"THE B2B DIGITAL OPPORTUNITY"
Webinar Series
YOUR SEARCH ESSENTIALS:
KEY SEO vs SEM DIFFERENCES & STRATEGIES FOR B2Bs

Strengthen your digital brand visibility and lead generation campaigns through effective SEO and SEM.
Every business deserves an opportunity to grow!

1. Partner readiness should be simple, yet effective. It should be scalable, yet tailored to the individual's needs.
2. It should be about innovation, yet based on the real life experience.
3. It should be modern, where modern helps reaching the goal faster.
Our Reach
We support IT companies at growing their business in the Cloud

1000+ Clients
200+ On-site Engagements
180+ Webinars
35+ Countries
4.85/5.0 Avg. Client Rating
Meet The Speakers
We are here to answer all your questions

About Riste
More than eight years of experience advising on and implementing B2B Digital Marketing & Brand Management for ICT channel partners. Start-up and internet marketing evangelist. In charge of our digital marketing services and offerings, as well as the implementation of our digital development & strategy.

About Paula
Mix of strategic, creative, customer focus experience from multinational companies, both in a B2B and B2C setting. Ex-LinkedIner. Content and innovation enthusiast. Support of all online marketing campaigns at Consalta. Making our clients' inbound marketing strategy meaningful.

Riste Ajtov
Chief Digital Strategist

Paula Fernandez Guerra
Web Content Specialist
Our Lead Generation Webinar Series
‘The B2B digital opportunity’

COMPONENTS OF DIGITAL B2B

- Social Selling
- Lead Gen
- SEO - SEM
- Content
- Email
- Analytics

Social Selling webinar
B2B Lead Generation webinar
THE WAY PEOPLE BUY HAS CHANGED

An overview of the modern Cloud Solutions Provider and its B2B audience (Webinar Recap)
Marketing is no longer about the stuff that you make, but about the stories that you tell.

Seth Godin
The Modern Client
A reflection of the contemporary B2B consumer

Demographics
Half of all B2B buyers are millennials

Searches
On average, B2B influencers do 12 searches prior to visiting a specific brand’s site

Decision makers
81% of non-C-suite employees influence purchase decisions

Mobile
91% increased use of a mobile device throughout the entire B2B purchase path.

Video
Nearly half of potential B2B buyers watch 30 minutes or more of B2B-related videos

Content
Decision makers consume 5 pieces of content before being ready to speak to a sales rep.

Source: Think with Google
There is a general lack of differentiation in the market, leaving price as the primary differentiator.

Unless you have critical size, it is recommended that you specialize by:

- vertical (e.g. manufacturing, banking, retail, etc.),
- functional process (e.g. accounting, HR, marketing campaign management, etc.),
- technology (e.g. systems management, analytics, ERP, etc.).

### 2016 TOP 10 VERTICAL INDUSTRIES WORLDWIDE IT SPENDING (BILLIONS, USD)

<table>
<thead>
<tr>
<th>Industry</th>
<th>Spending (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discrete Manufacturing</td>
<td>$189.6</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>$187.1</td>
</tr>
<tr>
<td>Banking</td>
<td>$178.1</td>
</tr>
<tr>
<td>Process Manufacturing</td>
<td>$125.3</td>
</tr>
<tr>
<td>Federal/Central Government</td>
<td>$117.7</td>
</tr>
<tr>
<td>Professional Services</td>
<td>$108.2</td>
</tr>
<tr>
<td>Retail</td>
<td>$86.0</td>
</tr>
<tr>
<td>State/Local Government</td>
<td>$81.1</td>
</tr>
<tr>
<td>Healthcare Provider</td>
<td>$80.4</td>
</tr>
<tr>
<td>Media</td>
<td>$66.6</td>
</tr>
</tbody>
</table>

Does the customer find the product vendor or vice versa?

Marketing now focuses on being found and building longer lasting relationships with buyers.

They don’t want to be told what to consume. Buyers want to learn and make decisions on their own.
• Extended reach
• Flattening frequency distribution (if audience viewing TV ads are exposed to too many, it may decrease returns)
• To reach different kinds of audiences
• To provide unique advantages in stressing different benefits based on different characteristics of each medium
• To add gross impressions if the other media is cost efficient
• Reinforce message by using different creative stimuli

Significance of Digital

Business objectives and the media mix

REACH
Build awareness on other sites and in offline media and drive to web presence

ENGAGE
Build customer and fan relationships through time to achieve retention goals

ACT
Engage audience with brand on its website or other online presence

CONVERT
Achieve conversion to marketing goals such as fans, leads or sales on web presences and offline
SEARCH MARKETING

A key internet marketing strategy for the B2B buying cycle
Buying process complexity for IT products

“67% the buyer’s journey is now done digitally”

Savvy buyers need to “buy” the business value realization plan before they commit to a large investment.


More stakeholders are involved, longer buying cycles, more touchpoints with your brand.

Your brand message must be familiar to entire teams to influence their purchase decision. Building brand awareness online is KEY.

Source: SiriusDecisions; LinkedIn
Search engines are #1 resource for buyers’ research

90% of B2B researchers who are online use search specifically to research business purchases.

About 71% start on a generic query, so they’re looking for the product first, not for you.

On average, they do 12 searches prior to engaging on a specific brand’s site.

70% of buyers return to Google at least 2-3 times during their research.

THE 4 MOST IMPORTANT FACTORS FOR BUYERS’ WILLINGNESS TO ENGAGE WITH A VENDOR

- 26% Understands my company’s business model
- 25% Is a subject matter expert/thought leader
- 25% Provides valuable consultation, education, or tools
- 25% Knows my company’s products/services

Buyers want knowledge from industry experts. Position your brand, your executives and salesforce as such.

Sources: Think with Google / Pardot / LinkedIn
The Search Process
How people interact with search

1. Navigational Queries
2. Informational Queries
3. Transactional Queries

1. Experience the need for an answer, solution or piece of information
2. Formulate the need in a string of words or phrases (the query)
3. Enter the query in the search engine and execute
4. Browse through the results for a match
5. Click on a result
6. Scan the content of the webpage for a solution, or a link to that solution
7. If unsatisfied with the webpage, return to the search results and browse for another link
8. Perform a new search with refinements to the query
Search Engines

Concepts and market overview

Two main types:

- **Search Engine Optimisation (SEO) (Natural Search)**
  - Involves achieving the highest position possible or ranking in the natural or organic listings in search engine results pages (SERPS)

- **Paid Search Engine Marketing or Pay-Per-Click (PPC)**
  - Similar to conventional advertising – adverts are paid for by organisation on a ‘per click’ basis
  - A relevant text advert with a link to a company page is displayed when the user types a specific phrase
  - Labelled as ‘sponsored links’ or sponsored results’
SEARCH ENGINE OPTIMIZATION (SEO)

Principles and best tactics for effective SEO implementation
Critical part of your Digital Marketing Strategy

• SEO tactics are built around organic search traffic to improve the rankings of the brand’s online presence.

• It doesn’t require an expensive investment & it isn’t a one-time action. SEO is a HABIT.

• Money not spent on advertising or promotional initiatives. What’s the economic value of your brand’s results?

  - Brand reputation, authority and visibility.
  - Free traffic to your web & other properties.
  - Reach segmented buyer personas in different buying stages.
  - Content promotion.
SEO Success Factors

Important ranking factors

Brand-driven SEO & Customer-focus SEO
- Building a recognizable presence of the brand and the company’s specific offerings.
- Content that address the buyer’s stages and particular pain points.

On-Page SEO & Off-Page SEO
- Content Quality, Keyword Research, Crawl, HTML titles
- Trusted Authority, Quality Links, Country, Locality, History
- Violations & Ranking penalties

Website, Content, Social Media...

Good practices on each of the marketing tactics contribute to a successful SEO strategy.

Source: Search Engine Land
SEO Strategy Process
For solid digital brands

1. **DO YOUR RESEARCH**
   - Buyer’s personas & journey
   - Map the keywords

2. **OPTIMIZE**
   - On-page SEO
   - Off-page SEO: Social & Links

3. **WORK ON YOUR CONTENT**
   - Your new content
   - Your past content

4. **MEASURE RESULTS**
   - Find winning keywords
   - Continuous improvements
A journey in Keywords

Map your buyer’s journey search keywords

A specific word or combination of words that a searcher might type into a search field.

1. **Research and list the keywords** that your buyer personas are searching for.
   
   **HOW:** Your own page Analytics, Keyword tools

2. **Divide them into different stages** depending on the type of questions and problems they have.

3. **Optimize** existing pages/content, repurpose old material, or create new.

   **HOW:** Prioritize keywords with most traffic

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Source: Hubspot
Social Graph

Increasing the impact of social media on SEO

Social networks like Facebook, Twitter, and LinkedIn use the social data of their users to offer highly targeted data.

- You can choose either the pay-per-click (CPC) or pay-per-impression model (CPM).
- You can create ad sets inside campaigns with different ad images and copy.
- You can target by geo-location, by interest, and often by keyword.
- You can set budgets for as little as $50 a day and start seeing immediate results. The difference lies in the “social graph.”
Your Link Profile is the most important factor in your website's ranking. It’s comprised of two primary attributes:

- The clout and relevance of websites linking to you.
- The absence of “spammy” links pointing to you.

REMEMBER: Backlinks from vendor pages like Pinpoint or other partner directories are considered high quality backlinks.

### Quality for Link Building

<table>
<thead>
<tr>
<th>ELEMENT</th>
<th>SIGNIFICANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of backlinks</td>
<td>Most important aspect of link profile</td>
</tr>
<tr>
<td>Anchor text</td>
<td>Most important quality aspect of backlinks</td>
</tr>
<tr>
<td>Diversity (branded, semantically relevant &amp; diluted anchor text)</td>
<td>Most important quality of anchor text</td>
</tr>
<tr>
<td>Co-occurrence (mention of your website by another site, even without an actual anchor/ link between the two)</td>
<td>Catalyst for Engagement</td>
</tr>
<tr>
<td>Freshness</td>
<td>Link quality declines over time</td>
</tr>
</tbody>
</table>

Source: Quick Scout
Strengthen your B2B SEO
Drive traffic & build authority

1. Optimize your Web
   - Webmaster tools
   - Page Analytics
   - Optimize page by page

2. Optimize your Content
   - Optimize the past
   - Keep it relevant & fresh (Blog)
   - Keyword repetition, H1, H2’s…

3. Add Meta Data & Tags
   - Page title & URL
   - Meta description & keywords
   - Alt tags for images

4. Build Authority
   - Inbound links: Internal & External
   - Outbound links

5. Social Proof
   - Optimized social media posts
   - Social signals: Social Reputation & Social Shares

6. Call-To-Action
   - Feature the top keyword of the page
   - Encourage to dive in more
Search Engine Marketing or Paid Search (SEM)

Principles and effective implementation of goal oriented campaigns
Paid Search - SEM
Cost-effective marketing for B2Bs

SEM, PPC, Paid Search

Search engine marketing is the paid promotion method that B2B marketers not only use most often, but also find most effective.

“58% of B2B marketers use paid search marketing to promote or distribute content”

“52% find it the most effective method”

Source: Content Marketing Institute

PPC (pay-per-click), CPC (cost-per-click), CPM (cost-per-thousand impressions), CTR (click-through rate), Impressions, Conversions...
# SEM Success factors

**Best practices for effective B2B PPC campaigns**

| 01 | **Target the right audience** by identifying the right keywords that indicate relevant search intent. |
| 02 | **Focus on conversion, not higher traffic volumes.** It's important to eliminate irrelevant clicks. |
| 03 | **Ad copy written specifically for B2B buyers.** Address buyers' pain points and avoid B2C words. |
| 04 | **Build strong landing pages.** Match the ad message and showcase a relevant value offer. |
| 05 | **Optimize, optimize and optimize!** Don't just set up your campaign and wait for results. Make it better. |
Advertising on Google AdWords
The place to get volumes

**Campaign Types**
- Search Network only
- Display Network only*
- Search Network w/ Display
- Video

**Budget and Bidding**
- Choose your daily budget
- Select a bidding strategy (CPC, CPM, CPA)
- Adjust your bid based on ad performance

**Targeting Options**
- Keywords
- Contextual
- Audience, Demographic, Location, Managed placements, Language

**CTR (click through rate) benchmarks**
- All: 1.91% Search network / 0.35% Display network
- B2B: 2.55% Search network / 0.22% Display network
- Tech: 2.38% Search network / 0.84% Display network

Source: WordStream
Advertising on Bing Ads
Get higher ROIs

• Reaches searchers through Windows 10, Cortana and Office. Amazon’s devices, web results for Siri and Spotlight Search on Apple devices.

• 25% of searches come from voice (AI)

• Less competition, cheaper clicks (lower CPCs) and higher ROI.

Starter tips:
- If you’re new, start small
- Create device specific campaigns
- Analytics to understand the traffic

Source: Bing portal
Bing Ads vs. Google AdWords case study

3 campaigns in Bing Ads mirroring 3 from AdWords, running simultaneously for 45 days.

Conversions on the landing page: 1. Tracked phone call, 2. Online form submission.

RESULTS:

- Very similar standard advert metrics: CPC, average position and CTR.

- The overall conversion rate for the three Google campaigns was 5.96% compared to Bing which returned a rate of 8.78%.

- 63.23% cheaper to gain a conversion on Bing compared to Google.

Source: Search Engine Watch, Case Study, 2016
Retargeting
New messaging for past visitors

- You get a second chance to make a first impression.
- When a visitor doesn't perform the action you want, don't just assume the prospect is not qualified.
- Prospects can fail to convert for reasons surrounding:
  - Your content (didn't resonate, too long to read, etc.) or
  - Circumstances outside of your control (bad timing, poor web connection, etc.).
- You can try again to convert the prospect through retargeting.
- Remarking can be applied with other types of PPC like display and social ads.
INTEGRATE YOUR MARKETING EFFORTS
• SEM gives immediate results and SEO gives long-term results. Content is the fuel that powers all of it.

• Combined SEO & SEM & Content Marketing approach for higher ROIs & performing content.

• Invest in content marketing with SEO in mind. Use SEM strategically.

• Beyond gaining clicks & traffic, Paid Search expands the reach of SEO and helps to amplify the promotion of the quality content that you’ve been creating for better SEO.

The impact of exposure to Paid Search Ads on starting a Financial Services application

Source: IAB, Compete State of Search 2016
Recap
Takeaways from today’s webinar

• The new reality of consumerized IT
• The importance of search engines in the lead generation process
• Differences between search engine optimization and search engine marketing
• Key factors you need consider to improve you SEO
• Overview of good search engine marketing practices
• The value of retargeting
• Achieving digital synergies with content
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Available for the **first 3 attending companies** that write to us after this webinar on a first come first serve basis.

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