SaaSHERO

- Presents -

THE SCIENCE OF CONVERSION

A MAD SCIENTIST'S LAB GUIDE TO EXPLOSIVELY SUCCESSFUL B2B LEAD GENERATION

INDEX

FORWARD

Easy-to-do marketing experiments that work with data to back them up

Get started today generating more leads and set your company apart from competitors

When it comes to digital marketing, advertising, and lead generation, everyone has a hypothesis about which formula works best. Start with a little of this. Titrate a bit of that. Always use this base. Accelerate it with some unusual compound and then balance it all to become … what?

As a business owner, it's confusing and exhausting. Who has time to hypothesize about lead generation procedures? It's costly, frustrating, and often little valuable data is returned no matter how hard you try to control the variables. Even worse, experiments that go wrong can blow up in your face costing time, money, clients, and brand trust.

That's why we're sharing with you four of our most valuable and successful customer acquisition experiments. These are outside-the-box experiments you won't find anywhere else. What's ahead in these pages isn't like every other "Top 10 B2B Lead Gen" articles you've seen. We've already done the hypothesizing and testing. We've handled the calculations. We've had careful quantitative and qualitative observations. We've gathered important and valuable data about why these procedures work and how you can make them work for you—no matter how large or small your business is.

Here are four experiments—real solutions—to take your lead generation to the next level, attract new customers, and help your sales team quickly close deals. You can do these things now. They're not theories. They're no longer just our hypotheses. They are real procedures that work and provide consistent, repeatable data that will bring you leads and help you quickly land new clients.

- **Aaron Rovner, Founder, SaaS Hero**

EXPERIMENT 1

Convert Broad Prospecting Into Known Values with Targeted Messaging

Our Hypothesis

If we can turn extremely broad prospecting sources into granular, focused prospecting sources, then we can craft more relevant messaging to generate high-quality leads.

Our Experiment

Capterra is a peer review site designed to help businesses evaluate software solutions for most business needs. In addition to allowing software vendors the ability to create a free listing on their site, Capterra also offers a pay-per-click advertising program or companies who want to pay to drive targeted traffic to landing pages outside of their platform. For this experiment, we analyzed pay-per-click (PPC) campaigns from several Capterra advertisers. We selected 10-15 software categories that were a good fit for our ideal client profile. Since we offer PPC management services to B2B SaaS companies exclusively, targeting B2B SaaS companies running Capterra PPC ads helped us find ideal targets for our agency.

First, we identified companies in each of our targeted categories that participate in Capterra PPC. These companies were easily identifiable because they have an orange “visit website” call-to-action (CTA) button next to their Capterra listing.

Next, we used the Scraper Google Chrome extension to export the company names into a Google Sheet. From this list, we analyzed which companies sent PPC traffic to a dedicated landing page and which did not.

3

Did You Know?
Email recipients are 75% more likely to engage with emails from segmented campaigns than those that are not

In order to do this, we used the Scraper Google Chrome extension again to gather URLs from each orange “visit website” CTA. However, since Capterra implements URL redirects after clicks, we didn’t have the actual URLs of the landing pages advertisers were sending traffic to - we needed a way to uncover the actual URLs each company used for each CTA. To do this, we used a tool called ScrapeBox. Scrapebox has an add-on called Redirect Checker that allowed us to upload a list of the redirect URLs we scraped from Capterra, analyze where they sent traffic to and discover the actual URLs we needed, at scale.

Once we uncovered the real URLs, we could see which company used a dedicated landing page and which didn’t. If a company used a subdomain, for example: try.softwareproduct.com, we knew it used a dedicated landing page. If a company didn’t send traffic to a subdomain, we assumed it directed traffic to its main website—a PPC no-no.

Next, we used ScrapeBox’s Page Scanner add-on to determine if the company had either the Facebook Pixel or Google Tag Manager installed, and noted them in our list with a “yes” or “no” for pixel usage.

These steps enabled us to create four distinct list segments:
NO Facebook or Google Tag Manager and YES dedicated landing page
NO dedicated landing page and YES Facebook or Google Tag Manager
NO Facebook or Google Tag Manager and NO dedicated landing page
YES Facebook or Google Tag Manager and YES dedicated landing page

After segmenting our list, we used a tool called Link Prospector to find relevant decision-makers for each company including their LinkedIn profiles. For this experiment, we focused on connecting with each company’s founder, co-founder, or CEO. We used this formula in Link Prospector to get the information we needed: “<Company Name> site:linkedin.com/in CEO or Founder or Co-Founder”. Link Prospector searches Google at scale. We then exported the results as a .CSV.

Did You Know?
68% of B2B business use landing pages to get leads

Once we found LinkedIn URLs for each decision-maker, we loaded those URLs into a tool called Skrapp, which automates scraping LinkedIn for email addresses. From there we generated additional contact information for our lists. We then cleaned the emails by using TheChecker to ensure the highest deliverability rate for our campaigns.

Our last step was to write custom-tailored copy for each segment including different offers for each. We then connected with each decision-maker with a personalized service offer, resulting in several new clients with low to no churn.

The Qualitative Observation for Your Business
Tailored marketing messages have better performance results than generic marketing messages. Remember, all leads aren't created equally, so it's important to pursue opportunities where you can tailor your offers based on your leads' specific needs. If you also sell your product or service to B2B SaaS companies like we do, source your prospects from Capterra (or some of the other software review sites), and then refine your list from there. For example, if your product appeals to businesses who built their apps on Ruby on Rails, search for that as your next variable. Begin with a high-level search, then narrow it down.

Our Formula

Using a site like Capterra or something similar, identify core advertising categories that are a good fit for your ideal client profile.

Next, create a segmented list that includes the company name and product name.

Conduct a review of those in your list and evaluate:
- Where are the ads directing traffic?
- Is the advertiser using a dedicated landing page or are they directing traffic directly to a page/subpage of an existing website?
- Does the advertiser have Facebook Pixel and/or
- Google Tag Manager installed on their site?

Did You Know?
86% of professionals prefer email for business communications

Next, use a product like Link Prospector to conduct an automated search query to find the key, relevant decision-makers at each company for each segmentation, including a corresponding LinkedIn profile.

Clean the email list to ensure the highest rate of deliverability with a tool like TheChecker.co.

Build the results into a targeted email list.

Finally, send highly relevant personalized messages with a specific offer explaining how you can help the company meet its objectives. Be sure to follow up after your first engagement.

Elements You Need in Your Marketing Lab

- Prospecting tool like Capterra
- Excel or Google Sheets
- Scrapebox or similar tool
- Email cleaning tool like TheChecker.co
- Link-building research tool like Link Prospector
- Software for sending cold email like Mailshake or Woodpecker
- Skrapp, Snov.io, Dux Soup or other scraper for gathering emails from LinkedIn profiles

How Not to Blow Up This Experiment

Two of the biggest mistakes you can make with this experiment include not cleaning and segmenting your list well and not delivering a valuable, understandable offer. Be sure to use a helper tool to clean your segmentations and remove any duplicate listings or double-groupings. Always double check your lists because each point of contact will be critical to your success. If you deliver the wrong offer to the wrong client during your first point of contact, you have little opportunity to bring them back around for conversion.

Did You Know?
Almost 80% of B2B marketers say email is its most effective channel

"We were surprised at how many people registered and actually showed up for our webinar. Well beyond our expectations."
–Michael Benko, COO, Student Success Agency

Experiment 2

Avoid the Freezing Point in Your Cold Email Campaigns

Our Hypothesis

If we deliver highly relevant content with a great offer and a simplified conversion experience to a segmented lead list, then we will exceed industry averages to convert cold prospects into warm webinar attendees.

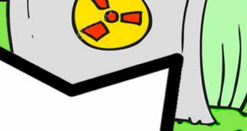
Our Experiment

We partnered with Student Success Agency (SSA) to launch a cold email campaign targeting an existing prospect list and drove prospects to a custom-designed landing page promoting a live webinar delivered by SSA's CEO (who is an award-winning public speaker) and one of their former student mentees.

SSA offers remote mentoring for middle and high school students around the country. For many school districts who receive grant money from organizations like Gear Up and TRiO, mentorship is required to receive funds. We used this as the backbone of the emails, webinars, and related offers.

To begin, SSA culled a list of known TRiO grant recipients. We cleaned the list to ensure we had the best possible contact information including names and valid email addresses.

Next, we crafted a sequence of four emails, delivered daily during a four-day period. The emails included links that drove prospects to a customized landing page. The landing page included great content, a compelling offer, and made it easy for prospects to quickly complete the CTA to register for the webinar.



Did You Know?
Average marketing webinar attendance is 44%
- This campaign generated more than 50% attendance
- 21% conversion rate from click to

In the body of the emails, each link to the landing page included merge tags appended to the URL. MailChimp defines merge tags as “A unique, text-based identifier that corresponds to the data in an audience field.” Meaning, when a prospect clicked through a link from one of our emails to the landing page, the merge tags would pre-populate the fields in the contact form (webinar registration) with information we already had on each prospect (first name, last name, email) in our email software.

Pre-populating the form is a very important part of this experiment for a couple of reasons. First, because this was a cold email campaign, we wanted the leads to voluntarily submit their information in the form so we would have their full names and contact info in our webinar software (WebinarJam). Also, the conversion experience was extremely simple for the prospects, which helped to increase the likelihood that each prospect registered for the webinar.

For reference, here is an example of what a link in the email from this campaign looked like: https://webinars.studentsuccess.co/?first_name=*|FNAME|*&last_name=|LNAME|*&email=*|EMAIL|*.

The specific offers for this campaign were a downloadable copy of a sought-after, best-selling eBook written by SSA’s CEO, a chance to win a free consultation with an expert on the webinar topic, and a chance to win free student mentoring for a full semester from SSA.

Did You Know?
Email campaigns drive almost 60% of all webinar registrations

Did You Know?
Average webinar attendees watch 52 minutes of marketing webinars
- This campaign generated 58 minutes 17 seconds of attendee watch-time

The Qualitative Observation for Your Business

One of the great things about experimenting with cold email campaigns is the cost per acquisition (CPA) is often much lower than other digital marketing tactics. Also, using your existing contact lists and then targeting a segment with highly relevant content and a valuable offer is often cheaper and more effective than purchasing contact lists and trying to figure out how to get those potential leads to open, click, and engage with your company. It’s also a formula you can perfect, scale, and repeat for new lead generation and customer re-engagement, not just for webinars like our experiment, but also other offers like white papers, downloadable checklists, and other valuable, relevant content.

Our Formula

Evaluate your existing contact lists. Do you have a specific service or unique offer you can use to appeal to a segmented, targeted part of that list?

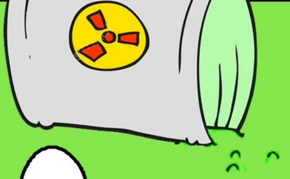
Develop a new targeted contact list and make sure you have enough contact details to make your cold email campaign personalized for the recipients (for example: first name, last name, and valid email address.)

Clean the list and double check contact information to ensure the highest level of deliverability for your campaign (less spam hits, fewer unsubscribes.)

Create relevant, engaging content that directly appeals to your targeted list

Drive leads to a great landing page and make it as easy as possible to complete the CTA.

.



Use merge tags from your email list to pre-populate your CTA forms. Pre-fill it with as much information as you can (i.e. first name, last name, email, etc.) so your prospects have less work to do to complete the CTA.

Make a compelling offer to drive click-through and engagement. For example, if you're driving your leads to a webinar, make an additional offer for signing up like a digital copy of an e-book or a free product or consultation.

Once you get CTA completion, be sure to **follow up with your prospects by continuing to deliver relevant, hyper-focused content** that drives and motivates them to engage with your company and offers.

Elements You Need in Your Marketing Lab

• A super-clean prospect list that's highly relevant for what you're offering
• A great offer
• An exceptional landing page experience
• Merge tags to make the landing page conversion as simple as possible

How Not to Blow Up This Experiment TT

After you've crafted your emails and landing page, check, check, and double check your links and merge tags. Make sure everything works properly. Send yourself and members of your team test emails on every device to make sure content displays and functions correctly. Test it to death. Because you're working with a cold email campaign, you really only have one chance to get this experiment right.

"Just because someone doesn't respond to your email, doesn't mean they're not interested in what you have to say."
-Aaron Rovner, Founder, SaaS Hero

Experiment 3

Eliminate Friction with Personalized Engagements

Our Hypothesis

If we engage valuable prospects with a cold email campaign (instead of waiting for them to respond to us), then we should continuously evaluate their engagements with that campaign, and provide additional personalized content to ensure they move through the sales funnel to customer acquisition.

Our Experiment

After engaging a targeted list of prospects with a cold email campaign, we analyzed email opens, click-throughs, and engagements at the conclusion of the drip.

The majority of prospects never respond to cold email or complete the desired call-to-action, but that doesn't necessarily mean that they aren't interested in the offer being presented to them.

Life often gets in the way of a response to a cold email.

We then used a session-tracking tool to watch the lead's activities on our landing pages and website. We then matched the session to our lead data and tied the session to specific members of our email list.

We evaluated which content and information each lead engaged with, what they were interested in, and specified key places in the engagement where we can move the lead further through our sales and marketing processes.

!!!

We won four customers as a result of this strategy and none of them responded to the email or CTA on landing pages

Did You Know?
51% of consumers say that the best way for brands to contact them is via email

From there, we sent a personalized follow-up email based on what we discovered when we watched which content they interacted with the most and then offered to help meet the lead's needs and address questions or concerns.

The Qualitative Observation for Your Business

Everyone sends cold emails. It's a key sales and marketing tool for most businesses; however, it many cases, you only get one or two chances to successfully engage with your prospect. You have a limited opportunity to make the most of your contact, so be proactive and implement calculated follow-ups on these engagements.

Our Formula

Install a session-tracking tool like Inspectlet on your website and landing pages.

Because this is a detailed evaluation process with several steps, **target a contact list of some of your most important prospects,** (for example, the top 1% of leads you want to target.)

Engage your prospects in an email drip campaign with valuable, relevant content.

Use merge tags from email with URL appended on the end of the landing page URL. This will enable you to include the lead's name or something similar so the lead is identifiable for later evaluation within Inspectlet.

Allow the drip sequence to run to completion.

Develop your own logic/data based on your business goals and objectives to determine which prospects in this list are worth further analyzation and review (in our case, click throughs to our content indicated the lowest hanging fruit).

!!!

Did You Know?
72% of consumers will only engage with personalized marketing messages registration

Did You Know?
Segmented and targeted emails generate 58% of all revenue

After the campaign concludes, **export key analytics from the campaign into a spreadsheet.**

Review open rates and click throughs, then, using the session tracking tool, follow the click-throughs to your site and analyze how each prospect engages with your site and content.

Develop a hierarchy of how you want to **rate/value the engagements** you're evaluating.

Create a personalized follow-up email (or make a call). Discuss key points of the engagement and make an offer they can't refuse.

Follow-up and **move the lead along further along through your sales** and marketing pipeline.

Elements You Need in Your Marketing Lab

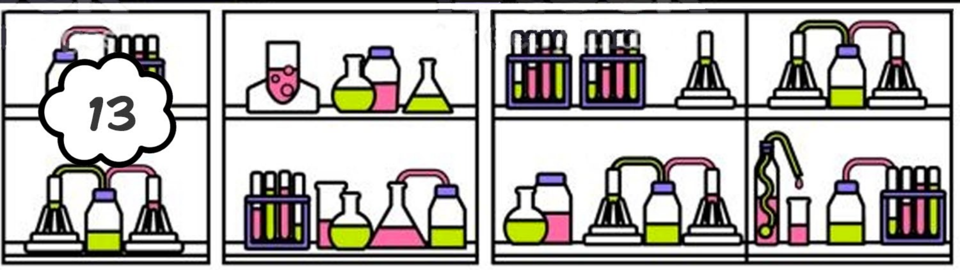
- Email marketing platform to send cold emails like Woodpecker or Mailshake
- Session tracking tool like Inspectlet or Hotjar
- Appended URL to have a unique identifier and to add tag to emails
- Google Sheets or Excel to export campaign data to CVS

How Not to Blow Up This Experiment

You can't just let that lead sit and cross your fingers they'll take action. If you engage an important lead in an email campaign, you should understand how they've interacted with your content and then follow-up. The appended URL tracker is important. It creates the opportunity to ensure you're speaking to the correct person about the correct topics because you'll be able to attribute their contact info to their session data.

!!!

Did You Know?
74% of marketers say targeted personalization increases customer engagement



Experiment 4

The Trade Show is a No-Go: How to Stay in Your Lab and Win Anyway

Our Hypothesis

If we connect companies to the same audiences that attend targeted trade shows or conferences without team members ever having to travel to another show, then we will help them save time and money and generate more viable leads at a better price.

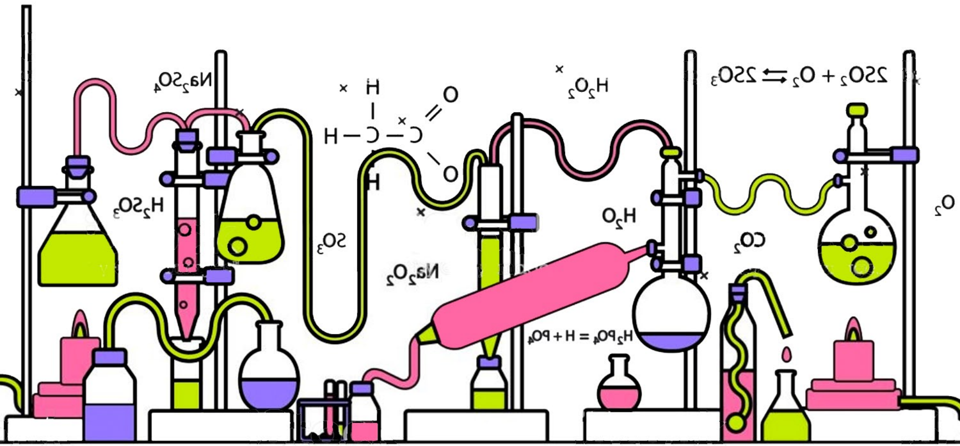
Our Experiment

We partnered with ITBoost to help the company generate new leads, target a specific trade show audience, and save time and money.

Instead of exerting energy on expensive booth rentals, display creation, promotional materials, airfare, conference fees, hotels, and food, we enabled the company to digitally target conference attendees through Facebook advertising and then focus on the leads they wanted on a granular level.

In this instance, the conference, DattoCon, is primarily for IT service professionals so we created a cold-targeting audience on Facebook comprised of IT/computer science demographics coupled with (this is the most important part) adjusting the “location” setting to “people traveling in this location.” We then set the targeting radius to be three miles around the zip code for the conference location.

These steps ensured that we targeted our ideal customer base; IT service professionals who were traveling to the precise conference location. Since most people who attend conferences like DattoCon aren't local, this element is critical to campaign success.



After outlining our demographics and fine-tuning our ad targeting, we created relevant ad content that included the name of the conference in the first line of all ads. Throughout the conference timeframe, we delivered ads with content related to the conference's topics, speakers, and events.

Once prospects converted to leads, ITBoost nurtured them through their regular sales and marketing channels to convert leads to customers.

The Qualitative Observation for Your Business

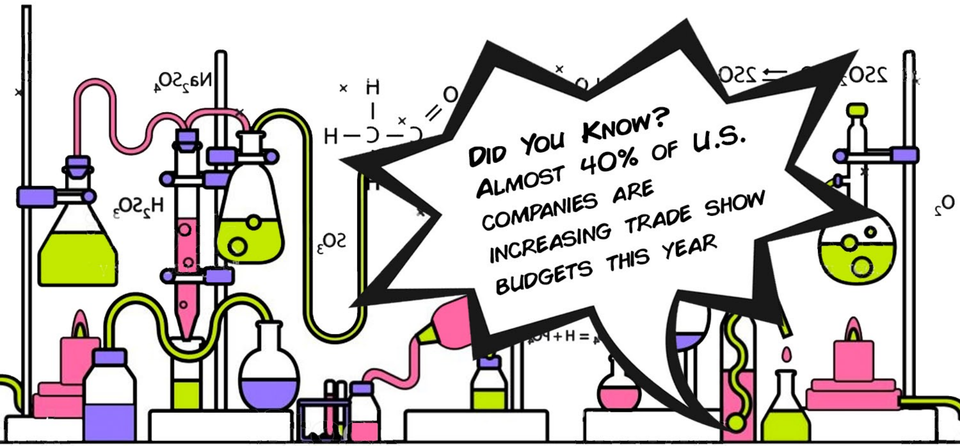
You know conferences and trade shows are good for business because event hosts create a dense atmosphere with a gravitational pull for your target customers. But they bring a lot of friction because they cost you a lot of time and money and rarely ensure successful conversions of leads to customers. Targeted Facebook ads can connect your company with conference attendees—while they're physically at the conference—when your team doesn't have to be.

Our Formula

Identify conferences/trade shows that will attract the best pool of customers for your company.

Determine the dates, times, and locations of each conference/trade show. Build targeted segmenting for people traveling to those areas during the shows. **Pro tip: if you already have a sizeable lead/customer list, create a lookalike audience in Facebook to use instead of starting from scratch each time.

Use the name of the conference/trade show in the first line of your ad content.



Create ad content that addresses the topics, speakers, and events at the specific conference/trade show to build relevance.

Create relevant content that addresses why your leads are at the conference and what they're expecting to experience while they're there, and how your company has what they're looking for. Make a great offer.

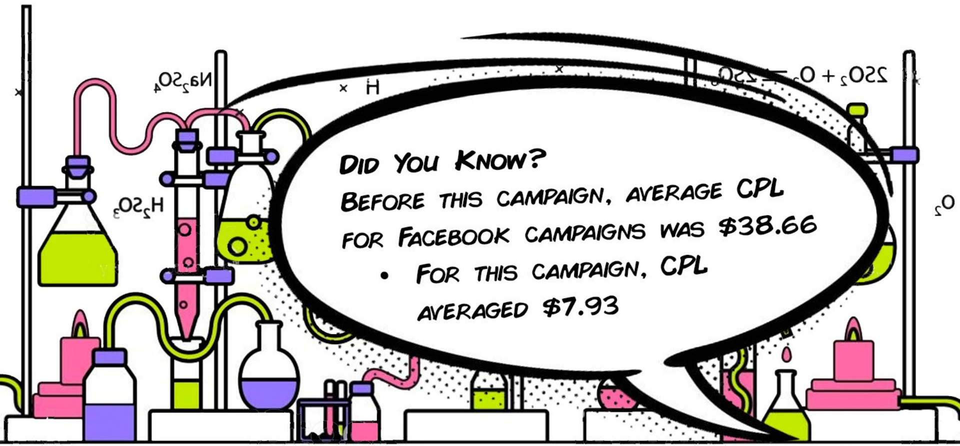
Reduce your budget, collect more data, and generate viable leads. Then nurture those leads through your normal marketing and sales channels.

Elements You Need in Your Marketing Lab

- Information about a show or conference that attracts your target audience
- Demographic, location, and similar data related to the conference and your target audience
- Facebook ads account
- Great content and imagery for ads

How Not to Blow Up This Experiment

This experiment is all about granular targeting. Think about targeting people who are traveling to the area during the conference timeframe. Research the conference schedule and line-up. Deliver relevant, related content. And remember, don't leave out the name of the conference in your promotions. Include it high up—in the first line—of all your text and images. Make your content so timely and relevant your leads feel like you're right there with them.



Book A Brainstorming Session

910-742-0871
SaaSHERO
Hello@SaaSHero.net