

Best Practices in **Business Development** Success

| Buyer Persona

Buyer personas are fictional, generalized representations of your ideal customers. Having a deep understanding of your buyer persona(s) is critical to driving content creation, product development, sales follow up, and really anything that relates to customer acquisition and retention.

| Marketing Automation

The majority of companies employ marketing automation as it is an effective tool to use when targeting customers.

Marketing automation is software that automates your marketing efforts. As a result, your sales and marketing teams can work in tandem with one another.

71% of companies use marketing automation. Most of the companies that aren't using it plan to do so in the foreseeable future.

Marketing Automation

Marketing automation increases company's effectiveness

Marketers say the biggest benefits of automation are saving time (74%), increased customer engagement (68%), more timely communications (58%), and increased opportunities, including upselling (58%).



| Marketing Automation

Marketing automation enables getting fast results.

63% of companies surveyed expect to realize the benefits of their marketing automation system within six months of implementation.

Marketing automation gives an opportunity to outrun competitors.

Of the companies that are growing larger than their competitors, 63% utilize automation in their marketing strategies.

Marketing Automation



- Lead Generation (Create interest in product or service)
- Segmentation (divide target market into subset of customers with common variables)
- Lead Nurturing (process use to build relationship)
- Lead Scoring (methodology to rank prospects)
- Relationship Marketing (emphasize customer retention & satisfaction)
- Customer Retention (loyalty)
- ROI Measurement (investment vs revenue)

| Social Outreach through LinkedIn

LinkedIn is the most B2B-centric among all the social platform and helps increase B2B sales effectiveness

Use the following strategies:

- Add Prospective Customers and Share Their Content with Your Network
- Warm Introductions
- Find the Right Leads with Sales Navigator
- Build Your Account Contact List with “Export to CRM”
- Measure Your Success with the Social Selling Index (SSI)

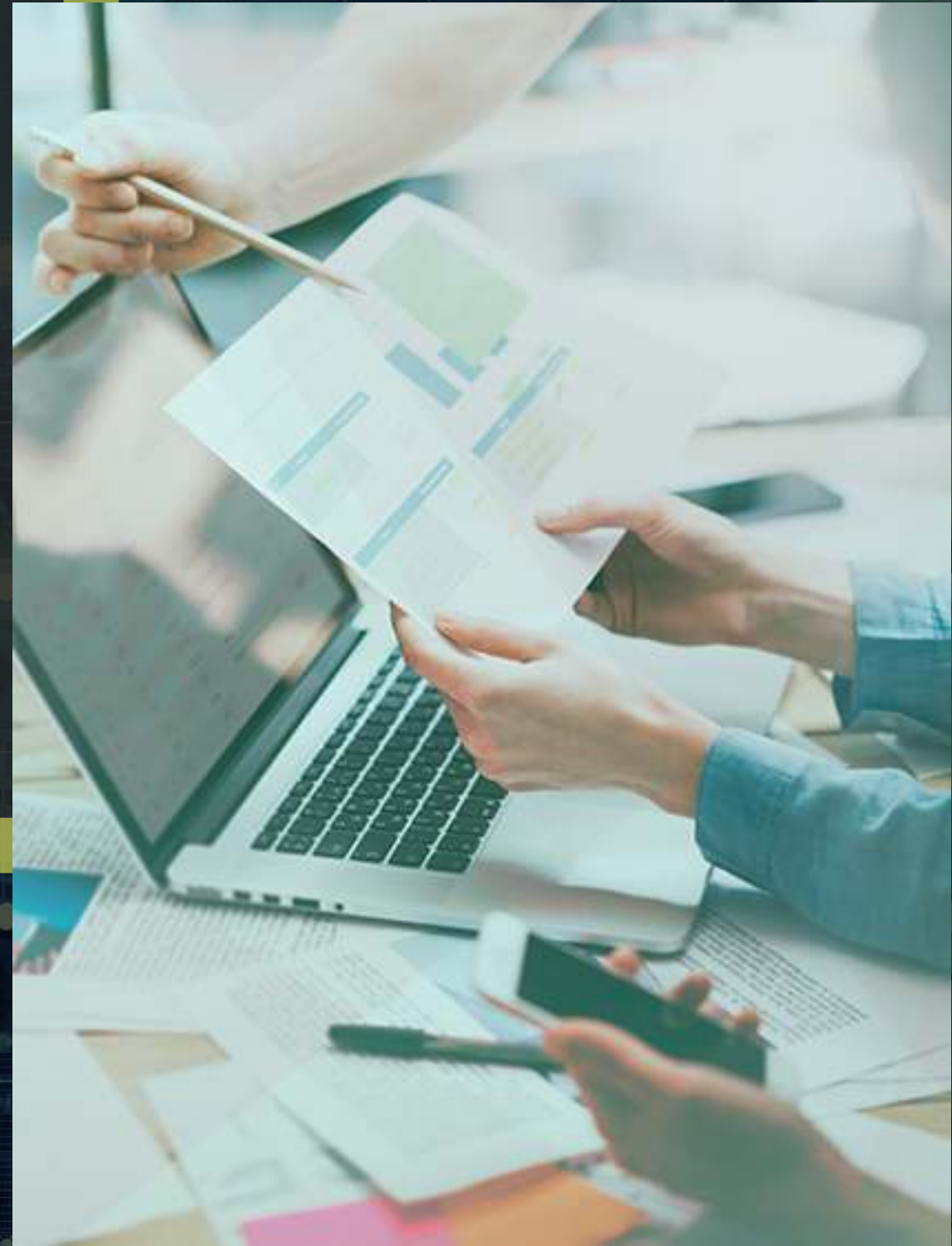
These factors impact your social selling index:

- The amount of content you share
- The number of connections you have with your target audience
- How often you click on insights on your feed
- How much you interact with others

| Social Outreach through LinkedIn

Social outreach through LinkedIn contributes to the increasing selling rates

Half of all LinkedIn users are likely to buy from a company they engage with on the platform.



| Social Outreach through LinkedIn



Social outreach through LinkedIn helps to build trust with customers, as a result they are more willing to purchase

92% of B2B buyers engage with sales professionals who are known as industry thought-leaders.

63 percent of marketers report positive results in B2B sales.

| Social Outreach through LinkedIn

Social outreach through LinkedIn helps to spread the information about a new company's product faster

81% of B2B marketers use LinkedIn to launch new products.

Social outreach through LinkedIn contributes to growing conversions

The conversion of company page posts is up to 10.07%.

Retargeting

Retargeting is the process of publishing digital and display ads in placements and display ads based upon a user's activity on your website (or other digital asset, like app or even social channel)

Retargeted display ads gave a 1,046% lift in searches on brand terms within four weeks after exposure.



| Retargeting

Retargeting allows to target customers effectively

The key to successful retargeting is to reach the right audience and engage them at the right time with the right message.

You must follow these steps:

- Retarget the Right Audience (segmenting)
- Find the Right Time to Retarget
- Send the Right Message

Yankee Candle Company reports that remarketing allowed it to increase conversion rates by 600% while cutting cost per conversion in half.

Retargeting



Retargeting contributes to the increase of conversion rate

Web site visitors who are retargeted with display ads are 70 percent more likely to convert on your Web site.

Retargeting allows to increase company's effectiveness

Among primary site retargeting goals are increasing brand revenue and acquiring new customers (at 33% each), with additional focus on increasing both site engagement (16%) and increasing brand awareness (12%).

| Retargeting

Now it's time to put it all together. Use this checklist to get your retargeting program started today:

- **Segment your audience:** *Determine which audiences you are going to reach and with what messages, based on your budget.*
- **Schedule your ads:** *To schedule the timing and frequency of your ads, consider the type of audience member you are retargeting and the product or service you are offering.*
- **Design a strategic ad:** *Keep your brand identity consistent, use direct language, and send them directly to what they want.*
- **Track your responses:** *Try A/B testing to see if it's a specific headline, a visual, or an offer that helps convert.*

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PPC

PPC employs keywords that are relevant to target audience and consequently the selling process becomes easier

Due to the relevance to keywords, PPC customers are 50% more likely to buy the product.

Paid search ads can increase the brand awareness by 80%.



Working in tandem, paid search and retargeting can be an incredibly valuable toolset that can help you get the right people to their site, and bring them back after they've left.

| Conclusion

The interactions of all sales and marketing elements have a proactive and reactive effect on your digital advertising. The success of your PPC, display and social ad campaigns is without a doubt dependent on the success of your sales and marketing team and processes.