

Case Study: ShareBuilder 401(k)

ShareBuilder 401(k) Drives Revenue Growth with Manticore Technology Demand Generation

Key Findings:

- Implemented Manticore Demand Generation with salesforce.com integration in 1-hour
- Increased revenue per sales rep by 9.3%
- Increased inactive leads closing by 250%
- Shortened sales cycles by 12%

ShareBuilder 401K™

ShareBuilder 401(k) provides easy, affordable and smart 401(k) retirement plans exclusively designed for small businesses, ranging from the self-employed to those with 50 or more employees. As part of ShareBuilder Corporation, a leading online brokerage, ShareBuilder 401(k) offers a suite of on-demand services that make it simple for employers and employees to open and manage their retirement plans online through the company's website – www.sharebuilder401k.com.

BUSINESS CHALLENGE

In 2006, ShareBuilder 401(k)'s marketing team looked to accelerate the company's already impressive revenue growth by increasing sales from its large and quickly growing lead base. But there was a catch – the growth had to be achieved while keeping existing sales and marketing headcount constant.

In order to make this a reality, the team looked beyond traditional approaches to business-to-business marketing. "We needed to take our sales and marketing integration to the next level," said Stuart Robertson, Senior Director of Marketing at ShareBuilder 401(k). "We knew we had top notch web and partner programs driving an ever increasing volume of inbound leads to the sales teams, but we were looking for a better way to maximize our investment in our lead base. Our goal was to help the sales team maintain their high close rates, and at the same time, manage with a high level of competency a large and growing lead base."

CONCEPT

The marketing team wanted to automate lead development and tell sales which prospects were most engaged with the website and had become "sales-ready." Additionally, they wanted to notify the sales team of which specific topics each prospect was consuming and most interested in understanding. Prospects that were not "sales-ready" would be placed into an automated nurturing program so that when they were ready to buy ShareBuilder 401(k) would be the solution of choice.

To effectively address the business challenges, the marketing team needed to:

1. Track individual sales prospect activity on the ShareBuilder 401(k) website.
2. Identify which web pages prospects viewed and educational materials downloaded.
3. Understand the frequency and recency with which a prospect viewed the website.
4. Feed this information to the sales team via the company's CRM system, salesforce.com.



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—Stuart Robertson,
Senior Director of Marketing,
ShareBuilder 401(k)

For example, if a “hot” prospect visited the website and viewed a tutorial about how to setup and manage a company 401(k) program, the marketing team wanted to ensure that the sales rep was quickly provided with details of the visit as well as past visits to enable fast follow-up with insight to what the prospect is researching. This data would also allow marketing to help sales identify which prospects to call each day.

By feeding this information to sales and creating a close working relationship between sales and marketing, the team was confident close rates could be improved and the sales cycle could be shortened.

Additionally, the marketing team needed to put in place an automated lead nurturing program that educated prospects, ensuring those that weren’t ready to buy could continue to learn and engage with ShareBuilder. These drip marketing or lead-nurturing programs would help steer target audience members towards a purchase decision through relevant educational emails with content tied to where they were in the sales cycle. Through this automation, ShareBuilder 401(k) expected to move a higher percentage of “inactive” leads to “sales-ready” leads – for the sake of simplicity defined as those looking to buy within a 90-day period. “We had tens of thousands of leads from various online, partner and live marketing programs that we were managing in a manual, ad hoc fashion. By implementing a drip-marketing campaign aligned with the content of most interest and the purchase cycle, there was no doubt that we could move a significant number of leads to “sales-ready” and increase revenues,” added Robertson.

SOLUTION

To address these challenges, ShareBuilder 401(k) implemented Manticore Technology, a leading provider of software-as-a-service (SAAS) demand generation software. “The Manticore solution was extremely easy to implement and work with,” said Robertson. “With Manticore there were no implementation costs, no consulting costs, and no time consuming ramp-up. Manticore Technology with complete salesforce.com integration can be installed in around 45 minutes. Additionally, the Manticore Technology team began helping us address our business challenge even before our account was setup.”

Manticore Technology is an automated demand generation solution that enables business-to-business marketers to execute, automate, track, and analyze online lead generation campaigns to increase demand, boost marketing efficiency, and optimize sales resources. Manticore Technology enabled the ShareBuilder 401(k) marketing team to execute and track multi-touch lead nurturing campaigns which capitalize on email, pay-per-click advertising, and email landing pages.

“Manticore Technology has had a dramatic impact on our sales teams ability to tailor their pitches to a prospect’s needs from the very first second of an engagement.”

—Bob Weintraub,
Director of Sales,
ShareBuilder 401(k)

The ShareBuilder 401(k) marketing team was able to prioritize follow-up calls for sales in salesforce.com using data streamed from Manticore Technology. With their leads prioritized and Manticore data at hand, the sales team was armed with invaluable insight into prospect’s interests including web pages viewed, guides downloaded – even search terms the lead used to find the website through Google®, Yahoo!®, or any other search engine. “With Manticore Technology our sales team knows WHO to talk to – and WHAT to talk with them about,” said Robertson.

The marketing team at ShareBuilder 401k also capitalized on Manticore Technology’s Demand Booster™ feature: a powerful, yet easy to use lead nurturing engine. Through Demand Booster’s drag-and-drop interface, the ShareBuilder 401(k) team was able to easily build a cohesive and intelligent multi-touch lead nurturing campaign with little training. For example, if a prospect registered in response to a web campaign, the marketing team could send “on-behalf-of” emails to the prospect from the sales rep that owns the lead over a period of time, offering additional education and calls to action. Additionally, tasks could be scheduled in salesforce.com for prospects that meet qualifying criteria.

Manticore Technology’s free 30-day trial made ShareBuilder 401(k)’s choice simple. “With a free trial of the Manticore Technology solution we were able to test our marketing transformation without investing any capital. When we reviewed the results of our trial, it was no longer a choice to purchase Manticore – it was a must,” added Robertson.

RESULTS

Since implementing Manticore Technology, the ShareBuilder 401(k) marketing team has dramatically improved the effectiveness of their sales team’s efforts. Within one quarter of choosing Manticore Technology, ShareBuilder 401(k) was able to:

- Increase in inactive leads (>12 months old) closing by 250%
- Increase deal volume closing within 30 days by another 12%
- Increase revenue per sales rep by 9.3%

“Before Manticore Technology we had only aggregate metrics and we were limited in how we could measurably impact the top line given our staff resources,” said Robertson. “With Manticore Technology, we were able to increase inactive leads closing by 250%, while increasing the revenue generated by sales rep by 9.3%. We were literally generating tens of thousands of dollars in incremental revenue every month with Manticore Technology,” he added.

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Of equal importance was the sales team’s reaction to the marketing efforts and the increased cohesion between the groups. “Manticore Technology has had a dramatic impact on our sales team’s ability to tailor their pitches to a prospects needs from the very first second of an engagement,” said Bob Weintraub, Director of Sales at ShareBuilder 401(k).

“For savvy businesses, there are new rules to B2B marketing that consider the individual prospects engagement with your website, emails, and sales staff. These are much more important than when a prospect says they intend to buy or who they are in terms of title in the organization,” said Robertson. “Effective sales and marketing executives can no longer point to traditional metrics and assume results will improve by doing more of the same. They need to consider solutions that give sales reps real insight into the prospect that is easy, actionable, and scalable – thereby generating consistent revenue growth. Manticore Technology has given us the tools we need to fill our pipeline, arm our sales team for success, and drive ShareBuilder 401(k) to record heights.”

ABOUT MANTICORE TECHNOLOGY

Manticore Technology is an automated demand generation solution that enables business-to-business marketers to execute, automate, track, and analyze online lead generation campaigns to increase demand, boost marketing efficiency, and optimize sales resources. Manticore Technology has more than 45 enterprise customers worldwide, including The Kellogg Company, International Truck, Riverbed Technology and Net Forensics. Headquartered in Austin, Texas, Manticore Technology is a privately funded company. For more information please visit the company’s web site at www.manticoretechnology.com or call (512) 241-3780.