



# Media: Online Publishers Campaign

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# Goals

- Build Pipeline & engagement in a new business sector
- Generate contacts in our database where we had few
- Accelerate pipeline within the Publishers segment
- Fifty registrations for an Industry Webinar
- Ten registrations for an Industry roundtable
- Five Pipeline Opportunities at Salesforce Stages 1-6

# BUYER PERSONA

## Starter Questions

### PERSONAL INFO:

- Age
- Gender
- Children
- Marital Status
- Location
- Income
- Education



### PROFESSIONAL INFO:

- Job Title / Role
- Career Path
- Company / Industry
- Company Size
- Special Skills
- What is a typical day like?
- What tools do they use?
- Who is their boss?
- Do they manage others?
- How is their success measured?



### GOALS & CHALLENGES:

- What are their personal/professional goals?
- How do they prioritize those goals?
- What challenges impact achieving these goals?
- How could you help?
- What questions do they ask when seeking solutions to these challenges?

### WHERE ARE THEY?

- How do they get information?
- How do they communicate?
- What media do they consume?
- Do they belong to any associations?
- What social media do they use?
- Do they attend events or conferences?
- Where do they spend their days?
- Do they have relevant hobbies?

### HOPE AND FEARS:

What are their hopes in their personal and professional life?

### NEGATIVE INFO:

- Are there customers you don't want to lose?
- Too difficult?
- Too expensive?
- Not profitable?



# Buyer personas

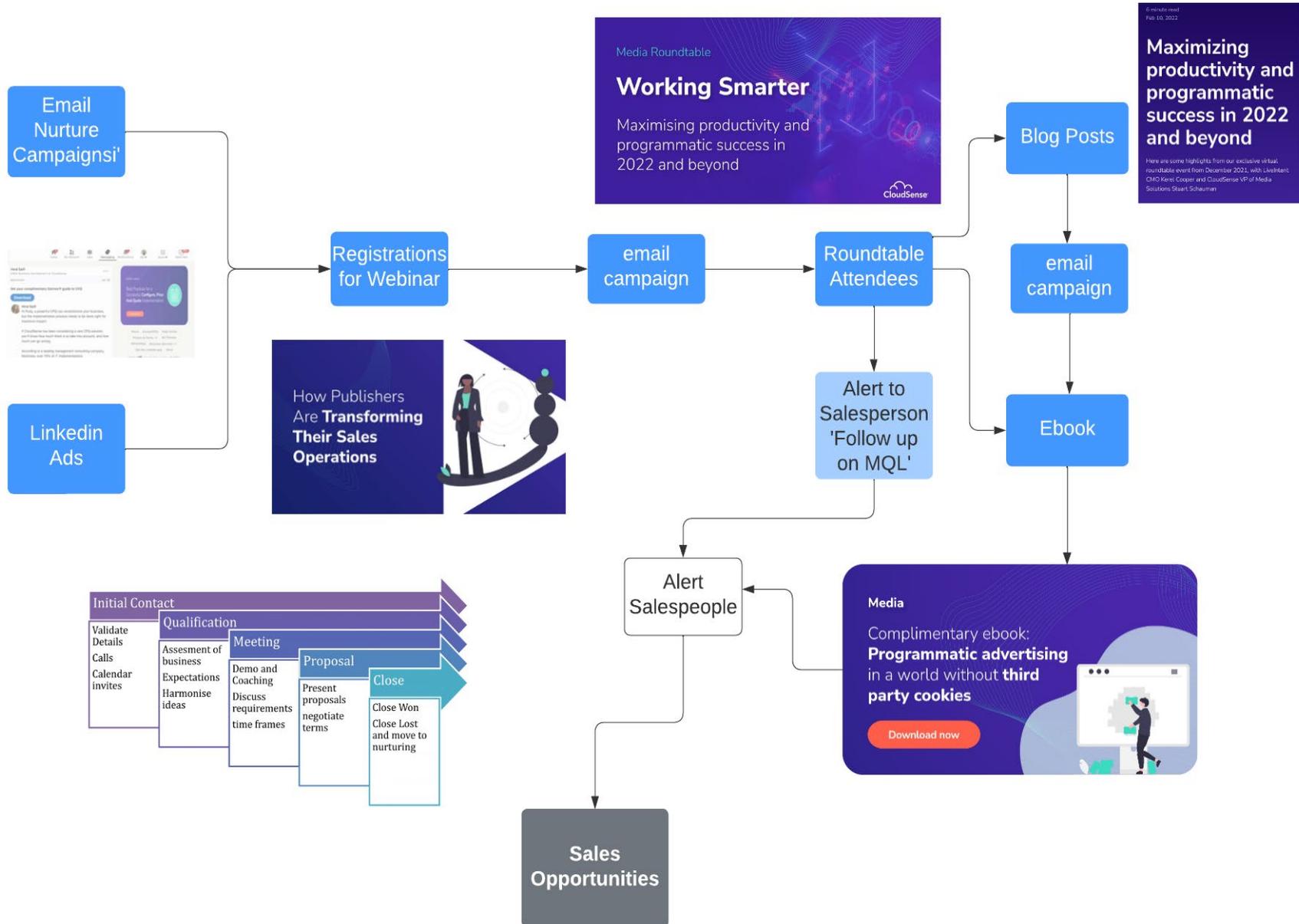
- CIOs
- Directors of Sales Operations
- Heads of IT
- Heads of Sales

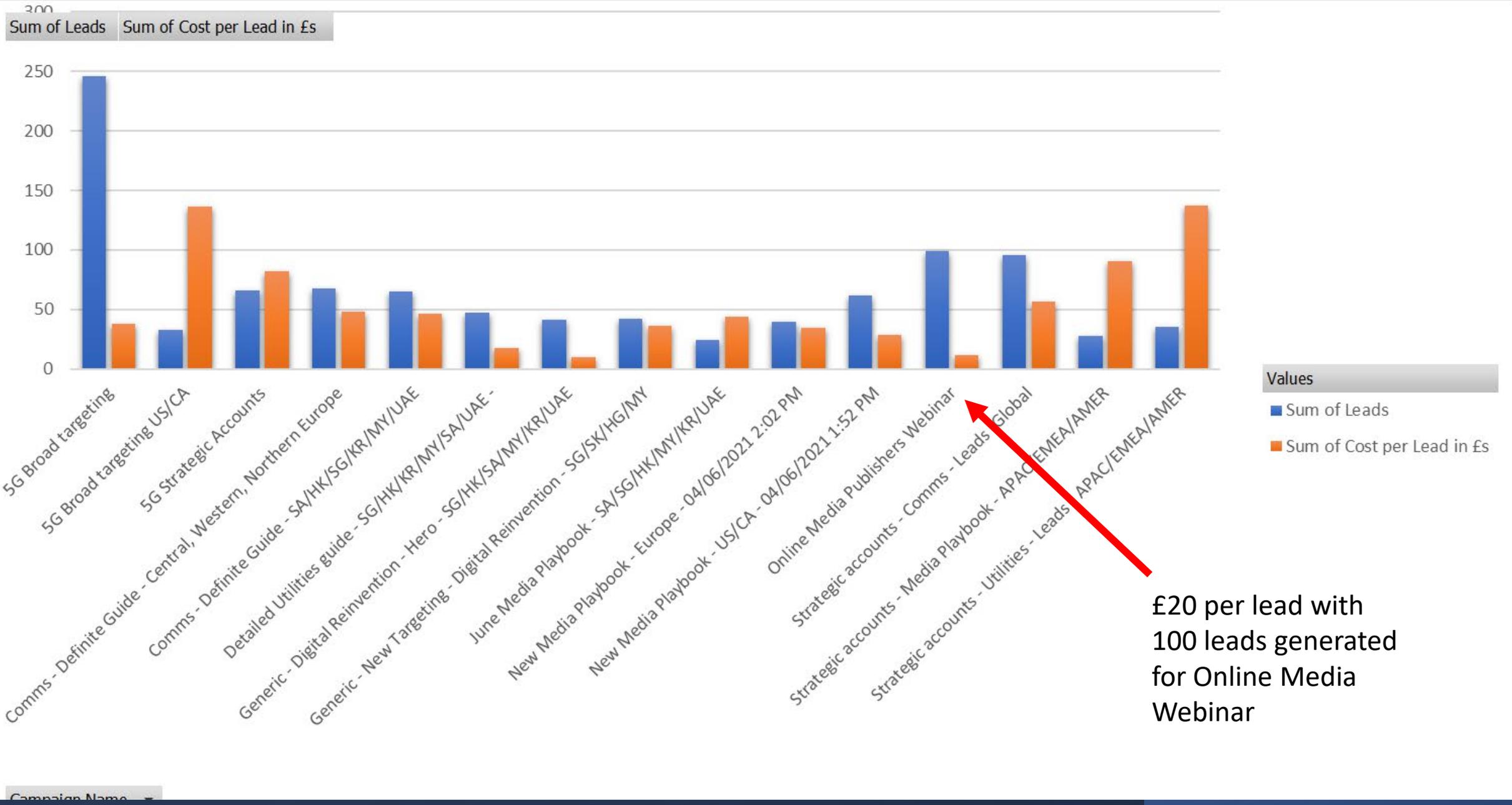
# Campaign Plan

**Webinar**  
75  
Attendees

**Roundtable**  
12  
Attendees

**Ebook**  
500+ Leads



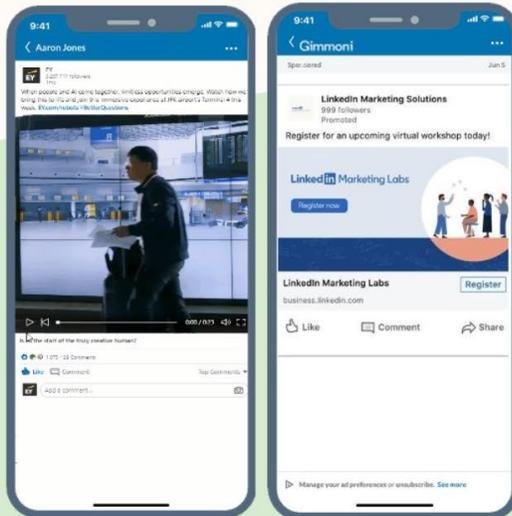


Campaign Name

# Nurture your audience by running multiple ad products

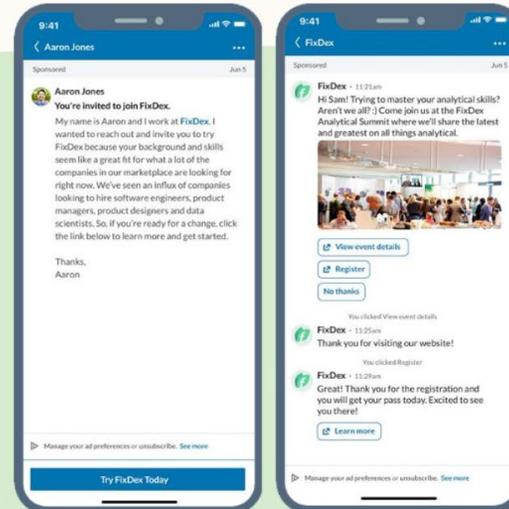
## Sponsored Content

Video Ad | Single Image Ad | Carousel Ad



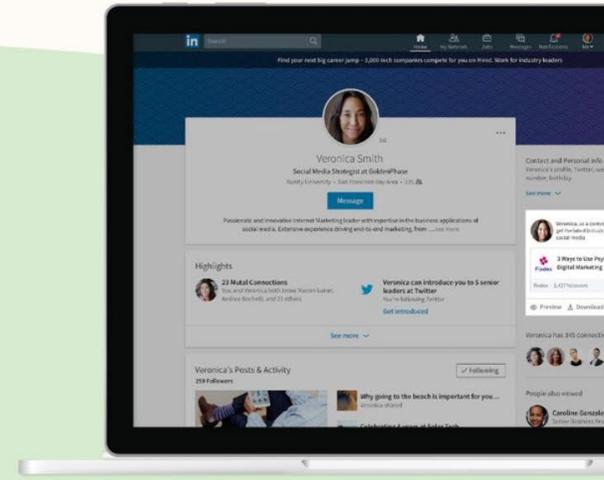
## Sponsored Messaging

Message Ad | Conversation Ad



## Additional Ad Formats

Dynamic Ad | Text Ad



# Effective Email Campaigns



## Goal

Always have a goal for your email



## Test

Always send tests of your email



## Testers

Have a 'test group' but ideally not more than four people

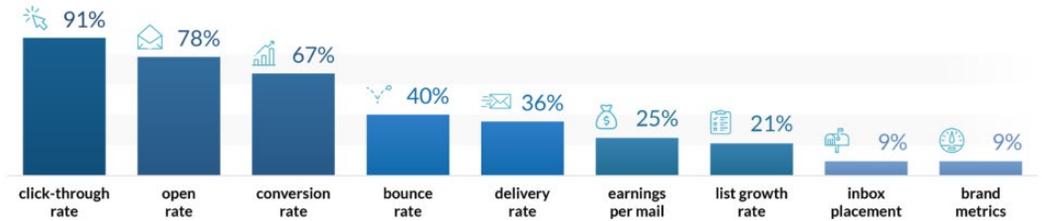


## Experts

Ensure everyone on the group are experts in relevant disciplines

### 1 Top email marketing metrics used by marketers

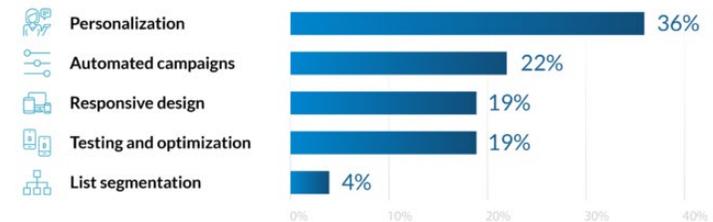
Source: eMarketer



### 2 Personalization is the most effective email tactic

Source: Richardson Annual Selling Challenges Study

Most effective email tactics:



### 3 Email beats all other marketing tools in terms of increasing ROI

Leading drivers of ROI:

Source: Campaign Monitor - Email Marketing Industry Report



# Email Split Testing to Optimize lead conversions

	Emails	Conversions
<p>Get your IDC infobrief on how CPQ solutions can help build stronger customer loyalty</p> <p>How modern CPQ solutions can enable Online Publishers to keep up with industry demands</p>	Variation A	1116
	Variation B	1117
Variations' conversion rates and standard error.		
	<b>Conversion Rat</b>	<b>Standard Error</b>
Variation A	10.57%	0.92%
Variation B	6.98%	0.76%
<b>Significance levels</b>		
<b>90% Conversion Rate Limits</b>		
	<i>From</i>	<i>To</i>
Variation A	9.05%	12.09%
Variation B	5.72%	8.24%
<b>95% Conversion Rate Limits</b>		
	<i>From</i>	<i>To</i>
Variation A	8.77%	12.38%
Variation B	5.49%	8.48%
<b>Step 4</b>	<b>How confident are we that your test is significant based?</b>	
	<b>Significant At</b>	
	Does it pass 90% confidence?	YES
	Does it pass 95 Confidence?	YES
	Z =	3.0038
	P-value =	1.00
<b>Step 5</b>	<b>Are you test signifiant? Find the answer here.</b>	
Read cells to right, then down	<b>Version A</b> converted	<b>51.4%</b>
	better than <b>Version B.</b>	We are
	<b>100%</b> certain that the changes in	<b>Version A</b>
	will improve your conversion rate.	<b>Your test is statistically significant!</b>



Integrating LinkedIn  
Paid Social with your  
ABM Platform, CRM &  
Marketing Automation  
for high converting  
leads

## What you can do with Matched Audiences



### Company Targeting

Run your account-based marketing campaigns reaching key companies and decision makers

[Learn more](#)



### Contact Targeting

Market to prospects and known contacts by securely uploading your list of contact IDs or connecting to your contact management platform

[Learn more](#)

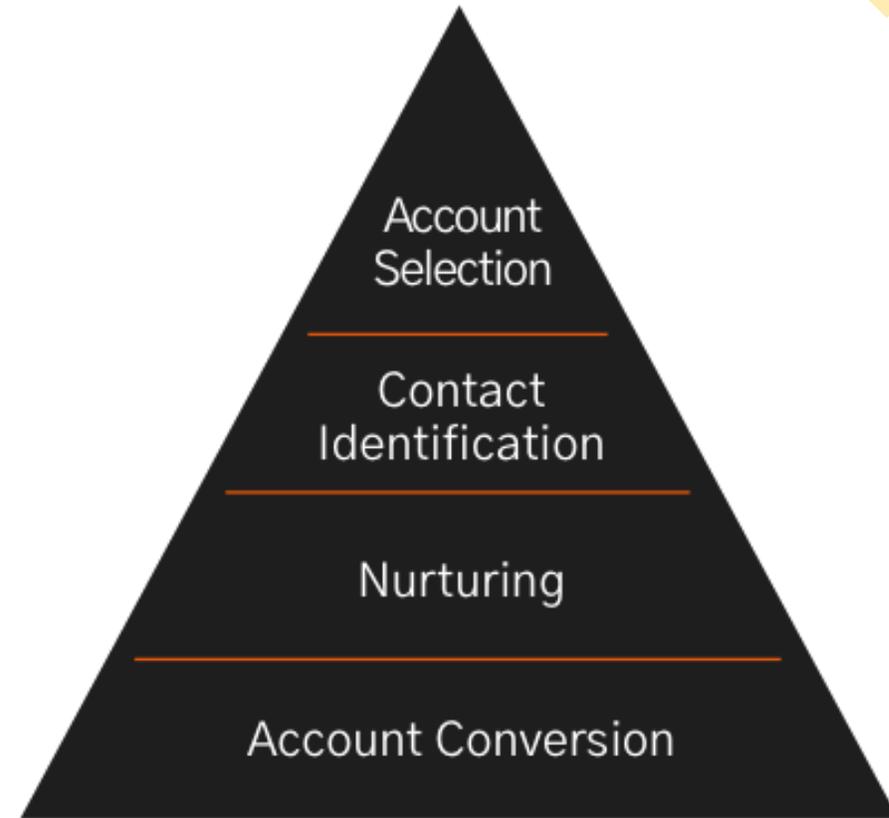
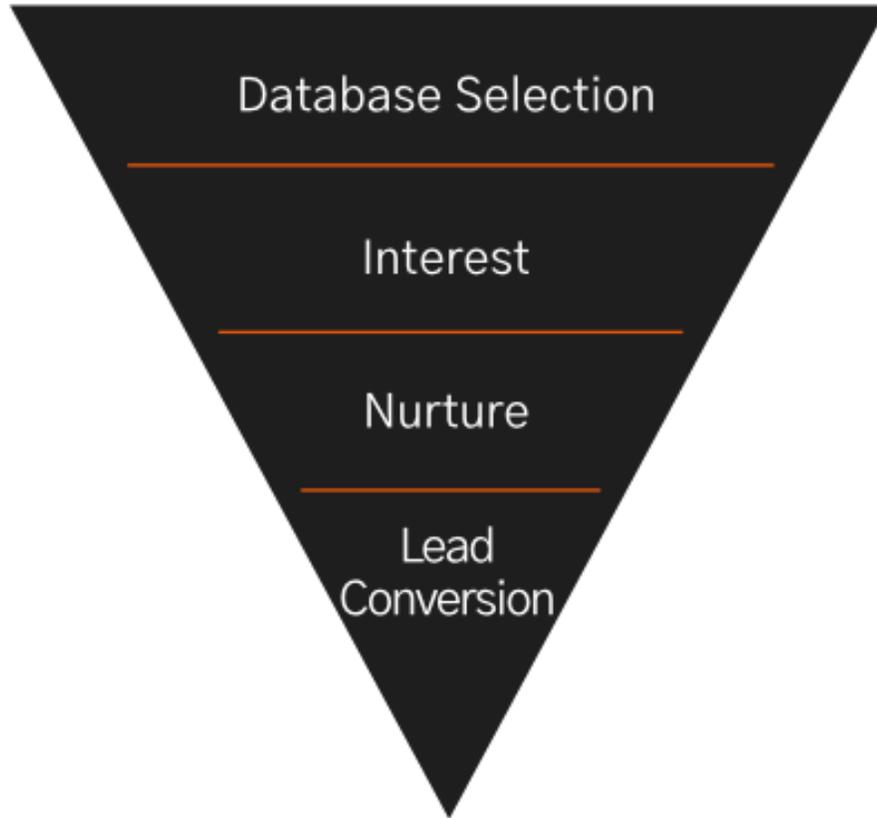


### Retargeting

Segment your audience and deliver unique content based on actions they have taken with your brand

[Learn more](#)

**Lead Generation**  
Fishing with nets



**Account-Based Marketing**  
Fishing with spears



Using Filters

ICP Manufacturing No Tags

Take Action

Download

Exit

Save Changes

Edit Segment

Accounts (18,370)

Predictive Analytics 1

Behavioral Analytics

Profile Analytics

Product Category: 6sense

Unsaved Filters (1)

IN-MARKET BUYING STAGES

Clear Filter

Ideal Customer Profile Fit: Strong (4659)

Target  
3,911 Accounts

Awareness  
407 Accounts

Consideration  
149 Accounts

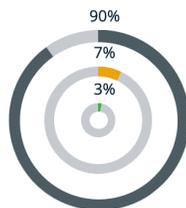
Decision  
126 Accounts

Purchase  
66 Accounts

Not Engaged

Engaged

CONTACT ENGAGEMENT AT ACCOUNTS



Accounts with:

- Highly Engaged Contacts  
140 Accounts
- Moderately Engaged Contacts  
326 Accounts
- No Engaged Contacts  
4193 Accounts

OPPORTUNITIES

Accounts with No Opportunities

4,532 Accounts

Current Open Pipeline  
\$5 M

Accounts with opps opened within the last year

77 Accounts

Accounts with opps won  
in the last year  
18





# Online Publisher Campaign Results



Awareness

1000+ contacts



Consideration

300+ Contacts



Decision

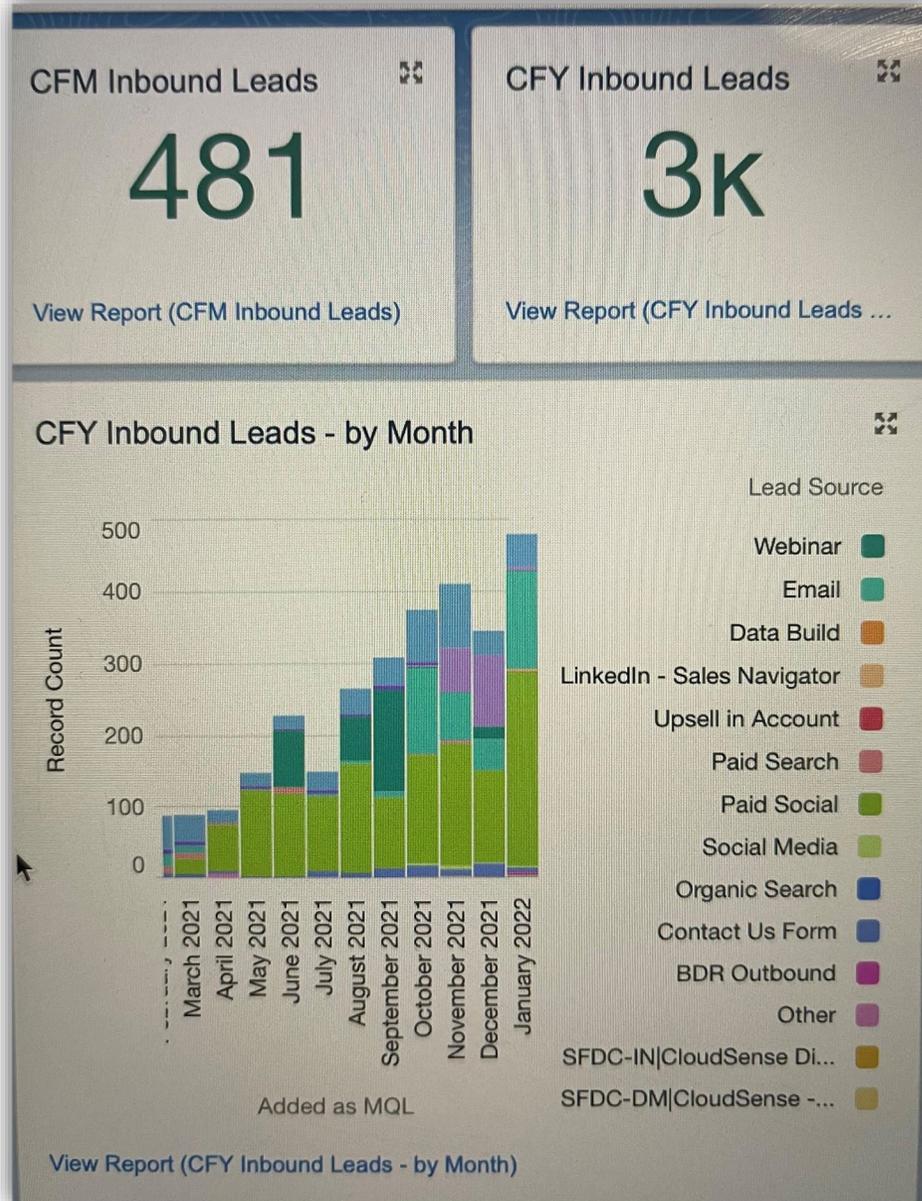
6 Contacts, including BuzzFeed,  
Chicago-Sun Times & The  
Drum



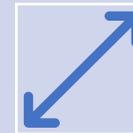
Purchase

1 Sale – The Discovery Channel

# Overall Results



Increased leads from Email Campaign to 100 per month - £100 x 100 = £10,000 additional value. Whilst improving contact database hygiene.



Improved Cost per lead from £100/lead to £40/Lead whilst increasing MQL-SQL-Sales Opportunity conversion rates



Took leads from an average of 100-300 per month to an average of 400-600 per month whilst not increasing costs.