

KEOMarketing

MARKETER'S GUIDE



B2B Lead Generation Success - 2017



SEARCH



MARKETING



SOCIAL



MOBILE



ADVERTISING



The Ultimate Guide to B2B Lead Generation Success

Business-to-business (B2B) marketers juggle many goals and priorities, and lead generation almost always tops the list. That's because consistently attracting, nurturing, and converting leads is the lifeblood of every B2B organization. Lead generation impacts every conceivable business goal, and it's critical for long-term growth potential.

But in today's B2B marketing landscape, collecting names and contact details, placing calls, and sending out generic collateral simply isn't enough anymore. Lead generation has become far more sophisticated. Marketers must now take advantage of multiple channels – not to mention multiple tactics – to connect with leads at every stage of the buying cycle.

86% of businesses named generating leads as their highest-priority marketing goal, followed closely by converting leads into sales.

(Marketing Score)



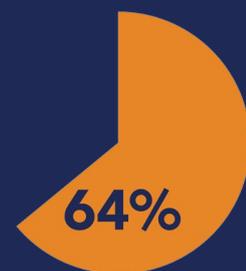
Most marketers focus on long-term goals for lead generation: 69% say they want to acquire customers who will prove profitable over the lifetime of their relationship with the company.

(Chief Marketer)



64% attribute leads to multiple channels, illustrating the importance of a comprehensive strategy employing several tactics.

(Chief Marketer)



Given the growing complexity of the lead generation process, how can you ensure that your approach is engaging as many potential buyers as possible? Generating leads is equal parts strategic thinking, creative prowess, sales savvy, and technological proficiency. Any system you develop to address your marketing goals must embrace all of those interconnected elements.

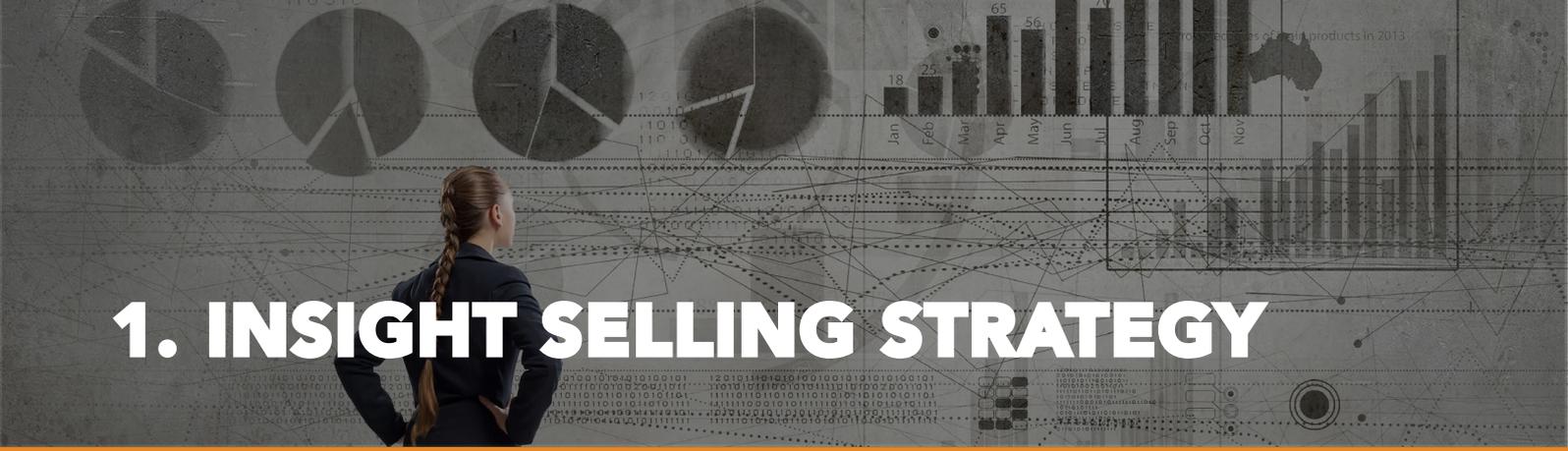
The KEO Marketing Success Formula

The ultimate success of your lead generation efforts hinges on five specific components, all of which incorporate various marketing activities and tactics:



- 1. Insight Selling Strategy:** Develop and target prospects with insights designed to disrupt their thinking and help them realize they have a unique problem that you can solve.
- 2. Inbound Marketing:** Target your dream clients or customers and engage them through tactical inbound marketing campaigns.
- 3. Educational Content Marketing:** Create and deploy compelling content and educational marketing that helps clients or customers perform due diligence while positioning your company as an authority.
- 4. Mobile, Local, Social:** Target marketing campaigns and messages with a mobile, local, and social focus to connect with clients or customers wherever they are.
- 5. Marketing Automation and Lead Nurturing:** Deploy an infrastructure that monitors, tracks, and propels leads through a system built to address their needs at every stage of the buying cycle.

Building your lead generation approach around these five components will engage potential buyers across multiple channels and help you reach your goals. In our experience, it's the single most reliable formula for long-term B2B lead generation success. With those sentiments in mind, let's explore the nuts and bolts of this five-part approach to see how you can improve lead generation results for your organization.



1. INSIGHT SELLING STRATEGY

How can you keep your product or service from becoming a commodity? You need a break out message and story that disrupts common thinking and adds valuable insights that no one else offers.

Attracting attention from buyers and demonstrating the value of your products or services are some of the most challenging tasks you will ever encounter as a B2B marketer. As you ponder the different ways to garner attention from leads, you should be asking questions like:

- How can we completely change the conversation with our prospects?
- What problems do our prospects have that they don't even realize?
- How can we solve their challenges in unique ways they never considered?
- How can we educate them to be better buyers of our products or services?
- How can we show buyers a new dimension to a problem or set of problems that they face?

While there are no easy answers to any of these questions, there is no shortage of ways to get your solution in front of buyers and demonstrate how it can uniquely solve a problem for their organization. By developing a lead generation strategy around **insight selling**, a method by which sellers offer valuable insights of which buyers were not previously aware, you can give your audience compelling reasons to consider your solution.

At its core, insight selling is about education. The insights you provide can help buyers see their current situation with brand new eyes and understand why your solution enables them to address issues that inhibit them from achieving peak performance.

Consider a managed IT services company that serves retail clients. When a potential buyer identifies a need for a local, on-demand IT partner, a retail manager or business owner might start the research process by performing a Google search. After entering relevant search terms, this person could come across any of the following pieces of content on the managed IT company's website:

- A blog post about the advantages of a monthly service contract with an IT services vendor
- A landing page for a specific IT service
- A pay-per-click ad that sends the user to a highly targeted landing page

Regardless of the page on which the user lands, the business IT provider has successfully used search engine optimization (SEO) and/or search engine marketing (SEM) to drive relevant traffic to its website. By identifying what is, to the buyer, a known problem and creating content that speaks to the buyer's concerns, the business now has an opportunity to provide buyers with new information that underscores the value of its services.

But what about those times when buyers do not realize they need your solution? In cases like these, insight selling becomes increasingly necessary. Not only do you have to get your solution in front of buyers – you also have to reveal a business problem that buyers have not yet identified as something they need to address. You have to disrupt your buyer's paradigm. To understand what we mean, imagine that the same managed IT services provider also offers a solution that enables retail clients to significantly mitigate or even eliminate Internet downtime. The resulting efficiency gains help retailers provide better customer service and deliver on brand promise.

The problem? Many retailers consider Internet downtime an unfortunate inconvenience of doing business. They know it's a problem, but they don't actively search for a solution because they don't realize that one exists.

At KEO Marketing, we helped MYTEK, a managed IT services provider, address precisely this problem by producing a video for the company's ALWAYS UP wireless Internet failover solution. Retail store operators understand how Internet downtime prevents them from meeting customers' needs and impacts day-to-day operating efficiency, however, many of them may not know there is a solution. If they stopped to think about it, they might have questions about:

- **Solution basics:** Is it possible to mitigate Internet downtime? How does a potential solution work?
- **Setup and hardware:** What kind of equipment is needed? What does it look like, and where do we put it in our facility?
- **Return on investment:** Will this solution actually help us provide better customer service at a better cost?
- **Social proof:** Are others in our industry using this solution? If so, is it working well for them?



The video we produced for ALWAYS UP takes about as long to view as it would take to read a single case study. Yet, in the same amount of time it would take to read about how the solution helped one retailer, viewers hear from multiple MYTEK retail clients, see the hardware in action, and gain some basic instruction on how ALWAYS UP actually works. By producing and publishing compelling educational content, MYTEK challenges prospects to rethink how they do business and shows them how an investment in ALWAYS UP can help them meet ambitious business goals.

Insight Selling at Your Organization

How can you integrate insight selling into your marketing strategy and overall approach to B2B lead generation? After identifying the ways in which your solution solves business problems for your target audience, start creating content that:

- **Inspires buyers to reexamine their way of thinking:** In the ALWAYS UP video, MYTEK challenges buyers to imagine a situation where Internet downtime isn't a problem. Brainstorm ways your own solutions can help buyers rethink their existing paradigm.
- **Asks buyers direct, pointed questions about their current situation:** Sometimes, being persuasive is a matter of framing a question in a way that leaves the buyer no choice but to consider your solution. Consider using variations of these questions: "How much longer can you continue falling short of your goals?" "If you're not ready to solve this problem now, what consequences are you likely to face?"
- **Targets buyers who will be receptive to your solution:** We all know that buyers who show interest in one of your products or services may well have an interest in others. In addition to targeting these buyers, identify prospects who have a known problem but aren't yet aware a solution exists.
- **Ties value to a forming a relationship with your company:** Investing in your solution is about building an ongoing relationship with your company. Present your message such that buyers know you're a partner, not just another vendor.

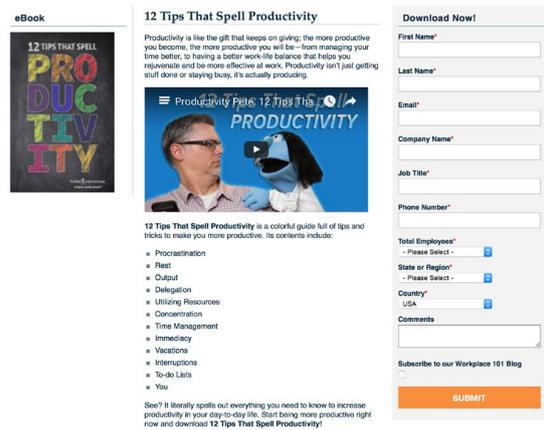
2. INBOUND MARKETING

Most marketers today are familiar with inbound marketing, although they might refer to it as something else. From content marketing and social media to search engine optimization (SEO) and Pay-Per-Click Marketing (SEM), inbound marketing is a term for marketing that attracts customers who are looking for what you do. They are looking for what you offer. All you have to do is make sure you show up where they are searching. This differs from marketing that pushes its message upon a broad audience whether they are searching for it or not, like television or radio advertising.

At a fundamental level, inbound marketing integrates search engine-optimized content production and its subsequent promotion on social media channels best suited to your brand. You can then use marketing analytics to measure the success of your efforts and make well-informed adjustments to your approach.



Let's isolate each of these elements, consider how each one functions in conjunction with the others, and look at some innovative ways to generate leads through your inbound marketing efforts.



Content

When Profiles International, a provider of talent management solutions, partnered with KEO Marketing in 2013, they knew they needed to generate a higher number of qualified leads. After auditing the company's existing website, we determined that publishing unique, relevant content would:

- Reveal to buyers that they had a problem they needed to be address
- Establish Profiles International as a thought leader in the talent management space
- Demonstrate value to leads and prospects who were not familiar with the company
- Enable lead capture by incentivizing users to provide contact information in exchange for access to a content resource
- Create opportunities to promote the content on additional channels and optimize valuable pages for search engines.

Ultimately, content formed the foundation for Profiles International's inbound marketing campaign. Instead of using every published piece to make a hard sell, we collaborated with Profiles International to discover:



- Specific challenges their audience experiences on a regular basis
- Questions salespeople answer at various stages of the buyer's journey
- Ways in which the company's solutions help buyers solve specific business problems

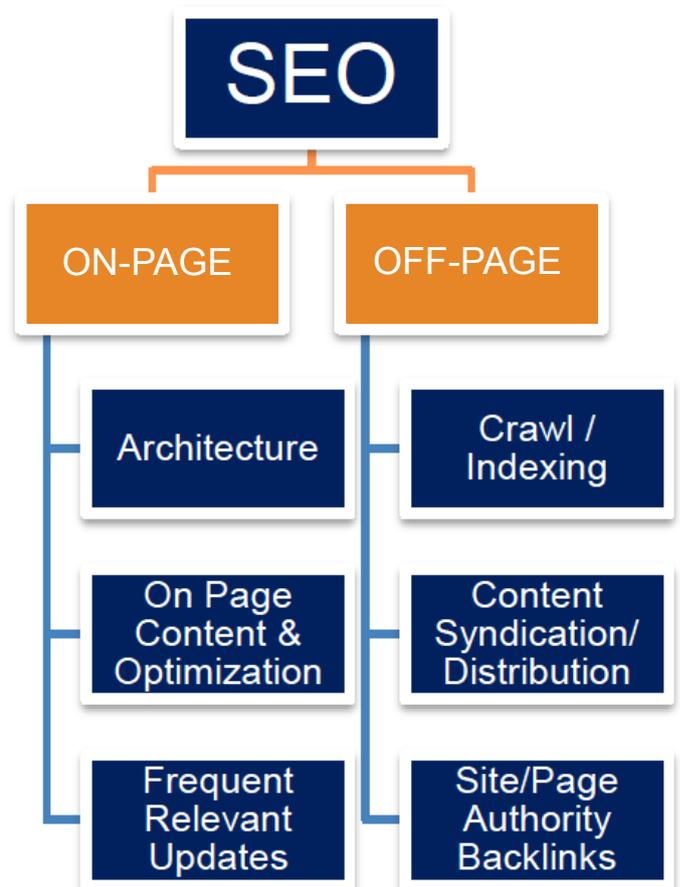
To further refine the topics, we chose different pieces of content. We also performed in-depth keyword research to find out what kinds of keyword searches the company’s target audiences were performing. By combining insights from Profiles International stakeholders with detailed keyword and user intent data, we identified many opportunities to address buyers’ concerns through content.

While your B2B brand might benefit from a slightly different approach, every effective inbound marketing campaign must begin with content. In the next section, we’ll dig a little deeper into the content you publish as part of your inbound marketing efforts. For now, just remember that effective content draws on your insight selling strategy to give buyers valuable information that compels them to seriously consider your solution.

SEO and SEM

A lot has changed in the world of search engine optimization (SEO) over the last few years. However, one thing that has remained constant is the need to continuously publish the most valuable content that you, your marketing team, and your creative partners are capable of producing.

While that imperative should be Priority One when it comes to SEO, optimizing content for search engines remains a multi-faceted, technical exercise. On-page and off-page factors continue to influence the position of your content on the search engine results pages (SERPs):



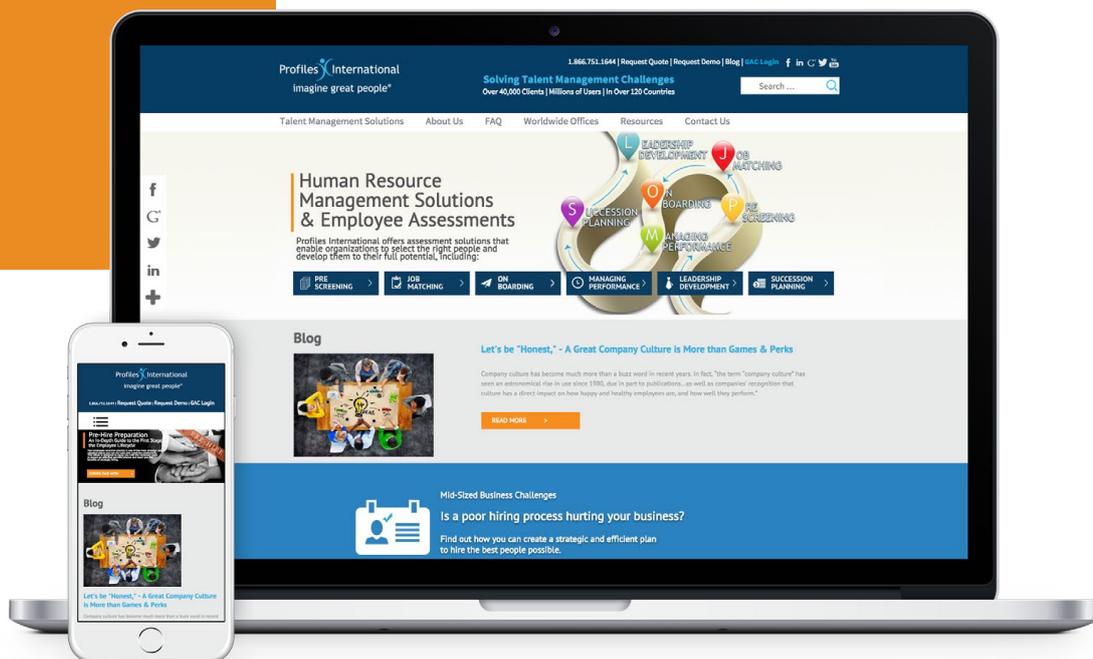
On-page SEO factors refer to steps you can take to ensure that the content you publish on your website meets users' needs and organizes information in a way that search engine crawlers understand:



Architecture:

Content should be arranged in a logical fashion on the page, and identical content types, like multiple blog posts within the same category, should have an identical architecture. What's more, a mobile-first approach to content layouts will ensure that your content is easy to consume on any device. Google and other search engines now use mobile user experience (UX) and page load speed as ranking factors, so you should be sure your website uses mobile responsive design and provides a seamless experience for mobile users.

The layout on this page of the Profiles International website provides a seamless experience across all devices.



On-page content & optimization:

Optimizing content for search engines isn't just about making sure the right keywords appear in the right places. In addition to including relevant keywords within your content, take advantage of Heading tags (H1, H2, H3, etc.), Alt Tags and more, available in your content management system's WYSIWYG editor, link from anchor text rather than pasting entire URLs, and make sure all content utilizes a logical URL structure that incorporates the title of a piece of content.

Frequent, relevant updates:

As far as search engines are concerned, a website that regularly publishes fresh content is a website that contains current information and is more likely than other sites to meet users' needs. Consistent, frequent publishing is critical for your on-page SEO success.

Off-page SEO factors impact inbound marketing success, too:

Crawl/Indexing:

Crawlability is less of an issue than it used to be, not because it doesn't affect SEO, but because most websites that use a modern content management system are totally search engine friendly right out of the box. That said, there are still a couple of issues of which marketers should be aware:

- Flash or Javascript: If you use either of these on your website, you could be inadvertently hiding links from search engines.
- Canonicalization: Sometimes, more than one version of your page might exist on the web (a URL that contains "www" and one that does not, for example). Unless you explicitly tell a search engine which version to index by using a 301 redirect or "rel=canonical" tag, your site might not be indexed properly

Content syndication/distribution:

Syndication is about getting your content in front of as many relevant people as possible. By linking to content in marketing emails, social media updates, press release wire distribution, and elsewhere, you will encourage others to read and link to it as well. As a result, your content will appear higher in the search engine results than if you just clicked “publish” and went about your day.

Page authority:

Page authority is what follows from consistent, successful content syndication. Being active on social networks and getting others to link to your content can, over time, help you secure a top spot in search. Think of syndication and distribution as the “do” part of off-page SEO. Think of page authority as the “result” part.



While getting results from SEO requires long-term dedication to publishing and promoting content, Pay-Per-Click advertising (also known as search engine marketing or SEM) can get you a top spot in the search results very quickly. The difference, of course, is that you have to pay for that exposure and most people will know that the link is an ad.

SEM can be a great way to kickstart a new inbound marketing effort. While you're waiting for your audience to share your valuable content and ultimately gain authority in the search engine results, SEM allows you to simultaneously establish a presence in the search engine results pages (SERPs). Many brands continue to engage in SEM even after they start getting results from SEO. Reasons include:

- They've refined their approach to SEM over time and have discovered how to get great results from Pay-Per-Click ads.
- SEM still delivers positive return on investment (ROI) and continues to provide a great complement to their SEO efforts.

Social Media

A big challenge for marketers is establishing the connection between social media activity and lead generation. How do you know whether social media is sending you leads? Did someone hear about your brand from a tweet? Did they opt-in to your list because they clicked a link in one of your LinkedIn Sponsored Updates?

While drawing a direct connection between social media marketing and lead

generation isn't always easy (marketing analytics can help with this, as we'll soon see!), social media is still a way to amplify your message, distribute content among people in your target audience, and encourage brand engagement. For B2B brands, social media represents an opportunity to connect with buyers. It's a channel through which leads can discover your content.



68%

of B2B marketers plan to use social for lead generation this year, up from 59% last year. The most common way of using social for lead generation is by building relationships and awareness, with fewer looking to drive website traffic. (Chief Marketer)

Over **50%** percent of B2B marketers rank social media as a 'very' or 'somewhat' low cost ad option.

Social media ad spending is likely to exceed

35 billion in 2017, representing 16 percent of all digital ad spending globally.

And yes, it's free to start linking to your content from social networks. However, before you start linking to anything and everything from every network you've ever discovered, it's important to single out specific social networks that make the most sense for your brand.

Otherwise, social media won't be "free" at all. It will end up being an enormously time-consuming misallocation of marketing resources.

For more on choosing the right social networks to share your content, skip ahead to Section 4: Mobile, Local, Social.

By now, you're probably starting to see how all of the elements of inbound marketing interact: you publish valuable content that's optimized for search engines and promote it on social networks where your audience is active.

Social networks, after all, are called "networks" for a reason. They're communities of people who interact with one another around shared interests and priorities. Start thinking of social media as a new networking opportunity, and you'll start exposing your content to more of the right people at the right times.

This process is the very essence of inbound marketing. The only thing missing is a way to measure the success of your efforts, which is where analytics comes in.

Analytics

You've put forth a herculean effort to make inbound marketing a success for your organization. How can you find out whether it's working?

This is where marketing analytics come in. When Profiles International wanted to see where it stood with regard to website traffic and leads after a major overhaul of its inbound marketing efforts, all we had to do was look at the data in Google Analytics. During the year we started publishing and promoting content for Profiles International, monthly natural search visits increased 86% on average and average monthly traffic was up 21% from the campaign's inception.

In addition, total lead contacts more than doubled during the same year, increasing 107% from the campaign's inception. SEM campaigns also generated more than 500% more leads over the same time period.

In this case, the numbers revealed our efforts to be a success. But what about when the numbers aren't so encouraging? Therein lies the beauty of analytics. If you start publishing a different type of content – shorter blog posts instead of longer ones, for instance – and traffic and links from external sources are flattening, analytics about how people have engaged with the content can help you quickly get to the heart of the sub-par performance and take action to correct the issue.

Besides the more well-understood Google Analytics tools that help you visualize who visits your website and how they arrive there, here are some additional features you can use to start monitoring the success of your inbound marketing campaigns:

- **Demographics:** Google recently beefed up the user demographic information it shares in Google Analytics. Now you can gain a clearer picture of who is viewing your content and use that data to support upcoming campaigns.
- **Tag Manager:** With this feature, you can create and modify website tags that you use to track user activity. Tag Manager makes it easier to see whether users have engaged with a certain part of your page, like watching a video.
- **Acquisitions Reporting:** It's now easier than ever to track website visitors throughout the conversion cycle. You can see how you acquire users, what they do after arriving on your website, and what they look at before converting – or leaving.



Inbound Marketing at Your Organization

To light the spark that propels your inbound marketing results toward success, remember to integrate all of the following:

Valuable content that solves problems for your audience:

Without content, the rest of your inbound marketing efforts will be in vain. Revisit your existing content, plan for the production of new pieces of content and new content types, and use insight selling to generate topics that tap into buyer concerns. Ultimately, you need to publish content that acknowledges your audience's challenges and presents your offering as the best solution.

SEO and SEM best practices:

Search engines are where a large percentage of new leads will find the valuable content you're publishing. Be sure your content – and your website – are optimized for search engines and that you're making an effort to build authority in the search engine results.

Targeted social media promotion:

While it's sometimes difficult to tie social media efforts to lead generation, it pays to be an active part of an online community where people care about the kinds of problems your solution can address. Sharing your content on the right social networks is a way to expose your brand to people who might need you. It's how you get the word out about your content and, ultimately, your solution.

Consistent analytics monitoring:

From uncovering performance deficiencies to proving ROI to management, analytics are a critical component of your inbound marketing strategy. Take advantage of the tools in Google Analytics to see where your traffic comes from, how users behave on your website, and what it will take to maximize conversions.



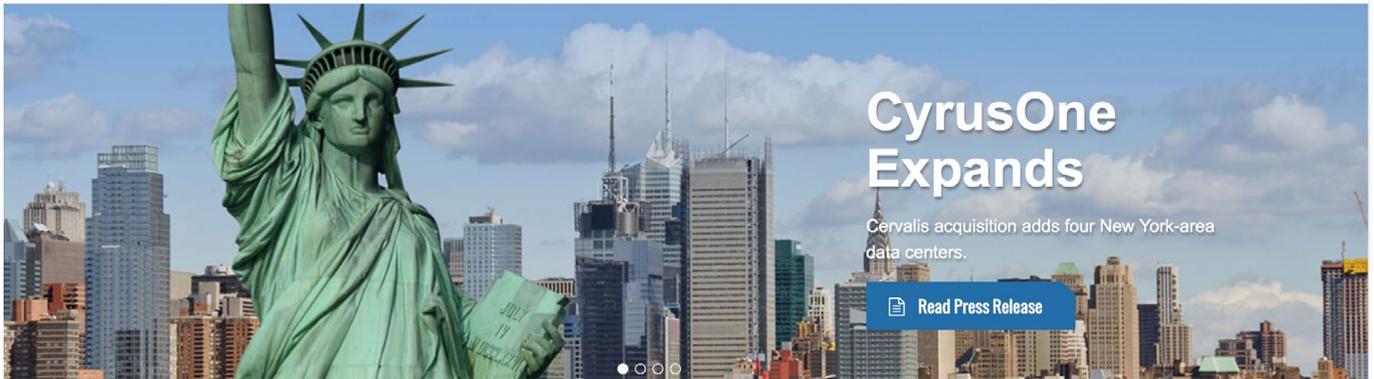
3. EDUCATIONAL CONTENT MARKETING

B2B marketers are accustomed to long buying cycles. In most cases, buyers spend weeks or months researching solutions before even reaching out to your company. They're about to make a major investment, and they want to get it right.



That's why you need to be there every step of the way, providing content that compels buyers to consider your solution and start communicating with your sales team. But how do you discover your buyers' burning questions? And what steps can you take to create content that upstages that of your competitors?

CyrusOne (NASDAQ: CONE) contacted KEO Marketing to pursue, among other efforts, an educational content marketing campaign targeting an audience of C-level executives. A provider of enterprise data center services and colocation solutions, CyrusOne's biggest challenge was connecting with decision makers across the Fortune 1000. To establish thought leadership for this audience, strong educational content was a major priority.



Here are some of the ways we helped CyrusOne discover what kinds of content to publish and what topics to address:

SEO strategy, including keyword research:

After collaborating with stakeholders to understand the types of concerns buyers typically have – whether business-related or technical in nature – we identified a large volume of keywords to target on the CyrusOne website.

Competitor research:

Of the keywords we identified and topics we decided to cover, which ones had competitors already addressed? How well were they addressing those topics? What were they not addressing that CyrusOne should address? Getting a feel for the competitive landscape helped us identify opportunities to publish unique content that was a cut above what was already available.

Audience needs:

While consistently publishing blog posts and articles gives CyrusOne visibility in search results, the company's executive audience needs to base buying decisions on more than just a handful of articles. For this reason, we also created white-papers, executive reports and case studies so that decision makers could gain a clear understanding of the company and its solution prior to working with sales.

At its core, the content we produced for CyrusOne was educational. Its purpose was to help buyers better understand the problems their customers were having – and why they were having them. Then we showed them how to solve those problems and improve their situation.

Rather than make a hard sell or specifically talk about CyrusOne, we focused on helping buyers. Every piece of content we produced for the campaign reflects that one, primary objective. That being said, the different types of content also support one another and encourage buyers to take the next step and engage with the CyrusOne sales team:

- **Blog posts and articles:** This type of content appears periodically and addresses specific questions your audience is likely to have. In CyrusOne's case, topics range from strategies to prevent data loss to developments in the colocation market. The company's audience has a serious stake in these issues, and the articles demonstrate thought leadership and awareness of current trends. When appropriate, a blog post might invite the reader to download a larger resource – like a white paper or case study – for more information or even attend a webinar.
- **White papers and executive reports:** These in-depth resources typically contain insights informed by research and statistics. At some point, serious B2B buyers will move beyond learning about your solution to a stage where they start seriously considering it. A compelling white paper gives you a major opportunity to demonstrate how well you understand a specific issue and present your solution as the best option.
- **Webinars:** Delivered live and published upon completion, a webinar can help you educate potential buyers about a specific topic. Not only can you publish the webinar itself after it's over – you can also add the slides and notes to SlideShare for additional visibility.
- **Case studies:** For CyrusOne, case studies help decision makers understand how the company has helped other businesses solve critical problems. While case study content can provide value at different points during the buyer's journey, it's especially useful when the companies are closer to making a decision. Executives want to see what you've done for others. When the situations are similar (as they often are), case studies can offer compelling reasons to choose your solution.

None of these content types exist exclusive of the others. Blog posts, which appear in search engine results, frequently invite readers to engage with the brand on a deeper level by downloading more in-depth content. Webinars can do the same, or they can draw on case study content to show attendees how to solve a particular problem. Another blog post might include the embedded webinar, and so on.

Educational Content Marketing at Your Organization

With CyrusOne, we've shown you a representative example of what's possible, and what works, when it comes to educational content marketing. How should you start doing the same things at your organization?



- **Connect content to strategic goals:** Make sure that the topics you choose relate to what your organization needs to achieve.
- **Connect content to the needs and priorities of customers:** Your content should educate. In addition to connecting content to your own goals, be sure it helps your target audience reach theirs, too.
- **Be actionable:** You know content should address a problem your audience experiences, but then what? Always show readers or viewers what they can do to address the issue in their workplace. And if the next step is to further engage with your brand by viewing more content or even by contacting your sales team, be sure to let them know.
- **Package content appropriately:** If you're teetering on the edge of 1000 words and a blog post still isn't quite finished, maybe the topic shouldn't be a blog post. Maybe it should be used for a larger resource. Remember to package content appropriately for the different formats in which it will appear.
- **Get serious about quality:** Hire or contract the best writers, editors, designers, and video producers you can find. Creating high quality content isn't just about being visible in search engines – although it is about that – it's also about demonstrating thought leadership and presenting your brand as a trusted authority.

4. MOBILE, LOCAL, SOCIAL

You have a mobile device. Your colleagues have a mobile device. Your buyers have a mobile device. They, like you, use those devices to research the products and services they plan to purchase.

About half of B2B vendors sell through mobile. (including stores and applications)



While 3 in 4 plan to offer mobile commerce. (CMO Council)

We already discussed how SEO best practices call on your website to provide a seamless experience across all devices. Now let's look at why your audience craves a seamless experience – and how you can start delivering it.

Getting Mobile

There was a time when having a mobile-friendly website meant redirecting users on mobile devices to a subdomain with a different design and, in some cases, different content. For most brands, those days are finally over. Thanks to mobile-responsive design, you can publish one piece of content on one domain and rest assured that the content will be just as easy to read or view on a mobile device as it is on your desktop monitor.

Here's how it works:

- The underlying design “responds” to smaller screens by identifying the user’s viewport size.
- When the viewport size drops below certain dimensions, the content shifts on the user’s screen for optimal viewability.
- On-screen elements are reordered and menus contract, enabling the user to easily consume whatever content you’ve published.

Is your website mobile-responsive? To see if it is, pull up your website and resize your browser window to the smallest possible size. If the content didn’t change to fit the screen, your site is not mobile responsive.

And when users try to access it using their mobile devices, they’re going to have a bad experience.

Getting Local

Mobile is also convenient when it comes to local search. According to the Local Search Association, 60% of American adults use smartphones and tablets when searching online for local information. If your business depends on local leads, you’ve got to make sure your content is universally available to those buyers, regardless of the device they choose to use. To optimize your website for local search:

- Add or update your information on Google My Business (Google Maps)
- Add location extensions in paid search to improve SEM results
- Take advantage of city-level targeting for SEM
- Build content around local keywords to improve SEO

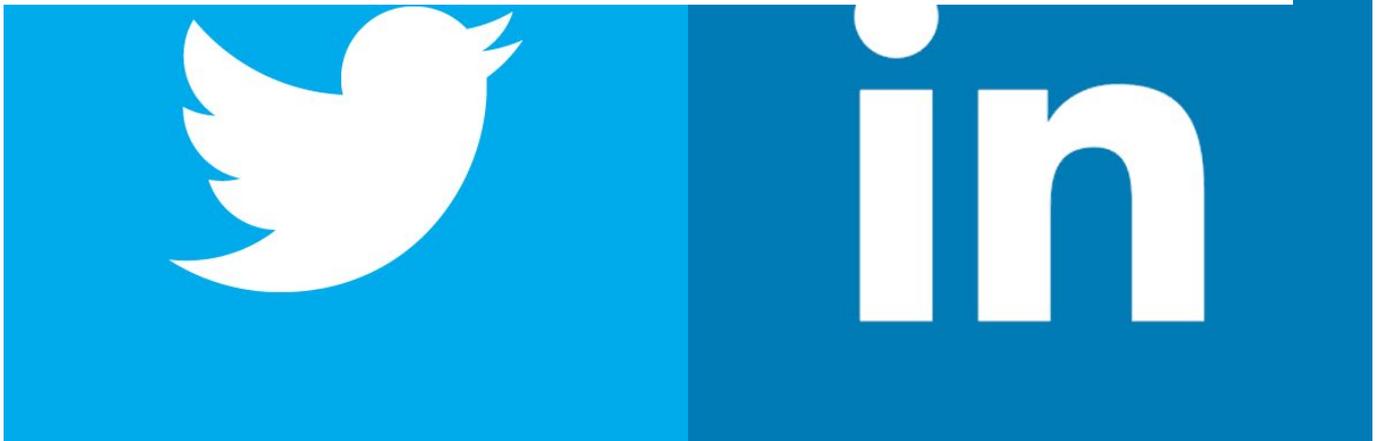
Optimizing your website and your content for a mobile, local audience enables you to target buyers wherever they are – at home, at work, and on-the-go. All of the valuable content you’re publishing can be found, read, and shared by your audience in virtually every conceivable context. That’s the power of focusing on mobile and local marketing opportunities.

Getting Social

We already looked at how social media can amplify your inbound marketing by exposing different audiences to the valuable content you're producing. But social media is an extremely broad category. How do you know which networks to target – and how should you interact with different communities on those networks?

According to the Content Marketing Institute, among B2B marketers using the networks, 62% consider LinkedIn to be effective while 50% say the same of Twitter. The same data set shows that less than half of B2B marketers consider other networks, including YouTube, Facebook, and SlideShare, to be effective.

62% consider LinkedIn to be effective while 50% say the same of Twitter.



That certainly doesn't mean those networks won't be effective for your brand. It just means that you should try sharing your content on different networks and ingratiating your brand in different communities to see what gains traction. Try to identify social networks where:

- A community of individuals actively communicates about the topics you address in your content
- You know that people in your target audience are using the network to learn about solutions like yours
- People share content that is similar to your own

Engaging with people on social media augments the effect of your mobile and local marketing efforts. In addition to meeting your audience on their device of choice, you're also able to meet them on their social network of choice. It all comes down to being in the places where your audience spends time. Increasingly, those places are social networks that your buyers access on a mobile device.



Here are some social media best practices for B2B brands to keep in mind:

- **Share other brands' content, too:** In the world of social media, few things are more repellent than a Twitter profile or LinkedIn Company Page that functions as a feed for a company's blog. Bring value to your community by curating relevant content from around the Web and sharing it with followers or connections.
- **Communicate directly:** When someone asks a question, sends you a message, or leaves you nice comment, respond! Be an active participant in your community, not a passive mouthpiece that only shares links.
- **Complete your profile:** Cover photos, profile photos, descriptions, URLs... an incomplete social media profile makes you look like a brand that doesn't really want to participate. Be sure to complete your profile on all of the networks where you're active.
- **Paying to play can really work:** Features like LinkedIn's Sponsored Updates and Twitter's Promoted Tweets let you target specific people or groups of people with content that is relevant to them. Use these tools to ensure that your content appears in those users' feeds.

Getting Results with Facebook

When ePestSolutions, Inc. contacted KEO Marketing about using Facebook to increase engagement, we decided to pursue a 100% organic campaign (no paid ads or sponsored stories) to make it happen. A provider of pest control solutions for businesses and individuals, ePestSolutions wanted to use Facebook to drive traffic to its e-commerce website.

To enable ePestSolutions to meet ambitious sales goals, we:

- **Created applications:** With an “Ask an ePest Specialist” and “Share ePest Solutions” apps, we made it easy for buyers to connect directly with an ePestSolutions
- **Facebook store:** We added a store that allows ePestSolutions to make sales directly from Facebook
- **Exclusive offers:** People who “liked” the ePestSolutions Facebook page received targeted promotional offers.

Just as some brands use LinkedIn’s Sponsored Updates or Twitter’s Promoted Tweets to forge connections with buyers, our experience working with ePestSolutions is a fantastic example of how brands can take advantage of each social network’s native features. As a result of these efforts for ePestSolutions, likes increased by 1,728% and the number of monthly impressions increased 3,585%.

Getting Mobile, Local, and Social at Your Organization

To maximize the visibility of your brand, you’ve got to get it into your audience’s hands – literally. If your website doesn’t take advantage of mobile responsive design, make redesigning it a priority. Providing the same experience across all devices does more than just improve your SEO. It also improves your audience’s ability to access and share your content.

Local and mobile marketing go hand in hand. If your business caters to the local market, start optimizing your content for local searchers. Even if you aren’t a strictly local brand, why not take advantage of periodic opportunities to market locally? When you attend or host a local event, publish content that tells your audience where you will be and what you’re doing. You can also reach search engine users with city-level targeting for SEM campaigns. Do it in your own city or even in other cities if you’ll be present for an event.

Maintaining a social media presence is also key to effective mobile marketing. Identify the networks where your buyers are spending time. Then engage them on those networks with content that speaks to an issue they face. They’ll find you no matter what device they’re using, and they’ll start thinking of you as a valuable part of their online community.

5. MARKETING AUTOMATION AND LEAD NURTURING

So far, we've focused on strategies and tactics for creating, producing, publishing, and promoting content. However, the ultimate purpose of that content is lead generation. The reason you pursue inbound marketing in the first place is so that buyers will find you and be inspired to connect on a deeper level. How do you get from "we've got content" to "we're using our content to reel in valuable leads?"

Marketing Automation



To generate leads from your valuable content, you must deploy an infrastructure that enables you to track and engage those leads with direct, targeted messaging. This is where automation can bring substantial value to your marketing efforts.

85%

2020

By 2020, customers will manage 85% of their relationship with enterprise without interacting with a human (Gartner).

84% of top performing companies are using or plan to use marketing automation by 2015

(Gleanster).

84%

2015

When pursued effectively, marketing automation:

- Boosts the efficiency of marketing and sales teams
- Enables sales to identify and work only with qualified, ready-to-buy leads
- Creates relevant touchpoints with customers throughout the buying cycle
- Improves targeting and keeps your company on the buyer's radar
- Improves conversion rates and generates more leads, sales, and revenue



At a technical level, marketing automation usually requires a software platform that integrates with your website and existing customer relationship management (CRM) system. Calls to action within your content inspire buyers to provide contact information via your website. That information immediately enters your marketing automation and CRM systems according to a workflow that assigns leads to a specific campaign. At this point, your leads will receive targeted emails that provide additional value and help them remain aware of your brand.

At a tactical level, marketing automation concentrates marketing's human effort on providing value. Less administration means your talented sales and marketing people can spend more time studying target markets, getting to know buyers, and developing content that helps those buyers – and, for that matter, your company – meet strategic goals.

With marketing automation, you don't have to spend time updating profiles in your CRM system or sending emails to different groups of leads. Those things are happening in the background. You'll have time to focus on more important tasks, like creating outstanding content.



You can also spend more time refining your approach to all aspects of your inbound marketing and lead generation campaigns. Marketing automation enables activities like:

- Creating messages that appeal to buyers at different stages of their journey
- Segmenting email marketing lists
- Determining channels and timeframes most appropriate to reaching buyers
- Optimizing content based on performance

Lead Nurturing

It all begins with a call to action. You've published valuable content that helps a potential buyer solve a problem or better understand a business issue. That content calls on the reader or viewer to take the next step, resulting in a conversion. Now you've got a lead. You've also got contact information. What happens next?

Lead nurturing is a process by which you build and cultivate relationships with these potential buyers. Enabled by inbound marketing and marketing automation, lead nurturing is how you move qualified prospects through your sales pipeline until they become customers.

After someone's contact information hits your marketing automation platform, your CRM system, and your email list, something has to happen. That "something" is lead nurturing. It's how you engender a working business relationship.

So far, we've mostly talked about content that prospective buyers access before they become known to your sales or marketing team. Blog posts, social media updates, and even case studies are nearly always publicly available. However, you might use gated content (content behind a form) like a whitepaper or executive guide to acquire an email address, at which point the buyer becomes a known lead.

This is the point at which email marketing becomes a major channel. The buyer has opted in to your lead nurturing process, and you have an opportunity to meet them with messages that align with their status in the buying cycle. To make it happen:

- **Develop buyer personas:** Who are your buyers? By developing specific personas, you can gain a better understanding of the types of messages that will appeal to different groups of buyers.
- **Segment email marketing lists:** Using insights from persona development, segment your lists accordingly.
- **Create content according to list segment:** Different personas require different messages, so you will need to develop content that speaks to every type of buyer who enters your lead nurturing process.
- **Assign leads to the appropriate campaign:** By making appropriate updates to your website, marketing automation platform, and CRM application, you can assign every lead to the right list and the right campaign.

Building Relationships

In addition to spearheading an ambitious content marketing effort for CyrusOne, KEO Marketing also implemented a multi-segmented lead nurturing campaign. Targeting specific decision makers at Fortune 1000 companies, our solution consisted of the following activities:

- White papers, case studies, and executive reports that were sent directly to leads via email
- Calls to action within the emailed content that encouraged recipients to visit a landing page on the CyrusOne website
- Lead capture integration with the CyrusOne website that identified which leads were closer to making a purchase and/or required attention from sales
- Additional educational content that inspired other buyers to enter CyrusOne's lead nurturing process

Ultimately, CyrusOne increased website lead volume by 171%. Much of that increase was a direct result of contacts we pursued with the lead nurturing sequence. While this particular lead nurturing campaign might not follow a “by the book” process by which new leads provide contact information in exchange for a resource, we use it to show you what’s possible. Lead nurturing doesn’t have to follow a precise formula to be effective. What matters is that you’re meeting leads with targeted content and that the effort aligns with your organization’s strategic goals.



Marketing Automation and Lead Nurturing at Your Organization

To get started with marketing automation, start thinking about:

- **Gaps in your sales process:** At what point are you losing your leads’ attention? Before getting serious about marketing automation, you need to identify the specific problem areas that automation can (and should) address.
- **Marketing budgets and marketing needs:** You may need to invest in better software, so you’ll need to research solutions that fit your budget. You’ll also need to verify whether the software integrates with your website and CRM application, so you can take full advantage of lead capture opportunities.
- **Personnel changes:** Where can your talented staff direct their energies when they’re not manually emailing prospects or updating CRM profiles? What’s more, how much more content will you need to produce to make use of automation? Start thinking about ways to direct more human effort toward content creation and promotion.

When it comes to lead nurturing, it also pays to think ahead:

- **Persona development:** The best personas are built using data, not assumptions and fictionalized scenarios. Start using existing marketing and sales insights to develop accurate personas that are useful to your lead nurturing efforts. Yes, this could mean conducting customer interviews. In the long run, putting in the legwork will pay off in a major way.
- **List segmentation:** In addition to segmenting lists according to persona, consider how buyers access information about a particular product. Buyers who prefer search engines over industry publications might respond better to a particular kind of content. Just be aware that you'll have to consider buyers' attitudes and behaviors in addition to their business needs.
- **Creativity:** Thanks to marketing automation and inbound marketing campaigns, you're about to have a lot more leads to nurture! Start exploring new ways to reach different kinds of buyers through email. Newsletters, special offers, educational resources, videos... as you discover what works best for different buyers, you will need to get more creative about the types of messages you deliver.



CONCLUSION: B2B LEAD GENERATION REQUIRES AN INTEGRATED APPROACH

Insight selling, inbound marketing, educational content, marketing automation – the list of strategies and tactics required for effective lead generation is increasingly complex.

For this reason, you need to pursue an integrated approach that incorporates all five elements of the lead generation success formula. No element – and, for that matter, no single tactic – should be viewed in isolation. You’ve got to engineer a strategy that follows the formula, emphasizing or deemphasizing specific aspects as appropriate to your brand and strategic goals.

Just be sure to clearly identify those goals, too, and make all decisions with your end objective in mind: generating valuable leads that help your organization increase revenue.

THE KEO MARKETING B2B MARKETING SUCCESS FORMULA



Sources

86% of businesses named generating leads as their highest-priority marketing goal, followed closely by converting leads into sales. ([Marketing Score](#))

Most marketers focus on long-term goals for lead generation: 69% say they want to acquire customers who will prove profitable over the lifetime of their relationship with the company. ([Chief Marketer](#))

64% attribute leads to multiple channels, illustrating the importance of a comprehensive strategy employing several tactics. ([Chief Marketer](#))

68% of B2B marketers plan to use social for lead generation this year, up from 59% last year. The most common way of using social for lead generation is by building relationships and awareness, with fewer looking to drive website traffic. ([Chief Marketer](#))

34% of B2B marketers singled out social media as having the lowest cost per lead. ([Software Advice](#))

67% of the B2B buyer's journey is now done digitally, and online searches are executives' first course of action. ([SiriusDecisions](#))

About half of B2B vendors sell through mobile (including stores and applications), while 3 in 4 plan to offer mobile commerce. ([CMO Council](#))

([According to the Content Marketing Institute](#)) among B2B marketers using the networks, 62% consider LinkedIn to be effective while 50% say the same of Twitter. The same data set shows that less than half of B2B marketers consider other networks, including YouTube, Facebook, and SlideShare, to be effective.

By 2020, customers will manage 85% of their relationship with enterprise without interacting with a human. ([Gartner](#))

84% of top performing companies are using or plan to use marketing automation by 2015. ([Gleanster](#))



About KEO Marketing

KEO Marketing Inc., a leading business to business (B2B) marketing agency based in Phoenix, Arizona, develops and implements strategies to help clients significantly increase leads and sales.

The company's solutions include marketing strategy, brand positioning and messaging, inbound marketing, search engine marketing and optimization, website development, social media, pay per click and display advertising, local and mobile marketing and more. Some of the world's largest brands have depended on KEO Marketing for marketing programs that deliver tangible and substantial results.

For more information and to request a complimentary marketing audit visit keomarketing.com

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