



The B2B Search Landscape

Targeting the Stages of Your Buyer Journey to Drive Revenue

Our goal is to **challenge** your organization's approach to Search Marketing, changing and modernizing your strategy.

Welcome

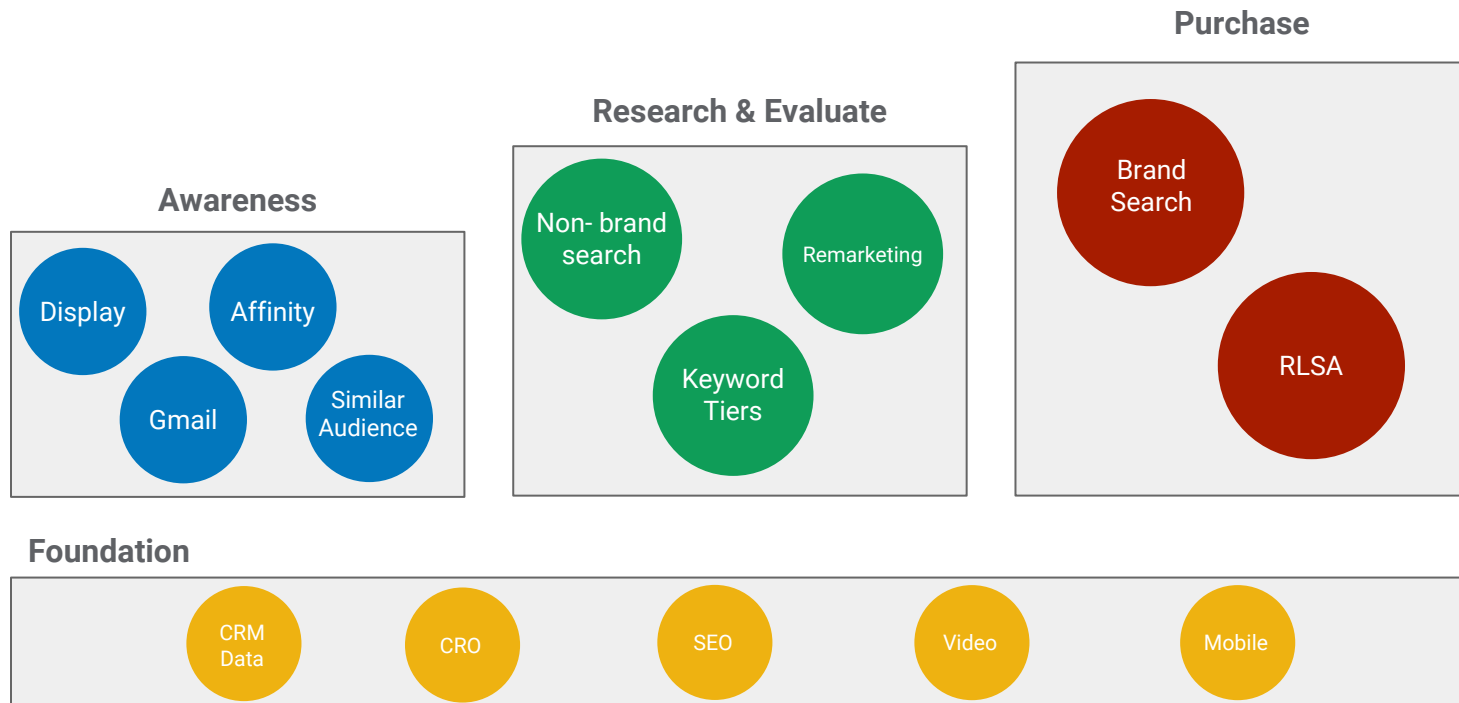


Takeaway

There is more to search than keyword bidding.

As a B2B organization, you should be aligning the entire search ecosystem with your **Buyer Journey**, leveraging new technologies and integration to drive leads/revenue.

B2B Search Playbook: Your Buyer's Journey

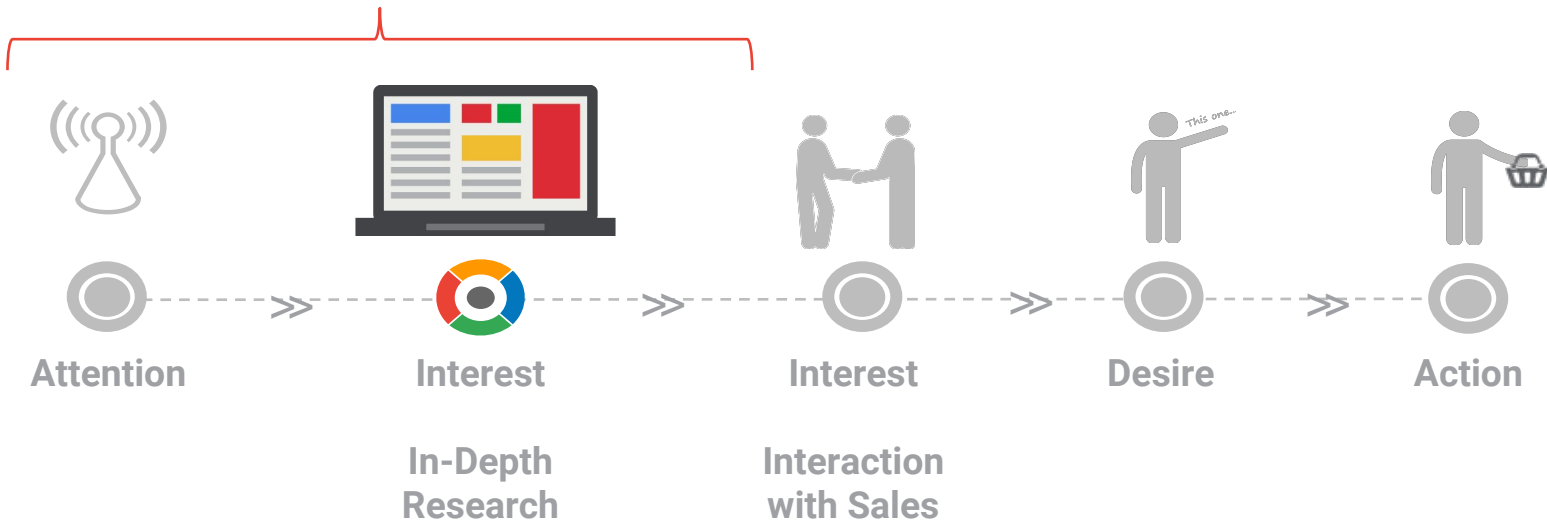


Landscape

B2B Buyer's Landscape

90%

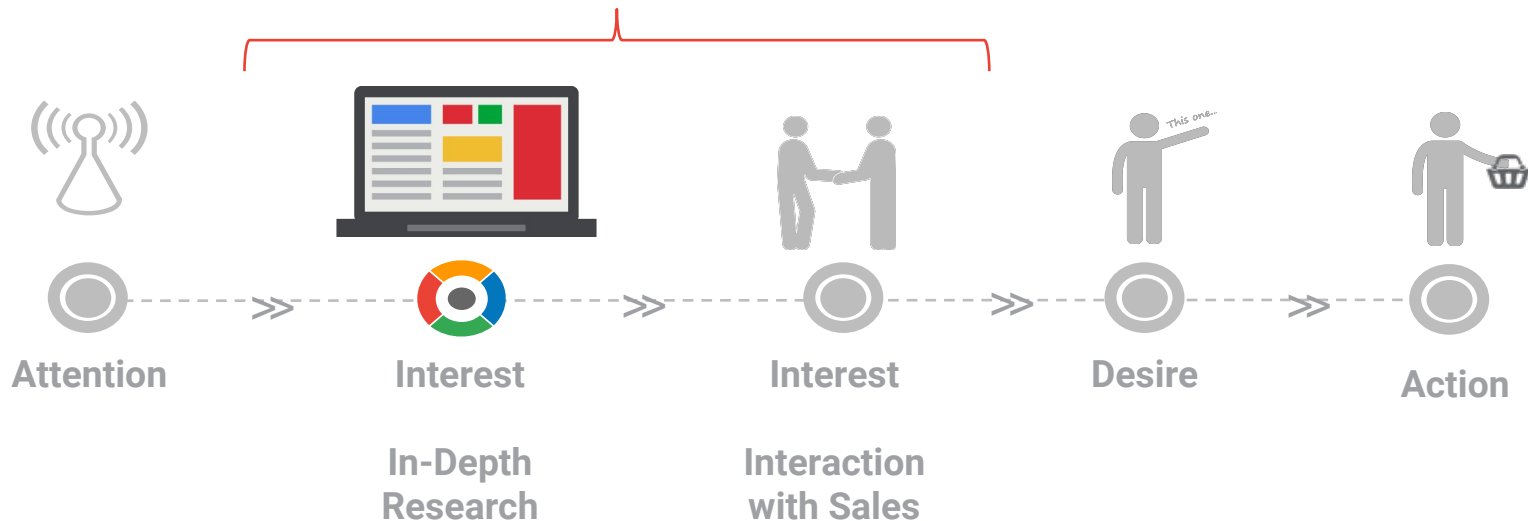
of the B2B purchase process happens
before sales even gets involved



B2B Buyer's Landscape

60%

of customers only consider
ONE TO TWO BRANDS





Traffic to B2B sites are up
2X over the past
2 years

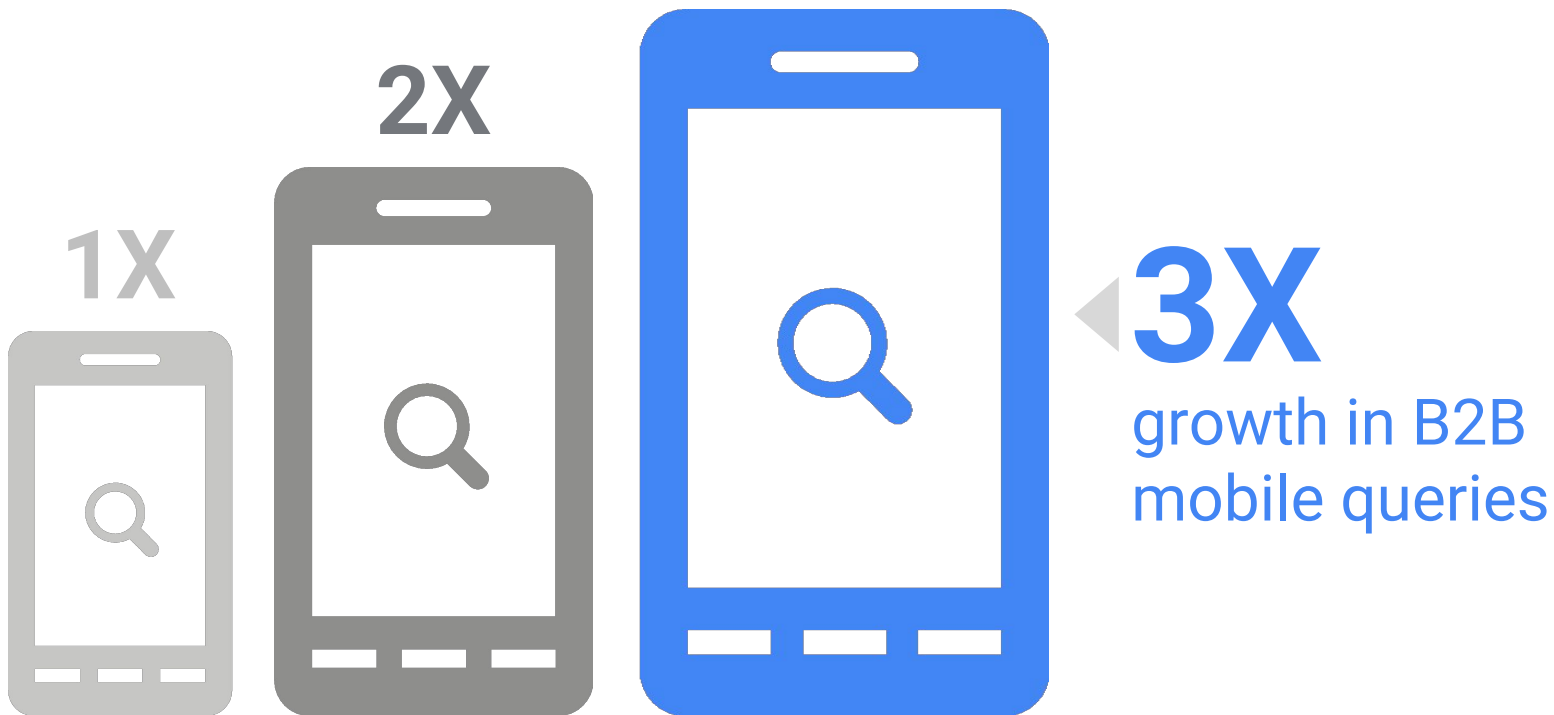
Source: Google/Millward Brown Digital, B2B Path to Purchase Study 2014



42%

use **mobile** specifically
to do research for
business purchases

Source: Google/Millward Brown Digital, B2B Path to Purchase Study 2014



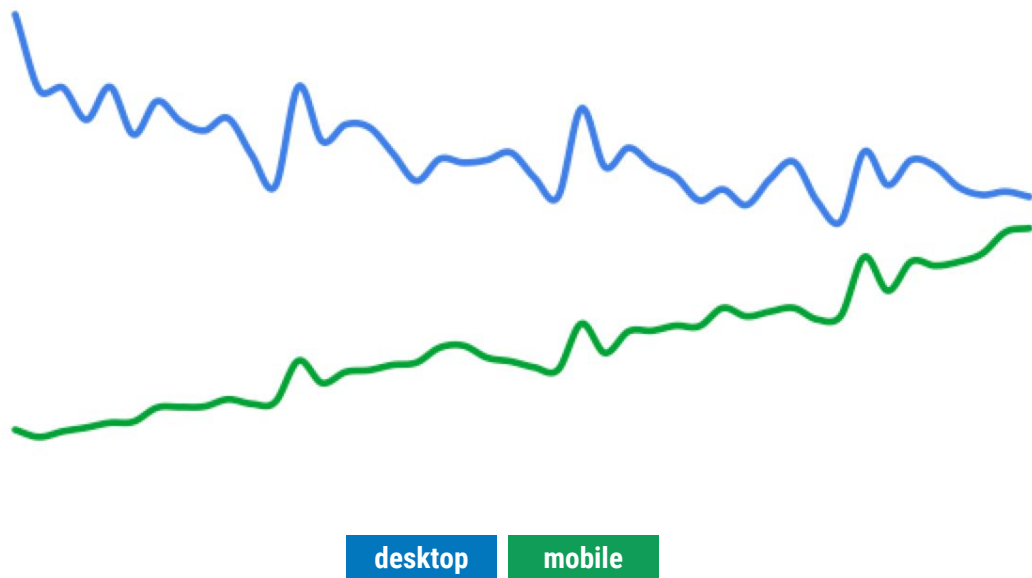
A poor mobile experience will cost you



61%

of B2B customers
would switch to a
competitor's site **after a
poor mobile experience**

“I want to learn” moments



“I Google it, read websites and articles related to the topic, and then go from there.”

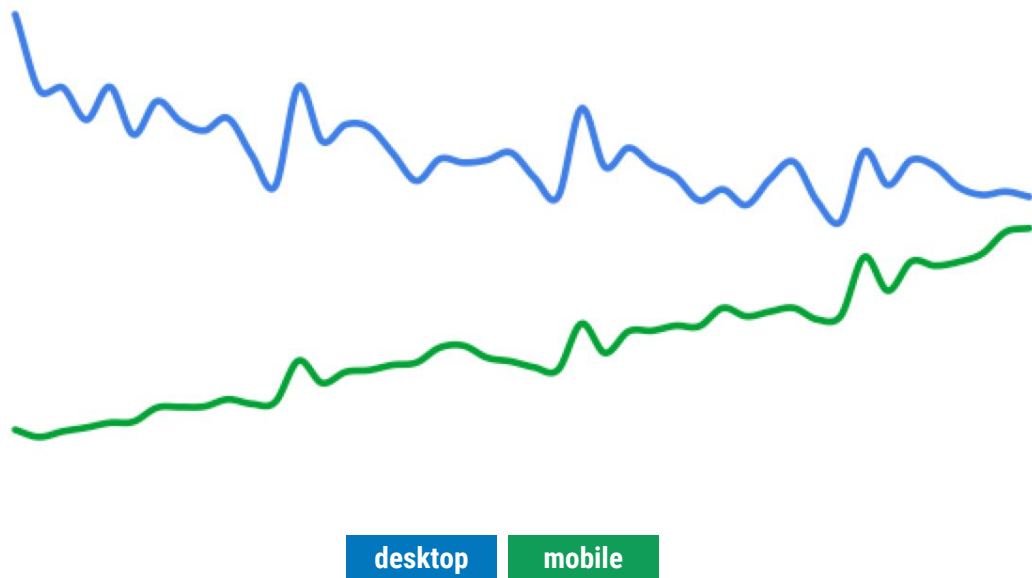
–Non C-Level, Female

“Best marketing automation tool”

“What is conversion attribution”

“Cloud access security white paper”

“I want to switch” moments



“I look up specific products using keywords and check out the options, ratings and reviews.”

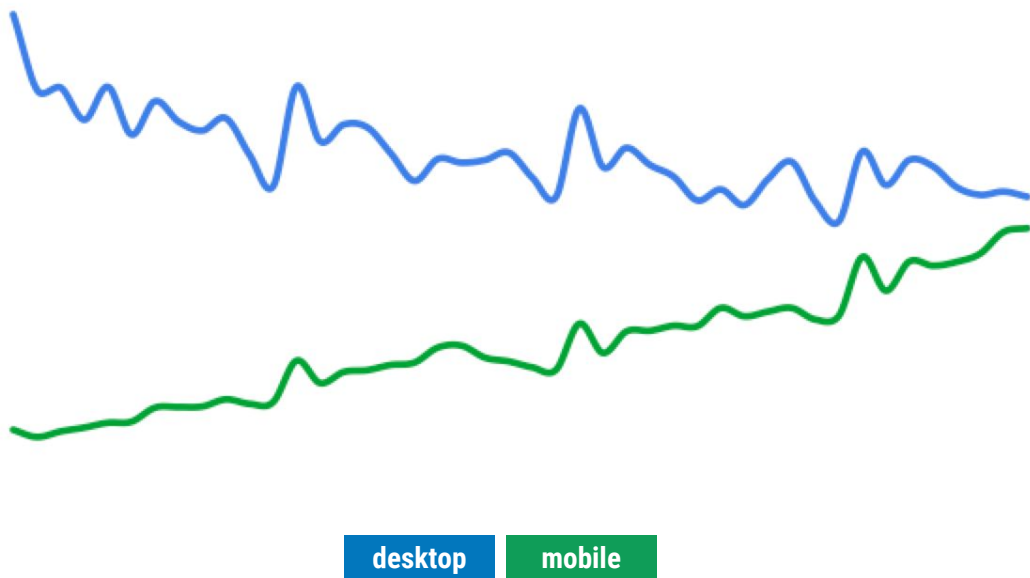
–C-Level, Male

“Best shipping provider”

“Highest quality CRM software”

“Easier systems integration”

“I want to know” moments



“When in a meeting, I find it more convenient to use my cell phone than my laptop. I do have a tablet, but I usually choose my cell phone. It’s just more convenient.”

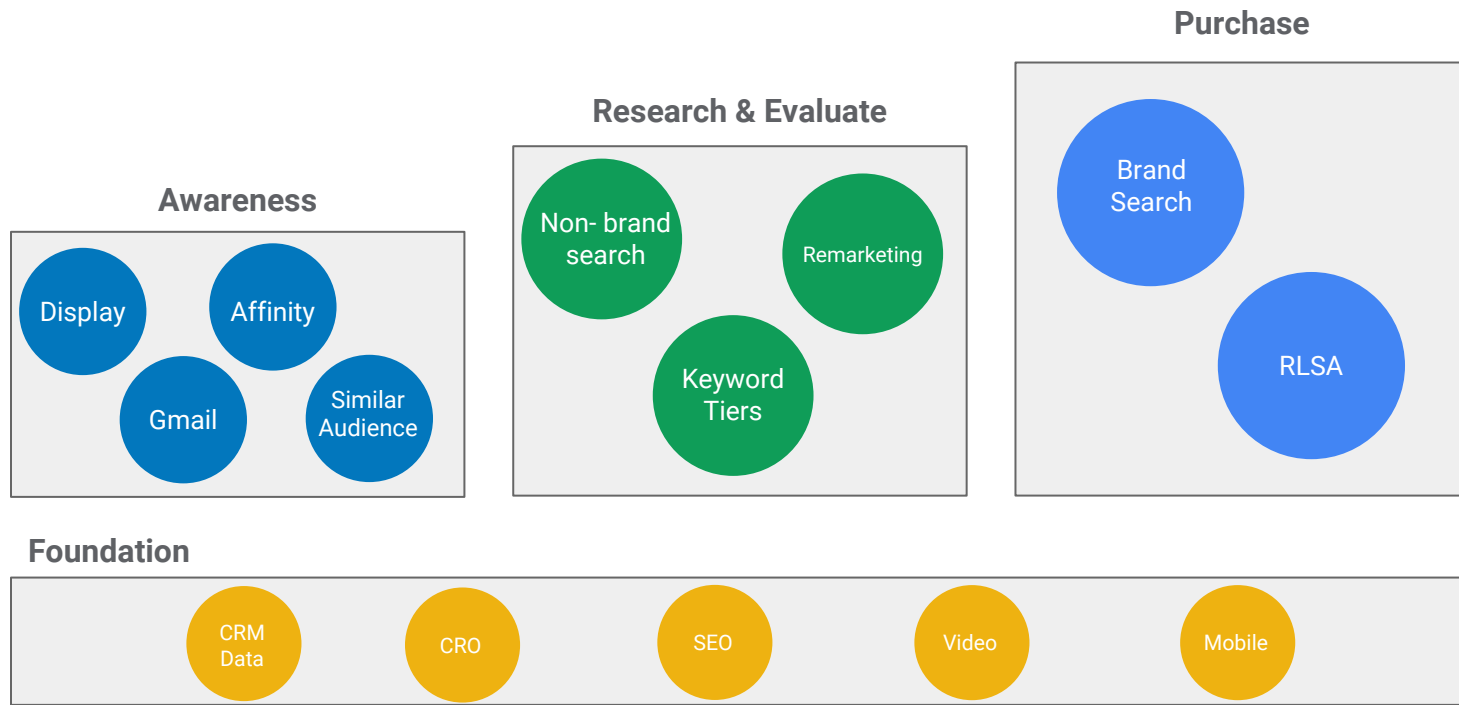
–Non C-Level, Female

When to consider a new payroll provider


How much is it to build a website

How fast is expedited shipping

Search Playbook: Your Buyer's Journey



Awareness



“It’s important to get that reach at the top of the funnel in order to achieve the revenue numbers at the bottom”

Mark Yolton, Vice President of Digital at Cisco



After seeing a display ad, tech B2B customers are...

49%

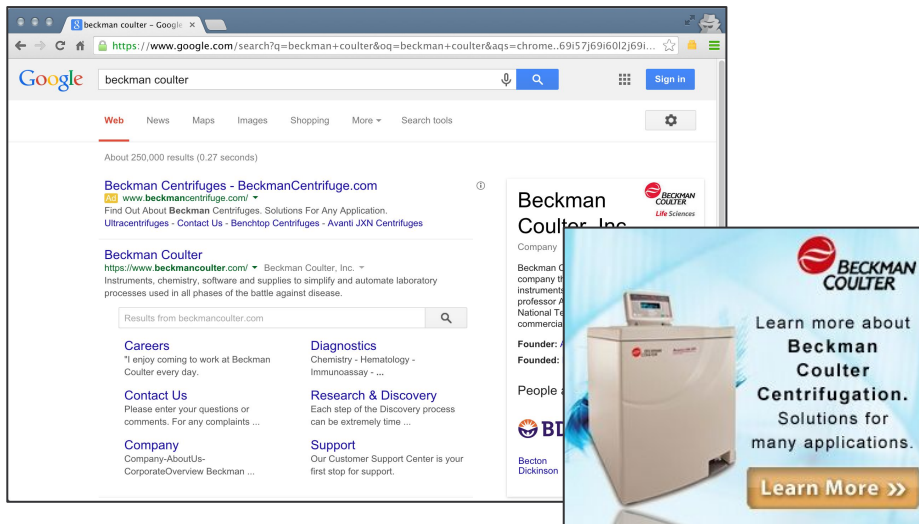
More likely to visit
an advertiser's site

40%

More likely to
search for a brand

Display and Search work for B2B

Your Digital Footprint in B2B



Advertising with search and display **increases consideration for B2B buyers by 28%**

Combining **search with display increases website visits by 41%**

Display prompts users to research



Of B2B buyers exposed to brands through display ads, 58% say those display ads influenced their decision to purchase.

Q: How can I leverage display to drive targeted awareness with my B2B buyers?

A: Extremely customized targeting.

Custom Affinity Audiences

Limit your display advertising by targeting custom affinity groups that *you* create.



Custom Affinity Audiences

Target users who are likely to:

1. Visit your competitor's websites
2. Browse your industry's trade publications

Build & refine your custom audience to focus a finite display budget to your B2B buyer.

Custom affinity audience

Describe the people you're trying to reach in as much detail as possible. We'll then create a custom affinity audience that includes the topics your audience tends to view websites about as well as the demographics they fall into. This will be limited to just the locations you are targeting. [Learn more](#)

Name

Description (optional)

Holiday entertainers

Enter a description to refer to later

Enter your audience's interests and websites they visit ?

christmas decorations (interest) x

www.southernliving.com/fo... (URL) x

holiday party ideas (interest) x

holiday entertaining (interest) x

christmas party ideas (interest) x

www.tasteofhome.com/recipe... (URL) x

www.pier1.com/dept/holiday... (URL) x

www.realsimple.com/holiday... (URL) x

www.williams-sonoma.com/p... (URL) x

allrecipes.com/recipes/ho... (URL) x

www.marieclaire.com/celeb... (URL) x

holiday decor (interest) x

holiday recipes (interest) x

holiday cocktails (interest) x

christmas recipes (interest) x

Your custom affinity audience (100M - 150M cookies)

Your audience belongs to these demographic groups, and visits sites related to these topics. If it's not what you had in mind, make edits above or customize your demographics when you are done with your custom affinity. [Learn more](#)

Top website topics

1. Cooking & Recipes

2. Food & Drink

Demographics

Age

Age Group	Percentage
18-24	10%
25-34	17%
35-44	13%
45-54	9%
55-64	8%
65 or more	5%
Unknown	37%

Gender

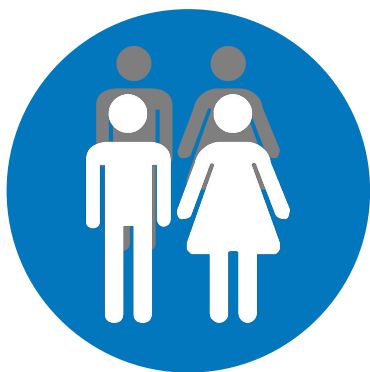
Gender	Percentage
Male	21%
Female	45%
Unknown	34%

Parental status

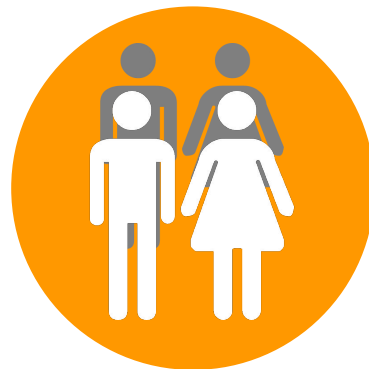
Parental status	Percentage
Parent	25%
Not a parent	33%
Unknown	42%

Similar Audiences

Target users that are *similar* to your best customers.



Use Your CRM Data

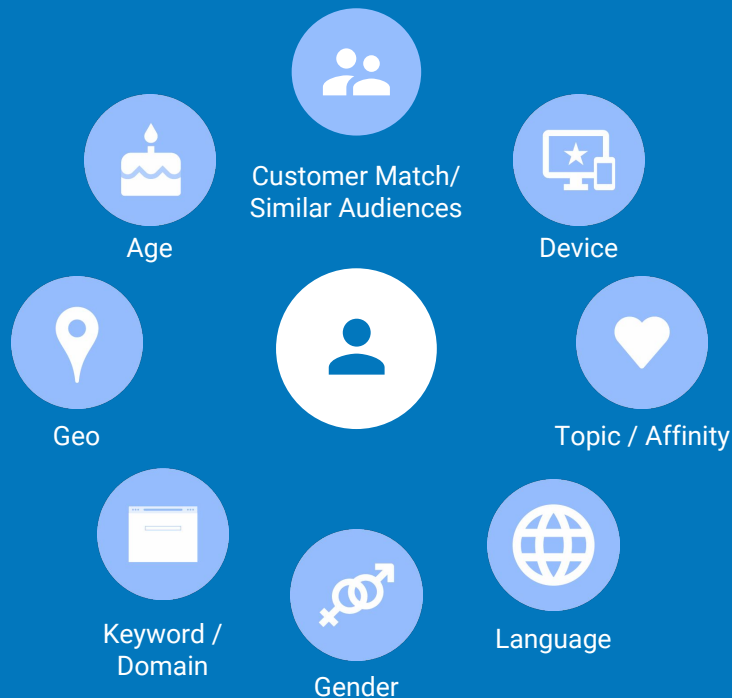


Use Your Website Data

Overlay Targeting

Build narrow display targeting with overlapping criteria.

Available Targeting



Gmail Ads

Target users who receive email from your competitors.

Google Apps and Gmail users can be shown your ad when they receive emails from your competitor's domains, making it possible for you to build awareness with your competitor's leads during their buyer journey.

Gmail provides extensive reach across the globe



billion monthly active users

Promote Your Content

B2B awareness is about authority, not traditional branding.

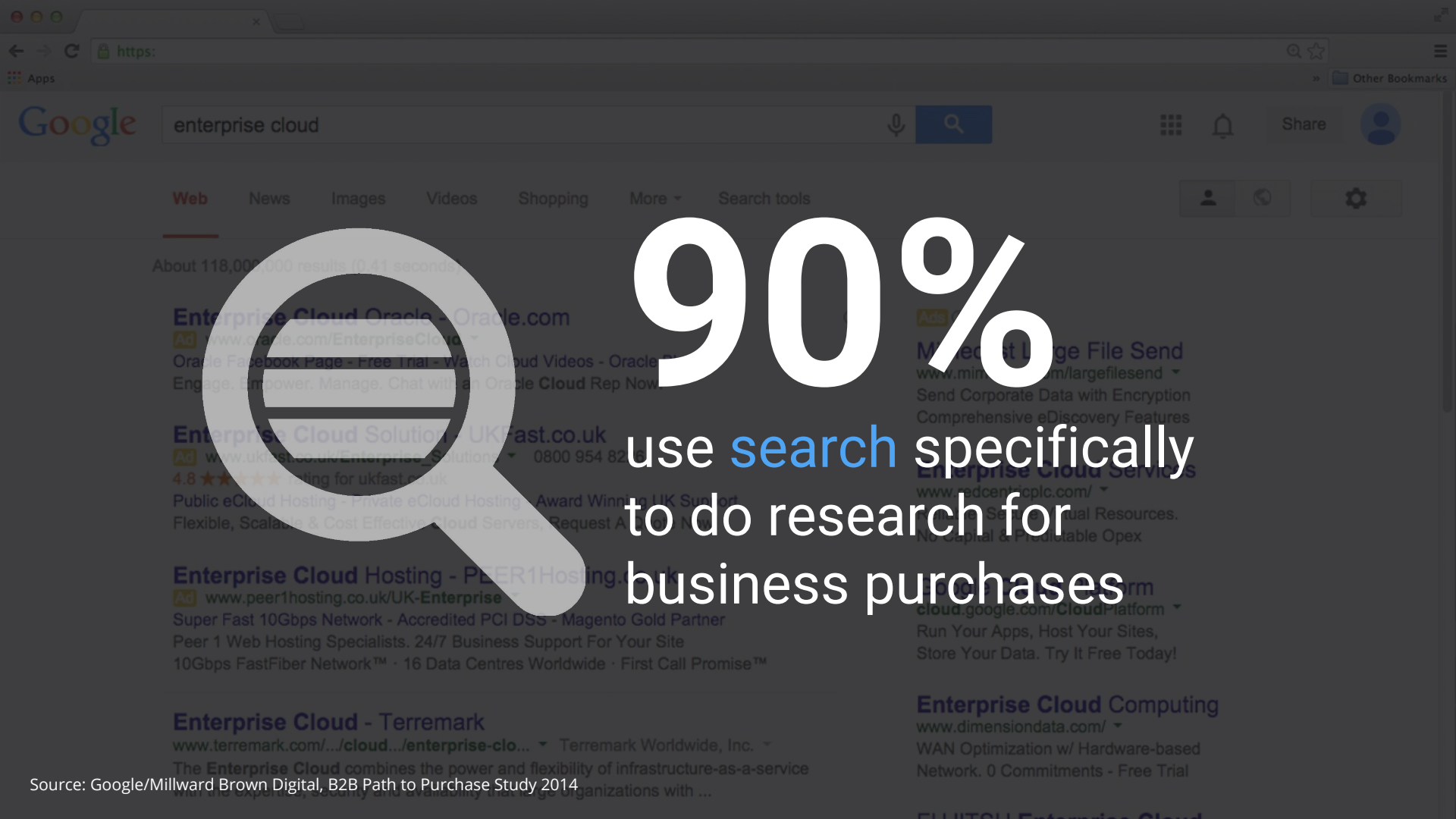
Promote the content you've published to soften the sell and create awareness through relationship building.

Awareness Case Study

Midmarket B2B Technology Services Company



Research & Evaluation



90%
use search specifically
to do research for
business purchases

Enterprise Cloud Oracle - Oracle.com

www.oracle.com/EnterpriseCloud

Oracle Facebook Page - Free Trial - Watch Cloud Videos - Oracle
Engage, Empower, Manage. Chat with an Oracle Cloud Rep Now

Enterprise Cloud Solutions - UKFast.co.uk

www.ukfast.co.uk/EnterpriseCloudSolutions 0800 954 82

4.8 ★★★★★ Rating for ukfast.co.uk

Public eCloud Hosting - Private eCloud Hosting - Award Winning UK Support
Flexible, Scalable & Cost Effective Cloud Servers, Request A

Enterprise Cloud Hosting - PEER1Hosting.co.uk

www.peer1hosting.co.uk/UK-Enterprise

Super Fast 10Gbps Network - Accredited PCI DSS - Magento Gold Partner

Peer 1 Web Hosting Specialists. 24/7 Business Support For Your Site

10Gbps FastFiber Network™ - 16 Data Centres Worldwide - First Call Promise™

Enterprise Cloud - Terremark

www.terremark.com/.../cloud.../enterprise-clo... Terremark Worldwide, Inc.

The Enterprise Cloud combines the power and flexibility of infrastructure-as-a-service

with the security, privacy and availability that large organizations with ...

Move It Large File Send

www.minicloud.com/largefilesend

Send Corporate Data with Encryption

Comprehensive eDiscovery Features

Enterprise Cloud Services

www.dimensiondata.com/

Cloud Managed Services

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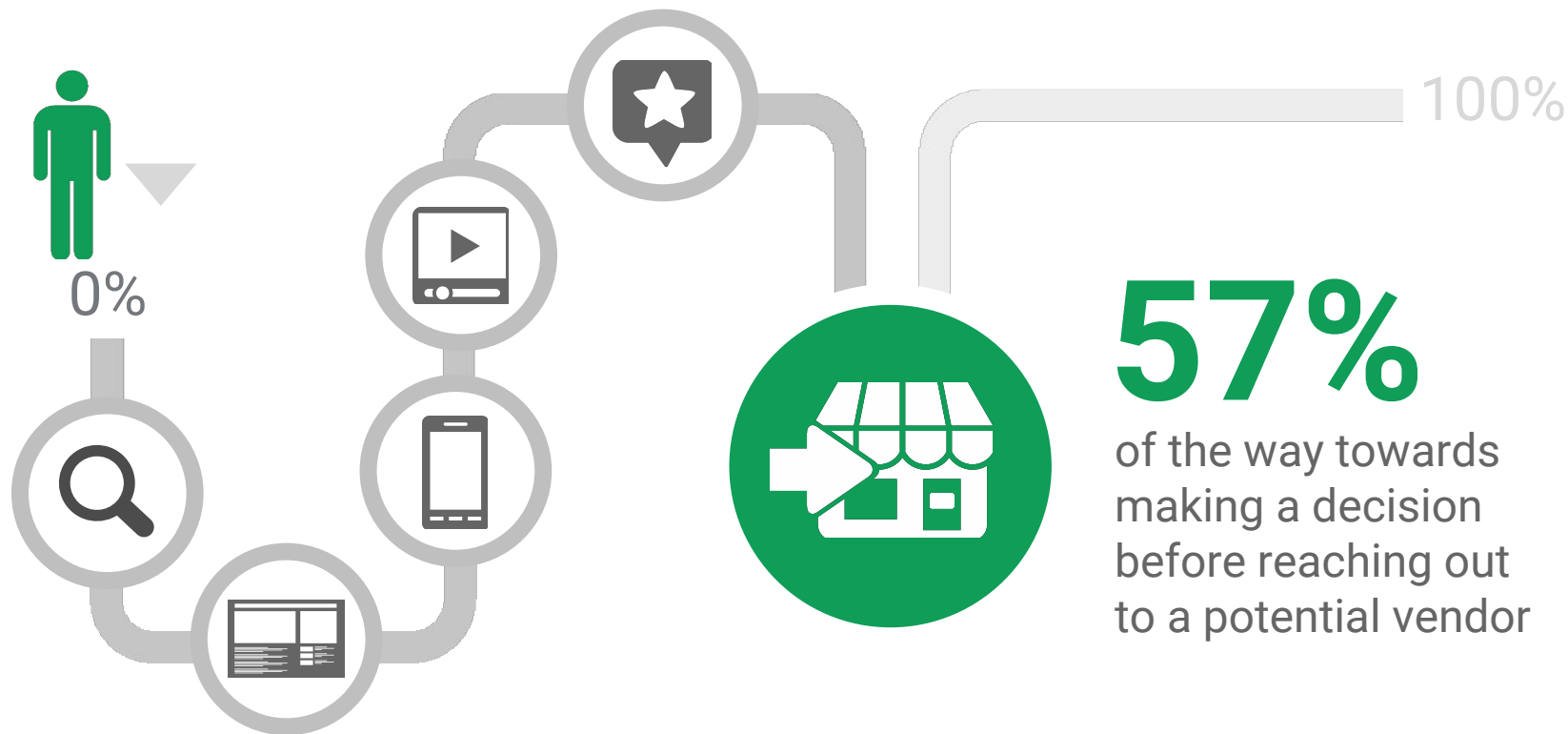
Cloud Managed Services

Cloud Managed Services

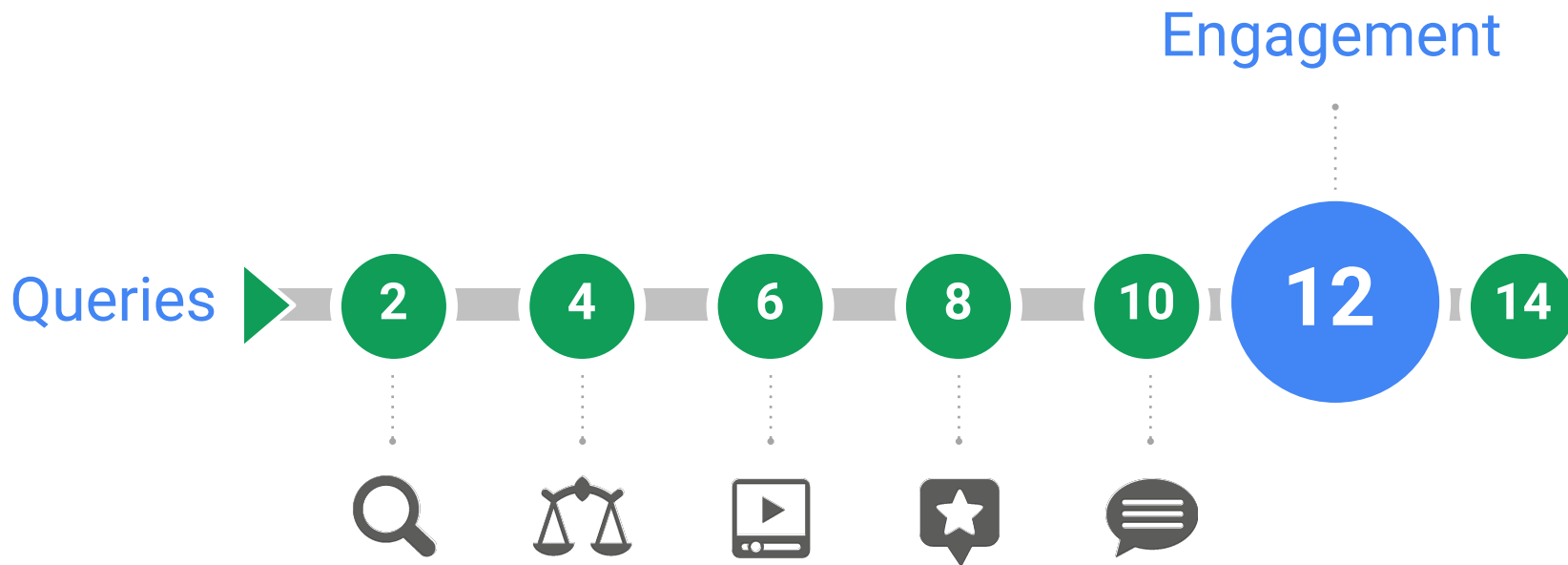
Cloud Managed Services

Cloud Managed Services

B2B research is self-directed



B2B research is Long



Q: How do I best leverage the search ecosystem to meet my buyers when they are researching?

A: Change your account structure.

False. Search Marketing should be driven by a single CPA target.

True. Individual tactics and campaigns should have segmented CPA goals based on the quality of prospects.

False. I should limit campaigns based on CPA targets + budget.

True. When someone searches for my “perfect keywords,” I should invest in being present, no matter what it takes. Therefore, my limit should be contextual, allowing me to stay within the confines of my budget.

Tiered campaign structure

Organize your ad groups into tiered campaigns by priority.

The top tier includes your mission-critical “perfect” keywords.

- Spend 100% of your budget on T1, until it is capped.
- Align your CPA targets appropriately, you should be willing to pay more for a T1 lead.

Tier 1

Tier 2

Tier 3

Build a tiered campaign structure

Construct your Tiers based on:

1. Keywords that signal your exact buyers
2. Keywords that drove closed revenue in the past
3. Service/product lines with best margins or growth targets
4. Service/product lines with clear differentiators

Tiered campaign structure

Campaign	Budget ?	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Conversions ? ↓	Cost / conv. ?	Conv. rate ?
 T1	\$530.00/day 	8,533	631,975	1.35%	\$21.97	\$187,466.01	1.3	257.00	\$728.99	3.02%
 T2	\$200.00/day 	3,319	213,899	1.55%	\$15.47	\$51,337.63	1.4	83.00	\$618.53	2.50%
 T3	\$100.00/day 	1,209	119,091	1.02%	\$13.03	\$15,750.35	2.1	32.00	\$492.20	2.65%

Remarketing is crucial during research

Research & evaluation can last for months - even years.

Remain relevant and establish authority through active remarketing.

Utilize CRM + Google Analytics data to improve Remarketing Audiences.

CRM Data & Customer Match

Are you integrating your CRM data with Adwords & Analytics?

Target prospects that
you know



Exclude current
customers to only
reach new customers



Reach users similar
to your customers



CRO & SEO for Quality Score

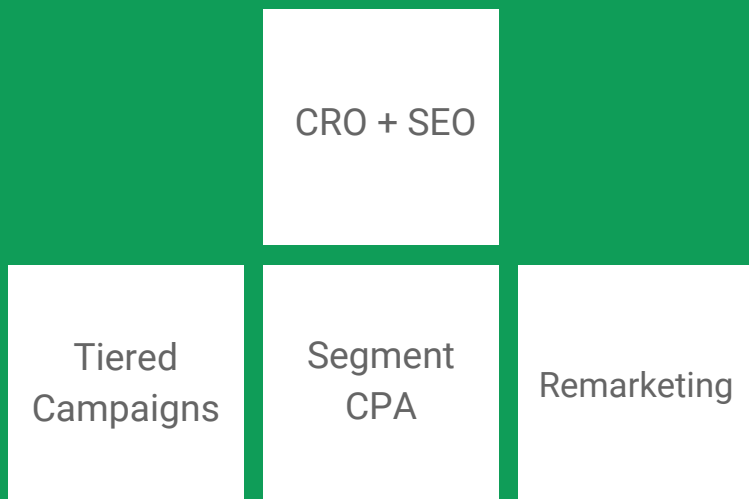
Q: Do siloed landing pages really drive the best user experience, aligning user query and intent with content?

A: Your core website pages should include SEO + CRO that align with your campaigns, have you tested them?



Research & Evaluation Case Study

B2B Managed Services Provider



=

**Lead volume increased
105.43%**

CPL decreased 20.72%

**Conv. Rate increase
63.60%**

Purchase

Be there:

Include brand terms in always-on campaigns

48%

of purchasers switch
between brand and generic
terms at some point in their
journey to conversion

Using an always-on campaign strategy for brand terms ensures that your customers see your ads at every stage in the conversion funnel

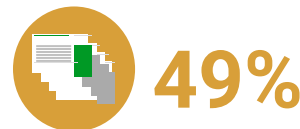
In the pursuit of conversions, one visit is typically not enough



Leave a website
without converting¹



Abandon leave a site
without purchasing¹



Typically visit 2–4 sites
before purchasing²

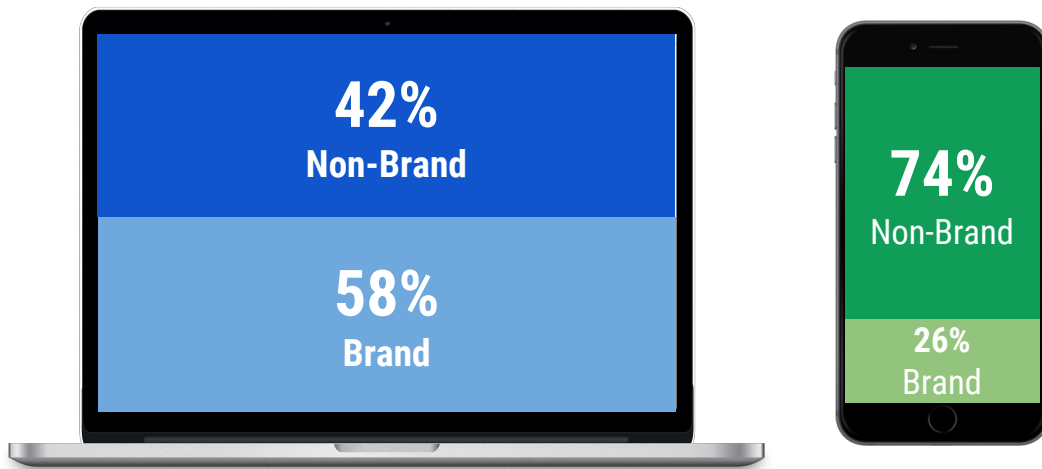
Use signals from your site with remarketing lists for
search to bid based on audience

Q: How can search marketing convert prospects into customers?

A: Target based on known intent.

Invest in brand search

B2B buyers conduct **research on mobile** devices with non-brand terms, and make **buying decisions on desktop** with brand terms.



Invest in brand search

Allocating budget to branded keywords is critical to capturing incremental volume from prospects who are ready to buy.

Branded paid search does not cannibalize Organic Traffic.

Studies show paid and organic drive an 89% incremental increase in visits.

Leverage RLSA to supercharge Tier 1

Target bids and messaging to prospects most likely to become customers.

- Leverage Customer Match to identify your most promising prospects.
- Increase your bids or structure standalone search campaigns to target those users only.

Purchase Case Study

Enterprise B2B Technology Provider

RLSAs

Branded
Search

=

CPL decrease 31.65%
Directly tracked revenue
leading to mROI of
3,560%

About Us

Big Footprint + Google

Our Partnership

- Backed by strategic Google team
- Access to exclusive beta opportunities
- Deep dives & health monitoring
- Comprehensive solutions, outside of just Adwords

Big Footprint + Google

What Makes Us Different & Better

We help drive, and are driven by data

- Our execution is grounded in strategy and driven by data, never assumption

We Teach You Along the Way

- Transparency and education are key to our mutual success

You Always Know Exactly What (and How) We're Doing

- Clear communication and transparent reporting keep your campaigns (and ROI goals) on track

Big Footprint + Google

What Makes Us Different & Better

Expert implementation only.

- The same team that pitches you works on your account.

We're involved and accountable, lean and effective.

- Our collective expertise, processes and tactical execution drive measurable revenue through the science of search.

Google Partnership

- Give us access to exclusive Google betas, tools, data, and resources - plus we are always first to know about product rollouts.

Final Thoughts

There is more to search than keyword bidding.

As a B2B organization I should be aligning the entire search ecosystem with my **Buyer Journey**, leveraging new technology and integration to drive revenue.

What's Next?

The **Opportunity Report** analyzes your specific situation in-depth, providing baseline data and recommendations for improving your ROI and digital footprint.

THANK YOU.

QUESTIONS.