5 Secrets to
Increasing Marketing
Conversion Rates

Are You Truly Reaping the Benefits of Modern Marketing Technology?

The relationship between sales and marketing is often fragile. Every marketer wants to be a hero to sales. Sales expects marketing to pass them high quality, error free leads. Today's marketing automation systems are unrivaled in history. But it takes more than technology to amass great leads.

The best marketing automation systems— like Oracle Marketing Cloud — offer powerful tools for gathering information about potential customers.

But, while exploiting technologies, marketers must also adopt effective processes to reconcile data of varying quality that flood in from disparate sources.

Oracle Modern Best Practice for marketing is open, accessible, and truly transformational. It shows how your organization could achieve radically superior results.

Integrate, a certified Oracle partner, is a provider of cloud-based solutions that improve the efficiency of Oracle Eloqua customers' marketing programs.
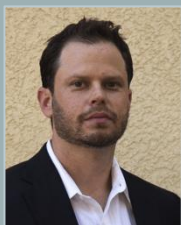
David Crane, marketing tech strategist at Integrate, offers these 5 tips for increasing marketing conversion along your journey to adopting Modern Best Practice for Marketing .

1

Focus on Efficiency

This probably sounds trite and far from a secret. But the secret is that most marketers aren't nearly as efficient as they think they are. In fact, according to B2B Technology Marketing Community, the greatest barriers to lead generation success are the lack of resources in staffing, budgeting, or time.

This is why focusing on new ways to generate efficiency is so important. Technology, of course, is the most obvious answer to generating required efficiency.

But it's not as easy as simply adopting a new system or tool – you must learn how to reap as much value from each technology as possible.

Most organizations aren't doing this. According to a recent SiriusDecisions infographic, 85% of B2B marketers using marketing automation in 2014 felt they weren't using it to its full potential.

Fully capitalizing on the right technology for your business is probably the lowest hanging fruit with regard to efficiency, and will enable your team to do more with less time and resources. Moreover, it'll allow you to focus on the subsequent four secrets.

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Get Your Ducks in a Row

By ducks, I mean all your prospect data sources. This is probably the quickest, most impactful change mid-to-large businesses can make. As Bionic Ad Systems calculated, creating and executing a media plan is 42-step process often costing more than $40,000.

By centralizing all data sources, marketing orgs gain added efficiency due to reduced effort required for vendor communication and management, campaign setup and reporting, and program optimization.

Source centralization also enables a holistic view of top-funnel activities that often eludes most marketers. In fact, only 37% of marketers claim to routinely and efficiently gain insight from analytics (MarketingSherpa).

This holistic view, in turn, allows for early program optimizations that'll trickle all the way down the funnel, increasing conversions along the way. The importance of such visibility is why CMO Survey estimated that spending on marketing analytics would increase 60% in 2015.
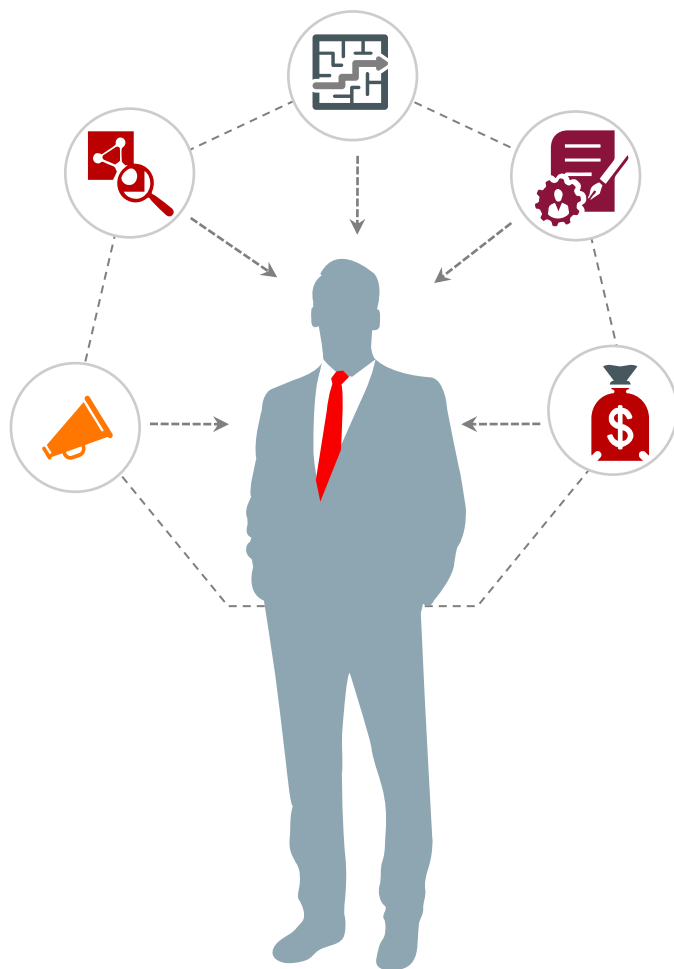
" Only 37% of marketers claim to routinely and efficiently gain insight from analytics"

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3

Govern Your Data Early to Prevent Clean-up Later

Low prospect data quality is an epidemic in the B2B marketing space. A recent Integrate report shows that, on average, 40% of third-party-generated prospect data contains invalid, incomplete or duplicate data, all of which drastically reduce conversion rates.

Data Quality Issues ▶▶

Skew program measurement, preventing the insights needed to optimize effectively and capitalize on opportunities.

Decrease return on marketing automation and CRM investment by wasting usage volume on ineffective data. In fact, 36% of marketers say "insufficient data quality" is the biggest obstacle to marketing automation success (Ascend2 Marketing Automation Benchmark Survey, July 2014).

Diminish customer experience by preventing good prospects from getting the content they need when they need it.

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4

Test New Tactics

You don't need to try everything, but it's much better to error on the side of too much rather than too little. Not only does this mindset of continuous testing often unveil new winning tactics, it also keeps the team from gradually falling into the "we've done it this way forever" mentality, which is cancerous in marketing departments.

Of course, testing often won't do much if you don't measure results, so I guess the real secret is:
Test a lot…measure even more.

5

Don't Stop Asking Questions

Like that annoying little kid… People who do this are incredibly irritating – and successful…and they usually make those around them more successful as well. Ask sales what feedback they're receiving from the prospects they're following up with. Ask customers if they felt the messaging they received before product purchase aligns with the value they see now that they own and use it.

If you're in demand gen, ask marketing ops how you can help improve the ease of analytics, increase lead velocity or better leverage adopted technologies. Ask your marketing tech vendors what's on the product roadmap so you can prepare new tactical tests (see #4). Also ask them if their other customers are using the tech in innovative ways.

The bottom line: Just be inquisitive. Not only does this help you do your job better, it keeps the job interesting and fun. And when you enjoy your work, it shows all the way through to the customer and affects their desire to build a relationship with your company.

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TAKE THE NEXT STEP TODAY

See what you can achieve with Oracle Marketing Cloud

Learn more about Integrate's solutions

Explore free resources to help you adopt Modern Best Practice for Marketing

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Hardware and Software, Engineered to Work Together

5 Secrets to Improving Lead Generation
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