

Data + Technology Drive Shift in Emerald's Sales + Marketing Strategy

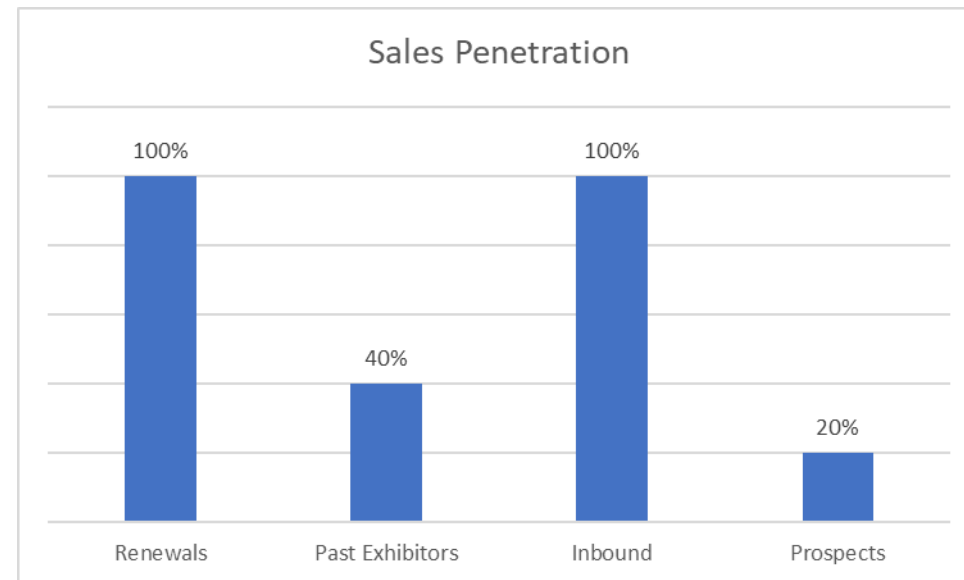
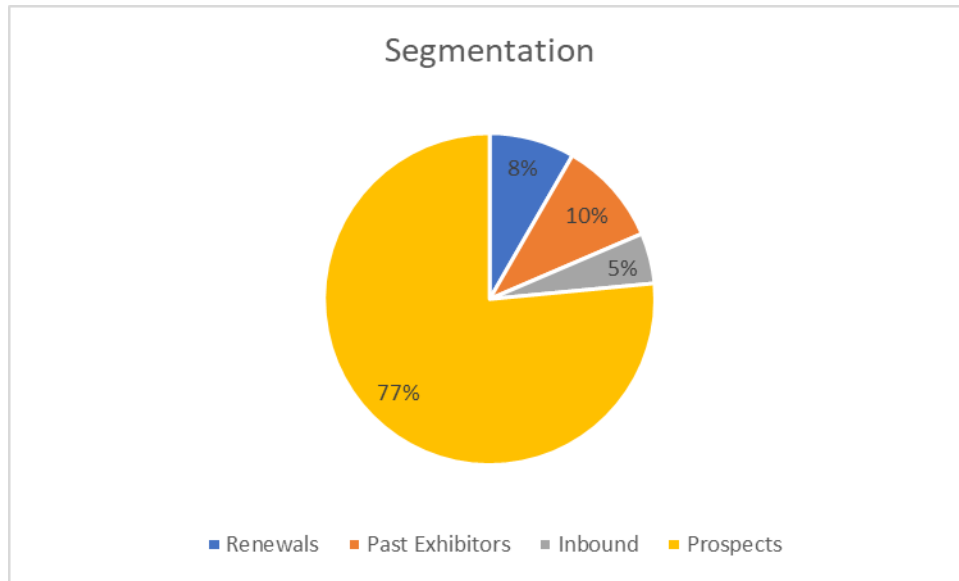
Joanne Wheatley

SVP Marketing + Digital Operations Emerald Exhibitions



Past Segmentation

- Mostly one dimensional
- Past exhibitors prioritized based on recency
- Prospects prioritized based on source

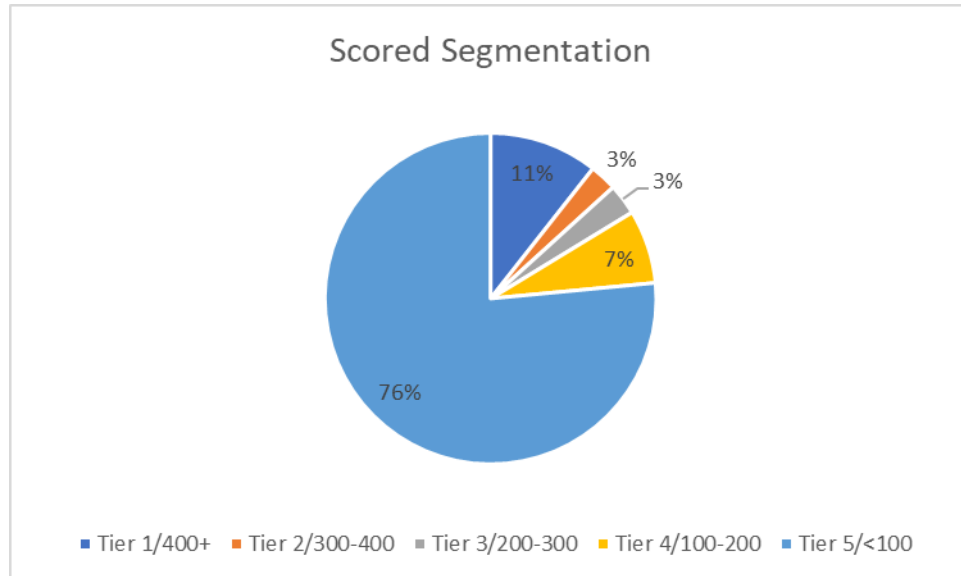


Data Drives New Segmentation

- Leveraged data to assign points based on multiple attributes:
 - Participation at Emerald events
 - Participation at competitive events
 - Engagement with marketing efforts and content
 - Reasons for not participating
- Compilation of points resulted in a Score that was applied to the account



Scored Segmentation



- Opportunities created and prioritized based on Scores
- Level of sales effort aligned with Scores
- Scores grouped into Tiers to align Marketing efforts



Technology Enables Greater Level of Marketing Support

- Marketing automation is leveraged to support new segmentation and improve alignment with sales
- Actions taken via marketing campaigns improve scores and alert Sales through integration with CRM
- Responsible for nurturing lowest scored accounts and push to sales only when desired action is taken
- Increased focus and investment in driving leads



Three Primary Marketing Campaigns

- Sold Exhibitors
 - Automation allows for immediate addition to upsell campaigns
- Open Opportunities
 - Segmentation based on tier and stage in the sales process
 - Higher scored accounts warrant greater marketing investment
- Remaining Prospects
 - Represent lowest scored accounts
 - Automation allows for ongoing email communications leveraging content
 - Opportunities created for sales when desired action is taken
 - Move into the Open Opportunity segment



Lead Generation

- Technology and digital marketing leveraged to drive and qualify inbound leads
 - SEO and SEM
 - Social Media Advertising
 - Retargeting Ads
 - Conversion Optimization
 - Qualify and Nurture with Marketing Automation



Early Learnings

- Ongoing communication and collaboration between sales and marketing is key
- Kick off with a combined planning meeting
- Requires a long runway
- Strong partnership with IT critical to success
- Key resource requirements:
 - Skill
 - Budget
 - Content



Impact of Marketing Automation

- Nurtured leads average a 20% increase in sales opportunities versus non-nurtured leads
- Result in 50% more sales at a cost 33% less than non-nurtured leads
- Make larger purchases
- Companies that excel at lead nurturing have 9% more sales reps making goal
- Alignment of sales and marketing impacts revenue growth up to 3 times
- 65% of B2B marketers have not established lead nurturing



Thank You!

Joanne Wheatley
SVP Marketing + Digital Operations
Emerald Exhibitions
joanne.wheatley@emeraldexpo.com

