

**PIRATE X SKILLS**

**MARKETING & SALES**

**—  
ENDING THE WAR**

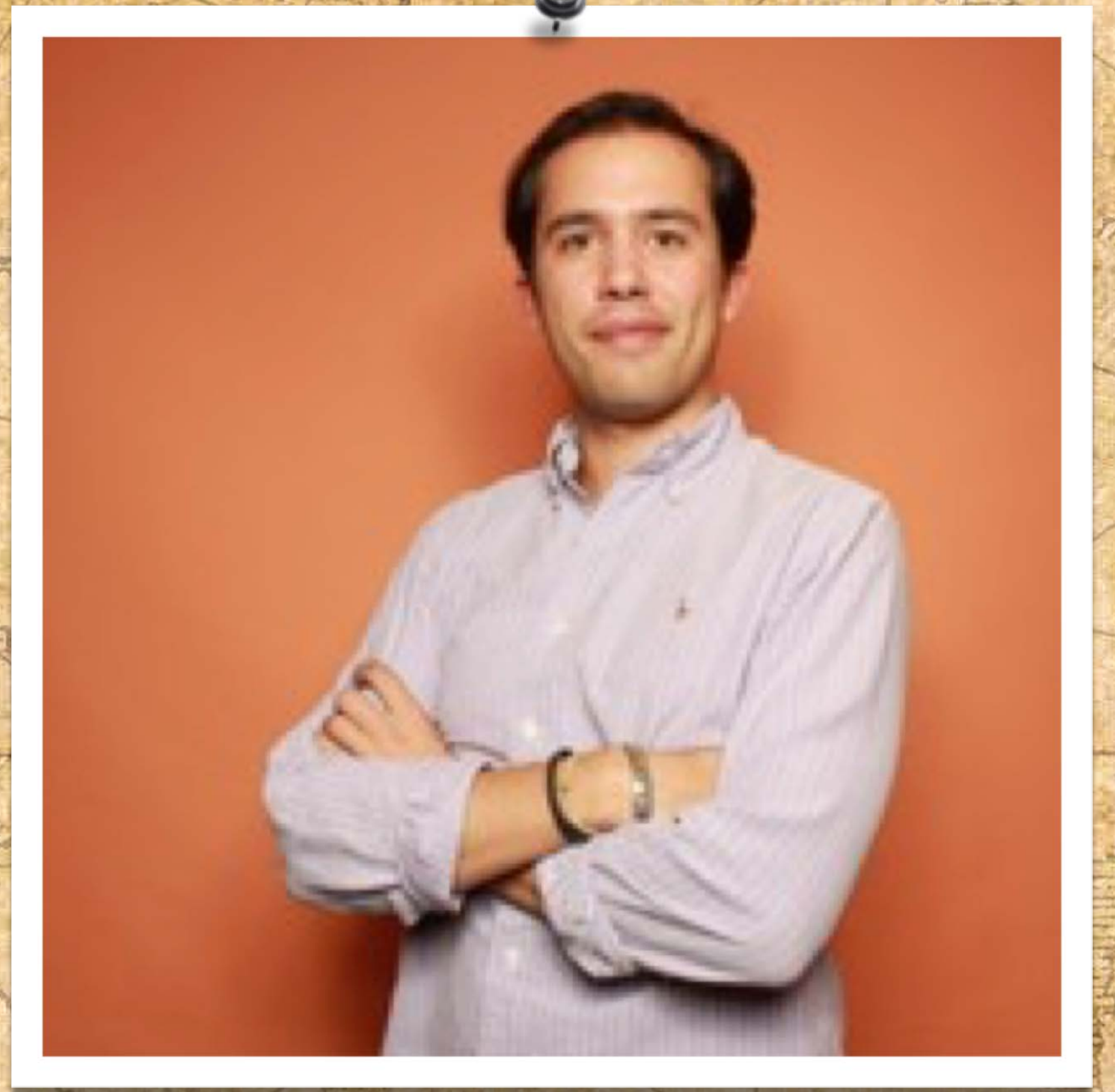
**HubSpot**

**made2GROW**

**Pirate X Skills**

# DANIELE DELLE DONNE

**HUBSPOT  
CHANNEL ACCOUNT  
EXECUTIVE**



**PIRATE X SKILLS**

**SEBASTIAN SCHÄFER**

**CEO & OWNER  
MADE2GROW GMBH**



# FOLLOW-UP

**YOU'LL GET THE LINK TO THE PRESENTATION AT THE END.**



## WHICH PROFESSIONS ARE HIGHLY CREDIBLE? WHICH ARE NOT?



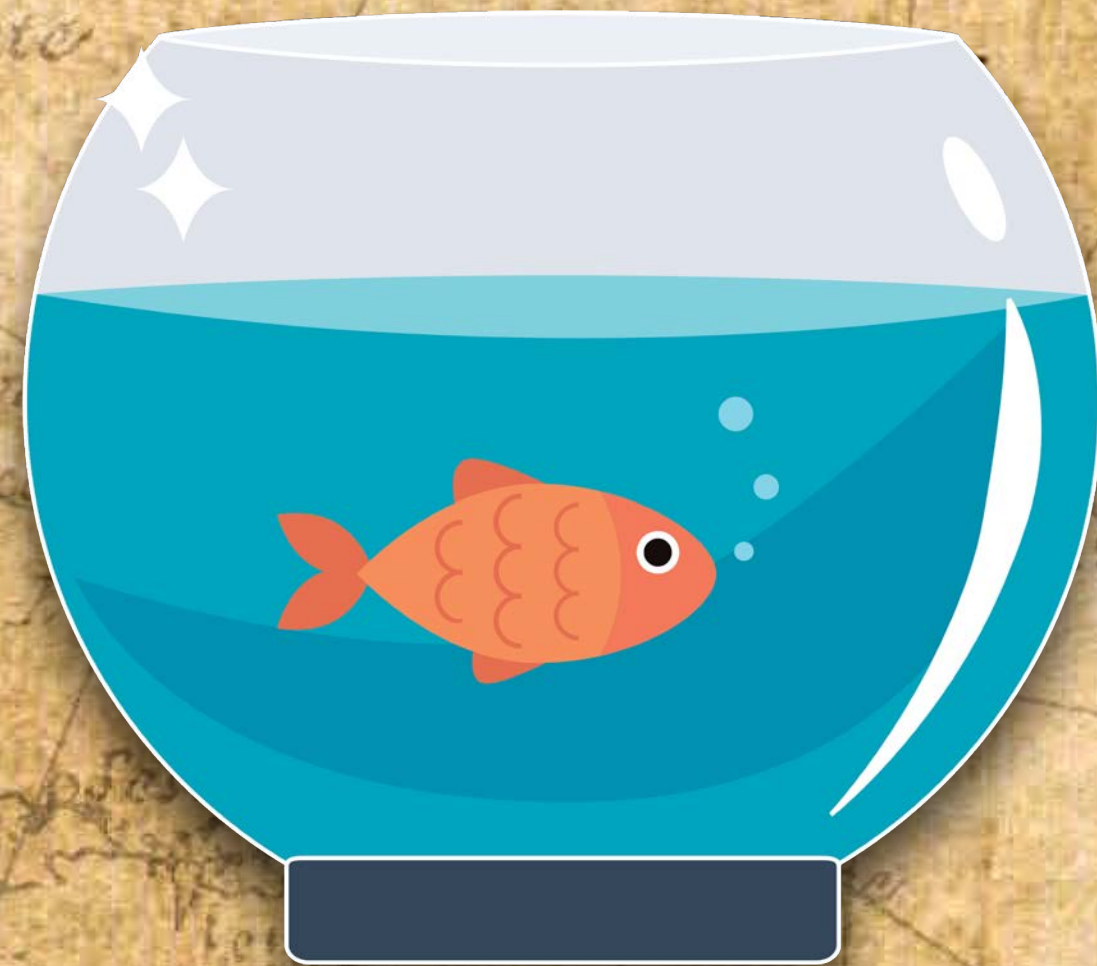
**MARKETERS AND SALES REPS ARE BARELY CONSIDERED TRUSTWORTHY**

# WHY DON'T THEY BELIEVE US?

## **IMAGINE A WELL THOUGHT THROUGH CAMPAIGN:**

- **MARKETING SENDS OUT EMAILS, USES RETARGETING IN SOCIAL MEDIA, UPDATED THE WEBSITE AND INTEGRATED SPECIAL PRODUCT SITES.**
- **SALES HAS DEVELOPED A PHONE AND EMAIL CAMPAIGN TO APPROACH CAREFULLY CHOSEN POTENTIAL CUSTOMERS**
- **BOTH TEAMS HAVE GOOD INTENTIONS WITH THIS CAMPAIGN**
- **THEY WANT TO SHOW THE POSITIVE EFFECTS AND BENEFIT OF THE PRODUCT**





**9 SECONDS**

**AVERAGE ATTENTION SPAN OF A GOLDFISH**



**8 SECONDS**

**OUR AVERAGE ATTENTION SPAN**



**REMEMBER THE CAMPAIGN WE JUST TALKED ABOUT?  
WHAT IS THE PROBLEM WITH IT (FROM THE BUYERS PERSPECTIVE)?**

- **TOO MANY INFORMATION AT ONCE THEY DID NOT ASK FOR**
- **CUSTOMER QUESTIONS YOUR CREDIBILITY**
- **ACTUAL DESIRES AND NEEDS OF CUSTOMERS ARE NOT CONSIDERED**

**DEAR BUYER, WHEN  
DO YOU WANT TO  
TALK TO A SELLER?**

**60% SAY  
„AFTER I MADE A COUPLE OF  
QUERIES AND NARROWED  
THE CHOICES TO A FEW  
POTENTIAL PROVIDERS.“**

TIMES FOR MARKETERS  
AND SELLERS HAVE  
NEVER BEEN  
~~HARDER~~ 🙄  
BETTER 💪

**THE ERA OF THE BUYER  
AND HOW MARKETING AND  
SALES HAVE TO CHANGE**

# PIRATE X SKILLS

TOLERANCE  
OF  
FRUSTRATION

- OUR TOLERANCE OF FRUSTRATION IS GETTING LOWER
- PEOPLE DO NOT HAVE PATIENCE FOR ANY DISTURBANCE.
- OFFERS SUCH AS TRIPADVISOR ARE USED TO REDUCE THE FRUSTRATION

YEARS

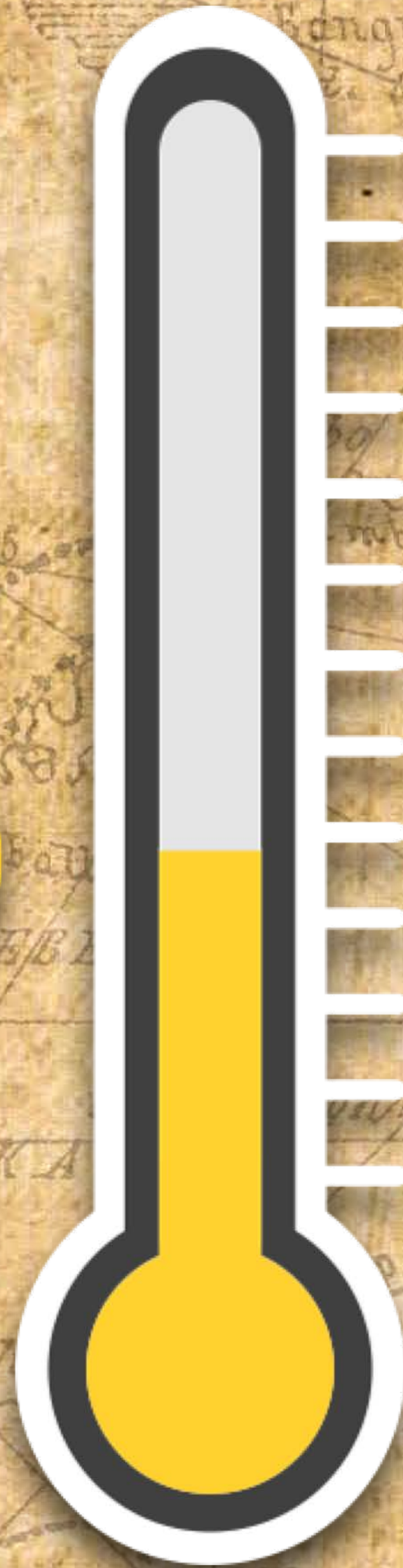


# PIRATE X SKILLS



- **HAVE YOU EVER BEEN ASKED TO JOIN A SHOPS MEMBERSHIP PROGRAM OR PAYPAL?**
- **MOST PEOPLE ARE HEAVILY ANNOYED BY THIS.**

# PIRATE X SKILLS



**SITUATIONS SUCH AS  
THIS FRUSTRATE  
PEOPLE → THE RESULT  
IS A BAD MOOD**

# BUYERS HAVE CHANGED.

## Marketing Technology Landscape

August 2011



External Promotion Customer Experience Marketing Management

by Scott Brinker @chiefmartec <http://www.chiefmartec.com>

IN 2011 THERE WERE ALREADY MANY TOOLS AVAILABLE FOR A MARKETING PURPOSE

## efmartec.com Marketing Technology Landscape

May 2017

### Promotion

### Content & Experience

### Social & Relationships

### Commerce & Sales

### Data

### Management

**Pirate X Skills**

**BUYERS HAVE A WIDER  
CHOICE OF PRODUCTS  
AND SERVICES THAN EVER.**

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**PIRATE X SKILLS**

**GREAT PRODUCT**

**+**

**EXTRAORDINARY RESULT**

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# WHAT MAKES A BUYING EXPERIENCE EXTRAORDINARY?



## **WHAT CAN A SELLER DO TO IMPROVE THE BUYER'S JOURNEY?**

- 69% LISTEN TO MY NEEDS → UNDERSTAND WHAT THEY WANT**
- 61% DELIVER RELEVANT INFORMATION → THEY DON'T WANT ALL YOUR INFORMATION!**
- 51% REACT QUICKLY AND DELIVERS INFORMATION JUST IN TIME WHEN I ASK FOR IT**
- 49% PROVIDE A COUPLE OF OPTIONS, EVEN BEYOND HER/HIS OWN PRODUCTS AND SERVICES**

# WHAT BUYERS WANT

- LISTEN TO INDIVIDUAL NEEDS
- DELIVER RELEVANT INFORMATION
- REACT QUICKLY
- PROVIDE DIFFERENT OPTIONS


# WHAT MARKETING AND SALES HAVE TO OFFER

- PERSONALISATION
- AUTOMATION
- SELF-SERVICE



## Daily Mixes

You love, without the effort. Packed with your favorites and new discoveries.



The screenshot displays four 'Daily Mix' cards for user CMCLAUGHLIN79. Each card features a unique cover image and a list of artists. The first card is partially visible. The second card, 'Your Daily Mix 2', lists Motion City Soundtrack, Coheed and Cambria, Good Charlotte, and more. The third card, 'Your Daily Mix 3', lists Joep Beving, Goldmund, Jean-Michel Blais, and more. The fourth card, 'Your Daily Mix 4', lists Barenaked Ladies, Vertical Horizon, Staind, and more.

2 MAIN REASONS FOR OUR DESIRE FOR PERSONALISATION

- 1 - NATURAL WISH TO CONTROL THE SITUATION IN WHICH WE ARE
- 2 - NECESSITY TO LIMIT THE OVERLOAD OF INFORMATION

SPOTIFY IS A GREAT EXAMPLE HOW COMPANIES CAN USE PERSONALISATION

bar-Abo ▾

Suche Fashion Die neuesten Mode-Artikel der Saison

Alle Kategorien ▾ Mein Amazon.de Angebote Gutscheine Verkaufen DE Hallo! Anmelden Mein Konto Testen Sie Prime Meine Listen Einkaufswagen

## Spar-Abo

Nie wieder ohne Nachschub: sparen Sie bis zu 15% auf Artikel im Spar-Abo, regelmäßig und versandkostenfrei. Das Spar-Abo ist jederzeit kündbar.

### Windeln und Babynahrung im Spar-Abo

Prime-Mitglieder sparen bis zu 20%

amazon family

- Bis zu 20% Rabatt auf Windeln und Babynahrung im Spar-Abo
- Sparen Sie 15% auf Drogerieartikel Mehr erfahren
- Sparen Sie bis zu 15% auf Beauty-Produkte Mehr erfahren
- Haustierbedarf und -futter Versandkostenfrei, bis -15%

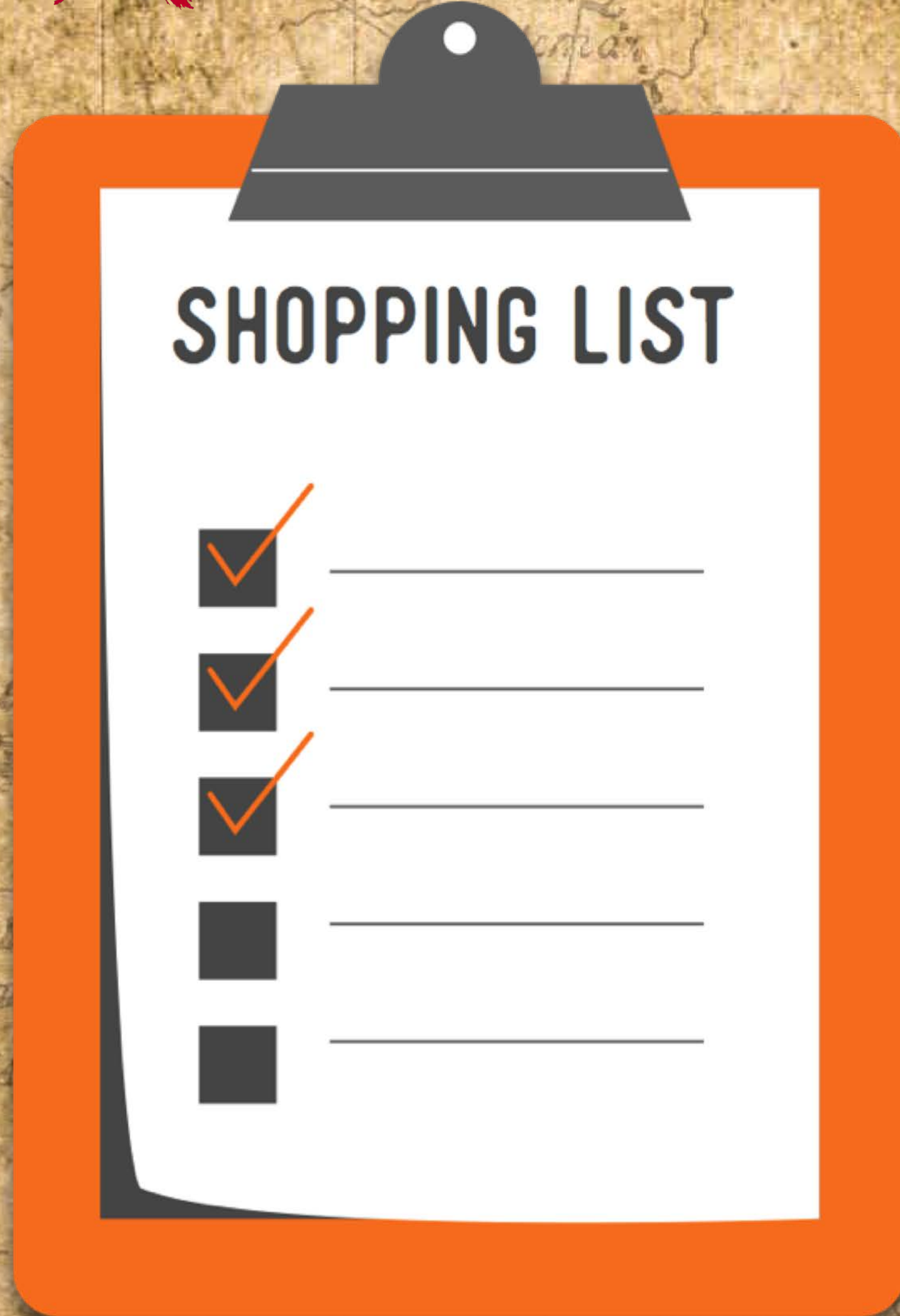
WAS IST DAS SPAR-ABO? SPAR-ABO COUPONS SPAR-ABO VERWALTEN HÄUFIGE FRAGEN ZUM SPAR-ABO

### Lebensmittel im Spar-Abo

Alle Lebensmittel im Amazon Spar-Abo ▸

## AMAZON'S SPAR ABO

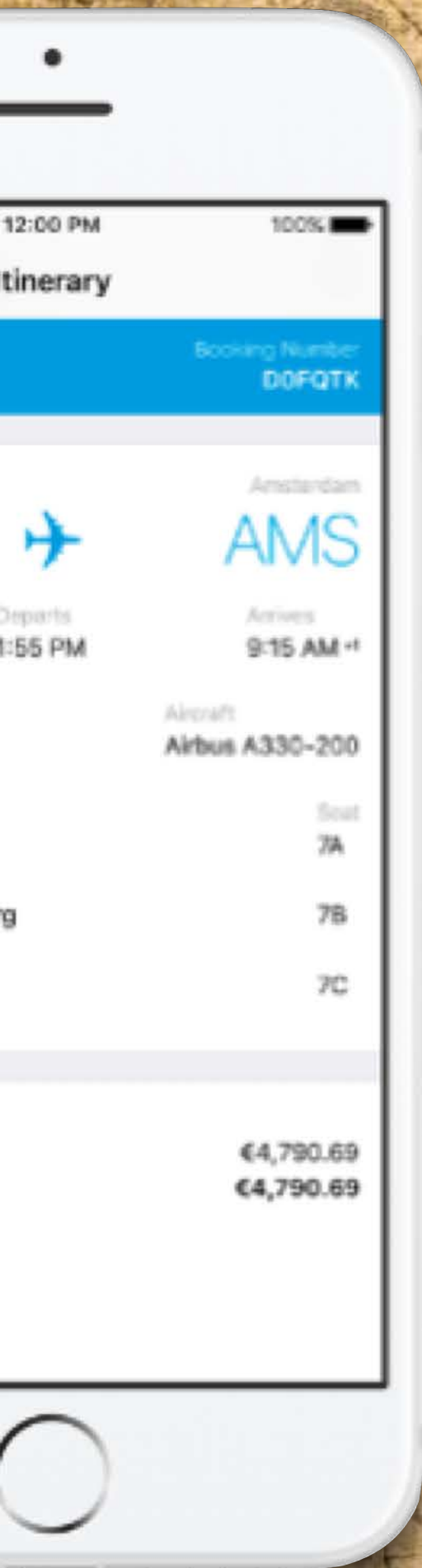
- EASY TO SET UP
- DECIDE WHICH PRODUCTS YOU WANT, HOW MANY AND WHEN
- AMAZON DELIVERS THEM WHENEVER YOU NEED TO BASED ON YOUR SETTINGS
- EVERYTHING HAPPENS AUTOMATICALLY → YOU DON'T NEED TO WORRY



**OFFERS LIKE THIS MAKE SHOPPING LISTS UNNECESSARY**

**AMAZON OFFERS AN OUTSTANDING AUTOMATED PURCHASE EXPERIENCE**

- . 47 % WOULD BUY WITH THE HELP OF A CHATBOT.**
- . 37 % WOULD BUY WITH THE HELP OF FACEBOOK.**



KLM'S BLUEBOT COMBINES  
AUTOMATION WITH HUMAN  
INTERACTION

YOU CAN STILL DO YOUR OWN  
RESEARCH AND BOOK YOUR  
OWN FLIGHTS

BLUEBOT HELPS KLM TO  
ANSWER CUSTOMER QUESTIONS  
WITHIN MINUTES



**WE HAVE TO  
ADAPT TO THE  
CUSTOMERS  
WISHES.**

**OFFER ADDITIONAL  
VALUE.**

**PROVIDE BENEFITS.**

- **RELEVANT AND HELPFUL CONTENT**
- **ADDING VALUE AT EVERY STAGE OF THE BUYER JOURNEY**
- **ADDRESSING PROBLEMS AND NEEDS**
- **BUILDING TRUST AND CREDIBILITY**

# PIRATE X SKILLS

1. FREE, USEFUL CONTENT
2. TRY OUT AND BUY
3. GUIDED SELLING PROCESS



**UNDERSTAND WHAT YOUR CUSTOMERS ARE SEARCHING FOR! WHAT DO THEY CARE FOR?**

**WHAT ARE THEIR PROBLEMS? HOW CAN YOU HELP THEM? → CREATE CONTENT ACCORDINGLY**

**EVERY PIECE OF CONTENT HAS THE POTENTIAL TO HELP CUSTOMERS**

## Los geht's!

Alle vier Rechtstexte können Sie unabhängig voneinander erstellen. Es fallen keinerlei Kosten für Sie an!

 [AGB neu erstellen](#)

 [Impressum neu erstellen](#)

 [Datenschutzerklärung neu erstellen](#)

 [Widerrufsbelehrung neu erstellen](#)

Sollten Sie schon ein Konto besitzen, können Sie sich einfach einloggen und Ihre Rechtstexte von Trusted Shops aktualisieren.

 [Einloggen und Texte aktualisieren](#)



**Pirate X Skills**

**TRY OUT AND BUY**



**BY USING FREE  
TOOLS AND FREE  
TRIALS, BUYERS  
CAN FIND OUT  
WHICH BENEFIT  
YOUR PRODUCT  
OFFERS.**

**HubSpot**



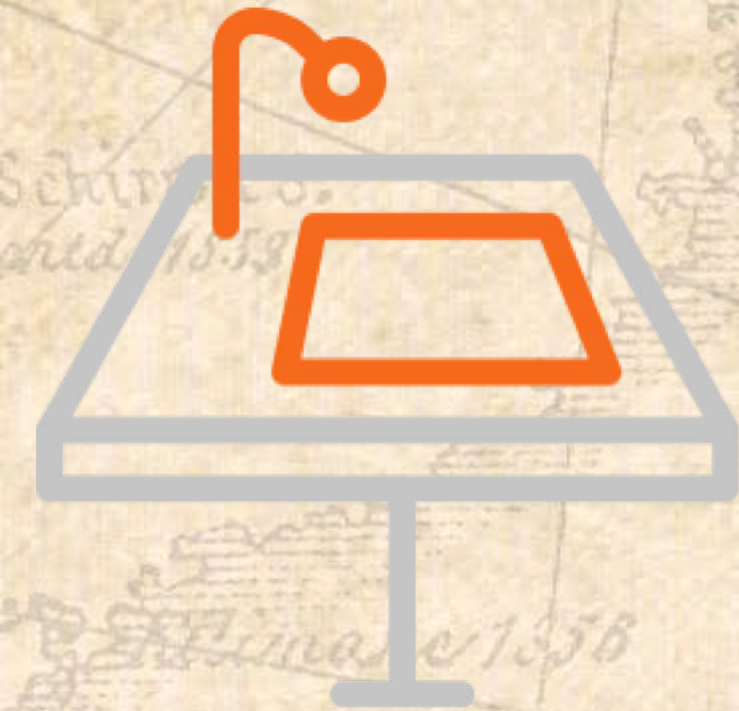




**RESEARCH:**  
KNOW THE  
BACKGROUND OF  
YOUR POTENTIAL  
CUSTOMERS



**QUESTIONS:**  
ASK THEM WHAT THEY  
NEED! IF NECESSARY  
HELP THEM DEFINE  
THEIR PROBLEM



**INFORMATION:**  
PROVIDE RELEVANT  
INFORMATION

**BUT AND HOW  
DOES REALITY  
LOOK LIKE?**

# WHAT DO YOU THINK ABOUT SELLERS?

# PIRATE X SKILLS



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**PIRATE X SKILLS**

# AND WHAT ABOUT MARKETERS?

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**Pirate X Skills**

**SELLER ABOUT MARKETER?**

**CLICK HERE AND HAVE**  
**THE F\*\*\*ING BEST TIME**  
**OF YOUR LIFE.**

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**PIRATE X SKILLS**

**IN THE  
MEANTIME...**

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# PIRATE X SKILLS



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# PIRATE X SKILLS

# RESULT?



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**Pirate X Skills**

**OR CHALLENGE ACCEPTED!**



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# HOW DO WE SPREAD LOVE BETWEEN MARKETING AND SALES?

# PIRATE X SKILLS

- MONTHLY MARKETING-SALES ALIGNMENT/MEETING
- LEAD ANALYSIS
- QUOTE ON MARKETING

## ASK:

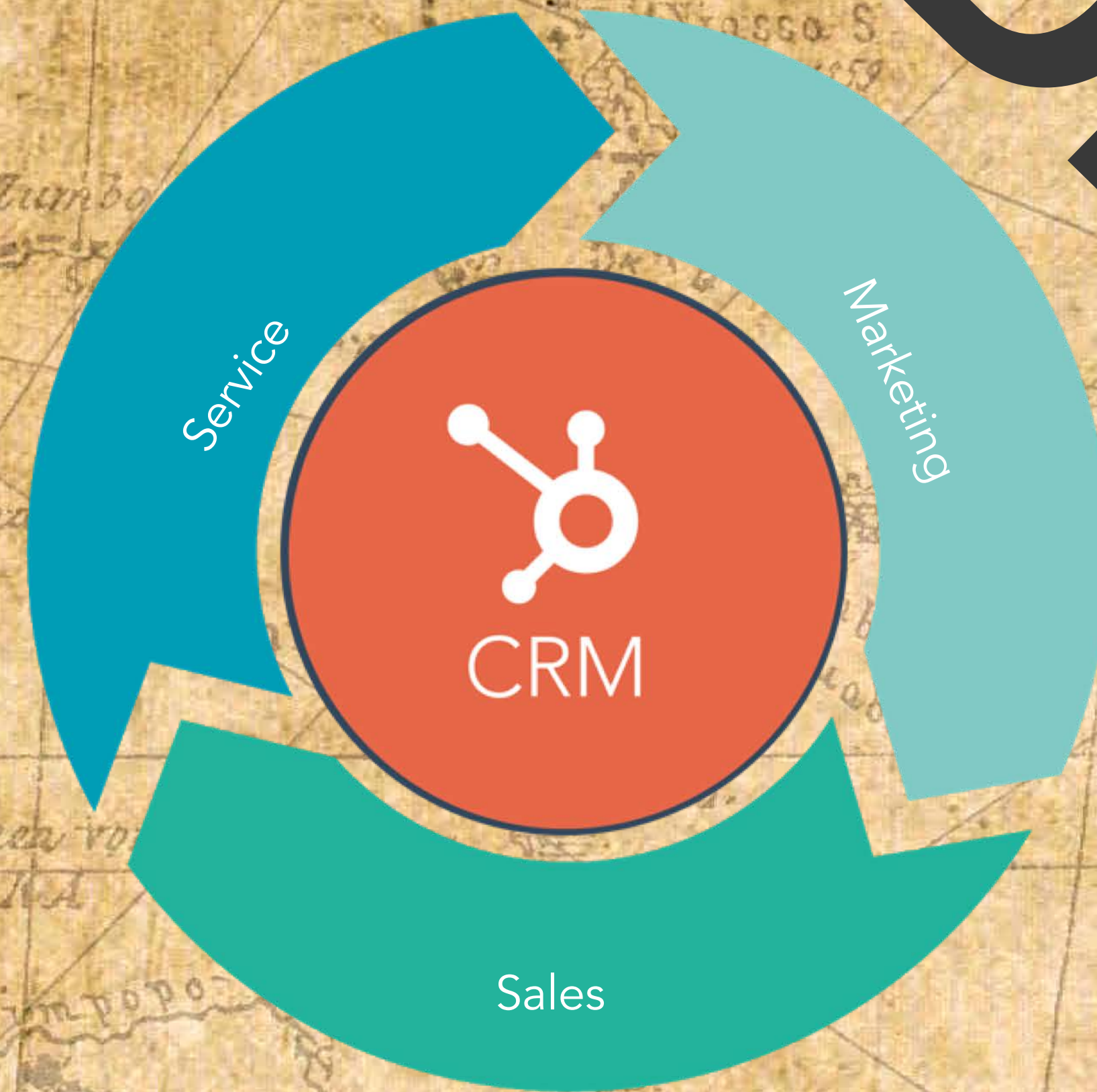
- WHERE DID THE LEADS COME FROM? → BUYER'S JOURNEY
- HOW MANY LEADS DID THEY CONVERT? → MARKETING & SALES REPORTING

# TOOL SET TO ALIGN MARKETING AND SALES:

- **MQL (MARKETING QUALIFIED LEAD) AND SQL (SALES QUALIFIED LEAD)**
- **LEAD SCORING**
- **AUTOMATION TO ASSIGN OWNERSHIP FROM MARKETING TO SALES OF A LEAD**

## HUBSPOT'S FLYWHEEL INCLUDING A SERVICE HUB:

- SERVICE INTEGRATION
- ALL PARTS OF CUSTOMERS EXPERIENCE ARE SEAMLESSLY CONNECTED



# GDPR

**PIRATE X SKILLS**

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