IP tracking to drive ROI

THE DIGITAL EXPLOSION

Digital marketing has exploded over the last decade and with Facebook now topping the weekly traffic for Google and a new member joining LinkedIn every second, social media is seeing the same growth.

With so much focus on digital activity and 93% of B2B purchases starting online, the company website had become the proverbial shop window, the face of the business, with all digital sign posts pointing to it.

But for every B2B site visitor who converts there are another 20 prospects who interact with a company website then disappear.

Research shows that just 5% of B2B website visitors actually go on to transact with that business in the form of an enquiry, information request or purchase. The harsh reality is that 95% of the business visitors we invest thousands in driving to our site through PPC, SEO, online display and offline activity, never identify themselves.

Can you truly measure the effectiveness of marketing that's driving prospects to your website, when all you see at the end of the sales funnel are the people that put their hand up and said 'contact me'?

And if you could identify those visitors that choose to just have a look around, rather than convert to lead immediately, how would that impact your business?

93% of B2B purchases start online

Only 5% of B2B website visitors go on to enquire

ROI FROM DIGITAL SPEND

Most marketing plans follow a multi-channelled, integrated approach covering a range of both on and offline activity. Many businesses still focus effort on traditional channels such as direct mail, events, exhibitions and trade press but they support this activity with a full digital plan.

56% of businesses say their search budget is increasing year on year. Having a fully optimised website with SEO and PPC in place is vital and for best practice it needs to supported by campaign specific landing pages.

Add social media to the mix – now an average 19.5% of the B2B marketing budget plus the 100 emails a day the average B2B professional receives and it's clear that the range of tools – blogs, Twitter, LinkedIn, Facebook are all adding to the ways we connect with prospects.

This activity is all driving them to the same place – the website, but if after all of this marketing effort and despite your fully integrated marketing plan, intricately targeting prospects on so many levels and through so many channels – THEY STILL DON'T PUT THEIR HAND UP AND SAY – YES I'M INTERESTED, YOU HAVE MY ATTENTION! **Is all of your activity wasted?**

56% of businesses say their search budget is increasing year on year

Social Media now accounts for 19.5% of the B2B marketing budget

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LEAD FORENSICS

THE LEADS WE ARE LOSING EVERY DAY

You may be thinking that this isn't important because if they really wanted your services they would fill out a contact form, send an email or even pick up the phone.

But what if they don't? It's not necessarily because they're not interested – they may have planned to do it later and forgotten, or asked someone else to do it.

Or perhaps they really liked your proposition, but have then gone on to several of your competitor's websites and had a look around these too and now they can't remember why they liked you so much at the start of their search because of information overload. **Don't you want to catch them whilst the information is fresh in their mind? Before one of your competitors do?**

THE BASIC SOLUTION

There are several companies that offer website tracking software, which identifies the businesses that have been on your website that don't enquire.

For the information to be actionable this needs to be much more than an IP address and the best B2B solutions provide contact details of business visitors including: company name, telephone number and website address.

The next generation of IP tracking tools takes this even further, providing in depth information about those visitors including key individual contacts your sales team can contact to convert and increase return on investment from your marketing.

THE LEAD FORENSICS SOLUTION

The solution at Lead Forensics has been designed with one aim in mind. B2B lead generation. Not only can it identify basic company details like the company name, telephone number, address and website address, it also identifies the search term the prospect used to get to the website, which page they landed on and which pages they spent time on.

Valuable additional information including the businesses turnover and their industry / SIC code allows users to easily identify which of their visitors are most valuable and target these first.

LinkedIn

And now for the first time you can also identify individual key contacts at the business visiting your website through advanced LinkedIn integration.

WHAT ARE THE BENEFITS?

For sales it means wasting less valuable time cold calling data lists and instead having detailed actionable information on hot prospects, people in the market to buy your product.

As the information provided is so detailed, less time is spent researching the businesses visiting your website and more on converting them.

As key contacts will be identified through LinkedIn integration, it gives you the opportunity to connect with them directly.

The tool helps identify upgrade and cross sell opportunities with existing clients. This is invaluable when monitoring sales pipeline.

Clients have increased their sales by up to 50% using the Lead Forensics tool whilst reducing the volume of cold calls they make.

> Lead Forensics clients have increased sales by 50%, whilst also reducing the volume of cold calls they make

For marketing the Lead Forensics solution helps measure the effectiveness of all activity driving prospects to the website and increases conversion overall.

The client portal also provides access to many different reports allowing you to truly measure the volume of traffic from all your marketing activity and identify who the actual visitors are, rather than just those that make contact.

HERE'S WHAT THE EXPERTS HAVE TO SAY:

"It permits you to narrow your targets, be effective in who you're working with and know who your best potential customers are. Ultimately it increases your ROI."

Doug Richard, Dragons Den Investor and Entrepreneur

"Within a week of using Lead Forensics, we've already identified a significant prospect and have a meeting set up: that's gold dust for any marketing agency."

Chris Wilson, Ernest, Chair of ABBA

"Lead Forensics is the holy grail for B2B marketers."

Andrew Nicholson, Sedexo, B2B Marketing's Marketer of the Year

CASE STUDIES

CASE EXAMPLE
LEADING RECRUITMENT CONSULTANCY

- Spending £36.5k per month on paid search and SEO
- Wanted to increase volume of leads
- Recently invested in a website redevelopment to increase conversion
- Needed to make ROI improvements immediately to impact sales

THE SOLUTION
LEADING RECRUITMENT CONSULTANCY

- Next generation analytics added to the website
- Increased visibility of actual businesses visiting the website
- Provided contact information, analysis on search terms used to find the site and the pages viewed
- Client was able to make contact with organisations who had visited site but not converted to enquiry
- The follow-up approach was tailored based on the pages the prospect viewed (i.e. IT recruitment as opposed to Manufacturing recruitment)
- As a direct result, in just four months the client had generated 52 new business appointments, 10 new clients, 14 roles and 2 placements delivering an ROI of 1:21.4

CASE EXAMPLE
LEADING HOTEL GROUP

- Previously getting 35% of leads from pay-per-click
- Increased competition resulted in reduced lead volume from Google coupled with an increase in spend
- Wanted to identify a way of improving ROI from paid search to make it perform harder

THE SOLUTION
LEADING HOTEL GROUP

- Already using detailed analytic software, the client supplemented this with Lead Forensics due to its ability to provide visitors' business details
- Through the use of trigger reports, leads were passed directly to the internal sales team to follow-up
- The enhanced visibility helped make the corporate site work harder in generating leads which would otherwise not be found
- Despite the increased competition from paid search, the overall online cost-per-acquisition decreased by 21%

If you'd like any further information from Lead Forensics on how we can help you increase your online ROI please contact Robyn Tolley on 0203 131 0153 or robyn.tolley@lead-forensics.co.uk