



GROWTH MARKETING: HOE (BIG) DATA DRIVEN MARKETING EXPONENTIËLE GROEI MOGELIJK MAAKT

HUIB VAN DER HARST

**GLOBAL MANAGER ONLINE MARKETING /
SCRUMMASTER / GROWTH HACKER**

Exact today



1984

Founded in The Netherlands



1,700

Employees

500

In technology



330,000+

SMEs in

100+

Countries rely on our
business software

The majority of our
customers are active
in



Professional Services



Accountancy



Manufacturing



Wholesale &
Distribution



218

Million turnover 2016



#1 Cloud accounting
provider in Europe

SaaS

in the cloud



Data driven Marketing



Most important BtoB challenges 2013 - 2016

Rank	2016	2015	2014	2013
1	Generating traffic and leads*	Proving the ROI of our marketing activities	Proving ROI	Proving ROI
2	Proving the ROI of our marketing activities	Securing enough budget	Securing enough budget	Securing enough budget
3	Securing enough budget	Managing our website	Controlling my technology or website	Controlling my technology or website
4	Managing our website	Identifying the right technologies for my needs	Targeting content for an international audience	Targeting content for an international audience
5	Identifying the right technologies for my needs	Training our team	Hiring top talent	Hiring top talent

Relevance



Mission Marketing Exact

‘Create brand & product preference within our target audiences by understanding our **buying personas**, offer value by being **extremely relevant** in every stage of their **lifecycle** to engage in order to provide our sales organisation with **high qualified leads**.’

THE ULTIMATE

MARKETING

PLAYBOOK



Profile

Entrepreneur / director
IT Consultancy, managing software implementations
35 years old | Man | Living together | No kids
HBO MER

Attributes

Adaptable	●	Wait and see
Opportunistic	●	Risk averse
Online	●	Offline
24/7	●	9 - 5
Ambitious	●	Unambitious
Extrovert	●	Introvert

Frank spends most of his time acquiring new customers, creating (complex) quotations and managing the company. He's involved in project execution but often indirectly. The office manager Joan is responsible for bookkeeping and also project planning and invoicing with input of project managers, who get their input from the consultants.

Challenges

- Increased competition due to economic crisis and decreased demand
- Changing customer demands
- Differentiate from competition
- New business models
- Pressure on prices and margins
- Deliver more value adding projects and be service-driven

Needs

- Ability to calculate project margins upfront, make more accurate quotations and managing risks
- Insight in project costs, margins, progress
- Ability to deliver qualitative projects on time, within budget
- Simple and accurate hour registration and invoicing for quicker cash flow.

Influencers

- Accountant / bookkeeper
- (Financial manager)
- Family and friends
- Business relations
- Industry experts
- Social media

Themes and Key words

- Economic crisis
- Margin pressure / competition
- Differentiate from competition, add value
- Add value
- New business models
- Efficiency / integration
- Project administration / management
- Consultancy
- PRINCE 2

Information needs

1. Awareness

- Blogs, articles
- News
- Online video

2. Consideration

- Brochures
- Demo's
- Whitepapers

3. Close

- Webinar
- Workshop
- Trial

4. Loyalty

- News
- Tips & Tricks

We are growth hackers

Growth Hacker Qualities



TRADITIONAL MARKETING





Start Big data

● big data
Zoekterm

+ Vergelijken

Wereldwijd ▼

08-05-08 - 08-06-17 ▼

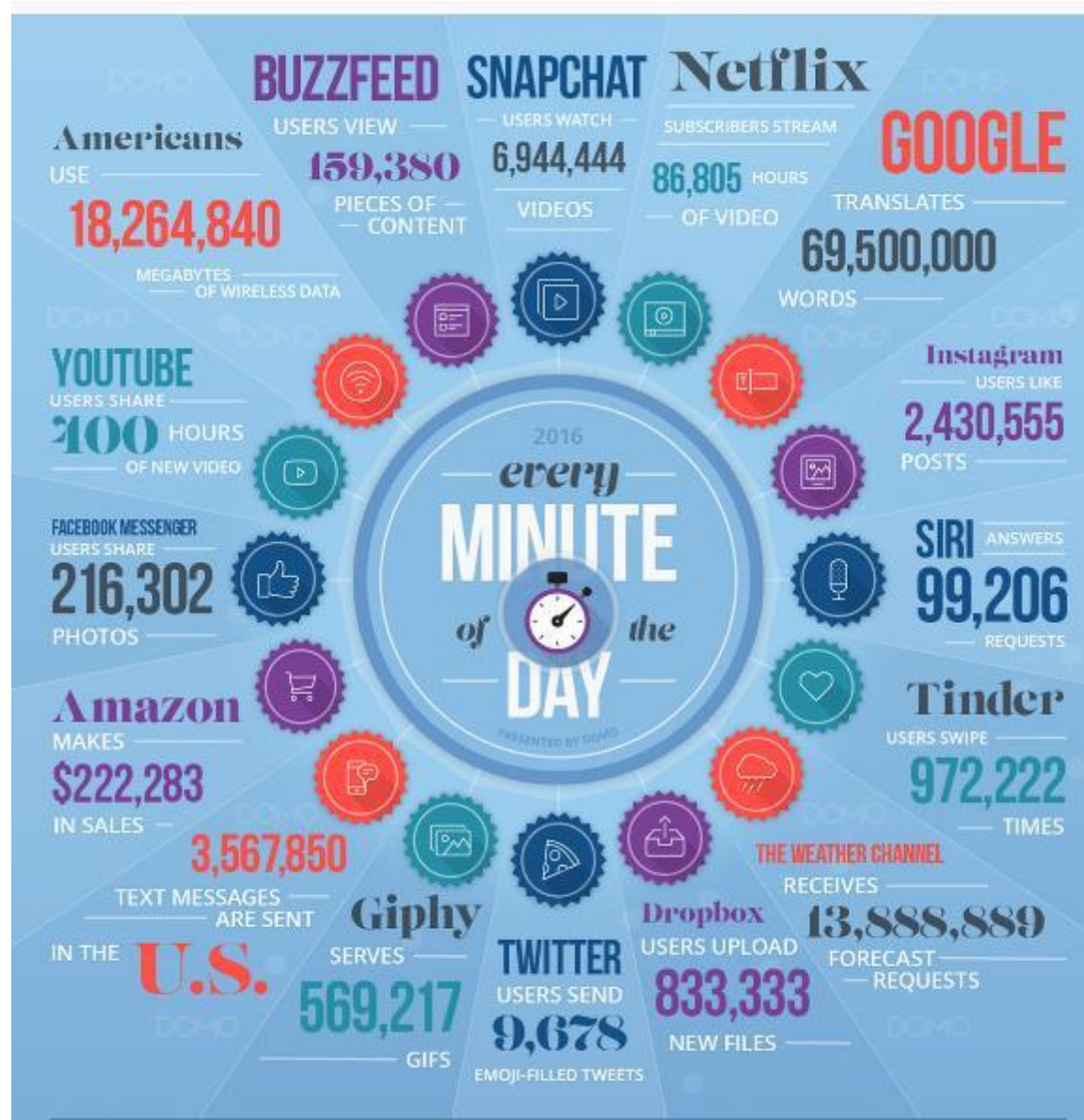
Alle categorieën ▼

Google Zoeken ▼

Interesse in de loop der tijd ?



Data never sleeps



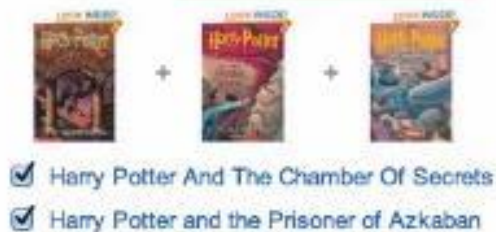
Amazon – Dynamic offering & pricing

Intelligent Recommendation

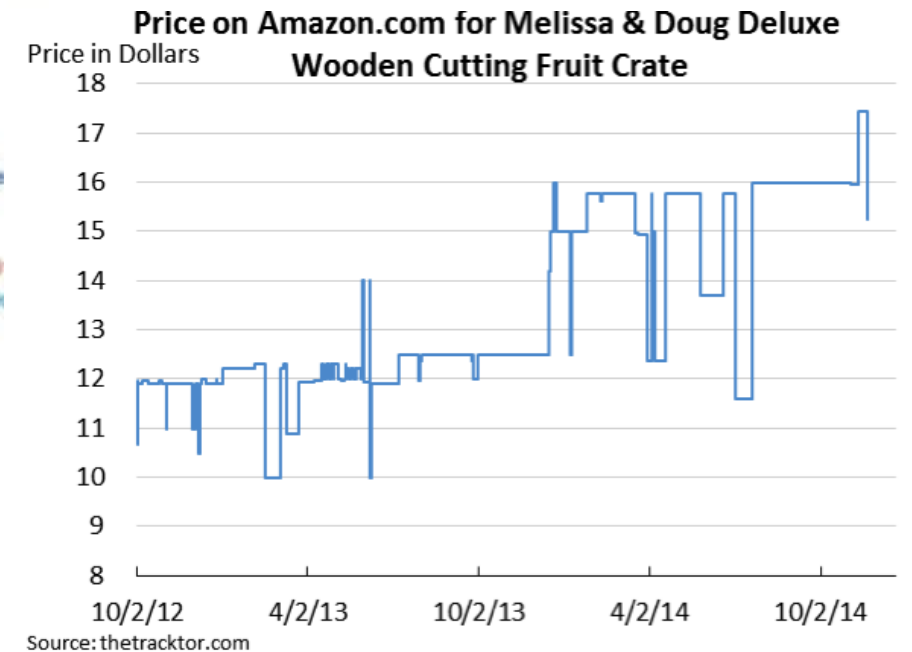
Customers who viewed *Harry Potter and the Sorcerer's Stone*... also viewed:



Frequently Bought Together



Customers Who Bought This Item Also Bought



Netflix



*The hooked episode was defined as the episode that, when viewed, resulted in a 20% or higher member completion rate of the first season of each series. Hooked episodes had no relation to viewership numbers.
**Denotes shows where for one or more countries, the show was unavailable to watch on Netflix and therefore the average is comprised of data from less than 10 countries.
(Note: Shows are listed in alphabetical order.)

Hardwell A.I.



Hardwell
& AUSTIN MAHONE
CREATURES OF THE NIGHT
OUT NOW!



Hardwell ✓
@HARDWELL

DJ/Producer | Label: @RevealedRec |
Radioshow: @HardwellOnAir | Merch:
hardwellstore.com

hwl.dj/HWLCOTN-TW

17

TWEETS	VOLGEND	VOLGERS	VIND-IK-LEUKS	MOMENTEN
10.602	1.034	4.926.664	7.200	1

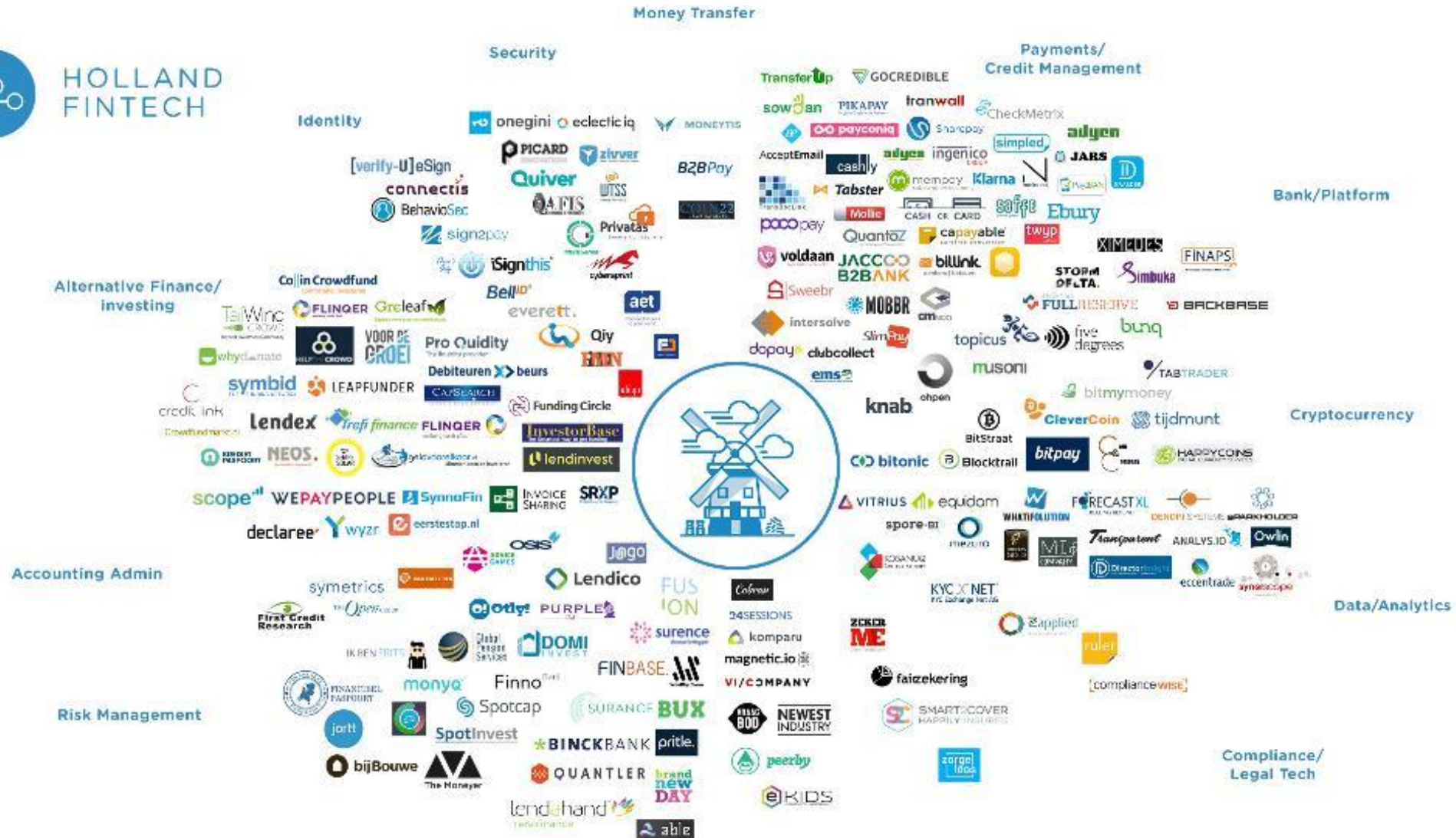
Tweets Tweets en antwoorden Media

Vastgemaakte Tweet

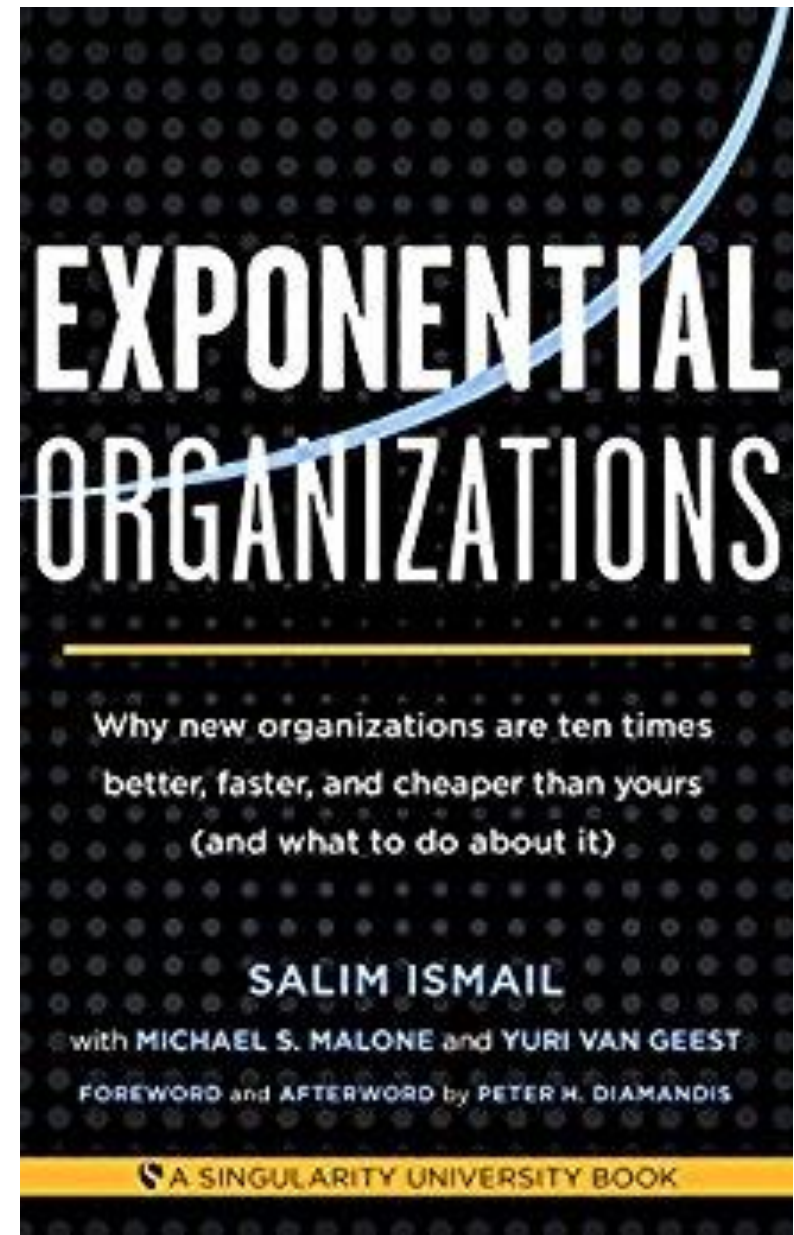
 **Hardwell** ✓ @HARDWELL · 12 mei
NEW MUSIC!!! #CreaturesOfTheNight with @austinmahone is finally HERE!!!
🎧 🙌 Listen ➡ hwl.dj/HWLCOTN-TW



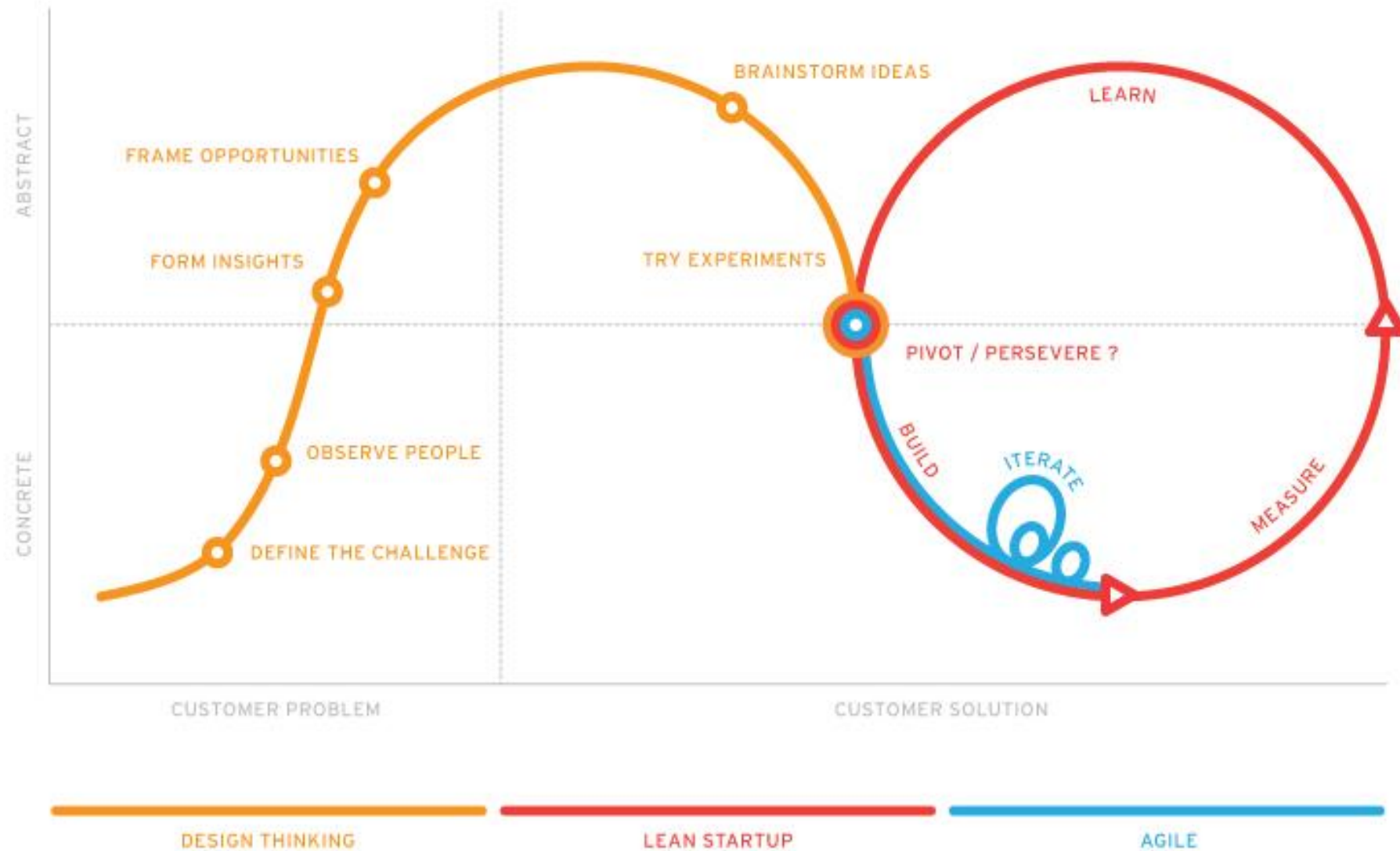
Holland fintech



Exponential growth



DESIGN THINKING DISCOVERS CUSTOMERS



AGILE MARKETING MANIFESTO



Validated learning over opinions
and conventions

Customer focused collaboration
over silos and hierarchy

Adaptive and iterative campaigns
over Big-Bang campaigns

The process of customer
discovery over static prediction

Flexible vs. rigid planning

Responding to change over
following a plan

Many small experiments over
a few large bets



Self-steering and lose of control

Prioritizing

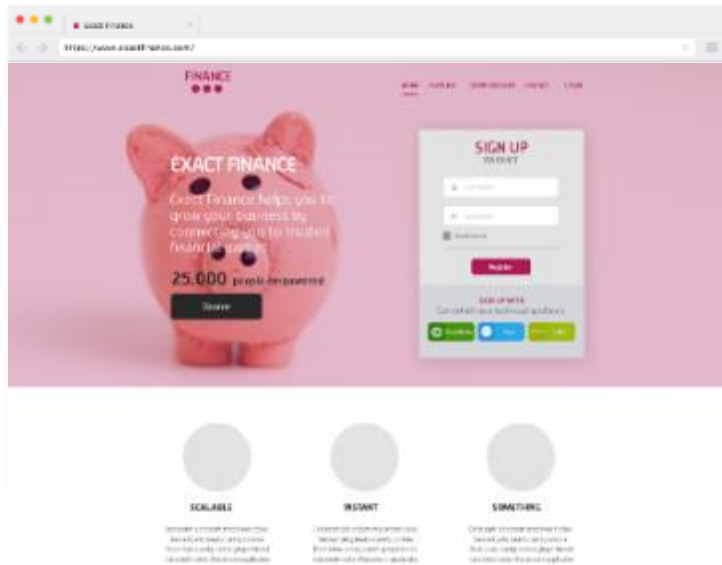
Taking responsibility and learn to fail

Estimates vs deadlines

Knowledge sharing

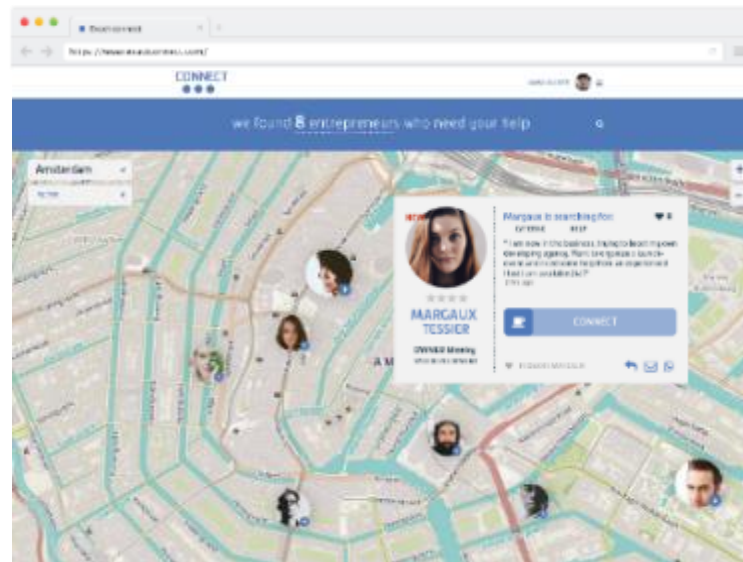
Exact Digital Business Platform

EXACT FINANCE



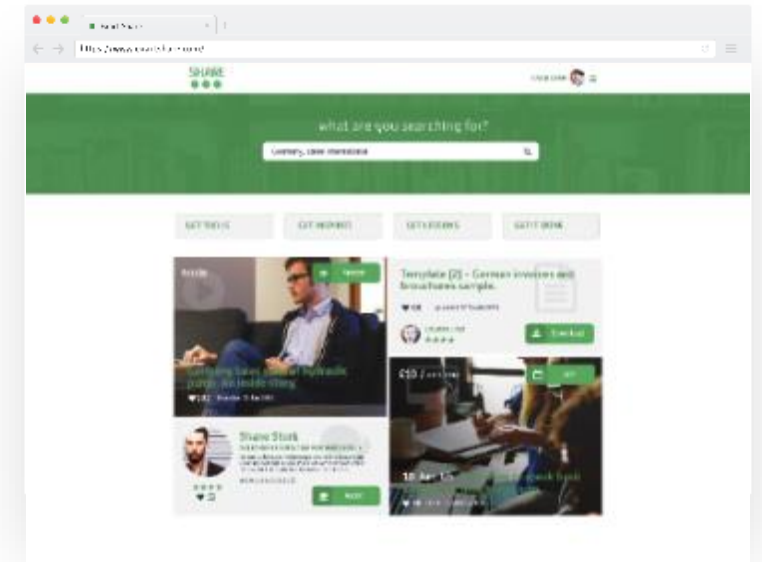
- Factoring
- Lending

EXACT CONNECT



- Business community
- Finding new customers

EXACT SHARE



- Knowledge community
- Linking companies and professionals

Exact Finance



The screenshot shows the Exact Finance website interface. At the top, a dark blue navigation bar contains links: Home, Werkwijze, Financiers, Prijzen, Kredietvormen, Advies, FAQ, a Dutch flag icon, Login, and a pink 'Meld aan' button. The main content area has a background image of a street at night with a traffic light. The headline reads 'Bedrijfsfinanciering voor MKB bij LoanStreet'. Below it, a paragraph states: 'Bedrijfsfinanciering aanvragen via LoanStreet is gemakkelijk en snel voor MKB-bedrijven die een financieringsbehoefte hebben tussen de € 5.000,- en € 1.000.000,- en boekhouden in Exact Online of Twinfield.' Another line of text says: 'Check gratis en binnen 1 minuut bij welke aanbieder je een bedrijfsfinanciering kunt krijgen.' A form is displayed with three input fields: the first contains '€ 100.000', the second contains 'Voorraad' with a dropdown arrow, and the third is a pink button labeled 'check nu'. Below the form, there is a link '+ Voeg doel toe' and the text 'gratis & vrijblijvend'.

Home Werkwijze Financiers Prijzen Kredietvormen Advies FAQ  Login [Meld aan](#)

Bedrijfsfinanciering voor MKB bij LoanStreet

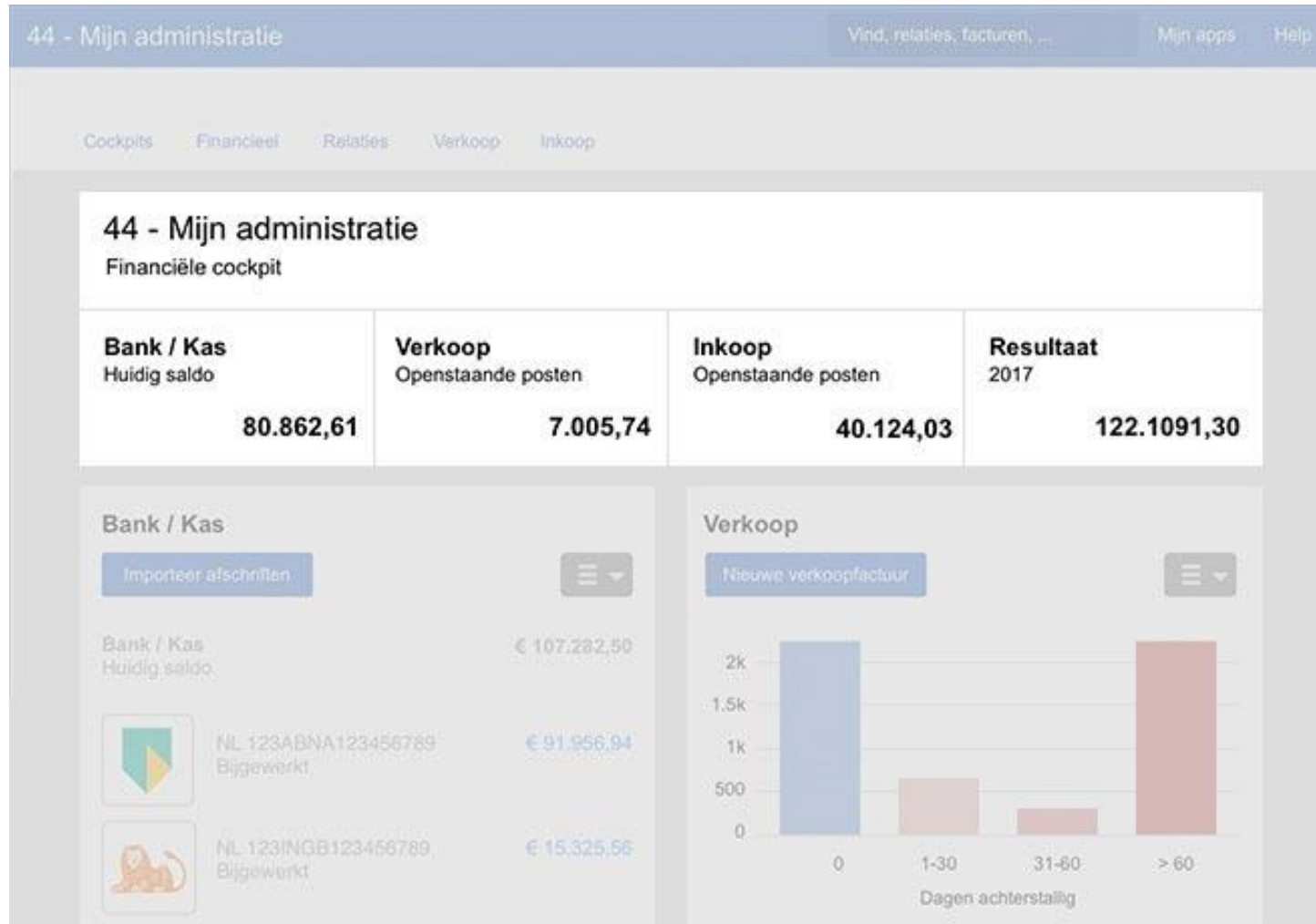
Bedrijfsfinanciering aanvragen via LoanStreet is gemakkelijk en snel voor MKB-bedrijven die een financieringsbehoefte hebben tussen de € 5.000,- en € 1.000.000,- en boekhouden in Exact Online of Twinfield.

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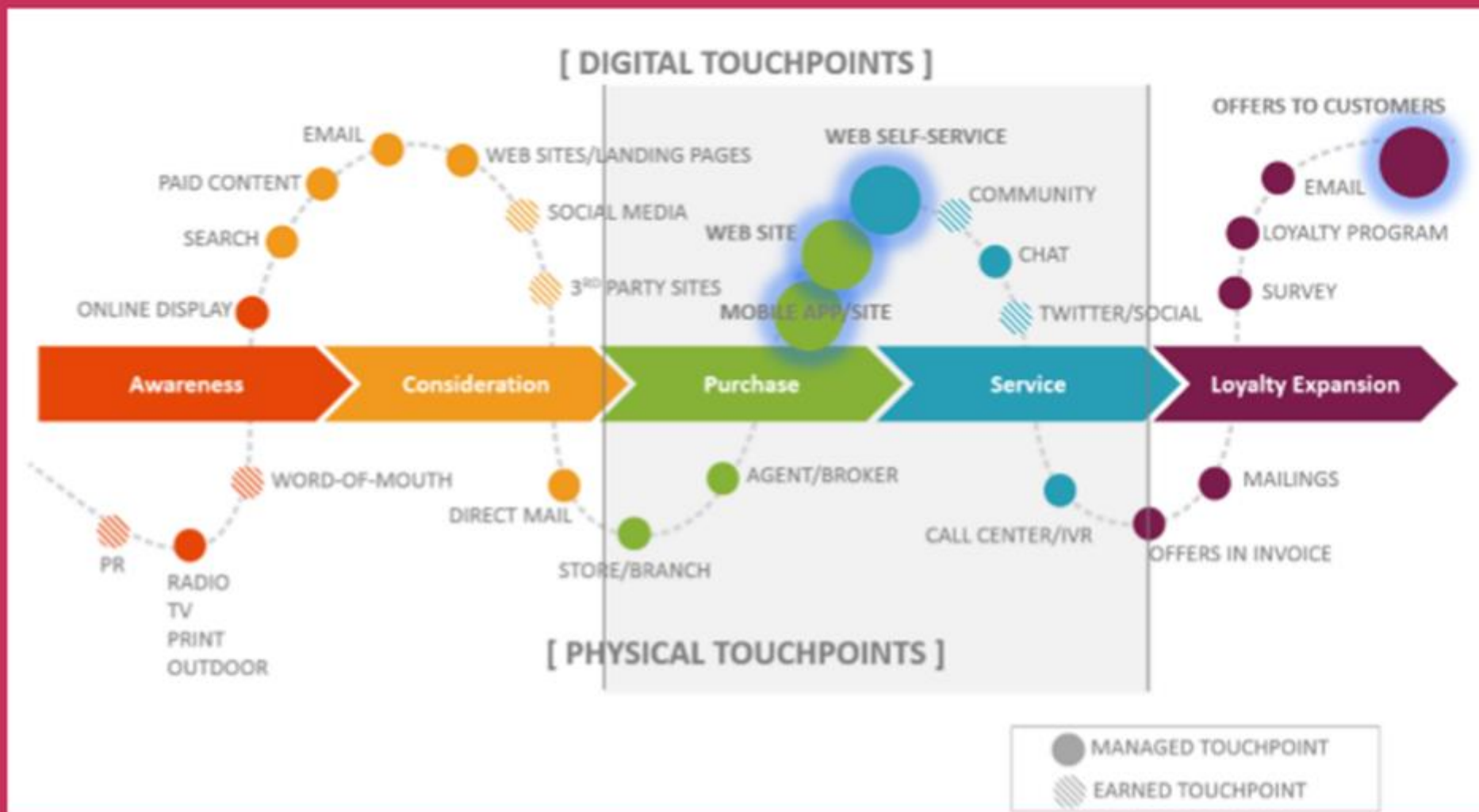
€ 100.000 Voorraad [check nu](#)

[+ Voeg doel toe](#) gratis & vrijblijvend

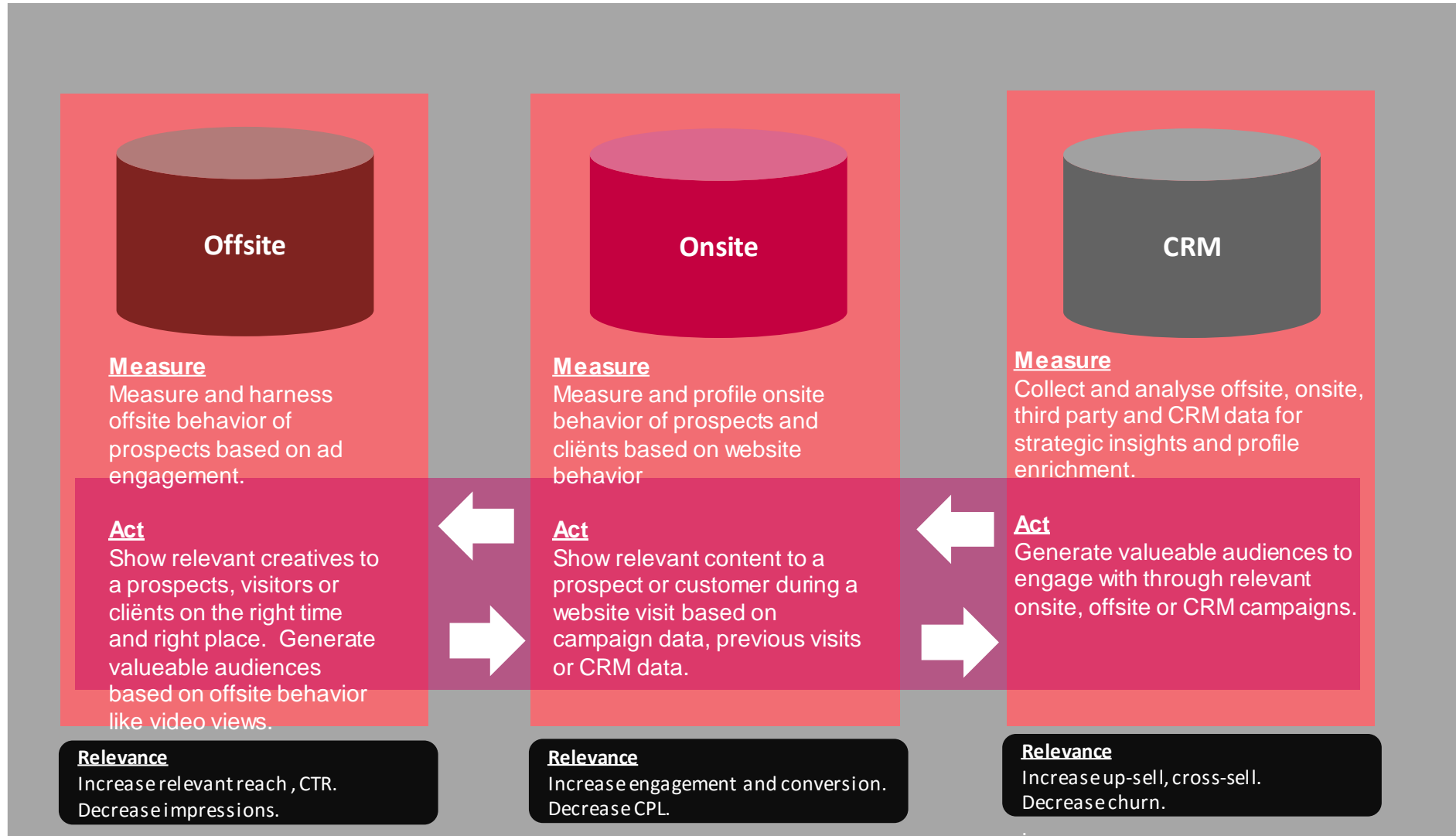
In software communication



Customer journey



Integrated Digital Platform



Google Analytics 360 suite



Integrated & In market campaigns

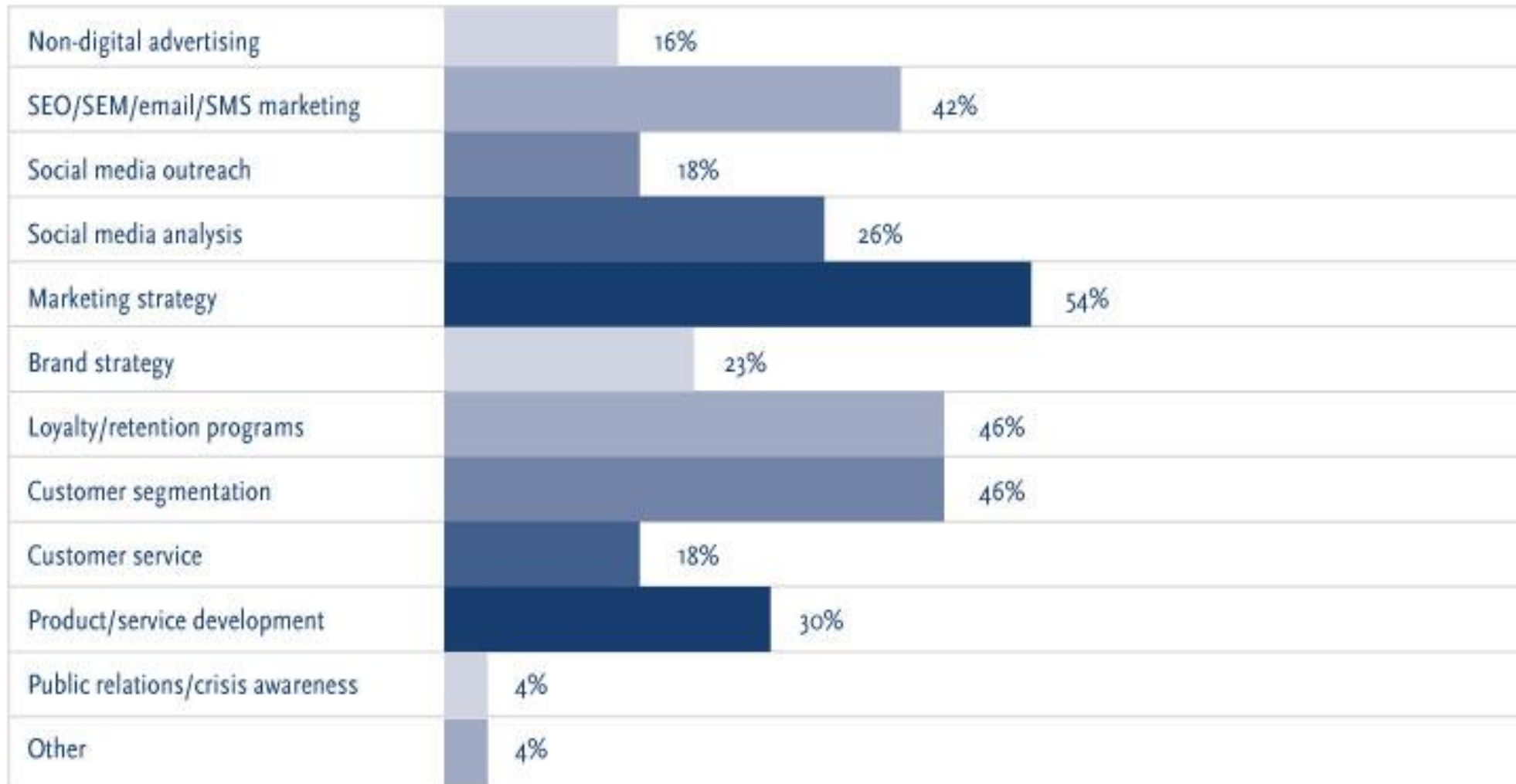
| Exact Integrated Funnel campaign - simplified flow



Future? Personalisation



Where do you expect data and analytics to have the most impact over time in your organization?



Respondents were allowed to choose multiple responses.