

Field Marketing in Hewlett Packard Enterprise

November 2018

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Points we will go through...

- The role of Marketing in HPE
- How Marketing objectives/KPIs (*) are set and performance management

(*) KPI = Key Performance Indicator

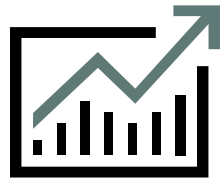
What's the role of Marketing in HPE

Marketing & Communications Priorities



Support

HPE demand, revenue and operating profit targets; drive speed to value



Grow

revenue and market share for HPE products, services and solutions

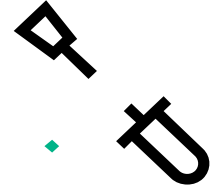


Differentiate

HPE in the market and engage our customers and partners actively in the digital world

Manage

the transition to a “digital-first” marketing motion for the company



Develop

a world-class, data-driven organization that strives for flawless execution

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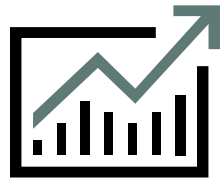
Marketing & Communications Priorities

WW/Corporate



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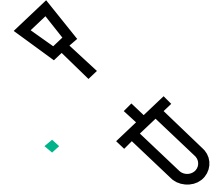


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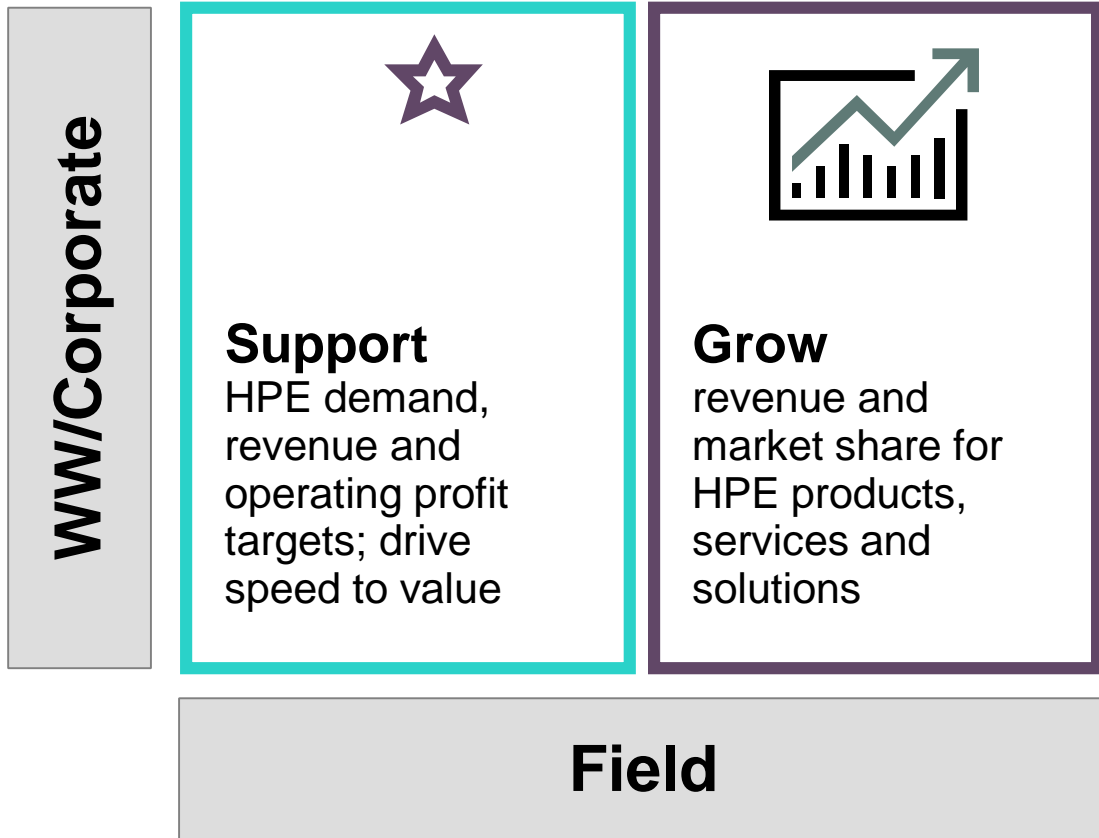
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Field

"How"

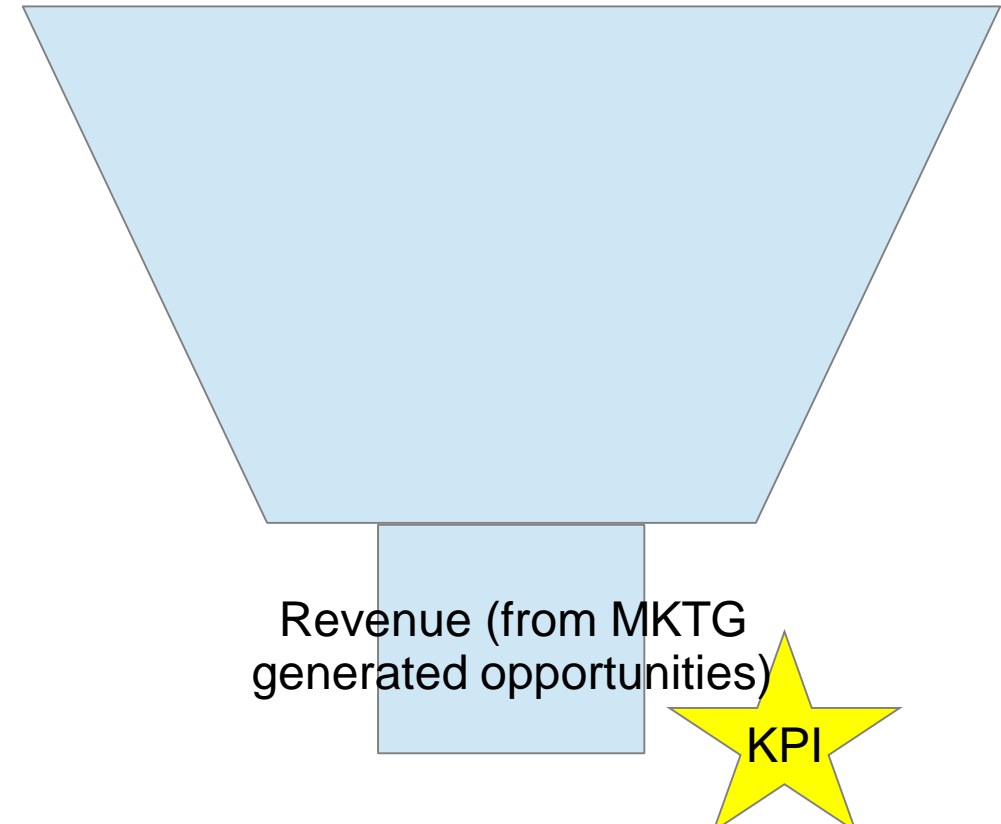
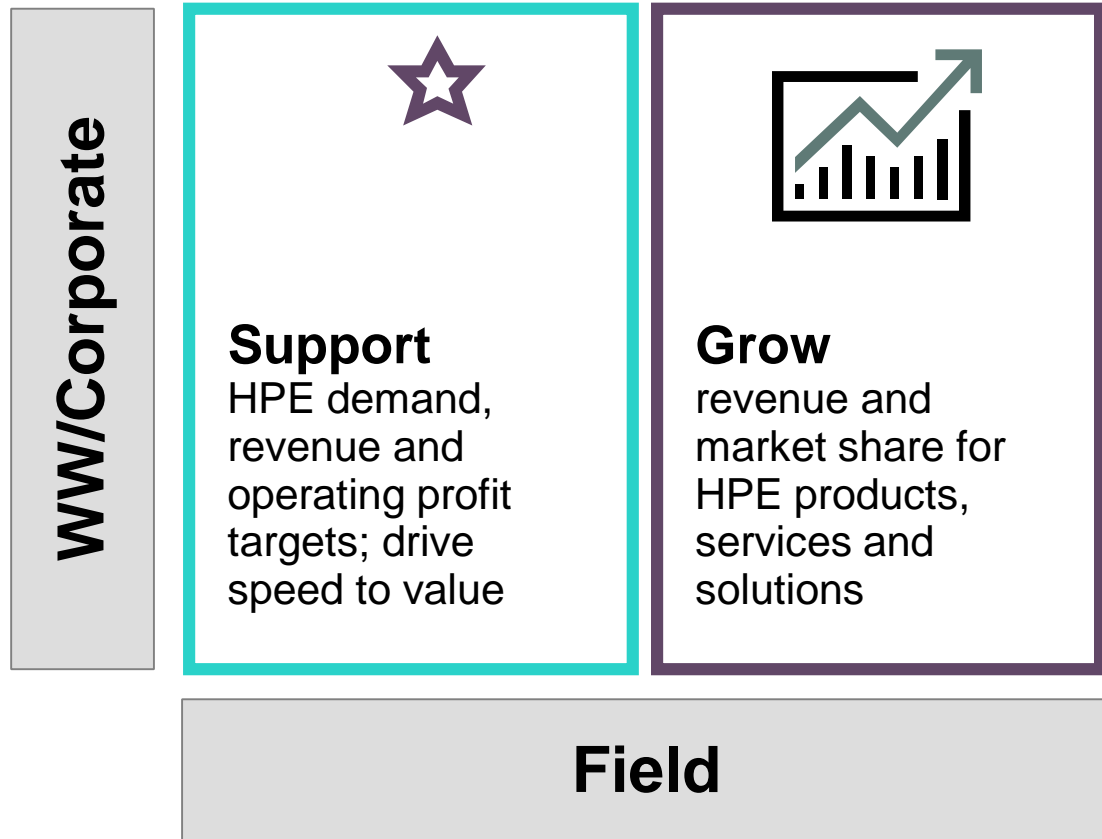
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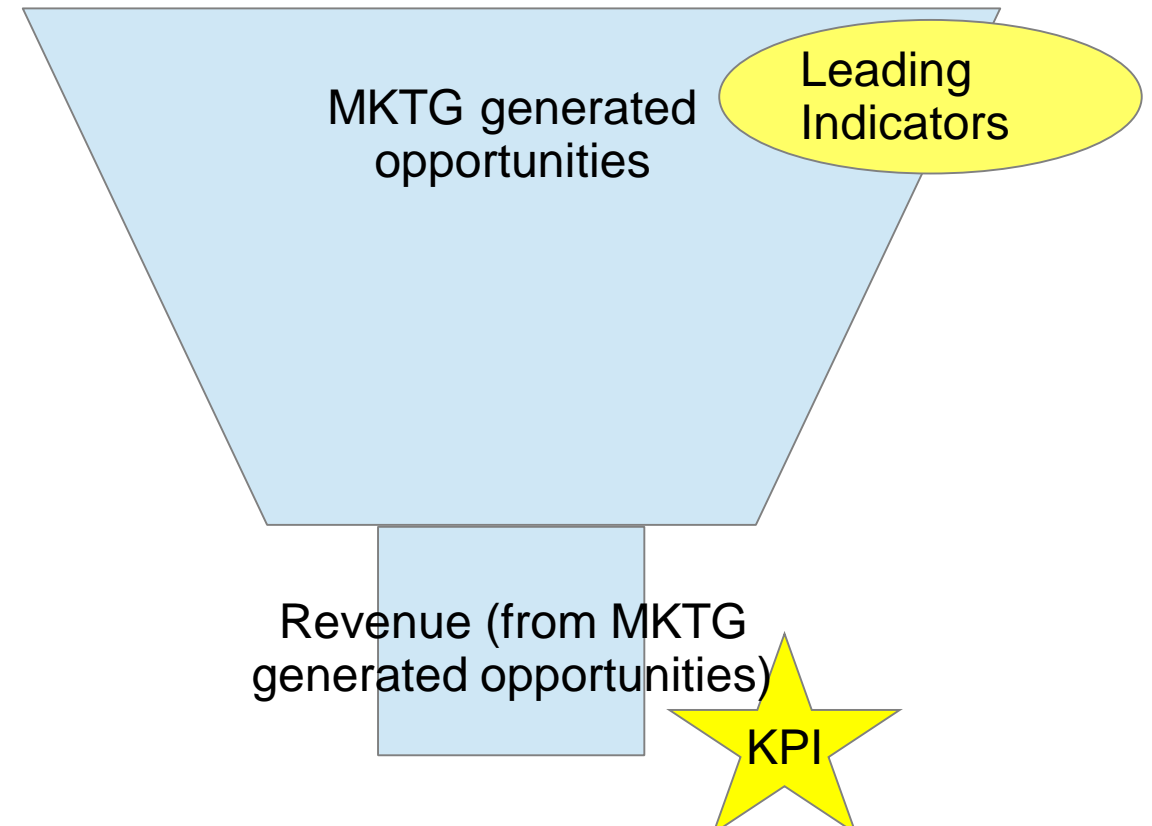
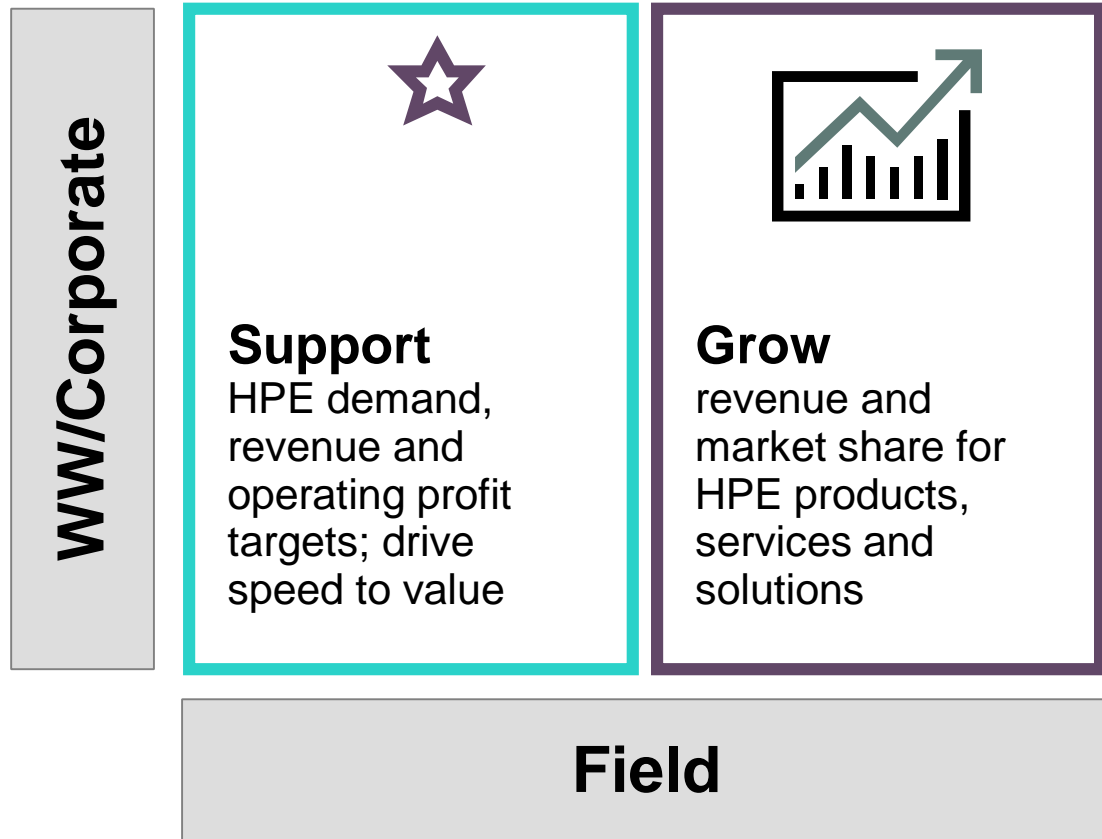
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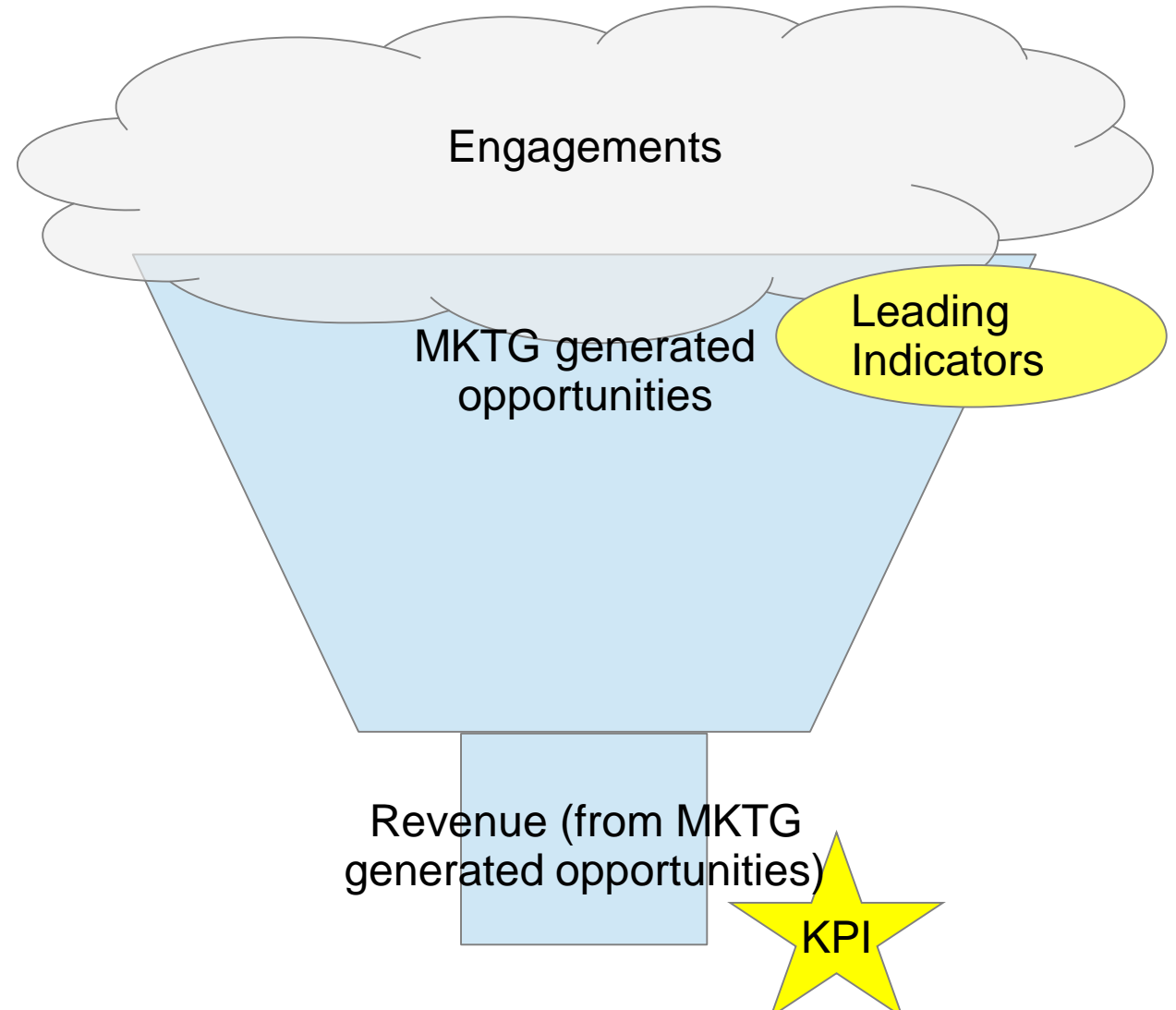
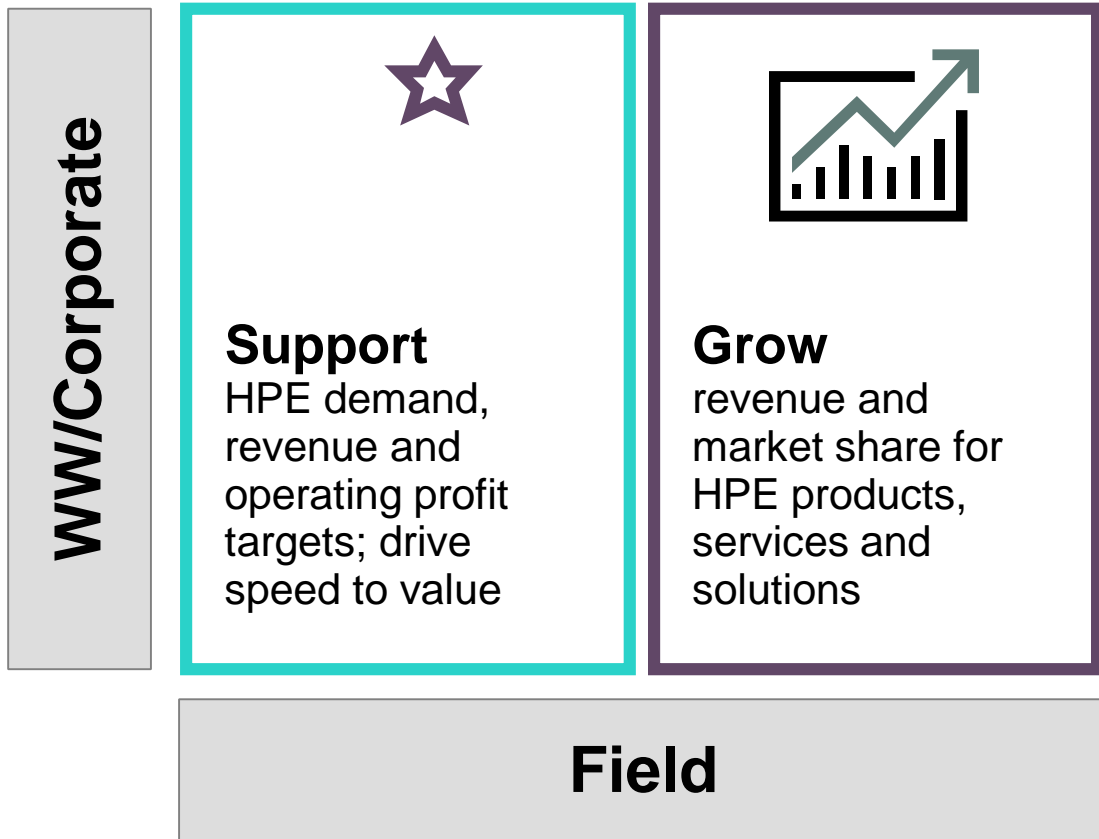
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What's the role of Marketing in HPE

In numbers.....

Setting Marketing objectives/KPIs and performance management

Field KPIs:	Go to Market Motions		
	Direct	Digital	Channel
Revenue from MKTG generated pipeline	√	√	√
--> leading indicator: MKTG-generated pipeline	√	√	√
Engagement		√	

In addition to these, there are several other “secondary” Performance Indicators measuring brand positioning, Marketing influence, operational excellent... and of course people management and talent retention

Are these KPIs right or wrong?



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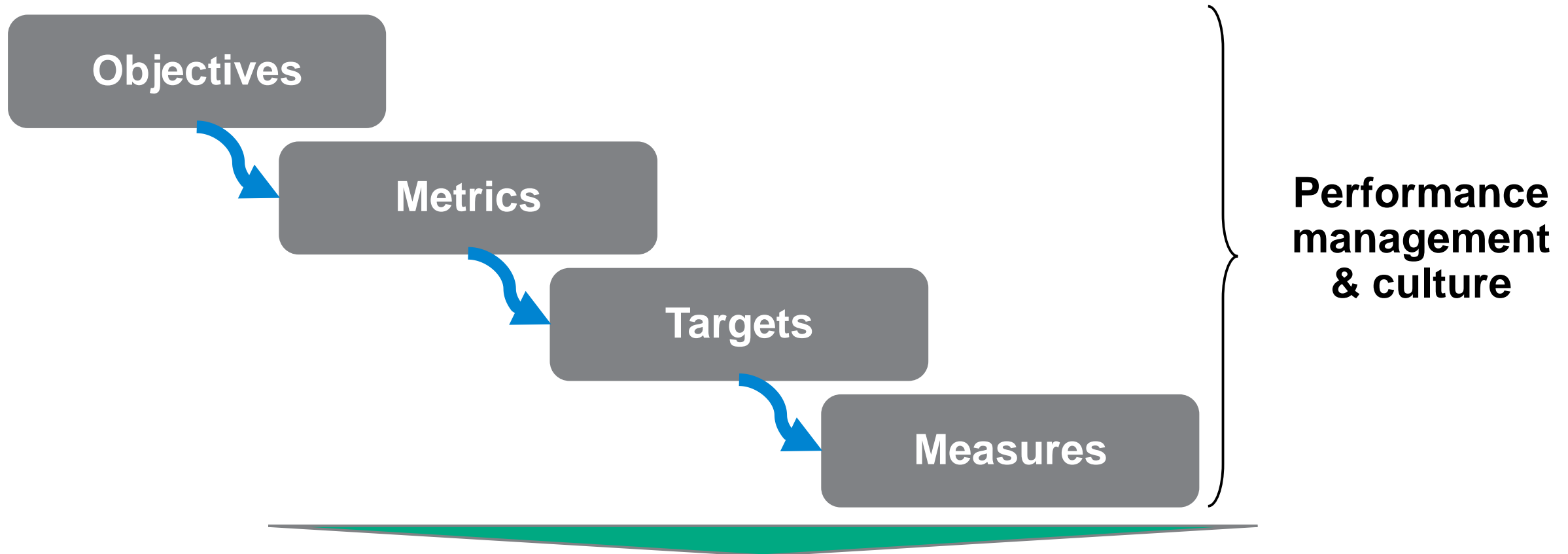
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Hard to say... KPIs typically are neither right or wrong until you don't look at them within the company and market context

- Good KPIs should be:**
- 1) Clear (unambiguous)
 - 2) Measurable (simple/low effort, timely)
 - 3) Linked to strategy

Setting Marketing objectives/KPIs and performance management

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**Clarity on this framework seems very simple, but in reality it is quite hard.
How you communicate targets and measure is also critical**

The Economics of (an Outbound) Campaign - EXAMPLE

	Expected result %	Expected result #	Possible optimization
Target		1000	- Contact DB (# and quality)
Responses	3.00%	30	- Content/Value prop, short copy - Optimize media mix
Qualification	50.00%	15	- Qualification velocity, flex BANT, lead scoring (top responses first) - Plan TeleMKTG capacity in advance
Sales Acceptance	80.00%	12	- Pre-sign-off with Sales Leads
Average Opp. Value		\$50K	- Value proposition - Cross selling
Total New Pipeline		\$600K	
Win Rate	35.00%		- Better qualification - Better routing to Sales/Channel - Nurturing
Total New Revenue		\$200K	

How is it different in Digital Marketing?

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**Reach,
share of
voice**

Metric

Unique visitors
Engaged visitors
Form fills

Engagement

Responses
Prospects
Leads

Demand

MKTG Generated Opportunities:
and \$
Revenue from MKTG Generated
Opportunities: # and \$

How is it different in Digital Marketing?

	Metric	Paid Media
Reach, share of voice	Unique visitors	#####
	Engaged visitors	####
	Form fills	##
Engagement	Responses	###
	Prospects	###
	Leads	##
Demand	MKTG Generated Opportunities: # and \$	### \$\$\$
	Revenue from MKTG Generated Opportunities: # and \$	## \$\$

How is it different in Digital Marketing?

	Metric	Paid Media	Organic Search	Paid Search	Social	Paid Social
Reach, share of voice	Unique visitors	#####	#####	#####	#####	#####
	Engaged visitors	####	####	####	####	####
	Form fills	##	##	##	##	##
Engagement	Responses	###	###	###	###	###
	Prospects	###	###	###	###	###
	Leads	##	##	##	##	##
Demand	MKTG Generated Opportunities: # and \$	### \$\$\$	### \$\$\$	### \$\$\$	### \$\$\$	### \$\$\$
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	Revenue from MKTG Generated Opportunities: # and \$	## \$\$	## \$\$	## \$\$	## \$\$	## \$\$

Is there any problem with this approach?

How is it different in Digital Marketing?

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Cross-attribution is missing... :(

EMEA Marketing performance management

My take-away: what really matters:

- Create a culture of performance (focus)
 - Be clear on expectations
 - Inspect what you expect
- Clear, obvious alignment to the strategy



Few tips to make it happen:

- Set a cadence and discipline
- Keep high motivation
- Reward achievements and provide support where there are misses
- Healthy internal competition
- Complement pure performance management with a balanced scorecard approach

Thank you

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