



Odoo Marketing @ Odoo

What we do & how

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#OdooExperience

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What do you need today?

The classic multi-colored Google logo, with "G" in blue, "o" in red, "o" in yellow, "g" in green, and "l" in red.

Google Search

I'm Feeling Lucky



It's happening

“ By 2020, 80% of the buying process will be done without any human-to-human interaction ”

Forrester & Gartner

So, should we shout louder ?





The old vs new world

The old marketing

Campaigns

Art

Few Big bets

2 skills

Spray & pray

Manage the funnel

The new marketing

Always-on

Science

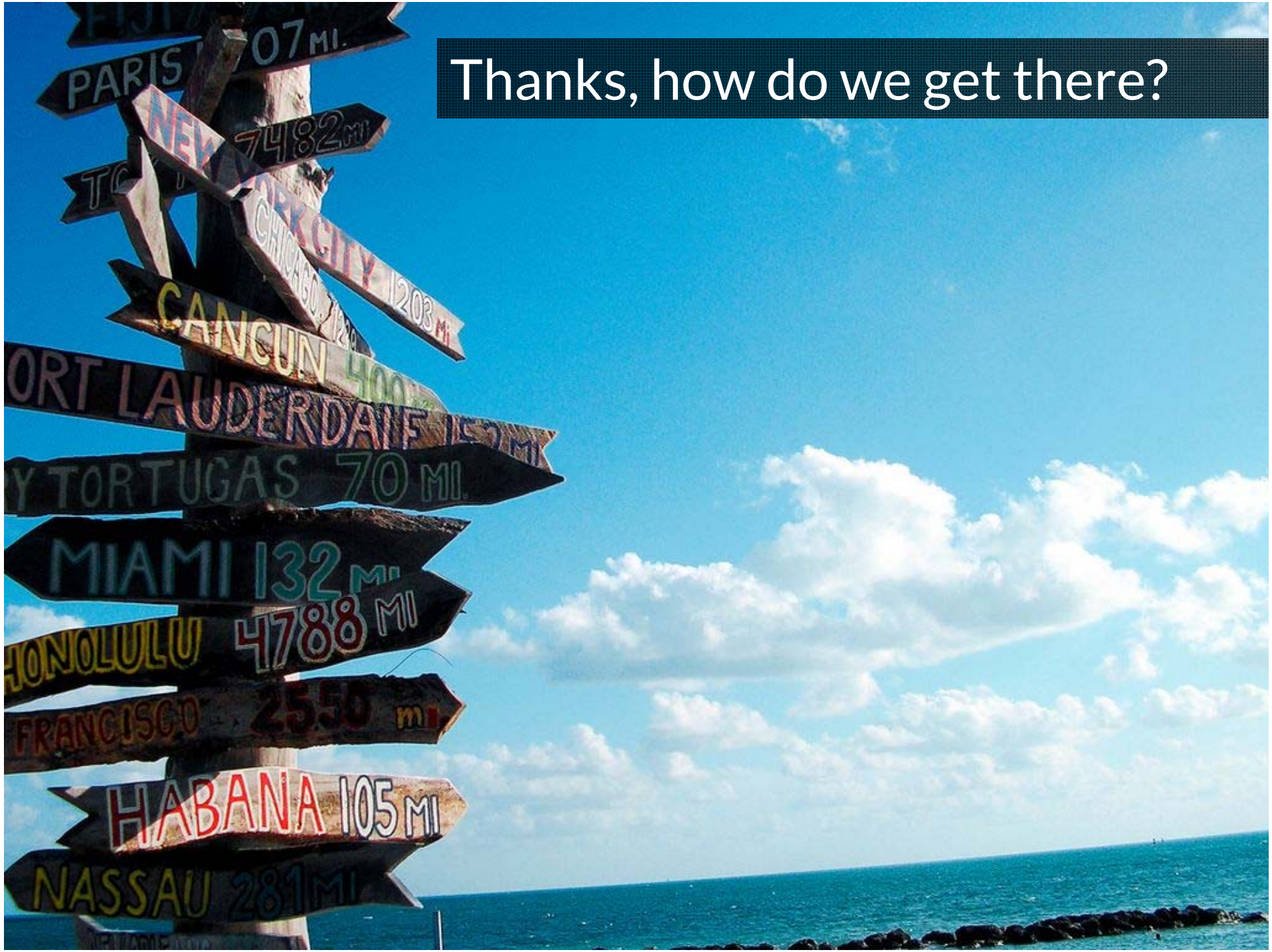
Many Small bets

Many skills

Hyper targeted

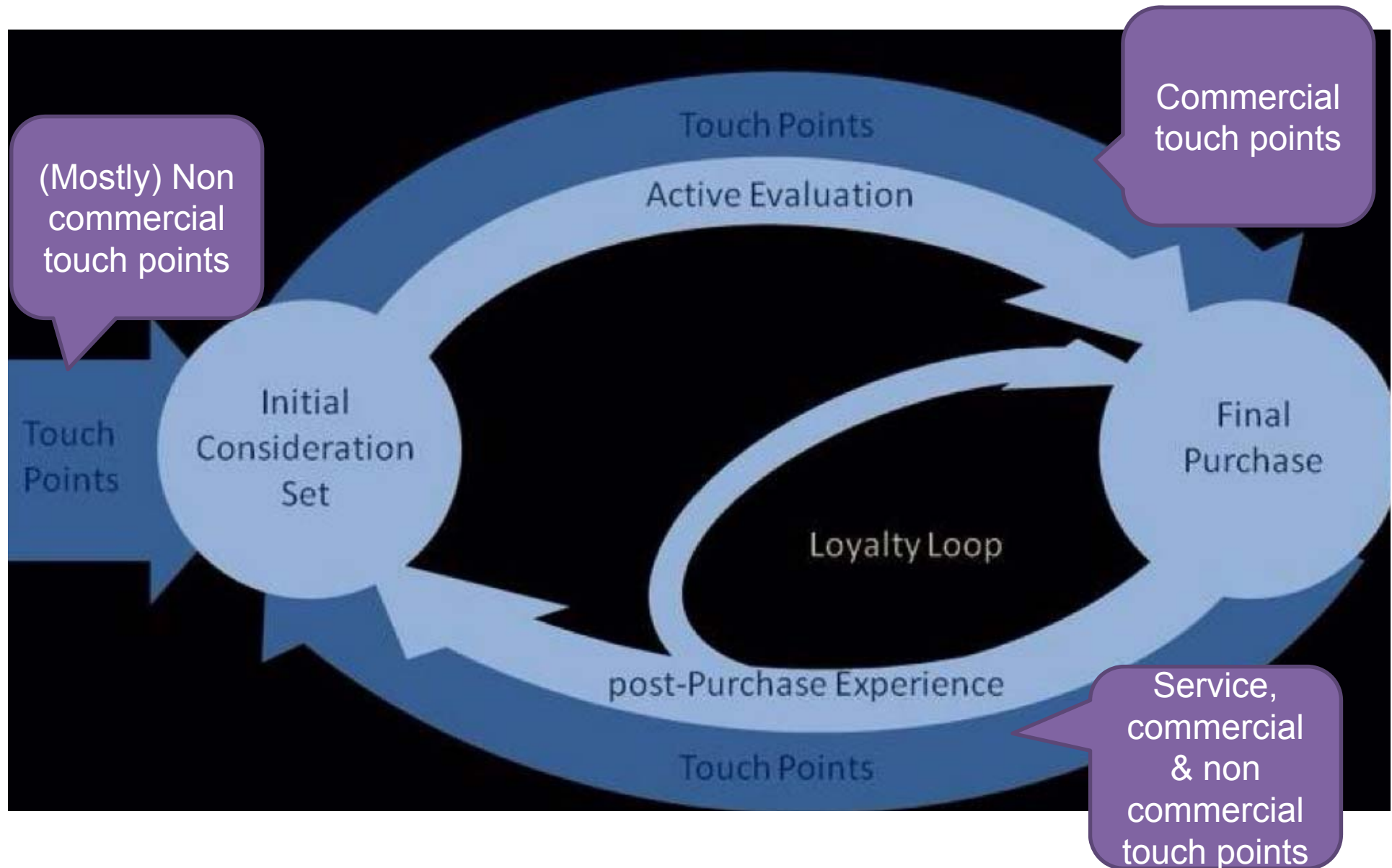
Address the decision journey

Thanks, how do we get there?





Which means we don't mess up with him/her





3 things to get right

- 1 Right objectives & KPIs
- 2 Right « positioning's »
- 3 Right process

We don't invest so much in: campaigns, agencies, channel choices, branding,...



1. Our objectives

Focus
2014-
15

- o More buyers including the brand in the ICS (Initial Consideration Set)
- o More buyers finding the brand when evaluating (even if not in ICS)

- o Non-commercial content marketing (inbound)
- o Outbound (tele)marketing
- o Display ads,...
- o Offline campaigns
- o SEO / SEA
- o Trade shows

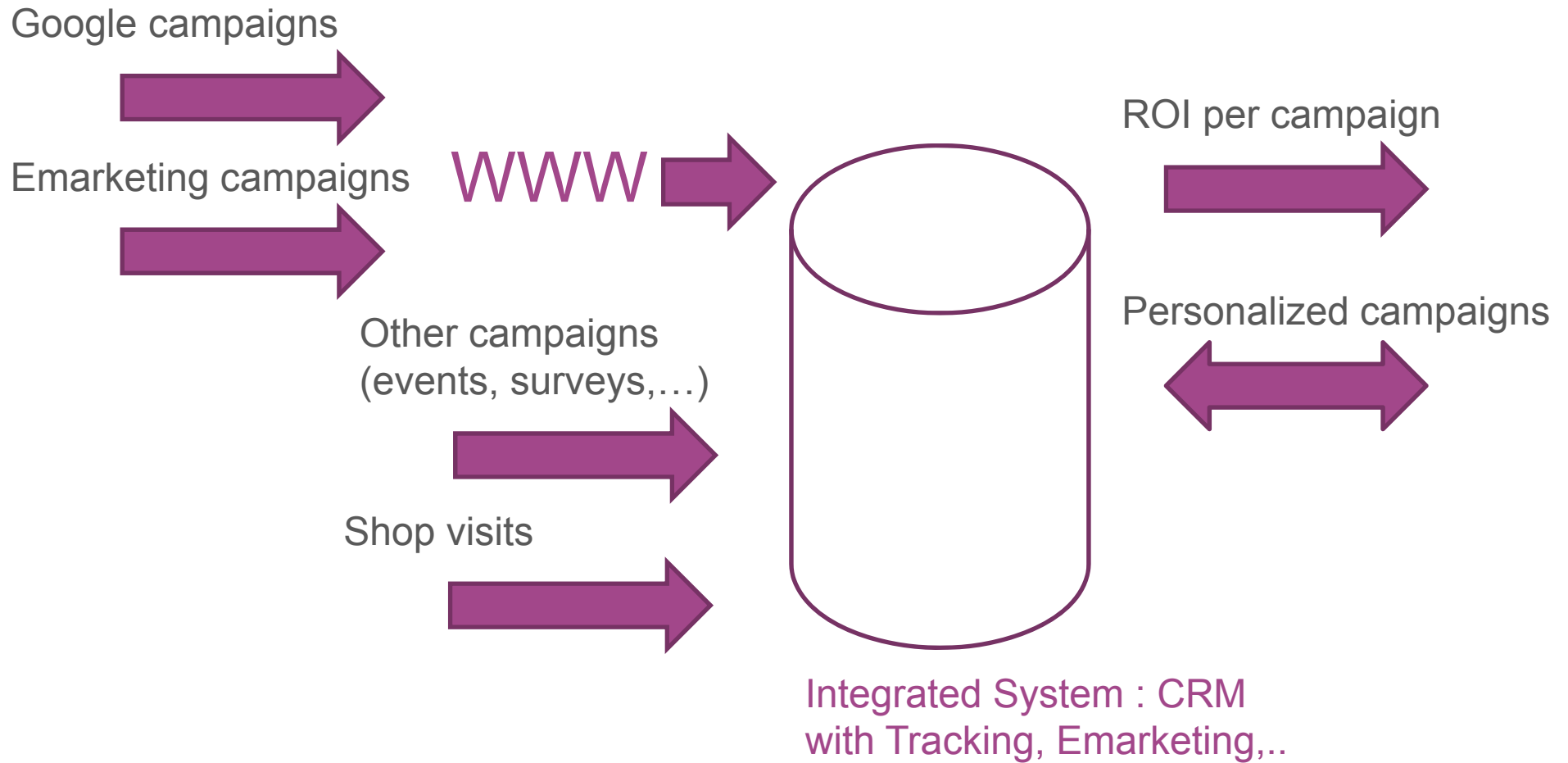
Focus
2015-
16

- o More buyers evaluating the brand positively
- o More buyers....buying the brand

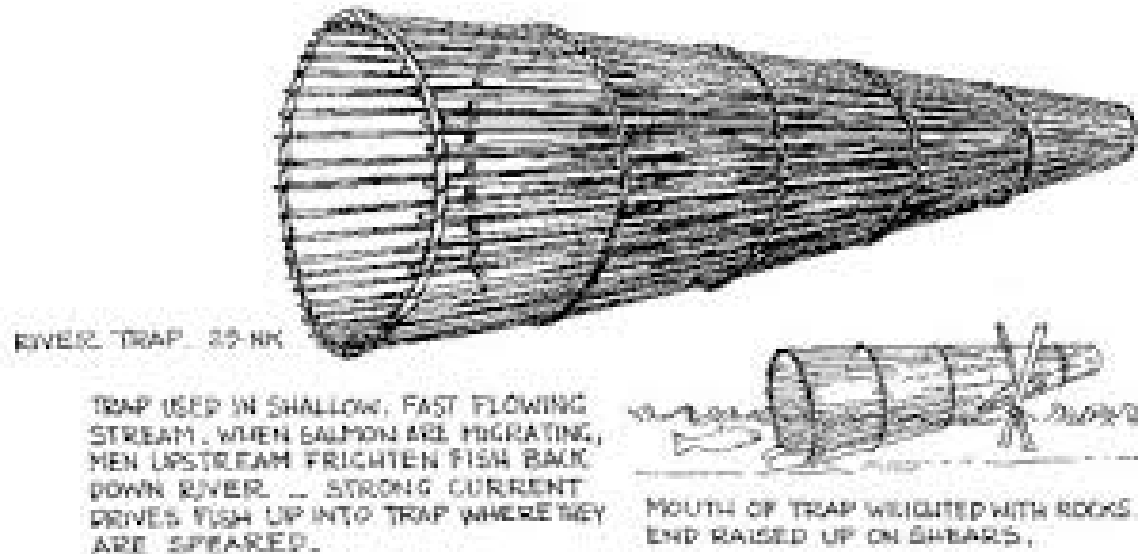
- o Website user experience
- o Onboarding/Engagement
- o Lead nurturing
- o Events/ Webinars
- o Retargeting
- o “Commercial” content marketing
- o Promotions,...
- o Re-activation campaigns



Follow the journey (demo CRM)



2. You don't need 1 positioning



- *You need to find the right (nice) ‘trap’ to get the prospect hooked*
- *For Odoo, it meant moving from an ERP focus to an ‘App by app’ focus*



3. The right process

Messaging Sales Point of Sale **Project** Accounting Purchases Warehouse Marketing Human Resources Lunch Knowledge Reporting Home Website Settings

odoo

Projects / Tasks Project

Create or Add a new column

Backlog	In Progress	Copywriting / Design	Distribute	Done
Remaining Time: 20.00	Remaining Time: 0.00	Remaining Time: 0.00	Remaining Time: 0.00	Remaining Time: 29.00
Quotation Template - Odoo Enterprise Marketing 4 New	[SEA]Adwords Project Marketing	Marketing automation campaigns Marketing	Tweets from RD Buzz Marketing 2 New	Review Sales Planner Marketing 1 New
[SEO]Wikipedia french Marketing	Blog lead scoring, marketing automation Marketing 2 New	Global Newsletter November Marketing 1 New	SEA: opensourcecms Marketing 5 New	Events/Meetings to organize Marketing 2 New
[SEO SEA]Optimisation apps page with ADW Marketing	Video Testimonials Marketing 3 New	Full optimization: CRM Marketing	Follow-up email events Marketing 4 New	Business Case: Sodexo Vending Marketing 4 New
Presentation transition webinars Marketing	[SEO] Colibri: Backlinks Marketing	[BLOG] Multichannel tracking from start to end Marketing 1 New	Indiegogo press designers Marketing 2 New	Oriona Group - Odoo event Marketing 3 New
Media partnerships Marketing	[SEA] Bing account Marketing 2 New	[Blog] 5 Emarketing tools that will produce immediate results in 2014 Marketing 1 New	Roadshow press release Marketing 2 New	Les Salons Solutions ERP 30 Sept- 2 Oct Marketing 10/02/2014 2 New
Remarketing campaigns Marketing Web marketing	Retail Business Technology Expo London 10-11 Apr. 2015 Marketing 1 New	Indiegogo Campaign proofreading	W'house Mngmt Blog Marketing 2 New	

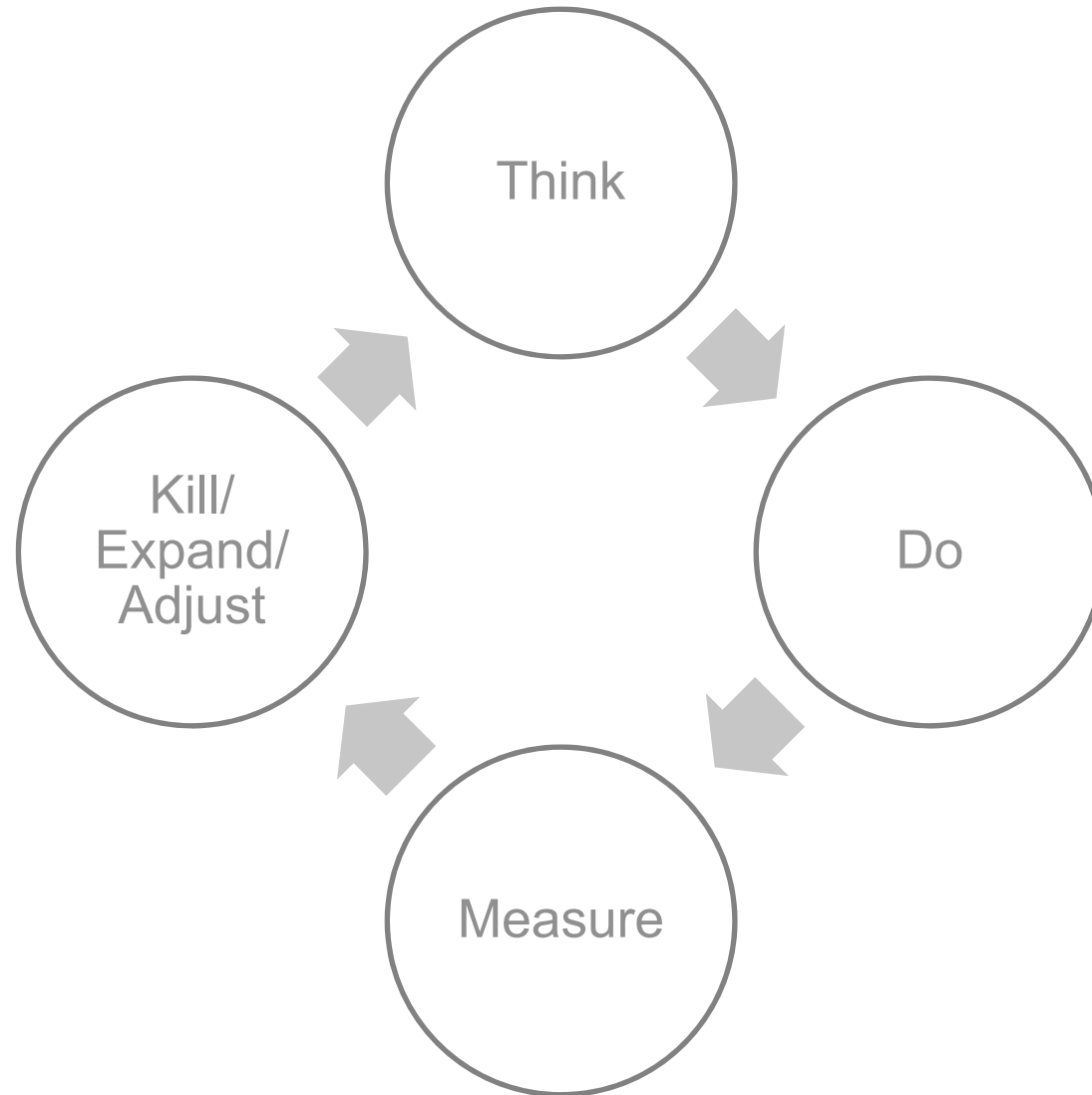
Powered by Odoo



3. The right tools (quick demo)

- Odoo Events
- Odoo Mass Mailings
- Odoo Marketing Automation

3. The right process





Thank You

Send your input at av@odoo.com

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