



THE  
*Sophisticated*  
MARKETER'S

CRASH COURSE

*in*

FULL FUNNEL MARKETING

HOW TO DESIGN YOUR B2B  
MARKETING TO GENERATE:

Brand Awareness

Content Engagement & Education

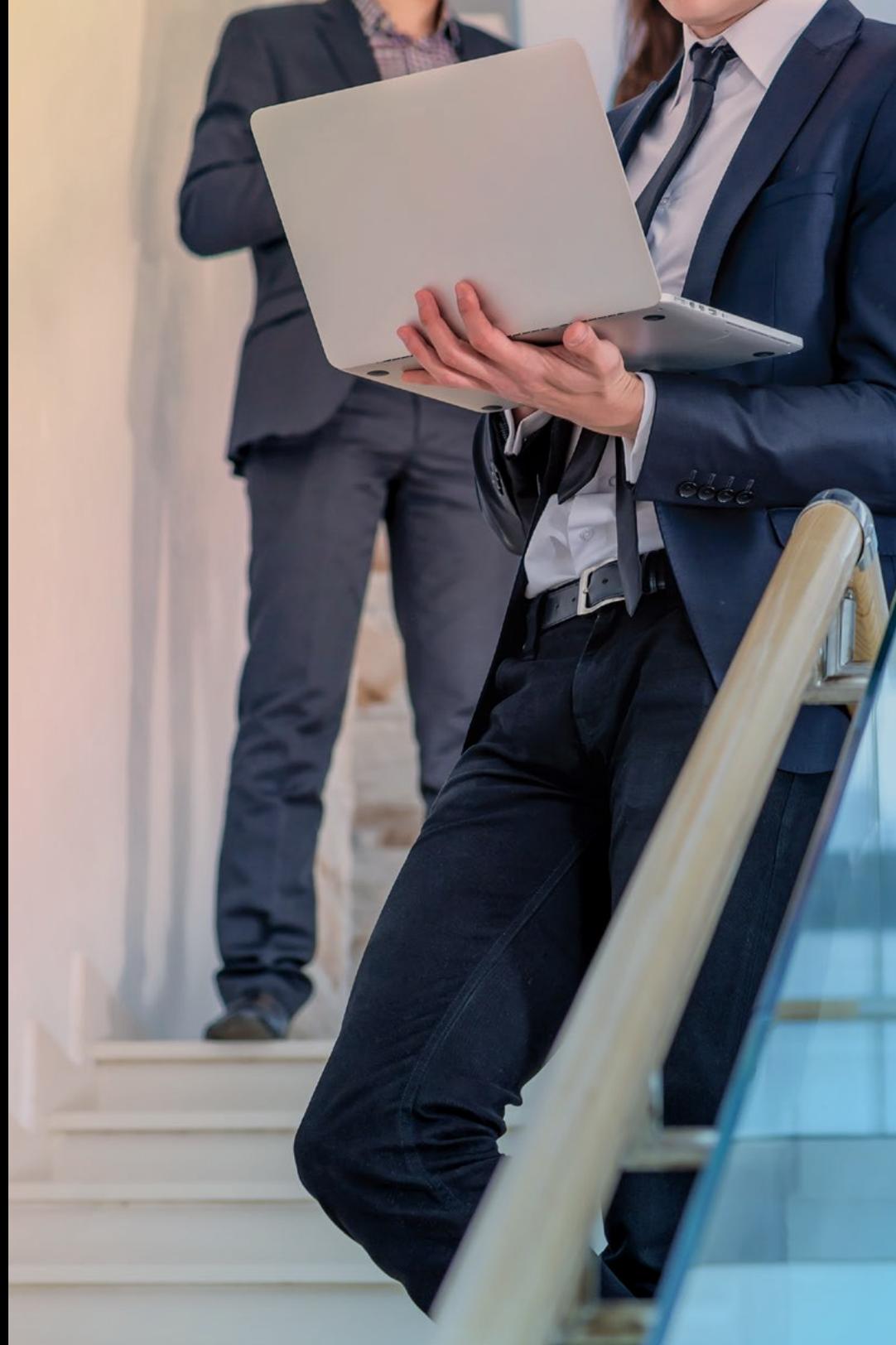
Lead Generation & Sales Conversions

1

THE RISE

*of*

FULL FUNNEL MARKETING



# THE RISE OF FULL FUNNEL MARKETING

B2B marketers have traditionally left branding, awareness and other upper funnel marketing approaches to their B2C counterparts. B2B marketers have gravitated to direct response techniques such as direct mail or email; they've also embraced pay-per-click search advertising and other lower funnel tactics. But here's the problem: Far too many B2B marketers are overfishing in the bottom portion of the funnel.

In focusing on these lower funnel leads, B2B marketers are ignoring the cultivation of the larger universe of prospects who are not currently in the market for their products or services. If marketers don't attract these prospects into the upper funnel, there's no way the prospects will get to the lower funnel. The point is B2B marketers must add branding tactics, such as display advertising, into their programs to get the most out of their search, email, PPC, and other lower funnel tactics.

The bottom line: B2B marketers must fully embrace full funnel marketing. The time is now. That's why Altimeter Group's Brian Solis says full funnel marketing suites will be a key disruptive technology in 2015 and 2016 that will change "how brands think and work."<sup>[1]</sup>

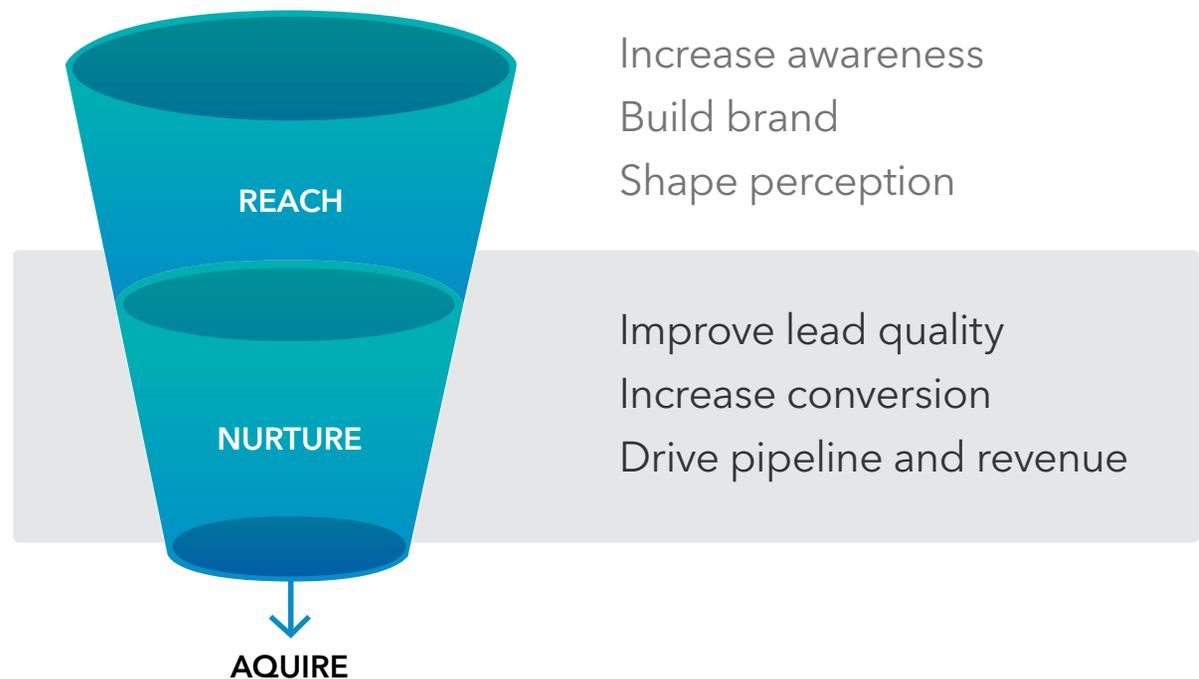
*B2B marketers must fully embrace full funnel marketing. The time is now.*

<sup>[1]</sup> "25 Disruptive Technology Trends," Altimeter Group's Brian Solis, 2015.  
<http://www.briansolis.com/2015/01/25-disruptive-technology-trends-2015-2016/>

# THE FULL FUNNEL

The most efficient way to understand the marketing funnel is to divide it into two parts.

First, there's the upper funnel, where marketers "reach" their target audience with brand messages via content marketing, display, and other tactics. There's also the lower funnel, where marketers "nurture" prospects who have expressed an interest in their product or service. Marketers have traditionally focused their nurturing efforts on email, but new technologies and new thinking have expanded the concept of nurturing to include display advertising and other tactics. This new approach to nurturing includes not only known prospects but unknown prospects –prospects, for instance, who may have shown interest by visiting a corporate website even if they haven't yet shared their email address.



The ultimate goal of reaching and then nurturing prospects is to "acquire" them, to drive them toward becoming a customer.

# REVOLUTIONARY CHANGES TO THE BUYER'S JOURNEY

For B2B marketers, the sales cycle has grown increasingly complex in the last decade. Marketers can no longer simply invest in traditional B2B marketing channels, such as direct mail, trade shows, and vertical industry magazines, and then count on receiving calls from prospects.

Today, prospects spend a considerable amount of their time online: Americans are now spending more than 23 hours each week on email, social media, and texting alone, according to eMarketer.<sup>[2]</sup>

B2B prospects are heavily influenced by sources including online reviews, personal recommendations, and social content. They are also influenced by display and search advertisements that appear on the sites they visit. This gives them access to more information about potential business solutions than ever

before. Accordingly, such prospects are spending more time conducting independent – and anonymous – research and carefully evaluating information internally before reaching out to a solutions provider.

The changes to the car-buying process illustrate similar changes in the B2B buying process. Prior to the Internet and easy access to sites such as Edmunds.com and Kelley Blue Book, the typical car buyer walked into the dealer with minimal information on

# 23+

hours each week spent on



Email



Social Media



Texting

<sup>[2]</sup>“Social Usage Involves More Platforms, More Often,” eMarketer, 2013.  
<http://www.emarketer.com/Article/Social-Usage-Involves-More-Platforms-More-Often/1010019>

pricing, car performance, and resale value. Now with online review sites and social media, car buyers are self-educating and are walking into the dealership armed with information.

Similar changes are taking place in the B2B buyer's journey. According to a BtoB Magazine/Bizo survey, 43 percent of respondents said their organizations' sales cycles had lengthened within the past three years.<sup>[3]</sup> Forrester Research notes that today prospects are anywhere from two-thirds to 90 percent of the way through their buying journey before contacting a vendor.<sup>[4]</sup>

Essentially, the buyer now controls the B2B marketing funnel. Because prospects aren't likely to reach out to your organization immediately, it's important to use a full funnel marketing approach to reach out to target prospects through multiple digital marketing touch points, both early

in the buying process and at every stage thereafter. Your competitors are already making such efforts to engage prospects and capture leads early in the process – and if you haven't developed your own strategy, your target prospects are unlikely to reach out to your organization. B2B marketers can no longer take a passive approach, assuming that prospects will respond to their outreach programs; they must now develop a comprehensive approach to reaching prospects and nurturing them throughout the entire marketing funnel in order to complete a conversion or acquire a new customer. It's reach, nurture, acquire.

Many B2B marketers can't resist the temptation to focus their efforts on lower funnel prospects. The problem with this approach, especially for B2B marketers with sales cycles that are 18 months or longer, is that most of your prospects aren't currently in the market for your



According to Forrester Research, a B2B buyer's journey is often 90% over before sales is contacted.

<sup>[3]</sup> "The Evolving B2B Purchase Process," BtoB Magazine.

<sup>[4]</sup> "Buyer Behavior Helps B2B Marketers Guide the Buyer's Journey," Forrester Research's Lori Wizdo.

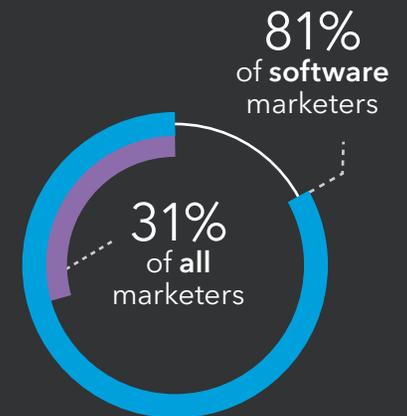
products. That's why you must invest in awareness marketing in the upper funnel to keep your products and services on the minds of your prospects – even when they aren't actively looking for a solution.

The size of this shift in the buyer's journey and its impact – especially on the B2B marketing department – cannot be overstated. If prospects remain anonymous during 90 percent of the buyer's journey, who has the best insight into the customer during this period? It's the marketing team. No one has a better view of customer and prospect behavior during this period than the marketing department.

Using marketing automation, analytics, and other software, B2B marketers access data on prospects – analyzing a prospect's business demographics, online behavior, and browsing history for example – to gain deep insight into their best prospects. Software marketers,

as they often have, are leading the way in adopting marketing automation software, with 81 percent of software marketers using marketing automation compared with just 31 percent of all marketers using marketing automation, according to research from Bizo, contained in the special report, "The Data-Driven Marketer."<sup>[5]</sup>

With these tools, B2B marketers can use data to discern what kind of prospects are visiting the corporate website, how prospects are responding to email marketing, what prospects are doing on social media, what content marketing they are reading, and what paid search terms prospects are responding to. Using always-on programs – such as corporate websites, display advertising, search engine marketing, content marketing, and social media – B2B marketers can keep their brand presence in front of prospects until they're ready to buy.



### Adoption of marketing automation software

Using marketing automation, analytics, and other software, B2B marketers can use data to gain deep insight into their best prospects.

<sup>[5]</sup> "The Data-Driven Marketer," Bizo Survey.

# INTERVIEW: MATT HEINZ

President, Heinz Marketing

**Q:** How has the buyer's journey changed and has it altered the way your clients communicate with prospects?

**Matt Heinz:** Buyers are self-educating more. They want to do their own research. They're not engaging sales as early in the process as proactively as they once did. Companies have to understand that the early part of the buying process really has nothing to do with their product, nothing to do with their solution. I really like what SiriusDecisions has to say about the early part of the buying process. The first step marketers have is challenging the status quo, and the second step they have is convincing prospects to commit to change.

**Q:** Is the funnel still a valid metaphor for the buyer's journey?

**Heinz:** Is the funnel perfect? No, but I still find it a valuable way of helping companies hone how they execute. Not every prospect follows the funnel in a linear fashion. Prospects come in; they come out; they stall; they go backwards. The actual progression of a buyer's journey is chaos. You have to accept that different prospects have different paths. It's why marketing automation systems are so important. It's why the best companies, in terms of execution, have dozens of segments in their marketing automation tools to relate to those different buyers and those different stages.



*“The top of the pipeline isn't about generating leads; it's about earning the attention of your prospects. The top of the funnel isn't about you, it's about prospects and their issues.”*

—Matt Heinz

**Q:** How do you advise your marketing clients to talk with their prospects?

**Heinz:** When we work with inside sales teams that are following up inbound leads what we often tell them in that first conversation with a prospect is you're not allowed to talk about your product or service. I want to take what you do off the table to force you to have a more interesting conversation, to force you to talk about the customer's needs. Similarly, from a content marketing standpoint, the companies that do best at the top of the pipeline relate to their customers' experiences and their issues – even if those topics are only marginally related to what you sell – start to build trust, credibility, and attention with prospects. The top of the pipeline isn't about generating leads; it's about earning the attention of your prospects. The top of the funnel isn't about you, it's about prospects and their issues.

**Q:** Do you find B2B marketers focus too much on lower funnel prospects?

**Heinz:** I find that most companies' content is heavily weighted to the middle and the bottom of the funnel. It's built for people who already believe they have a problem and have committed to change and are looking for solutions. There's a couple of reasons for that. One, that's where companies want their prospects to be. Two, it feels like the ROI of that is going to be greater and faster. Creating content at the top of the funnel, by definition, I'm not expecting that to convert to anything right away. Companies that want sales this month aren't making investments in long-term pipeline building. But if you invest in that top of pipeline content, if you invest in these early-stage relationships, you significantly subsidize the acquisition costs of deals not only in the medium future but also well beyond that. There's an annuity to that: You're lowering your acquisition costs.

*“If you invest in that top of pipeline content, if you invest in these early-stage relationships, you significantly subsidize the acquisition costs of deals not only in the medium future but also well beyond that.”*

–Matt Heinz

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WHY B2B MARKETERS

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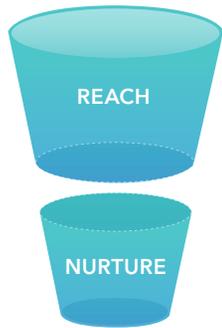
EMBRACING

FULL FUNNEL MARKETING



# WHY B2B MARKETERS ARE EMBRACING FULL FUNNEL MARKETING

The concept of the “marketing funnel” provides a helpful framework for B2B marketers to understand each stage of a prospect’s decision-making process and to guide them in developing marketing programs that are appropriate for every stage. In today’s age of advanced marketing technologies and rapidly evolving best practices and strategies, marketers can cost-effectively reach their target audiences at each stage of the funnel.



## The Upper Funnel: Reach

At the top of the funnel, marketers aim to reach their target audience. They should focus on building favorable awareness and recall of their company and products among prospects who are currently unfamiliar with their brand or not

currently in the market for their products and services. The goal is to convey what your company does, why your products are unique, and why prospects should care about your company.

## The Lower Funnel: Nurture

In the lower funnel, your goal is to nurture prospects. It is to educate and influence prospects after they are aware of your brand—often via content marketing—but before they are necessarily ready to engage with a sales representative. Your mission is to give them the tools and resources to educate

themselves about your solution and how it can assist them, using specific calls to action that will help them find the most relevant information.

Nurturing also involves enticing your prospects to sign up for newsletters or product trials or to purchase your solution. By building awareness and nurturing your prospects earlier in the buying process, at this point, you are likely to have a group of highly targeted prospects ready to convert—but they may need a few more reminders to nudge them into action.

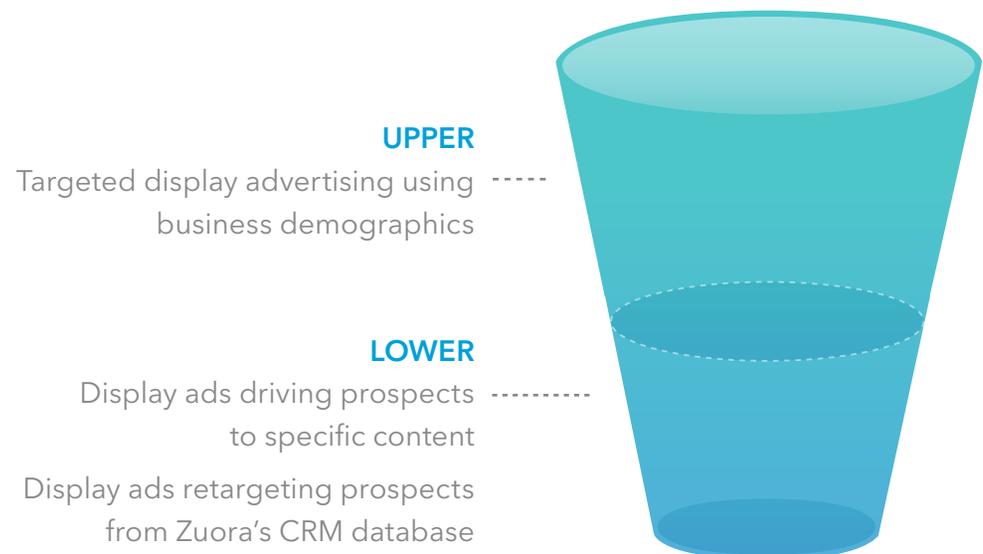
# ZUORA'S REAL-WORLD SUCCESS IN FULL FUNNEL MARKETING



Zuora, a business solution that helps companies automate subscription billing services, developed a full funnel marketing strategy that would help the company raise brand awareness, engage with target prospects, and ultimately generate new leads and conversions.

At the top of the funnel, Zuora uses display advertising and business demographics to target professionals in various industries across a specified range of job functions through a display advertising campaign. As a result, Zuora saw a 182 percent increase in page views, and a 21 percent lift in brand recall which translates to 124,863 more potential target prospects who are aware of Zuora.

In the lower funnel, Zuora switched from awareness-focused display ads to display creative with specific calls to action to view specified content on the company's website, such as product pages and demos. Users exposed to these



|| CASE STUDY: ZUORA

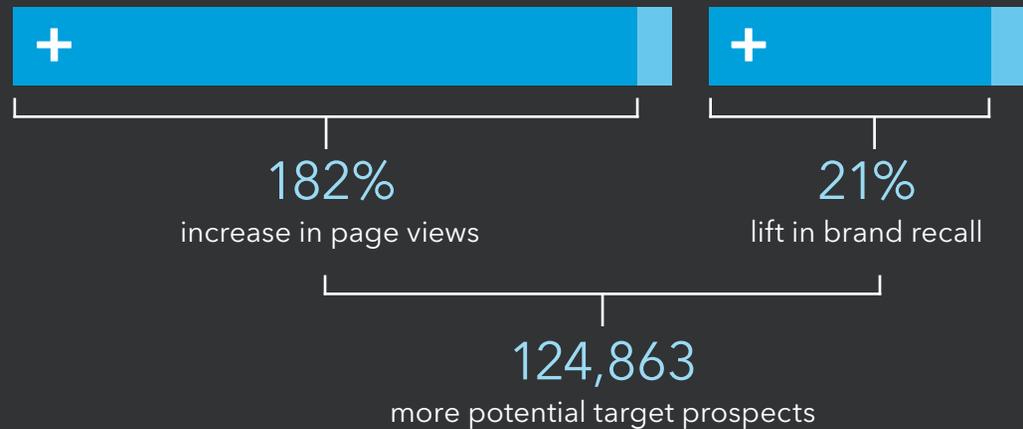
display ads were 42 percent more likely to view multiple web pages and invest additional time on Zuora's website.

Finally, in targeting lower funnel prospects who had previously demonstrated engagement with the company, Zuora used display ad retargeting, displaying direct-response ads to prospects who were currently in their CRM database or had previously visited the company's website or opened an email newsletter.

In total, Zuora's full funnel marketing strategy led to more than 1,000 new conversions, created a 21 percent boost in brand awareness, and increased page views by more than 180 percent.



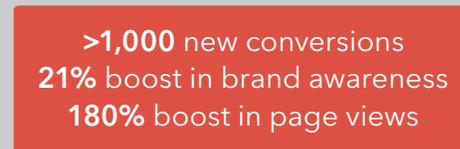
UPPER | Display advertising using business demographics



LOWER | Users exposed to display creative with specific calls to action



Display ad retargeting to prospects in CRM



# TARGETING THE FULL FUNNEL

In planning a comprehensive marketing strategy, B2B marketers must employ a diverse set of programs that impact the entire funnel to reach, nurture, and acquire prospects.

Full funnel marketing is focused on understanding the key objectives you need to hit at each stage of the funnel, pinning down the right metrics to measure progress against those objectives, and then deploying the most effective programs to achieve them.

B2B marketers who employ a diverse set of strategies to reach prospects across the entire funnel are likely to achieve the greatest success. And, it's important to understand the specific roles various programs and channels

can play in achieving that end goal. For example, online display advertising should not be considered as a "top funnel only" strategy; it has proven remarkably effective when used in comprehensive programs that reach every stage of the marketing funnel. A recent Harvard Business School study concluded, "We find that display ads significantly increase search conversion. Both search and display ads also exhibit significant dynamics that improve their effectiveness and ROI over time."<sup>[6]</sup>

Similarly, content marketing is a full funnel tactic. In the upper funnel, thought leadership blog posts and LinkedIn Sponsored Updates can be used to establish your brand as knowledgeable and helpful. In the lower funnel, whitepapers and videos can educate and engage prospects. Additionally, webinars and more product-focused content can drive leads, conversions, and even sales.

<sup>[6]</sup> "Do Display Ads Influence Search? Attribution and Dynamics in Online Advertising," Harvard Business School. <http://www.hbs.edu/faculty/Publication%20Files/13-070.pdf>

# INTERVIEW: MEAGEN EISENBERG

Chief Marketing Officer, MongoDB, Inc., .....

**Q:** How should marketers be adjusting to changes in the buyer's journey?

**Meagen Eisenberg:** We all know the story around how buyers have more information when they come to us, and they are doing a lot more research. But on the other side, we as marketers also have a lot more information if we are embracing newer technologies. If we're capturing the data and we know which data to capture, then we are learning from it and getting insights. The amount of time that it would typically take to go through the funnel should be shrinking, because not only do they know more about us – but we know more about them if we've done our job and have embraced the new technologies.

**Q:** How do you define "data," particularly the data you have on customers and prospects?

**Eisenberg:** Data is information about the customer or prospect: It's their firmographic information. Is there engagement? Is there interest in different aspects of our company (based on what parts of our website prospects are visiting). If we are talking about buyers specifically, it's all the information about them: their interests, things that they like on Facebook, what they follow on social media, what content they consume. We can capture all of that data, and then use it to our advantage as marketers.



*“We all know the story around how buyers have more information when they come to us, and they are doing a lot more research. But on the other side, we as marketers also have a lot more information if we are embracing newer technologies.”*

–Meagen Eisenberg

**Q:** How do you believe in leveraging technology and how does segmentation fit into your marketing programs?

**Eisenberg:** When I was at my former company, since we were targeting a billion people, we lived and died by segmentation, and we leveraged technology. The marketing database there was Eloqua and then that platform has to be able to integrate with all these other technologies that are providing the marketing team with more information. From a segmentation standpoint, they have a ton of different technologies they're using – things like Mintigo for customer DNA and other insights. Are they the prospects most likely to convert based on predictive data? All of these technologies are giving them information they need to segment, and then they route the prospects in these segments through nurture programs. They have about 114 nurture programs. A prospect

gets routed to a particular segment based on the data they've collected about you. You're segmented by your line of business, by your title, by your industry, by your size of business, where you are in our funnel, your language, and your geo.

**Q:** How effective is segmentation?

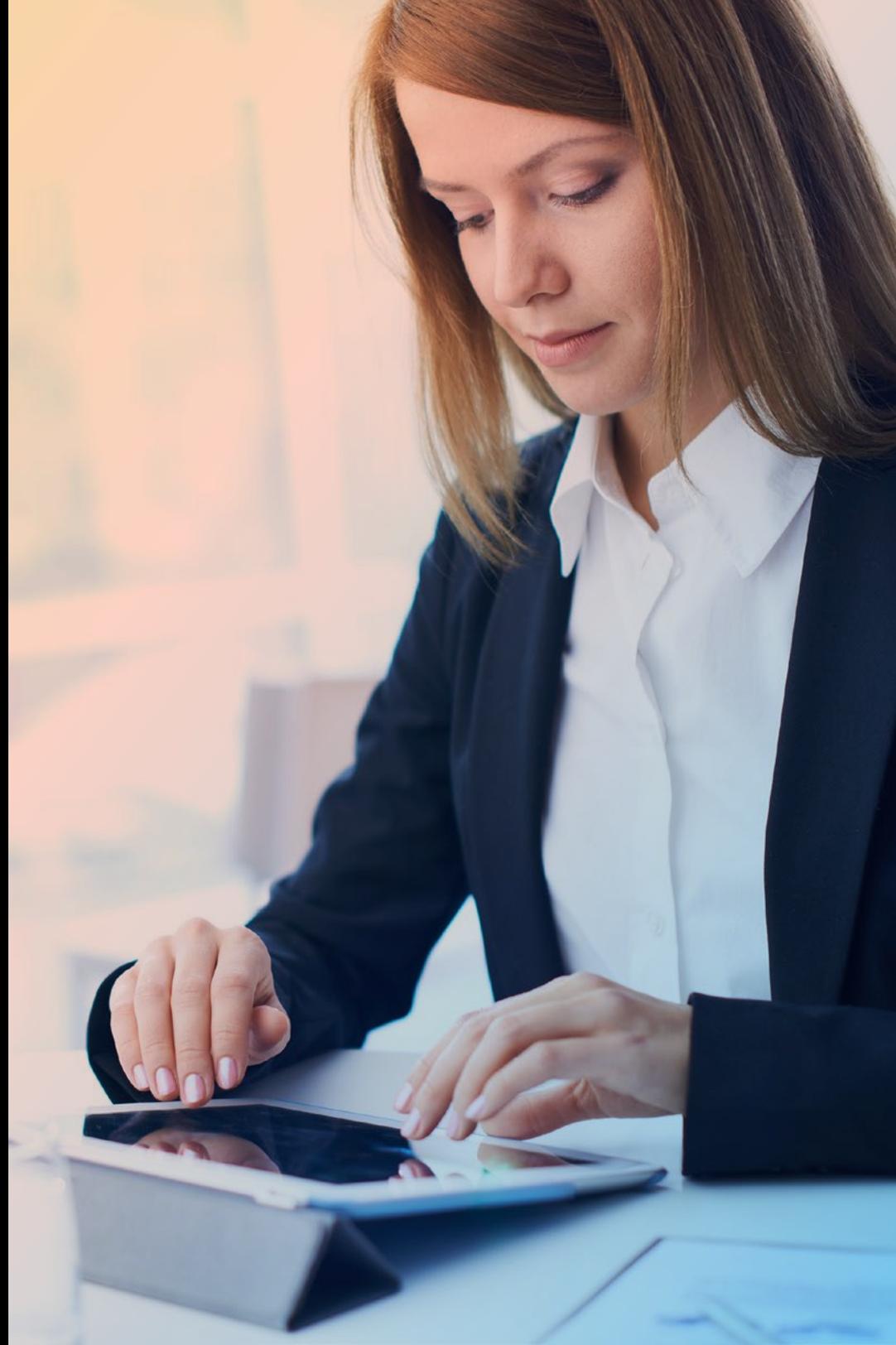
**Eisenberg:** When I was at my former company and looked at our Eloqua performance reports every month, they had on average a 42-43 percent open rate and the unsubscribe rates were 0.5 to 0.7. The open rates were quite high on average, considering they sent 65 million emails last year. It is effective, because the marketing team figured out their title and who they are, their level of seniority, their industry, their size of business and where they are on their funnel. They're communicating exactly what they need to know and what they need to process to become a customer or not.

*“We’re communicating exactly what they need to know and what they need to process to become a customer or not.”*

–Meagen Eisenberg

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DEVELOPING  
*a*  
FULL FUNNEL  
MARKETING STRATEGY



# DEVELOPING A FULL FUNNEL MARKETING STRATEGY

When launching an online marketing program today, it's essential to focus on a comprehensive overview of how your always-on marketing programs will help you reach prospects at each stage at the marketing funnel, subsequently guiding them from one phase to the next until they are prepared to convert.

Let's look at the primary considerations in developing a marketing program that seamlessly guides prospects from top to bottom funnel:

## **Top Funnel Marketing: Reaching Your Audience, Building Your Brand**

At the top of the marketing funnel, the marketer's goal is to increase brand awareness and exposure among as many people as possible within the company's target influencers and decision makers, priming prospects to respond positively to future offers.

Brand-building activities should include a mix of online and offline marketing strategies. Investing in public relations can help you secure earned media for your company, which will enhance your credibility. Engaging in content marketing and social media can also assist with introducing your brand to new audiences and boosting awareness. Filling your company blog with helpful and illuminating posts about your industry can be important in gaining awareness for your brand. Marketers can also expand the reach of their blog posts by promoting their own content on social



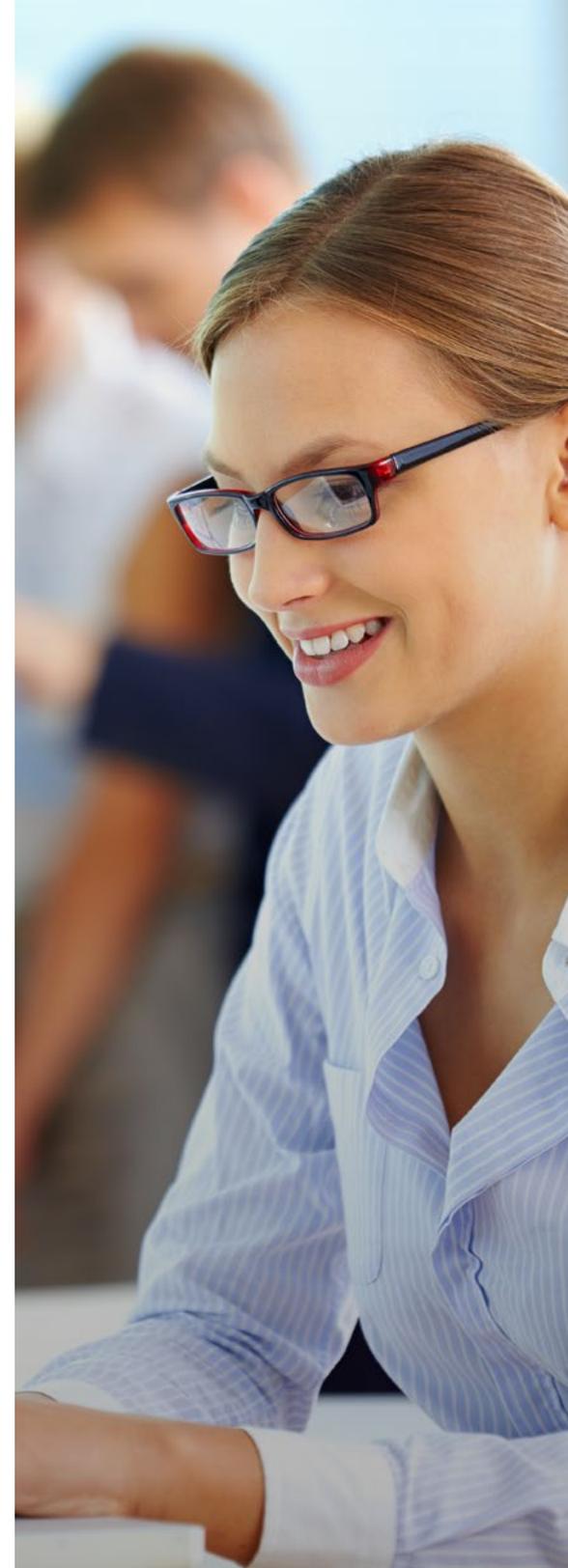
media or using paid advertising formats such as LinkedIn's Sponsored Updates. When pursuing this kind of content marketing, focus on providing helpful resources within your industry to gain a reputation as an industry thought leader.

Display advertising is also a highly effective method for reaching your audience in a very targeted way and at scale, introducing prospects to your brand. When investing in display, it's important to target your advertising carefully even from the beginning, in order to avoid wasting advertising dollars on unqualified prospects. In order to correctly target the appropriate business prospects, it can be very helpful to employ business demographic targeting, which identifies prospects according to specific business segments such as industry and job function, and serves ads to them anywhere they travel across the web. Because prospects are waiting longer to engage with sales, it's more important than ever to ensure your brand is top of mind by displaying ads to the right people, both early and often.

At this stage, focus on developing display and social media advertising with memorable impact, to help prospects become familiar with your brand and what your organization can offer. It's important to note that your click-through rate is not an accurate representation of your campaign's success: Many prospects will not convert at this time, but top funnel display advertising nonetheless has a direct and measurable impact on their later-stage actions. Such advertising can also have a direct and immediate impact on brand lift and recall; later in this Crash Course, we will further discuss the metrics to measure at each stage of the funnel.

### **Lower Funnel Marketing: Nurturing Prospects, Increasing Engagement**

Once prospects are familiar with your brand, the next step is to nurture them. You educate them about the solutions you offer, and encourage them to engage with your website, landing pages, and social channels. This kind of educational content and outreach are crucial to



maintaining contact with prospects, because prospects can interact with a marketer's content dozens of times before finally providing an email address.

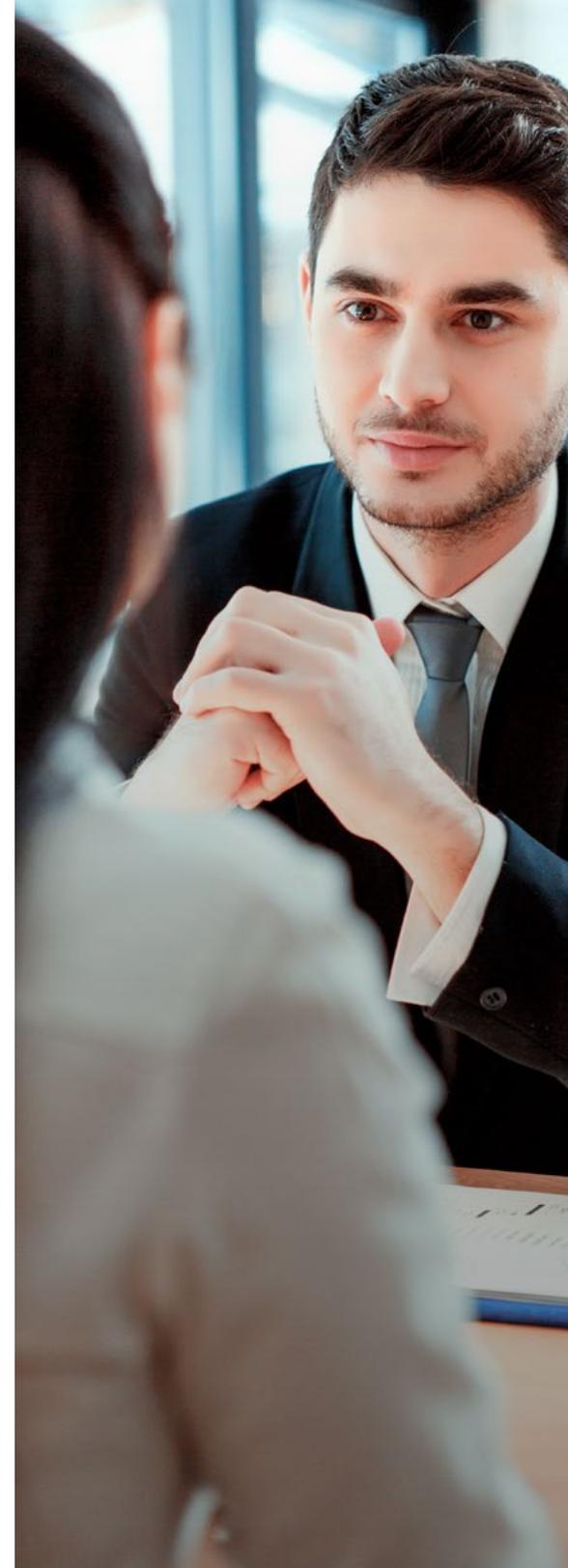
Developing engaging content, including a corporate blog, whitepapers, webinars, and other content offers, can effectively draw top funnel prospects into the lower funnel through search and social media traffic. You can gate some of this content, encouraging prospects to provide their contact details in order to download an offer. Once they've provided such information, you will be able to market to them directly with additional content and sales offers. Advertising through social media (such as LinkedIn) is an effective strategy for targeting lower funnel prospects with short text ads that include calls to action: Consider displaying targeted ads to them that lead them to highly relevant whitepapers, ebooks, and other gated content.

Investing in keyword search ads connected with your brand or industry

can also help you capture leads already familiar with the type of solution you can offer.

Display advertising can also be used effectively in this stage, focusing on developing targeted call to action ads encouraging prospects to access specific articles, videos, or other pieces of content that are closely aligned with their own business needs. For instance, a targeted keyword ad that links to a retail solutions brief can encourage a CMO for a major drugstore chain to learn more about your analytics software. Top funnel display campaigns have a significant impact on lower funnel engagement.

Once prospects are familiar with your brand and have had the opportunity to educate themselves about the solutions you can offer, they may convert without any further prompting—or they may not. For prospects who don't immediately convert, there are a number of effective techniques that are likely to guide your prospects towards a purchase.



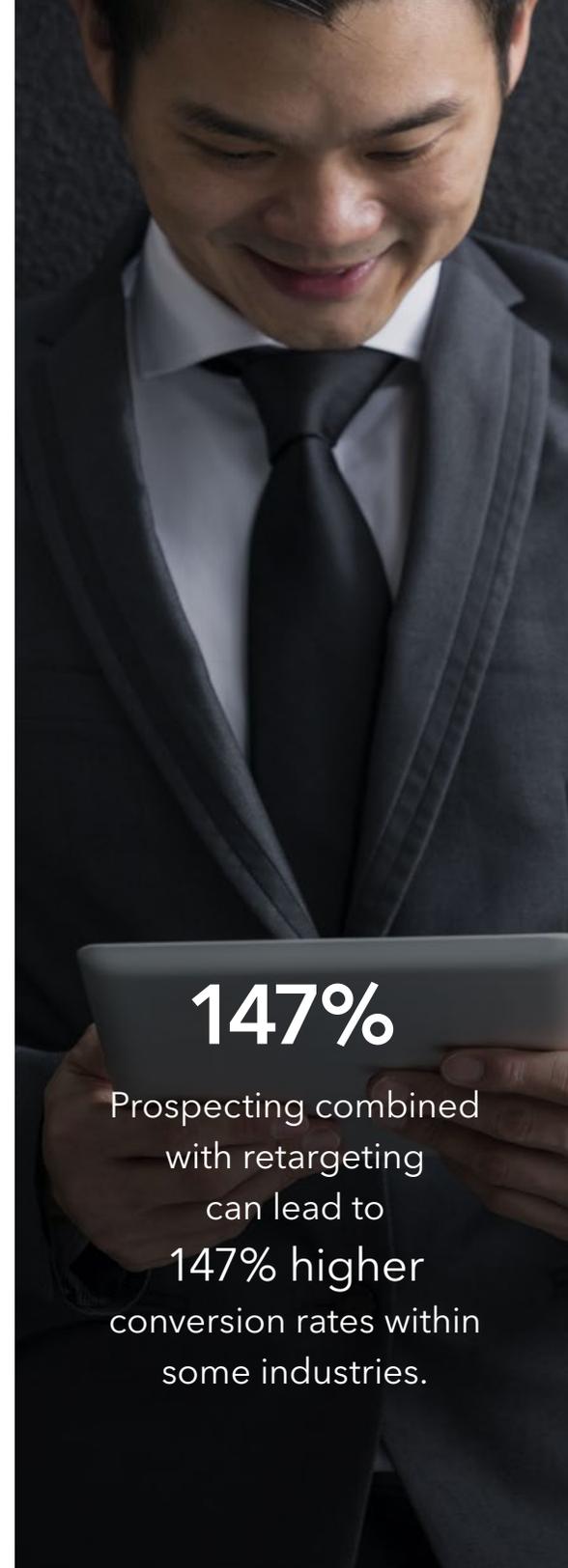
Bottom funnel prospects may still be seeking information on your company, so it's important to make sure they can easily find you in their online searches for keywords related to your company or industry.

Whether you choose to focus on paid search or on increasing your organic search rankings through content marketing, keyword marketing will be an important step in the process at this point.

Email marketing is also a high-priority initiative for reaching and nurturing prospects who have previously provided contact information in response to one of your gated content offers. You can customize your email marketing based on the prospect's demographics, website behavior, and previous engagement with your brand, ensuring that you are able to send highly relevant content and offers to each prospect to increase their chances of converting into a sale.

Display retargeting can be effective. According to one recent study, prospecting combined with retargeting can lead to 147 percent higher conversion rates within some industries.<sup>[7]</sup> But retargeting is a blunt instrument. Too often B2B marketers send the same retargeted ads to prospects as they do to job seekers who happen to visit their corporate website. Multi-channel nurturing is a more surgical version of this technique. It combines demographic data and online behavior to serve precisely targeted advertising to prospects.

<sup>[7]</sup> "Ad Retargeting Returns Higher Results With Prospecting," CMO.com.



**147%**  
Prospecting combined  
with retargeting  
can lead to  
**147% higher**  
conversion rates within  
some industries.

# BREAKTHROUGH TECHNOLOGY: THE EXPANSION OF NURTURING BEYOND EMAIL

In the Internet era, the concept of nurturing leads has been limited to email. No longer.

With email lead nurturing, B2B marketers have attempted to stay engaged with prospects who have shared their email address with e-newsletters and other email communications. Lead nurturing via email, especially when controlled

with marketing automation software, can be highly effective.

But there are downsides to this kind of lead nurturing. A critical drawback is the simple fact that only about 5 percent of a company's website visitors ever share their email address. On top of that, only 20 percent of prospects who shared their email address actually open their email.

The solution is to expand a B2B marketer's capability to nurture website visitors even when they haven't shared their

email address. With a new product called LinkedIn Lead Accelerator, B2B marketers have the capability to identify the business demographics of website visitors – the marketers can use data to discover, for instance, what industry visitors work in, what their job title is, and what their company size is. By combining this data with what content the prospect viewed on the website, the marketer can serve targeted display and social media advertising to prospects, nurturing them toward becoming a lead or a customer.



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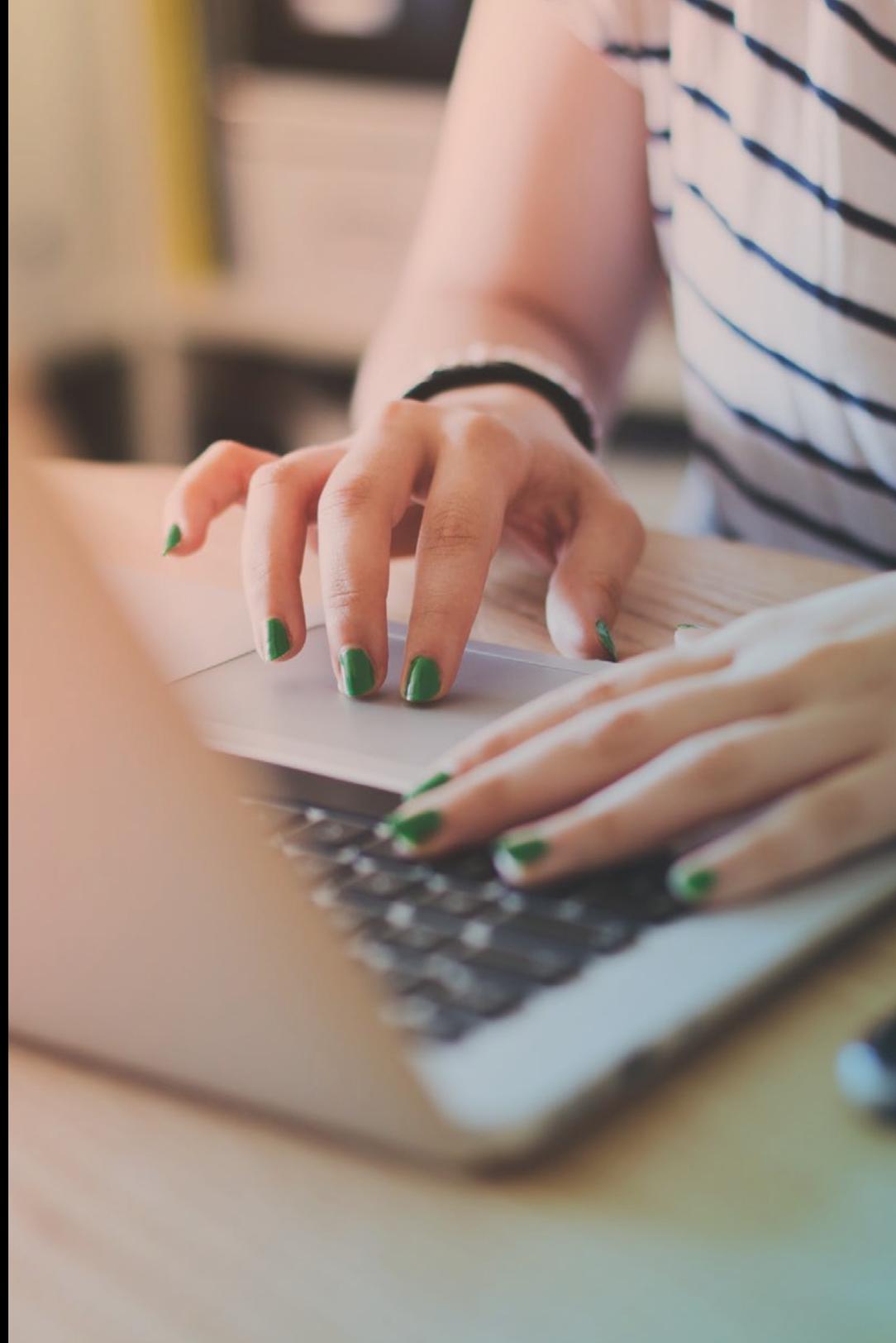
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# THE ANATOMY

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FULL FUNNEL  
MARKETING PLAN

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# THE ANATOMY OF A FULL FUNNEL MARKETING PLAN

When plotting a marketing program, it's important to consider prospects at each stage of the marketing funnel in determining the types of campaigns you plan to run and the budget for each one.

For example, rather than investing heavily in keyword search ads—which are good at targeting bottom funnel leads who are already familiar with your brand and industry, but will not help you identify leads who are not yet seeking a business solution—you should plan a solid marketing mix that reaches prospects at each stage of the marketing funnel.

## A potential full funnel marketing plan might look like this:



### Upper Funnel:

- Display advertising
- Public relations
- Social media engagement
- Blog content generation



### Lower Funnel:

- Display advertising
- Gated content offers
- Webinars
- Social media advertising
- Search marketing
- Email marketing

Again, display advertising and content marketing both serve an important role at each stage of the marketing funnel—raising brand awareness initially, and consistently reinforcing your brand to prospects in later stages of the decision-making process.

# INTERVIEW: DILLON ALLIE

VP-Client Services, HDMZ

**Q:** What's your assessment of how the buyer's journey has changed and the importance of those changes?

**Dillon Allie:** A lot of our clients are selling very sophisticated, expensive products that have a very long sales cycle, and it's really a considered purchase. The buyer's journey is not really a linear path anymore. It's more about being ready with the content that prospects need when they are making decision or when they're ready to make that purchase.

**Q:** Is the funnel still an apt metaphor for the buyer's journey?

**Allie:** The funnel is still an apt metaphor for a lot of industries. We're starting to look at content as almost like a GPS. Your content needs to be findable and on the map. Your customers may not be looking to buy your products that day, but that doesn't mean you can't serve them with something that will make an impression or can't attract their attention to wherever you're holding your content. For us, it is trying to figure out which content is going to be most relevant to them.



*“We find that the traffic coming from social media to a branded site is a more engaged visitor.”*

–Dillon Allie

**Q:** What's your approach to helping your clients with their content marketing?

**Allie:** Oftentimes, our clients have plenty of great content sitting already on their website or sitting in their marketing folders online. It's repurposing that content but also providing a central home where all of that content can live and then using your paid media to promote that content. That paid media could be PPC. It could be display networks. It could be direct mail or digital publisher partnerships. All of those references are used to drive prospects back to the content hub. So what's great about that is that all of your investment at that point has at least a metric that's meaningful. Your online metrics no longer are vanity metrics. A click means something: the download, the conversion means something.

**Q:** How has social media changed the game and do HDMZ clients use it?

**Allie:** We encourage our clients to use social media as a targeting tool. You can use the demographics on social media to serve prospects ads and generate some likes. We work with a lot of biotech, drug development, life sciences, diagnostic, and medical device companies. For their patients, we find that the traffic coming from social media to a branded site is a more engaged visitor. The fact they are on social media, learning about that particular subject, indicates that they care more and are more passionate. And they tend to spend a lot more time on the site, and they tend to consume a lot more content than those not coming from social.

*“The fact they are on social media, learning about that particular subject, indicates that they care more and are more passionate.”*

—Dillon Allie

# MEASURING THE IMPACT OF A FULL FUNNEL MARKETING APPROACH

How can you measure the effectiveness of your marketing initiatives? First, make sure that you are tracking the correct metrics: The metrics you should be focusing on will vary considerably depending on which stage of the marketing funnel you are nurturing.



## Upper Funnel

When measuring top funnel impact, look at factors such as brand recall (comparing brand awareness between a control group and an exposed group), lift in branded search results, targeted traffic to your website, and an increase in web form conversions.



## Lower Funnel

In the lower funnel, the metrics to use will focus on how engaged prospects are with your content. With an effective lower funnel campaign, you should see an increase in per-visitor page views to your website, a lift in web form conversions, increased branded and keyword search traffic, and an increase in leads, whether through form conversions or other methods.

Your company can also examine metrics such as leads generated and the total cost of each lead; overall lift in web form conversions; the influence of each sales opportunity on a prospect; and the share of revenue contributed by each closed deal. At this stage, you'll be better able to evaluate the overall return on investment of each marketing initiative and its impact in guiding prospects towards sales.

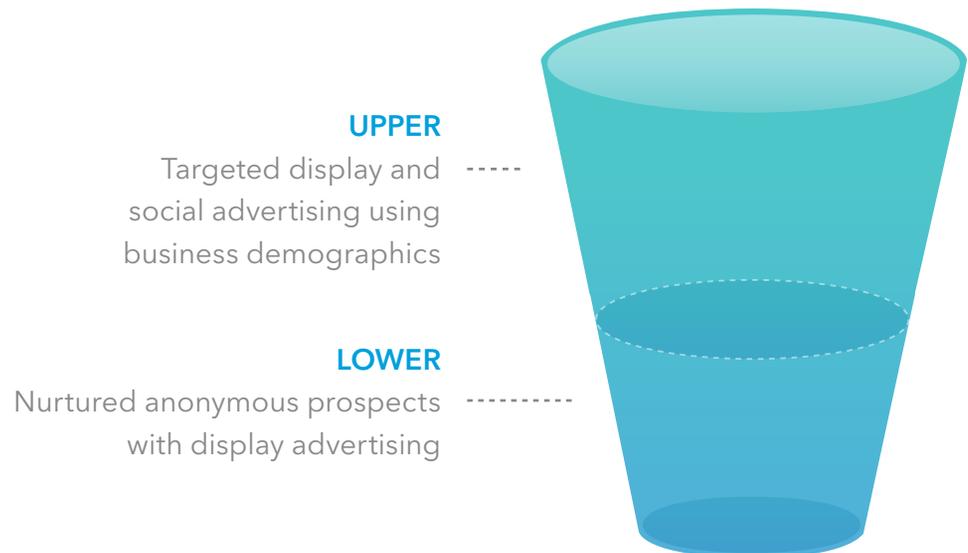
# CETERA FINANCIAL'S FULL FUNNEL CAMPAIGN



Cetera Financial Group is the second largest independent financial advisor network in the nation by number of advisors. Cetera Financial Group provides award-winning\* wealth management and advisory platforms, comprehensive broker-dealer and registered investment adviser services, and innovative technology for more than 9,700 independent financial professionals and more than 500 financial institutions nationwide.

A key part of Cetera's marketing is aimed at attracting financial professionals to join one of its firms. "We're always looking for new ways to increase our exposure with financial professionals, but we didn't want to stop there," said Eric Hansen, Director of Demand Generation Marketing at Cetera. "We wanted new and innovative ways to reach more of our target audience and drive engagement beyond email alone – to consistently personalize communication with them after they'd visited our website or given us their information."

\* 2014 Advisory Sponsor firm of the year, Money Management Institute



## || CASE STUDY: CETERA

To reach these professionals, Cetera employs a comprehensive full funnel marketing approach. In the upper funnel, the company uses targeted display and social advertising to reach hundreds of thousands of financial professionals wherever they are online. Using anonymous business demographic data, which can identify whether Internet users are in the financial industry, what their job title is, and the size of their company, Cetera ensured that its ads were only seen by its most coveted audience – professionals in financial services who worked at micro-sized companies with fewer than 20 employees. “We have people coming to us, saying, ‘I feel like I have to talk to you guys, because I see Cetera everywhere online,’” Hansen said. The metrics showed that the upper funnel portion of the strategy was working. Net new visitors, engagements levels, clicks, and

conversions all increased. In just three months, the upper funnel campaign drove more than 900 new visitors (previously not known) in financial services to the Cetera website.

In the lower funnel, Cetera nurtured both its known and unknown prospects to drive conversions. The company uses Oracle’s Eloqua marketing automation software to nurture its known contacts via email. Using Eloqua, Cetera segments its audience and automates email to the prospects and customers who have shared their email address.

But Cetera also wanted to nurture prospects who did not regularly open emails and prospects who had visited the company website but did not share their email address. With multi-channel nurturing, Cetera synchronized display and social advertising to its existing email



\$1M

*“Cetera said its ROI analysis indicates that this full funnel campaign drove \$1 million in new business.”*

## || CASE STUDY: CETERA

nurture campaigns. As Cetera's known contacts received emails week after week, they were also receiving display and social advertising that had messages similar to that of the email as they traveled around the Internet and visited social networks.

Cetera also used multi-channel nurturing to keep communications alive with its anonymous website visitors – those who hadn't yet submitted their email address to Cetera via a completed form. These anonymous prospects were placed into nurture campaigns that delivered display and social advertising as these prospects traveled around the web. Based on the anonymous business demographics of the website visitors and on the portions of the website they visited, Cetera delivered ads that were personalized to the prospects' interests.

Analytics showed that visitors, both anonymous and known, who had been nurtured with display and social advertising, viewed more web pages and visited the site more often than visitors who hadn't been nurtured.

Cetera said that its return on investment analysis indicates that this full funnel campaign drove about \$1 million in new business. "The results we're seeing right now are a product of adding display and social advertising into our overall nurturing strategy," Hansen said. "We can reach prospects anywhere online and make every interaction with them more personal and relevant throughout the buyer's journey."

### Nurturing with display and social advertising

Analytics showed that visitors, both anonymous and known, who had been nurtured with display and social advertising, viewed more web pages and visited the site more often than visitors who hadn't been nurtured.

27%

More page views / visit

13%

More visits / visitor

5

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# THE CRITICAL IMPORTANCE

*of*

ATTRIBUTION

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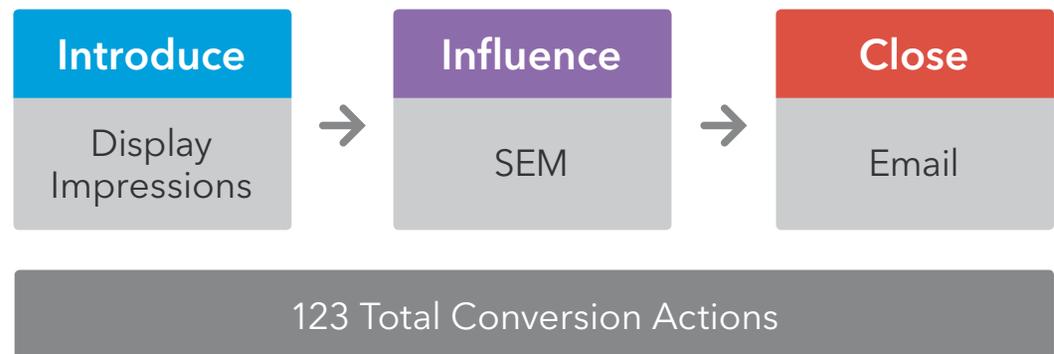


# THE CRITICAL IMPORTANCE OF ATTRIBUTION

When executing your full funnel marketing strategy, don't make the mistake of attributing each conversion to the "last touch."

For instance, if a prospect converted after viewing a keyword ad, he may have been equally influenced by the series of display ads he viewed prior to that point.

Carefully track each prospect's path to converting to help you accurately measure how effective each marketing campaign is in achieving your overall goals. By measuring your return on investment for each campaign at each stage of the funnel, you can better optimize future digital marketing programs.



In this marketing touch sequence, display, SEM, and email all touched the prospect. Far too often, however, all credit is given to email (the last touch), which ignores upper funnel tactics, such as display, and is an ineffective way to measure the value of your marketing programs.

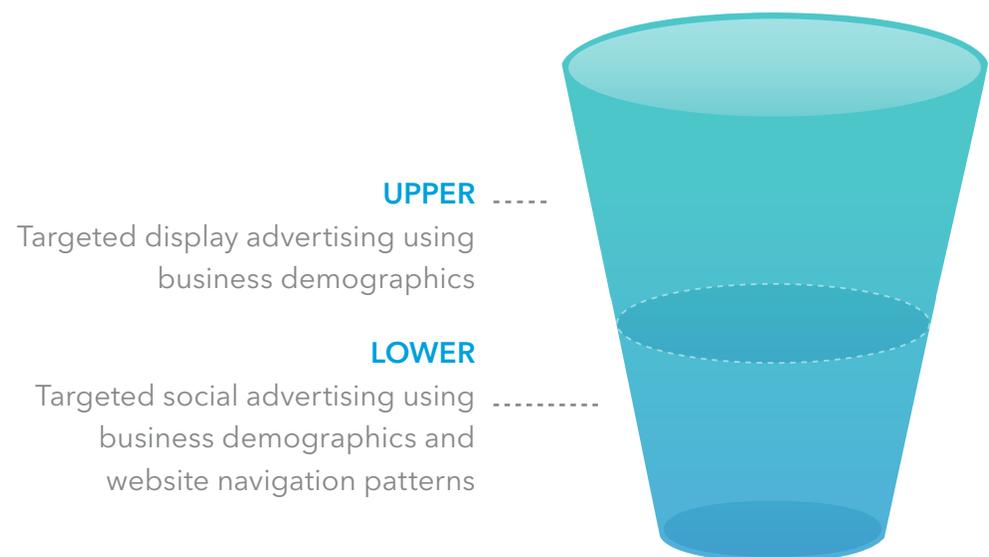
# HOW MYCORPORATION USES FULL FUNNEL MARKETING TO REACH SMBs



|| MyCorporation provides online document filing services for entrepreneurs who wish to form a corporation or limited liability company.

To find more of its ideal prospects – prospective entrepreneurs who are typically professionals currently working at small-to medium-sized businesses – MyCorporation sought to help educate and provide this audience with materials that would address the challenges of starting and running a business, walk them through every stage of the long decision process, and equip them with the tools necessary to be successful.

Deborah Sweeney, CEO of MyCorporation, knew that the first step to finding more of the right audience was to boost upper funnel marketing to increase awareness of



## CASE STUDY: MYCORPORATION

her company's brand. "Before becoming our customers, prospective entrepreneurs have to discover who we are and how we can help," Sweeney said.

Targeted display advertising gave MyCorporation access to millions of SMB professionals across the web with the ability to reach them with display ads wherever they traveled online. MyCorporation tracked the impact of its display advertising through key upper funnel metrics such as new website visitors driven by display ads, website visitation from professionals at micro-

sized companies (1-20 employees), and more.

In roughly seven months, its targeted display ads drove more than 4,400 new visitors in the coveted demographic to the MyCorporation website. Analytics also revealed a strong upward trend in daily website visits from professionals in micro-sized companies.

Most first time visitors to MyCorporation's website do not immediately provide their contact information to become leads or paying



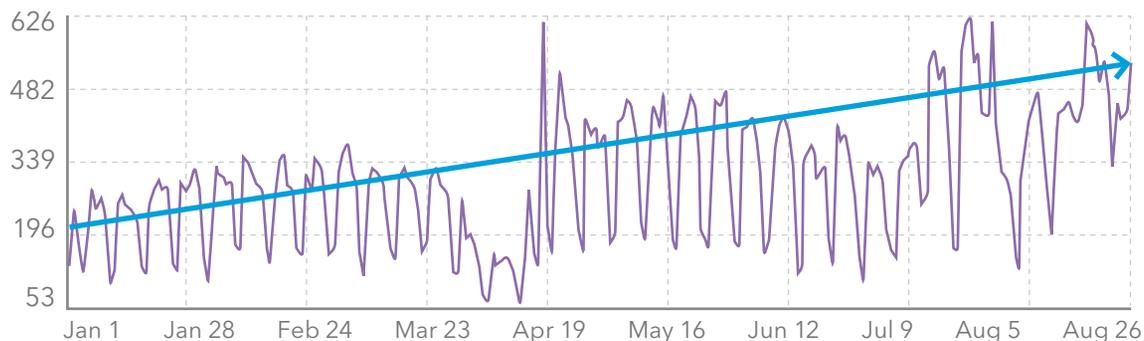
### Targeted display ads

In roughly seven months, its targeted display ads drove more than

**4,400**

new visitors in the coveted demographic to the MyCorporation website.

### Daily Website Visits From The Target Audience: Professionals At Micro-Sized Companies



## || CASE STUDY: MYCORPORATION

customers. But upon their arrival to the website, MyCorporation immediately learns more about who they are and what they're interested in – opening up a huge marketing opportunity. With multi-channel nurturing, MyCorporation used business demographic data and website navigation patterns of previous website visitors to nurture them online with waves of display and Facebook ads catered to their specific interests. For example, visitors that only viewed the home page were nurtured with one sequence of ads, while prospects who perused key web pages such as “Start My Business” and “Run My Business” progressed along different nurture paths of their own. In four months, MyCorporation use of multi-channel

nurturing delivered highly relevant content to its website visitors week after week and converted more than 178 of them into paying customers.

For MyCorporation, targeted display advertising helped drive new SMB audiences to its website, while multi-channel nurturing generated new leads and new business. Sweeney recognizes the value of a full funnel strategy, and for her, it all comes down to driving conversions and ROI. “We’ve seen quick growth in our return on investment from multi-channel nurturing. What started out at around 80 percent ROI quickly grew to 140 percent, 220 percent plus and growing, and we continue to beat our conversion targets.”

“We’ve seen quick growth in our return on investment from multi-channel nurturing. What started out at around

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–Deborah Sweeney,  
CEO of MyCorporation

# INTERVIEW: MICHAEL BRENNER

Head Of Strategy, NewsCred

**Q:** How has the buyer's journey changed, and how should marketers be responding to those changes?

**Michael Brenner:** The main thing is the explosion of content. What's happening is that while we are creating tons of more content, we're just feeding the beast. What I mean by that is there are hundreds of people out there talking about how we're in information overload. But the bottom line is that we seem to have an increasing capacity to be able to consume all this information. What's happening is that we're getting more informed, and we've all seen the research that the buyer's journey is 60 percent to 70 percent complete before buyers

reach out to a vendor. We have access to information that allows us to be more informed, and we're taking advantage of that. The amount of information that we as buyers are consuming throughout the customer journey is just going to continue to increase.

**Q:** What's your assessment of the funnel as a metaphor for this whole process, do you think it still applies and why or why not?

**Brenner:** The funnel metaphor, at its basic level, is that there are more people that are always starting the process than there are at the buying stage. There are more people who aren't ready to buy than are ready to buy. There are more people



*“The funnel metaphor, at its basic level, is that there are more people that are always starting the process than there are at the buying stage.”*

–Michael Brenner

that are trying to figure out what the hell cloud computing is than are ready to buy Amazon Web Services or Dropbox. That aspect of the fundamental metaphor is totally still relevant and always will be.

**Q:** How well are marketers using data to drive prospects through the funnel?

**Brenner:** The necessary skills in marketing are data, content, and technology. We've always created content; it's just become such a focus because of the way the digital landscape has changed, and we all walk around with super computers in our hands with our phones. The data is just the signal: marketers send out a piece of information or a message, and people either consume it or don't – and that sends the signal

back to us as marketers that says, "Yes, I love this," or "No, I ignored this." So I think data is equally as important, and as a content marketer at a content marketing company, I'm here to say that data is equally as important as the platforms and the approaches we take to publish it. But I also think that we can't forget technology. Gartner predicted that CMOs are going to become bigger purchasers of IT than even the CIO. The reason for that is we need the technology to help us understand how we're going to reach today's consumer with all the digital channels that are available to them and all of the ways that we can reach them with content.

*“Data is equally as important as the platforms and the approaches we take to publish it. But I also think that we can't forget technology.”*

–Michael Brenner

# CONCLUSION

When determining a marketing plan for your own business, take a long-term approach to determining budgets, campaigns, and metrics relating to reaching, nurturing, and acquiring prospects at every stage of the marketing funnel.

Avoid overfishing in the lower funnel and invest in awareness and other upper funnel tactics to ensure your funnel is full of prospects just entering the funnel who will be ready to buy in a year, 18 months, or two years from now. At the same time, don't ignore new technologies, such as multi-channel nurturing, that provide

new and effective ways to nurture. By creating a full funnel marketing plan, you can optimize your budget and maximize the impact of every campaign you run—resulting in reduced spending, higher conversion rates, and powerful results.

# FOR MORE INFORMATION

B2B marketing is changing so quickly, and keeping pace with the latest improvements can be a tough task. Using social media to follow these B2B marketing experts can help make sure you don't fall behind:

## **Ardath Albee**

CEO, Marketing Interactions  
@ardath421

## **Jay Baer**

President, Convince & Convert  
@jaybaer

## **Michael Brenner**

Head of Strategy, NewsCred  
@brennermichael

## **Jeff Bullas**

CEO, JeffBullas.com  
@jeffbullas

## **Joe Chernov**

VP of Marketing, HubSpot  
@jchernov

## **Paul Dunay**

Financial Services  
Marketing Leader, PwC  
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## **Meagen Eisenberg**

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## **Steve Farnsworth**

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## **Doug Kessler**

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## **Alan See**

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@alansee

## **Brian Solis**

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@briansolis

## **Mike Volpe**

CMO, HubSpot  
@mvolpe



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