

# ➤ VSM Insight

## Develop a Multi-Touch Program in 6 Steps

A systematic approach to demand optimization

To effectively and systematically generate sales qualified leads, B2B marketers understand the necessity to establish a dialogue with their prospect. The purpose of establishing a dialogue with the prospect is to qualify them prior to handing it off to sales. This qualifying dialogue consists of a series of relevant touch points that measures the intensity of the prospect's interest, profiling them every step of the way.

In this brief, we introduce a 6-step approach (see figure 1) to develop multi-touch programs. These steps will highlight important questions to ask yourself to ensure you generate superior results.

### Step 1: Identify the opportunity

Are the sales objectives met? Any increasing revenue gap? How healthy is the pipeline? Look for an area where the sales team needs reinforcement. This is where mutual alignment starts with marketing and sales. This is your chance to shine.

### Step 2: Understand the buyer's dynamic

The audience, the demand type and the concept of the buying process; these components will impact how you design your program. What is the type of demand you need to create? Is it a new concept or is the concept is well established? Who is involved? Defining the typical buying process and what's required for them to move

from one buying phase to the next is imperative to the success of you program.

### Step 3: Target the right target

Who do you need to target to create that demand? Identify who would probably buy rather than who would potentially buy your product or service.



Figure 1 - Program Development Approach



Systemizing  
Growth™

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Data quality impacts how you will build your program. What about data? What's the data source? Do you have e-mail permissions? These are key questions.

## Step 4: Review the sales alignment

Is there mutual agreement, specific to this program i.e. the demand type, on what is a sales qualified lead? How ready is the sales organization to take action on the leads you will generate? Do they have the proper tools to facilitate that buying process? Does it financially motivate them to pursue these opportunities? Reviewing the sales alignment is critical otherwise you will have a stack of leads with no one to take action on them.

## Step 5: Design the program

Architect your program using a series of different tactics – messaging, offers, delivery mechanism – centered around the demand type, the buying process and dynamic between the different targeted audiences. Do you have a marketing automation platform? Ensure there is the right set of marketing technology applications to support your program. Proactively define the program cadence and the underlying lead scoring model (implicit and explicit). Don't forget to define lead routing rules before you roll-out the program.

## Step 6: Define standard level agreements (SLAs)

After reviewing the sales alignment, have you signed a standard level agreement with sales? What are the sales expectations? How will you measure the performance of the program? Does your organization use a pre-defined set of metrics to measure program effectiveness?

Having the right information, at the right time in the right format is critical to effectively manage program performance and bring execution adjustment if required.

## Action Items

Best practice organizations achieve accelerated and sustainable growth performance as a result of applying a systematic approach to demand optimization.

Apply this 6-step approach to develop your multi-touch programs and integrate your key learning as you move from one program to the next. Continue to work hard to have your sales and marketing functions support each other in the development of your programs and you will set yourself apart as a genuine contributor the overall success of your organization.

See you at the President's Club in the Bahamas!