



Reflektioner

Sex år med innehåll och marketing automation i symbios



Kundresan

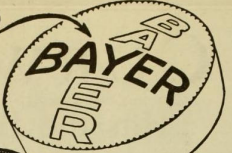
Förtroendet

Processerna



Vem är jag

- Från den tredje statsmakten till The dark side
- Från Göteborg till USA

Genuine  **ASPIRIN**

SAY "BAYER ASPIRIN" and INSIST!

Unless you see the "Bayer Cross" on tablets you are not getting the genuine Bayer Aspirin proved safe by millions and prescribed by physicians 24 years for

Colds	Headache	Neuralgia	Lumbago
Pain	Toothache	Neuritis	Rheumatism

Safe → Accept only "Bayer" package which contains proven directions. Handy "Bayer" boxes of 12 tablets. Also bottles of 24 and 100—Druggists.

Aspirin is the trade mark of Bayer Manufacture of Mononitrocinicacidester of Salicylicacid

Only 12¢ a Day
Pays for This Beautiful
GENUINE DIAMOND RING

Almost a year to you

Write for full details of this offer also Million Dollar Diamond Ring. Everything paid to you instant cash. Write for book now—Free. Address: **M. LYON & CO., Inc.**, 2-4 Maiden Lane, Dept. 1727, New York City

Women, Girls of all ages!
Be a Trained DENTAL NURSE!
I will train you at home in 11 months for position as Dental Nurse paying \$5 to \$10 a week! Thousands of splendid positions assisting dentists now open. The new unrecorded BIG PAY profession for women of all ages. Easy work, short office hours.
\$25 to \$60 a week!
I supply you with complete outfit of tools and materials without charge. Free Employment Service helps you find \$5 to \$10 a week position as soon as you graduate. Special Free Scholarship offer made now only.
Learn at Home! Let me tell you fascinating story of the Dental Nurse and how quickly and easily you can get ready to start in your own home in night, home and office. Write for your copy today—it's free.
N. A. McCarrie, Director
McCARRIE SCHOOL, Dept. 84-J, 1138 So. Michigan Ave., CHICAGO

Get my Big Book FREE!

Save \$38.80

Take advantage of the great saving we offer on the greatest, world famous, hairbrush/clipper long-wearing L. C. Smith Typewriter. Laid down monthly—directly on your door—paid in **TEN DAYS' FREE TRIAL** **BEAUTY EXERCISES** **A YEAR TO PAY LOW PRICES** **SEND NO MONEY** **Guaranteed Five Years**

We do the most perfect and beautiful thing in the world for you in ten years and years. Just like new. The L. C. Smith is the easiest machine to operate and you can use it year after year. Complete training in typewriting and in the use of the typewriter. **FREE**—Send today for Free Booklet of Valuable Typewriter Information, the Catalog and our Special Offer.

SMITH TYPEWRITER SALES CO.
226-360 East Grand Avenue Chicago, Illinois

Beauty Exercises
The secret of a youthful face will be sent to any woman who has any kind of a facial line. Write for your copy today—it's free. About three remarkable exercises which remove wrinkles, crow's feet, fill up hollows, give contour to every contour, clear up yellow signs and restore the charm of youthful beauty. No creams, no expensive medicine. **Results Guaranteed**
Write for this FREE BOOK, which tells just what to do to "Wipe out" complexion marks. **Kathryn Murray, Inc.**, 207 So. Wabash Ave., Suite 1058, Chicago

Closest Cutting CLIPPERS

Ever made. Do you ever bothering and save cost of clipper in few weeks. Could not hold any longer neck perfectly clean—no more cutting the hair. Write today for our **FREE BOOKLET**. Satisfaction guaranteed or money refunded. Sent by insured mail for \$1.00. Salesmen wanted.

NOVELTY CUTLERY CO., 473 Bar Street, Canton, Ohio

Clear Your Skin!
Your Skin Can be Quickly Cleared of Pimples, Blackheads, Acne Eruptions on the face or body. Barbers, Hairdressers, Enlarged Pores and Oily or Shiny Skin. Write today for my **FREE BOOKLET**. **FREE** "A CLEAR-TONE SKIN"—telling how I cured myself after being afflicted 15 years. **E. S. GIVENS**, 125 Chemical Bldg., Kansas City, Mo.



Tetra Pak

- ▶ Världens ledande företag inom process- och förpackningslösningar för livsmedel.
- ▶ We commit to making food safe and available everywhere
- ▶ Magin med maten





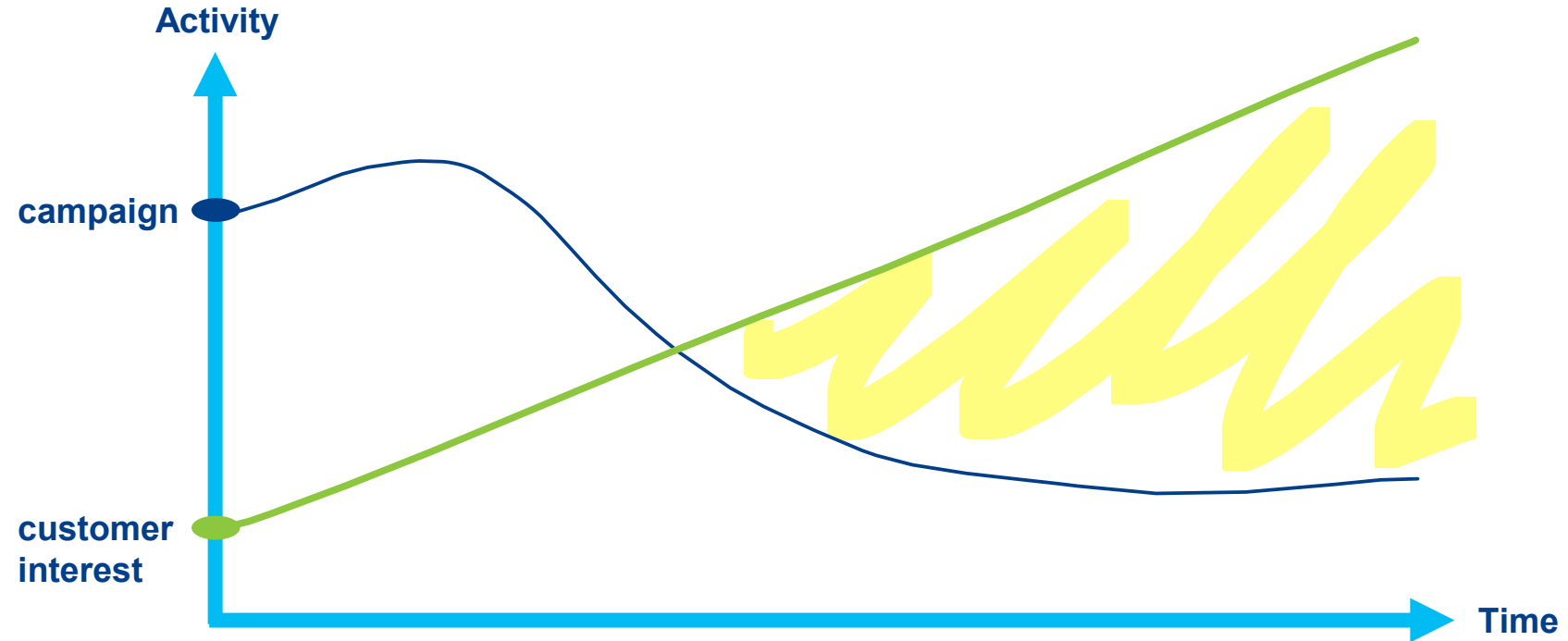
Att starta en marketing automation-resa

- ▶ Excel
- ▶ Ett fält i CRM?





Mind the gap, please (thanks for the inspo, Recoordinate)





Kundresan (inte säljresan)





Kundens behov av information

- ▶ Fokusförflyttning
 - Från "vårt fantastiska erbjudande"
 - Till vad kunden behöver veta
- ▶ Var givmild
 - Ambitioner och nya kunskaper
 - Hitta tryggheten i ditt företags syfte





Så vi byggde en kunskapshub - Processing Insights

- ▶ En separat hemsida
- ▶ Förstå olika kundresor
- ▶ Skapa innehåll
- ▶ "Two common powder mixing challenges – and how to solve them"

The screenshot shows the homepage of the 'Processing Insights' website. At the top, there is a navigation bar with the 'PROCESSING INSIGHTS' logo on the left, followed by 'TECHNOLOGIES' and 'APPLICATIONS' with dropdown arrows. On the right side of the navigation bar are two buttons: 'SUBSCRIBE' and 'CONTACT SALES', and a magnifying glass icon for search.

The main content area features a large hero section on the left with the heading 'HOMOGENIZATION EFFICIENCY' and the text 'Are you over-homogenizing and wasting energy in the process?'. Below this text is a blue button labeled 'READ MORE'. To the right of this text is a large image of a white bowl containing a white liquid, with a small industrial machine (a homogenizer) positioned next to it. Overlaid on the image is the formula for homogenization efficiency:
$$100 \times e^{\frac{-ID[5;3] - 0.08019}{1.63085}}$$
 where $ID[5;3]$ is 0.08019 and the result is 1.63085.

Below the hero section, there are three smaller image-based cards:

- The first card shows a woman in a pink shirt preparing food, with the caption 'How to achieve high-quality mayonnaise'.
- The second card shows a cow's head looking over a metal barrier, with the caption 'A day in the life of a super-efficient dairy separator'.
- The third card shows a close-up of a person's face next to a colorful ice cream cone, with the caption 'The science of why everyone loves ice cream'.



Processing centralt
Eloqua
Infunnel
Spoon

2015-
2020

Hela företaget,
centralt och lokalt
Pardot/Salesforce

2020-



Lek tillsammans

Innehållsägare och
MA-experter
behöver varandra





Förtroende





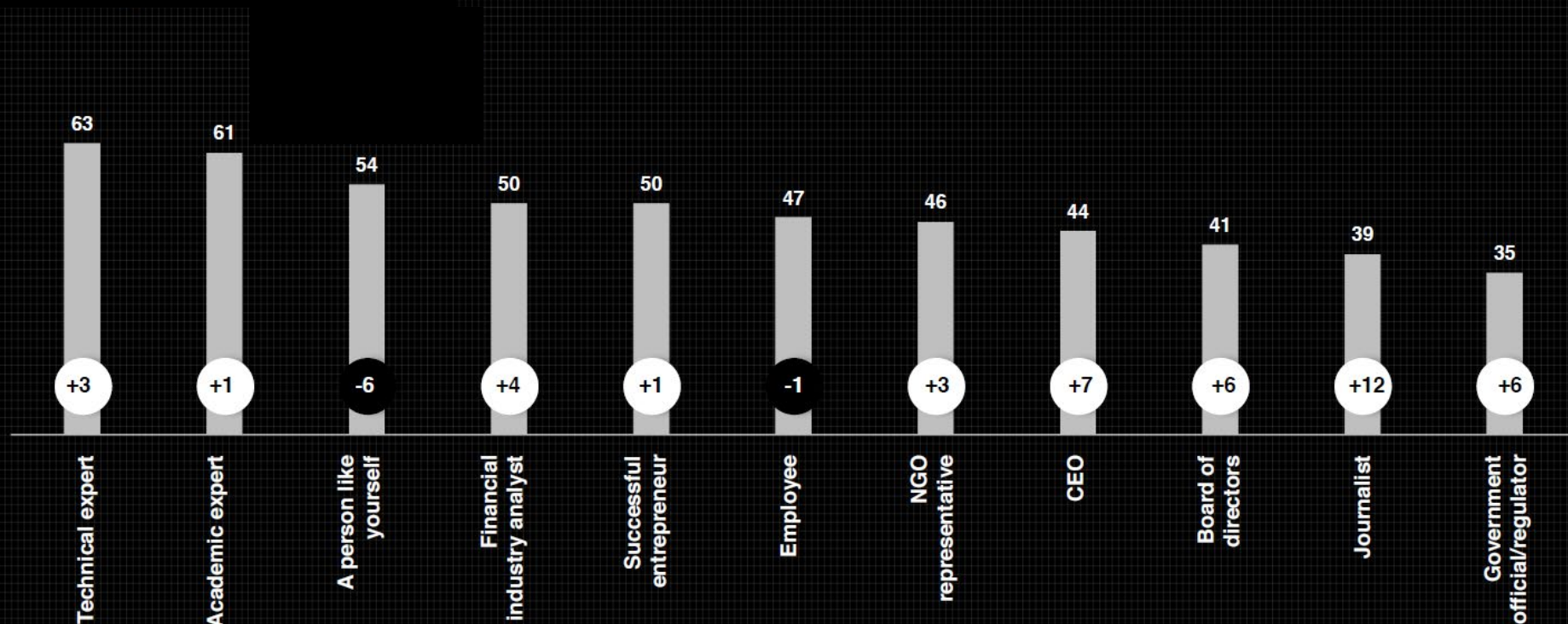
- ▶ En djupdykning i förtroende
- ▶ En djupdykning för förtroende



Voices of Authority Regain Credibility

Percent who rate each spokesperson as very/extremely credible,

— 0 + Y-to-Y Change

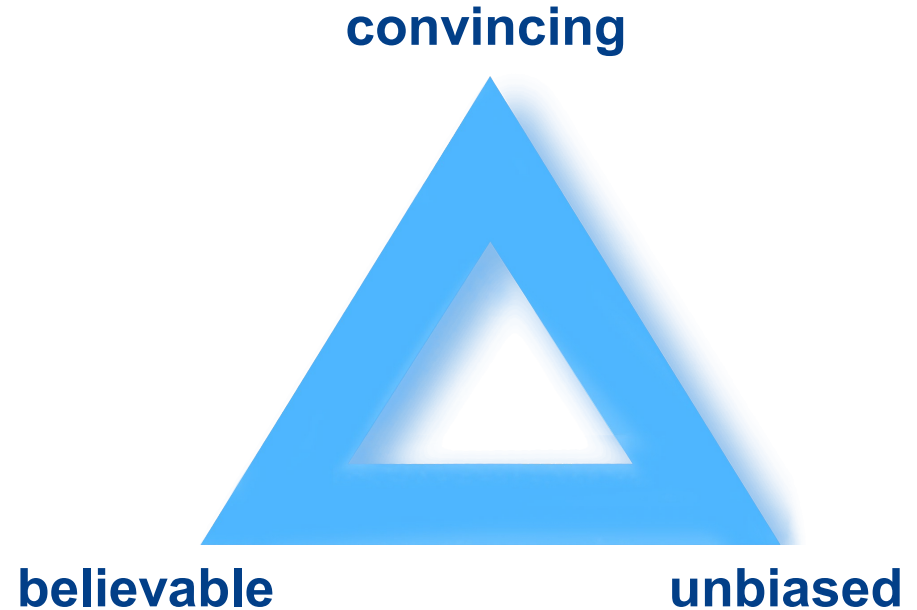


Source: 2018 Edelman Trust Barometer. CRE_PPL. Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 Box, Very/Extremely Credible), question asked of half of the sample. General population, 28-market global total.

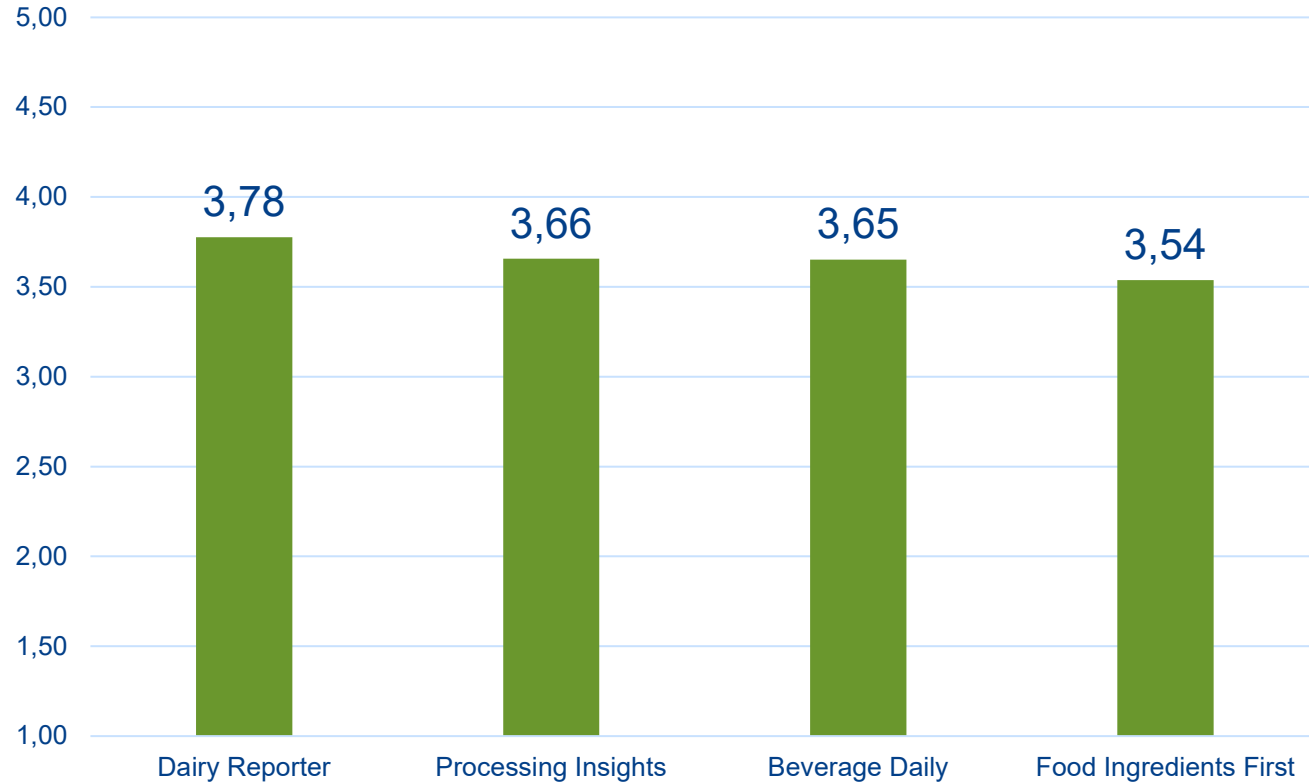


Förtroendemätning

- ▶ De tre vanligaste branschtidningarna + Processing Insights
- ▶ 1 200 respondenter
- ▶ Förtroendeindex



Credibility Index (average value)





Så – betalade sig förtroendet? Vad blev ROI?

Vi vet inte

Inte tillräckliga svar från sälj

Ingen CRM-koppling

Vem förfinar leads? Ny roll?



Men vi vet ändå en del

Vi tog bakvägen

Stora avtal hade föregåtts av hög aktivitet

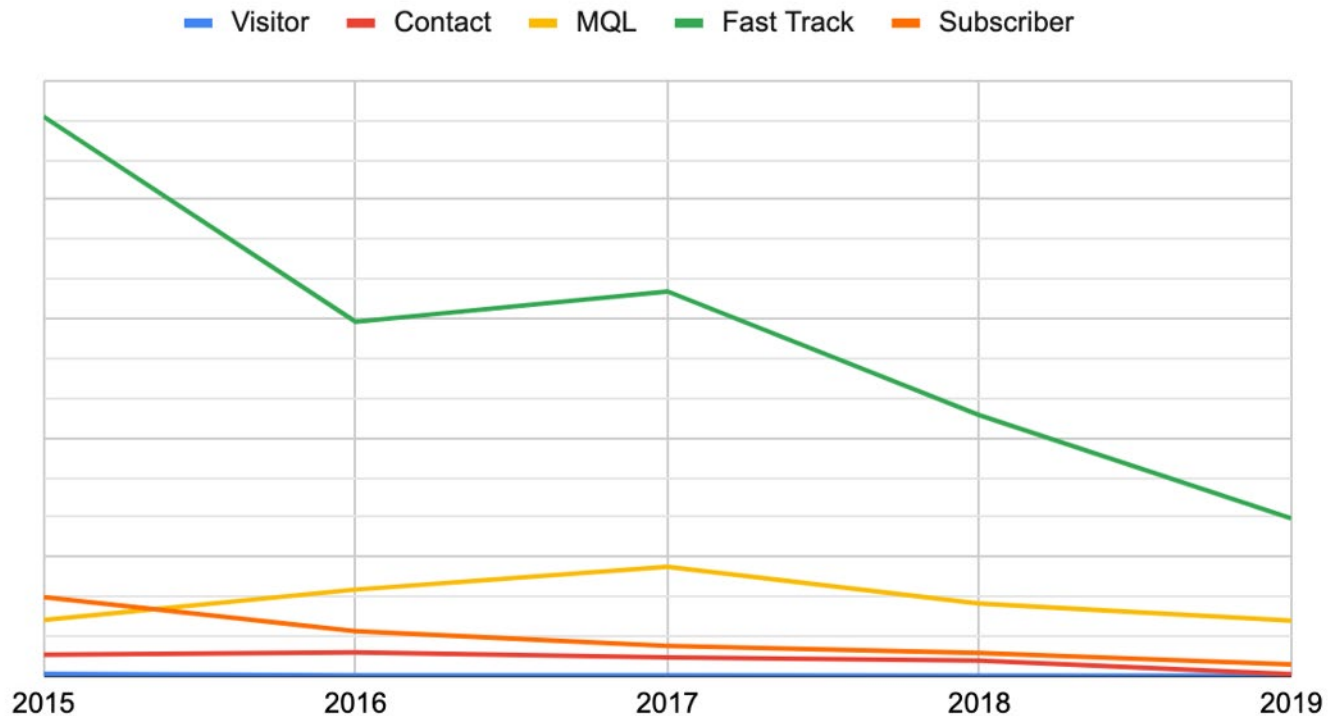
Många timmars läsning

Mycket nedladdat material

Många olika roller



Content cost per prospect type





Vad är det vi automatiserar?





Administrationsmonster

- ▶ Teknologi-process-människa
 - old news, men ändå
- ▶ Vilka processer är det som lägger "grejen" i kundens hand?
 - Ta bort
 - Inte automatisera
 - Eller värre, accelerera





Kundresan

Förtroendet

Processerna