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COMPLETE **B2B**

ONLINE MARKETING

MAURA GINTY AND LAUREN VACCARELLO WITH WILLIAM LEAKE

MARKETING MIX

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INTEGRATION

LEAD SCORING

DEMAND GENERATION

RETARGETING

WEBINARS

SOCIAL MEDIA



SERIOUS SKILLS.

Advance Praise for Complete B2B Online Marketing

Business-to-business online marketing is hard. Luckily you just found three expert guides. Maura, Lauren, and Bill are veteran B2B online marketers and excellent communicators—you want them on your side!

—TIM ASH, CEO, SiteTuners, Author of *Landing Page Optimization*, Chair of Conversion Conference

This book should be required reading for any B2B marketer.

—KRAIG SWENSRUD, CMO, Salesforce

The Digital Marketing industry is changing at a pace hard to keep up as well as challenging to grasp in its entirety for marketers today. This is why I am such a big advocate of all the insights, complete coverage and latest competitive tactics that Lauren and team cover in this book. As a B2B marketer it's hard enough to get good teachings, but in digital it's nearly impossible. If you run a B2B company or are involved in marketing, this book is a must read... leave it on the bookshelf at your own peril. Those that learn the tactics and concepts there in have significant market share to gain, those that do not will feel the consequences.

—AARON KAHLOW, CEO, Online Marketing Institute

If you were looking for yet another boring B2B marketing book, keep looking. If you were looking for an absorbing, practical guide to sexy B2B marketing then you've found it! From Targeting to Relevant Messaging to Nurturing to Acquisition, let Maura, Bill, and Lauren show you how to truly rock it.

—AVINASH KAUSHIK, Author of *Web Analytics 2.0* and *Web Analytics: An Hour a Day*

When it comes to B2B marketing online, each one of these authors has more knowledge than 99.9% of marketers out there. The three of them together have created a book full of knowledge and actionable insights that should become the bible for marketers trying to reach the business audience online.

--RUSSEL GLASS, CEO, Bizo

Maura Ginty and Lauren Vaccarello are two of the most seasoned and progressive B2B online marketers of today. In their seminal book, Complete B2B Online Marketing, they have crafted the ideal guide to B2B marketing online which is the ideal preparation for any generalist on this critical and growing area of digital marketing. This book is your must-have manual to understand how to gain the most benefit from online marketing in a business to business context—in fact, it's required reading for my team and stakeholders across the company.

—CRISPIN SHERIDAN, Senior Director, Global Search SAP

The B2B marketing landscape is changing fast and if you want to keep up, you need to know about what's next. Complete B2B Online Marketing will teach you how to successfully market your brand online and convert leads faster.

—BRYAN EISENBERG, *New York Times* Bestselling Author, Keynote speaker

When it comes to marketing, Lauren stands out from the crowd and her new book Complete B2B Online Marketing is no different. It is not common to find a practitioner who can so eloquently take readers on a journey through everything they need to know on how to become an excellent B2B online marketer; however, Lauren does just this in such a way that also makes it fun. A must read for all B2B marketers, online or off.

—MATT MCGOWAN, MD, Incisive Media

Complete B2B Online Marketing

Complete B2B Online Marketing

Maura Ginty

Lauren Vaccarello

William Leake



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Best regards,

A handwritten signature in black ink, appearing to read 'Neil Edde', with a stylized, cursive script.

Neil Edde
Vice President and Publisher
Sybex, an Imprint of Wiley

To my family, from New York to Indiana to California.

—Maura Ginty

To my family and friends, who have always believed in me and continue to inspire me and keep me grounded.

—Lauren Vaccarello

To my family, who has had to put up with far less of me than usual, and with a grumpier me than usual, over the past year as I've wrestled with content creation.

—William Leake



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—Maura Ginty

Thank you to everyone who sanity-checked chapters, inspired content, sat through interviews and case studies, and, most importantly, talked me off the ledge while I was writing this book. Thank you to my team, who are truly the best in the business, for all of your hard work and for everything that you do, and to my boss for encouraging me. An extra special thank-you to Maura for keeping me to deadlines and for being my partner in crime.

—Lauren Vaccarello

Thanks to my teammates at Apogee Results, who had the patience to see me through this effort, and to our clients who have worked with us over the years to test and prove out the successful methodologies described herein, and to my coauthors Maura and Lauren, who have been far more tolerant of me than I deserved and have kept Wiley (our great publisher) happy throughout the large intestinal tunnel of chapter production.

—William Leake

About the Authors

Maura Ginty is a search, content, and social media strategy expert with 13 years in online marketing. She started Autodesk's first centralized search engine optimization (SEO), web content, and social media programs. She is a member of the Google Technology Advisory Council and a frequent speaker at leading industry events such as Dreamforce, Search Engine Strategies, SMX, Online Marketing Summit, and Conversion Conference. Her previous online adventures ran through JupiterMedia, Lonely Planet, Symantec, and various nonprofits.

Lauren Vaccarello is senior director of online marketing at salesforce.com, where she focuses on developing cross-channel strategies, which bridge the gap between awareness and demand generation. She is a strong believer in tying offline metrics to online advertising and has carried that torch through a variety of roles over the years. Lauren is also a member of the Google Technology Advisory Council and a frequent conference speaker at SES, eMetrics, SMX, and Online Marketing Summit. Prior to her work at salesforce.com, Lauren started lvlogic, a boutique online marketing consulting company that specializes in developing comprehensive online marketing strategies for midsize businesses with a focus on lead generation. Before starting lvlogic, Lauren was the director of SEM and Analytics for FXCM, a top 100 online advertiser.

William Leake, CEO of Apogee Results and one of the few former McKinsey & Company consultants in the online marketing space, draws on a deep expertise in both business and marketing to help increase revenues for a wide range of clients. He has been involved in driving provable revenues through Internet marketing techniques since the early 1990s, when, as part of the management team at Power Computing, he built the first company to sell \$1 million of product over the Internet. As CEO and founder of Apogee Results, he has guided the company from inception to its current position as the largest search engine–marketing company in Texas, one of the 20 largest independents in North America, and one of the fastest-growing companies on the *Inc.* 500/5000 list.

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Introduction

There is a scarcity of practitioner-level “how-to” material out there on modern B2B marketing that covers recent developments in social media, search, and lead management, along with how to integrate the newer tactics with traditional approaches. We look to fill that void in the marketplace by creating a practical guide to the online world for the B2B marketer. This book contains both hands-on information that the reader can put into practice immediately and case studies from the field.

Most online marketers start from one area of expertise and adopt others, or they start as generalists and delve into channels, campaigns, and activities on demand. This guide will help give a full view across the whole landscape, from search to media to events to analytics. It will also cover upcoming trends such as social media, retargeting, marketing automation, CRM integration, and more. While we'll cover the connection of online to offline worlds, we'll skip some traditional or highly specialized elements such as physical event management, direct mail, or telemarketing.

Who Should Read This Book

We present this book as an essential guide to educate aspiring online marketing practitioners so that they can become more proficient in their work.

In addition to online marketers, specialists in any field would benefit from learning across the spectrum. A web analyst, for example, can gain better insights from data and develop better recommendations by understanding the functional work of a media manager or sales lead.

Senior management and executives should also review this book to have a better understanding of the best practices and trends in the digital space. If they lead a group of digital marketers, this book will help.

What Is Covered in This Book

Complete B2B Online Marketing is organized to provide you with the following information:

Chapter 1: Understanding B2B Online Marketing introduces you to online marketing in a business-to-business environment. Learn how online marketing can be used at every stage of the buying cycle and how it integrates with traditional marketing tactics.

Chapter 2: Building a B2B Brand Online explains how various online tactics can be used to drive brand awareness and trust.

Chapter 3: Search Engine Optimization: Outranking Your Competitors teaches tactics that can be used specifically for B2B companies trying to rank higher on search engines and drive more leads and sales from organic search.

Chapter 4: Using Paid Online Media in the B2B Marketplace details how to use paid online media to target prospects and customers to drive net new sales and influence existing deals.

Chapter 5: Search and Social Media for Online PR reviews the tactical evolution of traditional public relations in light of key new online marketing strategies such as search and social media.

Chapter 6: Social Media outlines how to get started in B2B social media, no matter your budget or headcount. Learn how to best listen, approach, and engage in this newest form of digital marketing.

Chapter 7: Optimizing with Metrics explains everything a B2B marketer needs to know about building KPIs, creating optimization strategies, and determining the right metrics for paid and earned media.

Chapter 8: Conversion Rate Optimization and Usability introduces web usability best practices and explains how to create a conversion optimization plan and how to determine conversion goals.

Chapter 9: Integrating Online with Offline Marketing bridges the gap between offline marketing tactics, such as direct mail, and tactics for the online world. It also explains how online can be used to turbo-charge events.

Chapter 10: Managing Your Leads: Automation and Nurturing shows the impact that a marketing automation and lead-nurturing program can have on overall marketing efforts. It also provides best practices for using email marketing when selling to businesses rather than consumers.

Chapter 11: Integrating Marketing with CRM covers the close relationship that B2B marketers have with their CRM solutions and describes the type of CRM integrations that are available for marketers.

Chapter 12: The Overall Marketing Mix shows where online fits in the overall marketing mix as well as how to budget for the next big digital innovation.

Glossary provides an overview of all the B2B and online specific terms and acronyms that may be new.

How to Contact the Authors

We welcome feedback from you about this book or about books you'd like to see from us in the future. You can reach Lauren or Maura by writing to b2bmarketingbook@gmail.com

or via Twitter to @laurenv or @mauraginty. You can reach Bill Leake by writing him at Leake@ApogeeResults.com, or by messaging him @marketing_bill on Twitter.

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Complete B2B Online Marketing

Understanding B2B Online Marketing

Let's face it: business-to-business (B2B) marketing is different. It is certainly different than those deal-of-the-day sites that popped up in 2010, multiplied like rabbits, and lurked around every corner in 2011. If you are tired of listening to case studies showing you how easy it is to increase sales on some ecommerce site or exhausted by going to webinars endlessly hawking some vendor's wares while promising the moon, then this is the book for you.

We will cover what is crucial for today's successful B2B marketer. We will show you how to market your business—a business with a complex and considered sales cycle—online. Say good-bye to irrelevant case studies and hello to practical information and real strategies you can apply to your business today, tomorrow, and one year from now.

1

Chapter Contents

Why Online?

B2B Is Different

Developing Your Strategy

How Online Reflects the Sales Funnel: Objectives and Measurement