The 7 Deadly Sins of Sales & Marketing Alignment

Angela Leavitt, Founder & CEO of Mojenta

20
YEARS
of sales & marketing

200+
Telecom, IT and cloud services companies

SPEAKERAT
Channel Partners, ITExpo, Cloud Communications Alliance, Women in the Channel, CompTel, MSPWorld

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We provide

Marketing as a Service

exclusively for

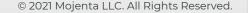# B2B Telecom, IT, and Cloud.

Can you relate?

SALES   MARKETING

The bad news is...

Misalignment is costly.

Decreased sales productivity + wasted marketing efforts due to misalignment =
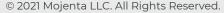
$1 Trillion a Year

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79%

of leads never convert to sales

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Of the leads that get passed to salespeople

73%

are never contacted.

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The good news is...

Organizations with good alignment...

Achieve 27%

faster three-year profit growth

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Close 38%

more deals.

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Achieved 208% higher revenue.

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The 7 Deadly Sins of Misalignment

1 Not understanding the modern buyer

2 Lack of common goals & strategies

3 Lack of data & KPIs

4 Leaky processes
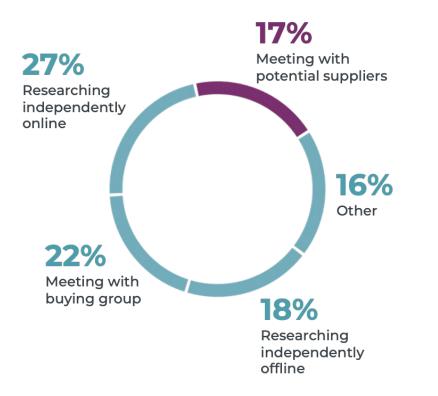
5 Lack of the right tools

6 Poor communication

7 Lack of mutual understanding / appreciation

1

Not understanding the modern buyer

Gartner: B2B Buyer Behavior is Changing...Fast!

17%
Meeting with
potential suppliers

27%
Researching
independently
online

16%
Other

22%
Meeting with
buying group

18%
Researching
independently
offline

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Gartner: B2B Buyer Behavior is Changing...Fast!

'Early adopters of digital technologies were best positioned to effectively respond to the COVID-19 pandemic.'

-Forbes

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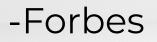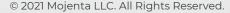# Lack of common goals & strategies

Is everyone on the same page?

Goals

Strategy & plan done together

- Revenue KPIs
  - Net new
  - Upsells
  - Retention
- Pipeline KPIs
  - 4x goal
  - Leads
  - Appointments

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Is everyone on the same page?

Your story

- Ideal target audience & buyer personas
- Value proposition
- ***Pain points & problems you solve***

Definitions

- Marketing qualified lead (MQL)
- Sales qualified lead (SQL)
- Opportunity

Strategies & Priorities

- Vertical markets?
- Client upsell campaigns?

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Lack of data & KPIs

An Industry Standard Funnel Model

Traffic: 5000/mo.

1%

1 — Leads: 50/mo.

50%

2 — MQLs: 25/mo.

30%

3 — SQLs: 8/mo.

20%

4 — Customers: 2/mo.

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Industry Standards: Lifetime Value & Cost of Acquisition

Lifetime Value (LTV)
- Average monthly revenue per customer X customer lifetime in months
- $2500 X 36 months = $90,000

Cost of Acquisition (COA)
- Total sales & marketing expenses / new customers acquired

LTV:COA Ratio
- 1:1 You will lose money the more you sell - $90,000
- 3:1 Good ratio (industry benchmark) - **$30,000**
- 4:1 Indicates a good business model - **$22,500**
- 5:1 Likely under-investing in marketing - $18,000

4

Leaky processes

Evaluate your processes for...

- Building brand awareness
- Lead generation
- Nurturing leads
- Marketing > sales handoff
- Sales > marketing handoff
- Follow up

Process Checklist
- Documented?
- Communicated?
- Who's accountable? Expectations?

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Define responsibilities and SLAs

Traffic: 5000/mo.

1%

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50%

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20%

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Define responsibilities and SLAs

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Lack of the right tools

CRM + Marketing Automation Software

Marketing automation software

- HubSpot, Marketo, Pardot, Hatchbuck
- Incredible insights in behaviors
- Time intensive up front, saves hours later

Other tools

- SEMRush
- Zapier
- Calendar tools
- ABM Tools

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Example 1: Webinar Campaign (Part 1)

GA - Inbound Sources by Campaign Name (utm_campaign)

Date ▾	Source	Medium	Campa...	Keyword	Sessions	Users	New U...	Hubsp...
May 3, ...	hs_email	email	MDF -...	(not set)	2	1	1.0	0
Apr 30,...	hubspot	social	MDF -...	uvp	3	2	2.0	0
Apr 29,...	hubspot	email	MDF -...	uvp	4	4	4.0	2
Apr 28,...	hubspot	email	MDF -...	uvp	1	1	0.0	1
Apr 27,...	facebook	email	MDF -...	uvp	8	7	2.0	5
Apr 26,...	hubspot	email	MDF -...	uvp	17	17	11.0	10
Apr 26,...	twitter	(not set)	MDF -...	uvp	1	1	1.0	0
Apr 26,...	linkedin	post	MDF -...	uvp	4	1	0.0	2
Apr 26,...	linkedin	(not set)	MDF -...	(not set)	1	1	1.0	0
Apr 26,...	hs_email	email	MDF -...	(not set)	5	2	2.0	1
	Grand total				**46**	**37**	**24.0**	**21**

GA - MDF Page Performance (filter by page path)

Landing Page ▾	Sessions	Users	New Users	Bounc...	Avg. Time ...	Hubspot F...
/blog/the-5-key-...	31	18	12.0	31%	00:03:08	17.0
/hs/manage-ls...	1	3	3.0	0%	00:00:12	0.0
/hs/manage-ls...	2	1	1.0	0%	00:00:14	0.0
/hs/manage-ls...	1	2	1.0	0%	00:01:13	0.0
/agent-sign-or...	4	1	0.0	98%		0.0
/blog/the-5-key-...	3	2	2.0	61%	00:01:42	0.0
/agent-sign-or...	2	1	0.0	0%	00:02:55	0.0
/about-us/comp...	2	4	3.0	0%	00:01:26	0.0
(not set)	1	1	0.0	0%		1.0
Grand total	**47**	**33**	**22.0**	**63%**	**00:01:20**	**18.0**

Event Registrations (Form Submissions - CRM)

Use arrows to view drill-down

First name	Last name	Company name ▾
Colin	Smith	managedIT Inc.
Rose	Rodriguez	Telesys Inc
Richard	White	Telesys Inc
Kate	Brown	AMA Network Solutions
Hugh	Davis	ITKey Solutions Group Inc
Elaine	Wilson	Wilson Technology Solutions
Tom	Lee	Tom Lee

Source by Sessions

- 8.2%
- 11.5%
- 78.5%
- hubspot
- linkedin
- hs_email
- twitter

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Example 1: Webinar Campaign (part 2)

MDF Event Related Emails - Pre-event - (CRM)

Email Name ▲	Sent	Delivered	Delivery Rate	Opened	Open Rate	Clicked	Click Rate	Click Through Rate	Spam Rate
Pre-webinar Ema...	140	140	100%	45	32.1%	12	8.60%	21.5%	0
Pre-webinar Ema...	693	690	99....	142	20.57%	21	3.04%	15.12%	0
Pre-webinar Ema...	521	497	95....	268	28.68%	25	1.41%	4.87%	0
Registered Conta...	55	55	100%	25	45.45%	20	36.3...	72.53%	0
Webinar Register...	61	60	98....	46	76.66%	35	58.3...	78.14%	0

MDF Event Related Emails - Post-event - (CRM)

Email Name ▲	Sent	Delivered	Delivery Rate	Opened	Open Rate	Clicked	Click Rate	Click Through Rate	Spam Rate
Post-webinar Em...	120	120	100%	24	20.0%	12	14....	32.2%	0
Post-webinar Em...	685	681	99.4...	132	19.38%	15	2.2...	14.02%	0
Post-webinar Em...	656	651	99.2...	141	21.66%	4	0.6...	2.84%	0
Attended Conta...	56	56	100%	31	55.36%	27	48....	87.09%	0
Webinar Record...	59	57	96.6...	41	71.92%	34	59....	88.29%	0

Event Registrants (Contacts) - Meeting Booked - (CRM)

First name	Last name	Company name ▼
Colin	Smith	managedIT Inc.
Rose	Rodriguez	Telesys Inc
Richard	White	Telesys Inc
Kate	Brown	AMA Network Solutions
Hugh	Davis	ITKey Solutions Group Inc
Elaine	Wilson	Wilson Technology Solutions
Tom	Lee	Tom Lee

Event Registrants (Contacts) - Opp Closed/Won - (CRM)

First name	Last name	Company name	Total Deal Amount ▼
Colin	Smith	managedIT Inc.	10,213
Rose	Rodriguez	Telesys Inc	11,204
Richard	White	Telespark Networks	9,731
Kate	Brown	AMA Network Solutions	6,502
Hugh	Davis	ITKey Solutions Group Inc	14,964
Elaine	Wilson	Wilson Technology Solutions	8,365
Tom	Lee	Tom Lee	2,068

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Example 2: Digital campaign

	Current
Visitors / Month	3,793
Leads / Month	34
Opportunities / Month	22
Customers / Month	1.30

	Current
Visitor-to-Lead Conversion %	0.90%
Lead-to-Opportunity Conversion %	64.71%
Opportunity-to-Customer Conversion %	5.91%
Lead-to-Customer Conversion %	3.82%

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Example 3: Website UX/UI Update

	Before (Jan 1-Nov 1)	After (Nov 2-Dec 20)	% Change
Net new leads			
Net new leads created	466 (46.6/mo.)	78 (46.8.8/mo.)	+.4%
Contact > lead conversion rate	82.92%	96.3%	+16%
Net new opportunities			
Opportunities created from net-new leads	41	30	
- Monthly Average	4.1	17.1	+418%
- Monthly High	9 (Oct)	16 (Nov)	+78%
Lead > Opportunity Conversion Rate			
- Monthly Average	8.8%	38.46%	+223%
- Monthly High	8.62 (Feb)	9.27 (Dec)	+7%
New net closed / won opportunities			
- Monthly Average	7.76%	40.97%	+528%
- Monthly High	20% (Oct)	44.44% (Nov)	+122%

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Example 3: Website UX/UI Update

	Before (January-Nov 1)	After (Nov 2-Dec 20)	Percentage Change
Total Sessions	15,092	28,043	+85.81
New Users	6,913	13,240	+91.5%
New Sessions on site	45.81%	47.21%	+3.06%
Avg. Pages / Session	1.91	1.59	-16.79%
Avg. Session Duration	2:45	1:30	-45.43%
Bounce Rate (Overall) Mobile Desktop	65.87% 70.26% 65.21%	55.56% 54.02% 58.15%	-15.65% -23.12% -10.82%
Form Submissions	72	150	+108.33%
Conversion Rate	0.48%	0.53%	+12.12%

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Poor communication

Communicate Consistently

Regular meetings

- What's working? Why?
- What's not working? Why?
- Anything we're missing?

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Communicate Consistently

Sales > Marketing

- Common objections / questions
- Lost deal reasons
- Effective lead sources
- Changes to ideal customer profiles / new personas
- Quality of leads feedback

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Communicate Consistently

Marketing > Sales

- Asset library
- New content
- Suggestions for social posts
- Tool training / tips
- Campaign data

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Lack of mutual understanding / appreciation

Mutual shadowing

Celebrate wins

SALES MARKETING

RECAP: The 7 Deadly Sins of Misalignment

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Thank You!

✉ angela@mojenta.com   🐦 @MyMojenta   in @MyMojenta

Booth 1055

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