

Trade Secrets of Full Funnel Marketing:

Why Does it Work Better for B2B Client
Acquisition and Conversion?

The Why,
The What & The How!
Comprehensive Guide to
Full Funnel Marketing

Based on a survey conducted by Valasys Media LLC.

“

“Be it standard, inverted, sideways, or T-shaped. The shape of the funnel does not matter. Instead, the control over all the stages of a complete funnel makes the real difference.”

”

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1.1

Where does market stand on Full Funnel Programs?

Both sales and marketing need structure and direction. This is where a funnel comes into play, helping to identify customer footprints and touchpoints throughout their buying journey. Without a funnel, the absence of an explicit route can lead to absolute chaos. You may struggle to understand why a solid pitch couldn't convert into sales, which can be avoided using a funnel.

Funnels are crucial, and their potential for success is undeniable. In a survey we conducted with over 650 heads of sales & marketing across the US, including those with

prestigious Inc. 5000 and Fortune 500 titles, we found that over 80% use some form of funnel.

However, less than 15% are achieving their desired results. Simply put, out of 650, only 78 heads of sales & marketing are seeing the results they want. This means that 1 out of 10 are succeeding, while 7 out of 10 are not. Shockingly, 2 are not using any funnel at all. This data underscores the potential for success that a well-implemented funnel can bring. **(Exhibit 1.1)**

Exhibit 1.1



650 Total Respondents

Ratio: 1  = 65 Respondents  Use Sales & Marketing Funnel



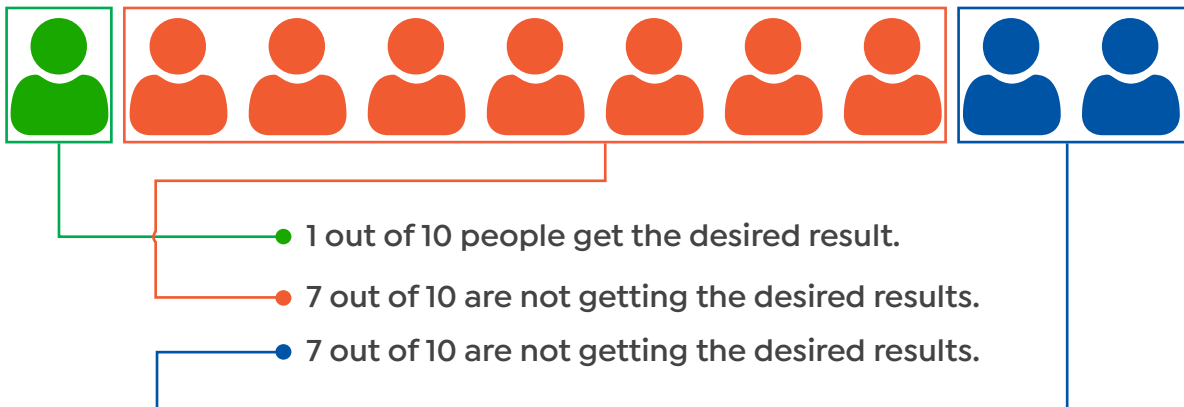
650 Total Respondents, out of which 80% use the Sales & Marketing Funnel.

Ratio: 1  = 65 Respondents  Getting desired results  Not getting desired results



Of the Respondents who used a funnel, 78 were getting the desired results.
442 are not getting the desired result.

Meaning,



As implicated, the majority of respondents, 7 out of 10, are getting it wrong. The question is, what are they doing wrong? But more importantly, why only a fraction of respondents are getting the desired result?

1.2

Where are the 70% of respondents going wrong?

“Essentially, because organizations only concentrate on one or two stages of the complete funnel!”

You might run a PPC ad campaign to raise awareness and deliver results. But the problem here is that you have not assessed, measured, or evaluated the quality or purpose of the “so-called leads” you generated at the awareness stage. Furthermore, you will fail to gauge the prospect’s interest if you just run an awareness campaign and leave it at that.


If you are dealing fractionally, catering to only a fraction of the entire funnel, you lose out on personalization. The respondents quickly pointed out that they do not cater to the whole funnel. You are not alone in this.

None of the 442 respondents catered to a complete funnel program. (Exhibit 2)

Instead, they put in processes that serve only one stage of the entire funnel. When handed off to another team, and even worse when outsourced to a different agency, there is tremendous friction in moving the prospects to the next stage. The resistance they experience is compounded by inaccessibility to comprehensive details of the prospects they are dealing with that were generated by some other agency or 3rd party. **The result: Poor conversion ratio.**

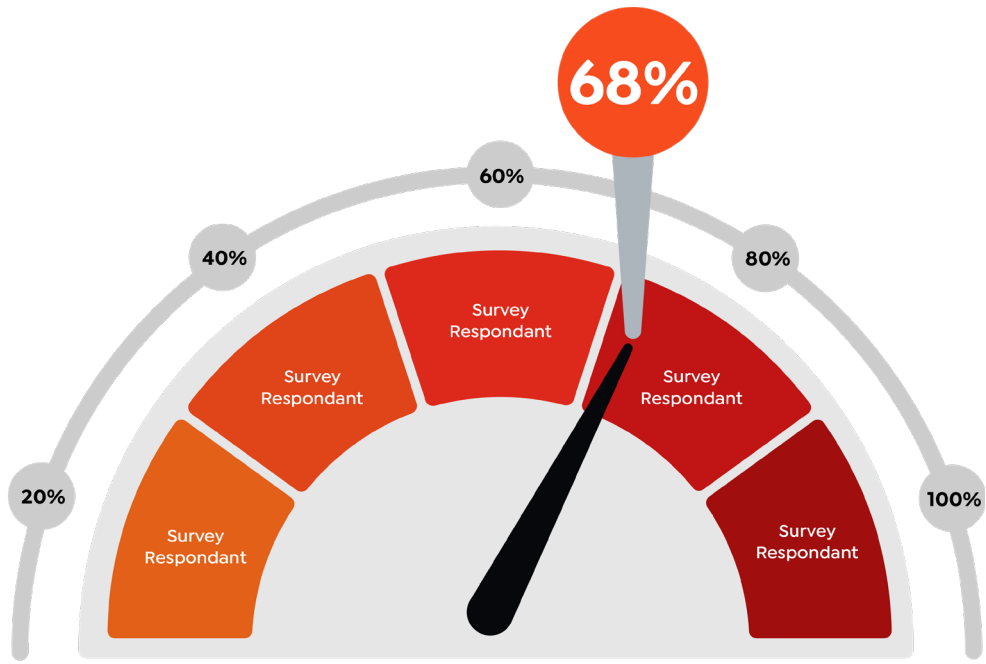
Most respondents agreed that they blamed the 3rd party vendors providing the data. **90% of 442** agree that data quality is often poor, and the challenge to find an accountable and skilled lead generation provider is stiff. This siloed, segmented, and isolated approach may have worked best in the past. (Exhibit 1.2)

But, out of 78 respondents who achieved results from the funnels, **97% of them** quickly acknowledge that they often hire or employ a single firm, agency, or provider who runs the entire campaign from awareness to post-purchase loyalty programs. (Exhibit 1.2) This is in parallel with the fact that there has been a recent burst in adopting full-funnel marketing as more and more marketers and sales professionals look for better solutions.



“The success rate with a 3rd party lead generation provider who caters to the full-funnel program is a whopping 97%.”

Exhibit 1.2

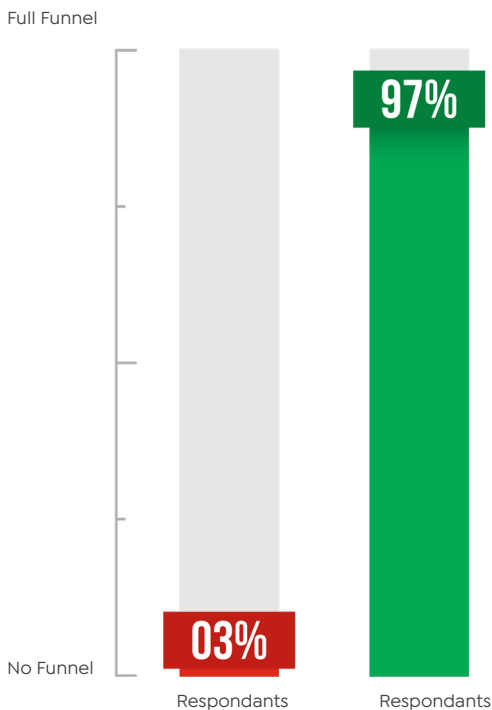


68% of the survey respondents did not get the desired results because of the absence of the Full Funnel Program.

 Blame 3rd party data provider  Doesn't blame 3rd party data provider



6 out of 10 respondents blame the 3rd party data providers for poor lead quality and delivery.



97%
of respondents who got the desired result use a single agency/3rd party data provider with **Full Funnel capabilities**.

Now that we've highlighted the importance of embracing Full Funnel Marketing, let's explore the array of benefits it offers to both businesses and third-party lead providers. From streamlining operations to enhancing lead quality, the advantages are manifold.

1.3 Why is there increasing adoption of B2B Full Funnel Marketing Programs?

Businesses, decision-makers, and third-party lead providers concur that a B2B Full-Funnel Marketing program offers various benefits, each with its unique perspective. It's no surprise that B2B Full Funnel Marketing Programs are witnessing increasing adoption. Let's delve into why businesses, decision-makers, and third-party lead providers are embracing this approach at an unprecedented rate.

Benefits for Businesses & Decision-Makers:

- i. **Avoiding overlap between multiple agencies and efforts:** Adopting a full funnel marketing program allows businesses to streamline their marketing efforts and avoid duplication or conflicting strategies that may arise when working with multiple agencies.
- ii. **Cost-effectiveness in reaching out to a single agency rather than bifurcating different aspects of the campaigns to numerous players:** Consolidating marketing efforts with a single agency reduces costs associated with managing multiple vendors and ensures a cohesive and integrated approach to marketing.
- iii. **Employ a one-stop solution:** By partnering with a full funnel marketing agency, businesses gain access to a comprehensive suite of services that address all stages of the marketing funnel, simplifying the management and execution of marketing campaigns.
- iv. **The ease of campaign management is due to more clarity:** Full funnel marketing provides businesses with a clear roadmap for their marketing efforts, making it easier to plan, execute, and optimize campaigns for maximum impact and ROI.
- v. **Better lead quality:** By focusing on the entire customer journey, full funnel marketing helps businesses attract and nurture high-quality leads that are more likely to convert into paying customers, ultimately driving revenue growth and profitability.



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Benefits for 3rd Party Lead Providers:

- i. More control over the user's journey through different stages:** Full funnel marketing enables third-party lead providers to have greater control over guiding users through various stages of the buying journey, ensuring a smoother transition from awareness to conversion.
- ii. Easy to move prospects from one stage to another:** With a comprehensive understanding of the funnel stages, third-party lead providers can implement targeted strategies to effectively move prospects through each stage, increasing the likelihood of conversion.
- iii. Better efficacy in delivering leads to partners:** By leveraging full funnel marketing, third-party lead providers can optimize lead delivery processes, ensuring that partners receive high-quality leads that are more likely to convert into customers.
- iv. Enhanced lead coverage for a particular campaign type:** Full funnel marketing allows for a more holistic approach to lead generation, enabling third-party lead providers to capture leads across multiple channels and touchpoints, maximizing lead coverage for specific campaign types.
- v. Better analysis of lead leakage:** Full funnel marketing provides insights into where leads may be dropping off or leaking out of the funnel, allowing third-party lead providers to identify areas for improvement and optimize conversion rates.

vi. Improved personalization of assets and communications: With a deep understanding of customer journeys and preferences, third-party lead providers can tailor marketing assets and communications to each stage of the funnel, increasing engagement and conversion rates.

vii. Better ability to provide comprehensive reports and analysis of campaigns with laser-specific insights: Full funnel marketing enables third-party lead providers to track and analyze the performance of campaigns across the entire funnel, providing comprehensive reports and insights that help optimize future marketing efforts.

viii. The ability to provide one-stop solutions: By offering full funnel marketing services, third-party lead providers can serve as a single point of contact for businesses, providing end-to-end solutions that streamline the marketing process and drive results.

Because Full Funnel Marketing programs are beneficial to both providers and businesses, there has been a staggering increase in adoption of Full Funnel Marketing. A McKinsey report suggests that a full funnel marketing strategy can give a 15 to 20 percent lift in all your marketing ROI.¹

Disruptions like COVID-19 and the impending doom & gloom of recession and inflation have forced businesses to acquire more comprehensive solutions that are sustainable over long period time, including the tides of uncertainty.

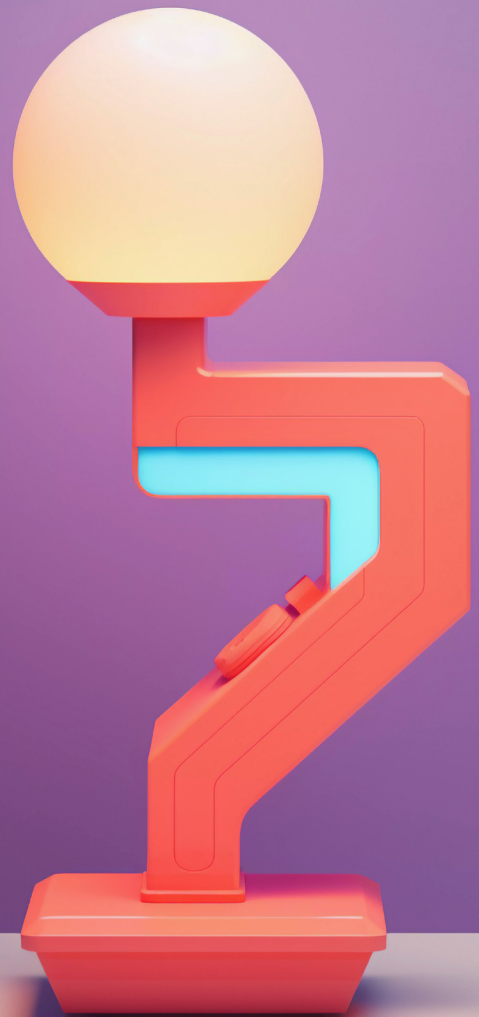
Now that we realize the importance of Full Funnel Marketing in current environs, what does Full Funnel Marketing look like? What are its stages and the associated components? Let's dive straight in.

2.1

What does a Full Funnel Marketing Program Entail?

By now, everyone has seen a marketing funnel. It is made of various stages. As we go down the funnel, we get more specific about the prospects. What do we mean by this? While you may have 100 prospects in the awareness stage, by the time we start our efforts for the conversion stage, the prospect count may be just 2-5% of the awareness stage.² Not everyone aware of your product/service will become buyers.

This lead leakage is not always a direct response to the funnel structure. Lack of personalization, lack of optimum follow-ups, lack of relevant assets, poor branding, high competition, affordability, and lack of measurement can all play a role in losing leads at each stage. Nurturing determines how many leads from the top of the funnel will convert to sales. A good funnel structure (**Exhibit 2.2**) ensures you have a good hold on the buyer's journey. It allows you to be ready to optimize and customize outreach and follow up on assets that resonate with the prospect.



Full Funnel Marketing overlaps in certain principles with Go-To-Marketing (GTM).

The customer expectations landscape has undergone a seismic shift, and businesses must now take note. Customers demand streamlined, on-demand, omnichannel interactions that prioritize their needs. They expect vendors to engage in informed dialogues with deep expertise in their respective industries, products, and market challenges. Failing to meet these expectations is not an option, as over 70 percent of businesses explore alternative vendors during their purchasing journey when their essential criteria go unmet. Businesses must prioritize customer satisfaction and meet these expectations to retain customers. (Exhibit 2.1).

Yet, amidst this evolving paradigm, many B2B enterprises grapple with fully embracing a customer-centric approach, beginning with the language they use to define success. This shift underscores three pivotal customer-centric practices.³

Customer identification requires a meticulous approach, leveraging a wealth of data on customer intent preferences. This involves deploying cutting-edge analytics to distill these insights into actionable strategies that resonate with the target audience.

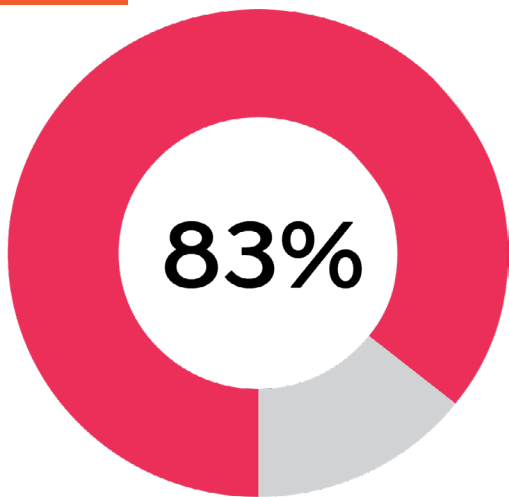
Moving forward, customer attraction demands a finely crafted strategy centered on delivering personalized content reminiscent of B2C standards. This content must be meticulously tailored to align with individual value propositions, ensuring maximum engagement and resonance.



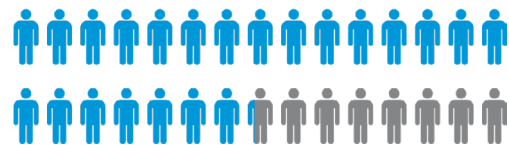
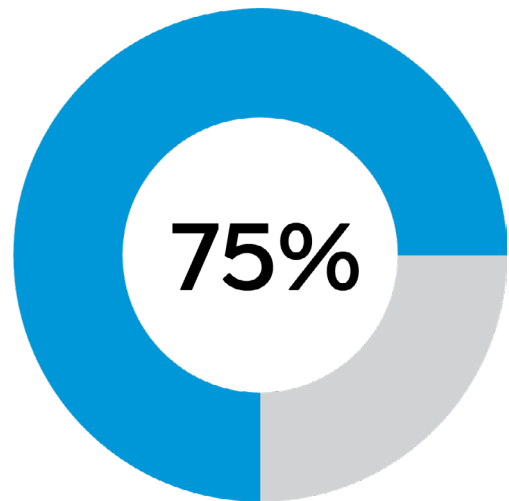
Lastly, customer delight relies on maintaining a state of perpetual readiness, ensuring seamless experiences across every touchpoint of the purchasing journey. This involves a relentless dedication to delivering consistent and exceptional service, leaving a lasting impression on customers at every interaction.

Going back to the survey data, **78 respondents who got the desired result from their funnel will actively switch their third-party lead providers if they fail to meet certain criteria.**

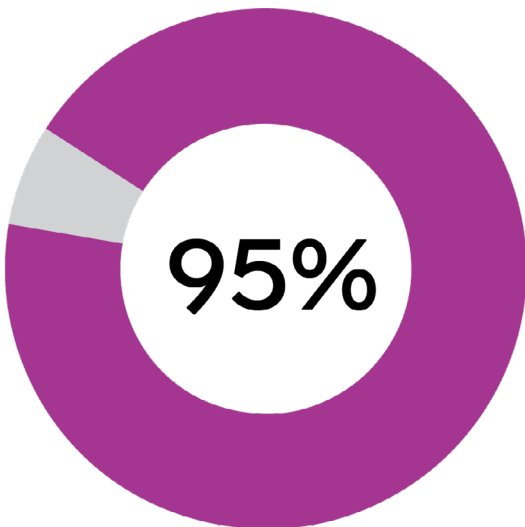
Exhibit 2.1



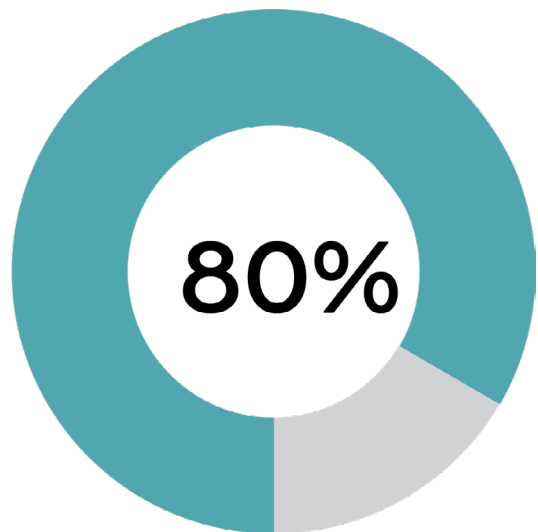
65 respondents out of 78 expect offers that guarantee performance during sales.



58 respondents out of 78 expect purchase across channels.



74 respondents out of 78 expect consistency across channels.



62 respondents out of 78 expect real-time customer support & assistance.

Barring the GTM approach, one must understand what a typical framework looks like and how one can design a funnel based on requirements.

= 2.6 Respondants



2.2

Usual Framework of Full Funnel Marketing

Every buyer is unique. So is their journey. However, the stages and the associated touchpoints are often the same. A journey can start only when buyers know you exist as a brand. It all begins with awareness. It is not always about discovering your brand straight away. It can be as simple as a decision-maker identifying and recognizing the ground-level problem. Of 650 respondents, 74% of respondents agree that B2B research starts on search engine.⁴

Navigating the intricate landscape of B2B purchasing demands a strategic approach from marketers as buyers progress through distinct stages, from evaluation to decision-making.

“In the realm of B2B purchasing, marketers wield significant influence, shepherding potential clients through a complex journey of pre-purchase, purchase, and post-purchase considerations.”

Prospecting and lead generation kickstart the process, with marketing teams leveraging various channels and automation tools to identify and qualify leads efficiently. Prospecting sets the stage for marketing teams to employ channels and automation to pinpoint and vet potential leads, ensuring a focus on quality over quantity.

Subsequent steps involve detailed research during the pre-approach and approach stages, enabling personalized outreach tailored to the unique needs and preferences of prospective clients. These phases delve deep into understanding prospects, empowering marketers to craft bespoke communication strategies that resonate with individual needs and preferences.

Effective lead nurturing emerges as a linchpin tactic, fostering engagement and trust through timely, tailored content that guides leads closer to conversion. Lead nurturing becomes paramount as marketers deploy personalized content to nurture leads, building rapport and steering them toward conversion.

Customer feedback underscores the importance of professionalism, responsiveness, and relationship quality in driving positive sales interactions, highlighting areas of focus for sales teams. Insights gleaned from customer feedback underscore the pivotal role of professionalism, responsiveness, and relationship-building in fostering fruitful sales interactions and guiding sales teams toward areas of optimization.



Beyond transactional success, follow-up tasks encompass order fulfillment and ongoing engagement, intending to uncover additional opportunities for value creation. Follow-up activities extend beyond mere transactional completion, encompassing ongoing engagement and exploration of potential upsell or cross-sell avenues, amplifying customer satisfaction and revenue potential.

Analyzing sales outcomes informs targeted support strategies, providing sales teams with the tools and guidance to refine their approach and drive performance continually. Data-driven analysis of sales outcomes informs targeted support initiatives, equipping sales teams with the insights and resources necessary to elevate their performance and deliver sustained results.

Recognizing the dynamic nature of the customer journey underscores the importance of adaptive, customer-centric approaches that accommodate shifting needs and preferences.



“Embracing the fluidity of the customer journey underscores the need for agile, customer-centric strategies that evolve alongside shifting dynamics, ensuring continued relevance and resonance with prospective clients.”

Digital Marketing Funnel

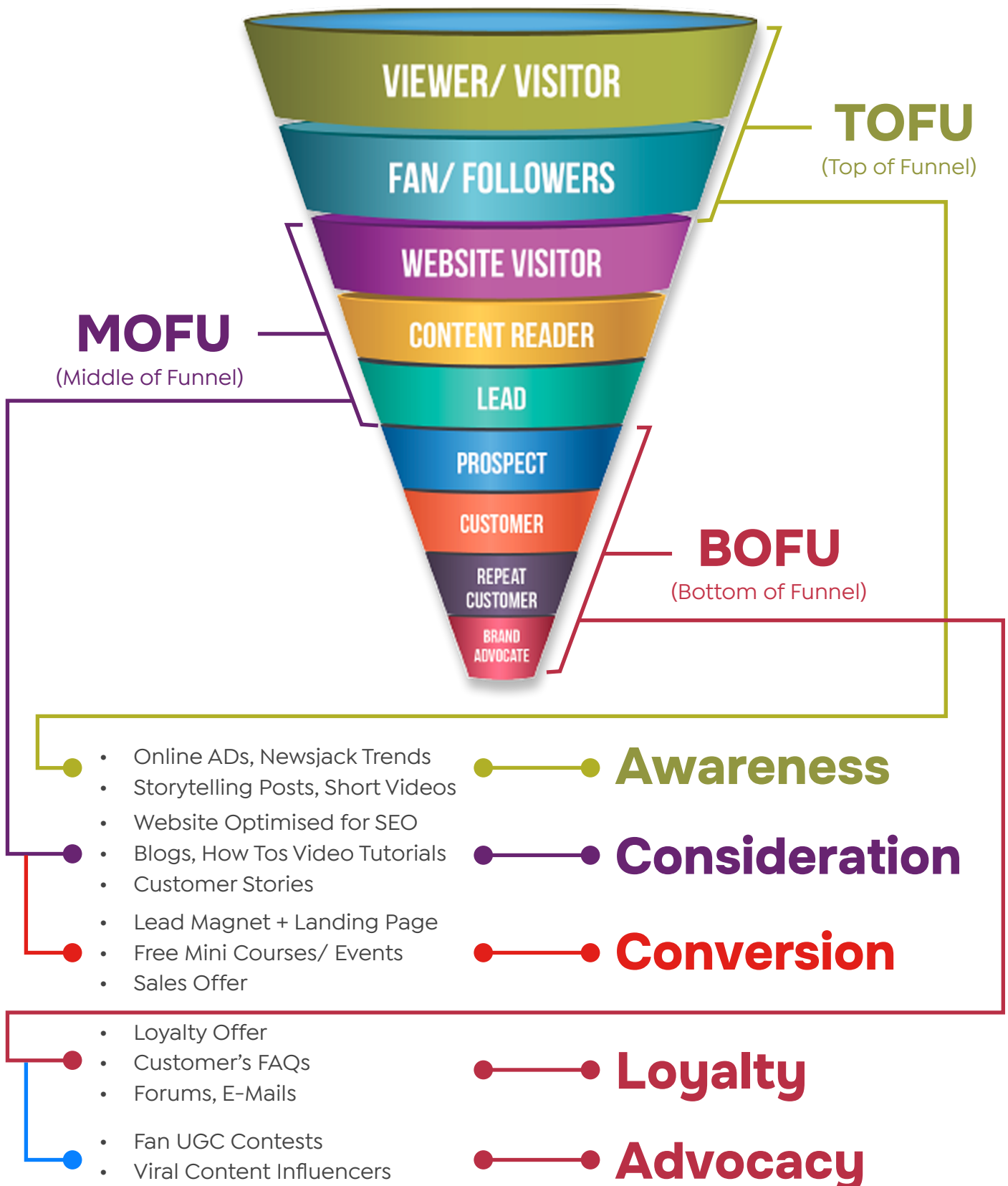


Exhibit 2.2 is customizable as per your campaign objectives and end goals. You can create your funnel as per requirements. Just consider the following set of questions:

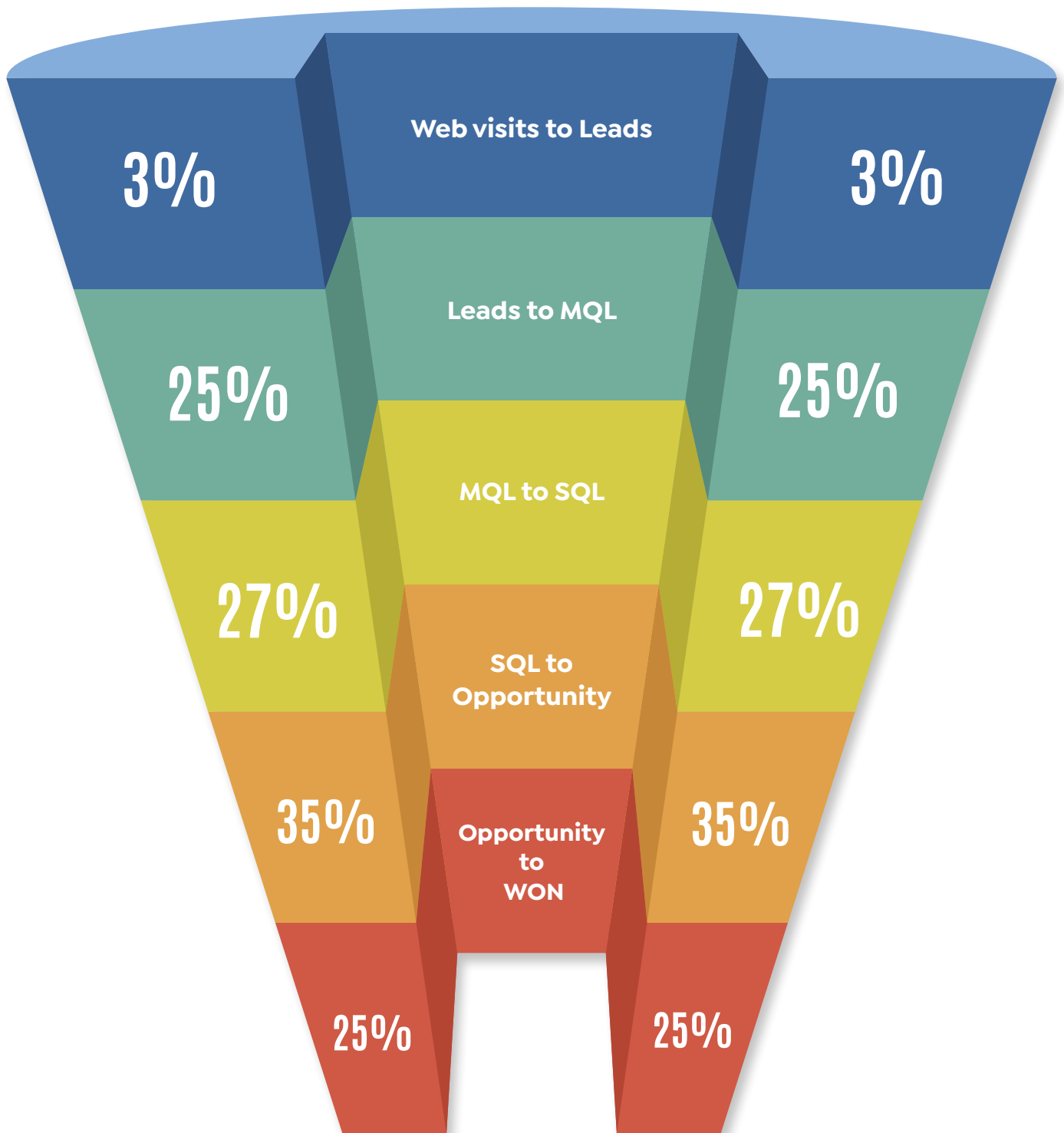
1. **Recognition of Needs:** What acquisitions must I make? What desires or aspirations stir within me? What vexations do I seek to alleviate?
2. **Exploration of Research Avenues:** What array of choices lay before me? Which path promises the most efficacious resolution to my concerns?
3. **Assessment of Brands:** How can I discern the quintessential option? What methodologies may I use to juxtapose and distinguish between them?
4. **Consummation of Purchase:** Though on the brink of a decision, are there influences yet to sway my conviction?
5. **Reflection Upon Post-Purchase Experience:** What was the tenor of my engagement with the chosen brand? Shall I extol its virtues to acquaintances?

But here is the challenge. Lead leakage is inevitable, no matter how thorough your funnel is, no matter how good your nurturing is, and no matter how well-defined your touchpoints are. How do you manage it then?



2.3

Plugging Leakage of Leads in a Funnel



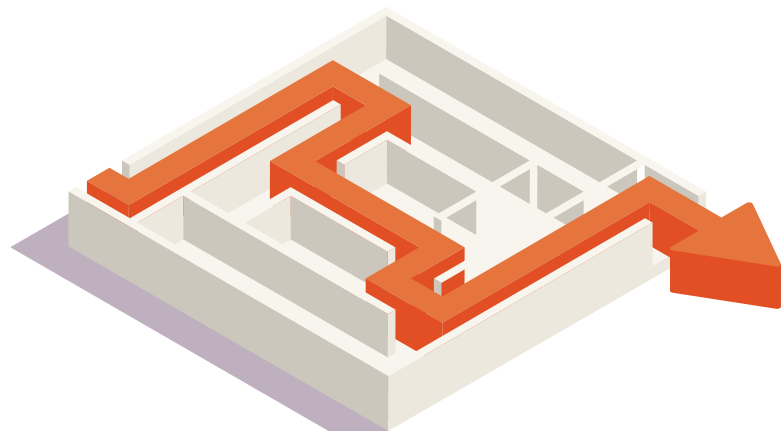
Conversion rates Average benchmark for each stage of funnel.

To manage a funnel effectively, it's crucial to measure metrics in a timely and accurate manner. Tracking quantifiable parameters from each stage is critical to identifying where the leakage occurs and improving the conversion rate. Industry standards and conversion benchmarks for each stage must be known to achieve optimal results. Don't overlook the importance of these steps in maximizing your funnel's potential. **(Exhibit 2.3)**

The standard benchmark for a website's awareness stage is **5% of the total website traffic**. This is where **web visits convert into leads**.

As these leads **express interest** in a certain product/service on the website, **15-20% of the total leads** in the awareness stage **convert to MQLs**.

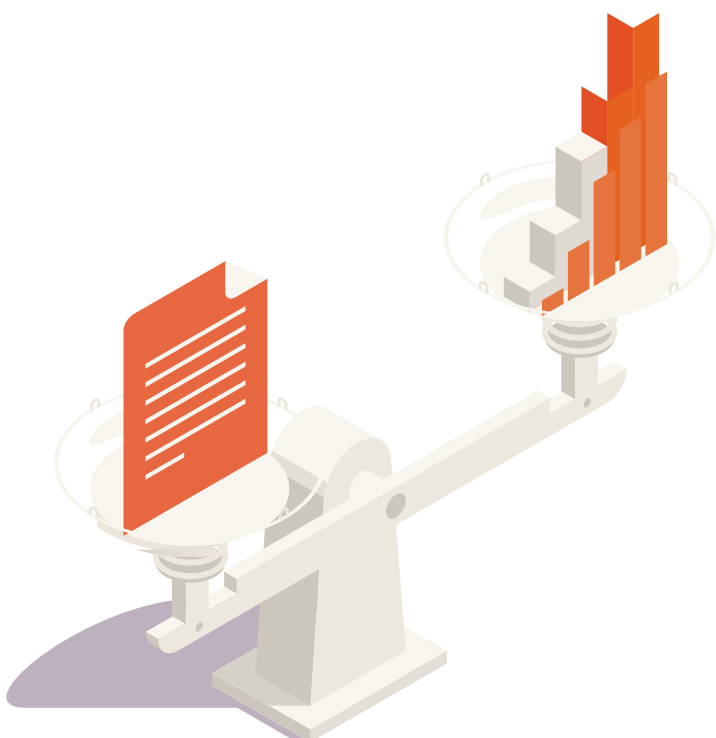
At **the consideration stage**, more and more **MQLs start converting into SQLs**. While MQLs have a better buying intent, this is potentially more for SQLs. The benchmark conversion rate is anywhere from **30-35%**.



At **the decision stage**, of the **total SQLs** gathered, depending on **sales pitch & competitive offers**, **45%** of them make a move to **become an ideal prospect**.

Finally, from the **total number of prospects garnered at the decision stage**, **30%** of them become **paying customers**.

Exhibit 2.3 highlights the importance of benchmarking and measuring a business's performance against industry standards. If the rate of conversion between two stages is lower than expected, that means there is a significant lead leakage. For instance, if only 1% of website traffic is engaging with the content, it indicates a considerable leakage in the awareness stage. In such a case, the website must be optimized for SEO or have more interactive content to boost engagement. This type of analysis should be conducted at every stage to identify potential gaps. Once the gaps are identified, appropriate solutions must be implemented to prevent any leakage.



Plugging the gaps are dependent on individual scenarios. However, the generic guidelines are explained below:

1.

Identify the stage where leakage is maximum

Conduct a thorough analysis of your sales funnel to pinpoint the specific stage where the most significant drop-offs or leaks occur. This may involve examining data on conversion rates at each stage, tracking customer interactions, and gathering feedback.

Utilize analytics tools to identify patterns or commonalities among leads that drop off at this stage. Understanding the reasons behind the leakage is crucial for devising effective strategies to address it.

“Consider factors such as customer objections, friction points in the buying process, or lack of clarity in communication that may contribute to leads falling out at this stage.”

2.

Personalize solutions to fix the problem

Once the stage with maximum leakage is identified, tailor solutions to address the specific challenges or barriers encountered by leads at that stage.

Personalization can involve creating targeted messaging or content that addresses common objections or concerns raised by leads.

Implement A/B testing to experiment with different approaches and determine which ones resonate best with your target audience.

“Leverage customer data and insights to customize outreach efforts, offering solutions or incentives that align with individual needs and preferences.”

3.

Re-engage with leads that fell-out through retargeting

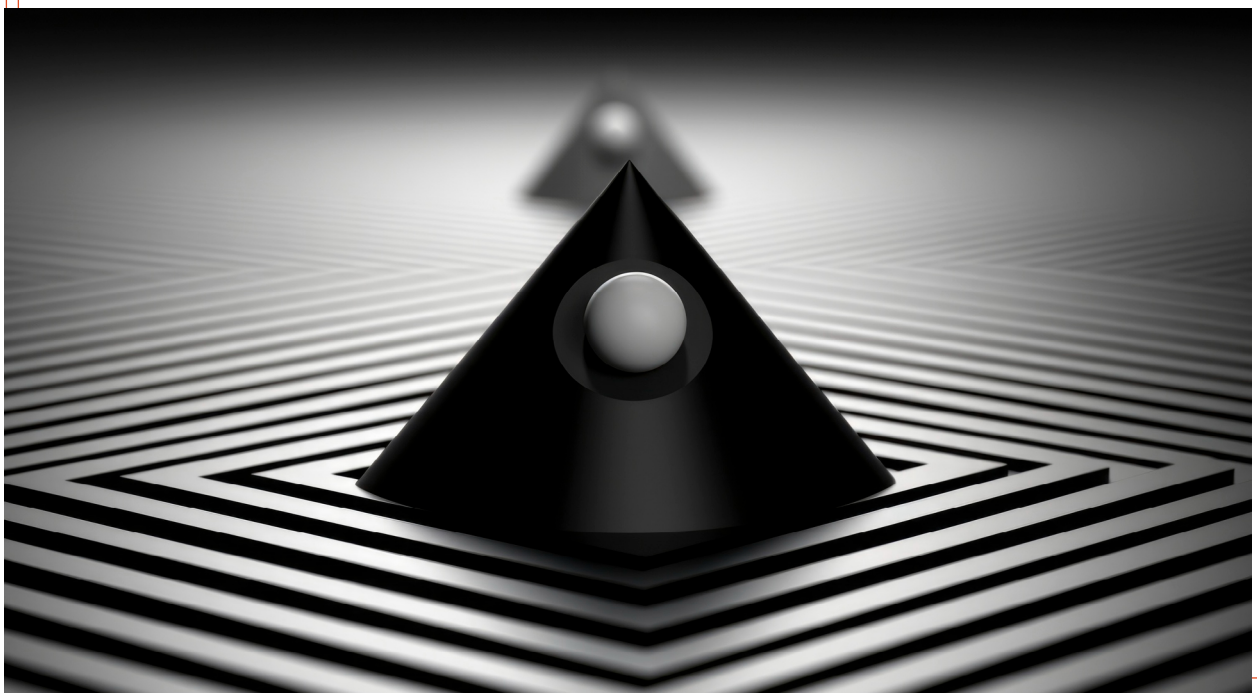
Develop a robust retargeting strategy to re-engage with leads that dropped out at various stages of the sales funnel. This may involve deploying targeted ads, email campaigns, or personalized follow-ups.

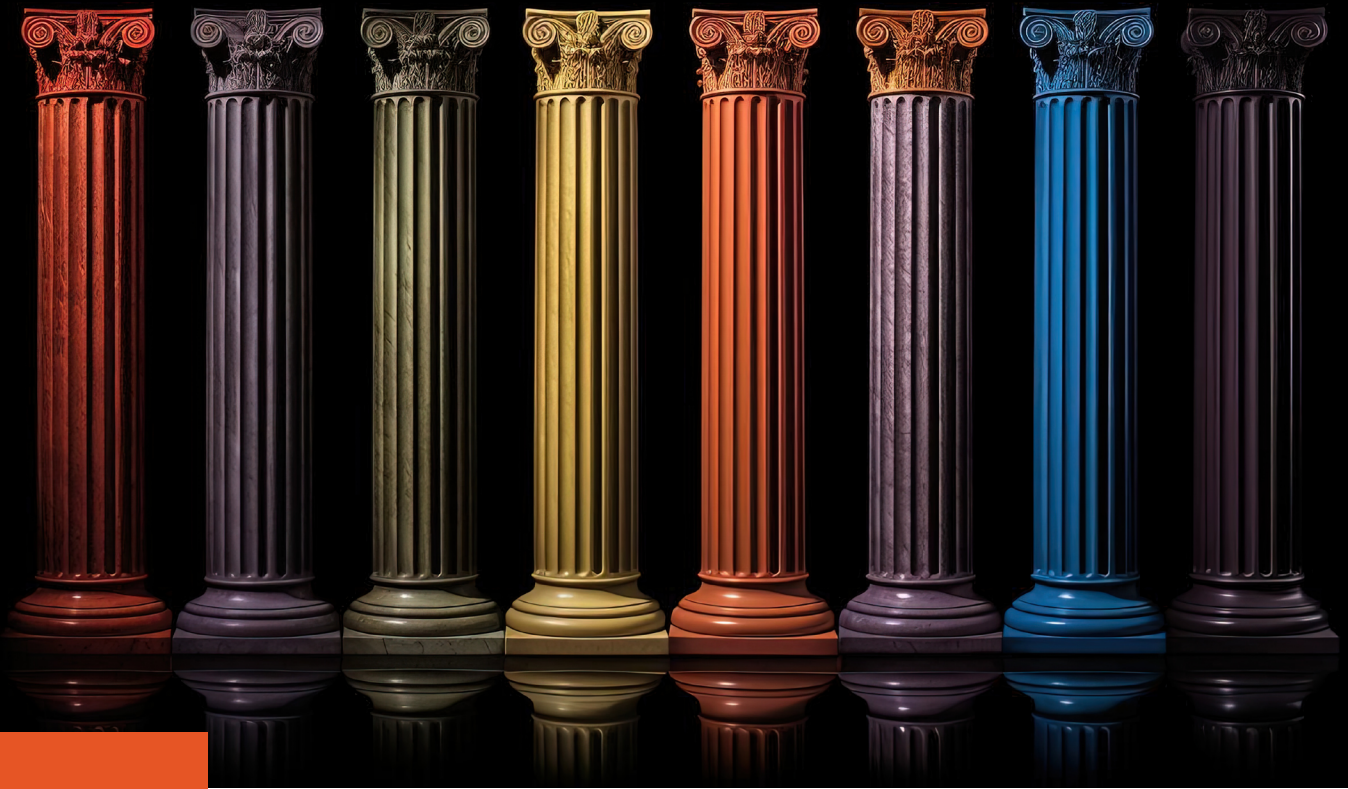
Implement dynamic retargeting techniques to display ads or content that are tailored to the specific products or services that leads showed interest in.

Continuously monitor and optimize your retargeting efforts based on performance metrics such as click-through rates, conversion rates, and return on investment.

“Segment leads based on their behavior and interaction history to deliver relevant and timely retargeting messages. For example, leads who abandoned their cart may receive reminders or incentives to complete their purchase.”

Now that we have a good understanding of full funnel, its stages, conversion benchmarks, and ways to plug leakages, it is important we understand the basic pillars upon which the foundation of Full Funnel Marketing is built.





2.4

Pillar Points of Full Funnel Marketing

By implementing a full-funnel strategy, we can prevent lead leakage at every stage. However, there are some key aspects that make a full-funnel marketing program distinct.

1. Programmatic Ads:

Programmatic advertising is a method that involves automating the purchasing of ad space in real-time, targeting specific audiences, and delivering personalized ads. It uses data and algorithms to optimize the placement of ads across various digital channels.

Programmatic ads enable marketers to reach highly targeted audiences across multiple channels, including websites, mobile apps, and social media platforms. It allows for precise audience segmentation based on demographics, behavior, interests, and intent.

“According to eMarketer, programmatic digital display ad spending in the United States alone is projected to reach \$79.61 billion by 2025, indicating the rapid growth and adoption of this advertising method.”

Things to keep in mind

- Utilize data-driven insights to identify the most relevant audience segments for your product or service.
- Implement dynamic creative optimization to deliver personalized messages tailored to each audience segment.
- Continuously monitor and optimize campaigns based on real-time performance metrics to maximize ROI.
- Ensure compliance with data privacy regulations, such as GDPR and CCPA, to maintain consumer trust and avoid penalties.

“According to Statista, global digital display advertising revenue is expected to surpass \$351 billion by 2025, highlighting the significant investment in this advertising format by marketers worldwide.”

2. Display Ads:

Display advertising is a potent form of online advertising. It involves creating visually appealing ads such as banners, images, or videos and displaying them on third-party websites or apps. These ads can be static or interactive and are primarily used for brand awareness, lead generation, or direct response campaigns.

Things to keep in mind

- Design visually compelling ads that align with your brand identity and messaging.
- Utilize targeting options such as contextual targeting, behavioral targeting, or remarketing to reach relevant audiences.
- A/B test different ad creatives, messages, and placements to identify the most effective combinations.
- Optimize landing pages to ensure a seamless transition from the ad to the desired action, whether it's making a purchase or signing up for a newsletter.

3. Paid Social

Paid social advertising involves promoting content or ads on social media platforms by paying for visibility and engagement. It allows marketers to target specific demographics, interests, and behaviors, leveraging the vast user data available on these platforms.

Paid social media ads offer precise targeting options, allowing marketers to reach highly relevant audiences based on their demographics, interests, and online behavior. They also provide advanced ad formats, such as carousel ads, video ads, and lead generation ads, to drive engagement and conversions

“According to Hootsuite, the number of social media users worldwide is projected to surpass 4.41 billion by 2025, indicating the immense potential reach of paid social advertising.”

4. Retargeting

Retargeting, also known as remarketing, involves targeting users who have previously interacted with your website or app but did not complete a desired action, such as making a purchase or filling out a form. It allows marketers to re-engage these users with personalized ads across various channels to encourage them to convert. This is an effective way to reduce lead leakage throughout the funnel.

Retargeting helps keep your brand top-of-mind for potential customers who have shown interest in your products or services but haven't taken the desired action yet. By delivering personalized ads based on users' past interactions, retargeting can significantly increase conversion rates and ROI.

Things to keep in mind

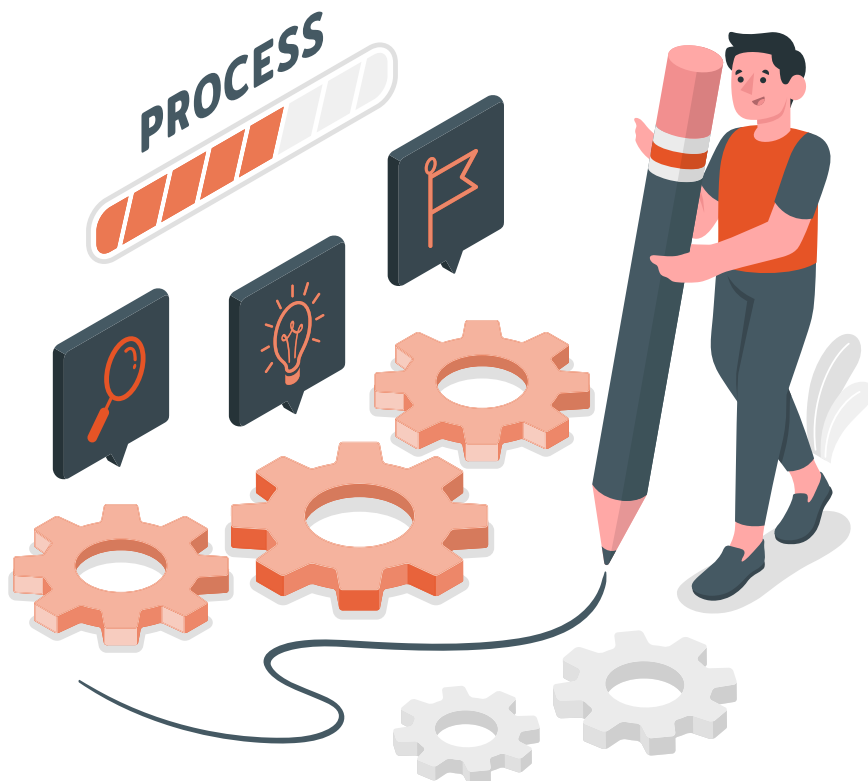
- Choose the right social media platforms based on your target audience and marketing objectives. For example, Facebook and Instagram are effective for B2C brands, while LinkedIn is more suitable for B2B marketing.
- Create compelling ad creatives and ad copy that resonate with your target audience and align with the platform's best practices.
- Use audience targeting options, such as custom audiences, lookalike audiences, and interest targeting, to reach the most relevant users.
- Monitor ad performance metrics, such as click-through rate (CTR), conversion rate, and return on ad spend (ROAS), to optimize campaigns and maximize ROI.

“According to a study by AdRoll, retargeting can lead to a 147% increase in average conversion rates for website visitors who are retargeted with display ads compared to those who are not.”

Things to keep in mind

- Implement retargeting pixels or tags on your website or app to track user behavior and segment audiences based on their interactions.
- Create tailored ad messaging and offers that address the specific needs or concerns of users who have abandoned their shopping carts or browsed certain product pages.
- Use frequency capping and ad sequencing to avoid overwhelming users with too many ads and ensure a positive user experience.
- Continuously analyze retargeting campaign performance and adjust targeting parameters, ad creatives, and bidding strategies to optimize results and minimize ad fatigue.

Now that you are familiar with the pillar points, next up: How do you implement a Full Funnel Program?



3.1

How to implement and execute a Full Funnel Marketing Program?

Implementing and executing a full-funnel marketing program involves a comprehensive approach that encompasses various strategies and tactics to target potential customers at every stage of the buyer's journey. Here's a step-by-step guide on how to implement and execute a full-funnel marketing program:

01

Define Your Goals and Objectives:

- Clearly define your marketing goals and objectives, such as increasing brand awareness, generating leads, driving sales, or improving customer retention.
- Align your goals with the different stages of the marketing funnel (awareness, consideration, conversion, retention) to ensure a holistic approach.

02

Understand Your Audience:

- Conduct market research to understand your target audience's demographics, preferences, pain points, and buying behavior.
- Create buyer personas representing your ideal customers to tailor your marketing efforts effectively.

03 Develop Compelling Content:

- Create high-quality content that resonates with your target audience at each stage of the funnel.
- Content formats can include blog posts, videos, infographics, whitepapers, case studies, webinars, and more.
- Ensure your content addresses your audience's needs, solves their problems, and provides value.

04 Implement Multi-Channel Marketing Strategies:

- Utilize a mix of digital marketing channels to reach potential customers across various touchpoints.
- Channels can include search engine optimization (SEO), social media marketing, email marketing, content marketing, paid advertising, influencer marketing, and more.
- Coordinate your messaging and branding across all channels to provide a consistent and cohesive experience for your audience.

05 Optimize for Search Engines:

- Optimize your website and content for search engines to improve visibility and attract organic traffic.
- Conduct keyword research to identify relevant keywords and phrases related to your products or services.
- Create high-quality, informative content that addresses search intent and provides value to users.

06 Utilize Paid Advertising:

- Implement paid advertising campaigns across various platforms, such as Google Ads, Facebook Ads, LinkedIn Ads, Twitter Ads, and more.
- Use targeting options to reach specific audience segments based on demographics, interests, behaviors, and intent.
- Continuously monitor and optimize your ad campaigns to improve performance and maximize ROI.



07

Implement Lead Generation Strategies:

- Create lead magnets, such as eBooks, guides, templates, or free trials, to capture leads and build your email list.
- Use landing pages and opt-in forms to encourage website visitors to subscribe to your email list or download your lead magnets.
- Nurture leads through targeted email marketing campaigns, providing valuable content and personalized offers to move them through the funnel.



08

Implement Retargeting Campaigns:

- Set up retargeting campaigns to re-engage users who have previously visited your website or interacted with your brand but haven't converted.
- Use dynamic retargeting to show personalized ads featuring products or content that users have shown interest in.
- Test different retargeting strategies, ad creatives, and messaging to optimize performance and drive conversions.

10

Iterate and Optimize:

- Continuously iterate and optimize your marketing strategies based on data-driven insights and feedback.
- Test different approaches, messages, channels, and tactics to identify what works best for your audience and business goals.
- Stay updated on industry trends, consumer behavior, and technological advancements to remain competitive and adaptive in your marketing efforts.



09

Measure and Analyze Results:

- Track key performance indicators (KPIs) and metrics to measure the effectiveness of your marketing efforts.
- Use analytics tools, such as Google Analytics, social media insights, and email marketing software, to monitor campaign performance and customer interactions.
- Analyze data to identify trends, opportunities, and areas for improvement, and adjust your strategies accordingly.

By following these steps and adopting a holistic approach to marketing, businesses can effectively implement and execute a full-funnel marketing program to attract, engage, and convert potential customers throughout their journey.

3.2 Create touchpoints as per campaign requirement

It all depends on the campaign type, target account list, and type of leads you are dealing with. However, creating touchpoints for users to navigate throughout the funnel is imperative. By making these touchpoints, reporting, and quantifying the funnel's efficacy becomes easy.

Establishing touchpoints for users to navigate throughout the funnel is not just a strategy, it's a necessity. These touchpoints not only guide your users but also provide you with invaluable insights into their behavior and preferences at each stage. This wealth of information enables you to make more informed decisions and fine-tune your marketing efforts.

When it comes to selecting touchpoints for a campaign, it's not a one-size-fits-all approach. Personalization is key. Consider factors such as the campaign type, target account list, and the type of leads you are dealing with. For instance, a B2B campaign targeting high-value accounts may require personalized outreach through email or direct mail, whereas a B2C campaign targeting a broader audience might benefit from social media advertising or influencer partnerships.

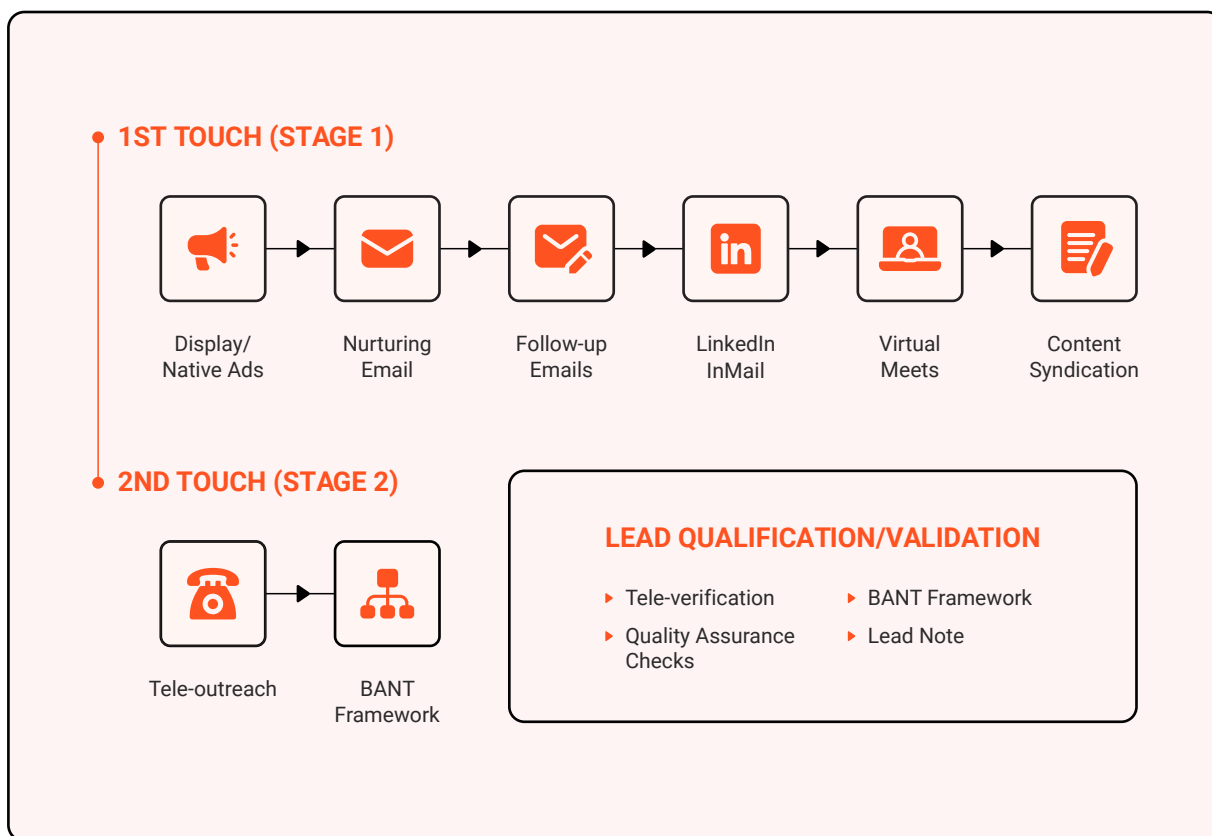
Take the example of Sitecore, a leading provider of digital experience management software. They've mastered the art of engaging users throughout the funnel with a multi-channel approach. Sitecore uses content marketing, webinars, and email campaigns to attract users at the top of the funnel. As users progress, they leverage personalized email nurturing sequences and targeted ads to drive engagement and conversions. This is the power of well-placed touchpoints.

Similarly, Dell, a global technology company, implements a variety of touchpoints to guide users through the funnel and drive sales. Dell utilizes social media advertising, search engine marketing, and email marketing to reach users at different stages of the buying process. For example, Dell may target users who have recently visited their website with retargeting ads, offering personalized product recommendations based on their browsing history. Dell's email campaigns may also include exclusive offers or promotions to incentivize users to purchase.

By carefully selecting and implementing the right touchpoints for your campaign, you can effectively guide users through the funnel, from initial awareness to conversion and beyond. Furthermore, having clear touchpoints in place makes it easier to track and measure the effectiveness of your funnel, allowing you to identify areas for improvement and optimize your marketing strategy accordingly.

Exhibit 3.2 explores different types of touchpoints commonly used in full-funnel marketing campaigns and discuss best practices for implementing them effectively. Whether it's through digital channels like email and social media, or offline tactics like events and direct mail, each touchpoint plays a crucial role in engaging users and driving them towards conversion. **Exhibit 3.2** explicitly discusses the touchpoints for Full Funnel ABM Process Flow of Sales Ready Leads.

Exhibit 3.2



It is important to note that the touchpoints depend on the several factors like type of target account list. Are we dealing with non-Account Based Marketing list or Account Based Marketing list. Are we running the campaigns for market ready leads or sales ready leads? It is also important to consider that there are no overlaps for programmatic ads with your other PPC efforts.

Now that the touchpoints are established, how do you measure efficacy of the funnel? For this, we need to know what metrics to measure for each stage and what are the benchmarks to follow!



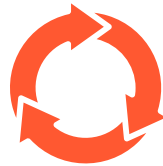
3.3

How do you measure performance at each stage of the full funnel campaign?

It is crucial to remember that distinct stages of a marketing campaign require different Key Performance Indicators (KPIs). Applying uniform success metrics across all stages is a typical pitfall in marketing campaigns, leading to several issues, such as:



Inadequate investment in attracting new users.



Overemphasis on repeat purchasers, regardless of marketing efforts.



Limited allocation of resources to mid-funnel nurturing

Therefore, it is imperative to use tailored KPIs for each stage to achieve optimal results.

MULTI-TOUCH ATTRIBUTION MODELS

Marketers aim to evaluate campaign success by considering every touchpoint that contributes to a sale. The multi-touch attribution model is regarded as the best marketing attribution method as it includes all touchpoints such as display advertising, search, and offline marketing like events. This broad approach helps optimize the entire marketing strategy.

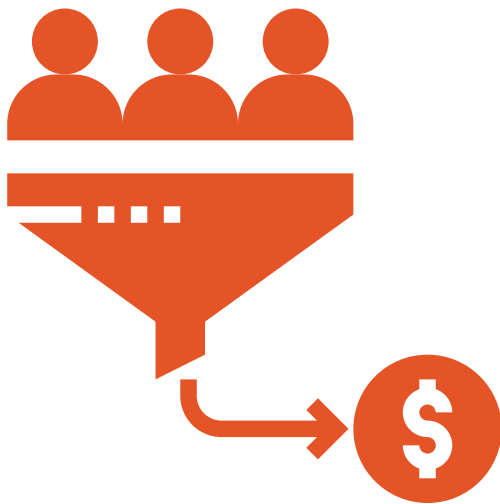
However, implementing this all-encompassing model is not always feasible as it can be costly and complex. The process involves deep data analysis, deduplication of multiple systems, and more. Therefore, it is advisable to not adopt an “all or nothing” approach and wait for the perfect attribution solution.

DEFINITIONS FOR KPIs

- **Visitor Metrics:**

New site visitors: This measures the number of people visiting your site after you've launched your campaign.

Quality of new visitors: This assesses engagement metrics such as time spent on the site, or pages viewed. This comparison should be made on a product-specific basis.



- **Conversion Metrics:**

Number of conversions: This measures the total number of conversions driven by your campaign.

Attributed closed deals and new sales: This measures the total number of deals closed by potential customers who interacted with the advertising campaign.

View-through conversions (VTCs): This measures conversions that resulted from ad views without clicks.

Lift on retargeting: This measures the increase in the retargeting pool after initiating a prospecting campaign.

- **Financial Metrics:**

Cost per acquisition (CPA): This measures the overall campaign expenditure divided by total conversions.

Return on investment (ROI): This measures the revenue generated by the campaign divided by total costs.

Lifetime value (LTV): This measures the net profit attributed to a customer over their lifetime.



THE TOP OF THE FUNNEL - The Art of Attraction

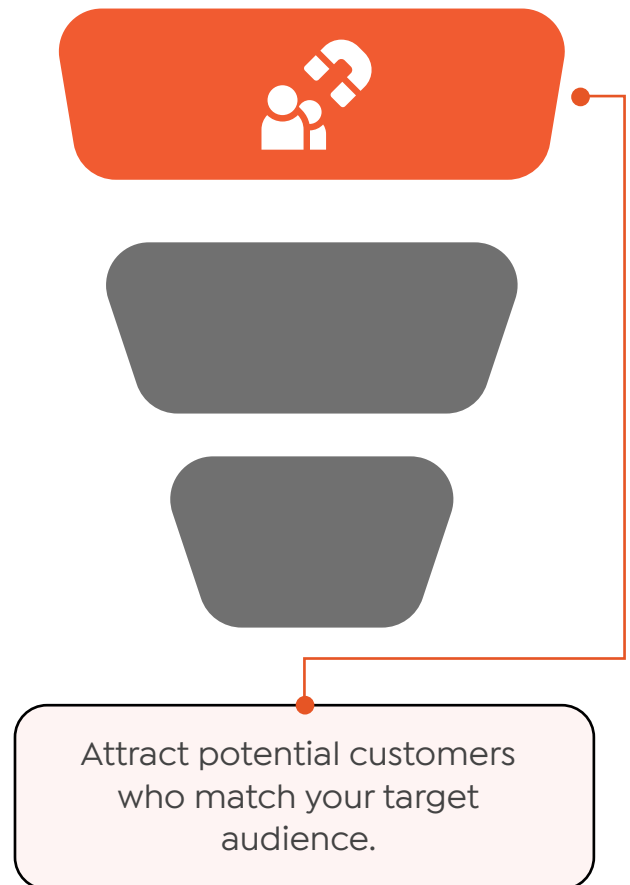
The objective is to attract potential customers who match your target audience. Marketers can deploy existing customer data to identify new, high-quality leads using products such as Prospecting. Furthermore, CRM data helps inform new customer acquisition campaigns.

- **Goal:** Acquire new customers
- **Objective:** Prospecting
- **Requirement:** CRM data

KPIs for the Attract stage:

These KPIs measure the effectiveness of driving new site visitors:

- Quality of new visitors
- CPA
- Number of conversions
- Lift on retargeting



THE MIDDLE OF THE FUNNEL - Commence Conversion

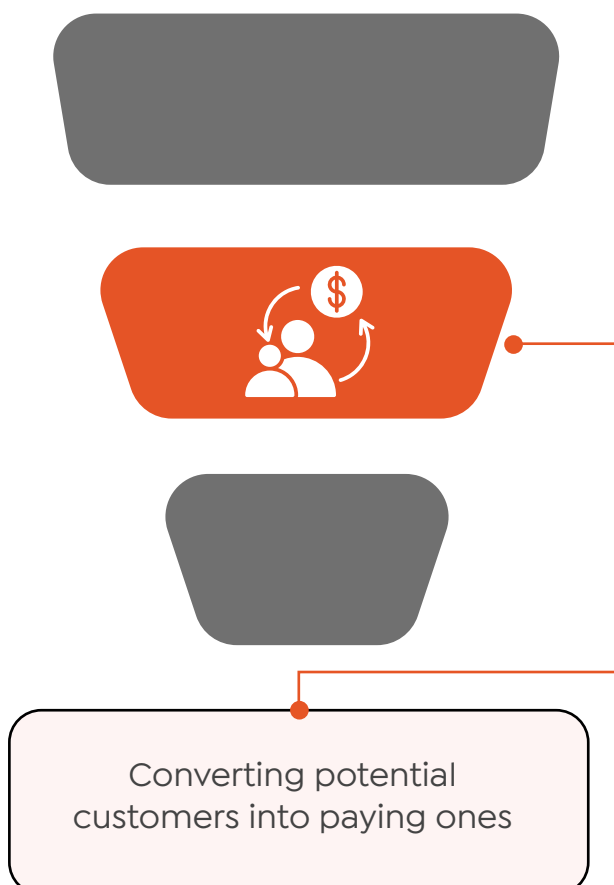
The objective is to attract potential customers who match your target audience. Marketers can deploy existing customer data to identify new, high-quality leads using products such as Prospecting. Furthermore, CRM data helps inform new customer acquisition campaigns

- **Goal:** Convert prospects into customers
- **Objective:** Retargeting
- **Requirement:** Dynamic Creative, CRM Retargeting

KPIs for the Attract stage:

These KPIs gauge conversion efficiency

- ROI
- CPA
- Number of closed deals
- VTC



BOTTOM OF THE FUNNEL: Gauge Growth

The goal is to maximize customer retention and upselling opportunities by utilizing products such as Retargeting and CRM Retargeting to ensure a seamless transition from top to bottom of the funnel.

- **Goal:** Increase customer LTV
- **Objective:** Retargeting
- **Requirement:** CRM Retargeting



Upselling opportunities by utilizing products such as Retargeting & CRM Retargeting

KPIs for the Attract stage:

These KPIs assess retention effectiveness:

- ROI
- LTV
- CPA
- VTC

LTV AND ROI

Lifetime Value (LTV) and Return on Investment (ROI) are important metrics for measuring marketing effectiveness. Calculating LTV requires a customized model based on the specifics of the sales cycle in order to determine ROI over time.



3.1

A Case Study

- **Background:**

Among the 650 survey respondents, a notable portion comprised executives, some of whom were existing clients within our firm's portfolio. One such respondent, a perennial client operating in the information technology sector, stood out. With a robust presence in both the Canadian and American markets, this client specializes in the wholesale distribution of solutions, hardware, and software. Over the years, they have solidified their position as a market leader, particularly renowned for their extensive offline operations.

- **Challenges:**

Despite their established offline presence, our client encountered **significant hurdles in extending their success to the online** realm. A critical issue was the **absence of well-defined online channels** to effectively leverage their brand's value. This gap led to **fragmented brand awareness**, making it **challenging to reach and engage potential customers** in the digital space.

Moreover, the **lack of a structured funnel** to personalize the customer journey compounded the problem, resulting in **missed opportunities for lead nurturing and conversion**. Additionally, **overlapping touchpoints** further complicated matters, **leading to inefficiencies and lost prospects** at various stages of the sales funnel.

As a consequence, the client faced the pressing challenge of falling behind competitors who had swiftly capitalized on the burgeoning online market landscape.





- **Implementation:**

We developed a full-funnel marketing strategy to engage potential B2B clients at every stage of their buyer journey. To start, we created a targeted account list based on our extensive B2B database, allowing us to hone in on the most relevant accounts for our offerings.

Initially, our focus was on building awareness of our products and services. To achieve this, we used various targeted advertising methods to reach potential clients, including LinkedIn Ads, emailers with proof of concept, and display and native ads on high-traffic platforms. We also created niche ads for YouTube, ensuring we reached the right audience.

In the next stage, we redirected visitors to a landing page where we captured their details through lead forms or lead magnets. This allowed us to curate personalized newsletters and emailers and retarget campaigns to keep potential clients engaged and interested in our offerings. We even used lookalike and custom audiences via LinkedIn to double down on generating quality leads.

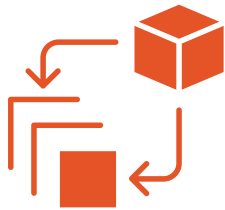
Finally, we arrived at the third touchpoint, a critical moment in the engagement strategy. Here, we used a variety of engagement strategies to persuade potential clients of the value of our offers. We used lead magnets, product demos, gated content, retargeting, and content syndication to reach out to them. We even tried a cold calling approach to connect with them more personally.

Our content syndication alone drew in over 5 million visitors to our owned and operated websites, a testament to the effectiveness of our engagement strategies. Throughout the funnel, we scored the lead based on their interaction and kept them engaged through mail and tele-touch, ensuring that they remained interested in our offerings. We then fed the data into our CRM for segmenting, filtering, and enrichment, ready to be delivered to our sales team.

RESULT



- **15M+ Impressions:** Our online campaign garnered over 15 million impressions across platforms.



- **150% Reduction in CPM:** By focusing on lead quality, we reduced the Cost Per Mille (CPM) by a significant 150%.

- **83% Decrease in CPA:** The targeted approach led to a remarkable 83% decrease in Cost Per Acquisition (CPA).



- **120% Increase in ROI:** This directly contributed to a substantial 120% increase in Return on Investment (ROI).

- **15% Boost from Retargeting:** Retargeting efforts alone contributed to a notable 15% increase in final conversions.



Key Takeaways:

- **Precision Targeting:** Curating a targeted account list and utilizing personalized campaigns ensured precise targeting and enhanced lead generation.
- **Cohesive Funnel Integration:** Seamless integration of personalized touchpoints reduced lead leakage and improved conversion rates throughout the funnel.
- **Data-Driven Optimization:** Continuous monitoring and optimization based on key metrics led to significant improvements in campaign efficiency and ROI.
- **Cross-Channel Engagement:** A strategic mix of digital channels and engagement tactics maximized opportunities for customer interaction and conversion.
- **Effective Lead Nurturing:** Prioritizing lead qualification and engagement resulted in higher-quality leads and increased customer lifetime value.



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