

# Enfusen Marketing Accelerator



Microsoft

Enfusen FY16 Marketing Accelerator Program

FY15's Pilot Program taught us a great deal about the specific needs of each Microsoft Partner. The data captured from the pilot in conjunction with the post-pilot assessments we've completed have shown that

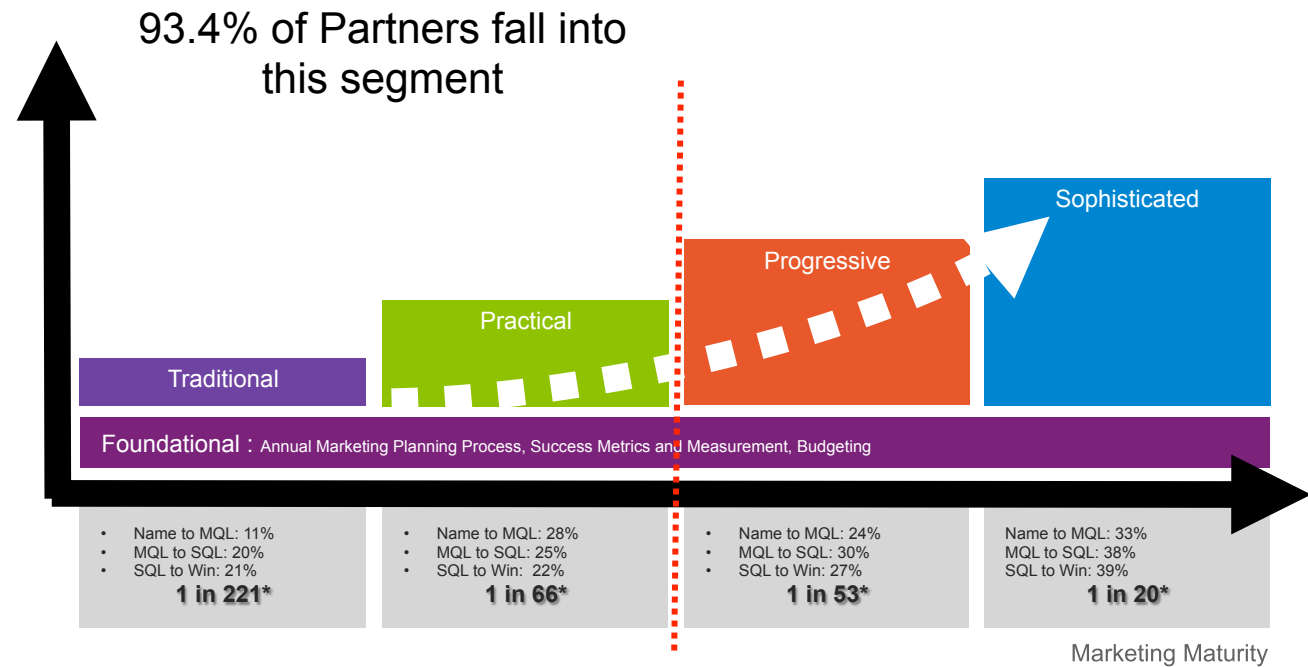
**93% of Microsoft Partners are NOT generating sales pipe and conversion ROI from Marketing Activities.**

What we've developed is a streamlined approach that **creates a self sufficient partner empowered to grow their business** using modern marketing.

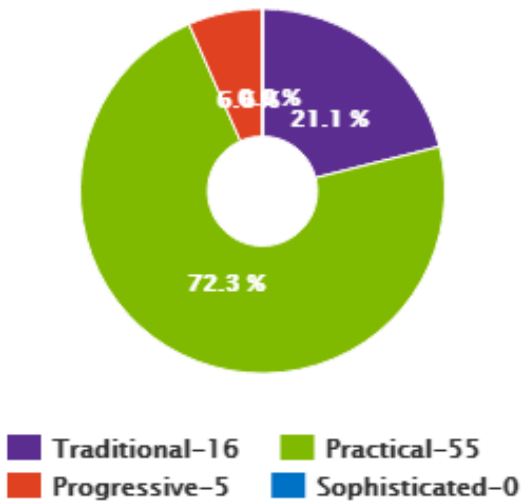
# Modern Marketer Assessment

# Microsoft Modern Marketer Assessment

\*As of 9/11/2015



FY16 Assessment Results



# Primary Things Holding Partners Back from Sales & Marketing Automation Success

Knowing the exact right tactics to implement, when to implement them, and how to implement them

Action: Enfusen designed a milestone based program that implements the foundation for success in Sales & Marketing Automation

Having actionable analytics that can guide your keyword choices and your content creation

Action: Use content marketing analytics to predict which keywords and content will create the most value inside the partners buyer cycle

Having access to the right technology and team to implement marketing automation strategies

Action: Provide a Marketing Automation Platform & setup to jump start the partners success

# Program Value System

## **The Partner**

- Ease of use
- Self-sufficiency
- Prudent capital deployment
- Lead to revenue velocity

## **Microsoft Corporate**

- Scalability
- \*Lead Tracking in PSX (BETA)
- Exceed KPI Targets
- Partner Enablement

FY15

Results

# Speed to Market Case Study: Interlink

## Marketing Automation Shortens Marketing Cycles



Create



Deploy



Launch



Automate

First Campaign

63 Days

23 Days

28 Days

114 Days

Second

22 Days

12 Days

3 Days

39 Days

Campaign  
Time Savings

**-41 Days**

**-11 Days**

**-25 Days**

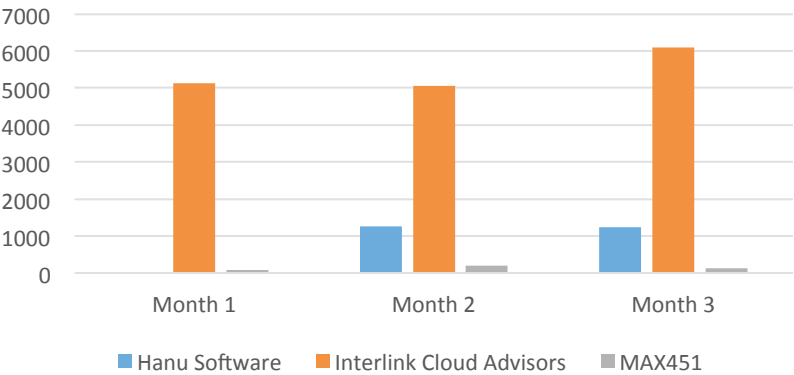
**-65 Days**



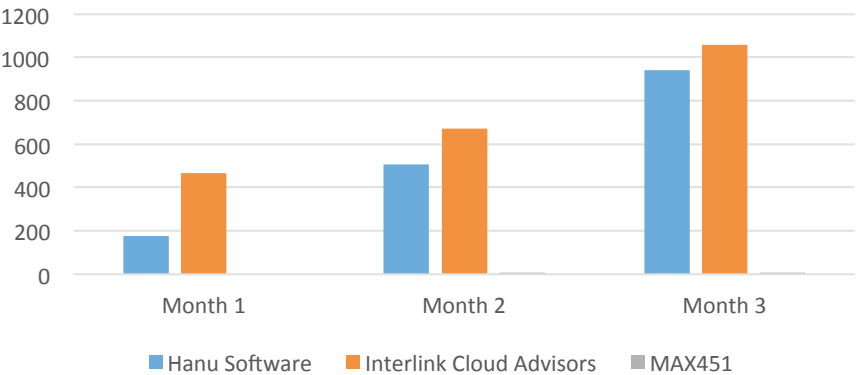
# FY15 Program Results



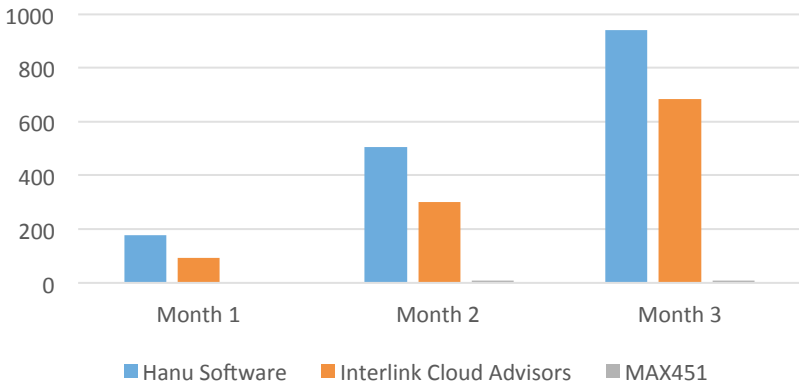
Site Visits



Database Size



Marketing Qualified Leads



# Case Study: Max451

## Program Case Study



[CLICK HERE TO PLAY VIDEO](#)



### CLIENT CASE STUDY: MAX451

#### THE PROBLEM

Prior to working with Enfusen, MAX451 needed help with marketing, particularly maximizing their content. They did not know how to get their content into the hands of the leaders of their prospective customers at the right time. They were publishing blog posts without keyword optimization, and had no lead capture funnels established. MAX451 had good web traffic, but lacked funnels to direct visitors.

#### THE SOLUTION

MAX451 became a part of Enfusen's FY15 Beta program, co-funded by Microsoft®. The Beta program was created particularly for Microsoft® Partners, and was crafted to fit their marketing needs and understand their pains as partner. MAX451 looked to Enfusen for ways to implement marketing automation for their current clients.

Enfusen put together a customized strategy to provide quality inbound marketing and marketing strategy using advanced analytics. Enfusen implemented this strategy and maintained a consistent, working relationship with MAX451 throughout the entire Beta Program.

#### THE RESULTS

The implementation of effective marketing strategies proved to be successful for the growth of MAX451, particularly in the areas of site traffic, data base size, and growth in marketing qualified leads.

MAX451 experienced a 38% increase in site traffic through the duration of the program as a results of marketing automation implementation. Enfusen was able to act quickly and pro-actively plan MAX451's strategy to get their content into the right hands at the right time, in the most effective way.

#### ABOUT MAX451

MAX451 specializes in organizational change management. They provide business-driven productivity solutions for people-centric organizations powered by analytics and social collaboration. MAX451 has worked with Enfusen since 2014.

Enfusen empowers organizations with analytics that lead to smart marketing decisions.

526 South Main Street • Suite 805 • Akron, OH 44321 (877)- 999-0272 [www.enfusen.com](http://www.enfusen.com)

With the help of **enfusen** MAX451 was able to implement the following:

- ✓ An inbound funnel to enhance lead generation
- ✓ Fully optimized landing pages
- ✓ Keyword based blogs
- ✓ Effective Call-To-Actions

With Enfusen's help, MAX451 showed a growth of: **38% Increase in Site Traffic**

*"Enfusen acted as a true partner. They were able to act quickly and pro-actively plan our strategy to get our content into the right hands at the right time, in the right way."*

- Kristian Kimbro Rickard  
Founder and CEO, MAX451

### MAX451

Webinar with Pier 1 Imports EVP of Marketing & CIO :: Change | Agility | Analytics | Cloud

Microsoft

#### Pier 1 Imports

Join us for a THOUGHT LEADERSHIP WEBINAR featuring Kristian Kimbro Rickard, CEO of Pier 1 Imports, and Andrew Laudato, his executive peer, EVP of Marketing at Microsoft.

Pier 1 Imports recently worked with Enfusen to optimize their marketing strategy. To do that, the company took to the cloud to utilize predictive analytics solution based on Microsoft Azure Machine Learning and Microsoft Power BI, partnering with Microsoft Certified Cloud Partner MAX451.

As a result of the pilot Pier 1 Imports may use data insights to predict which products customers will react to the future, create a dynamic website using predictive modeling and create more efficient and effective marketing campaigns.

Data groups this will be discussed in the presentation below.

MAX451 Microsoft & Pier 1 Imports Video Series - Comments

DISCUSS EARLY EXPERIENCE WITH MICROSOFT PIER 1 IMPORTS WITH ANDREW LAUDATO, AZURE MACHINE LEARNING & POWER BI

- Specific to create and operationalize advanced predictive models faster than traditional scoring
- Operational model results to operationalize web services to predict a few clicks
- Essential changes to the models in the future, instead of manually updating the data sets every 2 weeks with traditional tools
- Collaborated together in a cloud-based environment, providing rapid agile development cycles
- Completed pilot with an actionable data set in 10 weeks

They have been able to get many of their executive peers in real - and other industries - about their experience. They have been able to get many of their executive peers in real - and other industries - about their experience. They have been able to get many of their executive peers in real - and other industries - about their experience.

The topics and discussion will be updated across all industries - not only what Pier 1 has to offer, but also what other industries have to offer.

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### MAX451

Change | Agility | Analytics | Cloud - Discussion Topics During Our Welcome to the Cloud Series

Microsoft

Discover Change | Agility | Analytics | Cloud - Discussion Topics During Our Welcome to the Cloud Series

Use any CHANGING AGENTS link to help you accelerate your business goals during your journey to the cloud. (We make you join us on one of our WELCOME TO THE CLOUD events)

MAX451 partnered with Microsoft and Pier 1 Imports to help the latter migrate to the cloud as they look on to future to better connect with their customers.

It is an exciting and fast-paced environment where we have the chance to use services we have seen our business partners use, with a goal for you to have with information and resources to help you get started.

#### Pier 1 Imports

Data groups this will be discussed in the presentation below.

MAX451 Microsoft & Pier 1 Imports Video Series - Comments

DISCUSS EARLY EXPERIENCE WITH MICROSOFT PIER 1 IMPORTS WITH ANDREW LAUDATO, AZURE MACHINE LEARNING & POWER BI

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### MAX451

Blog | Press | Partner Vanguard

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Join Us - Hear How Pier 1 Imports CIO & EVP of Marketing Partnered to Connect Better with Customers with Cloud Analytics & Azure ML

Informal Video Bit - Teaching Cortana My Voice & She Tells Me a Joke with Windows 10 Tech Preview (MAX451)

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Archives



FY16

Marketing  
Accelerator

# Program Partners

Marketing Automation



Sales Automation



Lead Intelligence



# Microsoft Marketing Accelerator Program

## Stage One: Intake 0-30 Days

- ✓ Build Buyer Persona
- ✓ Setup Analytics
- ✓ Install & Setup (Optimize) Marketing Automation Platform
- ✓ Define Offer
- ✓ Define Keywords
- ✓ Pull Contact Database
- ✓ Setup KPI Tracker

## Stage Two: Build 30-60 Days

- ✓ Scrub List
- ✓ Capture Lead Intelligence
- ✓ Co-Create Offer
- ✓ Co-Create Campaign
  - ✓ Landing Page
  - ✓ Form
  - ✓ Thank You Page
  - ✓ Activation Email
  - ✓ Auto Responder
- ✓ Setup Lead Scoring
  - ✓ Lead Scoring Trigger Alerts
- ✓ Setup Sales Automation

## Stage Three: Launch 60-90 Days

- ✓ Upload List
  - ✓ Segment based on Buyer Persona
- ✓ Add 250 Marketing Qualified Leads
- ✓ Launch Campaign to 250 Leads to test
- ✓ Launch all Contacts through Campaign
- ✓ Launch First One Hour Sales Automation Campaign

## Stage Four: Support 90-365 Days

- ✓ Provide “On-Call” Sales & Marketing Automation Support
- ✓ Ongoing Training
- ✓ Ongoing Predictive Content Blog Post Recommendations
- ✓ Monthly Reports
  - ✓ Traffic & Conversion
  - ✓ Keyword Ranking
  - ✓ KPI Tracker

Subscription to Marketing Automation Platform

Subscription to Enfusen Predictive Content Analytics Tool

Goal: Generate Sales Conversations in 90 Days

Technology is \$500 per month  
Managed Services \$2700 per month

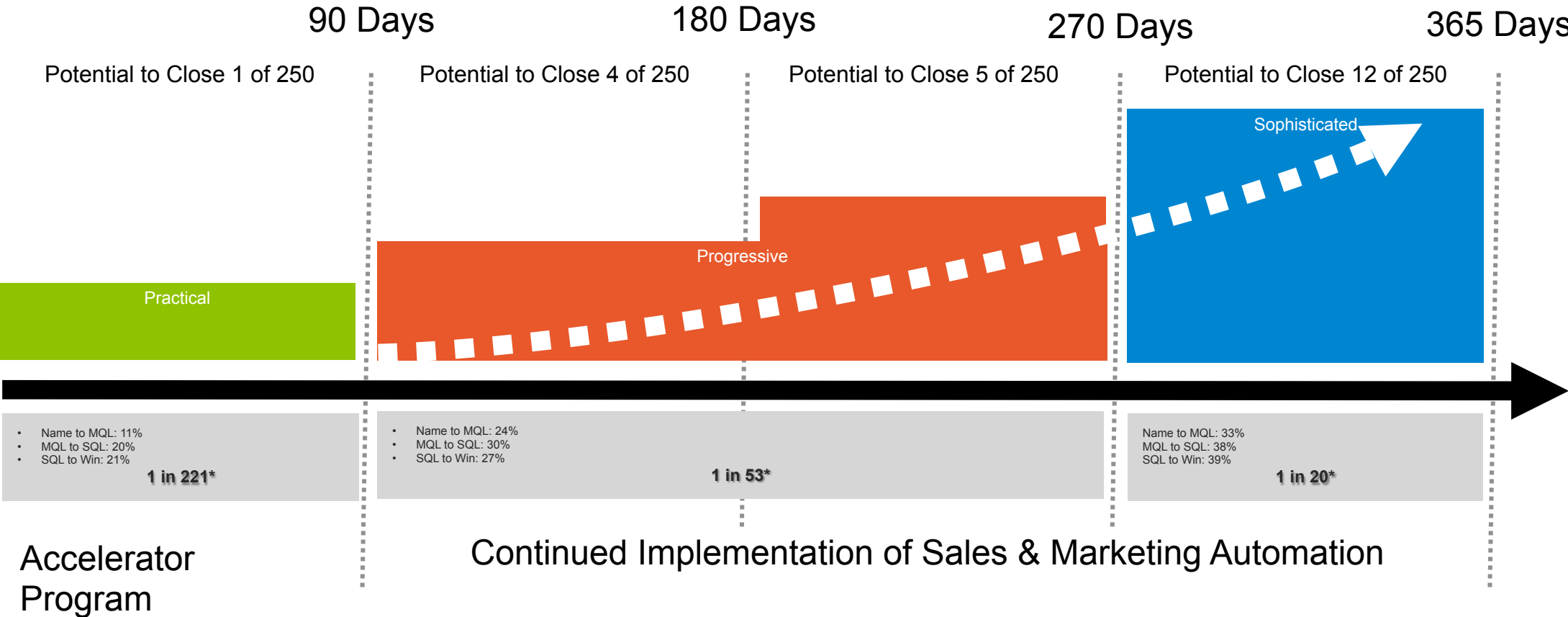
Continue to Improve Maturity

# Microsoft Marketing Accelerator Program

- Timeframe: Approx. 90 Days from date of implementation
- Program Cost: \$16,500 per partner
- Program runs on Milestones
- Additional Programs available after 90 day Accelerator Program

Brief Description of Services to be completed by Vendor and delivered to Microsoft	Start on or Before	Due on or Before	Service Fee Due
Milestone 1: Initial Engagement	Upon Partner Signup		\$11,500.00
Milestone 2: Intake	As completed	As completed	\$2,500.00
Install Marketing Automation Platform			
Finalize Content Keywords			
Build Buyer Persona			
Setup Analytics			
Lead Intelligence (1000 contacts)			
Upload List			
Segment List			
Milestone 3: Launch	As completed	As completed	\$2,500.00
Setup Lead Scoring			
Build out Campaign			
- Landing Page			
- Form			
- Auto Responder			
- Offer from Ready to Go Marketing			
- Activation Email			
Send Activation Email			
250 Marketing Qualified Leads			
Complete (1) Hour Tele-Sales Campaign			
<b>Total</b>			<b>\$16,500.00</b>

# Marketing Maturity Over Time



# Getting Started

To learn more about the Microsoft Marketing Accelerator Program:

## Enfusen

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