The 4 Pillars Of Digital Revenue Growth –
Strategy, Tactics, Analytics And Technology

Mike Lieberman, CEO and Chief Revenue Scientist, Square 2
Lauryn Spence, Partner Marketing Manager, BigCommerce

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Agenda – The 4 Pillars Of Digital Revenue Growth

- Overview
- Strategy
- Tactics
- Analytics
- Technology
- BONUS: E-commerce for B2B companies
- LIVE examples of our client going through digital transformation right now

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Pre-Pandemic: Have You Noticed?
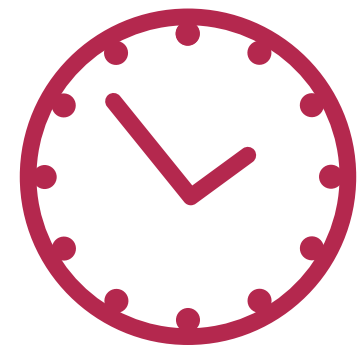
Extended Sales Cycles

People are taking longer to make their decision

Prospect Questions

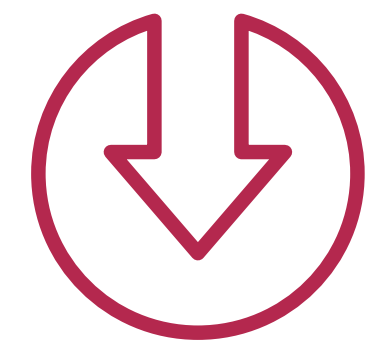People are asking many more questions

Committee Buying

There are more people involved in the decision-making process

More Do Nothing

If they're not safe, they might do NOTHING

Downward Pressure On Price

If they don't know the real difference between their options, the cheapest is always better

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Current Environment: Have You Noticed?

Spotty Access To Decision-makers

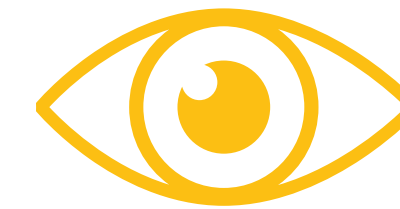People are not in their offices and are not available to be called

No Events, Trade Shows Or Conferences

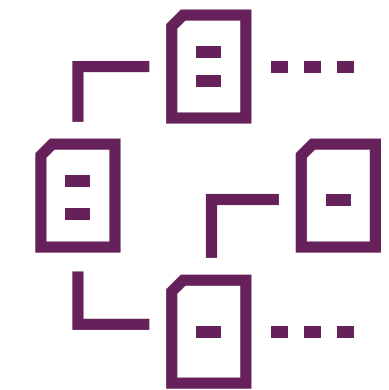Most events are canceled well into 2021

Virtual Selling

All or most sales activities moved to virtual, requiring retraining and learning new processes

Harder And Harder To Get Prospect Attention

Prospects are overwhelmed with outreach, good and bad

Increased Complexity In Marketing Execution

More tactics and technologies are available than ever before

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"There is no alternative to digital transformation. Visionary companies will carve out new strategic options for themselves — those that don't adapt, will fail."

— Jeff Bezos, Amazon

The Secret To Digital Transformation And Revenue Growth

- Strategy
- Tactics
- Analytics
- Technology

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Part I: Strategy

Who are you trying to attract? What are you saying to them?

What makes you remarkable?

What are your expectations?

Are your expectations aligned with your investment?

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Who are you trying to attract?

- Laser-focused
- Detailed personas (demographic and psychographic)
- Detailed online buyer behavioral profile
- Practice the bowling pin approach to targeting

If you're everything to everyone, you can't be anything to anyone.
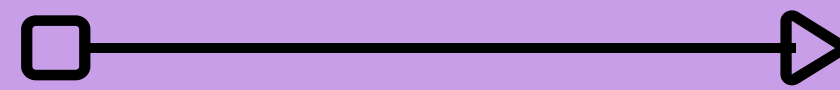
SQUARE 2
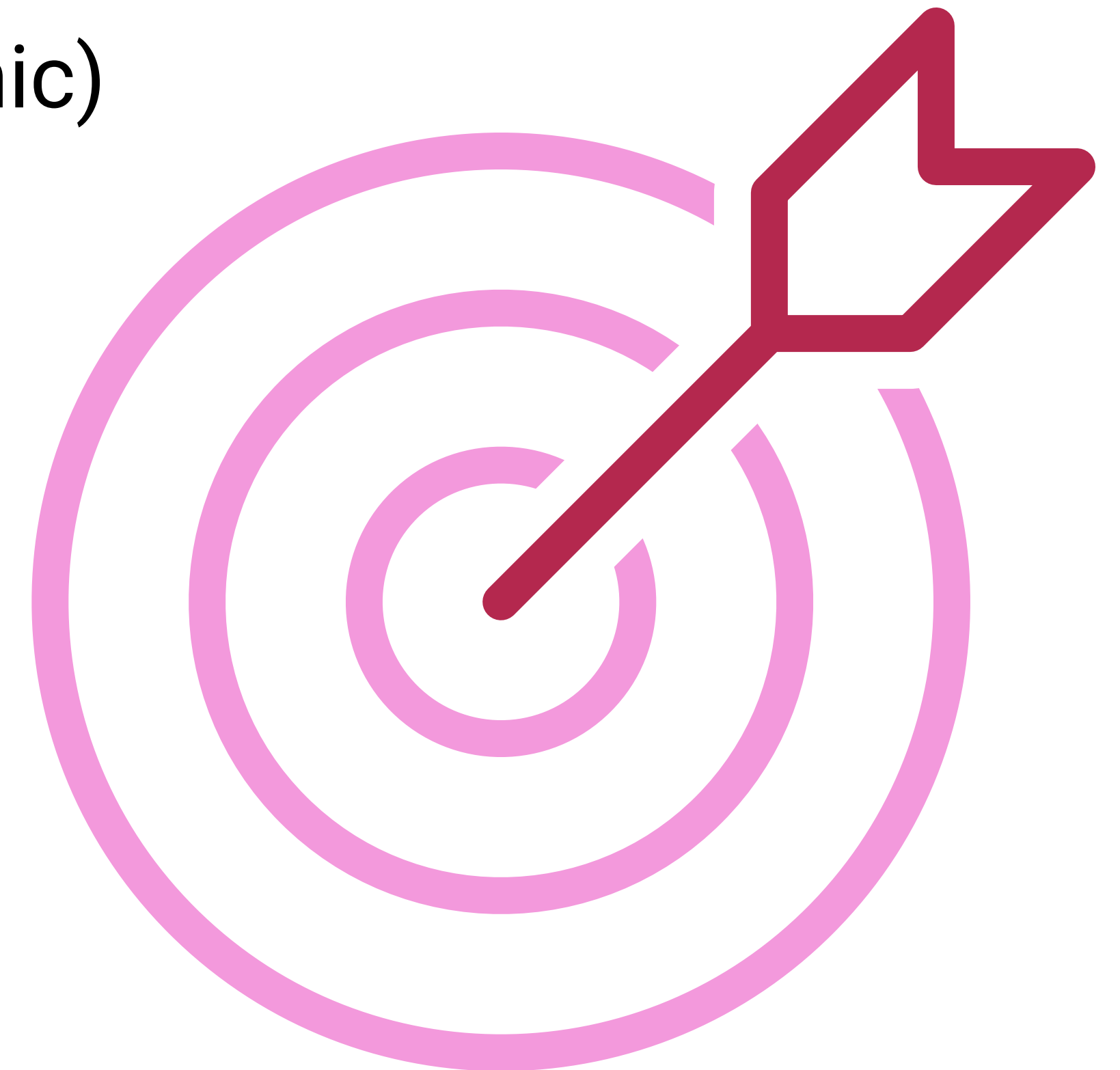
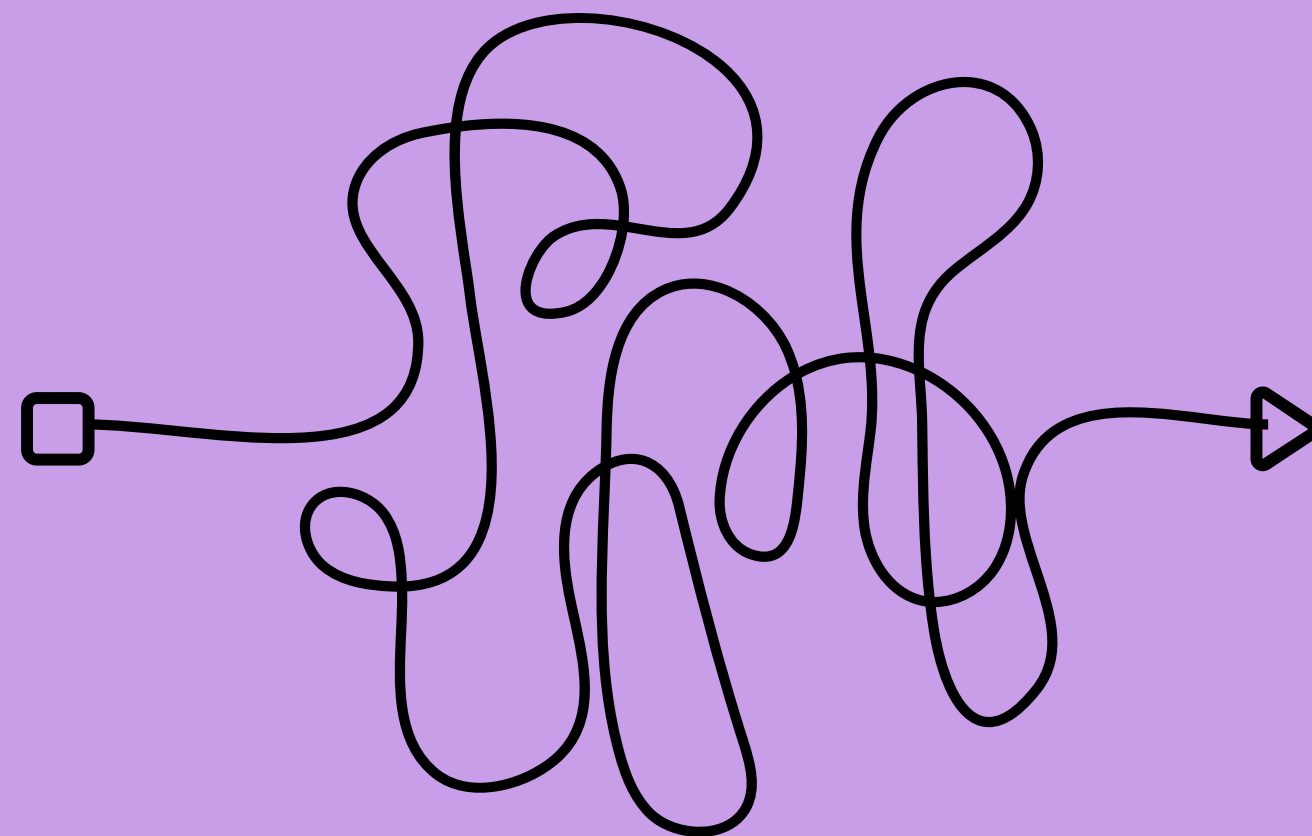What's Your Story?

Disruptive
And Emotional
And Compelling

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Aligning Expectations With Investment

Expectation

Reality

- What's possible?
- How much investment is required?
- How long will it take?
- What resources are required?
- What are the agreed-on business outcomes?
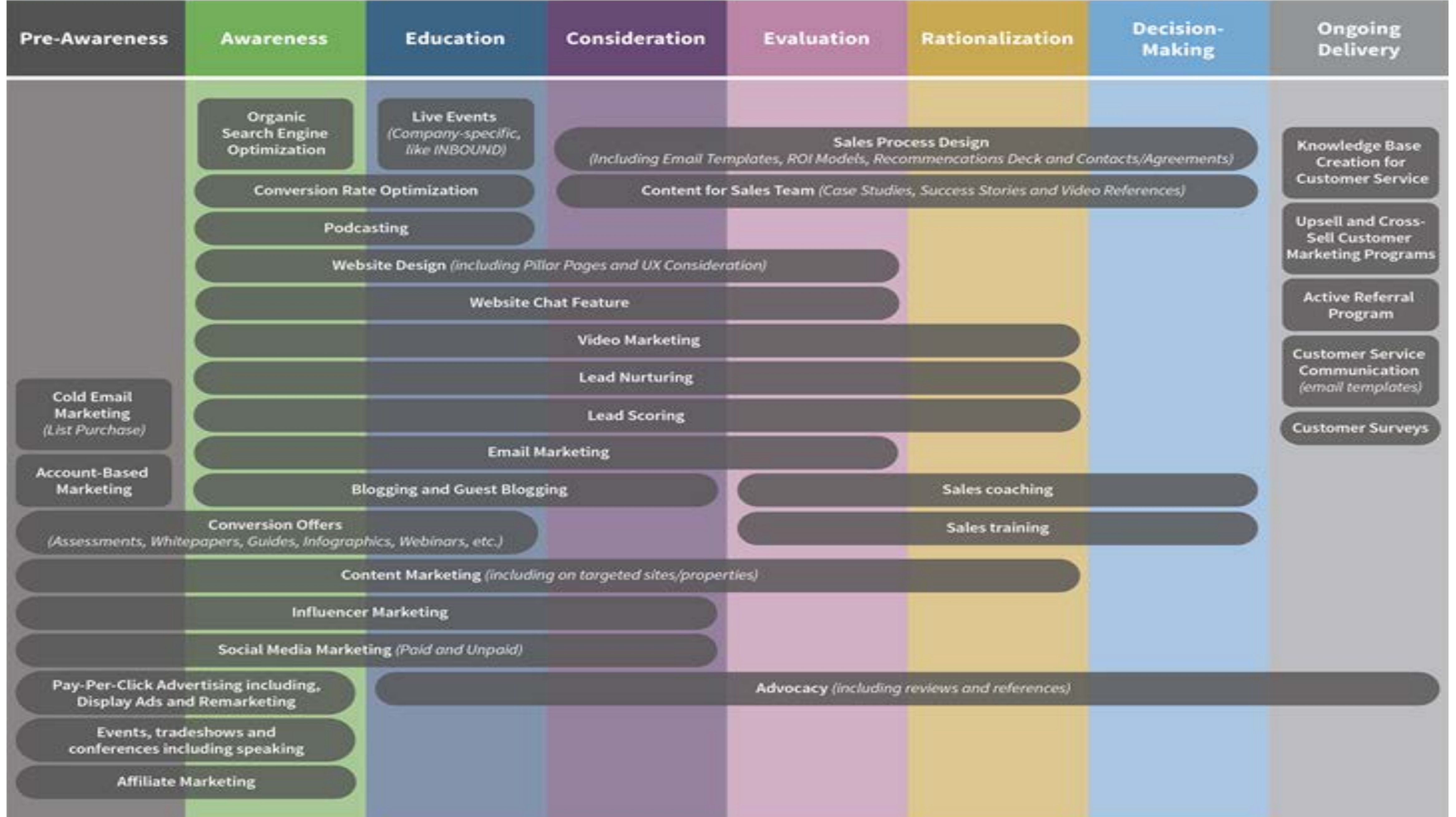- What is our plan B?

Our Butterfly

Thiel & Team, Design And Procurement Services

- Before: No real targeting
- After: Focus on clubs and communities with large common spaces

- Before: Design Matters
- After: It's All About How You Finish

- Before: No real differentiation
- After: Process and procurement services

- Before: No budget or expectations around leads, sales or revenue growth
- After: Defined budget; 10 sales opportunities per quarter; 2 new clients per quarter

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Part II: Tactics

The tactics you select to enable your digital transformation are important, but the orchestration, execution and optimization are more important.

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Pre-Awareness	Awareness	Education	Consideration	Evaluation	Rationalization	Decision-Making	Ongoing Delivery

Organic Search Engine Optimization

Live Events (Company-specific, like INBOUND)

Sales Process Design (Including Email Templates, ROI Models, Recommendations Deck and Contacts/Agreements)

Knowledge Base Creation for Customer Service

Conversion Rate Optimization

Content for Sales Team (Case Studies, Success Stories and Video References)

Upsell and Cross-Sell Customer Marketing Programs

Podcasting

Website Design (including Pillar Pages and UX Consideration)

Active Referral Program

Website Chat Feature

Video Marketing

Customer Service Communication (email templates)

Cold Email Marketing (List Purchase)

Lead Nurturing

Lead Scoring

Customer Surveys

Email Marketing

Account-Based Marketing

Blogging and Guest Blogging

Sales coaching

Conversion Offers (Assessments, Whitepapers, Guides, Infographics, Webinars, etc.)

Sales training

Content Marketing (including on targeted sites/properties)

Influencer Marketing

Social Media Marketing (Paid and Unpaid)

Pay-Per-Click Advertising including, Display Ads and Remarketing

Advocacy (including reviews and references)

Events, tradeshows and conferences including speaking

Affiliate Marketing

Campaign Planning And Execution

- We know what stages of the buyer journey we're targeting
- We know exactly what personas we're going to be telling our story to
- We know the timing
- We know the company story and the campaign story
- We know the offers we're promoting, and they're aligned to the buyer journey
- We have the campaign tactics we've selected to use

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2021 Campaign Planning Guide

Campaign Optimization

- Optimization efforts are identified
- Campaign metrics are defined
- Campaign performance and business outcomes are defined
- Rhythms and timing around optimization are planned

Complete Corporate Alignment

- Marketing
- Sales
- Service

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Our Butterfly

Thiel & Team, Design And Procurement Services

- Before: No campaigns and only selected marketing tactics
- After: Inbound marketing campaigns, demand generation campaigns and ongoing campaign optimization

- Before: No rhythms around marketing campaign planning
- After: Monthly rhythms around marketing campaigns

- Before: No defined sales process
- After: Formal sales process that is documented, visual and measurable

- Before: Happy and satisfied clients, but no mechanism to tell that story
- After: Client advocacy program with referral program and client video assets

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Part III: Analytics

The measurement part of digital transformation and revenue growth is equally as important as the execution.

"What gets measured, gets done."

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Revenue Cycle

	Pre-Awareness	Awareness	Education	Consideration	Evaluation	Rationalization	Decision
Current Performance	1,500 — 2.0%	30 — 50%	15 — 50%	7 — 70%	5 — 90%	4 — 40%	1 New Client Before transformation
Desired Performance	2,500 — 2.5%	62 — 50%	31 — 60%	18 — 70%	13 — 90%	11 — 50%	5 New Clients After Transformation
	Website Visitors	New Contacts	Marketing Qualified Leads	Sales Qualified Leads	Sales Opportunities (Demos)	Proposals Submitted	New Customers

The Cyclonic Buyer Journey™

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The Cyclonic Buyer Journey™

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Awareness Stage Dashboard

Education Stage Dashboard

Our Butterfly

Thiel & Team, Design And Procurement Services

- Before: No metrics or data on performance related to marketing or sales

- After: Marketing and sales dashboards

- Before: No rhythms around marketing campaigns or sales performance

- After: Weekly rhythms around marketing campaigns and monthly rhythms around sales performance

- Before: No access to any data related to revenue performance

- After: Real-time access to live marketing and sales data

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Part IV: Technology

Revenue generation and growth at scale is too complicated to do it without technology.

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Marketing Technology Landscape — The Martech 5000 (chiefmartec.com, April 2020)

Over 8,000 tools and counting

A BUYER JOURNEY CENTRIC APPROACH TO SOFTWARE AND TECHNOLOGY

Our Butterfly

Thiel & Team, Design And Procurement Services

- Before: No marketing automation, analytics or campaign execution software
- After: HubSpot Marketing Hub

- Before: No CRM or sales software
- After: HubSpot Sales Hub

- Before: Website on WordPress; limited visibility into performance; limited ability to make changes and optimize
- After: Moving to HubSpot CMS

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BONUS:

E-commerce for B2B companies

Future-Proofing Your Business: Considerations For Adding An E-commerce Channel

Lauryn Spence
BigCommerce
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About Me: Lauryn Spence

Native Texan

Born & raised in Austin

Entrepreneurial background

Managed my own e-commerce store for a couple
years

**Manage agency partnerships at
BigCommerce, mother, avid traveler**

Cultivating a rich partner network for our merchants
to support their growth, raising a 1-year-old, and
seeing the world when I can!

Google Ads

amazon

Walmart Marketplace

ebay

Extensible/customizable?

Security

Apps/integrations/features

PCI compliance

COVID-19

Signs you need to consider adding an e-commerce channel

Who here has recently experienced one of the following?

Sales activity significantly curtailed by COVID-19 in-person restrictions

Major trade shows or conferences canceled

Increases in emails from customers wanting to place orders

Distributors or VAR becoming more unreliable

Uncertainty about the future effectiveness of direct sales channels in your business

Signs you need to consider adding an e-commerce channel

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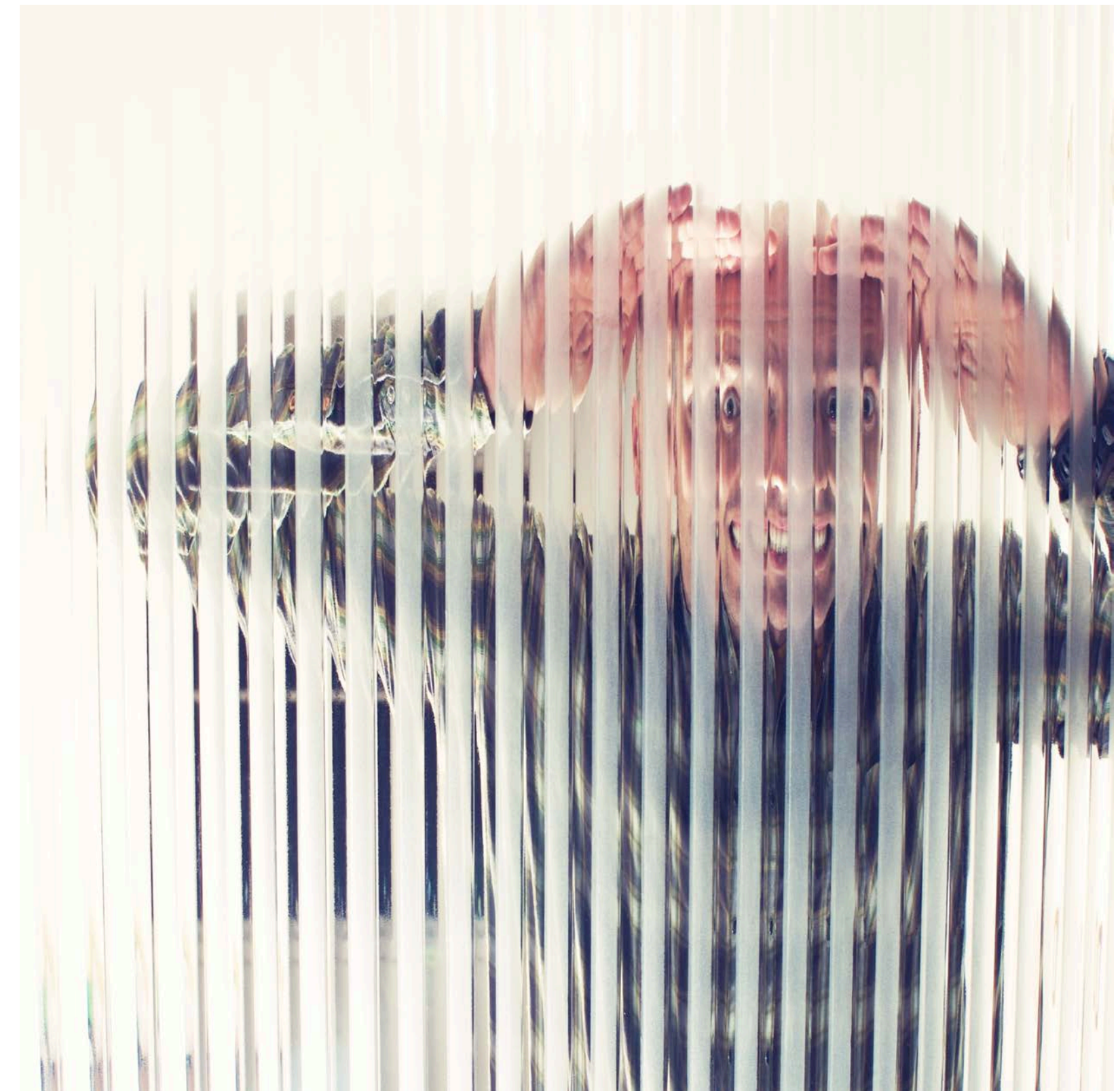
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Your website can be your top sales rep

Companies that thrive treat their e-commerce site as if it were a sales representative receiving those leads

Would you accept a 1% - 3% conversion rate from your sales representative?

Optimal **performance**, **merchandising**, **flexibility** and **innovation** lead in e-commerce, just as it leads in offline

Consumers demand experiential commerce

Segmentation for Gen Z & Millennials vs. Gen X & Boomers

Omnichannel is key

Consumers demand high engagement and high personalization through all channels

Consumers demand experiential commerce

Segmentation for Gen Z & Millennials vs.
Gen X & Boomers

Omnichannel is key

Consumers demand high engagement
and high personalization through all
channels

Online Store

Marketplaces

Brick & Mortar

Social

Content

B2B
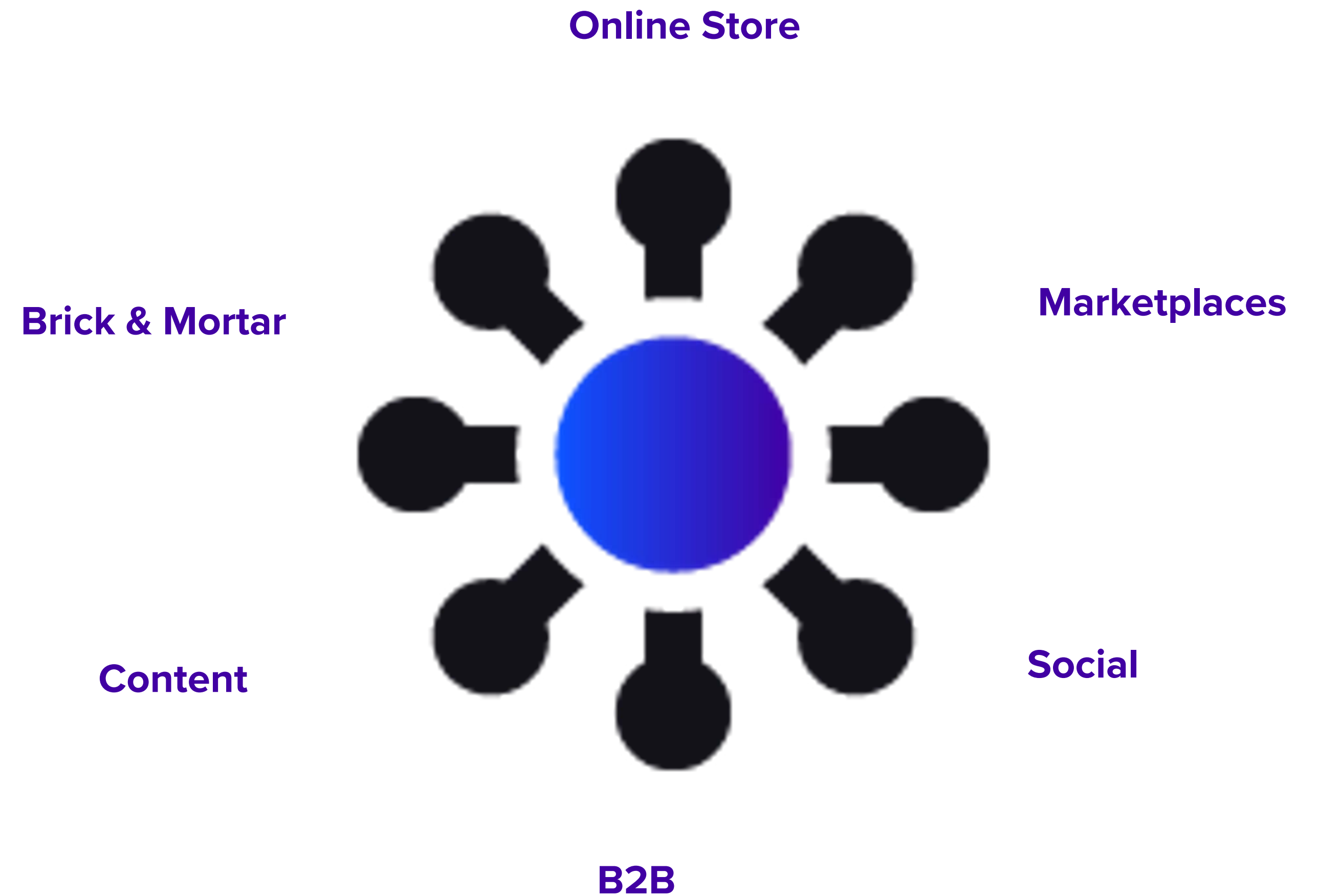
Consumers demand experiential commerce

Segmentation for Gen Z & Millennials vs.

Gen X & Boomers

Omnichannel is key

Consumers demand beautiful sites, high engagement, and high personalization through all channels
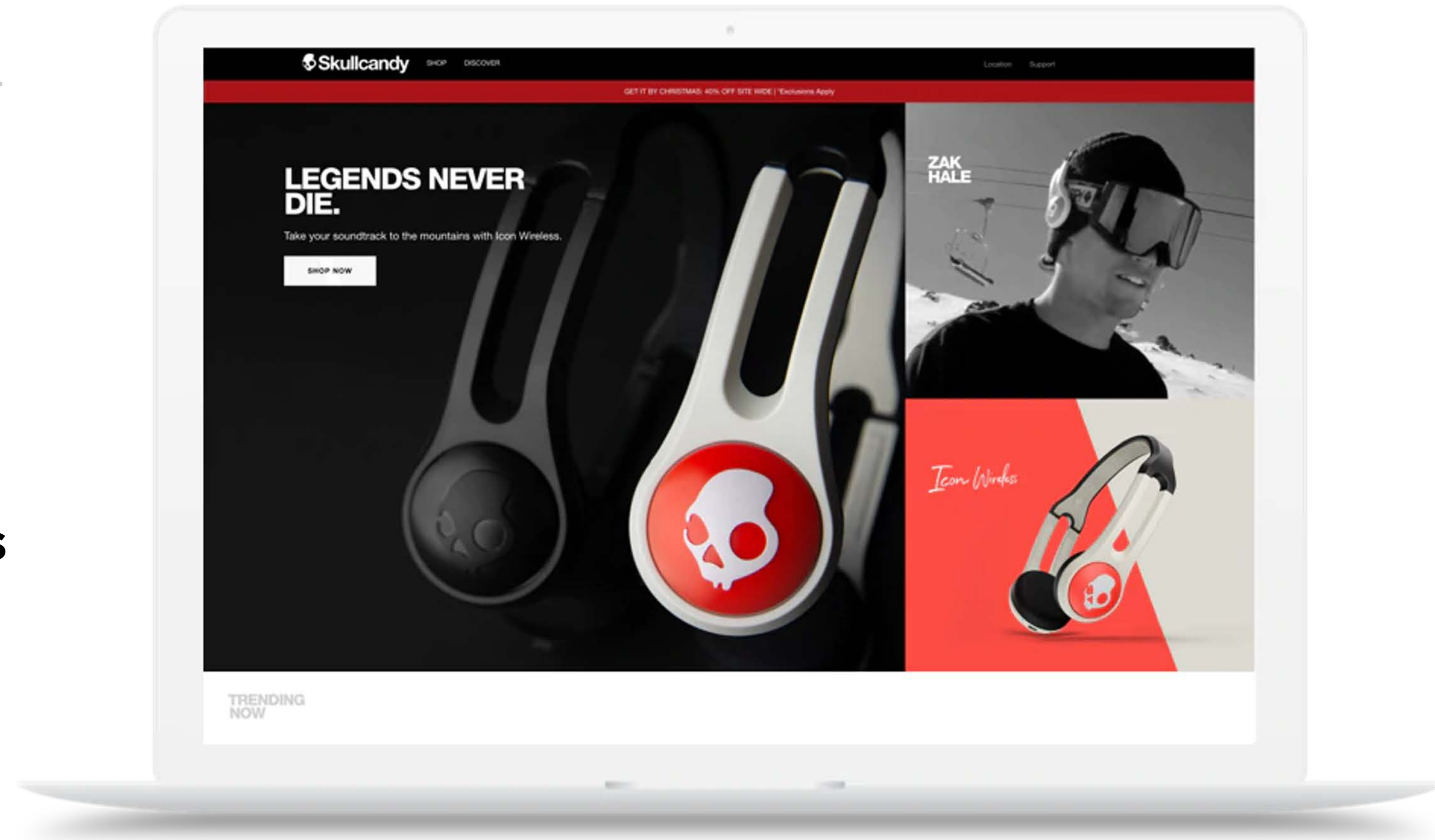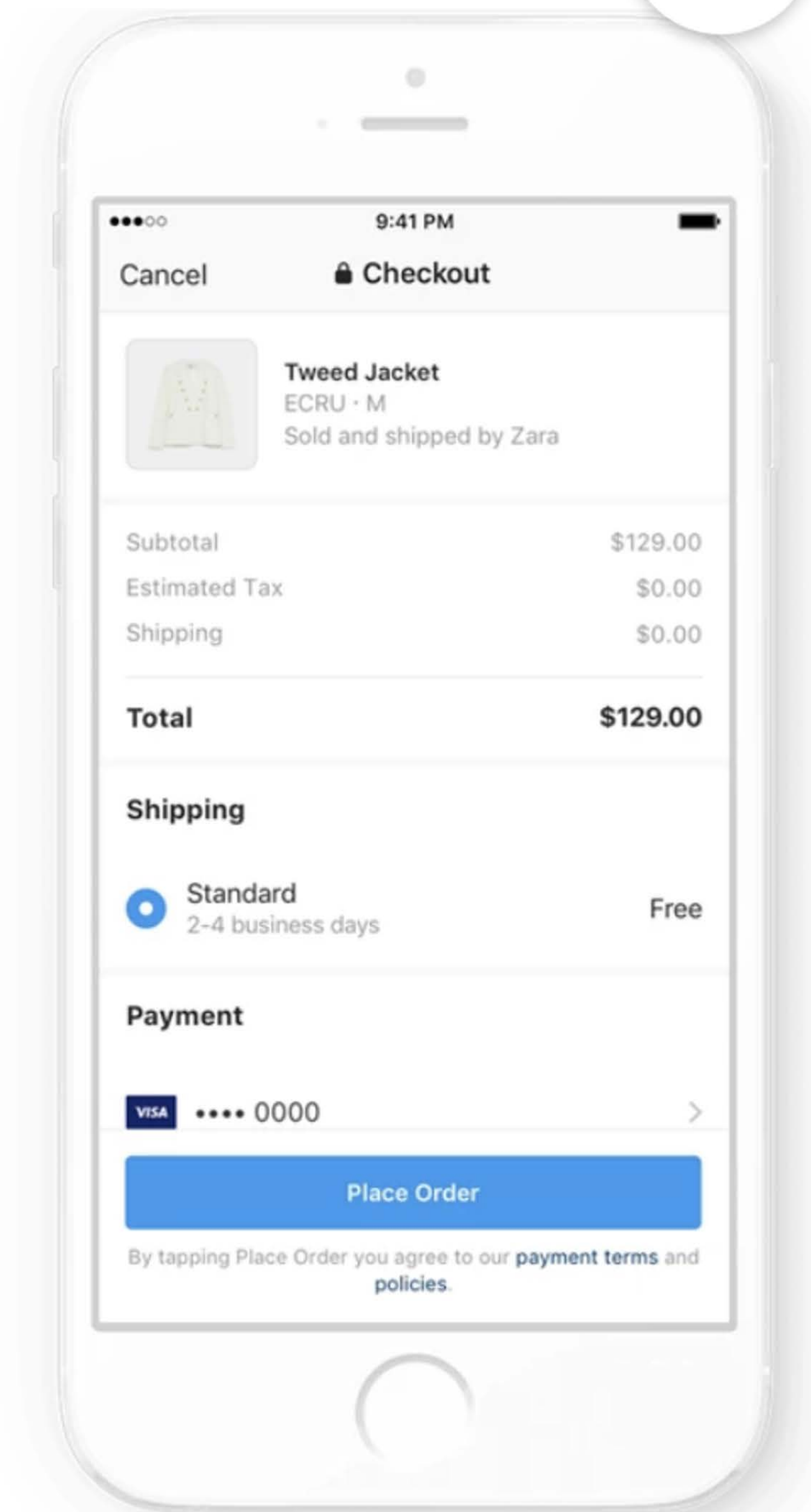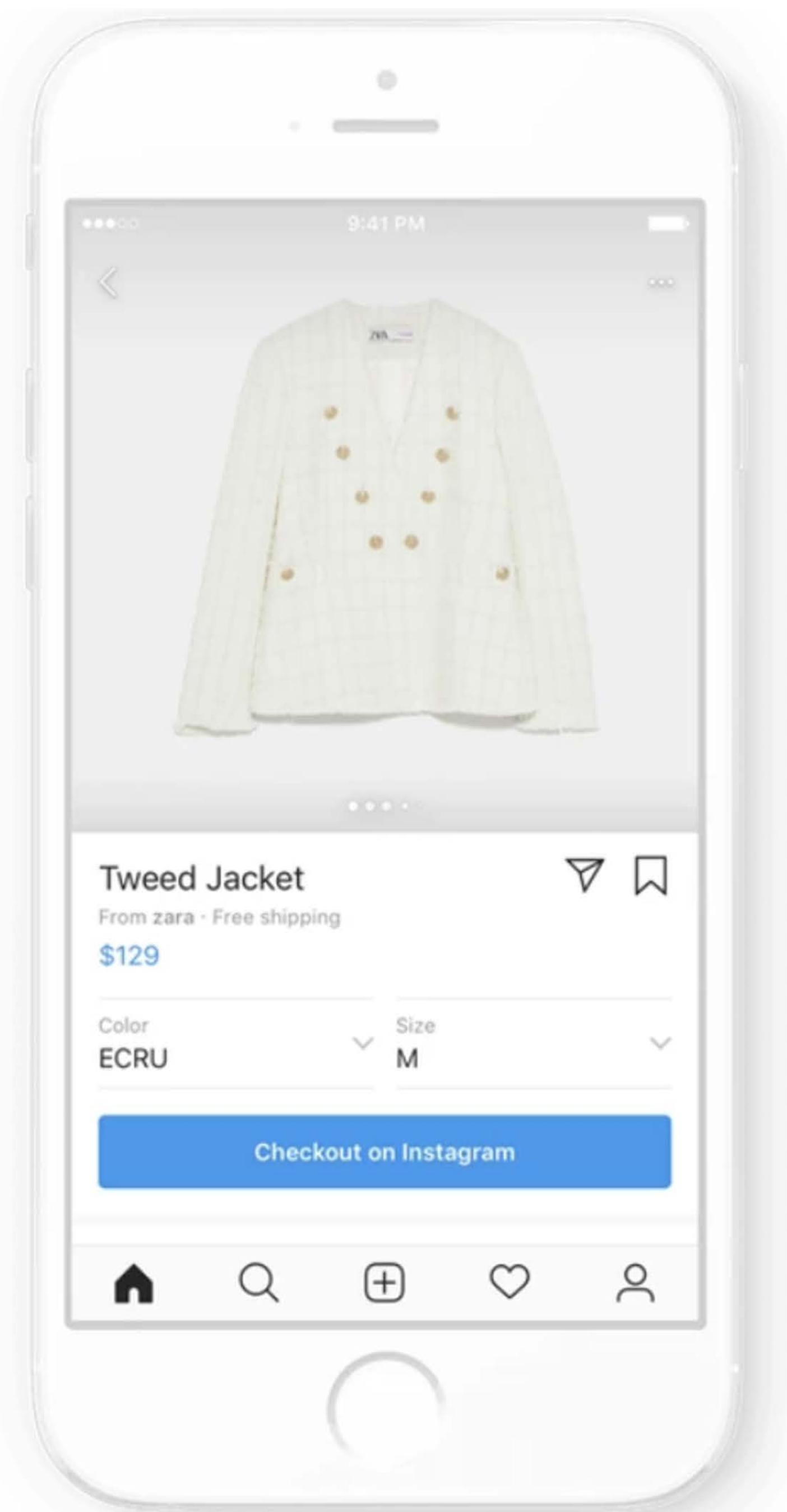
"Should I Stay or Should I Go Now?"

#1 Does your technology still work for you?

- *Stability & Reliability*

- *Catalog flexibility and API speeds that keep things fast*

- *Extensibility + a curated app ecosystem*

- *Quickly react to changing consumer behaviors*

- *Skill shortage to operate your current systems at a reasonable cost*

#2 **Is your total cost of ownership upside down?**

- *Unforeseen upgrades, patches and development costs*

- *Testing new products & new markets is difficult and time-consuming*

- *Inefficient utilization of IT resources due to tech debt*

- *Optimization of your e-commerce team*

#3 *Are you able to optimize marketing spend and earned marketing to fuel your growth?*

- *Audience is the new asset that will separate winners from losers*

- *Ability to be mobile-first (optimized checkout, payments, PWAs)*

- *SEO-optimized with lightning-fast page-load speeds*

- *Can you test and learn, personalize, run campaigns with your marketing teams?*

- *Are you able to focus on CRO?*

- *Utilizing subscription to increase LTV*

#4 *Are you able to securely scale your business?*

- *DDOS protection, security patch handling to leave you worry free*

- *Omnichannel capabilities*

- *International expansion capabilities*

- *Frictionless payments*

- *Data privacy compliance*

- *Affordable ecosystem of trained and certified agency partners*

E-commerce Technology Spectrum

Open SaaS

Open Source   **Cloud-Based**

Custom/On-Premises   **SaaS**
Most Flexibility   Restricted

BIGCOMMERCE

Your website could be your top rep

The Old Way

OPEN SaaS Way

slow → fast

inflexible → flexible

single web channel → any channel

closed → open

product centric → experience centric

expensive → cost effective

buy the suite or "own it all" → best-in-class ecosystem

Customer Snapshot

TouchUpDirect	AWESOME VW Audi Group Specialists	PRIORITY TIRE	STURGIS HARLEY-DAVIDSON	Brock's Performance	STG sportbiketrackgear.com	TOYOTA	enjuku racing	BB WHEELS / JEEP PEOPLE
AVERY DENNISON	Clarion	ResMed	psi	berlin PACKAGING	AORN	securityMETRICS	ACLS	yellow
FUJITSU	BRICKHOUSE SECURITY	CCTV SECURITY PROS	Nikon / Leica	DISCOUNT ELECTRONICS	fitbit	ELITECORE	Skullcandy	DREMEL
CUTTER & BUCK	BON·TON	BADGLEY MISCHKA	P.E NATION	WOOLRICH EST. 1830	Yumi	heist	Closet LONDON	DressUp
CHERRY REPUBLIC	BEER CARTEL	DI BRUNO BROS.	GROW & BEHOLD	Lammes CANDIES SINCE 1885	Rudy's	BASKiTS	jeni's	BEN&JERRY'S
method men	Carlson	Nature's One	Mrs. MEYER'S CLEAN DAY	HYDROXYCUT	CALDREA AROMATHERAPEUTIC LIVING	LARQ	bliss	NEWCHAPTER
cantoni	DUXIANA	Colonial Williamsburg	BURROW	FLOORET	Verdict EXPERT	solo stove	AMERICAN LEATHER	Big Green Egg / UPLIFT DESK
SPINNING	ROCKTAPE	exxel OUTDOORS	K2	marucci	ROCK BOTTOM GOLF	SIERRA DESIGNS	KELTY	pure barre / ZWIFT

High-end consumer experience, 7 international sites, live in 6 months

Problem

- Skullcandy's former website, built on Salesforce Commerce Cloud, was expensive, difficult to maintain and lacked agility.

Solution

- After reviewing platforms, Skullcandy chose BigCommerce for the total cost savings, flexibility of the platform, breadth of the APIs and the agility to make changes.

Outcome

- Since launch, Skullcandy has seen a 25% improvement in add to cart, a 15% improvement in conversion as well as a significant decrease in overall platform and development costs.
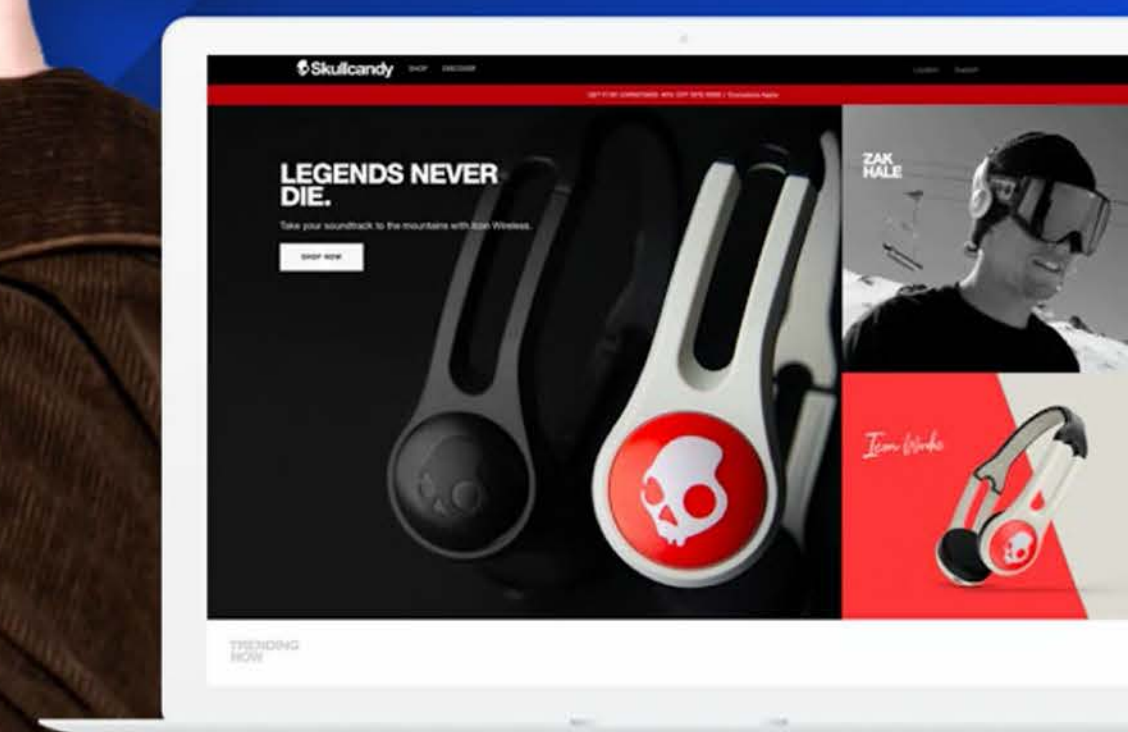
Recap: 4 most important e-commerce platform criteria

**CUSTOMIZABLE
& EXTENSIBLE**

**SECURE
& RELIABLE**

**ATTRACT
& CONVERT**

**LOW
TCO**

BIGCOMMERCE

Connect with Lauryn

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512-294-3323

Questions?

Stop by for office hours today at 4 p.m. ET.

https://square2marketing.zoom.us/j/98433754281?pwd=N21iNmJoMUVURE55Z1R5OFNhejByUT09

Thanks for joining, and please join us tomorrow for

Session 3: Marketing Transformation – Using Digital To Generate More Leads

f @square2marketing

y @Square2

in /company/square-2-marketing

- mike@square2marketing.com