

How Influ2 'clickers' are helping Vya drive demand

Martha France, VP of Marketing & Sales, Vya



A little bit about



ADVANCING MARKETING.
AMPLIFYING RESULTS.

An end-to-end marketing resource management solution for businesses that need to distribute their marketing materials across a widely distributed salesforce and enable customization at the local level.

- ICP
 - Banks with at least ~100 branches and more than \$10B in assets.
 - Franchisors with at least ~100 locations.
 - Insurance companies with dedicated agents
- ~\$200K average deal size
- 18-24-month sales cycle

Challenged with finding a person-level targeting and cost-effective digital marketing solution



CHALLENGE #1

COVID Impact

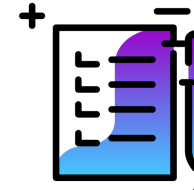
Direct mail and events were the main 'hyper-targeted' activities.



CHALLENGE #2

Audience limitations

Previously had a lot of waste with other digital ad channels and audience limitations



CHALLENGE #3

Form-fill fatigue

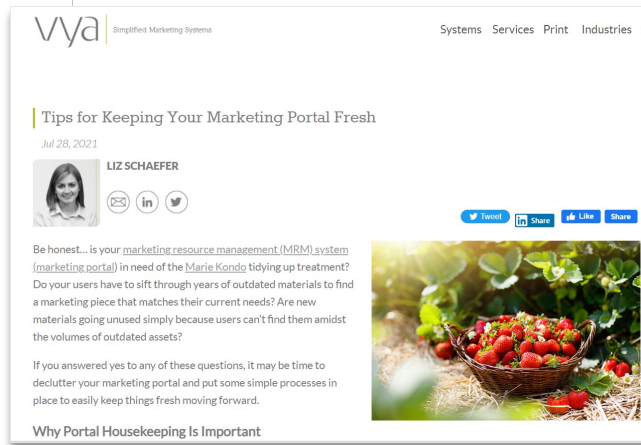
Bombarded by emails during COVID, form-fills declined.

WHY INFLU2

The fact that we can advertise to exactly who we want, and we can see their activity even if they don't complete a form, gives us some inkling of a buyers' intent.

It's into the point where, we've built pretty much our whole marketing and sales process on this.

The process of aligning marketing efforts to sales actions using 'clickers'



Blogs based on market needs/pain points. Engagement with this type of content, gives buyer intent insight.



Bank – Refresh Blog [Keeping Your Marketing Materials Fresh]
Cadence 1
Subject line: <<Personalize Subject Line, 30 characters max>>
Hi <<First name>>, I hope you are doing well.
<<Personalized 1-2 sentence Intro>>|
Given this, I would love the opportunity to discuss a few quick things with you:
1. How do you currently manage the volumes of marketing materials and assets at your organization?
2. What process does your marketing team have in place for keeping marketing assets updated and relevant?
I'd love to share a few stories about how we are helping simplify marketing in the banking industry.
Is there a time you'd like to talk?
Thank you for your consideration.

Cadence 3
Subject line: Speaking from Experience
I'm just sending some additional information to supplement my original email.
Vya has been helping banks simplify their marketing operations for over 20 years.
Our solutions **reduced administrative** tasks previously performed by the marketing team by **75%**.
"The Vya solution has enabled our marketing team to support our tremendous growth while at the same time improving marketing operations efficiencies." – Vice President and Regional Marketing Officer
Is there someone else at your organization that might be interested in our solutions that you could put me in touch with? Otherwise, I'll go ahead and close your file.
Thank you for your consideration.

The process of aligning marketing efforts to sales actions using 'clickers'

Bank – Refresh Blog [Keeping Your Marketing Materials Fresh]

Cadence 1

Subject line: <<Personalize Subject Line, 30 characters max>>

Hi <<First name>>, I hope you are doing well.

<<Personalized 1-2 sentence Intro>>

Given this, I would love the opportunity to discuss a few quick things with you:

1. How do you currently manage the volumes of marketing materials and assets at your organization?
2. What process does your marketing team have in place for keeping marketing assets updated and relevant?

I'd love to share a few stories about how we've helped banks simplify marketing in the banking industry.

Is there a time you'd like to chat about this (call, video, or in person/ebooks)?

Thank you for

Bank– Cadence 3

Subject line: S

I'm just sending some additional information to supplement my original email.

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Our solutions **reduced administrative** tasks previously performed by the marketing team by **75%**.

"The Vya solution has enabled our marketing team to support our tremendous growth while at the same time improving marketing operations efficiencies." – Vice President and Regional Marketing Officer

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Thank you for your consideration.

Multi-Clicker



Kick off meeting or demo and then into the sales process.

RESULTS FROM PERSON-BASED ADVERTISING APPROACH

25% of targeted individuals clicked our ads over the course of the year



Sales team is focused with a steady flow of weekly 'clickers'



Targeting and outreach at a granular level that is 'welcomed' for being relevant

Jane, I hope all is well at your company and with you personally.

I read your Member Spotlight and resonated a lot with your story. As a fellow member, I admire the work you're doing to give back to the community, thank you!

Along with this, I would love the opportunity to discuss a few quick things with you:

1. How does your marketing team currently manage and distribute marketing materials for your marketing and business development programs?
2. What role does marketing resource management play in delivering an omni-channel customer experience at your company?

Jane - I'd love to share how we are helping bank marketers reduce administrative tasks and focus on more strategic initiatives.

Is there a time this Thursday or Friday when we could have a 10-minute chat?

Thank you for your consideration.

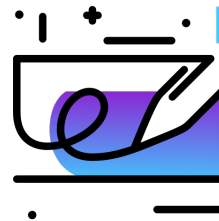
What we learned along the way and what you need to know...



LEARNING #1

Process! Process! Process!

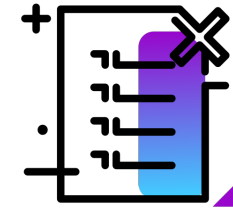
Defining stages based on the 'clickers' made it easier to manage and align the teams.



LEARNING #2

Smarketing emails

Marketing creating customizable sales email templates helps connect, without being restrictive.



LEARNING #3

Fazing out forms

Using Person-Based Advertising you know who's clicking, so not everyone needs to fill out a form!

Thank you.

If you have any questions or would like more information, please contact us.



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Accounts don't make decisions.
People do. Advertise accordingly.

Take your **digital and social media advertising out of the dark funnel** using Person-Based Advertising.

See **who you've reached, their engagement and act with precision across your marketing and sales** using Influ2.

INFLU²