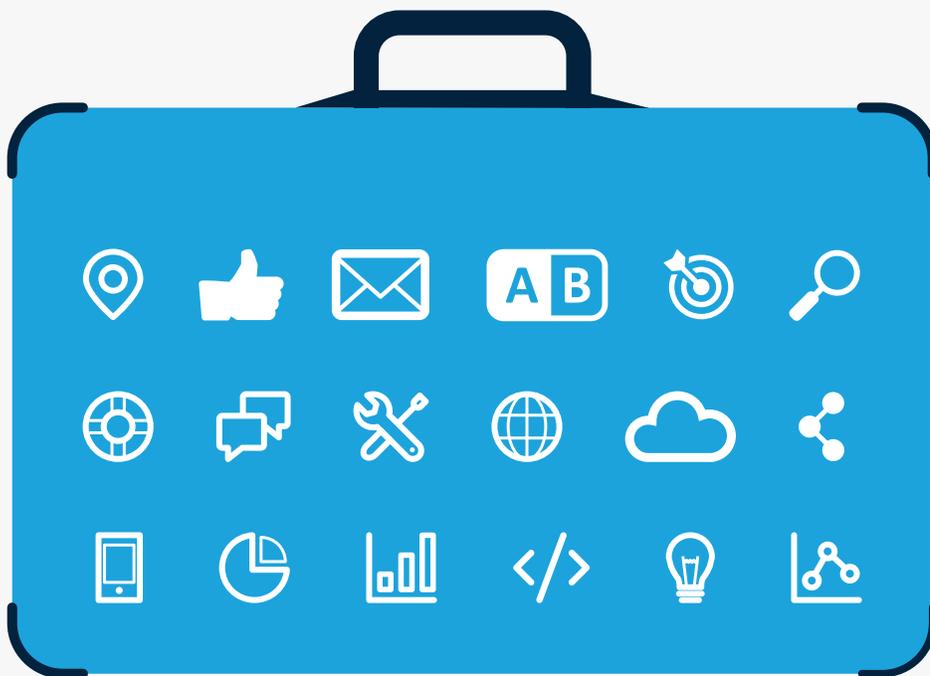Kentico

5

ways to optimize your digital campaigns

Digital Marketing and Today's Proactive Buyer

As a marketer, it's crucial for you to master digital marketing to be ready for customers on different channels and at different points in the buying journey.

You face many challenges for achieving successful results with digital marketing:

- Meeting the expectations of today's ever-demanding multi-channel customers

- Executing consistent digital campaigns that drive favorable business outcomes

- Personalizing customer interactions with relevant experiences

- Using analytics to continuously expand understanding of customers and build customer relationships that extend the customer life cycle

- Converting buyer interactions to quality leads that result in purchases and future business

You also have many tools to help you overcome these challenges. The smart use of digital marketing practices and technologies maximizes the positive impact that you have on your customers and their buying journeys. Optimizing digital marketing engenders more relevant interactions with individual customers that result in successful sales outcomes.

Digital marketing must be organized around customer data, technology, and content; continuously updated customer data and marketing analytics, an integrated platform of digital marketing technologies, and high quality content that connects to customer needs and interests.

Optimizing Digital Marketing Through Customer Relationship Management

Digital marketing is far more successful when you thoroughly understand your customers and what they want and need, particularly since most customers change over time. Marketers can use the intelligence from customer data analytics to provide relevant responses to customers on buyer journeys and determine what steps should be taken to further help customers make buying decisions. As a result, you build processes to continuously improve marketing activities, including campaigns and long-term programs. Insights from analytics also strengthen ongoing customer relationships.

Improving customer engagement and communication requires the integration of digital marketing with responsive customer relationship management (CRM), both through practices and technologies. Marketers must create strategic plans for building top notch relationships with prospects and customers, which provides more value over time.

Content that matters to your customers depends on its relevance to their needs and where they are in the buying journey. A strategic approach allows you to maintain consistent content topics over time that reinforce the strength of your brand and what it offers to your customers.

Other channels contribute to improved customer relationships and engagement:

- Social media opens the door to valuable one-on-one interactions

- Mobile-friendly, responsive pages and emails are increasingly desired by customers

- Video continues to draw customers; pages with video often show up in top search rankings; visitors stay longer on sites with video

Buyer-Driven Engagement
Has Changed the Sales Funnel

Now that your customers are active on digital channels, the traditional linear sales funnel no longer reflects how your customers usually travel in their buyer journey. Customers often don't start at the top of the funnel (Awareness) and don't always take a linear path from Awareness to Action. Frequently they move up and down the funnel iteratively, depending on their desires and circumstances. Customers often pause in different parts of the buyer journey and backtrack to previous steps. These non-linear journeys comprise important customer experiences.

This new iterative sales funnel makes the tools of digital marketing even more important, particularly to connect the right marketing activities and content to the right customer at the right time. Digital marketing must provide continuous responsiveness and relevance to your customers – wherever the customer interacts with your brand. Using an integrated digital marketing platform takes you beyond proactive engagement to dynamic responsiveness to anything that your customers want.

It's important to align technologies such as marketing automation and analytics to today's "customer experience" sales funnel. You use these technologies to better focus marketing activities (campaigns, programs, long-term initiatives) in ways that bring positive results, ensuring the best return on investment in campaigns and programs.

Awareness

Consideration

Decision

Action

Applying metrics to various stages in a campaign or program, correlated with the sales funnel, points the way to optimization and improvement, just in time to make a difference in customer interactions:

Awareness

Organic keyword rankings, organic search traffic, referral traffic, paid search traffic, paid search cost, and direct traffic (which often includes social traffic)

Consideration

Click-through rates; form submission rates on landing pages, view-to-click on call-to-actions; these provide the data to optimize and test new verbiage, layouts, and content to improve customer engagement

Decision and Action

Lead volume, marketing qualified leads, sales qualified leads, leads to proposals ratio, overall conversion ratios, close rates; be sure to measure at these stages and across every stage

Conquer Your Digital Marketing Challenges

To truly maximize your digital marketing success, define campaign objectives before you do anything else: when you clearly identify your destination, you will find effective ways to get there. How you intelligently utilize your people, processes, and practices for digital marketing activities will make or break successful outcomes.

You can also take digital marketing to new levels by mastering the capabilities of

technologies that enhance your execution of digital programs and campaigns. Obviously technology is a key component of digital marketing, but it makes the biggest impact when you maximize how you use different tools, especially to overcome the challenges that impede your success.

When you leverage digital marketing to better understand and serve customers on their buying journeys, you ensure optimal

outcomes. The base work needed for the effective use of many of these technologies draws on the same customer analytics and intelligence used to expand your understanding of your customers.

And always remember: customers change constantly. Revisit all strategies and tactics on a regular basis.

Maximize your digital impact: Personalization, Audience Targeting, and A/B Testing

Personalization and audience targeting for your digital marketing can attract more of the right people to your different messaging initiatives, campaigns, websites, and content marketing. Another important tool for

matching the right content to your customers is A/B testing for site and page design, as well as the design of offers and messaging. Digital marketing technologies greatly enhance your efforts in all of these areas.

1

Personalization

Your website presents a rich opportunity to draw attention and interest from the right buyers. There is one main challenge however, most first-time visitors are anonymous. Personalization capabilities open the door to engaging these visitors by examining their individual attributes such as location and digital behavior. Your website can then offer a more customized experience by presenting the most relevant information, video, and images.

Enliven Personalization to serve up what visitors are looking for:

- Determine visitor attributes that are relevant to your digital marketing strategy: purchasing behavior, personal profile, demographics, etc., then create personas

- Understand what you are personalizing and why; use analytics and metrics to keep track of which personalized content better connects with target visitors

- Develop different texts for the same campaign, tailored to different customer segments or personas

- Often your existing content can be used for personalization; this includes product offers, calls-to-action, video and images, recommendations, and reviews

2

Audience Targeting

The analytical groundwork for audience targeting boils down to understanding more about your customers and what they might want from your products and services. You will look at behaviors for searching for products and solutions, purchasing behaviors, preferred interaction channels, geographies, demographics, and so on. Digital marketing tools are must-haves to handle multiple target audience profiles, organized by customer-preferred channels, and to continuously update them.

Optimize Profile Attributes for audience targeting that entices the right customers:

- Be sure your overall market is large enough to segment into categories for different kinds of customers; then build profiles for each category

- Document and provide metrics for the differences between categories to ensure distinct targeting for each category

- Identify the preferred communication channels for each audience category

- Each category should receive different benefits from your products and services; focus on these benefits when you communicate with each category for personalized engagement

- Audience targeting rarely works right the first time, be prepared to spend time testing to get it right; allow for organic improvement over time
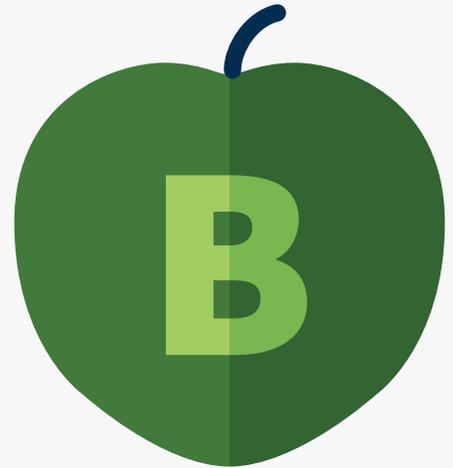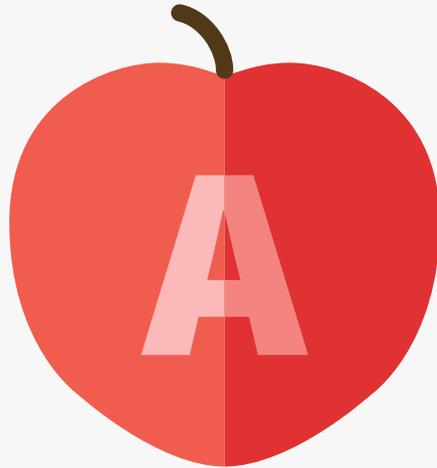
A/B Testing

A/B testing of your designs, content, and calls to action is an important part of optimizing your digital marketing campaigns. A/B testing also has a relationship to audience targeting and personalization, by ultimately fitting appropriate content to each customer. Through A/B testing you have the opportunity to create and present the best content or page to different categories of customers. A/B testing takes the guesswork out of designing good calls to action and web pages. With real data, you can accurately determine what works and why. The key is to continuously test and improve.

3

Sharpen A/B Testing to better engage customers:

- Keep it simple: only conduct one test at a time and only test one variable at a time

- Variables come in all sizes: consider starting at a higher level for bigger improvements; test your entire landing page, call to action, or email as a variable

- Decide on the statistical significance goal for selecting the best option before you start testing

- Seasonal variations can affect your visitor behaviors; test results from summer may not apply to visitor behavior in the winter

- Test different kinds of content and forms in different stages of buyer journeys to learn how to better move customers along the entire conversion path

- Quality of leads and conversion rates matter here – landing pages that produce results

Email Marketing

Email marketing can perform more effectively when it takes advantage of other digital marketing tools. With the sophisticated personalization made possible by marketing automation, email marketing takes on a fresh approach to producing optimal results and providing the right content for customers.

Marketing automation makes email a part of integrated multichannel marketing where email can work with other content types to provide an exceptional customer experience. Email campaigns succeed when they are relevant, entertaining, and informative for the target customer.

4

Energize Email Marketing with marketing automation:

- Deliver the right content to the right person at the right time

- Have a conversation with your customers about things that interest them, instead of pushing a one-size-fits-all marketing blast

- Ensure consistent experiences across all channels to connect the purpose of your email campaign to all customer interactions and to your brand

- Use goals and periodic metrics for continuous improvement and to fulfill overall strategies

- A/B testing plays an important role for creating email content that engages different categories of customers

Lead Scoring

Lead scoring is a key part of lead management, and helps you get the most from more leads. You can score leads based on interest shown in your products and the customer's fit to target buyer personas and markets. Typically lead scoring uses behavioral and demographic attributes or dimensions to rank leads, giving sales-ready leads the highest scores.

But the actual lead score isn't the main objective, what matters is the hierarchy of point values (for example, some activities are worth more points than others) so that the higher the score, the more actionable the lead. A lower score doesn't necessarily equate to a "bad" lead. It usually indicates an early stage in the buyer's journey. Based on the score and nurturing rules, the lead is likely a candidate for further nurturing. Be sure to work closely with Sales to agree on which metrics to use to evaluate the effectiveness of the lead scoring system.

5

Maximize Lead Scoring to get more from all leads:

- Keep it simple; connect efforts clearly to campaign goals, target audience, success metrics

- Continuous process improvement is a must: analyze scoring algorithms against actual sales outcomes, and validate with the sales team and other data sources

- Review visitor online behavior to see if their actions are really demonstrating the best

leads and are being reflected properly in the scores

- Monitor/report on lead type and conversion rate; assess results quarterly and optimize when needed

- Integrate with CRM to provide visibility for all teams and to support follow-up prioritization

And Continuous Analytics Make You a Smarter Marketer

Analytics, metrics, and KPIs are essential to the success of digital marketing. This includes the processes and practices necessary to continuously measure, understand, improve or change tactics, and provide insight for marketing strategies. Smart marketers ensure that analytics and metrics connect digital marketing activities to buyer journeys and movement through the sales funnel at each stage. Analytics and metrics also help connect digital marketing to the goals of the business – to clearly show the value of digital marketing.

A rich array of analytics and metrics help you in every aspect of your digital marketing efforts:

- Messaging, email, and campaign execution performance including A/B Testing metrics, cost-per-lead, and lead-to-customer conversions

- Search: SEO rankings, keyword performance, and conversion metrics

- Web traffic: traffic sources, bounce rates, click-through rates, and conversions

- Website visitor behavior: site navigation, page flow, page views, session duration

Overall Customer Analytics benefit the entire organization including marketing:

- Behavioral and predictive analytics: segmented customer buying behavior, future product and buying trends

- Customer intelligence: compiling customer information to better understand customers, and improve content, interactions, and offers

Beyond the significant worth of these individual metrics to fine-tune current campaigns and programs, the overall accumulation of analytics results point the way to improving digital marketing efforts and customer experiences. Combining analytics with your marketing experience and creativity is where you will shine. The technologies of digital marketing aren't meant to replace creative vision and innovative ideas that come from the human element. These technologies help you keep the customer in full focus to ensure continuously updated context and relevance for all of your marketing efforts.

Marketing Automation	Online Communities
Personalization	**Email marketing**
A/B Testing	**Lead Scoring**

Guiding your Website Visitor Down the Sales Funnel using Kentico's Digital Marketing Tools

Guiding your visitor down the sales funnel with Kentico should be a continuum that offers potential customers an engaging, never-ending website experience. It is never-ending because even once you have led a visitor through every stage (Awareness, Consideration, Decision, and Action) all the way through to a successful sale, the fun should start over and over again! With the

business example provided below, we will show you how you can keep your visitors coming back for more, so that your business keeps growing.

Let's say that you have a brilliant website that sells thousands upon thousands of "rare food" gourmet food cookbooks. Whether your visitors have an appetite for caramel

candied frog legs, or chocolate and chili pepper covered ants, they will never run out of shocking and scrumptious recipes to make for their families and friends. This is all the more reason to implement Kentico's powerful digital marketing tools and make sure that your visitors can't get enough of all of the fascinating recipes and accessories your company has to offer. Let's see how…

1

Raise Awareness with email marketing

Kentico's email marketing tool is a sure-fire way to reach out to a larger audience and establish first contact with them. You may have a few hundred current visitors who would love to prepare a succulent sautéed wombat, but how about extending this recipe to several thousands of other curious gourmets?

With email marketing, once your visitors download your free "Rare Gourmet Cooking Starters Guide," or watch the "Insect Prep Webinar," they will receive an email offering them a vast array of other products at their disposal, making them aware of the various other fine products your website offers.

2

Continue to raise Awareness with Kentico's Online Communities Solution

Use Facebook, Twitter, and the many other social media pages to continue raising the awareness of your product. Kentico's Online Communities Solution allows you to easily integrate social media elements into your website. Curious visitors to your Facebook page may be interested in your new slow-roasted capon with cherry sauce – after clicking on the post, they will be taken to your webpage so that you can see who they are and stay in touch with them afterward. Don't forget to use Kentico Analytics to see where your visitors are coming from, your number of page views, file downloads, referrals, and much, much more.

3

Use A/B Testing to improve your campaigns

Want to find out the best way to turn your visitors into SQLs? Use A/B Testing to prepare multiple variants of the same page with different graphics, text, and layouts. This will let you know if having a picture of the cockroach brochette delicacy accompanied by a Waldorf salad brings you higher conversion rates, with, rather than without, a side dish. In other words, by using A/B testing you are comparing two variants in order to see which one yields more conversions, helping you create more successful campaigns.

A/B testing

Variant 1

Variant 2

Use Kentico's Personalization feature once your visitor reaches the Consideration stage

Now that you have specific details on your gourmet chefs (such as the information they are searching for and the pages they are browsing on your site), start personalizing the content so that it's tailored to their needs. With Kentico personas you can provide visitors with personalized content to better meet their demands in the first three stages of the sales funnel. If you see that a large number of visitors are searching for tropical and Caribbean style dishes, you can create a downloadable PDF with great recipes, so that you are presenting your visitors with offers that are directly tailored to their needs, based on their personas.

4

5

Reassure your visitor in the Decision stage

You can confidently apply lead scoring throughout the first three stages of the sales funnel because you are collecting data about your visitors to help them take action toward the final step. On a business level, lead scoring helps you identify Marketing Qualified Leads (MQLs) and Sales Qualified Leads (SQLs) so that you know where your visitor is in the buying process. At the decision stage in particular, use lead scoring while you are using personalization to provide customized content to visitors based on their behavior. If you see that a particular aspiring chef has an appetite for rare seafood, you are able to offer them your crème of jellyfish recipe at just the right time, convincing your visitor to buy, through delivering content about the type of cuisine they want to prepare, when they want to prepare it. Help them make the right decision with ease by using lead scoring with personalization.
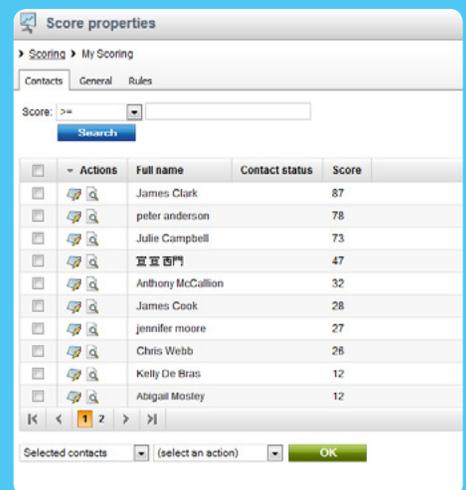
6

The Action phase happens when the sale is made, but our story does not end here

If you want to keep your gourmet chefs happy, you should always offer them new opportunities that will whet their interest and their palates. With Kentico Marketing Automation, the process of keeping your new customer interested in your product is ongoing. Use marketing automation to keep your customers updated on products, promotions, and more.

7

Guide your visitor further into the Consideration stage with marketing automation

Follow up on your visitors with Kentico's Marketing Automation feature. Marketing Automation develops new leads and generates wider demand for your products and/or services. It implements those aspects of your marketing plan that do not require human resources, including the distribution of your message across multiple marketing channels. It maintains network connections through direct, personalized contact and provides content that is useful to your prospective visitors. Now you can alert your visitors about the new vegan seaweed soufflé recipe without having to lift a finger. Simply automate the process, and let the Kentico Marketing Automation feature do the rest.
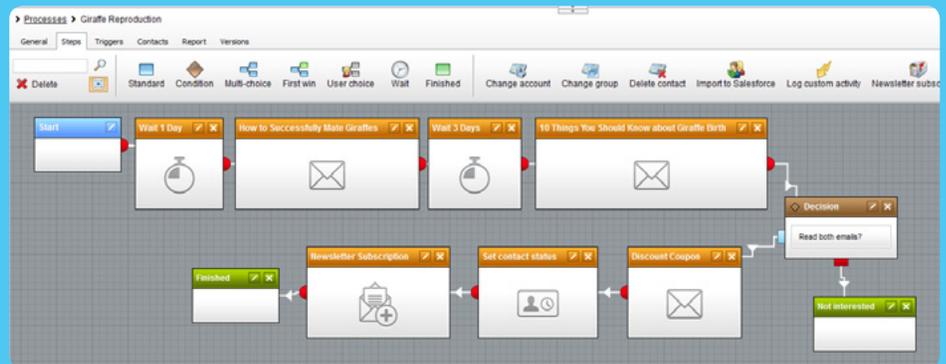
Kentico's digital marketing tools will help you engage and stay connected with visitors and returning customers over and over again in the sales funnel. Your rare food, gourmet chefs will always be updated with the right recipe at the right time, making your website their go-to source for their latest dish. By applying the right set of Kentico's tools at the right time you will improve your customer's website experience, increase your number of visitors, boost your ROI, and grow your business. Kentico's right-first-time-technology comes with a powerful content management system, and its superior enhanced marketing solution will take your game to the next level. Download your free trial version of Kentico today to find out what kind of great websites we can cook up for you.

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