TribalVision™

HELPING BUSINESS MARKET SMARTER

B2B Digital Marketing Strategy: Your 2019 Playbook

Intro: Marketing in 2019

Sales in the Digital Age

It's 2019 and the good old days of rolodexes and knocking on doors are gone. **Today, half of B2B buyers are millennials and most are already 57% of the way through the buying process before the first meeting with a representative**[1]. That means *the majority of the buying process and, conversely, the selling process, is happening online.*

Maybe you've dipped your toes in the water with an account profile or automated email here and there, but to keep up with the competition, you need to dive headfirst into digital marketing and sales processes.

Don't panic! There are many useful resources and tools out there to help you navigate the modern world of marketing. In this PowerPoint, we'll explain the what, why, and how of the key digital marketing platforms of today, and equip you with an understanding of where to start in establishing a solid online business presence and building sophisticated digital lead generation machines.

1) https://www.bluecorona.com/blog/b2b-marketing-statistics

Key players in your digital marketing playbook

We'll review the assets, tactics, and reporting tools you need to have in your digital marketing approach to keep up in the online marketing world in 2019 (and beyond).

I.   **Assets**
   a.   Your website
      •   Website optimizations & helpful tools

II. **Tactics & helpful tools**
   a.   The digital marketing funnel
   b.   Social media advertising
   c.   Search engine optimization (SEO)
   d.   Paid search
   e.   Account-based marketing

III. **Reporting & helpful tools**

Assets

The importance of digital sales assets

Your online presence is only as good as the way you present your own company online; effective digital assets can push you far above competitors and, conversely, weak assets (or a lack of assets) can cause your company to be dropped from consideration.

In today's digital world, your website, in particular, acts as your storefront, and it is likely the first contact a prospective consumer will have with your brand. Prospects and leads learn about your company through what is displayed via your online assets – your website, its content, online reviews, testimonials, etc.

Only if those prospects are able to discern from your outward-facing assets the benefits and key differentiators of working with you over the competition will they engage with your company.
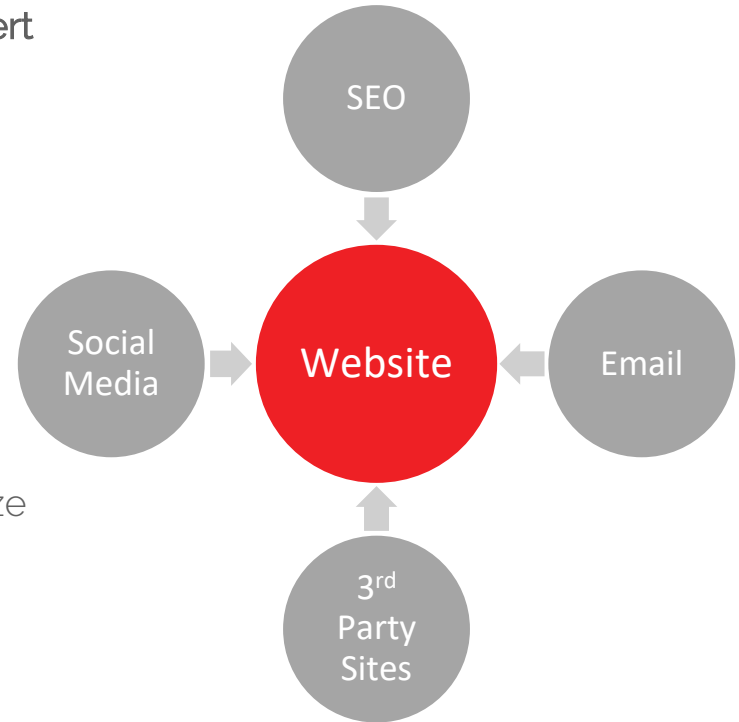
Your website

Your website is **the primary asset used to educate and convert prospects**, and most digital advertising channels will direct potential consumers back to your website.

> It takes about 0.05 seconds for users to form an opinion about your website that determines whether they like your site or not and whether they'll stay or leave, and 88% are less likely to return after a bad experience[1]

Key aspects of your website should be optimized to maximize the perceived credibility and quality of your business:

- Design and user experience
- Lead capture
- Site speed
- Call-to-actions (CTAs)

- Mobile optimization
- Content
- Live Chat

SEO

Social Media → **Website** ← Email

3rd Party Sites

[Website] Design & user experience (UX)

A prospective consumer's **impression of your brand is formed immediately** upon seeing your website – judgments on site's credibility are 75% based on a website's overall aesthetics[1] – and their engagement with your site depends on their **ability to access useful information.**

Especially with 53% of all worldwide web traffic now occurring on mobile devices, it is critical to have a clean, easy-to-use website – ensure your website incorporates the below UX tips:

Clean & clutter-free

- Highly utilize negative space
- Choose a deliberate, simple color scheme and design elements that do not distract from content

Consistent

- Maintain the same alignment, sidebars, font usage, and scrolling style across every page of your site
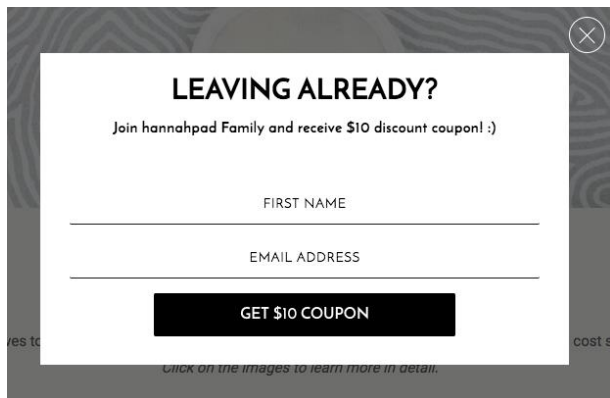
Logical navigation

- Include a workable search button
- Keep navigation consistent and ensure it's easily clickable on desktop & mobile

[Website] Lead capture

Lead capture allows you to collect contact and other information from prospective consumers.

You can **aggregate and further nurture leads by creating a sophisticated, automated re-engagement system** that directs lead information directly into email audience lists in your email platform.

LEAVING ALREADY?

Join hannahpad Family and receive $10 discount coupon! :)

FIRST NAME

EMAIL ADDRESS

GET $10 COUPON

Click on the images to learn more in detail.

An exit-intent pop-up is triggered when a new visitor starts to leave your site. Persuade a user to submit their email or other information by including valuable content or an offer they can take advantage of in your pop-up.

Our go-to tools

optinm🐵nster

OptinMonster: sophisticated but user-friendly app that integrates lead generation software with your website platform.
Monthly pricing model, starting at $9/month.

Convert Plus

ConvertPlus: easy pop-up plug-in with rich lead capture options, pre-made and customizable.
Single $21 purchase to use.

[Website] Site speed

Today's marketing algorithms reward instant gratification, and, as a result, site speed is more important today than ever.

Users easily lose patience and bounce from websites (don't view more than one page) if your website doesn't load quickly – on fast sites, users simply stay longer and convert better.

Site speed is an increasingly important factor in your website's quality score, which impacts your website's ability to be found through search engines (like Google), the cost and performance of paid search (paid search engine ads), and how social media ads are prioritized on social media feeds.

Slow websites cost retailers £1.73 billion ($2.6 billion) in lost sales each year.[1]

Our go-to tools

Google PageSpeed Insights: page speed ranking and optimization suggestions

Pingdom: provides detailed breakdowns of what factors are slowing down your website

[Website] Site speed optimization

If your website's speed isn't optimal, there are some easy ways to improve it:

Optimize image size	Time-consuming, but worth it! There are several ways to reduce image size without compromising their quality (see recommended tools).	🖼 ImageOptim **JPEGmini** JPEGmini Kraken
Use a CDN	Run your site through a content delivery network (CDN), which essentially caches your site content and allows a user's computer to access the content much more quickly.	**CLOUDFLARE** Cloudflare
Load Javascript in the footer	Large Javascript files in the head can delay the load of the rest of the page – put any JS not needed until after the page renders in the footer so the page visually loads first.	n/a

[Website] Live chat

Customer service is the backbone of any business, and, understanding the preferences of the modern consumer, it makes sense that **live chat has become the preferred modes of customer service communication.**

> *A HubSpot study found that 90% of consumers rate an immediate response as important or very important when they have a customer service question, immediate being defined as 10 minutes or less.[1]*

Live chat services have evolved significantly in recent years – many services are low-cost and most, to varying degrees, allow you to:

- Live chat visitors in a sophisticated, targeted way
- Pre-qualify leads with bots who ask site visitors a series of questions before passing to you
- Set up an automation bot for when your sales reps are not available to chat

Our go-to tools

Drift: One of the largest chat services out here; very user-friendly with many features and offering a freemium chat box.

Olark: Easy and fun to user with free trial and a free plan (20 chats per month). Has targeted, page-specific automatic messaging feature.

[Website] Calls-to-action (CTAs)

CTAs are (typically) buttons that **prompt your visitors, leads, or customers to take a specific desired action,** like a "Request a Quote" or "Shop" button. They are critically important, as they are the gateway that leads a user to the next step closer to conversion.

Make sure your site's CTAs follow best practices, by being:

1 Accessible
Have many CTAs placed frequently and intuitively throughout each page; include at least one above the fold, in your header, and in your footer!

2 Credible
Weave numbers-based facts and/or testimonials to build consumers' trust in your brand and in the next step you are directing them towards.

3 Noticeable
Your CTA should stand out over anything else on the page. Make CTAs highly visible with bright or high-contrast colors and large or bold font.

4 Straightforward
Be concise, but clear as to what you are offering and what the user will get by clicking; action-oriented CTAs often work best!
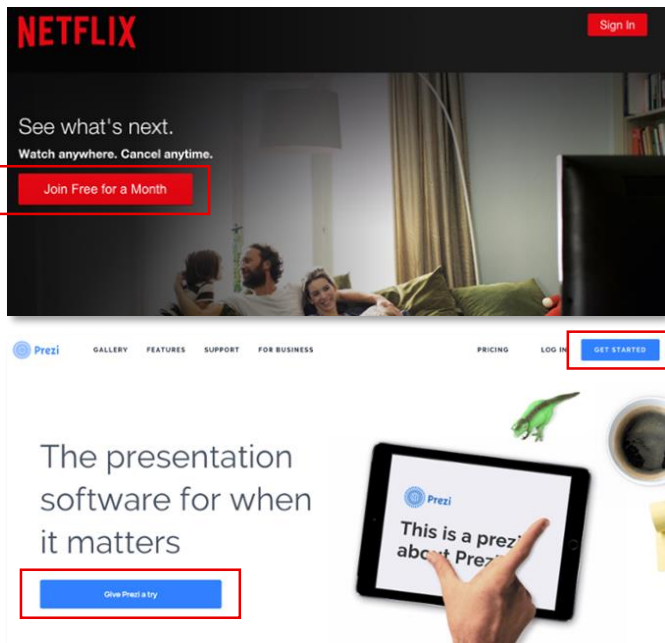
[Website] CTA optimization

CTA click-through-rate can have a huge impact on your website conversion rate, so it is well worth your time to test CTAs – small differences in the number of clicks a CTA attracts can translate to big differences in overall lead entrances and closed sales.

> *A HubSpot test increased CTA click-through-rate by 211%, simply by changing a button's text from "Share" to "See demo"; Another test compared red and green CTA buttons and found the red variant received 21% higher click-through!*

Test various aspects of your CTAs to find easy-wins for your conversion rate, including button placement, color, text, size, and more,
Many A/B testing tools are integrated into landing page tools and software/platforms you may be using; there are also several easy-to-use standalone apps.

Our go-to tools

Optimizely: Easy to use editing features and intuitive, useful data display and goal comparison capabilities; integrates well with third-party tools,

Crazy Egg: Very user-friendly platform for creating tests to figure out what users are doing on your website; relies heavily on heatmaps,

1) https://blog.hubspot.com/marketing/call-to-action-ab-testing-ht;

2) https://blog.hubspot.com/blog/tabid/6307/bid/20566/the-button-color-a-b-test-red-beats-

[Website] Mobile optimization

Statistics show that mobile design and responsiveness is very important in web development – **50% of B2B search queries today are made on smartphones, and this percentage will grow to 70% by 2020**[1]

Mobile Website: entirely distinct from the desktop site with separate URL – website "light"

Responsive Website: automatically changes to fit the device you're viewing it on

Our go-to tools

Mobile-Friendly Test

Mobile Friendly Test:
Test how your website operates on a mobile device and how it can be optimized.

Mobile Website Speed Test

Mobile Website Speed Test:
Get a free mobile speed and experience report.

1) https://www.bluecorona.com/blog/b2b-marketing-statistics

[Website] Content

Effective, well-designed and highly visible content will set your website – and your brand – apart from the masses. It takes a user beyond the confines of a website template, where design is often the primary influencer on their opinion of your brand.

Depending on the form it takes, content can showcase:

- a history of reliability and customer satisfaction
- industry leadership
- product/service capabilities and use cases
- proven results
- your company's people, culture, and values

If you're developing new content from scratch, start by identifying your target consumer personas: What are you most high-value audiences, and what types of needs do they have? What types of content would be relevant and compelling to them and build their confidence in your business' ability to address their needs?

[Website] Content types

Videos

An increasingly popular type of content; demonstrate results or how products work, introduce your team, discuss your company's background, or interview satisfied past clients. and give prospects a more interactive and in-depth view of your work and world

Sell sheets

Produce concise, one-pagers that focus on the benefits and uses of a single product/solution (keep in mind the needs of your target audiences!)

[Website] Content types
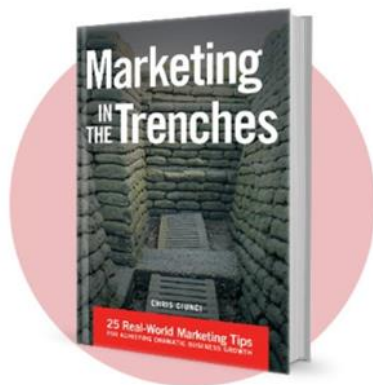
FAQs

FAQs

Besides being convenient for prospects browsing your website, including FAQs on your site demonstrate your company's experience and consideration before a prospect even engaged with a salesperson.

Testimonials

Reviews today are more important than ever; testimonials are reviews of your company's work, and key to building prospect confidence. Ask happy clients to fill out a review form and to rate you online to build your credibility.
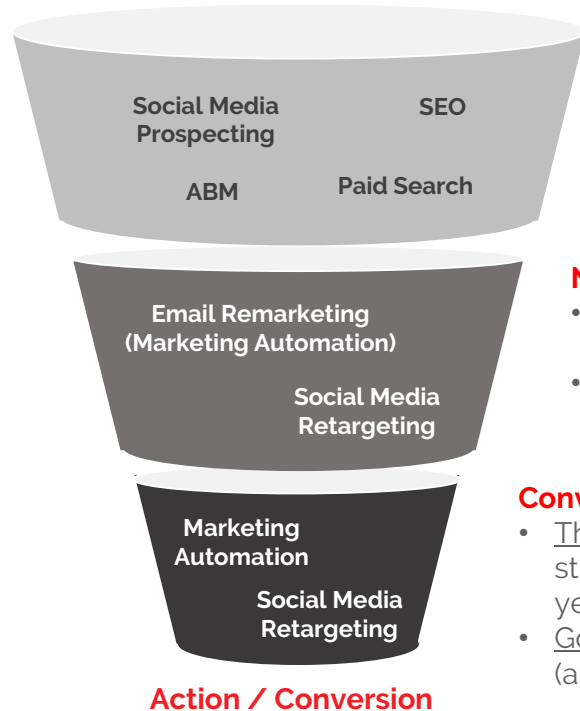
Industry leadership

Clients trust companies who are well-known to be dominant in their industry; produce and market content that demonstrates cutting-edge innovation, progress, or culture, best practices and new findings, or wide reaches of influence on other industry players or consumers otherwise to establish your company as a leader in its trade.

Tactics

The digital marketing funnel

The digital marketing funnel is a framework to help understand the different stages buyers progress through during the customer lifecycle – it informs much of our digital marketing strategy:

Social Media Prospecting   **SEO**

ABM   **Paid Search**

Email Remarketing (Marketing Automation)

Social Media Retargeting

Marketing Automation

Social Media Retargeting

Action / Conversion

Awareness
- The prospecting stage: The consumer audience has had little to no contact with your brand
- Goal: Attract initial interest and prompt prospective leads/consumers to learn more by browsing the website

Nurture
- The re-engagement stage: You are able to identify and retarget those who have visited your site or shown initial interest in your offering
- Goal: Continue educating and engaging audience with increasingly conversion-focused touch points that bring them back to the website

Convert
- The hard-sell stage: There is a clear audience of users who are have shown strong interest in/desire for your offering but may or may have not converted yet
- Goal: Entice users who have shown strong interest in your offering to convert (and convert again), including with promotions and offers

Key tactics for your marketing playbook

Utilization of each of the tactics below will modernize your marketing and allow your digital marketing strategy to accomplish a multitude of objectives throughout the digital marketing funnel, from growing your brand awareness to converting leads.

Paid Search Advertising

Account-based Marketing (ABM)

Search Engine Optimization (SEO)

Social Media Advertising

Social Media Advertising

Social media advertising is an **effective, low-cost channel primarily used for top-of-the-funnel purposes** (brand awareness for entirely new prospects) with a broad worldwide user base.

Because these platforms have extensive, sophisticated ad audience options, they are also increasingly being used for mid- and bottom-funnel purposes, nurturing users who have previously indicated interest and bringing them back to the website for additional visits and hopeful conversion.

Facebook

- Largest and most widely-used social media network worldwide with 2.23 billion+ monthly users
- One of the cheapest advertising platforms across all digital and traditional marketing methods

Instagram

- Managed through Facebook
- 1 billion+ monthly users worldwide
- Visual content platform effective for growing brand awareness and for education/converting potential leads that use the platform

LinkedIn

- Professional network with 500 M users
- Rated the most effective social platform for lead generation
- Highly accurate targeting capabilities, because users maintain professional data and experience

Facebook & Instagram

Facebook: your business profile

The first step to utilizing Facebook for your business is to create a company profile page – these are public profiles that let businesses connect with customers. **Users just have to like a page to start seeing updates from the page on their news feed.**

To get your company profile started, follow the steps Facebook has provided for businesses: https://www.facebook.com/pages/creation/

Having an incomplete or out-of-date business page looks worse than not having one at all. Many people go online to find specific information about a business; make sure your potential leads/customers are able to find what they're looking for. Make sure you maintain the following for accuracy:

About – most important part of your page; include address, contact information, hours, website URL, and more

Events - update your event schedule if you are holding events or attending tradeshows, and invite others to attend

Home page & posts – Post regularly: updates, company announcements & milestones, blogs, content, company photos, contests & giveaways, etc. Make sure to respond to any comments or messages – and be personable, and not too salesy

Facebook: your business profile

There are also many extra sections you can add to your company page – not all will make sense for your business / audience needs, but some can add great value to your business page for potential customers:

Reviews – customers can rate and review your business; these show up at the top of your page and serve as social proof for potential leads

**Services** – add a photo of your specialty, its name, pricing, description, and duration

Offers - you can post discounts and deals, which can encourage people to visit your page (run organic or paid posts post about your offers listed!)

Shop – on-page inventory where users can buy products / services directly

Info & Ads - shows all the ads you're currently running and add transparency to your brand
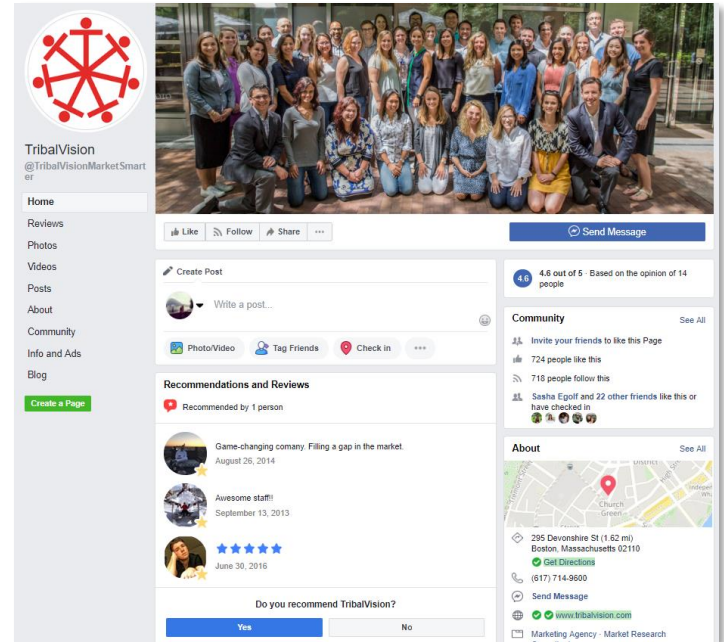
Instagram: your company account

If your company has the resources to regularly share interesting and compelling visual content (photos and/or videos) to your audience, you can also set up an Instagram account and run Instagram ads. While you are unlikely to generate many leads directly from Instagram, **it can still be used effectively by B2B companies to increase brand awareness and name recognition, and nurture leads / interested potential consumers:**

- Showcase your physical product in interesting, creative ways
- Show off your employees and company culture
- Show you care about what your audience base cares about
- Showcase user-generated content: *even if your product or service isn't visually stimulating, you can post consumer-generated posts or images that show your service or product in action, or positive results from your work*

Facebook Business Manager & Ads Manager

Facebook has several tools that help organize all that you do on Facebook, Instagram, & more – before beginning any sophisticated social media marketing, you should look into setting up these free dashboards:

Facebook Business Manager

A centralized dashboard for businesses / agencies to securely manage their company's Pages and ad accounts they work on without sharing login information or being connected to coworkers.

Use it to manage:

- Business pages
- Ad accounts
- Payment methods
- Requests

You can run Facebook posts via Business Manager, but we recommend using Ads Manger, which has more robust options

Facebook Ads Manager

An all-in-one tool for creating ads on Facebook, Instagram, Messenger, and it's Audience Network – it also allows you to manage when and where ads will run and track how well campaigns are performing.

Use it to:

- Create sophisticated ad campaigns
- Create and edit audiences
- Edit and optimize ad messaging and creative
- Analyze results and pull reports

Facebook campaign structure

From the Facebook Ads Manager, you can start creating your campaigns. Understanding the various layers of a campaign and which aspects of your campaign are determined in which layer are key to developing an intelligently-designed Facebook ad strategy:

Facebook Ads Manager			
Campaign 1		Campaign 2	
Ad Set 1a	Ad Set 2a	Ad Set 1b	Ad Set 2b
Ad A / Ad B / Ad C	Ad A / Ad B / Ad C	Ad A / Ad B / Ad C	Ad A / Ad B / Ad C
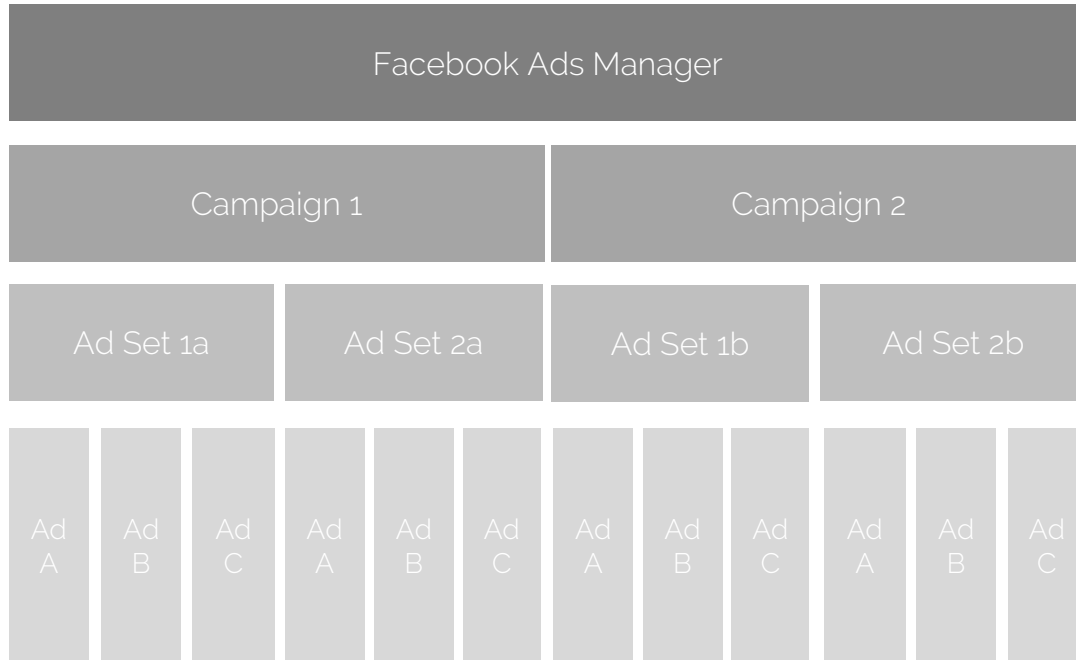
We'll talk more about the below terms in blue in the following slides!

Each **campaign** should be based on a broad theme; at the campaign level, you select an advertising objective (like driving web traffic).

At the **ad set** level, you specify targeting & delivery parameters - target audience segment, budget & schedule, and ad placements.

Create **ads** for each of your ad groups – there are various ad formats available for each type of advertising objective.
Ad messaging and creative should be tailored to speak to your audience's needs/interests, and should tie closely to your ad's landing page.

Building campaigns

We recommend structuring your Facebook strategy in two main campaign types: Prospecting and Retargeting:

Prospecting Campaigns *[Top-of-the-funnel]*

Used to introduce new viable user audiences to your brand, to drive

website traffic, and to gather more leads to add to the conversion funnel.

> *Ads are typically fairly general, but targeted to general audience groups to ensure messaging / products / creative is relevant*
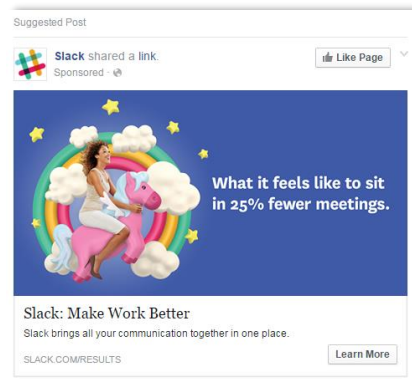
Retargeting Campaigns *[Mid-funnel]*

Used to re-engage users who have shown initial interest (indicated by interacting with your brand via advertising and/or your website), with the goal of driving them closer to conversion.

> *Ads typically speak more specifically to presumed interests / needs of the user based on any previous web activity and/or interactions with the brand*

Building campaigns – ad objective

For every campaign you create, prospecting or retargeting, you will select an advertising objective – what you want people to do when they see your ad. Each objective comes with tailored ad layout options that are best for achieving your selected goal.

Some ad objectives are clear fits for either a prospecting or retargeting campaigns. As a reminder…

Goal of *prospecting*: introduce new users to brand, ideally via site visit

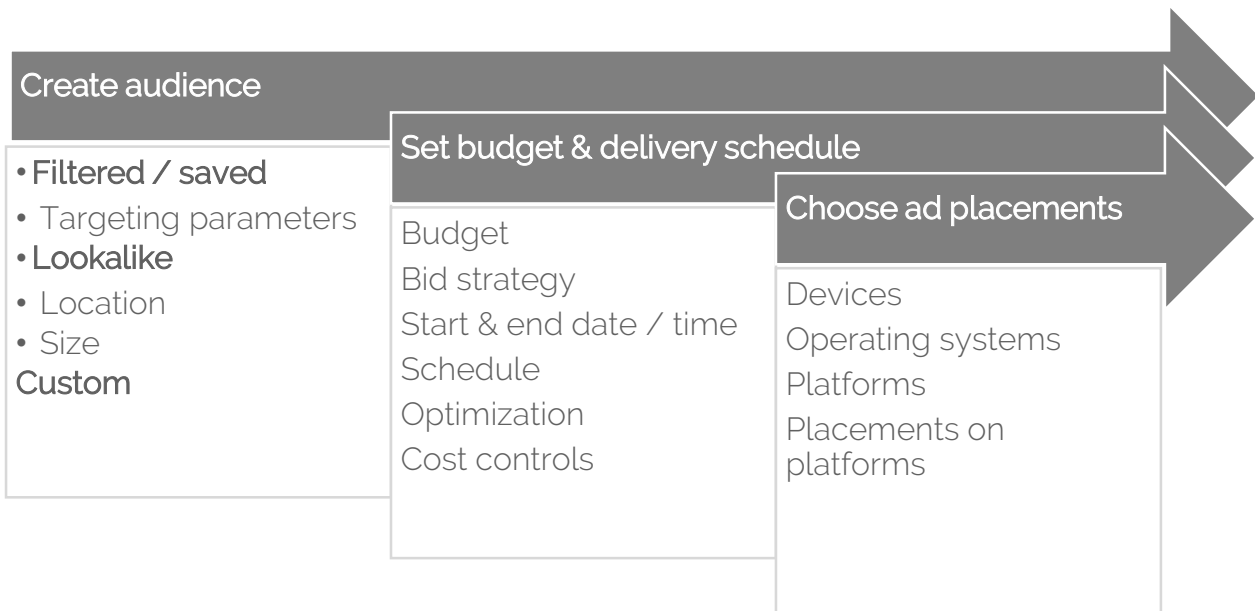Goal of *retargeting*: re-engage users & nurture with more specific, need-based content

We often prefer the "Consideration" objectives over "Awareness" objectives – since these are set up to drive website traffic, you are able to collect more retargeting and tracking information for future use

Building ad sets

At the ad set level, you set parameters that tell the ads in that ad set how to run, and to whom:

Create audience

- Filtered / saved
- Targeting parameters
- Lookalike
- Location
- Size

Custom

Set budget & delivery schedule

Budget
Bid strategy
Start & end date / time
Schedule
Optimization
Cost controls

Choose ad placements

Devices
Operating systems
Platforms
Placements on platforms

Building ad sets – audiences (prospecting)

You will choose an audience for each ad set you create; there are several audience types – **the two types below are ideal for prospecting campaigns,** as they are built by narrowing Facebook's huge base of users unaware of your brand with your specified parameters.

Filtered / Saved Audiences

Select parameters that filter down the user base to your ideal target profiles, including:

Demographics

Geographic location

Employer

Age

Job title

Interests

Occupations

Buying habits

& more

Lookalike Audiences

Create a new audience, determined by Facebook's algorithm to be similar to an existing audience, including filtered and custom audiences and Facebook pages:

Specify source, location, and size – *the larger the audience you specify, the broader and less closely tied to your base audience your lookalike will be.*

Building ad sets – audiences (retargeting)

Custom audiences are ideal for retargeting campaigns – these are audiences you can create made up of existing customers or individuals who have otherwise interacted with your brand.

Custom Audiences

Website traffic
Will include anyone who has visited the website in the previous XX (up to 180) days that has…
- Visited your website at all
- Visited a specific page or set of pages
- Was in the top 25%, 10% or 5% of users who stayed on your site (or specific pages) longest

Customer file upload
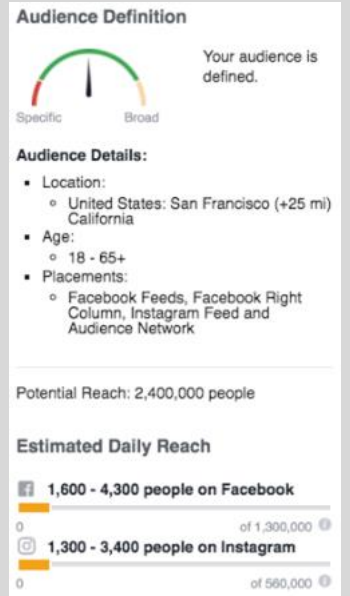Creates an audience made up of any matches between your email lists and Facebook users
- Email lists, prospect lists, etc.

Engagement with your ads to target users who have
- Watched your videos, interacted with your Facebook page, filled out a lead form, etc.

Tip: Use Facebook's calculation of daily reach for your specified audience, placements, and budget budget to get an idea of how many clicks / results you can expect – simply multiple your daily reach estimate by an estimate of the click-through-rate you believe your ads will receive.

Audience Definition

Your audience is defined.

Specific — Broad

Audience Details:
- Location:
  - United States: San Francisco (+25 mi) California
- Age:
  - 18 - 65+
- Placements:
  - Facebook Feeds, Facebook Right Column, Instagram Feed and Audience Network

Potential Reach: 2,400,000 people

Estimated Daily Reach

1,600 - 4,300 people on Facebook
0   of 1,300,000

1,300 - 3,400 people on Instagram
0   of 560,000

Building ad sets – budget & bidding

Your budget allows you **control your overall spend** for an ad set; bid strategies help you **control the cost of a single result (like a click or ad engagement).**

While **budget** is typically set at the ad set level, Facebook also offers the option to set it at the campaign level. Whichever level you choose, there are two types of budgets:

Daily budget

The daily average amount you're willing to spend on an ad set / campaign

Lifetime budget

The amount you're willing to spend over the entire run-time of your ad set / campaign

Bidding allows you to control costs on the ad level; you can bid to optimize your ads to:

Achieve the lowest possible cost per select optimization event (purchase, click, engagement, etc.)

Acquire the highest value purchases possible

Not exceed a minimum return-on-ad-spend (ROAS)

Building ad sets – delivery

Facebook has **extensive delivery options that dictate which ads are shown and at what frequency, where ads are displayed, and when they are shown.**

For every opportunity to show someone an ad, an auction determines which ad is shown – the winner is the ad that offers the highest total value to users:

→ *Total value = bid + estimated action rates + ad quality and relevance*

Over time, Facebook optimizes spend on ads based on how well each is performing:

- At the beginning of a new campaign, Facebook spends equally on each ad
- As time goes on and Facebook processes each ad's performance during the "Learning Phase," it begins to prefer / spend more on the highest-performing ads

The Facebook algorithm will also, over time, double down on aspects of delivery that are working well – it will pick up when and where ads perform best and show them more frequently at those times and in those placements.

Building ad sets - ad placements

Ads can be displayed in a variety of places within Facebook and across other apps and services – Instagram, the Audience Network (publish Facebook partners with), and Facebook messenger.
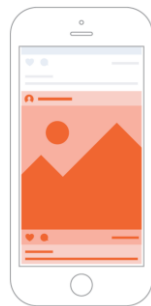
Facebook

Feeds

Instant articles

In-stream video

Right-rail column

Marketplace

Stories

Messenger

Inbox

Sponsored Messages

Instagram

Feeds

Stories

Audience Network

Banner, interstitial, & native ads

Rewarded video

In-stream video

Choose specific placements of those available for each ad format, or you let Facebook optimize your ad across them all; **our recommendation: start with all ad placements – after a couple of weeks, analyze results, filtered by placement, to weed out those with the lowest performance.**

Building ads

Your ads are what users will actually see. At the ad set level, you design the ad creative, including format, image(s) and/or video(s), text, and a call-to-action.

For best engagement results, ensure your ads will be eye-catching, compelling, relatable, and highly relevant to the audience specified in the ad group. Don't be afraid to have fun with your ads – try different brand 'voices' and tones, creative approaches, etc.
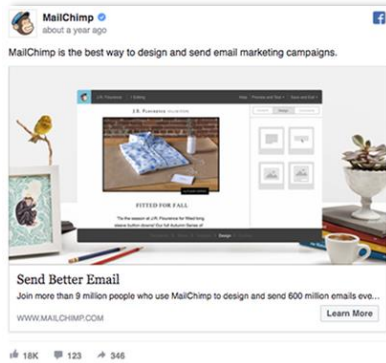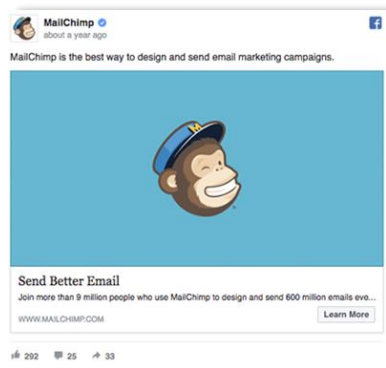
Don't forget: A/B test!

Develop a test schedule, in which you change one variable in a set of otherwise identical ads. Test results can provide insights that will help you create ads tailored to your audience's preferences specifically – they'll likely vary across audiences, and you'll be able to fine tune your approach by target consumer group and apply learnings to other marketing channels too!

Building ads – ad format

There are nearly a dozen ad formats across all of Facebook's ad objective categories – usually, there are 3-4 of the options below available for a single objective type. **Pick formats based on what fits best with the content you're advertising – we suggest testing formats against each other too, to find your audiences' ad format preferences.**

Video

Image

Carousel

Slideshow

Offers

Page Likes

Collection

Instant Experience

Lead Generation

Post Engagement

Event Responses

See extensive detail on each ad format here

Building ads – content tips

Social media ads have the **challenging job of attracting the attention of someone who is passively scrolling through their feed** – users aren't searching for information on your business, so **ads must be eye-catching and highly relevant to the user (like a digital billboard!)**

To ensure ads are relevant to the users they're delivered to, be very thoughtful in your ad group audience segmentation strategy, and think through what specific, targeted and creative message would most resonate with each audience segment.

Facebook also suggests the following tips in building effective ads[1]:

Start with a goal. Choose an objective for your ads, then tailor the style and format around what you hope to achieve – ex. you can increase awareness of your brand by telling the story about the people behind your products in ads

Less (text) is more. Too much text is distracting and can lead to your ad being shown to fewer people – because images with less than 20% text perform better, Facebook might not show ads with high-text images. Images that are uncluttered by text have greater impact

Show people benefiting / enjoying your service or product. To create attention-grabbing ads that feel like a familiar part of someone's social fabric, show images of people benefiting from your product, instead of just the product itself

1) https://www.facebook.com/business/help/388369961318508

Building ads – creative tips

Developing creative that looks professional, strikes the right tone and message, and fits all Facebook's technical specifications can be more of a pain than you would expect – here are some tips and tricks to help you navigate creative development:

Know what you need. Every ad format has a different set of text and image requirements – you can find a great cheat sheet laying them out by WordStream here

Play around (and preview!). Be sure to play around with different images and formats before you commit to a particular ad, and always preview how your ad will look "in the wild" before you run it

Quality matters. Use high resolution images – pay attention to the size and quality of the media files you're working with

If you don't want to pay for a graphic designer to create attractive, professional-quality, on-brand ads, there are several user-friendly graphic design platforms available for beginner designers.

Our go-to tools

Canva

Canva: User-friendly, drag-and-drop graphic design tool for infographics, flyers, ad graphics, and more; has video tutorials as part of it's Design School

GIMP

GIMP: Essentially, a free photoshop with an excellent online support community; you can export imagery perfect for your website, social media, & physical assets

Building ads – landing pages

An ad's job is to attract a click; after a click, the real challenge begins – **the landing page needs to provide a seamless experience that will keep the user on your site and encourage further browsing.**

Keep in mind the following to ensure a positive post-click user experience:

- **Landing pages should tie very closely with your ad creative & content** – they should have similar keywords, matching branding, tone, etc.
- **If your ad promotes a specific product or service, the landing page the ad leads to should feature that same product or service** – if users are directed from an ad with a specific item of interest to a general page where they then have to do the work to search for the item of interest, they may decide it's not worth it and bounce from your site completely

This may mean creating many landing pages – you can create them with a platform like Unbounce, where you are able to make independent landing pages that aren't integrated in the navigation of your main website – you can then include content and messaging that is very specific to the target audience, knowing they are the only users who will access it.
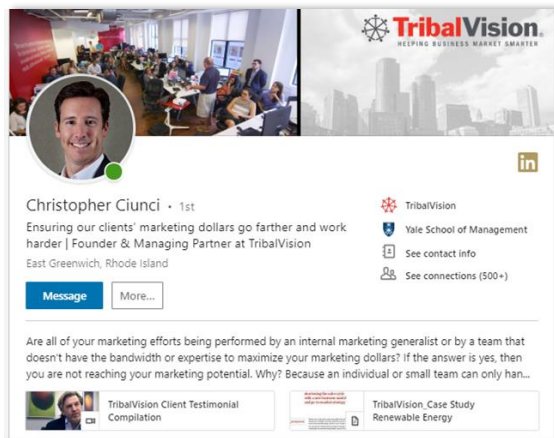
LinkedIn: your company profile

No matter how you're leveraging LinkedIn, you should **always ensure your company profile and all company employee profiles (especially for the sales team) are complete and up-to-date.**
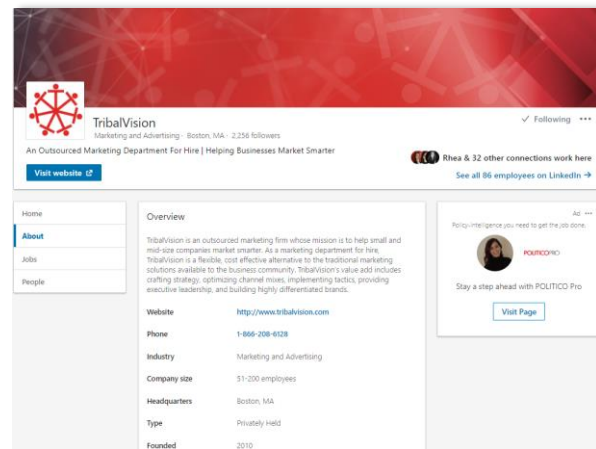
> When it comes to your profile, the little things count -- *LinkedIn profiles with photos get 21x more views and 36x more messages* [1]

Anyone on LinkedIn can view your company profile, and you want to be sure that, if you have a target consumer audience, your company is positioned accordingly in your profile.

You should **also curate content to appeal to your leads and prospects**, and share this content (organically or with the support of some marketing dollars) to build your company's credibility and build your brand name recognition.

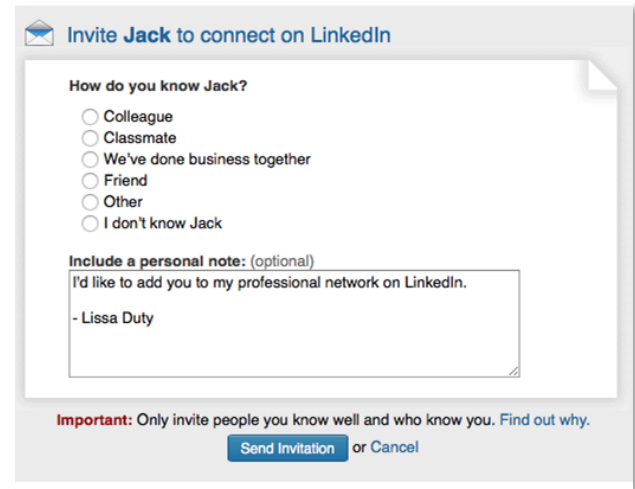1) https://foundationinc.co/lab/b2b-marketing-linkedin-stats/

Free account capabilities

With a standard free account, **you have capabilities at hand to find and nurture new leads** – you can:

- Build a company profile
- Post content (for free)
- Search for second degree connections and send requests to connect
- View profiles of first and second degree connections
- Send messages to connections (first degree)

*Standard accounts allow you to send messages to your connections at no cost. Therefore, **you should build your connection base by sending out a high volume of connection requests** to leads identified through your prospecting efforts .*

These first degree connections are the initial cold leads in any lead generation effort – they will be nurtured by content you post, which will appear in their newsfeed, and you can reach out directly for free with no restrictions.

Premium accounts & capabilities

There are **five types of paid premium accounts, two of which are ideal for B2B companies doing cold outreach** to potential prospects. Both include a free one-month trial, along with varying levels of enhanced access to lead research tools, direct inbox messaging (called InMail), profile viewing, etc.

Premium Business:

Best for those who are not cold prospecting, but using existing connections to get introductions to new prospects

Enhanced ability to see who has viewed your profile and what search terms they used

Send 15 InMail per month to potential prospects you're not connected to

$47.99/month

Sales Navigator:

Best for those using LinkedIn for aggressive cold prospecting

Use of premium search filters (ex. "engineers in Phoenix over 50")

Make private lead lists, see job activity, add notes & tags

Ability to sync with Salesforce

Send 20 cold InMail per month

$64.99/month

Recruiter Lite:

for companies looking to hire – includes expanded access to search and InMail, and talent pipeline management

LinkedIn Learning:

allows access to training videos on sales, accounting, and leadership

Premium Career:

for job seeker – includes enhanced features and benefits related to researching and applying for jobs

LinkedIn Campaign Manager

LinkedIn's version of the Facebook Ads Manager – Campaign Manager – is the tool LinkedIn offers to create and manage ad accounts and campaigns.

As such, it has similar functions (though is less robust and more streamlined than Facebook's Ads Manager):

- Ad content development
    - *LinkedIn has four unique ad formats – they are reviewed in the following slides*
- Prospecting and retargeting audience creation
- Campaign management
- A/B testing options
- Performance analysis and reporting
- Billing and payments

Ad types: Sponsored InMail

InMail: paid, personalized messages to other users' inboxes en masse, informed by specified targeting parameters.

- Sponsored InMail appear at the top of user's inbox when they are active to improve the likelihood of real-time engagement
- LinkedIn offers "100% deliverability" for InMail, which staggers delivery to ensure they send when the user is on the platform
- Because of the tailored targeting options, this is the most expensive LinkedIn option – it's best to use this option for audiences with the highest revenue potential
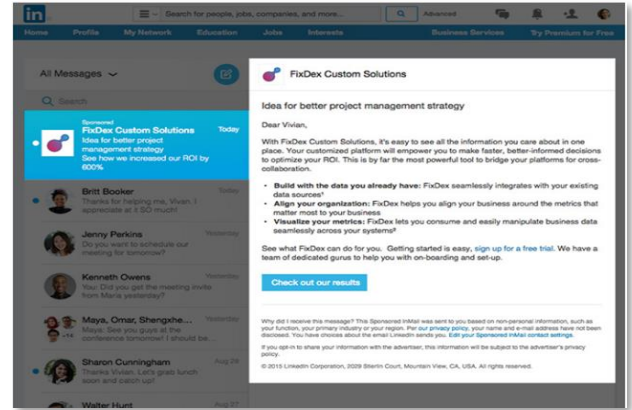
Sponsored InMail tips & tricks

InMail are limited to 2,000 characters, but be concise – reference your contact's profile and their specific interests, as well as why your InMail is relevant

Include a CTA button – LinkedIn's responsive design will ensure it's visible on any device

Use LinkedIn's built-in A/B testing functionality to run multiple variations of your message and optimize

Ad types: Sponsored Updates

Sponsored Updates: promote targeted content to specific audiences directly in their LinkedIn newsfeed.

- Essentially amplified versions of content you would normally share through updates on your company profile
- Include a CTA & link to all ads so users can visit your website
- Ideal for: generating more engagement with prospects and your connection-base, boosting follower total, and increasing qualified traffic to posts or pages
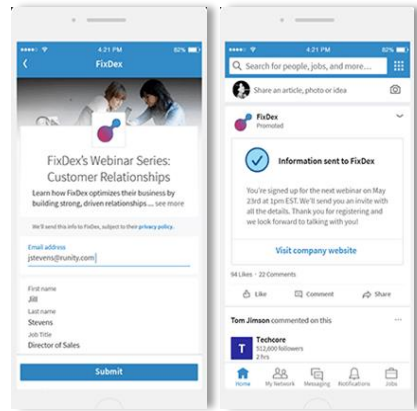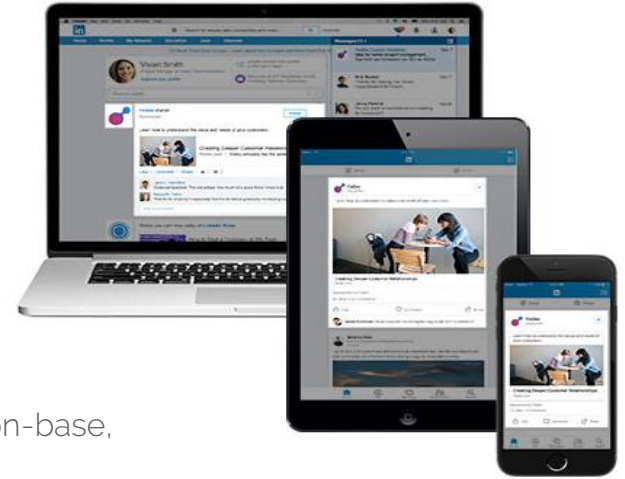
You can use Sponsored Content to generate leads with pre-filled lead generation forms (works for Sponsored InMail too!)

When a member clicks the CTA button on your ad, they'll see a form that's pre-filled with accurate professional information from their profile; with a single click on the form members can instantly send you their info, creating leads for your business.

Ad types: Text Ads & Dynamic Ads

Dynamic Ads: automatically personalized ads that engage our audience and drive traffic to your website.

- Appear on the right rail of a user's newsfeed
- Versatile options available via multiple ad formats:

To drive conversions, you can use spotlight ads to showcase your product, service, or to drive traffic to your website

To generate leads, use content ads to feature your piece of content to instantly capture leads when it's downloaded
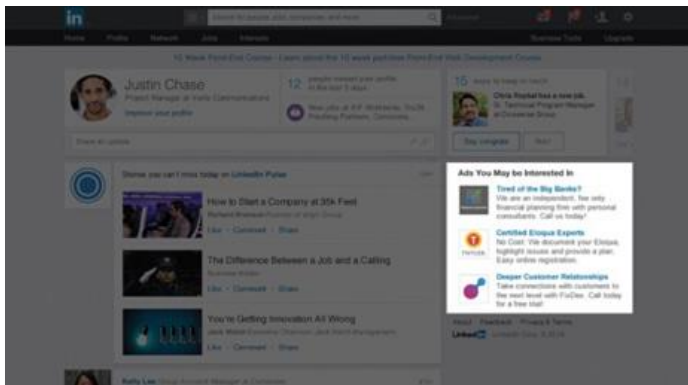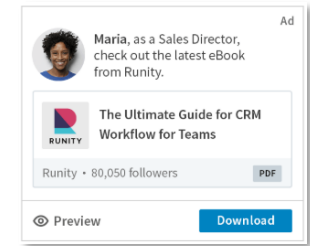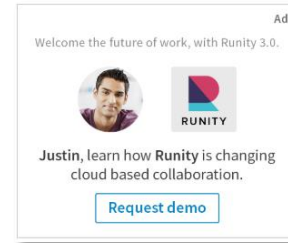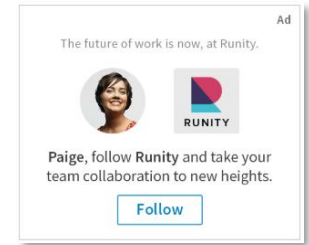
Text Ads: easy-to-create targeted desktop traffic ads – LinkedIn's pay-per-click platform.

- Displayed on the side rail or inline

- Pay based on clicks or impressions

- Useful for attracting job candidates, targeting highly specific

  B2B audiences, and driving traffic to your website or specific

  landing pages

Audience targeting options

Similar to the Facebook audience builder, on LinkedIn advertising portal, you can **determine your prospect profile by identifying key prospect attributes, including (but not limited to):**

 Title or Seniority

 Industry

 Company Revenue

 Company Size

 Geography

 Field of Study

You can also retarget on LinkedIn *(similar to Facebook):*

- **Re-engage your website visitors** with Website Retargeting, for which you'll need to install the LinkedIn pixel on your website
- **Upload or integrate email lists** with Contact Targeting
- **Run account-based marketing** with Account Targeting

Search engine optimization (SEO)

SEO **improves the ability of your web pages and content to be discoverable by users searching for terms relevant to your site**. SEO efforts help your site maintain high visibility in searches without requiring ad spend.

The term SEO also describes the process of making web pages easier for search engine indexing software, known as "crawlers," to find, scan, and index your site.

> *Note that SEO is an ongoing effort and requires extensive maintenance, as well as a ramp-up period to generate credibility in the eyes of Google.*

Google's ranking algorithm

Google's algorithm determines which pages are displayed highest when a user searches a specific set of keywords.

Therefore, **your site should be tailored to the (very complex) algorithm Google operates by** – it prefers website pages that:

- Contain high-quality, relevant information to the search query, based keywords and text on the page, as well as the links to and from the page
- Load quickly and are mobile-friendly
- Have unique content
- Are engaged with positively by users – low bounce rates, high time on page, click-throughs to other pages, etc.

*Check out your competition's SEO to inform opportunities to acquire users who are searching for services by specific keywords and to understand where you might be losing potential customers to competitors with stronger SEO – **use the tools included on slide 59** (SpyFu and SEMrush).*

Our go-to tool

Sitechecker

SiteChecker: Receive a complete audit of your site's search engine optimization, as well as a numerical score; covers meta data, content, imagery, internal / external linking and more. Optimization suggestions are also provided

Keyword optimization

To gear your website to rank highly for relevant searches, you need to **select specific keywords to optimize for based on your target audiences' needs and interests**; consider the following as well:

Search volume: The more people searching for a keyword, the bigger the audience you stand to reach. If no one is searching for a keyword, very few people will find your content through search

Relevance: A term may be frequently searched for, but that does not necessarily mean that it is relevant to your prospects. The connection between site content and the search query is a crucial ranking signal

Competition: Keywords with higher search volume can drive significant amounts of traffic, but competition for premium positioning in the search engine results pages can be intense

Note that recent trends indicate that most users aren't searching for simple terms - they're searching for something very specific, and 50% of search queries are four words or longer [1]

Our go-to tools

Google Keyword Planner:

A keyword research tool for paid ads and SEO; provides keyword volume and cost data segmented by target market and potentially useful related keywords to help you identify the balance between broad and specific keywords

1) https://www.impactbnd.com/blog/seo-statistics

On-page SEO

Implementing your focus keyword list consists of **incorporating a unique core term into each page that you want to rank on Google**; focus keywords must be incorporated across a few critical elements of a page to begin improving organic search traffic:

1 Title Tags

2 Meta Descriptions

3 Body Content

Title tag & meta description optimization

1 Title Tags

The most impactful place you can put your keyword!

The title tag is what you can see in the tab at the very top of your browser and often the main line of text shown in the Google search result (example on the previous slide) – it's populated by your page's source code in a meta tag.

Recommended length: 55-60 characters

Work in your core keyword in a natural and compelling way – it will also need to be interesting and relevant enough to attract clicks once it is displayed as a result on Google.

2 Meta Descriptions

Essentially "ad copy" for organic search results

Meta description text will not be seen on your page, but it will likely be shown when your page displays as a result on Google. Compelling meta descriptions can make a huge difference in click-throughs and overall traffic brought to your site.

Recommended length: 150-160 characters – Google truncates snippets that are longer

Include your focus keywords and complementary terms in a seamless way, and ensure your description is thorough, but concise, and compelling, with benefits highlighted and a call-to-action.

Body content optimization

3 Body Content

The most important aspect of body (web page) content is quality.

Google's algorithm will know if you have a pages full of duplicated content or thin content, in part because user engagement and experience is an increasingly heavily weighted factor in grading body content. This includes:

- Load time / site speed
- Ad volume (don't have tons above the content that would turn page visitors away from your site)
- Mobile friendliness

In recent years, the average first-page result on Google contains 1,890 words, indicating that high-quality longer content ranks better – provide tons of value and detail to your site visitors!

Use our top recommended tools at right for an overall analysis of your on-page SEO (and more related to SEO).

Our go-to tools

yoast

Yoast: Plug-in that analyzes and suggests improvements to a web page's SEO (title tags, meta descriptions, focus keywords, search engine previews, URL / linking suggestions, and redirects)

MOZ

Moz Toolbar: Chrome extension for on-page SEO and site analysis – can also analyze other websites, allowing you to see what competitors are and aren't doing

1) https://www.impactbnd.com/blog/seo-statistics

SEO optimizations for images, URL, and more

Alt Attributes

Include a description of each image to further help Google understand what your page is about – where relevant, include focus keywords, which can support your on-page SEO and help drive site traffic through image results; be sure to write natural descriptions – don't cram in keywords unnaturally.
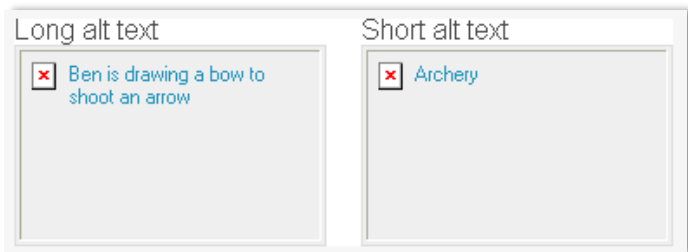
URL Structure

Having a short, descriptive URL is beneficial from a data/tracking standpoint as well as for sharing – include keywords in URLs while maintaining a concise URL.
If you make changes to URL structure, make sure to use the proper (301 permanent) type of redirect.

Schema & Mark-up

This does not help your ranking, but it can improve the rate of clicks you receive when your pages do show up in search results.

Schema mark-up essentially provides "ad extensions" to your SEO results, and can give you a leg-up on competition. There are many types, so at least one form of mark-up will probably benefit you.

Paid search advertising

Paid search allows companies to bid for ad space on Google search results pages. It is a particularly effective element of a digital marketing strategy because **it plays a role at the top of the conversion funnel (awareness for users searching Google) and it facilitates repeat site visits and conversions by users searching for your website.**

Used correctly, **paid search will put relevant ads in front of potential consumers during their time of acute need** – your ad is presented as an answer to their search engine "question," increasing the likelihood that they will engage and convert.

Paid search platforms have developed robust options to increase the value of your ads – besides the standard ad text, they can:
- *have additional links to various pages of your site*
- *call out important details outside of the ad text*
- *provide segmented calls-to-action*
- *include your site rating, location, & other helpful information*

Competitor analysis

If you don't currently leverage paid search, **don't just dive in without doing research**. It's not for every product or service, and depends on the search volume of keywords relevant to you, competitive environment, and more.

You can **get an idea of whether it's a good idea to try paid search or not by finding out whether your competitors are using it** – if many are, it's likely that it's helping drive business for them (and could potentially for you too).

Inform your own approach by seeing what works for others in your industry – use tools to identify competitors':
- *Top sources of website traffic – organic, unpaid traffic through specific search engines, paid advertising on search engines, or other ways*
- *Best performing keywords – those that bring in the most clicks to the website*
- *Highest traffic-driving device types, ad formats, etc.*

Our go-to tools

SpyFu: A competitive intelligence suite for online PPC and SEO marketing

SEMrush: Analyze and export reports on competitors' paid and organic search engine marketing efforts, top keywords, ad formats, backlinks, traffic trends, and more

Paid search campaign structure

AdWords is the **advertising management platform for Google paid searc**h (pay-per-click search engine ads). All AdWords accounts have the same basic structure:

AdWords Accounts

Campaign 1	Campaign 2

Ad Group 1a	Ad Group 2a	Ad Group 1b	Ad Group 2b

Keyword Keyword Keyword Keyword	Ad A Ad B	Keyword Keyword Keyword Keyword	Ad A Ad B	Keyword Keyword Keyword Keyword	Ad A Ad B	Keyword Keyword Keyword Keyword	Ad A Ad B

Google AdWords

Each **campaign** should be based on a broad theme that will then incorporate more nuances of said theme within the campaign.

Create **ad groups** by categorizing keywords into more granular themes – tight keyword clusters allow for very targeted, relevant ad copy.

Create 2-3 **ads** per ad group – test different variations of your copy to see what resonates best with your audience.

Ad copy should tie very tightly to the **keyword** cluster in the same ad group.

Building a campaign - keywords

If you're giving paid search a try for the first time, or it's just time to revitalize your paid search effort, get started following the steps below. While ongoing management and optimizations are a key to paid search success, before that begins, **you have to build a strong foundation in the structure of your campaigns.**

1 Gather keywords

2 Run AdWords report

Develop a list of keywords relevant to your business – think like a customer: what types of search terms would your target and high-revenue-driving audiences use? Include both general and specific keywords to start.

Use the Google Keyword Planner (see slide 51) to run a report that displays keyword competition, search volume (global and local) and cost per click.

Like SEO, select keywords that strike the right balance between volume, relevance, & competition.

Search volume: High volume is ideal – it means more people are searching for your keyword

Relevance: Make sure you're selecting terms that will acquire the right audience

Competition: Low competition is best, because it means lower cost per click!

Building a campaign – ad groups

Having thoughtfully set up ad groups (ex. by service, consumer audience, product) is fundamental to running an efficient paid search campaign – it will improve quality scores*, click through rates, and facilitates more granular campaign management.

*Quality score is a variable used by search engines that influences your ad rank and cost per click.

Relevance of each keyword to its ad group

Historical account performance

Landing page quality & relevance

Your click-through rate

Ad text relevance

Google Quality Score
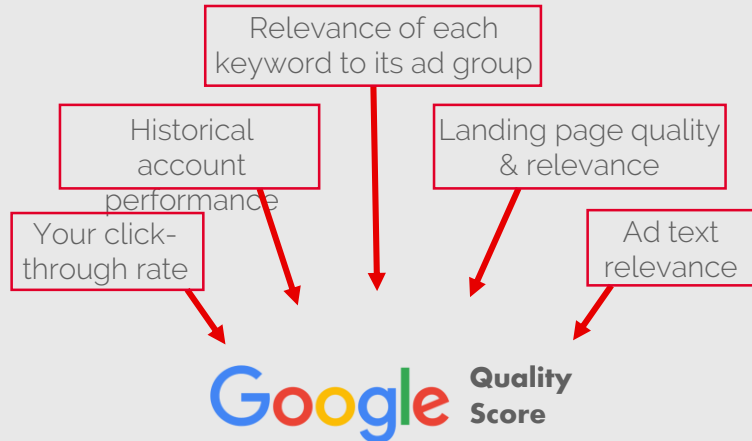
3 Segment ad groups

4 Calculate cost estimates

Segment keyword results into various ad groups or "buckets related keywords and ads" to assemble relevant terms under an appropriate heading. Each bucket will have unique ad copy.

Calculate the average cost per click for all keywords (the price it will cost if a person clicks on the ad); the average cost per click is then used to estimate a monthly PPC budget.

Building a campaign – ads & extensions

Well-crafted ad copy is **key to attracting clicks once your ads are displayed in front of users searching relevant terms**; you should supplement and strengthen ads with additional information in the form of ad extensions.

5 Write ad copy

Create ads that are specific, relevant, and attractive. The content should tie directly to the keywords in the ad group (include at least one!) and should empower users to take the next step with a CTA.

6 Add extensions

Add ad extensions to pack even more useful information into your ad; some types are especially useful for mobile – the call extension allows a user to tap the number in your ad and call you directly.

Like Facebook, don't forget to link to a landing page that is unique and relevant to each ad group – key for quality score and user experience (see slide 41 for landing page tips & tools).

A sampling of extension types

(there are 10 in total!)

Call-out: *extra text – advertise deals, promos, etc.*

Call: *add your business phone number or call button*

Location: *direct people to physical locations*

Sitelink: *direct users to site pages (ex. 'order now,')*

Account-based marketing

Account Based Marketing (ABM) is a strategy in which sales and marketing teams work together to target best-fit accounts and turn them into customers. This five step approach allows the sales team to identify accounts with the highest revenue potential for your business, and enables your marketing team to develop a tailored campaign to contacts at these accounts.

5 Steps to Account-Based Marketing

1	2	3	4	5
Identify Accounts	Profile Accounts	Create Content	Launch Campaigns	Measure & Analyse

Step 1: Identify accounts

Identify target accounts that would make suitable clients, and define what their core challenges are that make your offering a good solution for their needs.

1 Identify target accounts

Start with key companies you want to do business with, then build from there using the tactical approach on the right: →

2 Identify <u>decision makers</u> and <u>influencers</u>

Who are the decisions makers at your selected accounts? Who influences the decision making process?

Keep in mind:
Set a minimum number of contacts per account (5-6 recommended – must have both influencers and decision makers)
   &
In order to properly execute, we recommend a minimum list size of 3,500+

High yield
Pick accounts that will result in the highest revenue

_____ OR

Product fit
Pick accounts that fit your product or service the best

_____ OR

Competitors' customers
Pick your competitor's accounts as your main targets

_____ OR

Strategic importance
Pick accounts based on a previously defined strategy/asset (i.e., you have assets that address concerns that resonate with this x type of target)

Step 1: Identify accounts

Next, build out your leads list with contacts and contact information (email address):

3 ## Develop criteria to use to build lead lists

Flesh out specifics, like company size, location, industry, target job titles, and more.

4 ## Create lists

You can:

- Build out your lists manually - physically find target company website and find contact information within, use LinkedIn search, and utilize email-finding resources *(see recommended tools at right)*

- Purchase a list through a vendor – provide your desired audience parameters and a provider

- Do a combination of both

Step 2 - Profile accounts

The goal of profiling accounts is ultimately to **determine an accurate compelling value proposition you can offer each account**. To get to the value proposition, we recommend researching the role of the target and examining the target's perspective as well.

> *Essentially, **build a mini buyer persona for the decision makers and influencers at each target account** to get to your value props.*

Target Account #1	Buyer Personas & Value Proposition		
	Who are they?	*Their perspective*	*Your value proposition*
Verticals ○ Vertical 1 ○ Vertical 2 **Business Channels** ○ OEMs ○ Dealers and Distributors **Purchasing Characteristics** ○ Frustrated with larger companies ○ Looking for high-tech options	**Decision Makers** Describe the contact's title and role	Provide an in-depth description of the company. Try to predict what is most important to them when working with a partner	Draft an elevator pitch for each decision maker based on the unique value we can add to their company
	Influencers Research contacts that influence the decision making process	Try to predict their main pain points within the organization. The more unique these might be to the company, the more impactful your value proposition	Draft a value proposition that addresses their unique pain points

Step 3 - Create content

ABM content is everything that goes into the emails you are sending to your targets. **Content should do more than educate customers about the brand – it must provide value** to your target as well.

Keep in mind:

Different types of target accounts necessitate different content focuses. You should ensure that content speaks directly to your target – the more directly applicable and relatable your message and content is, the greater engagement you will see..

Considerations for each account approach:

High yield

What are trends and commonalities across high-yield targets? What issues might they have that you can address with the content you create?

Product fit

How can you best showcase how your offering is a perfect fit for your target's needs?

Competitors' customers

What can you offer over the competition? Examples: case studies, white papers, pricing guides, etc.

Strategic importance

What is your strategic advantage? What content can you create to communicate it?

Step 3 - Create content

Content should be created with the digital marketing funnel in mind – identify which content makes sense to serve to prospects in different stages of the funnel, based on how many emails they have received (aka how familiar they are likely to be with your brand).

First ABM touch point

- Light introduction to brand & basic company info
- Why you are reaching out
- High-level overview of your value proposition to that target
- Useful piece of content – gated with required form fill

Several touch points into workflow

- More detailed value proposition crafted specifically for the target
- Key differentiators between you and the competition
- Another piece of compelling gated content
- Push a call-to-action (ex. "do you have time to chat?")

- Hard sell
- Social proof (testimonial, reference positive reviews / ratings), etc. tailored specifically for the target
- Hard call-to-action and request to be directed to someone else at the company, if the recipient is not the appropriate contact

Step 3 - Create content

Some additional tips to keep in mind as you create your ABM emails:

Subject:
[[company]] Introduction to TribalVision

Body:

Hi {{first_name}},

Are you looking to increase your marketing efforts?

My company, TribalVision, is responsible for supporting marketing executives such as yourself throughout the Northeast.

Your TribalVision team can take on any additional marketing initiatives that you don't have the current manpower for.

Are you available next week for a 15-minute call? If you are not the right person to speak with, could you please point me to the appropriate contact?

Chris

P.S If you don't want to hear from me anymore, please just reply with "stop"

✔ Emails should be:
- Short and sweet – efficient & conversational
- Personalized
- Specific about what you do and who you need to speak to

✘ They should not:
- Try to sell anything

✔ If there's no response after email #1, all following messages should ask to be referred to the correct point-of-contact (in case the recipient is not)

✔ Ensure that there is a way you can track engagement – we recommend including gates on content (require a user's email in order to view content) that forward information to sales teams for follow-up

✔ Give targets an easy way to take action – *see the recommend meeting scheduling tool at right*

Our go-to tools

C calendly

Calendly: An appointment setting app to easily solidify your meetings with prospects

- Integrates with your calendar
- Allows prospects to self-select meeting times based on when your calendar says you're free
- Additional features include email/text reminders, buffer times, time zone detection, and company branding

Step 4 – Launch campaigns

To launch campaigns, you'll need to set up workflows and logic in a marketing automation platform (recommendations on the next slide).
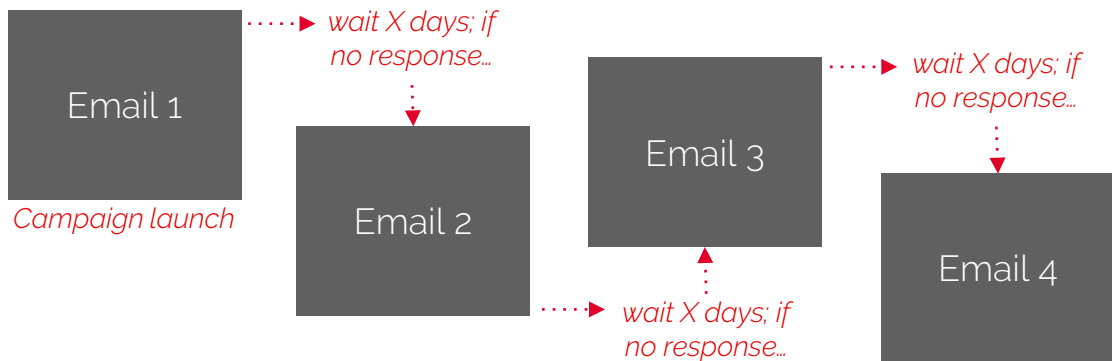
When you have a variety of leads in different parts of the sales cycle, you'll likely want to set up a CRM to keep everything organized – some automation platforms include a CRM, but there are also separate options that seamlessly integrate with your email account.

Email 1

Campaign launch

wait X days; if no response…

Email 2

wait X days; if no response…

Email 3

wait X days; if no response…

Email 4

If a prospect responds to an email:
- *Ensure they are removed from the campaign workflow*
- *Validate the lead*
- *Pass off to a member of the sales team for further conversation*

Our go-to tools

Streak
CRM for Gmail

[Streak](): Ideal free CRM option to help you manage your prospects in the sales process (if your marketing automation platform doesn't have CRM capabilities)

- Integrates with Google Suite: Gmail, Calendar, Drive, Sheets and Chat
- Dynamic – allows you to move leads through the sales cycle and set next steps

Recommended automation platforms

There are many email marketing services that we regularly use and recommend. They vary in their strengths and capabilities, as well as pricing, but with all the options available, you will be able to find a platform that fits well with your campaign scale and your goals.

Our go-to tools

SalesFlow: an outsourced email marketing service who builds lists, prospects, cold calls, and emails ideal clientele

PersistIQ: a simple marketing automation platform that allows you to send multi-touch point emails to lists of contacts

Marketo: an established marketing automation platform that can track leads, fire drip campaigns, and help prospect sales

ActiveCampaign: our go-to marketing automation platform, effective and affordable for small to mid-sized businesses

Apollo: an advanced and powerful email outreach platform for high-volume campaigns

MailChimp: a cheap automation solution that focuses on delivering drips; good for small, simple campaigns

Step 4 – Launch campaigns

You can create a sophisticated, multi-channel marketing machine using your ABM lists and utilizing the retargeting options available via marketing automation and on social media platforms.

1st ABM touch point

Social media advertising (ads delivered to uploaded lists)

ABM Leads

ABM #1 landing page (gated content piece in first email)

2nd ABM touch point

ABM Leads

ABM #2 landing page

Retargeted Leads

Remarketing / retargeting audience – stage 1

Social media retargeting (ads to website traffic audience)

Email remarketing (sent to emails captured in gated form)

3rd ABM touch point*

ABM Leads

ABM #3 landing page

Retargeted Leads

Remarketing / retargeting audience – stage 2

Social media retargeting (ads to website traffic audience)

Email remarketing (sent to emails captured in gated form)

Conversion = Connect prospect with sales

*3 touch points shown for simplicity of visual – real ABM campaign will likely have more touch points

Step 4 – Launch campaigns

The below channels and tactics can **support your targeted ABM email outreach to further promote brand awareness and nurture your target accounts** and leads down the digital marketing funnel:

Email remarketing: *send emails to leads gained through website interaction*

Highly effective tactic for nurturing leads, by utilizing user behavior triggers to provide relevant, valuable content to prospects and leads in a strategic, timely manner. Remarketing continues to educate leads on your offering and drive them back to the website (and further down the conversion funnel).

Support lead retargeting by setting up nurturing workflows that deliver email to users that have entered their email into a form on your website, i.e. the gated content form your leads would have received in ABM outreach emails; once a user is in your automation system, continue to target them with compelling and valuable content.

### LinkedIn & Facebook: *target uploaded lists & retarget website visitors*

Support initial outreach efforts by uploading ABM contact lists as audiences and targeting the matched audience generated with ads (or InMail on LinkedIn) that reinforce your messages and drive users to your website and gated content for lead capture.

Continue to nurture users that express interest in your company by visiting your ABM landing pages by setting up audiences that are built based on traffic to those pages on your website– target them with conversion-focused content.

Step 5 – Measure and analyze

Measuring your results is key to being able to improve your **marketing results and understand your audiences' preferences.**

Measuring and analyzing is the critical last (and ongoing) step for every marketing channel and tactic we've discussed. More on reporting in the following slides.

Optimize

Test

Analyze
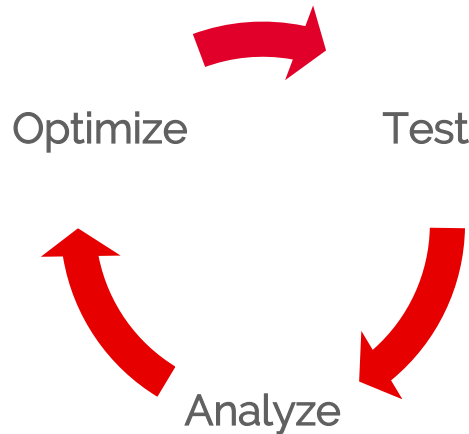
Reporting

Why report?

One of the most exciting aspects of digital marketing is that, theoretically, **we are able to track every action and result our efforts drive**. In real time, we can see what's working and what isn't, and how different audiences interact with our content.

Not so long ago, before the digital boom, access to performance and results data was something marketing longed for – many marketing initiatives weren't able to be accurately measured or tracked at all. Without data clearly proving or disproving a method, it was much more difficult to learn, optimize, and improve overall .

Understand how your marketing is working – what are your returns, what results are you driving

Optimize your marketing to optimize your return-on-ad-spend and get more bang for your buck
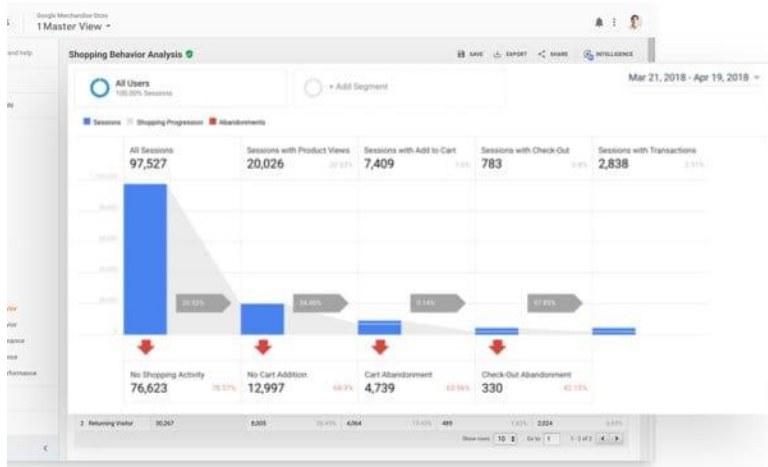
Learn about your audiences and market – who is engaging with your ads, visiting your website, and more

Google Analytics

There's no excuse to not be tracking and measuring marketing analytics today considering the benefits it provides; if you don't have any reporting platforms set up yet, don't worry – **getting started with Google Analytics is easy and free.**

Google Analytics is gold-standard for marketing analytics. Just [sign up](#) and provide some information about your website, and then paste the provided tracking code into your website pages (so Google can tell when your site is visited and what is happening on each page).
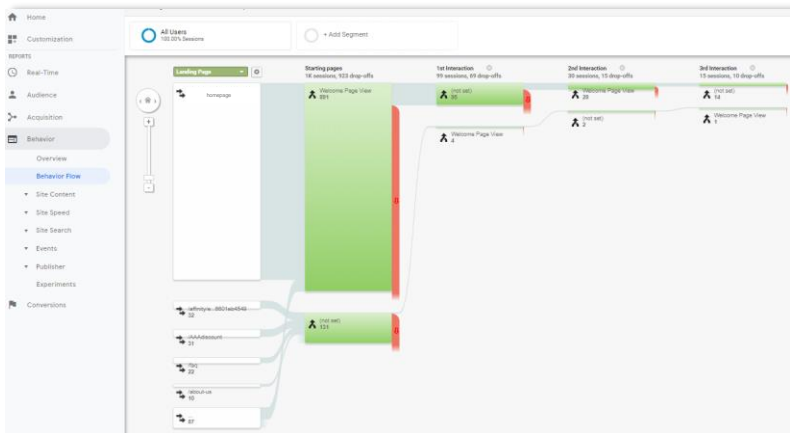
Google Analytics

With Google Analytics, you can:

- See where site visitors come from, and understand the quality of leads each traffic source, campaign, ad, device type, etc. delivers

- View which pages site visitors browse

- How long users stay on each page and how they progress through the website, including at what point they exit

- See demographic, interest, affinity, and other audience data

...& much more!
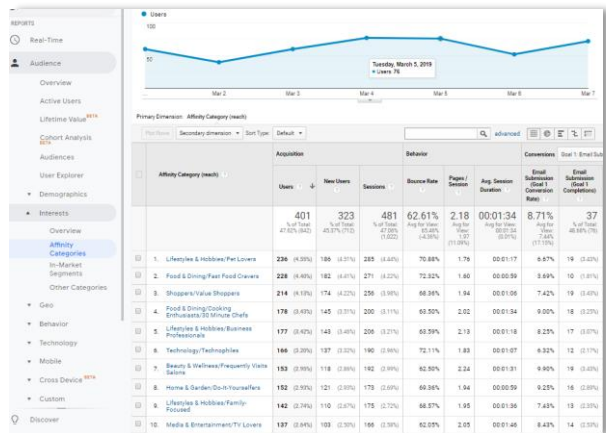
Google Data Studio

Google Data Studio is a free data visualization tool that directly syncs to Google Analytics, and has the capability to pull data from other marketing sources, like paid search, SEO, and more, **saving you hours of configuring massive spreadsheets to analyze performance and results.**

Create custom interactive, attractive dashboards and reports that refresh in real time and can be configured to show data from any specified date, as well as comparisons between two time periods.

Set up a Data Studio that is automated to send you and other team members a PDF version of your reports on a regular schedule.

Google Data Studio

You can integrate additional tools, like Supermetrics, to Google Data Studio to pull in data sources across PPC, SEO, social, analytics, email marketing, and payment platforms.

With the Supermetrics add-in, you have additional options for visualization and analysis – compare all of the marketing channels you're running in the same charts to understand which are most effective and efficient in achieving various goals.

[Supermetrics](#) offers a 14-day trial with full features, and pricing beyond the trials starts at $19 per month
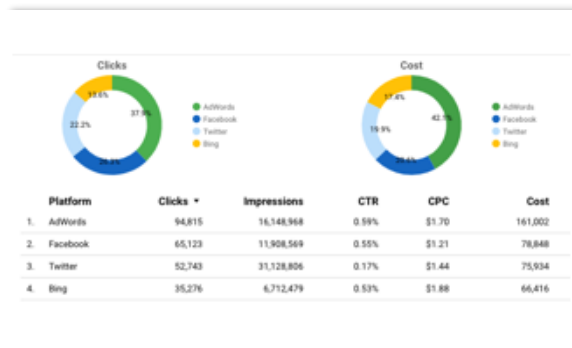
Additional marketing tools

There are many platforms available outside of the Google Suite that provide platform-specific reporting and analysis, as well as full-service business intelligence and reporting dashboards.

[Domo](#):
A highly flexible (and mobile-optimized) platform offering visualization of data and businesses intelligence; has a flexible array of data connection options and is able to combine various information and data sets extensively, including sales leads, cloud and local data, and more.
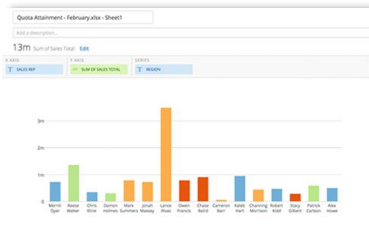
Our go-to tools

Review the recommended tools throughout the previous slides – third-party platforms typically include their own reporting portals that, in combination with Google Analytics, provide a clear view of the effectiveness of efforts and opportunities for optimization.

Explore additional reporting tools & resources

[30 Marketing Reporting Tools that CMOs Should Give a Try](#)

Thank you!

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HELPING BUSINESS MARKET SMARTER