



THE DEMAND GEN PRO'S COOKBOOK

Tasty Tips From Marketing's Master Chefs



INTRODUCTION

**THERE ARE MANY COOKS IN THE KITCHEN.
IT'S A GOOD THING.**

The art and science of effective marketing and demand generation is very much like a succulent recipe: The right, complementary ingredients and perfect prep offer up tasty delight. Marketing master chefs turn traditional pairings on their sides by re-engineering campaign planning and turning siloed fixings into successful mixings.

Just read the following seven master chefs' recipes. They'll show you how some of their most customer-approved dishes were crafted. You'll learn how to take technology's ingredients, make the perfect pairings, and deliver piping hot performance. Enjoy this collection of demand generation success recipes, proven delicious to your customers, and nutritious for your pipeline.

BON APPÉTIT!

TABLE OF RECIPES TO ENJOY

PAGE 4 KITCHEN PREP: DATA-BASE HYGIENE IN 5 STEPS

Mike McKinnon, ReadyTalk



PAGE 6 MARKETING AND SALES SANDWICH

Jean Olivieri, ADP



PAGE 8 DISPLAY AD RETARGETING SACK LUNCH

Amanda Halle, Bizo



PAGE 10 TWITTER FUNNEL-FILLER PINWHEELS

Meagen Eisenberg, DocuSign



PAGE 13 CUSTOMER LIFECYCLE DINNER PARTY

Steve Barnard, Lenovo



PAGE 15 LEAD NURTURING LAYER CAKE

Christine Elliott, Crowe Horwath



PAGE 17 METRICS À LA MODE

Kristin Connell, Deltek





TIME TO PREPARE

1 day

INGREDIENTS

1 gallon marketing automation
3 quarts CRM
2/3 quart validated emails
4 cups fresh, clean data
1 pint de-duped data
10 cupcakes

KITCHEN PREP: DATABASE HYGIENE IN 5 STEPS

From the ReadyTalk Kitchen

Dirty data? Take a pass. Before you can segment and nurture prospects, you need to clean your contact records. To keep the database tidy, ReadyTalk scrubs records in its CRM and marketing automation systems each quarter. It targets outdated data, duplicates, and unreachable contacts. The results? Clean, visible data that complements any demand generation system. This quick-to-whip-up recipe is great to:

- Eliminate bad data using a systemized approach
- Review the database for:
 - Duplicate leads, accounts, and contacts
 - Unsubscribes
 - Inactive contact records
 - Unreachable records

DIRECTIONS

Strain records for global unsubscribes. Discard.

Filter for hard bounces and check for accuracy. Discard from marketing automation and CRM systems.

Append data for DUNS numbers, addresses, and website. This will make de-duping easier.

Run through the data ringer to find duplicate contacts, leads, and accounts across objects. Merge where appropriate and toss all duplicates into the trash.

*Important step: Wipe your counter clean and celebrate with cupcakes.

RESULTS

This recipe is a ReadyTalk favorite and they're still refining it. The team has already been able to quarantine several thousand records and has eliminated several thousand duplicates.



Tip From the Chef!

ReadyTalk worked up a data scrub strategy to cut costs, target the right people, and improve campaign rates.

Retweet this



MASTER CHEF PROFILE

Mike McKinnon, Director of Marketing Operations at ReadyTalk, is a certified Eloqua RPM and Product Master who has worked in B2B for 15 years. Despite his insatiable love for brownies, his favorite appliance is not an oven, but instead the “data washing machine.”

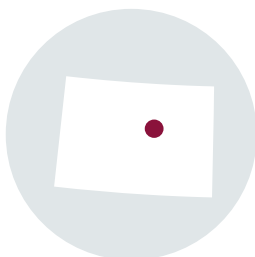


Follow Mike on Twitter
[@RTMike](#)



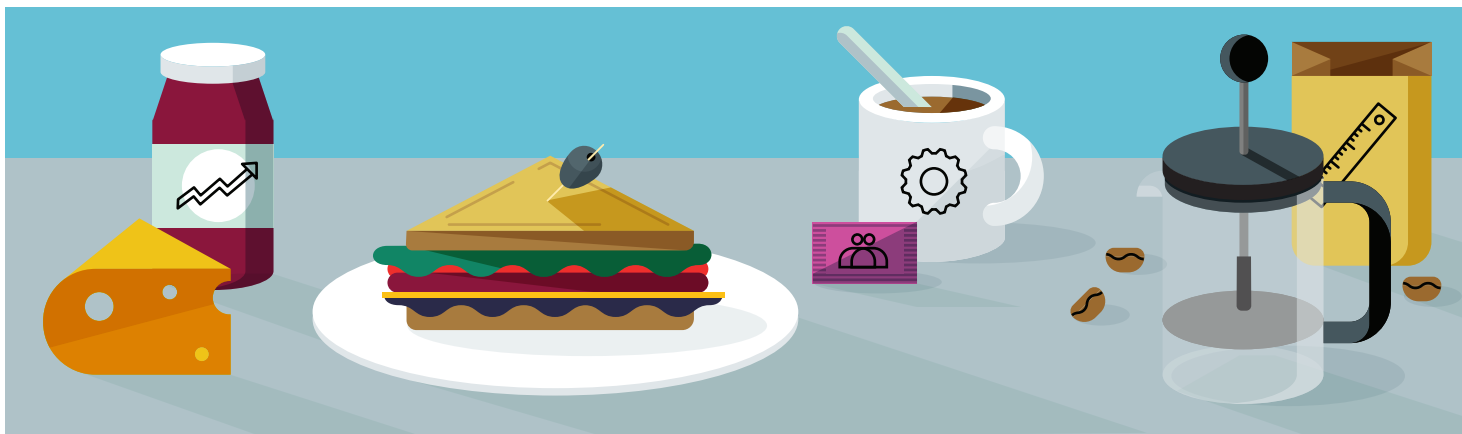
THE KITCHEN

The ReadyTalk demand generation team works and plays in Denver, Colorado. Although their plates are filled with marketing operations, demand generation, and customer acquisition tasks, their end goal is to propel sales-qualified opportunities—in fact, the team is responsible for driving half of the sales funnel.



SOUS CHEF

KRISTINA “CUPCAKE” KEMMER
CRM Admin, ReadyTalk
Specialty: CRM integration



TIME TO PREPARE

12 months

INGREDIENTS

1 slice sales enablement
 1 slice marketing ops
 6 oz marketing automation
 2 tbsp CRM
 45 cups caffeinated beverage of choice

MARKETING AND SALES SANDWICH

From the ADP Kitchen

What's better than sales and marketing sitting at the same lunch table? Although they have unique objectives, they share a goal to drive bottom line performance. ADP whipped up a fresh lead management operation that helps everyone reach the target audience: mid-sized US business decision makers. The following recipe is a perfect dish to help:

- Deliver better qualified leads to sales
- Diagnose customer needs and design better solutions
- Generate net new sales revenue
- Improve salesperson productivity

PRIMARY KPIs

- Sales funnel optimization
- Number of qualified leads being worked with sales
- Quality of leads
- Speed of lead response
- Sales organization time savings
- Revenue per lead

DIRECTIONS

Combine sales and marketing teams. Stir gently until a service level agreement has formed. *(While you're at it, make sure to define what a lead is.)* Measure out all lead sources. Complement each with lead generation strategies.

Spread on automated lead nurturing and scoring programs. Do a little taste-testing by asking specialized reps to qualify leads. This helps you engage leads quickly and ensure only quality leads are handed to sales.

Garnish with new pipeline and effectiveness reporting. You'll want to make sure your lead generation and engagement tactics are working.

RESULTS

Leads worked by sales increased 21% from the previous year. The win rate of leads increased 103% from the previous year. The total amount of won deals increased by 26%. Most importantly, revenue increased 48% from the previous year.



Tip From the Chef!

ADP defined lead and waterfall stages and catered content to stakeholders at various levels.

Retweet this



MASTER CHEF PROFILE

Jean Olivieri is a New Jersey native and Vice President of Worldwide Sales Enablement at ADP. No matter what she's cooking, she brings her 21 years of sales and marketing experience into the kitchen. As if her love of B2B dishes and fried chicken weren't enough, her family also owns a Cuban-themed restaurant.



Follow Jean on Twitter
[@JeanOlivieri](https://twitter.com/JeanOlivieri)



THE KITCHEN

ADP's team keeps things cookin' across the United States. This results-driven, collaborative, and passionate group won the "Best Alignment of Marketing and Sales" Markie Award in 2013. When they're not shepherding leads to sales or evangelizing best practices among the 11 major sales organizations they serve, they enjoy good food—which includes New Jersey pizza.



SOUS CHEFS

BRIAN "BARBEQUE" TEEVAN

Senior Director Sales Enablement, ADP
Specialty: Delivering great leads to sales

SCOTT "OPS CHEF" SHEPPARD

Director, Marketing Operations, ADP
Specialty: All things Eloqua and demand generation



TIME TO PREPARE

3–6 months

INGREDIENTS

4 cups marketing automation
16 oz content
2 cups display ads
1 gallon paid media
5 cartons of Yoppi frozen yogurt

DISPLAY AD RETARGETING SACK LUNCH

From the Bizo Kitchen

Order your advertising to go. Display ad retargeting works by keeping track of people who visit your site—and then displaying your ads when they visit other sites. Bizo used marketing automation to sync email and display in its nurture program, so prospects saw Bizo ads on third-party sites. The program increased conversions by more than 60%. This dish is a crowd-pleaser you can serve to:

- Increase leads generated from the recycled nurture program.
- Increase email opens and click through rates.

DIRECTIONS

Measure your ingredients. Review your current nurture program’s open rates, click through rates, and conversions.

Mix a fresh batch of content and—using the results of your report as a guide—sprinkle into your nurture campaign to add some kick.

Use any existing display creative to match the assets in your nurture emails. Create new display ads for assets that don’t have matching creative.

Use marketing automation to set up a new canvas that integrates the nurture program and cloud connectors to your paid media. This will enable the use of display ads.

Include a display ad before each email send that matches the email creative. Sync your email and display ads throughout the nurture program.

RESULTS

Bizo measured success based on email and display conversions. The program increased conversions by more than 60%. The welcome program saw a 44% increase in downloads.



Tip From the Chef!

Bizo set up an immediate display ad program and email offers to engage with asset offers one or two weeks later.

Retweet this 

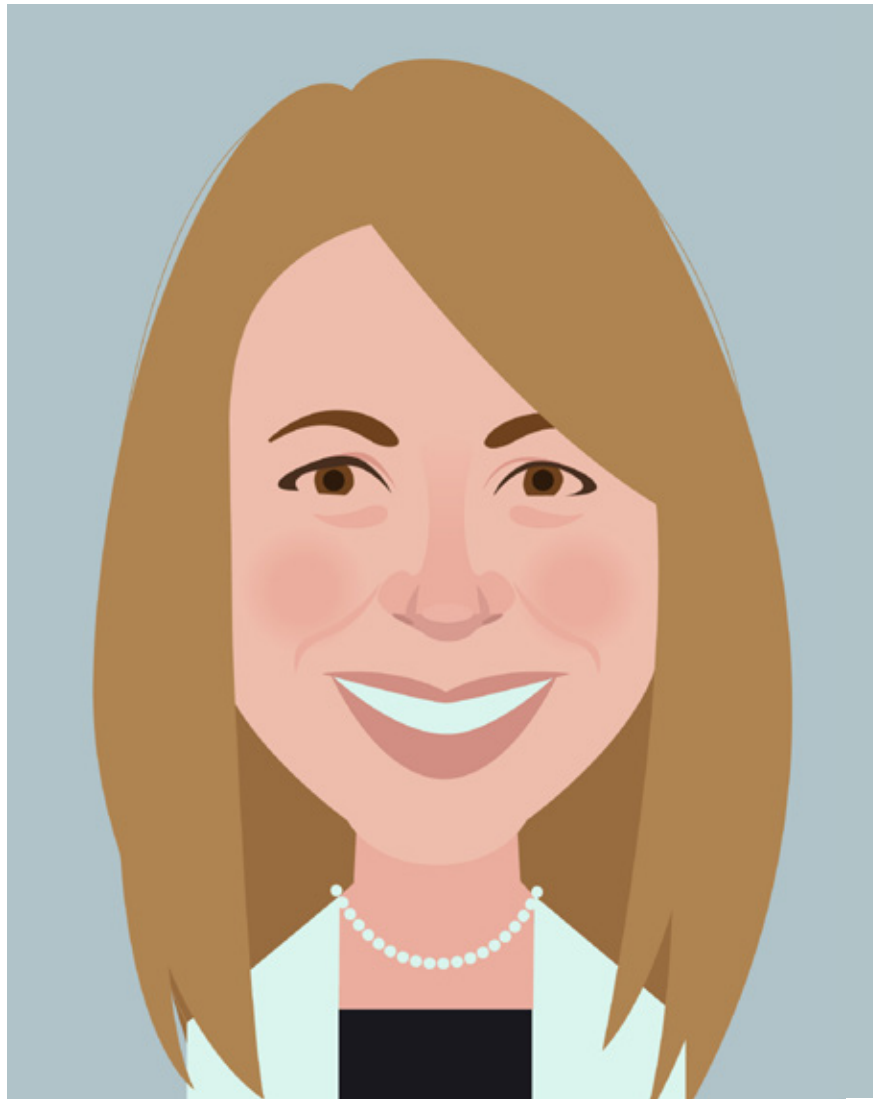


MASTER CHEF PROFILE

Amanda Halle, Bizo's Senior Marketing Manager, is a certified Eloqua Master with five years of B2B marketing experience. An expert at multitasking, she occasionally juggles conference calls and Eloqua training while running on a treadmill.



Follow Amanda on Twitter
[@ahalle](https://twitter.com/ahalle)



THE KITCHEN

The Bizo team hangs out in a wide, open space in San Francisco. The relaxed (yet dedicated) California culture provides the perfect environment for conquering sales enablement, lead management, and reporting. Bizo loves using Eloqua to generate leads and revenue.

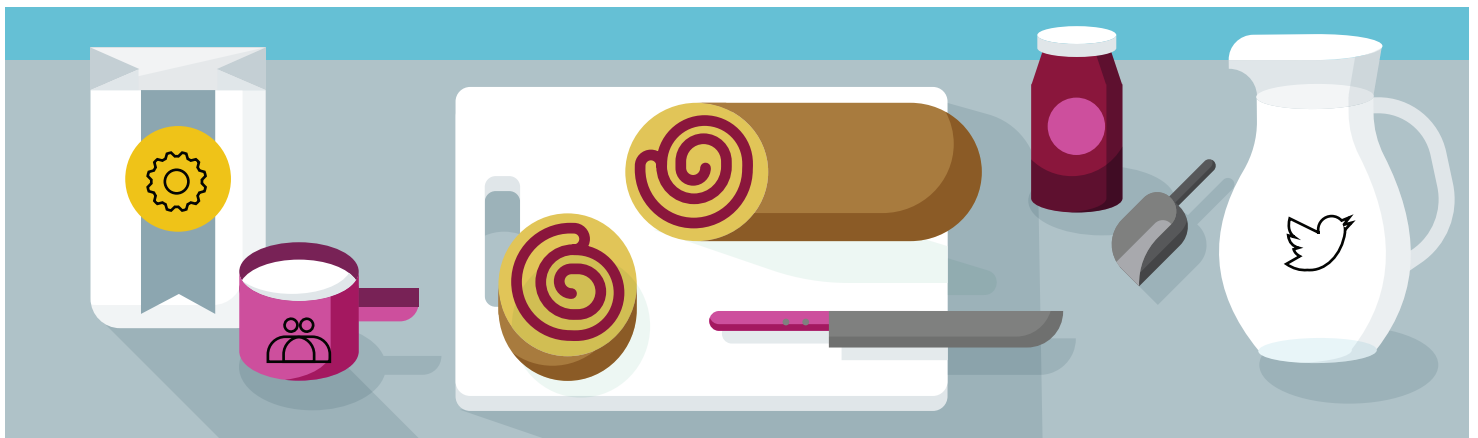


SOUS CHEFS

CHRIS "MANICOTTI" MANN
VP of Product Management, Bizo
Specialty: Display advertising

JEN "AVOCADO" AGUSTIN
Director of Marketing
Specialty: Content marketing

LISAMARIE "KIWI" KELLY
Web and Graphic Design Manager



TIME TO PREPARE

2 weeks

INGREDIENTS

1 jug Twitter
2 lbs marketing automation
 $\frac{3}{4}$ cup CRM
3 team lunches
1 generous scoop of recognition

TWITTER FUNNEL-FILLER PINWHEELS

From the DocuSign Kitchen

Nothing fills a funnel like a heaping portion of social media. DocuSign used Twitter to load its B2B funnel with high-quality leads that were easy to reach. This program targeted existing prospects, followers of partner and competitor social media, and customers of competitors. The result was an astounding engagement rate of 1.03%—a full point higher than Twitter’s average of .03%! This dish is configurable to:

- Drive brand awareness across new and existing markets.
- Capture business from competitors and partners by targeting their followers and conversations.
- Generate warm leads for sales to transform into opportunities and closed deals.
- Prove social media’s impact on demand generation to increase the pipeline and close more business.

PRIMARY KPIs

- New leads
- Cost per lead (CPL)
- Opportunities
- Closed won revenue

SECONDARY KPIs

- Impressions
- Clicks on Twitter promotion
- Average engagement rate (meaningful Twitter response/impressions)

DIRECTIONS

Preheat your social media oven. Understand how promoted tweets work in the Twitter search and timelines features.

Measure out the correct terms and Twitter handles you should target.

Whip up your call to action (CTA) and marketing automation assets—landing page, forms, auto responder email, and promotional messaging.

Once your assets are baked, set up multiple campaigns for the promotion in Twitter.

For that golden-brown finish, keep the oven light on. Monitor your campaign's reach, activity, engagement, and conversion results daily within Twitter, marketing automation, and CRM systems.

RESULTS

DocuSign ran this program with Nexus 7 and iPad offers and achieved incredible results:

	NEXUS 7	IPAD
LEADS	1061	928
CPL	\$18.85	\$21.55
OPPORTUNITIES	4	8
CLOSED WON REVENUE	1	1



Tip From the Chef!

DocuSign focused on reaching influencers to final decision makers—even if they weren't involved in the final purchase.

Retweet this 



MASTER CHEF PROFILE

Meagen Eisenberg hails from Los Altos, California, and has worked in high-tech for 18 years, including in her current role as VP of Demand Generation at DocuSign. While the MBA and Eloqua certifications hanging on her wall are genuine, she is not, in fact, a true blonde.



Follow Meagen on Twitter
[@meisenberg](https://twitter.com/meisenberg)



THE KITCHEN

DocuSign's demand generation team sits in San Francisco and Wisconsin, but maintains a team-oriented culture defined by a strong work ethic and problem-solving mentality. Part of their success comes from curiosity and a willingness to try and test new demand generation ideas. The team focuses on results and is responsible for sales pipeline, marketing demand systems, and revenue marketing based on ROI.



SOUS CHEFS

RYAN "MASTER ELOQUA CHEF" SCHWARTZ

Director of Systems

Specialty: Eloqua

AYO "ALL SPICE" AKINTILO

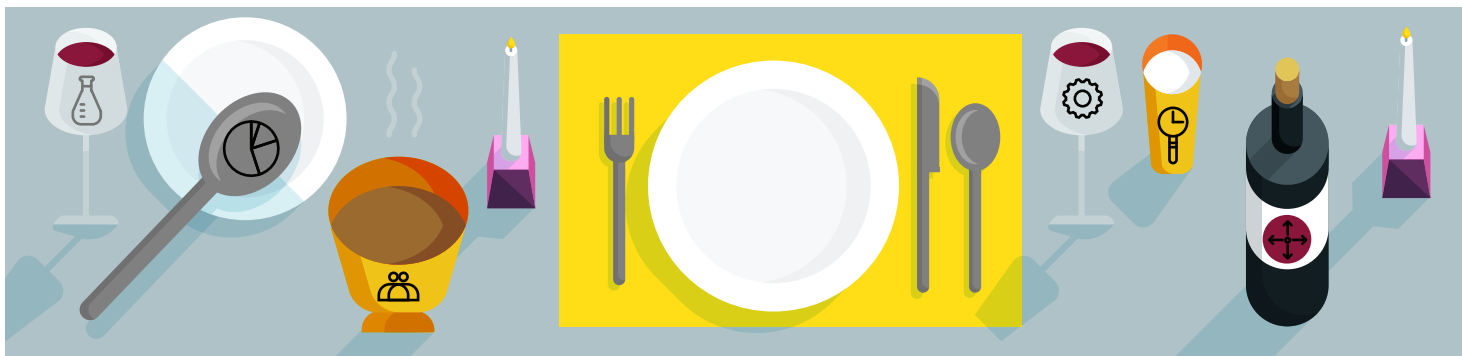
Sr. Tech Web and Graphics Designer

Specialty: All things digital

MAT "RADICCHIO" RIDER

Sr. Manager of Social Media

Specialty: All things social



TIME TO PREPARE

9-12 months

INGREDIENTS

3 cups marketing automation
2 cups CRM
12 oz content marketing management
6 oz content testing and optimization
2 tbsp web analytics
3 tsp web real-time identification
1 cup reporting and analytics
12 knock-knock jokes

CUSTOMER LIFECYCLE DINNER PARTY

From the Lenovo Kitchen

You won't fill up your prospects with appetizers alone. The best results come from an end-to-end customer lifecycle program. From crudité's to dessert, this program can help you cater to prospects with a more personal touch. You'll plan every bite from start to finish and drive more prospects to conversion. Bon appétit! This delectable concoction can help:

- *Extend the reach of marketing campaigns.*
- *Boost prospect engagement and conversion.*
- *Drive revenue (of course).*

DIRECTIONS

Plan each course. Map out your customer lifecycle across all touch points—both online and offline—and identify stages within the funnel. For example, Lenovo identified four major stages of the customer journey.

Satisfy each buyer's taste buds. Build an end-to-end content strategy for each of your personas, with messages tailored to speak to their unique needs. Try a content management platform for help.

Set the table. Build programs for each touch point—online, email nurturing, events, and sales enablement activities—and integrate data across campaigns. Remember to grab data from all your platforms.

Measure your ingredients. Before running any campaigns, design a lead scoring program and set baseline performance metrics for each step in your funnel. During and after the campaign, you can measure against this baseline.

Serve your dishes and entertain your guests. Remember to look at the big picture to understand how conversions work together and whether they map to the funnel you outlined. Reporting and analysis can help you refine these models.

RESULTS

Lenovo's customer lifecycle dinner party was a hit. Not only did Lenovo triple the reach, but it also doubled conversions and increased campaign-attributed revenue by 60% compared with the year before.



Tip From the Chef!

Lenovo leveraged sales enablement tools to prioritize and track engaged prospects, buying signals, and web activity.

Retweet this 



MASTER CHEF PROFILE

Steve Barnard is the Senior Demand Generation Marketing Manager at Lenovo. Truly a man of the world, his food favorites range from sushi to peanut butter. In addition to being a 2012 Eloqua Markie winner, he also brings 12 years of marketing experience to the table—along with five years of experience in chemical engineering. (Who knew?)



Connect with Steve on [LinkedIn](#)



THE KITCHEN

Lenovo's team works its magic from Raleigh, North Carolina, where they all sit within 15 feet of each other. Although they're known for generating marketing-qualified leads and sales pipeline opportunities, the team isn't all business. They like to have fun, too, with meetings fueled by a combination of coffee, Coke Zero, and laughter.



SOUS CHEFS

LISA "CELERY" BAUERLEIN

Campaign Analyst, Lenovo

RAJ "BROCCOLI" DESAI

Enterprise Campaign Manager, Lenovo

DON "CARROT" CHILDS

Government Campaign Manager, Lenovo

BRAD "CAULIFLOWER" RIES

Education Campaign Manager, Lenovo

MELISSA "CHARD" SCHRAM

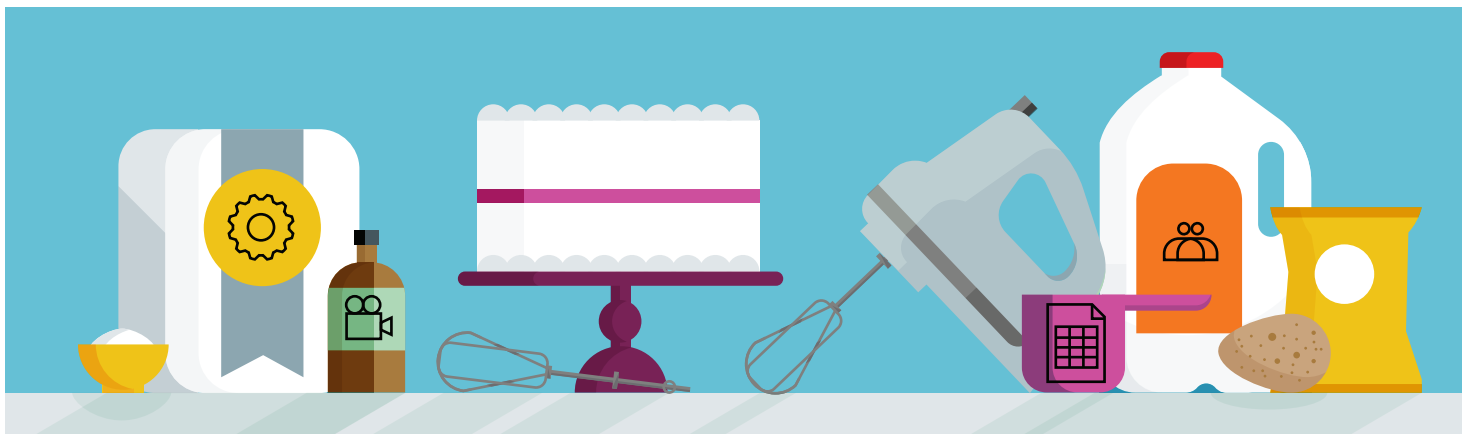
Web Marketing Manager, Lenovo

JEFF "ONION" STEEL

Graphic Design Lead, Lenovo

JANET "KALE" DANFORTH

Web Developer, Lenovo



TIME TO PREPARE

12 months

INGREDIENTS

5 lbs marketing automation
1 ½ gallons CRM
3 cups spreadsheets
1 pint video presentations
3 bags salt and vinegar potato chips



Tip From the Chef!

Crowe Horwath ensures there's enough content to go around for all their hungry audiences!

Retweet this 

LEAD NURTURING LAYER CAKE

From the Crowe Horwath Kitchen

Reaching leads at the right time can be tricky. Building meaningful relationships can be trickier still. The Crowe Horwath demand generation team used targeted content and some elbow grease to start a conversation with prospects. They did it with a four-track lead nurturing program that increased engagement, open and click through rates, and—ultimately—revenue. This dish was prepared to:

- Engage C-level bank executives and drive incremental leads that turn into revenue.
- Measure program success through:
 - The number of executives engaged in the program
 - Click through rates
 - Leads directly attributed to or influenced by the campaign
 - Revenue generated by the results

DIRECTIONS

Adjust your settings. Define your target audience and perform an audit of existing content.

For each solution or category, identify key business drivers and buyers. Map out a rough outline of the buying process.

Write up buyer key business issues. You'll write messaging around these points.

Measure out the amount of content you'll need to support all stages for each track.

Sprinkle in some progressive profiling questions. This will give you more information about prospects as you go.

Bake in a lead scoring system. This will help sales target their follow-up efforts.



RESULTS

Crowe Horwath got more than 1,000 executives actively engaged in its program—33% of everyone who was invited. The team achieved open rates of 80% and click through rates of 13%.

MASTER CHEF PROFILE

Christine Elliott, Crowe Horwath's Marketing Strategy Leader, lives in the windy city of Chicago. With 25 years of integrated strategy and marketing experience, she is especially fond of disruptive marketing mayhem programs. You'd never guess that she once dropped out of college to be a nightclub DJ. Or maybe you would.



Follow Christine on Twitter
[@Im_Christine44](https://twitter.com/Im_Christine44)



THE KITCHEN

Crowe Horwath's leading-edge demand generation team works (mostly) in Chicago and Los Angeles. They're responsible for marketing strategy, web development, data analytics, and more. They'll tell you never to underestimate the demand generation results they can achieve. They love proving people wrong.



SOUS CHEFS

MARY BETH "CAKE POP" OMNESS

Assistant Director, Digital Media
Specialty: Digital, integrated strategy

JON "LOLLIPOP" LOSEY

Project Manager
Specialty: Project management

ANDREW "GELATO" GAFFNEY

CEO, Content 4Demand
Specialty: Content development partner



TIME TO PREPARE

12 months

INGREDIENTS

2 liters marketing automation
5 cups CRM
1 enterprise data warehouse pressure cooker (optional)
1 business intelligence blender
6 cups of fresh, clean data
7 foosball battles

METRICS À LA MODE

From the Deltek Kitchen

Creativity is like ice cream. Too much can lead to chaos. (Though one could argue too much of a good thing can't possibly be a bad thing!) Deltek's marketing ops had a common problem—there were too many ingredients being handled by too many chefs. Teams needed to report on similar metrics, but everyone was using different data sources, filters, and formats. A new recipe for success was needed—metrics à la mode! This dish helps:

- Provide a unified view of marketing's contribution to the organization.
- Reduce requests for ad hoc reports and dashboards.
- Translate metrics into fresh, actionable insights that drive revenue including:
 - Rich marketing-sourced-and-influenced pipelines
 - Finely cut integrated funnel stage conversions
 - Fully-baked campaign performance

DIRECTIONS

Add fresh data from marketing automation and CRM systems to your enterprise data warehouse. Cook on high.

Add the data to your business intelligence platform and blend on low speed until insights rise to the top.

Meet with your taste-testing teams (otherwise known as stakeholders). Ask whether these flavor profiles will help move the campaigns into the fully-baked zone.

Metrics à la mode can be messy. Schedules help. Set a time for delivery, review, and sharing.

Schedule quarterly tastings to measure satisfaction and collect ideas on how to improve your recipe—and keep them coming back for more.

RESULTS

Deltek has seen a 40% increase in leads sent to sales since the recipe went into production. The largest business unit saw an 11% increase in pipeline volume and 14% increase in value. Marketing ops has enjoyed a more than 30% increase in measurement effectiveness.



Tip From the Chef!

Deltek formatted a metrics recipe to help provide a unified view of marketing's contribution to the organization.

[Retweet this](#) 



MASTER CHEF PROFILE

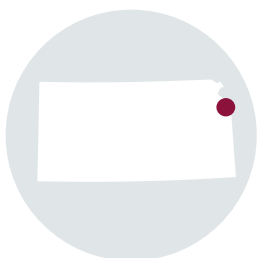
Kristin Connell, Senior Manager of Marketing Operations at Deltek, is a culinary combat queen with 20 years of marketing experience. With partner and client Eloqua certifications to her credit, her latest “à la mode” moment came as a finalist for the “Metrics that Matter” Markie Award. This Kansas native is an industry-recognized marketing nerd, who frequently asks her two children to limit their arguments to 140 characters or fewer.

 Follow Kristin on Twitter
[@KristinConnell](https://twitter.com/KristinConnell)



THE KITCHEN

The Deltek marketing operations team whips up delicious metrics à la mode from Kansas, Virginia, and the Philippines. And while Eloqua campaign execution is easy as soufflé for this team, they also manage marketing measurement, process, and enablement for Deltek’s corporate, field, and product marketing departments. This results-driven team plays to win, not only with metrics, but also midday foosball battles.



SOUS CHEFS

CURTIS “GOT ANALYTICS?” SEARE

Manager, Marketing Analytics

Specialty: Makes metrics palatable to the pickiest of palates

FIELD MARKETING “TASTE TESTING TEAMS”

Campaign Management

Specialty: Executes tasty, full-course campaigns designed to drive MQLs to \$\$\$

EXECUTIVE CHAMPION “THE CHAIRMAN” (A LA IRON CHEF AMERICA)

Specialty: Encourages Field Marketing to “clean their plates”

ABOUT US

ORACLE MARKETING CLOUD

Modern Marketers choose Oracle Marketing Cloud solutions to create ideal customers and increase revenue. Integrated information from cross-channel, content, and social marketing with data management and dozens of AppCloud apps enables these businesses to target, engage, convert, analyze, and use award-winning marketing technology and expertise to deliver personalized customer experiences. Visit oracle.com/marketingcloud.

LEAD LIZARD

Lead Lizard's demand generation experts—roughly a baker's dozen, and growing—sit back-to-back in a large creative space in Portland, Oregon. From mastering demand generation platforms to whipping up strategy that answers their clients' business goals, the team enjoys a fast-paced environment. They can also make a mean Denver omelet. To learn more, visit leadlizard.com.

Is your marketing team delivering delectable demand gen? Submit your recipe for future editions of the Demand Gen Pro's Cookbook, [click here](#).