

# *Search and the Enterprise Sales Force*



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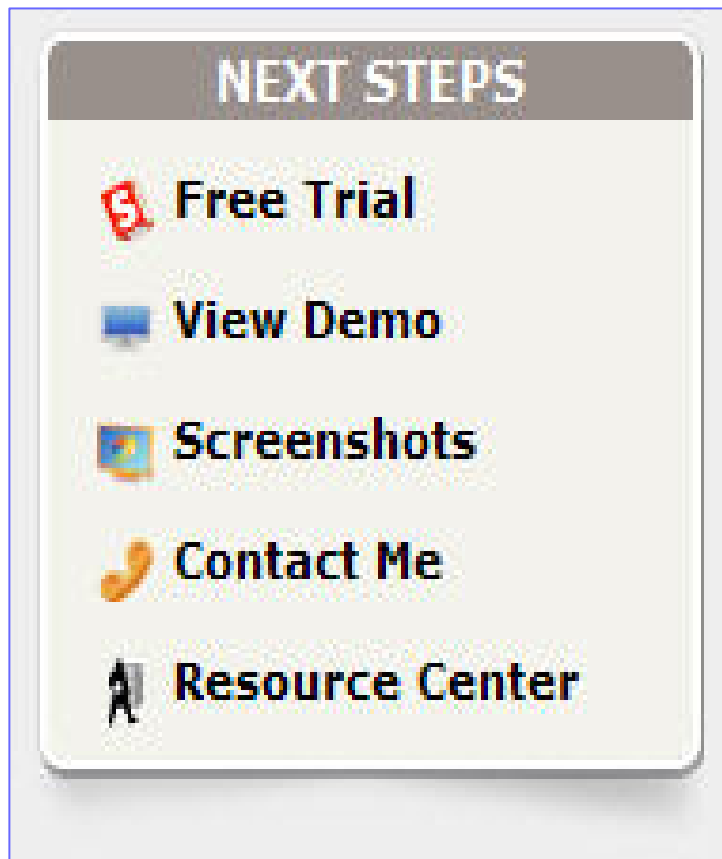




**Marketing Goal:** Fill the Pipeline  
with Qualified, High-quality Leads



# What does Marketing Think They Want?



# Priority Order of Trust – Trial/Download

## VMware Fusion

Register for your **free 30-day trial of VMware Fusion** and get the best of both the Mac and PC worlds. With an intuitive Mac-native interface and a wide array of powerful features, VMware Fusion provides the most seamless way to run Windows applications on your Mac.

### YOUR TRIAL LETS YOU

- Run critical Windows apps on your Mac, without rebooting
- Convert your old physical PC to a virtual machine

## 2 Register or Login

### ▶ New to VMware?

First Name \*

Last Name \*

Email \*

Valid email is required for license activation

 Continue

Free Trial

# Priority Order of Trust - Demo

See CRM Leadership and The Business Web in Action  
To view salesforce.com demonstrations, please complete the form below.  
You will get complete access to over 60 minutes of video demonstrations and product reviews in 8 action packed sections.

*Company	<input type="text"/>	*Country	United States	*Questions/Comments	
*First Name:	<input type="text"/>	*Last Name:	<input type="text"/>	<input type="text"/>	
*Job Title	<input type="text"/>		*State/Province		-- Select One --
*Phone Number	<input type="text"/>	*Zip/Postal Code	<input type="text"/>		
*E-mail	<input type="text"/>	*Employees	-- Select One --		
		*Product Interest	-- Select One --		
		*Referral Code: (if any)	<input type="text"/>		

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# Search Needs to Drive Potential Customers through High Priority, High Trust Lead Generation Channels

## How?

- Optimize for more than home page and product category pages
- Point paid search clicks at aggressive lead generation pages
- And...

# Make Search an A Lead

- Force it into the A lead bucket if it is a high converting paid search word
  - Ignore other rules for bucketing
- Can't treat all search traffic the same
- Educate the reps by showing them the paid search numbers
- Check to see what the reps are following up on when search leads come in.
- Give them more of those

# Review Sales Success Measures

- Close Rate
- Time to Close
- Average Selling Price
- Quarterly Quota

Feedback Loop into Search Buys and Site Optimization

# Thank You!

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## WebMama Services:

1. SEM Strategy
2. SEO Review and Recommendations
3. Competitive Intelligence
4. SEO Guidelines
5. Paid Search Management



WebMama Enterprise Clients

