

NAVIGATING

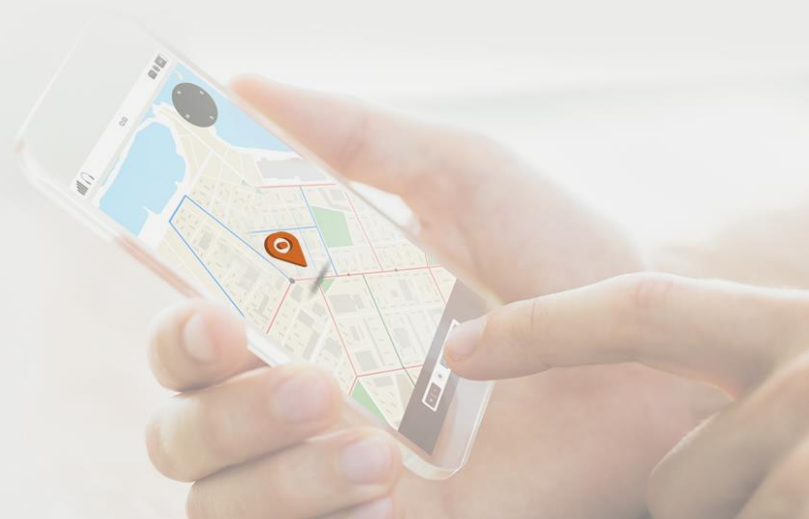
THE EVOLVING MARKETING LANDSCAPE

2016
ANNUAL
CONFERENCE



The Roosevelt Hotel NYC | Nov. 7 & 8

PAICR | THE ASSET
MANAGEMENT
MARKETING
ASSOCIATION

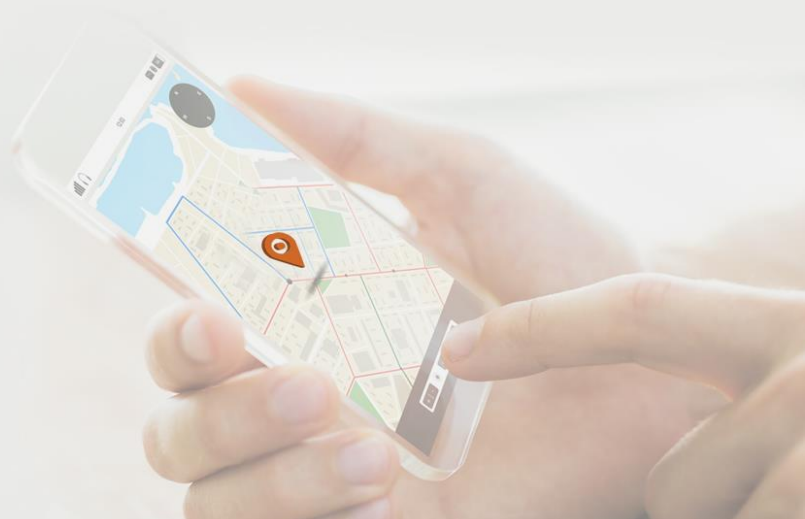


Increase AUM with Marketing Automation



Joe Paone

Sr. Manager, SMB Marketing
Marketo



Meeting Agenda

1. Industry Overview
2. Segmentation
3. Personalization
4. Nurture
5. Lead Scoring
6. Measurement & Analytics
7. Case Study

State of Asset Management Today:

1. Your clients' reality
2. Your challenge
3. The path forward



A blurred background image showing a group of people in a meeting or conference setting. A woman in a green top is visible on the left, and a man in a dark suit is on the right. The image is dimly lit and out of focus, serving as a backdrop for the text.

**Asset Managers need to respond to
growing client expectations or face the
risk of losing them**

**\$58 trillion in wealth
is expected to move
from one generation
to the next**

**90% of heirs change
advisors after wealth
transfer**

**Clients expect more
personalized
communications**

**25% of investors leave
their asset managers
after just 2-3 years**

**Clients expect more
digitally connected
experiences**

**80% of under-40
investors indicated that
they would leave their
asset management firm
if it fails to provide an
integrated channel
experience**

Your Challenge

How do you get clients to choose you and stay with you?

How do you be most relevant to them?

How do you execute and measure this at scale?

Today's World

2900

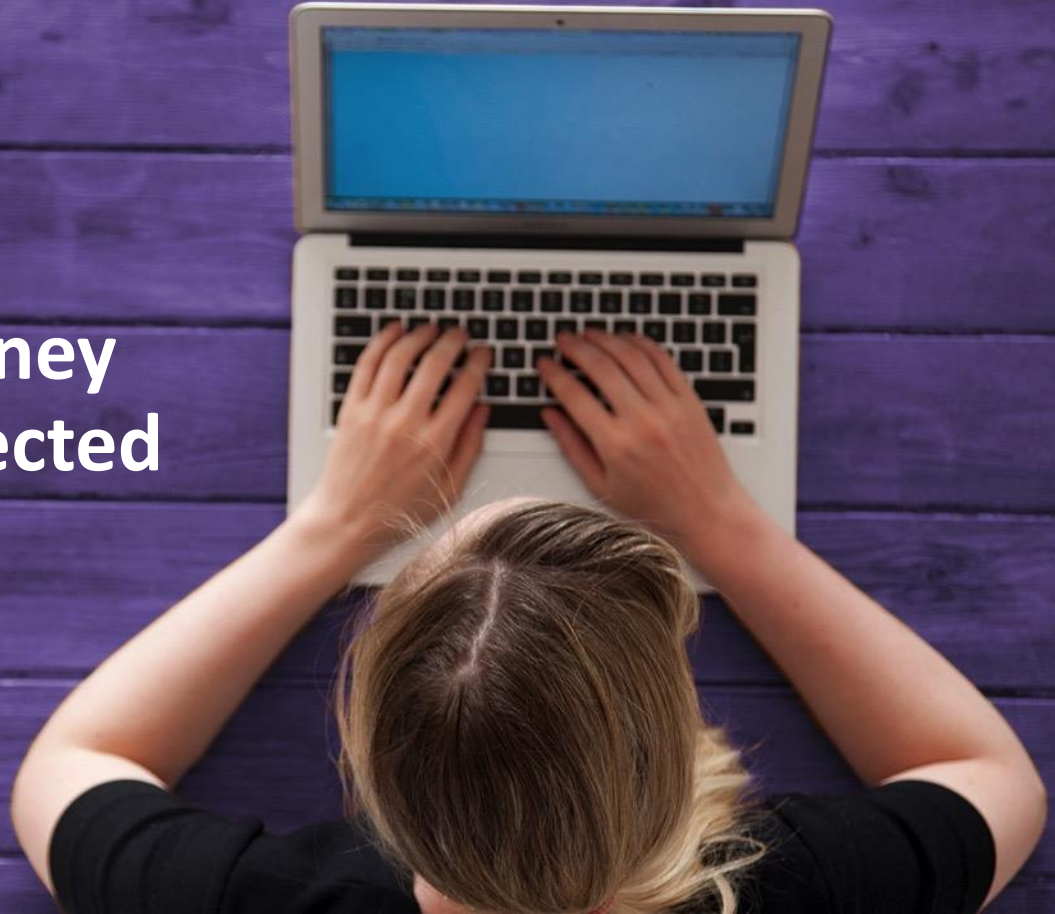
Marketing
& Sales
Messages Per Day



Buyers are Self-Directing Journeys

66% to 90%
of a Buyer's Journey
Today is Self-Directed

(Forrester, 2014)



And Demand a Personalized Experience



87% of people demand a meaningful brand experience (Edelman Consulting, 2014)

A Transformation in Investor Engagement

Mass Marketing

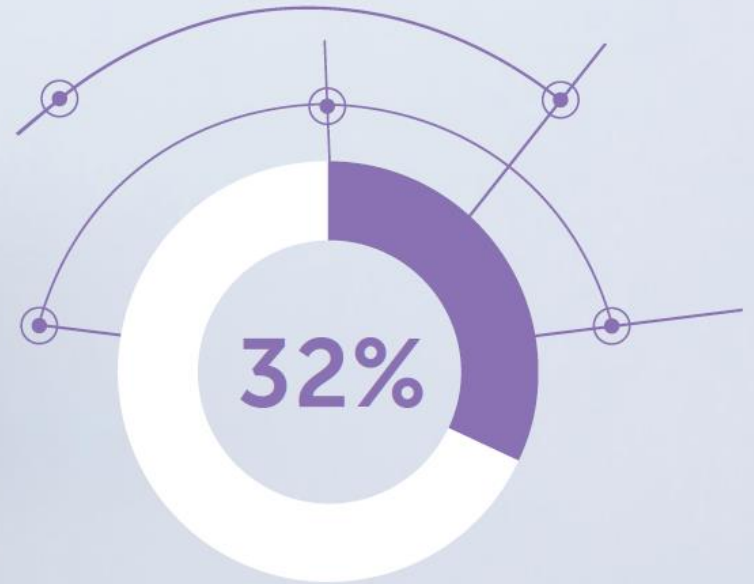
Focus on the message



Engagement Marketing

Focus on long-term relationships

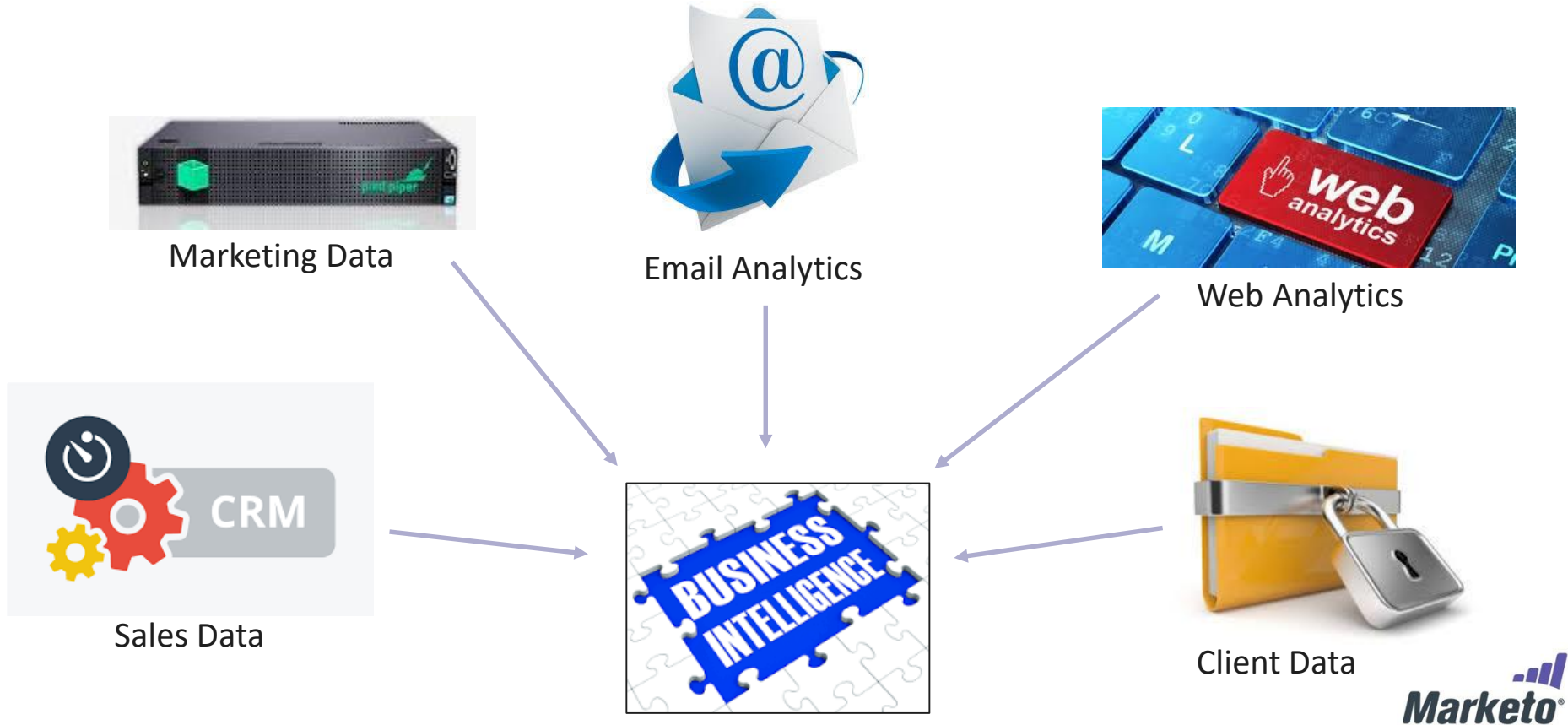




of marketers pursue a data-first strategy,
and less than half of marketers feel prepared
for a data-driven marketing future.

Source: B2B Marketing and Marketscan

Why Is Data-Driven Marketing a Challenge for Asset Managers?



Why Is Data-Driven Marketing a Challenge for Asset Managers?



Acquisition

Retention

Asset Consolidation/X-sell

For each client journey, the data you need may exist in multiple locations. This makes driving business intelligence extremely difficult.

The Client Experience Disconnect



Searches



Visits Website



Downloads



Reads Email



Attends Events



Calls



Makes Investment



Searches



Visits Website



Downloads



Reads Email



Attends Events



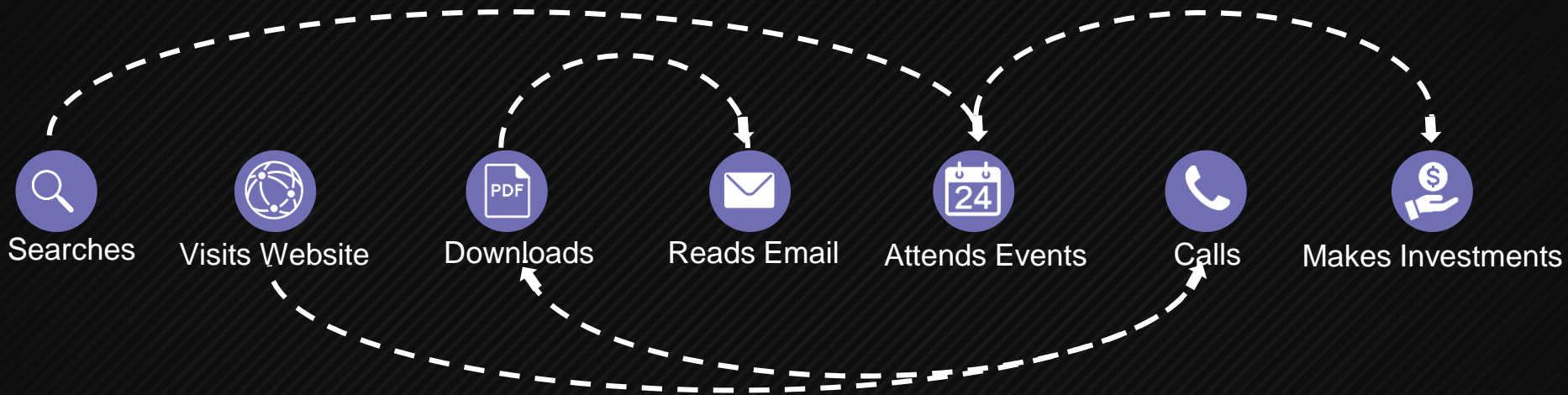
Calls



Makes Investment

Reactive

Proactive and real-time



Transform Your Client Engagement

Segment



Target
Account



Industry



Organization



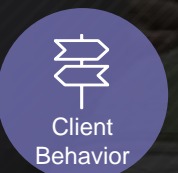
Region



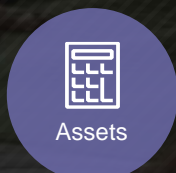
Portfolio Size



Investment
Strategy



Client
Behavior

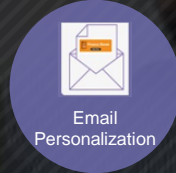


Assets

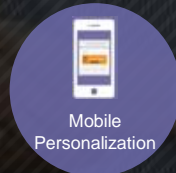
Personalize



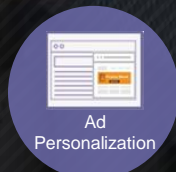
Web
Personalization



Email
Personalization

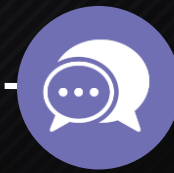
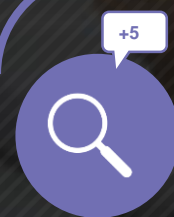


Mobile
Personalization



Ad
Personalization

Nurture and Score



WHAT IS MARKETING AUTOMATION?



Central Database

Segment and target
the right message to
each investor or
client



Engagement Marketing Engine

Listen and respond to investors
in real-time, providing
personal and relevant
communications



Analytics Engine

Understand what worked,
what didn't, and where you
can improve

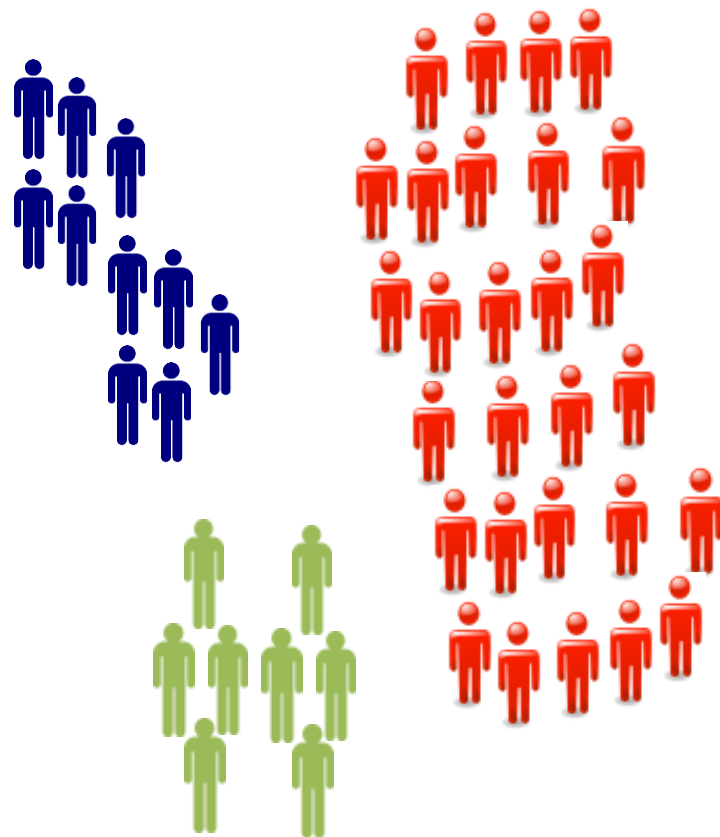
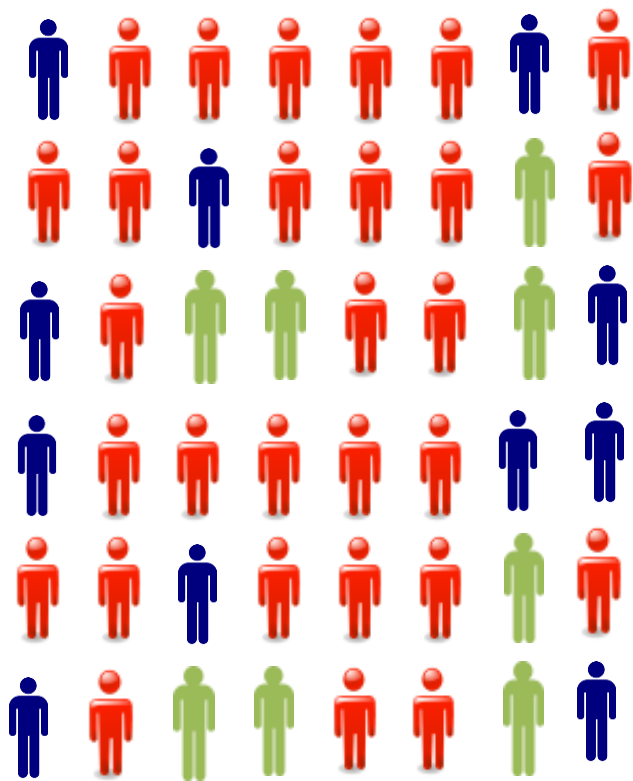
How Can Marketing Automation Help?

- **Automatically segment** your investors based on demographics and behaviors
- Engage your clients throughout all market conditions with **personalized and automated communications across all channels throughout their lifecycle**
- Create **a single view** of your clients and prospects
- Prioritize sales/wholesaler follow-up through **lead scoring**
- **Measure and track** marketing campaign effectiveness and prove ROI
- Get the **right message** to the **right investor** at the **right time**



Segmentation





Why Segmentation is Important

- 39% of email revenue is generated through targeted emails sent to specific segments¹
- Segmented email campaigns produce 30% more opens than undifferentiated messages²
- 77% of email ROI comes from segmented, targeted and triggered campaigns¹
- 84% of marketers who use segmentation rate their email ROI as good or excellent³

Right message to the right investor

¹DMA 2014

²Monetate 2012

³Econsultancy 2012

<http://www.towerdata.com/blog/the-roi-of-email-intelligence>

Start with Simple Segmentation



Advisors



Institutional Investors



Individual Investors

Leverage Data

Demographic/Firmographic

Advisors / Institutional Investors

- Investment style
- Company size
- Role
- Location
- AUM



Retail Investors

- Age
- Net worth / Investable assets
- Location
- Gender
- Investment philosophy

Behavioral

- Buying Stage
- Prospect score
- Product Interests



- Engagement
- Activity
- Non-activity

Segment Your Prospect Database



Portfolio Size



Investment
Strategy



Region



Assets



Target
Account



Investment
Behavior



Organization

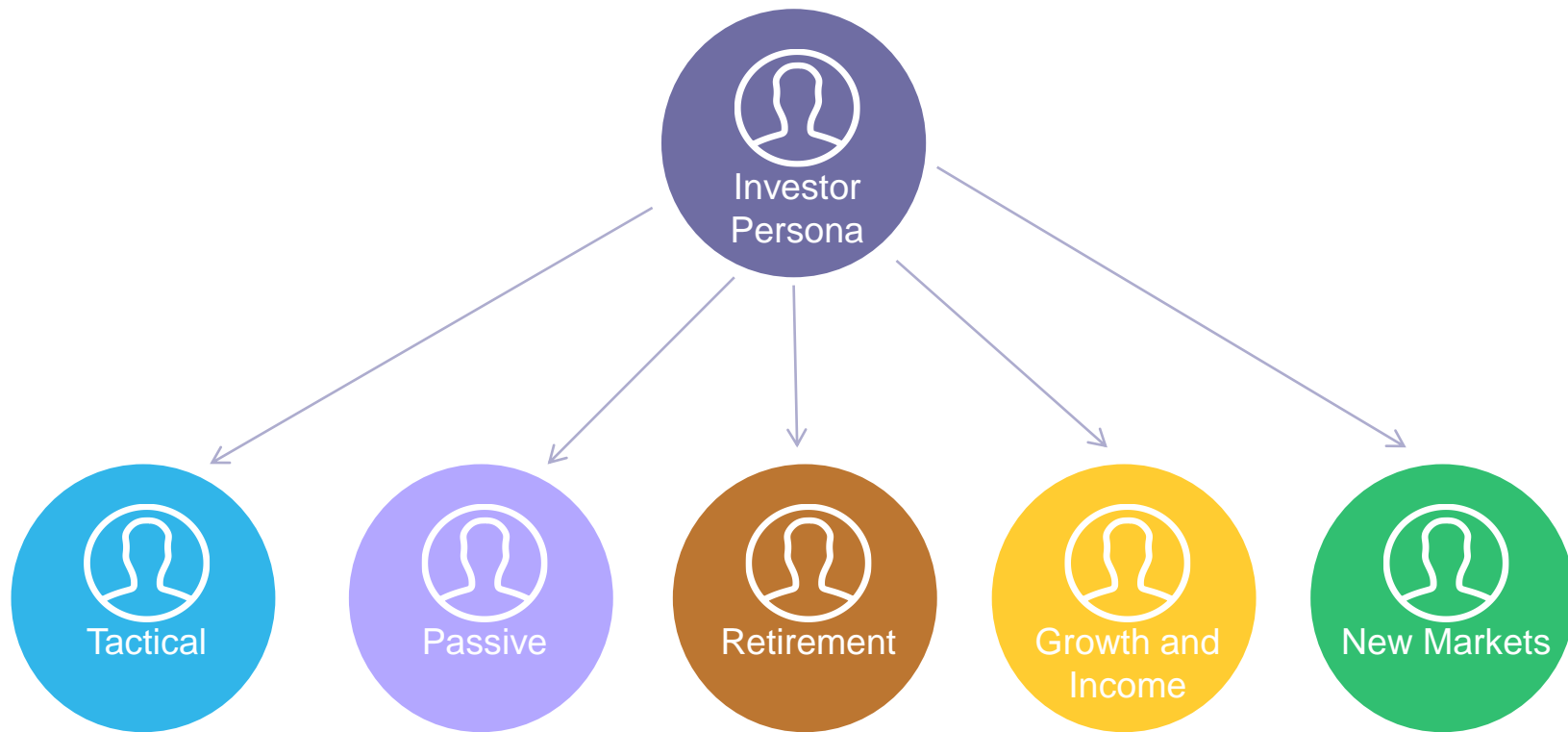


Investor
Persona



Industry


Further Segment by Investor Personas







Map Messages & Products to Investor Segments

BUY -> Segments	Message A	Message B	Message C	Product 1	Product 2	Product 3
Segment 1		X	X		X	
Segment 2		X		X		X
Segment 3	X	X		X		X
Segment 4	X					

Updates in CRM - Reflected in Segmentations

**ABC Advisors**




Show Feed

[Contacts \[0\]](#) | [Opportunities \[0\]](#) | [Clarizen Issues \[0\]](#) | [Legal & Sales Ops Cases \[0\]](#) |

Account Detail

EditDeleteGet Contacts ▾

Account Owner	 Jack Bauer
Account Owner Role	NA CS 4 AE
Account Score	100
Institutional / Retail	<input type="checkbox"/>
SDR Owner	
Partner Owner	
Account Name	ABC Advisors View Hierarchy
Account Name (Local)	ABC Advisors
Parent Account	
Investable Assets	\$1,000,000,000
Target Account	SDR Target
Target Account Tier	Tier 2
Account Status	
Asset Class	Equities

- Segmentation is a must-have
- Key component in getting the right message to the right investor
- Comprised of demographic, firmographic and behavioral data
- Should be leveraged beyond just email

The Right Message Has Two Components



Relevance



Timeliness

Personalization

It's Time to Get Personal!

- 87% of people demand a meaningful brand experience (Source: Edelman Consulting, 2014)
- 74% of online buyers get frustrated with websites when content like offers, ads, and promotions are irrelevant to their interests. (Source: [*Janrain & Harris Interactive*](#))
- 59% of buyers who have experienced personalization believe it has a noticeable influence on purchasing. (Source: Infosys)
- 88% of marketers who use personalization says it has a high impact on ROI and engagement. (Source: eConsultancy)

Conversion Rates

33%

Conversion rates for personalized campaigns

20%

Increase in qualified lead gen with selected content

Visitors presented with personalized content convert 5X more than avg.



Investable Assets



Geo Location



Investment Objective



Competitor



Investable Assets



Research Report



Geo Location



Local Events



Investment Objective



White Paper



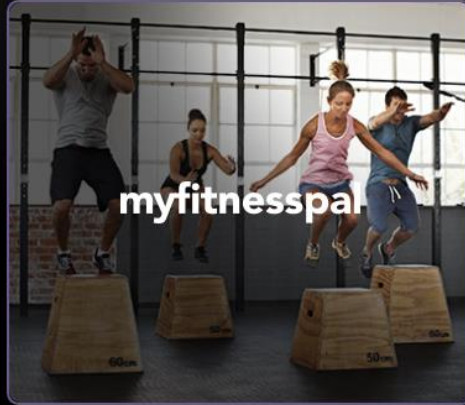
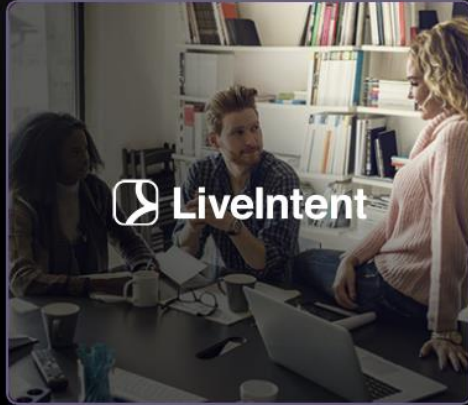
Competitor



Webinar

FROM HIGH-GROWTH BUSINESS TO LARGE ENTERPRISE

Success Comes In All Sizes



glassdoor™

charles
SCHWAB

Curves

ca
technologies

auction.com™



[SEE MORE](#)

FINANCIAL SERVICES BUSINESSES LIKE YOURS

Experience Success With Marketo



With Marketo, we are more effective acquiring and growing relationships with independent advisors.



Mary Rosai

SVP, Institutional Services Marketing



generations

federal credit union

Marketo has changed the way we work, increasing email campaign contribution to 20% of loan applications.



Wendy Bryant-Beswick

Chief Marketing Officer



PARADIGM LIFE

We saw ROI of \$1+ million with our reengagement emails. We wouldn't be where we are today without Marketo.



Janae Telford

Digital Content Marketing Manager

REDSTONE
FEDERAL CREDIT UNION

LAZARD
ASSET MANAGEMENT



PIONEER
Investments®



Veterans United.
Home Loans



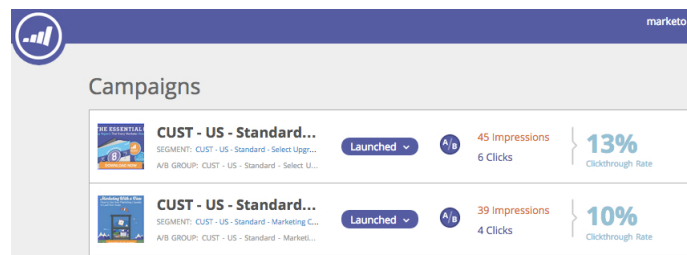
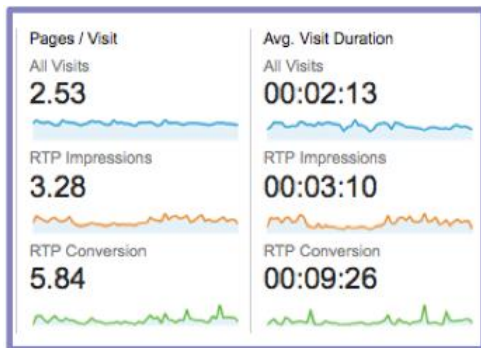
Brinker Capital

[SEE MORE](#)

Increase Engagement




1. Engagement	2. Conversion	3. Revenue
<ul style="list-style-type: none">Average Visit TimePage views per SessionLower Bounce Rate	<ul style="list-style-type: none">New InvestorsGoals	<ul style="list-style-type: none">TransactionsAUMRevenue




Generic Advertising is Good, but...

Forbes · **New Posts** · **Most Popular**
America's Richest Countries · **Lists**
Hip-Hop's Richest · **Video**
The Biz Behind Pewsey · Search companies, people and lists

12 Stocks to BUY for 2014 · Log in · Sign up · Connect · Help

**MARKETING AUTOMATION**
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In Aereo's SCOTUS Hearing, Sides Appear Evenly Matched

The Supreme Court heard oral arguments this morning in a case that will decide the fate of Aereo, a young New York-based company that streams local broadcast television to customers' computers, phones and tablets for \$8 dollars each month.

J.J. Colao, Forbes Staff

Why Netflix Stands Alone Against Comcast-Time Warner Merger

Brian Solomon, Forbes Staff

Can Valeant Work Magic On Allergan, Is Pearson Taking On Too Much?

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AT&T Edges Above Q1 Earnings Expectations And Raises Outlook

Maggie McGrath, Forbes Staff

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Kashmir Hill, Forbes Staff

Jackson-Kerr Tandem Could Halt Knicks' Cycle Of Dysfunction

Tom Van Riper, Forbes Staff

Is The New X4 A Car Or A SUV? Yes, Says BMW

Hannah Elliott, Forbes Staff

**MARKETING AUTOMATION**
ONLINE DEMO · FREE · WATCH DEMO

Getting Personal is Better!



Top Stories



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Tom Van Riper, Forbes Staff

Is The New X4 A Car Or A SUV? Yes, Says BMW

Hannah Elliott, Forbes Staff



These personalized Ads drove

- ✓ 2x more lead conversions
- ✓ 117% increase yr./yr. in qualified leads

- Take personalization beyond email
- Personalized experiences yield higher conversions and a better experience
- Personalization allows you to optimize ad spend and increase quality of prospects as well as acquire investors faster
- Personalization allows you to match content & messages to the stage of the buyers' journey

Nurture

Why Nurture: Marketo Data

98%

New Targets NOT Opp-Ready

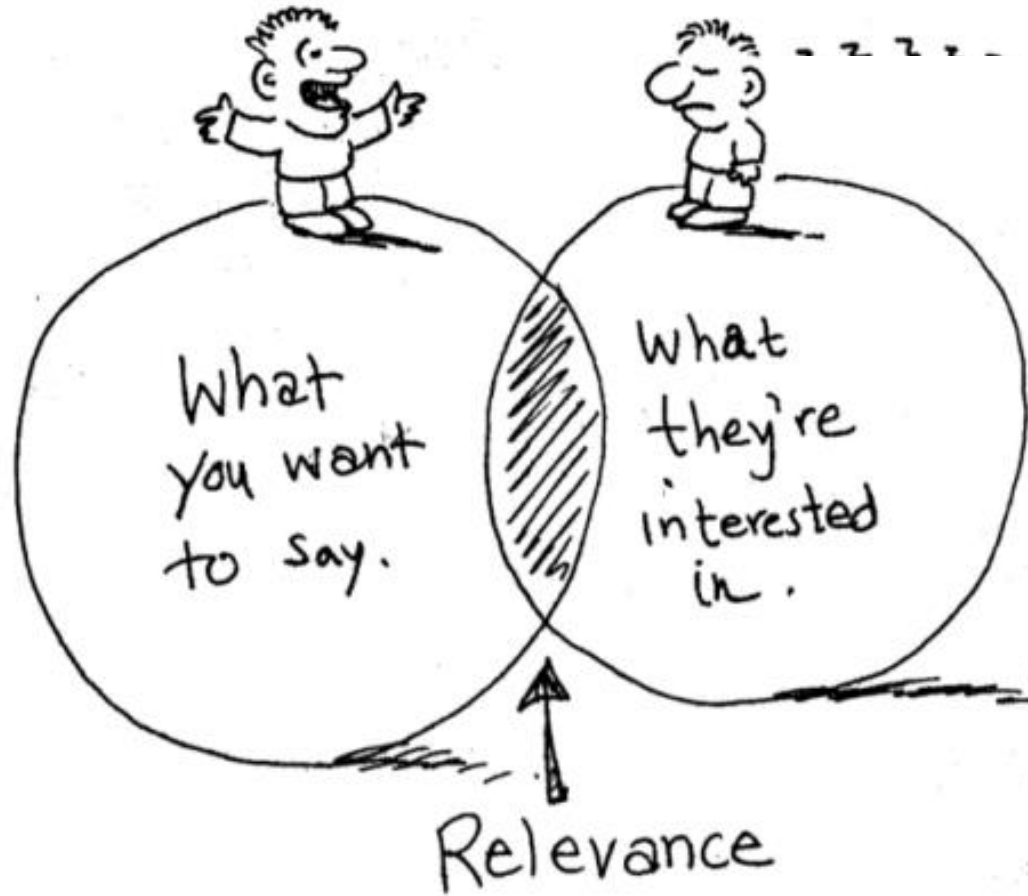
123
Days

Average Target to Opp time

20%

Increase in sales opportunities from nurtured leads
versus non-nurtured

What Matters? Being relevant and personal



Bummer - too much, not relevant



Hi, are you ready to invest?

Hi, are you ready to invest?

Hi, are you ready to invest?

Hi, are you ready to invest?

Hi, are you ready to invest?

Hi, are you ready to invest?

Hi, are you ready to invest?

Hi, are you ready to invest?

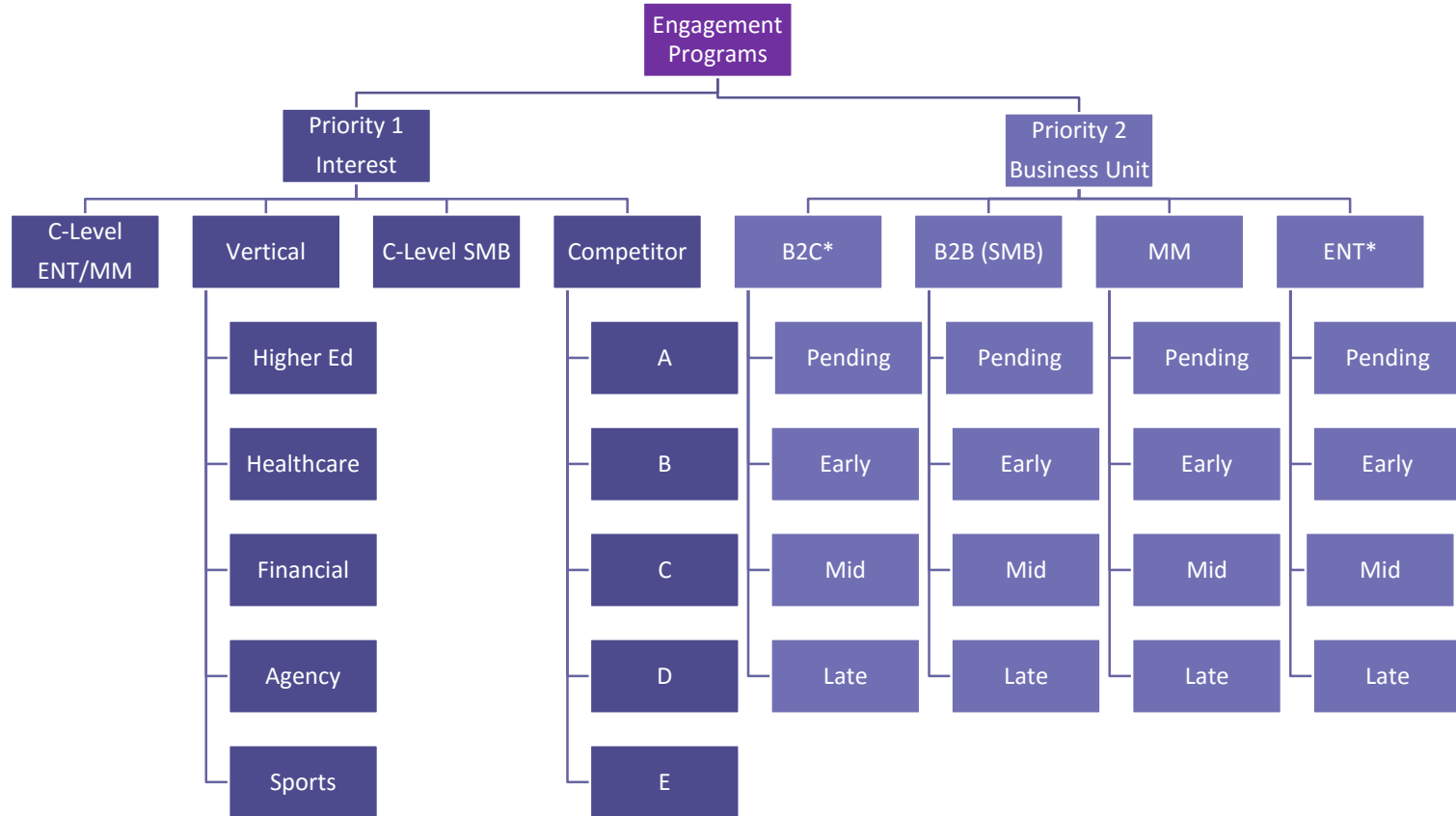
Hi, are you ready to invest?

Ideal: Adjust, listen, respond

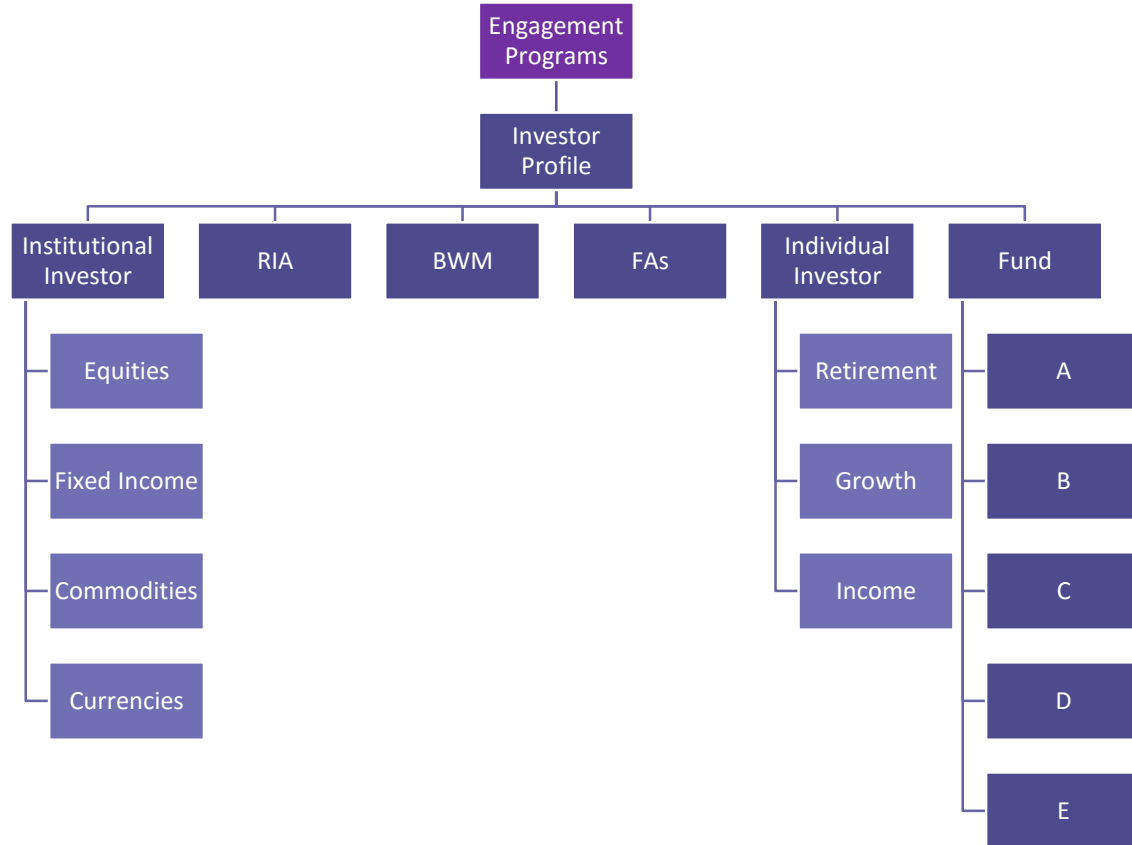


- Here's an interesting video
- Check out this article
- See our latest offering
- Share this with friends
- Here's what others like!
- Download our new book
- Happy birthday
- Join us at our event
- You like X, check out Y
- Fun ways to learn more
- Take this survey

Marketo NOAM Prospect Nurture Example



Investment Prospect Nurture Example

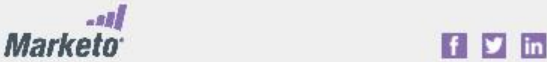


Marketo Example: Multi Channel Nurture




- We created custom audiences in Facebook and Twitter to then serve ads to these audiences in addition to Emails.
- The CTR on this multi-channel stream was **30-35%** higher resulting in a higher lead velocity and higher conversion to MQL and opps

Nurture with Triggered Accelerator



ENGAGE YOUR INVESTORS
Wherever They are

DOWNLOAD NOW



Hello Financial Services Marketer,

Investors are like consumers of any other product - they engage across multiple channels and devices, they respond to messages that are relevant and they expect the message to be personalized. But how can asset management firms provide such an experience at scale?

Download our ebook, [Give your Consumers The Omni-Channel Experience](#), to learn more.

DOWNLOAD NOW

[Read the ebook to learn how to:](#)

- Understand the cross-channel journey of your clients
- Align your firm to support a strong cross-channel strategy
- Choose the right technology to implement your plan

Hi Financial Services Marketer,

Thanks for checking out our Omni-Channel Experience eBook! To keep the momentum going, be sure to [download the 5 Principles of Engagement Marketing!](#)

Ready to learn how to supercharge your marketing strategy to grow AUM? [Click here](#).

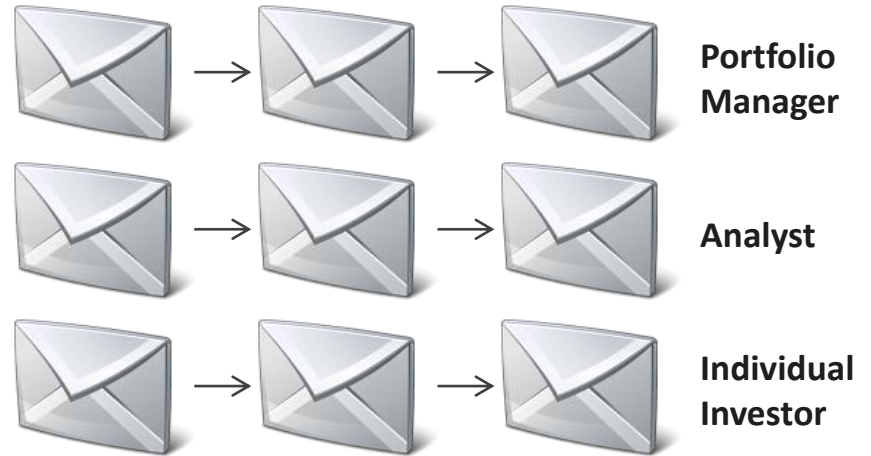
If you have any questions, don't hesitate to reach out!

Best Regards,
The Marketo Team

Triggers - Can Listen for Behavior



- Attends event
- Logs into mobile app
- Downloads content
- Click email
- Fills out form
- Score is changed
- Product interest
- Inactivity



Marketo Example: Triggered Accelerator

Goal: Target and convert leads who abandoned demo form pages on marketo.com

Results: 455 sent; ~\$500k in sales pipeline (over 4 months)

Hi there,

Noticed you've been interacting with Marketo's online content recently. Could I answer any questions?

Here are some additional resources I thought you would be interested in:

- [The Definitive Guide Collection](#) - The marketing guides you need to succeed, all in one place
- [Live Marketo Demo](#) - This demo will help you decide what you should be looking for in marketing software

What's the best way to get 15 minutes on your calendar in the coming days? If you would like me to contact you right away, [click here](#).

--The Marketo Team

	Standard Nurture	Triggered Interests	Lift
Open %	21.7%	34%	57%
Click to Open %	23.4%	37.1%	59%
Click %	5.1%	12.6%	147%

- Don't underestimate the value of nurture
- Make sure your nurture adds value and is not too salesy
- Start with email, expand to multi-channel
- Triggered emails are a great way to augment nurture

Lead Scoring

Use Lead Scoring

“Lead scoring is the shared sales and marketing methodology for ranking leads in order to determine sales-readiness”

1. Investor Fit
2. Investor Interest
3. Investor Behavior
4. Investor Stage and Timing



Reactive

Proactive and real-time



**Prioritizing your focus
towards the most important
clients and prospects**

Reactive

Proactive and real-time



Immediate Focus



Accelerate



Proactively Nurture



Reactive

Proactive and real-time

Scoring your prospects and clients



Searches



Visits Website



Downloads



Reads Email



Attends Events



Calls



Makes Investments

Score Your Prospects

- Score based on:
 - Demographic (fit)
 - Behavior (activity)
 - Decay (inactivity)
- Asset Range
- Investor Persona

Latent Behaviors (Engagement)	Active Behaviors (Buying Intent)
<ul style="list-style-type: none">• Investment Insights: +3• Attended Webinar: +5• Visit any Webpage: +1• Visit Careers Pages: -10• Decay Inactivity: -1, -5, -10	<ul style="list-style-type: none">• Fees Pages: +30• Investment Methodology: +20• Fact Sheet: +8• Prospectus: +12• "Contact Me": +50

Lead Score Formula

$$\text{LEAD SCORE} = (\text{Pos Demo Score}^2) - (\text{Neg Demo Score}^2) + \text{Behavior} - \text{Decay}$$



Demographic scores reflect buyer
fit

Measure of engagement with
Marketo content

- Many companies are not leveraging a lead scoring model
- Determine which inputs (and at what weightings) make the most sense for your firm
- Use lead score to drive Sales prioritization

Measurement and Analytics

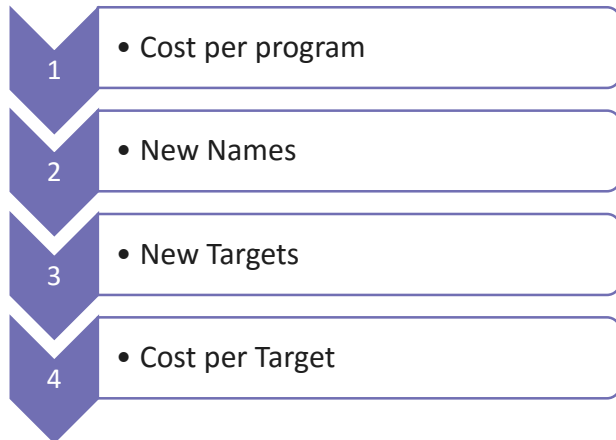
Why Do I Need the Right Marketing Metrics?

1. To do GREAT marketing you need to know what works (ROI)
2. Sales has to trust you (alignment)
3. It's your job to get the best return possible with your budget

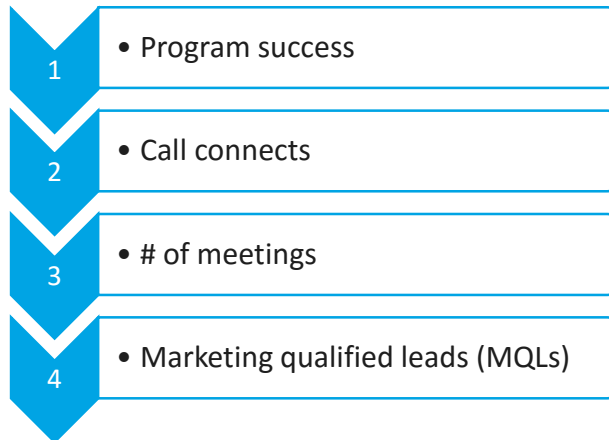
Know What To Measure When



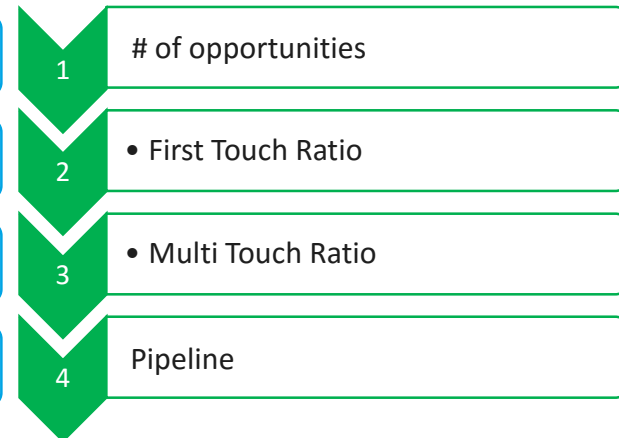
Early



Mid



Late



Measure What Matters Early

Layout

Rows

Campaign Channel

Campaign Name

Drop Level Here

Columns

Drop Level Here

Measures

Investment

Conversions

Success (Total)

New Names

% New Names

Investment per New Name

Drop Measure Here

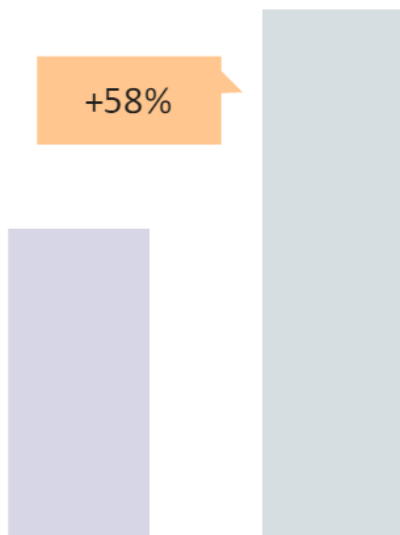
Properties

REPORT OPTIONS...

2 Filters		View As: [Table Icon] [Bar Chart Icon] [Dropdown Arrow]					
Campaign Channel	Campaign Name	Investment	Conversions	Success (Total)	New Names	% New Names	Investment per New Name
Blog	Subscribers	0	250	130	120	48%	\$0
	Marketing Automation US	3,500	450	250	233	52%	\$15
Social - Paid	Marketing Automation EMEA	2,400	369	150	109	30%	\$22
	Content Marketing US	3,000	270	140	100	37%	\$30
	Content Marketing Japan	1,300	180	85	72	40%	\$18
	Branded Terms US	10,000	520	240	222	43%	\$45
PPC	Account Based Marketing EMEA	2,200	85	41	31	36%	\$72
	Content Marketing US	5,600	110	62	43	39%	\$130
	Competitive Keywords US	6,700	170	89	72	42%	\$93
	Tradeshow 1	30,000	500	230	188	38%	\$160
Event - Tradeshows	Tradeshow 2	22,000	330	170	105	32%	\$210
	Tradeshow 3	10,000	160	90	56	35%	\$180

Quality vs. Quantity

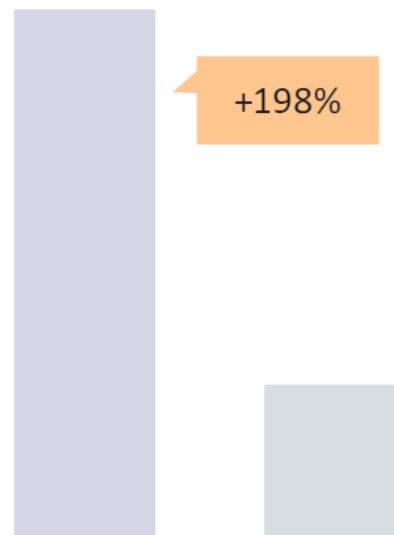
Leads



Paid
Search

Social
Media

Opportunities



Paid
Search

Social
Media

Measure What Matters Late

Layout

Rows

Campaign Channel

Campaign Name

Drop Level Here

Columns

Drop Level Here

Measures

Investment

Conversions

(FT) Opportunities Created

(FT) Pipeline Created

(FT) Revenue Won

(FT) Revenue To Investment

Drop Measure Here

1 Filter

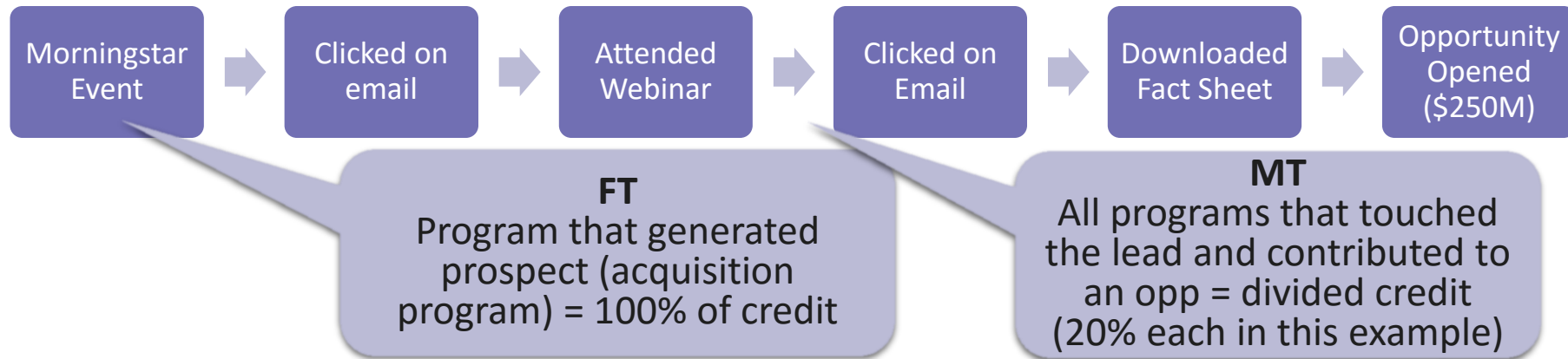
View As: [Table Icon] [Bar Chart Icon]

Campaign Channel	Campaign Name	Investment	Conversions	(FT) Opportunities Won	(FT) Pipeline Created	(FT) Revenue Won	(FT) Revenue to Investment
Blog	Subscribers	0	250	2	70,000	\$32,200	\$0
Social - Paid	Marketing Automation US	3,500	450	4	250,000	\$115,000	\$33
	Marketing Automation EMEA	2,400	369	2	50,000	\$23,000	\$10
	Content Marketing US	3,000	270	2	100,000	\$46,000	\$15
	Content Marketing Japan	1,300	180	1	20,000	\$9,200	\$7
PPC	Branded Terms US	10,000	520	4	750,000	\$345,000	\$35
	Account Based Marketing EMEA	2,200	85	1	30,000	\$13,800	\$6
	Content Marketing US	5,600	110	1	50,000	\$23,000	\$4
	Competitive Keywords US	6,700	170	1	25,000	\$11,500	\$2
Event - Tradeshows	Tradeshow 1	30,000	500	4	1,000,000	\$460,000	\$15
	Tradeshow 2	22,000	330	3	360,000	\$165,600	\$8
	Tradeshow 3	10,000	160	2	200,000	\$92,000	\$9

FT vs. MT

- FT = First Touch
 - Acquisition Program = 100% of the credit
- MT = Multi Touch
 - Programs in between acquisition and opportunity = divided credit

Example customer journey: Acquisition Program → Opportunity



FT vs. MT Pipeline

More efficient at pushing investors through funnel

Channel	FT Pipeline	MT Pipeline
PPC	\$410,000	\$525,000
Webinars	\$220,000	\$903,000
Content Syndication	\$325,000	\$117,000

More efficient at acquiring the right investors

- Most marketers don't build programs with a data first approach
- Don't let early stage metrics drive your strategy
- First touch and multi touch metrics are both important, but for different reasons

Case Studies



- Implemented a **“Digital Relationship Manager”** strategy based on **Marketo** that helps them offer personalized communications to their clients based on their individual journey and needs
- **Building long term relationships with their clients** using Marketo as the backbone for all their client engagements
- **Continuously enhancing the client profile** based on their behaviors, needs and interactions



- **Acquiring and engaging their independent advisors**
- **Delivering personalized content that is most relevant** to where advisors are in their business lifecycle
- **Using segmentation to target advisors** based on their needs
- **Helping Sales prioritize the best prospects** by tracking and scoring advisors' behavior
- **Measuring success** by enabling direct attribution of marketing efforts

"Ultimately, Marketo is going to help marketing & sales to be more relevant and much more targeted in our efforts to acquire, retain, and grow relationships with independent advisors. By bringing marketing and sales together and making us more effective as a team, we can build a stronger program to meet advisor needs and achieve business results."



– Mary Rosai, SVP of Institutional Services Marketing



Transform to attract, engage and retain your clients
to grow AUM, by being proactive and relevant in
your offerings and communications

Marketo for Asset Management

Top Rated Marketing Automation

Extensible Enterprise Platform

4600+ Customers across 41 Countries

Asset Management Track Record & Expertise

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BNY MELLON

LAZARD
ASSET MANAGEMENT

 Principal

 JUPITER

 Brinker Capital

 ADVISER
INVESTMENTS
An Investment Adviser You Can Talk To

 Cozad Asset Management, Inc.

William Blair



Financial Advisors Need
to Get Personal or It'll Cost Them

RECOMMENDED FOR YOU

Thank you! Questions?

10 Ways to Engage Your Audience with Interactive Content

As an interactive content designer, I like to compare myself to a baker. You provide the fruit, and I'll whip up a mouth-watering pie.

Key to Sharing Strategic Insights with Sales

Have you been approached by your sales team within recent months asking for more leads or, in many cases, higher quality leads?

How Brands Can Create Lasting Relationships on Social Media

When I think about what makes social media so unique, I always come back to one thing: relationships. Nowadays, getting to know...

<https://www.linkedin.com/in/jpaone>