



# B2B Marketing & Sales Day

## by Project A

1. Opening by Rainer Berak
2. KLARA - Demand Gen by Simon Lorenz
3. **COMTRAVO - Using LinkedIn for Lead Generation by Michael Riegel**
4. DIXA - The Sales Playbook by Anders Mayntzhusen
5. Project A - Light at the end of the funnel - Data-Driven B2B Marketing by Ole Bossdorf
6. STORE2BE - Customer Decision Journey by Julian Fornoff
7. AZOWO by Project A - Combining Sales & Marketing Activities to Master Lead Generation by Andres Tapia & Corinne Herberg
8. Wrap up by Philipp Werner



Using LinkedIn for Lead Generation @Comtravo

Project A - B2B Marketing & Sales Day  
04.04.2019

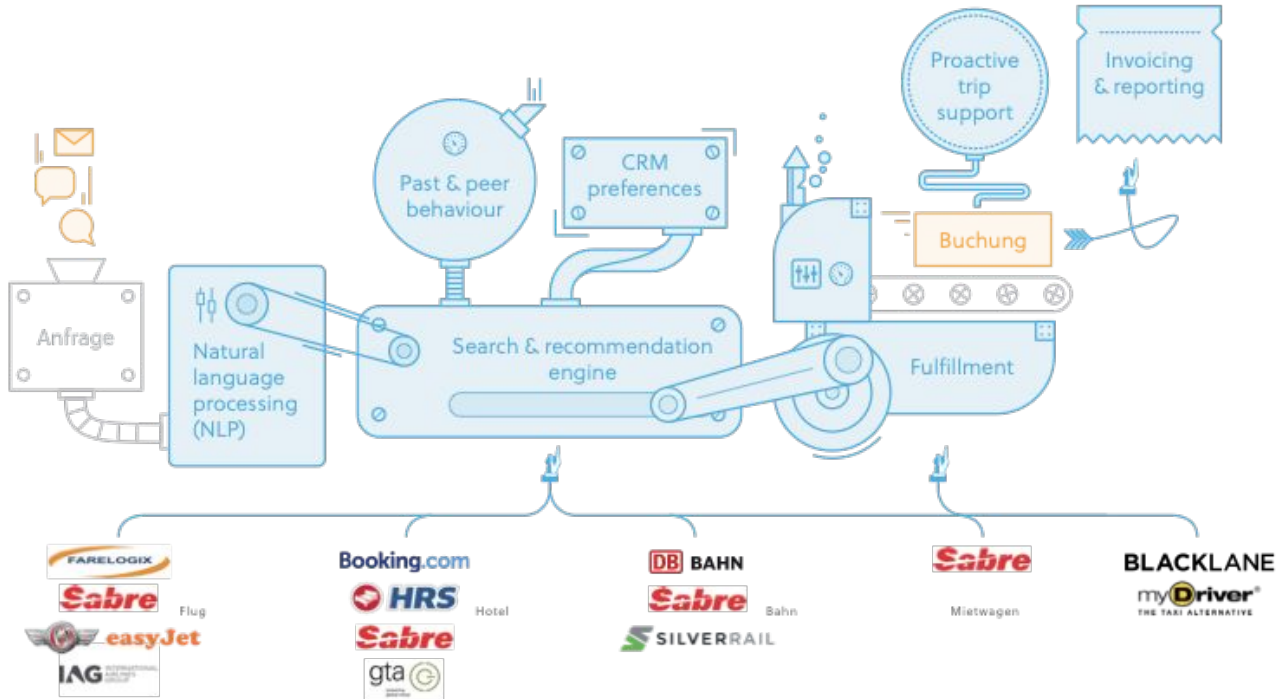
# Agenda

1. Comtravo
2. Why Linkedin?
3. Setup
  - a. Show that simplified journey
  - b. Dive into the funnel
    - i. Focus on generating Data
    - ii. Focus on optimizing against it
    - iii. Focus on nurturing with content
    - iv. Focus on multi-touchpoint retargeting
4. Outlook

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# 1. Comtravo - Business Travel Operating Platform



Initial question: Where can we find our target group and where can we then actually target them without having to shoot too broad?

# 1. Our Target Group: SMEs

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**CEOs & Management**  
often the final  
decision maker



**Secretaries & Office Managers**  
often the most important  
influencer and user



**Accounting & Finance**  
often the most critical  
party in the decision  
making process

## 2. Facebook vs. LinkedIn



### Facebook

**Sprachen** ⓘ **Deutsch** ✕  
Gib eine Sprache ein ...

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**Detailliertes Targeting** ⓘ Personen **EINSCHLIESSEN**, auf die mindestens **EINES** der folgenden Merkmale zutrifft ⓘ

Interessen > Zusätzliche Interessen

**Chief Executive Officer (CEO)**

Demografie, Interessen oder Verhaltenswe... | **Vorschläge** | Durchsuchen

Unternehmer	Berufsbezeichnungen
Owner and CEO	Berufsbezeichnungen
Managing Director	Berufsbezeichnungen
Founder	Berufsbezeichnungen
Founder, Director, CEO	Berufsbezeichnungen
Owner/Managing Director	Berufsbezeichnungen
Owner/Manager/CEO	Berufsbezeichnungen
Executive director	Interessen
Owner and Founder	Berufsbezeichnungen

**Verbindungen** ⓘ

### LinkedIn

**Locations** Recent or permanent location ▼ ⓘ

**INCLUDE**

**Germany** ✕ + Add Locations

**Exclude** people in other locations

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**INCLUDE** people who meet one or more of these criteria **Remove all Company Industries**

**Company Industries**

**Management Consulting** ✕ + Add Company Industries

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**AND** people who meet one or more of these criteria

**Company Size**

**51-200 employees** ✕ **201-500 employees** ✕ + Add Company Size

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**AND** people who meet one or more of these criteria

**Job Seniorities**

**Senior** ✕ **Manager** ✕ **Director** ✕ **VP** ✕ **CXO** ✕ + Add Job Seniorities

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**AND** people who meet one or more of these criteria

🏠 ▶ **Job Experience** ▶ Job Functions 🔍 Search



## 2. Why LinkedIn?

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- LinkedIn allows very relevant targeting for B2B (even for German Mittelstand)
  - 4 out of 5 members drive business decisions
  - 600M professionals
- Professionals do not spend time on LinkedIn, they invest time on it
- LinkedIn is perceived as the platform with the highest digital trust
- 50% members engaging with the feed (more than 50% year over year)

## 2. Facebook vs. LinkedIn?

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**Jan Engelke** • 1:07 PM

Guten Tag Herr Riegel,

besten Dank für ihre Kontaktaufnahme.

Im Laufe des Jahres planen wir ohnehin, unser Vorgehen bezüglich Reisebuchung auf den Prüfstein zu stellen. Wir hatten dazu letztes Jahr bereits mit einem Unternehmen Kontakt aufgenommen. Die für dieses Thema verantwortliche Person bei uns ist Georgia Castiglioni-Wing. Bitte kontaktieren Sie sie direkt ([Georgia.Castiglioni-Wing@simon-kucher.com](mailto:Georgia.Castiglioni-Wing@simon-kucher.com)).

Beste Grüße

Jan Engelke

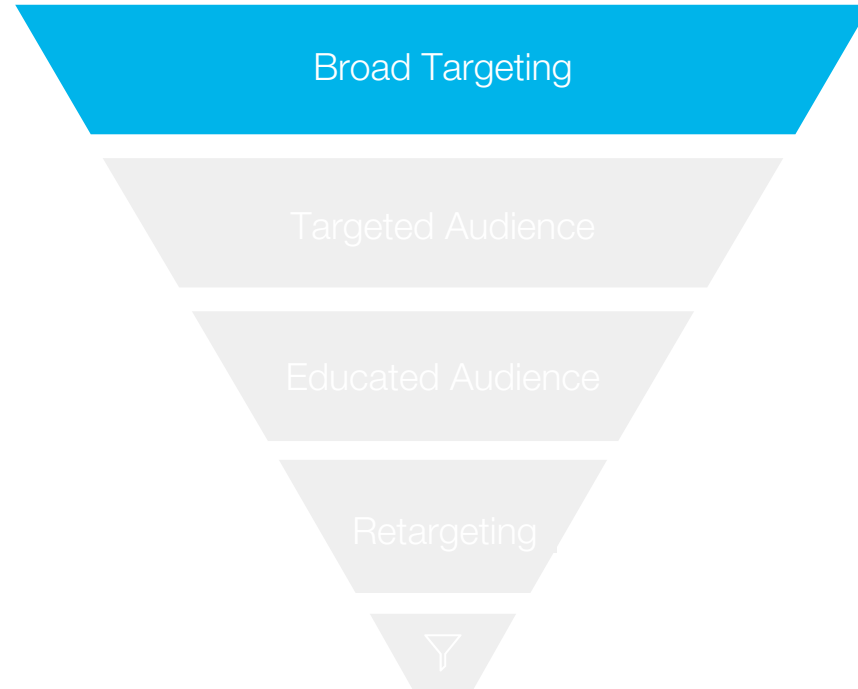
MD of Simon Kucher & Partners

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### 3. a) Simplified LinkedIn Funnel

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3. b) Dive into the funnel

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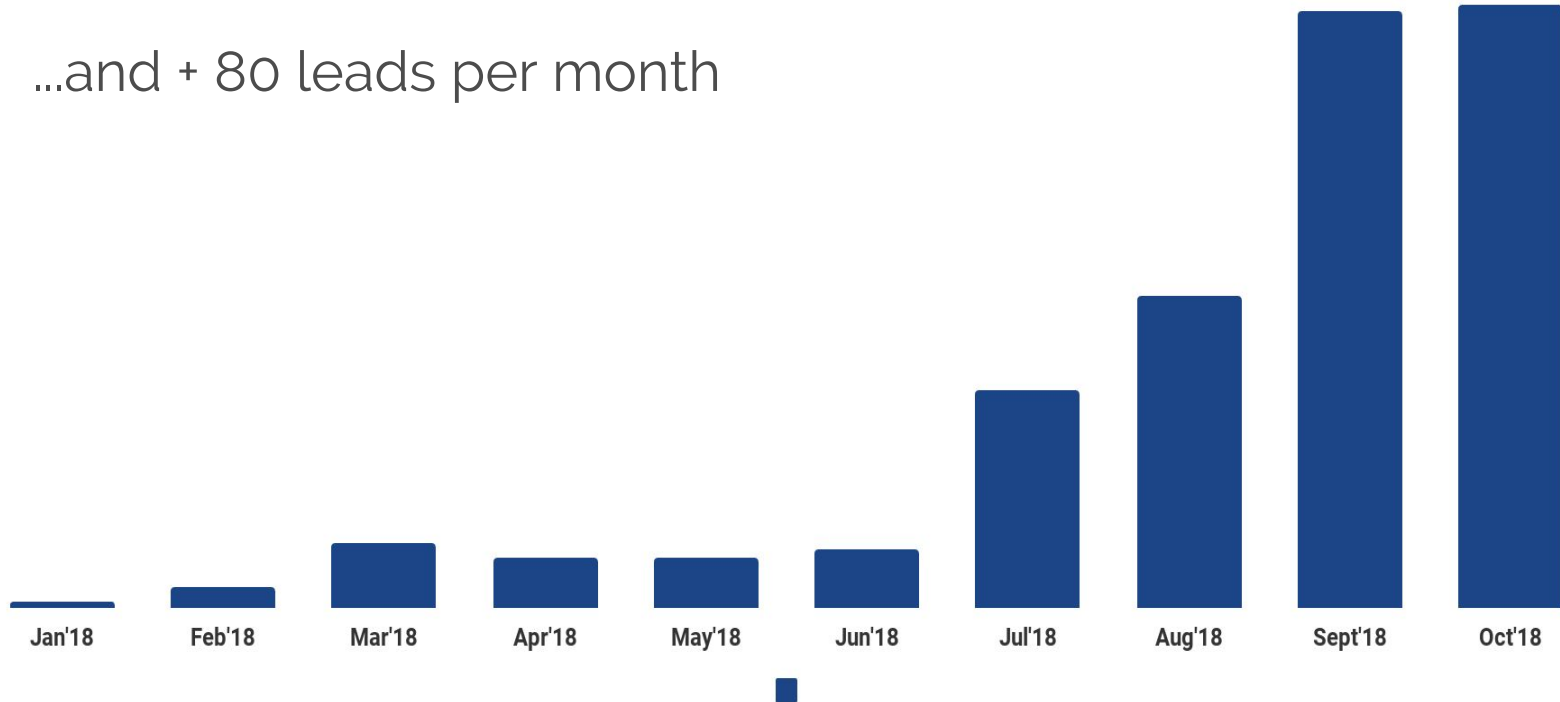


### 3. b) i. Focus on generating data

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...and + 80 leads per month

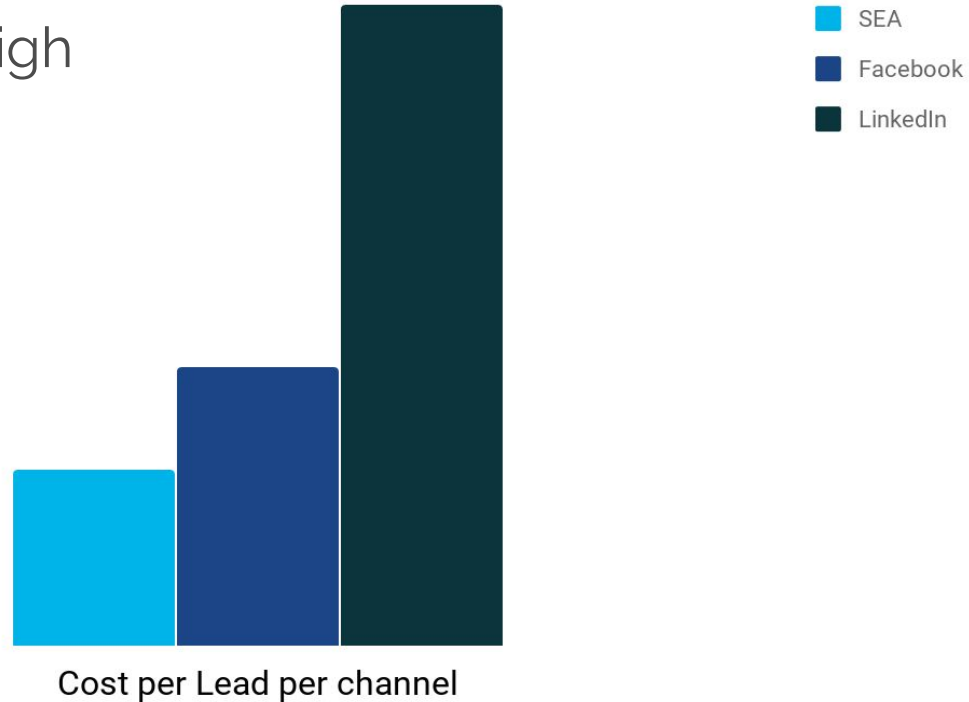


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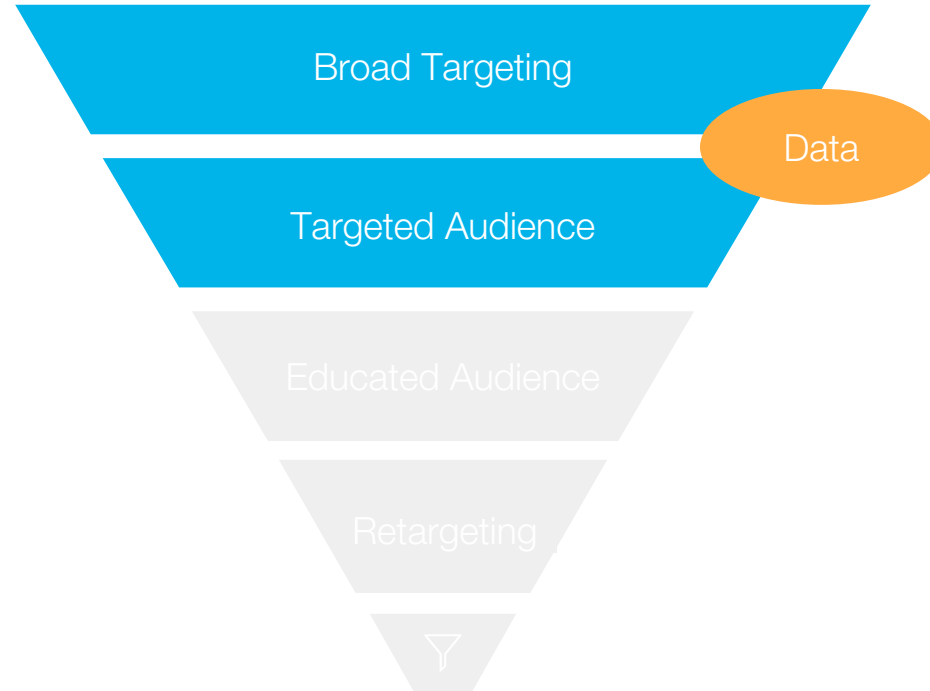


...with CPL being high



### 3. b) i. Focus on generating data

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### 3. b) ii. Focus on optimizing against it

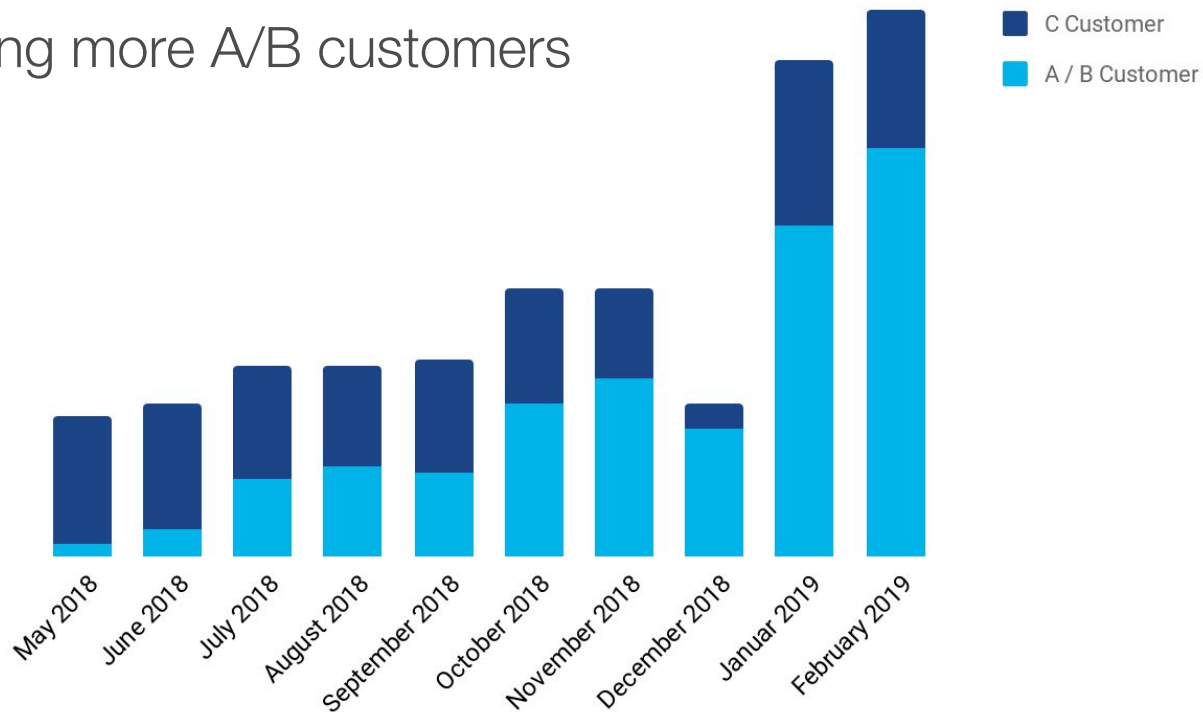


Company Industry Segment	CTR	Conversion Rate
Management Consulting	1,57%	0,68%
Information Technology and Ser	1,36%	0,29%
Marketing and Advertising	1,39%	0,37%
Financial Services	1,07%	0,12%
Construction	0,76%	0,17%
Computer Software	1,22%	0,44%
....		
Company Size Segment		
51-200 employees	1,57%	0,73%
11-50 employees	0,89%	0,35%
1001-5000 employees	0,64%	0,23%
201-500 employees	1,07%	0,59%
...		
Job Title Segment		
Managing Director	5,11%	0,52%
Chief Executive Officer	3,42%	0,64%
Consultant	1,13%	0,23%
Project Manager	0,97%	0,31%
Managing Partner	3,94%	0,83%
...		

### 3. b) ii. Focus on optimizing against it



...and generating more A/B customers

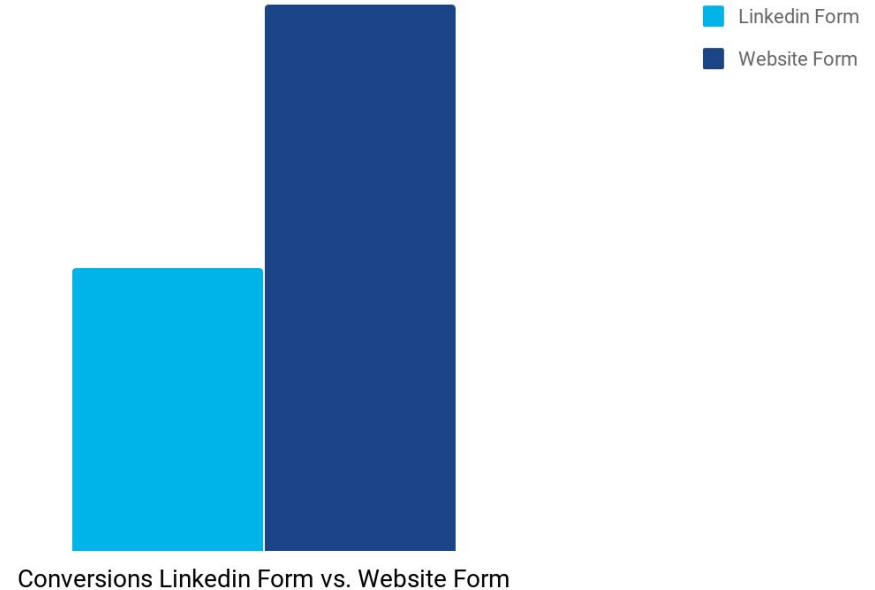


### 3. b) ii. Focus on optimizing against it

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Our Website Forms convert better than the LinkedIn Lead Gen Forms - Why?

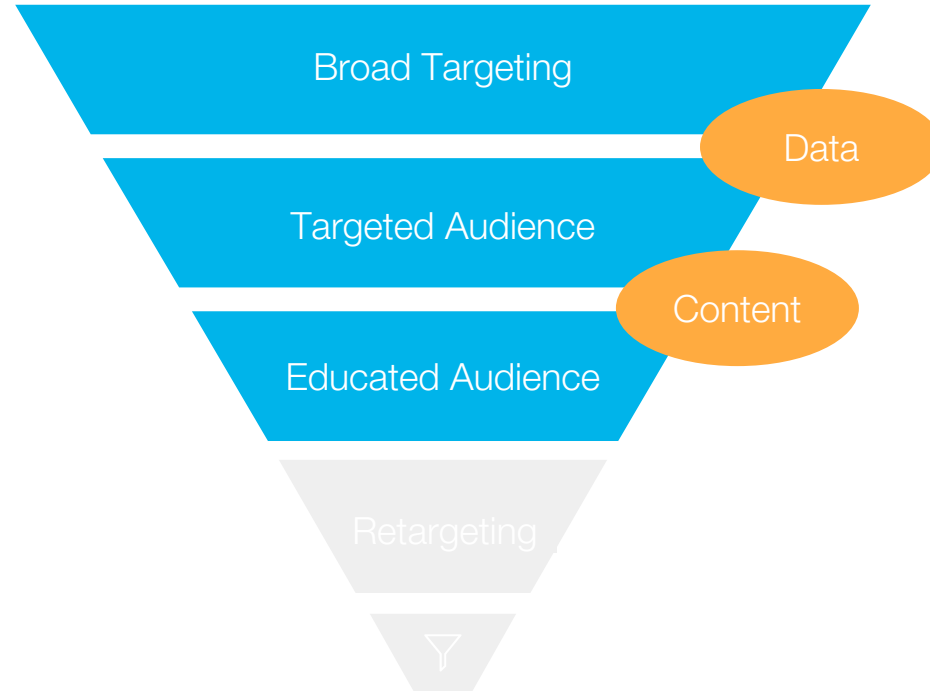


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### 3. b) iii. Focus on nurturing with content

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### 3. b) i. Focus on nurturing with content



...by educating prospects



**Comtravo**  
2,770 followers  
5d



Der Brexit naht (oder?). Aber es gibt noch viele Unklarheiten und Verwirrungen. Was Sie bei diesem ganzen Hin und Her mit dem Austritt aus der EU für Ihre Geschäftsreisen beachten sollten, erfahren Sie in unserem Magazin. ...see more

[See translation](#)



Geschäftsreisen in Zeiten des Brexit

comtravo.com



**Comtravo**  
2,770 followers  
1mo

Was zählt eigentlich zu den Reisekosten bei Geschäftsreisen? Und wie rechnet man diese am besten ab? Alle Antworten dazu in unserem Magazin. Nicht vergessen: Checkliste herunterladen und schon wird die näc ...see more

[See translation](#)



Reisekosten richtig abrechnen - Comtravo

comtravo.com

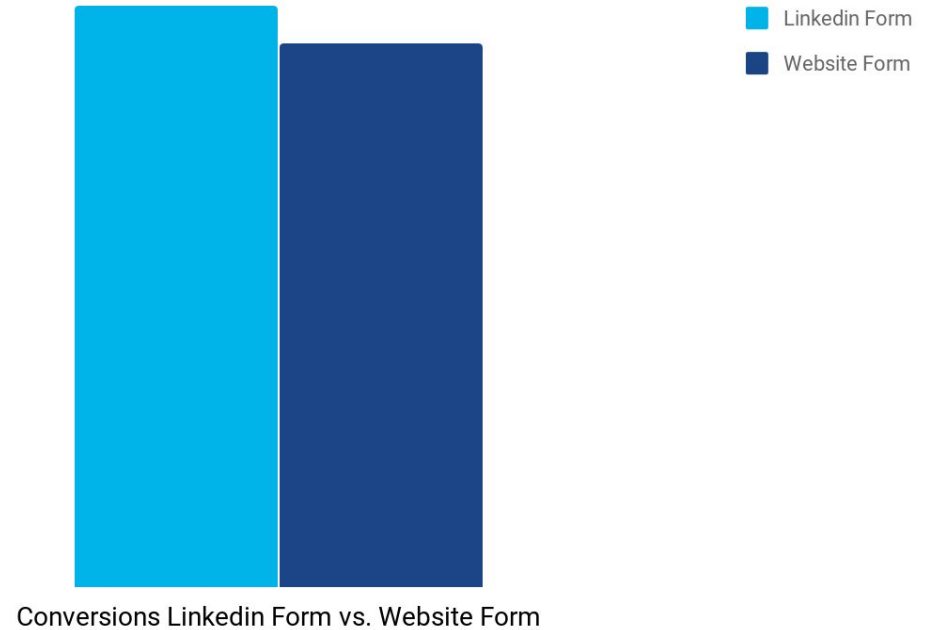


### 3. b) i. Focus on nurturing with content

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...with the right content for the right audience



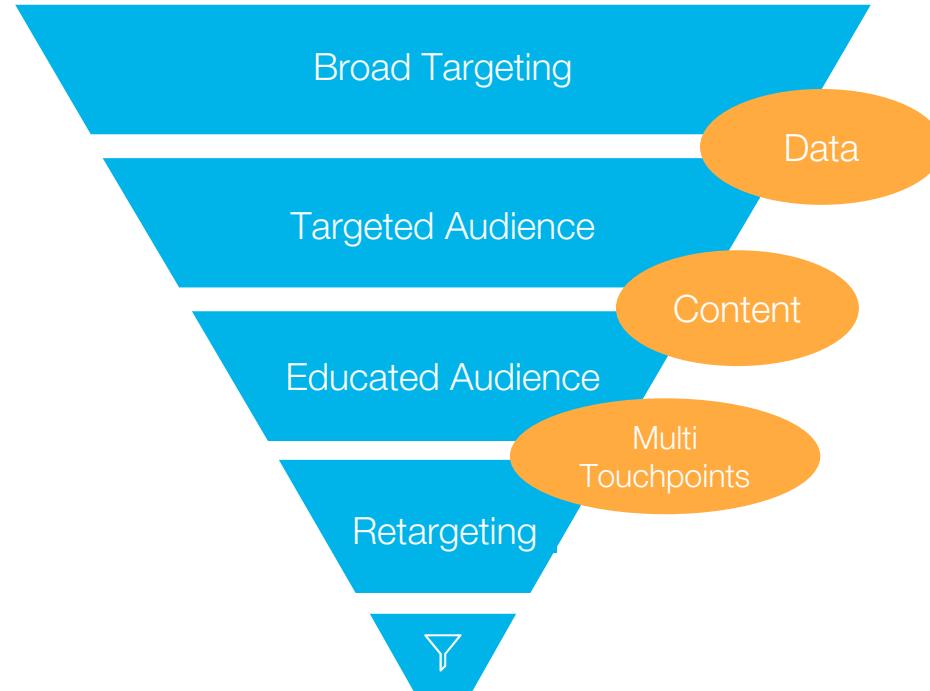


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### 3. b) iv. Focus on multi-touchpoint retargeting

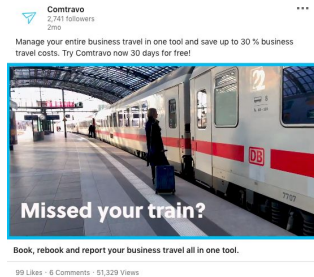
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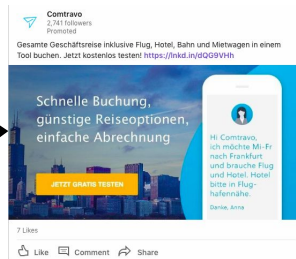
### 3. b) i. Focus on multi-touchpoint retargeting



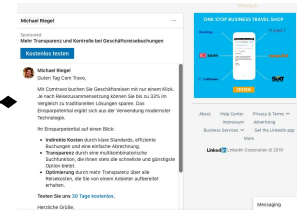
## Retargeting the educated audience with multiple touchpoints and formats



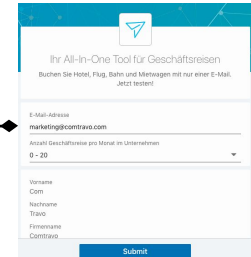
Generating **brand awareness** through **Video** and **Carousel** formats



**Product education** through **Content** and **Sponsored Content** formats



**Personal Contact** via **Sponsored InMails** and **LinkedIn Messaging**



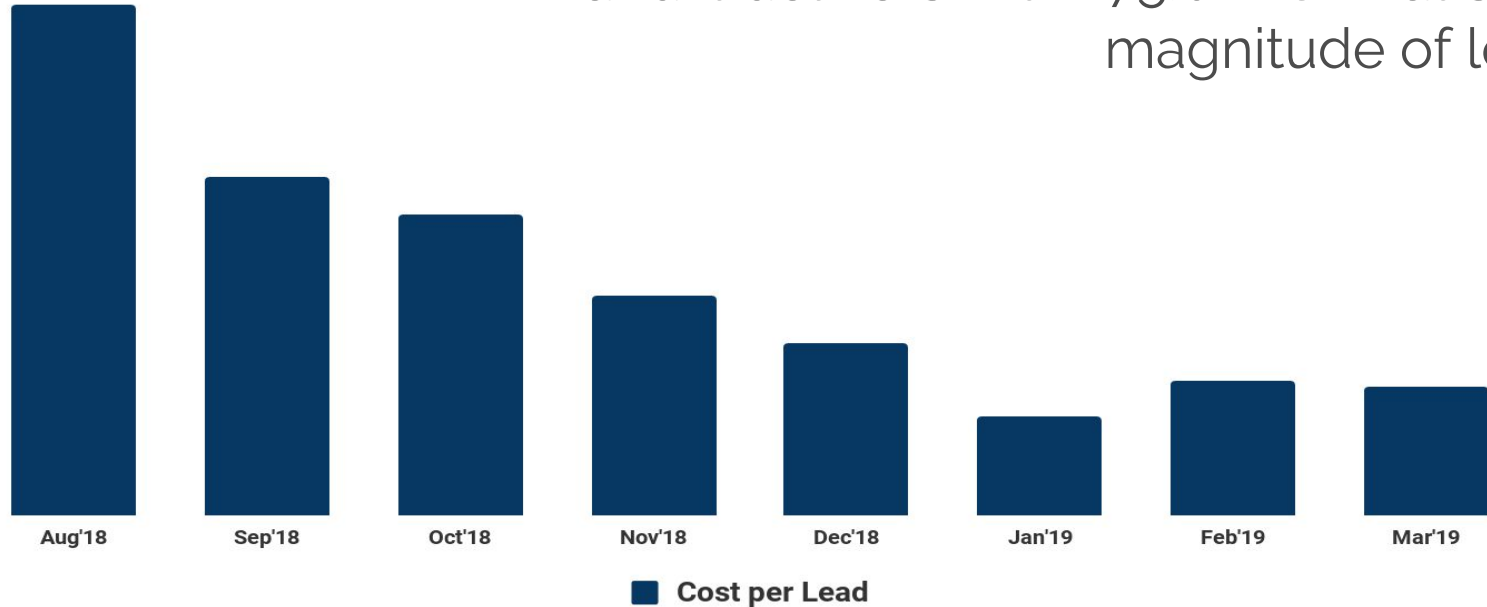
**Conversions** via **Lead Generation Form**

### 3. b) i. Focus on multi-touchpoint retargeting

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...and it delivers with -75% in CPL at same magnitude of leads



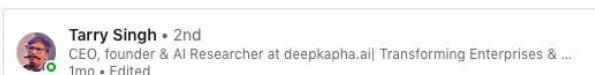
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## 4. Outlook

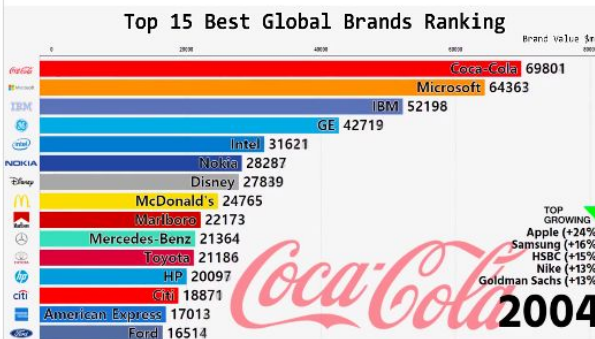


Focus on making it scale independently of budgets



18 years of tech disruption in 60 seconds!

Apple raced to the top. See Apple's near-bankruptcy to \$1Trillion: ...see more



**Paved**

PAVED  
90 followers  
1mo

+ Follow

If you've got a love-hate relationship with travelling for work, you're not the only one [#millennials](#) [#businesstravel](#)



Millennials Say Business Travel Is Rough, Give Us More

forbes.com

Thank you