

Hanley Wood Perspective on Demand Generation and Social Media Marketing



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Tom Rousseau is the Executive Vice President of Hanley Wood Strategic Marketing Services. His responsibilities include leading the on-demand marketing as a service team at Hanley Wood. Tom is a subject matter expert on customer engagement programs that focus on ROI analytics for content marketing, demand generation, social media, mobile and sales enablement platforms. Prior to joining Hanley Wood, Tom held senior executive level positions at IDG Communications, Ziff Davis Media and UBM. After 28 years in the B2B marketing and advertising industry, Tom was inducted into Folio's B2B Industry Sales Executive Hall of Fame in 2011.

? What is the Hanley Wood demand generation process?

I'm proud to say we're the first editorial-based company in the industry to offer a true demand generation process. Let me stress that word process. Our demand generation process starts with a huge commitment to technology! We have experts who understand marketing and sales automation platforms and tools. We sit down with clients and learn quickly about their customer relationship management (CRM) systems. Plus we understand cutting-edge, cloud-based nurturing and re-contact software products now being used by our clients.

Nearly anyone can offer a sales lead, a first contact with a potential buyer. However, if you want sales-ready leads, you need a process. Our demand generation process qualifies the prospect from initial contact to market-qualified lead (MQL) to sales-qualified lead (SQL). It's a nurturing process of sales

and marketing automation that our team is skilled at. When a customer talks leads, think of this equation:

Target + content + CRM platform + nurturing + scoring + alignment of marketing and sales champions = **demand generation process**. Not a sales lead program. Securing more sales-ready leads for our customers is a huge investment and focus right now for Hanley Wood.

? How does Hanley Wood help lift customers' social media performance?

The Hanley Wood philosophy on social media is simple: It is the 99 to 1 rule. Ninety-nine percent of what is on the Internet does not matter. Only 1 percent does! That 1 percent includes the experts, advocates and authoritative bloggers who have thousands of buyers linking to them in order to learn more about a product or service.

Ask your customers this simple question: Do you know where your best and most important customers are talking about your category and your products on the Internet? If not, then we share our blueprint on how we bring the power of ROI metrics to our customers' social media strategy. Our first key performance indicator (KPI) starts by scraping the Internet for the top five communities that our customer's top buyers use to chat about industry category, products and what to buy and why. Then we track those conversations for keywords, context and themes. In effect, we produce a monthly real-time customer focus group. This street talk supports or refutes the Google keywords marketers buy and the kind of messaging our customers may think connects emotionally with their marketplace.

What if a customer is already "scraping the Internet" and knows where their prospects chat online? Then our Strategic Marketing Services team can add a valuable lift-factor to the customer's share-of-voice by joining in these conversations in a non-intrusive manner. Our activity in key blog conversations lifts share-of-voice performance for our customers.

What are the key takeaways on Hanley Wood Strategic Marketing Services? Our newly enhanced on-demand marketing as a service model is based on two simple big dollar investments: Talent and new technology. Why? To help our customers reach their targets and achieve their desired business results in the most efficient manner possible. ●