B2B Tactics

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8 TIPS for B2B Search <u>Advertisers</u>

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

Source: Forrester Research, Inc.
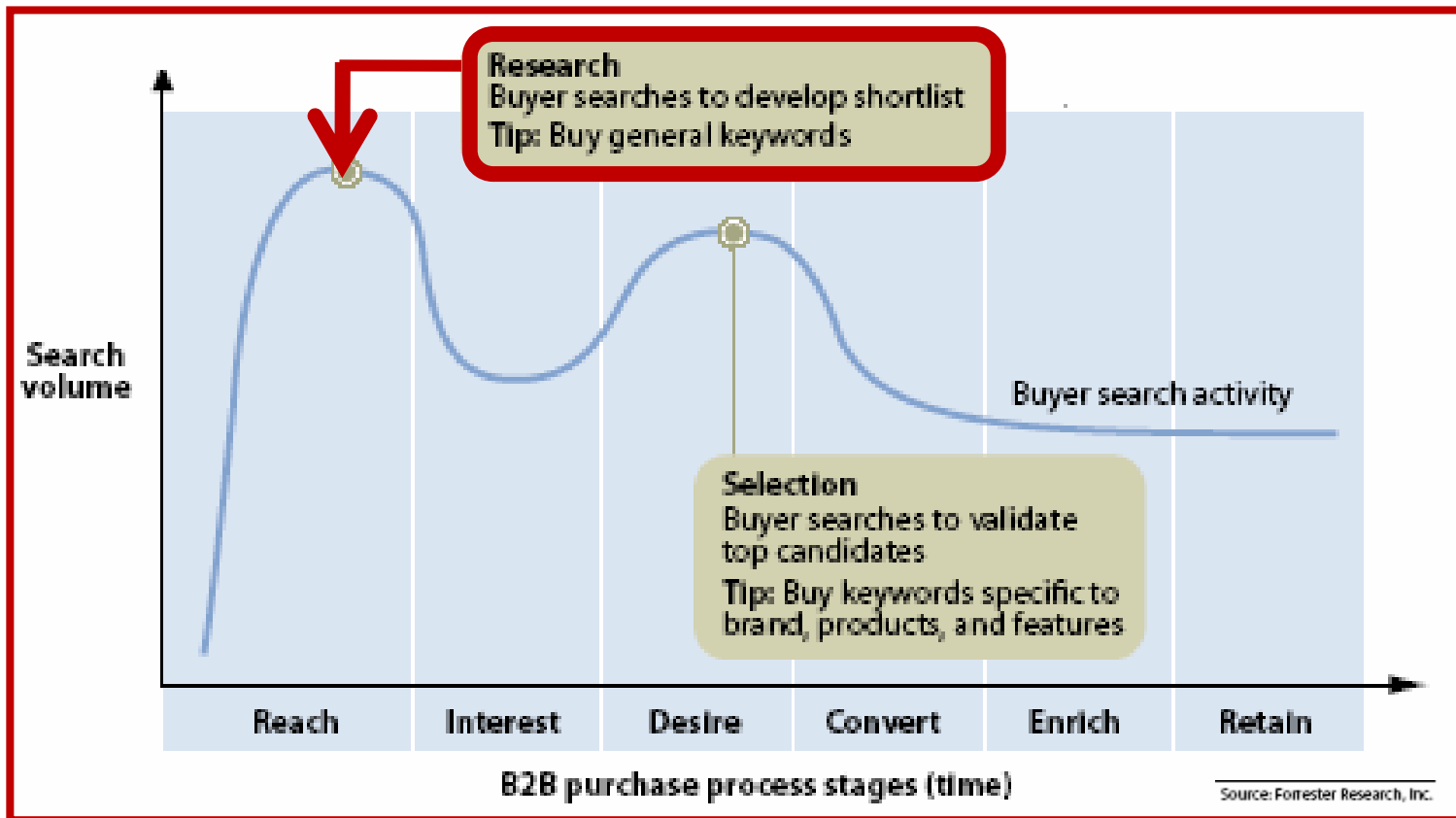
Align Copy with Search Query

- Align ad copy with search query.

- Modify copy across buying cycle.

| laptop computer | laptop information | laptop user reviews | IBM laptop models | IBM ThinkPad T61 |

Laptop Information
Overview of laptop features
Buying tips. Avg price
ranges.
www.Laptop.com

Laptop Reviews
Compare top laptop brands.
User & professional reviews.
www.Laptop.com/Reviews

IBM Laptops
Compare IBM laptop models.
Purchase prioritization chart.
www.Laptop.com/IBM

ThinkPad Store
ThinkPad online discounts.
Free shipping. In stock now.
www.Laptop.com/ThinkPad

Pre-Qualify Clickers

- 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

Focused on Specific Solutions

Focused on Each Search Query

Another Search Query

Test Page Elements

Landing Page A

(Registration form
on <u>internal</u> page)

Visitors	Registrations	Conv Rate
386	21	5.44%

Landing Page B

(Registration form
on <u>landing</u> page)

Visitors	Registrations	Conv Rate
411	7	2.19%

Recommended Elements to Test

- 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

5.8% conv rate

10.6% conv rate

12.2% conv rate

Leads

Cost/Lead
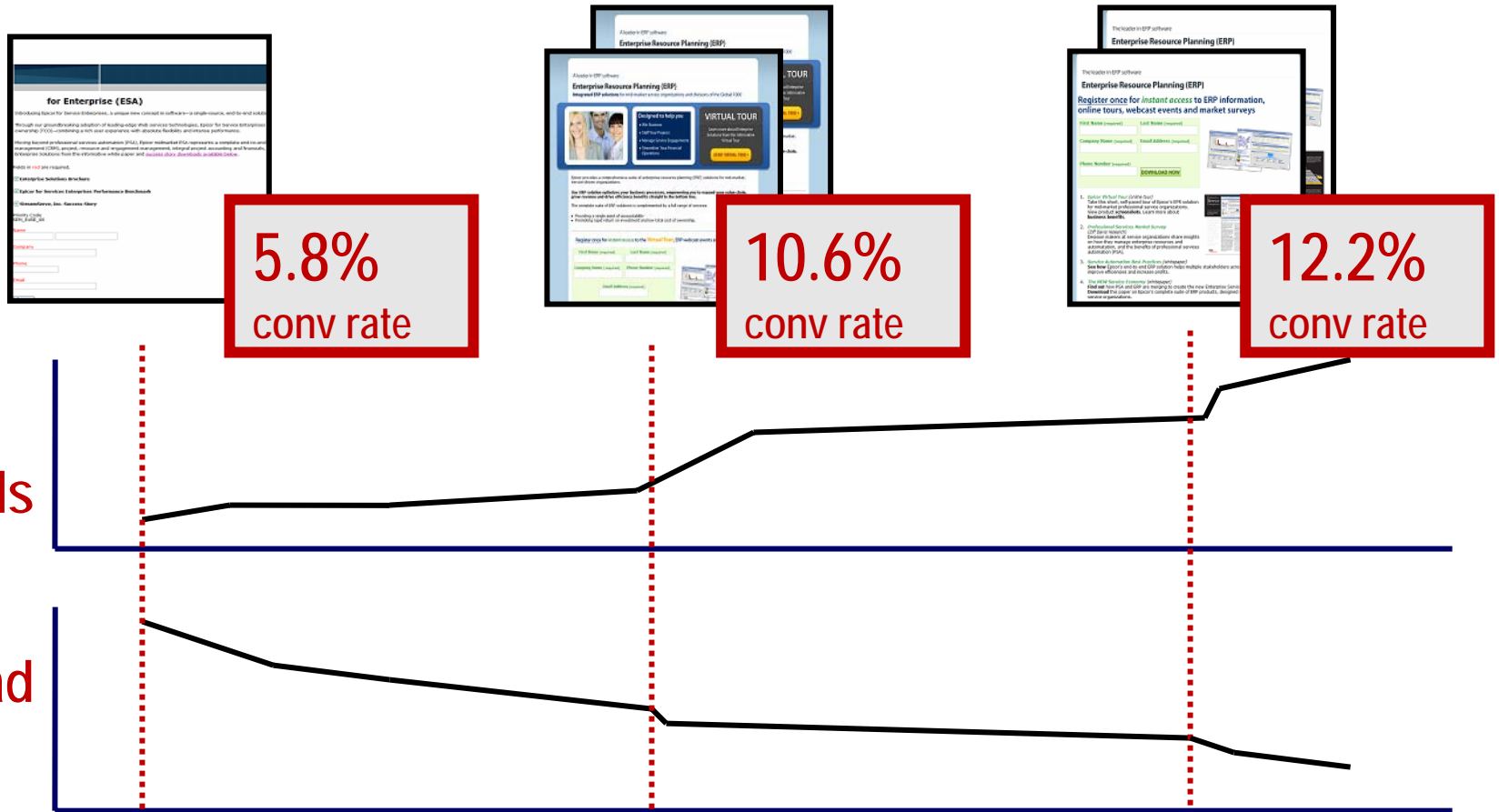
Offer Action Options

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
Conversio
n

DOWNLOAD THE TRIAL
CLICK HERE
to download the trial version.

Secondary
Conversions

Test Secondary Actions

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

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

Simplify Registration Forms

	Conversion Rate
Original Registration Form 15 fields	5.5%
Registration Form Test #1 5 fields	9.8%
Registration Form Test #2 2 required fields, 5 optional fields	15.5%

Balance **volume** of inquiries with degree of **qualification**.

Implement a Lead Qualification Process

ALL conversions *(reported by engines)*

VALID inquiries *(verified by SmartSearch)*

ACCEPTED inquiries *(qualified by client)*

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**Inquiry
follow-up process**

*Email or telemarketing
follow-up process*

↓

Sales Leads
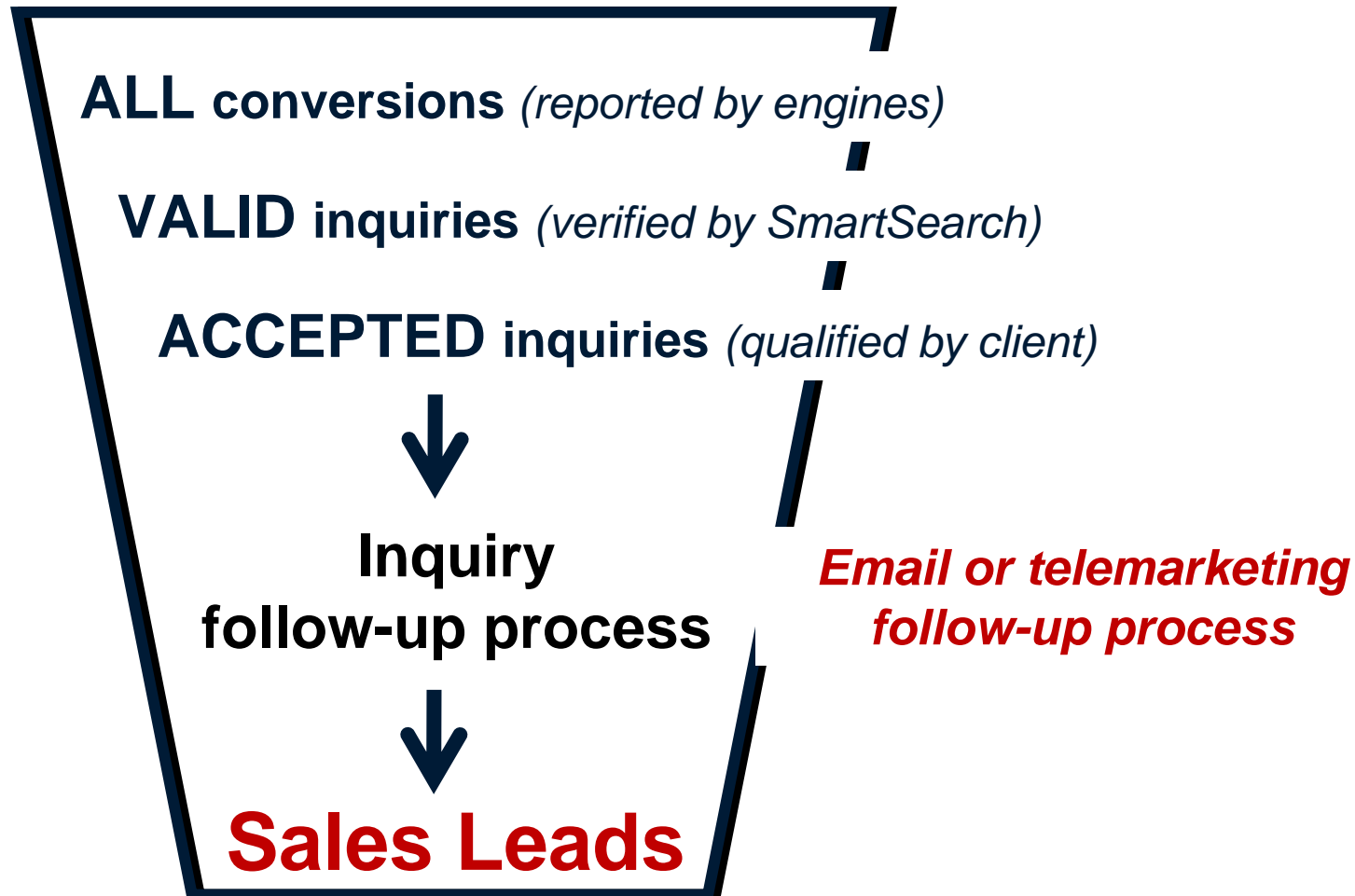
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