



LEAD GEN: THE NEXT GENERATION

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10 POUNDgorilla

Web Development | Internet Marketing | SEO & Adwords | Social Media | Graphic Design





Based in Golden, CO



Working World-Wide
with DNN Since 2003



MARKETING



Marketing is the process by which a firm profitably translates customer **needs** into **revenue**.



OUTBOUND

Outbound marketing is any type of active marketing strategy that reaches out to prospects.

INBOUND

Inbound marketing is any passive strategy that attracts prospects to you.



Inbound is "being somewhere with the answer when someone is looking for it," while outbound is proactively approaching people who need answers.



1 Way Relationship

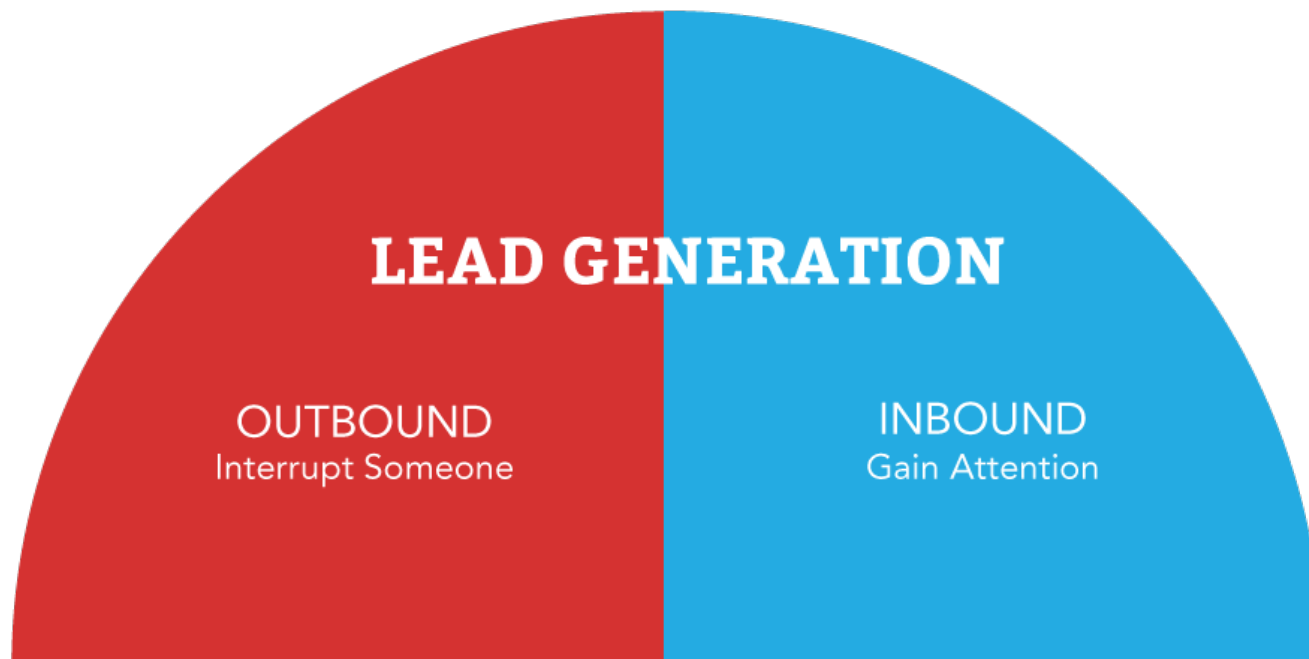


2 Way Relationship



Diagram Thanks To
www.Wordstream.com





FINDING LEADS IS...

Only Half The Battle

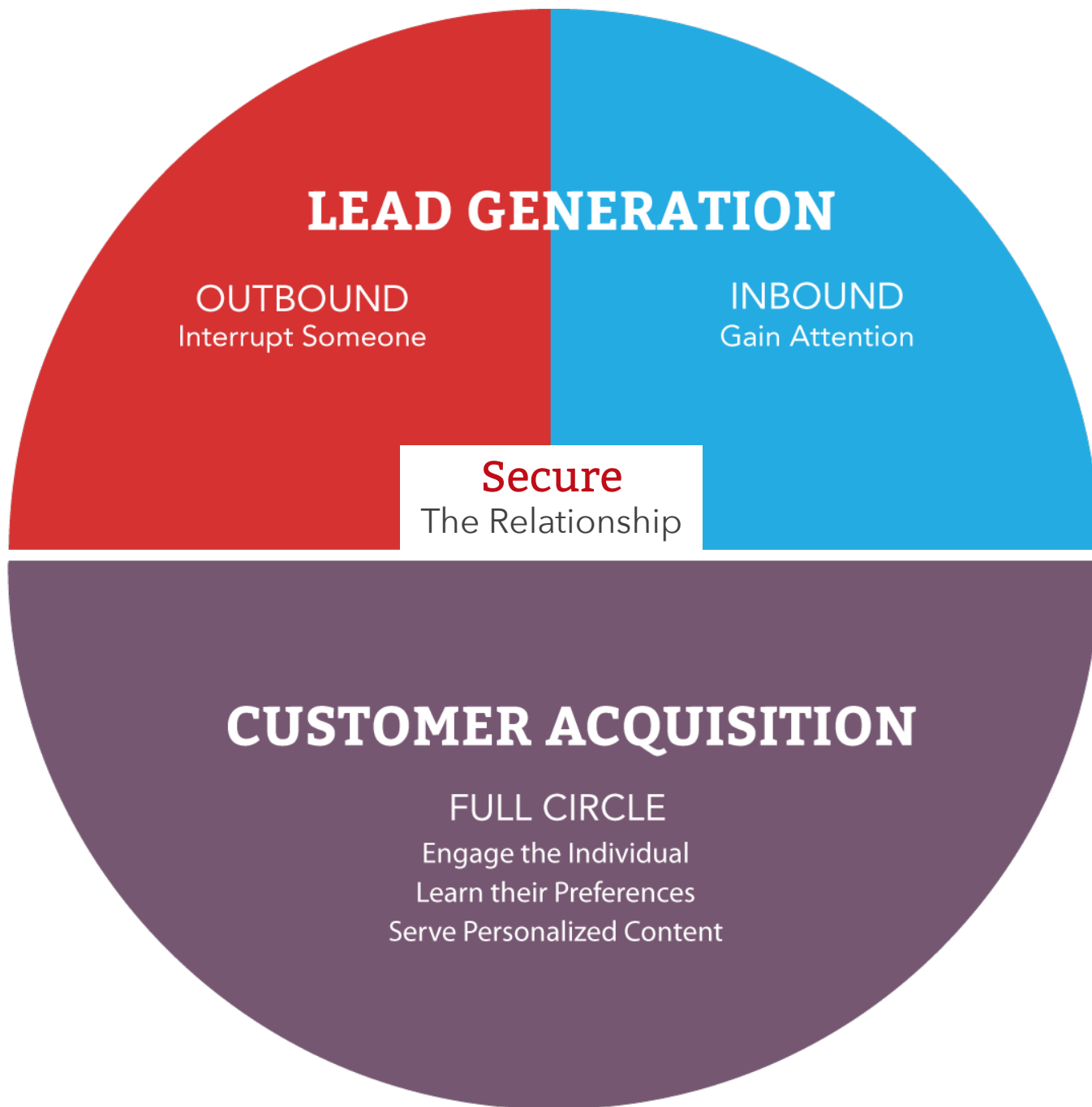


THE CUSTOMER'S JOURNEY



GENERATE
MARKETING

ACQUIRE



ASSUMPTION



You are spending money on inbound or outbound marketing to get customers to your website.

Google

You Tube

Outbrain

facebook

bing

g

GOAL



Increase ROI



ACTIONS



ENGAGE

a : to hold the attention of b
: to induce to participate



CUSTOMIZE

To make or alter to individual
or personal specifications

STEP 1



Present Expected Information



LANDING PAGE 101

The screenshot shows the WebDAM landing page. At the top is a blue header with the WebDAM logo and the phone number 877-408-4888. Below the header is a main content area with a light blue background. On the left, there's a call to action (CTA) with a graphic of a document titled 'How to Select a DAM' and a checklist. The text reads: 'Download the complete guide to selecting DAM software' and 'Understand key differences & find the right fit for your business.' On the right, there's a lead form with fields for First Name, Last Name, Company, Work Email, and Phone. Below the form is a 'DOWNLOAD GUIDE' button with a right arrow. At the bottom of the form, it says 'Your privacy is important to us. We'll never share your information without your permission.' The page also features a footer with three columns of text: 'Centralize in the Cloud', 'Find Creative Files Fast', and 'Security You Can Trust'. Each column has a circular icon and a paragraph of text. The page is annotated with several orange boxes and red pushpins: 'CTA with Graphic' points to the document graphic; 'No Navigation' points to the top header; 'Phone #' points to the phone number; 'Lead Form Above Fold' points to the lead form; and 'Simplified Content with Bullets' points to the footer content.

WebDAM® 877-408-4888

Download the complete guide to selecting DAM software

Understand key differences & find the right fit for your business.

How to Select a DAM CHECKLIST

First Name

Last Name

Company

Work Email

Phone

DOWNLOAD GUIDE

Your privacy is important to us. We'll never share your information without your permission.

Centralize in the Cloud

Photos, graphics, videos, presentations, logos, sales materials, documents and more. No hardware to buy or software to install. Enjoy digital asset management in the cloud. Work anytime, anywhere.

Find Creative Files Fast

Search by file type, within documents, use filters or customizable metadata fields. WebDAM is designed to quickly search across millions of files and terabytes of data. Time sensitive projects? No problem.

Security You Can Trust

Enjoy role-based permissions, SSL encryption, redundant storage and more. Enterprise-level security is our top priority. Ensure brand protection and control with WebDAM.

Manage Your Brand

Distribute Files Quickly

Streamline Collaboration

CTA with Graphic

No Navigation

Phone #

Lead Form Above Fold

Simplified Content with Bullets



materials, documents and more. No hardware to buy or software to install. Enjoy digital asset management in the cloud. Work anytime, anywhere.

customizable metadata fields. WebDAM is designed to quickly search across millions of files and terabytes of data. Time sensitive projects? No problem.

more. Enterprise level security is our top priority. Ensure brand protection and control with WebDAM.



Manage Your Brand

Have a consistent brand around the world with a branded look-and-feel. Invite customers, media and partners to use your DAM. Control how and when they use your brand assets.



Distribute Files Quickly

Easily share and distribute assets to your channels, teams and stakeholders. Fulfill requests with one click. No more FTP or emailing large files.



Streamline Collaboration

Work fast and easy. Enjoy real-time alerts, notifications, commenting, Lightboxes for projects, batch conversion and more. WebDAM increases team productivity.

3rd Party Validation

YAKIMA



LAQUINTA
INNS & SUITES

htc



Don't Take Our Word For It...

Real Testimonials



"WebDAM meets our needs perfectly. For file sharing, we have found that organization and security are simple to manage." -New Balance



"Our visual team creates a lot of graphics. With WebDAM, we now have a central repository for managing, accessing, and controlling our assets." -Symantec



"Ease-of-use and flexibility is a reason to buy WebDAM. If you need a DAM, get this one." -Cal State L.A.



COPY 101

Know Your Audience



Active Voice

Short, Simple
Sentences

What Are You Looking to Improve?

Leave Them
Wanting More



NUTRITION & WELLNESS

Diabetes • Cholesterol • Weight

Nutrition and fitness programs that focus on disease risk management and overall



FOOD SENSITIVITY

Intolerances • Allergies • Gluten

Food training and menu planning with an emphasis on choosing foods and plans that



Athletic Performance

Training • Competition • Recovery

Nutrition programs for both recreational and competitive athletes complete with

Bullets



COPY 102

The Golden Pyramid



Simple

CLEAR MESSAGES

People don't like to read
when on the web. Engage them
in the reading process.

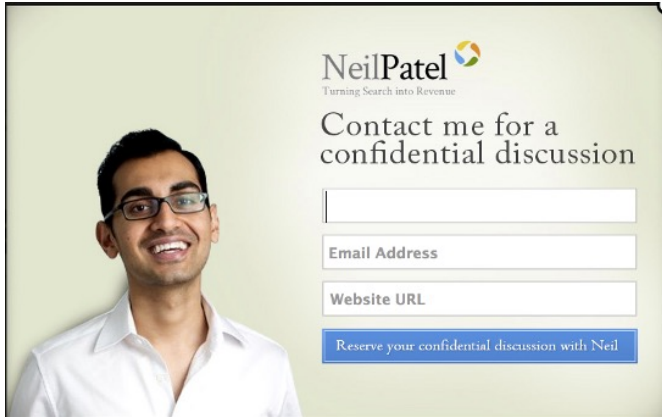


STEP 2



Capture Emails

Incentive Pop-Up



In General

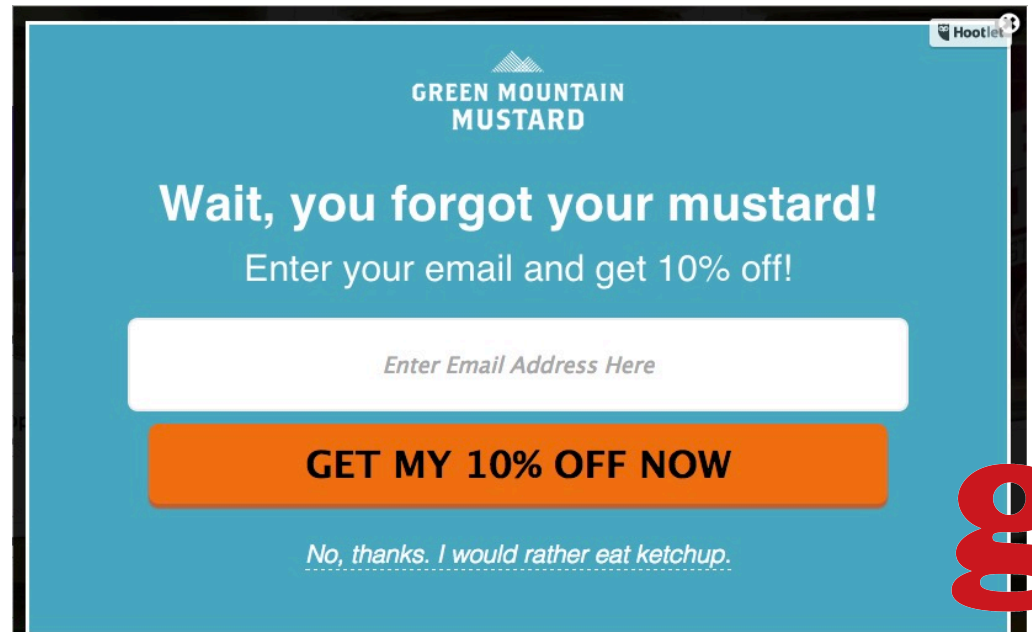
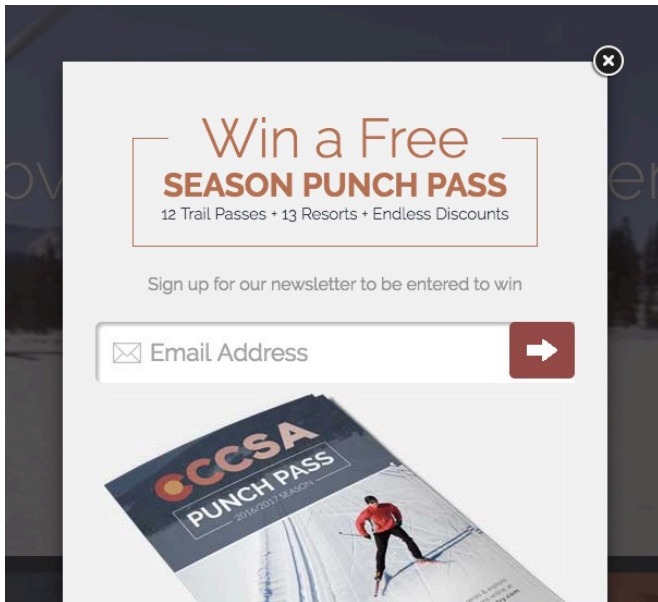
- Allows for Remarketing
- Preference Tracking for Dynamic Content

Entrance Pop-up

- Consider Time Delay
- Immediate Email Collection Tracks More Data

Exit Pop-up

- Target Content Based on Activity



Forms

Live Chat, Whitepapers & Forms

CHAT WITH US

First Name*:


Last Name*:


Email Address*:


Company Name:


Phone Number:


REQUEST CHAT


 First Name

 Last Name

 Company

 Work Email

 Phone

DOWNLOAD NOW 

Your privacy is important to us.
We'll never share your information.

Contact Us

Name

Email

Phone Number

Project Description





STEP 3



Customize Content

Content Personalization



A strategy that relies on visitor data to deliver relevant content based on audience interests and motivations.



Interests

Asked for, learned or sourced from social profiles

Location

Deliver specific content or messages based on geographic region

Behavior

Track behavior on your website to serve up same or similar content

Referral

Deliver specific content based on the source referral



3a.
ON-SITE
Customization



BrightInfo.com

Real Time Personalized Content

BrightInfo.com

Real Time Personalized Content



Recommended Requirements

- Over 5,000 Visitors Per Month
- 30 Pieces of Content



Overlay Widgets

Unobtrusive and strategic, appear during the natural browsing flow to solicit pointed engagement from visitors; scroll, entrance, exit and more.

In-Page Widgets

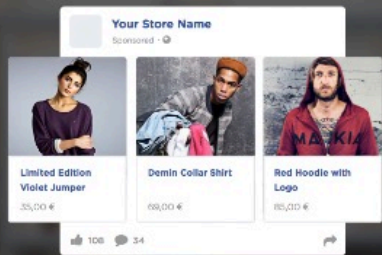
Seamlessly integrated into your website's interface, visible to visitors at all time.



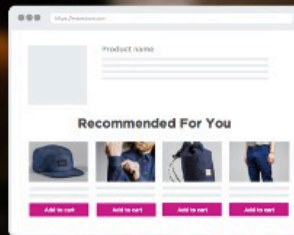
Nosto.com

Personalized Shopping Experience

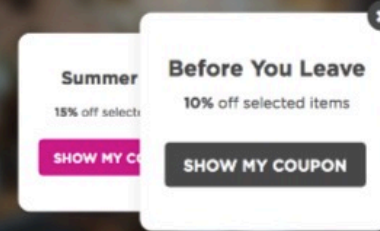
Facebook Ads



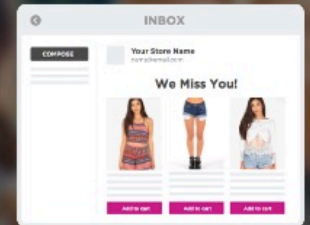
Product Recommendations



Behavioral Pop-ups



Personalized Emails



39x



7x

average return on
investment

18%



10-30%

average increase in
revenue

Pay for Performance

3% of sales initiated by Nosto
via direct click-through

Or Flat Fee Based on Revenue

If 15% of sales are through Nosto this is a
better option

Nosto.com

Product Recommendations

CUSTOMERS WHO BOUGHT THESE ALSO BOUGHT



**SUPERTUCK®
DELUXE**

STARTING AT

\$69.75



**DUAL TUCKABLE
IWB...**

STARTING AT

\$65.50



MINITUCK®

STARTING AT

\$67.75



**CLASSIC GUN
BELT**

STARTING AT

\$59.95



**FREEDOM
CARRY**

STARTING AT

\$64.50



**EXECUTIVE GUN
BELT**

STARTING AT

\$74.95



SUPERTUCK® DELUXE

STARTING AT **\$69.75**

SHOPPING CART

2 ITEMS IN CART

Coupon 'NRA' cannot be combined with other promotions

	ITEM		PRICE	QUANTITY	TOTAL	
	SuperTuck® Deluxe ▼ Change Options		\$79.75	2 UPDATE	\$159.50 \$143.55	×

Add a Promotional Code:

[APPLY](#)

Subtotal: **\$143.55**

[KEEP SHOPPING](#)

[SECURE CHECKOUT](#)

▪ NRA ✕



**BUILD YOUR OWN PACK -
SAVE 15%**

STARTING AT **\$0.00**



Nosto.com

Recommended Products

Where to Use Widgets

- Throughout Website
- Search Page
- Invoice & Shipping Emails
- Mailchimp Templates
- Abandon Cart Emails

Product Recommendation Types

- Browsing History
- Landing Page Recommendations
- Personalized Recommendations
- Best Sellers
- Browsing History Related

Include Products By

Category	<input type="checkbox"/>	Disabled	▼
Price	<input type="checkbox"/>	Disabled	▼
Brand	<input type="checkbox"/>	Disabled	▼
Tags	<input type="checkbox"/>	Disabled	▼
Discount	<input type="checkbox"/>	Disabled	▼
Filter by new	<input type="checkbox"/>	Disabled	▼

Exclude Products By

Custom Categories	<input type="checkbox"/>	Disabled	▼
Custom Brands	<input type="checkbox"/>	Disabled	▼
Custom Tags	<input type="checkbox"/>	Disabled	▼
Discounted products	<input type="checkbox"/>	Disabled	▼
Product IDs	<input type="checkbox"/>	Disabled	▼



Nosto.com

Personalized Emails

Abandon Cart

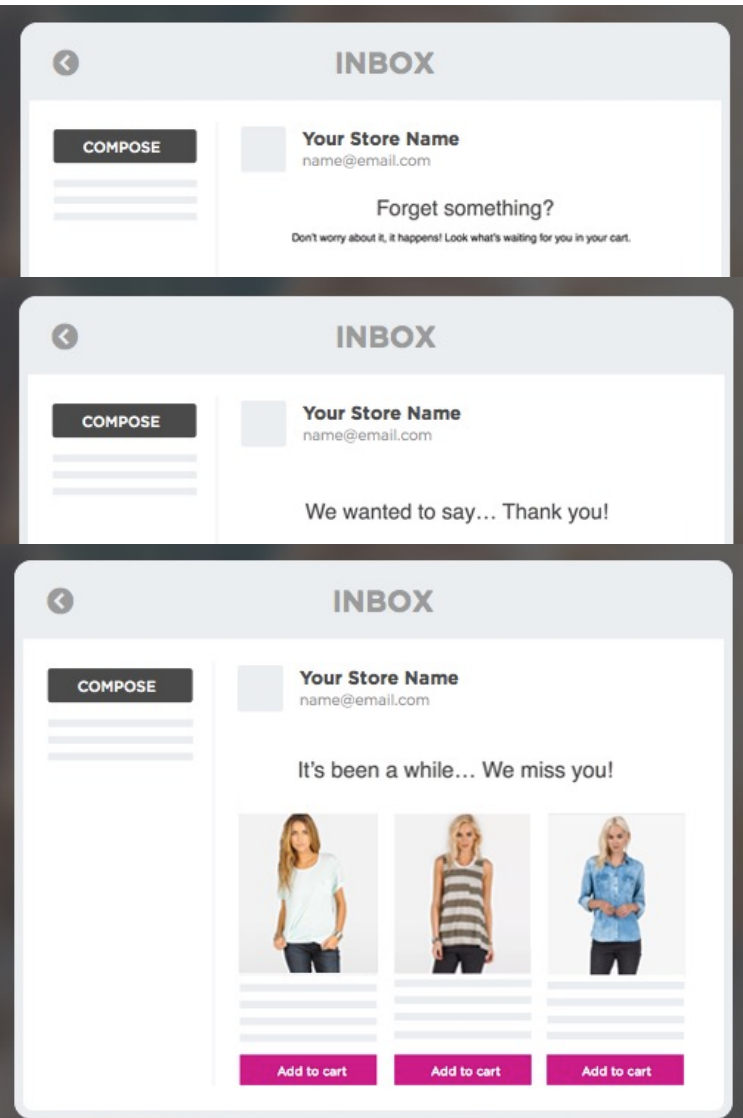
Triggered when a customer abandon's their cart. Set the delay time. Often a series of 3 emails with increasing time sensitive incentives have the most success. 1 hour, 1 day & 3 days.

Order Follow Up

Triggered when a customer purchases something. This is an upselling opportunity to show *customers also bought* or *you also viewed* products. Consider offering an incentive, possible time sensitive.

We Miss You

Triggered to reengage an inactive customer/visitor. Showing them personalized recommendations with an incentive to purchase or visit again.



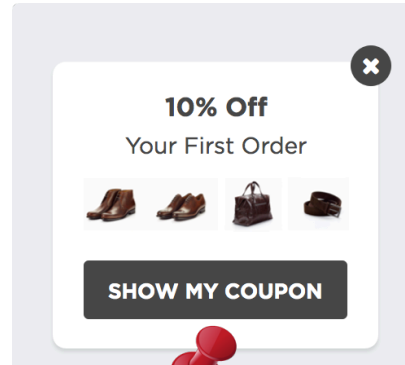
Nosto.com

Facebook Ads, Pop-Ups & Coupons



Facebook Ads - Product Recommendations

- Demographics
- Look-A-Like Audiences
- Retarget Site Visitors
- Retarget Abandon Cart Visitors
- Retarget People Who Purchased



Pop-Ups to...

- Welcome New Customers
- Boost Season Sales
- Maximize Sales from Ad Campaign
- Convert Abandoning Visitors
- Create Email to Save Cart



Coupons

- Coupon Pools
- Specific Coupons
- Use in Emails
- Use in Pop-Ups



3b.
OFF-SITE
Customization



Automation Software

Custom Workflows

Traffic Source

Select your traffic source: website, social media, adwords, etc

Create A Goal

Visit a web page, fill out a form, download a whitepaper, sign up for a newsletter, etc

Build a Workflow

Create a customized series of actions to personalize your visitors experience

Enterprise 
Marketo[®]

Mid-Market
HubSpot

Small Business
Infusionsoft



Uses for Automation

Ideas...



- Email Campaigns (Marketing)
- Customized Ads via Lists & Segments
- Mobile In-App and Push Notifications
- Sales Funnels
- Customized Chat or Phone Conversations



Emails

Automation Ideas...



ACTION

- Customer Visits X Page
- Customer Downloads X Whitepaper or Reads X Blog Post
- Customer Fills Out Form Expressing Interest in X

AUTOMATION

- Email Series Focusing on Content About X
 - How To's, Articles, Whitepapers
 - Promotional Offer on X
 - Secondary Mentions About Y & Z



Emails

Best Practices



- Strategize your campaign objectives
- Maintain your brand
- Align email content with content on landing page
- The old adage... 7 touch points to remember your brand
 - = Regular & consistent emails
- Send out a variety of email types
- A/B Test send day, duration between emails, content, subject
- Keep emails dynamic by using your workflows
 - If customer does X, then send Y
 - If customer does not do X, then send Z
- Personalize emails with names and personal facts
 - Company name
 - Birthday
 - Working relationship anniversary
 - Holiday



Remarketing

Google & YouTube



WHAT

Create remarketing audiences segmented by location, interests, behavior and/or referral in Google Adwords to customize ad delivery for the Google network and YouTube.

HOW

- Install Adwords Tag on your website or in Google Tag manager
- Create remarketing audience in Adwords control panel
 - Shared Library > Audiences > + Remarketing List
- Create target in Adwords ad campaign
 - Click on ad campaign
 - Click Audiences tab
 - Click + Targeting
 - Select Interests & remarketing



THANKS TO OUR SPONSORS

