



Amanda Thomas
3x Marketo Champion



Chris Vandermarel
Demand Gen Expert



John Kosturos
Data Quality Expert



RINGLEAD



ETUMOS



PathFactory™

Hyper-Personalization: Engage Buyers with a Next-Level Nurture Program

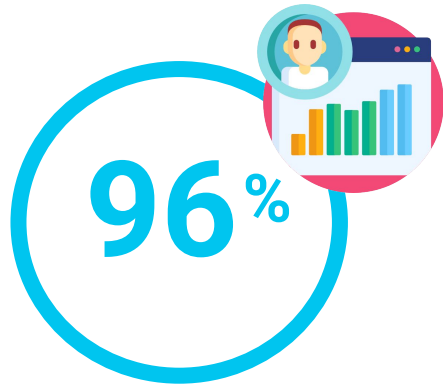




We **LOVE** Nurture

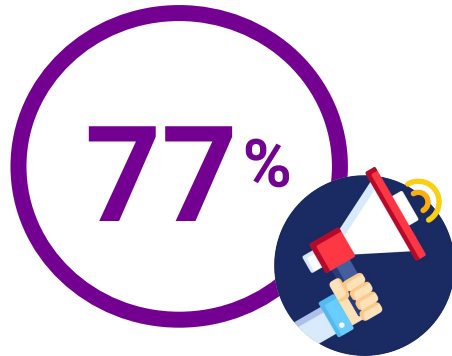
WHY NURTURE?

- Has the potential to be a top driver of qualified demand
- Warm up vast databases of cold leads
- Identify latent demand for your products/solutions/services
- Educate leads on their path to purchase
- Once set, can run in the background to qualify leads
- Consistently helps to meet the goals of the revenue focused B2B marketer.



of visitors who come to your website aren't ready to buy (yet).

Website and SEO for Lead Generation, Marketo



of marketers state their lead nurture programs 'need improvement' or are 'average' at best.

2017 Lead Nurturing & Acceleration Survey Report, DemandGen™





Don't boil the ocean! **Reuse Content**



Don't make brand new content for each nurture program/stream

Spoiler: we're going to show you how to make sure you don't send someone something they're already seen.



Inventory all the content you could use. Include anything:

Blog Posts, Long Webpages, Video, Infographics, eBooks, Whitepapers, Reports, Research, 3rd Party Content, Reviews



Plan out Engagement Programs and Streams. Often based on:

- Product/Solution
- Persona
- Funnel Stage
- Topic
- Industry

It's Time To Improve!

Take advantage of Marketo's Native Features, Add Ons, and Launchpoint Integrations to build a **NEW NURTURE**.

ENABLE YOUR BUYER by delivering the
RIGHT CONTENT at the
RIGHT TIME throughout the buyer journey.

Educate your leads and turn them in to **MQLs FASTER**.



Let's take a page from the B2C Playbook




amazon.ca [Your Amazon.ca](#) [Deals](#) [See All Departments](#)
Prime


Nursery Décor

Find the latest items, best sellers, and more.


[See more](#)




[Baby Sleep Soothers](#)



[Nursery Mobiles](#)



[Nursery Rugs & Carpets](#)



[Nursery Pictures & Picture Frames](#)

How did Amazon know to send me this?



NOT because of my demographic information

- NOT age
- NOT gender
- NOT geography



Because of my behavior:

- Things I added to my cart
- Things I browsed
- Things I bought

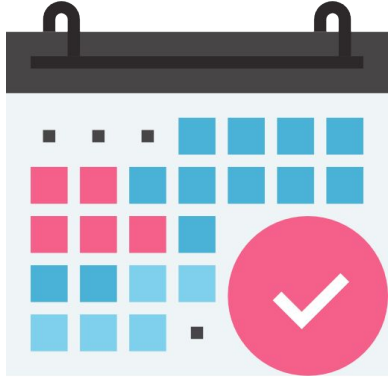


OLD NURTURE



HYPER-PERSONALIZED NURTURE





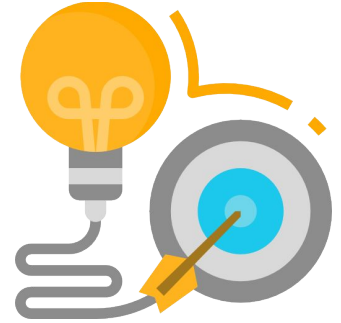
ACCELERATE

PERFECT YOUR TIMING



EDUCATE

PERSONALIZE THE CONTENT



ELEVATE

UPGRADE YOUR STREAMS



ACCELERATE

By Perfecting Your Timing



Implement Acceleration & Skip Logic



MARKETING ACTIVITIES

SEARCH

Default

- !AmandaThomas
 - CT - Marketo Pros Content
 - LN - Marketo Pros Lead Nurture
 - Marketo Pros
 - Admin Programs
 - 01 Admin
 - 01 Admin Email Product R...
 - Send
 - Skip
 - Transition to Accelerated
 - 02 Admin
 - 02 Admin Deep Dive into I...
 - Send
 - Skip
 - Transition to Accelerated
 - Transition to Steady
 - 03 Admin
 - 04 Admin
 - 05 Admin
 - 06 Admin
 - Analytics Programs
 - Event Marketing Programs
 - Reporting
 - Zop - Marketo Pros Operational

Marketo Pros

Type: Engagement Program Last Modified: March 12, 2019 12:35 PM PDT By Amanda Thomas

Program Actions

Overview Streams Assets Setup My Tokens Members Program: ON

Content People Engagement

+ Add Stream

Admin Steady

Every Wed | 8:30 AM PDT
Next Cast: March 20, 2019

Enter Description

Content + Transition Rules

- Marketo Pros.01 Admin
- Marketo Pros.02 Admin
- Marketo Pros.03 Admin
- Marketo Pros.04 Admin
- Marketo Pros.05 Admin
- Marketo Pros.06 Admin

Admin Accelerated

Every Mon, Tue, Wed, Thu and Fri | 1:15 PM PDT
Next Cast: March 20, 2019

Enter Description

Content Transition Rules

- Marketo Pros.02 Admin
- Marketo Pros.03 Admin
- Marketo Pros.04 Admin
- Marketo Pros.05 Admin
- Marketo Pros.06 Admin

Analytics Steady

Every Wed | 9:45 AM PDT
Next Cast: March 20, 2019

Enter Description

Content Transition Rules

- Marketo Pros.01 Analytics
- Marketo Pros.02 Analytics
- Marketo Pros.03 Analytics
- Marketo Pros.04 Analytics
- Marketo Pros.05 Analytics
- Marketo Pros.06 Analytics



Step by Step to **PERFECT**

1

Create your engagement program

2

Create your folder structure.

- Streams
- Reporting
- Router Campaigns

The screenshot displays the 'MARKETING ACTIVITIES' section of a software interface. It features a search bar at the top, a sidebar with navigation icons, and a main content area with a hierarchical folder structure. The 'Marketo Pros' folder is highlighted with a red box, and its sub-folders are grouped with a red bracket. Dotted lines connect the text in the left column to the corresponding elements in the screenshot.

MARKETING ACTIVITIES

SEARCH

Default

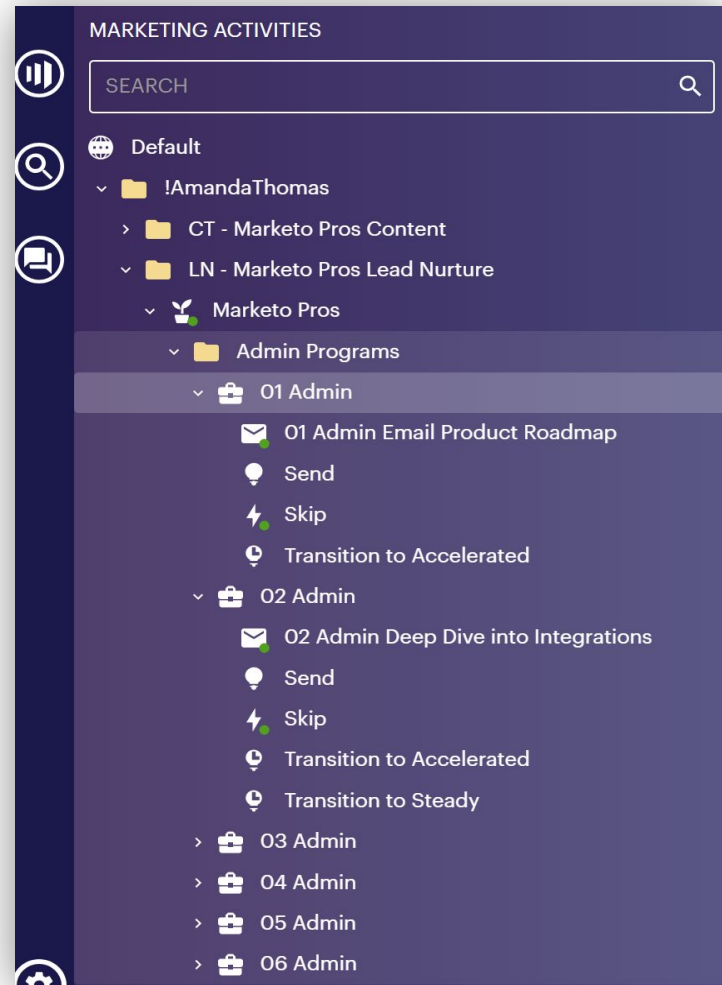
- !AmandaThomas
 - CT - Marketo Pros Content
 - LN - Marketo Pros Lead Nurture
 - Marketo Pros**
 - Admin Programs
 - Analytics Programs
 - Event Marketing Programs
 - Reporting
 - Zop - Marketo Pros Operational
 - ZOP - Processing Programs
 - ZOP- Marketo Pros Nurture Router
 - ZOP - Scoring
 - ZOP - Testing

Step by Step to **PERFECT**

3

Build your default programs.

- Email
- Send Campaign
- Skip Campaign
- Transition Campaigns





Step by Step to Perfect: SKIP CAMPAIGN

4

The screenshot displays the Marketo interface for configuring a 'Skip' campaign. On the left, the 'MARKETING ACTIVITIES' sidebar shows a tree structure: Default > !AmandaThomas > CT - Marketo Pros Content > LN - Marketo Pros Lead Nurture > Marketo Pros > Admin Programs > 01 Admin > Skip. The 'Skip' activity is highlighted. The main panel shows the 'Skip' campaign details: Type: Trigger Campaign, Status: Active, Last Modified: March 20, 2019 8:46 AM PDT. The 'Flow' tab is selected and highlighted with a red box. Below, a step '1 - Change Status In Progression' is shown with a '+ Add Choice' button. The 'Default' section contains a 'Program' dropdown set to 'Marketo Pros.01 Admin' and a 'New Status' dropdown set to 'Email Nurture > Excluded', both highlighted with red boxes.

Step by Step to Perfect: **TRANSITION CAMPAIGN**



5

The screenshot displays the Marketo interface for configuring a transition campaign. The left sidebar shows a tree view of marketing activities, with 'Transition to Accelerated' selected. The main content area shows the campaign details and a flow configuration table.

Transition to Accelerated
Type: Batch Campaign Status: Upcoming Single Run Last Modified: March 20, 2019 7:10 AM PDT

Overview Smart List **Flow** Schedule Activities

1 - Change Status in Progression	+ Add Choice ^
Default	
Program: <input type="text" value="Marketo Pros.01 Admin"/>	New Status: <input type="text" value="Email Nurture > Engaged"/>
<hr/>	
2 - Change Engagement Program Stream	+ Add Choice ^
Default	
Program: <input type="text" value="Marketo Pros"/>	New Stream: <input type="text" value="Admin Accelerated"/>

EDUCATE

With Personalized Content



Example from **My Son's Meal time**



Vegetables on their own




Vegetables in Mac & Cheese



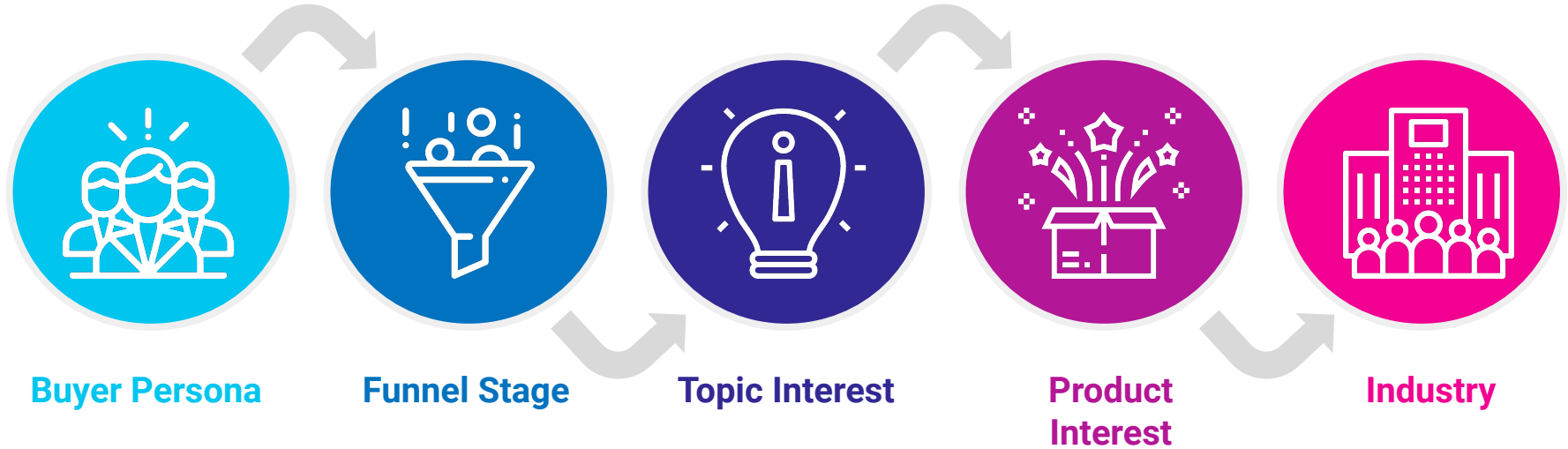


Ways to Create **Dynamic Content**

New Fields	Description	Example
Lead Fields	Assigning values to Lead Fields allows you to use them contextually within emails and landing pages	Thanks for downloading {{lead.Last Content Consumed:default=that last asset}}!
 Dynamic Snippets	Dynamic Snippets rely on Lead Segmentations, and they can vary drastically	<div class=mktEditable" id="dynamic_snippet_placeholder_div"></div>
Program Tokens	Program tokens are dynamic based on the Marketo program, and can also be inherited from parent folders	{{my.Email Header Image:default=<imgsrc="http://www.etumos.com/logo.png".}}
Email Velocity Scripts	You can take lead objects and custom objects associated to script your own content using basic programming	Drawing graphs in tables from lead scores



Dynamic Snippets for **Segmentation**





What kind of **data do you need?**



Demographic



Firmographic



Behavioral 1st Party (PF)



Behavioral 3rd Party (RL)





You *don't* have the data you need to personalize your nurture

You need to go and get the right data for B2B

What type of company am I dealing with?

Who are our target personas at these companies?

SCREENSHOT: RINGLEAD TECHNOGRAPHICS

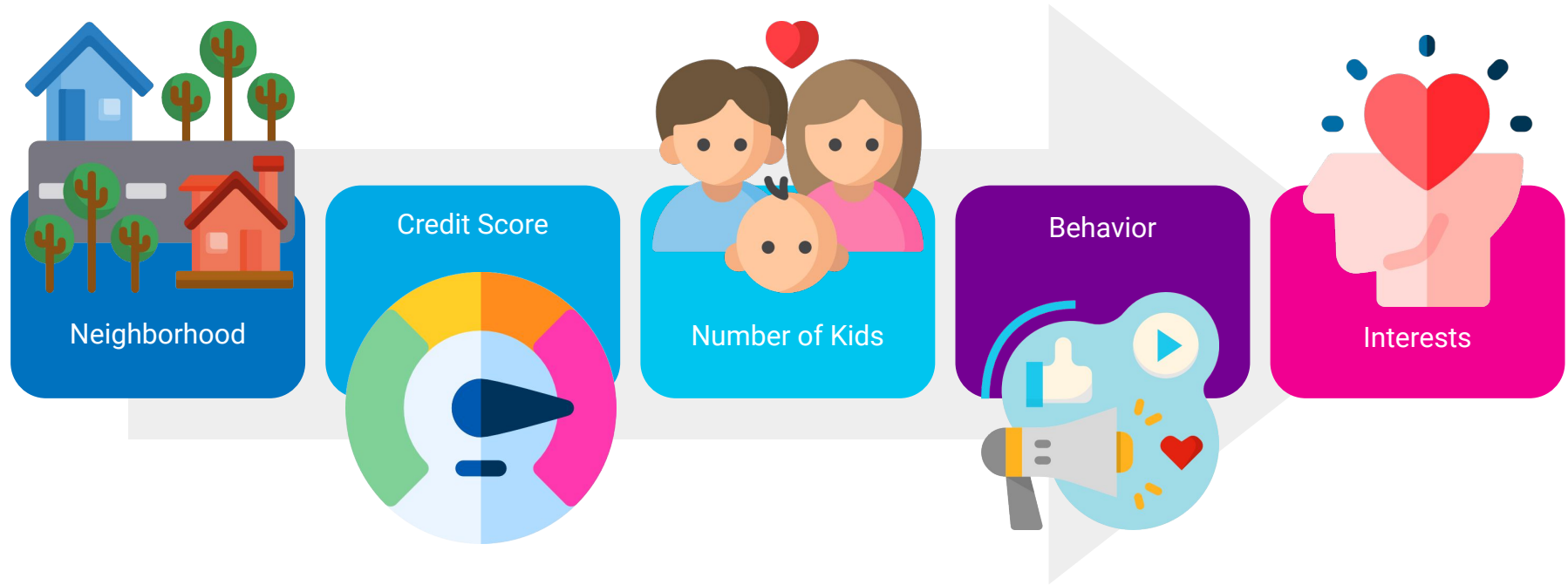
TECHNOGRAPHICS	
Industry	
Employee Size	
Revenue	
Capital Raised	
Location	
Budget Allocation	

SCREENSHOT: RINGLEAD PERSONAS

PERSONAS	
Department	
Role	
Skills	
Education	
Past Jobs History	
Hobbies	



For B2Cs, the type of data you need is a *bit* different...





Smart List that triggers to send a new Person to RingLead DMS Smart Campaign

The screenshot displays the RingLead Smart Campaign interface. At the top, the user 'stevelehr' is logged in, with 92 notifications. The main header shows the campaign name 'Send New Person to RingLead DMS' and navigation tabs for 'Smart List', 'Flow', 'Schedule', and 'Results'. Below the header, there are tabs for 'New', 'Campaign Actions', and 'View Campaign Members'. The left sidebar lists the campaign structure: Marketing Activities, Data Management, Scrubbing, RingLead DMS Processing (selected), Send New Person to RingLead DMS (selected), and Z-Archive. The main content area shows the 'Smart List' configuration with the condition 'Person is Created' and an 'Add Constraint' button.

stevelehr

Notifications: 92 Logged in History

Send New Person to RingLead DMS Smart List Flow Schedule Results

RingLead DMS Processing

Marketing Activities

Data Management

Scrubbing

RingLead DMS Processing

Send New Person to RingLead DMS

Z-Archive

New Campaign Actions View Campaign Members

Use ALL filters Collapse All Expand All

Person is Created

Add Constraint

Flow triggers the webhook



stevelehr ▾ Notifications: 92 Logged in ▾ History ▾

Send New Person to RingLead DMS Smart List **Flow** Schedule Results

RingLead DMS Processing x ↗

New ▾ Campaign Actions ▾ View Campaign Members

Marketing Activities

- Data Management
 - Scrubbing
 - RingLead DMS Processing
 - Send New Person to RingLead DMS**
- Z-Archive

△ Collapse All ▾ Expand All

1 - Change Data Value ⓘ ✕

Attribute: RingLead DMS Status ▾ New Value: pending ▾ Add Choice

2 - Call Webhook ⓘ ✕

Webhook: RingLead DMS ▾ Add Choice

Example of data append



Eve Cline – Tribridge Inc

Lead Info

Company Info

Opportunity Info

SFDC Lead Field

SFDC Custom Fields

Custom Objects

Activity Log

Filter: None

ID	Date/Time (PDT)	Activity Type	Detail
989148	Aug 1, 2019 10:19 ...	Fill Out Form	Demo Request.Form
989147	Aug 1, 2019 10:19 ...	Change Program St...	Filled out form
989149	Aug 1, 2019 10:19 ...	Change Data Value	Changed RingLead DMS Status (L) from [null] to "pending"
989150	Aug 1, 2019 10:19 ...	Call Webhook	Sent "RingLead DMS (link to account)"
989154	Aug 1, 2019 10:19 ...	Change Data Value	Changed Linked Account from [null] to "0010M00001SICoZQAV"
989155	Aug 1, 2019 10:19 ...	Change Data Value	Changed Education 1 - Institution from [null] to "Florida State University"
989156	Aug 1, 2019 10:19 ...	Change Data Value	Changed Enriched by from [null] to "RingLead DMS Demo-Sandbox"
989157	Aug 1, 2019 10:19 ...	Change Data Value	Changed Expenses - Advertising from [null] to "\$15,000 to \$24,999"
989158	Aug 1, 2019 10:19 ...	Change Data Value	Changed Public from [false] to [true]
989159	Aug 1, 2019 10:19 ...	Change Data Value	Changed Previous Position 1 - Job Title from [null] to "VP of Marketing"
989160	Aug 1, 2019 10:19 ...	Change Data Value	Changed HQ Country Code from [null] to "US"
989161	Aug 1, 2019 10:19 ...	Change Data Value	Changed Credit Code from [null] to "A"
989162	Aug 1, 2019 10:19 ...	Change Data Value	Changed Work Phone Validation Details from [null] to "Phone is valid. Type: cell Location: Clearwater FL US Timezone: 05 America/New_York Lat/Lng: 27.966900 -8...
989163	Aug 1, 2019 10:19 ...	Change Data Value	Changed Expenses - Technology from [null] to "\$10,000 to \$24,999"
989164	Aug 1, 2019 10:19 ...	Change Data Value	Changed Previous Position 1 - Company Name from [null] to "ePartners"
989165	Aug 1, 2019 10:19 ...	Change Data Value	Changed HQ Phone 1 from [null] to "877-744-1360"
989166	Aug 1, 2019 10:19 ...	Change Data Value	Changed HQ Address Line 1 from [null] to "4830 West Kennedy Blvd."
989167	Aug 1, 2019 10:19 ...	Change Data Value	Changed Personal Twitter URL from [null] to "https://twitter.com/evecline1"
989168	Aug 1, 2019 10:19 ...	Change Data Value	Changed State from [null] to "FL"
989169	Aug 1, 2019 10:19 ...	Change Data Value	Changed HQ Phone 2 from [null] to "8777441360"
989170	Aug 1, 2019 10:19 ...	Change Data Value	Changed Primary Contact - Job Title from [null] to "CEO"
989171	Aug 1, 2019 10:19 ...	Change Data Value	Changed Parent Company Website from [null] to "dxc.technology"
989172	Aug 1, 2019 10:19 ...	Change Data Value	Changed Job Level Number from [null] to "17"
989173	Aug 1, 2019 10:19 ...	Change Data Value	Changed RingLead DMS Status (L) from "pending" to "link_to_account"
989174	Aug 1, 2019 10:19 ...	Change Data Value	Changed Email Verification Detail from [null] to "201 - Mailbox Confirmed. 200 - Email Valid."
989175	Aug 1, 2019 10:19 ...	Change Data Value	Changed Education 1 - Start Year from [null] to "1991"
989176	Aug 1, 2019 10:19 ...	Change Data Value	Changed Longitude from [null] to "-81.357916"
989177	Aug 1, 2019 10:19 ...	Change Data Value	Changed SIC Code (L) from [null] to "7371"
989178	Aug 1, 2019 10:19 ...	Change Data Value	Changed Company Twitter URL from [null] to "twitter.com/tribridge"
989179	Aug 1, 2019 10:19 ...	Change Data Value	Changed Expenses - Office Equipment from [null] to "\$10,000 to \$24,999"
989180	Aug 1, 2019 10:19 ...	Change Data Value	Changed Country from [null] to "United States"
989181	Aug 1, 2019 10:19 ...	Change Data Value	Changed Previous Position 1 - Start Year from [null] to "2007"
989182	Aug 1, 2019 10:19 ...	Change Data Value	Changed Postal Code from [null] to "33609"
989183	Aug 1, 2019 10:19 ...	Change Data Value	Changed Personal Picture URL from [null] to "https://img.fullcontact.com/static/a377d0dd4651dd8590451706e91bd4422_237ea6ec9f7cd96dd30df5e86868577e8c...

Now you need to **segment** your new data...

You're getting enriched data from multiple sources, but each source formats data differently

Creating personalized nurture streams is impossible until you get your data segmented and under control.



RINGLEAD

Industry Codes

541511

Territory

Northwest

Revenue Range

\$10M-\$50M

How to apply the

PERSONALIZATION



Example:

Using Dynamic Content to Personalize Your Emails



The screenshot displays an email editor interface. On the left is a preview of an email with the following content:

- Header: PathFactory logo and name.
- Text: "Put Your Buyers On A New Kind Of Path"
- Image: A 3D graphic of colorful geometric shapes (cubes and spheres) arranged in a path.
- Button: "WATCH THE VIDEO"
- Text: "Your audience has never expected more than they do today"

On the right is a sidebar with the following sections:

- Content** (selected) / **Modules**
- Buttons: "All" (selected) / "Dynamic"
- Persona** (expanded):
 - Demand Center
 - Marketing Ops
 - Digital
 - Content
 - Subject
 - Title
 - Text
 - Marketing Executive
 - Sales Leader
 - Default
- Nurture Lane** (expanded):
 - Fast Lane
 - Normal Lane
 - Slow Lane

At the bottom of the editor, there are two tabs: "HTML" (selected) and "Text".



Things You Can Personalize **Within Your Email**



Subject Line



Email Copy



From Name



Call-to-Action Button Copy



Hero Banner



Content Recommendations



Demand Gen

Subject: [Video] Demand Gen's big blindspot

Your buyers have never expected more than they do today.

Spotify serves up tailored playlists of new music, Amazon knows when you're about to run out of toothpaste, and if one were to "hypothetically" watch the first 10 Riverdale episodes in one sitting, Netflix will cue up the next 10. Again, hypothetically.

All 3 platforms have one thing in common that, until now, demand gen marketing has lacked: the ability to truly understand an audience's engagement with marketing and the tools to then deliver it accordingly. With PathFactory's **Content Insight & Activation engine**, it's B2B marketing's turn.

Marketing Ops

Subject: [Video] B2B's big blindspot

Your buyers have never expected more than they do today.

Spotify serves up tailored playlists of new music, Amazon knows when you're about to run out of toothpaste, and if one were to "hypothetically" watch the first 10 Riverdale episodes in one sitting, Netflix will cue up the next 10. Again, hypothetically.

All 3 platforms have one thing in common that, until now, B2B marketing has lacked: the ability to truly understand an audience's engagement with marketing and the tools to then deliver it accordingly. With PathFactory's **Content Insight & Activation engine**, it's B2B marketing's turn.

Content Marketing

Subject: [Video] Content Marketing's big blindspot

Your audience has never expected more than they do today.

Spotify serves up tailored playlists of new music, Amazon knows when you're about to run out of toothpaste, and if one were to "hypothetically" watch the first 10 Riverdale episodes in one sitting, Netflix will cue up the next 10. Again, hypothetically.

All 3 platforms have one thing in common that, until now, content marketing has lacked: the ability to truly understand an audience's engagement with content and the tools to then deliver it accordingly. With PathFactory's **Content Insight & Activation engine**, it's B2B marketing's turn.

Step by Step



1

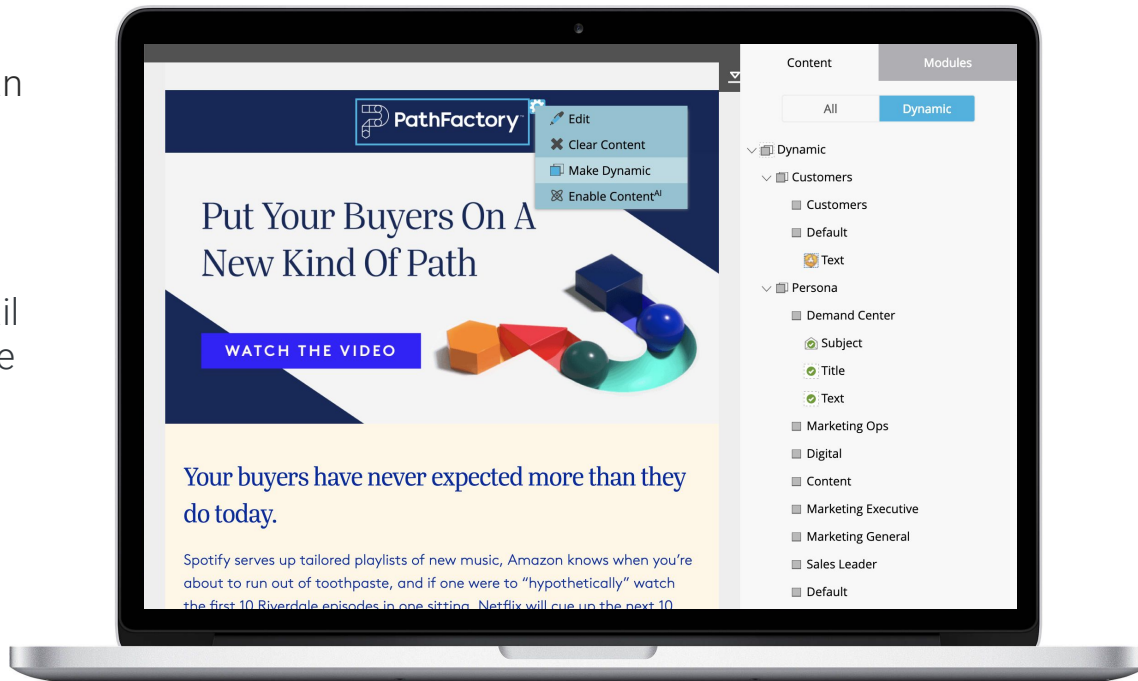
Build out segmentations based on what you want to personalize. Each person can only be in one segment per segmentation.

2

Look at your content. How can you personalize the email to focus on the areas that are most relevant to each segment?

3

Build out your emails within the streams and test making various areas dynamic.



ELEVATE

With Ai And Channel Alignment





Integrations & Upgrades

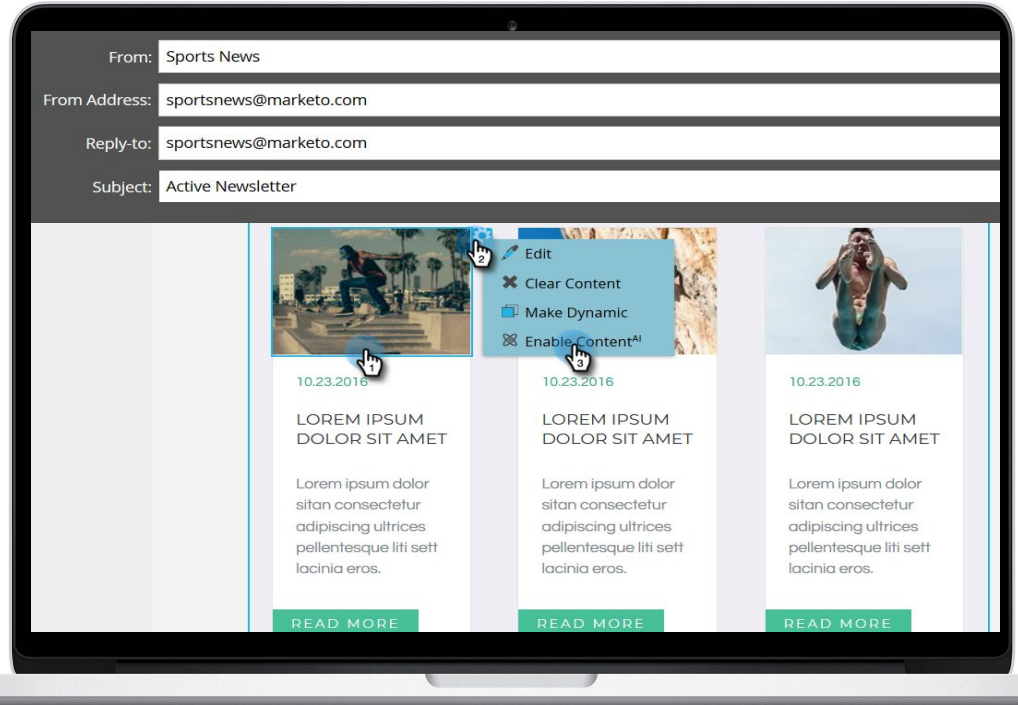


Content^{AI}

Recommend the right content to each person every time

Super Charge Your **Stream:**

- Web Personalization Tags are added to landing pages and sub domains.
- Tags are assigned to Content URL Patterns.(marketo.com/knowledge)
- Modules are selected within your email to “Make Predictive”
- What appears in those modules change based on performance for the audience.



Supercharge Nurture Using **PathFactory**:

- Build **PathFactory** Content Tracks that match Nurture Streams
- Let your audience binge ahead on content
- Set time thresholds in PathFactory
- Add “Met Threshold” as a trigger to your skip campaigns in Nurture.
- Also add “Met Threshold” to scoring model.

ID	Date/Time (EDT)	Activity Type	Detail	Campaign Name
Date: Feb 19, 2019 (6 Items)				
82813192	Feb 19, 2019 2:52 ...	Visit Web Page	nurturenw.pathfactory.com/c/content-activation-e, Met Threshold	
82808981	Feb 19, 2019 2:04 ...	Visit Web Page	nurturenw.pathfactory.com/c/case-study-web-rockw, Met Threshold	
82808881	Feb 19, 2019 2:03 ...	Visit Web Page	nurturenw.pathfactory.com/c/content-insight-activation, Met Threshold	
82808468	Feb 19, 2019 1:59 ...	Visit Web Page	nurturenw.pathfactory.com/c/the-b2b-buying-disco, Met Threshold	
82808455	Feb 19, 2019 1:59 ...	Visit Web Page	nurturenw.pathfactory.com/c/abm-accounting-abm-i, Met Threshold	
82807943	Feb 19, 2019 1:50 ...	Visit Web Page	nurturenw.pathfactory.com/c/4-bad-b2b-content-ex, Met Threshold	
Date: Feb 18, 2019 (4 Items)				
82585836	Feb 18, 2019 1:55 ...	Visit Web Page	nurturenw.pathfactory.com/c/content-insight-activation, Met Threshold	
82585202	Feb 18, 2019 1:38 ...	Visit Web Page	nurturenw.pathfactory.com/c/renaming-a-b2b-brand, Met Threshold	
82585020	Feb 18, 2019 1:36 ...	Visit Web Page	nurturenw.pathfactory.com/c/the-future-of-b2b-ma, Met Threshold	
82584935	Feb 18, 2019 1:32 ...	Visit Web Page	nurturenw.pathfactory.com/c/content-activation-e, Met Threshold	
Date: Feb 15, 2019 (9 Items)				

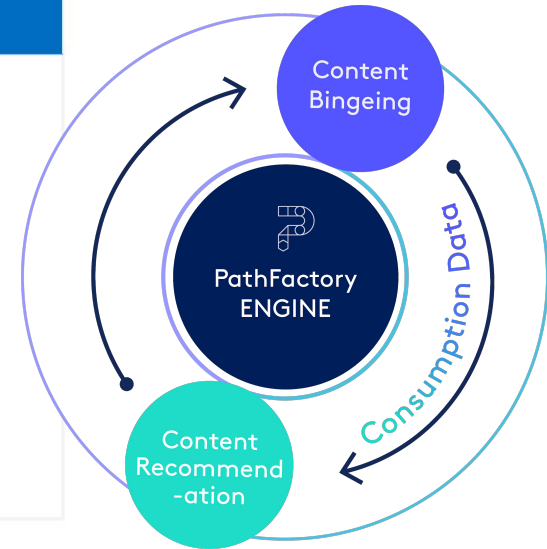
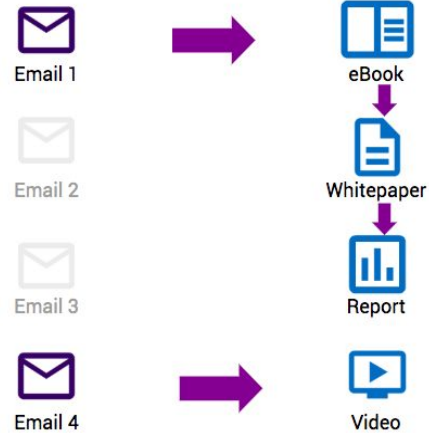


Supercharge Nurture Using **PathFactory**:

Without PathFactory



With PathFactory





Supercharge Nurture Using **PathFactory**:



Mervyn Alamgir
Senior Director
Digital Marketing
TIBCO

“ We now score leads based on their engagement with assets in PathFactory rather than simply relying on clicks or downloads—and we’ve seen impressive lifts in our lead funnel performance ”

THE RESULTS

+27% Marketing engaged lead (MEL) to MQL conversion rate

+5% SAL to SQL conversion rate

5x increase in opportunities

 **Marketo™**
An Adobe Company

  **PathFactory™**
(we used to be LookBookHQ)



Supercharge Nurture Using **PathFactory**:

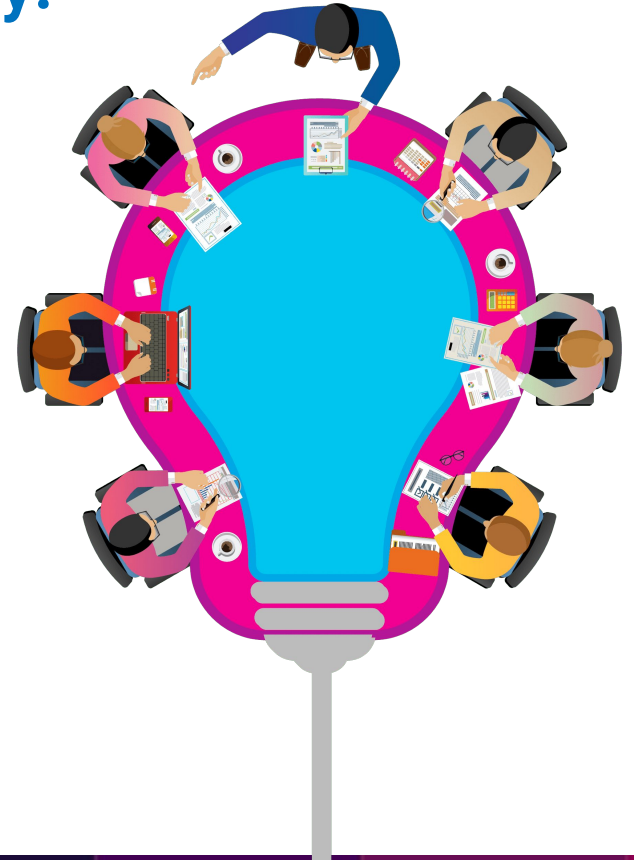
The whole point of your nurture is to create engagement and activity, right?

SO STOP SPLITTING LEAD SCORES!

All of the activity you generate causes people to return to your material/website, etc., and in some cases they'll submit another form. Don't allow a duplicate to be created when they do.

Duplicates have no place in your strategy

- cost money to store
- repetitive messaging
- split lead scores





Don't forget to link leads to accounts as your nurtures take off!

All of this activity your nurture programs are generating means more eyes on your content!

As you continue to personalize your engagements, your audience will find value in what you're sending and start sharing with their colleagues (NICE!)

That means more participants on your digital assets, likely submitting their own forms

Link new people that submit forms to the existing accounts for visibility and attribution



SUMMARY



We Have Walked You Through



1

ACCELERATE

Use default programs to implement acceleration and skip logic.



2

EDUCATE

Use segmentation & dynamic content to tailor prospect education.



3

ELEVATE

Use add ons & integrations to incorporate predictive content and align web personalization.





Q&A



Amanda Thomas
athomas@etumos.com
Twitter: @akthomas10
LinkedIn: in/akthomas10



Chris Vandermarel
chris.vandermarel@pathfactory.com
LinkedIn: /in/cvmarel/



John Kosturos
john@ringlead.com
LinkedIn: /in/johnkosturos/