ADVOCATE
MARKETING
ACADEMY

AMA
EUROPE 2016

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hello
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gossip
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in partnership with

r|innovation
Activate the Voice of Your Customer

influitive
advocate marketing experts

HARVARD:

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the three f's

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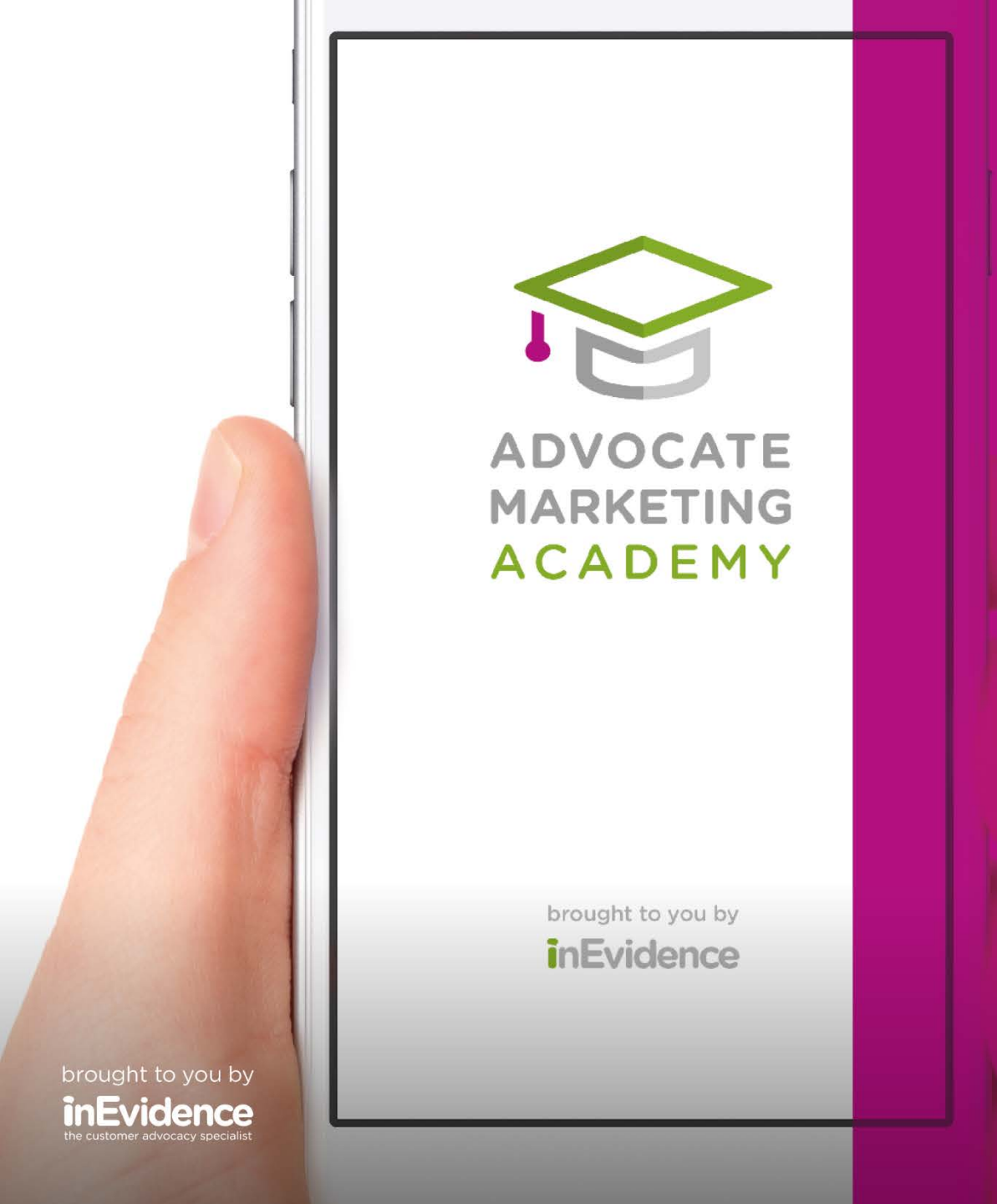

AMA app

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30 min sessions

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awards

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badvocate marketing

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identifying advocates and enabling them to tell their stories

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1: brand experiences are public

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2: we don't believe big business

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3: we trust 'us'

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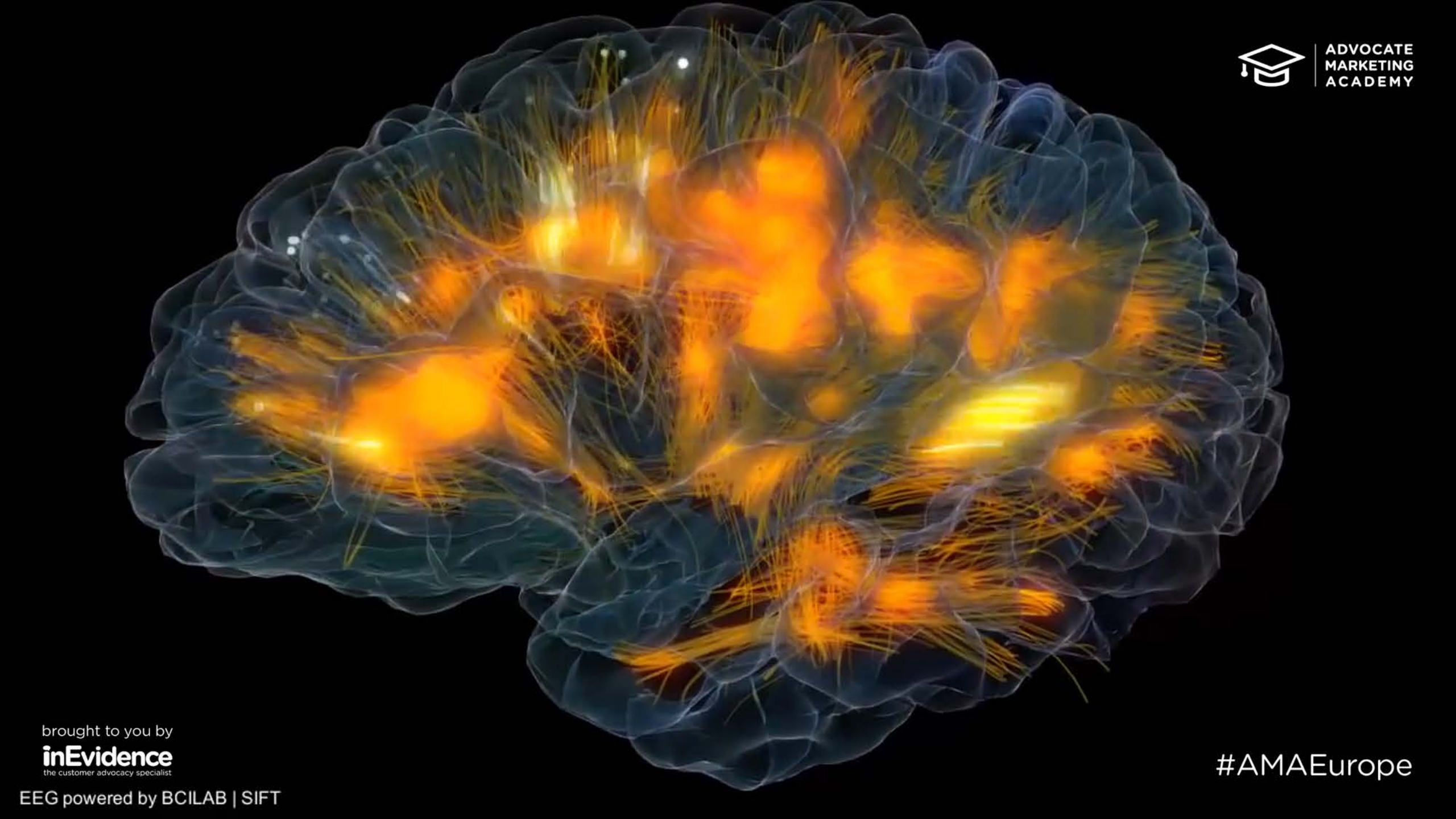
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THE MOST INFLUENCIAL B2B MARKETING ACTIVITIES

On average, business buyers say direct interactions with providers influence their purchasing decisions more than anything else (references are a close second)

AVERAGE LIKELIHOOD OF INFLUENCING A PURCHASING DE

DIRECT INTERACTION WITH THE PROVIDER
REFERENCES
EVENTS (IN PERSON AND VIRTUAL)
WHITE PAPERS
SALES PRESENTATIONS
WORK-RELATED COMMUNITIES
PROVIDER WEBSITES

REFERENCES ARE KEY IN CLOSING DEALS

We would like to know which types of sales enablement programs are most effective in helping sales close deals. How would you rate the effectiveness of the following enablement programs? % of Respondents (N-31)

REFERENCES AND REFERENCE MANAGEMENT	3	9	18	78
ROI/PRICE JUSTIFICATION TOOLS	3	3	27	
CLIENT BRIEFING CENTERS	4	12	31	
PROPOSAL SUPPORT/AUTOMATION/HOTLINE	10			
ACCOUNT-BASED MARKETING	4	21		
STRUCTURED SALES INFORMATION	11			
LEAD GENERATION AND NURTURING PROGRAMS	6			
TRAINING	3	16		
MARKET/ACCOUNT INFORMATION AND INTELLIGENCE	4			

REFERENCES MEAN BUSINESS

92% of customers trust recommendations from people they know — NIELSEN

37% higher retention rate of customers referred by other customers — DELOITTE

35% — IDC

65% the increase in buying behaviour due to third-party quantification — GARTNER

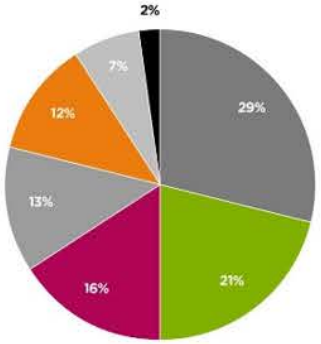
12% a 12% increase in avg brand advocacy generates a 200% increase in revenue growth rate... — HARVARD BIZ

60% the No.1 source for understanding tech provider differentiation was peers of the same size in their industry

EXPERIENCE & REFERENCES ARE THE BIGGEST INFLUENCES

when validating your decision on a vendor, what carries the most weight?

- PREVIOUS COMPANY EXPERIENCE
- THE INFLUENCE OF CUSTOMER REFERENCES
- RELATIONSHIP WITH SALESPERSON
- BRAND PERCEPTION
- WHAT INTERNAL COLLEAGUES SAY
- WHAT EXTERNAL COLLEAGUES SAY
- OTHER



SIRIUS DECISIONS

EFFECTIVENESS RATINGS OF TACT

ongst B2B Enterprise Marketers

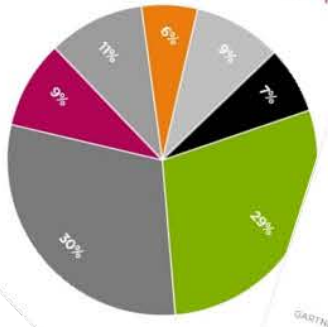
WHAT

Q: How more... to effectively q...

- 1 TIME MORE LIKE...
- 2 TIMES MORE LIKELY
- 2 TIMES MORE LIKELY
- ...ES MORE LIKELY
- ...ORE LIKELY
- ...ELY

...S DECISIONS OF YOUR

...ouy if a provider you are most famil...
...usiness impact of its solution



GARTNER

"CIOs MAKE PURCHASING DECISIONS 25% FASTER WHEN SUPPLIED WITH A REFERENCE."

"TECHNOLOGY PROVIDERS CAN REDUCE THEIR SALES CYCLE BY 30-40% BY PROVIDING CREDIBLE ROI EVIDENCE."

IDC

"THIRD-PARTY QUANTIFICATION OF IT VALUE LEADS TO A 65% INCREASE IN BUYING BEHAVIOUR"

GARTNER

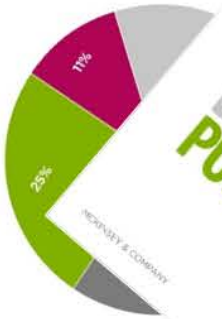
"CUSTOMER REFERENCES VALIDATE PRODUCT CLAIMS AND STREAMLINE THE SALES PROCESS, BOTH VI... ACTIVITIES IN BUSINESS-TO-BUSINESS (B...

FORRESTER

...MENDATIONS FROM PEERS IS THE MOST IMPORTANT ...ER FOR BOTH MARKETING TECH & SERVICES

...w important the following types of influencers are when your ...ring from which provider to purchase marketing technology solutions ...Extremely important)

...ERSONAL INTERA...



MCKINSEY & COMPANY

APPROX 75% OF CU...

and viral communications networks

- ACCESS A SOCIAL MEDIA COMMUNITY
- CALL AN INDUSTRY ANALYST
- ASK MY TEAM OR COLLEAGUES FOR OPTIONS
- CALL AN INDUSTRY PEER
- SEARCH ON THE INTERNET

BUYERS RELY MO...

Q: Which sources of informa... possible solutions?

"WORD-OF-MOUTH RECOMMENDATION IS THE PRIMARY FACTOR BEHIND 20-50% OF ALL PURCHASING DECISIONS."

84% OF RESPONDENTS TURN TO PEERS AND COLLEAG... WHEN MAKING PURCHASE DECISIONS

THIS RESULT CROPS UP CONSISTENTLY IN OUR RESEARCH OV... AND IT FOLKS RELY ON WORD OF MOUTH AND ADVICE FR... SOCIATES WHEN BUYING, SO CUSTOMER REFEREN... ME CRUCIAL PARTS OF ANY WELL EXECUTED ...

...BRAND ADVOCATES SPEND 2x AS MUCH AND RECOMMEND OR SHARE 4x AS MUCH AS YOUR ...PICAL CUSTOMER.

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you know this

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changing gear

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CUSTOMER ADVOCACY PROGRAMME SURVEY

2016

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85
responses from reference /advocacy pros

70
discrete programs

50
global brands

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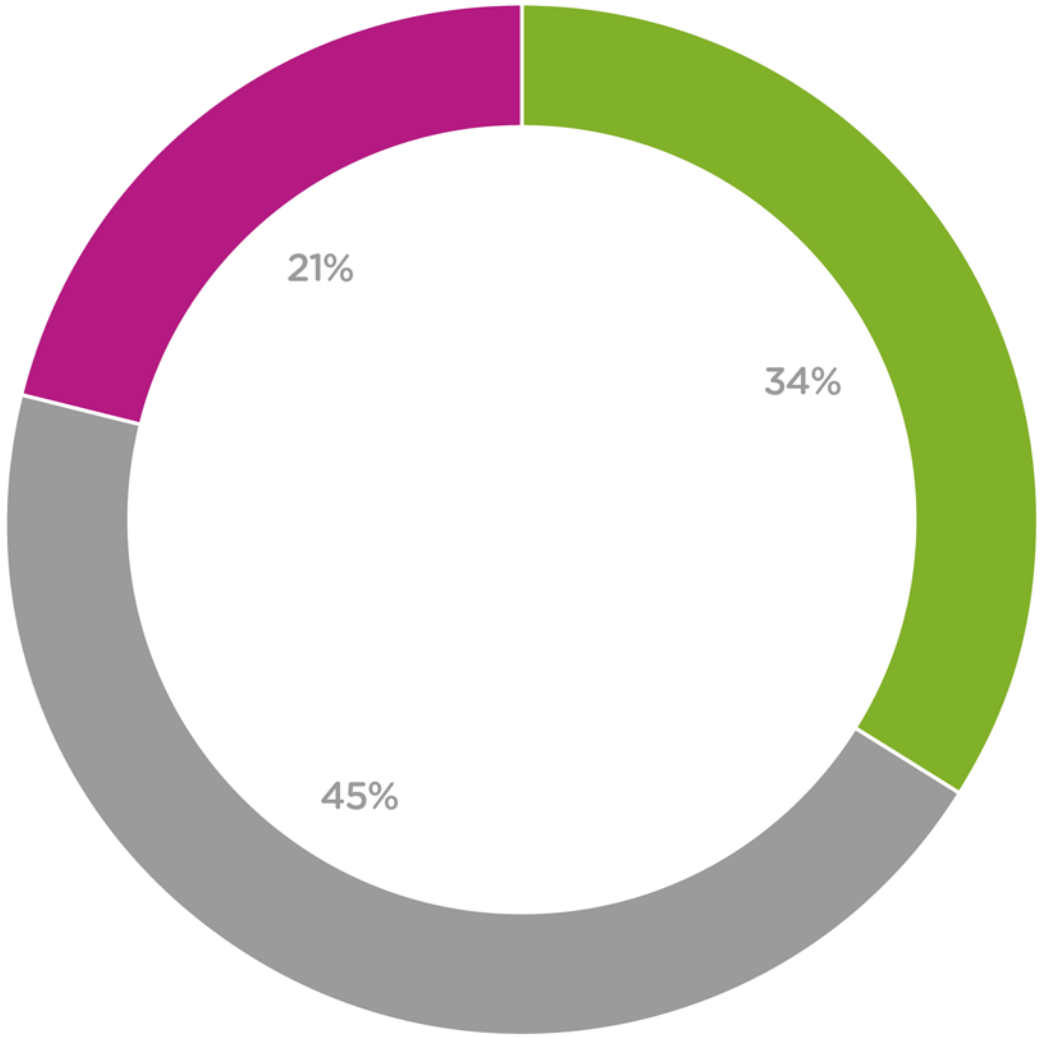

Up
Flat
Down

budgets up

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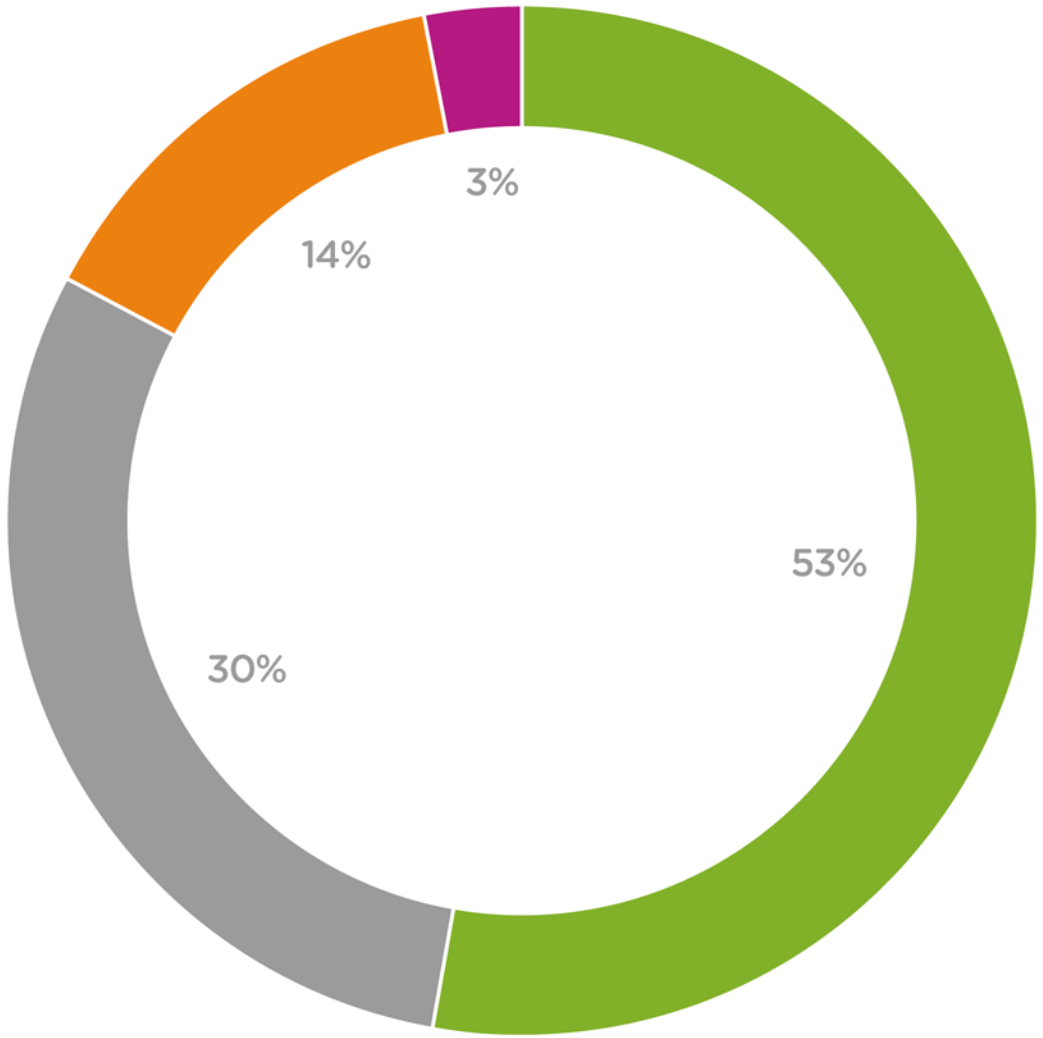

- Much more important
- A little more important
- About the same
- A little less important

more important

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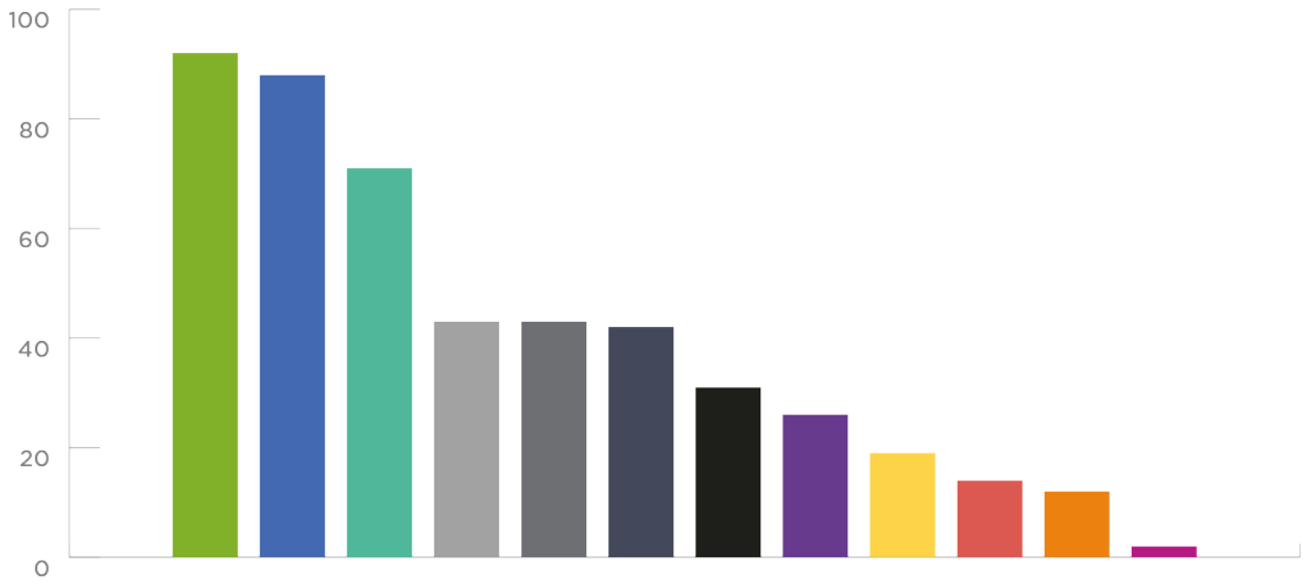
- 92% PDF case studies
- 88% Video case studies
- 71% PPT/Keynote slides
- 43% Social Media
- 43% Infographics
- 42% Industry credentials
- 31% Interactive PDFs/SnapShots
- 26% Whitepapers
- 19% eStudies
- 14% Audio / podcasts
- 12% Deep ROI case studies
- 2% Other



video with everything

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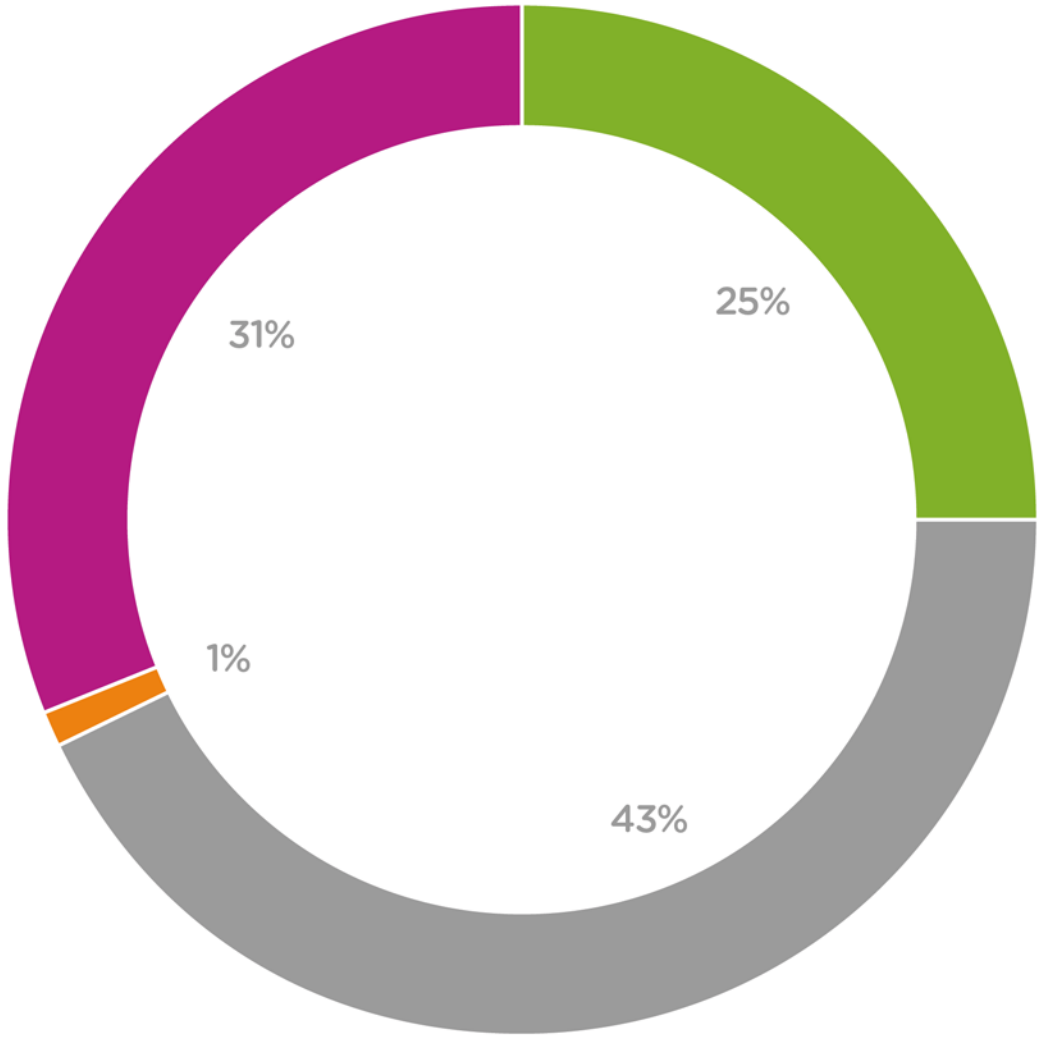

- Yes
- Not yet, but are planning to
- There is no need to
- No

68% optimising written for mobile

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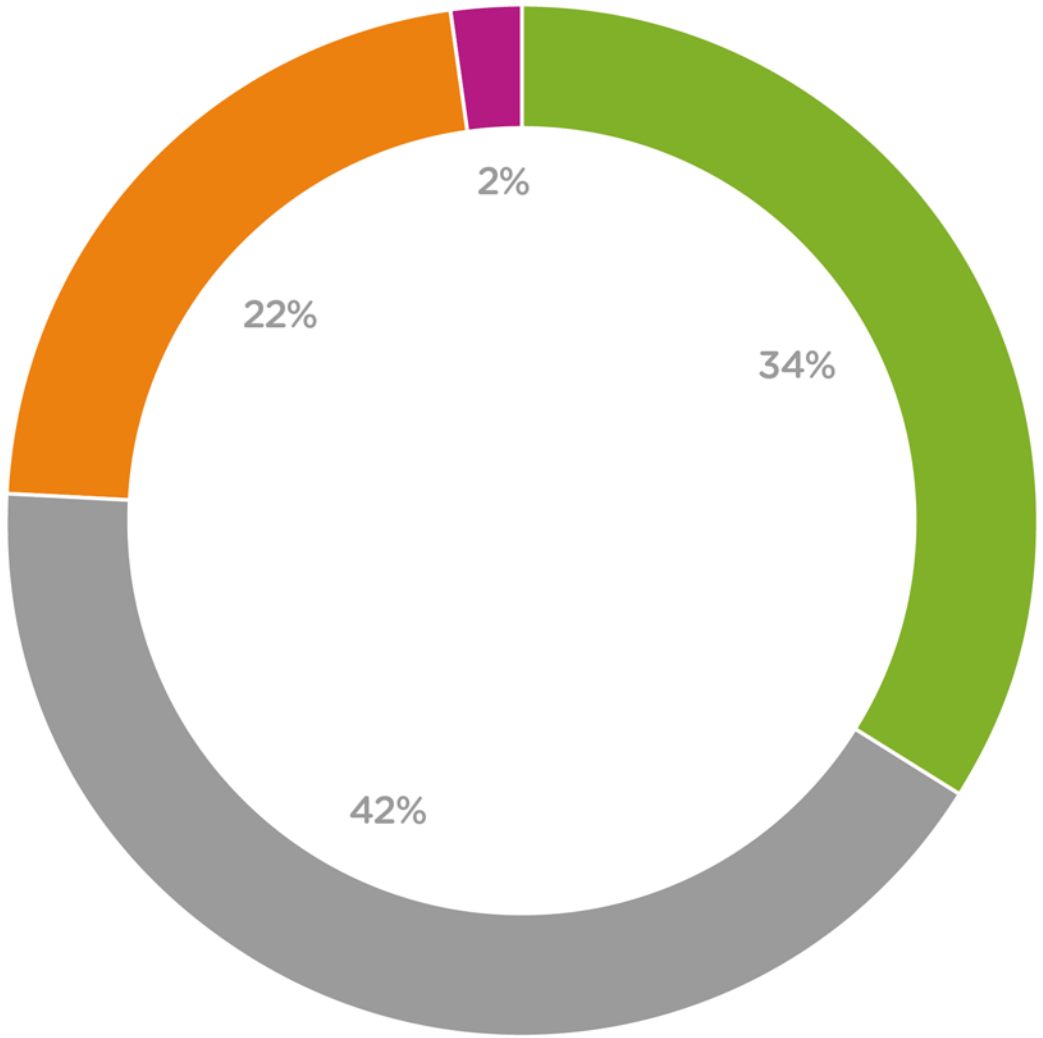

- Yes
- Not yet, but are planning to
- No
- We don't create video

76% optimising video for mobile

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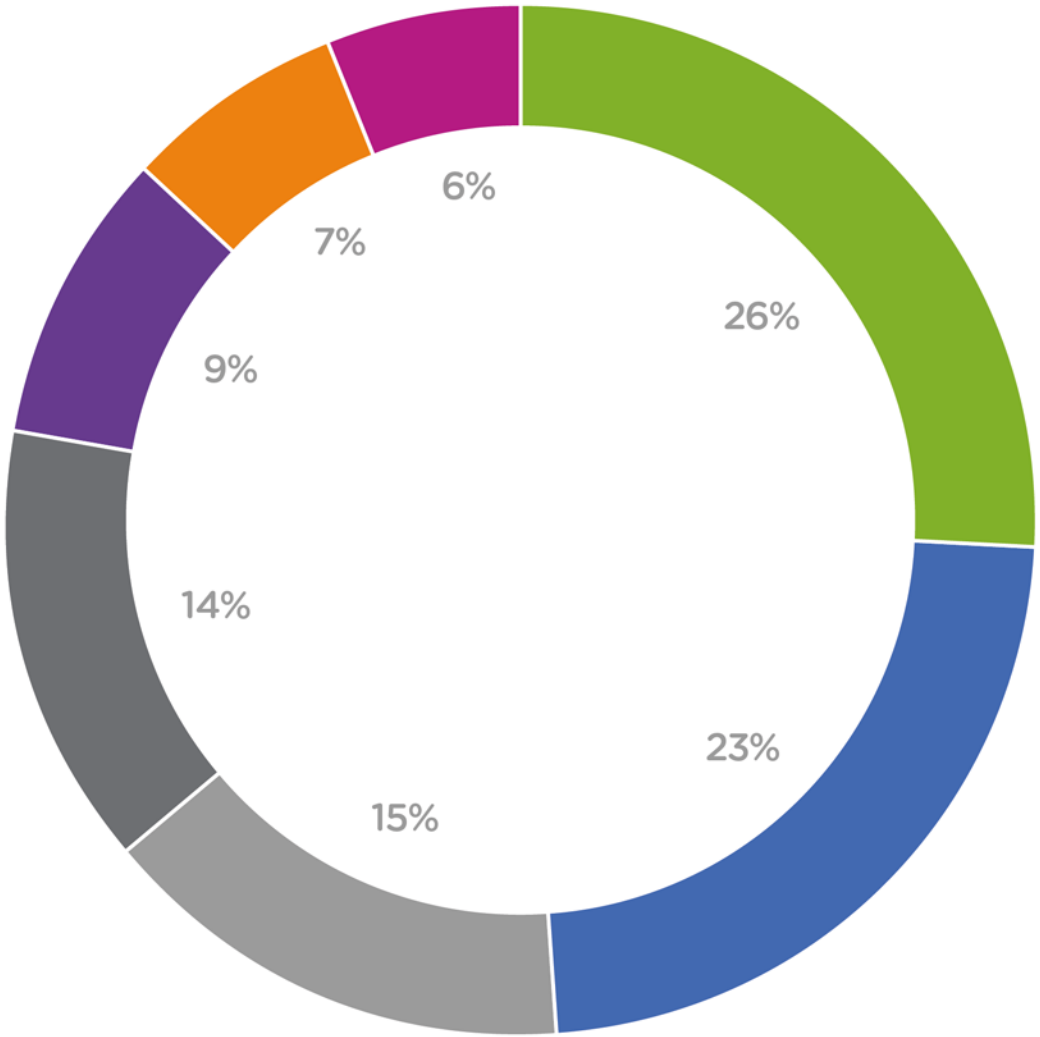

- More visual content (video, infographics, animation)
- Advocate programme (not just reference)
- Account-based marketing
- Mobile content optimisation/delivery
- Programme automation
- Gamification
- Something else

top three focus

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video and mobile with everything

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advocacy and ABM

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snackable is where it's at

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that's a wrap

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