



B2B Marketing & Sales Day

by Project A

1. Opening by Rainer Berak
2. KLARA - Demand Gen by Simon Lorenz
3. COMTRAVO - Using LinkedIn for Lead Generation by Michael Riegel
4. DIXA - The Sales Playbook by Anders Mayntzhusen
5. Project A - Light at the end of the funnel - Data-Driven B2B Marketing by Ole Bossdorf
6. STORE2BE - Customer Decision Journey by Julian Fornoff
7. **AZOWO by Project A - Combining Sales & Marketing Activities to Master Lead Generation by Andres Tapia & Corinne Herberg**
8. Wrap up by Philipp Werner

Learnings from AZOWO - Collaboration between Sales & Marketing

**Andres Tapia and
Corinne Herberg |
04 April 2019**

Who are we?



Corinne Herberg

Sales & Customer Success Analyst



Andres Tapia Almansa

Head of Marketing



Email

corinne.herberg@project-a.com



Email

andres.tapia@project-a.com

Agenda

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Introduction

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Cooperation between Marketing and Sales

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Sales Learnings

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Marketing Learnings

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Marketing Learnings

What does AZOWO do?

1

Mobility Sharing

Software for station-based carsharing simplifying the management of pool vehicles of a company

"The Car2Go for corporations"

2

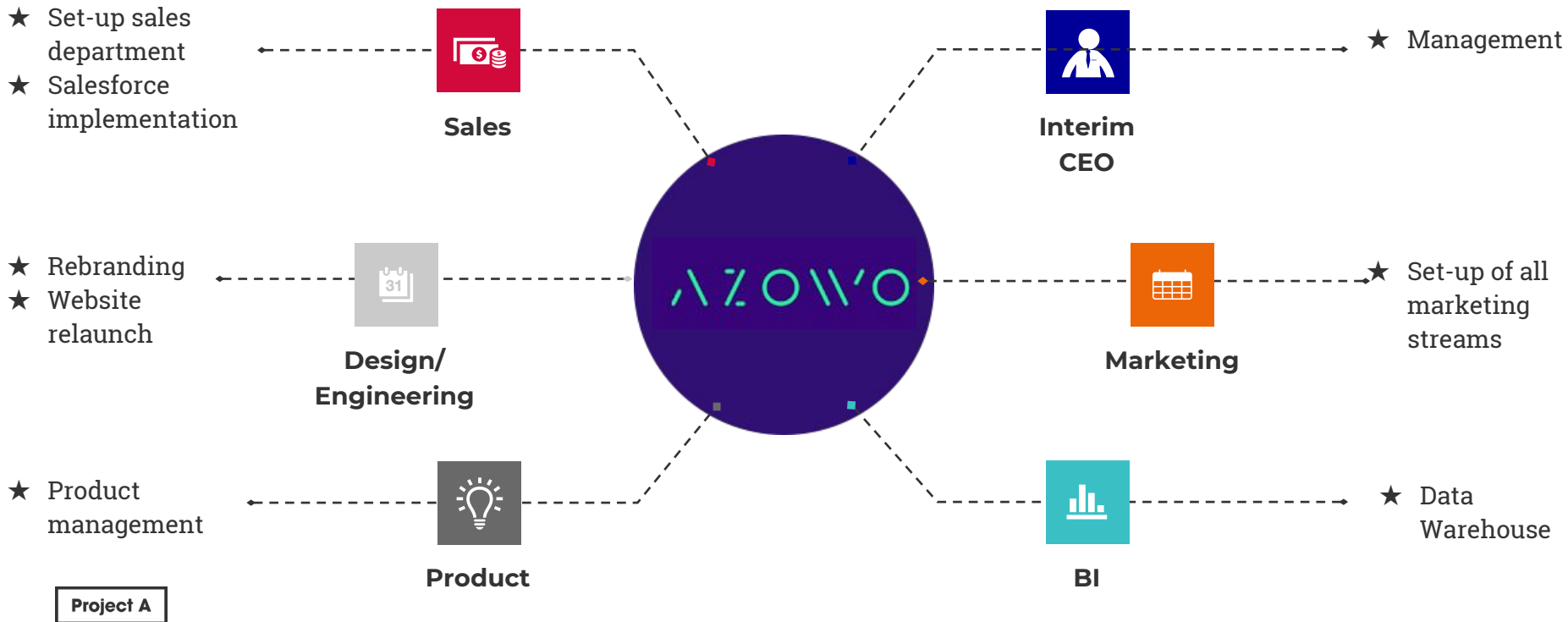
Fleet Management

Digital fleet management software to administer all company cars.

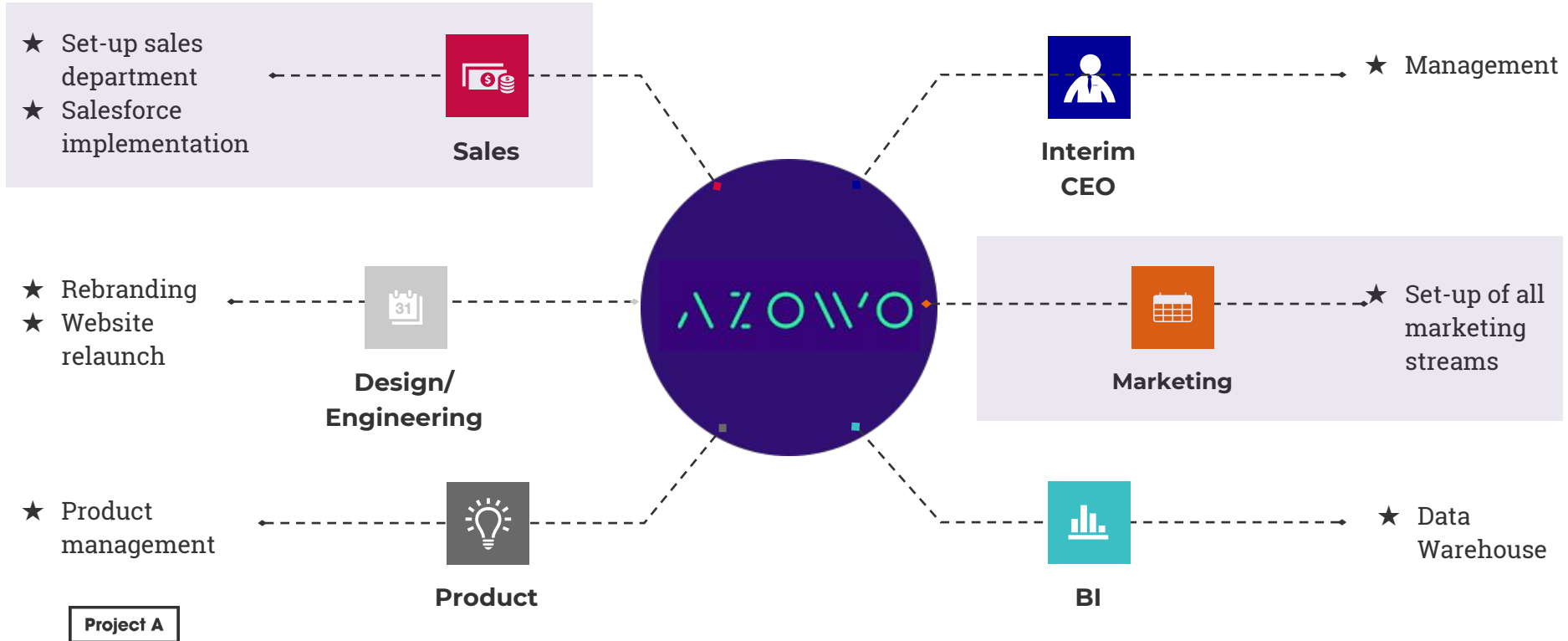
AZOWO offers software solutions for the management of a company's fleet

Project A support for AZOWO

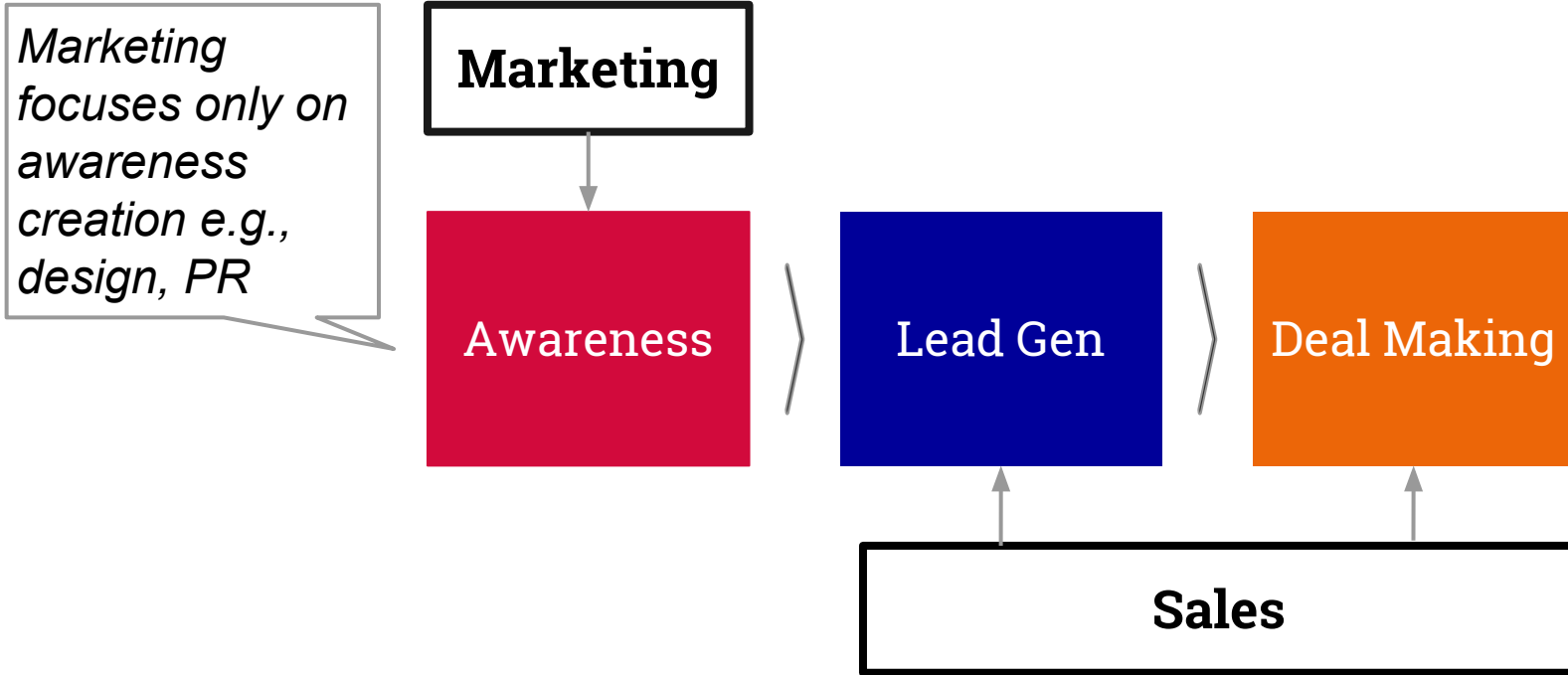
Seed-stage Investment in March 2018



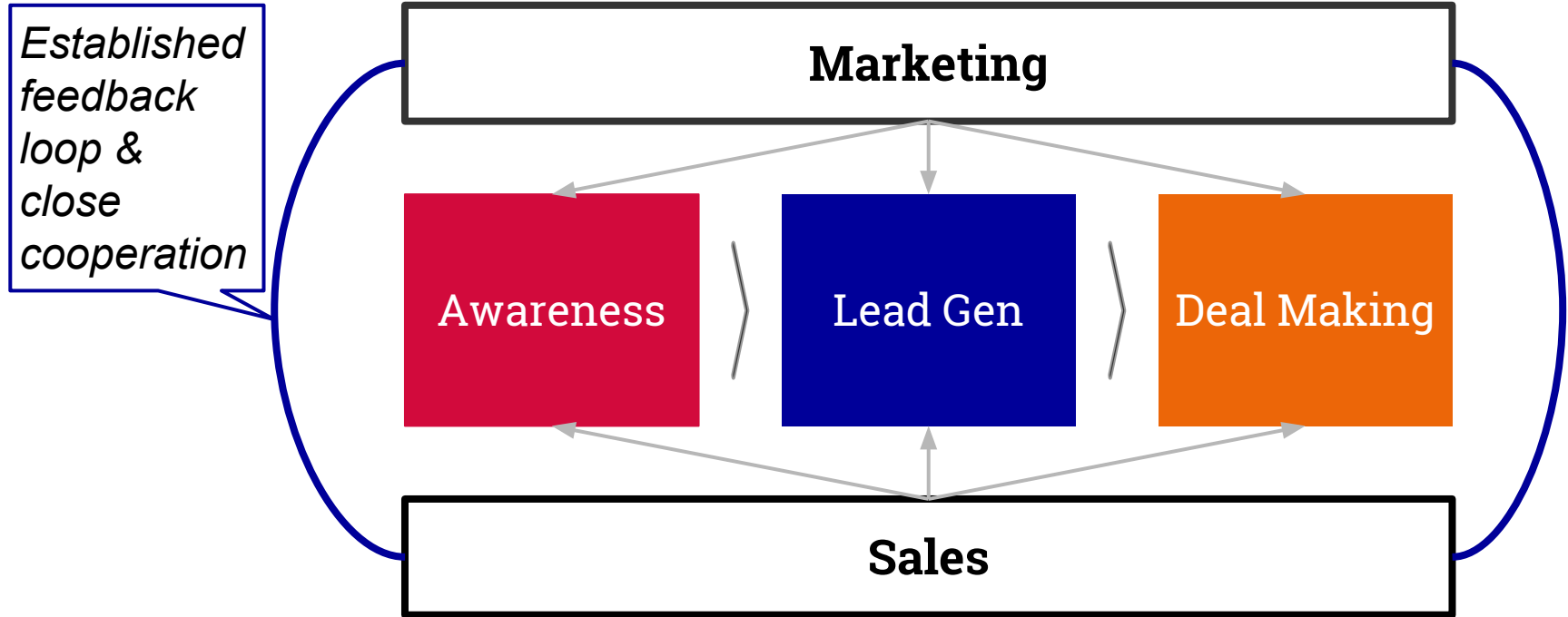
Focus for today: Marketing & Sales collaboration



In the traditional set-up, Marketing & Sales act separately



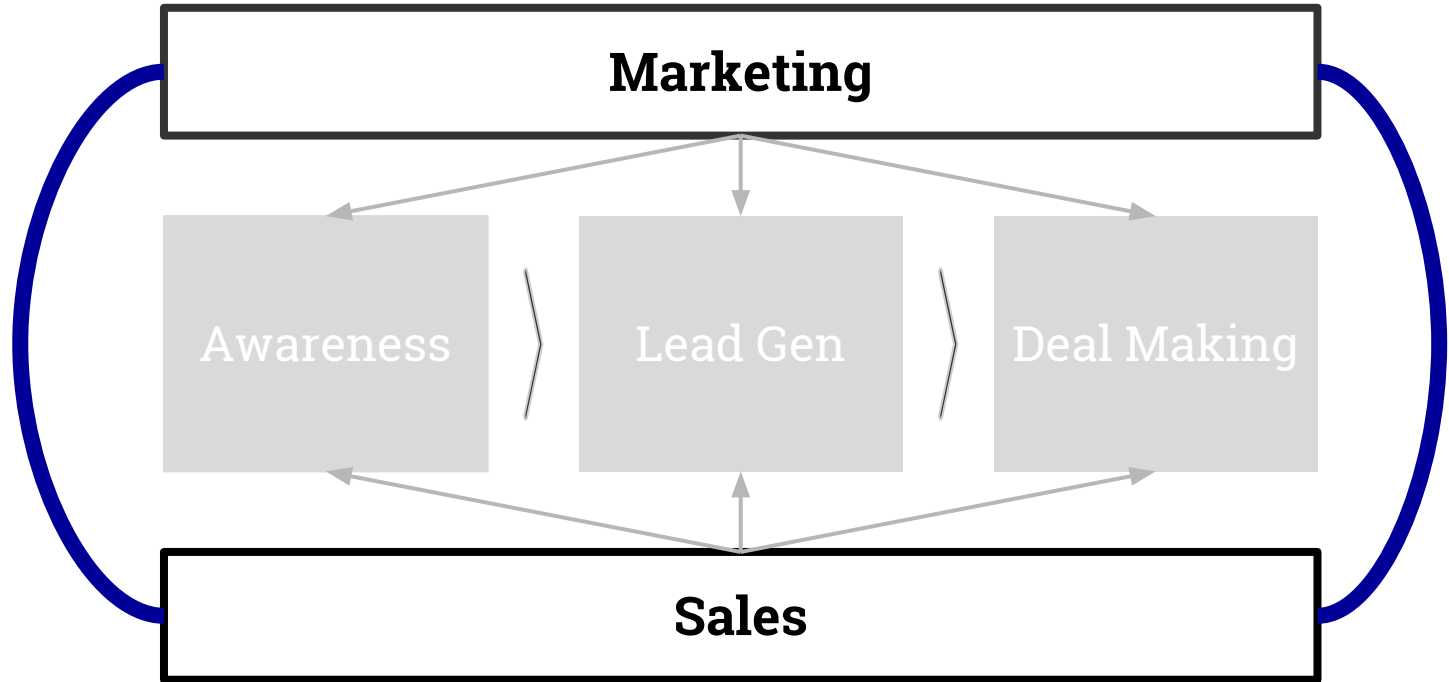
At AZOWO, Marketing & Sales are one business unit working together along the funnel



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Cooperation between Marketing and Sales: Establishing the loop



Cooperation measures



Buyer Personas



Meeting Structure



Reportings & Budgets

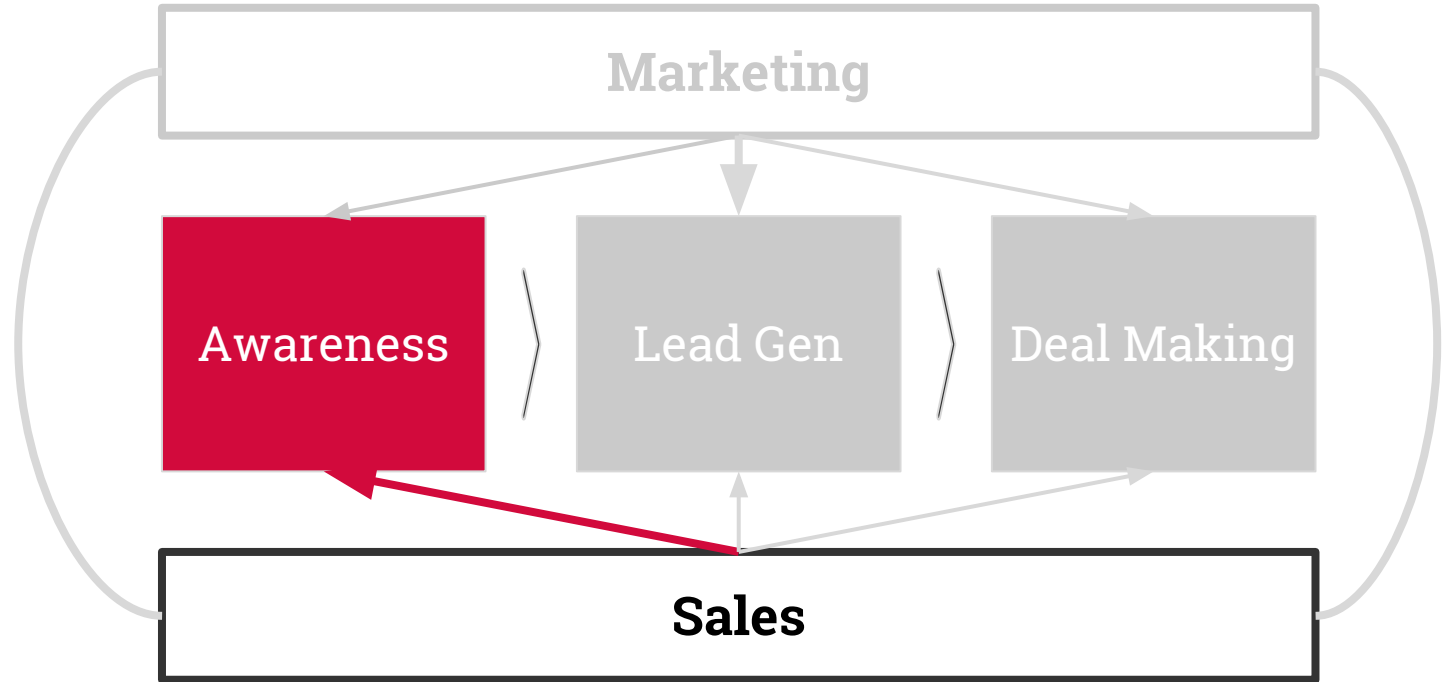
Learnings

- ★ Let sales create the personas; Share with marketing
- ★ Build your audiences, ads and content around it
- ★ Marketing should join the Sales meeting to get constant feedback
- ★ Instead of 2 silos, where marketing generates leads and sales converts them
- ★ One single report and budget for both departments

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Sales supported in awareness creation



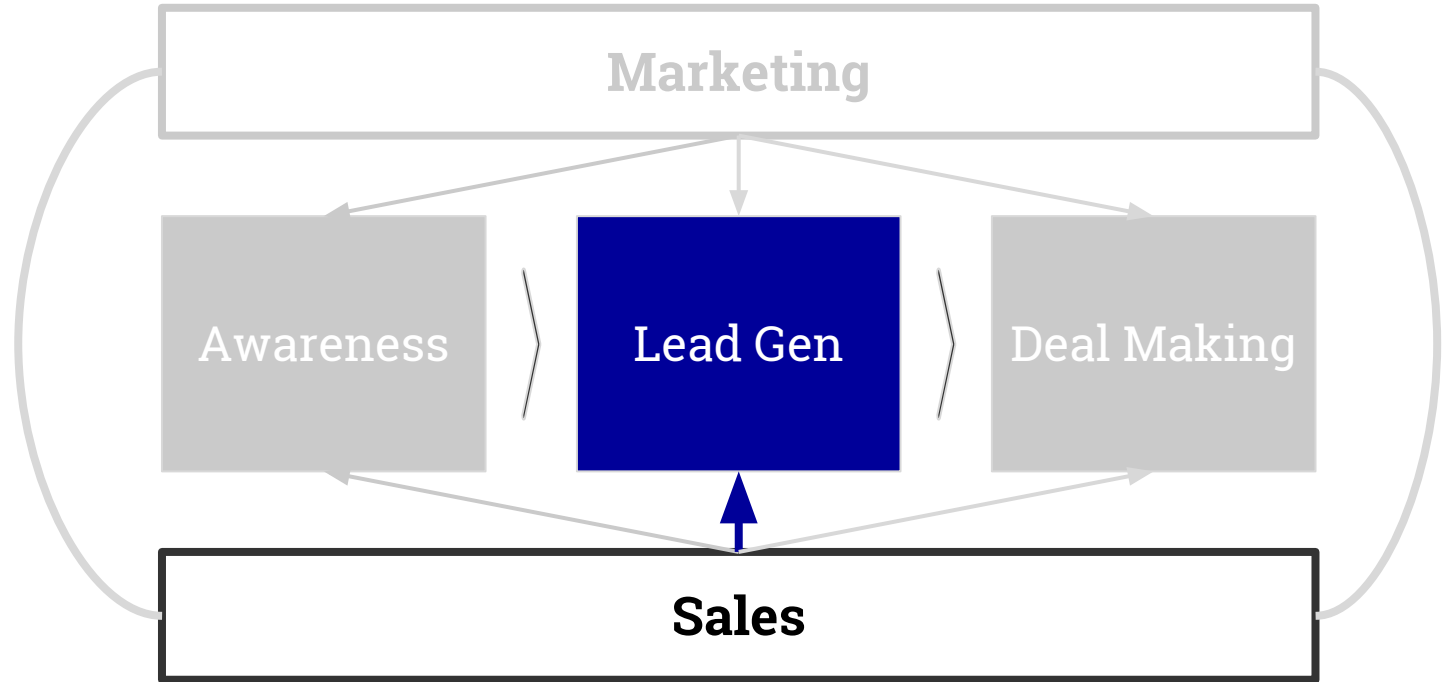
Business breakfast with industry experts and thought leaders

Learnings



- ★ Breakfast-format was suitable for audience (politicians, journalists, customers)
- ★ Created video & audio material that were later on used by marketing
- ★ Very open invitation format led to discovery of a new target group

Sales generated leads through inbound and outbound channels

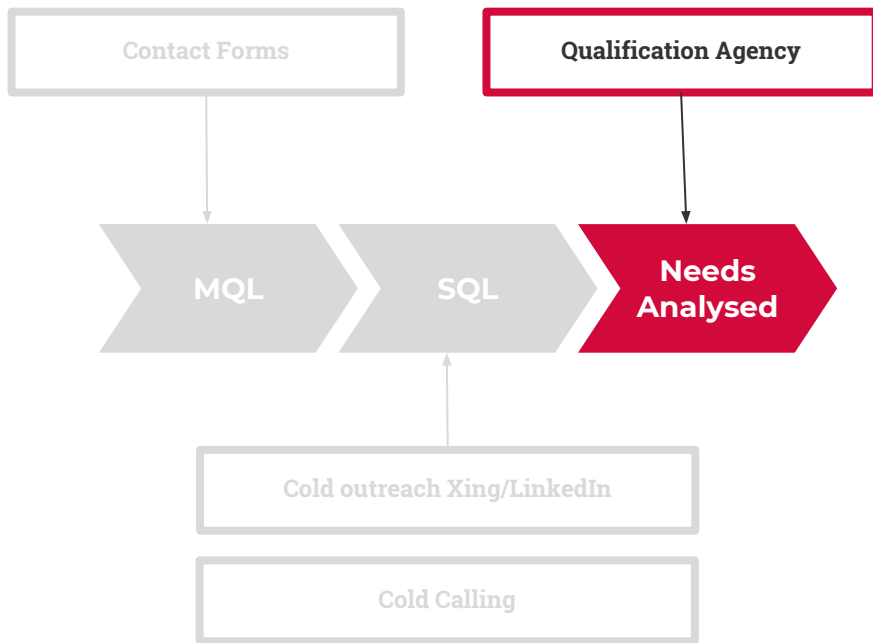


Lead Gen throughout the Sales Process:

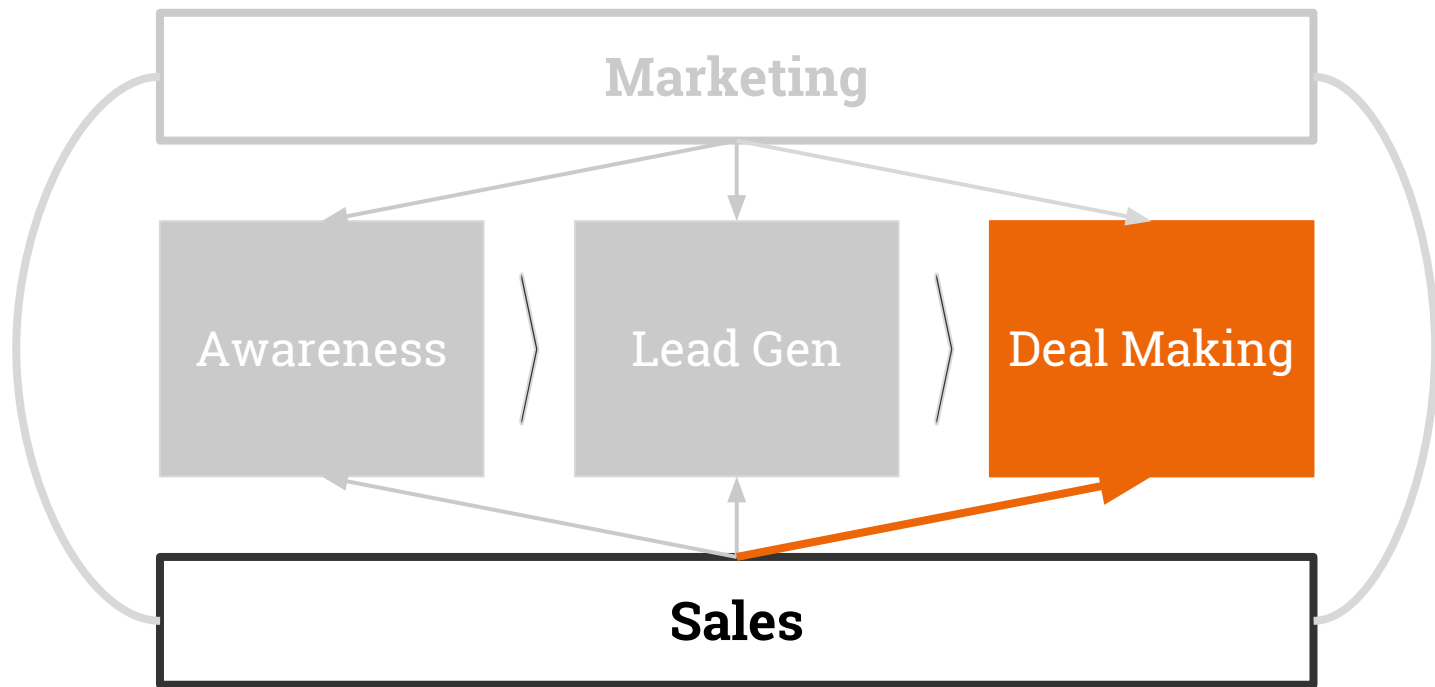
Agency support

Learnings

- ★ Invest time in personal relationship with agency staff
 - Two 4-hour workshops on-site including product demonstrations
 - Weekly update calls
 - Prompt feedback to questions
- ★ Performance: 10,1% of appointments set for product demo
- ★ Great channel to measure strength of purchased lead list



The “usual” sales model: Converting leads through the funnel



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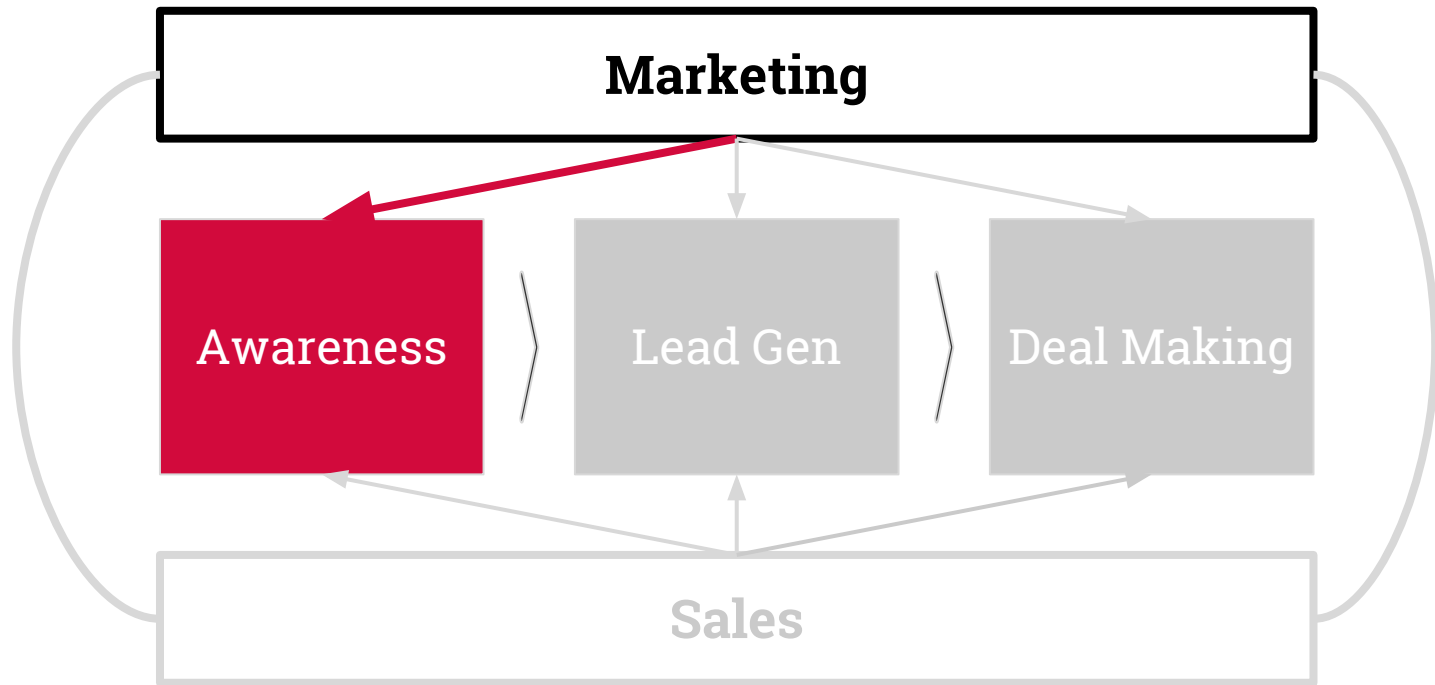
3

Sales Learnings

4

Marketing Learnings

Marketing awareness: Beyond PR



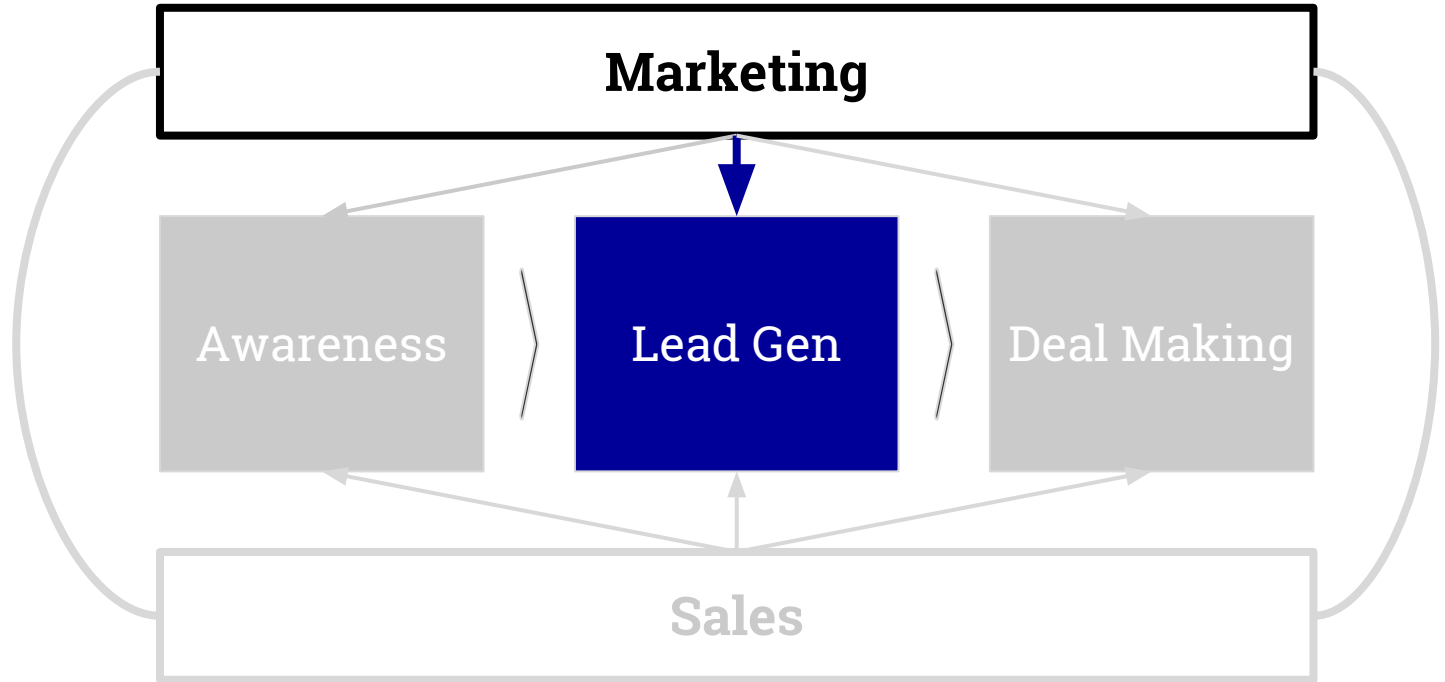
Raising awareness through our target group with video ads

Learnings

- ★ Video attracts **way more attention** than text
- ★ 500 completions for a 2.000 person target group within a week.
- ★ CR of our Direct Traffic from 1,5% to 2%



Lead generation through performance and content marketing



Adwords brings the most conversions



Google Ads

Learnings

- ★ 70% of all customers from marketing started by clicking on a search ad
- ★ Highest CPC, but lowest CAC
- ★ Difficult to scale, as the keyword set is limited
- ★ Don't forget Bing

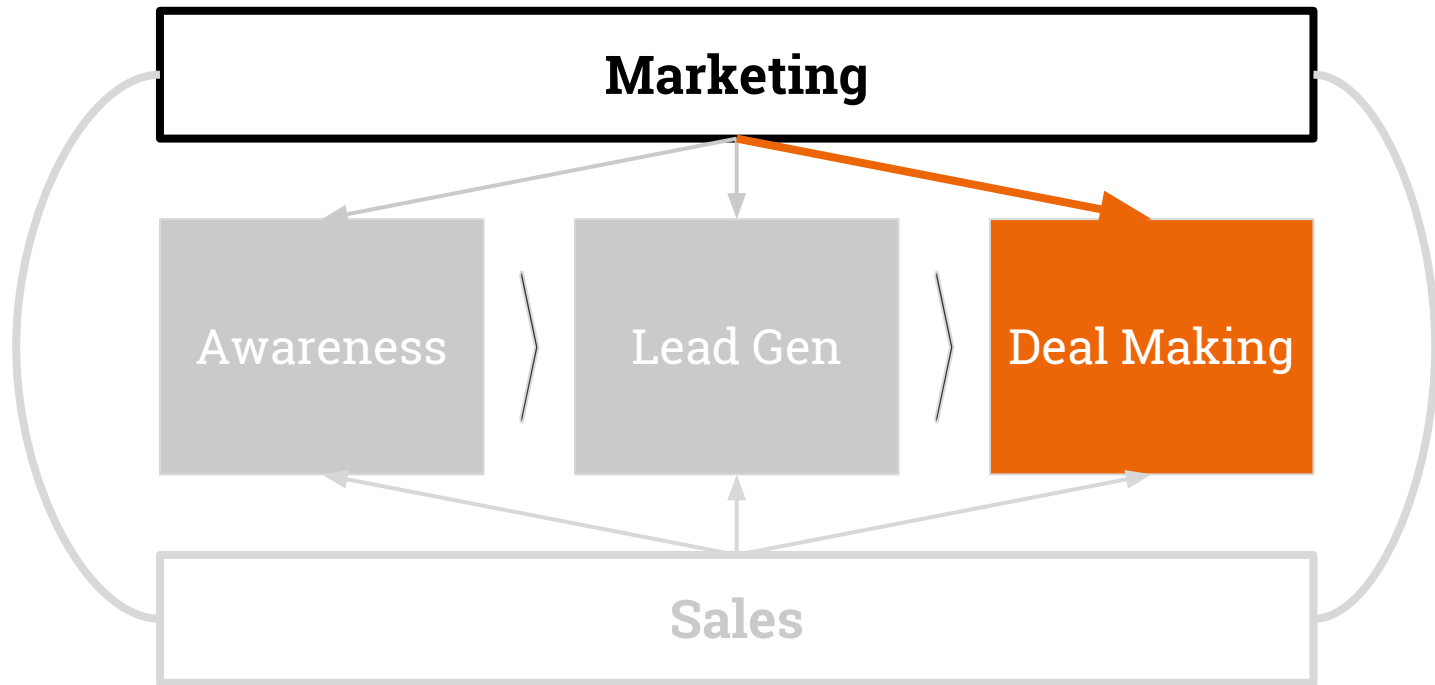
Case studies as “soft” conversions



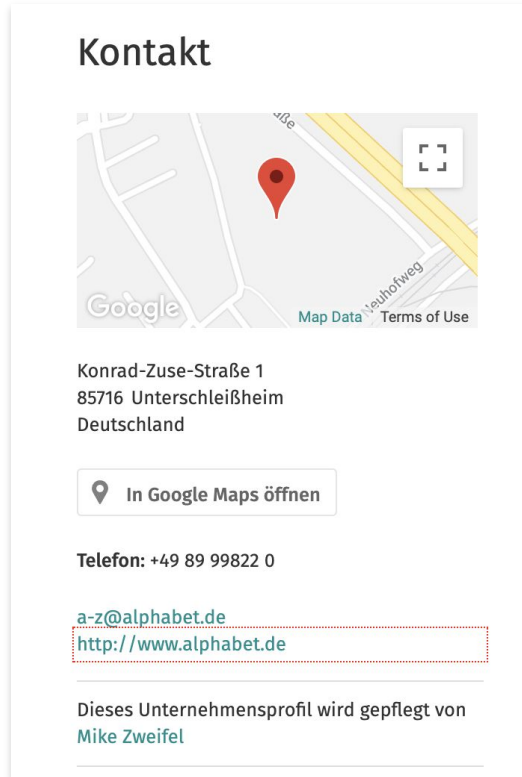
Learnings

- ★ Alternative for those that are not yet willing to talk to sales
- ★ 120 “Content-Leads” without any media expense
- ★ Drip Campaign + Monthly Newsletter
- ★ 20% reached out to sales

Helping with qualification and reactivation



Extracting data through crawlers speed up the qualification process

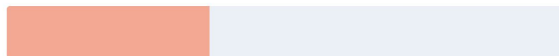


Learnings

- ★ Information like phone numbers, emails, addresses, URLs, No. of employees, industry
- ★ For a one-time-crawl Upwork is the cheapest version
- ★ If recurrent, it is better to build your own crawler
- ★ Google and Bing offer premium APIs

Reactivating stalled leads through newsletters

Open rate 36,6% ⓘ



Unique opens 100

Total opens 181

DESKTOP 51% MOBILE 49%

Learnings

- ★ If the content is interesting people actually read it (for more than 8 seconds)
- ★ Just 1 per month, otherwise the unsubscribe rate quickly increase
- ★ 7% of leads that read the newsletter were reactivated

Time spent viewing email

READ ⓘ

59,5%

SKIMMED ⓘ

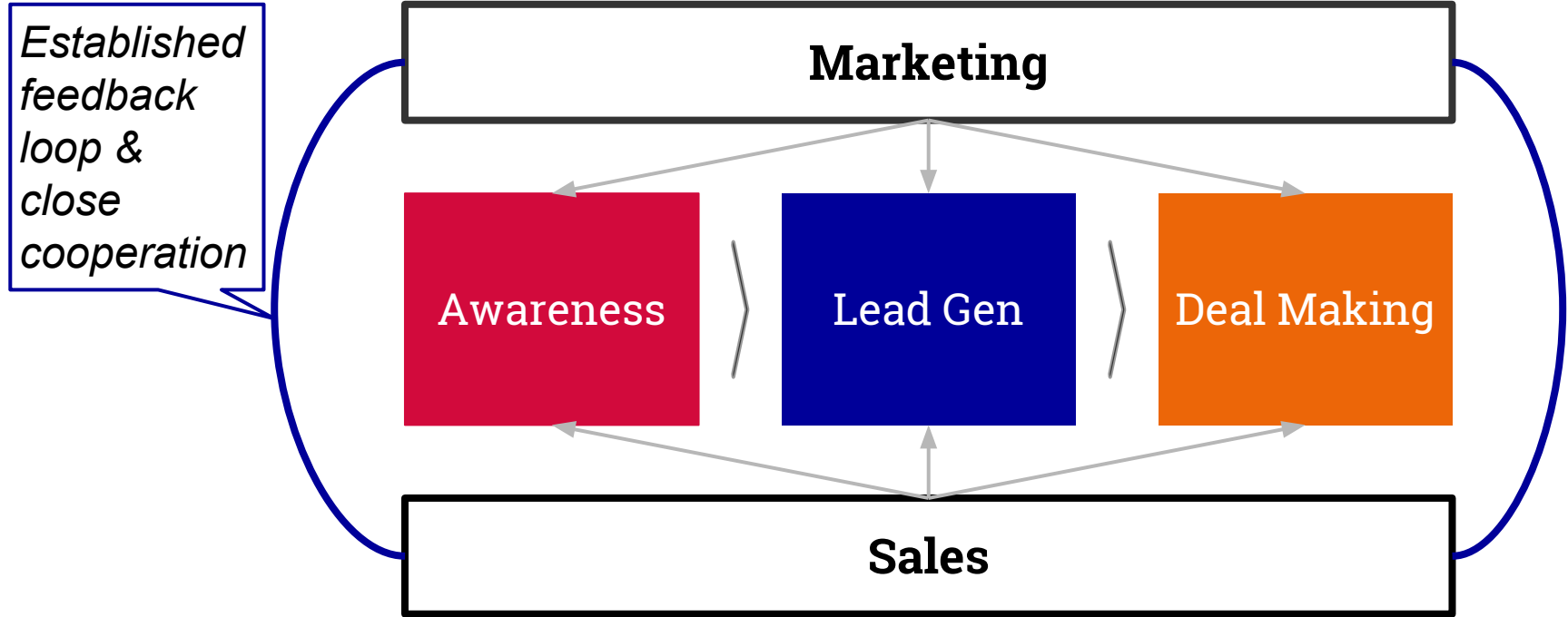
38,1%

GLANCED ⓘ

2,4%



Marketing & Sales as one business unit



Drop us a mail or connect us on LinkedIn!



Corinne Herberg

Sales & Customer Success Analyst



Andres Tapia Almansa

Head of Marketing



Email

corinne.herberg@project-a.com



Email

andres.tapia@project-a.com