Double your online marketing ROI: stuff your *expert* either doesn’t know, or forgot to tell you

Presented by: Bill Leake, CEO, Apogee Results
Author, Wiley Bestselling “Complete B2B Online Marketing”
Deep Thoughts? What does your company really want from your (online) marketing efforts?

- Sales?
- Top Line Revenue?
- Bottom Line Earnings?
- Margin?
- ROI?
- Brand (building, maintenance and/or defense)

Most Likely ...

NOT Likes or Forms
More Arrows are Generally Good
Deep Thoughts?
Are you too attached to your website?

- Social Media
- Partners
- Channels
- Press
- Portals
- Divisional efforts
- Google’s “search w/in this site”
- Universal / Blended Search
- Mobile
- Places

Shades of a large shift ...
Integrated Online Methodology

Most companies still optimize to yield the largest number of visitors or lead form submissions per dollar spent.

Look both further down the sales funnel AND across the funnel to maximize your ROI based on lead quality or closed opportunities.
Online Marketing Channels

- Online PR
- Search - Paid (PPC)
- Search - Natural (SEO)
  - classic
  - local / maps
  - video
  - other
- Email
- Social Networks
- Display (incl. retargeting & rich media)
- Other
Common industry malpractice ...

• Start with natural search
• Only do paid search for a limited time...
• Just focus on a few top keywords
• Heavy “on-page” focus for SEO
• It’s all about content / the product / (insert here)
• “You need a new website”
• Insufficient efforts on measurable conversions
• Not measuring enough, not measuring what matters (and even sometimes, measuring too much)
• Not aligning everything w/ top level goals & with existing buyer funnel
Setting the B2B Compass

- B2B is different
- Sales funnel & audience
- Brand identity
- Building trust & value
Who Is the B2B Buyer?

- No single decision maker
- Longer conversion cycle
- Value of leads varies dramatically
- Relationship driven
- Trust their seller
Paid + Earned is Better Than Peanut Butter + Jelly

Integrate Paid Search with “earned media” or even with more “paid media” for better results + shelf space

- Online favorable articles / analyst pieces
- Press release mentions
- Promote 3rd party blog post
Seven Reasons Why Software Licensees Choose Third-Party Support

Topics:
Budgeting & Planning > Strategy
Business Software > ERP
Technology > IT Management

Abstract:
Provocative headlines from recent articles and analyst reports show resistance to the high cost of software support and maintenance: "Have Oracle and SAP Hit Tipping Point with 22% Fees?" "Oracle Fees for Maintenance and Support Under Fire." "ERP Maintenance Dissatisfaction: Is It Short-Term Economic Grumpiness or a Flawed Business Model?" Because today's mature, stable enterprise software from Oracle and SAP requires much less support, the cost of software maintenance and support should be falling. That's not the case, as annual fees for vendor support range from 18-22% of software license costs, and are charged on software not in use. Third-party software support delivers better service at much lower cost, allowing global organizations to reduce their total cost of ownership and apply more of their IT budgets to strategic business initiatives.
Consider Rich Media

44% - discover randomly
43% - via sharing
43% - via video websites
39% - via search engines
27% - via marketing email
4% - via RSS & MRSS feeds
Event-Driven Social + Search

Search
About 130,000,000 results (0.17 seconds)

Web
Images
Maps
Videos
News
Shopping
More

AGENDA - Digital East
www.digitaleast.com/agenda.html
Plan your conference ahead of time, click here to download the sessions. Join Digital East and over 700 attendees for two days worth of leading edge digital ...

Digital East
www.digitaleast.com/
Join hundreds of Digital executives, senior marketers, entrepreneurs, web strategists, bloggers, and investors at the Third Annual Digital East for expert content ...
Speakers - Agenda - Register - Sponsors

Digital Media Conference
www.digitalmediaconference.com/
Mobile & Social Entertainment Summit @ Digital Media Conference East New York City – June 28, 2012. Connect with Twitter Hashtag: #MSES12 Mark yourself ...

Digital Conference 2012 | Ad Age Events - Advertising Age
adage.com/article/ad-age-events/digital-conference-2012/231687/
Dec 20, 2011 – In six years, the Ad Age Digital East Conference has grown into a marquee event in the marketing world, drawing more than 700 attendees ...

Digital Pharma East - Digital Pharma Series - East
www.digitalpharmaceries.com/east/index.php
Digital Pharma East 2011 was the biggest, most critically acclaimed event in ExL history! With over 800 attendees present, it was the place to be for pharma ...

Mindgrub CEO to Speak at Digital East Conference - Catonsville Patch
catonsville.patch.com/post/2012/05/10/mindgrub-ceo-to-speak-at-digital-east-conference-6888126.html

PUT YOUR AD HERE?
Event-Driven Paid Media

OR

HERE?
SEO-Optimized Video

Live Now: OpenWorld 2012 - Live & On Demand Event Content
Watch a Tech Visionary Now!
CHANNEL by Oracle | 330 videos | 6,850 subscribers

EMC Big Data Solutions
See How Big Data is Driving Business Transformation.
by EMC Corp | 4,419 views

Tweet to Win: Open World 2012 Taxi-Tops
Spot a Rimini Street cab topper around San Francisco during the week ...
NEW 3 days ago | 198 views
by riministreet

Oracle Big Data Strategy and Java Sensors: OpenWorld 2012
Oracle Senior VP Judson Althoff discusses how big data applications t...
NEW 12 hours ago | No views
by thevarguy
Tweets & Articles

Larry Dignan @ldignan
Cheeky. But effective? Rimini Street tries to steal Oracle OpenWorld spotlight with Tweet contest zdnet.com/rimini-street-

Larry Dignan

Editor-in-Chief, ZDNet; Editorial Director, TechRepublic
Rimini Street trying to steal Oracle OpenWorld spotlight with contest

**Summary:** Rimini Street could be trying to get under Oracle's skin with a new Twitter promotion set to roll around San Francisco next week.

By Rachel King for Between the Lines | September 28, 2012 -- 16:21 GMT (09:21 PDT)

Software support provider Rimini Street is launching a contest amid Oracle OpenWorld in San Francisco next week. On the surface, it looks pretty straightforward with the social angle and all, but it's also a bit cheeky.

The Las Vegas-based company has bought up ad space on the tops of San Francisco taxi cabs, enticing anyone who sees them to tweet the messages to win a prize -- including the hashtag "#OOW."
Integrated Contest, continued ...

News for larry dignan

Oracle's Hurd outlines 'holistic' strategy: Will CIOs bite?
ZDNet - by Larry Dignan - 21 hours ago
By Larry Dignan for Between the Lines | October 1, 2012 – 16:19 GMT
(09:19 PDT) ... Combined with CEO Larry Ellison's keynote on Sunday, Oracle is ...

Adebayo @iYarn
Peoplesoft + @riministreet = savings #oow
Expand
Why we *might* know something (aka Shameless Plug Slide)

- Apogee Results, based in Austin is the coolest “pure-play” online marketing firm in Texas, and one of the largest independents left
  - 100’s of clients, including Whole Foods, National Public Radio, Golfsmith, Lance Armstrong / Livestrong, Olive Garden, IBM, PerkinElmer, SAP, Hewlett Packard, Shell, Merrill Lynch + more high growth VC-backed and Inc. 5000 clients than any other firm
  - Paid, Earned and Owned Online Media, Website Effectiveness & Conversion

- Our management team built *the first* company to ever sell a million dollars of product on the internet

- Our management team has been doing search engine optimization since 1995, paid search since early 1998 (within 2 days of GoTo’s launch) and social since 2003

- Founder’s background includes McKinsey & Co., Dell, and executive roles at successful, private-equity-backed firms

- All programs are results-focused and metrics-based
Q&A (aka what I failed to cover)

- Once you have something figured out, it is probably about to change on you
- There are many roads to Rome
- Hubris (pride) is the beginning of humiliation
- What works for someone else, might not work for you
- I’m not from Austin but follow me @marketing_bill or email me leake@apogeeresults.com