

5 Steps to Double Your Web Marketing Value

without increasing your spend

Executive Summary

As B2B sales organizations increasingly shift their marketing spend to the Internet, more and more avenues for online lead generation open up, leading to a much greater number of leads being passed to sales. While producing more leads certainly meets a key performance indicator of many marketing directors, it may not necessarily be as valuable, or accommodating to the sales department, as producing more qualified leads.

Fortunately there is a solution. Using off-the-shelf technology, touch points with a prospect can be unified into one cohesive platform, where interactive marketing tools were formerly disparate. By aggregating all prospect interaction data into one system, B2B sales organizations gain significant marketing and sales efficiencies, effectively increasing their sales pipelines without having to increase spending on lead generation.

The five tactical steps are as follows:

- Automate lead scoring to optimize sales reps' time
- Nurture leads through drip marketing emails
- Understand prospect interest level and desires through micro-web analytics
- Identify companies before pre-conversion with website caller id
- Continually refine the process using automation rules

In the five steps that follow, you will see how implementing a marketing automation solution will maximize your on-going investment in lead generation, facilitate turning your existing "suspects" into prospects, and double the value of your web marketing.

Five Steps to Triple Your Lead Quality

► Lead Scoring

Optimize your sales reps' time.

Imagine that your sales rep has 50 leads with whom she is supposed to follow up. She knows that 10 are "hot" leads based on his meaningful conversations or correspondence and gives them consistent attention. That leaves her with 40 others about whom she knows very little. She can try to pick and choose where to spend her time based on their profile fields but this involves considerable guess work and is analogous to determining sales strategy by throwing darts at a board.

Automatically scoring leads based on their activity on your website provides hard, objective data in an otherwise subjective sales process. At a glance, your sales rep can look at her list of leads, quickly prioritize them based on score, and follow up with those that are mostly likely to become opportunities. You can also ensure that leads that do not pass a certain scoring threshold are put onto a nurturing track before being assigned to sales reps. Once these leads begin to respond to nurturing efforts, and their scores increase, they can be automatically assigned to sales reps for follow up.

Marketing automation can also help with forgotten or abandoned leads. When a lead who has been dormant for weeks or months eventually "raises her hand" by visiting your website or clicking a tracked link in an email, their scores will increase, and your sales reps will be proactively notified by the system.

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Prospects

[My prospects](#) | [New prospects](#) | [Reviewed prospects](#) | [Assigned prospects](#)

[+ Create new prospect](#)

▼ New Prospects						Date range: All Time	Go
	Name	Company	Last Activity	Score	Actions		
<input type="checkbox"/>	Pamela Posey	Jamestown Leads	September 07, 2007 10:33 AM	120	Assign Edit Delete		
<input type="checkbox"/>	Emily Baxter	Professional Demos LLC	September 07, 2007 04:53 PM	60	Assign Edit Delete		
<input type="checkbox"/>	Aaron Cartman	Southern Marketing	September 07, 2007 08:11 AM	60	Assign Edit Delete		

► Automated Lead Nurturing

Turn your leads from lukewarm to red hot.

It is often said that 80% of leads passed on to sales never have a meaningful conversation with a rep. Sales reps often attempt to make contact several times but ultimately put the lead aside if they are unable to get in touch or the prospect is not immediately ready to buy. Although the lead may eventually show interest by visiting the website again or clicking on links in an email newsletter, there is no way for the sales rep to be notified and the prospect that is "raising her hand" goes unnoticed.

Marketing automation solutions allow you to place your non-sales ready leads into nurturing tracks. You can then ensure that your marketing efforts periodically "touch" them via automated, timed, one-to-one advertising such as email or direct mail. All links and calls to action in your marketing collateral are tracked individually to prospects and your sales reps will be notified as soon as a lead responds. By automating the lead nurturing process you are not only further qualifying your leads, but also freeing up sales or marketing personnel who formerly did this task manually.

You can also set up conditional fields to gradually acquire more and more data points about your prospects over the course of the nurturing cycle. Instead of inundating prospects with lengthy forms and cutting down your conversion rate, conditional fields allow you to progressively ask for just one or two data points during each interaction with a prospect, depending on what fields he or she has already completed. You may for example ask for name, email address, and company on your initial form and then ask for job title, department, and buying stage, on the second, third, and fourth interaction respectively. The marketing automation solution automatically displays the correct field based on the data point hierarchy you designate.

Automation Rules: New Prospect One Week Automated Follow-up Email

[Edit automation rules](#) | [Copy](#) | [Delete](#)

Edit Automation Rules

Name

Rules Match all Match any

+ Prospect time ?

+ - Prospect list Sunergy Customers

Actions

+ Send prospect email

► Micro-level Web Analytics

Frame the conversation to maximize your close rate.

Advanced micro-level web analytics allows you to view a log of all touch points with your prospect. See the pages your prospect has visited, files downloaded, email correspondence, and more. All activities that occurred prior to the prospect's conversion (while still an anonymous visitor) are also captured. It is important to note that with the alternative to a marketing automation solution, disparate marketing tools, prospect data is kept in silos and it is generally difficult or impossible to paint a complete picture of an individual prospect's activity.

This activity history gives great insight into exactly what your leads are interested in and allows your sales reps to tailor their phone calls or sales pitches accordingly. For example, if you know that a lead has searched for "pricing" on your site, you will want to have pricing information on hand when you make contact. Similarly, if the lead accessed highly technical content, it would make sense to have a sales engineer available for the call.

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Prospect: John Doe

[Edit prospect](#) | [Edit progress](#) | [Edit lists](#) | [Assign](#) | [Mark as reviewed](#) | [Delete](#)

Contents	
First Name	John
Last Name	Doe
Email	john.doe@abc.com
Company	ABC Corporation ↗
Insight	
Score	55 ↗
Assigned User	(Assign)
Notes	
Recent Activity	Online now
▼ Additional Fields	

▼ Prospect Activities		
Activity	Type	Date / Time ▼
Landing Page Tracker: ...s-panels.com/product.html	Click	September 11, 2007 09:58 PM
Email: Free Buyer's Guide PDF from Solaris Panels	Sent	September 11, 2007 09:58 PM
Landing Page Paid Search Ad: Free Buyer's Guide	Success	September 11, 2007 09:58 PM
Landing Page Paid Search Ad: Free Buyer's Guide	View	September 11, 2007 09:58 PM
Visitor: 7 page views	Session	September 11, 2007 09:57 PM
Show rows: <input type="text" value="5"/> << Previous Page 1 of 1 Next >>		

► Anonymous Visitor Tracking

It's like caller ID for your website.

Although B2B marketers would love to follow up with most website visitors, the majority of your traffic will unfortunately be anonymous. Some studies have shown that as little as 2% of website visitors become real prospects. Web marketing automation software can perform various lookups to determine exactly who your anonymous traffic is. The IP address of each visitor is recorded and a reverse DNS lookup is run to see if a meaningful host name is found. Although not all companies have host names that resolve, a significant percentage do, particularly Fortune 500, government or higher education organizations, whose host names can almost always be displayed.

Taking this one step further, a marketing automation solution will then check the WHOIS lookup for the IP address to see which organization owns it. This can give a marketer the full legal name of the corporation as well as a geographic location. A Dun and Bradstreet check can also be implemented to provide even more detailed information about your formerly anonymous visitor.

A marketing automation tool can be set to proactively send you a daily digest of all anonymous activity occurring on your website. You can then investigate any companies who are identified and follow up or forecast appropriately.

Pardot: Visitor Sessions

▼ Visitor Sessions						
Prospect	Page Views	Browser	Operating System	Hostname / Referrer	First Page View	
Create / assign	1 page	Explorer	Windows	tide504.microsoft.com http://www.google.com/search?hl=en&... Google Paid Search: crm software WHOIS : Microsoft Corp, Redmond, WA, microsoft.com (Is ISP?)	September 11, 2007	03:16 PM
Create / assign	7 pages	Explorer	Windows	...tatic-76-160-255-145.dsl.cavtel.net WHOIS : Cavalier Telephone, Richmond, VA, cavtel.net (Is ISP?)	September 11, 2007	03:14 PM
Create / assign	1 page	Explorer	Windows	bl2sch1082218.phx.gbl http://search.live.com/results.aspx... WHOIS : Microsoft Corp, Redmond, WA, microsoft.com (Is ISP?)	September 11, 2007	03:04 PM
Create / assign	1 page	Firefox	Windows	c-67-185-176-42.hsd1.mi.comcast.net http://www.google.com/search?q=web+... Google Paid Search: web based crm	September 11, 2007	03:04 PM

► Automation Rules

Streamline your sales and marketing processes.

B2B marketing and sales departments can be chronically overworked. Marketing automation alleviates some of the stress of prospect nurturing or lead routing by doing it automatically. Instead of staffing someone to score and distribute leads manually, set up routing rules based on geography, score thresholds, or other parameters, and automatically assign prospects to the appropriate sales reps. Other applications of rules include automatically assigning certain prospects to drip marketing tracks based on their actions, notifying sales reps of events, and triggering marketing collateral deployment such as direct mail.

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Automation Rules: .Gov Hostname Monitoring

[Edit automation rules](#) | [Copy](#) | [Delete](#)

Edit Automation Rules ⓘ [Cancel](#)

Name ★

Rules ★ Match all Match any

Visitor hostname

Visitor hostname

Actions ★

Change prospect score

Assign prospect to user

[Cancel](#)

Conclusion

B2B companies have been trying to tailor B2C focused tools to their needs for years. Email marketing, web analytics, paid search tools, and others have all been staples in a marketer's arsenal but the data captured has always been aggregate and kept in silos. Marketing automation makes it possible to control formerly disparate marketing and sales channels from one central interface and gain tremendous efficiencies and intelligence throughout a complex sales cycle.

About Pardot LLC

Pardot is an on-demand marketing software company that increases sales and maximizes efficiency for companies with complex sales cycles.

Pardot offers Prospect Insight, an industry-leading marketing automation product that manages prospect interactions such as site visits, business chat, email, forms, and more. The on-demand suite solves the integration challenges faced by B2B marketers today by allowing you to control formerly disparate online and offline marketing tools one central interface.

Pardot was founded in 2006 and is headquartered in Atlanta, GA.

About ROI-Direct

ROI-Direct is an eMarketing & Sales Automation consulting and technology solution company focusing on B2B clients with medium to complex sales cycles.

ROI-Direct is an official re-seller of Pardot in Canada. ROI-Direct will help you get the most of the system by powering Pardot with eMarketing services to help fuel your sales pipeline.

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