

Business-to-Business Search Marketing The “Considered” Purchase

March 19, 2008
SES: New York
B2B Tactics

Karen Breen Vogel
CEO

Agenda

- B2B: What's Different from B2C
- Case for SEO in B2B
- Key Challenges and Solutions
 - Who is the searcher?
 - Low sample sizes for testing
 - Avoiding waste
 - Qualifying visitors
 - Measuring value of a visit or conversion relative to \$\$

Search Engine Marketing

Considered Purchase – “What’s Different”

| | |
|----------------------|---|
| GOALS | Start or Develop Relationships |
| ENGINES | Major Search & Business/Vertical-specific |
| KEYWORD | Buying Cycle & Role Based |
| MESSAGES | Value Prop/Offer Aligned to Buying Cycle & Role |
| LANDING PAGES | Options for Interactions/Content/Next “Date” |
| TRACKING ROI | Show ROI Pipeline Present Value, Cost/Behavior |

The Case for Prioritizing SEO in B2B

64% of Search Engine Users searching for Business Information

Pros:

- PPC Costs Increasing
- Higher click-thru rates on Organic
- Credibility and Branding from Organic
- Paid and Organic Reinforce
- Wider Buying Cycle Coverage
- Cost is mostly upfront not ongoing
- More appropriate if sales are not measurable or level of lead quality is suspect

Cons:

- Lack of Control on ranking algorithms
- Competition
- Immediacy of results

Conclusion:

- Make SEO Priority – add PPC as needed
- Exceptions exist but this is fruitful area for most B2B companies

Challenge: Keyword Selection

Challenge: Who are you really messaging to?

Tip: Offer Segmentation Options

VORANOL™ VORACTIV™ Polyols



**Easier Processing.
Improved Consistency.**

Relax.... with VORANOL VORACTIV polyols the solution is clear.

VORANOL™ VORACTIV™ polyols can help avoid undesirable foam attributes such as:

- [High Cost from Complex Processing](#)
- [Unreliable Consistency](#)
- [Unpleasant Odors](#)
- [Fogging and Staining](#)

By having the amine catalyst built into the VORANOL VORACTIV polyol, foamers can eliminate a formulating step and streamline their process. This dramatically reduces emissions and creates more consistent and cleaner foam. These benefits can lead to higher customer satisfaction resulting in increased sales and fewer product returns.

Functions

- ▣ Molded Foam Producers
- ▣ Slabstock Foam Producers
- ▣ Bedding/Furniture Manufacturers
- ▣ Automotive Manufacturers
- ▣ Benefits

Buy Cycle Implications

- Ask a Technical Question
- Request a Sample
- Plant Trial
- Literature/Resources
- Frequently Asked Questions

Pain Points

Challenge: Low Sample Sizes

Low Sample Sizes in B2B – Less Meaningful Results

Landing Page Testing

Use only 2 to 4 variables in Multivariate Testing

A/B testing still very valid in B2B due to smaller sample sizes

Message Testing

- The greater number of messages tested the larger sample needed
- Lower click totals need larger CTR differential
- Use tool to calculate confidence levels

Example: Message Testing in B2B

| | | | |
|--|-------------------------|--|---------------------------------------|
| <u>Message A</u> Clicks: 25 CTR: .8% | | <u>Message B</u> Clicks: 30 CTR:1.0% | Not Enough Data |
| <u>Message A</u> Clicks: 60 CTR: .8% | | <u>Message B</u> Clicks: 70 CTR:1.0% | Not Enough Data |
| <u>Message A</u> Clicks: 70 CTR: .8% | ← More Volume → | <u>Message B</u> Clicks: 70 CTR:1.0% | 80% Confidence Message B is Better |
| <u>Message A</u> Clicks: 50 CTR: .6% | ← Wider Spread → | <u>Message B</u> Clicks: 25 CTR:1.0% | 90% Confidence Message B is Better |

Tip: How to reduce waste?

Get Vertical

- Unconverted clicks on broad engines more likely to be wrong people
- Unconverted clicks on vertical engines more likely to be right people who could eventually convert
- Recipe for success = Multi-engine approach and focusing on key metrics.

Qualify Leads Through Cycle

Message Filtering

[Commercial Lending](#)

GE Commercial Finance-Reliability & expertise for financing \$10MM & up.
www.gecfo.com

Landing Page Filtering

Find Financing Now!

Step 1 of 2

Locate the financing that's right for your company.

Minimum loan size:

--- Select ---

--- Select ---

< \$10 Million

\$10 - \$30 Million

\$30 - \$150 Million

> \$150 Million

--- Select ---

NEXT

Match Lead Qualification to Keyword Referrals

| | | |
|---|-------|-------|
| Find Financing Now Send Off | 1,314 | 4.45% |
| ▼ Page | | |
| http://gecfo.com/sendoff.html | | |
| ▼ Google | 480 | 1.63% |
| GE Finance | 80 | 0.27% |
| ge financial | 40 | 0.14% |
| asset based lending | 33 | 0.11% |
| ge capital leasing | 32 | 0.11% |
| commercial banks | 24 | 0.08% |
| GE Credit | 24 | 0.08% |
| mezzanine financing | 20 | 0.07% |
| ge financing | 17 | 0.06% |
| GE Capital | 14 | 0.05% |
| asset based lenders | 14 | 0.05% |
| inventory financing | 14 | 0.05% |

Measure the Entire Buy Cycle

Example “Highly Valued Activities”

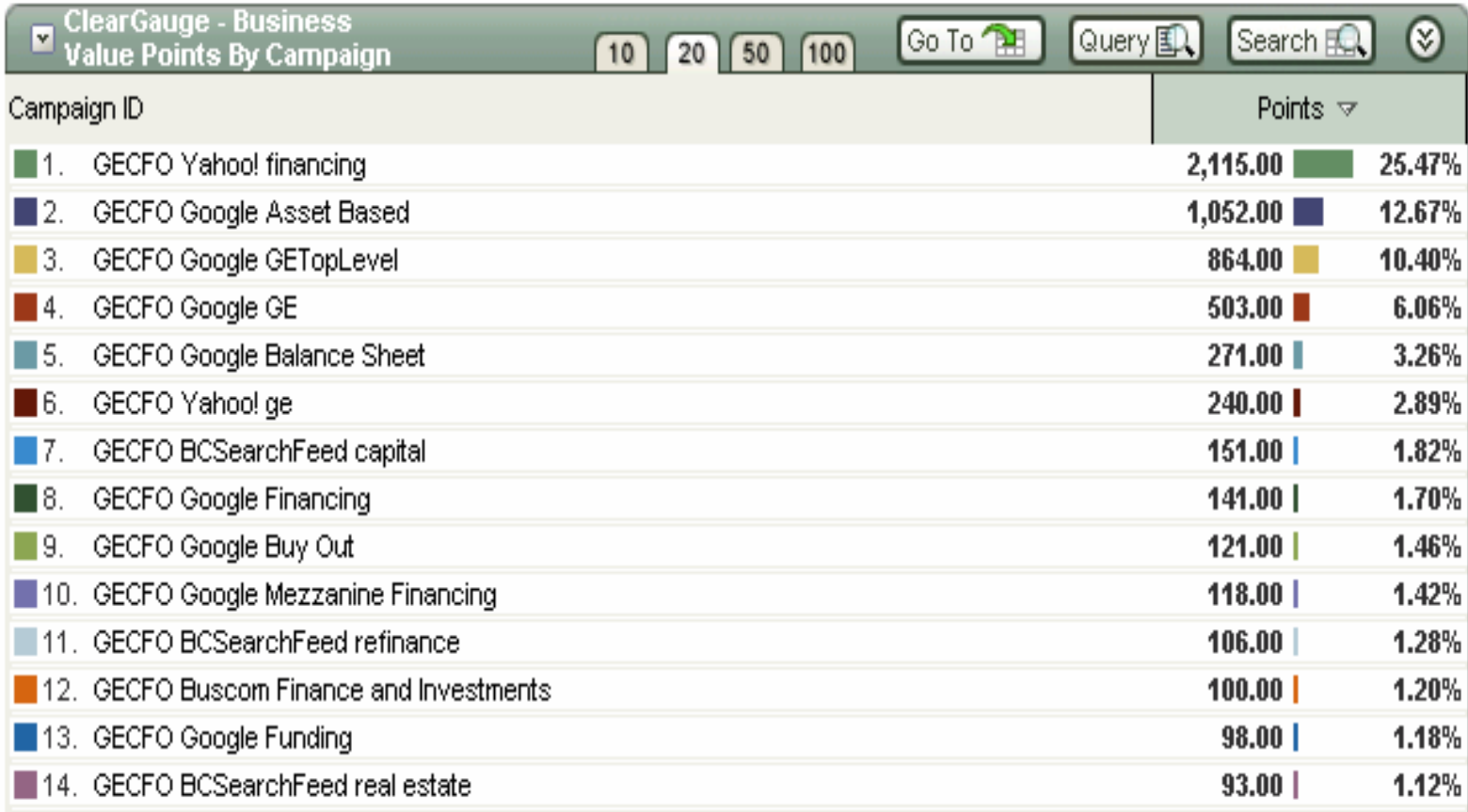
- Entered Purchase Process
- Made a Purchase
- Completed an RFP/RFQ
- Called a Phone Number
- Agreed to be Contacted
- Requested to be Contacted
- Signed up to meet at Trade Show
- Requested a Demo
- Entered an Online Demo
- Completed an Online Demo
- Downloaded a Demo
- Requested a Sample
- Searched for a Local Dealer
- Requested More Information
- Asked a Question
- Used a Product Configurator
- Registered for Web site
- Signed up for an E-mail Newsletter
- Downloaded a White Paper
- Downloaded a Product Spec Sheet
- Answered a Survey
- Entered a Sweepstakes

Buy Cycle Measurement

| Buy Cycle | Visits |
|---------------------------------|---------|
| 1. Awareness | 190,105 |
| 2. Purchase Validation Interest | 66,716 |
| 3. Initial Consideration | 19,928 |
| 4. Initial Interest | 17,442 |
| 5. Moderate Consideration | 8,646 |
| 6. Active Interest | 2,872 |
| 7. High Consideration | 788 |
| 8. Ongoing Interest | 636 |
| 9. Purchase | 134 |

Campaigns by Points

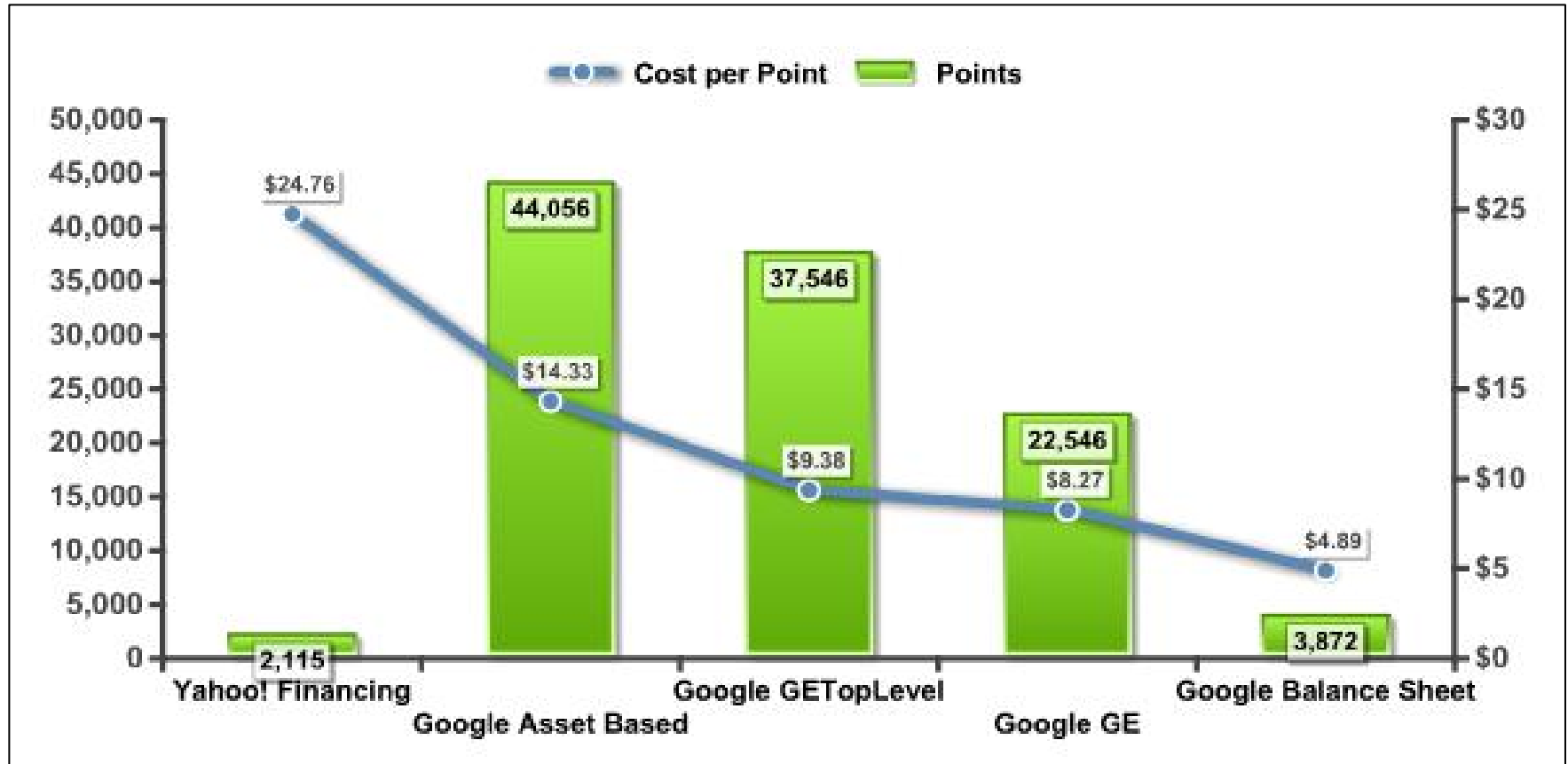
Measure your media spend's ROI by the *weighted business value* it achieves.



| Campaign ID | Points |
|--|-----------------|
| 1. GECFO Yahoo! financing | 2,115.00 25.47% |
| 2. GECFO Google Asset Based | 1,052.00 12.67% |
| 3. GECFO Google GETopLevel | 864.00 10.40% |
| 4. GECFO Google GE | 503.00 6.06% |
| 5. GECFO Google Balance Sheet | 271.00 3.26% |
| 6. GECFO Yahoo! ge | 240.00 2.89% |
| 7. GECFO BCSearchFeed capital | 151.00 1.82% |
| 8. GECFO Google Financing | 141.00 1.70% |
| 9. GECFO Google Buy Out | 121.00 1.46% |
| 10. GECFO Google Mezzanine Financing | 118.00 1.42% |
| 11. GECFO BCSearchFeed refinance | 106.00 1.28% |
| 12. GECFO Buscom Finance and Investments | 100.00 1.20% |
| 13. GECFO Google Funding | 98.00 1.18% |
| 14. GECFO BCSearchFeed real estate | 93.00 1.12% |

Cost per Weighted Business Value Point

Your media spend divided by points equals the *cost per business value points* (overall weighted pipeline creation).



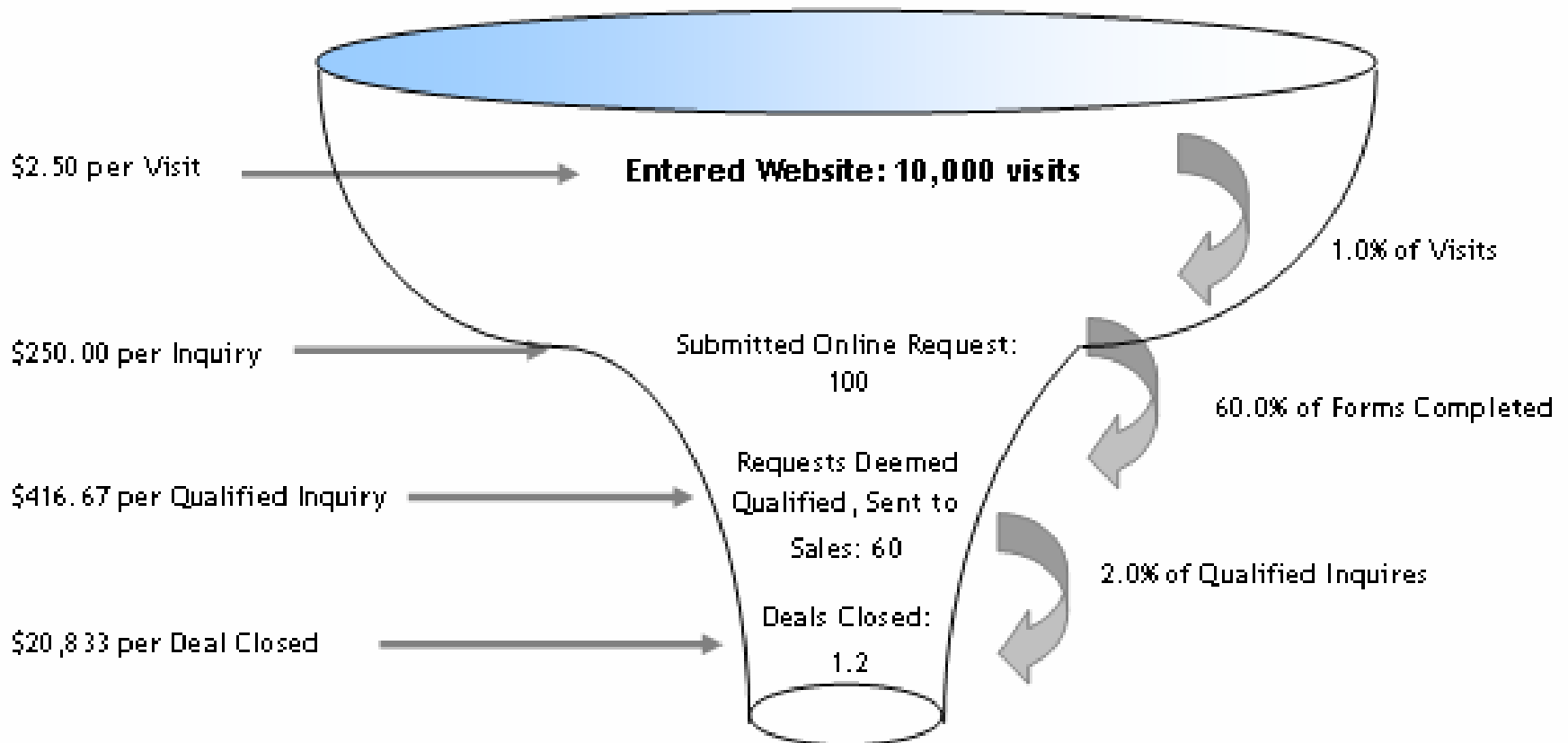
Valuing the Pipeline

Present
Pipeline =
Value

$$\left(\begin{array}{l} \text{(# of prospects in Awareness stage X \% close rate for Awareness) +} \\ \text{(# of prospects in Consideration stage X \% close rate for Consideration) +} \\ \text{(# of prospects in Trial stage X \% close rate for Trial)} \end{array} \right) \times \text{Average Sale}$$

Highly Valued Activity Performance

Incorporate cost data into your conversion funnels to understand the cost per action (CPA)



Highly Valued Activity Performance

Calculate your “threshold” or “break-even” CPAs

| Conversion Funnel Stage | Threshold CPA | Actual CPA | % of Actual to Threshold |
|--------------------------------|---------------|--------------|--------------------------|
| Visits to Site | \$ 6.00 | \$ 2.50 | 42% |
| Online Request Forms Submitted | \$ 600.00 | \$ 250.00 | 42% |
| Qualified Requests | \$ 1,000.00 | \$ 417.00 | 42% |
| Closed Deals | \$ 50,000.00 | \$ 20,833.00 | 42% |

Dashboards Illuminate Your KPI's



Thank You

Karen Breen Vogel

karen.breenvogel@cleargauge.com

www.cleargauge.com