

How to Create Affordable Conversion Marketing Programs

There are three sides to the Conversion Marketing equation:

1. BUDGET. 2. STAFFING. 3. TECHNOLOGY.

Budget determines how you handle the other two sides, but a disruption in any of the three turns good intentions into meek marketing programs.

Beyond budget, most B2B marketing programs fall apart because of staffing issues. Few marketers, especially smaller companies, have even one person dedicated to developing the kind of comprehensive content needed to keep the marketing fires stoked. Too often an inside team decides to put together an newsletter filled with information and then runs out of ideas and steam after the first two issues.

To be successful a good content developer needs the following characteristics:

CURIOSITY

A constant desire to learn more fuels any good content developer.

Those satisfied with their current level of knowledge soon run out of ideas.

STORYTELLING ABILITIES

There is an art to engaging attention, holding it and making it memorable.

Every company is filled with good stories. Make sure you have someone who knows how to tell them.

DESIGN CAPABILITIES

Bad design can sink a good story as fast as a badly told story can sink a good design.

Be sure the designer you select knows that good design enhances a story and makes it more memorable.

DIGITAL KNOWLEDGE

With costs in mind, most B2B stories today are told in digital formats and distributed over the internet.

A good content developer should know how to tell stories using video, ebooks, infographics, slide shows, interactive media and blogs. They should understand the growing relationship between fresh content and organic search engine results.



GOLDEN EGGS

Modern Marketing Facts

1

91%

91% of customers say they'd give referrals

11%

But, only 11% of salepeople ask for referral. (Source: Biznology)

2

4.8%

The average voicemail response rate is 4.8%. (Source: InsideSales)

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TECHNOLOGY TURNS PROMISE INTO REALITY

Technology has played a huge role in making conversion marketing concepts a reality. Tracking four or five key prospects is easy. Tracking hundreds requires some type of software support. The heart of any lead prospect tracking system is, of course, a CRM (Customer Relationship Management) system. The CRM serves as the crucial link between marketing and sales. Here prospect information is housed and continually updated, both electronically and manually.

There is a critical difference, though, between managing prospect information and acting on it in real time. Conversion marketing requires placing special focus on prospects that raise their hands and express interest. Those who request content or respond to sales messages are signaling that they are active in the market and want to engage with your company in some way. These prospects should be “nurtured” until they become customers.

“Nurtured” is the perfect word for the process designed to turn prospects into customers. Good lead tracking software makes it easy to set up nurturing paths based on the clues a prospect provides when they respond to a communication. As a prospect interacts with the system they are awarded points for every engagement. As their engagement score climbs they eventually reach “Hot” status and are ripe for sales contact.

The typical lead nurturing system also includes an email platform, a way to generate forms linked to the CRM and Landing Pages that can be easily customized for different content offers.

When you put content, CRM and lead nurturing software together you have a system that easily allows you to make contact with prospects, maintain content as they move through the marketing funnel and start the sales process at just the right time.

In other words, you have the backbone of a conversion marketing system.

DOES IT WORK?



In a recent study, DemandGen found that nurtured leads produce, on average, a **20% increase in sales opportunities** versus non-nurtured leads.



SilverPop teamed with DemandGen to find that nurturing emails get **4-10 times the response rate** of standalone email.

10% REVENUE INCREASE

Gartner Research found that companies that automate lead management see a **10% or greater increase in revenue** within 6-9 months.

50% MORE SALES

33% LESS COST

Forrester Research found that companies nurturing leads make **50% more sales at a cost 33% less** than non-nurtured leads.

GOLDEN EGGS

Modern Marketing Facts

3

80% of calls go to voicemail.

80%

90% of first time voicemails are never returned. (Source: RingLead)

90%

4

77% of Email ROI comes from segmented, targeted, and triggered campaigns. (Source: Direct Marketing Association)

77%

5

93% of B2B marketers use some form of Content Marketing. (Source: Content Marketing Institute 2014 Report)

93%

COMING UP: *Part 4 Real Life Conversion Marketing*