



LEVEL.AGENCY
THE AUTHORITY IN CUSTOMER GENERATION

LOW-HANGING ROI: PRIORITIZING DIGITAL MARKETING BUDGETS UNDER \$1,000




Laurel Highlands
PENNSYLVANIA
www.laurelhighlands.org

Agenda

- Who We Are
- What is Digital Marketing?
- Where Should I Start?
- Four Things You Should Be Doing Today
 - Social Custom Audience Targeting
 - Tradename Paid Search
 - Retargeting Display
 - Lead Nurturing
- Four Foundational Best Practices
 - ROI-Focused KPI
 - Mobile First Web Experience
 - Testing and Optimization
 - Reviews and Feedback
- Questions?



Who We Are

Who We Are

We are experts in digital customer generation. We are a leading, full-service B2B and high-value customer B2C digital agency, uniquely setup with the necessary people, technology & methods to drive success for our partners.

- Leadership staff with decades of digital customer generation experience
- Deep digital advertising knowledge across every step of the customer acquisition process
- 60 Full-Time Employees
- FULL STACK DR = Advertising => Landing Pages => Presales => Reporting

Inc. 500

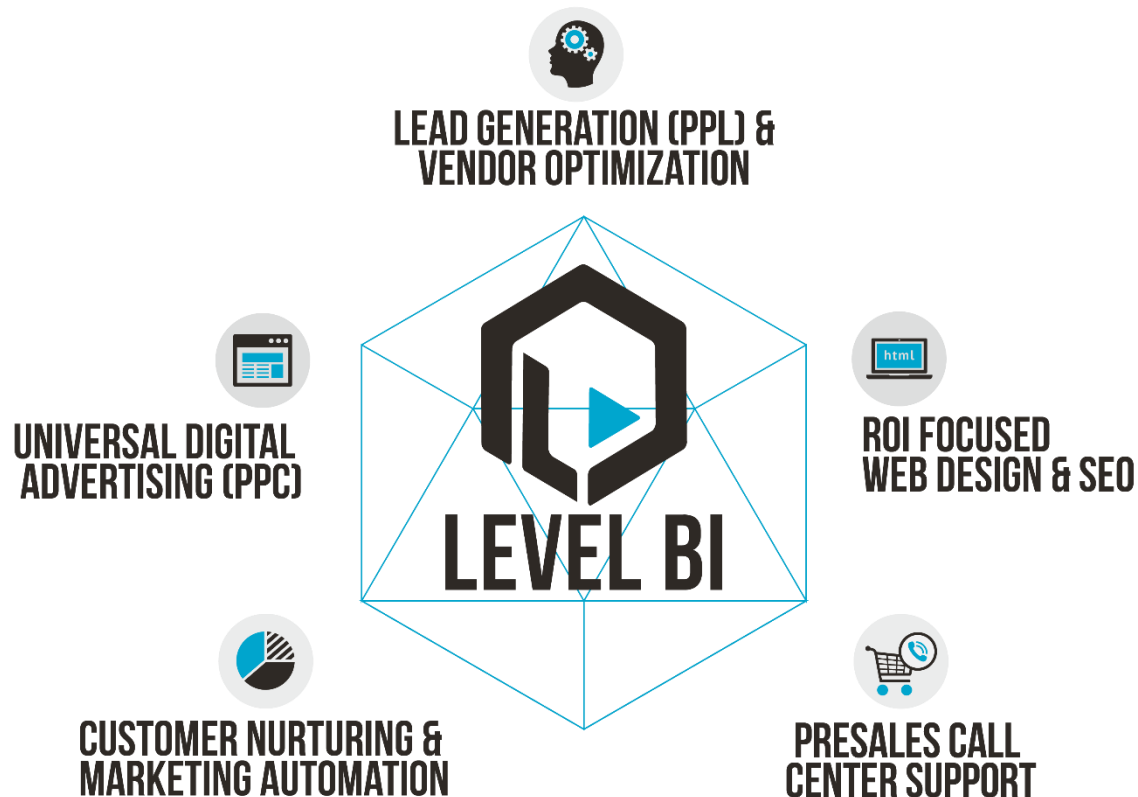


Recent recognition:

- Inc. 500 (#190)
- #1 Fastest growing private company in the region
- Ernst & Young Entrepreneur of The Year – Regional winner
- PGH Business Times Diamond Award, PBT Best Places to Work

What We Do

We simplify the science behind successful online marketing to help you drive better sales results than any other partner. Our 100% in-house, sales-focused capabilities include:



Our Partners

We execute effective digital marketing strategies for more than 40 clients across a range of industries.

Industries

- B2B Services & SaaS
- Education
- Insurance
- Healthcare
- Mortgage
- Finance
- Legal
- Technology
- Automotive
- Manufacturing
- Telecommunications
- Travel & Hospitality



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VISIT US AT:
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Client Testimonials

“

WORKING WITH THE TEAM AT LEVEL AGENCY HAS BEEN A GREAT EXPERIENCE. THEY ARE TIMELY, PROFESSIONAL AND STAY ABREAST OF KEY CHANGES OCCURRING IN THE FAST MOVING DIGITAL MARKETING LANDSCAPE. IT'S REFRESHING, IN THIS INDUSTRY, TO HAVE A MARKETING PARTNER THAT IS SO CLOSELY ALIGNED WITH MY INSTITUTION'S MISSION AND VISION.

—
VP OF MARKETING
NORTHCENTRAL
UNIVERSITY



NCU
Northcentral University

“

PRIOR TO WORKING WITH LEVEL, WE ATTEMPTED 3 REMAKES OF OUR WEB AND DIGITAL MARKETING PRESENCE OVER THE COURSE OF 4 YEARS. IT WASN'T UNTIL I WAS INTRODUCED TO LEVEL AGENCY THAT I FELT I HAD A PARTNER THAT WAS BEYOND 101 SEM/SEO/CLIENT GENERATION MARKETING AND DESIGN KNOWLEDGE.

—
JEREMY SOPKO
CEO
NATIONS LENDING CORPORATION



What home should feel like

What is Digital Marketing?



Definition

“**Digital marketing** is an umbrella term for the **marketing** of products or services using **digital** technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other **digital** medium.”

-Wikipedia

Reality

~~Digital~~
Marketing = Sales

Digital Customer Generation

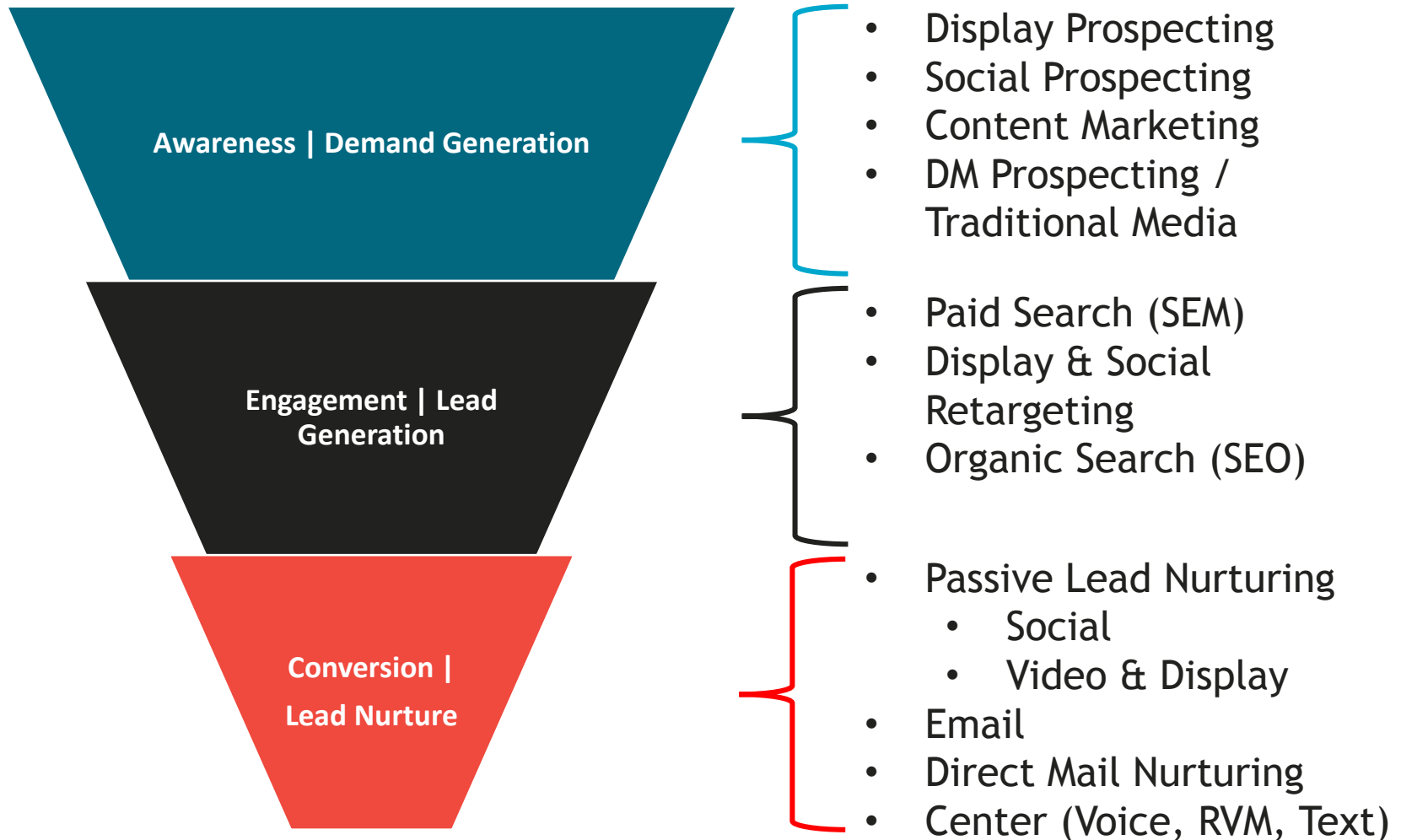
Putting the **right ad**, in front of the **right person**, on the **right device or platform**, at the **right time**, for the **right price**.





Where Should I Start?

The Digital Ecosystem is Complex

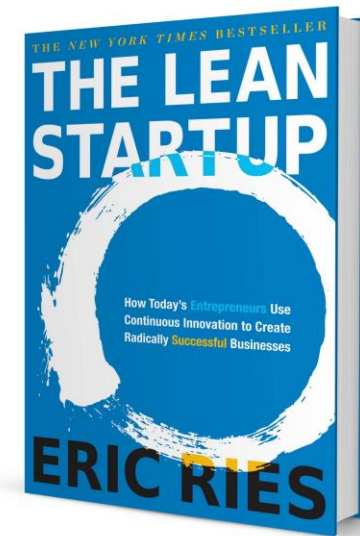


So Where Do I Start?

Prioritize based on ROI...



...then start with an MVP



We've Done the Prioritization For You

Four top ROI sources on limited investments:

1. Social Custom Audience Targeting
2. Branded Paid Search
3. Display Retargeting
4. Lead Nurturing

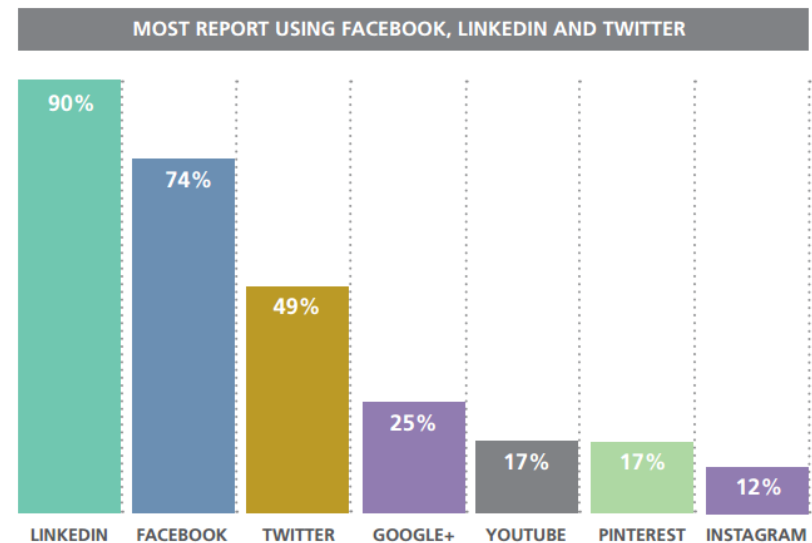
Social Custom Audience Targeting



Embracing Social

Social Survey – for Business Advertisers

- 91% of respondents use social media
- 90% are on LinkedIn and nearly half believe LinkedIn is the most effective client-getter
- 41% say they use Facebook more often than any other platform
- 64% say their use of social media part of an overall marketing strategy
- **5% say social media is very responsible for getting them new clients**
- **54% think using social media for marketing is more hype than reality**



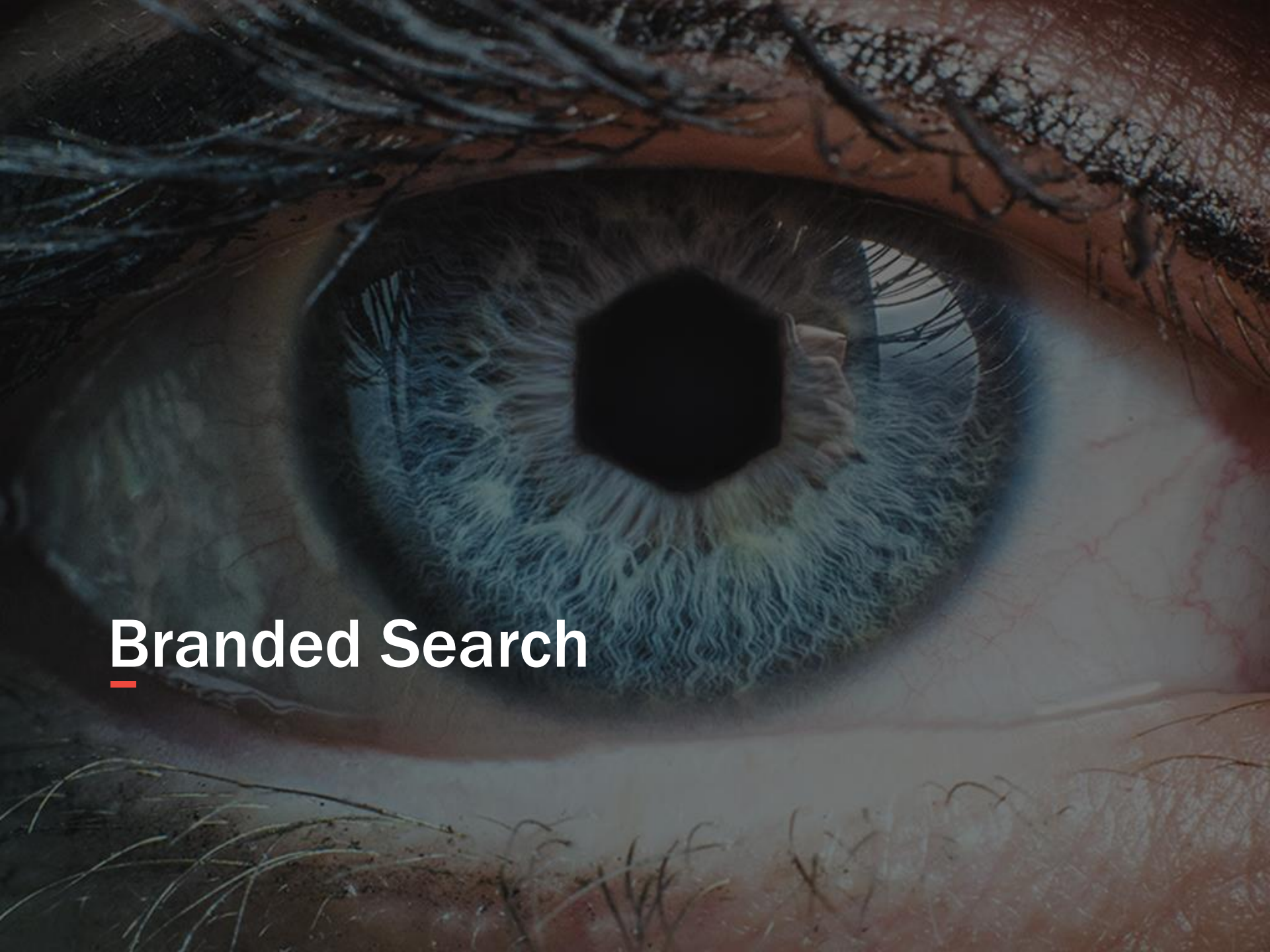
Embracing Social

Keys to Win:

- **Understand Its Importance** – “I don’t use Facebook, so my customers don’t use Facebook” or “People don’t use Facebook to find companies like mine”
- **Engage in Conversations** – Social networks are more than a one way channel for distributing content
- **Prove the Return** – Analytics and tracking now makes it possible to prove ROI of both paid and unpaid social strategies
- **Be Present** – If you don’t have a social presence, you will get looked over. 47% of millennials say they use social media to make purchase / service buying decisions.

The MVP Version

- Focus on Facebook (better advertising platform, better data set, more affordable, lower barrier to entry)
- Utilize advanced targeting mechanisms to focus on your ideal audience
 - Data-driven Custom Audience Targeting (CAT)
 - Online behavior Website Custom Audience (WCA)
- Focus on efficiency rather than volume



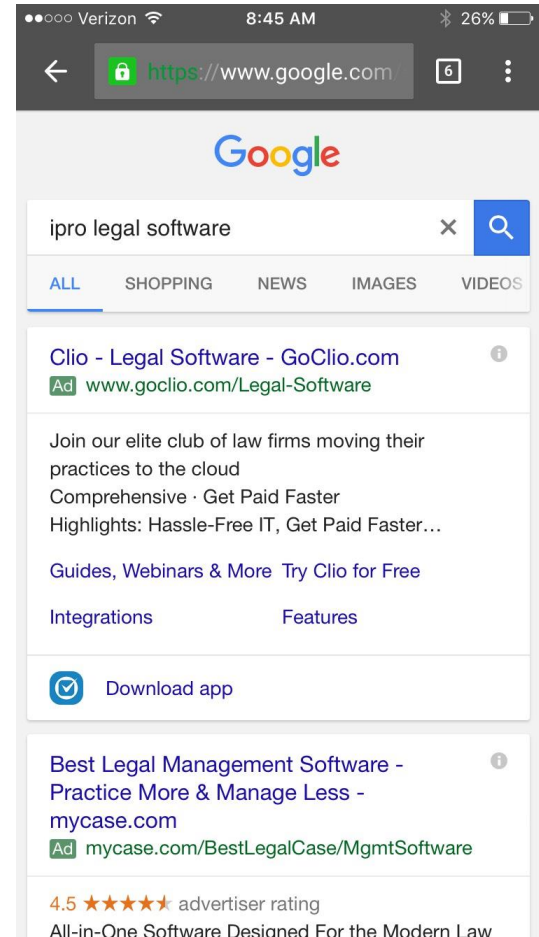
Branded Search



Own Your Brand

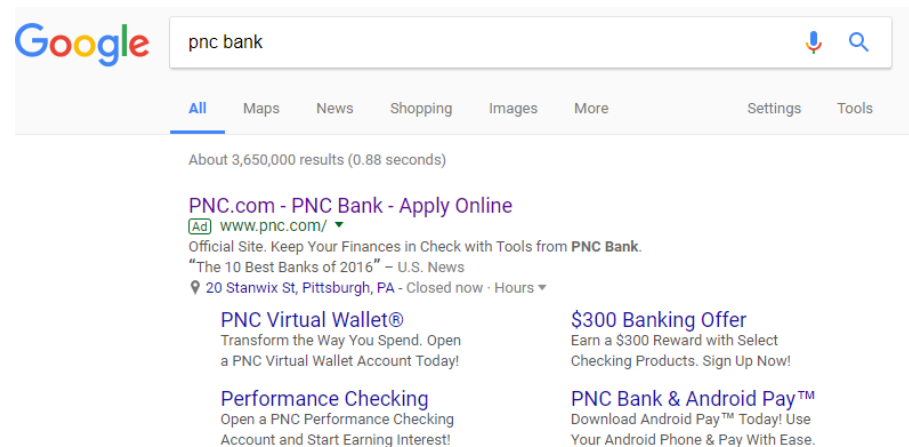
Ensure that high-value searchers for branded keywords are not redirected by active competitors

Branded search campaigns on Google, Bing and Yahoo! represent an important part of B2B SaaS DR best practices, and result in **50%+ incremental clicks vs. organic results alone***



The MVP Version

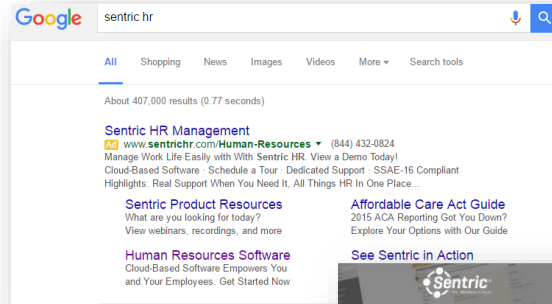
- Build out a simple, exact- or phrase-match branded search campaign in Google and Bing
- Employ ad copy best practices and take advantage of ad extensions
- Drive to a conversion-focused landing page with a tracked number and a form





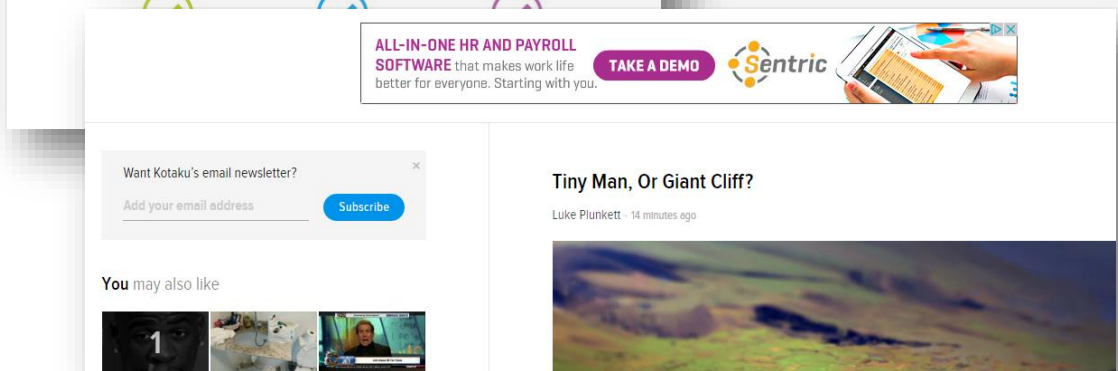
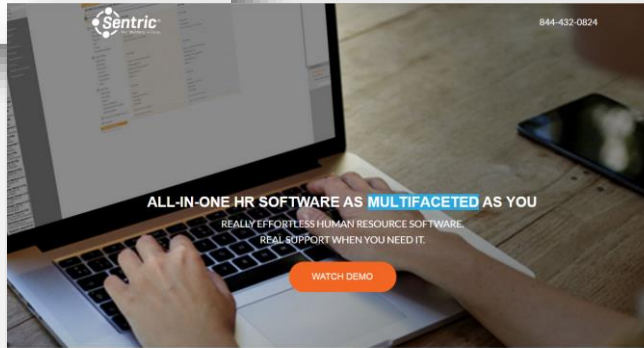
Retargeting Display

Stay Top of Mind




User searches for product, abandons landing page, but is retargeted based on their past activity

Retargeting allows brands to **continue serving relevant ads to qualified, interested prospects who do not convert into leads in their first visit to the landing page.**



The MVP Version

- Utilize the Google Display Network directly from your AdWords account
- Keep your frequency cap reasonably low (3x day, 15x week)
- Start with static ads in [top performing sizes](#), graduate to animated ads
- Make sure you're A/B testing
- If you have video assets, set up a YouTube retargeting campaign



Lead Nurturing

Marketing Automation and Nurturing

“Marketing automation refers to software platforms and technologies designed for marketing departments and organizations to more effectively market on multiple channels online (such as email, social media, websites, etc.) and automate repetitive tasks.”

So What?

- 95% of visitors are not ready to speak to you when they land on your site
- Marketing automation platforms can automatically perform visitor and lead follow up until that lead is ready to hire you

Examples: Marketo, Hubspot, Infusionsoft, Pardot

The Importance of Nurturing



44%

of email recipients made at least one purchase last year based on a promotional email

For B2B companies, subject lines that contained “**money**,” “**revenue**,” and “**profit**” performed the best.

Why You Must Nurture Your Leads



47%

larger purchases for nurtured leads vs non-nurtured



20%

average increase in sales opportunities versus non-nurtured leads



50%

of leads are qualified but not yet ready to buy

The Importance of Speed-to-Lead



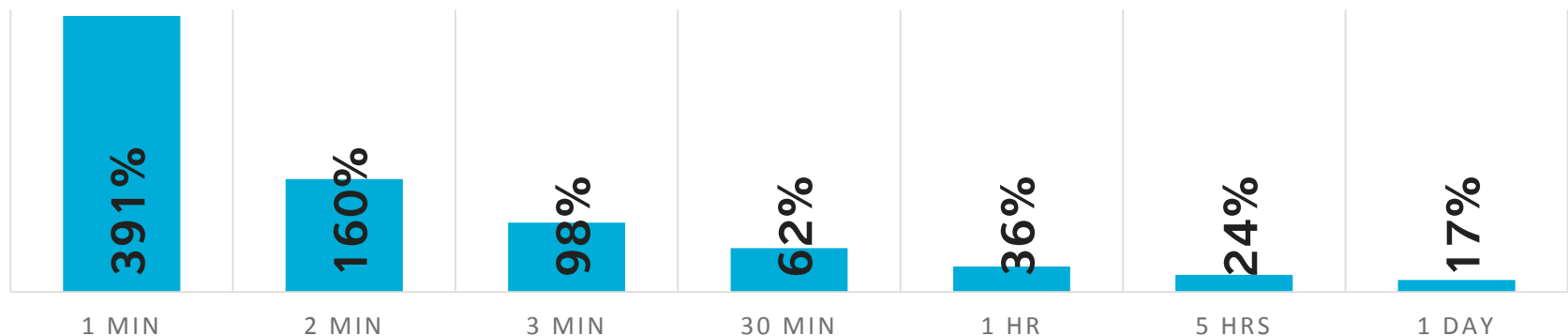
391%

improvement on lead conversion rate when contacted within the first 1 minute



Making an attempt to contact a lead by phone within **1 minute** of their inquiry drastically increases the likelihood of conversion, even if contact isn't made.

Conversion Improvement by Time Elapsed Before First Phone Attempt



Omnichannel Lead Nurturing Helps Drive Sales

Using 45,000+ total leads, **a randomized** 80% of which were exposed to Lead Nurturing efforts, Lead Nurturing resulted in a **60% lift in Lead to Sales rates**

With Lead Nurturing efforts in Facebook...

- Lead to Application rates **improved 24%** (99% Sig.)
- Lead to Enrollment rates **improved 35%** (100% Sig.)
- Lead to Sales rates **improved 60%** (100% Sig.)

Discussion: what are your current passive lead nurturing processes, and can Level help to support?

The MVP Version

- Make sure that users converting on your website are opting-in to contact by voice, email, and text
- Understand how leads are delivered to your sales team
- Evaluate your current speed to lead to establish a benchmark
- Utilize a platform like MailChimp for simple marketing automation
- “Mechanical Turk” it until you prove ROI!

Foundational Best Practices



No More “Check-Box” Marketing



- As we’ve discussed, the goal of marketing is ROI, not activity
- This means that a list is not enough – the execution is as important as the tactic

Focusing On The Right KPI

- ROAS
- Cost Per Sale / Sale Volume
- Cost Per Opportunity / Opportunity Volume
- Cost Per SQL / Volume
- Cost Per MQL / Volume
- Engagement Metrics
- ~~Click Metrics~~
- ~~Reach Metrics~~

Mobile First Web Experience

Changes:

- 2015: Google announces that mobile traffic finally overtook desktop traffic in **10** different countries
- Google released algorithm update to phase out sites not optimized for mobile
- Mobile usage is up **400%** and tablet usage is up **1800%**

Keys to Win:

- Make sure your website is mobile responsive
- Start thinking like a mobile user
- Make contact methods mobile friendly

Testing and Optimization

Keys to Win

- Keep it simple
 - Run a single test
 - Test a single variable
- Create landing pages for paid media for focused testing
- Test what matters
 - CTA or “Call to Action”
 - Images
 - Headlines
- Always Be Testing

Reviews and Feedback

Why?

- The most popular way that people find a _____ is through referrals with 46% of people asking family, a friend, or colleague for recommendations
- 88% of people trust online reviews just as much as a personal referral

Keys to Win:

- Create a way to collect reviews from your website
- Don't ignore negative reviews, respond to all negative reviews
- Make personal requests to your past clients
- Publish reviews on your website and solicit reviews on:
 - Yelp
 - Google
 - Facebook



Questions and Discussion