



# SMARTBOUND

The connected power of  
INBOUND & OUTBOUND activities

# INTRODUCTION TO SMARTBOUND

For decades, outbound sales and marketing methods dominated the way companies communicated with their potential and existing customers. Traditional outbound sales is not very data-driven. Here, sales and marketing target groups are often based only on simplistic criteria: company size, location and industry. Outbound is direct sales, where you initiate the contact with prospects, often cold at that.

Since the 1950s, the way people buy has massively changed. As a result, so has the way successful sales is done.

The term inbound rose to fame towards the end of the first decade of the 21st century, first in the US and then in Europe. Inbound is all about content marketing, SEO and conversion optimization. Here, content marketing efforts are made with the intention of making potential customers interested in your product or service to, as they are ready to buy, reach out to you. Inbound includes focus on behavioral data, and is thus data-driven to some extent. The challenge for inbound, however, is to not miss those potential customers who haven't expressed a clear interest in your marketing messages.

At Vainu, we're working with what we've chosen to call smartbound. Smartbound is a data-driven sales and marketing mentality, where outbound and inbound efforts are combined to create a smooth and efficient sales machine. As smartbound means focusing on more data points than just behavioural data, this enables sales organizations to work more goal-oriented and make smart priorities when choosing what target groups to process. With smartbound, a greater focus is put on accounts, not only on individual persons within these accounts/ companies. This makes account-based marketing a vital cog in your portfolio of technologies.

In this e-book, we'll go through the winnings with smartbound and give examples and tips on how you can implement this work method to your organization.

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*Smartbound is a  
data-driven combination  
of outbound and inbound  
– allowing companies  
to do smart priorities of  
what target groups to  
process”*

# Smartbound changing the traditional way to do

## OUTBOUND

In traditional outbound, sales and marketing are focusing on simple target groups defined only by basic factors. Without any support of data, both sales and marketing know very little about the companies they try to reach with their messages.

For sales departments, the most common way to contact these target groups is by phone, while marketing departments approach these groups by email campaigns and ads.

By building target groups where the companies included are only chosen by common firmographics, such as their location or industry, you oversee many other important criteria that can help you determine if a company is a good fit for your business.

Smartbound in the outbound context means a more data-driven approach. This method allows sales and marketing departments to use smart requirements as they create a tailored short-list of wanted customers.

For sales, a smart data-driven approach means access to more information about the prospects listed in the CRM system. With more detailed information about the not-so-obvious factors that define a company, sales can tailor their message for every company they contact.



*Smartbound in the outbound context means a more data-driven approach."*

# Examples of

## ATA POINTS ACCESSIBLE WITH SMARTBOUND

**Technographic:** what marketing automation, eCommerce, CMS or email technology companies are using.

**Social media data:** how companies are using social media, what platforms they are active on and how often they publish posts on these platforms.

**Messaging:** what keywords, themes and topics companies are using on their website and in their communication.

**Identity:** which companies are well digitalized and which ones are not? Which companies have popular websites, which ones have invested in their customers' experience on their site by making their website responsive and adding a social chat system to the site?

**Lifecycle events:** also frequently called triggering events. These are changes within a company, such as M&A activity, investments, leadership changes, funding rounds etc.



## Smartbound makes outbound more effective in two ways:

**1** You can create more defined target groups thanks to more data points available for both sales and marketing. By looking at your already existing customers, you can see common trends and define how your ideal customers walk and talk. These customers are called ICP, ideal customer profile. With more carefully defined target groups, your sales team will get higher meeting conversion rates.

**2** The timing of your proactive sales efforts is better thanks to systematic tracking of companies' lifecycle events, as they often open up a window of opportunity for product and service vendors.

# Smartbound changing the traditional way to do

## INBOUND

Traditional inbound is all about content marketing, SEO and conversion optimization. Inbound is data-driven, but only to some extent: inbound tactics rely on behavioral data that is mainly collected by attaching a cookie to the website to track visitors' behavior, or by registering how recipients respond to your company's marketing messages.

The challenge for inbound sales is the risk of missing all those companies that haven't expressed a clear interest in your marketing messages.

From an inbound perspective, smartbound allows marketing teams to be more goal-oriented and set smart priorities for which target groups to attract with their content marketing efforts. By also focusing on alternatives to behavioral data marketers can have a better understanding for whether a prospect is good or not.

Data-driven inbound work helps marketers focus on accounts in addition to only focusing on individuals. Traditional inbound's strong focus on individual behavioral data does not always tell much about the individual's company's readiness to buy, especially if the person you're tracking isn't the decision-maker of the company.

Additional data helps companies take their lead scoring to the next level. When looking at a list of new prospects, data indexed from open

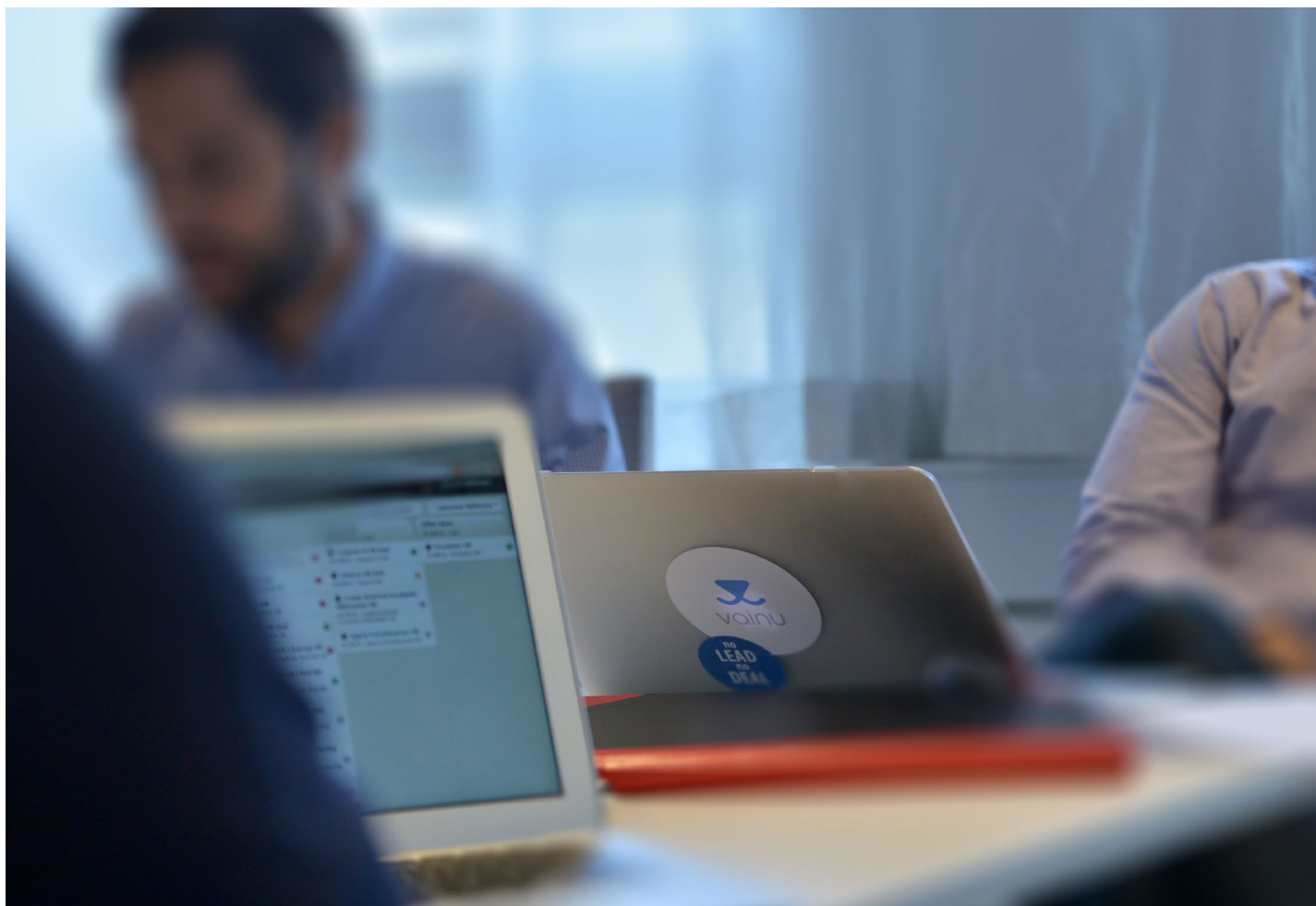


*Account-level insights help companies to be more targeted with their content marketing efforts."*

and public data helps lead qualification teams to more easily identify the prospects that best fit your company. This way you can categorize all leads in a more systematic way.

Example: You're selling translation services and the marketing director of company A downloads your ebook. If you also know that this company recently announced that they will release two new product categories in the Middle East, this information helps you understand that this prospect is not only a good fit, but also has a window of opportunity open.

With better knowledge about your prospects, smartbound allows marketing to not just publish blog posts, videos, webinars and e-books and hope for the best. With more data, marketers can create different types of short-lists of companies they want to engage with. Once these companies have been identified, both sales and marketing teams can work proactively and try to create a connection with them, online or offline. This increases the likelihood of them being engaged with your content marketing efforts.





# 6 steps to SMARTBOUND

## 1. FOCUS ON DATA

Today, 35 exabytes of data is created every two weeks. Gleaning insights from these data masses allows you to know how digitalized a company is, what languages they communicate in, which technologies they use etc. Data-driven work means better customer understanding, smarter target groups and the chance to tailor messages sent out by both sales and marketing.

## 2. UNITE THE POWER OF OUTBOUND AND INBOUND

Smartbound is to work with a combination of outbound and inbound. Pure outbound is tough on resources. Only working with inbound, on the other hand, means missing all potential customers who have not expressed an interest in your content marketing efforts. Successful organizations work with a combination of outbound and inbound to make sure to process all potential customers on your company's short-list.

## 3. CREATE ICP'S = IDEAL CUSTOMER PROFILES

For traditional inbound, data gathered is almost exclusively behavioral data focused on individuals. Today, with more data points available, you can also get information about larger accounts and focus on data for both whole companies and individual decision-makers within a certain company. Services like Vainu can help you find your ICP. Once you've determined which companies fit your ICP, any marketing automation software or other analytics tool can help you discover individual behaviour for people within these companies.

*"Smartbound is not a replacement of either inbound or outbound – by using both methods with a strong data focus, you increase their joint power."*

#### **4. WORK MORE TARGETED**

If you find a correlation between a technology and a successful business deal, data will allow you to build well focused target groups to process. Focus your sales and marketing efforts on high-quality leads, instead of spreading your efforts to larger groups of companies praying for the effort to pay off.

#### **5. SHARE THE SAME ORGANIZATIONAL GOALS**

For a smartbound approach to work, sales and marketing efforts have to be well aligned. Make sure these two departments work towards the same organizational goals, with extra focus on generated revenue.

#### **6. ONGOING DIALOGUE AROUND IDEAL CUSTOMER PROFILES AND BUYING PERSONAS**

Both marketing and sales spend a lot of time trying to communicate with your potential or existing customers. But are they trying to reach the same people? Alignment around ICPs and buying personas makes sure neither department wastes time on companies that aren't interested in your offering.



# Lessons learned from the world's fastest GROWING COMPANIES

During outbound's period of greatness, the sales department at pretty much every company outnumbered the marketing department by far. As inbound grew, stronger marketing departments did the same and some companies came to only trust inbound activities to drive business to the company.

Today, the fastest growing companies in the world are doing both outbound and inbound, the frontrunners combining these two processes with a strong data-driven approach. By only doing outbound or inbound, you are missing out on growth opportunities.

Hubspot, Zenefits, Zendesk, Salesforce, Box and also we at Vainu are all examples of companies working with this smartbound strategy. You can see this just by looking at the recruitment ads out on these companies' websites, with positions for outbound sales and content marketers open.

Another trend among these companies is account-based marketing, ABM. This type of software is far from new, it was introduced already in the late 90s, but didn't really take off then. The main reason was that the technology to support ABM simply was not ready.

Now, when aligned, sales and marketing departments have access to more advanced technology including sales intelligence softwares that enables detailed target group identification, "micro-targeting", ABM is doing a strong comeback.

*"Today, the fastest growing companies in the world are doing both outbound and inbound."*

# HOW CAN TECHNOLOGY HELP?

A key to succeeding with smartbound is using modern technologies in smart ways. Using software that gives you access to the great amount of data available today, together with technologies that help you target your shortlisted companies with personalized messages, is smart.

We have chosen to categorize all sales and marketing softwares in four different categories. We've listed them and give examples of softwares in each category on the following page.





## ACCOUNT IDENTIFICATION

Account identification softwares help you do detailed company searches based on many different data points. This allows you to create smart target groups with companies suitable for your business.

**Vainu:** combines traditional company databases with information from big data. With a large number data points to base your company searches on you can find more qualified leads. The software also provides you with updates on key happenings within pre-defined target groups, informing you about what is going on with your existing customers as well as prospects. This helps you find out the best time to get in touch.

**LinkedIn Sales Navigator:** new LinkedIn Sales Navigator is a standalone tool that recommends lead contacts based on your past search history. With LinkedIn being business people's social media of choice, you can use LinkedIn Sales Navigator for both inbound efforts and to find outbound leads.

## SYSTEMATIC OUTREACH AND ABM

With great data comes great possibilities to personalize the experience you give every prospect and customer. Account based marketing tools and technologies backing up this type of software enable this to be done with less time and effort.

**Demandbase:** delivers targeted advertising to your key accounts wherever they are on the web. Demandbase collects data on everyone interacting with your content and gives you detailed analytics for your ads.

**Engagio:** a tool to orchestrate personalized marketing, sales, and success efforts to land and expand named accounts.

**Terminus:** enables B2B-marketers to target best-fit accounts, engage decision makers on their terms and accelerate marketing and sales pipeline velocity at scale.

**Salesloft:** Sales Engagement Platform that helps your team set and execute on a cadence of phone, email, and social communications so they can convert more target accounts into customer accounts.

## MARKETING AUTOMATION

This type of softwares help marketing departments to better categorize and evaluate leads and move them further along in the sales process.

**Upsales:** offers marketing automation, B2B advertising solutions and a detailed CRM system. With Upsales, you can track the result of both your marketing and sales work.

**Hubspot:** combines marketing automation, CMS, CRM and analytics. Hubspot helps you create customized targeted workflow for predefined buying personas and supports you with detailed real-time dashboards showing you the results of your sales and marketing efforts.

**Marketo:** combines marketing automation, account based marketing, CMS and analytics, helping you to take a full-circle approach on your lead nurturing and sales work.

## SALES INTELLIGENCE

Sales intelligence softwares make the whole sales cycle as smooth and efficient as possible and make sure you can track every action you benefit from tracking.

**Leadfeeder:** connects your website with your Google account and lets you know what company visits your website in real time.

**Get Accept:** e-sign your sales documents and track your sent documents to see if and when your proposal has been opened and how many unique views it has.

*“A key to succeed with smartband is using modern technologies in smart ways.”*

# SUMMARY

Smartbound is the smart combination of outbound and inbound efforts, both with a strong data-driven approach.

Since the 1950s, the way people buy has gone through great change – forcing the way we market and sell our products and services to do the same. As individual consumers, we are now used to targeted ads on social media and personalized emails in our inbox, just assuming the companies know our buying habits and needs almost as well as we do. For some time, B2B has been behind B2C in this better targeted sales development. However, the B2B field is now starting to catch up.

By looking at more data points than just behavioral data, both outbound and inbound can be used more efficiently. Through account identification techniques, data helps you find your ideal customer profile (ICP) and companies that match it. Later, marketing automation software and other analytics tools help you understand the behaviour of individuals within these companies.

If you find a correlation between a technology and a successful business deal, data will allow you to build well-focused target groups and personalize your marketing messages and sales activities to process the companies in it.

Smartbound is one of the main reasons why ABM has become popular now, almost 20 years after it was first introduced. With more data available and technologies like sales intelligence software backing up the result of ABM, this type of software is now used by most of the fastest growing companies in the world.



### **VAINU IN BRIEF**

Vainu is one of the fastest growing software companies coming out of the Nordics. Our SaaS software is the first B2B sales tool on the Nordic market that brings you better sales leads by enriching company databases with big data. Vainu helps your sales team identify future customers from millions of companies, and makes selling more fun. Our tool already has hundreds of customers in Finland & Sweden, and has been launched in Central Europe in spring 2016. In Q4 2016 Vainu will open up an office in the U.S.