



Buckle Up: The Bentley Journey Begins

Shannon Clemons, Bentley Systems

Chris Helm, Bentley Systems

Session ID #83185

About the Speakers

Speaker Name

- Shannon Clemons, Bentley Systems, Senior Director Engagement Marketing
- Digital Marketing Enthusiast, Global Team Leader
- Can create persona-based journey map ON DEMAND for Engineering, Tech AND any SEC Sports campaign (mainly Auburn University)
- Other role is to create new weekly projects for IT team!

Speaker Name

- Chris Helm, Bentley Systems, Senior Solution Consultant
- Able to create Marketing Cloud updates ON DEMAND and architect system solutions for marketing and sales integration
- Full time role is to ask Marketing team to create a business case for all new IT requests to support Marketing Cloud

Bentley's mission is to provide *innovative software and services* for the enterprises and professionals who *design, build, and operate* the world's infrastructure – sustaining the global economy and environment for *improved quality of life*.



Key Outcomes/Objectives

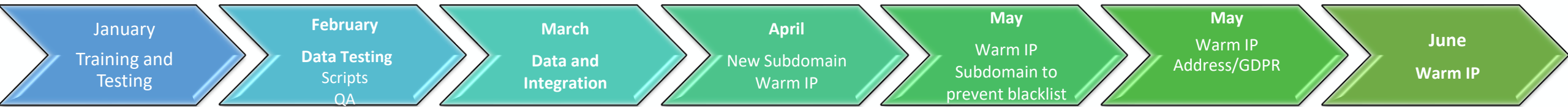
1. How to prepare for your content journey
2. Data. Data. Data.
3. Lessons Learned: What Worked
4. Content and Setting Expectations
5. Metrics and Fact Sheets

What We Will Cover Today: Lessons Learned

- **What we would have done differently**
 - Spend MUCH more time on the data model
 - Agree on communication limits much earlier
 - Focus on CONTENT and offers available to support your campaigns
 - Lead stages and scoring - confirm with Sales much earlier in the planning stages
 - Work with content creators for pilots for each “always on” campaign
 - Discuss other lead sources and traffic drivers – keep focus on email being the nurturing engine, NOT the initiator for campaigns
 - Communicate the early wins and make internal team updates more visible
 - Don’t underestimate the change needed for people who are not familiar with inbound marketing concepts
 - Did we mention FOCUS ON DATA?
- **What worked!**
 - Created a core team of experts and roles
 - Early meetings with Sales to show how Fact Sheets add value
 - Established business decision maker leads and IT leads
 - Focused on U.S. team and then global rollout with regional managers
 - One-hour training sessions each week to avoid overwhelming team
 - Approaching new features in pilot rollouts (Lead Nurture Stream example)
 - Identified people who have experience with automation platforms
 - Continually FOCUS ON DATA



Example 1 year Timeline– Marketing Cloud Rollout



Focus for Q1 & Q2: Prepare database for production – send opt-in emails to **Warm IP**, confirm Communication Preferences, GDPR Compliance Obligation – Confirm Opt In Processes

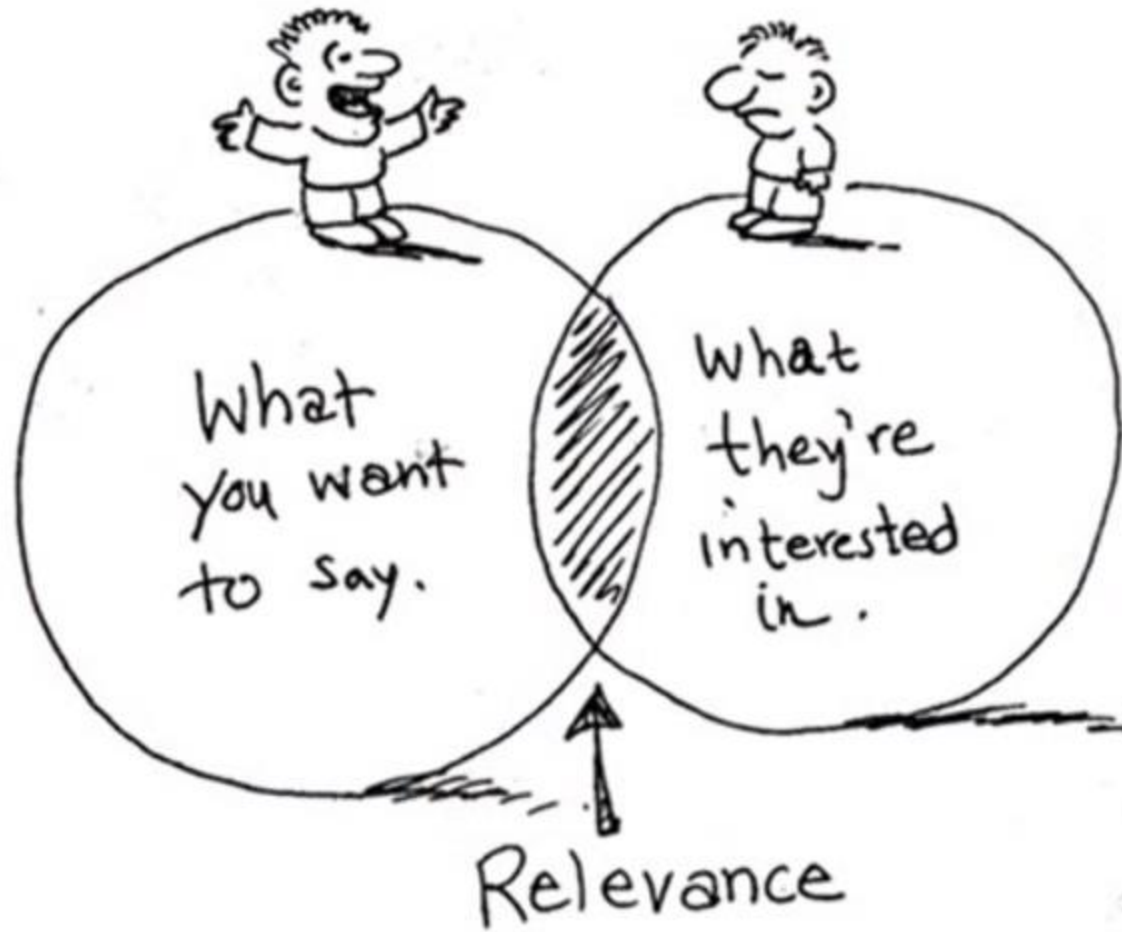


Focus for Q3 & Q4: Training Rollout/Global Team

Engagement

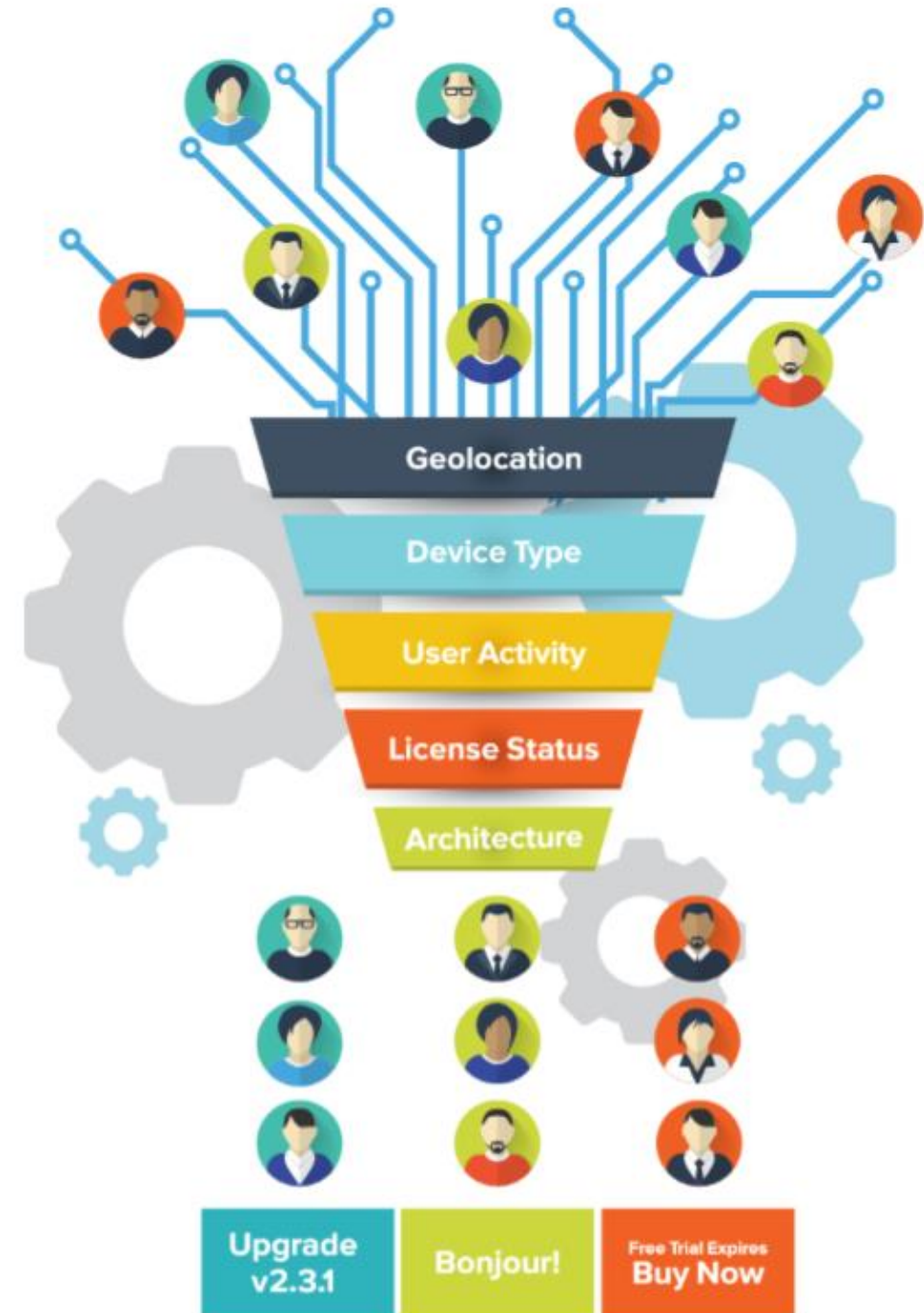
Delivering repeatable “moments that matter”
to users and enterprises.



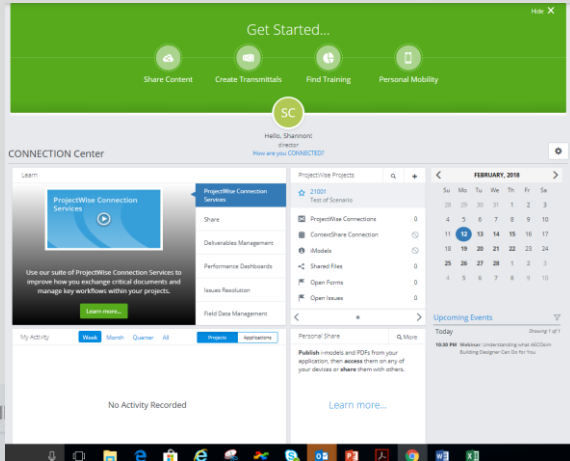


Principles of Engagement

1. Build and nurture trusted relationships
2. Transparency (Don't be creepy.)
3. Authenticity (No fake news.)
4. Data → Context → Content
5. Personalized
6. Perfect timing
7. Contextually relevant
8. Messages that resonate
9. Data driven engagement decisions
10. Measurable



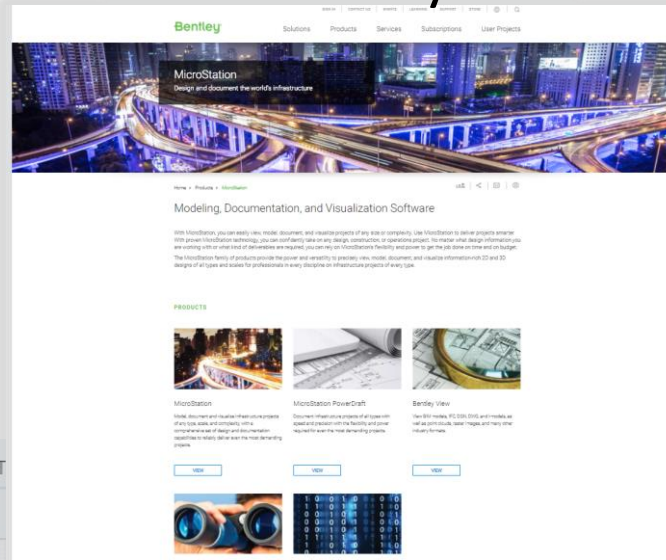
connect.bentley.com



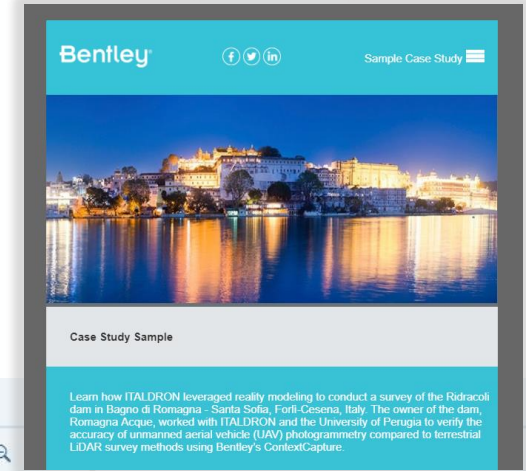
OVERVIEW

SPEND COLLABORATE

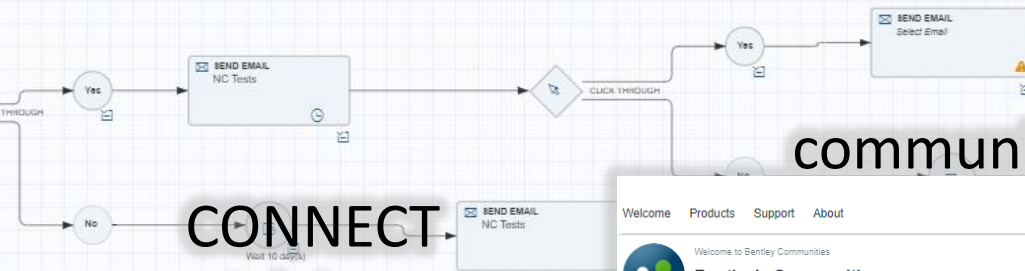
www.bentley.com



Email



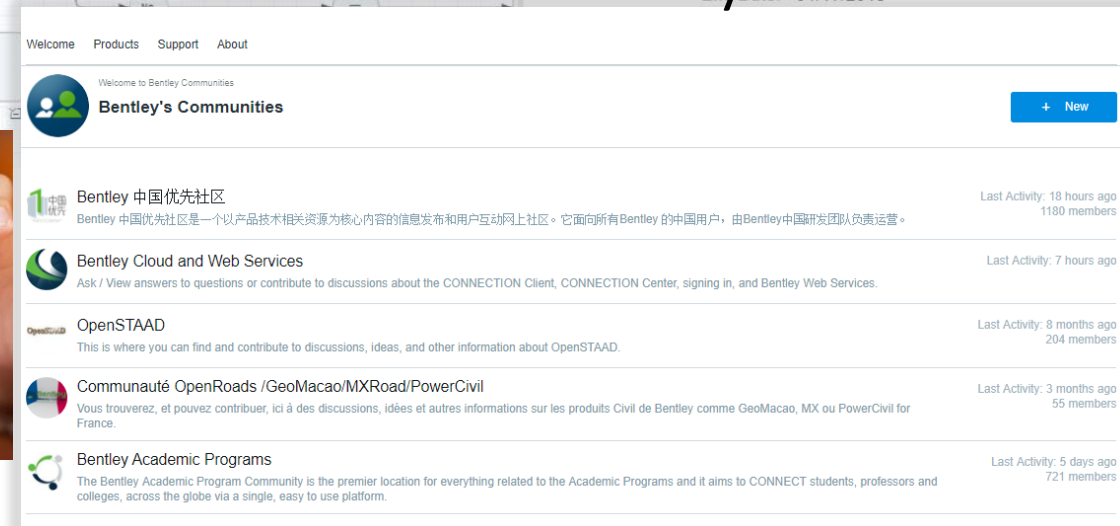
Paid Media and Social



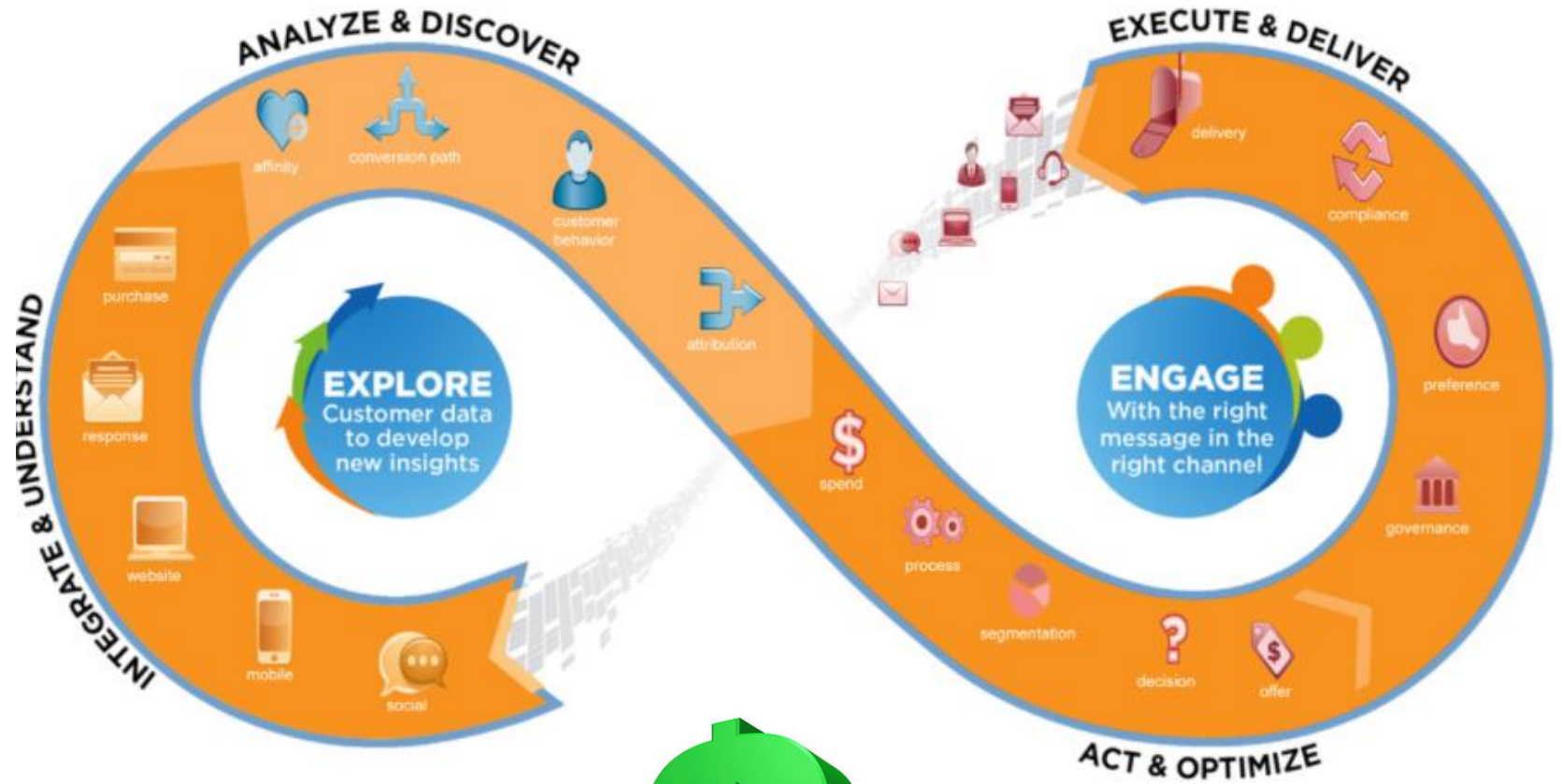
Overview

ID: 984
 Status: **In Preparation**
 Marketing Area: Global
 Name: Welcome Campaign
 Description: Capture new email address and automate engagement process Bentley Automated Campaign
 Category: Bentley Automated Campaign
 Start Date: 01/18/2018
 End Date: 01/18/2018

communities.bentley.com



ENGAGEMENT MARKETING



Example Timeline– Marketing Cloud Rollout



Focus for Q1 & Q2: Prepare database for production – send opt-in emails to **Warm IP**, confirm Communication Preferences, GDPR Compliance Obligation – Confirm Opt In Processes



Focus for Q3 & Q4: Training Rollout/Global Team



Content,
Events,
Promotions

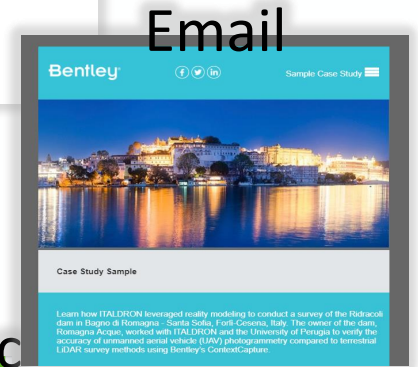
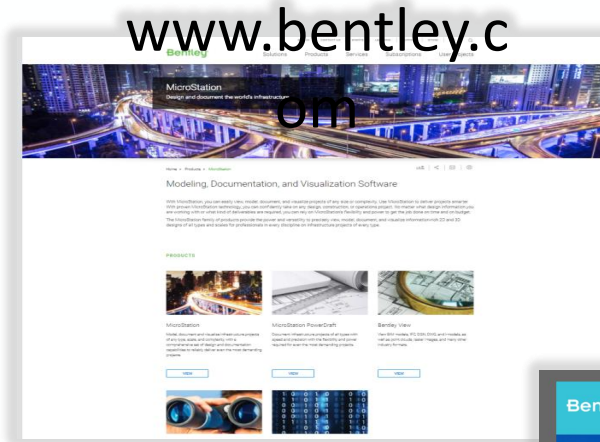
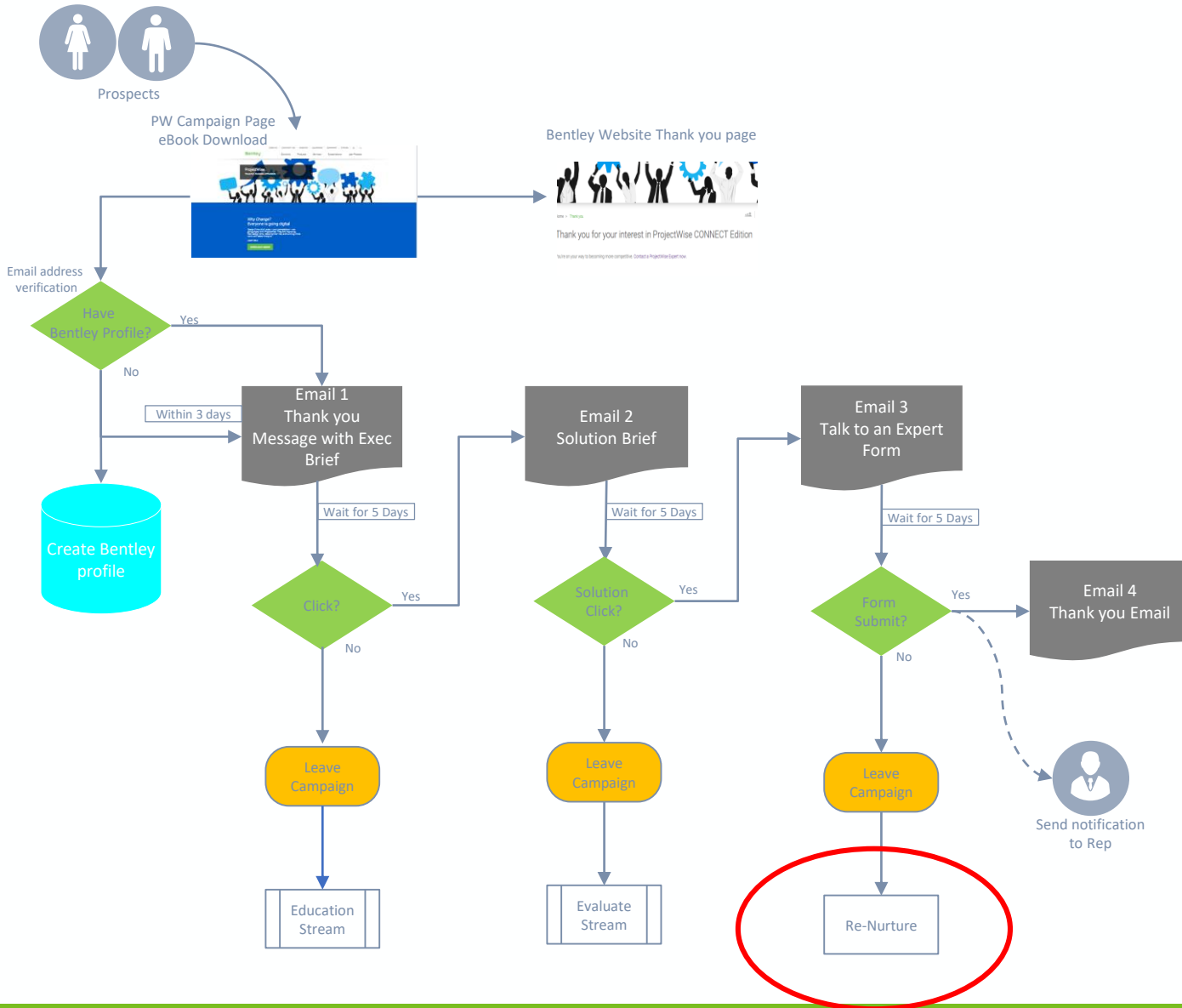
Landing pages,
CTAs/Forms,
Social

Email Journeys,
Tracking
Interactions,
Remarketing

Lead Scoring,
MQLs/SQLs
NEW processes!

Analysis,
Feedback,
Inform new
campaigns
Continuous
improvement

Short series today. Broad messages.

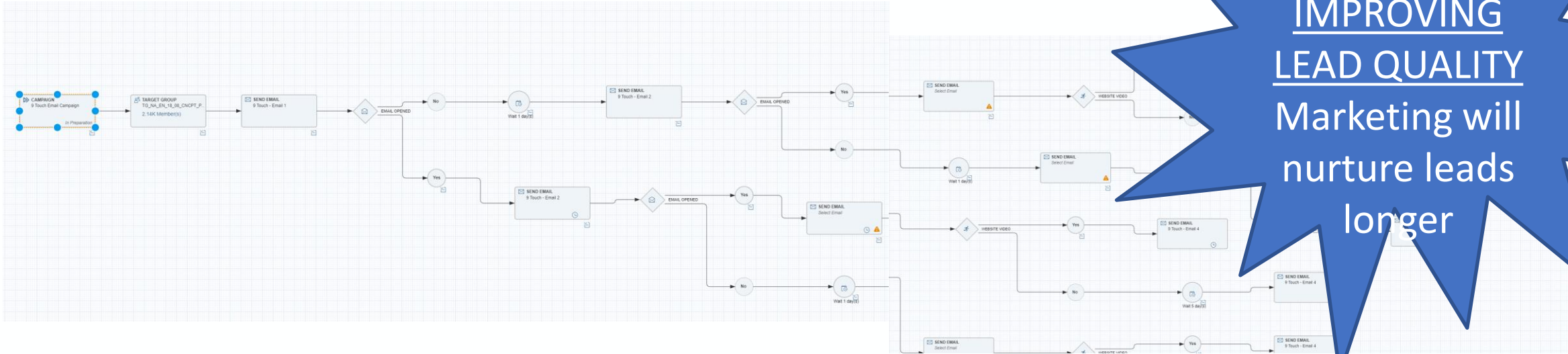


REMARKET NURTURING

NEW

ASUG

Longer series! Targeted content.
And best of all – we can replicate campaigns.



**IMPROVING
LEAD QUALITY**
Marketing will
nurture leads
longer

Offers could include:

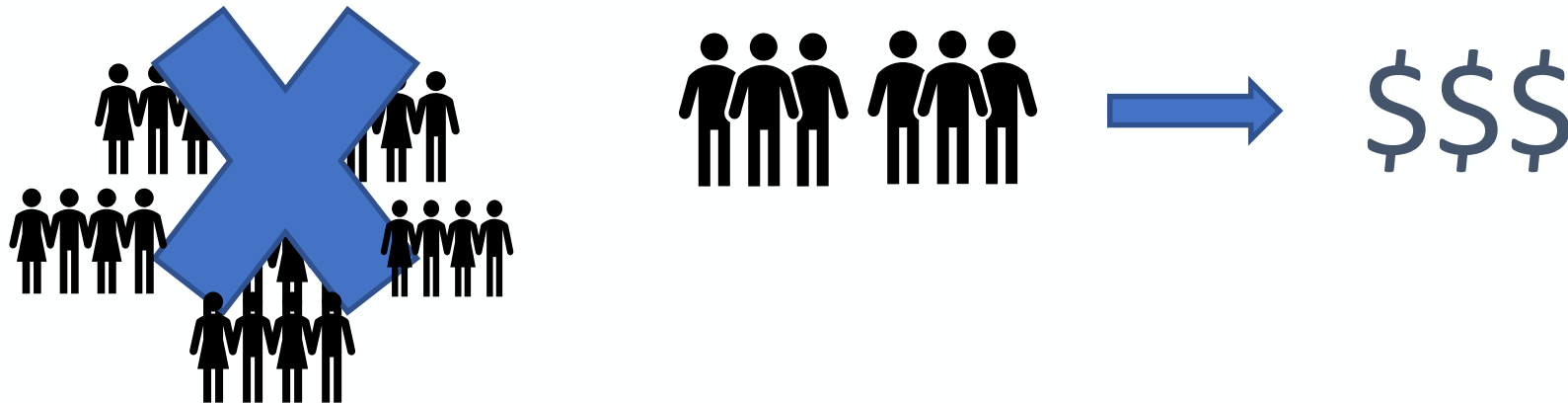
E-book >webinar >case study >article >industry report >infographic >video >event invitation...



What Does Marketing Cloud Mean for SALES?

Important that we emphasize this value!

- Better content and campaigns to qualify leads BEFORE they are sent to Sales
- Improvement in your queues
- Better qualified leads
- Prospects further down the sales funnel
- Leads with more advanced product knowledge that better match their needs/ pain points



REMIND YOUR USERS OF THE FACT SHEET!

Example Account View

Customer Contacts Account Team **Interactions** Scores Commerce White Space Analysis Additional Data Permission Marketing

Reset Filters Select Favorite Contacts

SUPERLOAD
OPENUTILITIES LUMENRT AUTOPIPE
DESCARTES PROMIS.E RAM HAESTAD CONTEXTCAPTURE
LEAP INROADS NAVIGATOR OTHER
GEO5 GEOPAK **PROJECTWISE** SOLUTIONSWARE
SITEOPS GINT MAP
OPENROADS MICROSTATION AECOSIM PLATFORM
SACSHEVACOMP MX STAAD OPENRAIL POINTTOOLS
OPENBRIDGE RM OPENPLANT ASSETWISE AUTOPLANT
OPTRAM PROSTRUCTURES

September 2018

Activity Sep 21
Appointment - In Process
Activity ID 384436, JLAM EVD new acc EMEA 2
Kiran Kumar MK

Activity Sep 21
Appointment - In Process
Activity ID 383412, Bentley Internal Header note
11/27/2017 21:19:55
IMSRFCJOB_A
Web Delivered Industry Code: 17104
Conor MacKay

Web Sep 18
OptIn for Marketing Permission
Landing Page: Communication Preferences-Opt-In
Caroline Blazey

AECOSIM, ASSETWISE, MICROSTATION, OPTRAM, Sep 14
Opportunity-Successful
ID 284384, JLAM EVD new acc EMEA 2, JLAM EVD n. acc EMEA 2
Kiran Kumar MK

AECOSIM, ASSETWISE, MICROSTATION, OPTRAM, Sep 13
Sales Quote - Completed Exp. Amt.: 30120.50 (EUR)

All Inbound Outbound Unknown

Days Months Quarters Years User-Defined

06/2018 09/2018

E-Mail 0 Commerce 0 Event 1 Web 3 Lead 0 Activity 2 Opportunity 8 Quote 1

Product Usage 3800 Phone 2

Abhijeet Madhav Alejandro Chock Alex Will Andrew Green
Caroline Blazey Charlotte Cullimore Chris Howley Corrine Binks
Courtney Forth Devi Swathini D Emma Bone Gavin Brown

Marketing Cloud Example

C4C
SAP Cloud for Customer

17

Raul Aguilar

Overview Interactions Personal Data Origin Data Scores Permission Marketing Leads

PROJECTWISE
MICROSTATION ASSETWISE
MOSES SACS

10/30/2018
Days Months Quarters Years
Sep 18 Oct 18 Nov 18 Dec 18 Jan 19

All Inbound Outbound

E-Mail: 20	Event: 2	Web: 2	Lead: 0	Opportunity: 0
Quote: 0	Product Usage: 1	Phone: 0		

Web

Website Visit
Open Link
Video: Save Overall IT Costs
Campaign: GL_EN_19_01_PRCTW_CE_WAVE2_UNENGAGE
Campaign Content: GL_EN_19_01_PRCTW_CE_WAVE2_EM1

17

raramire@imp.mx

Click Through
Find out
GL_EN_19_01_PRCTW_CE_WAVE2_EM1
Campaign: GL_EN_19_01_PRCTW_CE_WAVE2_UNENGAGE
Campaign Content: GL_EN_19_01_PRCTW_CE_WAVE2_EM1

17

raramire@imp.mx

Email Opened
GL_EN_19_01_PRCTW_CE_WAVE2_EM1
Campaign: GL_EN_19_01_PRCTW_CE_WAVE2_UNENGAGE
Campaign Content: GL_EN_19_01_PRCTW_CE_WAVE2_EM1

Marketing Account Factsheet – in C4S

Example Account

OVERVIEW CONTRACT & LICENSING SNAPSHOT CONTACTS INSTALLED BASE ACCOUNT HIERARCHY ACTIVITIES LEADS OPP > >>>

LATEST UPDATES

No recent updates

ACCOUNT TEAM (1)

Name	Party Role	Phone	E-Mail	Main
Stefan Meltzer	Employee Responsi...	+49 8996243214	stefan.meltzer@be...	<input checked="" type="checkbox"/>

ADDRESSES (1)

Address	Phone	Fax	Main	Bill-To	Ship-To
PO Box 981774 / EL PASO TX 79...	+1 800-626-27108680		Yes	Yes (Automatic)	Yes (Automatic)

Prospecting Activities Report

Created On: 07.07.2014 12:36
Created By: Technical User
* Language: English
Note:
Licensing Mode: 00
Usage Billing:
ARR Value: 118,443.72 USD

SR Manager
Marketing Account Factsheet

Edit Web Services Actions Summary

- Provides Sales with additional details about accounts, including lists of relevant contacts and their interactions with Bentley
- Information found in the factsheet are mostly read-only, and is extracted from Marketing Cloud
- These engagement insights provide Sales with a 360 degree view of activities initiated from Marketing Cloud and Cloud for Sales

Marketing Account Factsheet - Overview

CORPORATE ACCOUNT <

Customer Contacts Account Team Interactions Scores Commerce White Space Analysis Additional Data Permission Marketing

Main Contact	Name	Department	Function	Lead Stage	Phone	Mobile	Email
👑	Marco Hoffman			Undefined	+4420877420002000		✉
👑	Julia Mourad			Undefined	+4420877420002000		✉
👑	Franks Leong			Undefined	+4420877420002000		✉
👑	Sivarajah Sellathurai			Undefined	+61403581547		✉
👑	Wynn Htin			Undefined	+4420877420002000		✉
👑	Daniel O'Leary			Undefined	+4420877420002000		✉
👑	Victor Gallo			Undefined	+4420877420002000		✉
👑	Alastair Harmshaw			Undefined	+61434499230		✉
👑	Cathy Chesson			Undefined	+4420877420002000		✉
👑	Zlatko Tomevski			Undefined	+4420877420002000		✉
👑	Alabdulla Alhubail			Undefined	+973097317586350		✉
👑	Pavel Pavlov			Undefined	+4420877420002000		✉
👑	Garry Parker			Undefined	+19024662176		✉
👑	Manmeet Parmar			Undefined	+4420877420002000		✉
👑	Sean Macdonnelo			Undefined	+19024681317		✉
👑	Ted Webber			Undefined	+19028452578		✉
👑	Courtney Forth			Undefined	+4420877420002000		✉

Example One

CUSTOMER CONTACTS – displays all your contacts who are responsible for purchasing at the account

ACCOUNT TEAM – provides an overview of all members of the Bentley account team who are responsible for the account

In the Customer Contacts tab, you can customize the view by adding columns that are available or using a filter, or sorting the data.

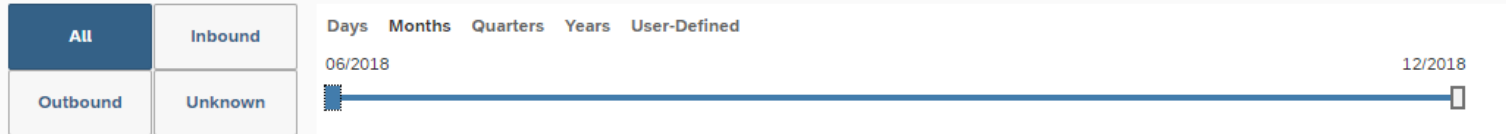
Just right click on the column header to display customization options.





Example Account

Reset Filters Select Favorite Contacts



Days	Months	Quarters	Years	User-Defined
06/2018				12/2018

192...	220	665	58	11	0	2	920	0
E-Mail	Event	Web	Lead	Opportunity	Activity	Quote	Product Usage	Phone

Allan Cancio	Caihua Qiu	Carlos Perez	Chris Mills	Christopher Kawesa
Christopher Labye	Daniel Raymond	David Arnsby	David Bauernfeind	David Devore
David Truong	Eric Song	Fred Christian	Gabor Nagy	Ivon Kumar
Jack Jolly	Jason Dalton	Joel Gerber	John Van Whervin	Jonathan Evans
Joshua Ashurst	Junpeng Yan	KEVIN ONEILL	Ka Wai Karen Chan	Kenneth Pooler

December 2018

Dec 21

OPENROADS
Lead-Declined(System Migration)

web_Reg_ES_ORD_Improving Project Deliver, ID 644815, Notes from Activity: 0106568487 Created on: 20181120 Took advantage of offer: Attn: MicroStation SIG 1018 / Registration/Attendance at Event Attn: MicroStation SIG 1018 Notes from Activity: 0106459144 Created on: 20181023 Took advantage of offer: Attn: MicroStation SIG 0918 / Registration/Attendance at Event Attn: MicroStation SIG 0918 Notes from Activity: 0106605276 Created on: 20181205 Took advantage of offer: web_Attn_ES_ORD_Improving Project Deliver / Attendance at 2018_ES_OpenRoads Designer – Mejorando las Entregas de Proyecto Took advantage of offer: web_Reg_ES_ORD_Improving Project Deliver
Nidya Jimenez

Dec 20

Web
Website Visit

Constraints: Provide dynamic parametric designs in MicroStation CONNECT Edition
Campaign: GL_EN_18_12_MCSTN_TIPS&TRCK_EM4
Campaign Content: GL_EN_18_11_MCSTN_EM4_TIP:
Chris Stout

Dec 20

Web
Website Video

MicroStation CONNECT Edition User Tips: Constraints
Campaign: GL_EN_18_12_MCSTN_TIPS&TRCK_EM4
Chris Stout

Dec 20



Example Account

Reset Filters Select Favorite Contacts



3	1	14	1	1	0	1	1	0
E-Mail	Event	Web	Lead	Opportunity	Activity	Quote	Product Usage	Phone

Allan Cancio	Caihua Qiu	Carlos Perez	Chris Mills	Christopher Kawesa
Christopher Labye	Daniel Raymond	David Arnsby	David Bauernfeind	David Devore
David Truong	Eric Song	Fred Christian	Gabor Nagy	Ivon Kumar
Jack Jolly	Jason Dalton	Joel Gerber	John Van Whervin	Jonathan Evans
Joshua Ashurst	Junpeng Yan	KEVIN ONEILL	Ka Wai Karen Chan	Kenneth Pooler

December 2018


- [Redacted] Dec 20
 Click Through
 GL_EN_18_11_MCSTN_EM4_TIPS&TRCK
 Campaign: GL_EN_18_12_MCSTN_TIPS&TRCK_EM4
 Campaign Content: GL_EN_18_11_MCSTN_EM4_TIPS
 Chris Stout
- [Redacted] Dec 20
 Click Through
 GL_EN_18_11_MCSTN_EM4_TIPS&TRCK
 Campaign: GL_EN_18_12_MCSTN_TIPS&TRCK_EM4
 Campaign Content: GL_EN_18_11_MCSTN_EM4_TIPS
 Chris Stout
- [Redacted] Dec 20
 Click Through
 GL_EN_18_11_MCSTN_EM4_TIPS&TRCK
 Campaign: GL_EN_18_12_MCSTN_TIPS&TRCK_EM4
 Campaign Content: GL_EN_18_11_MCSTN_EM4_TIPS
 Chris Stout
- MICROSTATION Dec 16
 Lead-Declined(Personal Development)
 Reg: Bentley Visualization SIG 1218, ID 646018,
 12/12/18 rbaxley emailed and marking as declined
 unless response is received
 Notes from Activity:
 0106630444 Created on: 20181211 Took advantage
 of offer: Attn: OpenRoads SIG 1118 /
 Registration/Attendance at Event Attn: OpenRoads
 SIG 1118 Notes from Activity: 0 106474537 Created






Contact Name

Corporate Account



AECOM
EPC - EPC Firm
USA

Latest Interaction



Product Usage
08/28/2018

Latest Interaction Interest

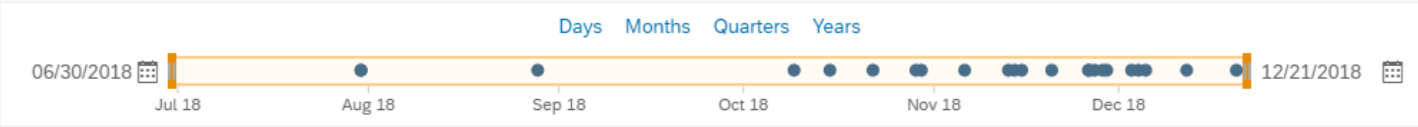


INROADS, MICROSTATION,...
08/28/2018

- Overview
- Interactions**
- Personal Data
- Origin Data
- Scores
- Permission Marketing
- Leads

Reset Filters

- Timeline**
- Journey



- All**
- Inbound
- Outbound
- Unknown

21 E-Mail	1 Event	2 Web	0 Lead	0 Opportunity	0 Activity	0 Quote
1 Product Usage	0 Phone					

December 2018

- 20
Outbound Email
GL_EN_18_11_MCSTN_EM4_TIPS&TRCK
Campaign: [GL_EN_18_12_MCSTN_TIPS&TRCK_EM4](#)
Campaign Content: [GL_EN_18_11_MCSTN_EM4_TIPS&TRCK](#)
- 12
Outbound Email
NA_EN_18_12_SITOP_CONCEPT_RESI_TT2
Campaign: [NA_EN_18_11_SITOP_RSDNTL_SBDVSNS_WBNR](#)
Campaign Content: [NA_EN_18_12_SITOP_CONCEPT_RESI_TT2](#)
- 5
Outbound Email
GL_EN_18_11_MCSTN_EM3_TIPS&TRCK
Campaign: [GL_EN_18_11_MCSTN_TIPS&TRCK_EM2&3](#)
Campaign Content: [GL_EN_18_11_MCSTN_EM3_TIPS&TRCK](#)






Reset Filters

Timeline

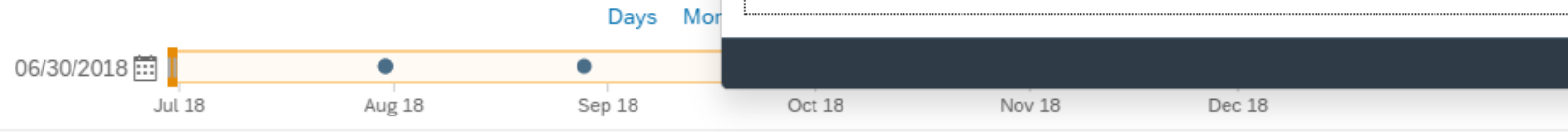
Journey

OPENROADS
MICROSTATION OTHER

Interactions from 7/1/2018, 12:00:00 AM to 9/30/2018, 11:59:59 PM

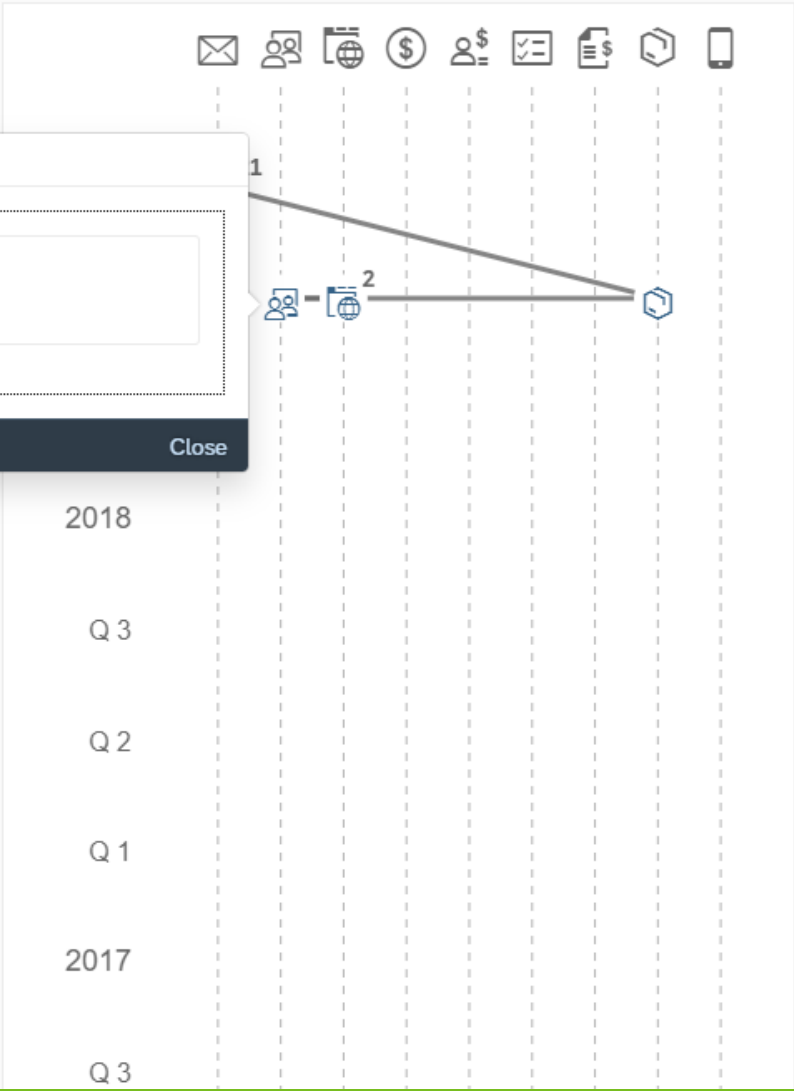
 OPENROADS
Webinar Registration

Close



All Inbound Outbound Unknown

21 E-Mail	1 Event	2 Web	0 Lead	0 Opportunity	0 Activity	0 Quote
1 Product Usage	0 Phone					





Reset Filters Select Favorite Contacts



All	Inbound
Outbound	Unknown

Days Months Quarters Years User-Defined

09/2018

12/2018



5643 E-Mail	66 Event	157 Web	33 Lead	0 Opportunity	0 Activity	0 Quote	0 Product Usage	0 Phone
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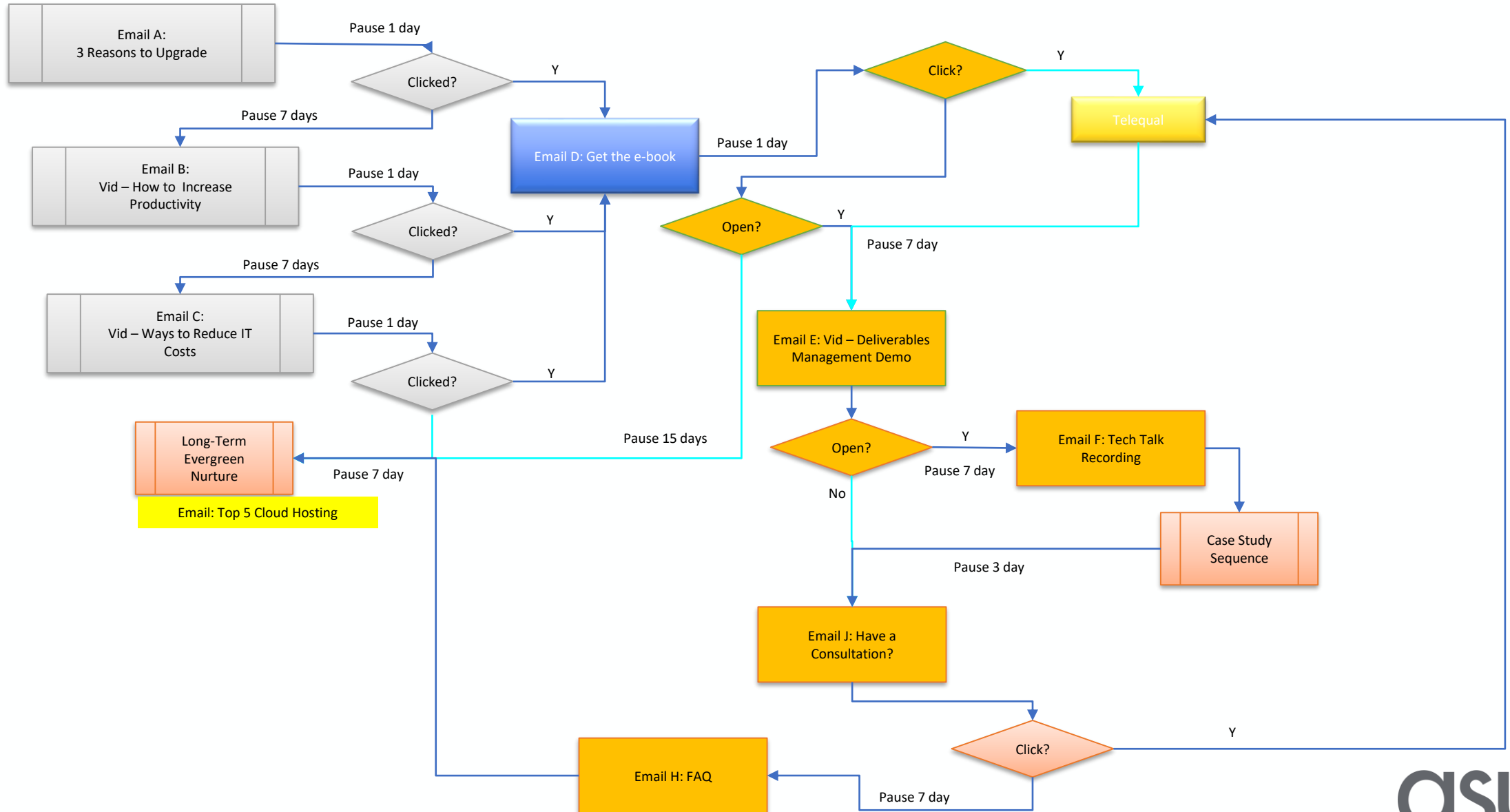
Adam Smith	Alex Evans	Alexander Bembridge	Andrew Colbeck	Andrew Swanson
Andy Woods	Anthony Parrott	Barry Griffiths	Bowen Che	CRAIG BALDWIN
Charlie Wright	David Asensio	Dominic Baggott	Donald Morrison	Edward Bingham
Emma Georgatou	Emma Shaw	Enda Clarke	Gavin Hardwicke	Greg Rutherford
Gurpreet Kaur	Jack Bennett	Jaime Martin	James Wright	Jarrod O'Neill

December 2018

- Web** Dec 21
Website Visit
File not found....
- CONTEXTCAPTURE** Dec 21
Lead-Declined(System Migration)
Reg: CNCPT GO DGTL WITH RM EM 01-19, ID 64...
Notes from Activity: 0106683579 Created on: 20181220 Took advantage of offer: Reg: CNCPT GO DGTL WITH RM EM 01-19 Notes from Activity: 0106664974 Created on: 20181218 Took advantag... offer: iWare App Generative Components
Chris Andrew
- Web** Dec 21
Website Visit
Bentley Product Documentation Site Temporarily Offline
- Dec 21
Email Opened
EM_EN_19_01_GOINGDIGITAL_RM_WBNR_EML1
Campaign: GL_EN_19_01_CNCPT_GDRM_WBNR
Campaign Content: EM_EN_19_01_GOINGDIGITAL_R
Vince Cook
- Dec 21
Email Opened



New Automated Working Model: Starts with Plan



Real example: Re-engage Campaign “Wake the Dead”

Project Purpose: Elicit buying signals

- Initiate journey automation
- Expose e-book to unengaged
- Lay foundation for automated evergreen
- Go Agile with initial experimentation
- Wake the dead
- Start tracking

7,200
Never Opened



Real Example: ProjectWise CEA

Project Method

- **Segmentation:** Groomed list from unengaged accounts
 - Product Integration = Y
 - Opened email = never
- **Agile experimentation:** Audience randomly divided into three waves
 - **Wave 1 – Tweaked Control:** Modified current email layouts with best practices
 - **Wave 2 – Best Practices Redesign:** Email templates built with click-focused images and CTAs, and unique LPs will be built for optimum data capture
 - **Wave 3 – Optimized from Learning:** We will use data on subject lines, time-of-day, sender and layout

3 Reasons to Upgrade in 2019

Bentley



Hi

Here's why our users are upgrading to

- Increased Productivity
- Reduced Overall IT Costs
- Advanced Project Delivery Strategies

Ready to [learn more](#)?

Thank you,
The ProjectWise Team

LEARN MORE

[ProjectWise Tip] 3 Ways to Increase Productivity with CONNECT Edition

Bentley



Hi

Here are the

- Enhance
- Accelerate
- Speed up

Ready to [learn more](#)?

Thank you,
The ProjectWise Team

[3-min Video] Reducing IT costs with ProjectWise

Bentley



Hi

Check out this short [video](#) on how our users are cutting IT costs with ProjectWise CONNECT Edition.

- Replace expensive third-party software licenses
- Eliminate server license fees, and only pay for what you use
- Reduce on-premise IT infrastructure

[Find out](#) why other organizations have already made the jump!

Thank you,

Steven Fritzsche
Senior Product Marketing Manager, Project Delivery
Bentley Systems, Inc.

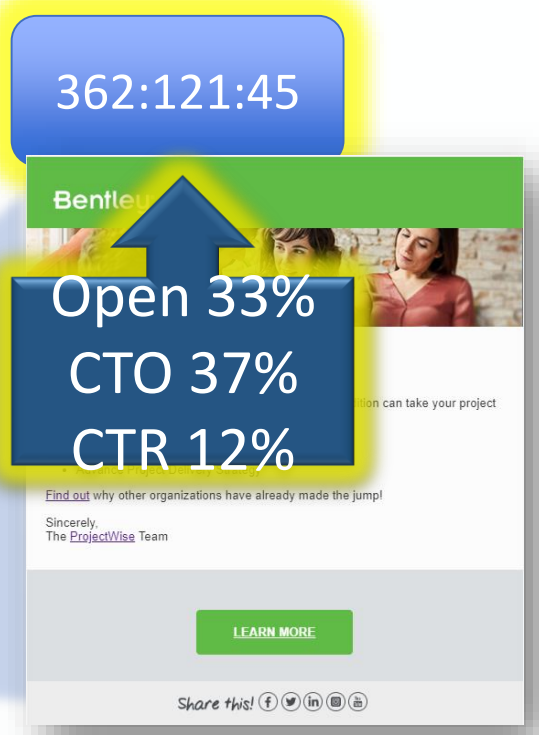
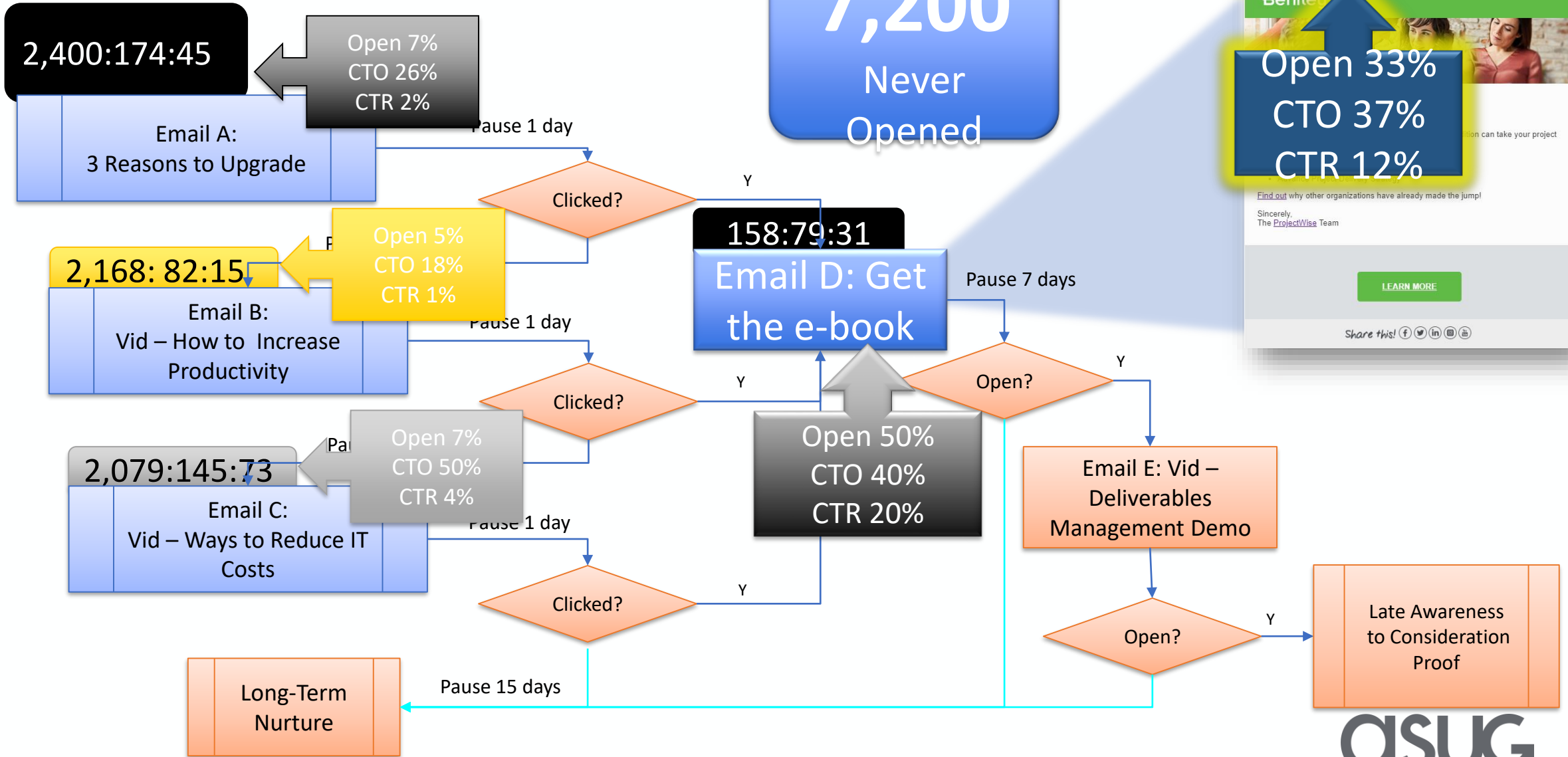
LEARN MORE

2,400

Wave 1:
Control

ASUG

Wave 1 Example (sent:open:click)



Upgrade “Campaign” in Marketing Cloud



SAP Cloud for Customer

GL_EN_18_12_PRCTW_PW_V8I_CE Released | Finished

Stop Save as Template Copy Display Currency



Status: **Released**
 Execution: **Finished**
 Last Modified: 12/12/2018

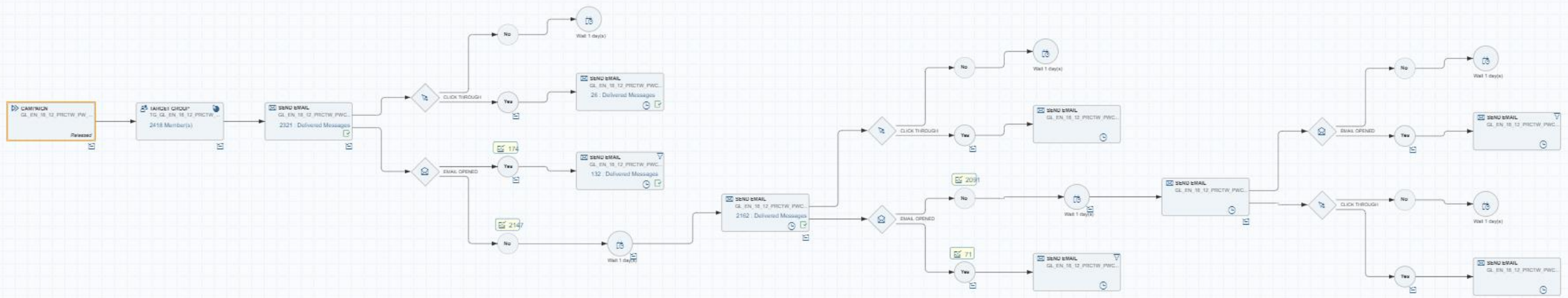
Frequency: One-time
 Schedule: 12/12/2018 07:30 (UTC-5)
 Execution Date: 12/12/2018 07:30 (UTC-5)

Category: Automated Campaign
 Program Name: None
 Marketing Area: Global

ID: 567
 Owner: Lisa Coleman
 Priority: Medium

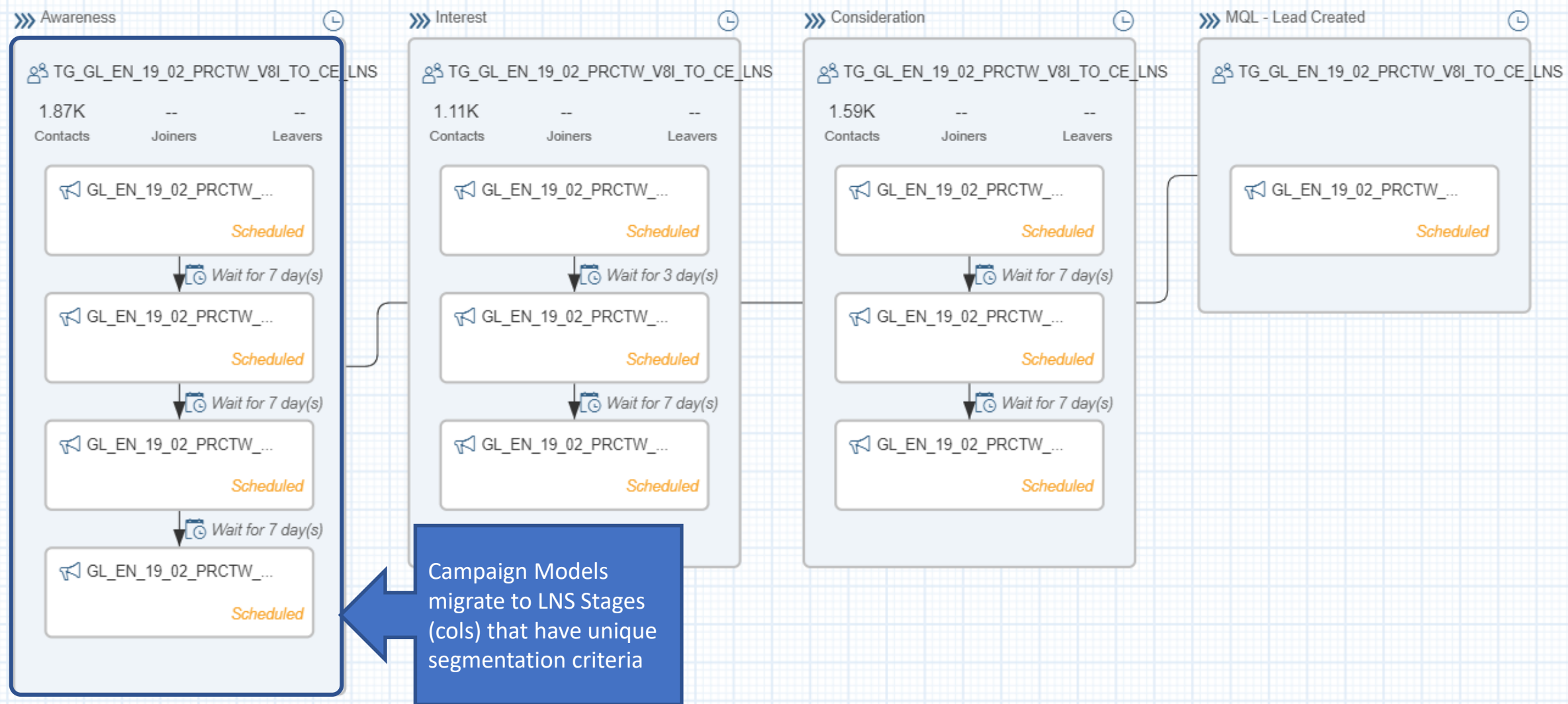
Overview **Automation** Target Group Performance Spend Collaboration

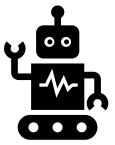
Edit [Icons]



Sent Messages Actual 4.7 K	Hard Bounces Actual 11	Soft Bounces Actual 83	Bounce Rate Actual 1.99 %	Delivered Messages Actual 4.6 K	Opened Messages Actual 324	Opened Messages in % Actual 6.98 %	Clicks Actual 88	CTR Actual 1.90 %	Unique Clicks Actual 61	Unique CTR Actual 1.31 %	Click-To-Open Rate Actual 18.83 %
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Re-engagement results

3 Reasons to Upgrade in 2019

Open = 7%
CTR = 2%

[ProjectWise Tip] 3 Ways to Increase Productivity with CONNECT Edition



Hi [First name],
Here's why our users are upgrading to

- Increased Productivity
- Reduced Overall IT Costs
- Advanced Project Delivery Strategies

Ready to [learn more?](#)
Thank you,
The ProjectWise Team

[3-min Video] Reducing IT costs with ProjectWise



Check out this short video on how our users are cutting IT costs with ProjectWise CONNECT Edition:

- Replace expensive third-party software licenses
- Eliminate server license fees, and only pay for what you use
- Reduce on-premises IT infrastructure

[Find out why other organizations have already made the jump!](#)
Thank you,
Steven Frutkin
Senior Product Marketing Manager, Project Delivery
Bentley Systems, Inc.

LEARN MORE

Wave1

Bentley



Open = 11%
CTR = 3%

How our users are cutting IT costs with [ProjectWise](#)

- Replace expensive third-party software licenses
- Eliminate server license fees, and only pay for what you use
- Reduce on-premises IT infrastructure



[Find out](#) why other organizations have already made the jump!
Thank you,
The ProjectWise Team

Wave2

Wave 1 Email 1

Open rate = 7.25%
CTR = 1.94%
CTR (unique) = 1.55%
Initial CTO = 21%
Unsub = ?%

Wave 2 Email 1

Open rate = 10.83%
CTR = 3.18%
CTR (unique) = 2.18%



Process – How to create a true global rollout

Confirm what you need at each stage



Content Audits are Critical to Success of All Campaigns
What's Next – What Will Sales Do With Results of Trigger Campaigns?

Schedule reviews to analyze results of campaigns

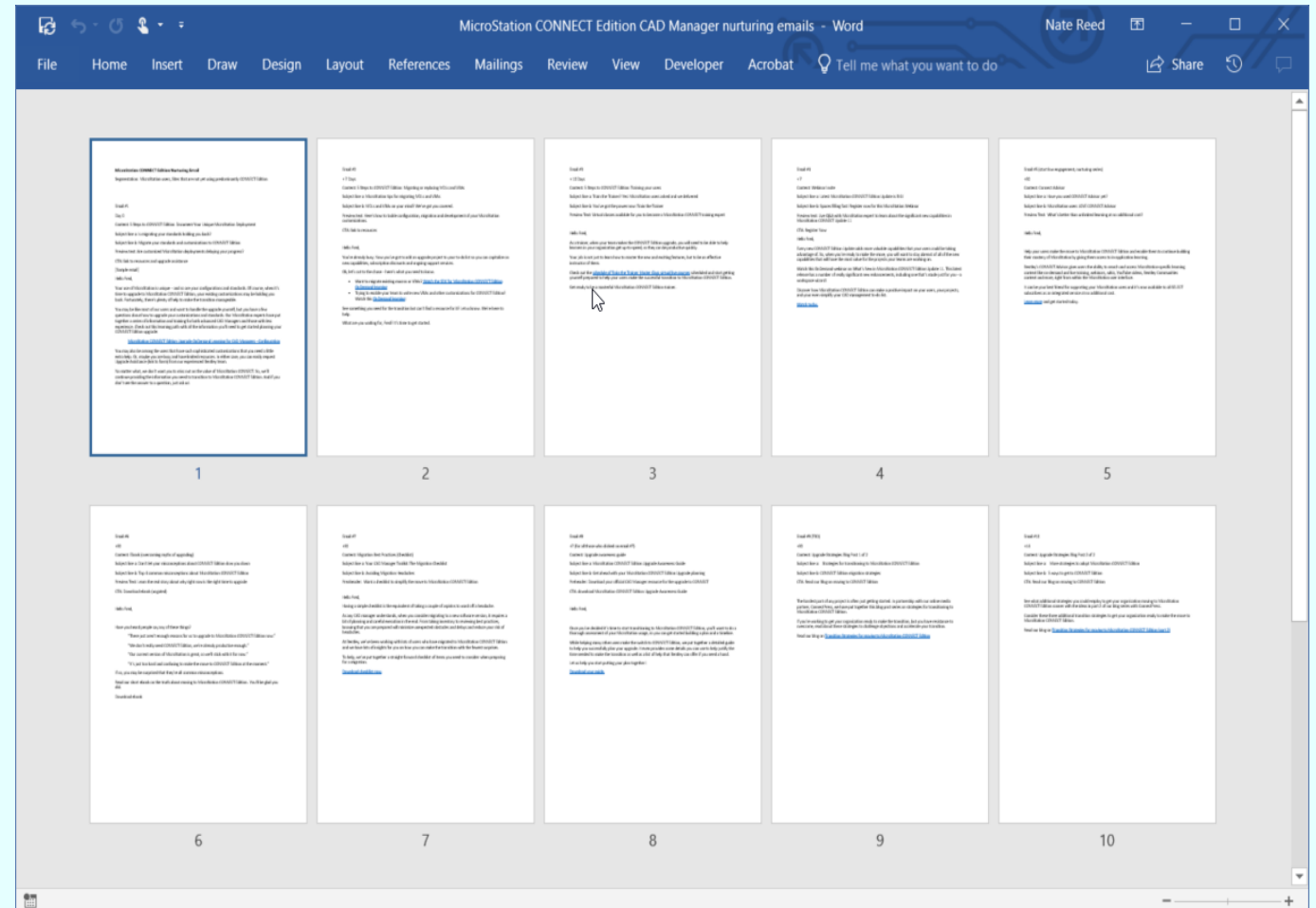
How are we going to get from content ...

ASSET MAP

OR

EMAIL CONTENT

Brand	Asset Type	Link	Interest Welcome/Re-engage	Learn Education
MicroStation	Online Ad	CONNECT Adoption online Ads	X	
MicroStation	Blog article	Be Communities MS Blog	X	X
MicroStation	Social media post	Social Sharing Library	X	X
MicroStation	Top 10 List	Top 10 reasons to upgrade to CONNECT Edition	X	X
MicroStation	eBook	Why Upgrade to MS CONNECT Edition ebook	X	X
MicroStation	eBook	LinkedIn SlideShare	X	
MicroStation	Blog article	5TransitionStrategiesforCONNECTEditionJanuary2018.pdf	X	X
MicroStation	Blog article	6WaysToExplainCONNECTEditionasanEvangelistJanuary2018.pdf	X	X
MicroStation	Blog article	7MythsAboutCONNECTEditionJanuary2018.pdf	X	
MicroStation	Blog article	8ThingsyoucouldnotdowithV8ifyoucannotdowithCONNECTEditionJanuary2018.pdf	X	X
MicroStation	Blog article	MicroStationCONNECTEditionIt'snotonlyabouttheUXJanuary2018.pdf	X	X
MicroStation	Top 10 List	Why don't I already have MS CE infographic	X	X
MicroStation	Company website	GetCONNECT		X
MicroStation	Video webinar	Webinars		X
MicroStation	Assessment tool	MicroStation Connections		X
MicroStation	Presentation	Why Upgrade to MicroStation CONNECT Edition.pptx		X
MicroStation	Presentation	MicroStation CONNECT Edition Technical Presentation.pptx		X
MicroStation	Presentation	CONNECTION Seminar morning keynote_V3_FINAL.pptx		X
MicroStation	Data Sheet	One-Page Whats New MicroStationCONNECT_LTR_0317_HR_F.pdf		X
MicroStation	Education guide/h	Learning		X
MicroStation	Data Sheet	Product Data Sheets		X
MicroStation	Event	Connection Events		X
MicroStation	Event	Connection Seminars		X
MicroStation	Video webinar	MicroStation: Reality Modeling		X
MicroStation	event	MicroStation Virtual Learn Conference		X
MicroStation	Company website	www.Bentley.com/MicroStation		X
MicroStation	Video (how)	CONNECT Tips and Tricks YouTube Playlist		X
LumenRT	video webinar	Upcoming Tech Talks and Webinars		X
MicroStation	Education guide/h	MicroStation CONNECT Edition Upgrade Plan Awareness Guide		X



... to Campaigns and longer nurturing streams

SAP Marketing Cloud Campaign Details

GL_EN_18_11_MCSTN_CONNECT_EDITION_ADPT Released | Finished

Stop Save as Template

Status: Released View Log
Execution: Finished
Changed On: 3 days ago

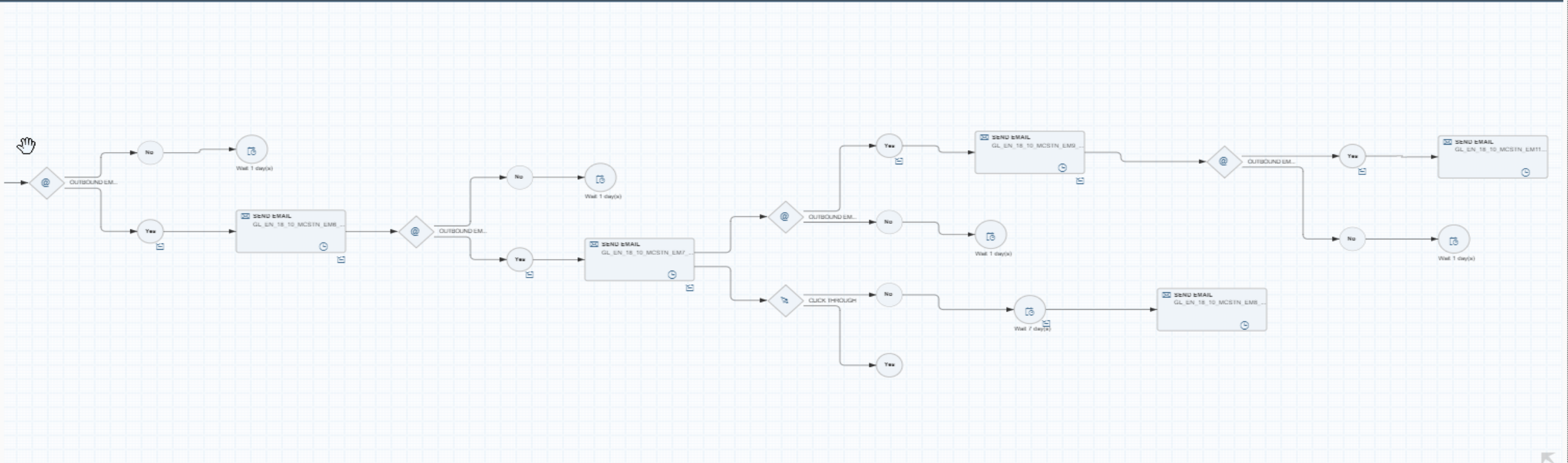
Frequency: One-time
Schedule: 11/06/2018 09:00 AM (UTC-05:00)
Execution Date: 11/06/2018 09:00 AM (UTC-05:00)

Category: Automated Campaign
Program Name: CEA_MICROSTATION
Marketing Area: Global

ID: 419
Owner: Lisa Coleman
Priority: ★☆☆

Overview Automation Target Group Performance Spend Collaboration

Edit



Now What?

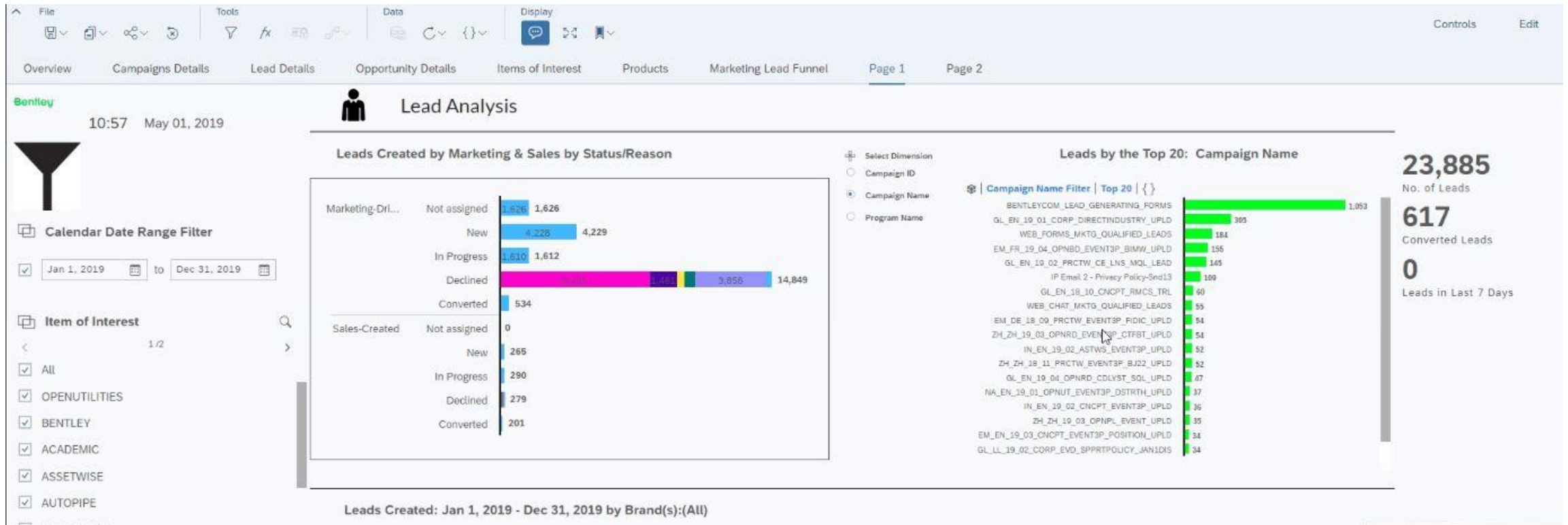
- Content is written
- Campaigns are launched...

- Review results
- Conduct A/B testing for email, paid media, landing page CTA, etc.

- Evaluate content to see if it is valued – check with Sales to review conversion



Next Step: Dashboards!



Parting Advice: Manage the Change!

Resilience is...

- ..recognising your inner strengths
- ..being adaptable to change
- ..having the ability to persevere
- ..not worrying about what you can't control
- ..believing you've got people you can rely on

We're not born resilient, we develop it over time.

Lessons Learned

- **What we would have done differently**
 - Spend MUCH more time on the data model
 - Agree on communication limits much earlier
 - Create lead stages and scoring - confirm with Sales much earlier in the planning stages
 - Work with content creators for pilots for each “always on” and remarketing campaign
 - Discuss other lead sources and traffic drivers – keep focus on email being the nurturing engine, NOT the initiator for campaigns – focus on inbound
 - Communicate the early wins and make internal team updates more visible
 - **Don’t underestimate the change needed for people who are not familiar with inbound marketing concepts**
- **What worked**
 - Created a core team of experts and roles
 - Early meetings with Sales to show how Fact Sheets add value
 - Established business decision maker leads and IT leads
 - Focused on U.S. team and then global rollout with regional managers
 - One-hour training sessions each week to avoid overwhelming team
 - Approaching new features in pilot rollouts (Lead Nurture Stream example)
 - Identified people who have experience with automation platforms to build the talent
 - Using dashboards to make decisions on which programs to start, stop, continue

Take the Session Survey.

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Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:

<http://info.asug.com/2019-ac-slides>

Q&A

For questions after this session, contact us at

Shannon.Clemons@Bentley.com

or

chris.helm@Bentley.com

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