



2020

THE FUTURE IS **NOW**

2020 TMSA Marketing & Sales Metrics Study

5 Tips to Improve Your Strategy



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#TMSA2020

Thanks to Today's Sponsor!

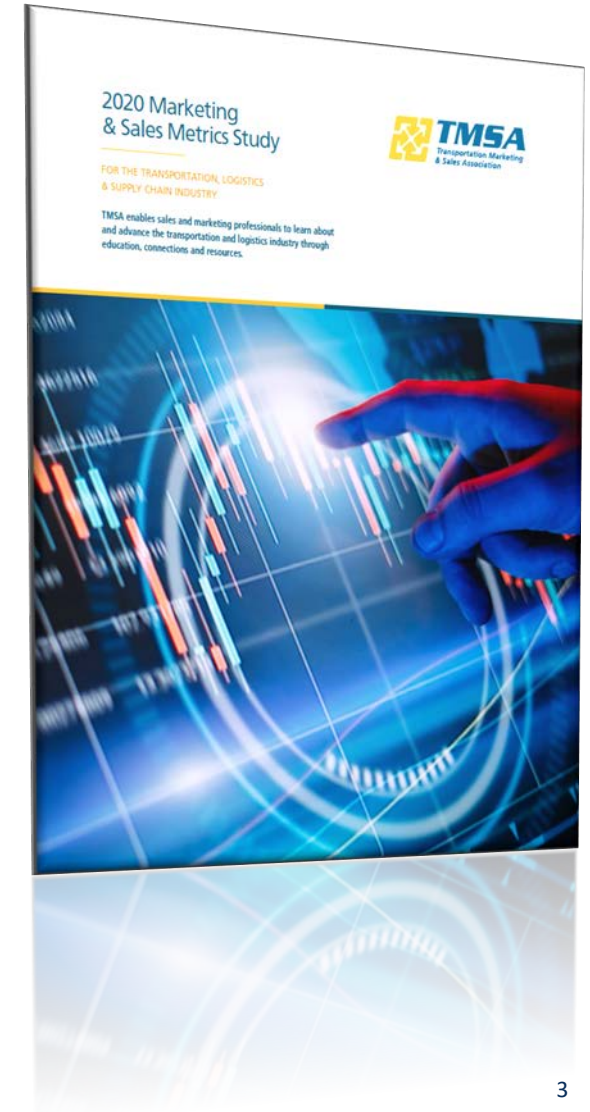


TMSA Marketing & Sales Metrics Study

Purpose of the Study

Annual study to help understand:

- Key metrics in marketing, sales, business strategy
- How they change over time
- Best practices for success in the industry



2020 Marketing & Sales Metrics Study

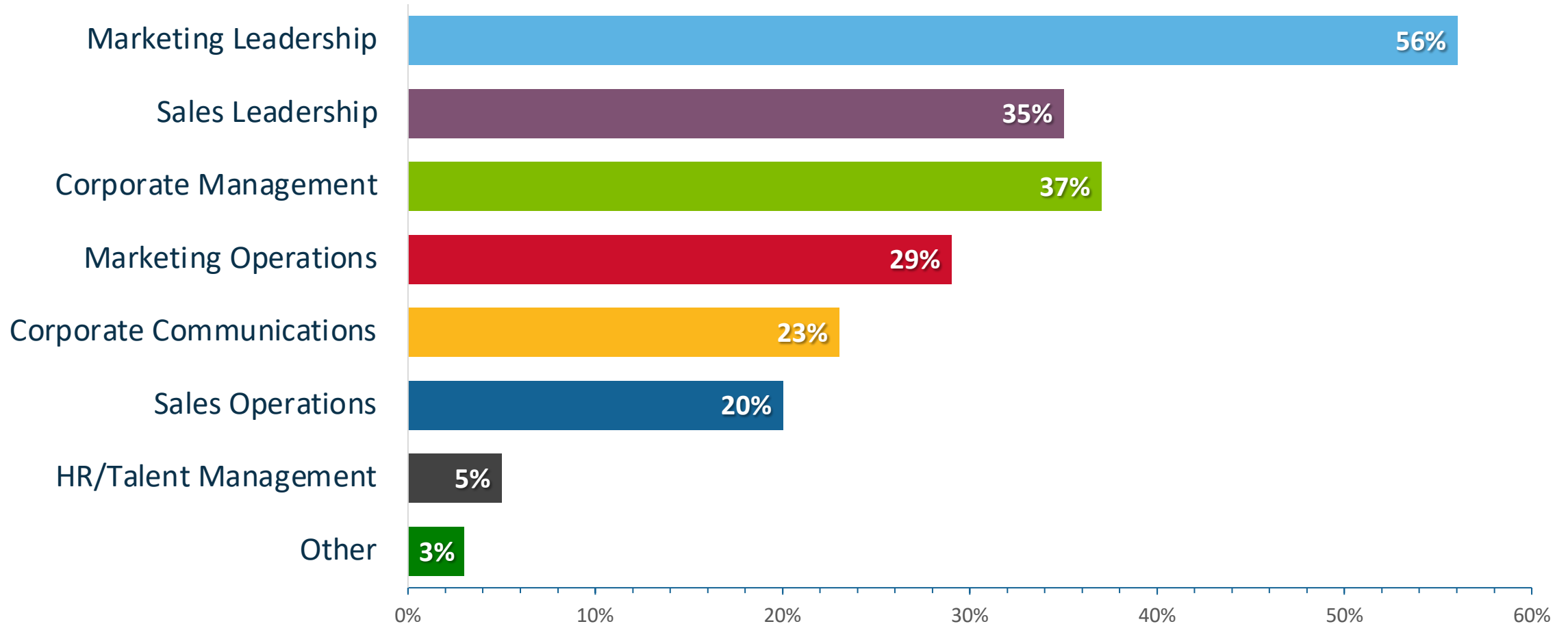
Metrics Covered

- Demographics of Participants
- CRM, Automation, Technology Use
- Staff, Budget Sizes
- Cost Per Sale (FTE)
- Sales Contribution by Source
- Reasons for Business Loss
- Allocation of Marketing Budget
- Digital Averages: Email Open Rates, Click Rates, etc.
- Marketing Activity Outsourcing
- How Metrics and ROI are Tracked



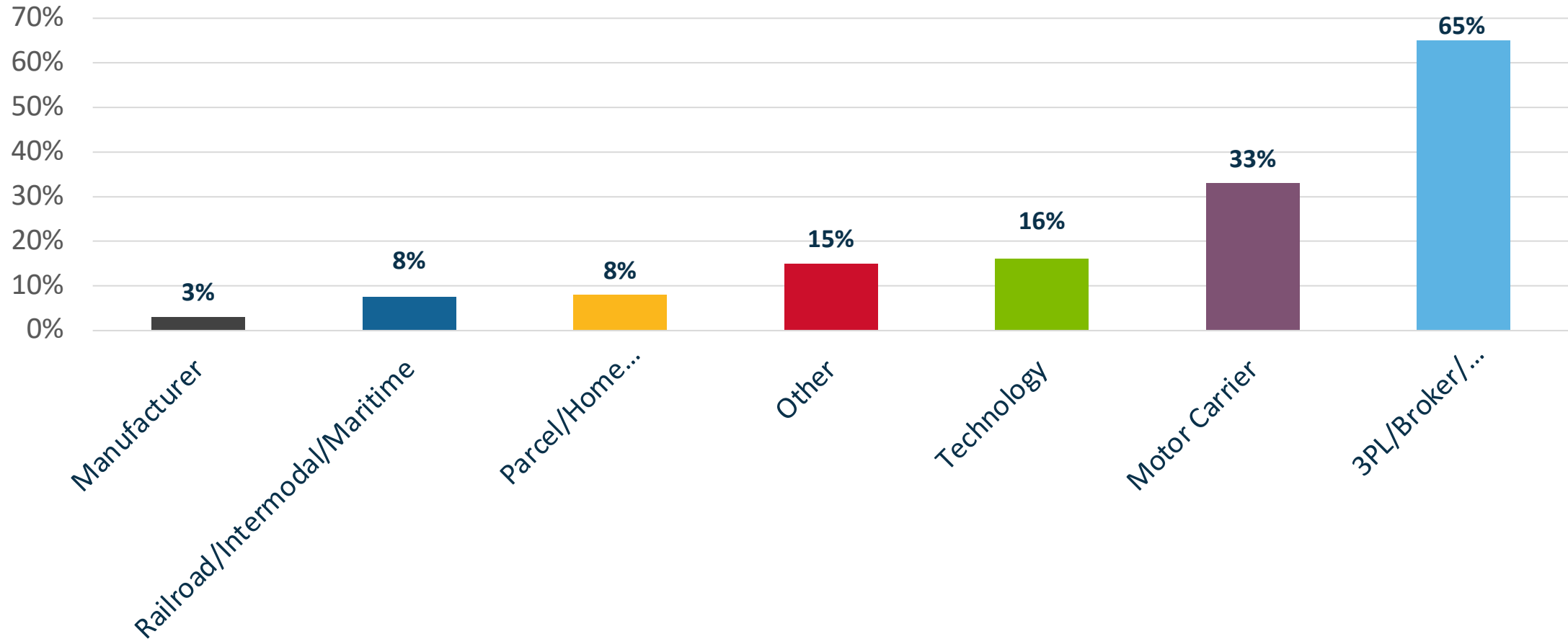
Roles & Responsibilities

Demographics of Respondents



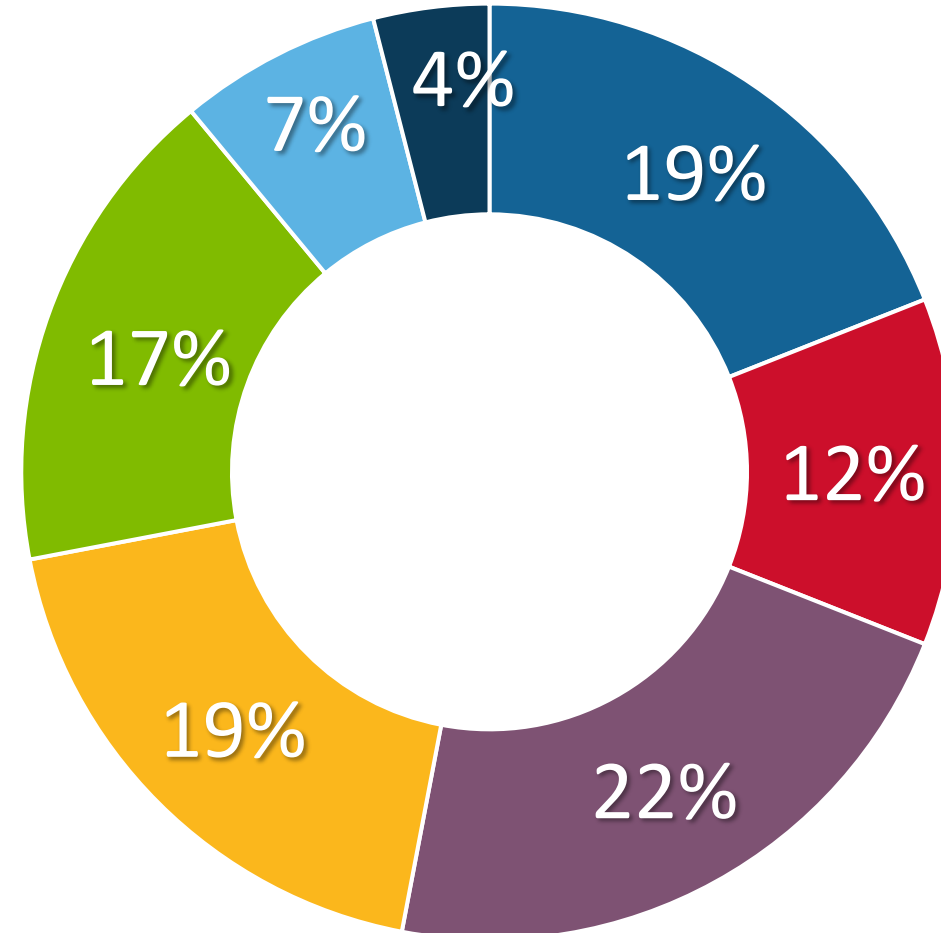
Company Type (multiple select option)

Demographics of Respondents



Demographics of Respondents

- Micro (<50)
- Small (50-99)
- SMB (50-499)
- Medium (500-1,000)
- Large (1,000-4,999)
- Major (5,000-9,999)
- Giant (10,000+)



Tip 1: Leverage Technology

5 Tips to Improve Your Marketing and Sales Strategy

- CRM Systems
- Sales Automation
- Marketing Automation
- Emerging Technologies in AI



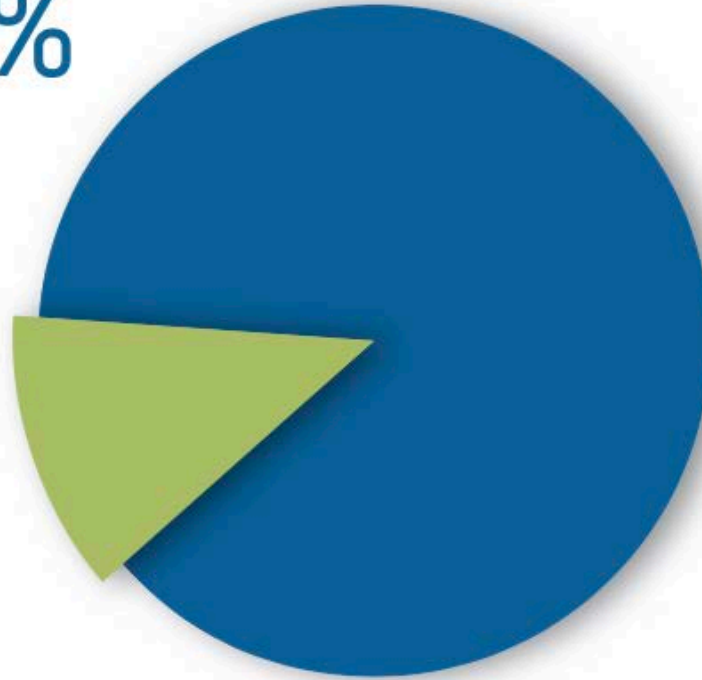
Tip 1: Leverage Technology

5 Tips to Improve Your Marketing and Sales Strategy

ILLUSTRATION | 5 | CRM/MARKETING AUTOMATION TECHNOLOGY

87.5%
YES

12.5%
NO



TOP PLATFORMS USED

HubSpot

act-on

salesforce

Microsoft

Zoho

Marketo

Tip 1: Leverage Technology

5 Tips to Improve Your Marketing and Sales Strategy

- Analytics: Performance of channels, technologies, ads, offers, etc.
- Conversion Optimization: Get them to your website and engage
- SEO: Google AdWords, Bing, Yahoo, etc.
- Remarketing: Once a visitor comes to the website, ads and content are retargeted
- Mobile: 50%++ emails, 70%++ websites, etc.



Tip 2: Listen to the Voice of the Customer

5 Tips to Improve Your Marketing and Sales Strategy

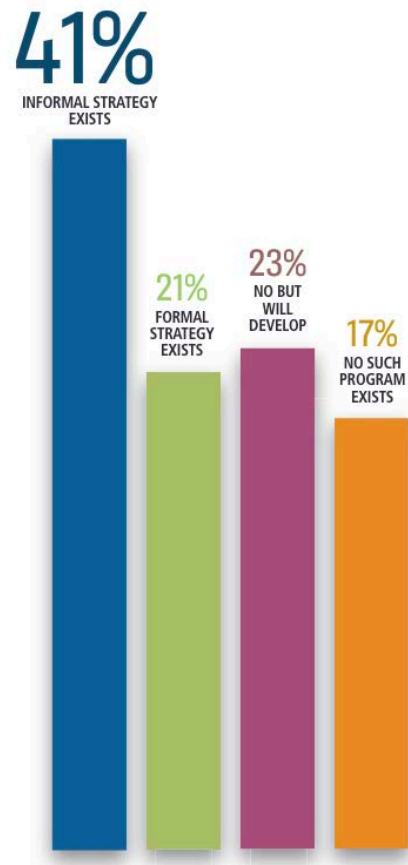
- Set upfront measurable goals and objectives
- Ensure proper collaboration within the relationship
- Perform regular, meaningful customer reviews
- Implement appropriate Customer Experience (CX) strategy



Tip 2: Listen to the Voice of the Customer

5 Tips to Improve Your Marketing and Sales Strategy

ILLUSTRATION | 8 |
CX & CUSTOMER REVIEW STRATEGY



Tip 2: Listen to the Voice of the Customer

5 Tips to Improve Your Marketing and Sales Strategy

- Greater retention
- Improved margins
- Additional sales

WHY IMPROVE CX?

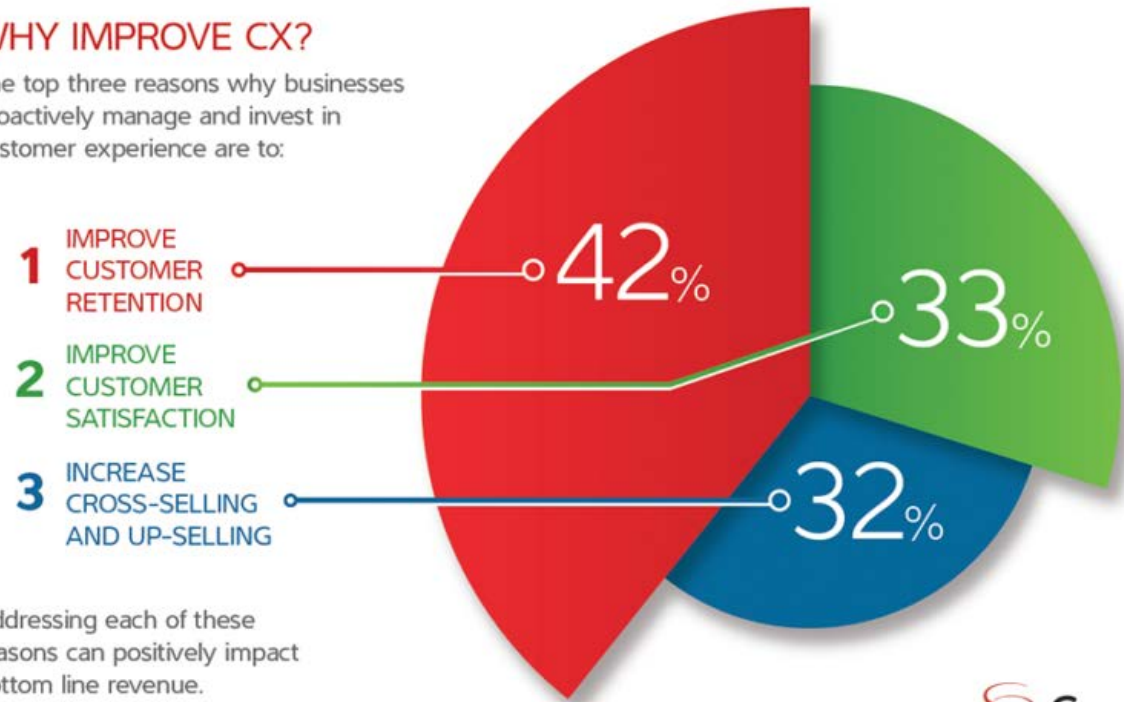
The top three reasons why businesses proactively manage and invest in customer experience are to:

1 IMPROVE
CUSTOMER
RETENTION

2 IMPROVE
CUSTOMER
SATISFACTION

3 INCREASE
CROSS-SELLING
AND UP-SELLING

Addressing each of these reasons can positively impact bottom line revenue.



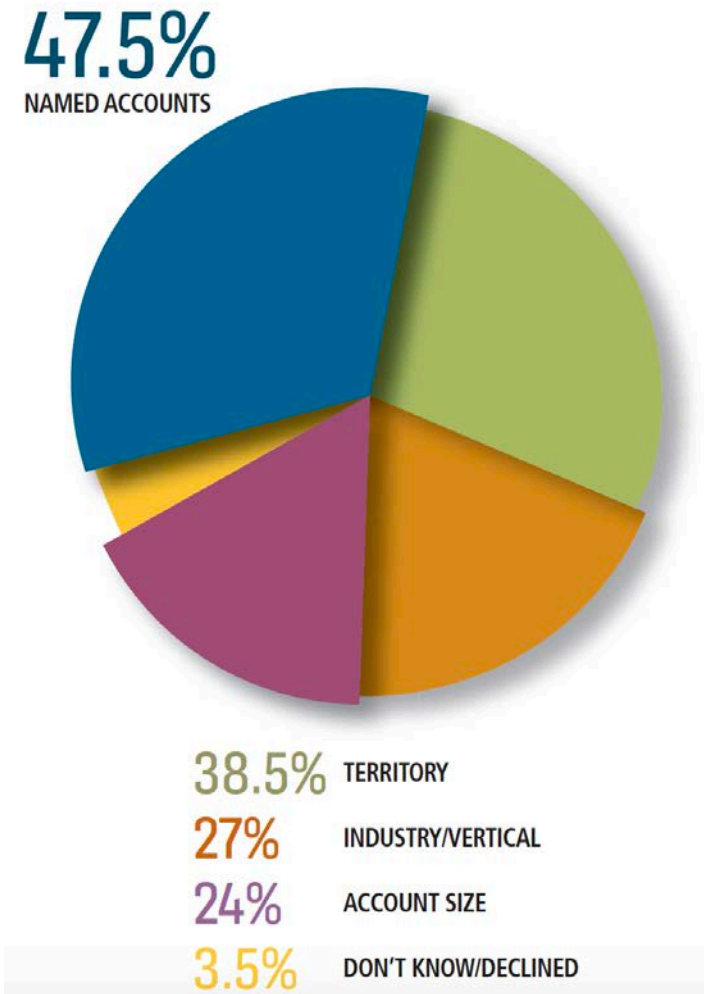
Tip 3: Look at Your Sales Strategically

5 Tips to Improve Your Marketing and Sales Strategy

- Structure of your sales team infrastructure

ILLUSTRATION | 17 |

HOW SALES ORGANIZATION IS DEPLOYED



Tip 3: Look at Your Sales Strategically

5 Tips to Improve Your Marketing and Sales Strategy

- Create effective sales channels and results

ILLUSTRATION | 19 |

SALES CONTRIBUTION BY SOURCE

51% OUTSIDE SALES

41% INSIDE SALES

35% OPERATIONS/
EXECUTIVE TEAM

15% 3RD PARTY
CHANNEL PARTNERS

13% OUTSIDE SALES
CONTRACTORS

10% E-COMMERCE/OTHER



Average Contribution

Inside Sales Remains Significant Contributor to Revenue

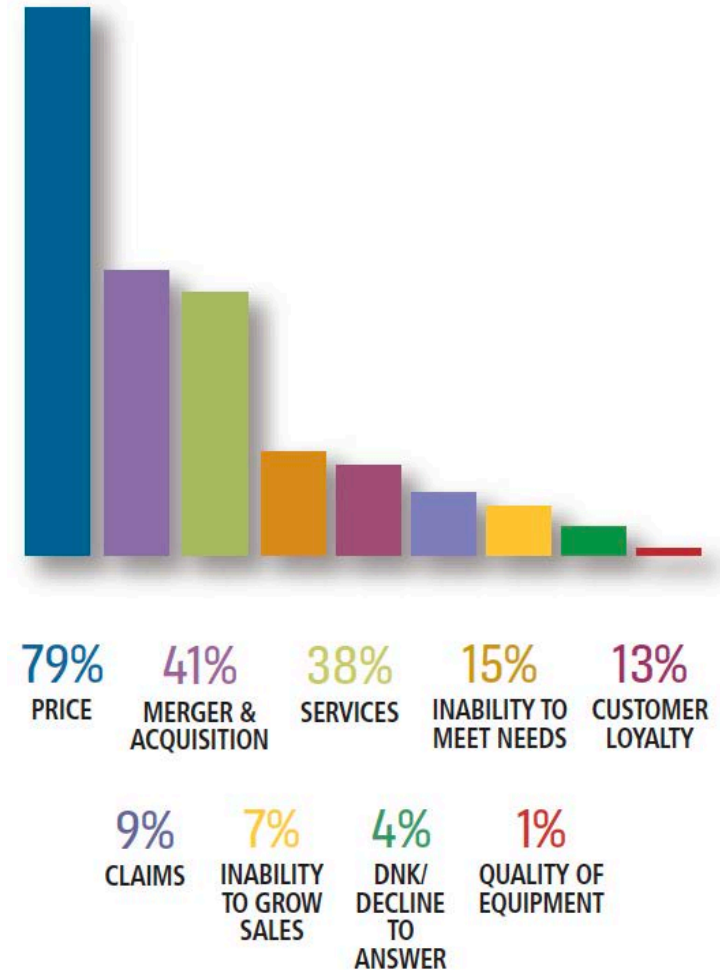
Tip 3: Look at Your Sales Strategically

5 Tips to Improve Your Marketing and Sales Strategy

- Align Behavior with Incentive (compensation, benefits, bonuses, recognition, other programs)
- Measure and Monitor Successes and Failures

ILLUSTRATION | 22 |

REASONS FOR LOSS OF BUSINESS



Tip 4: Look at Your Marketing Strategically

5 Tips to Improve Your Marketing and Sales Strategy

Align marketing strategy
and operations with
business goals, objectives

Marketing Budget (Pre-COVID)

Source: 2020 TMSA Marketing & Sales Metrics Study



**CUSTOMER
ACQUISITION**

33%



**BRAND
AWARENESS**

24%



**CUSTOMER
RETENTION**

14%



**DEMAND
GENERATION**

13%



**CUSTOMER
EXPERIENCE**

8%



**OTHER/
MISC**

8%

Marketing Budget (Post-COVID)

Source: TMSA COVID-19 Town Hall Meeting Poll (73 participants in month of April)



**CUSTOMER
ACQUISITION**

30%



**BRAND
AWARENESS**

100%



**CUSTOMER
RETENTION**

70%



**DEMAND
GENERATION**

40%



**CUSTOMER
EXPERIENCE**

70%



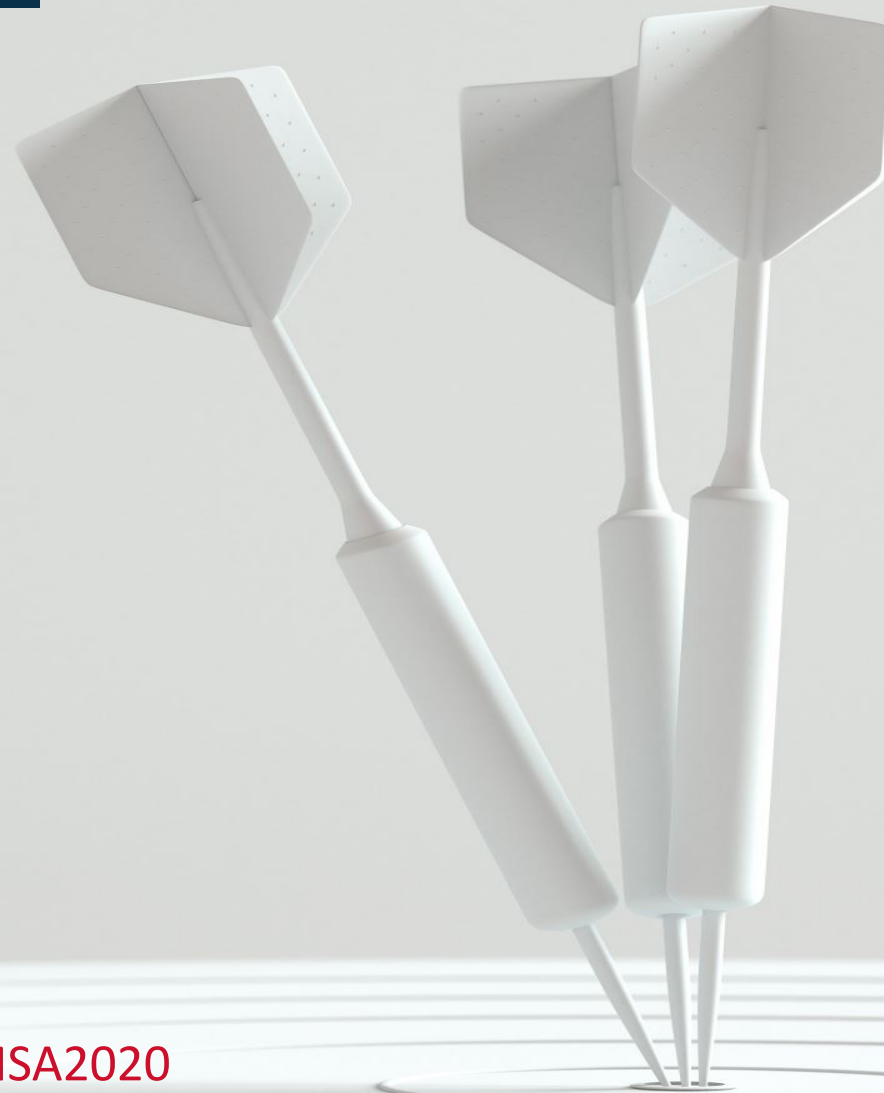
**OTHER/
MISC**

18%

Tip 4: Look at Your Marketing Strategically

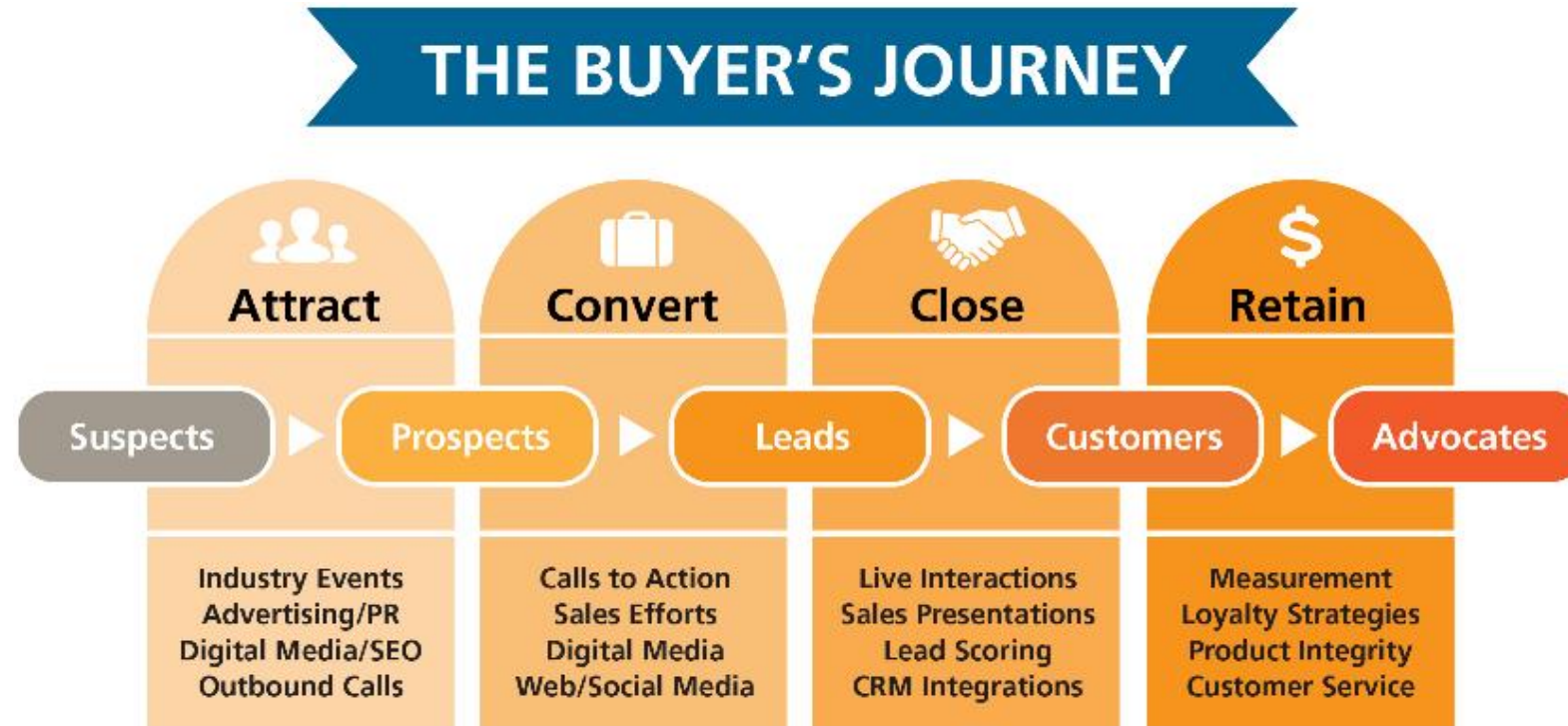
5 Tips to Improve Your Marketing and Sales Strategy

- Establish SMART goals (Specific, Measurable, Achievable, Relevant, Time-Based)
- Reflect all marketing with the Buyer's Journey



Tip 4: Look at Your Marketing Strategically

5 Tips to Improve Your Marketing and Sales Strategy



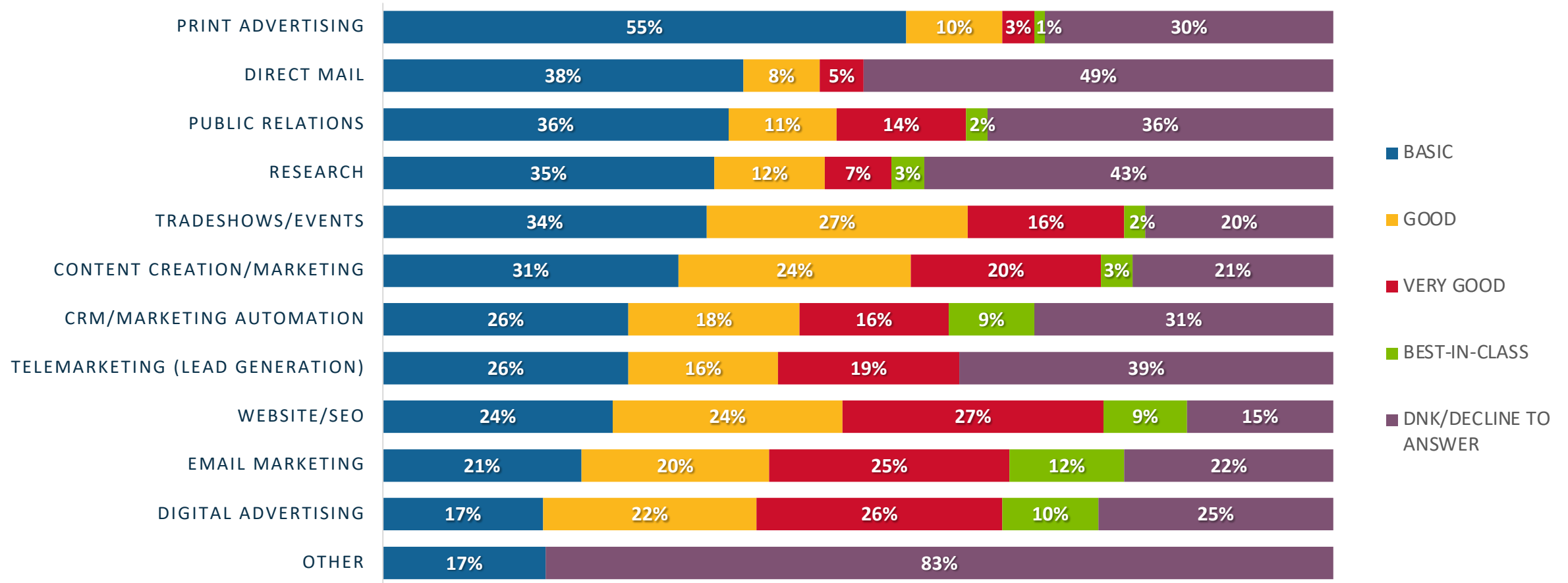
Tip 4: Look at Your Marketing Strategically

5 Tips to Improve Your Marketing and Sales Strategy

Always be seeking to
“build a case” for marketing
based upon results

Ability to Track ROI by Channel

Source: 2020 TMSA Marketing & Sales Metrics Study



Tip 5: Ensure Proper Alignment

5 Tips to Improve Your Marketing and Sales Strategy



5 Tips to Improve Sales, Marketing Success

Here they are!

1. Leverage technology
2. Listen to the Voice of the Customer
3. Look at your Sales strategically
4. Look at your Marketing strategically
5. Ensure proper alignment between Sales, Marketing, Operations



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