

IT Marketing Metrics: Better Marketing Through Better Knowledge

Teleseminar presented by:

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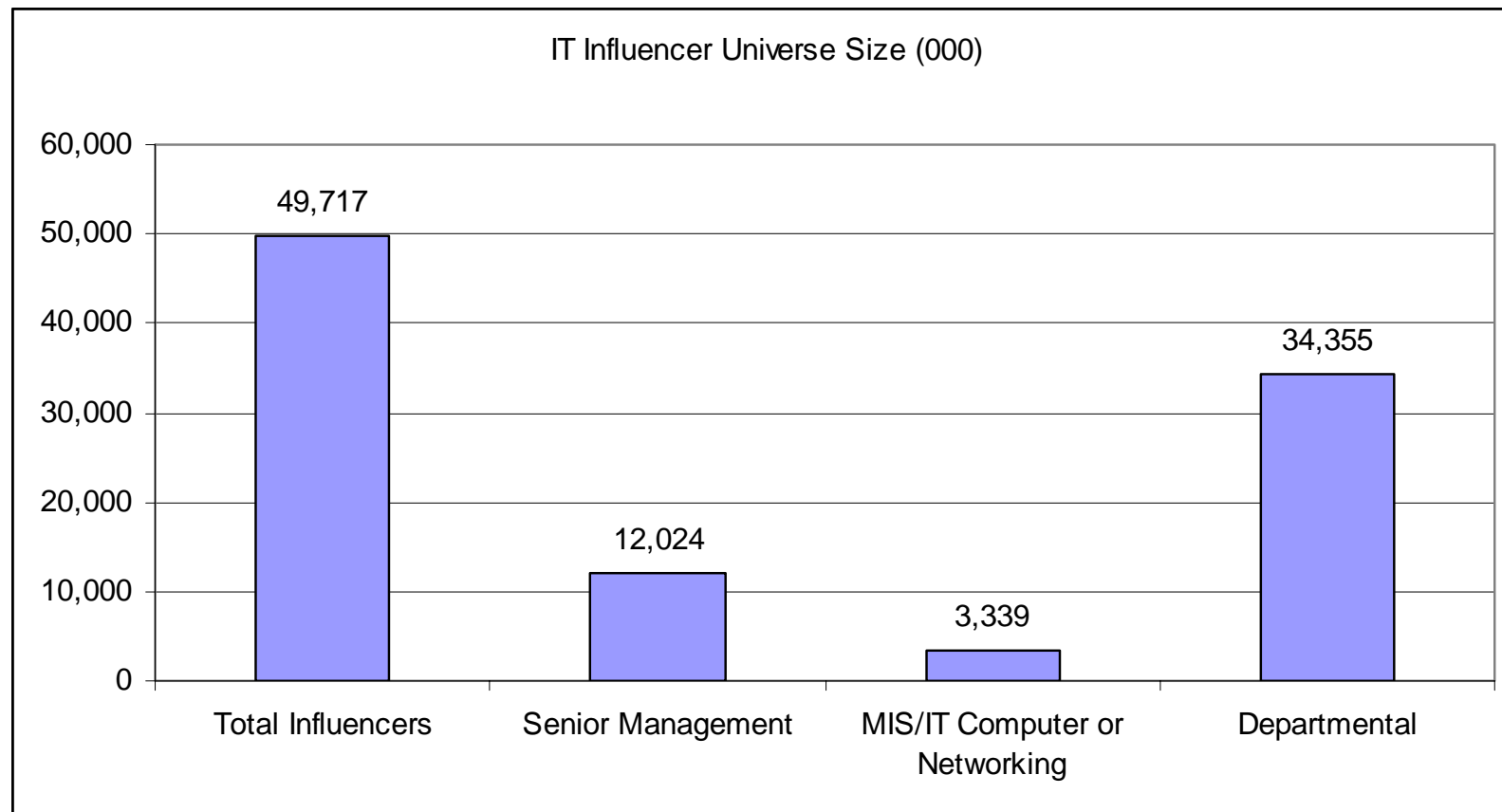


IT Marketing Metrics: Overview

- In March 2004, MarketingSherpa conducted a survey of 879 IT marketers. Questions focused on:
 - Lead generation methods used
 - Costs and response rates for various lead generation methods
 - Industry lead gen conversion rates
 - Marketing budget allocation
 - IT marketers salary
- More than 40 other data sources were researched & evaluated. Combined with survey data to create:
 - ***“IT Marketing Metrics Guide: 2004 Data for Software, Hardware & Services Marketers”***
 - Following presentation is a very broad overview of the Guide

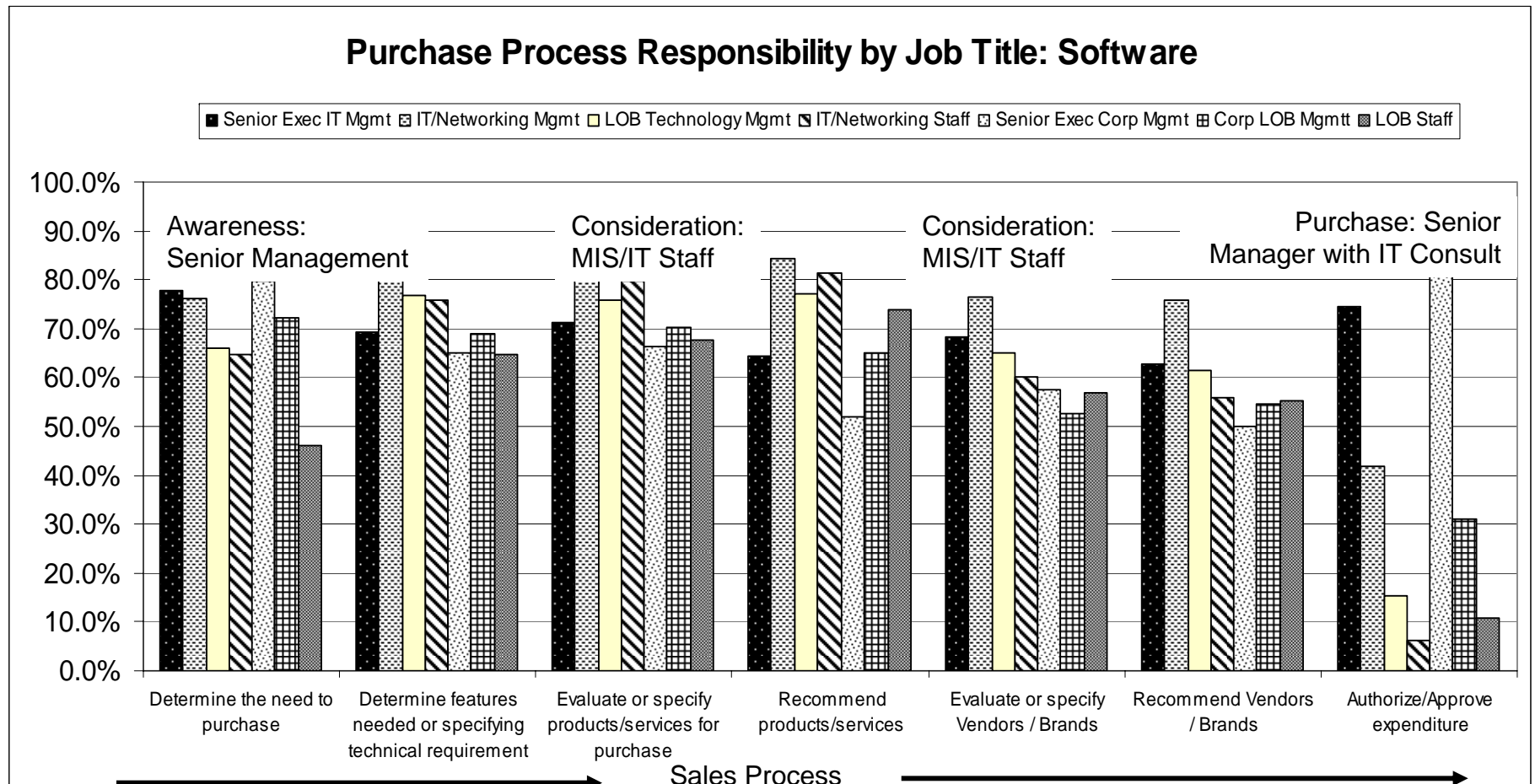
IT Decision Makers – Knowing the Market

- According to CIMS v.10 there are 50 million Business IT Influencers in the US
 - 6% are MIS/IT Staff... a critical and highly targeted audience
 - 70% are Departmental Influencers
 - 24% are Senior Managers



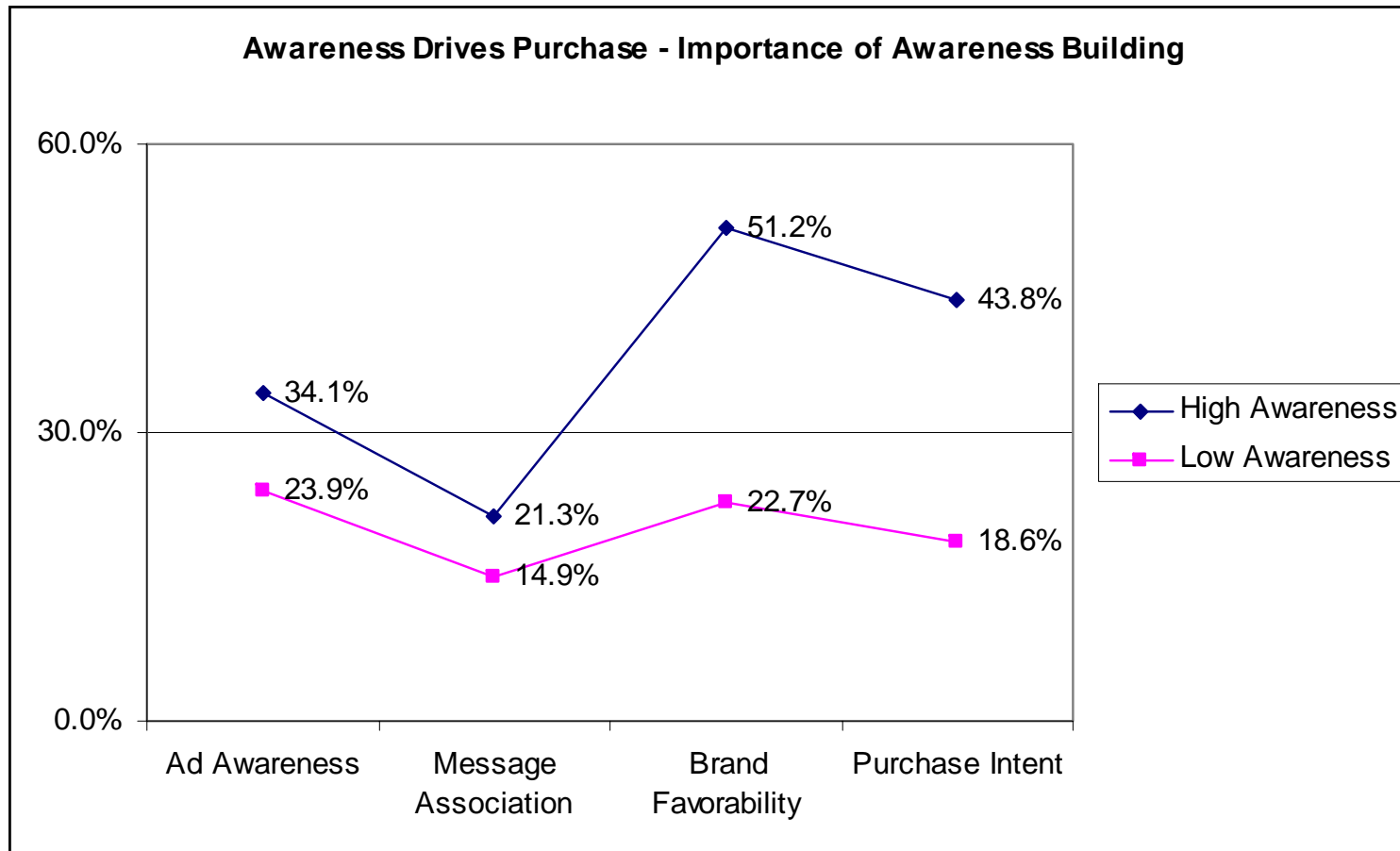
Market to the Decision Making Team

- Different stages of the purchase process involve different types of influencers, but key stages of awareness and purchasing generally require a team of senior level decision makers
 - Certain job functions play specific roles the purchasing process



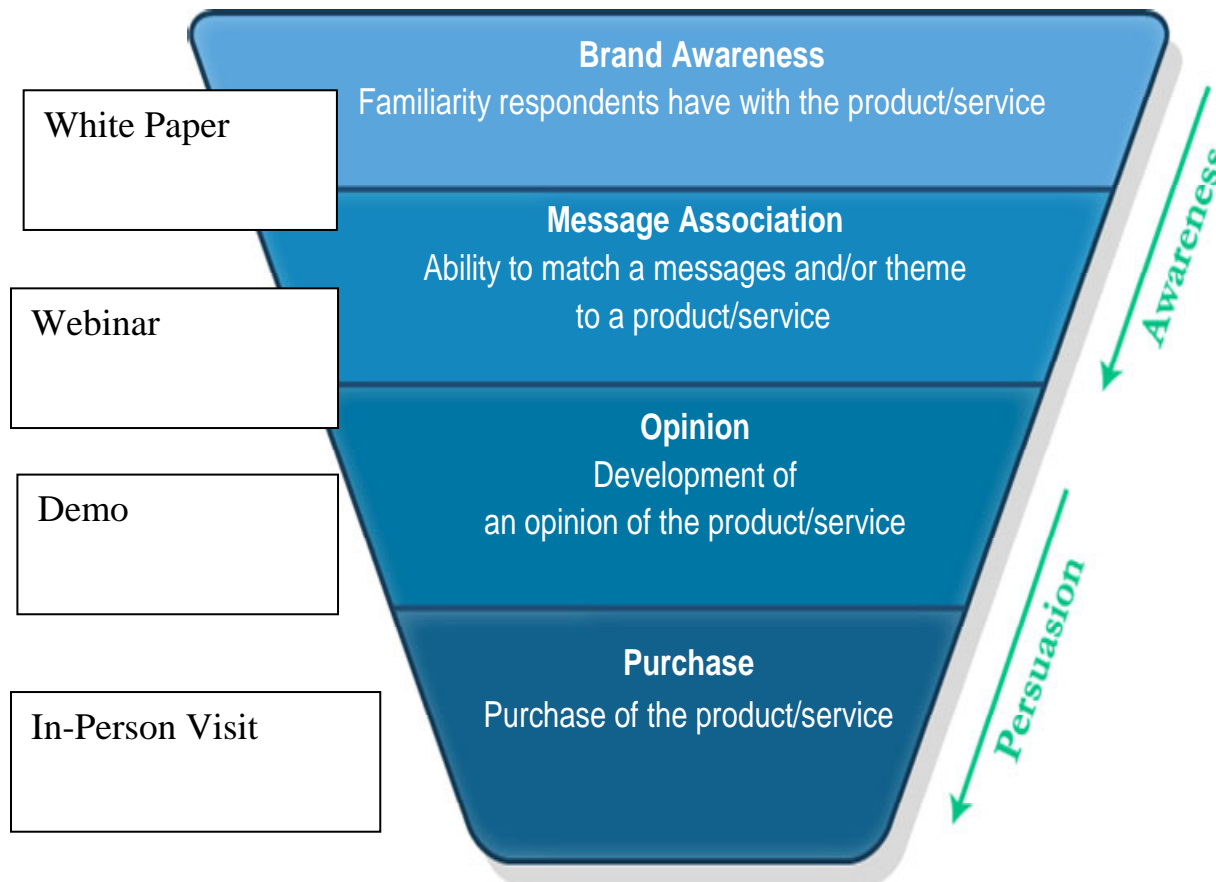
Building Awareness Builds Purchase

- Greater awareness generates a greater likelihood to consider purchasing your product
 - “Priming” the lead generation “pump” builds comfort with a brand
 - Creating awareness of a brand prior to the purchase process provides a level of brand comfort far surpassing any awareness possibly generated during the process



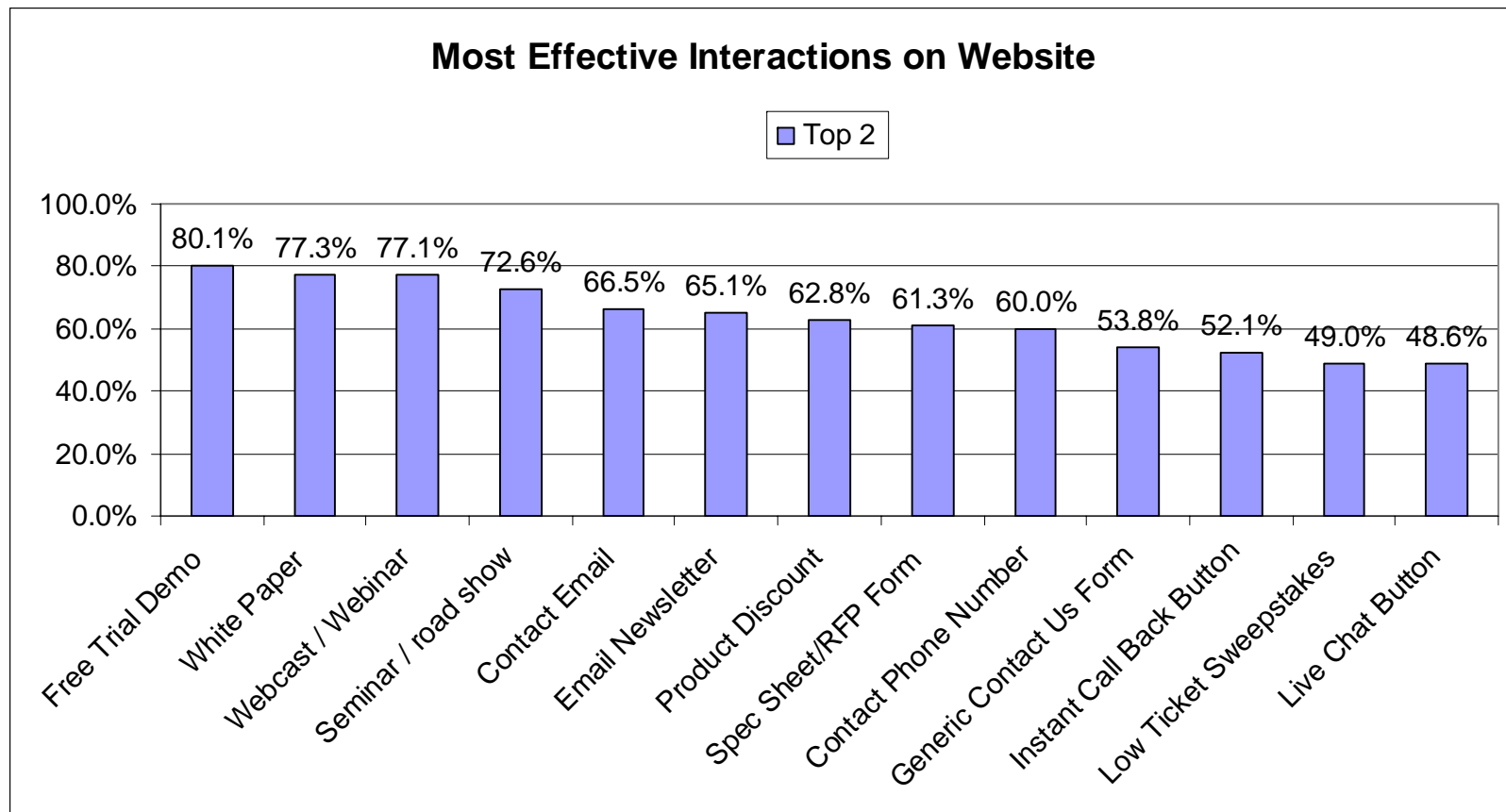
Sales Cycle

- Fairly distinct order of customer interaction to maximize sales potential
 - There is a proper marketing/sales tool at each step of the process



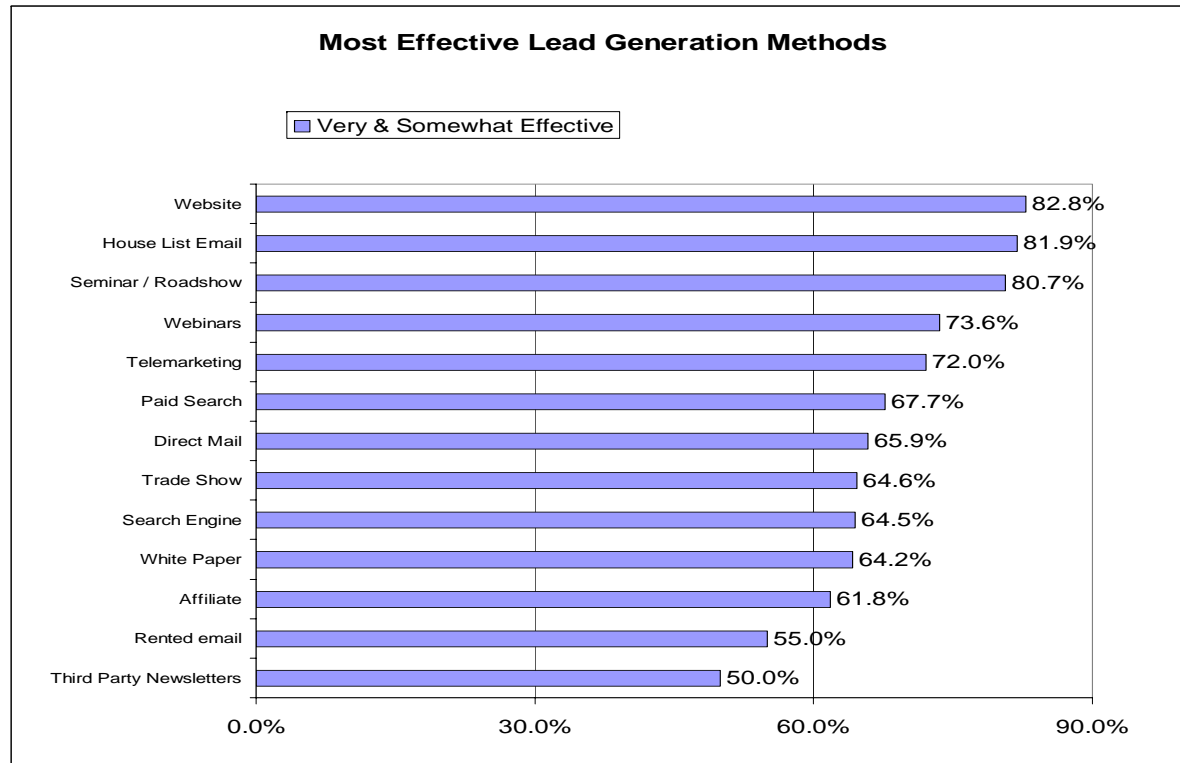
Most Effective Tactics Educate Your Prospect

- **Demonstrations, White papers and Webinars provide relevant learning on demand**
 - Tactics also to help bring customers through the “purchasing funnel”
 - White paper, then webinar, then demo
- Least effective tactics (Live chat button, Sweepstakes and Call back button) do not provide immediate or immediate learning



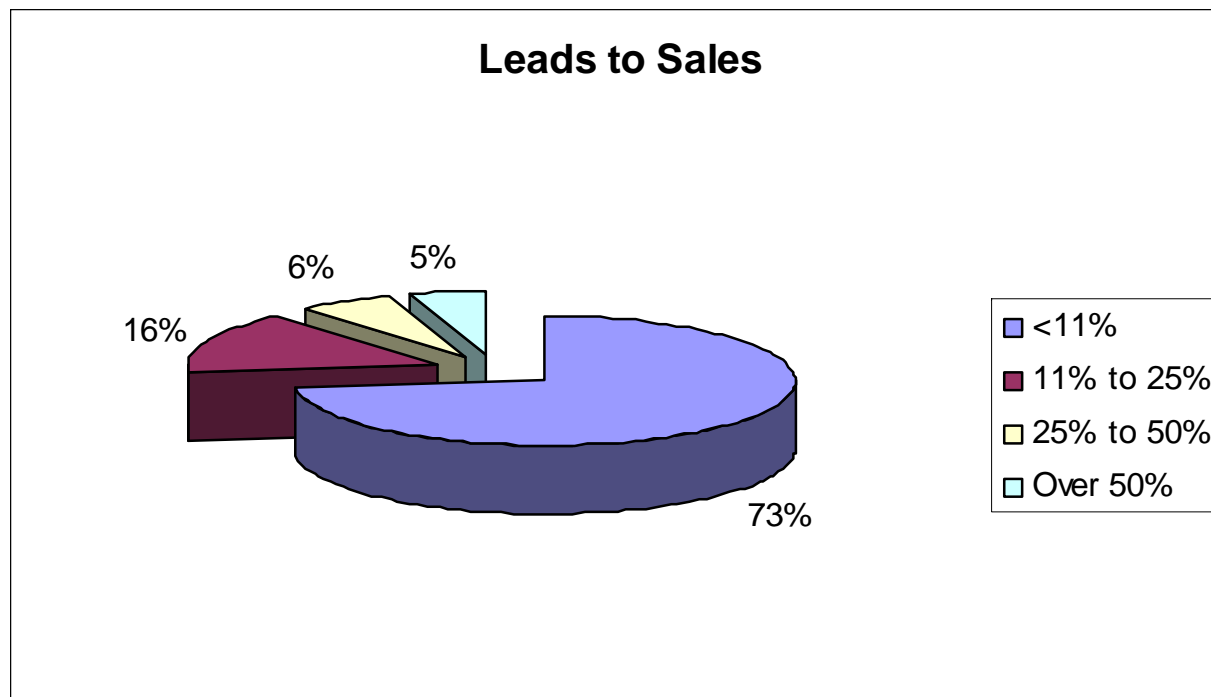
Online IT Lead Generation Most Effective

- Eight (8) of the 13 highest lead gen tactics are via online and emarketing
 - Web site quality is rated most vital to online lead gen
 - Your house email list is your next most vital lead gen source
 - Use of webinars and search marketing have grown in popularity and effectiveness



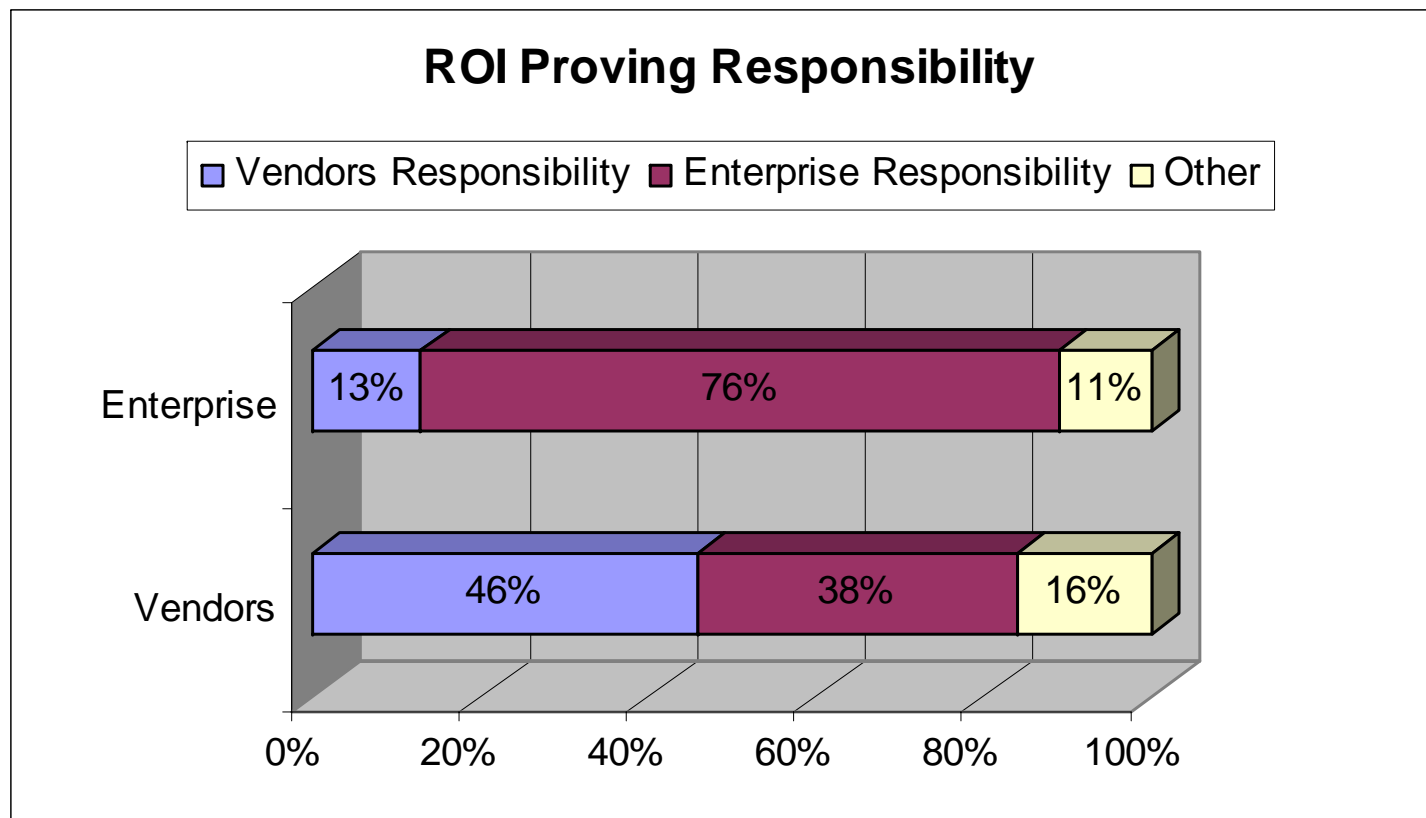
Lead Gen Conversion: What's the Industry Standard?

- **Industry “norm”:** Most IT organizations (about 75%) close approximately 11% of leads
 - A recent study by Gartner indicates that 70% of leads are not followed up.
 - Only 20% of IT marketers feel that their conversion of sales to leads is either outstanding or very good
 - Higher Conversion Rate, I.e. 50%+, may indicate insufficient lead production



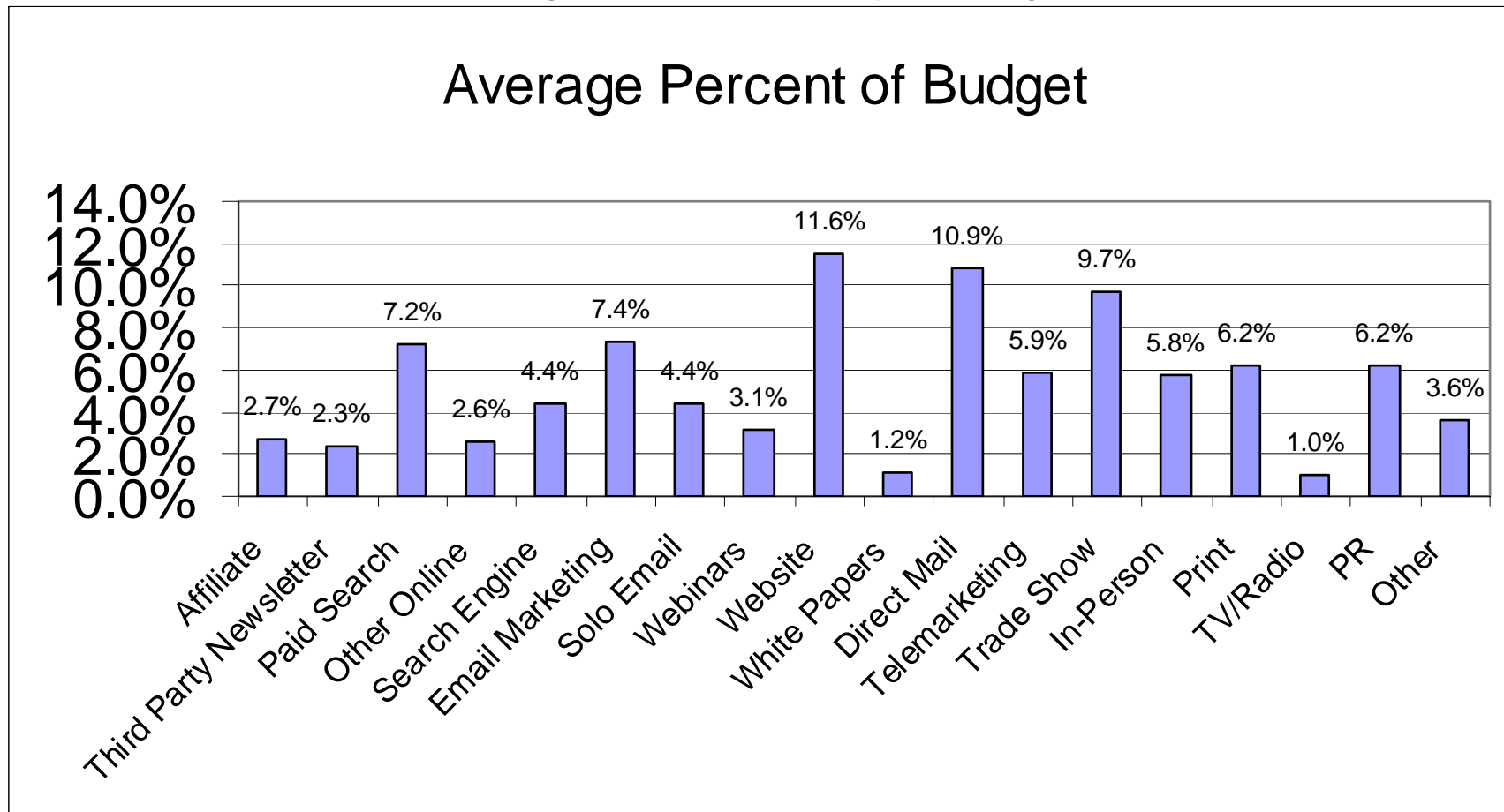
Don't Try to Prove too Much

- Responsibility to prove ROI generally is acknowledged by the enterprise as their responsibility
- Very delicate balance between providing information and overselling the product...let the enterprise interpret the data without too much vendor persuasion



Budget Breakdown

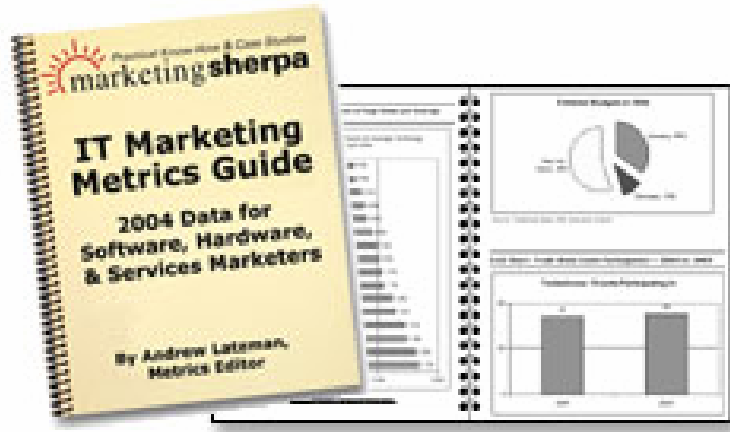
- Website, Direct Mail and Trade Shows have the most budget allocated
 - Other than the website, these are **not** marketing tools perceived as most effective by IT Marketers
 - Look at what is working and compare it to your budget



Conclusions

- **IT Marketing lead generation is about timing and media**
 - Awareness building prior to lead generation marketing is very important
 - Different tactics are effective at different stages of customer courtship
 - White papers are excellent introductory tools, webinars generate a dialogue and a demo is usually best for prospects that are serious
- **Different influencers have different roles in the process**
 - Each influencer group has their own responsibilities and media/information consumption patterns
- **Lead nurturance is absolutely vital to the sales cycle. Support your lead generation efforts with sufficient branding campaigns**
 - aim for a conversion rate that's higher than 11%, but not too high (less than 50%)
- **Providing easily accessible and immediate information on the website is working best for IT Marketers**
 - Don't make the IT influencer wait for information...time is critical

IT Marketing Metrics Guide: 2004 Data for Software, Hardware & Services Marketers



By Andrew Latzman, Editor,
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- To download the Executive Summary pdf, or for more information on the IT Marketing Metrics Guide, visit www.ITMarketingMetrics.com



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KnowledgeStorm, Inc.

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