



GET READY TO

ENGAGE

Career in MarTech

Inga Romanoff

July, 2017

INGA ROMANOFF

Global MarTech Expert | Thought Leader



Inga Romanoff
Chief Executive Officer



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.




Marketo® ?



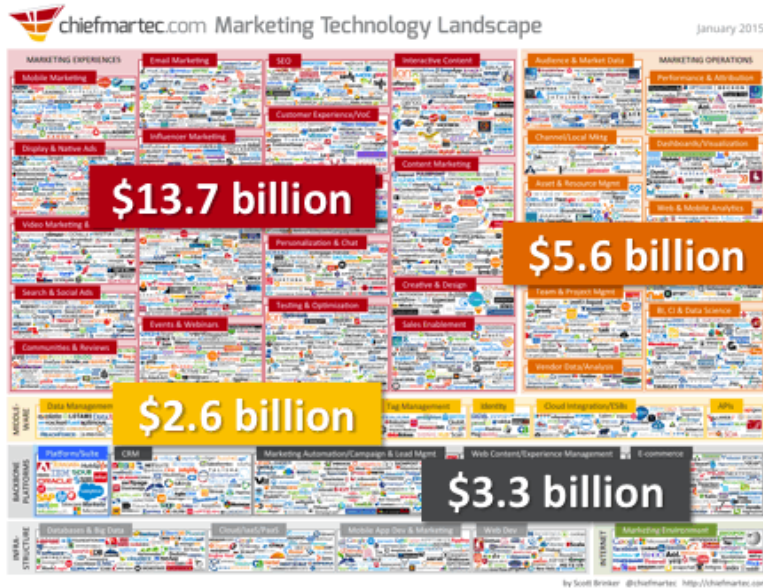
"The Scream" by Edvard Munc
is one of the most famous paintings in art history because it captures universal suffering

Agenda

- The latest in Marketing Automation and CRM
- How to Maximize Your Value
 - Build your presence
 - Connect in Community
 - Know your worth and maximize it
- Hot Topics and Questions

Why Bother?

Marketing Automation Industry 🚀



\$25.2 billion



26 unicorns

\$2.41 ROI
(materialized)

300,000+
employees

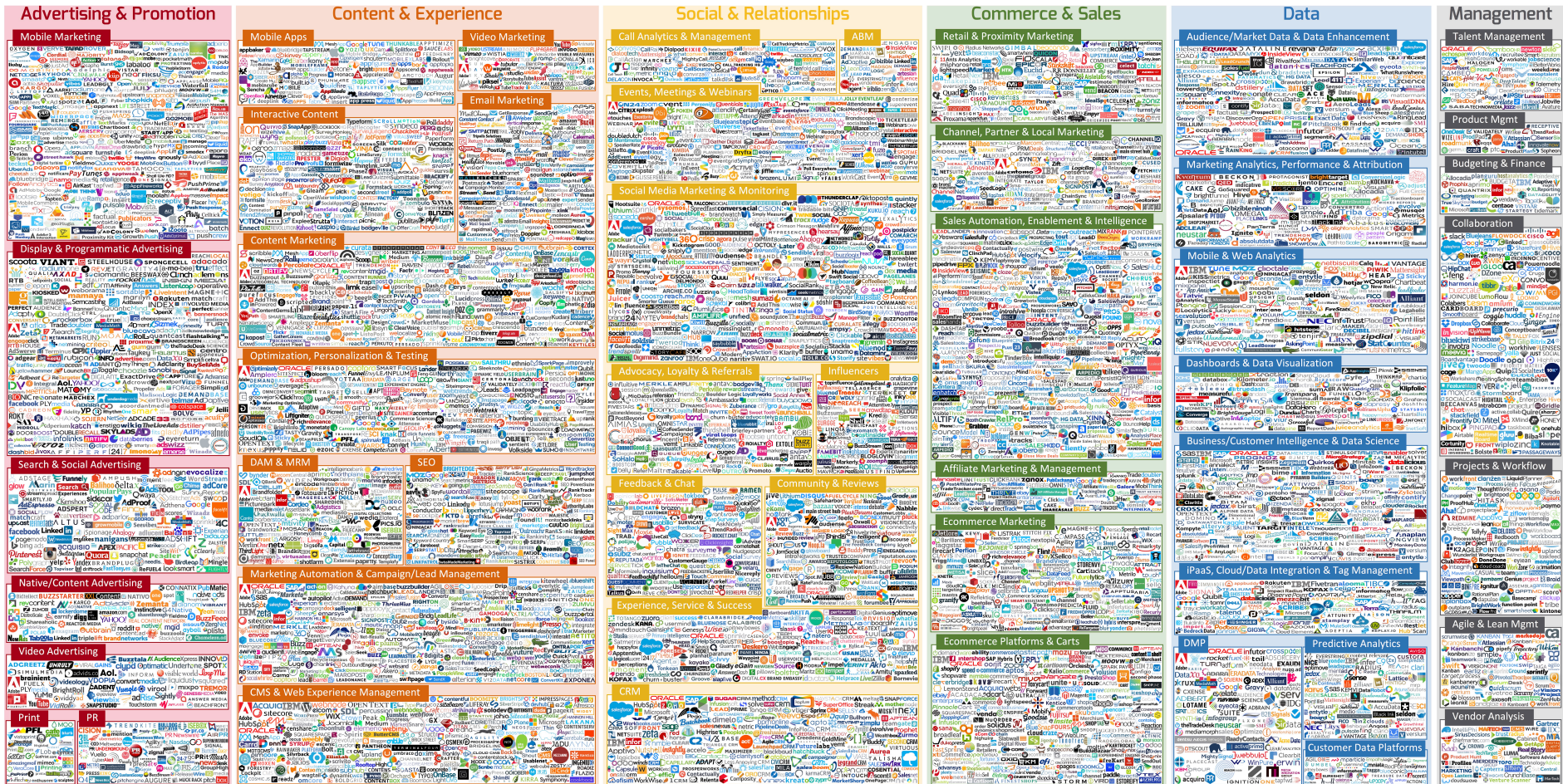
Investment data provided by

VB | Profiles

“

Marketing has become a technology-powered discipline, and therefore marketing organizations must infuse technical capabilities into their DNA

~ Scott Brinker, chiefmartec.com



Career Trajectory

The higher the revenue of a company, the more likely they are to use marketing automation

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



Gartner Magic Quadrant

<https://www.marketo.com/analyst-and-other-reports/gartner-magic-quadrant-for-digital-marketing-hubs/>



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?



Friendly MarTech stack

Is our MarTech stack optimized and fully functional? How can we drive results and where can we expand on our tech stack to improve reach and results.

Build your presence in the
community and understand
ecosystem

Build Your Presence and Learn



Learn from
others



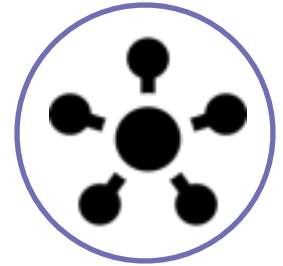
Leverage
available
resources



Be a good
citizen



Get
certified



Local
meetups

Get to Know The Community

- Marketo key people
 - User Group Leader in your area
 - Marketo Champions
 - Locate experts
- Do customer references
- Share your story (successes and problems)

Understand Marketo Ecosystem

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

Build relationships – that
will help your career

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



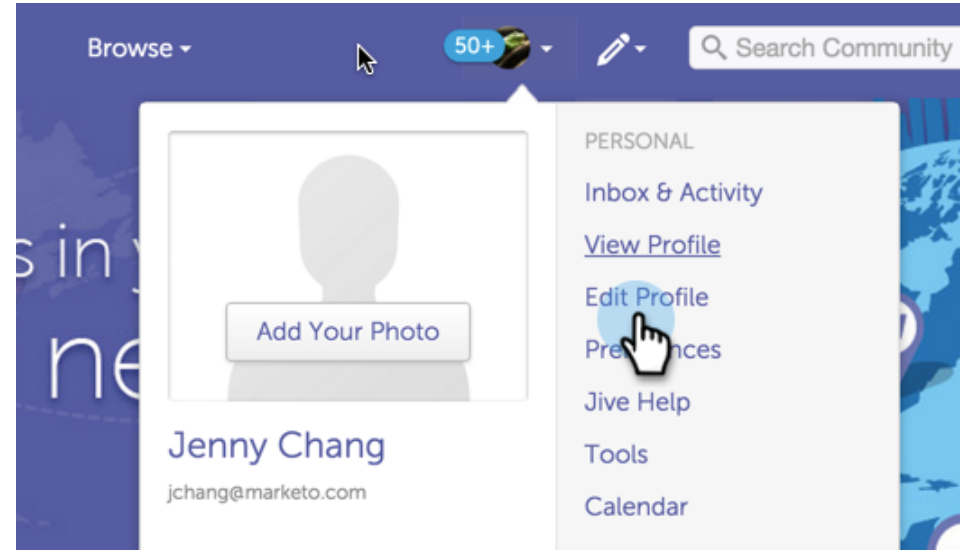
Give Back

- 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.



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



Community 201

- Write and share your ideas - post to the blog
- Answer others' questions (it's worth it)
- Understand the difference between
 - launchpoint.marketo.com (technology and services partners)
 - docs.marketo.com (product documentation)
 - community.marketo.com (community, product ideas, groups)
 - developer.marketo.com (developer documentation)

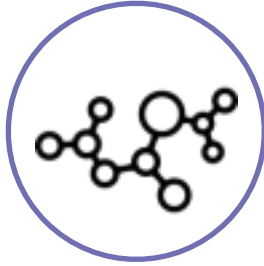
Community 301 - Giving Back

- Speak or submit a topic at User Group
- Apply to speak at Marketo Summit
- Go to Marketo events/roundtables
- Volunteer for Marketo SmartBar at Summit (Champions)
- Share these tips with others!

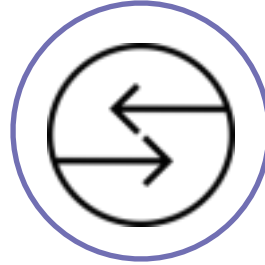
Must Do Change Management (for self)



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!

Know your worth in the
market and maximize it

Marketo Compensation Survey 2017

www.surveymonkey.com/r/2017marketosurvey

Over 500 responses



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”

Marketo Compensation Survey 2017

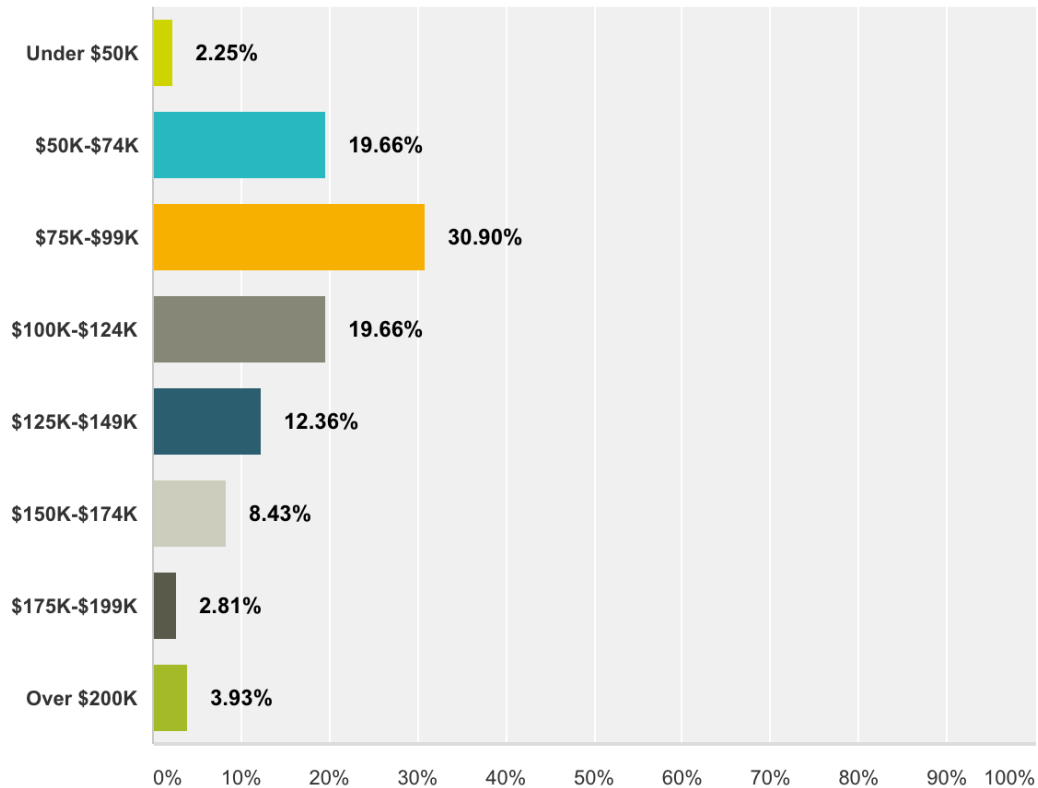
- Over 500 responses
 - 41 Marketo Champions(!)
 - 81% have used Marketo for more than 1 year
 - 88% in the US, 12% International
 - 17% Consultants
 - 64% Manager Level, 17% Director Level
 - 83% Marketo Admin or Super User
 - 60% attend User Groups
 - 67% Marketo Certified
- Respondents from posts on the Marketo Community / LinkedIn in Mar-Apr 2017

Overall Compensation (including Bonus)

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

Around 28%
are over \$125K

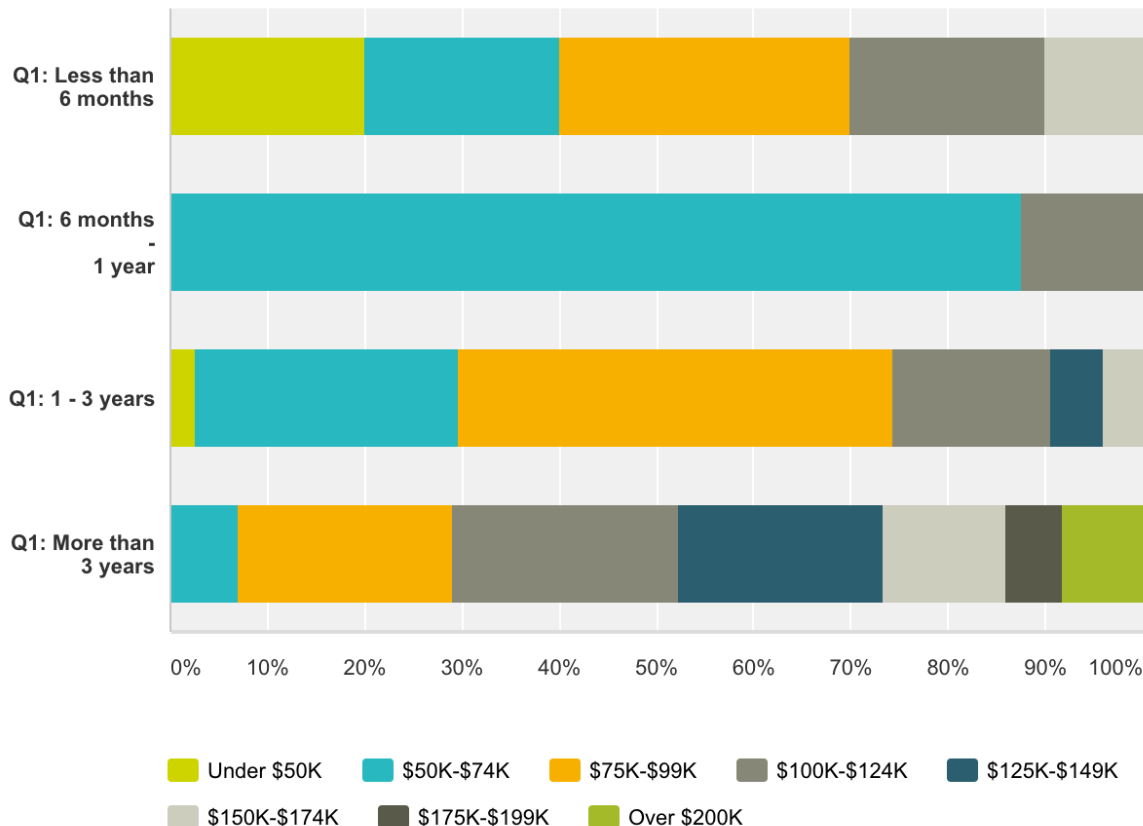
Around 22%
below \$75K



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



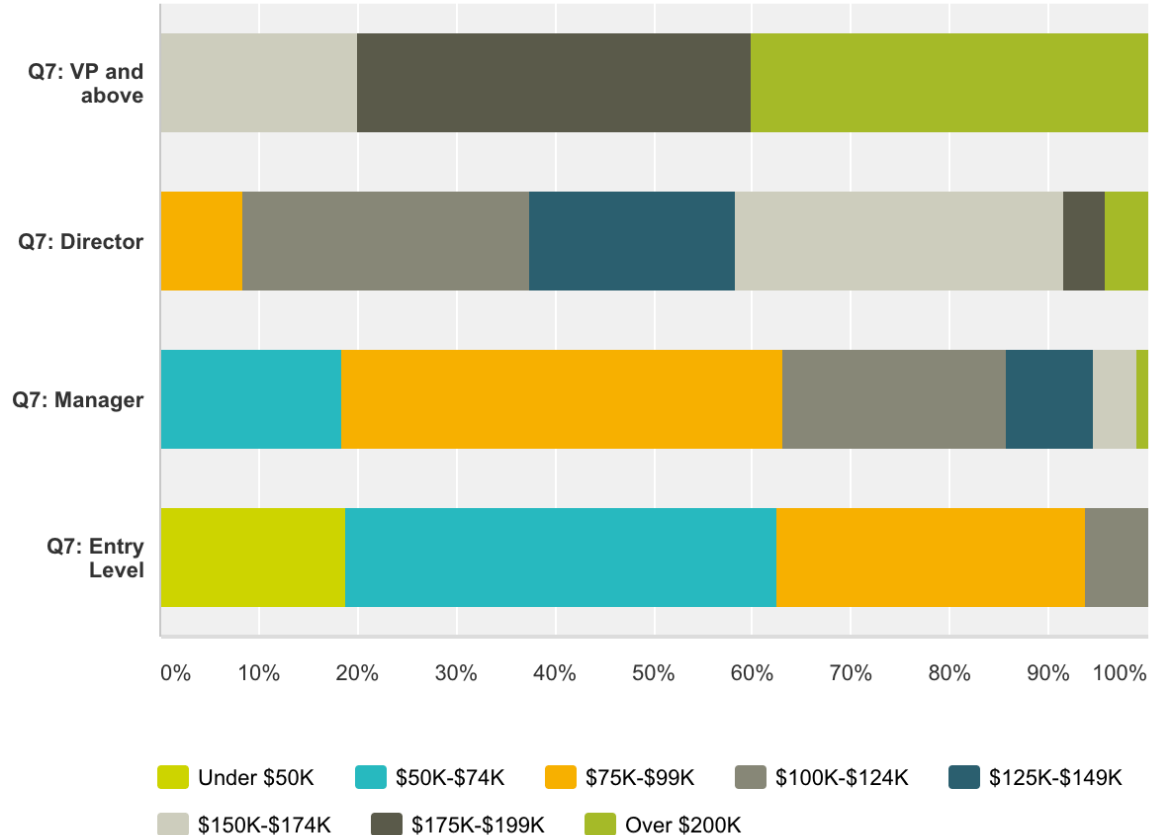
Compensation By Level

VP and above
\$175-200K

Director \$125-150K

Manager
\$75-100K

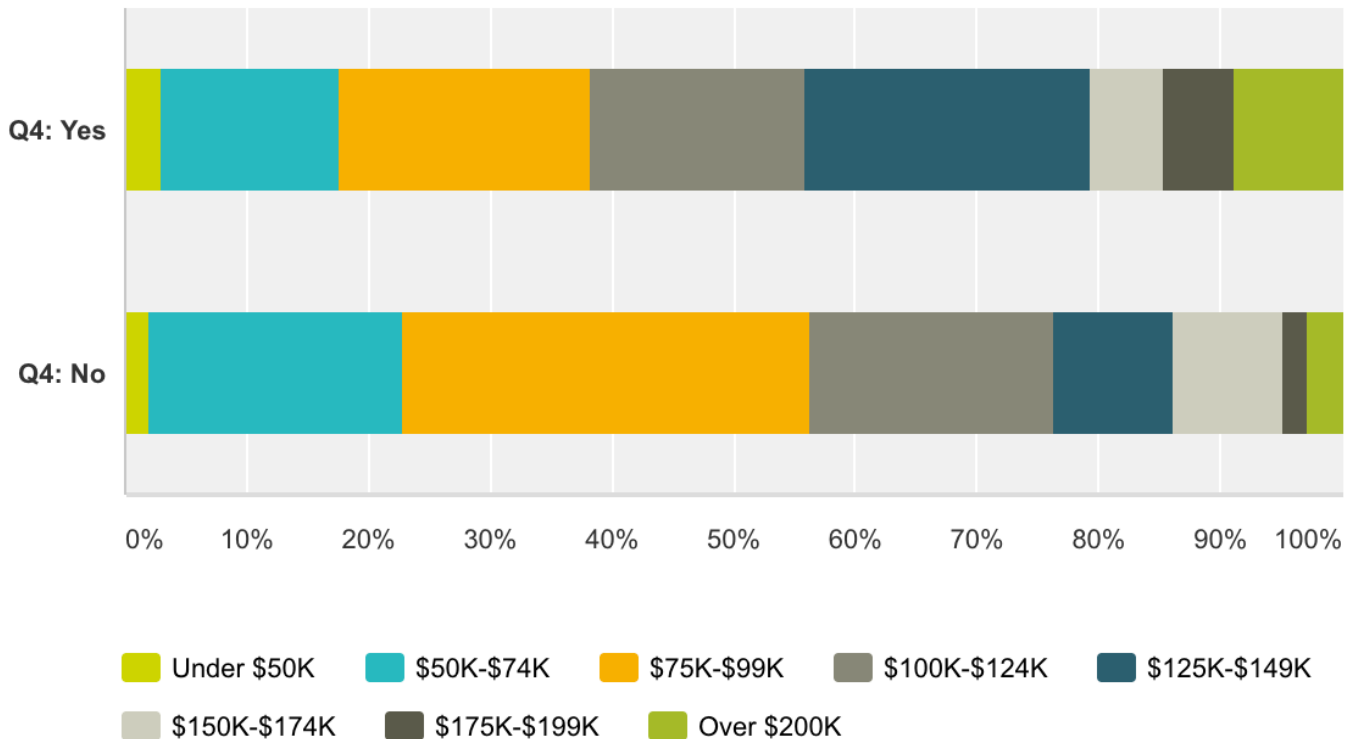
Entry level
\$50-75K



Compensation (Are you a Consultant?)

Consultants
are making
more on
average

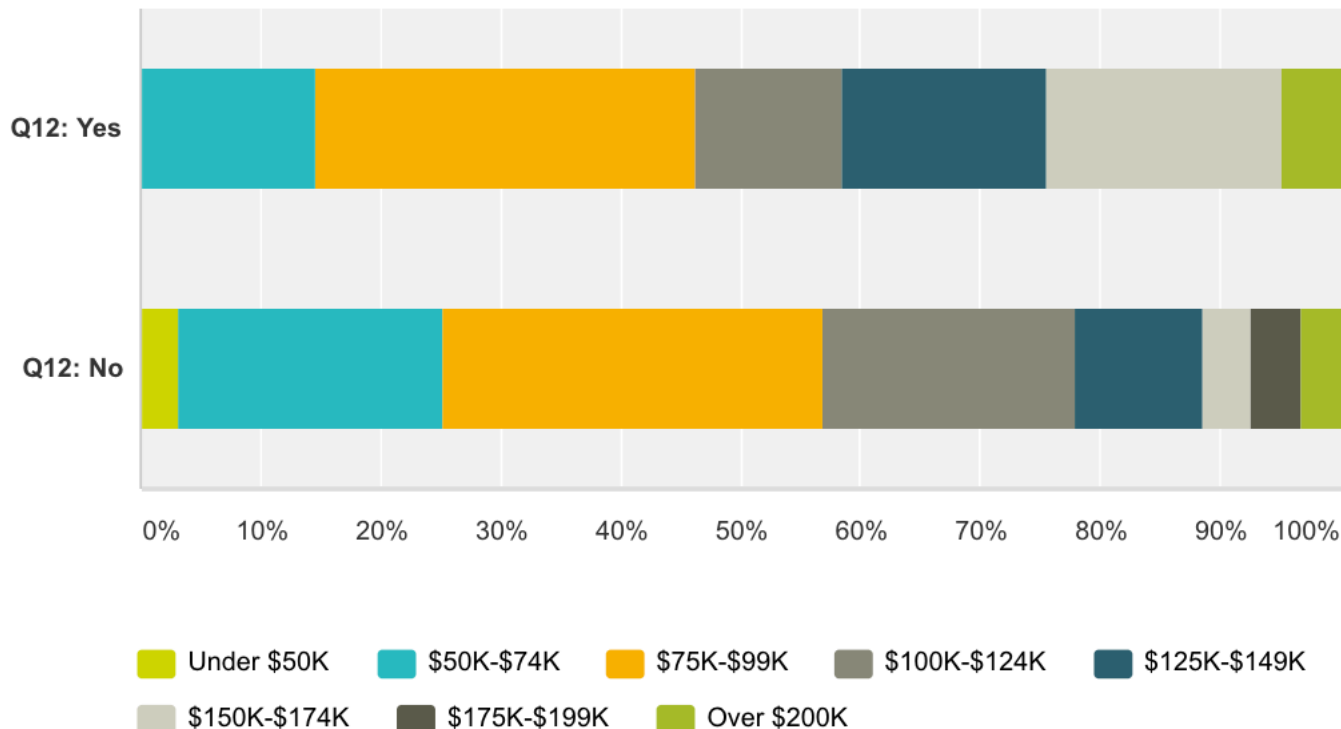
20% are
over \$150K



Compensation (Are you a Marketo Champ?)

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

The distribution of Champs' comp is still fairly wide



Evaluate Your Own Position

Better Opportunities

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



Invest

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



Grow

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



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
 - Specializations
- 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 just 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 is your PR – advocate for your Company
- Own what you know, don't get fixated on you don't know
- Share opinions with others (have a POV) – people listen



INGA ROMANOFF/ TEXT YOUR EMAIL TO (415) 212-5051



@ingaroma



www.linkedin.com/in/ingaromanoff



Inga (212) 390-0082



THANK YOU