BOOST YOUR ONLINE ROI:
5 Tips FOR Getting MORE Out of Your Web Marketing DOLLARS

From the editors of **Chief!Marketer**

1   **USE VIDEO TO INCREASE EMAIL ENGAGEMENT.** Emails featuring video can heighten a prospect's interest in your product or brand, and begin a conversation that can lead to a sale. Nashville's Hutton Hotel used video recently to connect with meeting planners and promote the 3-year-old property as a conference destination.

"Because people aren't exactly sure what the Hutton is yet, there's an education process—in Nashville, there really aren't a lot of independent luxury hotels," say Lisa Bush, director of sales and marketing.

This spring, the Hutton tested using video to create engagement in email and got a 16% response rate. The cost to test wasn't prohibitive—the video used in the campaign was originally created for other purposes, such as supplying newscasts with B-roll footage about the property to use in stories, to run on the in-house TV channel, or to send out on CD to planners and others who wanted more information.

2   **MAKE SURE LANDING PAGES REFLECT WHATEVER BROUGHT THE PROSPECT TO THE SITE.** The landing page shouldn't be a jarring experience to the visitor, says Adam Blitzer, co-founder and COO of Pardot. "A prospect shouldn't click on an ad and land on a page which is not what they expect. Where you see this happen most is in paid search. Prospects search for something specific, get a fairly generic landing page, and bounce away because it is not what they searched for."

"Paid search and search engine marketing happen at such scale, and marketers are managing so many different key words, that is difficult to have creative that relates to most of them," he adds. "A marketer wants to have landing pages that are fairly dynamic [and serve up content based on the terms which brought the prospect in]."

3   **DON'T USE QR CODES AS A GIMMICK.** QR codes can help marketers increase the reach and ROI of integrated B2B marketing campaigns. But make sure there's a relevant point to *why* you are incorporating them, says Jim Levinger, president, Q-Ray Media Inc.

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"It is a visual hyperlink, a connection between one thing and something else," says Levinger. "If a QR code takes a prospect to a landing page that isn't relevant, the marketer will say 'I tried that and it didn't work.' Well, *of course* it didn't work, because the program wasn't very well thought out. Too many folks have used QR codes as gimmicks, to fill white space in an ad. There needs to be a strategic point."

And remember to have systems must be in place to analyze the results of the promotion, and differentiate results from various channels and offers, so you can monetize the effort. "How is a QR code generating results for your company?" Levinger says. "Can you use it in a way that will generate some ROI?"

4 **KNOW WHO IS VISITING YOUR SITE.** Avery Dennison Office and Consumer Products analyzed their web data to get a better picture of who was visiting their site, alerting salespeople to opportunities or more sales from larger prospects.

A big challenge, says David Maxson, director of interactive marketing, was to correlate site visitors with potential product use. To do that, Avery first had to demonstrate that prime prospects—those among the Fortune 500, for example—were visiting the site in volumes sufficient to generate viable leads. It then had to provide data that could be turned into sales information.

To mechanize the process, Avery turned to Demandbase Real-Time Identification, in conjunction with Adobe SiteCatalyst. Avery researched what it felt the 30 largest business clients should be, based on a combination of known sales and intuition based on each company's size and the propensity within that vertical to use merchandise similar to what Avery offers. The 30 companies, along with the various domains they operate under, were tagged and tracked in a test campaign.

5 **SORT OUT YOUR WEBSITE METRICS.** On your site, distinguish between order taking and order generating. As Terry Jukes, president of B2B Direct Marketing Intelligence LLC and Mark Zilling, Sr., senior vice president and partner at MeritDirect wrote for Multichannel Merchant, while many B2B merchants take more than 50% of their orders online, few generate even 10% of their orders and new customers through online channels. The key is to closely analyze where orders originate and assign them to their appropriate categories.

Generally, online orders and new customers that result from visitors who come to a brand's site directly through the main URL or through a branded search (mostly the company name or some derivative) should be defined as having been generated by offline activities, writes Zilling and Jukes. Why? In most cases, some offline marketing expenditure drove those searches. Conversely, orders/customers coming from non-branded searches, pay-per-click/PPC ads or other online advertising sources or links should be considered the result of those online marketing activities/spending. While there are always exceptions, these basic guidelines serve most B2B companies well.

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