

SALES & MARKETING

Giving your data a voice.

MCEperformance.com



SALES & MARKETING

By fine-tuning the insights derived from website and internet data analysis, marketing materials and messaging can be developed specifically for an individual to deliver far greater sales success.

In other words, there is real actionable data available that the marketing and sales teams can use to **target the right companies and the right individuals, at the right time, with the right message** - maximizing company resources, creating predictable sales pipelines, and driving revenue growth.

MCe Performance, Analytics Translator and Strategic Sales Consultant

The translator has a vital role to play at each step of the analytics initiative:

- Identifying and prioritizing business use cases – sales, CRM, branding, marketing lead conversions.
- Collecting and preparing data – extensive reporting, ROI.
- Works with Data Engineers - ensures the solution solves the business problem.
- Validating and developing business implications – trends and buying windows.
- Implementing the solution based on rock solid insights - drives adoption among business users.
- Provides insights into marketing and sales opportunities - Account Based Marketing (ABM) for business development.



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Objectives

- Create a digitally connected experience for the leads we pursue by integrating multiple touch points into a single, cohesive marketing strategy.
- Demonstrate a healthy ROI.
- Increase deal flow and revenue.

Execution

- Establish an ideal customer profile.
- Create parameters including lists of:
 - Competitors
 - Industries
 - Company size (measured in revenue or number of employees)
 - Keywords
 - Target titles
- Capture data from Bilin Technology platform and analyze it to clearly understand the leads generated.
- Support the engagement process and provide strategic insight, direction and marketing strategies.



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Post-Pandemic B2B Sellers Need to Adapt

1. **Focus** on delivering the three most valued attributes: Speed, transparency and expertise.
2. **Optimize** e-commerce channel to be user friendly and convenient; integrate and incentivize sales team to collaborate.
3. **Fix** the top buyer frustrations with company websites: long ordering process, difficulty in finding products, and technical glitches.
4. **Offer** a human touch whenever clients need it.
5. **Leverage** digital-enablement experts to help reps migrate face-to-face sellers on how to use new sales techniques (ABM) and lead generation tools (Insight Vision).
6. **Remap** the client decision journey to capture changes in the new normal post-pandemic sales process.



MARKETING STRATEGY

ABM Engagement



MARKETING STRATEGY

As buying committees get bigger and decisions get more complex, B2B marketers lean into ABM to secure more revenue from fewer customers.

ABM Provides Sales and Marketing Teams With

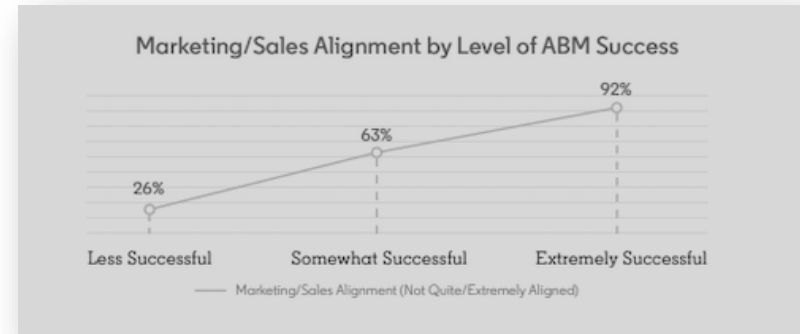
- Focused framework for engaging B2B buying committee members.
- Clear plan for when and how marketing and sales collaborate.

ROI with ABM

- “Revenue won” is the most common metric marketers use to track ABM. (LinkedIn)
- 87% of marketers who measure ROI say ABM outperforms every other marketing investment. (ITSMA)
- 89% of organizations able to report ROI said ABM accounts achieved a higher ROI than a non-ABM supported control group. 30% of these organizations reported ROI to be at least 21% higher. (SiriusDecisions)

Top Business Benefits of ABM Include Improvements In

Account engagement, Brand perception, Pipeline and revenue growth, and Customer satisfaction. According to ABM Leadership Alliance’s ABM 2019 Benchmark Study,



MARKETING STRATEGY

Identifying and Targeting Buying Windows

- By applying Predictive Analytic methods powered by advanced A.I. and Social Media Content Engines, Insight Vision provides data describing the research phase of a target company's buying journey.
- Transforming data into intelligence empowers the ability to predict the buying windows of each company in your target market.
- Understanding who is visiting your competition's website and what content they consumed can be an incredibly powerful competitive advantage.
- In the typical sales process of cold calls, email blasts, etc., only 25% of those contacted are ready to buy.
- Knowing who's looking for you or your offering in real time indicates a buying window. Insight Vision provides a targeted list of prospects. The list is actionable data that your marketing and sales teams can use to target the right companies, at the right time, and through the right prospects - maximizing resources, creating predictable pipelines, and driving revenue growth.



MARKETING STRATEGY

Targeting Versus Reach – You need both

There is a natural conflict between the two:

- The more granular the targeting, the more difficult it becomes to scale for widespread reach.
- The more people we aim to reach, the more difficult it becomes to make any one person feel special.

Targeting

To successfully persuade decision makers and decision influencers to seriously evaluate what's often an intricate solution to a complex problem, personalization is required. The decision-by-committee dynamic that is prevalent today is a foundational reason for the rise in account-based marketing.

Deploy the iterative process until you have a playbook for engaging any stakeholder (finance, operations, the user-base, etc.) who consistently plays a role in purchasing your solution. The more stakeholders you can engage via targeted, meaningful messaging, the better your chances of building consensus.

Reach

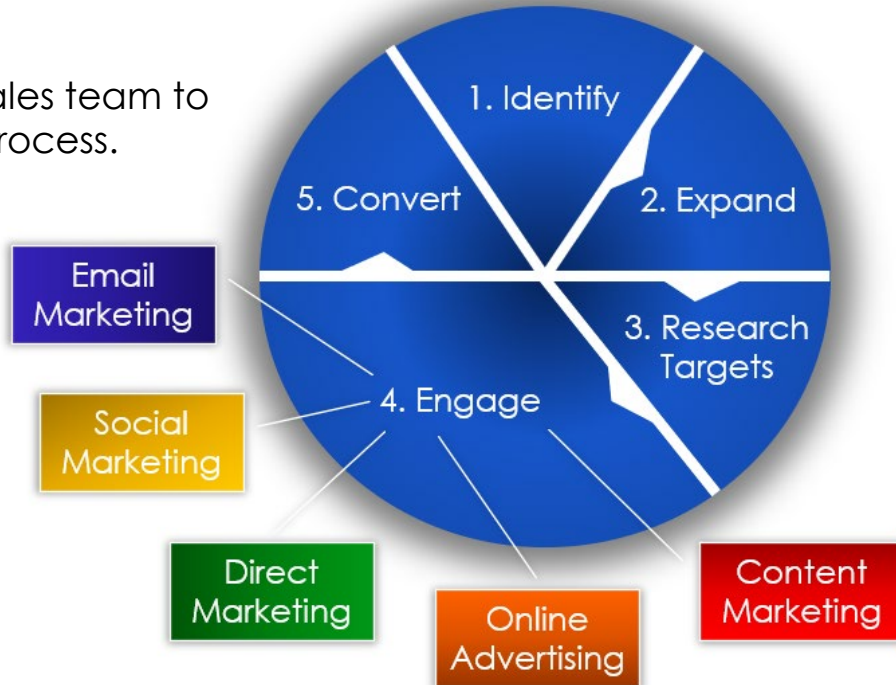
- Analyze the targeted audience messaging to understand what and why a certain message is working.
- Amplify and test the underlying message to a broader audience with similar titles at similar companies. If the test message works with the larger audience, maximize and monitor.



MARKETING STRATEGY

Insight Vision identifies your competitor's visitors as well as your inbound visitors.

The lead is passed onto the Sales team to drive through the sales process.



Look for associates (influencers) to the primary lead within the organization.

Webinars, Podcasts and several other marketing tools can be added to the mix to further develop the engagement.

ABM is all about personalization, get to know the prospect before engagement.



EMAIL MARKETING

Using ABM for Email Campaigns

ABM focuses on creating and executing highly-targeted and customized campaigns to address the needs of each individual set of accounts and their decision makers. Email marketing, when aligned with ABM, can help garner better results. Using ABM in your email campaigns will help you to understand each target account's priorities and needs.

Insight Vision Provides

- Inbound and competitor's visitor identity
- Content consumption
- Email addresses

Benefits of Implementing an ABM Strategy in Email Campaigns

- Targeted approach
- Relevant and appealing emails
- Easy tracking metrics
- Improved ROI
- Aligned sales and marketing



SOCIAL MARKETING

Using ABM for Social Media Marketing Campaigns

- Social media marketing allows you to get to know your company's target accounts and the prospects within them in a unique way and get relevant, personalized content in front of them at just the right time. A combination of organic and paid efforts and a strategic blend of listening and promoting strategies can make social media the perfect complement to a cross-channel ABM campaign.

Publish Content Aimed at Your Targets on LinkedIn

- Case studies that includes companies from their industry. Tag targets and their associates in the post when you publish it.
- Technical Blogs Posts are a team effort between the technical writer and the SME.
- Engage in your target's group conversations by replying to their posts with thoughtful and helpful comments. You can include links to your relevant content, but make sure to do so in a way that comes across as more helpful than sales-driven.
- Post content that is catered exclusively to your customers; the extra attention you give to your customers will let your prospects know that you're a good partner who will value their business, even after the deal closes.

Sponsored LinkedIn InMail Advertising Results

- Mobile-optimized design for easy clicks, real-time delivery ensures timely reach, uncluttered professional context, and flexibility to tailor your content.
- Optional technologies to consider - LinkedIn Sales Navigator, GrowthLead for LinkedIn Message Automation.



DIRECT MARKETING

Voice

Telephone calls will always be an essential in the engagement matrix. However, cold calls rarely work anymore, no one likes making them or getting them. But, as a follow-up to an intrigued email sent to the target client that is personalized and includes details about content they recently consumed on the internet, the target's attitude is likely to change to take the call.

Chatbots

Automate customer communication, improve workflows and productivity, provide customer support 24X7, resolve problems smarter and faster by connecting real people to the issue quickly, grow without adding overhead, generate and qualify leads automatically, and enhance the customer experience.

Mail

Imagine receiving a brochure in the mail from a company that you weren't aware of; the piece is personalized to you and includes specific content that you are interested in and was just investigating on the Web. You must check them out.

Zoom, MS Teams, ClickMeeting, Google Meet, RingCentral, etc.

In this social distancing era, web-based video conferencing has become an essential sales tool. With sellers and buyers located in different places, holding a web meeting solves the communication problem. No matter which provider, you can schedule regular meetings for your sales team, connect with prospects, share information, and develop deeper relationships. Zoom even has an extension embedded in Outlook.



ONLINE ADVERTISING

40% of B2B companies are experiencing increased losses of senior employees due to retirement; this may increase post-pandemic. Millennial engineers have different preferences and expectations from their more senior colleagues. It is vital to win the mindshare of these millennial engineers for building new relationships with tomorrow's decision makers.

Test, learn, repeat:

- Display Advertising: Display ads are found on websites and blogs to redirect user's attention to the company's product. Working together with remarketing, display ads can have great success.
- SEM: Pay per click (PPC) ads are usually text, with a small image - 64.6% of people click on Google ads when they are looking to buy an item online.
- SEO: Tactics include linking, keywords and meta descriptions and creating high level content.
- Social Media: Place paid ads, promoting posts or sponsoring case stories. LinkedIn is the strongest B2B platform and offers a variety of products including Sales Navigator to reach out to specific demographics.
- Native Advertising: Sponsored ads at the bottom of blog or post that often read as "*other recommended readings*" or "*other people liked*" with suggested examples for users to click on.
- Remarketing: Cookie-based technology that follows website visitors around the internet, remarketing to them.
- Video Ads: Video ads are growing particularly with millennials. Digital video has the highest average click-through rate, 1.84%, of any digital advertising format. 55% of consumers view videos in their entirety, 43% want to see more video content from markets.



CONTENT MARKETING

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action. Keywords and trending content are important to content marketing.

Keywords Indicating Trends

Keywords are an essential parameter in establishing the data Bilin's technology is based upon.

Active Content

- Industrial technical blogging: depend on blogs for SEO, high-quality inbound leads, brand building and demonstrating industrial/technical expertise.
- Gain insights: Update the website's active content to mirror what is being searched on the web.
- SEO: Search engines reward businesses that publish quality, consistent content.
- PR: Successful PR strategies address issues readers care about, not their business.
- PPC: For PPC to work, you need great content behind it.
- Inbound marketing: Content is key to driving inbound traffic and leads.



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