



# Benefits of using Marketing Automation Software as part of your content marketing strategy



Ann Stanley  
Managing Director of Anicca Digital



# Our brands

Generating Leads, Sales  
& Profit



Digital & Search Marketing (Paid advertising, SEO, PPC, ecommerce marketing)

Educating Your Team



Marketing training (and qualifications) for business professionals

Building Your  
Brand



Owned & Earned media (SEO, Content, PR, Social, Email, MAS)

Technical  
Support



Technical consultancy in web, Analytics, conversions and ecommerce

# Background to Marketing Automation Software (MAS)

# What is Marketing Automation?

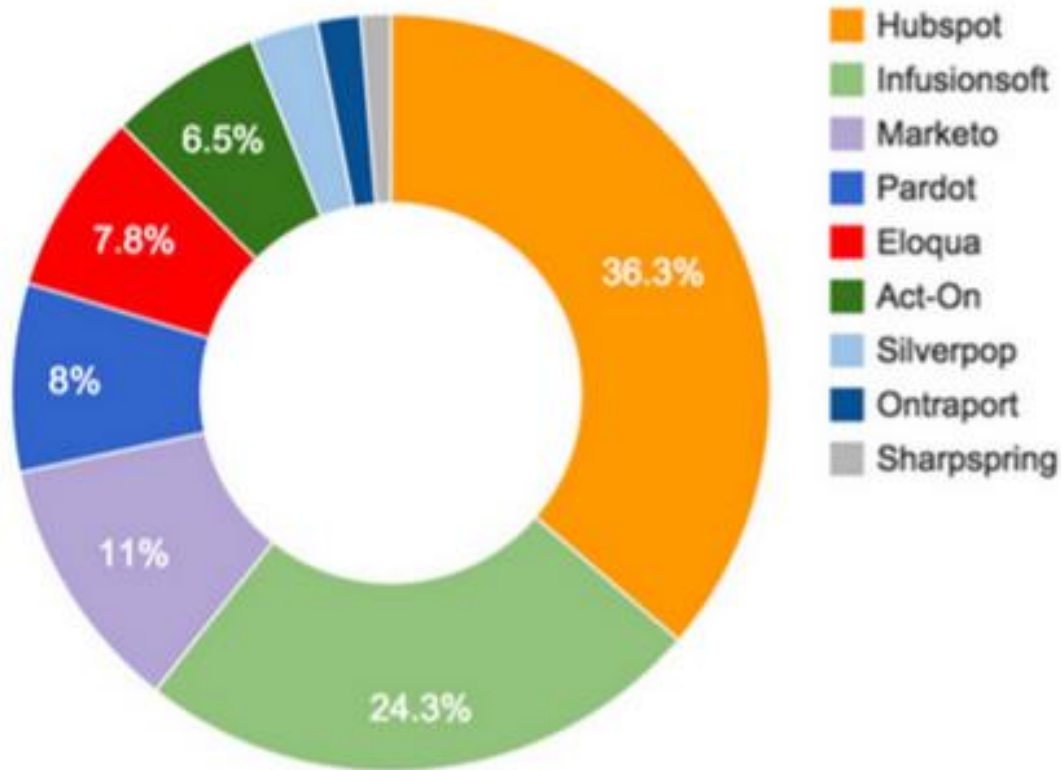
- A software platform used for automation and integration of your sales and marketing processes
- Mainly used for lead generation and nurturing by B2B companies, particularly where there is a long buying cycle

# MAS systems – new product introduction



# Most popular systems 2015

2015 Marketing Automation Market Share (%)

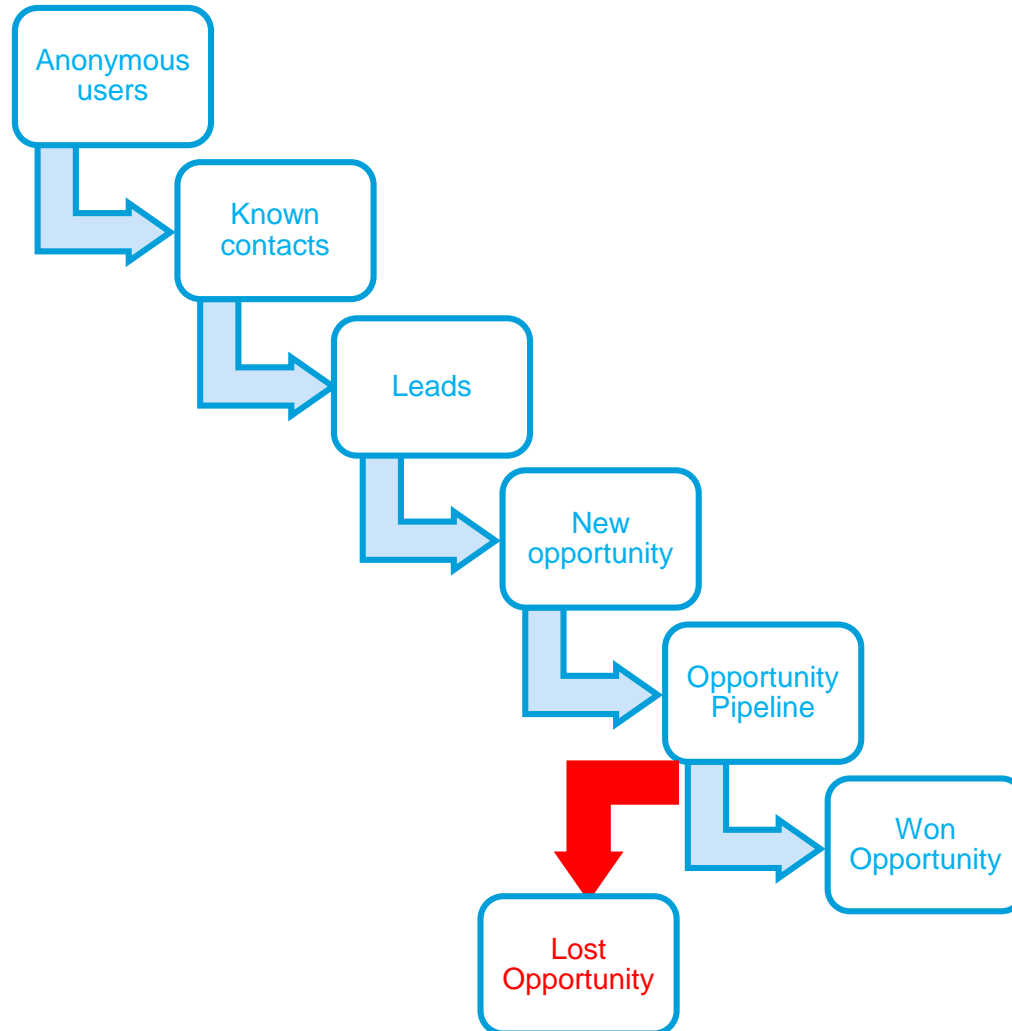


1. Hubspot (36.3%)
2. Infusionsoft (24.3%)
3. Marketo (11%)
4. Pardot (8%)
5. Eloqua (7.8%)
6. Act-On (6.5%)
7. Silverpop (2.8%)
8. Ontraport (1.9%)
9. Sharpspring (1.3%)

# Key Parts of Marketing Automation?



# Naming convention



## Techniques for Anonymous becoming a known visitors

- **Completed a form** on your website
- **Visited a page** on your website after receiving an email
- **Click a link** from an **email** you have sent out
- **Click a link** from a **social media** post you have created
- Note: Not all software uses the same methods



# MAS Integration with 3<sup>rd</sup> party software

- Use of standard connectors for linking with 3<sup>rd</sup> party software:
  - CRM connectors e.g. Salesforce
  - AdWords integration
  - WebEx and GoToMeeting
  - Gmail and other email systems
  - Call tracking software
  - Social integration
- Use of API and Zapier to enable custom integration with own systems and software

# Improving your SEO & Content marketing

# Objectives and KPI often used for SEO and content marketing

## DIRECT IMPACT OF SEO

- **Visibility** (SERP's Rankings)
- **Traffic** (organic visits)
- **Engagement** (bounce rates, time on site)
- **Identification** (user leaves details & signups e.g. email lists, gated content, follow)
- **Social signals** (shares, follow)
- **Authority** (links to content, Domain authority)



What happens in between



## INDIRECT OR DELAYED IMPACT

- **Lead generation** (form fills & call requests)
- **Sales & Revenue**
- **Calls/off line engagement**
- **Off line sales process** - convert leads to sales
- **Returning customers** - repeat engagement and sales

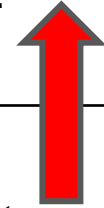
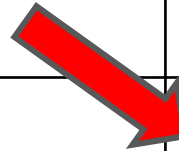
# How SEO's can influence the whole buying process

- **Don't just focus on the immediate impact of your SEO activities but measure and influence the final sales outcome (even if it is weeks after the initial visit)**
- **You will need to understand:**
  - Buyers motivation on arriving at your site and the buying cycle (or sales funnel)
  - The differences between immediate/spontaneous purchases and considered purchases, irrespective of whether it is an ecommerce or lead generation website
  - Why users visit your site many times during the research phase and how multichannel marketing can influence individuals during this research
- **You will need to be able to:**
  - Track and measure individuals behaviour throughout the sales funnel
  - Influence individuals behaviour during the research and nurturing stages so they are ready to buy

NOTE: In-house SEO's tend to do this better than agencies, as this often not in the agency's remit

# Understanding visitors' motivations when they arrive at your site

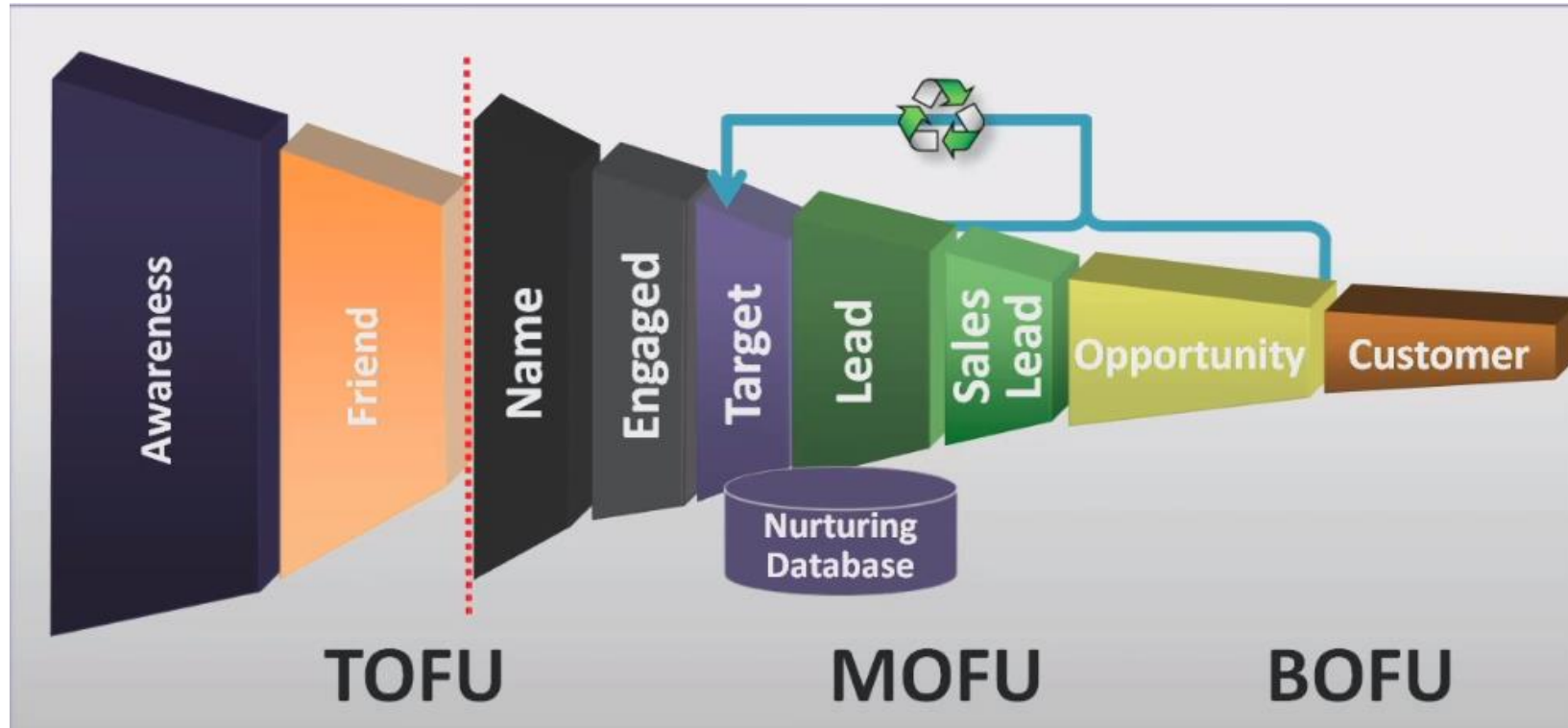
	Does not want to buy	Wants to buy now or in the future
Already knows and trusts you	<p><b>CONVINCE</b>            May want to buy in the future            Provide useful information to convince them to buy</p>	<p><b>CONVERT</b>            Make the buying process easy              Do not put them off!</p>
Doesn't know or trust you	<p><b>NO ACTION REQUIRED</b>            Just looking for information            Unlikely to buy in the future but may recommend others</p>	<p><b>NURTURE</b>            Not ready to buy yet            Provide useful information or help them to become ready to buy            Reassure with trust signals</p>



# An example of a sales funnel - Moz



# Role of content marketing in the sales funnel



## Role of content marketing

Visibility, awareness and traffic

Establishing credibility and nurturing

Ongoing customer education and building advocacy

# MAS functionality for content marketing at the different stages of the funnel



# How marketing automation software can help content marketers

1. It allows the marketing and sales processes to be linked - so the effect of the direct activities of SEO and content marketing at the top of the funnel can be attributed to the sales and conversions that happen later at the bottom of the funnel
2. Content market activities can become a **nurturing activity** - so it can be both **push** (proactive from you) as well as **pull** (where your content is found by searcher looking for content)
3. It provides the tools to do this within one piece of integrated software (email, landing page creation, workflows, behavioural targeting, tracking of individuals)
4. It elevates SEO and content marketers from traffic generators to customer and revenue creators

# Anonymous visitors, tracking of individuals and web Analytics

Problem	Common Solutions	MAS solution
<ul style="list-style-type: none"><li>• Understanding user behaviour on your website</li><li>• Who has been to your website and not contacted you?</li><li>• History of each individuals' visits to your site</li></ul>	<ul style="list-style-type: none"><li>• Google Analytics (tracks trends and averages)</li><li>• Reverse DNS Look-up to identify company name of visitors</li><li>• Software from Lead Forensics, Canddi, A1webstats, Ruler Analytics, Who Is Visiting) etc.</li></ul>	<ul style="list-style-type: none"><li>• MAS also uses DNS look-up to track anonymous visitors</li><li>• Refer to a database to provide additional company information</li><li>• History is saved, and added to customer card once they become known visitors</li><li>• Complete history of individual retained</li></ul>

# Understanding anonymous visitors

The screenshot displays the Anicca VisitorID interface. On the left, a list of visitors is shown, with 'Historic Royal Palces' highlighted in red. On the right, a detailed view of this visitor is shown, also outlined in red. The detailed view includes a 'Convert to Lead' button, a circular gauge showing '3 Total Pages' and '1 Visit', and a list of visited pages: 'Home page' (26 secs), '/client-services/' (8 secs), and 'Home page' (Total: 34 secs). The referrer is 'www.ecommerceexpo.co.uk/Exhibitor/Anicca-Digital-Ltd' and the IP is '193.82.117.132'. The visitor's profile shows 'No Website Found', 'No Location Provided', 'Unknown Company Size', and 'Unknown Revenue'.

Visitor Name	Time	Visitor Type
Historic Royal Palces	2015-09-08 15:56:02	Unknown visitor
Elizabeth Lang — Enotria...	2015-09-08 15:46:04	Known visitor
Finlay James Associates ...	2015-09-08 13:06:30	Unknown visitor
Bharti Airtel Limited	2015-09-08 12:31:00	Unknown visitor


Unknown visitor

Known visitor

# Creation of new forms and landing pages on your website @AnnStanley

Problem	Common Solutions	MAS solution
<ul style="list-style-type: none"><li>• Ability to create and add new forms onto your website</li><li>• Create landing pages for specific promotions</li><li>• Create landing pages for A:B testing</li></ul>	<ul style="list-style-type: none"><li>• Use CMS system within your website</li><li>• Use form creator plug-in on your website e.g. for WordPress</li><li>• Use 3<sup>rd</sup> party landing page creation and testing tools e.g. Unbounce, Visual Optimizer, Optimizely</li></ul>	<ul style="list-style-type: none"><li>• Custom field creator</li><li>• Form creator (where standard and custom fields can be added)</li><li>• Add form to website via an i-frame</li><li>• Creation of landing pages or integration with 3<sup>rd</sup> party software</li></ul>

# Example of landing pages with gated content - Hubspot



## ON-DEMAND WEBINAR: THE INSIDER'S GUIDE TO INCREASING ECOMMERCE CUSTOMER LIFETIME VALUE

How Today's Fastest Growing Ecommerce Companies Achieve 79% Higher Customer Lifetime Value

The top 25% of ecommerce companies grow 10x faster and have 79% higher customer lifetime value. Ready to find out how?

In this on-demand webinar, you'll learn what RJMetrics' has discovered from analyzing nearly 200 ecommerce companies and the shopping behaviors of more than 18 million customers. This data rich presentation will be complemented with best practices and real-life examples from Hubspot's experience working with ecommerce companies across the country.

You'll learn:

- The 4 drivers fueling performance in today's fastest growing ecommerce companies
- How to get more of your very best customers (the kind worth 18x more than the average customer)
- Strategies for turning one-time purchasers into loyal customers

**WEBINAR PRESENTERS:**

### View the webinar!

FIRST NAME\*

LAST NAME\*


EMAIL (PRIVACY POLICY)\*


PHONE NUMBER\*

COMPANY NAME\*

WEBSITE URL\*

DOES YOUR COMPANY SELL ANY OF THE FOLLOWING SERVICES:





UNITED KINGDOM +44 20 36847648

## FREE DOWNLOAD: THE ULTIMATE INBOUND MARKETING KIT FOR STARTUPS

Learn what inbound marketing is, and put it to work to grow your business.

You've been told that inbound marketing can help boost your company's brand awareness, website traffic, and even sales, but it can be hard to connect the dots on how exactly it all works.

To help you understand how inbound marketing works—and then put it to action—we've created a starter kit with these essential resources:

- ✓ **Inbound Marketing For Startups:** the ultimate overview of the inbound philosophy, methodology, and tool set
- ✓ **An Introduction to Growth Hacking Brand Awareness:** what you need to know to grow your reach - fast!
- ✓ **SMART Marketing Goals Template:** an interactive worksheet to set you up for success
- ✓ **How to Get 100,000 Readers to Your Blog:** tips and tricks to help you increase your online presence through blogging
- ✓ **And Much More:** additional resources to help you with budgeting, content planning, email, and analytics.

**To download your complimentary kit, just fill out the form to the right.**

### Download the Kit

FIRST NAME\*


LAST NAME\*

EMAIL (PRIVACY POLICY)\*

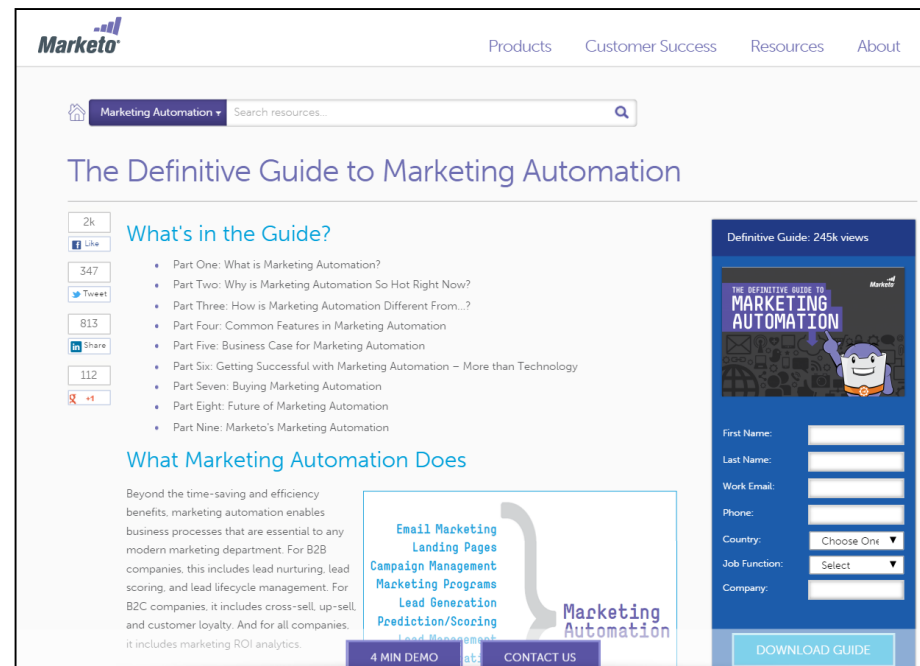
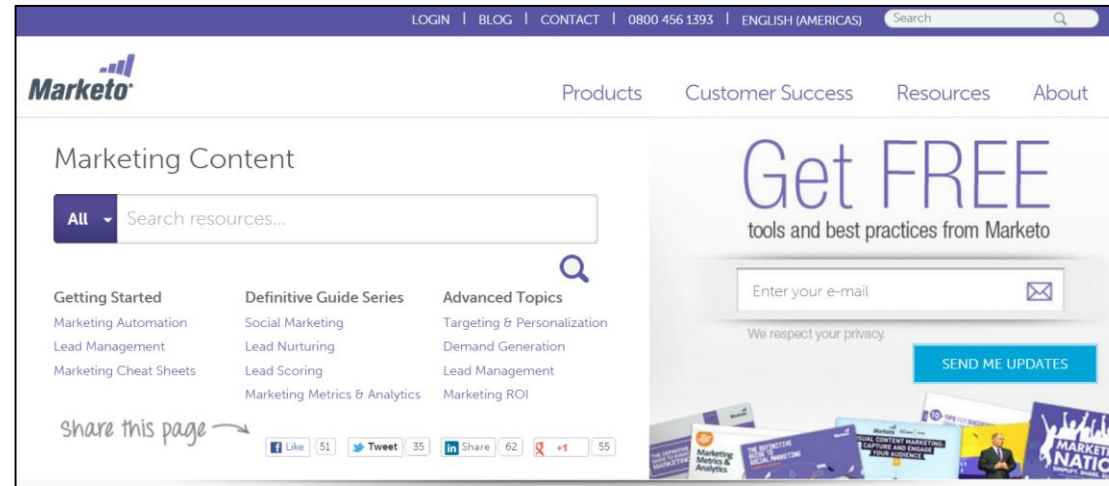
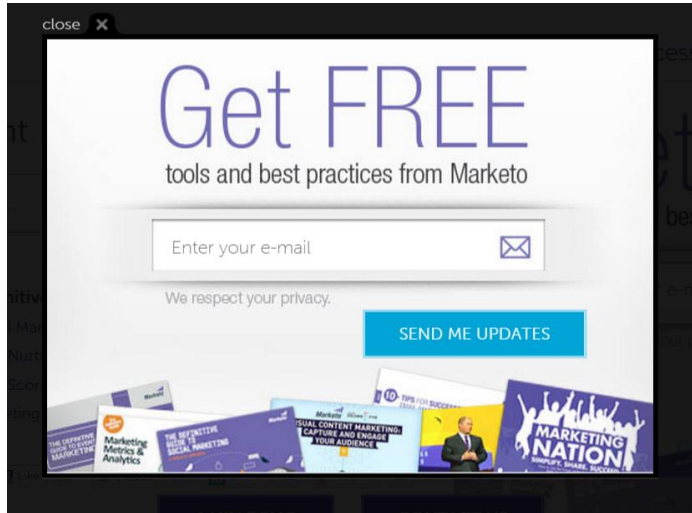
PHONE NUMBER\*

COMPANY NAME\*

WEBSITE URL\*



# Example pop-up and gated content - Marketo



# Contradictions of gated content

## **Open content**

- Has SEO benefits but you know little about the user (unless they previously complete a form or have come to your site via email i.e. you already know them)

## **Gated content**


- Only suitable for premium content - which the user values enough so they will give their details



# CRM and List Management

Problem	Common Solutions	MAS solution
<ul style="list-style-type: none"><li>• Use of Excel for your customer contacts</li><li>• Multiple lists in each department</li><li>• No central or correct list</li><li>• Contacts out of date</li><li>• Creation of segmented lists</li></ul>	<ul style="list-style-type: none"><li>• Use of Customer Relationship Management (CRM)</li><li>• Zoho, Sugar CRM, Salesforce, Microsoft Dynamics</li></ul>	<ul style="list-style-type: none"><li>• Internal CRM system with contact manager in the MAS</li><li>• Integration with 3<sup>rd</sup> party CRM systems</li><li>• Upload existing lists into MAS</li><li>• Creation of dynamic lists within MAS</li><li>• Creation of lists based on behaviour</li></ul>






# Understanding commercial fit – use of custom fields to collect data about their interests





**Unqualified Lead** 




 Elizabeth Lang  
 Senior ecommerce manager

**Contact Information**

 e.lang@enotria.co.uk  
 7800862612  
 No Mobile Provided  
 Fax Not Provided

**Company Information** 

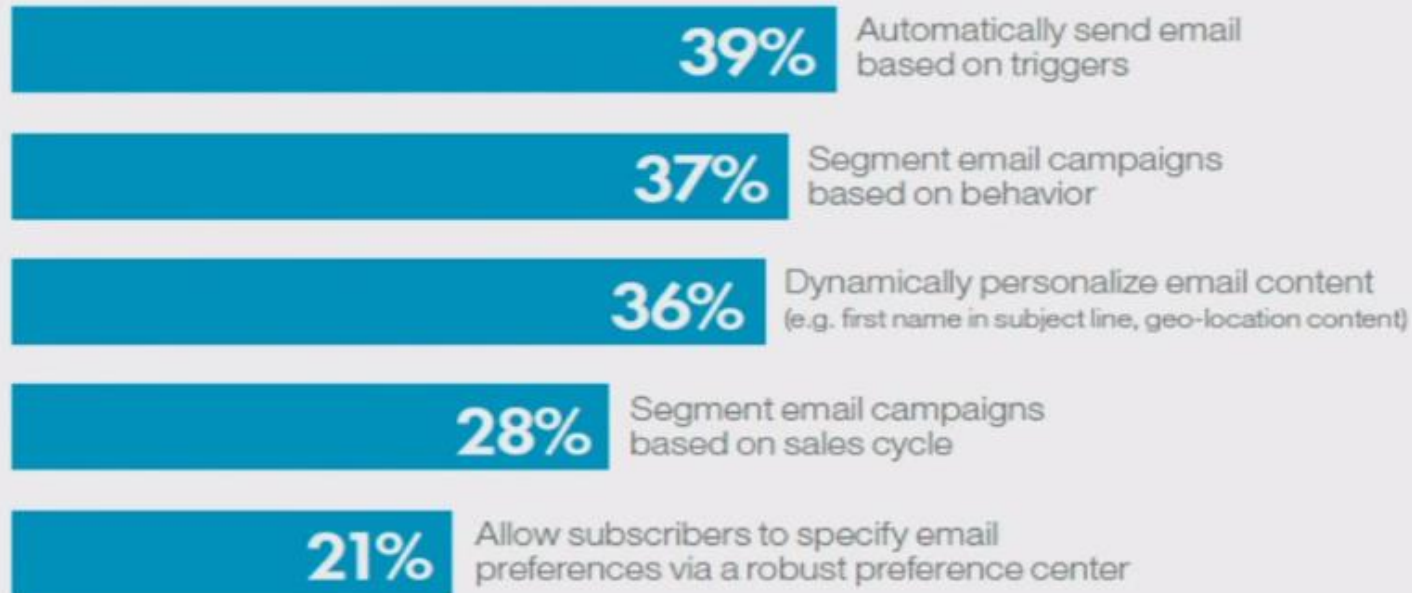
 enotria winecellars  
 Retail  
 Office Phone Not Provided  
 Extension Not Provided  
 enotria.co.uk  
 London UK

<b>Act-On Lead Score</b> <input type="text"/>	<b>Ad Spend Digital</b> <input type="text"/>	<b>Ad Spend total</b> <input type="text"/>
<b>Address 2</b> <input type="text"/>	<b>Address 3</b> <input type="text"/>	<b>Boot Camp Location</b> Leicester 
<b>Budget</b> <input type="text"/>	<b>Business Activity</b> <input type="text"/>	<b>Company size</b> <input type="text"/>
<b>County</b> <input type="text"/>	<b>I would like to join the Marketing Automation Club</b> None Selected 	<b>If yes, what date/time suits you best?</b> <input type="text"/>
<b>Monthly Marketing Budget</b> None Selected 	<b>Preferred Boot Camp Date</b> <input type="text"/>	<b>Project description or enquiry</b> PCC Managed service
	<b>Promotional Code or Referring Partner</b> <input type="text"/>	<b>Proposal docs</b> <input type="button" value="Browse..."/> No file selected.

# During nurturing process you need to send relevant content

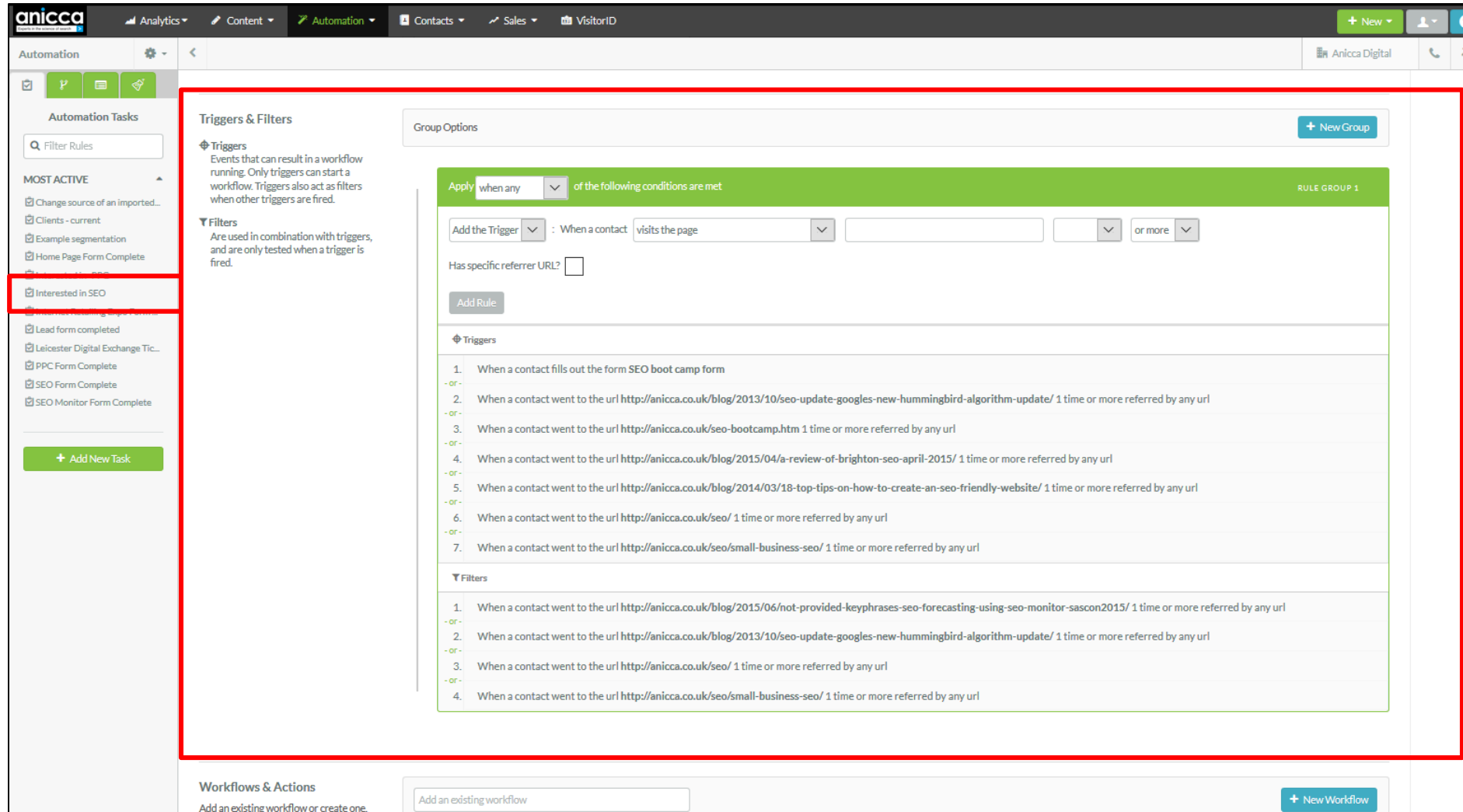
## The Key to Relevance is Behavioral Targeting

### Top Tactics to Increase Email Engagement



Source: ©2013 MarketingSherpa Email Marketing Benchmark Survey - <http://bit.ly/18l1O80>  
Methodology: Fielded December 2012, N=626

# Creating lists based on user behaviour and interests



The screenshot displays the Anicca Automation interface. The left sidebar shows a list of 'Automation Tasks' with 'Interested in SEO' highlighted in a red box. The main workspace is titled 'Triggers & Filters' and is also outlined in red. It shows a configuration for 'RULE GROUP 1' with the following settings:

- Group Options:** + New Group
- Apply:** when any of the following conditions are met
- Triggers:**
  - When a contact visits the page
  - When a contact fills out the form SEO boot camp form
  - When a contact went to the url <http://anicca.co.uk/blog/2013/10/seo-update-googles-new-hummingbird-algorithm-update/> 1 time or more referred by any url
  - When a contact went to the url <http://anicca.co.uk/seo-bootcamp.htm> 1 time or more referred by any url
  - When a contact went to the url <http://anicca.co.uk/blog/2015/04/a-review-of-brighton-seo-april-2015/> 1 time or more referred by any url
  - When a contact went to the url <http://anicca.co.uk/blog/2014/03/18-top-tips-on-how-to-create-an-seo-friendly-website/> 1 time or more referred by any url
  - When a contact went to the url <http://anicca.co.uk/seo/> 1 time or more referred by any url
  - When a contact went to the url <http://anicca.co.uk/seo/small-business-seo/> 1 time or more referred by any url
- Filters:**
  - When a contact went to the url <http://anicca.co.uk/blog/2015/06/not-provided-keyphrases-seo-forecasting-using-seo-monitor-sacon2015/> 1 time or more referred by any url
  - When a contact went to the url <http://anicca.co.uk/blog/2013/10/seo-update-googles-new-hummingbird-algorithm-update/> 1 time or more referred by any url
  - When a contact went to the url <http://anicca.co.uk/seo/> 1 time or more referred by any url
  - When a contact went to the url <http://anicca.co.uk/seo/small-business-seo/> 1 time or more referred by any url

At the bottom, the 'Workflows & Actions' section is visible, with an 'Add an existing workflow' input field and a '+ New Workflow' button.

# Email broadcasting and reporting

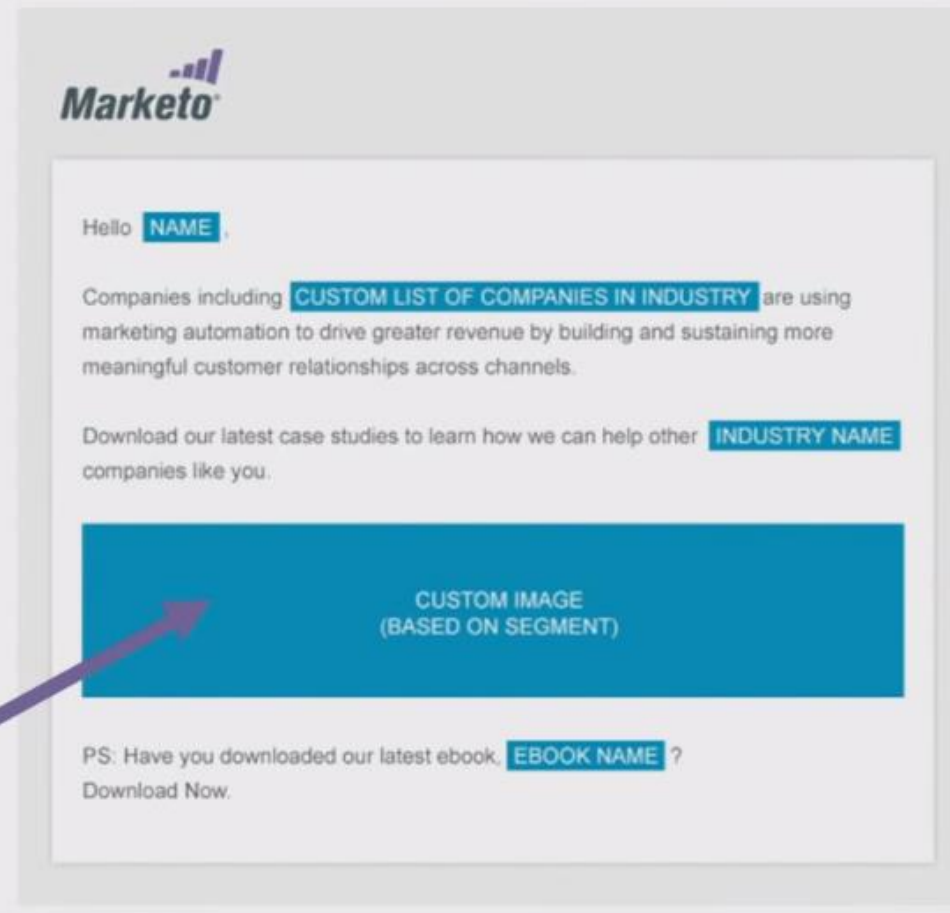
Problem	Common Solutions	MAS solution
<ul style="list-style-type: none"><li>• Ability to email using own templates</li><li>• Ability to upload your own list</li><li>• Blocking of an account if it contains info@ or sales@ addresses</li><li>• No tracking of customers history</li></ul>	<ul style="list-style-type: none"><li>• MailChimp and web-based broadcasting are cost effective</li><li>• Have to purchase own software e.g. Adestra, Pure360 to overcome issues around uploading your own lists</li><li>• Use of CRM or other system to track history</li></ul>	<ul style="list-style-type: none"><li>• MAS has integrated email broadcasting system</li><li>• Ability to upload own lists</li><li>• Ability to use MAS templates or upload your own</li><li>• Reports email performance for each email or each customer</li></ul>

# Dynamic content based on what you know already

## Dynamic Content



**Industry, Geography,  
Company Size, Customer  
vs. Prospect, etc.**



# Social media publishing and listening

Problem	Common Solutions	MAS solution
<ul style="list-style-type: none"><li>• Schedule posts and broadcasting across various platforms</li><li>• Manage all listening and broadcasting through one platform</li><li>• Monitor competitor activity</li></ul>	<ul style="list-style-type: none"><li>• Hootsuite</li><li>• Tweetdesk</li><li>• Oktopost</li></ul>	<ul style="list-style-type: none"><li>• Some MAS solutions offer HootSuite-like functionality, so you can broadcast your social posts</li><li>• Link and monitor competitors</li></ul>

# Automated or drip campaigns

Problem	Common Solutions	MAS solution
<ul style="list-style-type: none"><li>• Ability to automate email responses to campaigns</li><li>• Drip campaigns to assist in content marketing</li><li>• Ability to follow-up shopping cart abandonment</li><li>• Cross-sell spares and other products at timed intervals</li><li>• Send annual or date triggered emails</li><li>• Others as required</li></ul>	<ul style="list-style-type: none"><li>• Some email broadcasting systems have automated or triggered emails</li><li>• Specialist software for shopping cart abandonment</li></ul>	<ul style="list-style-type: none"><li>• MAS software allows complex workflows based on filters and triggers</li><li>• Workflow or task can happen immediately or be scheduled with a delay</li><li>• Can be used purely for internal processes or as part of external communications</li></ul>

# Examples of automated workflows or tasks

## Internal

- Visitor completes form or goes to a specific page – alert staff by email
- Customer reads content on a specific subject – change preferences or interest fields
- Lead score reaches specific number then alert staff and change status to “hot lead”

## External

- Visitor completes form or sale and receives email requesting a Review or social share
- Visitor goes to cart but does not complete sale – customer sent voucher or offer to encourage sale
- Drip-feed blog content based on time and areas of interest
- Customer sent reminder to purchase maintenance or support contract (or other cross-sales)
- Send birthday or other time-triggered emails



# Tracking leads and sales opportunities

Problem	Common Solutions	MAS solution
<ul style="list-style-type: none"><li>• Use of Excel to track and qualify leads in order to focus on hot leads</li><li>• Change stage of sales opportunities</li><li>• Use percentages to calculate pipeline and likely revenue</li></ul>	<ul style="list-style-type: none"><li>• CRM software allow tracking of sales opportunities but rarely have lead tracking based on user behaviour</li></ul>	<ul style="list-style-type: none"><li>• MAS allow you to score leads based on users' activities and behaviour</li><li>• Integration with CRM system so that the sales team only focus on hot leads</li><li>• Some MAS also have opportunity tracking</li></ul>

# Had to create your lead score based on behaviour

## **Early stage activity 1-5 points**

- Read a blog
- Opened an email
- Read open content



















## **Researching and nurturing 5-10 points**

- Clicked on an email
- Read gated content
- Download brochure
- Watched video
- Read FAQ's or price information

## **Ready to buy 10-20 points**


- Completed contact enquiry form
- Requested demo or free trial

# Contacts by lead score

 <p>Neil Hannam - Anicca ✉ neil@anicc.co.uk 🕒 Added A day ago</p>	 Direct Traffic	 Unassigned	<b>811</b> Lead Score
 <p>Elizabeth Lang - enotria winecellars ✉ e.lang@enotria.co.uk 🕒 Added A day ago</p>	 LinkedIn	 Unassigned	<b>45</b> Lead Score
 <p>Ameer Rehman - Park Private Clinic ✉ marketing@parkprivateclinic.co.uk 🕒 Added 4 days ago</p>	 Google or Bing organic search	 Unassigned	<b>44</b> Lead Score
 <p>David Caroli - livinglondon.com ✉ davidcaroli78@gmail.com 🕒 Added 8 days ago</p>	 LinkedIn	 Unassigned	<b>31</b> Lead Score
 <p>Kev Rawson - Revolution Nutrition and Supplements ✉ kevrawson@hotmail.com 🕒 Added 3 weeks ago</p>	 Direct Traffic	 Unassigned	<b>27</b> Lead Score
 <p>Michael O'Flynn - Professional Academy ✉ mseoflynn@gmail.com 🕒 Added 3 weeks ago</p>	 Direct Traffic	 Unassigned	<b>23</b> Lead Score

# History of touchpoints and interaction

Created A day ago



9/9

Email was Sent

Re: PPC Enquiry

FROM Bhavesh Chauhan <bhavesh@anicca.co.uk>  
TO Elizabeth Lang

Hi Elizabeth,

It was lovely speaking with you. Thank you for taking the time out to explain your requirements for both [\\*www.greatwesternwine.co.uk](http://www.greatwesternwine.co.uk) <<http://www.greatwesternwine.co.uk>>\* and [\\*www.enotria.co.uk](http://www.enotria.co.uk) <<http://www.enotria.co.uk>>\*.

Please find below a breakdown of what's typically covered in our PPC Consultancy Package:

# Tracking all the interactions - Marketo

Marketo Sales Insight

Priority: 🔥🔥🔥 ☆☆☆

Actions: Add to Watch List Go!

Interesting Moments Web Activity Email

Interesting Moment	Date	Subscribe
Downloaded "The State of Content Marketing Industries" eBook	11/8/2013 1:37 AM	
Web: Second Web Visit in Last Week	10/29/2013 2:44 AM	
Downloaded the full Definitive Guide to Marketing Metrics and Analytics	10/7/2013 8:26 AM	
Web: Visited the detailed pricing page - key buying sign	9/12/2013 8:45 AM	
Web: Searched for Marketo "marketo" -- key buying sign	9/12/2013 8:44 AM	
Attended Marketing Nation Roadshow Event in London	9/11/2013 11:00 AM	
Web: Third Web Visit in One Week		
Web: Second Web Visit in Last Week		
Registered for Roadshow event in London on 2013-09-10	9/6/2013 7:36 AM	
Milestone: Original source: salesforce.com	9/6/2013 2:08 PM	

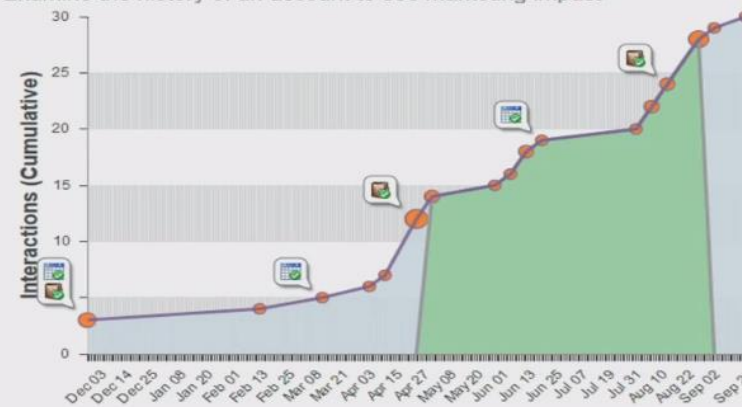
Stars and Flames show priority

Full list of Interesting Moments

## Track All Touches Across People

### Opportunity Influence

Examine the history of an account to see marketing impact



Settings

Account: MegaCorp Inc.

Opty: Standard Bundle- (Won)

Has Opportunity Role:

- Manny Ataebi (14) ☆
- Jacob Gardner (3)

No Role:

- Sarah Miller (11)
- Kevin O'Connor (0)
- Kunoul Luvy (0)
- Mahummuk Zumun (0)
- Nodhalus A'Nuol (0)

# Tracking effectiveness of marketing campaigns

Problem	Common Solutions	MAS solution
<ul style="list-style-type: none"><li>• Source of leads is not always known or tracked</li><li>• No central place to store details of all leads and sales by marketing source or campaign</li><li>• Ability to include costs of marketing to calculate cost per sale and profit</li></ul>	<ul style="list-style-type: none"><li>• Some CRM systems will report on sales source</li><li>• Use of Excel to collate sales vs. costs</li></ul>	<ul style="list-style-type: none"><li>• MAS gives ability to view leads and sales by source</li><li>• Some MAS also allow you to record the sales value as compared to costs</li></ul>

# Tracking the KPI of the sales funnel - Moz



# Multi touch view of what generates revenue - Marketo

Program Channel	Investment	(MT) Pipeline Created	(MT) Opportunities	(MT) Ratio	% Above Min*
Website	\$0	\$57,072,995	2,190	N/A	
Webinar - Marketo	\$336,888	\$18,122,028	708	53.8	89%
Nurture	\$0	\$4,956,437	165	N/A	
Tradeshow	\$539,638	\$3,725,349	120	6.9	76%
Email - Batch - Prospect	\$0	\$3,388,760	138	N/A	
PPC	\$624,965	\$3,373,194	116	5.4	75%
Email - Sponsored	\$873,070	\$3,339,851	106	3.8	41%
Blog	\$0	\$3,332,269	134	N/A	
Content Syndication	\$301,817	\$2,897,088	72	9.6	57%
Virtual Trade Show	\$169,750	\$1,903,905	68	11.2	73%
Social - Paid	\$348,203	\$1,303,710	55	3.7	67%
Social - Organic	\$0	\$968,497	46	N/A	
<i>Source: Marketo Revenue Cycle Analytics, Nov 2013</i>				<b>10.4</b>	<b>66%</b>
<i>* Percentage of all programs in channel that achieve MT Ratio &gt; 5</i>					



# Summary

- SEO and content marketing does not have to be just about attracting visitors and top of the funnel activities
- With considered purchases with a long buying cycle - prospects need to be nurtured through until they are ready to buy and talk to a sales person
- Marketing Automation Software (MAS) can provide a whole host of tools to track and influence the sales and marketing process
- The role of SEO and content marketing needs to be elevated and extended to all stages of the funnel – so they can be actively involved in the nurturing process
- Use of MAS, particularly with personalisation and work flows will allow a more integrated approach to marketing - irrespective of the channels used by the visitor to come and revisit the site