



## TOP 14 DIGITAL MARKETING PLANS TO BOOST LEADS & SALES (and save money)

This eGuide suggests digital marketing plans, patterns and tactics to aid you in developing your own strategies and practices to improve your quality marketing leads and boost your company sales.

# **MAKE USE OF PPC AND DISPLAY ADVERTISING CAMPAIGNS TO QUANTIFY THE VALUE AND NUMBER OF ALL DIGITAL LEADS WON COMBINED WITH THE OVERALL WEB TRAFFIC AND SPECIFIC ADVERT CONVERSIONS:**

An extremely useful marketing tool to help in creation and conversion of marketing leads is Digital Advertising. According to an AdWords 2016 industry benchmarking report by Bizable AdWords campaigns contribution to revenue, which includes projected revenue, in 2016 ranged from 13% in Software/SaaS companies up to 34% in Financial Services businesses with ROIs in these industries being 251% and 364% respectively.

The ineffective measuring and running of advertising campaigns can often result in the creation of a wrong impression of the impact a campaign is supposedly having. During the creation and running of PPC Search and Display advertising campaigns, with the objective of capturing and progressing prospects through to sales versus those that are aimed at acquiring new business contacts (inorder to build your prospect database) or targeted at developing your company brand, you would have to take a close look at measuring both micro-conversions (e.g. a white paper download) and full-conversions (e.g. Request for a quotation/demo) from your adverts. However, while looking at the ROI from this perspective alone, such advertising campaigns can typically appear as only breaking-even or even potentially operating at a loss.

In order to effectively measure the impact of any advertising campaign, it is suggested that you digitally track created sales orders overall; those that are created from a website/digital activity. Running an ad campaign and monitoring the results with Google analytics translates to keeping a very close eye on your overall web traffic and resulting digital leads, afterwards proceeding to follow these leads right through to sales orders. Looking wholly at occulting events will help you make better judgement on investment and advertising return; look at this in detail by segment, by campaign, by product or by application, etc. It may also interest you to consider implementing an overall structured attribution model with an objective of judging the impact of every one of your marketing initiatives.

Wordstream puts in place an extremely informative view of AdWords Search and Display statistics which include industry comparison charts on click-through and conversion rates by industry. The average CTR in AdWords across all industries is 1.91% on the search network and 0.35% on the display network. In regard to conversion rates it is 2.7% and 0.89% respectively.



## KNOW YOUR PRIMARY & SECONDARY LONGTAIL DIGITAL ADVERTISING KEYWORDS AND THEIR PERFORMANCE:

This is of utmost importance if you are spending a huge sum of your budget on digital advertising. Advertising terms are known to be extremely expensive and if they are the wrong terms, budgets can be easily mismanaged. By carefully considering the keywords where your adverts will be served, you will equivalently be optimising your investment and return. If carry out your marketing in different countries please ensure you consider this too as the performance of certain keywords can vary considerably in certain markets. Also knowing your business goals, for example procuring new company names or driving conversions for those in the marketing demand generation funnel, is key too in selecting keywords and determining the revenue from your advertising investment. Measuring of advertising conversions alone can result in easily misjudging the success of certain campaigns. Consider longtail keywords, as they are typically much cheaper than your primary keywords and can deliver excellent return-oninvestment results across pay-per-click and display advertising.

# MAKE SURE TO UNDERSTAND THE FACTORS THAT INFLUENCE SEO AND ADHERE TO THEM TO OBTAIN BEST RESULTS:

Different search engine providers, such as Google and Bing, are constantly evolving their search algorithms. Businesses are known to typically put significant effort into their content marketing in order to relay relevant information to the decision makers and influencers within companies, who may potentially become future customers, on their discovery and exploration stages of their purchasing journey. For these individuals to find your relevant content, which take you a lot of time and resource to create, it needs to be found on Google, Bing, etc, when searched for - preferably on the first page of the search results - and to achieve this requires a good in-depth understanding of how these search algorithms work. From this understanding that you are then implementing the necessary steps to achieve a first page position to provide for you the very best results for all of your effort.

The first page on Google search results for desktop has a 34.36% click through rate. Different factors including fast HTTPS websites, back links to your content and pages, short URLs, topical one image blog content (c.1900 words) and low bounce rates on your web page all add up to improving SEO results. According to Ascend, 72% of marketers say relevant content creation was the most effective SEO tactic. In addition to the points raised above take care to consider the following approaches which can add up to improved organic search results when you create your blogs:

- Ensure the use of brackets and parentheses in titles
- Appropriate inclusion of numbers in headlines (e.g. 14 digital marketing strategies that ...)
- Appropriate addition of 3+ links that reference external content and 3+ links to older pages on your site
- Make use of short URLs and ensure your selected keywords are in your titles
- Ensure judicious use of multimedia interesting hot topic and fresh content (e.g. videos, infographics)
- User experience is measured too (low bounce rate)
- Make use of Latent Semantic Indexing (LSI) keywords. LSI keywords are SEO terms for related keywords or synonyms. When you input your primary chosen keywords look to the bottom of Google returned search results and you'll see a number of suggestions for alternative searches to help with your LSI keyword selection presented to you by Google.
- Consider tools to help select keywords (e.g. Ubersuggest tool and SEMRush)
- Make use of Google's search console to analyse SEO performance. Look at your search analytics and sort by position. If you look at those search terms that are just below the first page Google results you can place effort on these to get them to the first page.
- Aim at getting external links back to your web pages (known as back links).



## KNOW YOUR SEO ORGANIC PRIMARY SEARCH KEYWORDS AND THEIR PERFORMANCE:

Putting much effort into understanding everything about your primary SEO keywords is very important to avoid misguided effort and a waste of resources. The use of tools such as Google AdWords, to look at the frequency of usage of search terms and how competitive they are can take time but all that time will eventually be worth it. It is all too common to hear someone say we are on the first page of Google for our search terms. After taking a closer look, it is realized that the search terms are never searched and their sense of achievement is therefore misguided. Upon knowledge of your chosen keywords you can ensure their effectiveness within your overall SEO strategy. Many factors contribute to your position on searched terms - such as web page bounce rates, backlinks, content quality, etc., as described above - but keywords are still a very vital component of achieving excellent SEO results.



## ENSURE THE USE OF 'ALWAYS-ON' EMAILS THAT ARE RESPECTFULLY SENT WHEN THEY ARE END-USER TRIGGERED:

Email nurture tracks that are appropriately and timely would improve the use of your created emails and content and the presentation of these at the right time for your prospects on their purchasing journey, would lead to improved productivity and results. According to emailmonday 67% of B2B marketers record at least 10% increase in sales opportunities through lead nurturing. Nurturing can be achieved through the use of full marketing automation systems or the use of email platforms such as MailChimp. Nucleus Research indicates that Marketing automation drives a 14.5% increase in sales productivity and a 12.2% reduction in marketing overhead.



## TEST THE EFFECT OF YOUR MAILS ON A SMALL SEGMENT OF YOUR AUDIENCE:

If you employ this strategy you are more likely to reduce waste and maximise the effect of your email outreaches. Campaign Monitor indicates that A/B testing improves conversion rates typically by 49%. Another tactic worth considering is the use of Kinetic emails, which are those that include interactive content, according to Experian these can increase unique click rates by as much as 18.3% and click-to-open rates by more than 10% compared to standard emails.



## MAKE USE OF PERSONALISED SUBJECT LINES AND INCLUDE SOCIAL SHARING BUTTONS IN YOUR EMAILS:

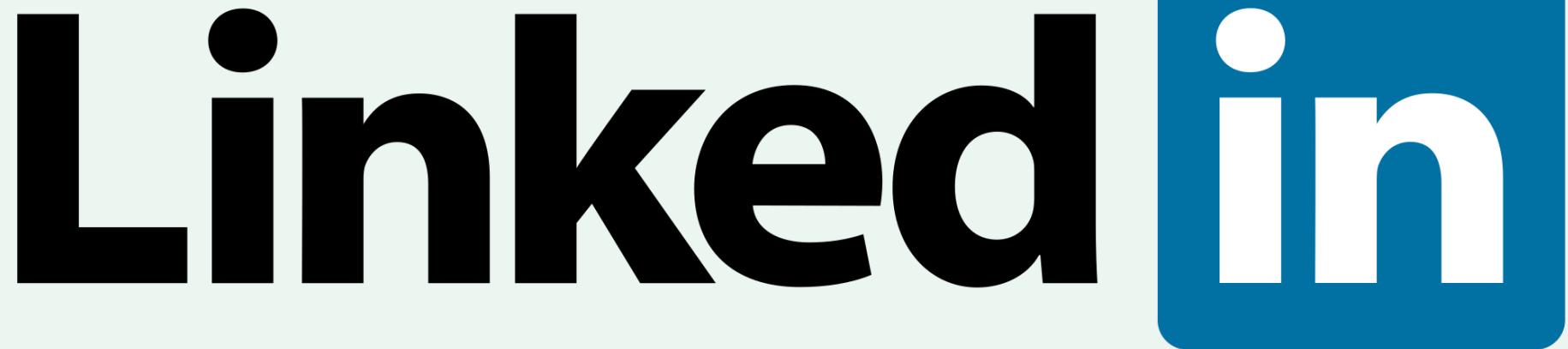
Emails which make use of personalized subject lines are 26% more likely to be opened (Experian). Another interesting tactic for consideration from HubSpot is the use of the word “video” in email subject line can boost open rates by 19% and click through rates by 65%. Headlines are very vital as they tend to attract the viewer to take the next step, from the headline they will either open your email or not. To help you analyse the effectiveness of your headlines, there are headline analysis tools (Coschedule for example). You may also wish to include some social buttons, according to GetResponse emails with social sharing buttons have a higher click-through-rate of 158% than those that without share links.



## SEND YOUR DIGITAL CONTENT ACROSS MULTIPLE CHANNELS INCLUDING SOCIAL MEDIA:

Many factors help to determine the best marketing vehicle and typically the most effective marketing strategies will be those that consist of linking numerous marketing channels, that comprise of both email and social media. This will ensure your message is seen and acted upon by your target audience. LinkedIn and Twitter are widely recognised as strong B2B social media platforms but other traditionally viewed as 'friends-and-family' type platforms are being widely accepted by businesses too. As an example, according to HubSpot 73% of people say they use Facebook for professional purposes.

The benefit of social media over email is that it is a two-way channel. Using social media sniffing tools (e.g. Sentiment Metrics) allows you to monitor and communicate in real time in two-way social media dialogues which may lead to many benefits in its own rights over-and-above one-way email. In comparing both channels in regard to acquiring companies Campaign Monitor states that on average Email is today 40 times more effective at acquiring new customers than Facebook or Twitter.



## MAKE USE OF LINKEDIN INMAILS TO ASSIST IN YOUR SOCIAL SELLING STRATEGY:

LinkedIn has over 500 million registered users globally. In the top countries it has the following number of users; USA 138M, India 42M, China 32M, Brazil 29M, UK 23M, France 14M, DACH 10M, Italy 10M. It also puts in place fairly powerful search criteria and is an excellent B2B database to support prospect targeting. Having the appropriate sales licences, whether as part of LinkedIn's business package or by using Sales Navigator, will provide 25 monthly InMails per licenced user. These can be employed with the use of the LinkedIn database to target and reach prospects you may not currently have within your own database.

It is very important to be respectful in the way you contact, connect, share and add value to these target prospects. This can result in the creation of highly valuable connections that most times lead to business. Care needs to be taken in nurturing the relationship. An over aggressive approach with sales messages within InMails can result in low connections or disconnections. Once you get connected to new prospects any information you share will be available for them to view too.

An interesting tip to remember when posting, according to SproutSocial, is that LinkedIn posts with images receive 200% more engagement than text-only posts. Make sure you also leverage your network by viewing how you are connected to desired targets and ask your current connections for help with personal introductions as this will help to increase the acceptance of requests you make to connect. According to LinkedIn on average social selling leaders see 45% more opportunities created and are 51% more likely to achieve quota and are 80% more productive.



## KNOW YOUR TOP AND BOTTOM PERFORMING WEBSITE PAGES FROM A BOUNCE RATE PERSPECTIVE:

Taking a close look at your Google analytics ABC (Audience, Behaviour and Conversion) results and specifically the bounce rates (a bounce occurs when someone visits your website, views a single page, and leaves. In this type of situation, a website tracking tool like Google Analytics, would report one bounce or a 100 percent bounce rate of your various website pages)are very important in achieving an optimal marketing contribution to your company's business results. The bounce rate of your pages will have a great effect on the SEO results you get. Spending to develop interest and attract visitors to your website or landing pages and for the visitors to bounce results in a wasted investment. A careful consideration of what individuals are interested in as they progress on their journey to purchase and providing this to them will boost the value and attractiveness of your web pages and hence reduce your bounce rates.



## MAKE SURE YOUR WEBSITE IS FULLY RESPONSIVE TO ANY DEVICE AND USE VIDEOS ON YOUR WEBSITE:

The mobile use of the internet has experienced a rise in value. For example, Zenith Media forecasts that 75% of internet use will be mobile in 2017 which will increase to 79% by 2018. The presence of a fully responsive website will ensure you won't be losing these visitors which is highly likely. To provide more information on responsive websites an eGuide has been produced by Scorchsoft called 'Do you need a responsive website'. It is also worthwhile to increase the use of video on your website. According to Scorchsoft including a video on a landing page can increase conversion rates by 65%.



## **PUTTING A COMPANY BLOG PLACE AND POST ONTO TO THE BLOG FREQUENTLY (AT LEAST ONCE A WEEK):**

Interactive and relevant content is vital to effective marketing. Potential purchasers will typically view about 3 to 4 pages of content before they engage with a company. Hosting and promoting this content within a blog provides a central point where visitors can repeatedly come to read valuable content. According to SocialMedia, B2B brands that blog generate 67% more leads per month than those that don't. According to HubSpot, titles with 6-13 words attract the highest and most consistent amount of traffic.

Tech Client says featuring a blog as an important part of your website will most likely give you a 434% better chance of getting a high rank on search engines. Another interesting statistic from HubSpot is that B2B companies that blog an average of 11 times or more per month get 3X more traffic than those blogging only once or less per month.



## MAKE USE OF ONLINE WEBINARS TO ENHANCE YOUR PROMOTION TO PROSPECTS:

Webinars can often be used in the creation of demand or conversion of demand that you have previously created. The advantage of webinars is that they can be created relatively quickly and they reduce the resource overhead normally associated with larger audience face-to-face communication. They are interactive and enable you to get and respond to participant feedback and they can be easily recorded to enable repeat plays for those who are unfortunately unable to attend the live event.

According to Content Marketing Institute, 58% of marketers use webinars for promotion. ON24 have produced an interesting report of best practices for running webinars which contain a number of interesting findings, for example Wednesdays and Thursdays are best for running webinars with 55% of all attendees. Out of all those that register for webinars you can expect 46% to actually attend.



## MAKE USE OF LEAD SCORING TO ENSURE LEADS PASSED TO TELEMARKETERS ARE READY TO BE CALLED:

It is a great practice, to optimise the productivity and converting of leads, that they are ready (have met the set scoring criteria) to be passed to the telemarketers to call. Passing prematurely, whilst it can destroy telemarketers, sellers or channel partners productivity, it can also mean it dilutes the focus on the real quality leads and can frustrate the end-prospect as they are being called too early often before their permission/expectation to receive a call may have been achieved. There are a lot of many ups and downs in regard to achieving quality lead scoring, whether using a marketing automation platform scoring model or adopting predictive analytics scoring models. You can start with a basic cold, warm and hot scoring if you are not using any scoring model. You can pass warm and hot leads straight to the telemarketers for calling and continue to nurture the cold leads within your marketing processes.

In time you may wish to advance to more a detailed automated scoring model using a marketing automation platform. But using hot, warm and cold is a good place to start.

A solid recommendation, from a consultancy that has worked with over 100 companies in this area called MarketOne, if wish to move on to marketing automation is to create a company-wide commitment to building a lead scoring model using a complete set of buyer data – digital activity, contact history, company profile, purchase behaviour – the lot. According to Blender in 2007, it took 3.68 cold calls to reach a prospect, today it takes 8. By making use of lead scoring and nurturing you can ensure leads passed are ready to be called and that different methods are obtained (e.g. securing their mobile phone number too) to engage most productively with potential customers.