

WHITEPAPER

INTEGRATED MARKETING AUTOMATION

By: ActiveConversion



Executive Summary

Today, almost all your marketing activity directs interested prospects and customers to your website. Whether that activity is generated by traditional or online marketing methods, there haven't been effective and low cost solutions for companies to measure the effectiveness of their marketing. In addition, there needed a way to convert those visitors into reliable leads for a sales team.

Businesses that have longer sales cycles, such as in business to business (B to B), have not been able to take full advantage of their marketing because they are unable to extract enough information from these same leads. Leads are reluctant to fill out forms or call because they are not ready to buy, leaving 98% of visitors undiscovered.

**Who's your next buyer?
What's working to reach them?**

We can tell you in minutes.

Also, since direct response on the Internet is faster than the buyer's ability to move through a sales cycle, businesses are unable to take full advantage of their online demand generation efforts. What was required to overcome this barrier was a system built specifically to follow a sales cycle, over time.

ActiveConversion™ is software as a service (SaaS) that provides an organization with the ability to: manage marketing accountability, generate and nurture leads, and track their readiness to buy. It can be up and running in less than an hour. There is no software to install, no hardware to lease, and no IT expertise required. And because it is an integrated web service, it takes advantage of direct integration with tools such as Google, Vertical Response, Salesforce.com and Jigsaw Data.com.

A sales force can spend over 90% of their time contacting people who aren't interested in buying, or aren't ready to buy. In fact, additional contact can annoy a potential customer and lose them instead. The best solution is to contact qualified and interested prospects at the right time. **Tools like ActiveConversion make all this easy and profitable to accomplish.**

Introduction

In the past, a business to business website didn't do much more than display its products/services and was commonly referred to as 'brochureware'. The marketing ROI for websites has been abysmally low because it remained a sunk marketing cost, like brochures and other marketing collateral.

It is well accepted that websites for business products and services are extremely important and it's estimated that 90% of business buyers use the Internet to research (and define) what they are about to purchase, or who they want to do business with. So while it is imperative that a company have a website, today's B to B websites generally don't perform well.

Traditional marketing and email marketing methods seemed to be the only way to get a return on the investment in a website, by broadcasting to a targeted audience, and 'catching' their prospects at the right time. Although this form of demand generation is possible, it is not a very efficient or effective method to generate leads for customer acquisition.

And because there is no nurturing aspect to this form of marketing, the process has to be re-initiated with every campaign. This 'old style' means of demand generation did not create easy to use, continuous and accountable system that could be followed through a sales cycle.

Search engine marketing and online ads can bring large amounts of relevant traffic to a website as well. But due to the nature of a more complex sales cycle, many organizations aren't able to use this traffic for much more than branding because the buyer is still in the research phase.

And while web analytics can track aggregate information such as number of visitors, or visitor behavior, these B to C mass market approaches fail miserably for most B to B companies.

An integrated marketing tool (like ActiveConversion) uses traditional and online marketing for more complex sales cycles. It can improve marketing accountability substantially, making for wise marketing decisions. And used together with outbound sales activity such as phone follow-up, it delivers leads that can help deliver a powerful customer acquisition system.

A marketing automation and sales intelligence system can be created from this easily and quickly, delivering marketing ROI in weeks, not months.

Instant Marketing Accountability

A company needs to be able to measure its marketing, so they can ensure that their dollars are being spent wisely. It also needs to justify marketing spend to management. Producing high quality leads for sales is yet another concern.

Web analytics can help you with determining some of this by tracking their clickstream, pageviews, returning visits etc. But much more is needed. Marketers need to know which campaigns are performing in real-time, and what companies are visiting because of their campaigns, even if they don't fill out a form.

Companies need to be able to follow leads thru a sales cycle with a tool built to convert leads over time can tell you where they are in the sales cycle.

Lead reports with a lead score attached to each prospect help make marketing accountable to the sales team. Tracking genuine responses to an email is another indicator of relevance. Marketers also need to know how frequently the same prospects have responded to other campaigns, all in one place.

Identify and Score Leads

For most companies, marketing directs potential customers to their website. Each day, a website will receive hundreds of visitors. There are dozens of leads showing their possible intention to do business with you, as long as you know who to follow-up. An organization needs to make the most of these visitors by auto-labeling from where the visitor most likely came and determining their intent.

Labeling can occur automatically for information such as company name. It can also be provided with more detail via email or a forms engine. In the event no contact name is available, company names or locations are many times available, so that the salesperson responsible for that territory can be alerted to potential leads.

**The more your sales team knows about his/her prospects,
the higher your close rates. A small 10% productivity gain
can result in a 71% revenue gain.**

An email marketing program is also used to pre-label visitors, making it easy to over time to label new prospects and existing customers. Visitors can then be identified on later visits to the website, weeks after an email campaign.

Over time and after sufficient emailing and form fill-ins, many if not all your most promising prospects will have been auto-labeled and it will effortlessly pinpoint where your interest is coming from. Although this does not signal intent to make contact right away, it helps a marketer follow a sales cycle for later follow-up, especially when used with a success or goal page trigger.

Nurture Prospects

As we stated earlier, many visitors are not ready to make contact yet, or are in the early part of the sales cycle. However, a marketer cannot count on a potential customer to remember your company, or to contact you when they are ready to investigate your products more thoroughly. A recurring 'drip' email campaign is one way to remind a prospect of your company's offerings. This will direct them back to your website, which can indicate that they are getting 'warmer'.

For prospects that are not ready to buy, an automated lead nurturing program can increase productivity 77% by NOT losing prospects that were not ready to buy yet.

Sometimes a prospect will come back on their own without an email notification and the ability to notice that and report it will enable your salespeople to place that prospect onto the 'warm' list, or even to automatically upload into their contact management systems -- such as Salesforce.com, for more regular personal contact. It's even possible to have a visit to a goal page trigger an automatic email to the visitor.

Generate Leads and Increase Productivity

Salespeople require leads to drive sales. In the past, much of this was done by cold calling targeted prospects. Besides being time consuming, costly and labor intensive, there was a chance of annoying the potential customer. Why not call those who have shown previous interest and have responded to an email by clicking through and showing their readiness to be contacted?

An integrated marketing system can generate a daily, weekly or monthly lead report for a sales team. It can find new prospects and accelerate the sales cycle of existing prospects for them. It will make them much more productive, while potentially eliminating the need for cold calling. Because it's online, it's integrated with Google and Jigsaw, to get phone numbers, contact names and website addresses of new prospects. A savings of just 10% in time can result in a 71% increase in revenue for that salesperson, by allowing them to spend more time closing.

If the lead came as a result of a search engine query, the type of product/service being sought can also be ascertained, helping the salesperson direct the sales call to the pertinent topic, saving time and making each sales call more productive, further reducing sales cycles.

Marketing ROI

An integrated marketing system is not complete without the ability to measure the return on investment. Fortunately, in the online world, this is more easily done than with any other marketing method. By coding the source of an ad, direct mail piece, search ad or email, a company can see what campaign directed the visitor to the website. In the case of a search ad such as Google Adwords pay-per-click, it can be easily tracked when the visitors click through, telling you not only which ads created a response, but what type of response.

**Spend what you can measure. By automatic and accurate measuring,
you will know WHAT marketing spend works.**

Email marketing can be tracked similarly by coding the email links, and having the system look for the code when the targeted recipients respond. With an integrated system such as this, it's all done automatically.

By calculating the cost of the campaign and dividing it by the number of leads, prospects, and 'suspects' the website receives, a company can easily see which marketing activity produces tangible return on investment and invest accordingly. Of course, many conversions take place off line with phone calls and this can be measured by tracking the Contact Us or download page, as a 'success' page.

Even traditional marketing can be measured by coding in specific URL addresses (eg. www.abcco.com/dm) or domain names for prospects to use, so that a direct link can be made between the marketing piece and the website visit. It can similarly be used with a TV or radio broadcast.

Conclusion

Today's B to B marketing tools for extracting value from a web presence are very limited. There needs to be a web-based integrated marketing system that can account for long or complex sales cycles.

B to B organizations have long been reluctant to use advertising because they are unsure of the value, given that they are unable to immediately convert a visitor into a lead for their product or service. Standalone email marketing also has limited value because they cannot track its effectiveness beyond whether it has been delivered.

An integrated marketing automation system, like ActiveConversion solves these problems by:

- ▶ Generating and qualifying visitors to a website, converting them into leads (even if they haven't registered at the site)
- ▶ Providing marketing and sales intelligence to the sales team throughout the sales cycle
- ▶ Nurturing prospects through a sales cycle using email campaigns and continually filling the sales funnel
- ▶ Comparing the marketing ROI of various marketing campaigns, including traditional advertising
- ▶ Enabling fast-growing online marketing tools such as search and online ads
- ▶ Accelerating sales by warming existing leads
- ▶ Delivering the lead or lead activity directly into a Salesforce.com account or an inbox.

ActiveConversion is based upon a proven platform which is currently used by hundreds of websites with proven scalability. It delivers demand generation, marketing accountability, and lead nurturing capabilities.

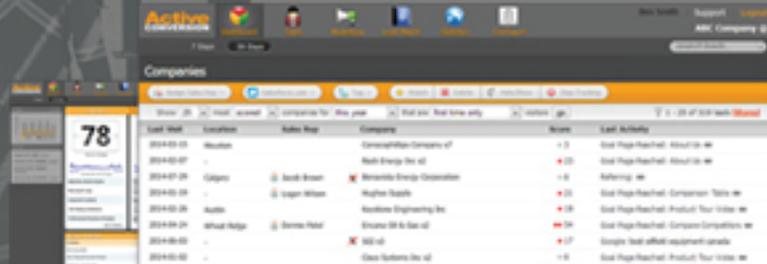
Systems like ActiveConversion will improve your marketing and sales performance, without changing your activities or requiring new software.

ActiveConversion aligns marketing activity with sales, capturing prospect interest from both traditional and online marketing and delivering it to sales so that it can be followed up on. It can also determine a marketing campaign's return on investment easily. It is used by many companies already, due to its effectiveness, low cost and ease of implementation.

This white paper has described a marketing automation system, which combined with sales intelligence can improve sales and marketing productivity dramatically.

A RESULTS-DRIVEN SALES AND MARKETING SYSTEM

UNIQUELY ENGINEERED
FOR YOUR INDUSTRY



Last Visit	Location	Sales Rep	Company	Score	Last Activity
2014-02-05	Alaska		Competition Company of	-12	Got Page-Header: Alaska-We
2014-02-07			Bull Energy Inc. US	+20	Got Page-Header: Alaska-We
2014-02-08	Chicago	Scott Brown	Brookline Energy Corporation	-16	Submitting: We
2014-02-08		Logan Wilson	Highly Trade	+25	Got Page-Header: Conversion: Title: We
2014-02-08	Seattle		Business Engineering Inc.	+18	Got Page-Header: Product: Tur: Title: We
2014-02-08	West Valley	Steve Reed	Shoreline Oil & Gas Inc.	+29	Got Page-Header: Conversion: Competition: We
2014-02-08			Oil: US	+17	Simple: Fuel: Oil: Equipment: Canada
2014-02-08			Gas: Systems: US: US	-16	Got Page-Header: Product: Tur: Title: We

About ActiveConversion

ActiveConversion specializes in developing repeatable online sales and marketing systems for industrial companies. Our technology-based system employs best practices in online marketing and lead generation, and delivers measurable results to our customers. Since 2004, we have completed more than 500 successful projects to help companies succeed online. For more information, visit activeconversion.com or call 1-877-872-2ROI.

When using an integrated marketing tool like this, marketers can:

- ▶ Measure the ROI from traditional marketing, online ads, search and email marketing that drive traffic to your website
- ▶ Identify companies, even from anonymous visitors
- ▶ Track ads, search engine marketing and email activities from a single online report
- ▶ Determine interest and score that interest by individual or company name
- ▶ Identify interest in your products from web visitors and convert them into leads
- ▶ Deliver leads and information easily and directly to sales teams
- ▶ Continue to nurture leads
- ▶ Accelerate sales cycles.