webeo



How to get started on your B2B website personalisation journey

webeo.com
UK: 0208 099 9077 | USA: 508-484-8183

webeo

Welcome to our guide: getting started with B2B website personalisation



Welcome to our 'how to get started with B2B website personalisation' guide

We know there's a huge appetite for B2B website personalisation, but often there's a level of uncertainty when deciding where to start and which elements of personalisation will make the most impact.

We're excited to show you how leveraging the **power of personalisation on your website can** get you the results you want faster by increasing onsite engagement, conversion and ROI.

This ***getting started* guide** will help you drive success from your initial website personalisation strategy, from creating campaigns for your key industries to ABM campaigns. **So, let's get you started!**

The way we think about personalising your website to visitors in Webeo is very similar to how you think about your prospect journey.

Going wide with the top of the funnel first – the 80/20 rule.

We always recommend starting at the top of the funnel first and going as **wide as possible** with your first personalised experience to reach the **biggest audience**. For most of our customers that's personalising to new prospects to drive acquisition as this is usually where the **biggest proportion** of your visitors sit.

Think about Paretos law, 80% of your outcome will come from 20% of your effort and this is where it should go.



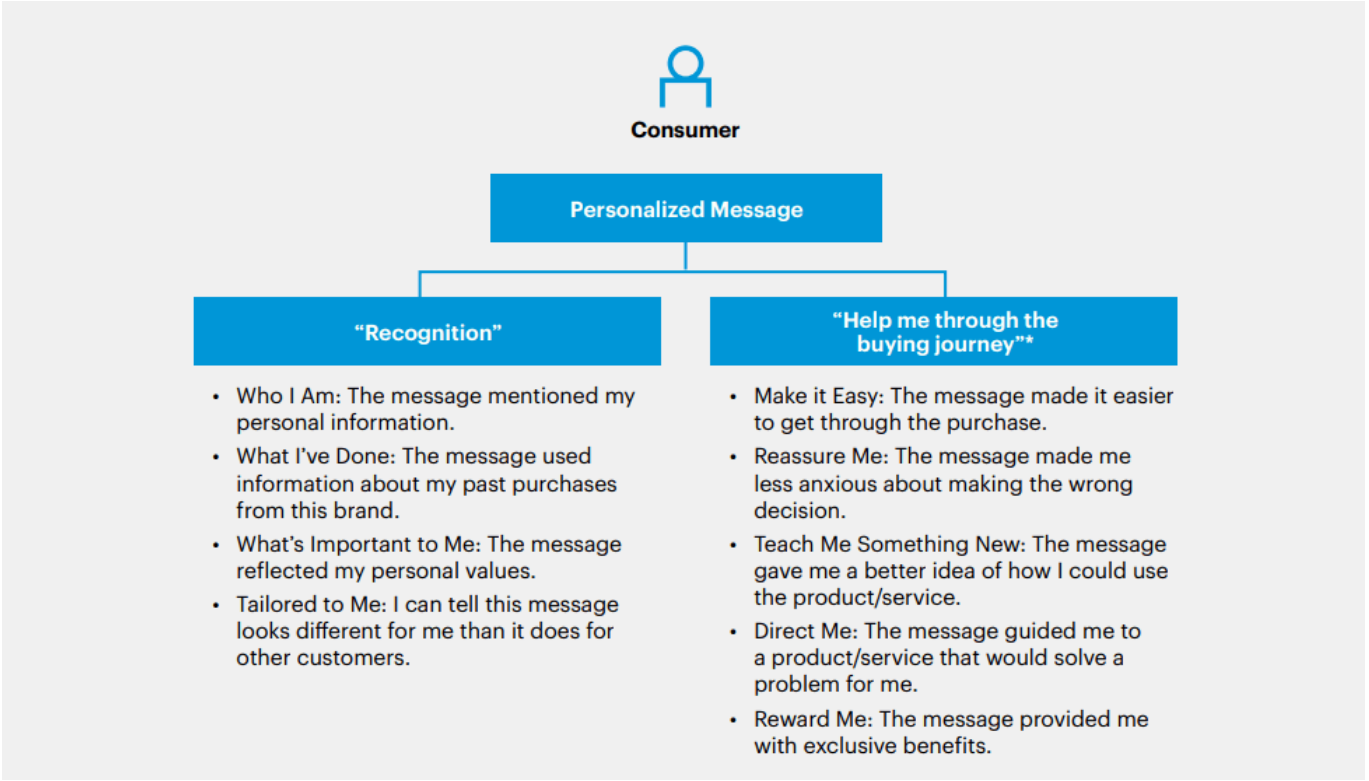
Read on for both quick-start tips and in-depth guidance on how to get started with your website personalisation.

All companies personalisation

Who doesn't love a quick win!

We always suggest customers start with an all companies personalisation first for two reasons – **it's super fast to set up** and it delivers that all important **conversion uplift just as fast** – who doesn't want quick results to boast about to your colleagues?

In their **Maximise the impact of personalisation*** whitepaper **Gartner** references the "two categories of perceived intent in personalized messaging". The first being recognition and the second being help me through the buyer journey. There's no doubt that as B2B marketers we want to do both effectively.



Gartners research tells us that 60% of consumers are more likely to purchase from a company who recognises them by name online and we see exactly the same with B2B buyers, they want to see a message that looks different for them than for other customers.

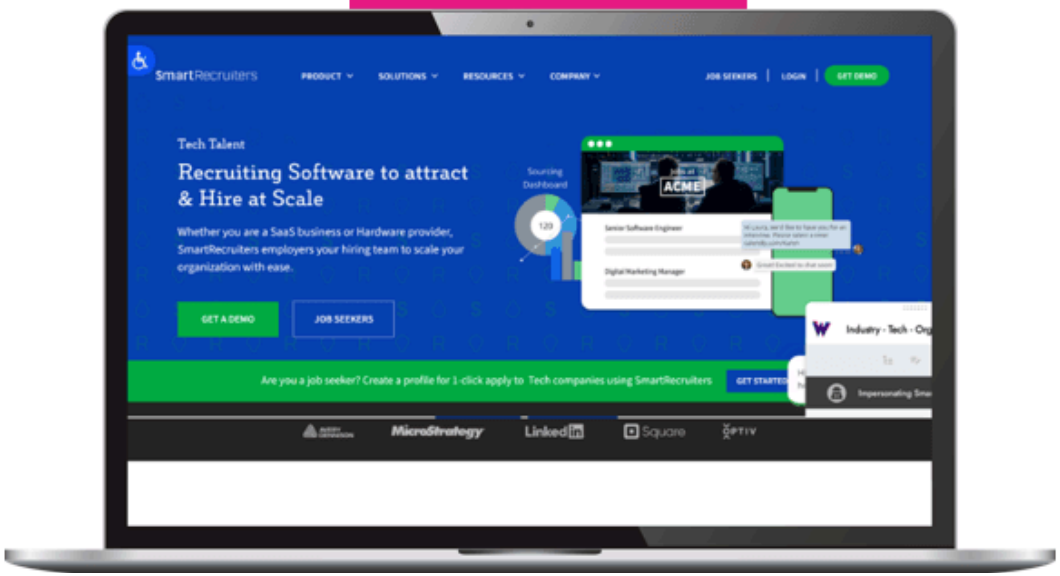
Personalisation in action

Your all companies personalisation will use **Webeo's dynamic tag functionality** to pull in the company name and industry of all matched businesses to your site.

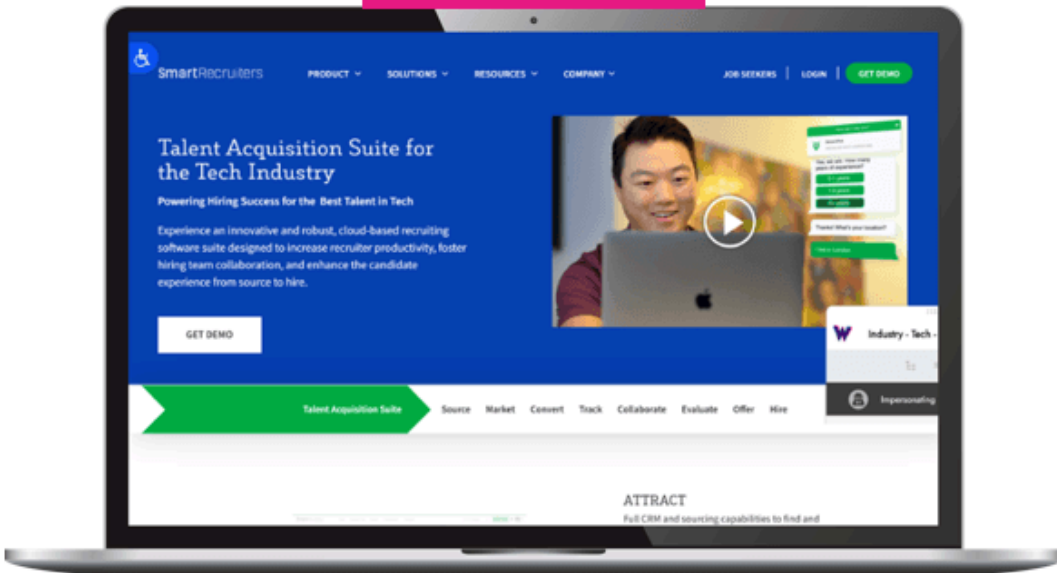
This simple but impactful personalisation is delivering a **conversion uplift of up to 100%** compared to a non-personalised experience.

Here's a great example from one of our clients Smartrecruiters that took a few minutes for their PPC campaign. On an AB test they saw over 75% uplift in conversion in a few weeks.

Non personalisation



Personalised





Top tips to get you started

1. Focus on above the fold to capture a visitors attention immediately, increase engagement and naturally reducing bounce rates.

2. The most powerful place to personalise is in the headline and sub-head, of course always above the fold. We recommend both industry and company name in the headline for maximum impact then industry in the subhead.

3. You'll need to adjust your headline and subhead slightly to incorporate company name and/or industry. By doing this you're naturally going to make your offering more appealing to visitor segments, gaining impact in the time it takes to make a cup of tea!



Industry based personalisation

Keeping our focus on the 'top of the funnel' and maintaining maximum impact, we recommend setting up deeper industry based experiences for your key verticals next. This experience moves beyond recognising a visitor by company name and industry and into a richer experience focused on recognition and help.

Your all companies personalisation shows visitors they're in the **right place** and your industry based experience gets them on the right journey.

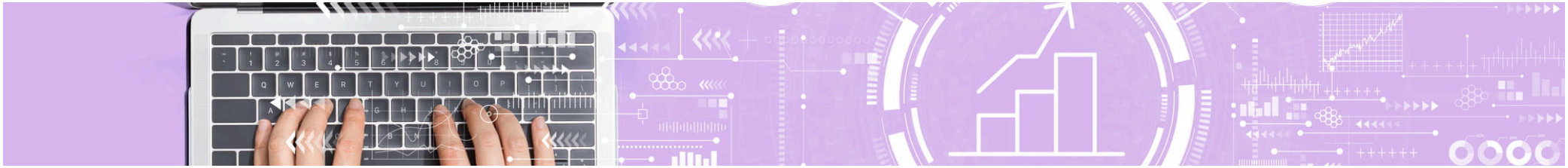
As with your all companies personalisation, we see the best results where personalised elements are focused **above the fold.**

The home page is a great place to start, focus on high traffic and high intent pages so you can maximise personalising the buyer journey.

1. Change your headline to fit with the industry hitting the page - this time you can be more specific. What parts of your product or benefits of your product are most useful to this industry vertical – **make sure you reference this in the headline**. For example if your core headline is HR software for business, think about how you could adjust this to be **more relevant to a key sector** such as retail "Create consistent employee experience in your retail organisation with HR software".

2. Subheadline – you can go deeper into the benefits to the specific sector here. **It doesn't have to be complicated.**

3. Image – while words have the most power, changing your **hero image** to be relevant to the **key sector** is a must do as it's the first visual that will **capture a buyers attention**.



Industry based personalisation

4. Proof points – with seconds to **capture a buyers attention**, use the home page to really show them they are in the **right place**. If you feature client logos and case studies on your home page switch these out for those **relevant to the buyers sector**. Even just one or two will provide the reassurance to get them to continue their journey on your site.

5. Content to continue the journey - if resources such as whitepapers, blogs and e-books have a place on your home page, swap in pieces that will be of **most interest to the visitors industry** to help them make an informed buying decision. Getting them to follow a link to your resources page also means they are **more likely to consume other content** including those that are gated so you are more likely to capture data.

6. CTA's – changing your homepage CTA's to make them more relevant for a specific industry can be as simple as replacing a standard 'Find out more' to **'Find out more about our HR solution'**

Other key pages to include industry personalisation:

- Contact page/demo/lead request form
- Case studies and resources pages
- Pricing page
- Specific product pages





Top tips to get you started

1. Make the personalisation clear – you have less than 15 seconds to capture your buyers attention and if they don't immediately see something that resonates with them and is highly relevant you won't have impact and your personalisation efforts will be lost.

2. Reinforce the buyers confidence with evidence of your experience with lookalike buyers or examples of work.

3. Always think – how are we helping our buyers?

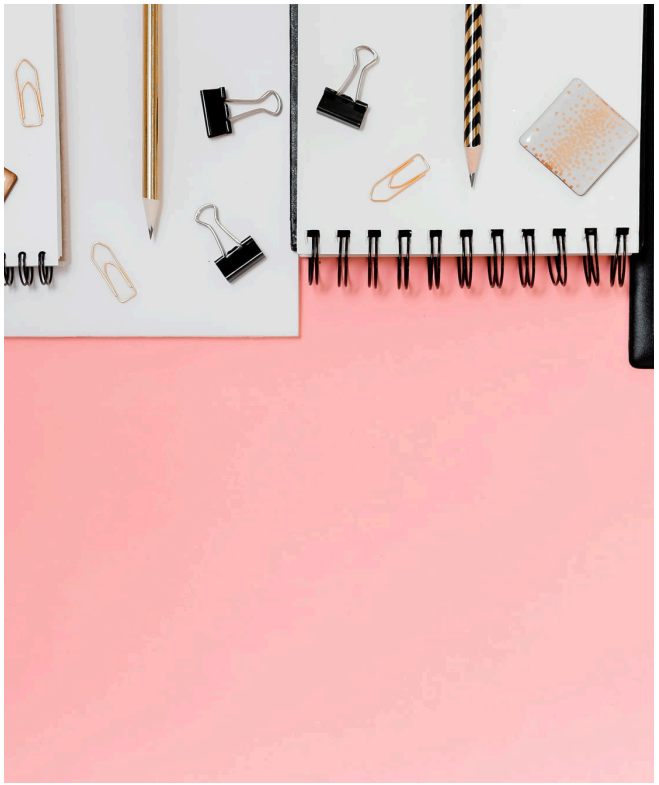
Remember, your buyers need to see clearly how this experience is different for them. Keep it too subtle and you won't get the conversion uplift you are looking for.

ABM personalisation

A recent report cited by Cyance states over 94% of B2B organisations have an active ABM program and mature ABM activity makes up to 79% of sales opportunities for some businesses.

But we know that planning and executing a successful ABM strategy is **hard work**, and it requires huge attention to detail to orchestrate a lucrative ABM campaign. From **identifying and targeting key accounts to creating highly personalised content** for them that speaks to their industry-specific pain points; we want to ensure all that hard work comes to fruition.

Many businesses follow up direct mail activity with a phone call from a business development representative, direct messages on social media including LinkedIn and automated emails from their marketing team. **The red-carpet experience needs to continue online**, with relevant, personalised content which has been selected specifically for their business and industry. It's time to surprise and delight your ABM accounts with personalisation throughout their entire journey, not just the outbound channels.



Start by replicating the segments identified for your ABM campaign, personalising to their organisation, challenges and needs. Think about their company size, sector and who the decision maker is – then start to build out campaigns that mirror the messaging you are using in your ABM activity on your website.

This ensures **consistency of your outbound messaging** and creative from your integrated ABM campaigns, across your website, regardless of how a prospect arrives there. Address visitors by their name to create that truly personal touch, while **linking them to content you know they're interested in.**

What does your top tier ABM activity look like?

Do you have 10 or 20 businesses that are an **absolute priority to win?** In this instance it's worth creating a personalisation specifically for that business, this could include personalisation by name, thanking them for their recent time if they've engaged with specific content, followed by success stats relating to the particular use cases you think they would benefit from. Are you sending gifts like prizes, swag, or discount codes as part of your ABM strategy? **A simple 'How did you enjoy the swag @firstname' personalisation has a big impact.**



For tier two accounts it's all about building out personalisation's that can be scaled easily. This includes dynamic @company name and industry personalisation's as a starting point, that can be expanded on with industry related case studies and testimonials, use cases and content relating to the ABM messaging and material. When utilising one of Webeo's integrations for ABM activity, **the website can be tailored in a much more specific and relevant way**, personalised based on any of the prospect fields including contact information, job title and lead score, data which your marketing automation platform has stored and is ready to go.

The benefit? Even greater connection with your audiences, decreased bounce rates, increased time onsite, but most importantly – increased onsite conversions.



Top tips to get you started

1. Integrate your MA platform to ensure you can easily set up campaigns using any of your prospect fields, making the personalisation hyper-relevant and super simple to do.

2. Create a simple @name personalisation on your website, so your ABM audience receives a personal welcome as soon as they reach your website.

3. Create personalisation's that mirror the messaging and content of your ABM activity, ensuring the offline and online journey is linked up.

4. Create bespoke personalisation's for your top tier ABM accounts, ensuring you surprise and delight them with the joined up outbound and inbound experience.

5. If you've sent gifts like prizes, swag, or discount codes as part of your ABM strategy, a simple 'How did you enjoy the swag @firstname' will be very impactful.

Funnel stage personalisations through MA integrations

Whilst the sales cycle differs for each business, the goal is the same. To move prospects from one end of the funnel to the other, in an engaging and meaningful way that contributes to a smooth and slick marketing and sales process.

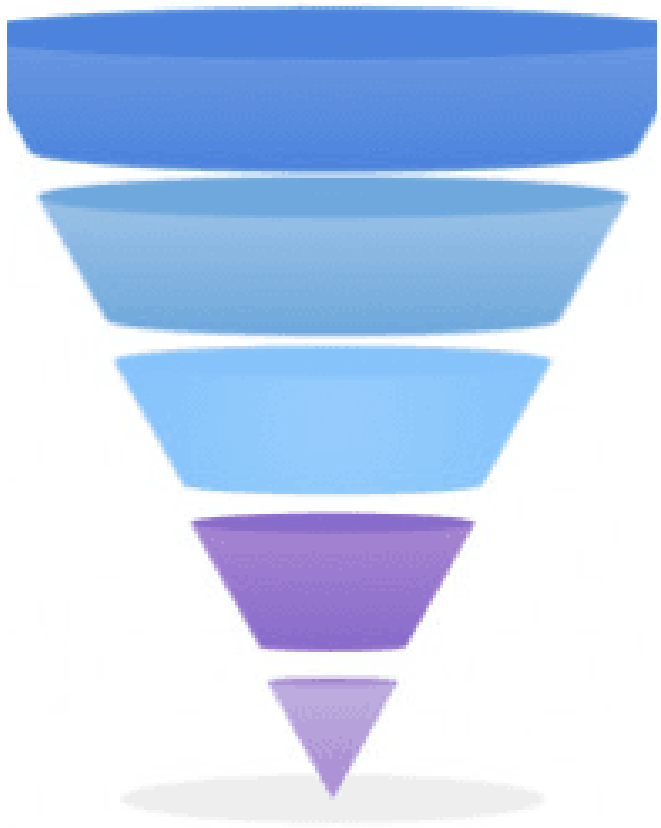
With an average of **7 decision makers involved in the B2B buying process** (Garner Group) it's more important than ever that the journey is consistent and your content is relevant.

Through our integrations with MA platforms and Salesforce alike, you can personalise the content on your website to the person visiting **depending on their stage in the funnel.**

This information helps ensure you know which content is best to convert your pipeline faster, **presenting relevant content, resources and CTAs that meet their needs** based on what you already know about them.

MA integrations

When it comes to our Webeo integrations with MA platforms, marketing owned opportunities can be personalised to based on several aspects such as their lead score, job title, firmographics like their business size, last activity date and what stage of engagement they are with the business. All this intel comes directly from your MA platform.



How to start your funnel stage personalisations

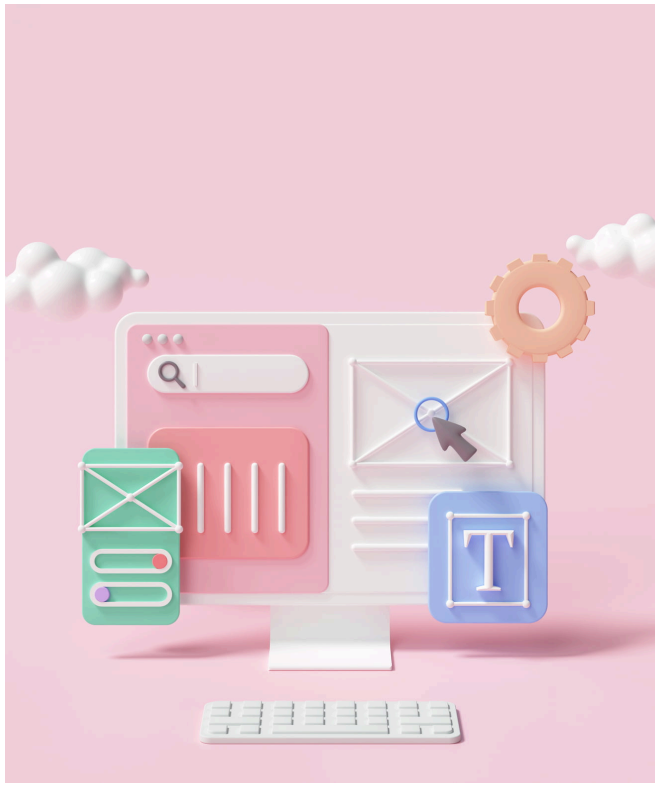
We suggest you start by creating Webeo campaigns based on a prospects lead score. Following the same decision process you use for your MA workflows, decide which type of content should be presented for prospects based on their lead score, reflecting which stage of the funnel they are at.



Centered on what you already know when a prospect has a lead score of 20, it might be the ideal time to **share relevant case studies and testimonials from businesses in their sector**, a webinar invitation relating to a particular challenge their sector or sized business needs to overcome or perhaps depict the pricing information relevant to their company size and industry.

You can also use these MA integrations to **track who has downloaded specific content** and tailoring your homepage copy to reflect this, consider naming the content and thank them for reading it.

The key here is not to reinvent the wheel, but rather repurposing existing, tried, and tested content that you know is effective at each stage in the funnel.



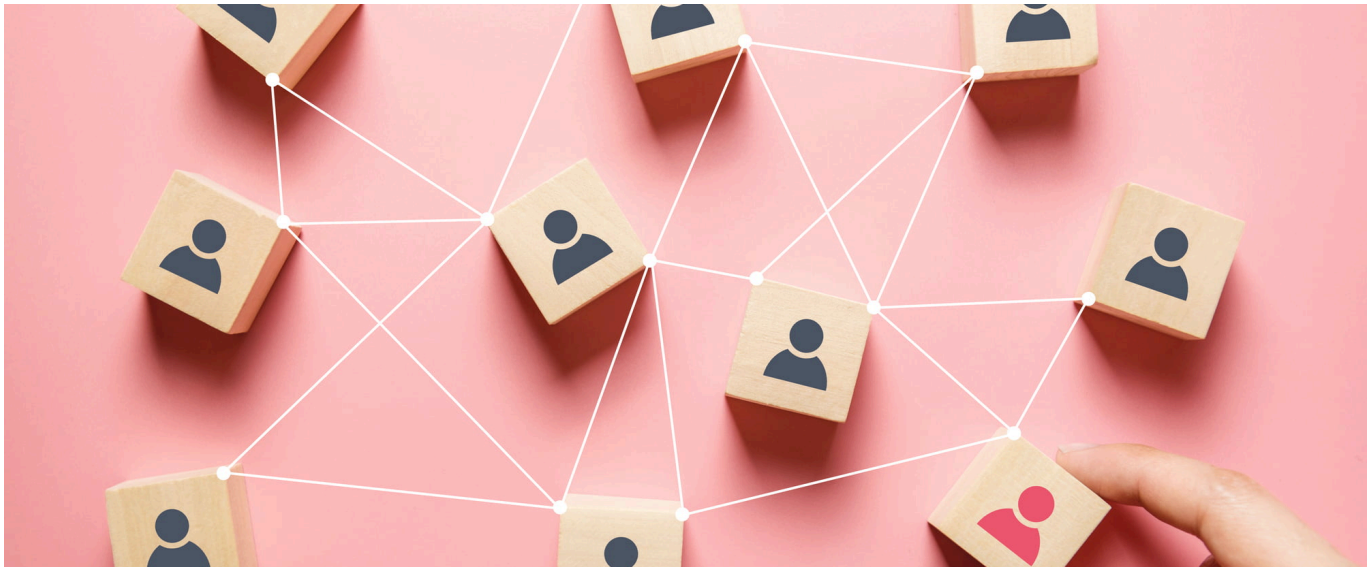
How to personalise based on CRM integrations

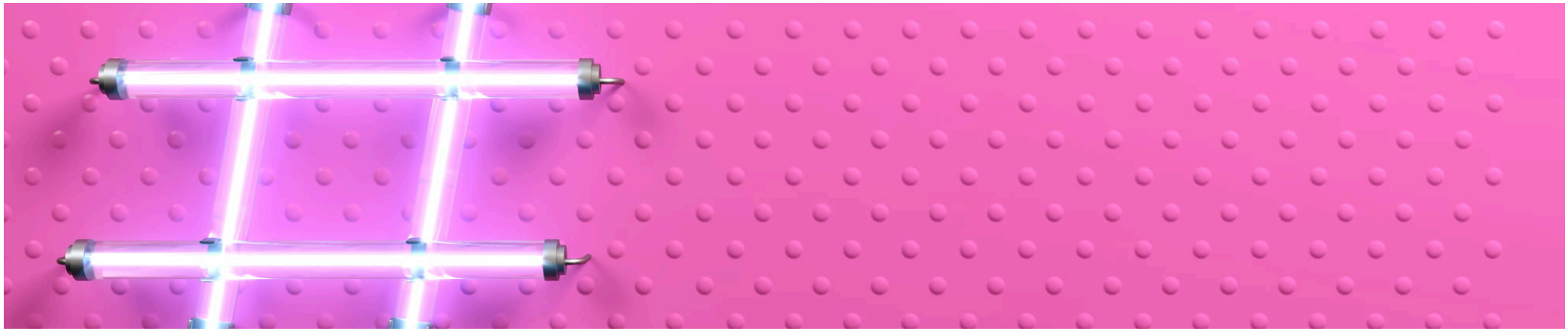
When a visitor from a business marked as an opportunity in Salesforce visits your website, their journey can be tailored through your Salesforce integration to reflect their current stage in the sales cycle such as pipeline, had a demo, in negotiation, contract out and so forth, to optimise your pipeline.

And with the IDC (International Data Corporation) stating that **67% of the buyer's journey is now done digitally**, it's more critical than ever to present the most compelling and action driven content to your website visitors.

Documents your sales team already use for sales enablement can be repurposed and presented to your prospect at the right stage in their sales cycle. For example, relevant case studies based on region, language or vertical, documents by a particular analyst like Garter, the product or service they are interested in and use cases relating to discussions had around how they would use your product or service.

It's also a great personalisation touch to replace the 'contact us' call to action with the name of the sales rep that has been looking after them. This ensures that personalised, relevant content and engagement with your prospects doesn't stop at the point when it can become most critical during their decision-making process. Particularly at a time when other key stakeholders (crucial to that decision) visit your website too, **ensuring they also can find relevant information about your product or service**, and fast.





Top tips to get you started

1. Integrate your MA platform – start with a simple campaign that shares specific case studies based on a website visitors company size and lead score.

2. Create an MA personalisation inviting prospects to a relevant webinar, or to access an infographic, based on their lead score and interactions with your business.

3. Integrate Salesforce and create a straightforward campaign based on sharing relevant content regarding the product or service your prospect is interested in.

4. Identify the most critical stage of your sales cycle and present information most relevant to the decision they're about to make – this could be testimonials of businesses just like them or use cases identified for their business.

5. Call to action – update 'contact us' messaging on your website using the Webeo editor with the name of the sales rep looking after their account.

Case studies

moorepay
A Zellis Company

Moorepay have fully embraced Webeo and weaved website personalisation into every facet of their digital marketing strategy. Here are the results:

+391% Increase in onsite conversion	**+35%** Increase average time on site
+19% Increase in pages viewed per visit	**-6%** Decrease in bounce-rate

Mintec

Mintec also benefit from integrating Webeo with their Hubspot. Here are the results:

+1202% Increase in onsite conversion	**+64%** Increase in pages viewed per visit
+50% Increase average time on site	**-32%** Decrease in bounce-rate

UNIT4

Unit4 is achieving some fantastic results, and has KPIs set on personalisation, conversion, bounce, event rates, time on site and pages visited. Here are the results:

+179% Increase in onsite conversion	**+77%** Increase in pages viewed per visit
-33.56% Decrease in bounce-rate	**+25%** Increase average time on site

webeo



Contact Webeo today to arrange a demo

UK: 0208 099 9077 | USA: 508-484-8183
webeo.com

POWERED BY Turtl