# Drive Results Not Leads
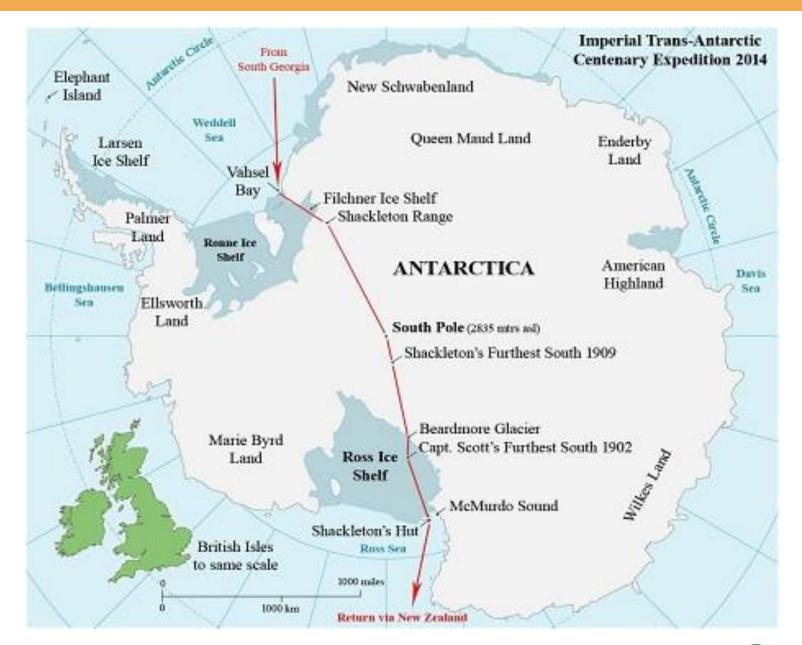
How to forget about form fills and communicate the true value of your B2B demand generation campaigns

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*Earnest Shackleton 1914 Arctic Endurance Expedition*

Imperial Trans-Antarctic
Centenary Expedition 2014

# Their greatest threat is NOT the ice or the ship being stuck

*Earnest Shackleton 1914 Arctic Endurance Expedition*

# OBILITY

## is B2B online marketing

> DRIVE PIPELINE

> TIE CAMPAIGNS TO REVENUE

> INCREASE REVENUE

> REDUCE COST PER QUALIFIED LEAD

🐦 @nickherinckx

📝 www.obilityconsulting.com

✉ nick@obilityconsulting.com

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# WHAT YOU'LL LEARN TODAY

- How B2B PPC back-end integration works
- Project plan to implement
- Recommended reporting once complete

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# THE COMPONENTS
Where is the information held?

| Advertising Platform Information | Marketing Automation Platform | Sales Management System |

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- Cost Data
- Keyword Data
- Impressions
- Clicks
- Share of Voice
- Etc.

- Lead Details
- Lead Score
- Lead Activity
- Program Data
- Attribution

- Opportunity Size
- Closed Revenue
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| • Etc. | | |

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*We need to create a connection between your online campaigns and your back-end systems!*
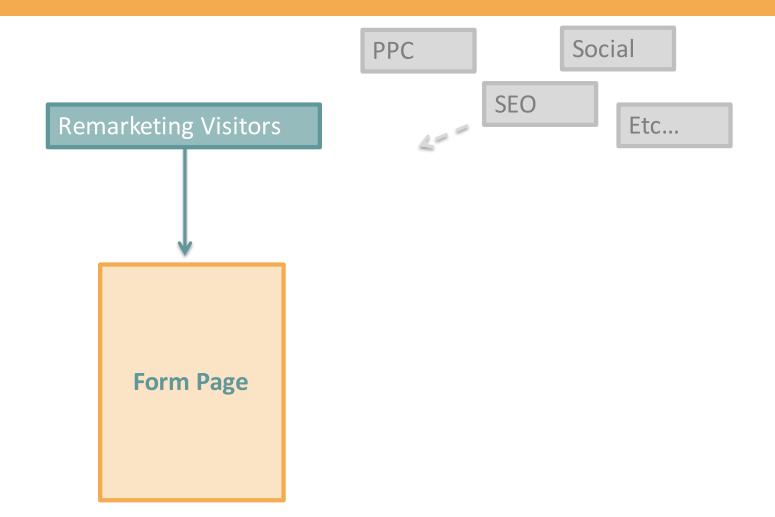
Qbility

?

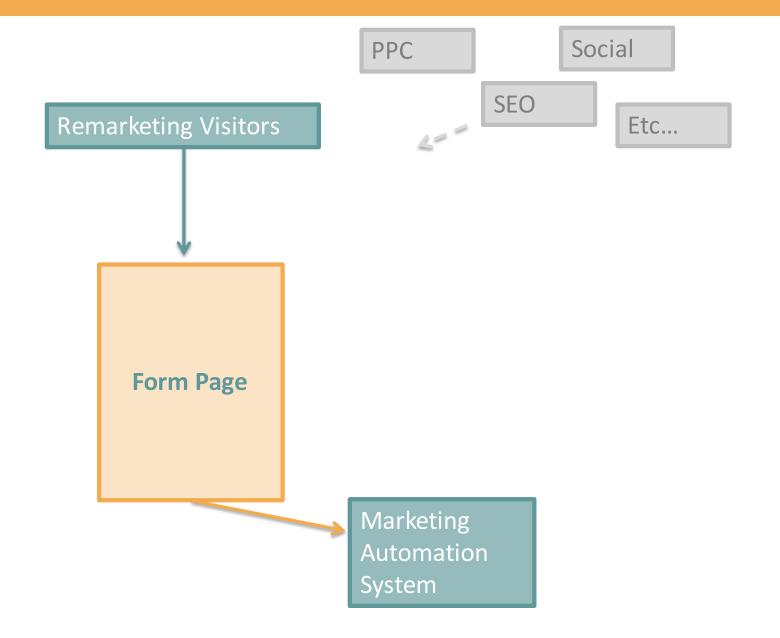*Through **URL Parameters** and **hidden form fields**!*

*...and code that connects one to the other.*

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PPC

Social

SEO

Etc...

**Remarketing Visitors**

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PPC

Social

SEO

Etc...

Remarketing Visitors

**Form Page**

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Remarketing Visitors

*Destination URL:*
*Site.com/page.html ? cpn=marketing_campaign &*
*network=retargeting …*

**Form Page**

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Remarketing Visitors

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**Form Page**

**Hidden Form Fields that match the URL query strings**
*cpn=*
*network=*

Marketing Automation System

Sales Management System

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PPC

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Etc...

**Remarketing Visitors**

***Destination URL:***
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**Form Page**

**Hidden Form Fields that match the URL query strings**
*cpn=*
*network=*

**Code that takes values from query string, and puts them into hidden form fields**

Marketing Automation System
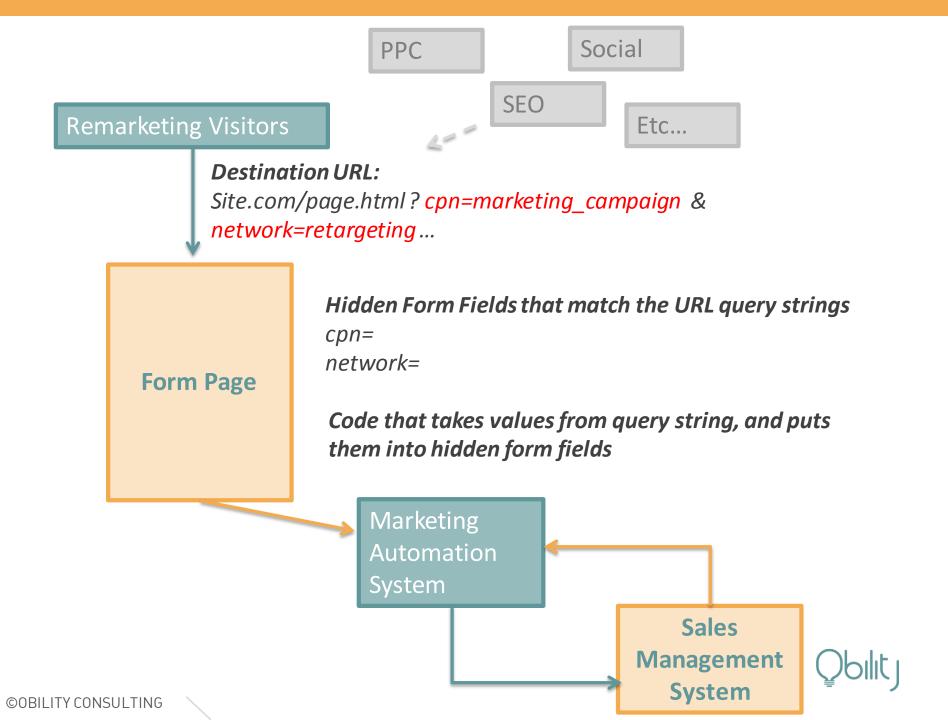
**Sales Management System**

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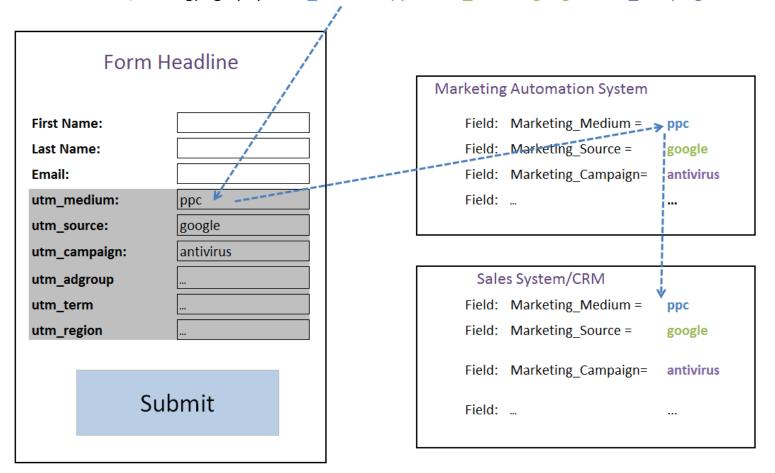PPC data is passed through into back-end systems on form submit

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# THE FINAL RESULT?

**URL in Address Bar:**

www.site.com/landingpage.php?utm_medium=ppc&utm_source=google&utm_campaign=antivirus&utm_adgroup=...

## Form Headline

First Name:

Last Name:

Email:

| | |
|---|---|
| utm_medium: | ppc |
| utm_source: | google |
| utm_campaign: | antivirus |
| utm_adgroup | ... |
| utm_term | ... |
| utm_region | ... |

**Submit**

### Marketing Automation System

Field:   Marketing_Medium =   ppc

Field:   Marketing_Source =   google

Field:   Marketing_Campaign=   antivirus

Field:   ...   ...

### Sales System/CRM

Field:   Marketing_Medium =   ppc

Field:   Marketing_Source =   google

Field:   Marketing_Campaign=   antivirus

Field:   ...   ...

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# PROJECT MAP
Who does what, and in what order

| Step | Task | Who's In Charge |
|---|---|---|
| 1 | Determine level of tracking needed for reporting | SEM Team |
| 2 | Create necessary fields in CRM & marketing automation systems | Back-end system administrators |
| 3 | Determine proper URL parameters for ad links | SEM Team & Back-end system administrators |
| 4 | Create web forms with necessary hidden form fields | Back-end system administrators (if forms are hosted in that system) or Web Team (if forms are HTML forms) |
| 5 | Build landing pages that incorporate form | Marketing automation admin (if forms in MA system) or Web Team (HTML forms) |
| 6 | Update all ad URL links to include parameters from step #3 | SEM Team |
| 7 | Design desired reports to pull from back-end systems and create reports | Back-end system administrators & SEM Team |

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# SUGGESTED ATTRIBUTES TO TRACK

These are your PPC parameters & hidden form fields

## Source

**Purpose**: to segment leads by platform

**Example Values**: Google, LinkedIn

## Networks

**Purpose**: to segment leads by network

**Example Values**: display, search

## Campaign

**Purpose**: to segment leads by campaign name

**Example Values**: Campaign name

## Ad Group

**Purpose**: to segment leads by PPC Ad Group

**Example Values**: Ad Group name

## Keyword

**Purpose**: to segment leads by keywords

**Example Values**: {keyword}

## Offer

**Purpose**: to segment leads by offer

**Example Values**: Gartner WP

## Ad ID

**Purpose**: to segment leads by ad

**Example Values**: {creative}

## Region

**Purpose**: to segment leads by geography

**Example Values**: US, EMEA

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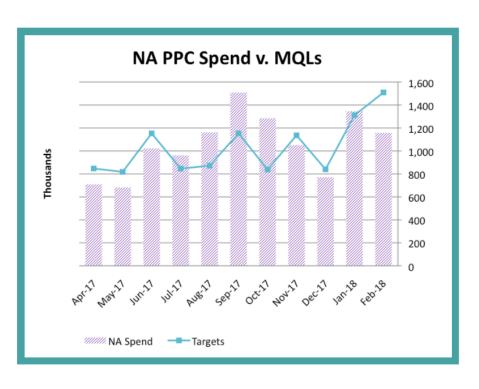**Pro Tip:** Consider using standard Google Analytics UTM parameters
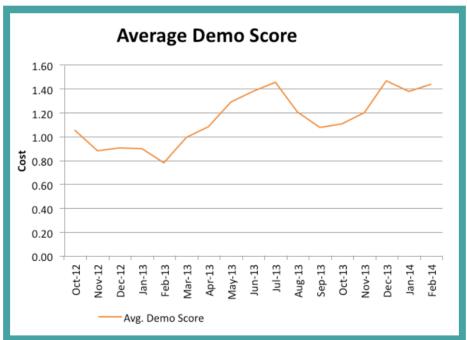
# WHAT YOU'LL LEARN TODAY

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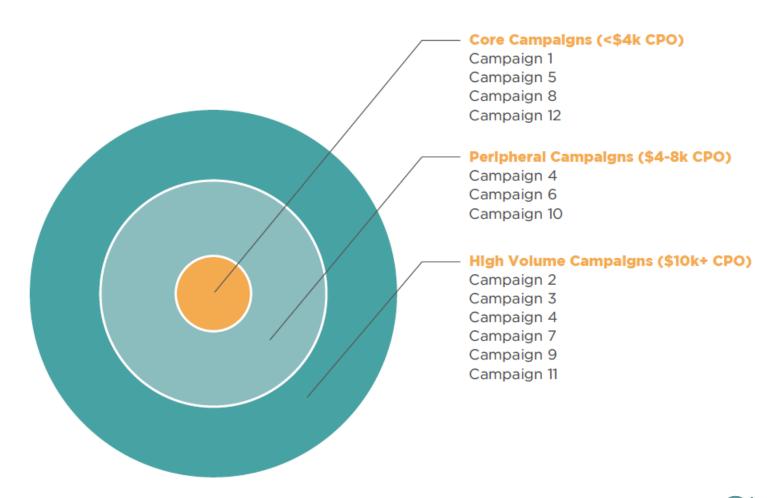# IMPROVE YOUR LEAD QUALITY

MQLs and Average Lead Score



NA PPC Spend v. MQLs

NA Spend — Targets



Average Demo Score

Avg. Demo Score

# OPPORTUNITY AMOUNT BY CAMPAIGN

How many opportunities are you driving to the sales team?

| CAMPAIGN | SPEND | OPPS | CPO |
|---|---|---|---|
| Campaign 1 | $186,294 | 195.90 | $950.96 |
| Campaign 2 | $131,963 | 11.75 | $11,230.89 |
| Campaign 3 | $92,893 | 3.00 | $30,964.32 |
| Campaign 4 | $48,094 | 5.67 | $8,482.19 |
| Campaign 5 | $45,214 | 118.30 | $382.20 |
| Campaign 6 | $43,229 | 10.70 | $4,040.09 |
| Campaign 7 | $40,581 | 1.00 | $40,581.47 |
| Campaign 8 | $36,470 | 11.00 | $3,315.45 |
| Campaign 9 | $28,143 | 2.00 | $14,071.55 |
| Campaign 10 | $8,896 | 2.00 | $4,448.00 |
| Campaign 11 | $7,539 | 0.00 | $0 |
| Campaign 12 | $4,187 | 1.20 | $3,489.16 |

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# WHERE TO SATURATE BUDGET

Best revenue-driving campaigns



**Core Campaigns (<$4k CPO)**
Campaign 1
Campaign 5
Campaign 8
Campaign 12

**Peripheral Campaigns ($4-8k CPO)**
Campaign 4
Campaign 6
Campaign 10

**High Volume Campaigns ($10k+ CPO)**
Campaign 2
Campaign 3
Campaign 4
Campaign 7
Campaign 9
Campaign 11

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# SPEND TO DIMINISHING RETURNS

Know when extra spend stops leading to better results



Google Search Cost v. MQLs

# Their greatest threat is NOT the ice or the ship being stuck



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## Nick Herinckx

503-320-4455

nick@obilityconsulting.com

@nickherinckx

www.linkedin.com/in/nickherinckx