

Minnesota Kentico User Group







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?
- Development LLC 2016
 Pent-1 Your current Kentico implementation
- Your strategy do you have one?
- Process for moving to EMS
 - Real-life examples





What is Kentico EMS?

Definition:

to LLC 2016 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









Tools to Convert Leads





Pages





Forms

Lead Management



Tools to Close Customers





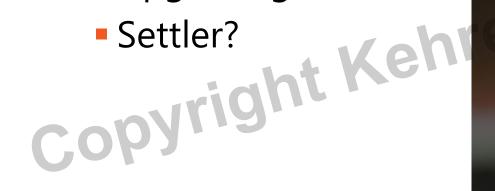






What's your current implementation?

- CMS?
- EMS?
- Upgrading?









Start with Strategy not Technology

Knowledge is knowing that a tomato is a fruit. 2016 Wisdom is knowing not to put it in a fruit salad. Kehren Develol



- Miles Kingston

How = Kentico EMS Why = Strategy





Capturing information is now easier than ever!









Strategy, Strategy, Strategy

- Listen and take lots of notes

 Lawyer rule only answer a service of the content of the content
 - Know EMS or have someone listening who does
- Understand and sell the value of your client achieving their goals





Strategy, Strategy, Strategy ment LLC 2016

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!







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Wisdom is knowing not to put it in a fruit salad.



- Miles Kingston

Kentico EMS = How Strategy = Why





Content Personalization

- Kentico is "learning" about your visitor.
- LLC 2016 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 heir 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



Minnesota Kentico User Group

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.



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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?
- Did a visitor convert?

 That are constitutions. • 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

- Consider integration if you are already using a CRM

 Basic Sales Force integration is built-in

 Use the Maria

 - 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 you 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

- Don't be annoying set up triggers in a smart way

 * Know when to call it quits by starting small = Don't flood '
- Copyright Kennes Don't flood a lead's Inbox...





Ultimate Goal!

-never -never -> Client -Client -> Evangelist ren Copyright





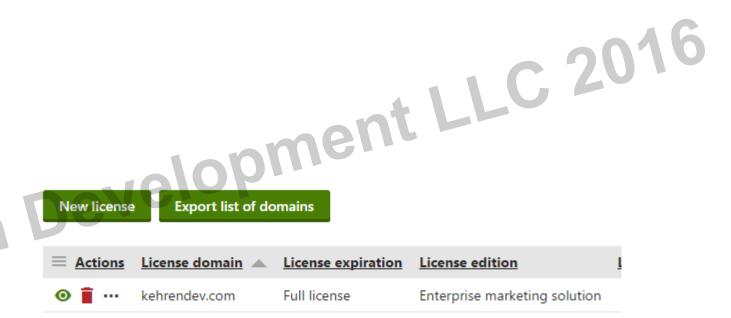
Moving to EMS

Considerations

Upgrade your instance

Process

Purchase the EMS license



- Install the license on the instance
- Enable your strategy





Client examples





Non-Profit Membership Organization Small annual membership fee Add 20-25 new members at Add 20-25 new memb

- 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 Development LLC 2016

Problems

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





Non-Profit Membership Organization

- Add and update existing content (more CTA's to join)

 Contact management no CRM pro
- 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 USD in assets 11 branch locations ren 12500+ employees

- 65,000+ members
 - 2 content editors ~500 pages





Regional Credit Union

- Many clicks to get to needed content
 Run multiple campaigns has

 - Multiple pages for each product or service they offer





Regional Credit Union

- Activity Tracking
 - Contact management





National Utility Locating Company Private utility locating company, grown into national 125+ employees 1 content editor (1/2)





National Utility Locating Company ment LLC 2016

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 - Activity Tracking Contact management Conta





Summary

- Ju dad!

 Ju s simply a tool, it WILL NOT fix yo

 Strategy! Strategy! Strategy!

 Copyright

 Copyright Kentico is simply a tool, it WILL NOT fix your problem
 Strategy! Strategy! Strategy!





Questions?

Copyright Kehren





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