

Webinar

Boost din B2B pipeline med SoMe, Automation og Content Marketing

09 March 2022

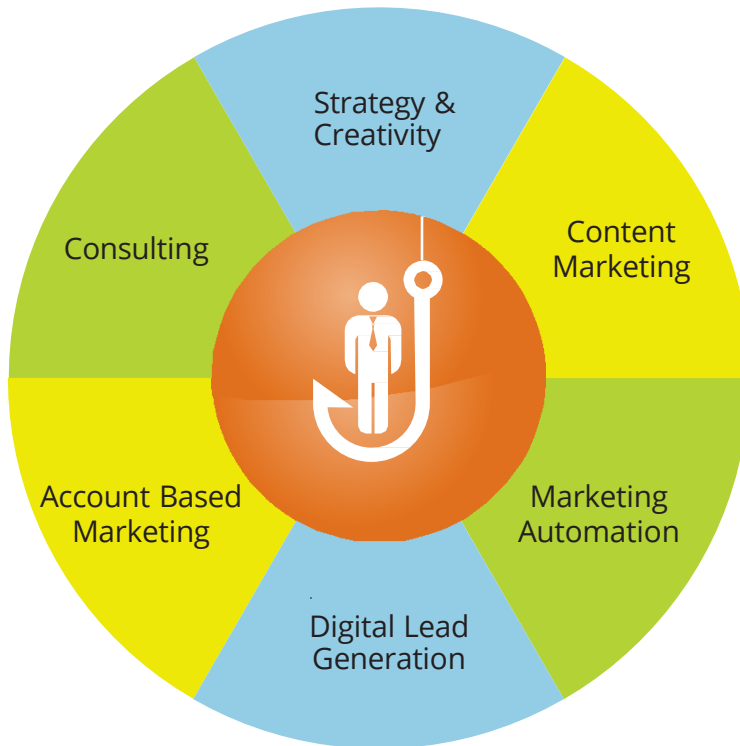
Agenda

- 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

Blue Business



Lead Generation and Account Based Marketing

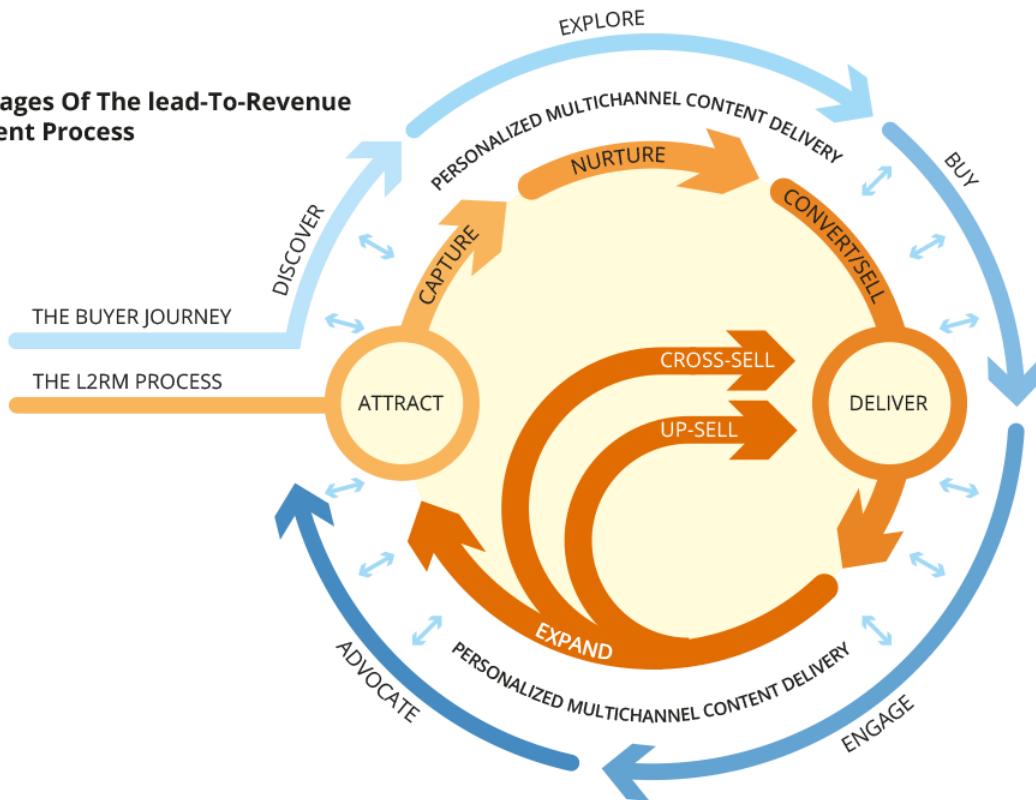
Generating, qualifying and nurturing accounts and leads to increase sales and marketing effectiveness

Customer references



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.



Implications of Covid-19

Implications of Covid-19

1 Address shifting stakeholders and complex decision-making units

2 Become fully customer centric

3 Keep up with fast-paced change and technology innovation

4 Transform to digital in new business, operating and customer models

5 Marketing to move away from product-driven push mindset towards a customer centric approach

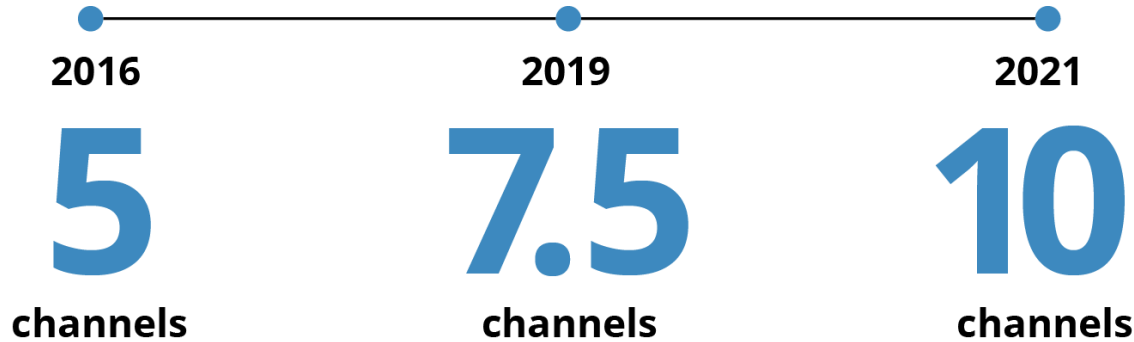
6 Redefine collaboration between marketing and sales. Break down silos

Source: Deloitte 2021

The number of digital channels have doubled in 5 years.

B2B decisions makers are using more channels than ever before to interact with suppliers.

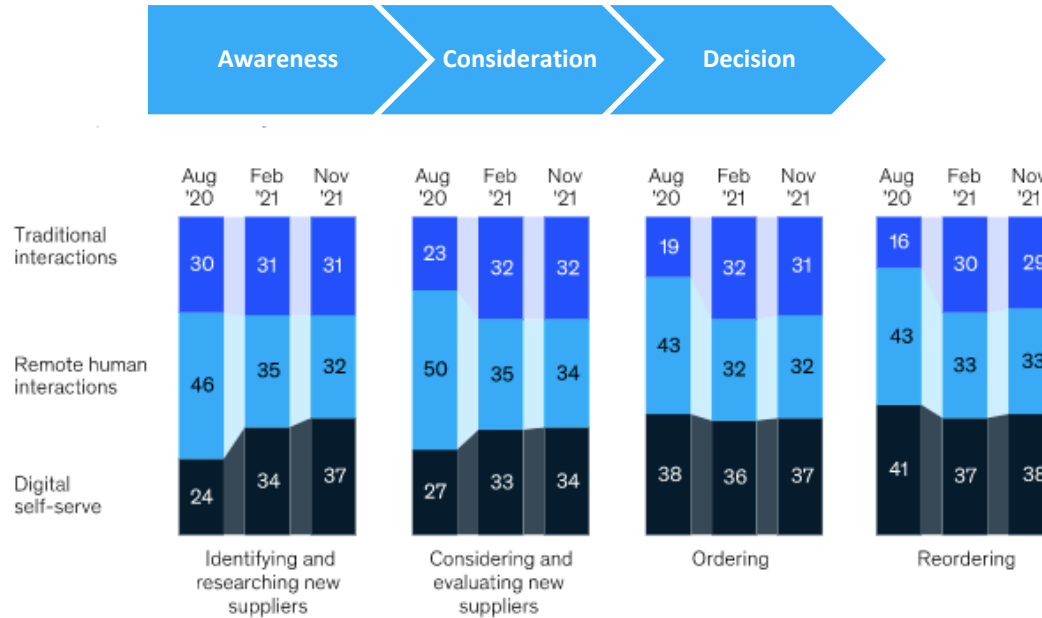
Number of distinct channels that B2B customers are using during their decision journey, 1 US only



- What type of research have you used to research suppliers?
- Which of the following methods have you used to evaluate suppliers and products at this stage?
- How do you typically go about submitting a new purchase order?
- How do you typically submit your re-order?
- Count of distinct channels used across the entire buying journey (research, supplier evaluation, ordering, reordering)

Source: McKinsey & Company Global B2B Pulse, 2016; n = 648; 2019, n = 605; Nov 2021, n = 602

The importance of digital channels is increasing – especially for the early phases of the customer journey

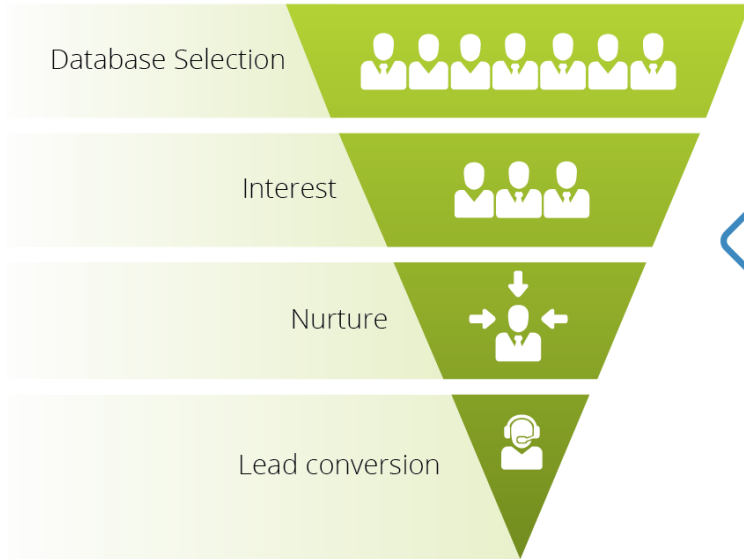


Source: McKinsey & Co, 2022

Two types of Lead Generation

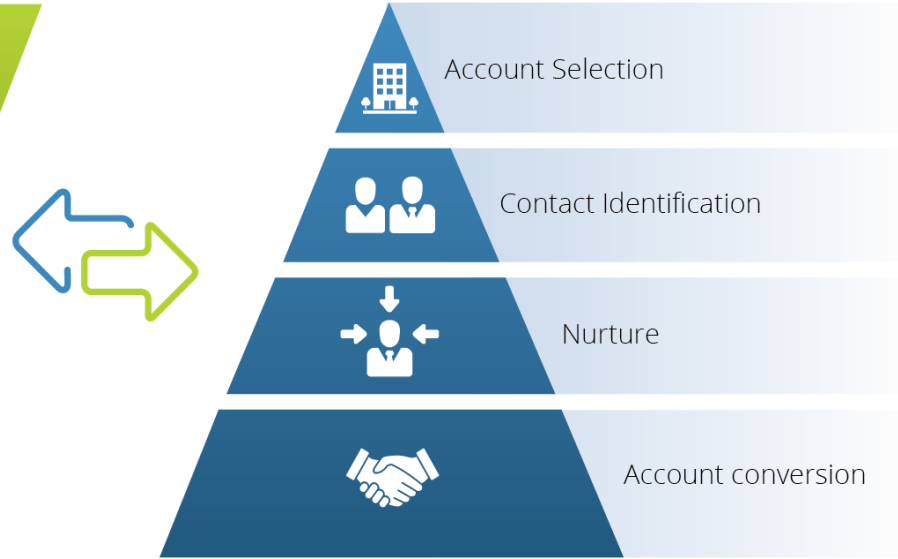
Lead Generation

Fishing with Nets

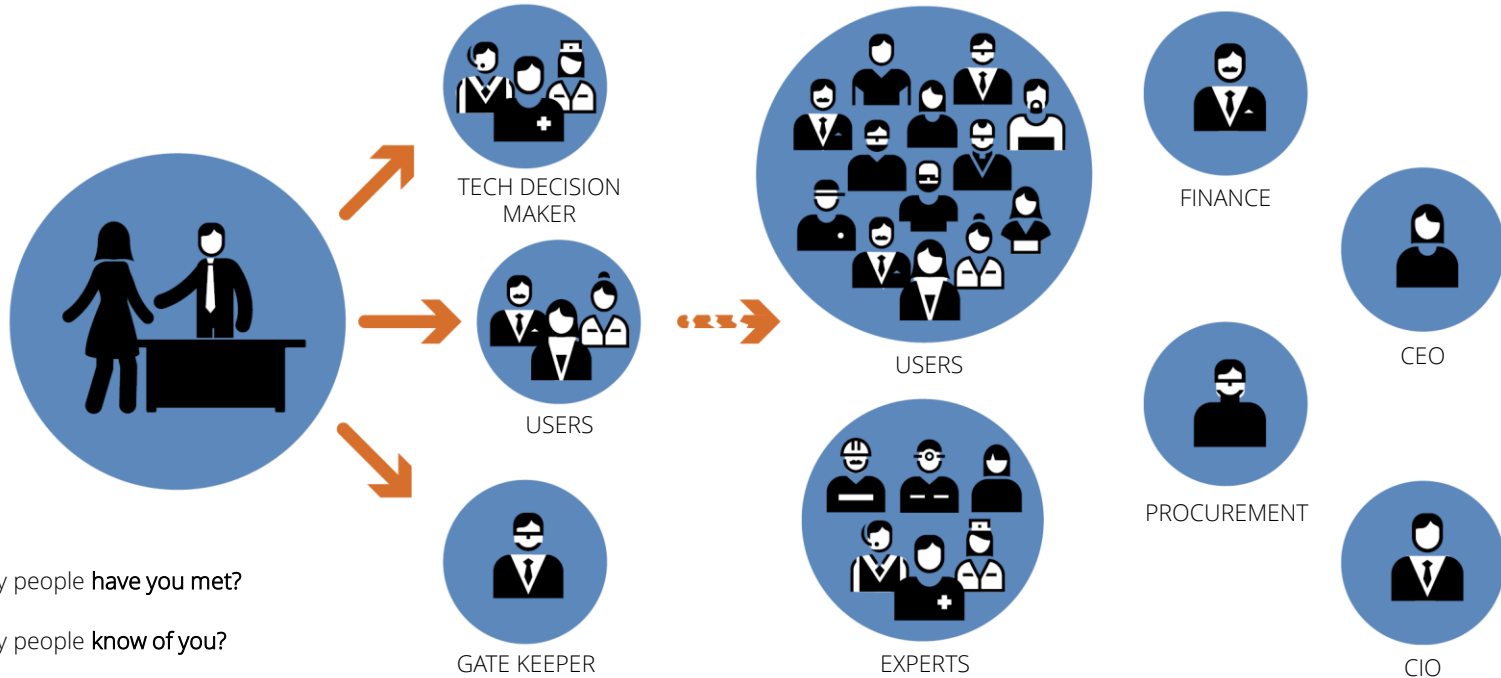


Account Based Marketing

Fishing with Spears



Are you talking to the real decision makers?



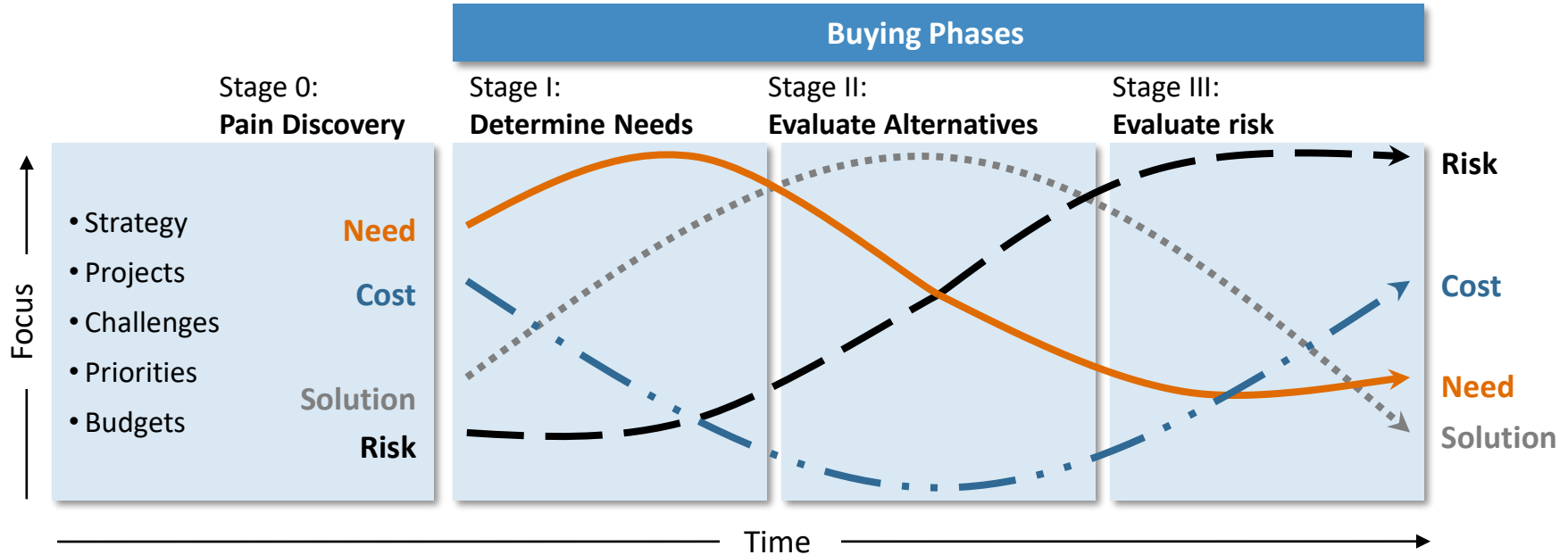
How many people **have you met?**

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 →](#)

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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

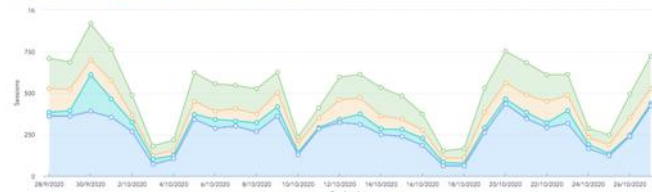
Analytics view: All analytics activities - Include offline sources

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 4.8%



Unique clicks

54

Total clicks

93

GLOBAL TEAMS COMPETENCES ACROSS BORDERS



Dear customer,

With the challenges we are facing today there is a need that is effective. At DIS we are ready to support you. With our Global access to specialized competences globally in a scalable and efficient way.

A Global Team works across borders and can take all kind of customer access to specialist knowledge and a faster process. With a Global Team setup, you can also scale your technology returns on investment. Together, we define the need and the right way we customize a team to work on it - you can leave the whole about managing all consultants, supplying office desks, equipment.

CONTACT US HERE!

DIS innovative engineering

A NEW WORLD REQUIRES NEW WAYS OF WORKING

TECHNOLOGY IS OUR PASSION,
CULTURE IS OUR KEY



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.

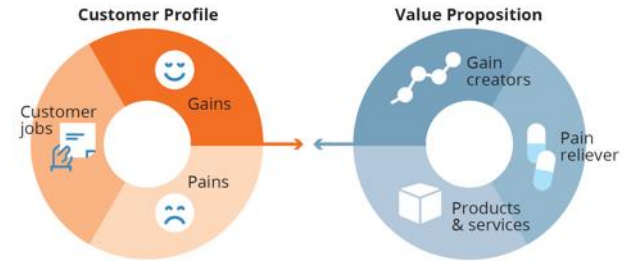
Company becomes first mover on a new product

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

BLUE
BUSINESS

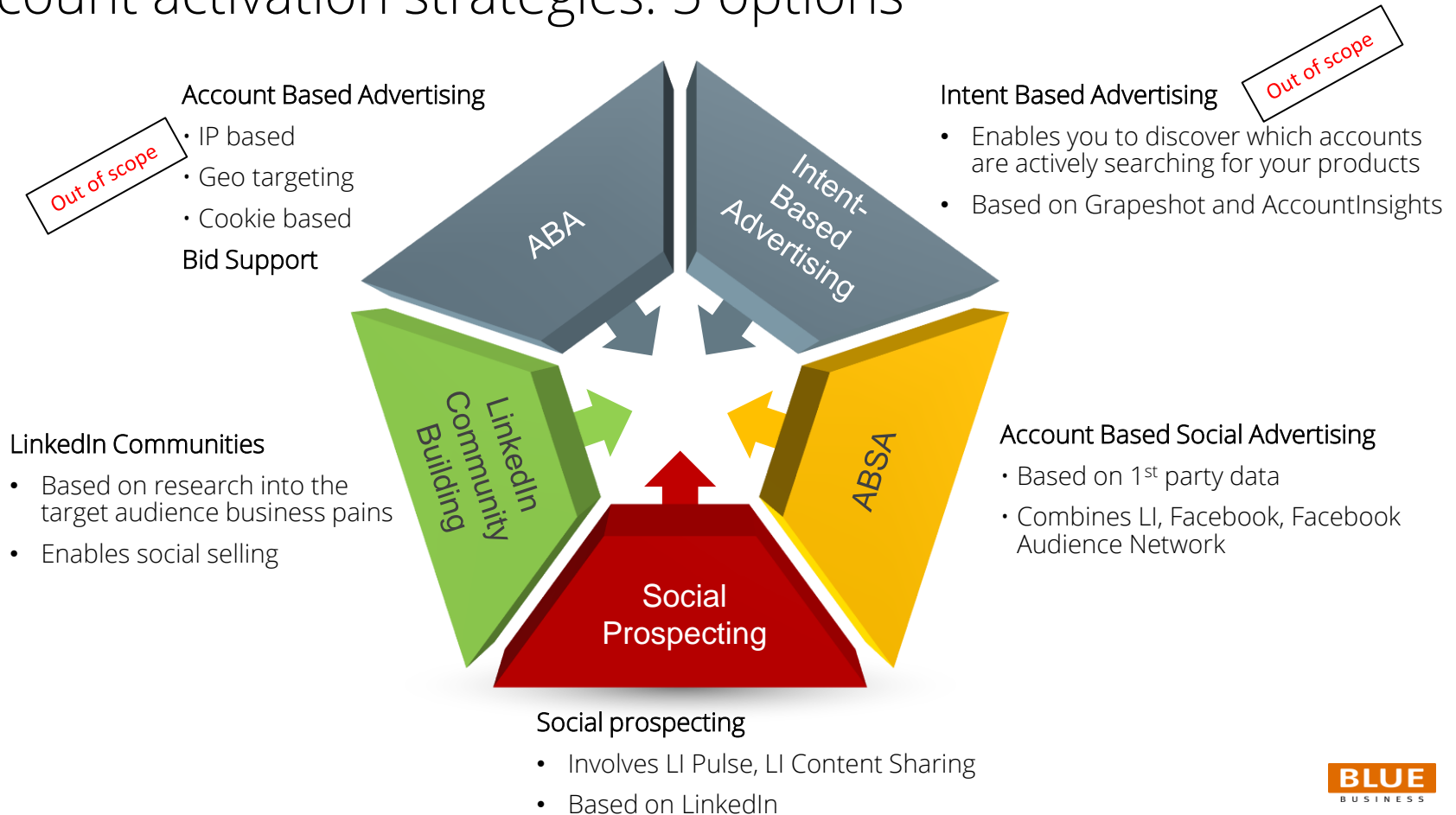
Key learnings

- 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



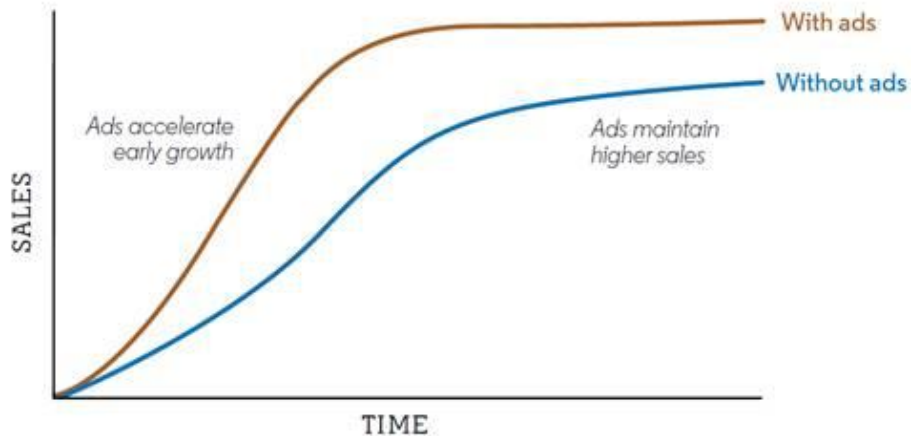
How to create engagement and leads with your top customers

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

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BLUE
BUSINESS

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Search...

in

ABM
EFFICIENCY
AT WORK

1: ABA
Account Based Advertising

2: ABSA
Account Based Sales Automation
LinkedIn Sharing Facebook Lead Ads Adroll retargeting

3: Account Based Marketing Automation

AWARENESS 0%

80%

REACHED
Impressions Clicks

ENABLED
Exposed to banners

ATTRACTED
Time on page

CONVERTED
Downloads Form fill out

TRANSACTED
One-to-one nurture

Download the ABA book

THE DEFINITIVE
GUIDE TO ACCOUNT
BASED ADVERTISING

First name*
Morten

Last name*
Kornerup

Company*

Email*

Download

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

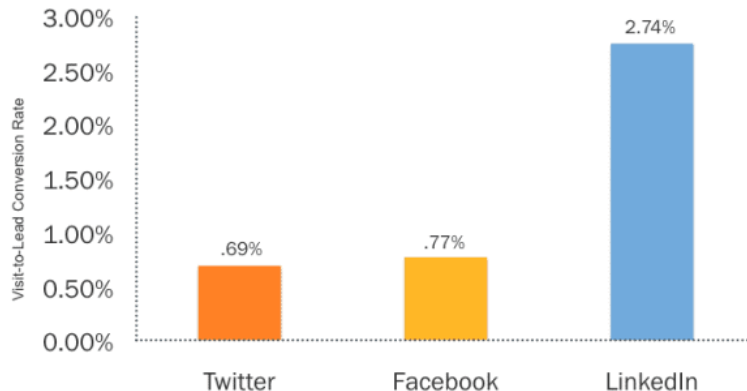
The best companies are enabled by a new approach and by enabling new technology. Marketers and sales face many challenges: GDPR is definitely a game changer, and so is the increasing complexity in the buying center, and the concentration of buying power. Recent research (Celsius, 2017) indicates that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

LinkedIn

A few stats on LinkedIn

1. LinkedIn has over 690+ million members
2. Almost 45% of members are also monthly active
3. 40% of the Monthly Average User (MAUs) are even logged in daily
4. One million high-level influencers and 40 million decision-makers on LinkedIn.
5. LinkedIn is responsible for more than 50% of social traffic on B2B websites & blogs
6. LinkedIn is great for lead generation

LinkedIn Best Social Network for Lead Generation

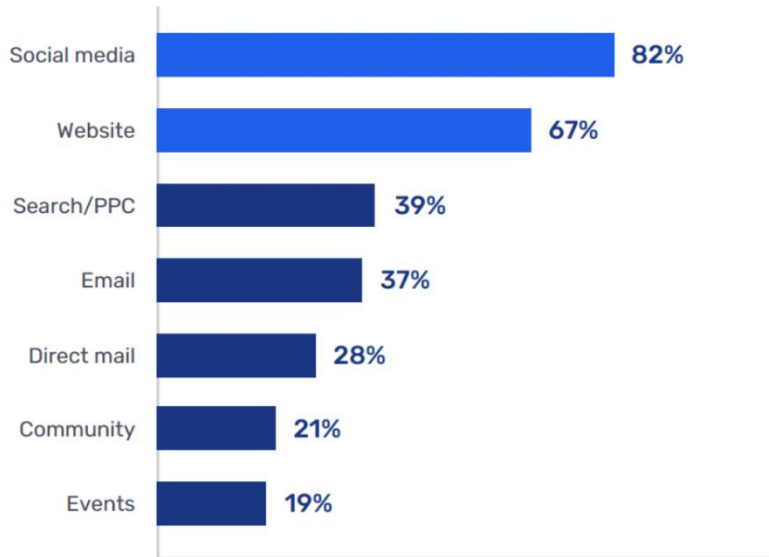


This study by HubSpot.com included 5,198 B2B and B2C businesses.



Social media is becoming even more important for B2B

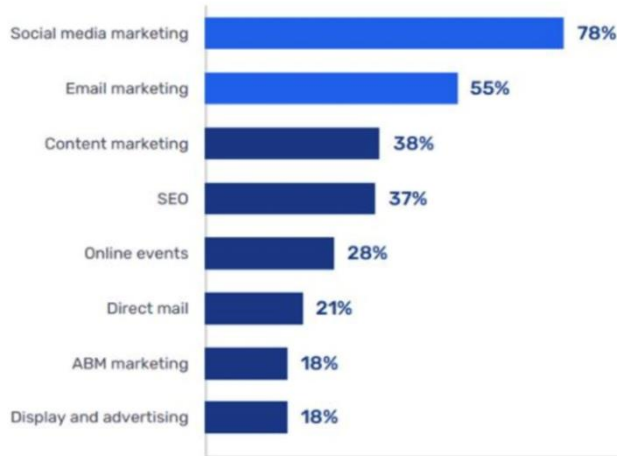
Top Growing Marketing Channels in 2021



● Source: Oktopost

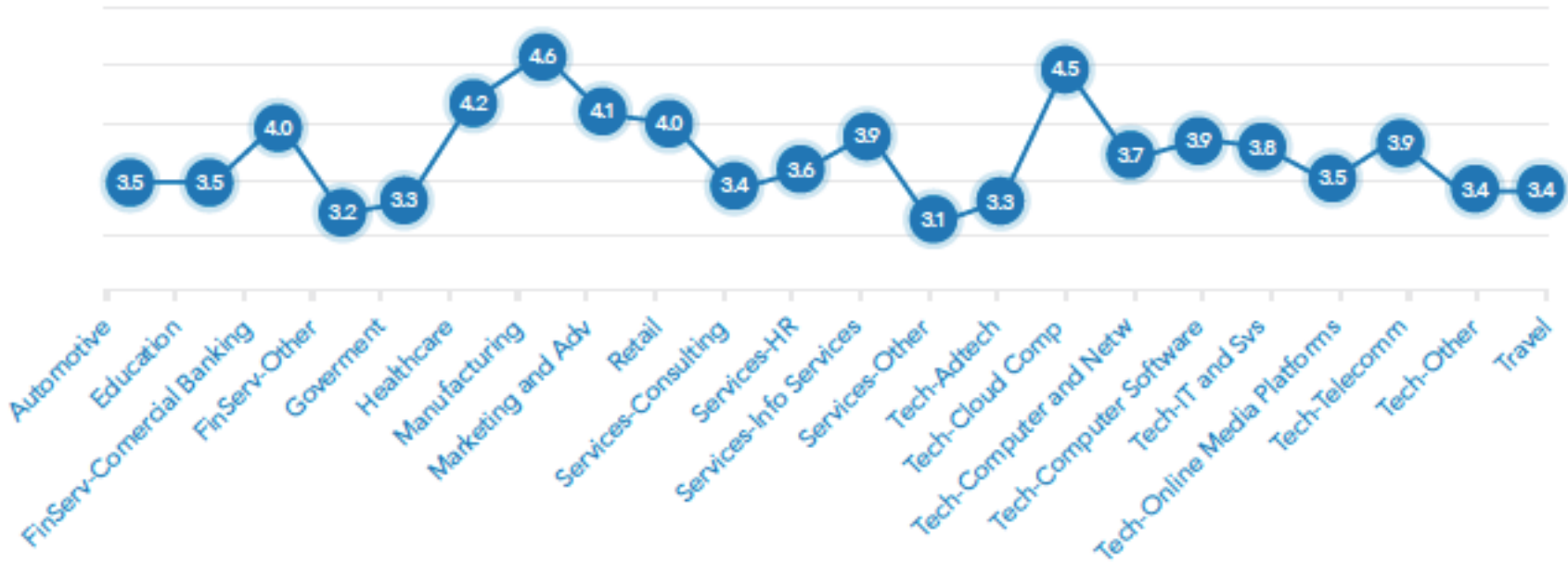
What worked for B2B during Covid?

Most Effective Marketing Initiatives during COVID-19



Q: Which marketing initiatives proved to be most effective for you during COVID-19?

Departments impacting the buying decision vary by

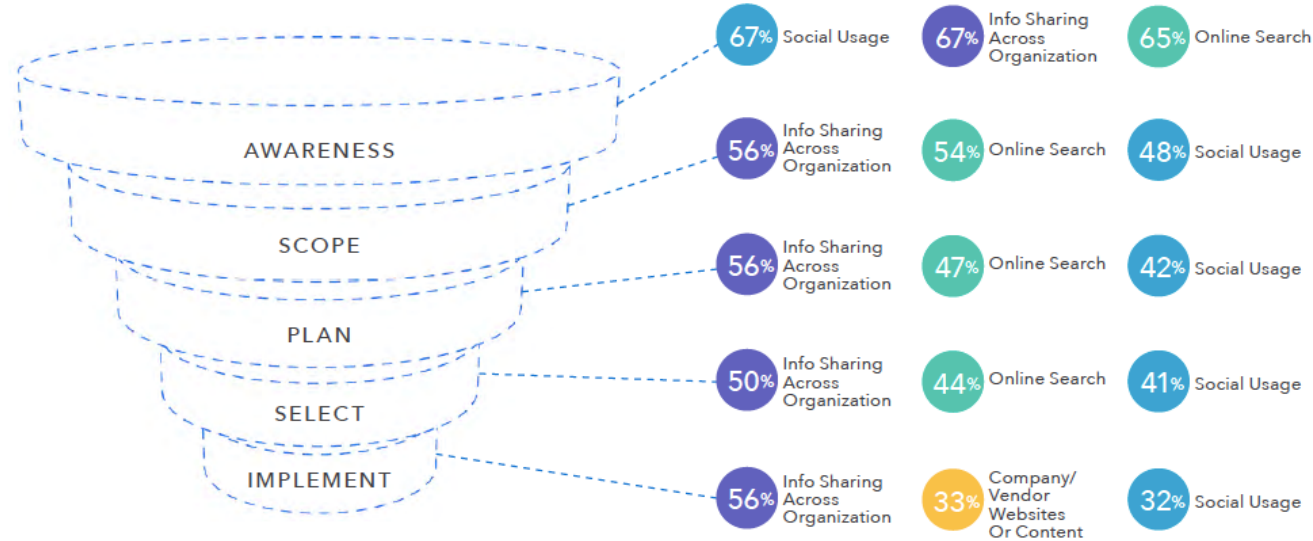


If vendors are not known company wide – they are not known!

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
33s

Stephanie – wanted to make sure you saw this. In case you havent 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

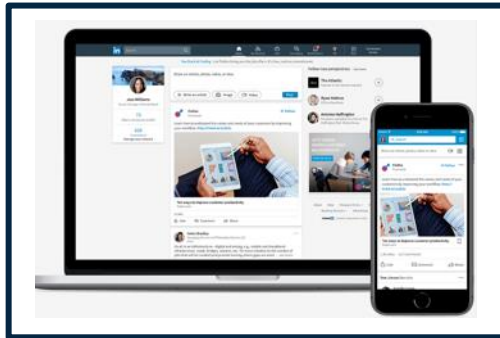
Gitex Technology Week | 08 - 12 OCT 2017
Hall 7 – Stand B10

Register for your free pass to attend Gitex 2017
fwdlinkd.com

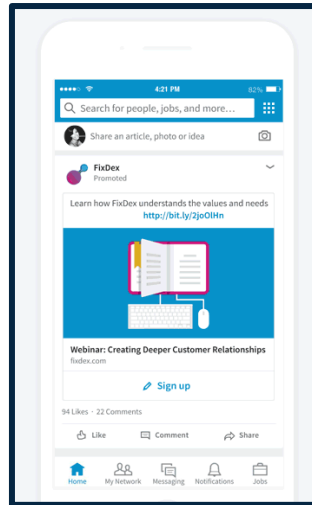
👍 Like 💬 Comment ➦ Share

Lead Form Flow

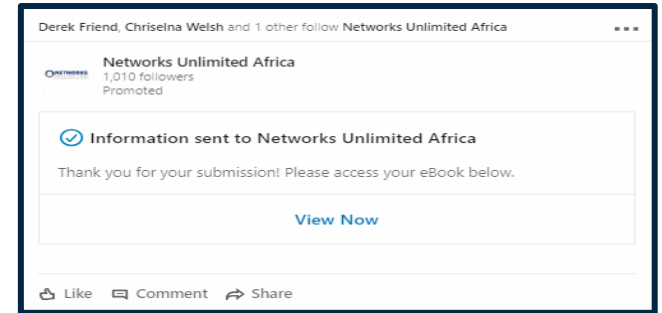
Step 1: Sponsored Image, Video or Carousel Ad



Step 2: Lead gen form and opt-in



Step 3: Thank you form and resource



Advertising on LinkedIn will get you leads

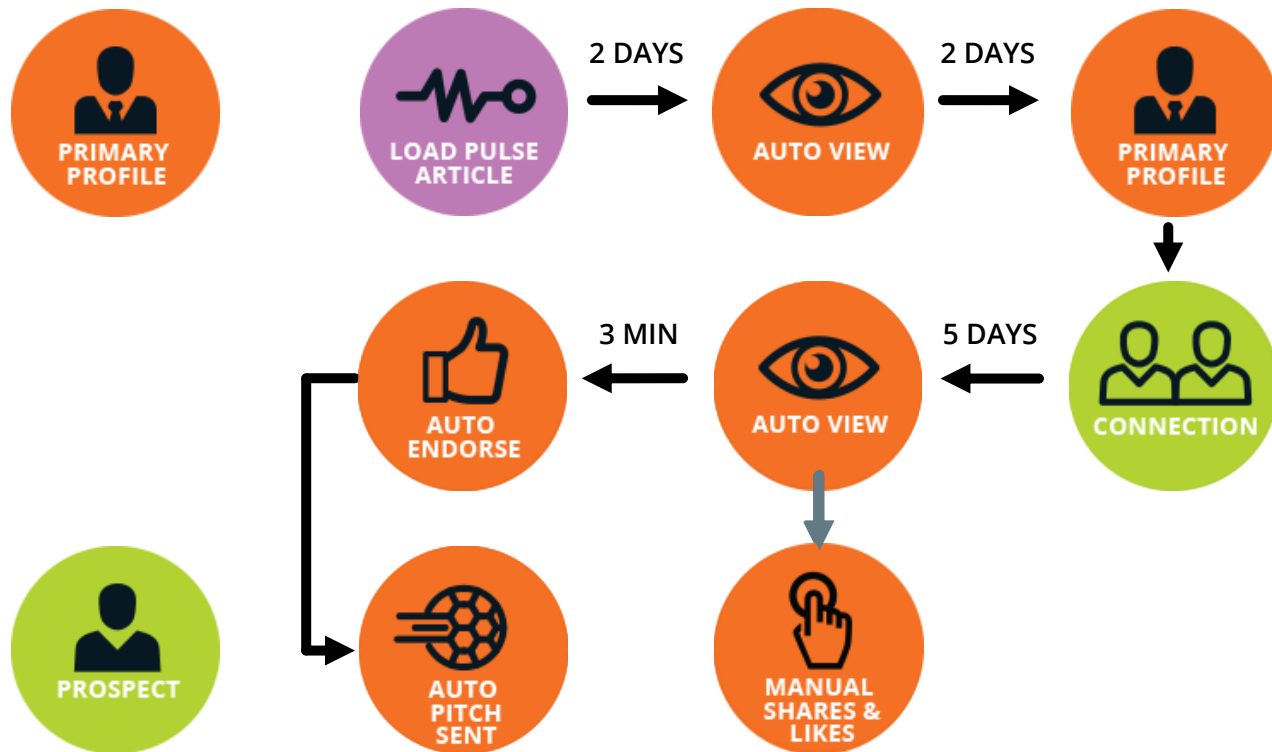
- Source: Blue Business client campaigns 2021/2022
- BUT: don't just throw money at LinkedIn...
- In your communication show **empathy, creativity, and consistency**

Campaign	CTR	MQL
IT Denmark	0,33	14
Pharma EMEA	0,72	38
Food 1 EMEA	0,85	6
Food 2 EMEA	0,64	7
Food 3 EMEA	0,88	6
IT EMEA	0,48	19

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
- Expandi



Dux-Soup
Smarter lead generation



ONE2LEAD

ABSA: Account Based Social Advertising

Take the best from two worlds



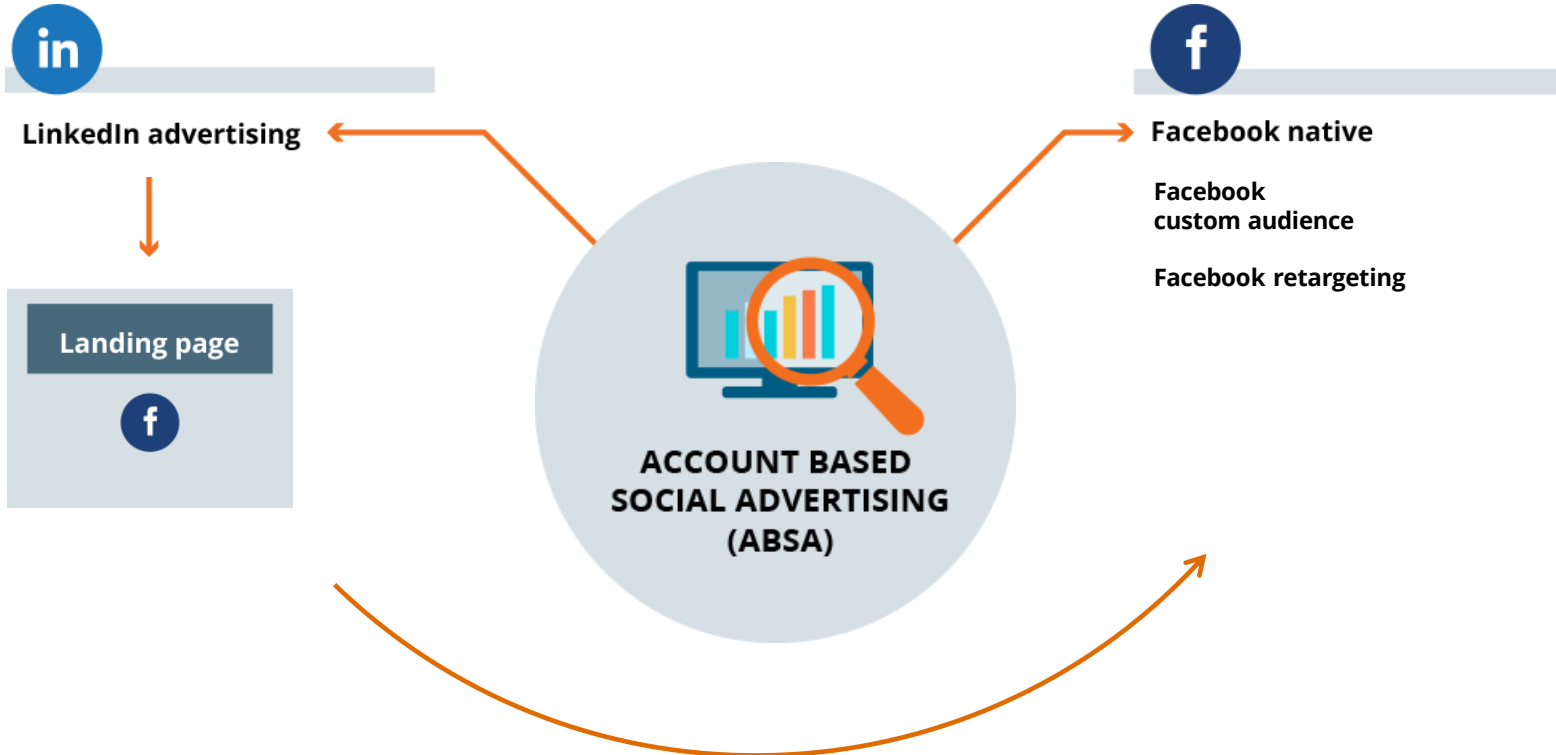
LinkedIn Content
Sharing



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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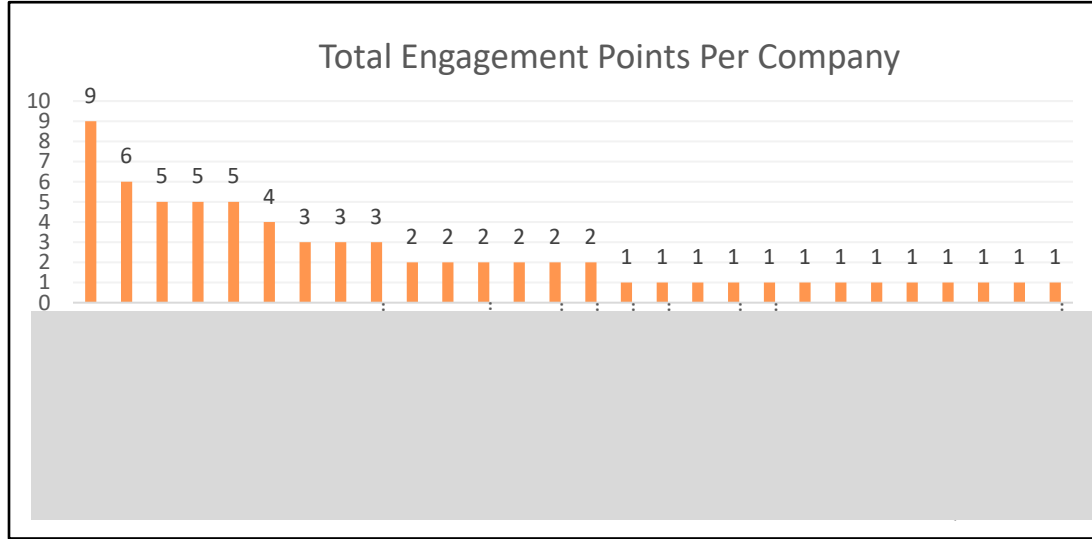
Thanks, you're all set.

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



Julie Gorman

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

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



Digitalization: Imperative for European Insurers
fwdlnkd.com

1 Like

👍 Like 💬 Comment ➦ Share

Main findings and conclusions

Campaign 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					11	30	9	50

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 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

BLUE
BUSINESS

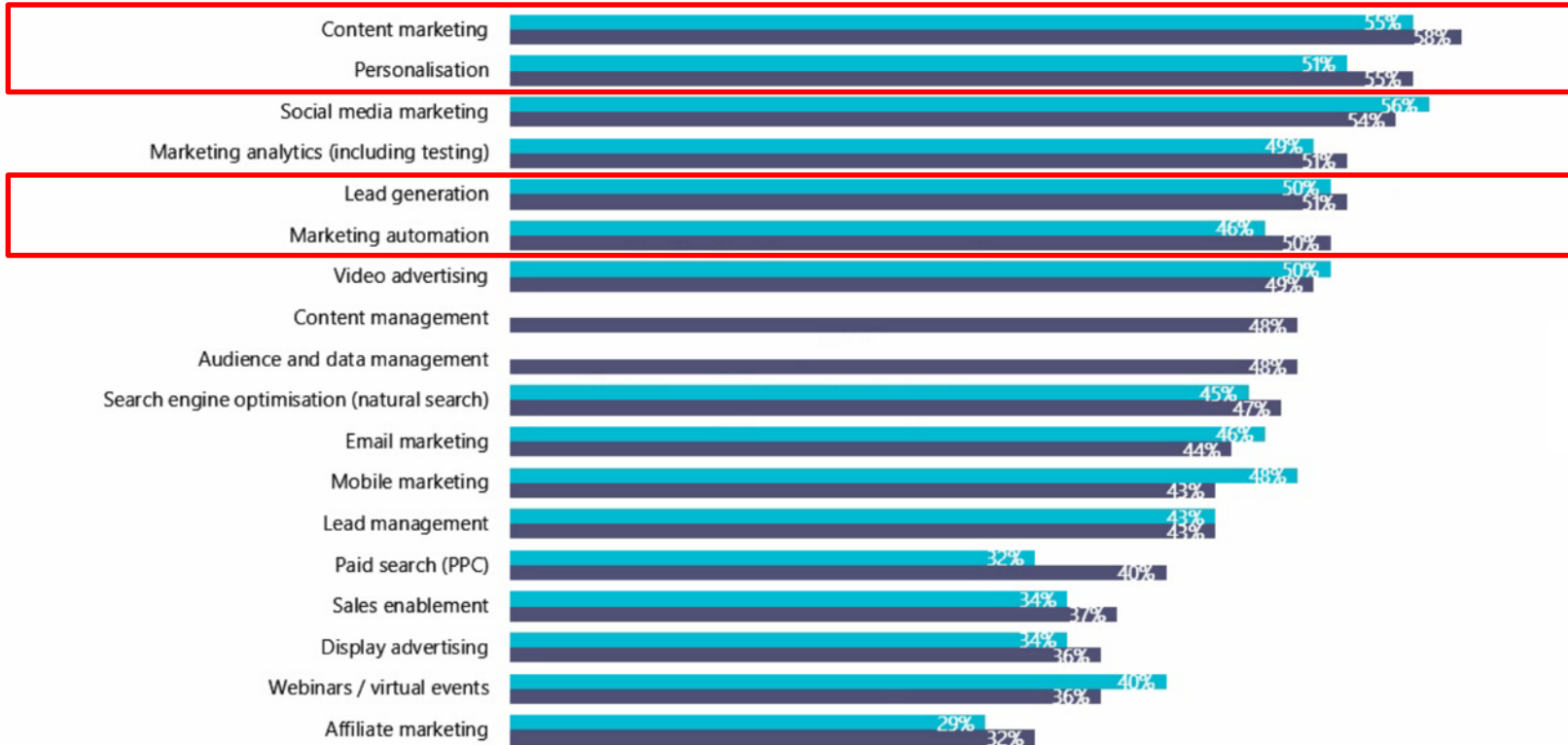
“Get into the revenue camp. Show your number. Talk about your number. If people in your firm believe your work is pure cost, they’ll ask you to do less of it. If people believe your work leads to revenue, they will want you to do more of it.”

eConsultancy ‘The Digital Outlook’ report

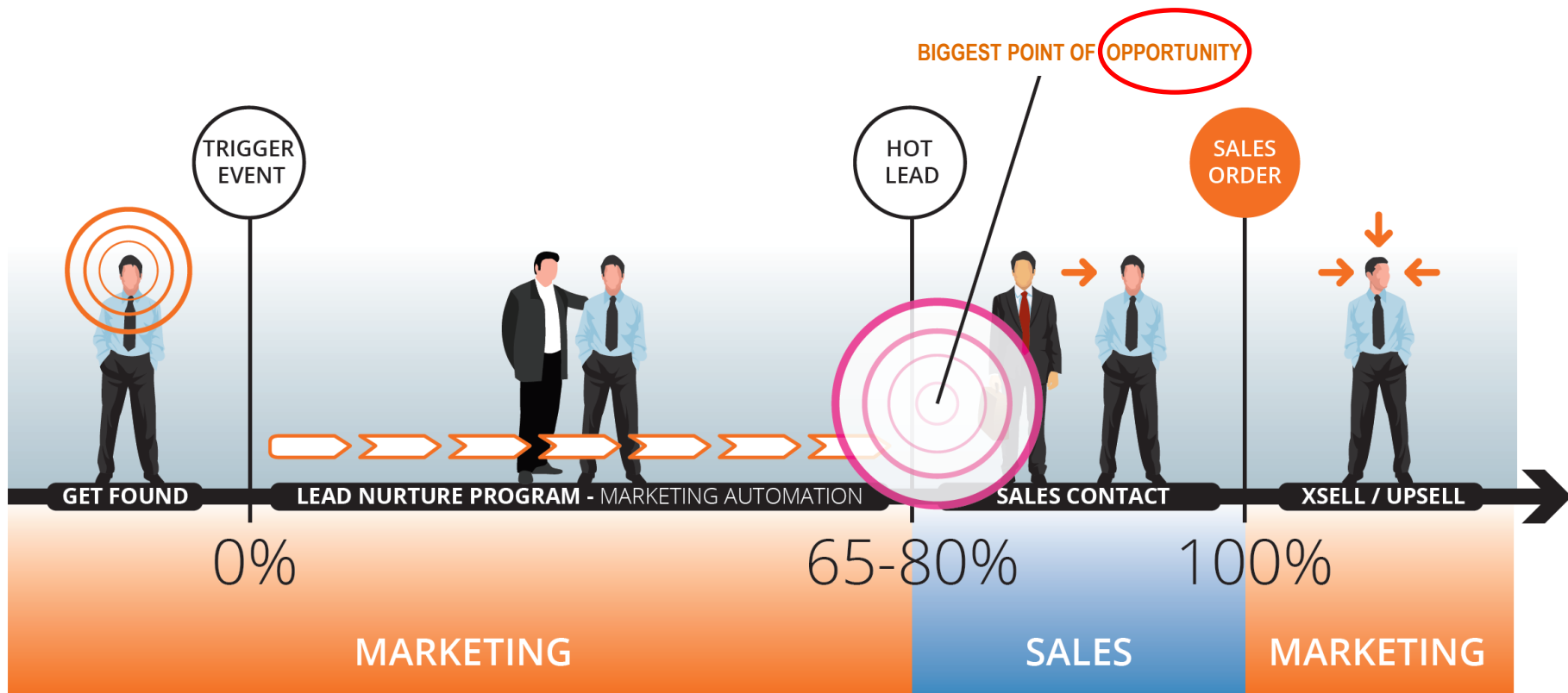
Set goals then
start acting to
meet them.

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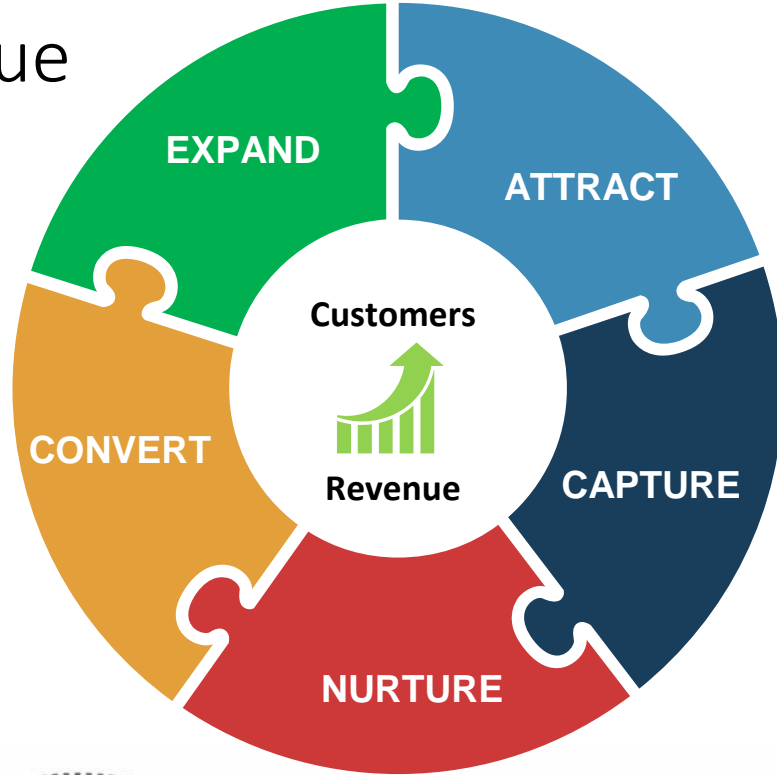
Top priorities for digital marketers



Take charge of the customer journey



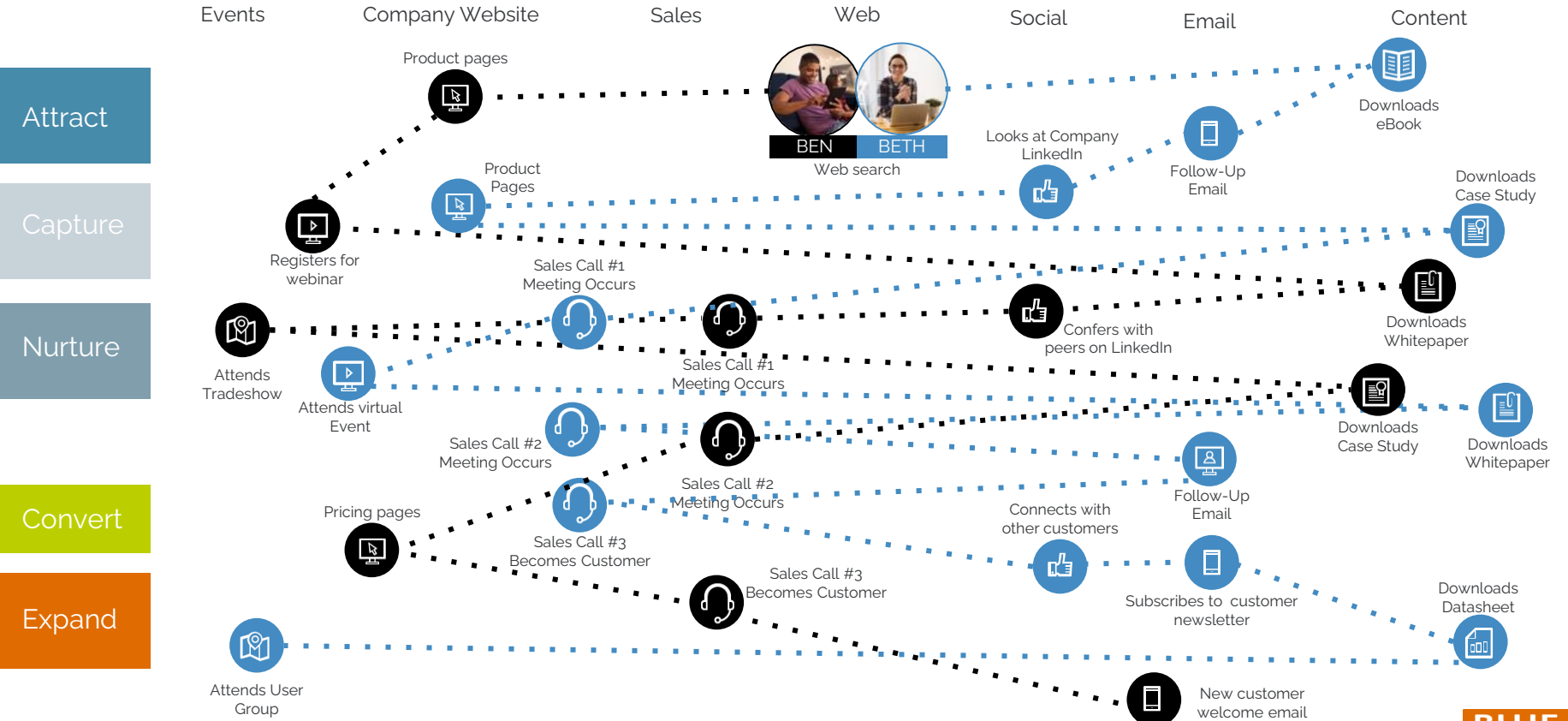
Lead to revenue management



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

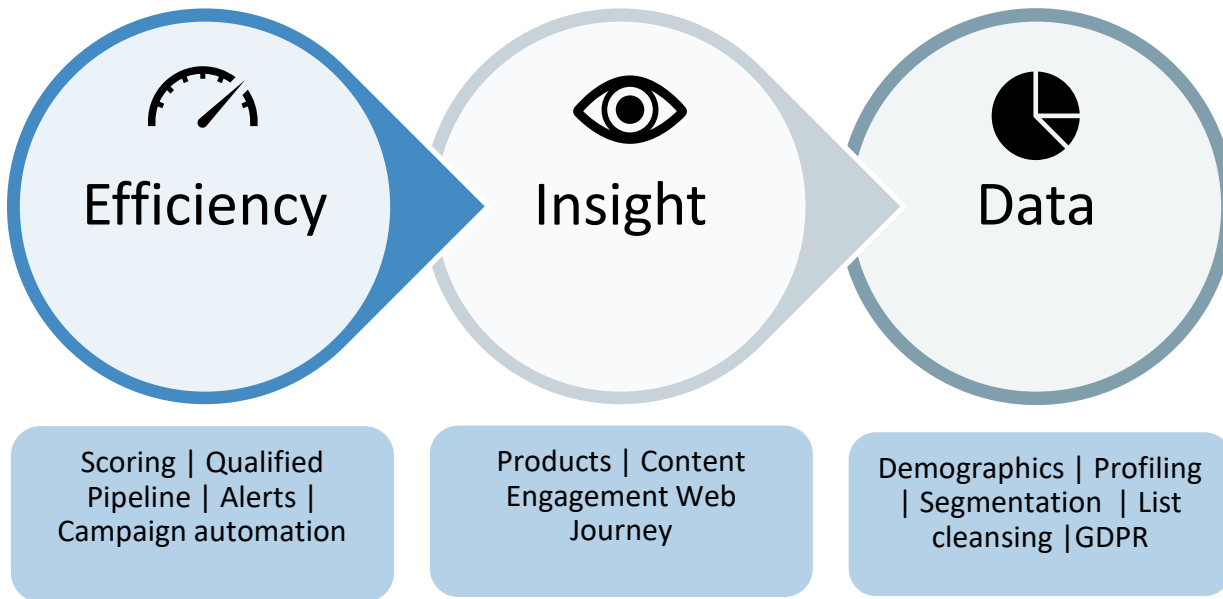
INBOUND
& OUTBOUND

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 krydssalg
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- ✓ 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



Companies Visiting Now

Private Stock Company Sater 6 hours ago
Kyiv, Kyiv Misto Ukraine

Amazon Technologies Inc. 7 hours ago

Automated Programs

Landing pages

You can now do better with this exclusive material

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

Request Now Guide

Step by Step Guide for Productivity

Know when and for how much every day

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

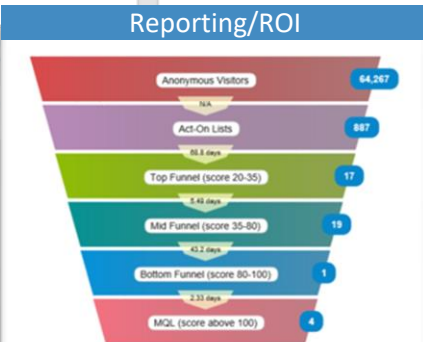
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Web Pages Active This Week

172 Companies Visiting

188 Page Views

List Management



Email Campaigns

bright healthcare

Join us, Saturday, November 16th

Free Blood Pressure Screening

Share with a Friend:

Forward >

Get Directions:

From North >

From South >

- Technical Support Case
- Product Feedback
- News and Events



Poll

Brugen af marketing automation?

Give me five

5 gode grunde til at indføre marketing automation

Med marketing automation skaber du en digital infrastruktur, som giver både marketing og salg værdifuld og relevant viden om den interesserede køber. Og som sætter dem i stand til at kommunikere personligt med køberen på det helt rigtige tidspunkt i købsprocessen. Og gennem hele det fremtidige kundeforhold.

Her er nogle findings om anvendelsen af marketing automation fra uafhængige konsulentbureauer:

- 1 78% af alle marketingchefer mener, at forøgelsen af deres omsætning er en følge af marketing automation.
(The Lenskold and Pedowitz Groups)
- 2 B2B marketingchefer siger, at den største fordel ved marketing automation er evnen til at generere flere og bedre leads.
(Pepper Global)
- 3 B2B marketingchefer, som arbejder med lead nurturing kampagner, har i gennemsnit 20% flere salgsmuligheder fra de leads, som er plejet og modnet mod dem, som ikke er.
(DemandGen)
- 4 69% af 'Best-in-class' virksomhederne anfører "samarbejdet mellem marketing og salg" som den enkeltstående faktor ved marketing automation, der skaber den største gevinst.
(Gleanster)
- 5 Fra marketing automation bliver indført, til leads kommer ind, går der i gennemsnit 6 til 12 uger.
(Venture Beat Insights)

Marketing Automation fordele:

- > Du forøger det totale salg for nye og eksisterende kunder
- > Du forkorter salgsforløbet med mere end 50%
- > Du forøger ordrestørrelsen

> Du forbedrer samarbejdet mellem salg og marketing

Spørgsmål så kontakt Hans Christian Bothmann,
mobil 40 27 95 60

sætter den... Og gennem hele det frem...
i købs...
... nogle findings om anvendelsen af marketing automation fra us...

1

78% af alle marketingchefer mener, at forøgelsen af den omsætning er en følge af marketing automation.
(The Lenskold and Pedowitz Groups)

2

B2B marketingchefer siger, at den største fordel ved marketing automation er evnen til at generere flere og bedre leads.
(Pepper Global)

3

B2B marketingchefer, som arbejder med lead nurturing kampagner, har i gennemsnit 20% flere salgsmuligheder fra de leads, som er plejet og modnet mod dem, som ikke er.
(DemandGen)

4

69% af 'Best-in-class' virksomhederne anfører "samarbejdet mellem marketing og salg" som den enkeltstående faktor ved marketing automation, der skaber den største gevinst.
(Gleanster)

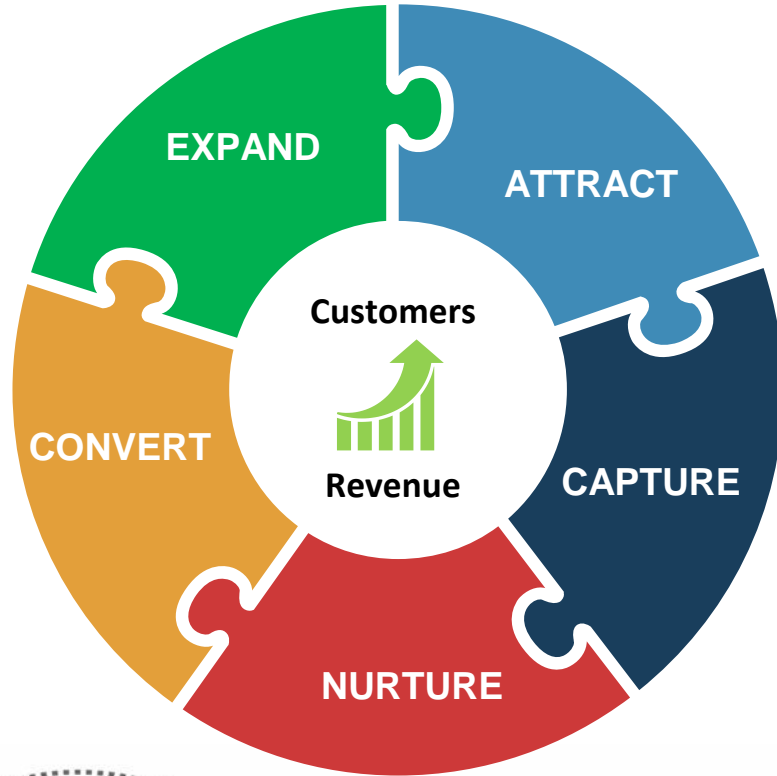
5

Fra marketing automation bliver indført, til leads kommer ind, går der i gennemsnit 6 til 12 uger.
(Venture Beat Insights)

Marketing

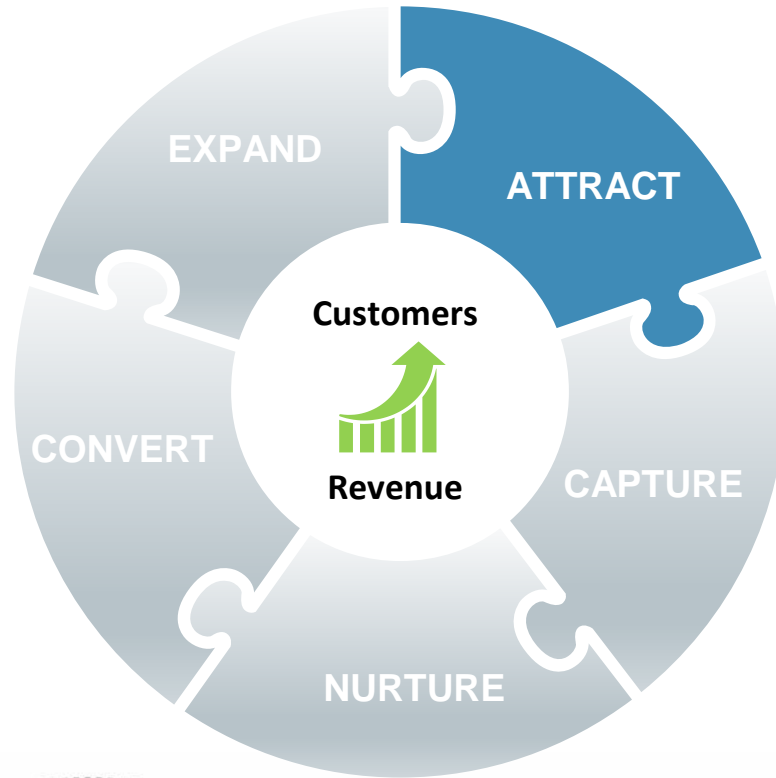
- > Du forøger det totale salg for nye og eksisterende kunder
- > Du forkorter salgsforløbet med mere end 50%
- > Du forøger ordrestørrelsen
- > Du øger antallet af salgskvalificerede leads

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**



**INBOUND
& OUTBOUND**

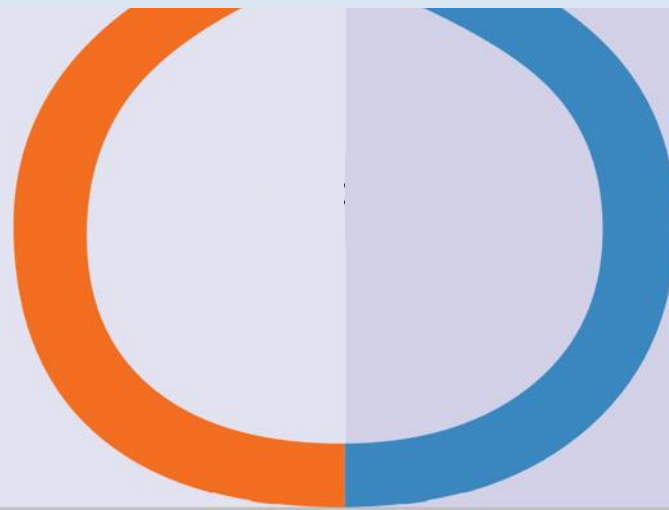
Be relevant

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

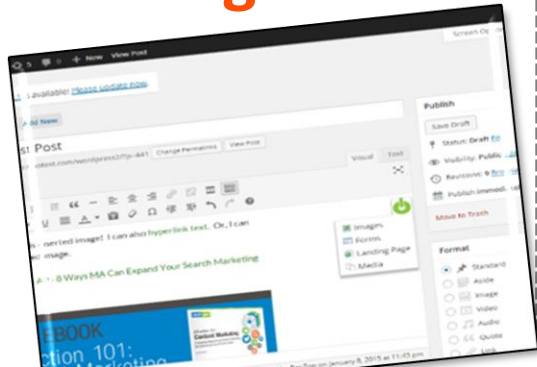


Content Marketing

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



Website Prospector

ANONYMOUS PROSPECTS 2,377 ↓	KNOWN PROSPECTS 1,070 ↓	BOUNCE RATE 37%	PAGES PER VISITOR 3.31
---------------------------------------	-----------------------------------	---------------------------	----------------------------------

Anonymous Prospects | from everywhere | Search

Geography

Page Visits

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

Contact Report

Summary | Timeline | Scoring | Membership | Info

Email	Website	Search
Clicked: 47	Page Views: 13	Organic: 0
Opened: 76		Paid: 0
Sent: 51		
Media	Landing Pages	Social Media
Downloads: 0	Page Visits: 4	Facebook: 0
		Twitter: 0
		LinkedIn: 0
Webinars	Form	Custom Events
Attended: 0	Submits: 3	All: 0
Registered: 0	Views: 7	

Nikola Tesla

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

nikola@tesla-electric.com | 848.555.1337

Overview | Website | Search

Website	Search	Email
Page Views: 40	Organic: 22	Sent: 13
Site Visits: 11	Paid: 14	Opens: 11
		Effective Opens: 9
		Clicked: 5

Summary | **Timeline** | Scoring | Membership

Timeline Events 41

January 2020
8 Events

Tuesday, 1/21

- 2:13 pm Form Submission Title: Digital Waves prospect event February 2020 (LKG)
- 2:12 pm Form View Title: Digital Waves prospect event February 2020 (LKG)
- 2:12 pm Form View Title: Digital Waves prospect event February 2020 (LKG (MOBILE))
- 2:12 pm Website Page View Page Name: /www.bluebusiness.com/digital-waves-prospect-event-2020
- 2:09 pm Media Download File Name: Blue Business LinkedIn Company Profile

Attract: Insight to your accounts

Account based insight and activation

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

The screenshot shows the act-on Accounts Dashboard for Drip-line inc. The dashboard includes a navigation sidebar on the left with options like Home, Contacts, Marketing Lists, Accounts, and Other Lists. The main content area displays account details for Drip-line inc., including a Total Score of 176, 15 contacts, and a revenue of \$10-100M. Below the details are several summary cards for different engagement channels:

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

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

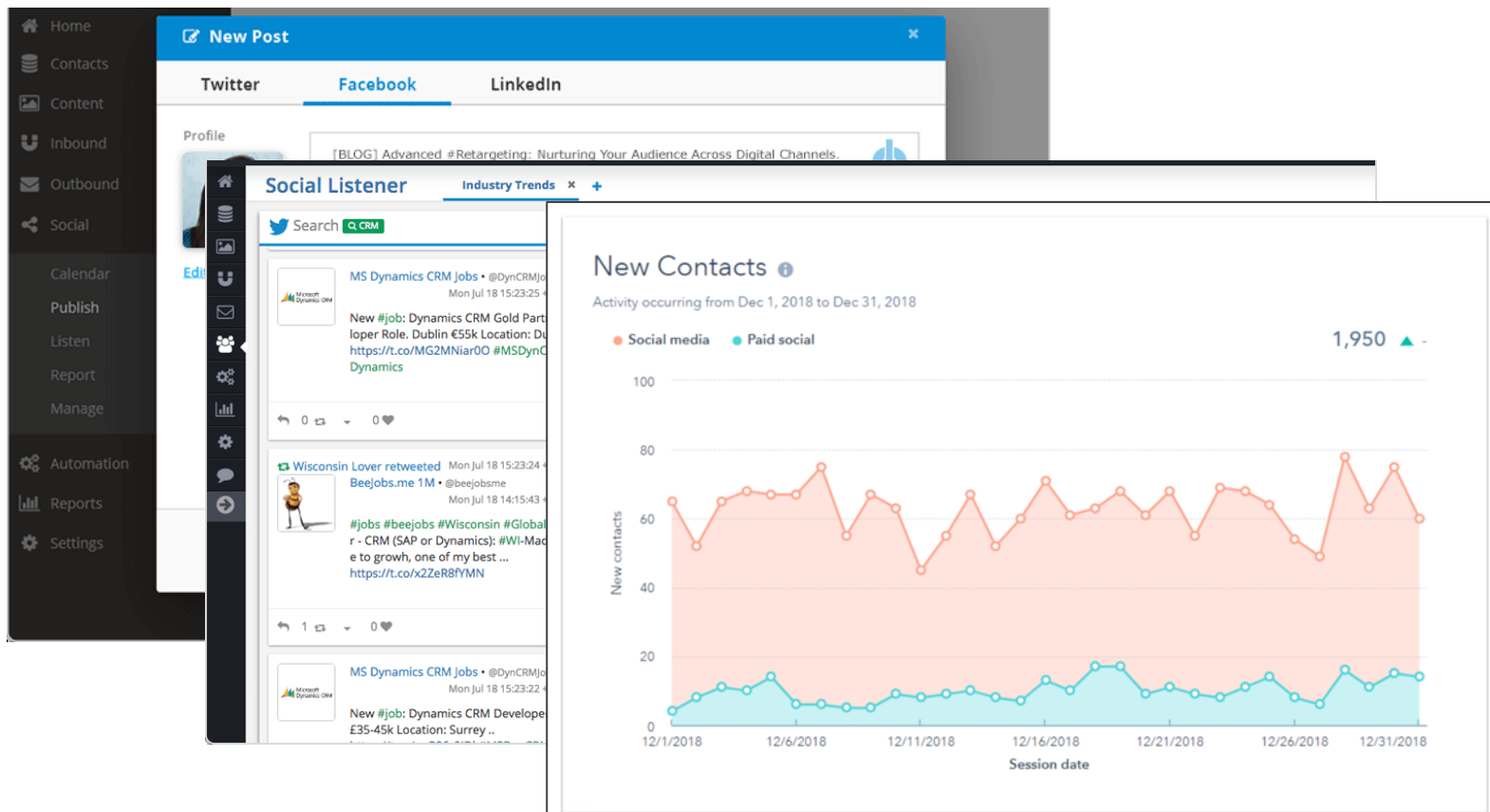
The screenshot shows the act-on Timeline Filter view. The timeline is sorted by time and displays a unified view of account activity. The activity is filtered to show Email, Website, Search, and Media. The contacts list on the right includes names like Adeline Boccia, Tiff Yablonsky, Kingsly Spatafore, Rodolfo Wahlgren, Alanah Lannan, Sean Schuhmacher, Norton Myrthille, Tallia Sumpster, Wilfred Morningstar, Vincents Carneiro, and Silvanus Aro. The timeline shows events such as an Automated Program on Thursday, June 30, 2016, and Email events on Tuesday, June 28, 2016, and Saturday, June 25, 2016.

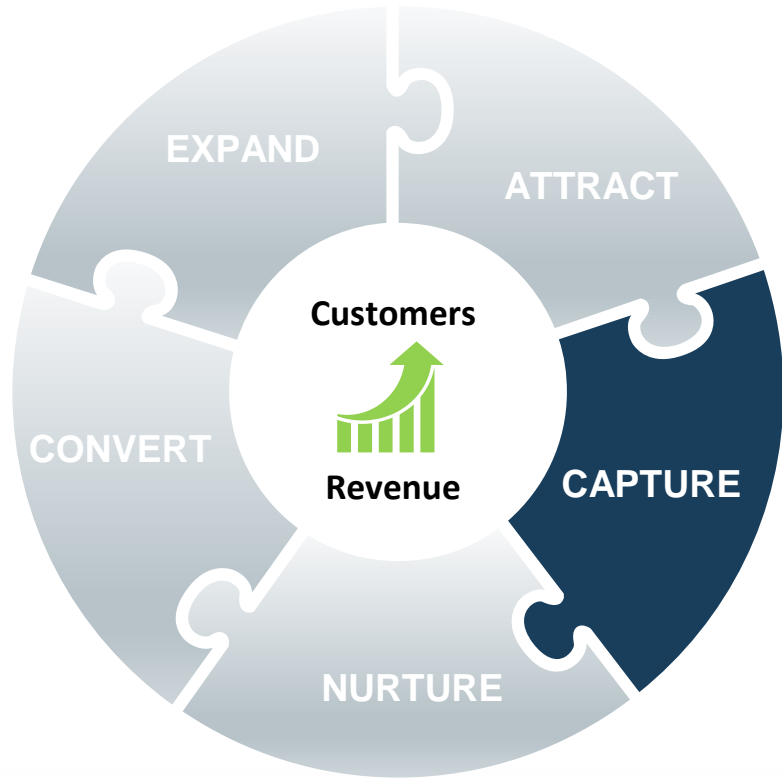




Attract: Insight to your customers and prospects

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





**INBOUND
& OUTBOUND**

Capture: From awareness into contact



Campaign landing page

(designed in marketing automation platform)

Landing page form

(designed in marketing automation platform)

Download your e-book

First Name *

Last Name *

Job Title *

Business Email *

Company *

Country *

Download now >

I hereby provide my consent.*

I consent to receive digital communications with TIA Technology, and understand I may opt-out of communications with TIA Technology at any time using the unsubscribe link provided in TIA Technology email communications.

[Privacy Policy](#)

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 9%.

22% on Employee Performance | 16% on Recruitment Outcomes

Gartner

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*

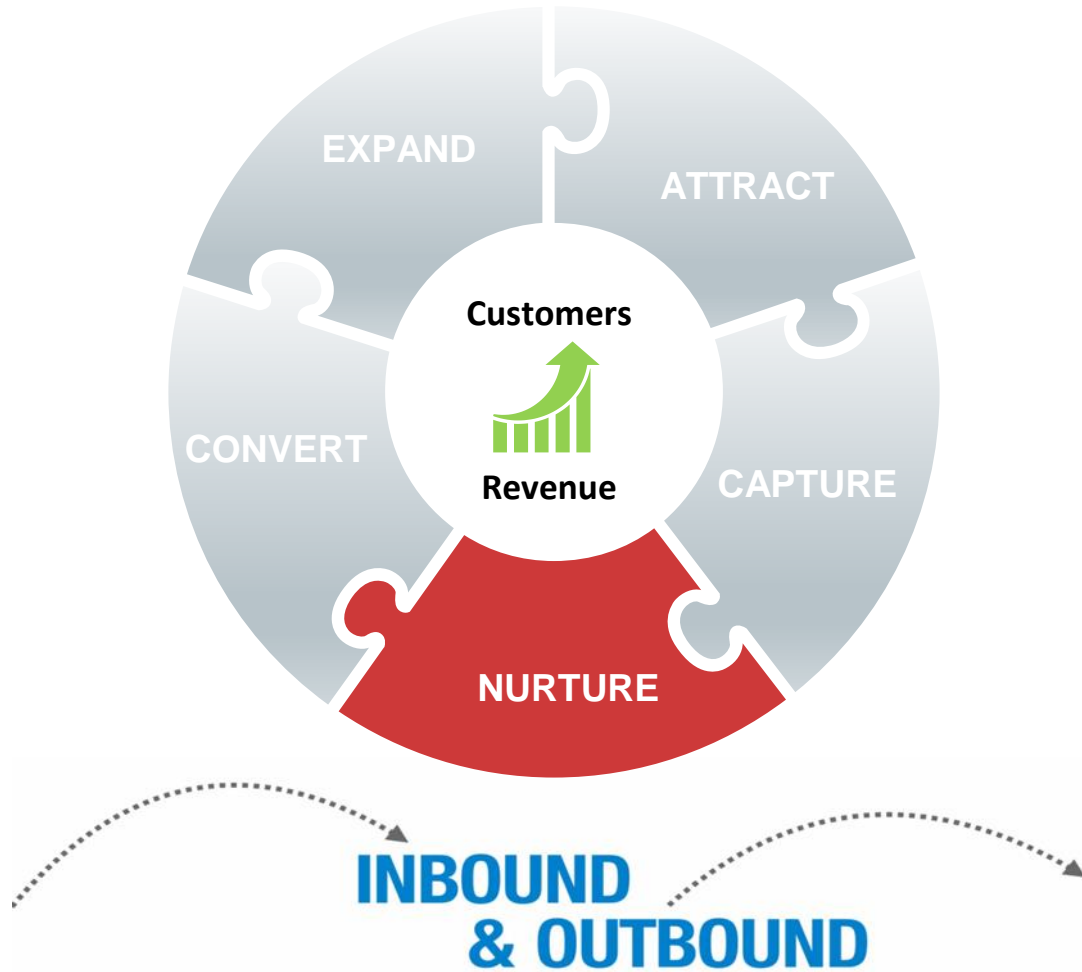
Industry*

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

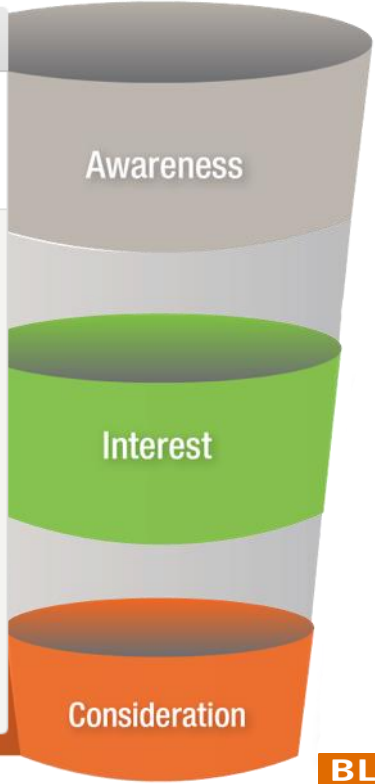
Nurture
Mid Lead Flow
pain
solu

Nurture
Bottom 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		



Nurture: Sample flow for webinar

Email invite

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

I har efterfulgt 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
Eksperter: Allan Hansen
Formål: 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 indblik i, hvordan andre virksomheder har taget teknologien til sig - med konkrete eksempler
- Få svar på de vigtigste spørgsmål (vores ekspert svarer på spørgsmål efter afslutning)
- Få kompetence inden og uden dine medarbejdere

Med kryds i kalenderen og tilmeld dig webinaret, der kan spare dig for en masse research-timer.

[Tilmeld dig webinaret her](#)

Følg os

Sign-up page

Tilmeld webinar

Knæk koden til forretningsmulighederne med AR!

GRATIS webinar d. 4. juni kl. 13:00-13:30
- Et dag, der vil gøre, hvilke muligheder augmented reality kan. Hvilke de udfordringer.

Har augmented reality, teknologien virkelig taget dig og din virksomhed? Er du overbevist om, at teknologien vil ændre dine virksomhed, og hvad betyder det for dig? Hvis du er usikker på, om teknologien vil ændre dine virksomhed, og hvad betyder det for dig? Hvis du er usikker på, om teknologien vil ændre dine virksomhed, og hvad betyder det for dig?

De dag blev:

- Du vil blive introduceret til augmented reality-teknologien og de muligheder den giver. Og få en idé om, hvordan den kan bruges til at optimere din virksomhed.
- Du vil blive introduceret til de muligheder, som teknologien giver. Og få en idé om, hvordan den kan bruges til at optimere din virksomhed.
- Du vil blive introduceret til de muligheder, som teknologien giver. Og få en idé om, hvordan den kan bruges til at optimere din virksomhed.

[Klik her - tilmeld mig webinar](#)

Klar til den teknologiske superliga? Har du brug for en uvidig digitaliseringspartner? Træk på vores erfaring og viden!

Thank you page

Sådan...!

Det er fantastisk, at du har tilmeldt dig vores AR webinar. Vi vil gerne sige tak for din interesse og glæde over, at du er med på den digitale rejse. Vi vil gerne sige tak for din interesse og glæde over, at du er med på den digitale rejse.

Prøv, hvad du får ud af at tilmelde dig vores AR webinar!

[Tilmeld dig her](#)

Andre GRATIS e-bøger fra os:

- Når kunstig intelligens rimer med god forretning!
- Derfor skal du sikre dit brand i den digitale verden!
- Sådan produktificerer du med teknologi!

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

Email thank you

Live webinar
Knæk koden til mulighederne med AR

Email reminder

Live webinar
Knæk koden til mulighederne med AR

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

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

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

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

Vi glæder os til at byde dig velkommen.

Digitale løsninger fra Team Alexandra Institut

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

ALEXANDRA



Nurture: Lead scoring

Sample lead scoring model



Non-MQL

Sent an email

0

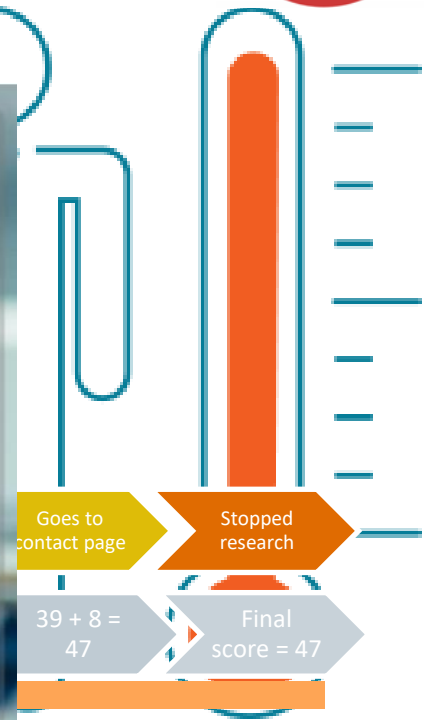
MQL

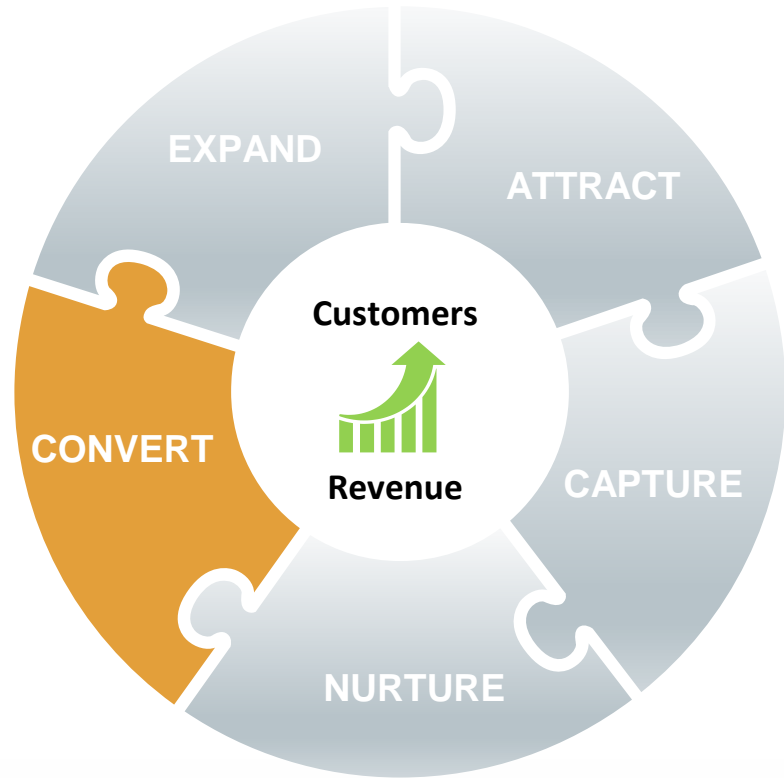
Sent an email

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

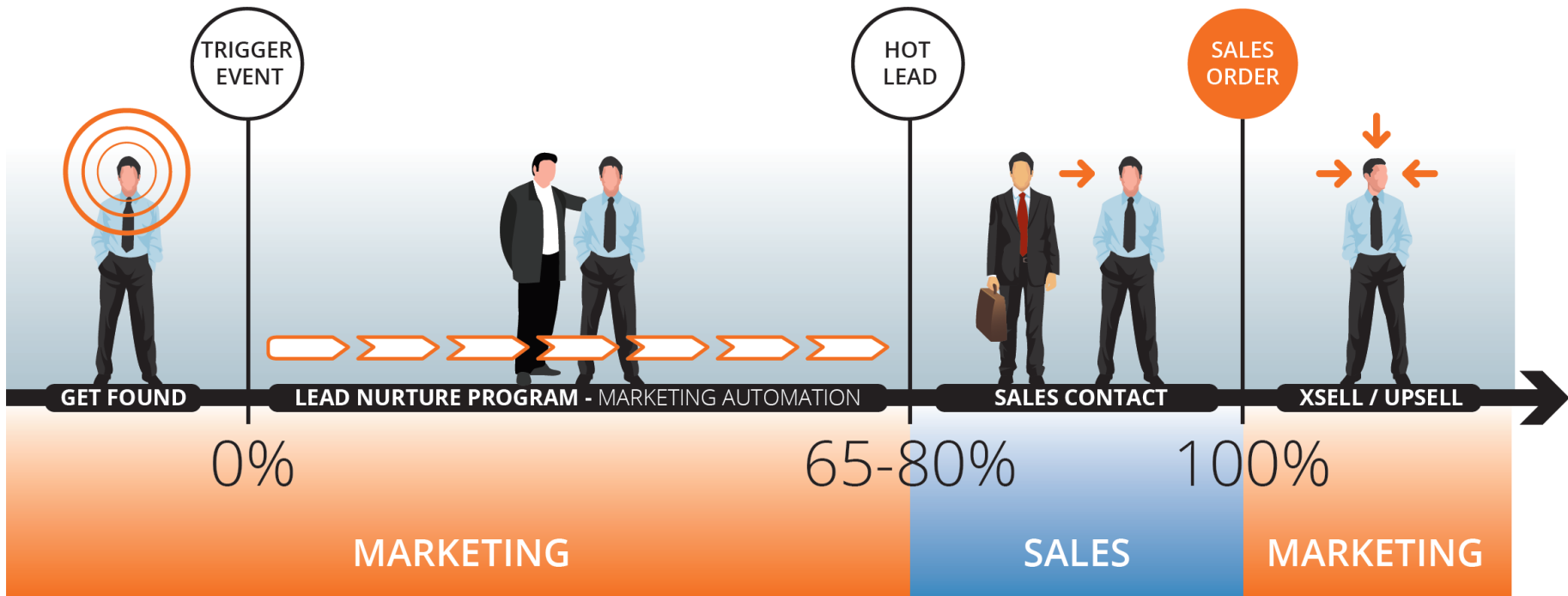




**INBOUND
& OUTBOUND**

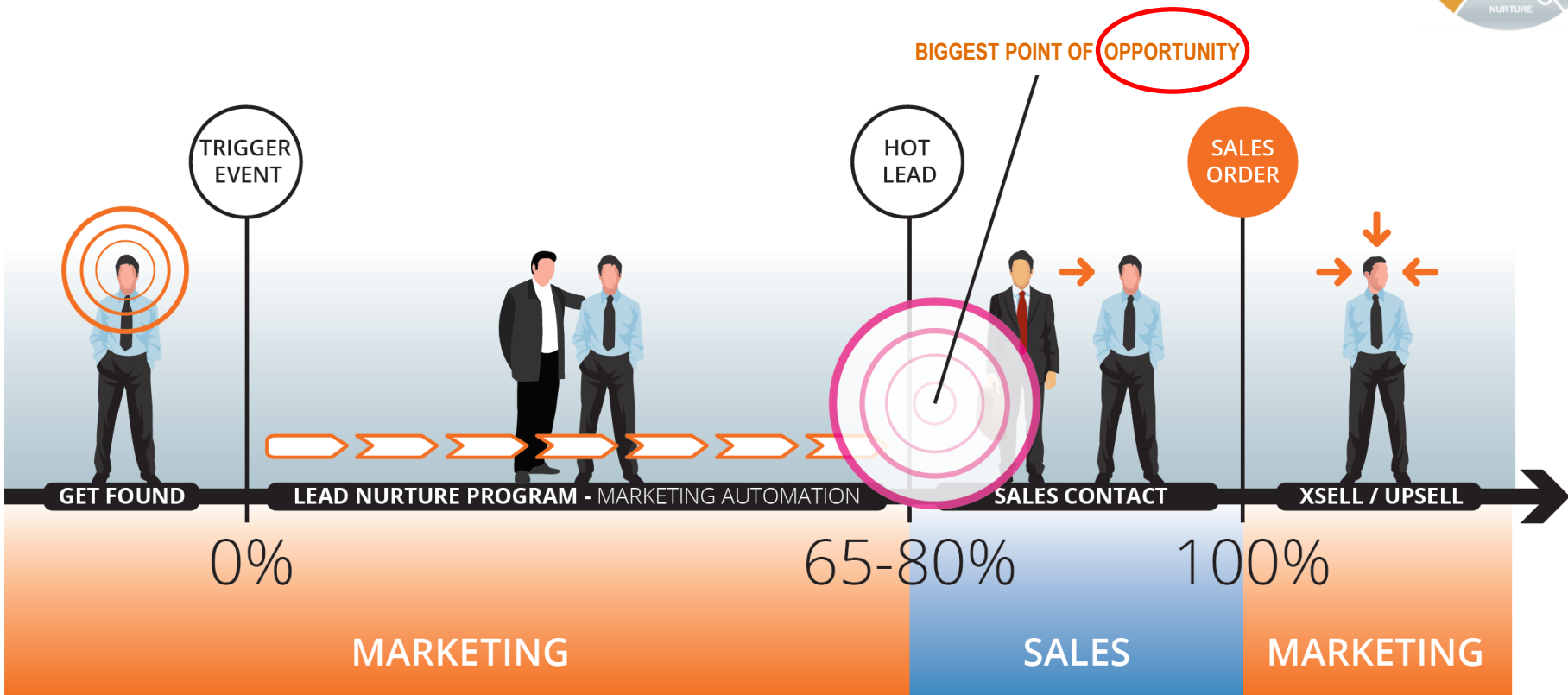


Are your sales and marketing teams optimised





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

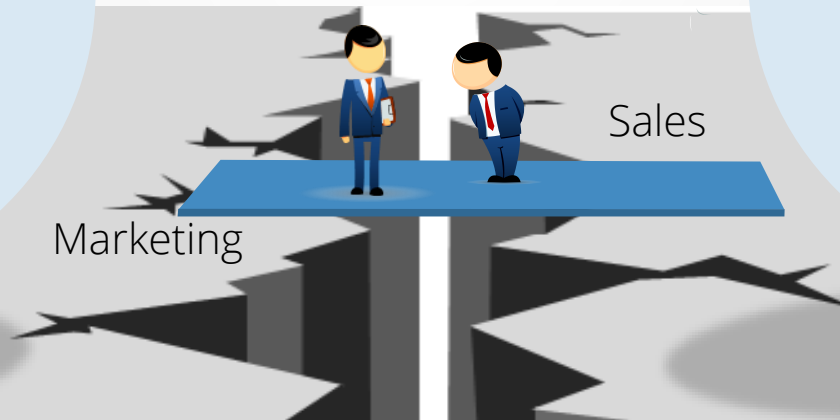
- ✓ Always be closing

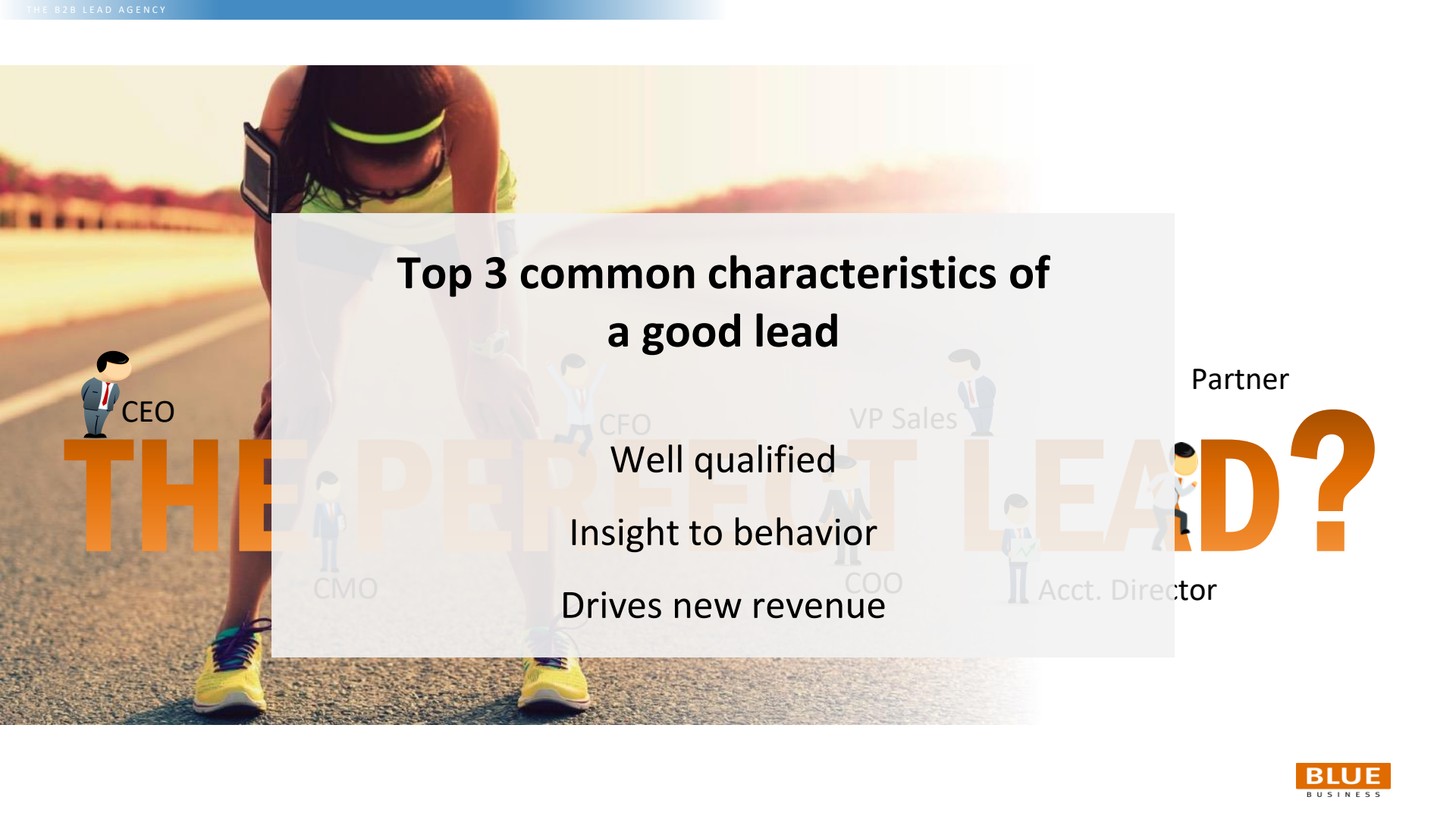
Motivation:

- ✓ Meetings
- ✓ Pipeline
- ✓ Deals

Problems with marketing:

- ✓ Unqualified leads
- ✓ Seniority of leads





Top 3 common characteristics of a good lead



CEO



CFO



VP Sales

Partner

THE PERFECT LEAD?

Well qualified

Insight to behavior

Drives new revenue



CMO



COO



Acct. Director



CONVERT: Align marketing and sales

Use best practice to agree on lead definitions and lead scores

LEAD MANAGEMENT WORKSHEET

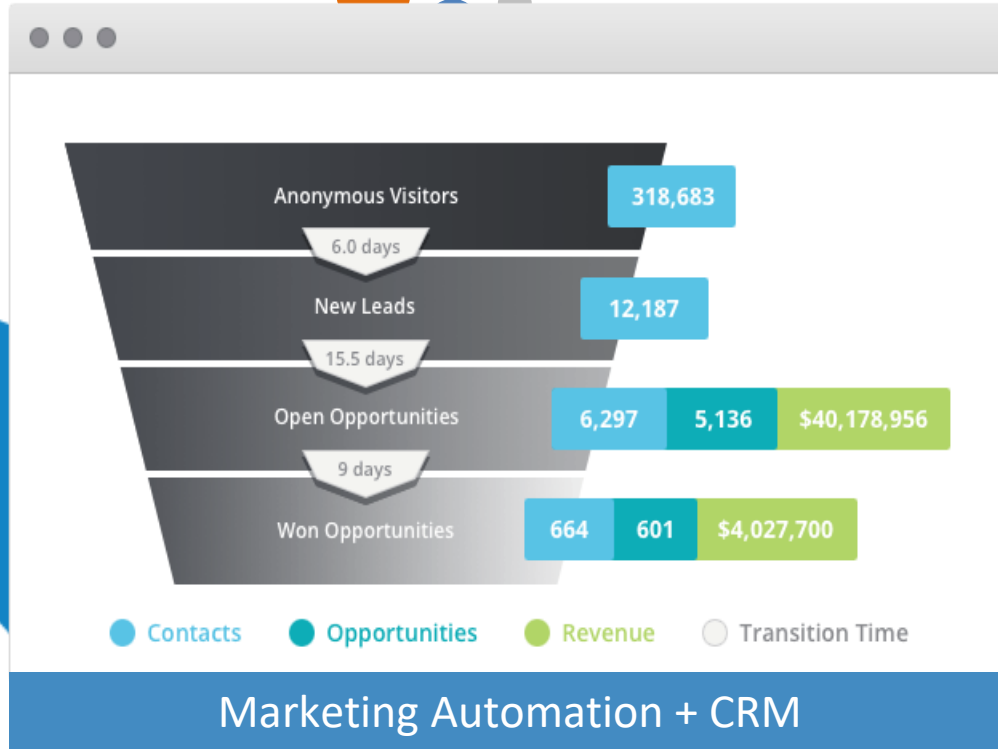
Lead Name	Stage	Pipeline	Definition	Lead scoring Criteria	Lead scoring Values	Lead scoring Points
The official name of the entity given between sales and marketing	Sales stage	Is this stage in the pipeline and at what percentage	The official definition agreed upon between sales and marketing	Demographic: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

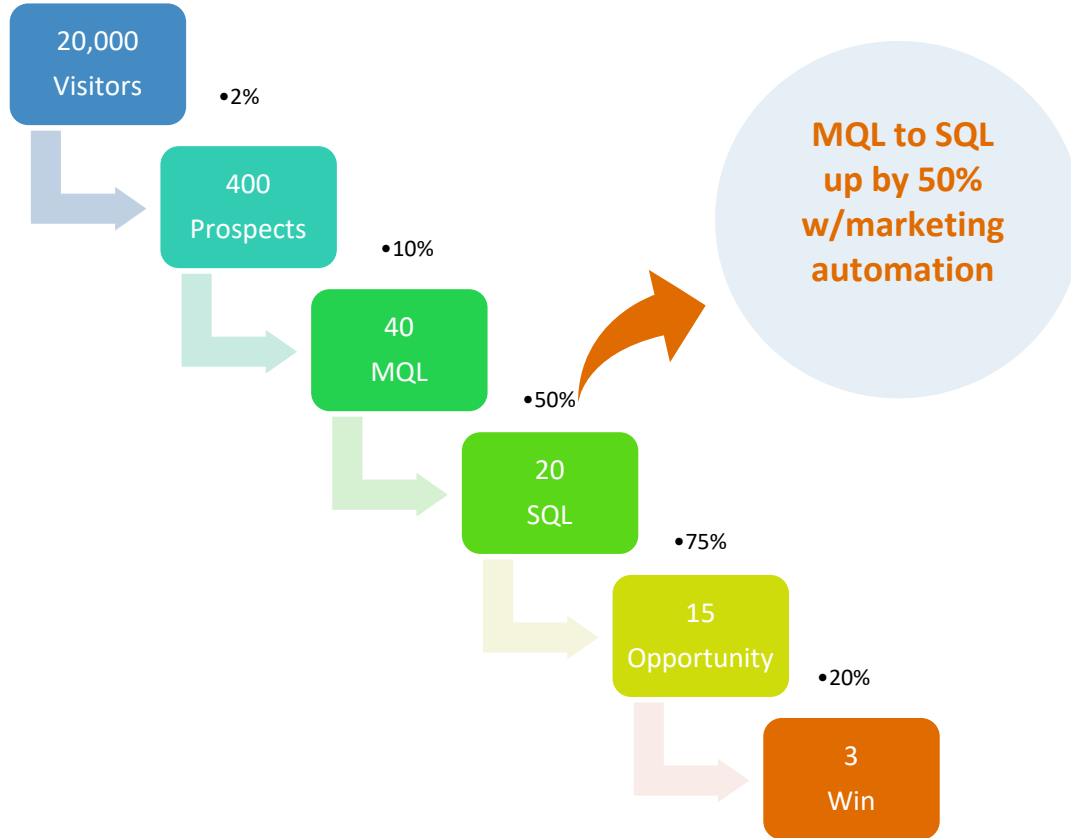


CONVERT: The real value from visitor to the bottom line



Lead forecasting and projection

Waterfall model example



BLUE
BUSINESS

Home Based Working | Content Marketing | Communication in Closed Tools | Clients & Cases | Blog | Search

Digital lead generation potential analysis

Discover how much you can boost your lead generation and pipeline

Take the digital lead generation analysis to determine your potential for generating and qualifying leads to boost your pipeline. Register now. Discover all of your generation challenges and how to solve B2B lead generation, which sales channels, content, forms or events help you to improve your generation. In cooperation, we collect your input and come back with a benchmark rating.

As part of the free assessment, we mutually assess 10 digital lead generation factors that allow access to the decision for successful digital lead generation. Start an analysis of your company and find factors that will increase your lead generation and allow for successful action. The rating will also mention if your company is not ready for digital lead generation.

Funnel focus

Factor	Score
Technology platforms	1
Website conversion	3
Lead quantity	4
Lead quality / nurture	3
KAM strategy	4
Social media	4
Order value	2
Content	2
PPC / display	2

Book an online meeting now and get an independent view on your lead generation strategy

First name *

Last name *

Company *

Email *

Where do you live, country *

Consent: I agree to digital communication from Blue Business and understand that my data will only be used for the purpose for which I have given my consent.

[Learn how](#)

Write a reply

LET'S talk

Phone: +49 4027 9560
Email: Hans.Christian.Buehmann@blue-business.com

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10 first sign-ups
get free
workshop and
mini-report
(value 7,500 kr)

Reporting marketing performance

New leads

Funnel conversion

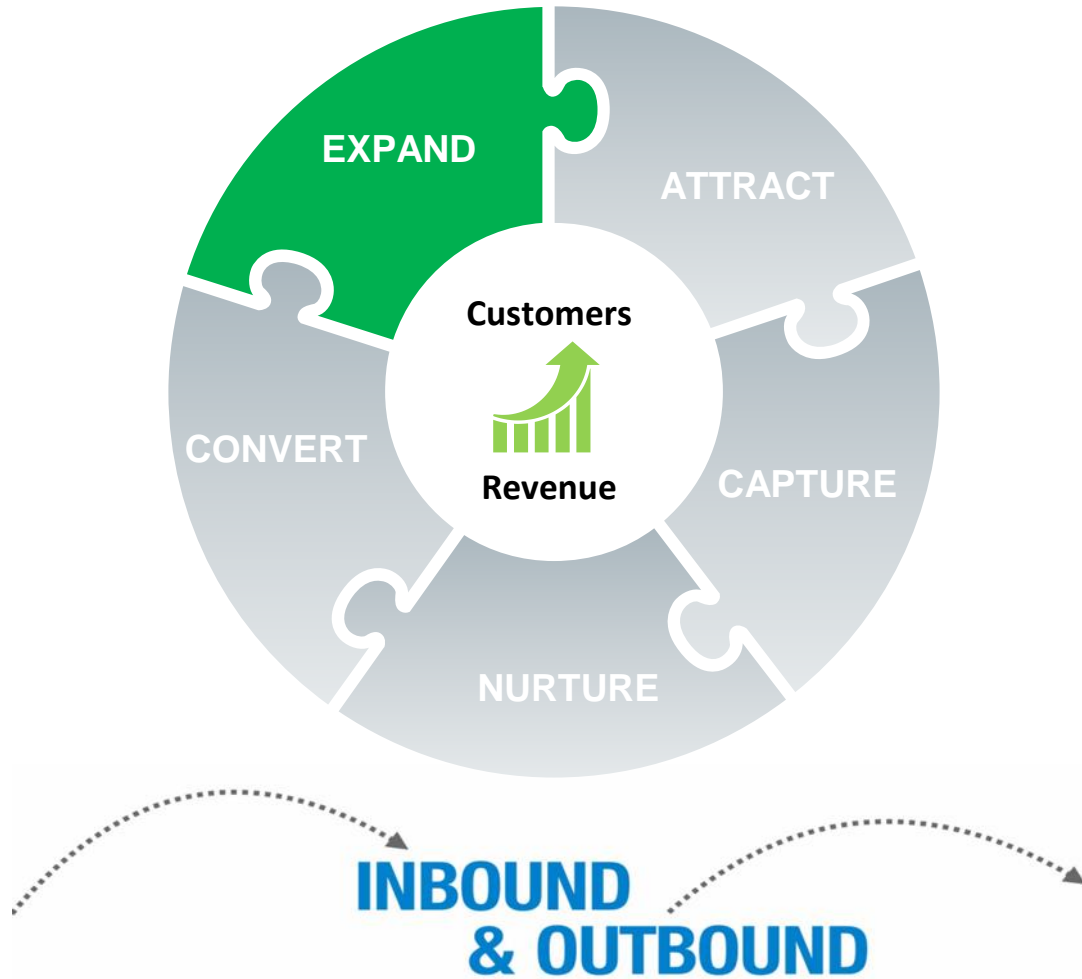


Leads by name

Leads by source

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

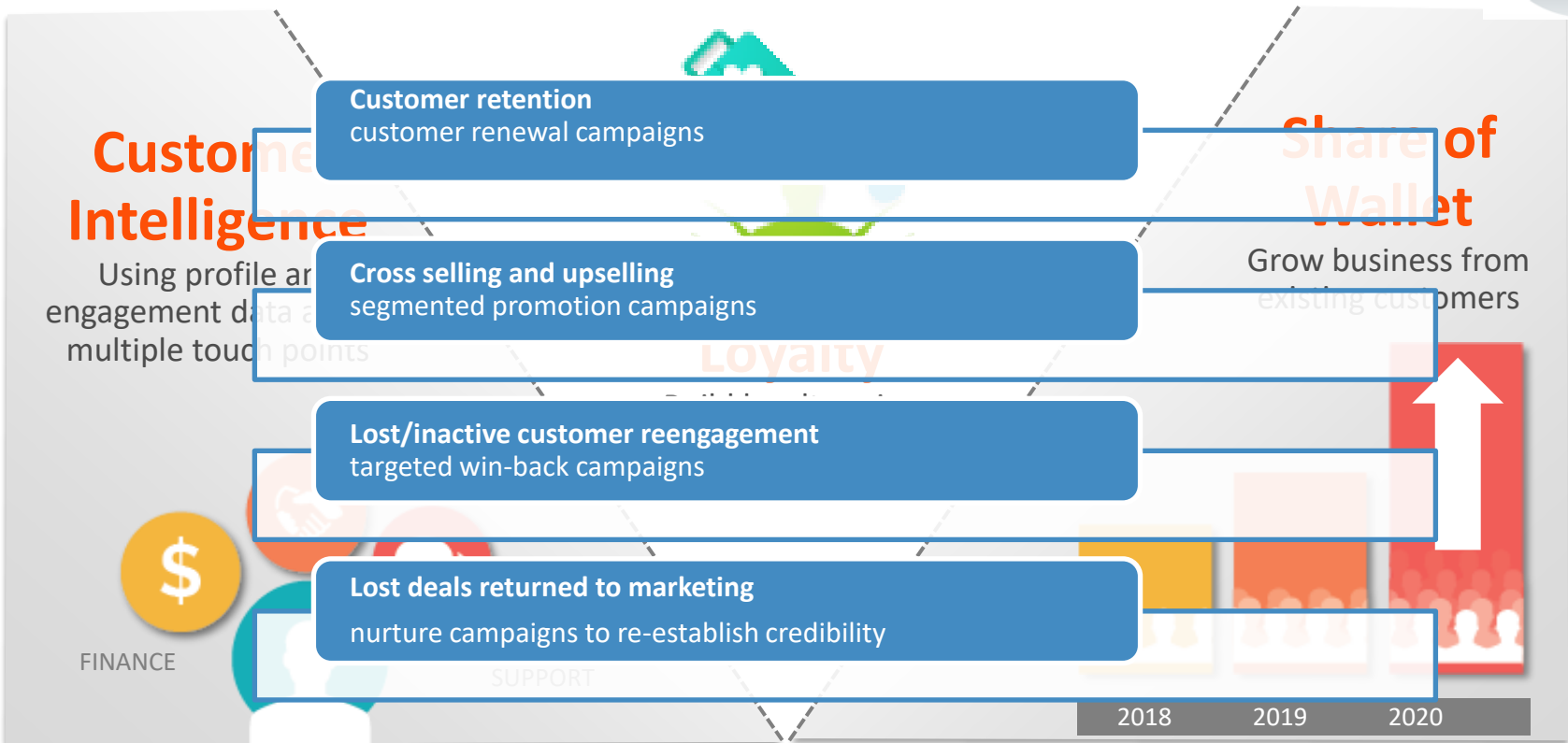
The image displays two screenshots of CRM dashboards. The left screenshot is titled 'Marketing Dashboard' and features several widgets: 'Contacts Created By Month' (a bar chart), 'Most Recently Created Contacts' (a table), 'Funnel & Conversion Report by Form submi...' (a funnel chart), 'Contacts by Source 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 shows 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 and black borders 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 top section of the 'Sales Dashboard'; and 'Pipeline' points to the top right section of the 'Sales Dashboard'.





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 cooperation. 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 serverstorages, PCs, printers and network

[Read more >](#)

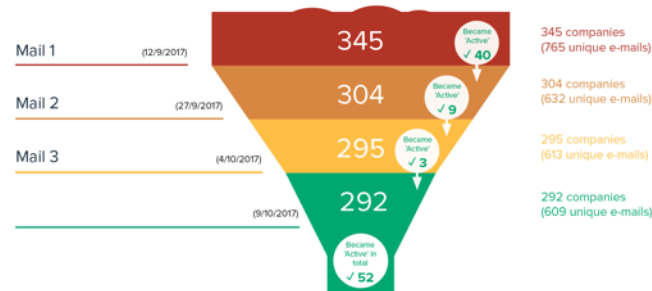
Official partnerships with Lenovo, HP, HP Inc., Samsung, Lenorm and others

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



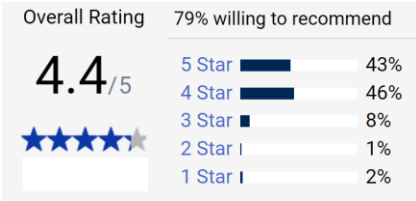
Result

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

ROI 15,1 %

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

Three key players



Small-Business
(50 or fewer emp.)



Mid-Market
(51-1000 emp.)



Enterprise
(> 1000 emp.)



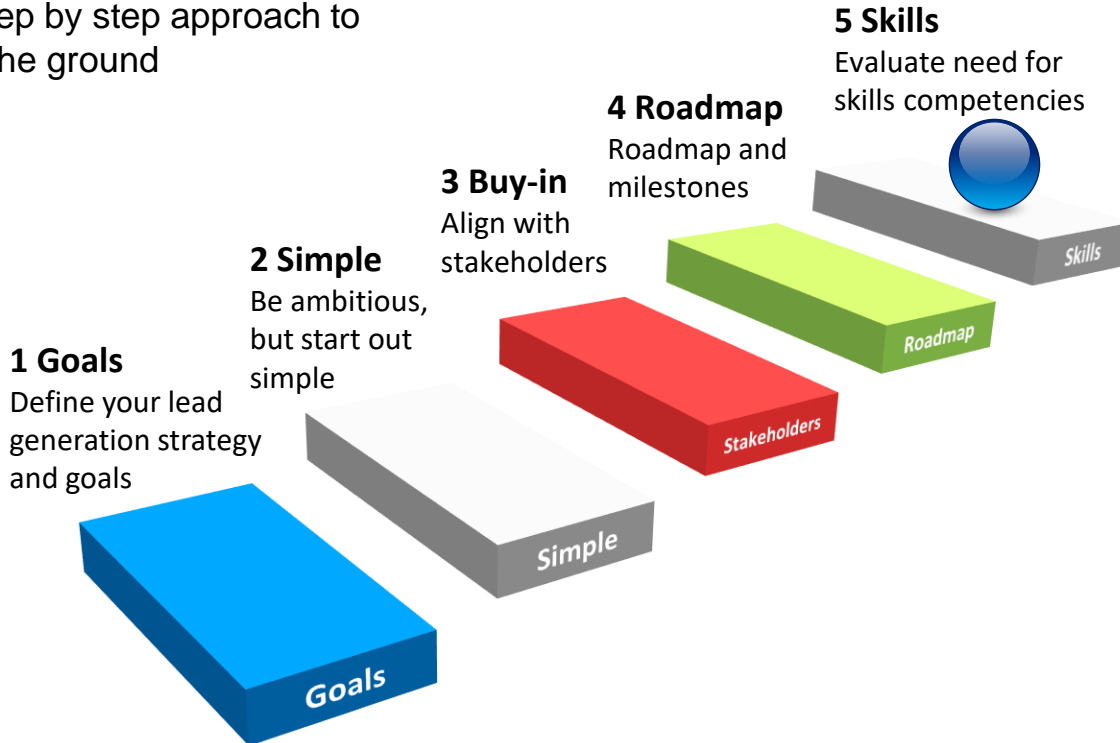
- ✓ Small and Midmarket
- ✓ Native CRM integration
- ✓ ABM insight

- ✓ Small business
- ✓ Price
- ✓ Data quality management

- ✓ Small and Midmarket
- ✓ Deep functionality
- ✓ CRM. MA and ABM in one

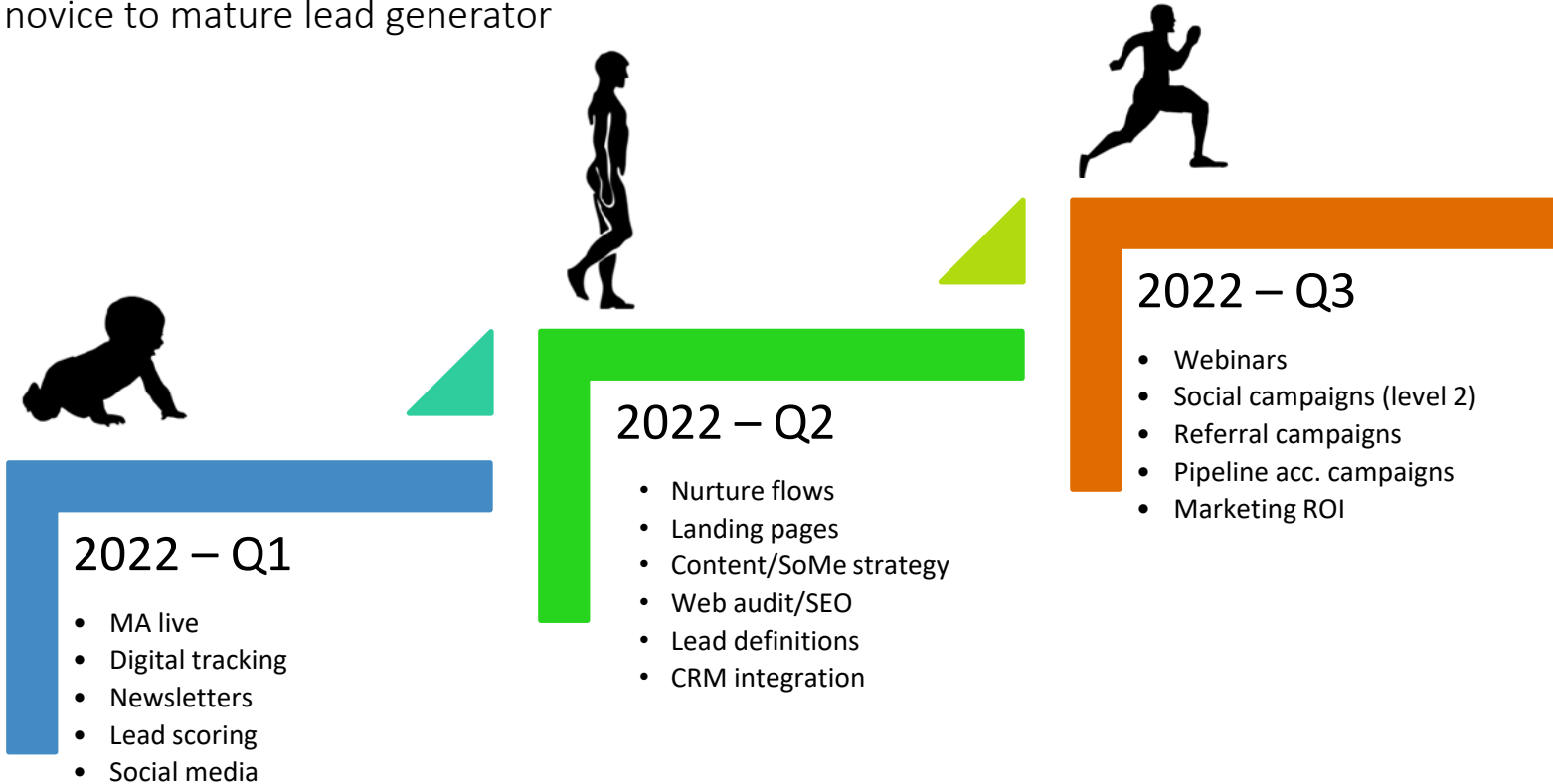
5 steps to get started with marketing automation

A simple step by step approach to getting off the ground

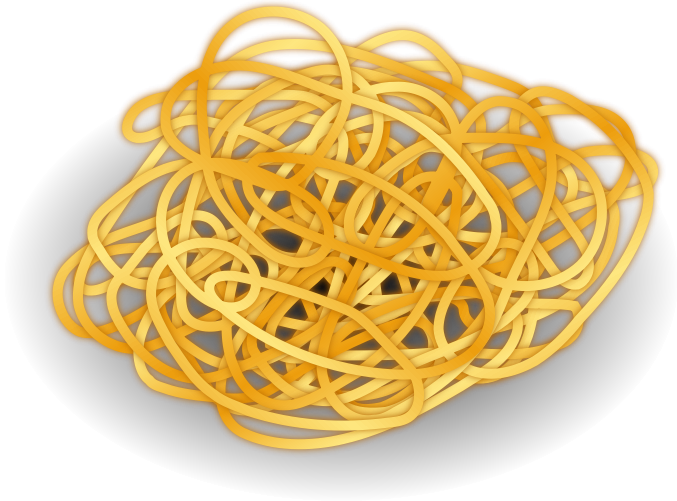


6-12 mth. roadmap and milestones

From novice to mature lead generator



Our approach to marketing automation



Marketing Automation

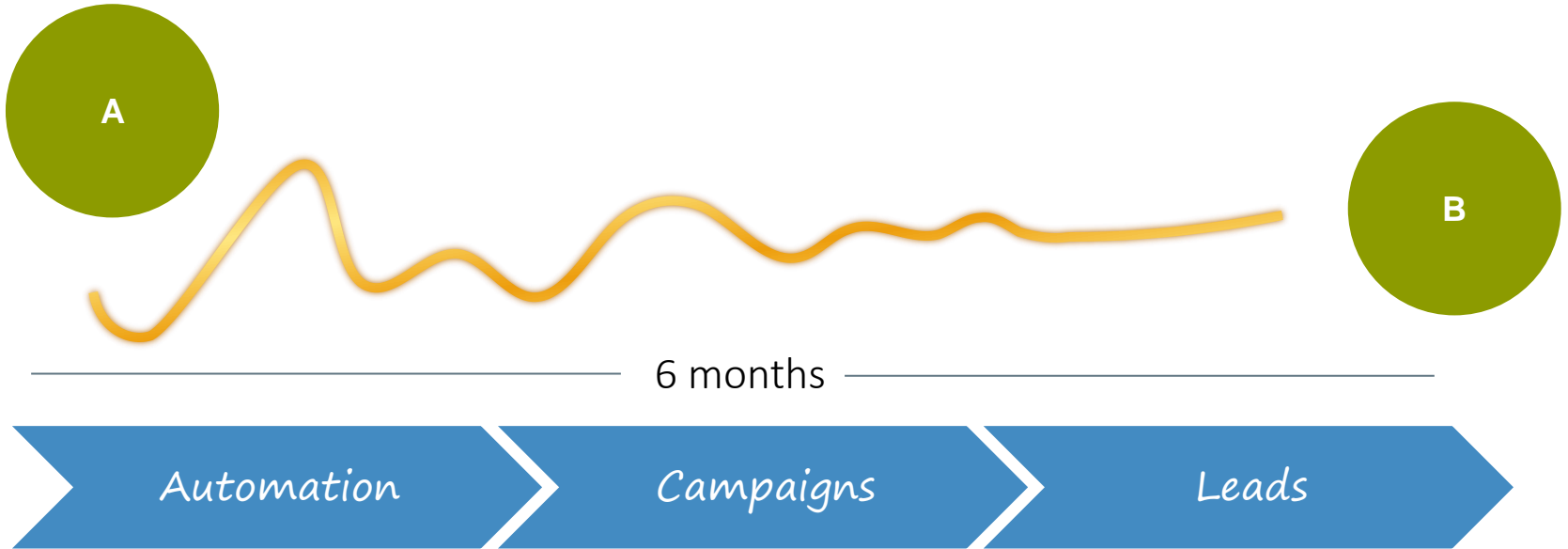
The complex way...or...



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

HubSpot Gold Partner
act-on PARTNER
ActiveCampaign >



7 ingredients to successful B2B campaigns

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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