

Digital Marketing

Campaign and Lead Management

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Let's Talk Marketing Operations

Did you know that marketing operations is one of the top priorities for CMOs? However, only 49% of companies surveyed in 2020 actually have a marketing operations leader. Why is that? What are the stumbling blocks that prevent clear leadership in a marketing operations function?

Many struggle to identify a marketing operations roadmap that provides clear guidelines to the roles and responsibilities of the marketing operations team. The root cause of this struggle is a lack of clarity for what marketing operations is and does. This lack of clarity creates confusion about roles and responsibilities within marketing teams. As a result, many responsibilities that should be under the control of the marketing operations leader are scattered across marketing and even into other organizations like IT, Sales, Finance and Compliance. To gain effective marketing outcomes, CMO's need to strengthen and unify marketing operations.

To address this need, CapabilitySource has evaluated hundreds of marketing digital transformations, researched how different companies define marketing operations, consulted with industry analysts and created the CapabilitySource Marketing Operations (MOPs) Capability Model. This model is designed to help organizations quickly and easily understand their current state of health in marketing operations and develop an actionable roadmap to improve marketing efficiency and effectiveness over time. The MOPs Capability Model guides marketing leaders in establishing clarity, accountability and priority for those operations concerns that should be under the umbrella of the CMO. These are the specific capabilities that drive effectiveness and efficiency in a marketing organization.

Campaign and Lead Management Capability

Every marketer loves a good story. But to ensure the story is effective, there is work to be done before the story is told and good follow-up needed after the storytelling: meaningful preparation, a relevant platform to tell the story and assessing the level of understanding and interest from an audience.

Campaign and lead management is one of the 12 MOPs Capabilities that is essential to crafting, telling and measuring a marketing story.

CapabilitySource defines this capability as:

- Enabling the efficient creation of marketing campaigns that are executed across inbound and outbound channels.
- Enabling the identification, capture and follow-up on indications of interest in response to marketing demand-generation activities.
- Design and execution of nurturing and re-targeting programs.

This definition is basically saying that campaign management is where a marketer crafts a story and prepares to tell it. And lead management is where a marketer gauges interest and builds a relationship with the audience. Your team may have mastered creative storytelling, content production and conversion analytics, but don't neglect lead capture, lead nurturing and lead conversion. Equally as important is the acceleration of a sales conversation. Good campaign and lead management capabilities both create indications of interest and accelerate engagement.

How Important is Campaign and Lead Management Really?

Some would say that the purpose of marketing is to generate qualified leads. Perhaps that statement is a bit short-sighted. Nevertheless, leads are the fuel that feed the sales pipeline. Without leads, your organization will struggle to meet revenue targets and C-level goals. Interestingly, in most organizations, leads (aka indications of interest) are everywhere - but no one is paying attention.

Did you know that good campaign and lead management can result in:

3% increase in click through rates

18% increase in prospect volume

16% increase in conversion rates

These are real outcomes from Fortune 500 companies. Imagine what numbers like these would do for your company.

Campaign and lead management is the bridge between the business side of marketing and the game side of marketing. This is because campaign and lead management happens before, during and after the marketer tells their story.

Let's think about this from a different perspective.

Sporting games aren't just won on the field. Winning teams plan, play and improve both on and off the field. It is the same with the game of marketing. Off-the-field work is similar to the planning and preparation component in campaign management; it's everything a marketer does before telling a marketing story.

Playing the game happens with marketing automation and lead management. It's about actually telling the story. Improving the game consists of reflection and analysis on the game itself. It includes following up on ways to play the game better and win. This is lead management. Marketing teams that win games know how to plan with campaign management and play with lead management.

At CapabilitySource, we call this gaming concept the Business and Game of Marketing.

What is the Challenge?

Marketing operations teams may have their own ways of handling campaign and lead management. **But across the industry, there is one large problem: overengineering it.**

For most organizations, good campaign and lead management does not require expensive technologies. In fact, great success can be accomplished with common technology along with optimized marketing processes, productive marketing talent and accurate information.

It's Complicated? Not So Much.

Effective campaign and lead management does not require the world's best digital marketing technologies. Much can be accomplished with some basic functionality and automation that you may already have in-house. Evaluate your current work management and collaboration capabilities. These are the essential capabilities needed to coordinate work and organize people. Evaluate your creative production process and look for ways to automate document management and approvals. Carefully evaluate how you are identifying indications of interest in digital channels, capturing, qualifying and routing leads to sales. You don't even necessarily need marketing and sales systems from the same vendor. Lead management integration between different vendor technologies can be quick and easy.

Once you have evaluated these capabilities, loop back and ensure that you understand your customer personas and customer journeys. With this information, focus your demand generation improvements on capturing more leads, passing them to sales quickly and accelerating the sales conversation.

Small improvements in campaign and lead management will make a big impact to the business.

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