

Webinar

B2B Social Media Marketing and marketing automation

18 June 2021

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



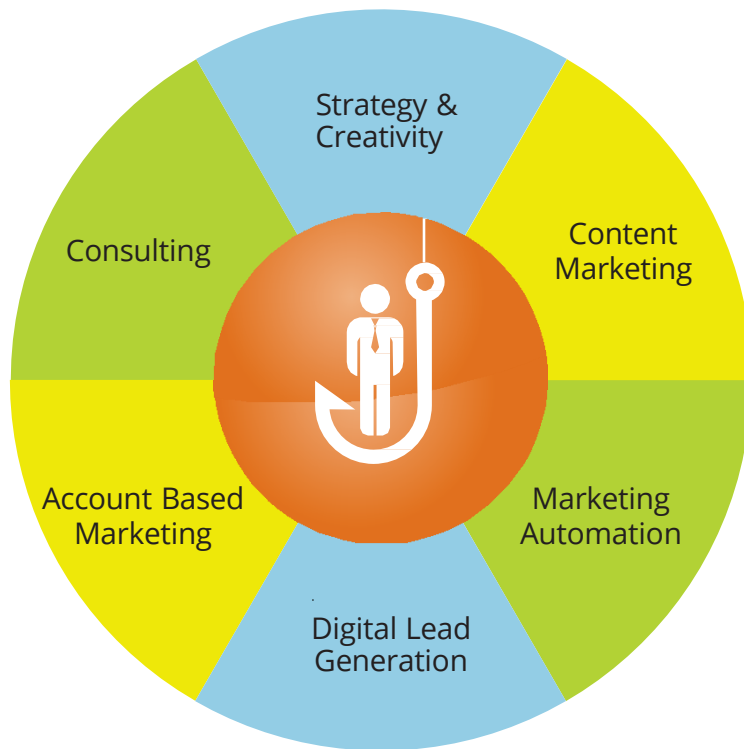
Founder & Partner of Blue Business. 30+ years experience in international B2B marketing. Lived in UK and Switzerland. Key client industries: IT, Life Science, Manufacturing, Service.

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

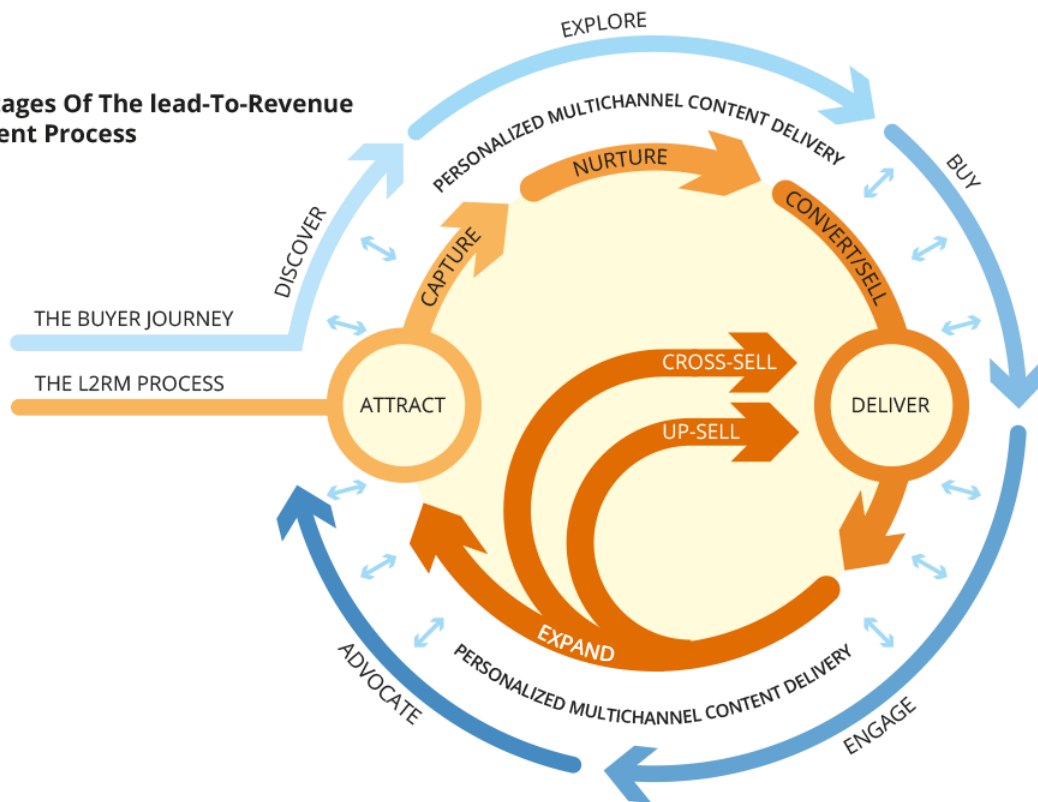
Generating, qualifying and nurturing accounts and leads to increase sales and marketing effectiveness

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?

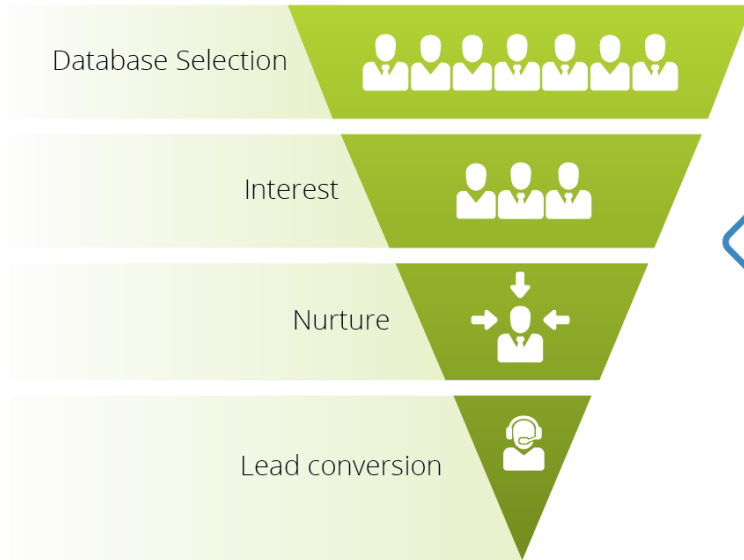

Are you measuring
the impact on your
business goals?

Source: Forrester Research, Inc.

Two types of Lead Generation

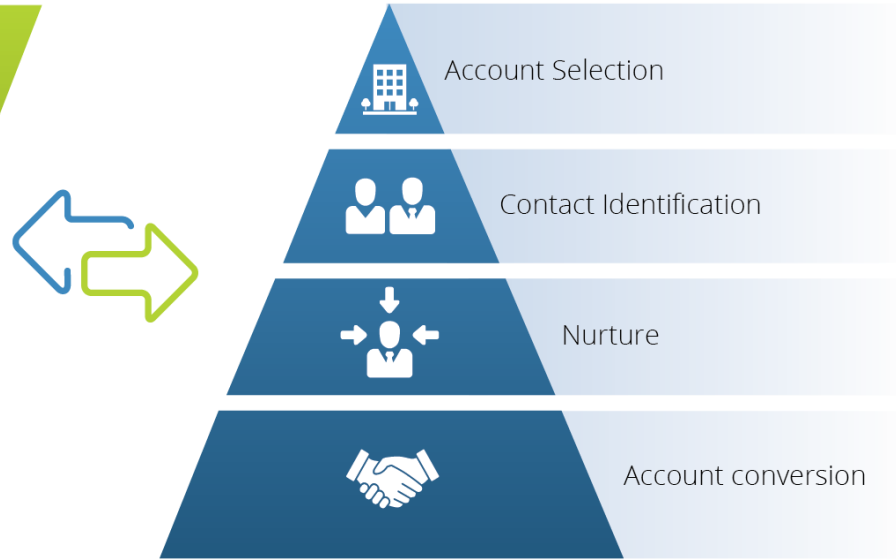
Lead Generation

Fishing with Nets

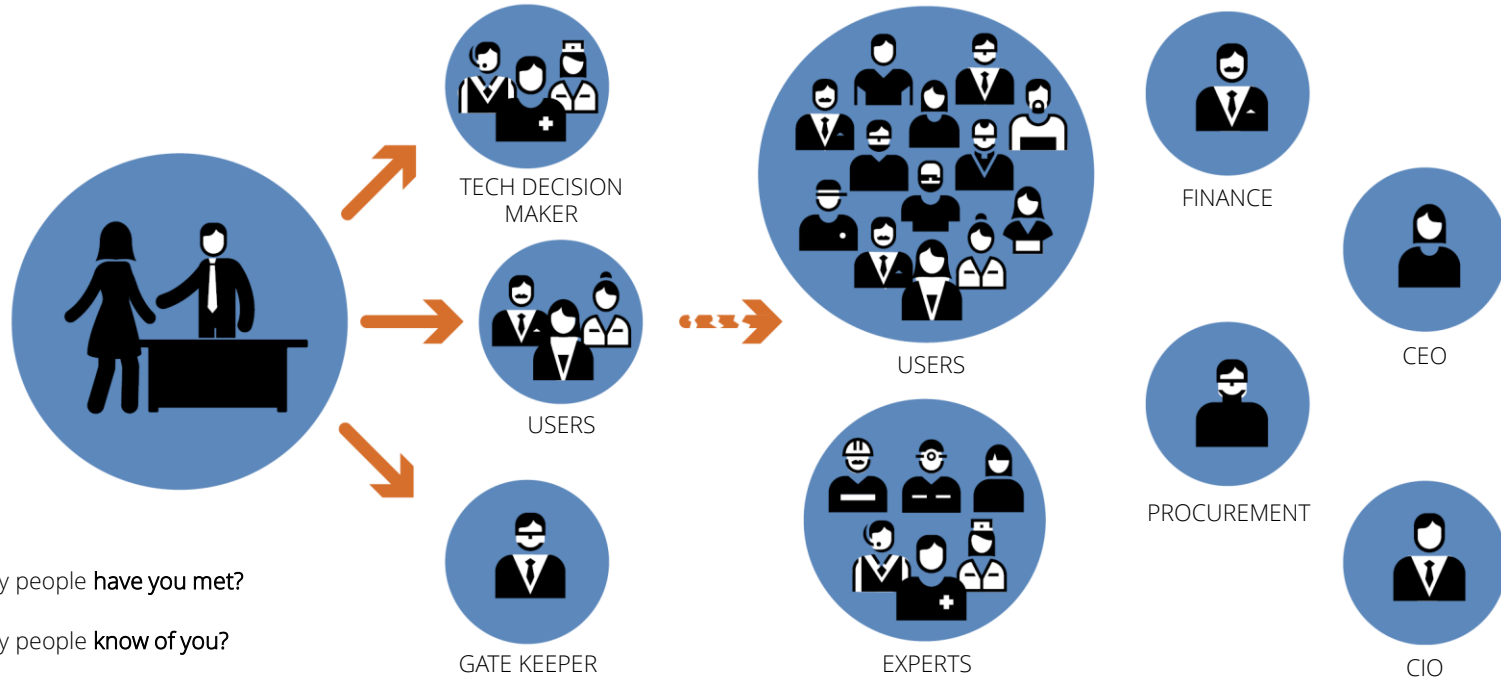


Account Based Marketing

Fishing with Spears



Are you talking to the real decision makers?



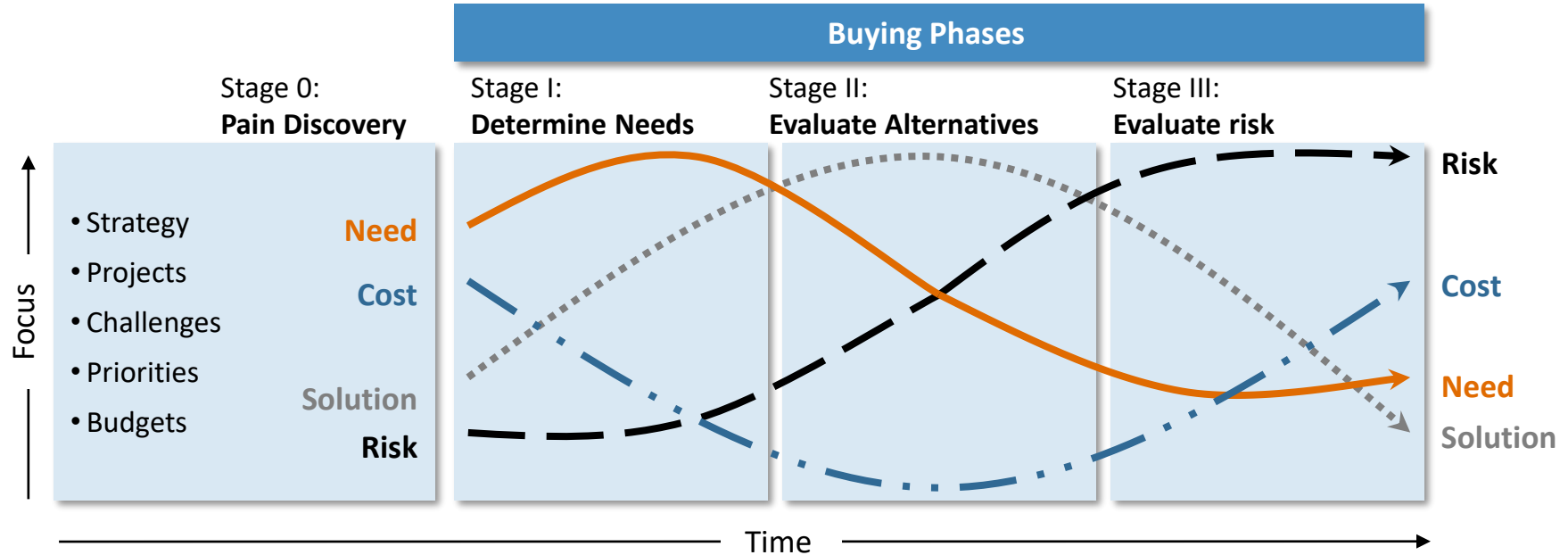
How many people **have you met?**

How many people **know of you?**

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

Content Marketing & Lead Generation

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)	<ul style="list-style-type: none">• White papers• Articles• Strategy sessions	<ul style="list-style-type: none">• Product brochure• Fact sheets• Solution WP	<ul style="list-style-type: none">• Business case WP• Workshops• ROI calculator
Technical Decision Maker (TDM)	<ul style="list-style-type: none">• Scientific papers• Research	<ul style="list-style-type: none">• Demo videos• Technical WP• Ask the experts	<ul style="list-style-type: none">• Testimonials• Customer videos• Customized demos

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

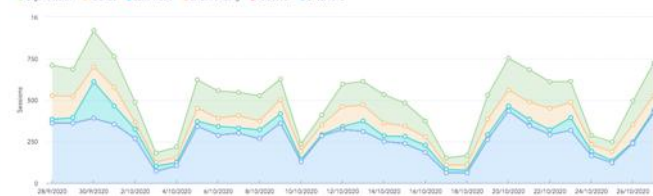
Analytics view: All analytics activities Include offline sources

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

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

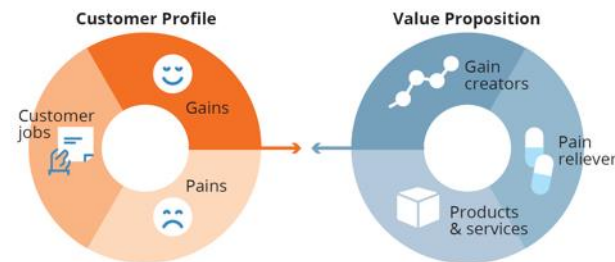
VÆRDISKABELSE



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



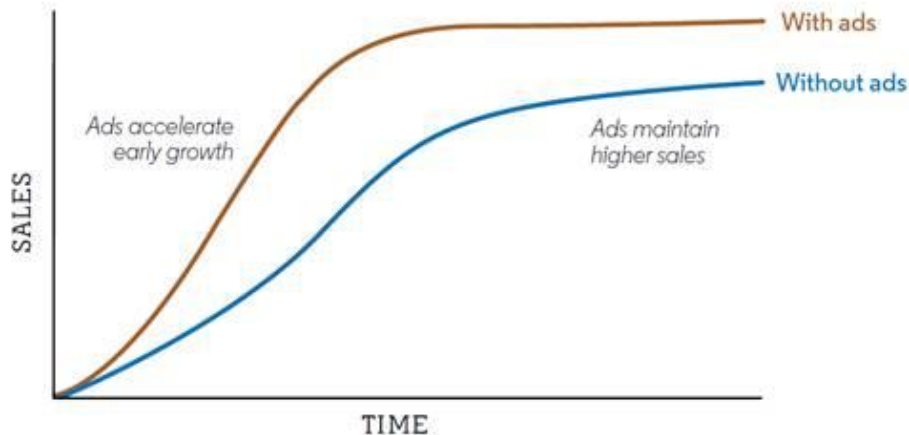
How to create engagement and leads with your top customers

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


<https://business.linkedin.com/marketing-solutions/webinars/19/11/the-principles-of-b2b-marketing>


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AWARENESS 0%


1:
ABA




80%

2:
ABSA
LinkedIn Sharing
Facebook Lead Ads
Adroll retargeting


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

Download the ABA book



First name*
Morten

Last name*
Kornerup

Company*

Email*

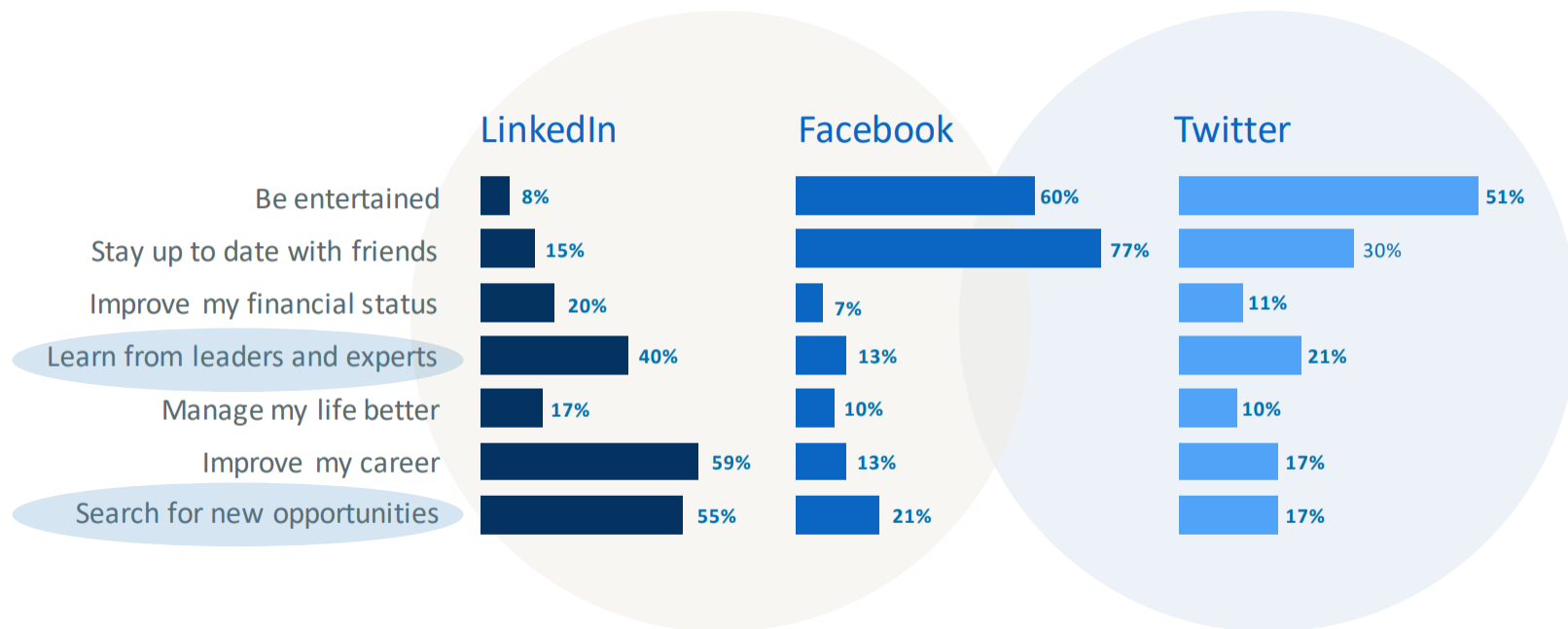
Download

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

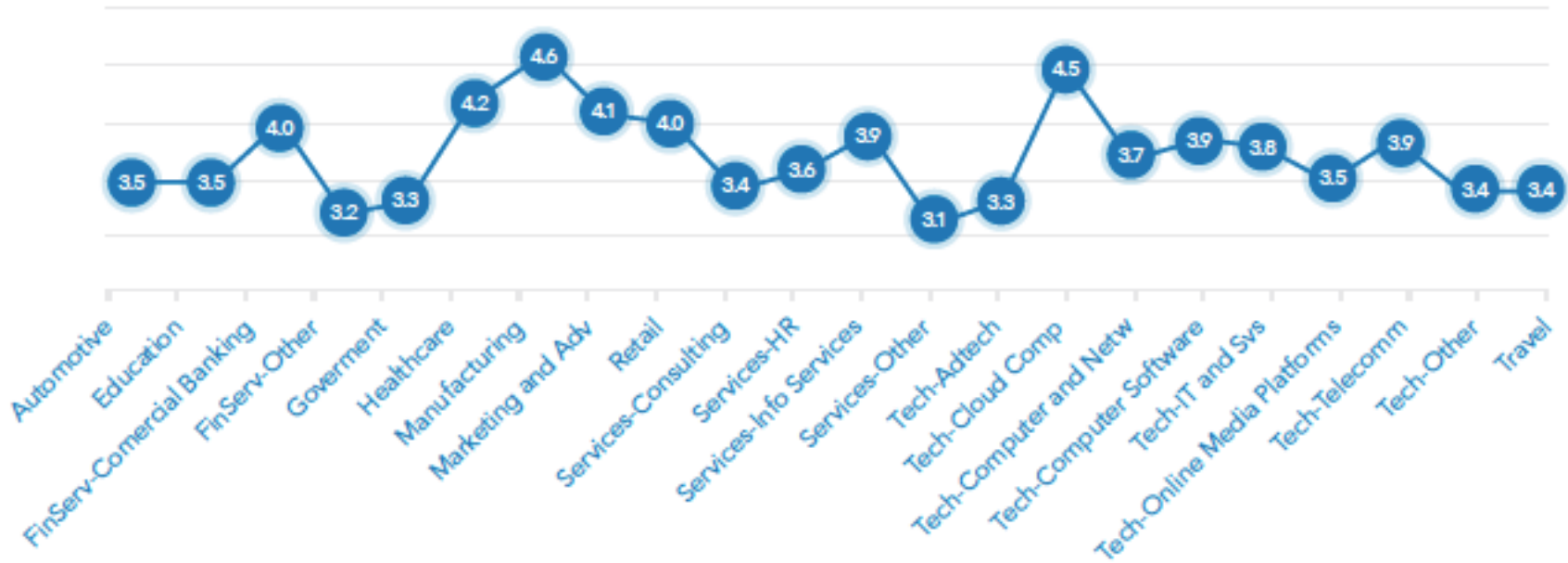
The best companies are enabled by a new approach and by enabling new technology. Marketers and sales face many challenges: GDPR is definitely a game changer, and so is the increasing complexity in the buying center, and the concentration of buying power. Recent research (Celsius, 2017) indicates that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

LinkedIn

Social engagement on LinkedIn = Business



Departments impacting the buying decision vary by

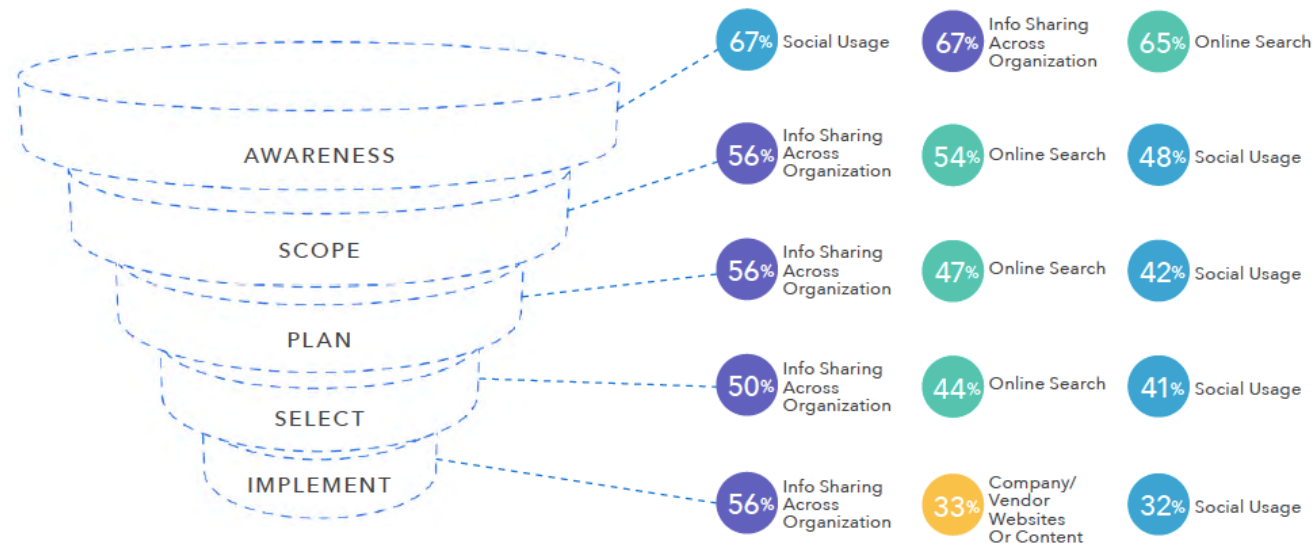


If vendors are not known company wide – they are not known!

Source: LinkedIn 2021

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

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
338

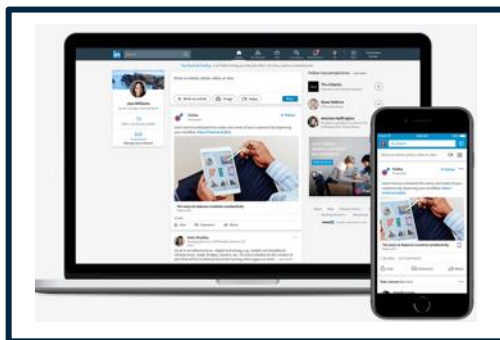
Stephanie – wanted to make sure you saw this. In case you haven't gotten your passes for Gitex 2017 yet, this may be for you <http://bit.ly/2xNL45H>. Ascent Technology are hosting their customers at Gitex this year and I've also managed to get them to give me a handful of free passes to share with my 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

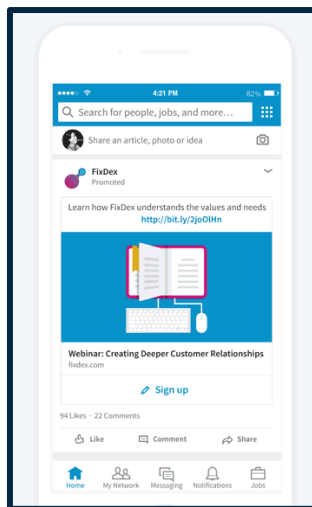
Like Comment Share

Lead Form Flow

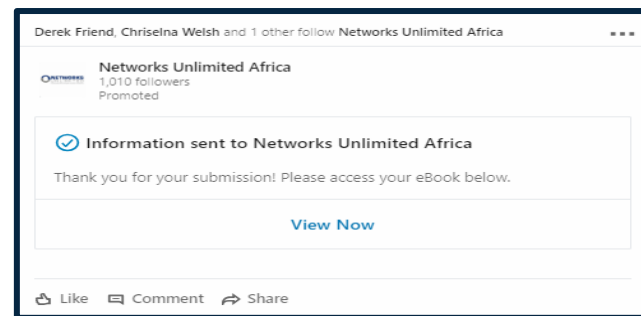
Step 1: Sponsored Image, Video or Carousel Ad



Step 2: Lead gen form and opt-in



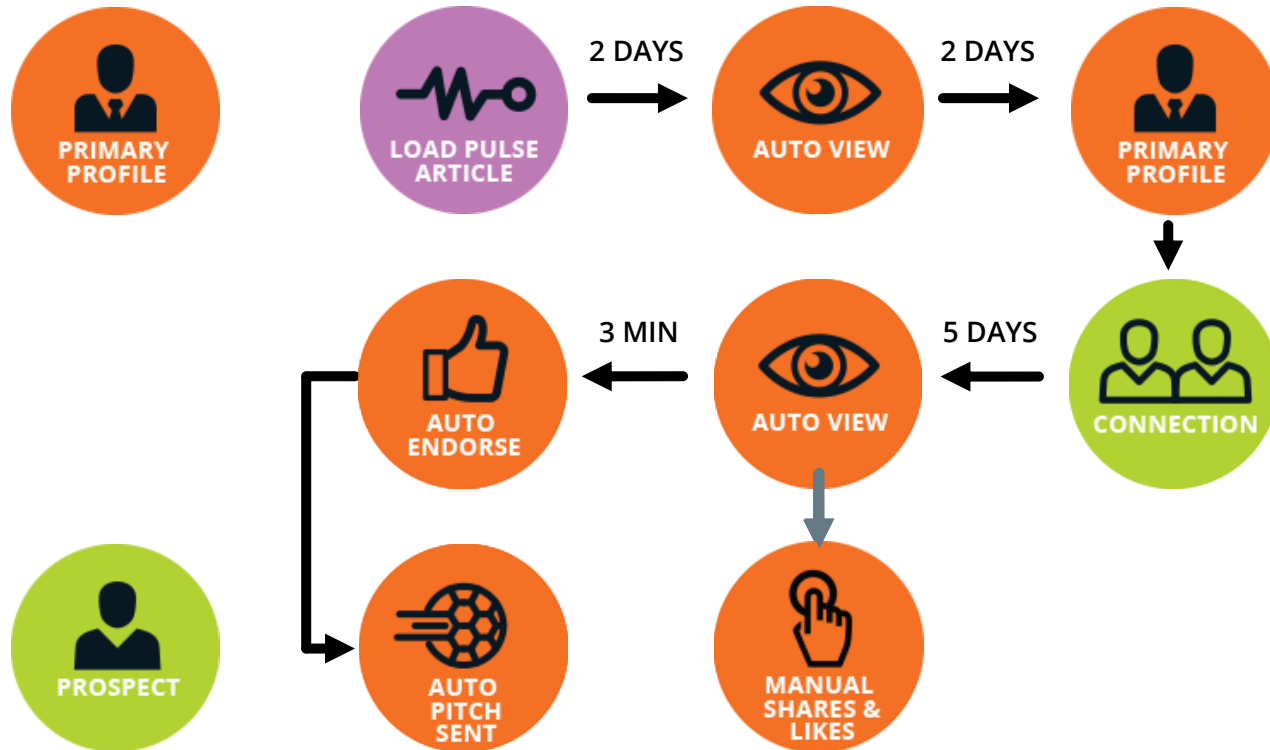
Step 3: Thank you form and resource



Cases: Roche Diagnostics and Bioneer A/S

Account Based Social Prospecting

SOCIAL SELLING



LinkedIn automation tools

- There are a number of tools available
 - 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



ABSA: Account Based Social Advertising

Take the best from two worlds



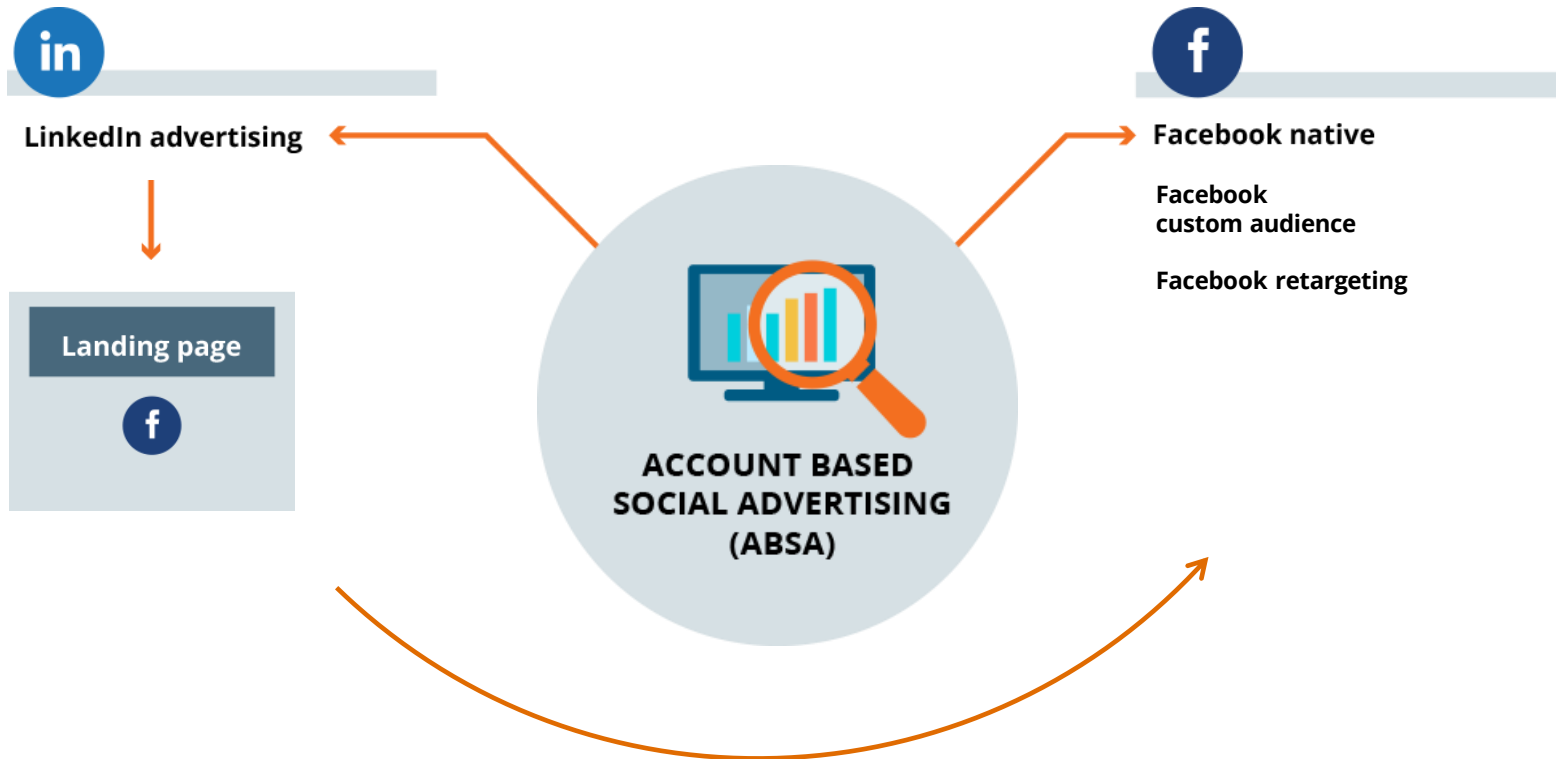
LinkedIn Content
Sharing



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

 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.

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

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 TIA Technology A/S

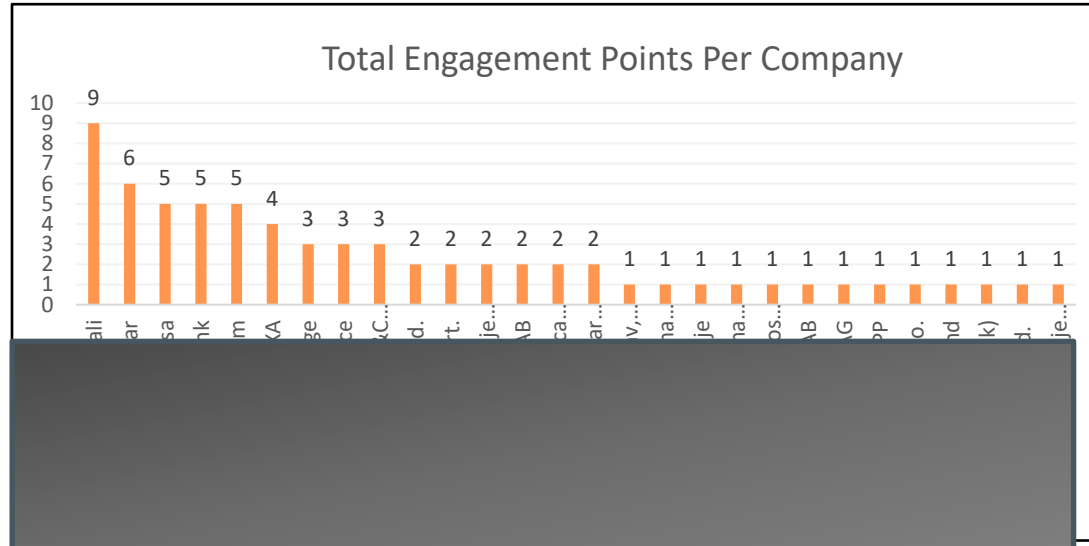
Thanks, you're all set.

Download your free guide below.

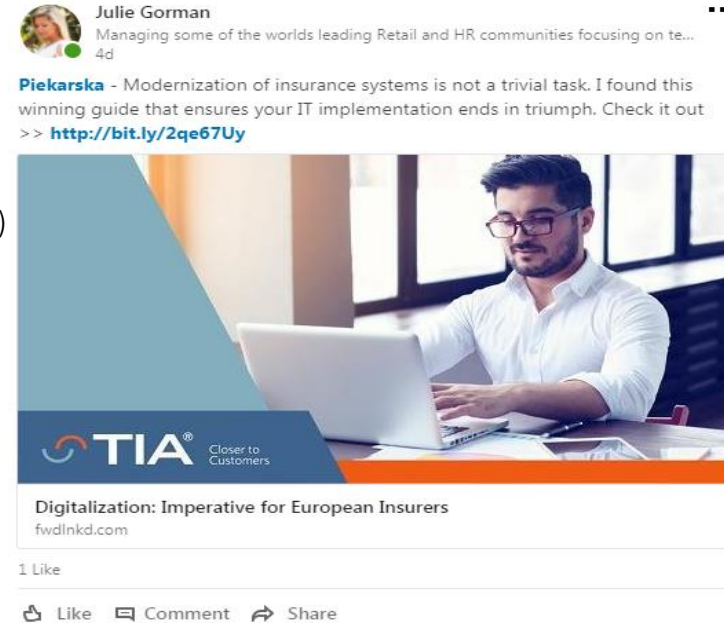
[Download](#)

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



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
- Nine accounts have delivered more than 1 lead:

Case: Ametek Mocon Account Based Lead Generation EMEA

Campaign outline and strategy

- On behalf of Ametek Mocon, Blue Business executes several industry and account based lead generation campaigns targeting specific companies in specific industries (Coffee, Dairy, Meat, Bread, Pharma)
- The campaigns consist both of paid advertising on LinkedIn and social selling

Campaign performance: segment campaigns

Campaign	France	Italy	Spain	Total Leads
LinkedIn Ads				
Coffee				
Dairy				
Meat				
LinkedIn Social Selling				
Coffee				
Dairy				
Meat				
Total				

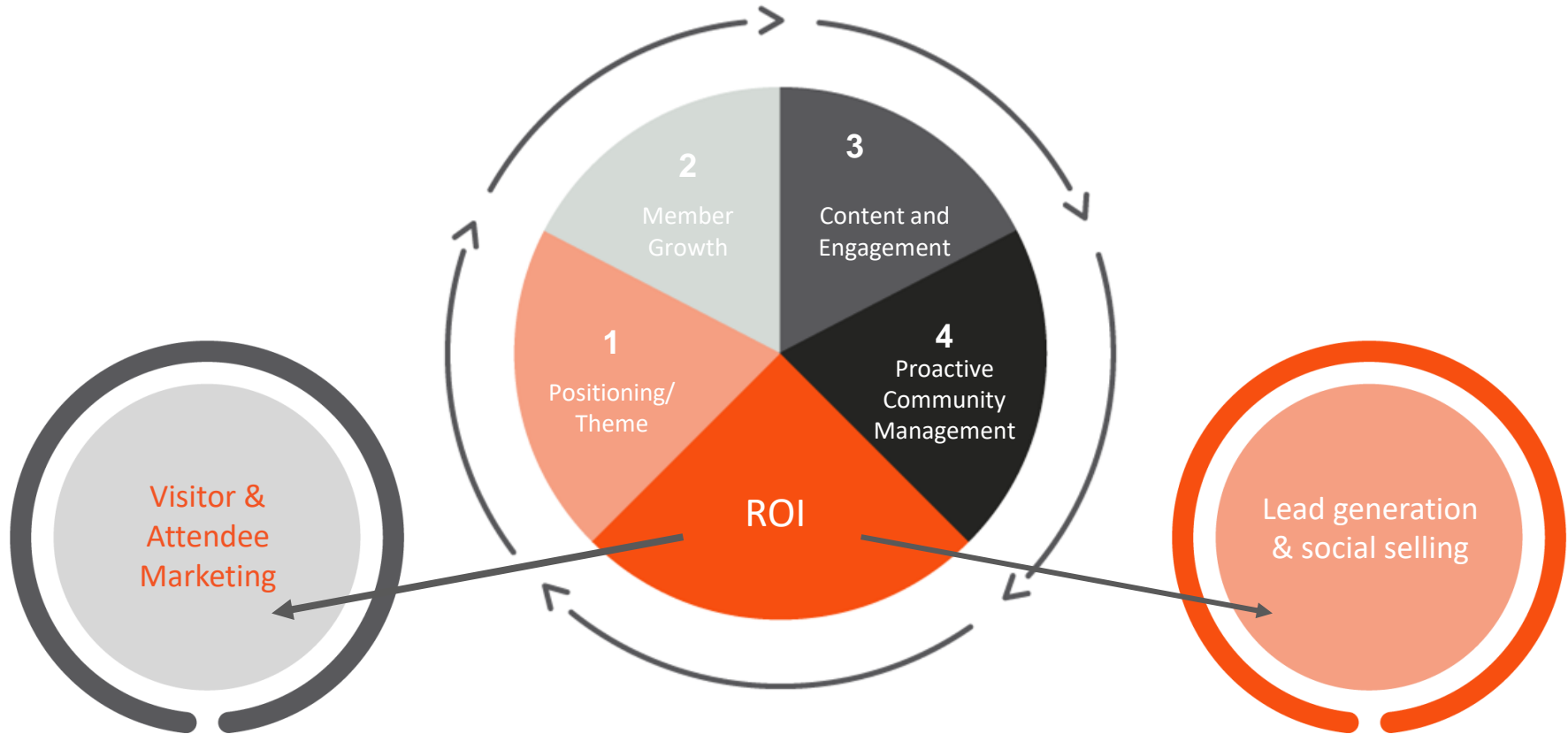
LinkedIn community building: A case from Microsoft Dynamics

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

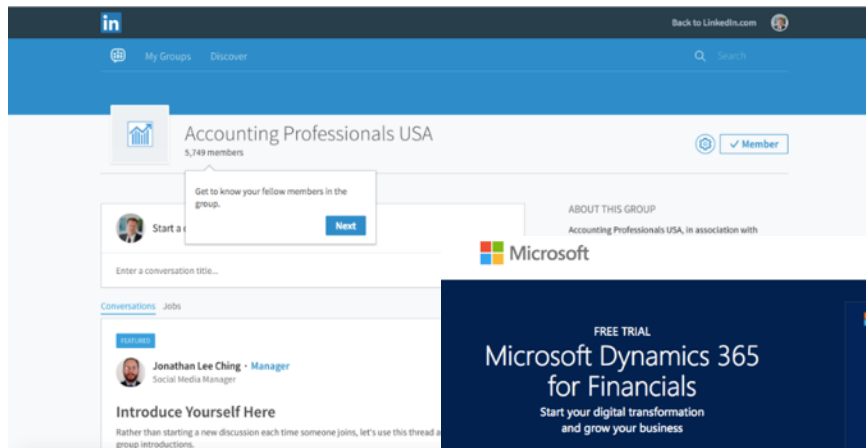
- Identify, reach out and start engaging with Certified Public Accountants (CPA's) in US and Canada

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’ report

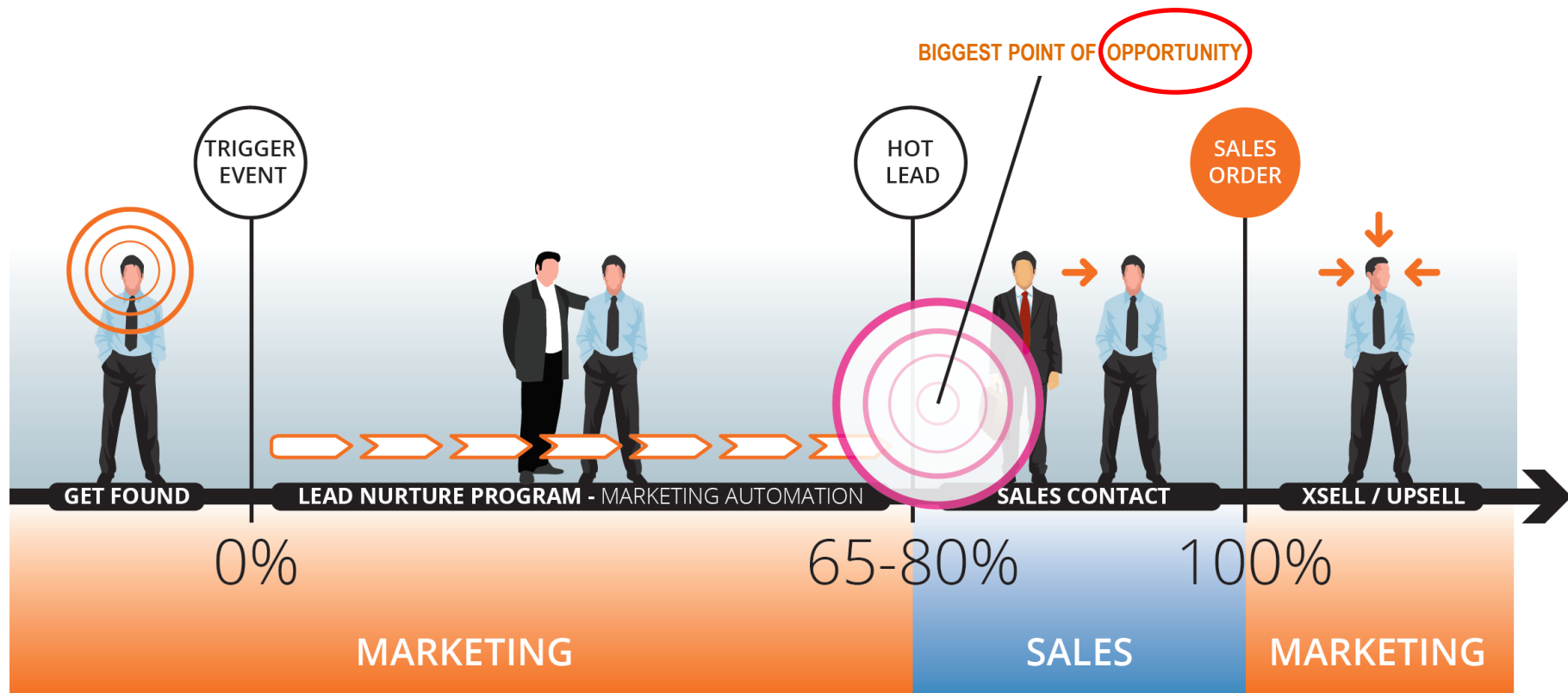
Set goals then
start acting to
meet them.

BLUE
BUSINESS

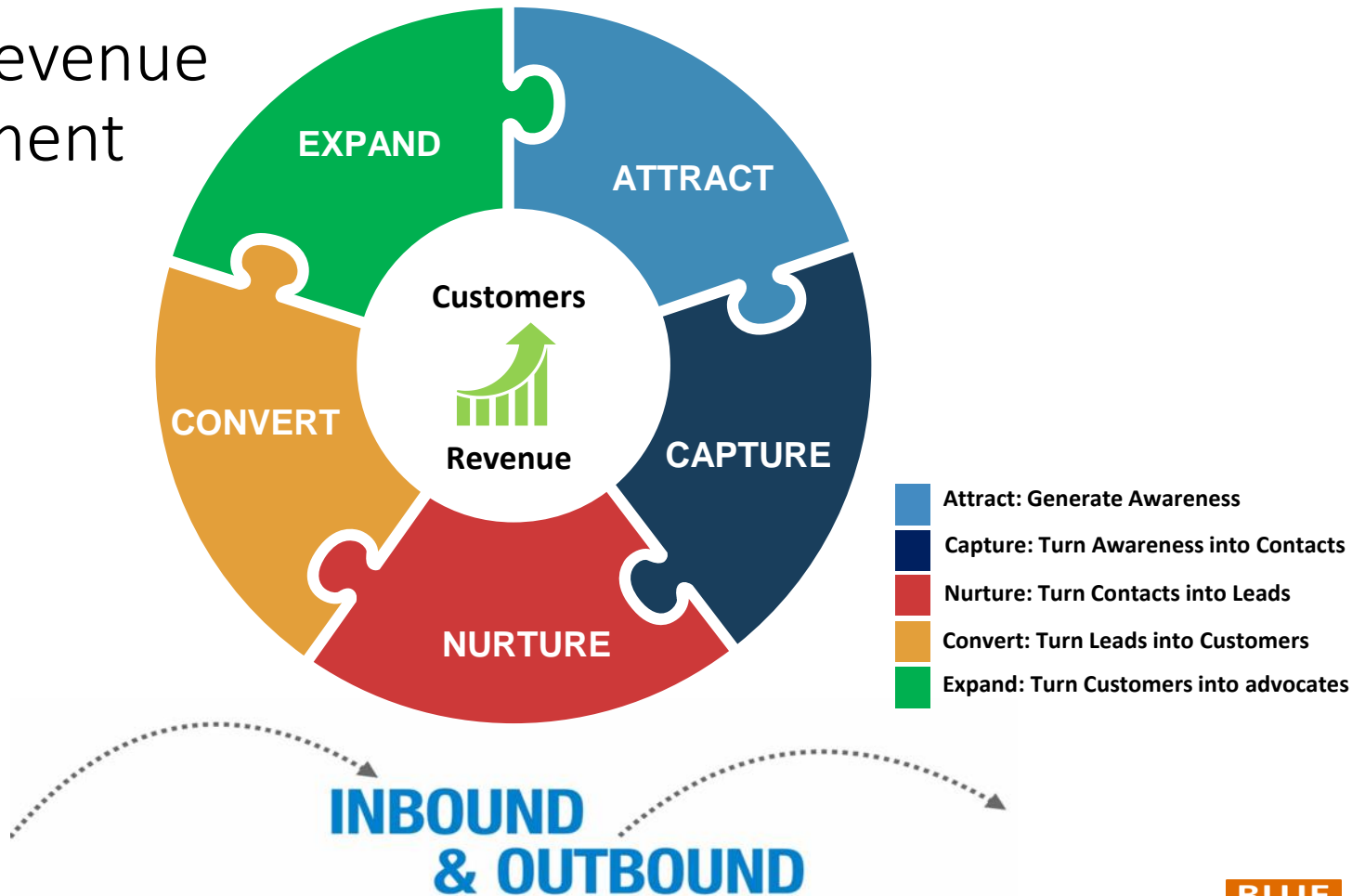
Top priorities for digital marketers



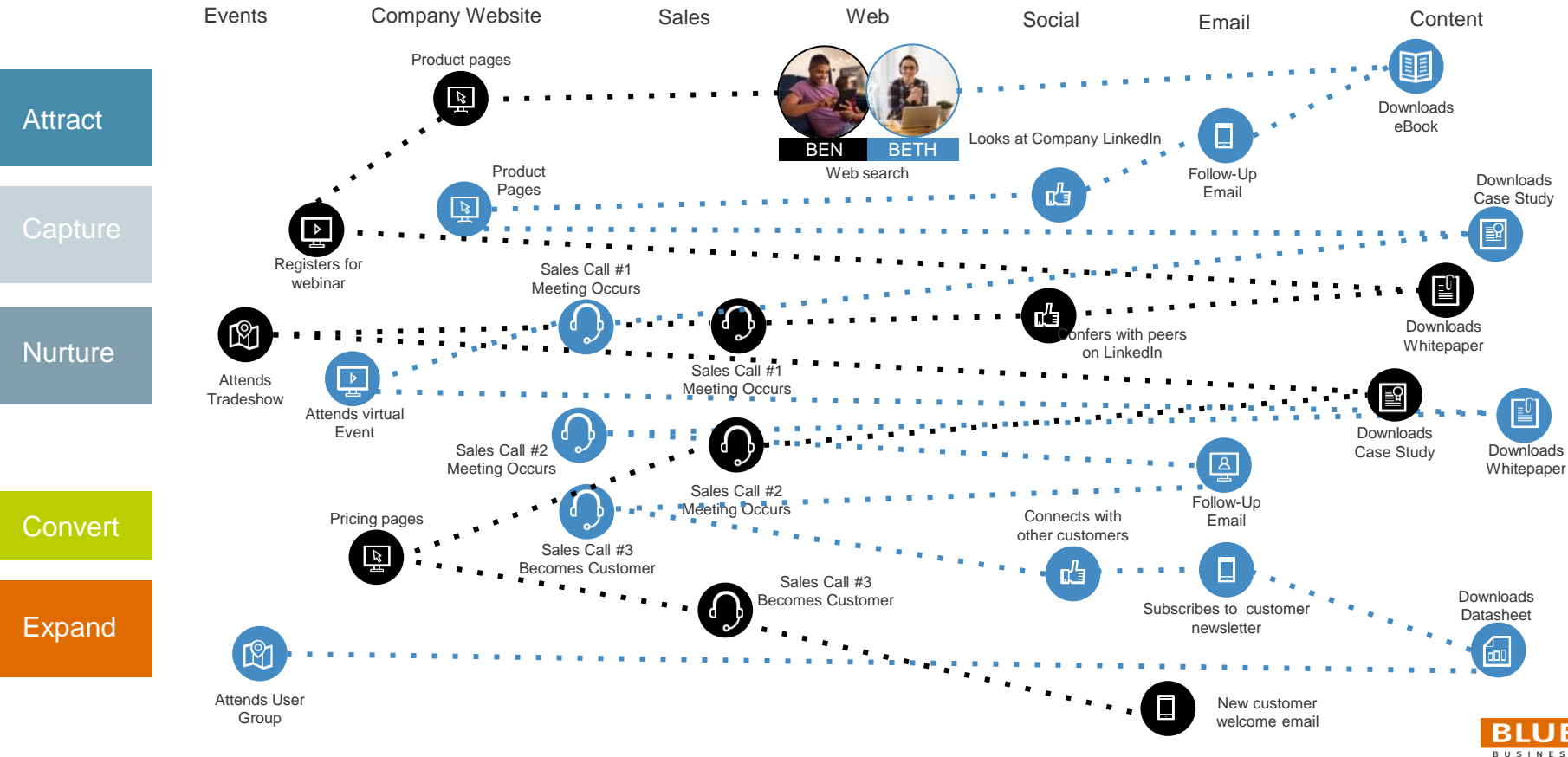
Take charge of the customer journey



Lead to revenue management

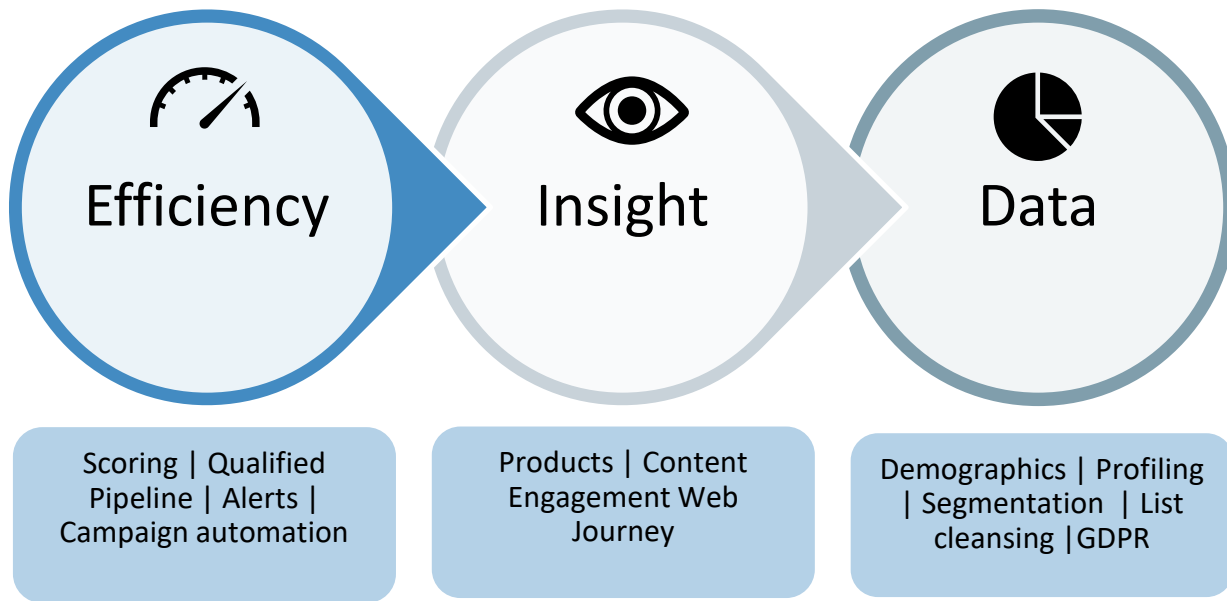


The customer journey has been digitally transformed



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

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- ✓ 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



Companies Visiting Now

Private Stock Company Sater 6 hours ago

Kyiv, Kyiv Misto Ukraine

Amazon Technologies Inc. 7 hours ago

Automated Programs



Web Pages Active This Week

172

Companies Visiting

188

Page Views

✉️ Active Messages

Landing pages

You can now do better
with this exclusive material

Personal data has been gathered through our marketing, sales funnel and targeted content creation that will be shared with you. This is a unique opportunity to see how we can help you grow your business. We will only use the data for the purpose of improving our marketing and sales efforts. We will not share your data with any third party. We will only use the data for the purpose of improving our marketing and sales efforts. We will not share your data with any third party.

"This was a great
solution, I am so glad
that I know this"

— United Customer, New York, NY

Step by Step Guide for Productivity

The second compelling reason that
we should act on your call to action

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Now is the time to
change for the better.
See how.

Know when and for how much every day

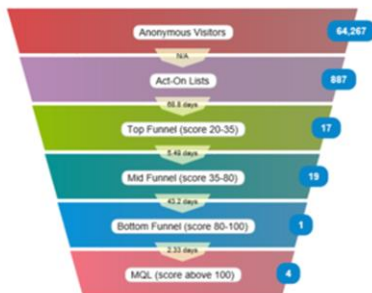
The third compelling reason that we
should act on your call to action

Get Guide Now



List Management

Reporting/ROI



Email Campaigns

bright
healthcare

Join us, Saturday, November 16th



saturday, November 19th:
Free Blood Pressure Screening

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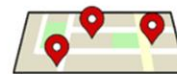
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Share with a Friend:



Forward >

Get Directions:



From North >

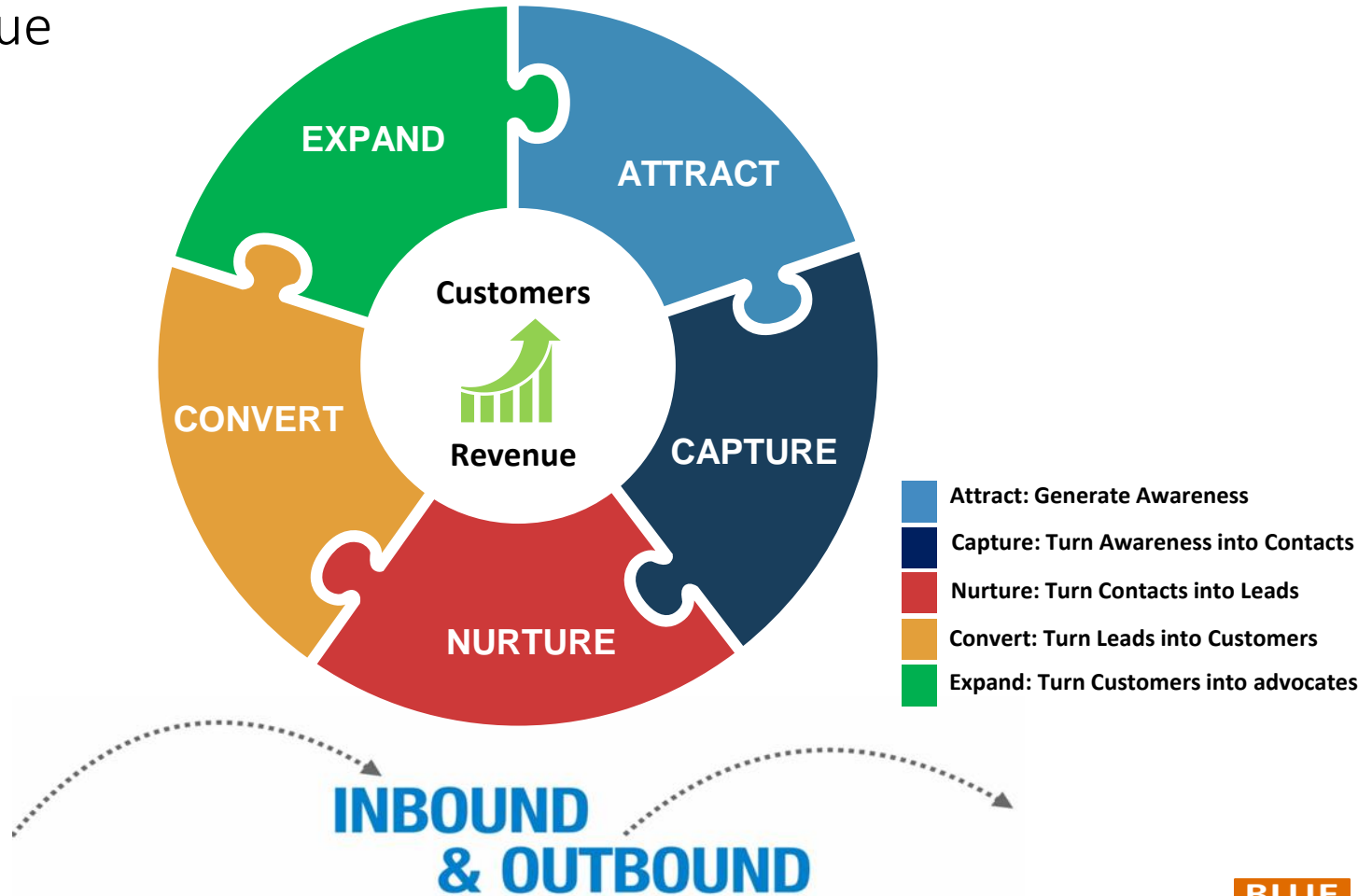
From South >

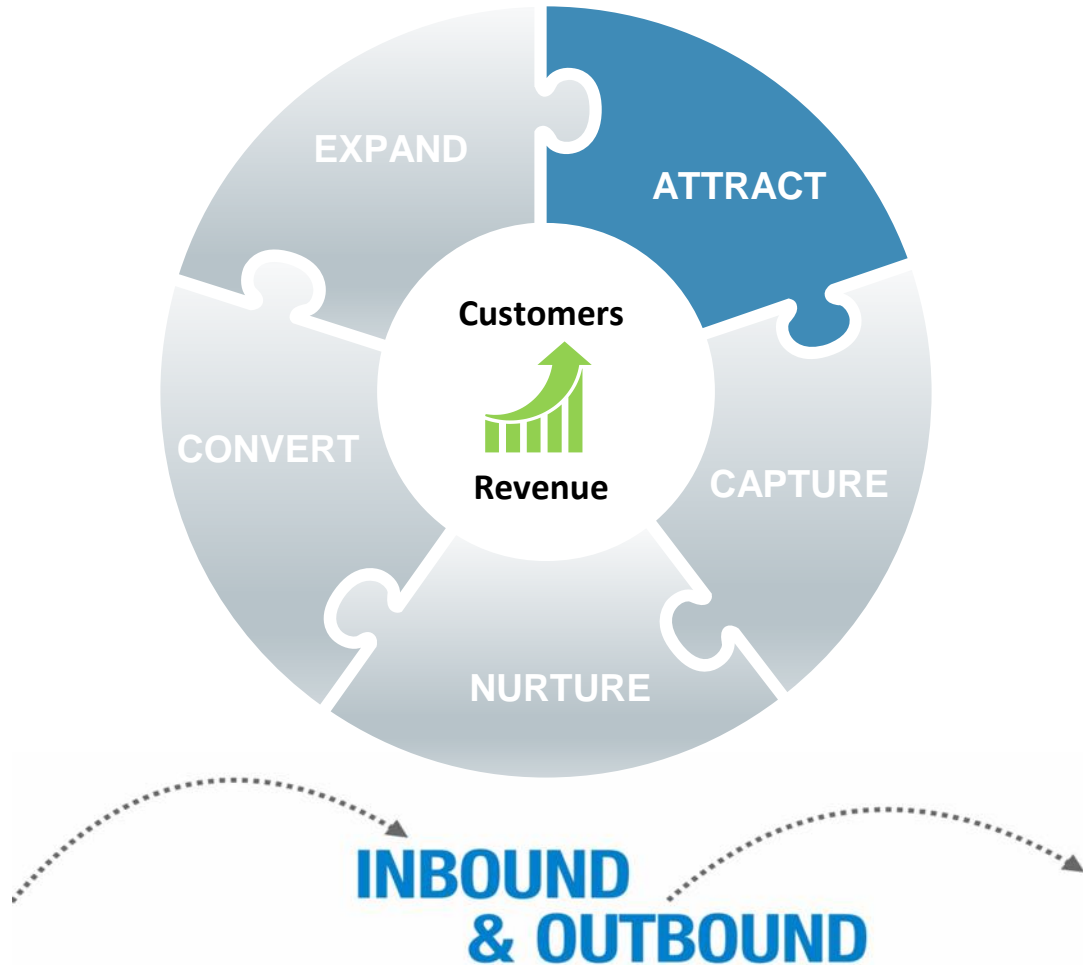
🔧 Technical Support Case

🗨️ Product Feedback

📰 News and Events

Lead to revenue
management
puts you in
the drivers
seat





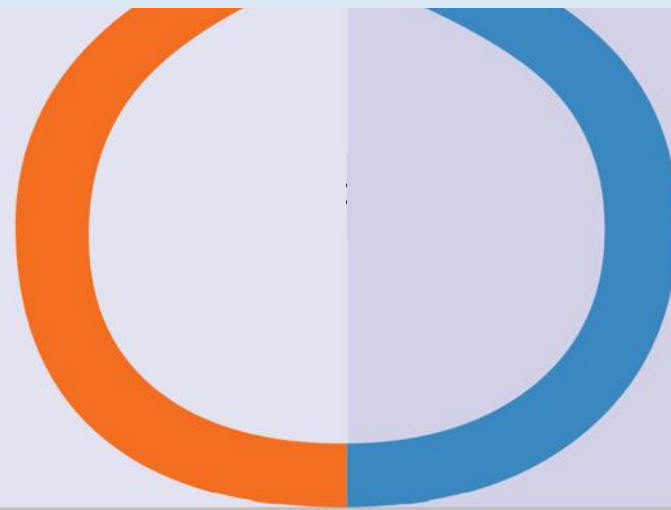
Be relevant

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

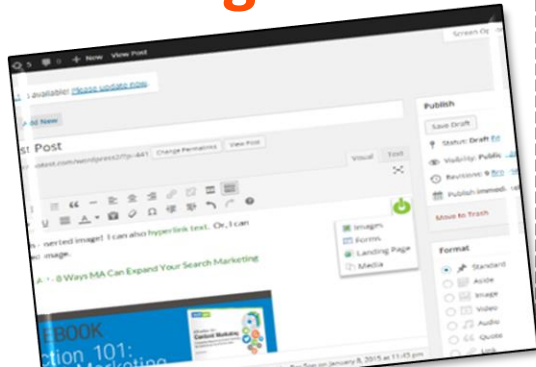


Content Marketing

Blogs
Videos
White papers
Infographics

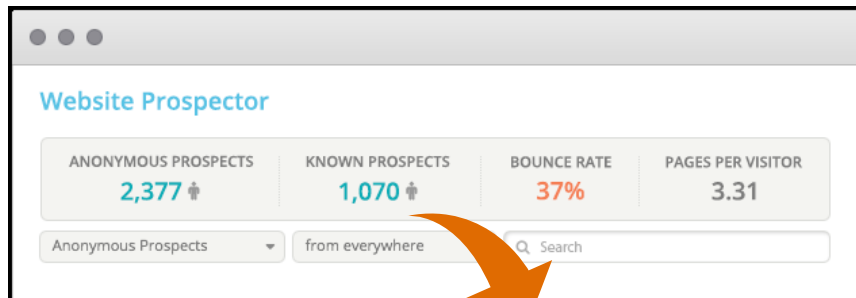
Social sharing

Publish campaigns
listen and join
conversations



Attract: Give me insight

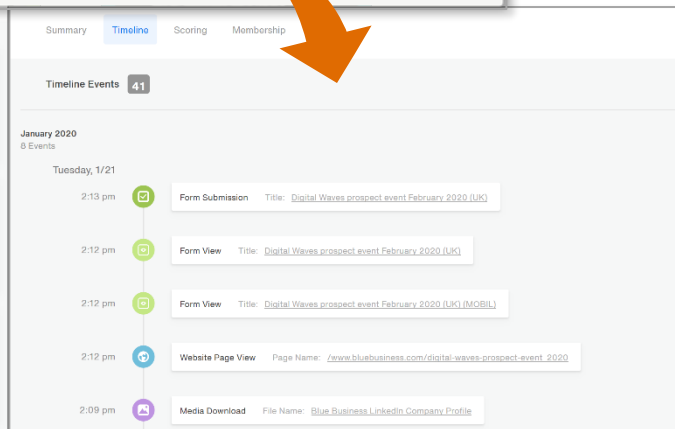
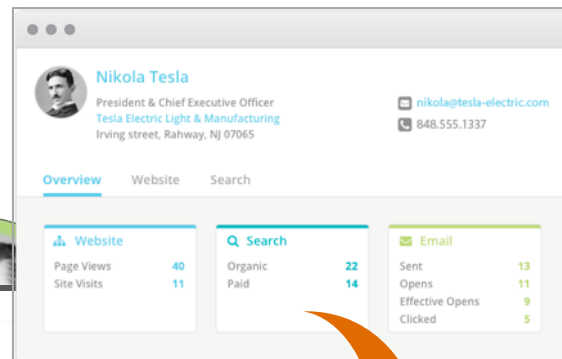
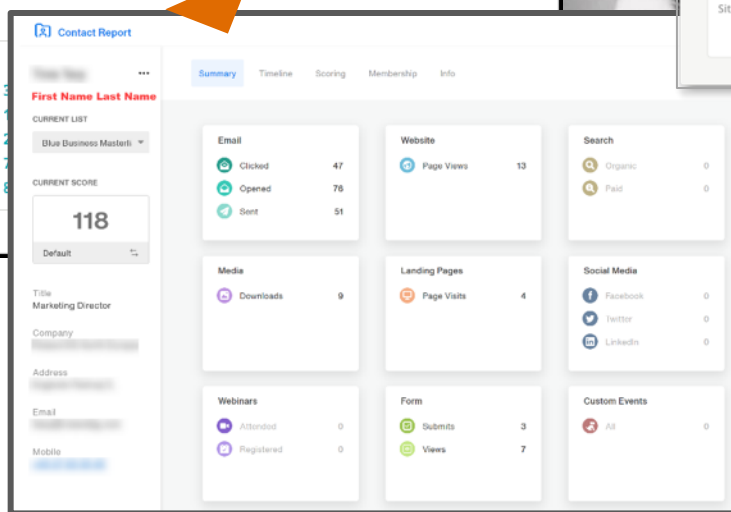
Benefit your dialog and sales efforts with insight that matters



Geography

Page Visits

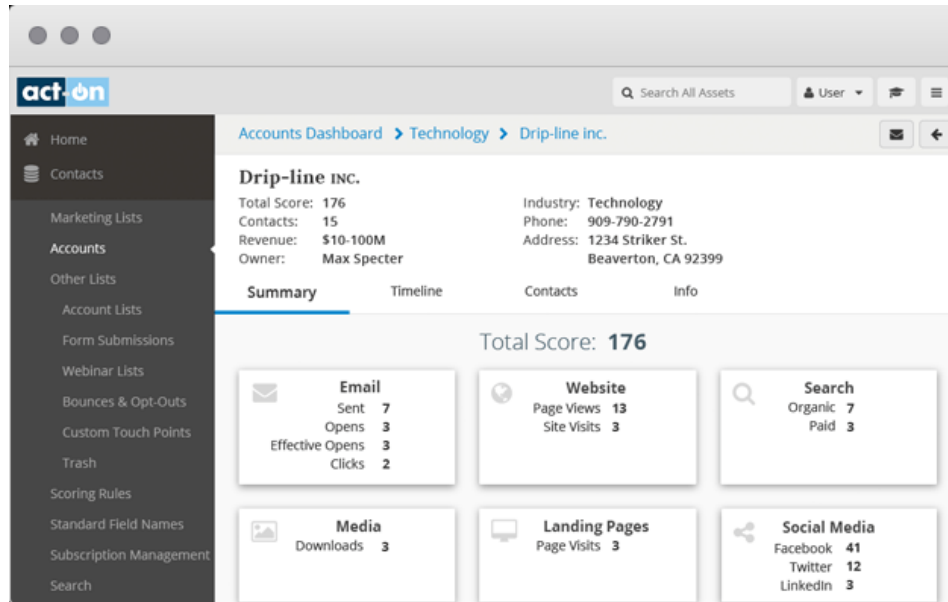
- Five or more page visits
- Four page visits
- Three page visits
- Two page visits
- One page visited (bounced)



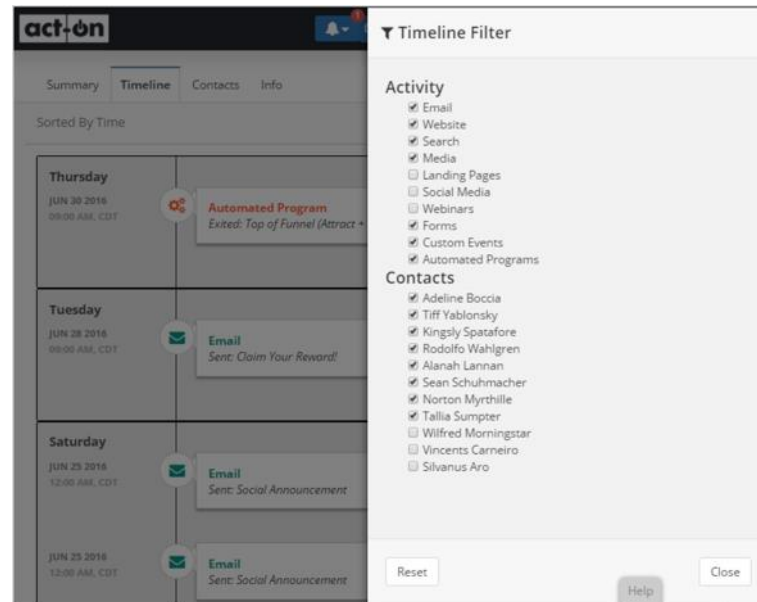
Attract: Insight to your accounts

Account based insight and activation

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

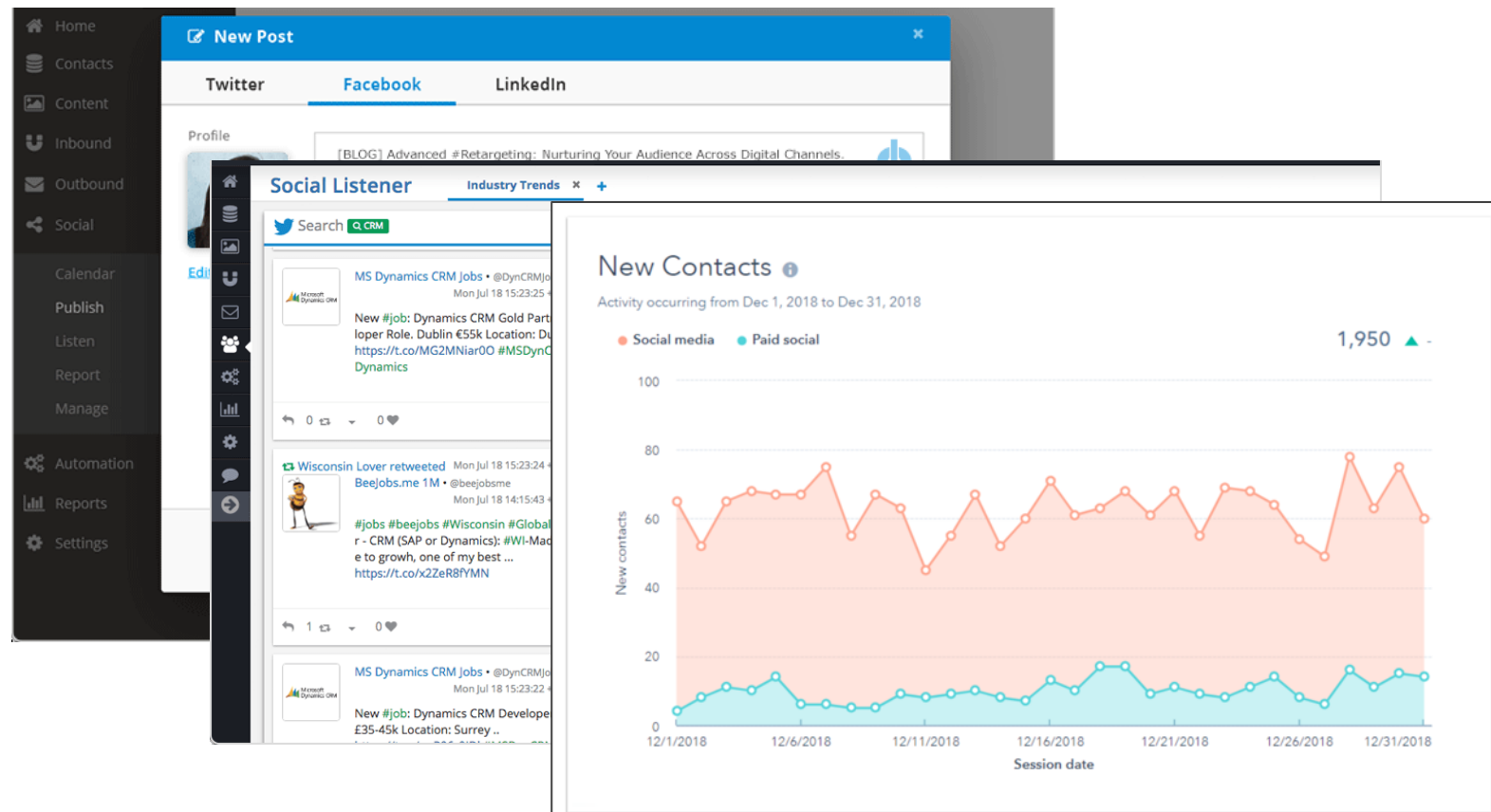


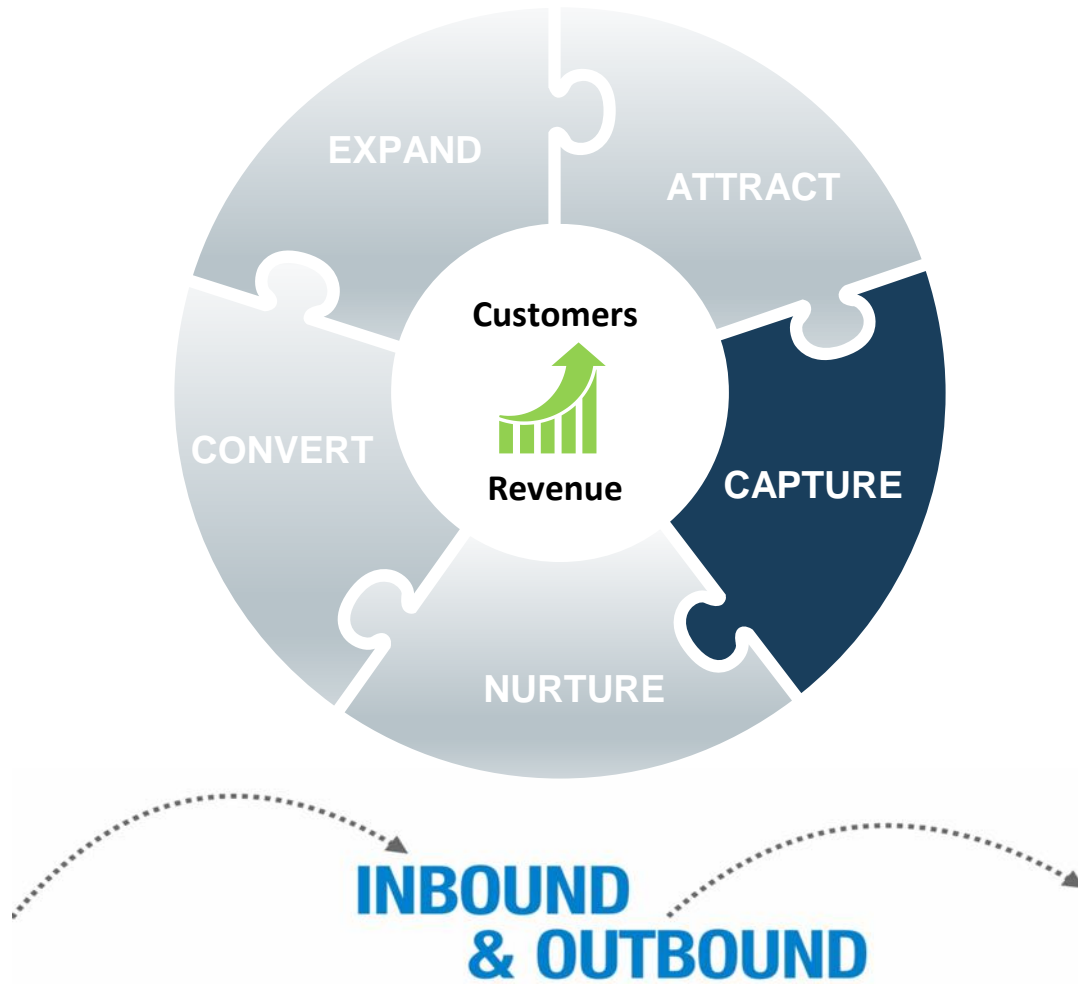
Influencer filtering: View key influencer behavior in a filterable, unified timeline



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%.

22% on Employee Performance 16% on Workforce Outcomes

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*

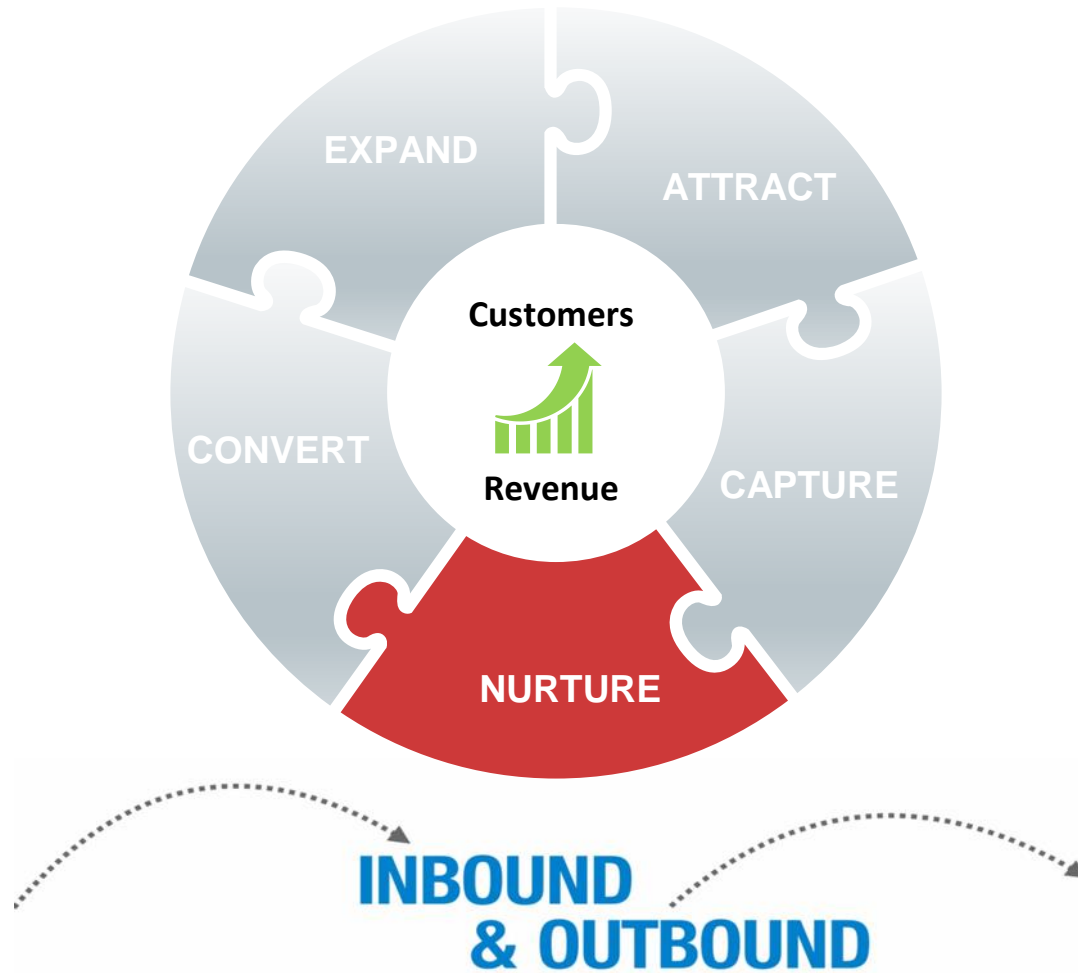
Industry*

Annual Revenue *

Step 3 of 3

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

Back Submit



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

Full-time life.

John Kuhlberg

 ALEXANDRA

Nurture: Lead scoring

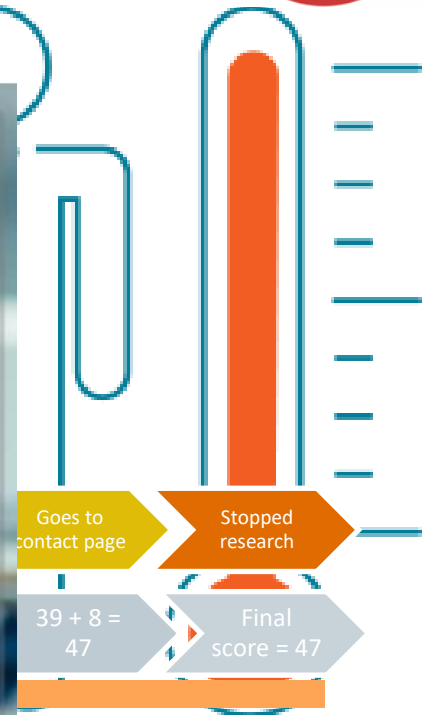
Sample lead scoring model

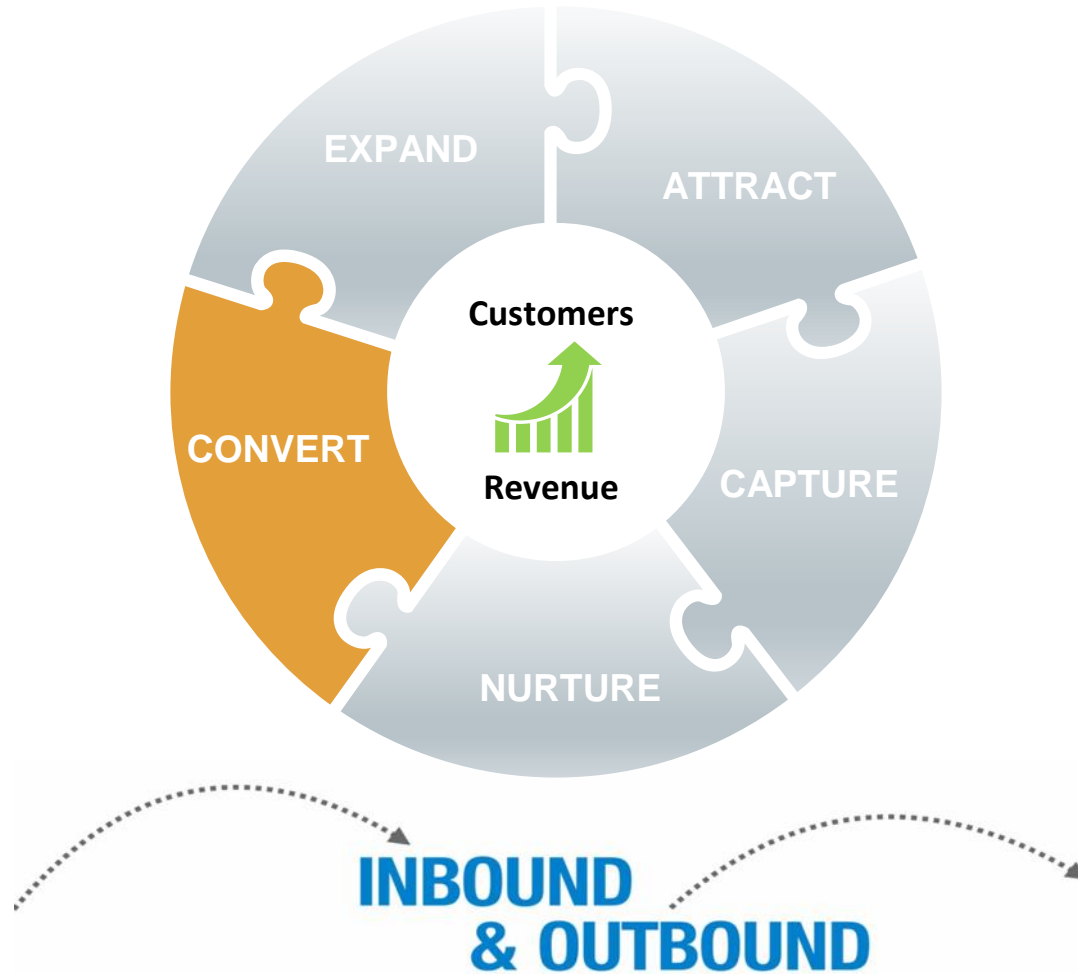


Activity in the last 90 days **Score**

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

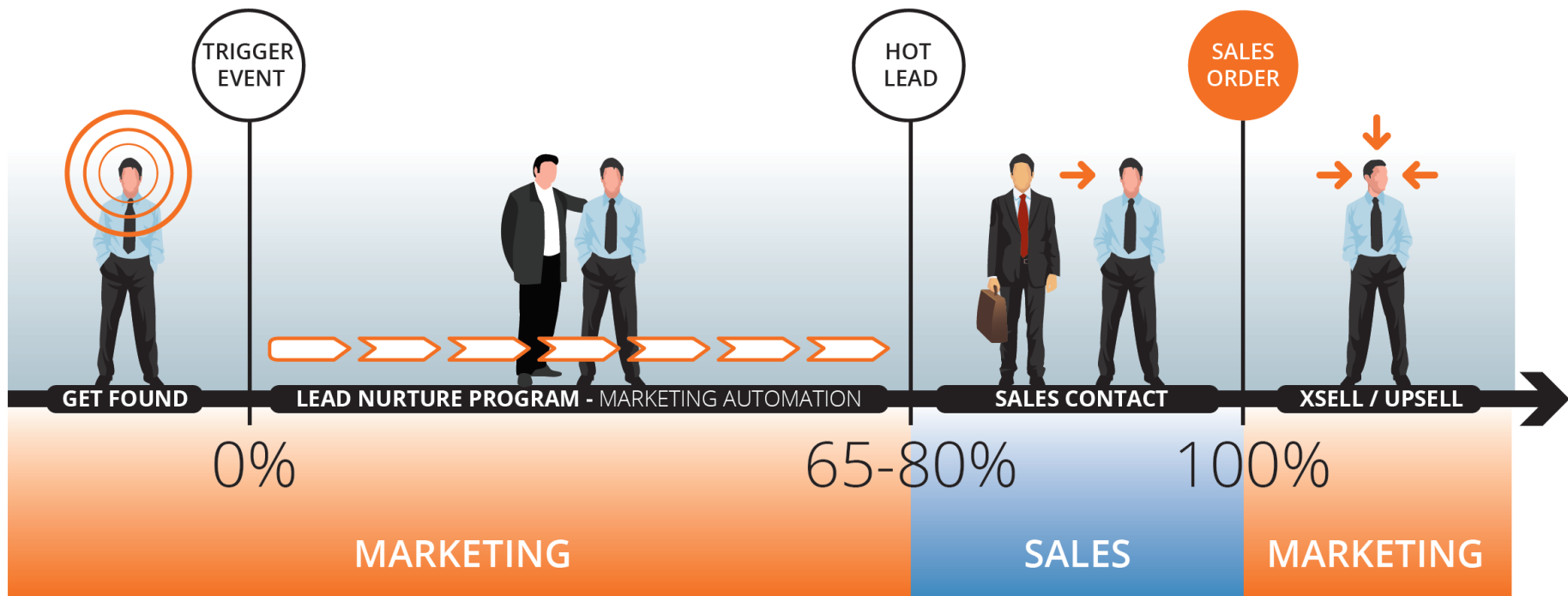
TOTAL SCORE: 75





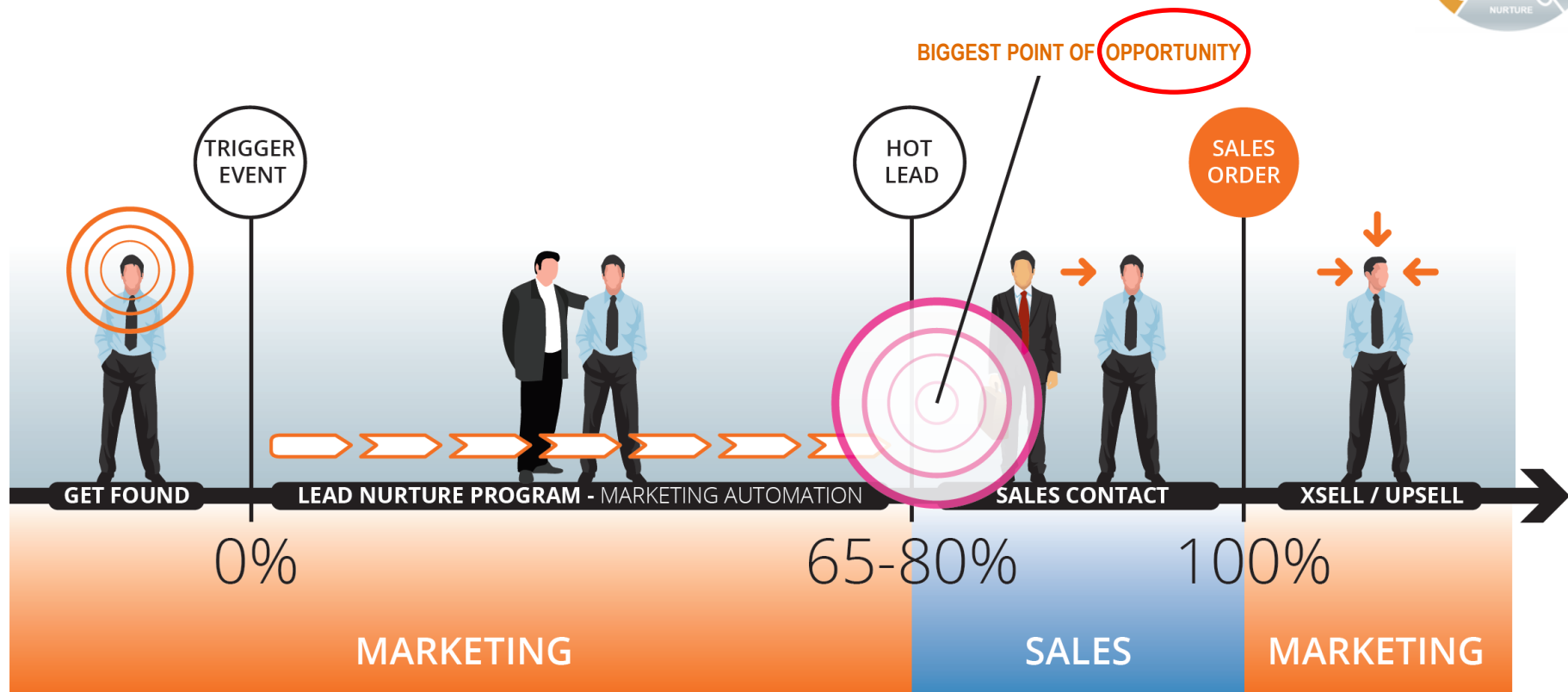


Are your sales and marketing teams optimised





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

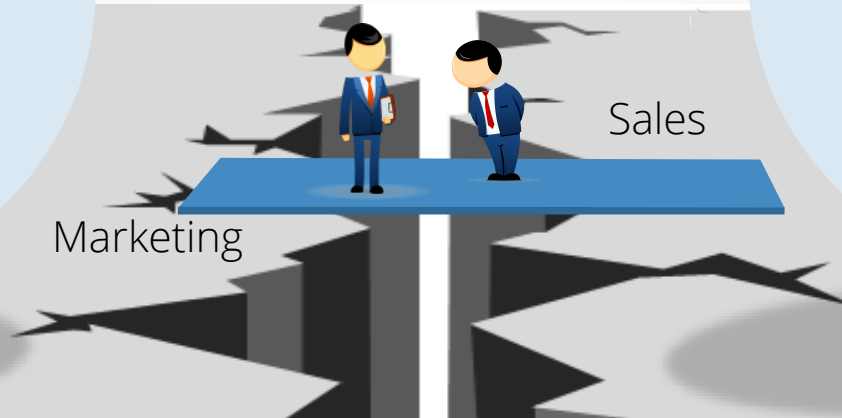
- ✓ Always be closing

Motivation:

- ✓ Meetings
- ✓ Pipeline
- ✓ Deals

Problems with marketing:

- ✓ Unqualified leads
- ✓ Seniority of leads



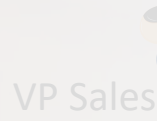
Top 3 common characteristics of a good lead



CEO



CFO



VP Sales



Partner



CMO



COO



Acct. Director

Well qualified

Insight to behavior

Drives new revenue

THE PERFECT LEAD?



CONVERT: Align marketing and sales

Use best practice to agree on lead definitions and lead scores

LEAD MANAGEMENT WORKSHEET

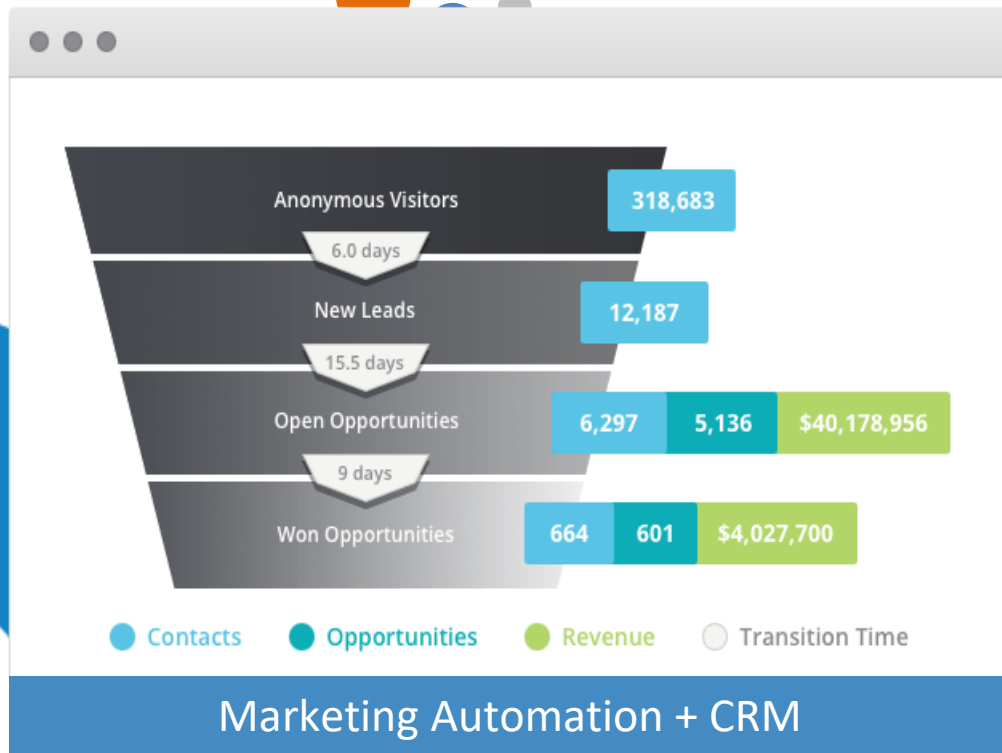
Lead Name	Stage	Pipeline	Definition	Lead scoring Criteria	Lead scoring Values	Lead scoring Points
The official name of the entity given between sales and marketing	Sales stage	Is this stage in the pipeline and at what percentage	The official definition agreed upon between sales and marketing	Demographic: Has demographic that aligns with your ideal buyer (vertical, job function, company size) 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%				



Without Marketing
Automation, CRM
is only half the
solution

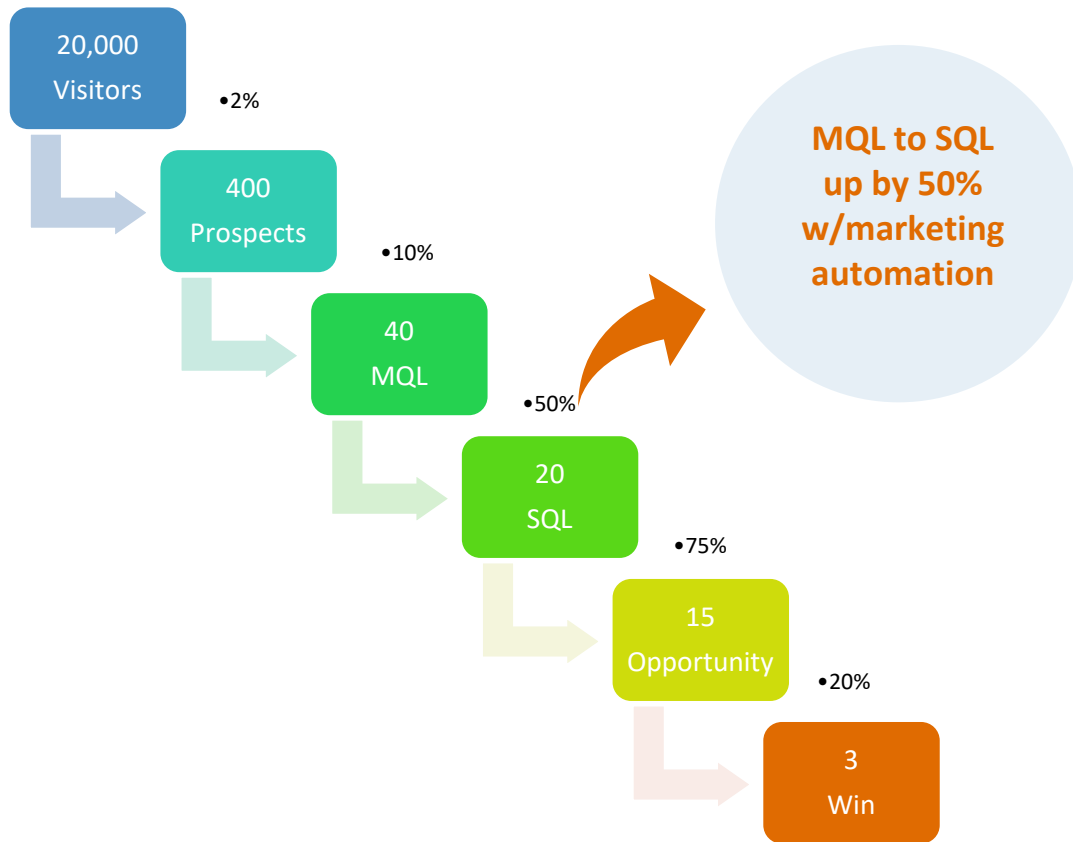


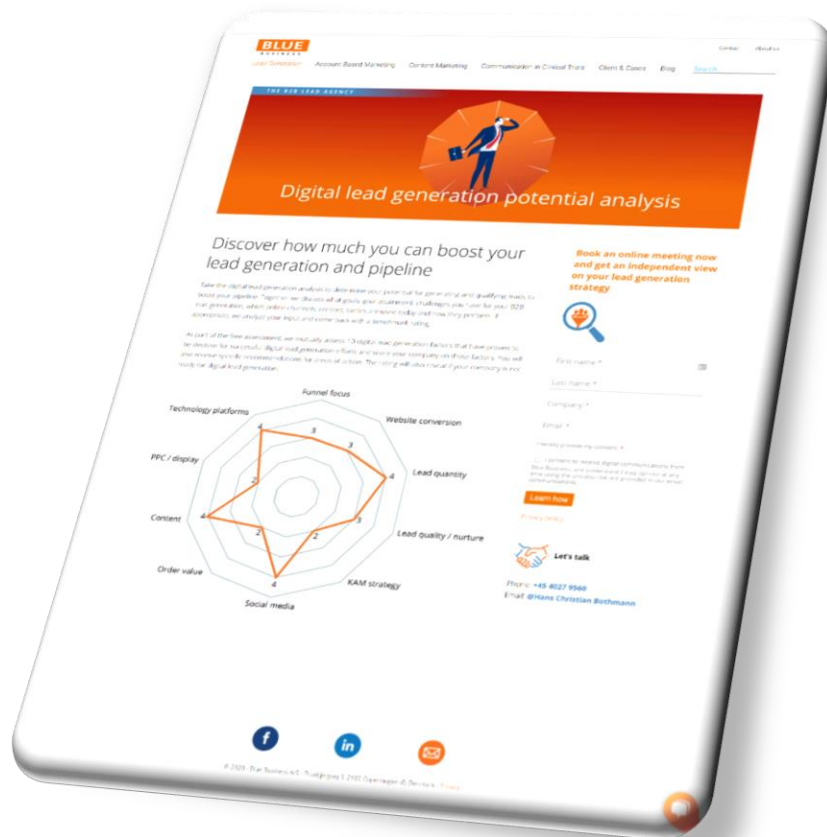
CONVERT: The real value from visitor to the bottom line



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

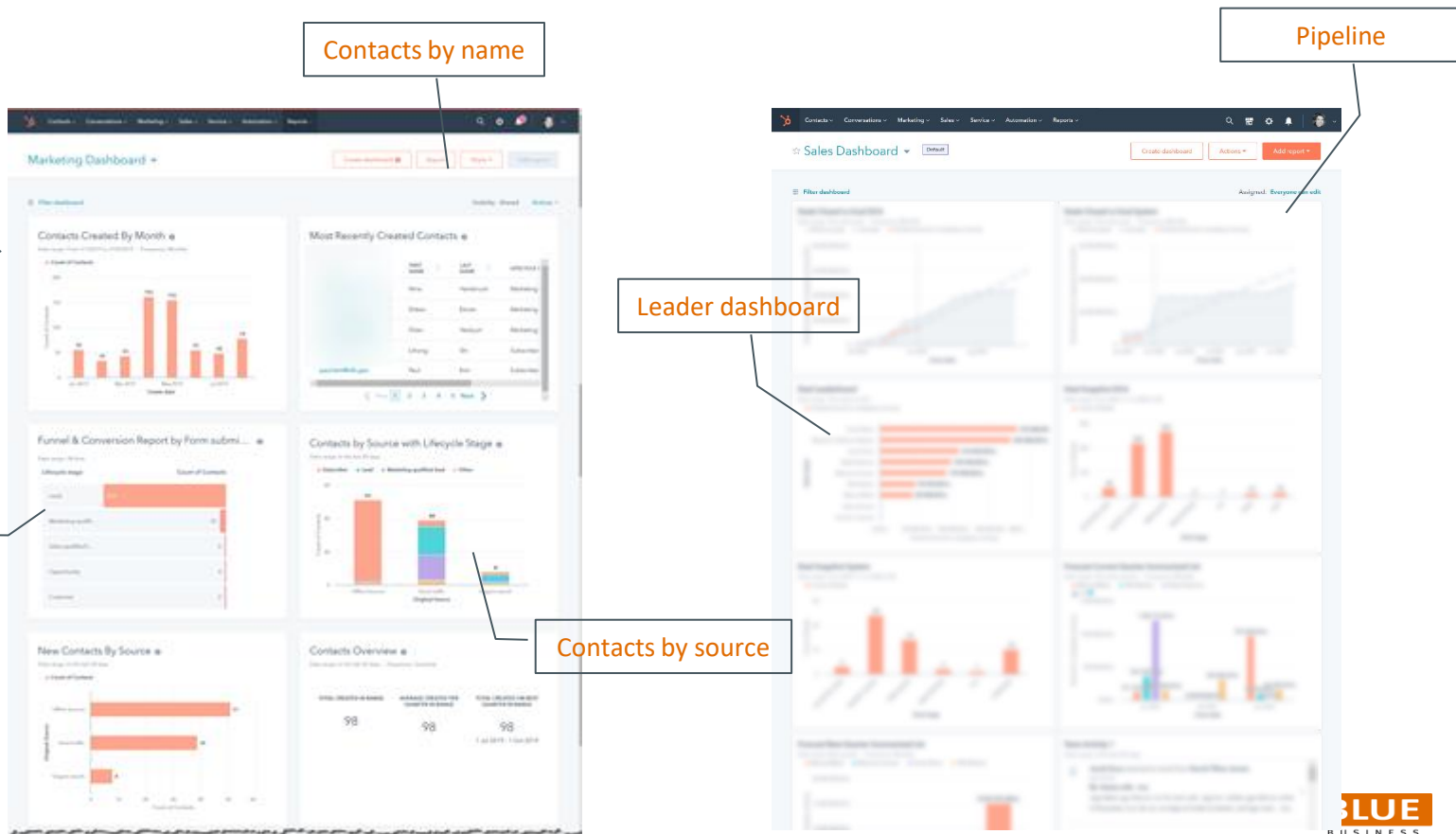
Funnel conversion

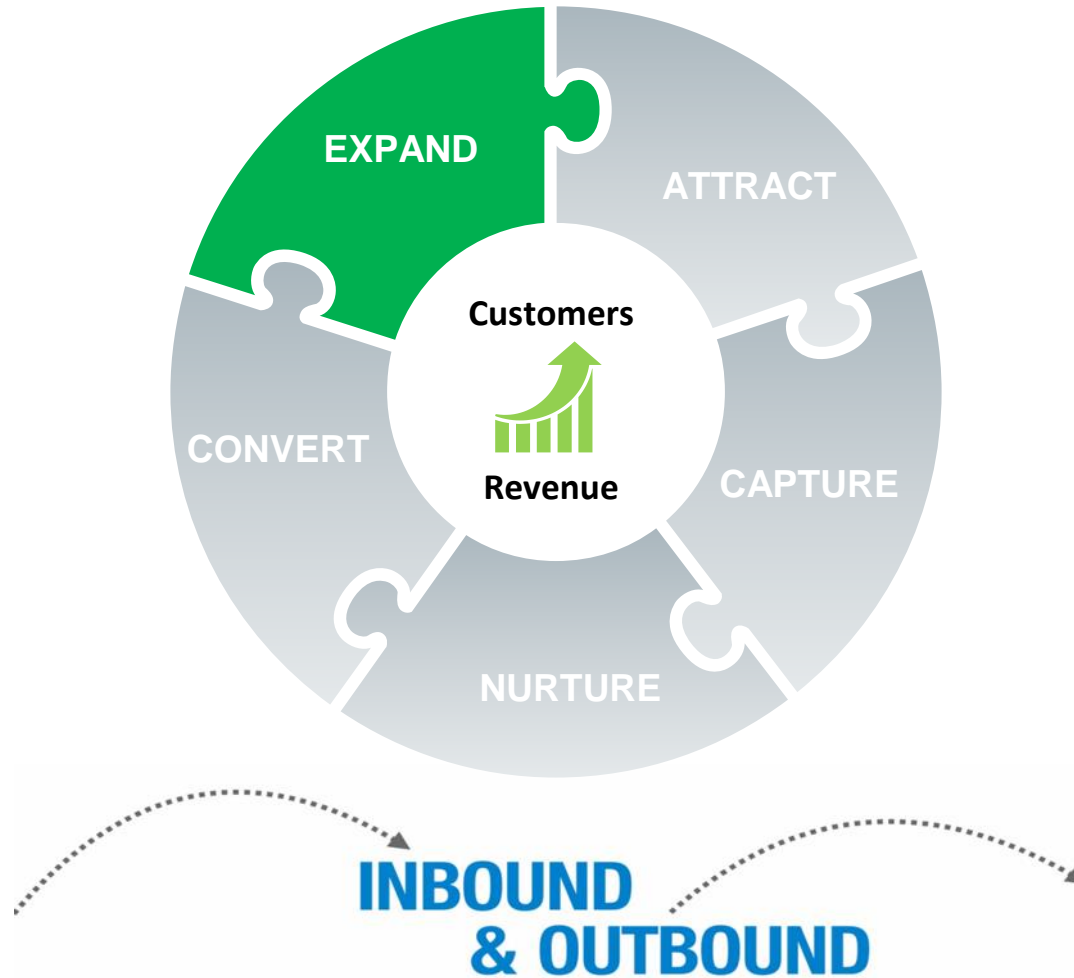
Leads by name

Leads by source



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

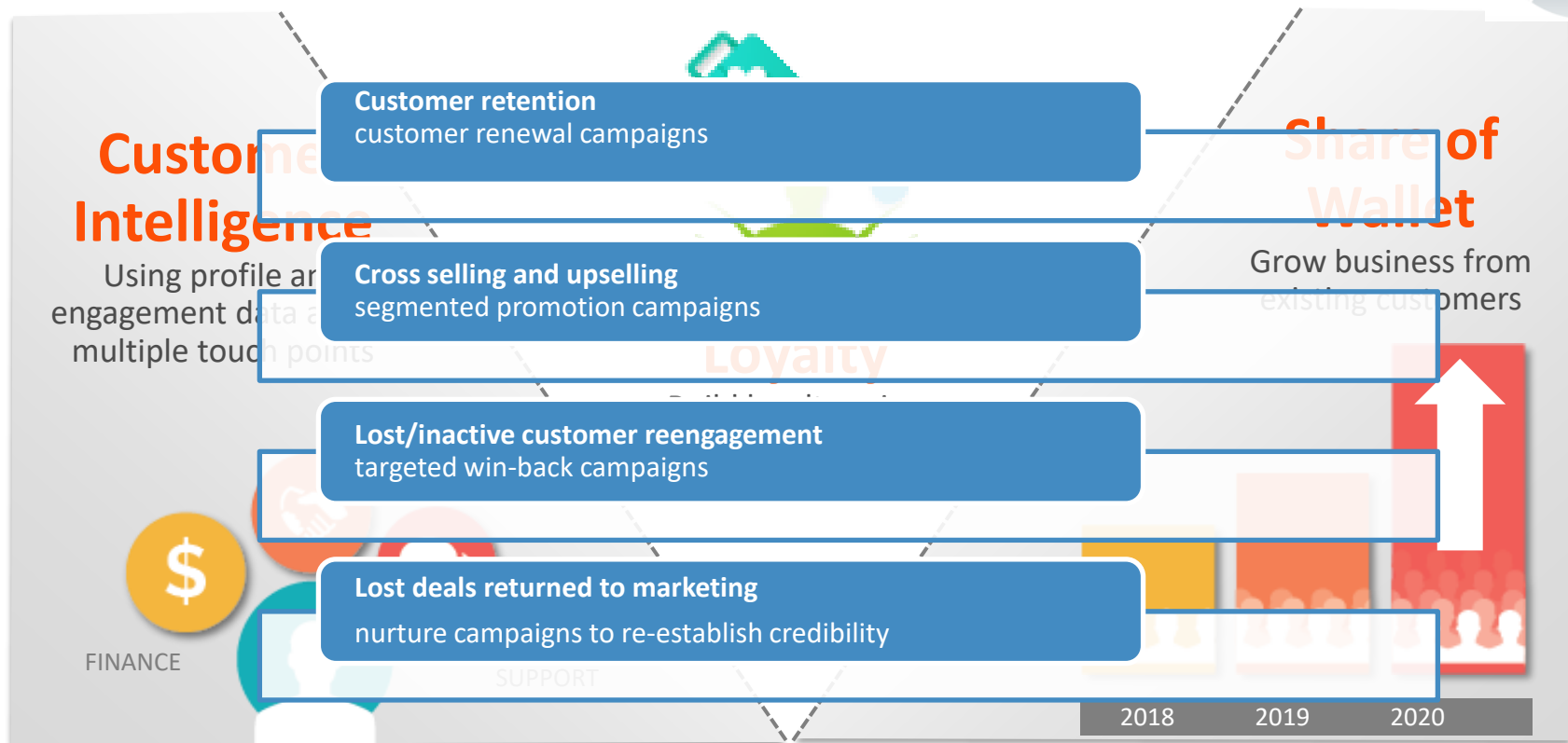






Expand: Customers are for life

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 >

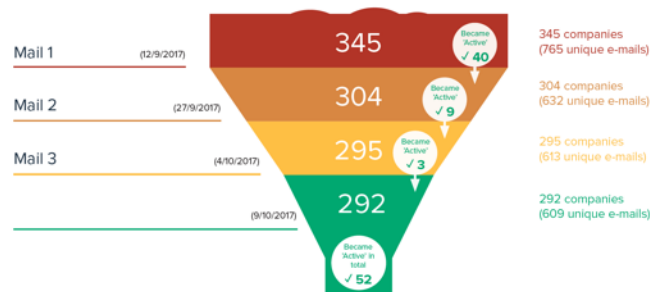
Official partnerships with Lenovo, HP, HP Inc., Samsung, Lexmark and others

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

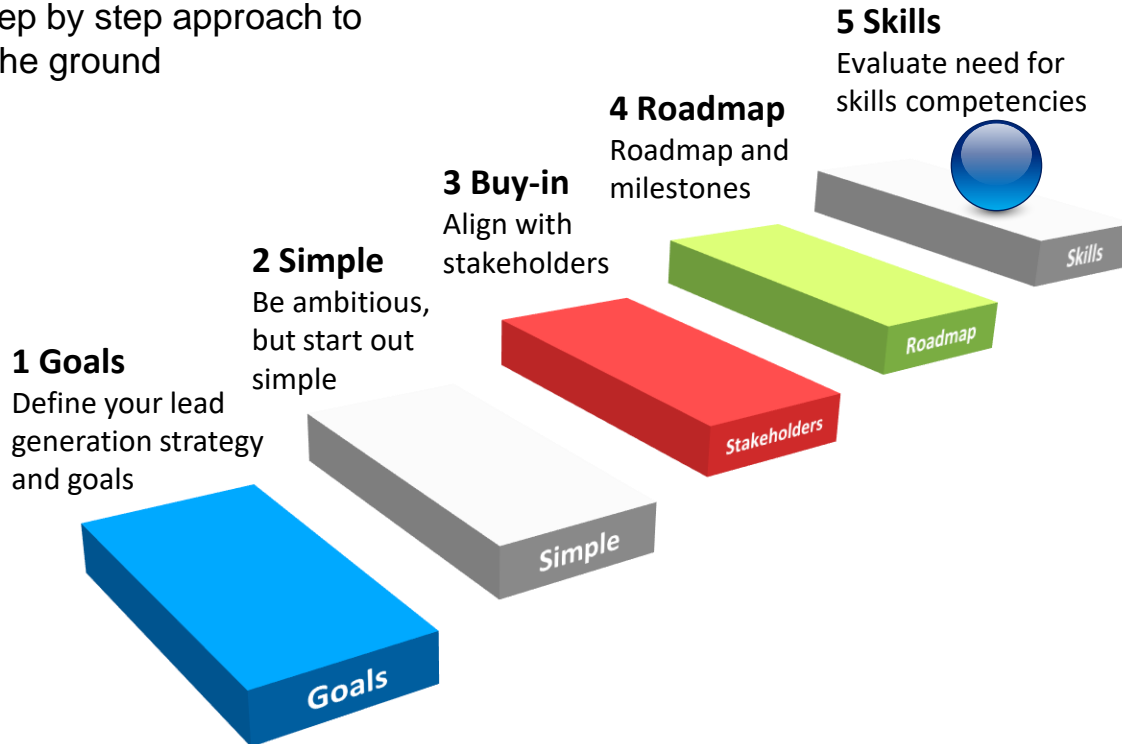
'Inactive' to 'Active' in total: **52** companies

ROI 15,1 %

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

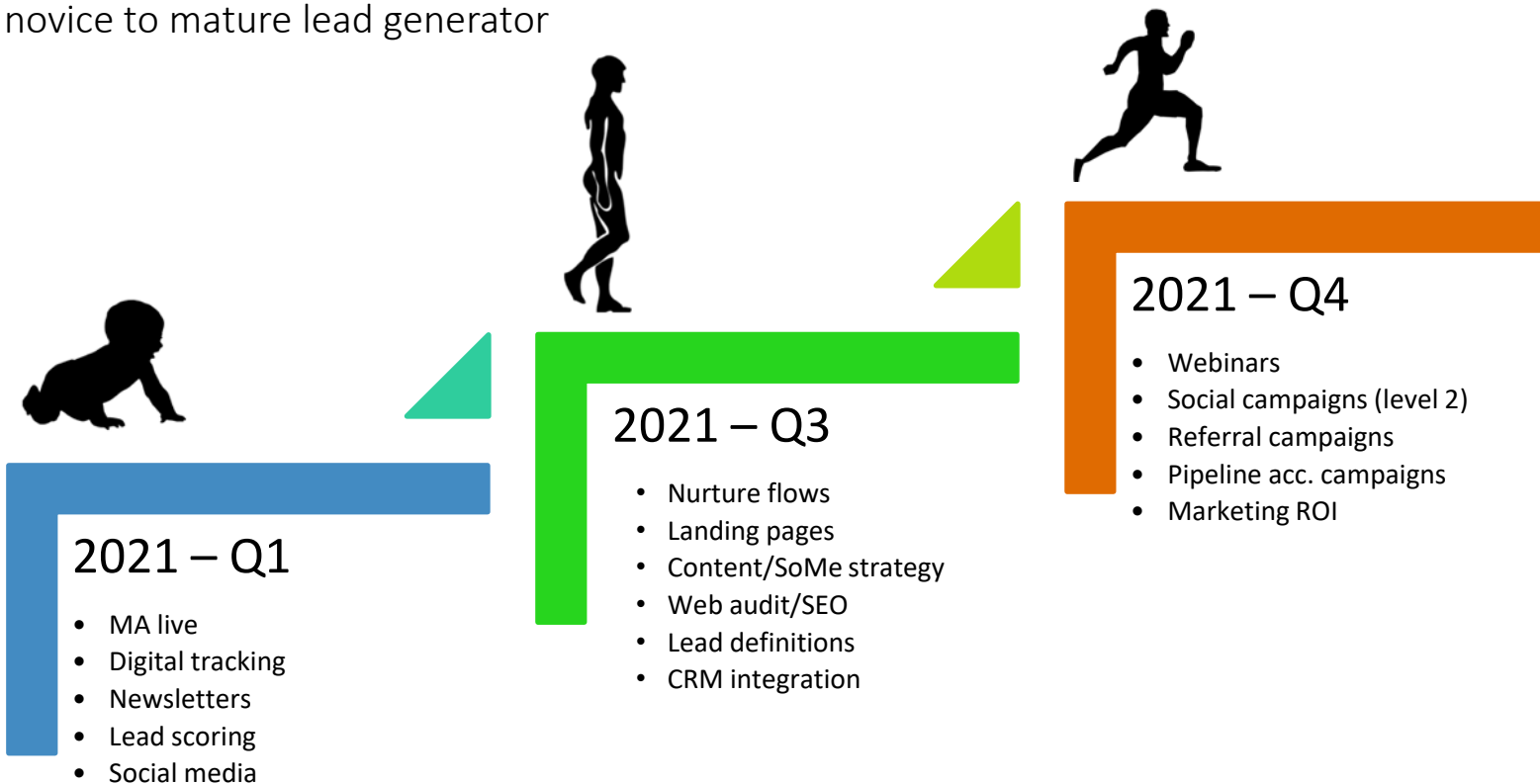
5 steps to get started with marketing automation

A simple step by step approach to getting off the ground

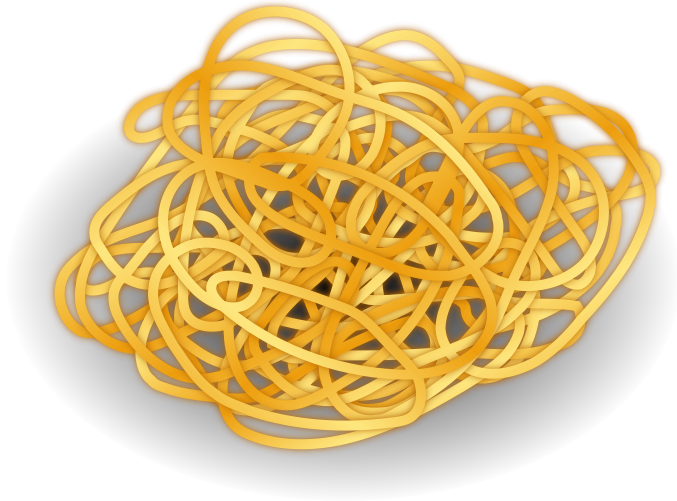


6-12 mth. roadmap and milestones

From novice to mature lead generator

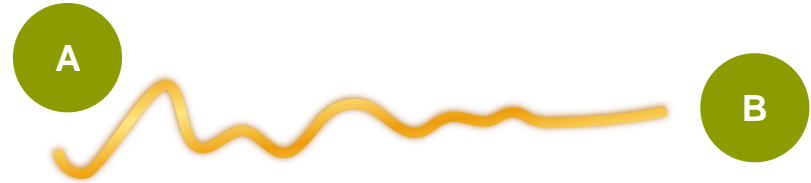


Our approach to marketing automation



Marketing Automation

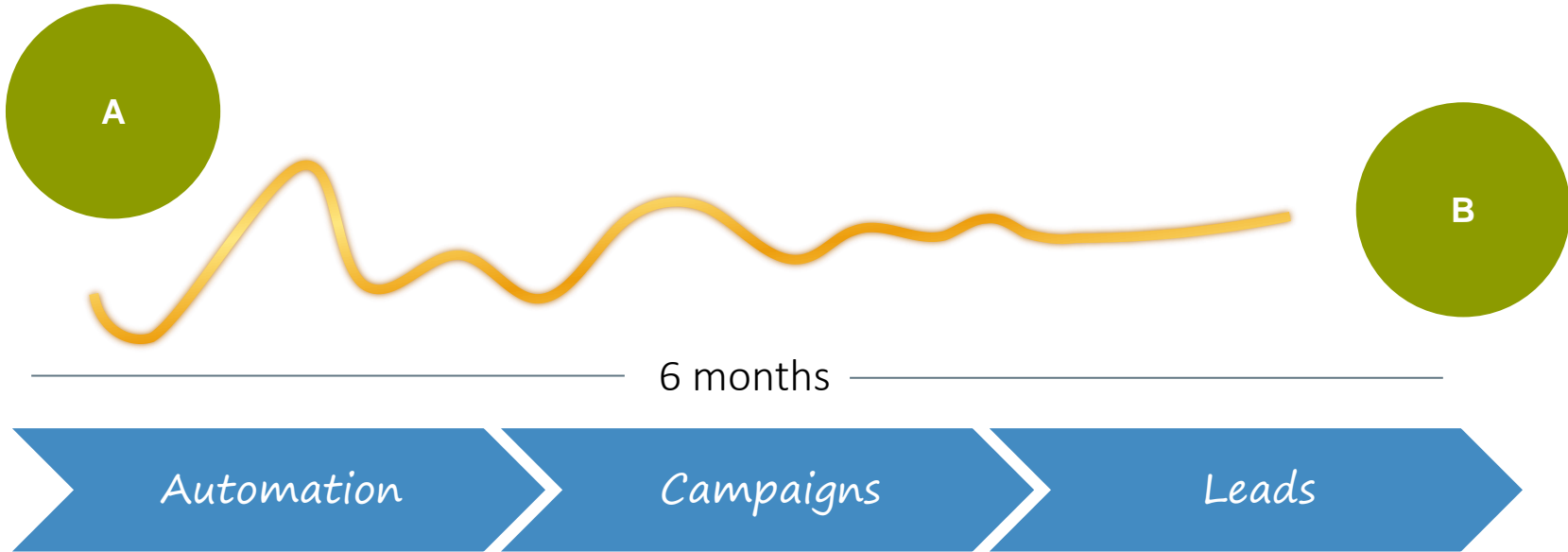
The complex way...or...



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



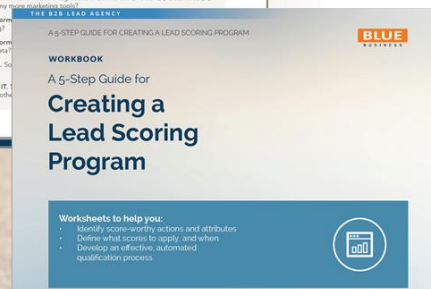
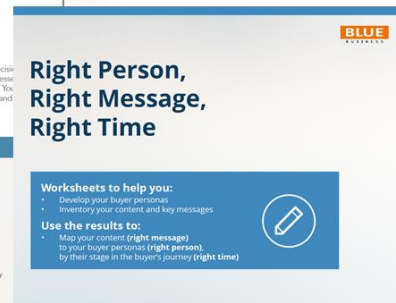
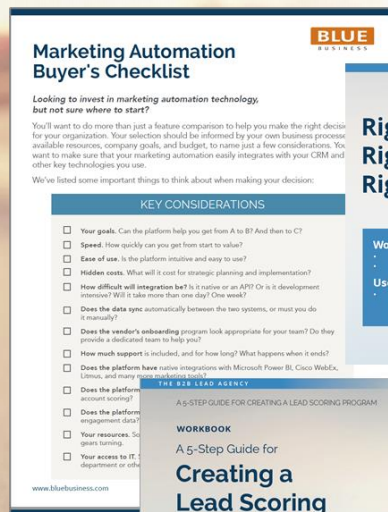
How we can help you build your digital pipeline



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

(value 7,500 kr)

●● Spørgsmål og svar



Tak for idag!

Morten Kornerup: +45 2085 3377

mk@bluebusiness.com

Hans Christian Bothmann: +45 4027 9560

hcb@bluebusiness.com

