

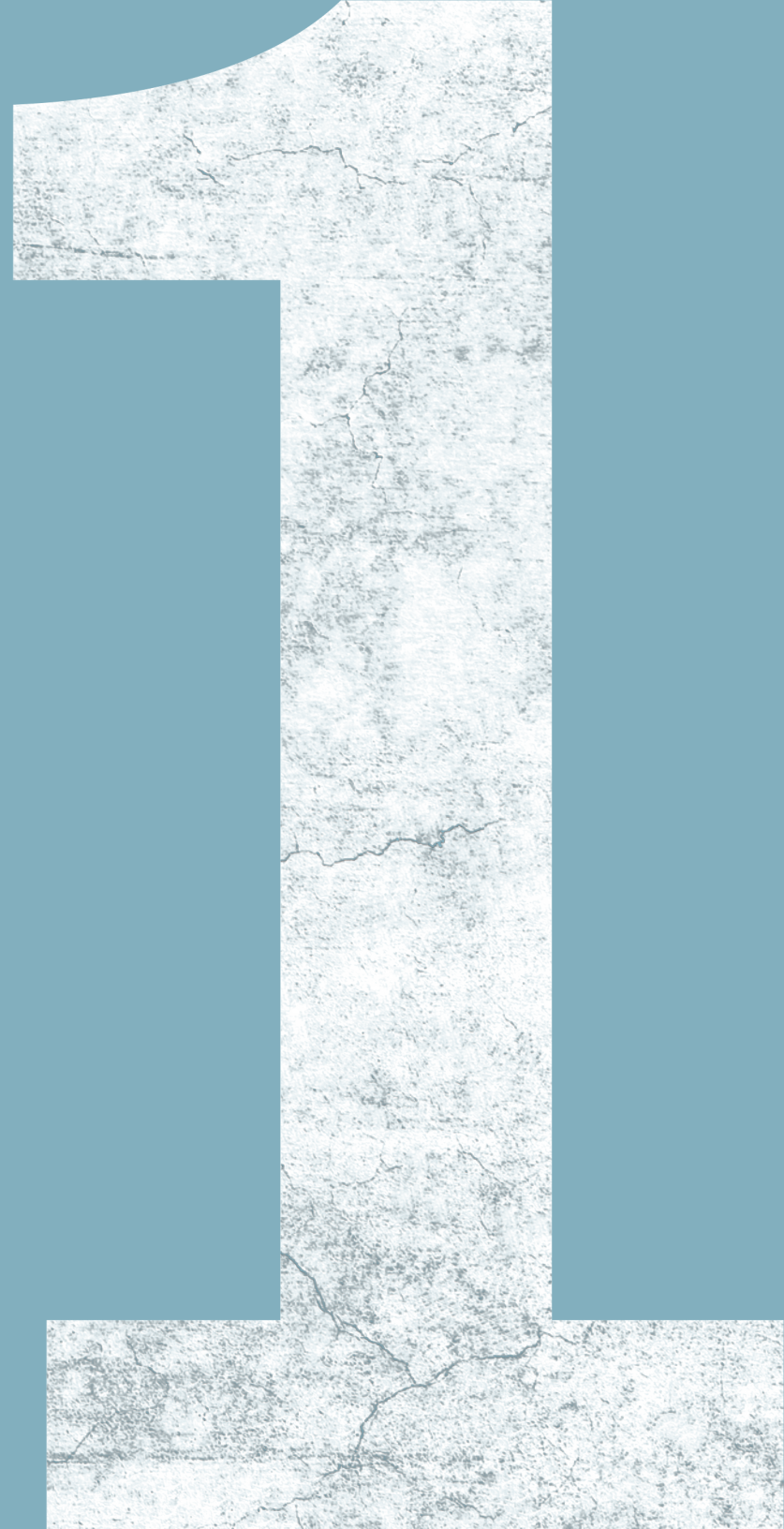
Enhancing Business Development with Marketing Automation

A BUSINESS GROWTH GUIDE BY GORILLA 76

The future of marketing has arrived. Rather than big media budgets and guessing games, it's rooted in smart lead intelligence and seamless integration with sales. Welcome to marketing automation.

PART 1

Gathering intelligence on website leads



Contact forms aren't just for saying "hi" anymore.

Contact forms have been used to collect visitor information on websites since the early days of the Internet. They've long served as starting points for conversa-

tion with business prospects in the B2B world. But today, forms can take on a powerful, new role when built around a smart strategy:

mining lead intelligence.



The currency of a B2B website is visitor information.

Picture a B2B website as a retail store.

Visitors wander and browse the aisles (website pages and blog posts), and when they

find what they're looking for, they wheel the cart up to the checkout lane (contact form) where they pull out cash (visitor informa-

tion) to pay. As the expert in what you do, you have the power to create content your audience wants and is willing to "pay" for.

You offer valuable content. They pay with valuable info.



Build lead profiles through form submissions.

When a website visitor takes a form-submitting action such as subscribing to a newsletter, downloading a white paper or requesting a bid, your marketing database should automatically create a profile of that person. Today, marketing automation software platforms such as [Hubspot](#), [Marketo](#) or [Act-On](#) make it easy to implement two-way communication between your website forms and your marketing database.

And remember, if visitor information is the currency that's exchanged for your premium website content, make sure you're collecting a currency you can actually use. Think about what information will help you qualify and connect with a lead. Then, mine that info through the questions asked in your website forms.

information to collect

name
email address
phone number
job title
industry
company size
annual revenue
biggest challenges
services needed

There's a brain at work under a B2B website's shell.

As your lead profiles fill up with information collected through forms, your website should simultaneously be hard at work behind the scenes. With the help of marketing automation software, your website can send a little piece of data to visitor web browsers when they submit a form that says:

“remember this person the next time he returns to my site.”

From this point forward, any information submitted through another website form by that person is also added to his or her profile. This is called progressive profiling.



Here's where things get interesting.

In addition to information volunteered by a website form submitter, we now begin recording and viewing data about that particular visitor's actions on the website moving forward. The type of data that will be automatically added to the visitor's profile by your marketing automation system includes:

Whether he or she found us through LinkedIn, a Google search or elsewhere

Specific pages viewed

Time spent on those pages

Time passed since previous visit

Number of marketing emails opened

Which links were clicked in those emails

← footprints left by a form submitter

A real-life example of mining lead intelligence online // The next few pages showcase real screenshots from Gorilla's marketing database with information we gathered about a lead on our own website.

Demographic information gathered via form submission

The first form-submitting action this visitor took on our website was her download of our marketing manual called “[Measuring Online Marketing ROI](#)”. In exchange for the free guide, we asked for the following information, which was then added to her new marketing profile in our database.

Because we specialize in marketing for industrial companies at Gorilla 76, we knew right off the bat this is a potentially good fit for us. She’s a marketing coordinator at a company in the building and construction industry – exactly the type of person we’d love to meet.

The screenshot shows a user profile form submission. At the top, there is a header with a document icon, the text 'Download white paper', and a '9 Updated Properties' indicator. Below this is a section titled 'Hide Submission Details - Thu Apr 18, 2013 at 2:15pm' with a document icon and the title 'Measuring Online Marketing ROI Manual'. The form contains several fields with their corresponding values: 'First Name' (redacted), 'Last Name' (redacted), 'Email' (redacted), 'Job Title' (marketing coordintor), 'Lifecycle Stage' (lead), 'IP Address' (redacted), 'Create Date' (Apr 18, 2013 2:15pm), 'Company Name' (redacted construction services), and 'Industry' (Building and construction). Two arrows point from the 'Job Title' and 'Industry' fields to callouts on the right.

Field	Value
First Name	[Redacted]
Last Name	[Redacted]
Email	[Redacted]
Job Title	marketing coordintor
Lifecycle Stage	lead
IP Address	[Redacted]
Create Date	Apr 18, 2013 2:15pm
Company Name	[Redacted] construction services
Industry	Building and construction

Ideal job title

Ideal industry

How she arrived on our site

Now that she's entered our system, we can learn that she first discovered us on Facebook, where we promoted our blog post titled "Construction advertising in today's business environment." From there, she clicked through to our site and eventually filled out a form that added her to our marketing database.

What attracted her



Construction advertising in today's business environment | Gorilla 76 via Facebook

Tue Mar 19, 2013 at 9:43am

Where she came from




Social media referral from Facebook user general-b2b

Tue Mar 19, 2013 at 9:43am

Determining her level of engagement

At this point we can begin following her engagement on our website. We can see below that on April 17th she looked at a variety of pages on our site, notably our

Web Marketing Audit page and our Pricing page. We might also note that these pageviews happened over a lengthy, 14-minute stretch – a good sign of engagement.

 Don't ask and you shall not receive Gorilla 76 and 6 other pages via Facebook		Blog Post
Hide Pages Viewed - Wed Apr 17, 2013 at 10:43am		Page Type
10:57am	Web Marketing Audit Gorilla 76	→
10:57am	Prices for B2B website and B2B digital marketing Gorilla 76	→
10:57am	Why an effective industrial website costs \$25K+ Gorilla 76	
10:57am	B2B web-marketing guide for industrial companies	
10:44am	Why an effective industrial website costs \$25K+ Gorilla 76	→
10:44am	B2B web-marketing blog Gorilla 76	
10:43am	Don't ask and you shall not receive Gorilla 76	

Views of pricing
and audit pages
help us gauge her
interest in buying.

In addition to the specific pages she viewed, notice that she spent 14 minutes exploring the website across seven pages. This above-average engagement catches our attention.

What we now know about this lead

Though the screenshots from the past few pages demonstrate only a few of many interactions she made with our website and email campaigns, we've already answered a few questions.

→ This information carries significant value in our sales process as we sort through our leads and determine which are ready for a conversation about our offering.

When we enter that sales meeting, we also know a bit about the services they might seek and how much education they need on the value of our offering. And that's probably a lot more than our competitors know about them.

- Industrial client? ✓
- Potential decision maker? ✓
- Interested in marketing that demonstrates ROI? ✓
- Engaged by our website content? ✓
- Familiar with our pricing? ✓
- Explored our entry level services? ✓



PART 2

Qualifying and scoring leads



The leads aren't weak. They're just a little bit overwhelming.

When website lead generation starts working, information overload can set in. Your sales team can quickly become overwhelmed with the quantity of leads on the table and the challenge of approaching them all.

So how can you help them pinpoint the leads worth pursuing?

In the land of marketing automation, a lead-scoring system based on predetermined criteria will help you quickly evaluate which leads are ready for the sales process, which need more nurturing, and which don't fit the bill at all. With this information, your sales team – as big or small as it may be – can prioritize its time pursuing the best opportunities, while letting an automated marketing campaign simultaneously tend to the rest.

information
overload
information
overload
information
overload

Segmenting leads by more than demographics

As we began to explore in Part 1, the information we can gather about leads captured on a B2B website now transcends simple demographics (industry, geography, job title, etc.). Today, we have the ability to answer more insightful, behavioral questions about specific visitors, such as:

How did they first discover you?

Did they come and go quickly? Or did they dig around on your site for 20 minutes?

Did they view your pricing page?

Which blog posts or service pages captured their interest the most?

Have they opened the marketing emails you've sent them? What content in those emails did they click?

All of these bits of data are useful in their own way, but when you're dealing with hundreds of leads and a small sales team, the data needs to be harnessed to avoid paralysis in your sales process.

Enter lead scoring.

The purpose of lead scoring is to apply predetermined criteria about what defines a good lead to every new contact that comes in through your website.

What results are manageable buckets of leads, marked as "qualified", "maybe qualified" or "not qualified". From here, actionable steps can take shape.



Designing your own lead-scoring system

Lead scoring requires some help from your marketing automation system, and we'll explore that shortly. But strategy comes before execution. Specifically defining your audience directs your whole lead-scoring

strategy. When you can describe the traits of your ideal customer, it's easy to assign points to good leads and bad leads. Your first step is to answer the following questions:

What industries are you targeting?

How big is your ideal customer's company?
10 people? 100?
50,000?

Who at the company are you trying to reach?
A purchasing agent?
A project manager?
The CEO?

What products or services do your ideal customers typically seek?

What are the biggest business pains these people experience?

Answers to these kinds of questions form the makeup of a qualified lead for your business. When you can successfully identify these ideal traits among your website visitors, you can then score them accordingly.

Automating the lead-scoring process

At Gorilla, we streamline the lead-scoring process by integrating a marketing-automation software called [Hubspot](#). This software lets our clients integrate their website forms directly into their marketing database. Once website visitors have answered questions and provided demographic information, we're able to track their activity on the site and store that data in their profile.

[We're at work for our clients](#) developing blog content and white papers, designing and implementing lead capture pages, and nurturing contacts through email marketing. A marketing-automation system is simultaneously busy filtering through data on new leads, assigning points to them, and grouping them into those "qualified", "maybe qualified" and "not qualified" buckets. Our clients take these filtered buckets of qualified leads and follow up to turn them into face-to-face interactions and real customers.



A real-life example of lead scoring // At Gorilla, we practice what we preach. The next few pages illustrate a few criteria we use to assign points to our own website leads.

Scoring leads by demographics

Because we work best with industrial companies, below we've assigned 50 points to anyone who has indicated in a website form that his or her business fits into any of the following industries: Architecture, Engineering, Construction, Industrial Ser-

vices, Manufacturing, or Real Estate and Development. These 50 points are also assigned to any leads who we manually mark as being a part of one of these industries. Simultaneously, for anyone who has indicated they're in the marketing industry or

a student, we've deducted 20,000 points. Note that this doesn't mean we don't want them as followers! Rather, our lead-scoring system is designed to assist sales by flagging those visitors who might be ideal customers.

Assign points to contacts who meet all of these requirements:

Contact Property Industry is any of

Architecture, Engineering, Construction (AEC) x

Industrial services x

Manufacturing x

Real estate and development x

Rule Value: Add 50 points

Assign points to contacts who meet all of these requirements:

Contact Property Industry is any of

Marketing x Student x

Rule Value: Deduct 20000 points

Scoring leads by their interests

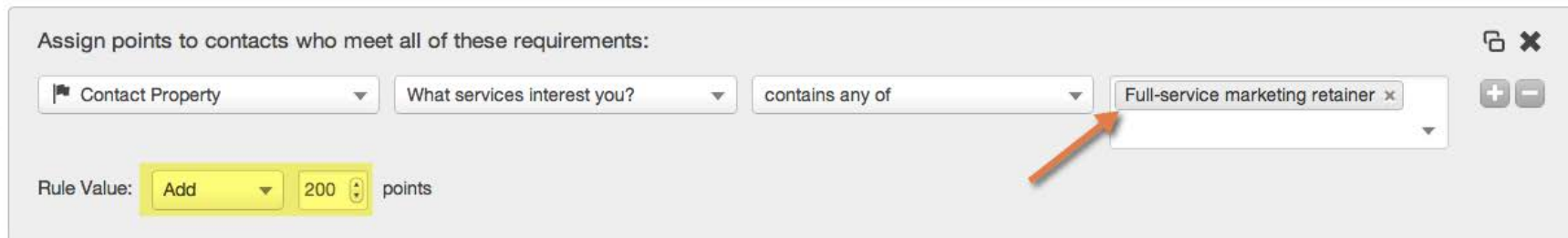
Because the primary service we offer at Gorilla 76 is a [full-service marketing retainer](#), we want to flag anyone who indi-

cates an interest in exactly that. Our website forms therefore ask visitors if they're interested in such a retainer (as opposed

to a website build or other services) and assign 200 points if so.

Assign points to contacts who meet all of these requirements:

Rule Value: points











Scoring leads by level of engagement on our website



Moving beyond demographics, we assign points to leads based on their engagement on our website. Below, we assign points when visitors have returned to our site four


or more times and when they've viewed five or more pages. Our marketing-automation system tracks any specific visitor's activity moving forward as long as he or

she at some point in time filled out a form on our website.

Assign points to contacts who meet all of these requirements:  

 Contact Property  Number of Visits  is greater than or equal to  4  

Rule Value: Add  100  points





Assign points to contacts who meet all of these requirements:  







 Contact Property  Number of Pageviews  is greater than or equal to  5  



Rule Value: Add  25  points




Similarly, we assign points for engagement based on whether or not a lead has opened and clicked links in our marketing emails.

Assign points to contacts who meet all of these requirements:  

 Contact Property  Emails Clicked  is greater than or equal to  4  

Rule Value: Add  100  points



Scoring leads by specific actions taken

While engagement is a great way to measure interest, we also pinpoint specific actions taken by website visitors that help identify

their needs. Here, we assign points when a visitor downloads one of our white papers or subscribes to our newsletter.

Assign points to contacts who meet all of these requirements:

Form Submission Contact has filled out Download white paper on Industrial guide

Rule Value: Add 25 points

Assign points to contacts who meet all of these requirements:

Form Submission Contact has filled out Newsletter subscribe on any page

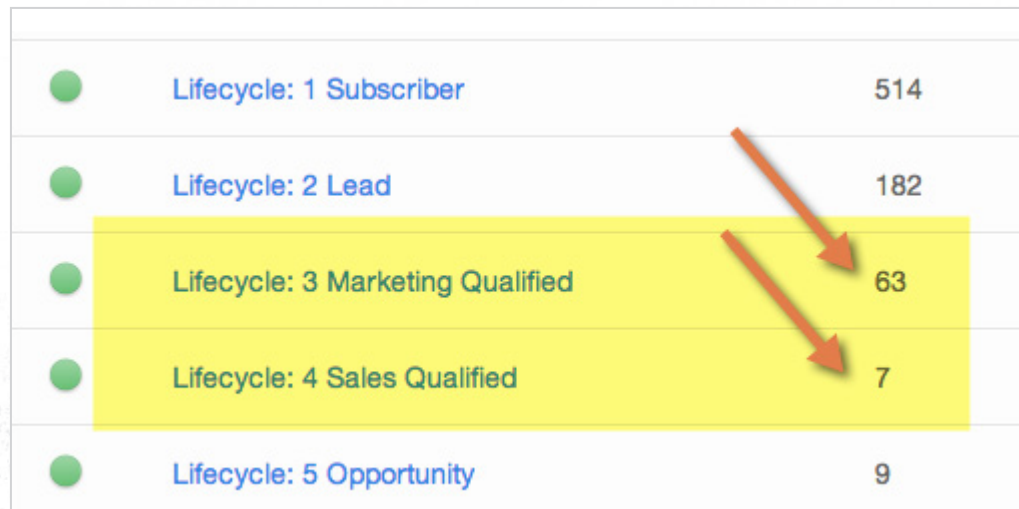
Rule Value: Add 25 points

The end product: lists of segmented leads

In the end – once our automated lead-scoring system has done its work – we're left with manageable, segmented lists of leads. Anyone with a lead score of 100 or higher is automatically dumped into our “marketing qualified” list. As

you can see below, this list is made up of 63 people – a very manageable number. Our final step is to manually sort through this “marketing qualified” list and mark the best leads as “sales qualified”. We'll contact them directly. The rest we leave in

this “marketing qualified” list and trigger automated email workflows to continue nurturing them until they're more primed to make a buying decision.



● Lifecycle: 1 Subscriber	514
● Lifecycle: 2 Lead	182
● Lifecycle: 3 Marketing Qualified	63
● Lifecycle: 4 Sales Qualified	7
● Lifecycle: 5 Opportunity	9

PART 3

Automated email marketing



Leave no prospect unattended

In the B2B world, many of us experience times where we're too busy with the daily grind to focus on bigger picture business development. At Gorilla, we're certainly not immune to this. Sometimes a handful of potentially qualified prospects wind up unattended because there just isn't enough time to pursue them. And when we DO give the necessary attention to "hot" leads, there's often no time remaining for the others. So what's the answer? Part 3 illustrates one of our favorite solutions to this dilemma – automated email workflows.

In short, an email workflow is a series of automated, pre-written emails triggered when a prospect takes a specific action on your website or meets a pre-determined criteria in your marketing database.



Let's look at an example to help illustrate what this means and why it's valuable...

When time isn't on your side, email workflows are

Let's say you're a supplier of some kind of industrial equipment and your website has two different contact forms:

1. Request Bid
2. Download Buyer's Guide

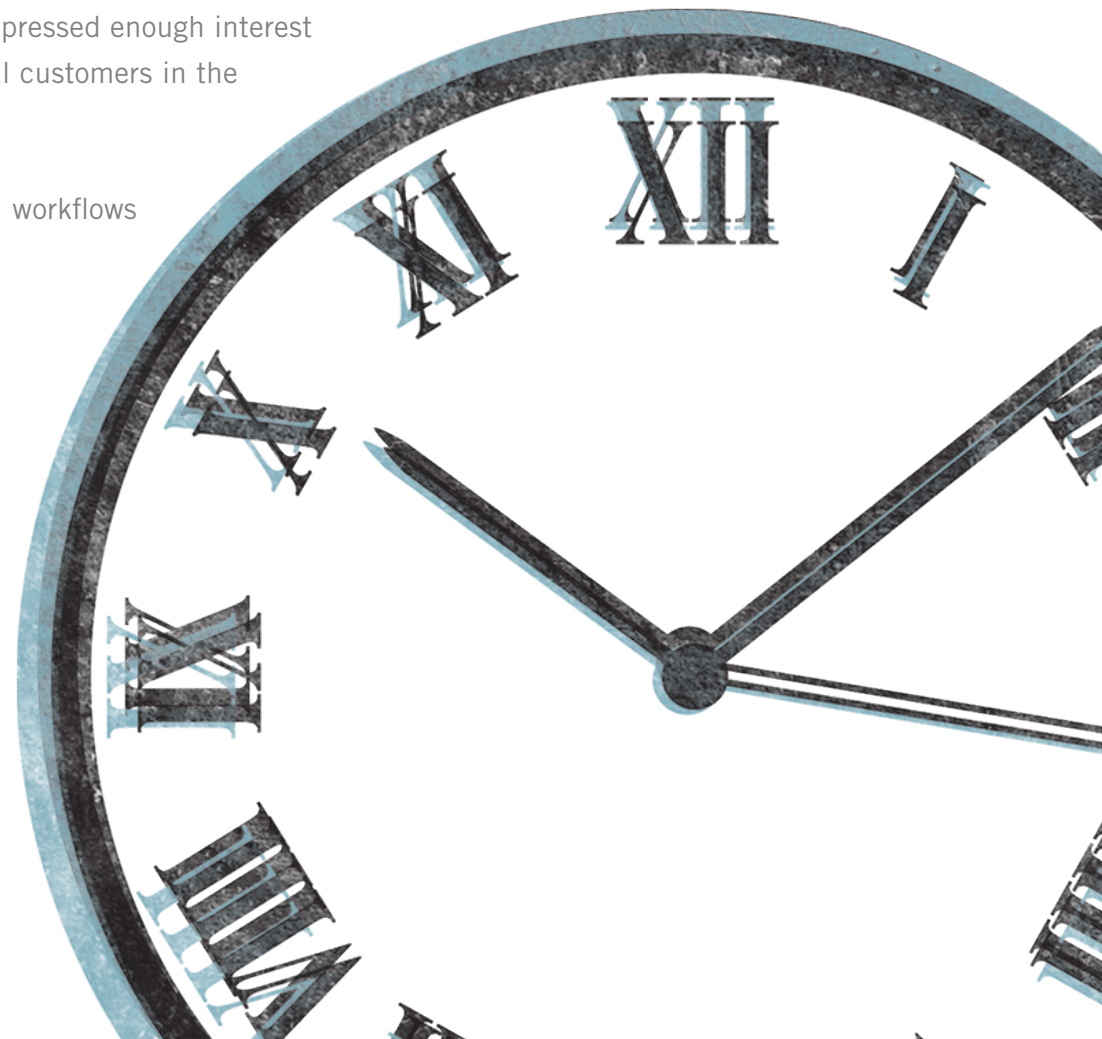
And let's say in a given week, you receive three "request bid" submissions, but 15 Buyer's Guide downloads.

In this scenario, those requesting a bid are the priority leads, right? They're asking you about providing a service to them right now. The Buyer's Guide downloaders on the other hand might still be researching and exploring options. They're less ready to buy at this moment in time.

While you'd love to address every interested prospect personally, your business development time is limited. This week, that time is

consumed writing proposals for those three hot leads. So what happens to those 15 Buyer's Guide downloaders? They might not be asking for a bid at this very moment, but they've certainly expressed enough interest to become potential customers in the foreseeable future.

This is where email workflows enter the picture.



How an email workflow might be designed // When workflows are combined with a touch of creativity, the possible applications are endless. The following page demonstrates one such example.

1

A prospect searches for your product or service in Google and stumbles across a page on your site.

2

He visits your site, reads a few pages and informative blog posts, and eventually clicks your call-to-action “Download our Buyer’s Guide.”

3

He’s taken to a page with a form, asking him for his name, company, email address, phone number and industry in exchange for the guide. He fills out the form and hits the “submit” button.



He immediately receives an automated, pre-written email that includes an attached Buyer’s Guide PDF, a thank you note and links to a few informative blog posts on your company website.

5

Seven days later, he gets another automated email with a link to a case study documenting services you provided for a client similar to him.

6

A week after that, he receives yet a third automated email, asking if he’d like to set up a consultation phone call.

7

He responds to set up a call with you, and you begin dialogue with a prospective customer that may have otherwise been left unattended.

8

In the meantime, the same automated workflow has been simultaneously triggered for 15 other Buyer’s Guide downloaders as well.

And that's just scratching the surface

The concept of automated workflows extends far beyond the example on the previous page, and even beyond email marketing. With the assistance of a smart marketing automation software like the one we implement for our clients, there are many workflow applications that strengthen your prospecting efforts. A few more examples follow:

Once a visitor returns to your website for the third time (a sign of engagement), trigger an “engaged” leads email workflow.

When previous website visitors haven't returned to your site in more than a month, trigger a “re-engagement” workflow.

When a visitor indicates through a form on your website that she is a member of a key industry, trigger a workflow written specifically for her industry. And when another visitor indicates he's part of another industry, trigger a different workflow targeting his industry.

Aren't workflows an excuse for laziness?

Not at all. Email workflows are by no means a replacement for real dialogue with a human being. Rather, they exist to help you manage leads during the early stages of their buying processes – before they're ready to have a conversation, and while you're making one-on-one contact with others.

When you commit to a [lead-generation marketing program](#) for your company, you'll inevitably begin seeing prospects come through the door at a higher rate. And when these new prospects begin piling up in your marketing database, staying on top of them all becomes difficult. Email workflows are there to support your sales efforts by mirroring your lead-nurturing process in an efficient way and leaving no prospect unattended.

Who is Gorilla 76?

We're a St. Louis-based marketing agency.

We work specifically with industrial companies in verticals like construction and manufacturing to generate and nurture leads online. From our blog to our downloadable guides, we're committed to being the ultimate marketing and lead generation resource in the B2B industrial space.



Blog posts that might interest you

[Supply chain marketing: 5 ways to grow business when your customer isn't the end user](#)

[Measuring marketing success: outcomes over tasks](#)

[10 examples why content marketing matters for industrial companies](#)

Other downloadable guides by Gorilla

[The Hardworking Web-Marketing Guide for B2B Industrial Companies](#)

[Measuring Online Marketing ROI: A Manual for B2B Companies](#)

Free marketing assessment

We offer a free online marketing assessment that examines your current strategy and lays out recommended next steps to help you achieve your marketing goals. [Click here to sign up.](#)

Let's talk

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