



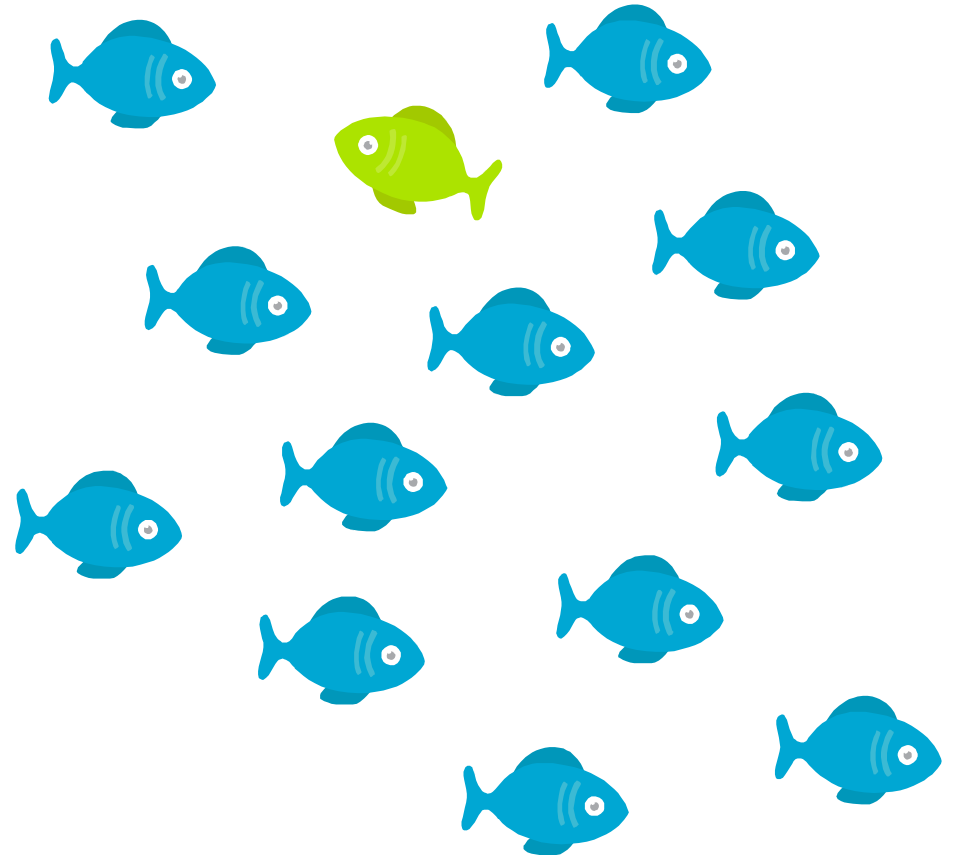
Creating the Ultimate Lead Machine

December 6th, 2018

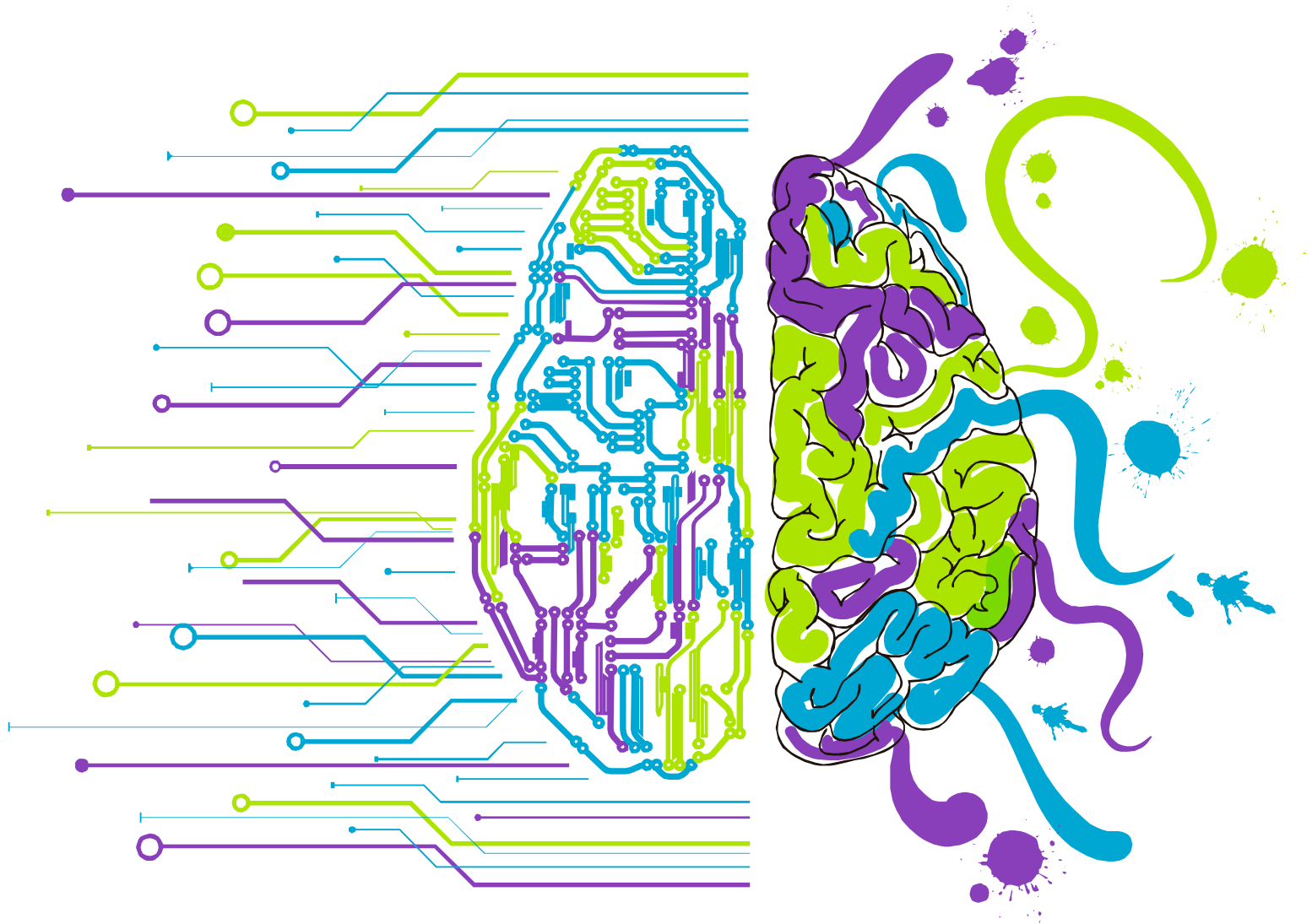
Kevin Krason
CVO, Biznet Digital

Marketing is a Process

1. CAPTURE the ATTENTION of your Target Market
2. FACILITATE the prospect's decision making PROCESS
3. Give your customer a specific, low-risk, easy-to-take ACTION that further empowers their ability to make a good decision



Scientific and Creative



Rules for Modern Marketing

- Buyers Find Sellers
- Research is performed online
- Content is the attractor / different channels use different media types
- Every buyer's journey is unique
- Thought Leadership is rewarded
- **Personalized messaging is key to engagement**
- **Nurturing is required**
- **Automation is necessary**
- Online Video ads are growing in popularity
- Mobile device use dominates desktop



Modern Marketing Beliefs

- The buyer must feel a need for your products or services
- Listening is the key to identifying a prospects true motives, needs, and position in purchase process
- Authenticity and transparency is required for marketing success



What if you could...

...Know what your prospects want before they tell you?

... Allow them to self-select the information that matters most?

...Engage them at exactly the right time, every time, with the right message automatically?



The Ultimate Lead Machine...

...is a technology driven ecosystem for prospects and clients that:

- Educates, inspires and nurtures
- Provides personalized, timely information
- Guides prospects through the sales process
- Automatically delivers the right message at the right time
- Identifies sales-ready prospects
- Tracks and proves the ROI for every marketing tactic
- Creates the optimal marketing system



Lifecycle of a Prospect

The relationship begins when a prospect visits your website through:

- **Search**
- **Social**
- **Email**
- **Direct**



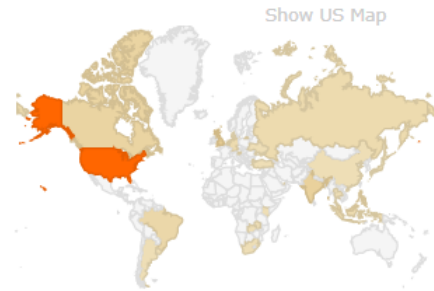
Identify Website Visitors

Identify website visitors even before they share their contact information



Anonymous Prospects from Everywh... Sort on:

Geography



- ▶ United States : 45
- ▶ United Kingdom : 6
- ▶ India : 5
- ▶ Canada : 4
- ▶ Brazil : 3
- ▶ Malaysia : 3
- ▶ Philippines : 3
- ▶ Germany : 2
- ▶ Indonesia : 2
- ▶ Russian Federation : 2

[Show more results](#)

Sources

Search Terms

Page Visits

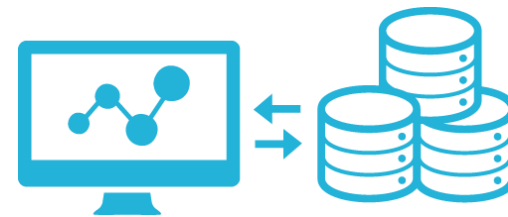
Companies

91 Results

	Visits	Last
Tmnst Kuala Lumpur, Kuala Lumpur Malaysia	1	21 minutes ago
Heartland Business Systems Little Chute, WI United States	1	33 minutes ago
Claro S.a. Sao Paulo, Sao Paulo Brazil	1	an hour ago
Turknet Iletisim Hizmetleri A.s Istanbul, Istanbul Turkey	1	an hour ago
Reliance Jio Infocomm Limited Kanpur, Uttar Pradesh India	1	2 hours ago
Salucro Software Developm Jaipur, Rajasthan India	1	2 hours ago
Ip Pools Hammersmith And Fulham, Greater London United Kingdom	1	2 hours ago
Durabledns Inc Westerville, OH United States	1	4 hours ago
Microsoft Corp Chicago, IL United States	2	5 hours ago
St.petersburg State University Of Economics And Finance Sankt-peterburg, Sankt-peterburg Russian Federation	1	6 hours ago

Incentivize Visitors to Self Identify

Offer visitors Gated Content or promotions in exchange for contact information, email address, phone, etc.



Monitor Behavior

Know every page your prospect visited

Flag Important Pages to identify prospects

Analyze email interactions



Score Activity

Evaluate quality, interest
and readiness

Lead Score Story for Derek Sell

✓ Company Name Provided	1
✓ First and/or Last Name Provided	1
✓ Email Provided	15
✓ Website Provided	1
✓ Forms Completed	25
✓ Email Clicks	0
✓ Pages visited	15
<hr/>	
Total	58
<hr/>	
Score with Decay	50



Nurture

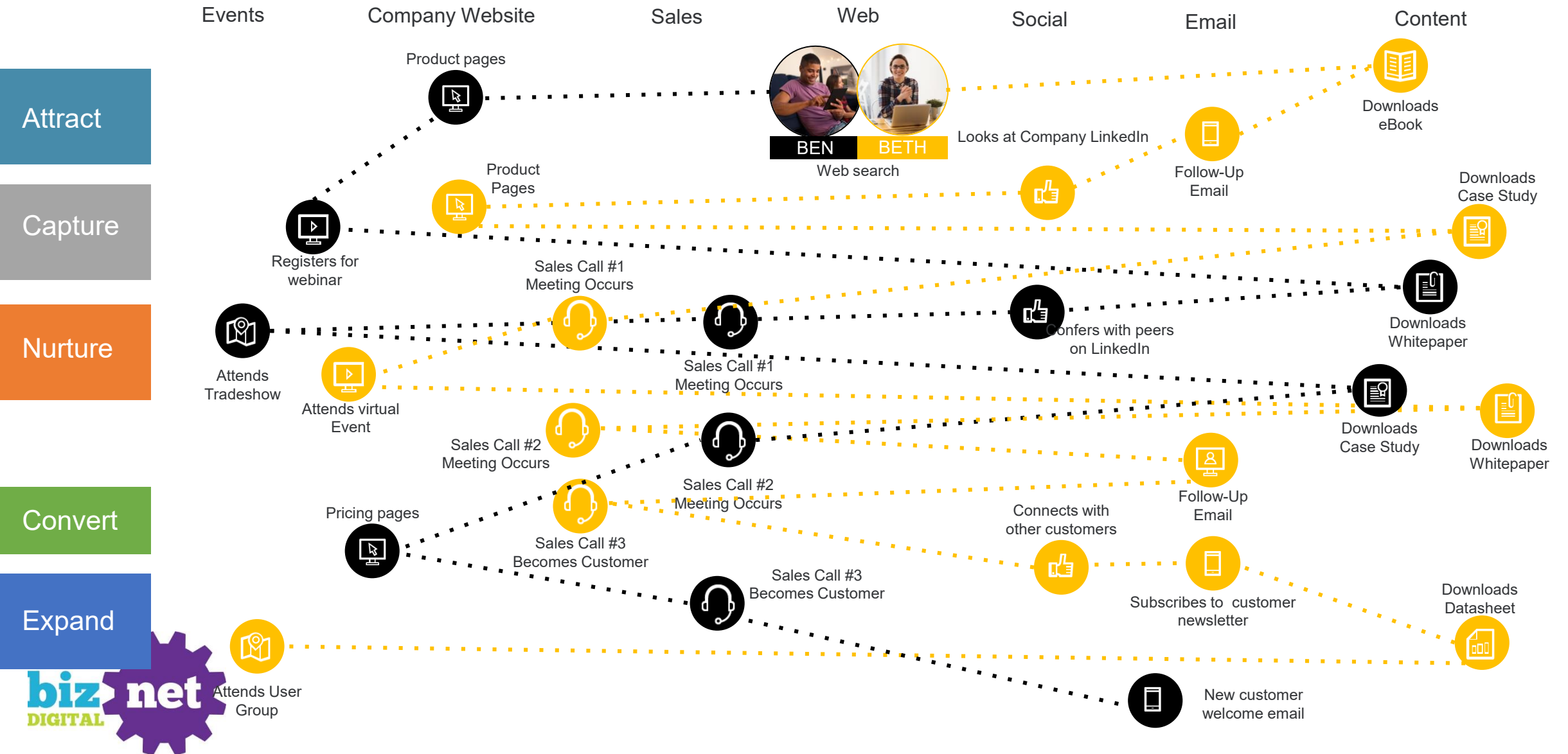
Continue to reach out via email and monitor site activity

Personalize the user experience and messaging based on actions, level of engagement, and interests



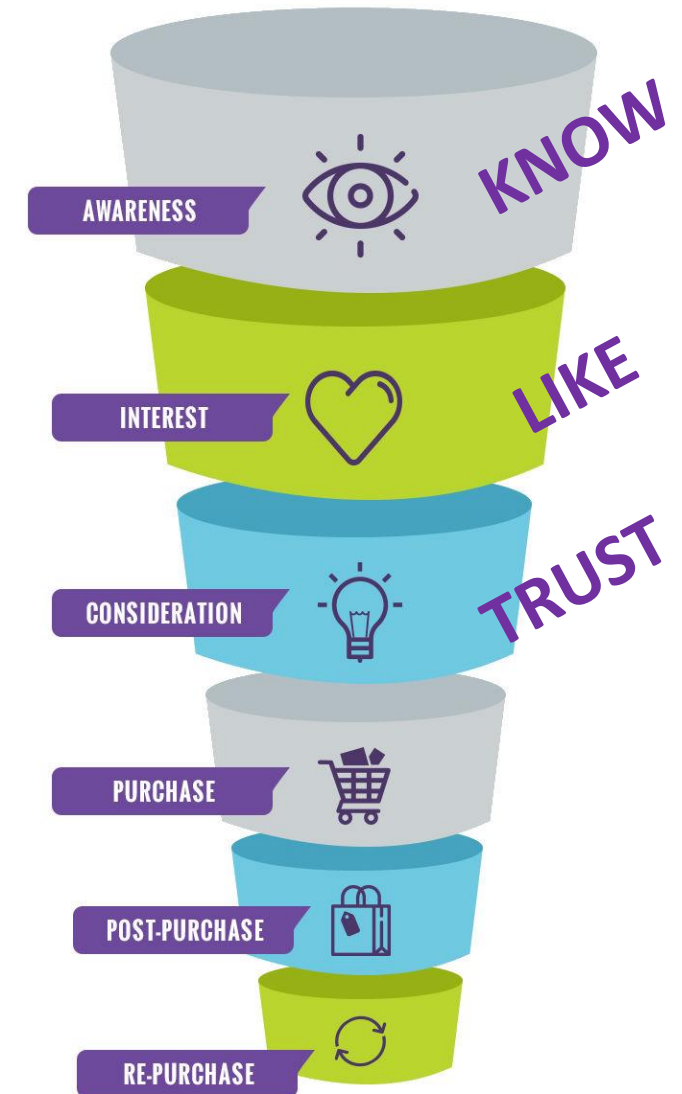
Every Buyer's Journey is Unique

78% start the buying process with a web search, 50% turn to social media for peer reviews



Messaging Must Align with Stage

- Tactics and Messaging change throughout the journey
- Touch points are critical but difficult with so many different channels
- Technology that allows for personalized, automated messaging is necessary

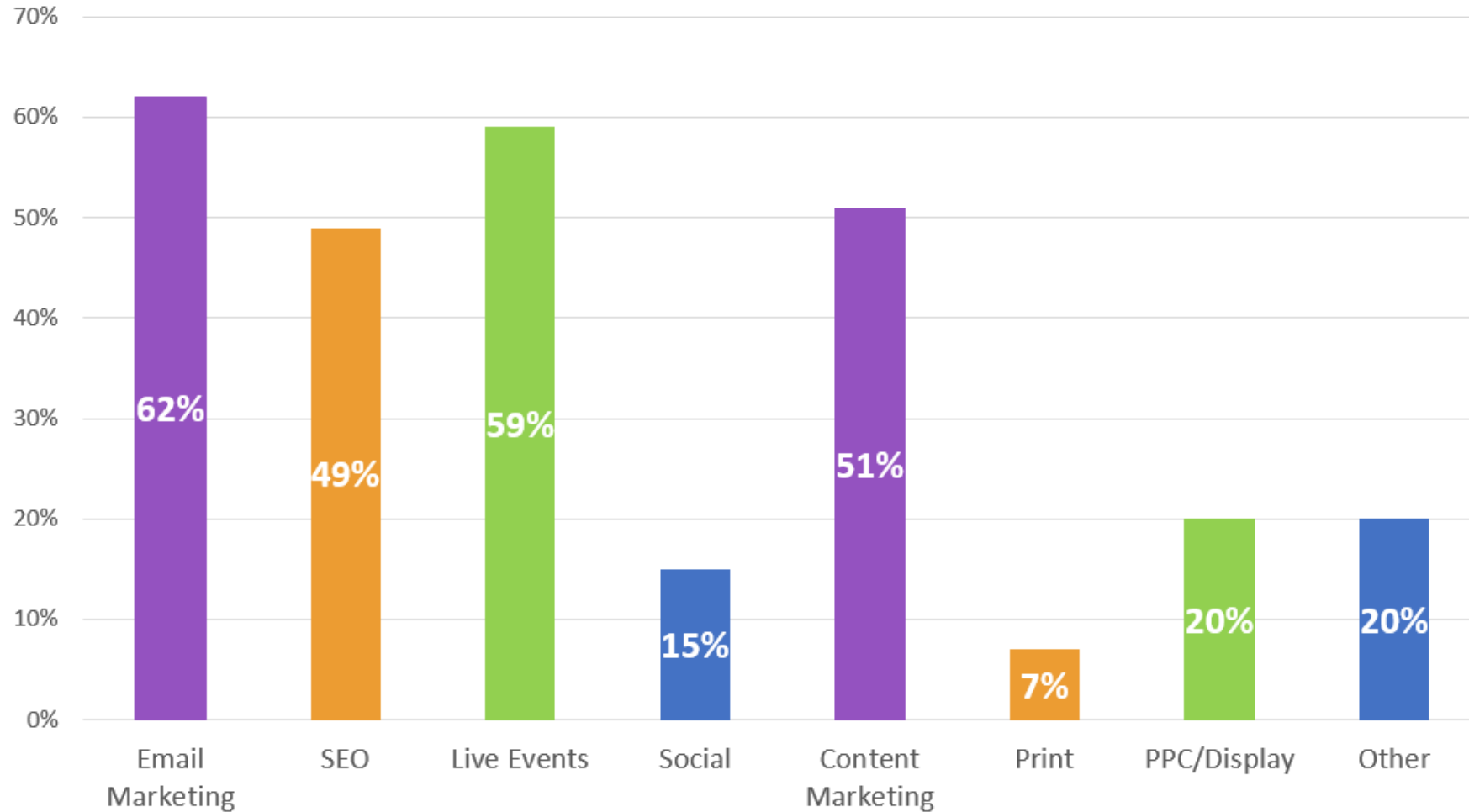


Close the Business

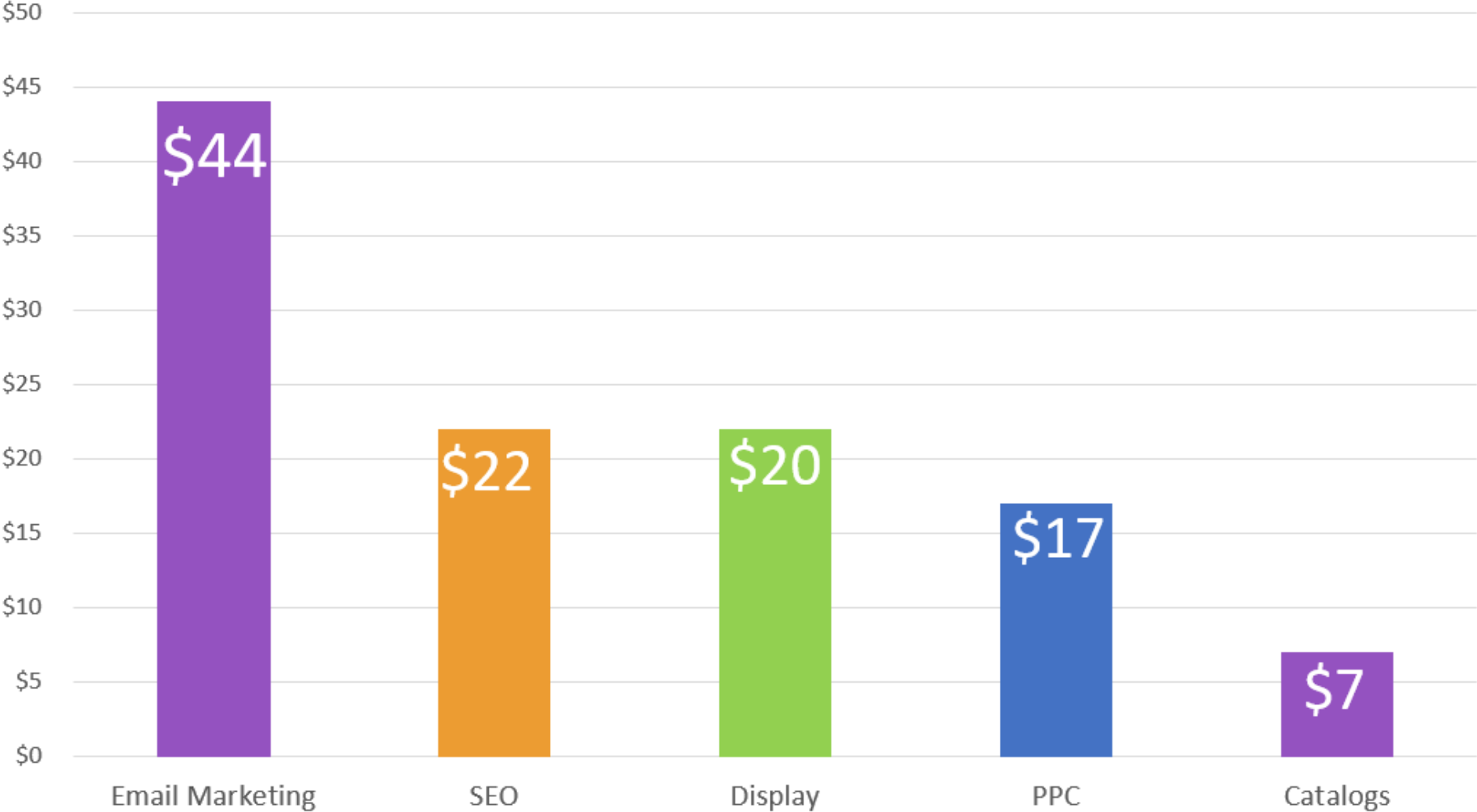
When a prospect's score predicts that they are ready to buy, engage directly by turning them over to the sales team to close



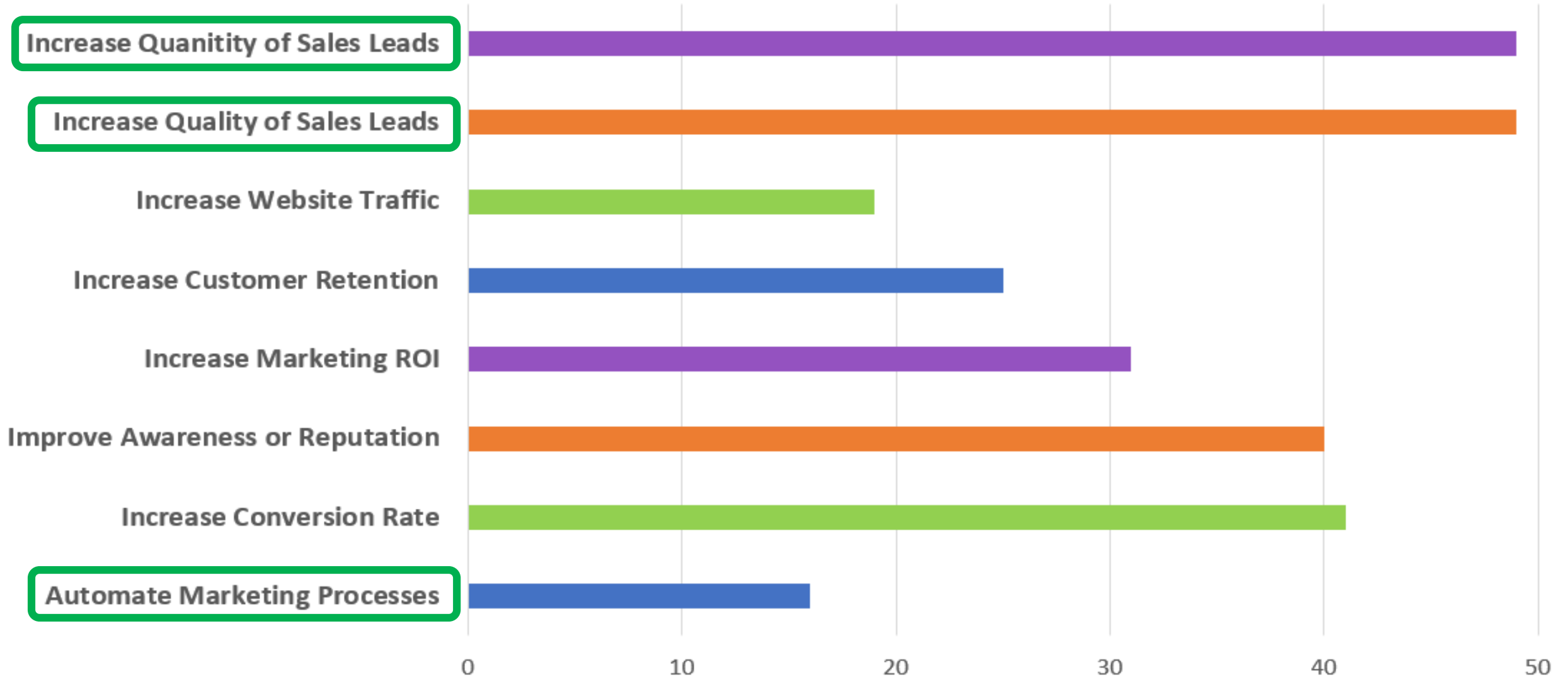
What Works Best? (Top source of Leads)



What Works Best? (ROI per \$1 Spent)



What are your Priorities?



Marketing Technology Fundamentals

- Website Content Management System (WordPress, Squarespace, etc.)
- Customer Relationship Management Software (CRM – Salesforce, MS Dynamics, Sugar, Zoho, etc.)
- Marketing Automation Software (Integrated Email Automation, Behavioral Analytics, Campaign Analytics, Social Sharing)
- Website Analytics (Google Analytics, etc.)
- Ad Management / Ad Network (Google Adwords, etc.)
- Competitive Insight Tools (SEO Rush, Spyfu, SERanking, MOZ, etc.)



Relevant Stats

*31% of B2B Marketers
say sales Lead Quality is the
most important metric used*



Relevant Stats

80% of Marketing Automation Users saw their number of leads increase, and 77% say the numbers of conversions increase

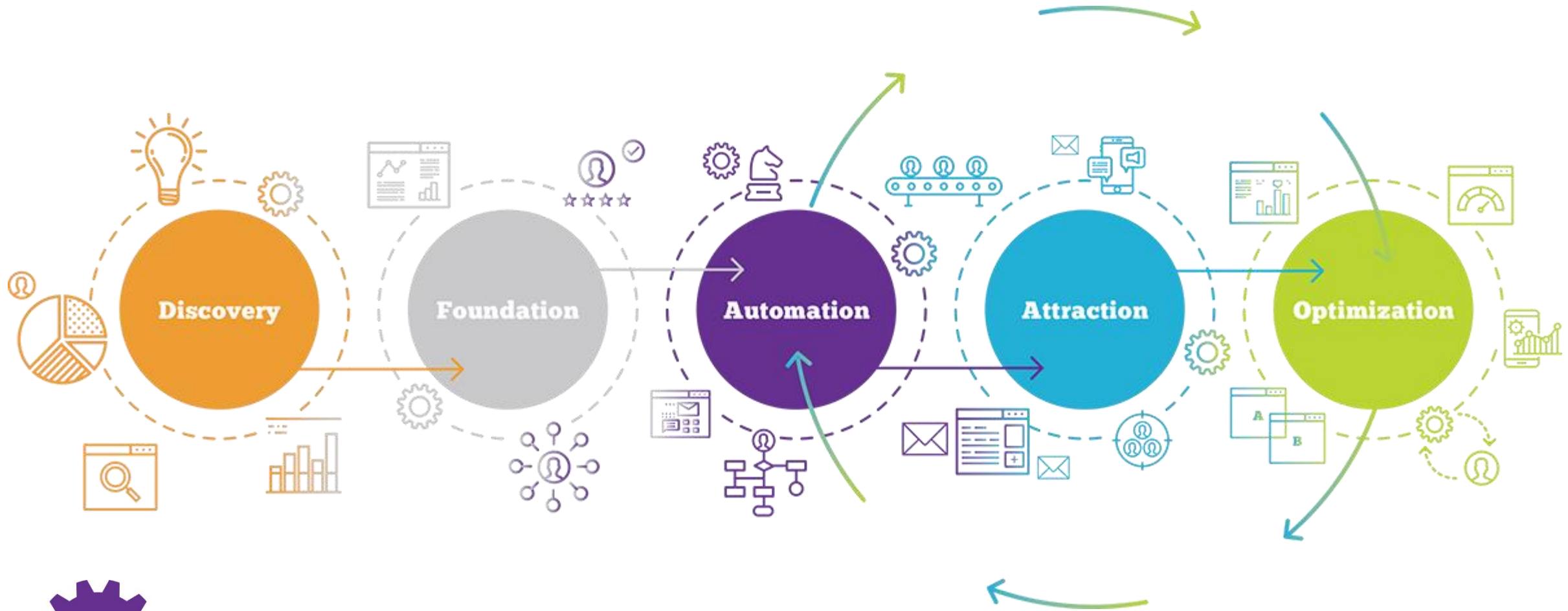


Relevant Stats

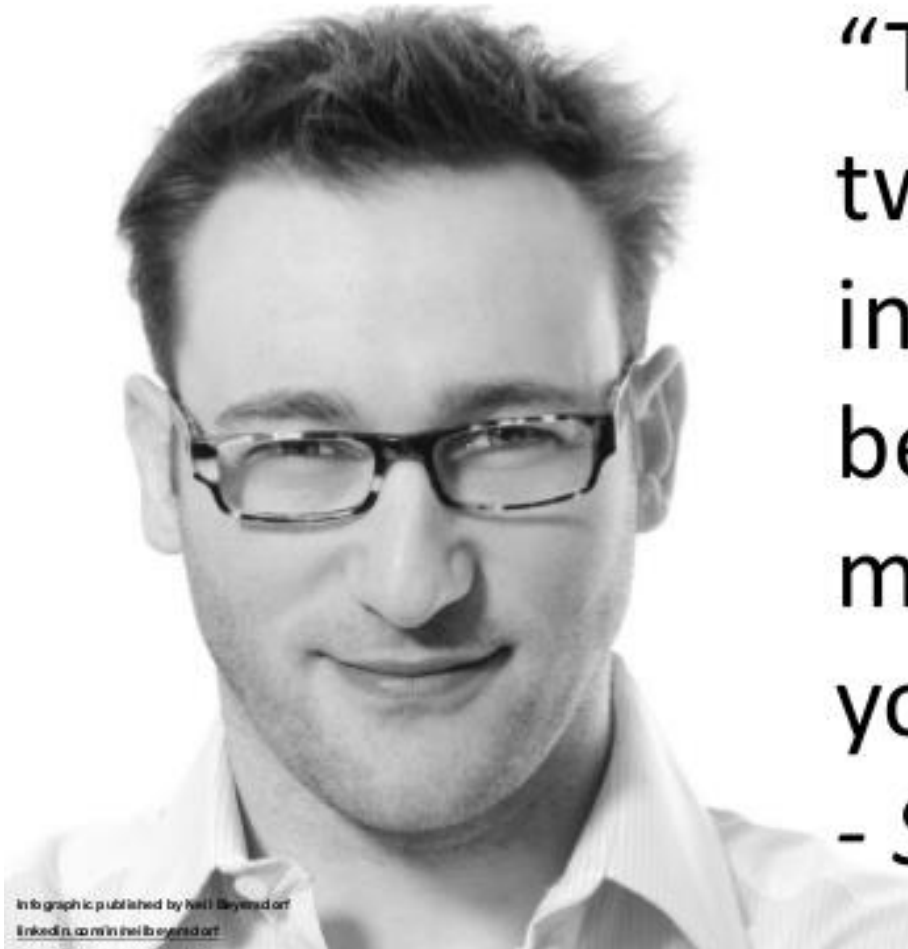
*Nurtured leads make
47% larger purchases
than non-nurtured leads*



Building the Ultimate Lead Machine



Simon Says...



“There are only two ways to influence human behavior: you can manipulate it or you can inspire it.”
- *Simon Sinek*

Questions?

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