

Top 5 Use Cases For Digital Marketing to Convert Leads to Virtual Customer Meetings

In times of crisis, Marketing Qualified Meetings (MQMs) are a vital contributor to sales pipeline development



Introduction

Your CEO is re-thinking a lot about your business right now. How can you help? It's safe to say that marketing in the COVID-19 era has been anything but business as usual. Marketers have had to scrap their 2020 plans, pivot their strategies, find new ways to provide value to customers – and do it all in what feels like the blink of an eye. With continual replanning becoming the norm, it's become even more important to determine what tactics are really working in order to optimize your marketing mix.

In the current scenario, Digital Marketing teams are being more agile and coming up with innovative ways to engage their audience. And while they are adept at using marketing automation software such as Marketo and Eloqua to drive MQLs (marketing qualified leads), there is a considerable lag between the creation of thousands of MQLs and converting these into winning deals. This process involves a long sales cycle and typically yields low conversion rates. Clearly, in-person meetings are crucial during the sales cycle to clinch the deal, and so successful companies are switching up their digital marketing campaigns and virtual events to drive MQMs (marketing qualified meetings).

MQMs are the new Marketing Currency

Many successful enterprises' digital marketing (aka Demand Gen or Growth Marketing) teams are now stepping up in their game and are well into a game-changing transition from the world of the MQL to a world in which conversation-ready leads are the primary marketing currency. They are focused on generating hundreds or even thousands of MQMs from marketing campaigns.

It is no longer sufficient to just deliver a Marketing qualified lead. MQLs are still important, but as a Marketing person, one can't afford to stop their journey at generating MQLs from raw leads. Today's customers are in control of the buyer journey. They get access to product or service info and reach out whenever they are ready for further dialog with selected vendors. Digital marketing campaigns need to drive customer engagement strategies with the right prospects in order to be able to enable the education and the consideration that they're looking for and advance the buyer's journey closer to win with the increased sales pipeline.



While Digital Marketers continue to drive email campaigns, webinar, and virtual event registrations, now is the time to rethink how to offset the loss of in-person events and face to face customer meetings with your executives and experts. The types of meetings that can be done virtually as a CTA (Call to Action) for digital marketing programs and virtual events are the types of customer meetings that sales teams in B2B companies frequently strive to advance the sales cycle.

To put things in perspective, there are two ways you can convert an MQL to opportunities. The traditional approach is to hand qualified leads to sales after it is nurtured. SDRs or BDRs (Sales or Business Development Reps) call these leads to set up sales meetings. An account executive then meets the prospects and creates an opportunity. When the customer is ready, sales will set up executive or expert level meetings or demos to enable the customer to make a favorable decision. There are typically 6 to 8 touchpoints and long sales cycles to book the B2B meetings, requiring multiple emails, calls, etc. On the contrary, many times a prospect or a customer who is interested in a product or service may want to talk to an expert during the marketing campaign stage. He or she may not want to spend time with multiple steps with many vendors.

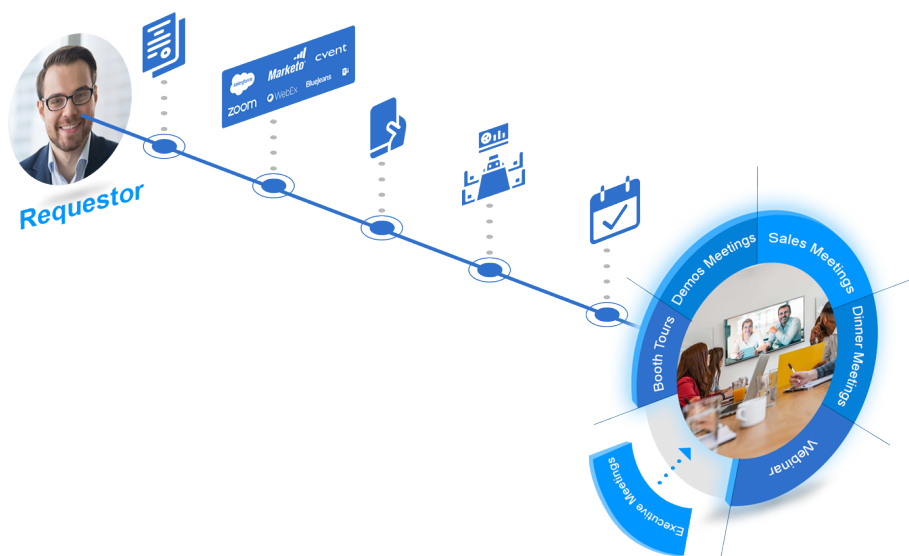
The more effective option is to offer the prospect the ability to meet an expert at any time during the buyer journey. In short, Marketing Qualified Meetings (MQM) with prospects and customers cuts down the touchpoints and drives the sales cycle faster and increases revenue pipeline better.

Top 5 Use Cases for Converting MQLs to MQMs:

So what are the best ways to generate MQMs? There are a number of ways to generate MQMs. The most important ones being driving customer meetings at live and hybrid events, virtual events, post webinars, and more. Following are the top 5 use cases that our customers are finding to be greatly effective.

1. In-Person and Hybrid Events:

Corporate events, trade shows, and field events are among the most cost-effective channels for enterprises to market their brands and engage with visitors to showcase products and services. And B2B meetings at these events have been a cornerstone touchpoint for companies around the globe. This is because while keynotes, breakout sessions, display booths, and lead capture of attendees are helpful, a successful event requires more and deeper engagement with prospects and customers. Most successful companies understand this and strive to make their events highly successful by pre-scheduling meetings enabled by sales or attendee requests with qualified attendees to drive the highest value to their business.



They leverage a Meeting Automation platform that can simplify attendee engagements by replacing manual and error-prone processes to schedule more meetings with more effective scheduling, management, and analysis of B2B meetings. Such software not only enable Sales teams to pre-schedule a variety of in-person customer engagements such as executive meetings, demos, booth tours, and sessions, but also enable remote attendee participation with video conferencing integration. If the in-person event is canceled for any reason, these platforms also offer the ability to convert in-person meetings to virtual meetings with a simple click.

2. Virtual Events:

With all in-person events canceled or postponed, organizations are searching for ways to engage prospects and customers. Virtual events have emerged as the hot new channel for such engagements. Just like in-person events, virtual corporate events, user conferences, and field events draw attendees in large numbers to learn and network. Such events can be organized across geographies and for vertical markets, thereby increasing the audience reach manifold. They have all the features of a in-person event - keynotes, breakout sessions, meetings etc., and can be organized at a fraction of the cost involved in organizing a in-person event. With a plethora of virtual event software available to create highly interactive and engaging experiences, virtual events have become the new normal and are here to stay.

The most successful marketing teams are engaging virtual event attendees to generate qualified meetings. These meetings can be scheduled over many days or weeks after the event. By leveraging a meeting automation platform that integrates with the virtual event portal to manage direct meeting requests (by topic and meeting type) from attendees, they are able to schedule a high number of B2B customer meetings. Such software also enable the Sales team to request meetings directly from popular CRM software such as Salesforce.com. This helps drive more meetings with attendees during and after events and advances sales opportunities. The software also enables reports and analytics to measure ROI and team productivity.



3. Webinars:

Webinars are a great channel for brands to build and nurture relationships, build authority, or demonstrate products and services effectively. Webinar hosting software help orchestrate a series of webinars, and their integration with marketing automation tools makes it easy to capture and track leads. Given the massive reach of social media, most companies stream their webinars on channels such as Facebook Live or Youtube.

By leveraging the right tools, webinar attendees can be converted into opportunities. The best way to speed the sales cycle is to enable qualified webinar attendees to engage with experts or the sales team as quickly as possible. A software that integrates with webinar hosting platforms, marketing automation, and CRM software, such that all attendee registration data is synced is a real game-changer. It enables the

Sales team to propose business meetings with qualified attendees. Attendees can also be given an option to request follow-up meetings with experts or executives. All this makes it easy to schedule hundreds of qualified follow-up product demos, expert meetings, and executives 1 to 1s, so leads convert to sales pipeline quickly before they become cold.



4. Meet the Expert Programs:

Meet the Expert (MTE) programs provide enterprise customers with the means to learn and understand details about products or services to make informed decisions throughout the year. While most companies have a pool of experts, available by region and topic to assist partners/customers, the process (largely manual) of scheduling appointments lacks efficiency and impacts the productivity of internal and external attendees.

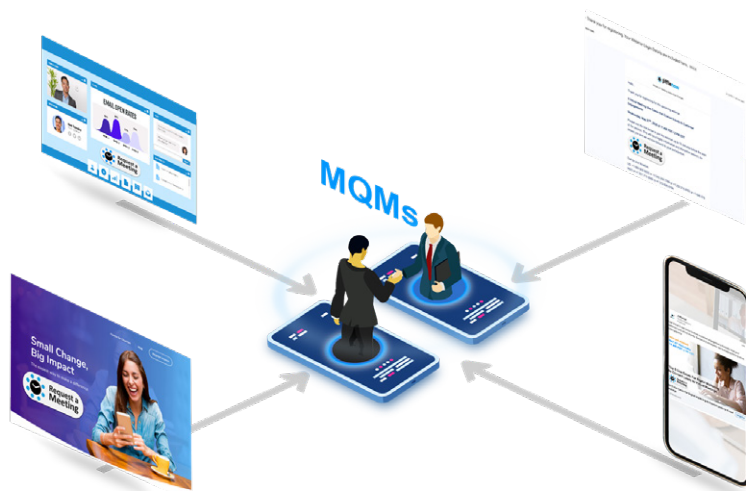
Leading companies leverage a meeting automation platform that enables MTE for their key customers and partners by simplifying the whole process of scheduling meetings, and by generating more virtual or in-person meetings. They set up a program with a pool of experts to drive MTEs by region, by topic or product or service. These programs can be ongoing and refreshed with new experts, topics and meeting types. Sales teams can also nominate customers to Meet the Expert. By tracking the most effective experts or regions that have had the most impact on business, these programs can be optimized for maximum efficiency. Customers value the ability to reach out to experts directly and find answers which help in faster decision making, which in turn drives revenue opportunity.



5. Demand Gen Campaigns:

Gone are the days when customers could be easily influenced into making buying decisions. Today's customers are fully in charge of the buying process even in B2B markets. Marketers thus need to optimize campaigns by continuously monitoring and managing all digital channels including emails, website, social platforms, blogs, search, communities, paid search, and online advertising. It goes without saying that a true demand generation strategy accounts for every touchpoint in the buyer's journey to convert leads to opportunities faster and in higher volume.

Modern digital marketers are successfully generating more sales pipelines by converting Leads (MQLs) to Meetings (MQMs) using tools that generate more inbound meetings. Tools such as Inbound Request Pages help shorten the sales cycle with customer requested Marketing Qualified Meetings (MQMs) from demand gen campaigns. These help drive a wide range of engagements such as product demos, expert meetings, sales meetings, partner meetings, and even executive meetings for top accounts. It helps increase the ROI of digital marketing campaigns by driving influenced revenue and not just the volume of leads.



How to generate more MQMs and leverage these Use Cases?

Enterprise marketing and sales want to quickly find ways to schedule a large number of virtual meetings for customers to meet internal experts and executives to advance the sales pipeline. As already mentioned, the right meeting automation platform can help shorten the sales cycle to a great extent. B2B Meetings are the biggest driver of the sales pipeline for any enterprise.

The Jiffenow Meeting Automation platform helps companies easily schedule customer engagements before, during, and after webinars, marketing campaigns, and live and virtual events. The software extends to demand generation campaigns to drive Marketing Qualified Meetings (MQMs) instead of capturing just the contact information and converting it to a lead.

Jiffenow enables enterprise marketing and sales teams to automate the scheduling, management, and analysis of both in-person and virtual customer meetings. The cloud-based software integrates with marketing, sales, and event software and eliminates manual processes such as back and forth emails, scheduling conflicts, and lack of meeting metrics. It also provides enterprise-grade security and GDPR compliance.

Conclusion

A global crisis can either paralyze a marketing team or galvanize it to thrive. In the wake of the COVID-19 pandemic, that's exactly what is happening. Digital Marketing teams are being more agile and coming up with innovative ways of engaging their audience even during these difficult times. And while they continue to drive email campaigns, webinar registrations, and virtual events, now is the time to rethink how to offset the loss of in-person customer meetings on the sales pipeline.

One thing that is often forgotten is that while leads are great, it's the **meetings that are the holy grail of lead conversions**. With in-person events grinding to a halt, leading businesses are leveraging JiffleNow to switch to driving virtual events that support virtual customer meetings. And demand generation teams at these companies are now adopting this highly effective approach of converting leads to virtual meetings with their digital marketing campaigns as well.

Our experts are always available to explain how to drive marketing qualified meetings (MQMs) from your website visitors, ads, webinars, and email campaigns. [Click the link](#) to meet our expert to discover how you can shorten the sales cycle and drive meetings that generate more revenue pipeline.

Click here to book a demo with
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JiffleNow is the World leader in the Meeting Automation Platform (MAP) category. The JiffleNow MAP software is used by 60 of the Fortune 1000 companies to book millions of in-person and virtual engagements at tradeshows, roadshows, and briefing centers. MAP automates the scheduling, management, and analysis of B2B meetings to accelerate business growth.

The company is backed by Sequoia Capital, Accel, and Saama Capital and is based in San Jose, California.



THE WORLD'S #1 MEETING AUTOMATION PLATFORM

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