

*An eBook on how to sell more effectively through
new media and emerging technologies.*

@ite-seeker
digital marketing solutions



DIGITAL SELLING
TIPS FOR MATERIAL HANDLERS

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TOOLS AND TECHNOLOGIES TO HELP MOVE YOU FROM DATED TO DIGITAL



If you want a customer relationship management (CRM) system, Salesforce is the gold standard. Streamline communication with customers, increase productivity, and ultimately boost sales with this one tool. The platform boasts partnerships with more than 150,000 companies worldwide and is able to integrate with thousands of apps.



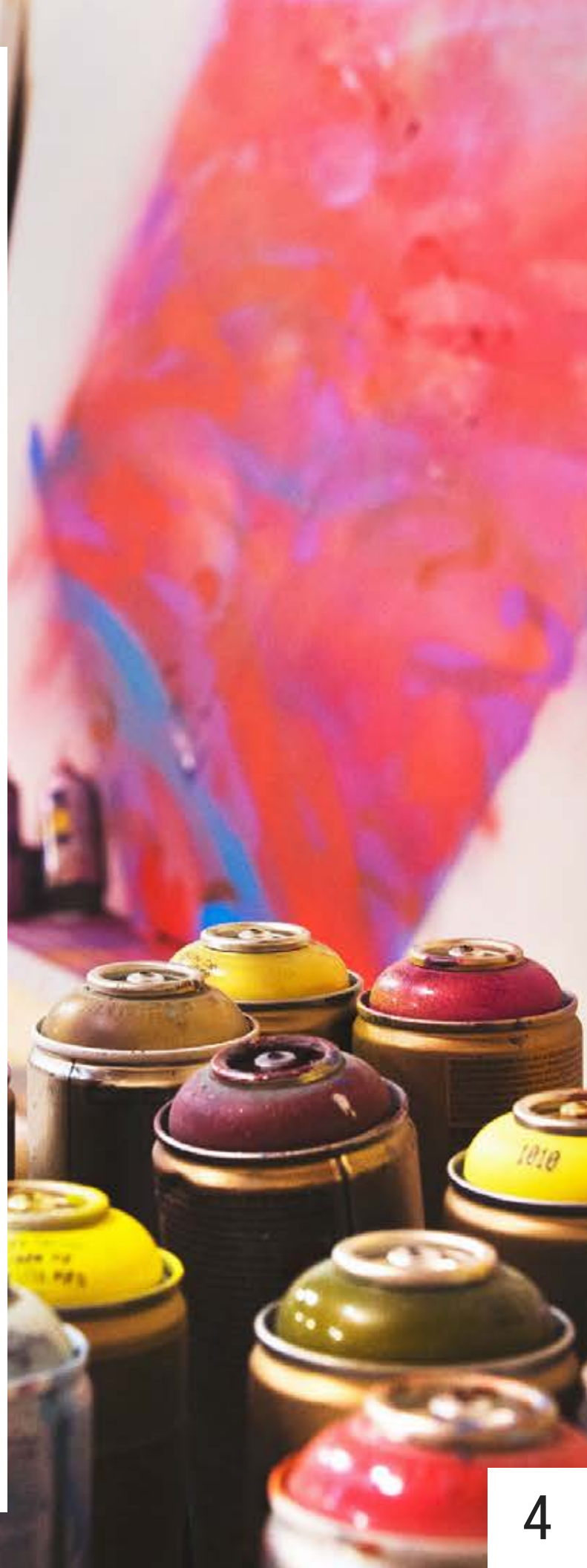
Modernize your filing cabinet - move your paper documents, proposals, contracts, quotes and more to the web with Panda Docs. Quickly make changes, view analytics, personalize content, and capture e-signatures and payments. It is no surprise that more than 7,000 businesses and organizations utilize this cloud-based management system.

OVERVIEW

The future of B2B selling is here.

Not far from becoming a streamlined approach for a majority of businesses, digital selling is quickly giving B2B companies an advantage over competitors, not just within the buying/selling experience, but on the bottom line, too. In fact, research shows that B2Bs who are tapped into all things digital see revenue growth five times more than others in their industry.

Businesses that haven't implemented digital strategies better learn fast. B2B leaders are modernizing the customer experience by feeding prospects with personalized, specific content on the platforms they are already using, which means they are selling more efficiently and more quickly.



MAP CONTENT TO EACH STAGE OF THE BUYING CYCLE



80% of B2B decision makers prefer to get company information in a series of articles versus an advertisement²

71% of B2B marketers use content marketing for lead generation³

CREATE AND PROMOTE MAGNETIC CONTENT



Blog Posts



eBooks/Guides



Whitepapers



Infographics



Videos



eNewsletters



Case Studies/Reports



Webinars/Podcasts

97% of visitors are not ready to purchase on their first visit to your company website¹¹

A close-up photograph of a person's hand writing in a notebook on a wooden table. The notebook is open, and the person is using a pen to write. A smartphone is lying on the table next to the notebook. A glass of water is visible on the left side of the frame. The background is slightly blurred, showing a brown leather bag.

B2B SALES

Implementing a digital strategy is a complete transformation that requires buy-in from marketing, sales, C-suite, and everyone in between. By creating a sales enablement process, organizations are equipping sales team members with the information, tools, and operations they need to make better interactions with prospects, earn sales, and grow the business.

It really comes down to two things: data and relationships. Today, we have access to so much data. Turning that data into usable information helps to better realize the needs of prospects. Then, using that insight to build better relationships with prospects ultimately drives more profitable sales.

**TURN
DATA INTO
USABLE
INFO AND
INSIGHT**



GET PERSONAL

Tailored messaging and content has become an expectation, with 78% of B2B buyers wanting companies to use their online history to personalize interactions.

Prospect intelligence is all about removing the guesswork by determining who your customers are and gathering as much information as possible about them, their needs and motivations, likes and dislikes, etc. to craft tailored content and move them further (and sometimes faster) through the sales process.

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Twitter can be a great gateway to reach prospects, build your reputation and become an industry thought leader, and build customer relationships. More than 328 million individuals worldwide utilize this social platform each month, and marketers generate double the number of leads than those not using Twitter. Don't sell outright. Focus on relationship-building.



Salesloft takes traditional sales techniques, like email and calling, and brings them into the modern digital world. Its dial feature, which integrates with Salesforce, Gmail and Chrome, let's you click to call without opening a new window, record and log calls, and leave prerecorded voicemails.

Personalization goes far beyond creating automated emails with a prospect's name in the greeting (although as basic as it sounds, it still is a good move). Instead, it is about giving consumers information about what you know they want. For example, you could send a customer a free trial of software after seeing that they visited your website three times this week.

Or, take into consideration what you might be able to uncover from social media sites: sports teams they follow, if they have children, where they live. Now consider sending emails or info that relate directly to their interests or need states. We've moved past generic, general communication to messages that are hyper-personal.

Equipping your sales team with tools to gather this critical information and personalize interactions puts them ahead of the curve, saving time and energy, and helps them close deals much more quickly.



50%

of qualified leads are not ready to make a purchase¹²



66%

of buyers indicate that "consistent and relevant communication provided by both sales and marketing organizations" is a key influence in choosing a solution provider¹³



35-50%

of sales go to the vendor that responds first¹⁴

LEAD INTELLIGENCE

Understand the interests of your leads in order to be more targeted and relevant with your marketing.



LIST SEGMENTATION

Segment leads based on profile attributes, buying cycle stage and/or observed behaviors to boost your click-through rates.



CRM INTEGRATION

Close the loop with marketing and sales.



LEAD SCORING

Know which leads represent the best opportunities to focus on.



LEAD NURTURING

Lead nurturing emails get 4-10x the response rate compared to standalone email blasts.¹⁵



MARKETING AUTOMATION

Companies that automate lead management see a 10% or greater increase in revenue in 6-9 months.¹⁶



TOOLS YOU NEED

Analyze your business and sales processes. Every tool and digital platform that you choose to implement should alleviate a pain point for your customers, sales team, or both. For example, an online catalog that is accessible 24/7 gives your customers the information they need immediately, is more cost-effective, and easy to update through a content management system (CMS).



**EVERY
TOOL
SHOULD
RELIEVE A
PAIN POINT**



You should consider tools in each of these categories:

Listen - These are the tools you use to gather and organize prospect intelligence information. It is critical that they integrate with your customer relationship management (CRM) system to ensure a seamless customer experience and sales process. Listening involves monitoring of the web - news, blogs, websites, social sites - to better understand what's being said that can affect your brand, customers or prospects.

Create - Sales professionals shouldn't have to go to the marketing department every time they need selling material. Establishing a repository of presentations, graphics, documents, and other multimedia that can be edited on the fly will make the process more efficient.

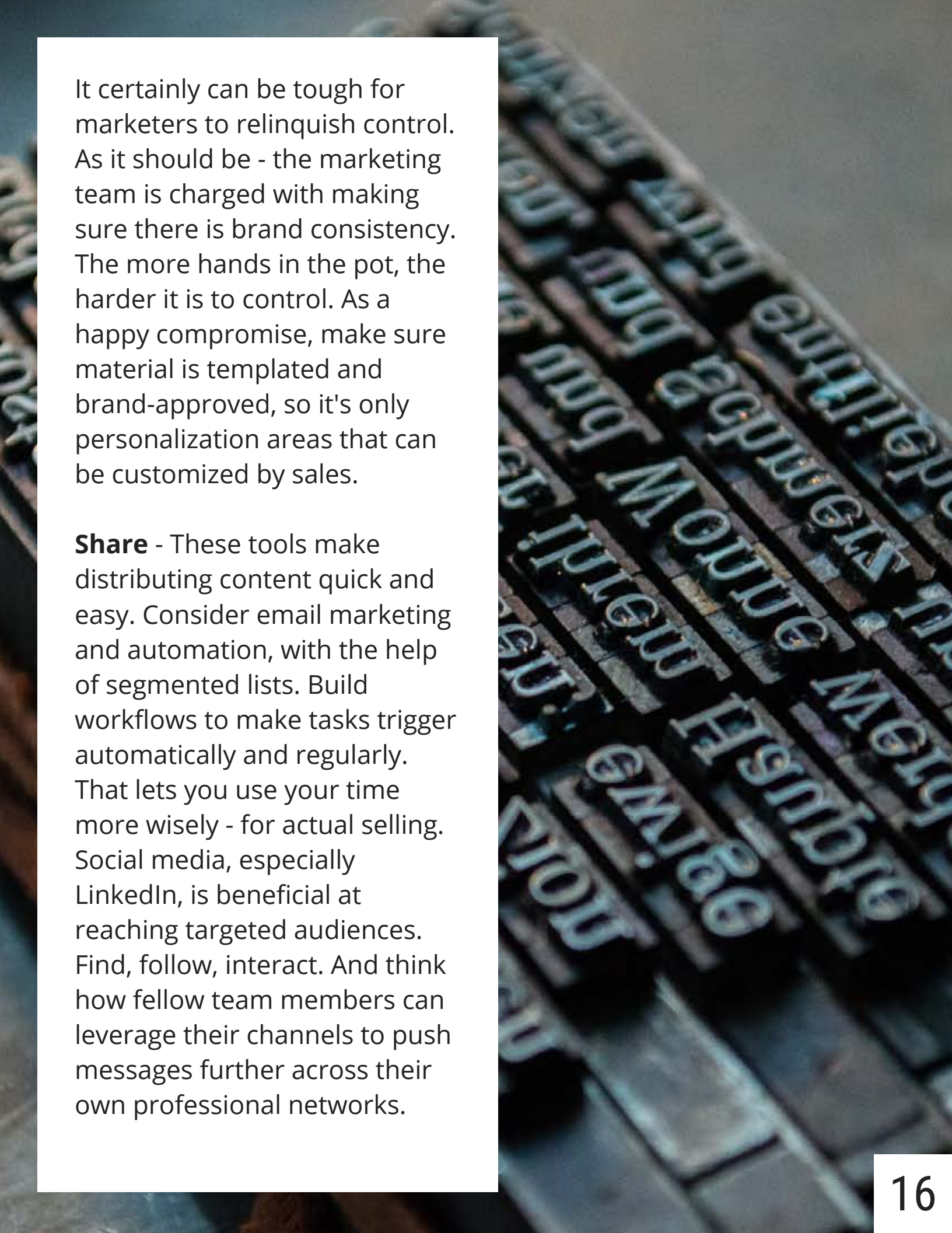
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Mention is like Google Alerts on steroids. It allows you to track mentions across the web and on various sites. For example, track your company name, products/services, or competitor products. Read those articles or social posts and start conversations, where and when appropriate. Capitalize on those who have a need.



This social media platform was developed for the purpose of making business connections. Digital resumes, portfolios, and the ability to connect instantly with potential clients/customers make it a no-brainer for sales. Use the InMessage feature, join and interact in relevant groups, and explore titles that make the most sense for your goals.

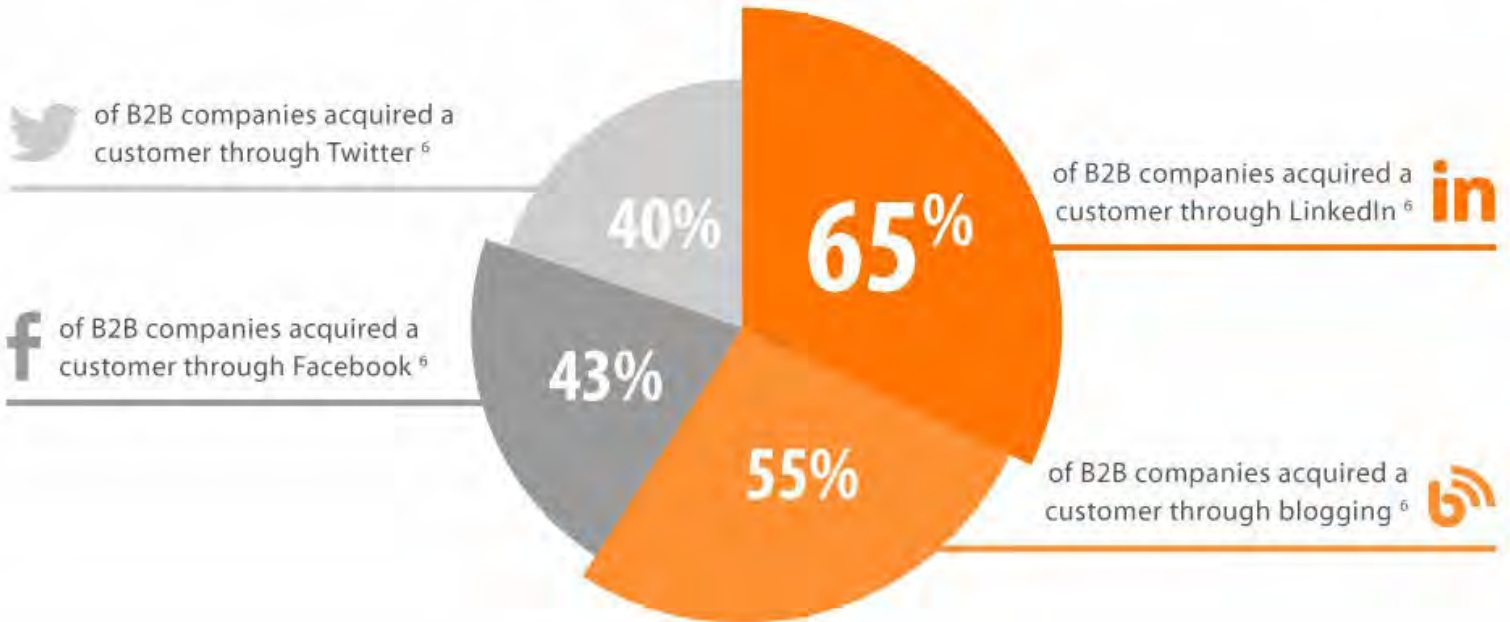


It certainly can be tough for marketers to relinquish control. As it should be - the marketing team is charged with making sure there is brand consistency. The more hands in the pot, the harder it is to control. As a happy compromise, make sure material is templated and brand-approved, so it's only personalization areas that can be customized by sales.

Share - These tools make distributing content quick and easy. Consider email marketing and automation, with the help of segmented lists. Build workflows to make tasks trigger automatically and regularly. That lets you use your time more wisely - for actual selling. Social media, especially LinkedIn, is beneficial at reaching targeted audiences. Find, follow, interact. And think how fellow team members can leverage their channels to push messages further across their own professional networks.

SOCIAL MEDIA MARKETING

Promoting valuable and relevant content through social media channels will also drive web traffic, increase demand for your content and raise your online visibility.



SEO & ORGANIC SEARCH

Optimizing your website to get found by search engines is an essential component of your online marketing efforts.

70% of the links search users click on are organic, not paid⁷

EMAIL MARKETING

The right kind of email marketing can also increase traffic to your website by promoting relevant content to existing contacts.

89% of marketers say email is their primary channel for lead generation⁸

PAY-PER-CLICK ^{*OPTIONAL}

Amplify your content promotion quickly using PPC campaigns to drive relevant and targeted traffic to your website and landing pages.

65% Sponsored results account for 65% of clicks for keyword searches that imply high commercial intent⁹

RETARGETING ^{*OPTIONAL}

Target specific prospects who have previously visited your website but didn't convert with display ads and entice them to come back.

70% of website visitors who are retargeted with display ads are more likely to convert on your website¹⁰



BE CONSISTENT

Chances are, prospects aren't sitting by their mailbox during a busy workday waiting for a catalog to arrive because they need a new product. Instead, they are active. They are using the minimal time they have to seek out the information they need, and digital means are right at their fingertips.

Today, buyers are relying heavily on research and want to know all of their options. Studies revealed that 94% of B2B customers are going online to research products before purchasing, using an average of six different channels to educate themselves and gather the information they need.

**CONNECT
THE
OFFLINE
TO THE
ONLINE**



Your digital strategy should not only put your business in front of prospects on the multiple platforms they are using, but it should also demand a consistent, high-quality customer experience that translates from offline to online, device to device, and platform to platform.

You may have already heard of the term "content marketing." This is the act of creating web-based material that can be easily found and used by a prospect. This content helps to attract those who might buy. It's an inbound approach. Consider blogs, infographics, social posts, webinars, podcasts, and more. Make sure it's relevant material for your industry and customers.

On top of that, throughout the decision-making process, 90% of B2B customers turn to mobile devices for help. It's not shocking. Almost everyone has a smartphone, so why are a majority of B2Bs still not leveraging a mobile marketing strategy to drive sales? Make sure everything you do in your outreach is optimized for mobile.

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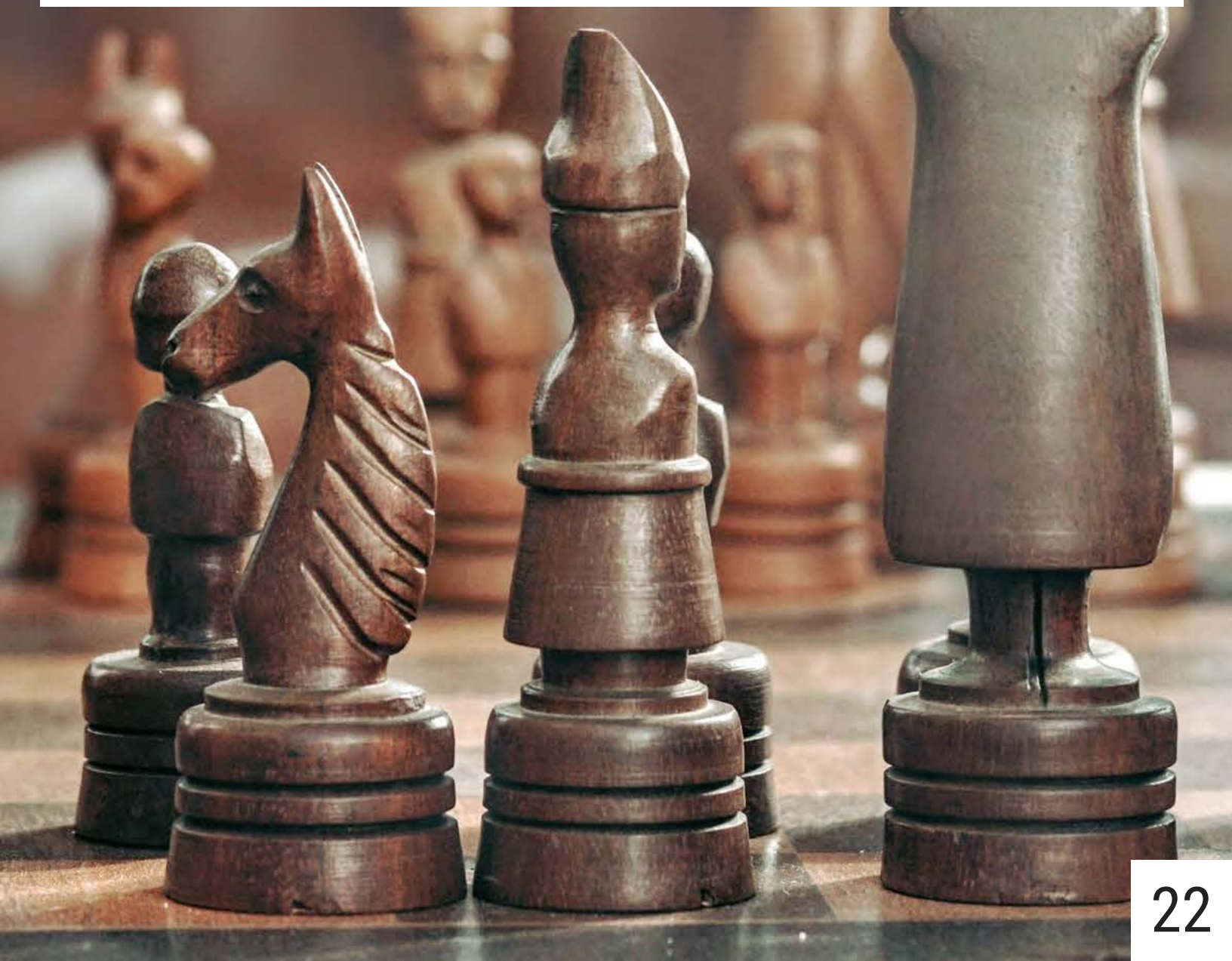
This all-in-one system has built-in features and capabilities for everyone involved in both sales and marketing. With free, native CRM functionality and custom analytics that put tangible numbers behind your efforts, this tool will help you up your game in lead generation and marketing automation. It takes email marketing to the nth degree.



Even in the modern world, it's still very hard to make a sale with just virtual (email, text, etc) conversations. At some point, you'll have to schedule a web-based, video or even in-person meeting. Calendly makes it easier to coordinate schedules and set-up meetings between prospect and salesperson using calendar integrations.

ANALYZE

Traditional success metrics won't work with social selling. Unlike social media marketing, social selling focuses less on reaching the masses and more on engaging at an individual level. To start building relationships, content has to elicit questions and comments from users, and in return, salespeople need to react and continue the conversation promptly. Analyzing, measuring and being agile to react to those findings, and possibly change your tactics on the fly, are key components of digital selling.





LEAD GENERATION



WHAT SHOULD YOU BE MEASURING?

Analytical tools allow you to track activity in real-time, using the KPIs and dashboard of metrics you established in your strategy.



KPIs / METRICS

Total Conversions ÷ Total Leads
= Lead Conversion Rate

Total Conversions ÷ Total Traffic
= Traffic Conversion Rate

Cost of Generating Leads ÷
= Total Lead Acquired
Cost Per Lead

Total Spent to Convert Leads ÷
= Total Customers Converted
= Cost per Customer



WEBSITES

Unique Visitors

Conversion

% New Visits vs. % Return Visits

Traffic Sources

Inbound Links/Referring URLs

Indexed Pages

Bounce Rate

Most Popular/
Least Popular Pages

Companies/Leads Visiting



EMAIL MARKETING

A/B Test Results

Delivery Rate

Bounce Rate

Open Rate (with a grain of salt)


Click-through Rate

Subscribers/Growth Rate

Forwards

Click-to-Conversion Rate

Unsubscribes



You must take note of what actions you perform and how successful they are. In doing so, you can either invest more time and resources, adjust your approach, or stop those tactics altogether. Here are some items you'll want to measure.

Email opens and clicks - see how many people are opening your emails and clicking through. Examine what may cause increases - better subject lines, images, offers, etc.

Web visits and conversions - understand what is driving the most traffic and if those users are taking the actions you want them to take on your site. Double up on the tactics that drive the most conversions.

Content assists - what type of content is helping educate and win over your prospects? Determine the best way to present the material and be mindful of the most powerful pieces that get you the sale.

**MEASURE
OFTEN AND
BE AGILE
TO CHANGE
TACTICS**

SUMMARY

A digital strategy should be evergreen - always changing and adapting with technology. In addition, strategies should be analyzed to determine what has worked and what can be improved upon. Discover the best pieces of technology that will work to your advantage. Select the social channels that make the most sense for your industry and begin engaging in targeted social selling. Start building content to help drive prospects to your digital door front and use other pieces to help nurture them through the sales cycle. Stay engaged and keep tabs on them through a useful CRM. Always be gathering and organizing data to help with your decision-making. It's the best way to sell today and will help you measure your results and constantly optimize your performance.





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