

# MARKETING CAPABILITIES & PLAN IMPLEMENTATION

With the marketing framework and structures provided in this capabilities overview, I help brands develop innovative and analytical approaches to growth by building strong engagements with clients through the clear articulation of value at every stage of the customer journey.

# OVERVIEW

As with any well-built structure, marketing requires an intelligent blueprint that starts with a strong foundation. I construct my marketing programs on a foundation of 6 distinct, but tightly-connected pillars.

# FOUNDATIONAL ELEMENTS (1)



**C**  
**CONTENT**

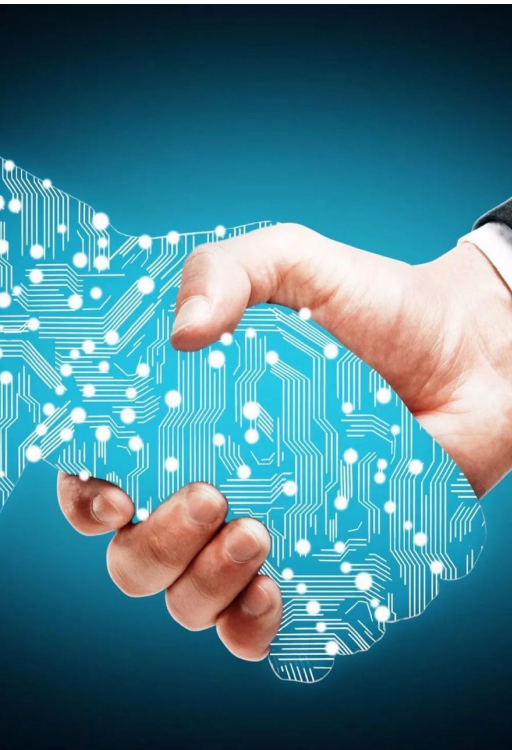
**M**  
**MARKETING STRATEGY**



**A**  
**ANALYTICS**

# FOUNDATIONAL ELEMENTS (2)

**D**  
**DIGITAL  
TRANSFORMATION**



**P**  
**PRODUCT  
MARKETING**

**S**  
**SALES  
ENABLEMENT**



# PLAN ELEMENTS - DETAILS

Each of the foundational elements that underly my marketing initiatives have continually evolved as technology, available channels, and market dynamics have dictated. The components and objectives of each are described in the following illustrations.

# STRATEGIC PLANNING & EXECUTION



## HIGH-IMPACT MESSAGING

I believe that customer-oriented brand messaging that **communicates value** realistically and authentically at each stage of the buying journey is central to any marketing initiative and vital to its success.

## ACTIONABLE LEAD GENERATION

Marketing must create a pipeline of well-qualified, ready-to-progress leads for Sales through engaging nurturing techniques and predictive lead scoring methodologies in order to **shorten the time required to convert prospects** from Awareness to Revenue.

## OPTIMIZED CHANNEL STRATEGY

Through the implementation of agile marketing methodologies, automation tools, and advanced analytics I optimize marketing channels and programs to achieve **industry-leading ROI** while maximizing new business growth.

# ANALYTICS

## STRATEGIC USE OF ANALYTICS

Using lean management principles of continuous improvement, I evaluate the performance of every marketing channel using commercially-available analytics platforms and custom measurement tools to improve resource allocation in order to achieve **maximum ROI and revenue growth** from marketing programs.

## KEY PERFORMANCE INDICATORS

Using a series of custom dashboards provides me the insight to make **actionable business recommendations** based on:

- Leads/Opportunity Creation
- Lead Quality and Funnel Conversion
- Content Frequency, Recency, Engagement
- Referrals – Third Party and Social
- Website Performance
- Advertising and Search
- Campaign Performance
- Product Launch Accuracy
- Product Diffusion
- more...



# CONTENT

## CAMPAIGN MARKETING

I build and manage strategically scheduled content pipelines that employ recurring themes and align **benefits-based messaging** across the digital, print, and live media channels where audiences consume information: brand websites, email, search, social, and contributed content.

## THOUGHT LEADERSHIP

New and re-purposed content of a non-sales nature that positions people and brands as the **domain experts** on industry topics. Examples include articles, blogs, tools, calculators, best practices, and other useful materials with intelligent use of keyword-dense copy to elevate brand profile throughout target industries.

## ENGAGEMENT AND ATTRIBUTION

Continually review and update all digital content – particularly website pages – to use a call-to-action strategy that will **maximize audience engagement**, enhance qualification accuracy, and uncover new opportunities while providing data to understand what is working or drive corrective action on campaigns and content.





# DIGITAL TRANSFORMATION

## DIGITAL TRANSFORMATION

I have led several implementations of marketing automation platforms and/or full martech stacks to turn marketing organizations into agile and efficient teams that **stay one step ahead of market changes.**

## REAL-TIME INSIGHT

By building and optimizing keyword strategies, re-marketing workflows, and digital tracking code, I ensure that behind-the-scenes structures give marketing teams the insight to proactively **identify and address business opportunities.**



# PRODUCT MARKETING

## MARKET ALIGNMENT

I facilitate profitable new product introduction and accelerate or extend the market diffusion curve of portfolio solutions by ensuring that the needs and knowledge of external and internal stakeholders are used to **align product roadmaps to market dynamics**.

## ROADMAP MANAGEMENT

My disciplined approach to new product and feature development quantifiably sets roadmap priorities based on revenue potential and resource availability thus **speeding time-to-market** and properly setting customer expectations.

## PRODUCT SUPPORT

Long-term product success requires best-in-class product support materials - including sales collateral, training resources, case studies, and technical information - available to all prospects and customers to **maximize customer satisfaction and brand perception**.



# SALES ENABLEMENT

## LEAD GENERATION AND NURTURE

Through the use of customer-centric brand stories, drip marketing campaigns, and re-targeting strategies I assist brands in building an **actionable pipeline of well-qualified leads** and engaging prospects effectively at each stage of the buying process to position their solutions as the best choice to achieve objectives.

## CONVERSION VELOCITY

By mining acquired data to build buyer personas I ensure that leads are qualified as ready to move to the next stage in the buying process and **dramatically shorten lead conversion time.**



## TOOLS

I place a great deal of importance on equipping Sales with collateral, technical information, and scenario-based qualifying strategies and the media and delivery mechanisms best-suited to **effectively communicate product benefits** to customers.

## MESSAGING

A critical element in my sales enablement programs is a set of concise value propositions for use by a Sales team that solidify customer **confidence and trust in a brand** throughout their relationship.

# IMPLEMENTATION PHASES

Though specifics will vary, my approach to creating a new (or evolving an existing) platform for marketing success includes three phases that:

- a) ensure a comprehensive and accurate view of market opportunities,
- b) set clearly defined objectives to capitalize on them,
- c) and put the necessary pieces in place to address them.

# PHASE 1: DISCOVERY

Using both internal and external data, I recommend a deep dive into the current state of markets and an evaluation of the brand's place (both real and perceived) in them. Looking at recent and targeted business performance we then establish a set of core objectives to assist in determining priority and scheduling of marketing efforts.

## BRAND INVENTORY

- What are we known for now?
- What do we want to be known for?
- Why is that our goal?
- What will get us there?
- Where are the gaps?

## MARKET ASSESSMENT

- Total market size
- Addressable market
- Current share
- SWOT
- Gaps to address
- High ROI opportunities

## OBJECTIVE SETTING

- Market share
- Revenue – total & incremental
- Market share growth
- New market segments
- Timelines



# PHASE 2: IDENTIFICATION

With a macro view of markets and our organization in place we will look more granularly into the specific customer segments and application areas where our solutions are, or can be, employed with greatest impact and return-on-investment for both us and our customers.

## TARGET MARKETS

- Define buyer personas – user, economic, technical
- Articulate our value proposition(s) – now and future
- What are known and relevant buyer and customer behaviors?

## TARGET USE CASES

- How do customers use our products today?
- How do we want customers to use our products?
- Why is there a difference?
- What will it take to bridge the gap?

## SOLUTIONS

- What is in our portfolio today?
- What is on the roadmap?
- What new products or features represent the greatest potential value and highest impact?



# PHASE 3: EXECUTION

Moving to a more operational focus my teams and I create, launch, and implement the deliverables that will enable the marketing plan. With the previous planning phases complete, implementation is quick and will often lead to results within a relatively short timeframe. At this point we will continue to measure, learn from, and refine activities in order to continually drive growth and stay ahead of changes in target markets.

MESSAGE CREATION

INTERNAL  
COMMUNICATION PLAN

EXTERNAL  
COMMUNICATION PLAN

CREATIVE ASSETS

PROCESSES & TOOLS



**PROFILE**



# JUSTIN PANZER

<http://justinpanzer.com>



MARKETING LEADER

GROWTH ACCELERATOR

TEAM BUILDER

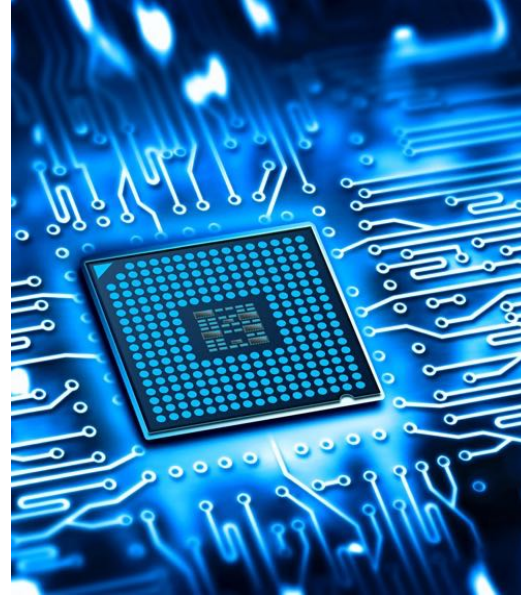
I am an accomplished senior marketer creating inventive strategies, shaping high-performing teams, and implementing data-backed processes proven to accelerate brand, portfolio, and revenue growth.

# DOMAIN & INDUSTRY EXPERTISE



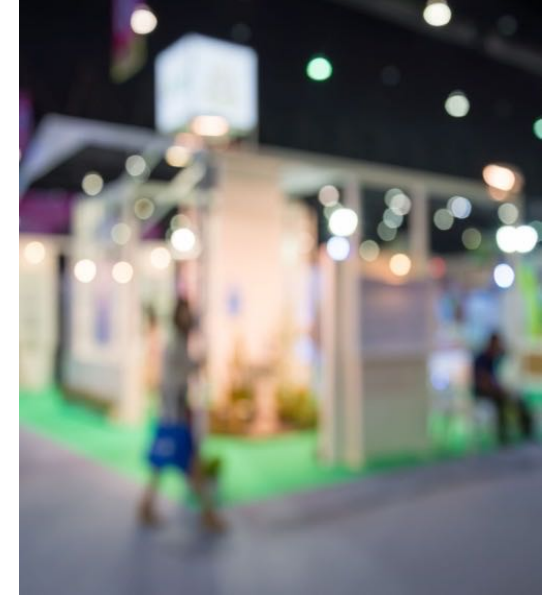
## MARKETING

- Strategy & Implementation
- Go-to-Market
- Lead Generation
- Digital & Traditional
- Marketing Technology



## TECHNOLOGY

- Software and Hardware
- New Product Introduction
- Innovation Strategy
- Lifecycle Management
- Systems Implementation



## EVENTS

- Exhibitions & Experiential
- Project Management
- Event Technology
- Thought Leadership
- ROI Measurement

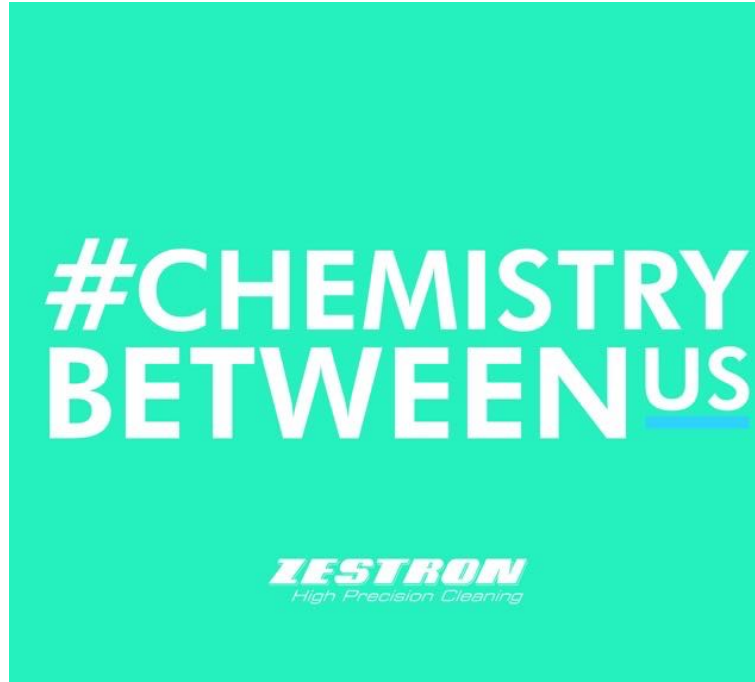
# EXPERIENCED

# SUCCESS STORIES



## NEW PRODUCT LAUNCH

- SaaS
- Concept through revenue
- Adoption in 6 countries
- 3x YoY annual recurring revenue
- Multiple competitive displacements



## DIGITAL MARKETING

- Campaign-based growth marketing
- 80% lead generation growth
- >5x digital ad impressions
- 150% engagement increase
- 16% expense reduction



## BUSINESS GROWTH

- 1<sup>st</sup> non-European sales and product team
- Global sales training program creation
- From \$80M - \$350M revenue in < 5 years
- 10% year-over-year profit increase

PROVEN