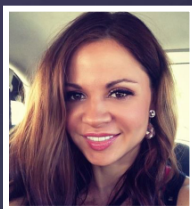




# How To Maximize Your Value

## Grow Your MarTech Career with Marketo



**Inga Romanoff**  
Chief Executive Officer  
Romanoff Consultants



**Jason Seeba**  
VP, Marketing  
BloomReach

# Inga Romanoff

## @ingaroma

Chief Executive Officer, Romanoff Consultants

Inga Romanoff is a REVVIE award winner, Certified Marketo Expert, Certified Marketo Consultant, and Certified Revenue Cycle Analyst, and is a 5x Marketo Champion. With over 20 years of experience in the US, EMEA, and Asia PAC, Inga heads up New York City-based marketing automation practice. She serves as a Marketo User Group leader in New York.



# Jason Seeba

## @jseeba

VP of Marketing, BloomReach

Jason Seeba is VP of Marketing at BloomReach where he built the marketing technology, demand generation and SDR teams – all focused on an outbound Account-Based Marketing strategy. An experienced builder of marketing teams at Silicon Valley startups and a five-time Marketo Champion, he also advises a number of MarTech companies and co-leads the Silicon Valley Marketo User Group.



# Agenda

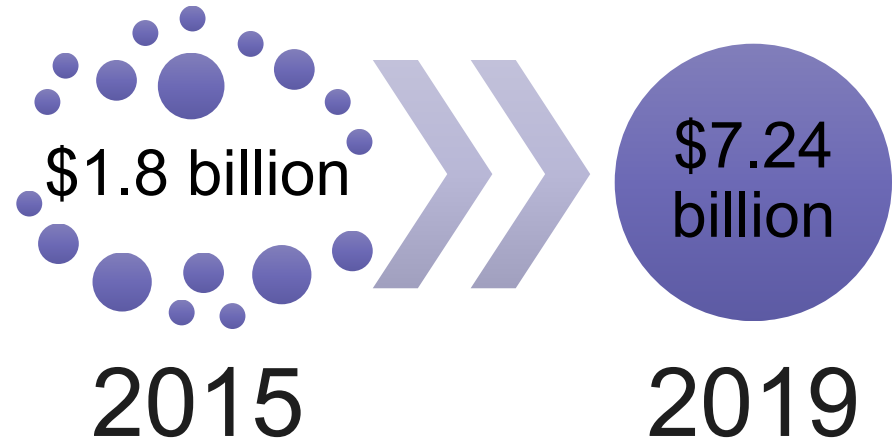
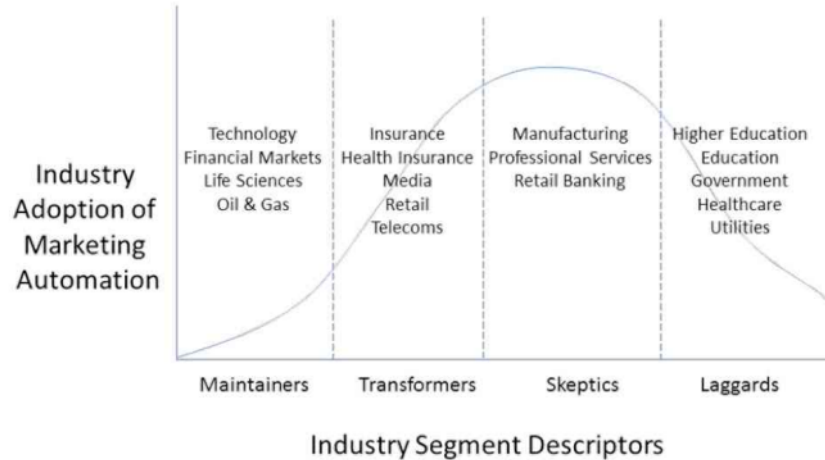
- The latest in Marketing Automation
- MarTech Career Masterclass
  1. **2Pac** “I Get Around”: Build your presence
  2. **Q-Tip** “Get Involved”: Connect in Community
  3. **Biggie** “Get Money”: Know your worth and maximize it
- Q&A



# Why Bother?

## Marketing Automation Industry 🚀

- According to SiriusDecisions research, there are nearly 11 times more B2B organizations using marketing automation now than in 2011
- Current penetration rate: 49% of overall businesses from 3-5% in 2014



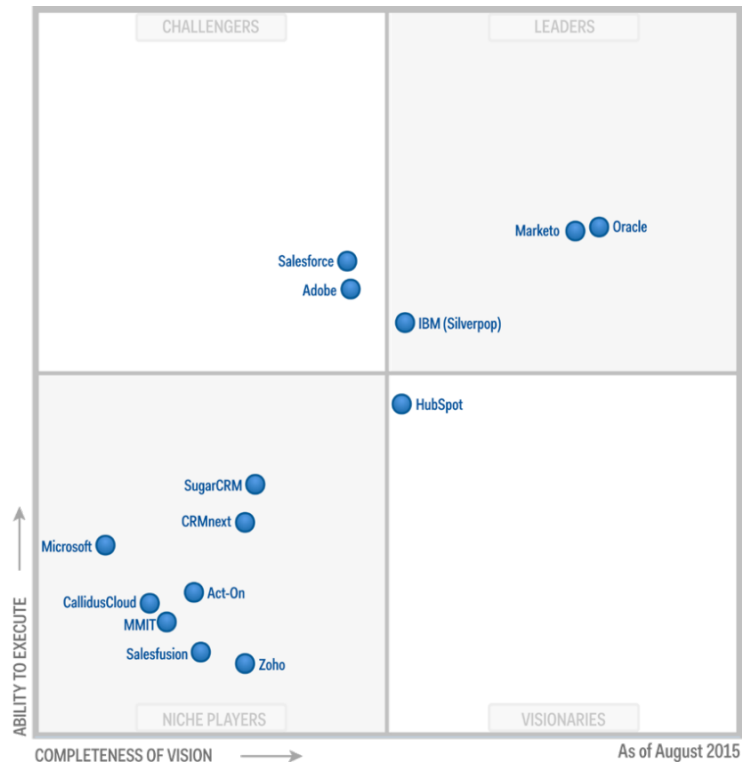


# Career Trajectory

Most large companies have now adopted Marketing Automation, with more to follow

| Segment  | Annual Revenue     | # of Marketing Automation Clients | Market Share | Estimated # of companies in market | Market Penetration |
|----------|--------------------|-----------------------------------|--------------|------------------------------------|--------------------|
| Large    | \$500+ million     | 3,000                             | 57%          | 5,000                              | 60%                |
| Mid-size | \$20-\$500 million | 9,000                             | 22%          | 90,000                             | 10%                |
| Small    | \$5-20 million     | 12,000                            | 16%          | 220,000                            | 5%                 |
| Micro    | <\$5 million       | 3,000                             | 5%           | 1,000,000                          | 3%                 |

# The Only Constant is The Change Itself



# What Do CMOs Worry About?



## CMO became Chief Growth Officer

33% of CEOs think that it is CMO role that is charged with delivering revenue growth opportunities; however, CMOs have limited view of the progress and performance results. What are current challenges and bottlenecks, what is not working, where do revenue opportunity priorities lie (e.g. low hanging fruit)?



## Personalized, targeted marketing campaigns

What is current maturity of our marketing programs and campaigns? How are we performing and where are opportunities to drive growth. How we should be prioritizing initiatives and marketing resources. What works for us, what does not?



## A consistent customer-centered experience across channels

There are many forces at work making this near-impossible. Marketers are using different technologies across channels, so executing even on seemingly simple campaigns becomes labor-intensive. Additionally, the demand for Demand Gen and Marketing Ops talent continues to outstrip supply, meaning turnover is high. CMOs want to deliver a consistent experience for their customers, but the reality on the ground is very different.



"The Scream" by Edvard Munch  
is one of the most famous paintings in art history because it captures universal suffering

1

# “(I) Get Around” (2Pac)

How to quickly deepen your Marketo experience

# Build Your Presence and Learn



Learn from  
others



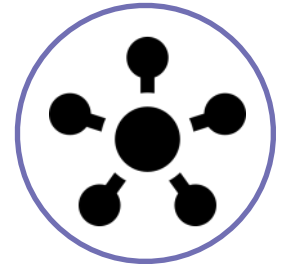
Leverage  
Marketo  
resources



Be a good  
citizen



Get  
certified



Local  
meetups

# Get to Know The Community

- Marketo key people
  - Customer Marketing
  - Product Team
  - User Group Leader in your area
  - Marketo Champions in your area
- Do customer references
- Share your story (successes and problems)

# Understand The Ecosystem

- Maximize consulting investment (not execution)
- Training packages
- Professional services
- Research and use partner solutions
  - Marketo Launchpoint apps
  - Work with early stage technologies because they will give you an advantage in your career



# “Get Involved” (Q-Tip)

How to easily get plugged into the community

# Meet People (Authentically)

- Develop your Community profile
- Invest the time, join local user groups, go to happy hour and social events, make friends
- Find your tribe and commit to them over a long period of time
  - Connect with peers to grow together
  - Find people above to learn from and below to mentor
  - No matter how experienced you are, it will still help
  - Community at Marketo is what makes us different, connected
- Plus, add everyone on LinkedIn



# Give Back

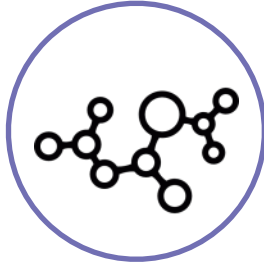
- Give back to the Community before you take
- It's easy to become possessive of the knowledge, resist that and share (execution is difficult, so share ideas)
- Help other people in your own organization learn and grow. Facilitate sharing of ideas.
- Build them up into experts -- but give them a career path. Pay them accordingly, their expertise is valuable.
- What happens if you don't?



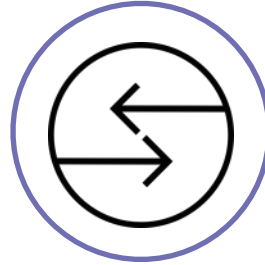
# Must Do Change Management (for self)



Marketo got thrown in  
your lap – sounds  
familiar?



Learner  
DNA



Change is inevitable –  
tech drives it



Not everything is for  
everyone, leave if it's  
not for you

## Commit to your success!



# “Get Money” (Biggie)

How to know your worth in the market and maximize it



#MKTGNATION

# Marketo Compensation Survey 2017

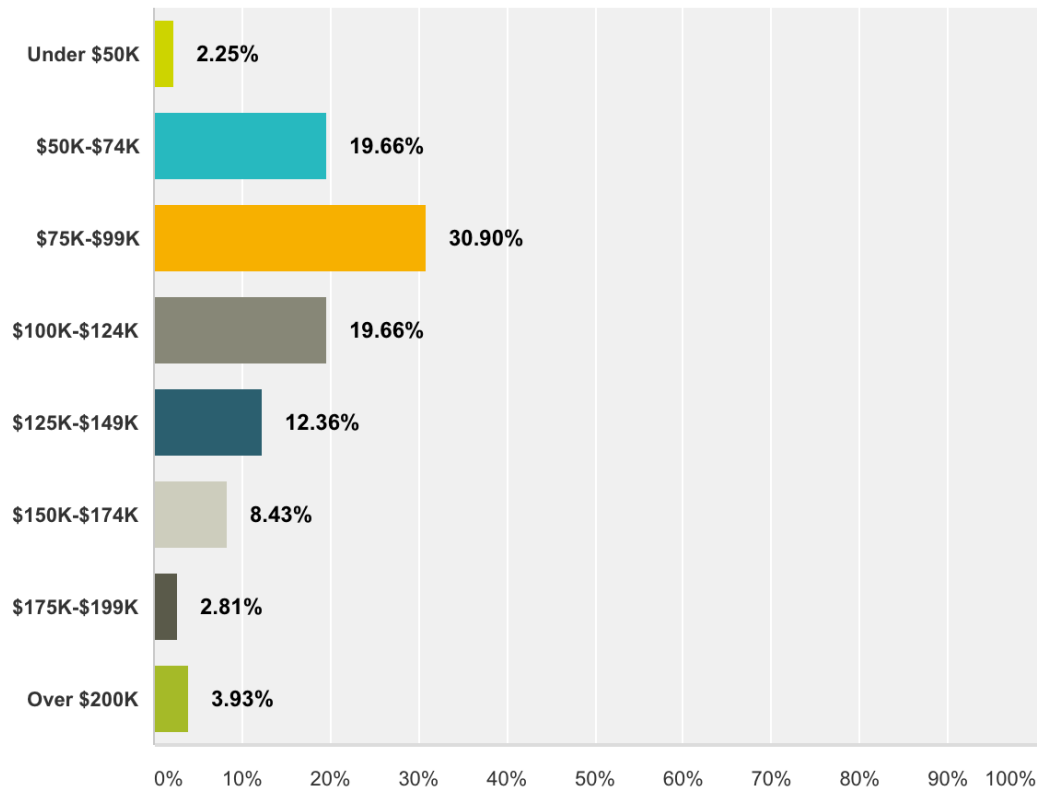
- Over 220 responses
  - 41 Marketo Champions(!)
  - 81% have used Marketo for more than 1 year
  - 88% in the US, 12% International
  - 17% Consultants
  - 64% Manager Level, 17% Director Level
  - 83% Marketo Admin or Super User
  - 60% attend User Groups
  - 67% Marketo Certified
- Respondents from posts on the Marketo Community / LinkedIn in Mar-Apr 2017

# Overall Compensation (including Bonus)

Median is  
\$75K-\$99K  
range

Around 28%  
are over \$125K

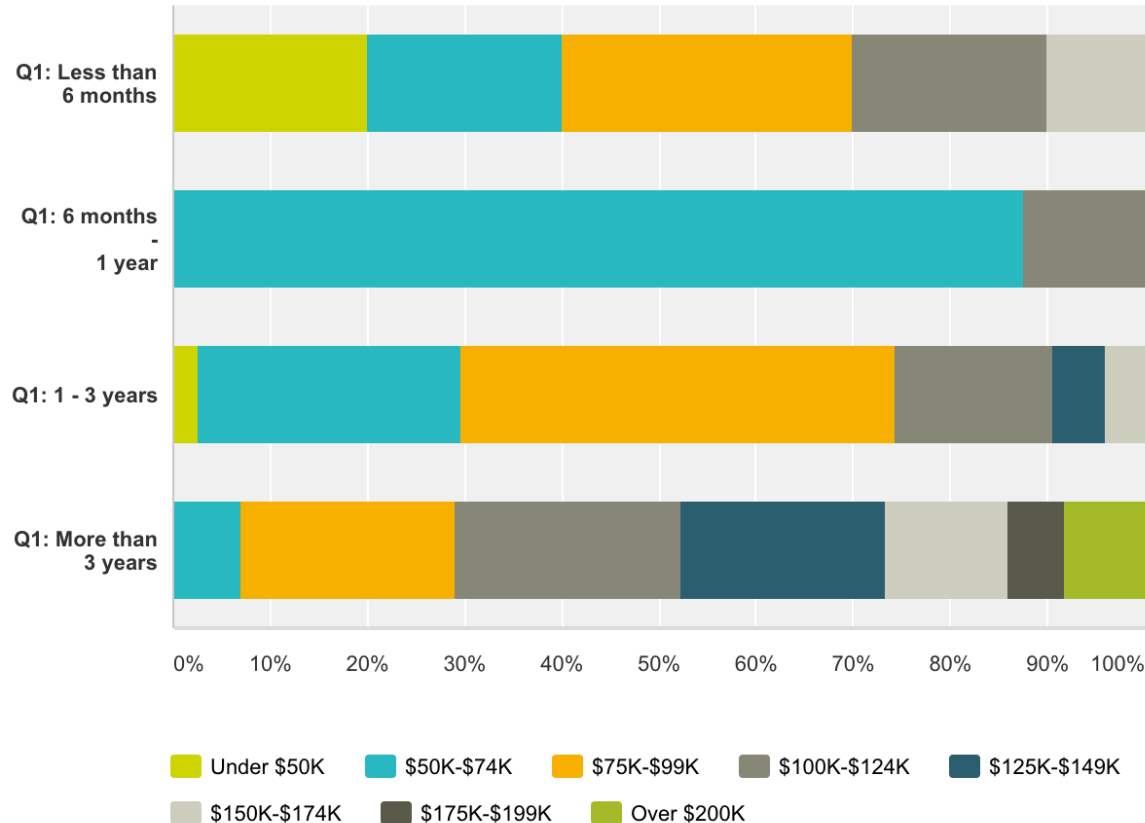
Around 22%  
below \$75K



# Comp by Length of Marketo Experience

Median with  
1-3 years of  
experience is  
\$75-99K

Median with  
3+ years of  
experience is  
high end of  
\$100K-\$125K





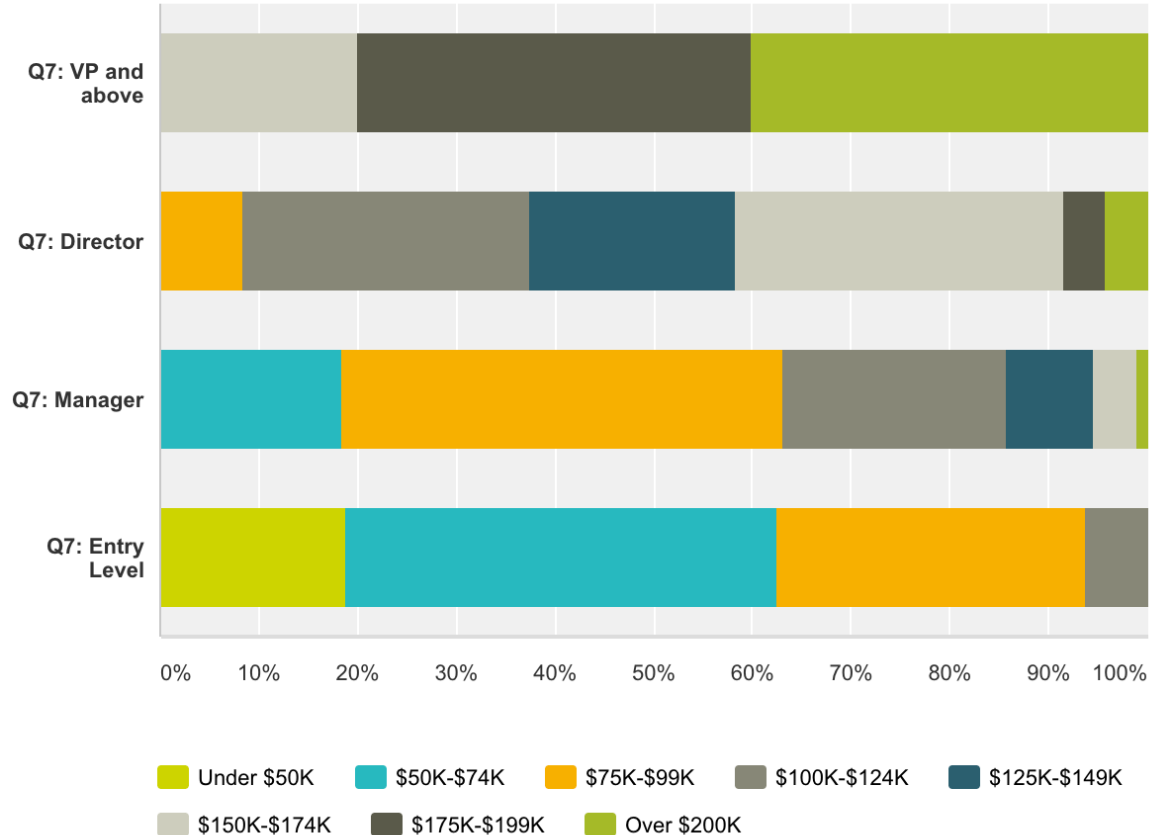
# Compensation By Level

VP and above  
\$175-200K

Director  
\$125-150K

Manager  
\$75-100K

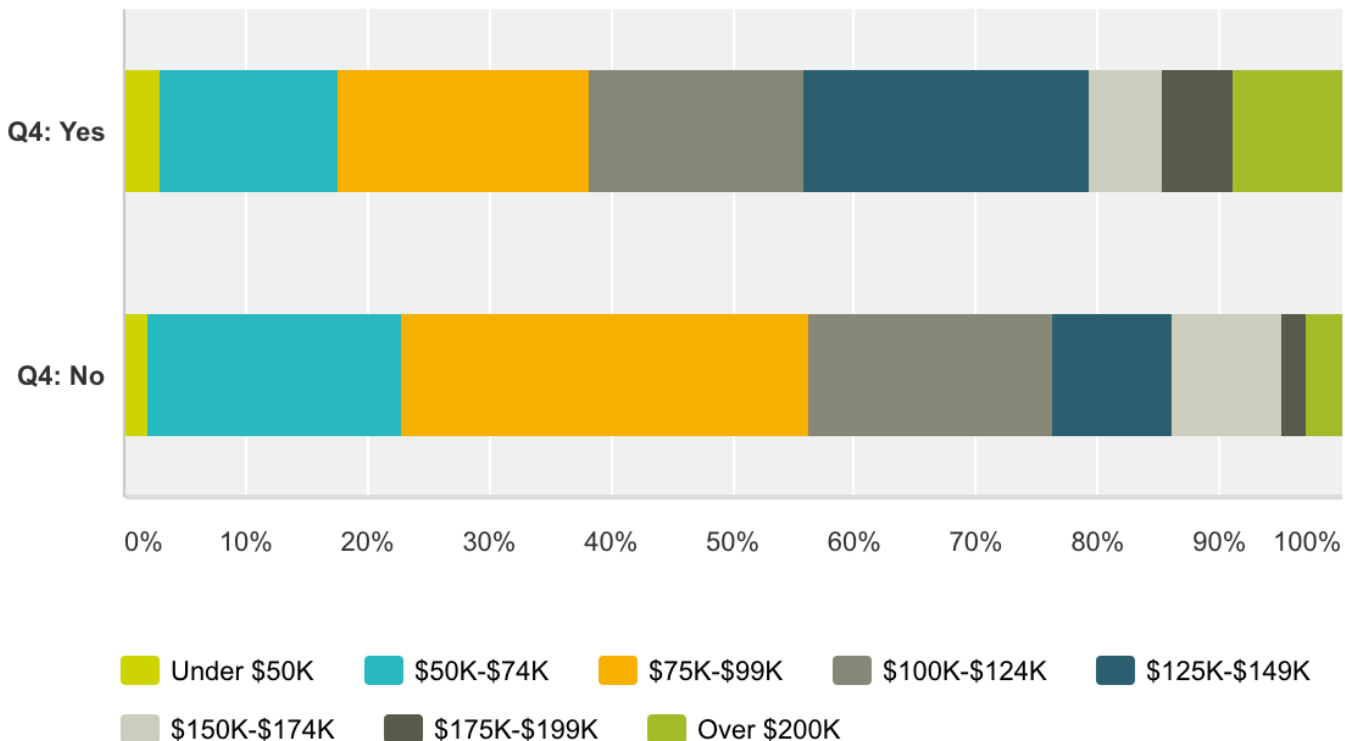
Entry level  
\$50-75K



# Compensation (Are you a Consultant?)

Consultants  
are making  
more on  
average

20% are  
over \$150K

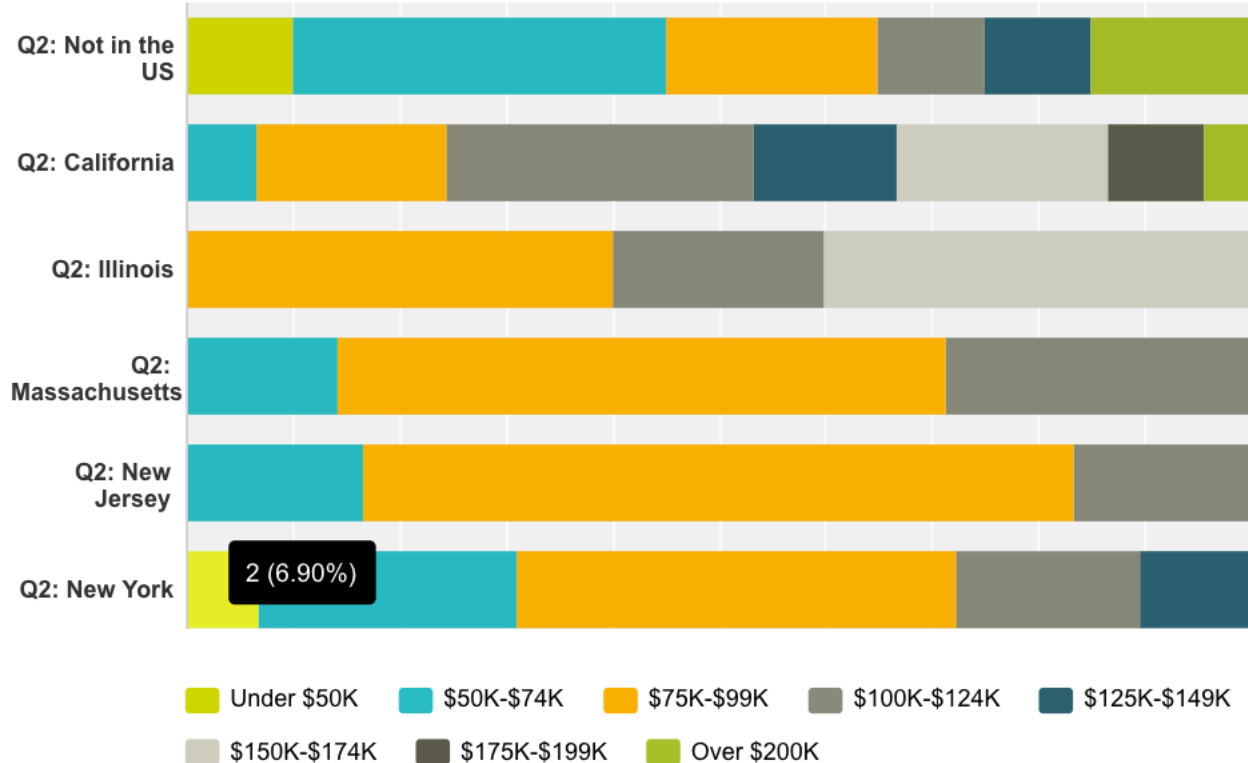


# Compensation by State

Varies widely by state

Median for most is \$75-100K

CA has most \$100K and above

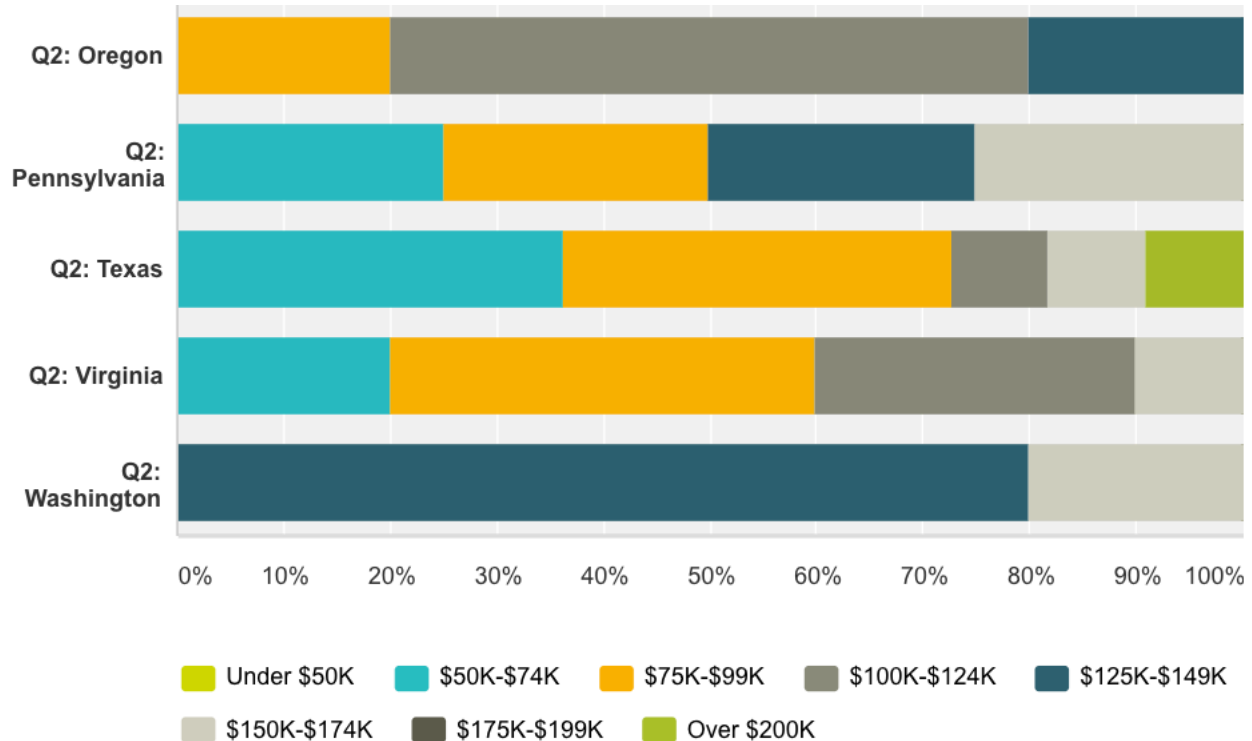


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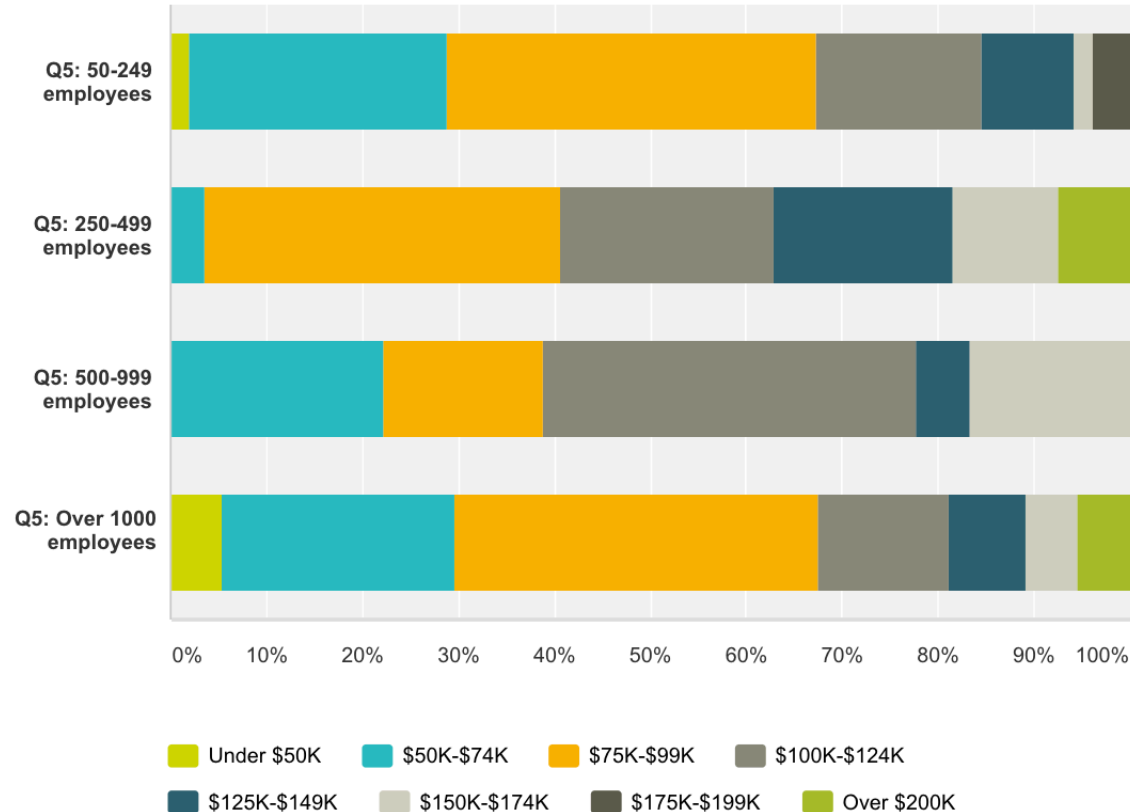
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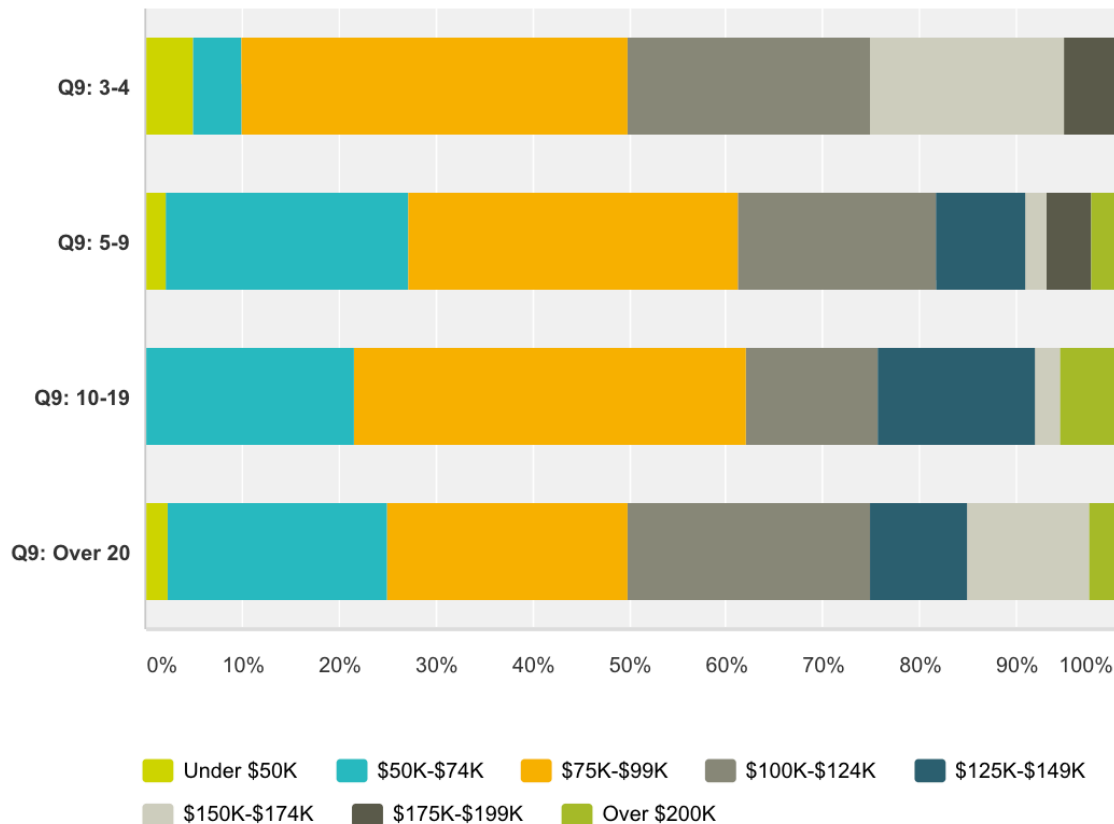
# Compensation by Company Size

Median is highest in the 250-1000 employee range



# Compensation by Size of Marketing Team

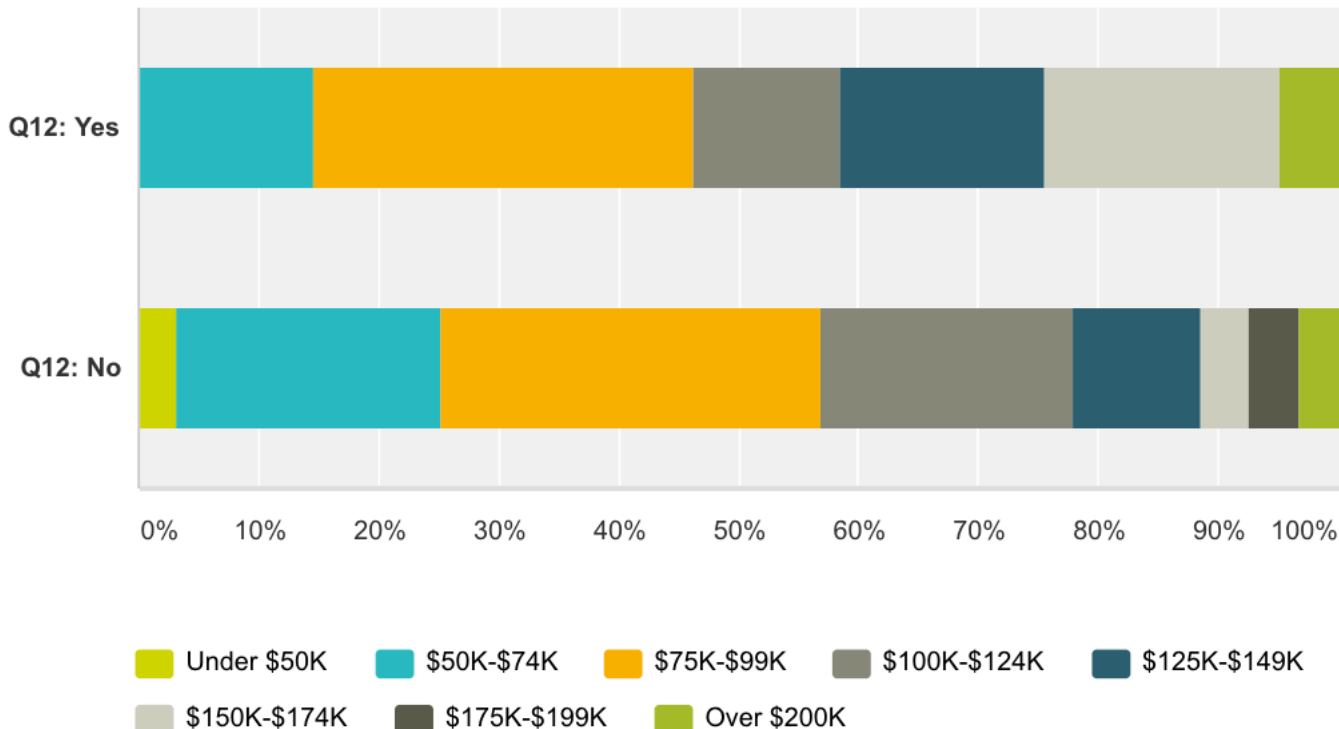
Fairly evenly  
distributed by  
size of team



# Compensation (Are you a Marketo Champ?)

A quarter of Marketo Champs are at \$150K+

The distribution of Champs' comp is still fairly wide



# How to de-risk comp negotiation

- Use data. Benchmarks are respected. Learn how the company calcs (Radford)
- Find the easiest give. Could be stock, bonus, salary, perks, etc.
- Understand equity. Google “Open Guide to Equity Compensation”
- Understand exec comp. What’s a double trigger? What are others getting?
- Don’t settle for “it’s not company policy” or “no one has asked for that”
- Re-negotiate on fixed intervals (12 months). Preempt smaller annual increases.



# Evaluate Your Own Position

## Better Opportunities

Being Marketo Certified can help you get better opportunities for jobs. Recruiters are looking for it.



## Grow

Grow in your Marketo knowledge and market yourself and people will start knocking.



## Invest

Take the time to invest your career. On a regular cadence, evaluate whether you're learning/growing.



## Learn

Don't always optimize for money. Look for ways to learn.

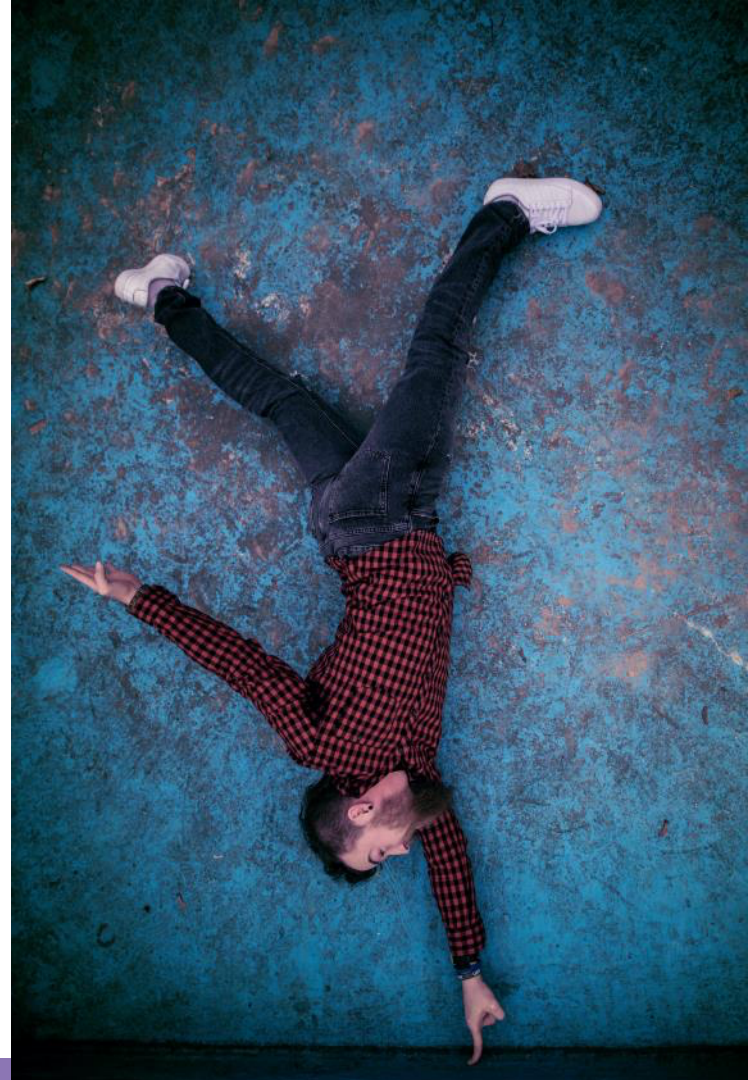


# Ways to Maximize Value

- Get certified and hire people who have certifications (MCE - Gold standard)
- Make sure you're developing your network
  - People are always doing **informal background checks**
  - It's a tight community, so **don't burn bridges**-it's not worth it
  - Play the **long game**, it pays off
- Learn how to tie your work/impact to **pipeline or revenue** (NOT leads)
- Work yourself out of job and empower people around you
- **Share information**. Executing is really hard, so it's OK to share tactics.

# Build Your Personal Brand

- Become a Marketo Champion - Marketo Elite customers
- Submit application for awards, Marketo REVVIE's are your PR
- Own what you know, don't get fixated on you don't know
- Share opinions with others (have a POV) – people listen





@ingaroma @jseeba



[www.linkedin.com/in/ingaromanoff](http://www.linkedin.com/in/ingaromanoff)  
[www.linkedin.com/in/jasonseeba](http://www.linkedin.com/in/jasonseeba)



[www.facebook.com/ingaromanoff](http://www.facebook.com/ingaromanoff)  
[www.facebook.com/jasonseeba](http://www.facebook.com/jasonseeba)

For a 30 minute career strategy session,  
text Inga your email address (415) 212-5051



# Thank You!

# Community 101

- Add a picture!
- Add a description
- Add skills (with the right keywords)
- Link to your LinkedIn profile
- Join the local user group
- Turn on notifications and email preferences
- Verify that your certification is shown



Don't be a  
Cheburashka!

# Community 201

- Write and share your ideas - post to the blog
- Share new product ideas - in the Ideas section
- Answer others' questions (it's worth it)
- Go to “Your Places” to find the groups you're part of
- Understand the difference between
  - docs.marketo.com (product documentation)
  - community.marketo.com (community, product ideas, groups)
  - developer.marketo.com (developer documentation)

# Community 301 - Giving Back

- Speak or submit a topic at User Group
- Host or start a new user group if you don't have one!
- Apply to speak at Marketo Summit
- Go to Marketo events/roundtables
- Volunteer for Marketo SmartBar at events (Champions)
- Share these how-to's to help other people!