

Marketing digital transformation a story from the frontline

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The new reality of the B2B CMO challenges



Remote everything:
the new normal
consumer-like experience



Respond, rebound, reimagine:
the continued pressure
on CMOs to chart the course



Embracing modern marketing:
the people challenge

Modern marketing focus & impact



Reputation & share of voice

Seeding the market for effective demand creation.

Creating awareness
Changing perceptions
Preference shift
Press and analyst coverage



Demand creation

Acquiring and nurturing customers to generate leads.

Lead creation & quality
Marketing sourced pipeline
Sales & partner qualified leads
Revenue contribution



Sales enablement

Accelerating customer journey to drive sales velocity and lifetime value.

Enablement asset performance
Pipeline acceleration
Consumption & usage
Contactability

Leading marketing transformation at Microsoft



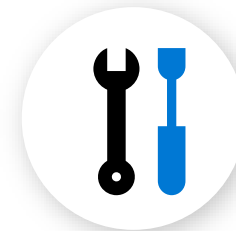
Microsoft Marketing Transformation Pillars



Culture



Capabilities

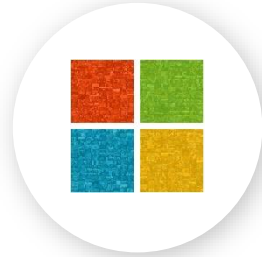


Technology & tools

Strong Culture can help navigating crisis



Making a difference



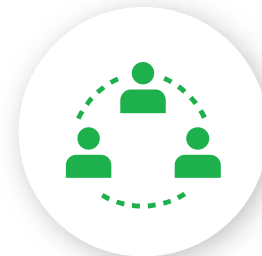
An enduring mission statement:

Empower every person & every company on the planet to achieve more



A solid – and disruptive - culture anchor:

Growth Mindset



3 attributes to make it real:

Customer obsessed, Diverse & Inclusive, One Microsoft

... And adjusting campaigns & messaging fast

Resilience at work

Strengthen resilience across six dimensions today



Protect and grow the top line

Rapidly identify and respond to changing customer needs with data-driven marketing, sales, and pricing.

Develop agile operations

React quickly and manage disruptions in supply chain, logistics, facilities, manufacturing, development, and corporate functions.

Enable people

Empower employees to be more productive, collaborate effectively, and stay connected in all circumstances. Adapt with new approaches to talent management and development.

Accelerate data and digital platforms

Increase the modularity and availability of core IT infrastructure and applications. Make insights more accessible to enable data-driven, AI-enabled decisions across silos.

Enhance cybersecurity

Safeguard digital assets and react quickly to security breaches in an increasingly distributed environment.

Strengthen financials

Ensure financial liquidity with an operating expenditure-driven cost model, reduced total cost of ownership, and data-enabled policies to manage cash and working capital.

Business continuity and growth

Robustness on a foundational level

Key enablers for stability and adaptability

Add Bob Bejan's video

Capabilities re-vamped: people first



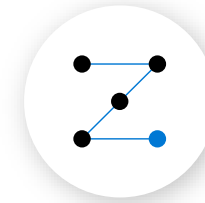
Screen for talent

- Cast a wider net
- Quicker connection to culture
- Solid on-boarding



Empower learners

- Deepen growth mindset
- Build ready and reskilled talent
- Role Excellence



Connect to collaborate

- Drive innovation and creativity
- Elevate diverse, global perspectives
- Support dynamic teaming

Staying productive while working remote



Enabling the team to meet and collaborate from home

Coffee chat!!!

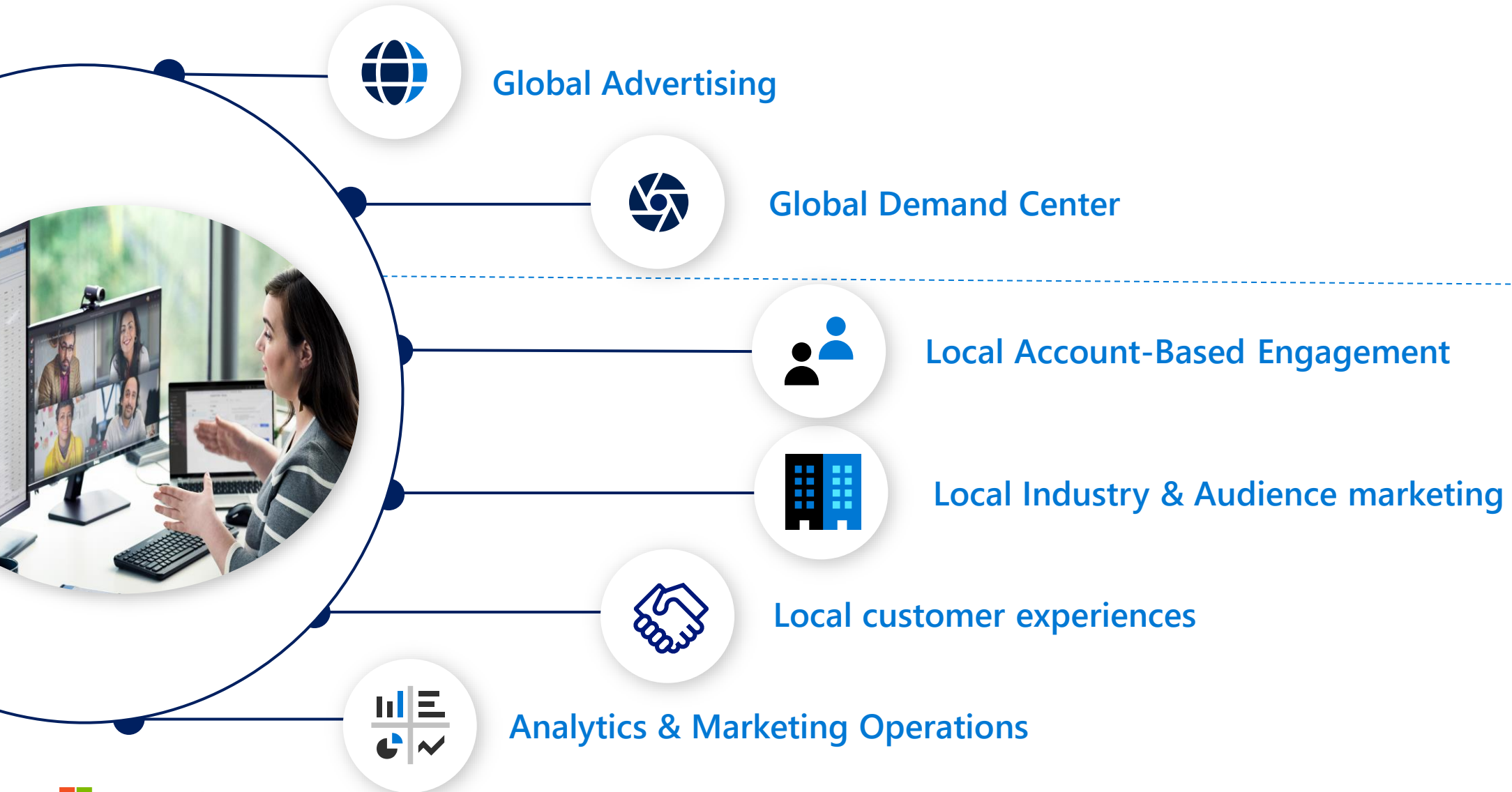


Engaging the team with events and intentional time together

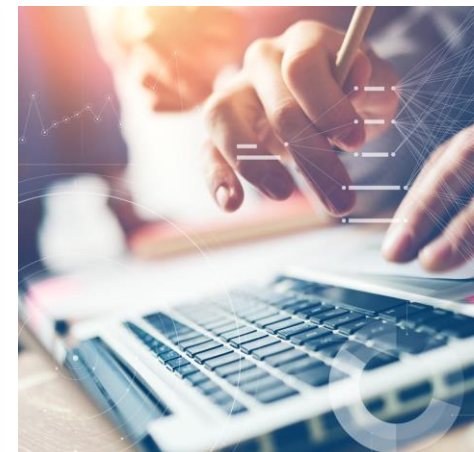
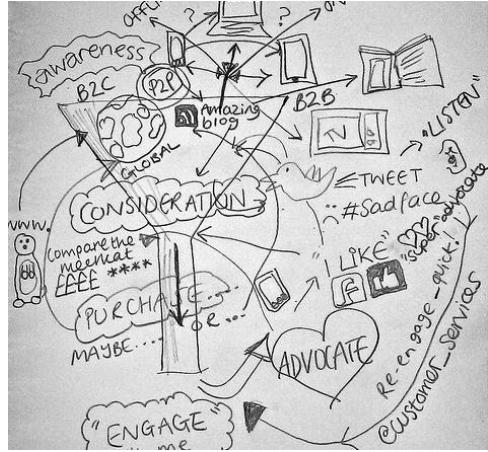


Leveraging the power of technology on any device

Capabilities re-vamped - Organization



Technology: THE key to Modern Marketing



Know your Customers

Embed a customer-first approach to marketing using data & insight to support creativity

Understand the Customer Journey

Use data & insight to ensure we are timely & relevant to our customers, turning up in the right channel at the right point in their purchase journey

Digital & Social Analytics

Identifying & corking the leaky bucket in the digital journey
Understanding the external landscape
& Voice of the Customer

Optimize performance

Build an in depth understanding of what good looks like & the levers we need to pull to get there

Measure impact & understand ROI

Test & Learn framework
Interpretation & optimization of digital destinations

Technology: 3 examples of transformation areas for Microsoft marketing in the US



Social engagement



Connected sales & marketing



Data-driven decisions



Listening,
responding &
participating in the
conversation



Microsoft Customer Experience Center



110

social channels



60

daily brand posts



1,200

daily sent messages



13,000

daily interactions



932,000

daily impressions

30+ total brands and audiences



Evaluate emerging trends and understand spikes or dips in mention volume



Identify conversation themes and content that generates the most engagement



Quantify competitive share-of-voice and surface other influential companies



Determine relative brand sentiment as well as positive and negative drivers



Leveraging AI to
acquire, nurture, score &
transfer leads to sellers

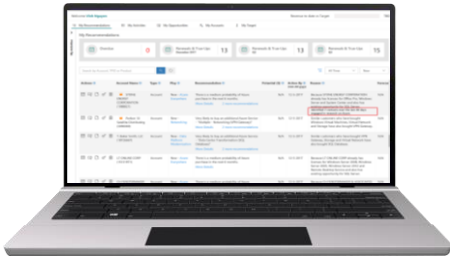


We have evolved how we're bringing insights to sellers

Seller actions & insights

Customer XYZ

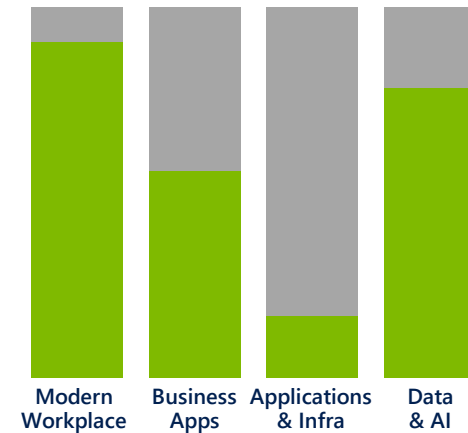
7 new contacts engaged in Offer content
High probability of Azure interest
 Leverage customized content for follow-up



Account / Offer Specific
 Actions & Insights delivered through the 'Daily Recommender' based on an Account propensity model

Account engagement index

Customer XYZ



Account

Account Engagement Index helps sellers understand the degree of engagement within their accounts by Solution Area / Workload

Account engagement index *Cross-account heatmap*

Area / Segment

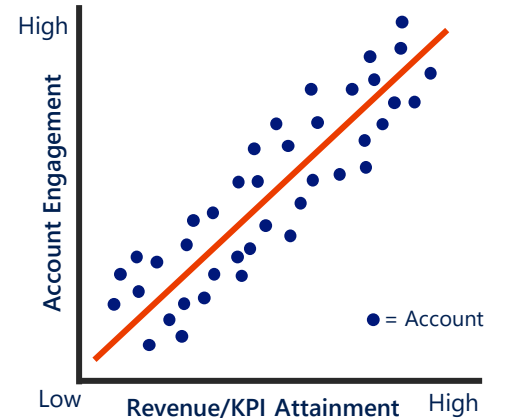
Area / Segment	Modern Workplace	Business Applications	Application & Infra	Data & AI
Account 1	90%	15%	5%	20%
Account 2	21%	86%	27%	20%
Account 3	75%	15%	90%	98%
Account 4	98%	15%	5%	20%
Account 5	50%	75%	17%	20%
Account 6	16%	15%	5%	65%
Account 7	98%	15%	5%	20%
AVERAGE	XX%	XX%	XX%	XX%
WW BENCHMARK	XX%	XX%	XX%	XX%

Area, Segment

Account Engagement Index can also be used to benchmark customer engagement patterns across sets of accounts

Business impact correlation

Area / Segment



Area, Segment

Over time, we are able to correlate the impact of highly engaged accounts related to revenue and business outcomes



Moving from data to insights



We have evolved our marketing measurement



Static marketing metrics

"Describe what happened"

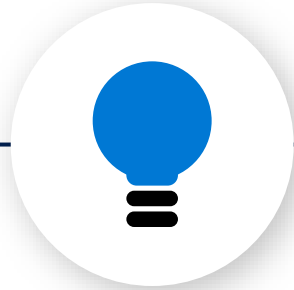
Lead volumes (MLQMLs)

Single touch attribution

Linear funnel conversion

Inside sales & direct focus

Multiple revenue views



Predictive outcome metrics

"Predict what will happen"

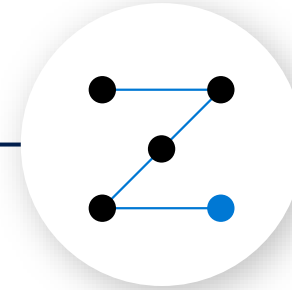
Account & segment level

New metrics correlated to outcomes
(Marketing Engagement Index)

Sales intelligence (AI/ML) prioritization

Multi-channel routing

Multi-touch attribution



Engagement pattern matching

"Suggest actions to drive an outcome"

Detailed time-based journey metrics

Prescriptive engagements

Dynamic ROI and LTV optimization

Key Customer Engagement metrics



Contacts

Average & total contacts per account



Interactions

Average & total interactions per account



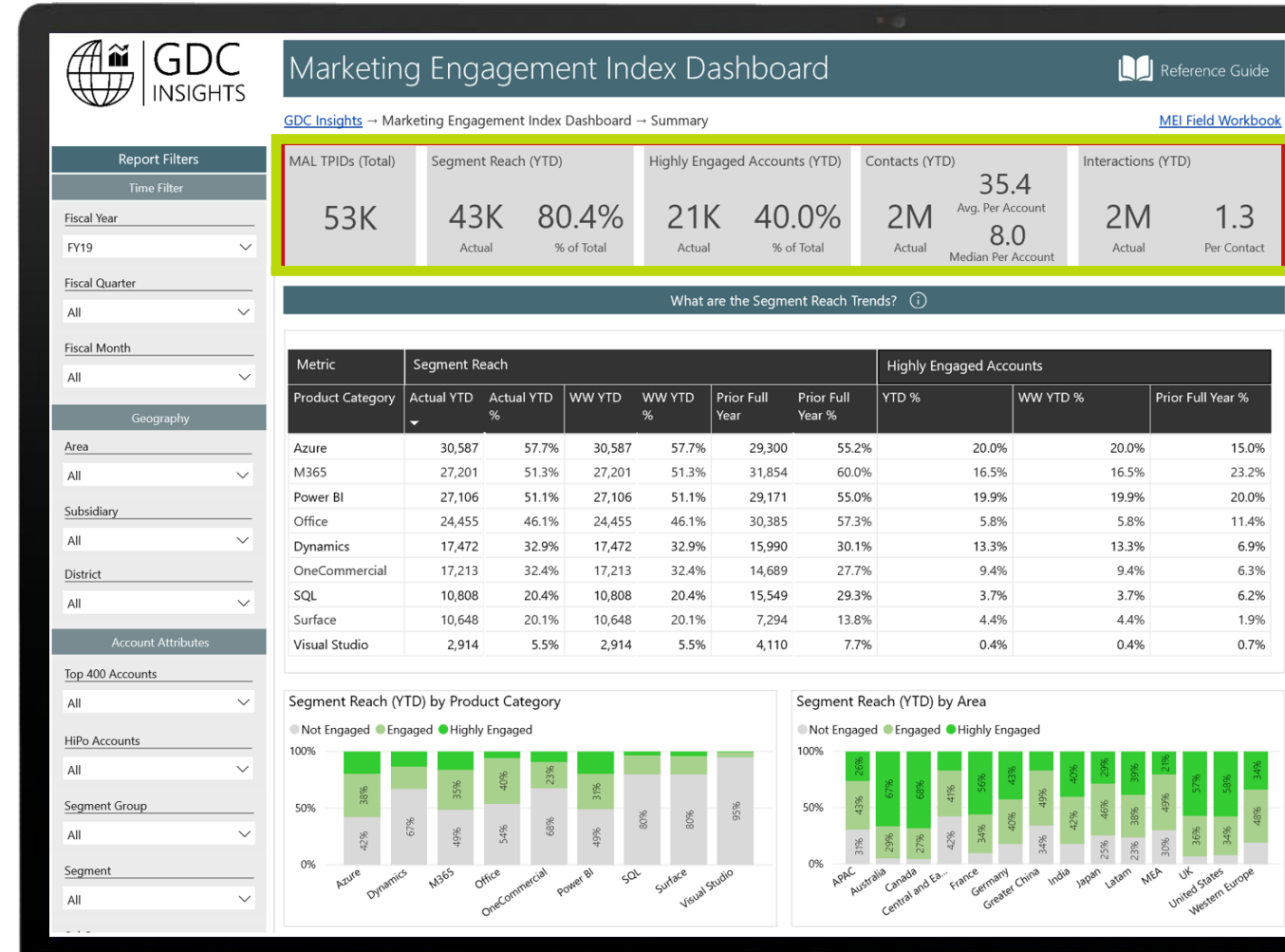
Reach

% Of accounts w/ any engagement by segment, industry, etc.



Highly engaged

% Of accounts w/ high engagement



5 things we learned about transforming marketing

1 Strong Culture can help navigating during crisis

2 Start with your team: enable people to collaborate, have the right hiring strategy, build a diverse culture

3 First listen, then engage building the journeys that will show customers you know them

4 Data & technology are a mean to an end: driving customer delight & lifetime value with the right tools

5 Take care & have fun in the process!!!



Thank you!
We're in this together



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