Metastorm Case Study

Introduction

As a sales and marketing professional, you know the relationship between Sales and Marketing is often a struggle, especially in regards to the identification, development and engagement of sales leads. Marketing focuses on the big picture – how to create demand for its products and services to increase revenue over the course of the year and provide leads for the sales force to build relationships with in order to create a consistent revenue pipeline. In turn, Sales focuses on the short term – how to close more deals by the end of the week, month, and quarter and looks to Marketing for qualified leads they can close quickly in order to make their quota.

This gap in point of view affects how organizations develop and manage sales leads, leading to poor returns on marketing investments, inefficient use of time and resources by the field sales staff, and little insight into the causes of a marketing program's success or failure. Return on investment and accountability are top-of-mind for every marketing program; yet many organizations lack the proper process and infrastructure to quantify their performance. In addition, Sales is under constant pressure to work more efficiently to close larger deals more quickly. All the while, CEOs expect both Sales and Marketing to provide metrics and visibility into lead generation activities to ensure the effectiveness of those efforts.

The following case study illustrates how memoryBlue has allowed Metastorm, a leading provider of business process management (BPM) software, to achieve greater sales and marketing accountability into the generation and management of its sales leads. Just as importantly, memoryBlue's program has enhanced the working relationship between Sales and Marketing by allowing Sales to focus on qualified near-term opportunities and Marketing to focus on developing the additional leads into qualified opportunities – all leading to a greater return on investment for marketing's lead generation programs.

The Problem

Companies often spend thousands of dollars and hundreds of personnel hours generating sales leads through programs such as trade show events, webinars, and direct mail campaigns. Unfortunately, many companies do not have a handle on the process or infrastructure to properly see each lead through to its desired conclusion. Lead follow up, qualifying, nurturing and tracking are all areas that many companies simply are not set up to do with the required amount of discipline for success.

Metastorm had just such a problem. Marketing was tasked with generating, qualifying and delivering leads for the sales force. However, most of the leads in their current form lacked the clarity and depth the sales force needed, requiring a process to develop the leads into qualified sales opportunities. In the past, it was up to Metastorm's field sales force to make that distinction and follow up appropriately, which was an inefficient use of their time. In addition, there was no visibility into the resulting status of leads after they were delivered from Marketing. It was clear to Metastorm that a process centric and solution oriented inside sales force was needed to bridge this gap. Enter memoryBlue.

"They don't act like a vendor hired to do a specific job. They were always open with ideas about how to better execute a campaign, instead of just reacting to our directions."

Elizabeth Edwards
Director of Marketing, Americas
Metastorm

The Solution

memoryBlue provided Metastorm with a full scope of lead generation and management services - lead research, identification, qualification, nurturing and delivery - to enhance the level of leads passed on to the sales force.

The firm worked with Metastorm Sales and Marketing to custom design messaging for outbound telephone calls and follow up emails, created a lead nurturing plan to develop leads into qualified opportunities, and conducted in-depth calling and research into select opportunities to help the sales force better position themselves for success. As memoryBlue delivered leads they worked with Metastorm to define a universally accepted definition of a "qualified lead" agreed upon by both Sales and Marketing.

memoryBlue immediately worked to automate the lead generation and management process by using Salesforce.com to allow both Sales and Marketing to collaborate and manage leads more effectively using a common, shared system. Within Salesforce.com, memoryBlue built reports - accessible in real-time - so key metrics could be established to track every component of the lead funnel. In addition, memoryBlue developed a process for Metastorm to transition qualified leads from the marketing program to the field, improving visibility into the leads' status. The firm acted as Metastorm's inside sales force, providing an additional source of sales opportunities, totally qualifying their self-generated leads, and delivering additional insight and depth to the entire program. memoryBlue worked one-on-one with Metastorm's field representatives to gain a comprehensive understanding of their business in order to better understand their goals and the pain points of their target market.

"memoryBlue filled a major gap in our sales strategy, helping us leverage the strengths of our Marketing and Sales teams to deliver significant improvements to the ROI of our lead generation campaigns," explains Eileen Garry, Chief Marketing Officer.

The Result

Metastorm now has 100% visibility into their sales leads, clearly distinguishing where each lead originated, how it is being pursued, what (and how many) marketing messages it has received, and what its current status is in the sales cycle. More importantly, through memoryBlue's calling and research efforts, the leads that are delivered to the field sales representatives are more qualified and more apt to buy in the near term, increasing the likelihood that leads will be worked appropriately. This has raised the effectiveness and thus the credibility of the Marketing team in the eyes of the sales force, improving the relationship between Marketing and Sales and improving the overall bottom line of Metastorm's marketing lead generation programs.

About memoryBlue

memoryBlue provides lead generation services that secure sales meetings for business-to-business technology companies by executing proven, repeatable campaigns that produce predictable results. All activity is completed within the client's infrastructure allowing them to develop key metrics for their sales funnel while having real-time visibility into the entire process.

Founded in 2002 by former enterprise software sales and marketing executives, memoryBlue understands the challenges facing technology organizations and helps fill the gap between Sales and Marketing.

"memoryBlue really became part of our organization. When contacting the leads, they were never robotic or scripted and were able to talk to C-level prospects confidently without relying on a generic script"

Eileen Garry
Chief Marketing Officer
Metastorm