



Your Guide to Successful Digital B2B Marketing

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Introduction

How does a business create sustainable and successful B2B marketing in a world that seems devoted to a primarily B2C model? B2B differs from B2C in its cycle, delivery and audience, so it's no surprise that B2B marketers struggle when applying a "copy and paste" B2C approach to their digital marketing endeavors.

Traditional digital marketing techniques can work extremely well for B2B campaigns so long as they are not carbon copies of B2C strategies. In order to be successful, B2B marketers need to refocus their efforts on structuring unique, creative campaigns that are aligned with the B2B sales cycle, goals and audience.

This whitepaper looks at strategies and tips across paid search, display, and paid social advertising that will help improve your B2B campaigns and achieve successful results.





Awareness Stage

3.

B2C often catches people in the decision making stage of the purchase funnel. In B2B marketing, it is better to focus efforts on capturing potential clientele at the research stage. By honing in on terms that might be searched to provide a solution to a problem, such as: *How to stop...*, or *Tips for saving money on...* and *Reducing customer service turnover...* you can tap into a niche need before the customer settles on a decision by putting your services in front of them while they are educating themselves prior to making a purchase.

Landing Pages & Form Testing

4.

Landing page testing is always important. Consider running A/B testing with different formats and images to see which landing page performs better. If the landing page incorporates a form, play around with the number of fields to ensure you're getting enough detail, while not requesting too much information and causing the visitor to abandon the form. Be aware that the more questions you ask, the likelihood of form completion will decline dramatically. Some brands have solved this problem by incorporating an auto-fill button that captures relevant information immediately, making it easier for visitors to use, and encouraging higher registration rates.

Day Part Trends & Tracking

5.

While trends show that working hours tend to yield higher search activity, it's important to determine if this is the case for your particular business, and adjust your bids higher when you see more results. During quieter periods, it's beneficial to set multipliers to bid down on days when conversion rates are lower. Furthermore, if your business is open from Monday to Friday, avoid call only campaigns as you don't want to push call activity on weekends when ad spend will be wasted.



6.

Customer Match

You can remarket soft leads within your database to turn them into hard leads. Soft leads show intent and interest that can be potentially converted with the right messaging and tailored retargeting strategy.

7.

Lead Quality Optimisation

It isn't all about the number of leads you get but the quality. Try to optimise campaigns to the quality of the lead. NMPi is currently working on a solution where via an uploaded feed, brands can determine which leads are good, and which are poor. You can also integrate information with your CRM systems to better determine quality leads.

8.

Call Tracking

Phone calls are an important part of B2B marketing. With callers usually further down the sales funnel versus online browsers, it becomes vital for businesses to be able to **track these calls accurately and integrate the information into their paid search campaigns**. Cross channel attribution and tracking can be tricky, but there are accurate alternatives for tracking calls influenced by digital activity.





Case Study

Optimising Paid Search Activity for International Markets

Uncovering Successful Global Markets

Objectives

STOPzilla, a US based software company providing premium anti-virus and anti-malware solutions, looked to extend their reach internationally.

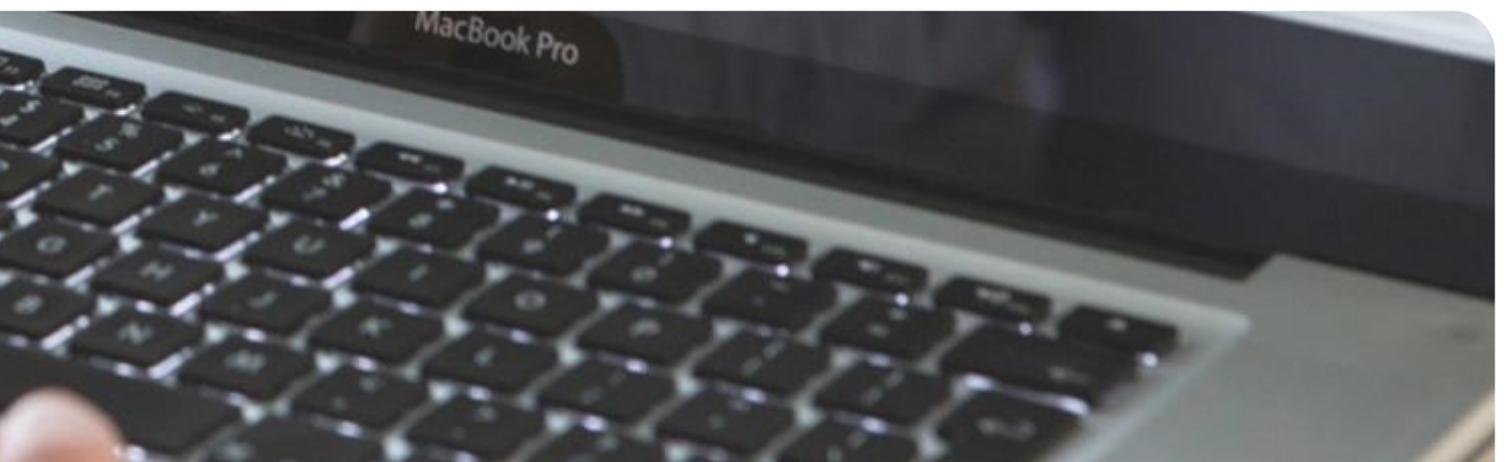
Strategy

Originally STOPzilla's landing pages were available in English and Spanish, and their currency was displayed in \$USD. As they were looking to increase conversion rates across Europe, currency values were changed to fit the appropriate market: the EURO across Europe and the GBP across the UK.

Discussion then began around the type of landing pages that would drive conversions. Unique landing pages were created for each currency, and when a potential customer in Europe clicked on STOPzilla's paid search ad, the content prices would be displayed in the correct currency.

Results

From the paid search activity NMPi was running with STOPzilla, they saw a 40% increase in international conversions. This was especially evident in the UK where the conversion rate doubled.



Display

Display B2B marketing is an area that has been viewed with skepticism in digital advertising. Many marketers struggle to get a successful B2B campaign because traditional B2C ad campaigns don't work in a B2B context as the sales cycle varies greatly.

The B2B journey is a much longer one, more like a courtship in that after several dates, long talks, getting to know one another, a decision is made whether to keep seeing this person or to move on and "see other people". Quick freebies, coupons, and flash sales aren't going to entice prospective clients for B2B in the same way they do for one-off conversions in the B2C domain. So what tactics can B2B display marketers employ to improve longer terms goals and sales objectives?

Case Study

PPC and Display Integration Drives Sales Up 300%

How Autodesk takes their Digital Advertising to the Next Level

Objectives

Autodesk, a 3D design software corporation, looked to increase sales by combining display advertising with their current PPC campaign.

Strategy

NMPi created an integrated approach to the on-going PPC activity and the newly added Display campaigns. By adding PPC campaign insights to the Display campaign set-up structure including, remarketing lists, day part analysis and buying cycle, ROI was accelerated from display advertising.

Results

From January 2014 -August 2014 traffic driven from search remarketing campaigns increased by **400%**. Indicating that when correctly paired with Display ads, PPC ads are more effective.

Autodesk saw an increase in overall traffic of **141%** from Display campaigns and a **300%** uplift in sales between January 2014 and August 2014.





Tips

1.

Shift Away from Blanket Retargeting

85% of the visitors on a B2B site are not there to buy your product. These visits are often research based, friends, family or competitors. Retargeting these people is wasted ad spend. Instead, use third-party data to focus your efforts on targeting specific companies, job titles, and industries that you know are likely to be interested in your service or products.

2.

Less is More

NMPi's Programmatic Account Manager, Kristina Kasalova advises, "Less is more in terms of the complexity of the creative. Simple and straightforward banners do better." High impact formats work well, but vague messaging at the B2B level doesn't work - brands at this level are ad-savvy and a minimal, direct approach, is the best way to get your messaging across to potential clients.

3.

Integrated Advertising

Make sure your message is consistent across your website. Don't link to misleading landing pages that will confuse or irritate prospective clients. For instance, if your call-to-action is for a free audit, send clicks through to a page with a form to request an audit.

4.

Effective Measurement

Don't solely focus on clicks to measure success. CTRs are traditionally low for B2B display advertising. Connect results to reliable metrics such as close rates, funnel velocity and lift.

Social

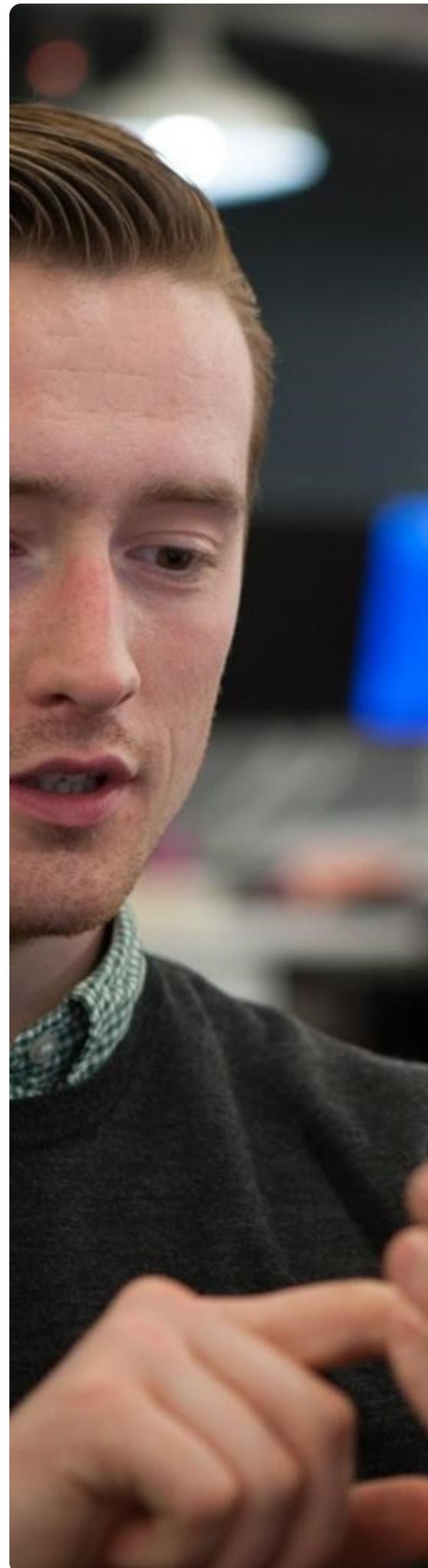
B2B relies heavily on social media to reach their target consumer, as high as 87% of B2B marketers cited social media as their go-to platform for reaching new clientele. 86% of brands have dedicated personnel, whether they're in house or external agencies, running their social media accounts and content strategies. Used as a means of expanding your message, social media advertising will vastly improve your reach.

B2B social advertising campaigns can help brands connect to better quality and highly relevant leads. Especially when we look at social sites like Facebook. Their algorithm no longer puts business news in the news feed. Advertising can put you in front of an extremely relevant audience on channels where consumers are looking to engage. It is also a great way to extend the reach of the content you are creating for your site.

Measurement

Measuring definitive ROI in B2B social media marketing can be difficult to capture. Marketers have struggled with this dilemma for some time. Social media advertising has, until very recently, been qualitative, versus quantitative in its reporting. Marketers have been under the gun to produce accurate metrics to justify the increasing levels of ad spend seen in social media.

Over the past few years, paid social channels have worked to enhance their tracking metrics, showing marketers a true view of campaign performance, allowing campaigns to be optimised against actual KPI metrics. 'Awareness' alone isn't good enough anymore, especially as social advertising now offers numerous tools and advertising formats to convert your target marketing into leads. For instance, Twitter now offers a lead form format directly through the platform, meaning fewer steps for the prospect and opportunities for drop off.





Tips

1.

Customer Match & Look-a-likes

Customer Match can be an extremely powerful tool but because social users often use personal emails for their accounts, it can be difficult to harness in a B2B context. Exporting your contacts from LinkedIn, if relevant, can be an alternative solution as most LinkedIn users supply a personal email for their account. You can then use this data to run email or look-a-like targeting campaigns across Facebook and Twitter.

2.

Track the Customer Journey

Tag your site. If form fills are your goal, make sure to tag the 'thank you' page. This will enable you to track where your conversions originated. Marketers can use concrete examples of where social advertising was used to drive conversions, as well as compare groups exposed to social media efforts with those where no social outreach was applied.

3.

LinkedIn

LinkedIn is a powerful platform for B2B advertising as the targeting options are extremely granular in regards to job title, job seniority, and industry. Due to the nature of the platform, users frequently update their job status, making it current and reliable information.

4.

Humanise your Brand

Use a mix of brand and personal messaging to "humanise" your corporate image. It's easier for a prospective client to relate when your brand is presented in a more personable manner.

Who is NMPi

NMPi are an award-winning digital agency helping ambitious brands maximise the potential of their online marketing. Based out of London, UK we work with clients ranging across sectors including retail, travel and finance, and operate across more than 100 countries, in over 55 languages.

Market Leading Technology

Our internal technology platform helps to deliver a "full-funnel" approach to find new customers and convert your existing prospects.

Full Transparency

We deliver full transparency to our clients, receive in-depth information on where your budget is being spent and where your results

International Reach

With over 400 digital staff in 23 locations worldwide, we deliver localised campaigns to over 100 markets in 55 different languages.

Proven Approach

We have developed a proven strategy to deliver highly targeted and successful campaigns with the right message, to the

Customer Understanding

Through our integrated approach to digital activity, receive a full-funnel view of the consumer, from initial impression to final conversion.

Award-Winning Expertise

With over 12 years of experience in the digital industry, we have helped numerous brands create a step-change in their business.



Paid Search

Innovative strategy delivered by an award-winning team.



Programmatic Display

Reach the right customer, with the right message, at the right time.



Analytics

Grow your business by truly understanding your customer's needs.



Paid Social

Great channel for increasing sales and driving growth.