

Enquiro Case Study

Enquiro, an independent research company and leading B2B search marketing vendor, was seeing great success in its lead generation efforts, but had no way to follow up with the extensive lists of contacts it was creating, and sales was overwhelmed. Enquiro selected Marketo for its impressively intuitive user-interface, lead scoring capabilities and sophisticated technology. Now, Director of Marketing Andrew Spoeth is able to stay in contact with all prospects and siphon off the highest-scoring leads to his sales reps. As a result, Enquiro's sales team is now more efficient and has more quality leads to turn into quality revenue for the company.

ENQUIRO b2b search: we get it

Market: B2B Search Engine Marketing

Industry: Business Services

Solution: Marketo Lead Management

The Challenge:

- Turn interest into revenue through tailored follow up with leads in database
- Improve sales efficiency and effectiveness by delivering high-quality leads
- Gain understanding into buying patterns and customer needs

The Solution: Marketo Lead Management

Enquiro researched and considered a number of marketing automation vendors throughout a six-month decision process. After attending a Marketo webinar, Director of Marketing Andrew Spoeth experienced the value of lead nurturing as a prospect on the receiving end of a Marketo marketing campaign, and it was clear he was looking at the right solution for driving business through sophisticated and personalized marketing.

The Results:

- Lead nurturing results in steady flow of sales-ready leads
- Lean sales team can drive business by focusing precious time on high-potential prospects
- Increased visibility into customer needs and buying process drives strategic marketing

Enquiro is an independent research firm and one of North America's leading search marketing vendors. It helps B2B clients maximize their online presence through balanced marketing strategies leveraging search engine optimization (SEO) and pay-per-click advertising (PPC). Its strategies are based on industry research and expertise in usability, and natural and sponsored search. Enquiro has also authored eye tracking studies which have given marketers a greater understanding of user interaction with the major search engines and defined "Google's Golden Triangle."

The Challenge

It's no surprise that as a company specializing in search engine optimization (SEO) and pay-per-click (PPC) marketing, Enquiro was very successful in creating potential leads. "A big part of our marketing effort is sharing our research and demonstrating our thought leadership, so we produce a lot of whitepapers and webinars," explains Andrew Spoeth, director of marketing at Enquiro. "We were generating a lot of interest, but we needed a way to decipher our prospects' levels of interest. The sheer number of leads made it difficult to follow up with the right ones.

Prior to using Marketo, Enquiro's marketing team would collect names from whitepaper downloads, webinar registration, or trade show attendees and add them to an Excel spreadsheet. Andrew could send blast emails to contacts, but could not easily segment leads, track their behavior, or educate them through drip marketing.

"We didn't have a big picture view of our prospects, their behavior, and value from a sales perspective."

Not only was this process untenable for marketing, but Enquiro's sales team was affected as well. Because Enquiro could not easily follow up with top prospects, leads were passed to sales in large

unmanageable groups about every two weeks. Further complicating matters is Enquiro's in-depth sales process which requires a lot of sales time. Not much time remained for prospecting. "When it came to prospecting, sales was overwhelmed," recalls Andrew.

The Solution

Enquiro researched and tried demos from a number of marketing automation vendors throughout a six-month decision process. In addition to a number of Marketo features and attributes, Andrew says a key factor in his decision was an experience that gave him a different perspective into the way Marketo works. "I attended a Marketo webinar to listen to another customer talk about their success, and it really piqued my interest in Marketo," recalls Andrew. "I was just about to pick up the phone and call Marketo when I received a call from them. That showed me just how well the tool worked because they were able to follow up in the exact way I needed based on the behavior I had shown as a lead." Other reasons Marketo became Enquiro's clear first choice include:

- Unmatched ease of use and intuitive interface save time
- Lead scoring feature to help sales improve efficiency and drive revenue
- Sophisticated, feature-rich product without prohibitive cost

Results

In just four months of using Marketo, Enquiro has already seen valuable results, and the company is looking forward to further, measurable improvements. Highlights include:

- Leading nurturing results in steady flow of sales-ready leads
- Lean sales team can drive business by focusing precious time on high-potential prospects
- Increased visibility into customer needs and buying process drives strategic marketing

About Marketo

Marketo makes marketing easier. Our award-winning demand generation solutions provide email marketing, lead nurturing, lead scoring, and closed-loop reporting capabilities to help marketing and sales teams work together to generate and qualify sales leads, shorten sales cycles, and demonstrate marketing accountability. With over 160 enterprise and mid-market customers across B2B industries such as technology, financial services, life science, health care, telecom, insurance, and publishing, Marketo is emerging as the fastest growing lead management vendor in the world. Built for marketers by marketing veterans from Epiphany, Siebel, and Intuit, Marketo is easy to use and boasts an on-demand model that gets customers up and running in just one afternoon, with no charges for set-up, integration or training.

From Periodic Tsunamis to Steady Flow of Leads

In Enquiro's competitive marketplace, Marketo lets the company stay top-of-mind with prospects and market to them with exactly the right information based on their behavior. "Our prospects and customers are facing tightening budgets and are becoming increasingly selective, so our follow up is more critical than ever," Andrew says. "The more we can guide them through their buying process with targeted communication, the more deals we will close. With Marketo, we're able to measure our clients' behavior, determine where their interest lies, and infer where they may be in the buying cycle."

Using Marketo, Andrew takes the prospects Enquiro generates from webinars, whitepapers and tradeshows and tracks their behavior to ensure that he only passes the best leads to sales. "Before, we used to dump about 200 leads on our salespeople about every two weeks, but in between they would get very few," he explains. With Marketo, Andrew is able to nurture leads and track their behavior; then, with lead scoring, he can pick out the top prospects to hand to sales. Now, he only gives about ten or fifteen sales every week but all are high-potential prospects.

Sales can Focus on Best Leads

Now that Andrew is able to nurture leads with Marketo, he passes fewer leads to sales, but they are higher-quality and come more consistently. When a lead is handed off to sales, the rep receives the complete history of the prospect's activity. "Marketo really helps our sales people decide which contacts to call first, and it makes that initial phone call more meaningful because the rep already knows where the interest is and what the right hook may be."

Andrew continues, "I'm confident that our sales team is able to turn quality leads into new business, so Marketo is definitely having an impact."

New Customer Insights Inform Marketing and Sales Process

One of the greatest benefits of Marketo has been a soft benefit: an increased understanding of customer needs, the marketing they respond to, and how they buy. For example, Marketo helps Enquiro see which messages customers are most likely to respond to and at what point in the buying cycle various decision-makers come in. "Companies invest a lot to buy from us – there's a lot of time and multiple people involved," says Andrew. "Marketo helps us figure out the who, what, where and when, so we can confirm or deny our predictions of what customers want. It's helped us understand the process that customers go through and that, in turn, allows us to market and sell to them better. Just recently, we were able to connect with a prospect that gave us a new webinar topic idea. That idea subsequently turned into a whole mini series; Marketo's lead management tool helped us make that initial connection."



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