The Evolution of Field Marketing: How to create a personalized experience in a digital world

Hosted by: Dani Hao, Marketing Coach and Consultant
Guest speaker: Nick Bennett, Director of Evangelism & Customer Marketing, Alyce

Dani:
Hello everybody and welcome to another episode of Supercharged Marketing. Today we have Nick Bennett here with us, he's the director of Field Community and Partner Marketing at Alyce and he's also a field marketing thought leader. Nick is a personal branding enthusiast and field marketer who is paving the path for others in the industry as the new era of field marketing 2.0 comes into play more. Nick enjoys spending time with his daughter, writing content on LinkedIn and Twitter and meeting others in the B2B world. Give Nick follow on LinkedIn if you want to elevate your game.

Dani:
Hi Nick, thank you so much for joining us on the show today.

Nick:
Yeah, thanks for having me. I'm super excited to be here.

Dani:
I am as well. And you know, as soon as you sent me that bio, I was super excited to hear about it because you know, field marketing, I feel like that's the field that we don't really see often on LinkedIn. So I'm really curious to hear your perspective on it and especially what is field marketing 2.0 and how does that differ from 1.0?

Nick:
Yeah, absolutely. You know, it's a pretty interesting question because when I started to get active and take LinkedIn seriously, it was March of 2020. And so, there are 750 million-plus LinkedIn users and so no one talks about field marketing. So I said, what a great way to niche down and really start to build an audience for yourself. And so I just kind of started to tell people what it was where I see it going.

Nick:
And so basically, the way that I look at it is field marketing 1.0 was very much focused on being an event-driven person. So, nothing wrong with that, you do events, logistics, and all that good stuff. However, what I've been trying to transition to people's mindsets is field marketing 2.0 which is very much focused on being a revenue-driven marketer. So you have the understanding of events, you have the understanding of digital, content, product, creative, you're really the one that's kind of calling the plays but working cross-functionally with all the other pieces within not only marketing but also sales, finance, ops, like putting it all together so that you can ultimately drive more revenue for your sales team.

Nick:
You should be looked at as really like a full-stack marketer. You're not just pigeonholed into like one thing, but you're going to be the closest to not only the sales team, but in many cases the prospects and customers as well.

Dani:
I love the word full stack marketer because you hear that a lot in the engineering world where you know, you master the art of the back end and the front end. But I feel like for marketing a lot of times marketers are pigeonholed into their roles and they're not really understanding how the entire marketing funnel works together and then you get these people trying to piece these pieces together and nothing really works out. So I really like your definition of that. I'm just curious how does this look like right now, especially with field marketers right now in their field, they are currently focusing on events. So how do you recommend people expand outside their field?

Nick:
Yes, I think the big piece is you have to figure out how to be an asset to your sales team, how can you provide value quickly? And so it goes partly to building relationships with your sales team. The way that I've always thought about it is my sales team is my customer. You want to make your customer happy, you want to provide value. Once that's done, it's kind of reciprocated. So when I go to them to ask them to follow up on something or run a specific campaign with me, they're much more willing to do that versus just being stuck, like, 'oh no, you're just another corporate market that's jamming stuff down my throat. I never hear from you unless you want something from me.' And so if you're looked at as a tool within their arsenal, your value is so much more.

Nick:
And so don't just kind of say like, you know, 'let's just focus on events.' I do think events is a big piece of it. However, how are you going to activate events or how does it play into a larger campaign? And I think that's the piece that you have to add value because anyone can do an event for the most part. But what are the pre-event pieces, the during-event pieces and the post-event pieces? How does digital and creative play into that? What does your brand and positioning look like for a specific product or a specific campaign?

Nick:
We like to think of our campaigns around quarterly themes. So each quarter our theme changes and so everything that we do rolls back up into that theme, and whether it's events digital, like social, all that stuff, it plays into that and then it kind of helps paint a better picture, not only for the sales team, which will hopefully drive more pipeline, but also for your executive team.

Dani:
Let's get into events a little bit more because I feel like this is really relevant right now, where now you see a lot of conferences happening in person, which is super exciting. So how can companies really succeed in that? When it comes to either like a conference strategy or an

event marketing strategy you mentioned there's the pre-event and post-event part. So how do you piece these together?

Nick:
Yes, so you know, I'm actually going to my first in-person event in December. February of 2020 was the last time that I've travelled, so I'm super excited for that. Personally, when I think of trade shows and conferences, if you're only going to be setting up a booth at these shows and you have no other activations that are around it, your ROI is going to be terrible. And there are definitely some outliers here but for the most part, no one will be successful by running a trade show booth-only play.

Nick:
You have to have other activations. Are you doing dinners around it? Are you running digital pieces around the even? Are you pre-setting up meetings with your ICP prospects and customers that are gonna be there? Are you also leveraging the ability to use social and just kind of make it fun? Are you a brand that's worth engaging with, or do you just keep it like' oh you know, hey, I'll swing by your booth and I'll get another pen?' No one wants another pen. They want something that will create an experience for them. And if you can create experiences for your prospects and customers, that's how you win.

Dani:
I love that approach and maybe we can get into that a little bit more since you're attending the event in December. Which event are you guys attending?

Nick:
So it's the sixth sense breakthrough. So we're actually a customer of theirs, they're a customer of ours. But what we're going to be doing there is we actually have a swag store set up where we'll be able to basically provide swag in person, like custom stuff, as well as the virtual people that are going to be tuning in because it's both a hybrid event. We'll also be able to deliver really cool experiences for them that walk that way. But I'm super excited because just being able to interact with other marketers, and I do have to say, being in Martek it's a little bit easier because you're a marketer that's marketing to other marketers and it just makes it so much easier because take what we do, we're gifting platform. I bought products like this in the past. I am the ICP.

Nick:
So when I get to talk to other prospects and customers, I was in their issues at one point, I know exactly what they're looking for, I know what to avoid. And so it makes that conversation a lot easier, whether it's at an event, whether it's just 'hey, you know I joined a lot of sales calls and they just want to like talk to a marketer one on one and be like hey you know what should I be looking at? Like if I want to run this for an ABM Strategy, what are the best ways to incorporate gifting?' And so we just have conversations and I feel like that goes so much further than just saying 'hey, I'm gonna send you something' or 'here's another gift that you'll probably never use.'

Dani:
Yeah I think like my experience with events has pretty much been how you've basically said it, you know a lot of times as an event attendee I go there, I kind of see what booth look engaging and what swag they have, and then that kind of attracts me to the booth, right? And then from there, I will have a conversation with the team and it's usually quite casual and you know, I don't think much about it, but it's that follow up, it's that experience. If they gave me a really wow experience, I kind of remember that brand, so I totally get you. As a B2B marketer, you kind of get how B2B marketers think and then when you put yourself into their shoes then you can create that experience that will work for you as well.

Nick:
Exactly, and at the end of the day, it's the creating experiences piece that I think separates it. No one wants to be touched anymore, it's such a weird creepy word. But if you're creating experiences, it just sounds so much more inviting.

Dani:
Absolutely. So what are some ways that you are getting people to your booth when it comes to the Sixth Sense event?

Nick:
Yes, so honestly, for this specific one, we'll be kind of showcasing the only, I guess, play there that is really providing swag - that's just like part of our sponsorship for the event. So, I think it's just something where people will kind of be able to swing by. Think of some of the bigger trade shows that you've been to. You know how sometimes they have like a swag store or something like that? Like, you think of some of these like 40,000 person conferences, whoever's putting it on, sometimes they'll have a sponsor and they'll just kind of like sponsor that piece of it. But we'll be providing people with breakthrough swag, all different types of things, and just kind of having really fun conversations with people.

Dani:
Yeah, that's super exciting. And let's talk about the swag a little bit, because I know that's kind of the point of Alyce and the value that you guys are able to give. So there is so much crap that's kind of given away in the name of swag and, you know, B2B style hoarding when it comes to gifting, whether it's like gifting customers or gifting prospects. So how can a B2B business actually use gifting to its advantage across the funnel, and can you give us some examples of that?

nick:
Yeah, absolutely. So I think this is the piece that's always driven me to Alyce because they're focused on the personal - the person behind the persona. So everyone knows what we all do in a 9-5 world, but what does that person care about in their 5-9, and that's the piece that we personally focus on when we're creating these experiences. So basically with our platform, what will happen is you submit someone into the platform that you want to send a gift to and will

actually scour any of their public-facing profiles that aren't private, so like LinkedIn, Facebook, Twitter, Pinterest, and Instagram, and then it will pull out things that these people care about, and they will recommend gifts to you.

Nick:
So I could say, all right, hey, you care about dogs, here's a chewy box. That could be a really fun gift to send to the specific person you can then craft your messaging and what does that actually look like when you send the gift, but we'll pull out what's important and how do you connect with a person on a 1-1 basis versus just saying, hey, I'm gonna send this person a $20 Starbucks gift card. Yeah, I mean, people would love a Starbucks gift card, but what if you dug a little bit deeper without having to do the work manually and we kind of just surface that information for you and then you knew exactly what to send at the right time?

Dani:
That's actually super cool. I can kind of see this working kind of across the funnel too, it doesn't have to be an existing customer, it could be like a prospect or even someone currently in the pipeline as well.

Nick:
Exactly. Fun fact, there are actually 17 different unique places where you can use gifting within the buyer's journey, from awareness all the way through to loyalty and advocacy.

Dani:
And just curious, since we're getting out of the pandemic right now, a lot of people are still not back to their offices. So how does that work when it comes to gifting? Since, physical addresses are a little bit harder to get.

Nick:
Yeah, so it's a great question. So fortunately we are a recipient-first gifting platform. So say I send you a gift, it will be a link and so I can send it via email, I can just take the link and drop it in LinkedIn, Twitter wherever. And so you'll get the link and I could create a video with it if I wanted to and once you click it and you decide you want to opt-in and receive the gift, you'll then be able to go in and put your address in on the back-end and you can actually from there, if you don't like what I sent you, you can swap it out for any other item on our marketplace or donate to a charity, which is a huge, huge piece that people love, like being able to give back to a charity of their choice is something that goes a long way.

Dani:
I love that. I know on Linkedin, I like to talk a lot about conscious marketing. I think this really goes back to it where marketing can be sustainable. I feel like we generate so much waste sometimes when it comes to marketing, especially when it comes to the event space. But also when it comes to the digital world where we send a lot of random content that's not really I thought about and not customized. I feel like what Alyce is creating right now is really putting the

users first and making sure you're spending enough time understanding what they like, what they don't like, but also giving back. So, I love that approach.

Nick:
Yeah, absolutely. It goes back to creating experiences. No one wants a crappy experience, whether it's buying something or getting a gift, they want to be wowed. And when you think of everyone working in a remote-first or digital-first world, how can you cut through the noise when no one checks their email half the time or they're getting hundreds of emails a day? You connect to them on a personal level and understand that they are human versus just someone that's doing field marketing or a ABM or whatever it is. That's when you can f make that experience happen.

Dani:
And when it comes to gifting, what do you guys normally recommend for after a gift? What does the follow-up look like and can you give us some examples of what worked?

Nick:
So basically, we don't recommend that gifting be used as a first step. So most of the time, specifically our sales team, will use it a lot to open opportunities and so they'll use it further down from kind of like their steps, like kind of like, you know, four or five, like they sent a few emails, they send some content, now let's send someone a gift and kind of connect to them on on that standpoint. Video is also really big. Like when you can send a video post-gift, kind of recapping what that experience looks like for them, it's something that really sticks out as well. And they're like, wow, that's pretty cool, that's pretty amazing. The way that we operate from a gifting perspective, our BDR team works with our AE team and so our AE's are using gifting mostly for mid-deal accelerators as well as the net new opportunities, but they're focusing… We have a named account model. So they go after specific accounts, they don't have a territory base and they're leveraging video in every single piece that they do. And honestly, that's the highest piece that I've seen that actually converts after.

Nick:
Another piece that's interesting, and the only reason I know this is because we're putting out a report tomorrow, is that if you send multiple gifts to someone for each additional gift that you send, it's a 35% increase of that gift being accepted. So say I send you a gift, you go dark on me, I get nothing. Two weeks later I send you a different gift, there's a 35% higher claim rate versus not following up at all.

Dani:
Wow, that's really interesting.

Nick:
Yeah, it's pretty eye-opening honestly because I mean, we've all been sent gifts at some point and most of the time they want to book a meeting with you and so sometimes, you know, I'll be honest, I've taken meetings before just for the gift, but I've also bought products before that

were originally sent by a gift. So I think it definitely depends. I think it's important to know that gifting is not a silver bullet and it needs to be part of your larger pipeline strategy.

Dani:
Yeah, I'm in the same boat as well. I've definitely gotten gifts before and I kind of forgot about them and then when they sent me a follow-up, I'm like, oh yeah, you're the person that sent me that gift. So I think yeah, the follow-up piece is so important when it comes to using gifting as a strategy. So let's talk about ABM a little bit. I know Alyce is a big supporter of that and this is what you guys do. So how do you actually build an ABM strategy that works, because I feel like ABM is thrown out a lot as a buzzword but people aren't actually really doing it? So how do you actually build that out?

Nick:
Yeah, it's interesting. Before my title change back to the field marketing side of it, I was originally hired to do ABM. And so I launched it from a 1:1 perspective. We had 45 accounts that were like our target tier one accounts, and 50% of any good ABM strategy is developing that list. However, you can't do it in silos. So if marketing says 'these are the 45 accounts we should go after', sales says 'ah 20 of those are junk, why should we go after them?' and then you've got rev ops or sales ops coming in saying 'you know, another 10 of these probably aren't really worth it', like you're just wasting cycles. So you need to work collectively between marketing, sales and your rev ops or sales ops team to be able to say like, hey this is the target list of 50, 100, 300 whatever the number you think is that you're going to focus on. Obviously, as the number scales, it makes it a lot harder unless you have the resources and bandwidth to be able to support that from a 1:1 perspective but it makes it easier to support from a one to few and one to many perspectives.

Nick:
So it's like you've got your tier ones, you've got your tier twos and you've got your tier threes. The tier threes, for us, were always just evergreen stuff that was running in the background where the goal was to push them inbound but it wasn't assigned to sales, it was more like, 'hey these are ICP fits, we would love to see them come inbound but we're not going to invest as much money into them.' Tier one and tier two are where I spent most of my time. And to be honest with you, when we were doing a 1:1 motion, we started off really strong when in a quarter and a half out of 45 accounts, we opened 26 of them. Really good numbers.

Nick:
However, we didn't have any deal acceleration plays in place that helped push them through the funnel. So a lot of them fell flat on their face because we were so focused on opening opportunities but not progressing them all the way through the funnel, and I think that's another piece where people kind of get like lost, it's like they invite target accounts to events or they do specific events for target accounts but that's all they're really doing. They say they're doing ABM however you really need a full-funnel ABM strategy that encompasses the digital and events piece of it. You've also got content which is a huge, huge undervalued piece of it, and you need

to have all those played together to be able to capture demand, create demand and then basically kind of activate that outbound motion to be able to drive these folks inbound.

Dani:
Let's talk a little bit more about that. So where a lot of people get stuck on is even the first part of the equation, which is how do you determine whether it's a tier-one account or a tier-two account? So what are some of the things that you guys look at in Alyce when it comes to building your account list?

Nick:
It's a good question. So we use Six Sense from an intent perspective, everything that we do is based on an intent model. So the way that Sixth Sense is set up is there are four buying stages: there's awareness and consideration, and then there's decision and purchase. The decision and purchase is where we spend most of our time because based on they at least know who we are, the messaging should resonate, they're a little bit further along in their search of a gifting platform and they're usually the ones that we'll spend our time with because we know that that we can convert them a lot quicker.

Nick:
And so basically what we'll do is we'll look at specifically marketing qualified accounts. We don't measure leads at all. We only measure the account level values and we focus on those. So, they have to be in the decision and purchase stage and they have to have an intent score of over 80, from like basically on a scale of 1 to 100, 100 being the best. So over 80, which also means they've done a good amount of research, you know, within the dark funnel about us, they know who we are, all those pieces.

Nick:
And then there are a couple of additional pieces. They have to support our land and expand strategy. They have to be a logo that, you know, it's something that other people would look at. So like if you look at, I don't know take Apple, when people see Apple as a customer of people's, they're like, ‘wow if Apple is a customer, maybe it is a product that I should look into.’ And so it's having that logo wall that drives people back to you. And then the other piece is just making sure that they're a named account.

Nick:
So when they get assigned to a named account we can't just kind of take a count-out of anywhere. And so myself, the sales team and our red box person, we get together and we basically kind of create this list based on blueprints, we look into all these cookie-cutter items that are out there, we find out any digital breadcrumbs, all those pieces, and we kind of put together our list from there. Once we have the list, it's now focusing on what are the tactical pieces that we can do.

Dani:
Yeah, these are some really great tips and insights and when it comes to working with the sales team, you know, sales enablement is super important. So how do you make sure you're also creating the right content and also creating the right content with the sales team on these different initiatives? And I guess a follow-up question to that is, what do you give to the sales team for support and what is it that they work on? Because I feel like from past experiences trying to launch an ABM in my previous company, it was a little bit difficult to get it off the ground because sales was like, 'well marketing's role is to do this and that so we're only going to focus on the outreach part.' So how do you kind of balance that?

Nick:
Yeah, so I mean it's tough because we're a small marketing team, we only have six of us right now. And so we're building that out to hire like a content marketer, a product marketer. I feel like enablement is one of the most undervalued pieces because I spend so much of my time working with our AE's to be able to say like, 'hey these are what can we do together.' And so we basically put together like a menu item list of things that we can do based on stage, and it's a wide variety of things, there are like 20 different things that we can do and so we brainstorm on an account by account basis and we work together. If they don't have any knowledge of the account, I make them go find out about the account. First off, it shouldn't be a tier-one account if you know nothing about the account. That's, that's the first issue which goes back to the list, but then we just kind of work collectively together, you know, we hold each other accountable.

Nick:
Obviously, their goal is to close revenue and my goal is to create pipeline that helps them close revenue. But it goes back to sales and marketing alignment - if we aren't doing it together then you're never going to be successful because you're gonna be so siloed doing your own thing that I could be creating a ton of pipeline but if sales isn't converting that pipeline then what are we doing out here? You could create millions of dollars in pipeline and sales could be like, 'yeah, I closed 10% of that' like you're leaving so much on the table if you're not going at it together collectively, which also means you should be under one revenue organization.

Nick:
You should also be focused on creating the KPIs and metrics that matter together. Not marketing saying, 'hey, let's just go create MQLs'. What are the metrics that sales and marketing should be responsible for this ABM program?

Dani:
Wow. A lot of really good takeaways from there. I don't even know where to start. I think like the menu part, that's definitely something we're gonna steal at Lumen5 as well. I think that's the part where we're a little bit stuck on, you know, what is it that you guys want? And I think a lot of times with, I guess newer sales folks, they don't really know what they can actually pick from. So I think the menu approach is brilliant.

Nick:
Yeah, we put together this kind of document that shows how heavy the lift is for each of these items, who's responsible for it, what's the lead time, because obviously, you know, spinning up a quick ad for the specific account around their pain points, that's easy if you have the creative resources there. But if you want to create a whole lunch and learn program for a specific account or create a specific - we call them 5-9 events - create a specific 5-9 event or experience for an account like that's going to take a good amount to spin up to get the invites going. Is it in person, is it virtual? What does that look like? What does the pre, during post-event look like? You know, doing that for an account every single time can get pricey too. So you don't want to just kind of say hey we're just gonna throw everyone their own event, can you group them together? Can you do that one too few approach? I think those are all things to consider as well.

Dani:
Yeah, I love that. Those are all really good questions and in terms of these actual events that you're mentioning, is it usually marketing leads or sales lead when it comes to the facilitation of that?

Nick:
Yeah, so it's marketing lead. And we try to make these 5-9 events all about you, not about us, there's no sales pitch. It's about creating an experience for someone that just gets to know them as a human, which means that whether they need the product today or three quarters from now, they're gonna keep you in mind because you created an experience and didn't try to just pitch them, and first focused on understanding who they actually are and what they care about.

Dani:
Yeah, I think a lot of B2B companies focus too much on the short term wins - they're trying to like get a deal right away or trying to get pipeline as strong as possible, but when it comes to ABM, a lot of it is really just playing the long game. You're cultivating these relationships. And it goes back to the social selling approach that I think a lot of companies are starting to understand.

Nick:
Yeah, exactly. I think that's a whole another piece of it that goes kind unnoticed. Whether you call it a personal brand or whether you call it an audience, being able to be active on social and be able to not just be on social and just like sharing work stuff, but like how can you get people whether you niche down to field marketing or whatever your, you want to talk about, like focus on something that you're passionate about and just start to work on it and build over time because what's gonna happen is your key accounts that you're connected to and those key people are gonna start to see your content and they're gonna keep on seeing it and then over time they're gonna be like, 'hey, you know,I really love your content, I think I do need a gifting platform, we're starting to kind of think it's a 2022 initiative, I'd love to have a conversation.' And, basically you paid nothing for that.

Dani:
Yeah, absolutely. I am a huge supporter of personal branding as well. I know I've worked with some CEOs that are a little bit shyer about posting on social. So how do you recommend people get started on that without being too self-promo-ey?

Nick:
I think it's just figuring out what your initial specialty is. Just focus on something you're you're passionate about and just start to talk about it. Whether you want to talk about, like my personal favorite is just stories about things that you're working on right now that could help other people, like say you're launching paid ads, like what are you learning about paid ads and like optimizing AB testing? Like what are things that are working so that I could try to figure out like what to avoid or not avoid. Like I'm running linking conversational ads and so I put a post out there of like, 'hey, here are some things that I'm learning from conversational ads' and like it blew up, people were messaging me left and right, like, 'hey, can I see what this looks like, I'm thinking of exploring this' like that is a value-first thing.

Nick:
And if you're just too shy or you feel like you have nothing to talk about right now, find 10 content creators that you want to learn from on LinkedIn and just go comment on their posts every single day, and not just an emoji or like. Figure out how you can answer what they post about and add value to it because what that's gonna do is that's gonna drive eyeballs back to your page, which will ultimately drive more people to connect with you or follow you. And so when you do start to create content, it's basically like a self-baked audience that you've built for yourself.

Dani:
Boom, that's another cheat code right there. I'm hoping people are taking notes right now. I think that's a great way to start. I actually recently just started being more active on LinkedIn last year and I was one of those shy people in the beginning, I think like, especially I want to say for women of color, we kind of go through like this imposter syndrome kind of thing, where it's like, oh, well I'm not an expert, there are so many experts out there. I totally agree with you, Nick, there's always a niche that you are able to find yourself and you've just got to really look for it and think about like what are the things that you're passionate about, even outside of your career. So I think that's a really good tip. So let's get into a little bit about campaign fails. So I know this is something that Mark Huber of Metadata loves to talk about. So what is one campaign failure that you're willing to share and what did you learn from that?

Nick:
So I want to talk about an event that I did. This was a couple of years ago, but it was a big failure on my part, a very expensive failure actually. And so basically what happened was I was hosting an event down in Atlanta and I was doing this dinner for the C-level executives. You know, I've done so many of these dinners before it's kind of like I know what I'm doing, set it up, boom, ready to go. I was down there, the budget was about $2500 for this specific event. It was

at a high-end steakhouse, we filled it - we actually had about 50 people there, way more than we typically got. I was like, this is fantastic, we're absolutely crushing it.

Nick:
At the very end of the dinner, we get the check and the person comes over to me and he's like, 'hey, like, you know the check? It was about 25' and I was like '2500, that's what I budgeted.' He was like, 'no 25,000.' I was like, 'what how, what happened?' And so basically what I found out was we had people there that were ordering $3000 shots and so the wait staff didn't come to me when I told them 'hey like if anyone tries to order anything, you know run it by me before just approving it' and they were just approving things left and right.

Nick:
And so we rang up about an $18,000 alcohol bill which was unheard of. And so after everything it was about $32,000 like with the tip and like all that stuff and so I was with our CRO and I was like, 'hey we gotta pay $32,000 for this' and he was just like, 'are you kidding me? I'm gonna lose my job.' And I was just like 'they didn't check with me, I've never ran into this issue before'. And maybe it was a huge fail on my piece part because I didn't reiterate like 'hey dude, I told the head person that was in charge to run anything by me' however I just assumed that it would be told to everyone else that was working the event and I guess that wasn't the case.

Nick:
Needless to say, we got into an argument with the GM and we were able to get $500 taken off, which was nothing, and so we had to pay the bill. Fortunately from this fail, we were able to close, I believe it was like $3 million. So we, we got our money back and we influenced probably about a good like $10-12 million dollars from that one event. So in the end it all worked out, but when I've done hundreds of these events in my life and never had an issue, and it was just, you know, I can do these things in my sleep. And so when I got that bill, I was like 'I'm gonna lose my job'. It was crazy but fortunately, that's never happened again and let's hope that it never does happen.

Dani:
I love that story, I love how it was like a horror story that became like a success story, so you kind of like hit two birds with one stone there. I've definitely had those scares as well when you get the bill and you're like, 'oh shit, like how did I spend that much' and then I don't want to show this to my CFO but yeah, sometimes it happens.

Nick:
Exactly. I mean, I wouldn't have cared if it wasn't like $18,000 worth of alcohol, like people were ordering like $3,000 shots and I was like, 'I should be joining in on this because like I've never had like a $3,000 shot before and it must taste magical or at least I hope so.'

Dani:
Well, it sounds like people had a great time at the event, which is why you guys closed all those deals. And yeah, let's hit the other side of the equation, so what is one campaign that you were super excited to launch and you're proud of?

Nick:
Yeah, I think something that I've been really excited to launch was going down the LinkedIn conversational path method because I think it's something that's underused within marketers and yeah, I think it depends on your industry and if your buyers are on LinkedIn or not. However, if you're in Mar-tech, sales-tech, or honestly, most people are on LinkedIn nowadays, it's worth a try. In like a two-month window I ran it for our named tier two and tier one accounts. Within those accounts, I was getting about a 70 to 75% click-through rate. The note was coming from me because they've seen my content hopefully at some point. It was going to other field markers, ABM markers, demand gen marketers and event markers, so these are my people, like I talk to them every single day, and maybe that's one reason why the click-through was so high, but the goal was to basically say, ‘hey, I'm gonna give you $100 gift and you're going to take a 30-minute meeting with me.’

Nick:
So I was acting as the BDR and then if it was something that was worth pursuing, I pass it off over to the AE. But in two months we were able to drive about 29 meetings with accounts that we've been trying to get into, using this approach. We're about to close our first deal from this specific campaign that we ran this month and we still have a solid, probably about $700,000 in pipeline and I've spent about $5,000 all in for this.

Dani:
Wow. That's a great ROI. I think that's the thing where people kind of overthink it too. Like, oh if I spend money on a prospect or if I try too hard to get that initial first meeting, what if it doesn't go through? But clearly, you know, a lot of the stories that you shared with me today that it is a great strategy and it does work if you do it properly. So that's really awesome to hear, Nick.

Nick:
Yeah, absolutely.

Dani:
Well, thank you so much once again, Nick. I think we're nearing the end of this podcast here. For those who want to follow Nick and hear about his other stories for other field marketing tips and tricks, feel free to follow him on LinkedIn and Twitter. And also check out Alyce as well if you want to find a gifting platform for your needs. And also I know Nick, you also have your own podcast as well, which is called Rep Your Brand and that's all about personal branding, is that right?

Nick:
Yeah, for B2B marketers that are looking to create a personal brand that kind of opens doors that you never thought were possible, definitely check it out for sure.

Dani:
And I'll link all of these links in the blog post below, so don't worry about finding them. I had a great time talking to you and there were so many learnings from here that I'm definitely gonna steal right away.

Nick:
Likewise, it was a blast talking to you as well. Thank you so much for having me.

Dani:
Yeah, of course. My pleasure. And I'll see you guys next time for the next episode of Supercharge Marketing.