Marketing & IS Directorate

Marketing & IS Strategic Priorities

- Greater use of customer and market data to inform decisions/targeting (customer segmentation, buyer behavior)
- Proposition led approach centered around business & market challenges
- Increase market share in 'priority' segments
    - Increase share of wallet from existing customers
    - Drive net new logo business
- Focus on customer education and nurture
- Greater alignment across key teams for GTM planning, execution and measurement
- Improve the experience/journey for customers & prospects using DCS online platforms

- Increase customer advocacy (mutually benefiting programme)
- Strengthen brand awareness and capability within the UK marketplace
- Streamline end-to-end lead to opportunity management process
- Better account management invovlment and engagement for campaign follow up
- Support sales enablement/linked to GTM plan
- Increase volume and value MDF funding from vendors
- Drive an insight and performance led culture to improve all marketing activities/efforts

Marketing & IS Objectives & KPIs

Business Goals	Marketing & IS Objectives	Marketing & IS KPIs
Revenue Growth	Improve product penetration (new growth solutions)	Av product penetration across base target 3 (2.8 baseline) (Av product penetration across top 500 target 4.5 (4.25 baseline)
Revenue growth	Increase contribution to sales pipeline	Contribution to sales pipeline from marketing in value per month 15% (by end of H1) 18% (by end of H2)
Revenue growth	Improve data quality and accuracy across key data systems – to drive better lead generation	Generate 140 MQLs per month (marketing qualified leads) by end of H1, generate 150 MQLs per month by end of H2
Revenue growth	Increase meeting generation	Generate 95 meetings per month by end fo H1, and 100 per month by end of H2 (12% increase on last year)
Revenue growth	Increase opportunity generation	Generate 81 meetings per month by end of H1 and 85 by end of H2 (8% increase on last year)
Revenue growth	Better use of data and analytics to determine best marketing activities	New reports/dashboard in place in Q1 Quarterly presentation of ROI (what good looks like)
Revenue growth	Support new logo targets – dedicated marketing programmes	Contribute to £2.1 FYM new bus target FY23 New logo customer acquisition 120
Revenue growth	More collaborative GTM planning, measurement/ reporting – product, sales, marketing	Bi weekly with sales and product directors / Monthly with product heads / Quarterly session key sales leaders and product
Revenue growth	Social media engagement	20 posts per month / web referrals 450 per month

Marketing & IS Objectives & KPIs

Business Goals	Marketing & IS Objectives	Marketing & IS KPIs
Improvement of customer relationship and account management	Create new/improved UX/interface for new solution and vertical (online journey)	Up to 20% cumulative increase per month visitor traffic (11.5K current to target 14K) Increase inbound leads by 50% by FY23 year end (120 to 180)
Improvement of customer relationship and account management	Ramp up opt-in tracking pixel – better tailored content & engagement	c200 opt-ins – increase av 50 per quarter
Improvement of customer relationship and account management	Relaunch customer loyalty programme – broaden benefits / link to ESG	Segment new tiers and relaunch by Q3
Improvement of customer relationship and account management	Increase customer feedback/engagement for broader market research / customer insights	Implement customer engagement programme by end of Q1 (in conjunction with service and sales) Annual customer survey 20% increase in market sample
Improvement of customer relationship and account management	Increase customer advocacy	4 x customer case studies per year 12 x customer stories per year

Marketing & IS Objectives & KPIs

Business Goals	Marketing & IS Objectives	Marketing & IS KPIs
Shift to modern technologies	Use customer segmentation to focus and better influence sales pipeline	70% by end of H2 (55% by end of H1) of opportunities generated are in key customer segments end of FY23 (top sectors and FTE segments) (c50% baseline today)
Shift to modern technologies	Increase opportunities generated in growth product areas	50% by end of H2 (38% by end of H1) of opportunities generated by volume in key growth product focus areas by end of FY23 (baseline starting point 13%)
Shift to modern technologies	Capture of broader contract end dates	Target 275 per month
Shift to modern technologies	Increase educational content to generate Interest/leads (become industry go to)	20 'performing' content assets per quarter
People, Culture, Environment	Cross train marketing disciplines	One learning objective per quarter for team (not core skills)
People, Culture, Environment	Influence employee engagement through marketing and internal comms	Shift from 50% to 70% in FY23
People, Culture, Environment	Drive/support in messaging and positioning related to ESG activities	1 ESG promotion every quarter – general business / solution (customer facing)