

Career in MarTech

DC MarTech Talks

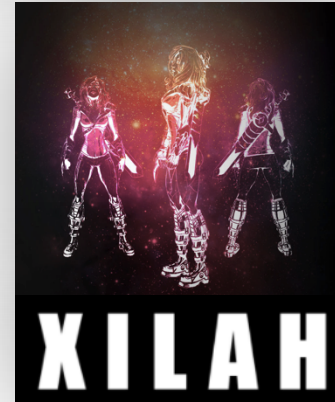


Inga Romanoff
CEO/President
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Inga Romanoff

Chief Executive Officer
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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.



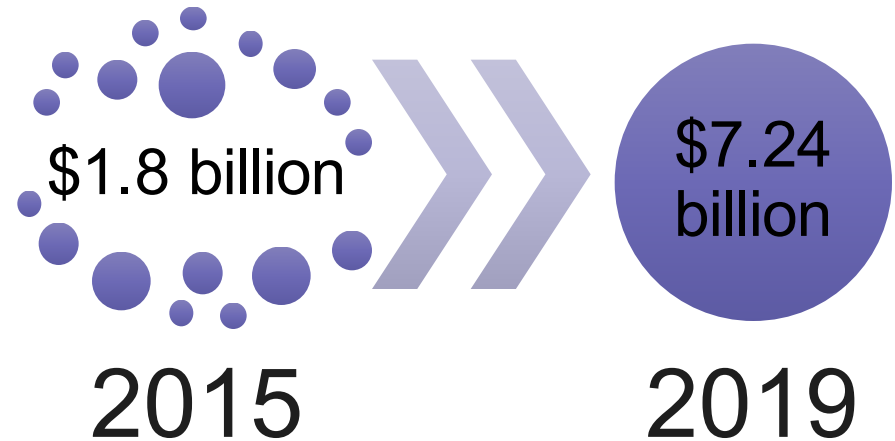
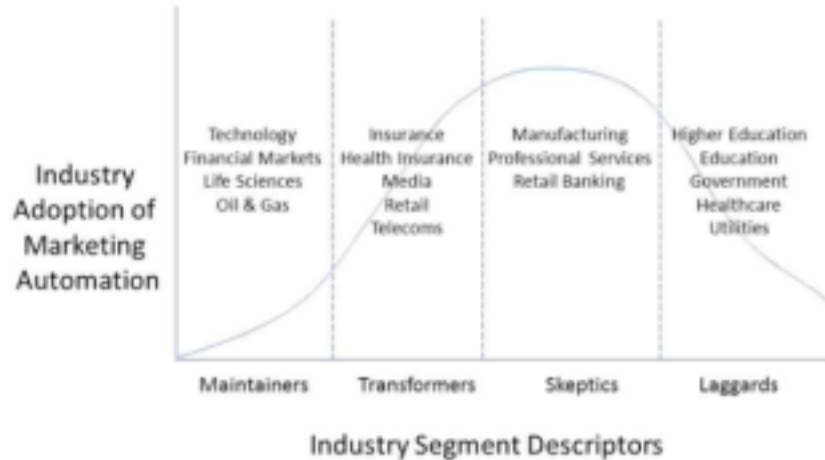
Agenda

- The latest in Marketing Automation and CRM
- MarTech Career Masterclass
 - Build your presence
 - Connect in Community
 - Know your worth and maximize it
- Hot topics, Q&A and networking

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

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.

Swan, Pike And Crawfish



Once Crawfish, Swan and Pike
Set out to pull a loaded cart,
And all together settled in the traces;
They pulled with all their might, but
still the cart refused to budge!

The load it seemed was not too much for them:
Yet Crawfish scrambled backwards,
Swan strained up skywards,
Pike pulled toward the sea.

Who's guilty here and who is right is not for us to say-
But anyway the cart's still there today.

~ Ivan Andreevich Krylov



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

A close-up portrait of 2Pac (Tupac Shakur) with a serious expression, his right hand raised near his face with the index finger pointing up. He is wearing a dark jacket and a gold chain. The background is dark.

“(I) Get Around” (2Pac)

Build your presence in the community and understand ecosystem



Build Your Presence and Learn



Learn from
others



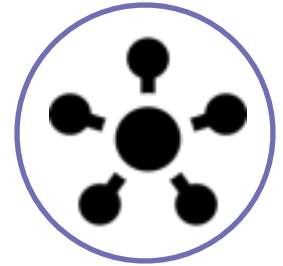
Leverage
available
resources



Be a good
citizen



Get
certified



Local
meetups

Get to Know The Community

- Marketo key people
 - 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 apps
 - Marketo Launchpoint, Salesforce Appexchange
 - Work with early stage technologies because they will give you an advantage in your career

A close-up portrait of the rapper Q-Tip. He is wearing a dark flat cap and a patterned scarf, resting his chin on his hand in a thoughtful pose. The background is a plain, light color.

“Get Involved” (Q-Tip)

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

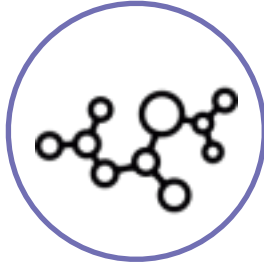
- Give back to the Community before you take
- It's easy to become possessive of the knowledge, resist that and share (execution is difficult, so share ideas)
- Help other people in your own organization learn and grow. Facilitate sharing of ideas.
- Build them up into experts -- but give them a career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



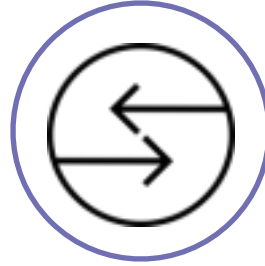
Must Do Change Management (for self)



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)

Know your worth in the market and maximize it



Marketo Compensation Survey 2017

www.surveymonkey.com/r/2017survey

should get ~1,000 responses



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





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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!

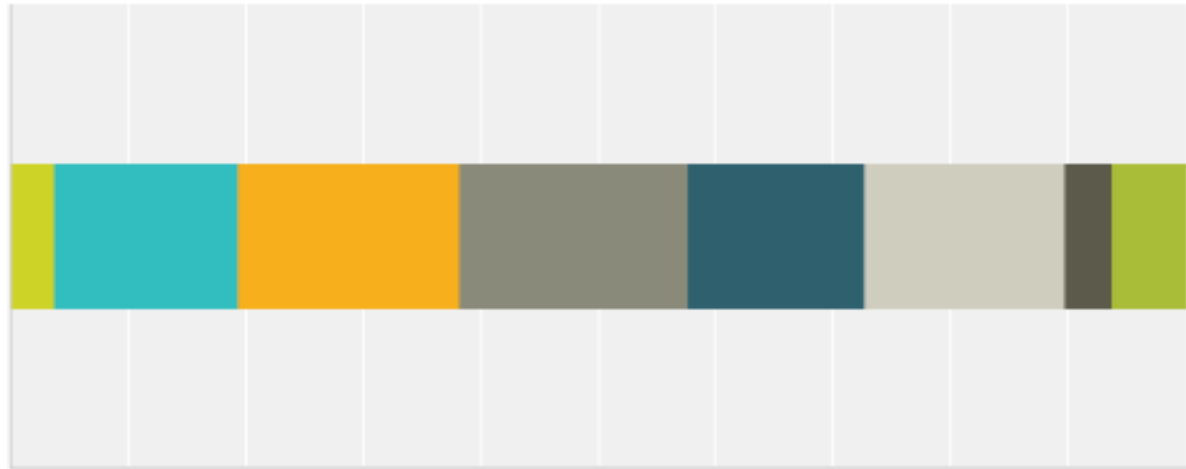
Marketo Compensation Survey 2016

- 150+ responses
 - 43 Marketo Champions(!)
 - 83% have used Marketo for more than 1 year
 - 82% in the US, 18% International (37% California)
 - 23% Consultants
 - 51% Manager Level, 33% Director Level
 - 74% Marketo Admin or Super User
 - 67% attend User Groups
 - 62% Marketo Certified
- Respondents from posts on the Marketo Community / LinkedIn in Mar-Apr 2016

Overall Compensation Breakdown

Q10 What is your current annual compensation package including bonuses?

Answered: 128 Skipped: 25



Median is
\$100K-\$124K
range

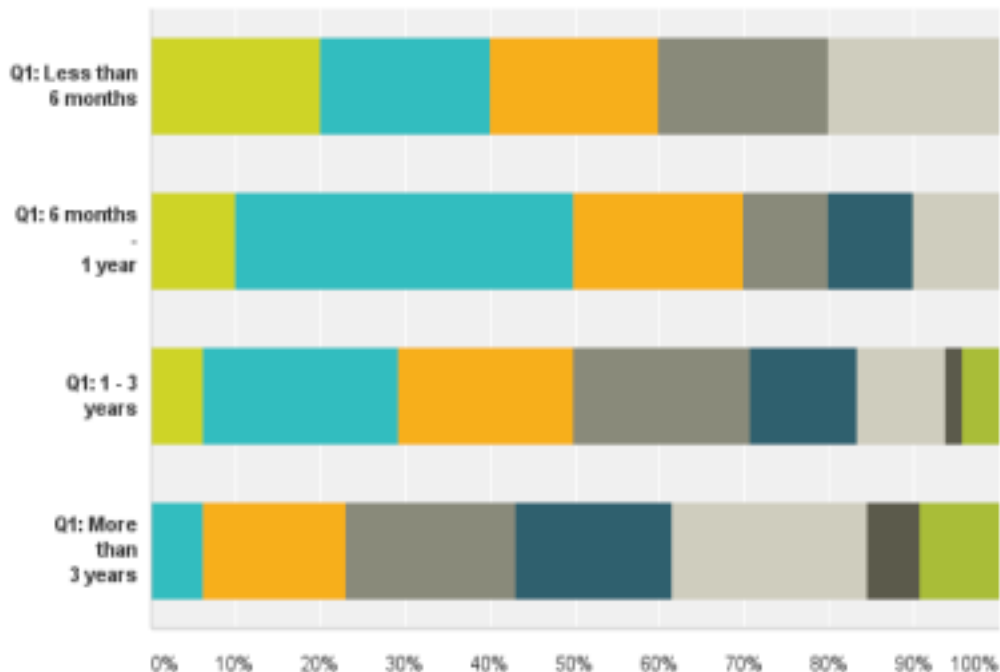
Around 25%
are over \$150K

Around 20%
below \$75K

Compensation by Marketo Experience

Q10 What is your current annual compensation package including bonuses?

Answered: 128 Skipped: 18



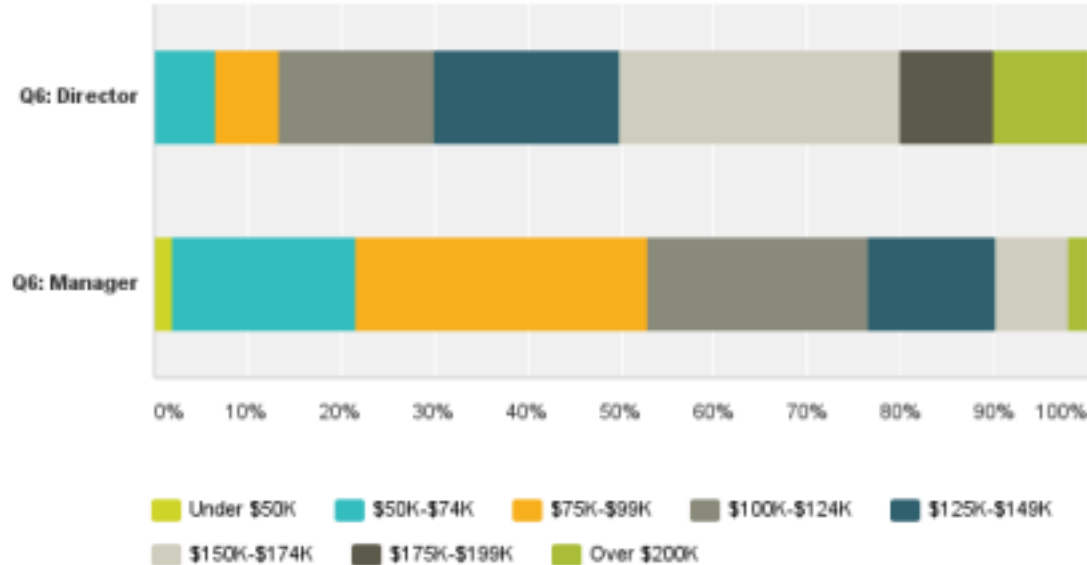
Median with 1-3 years of experience is around \$100K

Median with 3+ years of experience is \$125K-\$150K

Compensation By Level (Manager/Director)

Q10 What is your current annual compensation package including bonuses?

Answered: 81 Skipped: 4



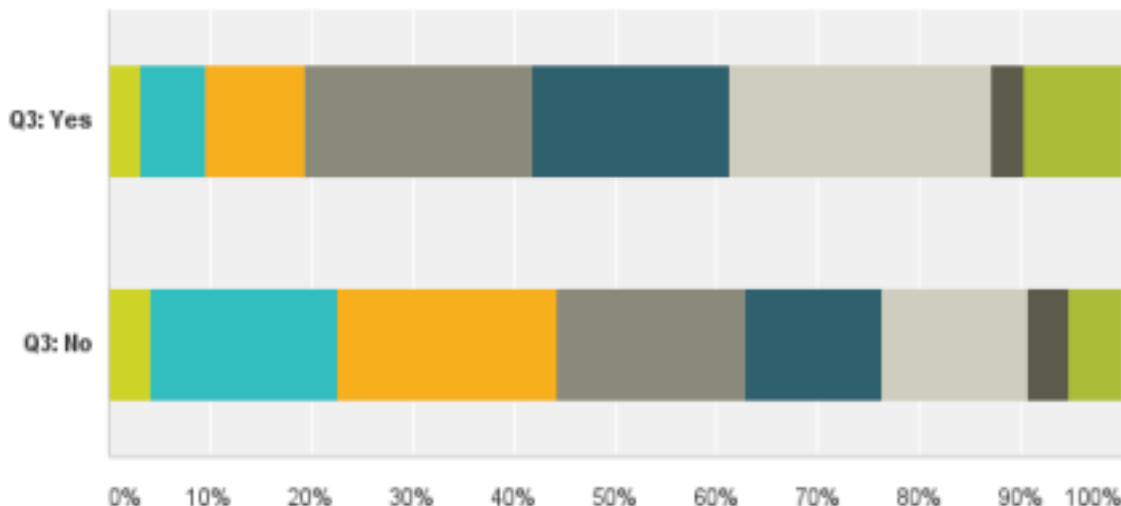
Around half of Directors are >\$150K

Around half of Managers are >\$100K

Compensation (Are you a Consultant?)

Q10 What is your current annual compensation package including bonuses?

Answered: 128 Skipped: 25



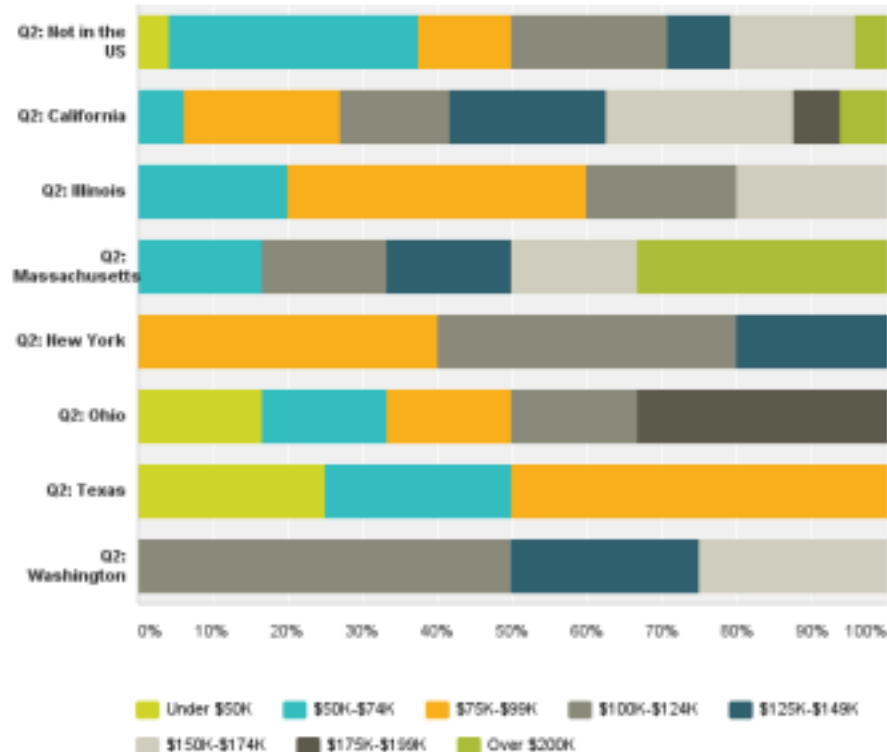
Over 80% of Consultants are >\$100K

Nearly 40% of Consultants are >\$150K

Compensation by State

Q10 What is your current annual compensation package including bonuses?

Answered: 162 Skipped: 16



Varies widely by state

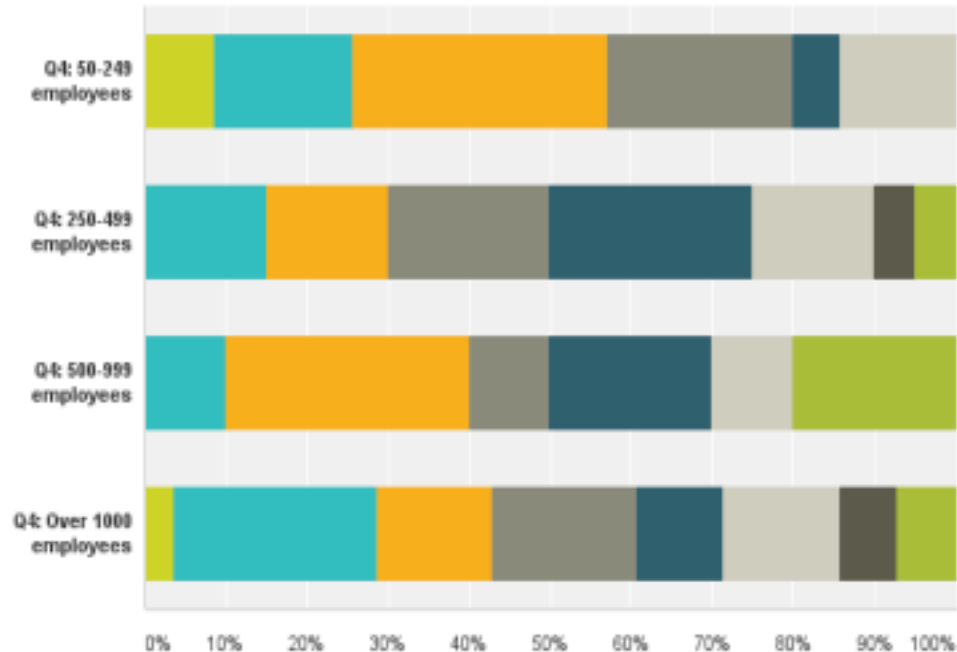
CA, MA median is >\$125K

IL, OH, TX median is <\$100K

Compensation by Company Size

Q10 What is your current annual compensation package including bonuses?

Answered: 93 Skipped: 4

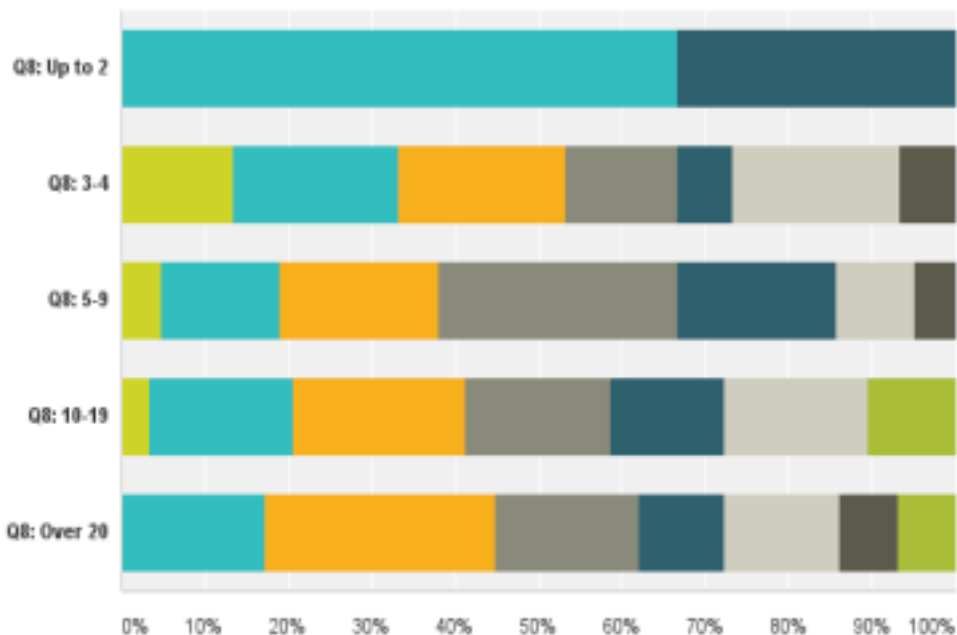


Generally, compensation for Marketo users is higher as the company size grows.

Compensation by Size of Marketing Team

Q10 What is your current annual compensation package including bonuses?

Answered: 97 Skipped: 4

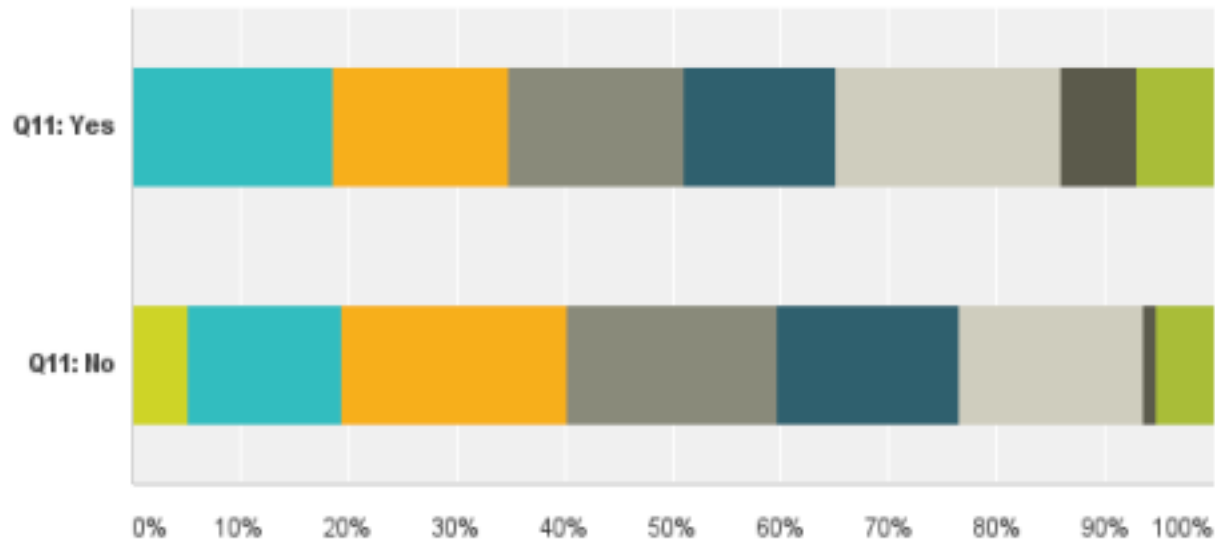


Similarly, compensation for Marketo users is higher as the size of the Marketing team grows.

Compensation (Are you a Marketo Champ?)

Q10 What is your current annual compensation package including bonuses?

Answered: 120 Skipped: 0



Over one-third of Marketo Champs are >\$150K

The distribution of Champs' comp is still fairly wide.