



# Pragmatic Product Chat

We'll be starting soon ...

- We will be asking you to participate
- Please display your name on screen  
GO TO: Participants > Hover over your label > Rename
- Find the 'raise hand' button and other tools in Participants (We'll use these later)
- Ask questions in the chat window & participate in polls

Brought to you by the PAC



#AskthePAC

[rkalogeris@pragmaticinstitute.com](mailto:rkalogeris@pragmaticinstitute.com)



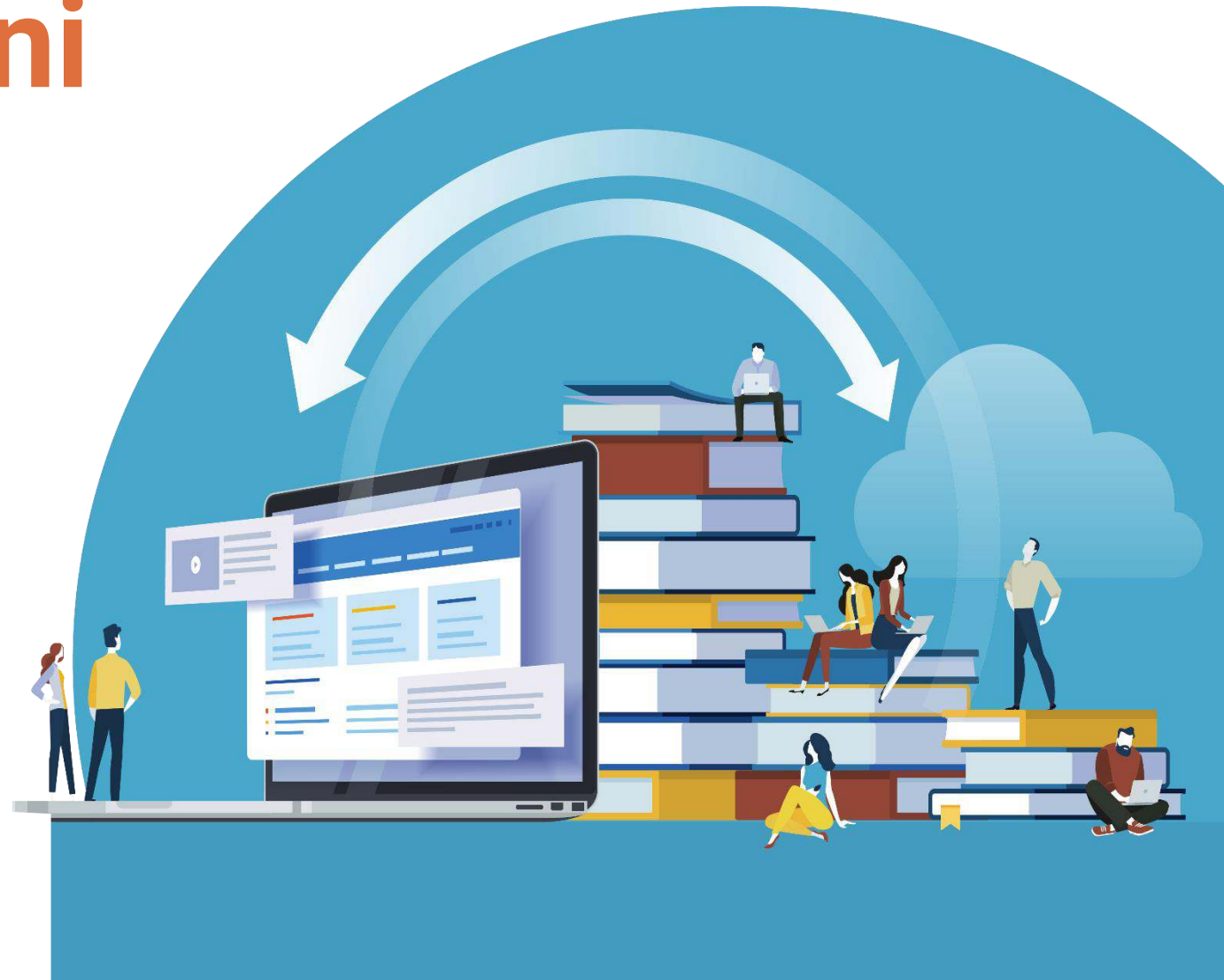
Your training continues in the

# Pragmatic Alumni Community

- An answer for every question
- A real-world use case for every template
- A dynamic partner for your career journey

Your membership awaits!

[PragmaticInstitute.com/Community](https://PragmaticInstitute.com/Community)





# The Secrets Behind a Marketing Campaign that Delivered a 20+ ROI

Georgina Donohue  
Director of Community, Pragmatic Institute

Jean-Sébastien Tassé  
Director, Products and Innovation, XRM Vision



# Today's Speaker

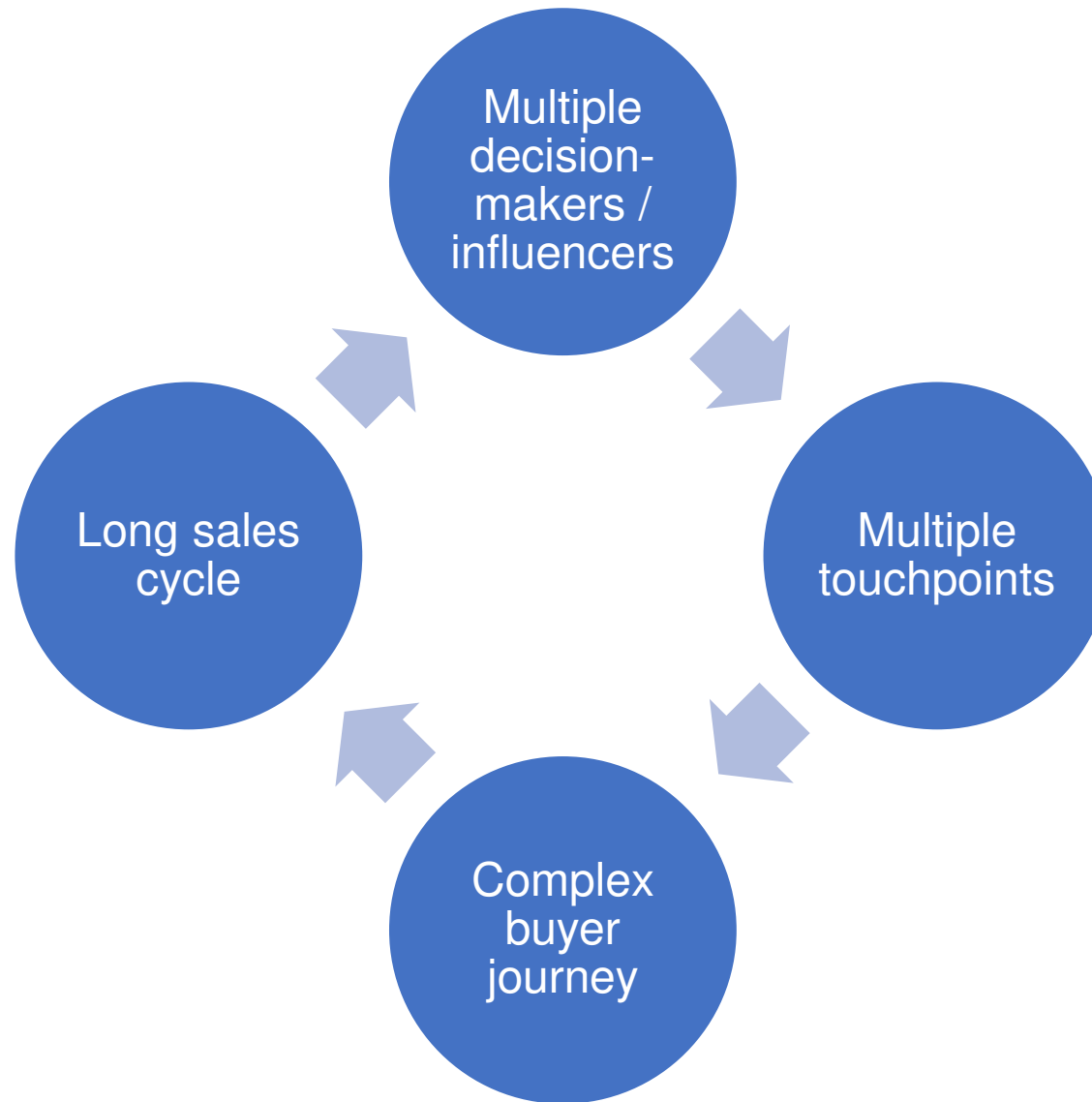
- Jean-Sébastien Tassé, product leader with 11+ years of experience in product management and product marketing
- Currently Director, Product and Innovation at XRM Vision (insurance tech and CRM consulting firm)
- Previously Director, Product and Marketing at R2 (chemicals) and Product Line Manager at EXFO (telecommunications)
- M.Sc. in engineering



Gold  
Microsoft Partner  
Analyse de données



# Introduction: B2B Marketing Complexities



Increased complexity with highly technical products

# Poll: what are your top challenges in B2B marketing?

(multiple answers allowed)

- A) Sales/marketing alignment
- B) Technology integration (Search Engine Optimization (SEO), Search Engine Marketing (SEM), social media, etc.)
- C) Proving return on investment / revenue attribution of marketing activities
- D) Creating impactful content
- E) Understanding your customer journey

# Pragmatic Framework



# Background of the B2B Marketing Campaign

- EXFO: test and measurement equipment for telecommunications service providers
- I was product line manager of a highly technical product
- Very successful product in Europe, but not so much in USA
- Historical explanation: lower market share in USA



EXFO



# Tip #1: Challenge Preconceived Ideas through Market Research

- Historical explanation: smaller market share in USA
- Market research interviews with salespeople and customers
- Win/loss analysis revealed we didn't lose against a competitor: potentials just decided not to buy anything



WIN/LOSS ANALYSIS

PRODUCT PORTFOLIO

# Tip #1: Challenge Preconceived Ideas through Market Research

	Europe	USA
Product sales volume	Good	Low
Product perceived value	High	Medium / unknown
Training provided by employer	Frequent	Rare
Typical buyer	Often with technical background	Not so often with technical background

- Market SIZE, not market share, was smaller in USA than Europe

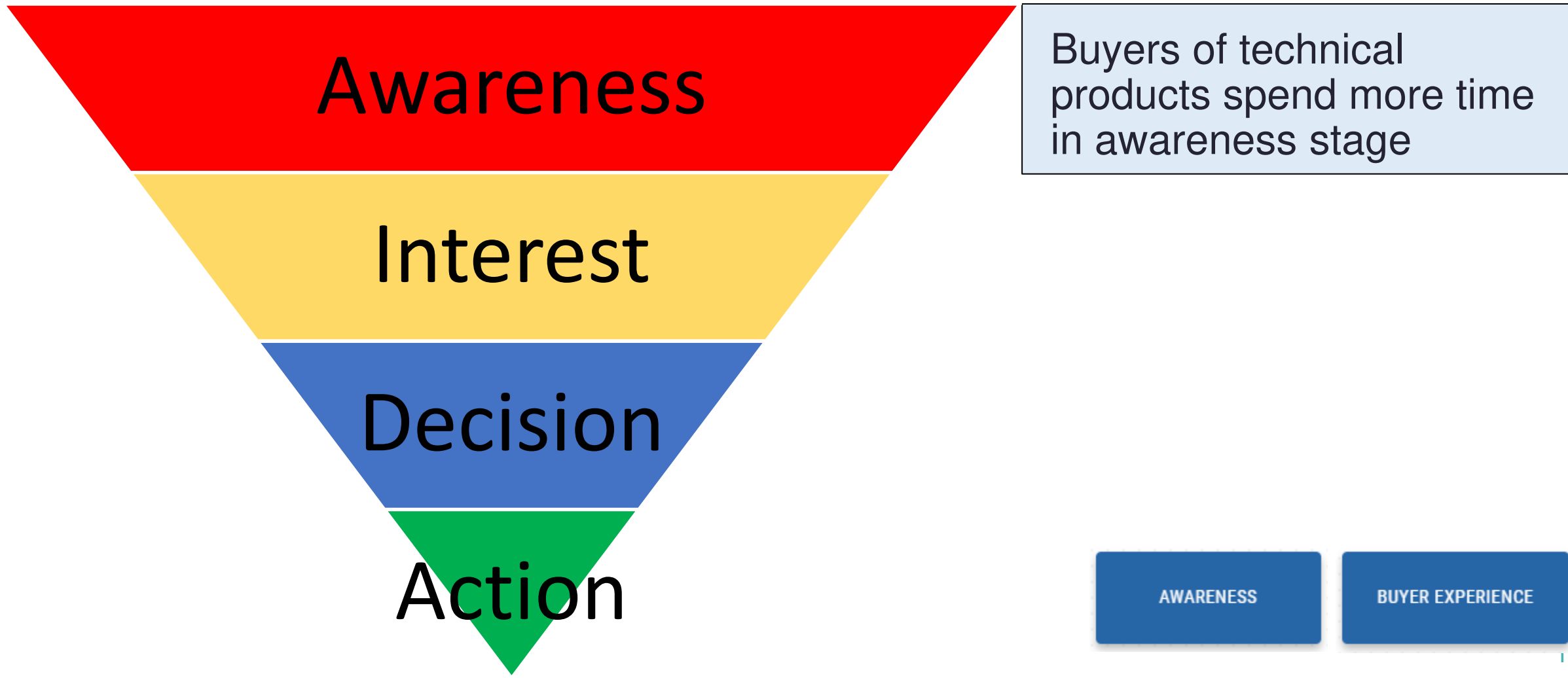
[BUYER PERSONAS](#)
[MARKET PROBLEMS](#)

# Our Strategy

# EDUCATING OUR CUSTOMERS



# Tip #2: Marketing for Technical Products Should Focus More on Education



# Full-Day Seminars

- Best way to maximize short-term impact



# Tip #3: Focus on the Application, Not Your Product

- Not “Product X Seminars”
- Better: “Application Y Seminars”
- Diversity of speakers
- 5 hours in-person events, with free lunch

## Morning

Application

101 concepts

## Afternoon

Case studies

Issues faced by  
customers that could be  
solved by our products

POSITIONING

CONTENT



# Tip #4: Pitch your Marketing Initiative as “Pilot Project” if Required

- If you experience pushback to secure approval or budget, frame your marketing initiative as a pilot project
- Aka results of first event will determine if initiative will be repeated
- Stress that you will measure return on investment (ROI)



# First Event Results

- Held in Baltimore, Maryland
- Expectation: 60 attendees
- About 130 people signed up
- Unregistered people show up at the event, standing at back of the room for most of the day

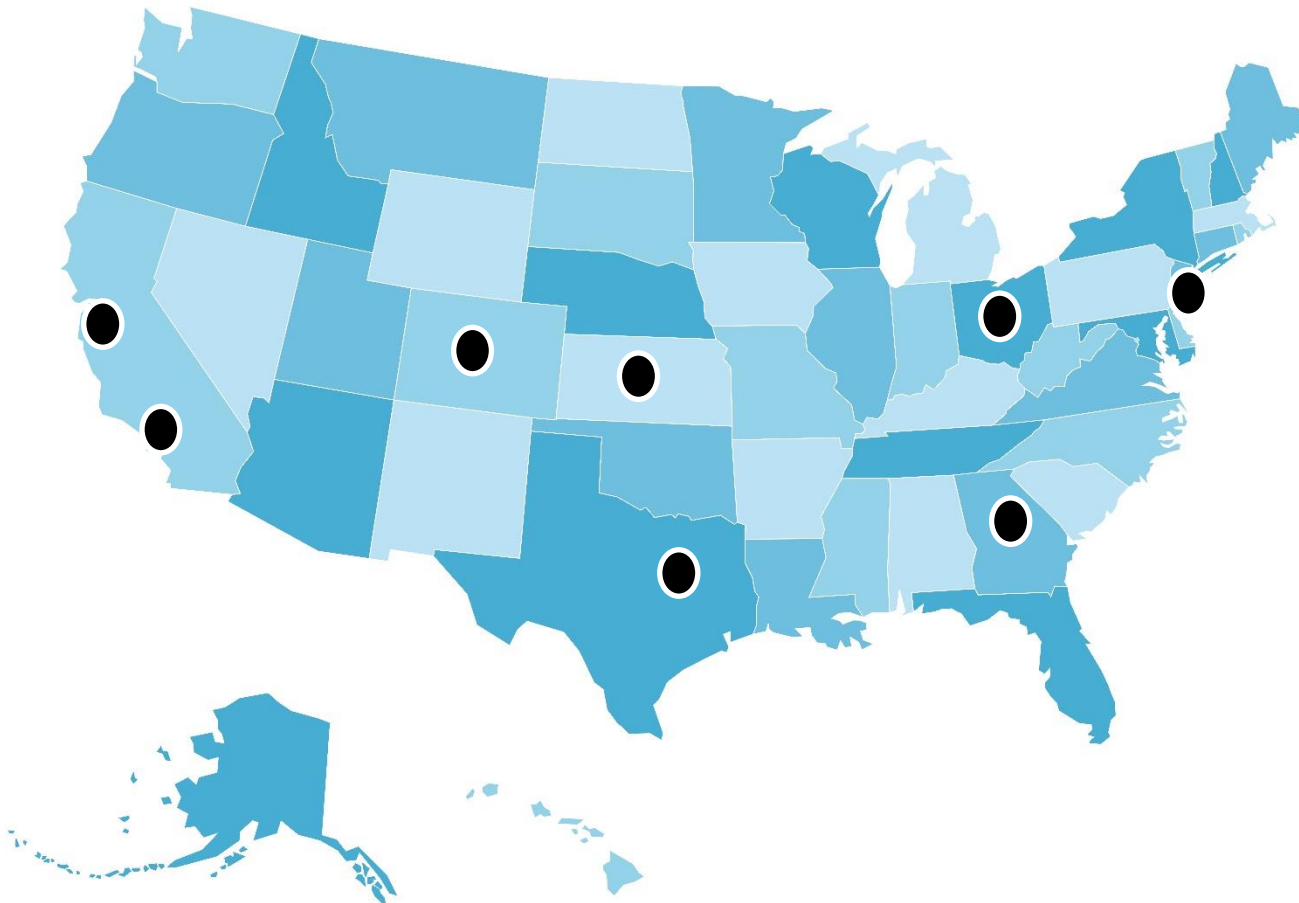


# Tip #5: Partner With Sales for Event Promotion

- We had salesteam choose location, identify potential customers
- Before seminar, weekly alignment meeting between sales, event marketing and product management to share progress
- Salesteam sent personal invitations to key prospects



# Subsequent Events



- Held similar events in 8 cities across USA: Columbus, Dallas, Denver, Edison NJ, Kansas City, Atlanta, Oakland, Los Angeles, etc.
- In NJ, we had to hold 3 events over course of a year, with 100+ attendees each time, to accommodate demand

# Tip #6: Measure the Return on Investment of your Marketing Campaign

- Closely tracked in CRM every sales opportunity associated to the attendees' companies
- For every win, I asked the salesperson: "Did the seminar have an important influence on the purchase?"
- Allowed me to directly connect revenues to the seminars



SALES ALIGNMENT

MEASUREMENT

# Final Results

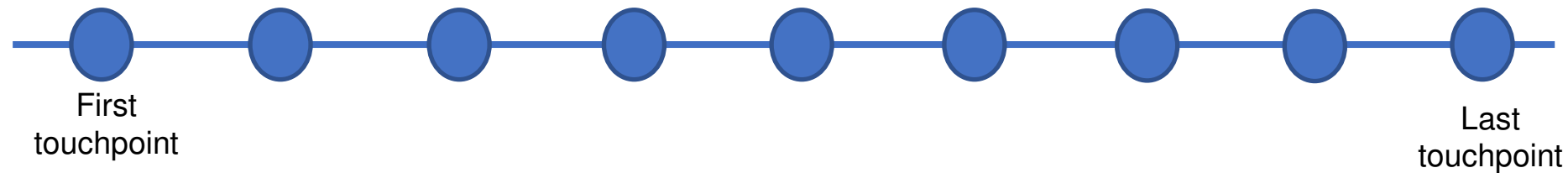
- Held similar events in Spain (Barcelona, Madrid) and France (Paris)
- Influenced \$1.3M in sales
- 720 attendees
- ROI (sales / event budget) = 21

# Measuring ROI for Different Types of Events

- Seminar cost: \$10k-15k
- “Manual method” I used makes sense for expensive marketing activities like in-person events. Not suitable for e-mail marketing, newsletter or social media marketing.
- Revenue/marketing attribution: identify the key touchpoints in customer journey that led to purchase

# Revenue / Marketing Attribution Models

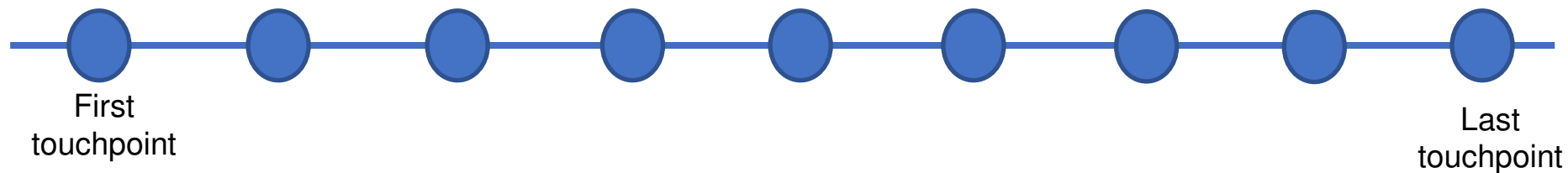
- First interaction: first touchpoint gets all the credit for sale
- Last interaction: last touchpoint gets all the credit for sale
- Linear: all touchpoints are given equal credit for sale
- U-shaped, W-shaped, etc.



MEASUREMENT

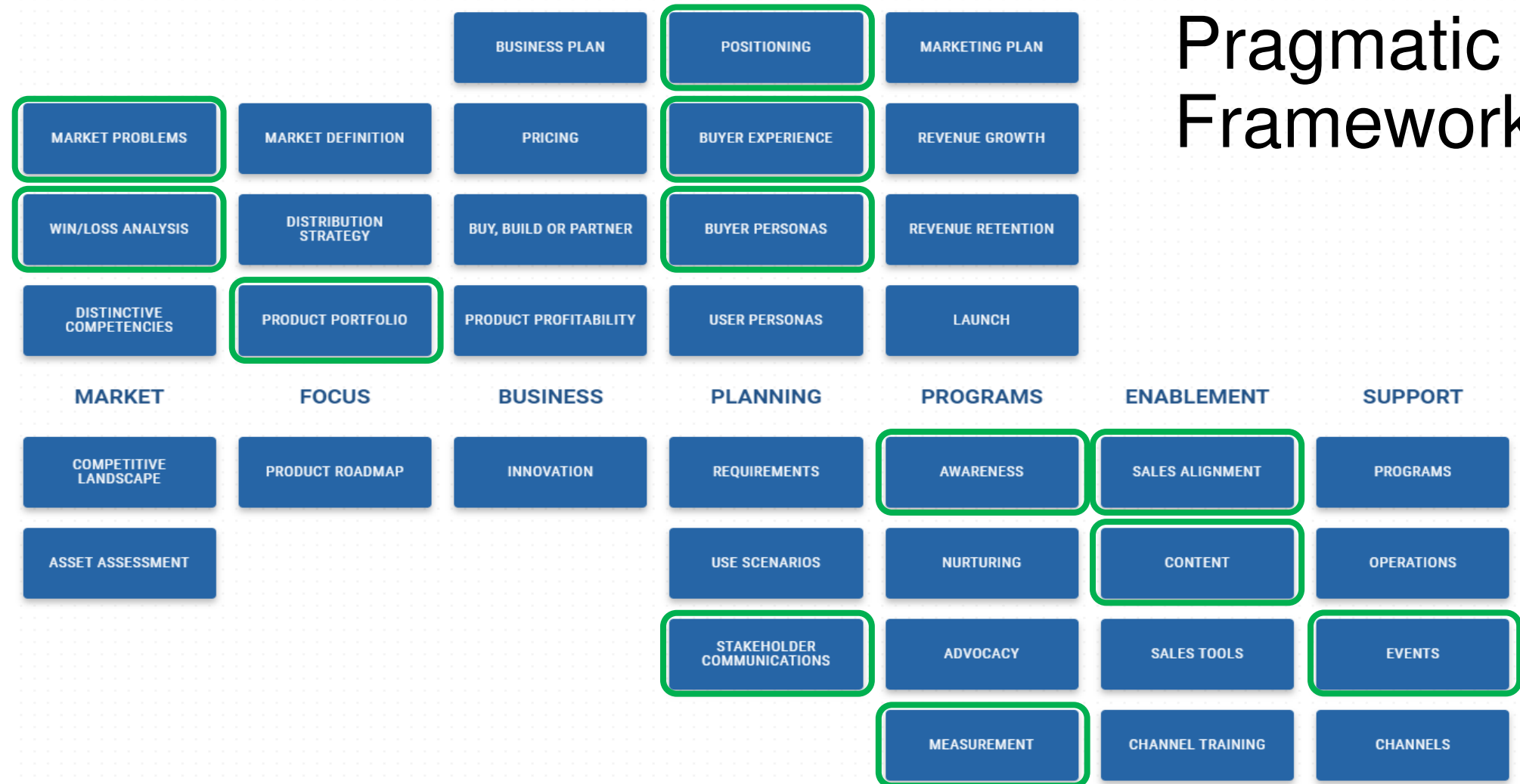
# Revenue / Marketing Attribution Limitations in B2B

- What if purchase order placed by different person from initial contact?
- What if purchase order placed by different company (distributor, agent) from the end user?
- Asking salespeople for impact of marketing activity on purchase is tedious, but it will yield most reliable results



MEASUREMENT

# Tip #7: A Holistic Approach to Marketing Yields Better Results





# Take-aways

- #1: Challenge Preconceived Ideas through Market Research
- #2: Marketing for Technical Products Should Focus More on Education
- #3: Focus on the Application, Not Your Product
- #4: Pitch your Marketing Initiative as “Pilot Project” if Required
- #5: Partner With Sales for Event Promotion
- #6: Measure the Return on Investment of your Marketing Campaign
- #7: A Holistic Approach to Marketing Yields Better Results (check many boxes of Pragmatic Framework)

NEW COURSE!

# Product Meets Design.

As a product professional, you know the importance of being market-driven. But being the messenger of the market means understanding the *entire* customer experience.



# DESIGN

[PragmaticInstitute.com/Design](https://PragmaticInstitute.com/Design)