



Webinar



Podcast



Event

B2B Growth Marketing: Hacking Your Way to Predictability

Tuesday 31st March 2020
15:00 PM

Please submit questions throughout

Cognism 

Our panel



Alice de Courcy
Head of Marketing, Cognism



Charlie Taylor
EMEA Marketing Manager, G2



Karla Rivershaw
Head of Marketing, Turtl

Agenda

Content plans – getting to page
1 on Google

Team structures
& roles

Campaign
Top tips

1

2

3

4

5

6

7

Channel testing &
optimisation

Low hanging fruit & MVP
marketing

Sales alignment

Tech stack



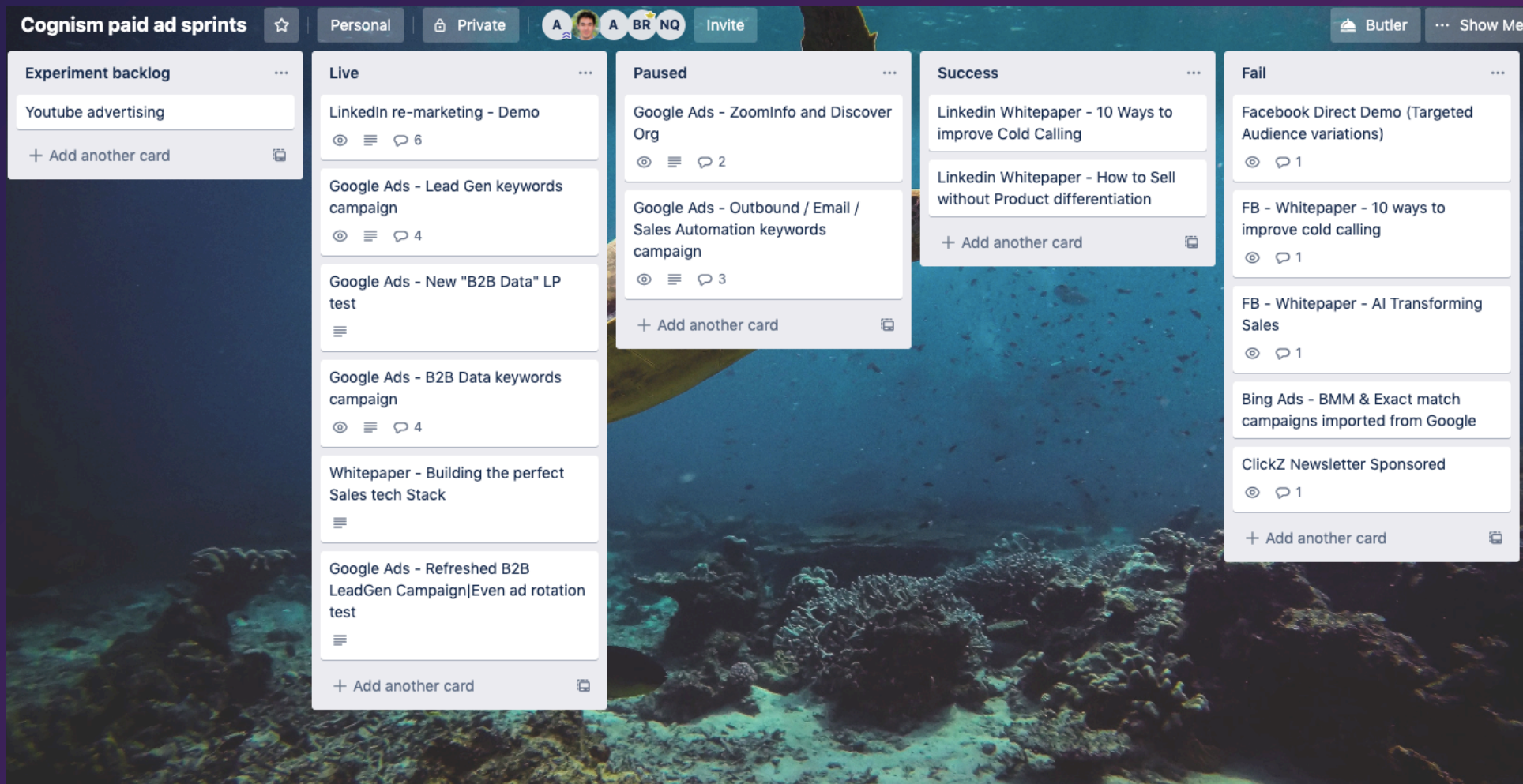
1. Channel testing & optimisation



Define the results you want to drive:

- Blended CPA under \$1500 = good
- Blended CPA under \$1000 = better
- CPL under \$25
- Conversion rate of SQO:CW on direct inbounds of 30%

Conduct tests in a structured way



Example test structure

Description

Edit

Launch Zoominfo & Discoverorg comparison campaigns

Feedback

Hypothesis:
We can capture Google leads at a cost below £200 based on historic data from Zoominfo ads

Design:
Create two bespoke comparison landing pages, with the Demo form at the bottom.

Duration:
2 weeks, starting 11th June - run only on working days

Budget:
\$100 / day / campaign -1000 USD budget

Activity

Show Details

A Write a comment...

A alicedecourcy 30 Jun 2019 at 11:20 (edited)
2 demos
both converted to MB
both converted to opps at value of £750 MRR
cost per demo = 253
cost per meeting booked =253
cost per opp = 253
Campaign cost = 506

1 Edit - Delete

andrei 22 May 2019 at 17:01
Pages:
<https://cognism.com/zoominfo-vs-cognism>
<https://cognism.com/discoverorg-vs-cognism>
d-discover-org# to be connected still

Join

Feedback

ADD TO CARD

Members

Labels

Checklist

Due Date

Attachment

Cover

POWER-UPS

Get Power-Ups

ACTIONS

Move

Copy

Make Template

Watch

Archive

Share

Google Ads - Outbound / Email / Sales Automation keywords campaign

in list Paused

SUGGESTED

Join

Feedback

ADD TO CARD

Members

Labels

Checklist

Due Date

Attachment

Cover

POWER-UPS

Get Power-Ups

ACTIONS

Move

Copy

Make Template

Watch

Archive

Description

Edit

Hypothesis:
We can capture Google leads at a cost of around £330 optimising bidding for 2nd / 3rd search position and optimising landing pages for conversion on these specific search terms. We have also optimised keywords and will be bidding only on exact match.

Design:
Create a bespoke landing page for sales automation

Duration:
2 weeks, starting 25th June - run only on working days

Budget:
\$100 / day / campaign -1000 USD budget

Activity

Show Details

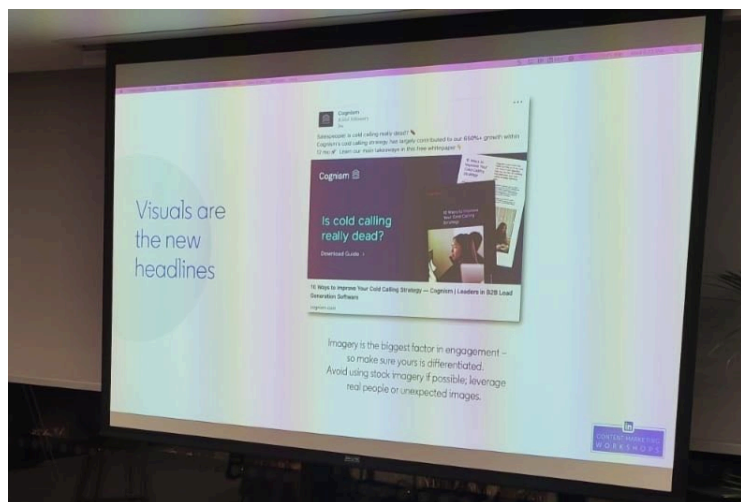
A Write a comment...

A alicedecourcy 30 Jun 2019 at 11:31
Campaign cost - 38.79
0 conversions. Need to look at optimising our bids to increase amount they are shown @andrei99163077


Edit - Delete

andrei 7 Jun 2019 at 16:25
Landing page format ready.
Outstanding:

Testing drives results



Salespeople! Is cold calling really dead? 🍌
Cognism's cold calling strategy has largely contributed to our 650%+ growth within 12 mo 🚀 Learn our main takeaways in this free whitepaper 📌

Cognism 

Is cold calling really dead?


Download Guide >

Cold Calling Strategy Whitepaper | Cognism
cognism.com

👍 🥰 📌 301 · 85 Comments

Reactions

Like Comment Share Most Relevant ▼

Add a comment... 

Nick Thomas • 2nd 4mo ...
2020 - SAP Business One, Sage X3 & Power I all looked after & sup...
Unfortunately for most people posting so far (who don't like sales / marketing calls) cold calling / prospecting - Is pound for pound the best return on marketing ergo sales investment across the board.

What we tested:

1. Ad headline
2. Creative
3. Ad copy + length

What we learned:

1. Addressing the audience works
2. Controversial statements lead to engagement which LinkedIn loves. Social proof = reach
3. Short copy – under 150 words



2. Content plans: getting to page 1 of Google



Key tips – justifying a 40,000 word content project

- Plan content ahead of time – H1/H2
- Base content plan on SEO research and goals
- Don't hold back all the value upfront
- Set the foundations: manageable and varied content pieces
- Deliver value as you go: litmus test for popularity
- Early bird promotions of gated content

Example content plan: project page 1

Commercial objective (\$\$\$): increase Cognism MRR month/month by growing customer base

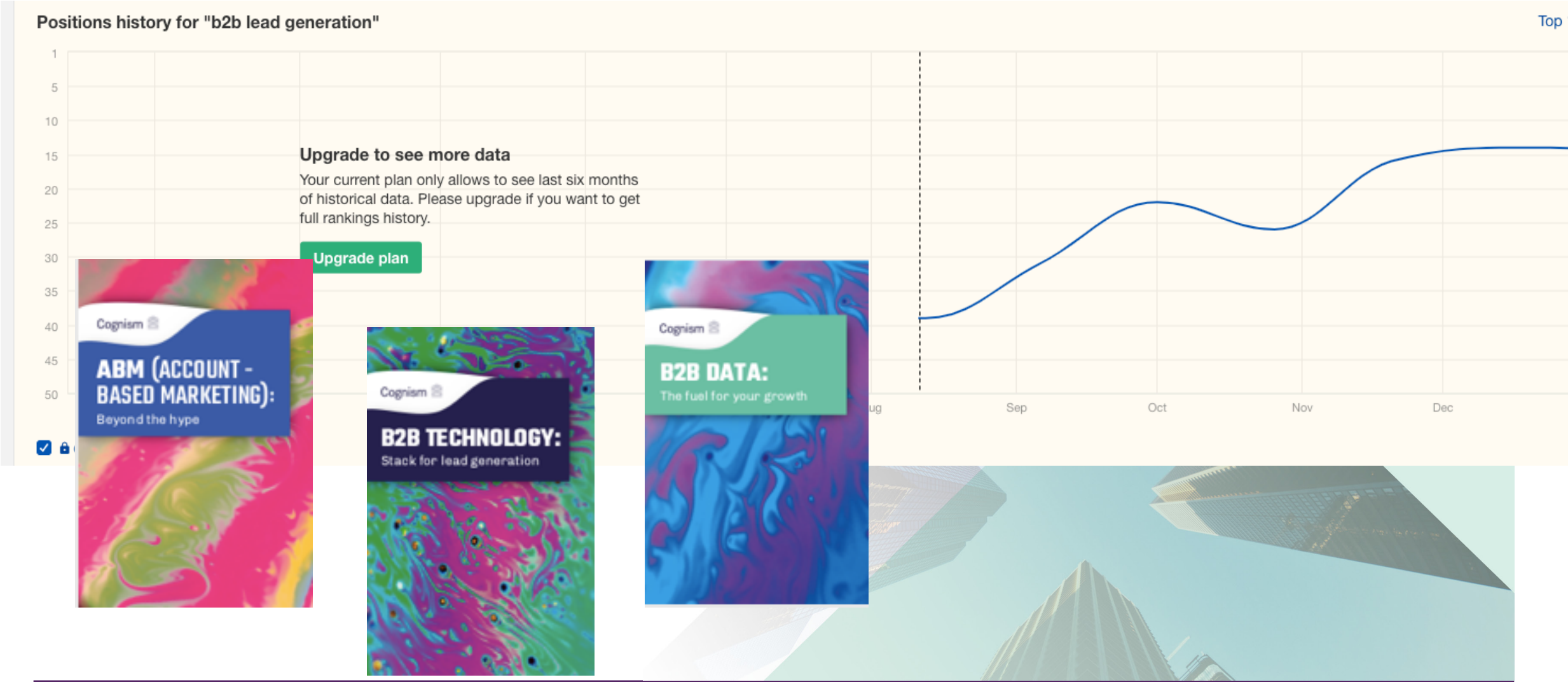
B2B lead generation (big rock)

Outbound	ABM	Technology	Data	Lead Generation
Objection handling playbook [whitepaper]	6 Steps to getting started with ABM [blog]	How AI technology can help you scale your business [whitepaper]	B2B marketing KPIs: what to track [spreadsheet]	Growth hacking: what it is and how to get started [blog]
5 sales emails that get responses [video + blog]	ABM: what to track [infographic]	B2B marketing: how to build the right technology stack [list of tools]	B2B data <u>cheatsheet</u> : a simple guide to b2b data [infographic]	How to use content to close deals [blog]
Top cold calling scripts [templates]	ABM: planning template [template]		Tops tips for data enrichment [blog]	Scaling a sales team: a guide for B2B sales leaders [whitepaper]
Cadence template: sales leader [template]	ABM: a complete guide [playbook]		How to run a b2b marketing experiment [blog]	5 metrics B2B SaaS marketers should measure [playbook]

Key tactics for your pillar page

- URL & title of the page should be a question
- The para of the page should answer this question
- The page should have subheadings throughout
- 2000 words or more
- Anchor links used within the page for easy navigation
- Embed YouTube videos within the page – 53x more likely to get on page 1 with a video embedded on the page – ideally near the top
- Include a link to the pillar page in all relevant subtopic pages
- Identify any pages that need to be ungated
- Full schema mark-up of the page

The results





3. MVP & low hanging fruit

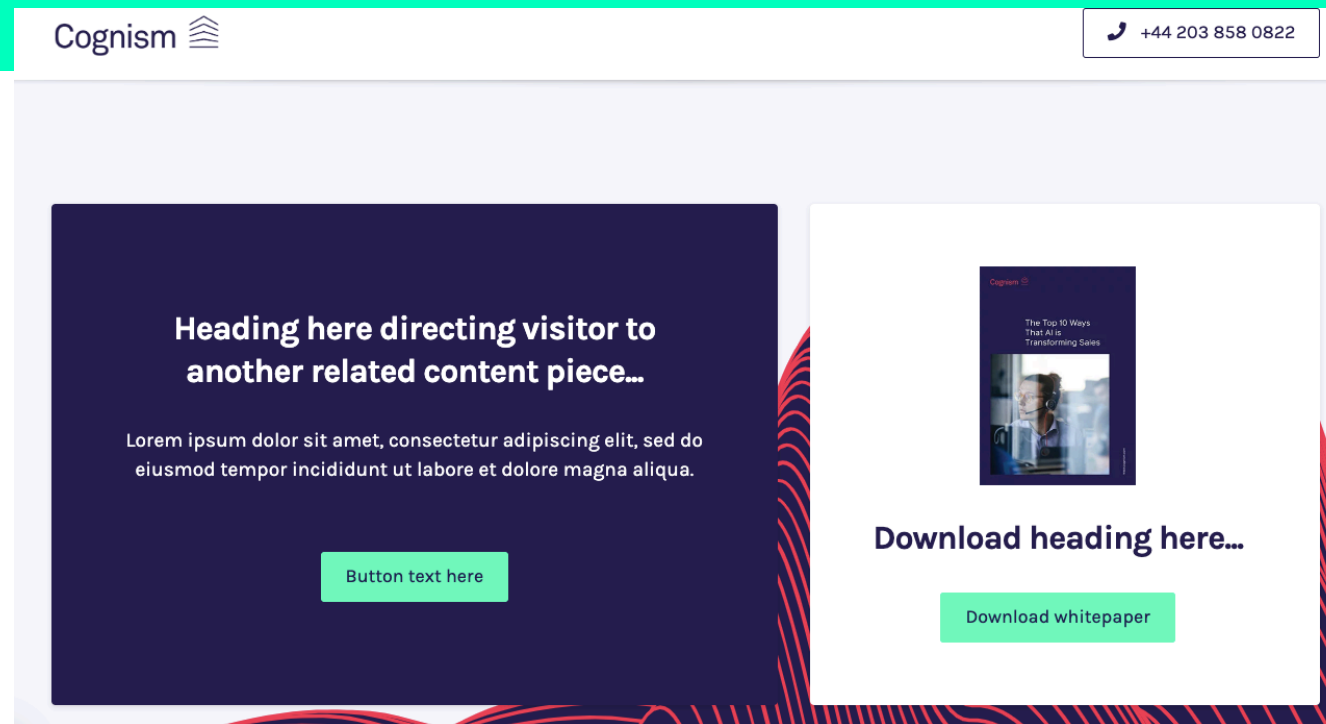


MVP – not just for product teams

- Start-up & scale-up marketing is all about ensuring you maximise resources in the right areas
- Some examples of MVP in action:
 - Offer early bird sign ups for a content piece – set targets and act
 - Create a post and share it on LinkedIn – ask people to comment for access
 - Write a blog post or a template before a whitepaper

Low hanging fruit

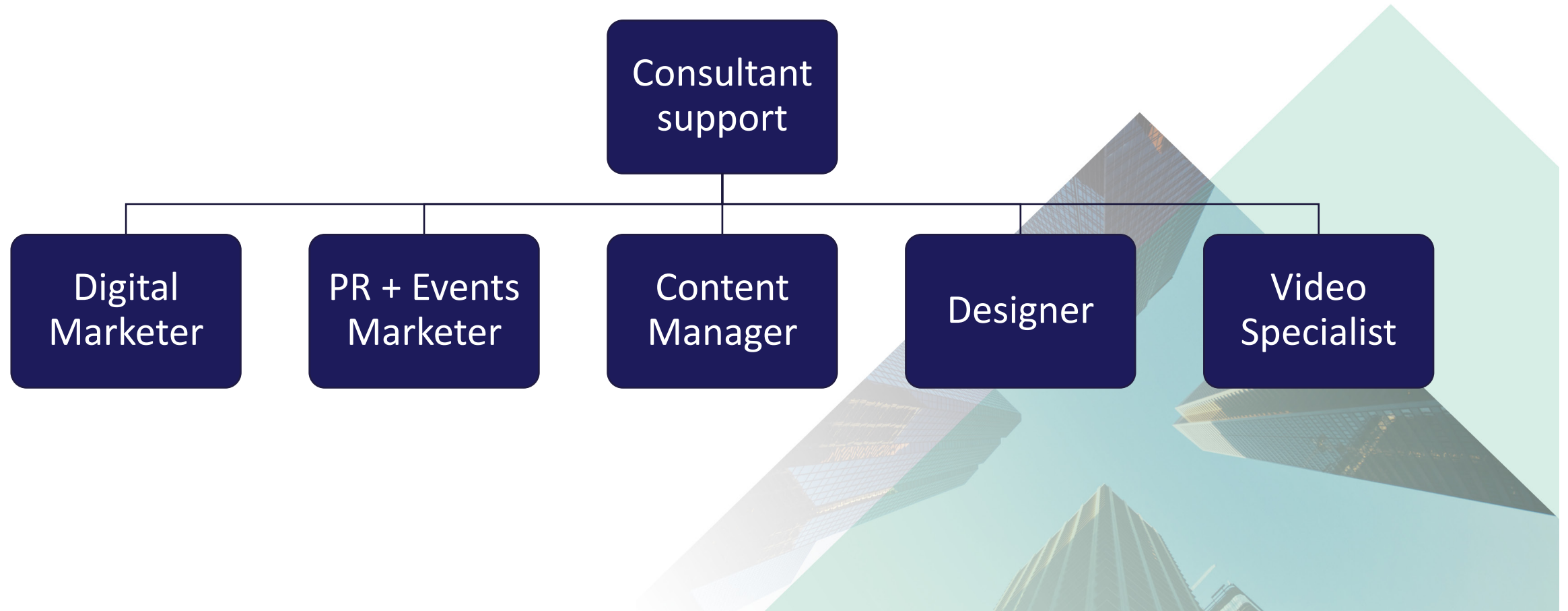
Plan a lead journey for continued engagement



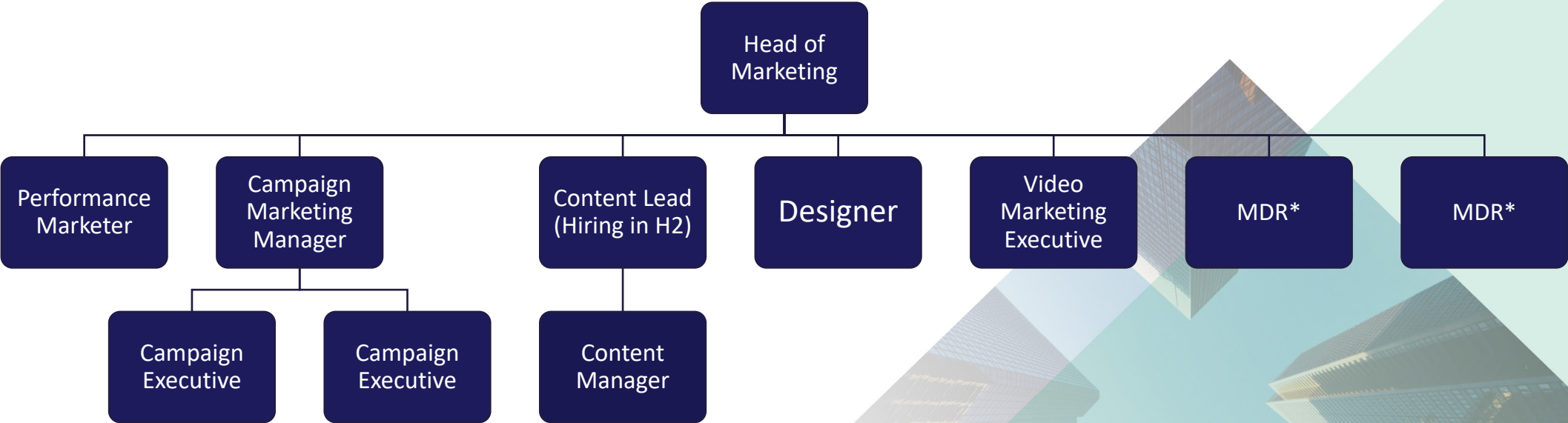


4. Team structures & roles

Cognism: before



Cognism: current team structure



Key insights:

- Campaign focused roles introduced
- Reduced specialization/niche's
- MDR role created
- Optimise paid acquisition channels, globally, by having dedicated resource here
- Doubling down on campaign focus to drive leads and drive down CPA
- Doubling down on content
- Limited scaling of enablement roles
- Focused sales role for dealing with marketing demand



5. Sales alignment



Sales alignment – things to consider

- Call yourself a revenue team
- Measure your team and your success in the same way
- Have roles that work closely across both teams: MDR
- Walk a day in each other's shoes
- Take time to share and explain – over communicate
- Remove unnecessary barriers
- Celebrate all wins
- Incentivize in the same way





6. Campaigns: top tips



Top tips

- Test new channels
- Set clear goals and measure against these regularly
- Spend time brainstorming as a team
- Clear messaging, timescales and creatives throughout
- Combine 'always on' with 'spotlight'
- Overcommunicate with the rest of the business
- Reporting processes set-up
- Don't re-invent the wheel



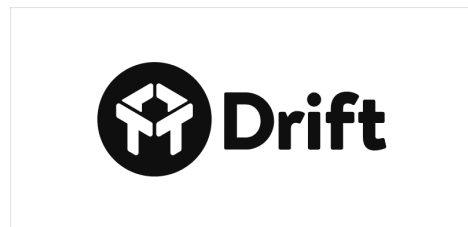
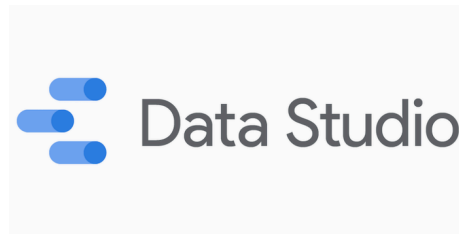
The Marketing Campaign Process





7. Technology for scale

Tech stack example



Useful resources

[Content marketing: your guide to measuring success](#)

[The ultimate guide to hacking B2B lead generation](#)

[5 ways to spy on your competitors: Turtl](#)

[How to launch the world's greatest marketing campaign](#)

For more resources on B2B Marketing and Lead
Generation, visit: cognism.com/blog

Any questions?

This webinar has been recorded.
A link will be sent out later along with a copy of the
slides.

For more resources on scaling marketing, visit:
cognism.com/blog