

#SDSummit  
May 9, 2018

# Demand Creation Infrastructure

A Capabilities-Driven View of the Stack  
That Drives Growth



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# Executive Summary

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- **Key issues**

- The traditional category-led view of the expanding b-to-b technology landscape has resulted in confusion and frustration for end users and providers alike
- While categories may help group technology providers, they don't help leaders making investment choices identify the best options to meet business goals
- Companies want help matching their goals and needs to technology capabilities regardless of category, so it's easier to maximize investment return

- **What you will walk away with**

- An overview of the complete b-to-b marketing technology stack
- An understanding of how to define technology needs on the basis of priorities
- An example of how one company is deploying technology to reach its goals

# Priorities- Based B-to-B Revenue Engine

- Product
- Marketing
- Sales

## Product Management

Customer understanding  
Product portfolio investment decisions  
Pricing and packaging strategy  
Product innovation and lifecycle process  
Agile enablement  
Roles, responsibilities and structure

## Portfolio Marketing

Go-to-market strategy  
Personas and buyer insights  
Portfolio messaging and content  
Bringing offerings to market  
Sales knowledge transfer  
Functional design and development

## Marketing Executive

Marketing strategy and investment  
Marketing transformation  
Marketing impact  
Organization design and development

## Account-Based Marketing

ABM strategy, goals and alignment  
ABM infrastructure  
ABM program planning and execution  
ABM measurement  
ABM team design and skill development

## Content Strategy and Operations

Content management and technology  
Strategic content planning  
Content factory  
Functional design and development

## Customer Engagement

Business case and measurement  
Customer lifecycle and retention  
Customer advocacy and references  
Customer insights and analytics  
Functional design and development

## Demand Creation

Demand management process  
Demand program design, planning and execution  
Demand program delivery mechanisms  
Functional design and development

## Brand and Communications

Brand experience  
Corporate communications  
Corporate messaging and content  
Employee and executive communications  
Functional design and development

## Marketing Operations

Marketing reporting and measurement  
Marketing planning and budgeting  
Marketing infrastructure  
Marketing data management  
Functional design and development

## Channel Marketing

Strategy and planning  
Channel demand creation  
Partner program design and optimization  
Partner enablement and engagement  
Functional design and development

## Sales Executive

Sales strategy  
Organizational design and investment  
Talent management  
Sales execution  
Sales productivity

## Sales Enablement

Sales asset management  
Talent acquisition support  
Sales onboarding  
Ongoing learning and development  
Sales communications  
Functional design and development

## Sales Operations

Sales planning  
Sales productivity analysis  
Sales processes and infrastructure  
Sales reporting, analysis and intelligence  
Incentive design and management  
Functional design and development

## Channel Sales

Channel sales strategy  
Channel sales profitability  
Partner recruitment and assessment  
Channel sales execution

# The SiriusDecisions B-to-B Technology and Services Coverage Universe

Account-Based Marketing



Marketing Operations



Channel Sales



Sales Operations



Demand Creation



Brand and Communications



Sales Enablement



Marketing

Customer Engagement



Sales

Channel Marketing



Product Management



Content Strategy and Operations



Portfolio Marketing



Product

# The SiriusDecisions B-to-B Technology and Services Coverage Universe



# The SiriusDecisions B-to-B Technology and Services Coverage Universe



**Start Here**  
*Find your functional galaxy within the b-to-b universe; this narrows down options and makes finding the right categories faster and easier*

**Ask**  
*What discipline within marketing has a priority or need that we're looking to support?*

# The SiriusDecisions Demand Creation Technology and Services Galaxy



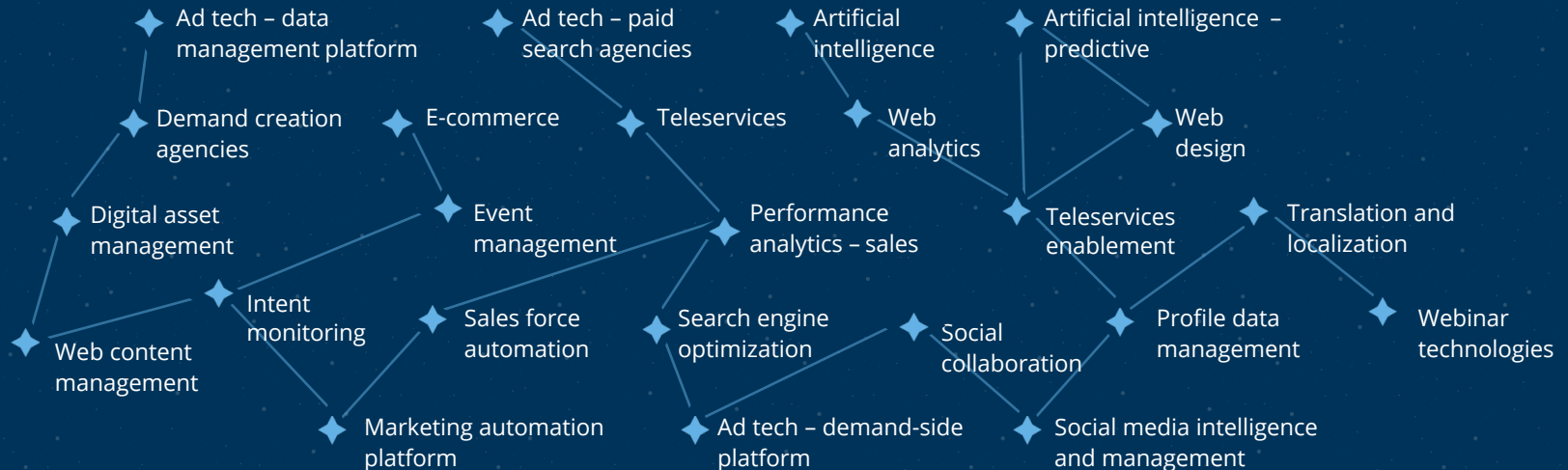
## Find

*Identify your discipline area – think of it as your solar system within your functional galaxy*

## Ask

*What priority (or combination of priorities) do we need to support?*

## Demand Creation





# Demand Creation Priorities



**Demand  
Management  
Process**



**Demand Program  
Delivery Mechanisms**



**Demand Program  
Design, Planning and  
Execution**



**Demand Functional  
Design and Development**

## Think

*Consider what specific priorities or goals you need to support within the discipline area – think of it as narrowing down the right planet within your solar system*

## Ask

*What do we need to be able to do to address our priority?*

# Tech Needs Become Clear With a Capabilities-Driven View



## 1. Discipline: Demand Creation



## 2. Priority: Demand Program Design, Planning and Execution

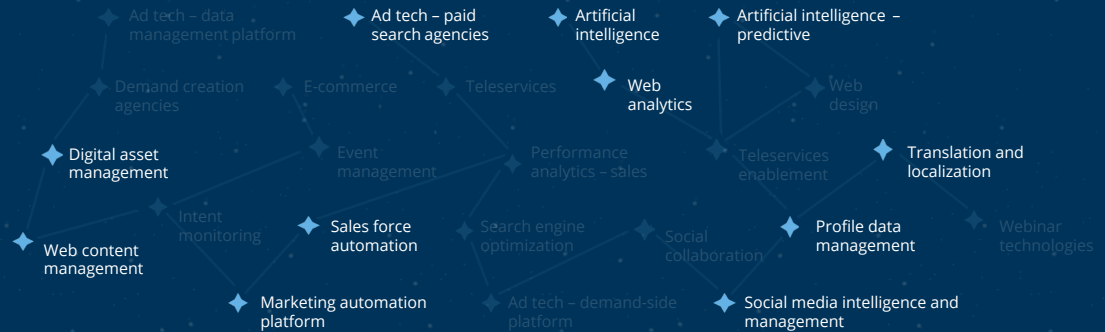


## 3. Capabilities:

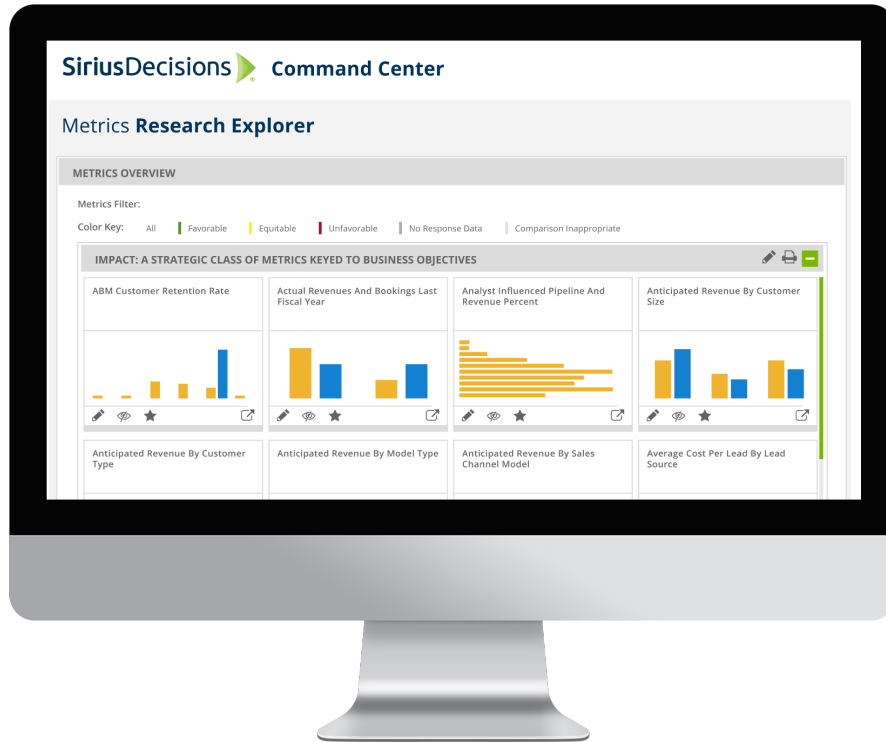
- Program planning
- Program execution process
- Offer development
- Program measurement, reporting and dashboards
- MAP implementation
- Program diagnostics
- Resource modeling for demand programs



## 4. Technology Coverage:



# B-to-B Tech Stack Investment Today



## About the SiriusDecisions Command Center™

- Went live in **July 2017**
- **650+** metrics
- **100,000+** historical and seeded responses
- **1,000+** clients have participated
- **7,000+** additional responses have been added
- Resulting in **3MM+** data points

# 2018 Planned Investment in Demand Creation Technology



Percentage of companies that are planning a significantly (+30%) greater investment than last year

**17%**

Web Site  
Optimization

**16%**

Web  
Analytics

**14%**

E-Commerce

**14%**

Video

**14%**

Social  
Collaboration



# B-to-B Tech Example: Demand Creation

Apptio



# Demand Creation Infrastructure

*A Capabilities-Driven View of the Stack That Drives Growth*

Chris Pick, CMO

 @chrismpick

Wednesday, May 9, 2018

# Apptio, The Business System of Record for Hybrid IT

Enterprise Software, NASDAQ Listed (**APTI**)

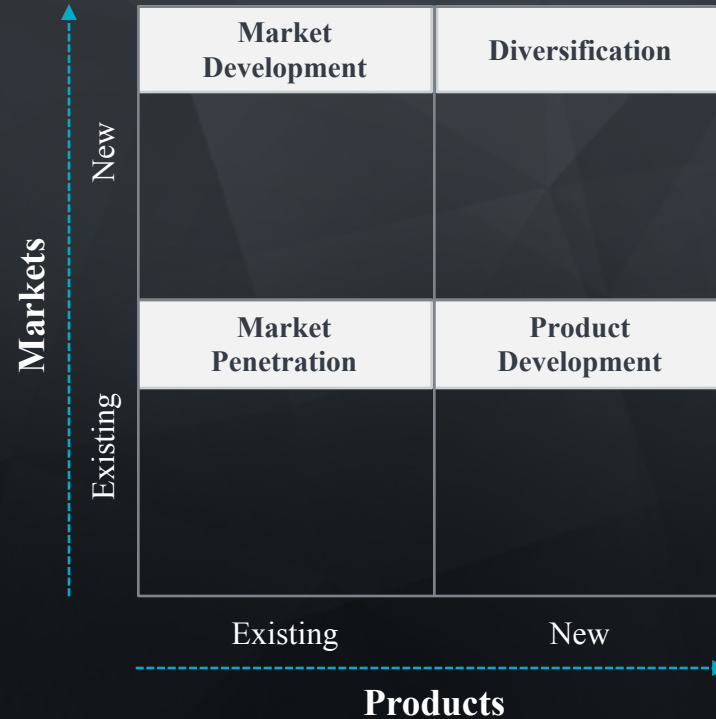
Seattle-based, **900** Global Employees

SaaS Applications & Analytics Platform

Manage **\$200B+** in IT Spend

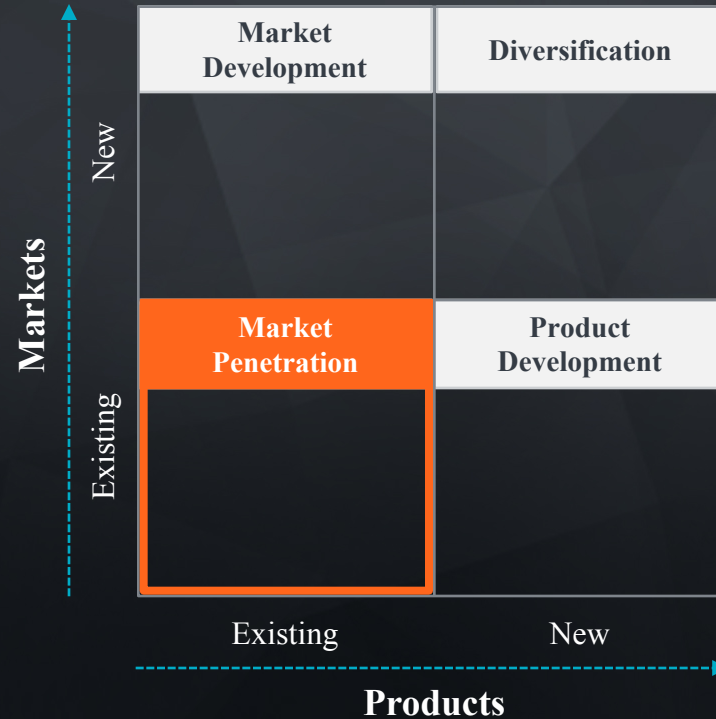


# Fueling Growth **With Multiple Levers**

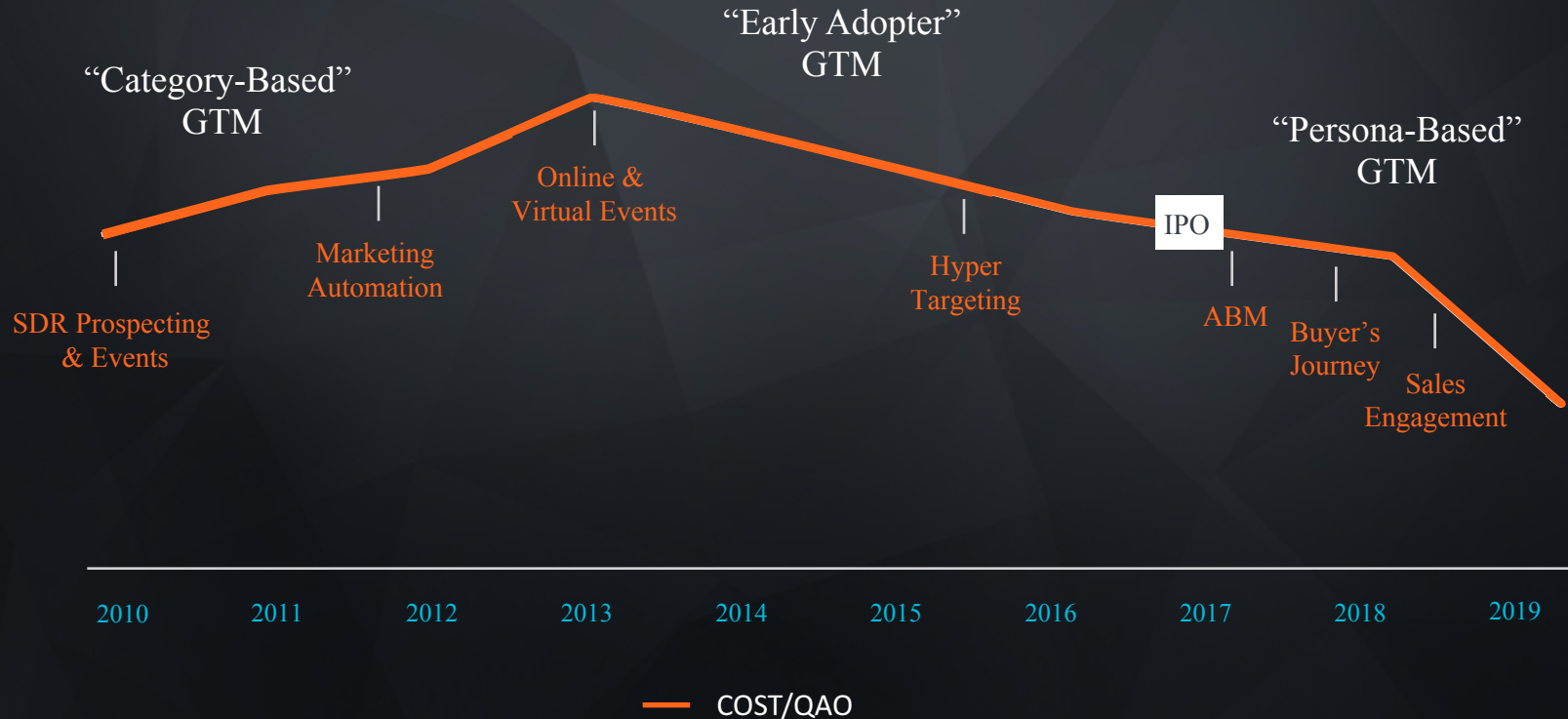




# Fueling Growth **With Multiple Levers**



# Capabilities-Driven (Unit) Economics





## CHANNEL & INVESTMENT MIX

### CHANNELS

Channel	PR, AR & Corp Comms	Online			SDR & FSR Prospecting	Virtual Events	Apptio & 3 <sup>rd</sup> Party Events	Direct Mail
How do we get in front of prospects?	Earned media mentions & articles by influencers	Organic search results for <u>high-traffic</u> keywords	Paid search advertising on <u>high-relevance</u> keywords	Social network advertising to specific people on LinkedIn and Facebook	Multi-touch education & engagement sequence to specific people	Recruiting of specific people by SDR & FSR	Physical presence & recruiting of specific people by SDR & FSR	Clutter buster physical mailers to specific people
What do we offer them to engage with?	Relevant news & thought leadership	Blogs, web pages & gated content	Gated content, webinars & events	Gated content, webinars & events	Blogs, gated content, webinars & events	Thought-leading, relevant topics & speakers	Product collateral & demos	Compelling reference & product content
What martech supports this?	Apptio.com, Buffer	Bizible, Marketo, Lookbook	Google, Bing, Unbounce, Lookbook	LinkedIn, Facebook, Lookbook	Outreach, ZenIQ, Sales Navigator, Lookbook, Seismic	Marketo, Outreach, Lookbook	Marketo, Outreach, Lookbook	Sendoso, Lookbook

# Capabilities - Martech Stack

## AUDIENCE & INTELLIGENCE



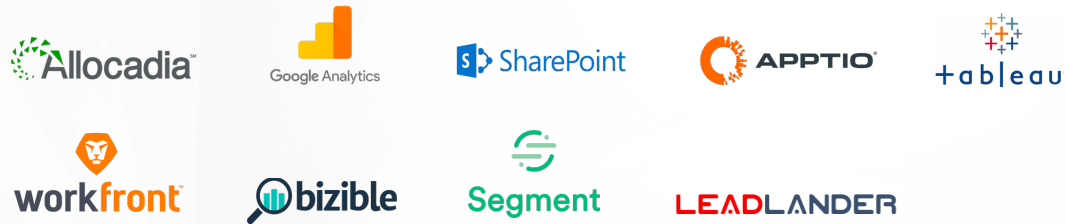
## ACQUISITION & ENGAGEMENT



## EXPERIENCE & CONTENT



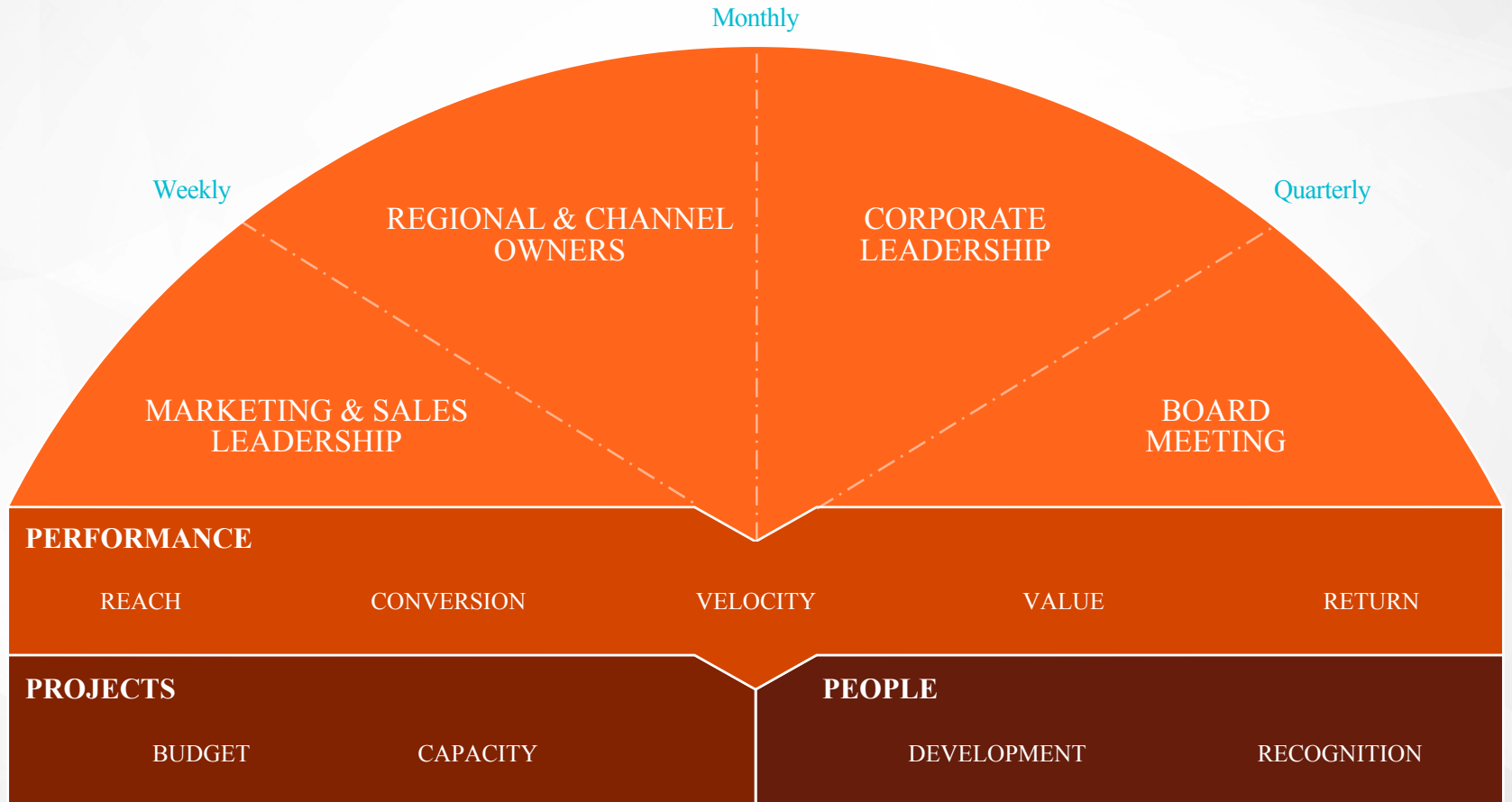
## INSIGHTS & PRODUCTIVITY



## ADS/SOCIAL MEDIA



# Driving a Performance Culture



**“The mechanic that would perfect his work  
must first sharpen his tools.”**

*-Confucius*



Manage economies  
of scale

Continuously  
align the buyer/seller

Capabilities, not  
vendor hype

Drive the  
performance mindset

Thank You



SiriusDecisions ►

2018 Technology  
Exchange

Join us at the  
Hyatt Regency New Orleans for the  
**2018 Technology Exchange**

November 7 – 9, 2018 | Hyatt Regency New Orleans

# SiriusDecisions Resources

- **Research**

- The SiriusDecisions Technology Inventory and Assessment Tool
- Technology Assessment: Prioritizing Actions
- SiriusView: Marketing Automation Platforms 2017
- The SiriusDecisions Sales and Marketing Technology Assessment
- Web Content Management Technology: A Sirius Perspective
- Preparing for Marketing Automation: Technology Requirements
- Intent Data Monitoring Technology: A Sirius Perspective
- Content Display Technology: A Sirius Perspective
- Social Media Management Technology: A Sirius Perspective
- Marketing Resource Management Technology: A Sirius Perspective
- Defining the B-to-B Advertising Technology Landscape
- Search Engine Optimization Technology: A Sirius Perspective
- SiriusView: Webinar Technology 2017
- Core Strategy Report: Digital Advertising and B-to-B Demand Creation
- Account-Based Digital Display Advertising: Best Practices
- Account-Based Digital Display Advertising: Vendor Selection
- Demand-Side Platforms: A Sirius Perspective
- Profile Data Management Platforms: A Sirius Perspective

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