

8

Crucial Online Marketing Tools Every Marketer Should Know

Are you using these eight success-critical tools in your marketing activities? If not, then you're missing out on leveraging the latest in visitor engagement, lead nurturing, and customer conversion. Used together, you can turn your website into a sales and marketing powerhouse!

1

Content Personalization and Segmentation

Sure, Your Website Can Talk, But Can It Listen?

Generic marketing assumes that all site visitors are the same and continues spurring out the same old stuff time and again, despite a wide range of customers and their wider range of interests.

But by identifying the specific needs of your visitors, you can deliver a **better customer experience and boost engagement** by reacting to those needs in real time.

By segmenting your customer base into multiple groups of individuals that share the same value criteria (based on information gathered on your website), you can target each of them more accurately with personalized content while widening your reach within each classification.

Information gathered includes a mix of personal data and website behavior:

- location
- gender
- age
- position
- visited pages
- purchased products
- downloaded documents
- and more

Armed with this added insight as to who your customer is, your website can automatically serve the most relevant content to them. Such personalization is key to engagement as you shorten the path between them and their goals.

This, in turn, helps build a passionate audience. And a passionate audience is a marketing team in itself!

Content personalization can have a dramatic impact on conversions and allows you to allocate marketing resources to best effect.

Delivering what the customer wants when the customer wants it shows you care, and this sets you apart, proving that you listen and respond to customer needs.

Now that's what you call great branding!



68% of marketers say personalization based on behavioral data has a high impact on ROI, and 74% say it has a high impact on engagement. But only 19% do it.

(Source: [Econsultancy](#))

Kentico EMS provides the tools for Contact Segmentation and Content Personalization. It supports traditional segmentation using demographic data and other similarly static attributes, as well as dynamic value-based segmentation based on actions and activities to isolate contacts based on defined qualifications, minimizing the cost of nurturing and maintaining a relationship.

2 Lead Scoring

Does Sales Thank You for the Sizzling Hot Leads You Send?

In most cases, only a small percentage of leads are deemed sales ready, and the remainder are left to languish.

By turning your website into a scoreboard that ranks one lead against another, in terms of sales-readiness, you can immediately identify the hottest leads and put into place appropriate lead-nurturing activities to warm up the rest. You can even abandon pursuit of the coldest leads for now, prioritizing your efforts on those more likely to convert.

When you combine the power of content personalization and **lead scoring** (along with later-explained marketing automation), you can not only deliver the right message to the right person at the right time, but you can also align with their step in the sales process for appropriate and impactful lead nurturing and ease them down the funnel in a way that makes them feel comfortable and understood.

You can identify leads by awarding points to visitors that:

- provide a company name
- have a corporate email
- provide a phone number
- come from a particular region
- visit particular pages
- download a specified number of particular documents
- search for a particular keyword
- and others

This gives you a clearer view of how **engaged** your customers are with your offer and **how well they fit** your business—essential information that, when combined, gives you deep insight into how “hot” they are and what your next steps should be.

Not only does this bring greater clarity to your customer personas, but it also brings greater productivity for the Sales and Marketing teams, more closed deals, and boosted revenue growth.

So now you can ensure the delivery of super-hot leads to sales along with essential lead intelligence gathered in the identification process.

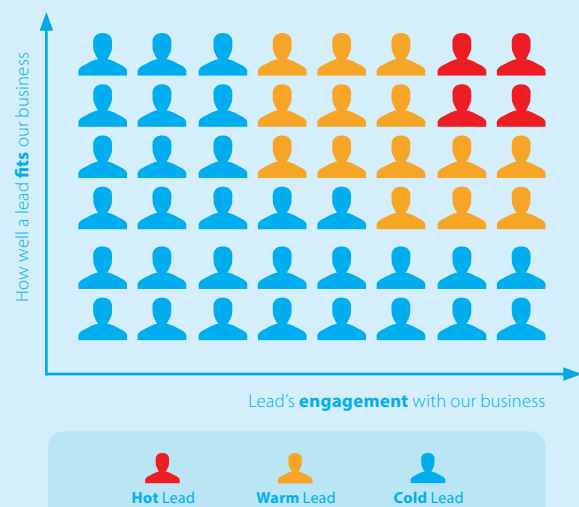


61% of B2B marketers send all leads directly to sales. However, only 27% of those leads will be qualified.

(Source: [MarketingSherpa](#))

The Lead Scoring module in **Kentico EMS** allows you to set up your own scoring system easily that combines demographics (that show the lead’s “fit” into your company based on their profile values) with behavioral data (that shows the level of the lead’s engagement with your company based on their activities).

You can assign a number of points for each met rule and a threshold that defines how many points the lead needs to collect to be identified as a hot lead. The points may expire after a specified period of time, or you can even assign negative points for any warning signs, such as when a lead unsubscribes from your newsletter.



3 A/B and Multivariate Testing

Are You Getting Honest Feedback on Your Pages?

You know that different pages and different page elements see vastly different results when it comes to performance. So who better to ask about the effectiveness of your pages than those that use them? **A/B and Multivariate Testing** will help you identify the magic that engages most visitors and, therefore, generates the most conversions.

By comparing different pages against a control, you can quickly identify the pages that work the best. This A/B testing can then be fine-tuned by experimenting with variations within the page to help you find the most optimized combination for conversion. Multivariate testing can include:

- Page content
- Page design
- Graphics
- Images
- Layout
- Buttons

Easy-to-understand reports then provide you with continuous feedback on performance and customer engagement. And the more you test, the better you get.

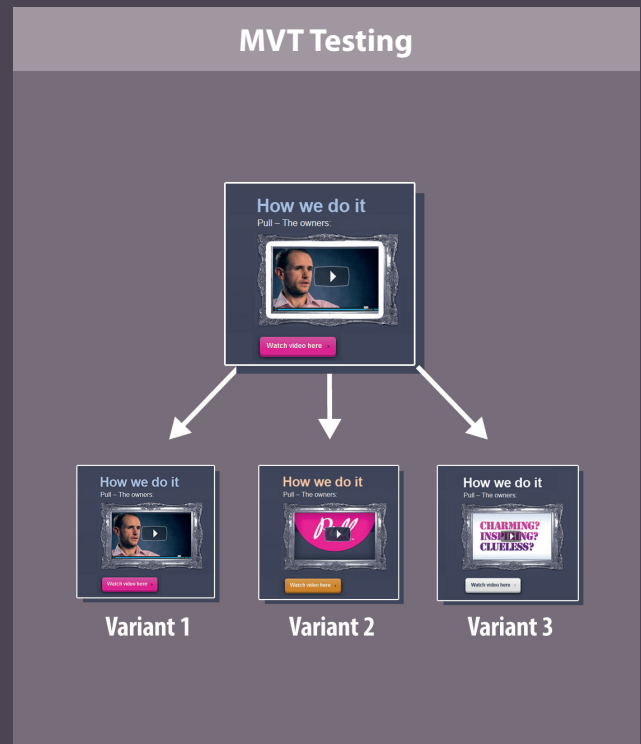
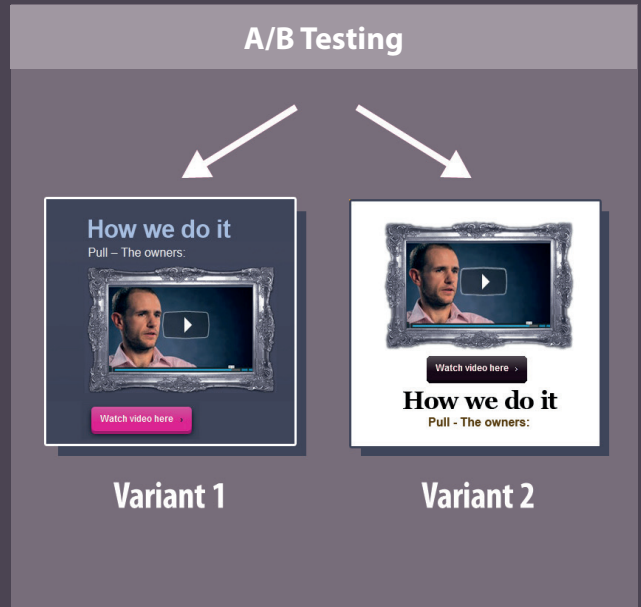
So not only are you improving your site for your customers and SEO, but you're optimizing page performance for maximum impact, engagement, and conversions. Now that's what you call optimization.



A/B testing has been shown to generate up to 30-40% more leads for B2B sites and 20-25% more leads for e-commerce sites.

(Source: [HubSpot](#))

The A/B Testing and Multivariate Testing modules in Kentico EMS provide robust and easy tools for performing no-coding-required tests that help you clearly identify pages and components that lead to the most conversions. Unlike Google Optimizer and similar external services, Kentico EMS is a fully integrated solution that allows you to conduct tests without technical knowledge and see clear actionable results instantly. Pain-free testing!



4 Web Analytics

Who Wants to Be a Know-it-all?

You do! The success of your site is in its conversion of visitors. The level of your success, therefore, lies not in increasing the number of visitors but in **increasing the number of the right kind of visitors**, understanding the type and behavior of those visitors, and responding to their needs.

By analyzing clear reports on website visitors and their behavior on your site, you can bring your online marketing strategy to perfection.

Running in the background, it collects data such as:

- **Visitors:** location, time of visit, browser
- **Traffic:** source, referring sites, entered keywords
- **Content:** views, time on page, top-landing and exit pages, downloads, keywords searched on site, invalid pages
- **Campaigns:** conversions, clear overview, easy management
- And many other website metrics

With near-instant reports, you can track the success of campaigns through the number of conversions they bring.

Kentico EMS provides strong measurement tools that allow you to create custom reports that suit your specific needs and track statistics on a yearly, monthly, daily, and hourly basis in real time. So there's no delay in assessing the effectiveness of your campaigns.



Two in five marketers (39%) admit that they cannot turn their data into actionable insight.

(Source: [BRITENYAMA Marketing ROI Study](#))

5 Campaign and Conversion Management

Could You Quote Campaign ROI at Any Given Time?

It's easy to track the number of clicks, but how do you know if your campaigns actually drive business results? Conversion management helps you **measure the success of your campaigns and your marketing plan.**

Conversions occur when your website visitor takes a pre-defined desired action on your site, like making an online purchase, registering, or subscribing. The percentage of visitors that take the action is the conversion rate (and, therefore, your success rate).

Replace guesswork with an iterative approach that helps you improve website performance based on your online traffic.

- track conversion value
- identify sale sources
- relate campaigns to results
- get real ROI figures
- link campaigns to costs

Campaign and conversion management, therefore, provides not just a way to manage campaigns but clear proof of the effectiveness of them, which enables you to assign marketing funds appropriately for greatest impact.



Lead management campaigns integrating four or more digital channels outperform single- or dual-channel campaigns by 300%.

(Source: [Gartner](#))

The Kentico EMS built-in Campaigns module gives you easily evaluable results that can be directly compared to costs. You will immediately know which campaigns are profitable and which should be terminated.

6 Email Marketing

Are you in Monologue or Dialogue with your Customers?

Email marketing is the most direct line of communication for conversion to sales because it moves the conversation to a more personal space.

A cost-effective tool for nurturing leads, communicating with existing customers, and generating interest in products and services, email marketing can **grow your customer base and build trust** during the purchase process. You can also easily keep in touch with existing clients via newsletters, the e-bridge between conversation and conversion.

Remember, generic is the killer of conversion. So not only can you segment your customer base and send personalized emails with content highly relevant to the recipient, but you can also perform A/B tests on emails sent to small groups to find the perfect working combination of subject, content, layout, call to action, etc. ahead of mass mailing.

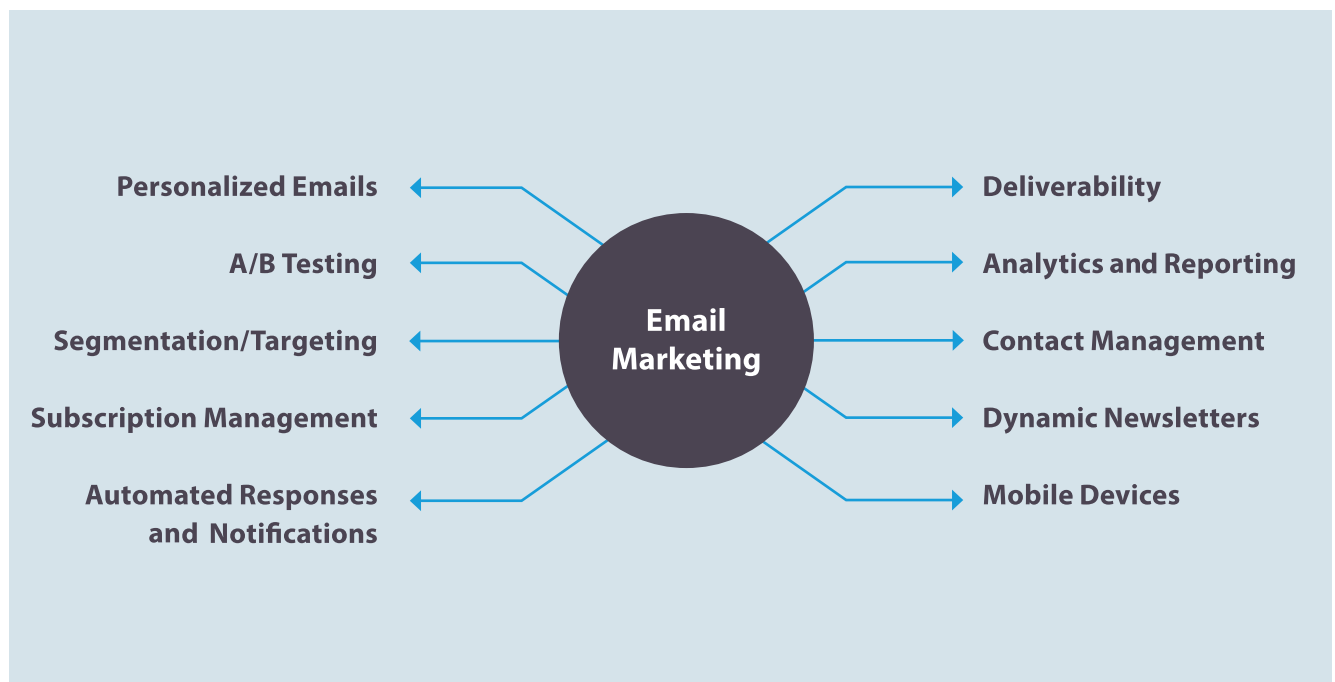
And the best part of all? Despite its great rate of success, email marketing is the most cost-effective of your marketing efforts.



Relevant emails drive 18 times more revenue than broadcast emails.

(Source: [Jupiter Research](#))

*The **Kentico EMS** built-in Email Marketing module enables marketers to grow their customer database and nurture leads by building trust during the purchase process. You can also easily keep in touch with existing clients via Newsletters, and personalize content through Segmentation and Contact Management. The Email Marketing module also brings powerful Web Analytics features, advanced A/B Testing for evaluation, and easy optimization of your email campaigns.*



7 Contact Management

Want a List of Names or a Powerful Generator of Leads?

Do you have a 360° view of your customers and offer them what they want at every turn? Did you know that this was even possible?

Contact management is what underpins content personalization and segmentation, lead scoring, A/B and multivariate testing, email marketing, and marketing automation. More than just a list of names, addresses, and phone numbers, contact management is where your behavior observations, submitted and learned data, and lead scores go, and from where the Sales team can take action, fully informed as to the history each contact has with your brand.

They can then deliver what's important to your prospects, show they care, and **build sustainable relationships** with them. And people deal with people they like.

Get to know your visitors with gathered data:

- visited pages
- campaigns and conversions
- online form submissions
- downloads
- purchased products
- search terms from both Google and on-site search
- newsletter subscriptions
- forums posts, poll votes, and comments



84% would leave a company if it had previously made a mistake as a result of not having a single-customer view.

(Source: [Experian QAS](#))

Kentico EMS comes with a powerful Contact Management module that tracks the activities of both your registered and anonymous visitors, allowing you to visualize real-time traffic and behavior and to deliver the most relevant content in the most effective manner.

Unlike other CMSs, the included Integration Bus allows you to link this data with your existing CRM systems easily. So you can use data learned offline to personalize content for customers online—a truly ubiquitous approach to marketing.

8 Marketing Automation

Is Your Marketing Plan Getting Manually Unmanageable?

So as we've established, your challenge as a marketer is to engage a large number of leads and customers on a website that you are constantly optimizing and deliver the right message at the right moment to every single contact, while recording their activity on your website and measuring their engagement and sales-readiness before handing over a continuous flow of hot leads to Sales.

Cue: marketing automation!

A seriously powerful tool, marketing automation allows you to define and execute automated marketing campaigns that **engage**

new customers, nurture leads, and maintain an ongoing conversation with customers in a way that is appropriate to their segment and step in the sales process—all at once.

You can build automated processes around your contacts, automating:

- email dispatch
- subscription and newsletter sending
- account and details modification
- retrieval of further details from Data.com
- synchronization with your CRM
- assignment to sales person
- and much more

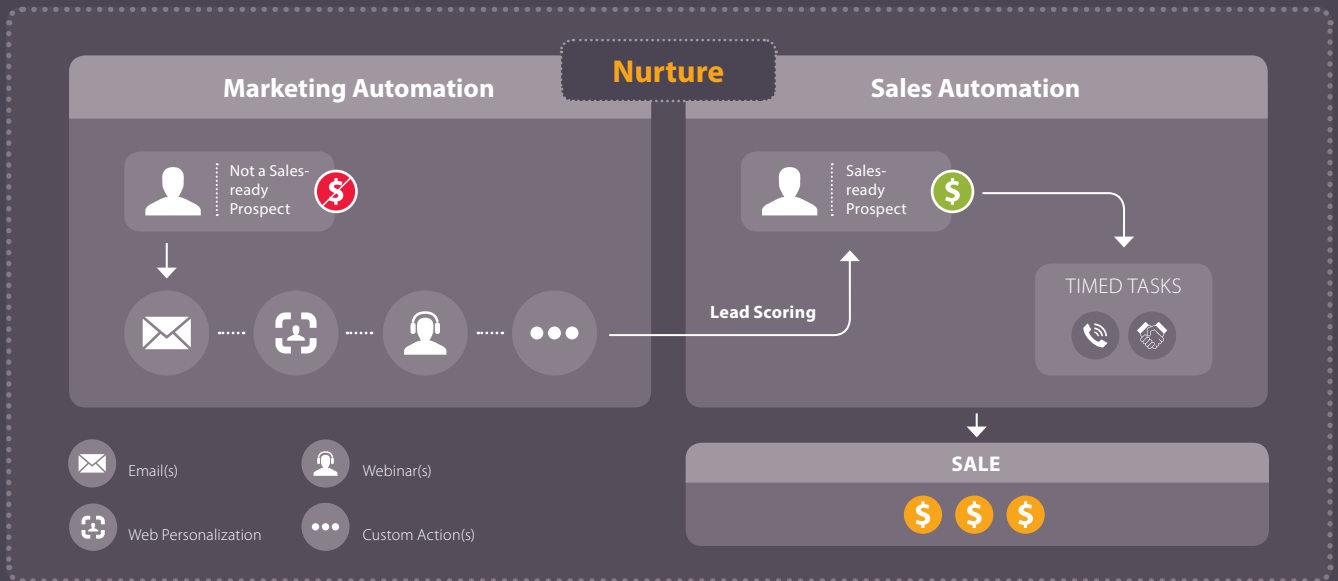
So with marketing automation in place, you can expect to see improved marketing effectiveness, more sales-ready leads in a shorter time and with better results, boosted customer experience and lifetime value, and a potentially dramatic increase in ROI and company revenue!



Businesses that use marketing automation to nurture prospects experience a 451% increase in qualified leads.

(Source: **The Annuitas Group**)

Kentico EMS's Marketing Automation leverages all these success-critical Online Marketing features and orchestrates them into a manageable process for the purposes of automated lead nurturing, drip marketing, and cultivating relationships with customers and prospects.



“The tools provided by Kentico EMS have transformed our approach to digital marketing and fundamentally changed our ability to achieve measurable results. It turns brochure websites into living, breathing conversion tools that generate more new business through dynamic lead nurturing while increasing sales to existing customers through enhanced customer experience. Finally, the Marketing Automation tools extend the capabilities of Marketing teams with limited resources and allow them to create intelligent, targeted campaigns that adapt based on user behavior. This is a game changer. Period.”

Ben Cash,
Digital Strategist & Managing Director, BlueKey Web Solutions

“Our focus is to generate demand for our clients’ products and brands, and Kentico EMS gives us a complete, cost-effective solution. Every aspect of the modern marketing lifecycle is easily, efficiently, and centrally managed—from creating and distributing emails, to tracking the effectiveness of landing pages, to the personalization of site content, and the display of content to multiple devices. Kentico EMS provides us the platform to focus more on marketing and customer engagement and less on technology.”

Robert Bean,
Vice President, Interactive Director at Burns Marketing, CO, USA



“Using the Kentico EMS platform and its advanced marketing features, such as Lead Scoring, Personalization, and A/B or Multivariate testing, should give any development shop or design agency a step ahead in terms of deliverable functionality out of the box. At the end of the day, you should be able to deliver faster with more functionality and increase profitability. Anytime we can increase our customers’ return on investment, it is good for business.”

Brian McKeiver,
Partner and Senior Developer at BizStream, MI, USA

Kentico Enterprise Marketing Solution (EMS) is an integrated customer experience management solution that empowers marketers to deliver real-time, customer-centric marketing across multiple channels. It provides the tools needed to create and manage campaigns, nurture leads, and engage customers quickly and efficiently. Kentico EMS is right-first-time technology that includes a powerful and scalable content management system, plus a superior enhanced marketing solution that will take your marketing efforts to the next level.

To learn more about Kentico EMS, visit:
www.kentico.com/KenticoEMS

