

B2B ONLINE NETWORKING

Or 3 reasons why lead gen campaigns aren't working?





A SHORT STORY ABOUT THE BRIEF.

**61% OF MARKETERS RANK LEAD GENERATION
AS THEIR NO1 CHALLENGE.**

**80% OF MARKETERS SAY THEIR LEAD GENERATION
EFFORTS ARE ONLY SLIGHTLY EFFECTIVE.**

Offline networking (fairs) vs Online networking

OFFLINE NETWORKING

The biggest source of new leads

We already know this is our TG

Attendees have intent to purchase

Direct approach

You can customize your sales approach

ONLINE NETWORKING

How to find relevant leads?

How to target?

Where to find potential buyers?

How to find if they have an intent to purchase?

How do you measure user engagement?

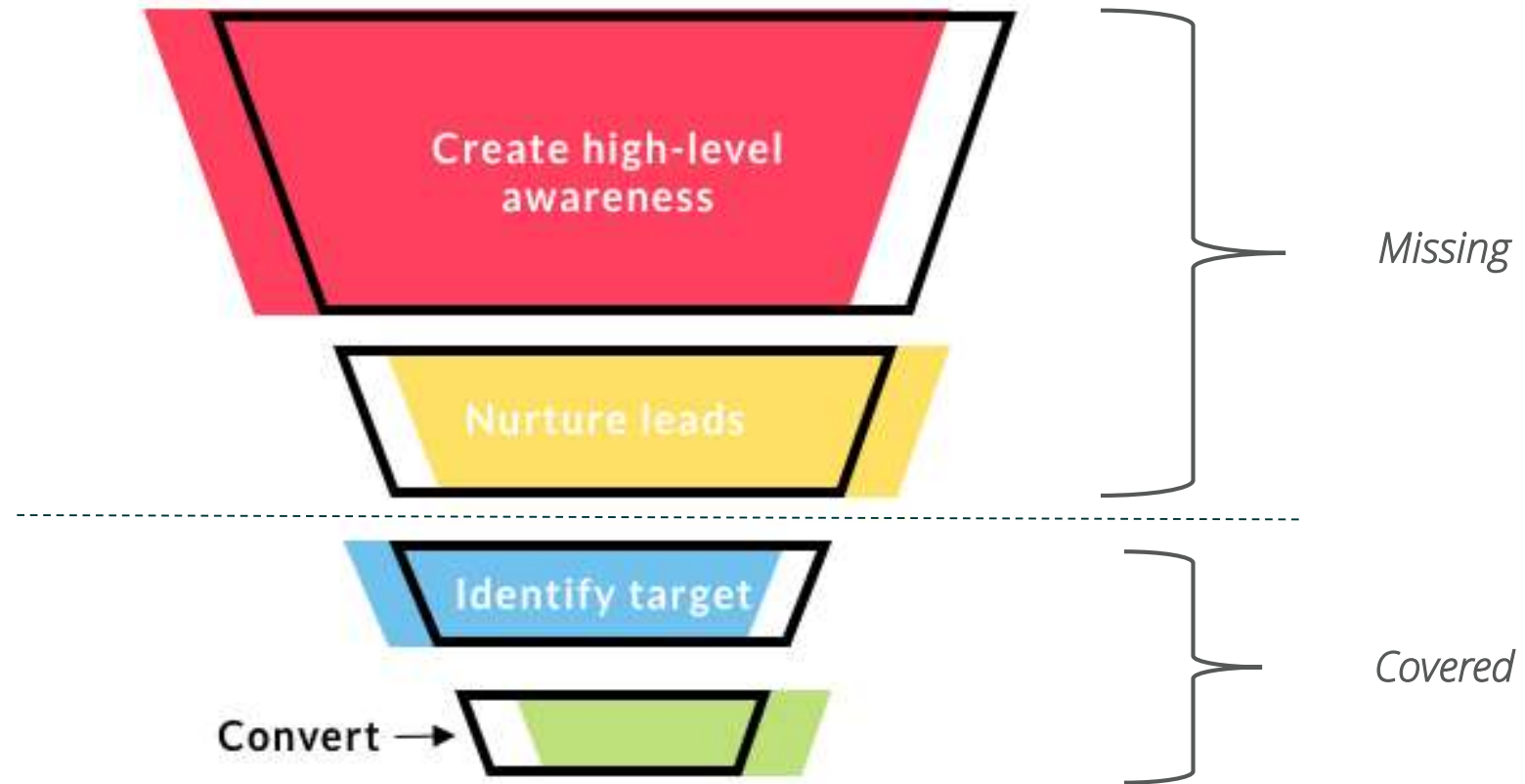
Consumer decision journey





FALSE ASSUMPTION No1
IN B2B WE DON'T NEED TO COVER THE WHOLE FUNNEL.

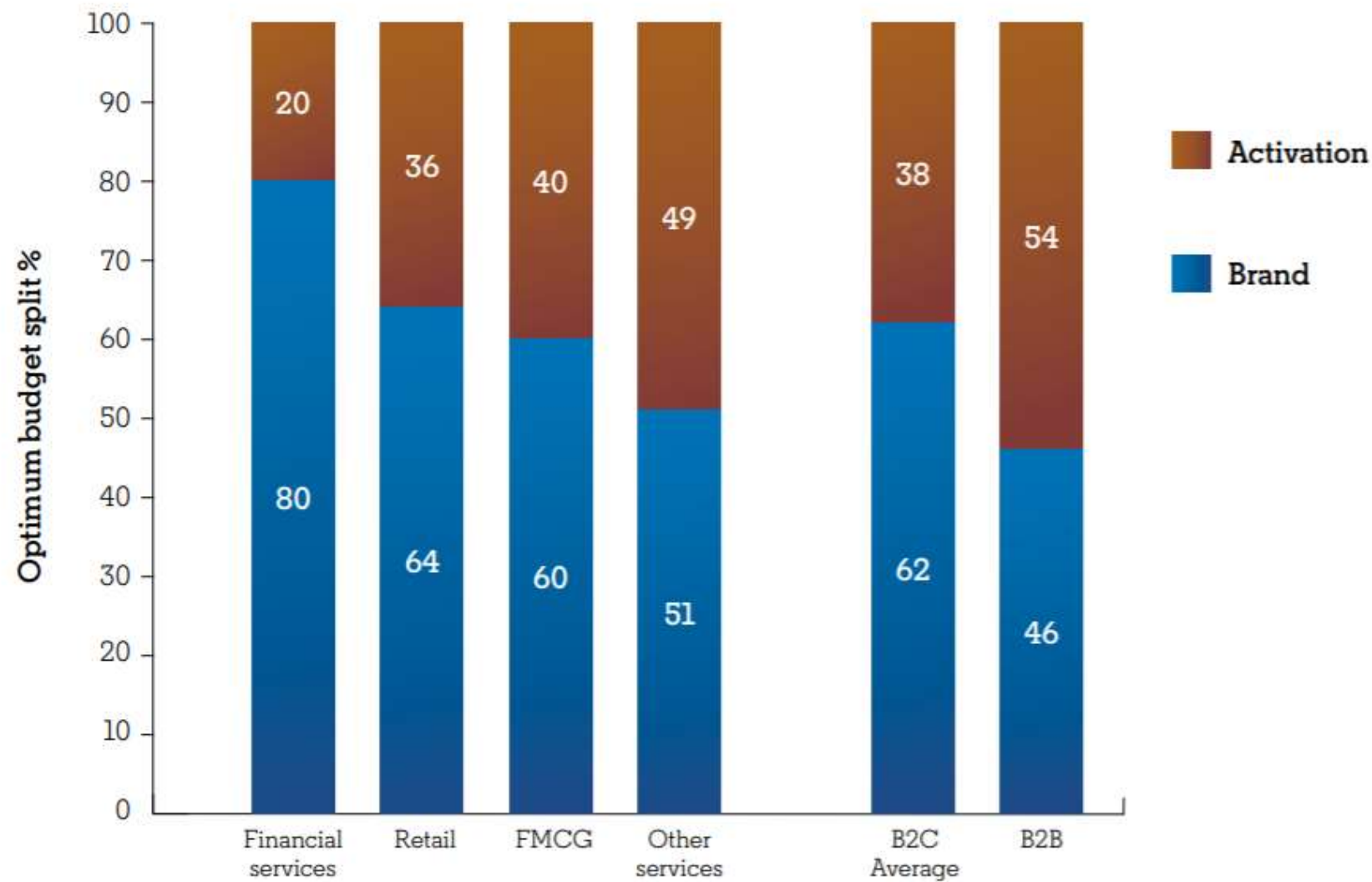
Marketing funnel



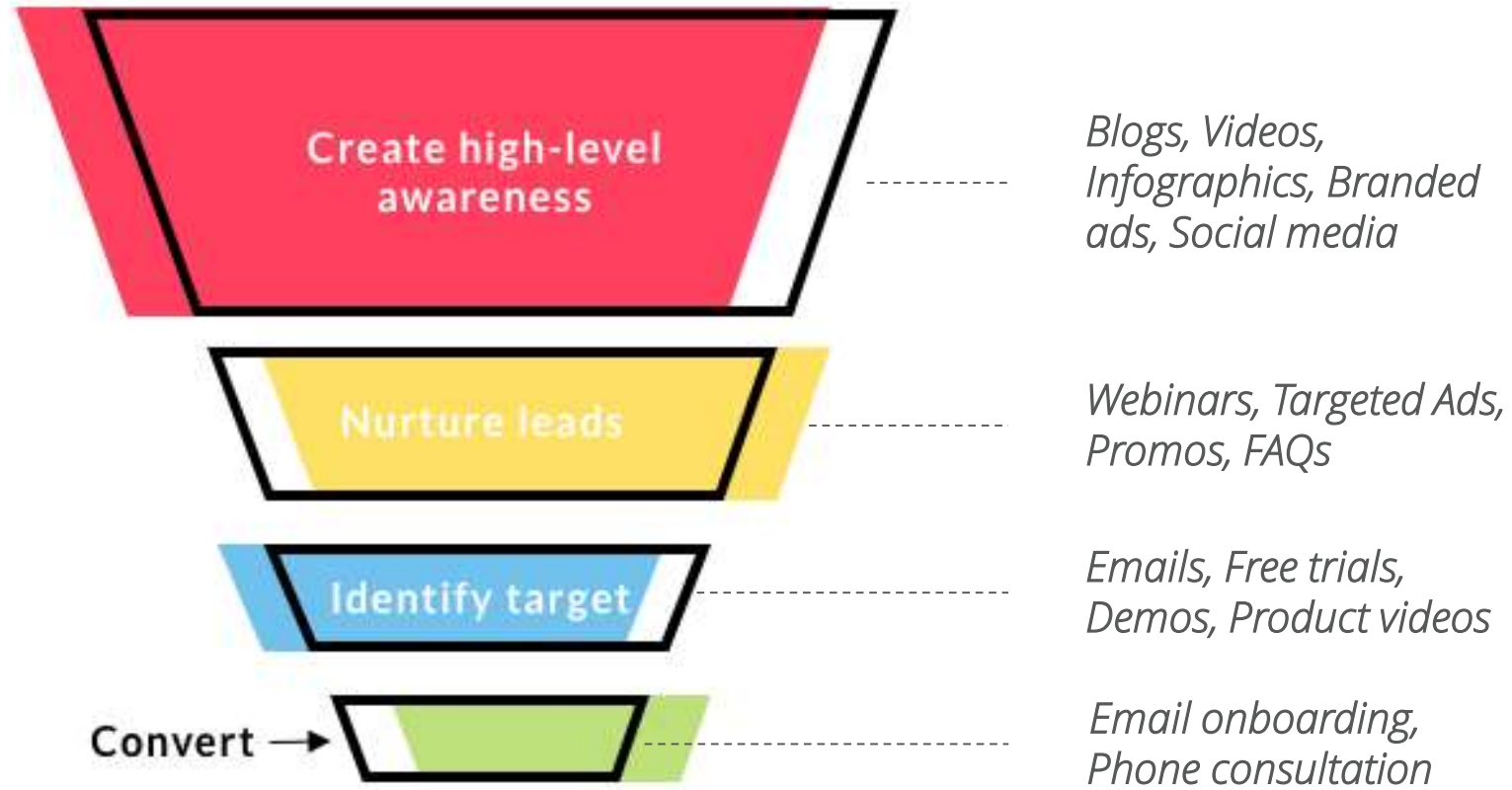
**BUYERS MAKE 85% OF THE RESEARCH ON THEIR OWN
BEFORE THEY EVEN TALK TO A HUMAN AT A COMPANY.**

Source: Predictable revenue

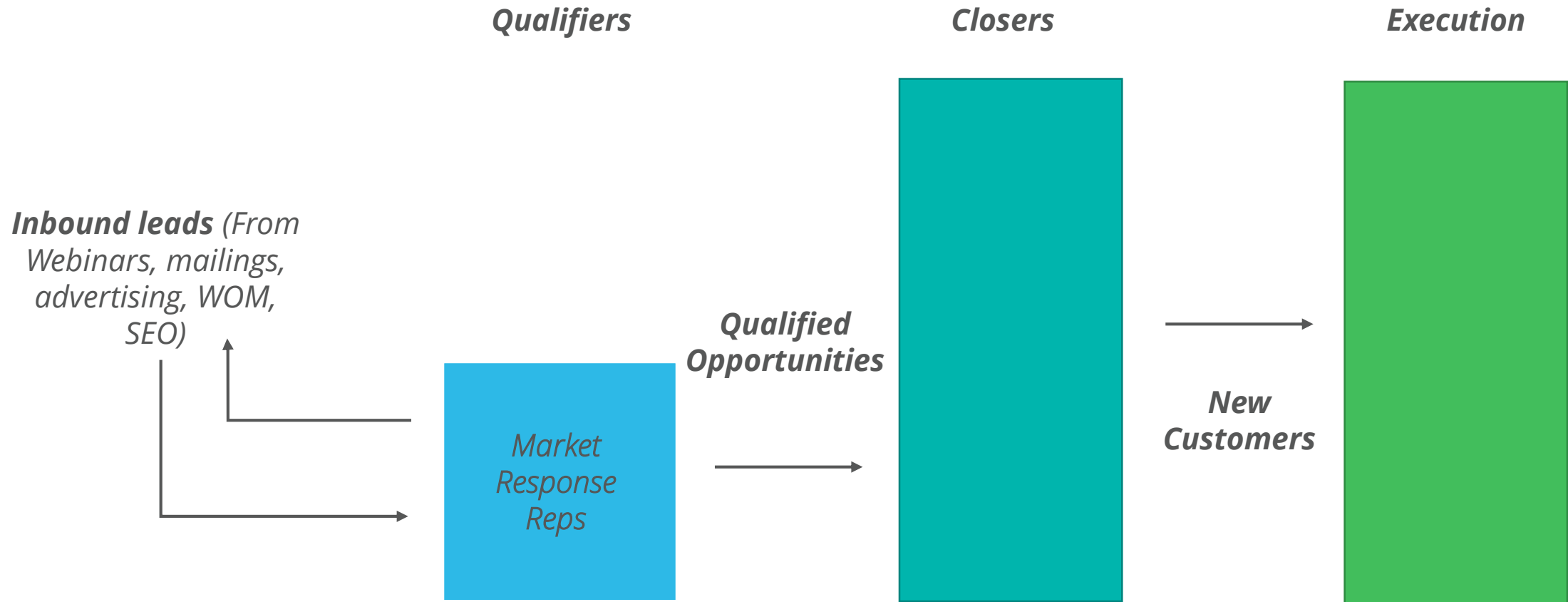
B2C vs B2B



Marketing funnel



Pulling sales or Inbound marketing & sales process



HACK

**DON`T LEAVE OUT ANY PART OF THE FUNNEL.
TOFU IS YOUR TAM.**

HACK
BEFORE DOING ANYTHING, KNOW YOUR ICP.

Define your Ideal Customer Profile

- Ideal Customer Profile is a tool to help us identify our target customers
- It can be used to score, rank and prioritize our customers and to identify the most strategic customers to focus on
- The closer customers fit our Ideal Customer Profile, the more likely we are to enjoy a successful relationship



Ideal customer profile

Start your research with

- Market: industry, company size
- Company: revenue, market share
- People: management, buying power, key roles, influencers
- Relationships: organizational structure, buying teams



Building customer segmentation model (simple)

1. Select 5-8 criteria for your Ideal Customer Profile
2. Score each customer against each criterion
3. Develop composite score and rank customers
4. Group potential customers into segments

Customer	Criteria 1	Criteria 2	Criteria 3	Criteria 4	Criteria 5	Composite	Segment
Customer 1	95	90	80	92	72	85,8	1
Customer 2	92	90	85	82	65	82,8	2
Customer 3	85	85	85	77	80	82,4	2
Customer 4	85	88	80	80	77	82	2
Customer 5	90	75	80	75	65	77	3
Customer 6	82	72	75	77	66	74,4	3
Customer 7	79	77	70	75	62	72,6	3

**ADD LINKEDIN PIXEL AND REVIEW DATA
IN LINKEDIN ANALYTICS.**



Website Demographics: InOrbit

Gain insights about your website audience with professional data from LinkedIn. Demographics metrics are approximate to protect member privacy. [Learn more](#)

Website audience: All visitors - 90 days ▾

Compare to website audience: Select Audience ▾

Display: Job function ▾

Time range: 1/6/2021 - 2/4/2021 ▾

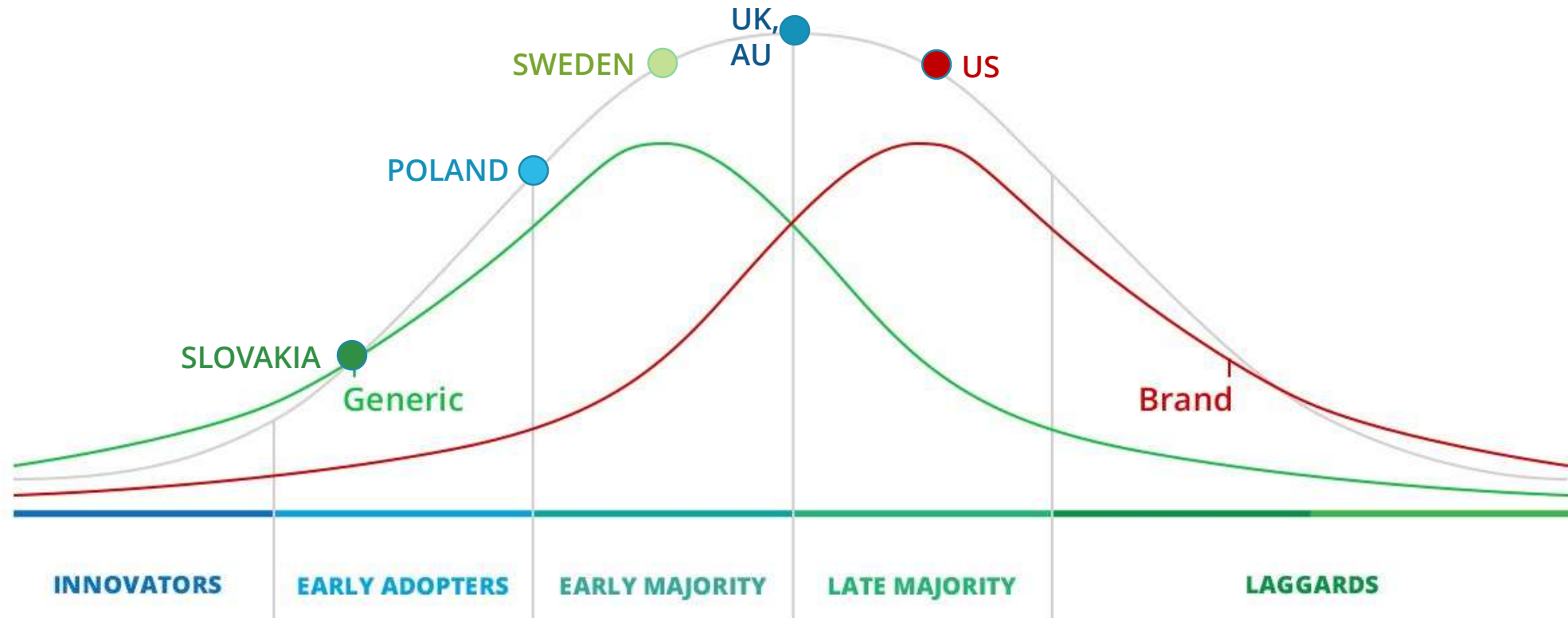
1,118 pageviews

Name ↕	% of pageviews ↕
Marketing	63.51%
Business Development	15.36%
Media and Communication	13.51%
Operations	8.59%
Arts and Design	8.59%
Sales	4.2%
Education	3.31%
Human Resources	3.22%
Community and Social Services	2.24%

HACK

**USE DIFFERENT TOOLS TO RESEARCH THE MARKET YOU
ARE ENTERING.**

Market strategy needs to be adapted to the market maturity curve stage



HACK
**REQUEST AS MUCH DATA AS POSSIBLE
FOR THE LEAD GEN.**



BUSINESS SUCCESS SCORECARD

Personalised Insights into Your Business



Sign up for a quick and free test.

Please fill out all fields.

Country

By registering, you confirm that you agree to the processing of your personal data by Salesforce as described in



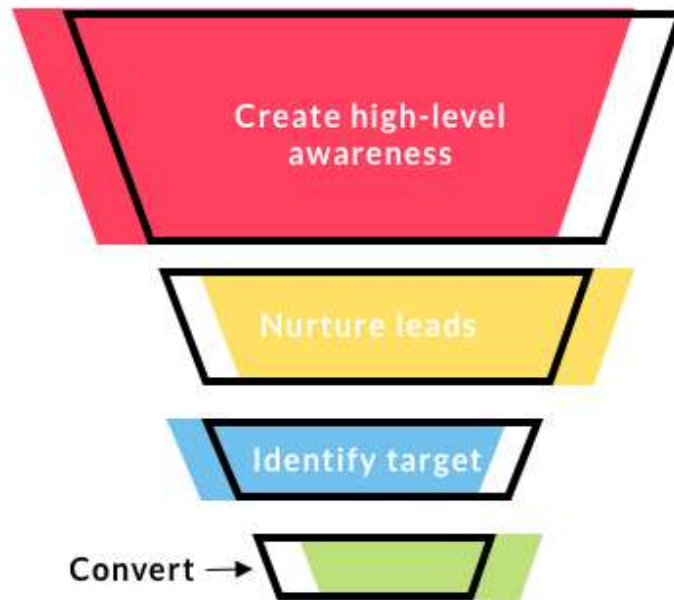
CHAT WITH A...

HACK

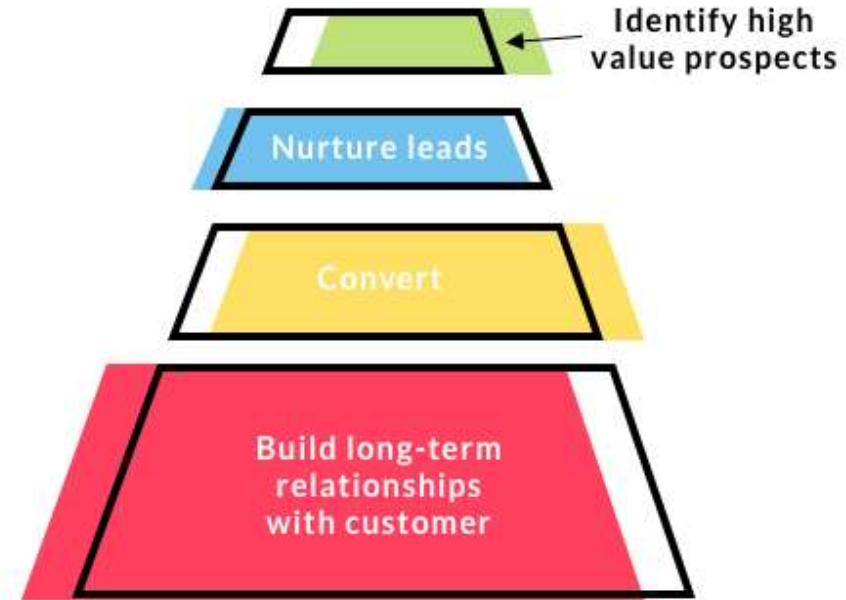
TEST, MEASURE & MAKE REFINEMENTS TO THE CONTENT.

Pushing sales or flipping the funnel around

Traditional Marketing Funnel

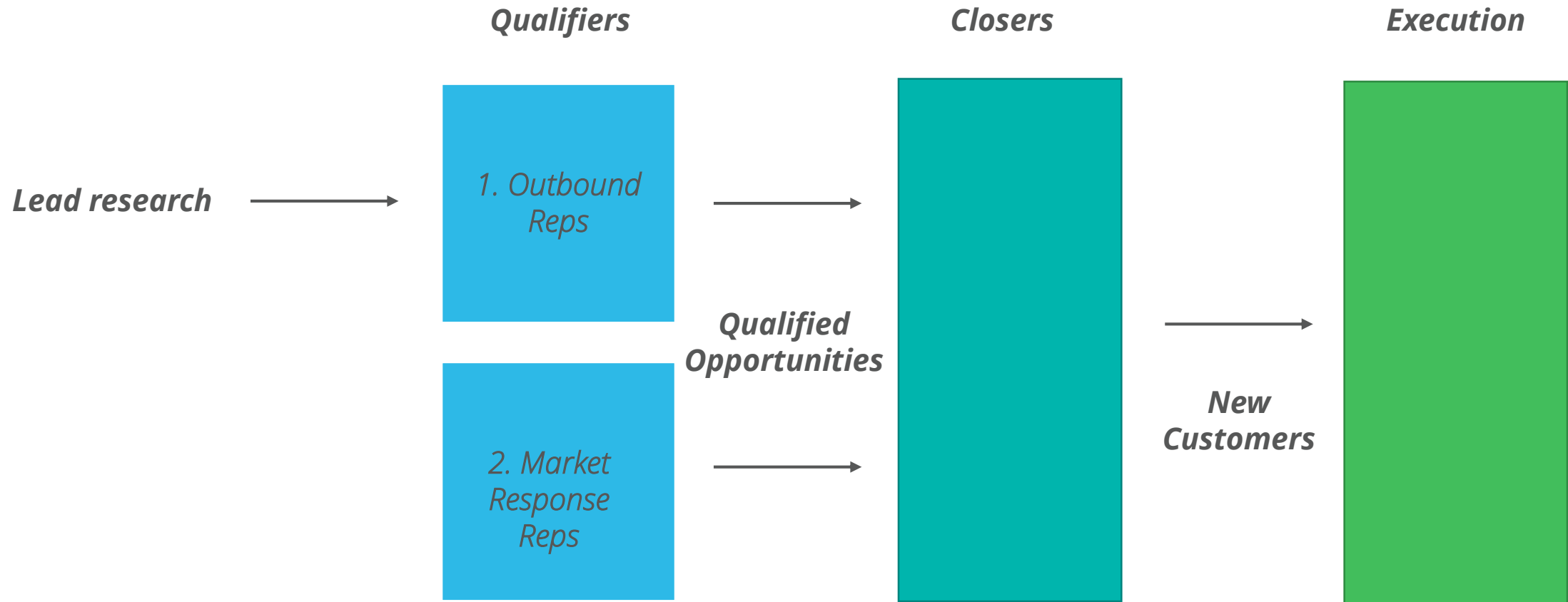


Account-Based Marketing Funnel



**97% OF PROSPECTS
AREN'T ACTIVELY LOOKING TO PURCHASE
AT ALL.**

Pushing sales or Outbound marketing & sales process





FALSE ASSUMPTION No2
TARGETING BY COMPANY NAME & JOB TITLE.

HACK **LEAD RESEARCH**

Personalization is key

ICP

(revenue size, team size,
industry, employee number
...)

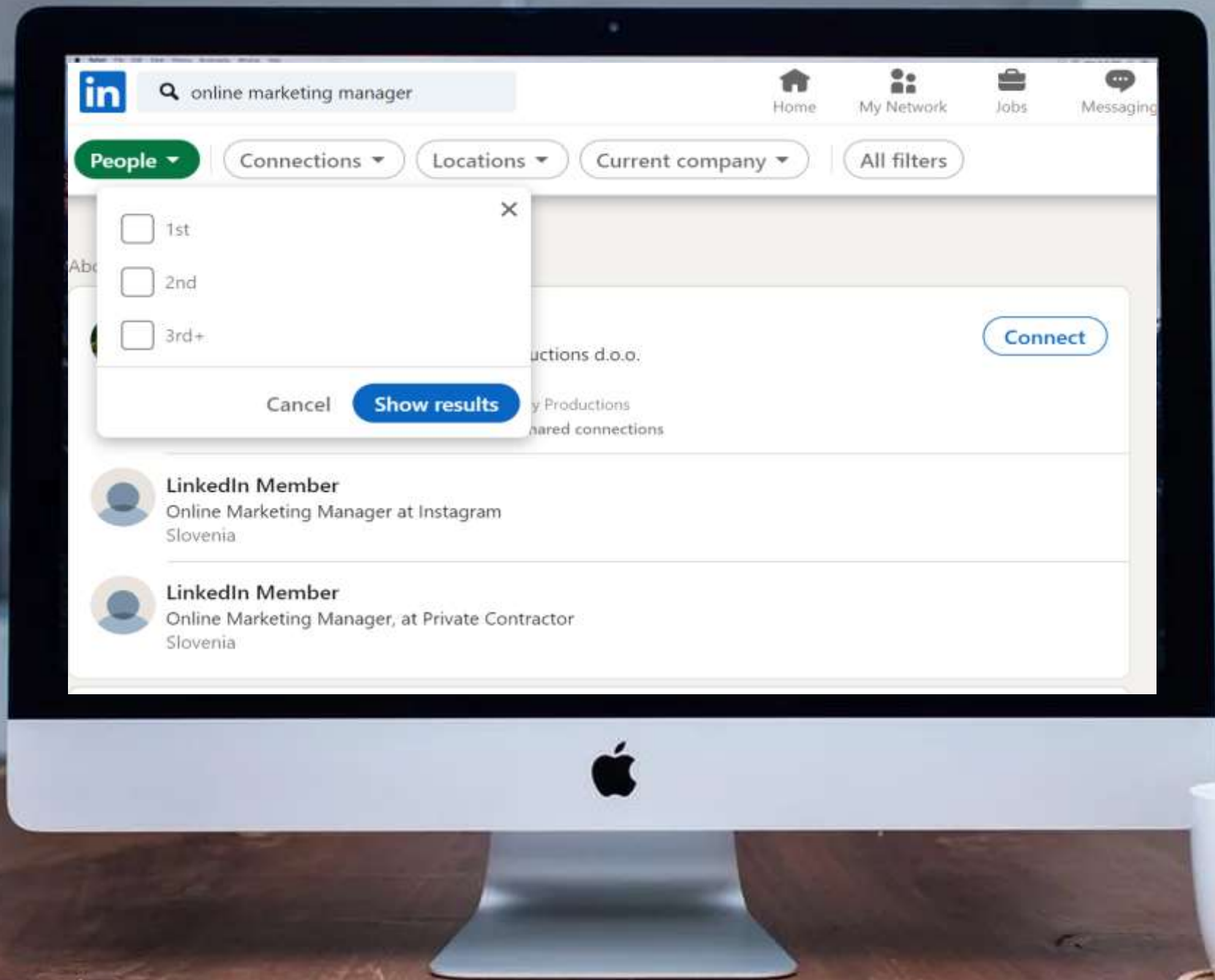
Buyer
persona

(challenges, motivations,
fears, tools they use, relevant
content ...)

Individuality

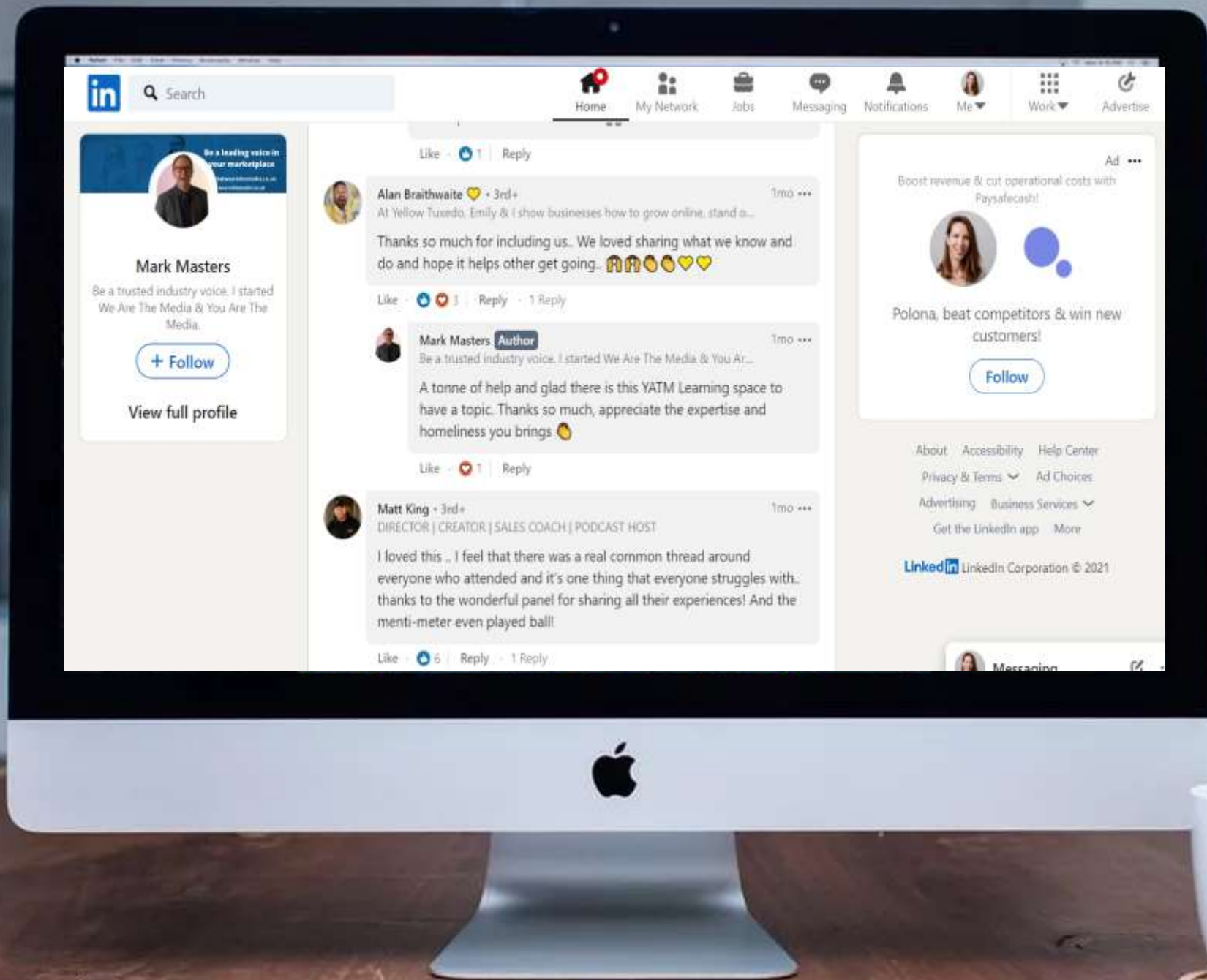
(contact, job title ...)

USE LINKEDIN SEARCH.



REVIEW ONLINE EVENTS FROM YOUR INDUSTRY.

USE LINKEDIN / TWITTER & SEARCH FOR EVENT`S #.



**LOOK FOR THOUGHT LEADERS AND LOOK TO SEE WHO
ARE ENGAGING WITH THEIR CONTENT.**

**CHECK REVIEW SITES & FIND YOUR PROSPECT`S PAIN
POINTS.**

HubSpot Marketing...

★★★★☆

Product Information

Reviews

Pricing

Features

Consultants

Contact HubSpot Marketing Hub

Get Started Free

Filter reviews

☐ 5 star

4,255

☐ 4 star

1,846

☐ 3 star

301

☐ 2 star

68

☐ 1 star

69

Company Size

User Role

For Category

All Industries

Region

☐ Text Reviews

☐ Video Reviews

LinkedIn

Connections

OFF

Popular Mentions

All reviews

Automation features

Customer service

Customer support

Design tools

Email automation

Email campaigns

Landing pages

Leads

Market place

Media platforms

Media posts

Sales process

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Showing 6,539 HubSpot Marketing Hub reviews

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Average: 4.3

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An aerial photograph of a person surfing on a large, turbulent wave. The water is a deep teal color with white foam from the breaking wave. The surfer is a small figure in the center-left of the frame, riding the face of the wave. A dark, semi-transparent horizontal band across the middle of the image contains white text.

FALSE ASSUMPTION No3
LINKEDIN IS THE ONLY RELEVANT CHANNEL FOR B2B.

**ADD FACEBOOK PIXEL TO YOUR SITE AND USE FACEBOOK
REMARKETING TO TARGET EVERYONE WHO VISITS YOUR
WEBSITE.**

5 Takeaways





01

Email
polona@red-orbit.com

02

LinkedIn
[Polona Van](#)

03

Web
www.red-orbit.si