



Aligning the CEO and Marketing

Top 5 Reports the CEO Wants from Marketing



The CEO is primarily interested in one thing from marketing: how much has marketing contributed to revenue this month, quarter, or year? Since the CEO is responsible for making sure that the company is meeting and exceeding the expectations of shareholders, he or she wants to understand exactly how the marketing department is contributing to sales, how marketing and sales are working together, and how the two departments plan to streamline their efforts and generate more revenue than the previous year and meet company goals.

The best way for any marketing department to provide this kind of data for the CEO is to track and measure marketing campaigns in the company's CRM system such as Salesforce. Sales already tracks deals and forecast information in the CRM system and most companies have regular reviews of forecasts and results using CRM data and reporting. When both sales and marketing tracks and measures its efforts in Salesforce, the CEO and the entire exec team is equipped with one source of truth for all critical metrics across sales, marketing, and any other revenue development channels.

So what reports from the CRM system does a typical CEO want to see from marketing?

Here are our top 5 choices below:

One of the first things CEOs want to know is how much marketing is impacting the business versus other ways that business is being developed.

1. Influenced Revenue by Department

	Won Influence
<input type="checkbox"/> Campaign Sourced By: Marketing (2,378 records)	\$41,425,955
<input type="checkbox"/> Campaign Sourced By: Sales (335 records)	\$31,792,418
<input type="checkbox"/> Campaign Sourced By: Partner (116 records)	\$19,449,375
Grand Totals (2,829 records)	\$92,667,748

Image 1: Influenced revenue by marketing, sales, and partner channels

One of the first things CEOs want to know is how much marketing is impacting the business versus other ways that business is being developed. Of course, marketing doesn't close deals but it does tee up opportunities for sales. Plus marketing also influences deals through ongoing campaigns. Similarly, while

sales closes the deals, sales may also source or influence deals through sales programs such as a call down campaign or a special customer meeting.

This report (Image 1) shows the role each department played in influencing revenue for a fiscal year and is a great summary to show the CEO how each department is performing based on a revenue measurement. Reports like this are customizable and can be produced for any time period (e.g. month, quarter or year) and it's often useful to compare periods such as this year vs. last year. In addition, these charts are all clickable so you can get drill down into this report and see which campaign types or even specific campaigns have the biggest impacts. CEOs often love to see this kind of information.

2. Funnel Velocity

	MQL to SAL AVG	SAL to SQL AVG	SQL to Won AVG
Campaign Sourced By: Marketing	68.85	4.22	5.65
Campaign Sourced By: Sales	20.21	11.73	28.15
Campaign Sourced By: Telemarketing	34.00	20.00	20.00
Grand Totals (1,772 records)	56.04	5.97	8.86

Image 2: Lead velocity by department

A good CEO knows that if he can shorten the sales cycle by half, he can double his revenue in the same time period. Therefore examining sales velocity is a really useful metric. Velocity shows how quickly responses pass from stage to stage. In this chart you can see that deals sourced by sales have shorter sales cycles than deals sourced by marketing and telesales. This is not surprising because sales often will be late to enter prospect into the CRM system. But it might be worthwhile to a CEO to ask a sales team to look through their contacts to see if there are any short term deals to close.

Velocity shows how quickly responses pass from stage to stage.

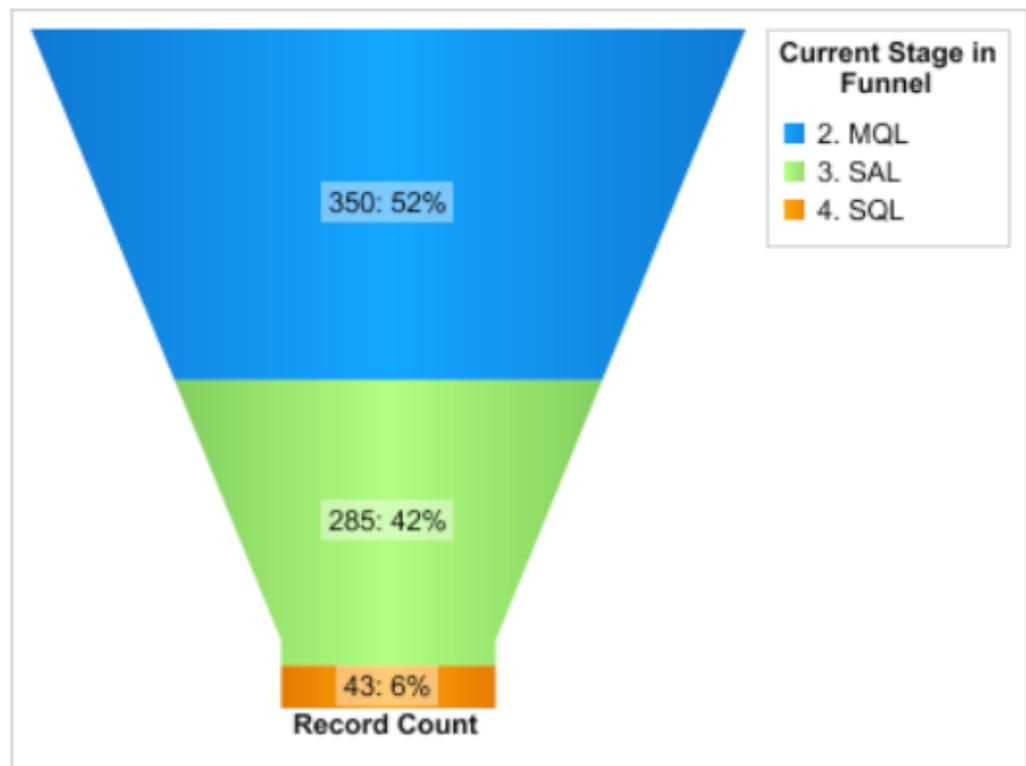
Other useful information in this report focuses on potential bottlenecks in the lead management process. For instance you can see a bottleneck in the MQL-SAL handoff with responses coming from marketing because campaigns sourced by

marketing take 2-3 times as many days to progress to SAL. At this point it may be useful to drill down to a set of individual campaigns or look at difference time periods to see if there are any patterns in the data or any special circumstances that are causing this issue. Perhaps sales has too many leads from marketing to follow up with properly.

In summary, velocity is a key metric for the CEO to identify where processes can be streamlined to cut down on sales cycles and generate more revenue from the same resources.

3. Funnel Volume

Current Active Funnel



This is a great metric to track in conjunction with velocity and conversion rates to put everything in context.

Image 3: Total leads in the funnel

The other key funnel metric for a CEO to look at, this shows the sheer number of responses that are generated across every department, a great snapshot of the

health of your pipeline. Generally speaking the more responses marketing can generate at the top of the funnel, the more opportunities sales can create—leading to (you guessed it) more revenue. This is a great metric to track in conjunction with velocity and conversion rates to put everything in context. Furthermore drilling down into specific market segments, campaign types, and even individual responses can get you answers to even the most detailed questions the CEO may ask.

4. Total Pipeline Influenced by Marketing vs. Total Pipeline

	Open Influence
<input type="checkbox"/> Campaign Sourced By: Marketing (6,378 records)	\$125,499,505
<input type="checkbox"/> Campaign Sourced By: Sales (1335 records)	\$70,968,793
<input type="checkbox"/> Campaign Sourced By: Partner (516 records)	\$40,475,619
Grand Totals (8,229 records)	\$236,943,917

Image 4: Influenced Pipeline by Marketing vs. Overall Pipeline

This chart shows how much pipeline or potential revenue marketing has sourced versus the other demand generation channels. Since good CEOs want to understand investments in pipeline development, it's important for marketing to show its role in generating potential revenue for sales. This chart shows that marketing is sourcing more than half the pipeline for sales.

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Image 5: 2014 MQLs



Image 6: 2014 SALs

MQL to SAL Conversion Rates Monthly

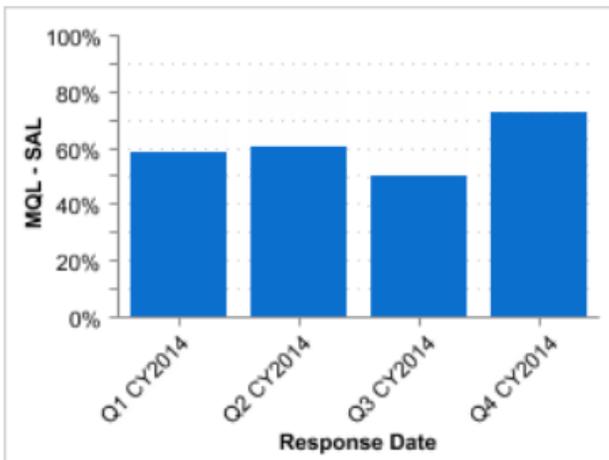


Image 7: MQL to SAL Conversion Rates by Quarter

5. Marketing-to-Sales Handoff & Funnel Conversion Rates

Leveraging Salesforce to show the volume and conversion rate across the marketing-to-sales handoff provides the CEO a complete picture of how smoothly the entire demand generation organization is functioning. In images 5 and 6 you can see that marketing is consistently generating more leads month over month in Q1 and Q2 and they are converting to SALs at a pretty consistent rate as well. Then at the beginning of Q3 the number of MQLs generated nose dives and as a result not only the amount of SALs drops but the conversion rate from marketing-sales drops as well (image 7).

In this example the demand generation budget was cut in Q3 – and you can see what the results were. The number of MQLs drops, the number of SALs drops, and the conversion rate from marketing-to-sales drops as well. Think of all the revenue that was lost because marketing had to reduce its budget . . .

If you can track data like this over your fiscal year you can not only see important information like this, but you can also find bottlenecks in the marketing-to-sales handoff. For example in images 5 and 6 despite the fact that the number of MQLs went up in March, the number of SALs went down. Why did the conversion rate in that month change? Maybe sales didn't hit its SLA's? Or maybe marketing's leads were worse quality and more MQLs than usual were disqualified? The point is seeing this data not only lets you prevent drops in your demand generation, but also lets you squeeze more revenue out of your existing budget if you can find bottlenecks in process like the one in March.

Aligning the CEO and Marketing

At the end of the day what the CEO cares about the most is how can the company generate more revenue, more quickly. Being able to show the CEO all the different funnel metrics across sales, marketing, and telesales to help streamline processes and generate more revenue without increasing the cost to do so is invaluable to strategic planning and growth moving forward. Additionally being able to show exactly how much revenue and total pipeline marketing influences and the relationship between marketing spend and results shows the CEO that marketing is important and necessary for the company to succeed.

About Full Circle CRM

Full Circle CRM provides Salesforce users a complete Marketing Performance Management solution that answers all of their marketing questions in one place and helps drive more revenue from every campaign with best-practice response lifecycle management, powerful weighted campaign influence models, and comprehensive marketing and sales funnel metrics. Our cloud-based products are built 100% on the Salesforce1 Platform and are compatible with the leading marketing automation solutions. All your marketing data is in Salesforce and so are the answers.

Founded by former salesforce.com executives, product managers, and marketing automation specialists – the Full Circle CRM team knows what it takes to run a successful marketing organization. Our team is passionate about giving marketers the answers they need to prove marketing's contribution to the bottom line, plan with confidence, and grow revenue. Learn more at www.FullCircleCRM.com.



477 9th Avenue Suite 108

San Mateo, CA 94402

FullCircleCRM.com

650.641.2766

877.834.4001