

# Inspirational Marketers featuring Premier Inc.

## **Piyush Saggi**

Greetings, everyone. Welcome to this new episode of Inspirational Marketers series.

I'm your host, Piyush Saggi. I'm the co-founder and CEO of Parmonic here in Atlanta. I have a very special guest with me today. Alison, welcome to our Inspirational Marketers series here.

Thank you for making the time. I'm really, really grateful. I want to start, first of all, by asking you to share a little bit about yourself. Where do you live, who you are, what do you do?

And then I have some fun questions to ask you.

## **Alison Snodgrass**

Sure. So I'm Alison Snodgrass. I've been doing marketing for a little over 20 years, so I've seen lots of different things when it comes to marketing. Currently, I work for Premier, which is a GPO, that's how many people would know it, but also we are a tech innovative brand.

So you may have heard of AI for healthcare. So I am the campaign director in our marketing department and I manage three other people.

So account based marketing and any kind of campaign or demand gen marketing. And so we're responsible for generating leads, for taking folks through the funnel, and for also really targeting accounts with account based marketing.

And then you asked me where I'm from. So I am from, well, actually I'm from Ohio. We moved to North Carolina many years ago. I'll call it 12, 13 years ago.

And so I feel like I'm from North Carolina now. This is where we call home. And I have a son who, his name is Dylan and he's 11, and my husband is Jim.

### **Piyush Saggi**

That's fabulous. Thank you. Thank you for sharing that. Tell me a little about your professional journey, Alison. What led you to pursue marketing as a career, and then how did you end up where you are today here at Premier Inc?

### **Alison Snodgrass**

Sure. I always knew that I was kind of drawn to probably, before I even knew it was marketing, early on in high school I was on the yearbook staff, so I loved like design and photography and some of that.

And then I went to college and I thought I wanted to do broadcast journalism, maybe even some PR. And so as I kind of just learned more and started getting more experiences, I realized that marketing was truly what I was most interested in.

I got out of school after my four year degree, I worked a little bit and then went back and got my master's in marketing. And that served me very well. I've worked in all B2B my entire career, but it's been across the board.

And that's the one great thing about marketing is right now, I'm in healthcare. And I love that. That's what I'm passionate about. And I've done healthcare previously with a company called Netsmart. That was many years ago.

And then I have also dabbled in some engineering around nuclear power plants and that sort of thing.

Or it could be a basement waterproofing with new construction, like home builds. So marketing has taken me in a lot of ways.

Solar companies that did solar for big electrical companies. So it's taken me so many places, I've learned so much. And at the end of the day, I feel like I'm the expert in marketing, but I can market whatever product the company needs.

So I just love it. 20 years later, and it's something I'm still passionate about.

### **Piyush Saggi**

That's fabulous. And that's such an inspirational story, broadcast journalism, interest in PR, to nuclear and solar, to marketing and healthcare.

**Alison Snodgrass**

Yes.

**Piyush Saggi**

That's a-

**Alison Snodgrass**

It's just the whole journey. Yes.

**Piyush Saggi**

Tell me, what's your favorite snack?

**Alison Snodgrass**

Okay. So I don't know if we call it a snack, but here's the favorite thing right now, and that is pizza. That seems kind of boring, but recently my husband and I were like, we need the Gozney Dome, which is the outdoor pizza oven that gets like a thousand degrees.

You could do Neapolitan style pizzas. So that came in a couple weeks ago and we have been playing, eating far too much pizza, but I'm learning about the side, like creating the dough and letting it ferment and doing all the things.

And so lots of YouTube university, if you will, to learn how to create real pizza dough. And then my husband's doing all the cooking and the baking. And so yesterday we celebrated the 4th of July and we had our favorite snack, if you will.

And that was the homemade pizza, which is phenomenal. So it's awesome.

**Piyush Saggi**

That's wonderful. And there is so much science in the food we eat. And sounds like you guys are having lots of fun doing that with this new device you have there.

**Alison Snodgrass**

Yeah. There's been lots of smart learnings we'll just say. It's like, oh, the pizza stuck to the... You get all the good ones and then you have the one that's kind of the disaster or the flop.

And you're like, okay, no pizza tonight. Eating cereal. Because it really is a... There's lessons to be learned and you're cooking at really high temperatures. And it's all about the dough and how long it's been rising.

And there's just so many things that go into it. But we love to learn and my son loves it as well. Can't ever go wrong with a pepperoni pizza, right?

**Piyush Saggi**

That's right. So talking about learning, what's your favorite book or your favorite movie?

**Alison Snodgrass**

So this is probably not all that interesting, but obviously having an 11 year old boy, and so our favorite is anything Jurassic Park. I think we've watched the entire...

all of them multiple times. We probably can quote a lot of the words, but we love Jurassic Park. It's just good time for me to spend with my son.

It's good family time with my husband. And so probably not all that interesting, but it just means good family time for me. So Jurassic Park is what's on the favorite for now.

**Dylan**

Or like Spiderman stuff.

**Alison Snodgrass**

Or like Spiderman stuff, according to Dylan.

**Piyush Saggi**

That's very nice. That is awesome. Good deal. Alison, who's the person who's had the most inspiration for you in your personal or professional life?

**Alison Snodgrass**

So in my professional life, it has to be our chief marketing officer, Kaycee Kalpin. Well, one, I have learned so much from her.

I started at Premier almost three years ago and she's just a force to be reckoned with. She is amazing. She knows marketing, she knows business.

And she hired me and she has taught me so much. She's given me opportunities where I didn't think there were opportunities, and she just really thinks outside the box and there's no limit.

And so I just love being on a team that's led by her. And so right now she is the person that I most am inspired and want to continue to do better.

If you're doing half as good as Kaycee Kalpin you've had a good day.

**Piyush Saggi**

Wow. That is great. Thanks for sharing that. How about your personal life? Who's the person who's had the most impact on your personal life?

**Alison Snodgrass**

That would be my mom. And so this is a tough one. Our moms are always so important to us and she, not to bring this down, but she recently passed almost a year ago, actually.

So in another month it'll be a year. It was a quick thing. She found out she had cancer. She passed away two weeks later. And so that was a whirlwind of a time to find out that this was terminal and that this was really bad, but it kind of...

She inspired me so much because she was my mom. She was my best friend. She taught me to be the person that I am today. She always told me I could do anything that I wanted to do. There were no limits.

And so I love my mom and it definitely is... I'm so grateful for all that she inspired me to do, but there's definitely that void or that gap these days where she's not there.

And I'm like, I just wish I could talk to my mom. So those are the two people.

**Piyush Saggi**

Right. Thanks for sharing that. And I think it's a reminder to all of us that moms are really special and the time that we have together needs to be cherished and valued because time is not infinite.

**Alison Snodgrass**

That is exactly right. That is exactly right. You don't really know how much you miss somebody until you can't just pick up the phone. I talked to my mom every day, so to not be able to just pick up the phone and is super hard.

But she most inspired me and made me who I am today, and I love her so much. And yeah.

**Piyush Saggi**

That's great. I sincerely wish people who are listening to this or watch a clip out of this, that after listening to you, they pick up the phone and FaceTime or call their mom or drop her a message.

**Alison Snodgrass**

Yeah, call your mom.

**Piyush Saggi**

Let's segue into the world of marketing. You've had a very, very inspirational journey there. Tell us a little bit about what, in your perspective, is the big goal for marketing?

How has that evolved lately? What are the big goals for you and your team and your organization from a marketing perspective? What role are you all filling?

Alison, are you there? I think I might have lost you. Alison, are you there?

**Alison Snodgrass**

I am. I'm not sure what happened. You just cut out. Hopefully you'll be able to edit that take out of there.

**Piyush Saggi**

Yes, we can edit it. Should I repeat the question or did you get that?

**Alison Snodgrass**

If you want to. That's probably better just the editing. Our editor will appreciate it.

**Piyush Saggi**

Yes, that's right. Okay. So the next question I have for you is, from your perspective, what are the big goals that you, your team, the marketing organization at Premier Inc have these days?

You've had a very long successful career in marketing. How has marketing's role changed? And then what is it that you believe is marketing's kind of primary focus and goal these days?

**Alison Snodgrass**

Right. So I think in my role today, and it's not... So marketing in general at Premier, everybody knows Premier as the GPO and how great we are in that space.

And I think what people may not know or may not realize is that Premier also offers a lot of healthcare technology. And so they are innovative, there's consulting, there's tech across, whether that's margin improvement or if that's clinical intelligence or applied sciences.

So there's lots of innovation and tech and consulting that we can offer, and that comes through our brand. And so I think that we are talking about Premier in a different way.

And so then the area that I cover more specifically is our high growth areas. So I really work on campaigns and demand generation in our high growth areas.

And so that's our Remitra solution, applied sciences solution, and our clinical decision support with Stanson Health. And so all that means is these are high growth areas.

They have a lot of artificial intelligence tied to them. They're just high growth areas. And so we're really trying to generate leads for them and to really take folks through the funnel and accelerate the pipeline, all of those things.

So we have lots of goals that we're trying to do, and if I kind of tie it back to, well, why Parmonic? And maybe I'm jumping ahead, but I want to make sure I get into that.

A friend or a colleague had shared Parmonic with me and said, "Hey, you should check this out." And I looked at it and I was like, "This is amazing." But of course it was at a time where it was super busy and I was like, I always had it in the back of my mind and probably a couple months passed before I really had time to dig into it.

And I'm like, we have so much content that comes to us by way of video, whether that's a webinar or a training or some sort of session, we do our breakthroughs conference every year and we have tons of spotlight sessions.

And so there's all of this amazing content. And it's like, we try to leverage that content via success stories in other ways that we can use it. But we know that video is key.

If you want to do anything on social media, if you want to put something in an email. Like if you have video, we know that it performs better. And so when I realized this and was trying to think about, thinking outside the box, how can we do better?

It was using the content or the video that we already have, and how can we leverage that so that we can use it in lots of other ways? Social media

emails, sales enablement, and the list goes on, and Parmonic was the answer to that.

### **Piyush Saggi**

That's great. Thanks for sharing that. And when you think about video and webinars, are you thinking in terms of top of funnel, middle of funnel, bottom of funnel?

What's your perspective? Which portions, which areas of the funnel and the sales pipeline do you see with your webinars being a crucial part of?

### **Alison Snodgrass**

Right. So if you just think webinars, for us, they're more middle of funnel. They could be top of funnel depending on the webinar. So I would say top or middle.

If it's a lot of success stories, or to prospects it could be middle of funnel. It could also be top of funnel. But then I think about that asset and if we can get the transcript from Parmonic and we can write a blog from it and we can write a success story, the blog is top of funnel.

The social media, or paid social that we might do from that, top of funnel. We can drive to landing pages that are now created by Marketo, but also impacted or influenced by Parmonic, meaning that the video is on the landing page.

Or we have snackable. Think about, we're really asking people a lot when we say, Hey, we have this on demand webinar. So I'm thinking after the webinar, we have this on demand webinar, we're trying to get you to sign up and watch it for an hour.

Well, maybe you don't have an hour. And we know that an hour is precious time for most people, and especially our target personas, which are C-suite typically or directors and senior VPs.

So having the ability to make these munchable or snackable moments is key because now I take you there and I've kind of indexed it or categorized it for you by the key moments.

And you can pick and choose your own journey and decide what's important. And maybe you watch one minute snippets that get you far enough until you want to reach out and talk to somebody. So it's been key.



I have lots of stats or several stats that I can share with you that I've made notes of, but I can't say enough about Parmonic.

One, the tool, which is great, but two the team and the customer support and success of that is just amazing.

### **Piyush Saggi**

Thank you, Alison. Thanks for sharing that. I want to ask you to maybe elaborate a little more kind of end to end. If you can walk us through, what do you do with, let's say a webinar or a video recording.

How do you use Parmonic?

### **Alison Snodgrass**

Okay, sure. And I love getting into the detail. So this is passionate for me to be able to dig into the details. But once we plan a webinar and we execute that webinar, we will basically pull that into Parmonic, which, one, gives us a transcript.

And then that transcript is, one, shared with the sales team, because they love to see what was said on the webinar. We share that with our PR team, which, side note, our PR team was not originally a part of our implementation or onboarding, if you will.

It was just marketing. And now we have our entire PR team plus others that are a part of Parmonic because they love it so much too. And so we would take that transcript.

We share that out with everyone. And then we start building out landing pages and emails. And so Parmonic makes it really easy for me to say, okay, I want this snippet to be in this email.

I want to put this trailer on this landing page. These are all of my munchable moments, plus the full video that I want after the gated form.

And so that's a lot of the ways we're doing it. And then I will tell you one of my stats or a couple of them, I'll get them in here. Because I think it really will resonate with other marketers who are thinking about or considering Parmonic is that, from the PR perspective, let's say the PR team uses some of these snackable moments.

So we do a webinar. We typically will have the PR team work with us and they will write a blog to basically recast the webinar. And so what better

way to take some of those munchable moments and put them on our newsroom.

So you've now recapped it via text and you also have three to five different videos. What we found is our typical newsroom time on site is around two minutes, two minutes and 30 seconds.

And when we add Parmonic video to it, it increases it to seven or eight minutes on site, on page, which is crazy. They're spending the time to watch the videos and we know the video matters and it engages people.

And then the last thing that I'll share, and this kind of has data behind it, too. I love data because we make decisions based on data. And that's how I do my job every single day. And so the other one is using the webinar.

Maybe we want to do paid social. And so we would put that on LinkedIn and target folks. And so we use the video snippet on LinkedIn. And what we found is the engagement is usually, we'll call it three to 4% typically.

If we use Parmonic video to drive to the landing page, to get people to sign up to watch it, we're seeing that people 8% engagement rate. Which means that, of that video, 8% of those people watched the entire video before they came to our site.

So we're seeing some great stats and we're just early on. We started, I believe in March. Gretchen on your team could tell me for sure, but I believe it was March. So we're only a few months in and we're already seeing a real impact with Parmonic.

### **Piyush Saggi**

That's great. Thank you for sharing those stories and stats as well. A lot of marketers, they care about stats, and seems like you both work at a company that cares about data and science.

So thank you for sharing that, Alison. You've alluded to this already a little bit. I did want to ask you as you kind of zoom out, and as you mentioned, it's been just a couple months since you started your Parmonic journey.

So far, how would you summarize the impact Parmonic has had for you, your team, and even the brand overall?

### **Alison Snodgrass**

Okay, sure. So I think Parmonic is amazing. I'm an advocate for sure. And I think that when I was talking to Gretchen and Rob, which is on the

Parmonic team, but they helped support and I was telling them all the great things and sharing, they were like, "Hey, you really should do this and here's why." Because I am just generally an advocate for Parmonic.

And so how has it impacted my team? I think they're all excited about using Parmonic. And so I think it's super intuitive, which means the team is really...

it's user friendly. So I have several new people on my team and they were able to just jump in, especially being younger, and they just figured that out no problem. I think the other thing that's key is we've been kind of piloting, and I don't think I mentioned this, but we've been piloting kind of integration into Marketo.

So we are a Marketo shop. We use Marketo to do emails, to do automation, landing pages, all of that. And so what is great about this is that Parmonic actually can integrate with Marketo.

So if we already know them and Marketo, it allows us to know how they're engaging with our videos as well, like actual people. And you just can't do that in a lot of other tools. And so that's been really awesome.

And we're just in pilot phase of that, but we're already seeing the good work that that's going to be able to give us insights and all of that.

I think that... I don't know that we can say it's impacted the brand at this point in time, but I do think that it will over time. And obviously that takes time. But I think just the fact that we can push out video and you got to think that when we're talking about video and webinars, if we didn't have Parmonic, what that would mean is I would be sending all of these videos over to my video gurus that are on site or at Premier.

And they're great, but they are busy with other things. They have other priorities, not just a webinar that I need to chunk up into multiple things to market.

And so we pulled in our video gurus and they're very well aware. They love Parmonic as well, but it just allows us to get to market faster with Parmonic using video.

And so I think if we go back to the brand question, any brand that's using video, that's where you need to be these days, or you're not really doing what you need to do to be a tech innovation healthcare brand.

If you're not using video.

### **Piyush Saggi**

Right. Yeah. Thanks for sharing that. With people's attention spans and the fact that in our personal lives, we are all consuming information and knowledge via video just makes it even more meaningful and important to communicate with our customers and potential customers with video.

The last question I have for you, Alison, is what are your three tips for other marketers, people who want to become inspirational like you? You've already reached a point in your career, with almost 20 years behind of you.

You accomplished a lot of great things. You have this great perspective on what marketing is, what role it should play. So what would you suggest as three tips for other marketers out there?

### **Alison Snodgrass**

Sure. I think that if you have lots of webinars or sessions or any kind of video work that you're like, man, it would be great if I could use that, you should definitely consider Parmonic because it will speed up your time to market, you'll be able to leverage content that you didn't even know you had.

I think that once you have all of that good content, you're able to amplify it in so many different ways. So whether that's paid social or sales enablement or emails or landing pages.

Any of your presentations, the list goes on. There's so many things that you can do. And so my tip is if you have lots of video and you want to use it, then Parmonic is definitely something you should consider thinking about how you would use it.

And then I think the stats, being able to connect it to Marketo or whatever other automation tool you might have. And then also, there's also stats and results in reporting in Parmonic.

Understanding behaviors. If we go back to the numbers, that's always important to understand how much time were they spending on the newsroom? Or how much time did they spend? Oh, they were watching these videos entirely instead of before where they weren't engaging.

And so I think the numbers truly tell the story and it allows us to be flexible and to adapt and to make changes. And on my team, it's all about testing and learning and it's okay to have smart failures.

It's okay to say, that LinkedIn ad didn't work and here's why, but then we can test and learn. So Parmonic is awesome. And I would say, get your team together, get them excited.

The onboarding with Dylan, I don't know, you probably have other people, but we onboarded with Dylan. He was amazing. And then we are working with Gretchen and Rob on the customer success. I don't think that's what you call them, but they're customer success to me and they make people happy.

And so they've been amazing as well. And so you'd be good in good hands with Parmonic.

### **Piyush Saggi**

Thank you, Alison. Thanks for sharing that feedback on the team as well. I really appreciate it. Thanks for sharing all these really great perspectives and feedback on Parmonic.

One thing I noted down here, which I found really enlightening, a great perspective was when I asked you where you were using webinars and top of funnel, bottom of funnel, middle of funnel.

I loved your perspective there and I wanted to reiterate it so it's on this recording as well. Your answer there around it. It might start middle of funnel, but then we can take something and make another piece of content that's top of funnel.

I think that was a really, really beautiful insight there.

### **Alison Snodgrass**

Yep. Honestly, we're not there yet, but I can see the work that we're doing with Parmonic. Maybe my webinar is middle of funnel, but let's say it's a webinar with an expert from Premier and a customer.

Well, I can take that and I can chunk that up. That customer snippet could be a part of my success story that's bottom of funnel. I can use the actual webinar and drive to that middle of funnel.

I can take some of the snackable moments and put them top of funnel and promote it. And so I can see you using Parmonic video to go top of funnel, middle of funnel, bottom of funnel, like sales enablement the whole way.

And it's all one asset that you've already planned, spent money on, whatever it is. Whether you're hosting it yourself or hosting it with third party sponsorship, you've already invested that time and money.

And so why not leverage it for as much as you possibly can?

**Piyush Saggi**

Right. Absolutely. Well, thank you for sharing these great insights and perspectives. And for taking time out of your busy schedule, endorsing Parmonic. I really am grateful that we get to work with you.

And thanks for your time here again.