



2022 STATE OF GROWTH MARKETING

Data-Centric, Experimental Approaches Influence
Engagement, Conversion & Retainment Of
Prospects/Customers



INTRODUCTION

Modern growth marketers crave data to measure the impact of their outreach, identify and shore up weak points in their campaigns and promote their brand in creative ways. Growth marketing's data-centric, experimental approach results in countless opportunities for companies to refine how they engage, convert and retain customers.

As brands use growth marketing to build and scale their customer base and pipeline through innovative, low-cost strategies, they're experimenting with various tools to create new engagement opportunities.

So, where are growth marketers investing? Gartner's [research](#) found that marketers are channeling a budget-friendly focus to four areas: Go-to-market (GTM), sales force deployment, sales execution and analytics.

[TechCrunch](#) recently asked growth marketers, "If you only had a \$25,000 marketing budget for Q1 2022, how would you spend it?" Panelist Tracey Wallace, Director of Marketing at [MarketerHire](#), pointed to industry-related research that can be adapted to long-form content and social media campaigns. Other participants suggested growth marketing strategies, such as attending targeted networking events, hiring a copywriter and developing video content. However, growth marketing isn't a stand-alone effort.

“Growth marketing involves focusing on targeted marketing from the top of the funnel all the way through the bottom of the funnel,” said Amber Bogie, Director, Demand Generation for [Reachdesk, a corporate gifting platform](#).

As organizations rely on growth marketing to promote long-term success with new, existing and future customers on a budget, this report will analyze the strategies marketers are experimenting with to promote growth. Specific topics of discussion include:

- Attracting new prospects while keeping budgets and bandwidth in check;
- Identifying opportunities to listen to customers through surveys and online polls to determine what tactics are resonating and which ones aren't;
- Repurposing various content formats; and
- Analyzing the behavioral data of existing customers to roughly determine how prospects will respond to similar scenarios.

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AMBER BOGIE, REACHDESK



KEEP AN EYE ON BUDGETS & BANDWIDTH

Growth marketers must strike a delicate balance between business expansion strategies and available resources. That means keeping close tabs on ROI and communicating with stakeholders.

“We try to spend as efficiently as possible to support growth,” said Carmen Goldstein, Head of Global Strategy & Campaigns, Growth Marketing for [Unity, a video game software development platform](#). “The biggest thing we’re trying to do is ensure that our foundation — our organic channels — is built before we turn to paid media. We did the opposite before that a couple of years ago, which didn’t serve us well.”

Goldstein said Unity tracks its marketing budgets monthly and adjusts based on what programs are working. “We make sure that we’re transparent to the sales team in terms of what we’re spending on and what we’re getting back, and show them how it ties to the opportunities we’re seeing for growth.”

Many growth marketers are deploying conversational AI tools to work alongside business development and client services teams so that staff can focus on revenue-enhancing tasks.

“Conversational marketing tools like AI can support what our business development and account management team is already doing,” said Christina Kay, VP of Marketing for online ratings website [ResellerRatings](#).

Balancing budgets doesn’t have to stifle creativity, explained Bogie — “it’s about empowering your team to think of new, exciting ways to engage your prospects. For example, we like exploring new partner and CO marketing relationships, switching up webinar topics and exploring different content syndication packages or bundles with different syndicators to allow for creativity and testing.”

EXPERIMENT WITH CONTENT SYNDICATION & REPURPOSING

Repurposing content is another tactic to maximize growth opportunities without further straining resources. Goldstein noted that events offer multiple opportunities to stretch content investments to support growth.

“Content from the sessions, keynotes, demos, booths, videos and other areas can be leveraged,” she continued. “We also have conversations with customers that we use to create static types of content, like your typical case study, and the videos and short demos for our acquisition and retention campaigns.”

Goldstein also noted that Unity breaks up long-form white papers to create shorter content. For example, she explained that the company might repurpose 10 case studies and present them as a collection and individual pieces of content. Different personas and industries respond to particular types of content. Therefore, understanding the target audience is essential to growth marketing.

“We’re finding in the games industry, the more technical audiences really like case studies and E-books,” Goldstein said. “When it comes to executives and higher-level programmers, we noticed they like our E-books as well.”

“ResellerRatings’ Kay added that it is also essential to add content onto different platforms to maximize reach and productivity.” “We have recently created a lot of video content around our products and our product updates, so I repurpose them in different tech spaces as well as channels like TikTok.”

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CHRISTINA KAY, RESELLERRATINGS

HOW MARKETO DRIVES PIPELINE 6X FASTER USING VIDEO

As Marketo's Head of Digital Marketing, Paulo Martins is always on the lookout for new tools, data sources and "force multipliers" that enable his team to do more with less — and video is a major component of that. Marketo was a self-proclaimed early adopter of video when it started using YouTube in 2010, but now the company requires deeper metrics and insights into its video marketing strategies.

The Challenge

As Marketo evolved and became more strategic in its use of video, it needed to understand the videos its prospects were engaging with and identify how website visitors were feeling, thinking and doing. Additionally, Martins wanted to get more life out of Marketo's webinar campaigns, which were hosted on-demand in one place that only provided the company with view data.

The Solution

Marketo turned to enterprise video platform [Vidyard](#) to receive user-level behavioral data into all its video marketing. When a website visitor arrives on Marketo's Vidyard-powered video hub (which is full of diverse demo content), the prospect can watch whatever is most relevant to them and Vidyard immediately sends detailed view data into Marketo, which the company uses to sort leads and accounts based on the video content they're consuming.

"Vidyard allows us to track and measure all the ways our busy buyers interact with our videos — delivering meaningful new insights," explained Martins. "It also enables us to brand and control the playback experience, embed Marketo forms right inside our videos and attribute viewing data to pipeline."

In terms of webinars, Vidyard enabled Martins and his team to start tracking individuals — including what parts of the webinar they watched, skipped or rewatched. Similar to webinars, Marketo hosts its library of customer testimonials on Vidyard to receive all sorts of interesting user data.



“Because we know which testimonials feature companies from a particular industry, with a certain use case, or of a certain size, visitors profile themselves” explained Martins. “Our sales team can see exactly what they found most interesting and reps can tailor their outreach and demos so they almost appear psychic.”

Within Marketo itself, the company uses videos as in-product explainers that offer quick tutorials of key features, such as how to insert dynamic email content. With insights into the parts of those videos each customer watched, Marketo’s product team can highlight points of friction where customers run into trouble and use that information to simplify the customer journey.

Vidyard also helped enhance Marketo University, the company’s self-directed learning platform. Martins explained Marketo is now able to collect data on the specific video(s) each customer viewed to help the customer success team build a more accurate profile of their interests and needs — “plus we’ve noticed that this is a great way to generate new leads for our sales teams through a form behind the play button for those contacts not currently known to our systems,” noted Martins.

Finally, Marketo sends a monthly customer newsletter featuring a video from its Chief Customer Officer, Matt Zilli, to engage its audience beyond traditional email copy. In the video, Zilli shares company-wide updates, user tips and news about what’s coming to enable the audience to digest the newsletter in a more engaging way.

The Results:

Through the integration, Martins explained that Vidyard allows Marketo to track and measure all the ways its buyers interact with videos to deliver meaningful new insights. Additionally, Vidyard enables the company to brand and control the playback experience, embed Marketo forms right inside its videos and attribute viewing data to pipeline.

Specifically, the integration helped Marketo achieve:

- 1,103% increase in conversion rates from a four-minute demo video;
- 6X increase in the speed at which new leads convert into MQLs; and
- 144% increase in click-through rates on event email videos.

“Armed with [Vidyard](#), our sales team is more creative than ever with prospecting and the best part is that email opens and responses have spiked,” said Martins. “Needless to say, we’re investing more in video and our video partners. We’re putting our money and effort where the data says the money is because that’s where we want to be: On the forefront of driving revenue faster. Because today, for marketers, ‘enough’ pipeline is never enough. When more sales qualified leads (SQLs) convert, more of our marketing team’s hard work goes to good use and, ultimately, everyone wins!”



PUT DATA IN THE DRIVER'S SEAT

A data-centric approach to growth marketing is critical for determining the best performing content with target audiences, identifying prospects with the highest likelihood of conversion and digging into campaign analytics to highlight areas for improvement and elimination within specific opportunities.

According to Goldstein, while HubSpot and Google Analytics are great data sources to determine which opportunities to pursue to maximize growth, she also looks at her customers' behaviors to determine "how they are using our software to see what different campaigns we can come up with, such as a learning-type of campaign or an upsell type of campaign."

Connecting various data points is essential to supporting growth, Reachdesk's Bogie noted.

"For us, that source of truth confirms what we're assuming, or maybe tells us where we're completely wrong," she continued. "Data usually does confirm our thinking and different things, but data has also changed our mindset on different strategies. Data tells us we need to step back a bit and do more campaigns based on product adoption, for example, to learn how I teach our customers or net-new customers."

Surveys and online polls are other valuable data sources to help steer growth marketing strategies. Goldstein noted that user feedback helps drive product development, which is tied to growth, as Unity uses customers surveys to "understand what value customers are getting by using our product and utilizing that in terms of getting more lookalikes of the types of customers that adhere to those features and use cases."

Kay said the key is leveraging feedback to expand the product to fuel growth. "For example, if we get feedback from users saying, 'I wish the dashboard had this feature,' we may want to take that conversation deeper by looping in account managers or even some of the product development team so that they can hear it direct from the customer."

Another use of data to spark growth is analyzing the behavioral data of existing customers to get an idea of how prospects will respond to similar scenarios. Goldstein says Unity slices behavioral data in many ways to identify growth opportunities. "What are they using it for? Are they continuing to use it? Are there different projects that they're using it for? And then are they renewing?"



CONCLUSION

Without data, there is no growth marketing – it's critical to driving engagement and plays a crucial role in retention and conversion.

Data is at the heart of every decision that impacts growth, from the channels used for prospecting to the content and messaging that brings them through the buyers' journey. Marketers must be equipped to adjust at any point to maintain their focus on growth.

"When it comes to growth marketing, your targets will always get higher and every business, no matter what stage, will have to adjust," Bogie said. "It's about continuing to mature your marketing efforts by leveraging account-based data-driven insights."



Vidyard is the video platform that helps businesses drive revenue through the strategic use of online video. Going beyond video hosting and management, we help businesses connect with more viewers through interactive and personalized video experiences, learn powerful insights on their viewing audience, turn insights into action with enterprise integrations, and prove the impact of their video programs.

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Demand Gen Report is a targeted online publication that uncovers the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of the publication's editorial coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multi-channel demand generation efforts.

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