

Mastering Opt-In Marketing To Grow Your Business

Internet Marketing and
Targeted Prospecting

Agenda

1. Internet Marketing & Prospecting
[Market-Vantage]
2. Delivering your Marketing Messages to a
Well-Targeted Audience [B2B Contact]
3. Open Q&A

Internet Marketing

Presented by Market-Vantage

Internet Marketing

- Puts your value proposition in front of people who are looking for your product or service....
...at the exact moment they are looking!
- Which means:
 - Prospects find YOU, instead of YOU trying to find PROSPECTS

Internet Marketing Makes Sense

- Each week, 40% of everyone who has a connection to the Internet researches a purchase online.”

Greg Stuart, CEO, IAB

- >85% of Internet users will get to a site the first time through a search engine

SearchEngineWatch

Benefits of Internet Marketing

(vs. Traditional Approaches)

- Faster / lower-cost lead generation
- Faster response time to test your messaging
- 24 x 7 availability
- Better responsiveness to customers / prospects

The Four Essentials of IM

- Strategy – Having a good plan and executing it
- Promotion – Getting traffic to your site
- Conversion – Getting visitors to do something
- Web Analytics – Tells you...
 - What works
 - Why it works
 - How to keep improving!

Internet Marketing Strategy

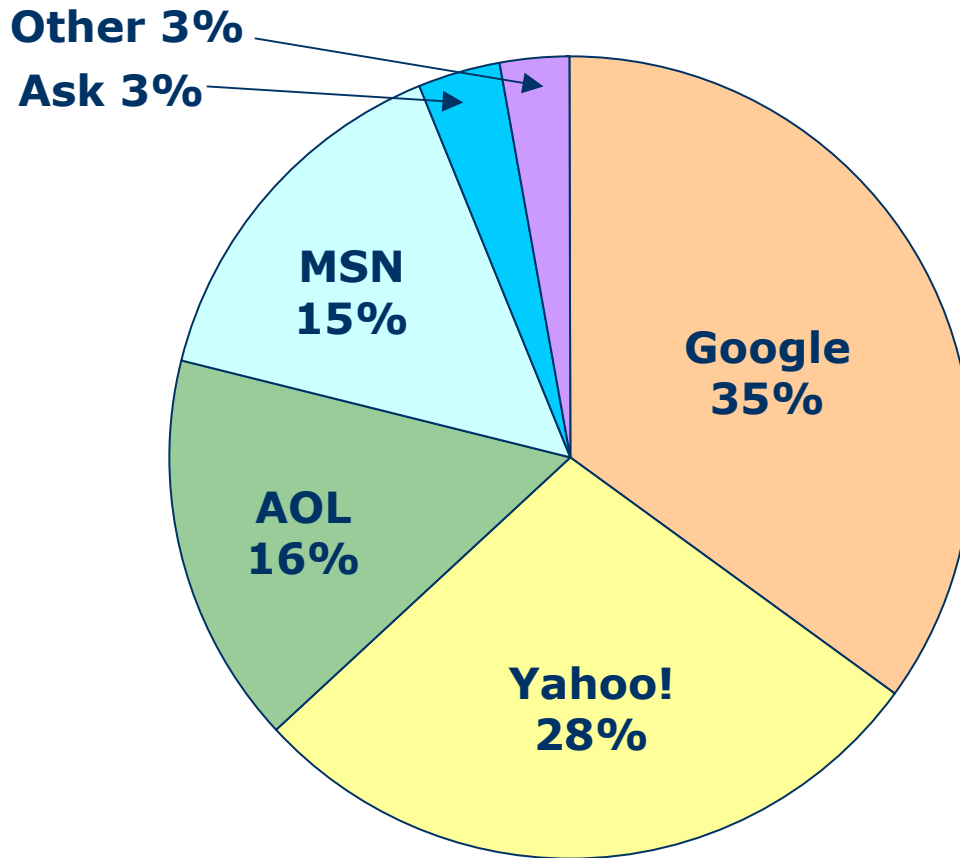
- What kinds of audiences do you want to attract to your site?
- How are you going to get them there?
- What do you want them to do after they arrive?
- How will you get them to do it?

Website Promotion

Search Engines and Directories

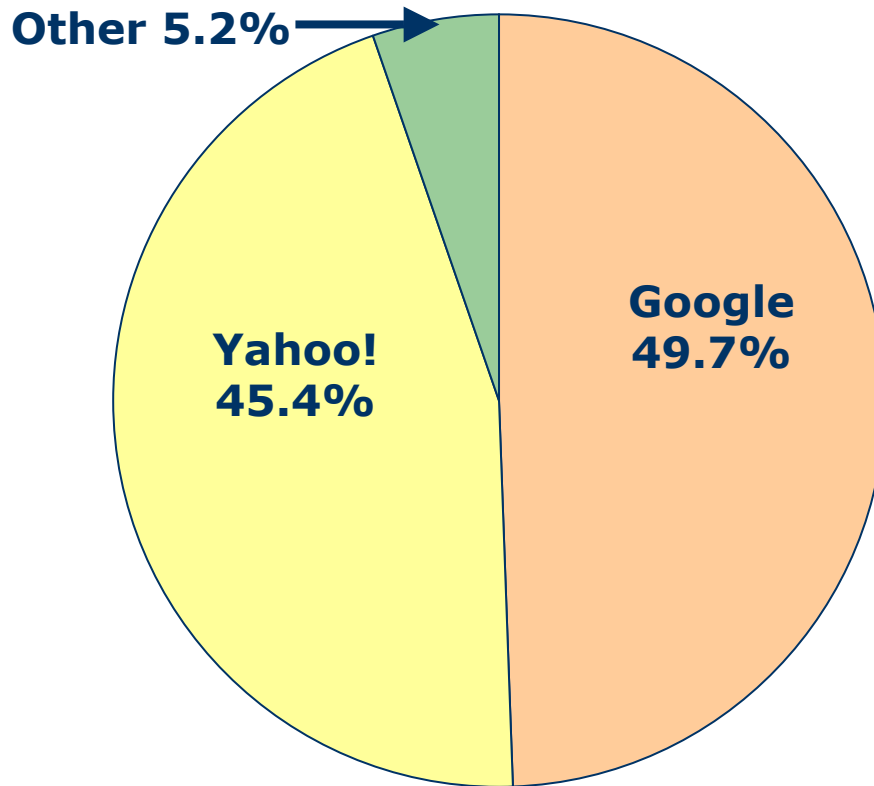
- Human-Edited Directories
 - Yahoo Directory, OpenDirectory (DMOZ)
- Crawler-Based Search Engines
 - Google, AltaVista, Inktomi, AllTheWeb, Teoma
- Recent History
 - Four years ago, Google barely existed
 - Remember the dominance of AltaVista? Infoseek?

Search Engine Market Shares



Source:
ComScore MediaMetrix
February 2004

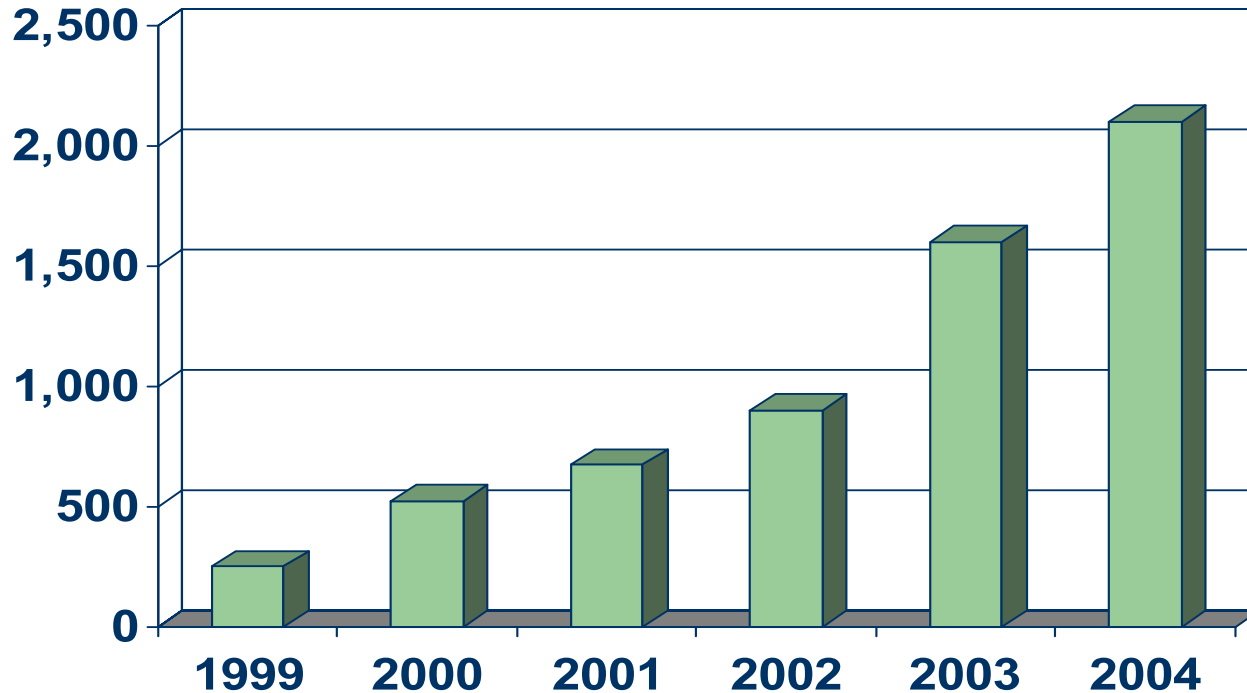
Search Provider Shares



Source:
ComScore MediaMetrix
February 2004

Search Engine Ad Spending

\$ Millions



Source: BtoB Magazine 4-5-2004
and Jupiter Research

Website Promotion

Search Engines

- How can I get the search engines to send traffic to my web site?
 - Get high rankings in the search results pages (SERPs). This is done by Search Engine Optimization
 - Pay (Per-Click, placement, paid inclusion)
 - BOTH require up-front keyword analysis

Website Promotion

Leveraging the Search Engines

- Which is best? SEO or PPC?
 - Need leads fast? Use PPC
 - Need leads long-term? Use SEO
 - Many companies do both, start with PPC while they phase in SEO, then back-off PPC

SEO: Search Engine Optimization

PPC: Pay-Per-Click advertising

Conversion

- Now that we have all this traffic, what do we do with it?
- Retail: close the sale before they leave
- B2B: Get them to interact before they leave

B2B Conversion

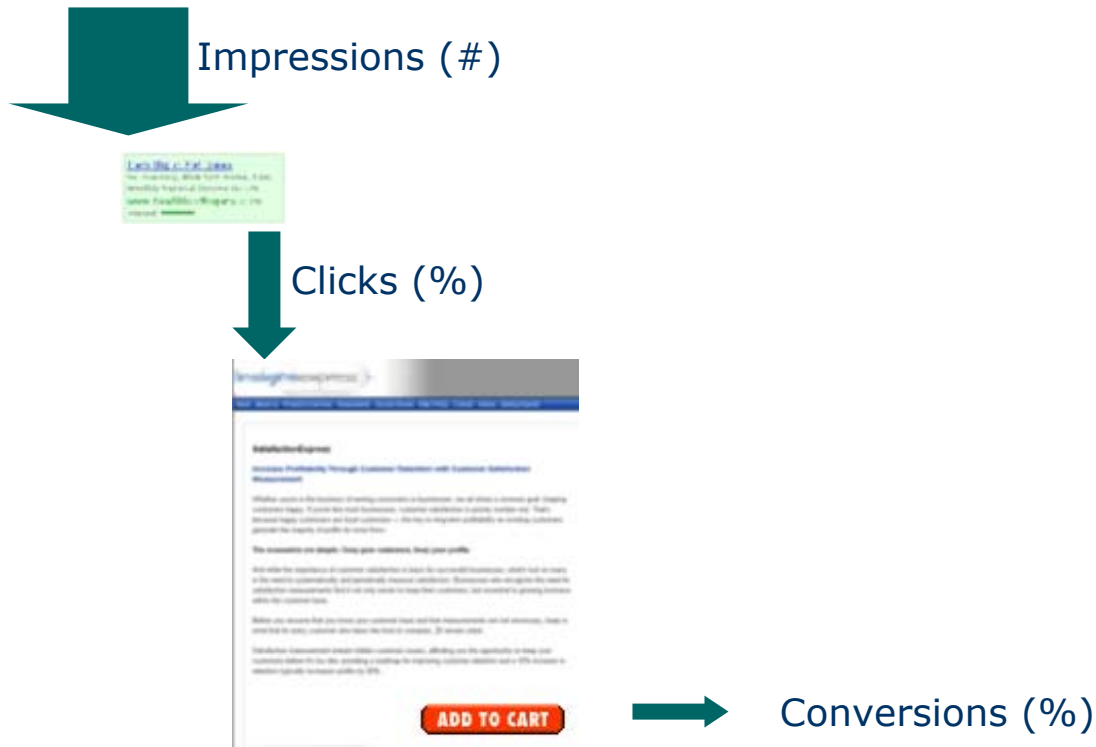
- Offer something of value:
 - Periodic e-newsletter (frequency)
 - Access to case study library
 - Industry expertise / reports
 - ROI calculator tool
 - Flash movie or Brainshark™ presentation

Web Analytics

Tracking and Measurement

- Track website visitor behavior
- Track campaigns from visitor to “goal page”
- Especially track Pay-Per-Click ads
 - Can be a wonderful market-research tool
- A/B testing
- Market Research

Web Analytics Market Research



Summary

- Make sure your Internet Marketing strategy reinforces your business goals
- Get traffic to your site
- Convert visitors to opt in
- Measure, figure out what works, and keep improving

Delivering Your Marketing Messages to a Well-Targeted Audience

Presented by Donald Quattrochio
B2B Contact

Data Essentials

- Push-Pull – Hans' presentation focused on pulling prospects that are searching for your solution to your site. We will focus on your install data and how to push messages to your audience.
- A Perfect Message going out to the wrong audience is costly and ineffective.
- **The best way to improve response rates is to focus on the audience, not the message!**
- 40-50% of all contact within your install database is inaccurate.
- Company data deteriorates at the rate of 20% annually. Contact information changes at the rate of 50%. People change roles/jobs every 2 years.

Data Essentials

Steps to Success:

- Identify your target audience – analysis is FREE!
- Can't go by titles anymore!
- Email, Email and more Email – Must Opt-in!
- 7-8 touch points before you capture attention
- What's your strategy???

Summary

- Identify your target audience
- Refresh the contact information (especially email addresses) within your database
- Run Opt-In Campaigns
- Prepare a multi touch point marketing strategy!

What Next?

- Are you generating enough leads through your web site?
- Are you struggling to maintain acceptable response rates?
- Free Database Assessment if you call B2B Contact by August 30th!

Thank You!

Any Questions?



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