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Are You Ready to Use CRM & Marketing Automation Together?

Business Technology Solutions

Global Presence & Reach

- ● FORVIS office location
- ○ Subsidiaries & affiliates supporting FORVIS

Subsidiaries & Affiliates Supporting FORVIS

- ▪ FORVIS Capital Advisors, LLC
- ▪ FORVIS Wealth Advisors, LLC
- ▪ FORVIS Global Advisory Canada ULC**
- ▪ FORVIS Global Advisory Ltd. UK**
- ▪ TALENT SHIFT, LLC

By the Numbers

Top 10
U.S. Public Accounting Firm *

27
States + Canada, U.K., & **
Cayman Islands

10+
Industries

68
Markets

500+
Partners & Principals

6,000+
Team Members

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PRAXITY™
Empowering Business Globally

FORVIS is a member of Praxity™, an international alliance of independent accounting firms that offers multinational clients access to resources around the world.

Business Technology Solutions

FORVIS Business Technology Solutions provides enterprise resource planning (ERP) and customer relationship management (CRM) platform analysis, design, implementation, upgrade, training, and support services.

In addition, our Insights & Automation services include business intelligence (BI) and robotic process automation (RPA) assessments, implementations, and training.

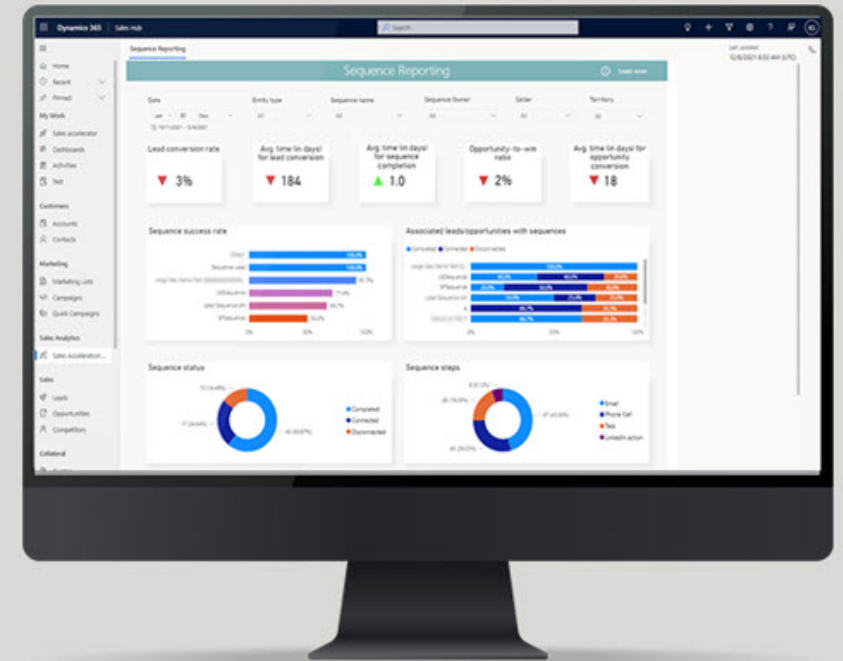## 10+

Years Legacy Marketing Consulting Services

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From sales forecasting to financial reporting, learn what CRM and ERP technologies can do.

Meet the Presenter

Kevin Beale

Lead Consultant / Business Technology Solutions

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Are You Ready to Use CRM & Marketing Automation Together?

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What's Your Role?

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Agenda

- Marketing Automation vs. CRM

- Key Data Points

- Choosing a Marketing Tool

- Common Barriers to Success

- Q&A

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Objectives

- Describe high-level features of marketing automation tools & how these differ from core CRM features

- Define common data points used by automation tools & how to use each for improved lead segmentation & more

- Discuss several marketing automation tools & their key differentiators

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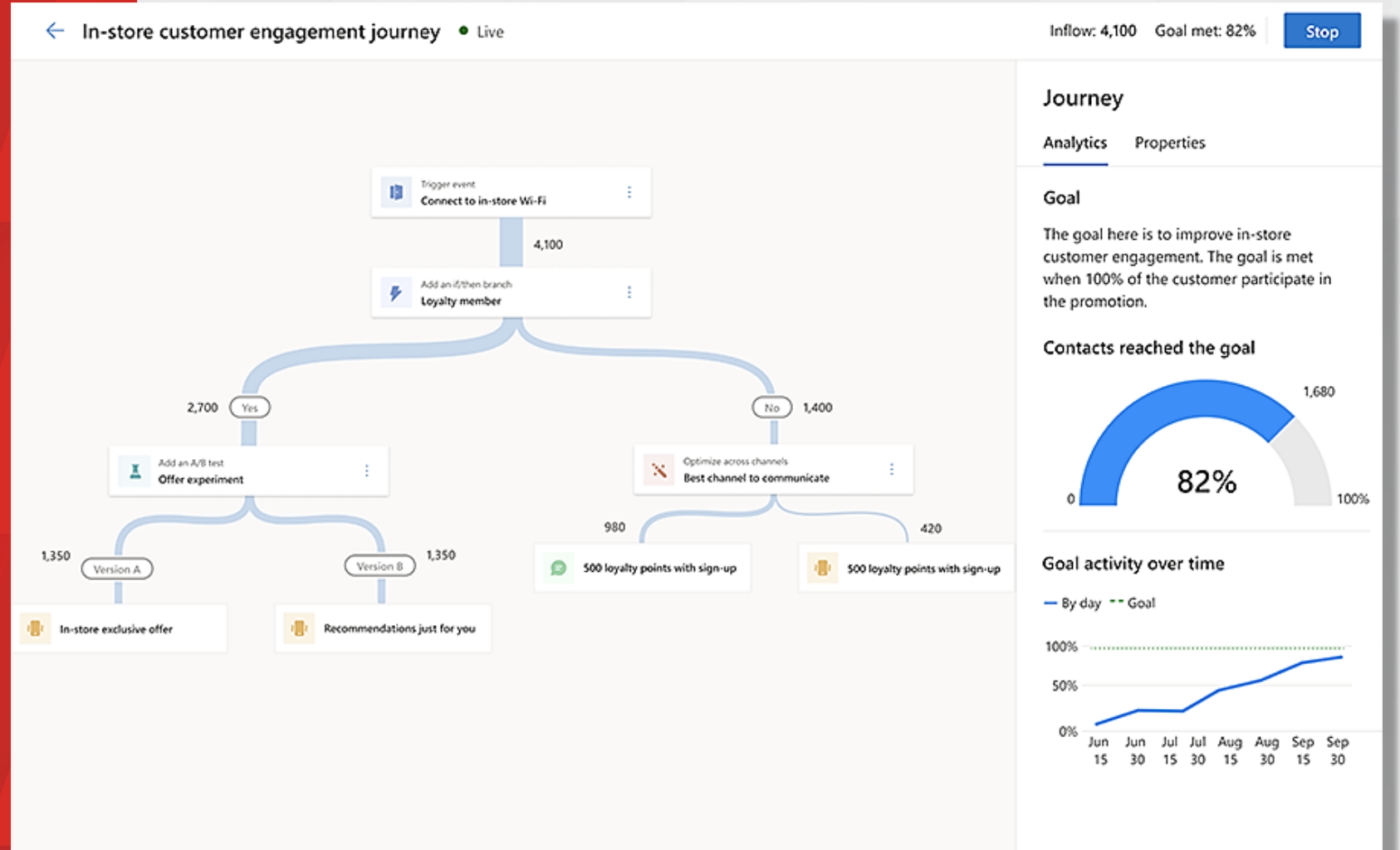# Marketing Automation vs. CRM

Marketing Automation vs. CRM

- Mass Email Sending With Click-Tracking

- Automated Email Sequences*

- Forms & Landing Pages*

- Automatic Lead Scoring*

- Activity Tracking/Engagement Timeline*

- Integrations With Webinar/Event Platforms

Marketing Automation vs. CRM

- Specialized Analytics/Reporting*

- Advanced List Building Tools

- Consent Management/GDPR Features

- Public File Hosting

- Custom Domains (www2.yourbrand.com)

- Social Media Connectors

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Automation Programs

Source: Microsoft Learn

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Landing Pages & Forms

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Lead Scoring & Grading

Lead Scoring

- How engaged are they?
- Based on activity

Event Participations	**+75 Points**
Form Submission	**+50 Points**
Email Clicks	**+10 Points**
Website Page Views	**+3 Points**

Lead Grading

- Are they a target customer?
- Based on ideal customer profile

Company Size	**+25 Points**
Buying Influence	**+25 Points**
Job Level	**+20 Points**
Industry	**+10 Points**

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Don't work in a vacuum

Reporting & Analytics

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What NOT to Expect

- "One platform that does it all"
- Direct management of digital advertising
- Line-by-line order confirmations
- Advanced social media posting features
- Social "listening" or sentiment analysis
- Event management (Microsoft Dynamics 365 Marketing)
- Built-in webinar hosting
- Built-in video hosting

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Key Data Points

Adopt the <u>mindset</u>, not the specifics

The Architect Mindset

- What does my team need to know to serve <u>our</u> customers quickly & efficiently?

- How would we engage **differently** based on this information?

- How do I want to report on this in the future?

A Note About Field Types

- **Option Sets/Picklists** are preferred

- **Multi-Selects & N:N/Related Objects** are hard to update in bulk or with form submissions

- **Text** fields are a last resort for most segmentation fields, but can be useful as "detail" fields

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Key Standard Data Points

Entities

- Lead
- Contact
- Account
- Opportunity
- Marketing List
- Campaign

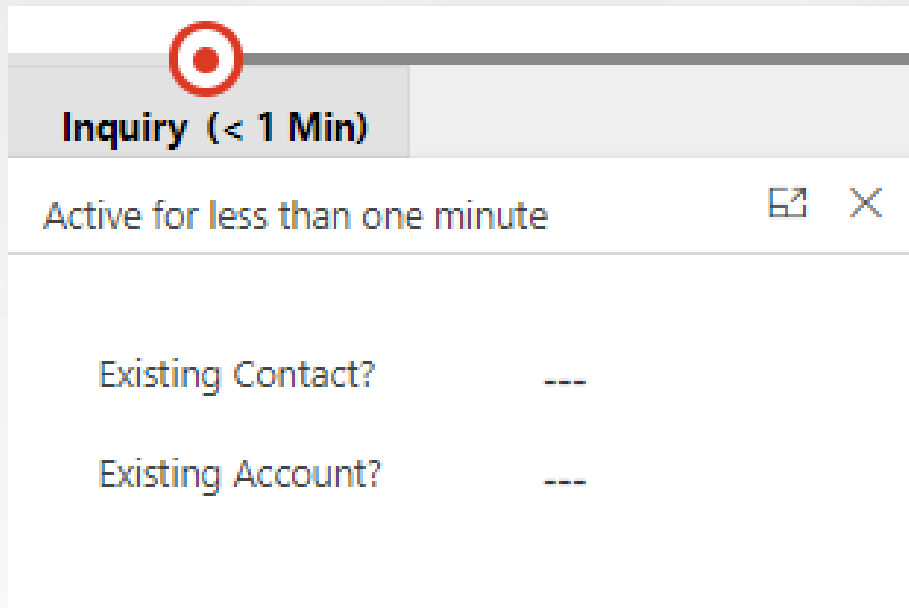## Fields

- Lead Source
- Source Campaign
- Opt-Out
- Email
- ParentContactID*
- ParentAccountID*

Key Standard Data Points

ParentContactID & ParentAccountID
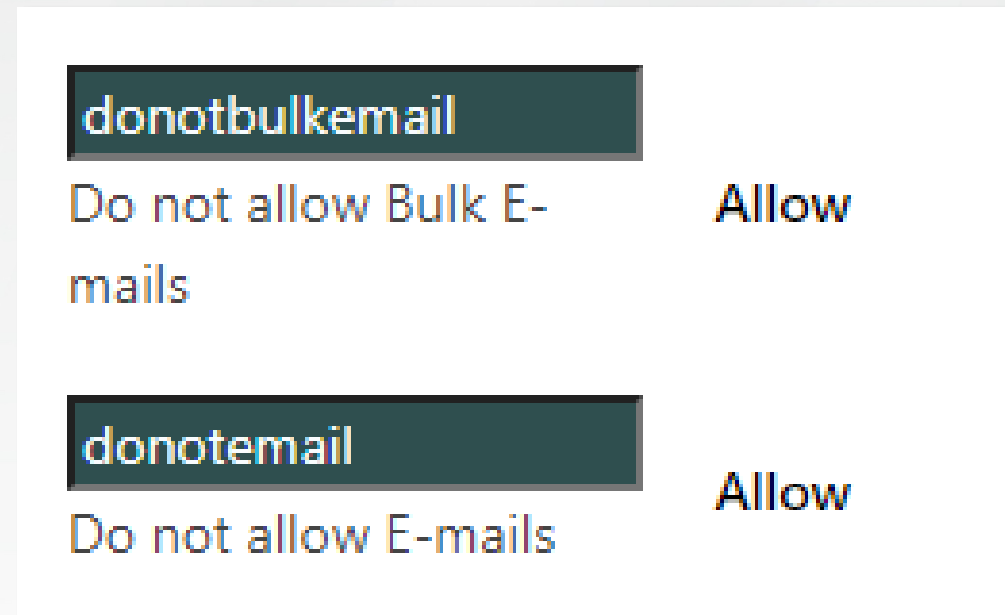
Do Not Allow Bulk Emails & Do Not Allow Emails

"Allow" vs. "Opt-In"

- "Allow" doesn't necessarily mean "opt-in"

- Opt-Out = false doesn't necessarily mean "opt-in"

- Capture clear consent for subscribers

- Consider dedicated "Opt-In" &/or "Opt-In Source" fields

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Key Segmentation Data Points

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Position or Role

Department

- Executive Team
- Information Technology
- Procurement
- Operations
- Engineering
- Quality
- Sales & Marketing
- Human Resources

Job Role/Function

- Branch Sales Manager
- Design Engineer
- Hygiene Specialist
- Procurement
- Consultant
- Board Member

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Job Level or Influence

Job Level

- C-Suite
- Senior VP/Director
- VP/Director
- Senior Manager
- Manager
- Team Member

Buyer Role

- Decision Maker
- End-User
- Champion
- Stakeholder
- Influencer
- Economic/Technical Buyer

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Size

Employee Range

- Less than 50
- 50–99
- 100–249
- 250–999
- 1,000–2,500
- 2500+

Company Size

- Number of Locations
- Number of Branches
- Number of Technicians
- Number of Members

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Interest/Customer Goal

Product Interest

- Auto Loan – New Car
- Auto Loan – Used Car
- Home Mortgage
- Small Business Loan
- Small Business Credit Card
- …

Inquiry Type

- Quote Request
- New Project Request
- Technical Support
- Career/HR
- Sponsorship
- …

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Lead Source

- Event – Tradeshow

- Event – Public Workshop

- Event – VIP

- Event – Webinar

- Lead Form – Website

- Lead Form – Paid Social

- Lead Form – Paid Search

- Download – eBook

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Tuning Your Option Sets

- **Too specific** can be dangerous

- **Too broad** can be dangerous

- **Ambiguous** can be dangerous

- **Time-based** values lead to runaway options

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How Many Is Too Many?
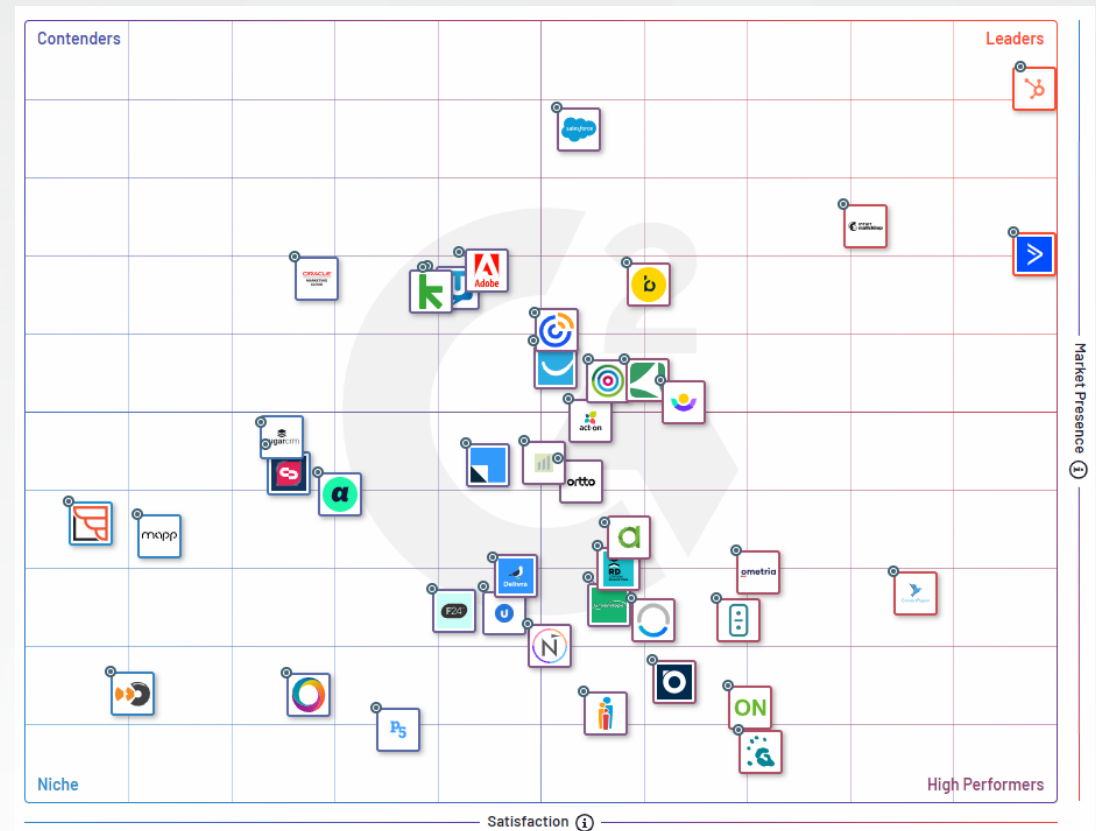
Cultivate confidence for your users

Choosing a Marketing Tool

No system/platform is perfect

So Many Options …

- Dynamics 365 Marketing
- ClickDimensions
- Marketo
- Act-On
- ActiveCampaign
- Eloqua
- HubSpot
- …

Source: g2.com

Key Technical Differentiators

- Create a lead for each form submission

- Ability to keep prospects in a separate database

- GDPR & consent management features

- Segmentation options with custom entities

- Automation program flow control

- Analytics like UTM/URL parameters

- Third-party integrations

- Landing page/form editors

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Items to Consider

Low	Medium	High	Critical
SMS & Mobile	Website Tracking	Email Marketing	Landing Pages & Forms
Social Media	Campaign Management	Lead Scoring	Automation Programs
Surveys	Events & Webinars	Third-Party Integrations	CRM Integration
Content Hosting	Audience Building		Segmentation
Admin & Security			GDPR
Account-Based Marketing			Reporting
Offline Marketing			

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Start with "simple & reliable"

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Learn More

- G2.com is a great place to do your own research

- Talk to a professional with experience in multiple platforms

- Talk with your professional network

- Review companies' user forums to see how active each community is

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Common Barriers to Success

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Common Barriers to Success

- Alignment of Definitions

- Alignment of Processes

- Alignment of Systems

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Align before you launch

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Alignment of Definitions

What is a lead?

- Existing customer visits your booth to discuss a new project

- New prospect attends one of your webinars

- Existing customer sends in a quote request

- Existing customer adds a product to their cart

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Alignment of Definitions

What is a <u>qualified</u> lead?

- Lead Score > x

- Meets 2+ BANT (**B**udget, **A**uthority, **N**eed, **T**imeline)

- "Requested Sales Follow-Up"

- Submitted Quote Request or Lead Form

- Job Level > x

- Company Size > x

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Alignment of Processes

- Who's responsible for qualifying leads?

- Who's responsible for assigning leads to sales?

- Should marketing be talking when sales is engaged in 1:1?

- What communication should never be sent to customers?

- How should we communicate to customers vs. prospects?

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Alignment of Systems

- General Data Management
  - Ex., Lead Source – first-time update only!
  - Ex., Do Not Allow Bulk Emails – educate users or prevent access
  - What's the "source of truth" for subscriptions & consent to email?
- Lead to Opportunity Qualification
- Non-Standard Entities (lead, contact, account, opportunity)
- Non-Standard Fields (donotbulkemail)
- Subscription Management/Topics
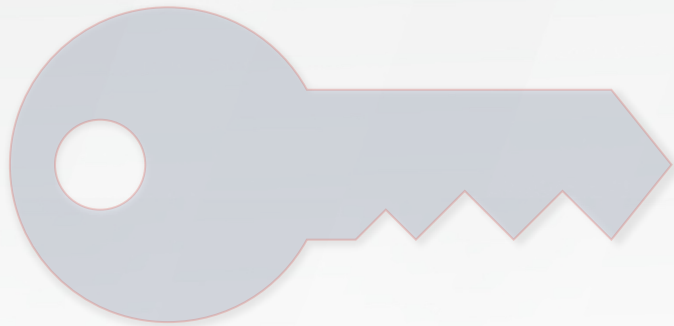
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Key Takeaways

Key Takeaways

- Don't work in a vacuum

- Cultivate confidence for your users

- Adopt the <u>mindset</u>, not the specifics

- No system/platform is perfect

- Start with "simple & reliable"

- Align before you launch
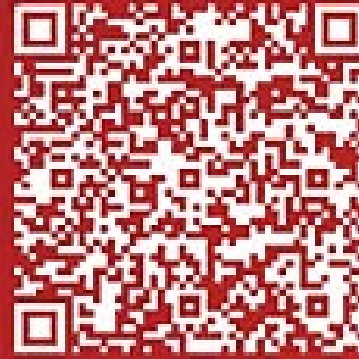
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Q&A

Thank You for Attending

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Please fill out your survey!

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Thank you!

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Assurance / Tax / Consulting