BOOM

BAM!

THE SUPER HEROES OF B2B DIGITAL MARKETING

KRAK-KOOM!

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THE SUPERHEROES OF B2B DIGITAL MARKETING

A GP friend of mine recently complained bitterly to me, “My patients are going to ‘Dr Google’ to self-diagnose their symptoms. By the time they see me, their illnesses are worse and the consequences more dire than if they’d seen me earlier.”

It’s easy to compare my medical friend’s dilemma with a similar issue confronting B2B marketers. Buyers are defaulting to the internet seeking information before seeing the experts. In fact, Forrester Research suggests buyers may be as much as 90% through their decision-making process before they reach out to sales – if they reach out at all.

The question I get asked most often is, “How can I best utilise marketing to increase sales, when I often lose a sale before I even make my pitch?” My answer is simple. “Make digital marketing your greatest asset.” In other words, insert yourself prominently into the buyer’s search.

But of course doing this is not as simple as saying it. More than ever, the journey to the sale can be long and arduous. That’s why we’ve written this new ebook – The Superheroes of B2B Digital Marketing. Step-by-step we’ll take you through the sales cycle, from finding customers, getting to know them and engaging with them until you make the sale. That journey can take months, as buyers in the accessible digital age are more reticent and afraid of making ill-informed decisions.

As the name suggests, I thought we should inject a fun element by “superhumanising” each stage in the sales cycle. Follow the stages in this ebook and you will inevitably increase sales. Of course, at any time you feel you need extra help or motivation give me a call. I’m no superhero, but I’m sure I can help with strategies that will net super results. **Enjoy the read.**

STEVE BALLANTYNE
B2B Marketing Strategist
steve@ballantynetaylor.co.nz

INTRODUCING OUR SUPERHEROES

In this book, we will explore how each B2B digital marketing superhero is important and where they fit into the business buying cycle.

It starts with super sleuth Research Ranger. With the combined powers of ***RESEARCH & STRATEGY*** he'll help you find buyers and their problems. Then he'll put together a plan that leads them to the solution. ***Pg. 4***

Next, the word seductress Lady Lingo uses her superpower of ***CONTENT MARKETING*** to package your thought leadership in winning ways that address buyer concerns at each stage of the decision-making process. ***Pg. 9***

Armed with super content, Automation Man uses ***MARKETING AUTOMATION*** to nurture leads in a personalised way to the point of sales readiness. ***Pg. 15***

Perennial charmer, Captain Connection knows the cycle doesn't end after the sale is made His top notch ***CUSTOMER ENGAGEMENT*** creates up-sell opportunities and turns customers into lifelong advocates. ***Pg. 19***

Throughout the journey, Agent Analytics sifts through your data with ***MARKETING ANALYTICS*** to measure, refine and relentlessly improve your marketing efforts. ***Pg. 23***


I LEAVE NO STONE UNTURNED WHEN IT COMES TO INVESTIGATING POTENTIAL CUSTOMERS!
RR
RESEARCH RANGER
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CHAPTER ONE

RESEARCH & STRATEGY

The big, bad world of marketing can be a scary place. You'll find yourself wandering aimlessly down a dark alley, locked in a fruitless attempt to locate your audience. How do you know which direction to go when you have no idea what you're looking for? This can be overwhelming for most mere mortals – luckily, we can seek the aid of one marketing superhero to help light the pathway to our buyers, clarify our direction and sharpen our decision making.

The RESEARCH RANGER is a champion sleuth and leaves no stone unturned when it comes to investigating potential customers. He absorbs information at lightning quick speeds, channelling it into pipelines that respond to the concerns of the right people, at the right time.

WHY RESEARCH & STRATEGISE?

The B2B marketer's job begins with figuring out who you're talking to, what they are looking for and where to find it. Most marketers skip this very integral first step in the cycle, thinking they already know these answers. But in today's market, knowing your target market, or even target job title, may not be enough. More often than not, entire committees impact the buying decision. There may be only one purchaser, but influencers there are many – each with a different set of priorities and concerns.

DEFINE YOUR AUDIENCE

To understand how each member of the buying committee defines their respective challenges, you'll have to map all the data collected in the research phase and put it into an action plan. Start by categorising information and shaping a buyer persona for each member of the committee.

A buyer persona is a research-based description of a specific type of buyer your business serves. They help to understand a buyer's dilemma, point of view, what affects their behaviour and when and how they make a decision. At a minimum, buyer personas should answer the following questions:

- What does success look like to this group of people?
- What are their pain points?
- What motivates them?
- What role do they play in the purchasing process?
- What disqualifies a potential solution for this group?
- How do they consume information?

Armed with this knowledge, you can produce content that's tailored to each persona and targeted to their individual buyer journey.

LET'S GET TALKING

When it comes to creating a complete buyer persona, talking directly to the buyers is the best approach, but you can't stop there.

Employ online community managers (those who build and grow online communities around a brand or cause) who listen for what is keeping your potential buyers up at night, how they find answers to their questions and overcome challenges. Reach out to your sales team to see where the sales process becomes hairy. Find out which member of the buying committee shows up at each stage of the cycle and what questions they're asking.

Dig into your campaign data with the help of a marketing automation system to get an understanding of who is involved in a purchasing decision and how they interact with your website, content, company representatives and one another. Review win-loss reports and mine social media to help filter and define information.

GET INTO YOUR BUYERS' HEADS

Now that you've established who you are talking to, you can move on to market research. Market research helps you get your head into the mind frame of your buyers, allowing you to construct messages accordingly. Traditionally, market research was a costly affair, but these days you can learn a great deal simply by using the internet.

KEYWORD RESEARCH

Employ keyword analysis to find out how your target market talks about the issues they face and which keywords they use to do it. There's a whole host of keyword research tools you can use, but Google AdWords is a great place to start. Augment that with webmaster tools to shed some light onto the searches that are driving traffic to your site.

Social media monitoring tools can sift through the noise and pinpoint specific conversations that you want to engage in, and keyword trending tools help to understand the variance of the search volume of a specific keyword. Understanding keyword trends is as important as defining your primary and secondary keywords – you can create content/conversation topics that speak to niche groups of people on the social web.

***BEST PRACTICE:** After you've created your keywords, rank them by how they're trending. Using the trends tool, you'll be able to adjust your priorities to the conversations that are increasing, helping you target and make a mark not only in established conversation, but in new trending topics as well.

DEVELOP A MESSAGING STRATEGY

At this point, you've been able to establish who your audience is, what they are interested in and the kind of discussions they are listening to and participating in online. Now it's time to create a messaging strategy that adds value to conversation.

First, frame your messages around your buyer personas and market research. Come up with a story – a visionary statement that tackles the emotional issues your target buyer faces, and then address those issues. Even if you don't have a lot of customers or a big marketing budget you can still have a story that inspires confidence and trust.

BUILD A CONTENT STRATEGY MAP

Once a messaging framework has been established, it's time to build a content strategy that maps buyer personas to their information needs, in a language they would use to describe those needs.

At this stage, you're not boasting about your product, but rather providing insightful, informative and helpful information to help each person take the next step of the buying journey.

STAGES OF THE BUYER JOURNEY

At a most basic level, the buying journey is made up of four phases:

AWARENESS – Buyers become aware of a specific need or issue.

RESEARCH – Buyers begin to look for ways to address their specific challenge. This research often takes place long before contacting a solution provider.

CONSIDERATION – Buyers begin to narrow their list of contenders, comparing and contrasting different approaches and solutions.

DECISION – Buyers evaluate options and choose a solution.

Keeping the buyer journey in mind, you can create a persona content map – a grid that lists personas across the top, and the various stages of the buying journey down the side. In each cell, list questions these buyers will be asking and what you can say to help move these individuals through the buying process.

Knowing which phase each buyer persona is most engaged with in the buying journey is a critical piece of the puzzle. If you find out which personas are most active at each stage, you can tailor your content to speak specifically to them.

	AWARENESS	RESEARCH	CONSIDERATION	DECISION
MARKETING	How can I improve my marketing performance?	How can I show thought leadership?	Is outsourcing an option to consider?	What are the pricing and support options?
SALES	Why is the sale cycle getting longer?	How can we establish more qualified leads?	Does the team need to learn new tools and processes?	
IT	Why is there a greater demand for custom reports?	What is the integration significance?	Who will be available to help with user questions?	Are there existing APIs we can use?
FINANCE				What is the likely ROI?

Thanks to **RESEARCH RANGER's** detective artistry, you know who you are talking to, what keeps them up at night and how to solve all their problems. Now he's ready to pass the marketing baton off to one of his superhuman colleagues. **LADY LINGO** takes the info gathered in the Research & Strategy phase and tailors some kick-ass content to grabs buyers' attention.


I'M A SIREN OF THE SPOKEN AND WRITTEN WORD...
LADY LINGO
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CHAPTER TWO
CONTENT MARKETING

At this point, you've located your audience but they are still adrift in a sea of information. How do you capture their attention and entice them to listen to what you have to say?

When it comes to content marketing, superhero LADY LINGO has a silver tongue. A siren of the spoken and written word, she seductively engages your listeners and draws them in by responding swiftly, yet eloquently, to their concerns, enlightening and encouraging them to interact with your brand.

CREATE CONTENT THAT PEOPLE WANT TO READ

To engage today's business buyers in every phase of the buying decision cycle, successful B2B marketers need to produce informative content, personalise it and deliver it to specific sales leads through email, web, social media, and other channels. You need to apply just as much precision and creativity to the quality of your marketing materials as you do building the products they are supporting. The best content enlightens prospects, facilitates the buying process and lays the foundations for an ongoing conversation. Your content must showcase your expertise, knowledge, and thought-leadership. It should demonstrate empathy for your prospects' needs and build trust with them. And, last but not least, it should address their most pressing business challenges.

Delight your audience with engaging content, but keep it educational by providing readers with new data, information and perspectives. Messages should be personalised and relevant to the challenges each reader is facing, and finally, the content you produce must be actionable – letting buyers know what the next step in the process is and where they can go to find more information.

LEAD GENERATION AND NURTURING

In the B2B marketing world, there are two kinds of content:

- **Lead-generation pieces** need to be as lively and sexy as possible because you don't have much time to capture a reader's attention
- **Lead-nurturing pieces** can be a bit more tactical because you already have the reader's attention and you have more time to talk to them – they are already engaged with you

When you are considering what to feature as your content marketing strategy, remember that your messaging is not limited to articles and whitepapers. Think videos, webinars, microsites, infographics, ebooks and apps. Video games, movies and cartoons can set your content apart from competitors and give your buyers a variety of ways to interact with your brand. Just be clear about who you are creating the content for and what purpose it serves.

BEST PRACTICES FOR CONTENT CREATION

- **Get executive buy-in.** Ensure your leadership understands the importance of content marketing and is on board with the marketing messages you've chosen.
- **Appoint a content manager.** Many people in your organisation can contribute content towards your marketing strategy, in fact, it's better if they do. Good content will come from all corners of your company, not just the marketing department. But one person needs to be accountable, making sure your big story has executive buy-in and key messages are being driven into each piece of content.
- **Ditch the "me" focus.** After all the talk about "our products," "our solutions" and "our story," you need to make a dedicated effort to reorient your brand to talk about the buyer's concerns and needs.
- **Be a storyteller.** Storytelling is at the heart of memorable marketing. When you think of your audience as readers first and buyers second, you will be in the right position to speak to them as humans and present your knowledge in a truly relatable way.
- **Work with the pros.** There are people out there who do this (content creation/strategising, writing, editing, design) for a living. Hire these people if you don't happen to have spectacular in-house content creators.

CURATE CONTENT TO FILL THE GAPS

The average sales cycle for a B2B technology purchase can take up to five months and involve as many as seven people, each with a different buyer persona. When you look at your persona content map and a thousand ideas laid out in front of you, the tough choices begin. Your budget probably isn't going to stretch to cover every single one of them, so how do you fill in the gaps between proposed content?

While your content creationists are busy whipping together something original and compelling to read, there are a few things you can do in the interim -- repurpose existing content or curate third-party content.

According to International Data Group (IDG), an American technology media, research, event management, and venture capital organization, IT decision makers alone download an average of nine pieces of content during their purchasing process. That's a lot of high-quality content needed for successful lead nurturing!

Curating isn't stealing; in fact, it's a respected social practice. But don't run the risk of landing yourself in hot water, make sure you credit the source.

So now that you've been assured the B2B marketing police won't be hot on your trail for sharing another's content, how do you build up a curated content library?

- **Identify the gaps.** First, pinpoint the kind of content you are looking for. Then decide which buyer personas you are trying to reach and at what stages in the buying process you are trying to reach them.
- **Find the right content.** Put together a list of potential content resources – analysts, journalists, researchers, experts, etc. Keep in mind you can leverage content from many sources, but steer clear of direct competitors. The last thing you want to do is channel one of your leads to a competitor through a hyperlink!
- **Review it.** The content you select should validate your brand's point of view and support the products and services you offer. Don't just gloss over this step – read all the way through to review for good quality and accuracy and to ensure concepts are current. A good rule of thumb is to avoid content that is older than six months, unless it provides data that is still relevant, or universal truths that remain unchanged.

- **Mix it up.** Use a blend of created and curated content. If you use only curated content to nurture your leads you run the risk of your prospects thinking you lack thought leadership or originality.
- **Keep track.** Create unique URLs to track click-through on the content you use. Use your curated content click-through data to compare against your created content. You'll gain insight on subjects, titles and formats that readers find useful.

PROMOTE YOUR CONTENT

Now that you've have some brilliantly worded original content and a catalogue of curated content, how do you promote it? How will you get the word out and ensure the right people see it and share it?

There are three promotional techniques to advertise your content: Owned, Earned and Paid.

Owned media is when you leverage a channel you create and control. This could be your company blog, YouTube channel, website, or Facebook page. Even though you don't strictly "own" your YouTube channel or your Facebook page, you do control them. This is your chance to make the most of what you've got – but make sure your buyers remain front and center. Think about the devices your buyers use to connect with you and plan accordingly – we strongly suggest responsive design.

Earned media is when customers, press and public share your content and discuss your brand. In other words, mentions are "earned," meaning they are voluntarily given by others. Every B2B marketer should be involved in the social media that matter to their customers, and every piece of content you produce should be repurposed specifically to suit each channel.

Paid media is when you pay to have a third-party channel distribute your message. This includes advertisements, paying for media coverage or distributing press releases on paid sites. What's hard about paid media is sifting through the options and keeping track of what is and isn't working. If you're buying display advertising, experiment with design and calls-to-action. If it's pay-per-click (PPC), change up keywords and search terms. Advertising on Facebook or LinkedIn? Target different user interests, groups or job titles. Figure out what works for your audience, but keep in mind, people generally put more trust into non-paid channels, so set your expectations accordingly.

BEST PRACTICES FOR USING SOCIAL

Listen. The best conversationalists are the best listeners

Follow the ABCs: Always Be Collecting

Engage your audience. Earn your way into the conversation by adding relevant value in both your content and conversation

Nurture relationships

Collect metrics to measure success

Monitor, refine, and optimise your approach

BEST PRACTICES FOR USING SEARCH

Search is notoriously mysterious and ever-changing, but just be super-clear that creating the best user experience is the ideal goal of search engine optimisation (SEO). To assist search engine crawlers in getting the “my content is the most meaningful and relevant” message:

Get your technical ducks in a row

Think about keywords

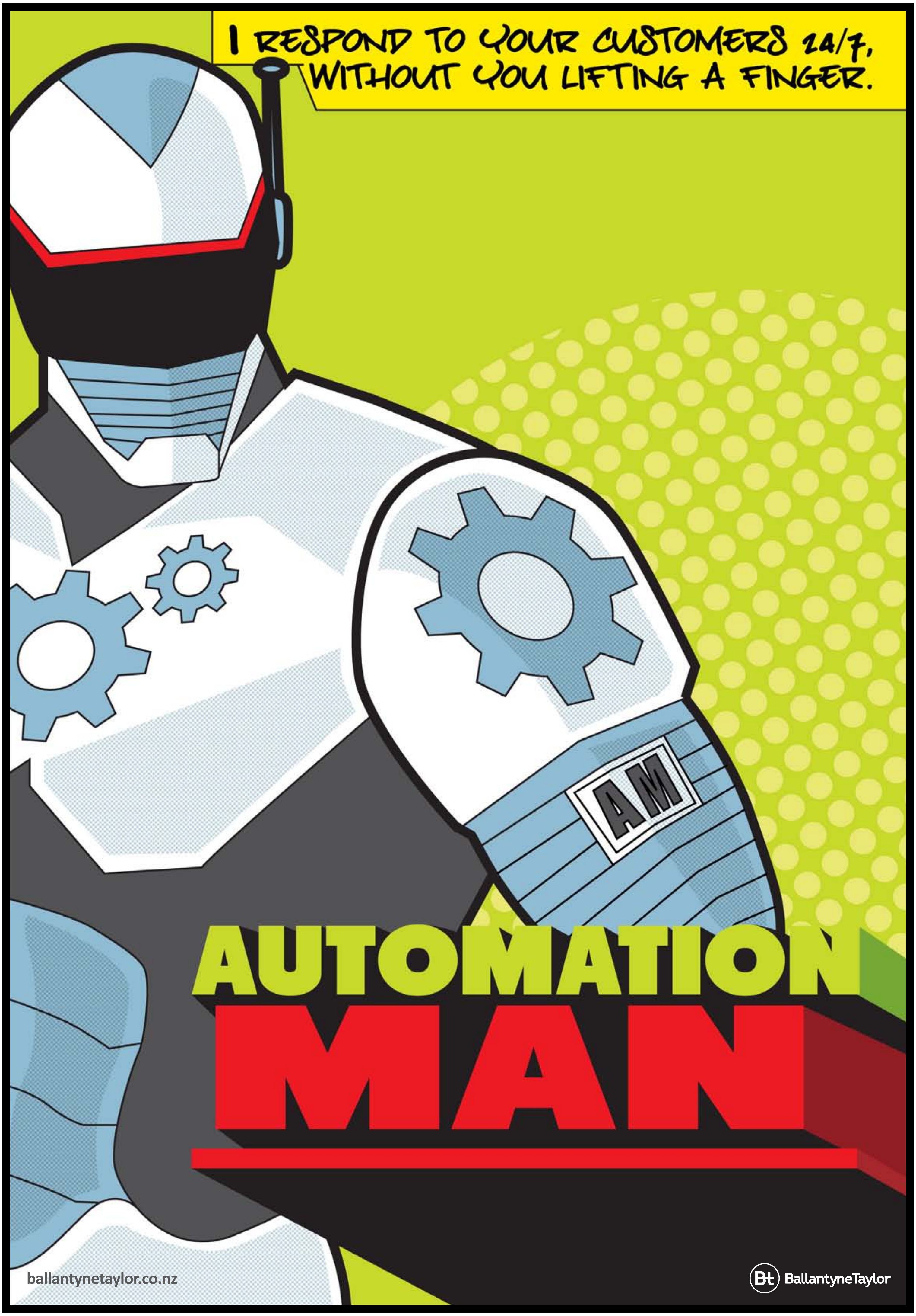
Content that fills knowledge gaps is good content, and a good use of your time

Be more explicit than implicit

Our last few points, make your content easy to find. You could have the most compelling blog, greatest website, the most informative articles – but it’s all for naught if no one can find it. Secondly, make sure your content is in harmony. Create a similar tone, look and feel to your content – you don’t want your webinar looking like it came from a completely different company than the ebook.

Partnered with B2B marketing superhero **LADY LINGO**, you now boast an arsenal of super-awesome, bulletproof content and a map showing exactly which buyer persona should receive each piece and when.

Now how do you manage such a complex content delivery plan?


I RESPOND TO YOUR CUSTOMERS 24/7,
WITHOUT YOU LIFTING A FINGER.
AM
AUTOMATION
MAN
ballantynetaylor.co.nz
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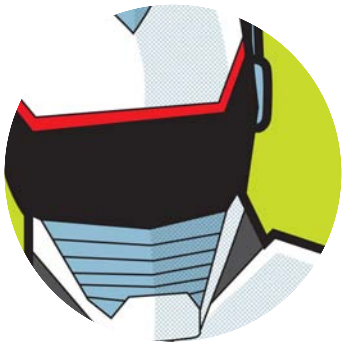
CHAPTER THREE

MARKETING AUTOMATION

With data coming at you from every which direction, it's easy to get your wires crossed. How do you deliver the right content to the right leads and when? You'd need a computer for a brain to keep it all straight. While you may not have the robotic mind needed to collect, interpret and store all the information needed to fully understand a potential customer, one marketing superhero does.



Half man, half machine, AUTOMATION MAN locks himself away in his industrial science laboratory and carefully watches over prospective buyers. He uses smart technology to deliver the perfect piece of content at exactly the right time to qualified leads. He knows where they've been and what they are thinking by tracking website activity, integrating social profiles and monitoring engagement, not to mention he is completely au courant with how campaigns are performing through advanced analytics and true ROI reporting.

WHAT IS MARKETING AUTOMATION?

Marketing automation makes everyone along the marketing-sales continuum more efficient, and the primary focus is moving leads from the top of the marketing funnel through to becoming sales ready at the bottom.

Prospects are scored based on their activities, and then presented drip campaign messaging via email and social channels, thus nurturing them from first interest through to purchase. Once a prospective buyer downloads a piece of your content, the marketing automation can begin.

ENRICH YOUR LEADS

From the first download you will have a name, company name, maybe even an email address. Now you need to enrich that lead with additional data – data that you can get cheaply or even free. You can grab a job title off LinkedIn, buy data that tells you about the individual's employer – industry, size, location, etc. Armed with this basic information, you can make a decision whether or not to use additional resources to pursue a particular prospect. If they prove to be a keeper, you can pass off their information to your marketing automation system to begin the process of lead scoring, enrichment and nurturing.

START SCORING LEADS

As soon as you capture a lead, you begin scoring it – and continuously rescore as the nurturing process continues. Your goal at this stage is to turn a slightly interested name into a highly qualified, engaged lead as the prospect travels the path to sales readiness.

Quantify each lead by assigning it a demographic score and a behavioural score. The demographic score tells you how close a match that person's industry, company size and job title are to your target customer. The behavioural score is based on the content that the prospect is downloading and how he is interacting with you.

The behavioural score tells you:
Is he into you? If so, how much?
Is there a match?

Behavioural and demographic scores are separate, but they combine to give you a better picture of your prospect's needs and what to send him. The behavioural score will continue to shift during the nurturing process.

HOW TO NURTURE LEADS

Lead nurturing is the process of building relationships with qualified prospects, regardless of their readiness to buy, with the goal of receiving their business when they are ready. It's the process of intelligently delivering personalised content based on the context of the prospect: persona, position in the buying process and what content they've downloaded.

You can build sophisticated logic trees that say, 'If a prospect does this plus that, send piece A, but if he does this plus something else, send piece B, and so forth.'

Research has shown that companies who do lead nurturing right generate 50% more sales-ready leads at 33% less cost.

Even if a prospect goes cold on you, you can still send content through automated email. The goal, however, is to have content so compelling, so specifically catered to that prospect and where he is in the buying process that you keep the dance going.

MANAGE AND CONTINUOUSLY RESCORE LEADS

For a long time, B2B marketing was a thankless business. There was no accountability due to an inability to map marketing activities to sales revenue. Well, marketing automation has changed that!

Use your marketing automation system to generate statistics that unveil the optimal path to sales. Look at the data and see the leads marketing generated, which converted to sales and the revenue each generated. You can also see the marketing touch points that led to the sale.

A few things to keep in mind:

- **Stay afloat.** You could drown in all the data that is generated for you. Stay calm and sift out the data that your company deems useful. Ignore the rest.
- **Keep track.** While you can't identify specific pieces of killer content at the onset, you can reverse-engineer closed sales to determine which pieces were downloaded the most, the least or not at all. Over time, you can optimise the path that leads to sales.

EXECUTE A SUCCESSFUL HANDOFF TO SALES

Up until this point, your marketing automation system has been keeping track of what each prospect has done and in what sequence, his behaviour and what he has responded to.

Now it is marketing's responsibility to deliver the information to the sales team in an easily consumable way, but the cycle doesn't end here.

Enlist the charismatic superpowers of **CAPTAIN CONNECTION** to continue providing the highest level of service to you customers, even after the sale has been made.

HELLO, I'M THE CASANOVA OF THE DIGITAL MARKETING WORLD.
CC
CAPTAIN CONNECTION
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In the old days, a vendor's attention would wane after they had a customer's money. We've all been on the receiving end of this "big chill" – watching the honeymoon end within hours of cutting a cheque. Like jilted lovers, customers feel used, discarded, abandoned. CAPTAIN CONNECTION is the Casanova of the digital marketing world – continuing to deliver the same high level of service and attentiveness you maintained throughout the marketing and sales phases – even after you've put a ring on it.

CAPTAIN CONNECTION understands that you can't stop romancing the customer – ever. It costs far more to win a new customer than it does to retain an existing one, and now is the perfect time to use his charisma and charm to continue wooing customers. His response time is faster than a speeding bullet and he's available 24-7 to analyse support calls, solve recurring problems, providing tips and advice, all the while tirelessly striving to keep the relationship alive and fresh.

The customer engagement phase can be divided into three sections: Strategic Account Management, Customer Engagement Programmes and Customer Reference Programmes.

STRATEGIC ACCOUNT MANAGEMENT

Strategic account management is made up of formalised, repeatable, measureable processes that your sales people and account managers will be well versed in.

There are a few key components that come into play during the account management phase:

- **Execute a smooth handoff from sales to account management.** Once the sales team lands a new customer, continue to give them the attention they need to stay interested. Sales needs to present an orderly handoff to your account management team where they will track each new customer to ensure they are being proactively advised and engaged.
- **Conduct research.** Use the data that marketing gathered during the sales cycle to figure out how to help the customer meet their goals and solve their problems.
- **Conduct a needs assessment.** With all this research in hand, figure out how you can assist this company. Uncover the possible opportunities to help this customer be more successful – and enrich your relationship. The ultimate goal here is to help you grow with the customer, not away from.
- **Create a plan.** Write down all your great ideas in a strategic plan. Figure out what your customer really needs, and which you are actually able to fill. Recommend products or services that compliment your service offerings – even if it's another company. You may not be in the business of doing charity work, but putting your customer's welfare above your own will generate returns in the long run.
- **Convert the strategic plan to a strategic proposal for customer consumption.** Take their business concerns to heart and put the best people on the job to produce the best solutions. Prove that you are in this commitment for the long haul, that you value your customer's business and you want the company to succeed.
- **Establish a meeting and reporting tempo.** Decide how often you will communicate with your customer, for what purpose and with what means. Never leave your customer wondering how or when they will hear from you.
- **Keep the relationship vitality strong.** Keep lighting the partnership flame by staying up on customer concerns, understanding how their company is using your product, resolving issues and constantly bringing fresh ideas to the table.

DEVELOP A CUSTOMER ENGAGEMENT PLAN

It costs far more to win a new customer than it is to keep an existing one, and in today's social media-saturated world, unhappy customers can quickly sink ships, no matter how well-intentioned your marketing is.
There's no limit to the ways you can engage your customers – get creative.

PROTIPS FOR INTERACTION

- **Continue to listen.**
  Social listening is a huge part of customer engagement today. Proactively introduce new information, respond to trending topics and make your content lively, visual, shareable and on brand.
- **Continue to enlighten.**
  Continue to share industry trends, new approaches to old problems and links to great ideas. But don't constantly plug yourself – provide customers with genuinely helpful information.
- **Continue to curate.** The ideas you share don't have to be your own to add value. Continue to share any kind of content that might be of value to your customers.
- **Make it collaborative.** Allow your customers to share experiences, ideas and techniques through face-to-face workshops – anything that gives your customers a way to own and participate in their own communities.
- **Join up.** Don't just be active in your own groups– get involved in industry social communities as well.
- **Provide incentives.**
  "Gamification" is a new term for giving customers challenges, then rewarding upon completion. It's a fun, interactive way to reward members who are active in your online community. How you reward customers is up to you.
- **Foster interaction.**
  Set up opportunities for customers to interact with you and one another through branded user groups, online forums, road shows, customer advisory boards and annual events. Encourage collaboration, keep discussions going, raise provocative points, and make introductions.
- **Keep your social ears open**
  This is a great way to hear feedback on your products and user experiences. You could hear from someone who is using your product in a new or unexpected way, creating a new market opportunity for you.
- **Encourage early adopters.**
  Early adopters' programmes put your latest products in the hands of your most tech-savvy customers, who in turn, can provide useful, real-world feedback on whether your product is actually meeting customer needs.


AGENT ANALYTICS
I'M HERE TO RESCUE YOU FROM THE INFORMATION RUBBLE...
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CHAPTER FIVE

MARKETING ANALYTICS

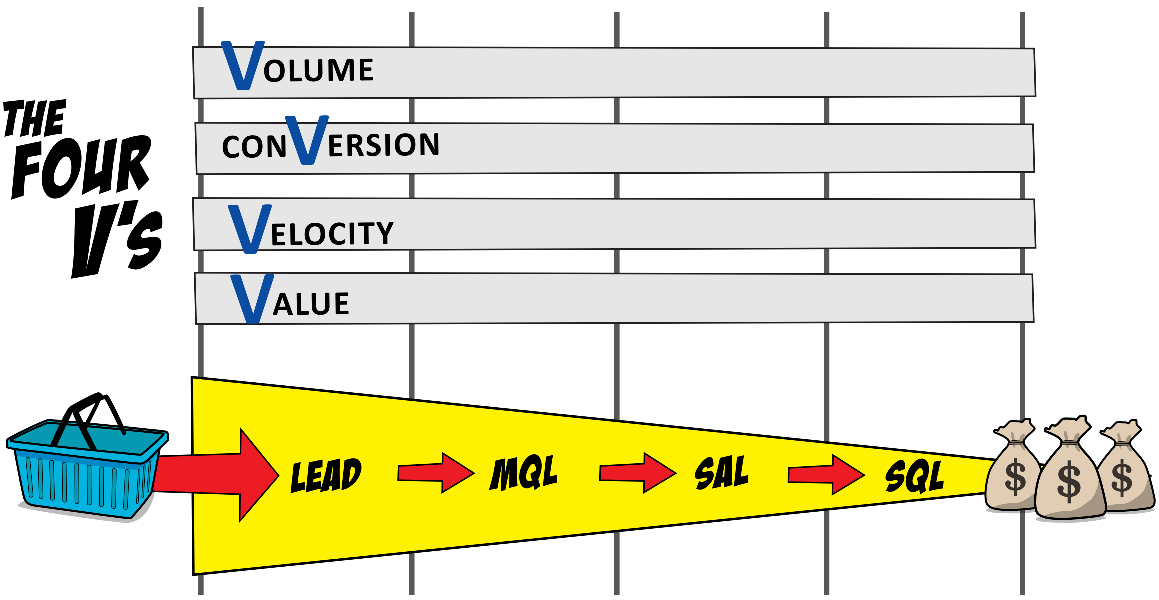
One of the core methodologies to measure marketing effectiveness is the collection of appropriate data. But you've gathered up so much information by now that you are starting to feel overwhelmed, like you're suffocating under an avalanche of messages, facts and numbers.

And just when you start to bow under the weight of it all, AGENT ANALYTICS comes to the rescue to pull you out of the information rubble, organise facts and define your metrics. AGENT ANALYTICS knows how to distil that data noise to find the signals that tell you what is and isn't working.

WHAT IS MARKETING ANALYTICS?

For the first time in marketing history we are able to measure the effectiveness of our efforts and expenditures, thanks to marketing analytics! Marketing analytics allow you to continuously optimise each of the execution pillars and constantly tweak personas, content pieces, processes and every other type of element in your marketing program to achieve maximum ROI.

The best way to discuss marketing analytics is by associating it with the universal sales funnel and the phases of the sales cycle.



See which specific marketing initiatives contribute to your bottom line with marketing analytics. Associate it with the ubiquitous sales funnel and the phases of the sales cycle to define a revenue model that fits your needs.

DEFINE YOUR REVENUE MODEL

The funnel in the middle of this infographic shows the basic revenue model used by all B2B marketers. Raw leads progress to marketing qualified leads (MQLs), which are skilfully converted to sales accepted leads (SALs), which eventually become sales qualified leads (SQLs) and ultimately convert to sales wins ($$$).

There are several variations to this revenue model funnel, which makes defining these stages for your company of utmost importance. Understand that the revenue model funnel is what you will be reporting on, which is why it is imperative to lead a discussion in your organisation about what, exactly, the funnel looks like, or none of your numbers will hold water or make sense. You need to define these stages carefully to make the model airtight. Ensure your revenue model is agreed upon by sales, marketing and finance.

Once you've created and agreed upon a solid revenue model, you can begin to understand and define the metrics you will be measuring across your B2B marketing funnel.

First, you'll have to define the "Four V's" – the four categories of metrics you're measuring across the revenue model: Volume, Conversion, Velocity and Value.

- **Volume** metrics are those that you can pick up early on in the marketing process simply by counting shares, impressions, visits, clicks, downloads and email opens.
- **Conversion** metrics are rates and ratios. What percentage of unqualified names become leads? What percentage of leads become MQLs? This is where it becomes critical to have well thought-out revenue model – if a name is in two places, your reporting numbers won't be accurate.
- **Velocity** metrics tell how long various parts of the process are taking. What is the average time spent in each stage? What is the total funnel time? How long is it taking for a MQL to become an SQL? The natural reaction to such metrics is to think critically about what can be done to shorten that time.
- **Value** metrics are the sexy metrics. They are expressed in dollar terms – basically what it means to the bottom line. Return on marketing investment (ROI) is a good example; cost per lead is another. They help answer questions like: How much value is marketing producing? How much is an SQL worth? Is it worth more than the cost to generate it?

Across the spectrum of the 4 V's, different people will need to see different kind of metrics. Break them down for the individuals involved in each area of the funnel.

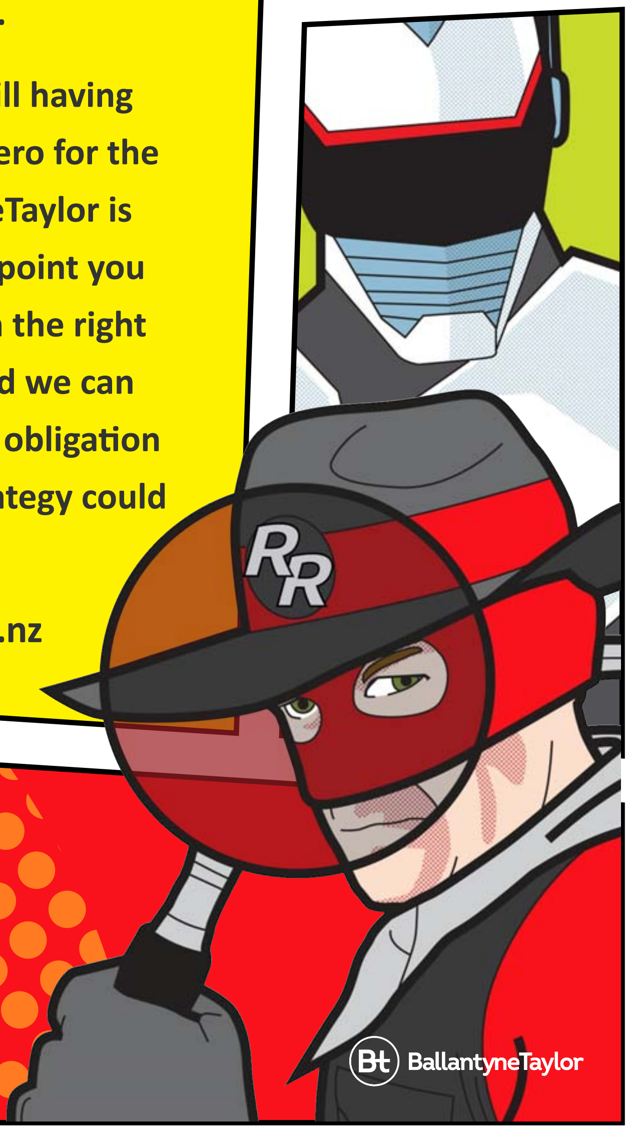
THANKS...

FOR TAKING THE TIME TO READ OUR EBOOK

That's our "superhumanised" take on the B2B marketing sales cycle! We hope that you've had as much fun reading it as we had writing it and, more importantly, taken some information and advice away that will help you in your own personal marketing efforts.

If you find that you are still having trouble locating the right hero for the job, know that BallantyneTaylor is ready and waiting to help point you and your digital strategy in the right direction. Get in touch and we can provide you with a free, no obligation audit to see where your strategy could benefit the most.

ballantynetaylor.co.nz



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steve@ballantynetaylor.co.nz

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