WEBINAR

Automate Customer Acquisition from Discovery to Contract

MAPI

Welcome & Introductions

Rishabh Dayal

Head of Digital Strategy, Enterprise at Adobe driving and leading the development of Digital Marketing Strategy and transformation plans for Adobe's key clients

Eric Stevens

VP of Marketing at 4Point Helping customers discovery the possibilities for transformation within their organizations

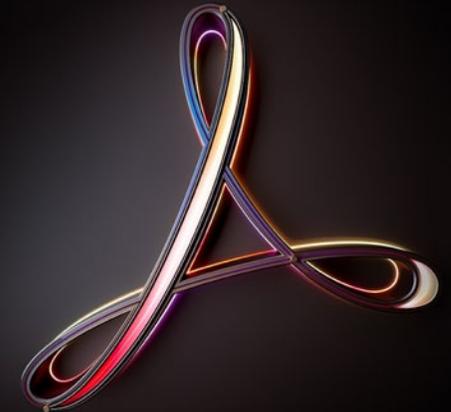*Empowering* People to Create *Transforming* How Businesses Compete

Creative Cloud
The industry standard for creativity tools

Experience Cloud
Integrated platform for digital experience, marketing, analytics, advertising, and commerce

Document Cloud
Digital ecosystem for documents, signatures, & workflows

Adobe Sensei
Artificial intelligence & machine learning

Manufacturing has always been an industry of innovators

MANUFACTURING DEFINES:

The human condition	How we are transported	How we do work	Our favorite household goods	The quality of our goods
Johnson & Johnson	Tesla	Cisco	MARS	Dow
3M	bp	Panasonic	Unilever	BASF We create chemistry
SUEZ	BOEING	Steelcase	Nestlé	INEOS

What does it mean to be a **manufacturer** today?

Makers of goods ➡ **Makers of *experiences***

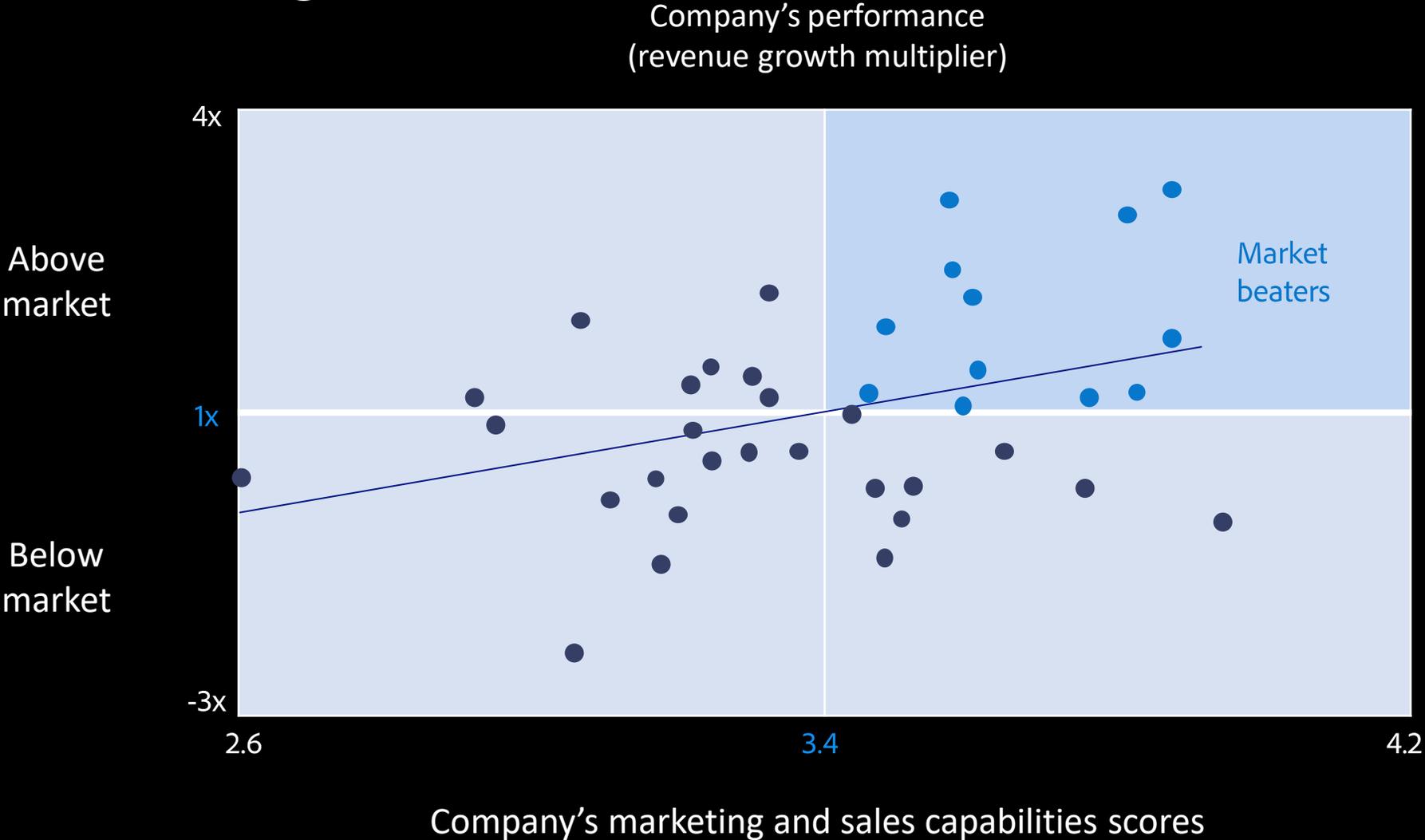What does that mean for the role of technology in the Manufacturing industry?

Supporting function ➡️ **Innovation *enabler***

Companies that invest in marketing and sales capabilities drive above-market growth

Company's performance
(revenue growth multiplier)

Above
market

Market
beaters

Below
market

4x

1x

-3x

2.6

3.4

4.2

Company's marketing and sales capabilities scores

Source: McKinsey & Company - Building marketing and sales capabilities to beat the market

COVID-19 is accelerating need for digitization across industries

Customer Needs   **Marketer & Sales Needs**   Employee Needs

| **Need** | • Finding new ways to **conduct critical transactions** such as applying for a mortgage, signing up for insurance | • **Conducting virtual versus face-to-face engagement** to meet revenue targets | • Movement to a remote workforce and **maintaining productivity** while balancing family needs |

Adobe is partnering with customers to address these needs

	Customer Needs	**Marketer & Sales Needs**	**Employee Needs**
Use cases	Contactless contract lifecycle management	Targeted nurturing through progressive profiling	Talent nurturing & seamless offer management
Stage	• Engage, Convert, Adopt & Grow, Retain	• Engage, Convert, Adopt & Grow, Retain	• Recruit, Onboard, Collaborate, Engage
Target Industries	• B2B, B2C (Healthcare Payors)	• B2B	• B2E

1

MARKETING AUTOMATION

2

DIGITAL FORMS

3

DIGITAL SIGNATURES

SPEND LESS TIME ON:

Reduce costs, save time on menial tasks

Manual lead list creation and prioritization

Nurturing leads that just need a hard sell
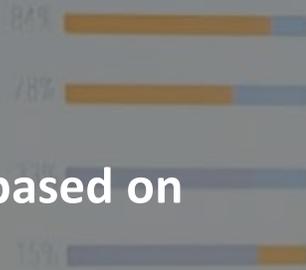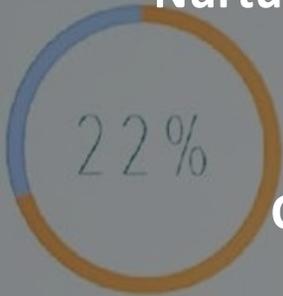
Creating content based on product

Manually merging data from disparate systems

DRIVE UP GAINS FROM:

Increased business and better experiences

Strategizing against qualified prospects

Analyzing performance of nurture programs and iterating on approach

Identification of Buyer personas and crafting content accordingly

Utilizing account intelligence from central system of record

MARKETING AUTOMATION

Marketo

22% 15%
51% 49%

14

SPEND LESS TIME ON:

DRIVE UP GAINS FROM:

Legacy or paper-based forms

Manual routing of forms to individuals or departments

Cumbersome tracking of form completions and error checking

DIGITAL FORMS

AEM Forms

Present dynamic, data-driven information to user

Rules based forms with automation for workflow

Automation tied to backend systems

15

SPEND LESS TIME ON:

DRIVE UP GAINS FROM:

Verifying if paper document has been modified or edited

Secure a document and the content

Manual routing of documents to individuals or departments

DIGITAL SIGNATURE

Verifies that the user agreed to the content as presented

Cumbersome tracking of contract completions and error checking

Adobe Sign

Generates an archival document as a signed record

Driving customer acquisition through digital experiences

ATTRACT	NURTURE	PROPOSAL	OFFER	SELECTION	PURCHASE

CUSTOMER ACTIONS

1 Prospect receives general email

Investigates website, talks to sales

3 Receives personalized email with proposal

4 Opens link in Email to receive personalized proposal brochure and targeted information

5 Reviews offer and information – decides to proceed

6 In browser, presented with product options. Selects the desired options and provides additional information

7 Purchase Contract presented for review

8 Digitally signs contract

AWARENESS	CONSIDERATION	PURCHASE

2

MARKETING/SALES ACTIONS

MARKTO/FORMS

CRM triggers email campaign based on changes or sales activity

Using CRM and Marketo data a customized, personalized proposal is generated

AEM Forms dynamically generates content and proposals using CRM, Marketo and other data

AEM Forms presents dynamic, custom information and captures additional required fields

Contract assembled from CRM, Marketo and new data provided by customer

SALES

Sales, website and other channels improve customer profile

Sales person updated on customer activity

CRM and sales person updated automatically with signed contract

Thank you!

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