

Velkommen

LINKEDIN SOCIAL PROSPECTING AND SELLING

14 September 2020



Agenda

- • Velkommen
- • Social selling introduktion
- • Social selling: TIA case
- • Social selling: Roche case
- • Værktøjer og platforme til social prospecting og social selling
- • 16.00 Pause
- • Social prospecting, selling og lead generation
- • Customer journey og social engagement
- • Q&A



- Præsentationen bliver delt
- Slides på engelsk
- Pit stops & feedback
- Q&A løbende

Who we are...

Morten Kornerup



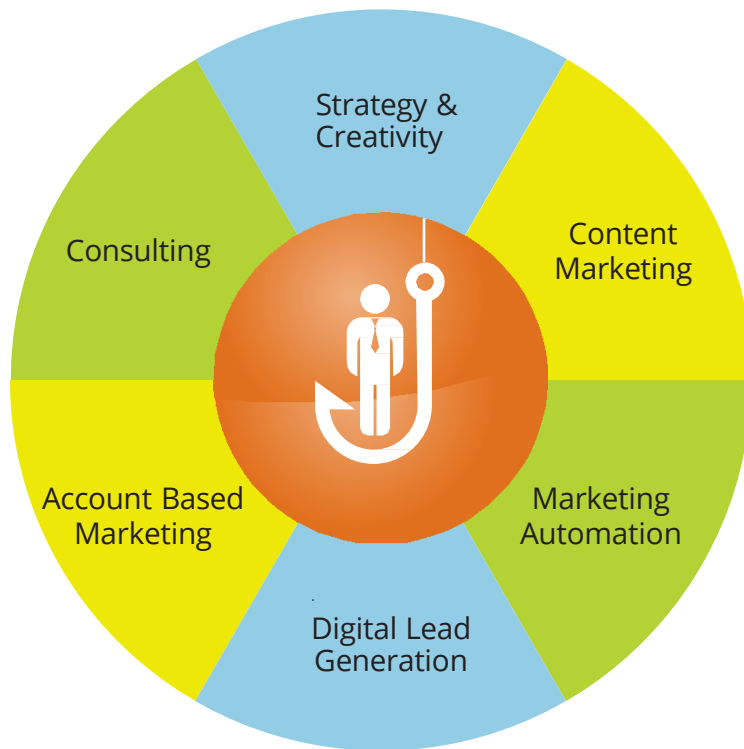
Founder & Partner of Blue Business.
30+ years experience in international
B2B marketing. Lived in UK and
Switzerland. Key client industries: IT,
Life Science, Manufacturing, Service.

Hans Christian Bothmann



Partner at Blue Business. 20+ years client
side IT and software marketing at
Secunia, Microsoft, SAS, Accenture,
Infor. European, global marketing and
alliances roles.

Blue Business



Lead Generation and Account Based Marketing

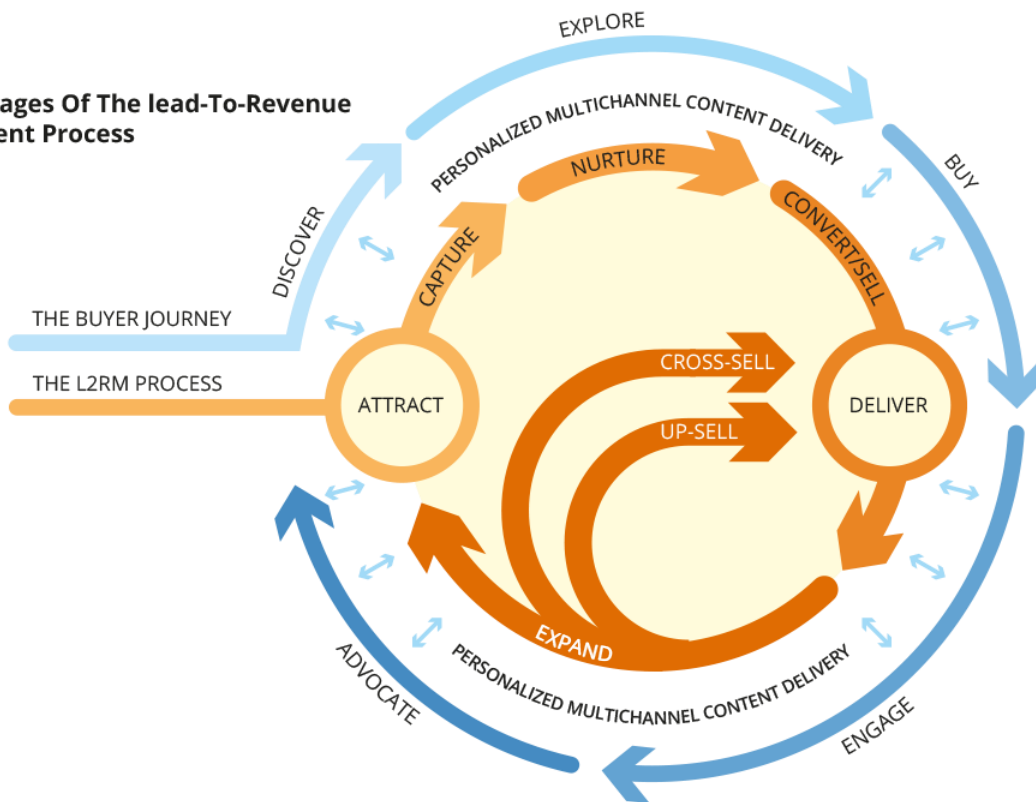
Generating, qualifying and nurturing accounts and leads to increase sales and marketing effectiveness

Some of our customers using marketing automation to drive new leads



Relevant content marketing across the customer journey

The Key Stages Of The lead-To-Revenue Management Process




Do you know who your customer is ?

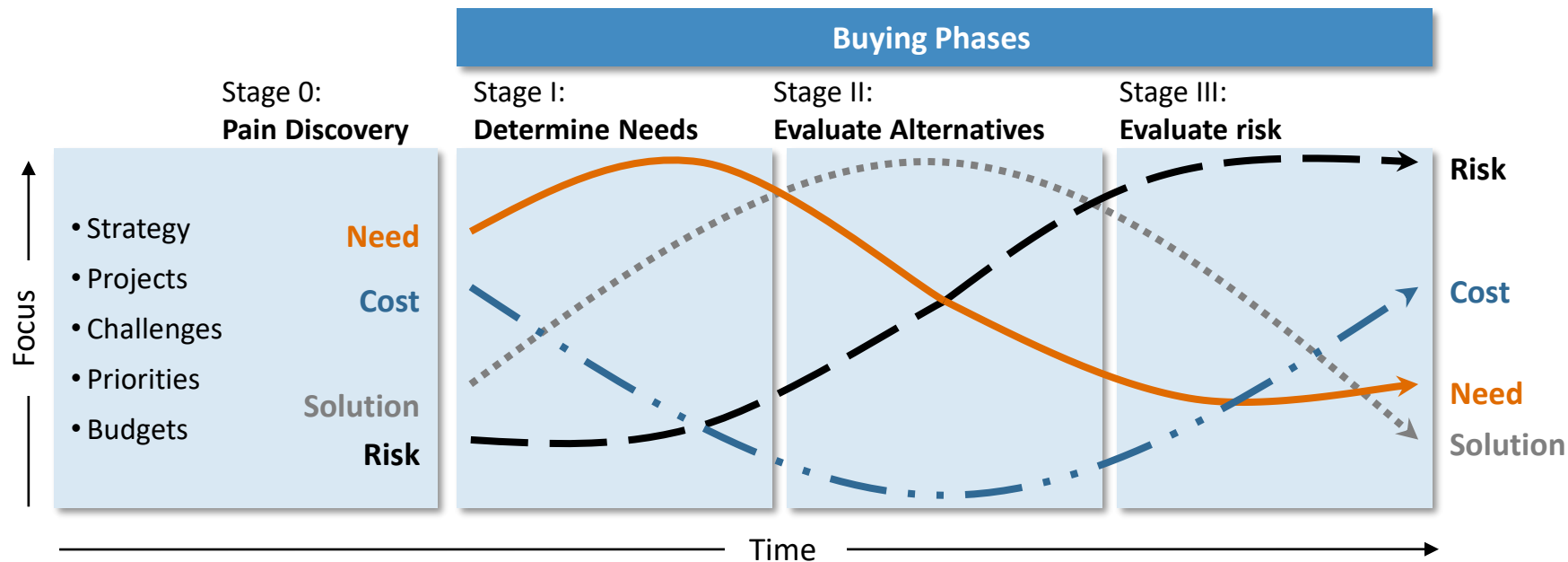

Where are they on their journey ?


Are you engaging and moving them along the journey ?


Are you measuring the impact on your business goals ?

Source: Forrester Research, Inc.

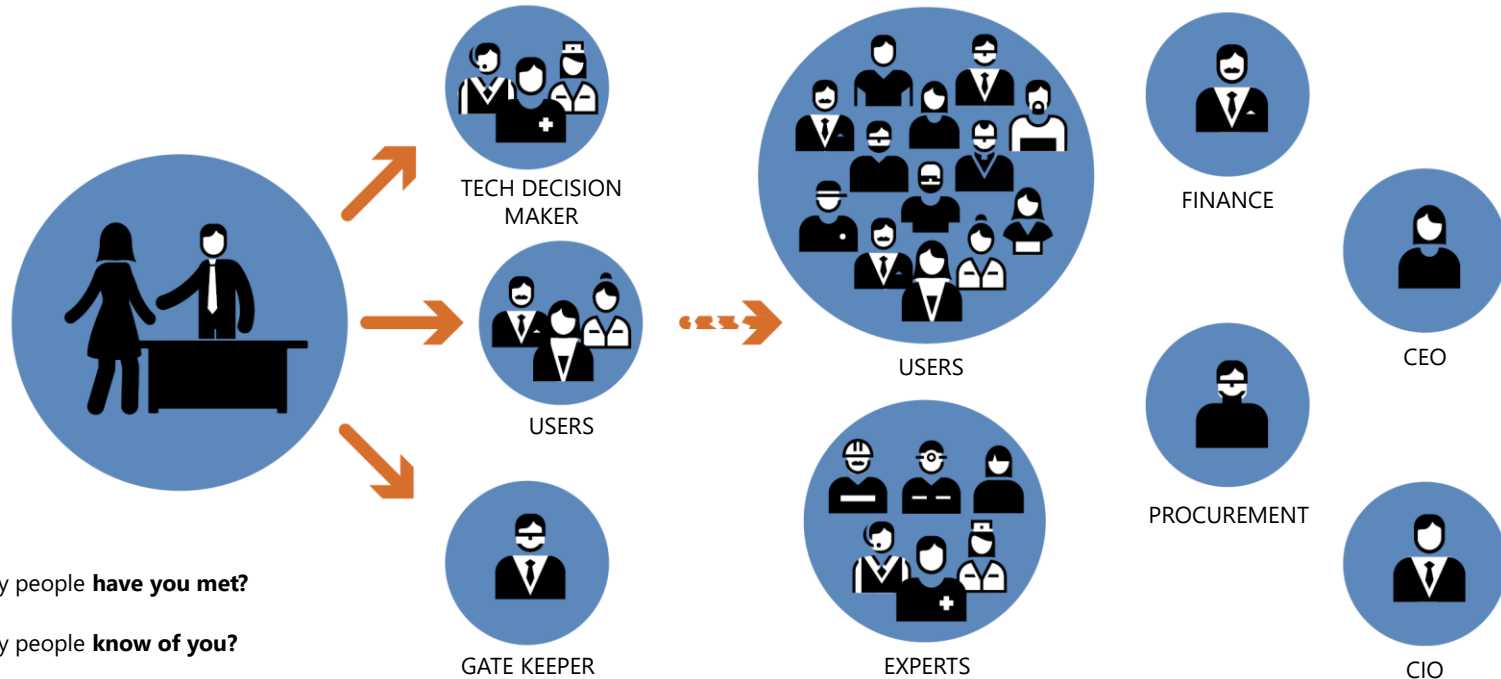
Shifting buyer concerns throughout the customer journey



Your content must match the customer journey and the personas

	Buying Phases		
	Stage 0-I: Pain/Need	Stage II: Evaluation	Stage III: Decision
Content objective	Research/pain	Inform/differentiate	Motivate
Business Decision Maker (BDM)	• White papers • Articles • Strategy sessions	• Product brochure • Fact sheets • Solution WP	• Business case WP • Workshops • ROI calculator
Technical Decision Maker (TDM)	• Scientific papers • Research	• Demo videos • Technical WP • Ask the experts	• Testimonials • Customer videos • Customized demos

Are you talking to the real decision makers?



How many people **have you met?**

How many people **know of you?**

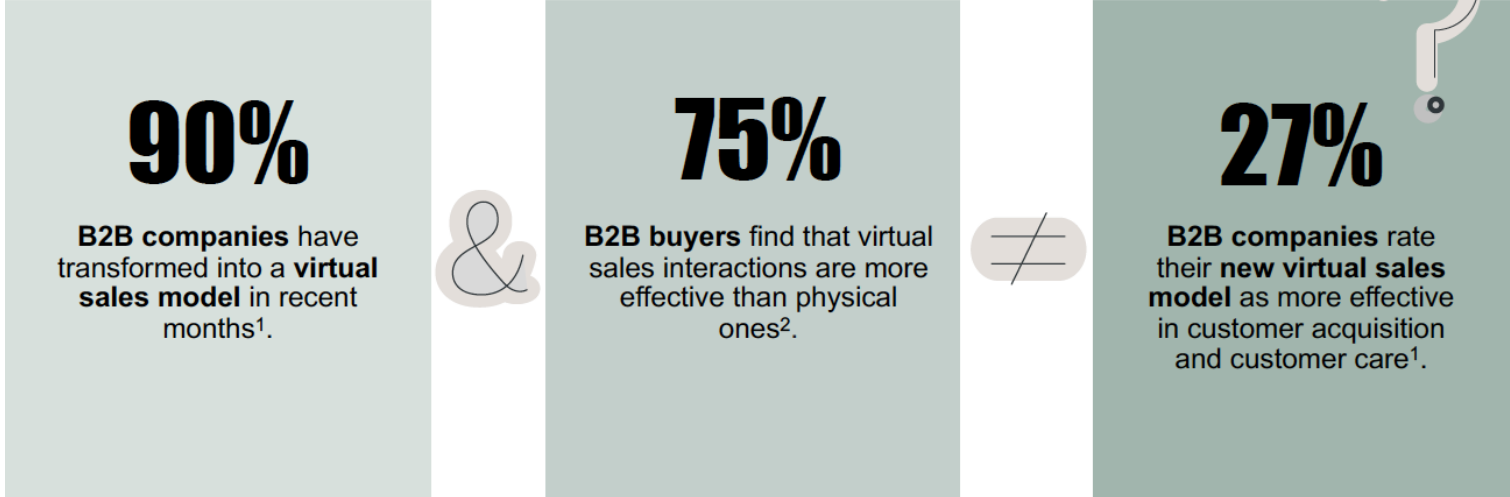
How many people **believe you are the best?**

Online Sales in B2B: inspiration from Implement Consulting Group

Implement webinar on Online Sales

Over the last six months, we have seen an acceleration in virtual customer engagement – and yet only 1/3 reap the benefits

IM



90%

B2B companies have transformed into a **virtual sales model** in recent months¹.



75%

B2B buyers find that virtual sales interactions are more effective than physical ones².



27%

B2B companies rate their **new virtual sales model** as more effective in customer acquisition and customer care¹.



Implement webinar on Online Sales

Slow adoption of a programmatic approach to virtual sales force enablement has limited the benefits realisation

IM



OUR SALES FUNCTION

- Scepticism and uncertainty of the change
- New and different capabilities
- Adjustment to new tasks and workday structure



OUR CUSTOMERS

- Lack of technical capabilities
- Some remaining scepticism about virtual meetings
- Difficulty in gaining trust and commitment



OUR ORGANISATION

- Technical challenges in collaboration
- Necessary adjustments to the sales process and roles
- Need to adapt marketing and sales materials

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Virtual customer engagement enables organisations to increase sales efficiency ...

IM

INCREASED EFFICIENCY

– free up time for more and higher quality engagements



20%

Less travelling provides more time (and saves costs).

On average, salespeople can save ~34 hours/month by converting physical meetings to virtual meetings.

This frees up one fifth of their work month to focus on other things.



63%

Virtual meetings are shorter and more to the point.

63% say that their virtual customer meetings have become shorter than their face-to-face customer meetings.

This frees up time for more engagements of higher quality.



60%

Many of the meetings we used to have physically can be converted to a virtual setting.

60% of the virtual customer meetings held during COVID-19 used to be done face-to-face, underlining that despite the barriers associated with virtual customer interactions, most face-to-face meetings can be converted to virtual meetings.

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... and increase sales effectiveness

IM

INCREASED EFFECTIVENESS

– increase win rate and shorten sales cycle



57%

Rethinking value messages and adapting presentations to a virtual format improves win rate.

57% agree that we can improve win rates by adjusting the form and content of our sales presentations to be suited for a combination of physical and virtual meetings.



40%

Access to more stakeholders shortens the sales cycle.

40% agree that easier access to relevant stakeholders shortens the sales cycle.



37%

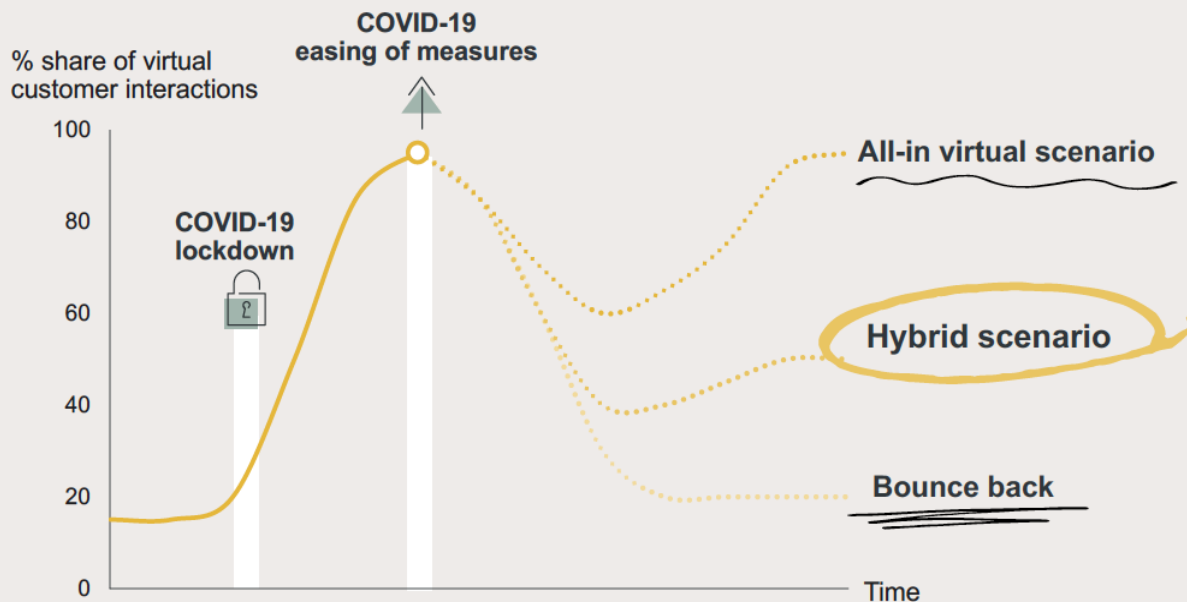
Access to SMEs is likely to be better in the virtual environment.

37% bring specialists/subject matter experts or executive sponsors to participate in physical meetings. Experience in working with businesses on virtual selling has uncovered that utilising SMEs is easier in a virtual setting.

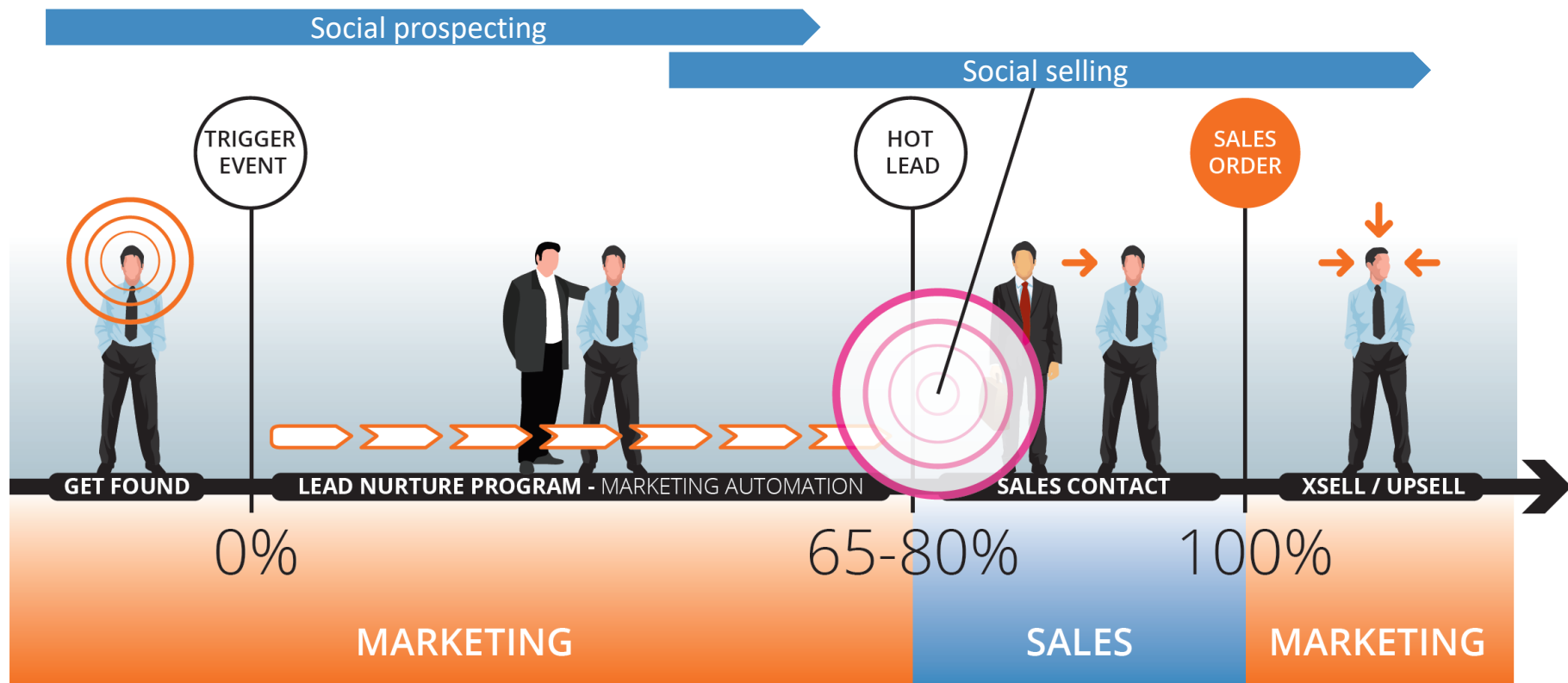
Implement webinar on Online Sales

Virtual selling is here to stay. Successful organisations will combine the best of the old and new world

IM



Social engagement is relevant across the customer journey



Welcome to the power of LinkedIn

A few stats about LinkedIn

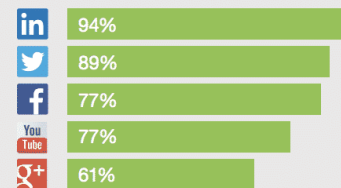
- 675 million LinkedIn users, spread over 200 countries, March 2020 (up by 15 million since Nov, 2019)
- US is the biggest market (167 million users), followed by India (62 million), and China (48 million)
- In 2019, 90 million LinkedIn users were **senior-level influencers**, and 63 million were in decision-making positions
- LinkedIn users spend an average of 10:20 minutes on the site daily, visiting 8.5 pages9 billion content impressions take place on LinkedIn weekly
- 130,000 articles are published on LinkedIn weekly
- 80% of B2B leads come through LinkedIn
- 20 million jobs listed on LinkedIn

Source: <https://www.businessofapps.com/data/linkedin-statistics/> + <https://www.omnicoreagency.com/linkedin-statistics/>

LINKEDIN BY THE NUMBERS

LINKEDIN IS THE #1 CHANNEL TO DISTRIBUTE CONTENT

B2B marketers who use various social media sites to distribute content:



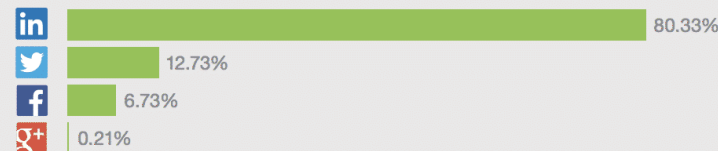
LINKEDIN DRIVES MORE TRAFFIC TO B2B BLOGS & SITES

90% of social traffic was driven by the big three networks, with half of it coming from LinkedIn.



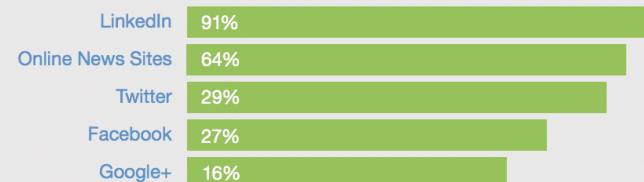
LINKEDIN CONSIDERED MOST EFFECTIVE FOR B2B LEAD GEN

80% of social media B2B leads come from LinkedIn.

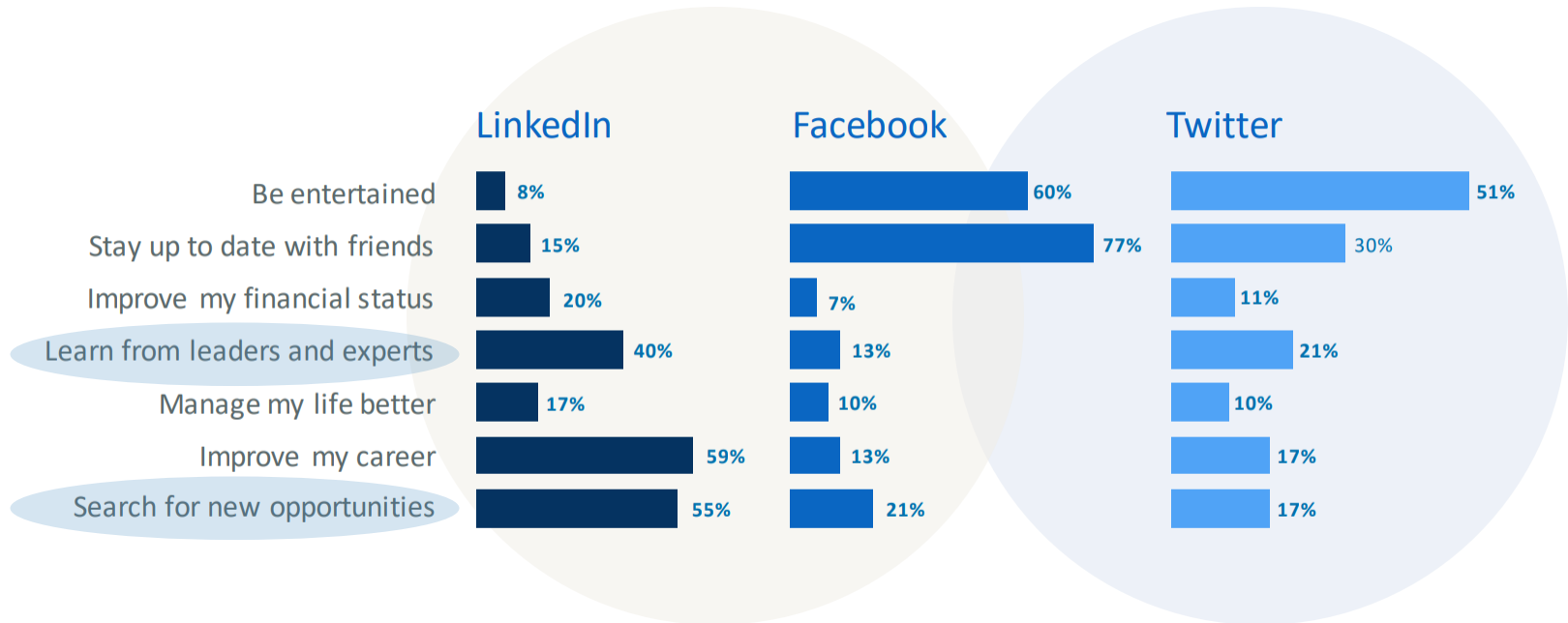


EXECUTIVES RATE LINKEDIN HIGH ON VALUE GAINED FROM THEIR SOCIAL MARKETING INITIATIVES

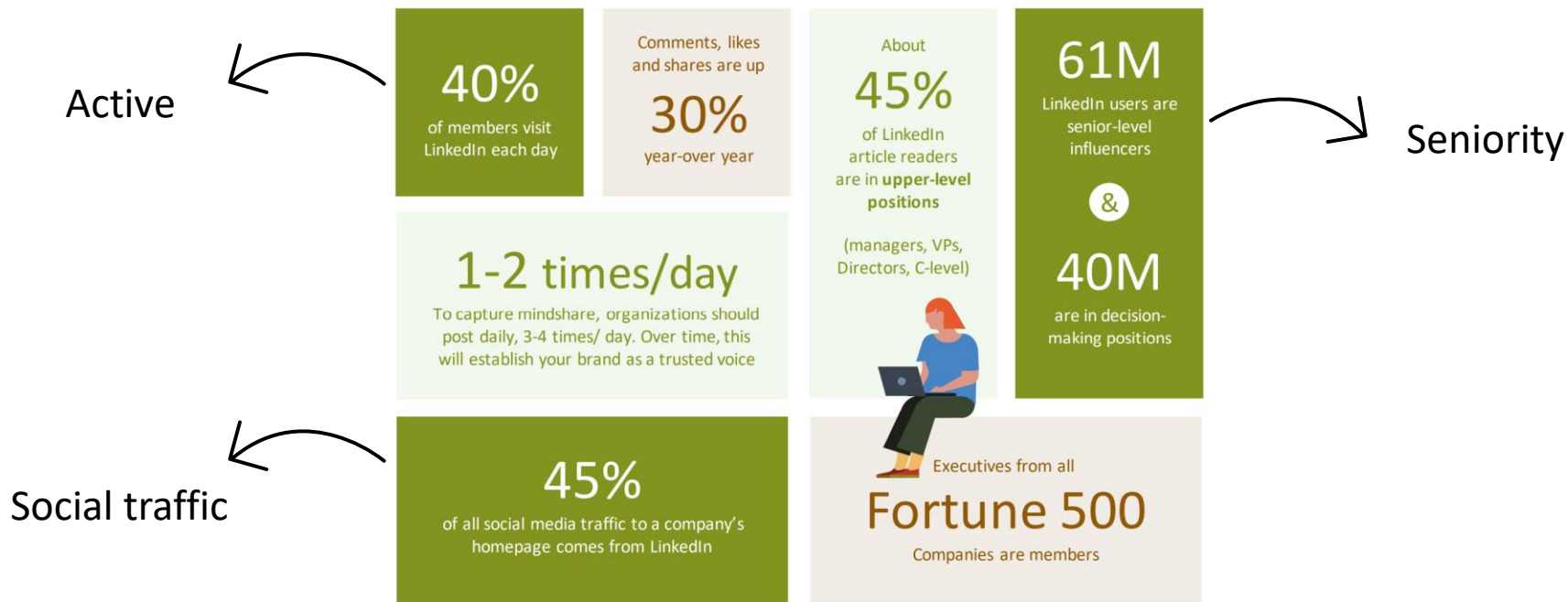
LinkedIn is the number one choice for professionally relevant content.



Social engagement on LinkedIn = Business



Social engagement on LinkedIn = Business



LinkedIn Pros & Cons	
Pros	Cons
Up to date B2B data (self selected)	Expensive if not done right (\$6 - \$9 per click)
Robust targeting	No dayparting
Users have a business mindset	No device level bidding
No gatekeeper, speak directly to executives	No exposed relevancy score

Social selling



Find the right prospects



Build trusted relationships



Achieve your sales goals.

Traditional - Selling		Social - Selling	
 - Buy leads lists - Limited personal rolodexes - Blocked by gatekeepers	Find	 - Utilize professional networks - Utilize company social network - Target key decision-makers	
 - Random contacts - Limited to internal records - Accumulate useless data	Relate	 - Concentrate on real people - Gather online intelligence - Discover social insights	
 - Rely on cold calling - Push the sales script - Use cookie cutter process	Engage	 - Leverage warm introductions - Have relevant conversations - Glide through buying process	

Consider your own profile: 14 tips for the perfect LinkedIn profile

● ● Tips 1-7: What to say

- ● 1. Describe what makes you tick
- ● 2. Explain your present role
- ● 3. Frame your past
- ● 4. Highlight your successes
- ● 5. Reveal your character
- ● 6. Show life outside of work.
- ● 7. Add rich media

● ● Tips 8-14: How to say it

- ● 8. Make your first sentence count
- ● 9. Pump the keywords
- ● 10. Cut the jargon
- ● 11. Write how you speak
- ● 12. Tell stories
- ● 13. Create white space
- ● 14. Ask for what you want

Source: <https://business.linkedin.com/talent-solutions/blog/linkedin-best-practices/2016/7-linkedin-profile-summaries-that-we-love-and-how-to-boost-your-own#james>

Some examples



Ulrik Krogh Andersen
CEO at MEQU A/S My mission is to make it possible to provide warm blood to any bleeding patient.

Followers 1,422

[Following](#)

Ulrik's Activity

All activity Articles **Posts** Documents

Ulrik Krogh Andersen • 1st
CEO at MEQU A/S My mission is to make it possible to provide warm blo...
5d • 🌐

Pre-hospital care gives survival: the ability for incident could be lifes



Transport Bag Offers
healthcarepackaging.com



Like Comment

Mads Krogsgaard Thomsen
Executive Vice President & Chief Scientific Officer at Novo Nordisk

Followers 9,398

[Follow](#)

Mads Krogsgaard's Activity

All activity Articles P

Mads Krogsgaard Thomsen likes this

Evotec
28,374 followers
3d • 🌐

Evotec and Novo Nordisk form strategic alliance to develop novel therapies for kidney diseases - <https://hubs.li/H0TLZRO> | **Evotec SE** and **Novo Nordisk** today announced a ...see more

evotec
#RESEARCHINNOVATION

News release:
Evotec and Novo Nordisk form strategic alliance to develop novel therapies for kidney diseases

News release from Evotec and Novo Nordisk
Read more on www.evotec.com

115 • 2 Comments

Morten Just Petersen
Chief Development Officer at Monta Biosciences

Followers 364

[Follow](#)

Morten Just's Activity

All activity Articles Posts Documents

Morten Just Petersen likes this

Simon Skjode Jensen • 2nd
CEO and Founder at Monta Biosciences
1d • Edited • 🌐

MonTa Biosciences have completed our regulatory meeting with the Danish Medicines Agency to align views on development strategy and interpretation of ICH guidelines. MonTa plan for moving our lead candidate MBS8 in ...see more



72 • 2 Comments

Leif Carlsen • 1st

Social Selling Company

Social selling and LinkedIn Expert | I help to get customers to come to you by using the social selling methodology | Keynote Speaker | B2B | Face-to-face and Digital Sales Training and Consulting
Kokkedal, Capital Region, Denmark · 500+ connections · [Contact info](#)

Providing services
Business Consulting, Corporate Training, Executive Coaching, Lead Generation, Marketing Consulting, Content Strategy, Marketing Strategy, and Management Consulting
[See all details](#)



Pitstop

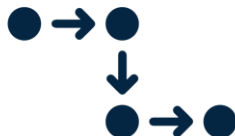
5 min. brainstorm, dialog og inspiration
Er online salg en velsignelse eller
forbandelse?

How can you ensure success?



Always-on, agile improvement

Our dedicated team optimizes every campaign and audience segment throughout acquisition phases to ensure your budget goes further.



Multiple paths

Your audiences have diverse online behaviours and preferences. We cover all major routes through the platform to ensure full coverage and optimal budget distribution.



Segmentation, personalization and variation

We segment your audiences by multiple demographic parameters (Geo, Seniority, Industry, Function, Role, tenure, skills, interests) to serve the right messaging at the right time.

B2B TARGETING

PROFILE COMPLETENESS DEPENDENT



Professional

Job Title (Project Manager)

Job Function (Marketing)

Seniority (Manager)

Skills (Nunchuck, MySQL)

Group (Project Management R Us)



Company

Category/Industry (Hi-tech, Consumer Goods)

Company Size (51 - 2000)

Company Name (Microsoft)



Education

School Name (Stanford)

Degree/Field of Study



Demographics

Gender (M/F/Both)

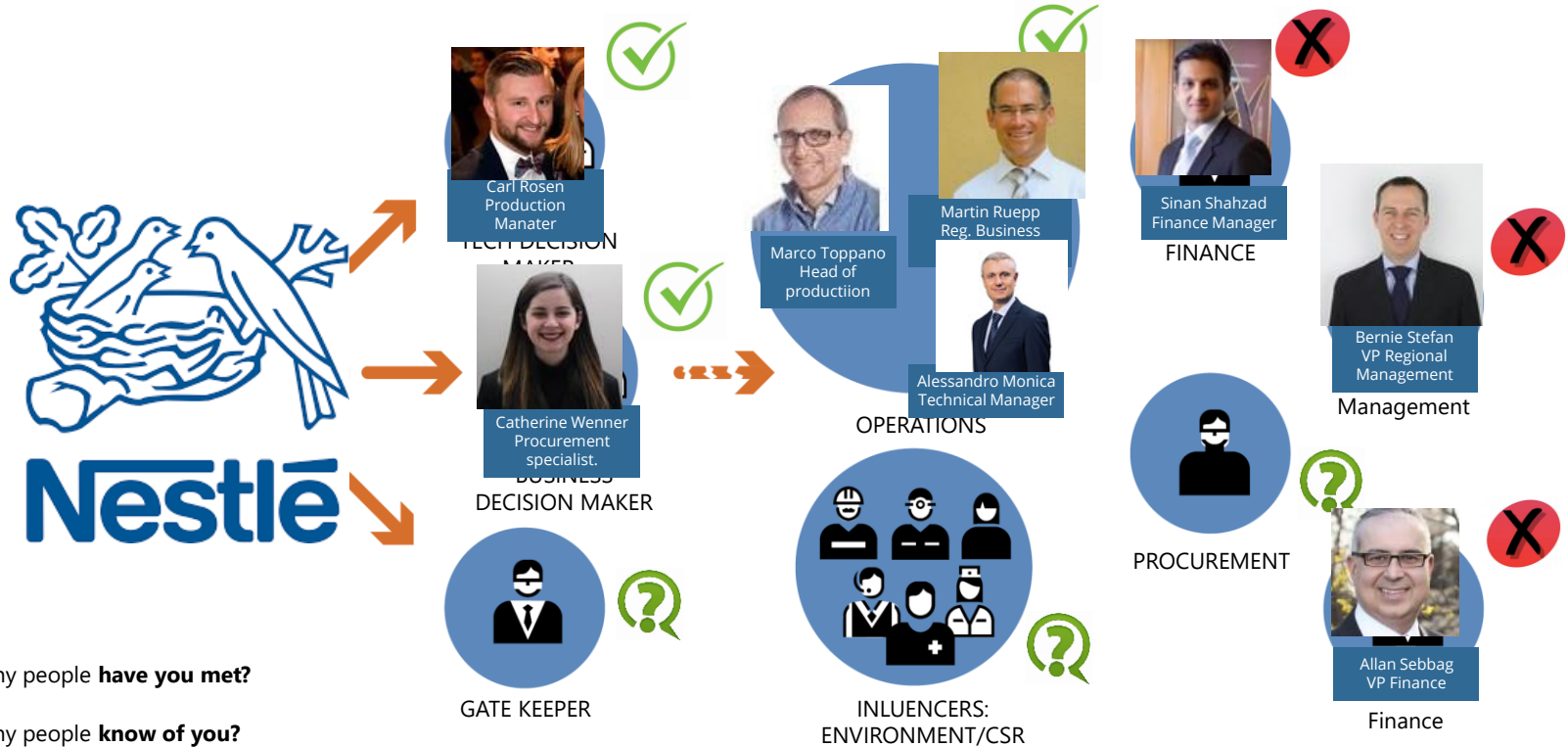
Age (55+)

Geography (San Francisco Bay Area)



Combinations & Exclusions

A 'heatmap' of the Decision-Making unit at Nestlé



How many people **have you met?**

How many people **know of you?**

How many people **believe you are the best?**

Using Sales Navigator to identify your leads.

Example: Nestlé and Danone

- Persons with the title “Production” inside Nestle in major regions alone represents an audience of 599 persons
- If you add Danone to the list, you have an audience of 715 persons for production managers alone
- Adding “procurement” related job titles the audience is more than 1,000 persons

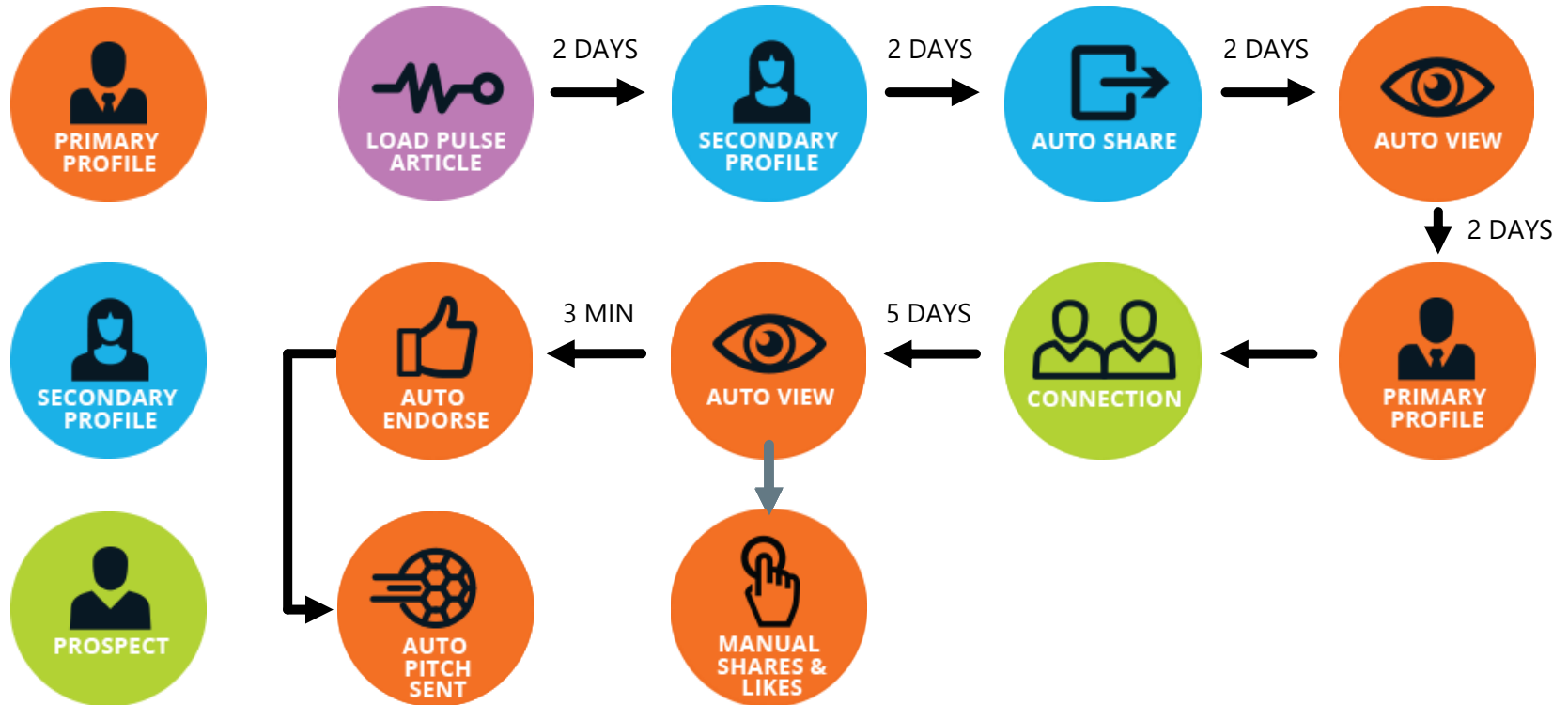
The screenshot displays the LinkedIn Sales Navigator interface. The top navigation bar includes 'SALES NAVIGATOR', 'Home', 'Lists', 'Saved Searches', and 'Admin'. A search bar is present with the placeholder text 'Search for leads and accounts'. Below the navigation bar, the 'Lead results' tab is active, showing a list of search results for 'Production Manager at Nestlé'. The results are filtered by 'Geography' (Region) and 'Past Lead and Account Activity'. The search criteria include 'EMEA', 'England, United Kingdom', 'India', and 'Nigeria'. The results table shows 715 total results, with 11 changed jobs in the past 90 days, 41 posted on LinkedIn in the past 30 days, and 2 shared experiences with the user. The first result is for Carl Rosén, a Production Manager at Nestlé, with a profile picture and a 'Save' button. The second result is for Ahmad Saabneh, also a Production Manager at Nestlé, with a profile picture and a 'Save' button.



Case: Roche Diagnostics

Account Based Social Prospecting

SOCIAL PROSPECTING



LinkedIn automation tools

- There are a number of tools available that can automate some of the lead generation tasks:
 - Expansion of number of contacts
 - Auto-mailing contacts (1st level)
 - Send messages to LI groups



Take a look at

- Sales Navigator
- LinkedInhelper.com
- Dux-Soup
- One-2-Lead



LinkedIn Content Sharing

Targeting Specific Prospect using personalised 'SHARED' LinkedIn Content

- Giving us the ability to 'share' targeted content with specific segments within the target audience
- When received the prospect gets an email, LinkedIn alert and it goes to all mobile devices
- Case references include:

DirectionsEMEA
DirectionsASIA
Lenovo EMEA

The screenshot shows a LinkedIn profile for Barend Potgieter, Managing Director at The Social Effect. The profile has 1,319 followers. The activity feed shows a post from 4 months ago by Morten Kernerup, who is a Microsoft Dynamics CRM partner, sharing a link to a post from Directions North America. The post from Directions North America is titled "Directions NA, Directions NA, Dynamics NAV, Navision, Microsoft" and includes the website directionsna.com. The post has 8 likes and 0 comments. The right sidebar shows a list of influencers, including Jack Welch, Ryan Holmes, and Tim Brown, and a section for companies, including Symantec.

LI Content Sharing is not InMail and not Sponsored feed

The image is a collage of LinkedIn interface elements. On the left, a 'Messaging' window shows a conversation with 'Intel Internet of Things'. Below it, an orange box labeled 'InMail' is crossed out with a large orange 'X'. In the center, a 'Promoted feed' section is also crossed out with a large orange 'X'. To the right, a 'Notifications' bell icon with a red circle containing the number '6' is shown. Below the 'Promoted feed', an orange box labeled 'Content sharing in Notifications' points to the 'Notifications' bell icon. The background shows various LinkedIn profile pages and posts, including one from 'Morten Kornrup' and another from 'Ole Seelberg'.

How LinkedIn Content Sharing is executed



ABSA: Account Based Social Advertising

Take the best from two worlds



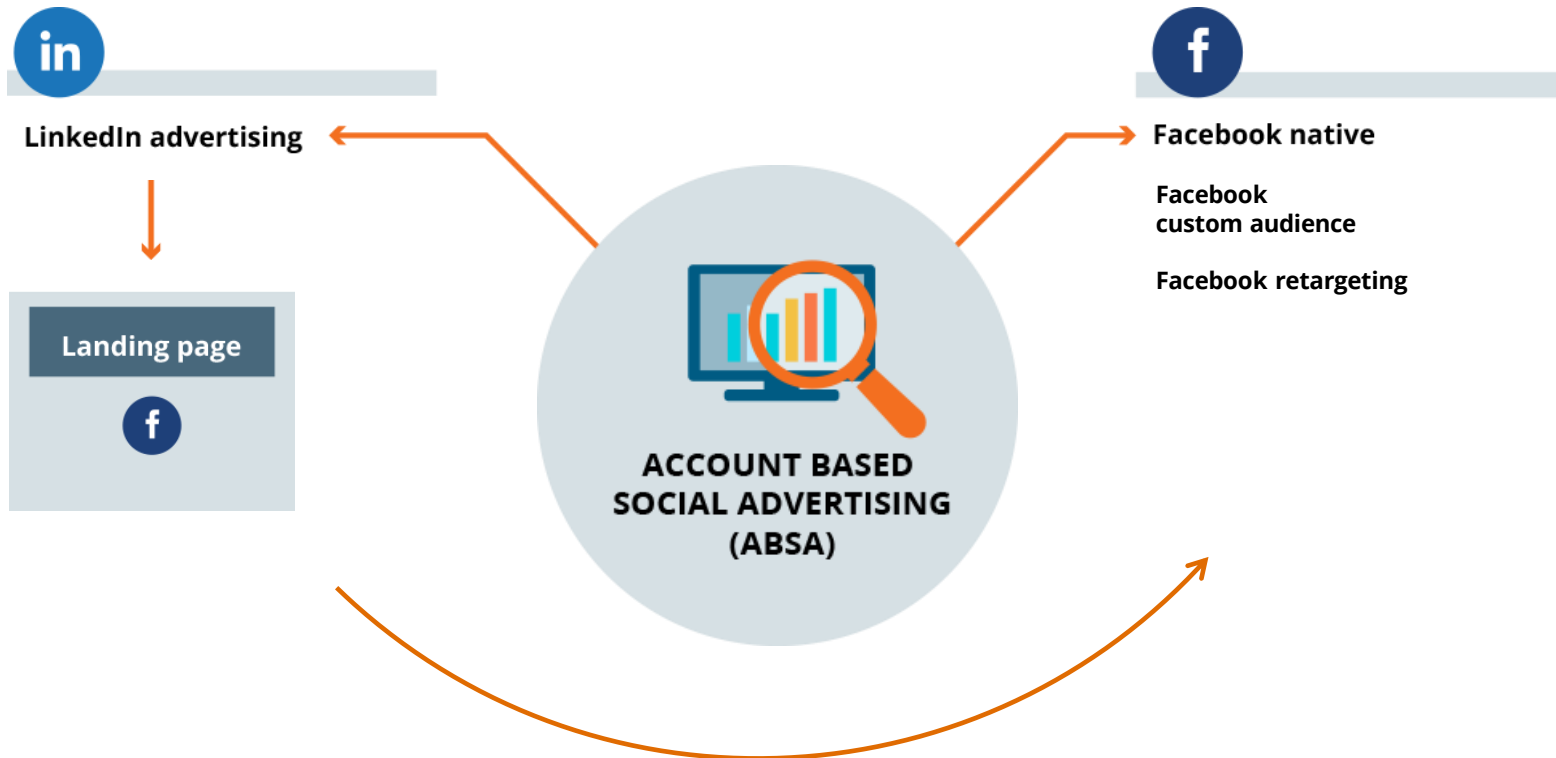
LinkedIn Content
Sharing



Facebook
Advertising

But first, its all about the data, for precision account based social marketing!

GDPR compliant account based targeting strategies



Examples of premium websites ads will be served on

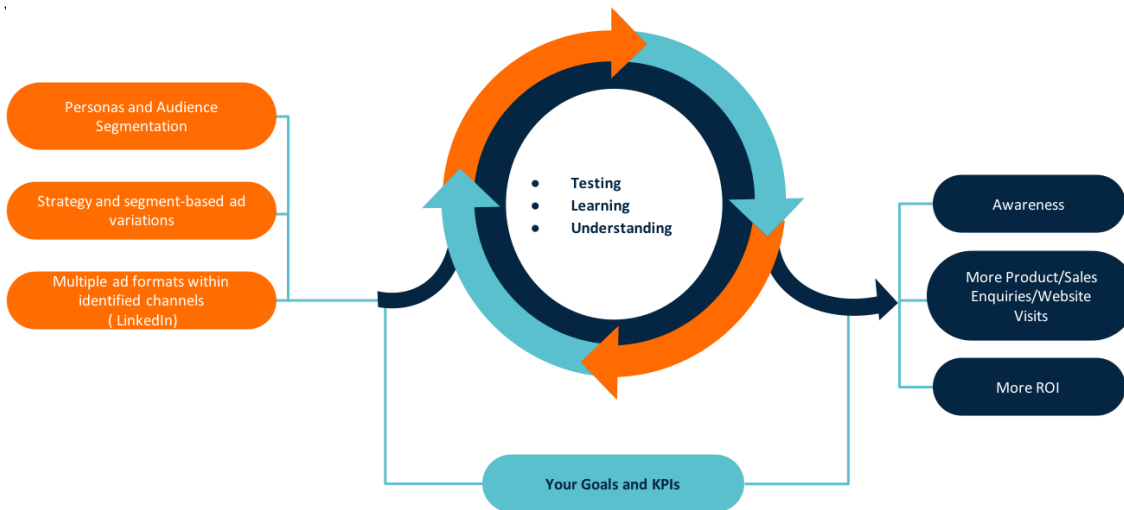
Linked in



theguardian **Mail**Online

Extended social media reach using LinkedIn

- Covering the whole customer journey ✓
- Persona relevant communication ✓
- From Awareness to named leads ✓
- Agile creative approach ✓
- Multi language ✓
- Guaranteed number of leads ✓



Paid Social Media Tactics

1. Display Network Advertising



- Great top of funnel tactic: Widest reach with B2B LinkedIn targeting
- Reach LinkedIn members wherever they browse
- Focused advertising types: still images and text
- Account-based impressions and engagement reported

2. LinkedIn Lead Generation Forms



- High conversion rates with a frictionless form-fill experience
- Lower acquisition costs than traffic ad campaigns
- Affirmative checkbox opt-in to communications and privacy policy.
- Direct integration with marketing automation and CRM uploads
- Request any up to 5 custom questions and up to 20 fields

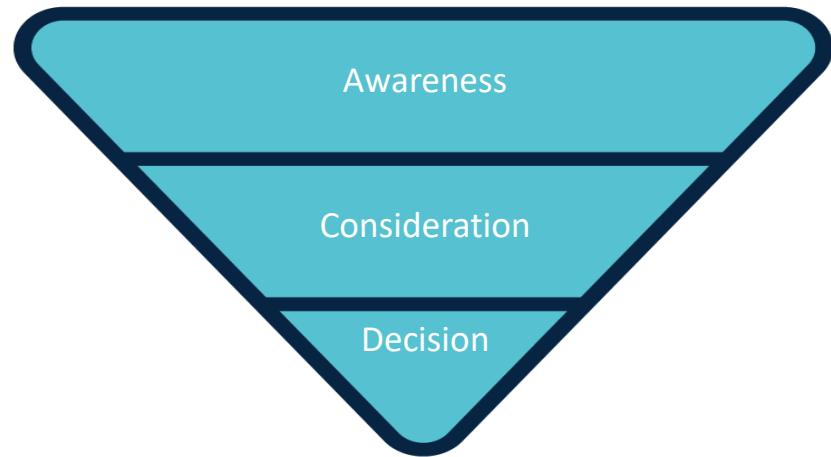
3. LinkedIn Social Selling & Direct Mail



- Highest Lead Conversion Rate (LCR)
- All interactions segmented according to account and persona
- Targets most engaged personas and decision-makers
- Produces leads ready for outreach and follow-up

All channels optimised for each client

These tactics follow:



Agile Overview:

each channel, ad creative/copy, format will be tested against the other/s to optimise and isolate the best ROI on ad spend.

Case: TIA Technology Account Based Social Advertising

Challenge



- Few large accounts
- Long complex buying process
- Several decision makers and influencers



ABM Objectives

Awareness: "To drive highly qualified enquiries for the TIA solution, aimed at the targeted accounts"

Save time for Sales:

1. Create a target list of ultra-relevant prospects
2. Convert min. 40 accounts to hot leads giving sales new opportunities
3. Learn ABM – tracking each stage of sales cycle gives opportunity for improvement through optimization of channel and stage process

Campaign Flow

Awareness Stage

Consideration Stage

Decision Stage

Content / Messaging Flow

- We will use the **Digitization, 7 Ways, and PAC Innovative Insurer Report eBooks** here
- We will offer the users longer form, in depth content to hold their interest for longer - specifically the **Business Value eBook**
- We will use persuasive language to strongly encourage interaction, and content that relates directly to the product, i.e. the **Implementation eBook**.

Ad Formats

- Facebook Website Click Ads - single image and carousel ads
- Facebook **Lead Generation Ads** to generate leads
- Facebook Lead Generation Ads to generate leads - Give users the opportunity to download the resources directly to their devices through Facebook, once they have submitted their details.

Example of lead gen ads

Lead Gen Ad - A Proven Methodology - Informative

 **TIA Technology A/S**
Sponsored ·  Like Page

A value-oriented decision-making methodology — based on years of experience with insurers.



Identify and Capture Value
The Insurer's 4-Step Guide

[Download](#)

 Like  Comment



TIA Technology A/S

The Insurer's Guide to Identifying and Capturing Value

Download this free guide to mapping needs, finding solutions, and quantifying value. We've helped insurers around the world to make value-oriented digitalization decisions, and we'd like to share what we've learnt with you.

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TIA Technology A/S

Thanks, you're all set.

Download your free guide below.

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Banners driving traffic to landing page

Ad that Produced Most Landing Page Views and Clicks


TIA Technology A/S
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 Like Page

A value-oriented decision-making methodology — based on years of experience with insurers.



Step 1: Point of Departure

Identify any gaps

Download



Step 2: Quantify Potential Value

Your benefit case



The Insurer's Guide to Identifying and Capturing Value

Download the free guide

First Name

Last Name

Business Email

Phone Number

[Download now](#)

We will never share your details without your explicit consent.

A 4-step framework for value-oriented decision making

Download the free guide to learn more.

[Download now](#)

To develop this report, you agree to receive content from TIA Technology A/S.

TIA Technology has successfully guided many insurers in finding business value, particularly by the implementation of digital processes. We would like to share our knowledge about putting your business in a position to profit from every digital transaction, including well-represented business cases for each change your company makes.

Our framework guides you through mapping your needs, finding possible solutions, and quantifying the potential value you can find in each scenario. It is based on years of experience working with leading insurers around the world, finding and capturing value and building successful digital transformations — sometimes large and sometimes small.

Our methodology



Step 1

Determine your point of departure and identify any gaps.



Step 2

Quantify the potential value available, and identify your benefit cases.



Step 3

Identify and evaluate your point of departure and determine the opportunities for change.



Step 4

Define your point of arrival and develop your digital business solutions.



TIA Technology for your digital journey

—

We are TIA's core insurance software gives you the full B2B and customer insight you need to improve and optimize your business. The proven B2B solution means you can count on a solid investment. Also with 100,000 insurance professionals in 160 companies using the TIA solution across 30 countries, we can help you provide an integrated policy and claims solution.

Get in touch

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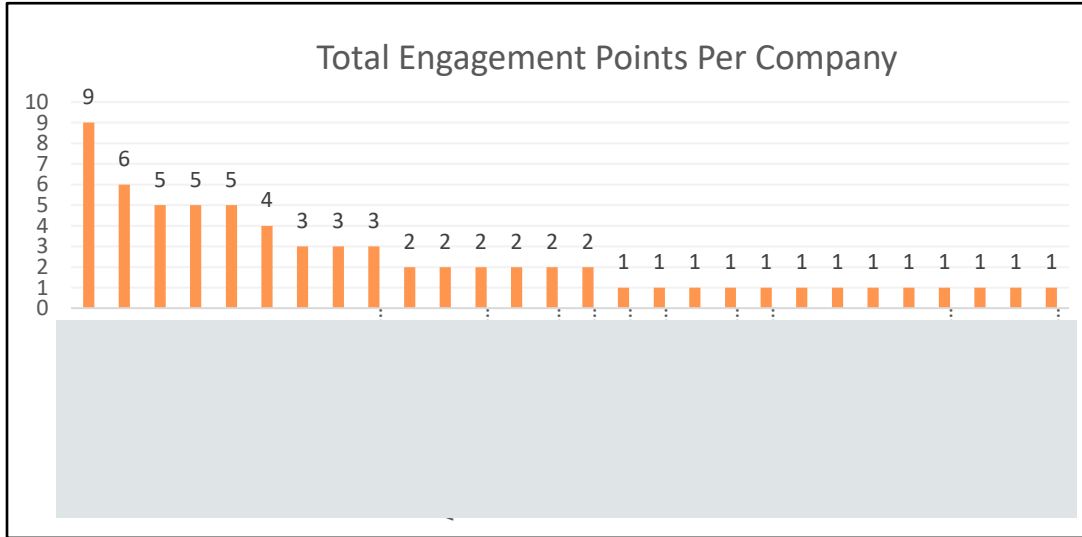
  





LinkedIn Sharing provides names for the sales team

- More than 9,000 Shares were done resulting in 350 clicks (3.8% CTR)
- The Shares generated 58 Likes and 9 positive comments (engagement rate of 0.7%)



Engagement score is based on Likes and comments



Julie Gorman

Managing some of the worlds leading Retail and HR communities focusing on te...
4d

Piekarska - Modernization of insurance systems is not a trivial task. I found this winning guide that ensures your IT implementation ends in triumph. Check it out >> <http://bit.ly/2qe67Uy>



Digitalization: Imperative for European Insurers
fwdlnkd.com

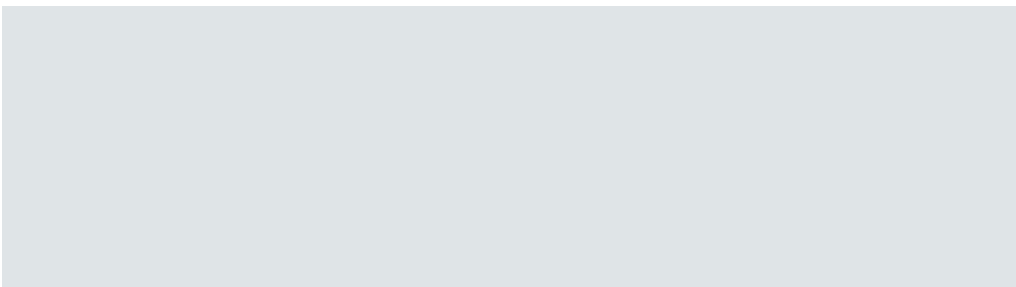
1 Like

Like Comment Share

Main findings and conclusions

Campaign conclusion

- The combination of Facebook, LinkedIn and an **agile creative approach** ensured that the campaign delivered more than 100 named leads for Sales to work with
- High quality content drives engagement
- Senior decision makers can be targeted on Facebook and mobile is their preferred device
- The 38 leads delivered are high quality: from the right companies and with the right job titles
- The 67 named Likes and the positive comments from the LinkedIn Sharing activity is a huge opportunity
- Nine accounts have delivered more than 1 lead:

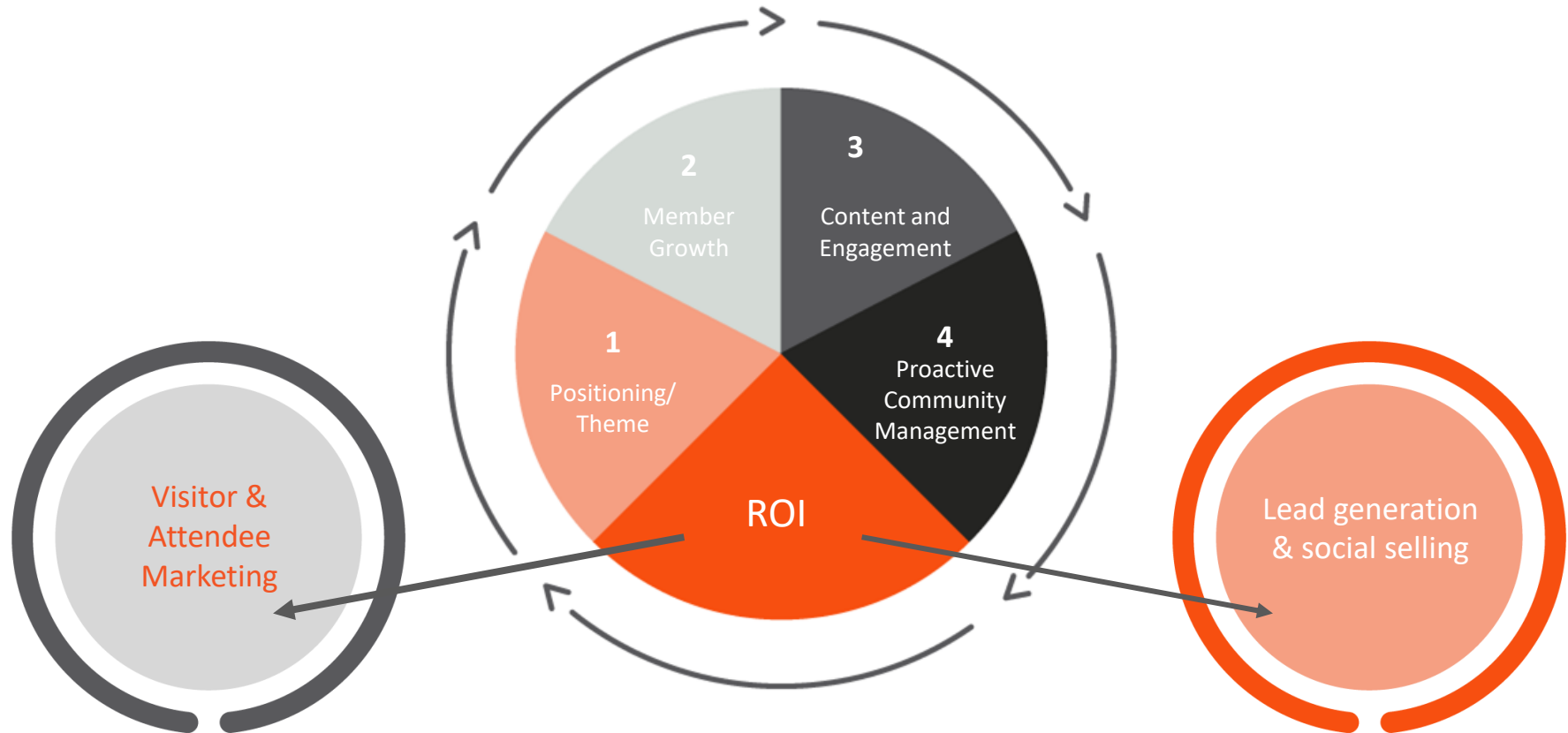


LinkedIn community building: case from Microsoft Dynamics

Why communities?

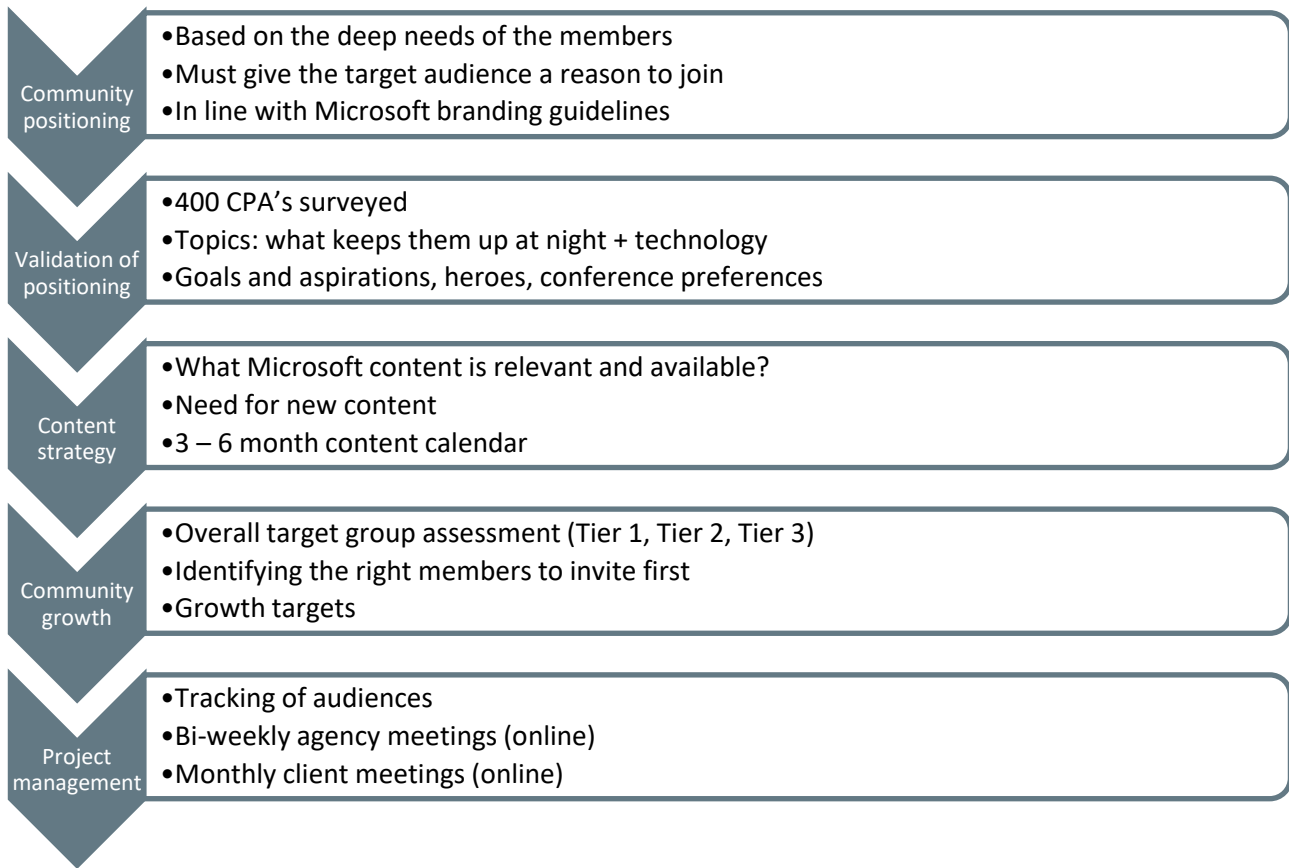
- Number of Groups on LI: 2.1 million
- Percentage of LI users that consider posting and/or participating in Group discussions helpful: 42%
- Most Groups on LI are **broadcast** (one way communication) and limited engagement
- Fully GDPR compliant and allows one-on-one communication so counters the decline in email marketing database
- **When you build a tribe that we educate, nurture and help become more successful they become open to sales & marketing**

Four critical success factors to achieve ROI Goals from a LinkedIn Group



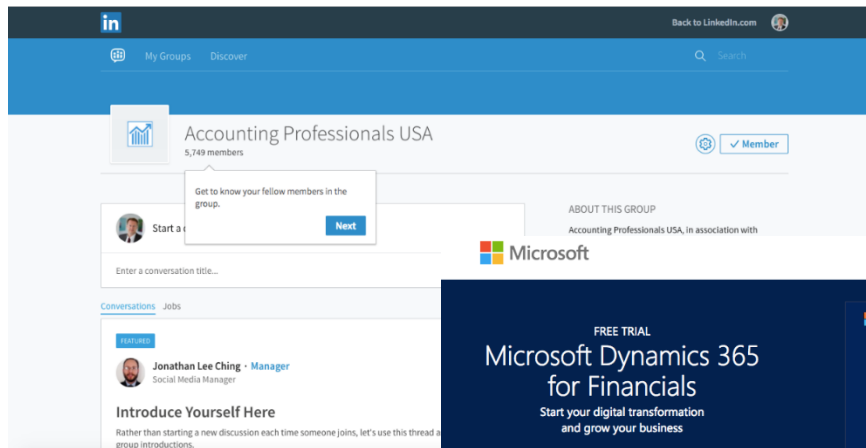
Our approach

The process



Results after 14 months: more than 11,000 members

- US: 7,249 members
- Canada: 3,520 members
- UK: 732 members
- Other markets are planned to go live during 2020
- Engagement in terms of discussions, postings and use and relevance of content is being measured
- Social selling via landing pages built in Act-On





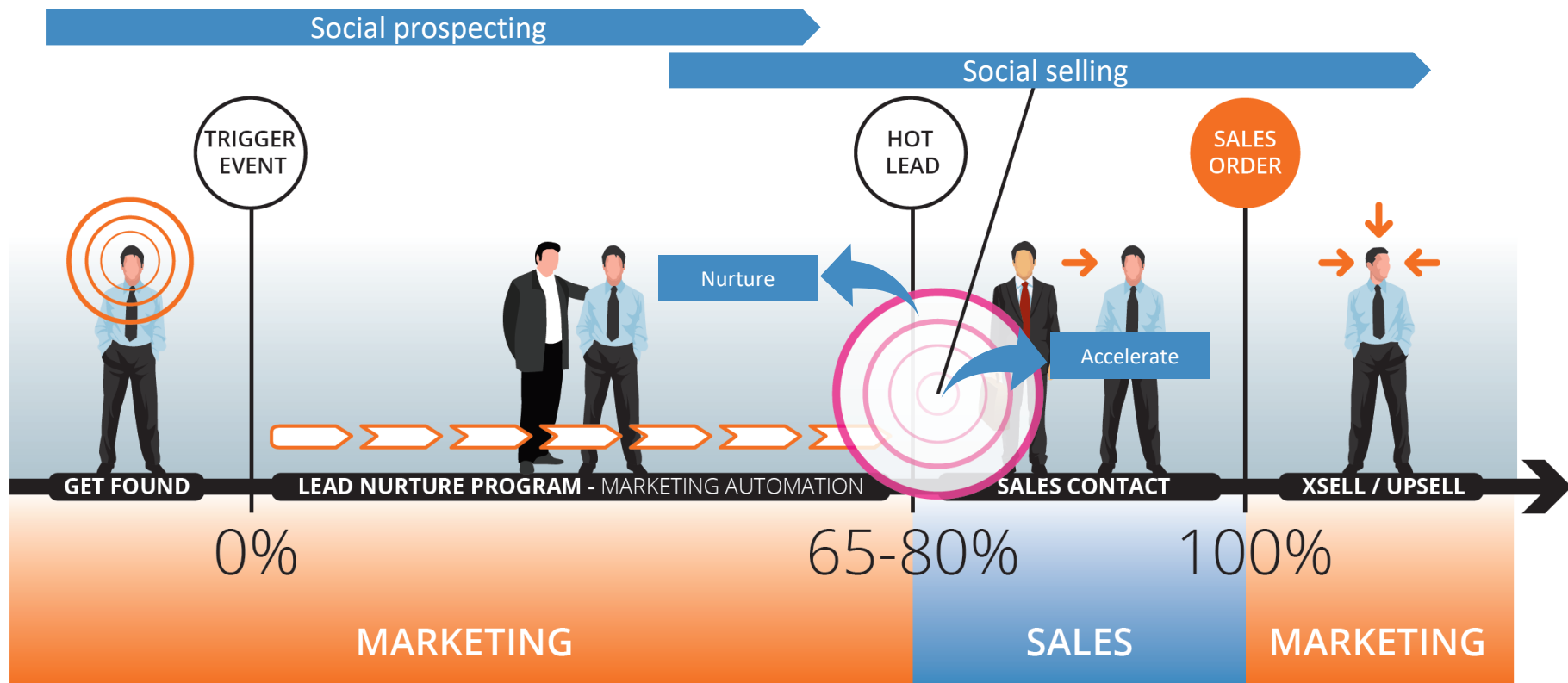
10 min. break

Dialog.
Coffee.
Network.

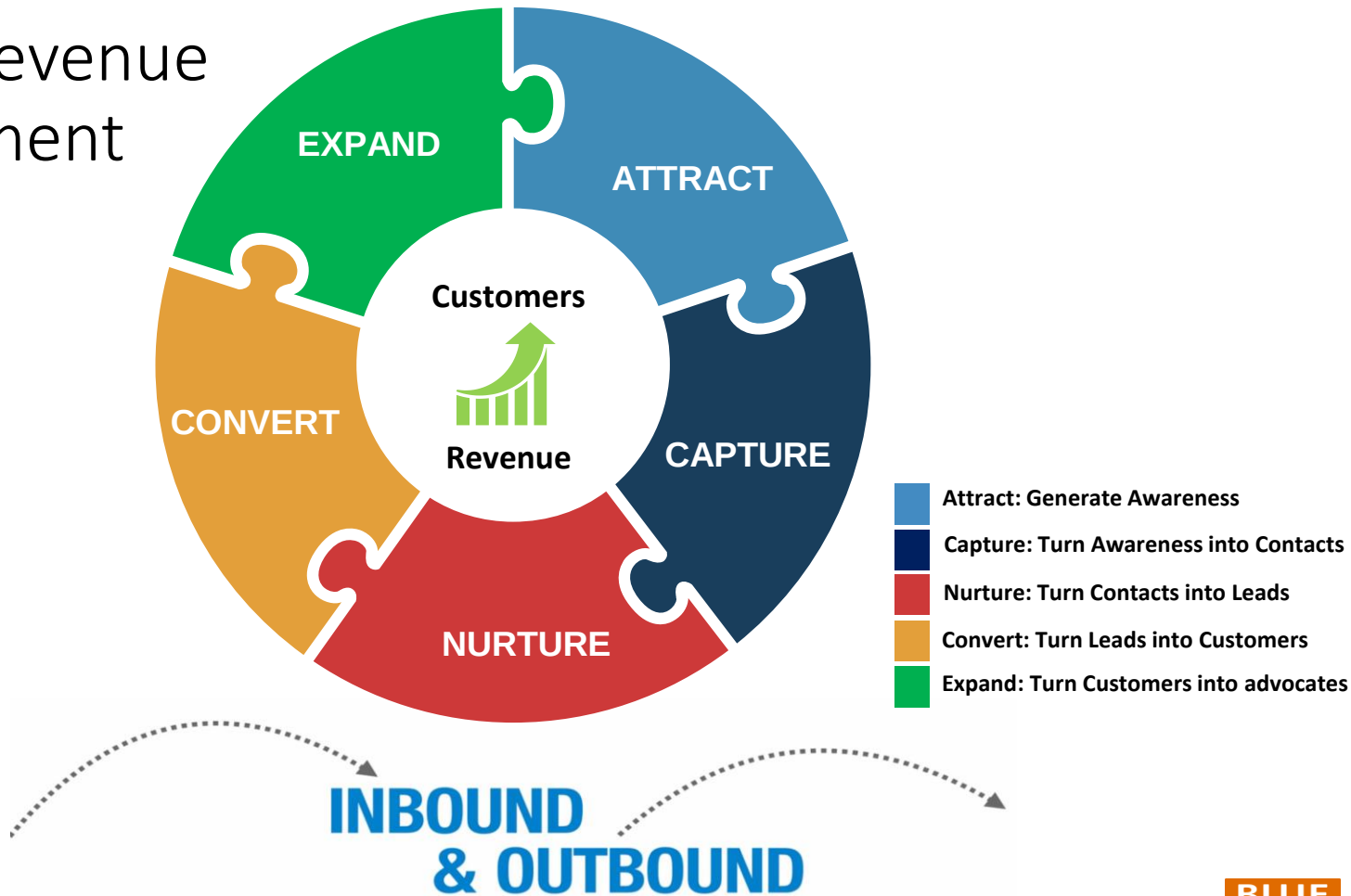
Social prospecting, selling and lead generation

Bringing tangible value to your business

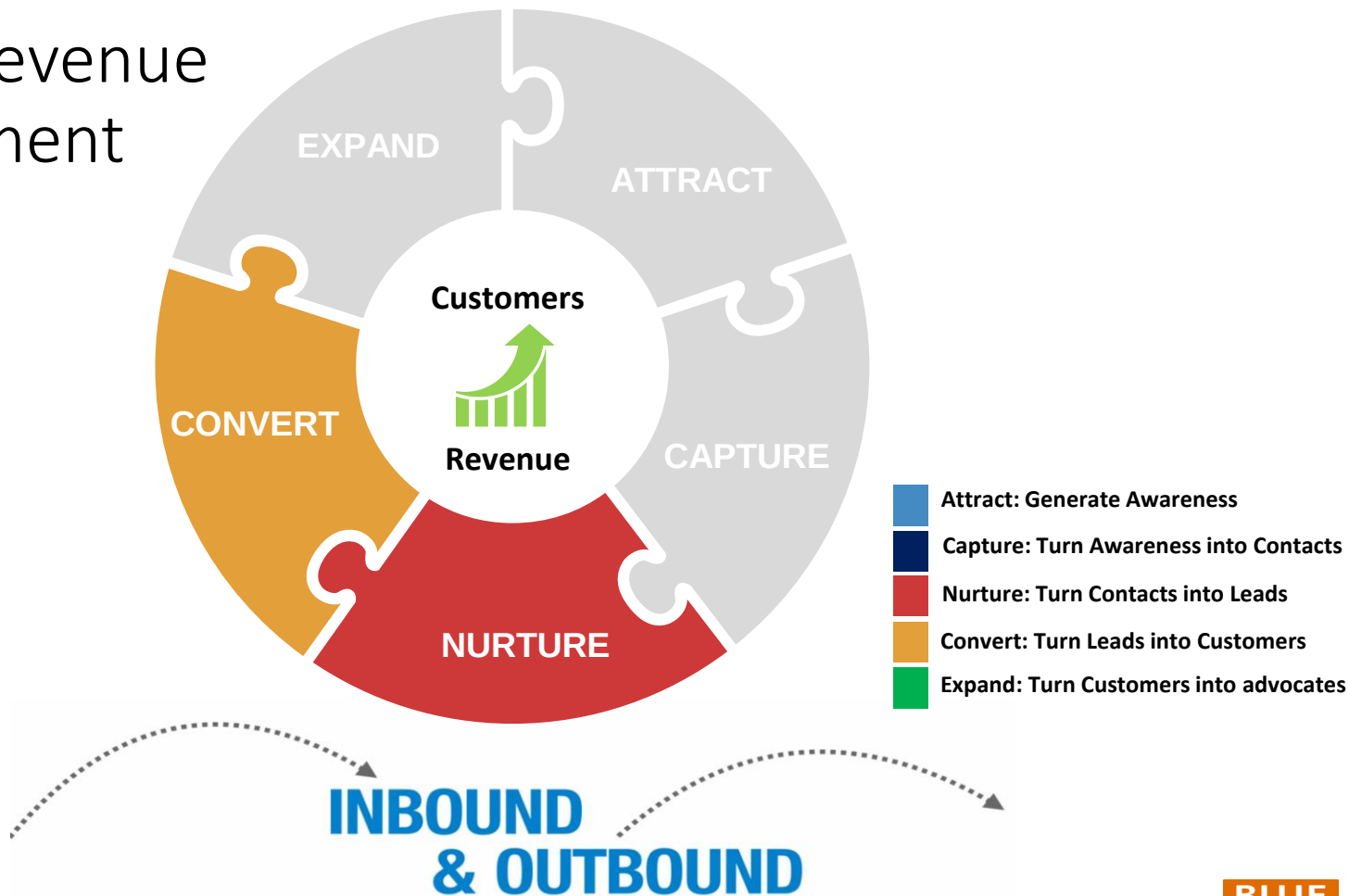
Social engagement is relevant across the customer journey



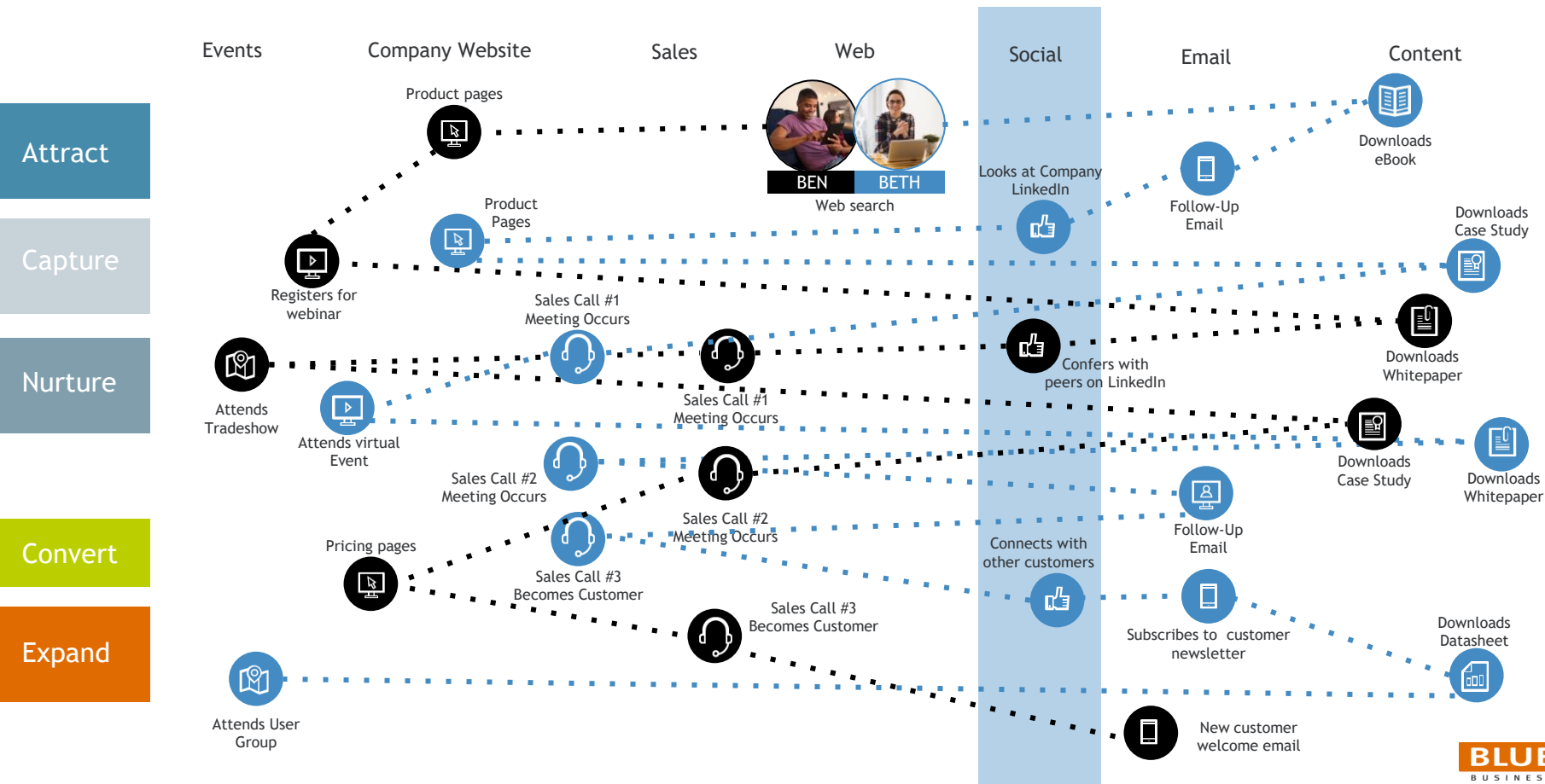
Lead to revenue management



Lead to revenue management



The customer journey has been digitally transformed



4 pillars of strong B2B sales and marketing teams

1

Customer
journey
focused



2

Digital
behavior
insight and
data driven



Aligned
sales and
marketing



3

Marketing automation + Customer Relationship Management



4

THE SALES AND MARKETING DIVIDE

What will it take to bridge the gap?



Marketing



Sales

The sales and marketing divide

What will it take to bridge the gap?

Marketing focus

- ✓ Engage and convert

Motivation:

- ✓ Leads
- ✓ Great brand
- ✓ Attribution

Problems with sales:

- ✓ Un-touched leads
- ✓ No follow up



Sales focus

- ✓ Always be closing

Motivation:

- ✓ Meetings
- ✓ Pipeline
- ✓ Deals

Problems with marketing:

- ✓ Unqualified leads
- ✓ Seniority of leads



The sales and marketing divide

Key questions to bridge the gap

Marketing focus

- ✓ Engage and convert

Motivation:

- ✓ Leads
- ✓ Great brand
- ✓ Attribution

Problems with sales:

- ✓ Un-touched leads
- ✓ No follow up

Ask... how can we...

- ✓ Win as a team?
- ✓ Identify joint goals?
- ✓ Agree on terms?
- ✓ Meet more often?

Sales focus

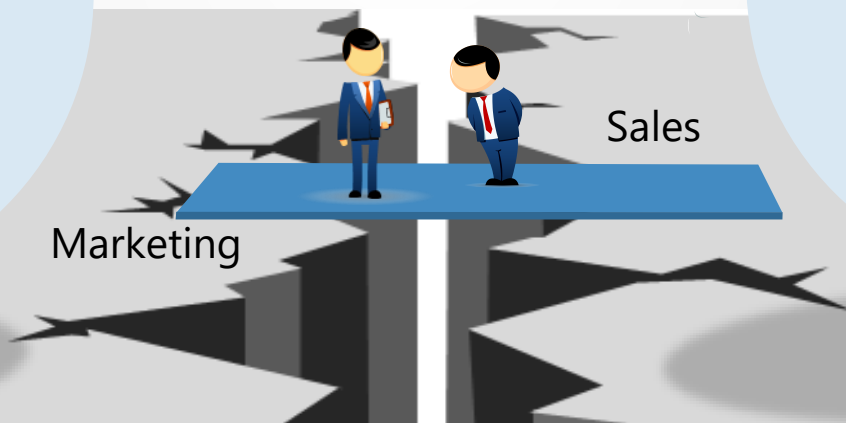
- ✓ Always be closing

Motivation:

- ✓ Meetings
- ✓ Pipeline
- ✓ Deals

Problems with marketing:

- ✓ Unqualified leads
- ✓ Seniority of leads



Align sales and marketing like a leader

Best practice:

- Meet weekly or fortnightly
- Align tightly on processes
- Discuss lead scoring
- Agree on priorities
- Senior leadership drives relationships culture
- Understand account plans

Alignment leaders

"The Leaders among both sales and marketing executives also reported better relationships with their counterparts"

"Additionally, while the research shows that sales and marketing teams are simply not meeting often enough, a higher percentage of sales leaders conduct weekly meetings with the marketing team"

Aberdeen Group



Pitstop

5 min. brainstorm og dialog.
Hvad er det perfekte lead?

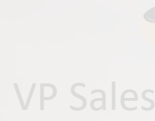
Top 3 common characteristics of a good lead



CEO



CFO



VP Sales

Partner

THE PERFECT LEAD?



CMO



COO



Acct. Director

Well qualified

Insight to behavior

Drives new revenue

CONVERT: Align marketing and sales

Use best practice to agree on lead definitions and lead score



LEAD MANAGEMENT WORKSHEET

Lead Name	Stage	Pipeline	Definition	Lead scoring Criteria	Lead scoring Values	Lead scoring Points
The official name of the entity given between sales and marketing	Sales stage	Is this stage in the pipeline and at what percentage	The official definition agreed upon between sales and marketing	Demographic: Has demographic that aligns with your ideal buyer (vertical, job function, company size) Behavioral: Has x number of visits to the web, x number of downloads, webinar attendance, etc.	The entity by which the lead score is measured	The actual number attributed to the lead the exhibited criteria
Inquiry	Qualifying	N/A	e.g. A net new visitor who visits the company website or any pages within that domain	e.g. 1. Visited a web page 2. Visited these web pages 3. Job title 4. Industry	e.g. 1. Any 2. Pricing page 3. Equals <title> 4. Equals <industry>	e.g. 1. 1 pt. 2. 10 pts. 3. 5 pts.
Lead/Prospect	Qualifying	N/A				50
Marketing Qualified Lead	Qualifying	0-25%				100
Sales Accepted Lead	Sales Working	0-25%				
Sales Qualified Lead	Sales Working	0-25%				
Opportunity - 25%	Sales Working	25%				



Nurture: Lead scoring

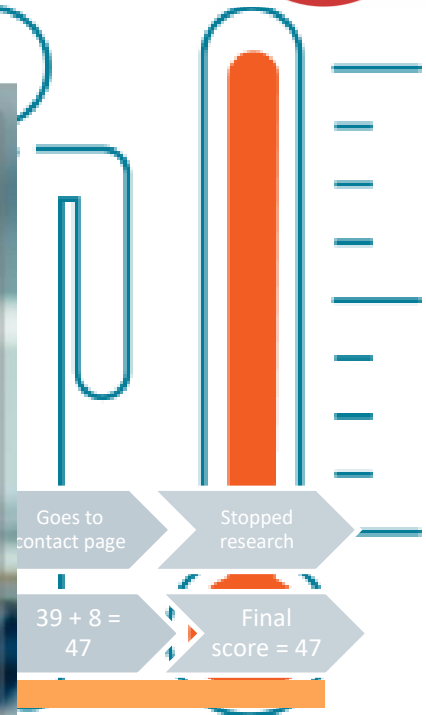
Sample lead scoring model



Activity in the last 90 days Score

Was sent a message	0
Opened a message	1
Clicked on a message	2
Viewed a form	0
Submitted a form	5
Downloaded media	2

TOTAL SCORE: 75



Nurture: Listen and engage

Keeping your prospects top of mind during their buyer journey



Social Listener Industry Trends x +

Search Q CRM

MS Dynamics CRM Jobs • @DynCRMJobs
Mon Jul 18 15:23:25 +0000 2016

New #job: Dynamics CRM Gold Partner Developer Role, Dublin €55k Location: Dublin ..
<https://t.co/MG2MNiar0O> #MSDynCRM #MS Dynamics

Wisconsin Lover retweeted Beejobs.me 1M • @beejobsme
Mon Jul 18 14:15:43 +0000 2016

#jobs #beejobs #Wisconsin #Global Manager - CRM (SAP or Dynamics): #WI-Madison, Due to growth, one of my best ...
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MS Dynamics CRM Jobs • @DynCRMJobs
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New #job: Dynamics CRM Developer Surrey ..

Search Q Marketing Aut...

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Easy steps to #automate your #marketing and get your time back
<https://t.co/wjid9Vn8qF> #timefreedom #entrepreneur

swapnil_surve • @SwapnilSurve30
Mon Jul 18 15:23:32 +0000 2016

Jason Falls on Marketing Automation for Human Beings [Webinar Recap]
<https://t.co/xB0lGmLRjf> [#searchnews #sem]

Care Marketers • @Caremarketers1
Mon Jul 18 15:20:01 +0000 2016

Ways To Sync Marketing Automation In Healthcare Industry <https://t.co/j6Sfks7EAs> by @Caremarketers1 <https://t.co/9001BhyWG1>

Search Q @Actonsoftwa...

Craig retweeted Act-On Software, Inc • @ActOnSoftware
Fri Jan 08 02:58:44 +0000 2016

Marketers! Follow us for tips, tools, & resources daily.

Act-On QA retweeted Act-On Software, Inc • @ActOnSoftware
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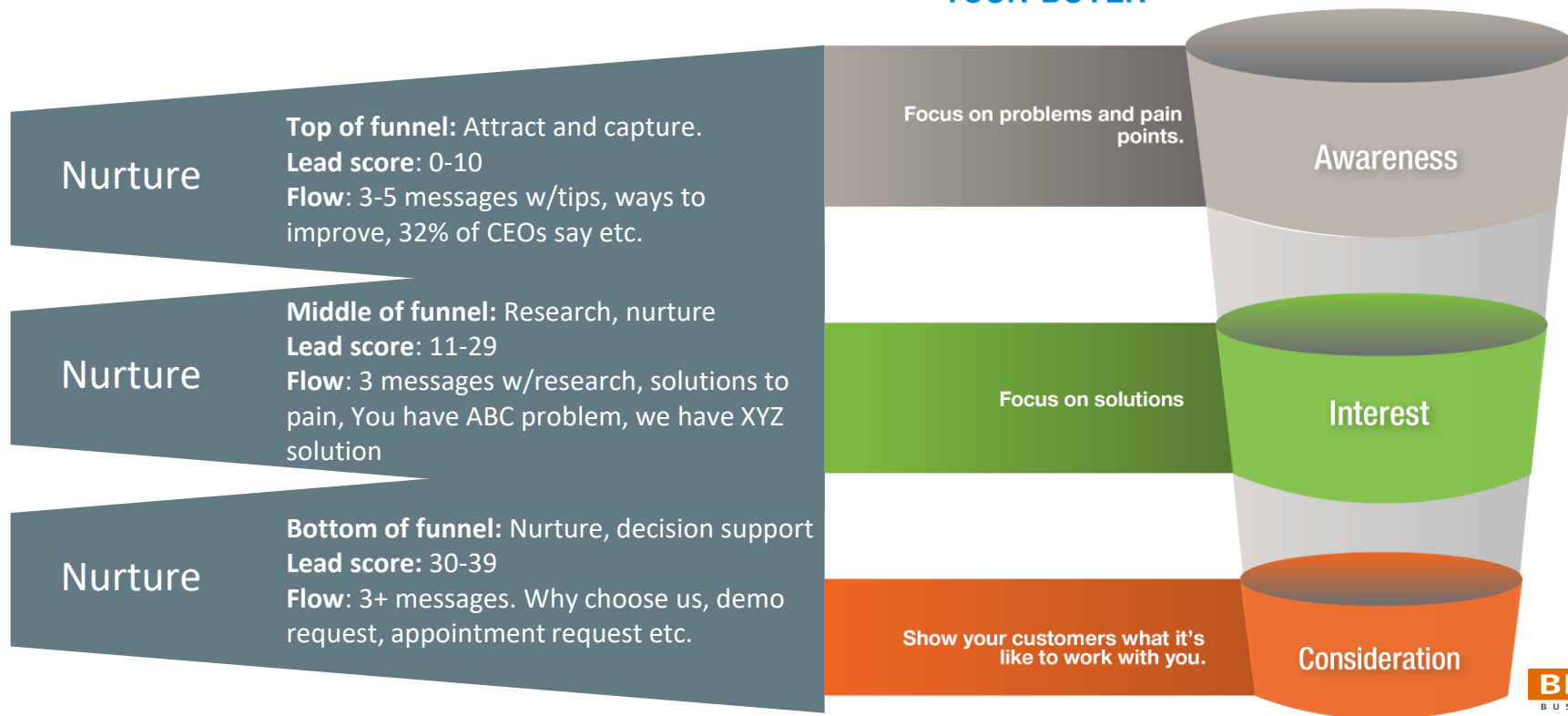
[BLOG] From Scratch: Four (Free) List Building Strategies. <https://t.co/jEwHrj8RH9> #email marketing <https://t.co/CFmkIM4zpm>



Nurture:

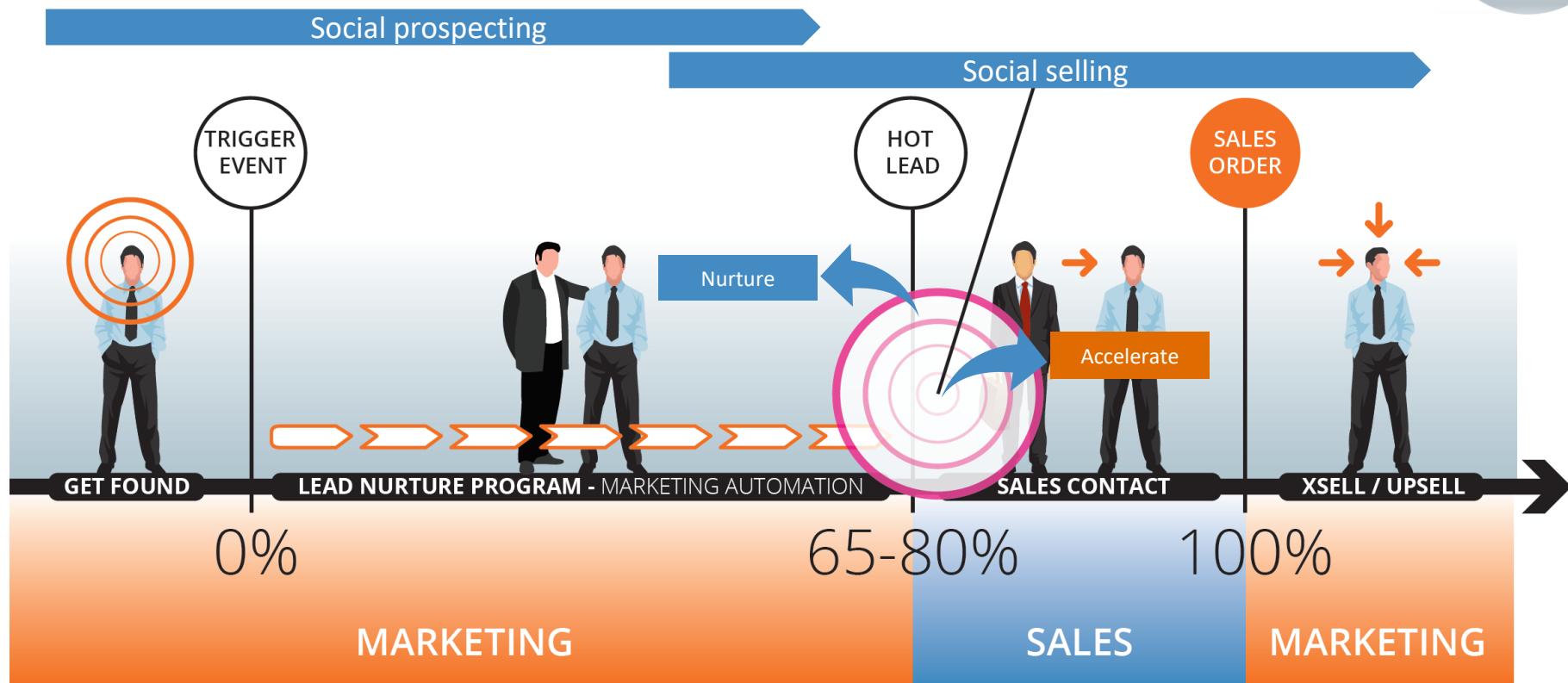
Keeping you top of mind during the buyer's journey

YOUR BUYER





Social engagement is relevant across the customer journey



Attract: Arm you sales efforts with insight

Benefit your dialog and sales efforts with insight that matters



Nikola Tesla
President & Chief Executive Office
Tesla Electric Light & Manufacturing
Irving street, Rahway, NJ 07065

Overview Website Search

Website
Page Views: 40
Site Visits: 11
Organic: [unlabeled]
Paid: [unlabeled]

Timeline Events 41

January 2020
8 Events

Tuesday, 1/21

- 2:13 pm **Form Submission** Title: [Digital Waves prospect event February 2020 \(UK\)](#)
- 2:12 pm **Form View** Title: [Digital Waves prospect event February 2020 \(UK\)](#)
- 2:12 pm **Form View** Title: [Digital Waves prospect event February 2020 \(UK\) \(MOBIL\)](#)
- 2:12 pm **Website Page View** Page Name: [/www.bluebusiness.com/digital-waves-prospect-event_2020](#)
- 2:09 pm **Media Download** File Name: [Blue Business LinkedIn Company Profile](#)
- 2:03 pm **Media Download** File Name: [Blue Business LinkedIn Company Profile](#)

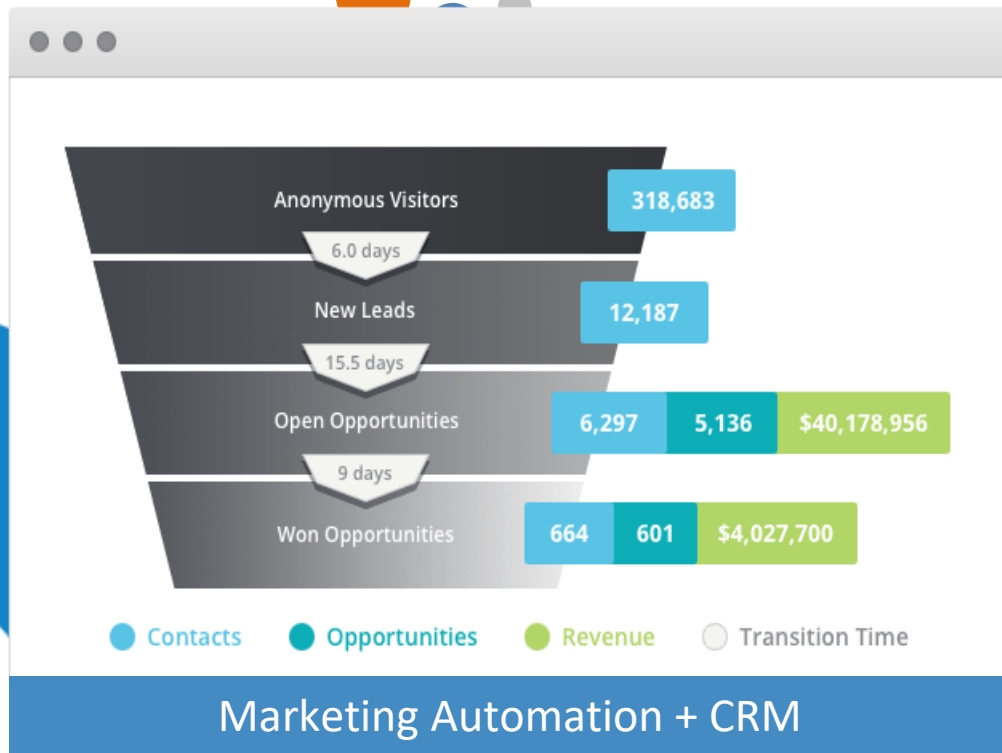
What social content drives best engagement?

Signals
al?

Without Marketing
Automation, CRM
is only half the
solution

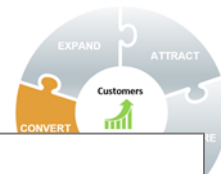


CONVERT: The real value from visitor to the bottom line



Attract: Arm you sales efforts with insight

Benefit your dialog and sales eff



Dynamics 365 ▾ Sales Hub Sales > Leads >

Sync to Act-On Activity History Send Email

MN [Lead · Lead ▾]

Lead to Opportunity Sale...
Active for 34 months

Qualify (34 M)

Summary Details Files Related

CONTACT

Topic*

First Name*

Marlene

Contact Report

Summary Timeline Scoring Membership Info

CURRENT LIST

Signups From: Download ▾

CURRENT SCORE

277

Default ↺

Email

Clicked	3
Opened	5
Sent	3

Website

Page Views	23
------------	----

Search

Organic	0
Paid	0

Media

Downloads	5
-----------	---

Landing Pages

Page Visits	1
-------------	---

Social Media

Facebook	3
Twitter	5
LinkedIn	3

Webinars

Attended	0
Registered	0

Form

Submits	5
Views	11

Custom Events

All	0
-----	---

The ideal Customer Journey: meet Jarik

Jarek is a production Process Specialist at Nestlé in Poland. Nestle certified white belt. Adjusting weekly production plans for maximum efficiency and low planned stops. Control of production losses (rising projects for reduction if necessary)

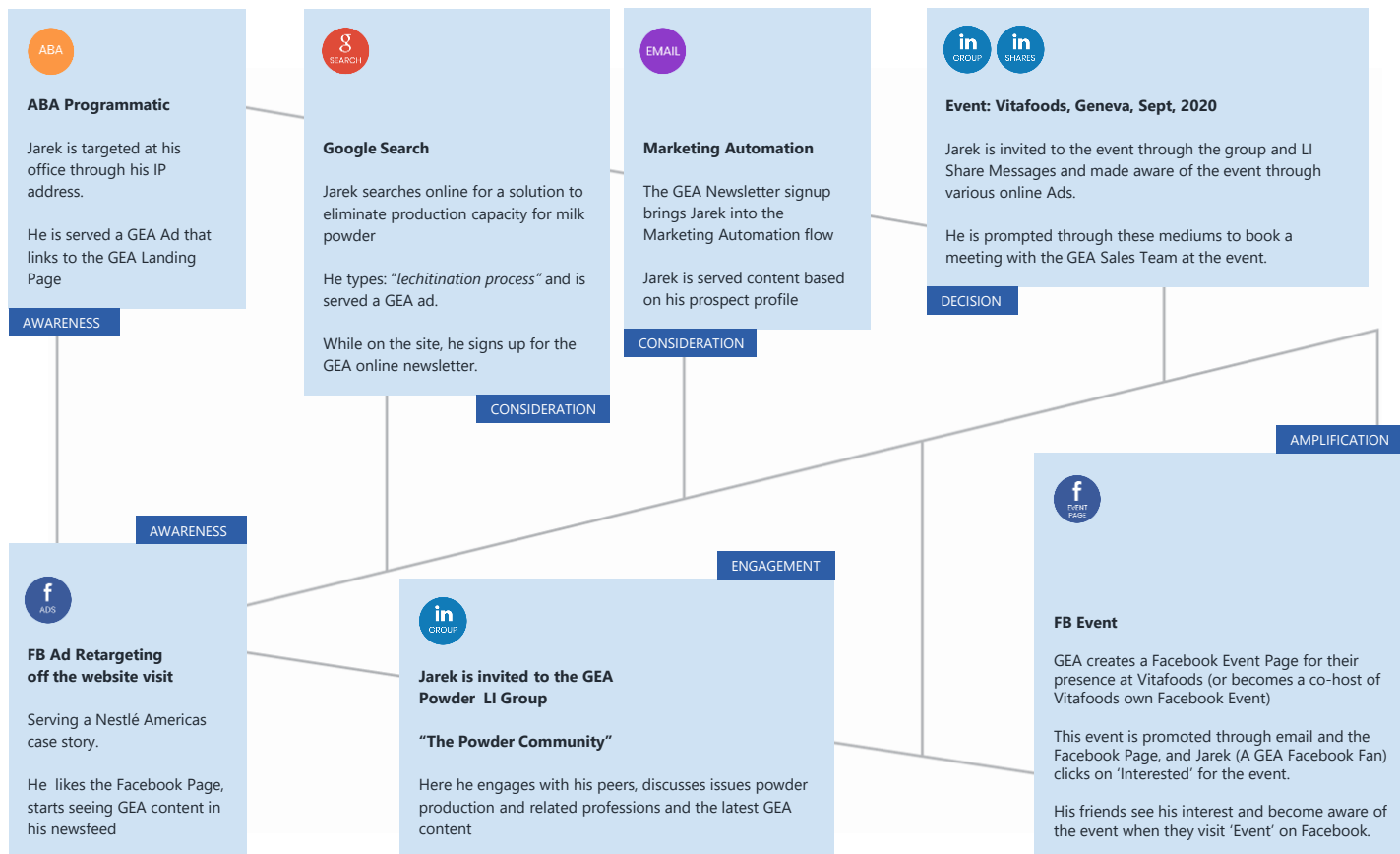


Jarek Matysiak

Production Process Specialist

Kalisz, Wielkopolskie, Po

Throughout his Customer Journey, Jarek's engagement with GEA is monitored and reported on through the use of a marketing automation platform, Google Analytics and Account Tracker. These insights are folded back into the campaigns directed at Jarek.



Convert: Back your social selling with social prospecting



Sponsored social



Increasing reach and engagement

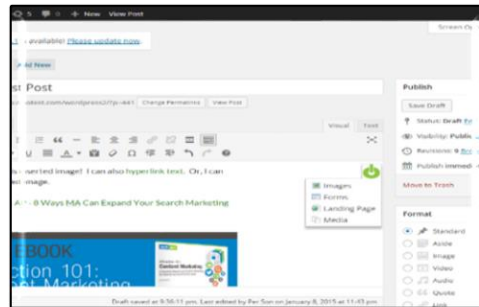
Social advertising

Integrate & track online advertising



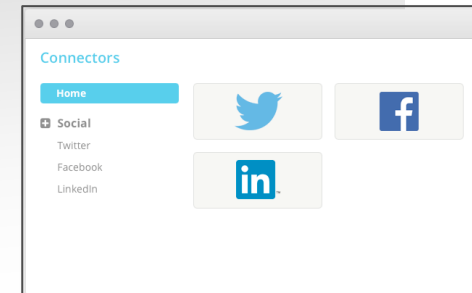
Social content

Blogs
Videos
White papers
Infographics



Social sharing

Publish
Listen
Join conversations



Reporting marketing and sales performance

New leads

Funnel conversion

Leads by name

Leads by source



Social prospecting and selling

A key sales channel that complements

In-person
Relationships
Events
Website
Email
Content
Advertising

...across the customer journey



Tak for idag!

Morten Kornerup: +45 2085 3377
mk@bluebusiness.com

Hans Christian Bothmann: +45 4027 9560
hcb@bluebusiness.com

CHAT **SOCIAL MEDIA** **COMMUNICATE** **BLOG** **TREND**

TAK FOR IDAG
... og for din deltagelse ved Social Selling seminar med DTU Science Park

DIGITAL MARKETING OG AUTOMATION ANALYSE
Deltagerne fra dagens event kan vælge en gratis digital leadgenerering og social selling potentialeanalyse.
Analysen udføres enten online eller personligt helt efter behov og varer ca. 1½ time. Som resultat af analysen får du prioriterede forslag om, hvad I kan gøre og i hvilken rækkefølge.

Udfyld detaljerne herunder hvis det har interesse
☐ Ja tak

NYTSEDSBREV
Hold dig opdateret med nyheder, tips og tricks om digital leadgenerering, account based marketing og social selling.
☐ Ja tak

Navn _____

Virksomhed _____

Email _____

Telefon _____

FEEDBACK
Fortæl os din mening om seminaret, så vi kan forbedre indhold og format fremadrettet.

Dette fungerer godt: _____

Dette kan forbedres: _____

Giv os en karakter fra 1 (dårligst) til 5 (bedst) _____

Vil du anbefale seminaret til andre? _____

BLUE BUSINESS hjælper B2B virksomheder med enkel og effektiv digital leadgenerering og account based marketing (ABM) understøttet af marketing automation og content marketing. Vi har hands-on erfaring og en meget pragmatisk holdning til at leadgenerering skal give vores kunder en høj ROI, fordi de får bedre leads, kan øge salget og dermed forbedre deres bundline.

DTU Science Park

BLUE BUSINESS

Feedback

Hvad fungerer og hvad kan vi gøre bedre eller anderledes?