Enterprise Mass Media Co.

The Path to Better Marketing Planning and Measurement

Annual revenue: *>$10B*

Size of marketing team: *300*

Title of key stakeholders: *CMO, VP of Marketing & Demand, Director of Marketing Analytics, Marketing Systems Consultant*

Implementation time: *30 days*

Key elements of marketing stack: *Salesforce.com, Oracle Eloqua, Workfront*

Marketing organizations – like people, in general – often find themselves caught in the trap of chasing the quick fix, the one thing that will help produce better marketing results. Trying a new product, experimenting with a new channel, outsourcing some key tasks – these types of initiatives may pay off in small doses, but normally the results aren't what you'd really hoped for.

The bigger fix, the one that requires really making a larger systemic change for the better, that's a bit harder to implement. But if you put in the work, it pays off.

When an enterprise information company came to Hive9 ready to do the work of starting from the bottom up to make a bigger fix, we were ready to help. They didn't just want to bring a new product in and hope for the best, they wanted to create a new, better organized system for marketing that made it possible to both see the big picture of how their efforts were paying off and also move quickly to make the changes for better results.

Step 1: Getting Started

Before you can really get moving with a marketing performance management solution, you need to determine your goals. Hive9 can help with this process using proven methodologies.

- **Goal 1: Orchestrate and integrate the marketing technology stack.** Having a heterogeneous marketing technology stack that includes Oracle Marketing Cloud, Salesforce.com and Workfront, the customer wanted to eliminate the manual processes that were required to create and measure campaigns in all of their systems.

  Existing processes were error prone and required too much manual effort. The marketing operations group had to manually create campaigns in the marketing execution systems and the interface to the creative services group took too much time and involved too many people. The company believed that by creating automated processes to orchestrate and instrument their systems they could save money and get their campaigns to market quicker.

- **Goal 2: Connect budgeting to the marketing plan.** It's easy to lose sight of just how much your marketing activities cost. The company wanted to do a better job seeing the details of what particular activities and efforts were costing in comparison to what they brought in.

- **Goal 3: Develop a better overall framework.** Instead of ad hoc planning, this company wanted to create a clear framework that ensured all their marketing activities were connected and tied back to their larger goals. They wanted to use the SiriusDecisions campaign framework and demand waterfall model to help organize their marketing planning.

- **Goal 4: Produce clear forecasts and reports that measure marketing's impact on revenue for each stakeholder.** Some of the largest enterprise companies out there are still sharing marketing data in spreadsheets sent as email attachments. This company was ready to do better. They aimed to create reports that provided a visual representation of the marketing analytics that were relevant to each stakeholder. They wanted to see which marketing activities were really helping contribute to the bottom line and better predict the results of marketing activities in the coming quarters and year.

Hive9 has a unique combination of features that the company felt confident would help them meet these goals.

- **Marketing calendaring** that provides one comprehensive view of all marketing activities across segments, but also allows you to focus on specific categories within the global view, such as the activities related to a specific persona, geographic region, or tactic type.
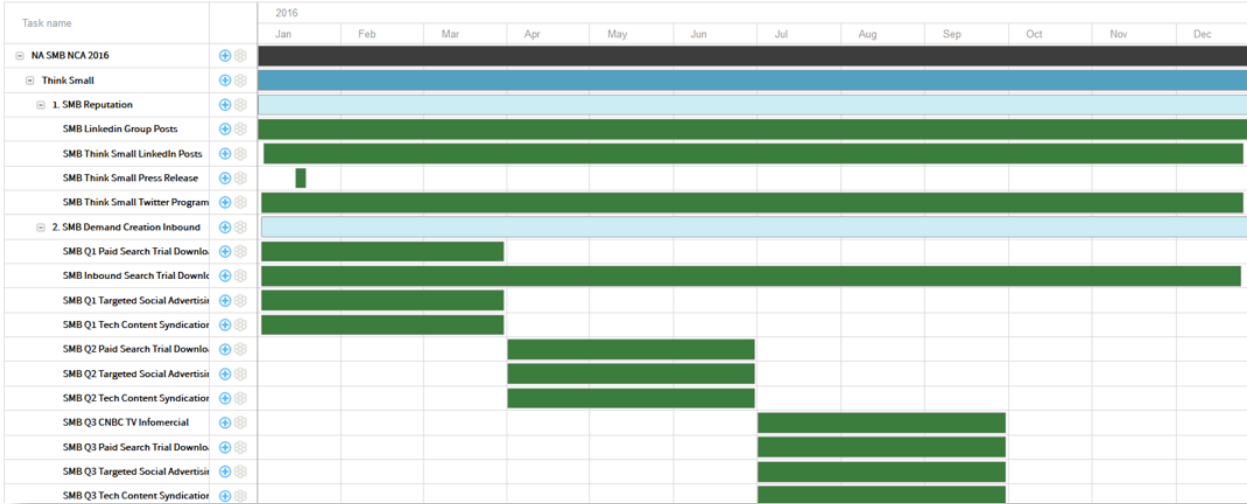
- **Waterfall metrics tracking** that makes it easy to compare your demand waterfall results against either standard benchmarks or goals based on past performance.
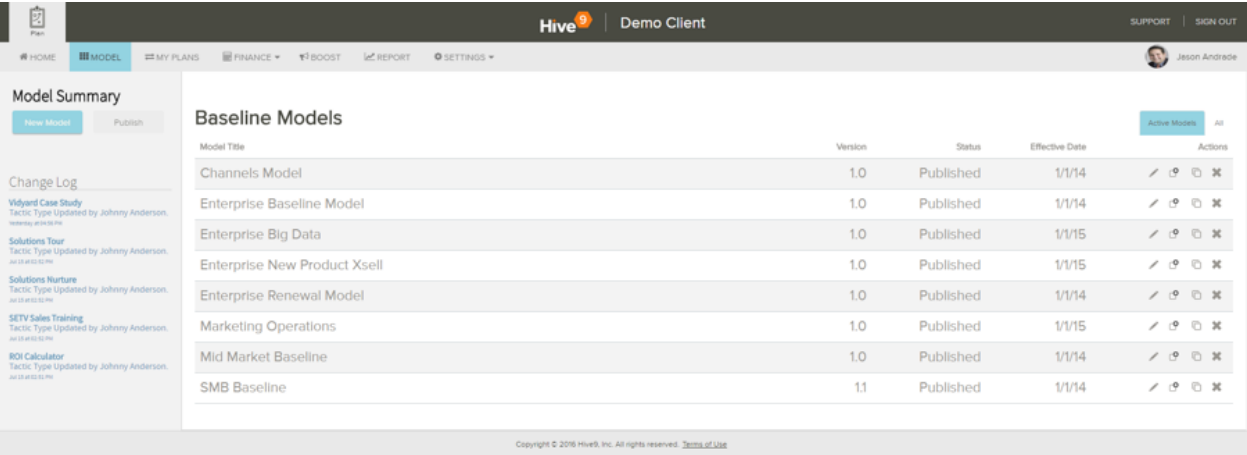
- **A detailed budget view** that makes it easy to see where your budget is actually going and make sure your spending is aligned with your goals.
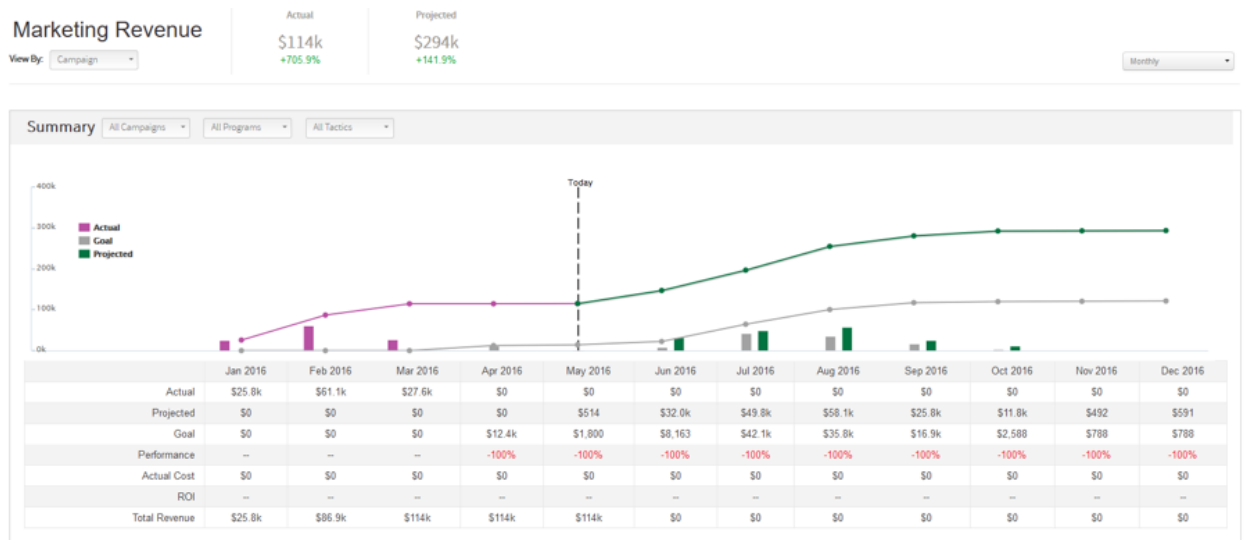
Enterprise Mass Media Co.

Finance (Home)

	Budget	Forecast	Planned	Actual
	$19.1M	$0	$2.06M	$806k

2016 North America Marketing B... ⊙   Add New Budget

| Task Name			Budget	Forecast	Planned	Actual	User	Line Items	Owner
2016 North America Marketing Budget	Edit Budget	⊕ ✖	19,140,000	0	2,062,550	805,500	1 | Edit	90	Johnny Anderson
4001 Payroll Expenses	Edit Forecast	⊕ ✖	10,000,000	0	0	0	1 | Edit	0	Johnny Anderson
4002 Benefits	Edit Forecast	⊕ ✖	3,000,000	0	0	0	1 | Edit	0	Johnny Anderson
5000 Technology	Edit Forecast	⊕ ✖	600,000	0	0	0	1 | Edit	1	Johnny Anderson
8009 Contact and Data Acquisition	Edit Forecast	⊕ ✖	40,000	0	0	0	1 | Edit	0	Johnny Anderson
8010 Content Development	Edit Forecast	⊕ ✖	300,000	0	185,000	76,500	1 | Edit	8	Johnny Anderson
8012 Software Development	Edit Forecast	⊕ ✖	0	0	0	0	2 | Edit	0	Johnny Anderson
8015 Webinar and Virtual Tradeshows	Edit Forecast	⊕ ✖	100,000	0	50,000	15,000	1 | Edit	6	Johnny Anderson
8018 Physical Events	Edit Forecast	⊕ ✖	1,000,000	0	300,000	227,750	1 | Edit	15	Johnny Anderson
8020 Newsletters	Edit Forecast	⊕ ✖	0	0	0	0	1 | Edit	0	Johnny Anderson
8025 Public Relations	Edit Forecast	⊕ ✖	200,000	0	10,550	13,250	1 | Edit	3	Johnny Anderson
8026 Outbound Marketing	Edit Forecast	⊕ ✖	0	0	0	0	1 | Edit	0	Johnny Anderson
8030 Advertising	Edit Forecast	⊕ ✖	200,000	0	250,000	0	1 | Edit	2	Johnny Anderson
8031 Online Display Advertising	Edit Forecast	⊕ ✖	0	0	0	0	1 | Edit	0	Johnny Anderson
8032 Pay Per Click Advertising	Edit Forecast	⊕ ✖	1,000,000	0	240,000	140,000	1 | Edit	15	Johnny Anderson
8033 Content Syndication	Edit Forecast	⊕ ✖	400,000	0	565,000	150,000	1 | Edit	13	Johnny Anderson
8035 Analyst Fees	Edit Forecast	⊕ ✖	200,000	0	0	0	1 | Edit	0	Johnny Anderson
8036 Speaker Fees	Edit Forecast	⊕ ✖	200,000	0	45,000	24,000	1 | Edit	7	Johnny Anderson
8040 Outsourced Telemarketing	Edit Forecast	⊕ ✖	300,000	0	0	0	1 | Edit	0	Johnny Anderson
8045 SEO Optimization	Edit Forecast	⊕ ✖	0	0	10,000	0	1 | Edit	1	Johnny Anderson

- **Marketing forecasting** that predicts future revenue based on real-time analysis of your marketing data.

Marketing Revenue

View By: Campaign

	Actual	Projected
	$114k	$294k
	+705.9%	+141.9%

Summary   All Campaigns   All Programs   All Tactics   Monthly

	Jan 2016	Feb 2016	Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016	Aug 2016	Sep 2016	Oct 2016	Nov 2016	Dec 2016
Actual	$25.8k	$61.1k	$27.6k	$0	$0	$0	$0	$0	$0	$0	$0	$0
Projected	$0	$0	$0	$0	$514	$32.0k	$49.8k	$58.1k	$25.8k	$11.8k	$492	$591
Goal	$0	$0	$0	$12.4k	$1,800	$8,163	$42.1k	$35.8k	$16.9k	$2,588	$788	$788
Performance	--	--	--	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%
Actual Cost	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0
ROI	--	--	--	--	--	--	--	--	--	--	--	--
Total Revenue	$25.8k	$86.9k	$114k	$114k	$114k	$0	$0	$0	$0	$0	$0	$0

- **Integrations** automate planning processes across the relevant marketing execution systems. Upon approval, campaigns are created in Oracle Marketing Cloud and

Salesforce.com and project requests are created in Workfront. Relevant metadata is exchanged between systems so that those individuals responsible for creating campaigns have all of the information they need at their fingertips.
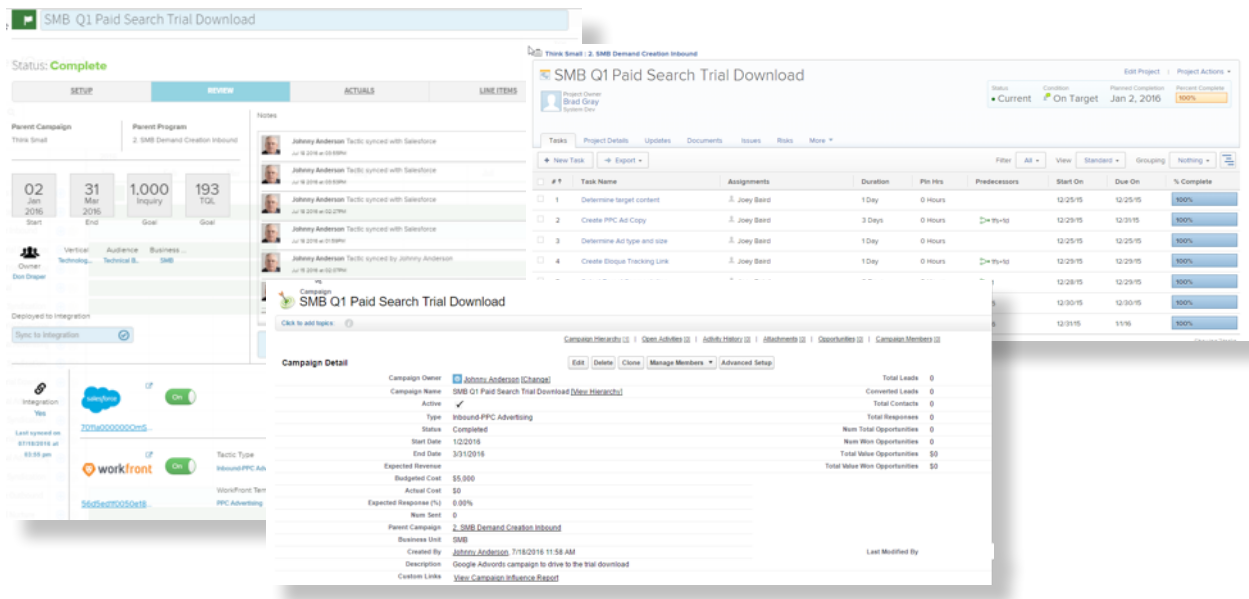
Step 2: Implementation

Users reported finding Hive9 to be intuitive and didn't have any support issues while getting started. The bidirectional integrations with Salesforce.com, Oracle Marketing Cloud, and Workfront resulted in closed-loop reporting and fewer steps for marketing users when planning and executing campaigns.

The increased visibility that Hive9 provides quickly helped the marketing team see that their plan had been overemphasizing top-of-the-funnel marketing activities and they weren't doing enough to help their leads through the rest of the funnel to become customers.

An insight like that is worth a lot. If you're throwing money away on leads you don't nurture to the point of conversion, then your work will never pay off. The realization has enabled them to save money on generating fewer leads and push more of their budget toward marketing activities that ensure the leads they have get the attention they deserve.

Step 3: Training and Education

Hive9 didn't just hand over the solution and leave it to the mass media organization to figure out. Instead, they provided a series of customized workshops to ensure that the marketing team used planning best practices and were trained in using Hive9.

Each workshop was focused on a primary goal and how to use Hive9 to reach it. For example:

- Developing a strong framework using Hive9's dashboard and calendaring system
- Using Hive9 to create easy-to-understand visual reports that show the relationship between budget spend and revenue

Hive9's customer success team worked with the company during each step in the process. The result was a system that could stand on its own and provide them with ongoing success.

Insights

From the beginning, marketing leaders were able to gather insights into the effectiveness of their marketing programs. Two performance areas became immediately obvious.

1.) There was a shortfall in the number of leads being generated vs. the number that was required to meet their revenue targets and
2.) There was a lack of mid-funnel marketing activities to support conversion from leads to opportunities.

These insights have enabled the team to adjust their top-of-funnel marketing mix to focus their investments in high performance content and channels to improve lead volume. They have also started creating new mid-funnel content and programs to nurture leads to opportunities.

What's Next

The Hive9 marketing performance management solution in use today will be the template used across the company. Having proven the value of the solution to reach their four goals, the company is now expanding implementation of the system and adding new, automated marketing processes across additional business units and geographies. The customer believes that expanding the Hive9 enterprise planning and measurement framework across multiple business units will garner additional cross-business unit gains.

Conclusion

Their results aren't an anomaly. Hive9 customers have managed to free up to 27% of their marketing budget by using Hive9 to gain a better understanding of which parts of their marketing plan are working and which can be improved.

27% makes a big difference in what's possible.

If you're ready to go for the bigger fix in your company and develop a strong foundation to build all your other marketing efforts on top of, we can help you too. Contact us to build the ROI model for your organization and specific situation. A Hive9 B2B marketing expert will help you estimate the potential results based on your key goals.

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