

*Search Engine*  
**STRATEGIES**  
CONFERENCE & EXPO®

# B2B Tactics

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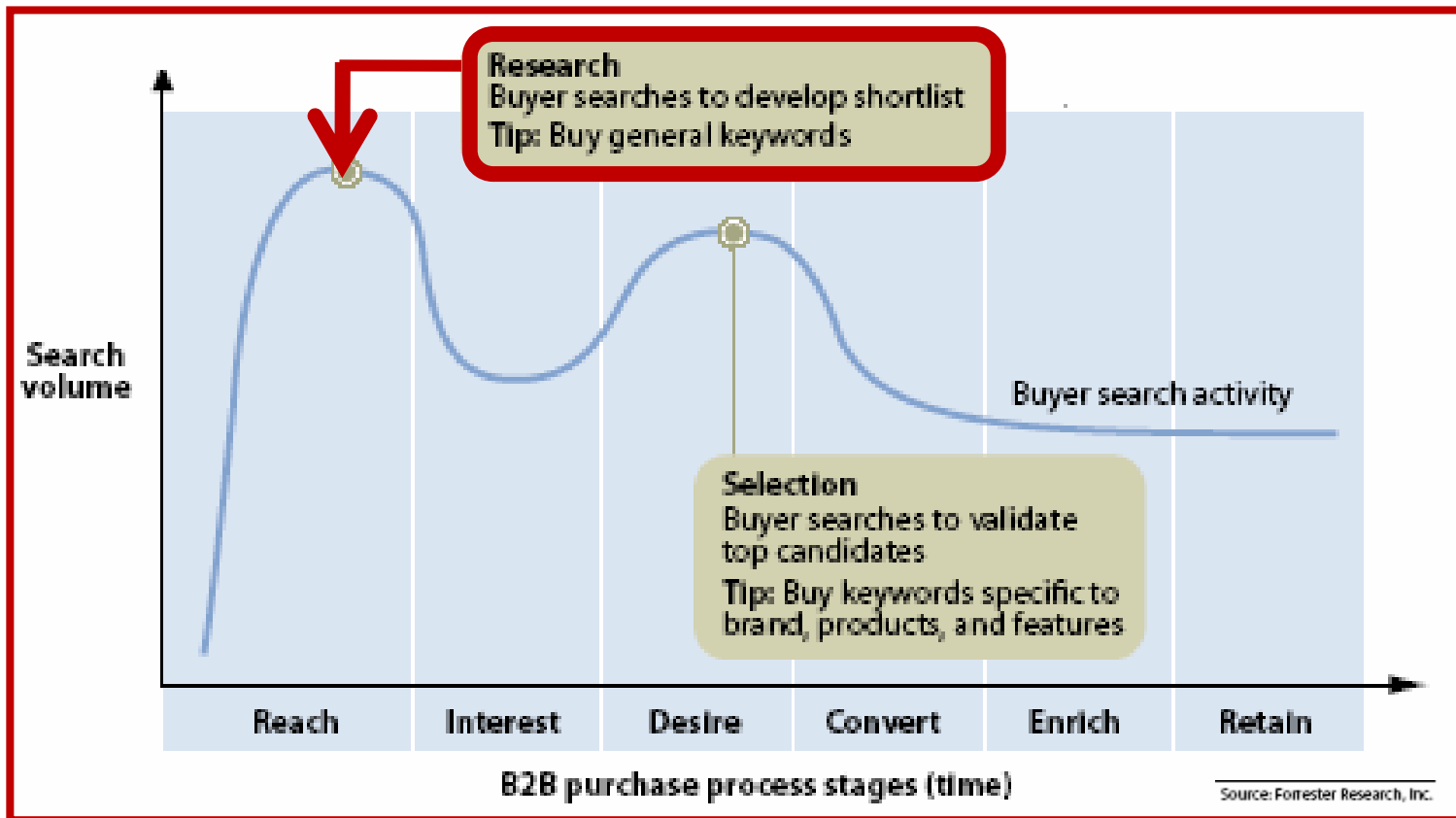
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# 8 TIPS for B2B Search Advertisers

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1. Reach prospects early in the buying cycle
2. Focus and align ad copy
3. Pre-qualify clickers
4. Create landing pages and microsites
5. Test pages continuously
6. Offer multiple action options
7. Simplify registration forms
8. Implement a lead nurturing process

# Reach Prospects Early in the Buying Cycle



# Align Copy with Search Query

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- Align ad copy with search query.
  - Modify copy across buying cycle.
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# Pre-Qualify Clickers

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- Address your specific target audience.
  - Specify who should/shouldn't click
- 

## Software Reseller

Microsoft Dynamics software.  
Download free resource kit.

## Microsoft Dynamics

**CRM software provider. Serving  
Fortune 2000 in Southern USA**

## IT Outsourcing

Find out if IT Outsourcing  
is right for your company.

## Nationwide IT Outsourcing

**Serving firms with 20 - 300 users  
Take self assessment survey.**

# Create Streamlined, Focused Microsites



## Scarborough Research

### Retail Solutions

### A Fresh Look into your customers

Scarborough Research measures lifestyle and shopping patterns, media behaviors, and demographics of American consumers – on a local, regional and national level.

#### Fast Food Environment

Persons within the Tuley Park trade area are heavy fast food eaters (53% have eaten fast food at least 6+ times during the past 30 days) have eaten fast food 30 or more times and they are 33% over the average person in the Chicago market.

McDonald's	64.7
Burger King	37.7
Subway	35.1
Dunkin' Donuts	33.9
Taco Bell	33.4
Wendy's	32.4
KFC	30

Target % = Index

#### Trade Area Definition



#### Customer Targeting

The trade area surrounding the Tuley Park location consists of men/women either live or work in the selected ZIP Codes. While predominantly white, the trade area is relatively ethnically diverse. Persons in the trade area are relatively affluent with a household income of \$50K+ and 25% in excess of \$100K. They are employed in sales, professional and office related occupations. 3 in 5 do not have a child present within.

Age Range	16.0%	HHLD Income
18 - 24	15.5%	Less than \$25,000
25 - 34	19.3%	\$25,000 - \$49,999
35 - 44	19.3%	\$50,000 - \$74,999
45 - 54	12.7%	\$75,000 - \$99,999
55 - 64	16.0%	\$100,000 - \$149,999
65 +	16.0%	\$150,000 - \$249,999
		\$250,000 or more
Race/Ethnicity		Marital status
White	73.4%	Married
Black/African American	11.6%	Never married (inc)
Asian	2.8%	
Hispanic	9.8%	Kids by Age
Gender		Age under 2
Male	54.5%	Age 2 - 5
Female	45.5%	Age 6 - 11
Level of education		Age 12 - 17
College graduate	20.0%	Occupation summary
Some post graduate	1.5%	White collar
Post graduate degree	6.4%	Blue collar

### What Scarborough Research Can Do For You



### Download Free Sample Retail Reports



-  **Consumer Intelligence Report**
  - Scarborough's STARReport provides consumer intelligence by trade area.
  - Detailed analysis within a 10 mile radius of a particular location.
  - Demographics, shopping behaviors, marketing promotion data, more.
  - Marketing recommendations at the individual store level.
-  **Wal-Mart vs. Target Competitive Analysis**
  - Shopping pattern comparisons across local markets.
  - Compare online behavior, demographics and cross-shopping behavior.
-  **Brand Awareness and Loyalty**
  - See how Wal-Mart's Brand Loyalty Varies by Shopper Category and Local Market.
  - Comparisons of leading retailers in terms of brand loyalty.

**Fill out the form below for instant access to the Sample Retail Reports**

**Full Name**

**Email Address**

**DOWNLOAD NOW >**

**Phone Number**


**Ext**

**Company Name**

\*All Field are required

\*We will NEVER spam, sell, or trade your personal information. [Privacy policy](#)

# Focused on Specific Solutions



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Learn how your company can become more **profitable, productive, competitive** and **secure**.

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Learn how Microsoft CRM and Tribridge helped CrossMark to measure call center effectiveness, gain insight into recurring issues, and automate workflow.

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See how Microsoft Dynamics CRM QuickStart Sales Solution can improve the way your company targets new customers and drive sales activity.

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Comprehensive overview highlighting benefits and capabilities of the Microsoft CRM QuickStart Sales Solution.

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# Focused on Each Search Query



**EPICOR.**  
The leader in ERP software

**Enterprise Resource Planning (ERP)**  
Integrated ERP solutions for mid-market service & manufacturing industries.



**Designed to help you**

- Win Business
- Improve Overall Efficiency
- Reduce Operating Costs
- Streamline Your Financial Operations

**VIRTUAL TOUR**

Learn more about Enterprise Solutions from this informative Virtual Tour

**START VIRTUAL TOUR ▶**

Epicor provides a comprehensive suite of enterprise resource planning (ERP) solutions for mid-market service & manufacturing industries.



# Another Search Query



**EPICOR.**

**Enterprise Service Automation (ESA)**

... Global 1000

**Designed to help you**

- Win Business
- Staff Your Projects
- Manage Service Engagements
- Streamline Your Financial Operations

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Epicor for Service Enterprises is an industry- defining **ESA** solution designed expressly for midmarket service organizations.

# Test Page Elements



## Landing Page A

(Registration form on internal page)

Visitors	Registrations	Conv Rate
386	21	5.44%
Visitors	Registrations	Conv Rate
411	7	2.19%



## Landing Page B

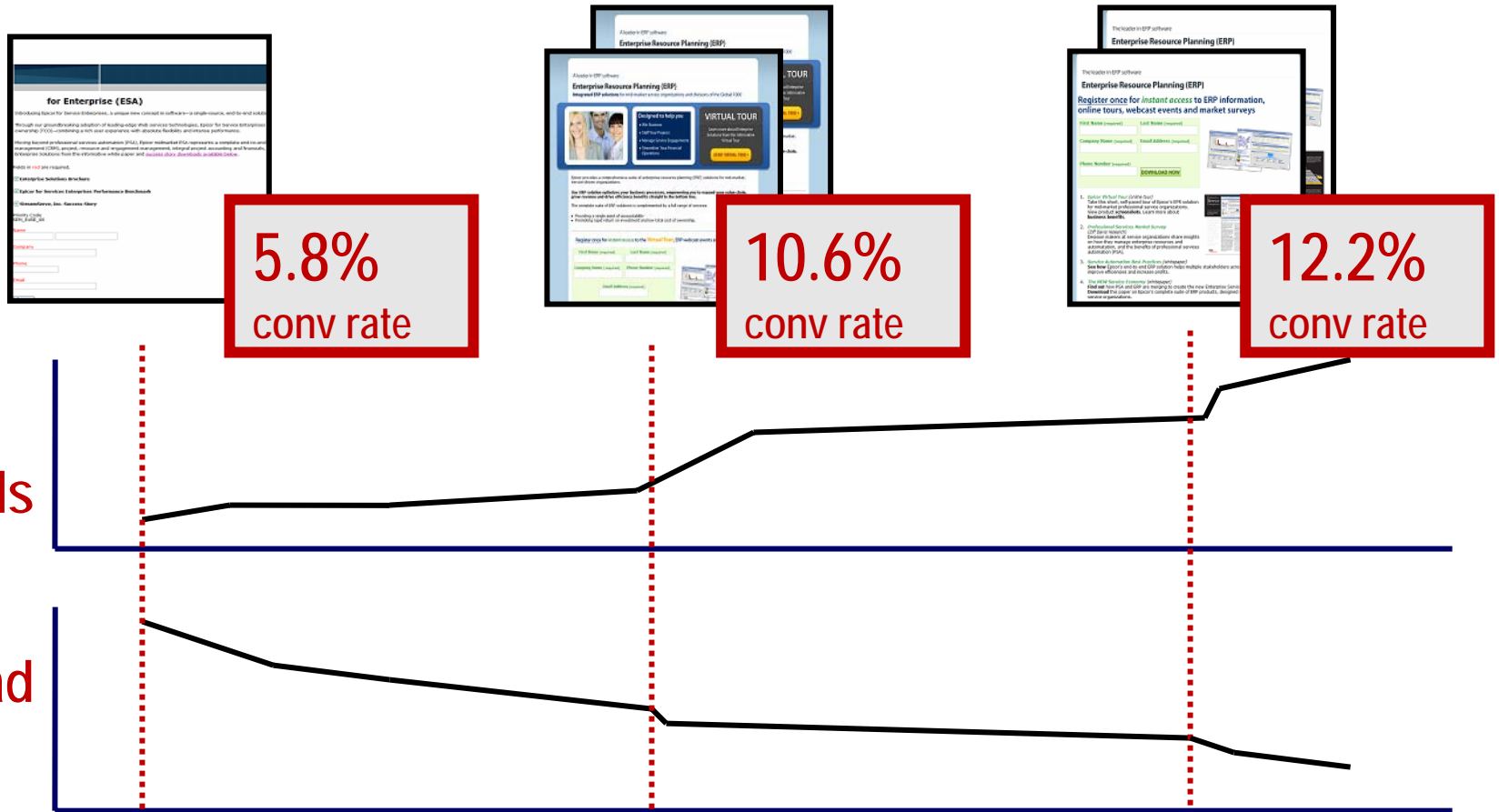
(Registration form on landing page)

# Recommended Elements to Test


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- Page **layout**
- **Images**
- **Benefit** statements
- Action **triggers**
- **Names** and descriptions of downloadable assets.
- Registration form **placement**
- Registration form **fields** (required and optional)

# Track/Improve Results



# Offer Action Options




**Alpha Five is the **right** database solution for you  
— and we can prove it!**

Want to build desktop or Web applications the easy way? Alpha Five Version 7 is just what you're looking for.

Whether you're a power-hungry, hard-core database programmer, or a total novice who wants to build a simple database fast, you've come to the right place.

But don't take our word for it. Click in one of the boxes below and let us prove that Alpha Five Version 7 can help you put data where you really need it.

**At your fingertips.**

**Primary Conversion** → **DOWNLOAD THE TRIAL**  
CLICK HERE  
to download the trial version. 

**Secondary Conversions** ←

# Test Secondary Actions

	Conversion Rate	# Conversions
PRIMARY Conversion: <b>Software Download</b>	15.5%	2,325
SECONDARY Conversions: <b>Webinar Registration</b> <b>Product Tour</b>	4.8%	720

Increased total volume of inquiries by **30%** by adding a secondary action

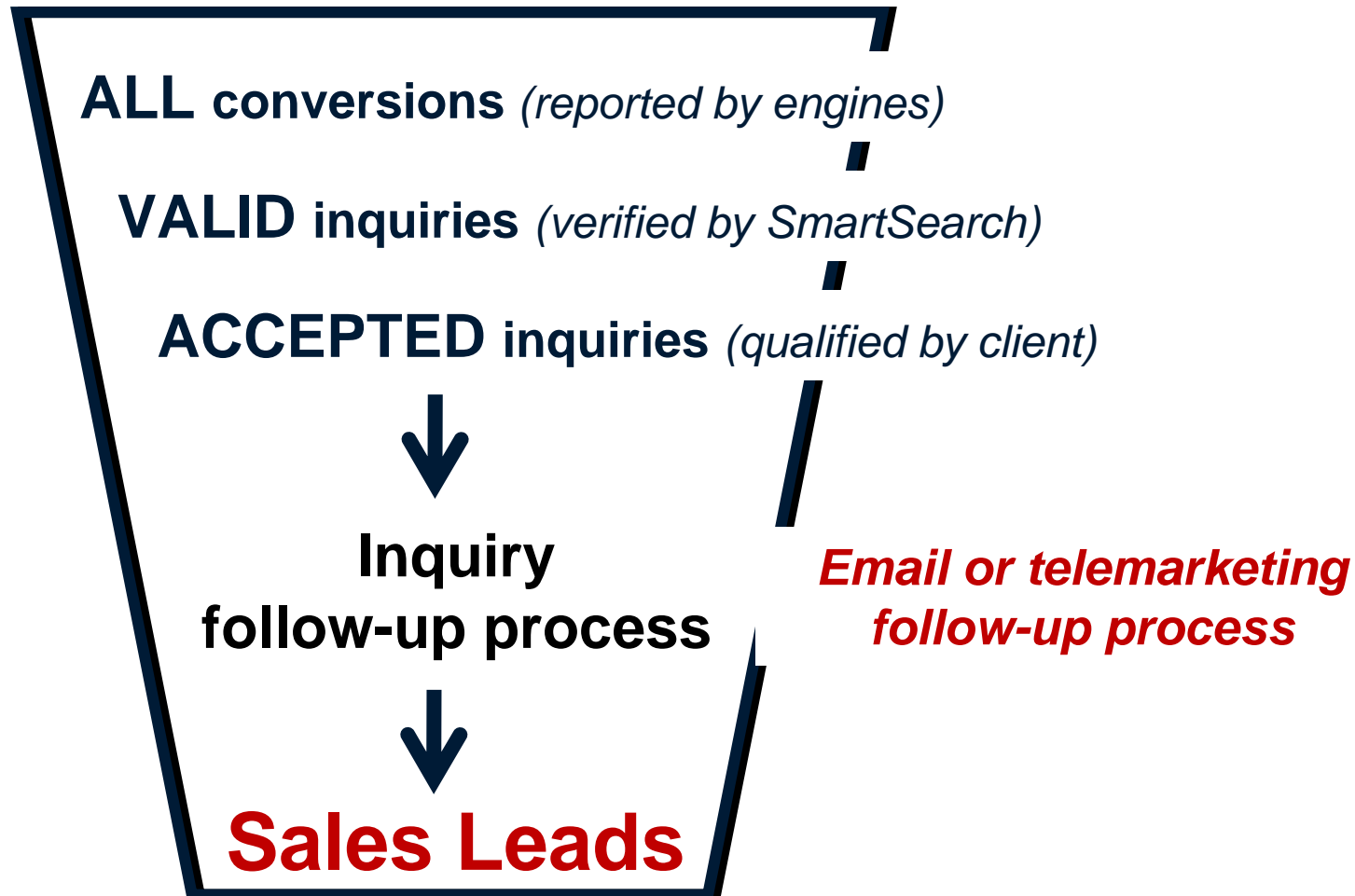
# Simplify Registration Forms

	Conversion Rate
Original Registration Form <b>15 fields</b>	5.5%
Registration Form Test #1 <b>5 fields</b>	9.8%
Registration Form Test #2 <b>2 <u>required</u> fields</b> , 5 optional fields	15.5%

Balance  
volume of  
 inquiries with  
 degree of  
qualification.

# Implement a Lead Qualification Process

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