

What Every CEO and Executive Needs to Know about Digital Marketing

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Today's Goal

Demystify
Digital Marketing
And Share
Best Practices



Chief Outsiders – Who We Are

UNIQUE

Fractional **CMOs** for growth & mid-sized companies

SUBSTANTIAL

65 CMOs in **30** markets, coast-to-coast

EXPERIENCED

All of our CMOs are experienced **executives**, not career consultants

PROVEN

We've worked on the management teams of over **600 companies** across **70+ Industries**

RECOMMENDED

Our Net Promoter Score is **double** industry average for B2B Consulting Companies



Jeff Loeb



Sean Klunder

...Currently on the Leadership Teams of 93 Companies



What You Will Learn Today

- What is **digital marketing** and why it matters
- Digital, content and inbound marketing **differences**
- Why your **website** is the center of your marketing universe
- Digital marketing **best practices** for paid and organic search
- How to **assess** your company - questions to ask your team



Digital Marketing Defined

“Achieving marketing objectives through applying digital technologies and tactics”

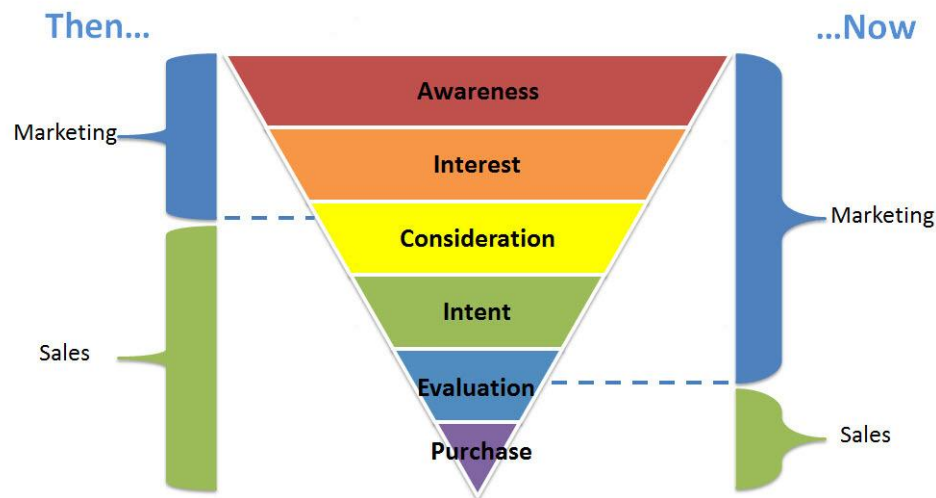


Why Digital Marketing Matters

67 percent of the buyer's journey is now done digitally

Source: Sirius Decisions

The New Marketing & Sales Funnel



A “Digital” Buyer’s Journey

Buyer’s Perspective

Sees relevant online ad and becomes aware of your brand

Finds your website via search and downloads content

Responds to email offer for a product demo

Chooses you based on your buyer’s guide criteria and video customer testimonials

Awareness

Interest

Evaluation

Purchase

Digital Marketing Tactic

Social Media Ad based on title, industry & company size

SEO and conversion optimized website with killer content

Email nurture stream tailored per “digital body language”

Compelling content addressing each stage of buyer’s journey

Key Digital Marketing Goals



- Cost-effectively scale revenue
- Optimize campaign ROI
- Reduce customer acquisition cost



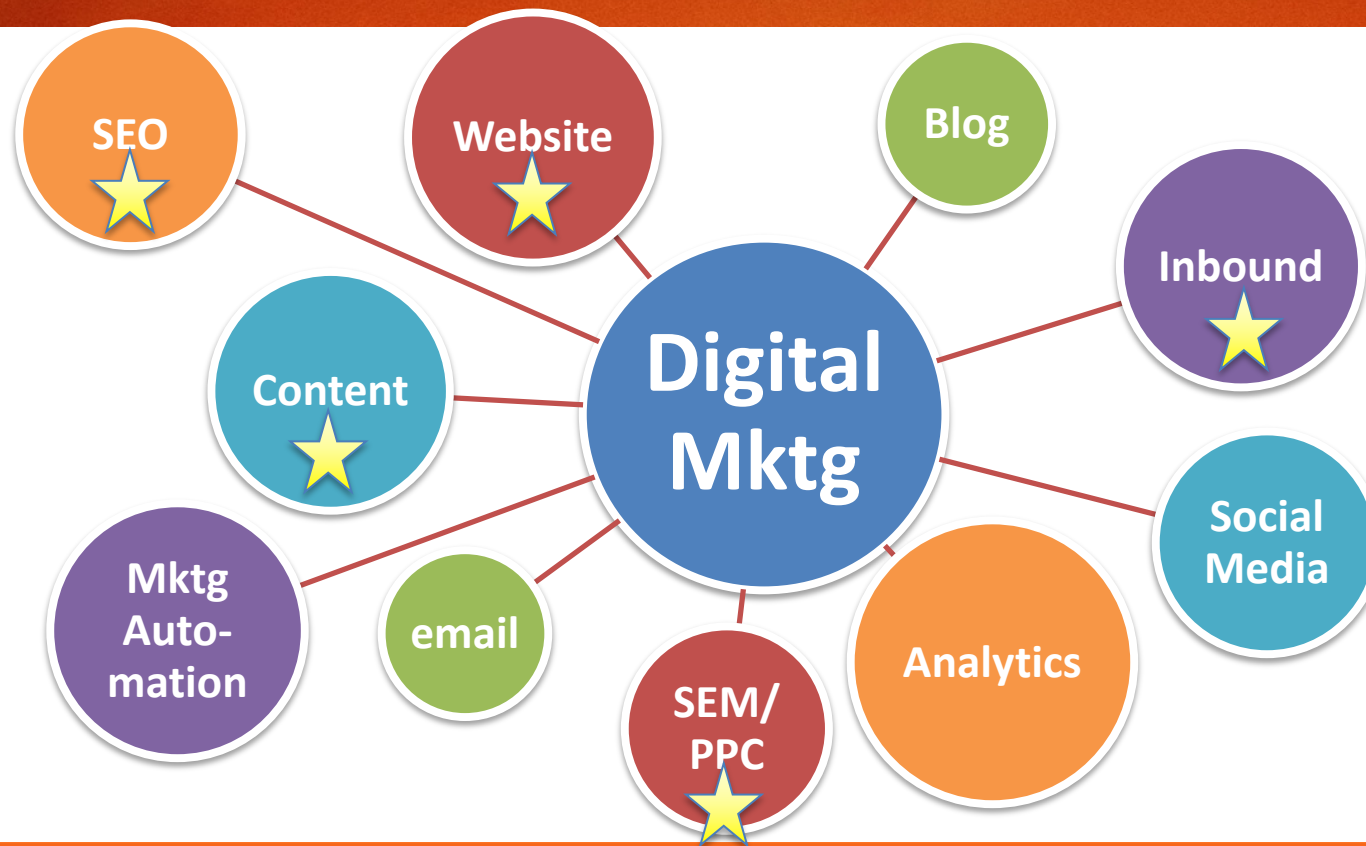
- Increase brand awareness
- Reach target audience
- Attract buyers with purchase intent



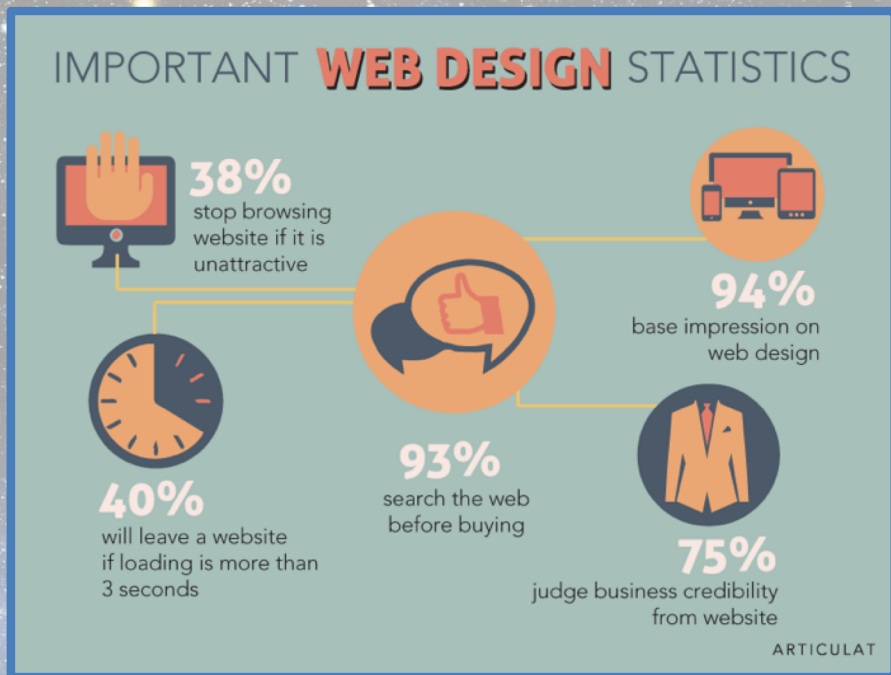
- Get “found” & increase demand generation
- Accelerate sales cycles
- Lower friction & increase repeat business



Pillars of Digital Marketing



Your Website = Center of Marketing Universe



B2B

Your website is today's
1st Sales Call

B2C

Your website
Is the Business



Your Website: Best Practices

Does your website...

- Communicate your brand promise and positioning?
- Deliver a customer experience you are proud of across desktops and mobile?
- Rank well for important key words in search engines?
- Effectively convert visitors to buyers?
- Enable customer success and repeat business?

Best Practice Tips:

- Ensure it's clear on the homepage what you do within the first 5 seconds
- Drive traffic via Search engine optimization (SEO) through relevant content, backlinks and technical setup
- Ensure Calls-to-Actions (CTAs) are optimized for conversion
- Grade your website for free
<https://website.grader.com/>

Content = Digital Fuel

Impact Areas

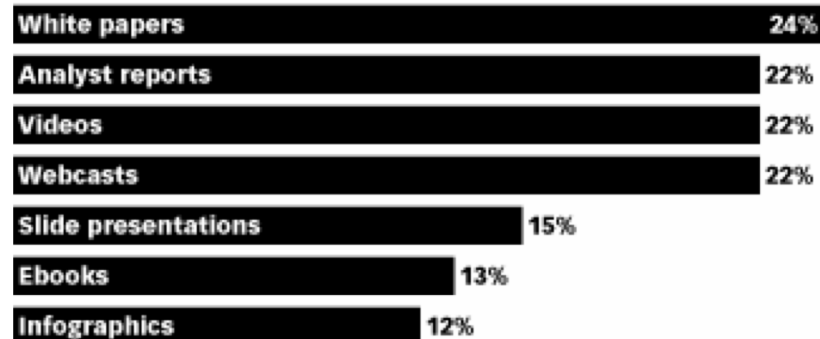
SEO
(Web Traffic)

CTAs
(Leads)

Positioning
(Leadership)

Content Types that Deliver Great Leads According to B2B Marketers in North America, Q2 2015

% of respondents



Source: CMO Council, Content ROI Center and NetLine, "Lead Flow That Helps You Grow," July 21, 2015

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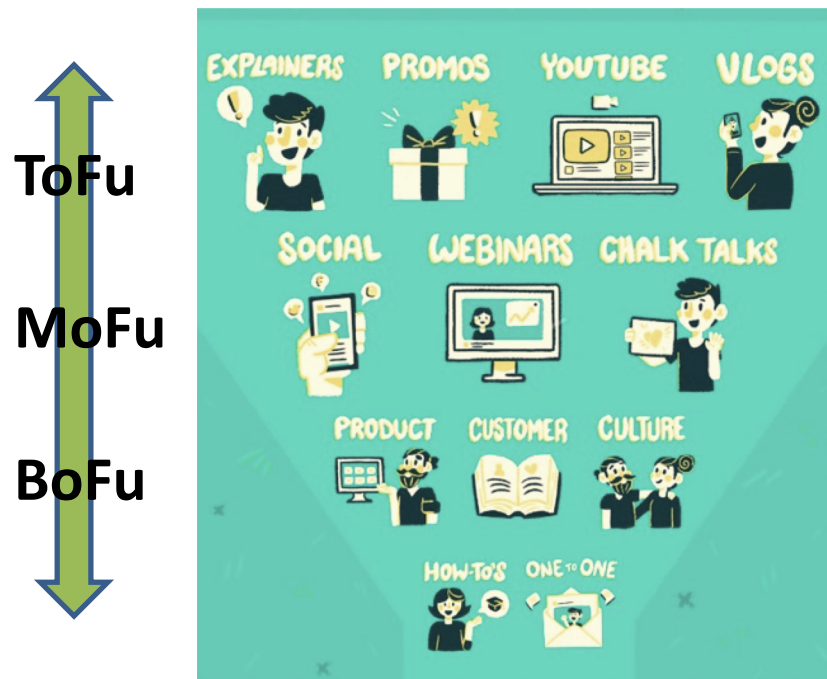
www.eMarketer.com

Best Practice Tips

- Package blog posts into ebooks
- Create more videos
 - Authenticity over polish
- Blog posts are a great way of improving SEO
 - Long-tail keywords
 - frequency

12 Types of Video

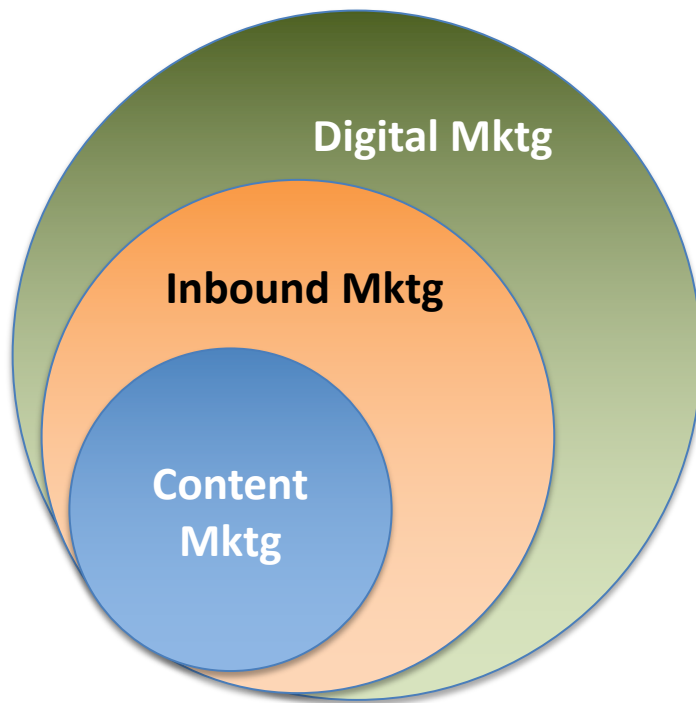
Develop videos aligned with buyer's journey stage



Best Practice Tips

- Try free video prospecting tools
- Vidyard GoVideo
- Wistia Soapbox

Inbound, Digital, Content - Oh My!



Digital Marketing

A broad collection of online tactics that businesses can pick from based on their objectives and budget

Inbound Marketing

Inbound marketing is a digital-centric **methodology** that focuses on attracting customers via company-created web content, with an emphasis on "being found" rather than "interrupting"

Content Marketing

Focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience

No One “Right Answer” for Everyone

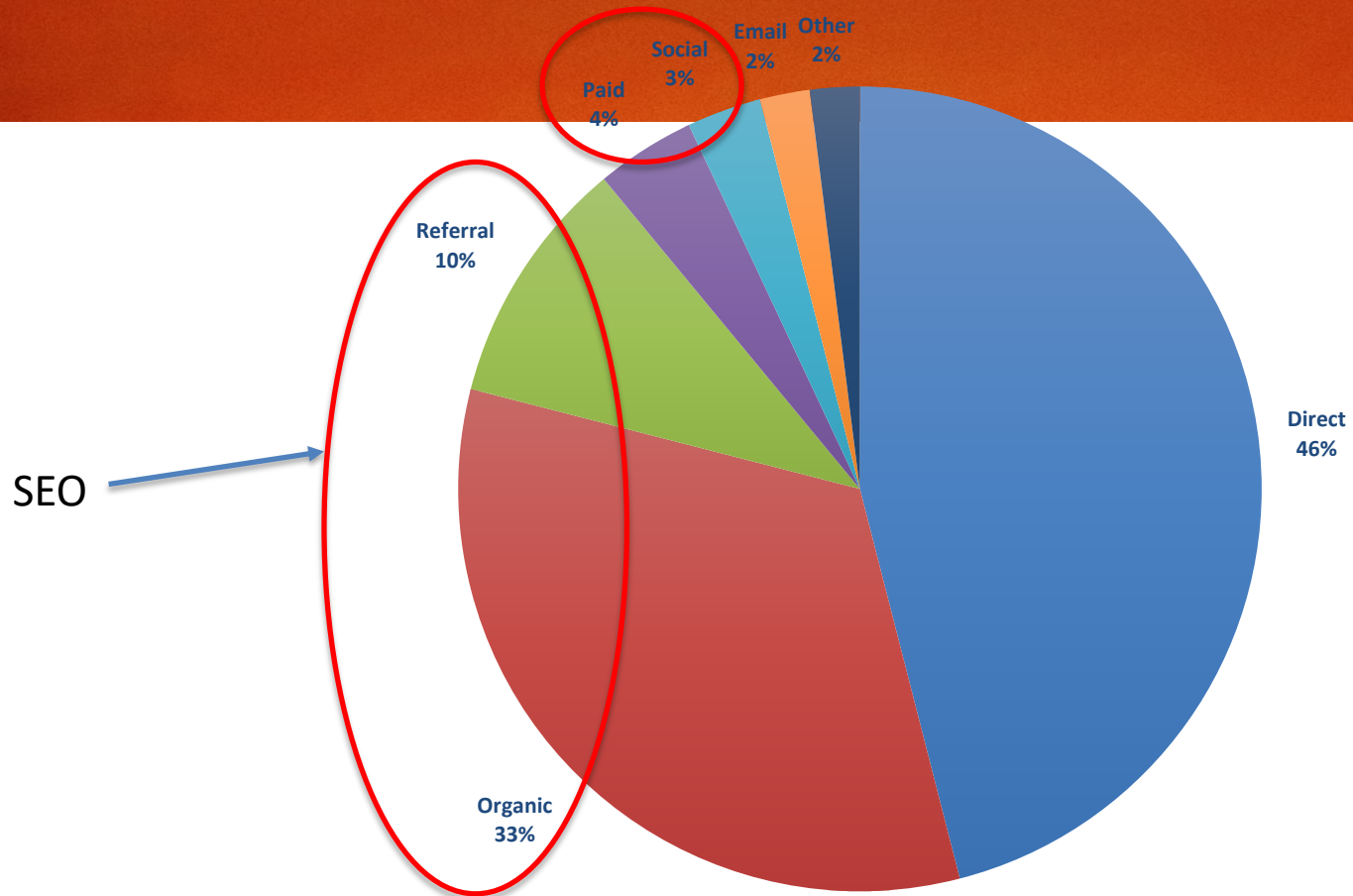
	Digital First	Digital Hybrid	Digital Support
Offering	Standardized		Custom
Price	Lower		Higher
Purchase Complexity	Low Touch		High Touch
Opportunity Source	Mostly Mktg		Mostly Sales
Sales Approach	High Velocity/ Low Friction		Consultative



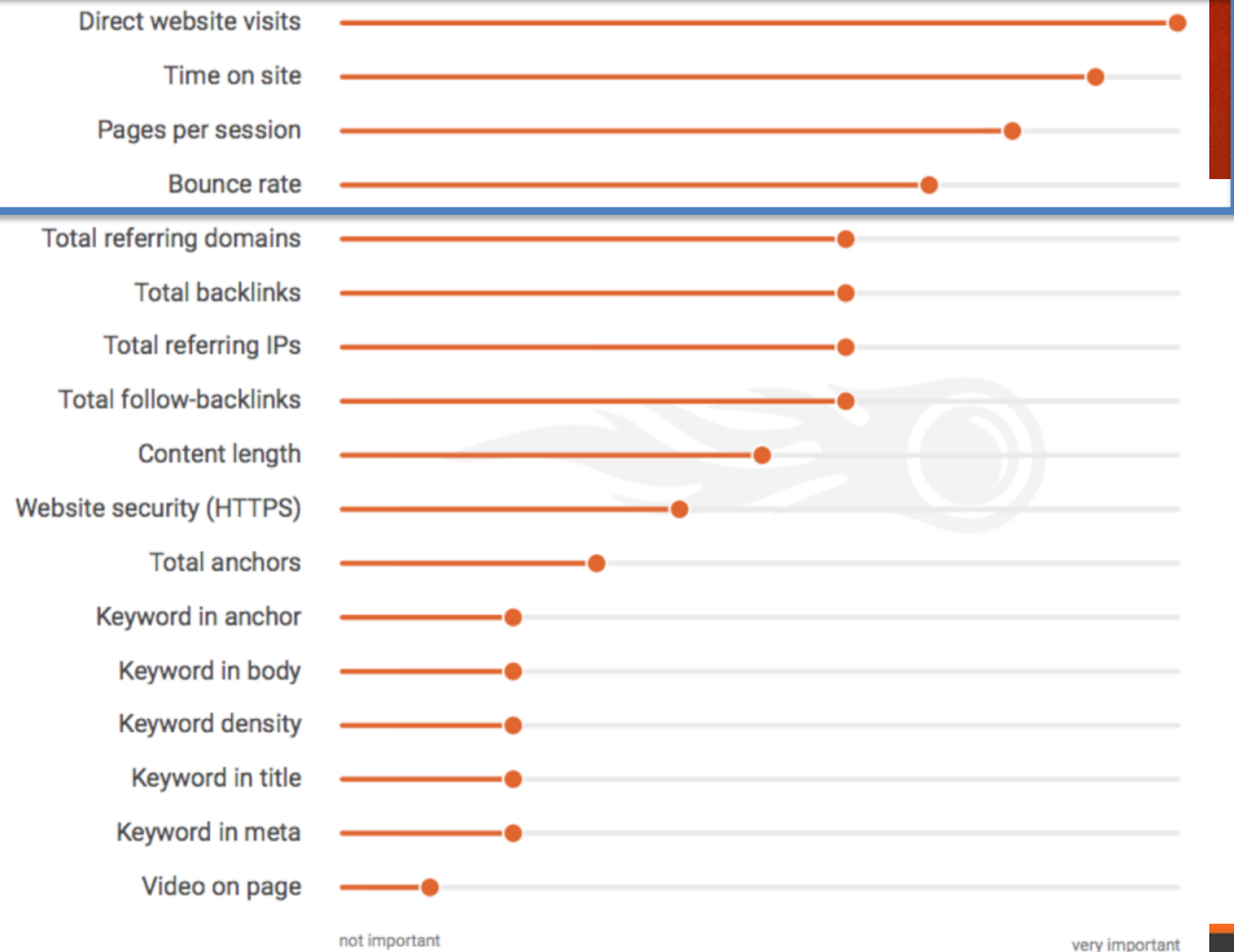
Online Advertising & SEO Best Practices



Sources of Website Traffic - B2B Companies

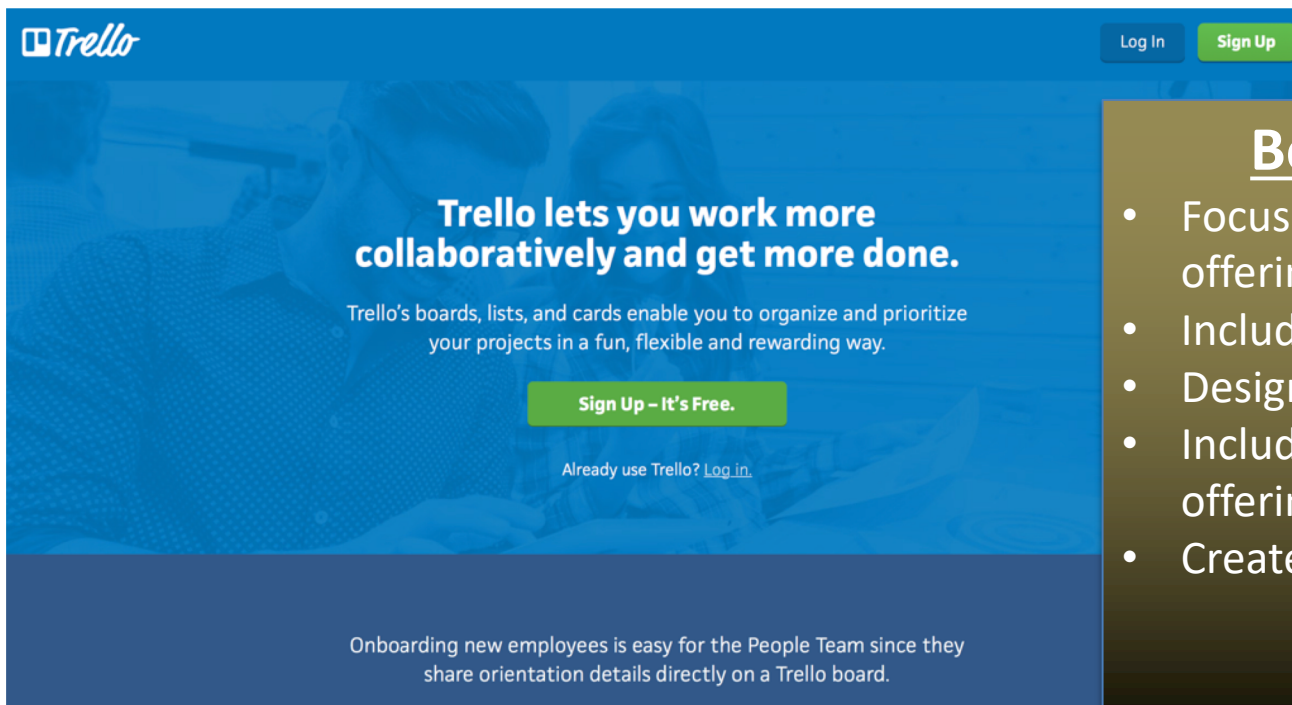


**Most important
impacts to organic
search rankings**



WEO (Website Experience Optimization) leads to SEO

Build the best website experience to increase SEO.



Best Practice Tips

- Focus on the problems your offerings solve
- Include several different CTAs
- Design is clean and visual
- Include use cases of your offerings
- Create a structured story

Google AdWords

Search Engine Ads

2018 - Top Cloud ERP System | #1 Cloud ERP Software | NetSuite.com

 www.netsuite.com/ERP/System

The fully integrated, cloud-based business system your company needs. Try Now! 100% Cloud Platform. Free Personalized Tour. Free Product Tours. Real-Time Data. For Employee Size of 20+ Ideal for 20+ Users. One Unified Suite. Types: Accounting Software, Cloud ERP Software.

NetSuite ERP Software

Rated #1 Cloud ERP System
Free Personalized Product Tour!

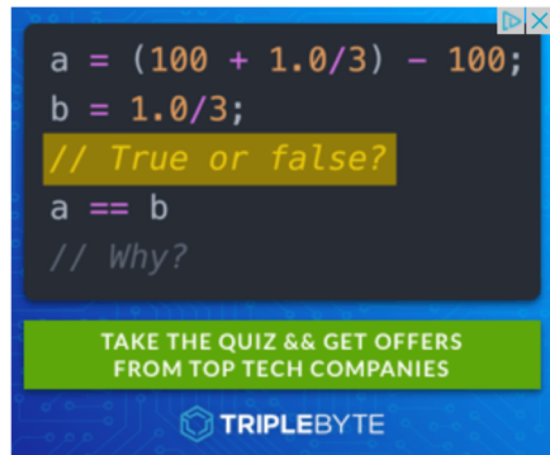
2018 - Manufacturing

The Only Complete SaaS Solution
to Run Your Manufacturing Business!

Best Practice Tips


- Use Search Engine Ads to promote offerings linked to search key words
- Use Display Ads to promote interactions with your brand in non-commercial ways

Display Ads

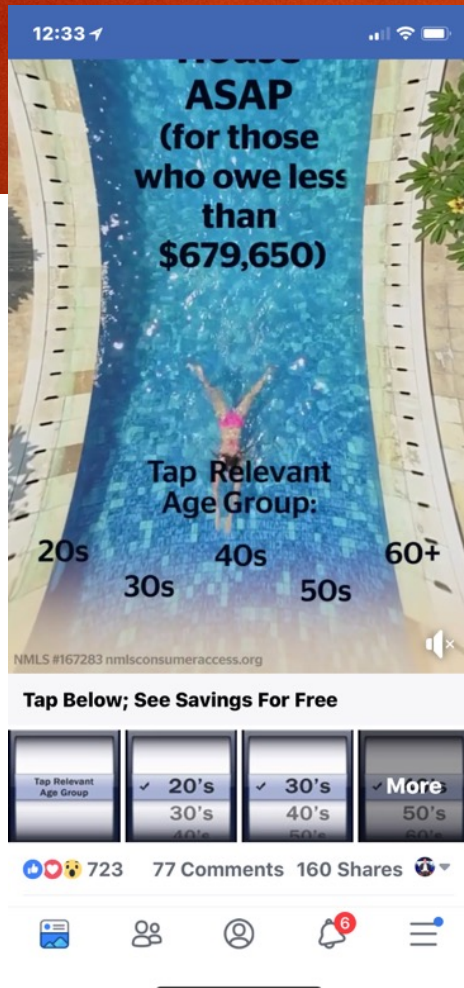


```
a = (100 + 1.0/3) - 100;  
b = 1.0/3;  
// True or false?  
a == b  
// Why?
```

TAKE THE QUIZ && GET OFFERS
FROM TOP TECH COMPANIES

 TRIPLEBYTE

Social Media Advertising



Highest engaged channels



Ad formats and targeting options



Generate interactions

Best Practice Tips

- Be social in social ads
- Create interactivity in non-commercial ways
- Create interactions through social sharing
- Link to useful tools on your website



Digital Marketing Review – Questions to Ask Your Team

Executive Checklist

Website

- ☐ How does our web traffic compare to our top competitors?
- ☐ What % of our web traffic comes from organic search, direct, referral, social media, email and paid search?
- ☐ What are the top lead generation offers/Calls-to-action on our website?

Conversions

- ☐ What's our process for conversion rate optimization on the website?
- ☐ What is the open and click-through rate for our email campaign?
- ☐ Are we using email nurturing campaigns to drive qualified leads?

Content

- ☐ How many up-to-date videos do we have and what are five top performers?
- ☐ What keywords, both branded and unbranded, result in page 1 Google search results?
- ☐ How many blog posts do we publish a month?

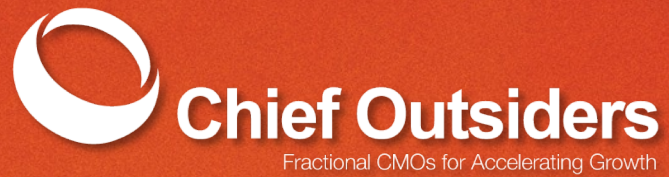
ROI

- ☐ What are our top 5 performing campaigns by ROI?
- ☐ What is our average cost per lead (CPL) for paid search?
- ☐ What are our top 5 performing content assets?

Final Thought

Don't leave the “*Marketing*” out of
”*Digital Marketing*”





Q & A



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