

# **Top 10 B-to-B Marketing Fast Fixes: How to Generate & Nurture More Qualified Leads**

July 10, 2008



Anne Holland

Founder  
MarketingSherpa



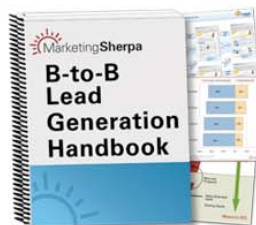
Sean Donahue

Senior Reporter  
MarketingSherpa

# Based on Real-life Data: MarketingSherpa Methodology

Our research comes from 5 sources:

- 📁 Surveys of Marketers & Agency Pros
- 📄 Surveys of Consumers
- 📊 Lab tests and Partnered Research
- 📖 Sherpa Case Studies – 800+
- 📱 “Best of” Data from 500+ Research Orgs.

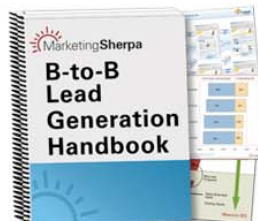


# Fix #1: Check Internal Search Logs

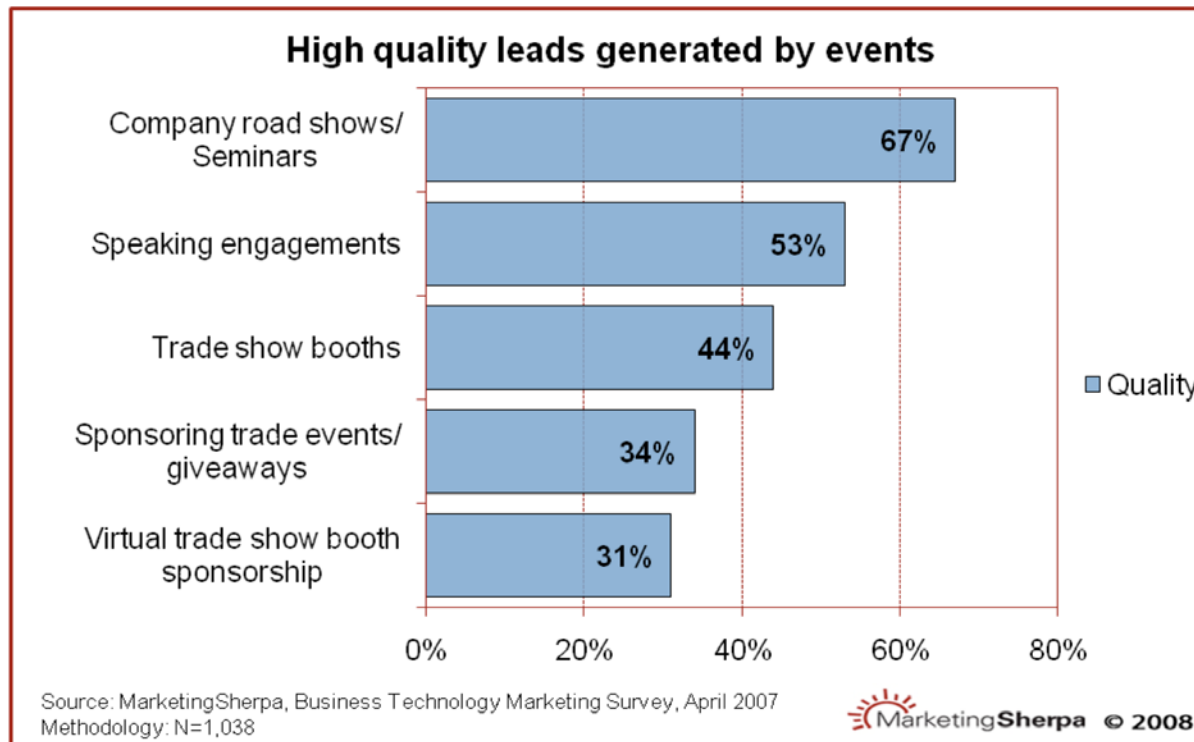
Search:

MarketingSherpa		2008
Internal Search Counts for June 2008		
Rank	Search Term	Searches
1	seo	945
2	landing page	653
3	email marketing	646
4	landing pages	604
5	email	569
6	blank query	488
7	none	350
8	direct mail	347
9	video	336
10	blogs	325
Total		>18,000+
MarketingSherpa © 2008		

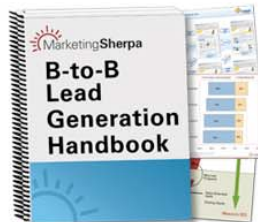
Info presented from:



# Fix #2: Get (a Lot) More Speaking Gigs



Info presented from:



# Fix #3: Generate More Interaction From Your Blog

## A. Subscribe box



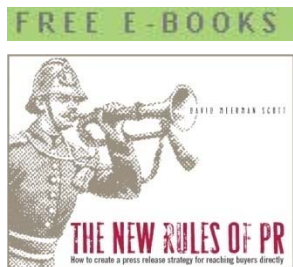
## B. Signature Line

“Mr Real Estate”

Contact John To Get a **FREE** Customized List of Homes or Condos Fitting What You’re Seeking and Get New Listings Emailed To You Daily!

Source: Florida Realtor and real estate blogger

## C. PDF/eBook Offers



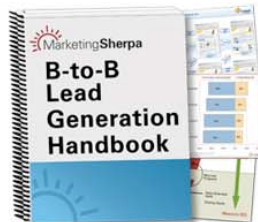
## D. Search



## E. Older Posts

Older Posts

Info presented from:



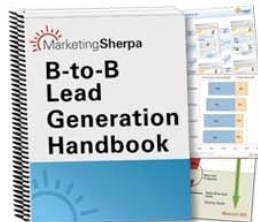
## Fix #4: Separate Search vs. Contextual Ad Accounts

**Networks**

Show my ads on:

- ☒ **Google search**  
When users search for my keywords on Google
- ☒ **Search network** ⓘ  
When users search for my keywords on Google's search partners
- ☒ **Content network** ⓘ  
When users visit sites on Google's content network that match my ad
- ☐ **Content bids** ⓘ  
Let me set separate prices for content clicks

Info presented from:



(Continue on slide 7)

# Fix #4: Sample Ads (Continued)

## Paid Search Ad

### Custom Blue Widgets

Precision-ground blue widgets  
Save time and last longer.

[www.AcmeWidgets.com](http://www.AcmeWidgets.com)

Source: David Szetela, Clix Marketing

## Contextual Ad for Same Product

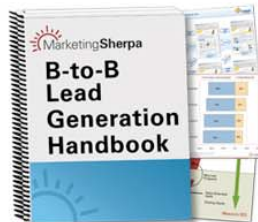
### Blue Widget Blockbusters

Wait! Don't buy blue widgets until  
you download our free comparison.

[www.AcmeWidgets.com](http://www.AcmeWidgets.com)

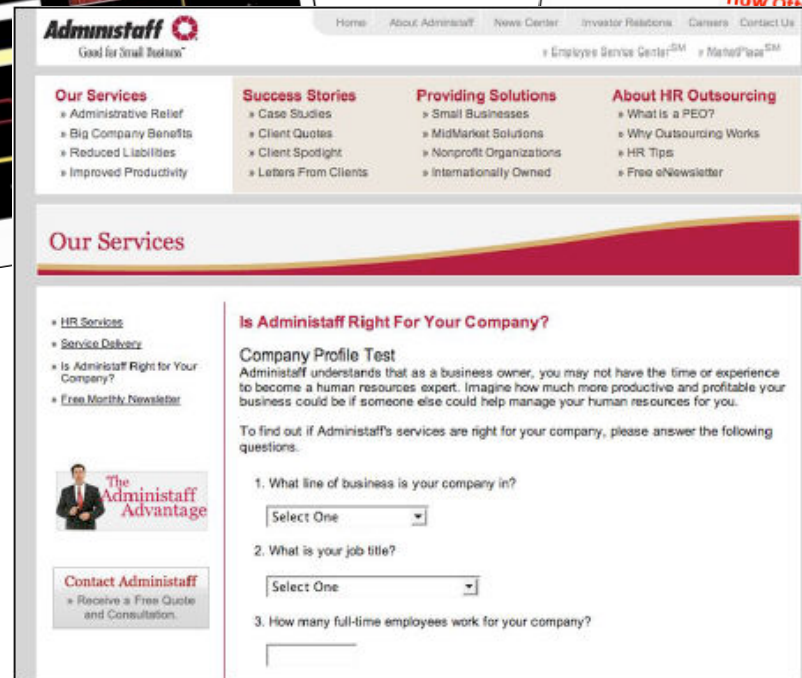
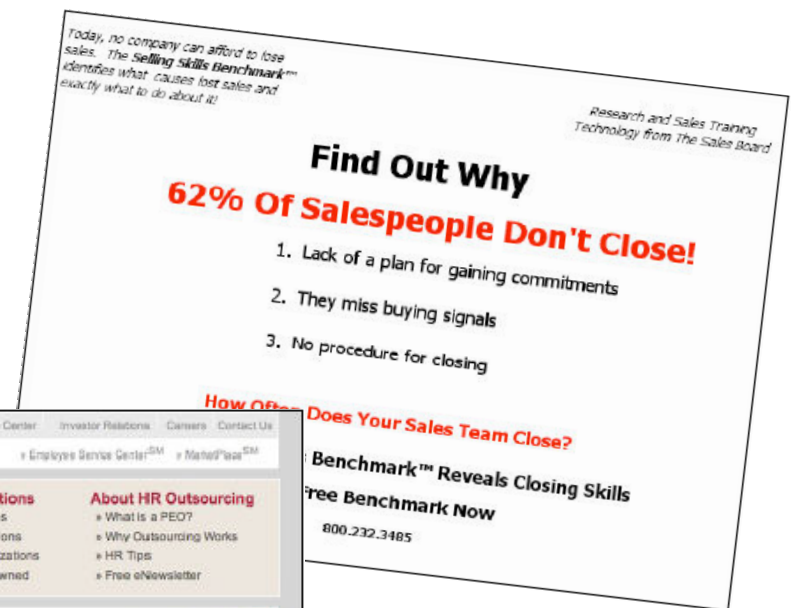
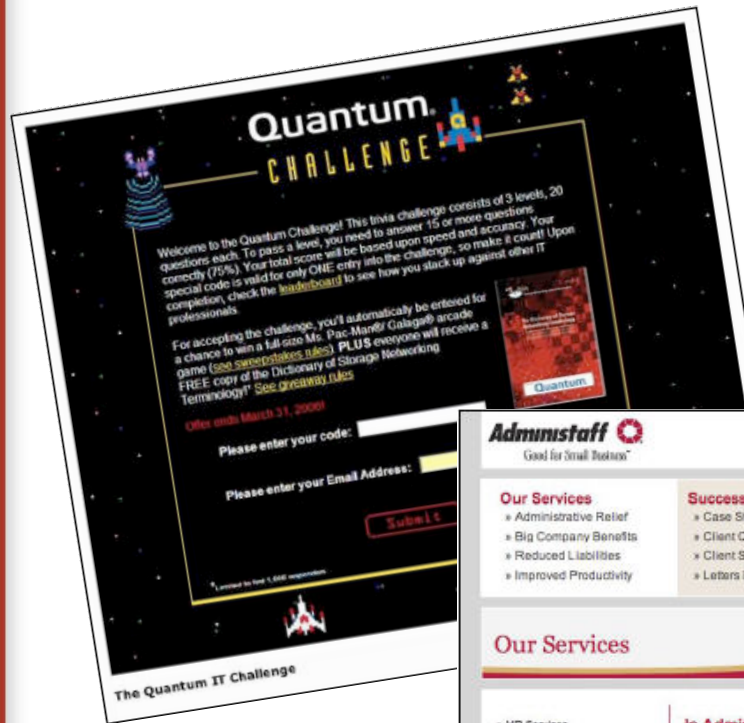
Source: David Szetela, Clix Marketing

Info presented from:

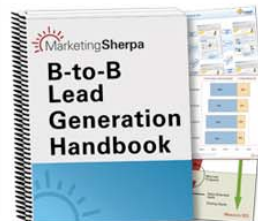




# Fix #5: Test a Quiz Offer



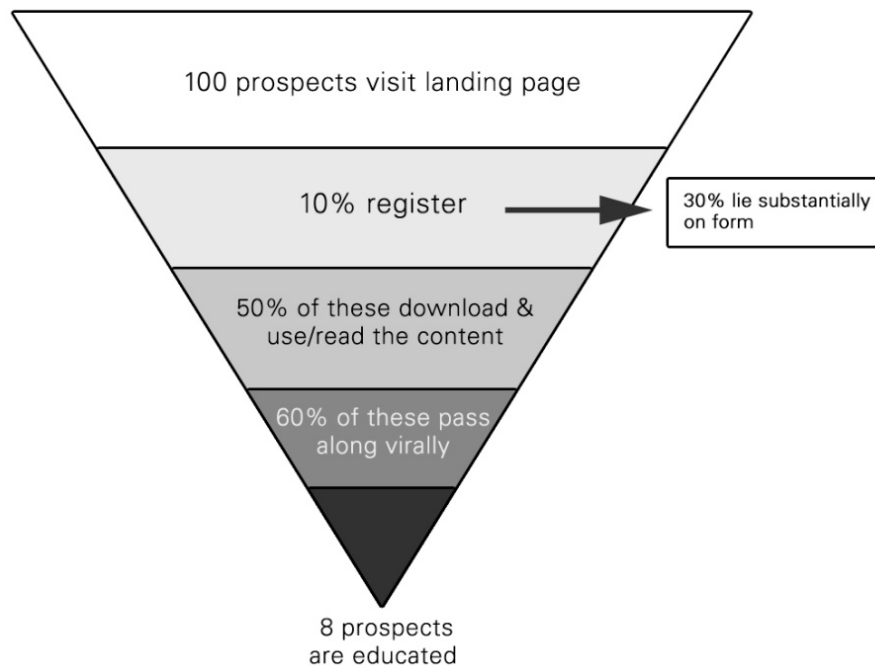
Info presented from:



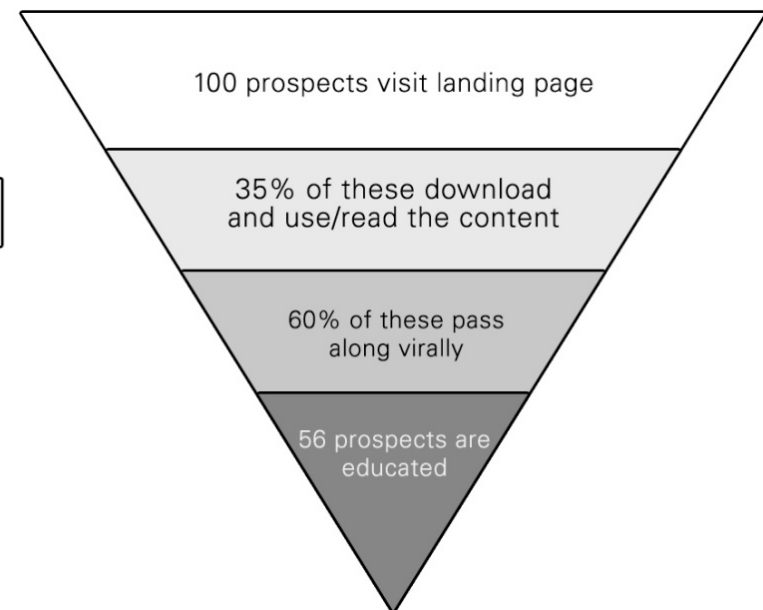


# Fix #6: Drop Registration Barriers – Set Content Free

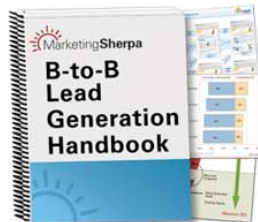
**Content Funnel with Registration Barrier**



**Content Funnel without Registration Barrier**



Info presented from:

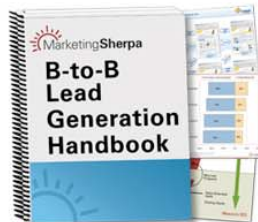


(Continue on slide 10)

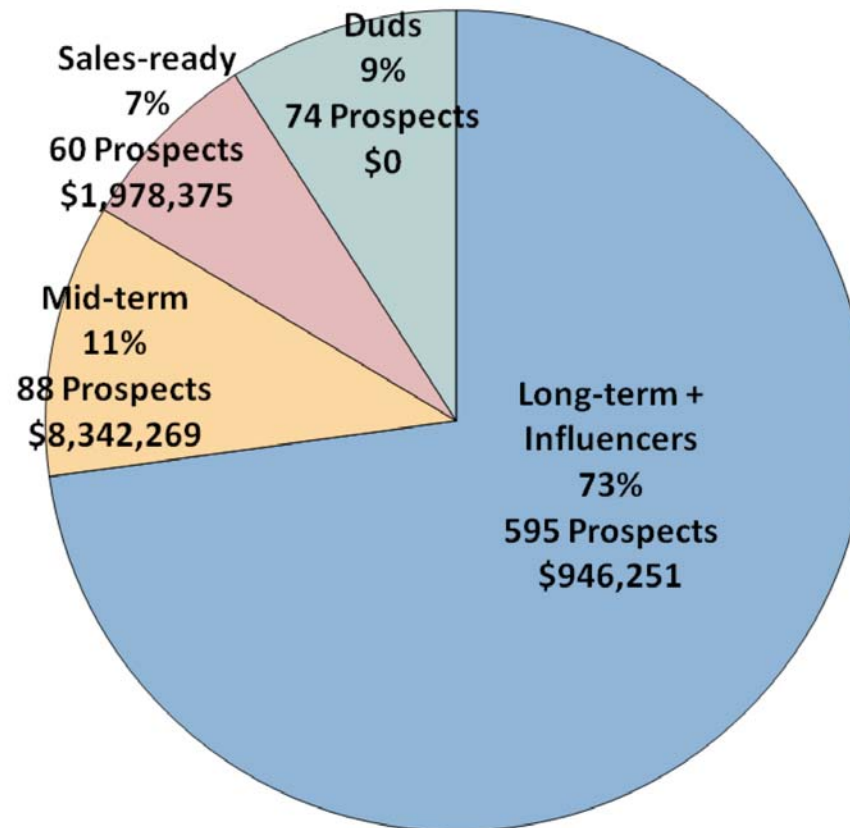
# Fix #6: Example (Continued)

The screenshot shows a webcast interface for Red Hat. At the top, the Red Hat logo is on the left, and navigation links for 'LEARN MORE', 'transcript', 'whitepaper', 'infosheet', and 'CONTACT SALES' are on the right. The main content area is titled 'Red Hat development model'. On the left, a box for 'Fedora' describes it as 'Bleeding-edge technology' released every 4-6 months. In the center is a circular diagram with two concentric rings of arrows: an outer blue ring and an inner red ring, both labeled 'COMMUNITY' at the top and 'REDHAT PRODUCT' at the bottom. On the right is a video player showing a man speaking. Below the video is a progress bar labeled 'STREAMING' and a timestamp '0:00:48.039'. At the bottom, a navigation bar contains four red buttons: '1 Welcome message from Nick Carr', '2 The Red Hat development model' (which is highlighted), '3 Red Hat Enterprise Linux overview', and '4 Certified on over 750 systems'.

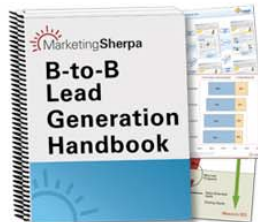
Info presented from:



# Typical Lead Database Breakdown – Sales Readiness



Info presented from:



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## Fix #7: Make Email Welcomes More Interactive

Dear {First\_Name}:

Thank you for joining Prospector X5!

## Here's Your Account

Email: abc@company.com

Password: \*\*\*\* (if you can't remember your password, you can retrieve it from the [login page](#))

Login: <http://www.ides.com/X5>

**THIS ACCOUNT IS ONLY FOR YOUR USE!**

If others at your company would like complimentary access to Prospector X5, you can [send them an invitation](#).

PLASTICS SEARCH TOOLBAR - [Install](#)

With the Plastics Search Toolbar, you can quickly locate a plastic data sheet directly from your Internet browser!

Warmest Welcome to IDES!

Mike Kmetz, President

[IDES - One Source. Plastics Data.](#)

800-788-4668 or 307-742-9227

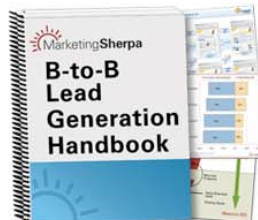
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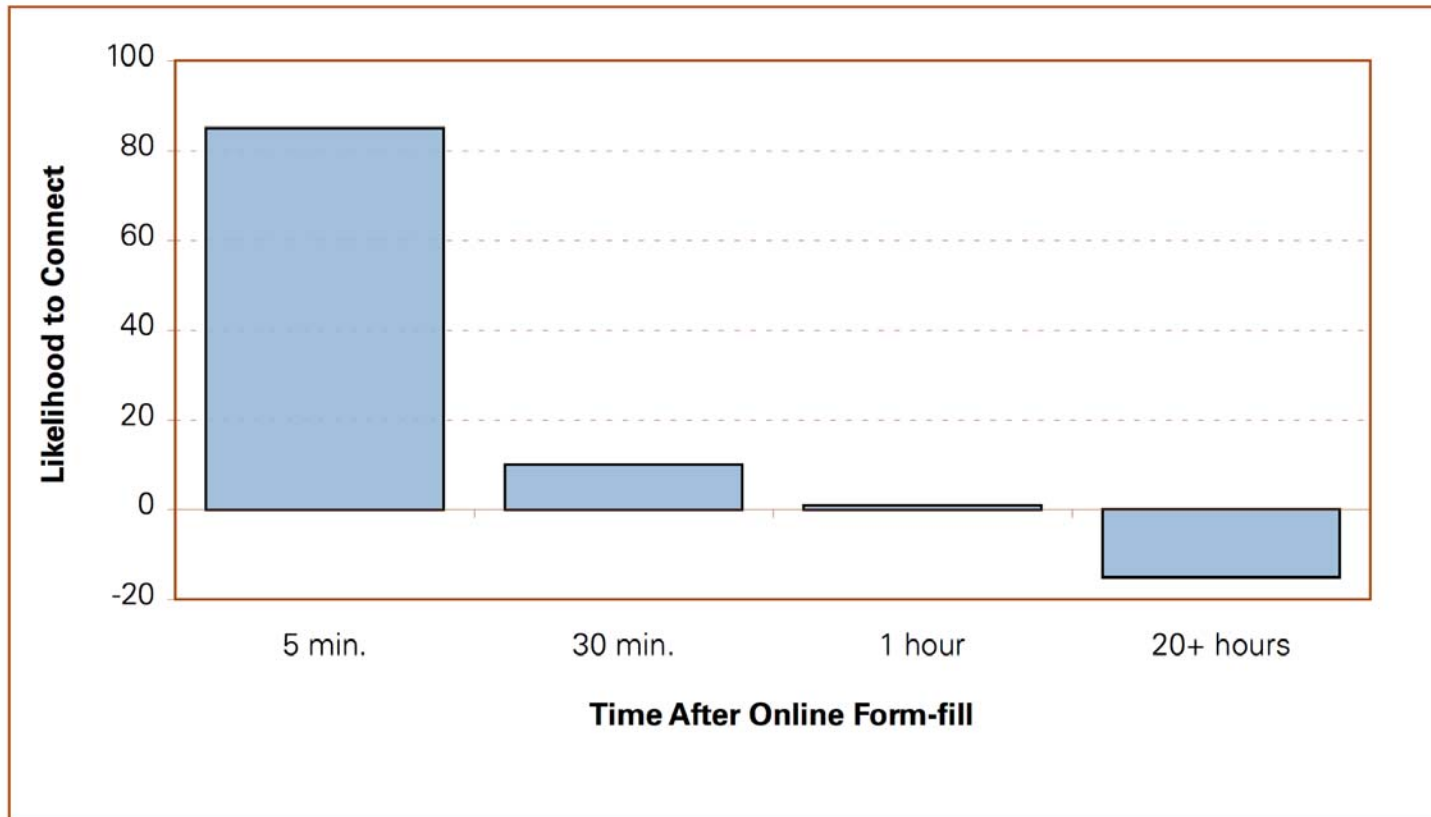
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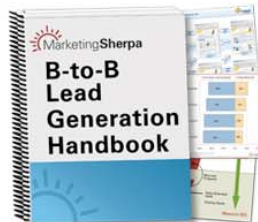
Info presented from:



# Fix #8: Time Telemarketing Follow-Up Calls Better



Info presented from:



# Fix #9: Add Postal Mail to Nurturing Programs

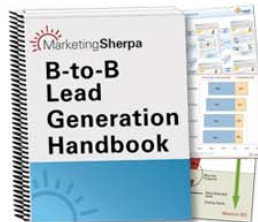


(left) Front of postcard

(below) Bottom of postcard



Info presented from:





# Fix #10: Start an Audio Testimonial Library

point of reference™

Reference Center for Affineon Solutions

Reference List  
Logout

Logged in as:  
Samuel Smith







The following customer references have been provided for your review. Click on the drop down boxes below to filter your results, then click the 'Show Results' button when finished.

**Filters**

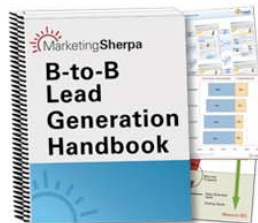
Interview topics: (all topics) [v]  
Product: (all) [v] Customer Tenure: (all) [v]  
Vertical: (all) [v]  
Keyword search: [text box]  
[Show results]

3 references matched your criteria.

**Legend**  
[Speaker icon] Topic transcript  
[Speaker icon] One-on-One interview

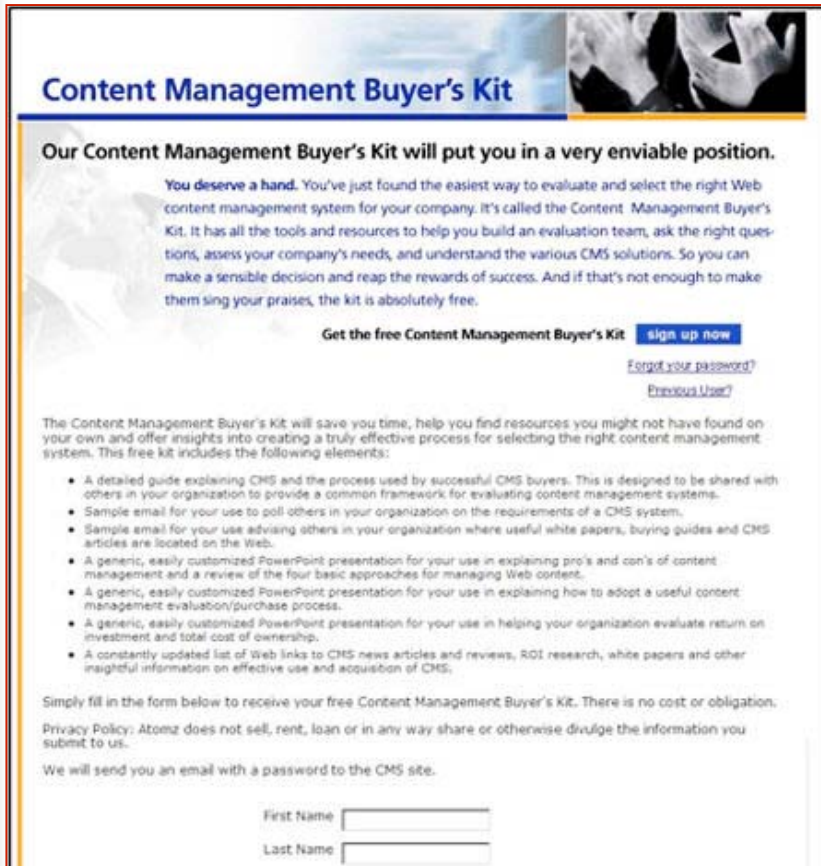
		
Jack Lippen	Maggie Peterson	Greg Pritzker
Controller	CFO	VP, Accounting Operations
Eagle Consolidated	HR, Donaldson	Matrix, Inc.
Interview updated 2005 Apr 20	Interview updated 2005 May 02	Interview updated 2005 Apr 14
Install Date Feb 2005	Install Date Mar 2003	Install Date Nov 2002
Ask a question	Ask a question	Ask a question
Transcript (PDF)	Transcript (PDF)	Transcript (PDF)
 Play all (15:35)	 Play all (18:44)	 Play all (18:32)
The business problem		
The selection process		
Why BiznessVision?		
Favorite attribute(s)		
Least favorite attribute(s)		
Changes since BiznessVision?		

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# Bonus Fix: Identify & Schmooze Evangelists



**Content Management Buyer's Kit**

**Our Content Management Buyer's Kit will put you in a very enviable position.**

You deserve a hand. You've just found the easiest way to evaluate and select the right Web content management system for your company. It's called the Content Management Buyer's Kit. It has all the tools and resources to help you build an evaluation team, ask the right questions, assess your company's needs, and understand the various CMS solutions. So you can make a sensible decision and reap the rewards of success. And if that's not enough to make them sing your praises, the kit is absolutely free.

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The Content Management Buyer's Kit will save you time, help you find resources you might not have found on your own and offer insights into creating a truly effective process for selecting the right content management system. This free kit includes the following elements:

- A detailed guide explaining CMS and the process used by successful CMS buyers. This is designed to be shared with others in your organization to provide a common framework for evaluating content management systems.
- Sample email for your use to poll others in your organization on the requirements of a CMS system.
- Sample email for your use advising others in your organization where useful white papers, buying guides and CMS articles are located on the Web.
- A generic, easily customized PowerPoint presentation for your use in explaining pro's and con's of content management and a review of the four basic approaches for managing Web content.
- A generic, easily customized PowerPoint presentation for your use in explaining how to adopt a useful content management evaluation/purchase process.
- A generic, easily customized PowerPoint presentation for your use in helping your organization evaluate return on investment and total cost of ownership.
- A constantly updated list of Web links to CMS news articles and reviews, ROI research, white papers and other insightful information on effective use and acquisition of CMS.

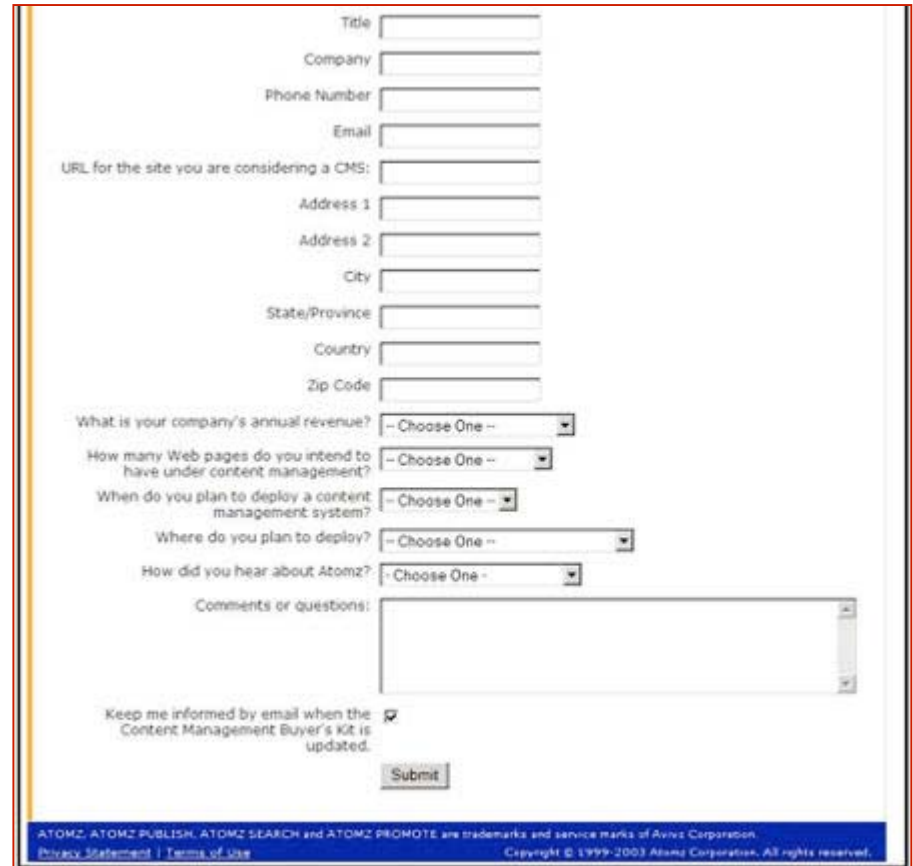
Simply fill in the form below to receive your free Content Management Buyer's Kit. There is no cost or obligation.

Privacy Policy: Atomz does not sell, rent, loan or in any way share or otherwise divulge the information you submit to us.

We will send you an email with a password to the CMS site.

First Name

Last Name



Title

Company

Phone Number

Email

URL for the site you are considering a CMS:

Address 1

Address 2

City

State/Province

Country

Zip Code

What is your company's annual revenue?

How many Web pages do you intend to have under content management?

When do you plan to deploy a content management system?

Where do you plan to deploy?

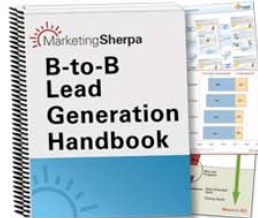
How did you hear about Atomz?

Comments or questions:

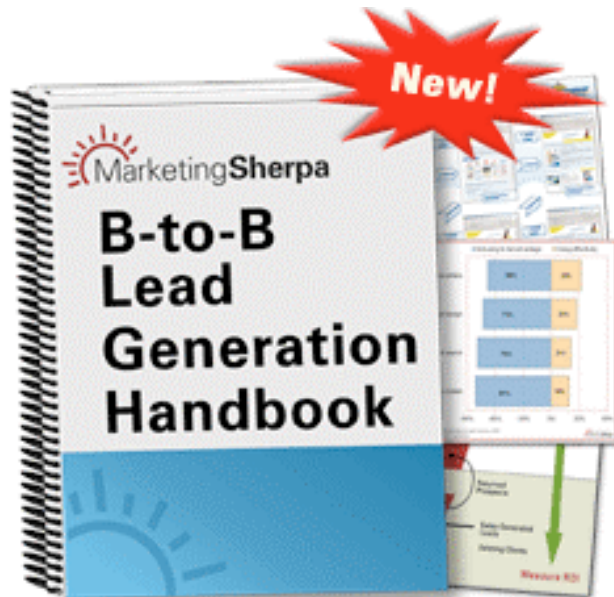
Keep me informed by email when the Content Management Buyer's Kit is updated. ☒

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# B-to-B Lead Generation Handbook



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