Latest Tools for Digital Marketing and Lead Generation

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Goal: Help your customers and achieve your business objectives

Trends: How engineers find information online

Audience: Define your target customers

Strategy: Key digital strategies across the customer buying journey
  - Optimize your website
  - Develop useful content
  - Utilize paid distribution

Measure Results

Summary

Goal: Help your customers do their job everyday, anywhere – grow your business

Utilize digital tactics to reach and influence your diverse set of customers across their buying journey

Support your sales team and face-to-face interactions by providing useful info to customers online

Capture customer data and insights to better understand your customer in real time and improve your support

Create and nurture qualified leads to drive business growth
The world of B2B marketing, selling, and customer engagement has changed.

Engineers and B2B customers conduct independent research before engaging a company representative.

56% of Engineers want to be contacted once they've narrowed down their options.

25% of Engineers want to be contacted at the start.

19% of Engineers want to be contacted at the end, for pricing and delivery information.

Source: How Engineers Find Information; www.engineering.com
Sales reps found buyers, diagnosed their pain, and prescribed solutions

Prospects diagnose their own pain, prescribe their own solutions & short list vendors
Engineers and purchasers are active on digital platforms looking for information to help get their jobs done

- 84% of all content consumption is digital
- Engineers spend 10.3 hrs/wk consuming content

Content Consumption by Platform

Source: How Engineers Find Information; www.engineering.com

Engineers seek information through search, digital publications, and email

95% of Engineers will consider an email in their inbox

What is your preferred way to acquire engineering information?

Google: 61%
Search: 77%
Email: 56%

How do you process emails that land in your inbox?

- Read every one (6%)
- Delete most automatically (5%)
- Open and scan for interest (42%)
- Scan subject lines for interest (48%)

Source: How Engineers Find Information; www.engineering.com
B2B customers now expect – and demand – a quality user experience that was once found only in the B2C arena.

Audience: Define your target audience, put yourself in their shoes

Facilities Manager

“Since my design plans are the foundation of all construction, I take my responsibility very seriously and work hard to minimize the potential for error.”

EPC Project Manager

“My goal is to complete profitable projects on time and on budget.”
Strategy: The Customer Journey…

...represents the holistic, end-to-end experience of a customer’s interactions with a brand.

Deliver relevant information/support…
When They Need It, Where They Need It

Utilize digital initiatives across the buying journey

Increase awareness about solutions

Train end users with “how to” videos

Help customers find information through search

Help customers find the support they need
Key digital strategies across the customer buying journey

- Optimize your website
- Develop useful content
- Utilize paid distribution

Optimize your website

Your website is your reputation!
Is your website optimized to bring in customers to learn about your business?

Factors that influence the user experience (UX)

- Measure the performance of your website
- Make sure your site is mobile-friendly
- Make sure your page speed is optimized
- Optimize your pages for keywords

Is your website optimized to bring in customers to learn about your business?

• Measure the performance of your website: Google Analytics is one tool
  ▪ Traffic to your website
  ▪ Your website visitor demographics
  ▪ Your most popular and least popular content
  ▪ Through which channels people are finding your website
  ▪ Which of your marketing campaigns are performing the best
  ▪ Your website’s bounce rate
Optimize your pages for search, develop strategy to drive traffic

SEO
Organic Search
Free
Long Term Work/Results
Focus on providing useful content

SEM
Paid Search
Pay-per-click
Immediate Work/Results
Focus on driving action (sales/leads)

SEO (Organic) vs SEM (Paid)

Paid
Paid
Organic (Video)

Paid (Shopping)
Paid (Shopping)
Paid (Shopping)

For Reference of NECA Now 2019 Attendees Only
SEO vs. SEM (mobile)

Choose your keywords strategically

Start by reviewing your own Web Analytics to see what pages, keywords, etc. are driving quality traffic.

Keyword Market: How much KW volume? Are results commercial, informational, or both?

Business Goals: Align overall goals with KW strategy. Which KWs will drive quality revenue/leads?

Competitor Research: What KWs do your competitors optimize/rank on?

Data used in all 3 components
Strategic Keyword Placement
Helps Search Engines Understand Content

Title Tag (Browser Title)

Body Content & Links

H1 Tag

3M Wire Connectors for Electrical Construction and Maintenance

The difference is in the spring

Meta Description (source code)

Image ALT Tag (source code)

URL

Use SEM and SEO

Benefits of SEM

- **SEO** can take weeks/months to see results. **SEM** results can be immediate.
- **SEM** placements are often more prominent and can be customized. Increased ad impressions increase your brand awareness and incremental traffic.
- **SEM** data can validate **SEO** strategy, helping you avoid optimizing for the wrong KW.
- A well-written **SEM** ad with an optimized Call-to-Action can deliver a higher conversion rate than **SEO** traffic.
- With the proper tracking tools, **SEM** results can be tied to cost, conversions, ROI, etc. by keyword.
Develop content for the different stages of the journey

Engineers access various types of content to get the answers they need

Weekly Consumption by Content Format

Source: How Engineers Find Information; www.engineering.com
Content turns into opportunities

Data shows that a third of engineering professionals would request a proposal based on great content.

Video should be a key element in your content strategy

Video ads on social media generate the highest engagement for 3M Electrical.

- Product Video Product videos can increase purchases by 144%. (Neil Patel, 2017)
- Almost 50% of Internet users look for videos related to a product or service before visiting a store. (Google, 2016)
- Including video on landing pages can increase conversion rates by 80% (Unbounce).
- Use of the word “video” in an email subject line increased open rates 19% and click-through rates by 65% (HubSpot).
- YouTube is the second most trafficked website, after Google (Alexa).

Source: https://www.hubspot.com/marketing-statistics
Create videos to build awareness, educate on solutions, and support existing customers

Increase awareness

Educate on applications

Training

Amplify your content
Why Facebook for B2B? Your Audience is There

Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites on Notre Dame or on their smartphone

- YouTube: 75%
- Facebook: 60%
- Instagram: 35%
- Pinterest: 20%
- Snapchat: 17%
- LinkedIn: 35%
- Twitter: 40%
- WhatsApp: 20%

Note: Pre-2018 telephonepoll data is not available for YouTube, Snapchat, or WhatsApp.
Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.


While the scale of LinkedIn does not match Facebook, some B2B marketers find it delivers the highest quality leads.

- Social network for professionals.
- More senior-level decision makers.
- Curated content to more focused users.
- Ads: More professional-related targeting options.

Select targeting options in LinkedIn Ads

Select specific targeting criteria to zero in on your ideal audience:

- Company name
- Company industry
- Company size
- Job title
- Job seniority
- Member schools
- Fields of study
- Degrees
- Member groups
- Member gender
- Member age
- Years of experience
Measure your results

Summary
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Questions? Thank you!
Up Next:
9:45-10:30 am
Interactive break in Canyon 1-6

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