

3 Killer Digital Marketing Strategies

that rocketed inbound leads by
over 22% for two well-established
B2B businesses





3 Killer Digital Marketing Strategies

A constant source of new leads is the lifeblood of any business. Having leads that arrive consistently and predictably - rather than in clumps and troughs - is a major milestone that, when in place, gives you the confidence to scale up your business. It's a bit like an engine after an oil change; before the oil change, the engine runs but there's friction, and after the oil change, the parts move freely and fluidly. Perhaps a better analogy is that it's like giving your car a racing tune up; the car is itching to steam out of the starting gates to blast around the track in winning form.

It turns out that with just three tactics, you can get your inbound lead funnel flowing freely and efficiently. Using these tactics, I have consistently been able to improve new lead generation for clients - without the need to build a whole new website.

Tactic #1: Improving user experience of the landing page

By a landing page, I mean a product page, rather than a filtering page (such as a home page that is an interim step). Because your landing page ought to be optimised for search engines (next tactic), people will arrive on your site directly onto this page, rather than coming via the home page. We are aiming to keep people on this page and take them all the way through to purchase (ecommerce) or enquiry (product or service).

Your landing page needs to not only show the benefits of the product or service, it needs to answer questions, provide credibility, have a call to action, and assuage doubt.

Clients select a page one or two products or services they think have unrealised potential for incremental sales. The first thing I do is look at this product or service page. These are the principles I assess regarding the user experience.

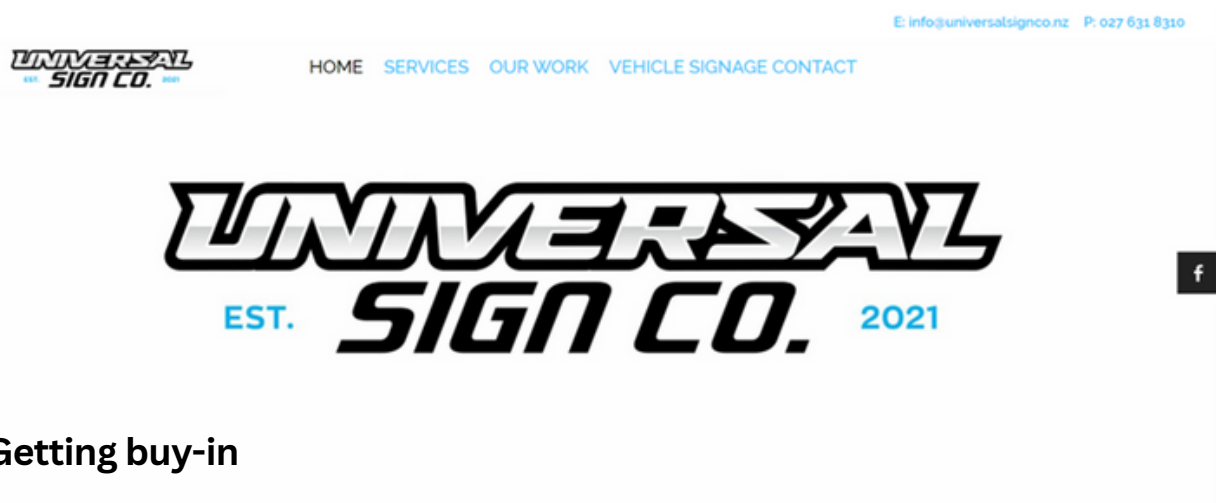
The first thing I look for are blocks that might get in the way of persuading the reader. The first top part of a web page is prime real estate. 80% of attention goes here.



Removing engagement blocks:

Typically, blocks might be:

- a large image that has no text
- no benefit heading
- a long video that is slow to load (if you have a video, it should be 3 seconds or shorter so it doesn't slow your page down)
- a logo that is too big that pushes information further down the page. In the below case, the logo is too prominent. We need to show how we solve problems for the visitor. We need to make the client the hero, not us!
- a long wad of text e.g. 100 words or more, that has no subheadings. These days people like to scan and should be able to pick up the main messages from subheadings.



Getting buy-in

Next, I look at whether the text truly addresses a problem. Has the writer understood what the underlying problems are that this service or product solves? Getting an emotional connection before providing rational advantages improves the likelihood of engagement.

- How benefit-oriented vs feature-oriented are the headline and text?
- Is it clear, above the fold (before scrolling), what this company does and who the service suits?
- Does it answer what problem this service solves?



Ideally, the above-the-fold section has a strong headline, a short 25 word paragraph, a hero image and a call to action.

If it's ecommerce, are delivery, freight costs and return policy obvious? Is there an image showing use in situ to show the scale of your product? Do you have a list of specs rather than product benefits in the short description?

What is there on the page to demonstrate credibility? Why should they choose you? How do they know if you are a back-yard player operating from your garage or a mainstream established player? Reviews? Customer logos?

Call to action

- Does the page end with a high-contrast add to cart button, an enquiry form or a clickable phone number?
- Is the call to action button the most obvious thing on the page? Most people don't scroll back up. It's no longer the done thing to send people to a contact page (you diminish conversion by 7% each time you send the to a different page).
- Is your form encapsulated (colour behind it) or is there an image showing what the next step looks like, to reduce doubt?

Hard call to action

Discover the reasons behind the unwavering loyalty of our valued customers

Check out for yourself what our customers already know: our system looks beautiful, it's a pleasure to use and everything is just so easy to do.

REQUEST A DEMO



If they're not ready or have a question, are feeling hesitant, what do you do to answer FAQ's or provide a low-inertia option such as a downloadable e-book or live chat to ask questions?

Soft call to action



Make your next impression count.

**Take action.
Raise your game.**

DOWNLOAD BRANDING
CHECKLIST

If you are close to your content, it can be difficult to spot the wood for the trees. An independent expert like me (Rachel at Alexanders Digital Marketing), who works on user experience all the time, will spot opportunities that you may not have noticed.

Most of these are not difficult to fix, providing you have a web platform that is user-friendly and not too old. You may be able to implement many of the suggestions, or there is the option to get help from Alexanders for any that are more technical or you don't have time for.

When getting your inbound lead funnel flowing, we can drive more traffic to the page, but if the page itself isn't doing a good job of selling, then paying to drive more traffic isn't going to solve the conversion equation. Only about 3% of people visiting a page are ready to buy then and there. So that means there are 97% of visitors already on your site that need more convincing.

Think of a good business development rep – wouldn't you expect to pay them a decent salary and a commission bonus? Your website can be one of your best silent sales people. Your web pages need a good sales patter and scripting to become a top performer.



Tactic #2 Search engine optimisation

On the other hand, once your page is convincing, if there's not enough traffic arriving there, it can't perform to its capacity. So typically we do the user experience improvements first, along with SEO (search engine optimisation, to rank highly enough to be found), with Google Search ads to deliver pre-qualified traffic. SEO can take time to work but is cost effective and as a tactic, it converts at a high rate, whereas Google Search ads are instant, but you have to pay per click (you can limit clicks to a daily maximum budget to make the campaigns affordable or adjust the budget to leverage seasonal swings). The two strategies work well together.

While working on your user experience, you are making changes to your product page. So this is an ideal time to also work on "onsite" search engine optimisation (influencing how high you rank on Google for people doing a search).

'Onsite optimisation' refers to things we can do on our own website pages to cue the search engines what phrases we want that page to be shown for. Contrary to the belief of many, simply writing on a topic doesn't necessarily mean that Google knows what to list your site for. There are a number of specific fields on a page for SEO, and by editing these in the right way, your chances of being indexed are dramatically improved. (If you're meeting with Rachel, ask her to show you the report on the most frequently used phrases on your web page – it can be hilarious to see it the way a search engine bot sees it, before the words have been properly planned and keyworded).

By ranking higher on Google, you'll attract a much higher share of traffic of people who have searched for that phrase: From the below graph, you'll see that if you rank number one for a phrase, you'll get nearly twice as much traffic as you would when you ranked number two.

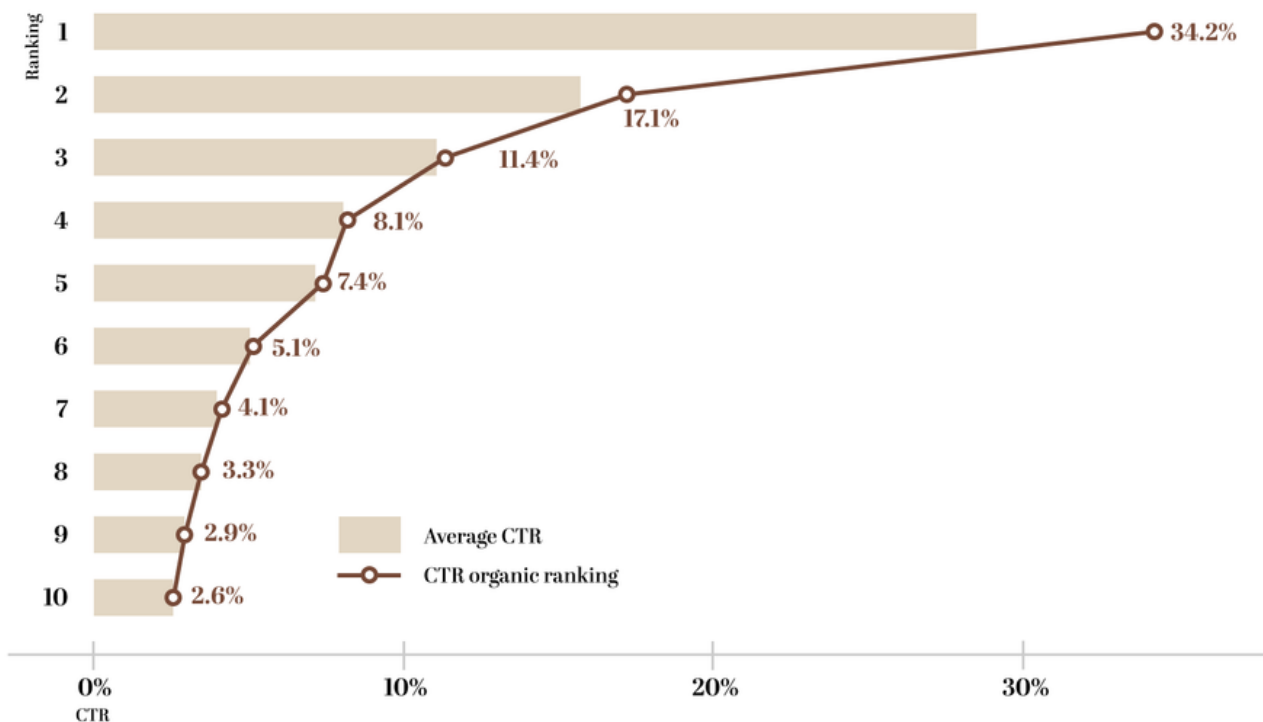


Choosing keywords

Some mistakes people make in choosing keywords are using the phrases that you use to describe the product in the industry. The way customers search and type in phrases might be slightly different. For example, “flooring equipment”, “concrete sanders”, “grinding equipment”, “grinding tools”, “concrete grinders” are all different words a contractor might type into Google search. But when choosing what to call your product or choose for your page title, one of these might have five times the traffic of the others.



Google CTR: Organic



ALEXANDERS
DIGITAL MARKETING



Tactic #3: Pay per click campaigns

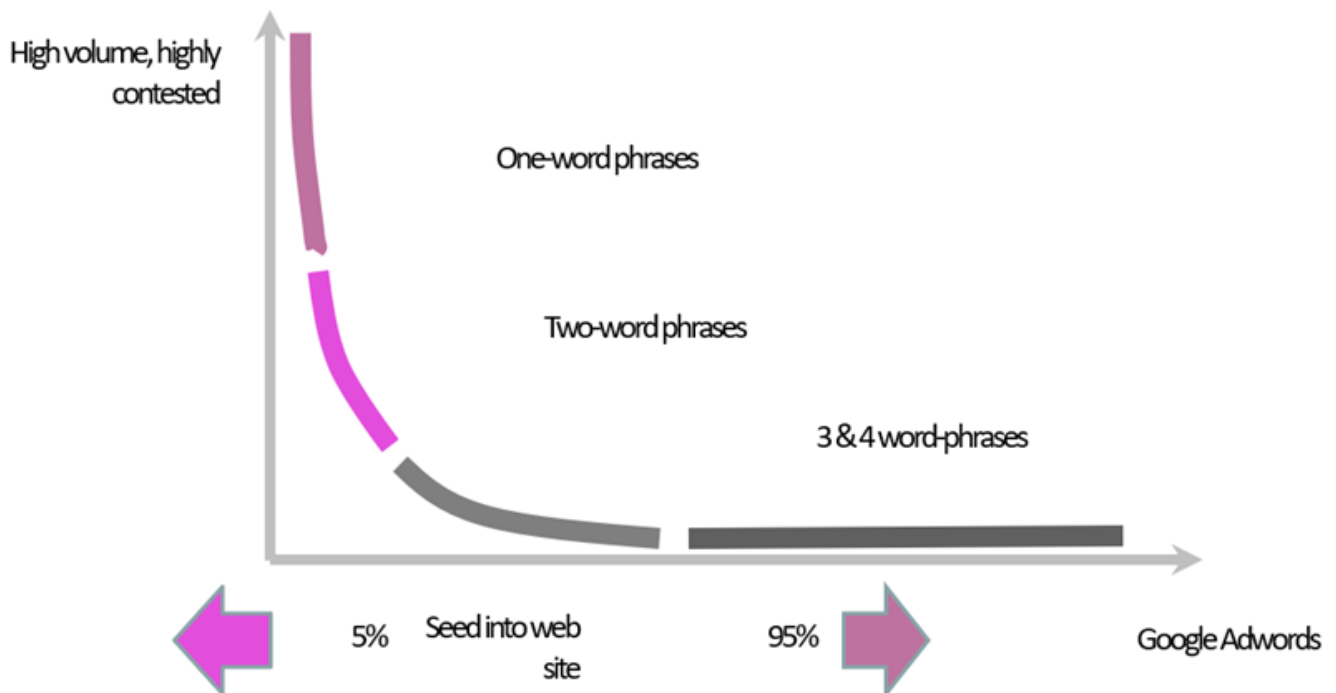
Most of our clients are established businesses looking to shore up their long-term pipeline. Some have a more urgent or seasonal need. A pay per click campaign enables you to get immediate results – and getting runs on the board is a win for bosses – or you – if you are dubious about digital marketing.

It may be that you rank highly on page one for a few phrases. But there are variations that you don't rank for. Or perhaps you are not ranking at all yet.

I did some work for a mid-Canterbury hire company who ranked well for “excavator hire” in their city. But keyword research and Google Search ads revealed that a lot of people use the word “digger” instead of excavator. By coaching their enthusiastic staff member, and including the word digger hire in their page, we gained another 41% of revenue for that category. By applying this methodology to ten other categories, we increased new customer acquisition by 96% in the first 6 months of the new financial year. People also use the words “rent” as well as “for hire”, and our campaign enabled us to get traffic for a lot of variable “long tail” phrases.

By “long-tail phrases”, what we mean is that 5% of keywords are really highly searched (and harder to rank on) e.g. “excavator hire” and “excavator hire Auckland”. But 95% of phrases will be smaller variations of these, often with four or even five words e.g. “rent digger north shore”, “2 tonne digger hire south auckland”, “cost to hire 1 tonne excavator”. Long-tail phrases have a lot less volume, but are easier to rank on.

WHICH PHRASES TO OPTIMISE: LONG TAIL



Google Search ads are wonderful for being able to attract these “long tail phrases” to your product page. Search ads also enable you to exclude irrelevant phrases e.g. if you don’t have 5 tonne diggers for hire, you can add “5 tonne” or “5t” as a negative keyword phrase so you don’t pay for unwanted clicks.

Product launches and niche specialties

Occasionally, we come across a product that is a new category with low awareness, or one that is not highly searched. In these cases, Google Search may offer limited traffic (yes we can determine the monthly traffic for a wide range of phrases. It’s good to do this early, so you know which products or pages to concentrate on).

In the case of low natural search traffic, Facebook/Instagram/Google display or YouTube campaigns can be good alternatives to get in front of likely candidates.



We launched a new calf trailer for a farm equipment provider in Canterbury. Previously, calves were transported in cage trailers, and often calves would fall over inside the trailer and get injured. The new trailer used a sliding rail and harness system to ensure they could be transported safely without injury. Dairy farmers weren't searching for calf trailers, because they didn't know such a thing existed.

In this instance, a Google search campaign wouldn't have worked, because no one was searching for "calf trailers". Therefore, after improving user experience on the page, we did a Google Discover and Display campaign, reaching dairy farmers while they were online or on apps. The right people were exposed to the ad, sent to the product page and we achieved record equal sales in 3 months compared to the previous 9-month print campaign – and with a significantly lower total spend.

Conclusion

Using these three tactics together guarantees the highest results of all combos we've implemented. But the landing page has to be ready. We can start campaigns or SEO at any time, but pushing budget on campaigns when your page doesn't cut the mustard is putting the cart before the horse. For a South Auckland farm equipment supplier, using these three tactics boosted sales of feed systems by 42% per annum for two years - until the dairy payout dropped to \$7 (so now we've shifted focus to a new category).

If you are interested in trialling this winning trifecta combo, check out our Ignite Digital Roadmap service.

Ignite Digital
Roadmap





Ignite Digital Roadmap service is a four-month intensive coaching program where we work with you to improve your page user experience, SEO and run a Google search ads campaign to it. This service is registered with MBIE and some companies may be eligible for 50% co-funding (find out about eligibility for this grant).

MBIE SME
Grants



The grant covers coaching time but excludes Google clicks so you need to factor this into your application).

Reach out to Rachel to book a twenty minute Discovery Call to find out more (021 556 560 or r.alexander@alexanders.co.nz).

Book a
discovery call



Jump starting sales in a specific category is achievable with a bit of guidance and focus. We'd love to help guide you on this journey.

Google ads



SEO



UX



Rachel Alexander

Rachel Alexander is CEO of Alexanders Digital Marketing. Based in Christchurch, Alexanders services clients from Invercargill to Auckland supporting them with web design and marketing, Analytics, Google Ads, SEO and marketing projects.

