



Lead Gen

AMA Rochester – April 11, 2019

We're Bombarded with Ideas for Channels, Strategies, and Tools



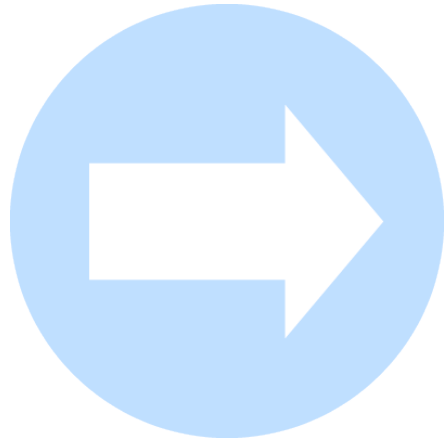
label:*read-later		G Suite	
		1-39 of 39	
<input type="checkbox"/>	WordStream	Top 10 Marketing Tricks for Facebook + Google - When it comes to online advertising Google and Facebook are indispen...	8:41 AM
<input type="checkbox"/>	Avinash Kaushik	TMAI #160: Unexpected Heartbreak UX Edition. - I suppose it's a good thing that every once in a while, the thing you lov...	4:06 AM
<input type="checkbox"/>	Act-On Software	Product Discussions Digest for Thursday April 4, 2019 - 2 new threads and 2 replies from 4 authors in the "Product Disc...	12:45 AM
<input type="checkbox"/>	Act-On Software	Marketing Strategy & Best Practices Digest for Thursday April 4, 2019 - 1 new thread from 1 author in the "Marketing St...	12:36 AM
<input type="checkbox"/>	Content Marketing I.	How to Find and Fill a Content Gap for SEO and UX - View Message in Browser / Add Us to Safe Sender List Forward to ...	Apr 4
<input type="checkbox"/>	Crafting A Brand	3 Things Every Thursday: NYS beer is booming, how Facebook ads work, and dangerous distractions - View this email in ...	Apr 4
<input type="checkbox"/>	Sarah Moore	Don't miss this webinar Tuesday April 16th 9:00am PST - Ask Act-On About...Sales Enablement Hi Will, Are you levera...	Apr 3
<input type="checkbox"/>	Content Marketing I.	Get Your Content Team Out of That Creative Rut - View Message in Browser / Add Us to Safe Sender List Forward to a F...	Apr 3
<input type="checkbox"/>	WordStream	[JUST RELEASED] Google Ads Industry Benchmarks for 2019 - ws_logo.png The data is in! Our experts have finally finis...	Apr 3
<input type="checkbox"/>	Google Best Practic.	Introducing three new features for responsive display ads - Deliver better creative with the latest updates for responsive ...	Apr 2
<input type="checkbox"/>	Amazon.com	Kindle book deals for you, up to 80% off - Browse your top deal picks or shop all Kindle book deals Your Amazo...	Apr 2
<input type="checkbox"/>	NYTimes.com	Science Times: One Day There May Be a Drug to Turbocharge the Brain. Who Should Get It? - Plus: The Lost History of O...	Apr 2
<input type="checkbox"/>	Search Engine Land	Google Ad Editor and Bing Ads Custom Audiences are here - Plus, old Google Search Console keeps withering and m...	Mar 29



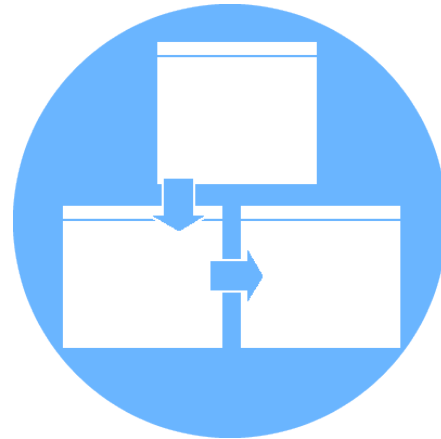
Resources Are Limited

- Budget
- Staff
- Skills
- Time

Lead Lifecycle



ACQUISITION

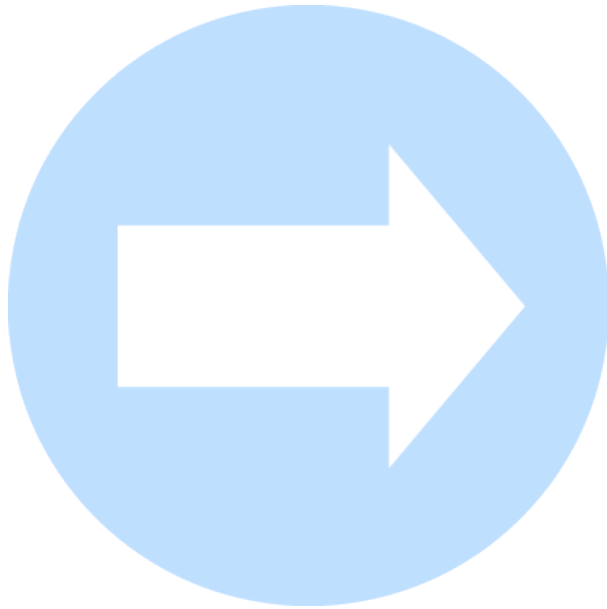


ENGAGEMENT

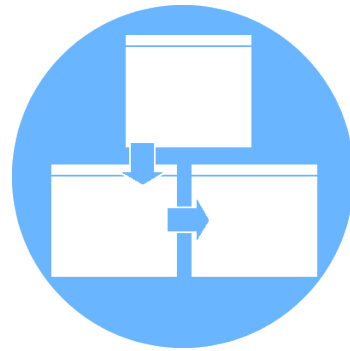


CONVERSION

Acquisition-Focused Strategy



ACQUISITION

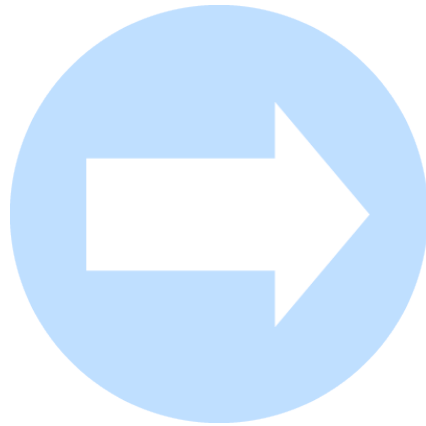


ENGAGEMENT

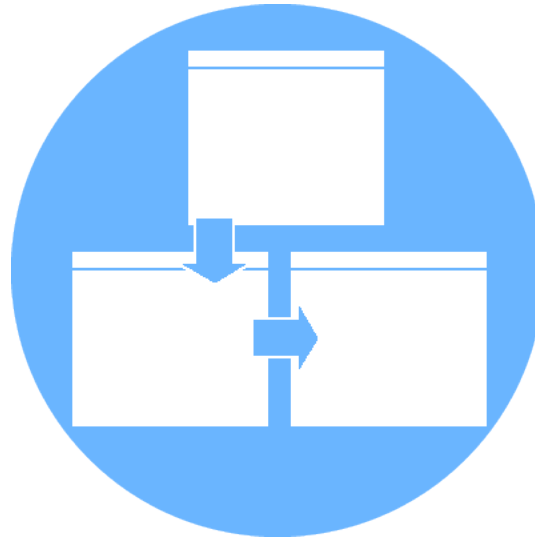


CONVERSION

An Alternative Approach – Engagement-Focused



ACQUISITION



ENGAGEMENT



CONVERSION



Engagement Strategies

- Apply the philosophy of **Persuasion**.
- For paid traffic landing pages
 - Validate that your **messaging is current and consistent** from ads to landing pages.
 - Ensure that each landing page has a clear value proposition elements and call(s)-to-action appropriate for **each stage of the sales funnel**.
- For non-paid landing pages
 - Use Google Analytics to identify top **landing pages**.
 - Value proposition
 - Call(s)-to-action
 - **Google Search Console** to help understand user intent.
- Paid Search as a conversion analysis tool
 - Measure conversion results from **known search queries**.



Engagement: Micro-Conversions

- For many organizations, especially B2B, sales cycles are long and users spend more time in the earlier stages of the funnel.
- Lead volumes may be low and the length of the sales process can make understanding ROI more difficult.
- Consider using Google Analytics goals and goal values to quantify the value of **micro-conversions**.



Micro-Conversion Example

Goal	Arbitrary, But Proportional Goal Value
Lead Form Submit	\$1000
Email Address Click	\$750
Click-to-Call	\$750
PDF Download	\$50
Video View	\$50

Leads

Micro-Conversions (Engagement)

Tracking may require Google Tag Manager or custom code implementation.



Goal Values Example

Default Channel Grouping	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value	Avg. Value/Session
Organic Search	8233	65.37%	5382	33%	2.76	161s	17.4%	1430	\$688,200	\$83.59
Direct	3490	74.44%	2598	67%	1.79	89s	5.4%	188	\$90,300	\$25.87
Paid Search	1866	67.63%	1262	42%	2.51	123s	17.5%	326	\$162,700	\$87.19
Social	1813	41.20%	747	63%	1.97	129s	4.3%	78	\$34,000	\$18.75
(Other)	1242	68.60%	852	84%	1.30	36s	6.5%	81	\$31,100	\$25.04
Referral	810	77.28%	626	66%	1.69	54s	4.0%	32	\$14,400	\$17.78

Goal Values Paid Search Example

$\frac{\text{Goal Value}}{\text{Ad Spend}}$



How Effective Was Our Paid Search Spend?

