



# B2B Marketing & Sales Day

## by Project A

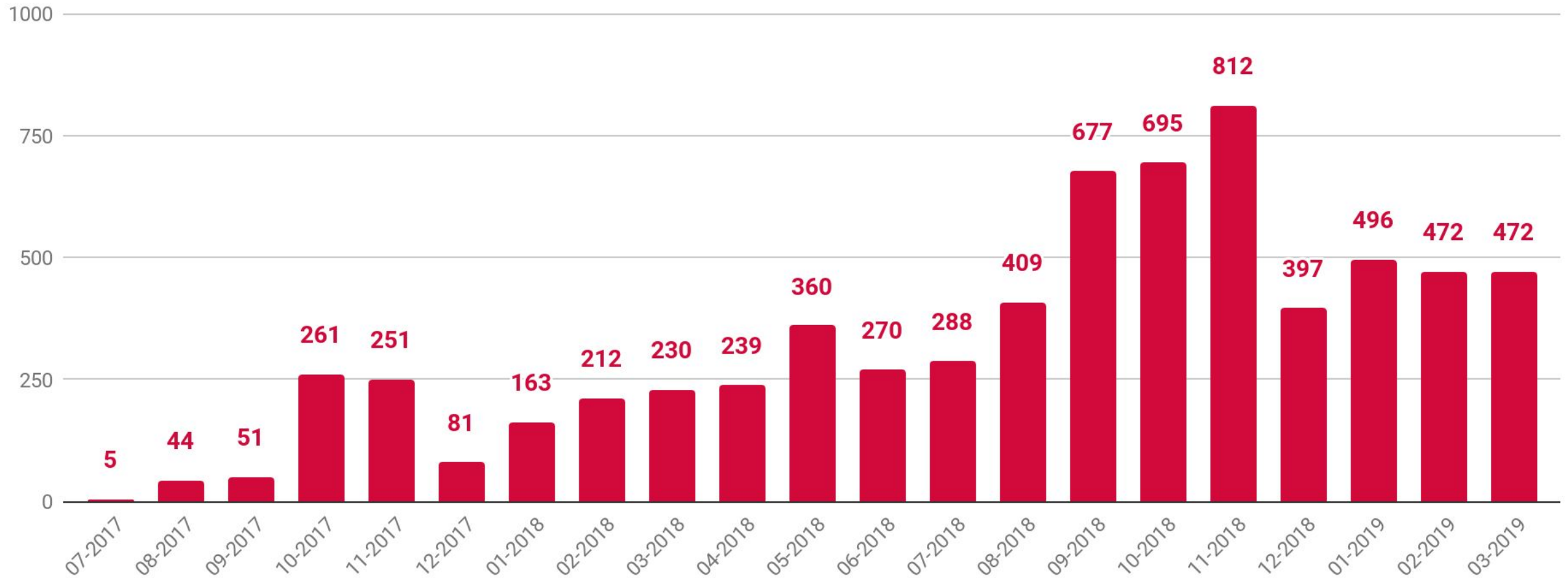
1. Opening by Rainer Berak
2. KLARA - Demand Gen by Simon Lorenz
3. COMTRAVO - Using LinkedIn for Lead Generation by Michael Riegel
4. DIXA - The Sales Playbook by Anders Mayntzhusen
5. **Project A - Light at the end of the funnel - Data-Driven B2B Marketing by Ole Bossdorf**
6. STORE2BE - Customer Decision 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

# Light at the end of the funnel

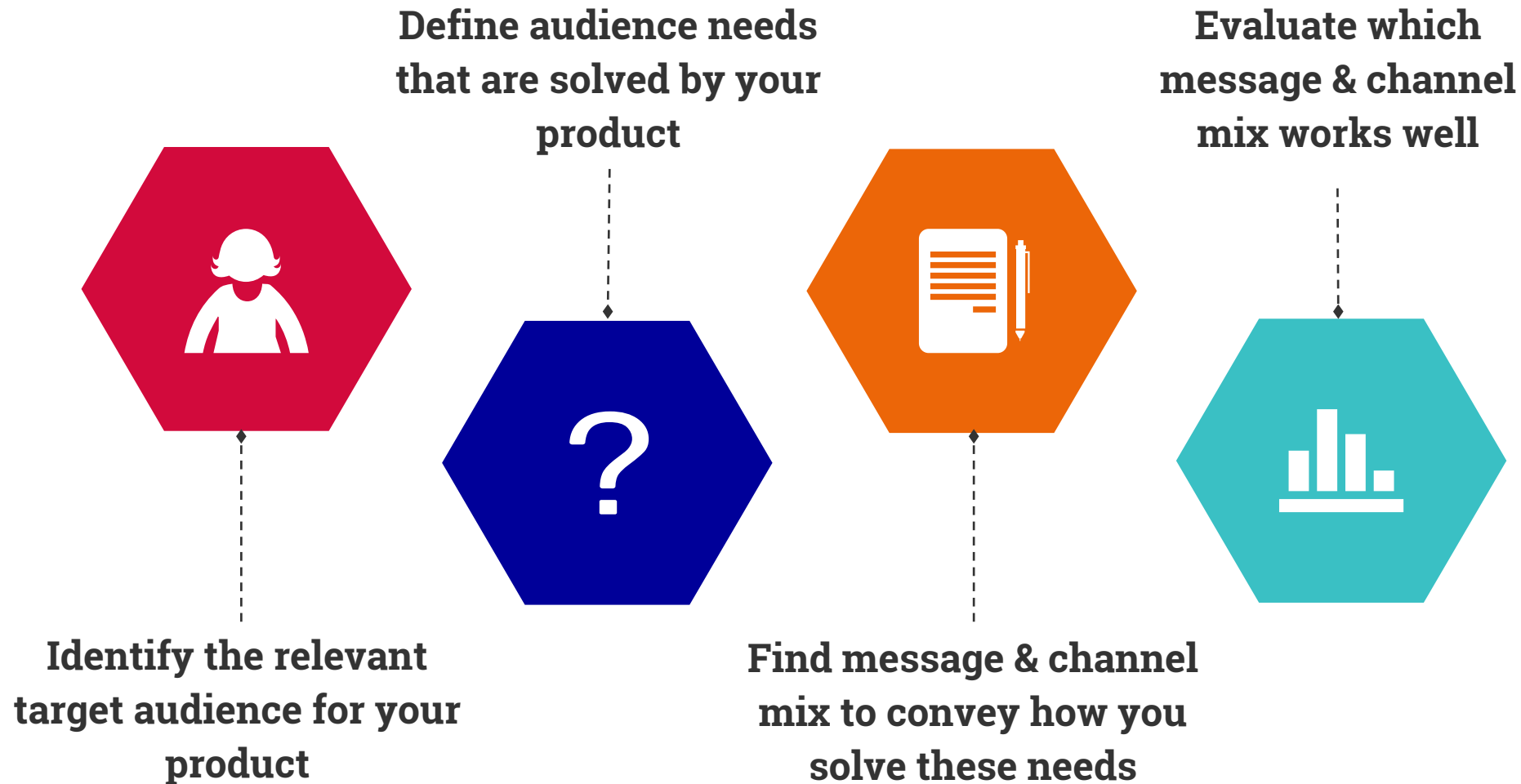
Our approach to data-driven B2B marketing

Ole Bossdorf | 04 April 2019

# From 5 to 812 (and back to reality)



# Our approach to data-driven B2B marketing





**Q1: How confident are you currently in your ability to evaluate your B2B marketing efforts?**

## Long-decision cycles

Sales cycles can extend over months and usually include multiple decision makers.

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## Customer journeys

Complex customer journey across a variety of touchpoints which cannot be easily understood & replicated.

## Small target group

Niche target group that is difficult to access through standard marketing channels.

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## Credibility

Usually difficult to gain ground in a crowded space without personal recommendations or brand image.

# B2B Marketing Challenges

It's very difficult to confidently measure the impact of different B2B marketing activities on your lead generation. Beware of a bias to invest more in activities with higher measurability instead of higher return.

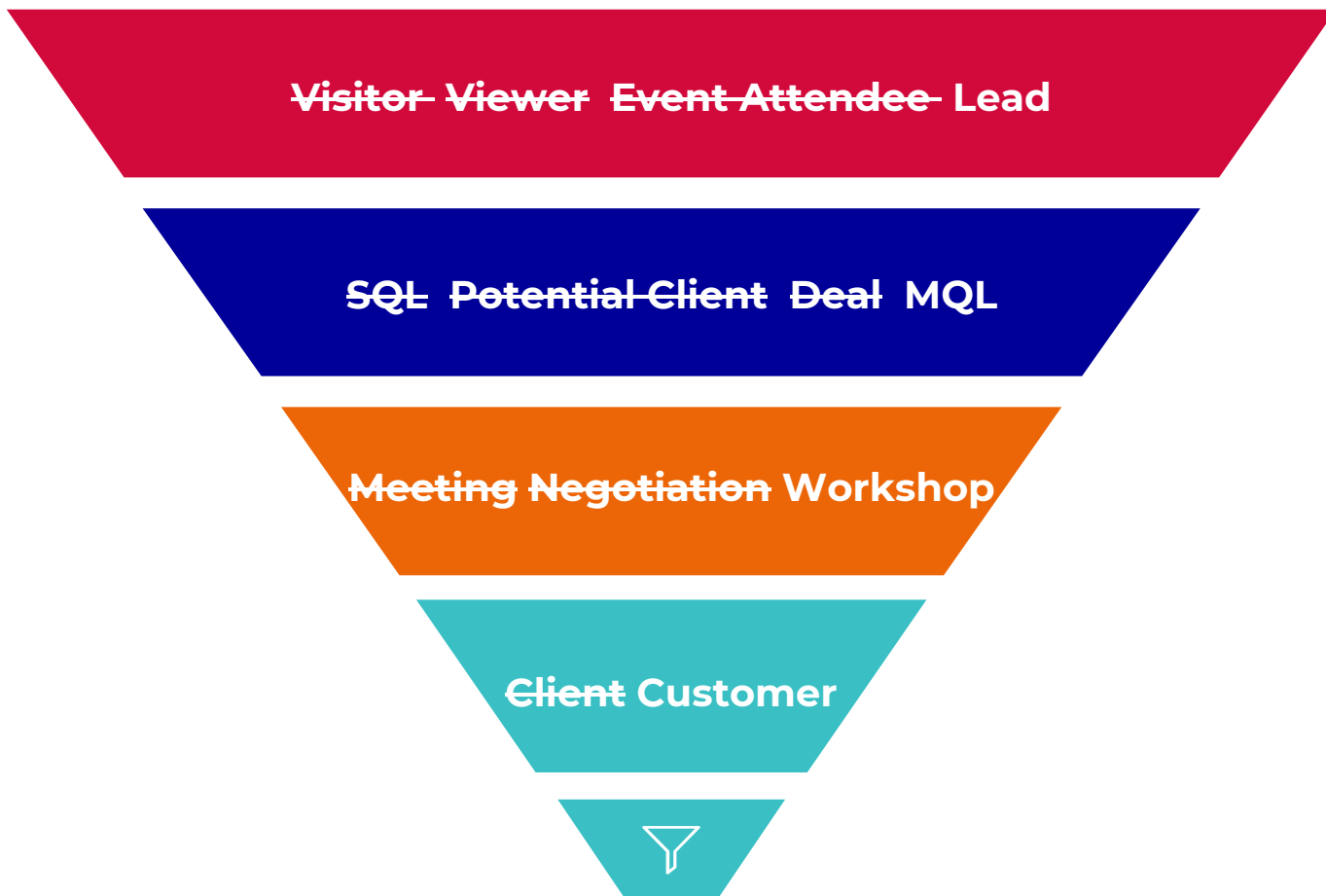


**Q2: Which marketing challenge are you mostly struggling with? Am I missing sth?**

# Building the fundament for measurability



# Everyone needs to agree on one funnel.



- Agreeing on one funnel definition is **key** to any kind of metrics.
- Does requires **top-level** buy in.
- Any **subsequent change** will affect your metrics over time.
- Agreed funnel needs to be reflected in all **CRM tools**.

# Pick the right marketing automation tool.



- The right marketing automation tool will help you tweaking your funnel for optimal performance.
- Questions to ask:
  - Does it have all required functionality?
  - Will it replace or extend an existing tool?
  - Who will be the responsible owner?

# Categorise your marketing mix.

Performance Marketing	Social
	Paid Search
	Podcast Marketing
	Organic
Product Marketing	Explanation video
	Whitepaper
	Merchandise
	Case study
Trade Fairs	Online Marketing Rockstars
	Dmexco
	K5
	Internet World
Events	Partner Events
	Owned Events

- This helps to gain an understanding of you actually target your audience
- Should include everything where you're asking yourself if it works.
- If it has a substantial budget / team etc. , it should probably be in there.

# Ask your leads how they heard about you.

Company

Address \*

City \*

County/State/Province

Postcode/Zip \*

Country \*

Telephone \*

Fax

Where did you hear about us? \*  
  
 Google  
 Facebook  
 YouTube  
 Yahoo  
 Internet  
 Previous Customer  
 GQ  
 Conde Nast Traveller  
 Private Eye  
 The Week

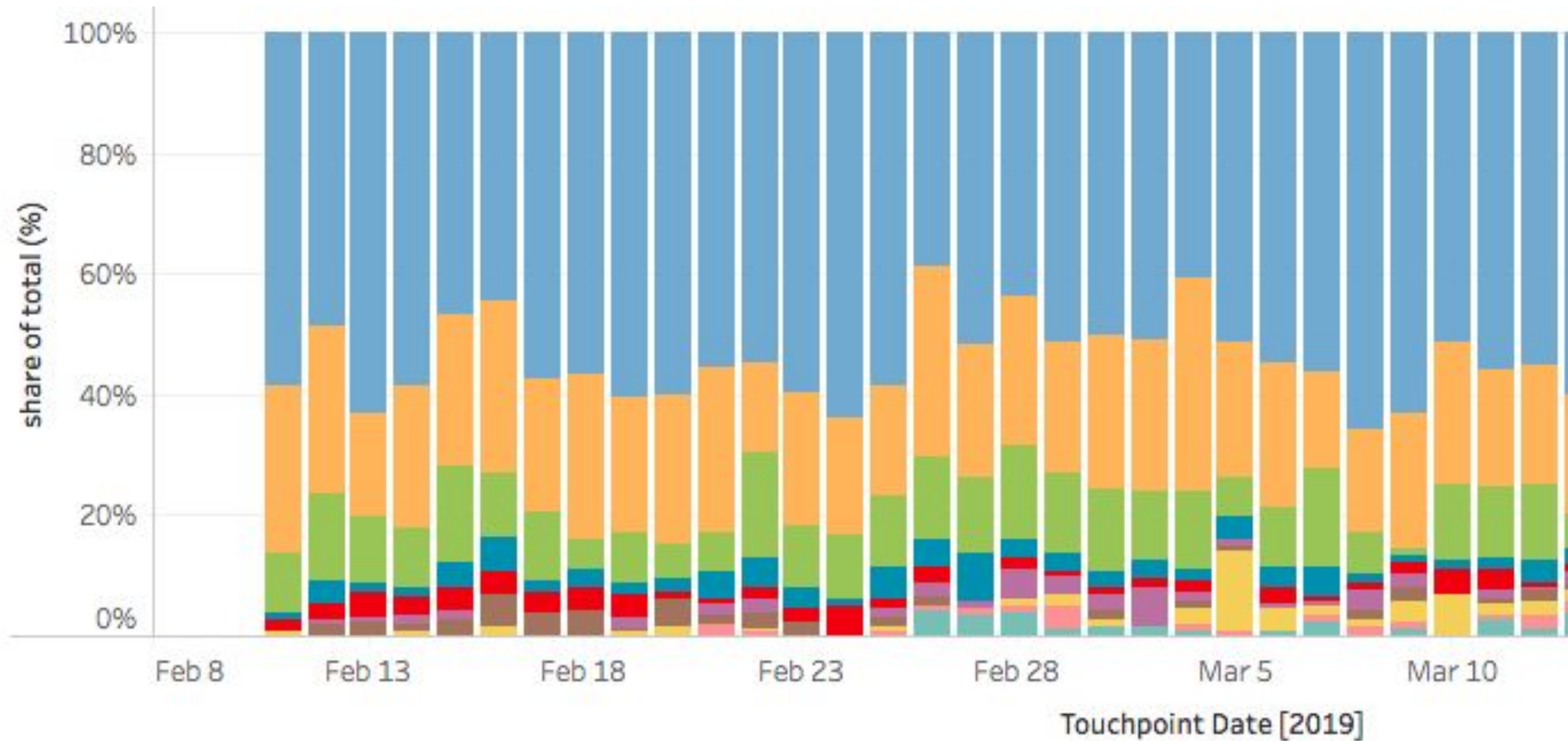
Other

recieve our exclusive offers, new product updat

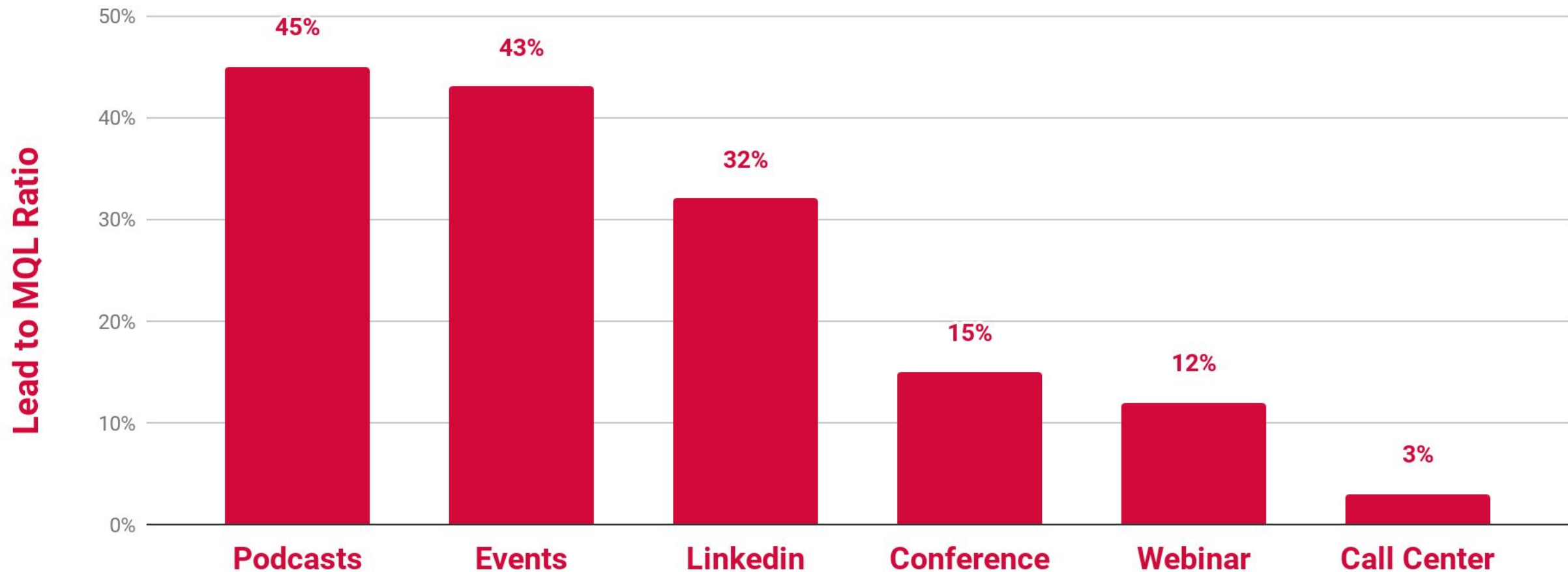
- So simple yet powerful to better understand your marketing mix.
- Should reflect the mix you defined previously.
- Analysis over time and on lead quality helps identifying promising activities.



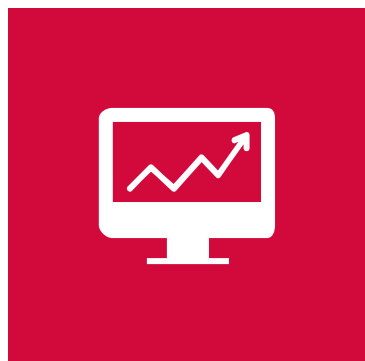
# Ask your leads how they heard about you.



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# Building the fundament for measurability



**Clean Funnel**



**Marketing  
Automation Tool**



**Marketing Mix  
Categorisation**



**Lead Source Poll**

# Some learnings from 5 to 812

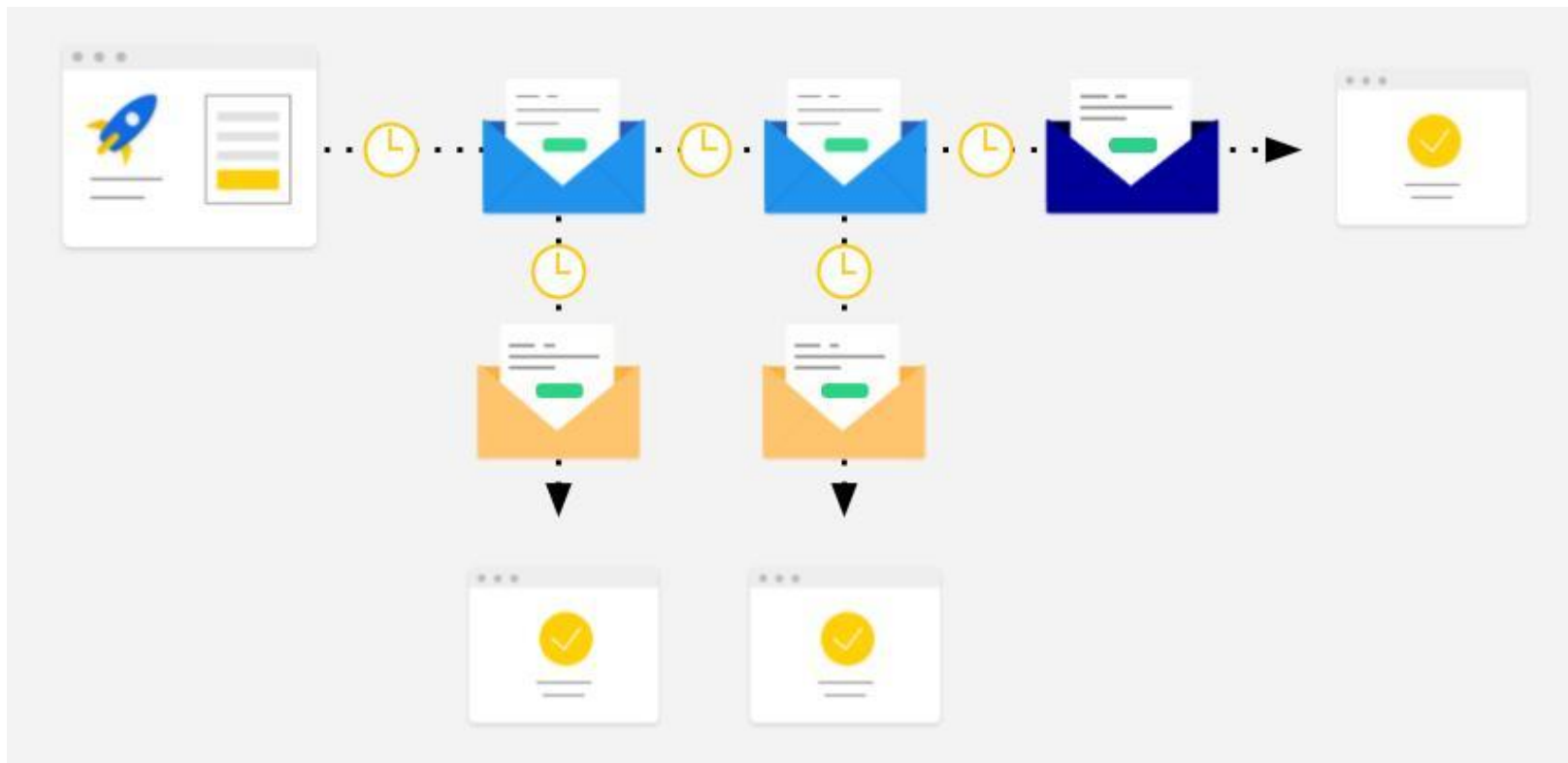


# Some Learnings from 5 to 812



## 90% Automation

Entirely automated Drip campaigns can collide with personal touchpoints and create more anger than uplift. Feedback loop helps!



# Some Learnings from 5 to 812



## Personas

Great for better customer understanding but very difficult to operationalise (especially when contact person changes)

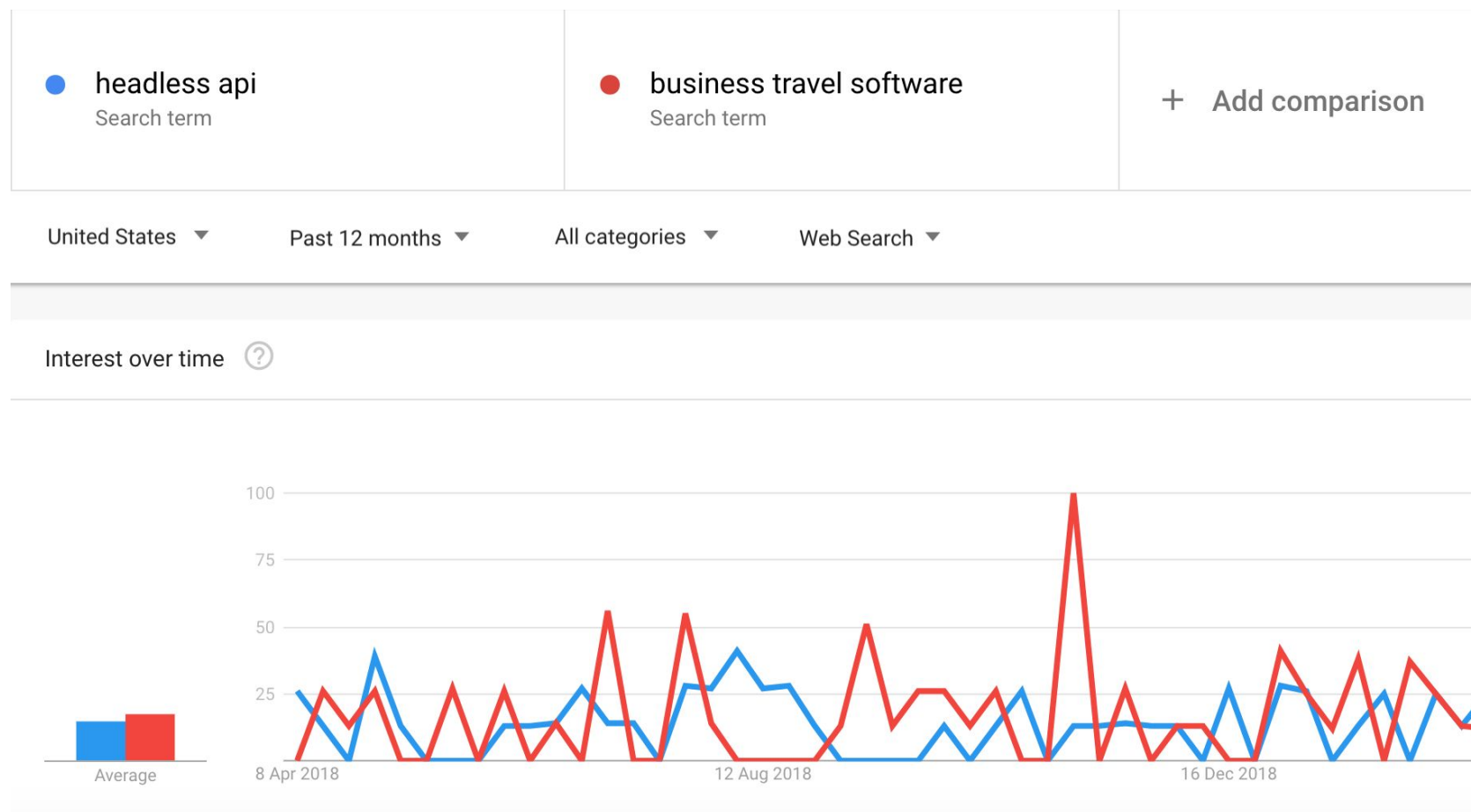


# Some Learnings from 5 to 812



## Long-tail SEA

Even on low search volume SEA can yield quality leads past discovery stage. More specialized content tied to the product helps with acquisition.

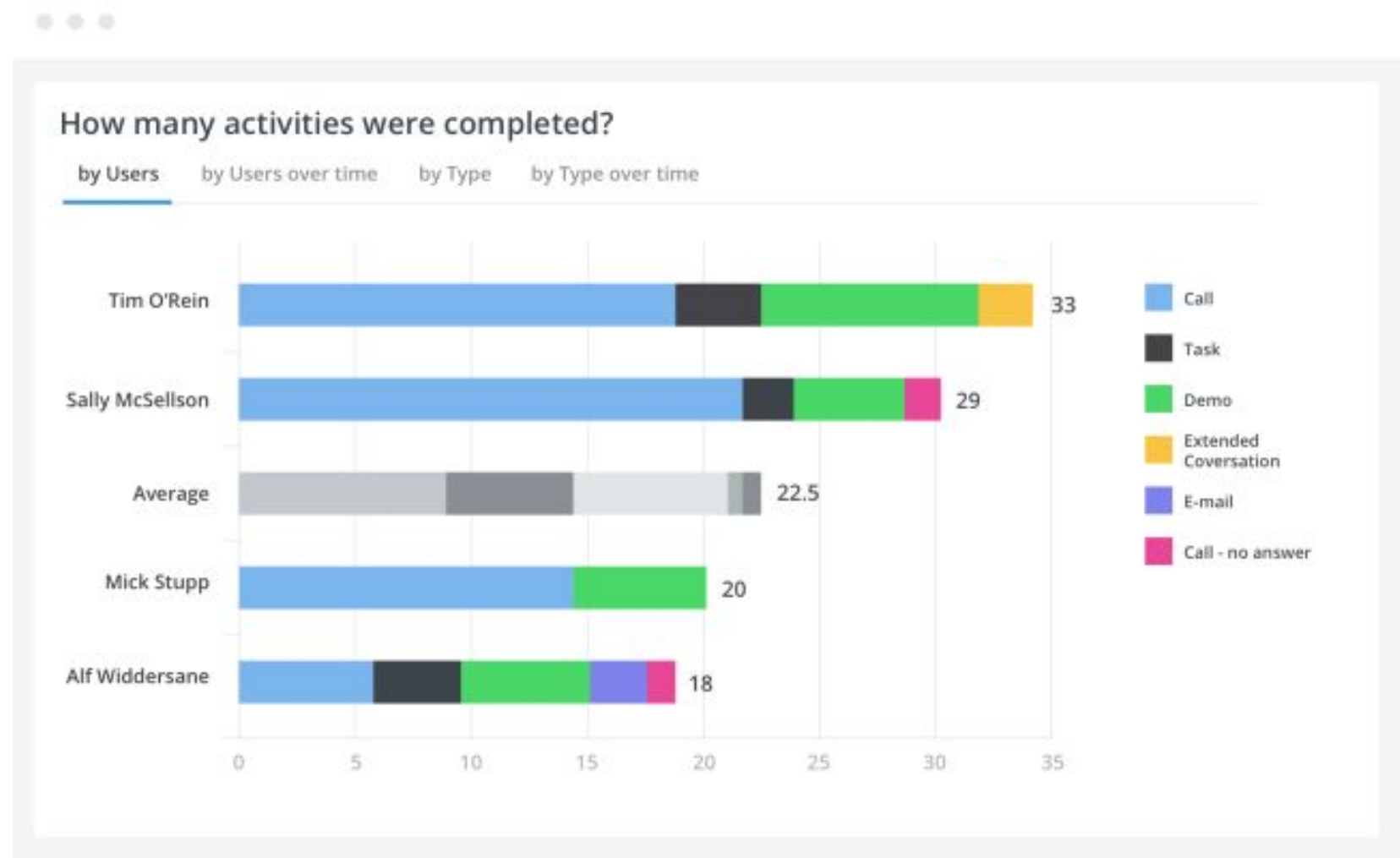


# Some Learnings from 5 to 812



## Reporting

Most CRM tools offer sufficient built-in reporting to start out. Combining data sources for additional insights can be done through plug-ins in Google Sheets. DWH Setup will be a key decision.





# Some Learnings from 5 to 812



## Data Input Guidelines

Clean tool setup and maintenance is key to ongoing measurability. Having tool owners helps with converting valuable leads quickly further down the funnel.

$\times$	1	$r$	$r^2$	$s$	$t$	$u$
1						
$r$						
$r^2$						
$s$						
$t$						
$u$						

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**Q3: What's your main take away from all of this?**

# Let's stay in touch!

For all things BI, data & marketing



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