



**ELOQUA**

# Real World Marketing

# SYLLABUS



# MARKETING UNIVERSITY CAMPUS MAP



# Real World Marketing Syllabus

## 2011-2012

Students:

Welcome to the *Real World of Marketing!* This course is designed to equip you with the knowledge needed to be a successful, modern marketer. Forget what you have learned about marketing. Now is the time to build new skills to compete.

It's hard to find a profession that has changed more than marketing. A rapidly changing technological landscape and shifting consumer behavior have eviscerated the marketer's comfortable command-and-control world of branding, advertising and the 4Ps.

A brand is now what Google says it is. Have a great TV spot? Well, remote controls and DVRs are the ubiquitous commercial-avoidance tools of choice. If consumers aren't seeing your ads, well surely they're still engaging with your sales people and your website.

Nope. Consumers seek advice from trusted friends – and marketers, sales people and corporate Websites are not in that peer network. They're increasingly seeking advice from LinkedIn Groups, Facebook friends, Quora and Focus. Have a shiny new press release? The only change is that these days the release has no real news in it, but is chock full of links to improve natural search results.

How is your blog performing? What's your personal Klout score? Is your content up on YouTube, SlideShare, Vimeo and dozens of other places? How is your social sentiment trending on Radian6? What's your SenderScore? You know, if it's too low, all those beautiful emails you have been creating will never get to your intended recipients. How are your SQOs converting? Are you using Flash or HTML5 on your website? How many MQLs did you generate from that big trade show? And what's your cost per MQL?

*What's a marketer to do?*

Regrettably, textbooks and MBA classes have fallen behind the actual practice of marketing. So, we've created a new curriculum for a modern marketer. We have assembled lessons from some of the most respected voices in the field, and collected practical advice from some of most successful marketers working today. The result is our *Real World Marketing Syllabus*.

Students, welcome to the real world.



**INSTRUCTOR:**

Brian Kardon  
CMO, Eloqua  
...with friends from the global world of marketing

**CLASS MEETINGS:**

Anytime, anywhere

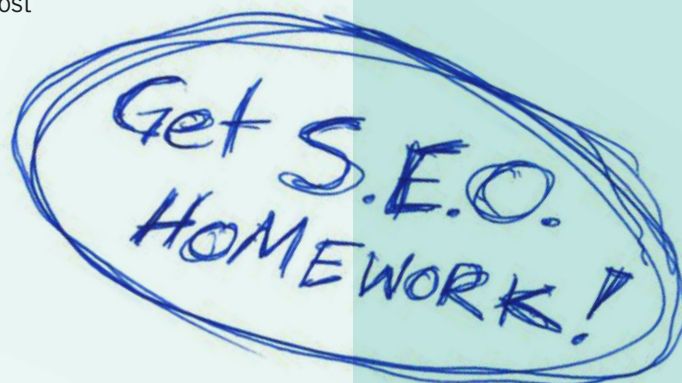
**OFFICE HOURS:**

Tweet (@bkardon) me. I am very interested in your ideas and input. What have we missed? What did you find most valuable?

**CLASS POLICIES:**

Smart phones, tablets, laptops and all means of communication are encouraged in class.

Please share the ideas you find most valuable with friends and colleagues.



## WEEK I: PERSONAL AND CORPORATE BRANDING IN A SOCIAL WORLD

Most marketers think they understand branding. The practice has existed for decades. But if you believe it resembles the kind of spitball technique seen on *Mad Men*, think again.

The ubiquity of information available on the Web and the rapid growth of social media has inextricably linked corporate and personal brands. In a fragmented media environment, corporations struggle to create an identifiable, lasting presence. At the same time, individuals have gained unfettered access to the tools and media channels they need to create their own brands.

To understand the branding dilemma in this modern context, it's important for marketers to understand how to build their personal brands, and how those commingle with the companies they work under. The following readings will help make sense of the landscape.

**A brand isn't what a brand says. A brand is what a brand does.** – Edward Boches details his back and forth conversation with thought leader Doc Searls on branding.

**Why You Can't Market like Apple (or Why Marketing is Hard)** – April Dunford breaks down why companies need to remain nimble if they're going to be disruptive brands.

**"Top of Mind" is B2B Marketing Schmalz** – Ardath Albee disabuses us of the old adage that being "top of mind" leads to sales, and replaces it with being recognized as a provider of value.

**The Message is the Messenger** – JESS3 and Eloqua's infographic demonstrates how trust has shifted from the medium to the messenger, and how defined job roles are giving way to personal brands.

**How to Become an Indispensable Asset to Your Company** – Daniel Burstein of MarketingSherpa details personal branding lessons that can help marketers become indispensable to their employers.

**10 Signs that You're Doing Networking Wrong** – Personal branding requires reaching out to influencers. Jeff Goins details common symptoms of poor social networking etiquette.



## 3 WAYS TO WIN AT ONLINE MARKETING BY BECOMING A BETTER WRITER



**PROF. CLARK**

*Brian Clark is the founder of highly read and respected **Copyblogger** and the CEO of Copyblogger Media. He invites you find him on **Twitter**.*

It's always been about the writing.

Watch an episode of *Mad Men*, and you'll see that the people who make the magic are the unsung writers in the back. The account execs have the boozy lunches and the lecherous evening liaisons, but it's the writers who deliver the words that sell.

These days, the writers are leading the charge. Modern online marketing has talented writers establishing authentic relationships with audiences, effectively turning the idea of 30-second commercials and mass media messages upside down.

Here's how to make your writing skills make your career:

### 1. The Content is the Marketing

People seek valuable information online, while they easily avoid banner ads and blatant promotional messages. Whether your words are text on the screen or provide the foundational script for video or audio, it's content that serves as the vital attractor for smart online marketing efforts.

### 2. Search Engines Still Rule

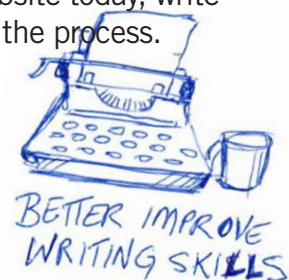
When it comes to targeted traffic from your most motivated prospects, search engine positioning is vital. SEO copywriting, which involves creating content that people love to share along with the language people use when searching, is a valuable writing art form unto itself.

### 3. Convert or Don't Bother

All the great content, comments, social media sharing and search engine rankings in the world won't matter unless people are persuaded to take the action you're after. Persuasive copywriters are worth their weight in gold for that very reason, and it's up to you to tell the story that converts prospects into customer and clients.

### Write to Win

The best way to become a better writer is to write. Start a blog or website today, write daily, and you might just end up with a valuable new media asset in the process.



## WEEK 2: THE CONTENT MARKETING REVOLUTION

Believe it or not, there was a time when all the information you could ever want about a business wasn't accessible in 0.28 seconds.

The marketing world has experienced an upturning over the past decade. Where once businesses set the agenda for prospects' educational journey, buyers now have the ability to gain insight into a brand's product and reputation from third parties, trusted peers, even competing vendors. As a result, marketers need to think differently about how they engage with potential customers, especially those involved in lengthy B2B sales cycles.

Content marketing is more than the trend du jour. It's the dedicated practice of delivering compelling, informative content that keeps buyers engaged throughout their trip down the marketing and sales funnel. There's so much talk about content marketing it can feel overwhelming. But these resources should help you get started.

**Content Rules** – Read the free preview from CC Chapman and Ann Handley's comprehensive overview of content marketing, including how it works and how to do it.

**What is Content Marketing?** – Jeff Korhan provides a simple, yet precise overview of what content marketing is and how it works. Hint: "It starts with value."

**The Content Marketing Playbook** – This guide from the Content Marketing Institute details 42 of the most heavily used tools for content marketing, from blogging and white papers to infographics and mobile apps.

**Using a Social FAQ to Kick Start Content Marketing** – Much of content marketing revolves around anticipating clients' questions and answering them with your content. Jay Baer shows how to create a social FAQ that will help launch your content strategy.

**Content Marketing Benchmarks, Budgets and Trends** – Original research from the Content Marketing Institute and MarketingProfs shows the growth and trend lines on the industry.

**Consumer Profiles: How to Get Started on Building Yours** – To push out the right content to the right people, you have to create a persona for the buyer. Nate Riggs shows why this key step is vital and how to do it.

**The Content Grid v2** – This infographic from Eloqua and JESS3 illustrates how various types of content are matched to different stages of the buying process and Key Performance Indicators (KPIs).

UPDATE  
FACEBOOK  
FAN PAGE!

## WEEK 3: GENERATING AND MANAGING LEADS

Did you think marketing was going to be all flashy events and dinner parties? Think again.

Job number one of any marketer, particularly those in b2b marketing, is to help generate demand, manage leads and pass on high-quality opportunities to sales. So if the terms **demand generation**, **lead management** and **lead nurturing** aren't on the tip of your tongue, now's the time to buddy up to sales and start studying.

But don't worry. If you study these resources you'll be well on your way to understanding the ins and outs of demand marketing.

**Adding Steps of Value** – Short and sweet, Christopher S. Penn provides an elegant analogy for the relationship between sales and marketing. It's a staircase, and if you're missing steps, your shortcut can become a freefall.

**The Grande Guide Lead Nurturing** – Short enough to read over your morning cup of coffee, this guide provides a full explanation of lead nurturing and why it works.

**The "Why" for Lead Nurturing** – If you're going to turn leads into sales, you'll need a customized plan. Ardath Albee explains how engaging prospects begins with the question: "Why?"

**Content vs. Messaging: How the Digital Customer Narrative is Changing Marketing** – Getting a buyer from prospect to deal involves plot points. This article from MarketingProfs explains how to move from messaging to narrative.

**3 Lead Management Questions Sales will Ask Marketing** – If your company implements an integrated sales and marketing lead management process, then sooner or later sales will start asking questions. This article will help you anticipate them.

**The Difference Between Lead Management and Lead Generation Explained in Two Minutes** – Are you wondering what difference is? Check out this succinct video from J. David Green of MEC Labs.

## WEEK 4: THE PACKAGING OF DATA

A basic tenant of branding is that the packaging matters. Cereal boxes, cell phones and even social networks – the packaging that surrounds a product impacts how people perceive and relate to the brand.

Increasingly, data is the product. And marketers need to re-think the packaging.

No matter the industry, product or service, buyers have an insatiable appetite for data. But with so much information flying at your prospects every minute of every day, you need to find ways to make your data fascinating and easy to digest.



These resources will give you an understanding of how smart marketers are packaging and visualizing data in a compelling way.

**Mapping Twitter Influence** – This short, visually arresting video explains how Information Architects mapped out the growth of influence on Twitter as a kind of expanding solar system.

**Communicating Data in a Visual Way** – This SlideShare presentation from Ciprian Rusen shows how data can be communicated in a visual manner, without spending a lot of money and resources on fancy graphics.

**The Beauty of Data Visualization** – In this TED Talk, David McCandless provides real examples of how data visualization can be used to communicate just about anything, from political relations to natural supplements.

**A Primer in Data Visualization** – Jesse Thomas of JESS3 provides a must-see primer for what data visualization is, how it works and why you should care.

**Hunch Correlation Game** – Hunch, a recommendation company, provides a fun, easy to use game that shows how people's tastes can correlate with other interests. A great example of packaging data that illuminates what the brand does.

## WEEK 5: STARTUP MARKETING

Startups are special places. They're full of idealism, energy and a desire to build from the ground up. But if you're a startup marketer, you have the unique challenge of starting at zero.

The role of the marketer is heavy: build awareness amongst all the noise, create a community around your product or service, address customer concerns, establish relationships with the media, develop a social media strategy – and do it all on a lean budget.

Starting with a clean slate presents a world of opportunity, but it can also feel overwhelming. We've selected resources that help startup marketers comprehend their position and provide advice from those with real world experience.

**Startup Launch Marketing** – April Dunford's Website is an excellent resource for marketers in the startup trenches. Her template for marketers charged with launching a new product or brand is invaluable.

**Marketing** – The name says it all. Fred Wilson's advice for startup marketers on AVC is not only great for getting the most out of free platforms; it also clues you in on what investors expect.

**Four Myths about the Lean Startup** – If you're working at a startup, chances are you'll hear about the philosophy of the Lean Startup. Eric Ries, the forerunner of the field, explains what makes a lean startup by dispelling myths.



STARTUPS



**5 Big Marketing Lessons from Kickstarter** – Kickstarter is not just a successful startup; it's helped launch other startups. This article pulls five elements from Kickstarter that any startup marketer could learn from.

**Why to Start a Startup in a Bad Economy** – News about the economy is chilling, but for a startup it can represent an opportunity. Paul Graham, founder of Y Combinator, makes the case for launching in tough times.

**Why You Should Eliminate Titles at Startups** – Jeff Busgang, a former entrepreneur turned VC, demonstrates the need to be nimble within startups. It's a good article to circulate with colleagues as you think through the marketing function.

## 5 FOUNDATIONAL BOOKS YOU NEED TO READ



**PROF. DEFREN**

*As a principal at **SHIFT Communications**, Todd Defren has worked with some of the most recognizable and respected brands in the world. He's a co-founder of the Social Media Club and his blog, **PR Squared**, is listed on AdAge's Power 150.*

You are an eager beaver. A go-getter. This atrocious economic malaise does not impress you; you will not be deterred; you are girding yourself for a long, successful career.

There is only one weapon you need: Knowledge. There are three types of knowledge: foundational understanding, contemporary intelligence, and street smarts. I can't help you with the third – that comes from within. But, I can tell you there are five books you must-read if you want to acquire foundational knowledge.

**Good to Great** by Jim Collins is the single text to which I return most often. When Collins describes concepts such as the Big Hairy Audacious Goal, the Fox and the Hedgehound, and the Flywheel, it still sends a shiver through my brain and causes me to question what I am doing right (and wrong) in business.

**New Rules of Marketing & PR** by David Meerman Scott. There are a ton of great Social Media Marketing books out there (Brogan's **Trust Agents** and Solis's Engage and Falls's **No-Bullshit Social Media**, and Chapman and Handley's **Content Rules** are all must-buys, too). But David Meerman Scott got there first, and this seminal work – now in its 3rd printing – remains the most influential work in the field.

*BREAK DOWN  
the Edge Rank  
algorithm*

**Positioning** by Al Ries and Jack Trout. If Meerman Scott is the original sage of Social Media, Ries and Trout are still the first wise men on the mountaintop of marketing. Because you're such a savvy smartypants, you'll already know everything in the book... and yet I bet you'll find yourself reminded of well-worn concepts in a brand-new way.

**Selling the Invisible** by Harry Beckwith. A less well-known work, it was influential to me in coming to understand the rising importance of marketing in a service-oriented economy.

**The Innovator's Dilemma** by Clayton Christensen should scare the crap out of you. You can do amazing things in business and yet ...still find your lunch eaten by a swift, nimble, Johnny-come-lately competitor. You're not ready for battle until you read this work, which, if anything, is more relevant than ever in our hyper competitive age.

When it comes to "contemporary intelligence," I have a simple piece of advice. Read the newspapers (and top magazines and blogs). I cannot tell you how many times in my career I sounded brilliant in front of a client or prospect merely because I had read the most recent issue of WIRED or the NY TIMES. You want to be a success? Stop checking your Facebook Newsfeed every ten minutes and pick up a copy of Fast Company instead. Make the time to be smarter than everybody else.

Good luck.

Ask Jim?  
What SERP  
is...

## WEEK 6: THE ROLE OF SEARCH IN A REAL-TIME SALES CYCLE

There's an underlying principle to marketing: Be seen. But while that rule hasn't changed, the rules for getting attention certainly have.

If "Be seen" is rule #1, then "Rank on Google" is rule #2. If your brand doesn't rank on the first page of search engines, then you're too hard to find. That means you need to create content and understand how that content is discovered in an ecosystem guided by search engines and social networks.

Search is a constantly evolving field. You don't need to be an SEO master, but you do need a basic understanding of how search functions. These resources will serve as a primer for search and come from sources you can continually return to stay on top of rapid changes in the market.

SEO

**Learn SEO** – Rand Fishkin, who heads up SEOmoz, is one of the most respected and knowledgeable voices in the search optimization industry. In this video he provides a succinct overview of the space and the benefits of adopting an SEO strategy.

**The Top Three Spots on Google Get 58% of the Clicks** – If you have any doubt on the importance of search to your marketing, Dirk Singer's data should put them to rest.

**Slicing Real Time Search for Trends and Opportunities** – Search is more than a challenge for marketers, it's also an opportunity. Duct Tape Marketing's John Jantsch's podcast with Douglas Hubbard explains how sifting through real time search results can help you identify valuable data.

**11 Analytics Metrics that are Actionable** – Paddy Moogan's article on SEOmoz helps marketers find and track the most relevant search metrics.

**10 Reasons Why Social is Your Future SEO Strategy** – SEO master Adam Singer's point-by-point breakdown of how social is increasingly impacting search will help any marketer establish an integrated search and social strategy.

**Create a Robust Landing Page Testing Strategy** – Landing pages are the frontline in a marketing team's overall strategy. This article from Search Engine Watch examines how to continually optimize your landing pages.

**Google+ and the Bridges of Konigsberg** – Google rules search. While the company's new social network is young, it will likely have a huge impact on search. Ben Kunz's post shows how Google+ helps solve information overload with filters.



## WEEK 7: BEYOND MARKETING: WHEN MARKETING IMPACTS PRODUCT, SUPPORT AND MORE

The advent of social media and ubiquitous, instant access to information forever changed the role of marketing. It's not just an expansion of platforms and tools – it's a dramatic expansion in the role of the marketer.

Since the marketer's job is to promote and grow the business, the marketing team is finding itself smack dab in the middle of the busy intersection between the various operations of the enterprise. Marketing is rapidly being involved in the roles of customer support, product management, even human resources. As Jay Baer put it, **“everything becomes marketing's problem now.”**

In your marketing career you should be prepared to work across a wide variety of functions. These articles and presentations paint a clearer picture of marketing's evolving role.

**We're All Marketers Now** – This comprehensive article from the McKinsey Quarterly details how the role of marketing has evolved and how the marketer can advance a culture of accountability.

**B2B Get Yelp'd** – Just like Yelp! put customer service into the public domain for the retail industry, sites like Quora, Twitter and LinkedIn have made customer support a primary marketing concern. This article explores marketing's need to gain credibility within the organization.

**Product is the New Marketing** – Great marketing around a mediocre product accomplishes little. Mitch Joel unpacks marketing's role in promoting product.

**The Role of Marketing in B2B: What Should it Be?** – The marketing role needs to earn a seat at the executive table. Michael Brenner details the various ways marketing can better position itself within the B2B industry.



## 5 LESSONS TO LEARN EARLY IN YOUR MARKETING CAREER



**PROF. SACHDEV**

*Geeta Sachdev is the Senior Vice President of Marketing at **SolarWinds**, a publicly traded provider of IT management solutions. She oversees the company's Web, marketing and corporate communications functions. A former Executive Director at Dell, she has experience in a variety of global roles – from marketing to e-commerce to the call center.*

In marketing, there are all the basics you learn in school, and then there's everything else. When it comes to continual education, nothing beats the knowledge and resources you can access within a healthy, forward-thinking enterprise.

Nevertheless, there are lessons any marketer would do well to learn early in their career. Here are the five best pieces of advice I've gathered working in the field over the years.

### **1. Move into a P&L role as soon as you can.**

Learning how to keep up with the rapid pace of your company's market and being accountable for hitting revenue targets will supply you with an early advantage. Accountability expands your understanding beyond a particular skill set to understand how a business works across a variety of functions. That earned agility is invaluable within today's enterprise.

### **2. Get experience outside of marketing.**

There are very few marketers in the world today. Instead, we have General Managers residing within the marketing function. As you move up the ladder, you need to establish trust with senior leadership. The only way to do that is to gain proven experience with various functions. Volunteer for rotations within customer service or product support. Approach the sales leaders and let them know you're available for projects. This will establish trust and a common vocabulary that will serve you throughout your career.

### **3. Think quantitative, not just qualitative.**

Marketing no longer lives or dies by stories of anecdotal success. If you're going to thrive, you'll need a solid grasp of what makes up quantitative success. It's important to understand and assess return on investment (ROI) and to be able to communicate that analysis internally. Senior leaders will take a shine to your results if you can produce numbers.

#### 4. Communicate, communicate, communicate.

In direct mail's heyday, you had a proven formula for success. But now  $A+B=C$  formulas are harder to come by. That means your ability to communicate your value and track record with senior leadership is more vital than ever. There are always issues impacting your business that you haven't considered yet. The more you communicate with senior leaders, and across departments, the more these issues are revealed.

#### 5. Find a company that will invest in you.

There was a time when many people got an entry-level job and worked their way up the chain. These days you're more likely to work at multiple companies as you advance. The best thing you can do now is work for an organization that will invest in you by providing you with opportunities to progress in your career and master many skills. You can't be an expert in a single space in a mere six months. It takes time. Career opportunities will come, but you need to be ready for them.

## WEEK 8: THE NEW MATHEMATICS OF MARKETING

Marketing involves an element of art. A creative mind and ability to roll with the punches, these will always be in the marketer's repertoire. Nevertheless, in today's revenue-centric culture, marketing is increasingly data driven.

Right brain thinking isn't enough. You need to bring a fully engaged left brain to the table.

The pressure to provide real data that prove the ROI of marketing's efforts is at an all time high. That means young marketers should enter the industry with a zeal for numbers, not just fancy events. There are many tools emerging to help you to track and measure results. The following resources cover the concept of data-driven marketing.

**What Physics Taught Me About Marketing** – This TED Talk from Dan Copley brings together the disciplines of physics and marketing. Using humor and visual panache, Copley shows how Newton's Law and thermodynamics have real impact on successful marketing.

**Rise of the Marketing Technologist** – Scott Brinker's essay documents the growing role technology is playing in the marketing field and how marketers must adapt.



**Marketing Operations is the Marketing Technology Department** – If you don't know a Marketing Operations Manager, you'll want to introduce yourself. This article from SiriusDecisions provides survey data showing the growth of marketing operations within the B2B industry and its increasing role choosing technology investments.

**The Future of Revenue** – This short, award-winning video shows how business is tied to great ideas and introduces the concept of Revenue Performance Management along with revenue-driven marketing.

**Revenue Performance Management: The Next Great Enterprise Acronym** – Software Advice's Lauren Carlson unpacks the emergence of the RPM concept and its tight relationship with marketing automation technology. It's a great primer for marketers looking to wrap their heads around this new industry.

