

Velkommen til B2B Marketing 2021

B2B Marketing Automation - kom med i maskinrummet

19 marts 2021



- Kaffen er virtuel ☺
- Præsentation sendes
- Webinaret on-demand
- Brug chatten
- Q & A til sidst

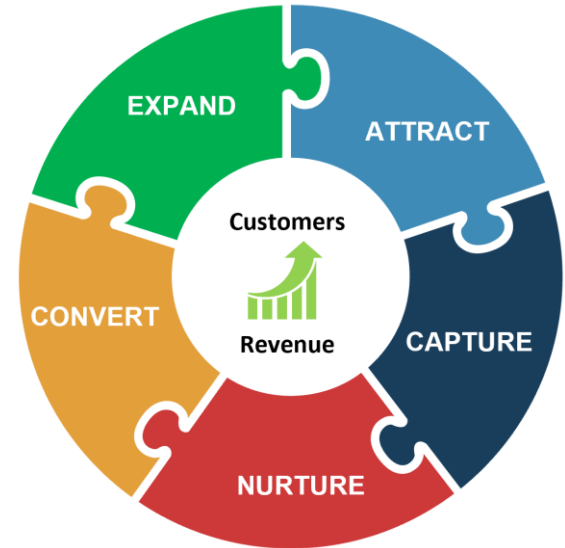
Formålet med idag

At give...

- En klar forståelse for hvordan marketing automation sætter strøm til din B2B leadgenerering.
- En hands-on demonstration af marketing automation platformens potentiale.
- En indsigt i hvordan marketing automation anvendes på tværs af kunderejsen.

Dagens webinar...

- Check-in
- Customer journey og digital lead generering
- Marketing automation – ned i maskinrummet
 - Tiltrække + demo
 - Opfange + demo
 - Nurture + demo
 - Vinde + demo
 - Fastholde + demo
- Afrunding og spørgsmål



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

FLSMIDTH

DTU
Science Park

SIMATEK

MEQU

DIS

chemometec

IGEL

DYNVO

ALEXANDRA
INSTITUTTET

Marketing automation & CRM

Account Based Marketing

Atos

tia

COMMVault

netskope

Microsoft

Lenovo

nitro

A&D
RESOURCES

Continental

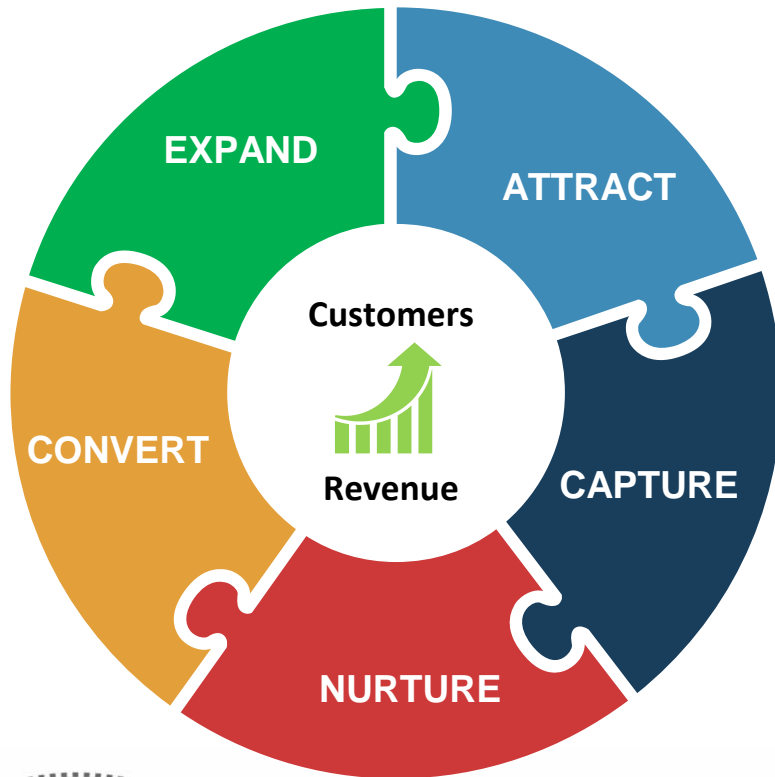
Marketing automation & CRM

BLUE
BUSINESS

Top priorities for digital marketers



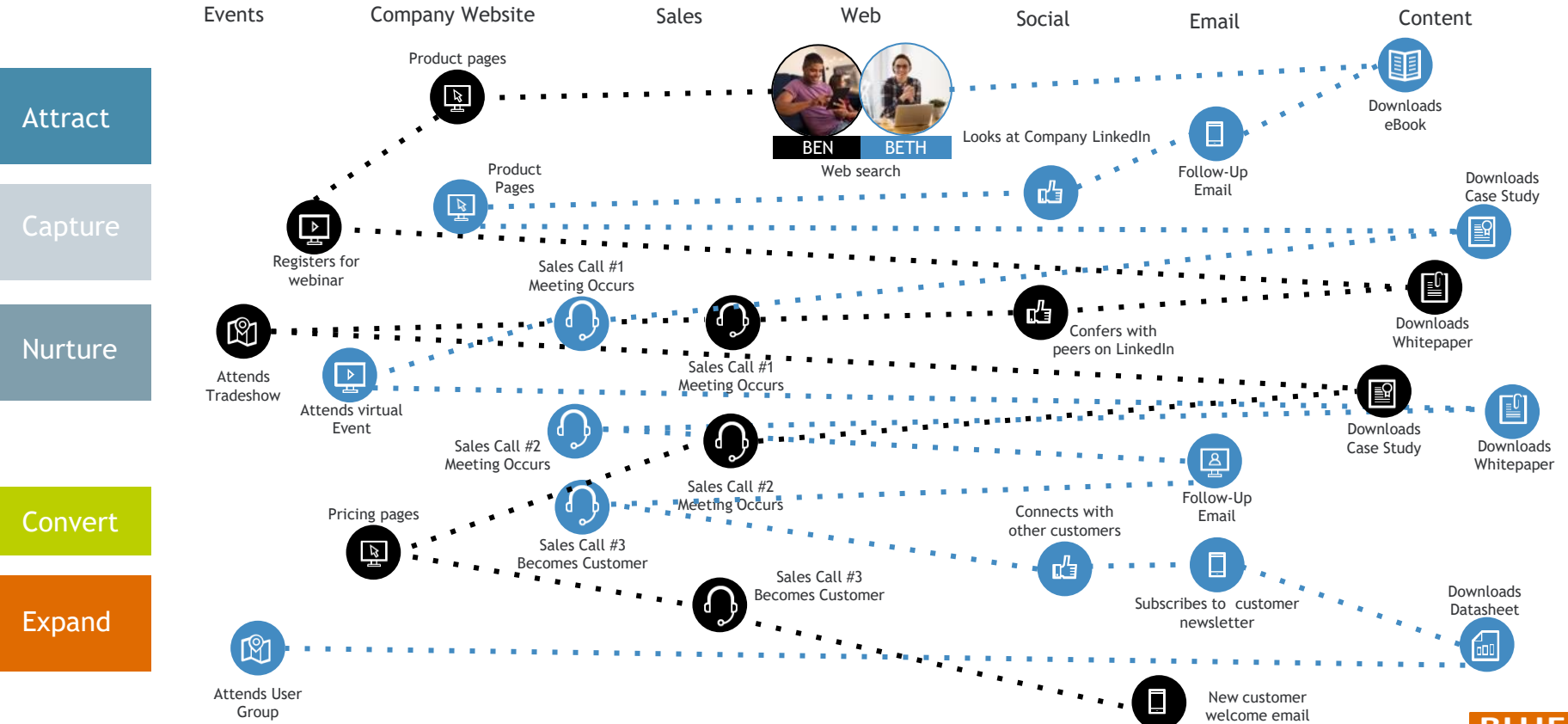
Lead to revenue management puts you in the drivers seat



- Attract:** Generate Awareness
- Capture:** Turn Awareness into Contacts
- Nurture:** Turn Contacts into Leads
- Convert:** Turn Leads into Customers
- Expand:** Turn Customers into advocates

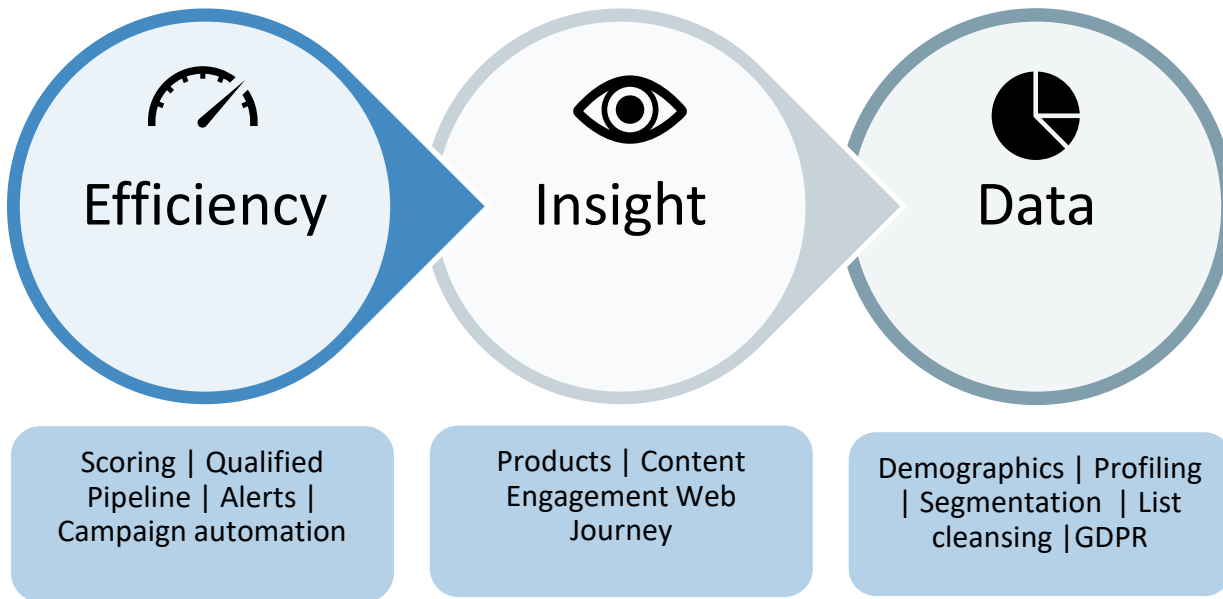
INBOUND
& OUTBOUND

The customer journey has been digitally transformed



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

– hvad vil du opnå?

- ✓ Få flere og bedre leads
- ✓ Forkorte salgsforløbet og få større pipeline
- ✓ Fastholde eksisterende kunder og udvide med opsalg og krydsalg
- ✓ 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

Marketing Automation functionality



Global Midmarket Marketing Automation

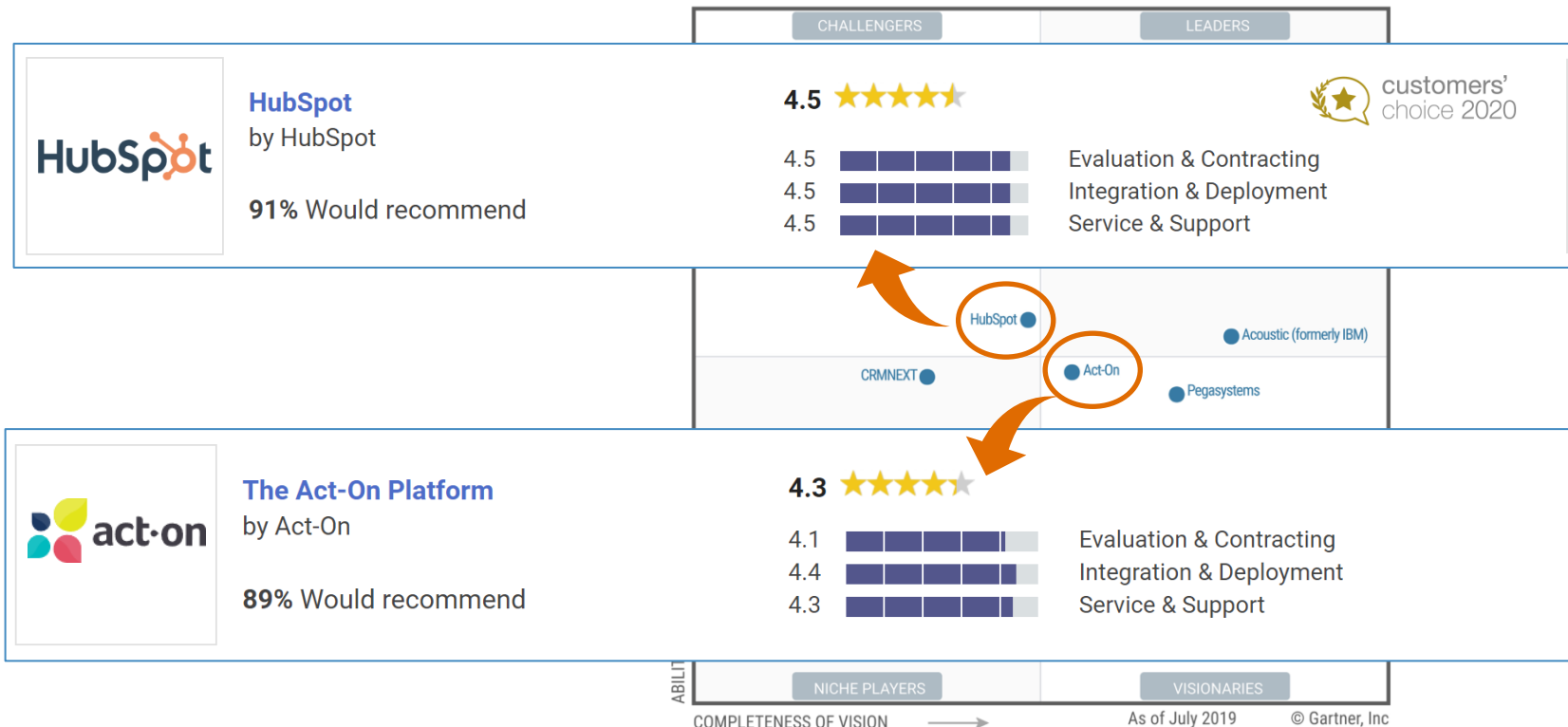
Figure 1. Magic Quadrant for CRM Lead Management



Source: Gartner (September 2019)

Global Midmarket Marketing Automation

Figure 1. Magic Quadrant for CRM Lead Management

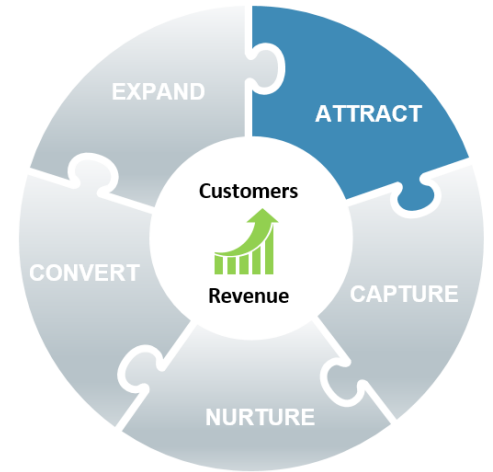


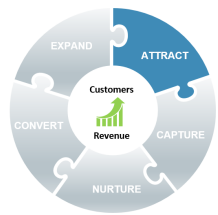
Source: Gartner (September 2019)

Demo

End

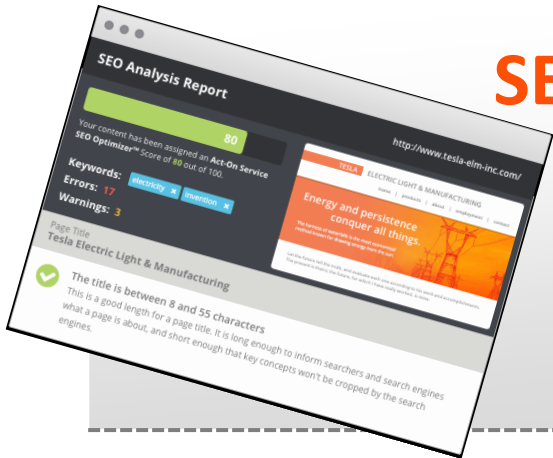
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Attract: Driving traffic to your website

SEO



INTERESTING FACT

45%

45% of all visitors to your website will buy from you or a competitor within the next 12 months

EM & Advertising

We
all r
asse

grate &
online
vertising



Content Marketing

- Blogs
- Videos
- White papers
- Infographics



75%

75% Of those who buy will buy from whomever they speak with first

Gartner

Social

sh
aigns;
n and join
versations





Attract: Driving traffic to your website

●● LinkedIn Ads

Ads | HubSpot

Ads

NAME ▾

	<p>Appen der skaber en proaktiv sikkerhedskultur på arbe...</p> <p>● Active</p> <p>Shine er den sikkerhedsapp, der motiverer medarbejderne til at ...</p> <p>Appen der skaber en proaktiv sikkerhedskultur på arbejdspladsen</p> <p>Sign Up</p>	<input checked="" type="checkbox"/>
	<p>Appen der skaber en proaktiv sikkerhedskultur på arbe...</p> <p>● Active</p> <p>Den gode måde at få din medarbejder til at rapportere sikkerhe...</p> <p>Appen der skaber en proaktiv sikkerhedskultur på arbejdspladsen</p> <p>Sign Up</p>	<input checked="" type="checkbox"/>
Totals		


●● Social publish

Social - HubSpot

Post details

Blue Business A/S Actions ▾

Krystalkuglen har talt. Her er vores 10 forudsigelser for B2B markedsføring. Vi ønsker dig et rigtig godt nytår. Ingen ved med sikkerhed, hvad året vil bringe, så vi har kigget i krystalkuglen for at finde de 10 marketing trends, der vil have størst indflydelse på B2B salg og marketing i 2021. Hvordan passer forudsigelserne ind i dine planer og tanker for det nye år? <https://www.bluebusiness.com/blog/nothing-stays-the-same/>



Ti B2B marketing forudsigelser for 2021

Featured images not displaying correctly? Find out how to troubleshoot the issue. [Learn more](#) ↗

Published at 8 jan 2021 12:36 Created by You Via HubSpot Web

URL <https://www.bluebusiness.com/blog/nothing-stays-the-same/>

Campaign [Newsletters](#) Edit

LIKES	COMMENTS	SHARES	HUBSPOT TRACKED CLICKS
View 3	0	1	11

Demo

End

ff



Capture: From anonymous to known



THE B2B LEAD AGENCY

B2B Marketing automation – kom med i maskinrummet

Deltagere vil modtage alle log-in detaljer forud for webinarret.

Vi åbner dørene til maskinrummet bag marketing automation og viser mulighederne.

De mest progressive B2B virksomheder tager marketing automation til sig som et leadgenereringsgreb der gør dem mere effektive og konkurrencedygtige gennem digital dataindsigt, kampagnestyring, eksekvering og optimering.

Øg din evne til at håndtere dine leads effektivt fra første touch til kunden vindes.

Til denne morgenbriefing ser vi på faserne af kunderejsen og viser ved hands-on demo hvordan to marketing automation platforme konkret hjælper dig med bl.a. flows, lead scoring, datahåndtering, email kampagner, social media publicering, annoncering og ikke mindst rapportering og ROI Indsigt.

Målgruppe

Seminaret henvender sig især til ledere og beslutningstagere indenfor Marketing + IT + Salg

Agenda

På webinarret stiller vi skarpt på at du får:

- En klar forståelse for hvordan marketing automation sætter strøm til din B2B leadgenerering.
- Hands-on demonstration af marketing automation platformens potentiale.
- Indsigt i hvordan de digitale kanaler såsom sociale medier, annoncering integreres og bliver maksimalt udnyttet i marketing automation platformen.
- Et check-in på rapporter og dashboards med indsigt i performance og ROI.
- Case eksempler til inspiration og afsæt for egen anvendelse.
- Guidelines for best practice udrulning af marketing automation.

Content:

Ja tak, book en plads til mig på webinarret

Fredag den 19. marts kl. 09.00

Hans Christian

Bothmann

Blue Business A/S

hcb@bluebusiness.com

Jeg giver hermed mit samtykke til at Blue Business opbevarer og bearbejder mine data, samt til at modtage de digitale nyheder, cases og anden digital information fra Blue Business. Du kan til enhver tid framelde dig dit samtykke. Se Blue Business' [privatlivspolitik](#) her. *

Tilmeld webinarret

Hør nærmere

Phone: +45 4027 9560 Email: @Hans Christian Bothmann

Ja tak, book en plads til mig på webinarret



Fredag den 19. marts kl. 09.00

Hans Christian



Bothmann

Blue Business A/S

hcb@bluebusiness.com

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Tilmeld webinarret

Formularer

- Content
- Kontakt
- Events
- Feedback
- Surveys

Capture: From anonymous to known

- Landing page

Content Details | HubSpot

SIMATEK

Solutions Bag filters Cases Academy Services Quality

Powder recovery

Improve your bottom line

Industries producing spray-dried powder whether it is chemicals, food additives, yeast and protein, coffee or dairy powder will need a bag filter to reach the increasing emission regulations. A positive side effect of tackling the emission is that the powders which were lost in the sky and now can be turned into yearly bottom-line numbers.

Powder loss from conventional cyclones on many spray dryers will typically be in the range of 0.5 % to 1.5 % of the powder production - which is lost production and lost margin! With Simatek's many years of experience within the supply of hygienic GMPable bag filters for food factories, we can help you recover the lost powder production.

To give you an idea of the value of recovered powder in the bag filter you can fill in your data in the below calculator and see the estimated yearly gain by installing a Simatek bag filter.

Calculate the value of the powder recovery here:

Choose production: Dairy Coffee Food

Choose Currency for calculation of value: EUR GBP USD

Spray Dryer Powder capacity in kg per hour:

Air capacity to the bag filter:

Temperature of the air to the bag filter:

Powder emission from cyclone:

Powder emission from bag filter:

- Formular

Forms | HubSpot

First name

Last name

Phone number

Company name

City

Country/Region

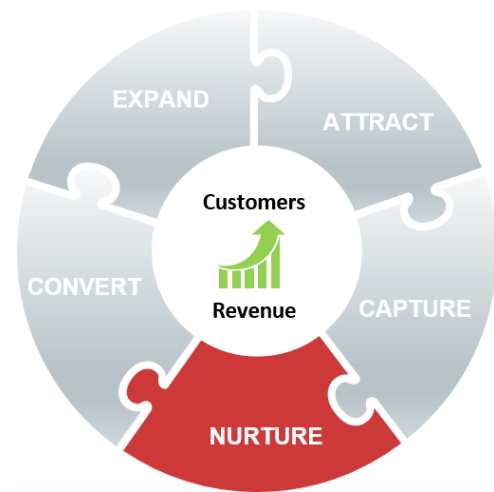
Annual Revenue

Email*

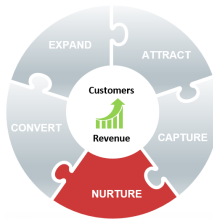
Demo

End

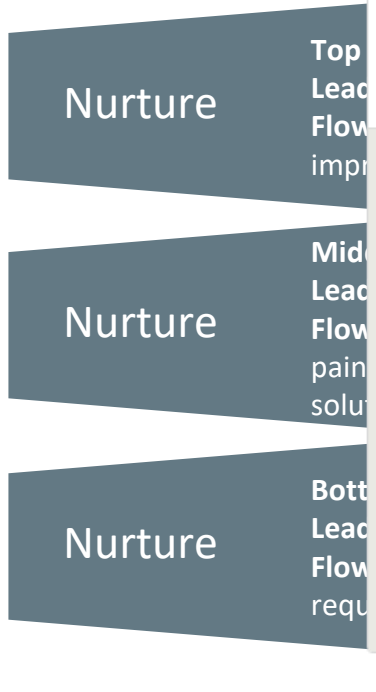
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Nurture: Keeping you top of mind during the buyer's journey



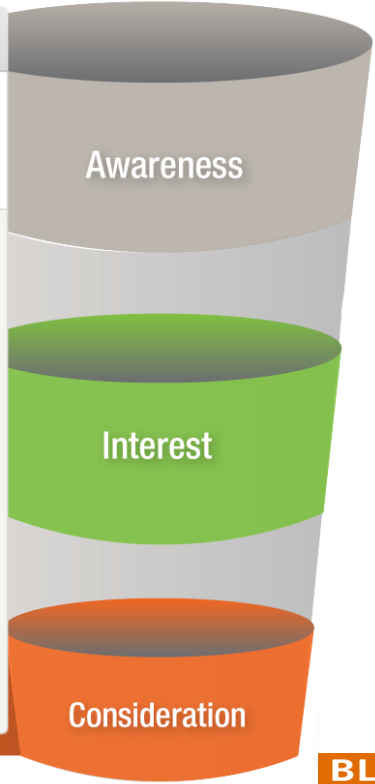
YOUR BUYER



Program: Time Travel Nurture Program

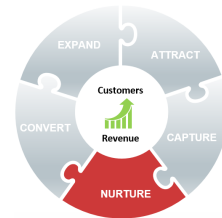
Overview **Steps** Messages Early Exits Details

		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		



Nurture: Lead scoring

Sample lead scoring model



Non-MQL

Sent an email

0

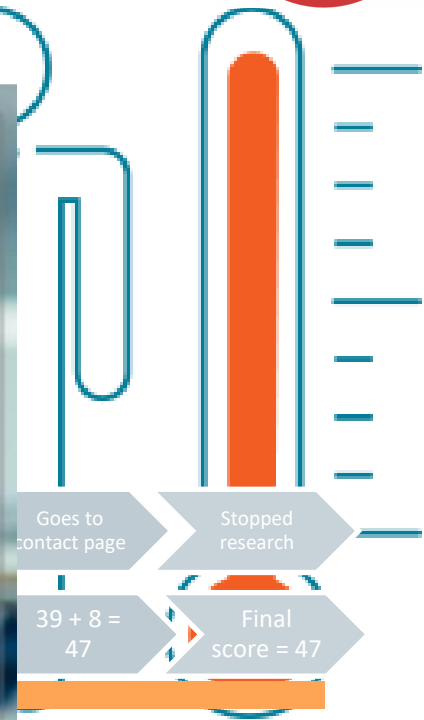
MQL

Sent an email

0

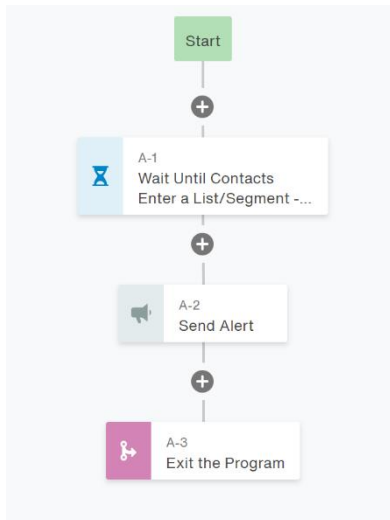
TOTAL SCORE:
75

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

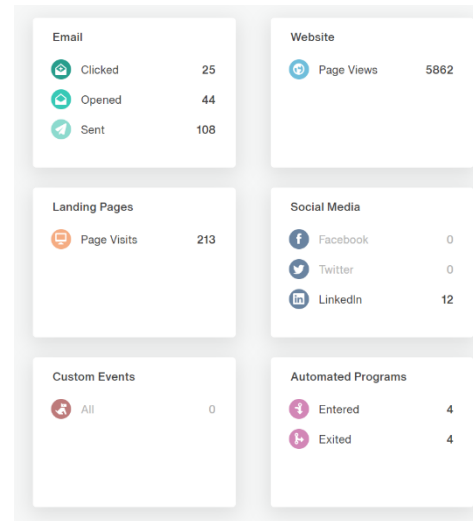


Nurture: Keeping you top of mind during the buyer's journey

- Flows/Automation
Act-On :: Automated Journey Builder



- Lead scoring
Act-On (actonsoftware.com)



Nurture: Sample flow for webinar

Join our webinar

088.3829 - 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
Format: 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 svar på, om augmented reality-teknologien kan mindske 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 afslutning
- Få komplement tilføjet og svar dine medarbejdere

Sæt kryds i kalenderen og tilmeld dig webinaret, der kan spare dig for en masse ressourceforbrug.

[Tilmeld dig webinaret her](#)


Føl os på

Sign up for webinar

Tilmeld webinar
Få komplement tilføjet og svar dine medarbejdere

Knæk koden til forretningsmulighederne med AR!

GRATIS webinar d. 4. juni kl. 13.00-13.30
- 15.00, der vil være fordele muligheder augmented reality kan tilbyde din virksomhed.



[Ja tak - tilmeld mig webinarret](#)

Kan augmented reality løsninger virkelig hjælpe dig med dine problemer?

Et stort antal af de mest succesfulde virksomheder i verden har allerede implementeret AR i deres virksomheder. Og du kan anvende det effektivt og hurtigt i din virksomhed.

Deftag hvis:

- Du er interesseret i at undersøge eksisterende data for forbedring af produktion. Og du har ansvar for effektivisering og optimering af jeres virksomhed.
- Du ønsker at undersøge mulighederne for, hvordan du kan reducere fejl og styrke produktionen med AR-teknologi. Og du ønsker at vide, hvordan du kan anvende teknologien i din virksomhed.
- Du vil lære om de bedste AR-løsninger til at reducere fejl og styrke produktionen med AR-teknologi. Og du ønsker at vide, hvordan du kan anvende teknologien i din virksomhed.

Klar til den teknologiske superliga?
Er du klar til at undersøge eksisterende data for forbedring af produktion. Og du har ansvar for effektivisering og optimering af jeres virksomhed.

Har du brug for en uvidelig digitaliseringspartner?
Er du klar til at undersøge eksisterende data for forbedring af produktion. Og du har ansvar for effektivisering og optimering af jeres virksomhed.

Træk på vores erfaring og viden
Er du klar til at undersøge eksisterende data for forbedring af produktion. Og du har ansvar for effektivisering og optimering af jeres virksomhed.

[Tilmeld dig webinarret her](#)

You are confirmed

Sådan...!

Der er 15 gode grunde til at finde det bedste til dig i den digitale verden. Og du kan anvende det effektivt og hurtigt i din virksomhed. Og du kan anvende det effektivt og hurtigt i din virksomhed.

Derfor skal du sikre dit brand i den digitale verden

Sådan produktudvikler du med teknologier

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 teknologier

[Tilmeld dig](#) [Tilmeld dig](#) [Tilmeld dig](#)

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 webinarret: 'Knæk koden til mulighederne med AR'

På webinarret 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 Institutet

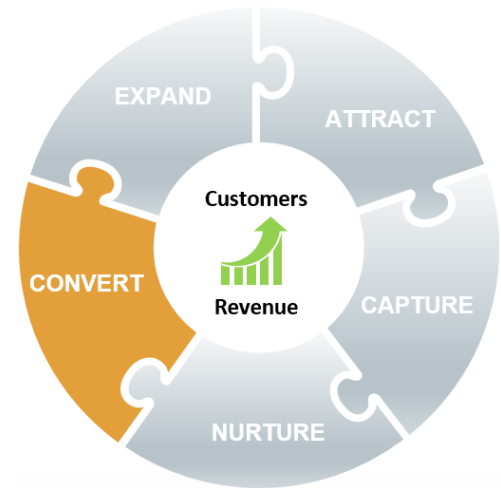
PS Hvis du gerne vil invitere en ven eller kollega, kan de tilmelde sig på følgende link: <https://marketing.alexandra.dk/aktion/media/35392/webinar-augmented-reality>

ALEXANDRA

Demo

End

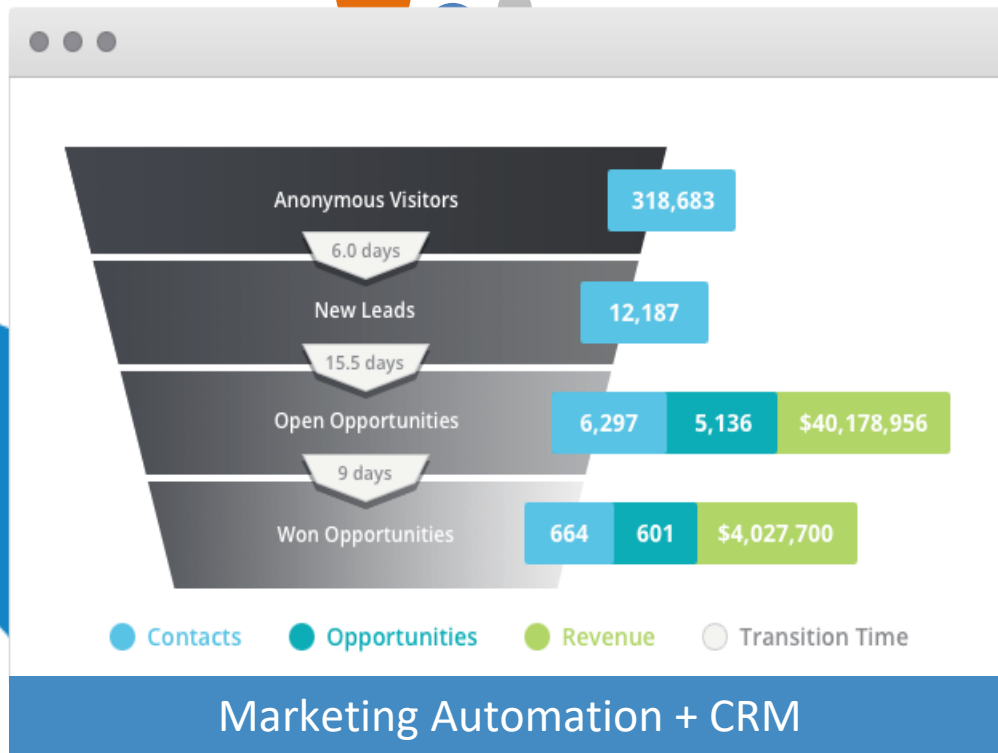
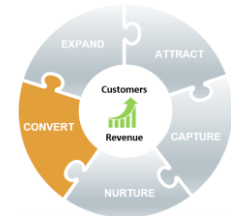
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Without Marketing
Automation, CRM is
only half the solution



CONVERT: The real value from visitor to the bottom line



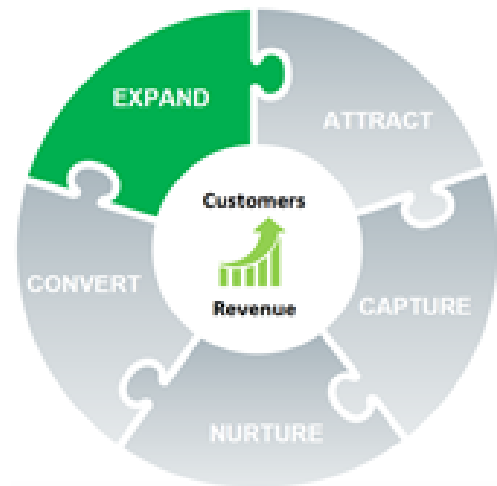
Convert: Marketing and sales performance

The image displays two screenshots of a CRM dashboard. The left screenshot is titled 'Marketing Dashboard' and features several widgets: 'Contacts Created By Month' (a bar chart), 'Most Recently Created Contacts' (a table), 'Funnel & Conversion Report by Form submi...' (a funnel chart), 'Contacts by Source with Lifecycle Stage' (a stacked bar chart), 'New Contacts By Source' (a horizontal bar chart), and 'Contacts Overview' (a summary table). The right screenshot is titled 'Sales Dashboard' and features a 'Pipeline' widget at the top right, a 'Leader dashboard' with multiple charts, and a 'Contacts by source' widget at the bottom. Callout boxes with orange text point to these specific elements: 'New leads' points to the 'Contacts Created By Month' chart; 'Funnel conversion' points to the 'Funnel & Conversion Report' widget; 'Contacts by name' points to the 'Most Recently Created Contacts' table; 'Contacts by source' points to the 'Contacts by Source with Lifecycle Stage' chart; 'Leader dashboard' points to the central dashboard area; and 'Pipeline' points to the 'Pipeline' widget in the sales dashboard.

Demo

End

ff





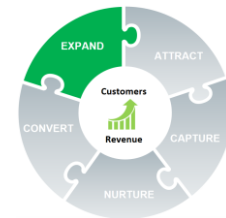
Expand: Customers are for life

Retain customers and expand their value



Expand: Reactivating inactive customers

Retain customers and expand their value



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:

+100000

[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 >](#)

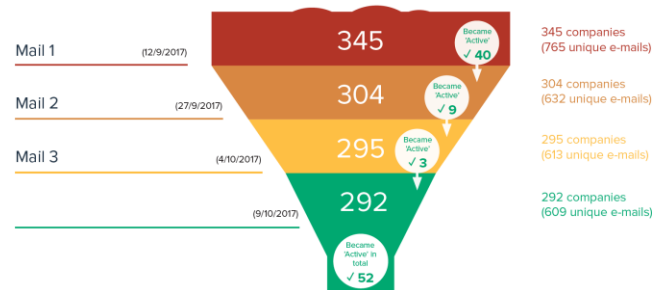
Official partnerships with Lenovo, HPE, HP Inc., Samsung, Lexmark and others.

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



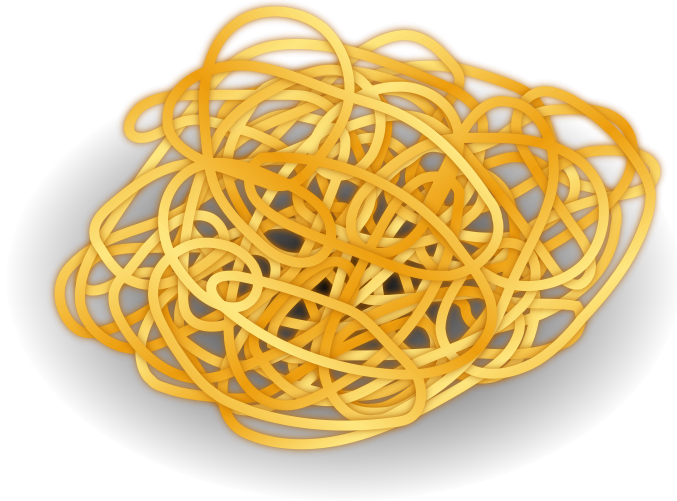
Result

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

ROI 15,1 %

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

How to get started with marketing automation



Marketing Automation

The complex way...or...

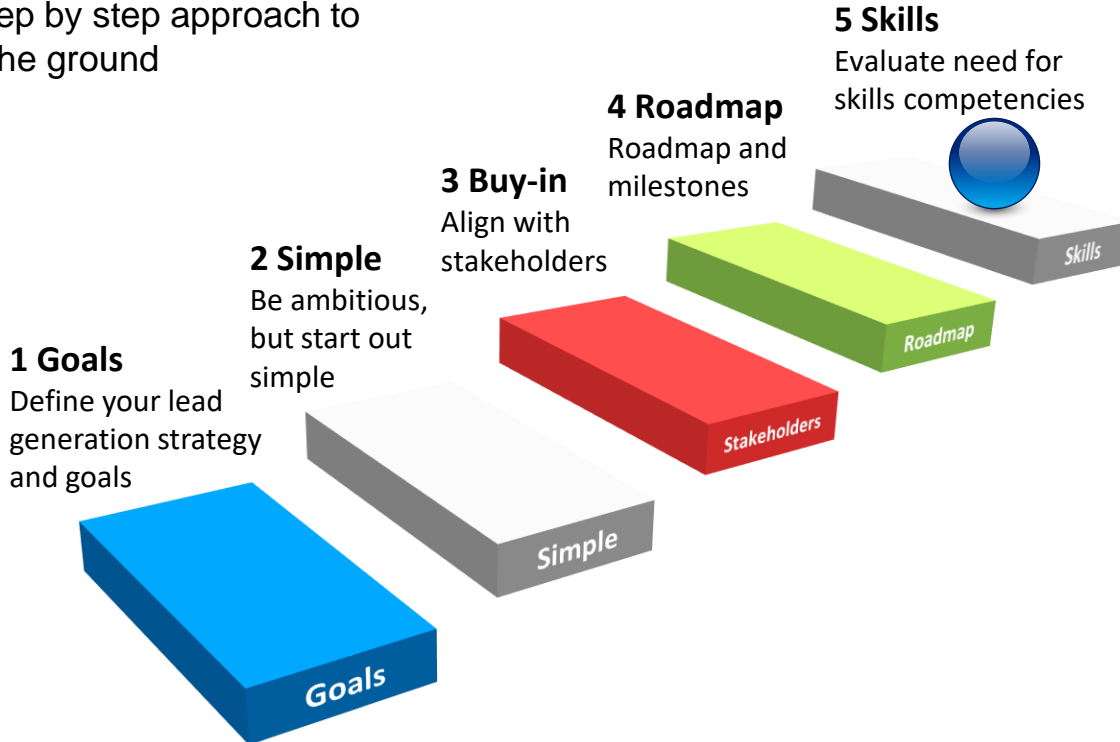


Marketing Automation

The simple way...

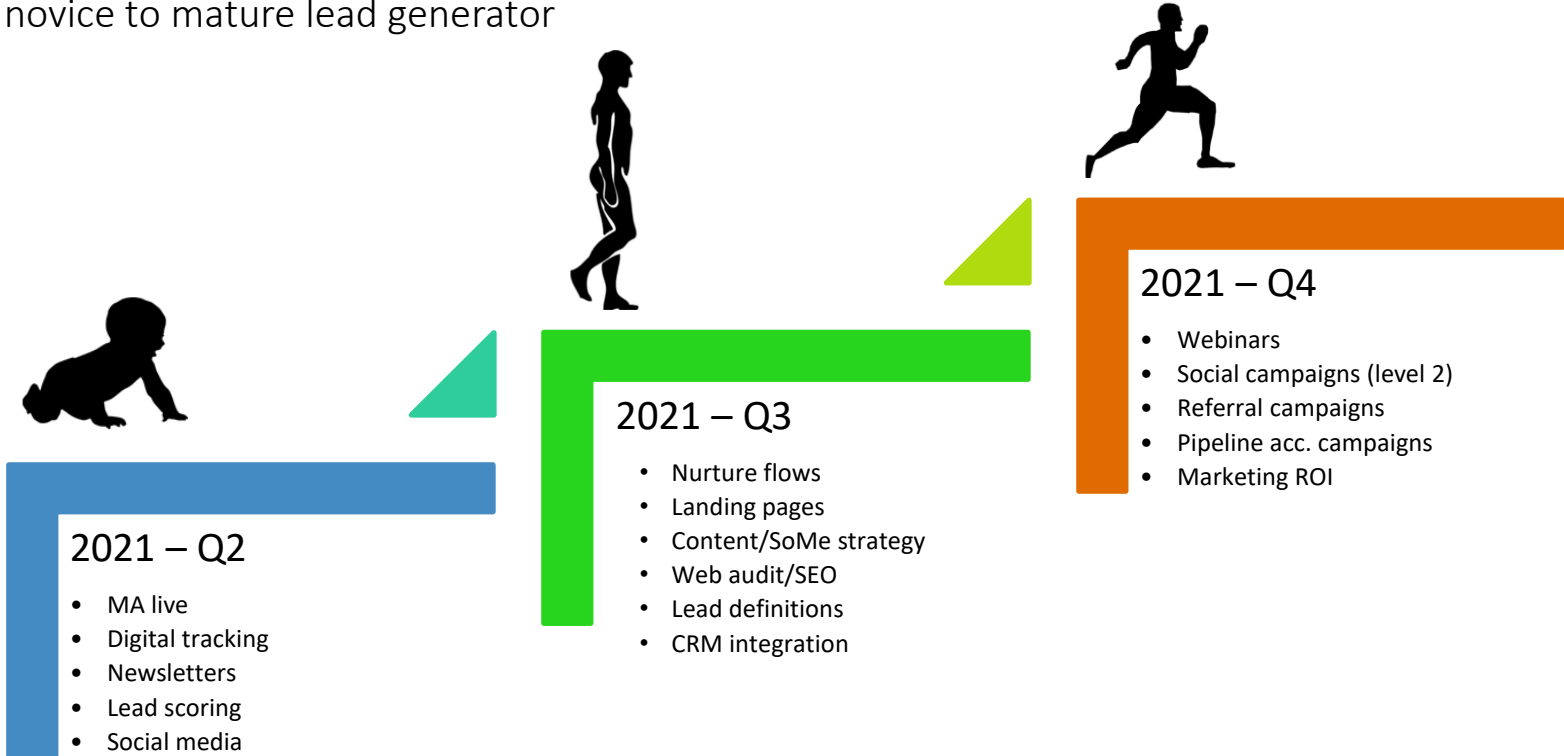
5 steps to get started with marketing automation

A simple step by step approach to getting off the ground



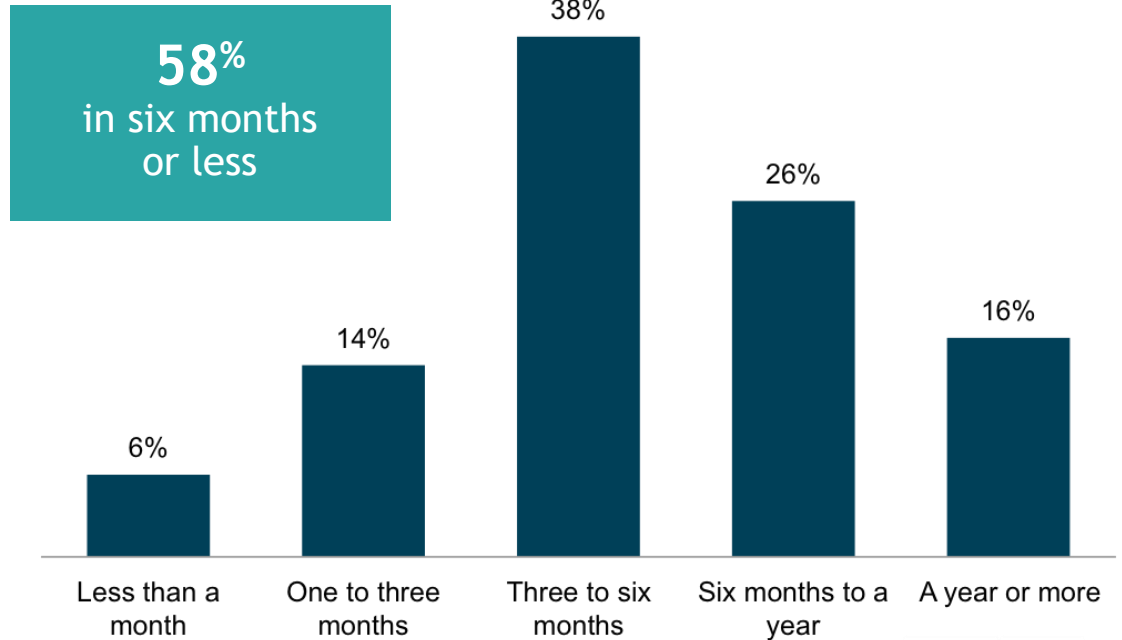
6-12 mths. roadmap and milestones

From novice to mature lead generator



“How long did it take for marketing automation software to deliver a return on investment?”

Time to reach ROI



●● Spørgsmål & Svar

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 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 leading tools?
- Does the platform** export scoring?
- Does the platform** export engagement data?
- Your resources.** So you can bring it in.
- Your access to IT.** department or other.

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Right Person, Right Message, Right Time

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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

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

