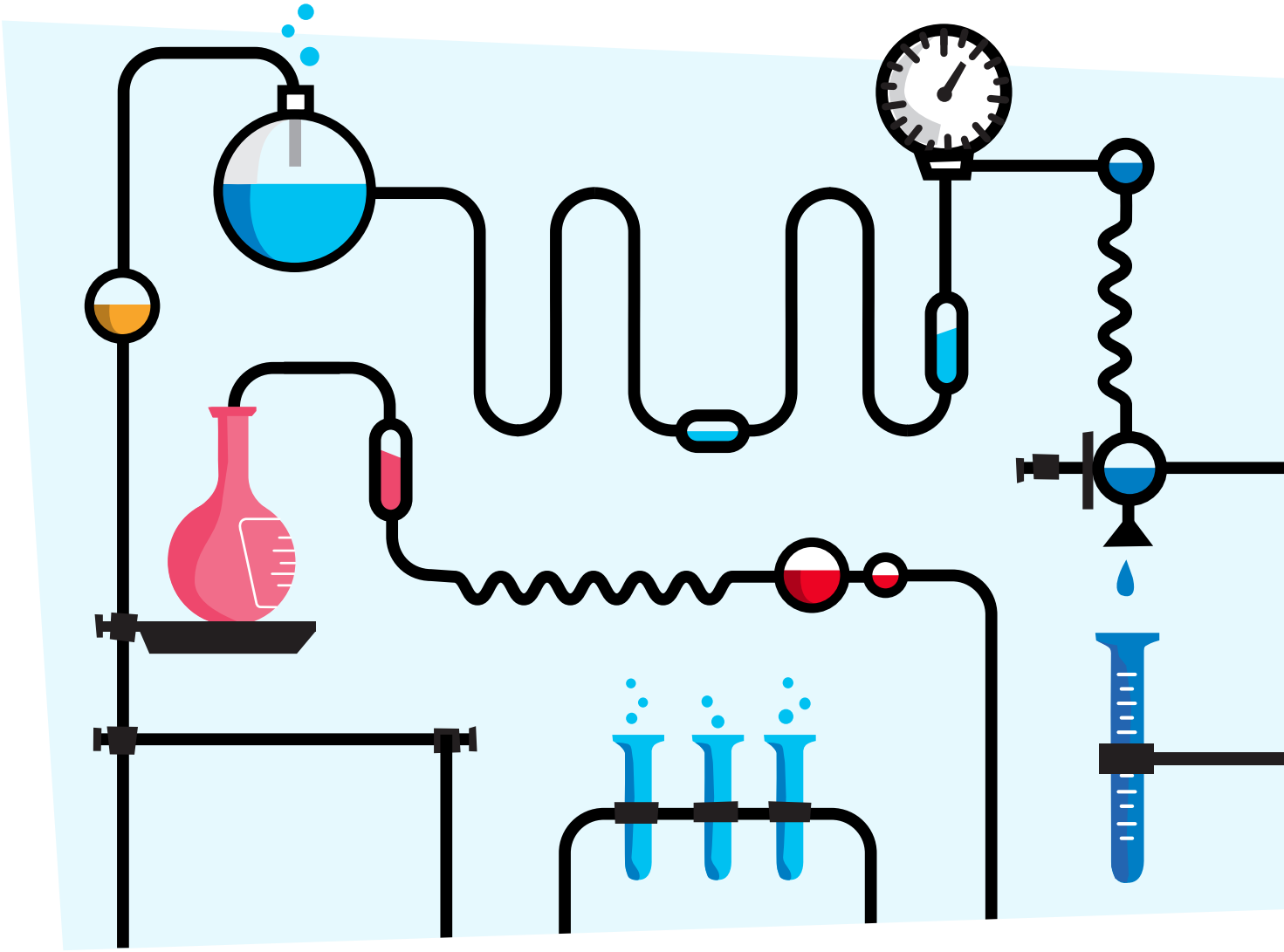
The formula for a successful performance marketing model

See more from your investment and boost your ROI with performance-based marketing from Expandi Group



Are you keeping pace with your competitors?

When talking about performance marketing, people normally think online advertising with *Paid per Click* or *Paid per Lead* being the typical models agencies and publishers offer to their advertisers, but these models predominately work at a tactical level. Now, with the importance of digital marketing in B2B ever-increasing, a more strategic approach to performance marketing is required from both the client and the agency.

Marketing and sales directors are finding themselves under increasing pressure to provide hard results and get the very best ROI possible all while sales cycles are increasing in complexity.

For too long, businesses have paid a set price for a campaign no matter the results. Now clients want to be spending less money, and achieving more, but finding new customers is a lot easier said than done.

Utilising performance-based marketing is a sure-fire way of boosting your client's sales win rate while also ensuring you spend your time and resources on the highest quality of leads. Cutting out the waste.

"Marketers are under constant pressure to show all the different touchpoints, and to provide clearer and better customer data. Clients are looking to do far more with their investment, while spending much less and holding agencies more accountable."

source: B2B Benchmarking Report 2019



What kind of strategic approach is needed?

Today, 88% of B2B companies are struggling with lead generation and when leads are finally identified, only 5-10% are converted due to ineffective nurturing. So now we need to think about what **strategic approach** is needed to put an end to such a substantial percentage of lost leads.

Firstly, an organisation's Sales and Marketing departments need to **work together** to define the campaign's specific goals and how results are to be measured. Misalignment between the two and a lack of shared goals contribute to inefficient lead generation, so bridging the gap between the two and pushing a more collaborative mindset is a step in the right direction. Market leaders need to recognise that they're equal contributors and therefore equally accountable for a campaign's success and failures.

Secondly, the performance-based model needs to **embrace all marketing tactics** not just paid media. Thirdly, agencies also need to work side by side with clients to reach their business targets with their **remuneration** (like any media) linked with achievement.

Recent studies have shown there is almost no correlation between click-through rate and sales, so finally we need to use a **multichannel attribution model** whereby every customer's interaction is tracked and analysed so that you have control over the results of your marketing campaign. You can map the entire journey from lead to customer, detailing every touch point and interaction experienced - giving you crucial insight into what works and what doesn't.

"Agencies inside model and performance marketing encourage different ways of working with clients. ...It is more about shared responsibilities, collaboration and partnership."

source: B2B Benchmarking Report 2019



Why is the Expandi performance-based model different?

Agencies are key players in implementing a successful performance-based strategy. As mentioned earlier, their goals need to be aligned with the companies and should use the same metrics to track success. Their remuneration should be closely linked to the target set by the client.

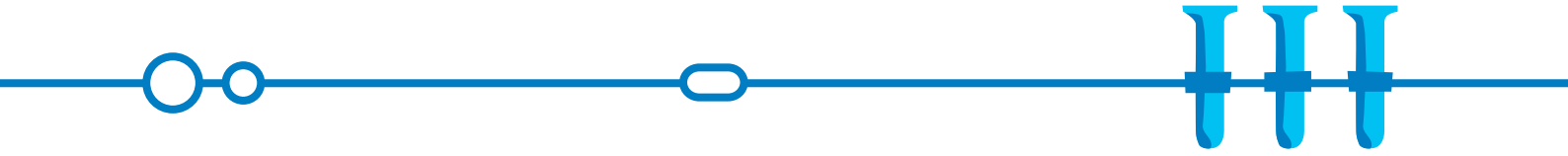
This way, any performance deviation from the campaign objectives can be promptly reported in order to realign the campaign to meet its initial target.

However, many agencies aren't ready to deliver such a model.

There are four key elements that make our performance-based solution unique:

1. An EMEA (Europe, Middle East & Africa) wide proprietary database of highly qualified contacts categorised and scored using buyer intent and areas of interest data. A sophisticated targeting and segmentation tool is used to identify the best decision makers as the targets for your campaigns.
2. A strong team of marketers able to plan and execute performance-based marketing campaigns across all of Europe.
3. Remuneration linked to the campaign results and in line with the client's goals.
4. A proprietary marketing technology platform which allows us to track and score any customer's interaction and apply predictive analytics for smarter targeting.

Expandi is the only player in the EMEA market who can deliver such a model across the entire marketing funnel from start to finish.



The model in practice

An effective campaign always begins with selecting the best target audience. Starting with a **proprietary database** of thousands of decision makers we've enriched further with buyer intent and scoring data. We identify active accounts/contacts in digital channels who have shown an interest in the client's solution. To identify those contacts, we use a number of different tactics ranging from social listening to buyer intent analysis.

Once the target audience is selected, we launch an **intelligent data-driven nurturing phase** using a mix of tactics such as emailing and, targeted advertising. This way we identify prospects with a more mature level of interest, rather than those who have simply clicked a link in an email.

This is where **human interaction** comes into place. Targeted outbound calls and social selling activities to the nurtured contacts will further qualify and identify interest levels within the target audience. Qualified leads are passed to the Sales Engagement phase where we check the buyer's budget availability, timeframe, pain points and decision-making power. The result of this activity will generate **qualified sales leads** that are passed to the sales organisation of the client.

Each step of our model is measured and aligned with the sales objectives agreed upon before the campaign gets started. For each phase we have an estimated cost that we're prepared to alter so as to take in whatever variables we encounter such as the complexity of the offering, the level of awareness of the client, or the size of the target audience.

Our agency remuneration is linked with the clients' goals and we all use the same metrics to track success. This way any performance deviation from the campaign objectives is promptly reported in order to realign the campaign with its original objective and B2B companies can invest their marketing budget more efficiently and **boost their ROI.**

It's crucial companies make use of their resources appropriately. Utilising performance-based marketing is a sure-fire way of **boosting your sales win rate** while also ensuring you spend your time and resources on the highest quality of leads.

With our performance marketing solutions you will also benefit from a faster time-to-market and a volume flexibility that traditional type of campaigns are not able to deliver.

Expandi has created a performance-based marketing model that defines targets and tactics in a modular and scalable way to further boost the program ROI at its foundation.



Get on the fast track to campaign success with Expandi Group

Get in contact with us today to get your campaign started.

Contact us

About Expandi Group

Expandi Group is a global B2B marketing agency serving 75% of the top B2B Technology companies. We employ more than 400 staff in marketing and operations. Our mission is to empower every B2B organisation and individual to achieve growth through marketing innovation and effective ecosystems.

Our dynamic team of specialists have been helping businesses reach their marketing objectives for over 19 years, bridging the gap between marketing, and sales, and supporting organisations through the 'last mile'.

expandi group

Davidson House
Forbury Square
Reading, RG1 3EU

www.expandigroup.com