



EXPERIENCE MAKERS^{LIVE}





How to become a Revenue Focused Marketer by aligning with Sales

Nick Flude | CMO, Secure Code Warrior

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EXPERIENCE MAKERS LIVE

Introducing the speakers...



Nick Flude

Chief Marketing Officer
Secure Code Warrior



Kieran Franklin

Principal Solutions Consultant
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MARKETING
SALES

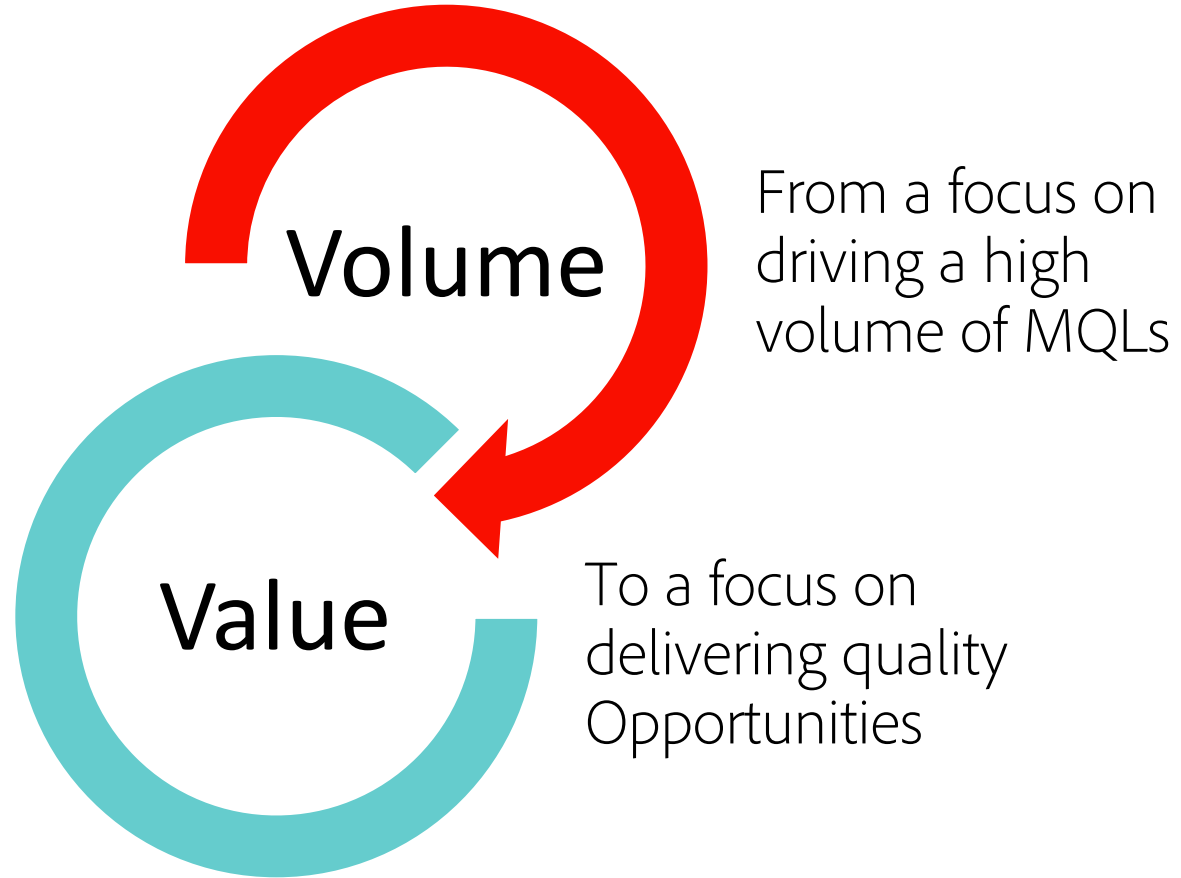
The image features two interlocking metallic gears. The gear on the left is inscribed with the word 'MARKETING' and the gear on the right with 'SALES'. Both words are in a bold, sans-serif font, raised from the surface of the gears. The gears are set against a background of soft, out-of-focus light rays in shades of blue and white, creating a sense of motion and interconnectedness.



40%

A thick red circular arrow curves from the top right towards the bottom right. In the center of the arrow's path, the text '40%' is written in a bold, red, sans-serif font. The arrow and text are set against a light, hazy background.

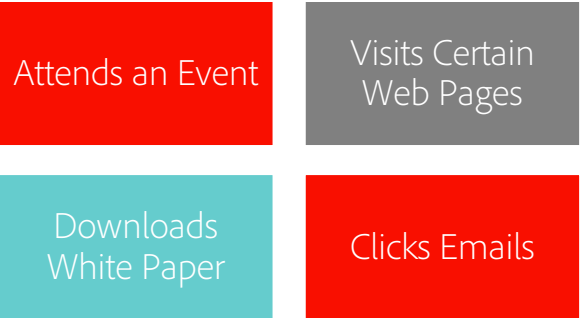
A fundamental shift in expectations ...



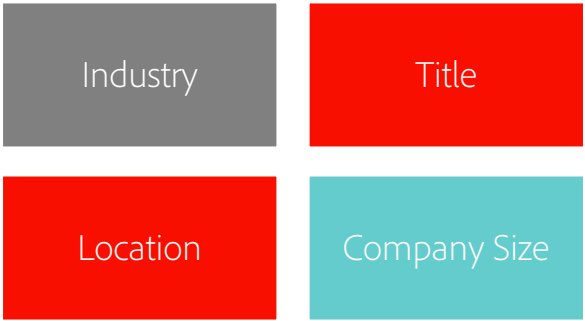
A focus on the generation of lead value ...



Behavior & Engagement

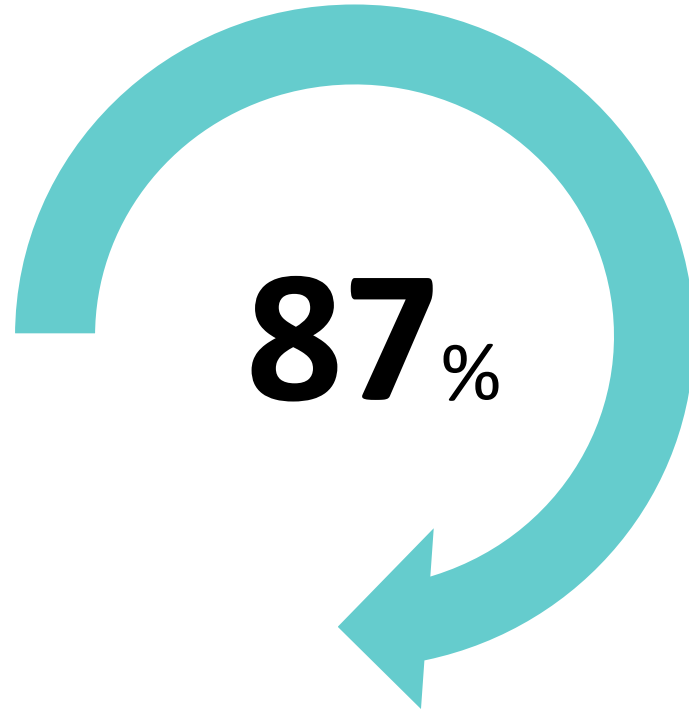


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Demographic & Firmographic

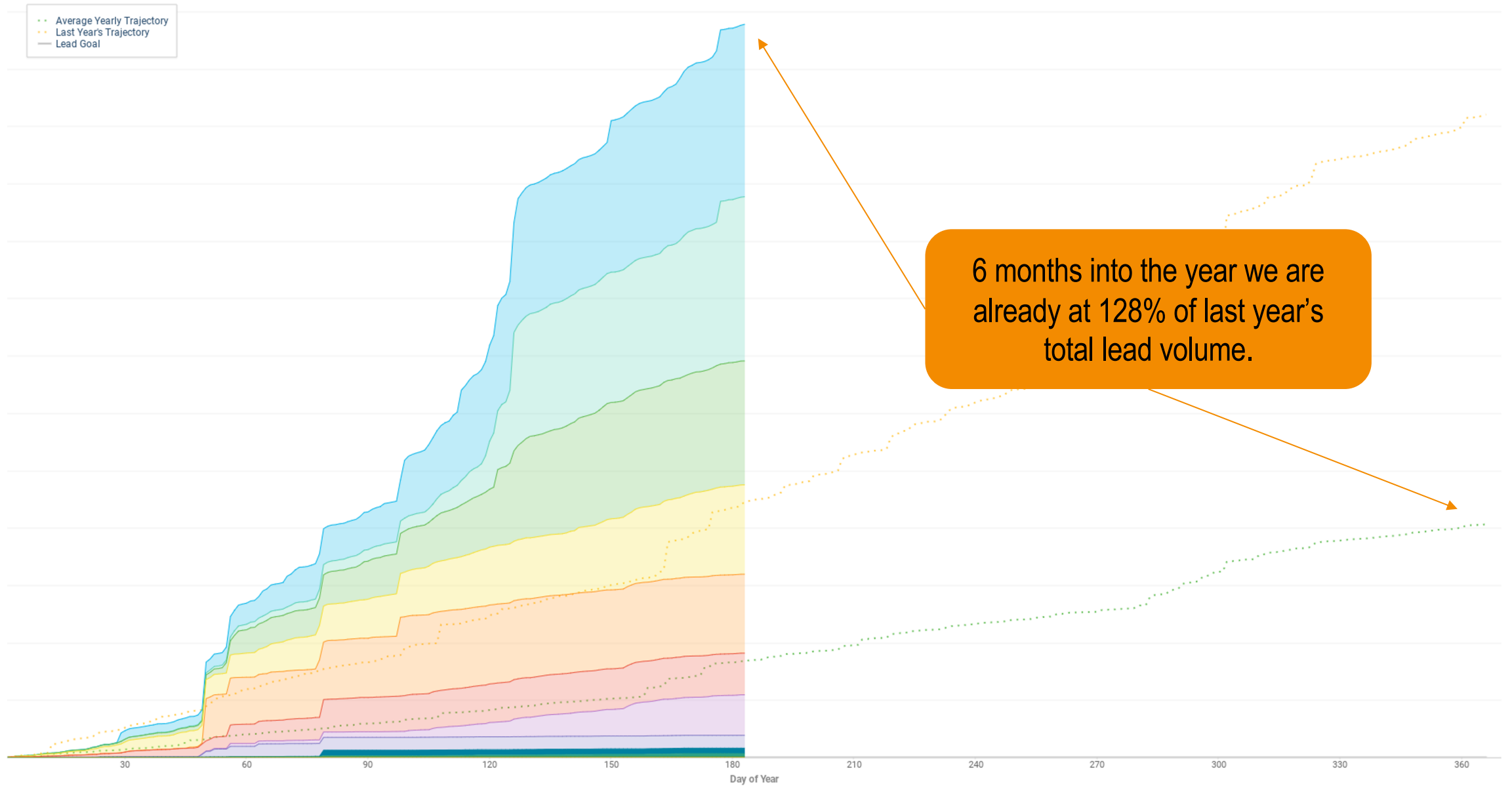
Yet still most organisations don't have alignment ...

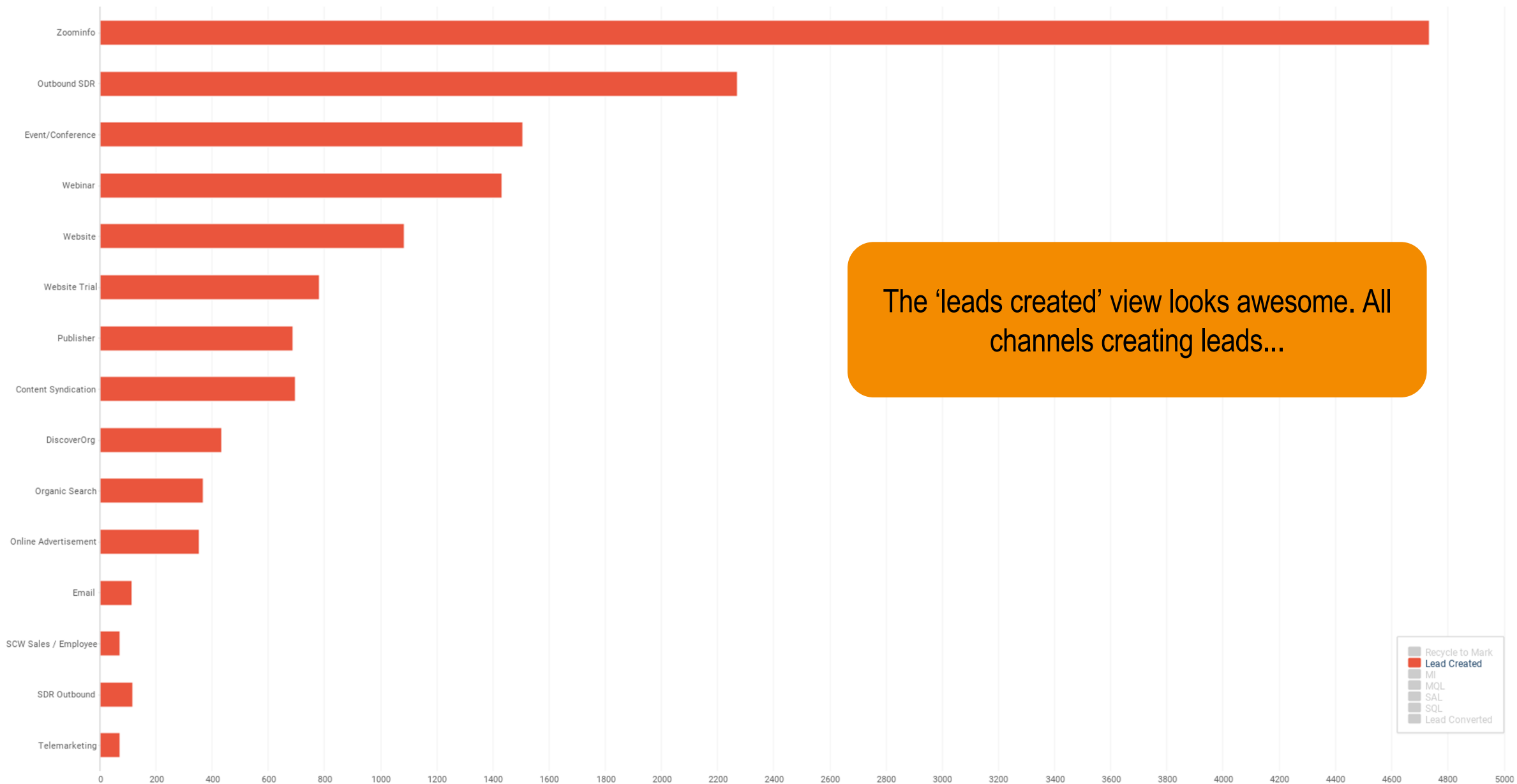


Let's talk about an organisation that's getting it right ...

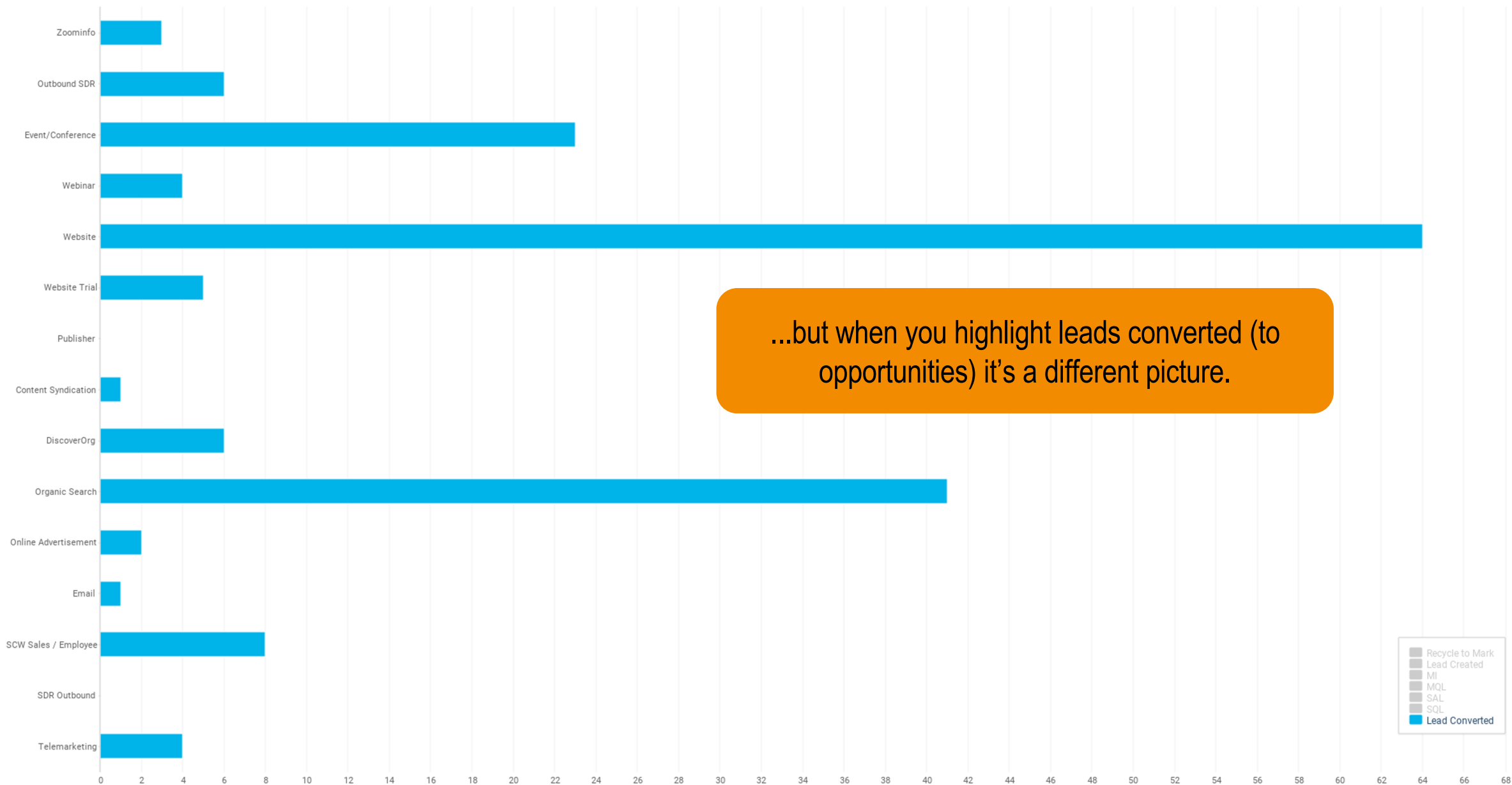


Marketing Team Objective: To be the engine for qualified pipeline growth and market thought leadership in order to win, retain, and grow customers - and make that easier in the future by building a great brand.



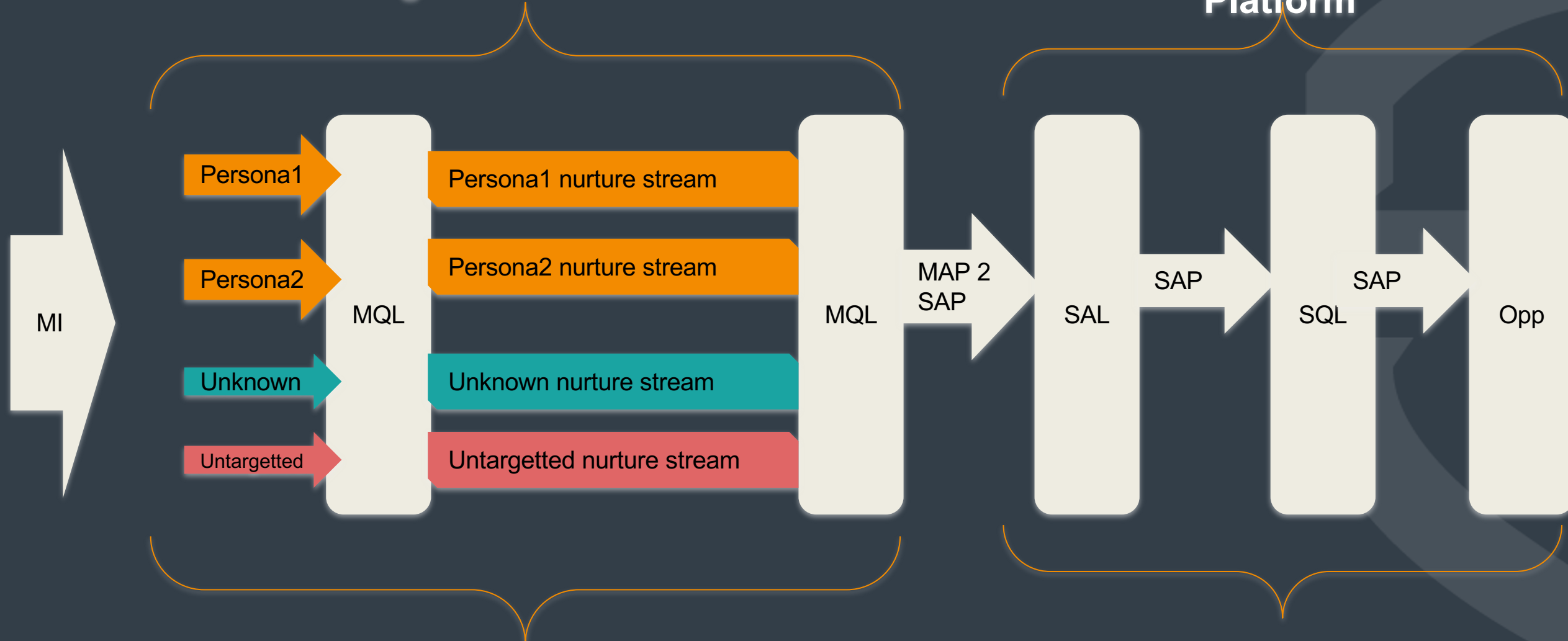


The 'leads created' view looks awesome. All channels creating leads...



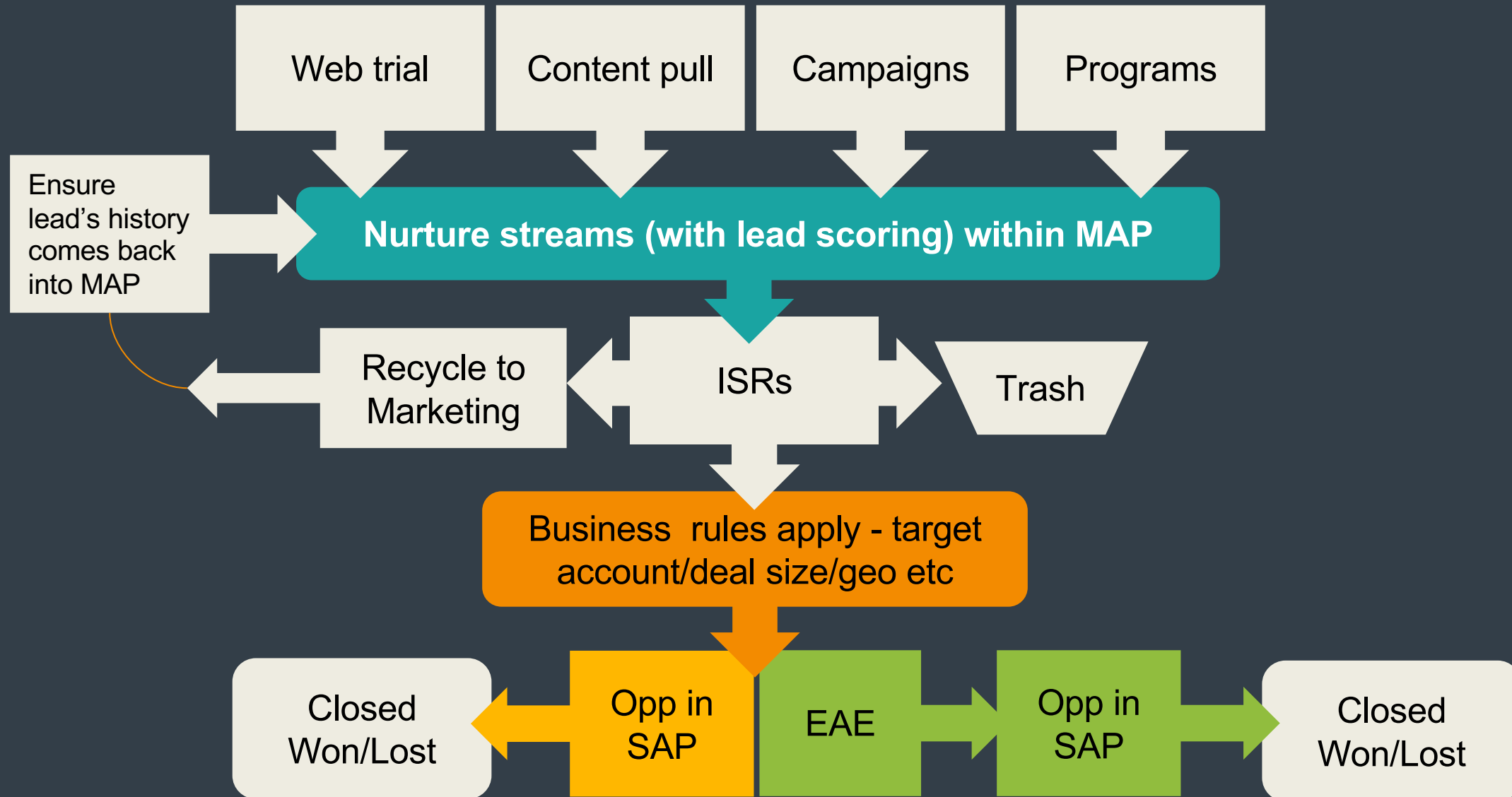
Sales Automation Platform

Marketing Automation Platform



MI=Moment of Interest, MQL = Marketing Qualifying Lead, SAL = Sales Available Lead, SQL = Sales Qualifying Lead

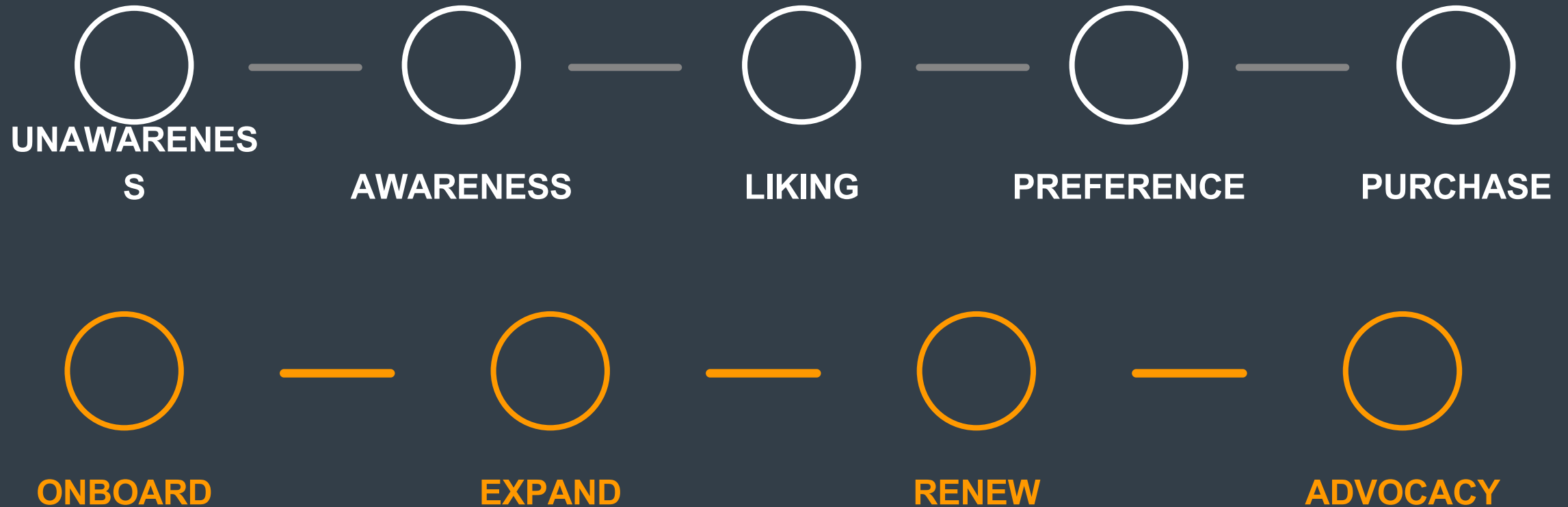
Inbound Lead Flow



Example Lead Scoring

Activity	Score	Decay	Score
Download Corporate Content	30	Decay-Inactive 60 Days	-30
Download Gated Content	20	Decay-Opportunity Lost	-50
Email-Link Click	10	Decay-Student	-100
Email Open 2+	10	Decay-Status-Disqualify Forever	-100
Form Contact Us	100	Decay-Visit Career Page	-100
Form Demo	100		
Form Website Trial	50		
Social Post Interaction	10		
Web Page visit 5+	10		
Web Page Contact Us	10		
Web Page Demo	10		
Web Page Pricing	10		

Extending our Buyer's Journey to our Customer's Journey





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Session Key Takeaways ...

- An effective LMS is predicated on a recognised need to pivot Marketing focus from Lead Volume to Lead Value
- Alignment between Marketing and Sales is the largest opportunity for improving business performance
- A successful LMS continually reinforces the alignment between Marketing & Sales at every stage of the funnel





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