# Keep t Simple Stupid

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#### **BUSINESS CONCEPT**



By combining technology, communication and constant learning, we create efficient customer journeys that make our customers successful in a digital world

Dustin

**preem** 

#### COMPETENCE

- Strategy & Advice
- Implementation
- Campaign
- Analysis

AXIS

SANDVIK

• Optimization



#### LOCATIONS

We are located in Stockholm and Malmö, but our customers are Nordic o<u>r Global</u>

#### CLIENT EXAMPLES





Schneider GElectric



#### TECHNOLOGY

- Marketing Automation
- Integration
- Distribution
- CRM
- CDP



**ROCKET** - SEO, CRO AND PAID ADVERTISING | **NO** 

**INFUNNEL** - LEAD MANAGEMENT THROUGH MARKETING AUTOMATION & CRM | SE

NOVACARE - MANAGING, MAINTAINING, AND SUPPORTING .NET-BASED SOLUTIONS | NO

POINT TAKEN - FULL SERVICE DELIVERY ON ALL OF MICROSOFT'S KEY CLOUD SOLUTIONS | NO

PINEBERRY - SEO AND ADVERTISING ON GOOGLE, FACEBOOK, AMAZON, INSTAGRAM AND YOUTUBE | SE

NORTHERN BEAT - USER EXPERIENCES THAT ENGAGES, CONVERTS, AND EXCITES | NO

**NOVANET** - APPLICATION DEVELOPMENT AND INTEGRATION ON THE MICROSOFT .NET PLATFORM | NO

EPINOVA - WEBSITES, E-COMMERCE, AND INTRANETS IN OPTIMIZELY CMS / COMMERCE SE | NO

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#### +5hq

#### Herring

Tradition says that you start a julbord at the cold seafood buffet first

#### +2kg

#### **Meatballs**

Let's head to the warm dishes part of the buffet. Like the köttbullar (meatballs).

#### Ham

+1kg

Time to move on to the second course: the cold meats. This round includes the julskinka

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+3kg

#### Desser

Eventually, it's time for dessert and/or cheese with crackers, finished off with some coffee and perhaps a few sweets and rice pudding (ris à la Malta)

+1kg

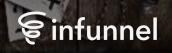
#### Jansson

Since the potato is a relatively late arrival to Sweden, Janssons frestelse is a more modern addition to the spread.

**Sinfunnel** 

## Is there a perfect journey?

# Is there a perfect journey?



### **1.USER**

A unique user / visitor in clients digital channels

### 2.LEAD

An identified person, we have the contact information, such as an e-mail

### 3.MQL

Marketing Qualified Lead - A lead qualified by Marketing for handover to sales

### 4.SAL

Sales Accepted Lead - A lead that sales think is good and chooses to continue working on

### 5.SQL

Sales Qualified Lead - After being in contact with the lead, this is still interesting

6.WON

Client has closed a deal

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5

# 1. Set the definitions - MQL, SQL, FNL...

2



According to the Power Rule of Exponents.... **3 Steps 3 Themes 3 Personas** 

247

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# 1. Set the definitions - MQL, SQL, FNL...



### Starters TOP OF FUNNEL

### Main Courses MIDDLE OF FUNNEL

### **Dessert** BOTTOM OF FUNNEL

## 1. Set the definitions - MQL, SQL, FNL...



Article A BOFU

Whitepaper B TOFU

Infographic C BOFU

<sup>Movieclip D</sup> 2. Structure content - in Excel (What?)

Persona

Cost

ROI

Design

CFO

CMO

E-book E

CFO

Stage

CEO





CEO:s interested in ROI, with a lead scoring higher than X, at a company with 1000+ employes in the energy sector. With a moustache.

3. Data-driven automation stop guessing ;)

### **# of USERS**

A unique user / visitor in clients digital channels

### **# of LEADS**

An identified person, we have the contact information, such as an e-mail

### # of MQL

Marketing Qualified Lead - A lead qualified by Marketing for handover to sales

### # of SAL

Sales Accepted Lead - A lead that sales think is good and chooses to continue working on

### # of SQL

Sales Qualified Lead - After being in contact with the lead, this is still interesting

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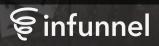
Client has closed a deal

/Campaigr

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# /Area

## 4. Find the correct KPIs - that can be measured!



### Automated program A

8 weeks max

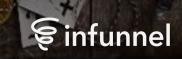
2010

### **Automated program B**

### Automated program C

### 2 days/mail to draft

5. Increase speed - Set a launch date



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