



Kentico  
User Group

Minnesota Kentico User Group

# Minnesota Kentico User Group

[www.kenticousergroup.org](http://www.kenticousergroup.org)

Hosted by:



[www.highmonkey.com](http://www.highmonkey.com)

@bkehren

**KEHREN**  
development



# Who is Brenden?

- Horrible hunter
- Worst dad ever
- The best husband
- Small business owner
- Kentico Fanatic
- Mediocre speaker
- Educator
- Always a DEVELOPER!









# What we'll talk about

- What do you want to talk about?
- What is Kentico EMS?
- Your current Kentico implementation
- Your strategy – do you have one?
- Process for moving to EMS
- Real-life examples



# What is Kentico EMS?

## Definition:

Kentico Enterprise Marketing Solution (EMS) is an integrated Customer Experience Management (CXM) solution that extends the Kentico CMS Ultimate Edition with additional enterprise and marketing features.

It empowers marketers to deliver and optimize real-time customer centric marketing across multiple channels.





### Tools to **Attract** Visitors



Blogging



Social



SEO



### Tools to **Convert** Leads



Calls-to-action



Landing  
Pages



Forms



Lead  
Management



### Tools to **Close** Customers



Email



Marketing  
Automation



Analytics



# What's your current implementation?

- CMS?
- EMS?
- Upgrading?
- Settler?



# Start with Strategy not Technology

**Knowledge is knowing that a tomato is a fruit.  
Wisdom is knowing not to put it in a fruit salad.**

- Miles Kingston



How = Kentico EMS  
Why = Strategy





# Capturing information is now easier than ever!

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# Strategy, Strategy, Strategy

## Initial meeting

- Research prior
- Listen and take lots of notes
- Lawyer rule – only answer a question you know the answer to
- Know EMS or have someone listening who does
- Understand and sell the value of your client achieving their goals



# Strategy, Strategy, Strategy

## Follow Up Meeting

- Restate your goals or your client's goals
- Show how you WILL help achieve those goals
- Talk about how your process and how it fits in with their strategy
- Give them the proposal





# Get to Work!

- Strategy is different and unique for each company/client
- Knowledge vs. Wisdom





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Kentico EMS = How  
Strategy = Why



# Content Personalization

- Kentico is “learning” about your visitor.
- Think about how you will present content to the visitor.
- What will the scale be for lead scoring, and what actions will trigger based on ranking?
- Dual averaging takes into account both how well the lead fits your business and how they engage with your business through their actions.



## Analytics

- Useful when looking at the big picture and for drilling down into the data
- Use them to make modifications to your website
- Make sure there is enough data to make reasonable decisions





## 📊 A/B & Multivariate Testing

- Lots of work involved, Kentico EMS makes it easy
- Automate decision-making based on facts or do it manually
- You MUST have enough traffic to justify your decisions

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### FREE CHECKING

For those who want a no strings attached account with unbelievable access and rewards

- No minimum balance or service fees
- Free VISA Debit Card, Online Banking & Mobile App!

### ULTRA

For those who like to get extra value with dividends earned on their account balance and special offers

- Pays dividends on balances \$1,000 & up
- Free Perks Package with ID Protection & more!

### PARTNER CHECKING

For employees of our Corporate Partners as part of our [CU@Work program](#)

- No minimum balance or service fees
- \$50 bonus for Direct Deposit setup\*!

### YOUNG ADULT

For those who are just starting out with financial tools and resources to help get you on your way

- No minimum balance or service fees
- Up to \$10 refund of ATM fees with receipts for surcharges from non-CU24 Network ATMs

All Checking Accounts are *powered by Connect*

Connect gives you more ways to manage your money and earn rewards.

[LEARN MORE](#)

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# Campaign Management

- Think of traditional marketing, like billboards, magazine ads, etc.
  - Did the campaign work?
  - Did a visitor convert?
- What are some best practices in creating a campaign?
  - When possible, offer something of high value and low cost to you
  - Eliminate risk – gain trust
  - Remove “hurdles” to the sale
  - Create a partnership, not just client/vendor relationship



## Contact Management

- Kentico EMS offers a CRM-like model
- Consider integration if you are already using a CRM
  - Basic Sales Force integration is built-in
  - Use the Kentico Integration Bus to build connections with other CRMs like Microsoft Dynamics, Zen Desk, etc.
- Interested in further integration?

<http://devnet.kentico.com/form/crmintegrationsurvey>





## Email Marketing

- It is effective and inexpensive, but make it engaging!
- Don't compromise your web server
  - Use 3rd party SMTP service, preserve your server's integrity
  - Amazon SendGrid, SMTP2Go, etc.
- Use your email marketing in conjunction with conversion management
- Use the "Contact ID" in email links, allows for better tracking and conversion management



# Marketing Automation

- Best part of Kentico EMS!
- Don't be annoying – set up triggers in a smart way
  - Know when to call it quits by starting small and growing
  - Don't flood a lead's Inbox...

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# Ultimate Goal!

## Kentico EMS and Strategy

- Casual Visitor -> Believer
- Believer -> Client
- Client -> Evangelist

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# Moving to EMS

## Considerations

- Upgrade your instance

## Process

- Purchase the EMS license
- Install the license on the instance
- Enable your strategy



Actions	License domain	License expiration	License edition
...	kehrendev.com	Full license	Enterprise marketing solution





# Client examples

- Non-profit membership organization
- Regional credit union
- National utility company

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# Non-Profit Membership Organization

## Facts

- 550 members
- Small annual membership fee
- Add 20-25 new members per year
- Adding products to their site (10-12 physical & electronic)
- Newsletter printed and mailed 3 times per year
- 1 membership director
- 1 content editor ~80 pages



# Non-Profit Membership Organization

## Problems

- Newsletter printing
- Content management
- Membership management
- Website is not generating revenue



# Non-Profit Membership Organization

## **Solution** - Kentico EMS

- Add and update existing content (more CTA's to join)
  - Contact management – no CRM previously
  - Content personalization – 2 personas (forum poster, visitor)
  - Email marketing (newsletters) – got rid of expensive print
  - Activity tracking
  - Lead scoring
- 
- Increased new memberships to 5% (from 1%)



# Regional Credit Union

## Facts

- Opened 1963
- \$800M USD in assets
- 11 branch locations
- 2500+ employees
- 65,000+ members
- 2 content editors ~500 pages



# Regional Credit Union

## Problems

- Content heavy website
- Many clicks to get to needed content
- Run multiple campaigns per month
- Multiple pages for each product or service they offer





# Regional Credit Union

## **Solution** - Kentico EMS

- A/B & Multivariate testing
- Personas
- Content personalization
- Lead Scoring
- Activity Tracking
- Contact management



# National Utility Locating Company

## Facts

- Opened 1999
- Private utility locating company, grown into national
- 125+ employees
- 1 content editor (VP of IT) ~150 pages



# National Utility Locating Company

## Problems

- Old site was content heavy
- New site requires many clicks to get to needed content
- Run multiple campaigns per month
- New site removed all content so no info about the service
- Plateau in lead generation (great retention)



# National Utility Locating Company

## **Solution** - Kentico EMS

- A/B & Multivariate testing
- Lead Scoring
- Activity Tracking
- Contact management w/Salesforce



# Summary

- I am really a good dad!
- Kentico is simply a tool, it WILL NOT fix your problem
- Strategy! Strategy! Strategy!

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**Questions?**

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