

Marketo Case Study

More insights—and more precise targeting—drive explosive outbound sales growth



“Our aggressive outbound sales goals required a powerful tool. LinkedIn’s Sales Navigator, with the most accurate data and seamless integration, helped us exceed our goals—farther and faster.”

Patrick Donnelly, VP of SMB Sales,
Marketo

When one of the fastest growing companies in Silicon Valley wanted to integrate a new outbound sales program with its successful inbound efforts, they knew they would need the right tools to reach their aggressive goals. Marketo – whose business focuses on demand generation products and services for marketing and sales professionals – turned to LinkedIn’s Sales Navigator to build connections, gain insights on prospects, shorten the sales cycle and, ultimately, to grow their business.

Maximizing impact for impressive ROI

Early on, 100% of Marketo’s sales team was already using LinkedIn’s standard, no-cost functionality in their individual sales efforts, and several team members were even paying for premium subscription services out of their own pockets. When the company began searching for the most accurate data for prospecting and overall sales effectiveness, it made sense to leverage employees’ previous experience with LinkedIn.

Challenge

- Transition from 100% inbound sales to combined outbound/inbound sales with aggressive goals
- Seamlessly integrate with existing investment in Salesforce.com

Solution

- LinkedIn Sales Navigator account, including:
 - Lead Builder
 - Team Link
 - InMail
 - Profile Organizer
 - Premium Search Filters

Why LinkedIn?

- Access to a worldwide network of 150 million (and growing) professional members
- Integration with existing CRM investment
- Trusted, authentic and current profile data
- Tools for prioritizing, managing and maximizing lead development

Results

- Quadrupled outbound sales
- Increase in win rates

The result? According to Patrick Donnelly, VP of SMB Sales for Marketo, his company's outbound sales' revenue contribution quadrupled from 2011 to the first quarter of 2012, by engaging fully with LinkedIn Sales Navigator. He added, "I can point to over a dozen deals that were either created or positively influenced by our use of LinkedIn Sales Navigator".

Reaching decision-makers

With Sales Navigator, LinkedIn profiles work even harder. Because LinkedIn members self-author their profile information, sales reps can trust that it's accurate and up to date. This is crucial, explains Donnelly. "The profile information on LinkedIn is accurate as of today. That's invaluable." And better profile data means more connections. In fact, a LinkedIn Charter Customer Survey showed that 87% of sales reps found more information about people or companies using Sales Navigator that they would have found otherwise.¹ This difference was crucial for Marketo. "Based on the profile information we see on LinkedIn, we can see who really 'owns' the different areas within a business. This allows us to target our efforts much more precisely and reach just the right person," said Donnelly.

The power of InMail

Sales Navigator includes access to LinkedIn InMail, the powerful contact tool that lets you send messages to decision makers, even if they're not in your network. Combined with rich profile data and a 360° view of every prospect's connections, InMail became one of Marketo's go-to solutions in reaching out to leads. "InMails definitely have a higher hit rate and perform much better than regular email," said Donnelly. "Combining InMail with the wealth of information in member profiles has been extremely productive for us."

Visibility into relationships across the company

Marketo's sales team takes advantage of Sales Navigator's Team Link to get a complete picture of relationships with a prospect company. Donnelly explained, "At Marketo, we do a lot of multi-threading, and are very keen on having multiple contacts and multiple relationships with a company. Team Link allows us to see those relationships and really get a good grasp of the bigger picture. This saves a lot of time and energy as opposed to some of the usual tactics that can be necessary to get a foot in the door." Team Link from LinkedIn allows Marketo's sales reps and managers to automatically see who on their sales team is a first-degree connection with prospects, leveraging existing relationships organically—and successfully.

Donnelly went on to explain how Team Link and LinkedIn's rich profile data speeds up the sales process. "In the past, there was a lot more time needed to do research, hunt down prospects or simply trying to get through the receptionist to get to decision-makers. Now we know exactly who the people are in the positions and areas that we want to reach. We cut out some of the guessing game, saving valuable time."

Knowledge helps level the playing field

Members of Marketo's sales team have seen that knowledge – the rich data gleaned from profile information leveraging relationships – levels the playing field. In today's social media environment, prospects and potential customers have access to vast amounts of information about companies, products and services. "They know so much about us even before we engage with them," said Donnelly. "LinkedIn lets us know as much about our prospects as they know about us. It levels the playing field and starts our relationship in a much better, more productive place."

Perfect integration with existing CRM investment

Marketo's sales team manages all aspects of its activities in Salesforce.com's sophisticated CRM environment. "We live in Salesforce... everything we do takes place in Salesforce. So having easy access to all the profile information from LinkedIn, plus added functionality such as InMail and the ability to see connections, is critical," Donnelly said. "And the process of integrating LinkedIn with our existing processes and technology could not have been easier," he continued. "A couple of clicks and it was done. Simple."

LinkedIn's Sales Navigator gives companies like Marketo the insights and the tools they need to leverage social media, build connections and, ultimately, maximize sales efforts.

To learn more please visit <http://sales.linkedin.com> or www.slideshare.net/linkedin-sales-solutions

About Marketo

Marketo, a global leader in Revenue Performance Management, provides marketing automation and sales effectiveness solutions to more than 1,200 enterprise and mid-market clients, and has been recognized by CRM Magazine as the "2011 CRM Market Leaders Awards Winner for Marketing Solutions," and the 2010 CODiE award for "Best Marketing Solution," among other accolades.

¹ LinkedIn Charter Customer Survey, November 2011