

Outbound Marketing

- Email**
- Display Ads**
 - More reach
 - Build brand
 - Source and help evaluation
- PPC**
 - Generate awareness
- Content syndication**
 - Establish a presence where prospects may show up
 - Provide content such as whitepapers, articles, news, or other webinars for
 - generate additional customer engagement
 - (Viral TV offers great Whitepapers, Webinars, etc. Vertical)
- Direct Mail**
 - Very targeted communications for high-level executives
- Events**
 - Build brand
 - Establish personal connections with participants
 - Attendees can interact with each other
 - Word of Mouth
 - Deliver speeches and content that convey thought leadership

Social Media & Blog

Social Media and Blogging can actually

- Draw Online Reach
- Be a great vehicle to showcase products and fuel product research
- Maximize visibility in search (both organically and social media tool itself)
- Establish you as industry leader by sharing news and content
- Create trust with prospects on blog

Some stuff we should do to increase reach and trust

- Highlight CTAs
 - Not at the bottom of every post but with inserted Anchor Text CTAs; rather than being styled as an HS, it's positioned within a paragraph block, making it blend in more with the content around it
 - Create Slide In CTAs
- Use guest blogging (both ways)

Content

- Content is the foundation of all marketing efforts
- Creates content that is impactful to the prospect and drives sharing
- Gain Buyer's Trust
- Use a Content Mapping Strategy
 - What subject content assets cover & optimized along their path from on-lead solution leads to the next stage in the buying cycle?



TheCaseSolution.com

WEB & Online

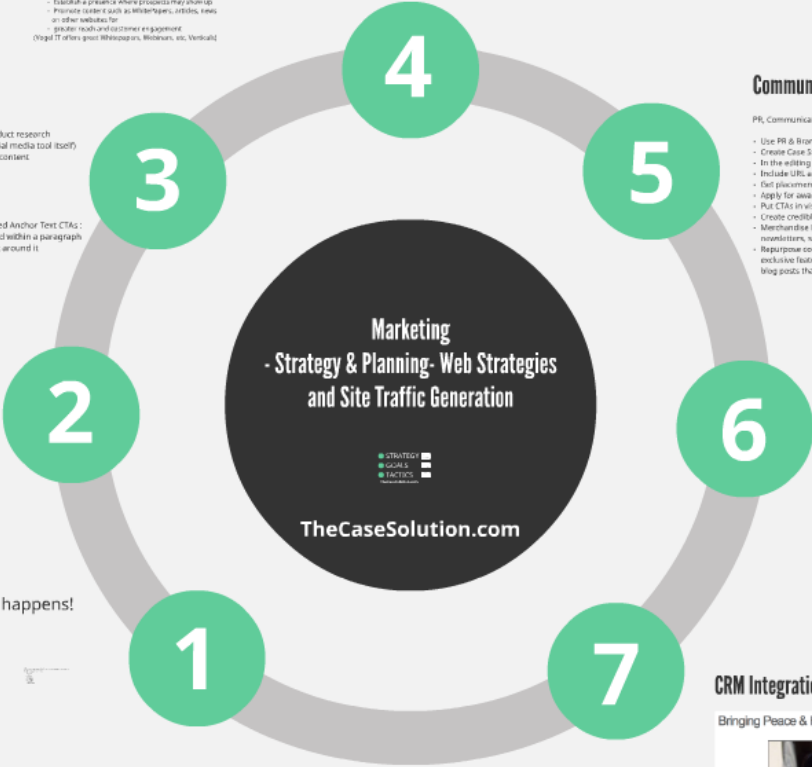
This is where the MAGIC happens!

- Traffic Generation
- Customer Engagement
- SEO/SEM/SEA
- Retargeting

Marketing - Strategy & Planning - Web Strategies and Site Traffic Generation

STRATEGY
GOALS
FACTS

TheCaseSolution.com



Communications & Branding

PR, Communications & Branding do contribute to Lead Generation!

- Use PR & Branding to establish Thought Leadership
- Create Case Studies & Testimonials: Videos interviewing customers - make it a serial
- In the editing process add video annotations that include a link to a specific landing page
- Include UTM tags at the end of the video
- Get placements in external publications (vertical and business)
- Apply for awards that get recognition
- Put CTAs in visible places for all news pages (including in every boiler plate)
- Create credible, third party endorsements for editorial outreach
- Merchandise Earned Media: Share every piece on social channels, in customer newsletters, sales kits, etc.
- Repurpose content: whatever piece has been produced, offer it to relevant media as exclusive feature, write it up for a WhitePaper promoted online with a landing page; blog posts that are tweaked and shared

Lead Tracking & Analytics



Self-Marketing

CRM Integration

Bringing Peace & Harmony



Align Sales & Marketing = Seamless Buying Process

Outbound Marketing

Email

Display Ads

- Wider reach
- Build Brand
- Educate and help evaluation

PPC

- Generate awareness

Content Syndication

- Establish a presence where prospects may show up
 - Promote content such as Whitepapers, articles, news on other websites for:
 - greater reach and customer engagement
- (Vogel IT offers great Whitepapers, Webinars, etc, Verticals)

Direct Mail

- Very targeted communications for high level executives

Events

- Define Brand
- Establish personal connections with participants
- Attendees can interact with each other -> Word of Mouth
- Deliver speeches and content that convey Thought Leadership

Social Media & Blog

Social Media and Blogging can actually

- Grow Online Reach
- Be a great vehicle to showcase products and fuel product research
- Maximise visibility in search (both organically and social media tool itself)
- Establish you as industry leader by sharing news and content
- Create trust with prospects on blog

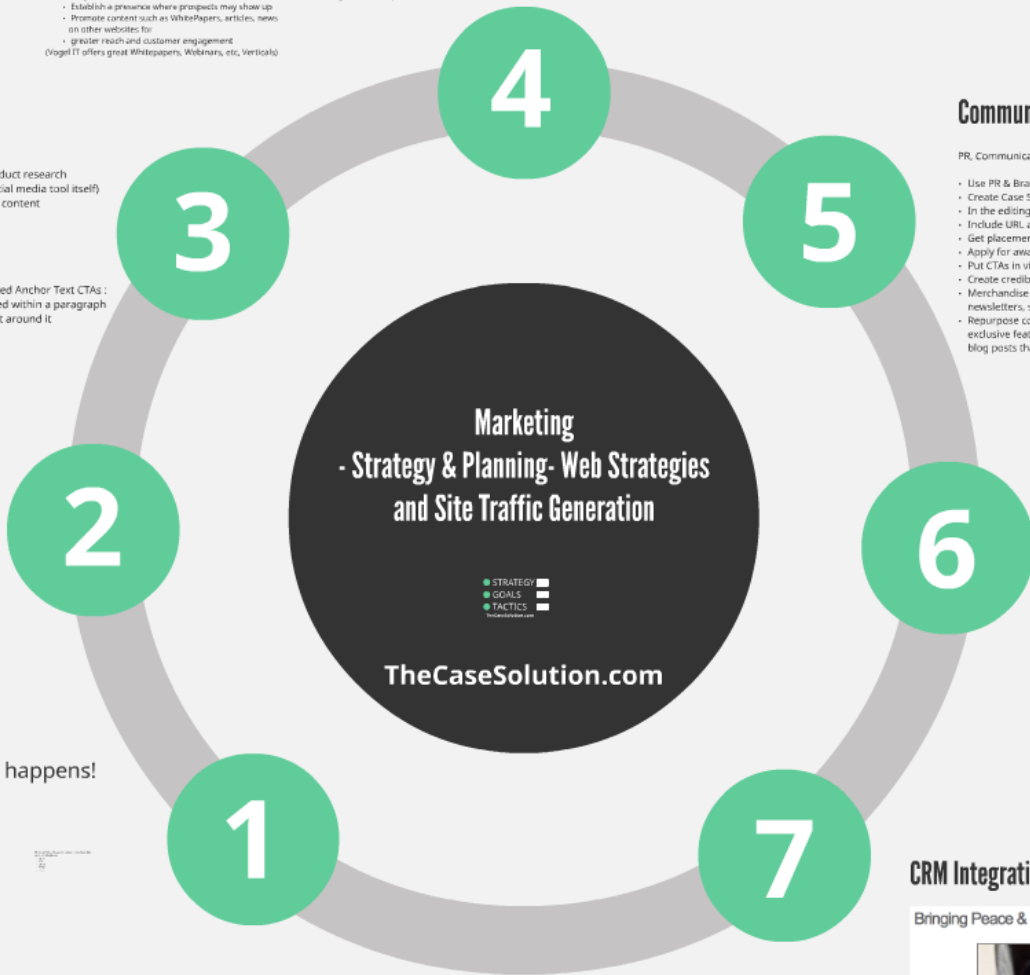
Some stuff we should do to increase reach and trust

- Highlight CTAs
 - Not at the bottom of every post but with inserted Anchor Text CTAs: rather than being styled as an H3, it's positioned within a paragraph block, making it blend in more with the content around it
 - Create Slide In CTAs
- Use guest blogging (both ways)

Content

Content is the foundation of all marketing efforts.

- Create content that is impactful to the prospects and drives sharing
- Gain buyer's trust
- Use a Content Mapping Strategy
 - What specific content assets can be deployed along those pathways to help advance leads to the next stage in the buying cycle?



Communications & Branding

PR, Communications & Branding do contribute to Lead Generation!

- Use PR & Branding to establish Thought Leadership
- Create Case Studies & Testimonials: Videos interviewing customers - make it a serial
- In the editing process add video annotations that include a link to a specific landing page
- Include URL again at the end of the video
- Get placements in external publications (vertical and business)
- Apply for awards that get recognition
- Put CTAs in visible place for all news pages (including in every boiler plate)
- Create credible, third party endorsements for editorial outreach
- Merchandise Earned Media: Share every piece on social channels, in customer newsletters, sales kits, etc.
- Repurpose content: whatever piece has been produced, offer it to relevant media as exclusive feature, write it up for a WhitePaper promoted online with a landing page; blog posts that are tweeted and shared

Lead Tracking & Analytics



Lead Marketing

Lead Marketing is the process of creating and managing a pipeline of leads that are ready to be converted into customers. It involves identifying potential customers, generating interest, and nurturing relationships until they are ready to buy.

TheCaseSolution.com

WEB & Online

This is where the MAGIC happens!

- Traffic Generation
- Customer Engagement
- SEO/SEM/SEA
- Retargeting

CRM Integration

Bringing Peace & Harmony



Align Sales & Marketing = Seamless Buying Process

Marketing

- Strategy & Planning- Web Strategies and Site Traffic Generation

● STRATEGY 

● GOALS 

● TACTICS 

TheCaseSolution.com

TheCaseSolution.com

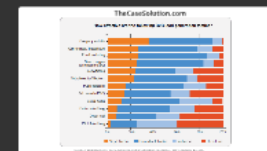
● STRATEGY



● GOALS



● TACTICS



TheCaseSolution.com



- The first step: Build a proper foundation of a database, e.g. work on hard bounces, sectors, etc.
- Segment and refine prospects- get more information on website
- Create buying personas per prospect- for a more targeted communication



- Improve Customer Engagement and buyer`s experience by automating campaigns
- Develop loyal relationships and track conversion data
- Understand the nature of conversions to leverage Marketing Tactics



- Develop tactics to address and align messaging across all channels to engage with prospects (and customers) in a meaningful way
- Put in place a content marketing strategy to provide educational customer engagement through the buying circle



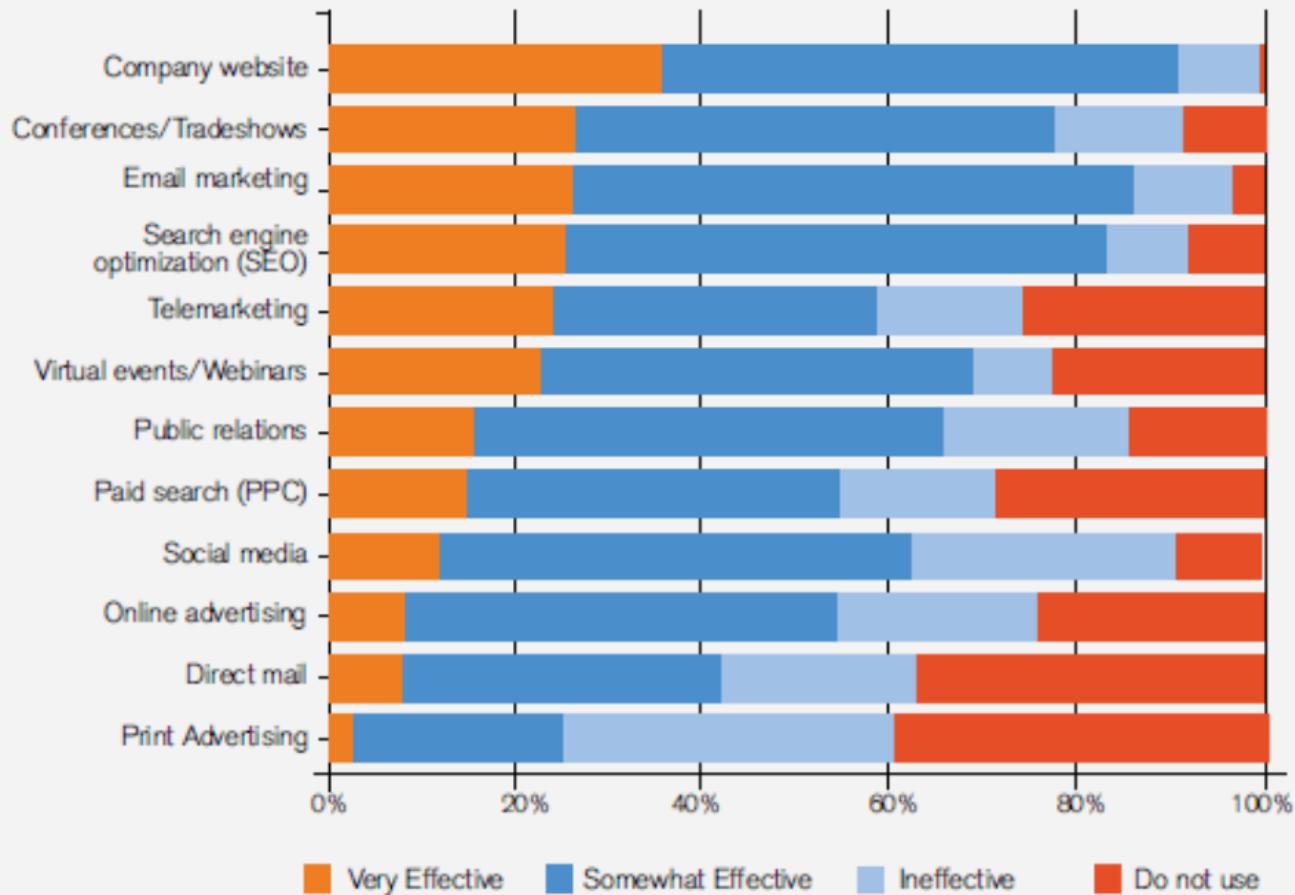
- Implement a tracking resource to define and measure
- Implement systems for reporting and intelligence
- Helps to refine strategies and develop repeatable processes for success

TheCaseSolution.com

1. Grow revenue and company profitability.
2. Improve customer understanding and build deeper customer relationships.
3. Develop the right message and differentiated value proposition, striking a balance between brand consistency and personalization to the recipient.
4. Deliver a consistent, unified customer experience across all channels and touch points.
5. Operationalize data-driven and technology-enabled decision-making and processes to increase efficiency, improve knowledge transfer and support continuous improvement.

TheCaseSolution.com

How effective are the following B2B lead generation tactics?



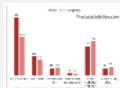
Source: B2B Demand Generation Benchmark IDG Enterprise 2015 Survey Results

TheCaseSolution.com

WEB & Online

This is where the MAGIC happens!

- Traffic Generation



- Customer Engagement

Customer Engagement is the process of creating a relationship with your customers that is meaningful and lasting. It is about understanding your customers and their needs, and then providing them with the products and services they need to succeed.

- SEO/SEM/SEA

Search Engine Optimization (SEO) is the process of optimizing your website to rank higher in search engine results pages (SERPs). This is done by creating high-quality content, using relevant keywords, and improving your website's technical performance.



- Retargeting

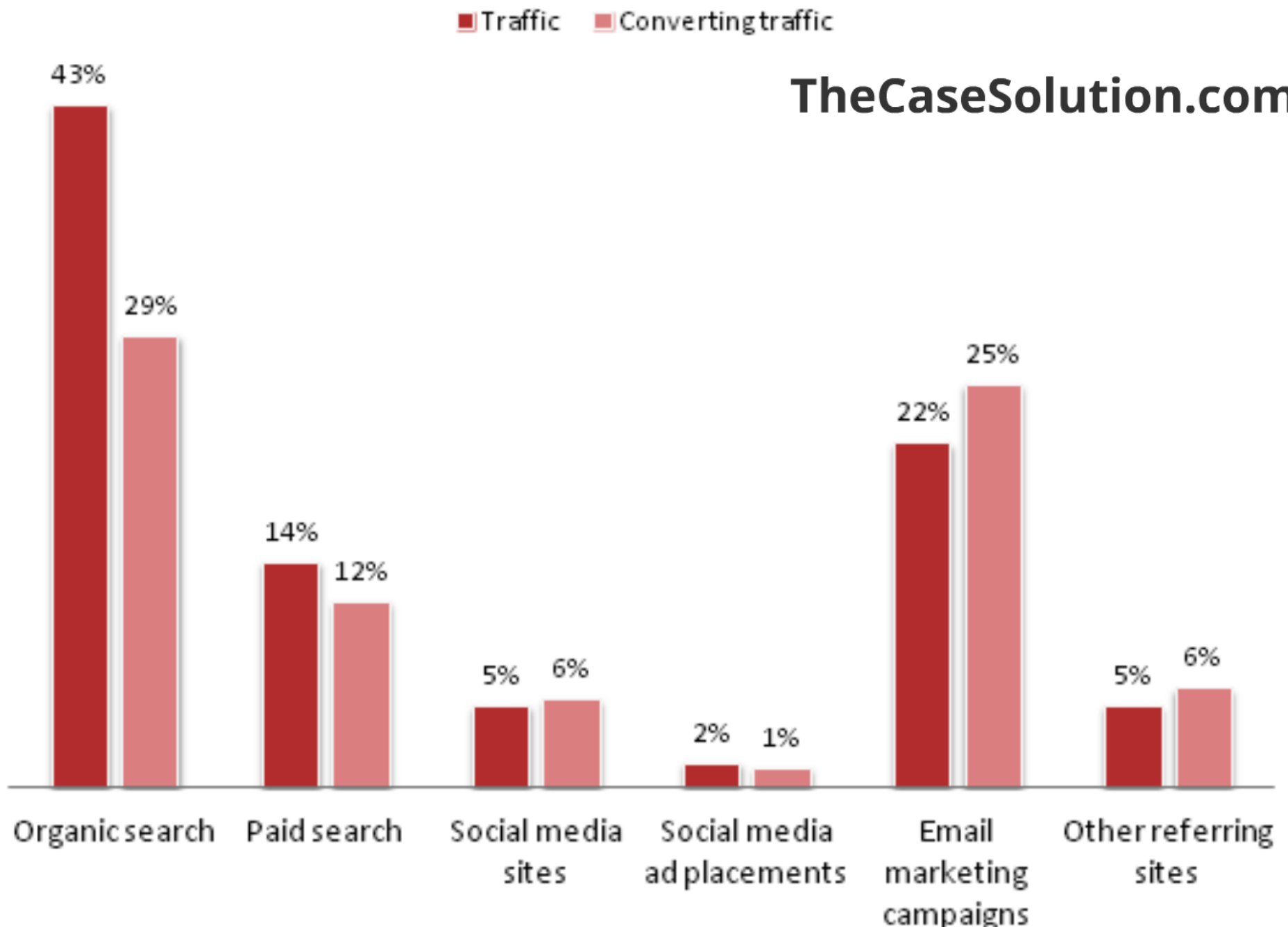
Retargeting is a form of online advertising that targets users who have previously visited your website. This is done by using cookies to track user behavior and then displaying ads to those users as they browse other websites.

When optimizing Website for converting browsers into leads, pay attention to:

- Forms
- CTAs
- Layout
- Design
- Content



TheCaseSolution.com



Source: Source: B2B Demand Generation Benchmark IDG Enterprise 2015 Survey Results