player gets credit for passing GO when the Reading Railroad Chance card is selected.



Step 4 - The Reading Railroad (Con't)

How to Deal with Fast Tracked Leads?

1 - Change Data Value

Choice 1 ▾

If: Inquiry Date ▾ is empty ▾

Attribute: Inquiry Date ▾ New Value: {{system.date}}

Default Choice

Attribute: Do Nothing ▾ New Value: Enter date...

2 - Change Data Value

Choice 1 ▾

If: MQL Date ▾ is empty ▾

Attribute: MQL Date ▾ New Value: {{system.date}}

Default: Choice

Attribute: -- Do Nothing -- ▾ New Value: Select...

3 - Change Data Value

Choice 1 ▾

If: TAL Date ▾ is empty ▾

Attribute: TAL Date ▾ New Value: {{system.date}}

Default Choice

Attribute: -- Do Nothing -- ▾

Figure 1 – This is an example of Splash’s TAL lead lifecycle campaign. When a lead becomes a TAL, the campaign looks at the previous stages. If the dates are empty, the campaign gives credit to each stage by filling in TODAY’s date.

How?

Translating this to Marketo, this technique is **required in every lifecycle campaign** if an organization is going to use this method.

1. Whenever a lead gets date stamped, set up the campaign to look at the dates of previous stages. If a previous stage’s date is BLANK, stamp it with today’s date. See *Figure 1*.
 - In effect, each stage is like GO so the lead gets credit for passing through as it skips to the next stage.
2. Do this for all stages.
3. When the process is complete, **backfill dates** for existing inventory. This process is tricky and can require a lot of heavy lifting.
 - **Easiest.** The easiest thing to do is to use TODAY’s date. For example, if leads are currently sitting as MQLs, backfill the *MQL Date* and the dates of all other previous stages as today.
 - **Hardest.** Become a math scientist and figure out exactly when dates would have changed, assuming the new process was in place six months ago.
 - **Middle Ground.** I’d recommend trying to find a middle ground, for example, organizations could populate *Inquiry Date* with the *SDFC Create Date* if that data is available. Otherwise, use TODAY’s date.

Step 5 - The Play-Doh Technique

Improvise a Little

Although it is not commonly known, Play-Doh was originally invented in the 1930s as a wallpaper cleaner. However, the company struck it rich with a completely different application.

Let's Apply the Play-Doh Model to Marketo.

Marketo developed programs a few years back and came up with the concept of a *Program Status* so marketers can see the status of where someone sits within a program. For example,

- Has someone registered or attended a webinar?
- Has someone filled out a form for a demo?

This Play-Doh Technique leverages that feature to measure something **completely different** — Lifecycle Success. One could argue Marketo should add a separate status to measure the Lifecycle Status. If you agree, vote on it in the Community (<https://nation.marketo.com/ideas/2905>).

In the meantime, Marketo built the statuses to measure one thing and the Play-Doh technique enables marketing professionals to measure something else--Lifecycle Success.

Why is this Step Important? Using this technique, companies can easily see how leads are progressing through the funnel on an individual program level.

There are some pros and cons of this technique so make sure to review page 23. This is one technique where Splash and Dyn decided to go in separate directions.

Ever get the question, “How many MQLs came out of the last trade show?” That answer isn’t always easy to track down.

The Play-Doh technique simplifies this process to get marketers that answer in 30 seconds.

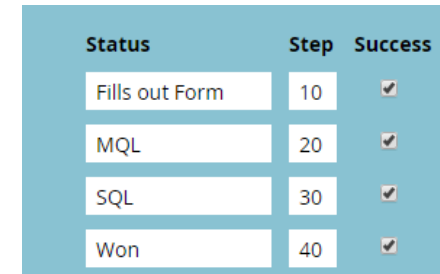


Step 5 - The Play-Doh Technique (Con't)

Improvise a Little

How?

1. **Decide what high level successes** you want to track at the program level.
 - Splash decided on MQL, SQL and Won.
2. **Go to the tags section** within Marketo Admin and edit the tags to also include those Lifecycle Statuses. See *Figure 1*.
3. **Add lifecycle listening campaigns** to your programs. Add listening campaigns to your programs just like you would normal program progressions. If someone hits one of those stages and the person is a member of the program, the campaign will adjust their progression to show the funnel success. See *Figure 2*.
 - **Advanced tip.** For greater granularity, add a time element to the trigger so only recent programs get lifecycle credit.
 - **Trigger without time example.** *Lead Status* changes to “MQL” and Member of Program = XYZ.
 - **Trigger with time example.** *Lead Status* changes to “MQL” and *Progression Status has Changed* to Filled out Form within last 30 days.
4. **Review Results.** Lastly, review the results. The great pro of this technique is that organizations get a program level view of funnel success with the click of a button. See *Figure 3*.



Status	Step	Success
Fills out Form	10	✓
MQL	20	✓
SQL	30	✓
Won	40	✓

Figure 1

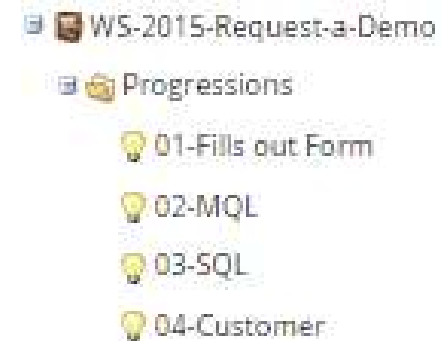


Figure 2



Members by Program Status	
Fills out Form: ✓	3,675
MQL: ✓	475
SQL: ✓	2,475
Customer: ✓	974

Figure 3

Step 5 - The Play-Doh Technique (Con't)

Review Pros and Cons

The Best of Both Worlds – Acquisition and Influence Insights

The Play-Doh technique provides organizations with the ability to easily measure how programs are impacting the funnel.

The Play-Doh technique offers **both acquisition and influence insights**. For example, if a lead attends multiple webinars and later turns into an MQL, each of those webinars will receive credit to show that each helped move the lead to MQL.

Need to know which webinar started the MQL? **Filter by acquisition program** to identify the first touch.

A Couple of Caveats

Let's discuss some caveats to the Play-Doh technique. One caveat to this approach is the **loss of some visibility into historical membership**, such as Attended and Registered. Once someone moves beyond one of those statuses, there is no pretty Marketo report to show those statuses.

However, there are **workarounds** where organizations can develop lists or Salesforce campaigns to track historical program statuses like Attended or Registered. For example, Splash has created child Salesforce campaigns to track specific membership.

The Play-Doh method is also a **major system change**, so companies with a mature Marketo instance will feel some pain during the transition.

Which is Right for Your Organization?

Companies have to decide **which is more important...**

- Lifecycle status success? OR
- Historical program analysis?

We recommend the Play-Doh technique when companies value the lifecycle success model and have a relatively new instance.

Because Splash was a new instance, it chose the Play-Doh model and lifecycle success. On the flipside, Dyn chose to stay with the traditional program status model (for now) because a change would disrupt its very advanced instance.



PROS & CONS

Step 6 - The Turnstile Counter

Set the Foundation for Waterfall Analysis

At a sporting event, there is a simple way to inventory how many people are in the stadium. Count how many people have gone through the turnstile.

Applying to Marketo

Using this method, businesses can tally up the lifecycle stages in much the same way—once a lead has moved through to a stage, it can never go back.

Using custom Smartlists, marketers can count the leads by counting the number of stage dates that are NOT empty.

Why is this Step Important? At first glance, one may wonder why these Smartlists are needed. These Smartlist will plug into Marketo reports and serve as the foundation for waterfall analysis.

Tying Steps Together

Remember the Reading Railroad technique in step 3? That step ensured that the date is stamped even if a lead skipped stages—thus, all fast tracked leads are accounted for. The Reading Railroad enables the turnstile to count the number of leads that have passed through each stage.



Step 6 - The Turnstile Counter (Con't)

Set the Foundation for Waterfall Analysis

How?

1. **Create a folder** in the Lead Database called Revenue Stages or something similar. See *Figure 1*.
2. **Create Smartlists** that show the entire funnel.
 - Use this simple rule: Lifecycle status date **is not empty**. This tells us that the lead is sitting in that stage or has sat in that stage in the past. See *Figure 2*.

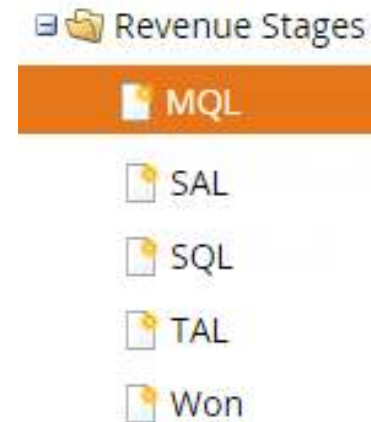


Figure 1

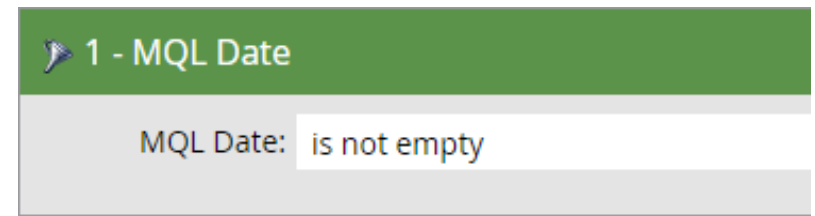


Figure 2

Why not the add the Smartlists to the lifecycle program?

Learn through our mistakes. These Smartlists are designed so they display top reports. If the lists live under the lifecycle program, Marketo will prepend the lifecycle program name to the Smartlist name. The end result...the name won't fit in the column properly. See page 28 for example.

Gain Insights to Drive Your Business

Reports and Analytics

So you have done all the hard work. Now it's time to start seeing the fruits of the labor. Let's bring in the reports.



Analyze the Funnel Metrics - Setup

Gain Insights into Funnel Conversions

The standard Marketo reports enable organizations to gain insight into their funnel conversions.

What's great...You get this insight with the **out-of-the-box** Marketo Lead reports.

How?


1. Go to the **Analytics section** in Marketo and clone an existing Lead Performance report.
2. In the Setup tab, choose **Group Leads by** to choose how to rollup the leads. The below example uses the *MQL Date* based on the dates created in the The Stamper method (Step 3).
3. Bring over the **Custom Column** Smartlists created in Turnstile Counter (Step 6). Put them in the order of your funnel.


Funnel Report QuarterReportSmart ListSetup

New ▼Report Actions ▼EditDelete

T...	Name	Value
------	------	-------

Settings

Group Leads byMQL Date (Quarters)

Custom ColumnsMQL, SAL, TAL, Won, SQL, Opps

Analyze the Funnel Metrics - Reports

Gain Insights into Funnel Conversions

Great Flexibility

MQL by Create QTR and *MQL by Generated Source* reports are just two examples of the insights gained.

Marketers can add any criteria across the left hand column to get funnel metrics based on Industry, Lead Owner, Geo or any other lead level field.

How Did We Get Here?

Remember those lifecycle status Smartlists that were created in the Turnstile Counter (Step 6)?

When we use those Smartlists as custom columns across the top of the lead reports, we get a great matrix report that provides funnel insights for anything lead related.

MQL Create QTR	Smartlist Custom Columns				MQL-to-Won
	MQL	SAL	SQL	Won	
Q4	2500	2000	450	150	6%
Q3	2000	1800	400	100	5%
Q2	2150	1760	250	85	4%
Q1	2670	2456	250	72	3%

Figure 1. MQL by Create QTR

In this example, we see great improvement of MQL conversions from Q1 to Q4. If everything else is the same, an organization just doubled Sales with the same marketing spend.

Generated Source	MQL	SAL	SQL	Won	MQL-to-Won
Sales Gen	3500	3000	900	250	7%
Marketing Gen	7500	2300	675	234	3%

Figure 2. MQL by Generated Source

Leveraging the It's a Girl technique, this example shows that Sales is closing its own leads twice as well as Marketing Generated leads.

Analyze Program Success - Key Reports

At-a-Glance Program Analysis

When a CEO asks how many deals did a program influence, that number is **available in 30 seconds.**

How Long Does it Take to Attain These Numbers Today?

If these key performance insights are important to your organization, investing in the Play-Doh method is a route to consider.

How?

When the lifecycle progressions were setup using the Play-Doh technique (Step 5), we now get great at-a glance stats on programs.

Demos Driving Revenue

In this example, the analysis does not stop at Fills out Form.

We see that nearly 4,000 progressed to MQL or greater with 974 of them turning into revenue.

For a company with an ASP of \$5,000, that's about \$5 million in influenced revenue.



Figure 1 – Demo Download Example

Analyze Program Success - Key Reports

How does Your Marketing Investment Impact the Funnel?

Program Funnel Analysis

Taking it a step further, one can compare programs to see which is the most cost effective for driving leads to revenue.

Diving into the below fictitious example, it is clear that CES outperforms all events when it comes to name capture at 1184.

However, when cost per deal is broken out, that number is **three times higher** than the others.

This type of insight can help businesses decide where to invest for future trade shows. Maybe it's time to reinvest in another event.

How?

The Play-Doh technique sets up program level reports to compare lifecycle success from one program to another.

Program	Attended	MQL	SQL	Won	Total Member	Total Cost	Cost Member	Cost Per Deal
TS-2015-Q2-SXSW-Austin	756	243	42	12	1053	\$40,000	\$38	\$3,333
TS-2015-Q1-TheRiver-LA	243	102	30	10	385	\$35,000	\$91	\$3,500
TS-2015-Q1-CES-Las-Vegas	1024	120	31	9	1184	\$100,000	\$84	\$11,111
TS-2015-Q1-MarTec-SanFran	245	100	35	7	387	\$25,000	\$65	\$3,571

Figure 1 – Comparison of Events. This is a standard Lead Performance report that has been exported to excel for additional calculations.

Provide Insights to Sales Team

Expose Data in Salesforce

What Good is Marketing Intelligence if it Only Lives in Marketing?

Get Sales involved by sharing success and areas for improvement.

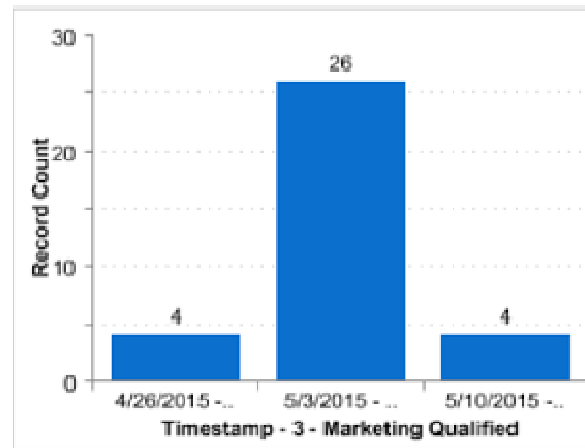
How?

Leverage the status date fields to build an array of **dashboards, reports and lead queues** within the CRM.

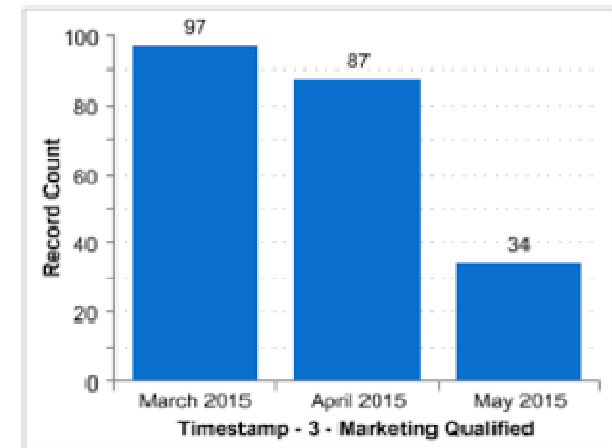
Data from Marketo instantly feeds into the CRM to provide Sales with visibility into the funnel.

This dashboard comes courtesy of Pierce Ujjainwalla from Revenue Pulse.

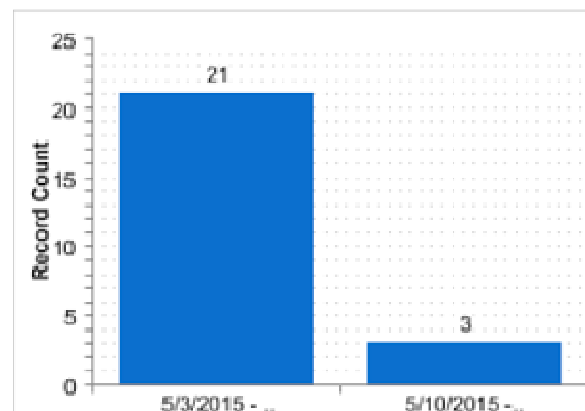
Marketing Qualified Leads (by Week)



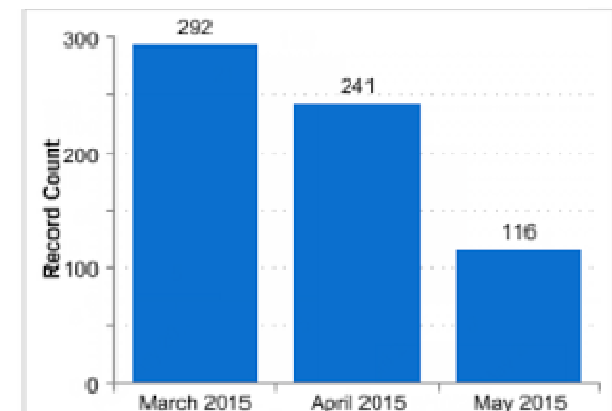
Marketing Qualified Leads (By Month)



Overdue Marketing Qualified



Sales Qualified (By Month)



Key Data: Status Date Fields

Whether it's *MQL Date* or *SQL Date*, use these status fields to drive aging and inventory reports.

Limitations of 80/20 Funnel

A Few Things to Consider

The 80/20 Funnel model brings together various elements to help organizations **get to value quickly**.

Like any model, there are a few limitations:

No Multi-Path Analysis.

This is real advanced but the model doesn't allow for multi-path analysis--the 80/20 Funnel model is more linear to support waterfall analysis

For example, the model doesn't do well analyzing how a lead goes from MQL to TAL to Disqualified to MQL. Many companies find they don't require this level of detail.

No Success Path Analyzer Reports.

Marketo has some nice Success Path analyzer reports. This 80/20 Funnel model doesn't support that.

Not a Data Warehouse.

A data warehouse enables deeper insights by providing more historical analysis. Marketo's Revenue Cycle Analytics (RCA) solution offers this deeper analysis.

Working with Historic Data is Not Easy.

However, this issue is inevitable with any other model.



Summary

Repeatable, Predictable, Reportable

The 80/20 Funnel model offers powerful results without a complicated model. It is a great way to gain insights on a business to make it more predictable and reportable.

Path to Success

- **Easy to get going** in 30 - 60 days if starting from scratch
- **Great insights** without maximum effort
- **Ability to pick and choose** what makes sense for your organization

Future

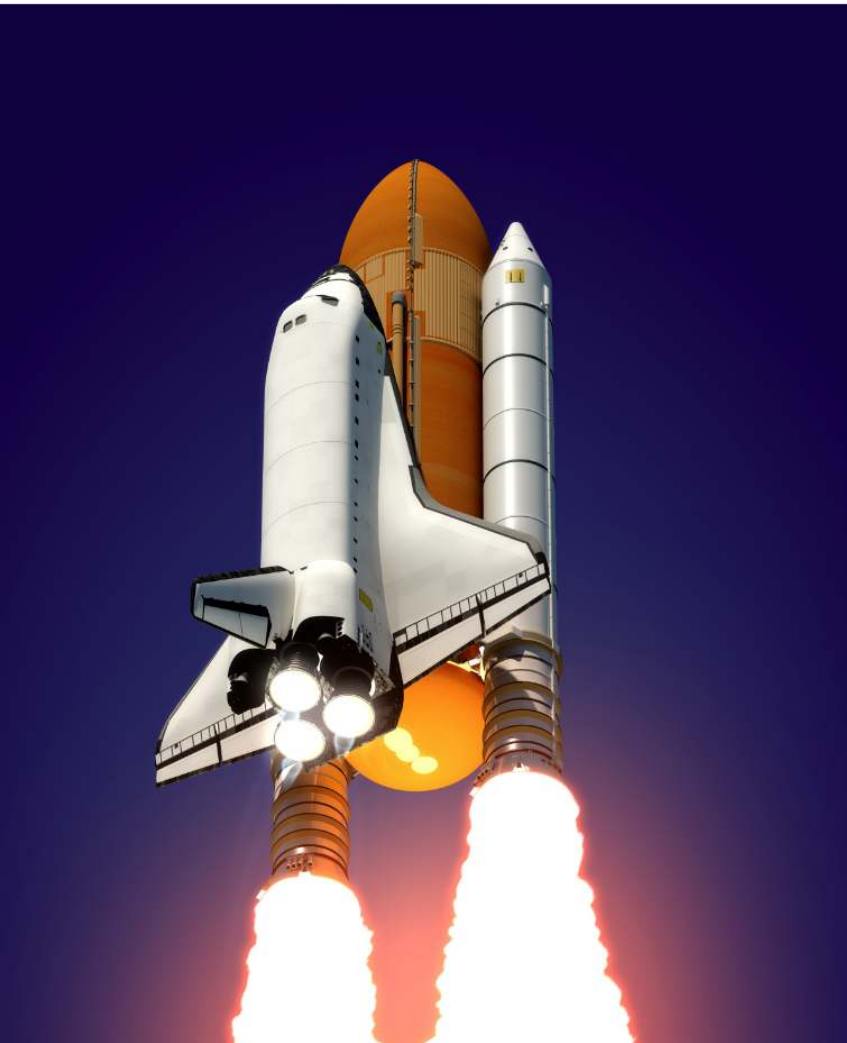
The 80/20 Funnel model is a stepping stone to more advanced models using Marketo Revenue Cycle Analytics.

To get super insight, consider leveraging the RCA model which is covered in the BONUS section.



Would You Build a Rocket?

RevEngine Marketing can Help Build Your Engine



Don't Build a Rocket

If you had directions to build a rocket, would you build it? Let the experts help so your organization can avoid the hidden landmines associated with any major project.

This guide provides you with many of the recipes for attaining lead lifecycle success. Use as many as you can.

However, many organizations do not have the internal resources or expertise to make a lead lifecycle a measurable reality.

Get Started Today

No Risk Funnel Analysis

We'll start out with a small engagement to assess your funnel.

- **Email:**
info@revenginemarketing.com
- **Web:**
www.revenginemarketing.com

Let RevEngine Marketing Help

Our experts can step in and help your organization with everything from strategy to execution.

Lifecycle Strategy

- Sales and Marketing Alignment Workshops
- No Lead Left Behind lead lifecycle development
- Funnel vision for 2X growth

Funnel Execution

- RevEngine Marketing can help make your lead lifecycle a reality
- Customization of the six steps to your company's needs
- Development within Marketo

Insight and Analysis

- Strategy on top KPIs
- Development of reports
 - Management
 - Execution
 - Troubleshooting

Introduction to Revenue Cycle Analytics (RCA)

BONUS SECTION

For Marketo customers that want to go beyond the insights covered in the 80/20 Funnel method, Marketo has RCA (See 80/20 Funnel limitations on page 32.).

RCA is essentially a data warehouse that provides organizations with advanced historical analysis. The solution is an add-on purchase option for Marketo customers.

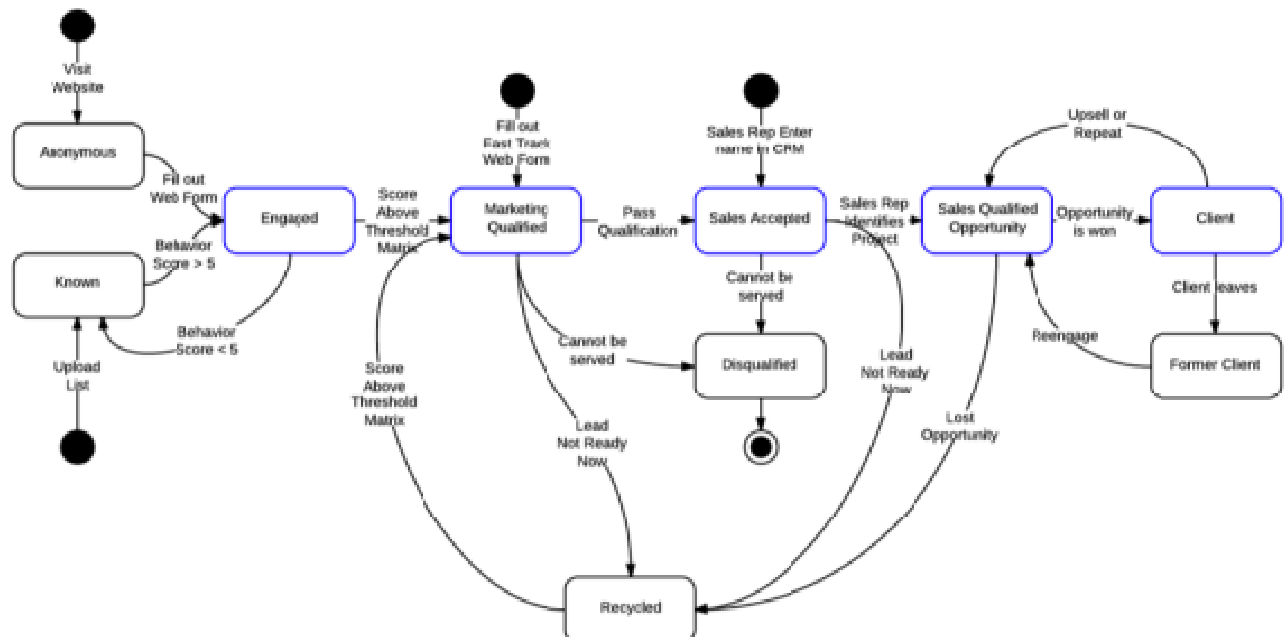
Benefits include:

- Historical analysis
- Additional reporting capabilities
- Multipath analysis
- Access to Success Path analyzers

The good news is the 80/20 Funnel method is a **stepping stone** to RCA—most of what is developed in the 80/20 Funnel method is transferable to RCA.

Bonus Section Contributed by Josh Hill of Marketing Rockstar Guides.

If you frequent the Marketo community, you'll recognize Josh as one of the top contributors. Josh shares some of his insights on RCA within this section.



Design the Revenue Cycle Model Draft

BONUS SECTION

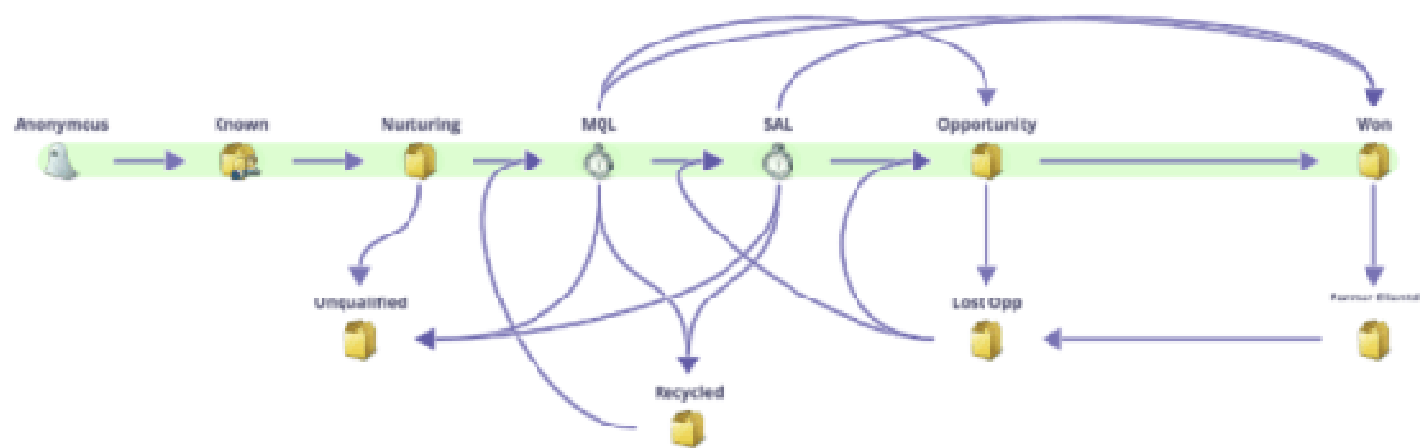
The Model Builder

There are two steps to building this draft.

- **Step 1:** Convert the flow chart into the RCA draft image. This is fun and easy to do by going to Analytics > RCA> New Model Draft. Do whatever you want at this point. There are no consequences in Draft mode.
- **Step 2:** Place the transitions and rules into a table as shown in *Figure 1*, preparing for the campaigns you need to drive the Stage changes.
- **Step 3:** Build the Program and Campaigns to manage the Stages. Remember, this structure was setup as part of the Give this Stuff a Home technique on page 14.

Campaign NameLink	Smart List	Flow Steps	Schedule	Notes
00 – New Lead to Known	Lead is CreatedRevenue Stage=AnonymousIs Anonymous=F	Change Data Value: Lifecycle Stage=KnownChange Revenue Stage to Known	Once	This is once because the lead can never go back to Anonymous.

Figure 1



Ingredients to Get You Started

BONUS SECTION

Within this scope of this eBook, it is not possible to show everything needed to run the lifecycle system and RCA flows.

However, here are few ingredients to keep in mind:

- Map out scenarios involving existing SFDC Leads and SFDC Contacts.
- Include the MQL fast tracks for free trials or Contact Us forms.
- Include detours and other exceptions.
- Make sure you add flow steps to stamp dates of stages.
- Use the lead lifecycle to also manage your SFDC sync and other necessary data stamping during creation.



Test the System

Leave Ample Time for Trial

Testing and troubleshooting warrants its own eBook, but do take the time to test. In simpler models with a typical small business or tech startup, the data you have should be fairly simple.

Enterprises with multiple objects and different Opportunity Types may find this the most challenging part of the setup. Be sure to get this right so that your reports are accurate.

Quick Testing Tips

Map out basic scenarios such as Known to Won, MQL to Recycle, etc.

Create a series of leads with unique email addresses and put them in a grid with the scenarios you plan to use along with the actions you must take in the ideal situation.

Make notes on whether the test leads achieved the desired result or if they failed. Investigate failures.

Wait for the Data

Once you switch everything on, it takes about 2-3 months before you should rely on the data for decision-making. The reports will spike on day one when you push everyone into the stages.

Then you might find you missed a scenario that has to be fixed. Thus, take your time to reach a level of data quality that is reliable for the CMO to present to the Board.

BONUS SECTION



Start Reporting to Achieve the Vision

Gain Advanced Insights

BONUS SECTION

Once you have the data, you can report on it, achieving the vision you were sold so many months ago. Here are a few example reports and tips as you go beyond the vision.

Marketo’s Success Path Analyzer is one of the visionary lead funnel reports we all like to see. Keep in mind it is only looking at the green “success path” on the RCA. It does take some time for this data to even out.

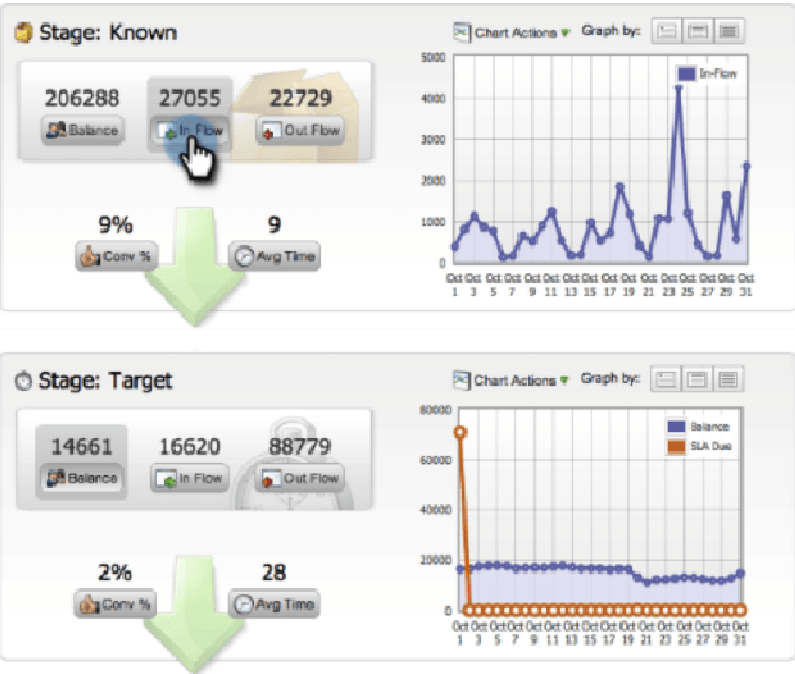


Figure 1 - Success Path analyzer provides graphical view of lifecycle success.

		Month		
		2010 December	2011 February	2011 April
Stage	To Stage	Conversion Ratio (All Types)	Conversion Ratio (All Types)	Conversion Ratio (All Types)
Known	Engaged	75.00%	44.44%	40.00%
	Prospect	0.00%	33.33%	0.00%
	Lead	0.00%	11.11%	0.00%
	Oppty	0.00%	5.56%	0.00%
Engaged	Prospect	100.00%	50.00%	0.00%
	Lead	0.00%	25.00%	0.00%
	Oppty	0.00%	12.50%	0.00%
Prospect	Lead	30.77%	42.11%	0.00%
	Oppty	15.38%	21.05%	12.50%
Lead	Prospect	0.00%	0.00%	20.00%
	Oppty	44.44%	40.00%	0.00%
Oppty	Lead	0.00%	0.00%	6.25%
	Won	38.46%	0.00%	0.00%
Won	Prospect	0.00%	6.25%	0.00%

Figure 2 – Stage report gives insight on how leads are moving around the funnel.

What to do with All of this Data?

The next step is to take action. Early on, I caution you to take one action at a time to impact one aspect of the funnel.

If you are interested in accelerating the time from Known to MQL, come up with nurturing programs to do just that.

Once you have this data, you can answer some of the questions we posed earlier. Another consideration is to make a decision based on benchmarks, usually from inside the firm, but sometimes outside.

Once you have this rolling 12 month average, you can decide if your current month's data compares favorably or poorly.

Avoid the temptation to pull the other levers all at once, lest you end up with a lot of activity and little to show for it.

Perhaps one way to keep your team in check is to remind everyone that **success will appear on your resume,** while befuddled numbers will be obvious to the next hiring manager.

