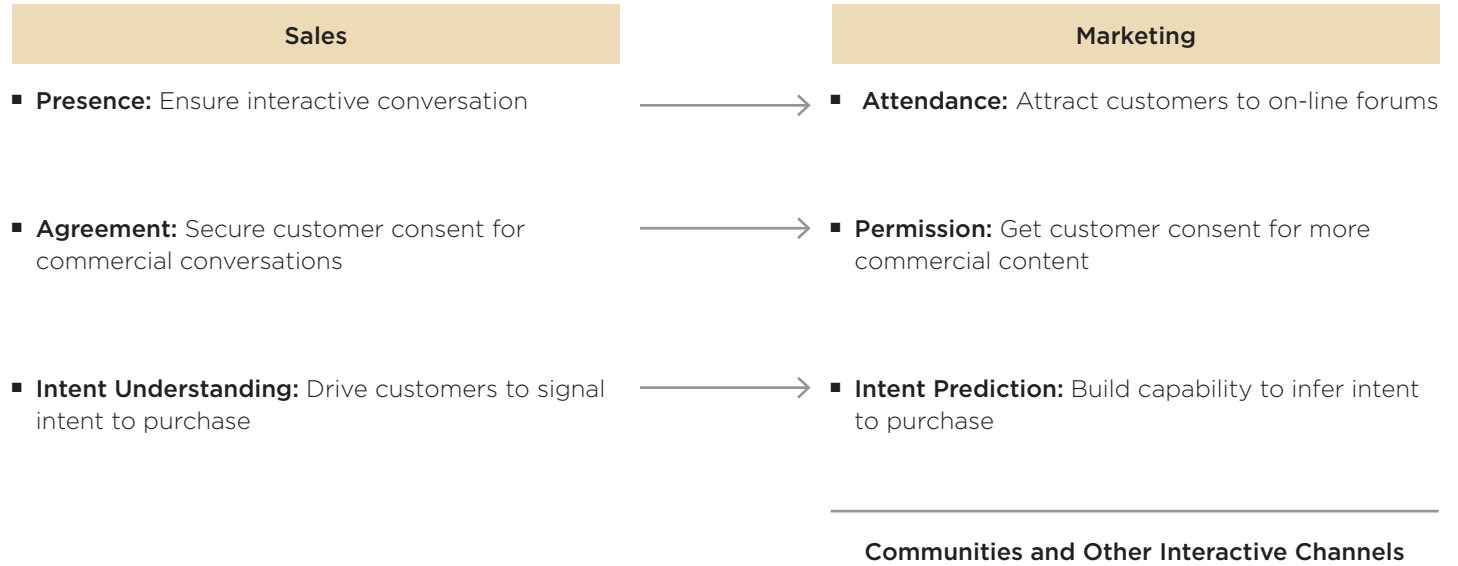




Given delayed customer contact with sales, Marketing is responsible for guiding customers through the funnel, requiring a new approach.

MOVING TO THE NEXT STEPS

Principles for Guiding Movement Through the Funnel



Source: Marketing Leadership Council research.

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WHAT THE BEST COMPANIES DO

INTERACTIVE-INTEGRATED DEMAND MANAGEMENT



OVERVIEW

User community integration into lead management system allows early identification of leads and effective nurturing.

SOLUTION HIGHLIGHTS

- Use of third-party voice enhances customer participation.
- A central hub of interaction based on interests enhances suppliers' ability to collect customer purchasing intent insight.
- Unique opportunities to engage with peers in building community knowledge base open the door for future commercial interactions.

SCENARIO

- Marketing outreach via traditional vendor-centric communication channels is invasive and doesn't accurately recognize buyers' readiness for commercial engagement.
- As a result, many leads die prematurely leading to waste.

COMPANY SNAPSHOT

Telus

Industry:	Telecommunications	Headquartered in Vancouver, British Columbia, Canada,
2010 Sales:	US\$9.78 Billion	Telus is a global telecommunication leader.
2010 Employees:	34,800	

Source: TELUS; Marketing Leadership Council research.

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Telus's co-authorship with third parties enhances customer traffic to community hub and increases content consumption rates.

- Editorial calendar is built based on a roughly 50-50 ratio of internal versus third-party content.
- The pool of authors includes both internal subject matter experts and marketing staff.
- Strategies to identify third parties include social listening and recruitment from industry or vendor events.

BRINGING AUDIENCE AND CREDIBILITY



Third-Party Participant Types

Thought Leaders

Benefits
 Draw audience from own followers
 Credible particularly to existing followers

Criteria
 Twitter followers, blog followers

Subject Matter Experts


Benefits
 Draw audience from expertise
 Credible on area of expertise

Criteria
 Customer awareness of expertise
 (e.g., Government of Ontario's Head of IT Security)

Sample Content

7 June 2011

How to Keep Your Staff, Take Risks, and Find Opportunities Like Gerry Schwartz



By Evan Carmichael
 Learn more at evancarmichael.com

15 March 2011

CIO Security Roundtable: The risk of social networks



IT security executives from the Government of Ontario and TELUS discuss social IT safety strategies.

Source: TELUS; Marketing Leadership Council research.

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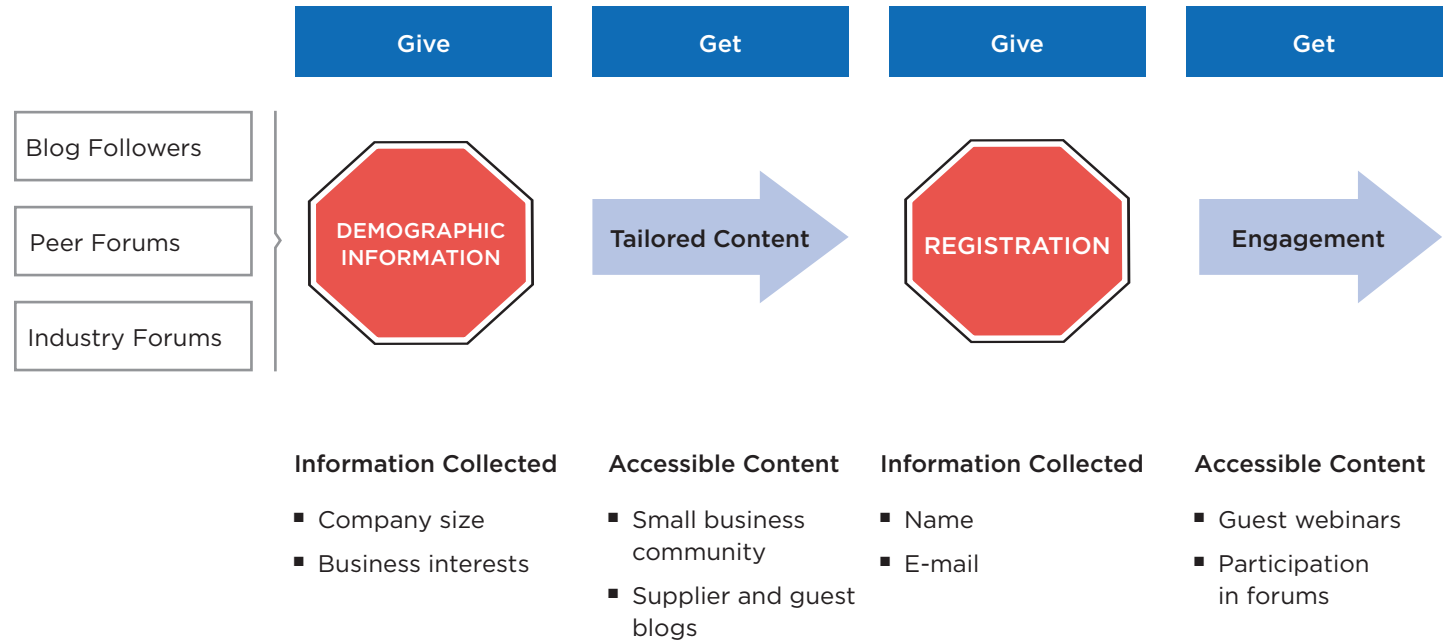
Gradually increase information received to ensure effective lead qualification without pushing the audience away.

- Telus provides tailored access to the knowledge hub based on customers' self-selection of critical needs: company size, role, business problem.
- Customized content makes customers more engaged and interested in additional learning. As a result, they are willing to provide more personal information in exchange for active participation in knowledge creation and events inside the hub.

BALANCING THE GIVE-GET RATIO



Give-Get Dynamics of "telustalksbusiness.com"



Source: TELUS; Marketing Leadership Council research.

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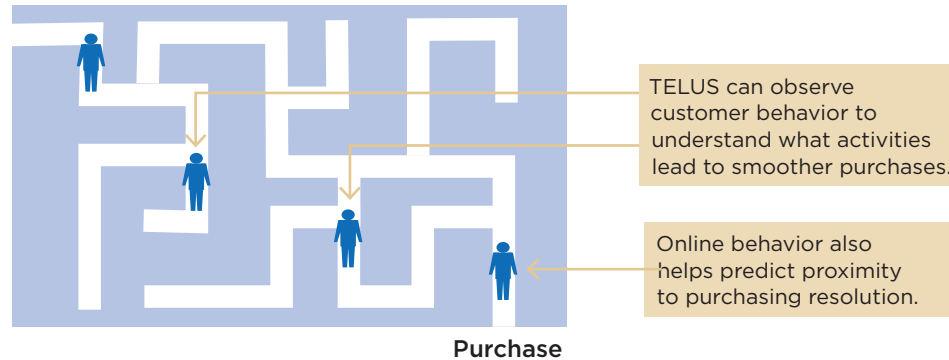
A single hub of non-commercial content enables early detection of prospective customers and improves the flow through the funnel.

- Marketing tools track customer research behavior and combine it with the demographic data provided by customers.
- Marketing uses the information to qualify leads and determine when each lead is qualified for commercial conversations.
- Components of Lead Scoring
 - Demographic attributes indicate organizational influence in the purchasing process
 - Behavioral attributes indicate effort invested in collecting purchasing-related information

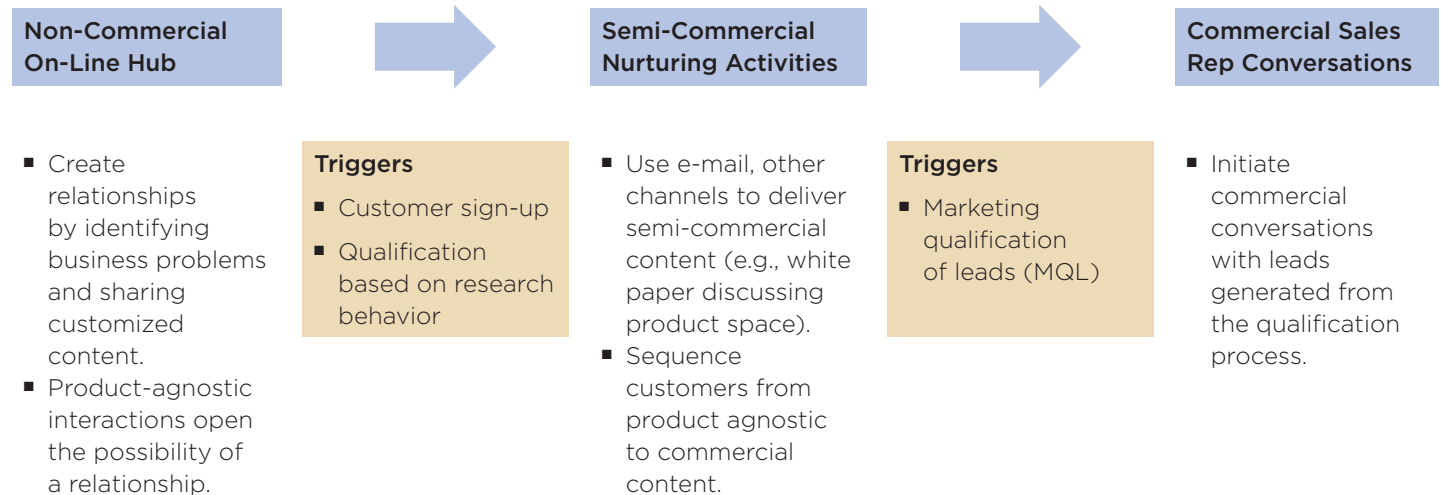
OBSERVING BEHIND THE WALLS

Customer Behavior in the Early Stages of the Funnel

Browsing



Mechanics of an Ideal Customer Funnel Movement



Source: TELUS; Marketing Leadership Council research.

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Telus' new iterative approach to commercial engagement through social media programs increases the number of sales.

- In less than two years since its inception, the demand management program and community hub integration program generated a significant improvement in close rates.



"We deliberately designed a product-agnostic knowledge hub to drive better interactions with our prospects. After gaining the right to talk to these prospects, we are able to enter them into our nurturing flow to guide leads' progression through the funnel."

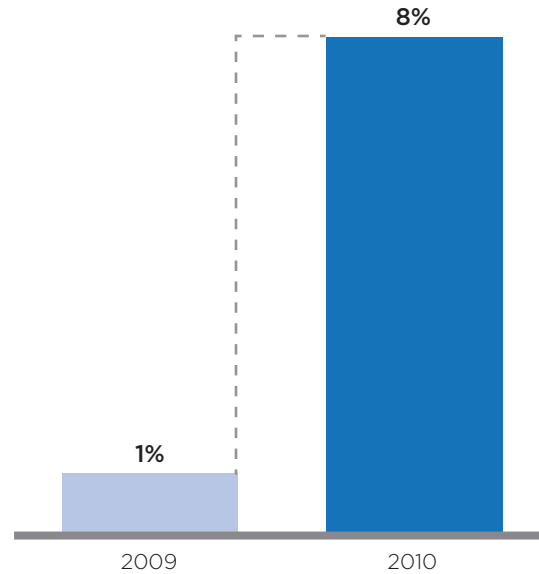
Paula Cusati, Social Media Manager

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THE BUSINESS PAY OFF

Close Rate, Before and After "telustalksbusiness.com"



In 2010, TELUS implemented:

- A leads management framework to establish lead definition and process rigor
- Marketing automation technology
- Lead nurturing campaign flows
- telustalksbusiness.com

Source: TELUS; Marketing Leadership Council research.

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Comparative Returns on Wins/MQL June 2010-June 2011

