

SecureWorks
Best Nurture Campaign

SecureWorks[®]

Best Nurture - Takeaways

SecureWorks Buyer Dialogue Driven Nurture

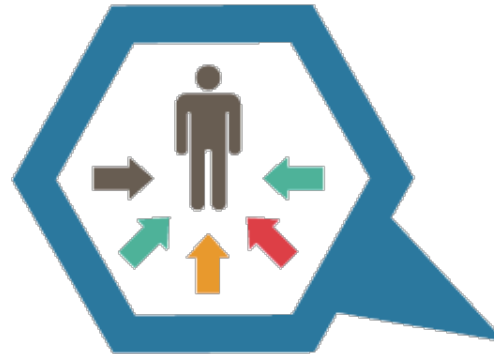
- Robust Eloqua nurture program architecture built to support an ambitious, **buyer-driven nurture program** serving multiple personas and also a complete website redesign (across 6 sites and 4 languages).
- Content strategy designed to serve buyers at every stage of their journey, supporting myriad entry and exit points and leveraging progressive profiling to capture lead information commensurate with their engagement and hand off **qualified leads** to sales based on interest.
- Extensive planning and design work focused on making this nurture implementation **Strategy-First**, making Eloqua work for *our* program rather than limiting our strategy by restraints in the system.
- Creation and execution of a **training program** to educate the sales teams on the nurture program and how leads flow into Eloqua, what it means to them, and how they can use it (including the use of Eloqua Prospect Profiler).

Aligning Content Strategy and Demand

BUYER-CENTRIC

Aligning B2B marketing + sales interactions with Buyer 2.0

Building demand generation messaging, programs and systems around the modern B2B buyer and his/her buying process



REVENUE-ORIENTED

Delivering perpetual revenue, maximizing Customer Lifetime Value

Taking a strategic, outcome-oriented approach to identifying, qualifying and converting B2B buyer interest into predictable, repeatable, sustainable revenue and to maximizing customer lifetime value



INTEGRATED + ORCHESTRATED

Operationalizing demand generation activities

Treating the sequence of Engagement, Nurturing and Conversion of B2B buyer demand into revenue as a series of steps that can be both managed and optimized

SecureWorks Content Strategy + Demand Generation Nurture Program Objectives

- **Develop a Demand Generation engine that is targeted and that drives sustainable, perpetual opportunities and revenues**
 - Generate efficient, closed-loop, sustainable demand within SecureWorks prospects in the IT Security space. Drive both near-term and longer-term, documentable marketing contribution to the Opportunity pipeline and to revenues.
- **Build a content model based on buying insights, personas**
 - Develop a base of understanding and a framework for connecting with the buying process and buyer content consumption patterns of key buying stakeholders – focusing on how to granularly Engage stakeholders via their top business pain points, then how best to accelerate decision-making via active nurturing through Marketing Automation.
 - Build a Content Marketing Model that addresses the information needs of key buying stakeholders at *all* stages of their buying process and that enables end-to-end ‘content dialogue.’
- **Provide a Better Customer Experience**
 - Develop a demand generation strategy that will Engage, Nurture and Convert these customers through content aligned to their buying process. As a result, SecureWorks customers will have a more relevant, streamlined buying experience.

Content Strategy Development

Industry Research, Persona Development, Buyer's Journey

- Key Insights Development
 - Identify industry trends, prospect priorities and pain points, decision-making process, audience content consumption preferences. Extensive interviews with customers, prospects, industry thought leaders and research across industry analysts, thought leaders, competitor websites
- Buying Process Analysis, Buyer Dialogue Logic
 - Identify key buyers and influencers that may be involved in the buying process. Understand priorities, pain points and purchasing triggers for each discrete persona
- Content Strategy Development
 - Create a multi-step content strategy with content offers to serve the buyer at every stage of their journey
 - Early-Stage Content: Delivered to a strategic buyer or influencer early in the engagement process and meant to generate (and maintain) interest and establish credibility
 - Not actively seeking solutions or products
 - Content consumption dominated by general knowledge and best practices research on topics of interest. Content needs to be strategic, high-level covering industry information and best practices
 - “Trigger” Content: designed to Engage the buyer with an immediate need and then convert them to a more active buying process
 - Active-Stage Content: Content that propels a buyer forward in his/her buying process
 - Trigger has occurred that may lead to prospect actively searching for solutions to a particular problem
 - Possibly reactive to one of the operational triggers we identified in our research
 - Content needs to be more tactical, and tailored to specific problems or priorities -- ultimately tying them to SecureWorks solutions

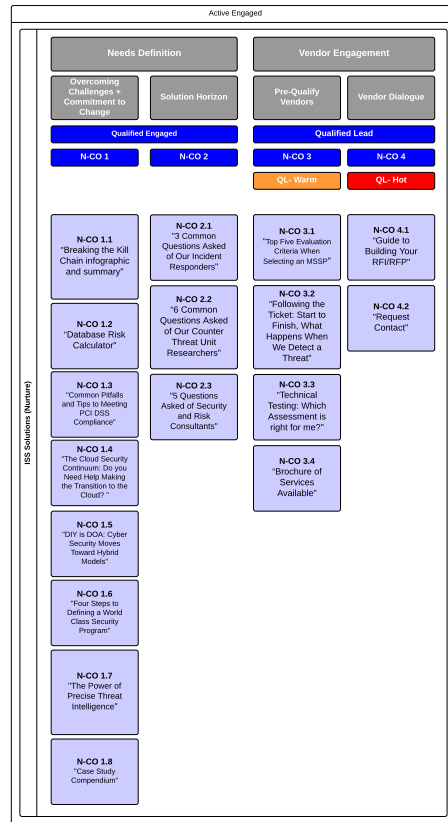
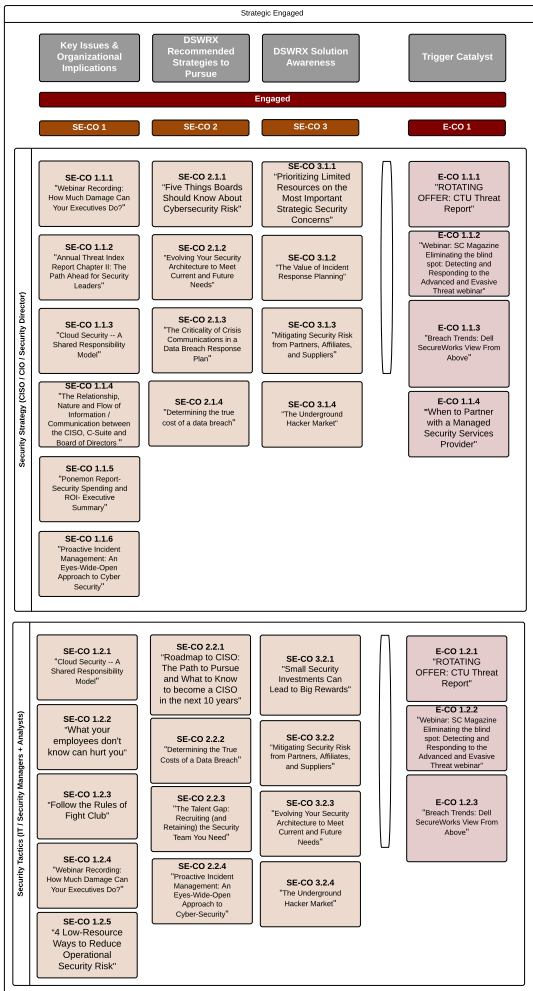
Content Marketing Model

Content Strategy driven by a renewed understanding of who their audience is, with new persona development led by extensive research to understand the priorities and pains of the buyer — as well as the events that trigger a purchase.

CISO / CSO / Security Director	IT / Security Managers
Strategic Priorities	
<ul style="list-style-type: none"> • Managing Risk/Compliance • Security • Balancing security requirements with business needs and priorities • Industry awareness • Managing limited security budget and resources 	<ul style="list-style-type: none"> • Ensuring network availability / uptime • Network Performance monitoring • Supporting end-users • Improving network security • Maintaining internal security standards • Data center management • Ensuring regulatory compliance • Capacity Issues • Availability / uptime issues
Operational Triggers	
<ul style="list-style-type: none"> • Acquisition / Expansion • Change in personnel, staffing issues • Industry breach • Internal breach • Regulations change • New software / hardware requirements 	<ul style="list-style-type: none"> • Acquisition / Expansion • Change in personnel, staffing issues • Industry breach • Internal breach • Regulations change • New software / hardware requirements

Content Marketing Model

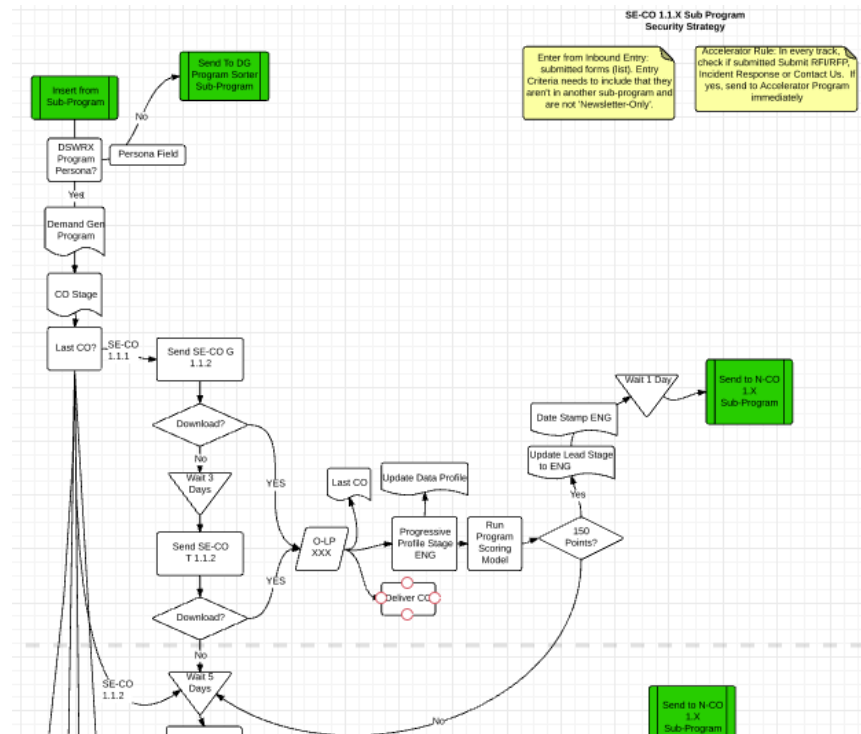
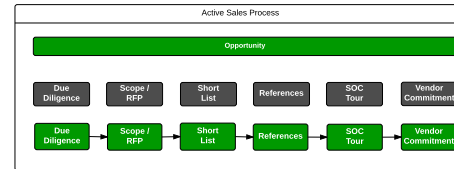
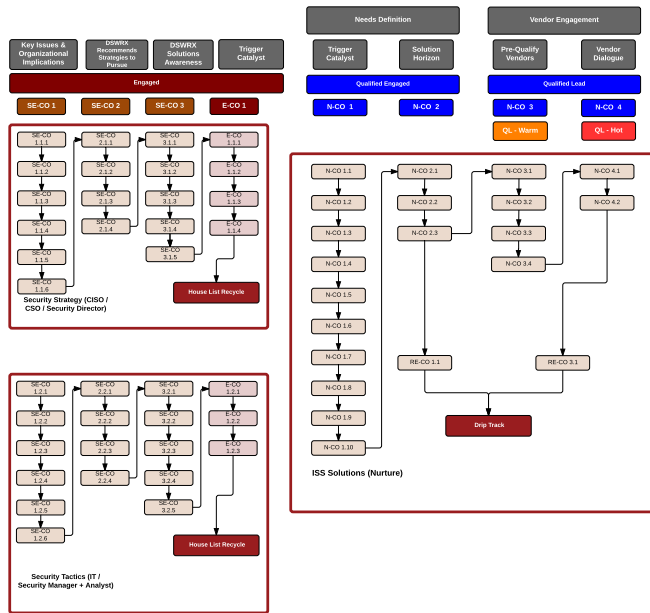
Create a series of content offerings designed to appeal to and nurture these different buyers at every stage in their journey, and to nurture them at every step



- Two conversation tracks, differentiated by and supporting the unique pains and priorities uncovered through extensive research
- Passive Engagement broken into a three-step buyer's journey, multiple content pieces per step
 - Key Issues and Organizational Implications
 - Recommended Strategies to Pursue
 - Solution Awareness
- Multiple middle-stage (Trigger Catalyst) content offerings focused on select events that could lead to a buying cycle
- Active Engagement broken into four steps, multiple content pieces per step
 - Overcoming challenges, commitment to change
 - Solution Horizon
 - Pre-Qualify Vendors
 - Vendor Dialogue

Nurturing Model

Core Model Overview



Eloqua Nurture

Cutting-edge Eloqua nurture architecture designed to support content strategy

- Overcome system limitations to make Eloqua work with a complex content and lead management strategy, insisting on a **strategy-first** implementation of a nurture and content program. Collaborative, advanced approach required to translate a buyer-centric content strategy into an Eloqua blueprint that was not supported “out of the box.”
- Support a **global website relaunch** across six web properties and in four languages, ensuring for a seamless integration of Eloqua and multiple demand generation nurtures with the new site.
- Forward-thinking approach to Eloqua configuration, designed to specifically support advanced **content performance metrics** that are not native to *any* marketing technology system. (see next slide for sample reporting)
 - Content Offer Elasticity – likelihood, by content offer, of a prospect that downloads it becoming a qualified lead, opportunity or customer
 - Impact Expectation – performance metric identifying the content offers that, when downloaded, have the highest likelihood of creating revenue
- Incorporation of “Accelerators” across all emails in nurture and on website, allowing for “hot” leads to self-identify and request immediate assistance across a variety of calls to action.
- Advanced management of factors like attribution for more than **20 engagement channels** (Live Events, PPC, Paid Social, Content Syndication, etc.), and the “influence” of specific content downloaded before a sale.
- Creation and execution of a **training program** to educate the sales teams on the content structure and how leads flow into Eloqua, what it means to them, and how they can use it (including the use of Eloqua Prospect Profiler).
- Development of program sorters with advanced logic designed to **accurately place buyers into the right persona, conversation track, and step in the buyers journey** based on digital engagement and/or live event interactions.
- Created an advanced program in Eloqua that reacts to lead scores, directly **linking prospect and customer content consumption between marketing and sales**. Lead scoring based on progressive profiling, with more valuable content requiring more information from prospect for interactions based on value of content offer (according to stage in buying cycle)
 - Early-stage educational pieces lower score value than later-stage pieces indicative of buyer interest
- **Three organic nurture paths** designed to support the buyer’s journey nurtures built over four months
 - Early-stage 18-step Strategic Buyer nurture
 - Early-stage 16-step Tactical Buyer nurture
 - Buying-stage 17-step All-Buyer nurture

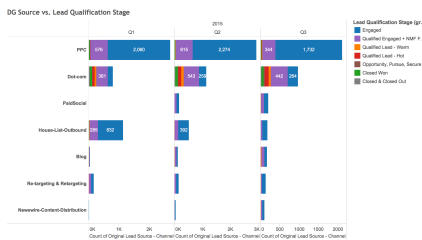
Leveraging Eloqua and BI for Advanced Content Performance and Demand Generation metrics that are not native to any marketing technology system.

Sample Tableau Reporting: Architecting Eloqua to support advanced Content Performance and Demand Generation metrics that are not native to any marketing technology system.

ENGAGEMENT CHANNEL IMPACT

Engagement Performance

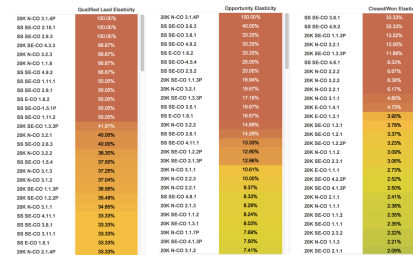
KPI: # Engaged / Engagement Channel by Lead Qualification Stage



CONTENT OFFER IMPACT

Content Offer Performance

KPI: Lead Stage Elasticity / Content Offer



CONVERSION RATE BENCHMARKING

Lead Management Performance

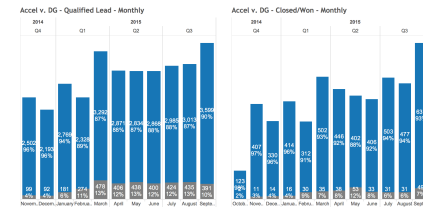
KPI: Key Conversion Arcs (w/ Benchmarking)



REVENUE LIFT OPTIMIZATION

Revenue Performance

KPI: Demand Generation Contribution / Lead Stage; Demand Generation Percentage Contribution / Lead Stage



Summary of Results

Leveraging Marketing Automation to Support a Complex Content Strategy, Exceeding all Revenue Goals and Surpassing Industry Benchmarks While Revolutionizing Content Performance Measurement

- **51 content offers deployed**, 15 writers, 3 designers, 30 new pieces created, 2 nurture programs, 51 landing pages, 102 nurture emails, 51 fulfillment emails, progressive profiling lead forms, complex lead scoring, nurture program buildout in Eloqua, “accelerator” calls to action for hot leads to self identify across nurture or website, lead management and integration with CRM, advanced KPI analysis in Tableau, full integration with website CMS Sitecore
- **Exceeding targets for 2016 in all key demand generation metrics**, including qualified leads, opportunities, and closed/wons. content Engagement and opportunity conversion rates also above targets:
 - Engaged leads to qualified leads
 - Qualified leads to opportunities (16% above industry benchmarks from Sirius Decisions and Forrester)
 - Opportunities to closed/won
- **Revolutionary ‘Content Elasticity’ Metrics**, supported by strategic fields in Eloqua demonstrating the historical probability of a prospect becoming a qualified lead, an opportunity, or a closed/won, based on engagement with each and every individual content offer (see sample Content Offer Performance chart on previous slide). Findings to date include:
 - Late-stage, N-CO content offers already showing Closed/Won elasticity of more than 25% — meaning more than 25% of the time someone downloads a specific piece of nurture content they become customers
 - Identification of low-volume, high elasticity offers that will become the focus of prioritized placement on the website, resource center, and promotion through engagement channels like PPC and Social
- Ability to measure both *new* opportunities (and revenue) sourced from the Eloqua nurture, as well as identify the **specific content offers that influenced buyers on their way to closed/won** (see sample Revenue Lift chart on previous slide)
- Content offer performance now visible by engagement channel (website, PPC, webinars, social, etc.) and also different vendors in those channels, showing engaged leads, qualified engaged leads, opportunities and closed/won by channel and vendor as well as showing **which content pieces are performing best by channel and by vendor and by persona**
- Initial results indicate that overt outreach (as in, somebody reaching out directly to SecureWorks with an immediate opportunity), traditionally the number one source of Closed/Won opportunities, will soon be supplanted by the **content-driven, buyer-centric Eloqua nurture program as the top source of new Closed/Won opportunities**