

Become the Marketing Automation Node in the Organization



Who is Marija?



Experience: 7+ years of B2B Marketing Automation experience mainly Marketo and Pardot

Curious, humble, positive, proactive, bold, honest

Employer: Trustly Group AB

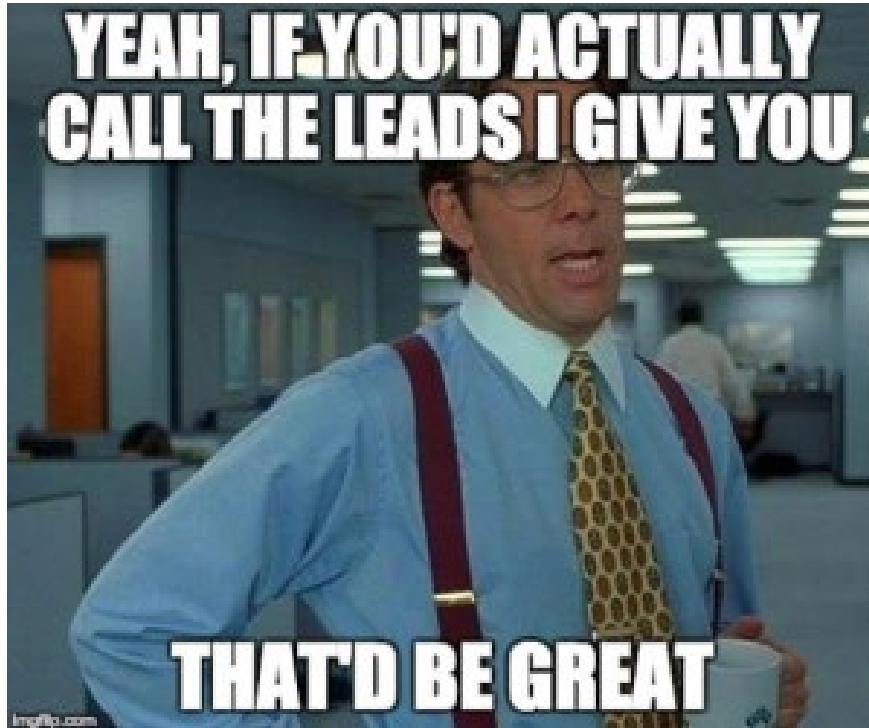
Connect: <https://www.linkedin.com/in/marijamilanova/>

Agenda

1. The importance of marketing and (pre)-sales alignment
2. Why you should challenge the marketing managers' approach before campaign launch?
3. Excel in your work by having a sparring partner

Platforms





1. The importance of marketing and sales alignment

Marketing Mindset

The *marketing automation* specialist should build the lead lifecycle model

Sales should call **all** prospects from marketing

"Have you reached out to all prospects who filled out the contact us form today?"

Sales Mindset

How do we get the prospects?

Why should we follow up with the prospects?

How do I know which form the prospect has filled in?



Team Mindset

Initiate, prepare and host a **workshop** for both, marketing and (pre)-sales. **Collaboration.**

Explain (pre)-sales the purpose of the **campaign**, where the prospects come from, which ones should be prioritized and why. **Information.**

Define the types of forms used, information asked, show activity in **real time.** **Transparency.**

Goal: Generate Revenue

1. The importance of marketing and sales alignment

Team Mindset

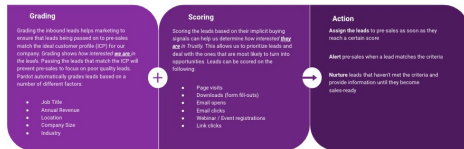
Initiate, prepare and host a **workshop** for both, marketing and (pre)-sales. **Collaboration.**

- Grading
- Scoring
- Types of forms
- Form fields
- When the prospect is qualified to sales

Explain (pre)-sales the purpose of the **campaign**, where the prospects come from, which ones should be prioritized and why. **Information.**

- Whitepaper downloads
- Contact us
- Events
- Webinars
- Email blast
- Newsletter
- Nurture
- Other

Define the types of forms used, information asked, show activity in **real time.** **Transparency.**



CAMPAIGN NAME	LEADS IN	CONVERTE...	CONTACT...	OPPORTUN...
2021-02-EN-WP-Travel-Reports	Current			
> 2021-02-EN-WP-Travel-Report 1				
> 2021-02-EN-WP-Travel-Report 2				
> 2021-02-EN-WP-Travel-Report 3				

Pardot Slack Integration APP 10:19

[marija milanova](#) just submitted form "FO-BR-ML"

Hi there this is just a test

marija.milanova+slack@trustly.com

Brazil

Company name

Job Title:

Company:

Email: marija.milanova+slack@trustly.com

Phone:

Pardot Slack Integration APP 16:53

[c g](#) just triggered custom redirect "CR_Event_UK_Ecom_email follow up"

A prospect has clicked on Contact Us CTA in the Email UK follow up email.

Sales owner:

Company: trustly

Country: Sweden

Job Title:

Company: trustly

Email: carole.ginman+trobformlow@trustly.com

Phone:

1. The importance of marketing and sales alignment

Lead **marija milanova**

Details **Pardot** LinkedIn Outreach Audit

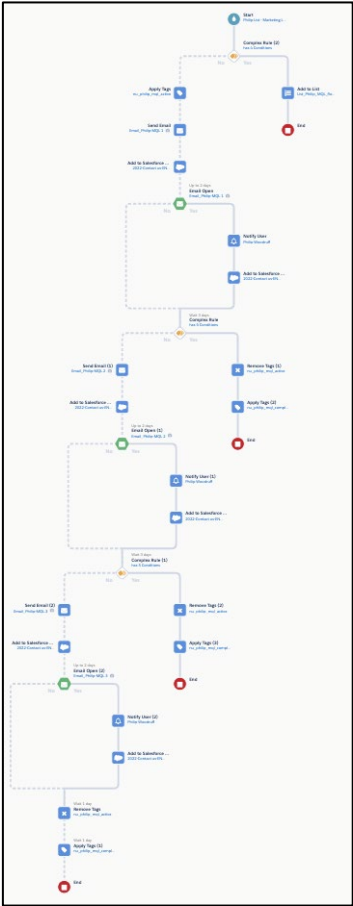
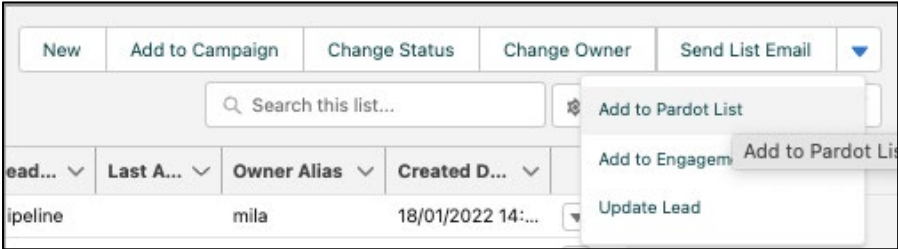
Pardot Lead Information

Pardot Score 519	Pardot Grade C
MQL Datestamp 09/03/2022	Marketing Lead Datestamp 18/01/2022
Other Job Function	Contact Form Comment

Engagement History (198)

- Tracked Link Click...** 16 hrs 10 mins ago
Custom Redirect: CR_WP_TR_Norwegian pdf
Link: https://site.trustly.net/site/binaries/content/assets/verticals/travel/trustly_norwegian_case-study.pdf
- Website Visit** 17 hrs 8 mins ago
Duration: 1 hr 15 mins
Page Views: 7 ([Show](#))
- Landing Page View** 17 hrs 8 mins ago
Landing Page: LP_WBN_EN_PA_Open Banking with Payabl
- Landing Page View** 17 hrs 29 mins ago
- Landing Page View** 18 hrs 23 mins ago
Landing Page: LP_WBN_EN_PA_Open Banking with Payabl

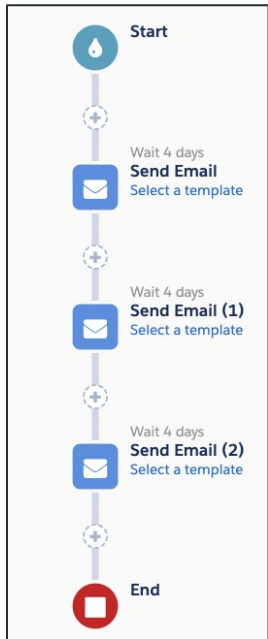
1. The importance of marketing and sales alignment



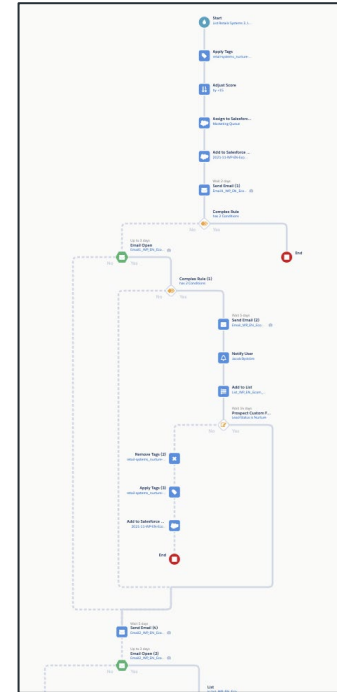
2. Why you should challenge the marketing managers' approach before campaign launch?

Case Scenario 1:

The marketing manager wants to add all prospects from the event in a specific nurture flow and keep the digital conversation going



After the challenge
"What if" questions



2. Why you should challenge the marketing managers' approach before campaign launch?

Case Scenario 2:

The marketing manager wants to promote a whitepaper on LinkedIn

Trustly
32,426 followers
zmo · 🌐

Learn how we partnered with **airBaltic** to help them reduce their customer service errands and payments costs. <https://lnkd.in/ezcntw8H>

CASE STUDY

Flying the Baltics forward

Learn more →

Jérémy Pons and 74 others · 1 comment · 1 share



Trustly

Case Study

Flying the Baltics forward

How air Baltic has equipped their transaction costs, improved their operational efficiency and more together with Trustly.

Innovating payments within the Airline industry

This case study outlines our 3 year long collaboration with Latvia's flag carrier Airline, solving the problems that were facing how Trustly and air Baltic worked together and what the uplift has been for their business.

Read this case study to find out:

- How Trustly partners with merchants for long-term collaboration
- How challenges are defined and relevant solutions are applied
- How Trustly helps minimize transaction costs for their partners
- What key results can be found from the partnership

Download
Submit your email below and we will send you the case study right away.

First Name Last Name
Work Email Company
Country

My personal data will be processed in accordance with Trustly's Privacy Policy

[Download](#)

Captured screenshot

Trustly

Overview
 About
 Team & Customers
 Privacy policy
 Careers
 Management and Board



Campaign Member Statuses (2)

2 items · Sorted by Member Status · Updated a few seconds ago

Member Status	Is Default	Responded	Last Modified Date	Last Modified By Alias
1 Filled out form	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	28/10/2021 10:20	Marja Marova
2 Influenced - read the pdf	<input type="checkbox"/>	<input checked="" type="checkbox"/>	28/10/2021 10:20	Marja Marova

[View All](#)

Campaign Members

[Add Leads](#) [Add Contacts](#)

Number of Members

41

[View All](#)

2. Why you should challenge the marketing managers' approach before campaign launch?

Case Scenario 2:

The marketing manager wants to promote a whitepaper on LinkedIn

Trustly
32,427 followers
Promoted

The new FCA ruling for insurance is now in place. Find out what you need to be considering now that customer loyalty will be most important than ever.

The new FCA ruling for insurance is now in place

Find out what you need to be considering now that customer loyalty will be most important than ever.

[Read more](#)

[Download](#)

37 3 shares



Trustly

The new FCA ruling for insurance

Download your copy

Submit your details below and you'll be able to download the report right away.

We'll send this information to Trustly, subject to the company's privacy policy

Email address *

marija.milanova@gmail.com

First name
Marija

Last name
Milanova

Country/Region
Sweden

Job title
Marketing Automation Expert

Company name
Trustly

[Submit](#)



Campaign Member Statuses (2)

2 items - Sorted by Member Status - Updated a few seconds ago

Member Status	Is Default	Responded	Last Modified Date	Last Modified By Alias
1 Filled out form	<input checked="" type="checkbox"/>	<input type="checkbox"/>	28/12/2021 10:20	Marja Milanova
1 Influenced - read the pdf	<input type="checkbox"/>	<input checked="" type="checkbox"/>	28/12/2021 10:20	Marja Milanova

[View All](#)

Campaign Members

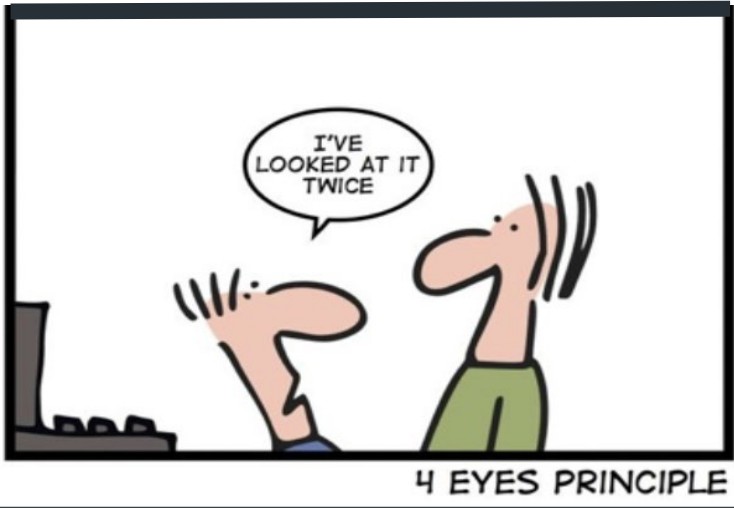
[Add Leads](#) [Add Contacts](#)

Number of Members

41

[View All](#)

3. Excel in your work by having a sparring partner



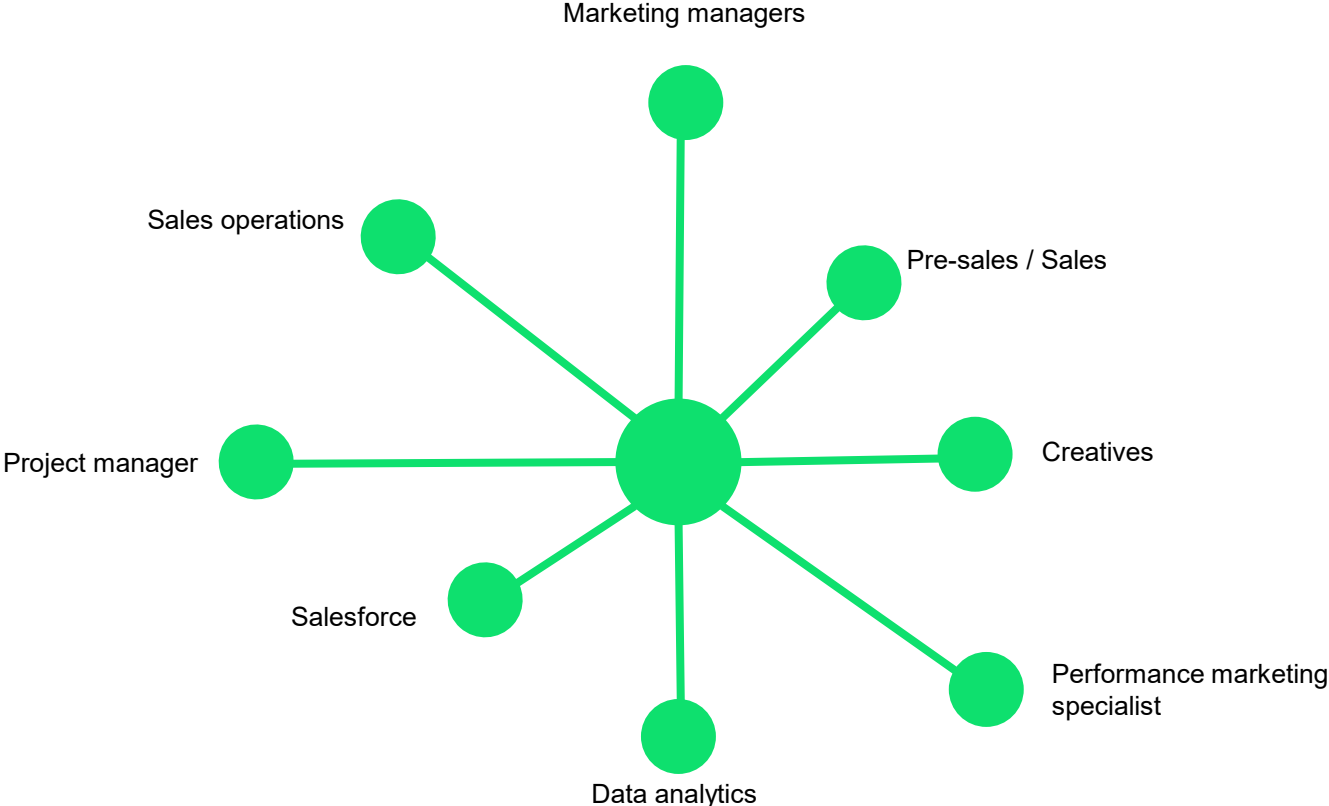
An email sent without / wrong link behind the CTA button

An email sent with the wrong content

Webinar invitation sent to 40,000+ prospects including government officials and law enforcement

Brainstorm actions you want to take with a colleague: form update, nurture flow, automation, salesforce update....

Summary





Source: <https://www.memecreator.org/meme/yall-got-any-questions/>



Marija Milanova