The Three Digital Marketing Pillars for B2B Business Owners

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First Campus
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sph
buzz
Convenience Store
PAN PACIFIC
HOTELS AND RESORTS
PARKROYAL
HOTELS & RESORTS
NetApp
SIM
GLOBAL EDUCATION
A Member of the SIM Group
SINGAPORE POLYTECHNIC
SP
Microsoft
MOUNT ELIZABETH
MEDICAL CENTRE
Gleneagles
PENANG
SPECIALIST
DENTAL
GROUP
Coca-Cola
Adval
CRABTREE & EVELYN
LONDON
Temasek
POLYTECHNIC
HOUSING & DEVELOPMENT BOARD
iDA
SINGAPORE
People's Association
SINGAPORE
Agency for Science, Technology and Research
MoolahSense
HWACHEON
BOSCH
Invented for life
Ministry of Communications and Information
THE ARTS HOUSE
72 Companies and 4,500 trainees in 6 years
EAGLE BRAND
c. 1920
brother
at your side
LINHART GROUP
CEO Counselors, Board Advisors & Executive Mentors
mccy
Ministry of Culture, Community and Youth
BEST ELECTRICITY
A PRIME GROUP COMPANY
THOMSON
SWEET & MAXWELL
ECOLAB
GoodAire
CXS
SHAWS
LITTLE LEAGUE
SHAWS
BOLE
BUSINESS SERVICES
AVENTIS
SCHOOL OF MANAGEMENT
NGEE ANN
POLYTECHNIC
KAPLAN
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INTERNATIONAL
RealEstateDoc
Preschool 360
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Rabobank
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Conversion — How to Build a Highly Converting Website

What is Conversion Rate Optimization (CRO)?

Conversion Rate: *Percentage of your visitors who hit a certain goal after going through piece of content on your channel.*

From this, we can define **Conversion Rate Optimization** as follows:

Conversion Rate Optimization: The art and science of using a variety of techniques and tools to improve the conversion rate of a website, email, social media page, or other marketing channel.

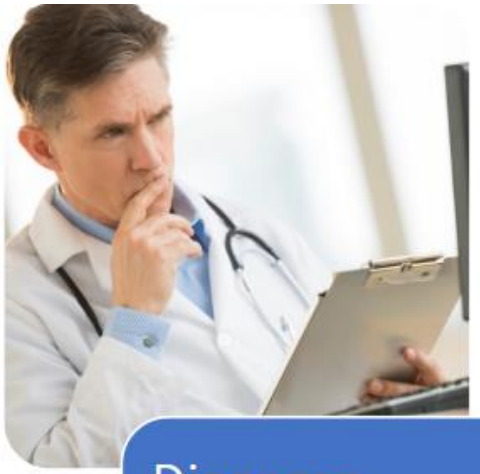
Why CRO Works

- Converts more of visitors into customers.
- Increases conversion rate to improve profits more than growing your topline revenue
- Improve traffic to your website
- Few companies use CRO techniques—hence you'll enjoy a first-mover advantage!

Visitors x Conversion Rate x Customer Lifetime Value = Revenue

DiPS: A Three-Step CRO Technique

DiPS = Diagnose → Problem → Solution



Diagnose

- Use online tools to analyse web problems
- Conduct User Studies

Problem

- Identify the problem areas (blockages)
- Narrow down into types eg design, content, and pages

Solution

- Apply the best practice to improve problem areas
- Test and evaluate with previous results

How to Analyse Your Website Problems

1. Web Analytics
2. Click Maps/ Heat Maps
3. Session Recording Tools
4. Form-analytics Software
5. Conduct Survey
6. Method Marketing
7. Do a User Test
8. Study Competitors

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1. Web Analytics

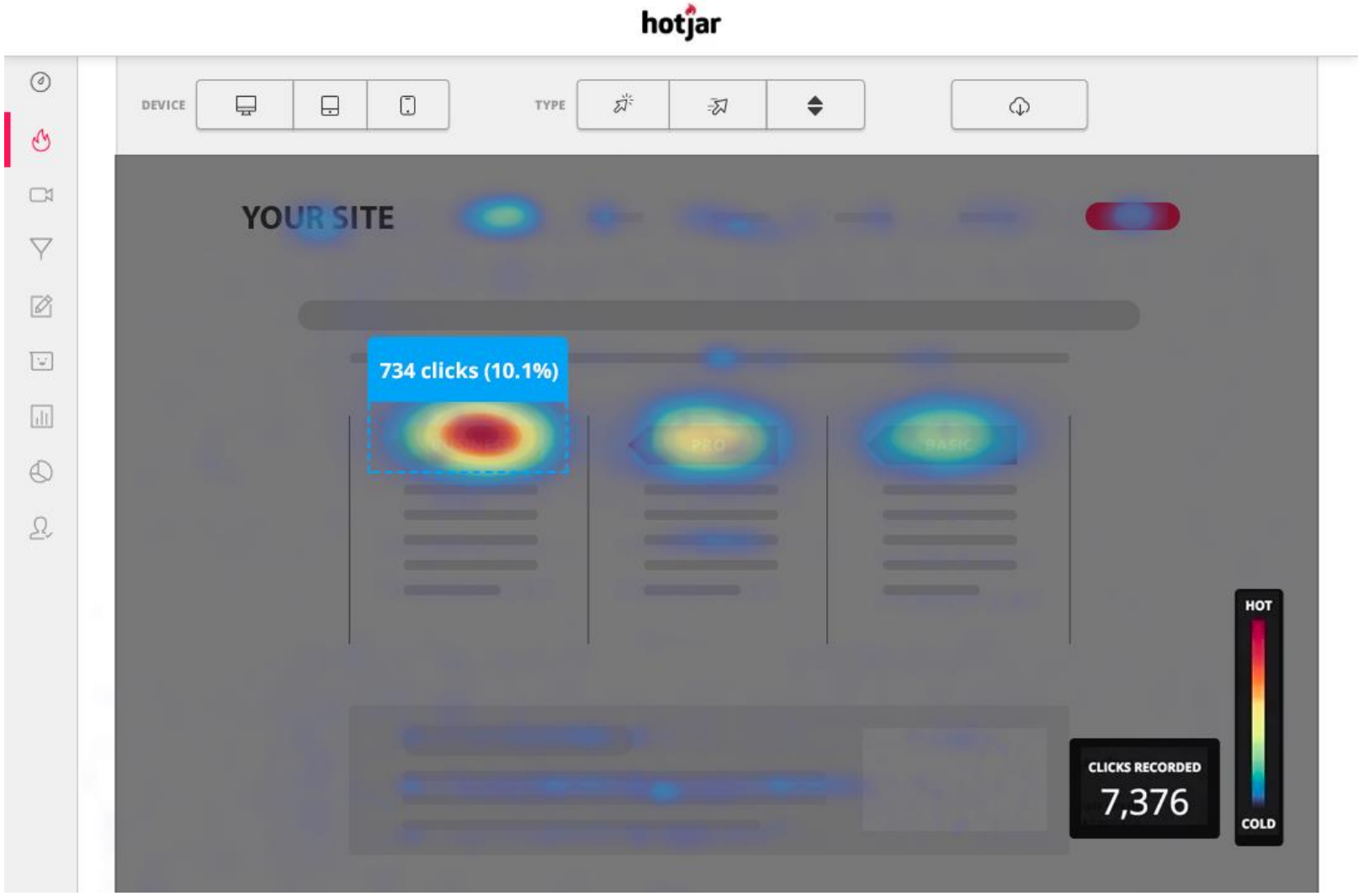
Acquisition			Behavior			Conversions		
Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
2,195 % of Total: 100.00% (2,195)	2,120 % of Total: 100.05% (2,119)	2,586 % of Total: 100.00% (2,586)	78.81% Avg for View: 78.81% (0.00%)	1.66 Avg for View: 1.66 (0.00%)	00:01:20 Avg for View: 00:01:20 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
1,738 (78.39%)	1,680 (79.25%)	1,969 (76.14%)	82.28%	1.52	00:01:09	0.00%	0 (0.00%)	$0.00 (0.00%)
293 (13.22%)	288 (13.58%)	345 (13.34%)	79.13%	1.52	00:01:18	0.00%	0 (0.00%)	$0.00 (0.00%)
92 (4.15%)	79 (3.73%)	116 (4.49%)	37.93%	3.88	00:04:21	0.00%	0 (0.00%)	$0.00 (0.00%)
76 (3.43%)	60 (2.83%)	120 (4.64%)	74.17%	1.64	00:00:31	0.00%	0 (0.00%)	$0.00 (0.00%)
17 (0.77%)	13 (0.61%)	35 (1.35%)	34.29%	3.66	00:05:02	0.00%	0 (0.00%)	$0.00 (0.00%)
1 (0.05%)	0 (0.00%)	1 (0.04%)	0.00%	4.00	00:10:34	0.00%	0 (0.00%)	$0.00 (0.00%)

Google Analytics is the key tool here, but you can also use others like Adobe Analytics, Webtrends, Quantcast Measure, Kissmetrics and more.

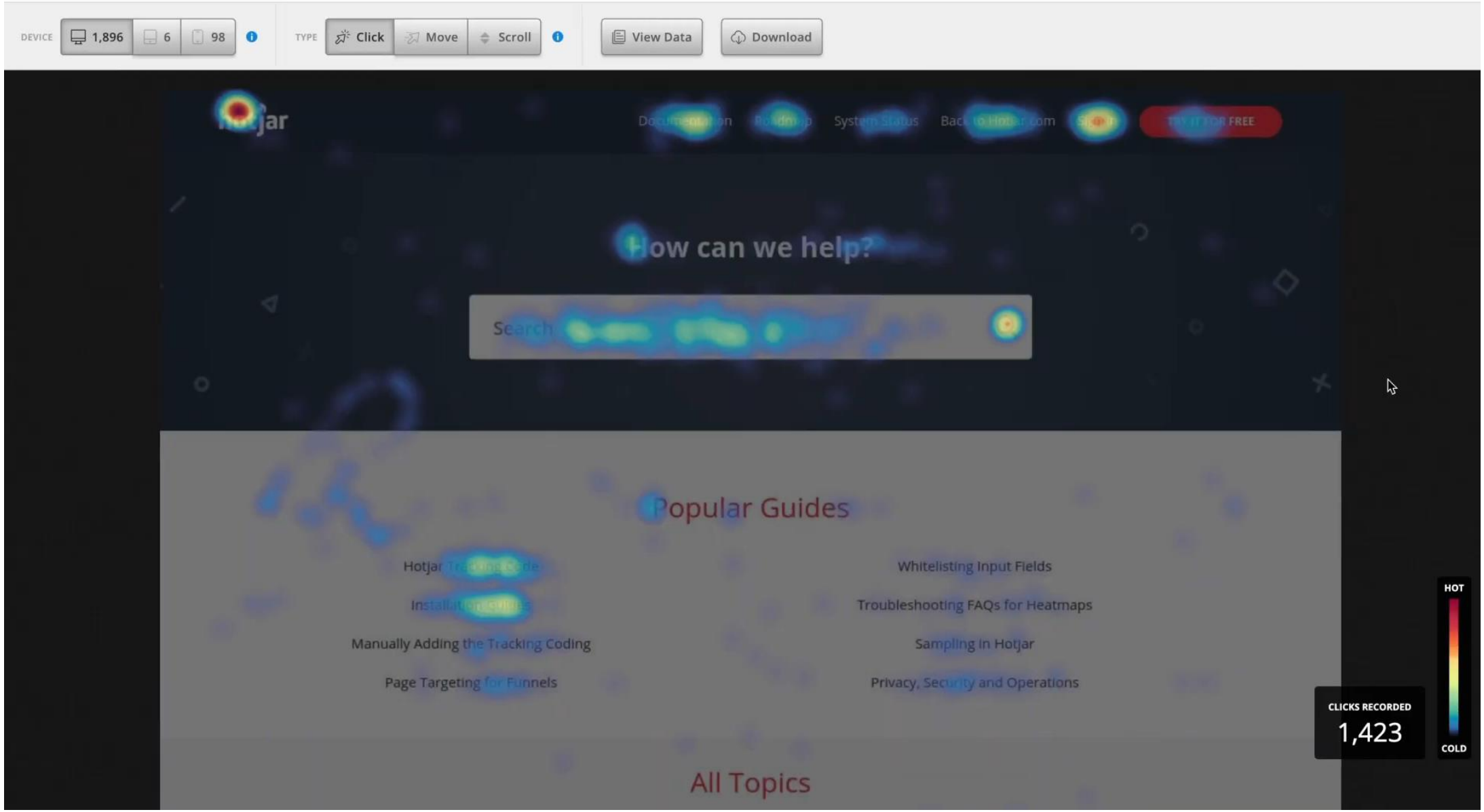
- Sources of traffic
- Online behaviours – users, sessions, bounce rate, pages/ session, duration
- Completion of goals (eg fill up form, add to cart, purchase)

2. Click Maps/ Heat Maps

- These can reveal where visitors are clicking on your website, how far they scroll down each page, and other useful data using what's called a **heat map**.
- Tools here include Crazy Egg, Hotjar, Clicktale, and others.



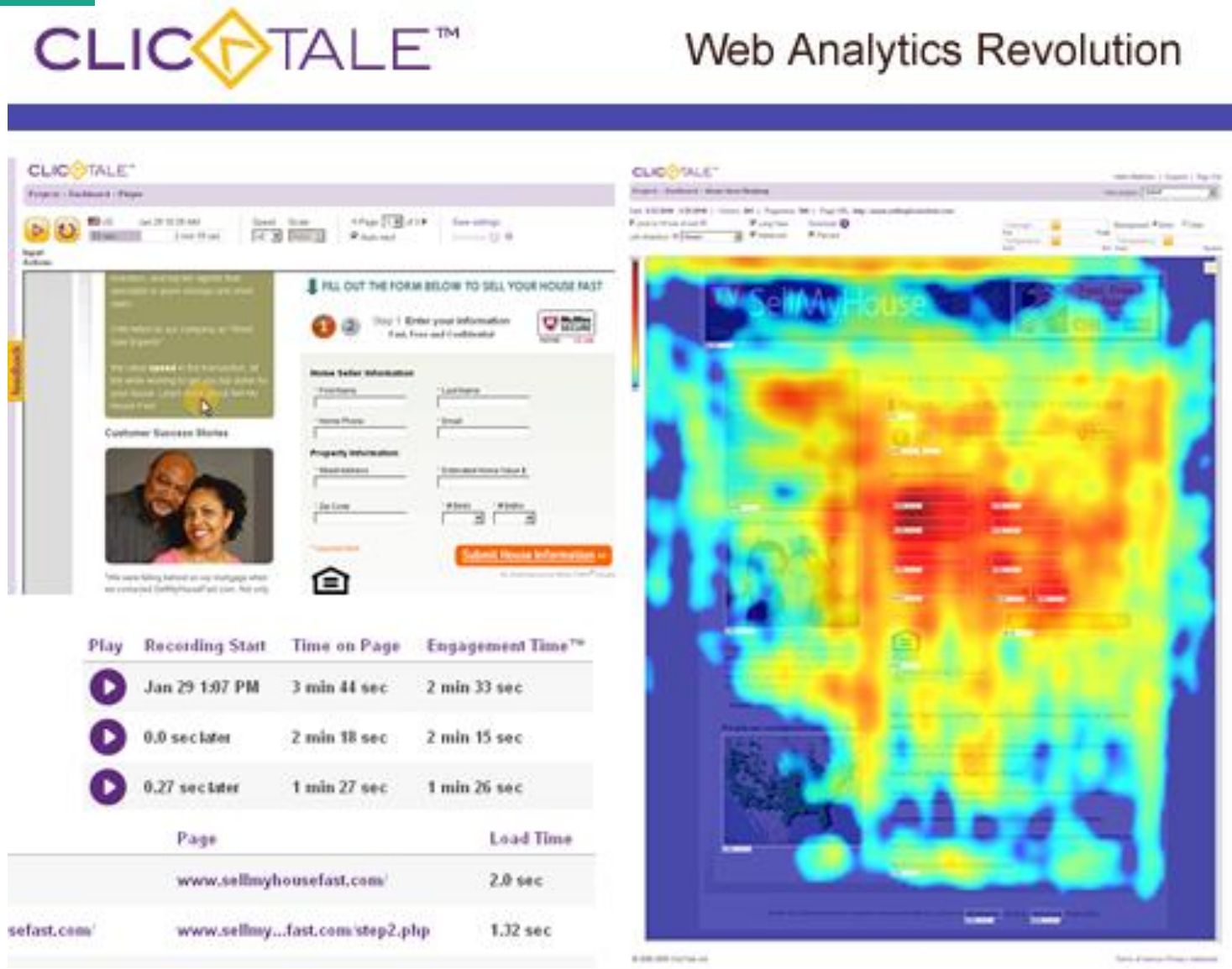
Example of Hotjar Heat Map Session



3. Session Recording Tools

These can track how users move between pages. They can also capture visitor's keystrokes and mouse movements.

Tools here include Clicktale, Hotjar, SessionCam, Mouseflow and others.

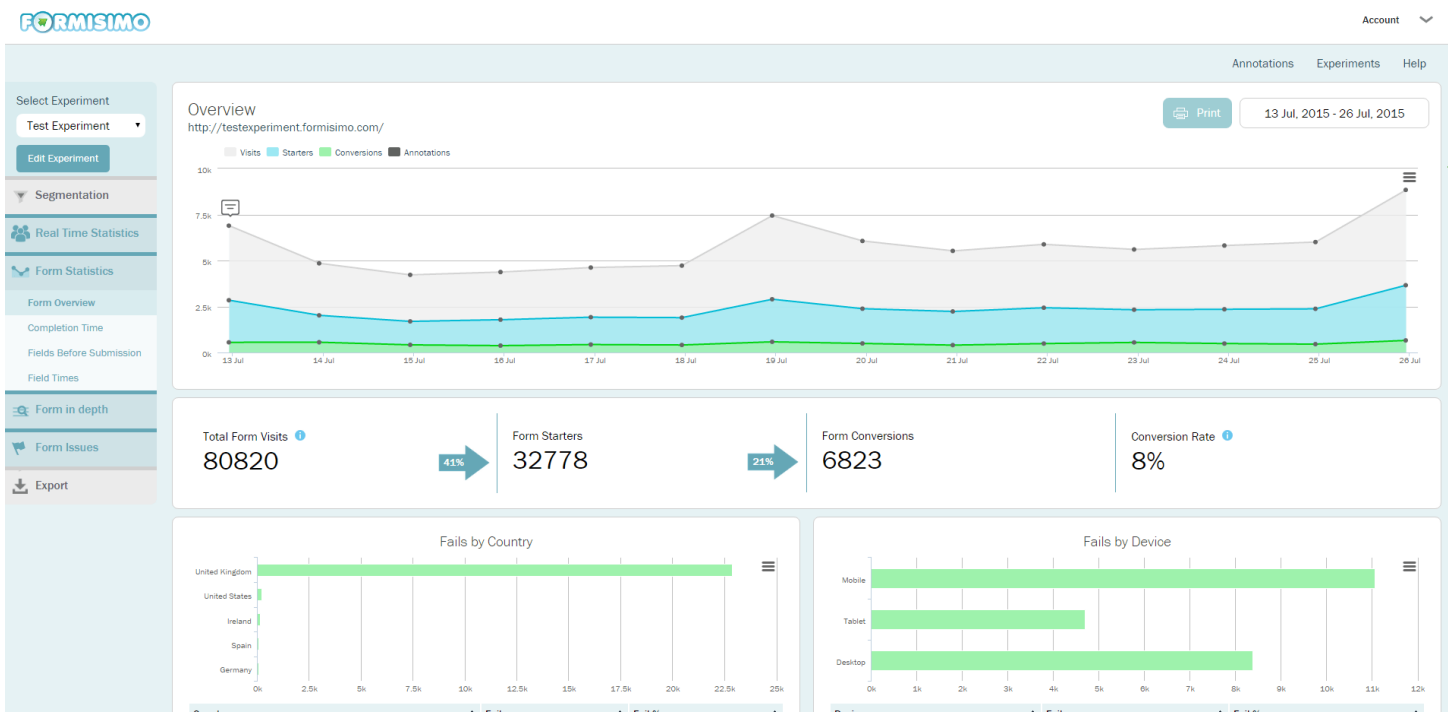


4. Form-analytics Software

These track the success of your different forms, like:

- No of visitors which land on each
- Percentage who dropped out with each field
- Time spent on each field
- Fields that are left blank
- Error messages
- Conversion Rates

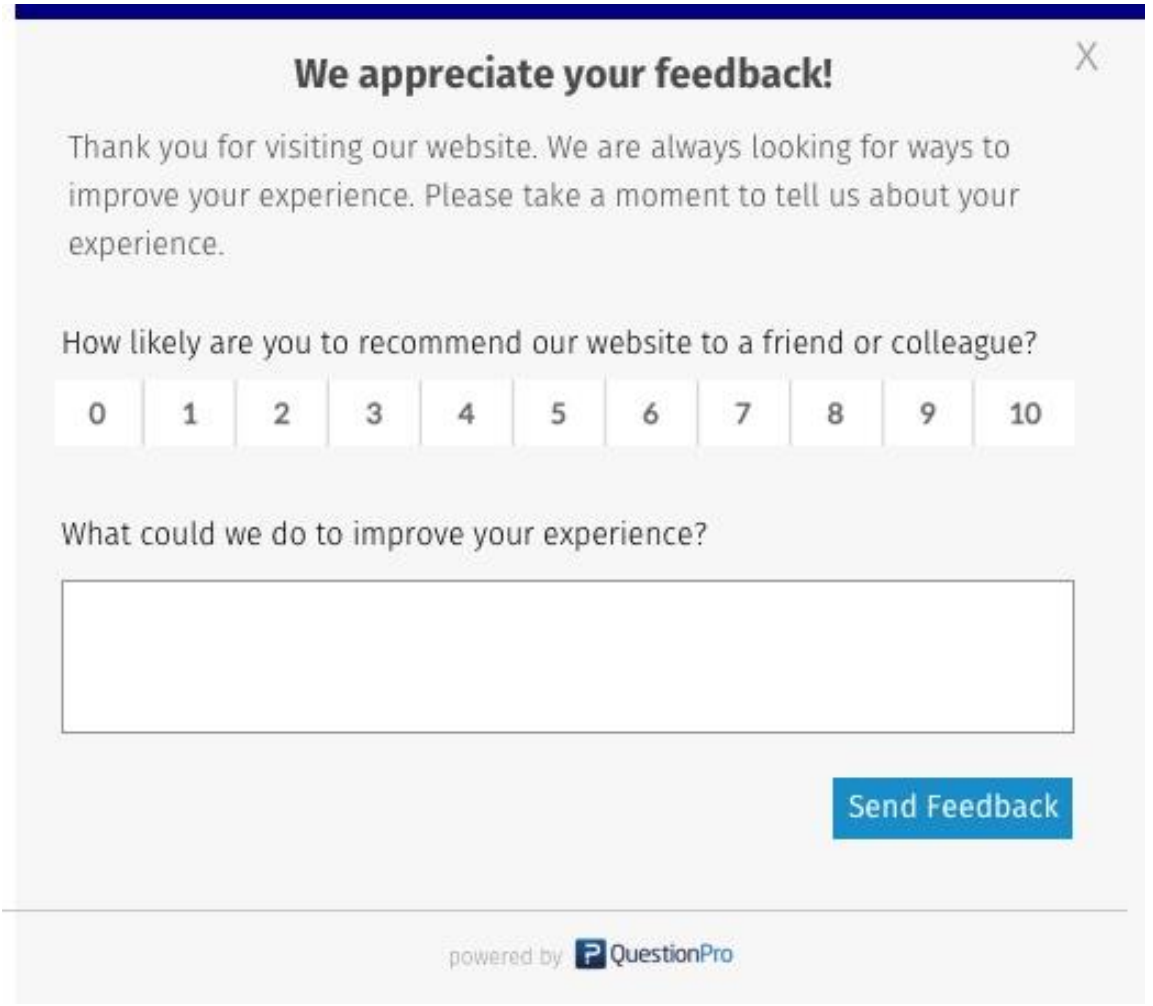
Tools here include Clicktale, Hotjar, and Formisimo



5. Survey

Try the following questions on your website:

- “How likely are you to recommend us to a friend?”
- “If you could have us create something just for you, what would it be?”
- “What other products and services should we offer?”
- “What would persuade you to use us more often?”
- “What nearly stopped you buying from us?”



6. Method Marketing (Mystery Shopping)

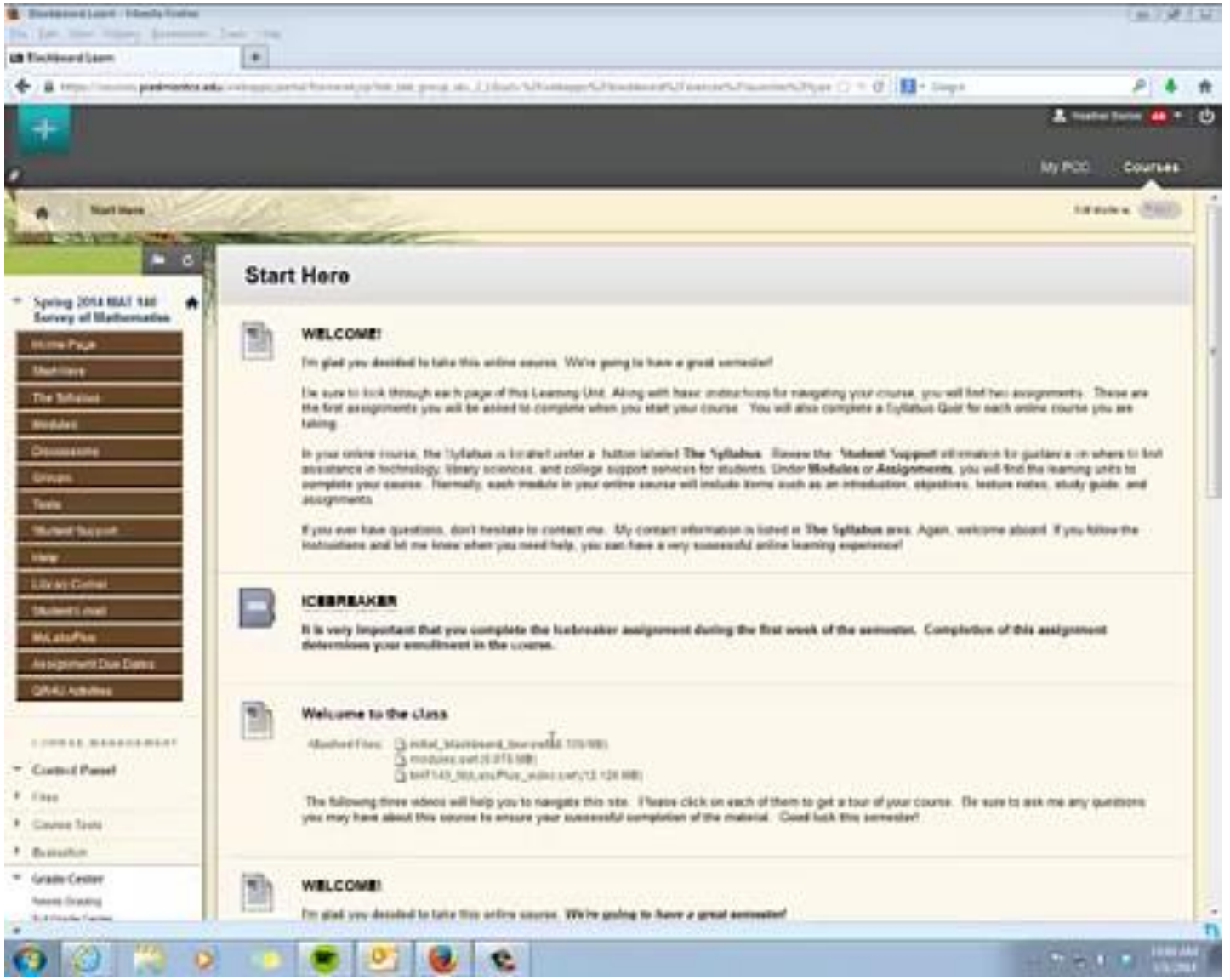
- Become your customer (or your client's customer) for a day!
- Or try to sell your client's products in person.
- Experience first-hand their problems
- Draw up a spreadsheet or **objections** and **counter-objections** (your solution to the objections) to be used in your web redesign

7. Do a User Test

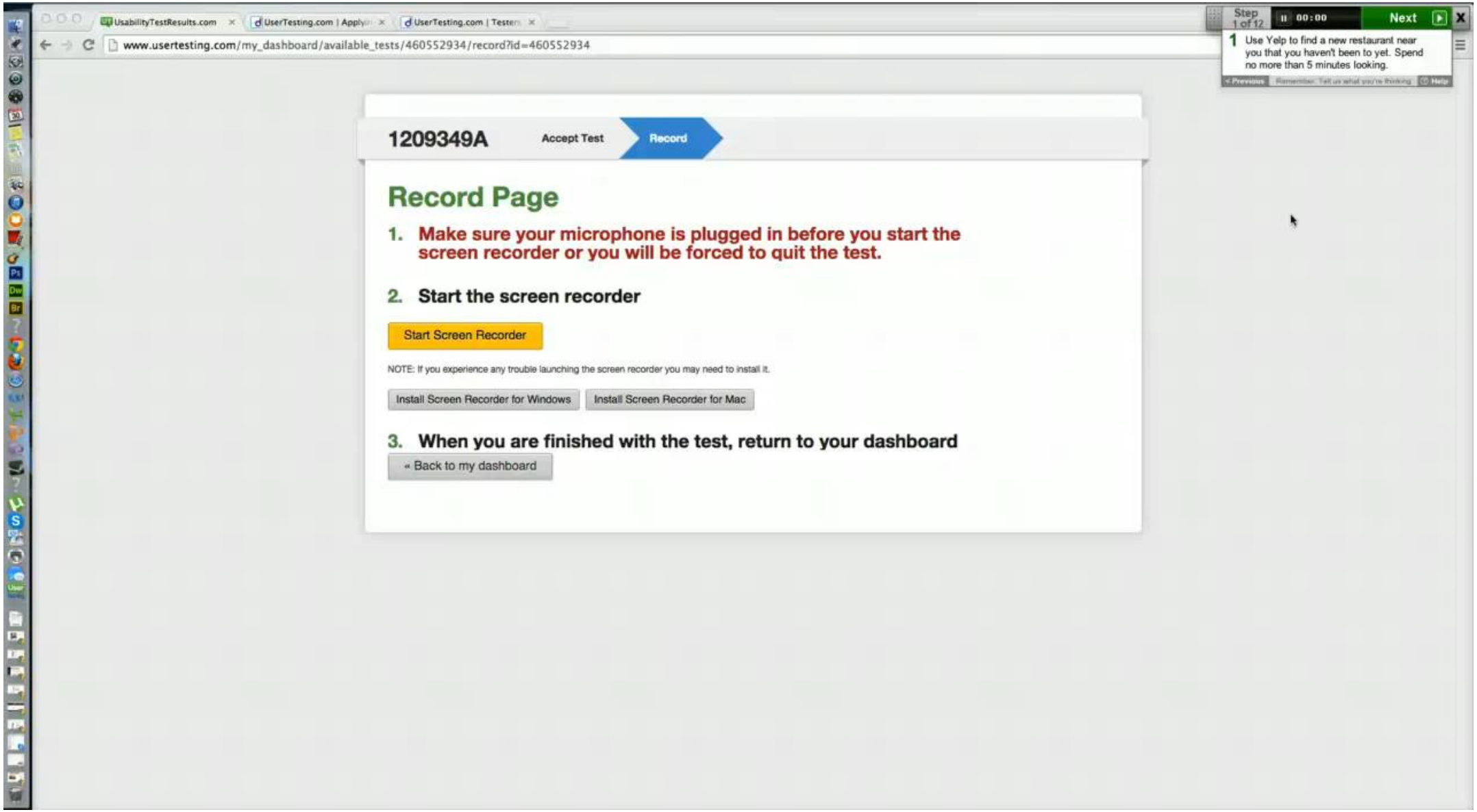
- Record user test through a screen recording tool (eg Cam Studio, Camtasia, Jing, UX Recorder)

OR

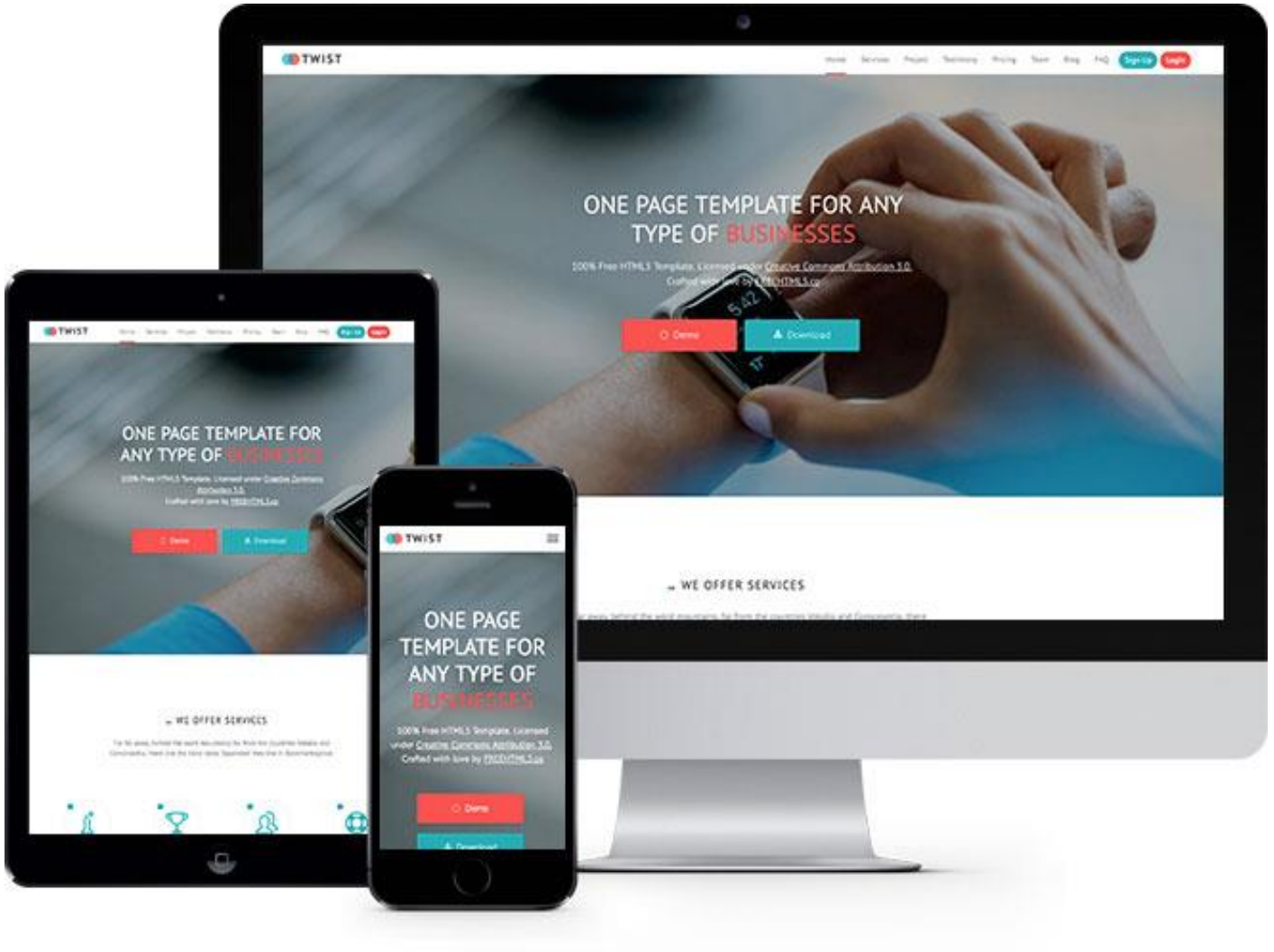
- Record how your user reacts navigating your website



Example of User Testing on Website



8. Study Your Competitors – Be a Prospect!



1. Visit their website and check for their layout and mobile friendliness
2. Sign up for their mailing lists
3. Click on their ads and see how their landing pages are built
4. Use keywords spying tools to see which ones they use
5. Like their Facebook pages and follow them on LinkedIn and Twitter
6. Spy on their Facebook Ads

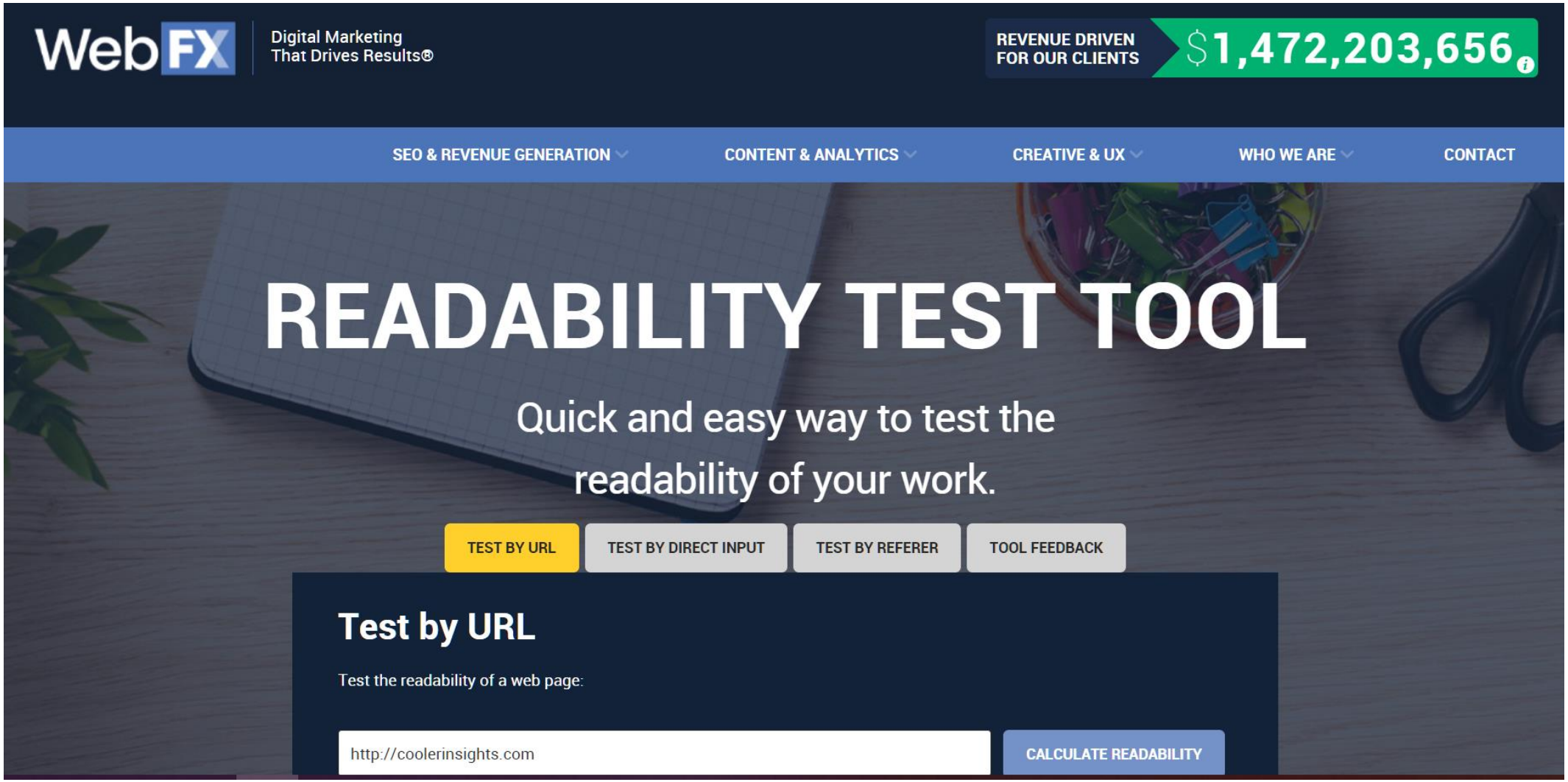
10 Best Practices for Channel Conversions

Consider yourself an online plumber—your role is to diagnose the ‘blockages’ using the tools and techniques above, and then rectify them here.

1. Improve Web Writing and Copywriting

- **Readability tests—**write like how they read
- **Write like how you speak—**keep your copy conversational by recording yourself and transcribing it
- **Short and succinct—**keep your sentences short. Minimise distance between start of subject and end of the verb. Omit needless words.
- **Use tools to check language—**popular ones include the Hemingway app (http://www.hemingwayapp.com/) and Grammarly (https://www.grammarly.com/)

Use a Web Readability Tool



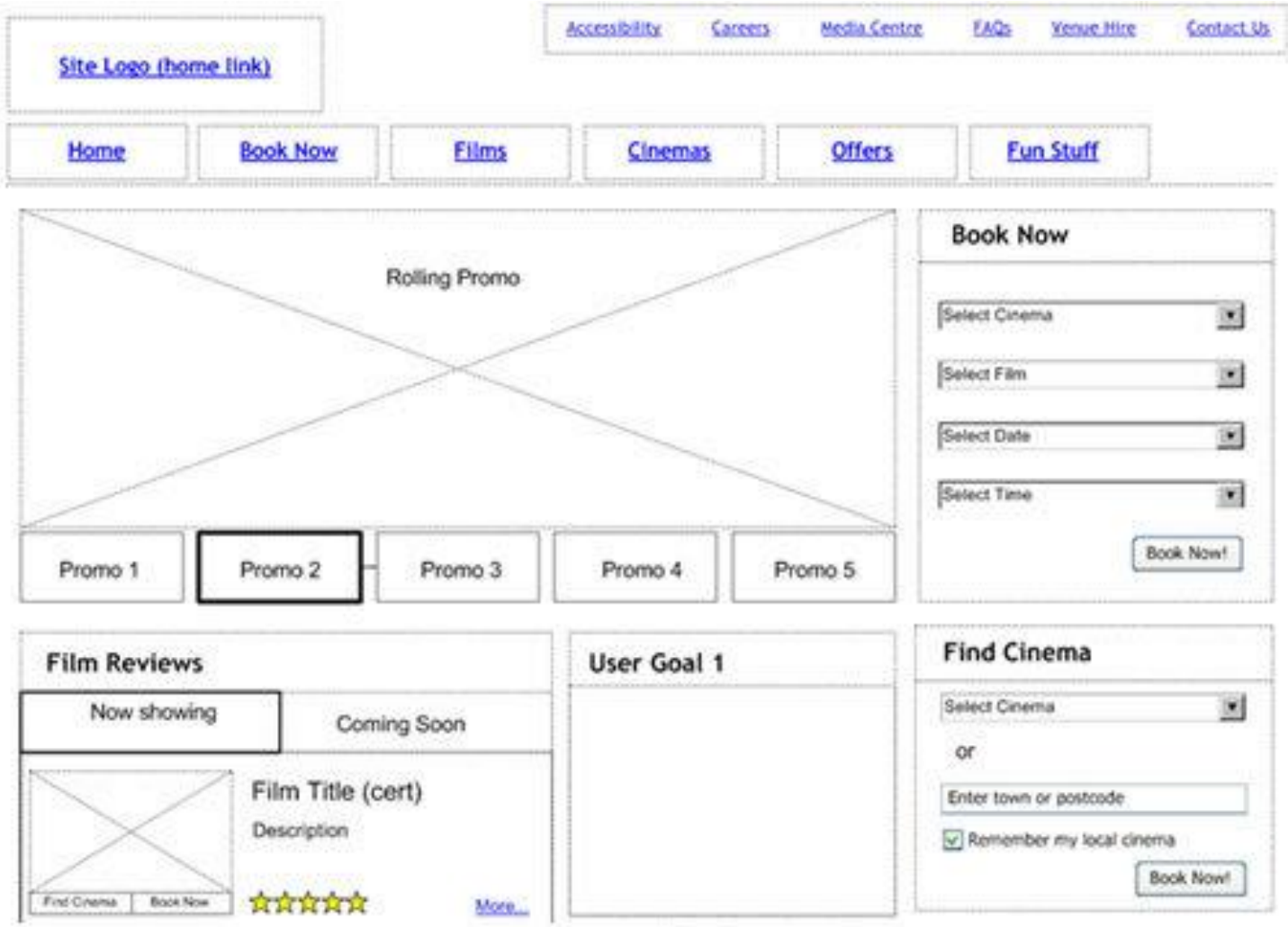
https://www.webfx.com/tools/read-able/

2. Make Your Website User Friendly

There are numerous ways to design pages that are easy to use, and this include running usability tests and tools for wireframing and prototyping.

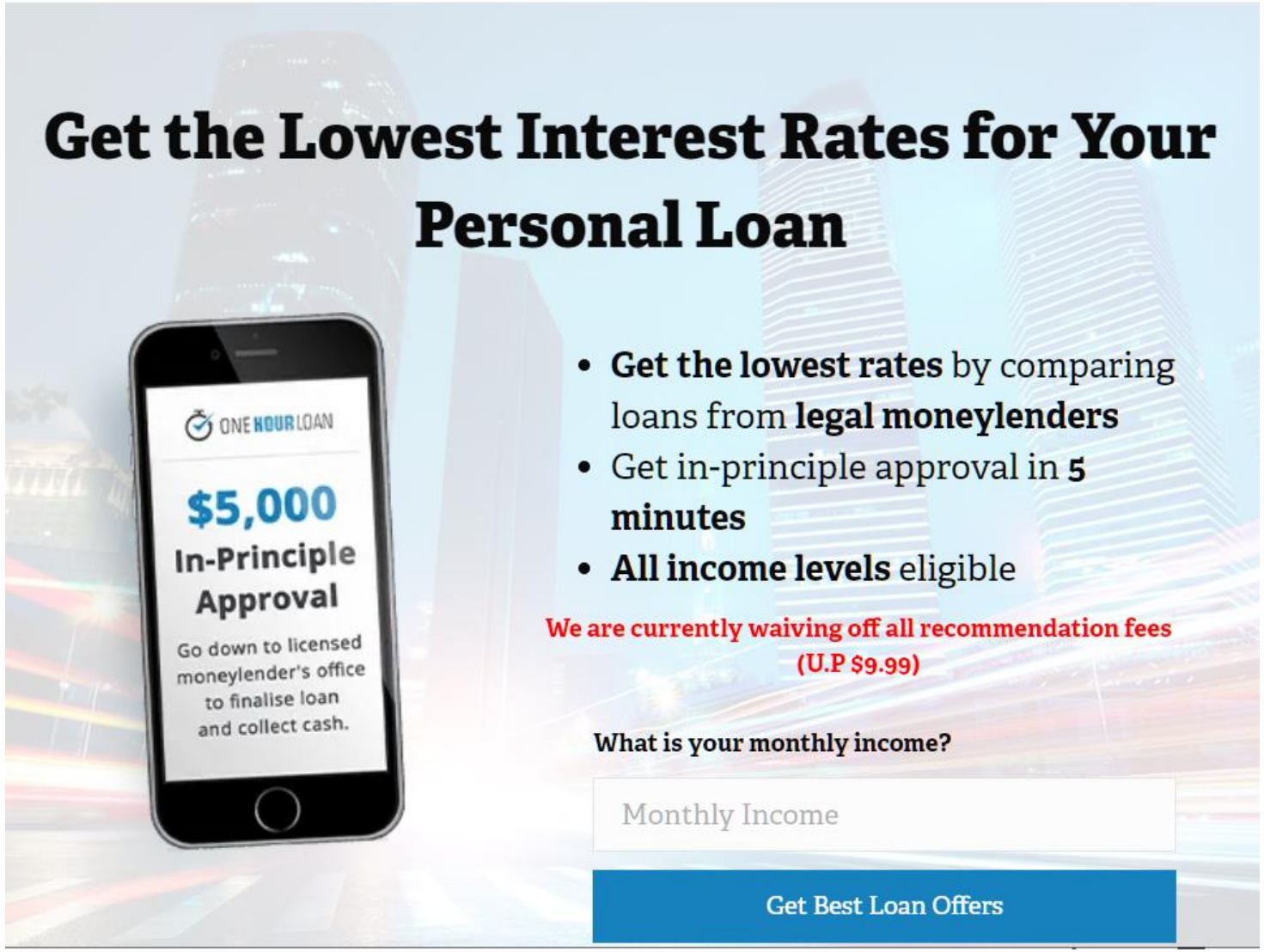
FREE wireframing tools:

- Pencil Project (https://pencil.evolus.vn/)
- https://wireframe.cc/
- https://pidoco.com/en



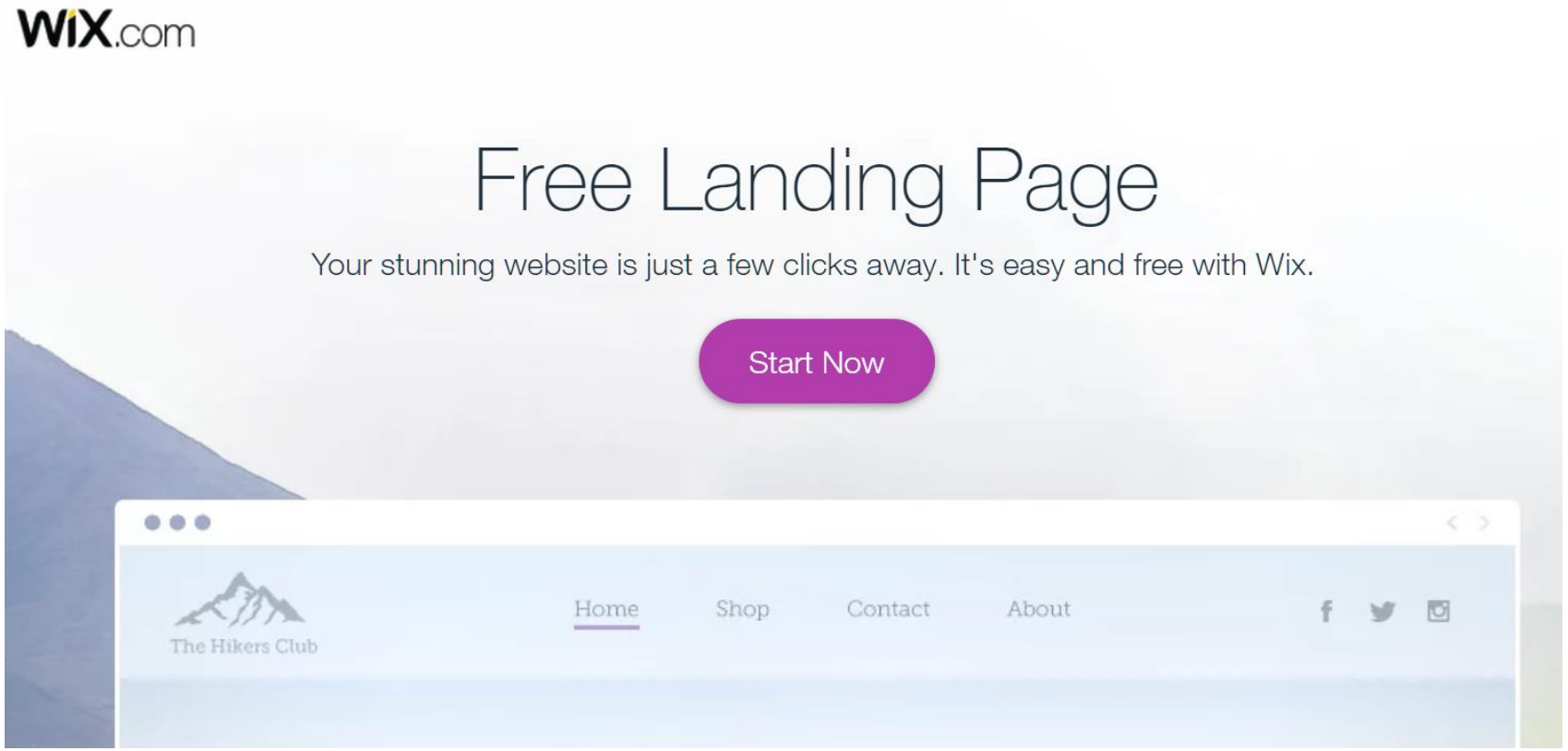
3. Clear Value Proposition

- Craft a buyer-centric value proposition in your product description
- Be as definitive as possible—do not waffle or over-generalize
- List all the elements of value that your visitor will get
- Communicate clearly on your website



4. Amazing and Unbeatable Offers

Great websites have offers that visitors cannot resist from acting on. Depending on your product or service, they can be through an initial free trial, a discount, a sample, premiums, an ongoing monthly fee, or other combinations.

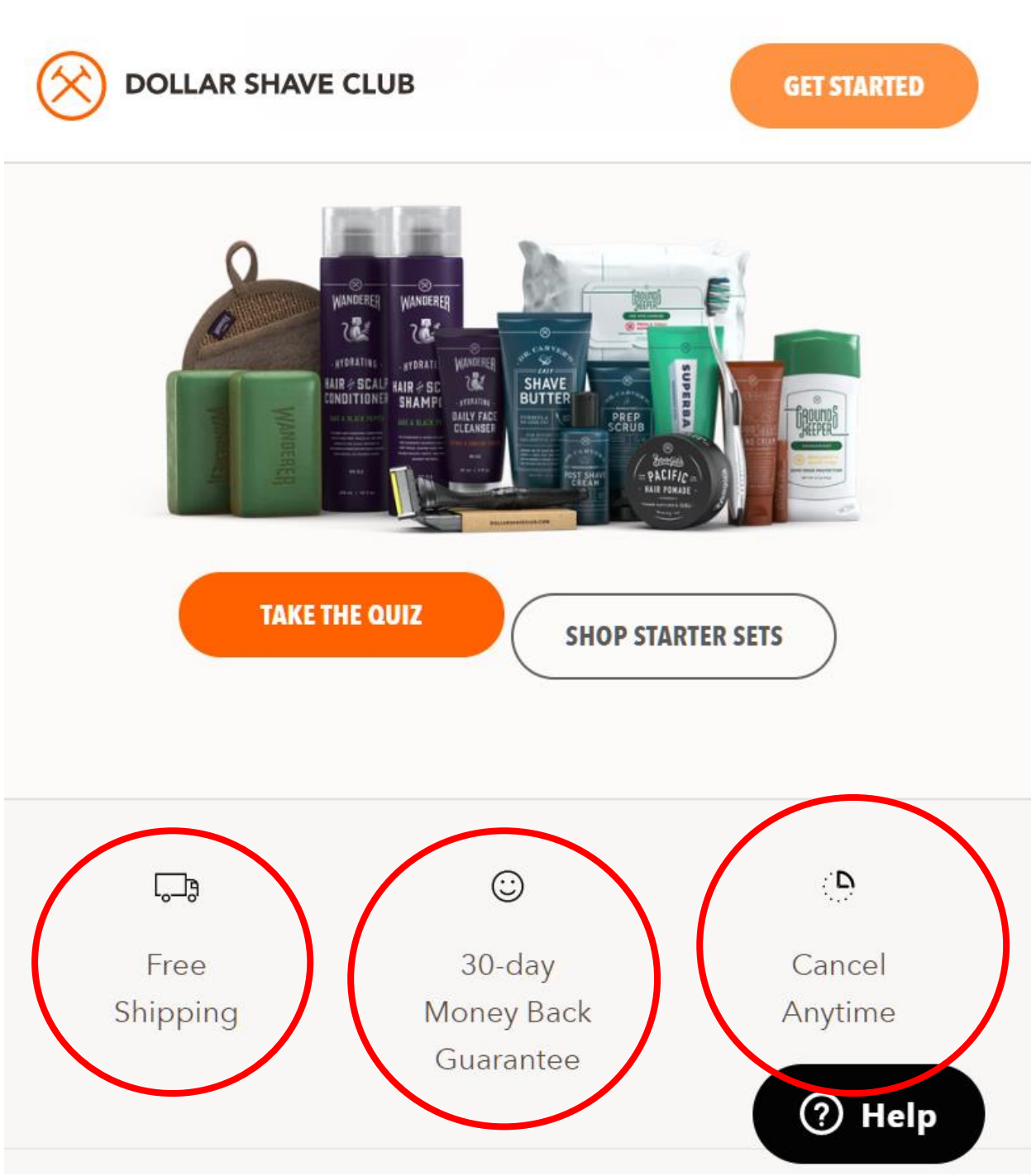


5. Build Trust

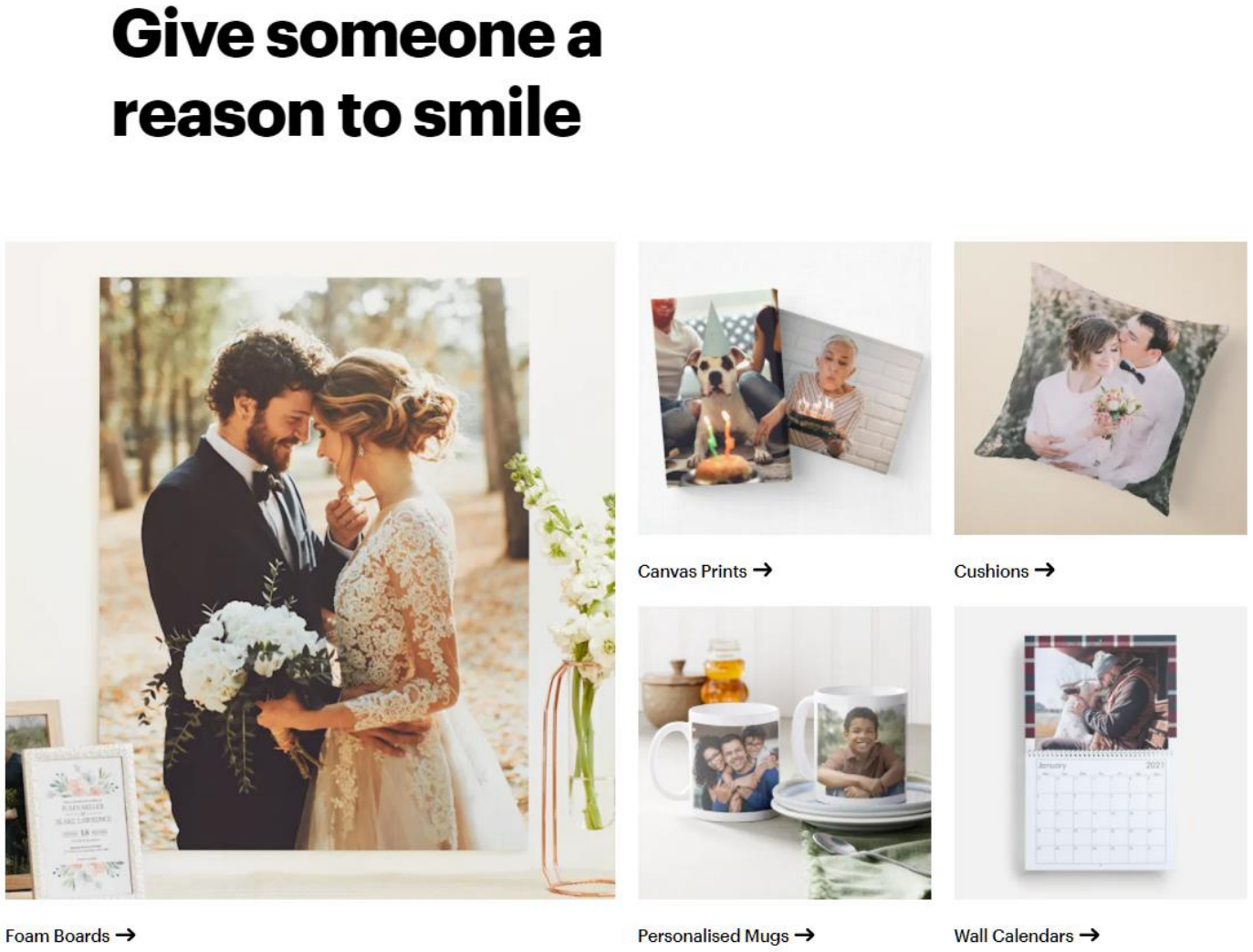
- Include **reviews and testimonials —** especially from authorities and experts
- Supply **data and statistics** to back your claims
- Use **demonstrations** to show how your product works
- **Social proof** through using the names of your clients or the numbers of them
- Associate your brand with a **celebrity** (this can be expensive though)

6. Remove Risk through Guarantees

- Incorporate risk reducing mechanisms on your website. This can be through guarantees and warranties.
- To make it work, ensure that your guarantee gives customers the benefit they desire, offsets their risks (often financial), have a name, has a long claim period, is easy to invoke, and has no strings attached.



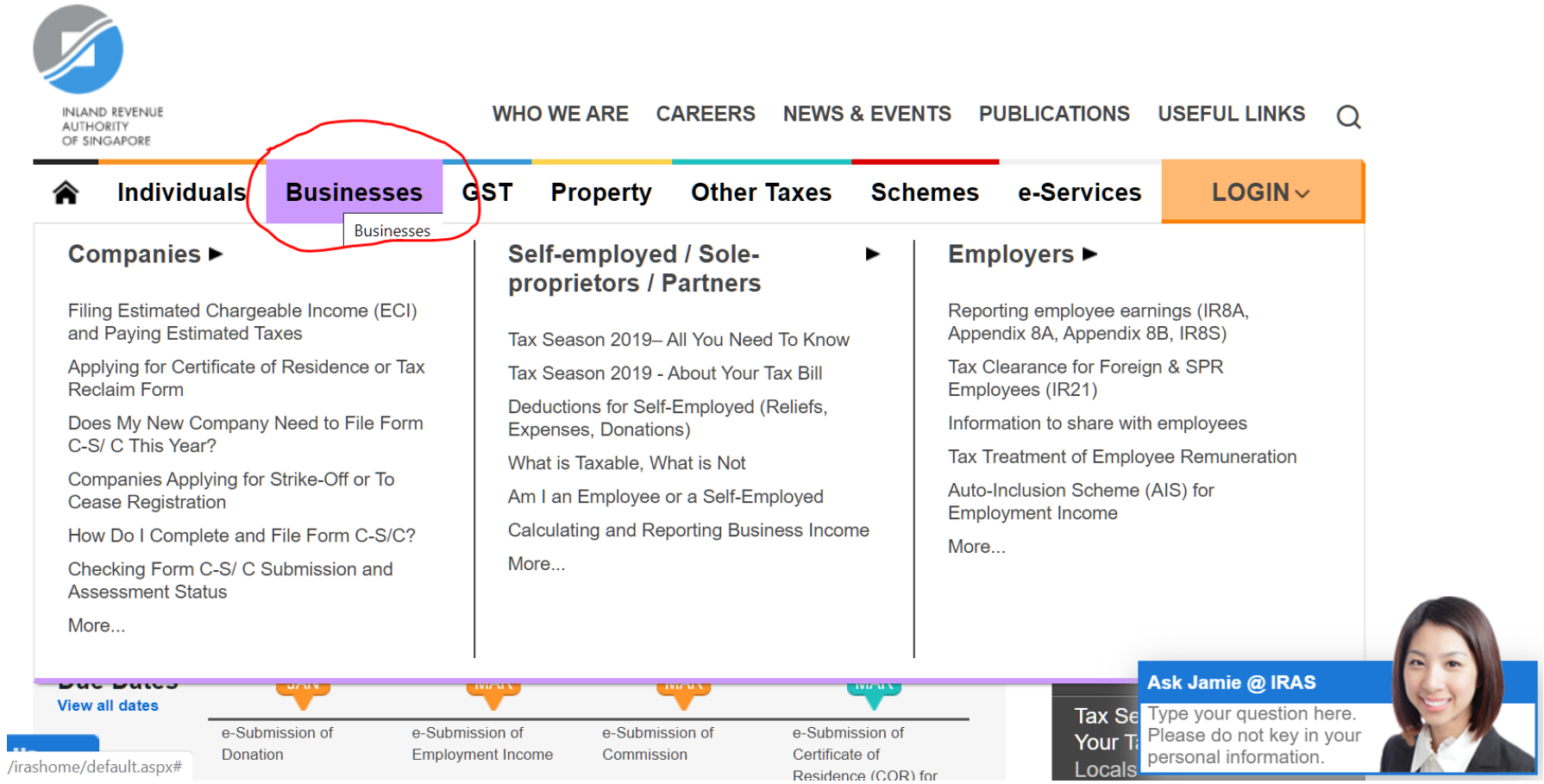
7. Simplify Complex Processes



- Use as much or as little copy as you need
- Make it clear where one module ends and the next begins
- Match user's language and lingo
- Label your modules clearly and describe with a simple language that they can understand
- Use "progressive disclosure" to move your visitors forward (and prevent abandonment)
- Include a fallback option like a search bar

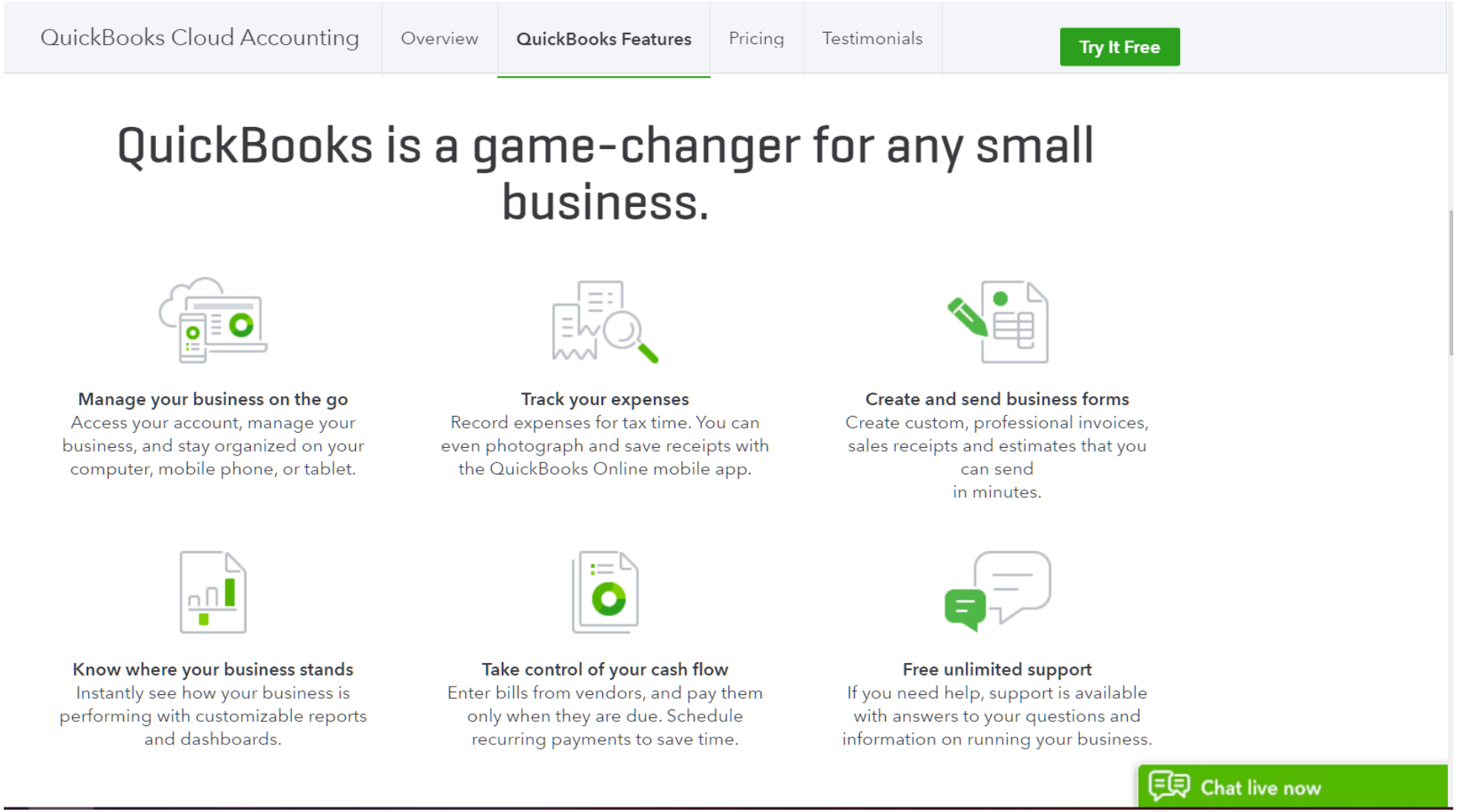
7. Simplify Complex Processes

"Separation of concerns"— break up each detail so that visitors do not get lost. IRAS website is a good example here.



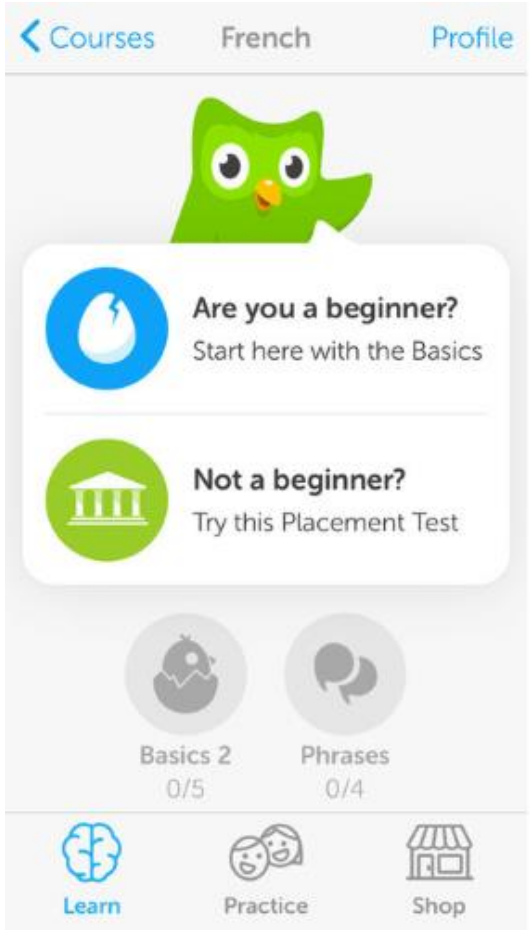
7. Simplify Complex Processes

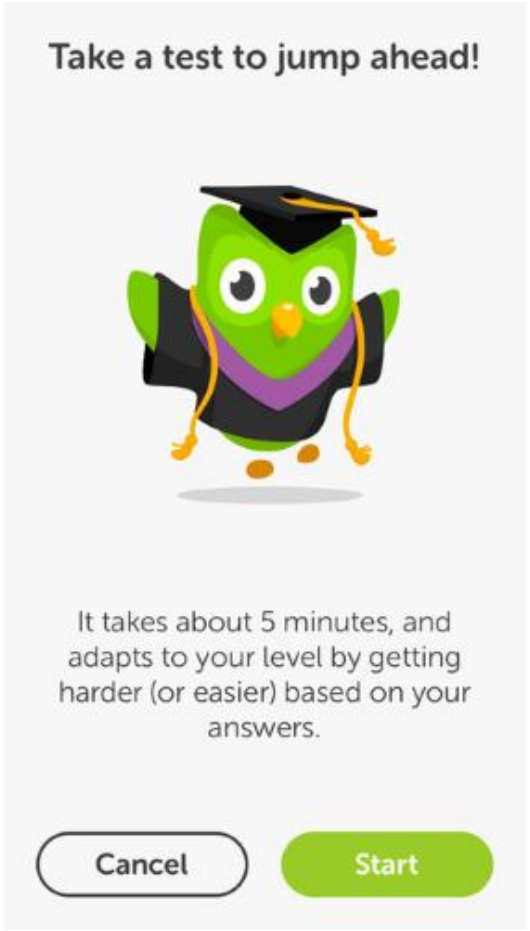
Manage your visitor's objections with your counter-objections



7. Simplify Complex Processes

Use “progressive disclosure” to move your visitors forward (and prevent abandonment)





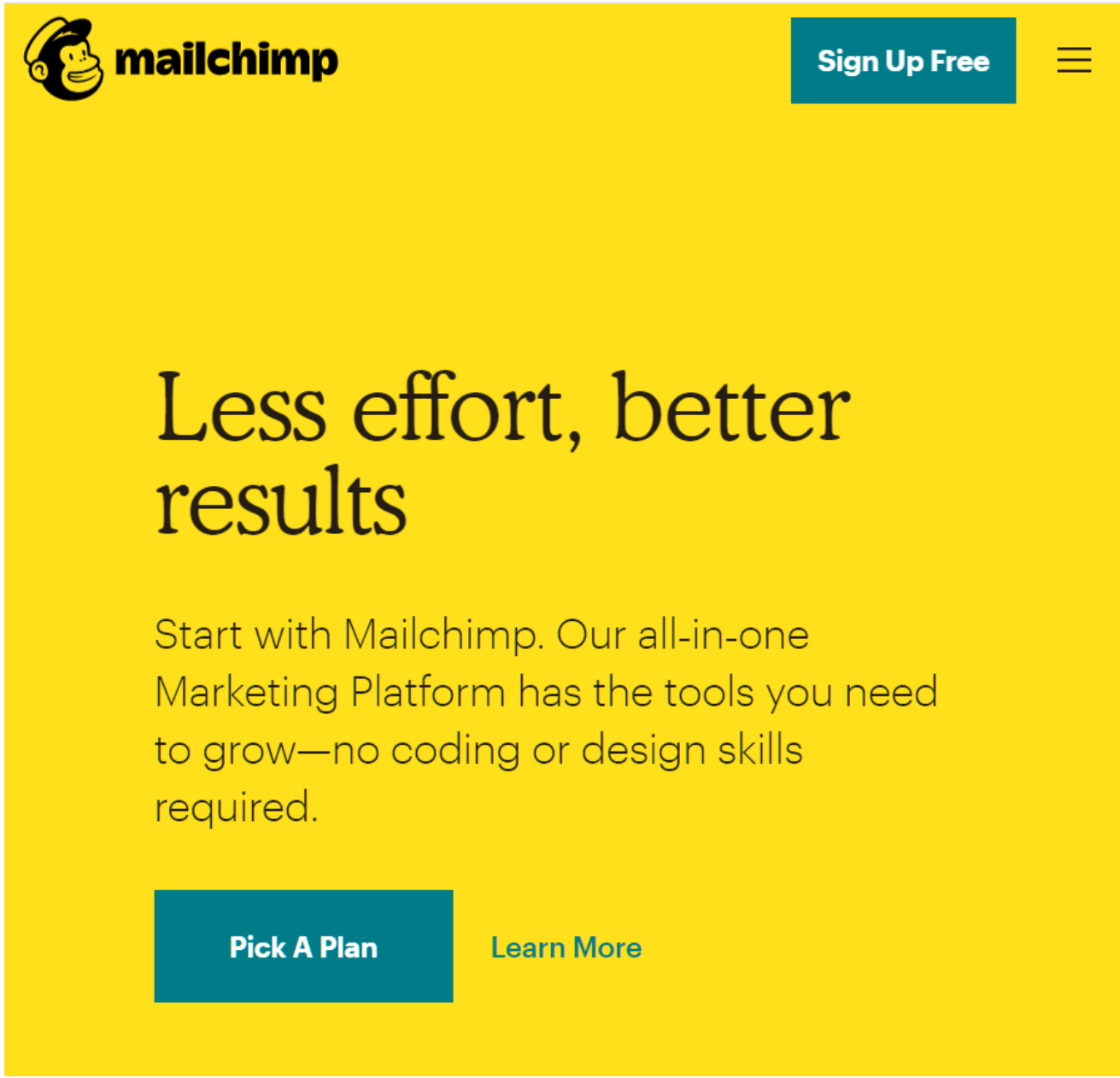
https://uxplanet.org/design-patterns-progressive-disclosure-for-mobile-apps-f41001a293ba

8. Choose Right Niches

- **Provide a subset of features that some customers love**. This could be a restricted range within a broader category (like printing of large-format posters).
- **Target a particular group of customers**, for example, start-ups or small businesses who need a specific service (eg restaurateurs and café owners, with a specific package).
- Look for **opportunities that you can seize without a struggle**, and that your competitors won’t be looking at.

9. Keep Their Attention

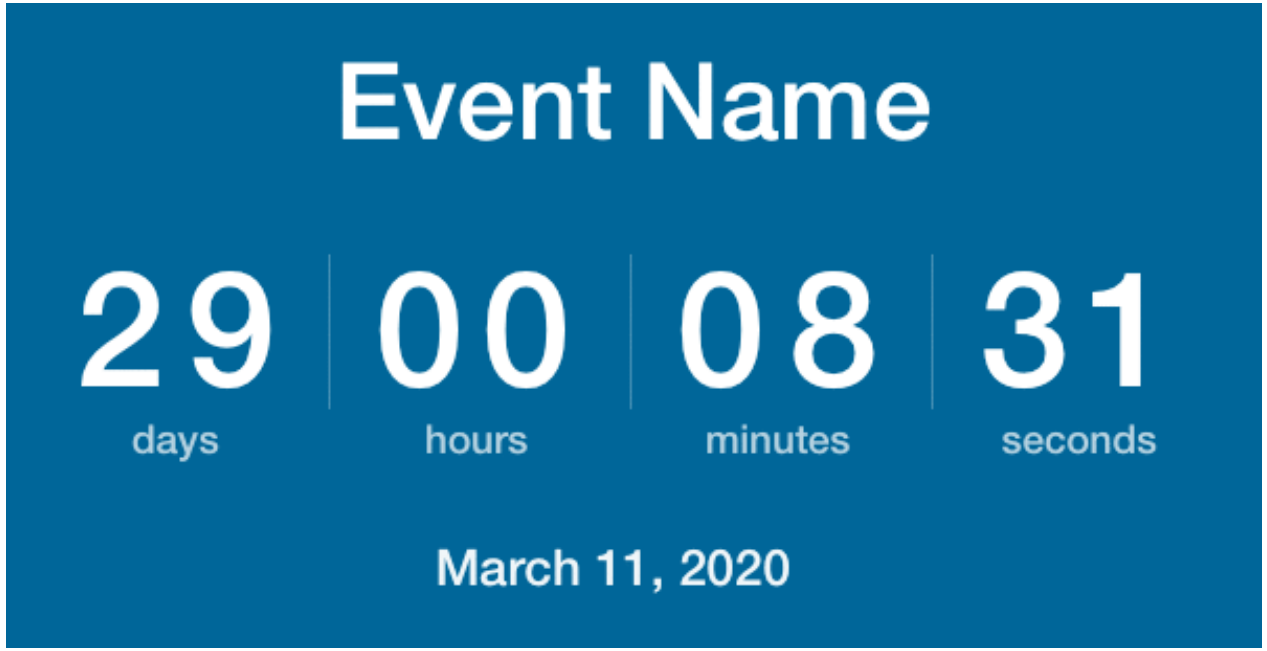
- **Memorable Name**: Good examples include SurveyMonkey and perhaps Cooler Insights?
- **Entertaining Message**: Dollar Shave Club is a great example here.
- **Offer no-brainer deals**: Get your visitors to subscribe to your email list, or follow you on social media



10. Make It Urgent

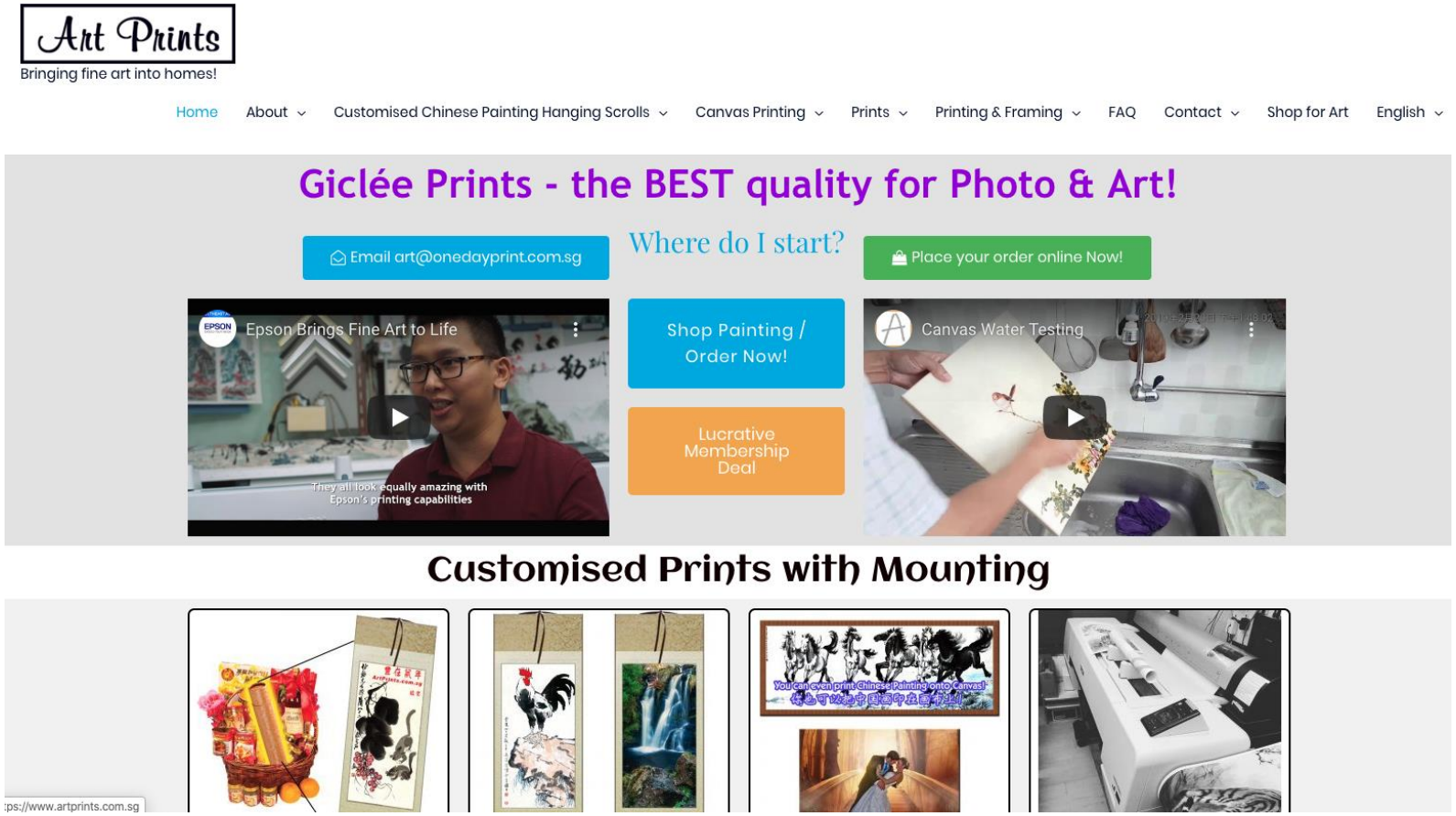
There are some ways to build scarcity into your offers:

- Have a **deadline**
- Provide an **early bird** special for early responders
- **Limited places or stocks**
- **Time-limited** offers (with countdown clock)



NOW IT'S
YOUR TURN.

EXERCISE 5



- Give this homepage a makeover
- Incorporate at least 4 out of the 10 best practices in online conversions which you've have learned

30 mins.

QUIZ 5 TIME!

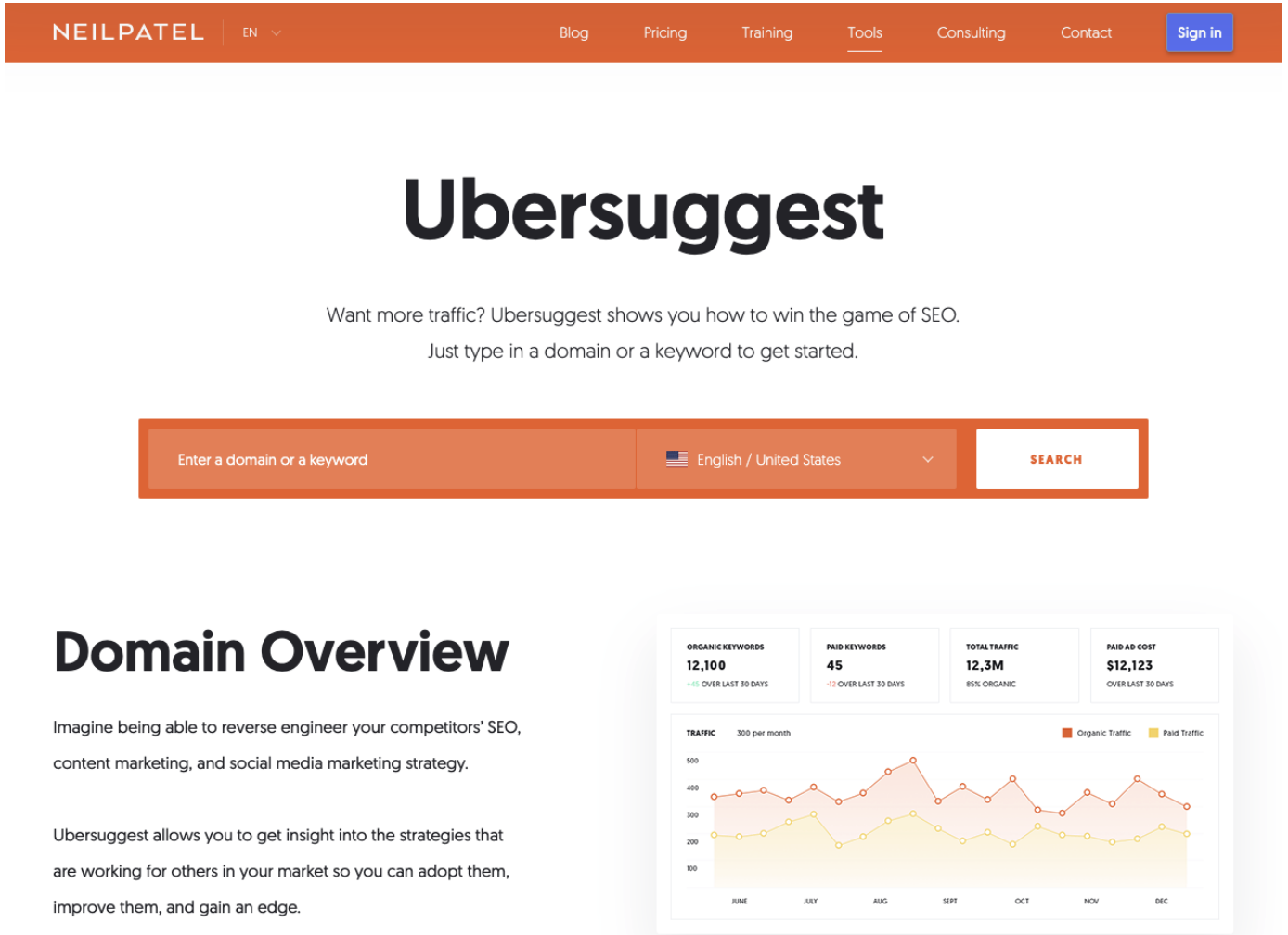
https://bit.ly/Psychoquiz5

COOLER INSIGHTS

Build Brand Trust Through Valuable Content

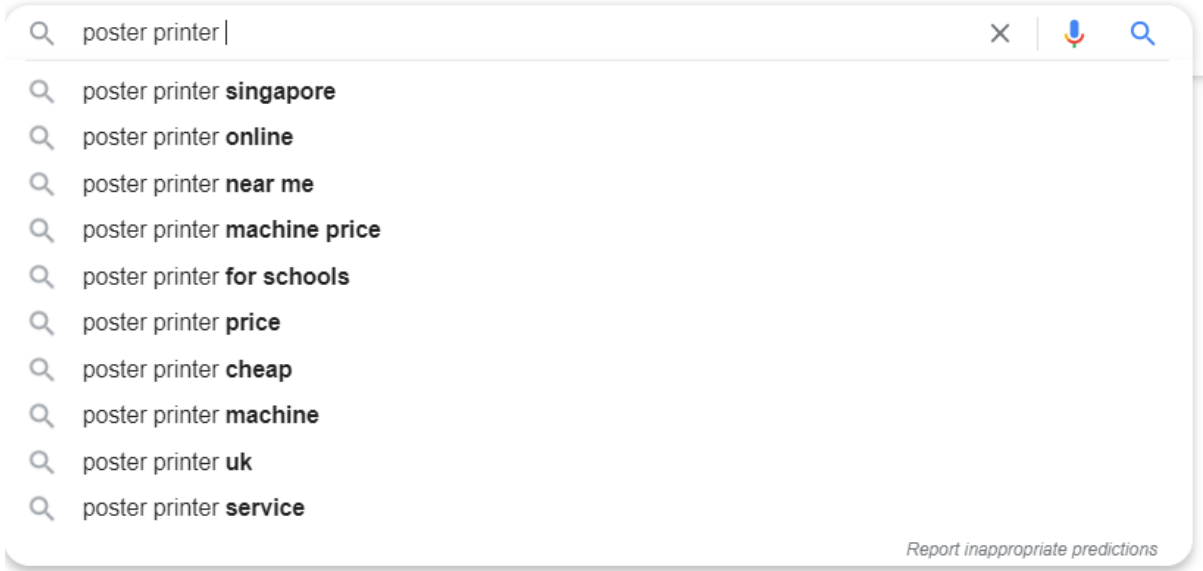
Identify SEO Keywords

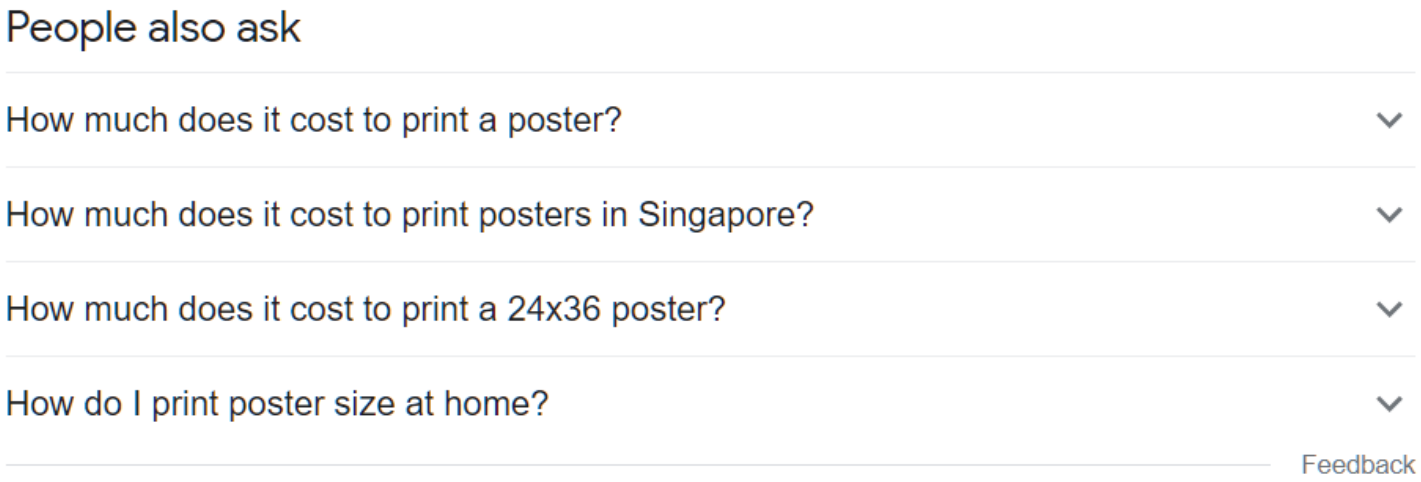
- Keyword research is a must to understand your audience's needs
- Decide on a blend of head and long-tail keywords
- Tools here include SEMRush, AHRefs, Ubersuggest and KeywordTool.io



Create a Content Pillar

- Aim to be the most comprehensive resource for your target client
- Use the SEO Keywords and questions as topics/ sections for your content pillar
- Target at least 2,000 words or longer, with illustrations, infographics, and videos





They Ask, You Answer

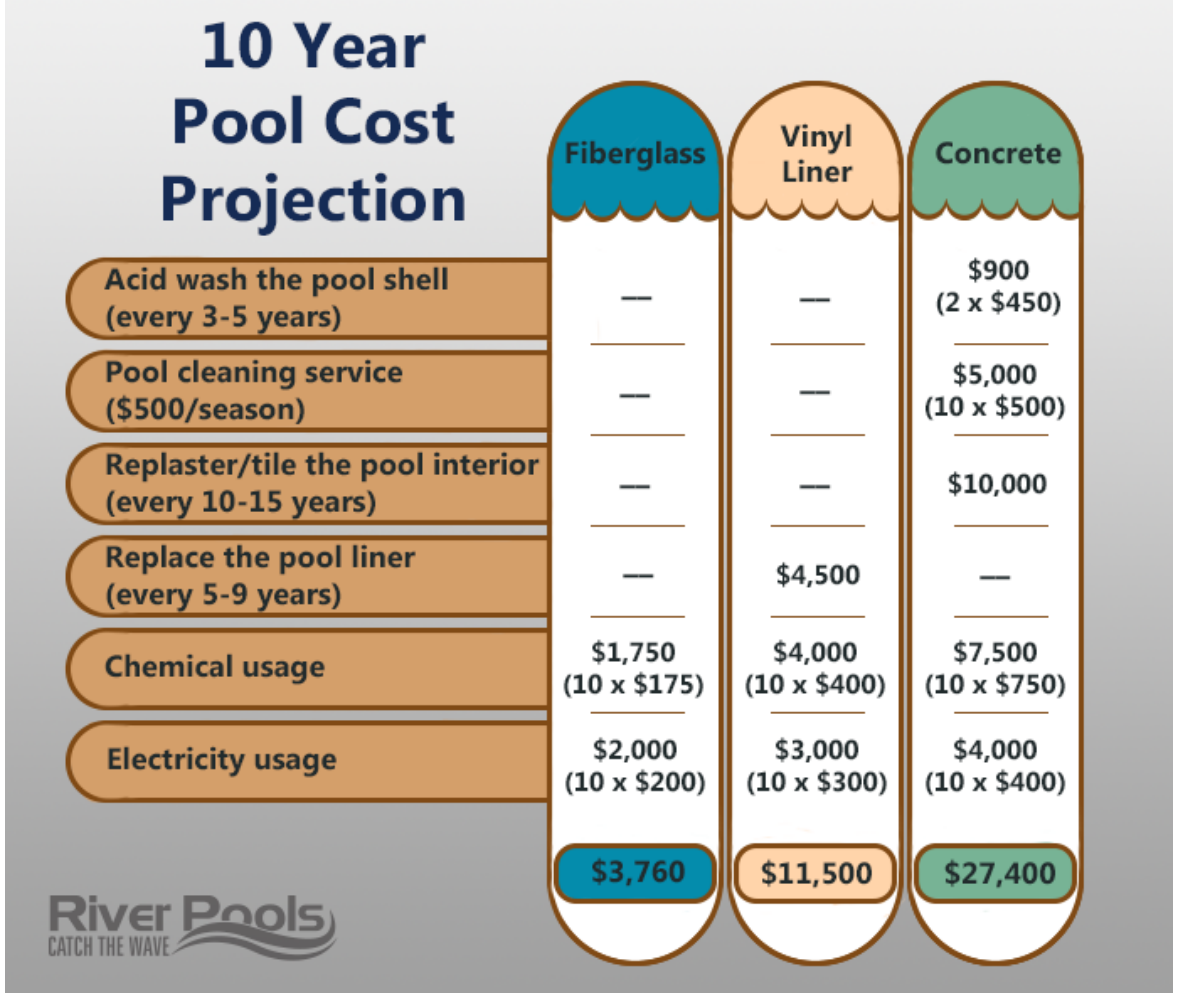
- What topics do your customers researching the most?
- Big 5 in Content Marketing:
  - ✓ Pricing and Costs
  - ✓ Problems
  - ✓ Versus and Comparisons
  - ✓ Reviews
  - ✓ Best in Class

1. Pricing and Costs

- Did you know: A single article “How Much Does a Fiberglass Pool Cost?” contributed over US$3 million in sales for River Pools and Spas!
- Most businesses shy away from talking about costs, but River Pools dived head-first into the topic; they
  - ✓ Explained the factors that keep the costs down or up
  - ✓ Educated readers on the factors contributing to costs within the industry
- By addressing costs headon, they won the trust of their customers

How much does a fiberglass pool cost?

The average price of a fiberglass pool (including patio and accessories) is $45,000–$85,000. For comparison, liner pools cost $35,000–$65,000, and concrete pools run $50,000–$100,000. But over 10 years you spend only $3,760 in maintenance, rather than $11,500 for vinyl-liner or $27,400 for concrete.



2. Problems

- Being honest and open about your limitations helps build trust; the key is to offer solutions
- Consider the following:
  - ✓ What does the competition say is negative about what we sell?
  - ✓ What do consumers and buyers see as the negatives of our products and services? (Is it that you're the most expensive? Or that your product only fits certain applications?)
  - ✓ How can we address them honestly on our website and turn it into an advantage?

Problem #1: Repairs on Colored Fiberglass Pools

Colored fiberglass pools have become the norm.

Virtually all manufacturers now offer a variety of colors beyond the standard white and baby blue marine gelcoat.

The problem simply stated is this: if you need to repair a pool, it can be **difficult to match some colored finishes** with the factory finish.

The reality is that **the vast majority of fiberglass pools do not need repairs within the first 20 to 40 years**.

However, sometimes issues arise that merit repair work. It could be something small, like a rock flying up and hitting the pool during shipping, or a structural crack. Granted, these instances are very, very rare, but they do happen.

What's the solution?

Well, we can't change the fact that some fiberglass pools are going to need repairs for one reason or another. But to lower the risk of having a sub-standard repair, you should look for two things: a **solid surface finish** and a **well-trained repair technician.**

Solid Surface Gelcoat Finishes

Some colored finishes are applied in **multiple layers** (solid color, metallic flake, and clear coat, for example). These layers overlap each other to achieve the desired look.

However, when someone attempts a field repair with these multi-layered finishes, matching the factory look is difficult, because it's **impossible to duplicate the manufacturing process**.

In contrast, a solid surface finish is applied **only once**, which makes field repairs to fiberglass pool gelcoat a lot less daunting. Typically, these repairs are a **closer match to the factory finish**.

Example: River Pools and Spas

https://www.riverpoolsandspas.com/blog/top-fiberglass-pool-problems-and-solutions

3. Versus and Comparisons

- Positions your brand as a teacher
- Key is to sound objective and unbiased:
  - ✓ State first that your company sells a specific product/ service
  - ✓ Admit immediately that it isn't necessarily the best choice for everyone
  - ✓ State how the other competing option might, at times, be the better option
  - ✓ Explain how the article (or video) takes an honest look at the pros and cons
  - ✓ Allow the reader (or viewer) to make the best choice for themselves

Example: River Pools and Spas

4. Reviews/Best in Class

- Nobody buys without reading a review!
- We want to know how brands stack up against each other
- Consider the following:
  - ✓ Brainstorm top competitors and companies in your space
  - ✓ Write an article about the best companies in your field
  - ✓ Consider other “best in class” types of content you can produce for your industry. Eg “The Best Outdoor Posters for 2021”
  - ✓ Stick to facts and stay away from opinions
  - ✓ Exclude your company or product from the reviews.

BlueStar | Cooking | Pro Cooking | Professional Cooking | Professional Ranges | Ranges | 12 Min. Read

Best BlueStar Professional Ranges for 2021 (Reviews / Ratings)

BBQ Grills | Weber | Website | 10 Min. Read

What Is the Difference Between the Weber Spirit, Genesis II, and Summit Series BBQ Grills?

Design Inspiration | How to Buy Appliances | 11 Min. Read

11 Kitchen Renovation Mistakes to Avoid

BBQ Grills | 4 Min. Read

Lynx Sedona vs. Weber Summit BBQ Grills (Reviews / Ratings / Prices)

BBQ Grills | Outdoor Kitchens | Outdoor Pizza Ovens | 7 Min. Read

Lynx Napoli vs. Kalamazoo Artisan Outdoor Pizza Ovens

How to Buy Appliances | 3 Min. Read

Why Are Appliances Going Up in Price in 2021?

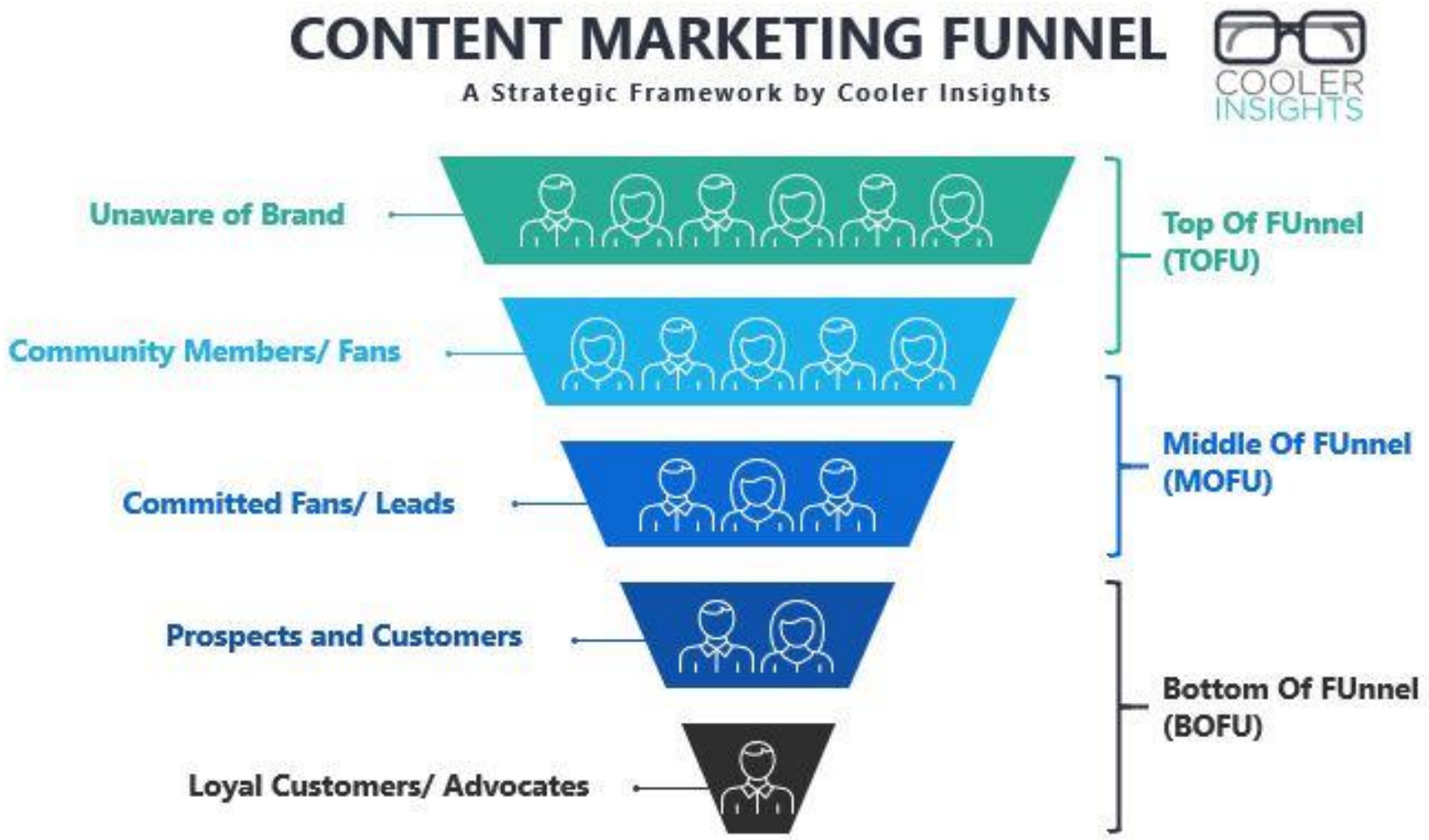
Example: Yale Appliance

COOLER INSIGHTS

Build A Content Marketing Funnel Around Your Customer Journey

What's a Content Marketing Funnel

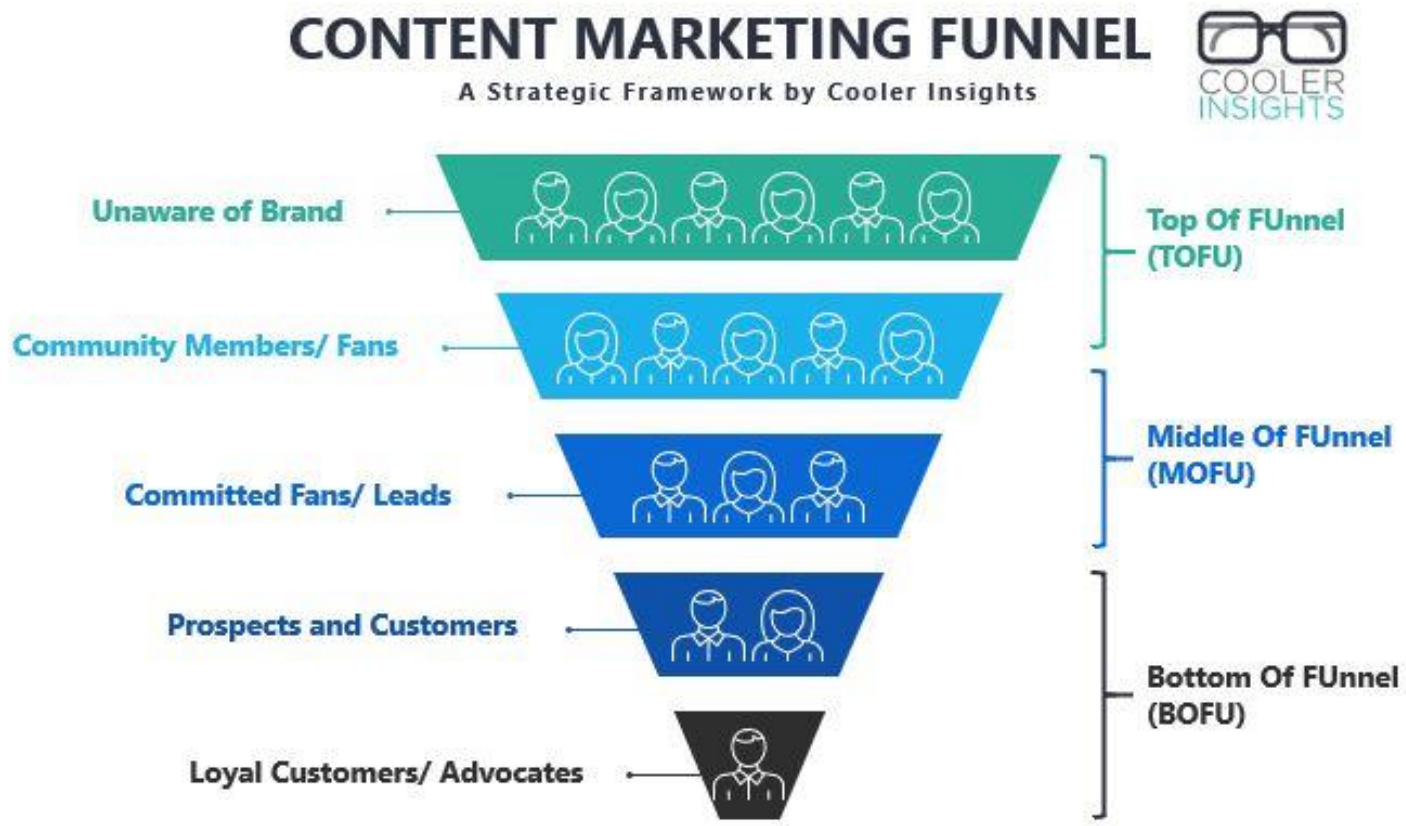
A systematic process describing the different phases, content strategies and tactics needed to flow your target audiences towards becoming a paid customer and brand advocate.



Funnel Components

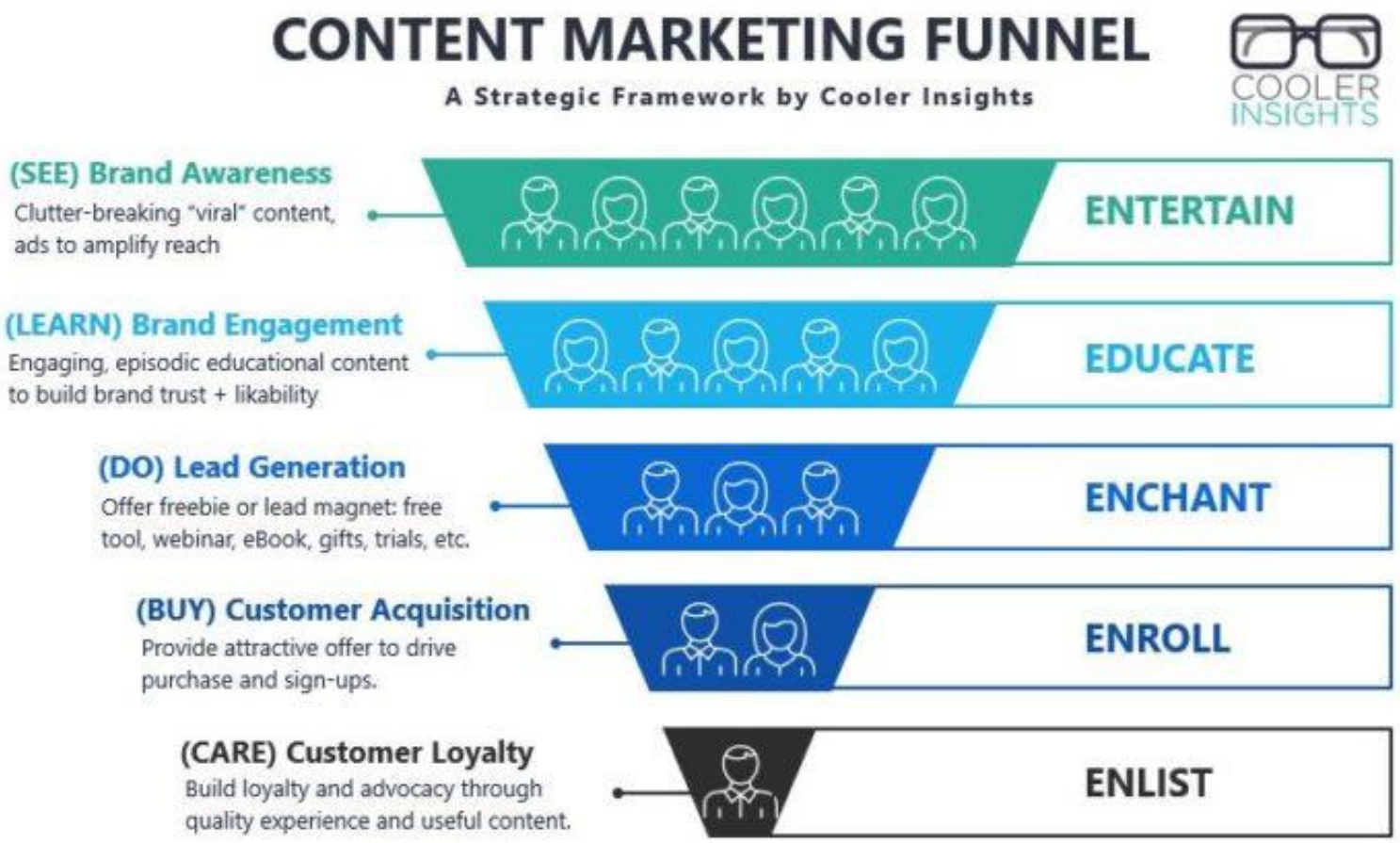
Two main parts of the funnel:

- Customer types - different audiences require different content strategies to bring them down the funnel
- TOFU, MOFU, BOFU:
  - ✓ **TOFU** - reaches out to those new to your brand
  - ✓ **MOFU** - aim to deepen engagement and education
  - ✓ **BOFU** - targeted at conversion and building loyalty



Map Out Buying Journey

Align Funnel To Buying Journey

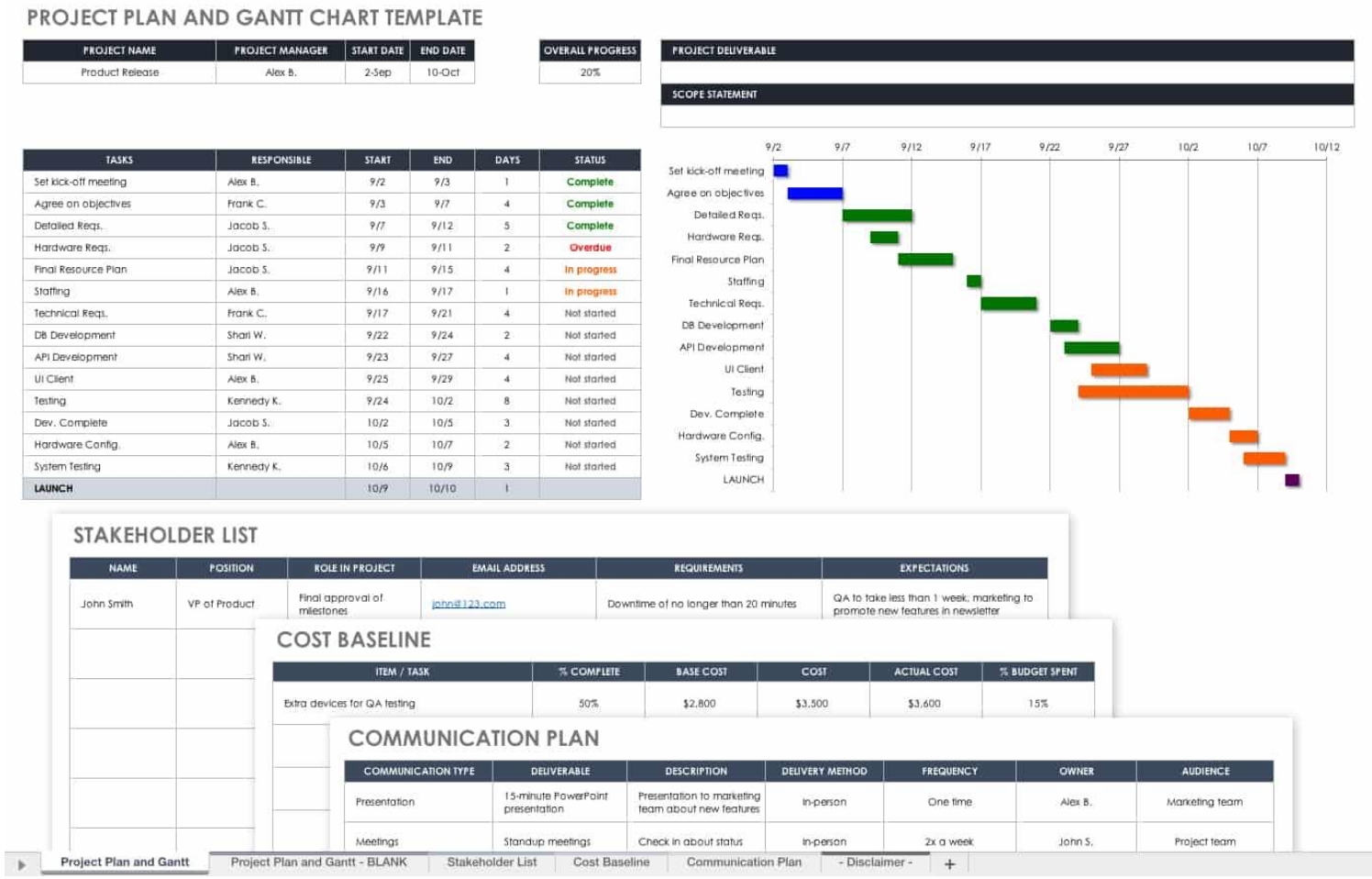


- Trigger brand awareness
- Engage and educate
- Generate leads through valuable content (e.g. eBooks, catalogue, checklists)
- Acquire customers through attractive offers
- Make them part of your community

Plan Content Calendar

Consider these:

- At least two to three content offers per quarter
- Organise according to buyer journey/ marketing funnel stage
- Include any other company-wide content needs (eg material on product launches, trade shows, events, etc)



PROJECT PLAN AND GANTT CHART TEMPLATE

PROJECT NAME	PROJECT MANAGER	START DATE	END DATE
Product Release	Alex B.	2-Sep	10-Oct

OVERALL PROGRESS
20%

PROJECT DELIVERABLE

SCOPE STATEMENT

TASKS	RESPONSIBLE	START	END	DAYS	STATUS
Set kick-off meeting	Alex B.	9/2	9/3	1	Complete
Agree on objectives	Frank C.	9/3	9/7	4	Complete
Detailed Reqs.	Jacob S.	9/7	9/12	5	Complete
Hardware Reqs.	Jacob S.	9/9	9/11	2	Overdue
Final Resource Plan	Jacob S.	9/11	9/15	4	In progress
Staffing	Alex B.	9/16	9/17	1	In progress
Technical Reqs.	Frank C.	9/17	9/21	4	Not started
DB Development	Shari W.	9/22	9/24	2	Not started
API Development	Shari W.	9/23	9/27	4	Not started
UI Client	Alex B.	9/25	9/29	4	Not started
Testing	Kennedy K.	9/24	10/2	8	Not started
Dev. Complete	Jacob S.	10/2	10/5	3	Not started
Hardware Config.	Alex B.	10/5	10/7	2	Not started
System Testing	Kennedy K.	10/6	10/9	3	Not started
LAUNCH		10/9	10/10	1	

STAKEHOLDER LIST

NAME	POSITION	ROLE IN PROJECT	EMAIL ADDRESS	REQUIREMENTS	EXPECTATIONS
John Smith	VP of Product	Final approval of milestones	john@123.com	Downtime of no longer than 20 minutes	QA to take less than 1 week, marketing to promote new features in newsletter

COST BASELINE

ITEM / TASK	% COMPLETE	BASE COST	COST	ACTUAL COST	% BUDGET SPENT
Extra devices for QA testing	50%	$2,800	$3,500	$3,600	15%

COMMUNICATION PLAN

COMMUNICATION TYPE	DELIVERABLE	DESCRIPTION	DELIVERY METHOD	FREQUENCY	OWNER	AUDIENCE
Presentation	15-minute PowerPoint presentation	Presentation to marketing team about new features	In-person	One time	Alex B.	Marketing team
Meetings	Standup meetings	Check in about status	In-person	2x a week	John S.	Project team

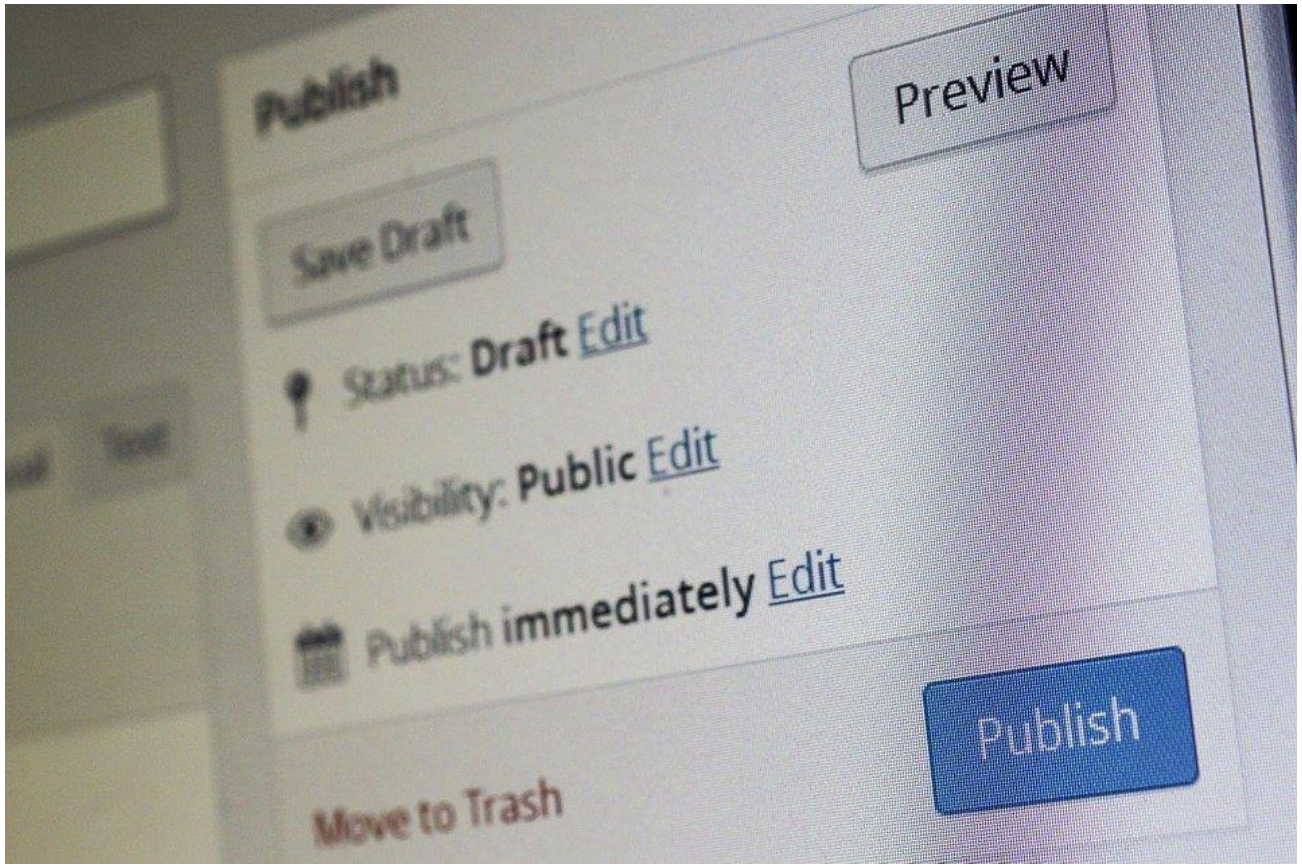
Publish and Promote Content

Publish your content:

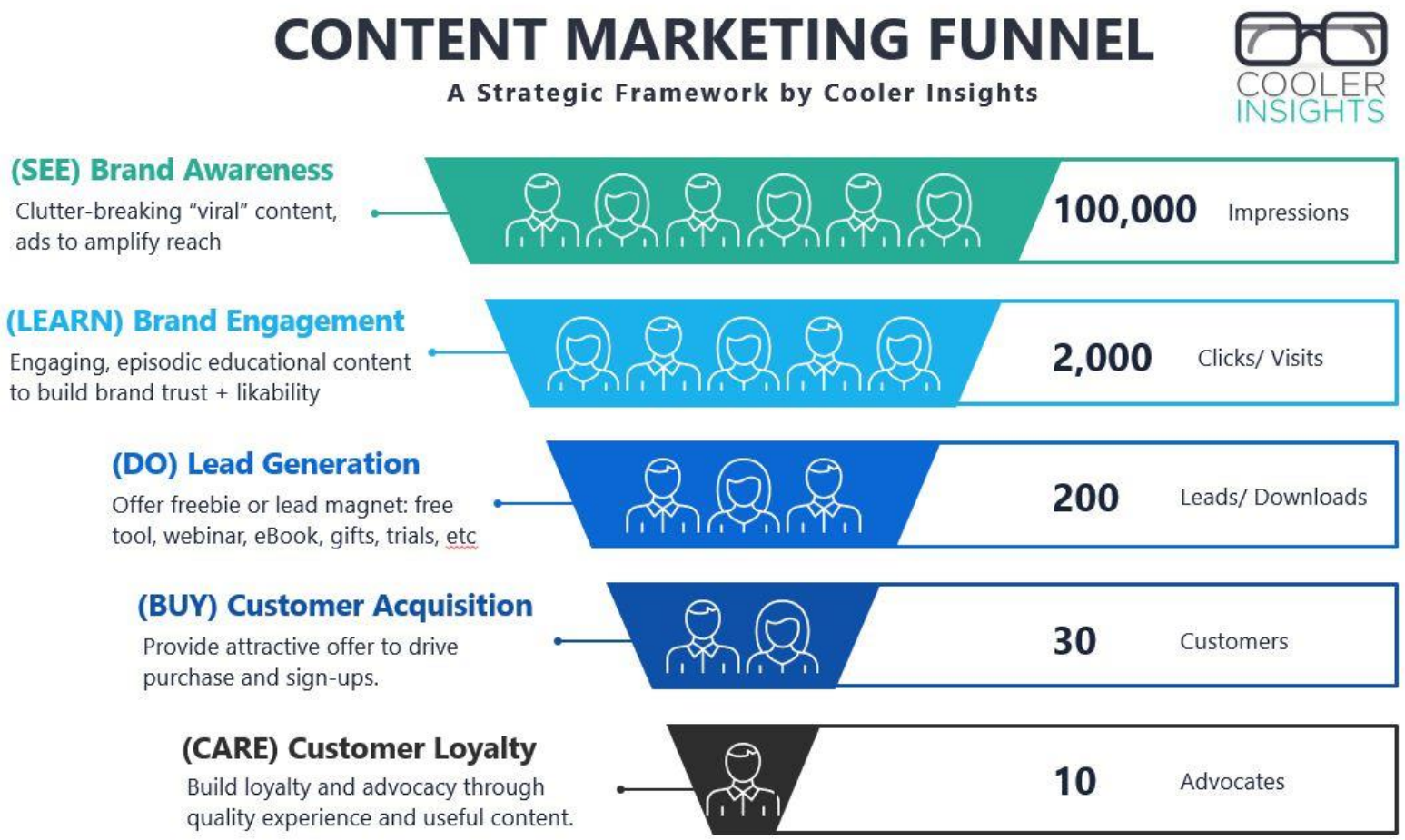
- Day, week, and time for the content to be published
- Sustainable frequency (weekly, monthly?)
- Customer persona that your content is targeted at

Promote your content:

- Use various channels — organic (SEO), social media, ads, emails, as well as offline platforms



Track Your Content KPIs



- Use tools like Google Analytics, social media analytics (eg Facebook, LinkedIn, Twitter, Pinterest), and email analytics
- Track your results across the funnel
- Work out your marketing ROI (eg cost per customer, Return On Ad Spend)

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