



# **Managed Services for Marketing (MSM)**

Leverage a New Marketing Model for Competitive Advantage

Have **limited resources and time** kept you from reaching your potential customers with a compelling message?

Do you need to **maximize your marketing budget** and improve your lead generation process to make more effective use of your sales force?

After acquiring Engagement Marketing software, many find that the real challenge is finding experienced campaign marketing experts who can connect all the pieces together (campaigns, channels, software, best practices, and metrics) to create business value.

Advantage Design created **Managed Services for Marketing (MSM)** to deliver superior Engagement Marketing programs to businesses who need effective marketing to grow, and need to implement quickly and efficiently while controlling costs.

MSM is a comprehensive offering that combines the power of Silverpop's *Engage* software with the outsourcing of marketing campaigns to experts.

You outsource the software implementation and initial campaign management so your staff can focus on learning the system and day-to-day operation of campaigns.

You minimize the significant investment required to implement e-marketing solutions for yourself and success is measured every step of the way!

MSM offers significant advantages over a do-it-yourself implementation:

- You acquire Expertise – Advantage Design (AD) consultants are experts in constructing marketing campaigns employing Engage software. No other solution allows you to implement as quickly and as cost-effectively.
- You acquire Experience – AD implements recognized Engagement Marketing Best Practices to provide you with standardized and efficient marketing business processes that deliver maximum reach and return for your marketing dollar.
- You acquire Additional Resources that work under your direction and are a single point of responsibility for daily marketing operations.
- You gain Total Visibility to marketing operations -- every process and campaign is measured and reported (cost/lead).

With MSM, you pay a fixed cost identified in advance for the entire program, with deliverables clearly delineated.

## **WHAT IS ENGAGEMENT MARKETING?**

Engagement Marketing is a Business-to-Business multi-touch Email strategy to focus marketing activity on a theme directed to a particular audience. The goal is both to identify valid potential customers (prospects) who are ready to buy and should be contacted by sales personnel and also to grow the marketing database (suspects) that you continue to “touch” and nurture.

Key to Engagement Marketing is determining the theme for each campaign. The topic should be able to engage the audience; it should address a business problem that is timely, relevant, and critical. Workflows for a “drip” campaign are designed to offer theme-related collateral material to the audience over a defined period of time and measure the response. Based on interest, the responder is further engaged with the offer of additional material. The collateral material is sequenced to first define and discuss the business problem, then introduce the company's solution. A suspect is converted from someone interested in the campaign's theme to a prospect interested in your solution.

Marketing automation systems manage Email drip campaigns by executing the various workflow paths based on the suspect's characteristics (industry and title) and behavior (survey responses, Web pages visited, Webinars attended, collateral material downloaded). Criteria are established to measure the suspect's behavior to determine when to convert them to sales prospects.

## **WHAT IS MANAGED SERVICES?**

Most companies lack Engagement Marketing expertise -- it is not a core competency, and it is extremely difficult to hire and maintain this type of expertise. Managed Services for Marketing is the business process outsourcing of the strategic and tactical planning, execution, and budgeting for marketing campaign management.

We employ Silverpop's *Engage* software to manage marketing campaigns for our clients in a do-it-for-you model. We have also developed Best Practices in Engagement Marketing through years of experience. We have achieved a high proficiency in the Engage system through our experience managing campaigns for numerous other companies. Drawing on our success in those engagements, we deliver maximum success for clients with the minimum amount of risk.

When we layer our Managed Services for Marketing on our immense marketing business process knowledge, the turn-key service becomes an extremely compelling proposition for senior management. By outsourcing to Advantage Design, you leverage Engagement Marketing technology much more effectively -- and much sooner!

## **WHAT SERVICES ARE PROVIDED?**

Our projects implement effective Engagement Marketing. They identify and implement the proper programs and channels to generate marketing leads for your business. We work collaboratively with you to build marketing processes and methods that you can then employ on an ongoing basis.

The theme for each marketing campaign focuses on a value-based scenario, describing a key business issue and your solution. We work with you to build your marketing message and the collateral to ensure it is effective and clear.

Our standard services include:

1. Implementing *Engage* Campaign Management software and building campaign marketing suspect-to-prospect management processes.
2. Acquiring and building a marketing database of customers, prospects, business analysts, and media. This is built from your existing sales and marketing contact database(s) and appropriate purchased data sources.
3. Developing a written marketing campaign strategy and tactics employing a message that focuses on your competitive advantages and customer benefits. It includes your campaign objectives, schedules, and target markets.
4. Defining the methods and marketing channels to be employed to reach the appropriate target audiences, including the use of the trade press and other message distribution media.

5. Defining the campaign workflow including a map of campaign content and media (and the sources of that content) and the sequence for campaign execution.
6. Managing the campaigns, which includes executing the campaign tactics by building or acquiring all of the necessary campaign material (offer emails, micro-sites/landing pages, surveys, and follow-ups); acquiring, reviewing, and loading the campaign collateral materials (content papers, graphics, and corporate marketing collateral); making media placements; developing house news letters; and building, testing, then implementing the campaign workflow.
7. Converting suspects to prospects and measuring campaign success. We work with you to develop lead-qualification rules, to determine how and when leads are “visible” to your sales force, and to adjust and purge your marketing database. We help you set metrics and monitor campaign statistics, including lead scoring and cost/lead, and provide your management with campaign success reports.
8. Developing a supporting marketing budget that delineates the categories of expenditures, and the budget amounts per category, for your marketing campaigns.

As an optional service, we can implement an interface to your CRM system (salesforce.com or other), and determine the criteria for suspect transfer from Engage to CRM.

### **HOW DO YOU BENEFIT FROM MANAGED SERVICES?**

Your Engagement Marketing system is **implemented quickly and easily**, and without disruption to your existing sales process. Employing MSM ensures that you take maximum advantage of the *Engage* solution. It maximizes your potential for success and minimizes your time-to-benefit. Our success with existing clients assures you of a risk-free implementation.

You **implement the best possible technology** because MSM employs Silverpop’s *Engage*, the undisputed leader in Engagement Marketing software. You get immediate access, visibility, and oversight on, and business intelligence from, your entire marketing program.

You operate efficiently and cost-effectively -- MSM is provided at a fixed monthly cost. The MSM deliverables, schedule, and costs are identified in advance. You have **no risk of unanticipated charges**.

There are **no project delays** because you can separate the implementation of Engagement Marketing from the learning and day-to-day operation of the campaigns. With Advantage Design’s flexible contract term, you can learn the system and processes at your own pace and assume their management when it suits you best.

The complete campaign history contained within *Engage* provides you with the data to monitor campaign success. MSM takes these data, and your campaign costs and performance metrics, and creates Business Intelligence that lets you **monitor overall marketing cost and success**.

It is your marketing program. Throughout the marketing campaigns, you remain the contact for your suspects, prospects, and customers. You **own all the data, analysis, and marketing information**, which becomes part of your ongoing marketing program. You can nurture suspects who are not ready to buy now, but not lose them in the marketing funnel. When your lead-scoring criteria suggest they are ready-to-buy, you know immediately.