4 Minute Survey

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Marketing Optimization Strategies

1. Which best describes your role in relation to pipeline generation? (Check one):
- ☐ Generating pipeline for sales is not part of my job
- ☐ I manage one or a collection of marketing programs which generates pipeline
- ☐ I manage my company's marketing program portfolio which generates pipeline
- ☐ I own everything related to marketing, including pipeline generation

2. What percentage of sales pipeline is generated by marketing?
- ☐ 0 to 15%   ☐ 16 to 25%   ☐ 26 to 50%   ☐ 51 to 75%   ☐ >76%   ☐ Don't know

3. What Marketing Automation System do you use?
- ☐ Aprimo   ☐ Marketo   ☐ SilverPOP   ☐ Eloqua   ☐ None   ☐ Other: _____

4. How important is the improvement of the following? (Rate 1-5, 1 = not important, 5 = critically important):

	1	2	3	4	5
Generating more leads:	1	2	3	4	5
Identifying quality leads:	1	2	3	4	5
Gaining more business from your house database:	1	2	3	4	5

5. In your opinion, your marketing tactics and programs:
- ☐ Are in need of a refresh   ☐ Are a mix of traditional and some online methods   ☐ Are as cutting edge as it gets

6. To what extent is your organization measuring marketing's impact on revenue?
(Rate 1-5, 1 = not being measured, 5 = measured very closely):

1	2	3	4	5
1	2	3	4	5

7. How do you think your CEO and CFO think about marketing? (Check one):
- ☐ Marketing is a necessary cost center, but doesn't drive revenue
- ☐ Marketing drives revenue, but marketing ROI is very difficult or impossible to measure
- ☐ Marketing is partners with Sales on the company's revenue generation team
- ☐ Marketing is not worth doing

8. What holds marketing back from contributing more to revenue? (Check all that apply):
- ☐ We can't prove marketing impact on revenue, so marketing is underbudgeted
- ☐ Our sales team can't support any more pipeline; we need to hire more reps
- ☐ Our sales team is inefficient in their follow up
- ☐ We struggle to deliver the right message to the right person at the right time
- ☐ Resource constraints make it difficult to get programs out the door
- ☐ Other: _____

9. If your budget was increased by 20% next month, which of the following would be true? (Check one):
- ☐ It would be difficult to spend it in a way that wasn't wasteful
- ☐ We could spend it, but the ROI would be unclear
- ☐ I know exactly which programs we would invest in to maximize ROI

Our client, Marketo, is the global leader in Revenue Performance Management. Their powerful yet, easy-to-use integrated marketing automation platform transforms how marketing and sales teams work together to drive increased revenue performance and fuel business growth. When would you like to be contacted by a senior representative from Marketo?

☐ Email me now   ☐ Email me later   ☐ Call me now   ☐ Call me later   ☐ I prefer you contact my scheduler: _____

Company Name	Name	Title	Phone/Extension	Email

☐ I prefer you follow up with this person:

Company Name	Name	Title	Phone/Extension	Email