

TAK FOR DIN DELTAGELSE

Tak fordi du deltog på webinarret 😊

Det betyder meget for os i Blue Business teamet at du tog dig tid til deltage og høre om perspektiverne og synergien mellem de digitale discipliner vi var inde på – email, social selling, marketing automation (flows, lead scoring mv.) og ikke mindst Account Based Marketing (ABM).

Når vi sender dig vores slides er det dels for at du kan gennemse dem i ro og mag og dels for at du forhåbentlig kan blive lidt inspireret til nye tiltag i dit daglige virke.

Vi håber naturligvis også at det giver anledning til yderligere dialog. Så ræk endelig ud til os – vi har måske lige den case eller det værktøj du har brug for.

Ellers kan vi bare sparre om forhold som kan hjælpe dig videre.

Vi ser frem til at høre fra dig.

De bedste hilsner,

Blue Business teamet

PS. Du kan også downloade et par nyttige guides bl.a. om lead scoring og personaopbygning - [her](#)

[Download guides her](#)

Marketing Automation Buyer's Checklist

Looking to invest in marketing automation technology, but not sure where to start?

You'll want to do more than just a feature comparison to help you make the right decision for your organization. Your selection should be informed by your own business process, available resources, company goals, and budget, to name just a few considerations. You want to make sure that your marketing automation easily integrates with your CRM and other key technologies you use.

We've listed some important things to think about when making your decision:

KEY CONSIDERATIONS

- ☐ **Your goals.** Can the platform help you get from A to B? And then to C?
- ☐ **Speed.** How quickly can you get from start to value?
- ☐ **Ease of use.** Is the platform intuitive and easy to use?
- ☐ **Hidden costs.** What will it cost for strategic planning and implementation?
- ☐ **How difficult will integration be?** Is it native or an API? Or is it development intensive? Will it take more than one day? One week?
- ☐ **Does the data sync** automatically between the two systems, or must you do it manually?
- ☐ **Does the vendor's onboarding** program look appropriate for your team? Do they provide a dedicated team to help you?
- ☐ **How much support** is included, and for how long? What happens when it ends?
- ☐ **Does the platform have** native integrations with Microsoft Power BI, Cisco WebEx, Luma, and many more cloud-based tools?
- ☐ **Does the platform** account settings?
- ☐ **Does the platform** engagement data?
- ☐ **Your resources.** So great training.
- ☐ **Your access to IT.** department or other.

www.bluebusiness.com

BLUE
BUSINESS

Right Person, Right Message, Right Time

Worksheets to help you:

- Develop your buyer personas
- Inventory your content and key messages

Use the results to:

- Map your content (**right message**) to your buyer personas (**right person**), by their stage in the buyer's journey (**right time**)



BLUE
BUSINESS

THE B2B LEAD AGENCY

A 5-STEP GUIDE FOR CREATING A LEAD SCORING PROGRAM

BLUE
BUSINESS

WORKBOOK

A 5-Step Guide for

Creating a Lead Scoring Program

Worksheets to help you:

- Identify score-worthy actions and attributes
- Define what scores to apply, and when
- Develop an effective, automated qualification process



BLUE
BUSINESS

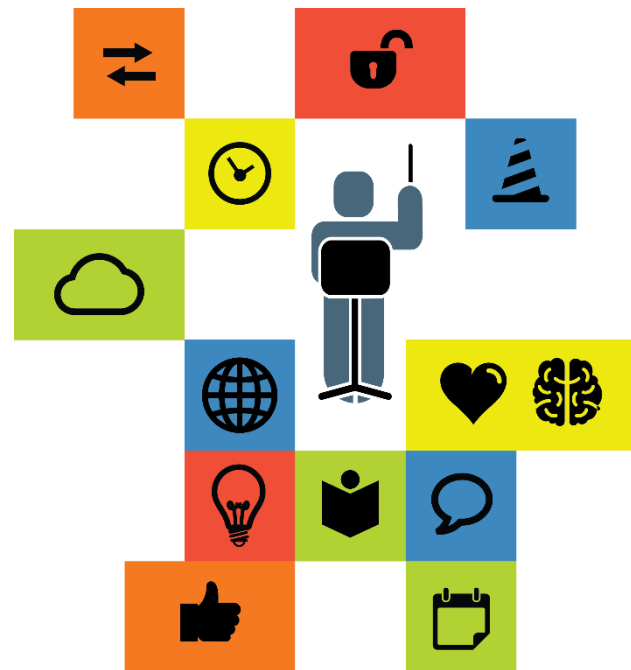
Løft din email marketing med marketing automation og account based marketing

20 maj 2021

Hans Christian Bothmann, Partner

De næste 20 min...

- **Email/SoMe/Social Prospecting**
Hvordan komplementerer man email marketing med sociale medier, social prospecting/selling og skaber synergi.
- **Marketing automation & ABM**
Få kendskab til styrken i kombinationen af inbound marketing og Account Based Marketing Automation.
- **Flows, email & lead scoring**
Sådan kan du øge relevans og engagement ved brug af flows, emails og lead scoring på tværs af customer journey funnel stadier.



Blue Business


[Contact](#) [News](#) [About us](#)
[Lead Generation](#)
[Account Based Marketing](#)
[Content Marketing](#)
[Communication in Clinical Trials](#)
[Client & Cases](#)
[Blog](#)

THE B2B LEAD AGENCY

Measurable
B2B lead generation
communication

What are you waiting for >



Win bigger deals
with Account Based
Marketing

What are you waiting for >

Digital Demand Generation



Account Based Marketing



Marketing automation & CRM

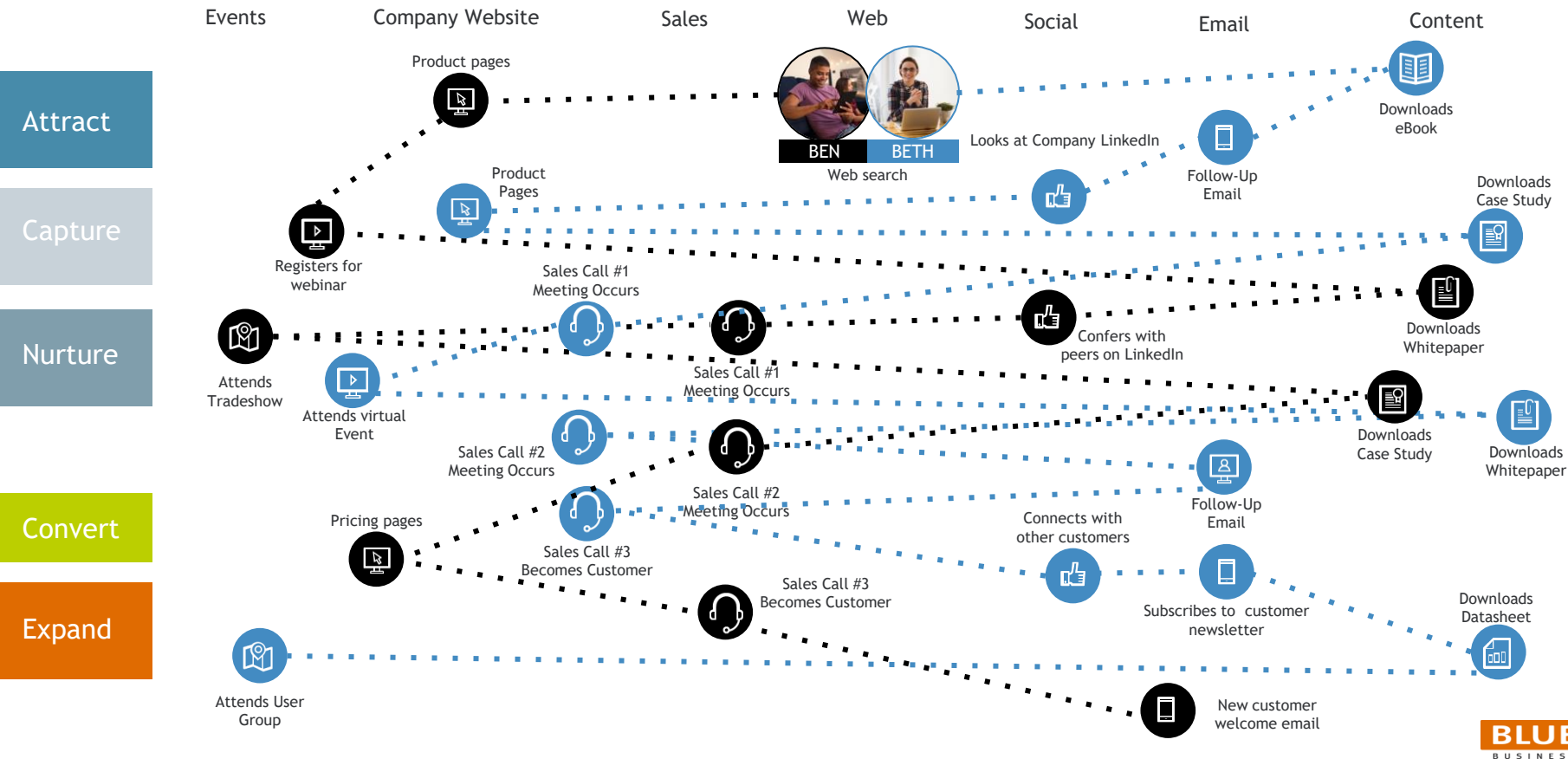
Marketing automation & CRM





SYNERGY BETWEEN EMAIL, SOCIAL MEDIA AND MARKETING AUTOMATION

The customer journey has been digitally transformed



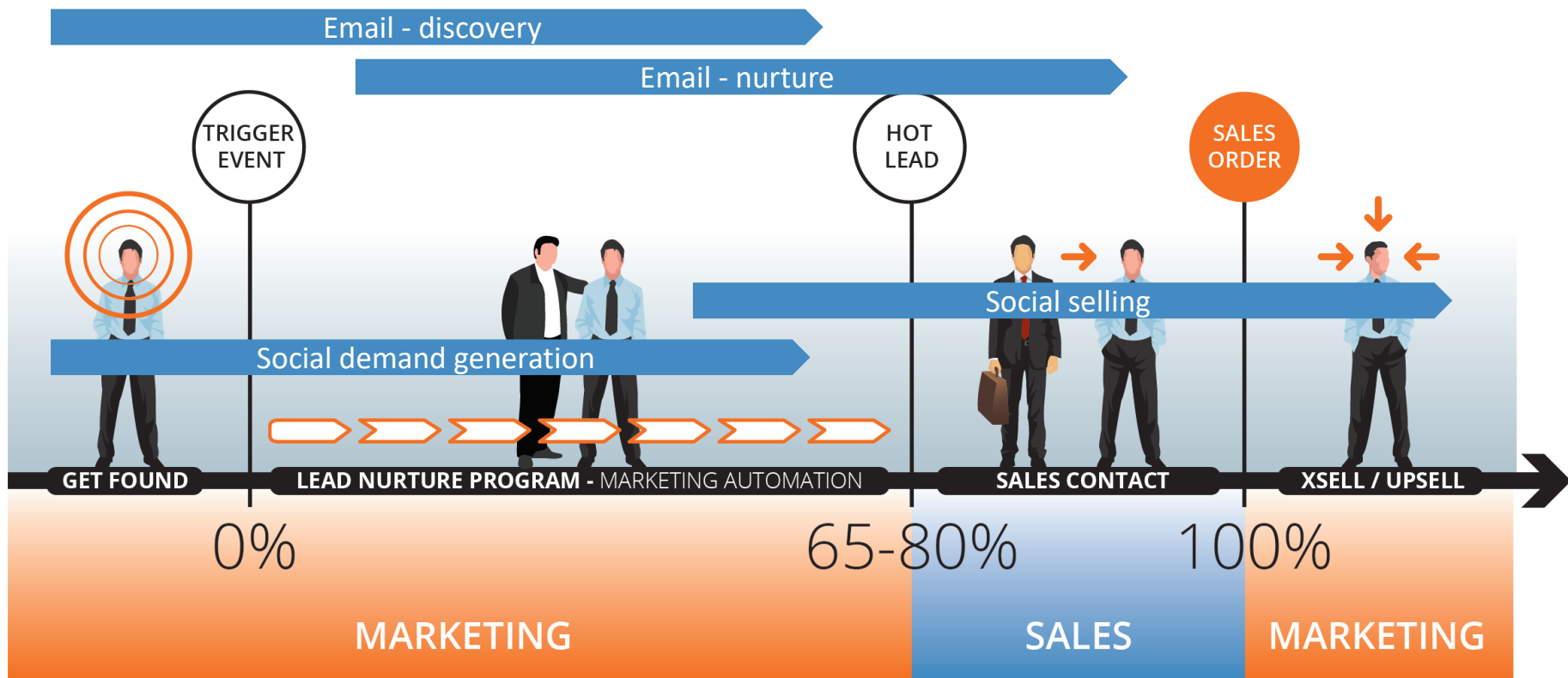
Email without
Marketing Automation,
is only half the solution



Marketing Automation functionality



Social engagement is relevant across the customer journey



Social Selling

Building relationships with leads and nurturing them down your funnel.

Social Selling is a way of **engaging with prospects** on LinkedIn at scale, optimising for personalisation with the most relevant message possible. Social selling **complements email marketing** to engage more deeply with your leads, vetting them before they move onto the sales qualification stage.

Why do we like it?

Highly targeted

Highly personalized

GDPR-compliant

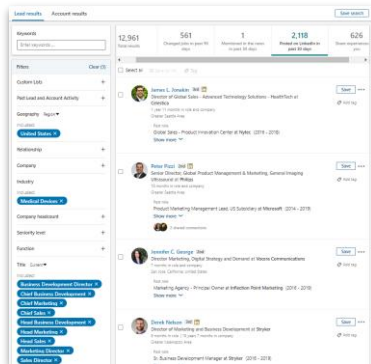
Low cost, high return

Growth scalability

Social Selling



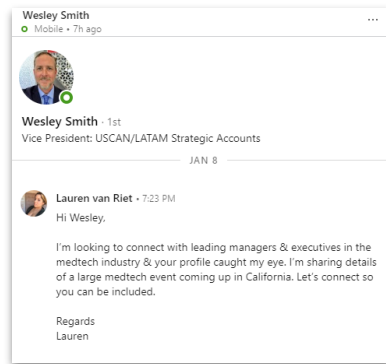
Phase 1



Research, find and target your ideal prospects.



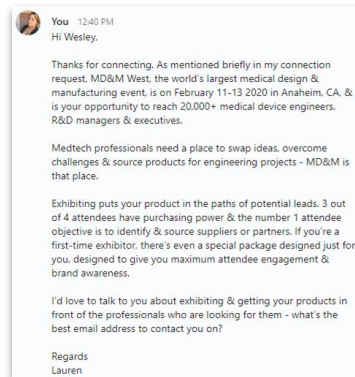
Phase 2



Reach out via LinkedIn personalized messaging, shares and In mails.



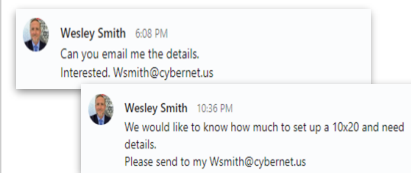
Phase 3



Nurture them with your event's unique value proposition.



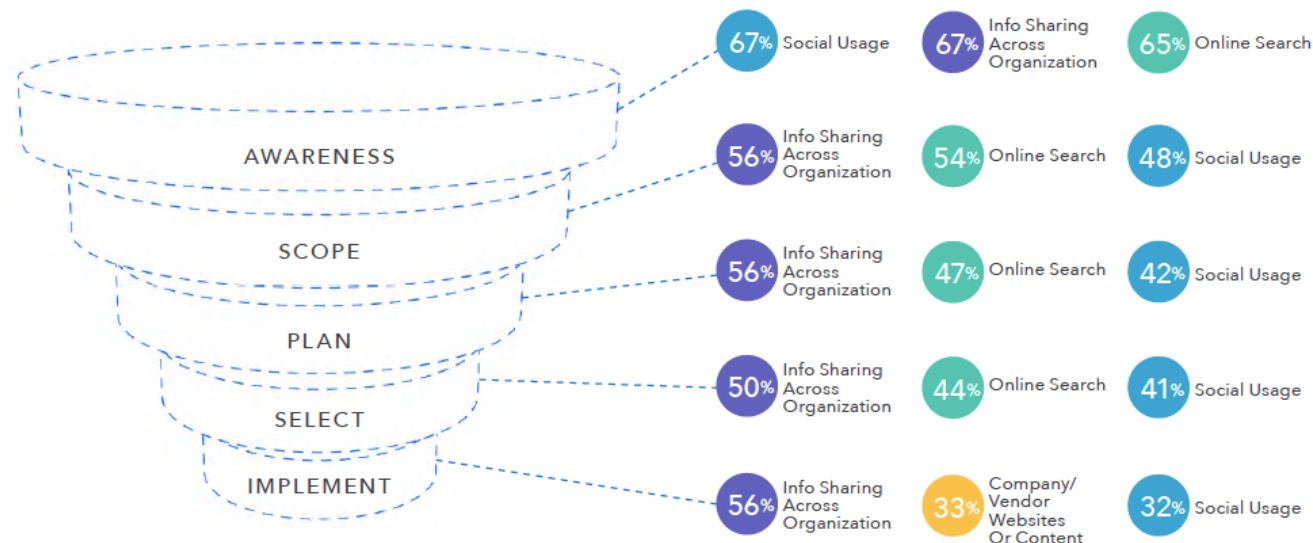
Phase 4



Set up converting conversations with your sales team.

The buying decision is a team sport!

TOP 3 CONTENT CHANNELS PREFERRED BY BUYERS IN EACH STAGE OF THE FUNNEL



Social media and information sharing are the top channels for content distribution

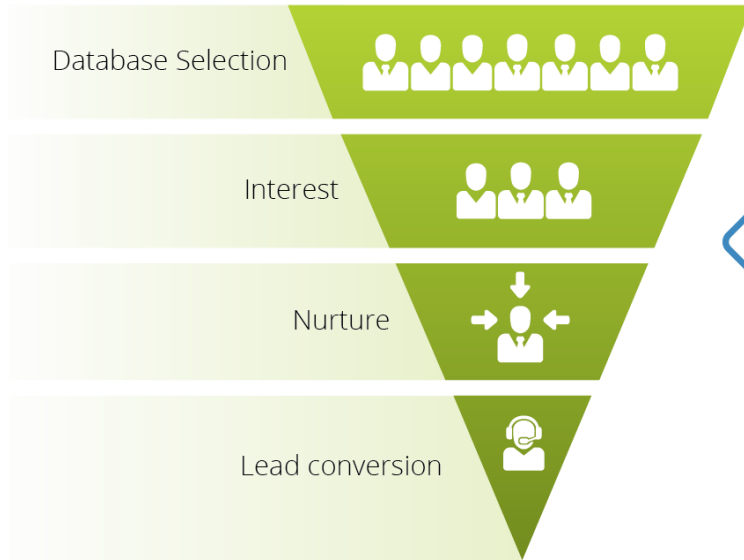
Source: LinkedIn 2021

MARKETING AUTOMATION AND ACCOUNT BASED MARKETING (ABM)



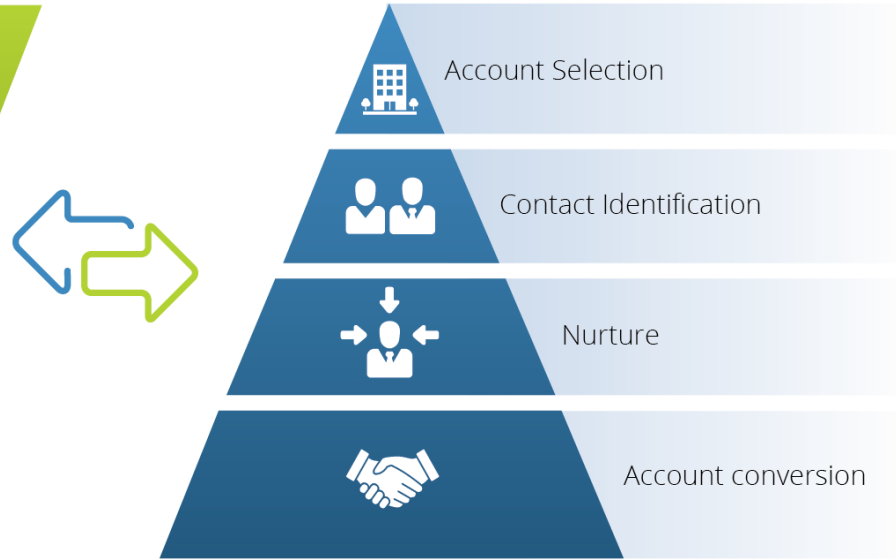
Lead Generation

Fishing with Nets



Account Based Marketing

Fishing with Spears



ABM
EFFICIENCY
AT WORK

1
**Account Based
Advertising**



2
**LinkedIn
Advertising
Social Selling
LI Communities**

3
**Account Based
Marketing
Automation**



REACHED
Impressions
Clicks



ENABLED
Exposed to
banners



ATTRACTED
Time on page



CONVERTED
Downloads
Form fill out

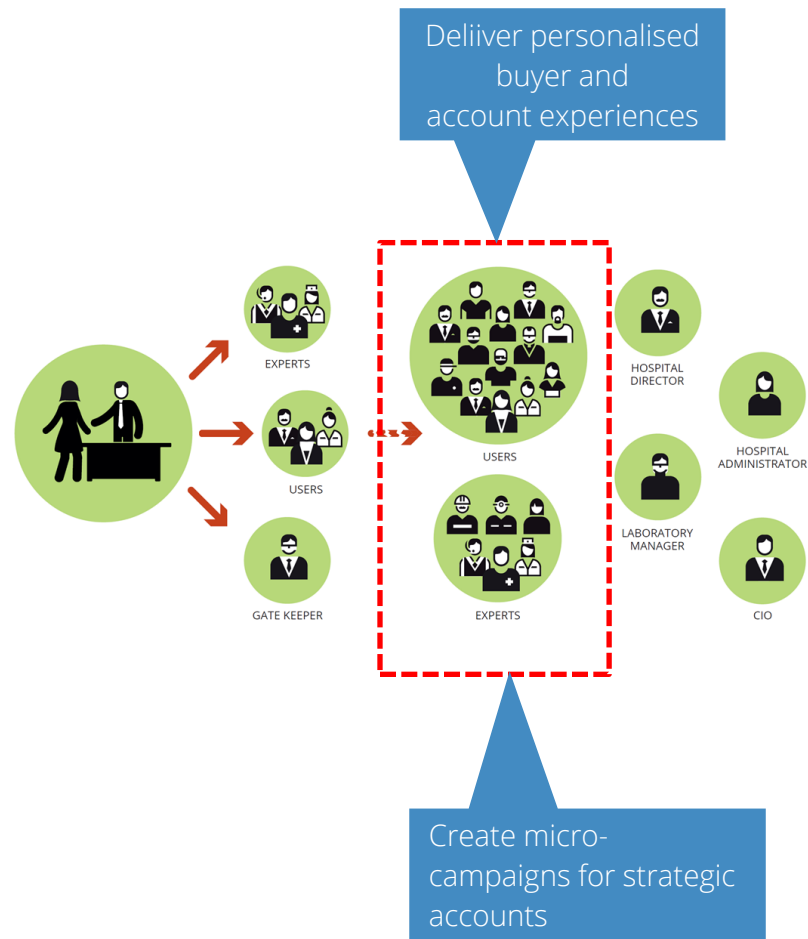


TRANSACTION
One-to-one nurture

Taking your key accounts all the way on the customer journey

Account Demand Generation

Question:
Can we activate engagement
across account?



Account Based Marketing Automation

Marketing automation and CRM

Account Scoring

The screenshot shows the act-on Accounts Dashboard for Drip-line inc. The interface includes a sidebar with navigation options like Home, Contacts, Marketing Lists, Accounts, and other lists. The main content area displays account details and a summary of engagement metrics.

Accounts Dashboard > Technology > Drip-line inc.

Drip-line inc.

Total Score: 176
 Contacts: 15
 Revenue: \$10-100M
 Owner: Max Specter

Industry: Technology
 Phone: 909-790-2791
 Address: 1234 Striker St.
 Beaverton, CA 92399

Summary | Timeline | Contacts | Info

Total Score: 176

Category	Metric	Value
Email	Sent	7
	Opens	3
	Effective Opens	3
	Clicks	2
Website	Page Views	13
	Site Visits	3
Search	Organic	7
	Paid	3
Media	Downloads	3
Landing Pages	Page Visits	3
Social Media	Facebook	41
	Twitter	12
	LinkedIn	3

Account Influencers and Decision Makers

The screenshot shows the act-on Timeline view for Drip-line inc. The interface includes a sidebar with navigation options like Summary, Timeline, Contacts, and Info. The main content area displays a timeline of account activity and a list of contacts.

act-on | Timeline Filter

Summary | Timeline | Contacts | Info

Sorted By Time

Thursday
 JUN 30 2016
 09:00 AM, CDT
 Automated Program
 Exited: Top of Funnel (Attract +

Tuesday
 JUN 28 2016
 09:00 AM, CDT
 Email
 Sent: Claim Your Reward!

Saturday
 JUN 25 2016
 12:00 AM, CDT
 Email
 Sent: Social Announcement

Activity

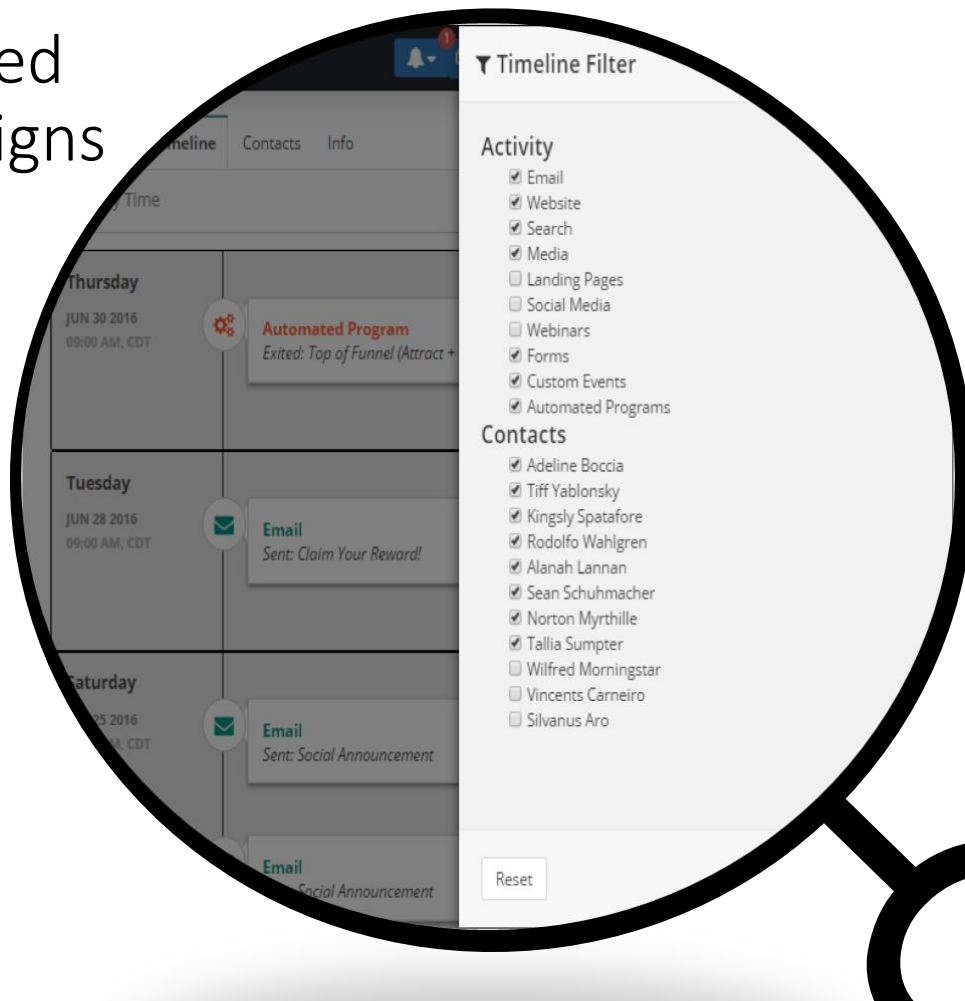
- ☒ Email
- ☒ Website
- ☒ Search
- ☒ Media
- ☐ Landing Pages
- ☐ Social Media
- ☐ Webinars
- ☐ Forms
- ☐ Custom Events
- ☐ All Associated Programs

Contacts

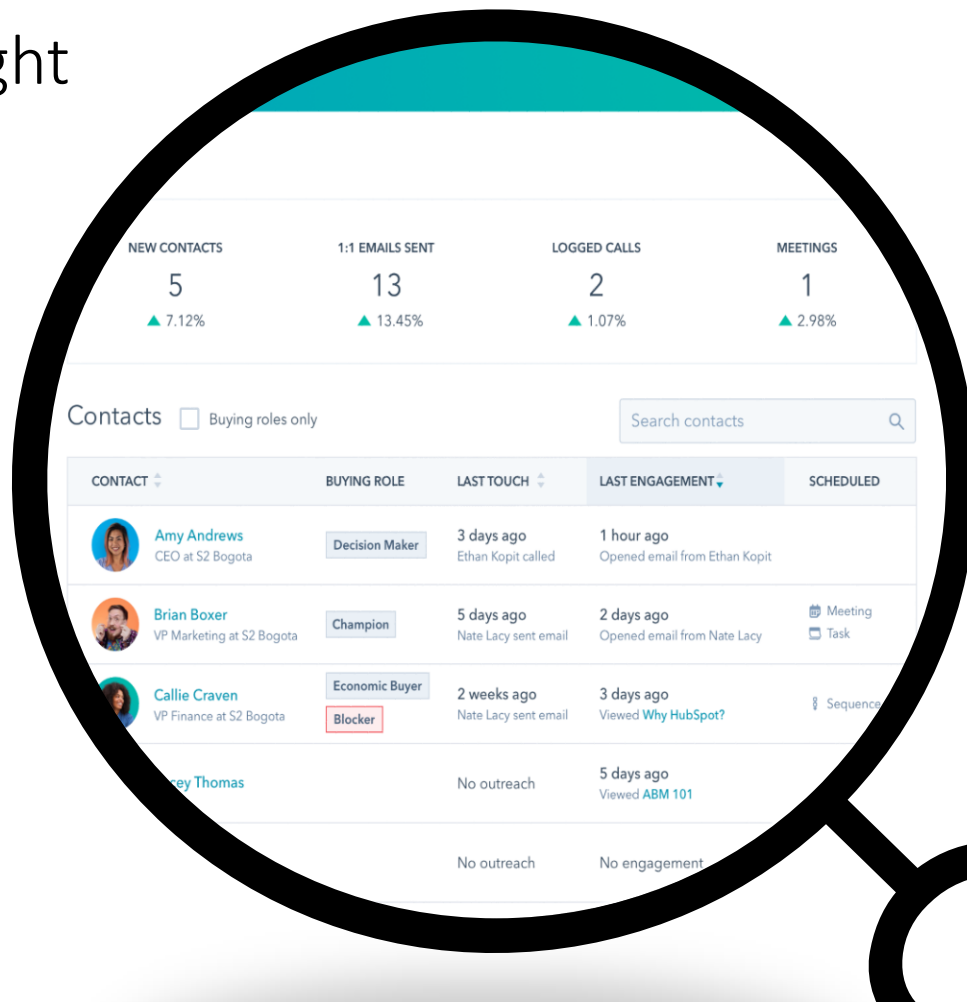
- ☒ Drip-line Boccia
- ☒ Tiff Yablonsky
- ☒ Kingsly Spatafore
- ☒ Rodolfo Wahlgren
- ☒ Alanah Lannan
- ☒ Sean Schuhmacher
- ☒ Norton Myrthille
- ☒ Tallia Sumpter
- ☐ Wilfred Morningstar
- ☐ Vincents Carneiro
- ☐ Silvanus Aro

Reset | Help | Close

Highly targeted email campaigns (micro campaigns)



Account insight and account dashboard



CASE: DIS/CREADIS

GLOBAL TEAMS

COMPETENCES ACROSS BORDERS

- +20 Years of experience
- +500 Employed engineers working across industries and functions
- +25 Nationalities with a cross-cultural mindset

... all passionate about technology and finding solutions for our customers

Dear customer,

With the challenges we are facing effective. At DIS we are ready to access to specialized competences:

A Global Team works across borders. With a Global Team setup, you can return on investment. Together, we customize a team to work on it about managing all consultants, such as:

Methanol-based fuel cells provide sought-after green energy

Danish SerEnergy is among the world's leading providers of methanol-based fuel cell development and production, and the entire ecosystem behind the company is completely sustainable. The sources are solar and wind energy, and methanol which is used in the process for storing the energy. It is a water-soluble and easily biodegradable chemical, which today is most commonly used industrially. This equals zero CO2 emissions, which is something the whole world is demanding, and that SerEnergy is currently working on. DIS has been part of the mission.

[READ MORE →](#)

Global Team - competences across borders

With our Global Team setup you can quickly and efficiently access global,

Company becomes first mover on a new product

A customer had identified a promising market segment, but the task

A NEW WORLD REQUIRES NEW WAYS OF WORKING

TECHNOLOGY IS OUR PASSION, CULTURE IS OUR KEY

Jære N/A

formalt plejer du at få nyhedsbrevet fra DIS/CREADIS med posten, men pludselig er verden blevet en anden end den, vi kender. COVID-19 har ændret vores liv, og måden vi arbejder på - og derfor sidder du

VÆRDISKABELSE

HTML click map

Top clicked links

LINK	CLICKS
https://d-i-s.dk/	2
https://www.creadis.com/pmaas/	1

Top engaged contacts

CONTACT	Engagement
Janusz Mednala <janusz.mednala70@gmail.com>	7
ernekar@gmx.de	6

Open rate 54,7%

Unique opens: 41

Total opens: 101

DESKTOP 60% MOBILE 40%

Click rate 2,7%

Click-through rate 4,9%

Unique clicks: 2

Total clicks: 5

DESKTOP 100% MOBILE 0%

FLows, EMAIL OG LEAD SCORING

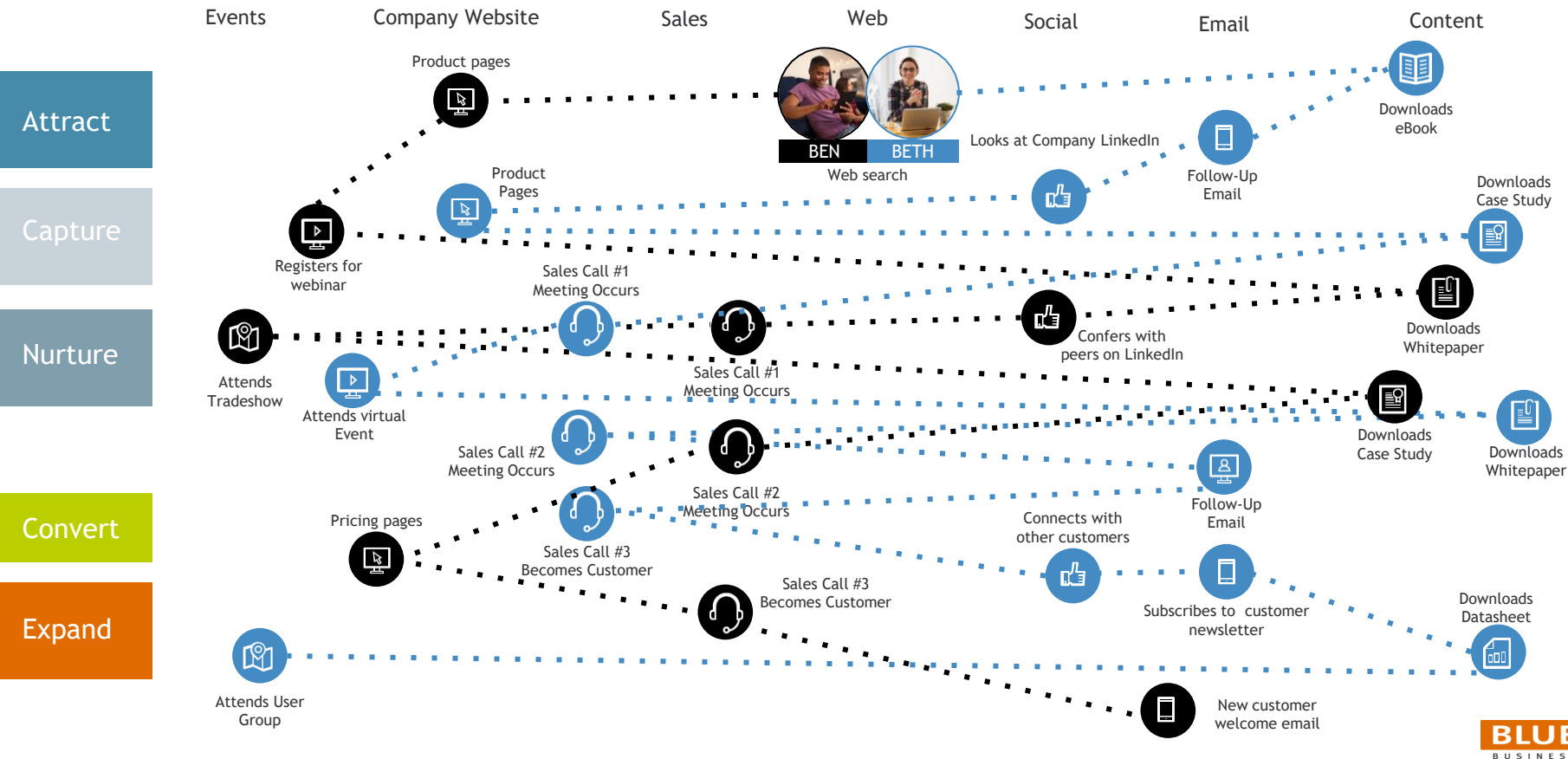


MARKETING
LEADS
PIPELINE



MARKETING
AUTOMATION
& EMAIL
MARKETING

The customer journey has been digitally transformed



Nurture flows: Keeping you top of mind during the buyer's journey

YOUR BUYER

Nurture

Top
Lead
Flow
impr

Nurture

Mid
Lead
Flow
pain
solu

Nurture

Bot
Lead
Flow
requ

Program: Time Travel Nurture Program			
Overview Steps Messages Early Exits Details			
		Waiting	Completed
A-1	⌚ ▶ Wait 2 days before sending Email #1	436	560
A-2	🔗 ▶ If Prospect has received first Email		0
B-1	↪ ▶ Goto Wait step for Email #2	0	560
A-3	🔗 ▶ If Prospect is LEAD - Status Changed...		64
B-2	➡ ▶ Exit Program		

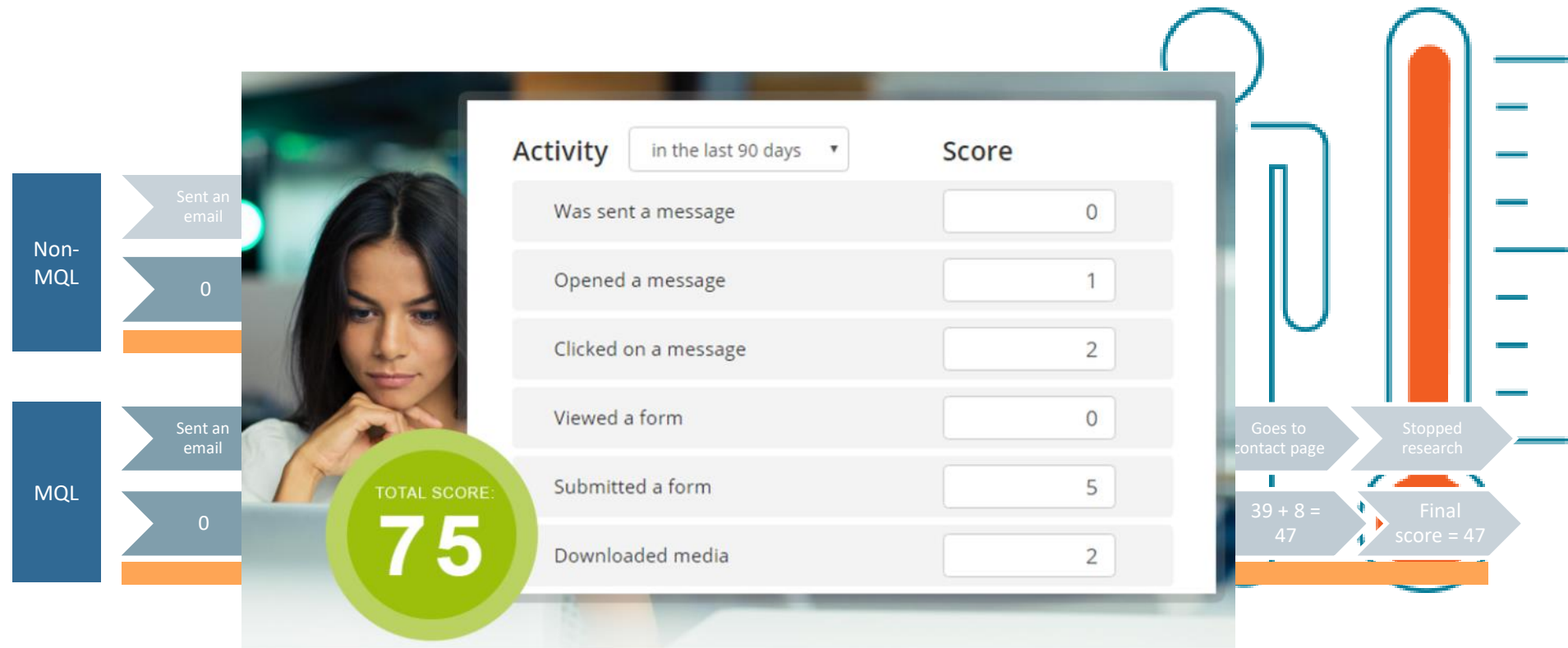
Awareness

Interest

Consideration

Nurture: Lead scoring

Sample lead scoring model



Nurture: Sample flow for webinar

Join our webinar

Click here to view this message in a browser window

Live webinar - 4. juni
Knæk koden til mulighederne med AR



30 min. webinar

I har efterlyst det, og det fylder vi selvfølgelig til.
Og d. 4. juni kl. 13.00 afholder vi derfor vores første live webinar:

Webinar: Forstå forretningsmulighederne med AR i industri og produktion!

Webinaret er et must for dig, der helt eller delvist har ansvar for effektivisering og optimering af jeres virksomhed.

Eller dig, der søger mere viden og konkrete eksempler om AR-teknologien i brug.

[Tilmeld dig her](#)

FAKTA

Pris: Gratis
Dato: D. 4. juni kl. 13.00

Ekspert: Allan Hansen
Formet: Online live webinar
Emne: Knæk koden til forretningsmulighederne med AR

Din investering?
30 minutter foran din skærm

Det kan du forvente af de 30 minutter:

- Få overblik over, hvordan augmented reality-teknologien kan minskes fejl og styrke produktionen
- Få indsigt i, hvordan andre virksomheder har taget teknologien til sig - med konkrete eksempler
- Få svar på dine egne spørgsmål (vores ekspert svarer på spørgsmål efter et oplæg)
- Få kompenserende indlæg og gode dine ressourcer

Sårl kryds i kalenderen og tilmeld dig webinar, der kan spare dig for en masse ressourcer.

[Tilmeld dig webinar her](#)

Føl os på

Sign up for webinar

Live webinar

Knæk koden til forretningsmulighederne med AR!

GRATIS webinar d. 4. juni kl. 13.00-13.30
- Et dag, der vil vise, hvilke muligheder augmented reality kan tilbyde din virksomhed.



Kan augmented reality løsninger minskede fejl og styrke produktionen?

Det svarer du måske med ja, men du har måske ikke den nødvendige viden til at gøre det. Vi har derfor arrangeret et webinar, der giver dig alle de nødvendige oplysninger til at gøre det.

Du får også mulighed for at stille Allan Hansen dine spørgsmål efter oplægget.

Deltag hvis:

- Du er leder af en virksomhed, der arbejder med eller vil arbejde med AR
- Du er leder af en virksomhed, der arbejder med eller vil arbejde med AR
- Du er leder af en virksomhed, der arbejder med eller vil arbejde med AR

Tilmeld webinar

Et kompenserende indlæg og gode dine ressourcer

[Ja tak - tilmeld mig webinar](#)

Webinaret er gratis, men der er en begrænset plads til deltagere. Så tilmeld dig nu!

Klar til den teknologiske superfluge?

Har du brug for en uvidelig digitaliseringspartner?

Træk på vores erfaring og viden!

Vi er klar til at hjælpe dig med at finde de bedste løsninger til din virksomhed. Vi har erfaring med at hjælpe virksomheder med at finde de bedste løsninger til deres behov.

Vi har fokus på at finde de bedste løsninger til din virksomhed. Vi har erfaring med at hjælpe virksomheder med at finde de bedste løsninger til deres behov.

Vi har fokus på at finde de bedste løsninger til din virksomhed. Vi har erfaring med at hjælpe virksomheder med at finde de bedste løsninger til deres behov.

Om webinar

Vores kunder kan med fordel se, hvordan augmented reality kan minskes fejl og styrke produktionen. Det betyder, at du kan spare penge på din produktion. Det betyder også, at du kan øge din konkurrenceevne. Det betyder, at du kan være med til at skabe en bedre verden.

Det betyder, at du kan spare penge på din produktion. Det betyder også, at du kan øge din konkurrenceevne. Det betyder, at du kan være med til at skabe en bedre verden.

Det betyder, at du kan spare penge på din produktion. Det betyder også, at du kan øge din konkurrenceevne. Det betyder, at du kan være med til at skabe en bedre verden.

Om webinar

Vores kunder kan med fordel se, hvordan augmented reality kan minskes fejl og styrke produktionen. Det betyder, at du kan spare penge på din produktion. Det betyder også, at du kan øge din konkurrenceevne. Det betyder, at du kan være med til at skabe en bedre verden.

Det betyder, at du kan spare penge på din produktion. Det betyder også, at du kan øge din konkurrenceevne. Det betyder, at du kan være med til at skabe en bedre verden.

Det betyder, at du kan spare penge på din produktion. Det betyder også, at du kan øge din konkurrenceevne. Det betyder, at du kan være med til at skabe en bedre verden.

You are confirmed

Sådan...!

Om 15 minutter kan du finde det direkte link til din invitation til webinar, som går live d. 4. juni.

Hvis du vil du høre mere om det, kan du downloade vores e-bog om AR i produktion. Download den nu, og du får den gratis.

Du skal have en e-mail, der er forbundet med din Facebook-profil.

Du skal have en e-mail, der er forbundet med din Facebook-profil.

Du skal have en e-mail, der er forbundet med din Facebook-profil.

Andre GRATIS e-bøger fra os:

Når kunstig intelligens rimer med god forretning!

Derfor skal du sikre dit brand i den digitale verden!

Sådan produktudvikler du med teknologi!

[Tilmeld mig](#) [Tilmeld mig](#) [Tilmeld mig](#)

ALEXANDRA INSTITUTTET

Email (confirmation)

Live webinar

Knæk koden til mulighederne med AR



It's tomorrow

Live webinar

Knæk koden til mulighederne med AR



Så er det i morgen kl. 13.00, vi ses til webinar: 'Knæk koden til mulighederne med AR'

På webinaret tager vores AR-ekspert Allan Hansen udgangspunkt i vores populære e-bog om emnet og gennemgår bl.a. de tre områder, hvor AR kommer til at rykke industrien.

Fik du den ikke læst, eller måske missede du den i farten?

[Gå til e-bog om augmented reality](#)

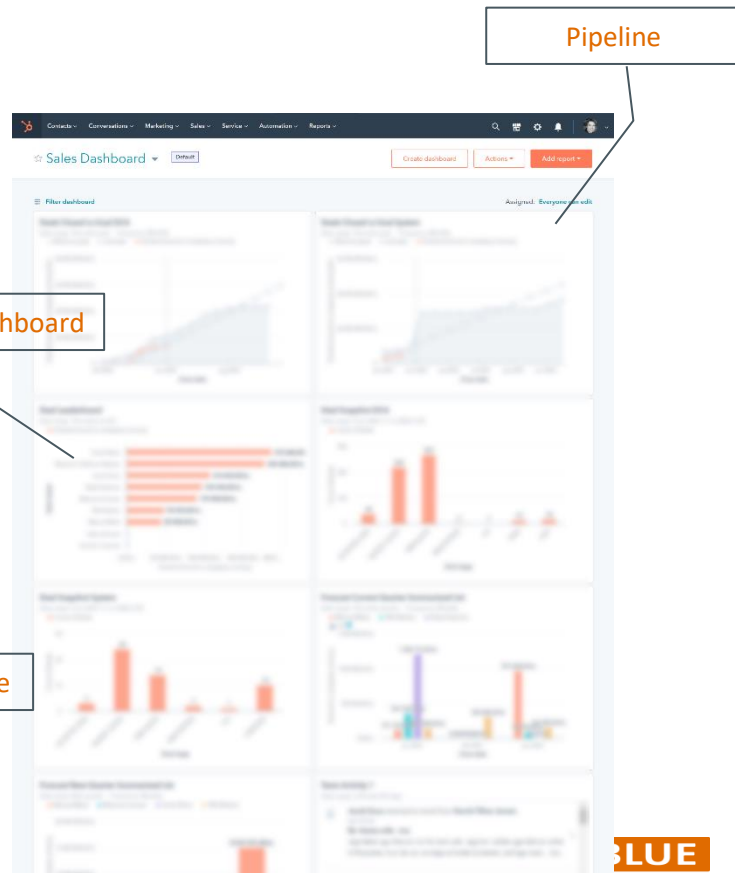
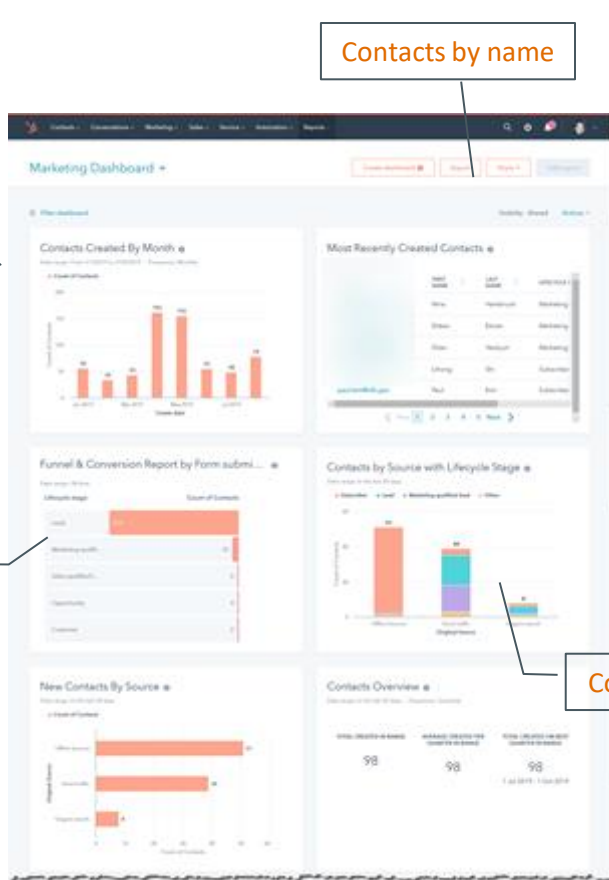
Vi glæder os til at byde dig velkommen.

Digitale hilser fra
Team Alexandra Institut

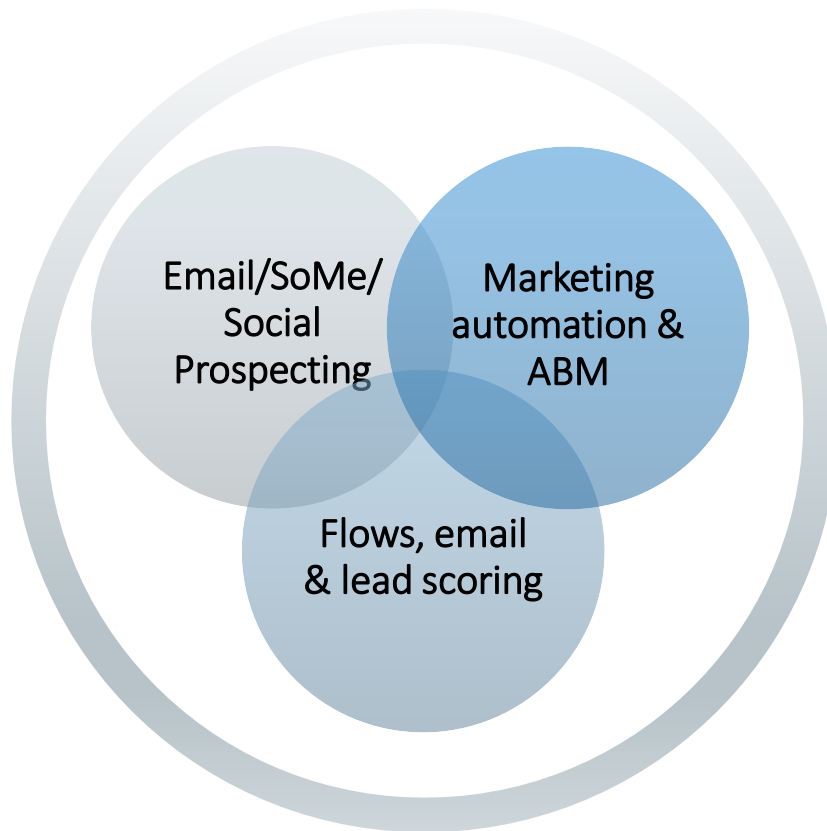
PS Hvis du gerne vil invitere en ven eller kollega, kan de tilmelde sig på følgende link:
<https://marketing.alexandra.dk/action/media/25392/webinar-augmented-reality>

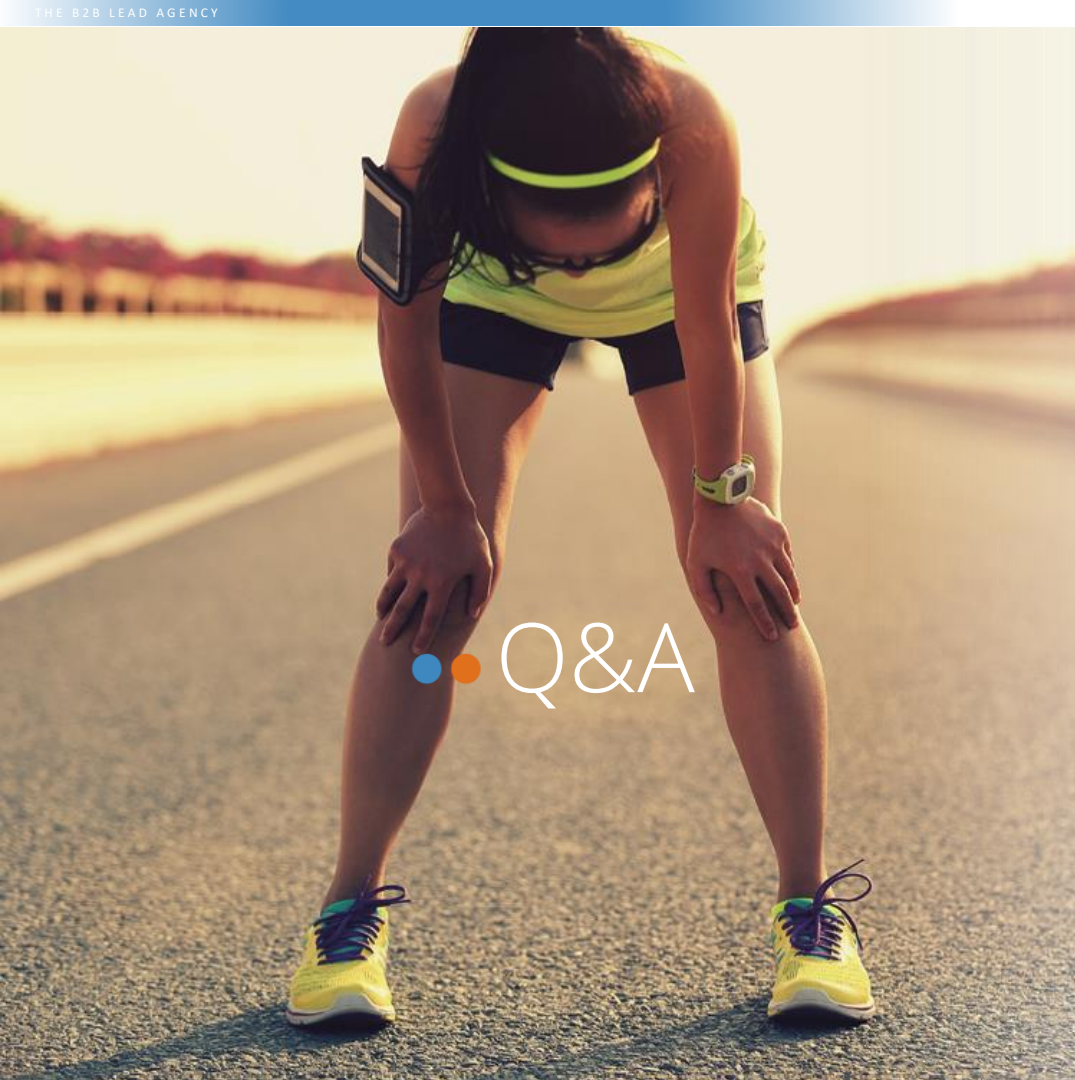
ALEXANDRA

...and remember to understand what's working and what's not



In summary





Q&A

Marketing Automation Buyer's Checklist

BLUE
BUSINESS

Looking to invest in marketing automation technology, but not sure where to start?

You'll want to do more than just a feature comparison to help you make the right decision for your organization. Your selection should be informed by your own business processes, available resources, company goals, and budget, to name just a few considerations. You want to make sure that your marketing automation easily integrates with your CRM and other key technologies you use.

We've listed some important things to think about when making your decision:

KEY CONSIDERATIONS

- ☐ **Your goals.** Can the platform help you get from A to B? And then to C?
- ☐ **Speed.** How quickly can you get from start to value?
- ☐ **Ease of use.** Is the platform intuitive and easy to use?
- ☐ **Hidden costs.** What will it cost for strategic planning and implementation?
- ☐ **How difficult will integration be?** Is it native or an API? Or is it development intensive? Will it take more than one day? One week?
- ☐ **Does the data sync automatically** between the two systems, or must you do it manually?
- ☐ **Does the vendor's onboarding program** look appropriate for your team? Do they provide a dedicated team to help you?
- ☐ **How much support** is included, and for how long? What happens when it ends?
- ☐ **Does the platform have native integrations** with Microsoft Power BI, Cisco WebEx, Luma, and many more cloud-based tools?
- ☐ **Does the platform** account savings?
- ☐ **Does the platform** engagement data?
- ☐ **Your resources.** Do you have the right team?
- ☐ **Your access to IT.** department or other

www.bluebusiness.com

Right Person, Right Message, Right Time

BLUE
BUSINESS

Worksheets to help you:

- Develop your buyer personas
- Inventory your content and key messages

Use the results to:

- Map your content (**right message**) to your buyer personas (**right person**), by their stage in the buyer's journey (**right time**)



THE B2B LEAD AGENCY

BLUE
BUSINESS

A 5-STEP GUIDE FOR CREATING A LEAD SCORING PROGRAM

WORKBOOK

A 5-Step Guide for

Creating a Lead Scoring Program

Worksheets to help you:

- Identify score-worthy actions and attributes
- Define what scores to apply, and when
- Develop an effective, automated qualification process



Thanks for your attention

HC Bothmann: +45 4027 9560

hcb@bluebusiness.com

