

Learnings from B2B Demand Summit



TC Web Pros – December 2007
Lori Ann Clark



B2B Demand Generation Summit hosted by MarketingSherpa.com

MarketingSherpa.com's 2-day conference is held twice a year on both the East (Boston) and West Coast (San Francisco).

The conference workbook shows the type of Case Studies were presented by a number of companies—large and small.

These are some of my thoughts after attending the conference.



Topics I want to discuss:

- Landing pages ... new things I'll be doing
- Contextual PPC Ads vs. Search PPC
- Using White Papers on a site
- Viral B2B Campaigns
- Gatekeepers and Influencers in our industry
- Resellers, distributors and the web
- Marketing to SMBs via Web 2.0



Landing Pages per Wikipedia ...

In online marketing a landing page, sometimes known as a lead capture page, is the page that appears when a potential customer clicks on an advertisement or a search-engine result link. The page will usually display content that is a logical extension of the advertisement or link, and that is optimized to feature specific keywords or phrases for indexing by search engines.

There are two types of landing page, reference and transactional. A reference landing page presents information that is relevant to the visitor. A transactional landing page seeks to persuade a visitor to complete a transaction such as filling out a form or interacting with advertisements or other objects on the landing page, with the goal being the immediate or eventual sale of a product or service.



Landing Page Mantra's

- Have one single call to action
- Remove the navigation so they stay
- Meet the promise of the campaign
- Get the visitor to do something
- Fewer and fewer words
- “If you’re not ready” option ...



Resources for Landing Pages

- http://www.digital-web.com/articles/11_ways_to_improve_landing_pages/
- Landing Page Report: New Tests & Tactics to Lift Conversions - Special 19-Page Download at http://www.marketingsherpa.com/exs/LPHExcerpt_9418.pdf
- 5 Ways to Make Your Landing Pages Get Higher Conversions -- Stop Wasting Clicks at <http://www.marketingsherpa.com/article.html?ident=23691#>
- http://sethgodin.typepad.com/seths_blog/2006/04/vocabulary_land.html
- Seven Tips for Effective Landing Pages at ClickZ:
<http://www.clickz.com/showPage.html?page=3490481>



Contextual vs. Search PPC

- Content Advertising is very different than search advertising because:
 - Readers are not searching for you
 - More like print or banner advertising
 - But can be useful for branding
 - Need to match the 594 Google Themes
- Keywords + Ad = Theme, which then has to match publisher's site theme
- Set up separate content campaigns
- Refine keywords and ad copy often; make copy more urgent!
- Use Site Exclusion to eliminate poorly-performing sites.
- Be clear on which ad network (Google Search or Content Network) you want your ad (settings within AdWords).



Contextual Ad Resources:

- Numerous articles written by David Szetela at searchenginewatch.com such as “How Google, Yahoo Content Ad Matching Really Works” at <http://searchenginewatch.com/showPage.html?page=3627744>
- Contextual Advertising: Facts, Myths, and Misconceptions Part 1 at: <http://www.webpronews.com/topnews/2005/02/09/contextual-advertising-facts-myths-and-misconceptions-part>
- Making Sense of Contextual Advertising at: <http://www.jensense.com/>
- Earn money from relevant ads on your website at: https://www.google.com/adsense/login/en_US/
- Google AdWords: Best Practices at: <http://www.clickz.com/showPage.html?page=2196411>



Creating Viral White Papers

- Two types of white papers are business-benefits papers and technical papers
- Create a viral white paper by focusing on the needs of your readers
- Sponsoring company is barely mentioned – in fact, some say not until last page
- Content needs to be valuable to reader
- Generic solutions are important because they reduce reader intimidation
- How do you find out if content is important to your audience? ASK!



White Papers on the Web

- What Makes a Good White Paper at: http://www.clarity-consulting.com/what_makes_a_good_white_paper.htm
- Five Secrets for Creating White Papers that Generate Demand: http://chiefmarketer.com/creating_white_papers_10302006/
- <http://www.writingwhitepapers.com/index.html>
- Marketing with White Papers conversation on White Papers and Lead Nurturing: <http://www.whitepapersource.com/marketing/brian-carroll-interview.html>



Viral B2B Campaigns

- Started with clear goals and objectives
- Strategy of viral broken down via tactics such as:
 - YouTube,
 - Seeding in Blogs, discussion lists, etc.
 - Lead Capture (Landing Pages)
 - and Sales Follow up.
- Created timeline of the tactical pieces to keep viral activity moving ...
- Tracked embedded results to see results
- Need to be relevant yet have fun with it—don't take yourself too seriously

Influencers and Gatekeepers

FACTS	Influencers for Customers	Building the Brand
<ul style="list-style-type: none">■ Influencers have eyes, ears and mindshare of decision makers you need to know.■ Gatekeepers often biggest factor in who bids for business and influences who is selected as winner.	<ul style="list-style-type: none">■ Experts include:<ul style="list-style-type: none">–Analysts,– Consultants,–Coaches,–Academicians & Authors■Associations■Law Firms (and CPA Firms)■Print and Electronic Media	<p>Goal is to move from:</p> <ul style="list-style-type: none">■Unknown■Known■Known for something■Known for something good■Preferred for something good.



Resellers and Distributors Online

- Online strategies are affecting vendors relationships with distributors / resellers
- Key elements vendors want from resellers:
 - Implement the vendor's channel program
 - Low levels of conflict and reseller deception
 - Commitment to the vendor
 - End user satisfaction with reseller
- Reseller wants to know:
 - Do I make money?
 - Is the agreement fair?
 - Does it fit what I am doing?



Web 2.0 Marketing to Small Biz

- Survey conducted in August '07 of 338 SMB's with size split into 1-19, 20-99, 100-499 employees
- Must use at least one of nine online resources occasionally or frequently
- Online Resources included:
 - Interactive tools
 - Email newsletters
 - Community forums
 - Social networking sites
 - Wikis
 - Blogs
 - Webcasts / Webinars
 - Podcasts
 - RSS Feeds



Web 2.0 Marketing cont.

- Dominant Reason for non-use is a failure to see tool's value for business decision-making
- Primary reasons are 1) don't see it's value and 2) don't understand how to use (combined %):
 - Blogs: $57 + 22 = 79\%$
 - RSS Feeds: $35 + 41 = 76\%$
 - Social Networking Sites: $54 + 22 = 76\%$
 - Wikis: $43 + 30 = 73\%$
 - Community forums: $50 + 22 = 72\%$
 - Webcasts / Webinars: $39 + 31 = 70\%$
 - Podcasts: $38 + 31 = 69\%$
 - Interactive Tools: $44 + 22 = 66\%$
 - Email newsletters: $47 + 17 = 64\%$

I wish you ...



A very prosperous 2008!

~ Lori Ann / J4 Web Services