Webinar

Boost din B2B pipeline med SoMe, Automation og Content Marketing
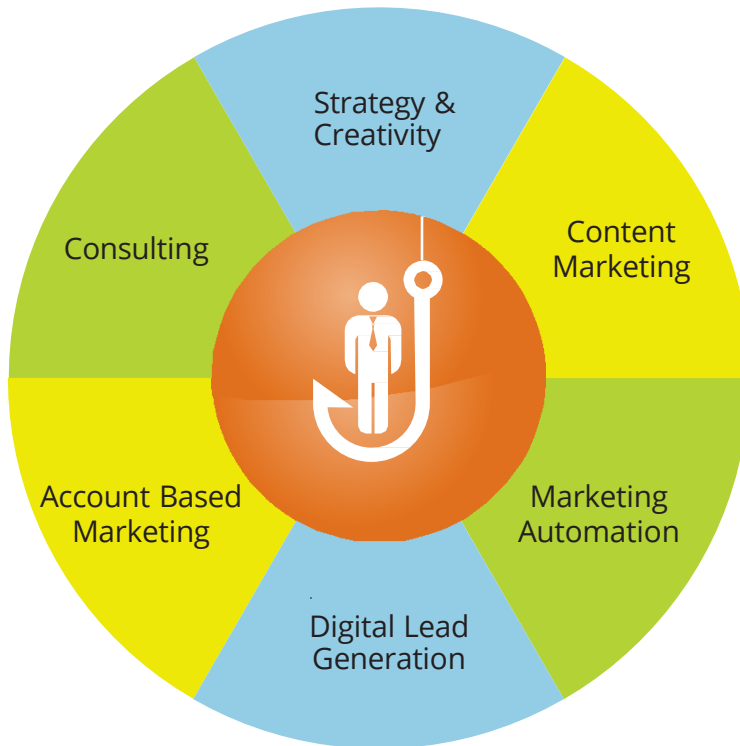
09 March 2022

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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

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Blue Business

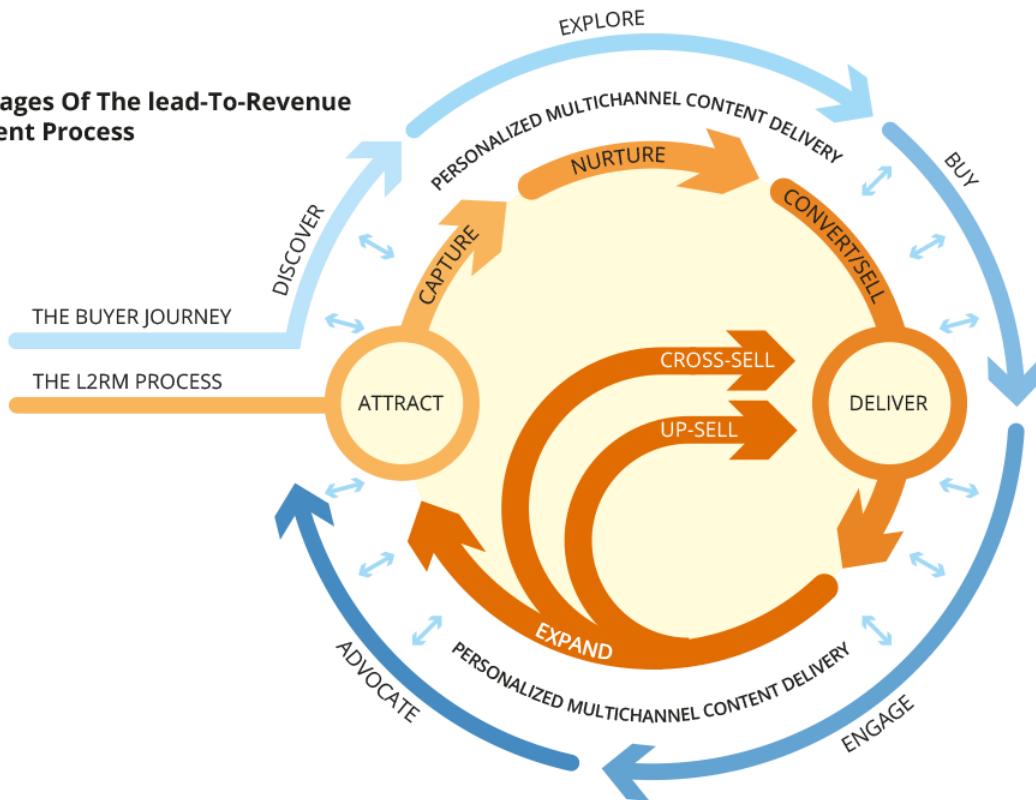# Lead Generation and Account Based Marketing

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

THE BUYER JOURNEY

THE L2RM PROCESS

EXPLORE

DISCOVER

PERSONALIZED MULTICHANNEL CONTENT DELIVERY

NURTURE

CAPTURE

CONVERT/SELL

BUY

ATTRACT

CROSS-SELL

UP-SELL

DELIVER

EXPAND

PERSONALIZED MULTICHANNEL CONTENT DELIVERY

ADVOCATE

ENGAGE

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.

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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

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

2016   **2019**   **2021**

5
channels

7.5
channels

10
channels
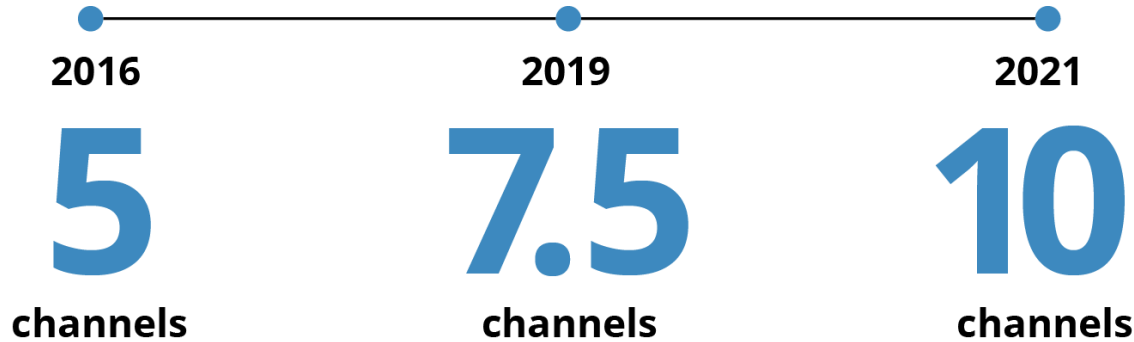
- What type pf research have you used to research suppliers?
- Which of the following methods have you used to evaluate suppliers and products at this stage?
- How do you typically go about submitting a new purchase order?
- How do you typically submit your re-order?
- Count of distinct channels used 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

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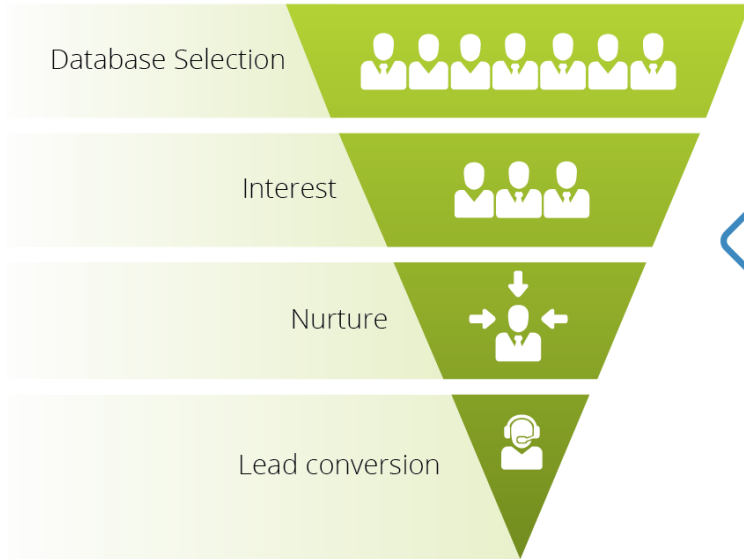# The importance of digital channels is increasing – especially for the early phases of the customer journey
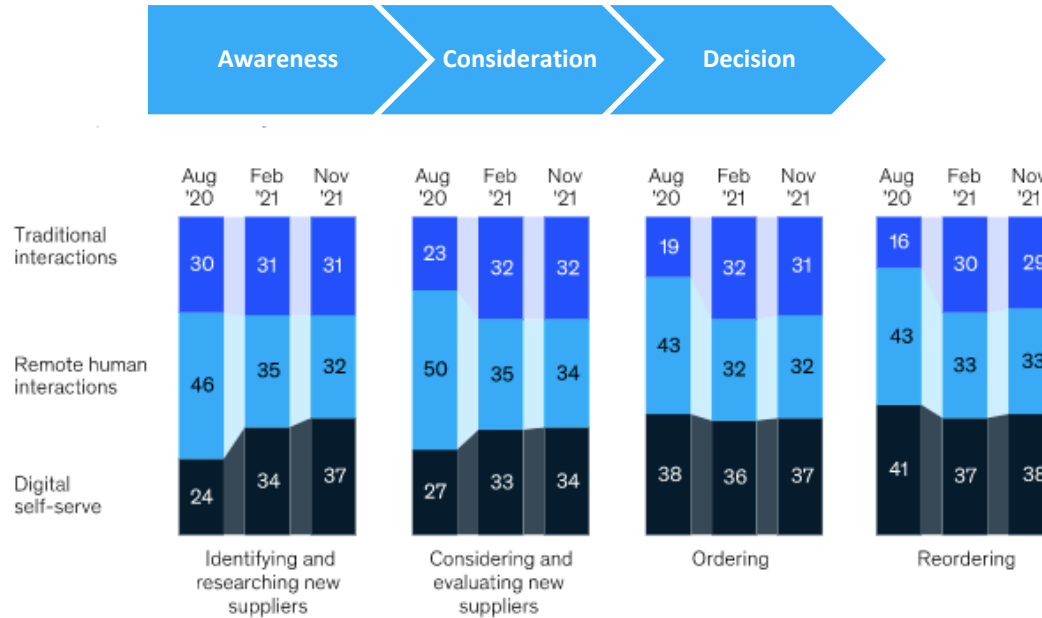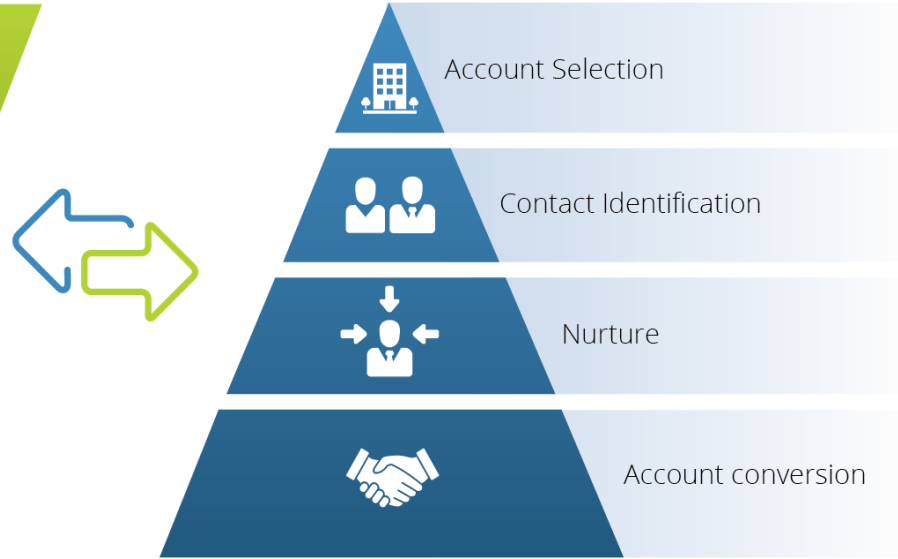

Source: McKinsey & Co, 2022

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Two types of Lead Generation

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Lead Generation
Fishing with Nets

Account Based Marketing
Fishing with Spears

Database Selection

Interest

Nurture

Lead conversion

Account Selection

Contact Identification

Nurture

Account conversion

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Are you talking to the real decision makers?

TECH DECISION MAKER

USERS

GATE KEEPER

USERS

EXPERTS

FINANCE

PROCUREMENT

CEO

CIO
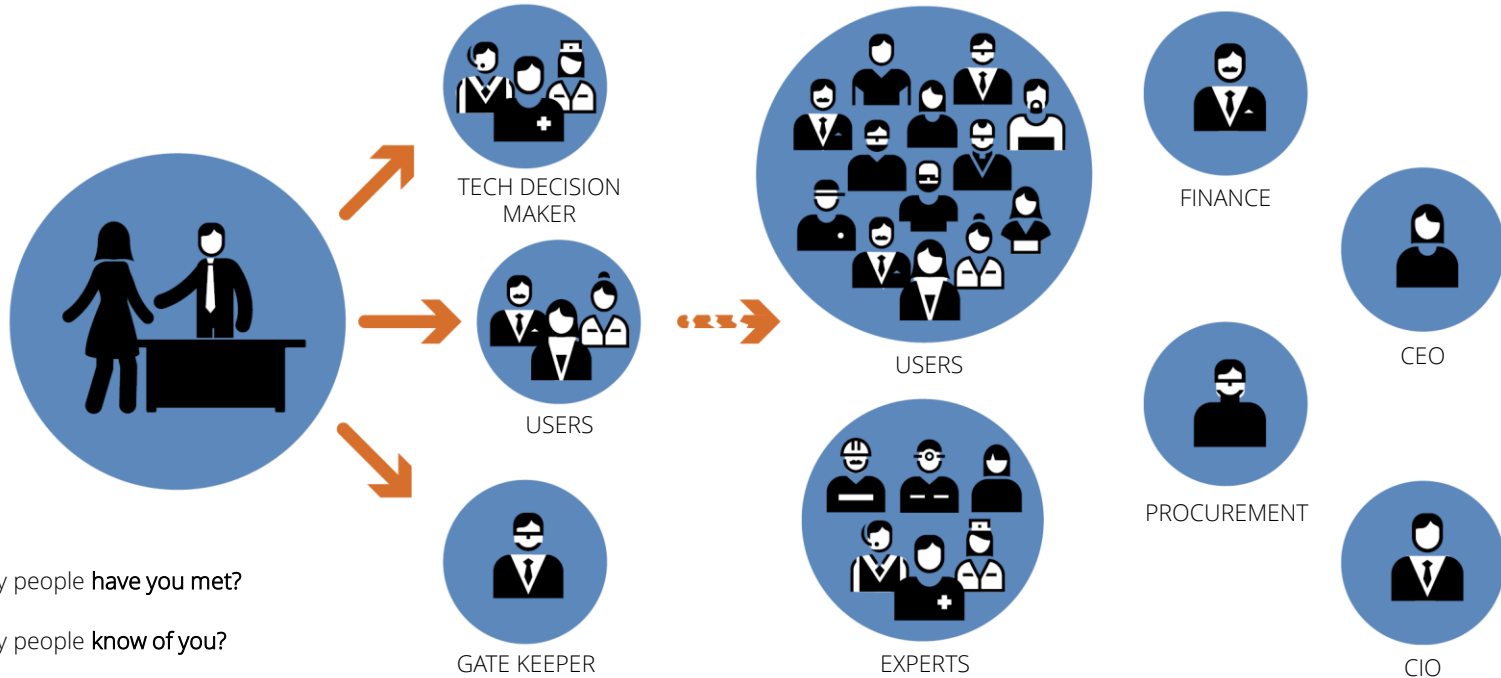
How many people **have you met?**

How many people **know of you?**

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

Shifting buyer concerns throughout the customer journey
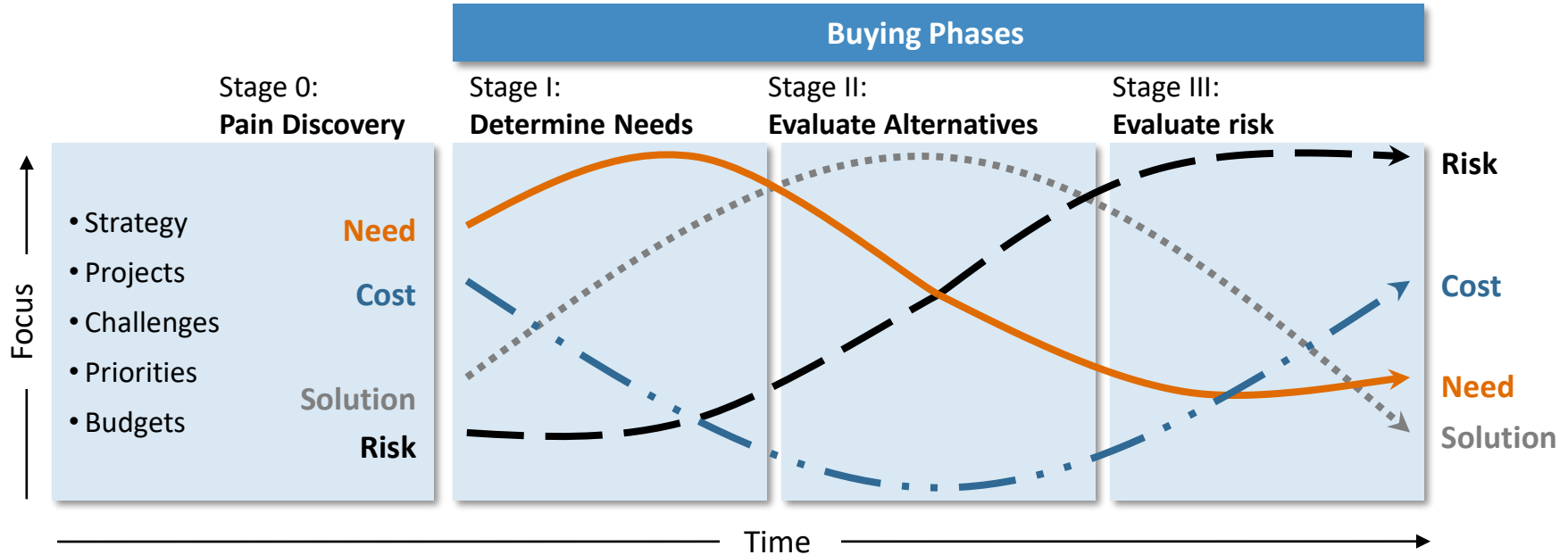
Your content must match the customer journey and the personas

Buying Phases			
	Stage 0-I: **Pain/Need**	Stage II: **Evaluation**	Stage III: **Decision**
Content objective	Research/pain	Inform/differentiate	Motivate
Business Decision Maker (BDM)	• White papers • Articles • Strategy sessions	• Product brochure • Fact sheets • Solution WP	• Business case WP • Workshops • ROI calculator
Technical Decision Maker (TDM)	• Scientific papers • Research	• Demo videos • Technical WP • Ask the experts	• Testimonials • Customer videos • Customized demos

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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

Solution: HubSpot implemented

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

BLUE BUSINESS
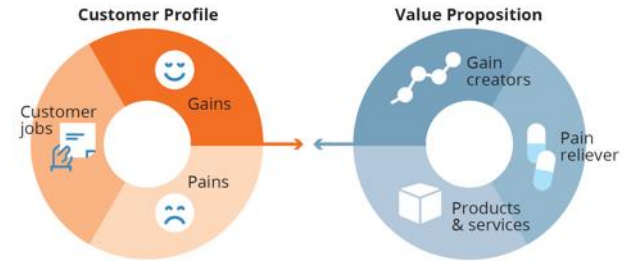
How to create engagement and leads with your top customers

Account activation strategies: 5 options

Account Based Advertising
- IP based
- Geo targeting
- Cookie based

Bid Support

Out of scope

Intent Based Advertising

Out of scope

- Enables you to discover which accounts are actively searching for your products
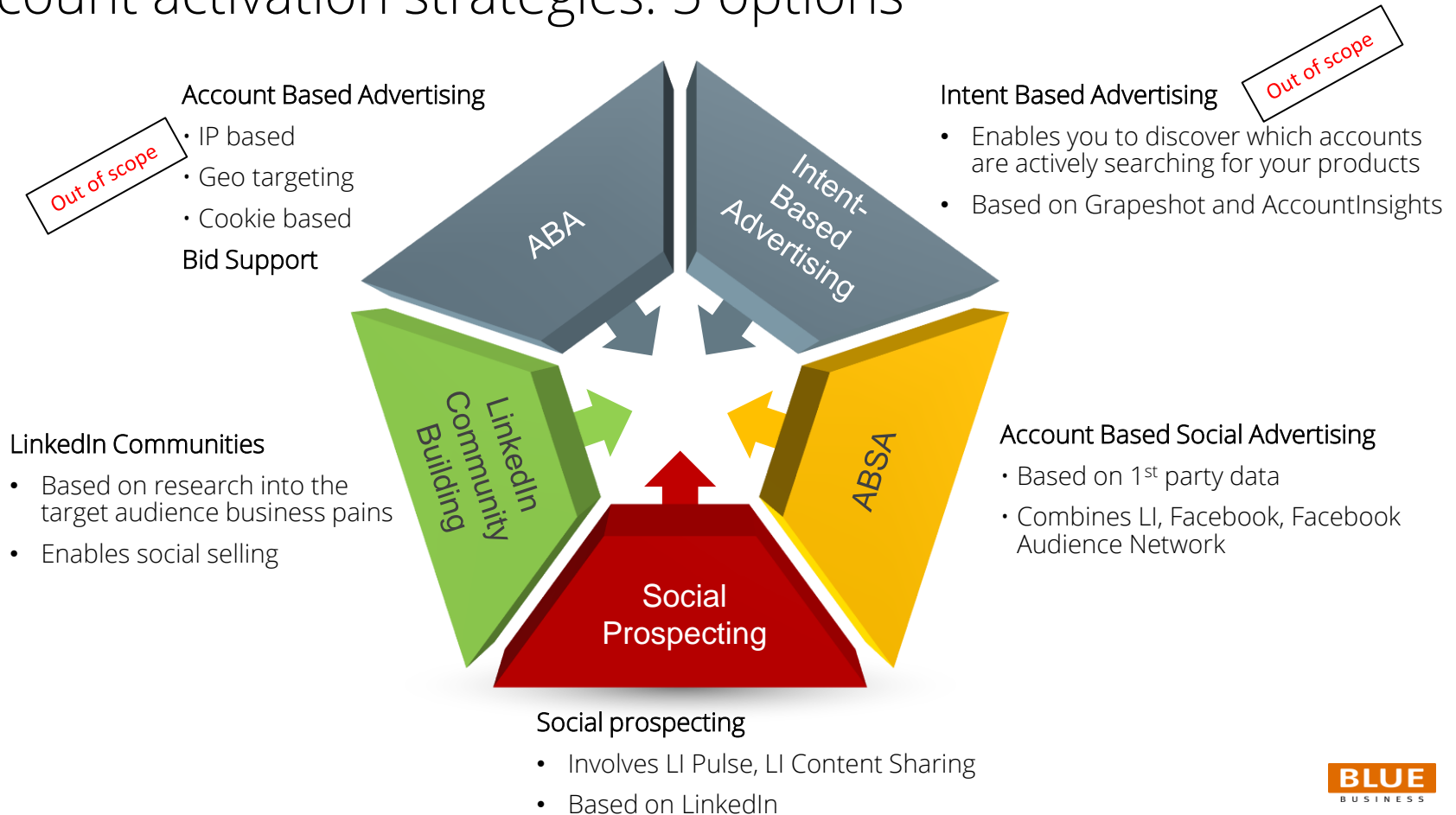- Based on Grapeshot and AccountInsights

ABA

Intent-Based Advertising

LinkedIn Community Building

ABSA

Social Prospecting

LinkedIn Communities
- Based on research into the target audience business pains
- Enables social selling

Account Based Social Advertising
- Based on 1st party data
- Combines LI, Facebook, Facebook Audience Network

Social prospecting
- Involves LI Pulse, LI Content Sharing
- Based on LinkedIn

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Advertising supports higher sales

The Bass Diffusion Model of Growth

SALES

Ads accelerate early growth

Ads maintain higher sales

With ads

Without ads

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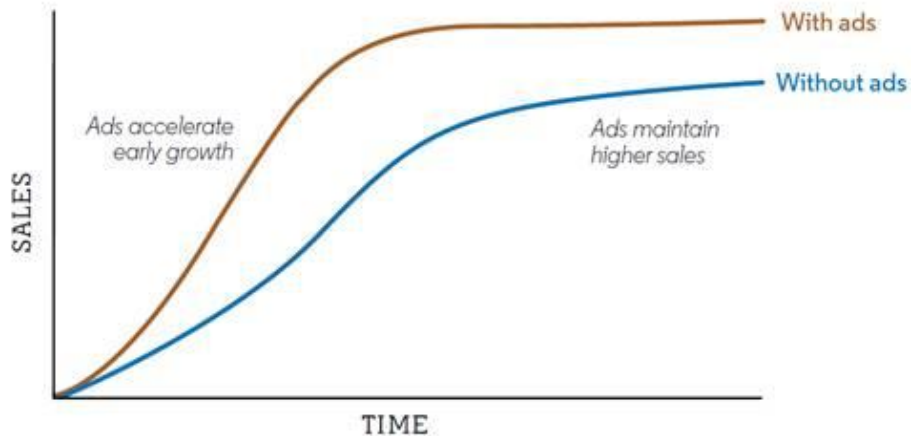
Innovators discover that growth doesn't last forever. And that's when advertising becomes essential.

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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Blog on bluebusiness.com

LinkedIn

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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

Visit-to-Lead Conversion Rate

- Twitter: .69%
- Facebook: .77%
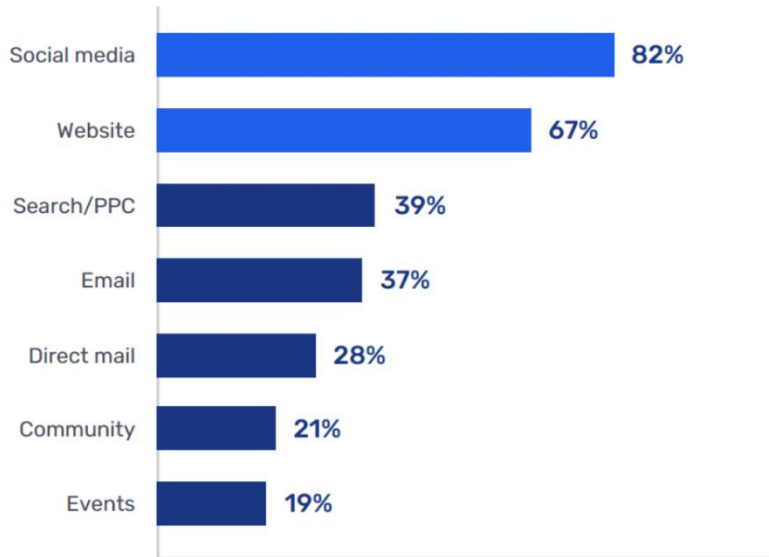- LinkedIn: 2.74%
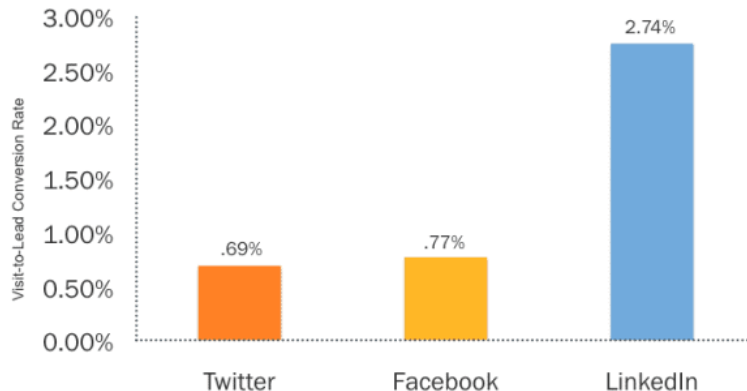
This study by HubSpot.com included 5,198 B2B and B2C businesses.

HubSpot

Social media is becoming even more important for B2B

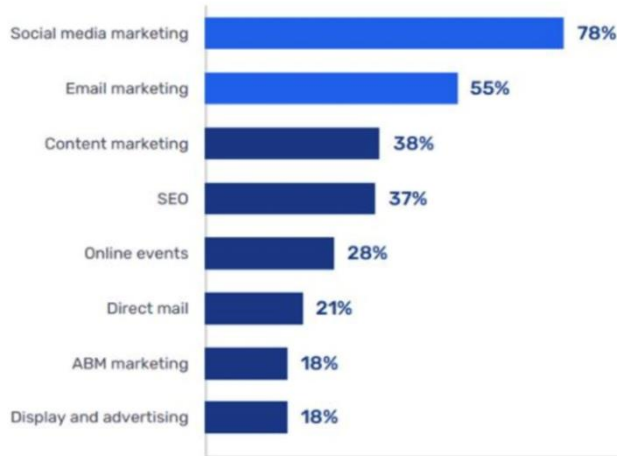Top Growing Marketing Channels in 2021

Channel	Percentage
Social media	82%
Website	67%
Search/PPC	39%
Email	37%
Direct mail	28%
Community	21%
Events	19%

Source: Oktopost

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What worked for B2B during Covid?

Most Effective Marketing Initiatives during COVID-19

Initiative	%
Social media marketing	78%
Email marketing	55%
Content marketing	38%
SEO	37%
Online events	28%
Direct mail	21%
ABM marketing	18%
Display and advertising	18%

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

Source: The B2B Institute

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Departments impacting the buying decision vary by
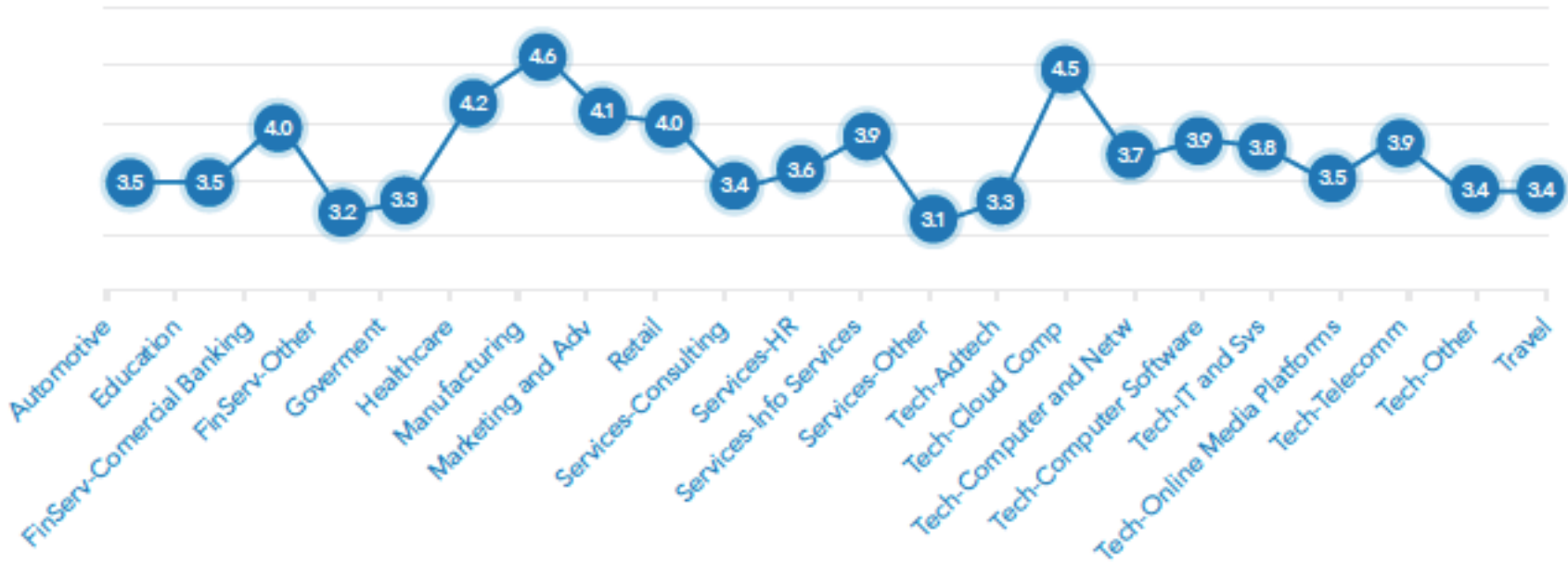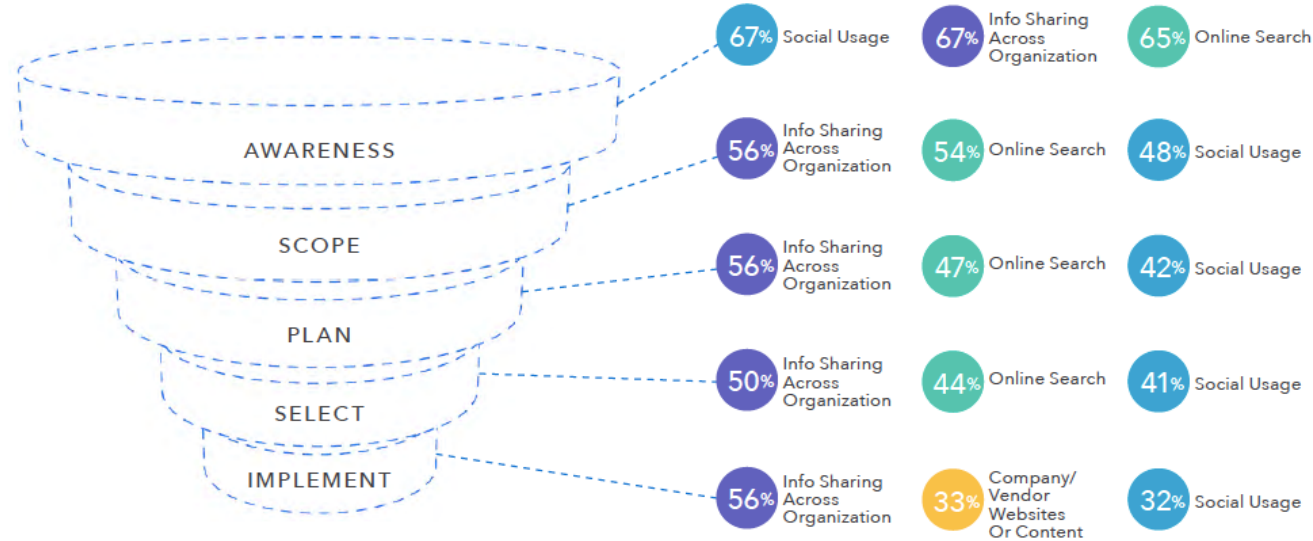

If vendors are not known company wide – they are not known!
Source: LinkedIn 2021

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The buying decision is a team sport!

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

AWARENESS
67% Social Usage — 67% Info Sharing Across Organization — 65% Online Search

SCOPE
56% Info Sharing Across Organization — 54% Online Search — 48% Social Usage

PLAN
56% Info Sharing Across Organization — 47% Online Search — 42% Social Usage

SELECT
50% Info Sharing Across Organization — 44% Online Search — 41% Social Usage

IMPLEMENT
56% Info Sharing Across Organization — 33% Company/Vendor Websites Or Content — 32% Social Usage

Social media and information sharing are the top channels for content distribution
Source: LinkedIn 2021

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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
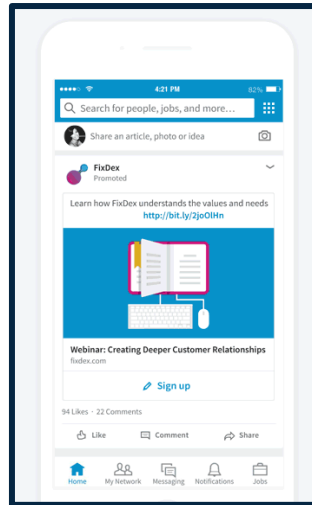Estimated results: 20% click through rate to shared content
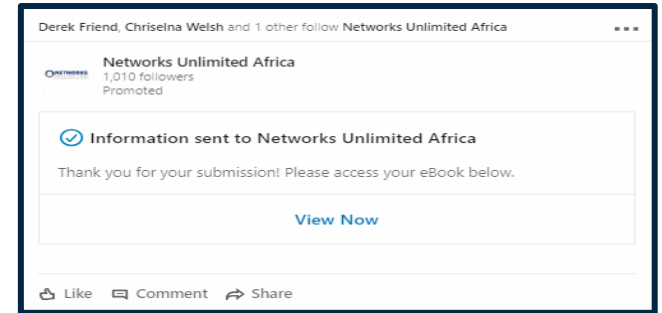
Lead Form Flow

Step 1: Sponsored Image, Video or Carousel Ad
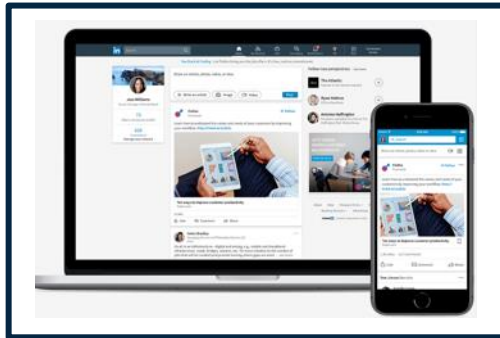
Step 2: Lead gen form and opt-in

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

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Cases: Roche Diagnostics and Bioneer A/S

Account Based Social Prospecting

SOCIAL SELLING
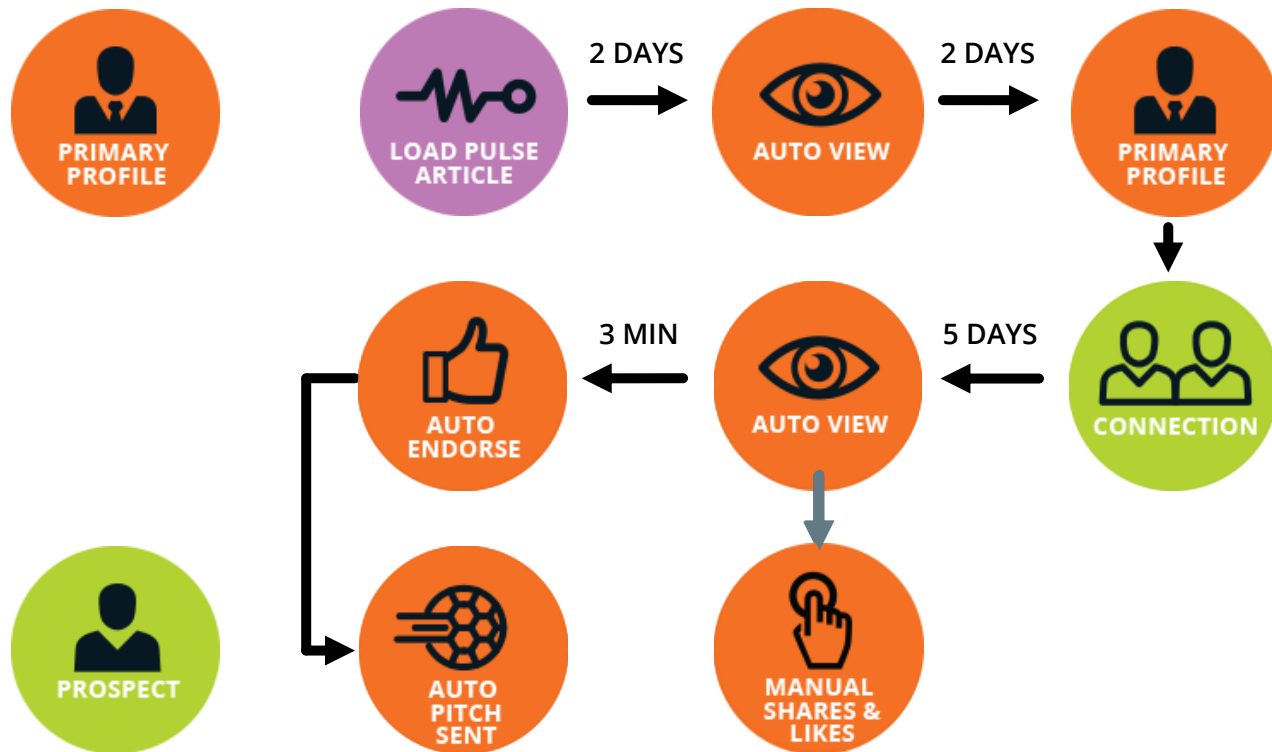
LinkedIn automation tools

•• 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

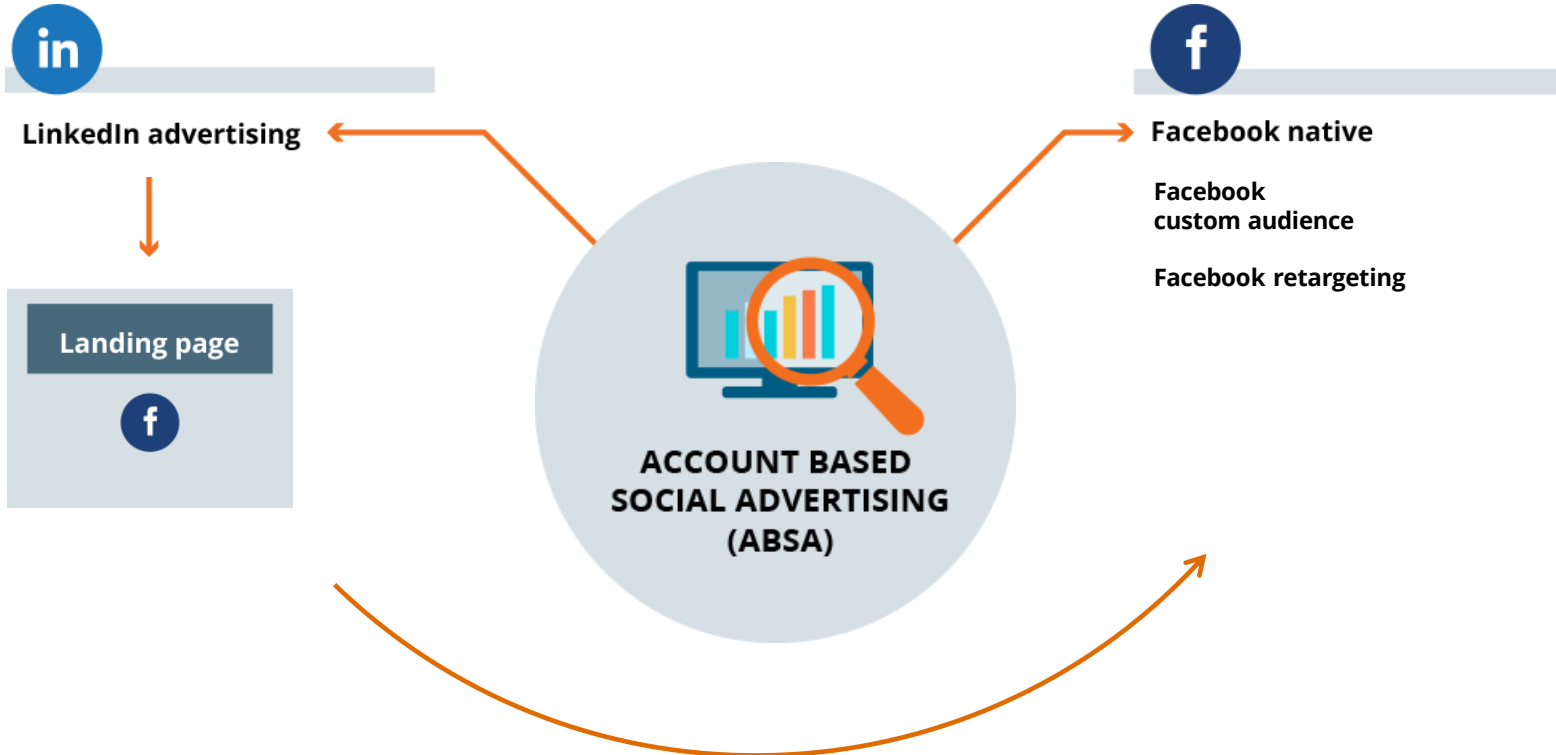# ABSA: Account Based Social Advertising

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Take the best from two worlds

LinkedIn Content
Sharing

Facebook
Advertising

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

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GDPR compliant account based targeting strategies

LinkedIn advertising

Landing page

ACCOUNT BASED SOCIAL ADVERTISING (ABSA)

Facebook native

Facebook custom audience

Facebook retargeting

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Case: TIA Technology
Account Based Social Advertising

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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

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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.

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Example of lead gen ads

Lead Gen Ad - A Proven Methodology - Informative

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%)

Total Engagement Points Per Company

9 6 5 5 5 4 3 3 3 2 2 2 2 2 2 1 1 1 1 1 1 1 1 1 1 1 1 1
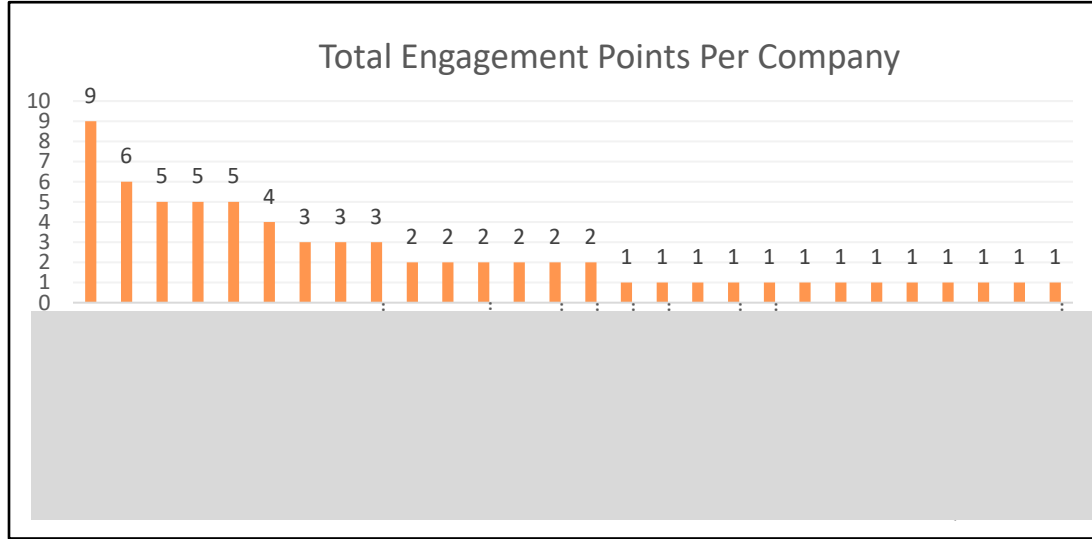
Engagement score is based on Likes and comments

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

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

TIA® Closer to Customers

Digitalization: Imperative for European Insurers
fwdlnkd.com

1 Like

Like   Comment   Share

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Main findings and conclusions

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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

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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

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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

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Digital Lead Generation & Marketing Automation

Bringing tangible value to your business

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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

✓ Effktivisere kampagneudrulning, spare tid og ressourcer

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"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

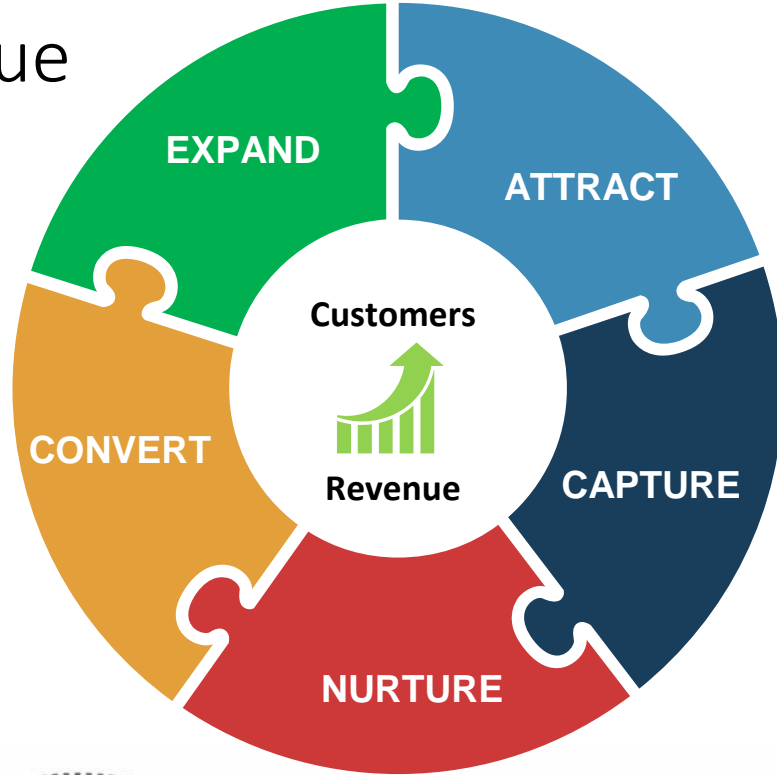Set goals then start acting to meet them.

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Top priorities for digital marketers

Content marketing	55% 58%
Personalisation	51% 55%
Social media marketing	56% 54%
Marketing analytics (including testing)	49% 51%
Lead generation	50% 51%
Marketing automation	46% 50%
Video advertising	50% 49%
Content management	48%
Audience and data management	48%
Search engine optimisation (natural search)	45% 47%
Email marketing	46% 44%
Mobile marketing	48% 43%
Lead management	43% 43%
Paid search (PPC)	32% 40%
Sales enablement	34% 37%
Display advertising	34% 36%
Webinars / virtual events	40% 36%
Affiliate marketing	29% 32%

Source: Econsultancy digital intelligence briefing

Proportion of companies planning to increase budget for digital marketing channels and disciplines

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Take charge of the customer journey

BIGGEST POINT OF OPPORTUNITY

TRIGGER EVENT

HOT LEAD

SALES ORDER

GET FOUND

LEAD NURTURE PROGRAM - MARKETING AUTOMATION

SALES CONTACT

XSELL / UPSELL

0%

65-80%

100%

MARKETING

SALES

MARKETING

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Lead to revenue management

EXPAND

ATTRACT
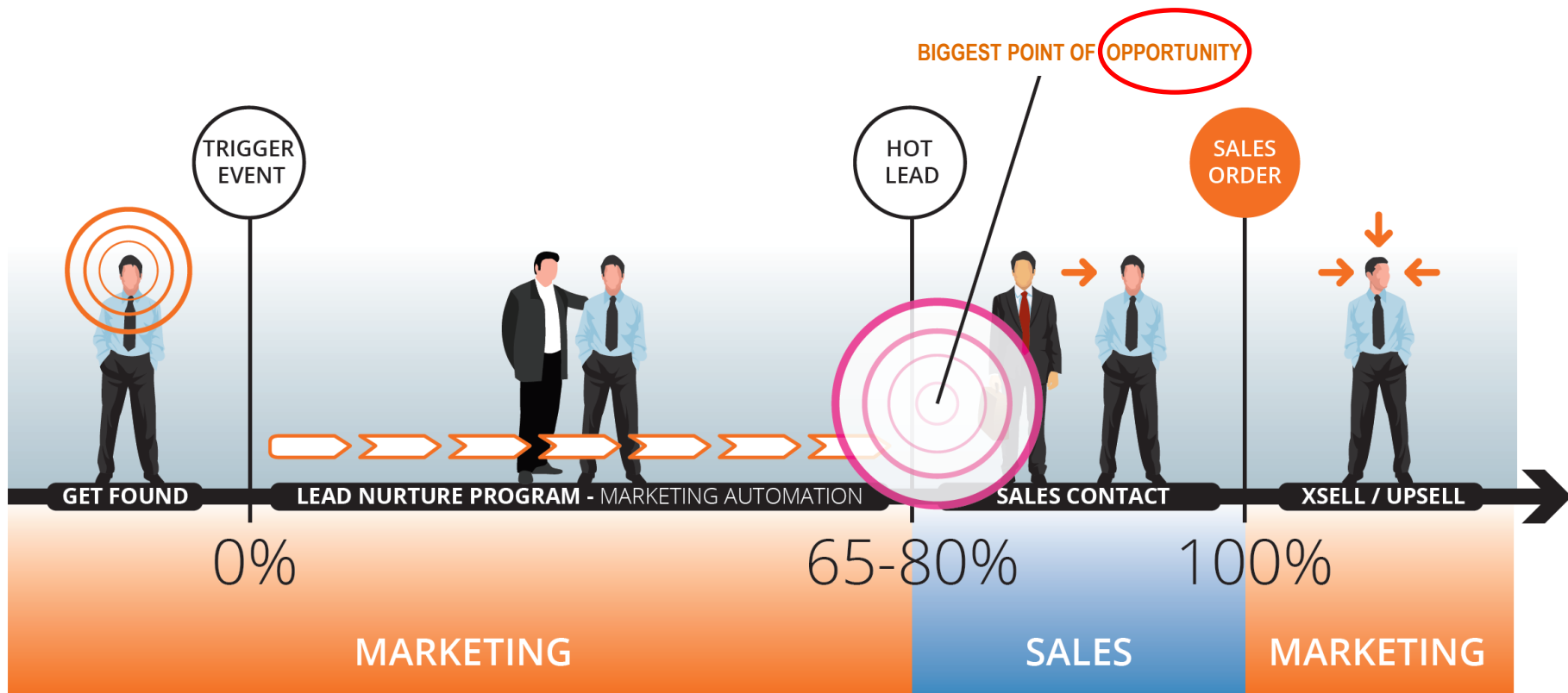
Customers

Revenue

CONVERT

CAPTURE

NURTURE

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

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The customer journey has been digitally transformed

Events | Company Website | Sales | Web | Social | Email | Content

Attract
Capture
Nurture
Convert
Expand

Product pages

Product Pages

Registers for webinar

Attends Tradeshow

Attends virtual Event

Sales Call #1 Meeting Occurs

Sales Call #1 Meeting Occurs

Sales Call #2 Meeting Occurs

Sales Call #2 Meeting Occurs

Pricing pages

Sales Call #3 Becomes Customer

Sales Call #3 Becomes Customer

Attends User Group

BEN BETH

Web search

Looks at Company LinkedIn

Confers with peers on LinkedIn

Connects with other customers

Follow-Up Email

Follow-Up Email

Subscribes to customer newsletter

New customer welcome email

Downloads eBook

Downloads Case Study

Downloads Whitepaper

Downloads Case Study

Downloads Whitepaper

Downloads Datasheet

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What is marketing automation?

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

Efficiency

Insight

Data

Scoring | Qualified Pipeline | Alerts | Campaign automation

Products | Content Engagement Web Journey

Demographics | Profiling | Segmentation | List cleansing |GDPR

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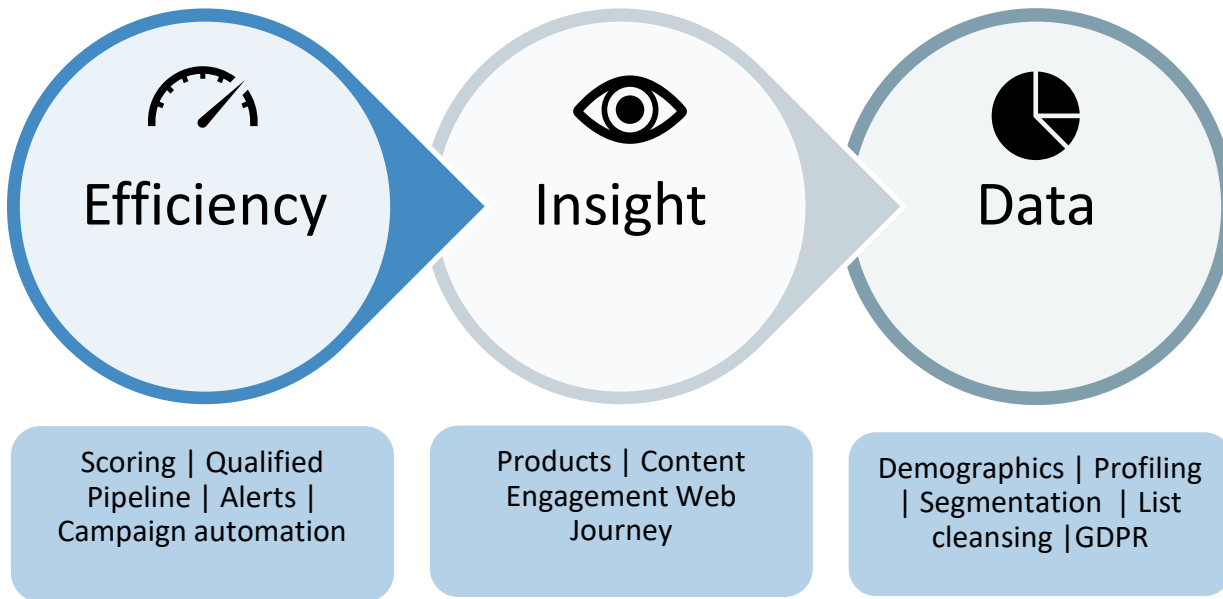
What is marketing automation <u>not</u>?

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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✓ Rapportere på kampagner og beregn ROI

✓ Effktivisere kampagneudrulning, spare tid og ressourcer

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Marketing Automation functionality

WEBINARS

REPORTING

SEGMENTATION

EMAIL NURTURING

LEAD SCORING

LANDING PAGES

ACTIVITY SCORING

WEB FORMS

SOCIAL PUBLISH

SOCIAL PROSPECT

INBOUND & OUTBOUND

BLUE BUSINESS

THE B2B LEAD AGENCY

act-on

HOME
Start
Activity
Dashboard

CONTACTS

CONTENT

INBOUND

OUTBOUND

AUTOMATION

REPORTS

HELP

Social Media

Search All Assets

Hans Chris...

Companies Visiting Now

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

Amazon Technologies Inc. *7 hours ago*

Automated Programs

THANKS FOR VISITING!
We have other goodies for you!
TOP EVENT DESTINATIONS

iVit App

Landing pages

You can now do better
with this exclusive material

Request New Guide

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

Step by Step Guide
for Productivity

Know when and for how
much every day

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

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

See more

See more

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

Get Guide Now

Email Campaigns

bright healthcare

Join us, Saturday, November 16th

Saturday, November 19th:
Free Blood Pressure Screening

Read More >

Share with a Friend:

Forward >

Get Directions:

From North >

From South >

Web Pages Active This Week

List Management

172
Companies Visiting

188
Page Views

People

Reporting/ROI

Anonymous Visitors   64,267
N/A
Act-On Lists   887
55.5 days
Top Funnel (score 20-35)   17
5.46 days
Mid Funnel (score 35-80)   19
43.2 days
Bottom Funnel (score 80-100) 1
2.33 days
MQL (score above 100)   4

Technical Support Case

Product Feedback

News and Events

Active Messages

Poll

Brugen af marketing automation?

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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 konsulenthuse:

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

BLUE BUSINESS

sætter de... Og gennem hele det fremtid...
i købs...

... nogle findings om anvendelsen af marketing automation fra ua...

1
78% af alle marketingchefer mener, at forøgelsen af den
omsætning er en følge af marketing automation.

(The Lenskold and Pedowitz Groups)

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(Venture Beat Insights)

> Du forøger det totale salg for nye og eksis...
> Du forkorter salgsforløbet med mere ...
> Du forøger ordrestørrelsen
...if ikke af salgsky...

Marketing

BLUE BUSINESS

Lead to revenue management puts you in the drivers seat
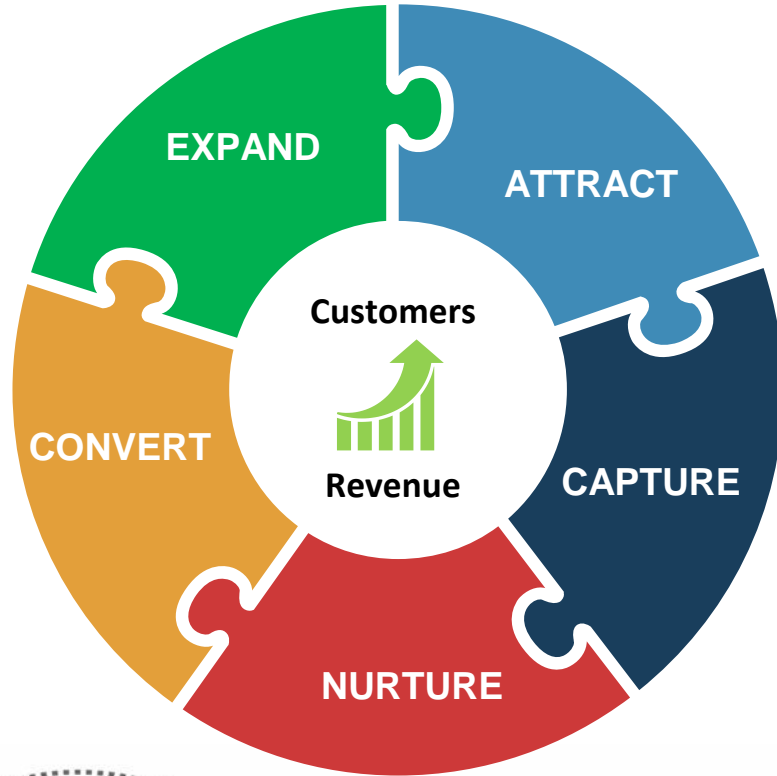
Be relevant

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

Content Marketing

Blogs
Videos
White papers
Infographics

Social sharing

Publish campaigns
listen and join
conversations
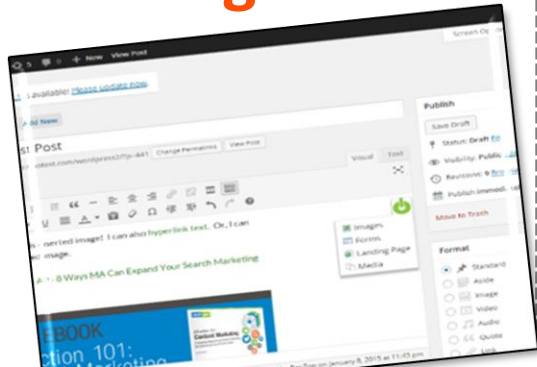
Attract: Give me insight

Benefit your dialog and sales efforts with insight that matters

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
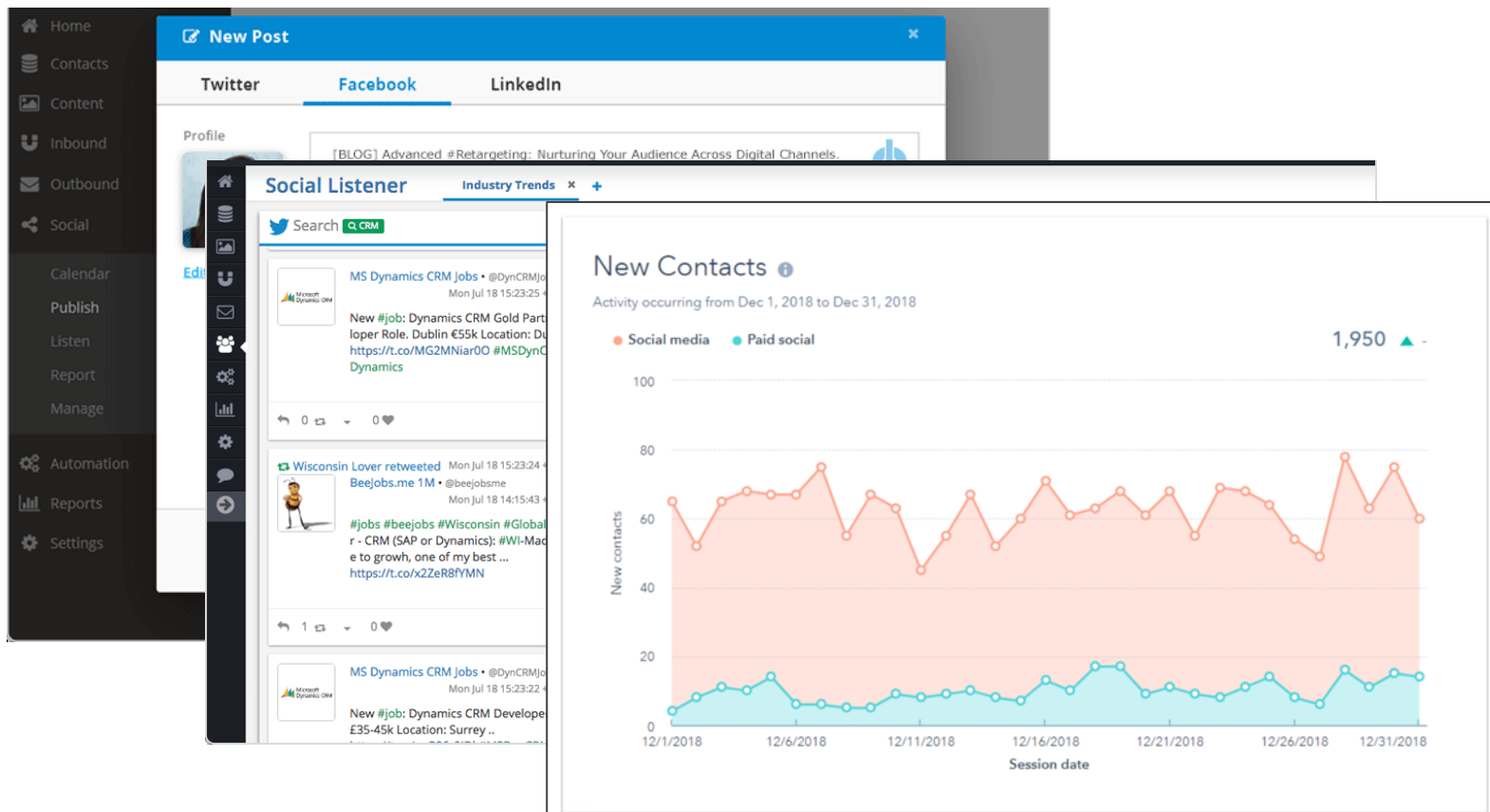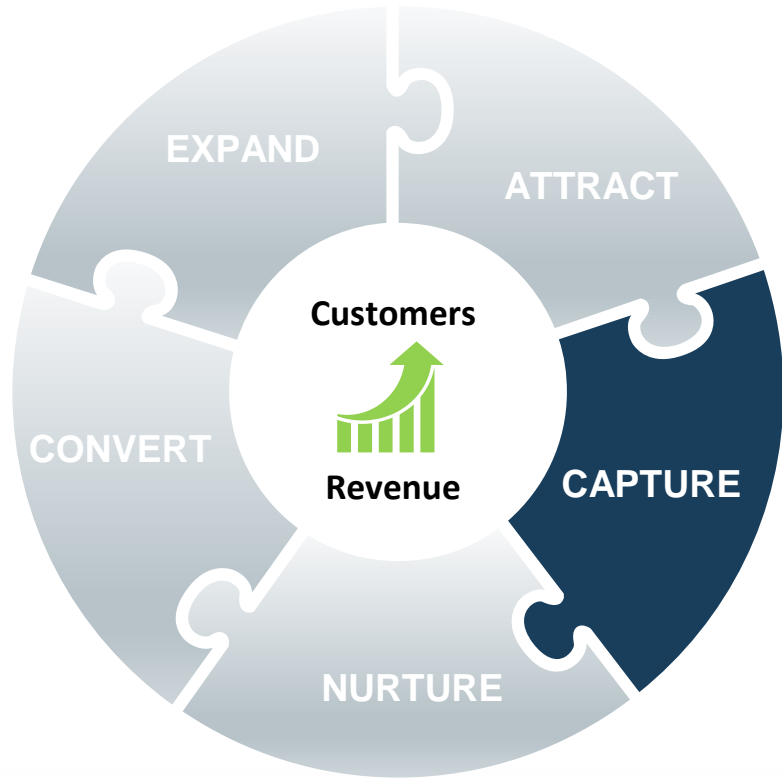
Capture: From awareness into contact

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

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BUSINESS

Progressive profiling

EXPAND

ATTRACT

Customers

Revenue

CONVERT

CAPTURE

NURTURE

INBOUND & OUTBOUND

BLUE BUSINESS

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

Nurture: Sample flow for webinar

Email invite

Sign-up page

Thank you page

Email reminder

Email thank you

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

Non-MQL
Sent an email
0

MQL
Sent an email
0

Goes to contact page
Stopped research

39 + 8 = 47
Final score = 47

EXPAND ATTRACT
Customers Revenue
CONVERT CAPTURE
NURTURE

BLUE
BUSINESS

EXPAND

ATTRACT

Customers

Revenue

CONVERT

CAPTURE

NURTURE

INBOUND
& OUTBOUND

BLUE
BUSINESS
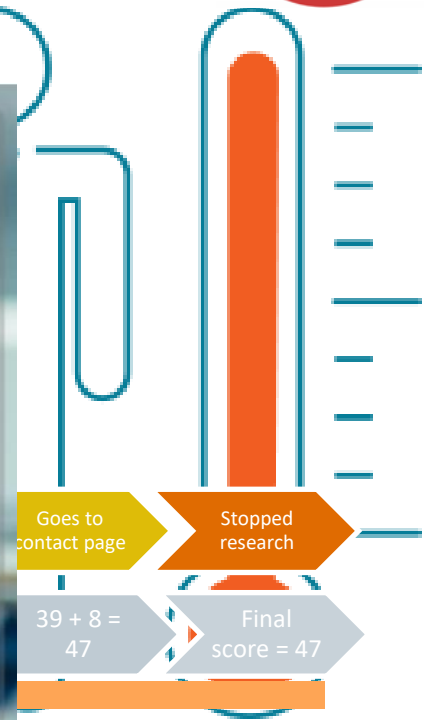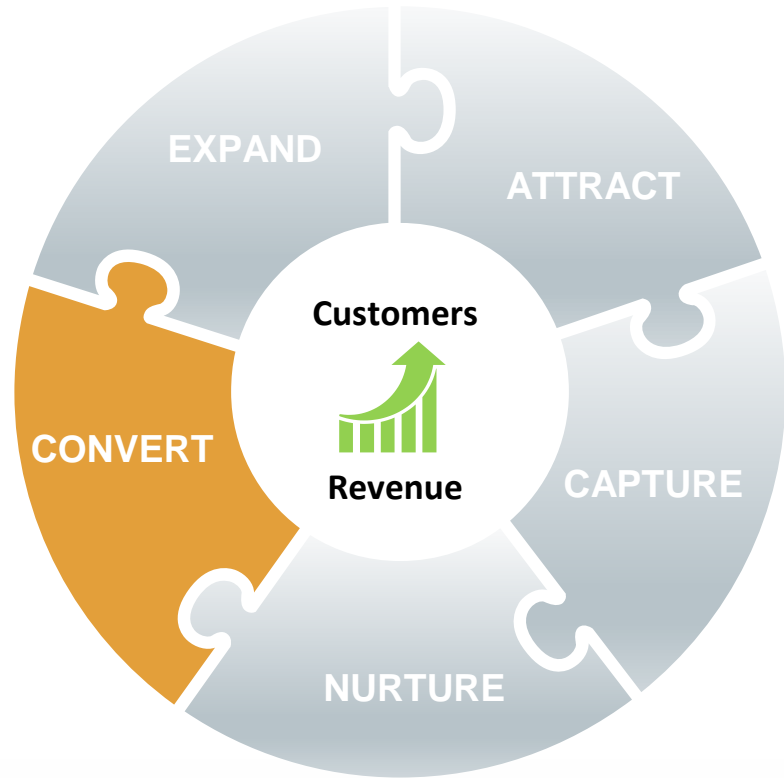
Are your sales and marketing teams optimised
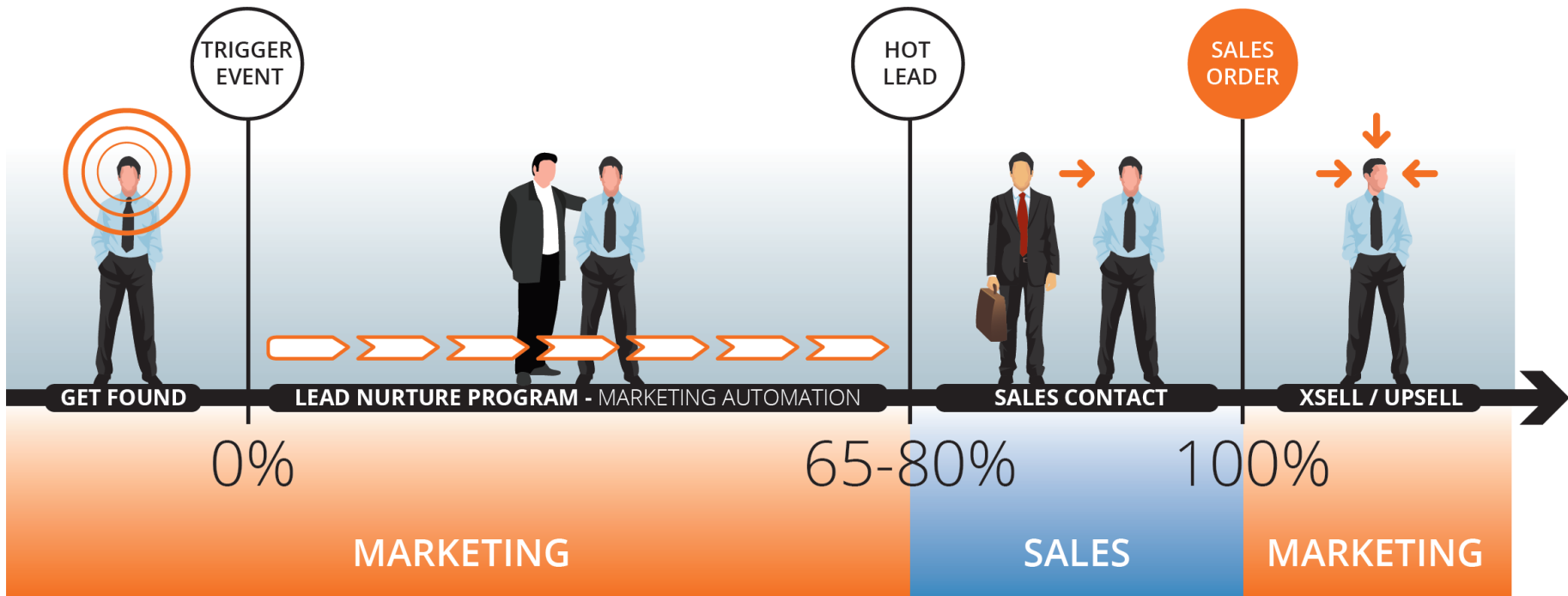
TRIGGER EVENT
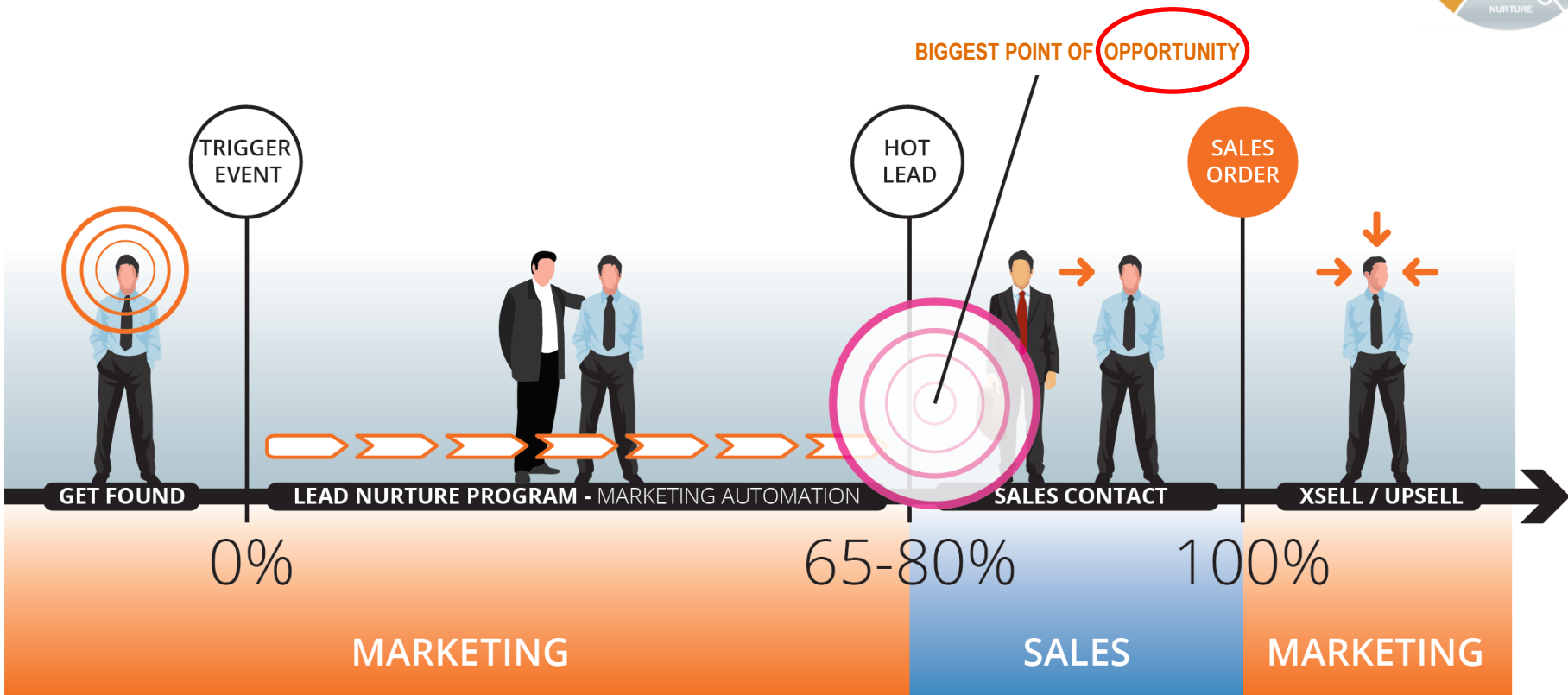
HOT LEAD

SALES ORDER

GET FOUND

LEAD NURTURE PROGRAM - MARKETING AUTOMATION

SALES CONTACT

XSELL / UPSELL

0%

65-80%

100%

MARKETING

SALES

MARKETING

THE SALES AND MARKETING DIVIDE

What will it take to bridge the gap?

Sales

Marketing

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?
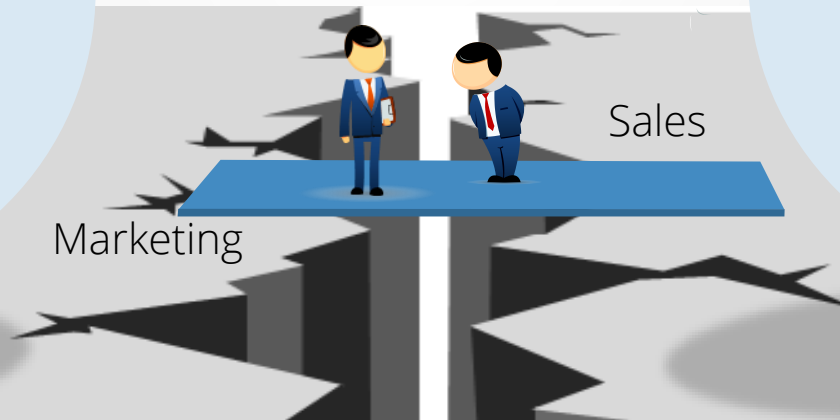✓ Agree on terms?
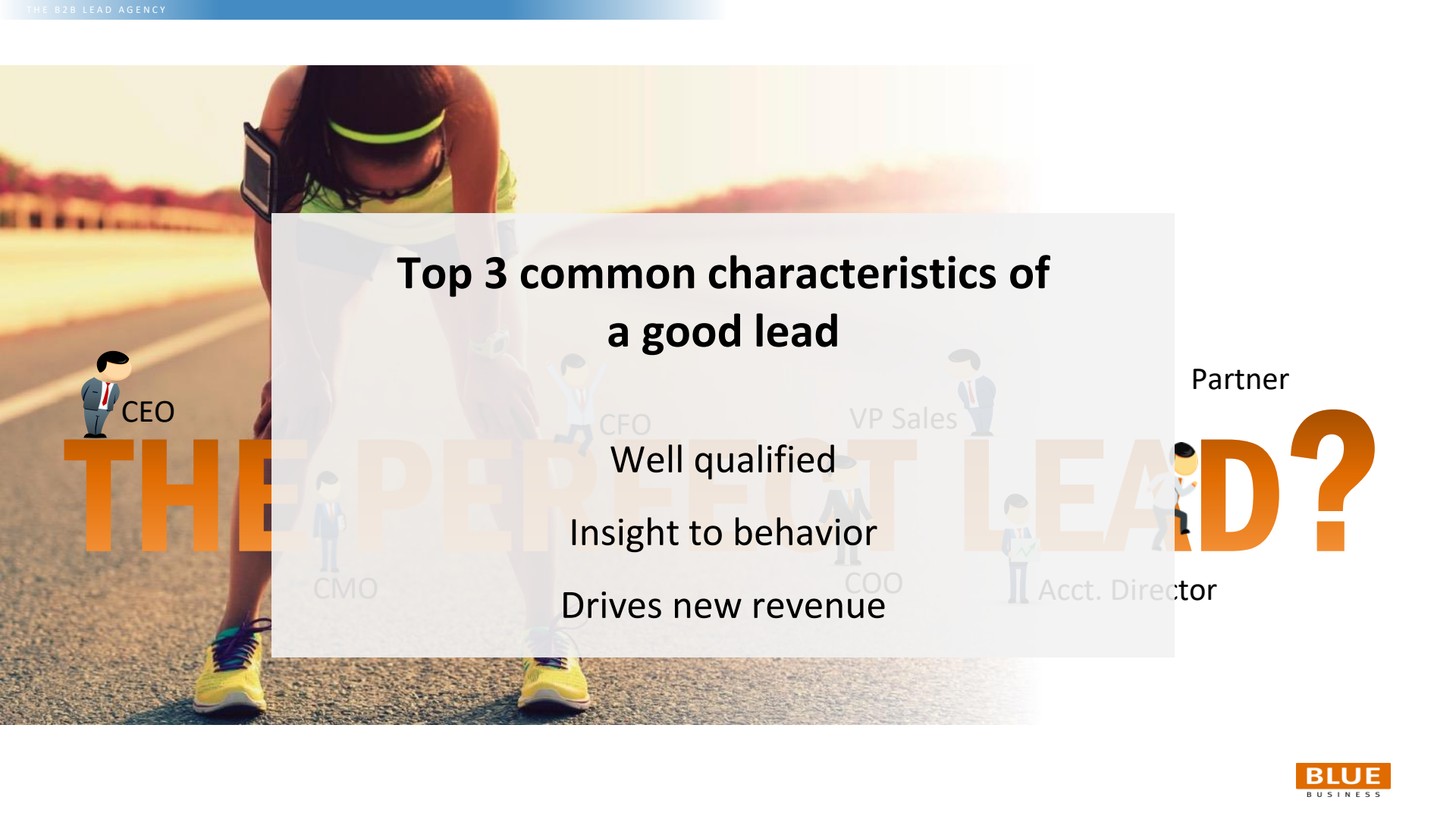✓ Meet more often?

Sales focus

✓ Always be closing

Motivation:
✓ Meetings
✓ Pipeline
✓ Deals

Problems with marketing:
✓ Unqualified leads
✓ Seniority of leads

Sales

Marketing

Top 3 common characteristics of a good lead

CEO

Partner

THE PERFECT LEAD?

CFO

VP Sales

Well qualified

Insight to behavior

CMO

COO

Acct. Director

Drives new revenue

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BUSINESS

CONVERT: Align marketing and sales
Use best practice to agree on lead definitions and lead scores
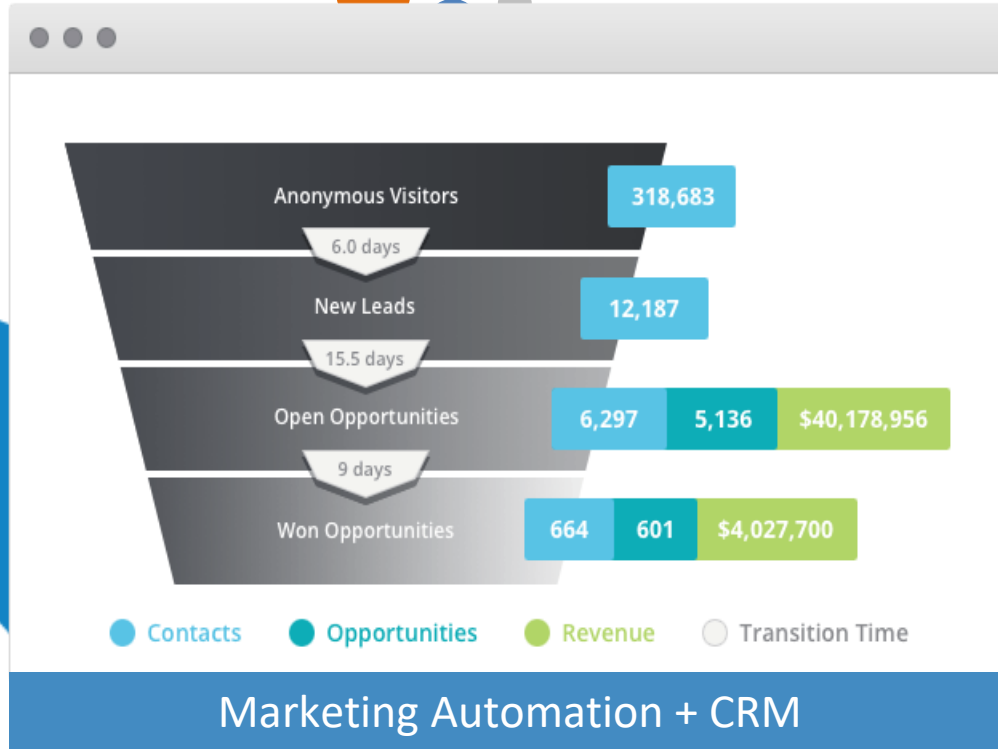
LEAD MANAGEMENT WORKSHEET

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%				

COLD

WARM

HOT

Without Marketing Automation, CRM is only half the solution

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CONVERT: The real value from visitor to the bottom line

Lead forcasting and projection

Waterfall model example

20,000
Visitors

•2%

400
Prospects

•10%

40
MQL

•50%

MQL to SQL
up by 50%
w/marketing
automation

20
SQL

•75%

15
Opportunity

•20%

3
Win

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

(value 7,500 kr)

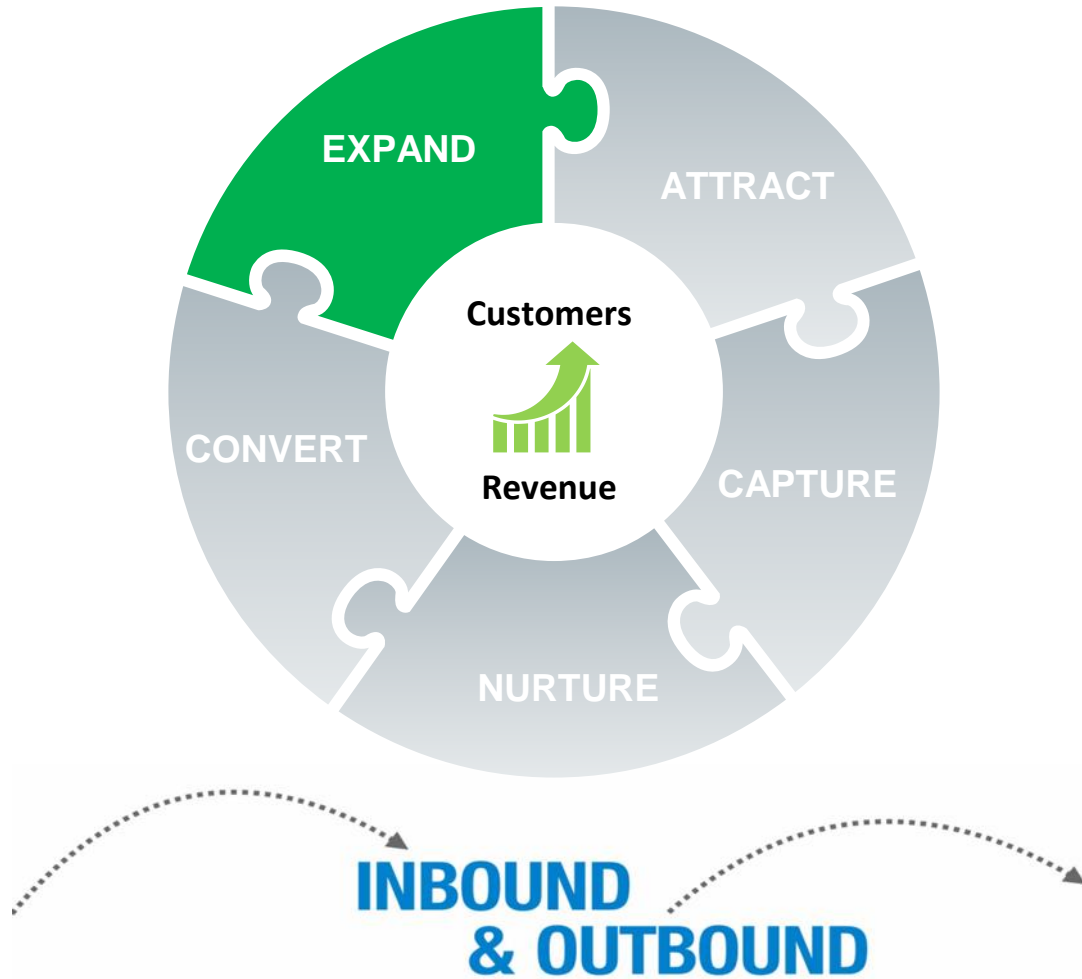# Reporting marketing performance

New leads

Funnel conversion

Leads by name

Leads by source

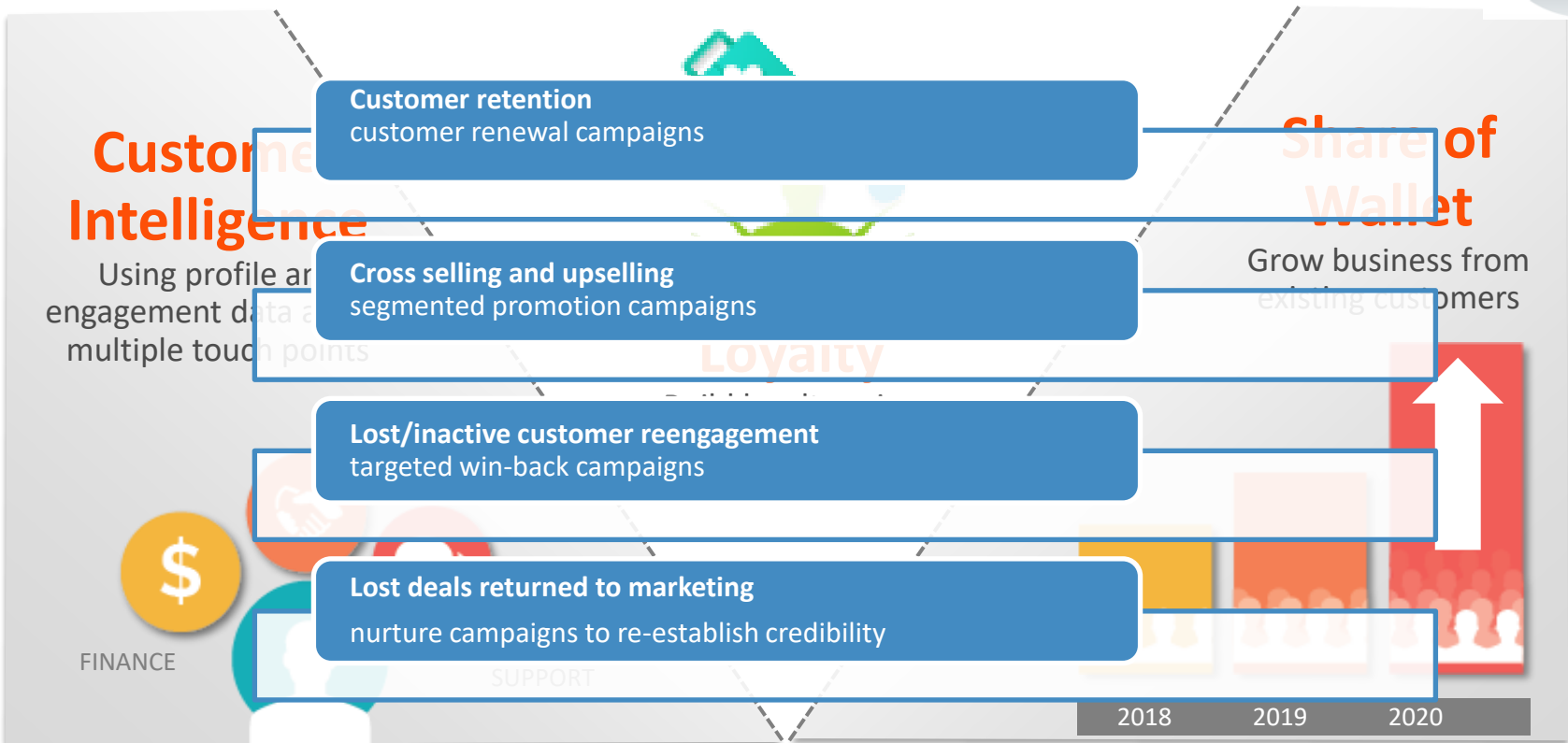# ...and remember to understand what's working and what's not

Contacts by name

Pipeline

New leads

Leader dashboard

Funnel conversion

Contacts by source

Expand: Customers are for life

Retain customers and expand their value

Customer Intelligence

Using profile and engagement data across multiple touch points

Customer retention
customer renewal campaigns

Cross selling and upselling
segmented promotion campaigns

Lost/inactive customer reengagement
targeted win-back campaigns

Lost deals returned to marketing
nurture campaigns to re-establish credibility

Share of Wallet

Grow business from existing customers

Loyalty

FINANCE

SUPPORT

2018   2019   2020

EXPAND   ATTRACT
Customers
Revenue
CONVERT   CAPTURE
NURTURE

BLUE
BUSINESS

Expand: Reactivating inactive customers
Retain customers and expand their value

Three key players

	act·on		HubSpot
Small-Business (50 or fewer emp.)	39.4%	93.4%	54.9%
Mid-Market (51-1000 emp.)	50.3%	5.6%	39.4%
Enterprise (> 1000 emp.)	10.3%	0.9%	5.7%

act·on — Overall Rating 4.4/5 — 79% willing to recommend: 5 Star 43%, 4 Star 46%, 3 Star 8%, 2 Star 1%, 1 Star 2%

Overall Rating 4.2/5 — 100% willing to recommend: 5 Star 20%, 4 Star 80%, 3 Star 0%, 2 Star 0%, 1 Star 0%

HubSpot — Overall Rating 4.4/5 — 82% willing to recommend: 5 Star 49%, 4 Star 44%, 3 Star 6%, 2 Star 1%, 1 Star 0%

- ✓ 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

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5 steps to get started with marketing automation

A simple step by step approach to
getting off the ground

5 Skills
Evaluate need for
skills competencies

4 Roadmap
Roadmap and
milestones

3 Buy-in
Align with
stakeholders

2 Simple
Be ambitious,
but start out
simple

1 Goals
Define your lead
generation strategy
and goals

Goals

Simple

Stakeholders

Roadmap

Skills

BLUE
BUSINESS
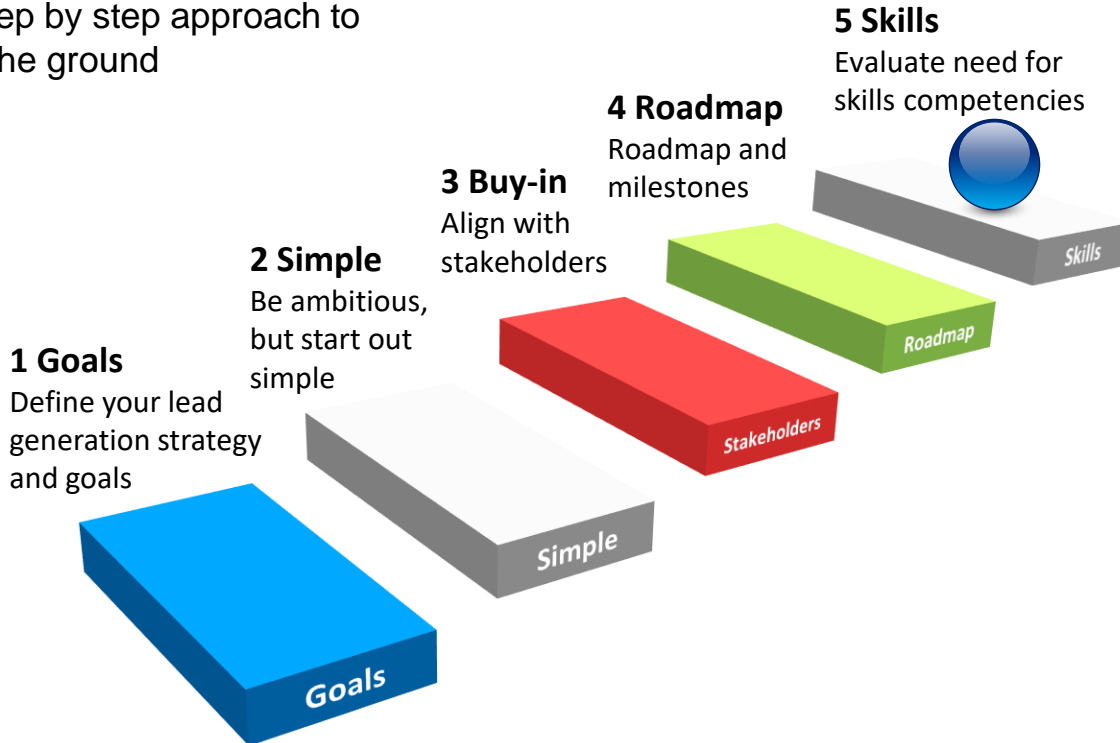
6-12 mth. roadmap and milestones

From novice to mature lead generator

2022 – Q1

- MA live
- Digital tracking
- Newsletters
- Lead scoring
- Social media

2022 – Q2

- Nurture flows
- Landing pages
- Content/SoMe strategy
- Web audit/SEO
- Lead definitions
- CRM integration

2022 – Q3

- Webinars
- Social campaigns (level 2)
- Referral campaigns
- Pipeline acc. campaigns
- Marketing ROI

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BUSINESS
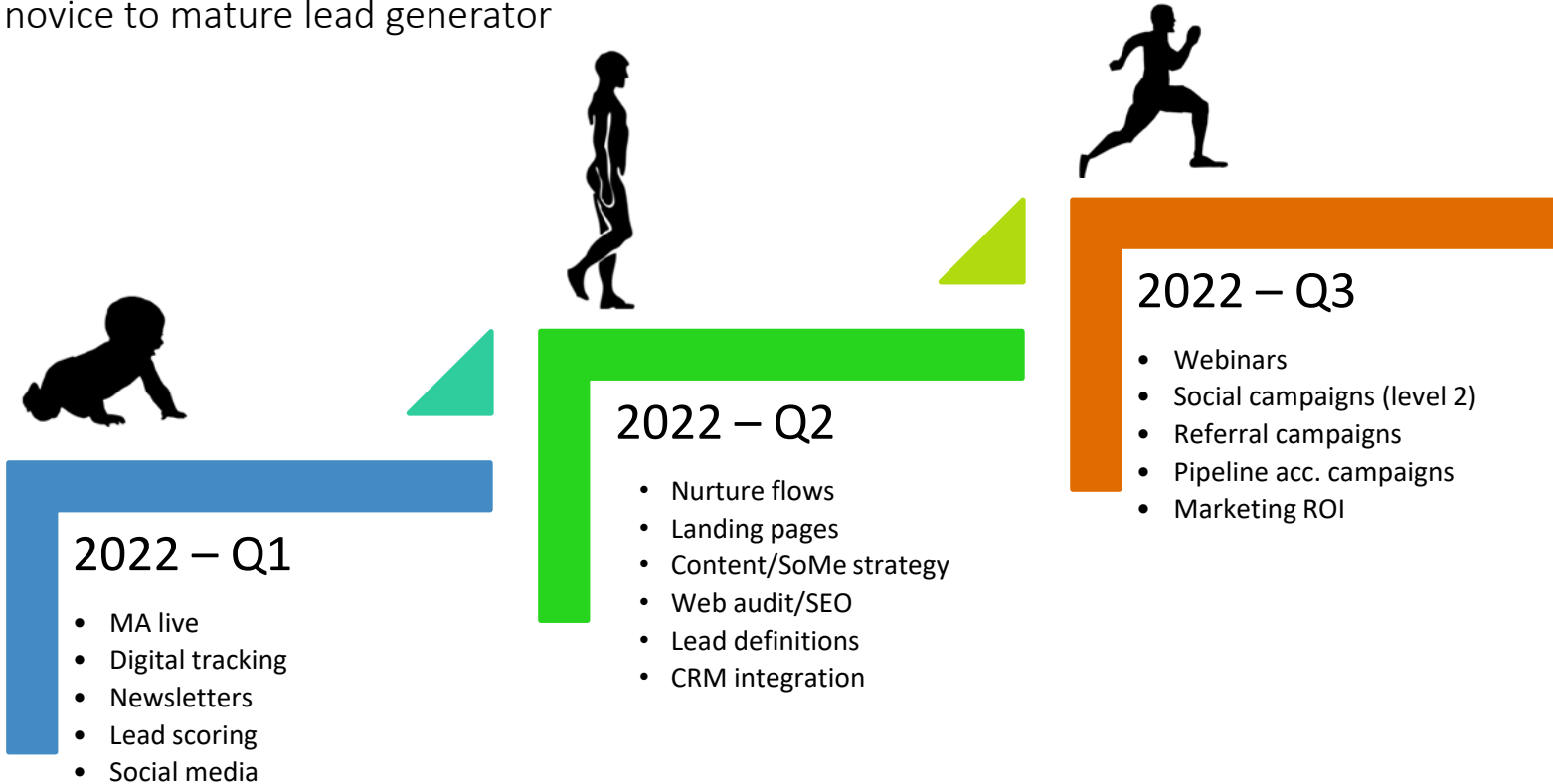
Our approach to marketing automation
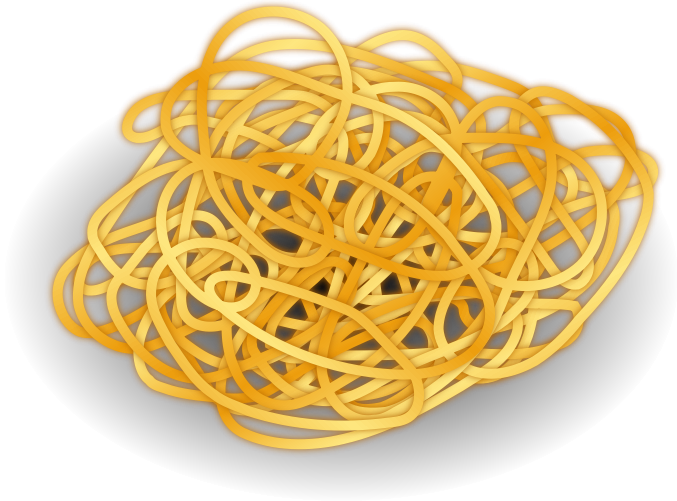
Marketing Automation

The complex way…or…

Marketing Automation

The simple way…

Our approach to marketing automation

6 months

Automation · Campaigns · Leads
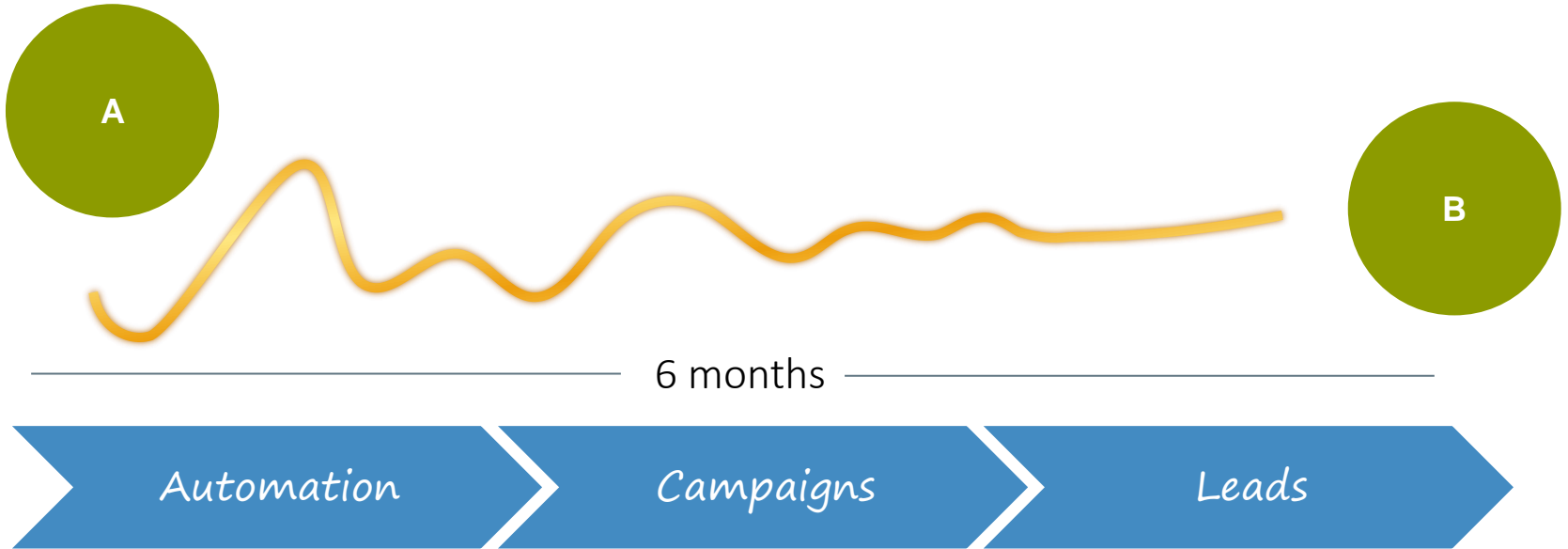
Get started now: Lead generation marketing packages

Fixed costs
Predictable
Managed

Fresh leads
Qualified leads
Improved Pipeline

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...

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7 ingredients to successful B2B campaigns

How we can help you build your digital pipeline

Spørgsmål og svar

BLUE
BUSINESS

Tak for idag!

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mk@bluebusiness.com

Hans Christian Bothmann: +45 4027 9560

hcb@bluebusiness.com