

Webinar

# B2B Social Media Marketing and marketing automation

9 December 2020

# Agenda

- 09.00 Velkomst og introduktion
- 09.05 Customer journey og digital lead generering inkl. SoMe
- 09.25 Digital leadgenerering og marketing automation
- 09.55 Spørgsmål og afrunding



- Kaffen er virtuel ☺
- Præsentation sendes
- Webinaret vil være tilgængelig on-demand
- Brug chatten
- Q & A til sidst
- HUSK AT MUTE

# Who we are...

Morten Kornerup



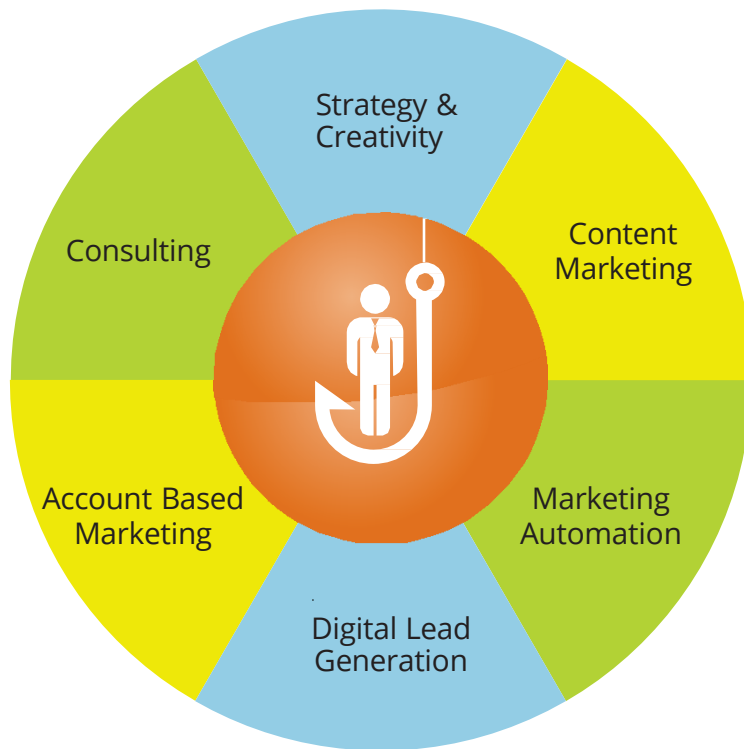
Founder & Partner of Blue Business. 30+ years experience in international B2B marketing. Lived in UK and Switzerland. Key client industries: IT, Life Science, Manufacturing, Service.

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

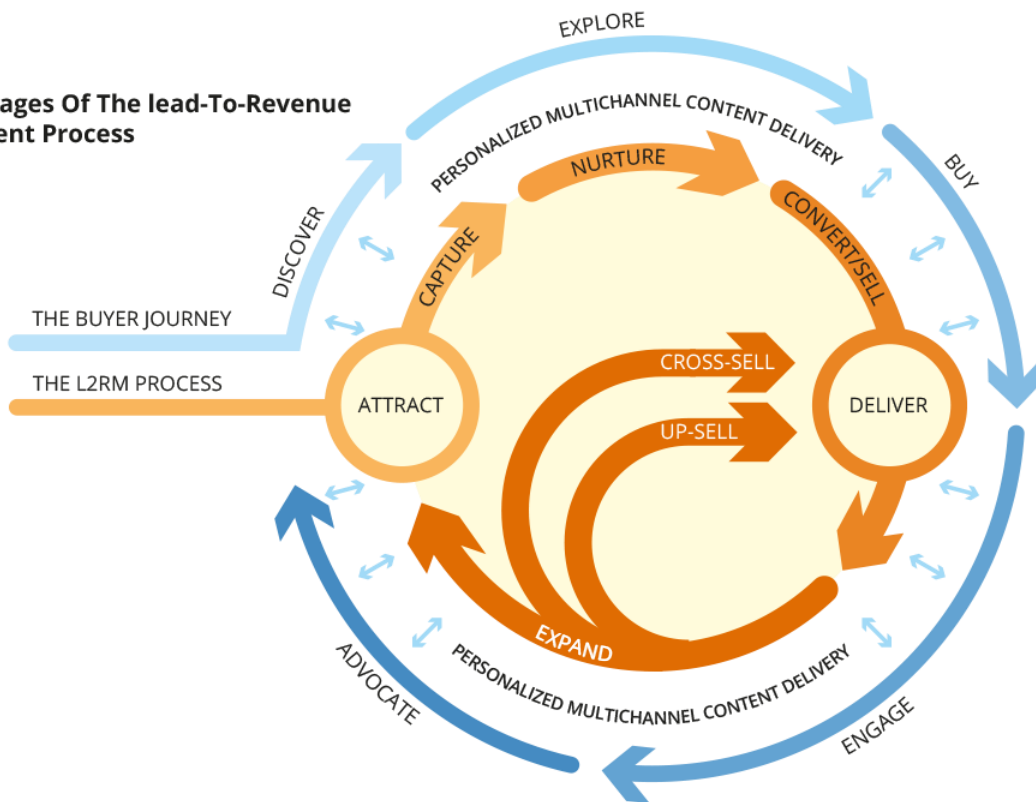
Generating, qualifying and nurturing accounts and leads to increase sales and marketing effectiveness

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 ?

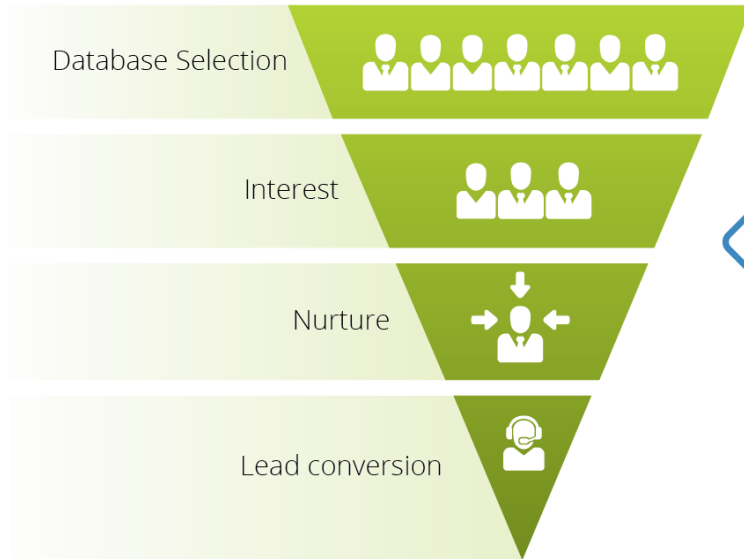
  
Are you measuring  
the impact on your  
business goals ?

Source: Forrester Research, Inc.

# Two types of Lead Generation

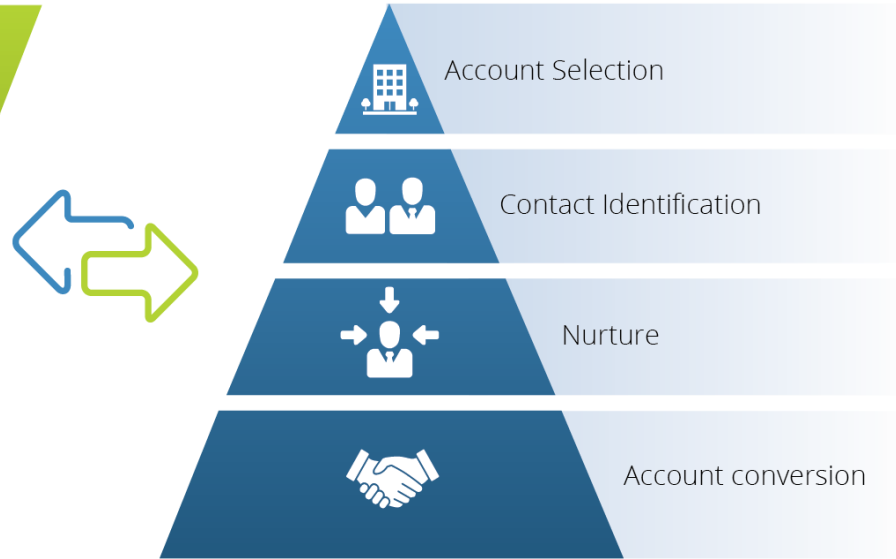
## Lead Generation

Fishing with Nets



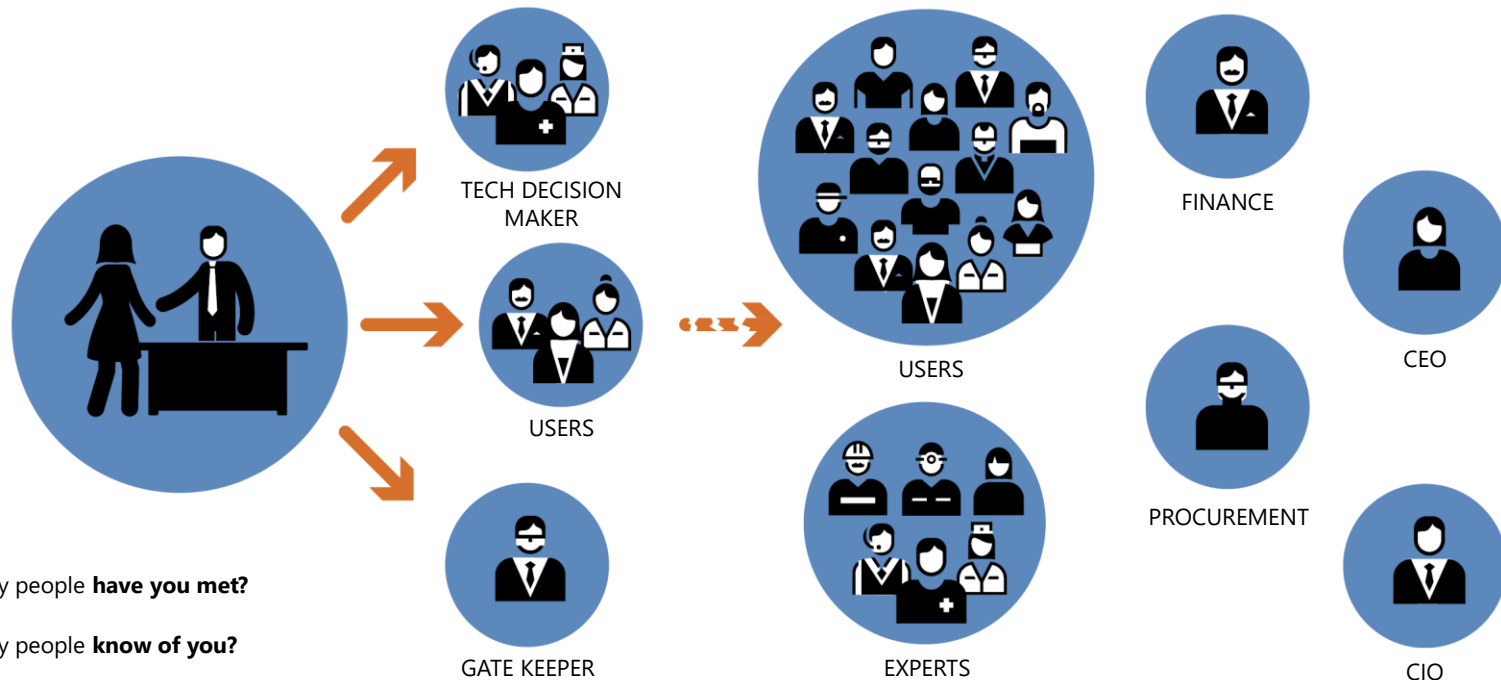
## Account Based Marketing

Fishing with Spears





# Are you talking to the real decision makers?



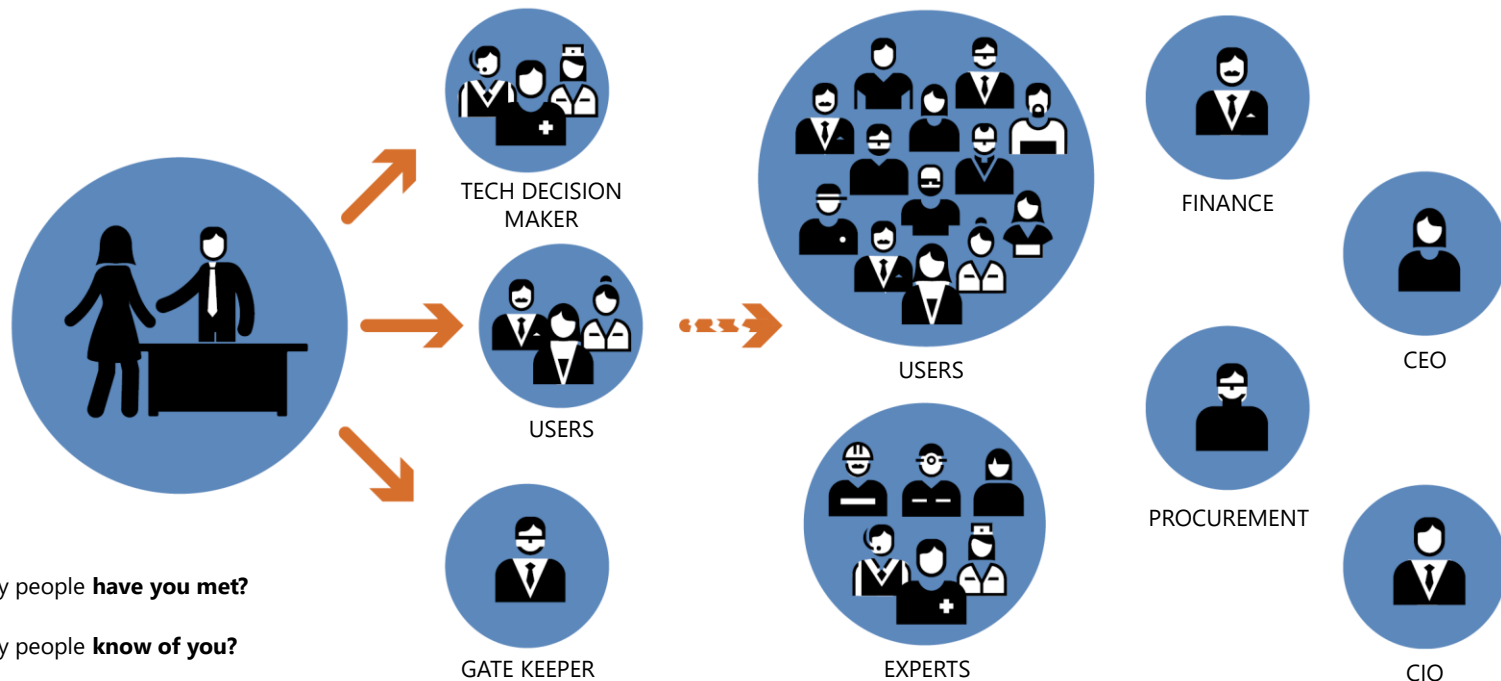
How many people **have you met?**

How many people **know of you?**

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

# Content Marketing & Lead Generation

# Are you talking to the real decision makers?

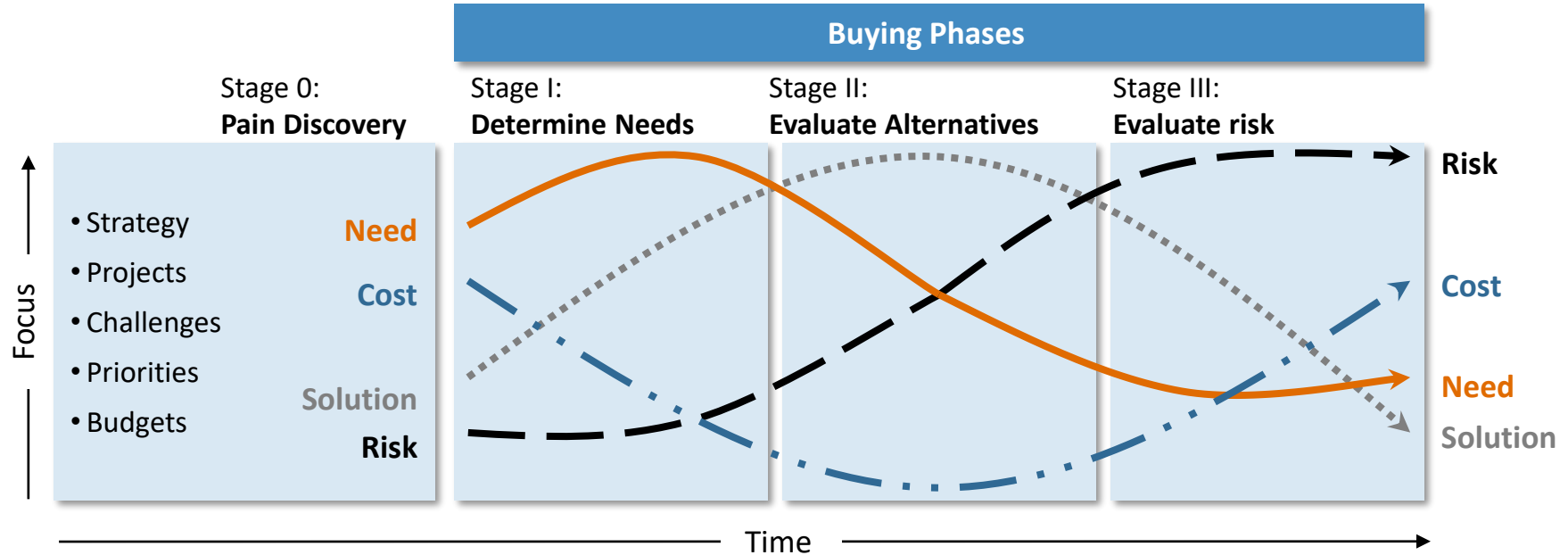


How many people **have you met?**

How many people **know of you?**

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

# Shifting buyer concerns throughout the customer journey



# Your content must match the customer journey and the personas

|                                   | Buying Phases   |  |   |
|-----------------------------------|---|--|---|
|                                   | Stage 0-I:<br><b>Pain/Need</b>  | Stage II:<br><b>Evaluation</b>   | Stage III:<br><b>Decision</b>   |
| Content objective                 | Research/pain   | Inform/differentiate   | Motivate  |
| Business Decision<br>Maker (BDM)  | <ul style="list-style-type: none"><li>• White papers</li><li>• Articles</li><li>• Strategy sessions</li></ul> | <ul style="list-style-type: none"><li>• Product brochure</li><li>• Fact sheets</li><li>• Solution WP</li></ul> | <ul style="list-style-type: none"><li>• Business case WP</li><li>• Workshops</li><li>• ROI calculator</li></ul>     |
| Technical Decision<br>Maker (TDM) | <ul style="list-style-type: none"><li>• Scientific papers</li><li>• Research</li></ul>                        | <ul style="list-style-type: none"><li>• Demo videos</li><li>• Technical WP</li><li>• Ask the experts</li></ul> | <ul style="list-style-type: none"><li>• Testimonials</li><li>• Customer videos</li><li>• Customized demos</li></ul> |

# Case: DIS/Creadis going digital



# DIS Creadis: a high growth engineering company

- Based in Denmark and with global presence
- Rapid growth
- Challenging market conditions
- Positioning out of tune
- Web old fashioned and not user-friendly
- No digital lead generation





# Solution: new position, new web

**DIS** innovative engineering

## ENGINEERS WITH A PURPOSE

Når det kommer til løsning af problemer, ved vi, at det er et spørgsmål om erfaring. DIS/CREADIS har samlet de bedste ingeniører, der brænder for at skabe løsninger, der forbedrer den verden, vi lever i. Som specialister inden for deres respektive områder anvender de deres kompetencer og viden til at imødekomme udfordringerne i din virksomhed.

**LÆS MERE** →

OM OS NYHEDER MØD OS KARRIERE KONTAKT LOGIN SØG + LOKATION: DANSK

BRANCHER CASES

**We deliver anywhere in the world and execute with the strongest engineering team possible. You get a single point of contact.**



**TECHNOLOGY IS PASSION - CULTURE IS KEY**



# Solution: HubSpot implemented

Traffic Analytics Date range: Rolling date range Last 30 days Frequency: Daily

Sources Topic clusters Pages UTM Parameters

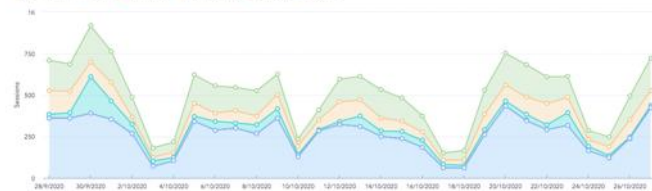
Analytics view: All analytics activities Include offline sources

Export Save as report

Sessions

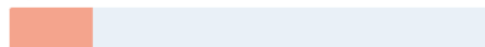
Style: Area

Organic search Referrals Social media Email marketing Paid social Direct traffic



Sent to 1,224

Open rate 17.3%



Unique opens 193

Total opens 365

DESKTOP 58% MOBILE 42%

Click rate



Unique clicks

Total clicks

DIS innovative engineering

## GLOBAL TEAMS COMPETENCES ACROSS BORDERS



## 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

cing today there is a need to working remotely stay to support you. With our Global Team setup you can gain es globally in a scalable and effective way.

orders and can take all kinds of tasks, giving you as a knowledge and a faster process from challenge to solution, can also scale your technology organization and get a high we define the need and the right setup for your project and t it - you can leave the whole team to us and not worrying supplying office desks, equipment, etc.

CONTACT US HERE!

DIS innovative engineering

## A NEW WORLD REQUIRES NEW WAYS OF WORKING

TECHNOLOGY IS OUR PASSION,  
CULTURE IS OUR KEY

Kære N/A

Normalt 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

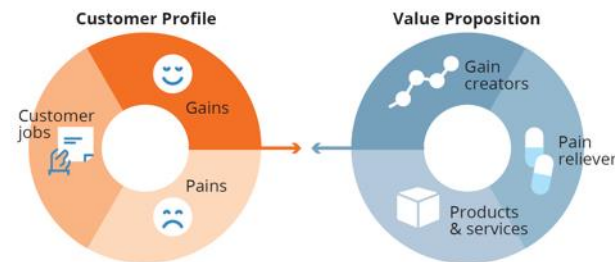
VÆRDISKABELSE



BLUE  
BUSINESS

# Key learnings

- Market insights and global involvement secured a strong value proposition
- The HubSpot implementation is the foundation for Sales and Marketing working together
- Thanks to HubSpot Marketing is seen as business critical
- The new website based on WordPress is a super tool for Marketing and integrates well with HubSpot



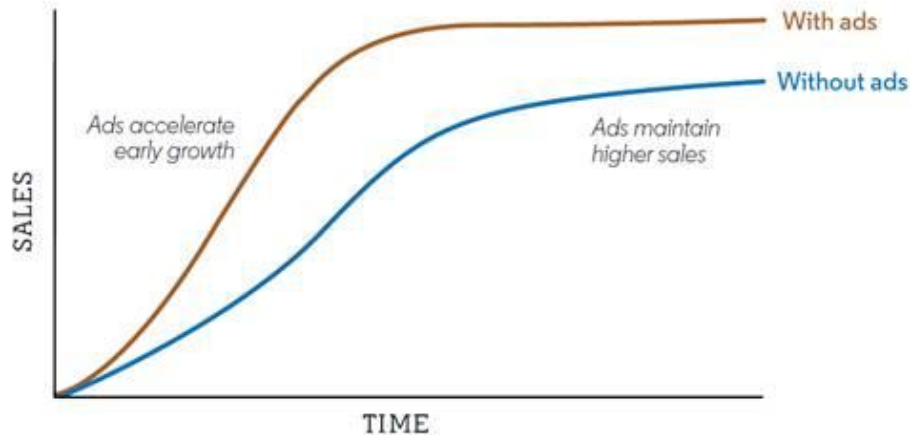
# How to create engagement and leads with your top customers

# Account activation strategies: 5 options



# Advertising supports higher sales

## The Bass Diffusion Model of Growth





Innovators discover that growth doesn't last forever. And that's when advertising becomes essential.


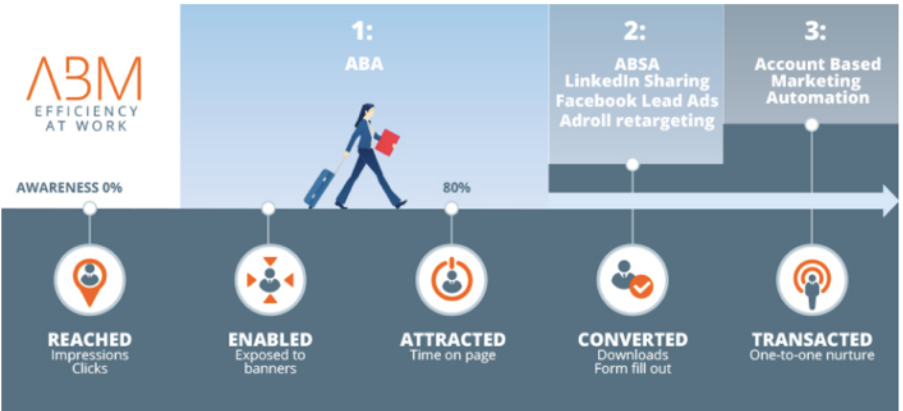
According to Bass, advertising increases the number of people adopting new products, leading to faster growth in the early years and a higher level of sales when things do eventually stabilise.

If firms are prepared to increase their investment, advertising can even generate further growth

# Blog on bluebusiness.com


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[Clients](#)
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[Why us](#)




## The REACT model: taking your key accounts all the way on the customer journey

The best companies are enabled by a new approach and by enabling new technology. Marketers and sales face many challenges: GDPR is definitely a game changer, and so is the increasing complexity in the buying center, and the concentration of buying power. Recent research (Celsius, 2017) indicates that for capital goods investment it is not [...]

### Download the ABA book



First name\*  
Morten

Last name\*  
Kornerup

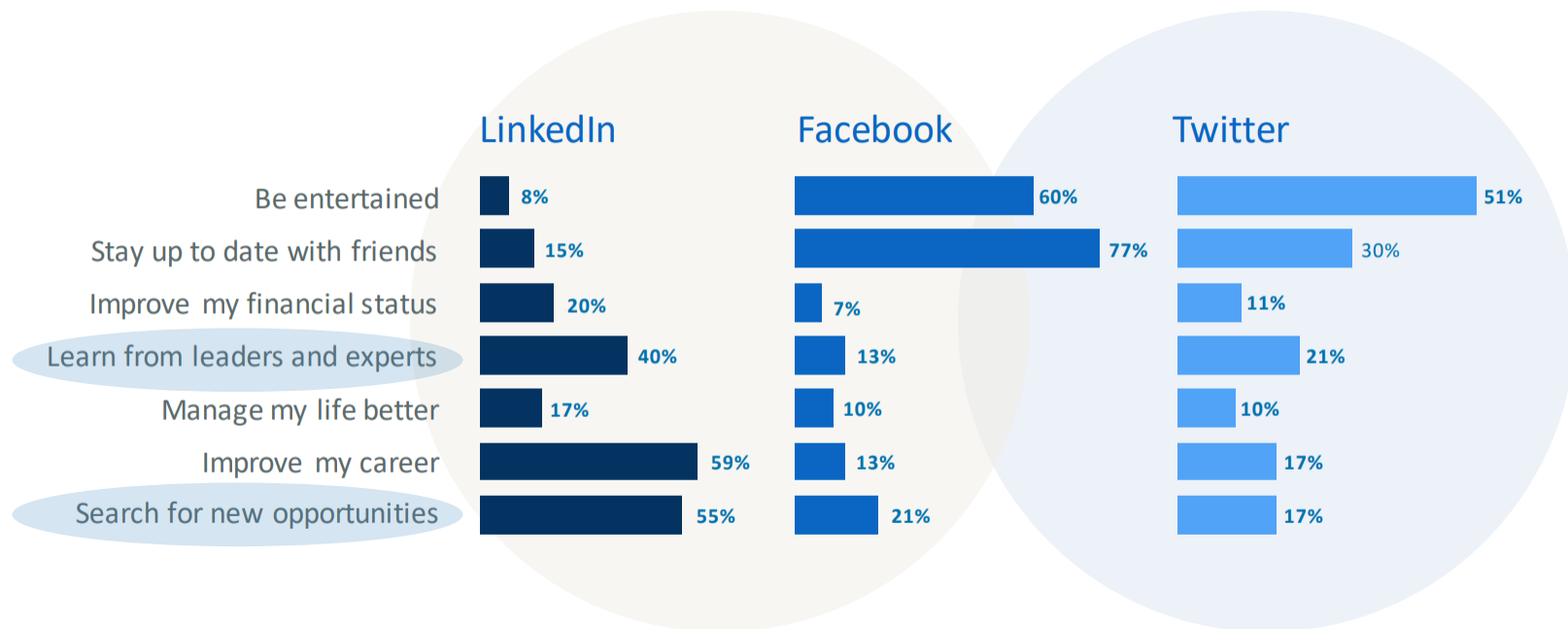
Company\*

Email\*

[Download](#)

# LinkedIn

# Social engagement on LinkedIn = Business

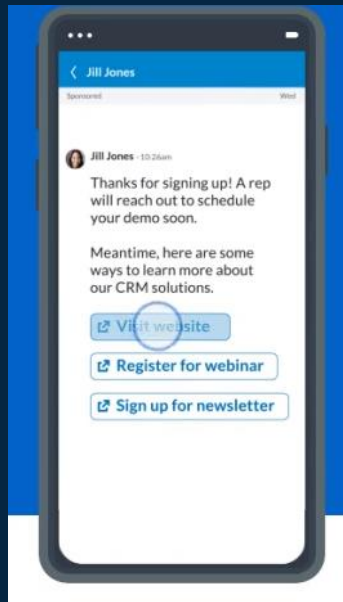




# Conversation Ads

Start quality conversations with professionals through a choose-your-own-path experience.

- Drive trials and demos
- Drive enrollment for programs
- Drive asset downloads
- Offer professional services
- Survey or poll your audience



# Content sharing

We distribute your digital content through **Paid Sponsorship** and our **Influencer network**. You receive both active and passive reach to the relevant functions, industries and accounts.

We combine this with our targeted outreach to push your content directly to the **specified accounts, titles**, and **individuals** who need your solution.



## CONSTRUCT

Database of your ideal, customer/target audience consisting of tier 1 prospects



## CRAFT

The pitch perfect message to convey your value proposition to your target audience



## COMMIT

We send the message to your target audience and they receive it on three platforms



## COMPLETION

Estimated results:  
20% click through rate to shared content

**Chantal Bothma**  
Cybersecurity & Intelligent Cloud Evangelist and Community Manager  
33s

**Stephanie** – wanted to make sure you saw this. In case you haven't gotten your passes for Gitex 2017 yet, this may be for you <http://bit.ly/2xNl45H>. Ascent Technology are hosting their customers at Gitex this year and I've also managed to get them to give me a handful of free passes to share with my network - just make sure to sign up before they're gone.

**ASCENT TECHNOLOGY**  
**Database Security**  
Join us at Gitex 2017 to find out how we help empower leading organizations with Real-time database protection, management, and compliance without the downtime.  
**Request Your Free Pass**  
**GITEX TECHNOLOGY WEEK** | 08 - 12 OCT 2017  
Hall 7 – Stand B10  
Register for your free pass to attend Gitex 2017  
[fwdlinkd.com](http://fwdlinkd.com)

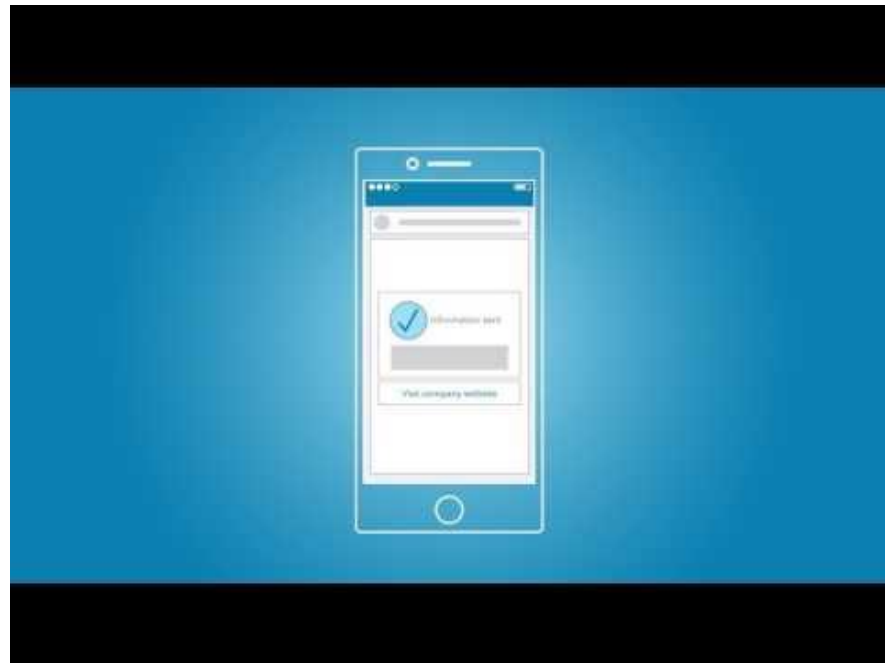
Like Comment Share

# LinkedIn Lead Forms

## The 2-click conversion.

Allow your prospects to convert seamlessly and accurately, filling your form data with data from their LinkedIn profile.

- High conversion rates and frictionless form-fill experience
- Lower acquisition costs than offsite traffic
- Affirmative checkbox opt-in to privacy policy.
- Direct integration with marketing automation and CRM
- Up to 5 custom questions and up to 20 fields

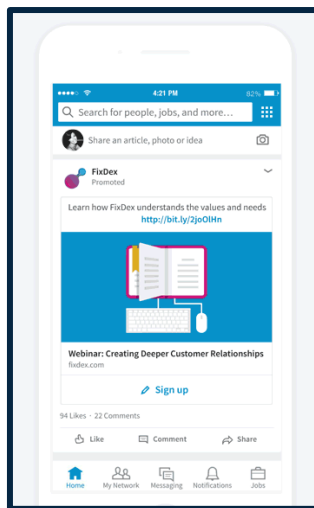


# Lead Form Flow

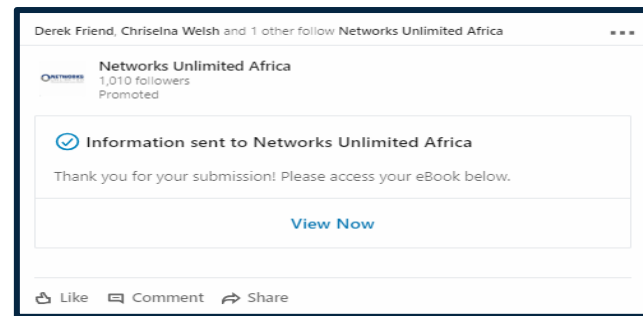
**Step 1:** Sponsored Image, Video or Carousel Ad



**Step 2:** Lead gen form and opt-in



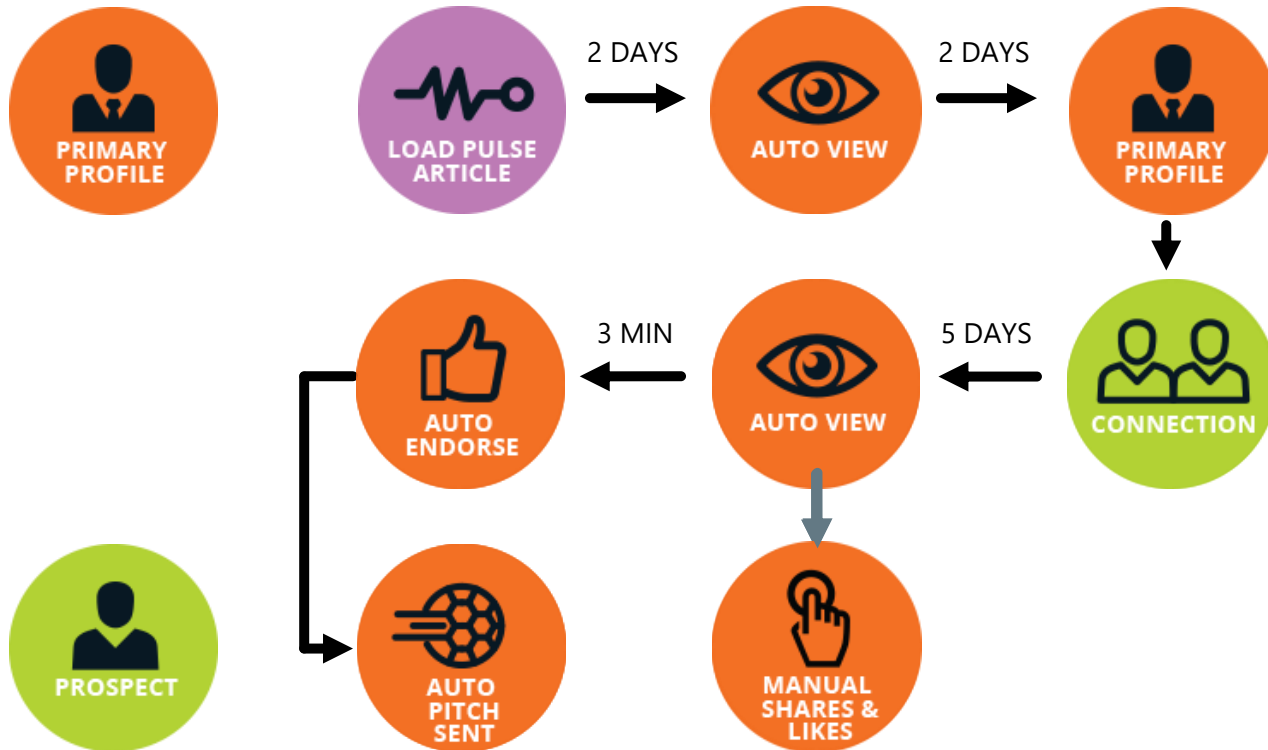
**Step 3:** Thank you form and resource



# Cases: Roche Diagnostics and Bioneer A/S

## Account Based Social Prospecting

# SOCIAL PROSPECTING



# LinkedIn automation tools

- There are a number of tools available
  - Expansion of number of contacts
  - Auto-mailing contacts (1<sup>st</sup> level)
  - Send messages to LI groups

Take a look at:

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



# ABSA: Account Based Social Advertising



# Take the best from two worlds



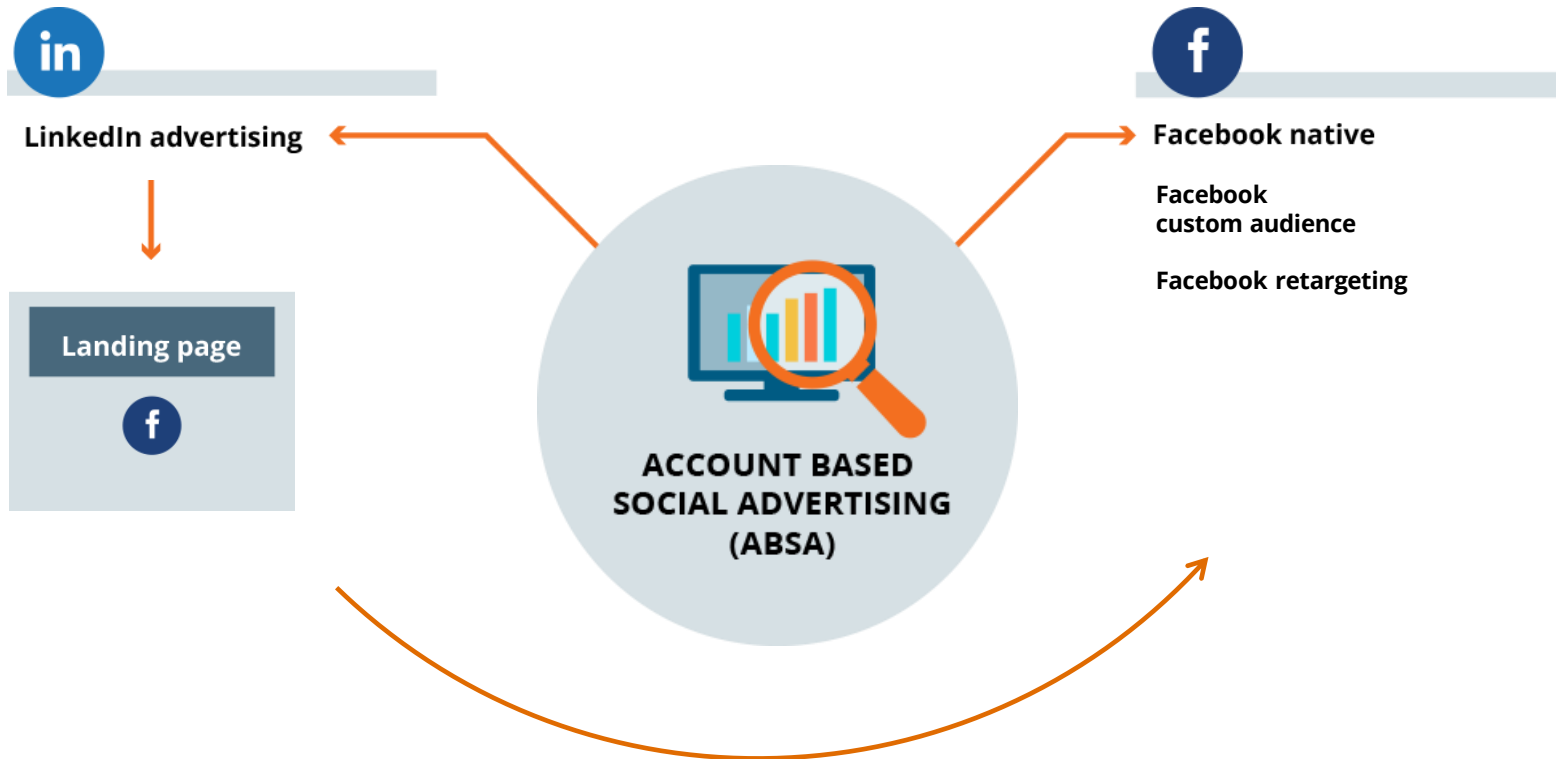
LinkedIn Content  
Sharing



Facebook  
Advertising

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

# GDPR compliant account based targeting strategies



# 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 on LinkedIn and Facebook

## 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



To download from TIA Technology A/S, provide your info below.

Full name  
Enter your answer.

Company name  
Enter your answer.

Work email  
Enter your answer.

Phone number  
Enter your answer.

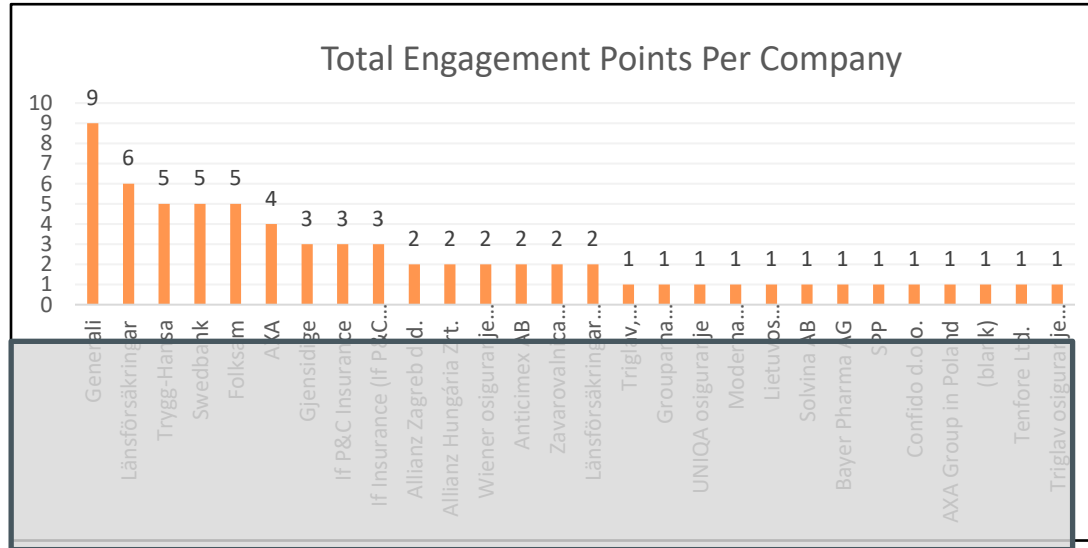
Job title  
Enter your answer.

By clicking Submit, you agree to send your info to TIA Technology A/S who agree to use it.

Submit

# 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>



**TIA**® Closer to Customers

Digitalization: Imperative for European Insurers  
fwdlnkd.com

1 Like

Like Comment Share



# Main findings and conclusions

# Campaign learnings

- 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:



# Campaign learnings

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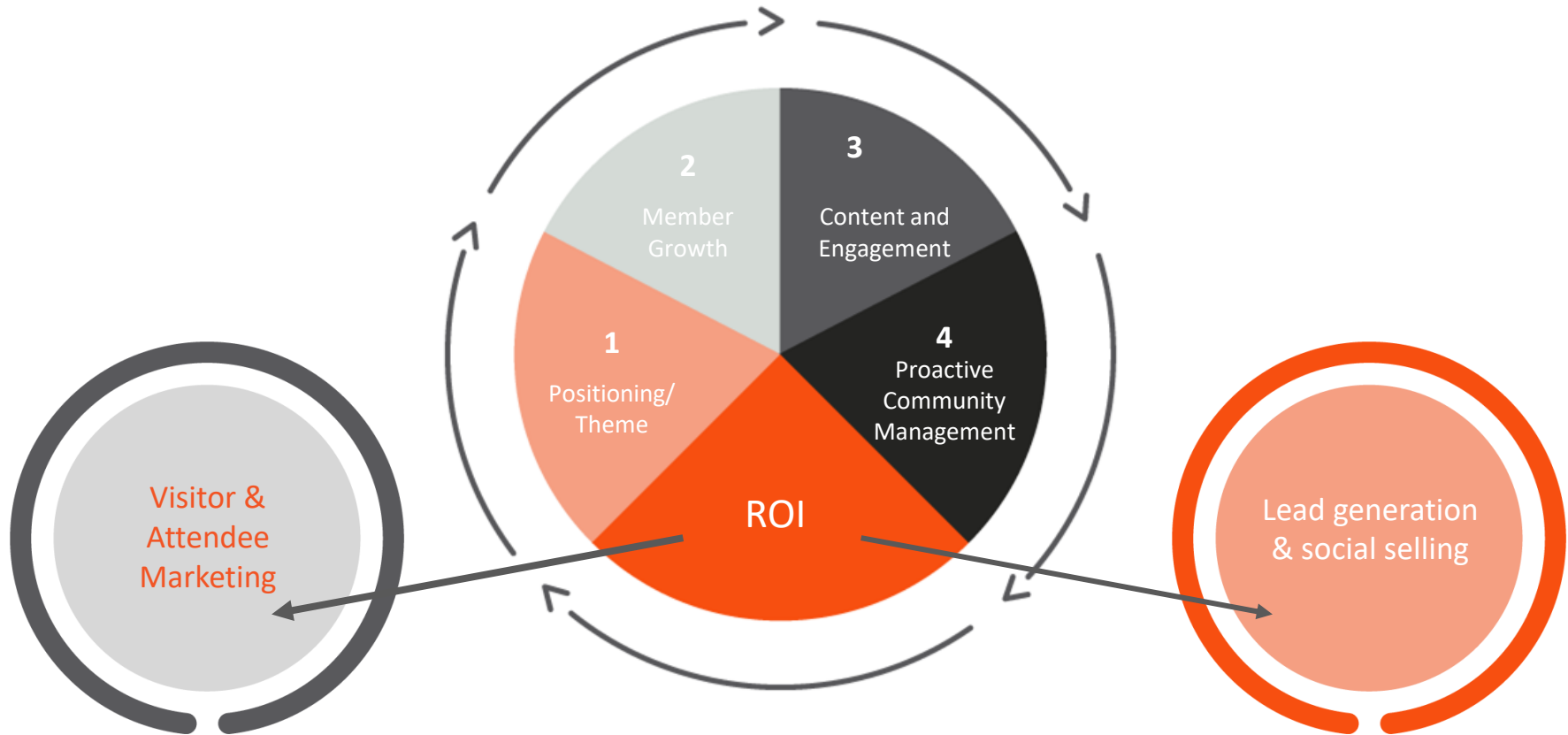
# LinkedIn community building: A case from Microsoft Dynamics

# Why communities?

# 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
- Your target audience want to learn, grow, understand, be challenged and to be more successful
- Your target audience DOESN'T WANT to be sold to

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



# Microsoft campaign brief and strategy

## Briefing

- Identify, reach out and start engaging with Certified Public Accountants (CPA's) in US and Canada

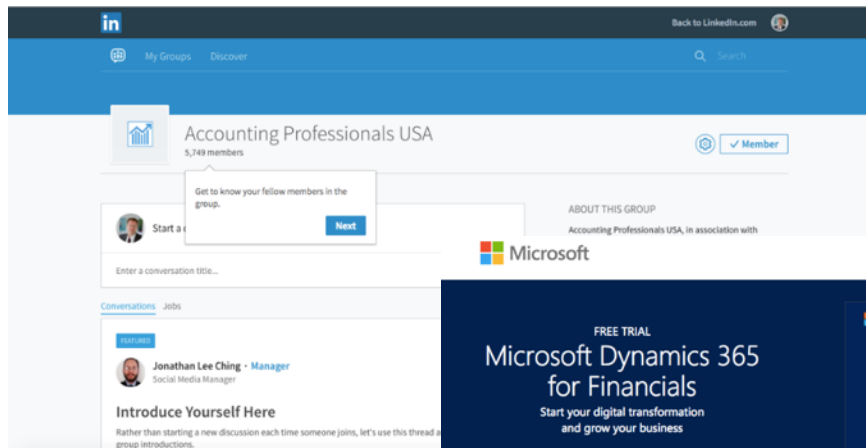
## Strategy

- We have created two separate communities
- 80/20 balanced content + 3 – 6 month content calendar
- The basic principle
  - Know** YOU
  - Like** YOU
  - Trust** YOU
  - Buy** YOU
- Awareness, Interest, Conversion



# Results after 14 months: more than 11,000 members

- US: 7,249 members
- Canada: 3,520 members
- UK: 732 members
- Engagement in terms of discussions, postings and use and relevance of content is being measured
- Social selling via landing pages built in Act-On



# Digital Lead Generation & Marketing Automation

Bringing tangible value to your business

Start with the  
end in mind...

## Skab vækst med intelligent leadgenerering

– hvad vil du opnå?

- ✓ Få flere og bedre leads
- ✓ Forkorte salgsforløbet og få større pipeline
- ✓ Fastholde eksisterende kunder og udvide med opsalg og krydssalg
- ✓ Analysere salg og marketingkampagner og forstå hvilke leads bliver til nye kunder
- ✓ Sætte kampagner hurtigt op og kom i markedet før dine konkurrenter
- ✓ Få branding og budskaber ind på tværs af kanaler og gør den konsistent
- ✓ Målrette kampagner mod specifikke segmenter med afpasset indhold
- ✓ Pleje og fastholde kundeemner som endnu ikke er købsparate
- ✓ Sætte webformularer op så du kan opfange leads og relevant data
- ✓ Identificere salgsklare leads
- ✓ Kvalificere leads præcist med lead scoring
- ✓ Forstå hvem som besøger dit website, hvad der interesserer dem
- ✓ Rapportere på kampagner og beregn ROI
- ✓ Effektivisere kampagneudrulning, spare tid og ressourcer

**BLUE**  
BUSINESS

“Get into the revenue camp. Show your number. Talk about your number. If people in your firm believe your work is pure cost, they’ll ask you to do less of it. If people believe your work leads to revenue, they will want you to do more of it.”

*eConsultancy ‘The Digital Outlook 2019’ report*

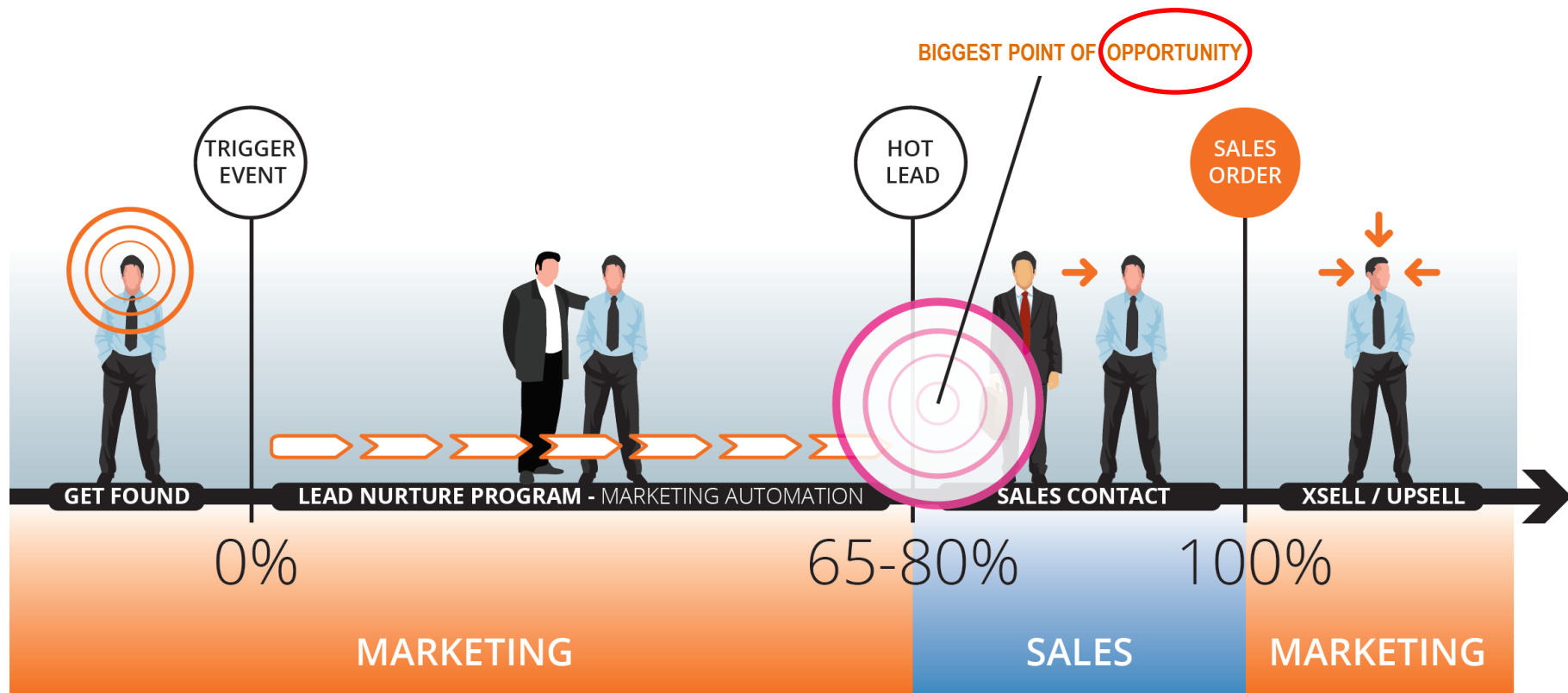
Set goals then  
start acting to  
meet them.

**BLUE**  
BUSINESS

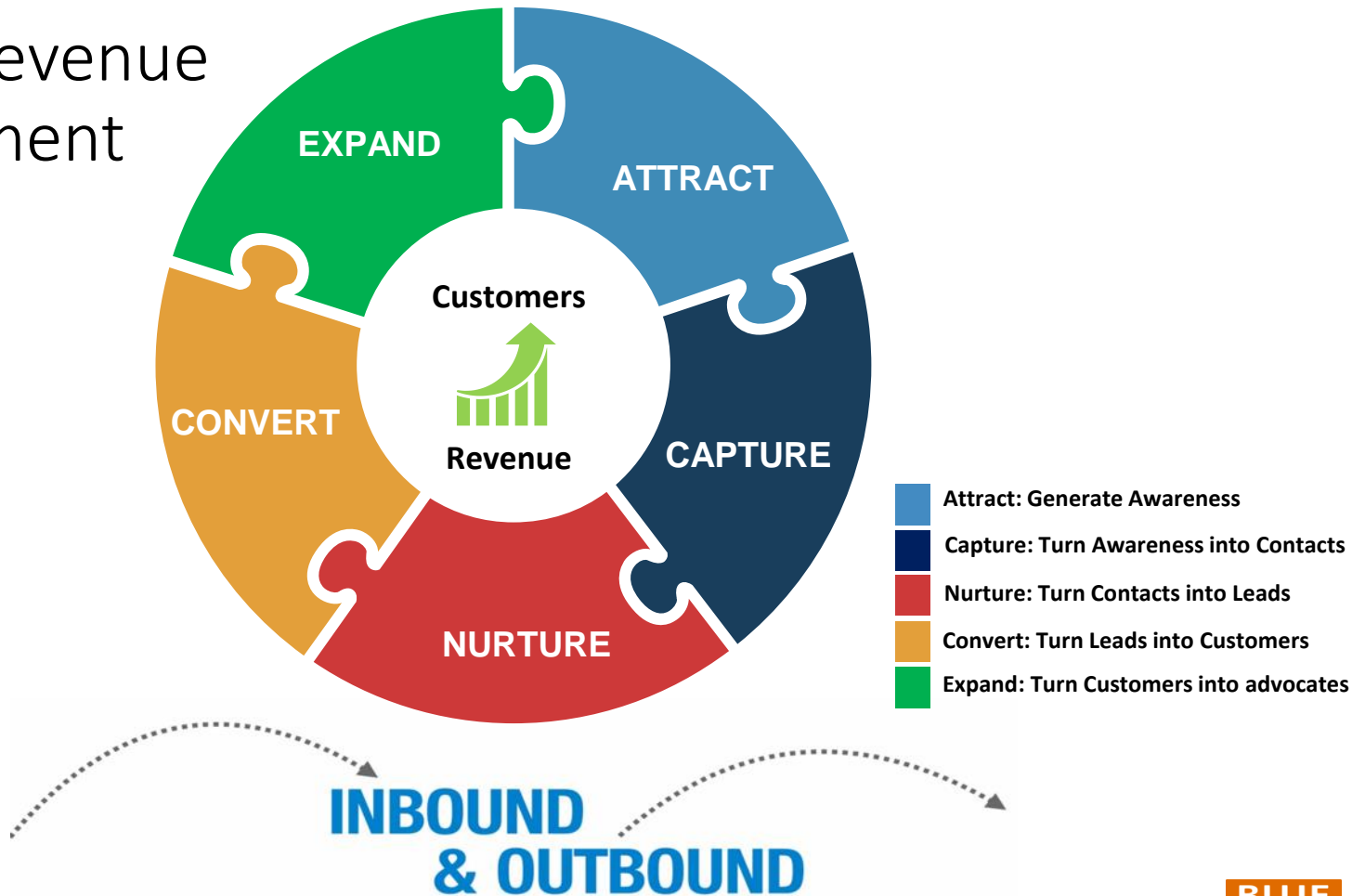
# Top priorities for digital marketers



# Take charge of the customer journey



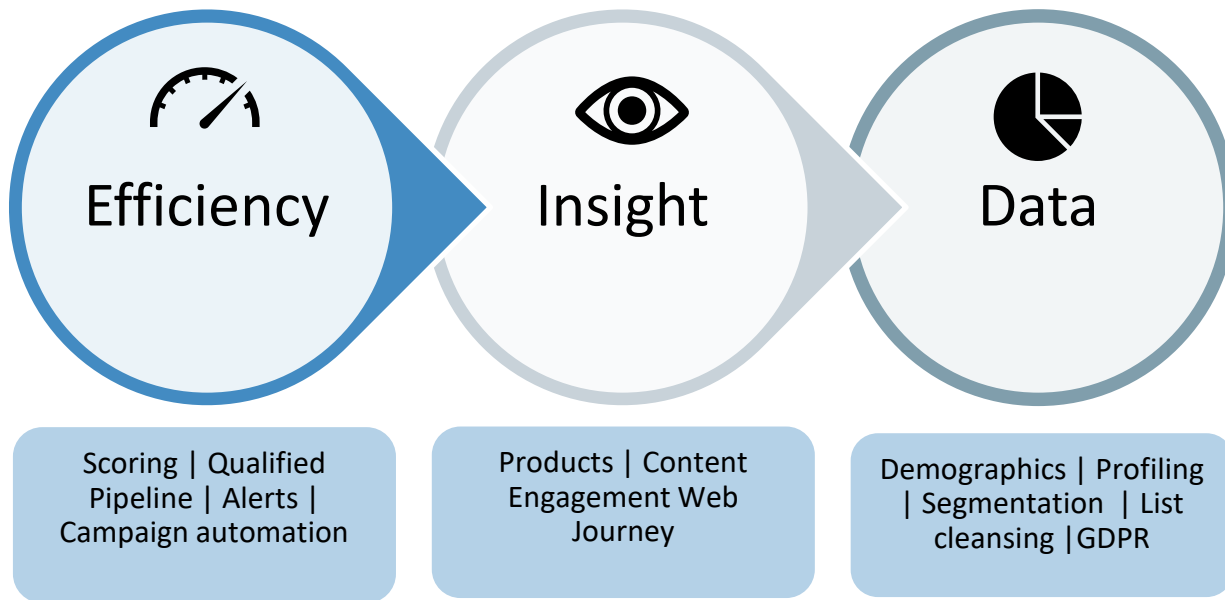
# Lead to revenue management





# What is marketing automation?

A software platform that automates and optimizes your lead generation and nurturing programs on multiple channels online.





# What is marketing automation not?

It's not a software platform that...

...automates marketing **on its own**

...optimizes your lead generation **without a strategy**

...shows up on multiple platforms **by itself**

## Skab vækst med intelligent leadgenerering

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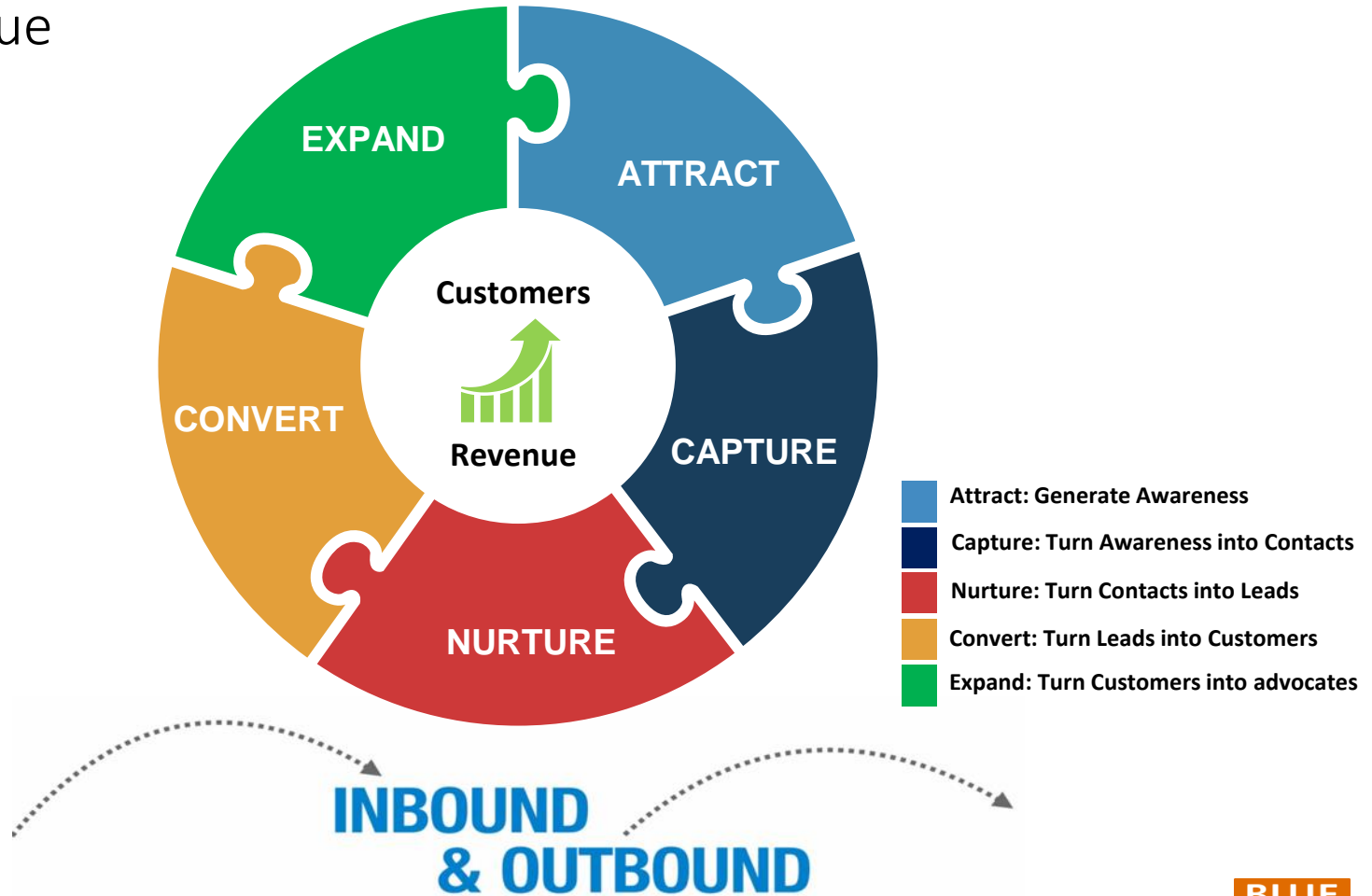
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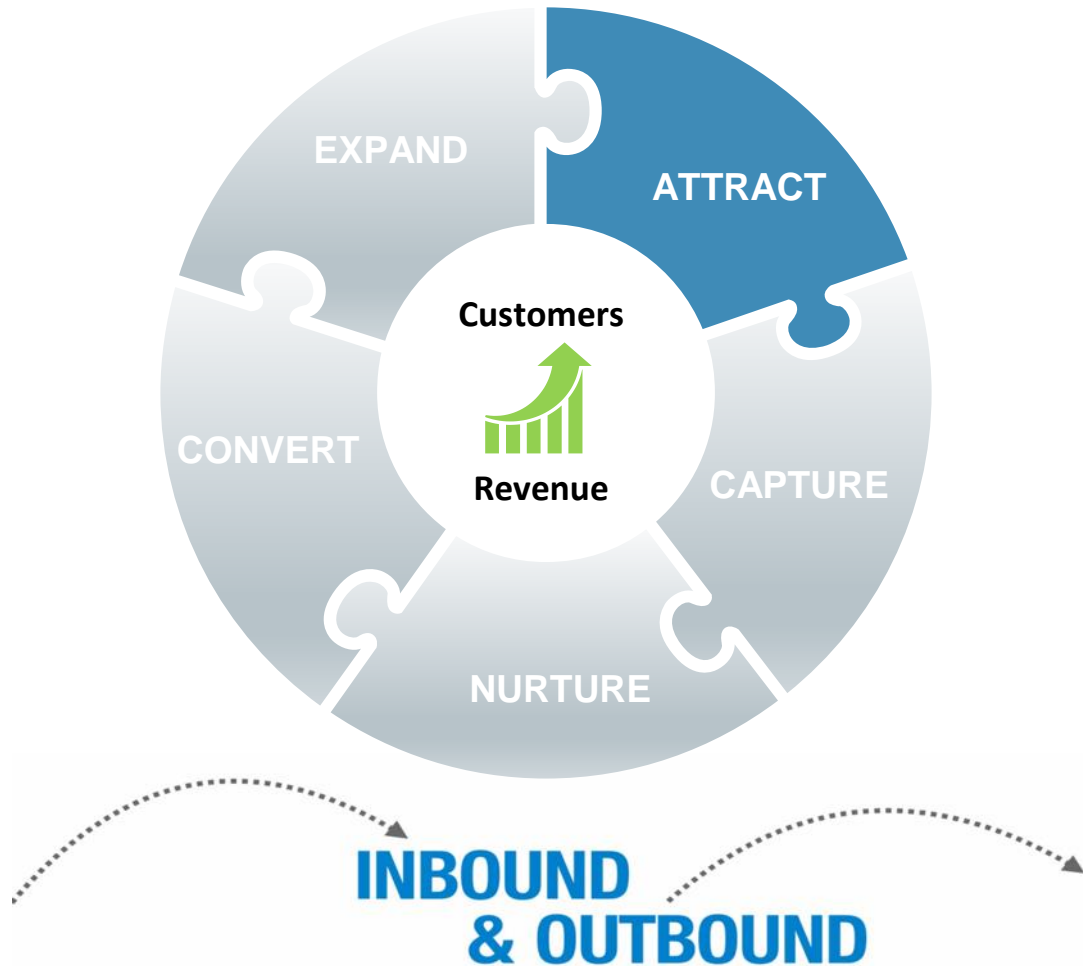
# Marketing Automation functionality





Lead to revenue  
management  
puts you in  
the drivers  
seat





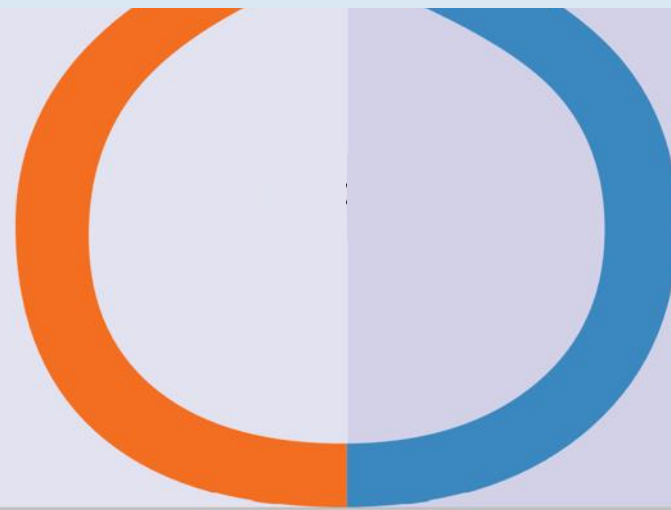
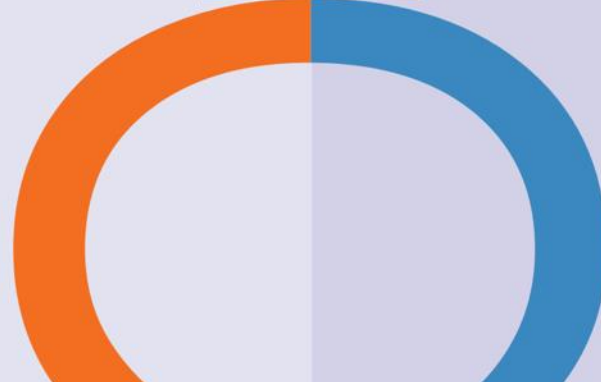
# Be relevant

TIP:

Long form content of over 1,000 words consistently receives more shares and links than shorter form content.

# Engage

Pssst! You've got 8 seconds



# Attract: Drive new top of funnel prospects



## SEO

Website &  
all marketing  
assets

## SEM

## Social advertising

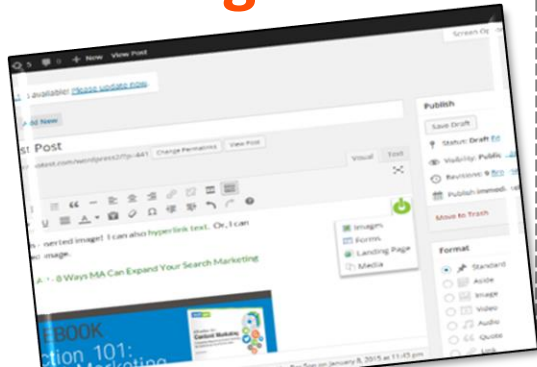
Integrate &  
track online  
advertising

Google Ads



## Content Marketing

Blogs  
Videos  
White papers  
Infographics



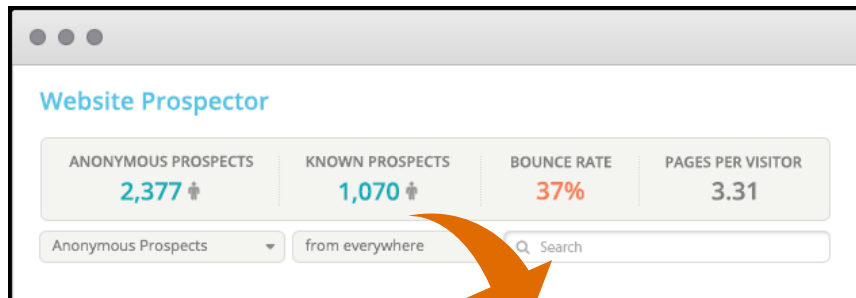
## Social sharing

Publish campaigns  
listen and join  
conversations



# Attract: Give me insight

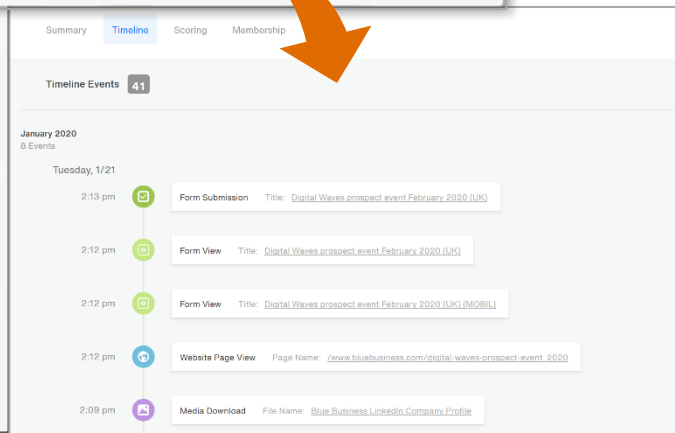
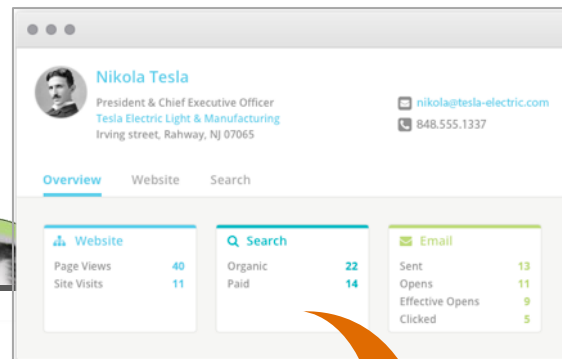
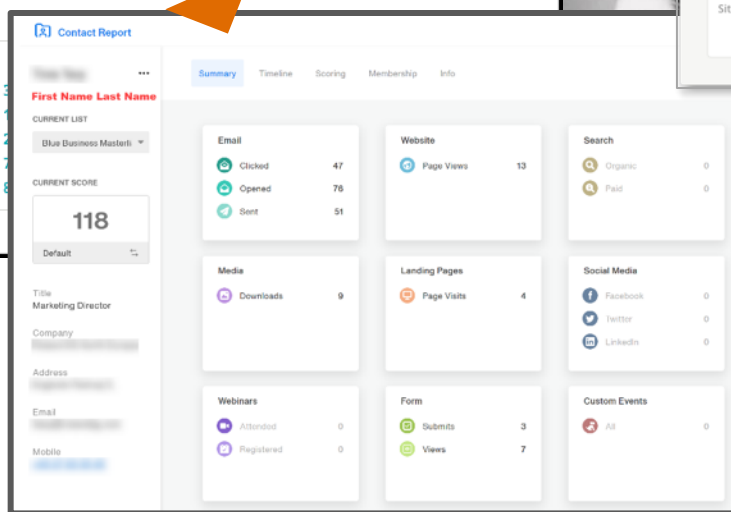
Benefit your dialog and sales efforts with insight that matters



## Geography

### Page Visits

- Five or more page visits
- Four page visits
- Three page visits
- Two page visits
- One page visited (bounced)

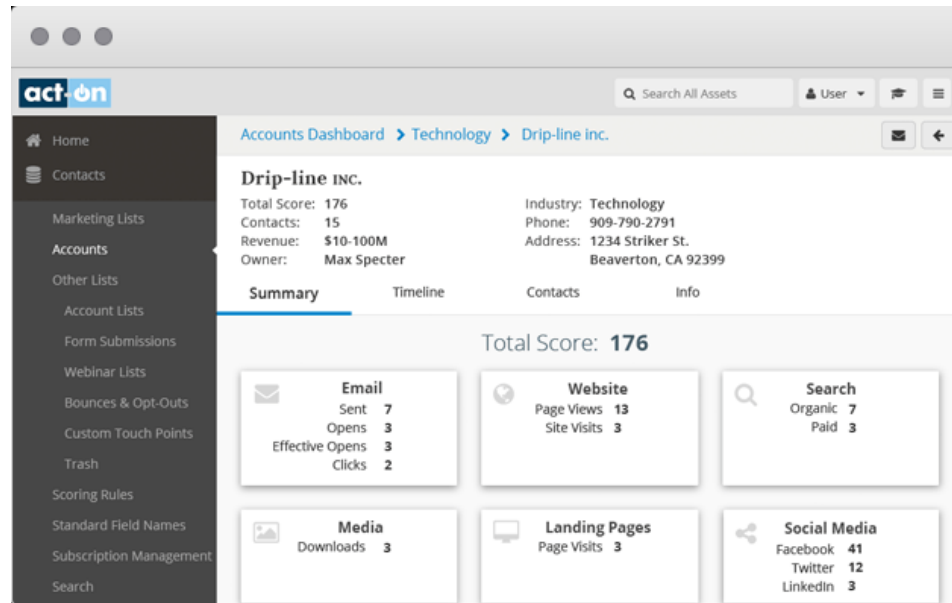




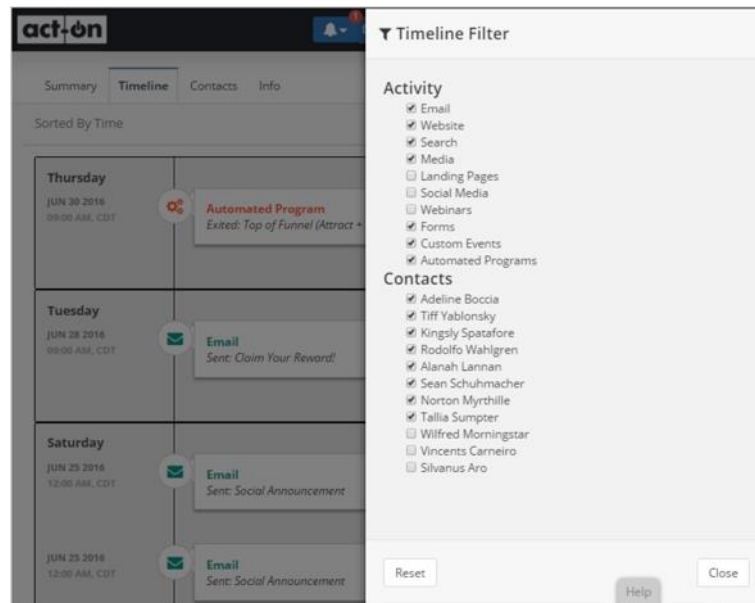
# Attract: Insight to your accounts

Account based insight and activation

**Account Scoring:** View account-level scoring based on total account contact activity

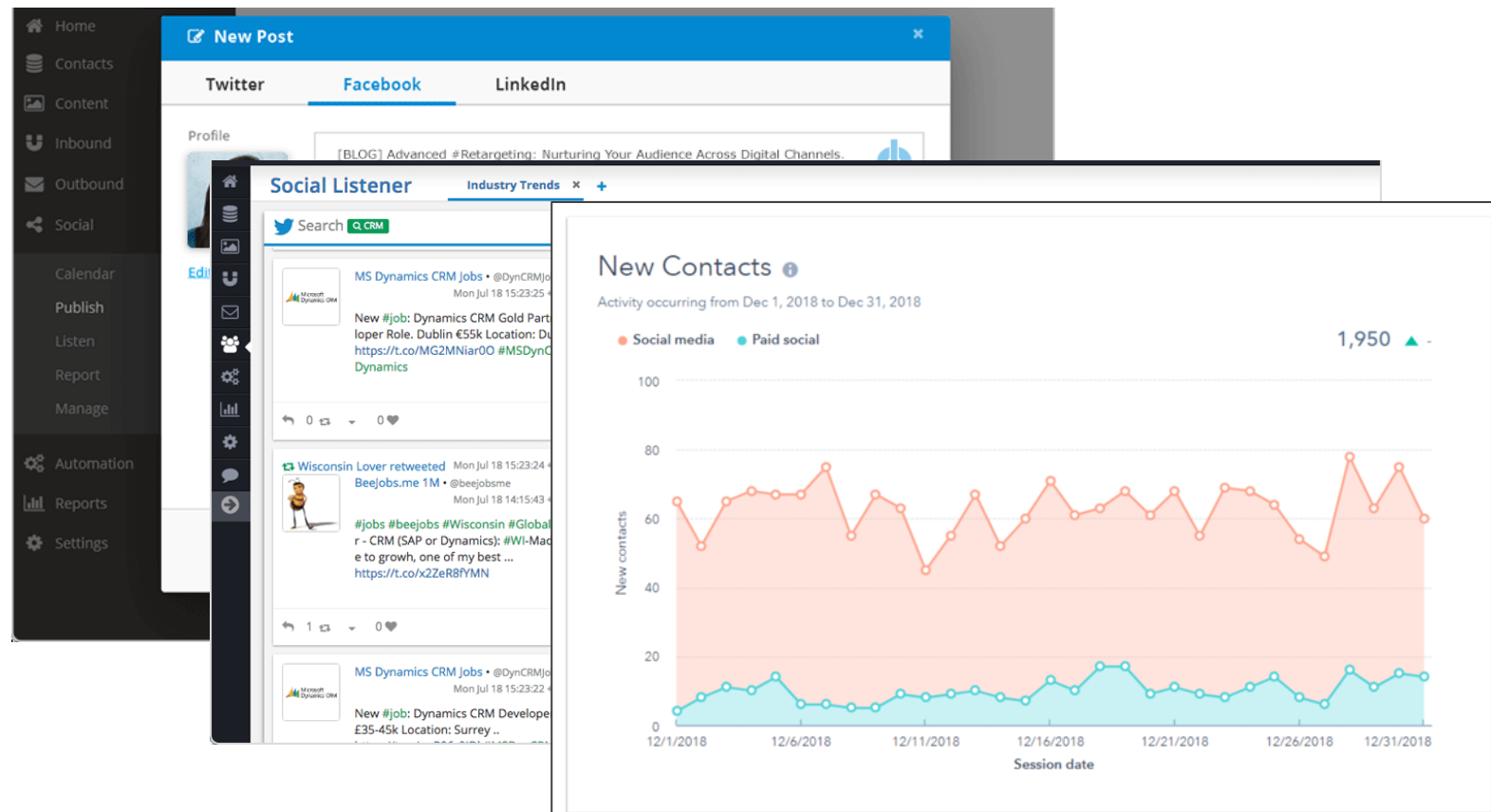


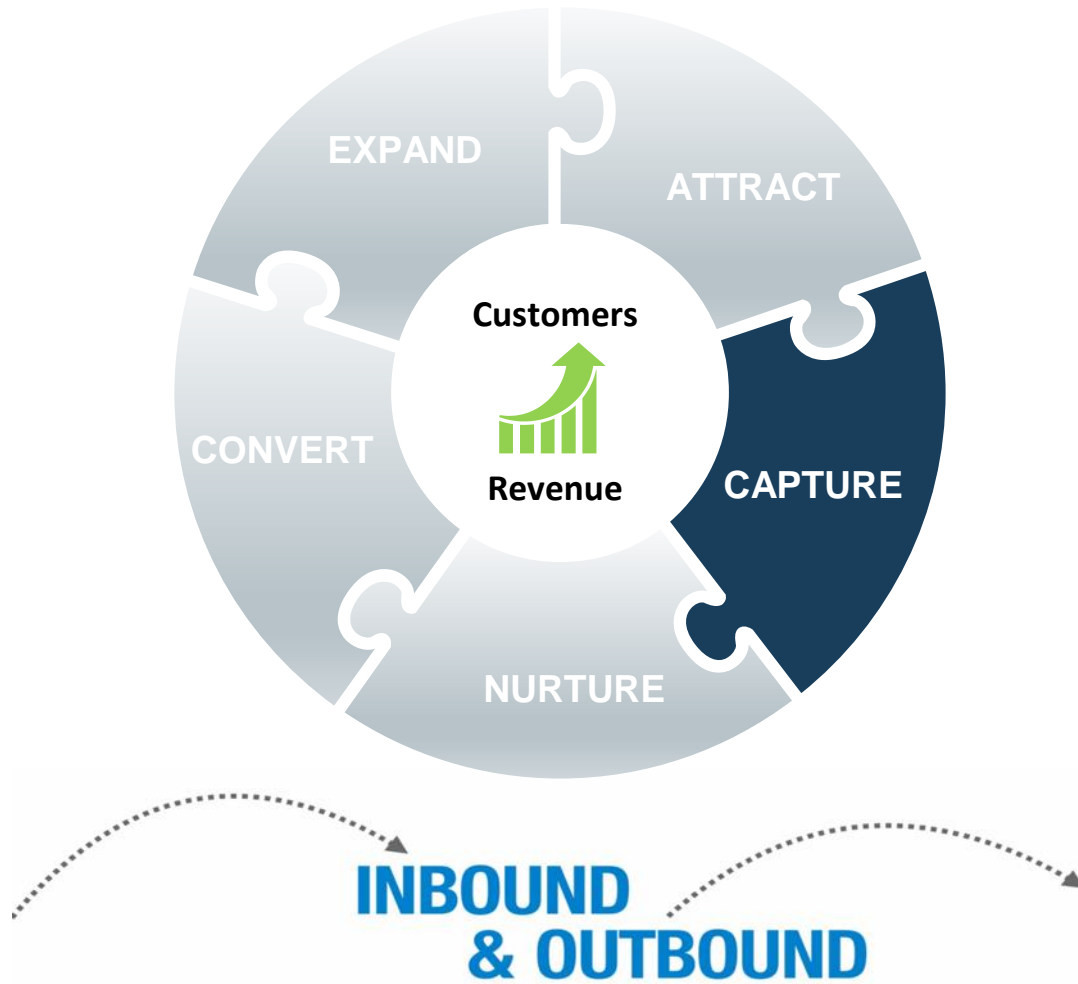
**Influencer filtering:** View key influencer behavior in a filterable, unified timeline



# Attract: Insight to your customers and prospects

Use social media intelligently to drive traffic to your website and landing pages





# Capture: From awareness into contact



## Campaign landing page

(designed in marketing automation platform)

## Landing page form

(designed in marketing automation platform)

## Form usage:

- Content form
- Contact form
- Event form
- Feedback form
- Survey form



**Gartner**

Call +44 (0)33 3122 8735 or contact us to become a Gartner client.

Who we serve What we do Conferences Insights About

Search

## A Leader's Guide to Building an Organizational Culture That Performs

**Gartner** Who we serve What we do Conferences Insights About Become a Client

### Personal Information

First Name\*

Last Name\*

Business Phone\*

Country\*

Step 2 of 3

By clicking the "Continue" button, you are agreeing to the [Gartner Terms of Use](#) and [Privacy Policy](#).

Back Continue

## Progressive profiling

Culture has become a key

Here's why all leaders should take responsibility for workforce-culture alignment:

- Culture is the most discussed talent issue on earnings calls, with mentions growing 12% annually since 2010.
- Only 31% of leaders feel they know how to get their culture to perform.
- Better alignment can increase employee performance by up to 3%.

**Achieve better business outcomes**

Download the tools and templates for your function

Business Email Address\*

By clicking the "Continue" button, you are agreeing to the [Gartner Terms of Use](#) and [Privacy Policy](#).

Continue

### Department Information

Job Title\*

Job Level\*

Job Function\*

Job Role\*

### Company Information

Company Name\*

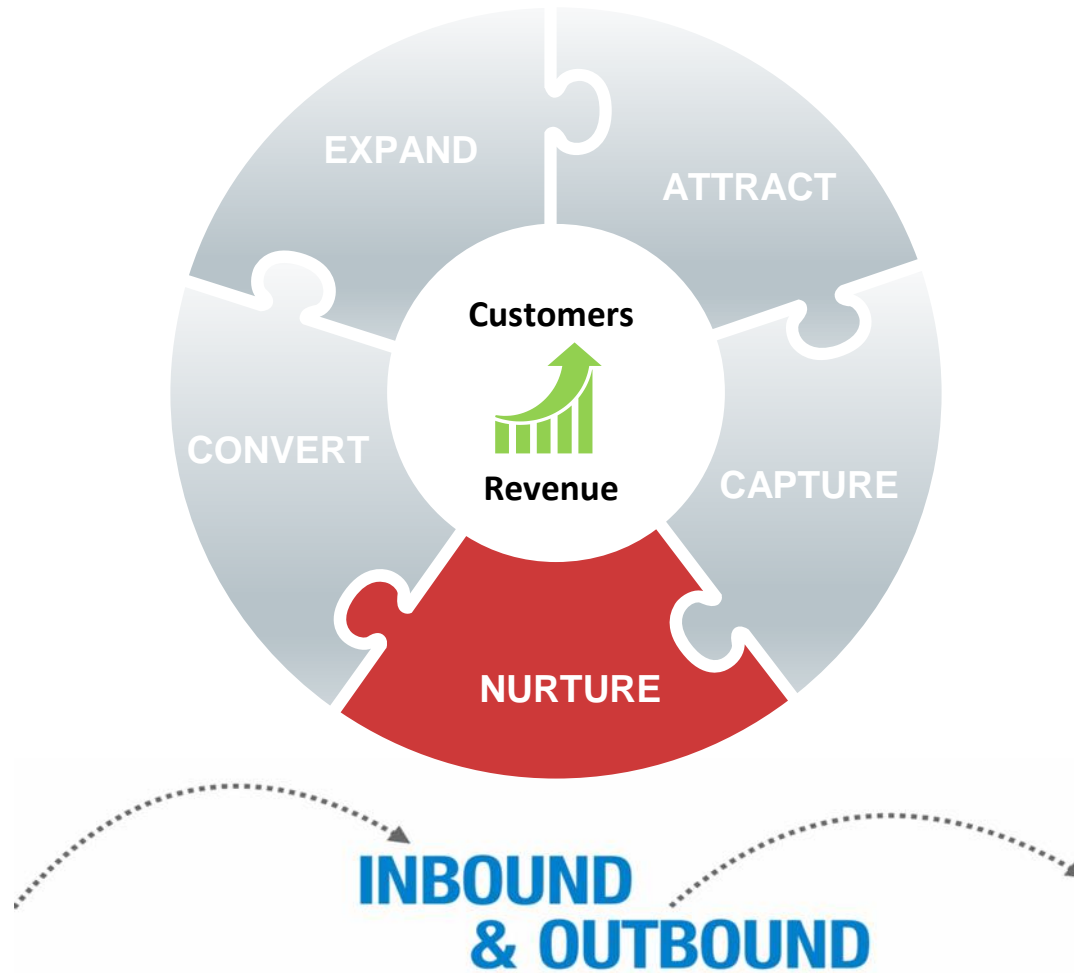
Industry\*

Annual Revenue \*

Step 3 of 3

By clicking the "Submit" button, you are agreeing to the [Gartner Terms of Use](#) and [Privacy Policy](#).

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# Nurture: 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: Sample flow for webinar

Email  
invite



Sign-up  
page



Thank  
you page



Email  
thank you



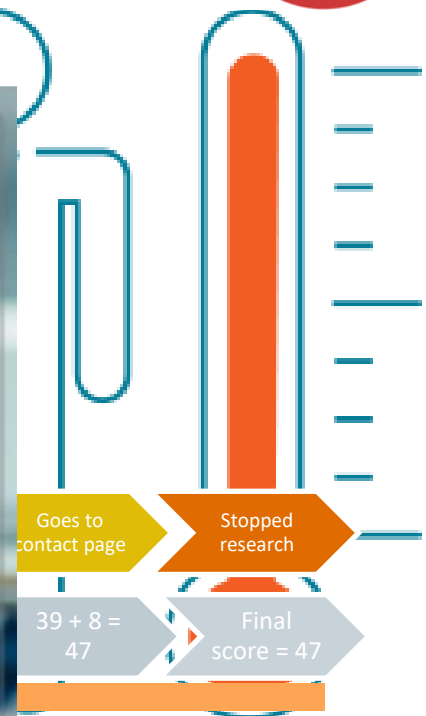
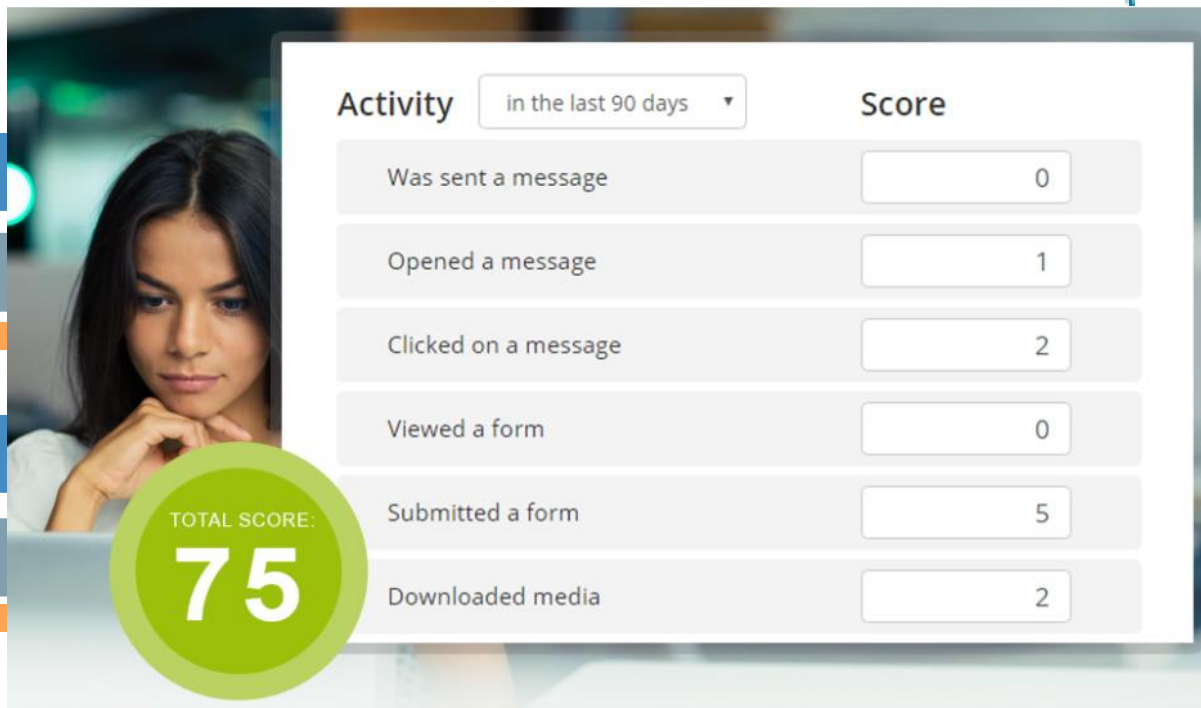
Email  
reminder

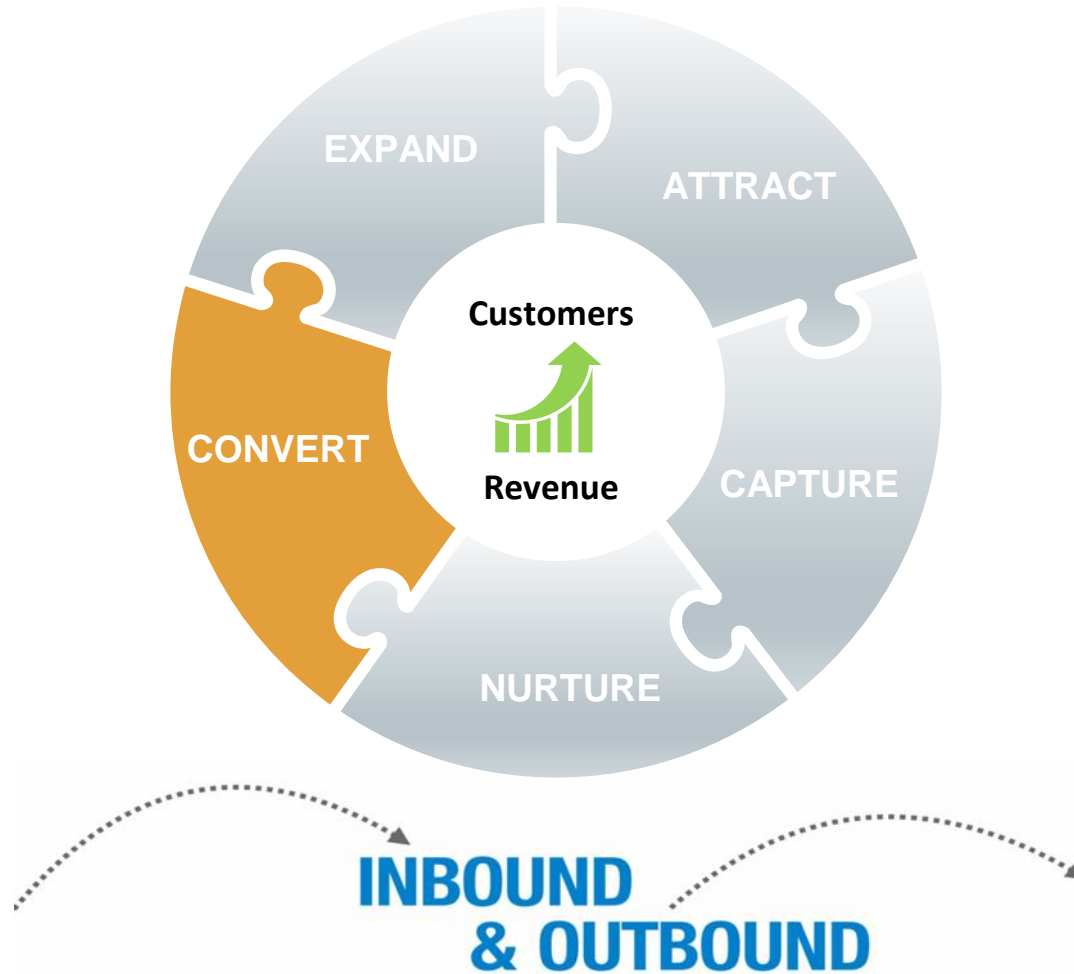




# Nurture: Lead scoring

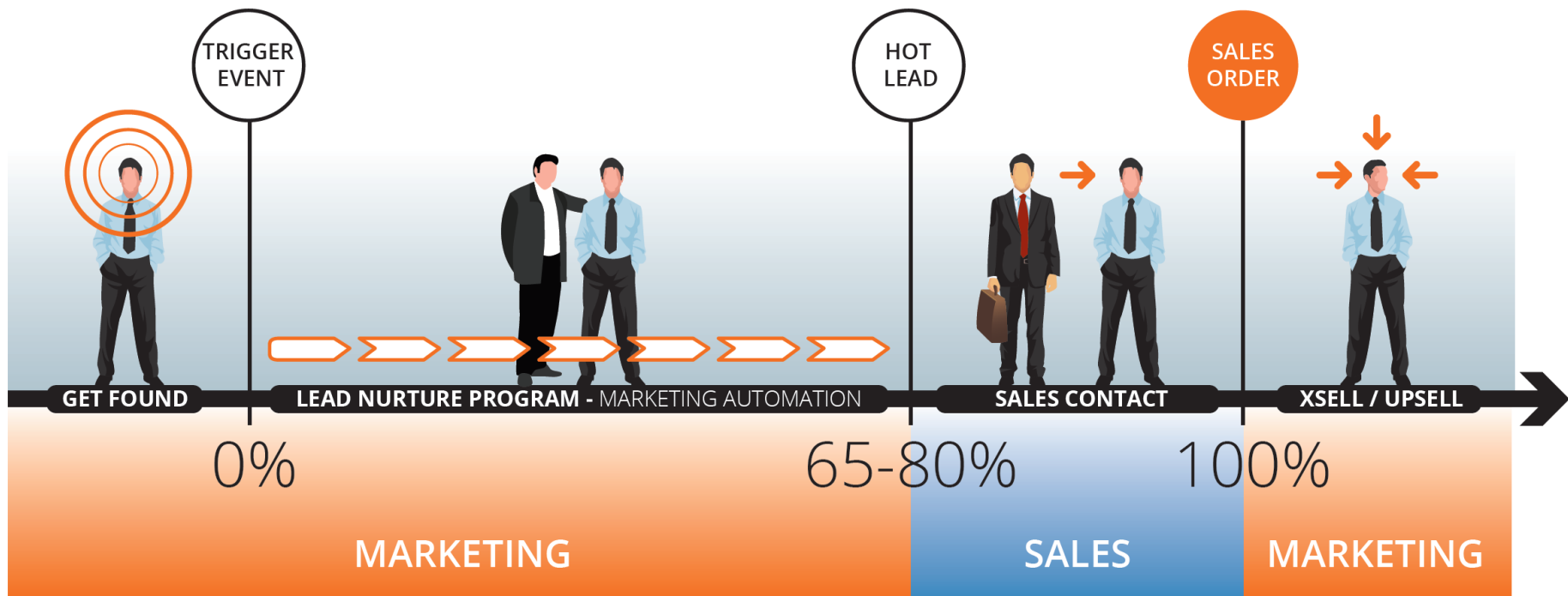
Sample lead scoring model





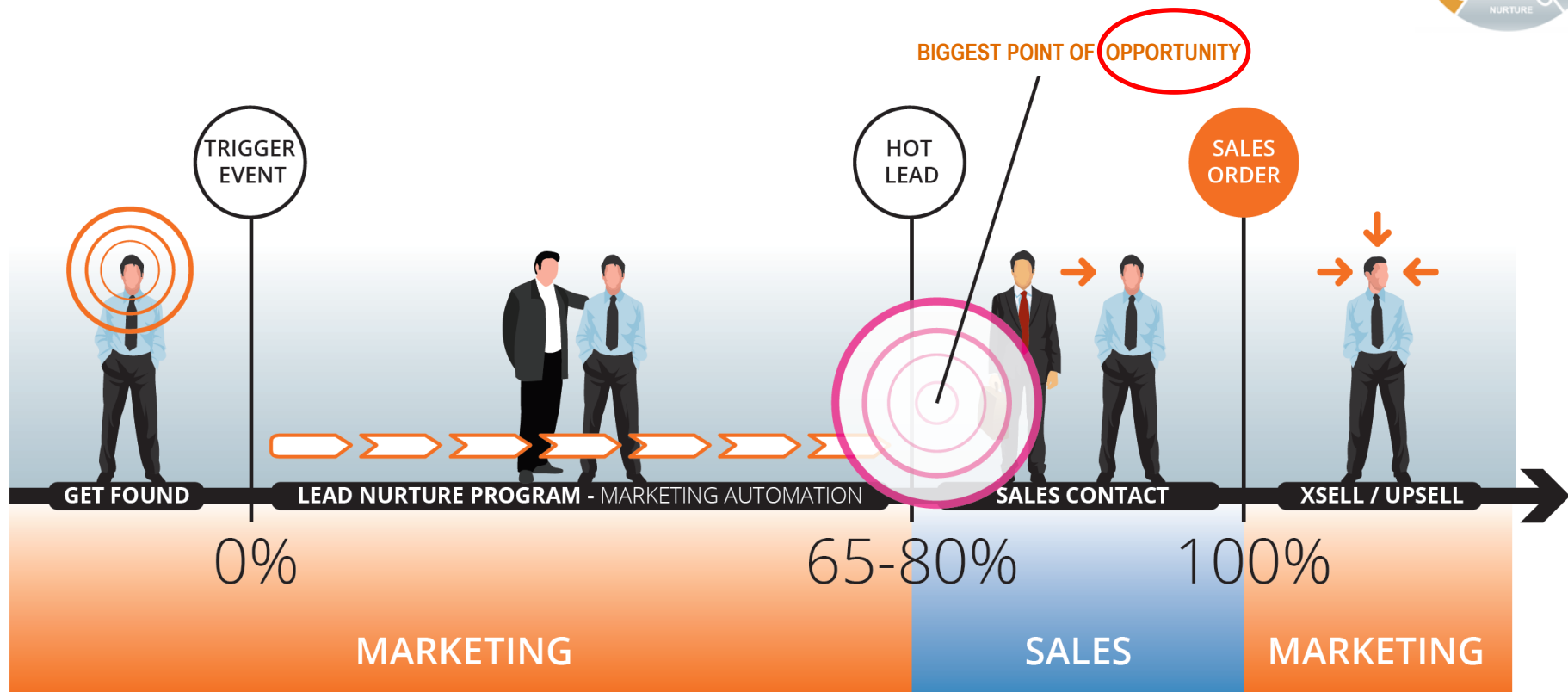


# Are your sales and marketing teams optimised





# Take charge of the customer journey



# 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

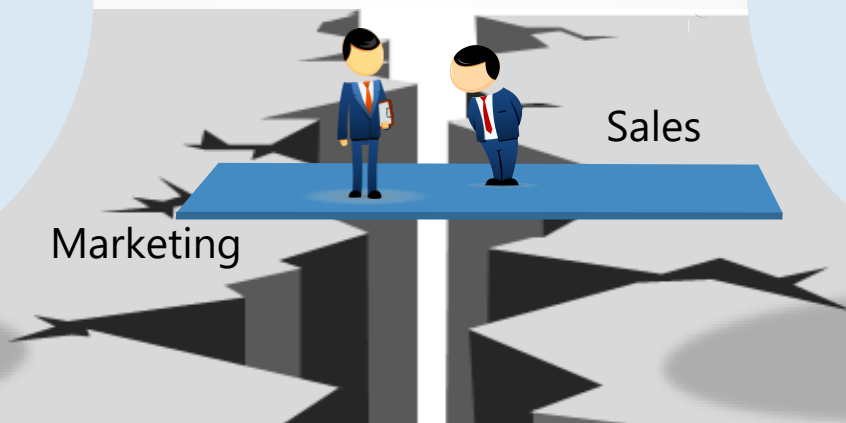
- ✓ Always be closing

Motivation:

- ✓ Meetings
- ✓ Pipeline
- ✓ Deals

Problems with marketing:

- ✓ Unqualified leads
- ✓ Seniority of leads



## Top 3 common characteristics of a good lead

Well qualified

Insight to behavior

Drives new revenue

Partner

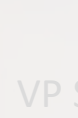
# THE PERFECT LEAD?



CEO



CFO



VP Sales



CMO



COO



Acct. Director







# CONVERT: Align marketing and sales

Use best practice to agree on lead definitions and lead scores

## LEAD MANAGEMENT WORKSHEET

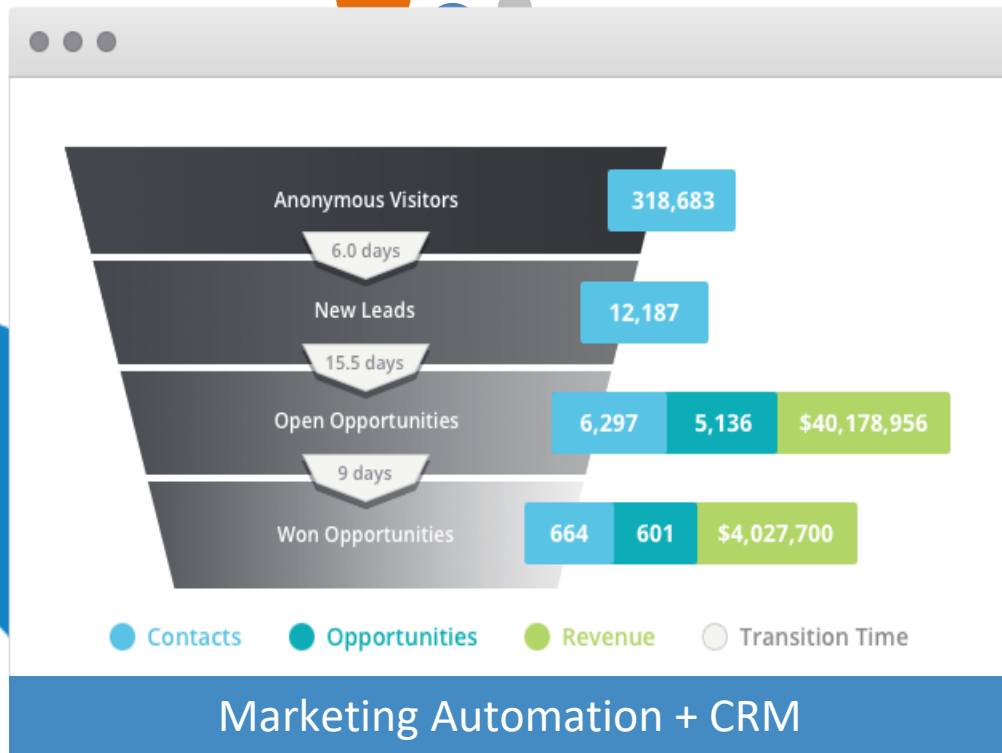
| Lead Name   | Stage         | Pipeline   | Definition  | Lead scoring Criteria   | Lead scoring Values  | Lead scoring Points   |
|---|---------------|--|---|---|--|---|
| The official name of the entity given between sales and marketing | Sales stage   | Is this stage in the pipeline and at what percentage | The official definition agreed upon between sales and marketing                       | Demographic: Has demographic that aligns with your ideal buyer (vertical, job function, company size)<br><br>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.<br>1. Visited a web page<br>2. Visited these web pages<br>3. Job title<br>4. Industry  | e.g.<br>1. Any<br>2. Pricing page<br>3. Equals <title><br>4. Equals <industry> | e.g.<br>1. 1 pt.<br>2. 10 pts.<br>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%  |   |   |  |   |



Without Marketing  
Automation, CRM  
is only half the  
solution

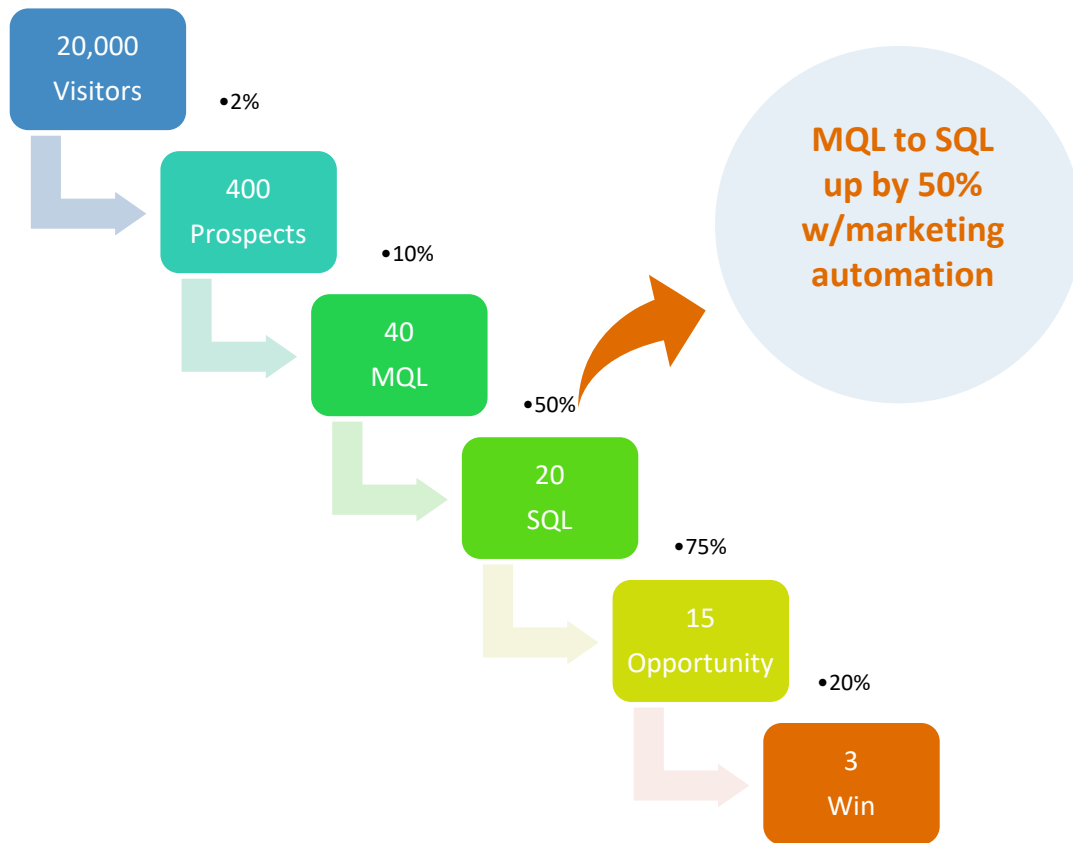


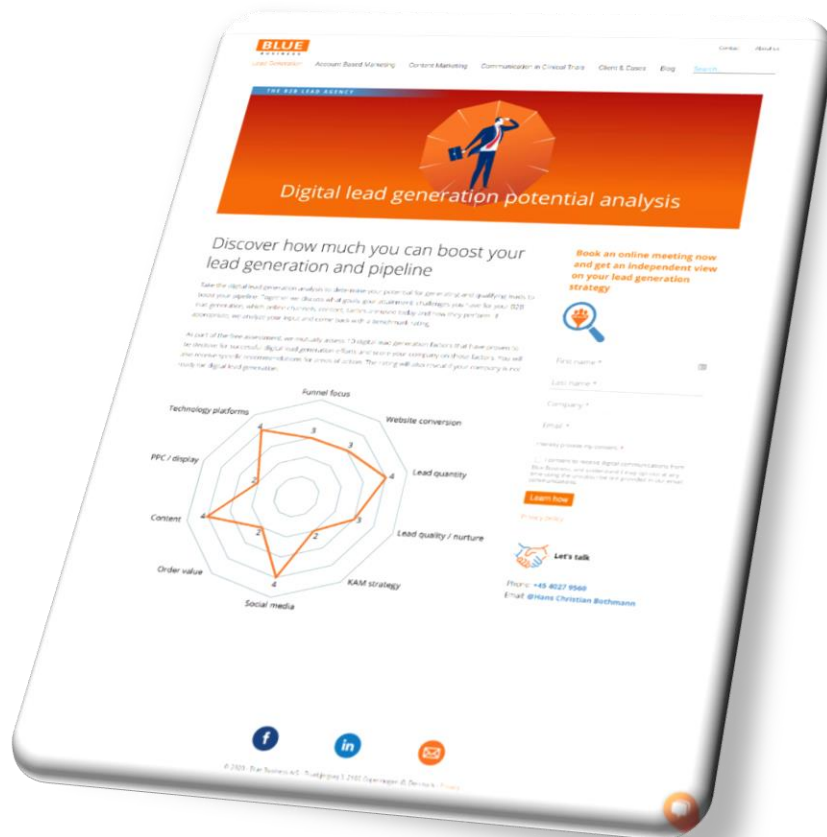
# CONVERT: The real value from visitor to the bottom line



# Lead forecasting and projection

Waterfall model example





10 first sign-ups  
get free  
workshop and  
mini-report

(value 7,500 kr)

# Reporting marketing performance

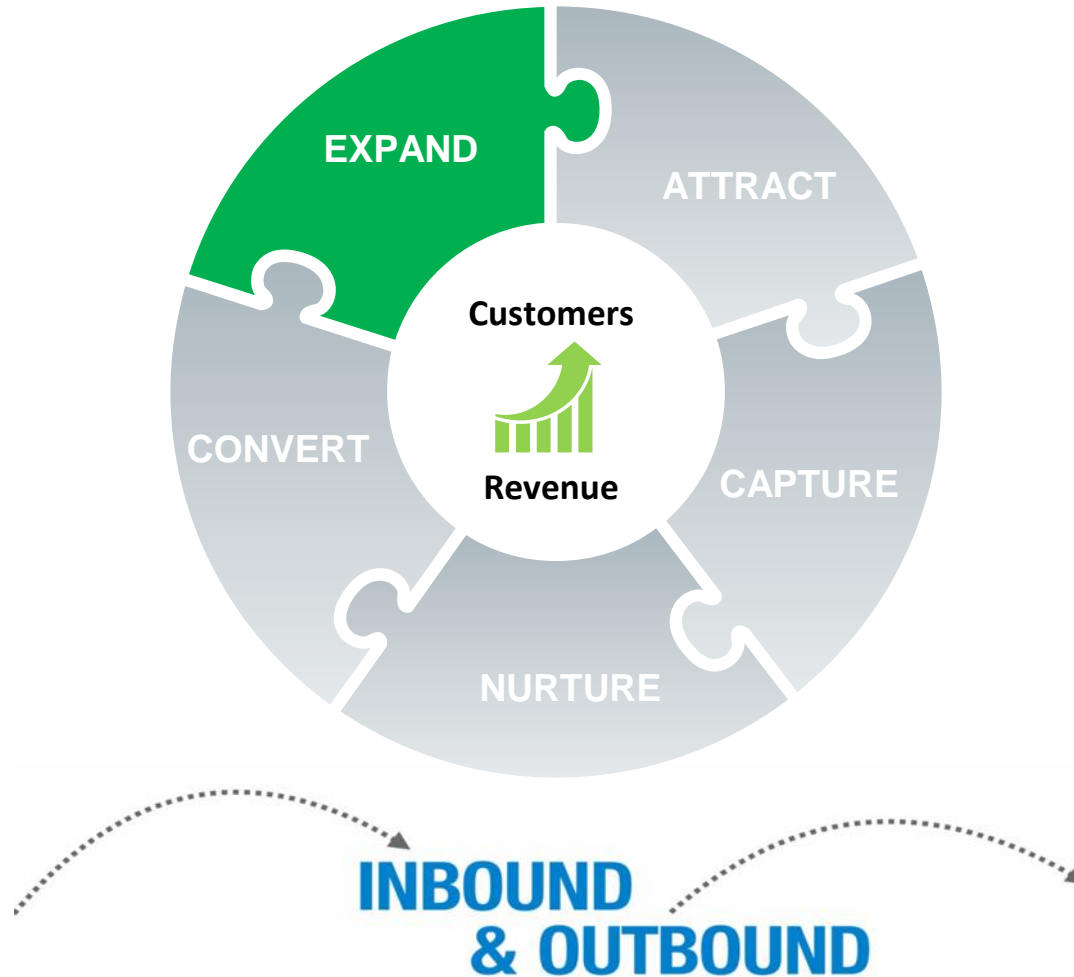
New leads

Funnel conversion

Leads by name

Leads by source

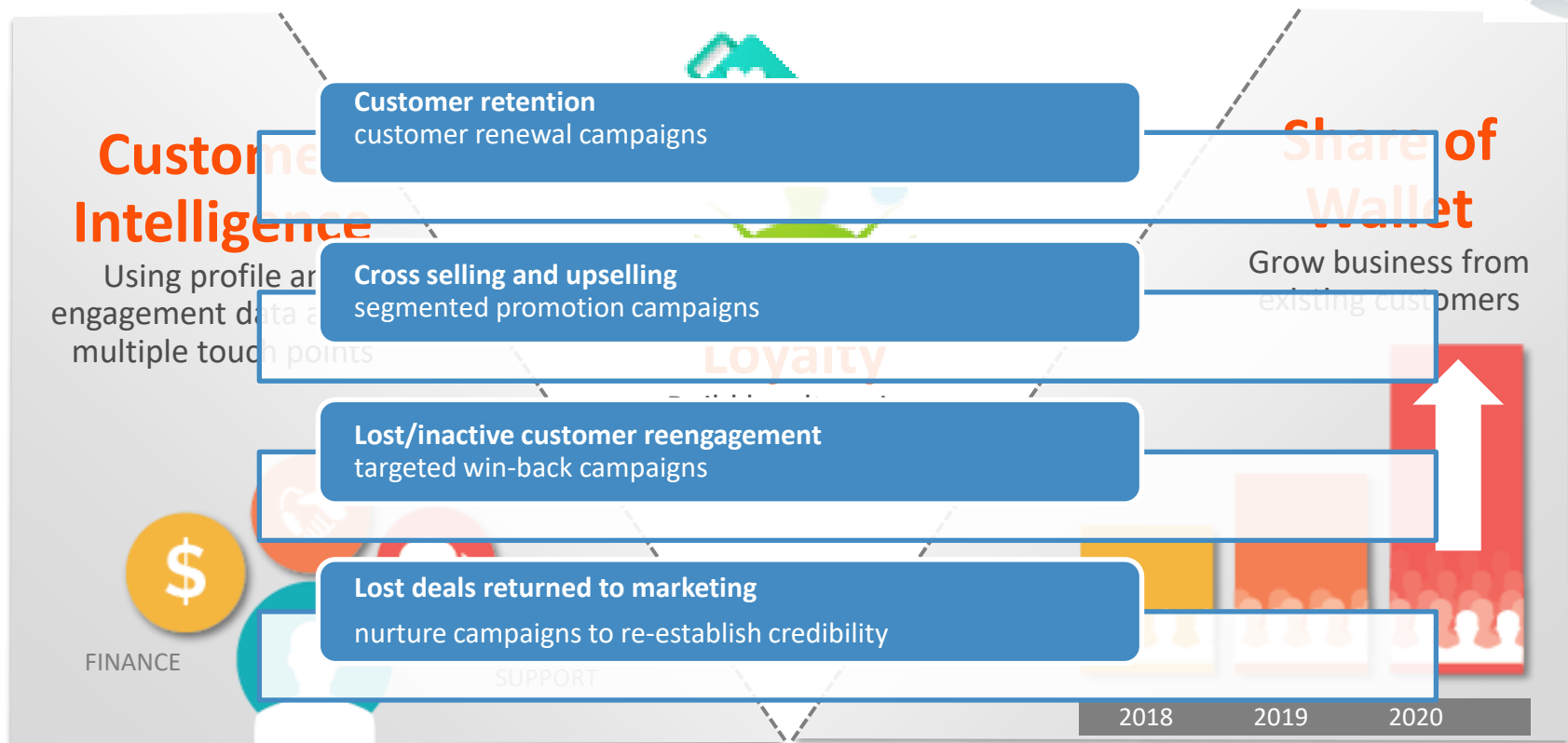






# Expand: Customers are for life

Retain customers and expand their value





# Expand: Reactivating inactive customers

Retain customers and expand their value



**CONVENA**  
distribution

COMPUTERS & ACCESSORIES | SERVER | STORAGE | NETWORK | PRINTERS & ACCESSORIES

Dear customer

**- It's been a while since we've seen you around**

First off, we want to say that we appreciate you as our customer as well as our professional corporation. Since you haven't bought anything from us in a while, we thought we'd give you a few reasons to come back to us.

**3 great reasons to do business with us:**

**+100 000**

**Read more >**

Able to deliver more than 100 000 different products

**To webshop >**

A wide range of accessories and spare parts for server storage, PC, printers and network

**Read more >**

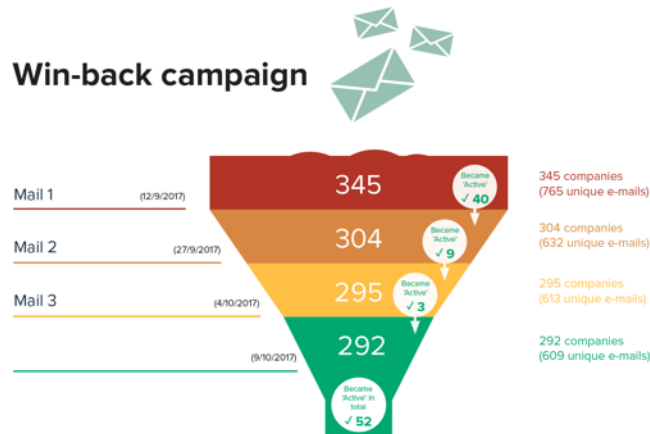
Official partnerships with Lenovo, HP, HP Inc., Samsung, Lexmark and others

**Find your product in our online catalogue**

Use our webshop when you need to find a particular product or spare part, no matter if it's for servers, laptops, printers or network. Get a quick overview on prices and products, and see what we have in stock for immediate delivery

**Go to the webshop here**

## Win-back campaign



## Result

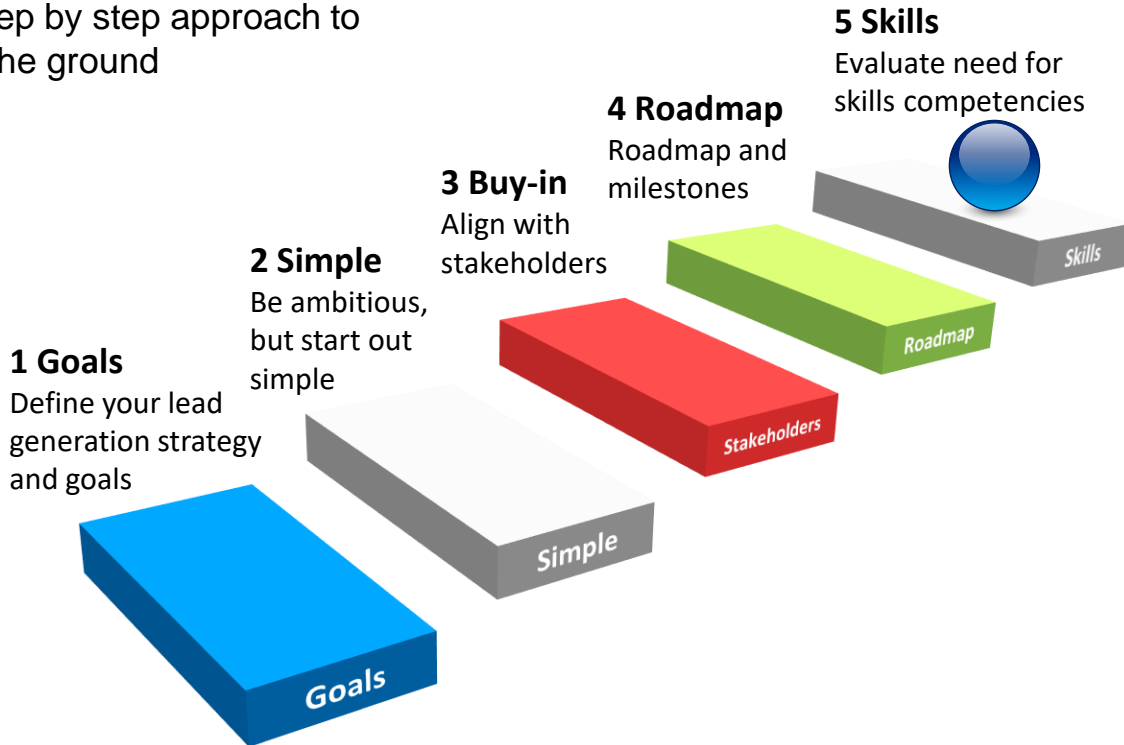
'Inactive' to 'Active' in total: **52** companies

**ROI 15,1 %**

**Turnover: 740.272,46 DKK**  
**Margin: 125.676,49 DKK**

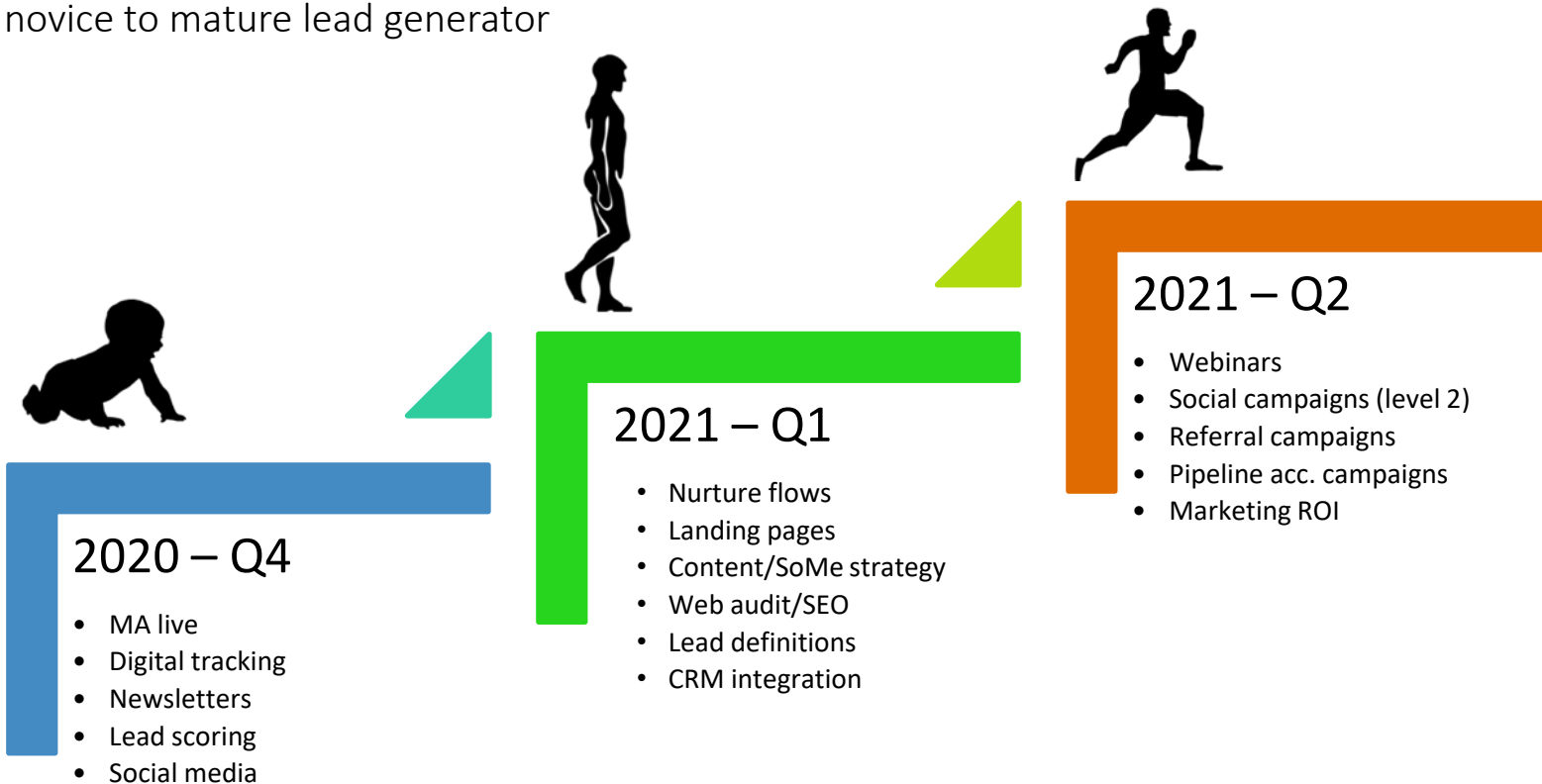
# 5 steps to get started with marketing automation

A simple step by step approach to getting off the ground

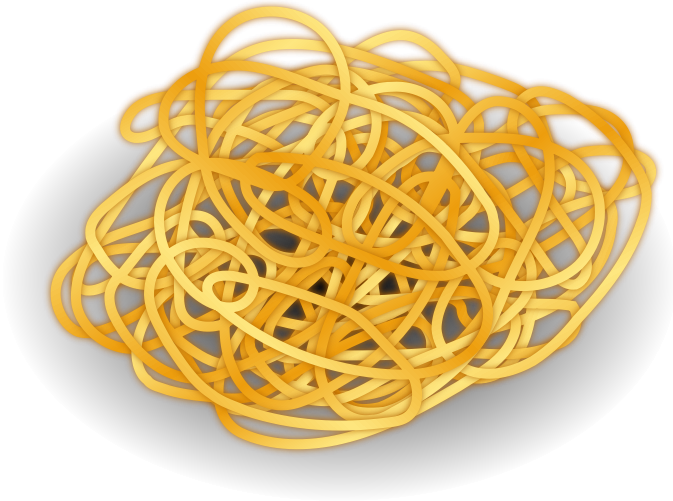


# 6-12 mth. roadmap and milestones

From novice to mature lead generator



# Our approach to marketing automation



Marketing Automation

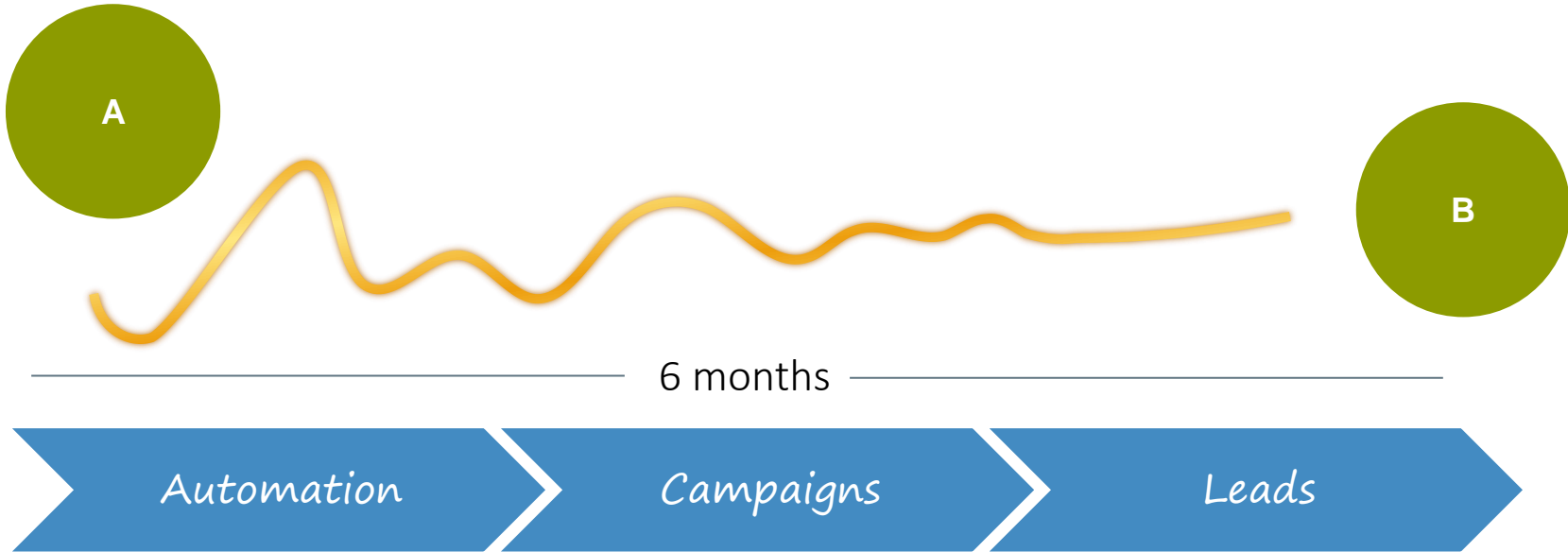
The complex way...or...



Marketing Automation

The simple way...

# Our approach to marketing automation



# Get started now: Lead generation marketing packages

Fixed costs  
Predictable  
Managed

## STARTER package

Lead generation package for start-ups and small to medium sized companies looking to grow.

### Content: Sample services

- Email Marketing
- Campaign Creation/Management

## EXTENDED package

Complete inbound lead generation package for ambitious results driven businesses with full funnel needs.

### Content: Sample services Everything in Starter Plus...

• Social Publishing

## FULL package

Teams requiring advanced content and lead generation services, we can tailor the package accordingly.

### Content: Sample services Everything in Starter and Extended Plus...

Fresh leads  
Qualified leads  
Improved Pipeline

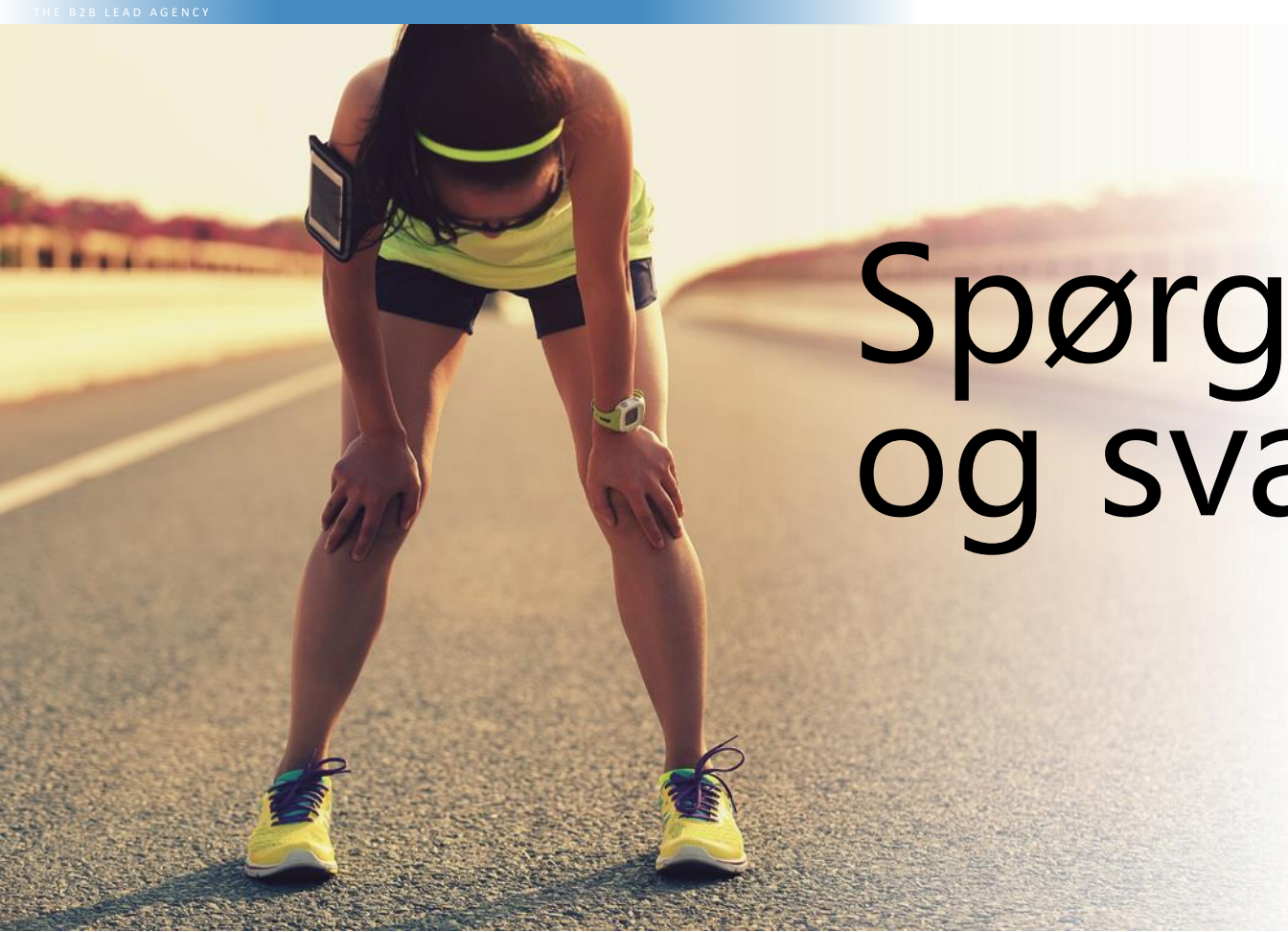


# How we can help you build your digital pipeline



10 first sign-ups  
get free  
workshop and  
mini-report

(value 7,500 kr)



# Spørgsmål og svar



# Tak for idag!

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[hcb@bluebusiness.com](mailto:hcb@bluebusiness.com)

