

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

SCIENCE of CONVERSION



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Lab Guide



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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 seven of our most valuable and successful customer acquisition experiments. These are out-of-the-box experiments you won't find anywhere else. What's ahead in these pages isn't like 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.

So put on your lab coat, strap on your protective eyewear, and let's look through the hood to get your lead generation heated up.

Here are seven 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, 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 for 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. 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.



**68% OF B2B BUSINESSES USE
LANDING PAGES TO GET LEADS**



**ALMOST 80% OF B2B MARKETERS SAY
EMAIL IS THE MOST EFFECTIVE CHANNEL**

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.

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.



EMAIL RECIPIENTS ARE 75% MORE LIKELY TO ENGAGE WITH EMAILS FROM SEGMENTED CAMPAIGNS THAN THOSE THAT ARE NOT



SEGMENTED EMAIL LISTS AND TARGETED MARKETING MESSAGES ARE AMONG THE MOST EFFECTIVE PERSONALIZED EMAIL MARKETING STRATEGIES

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?

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 clean your email lists 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.





How to Make This Experiment Your Own

Where are the best resources online to find your ideal user base? Are there industry specific directories, blogs, communities (e.g. reddit's, Facebook groups, etc.)? List them here:

What are the relevant decision-maker titles of your company's ideal target? Think, CEO, Marketing Manager, Sales Director...

How to Make This Experiment Your Own

What's the clear issue you can identify that your prospects are having? For example, do they have tracking on their landing pages?

For each targeted decision-maker, what would be an attractive, tailored offer that would resonate enough to generate clicks:



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.

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."

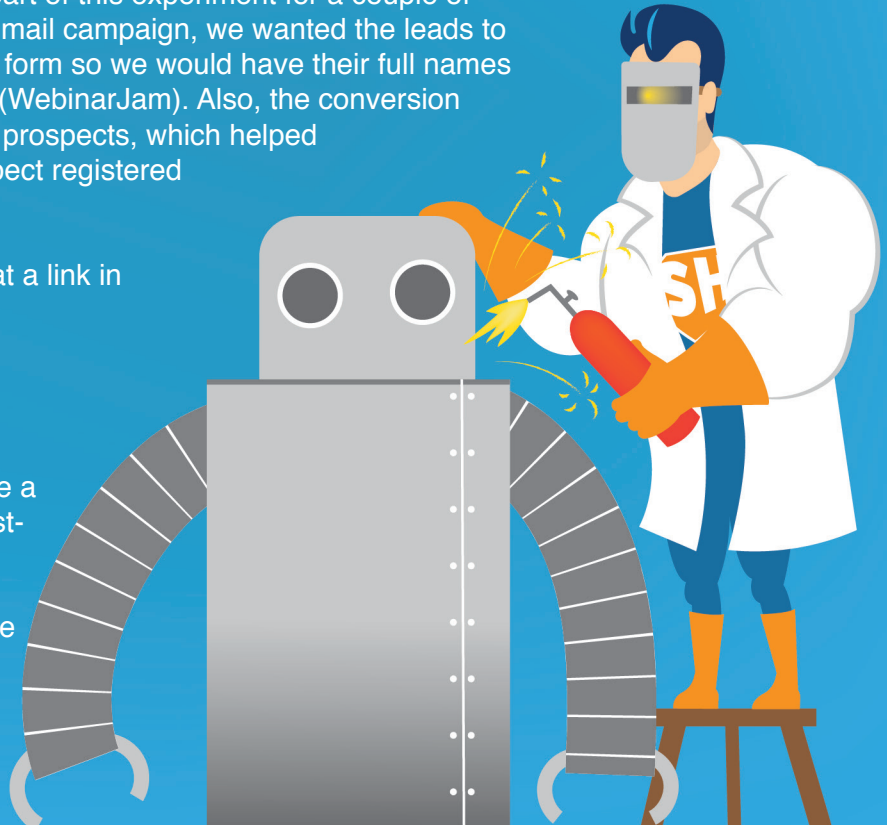
Meaning, when a prospect clicked through a link from one of our emails to the landing page, the merge tags would pre-populate the fields in the contact form (webinar registration) with information we already had on each prospect (first name, last name, email) in our email software.

Pre-populating the form is an 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=*IFNAMEI*&last_name=ILNAMEI*&email=*IEMAILI*

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.



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.)



**EMAIL CAMPAIGNS DRIVE
ALMOST 60% OF ALL WEBINAR
REGISTRATIONS**



**AVERAGE WEBINAR ATTENDEES WATCH 52 MINUTES
OF MARKETING WEBINARS. THIS CAMPAIGN GENERATED
58 MINUTES 17 SECONDS OF ATTENDEE WATCH-TIME**

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.



**AVERAGE MARKETING
WEBINAR ATTENDANCE
IS 44%**



**THIS CAMPAIGN
GENERATED MORE THAN
50% ATTENDANCE**



**21% CONVERSION
RATE FROM CLICK
TO REGISTRATION**

Elements You Need in Your Marketing Lab

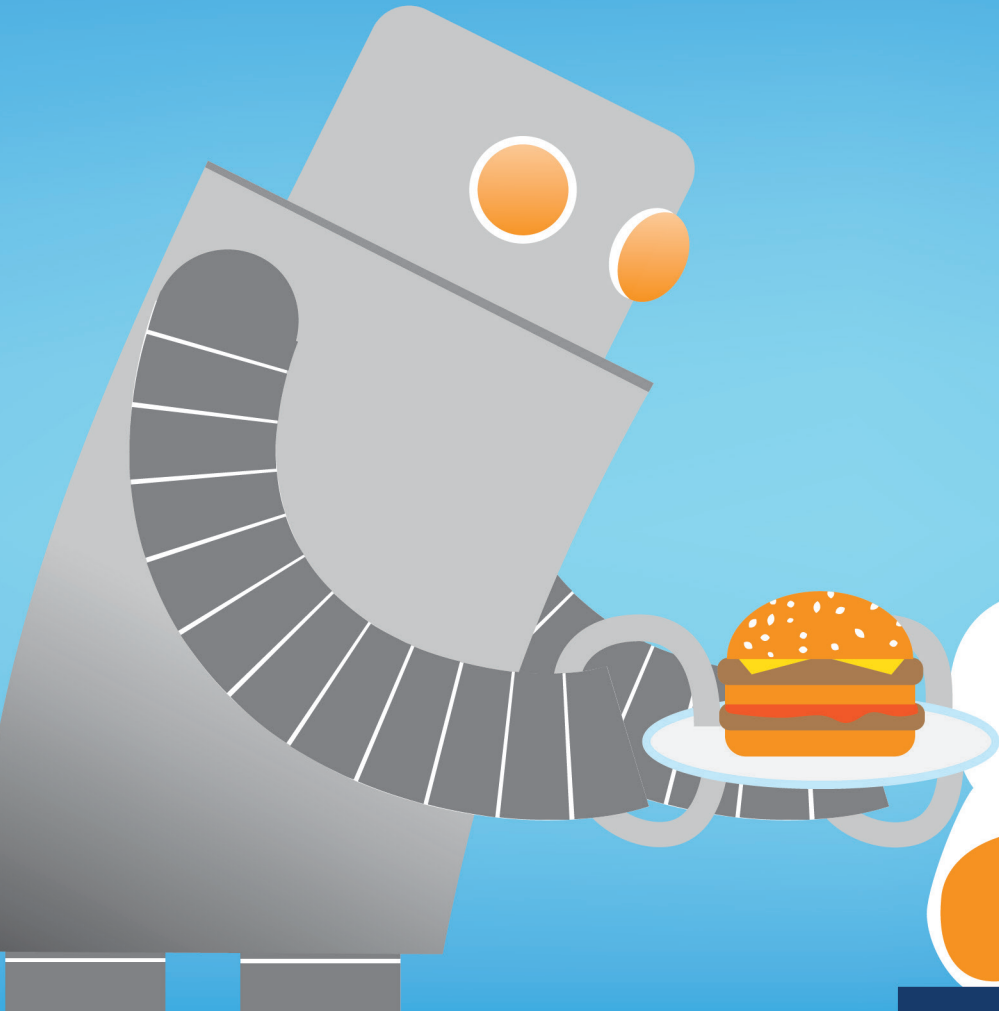
- A super-clean prospect list that's highly relevant for what you're offering
- A great offer
- An exceptional landing page experience
- Merge tags to make the landing page conversion as simple as possible

How Not to Blow Up This Experiment

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.

“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





How to Make This Experiment Your Own

What are some valuable assets that you have that would entice a cold target to download? eBooks, Case Studies, white papers are all great options.

What are some large organizations, conferences, or databases where you could get a large list of potential targets?

How to Make This Experiment Your Own

What is a specific service or unique offer you can use to appeal to a segmented, targeted part of that list?

Think about the follow-up email once a lead comes in. What are some attractive offers that will entice your prospects to continue to engage with you?



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

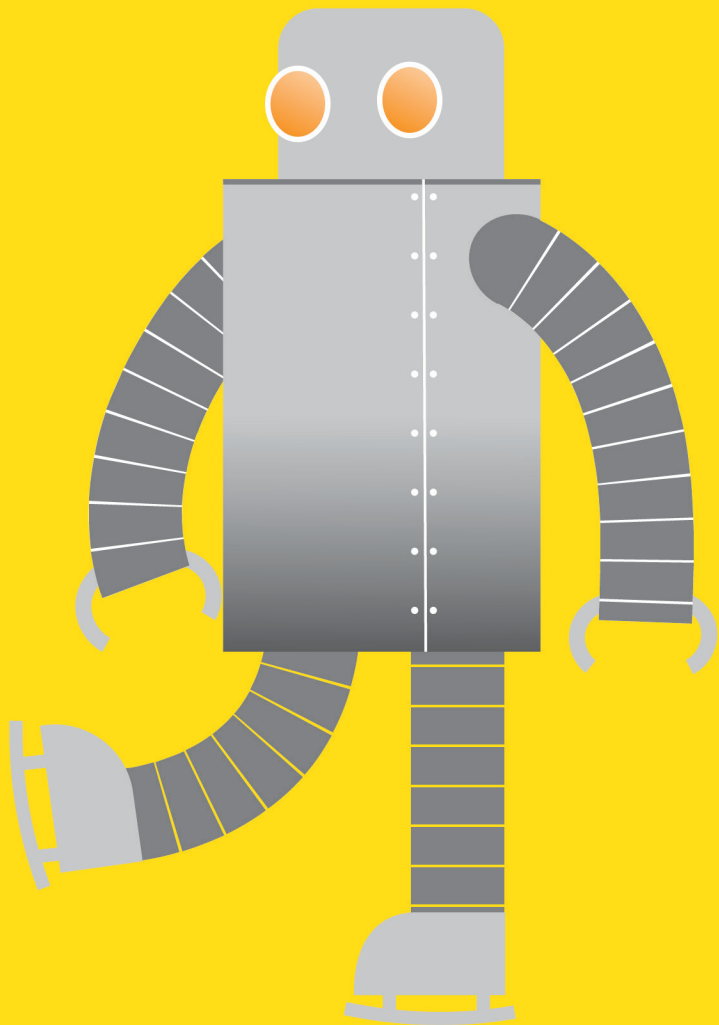
After engaging a targeted list of prospects with a cold email campaign, we analyzed email opens, click-throughs, and engagements at the conclusion of the drip.

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. 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, in 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.



**72% OF CONSUMERS
WILL ONLY ENGAGE
WITH PERSONALIZED
MARKETING MESSAGES**



**51% OF CONSUMERS
SAY THAT THE BEST WAY
FOR BRANDS TO CONTACT
THEM IS VIA EMAIL**



**74% OF MARKETERS SAY
TARGETED PERSONALIZATION
INCREASES CUSTOMER
ENGAGEMENT**

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

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.



**SEGMENTED AND TARGETED
EMAILS GENERATE 58% OF
ALL REVENUE**



**USING A SINGLE CAMPAIGN, AND ONLY 300 PROSPECTS,
WE WON FOUR NEW CUSTOMERS USING THIS STRATEGY...
AND NONE OF THEM REPLIED TO OUR EMAILS OR
CONVERTED THROUGH A LANDING PAGE**

Elements You Need in Your Marketing Lab

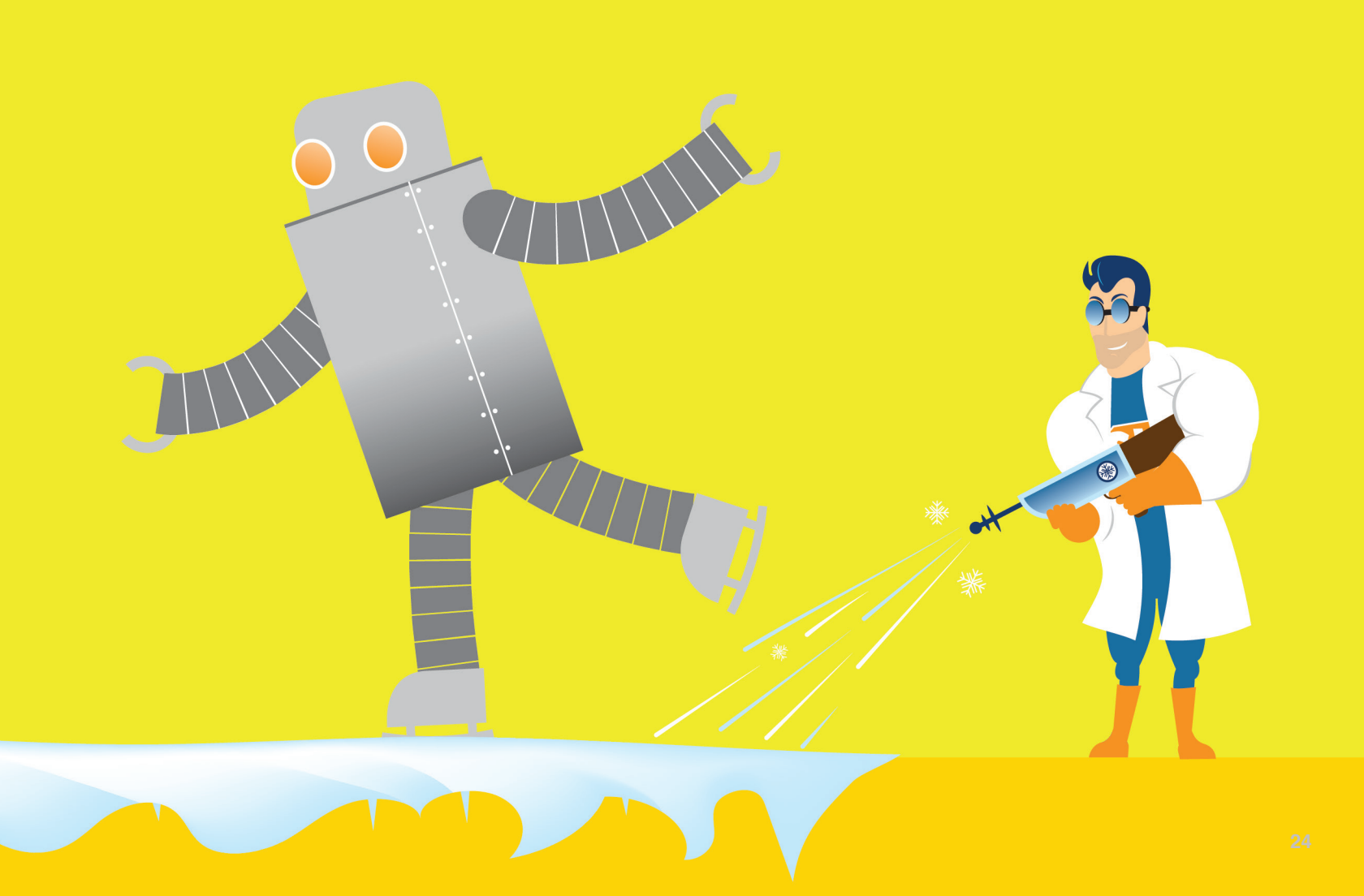
- Email marketing platform to send cold emails like Woodpecker or Mailshake
- Session tracking tool like Inspectlet or Hotjar
- Appended URL to have a unique identifier and to add tag to emails
- Google Sheets or Excel to export campaign data to CVS

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.

“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



How to Make This Experiment Your Own

What are your best converting assets on your existing website and landing pages? Maybe it's a popular case study or downloadable eBook.

What are some key analytics and engagements that you could use to rate/rank your prospects?

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.



ALMOST 40% OF U.S. COMPANIES ARE INCREASING TRADE SHOW BUDGETS THIS YEAR



MANY COMPANIES ALLOCATE MORE THAN 40% OF THEIR TOTAL MARKETING BUDGET TO TRADE SHOWS

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.



**LEAD GENERATION REMAINS
THE TOP REASON COMPANIES SPEND
MARKETING MONEY ON TRADE SHOWS**



**BEFORE THIS CAMPAIGN, AVERAGE CPL FOR
FACEBOOK CAMPAIGNS WAS \$38.66. FOR
THIS CAMPAIGN, CPL AVERAGED \$7.93**

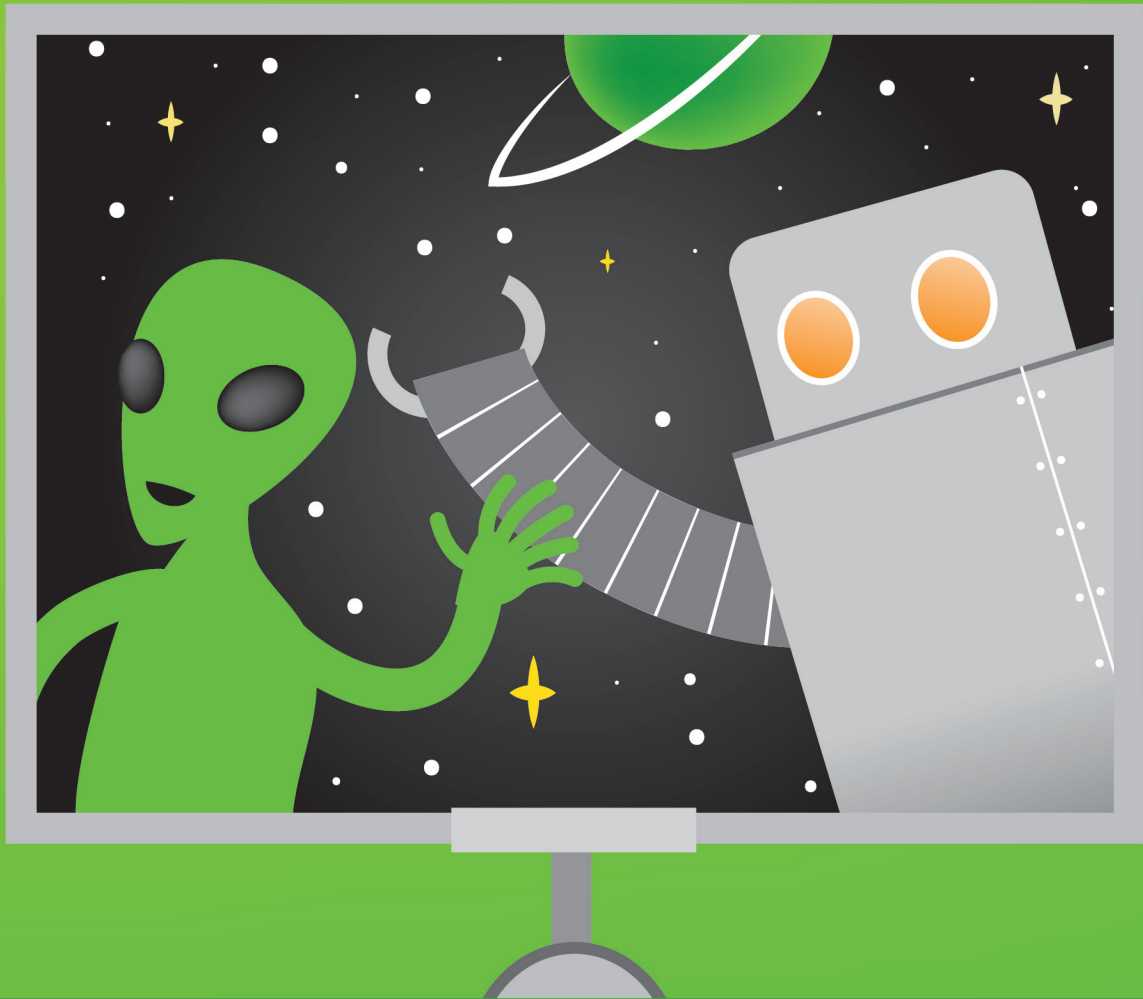
Elements You Need in Your Marketing Lab

- 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.







How to Make This Experiment Your Own

What are the top 5 industry trade shows your prospects attend? Where are they located this year?

What are the demographics that you would target to reach prospects at a conference?

How to Make This Experiment Your Own

For each conference listed, what are some key topics, speakers or main-stage events?

What are some unique selling points of your business that you could use to develop creative that will set your content apart from other advertisers targeting the same audience?



Experiment 5: A New Lens for Google PPC and the Explosive Power of Dynamic Text

Our Hypothesis

If we use dynamic text on our landing pages and the Single Keyword Ad Group format for keyword bidding, then we will be able to create more relevant customer experiences that lead to higher conversion rates.

Our Experiment

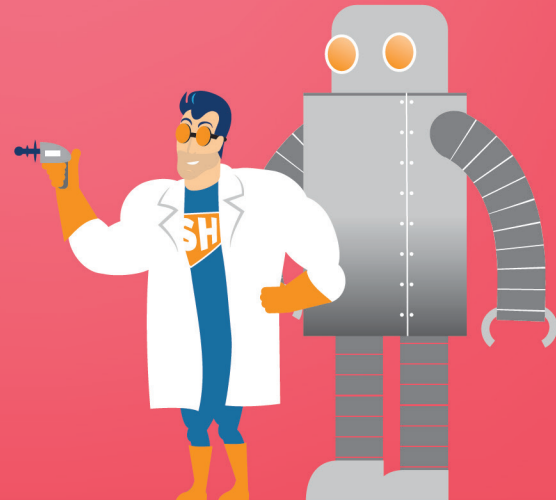
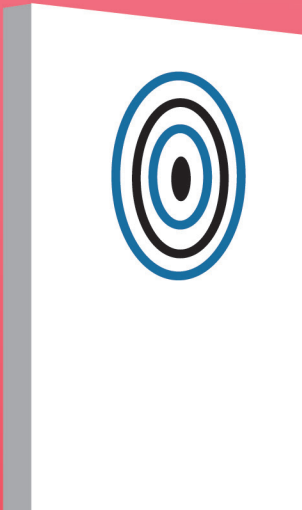
We partnered with TripMaster to manage its Google paid search budget. Our campaigns focused on using Single Keyword Ad Groups (SKAG) in Google Ads with highly relevant dynamic text that drew leads to landing pages that used the same dynamic text strategy.

Before our campaign, TripMaster's team grouped all keywords for bidding in one ad group. Typically, this leads to only a few keywords consuming nearly 100% of the allocated budget. While this is a general practice for most paid search advertisers, it doesn't enable advertisers to get a true view of which keywords are the most effective for their campaigns.

We restructured the TripMaster account to create a dedicated campaign around each keyword. We used three keyword match types: exact match, phrase match, and modified broad match. With this approach, each keyword got a dedicated budget, which was not "shared" with competing terms. Also, we drastically reduced the possibility of showing ads for irrelevant search terms.

Our next step was to make sure the keywords we bid on appeared in the headline of each ad in the campaign. Since the term being searched for was highly visible in the ad, the prospect was more likely to click on that ad.

Finally, we created a dedicated landing page relevant for all the keywords we bid on. To match landing page copy to the keyword the user searched for, we implemented dynamic text insertion in the text at the top of the page. For example: “NEMT Dispatch Software” keyword changes the headline of the landing page to “TripMaster is the #1 Rated NEMT Dispatch Software”, “NEMT Billing Software” changes the headline to “TripMaster is the #1 Rated NEMT Billing Software” and so on.



The Qualitative Observation for Your Business

The Google PPC market continues to be increasingly competitive and clicks on Google are expensive. It's hard for many businesses to compete to be seen, and even then it's even more difficult to justify ad spend on Google PPC and, if mismanaged, it will convert poorly. The SKAG framework is extremely effective for PPC because it creates a high degree of relevancy for prospects who are searching, making them much more likely to convert. Remember, in the competitive Google PPC space, you have less than a second to make a good impression. Be sure to use super relevant content on your ads and landing pages to get higher conversion rates.

Our Formula

Create a landing page using a tool that supports dynamic text like Unbounce.

Do keyword research in Google Ads or use a dedicated keyword research tool like the Keywords Everywhere Google Chrome extension.

Create individual campaigns for each keyword you want to target, so each keyword gets its own dedicated budget.



**TOTAL LEAD VOLUME
INCREASED BY 102%**



**COST PER LEAD
DECREASED BY 70%**



**CONVERSION RATE
INCREASED BY 152%**

Add three variations of each keyword to each campaign; exact match, phrase match, modified broad match.

Use dynamic text on your landing page and be sure to use a relevant headline in your ad that matches your landing page. For example, append each URL with the dynamic text you want to use like `www.softwareproduct.com/?&kw=Very+Specific+Feature`.

Analyze your campaign performance regularly and fine-tune your keyword strategies so the best performing ads get the most use of your budget. Don't forget the importance of using negative keywords so you won't spend your dollars on clicks that won't bring you real value.

Regularly review the search terms report to identify new opportunities to build SKAG campaigns.



COST PER LEAD DECREASED
FROM \$179.01 CPL TO \$53.39



CONVERSION RATE INCREASED
FROM 13.75% TO 34%

Elements You Need in Your Marketing Lab

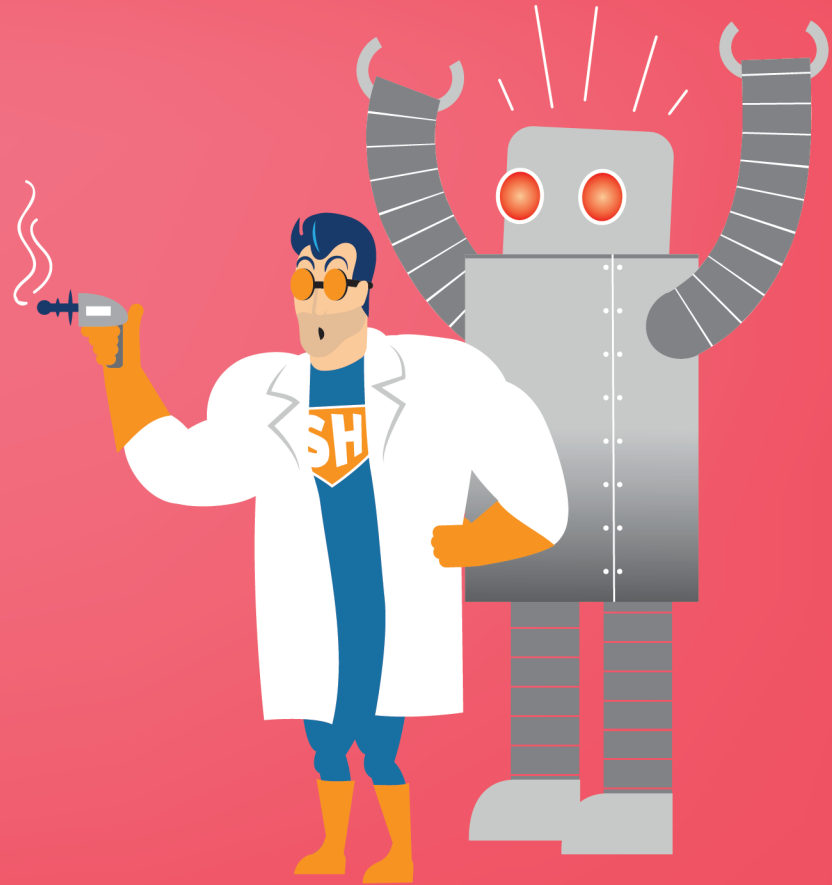
- Core list of 10-12 keywords
- A negative list of keywords that don't work or aren't relevant
- Evaluation and tweaking of keywords that evolve over time based on search terms and results
- Landing page builder that supports dynamic text insertion, like Unbounce
- Relevant headline that makes sense without dynamic text so it's readable when dynamic text isn't inserted
- Adequate budget for advertising

How Not to Blow Up This Experiment

This experiment is all about campaign management. Don't put all single keyword ad groups in one campaign. Instead, give all of them individual campaigns with their own budgets. Make sure you have a daily budget allocated for each keyword and use negative keywords for each campaign so you only deliver ads for that specific search.

“Our lead volume skyrocketed from paid search. It almost seemed fake...but it definitely wasn't.”

—Adam Fox, CEO, TripMaster





How to Make This Experiment Your Own

What are the keywords that you are currently targeting? Think about other variations you'd like to experiment with.

What are some negative keywords that would help focus your strategy?

How to Make This Experiment Your Own

What is a highly relevant landing page headline that will work with dynamic text inserted?

Where are some other locations on your landing page where you could insert dynamic text? i.e. CTAs, headers or sub-headings.



Experiment 6: Chatbots: When Talking Back is a Good Variable

Our Hypothesis

If you're spending money on paid advertising, then it's beneficial to retarget leads that have gone stale after a certain amount of time. By targeting stale leads with personalized messages and chatbot experiences you'll create a unique customer experience resulting in better customer service.

Our Experiment

We partnered with ServiceWhale to retarget leads the company generated through Facebook ads, but who had not yet converted to customers.

For new potential customers looking for help on home improvement projects, ServiceWhale's sales process included having prospects speak directly with a dedicated customer service team member whose goal was to find the best deal for each project. Often times, after a prospect completed a form to request more information for a project, they wouldn't schedule a call or answer their phone when a ServiceWhale team member reached out to connect.

Since most of these leads were generated from Facebook, we launched a re-engagement campaign on that channel for these prospects, but delivered a different user experience.

First, using ManyChat, we created a Facebook chatbot designed to get leads to engage with the company.

Next, we reviewed existing non-converting leads to find the best prospects to retarget.

We then created targeted ads using images of members of the ServiceWhale customer support team so we could organically build trust and recognition between those leads and the ServiceWhale brand.

After a user clicked (or tapped) on an ad, an automated chatbot took over and facilitated a conversation referencing the user's desired home improvement project.

We made it easy for the leads to connect with ServiceWhale, address their needs, and move them further along in the company's sales and support funnels.

The Qualitative Observation for Your Business

This chatbot formula can be used for lots of services and in different areas of your company. You can segment your audience as much as you want for retargeting. Once you get a lead, it's important to follow up and give those leads great options on how they can respond and engage with you. Leverage your existing customer service protocols to create rewarding and memorable customer service experiences.



Our Formula

Build a customer retargeting list from your existing digital marketing ads. Evaluate these leads to determine the best prospects for retargeting.

Develop a branded chatbot to respond to questions and needs from these leads.

Create **targeted advertising using real images of real people from your team** to build trust with your brand.

Make it easy for leads to connect and engage with your company. Be sure to provide instant response and offer key solutions to some of your leads' most pressing questions and needs.

Focus on customer service and make sure your content delivery is specific and relevant.

Elements You Need in Your Marketing Lab

- Facebook ads account
- Chatbot building software like ManyChat
- A customer-service focused chatbot
- Relevant graphics and ad content



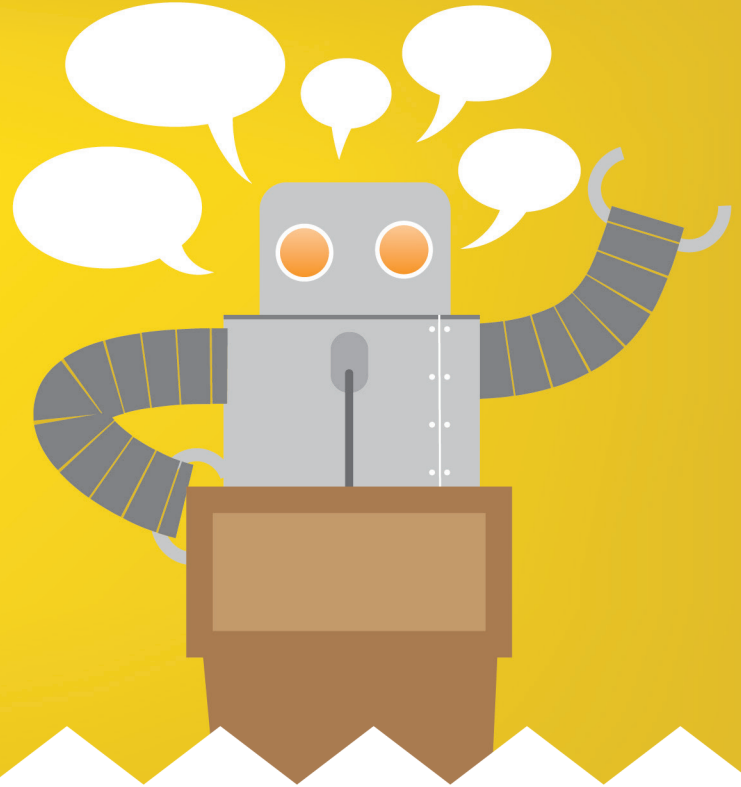
BY 2020, 85% OF CUSTOMER INTERACTIONS WILL BE MANAGED WITHOUT HUMAN INTERACTION



LEAD QUALIFICATION CHANCES DROP 21X IF CONTACT IS DELAYED 30 MINUTES AFTER A PROSPECT FIRST CONNECTS WITH YOUR COMPANY. CHATBOTS ELIMINATE THE WAIT.

How Not to Blow Up This Experiment

Don't be scared to use personalized messaging that represents your actual team members. But first, be sure to get written consent from your team members to use their likeness and make sure they're comfortable with being part of an advertising campaign. This personalization is critical to success! It helps build trust and makes your customers feel more connected to your company and brand.



**RE-ENGAGEMENT LEADS COST LESS THAN
50% OF INITIAL COST TO ACQUIRE THEM**



**THIS CAMPAIGN CONVERTED STALE LEADS
TO RE-ENGAGED LEADS FOR \$14**



How to Make This Experiment Your Own

What are some possible reasons why your leads are not converting? Look at your website, use session tracking software to monitor user behavior or ask a colleague for feedback. What is the overall perception on the user experience?

How can you make your company more approachable? Who are your key team members with friendly faces?

How to Make This Experiment Your Own

What is the most direct, fast way for leads or customers to connect with your team?

What's the personality of your chatbot? How will it portray your brand or culture? Think about language, tone and avatar.



Experiment 7: Lead Magnets: The Right Catalyst to Move Your Lead Generation to Its Boiling Point

Our Hypothesis

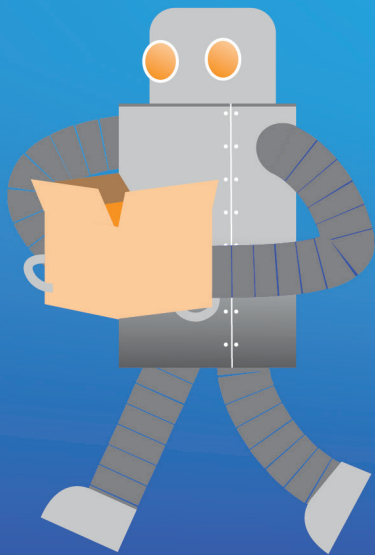
If we convert our best digital lead magnets into a hard-copies and give them (along with personalized messages) to our best prospects, then we will differentiate ourselves from our competitors targeting the same prospects.

Our Experiment

The right lead magnet will forever change the way you attract business. That's why we decided to experiment with a book like this one! We know we have a perfect environment for success and we want to share the techniques we've perfected to help other business owners like you.

The Qualitative Observation for Your Business

Your business must stand out against your competitors. As it is, digital marketing platforms like Facebook already have more advertisers than inventory. Search engines like Google have shifted how search works and it's increasingly difficult to be seen, stand out, and it's more expensive than ever. Most businesses today struggle to create the right mix of time and dollars to build a successful formula using Google PPC. You often invest more time and money into attracting new leads than you want to. Take a step back and do what's long worked: write, publish, and distribute the old-fashioned way.



Our Formula

Take a look at the most successful lead magnets your company created over the past year. Was it a blog? A white paper? Use case? Something else?

Select one lead magnet that stands out above all the rest.

Evaluate your content. Does it need polishing or updating? Are there digital components that should be recreated to work in a printed format?

Keep the digital version, but **also produce a high-quality hard copy**. Make sure it looks professional and is the best representation of your company and brand. Don't be cheap here. This is a targeted marketing initiative. It's worth your time and resources. If you do this right, this will be a product that will have sustainability and will live on a desk as an important reference and decision-making tool.



RESPONSE RATES FROM DIRECT MAIL ARE UP **200%** EVEN THOUGH DIRECT MAIL VOLUME IS DOWN 30% OVER THE PAST 12 YEARS



FEWER PIECES OF MARKETING MATERIALS IN THE MAIL TODAY IS GREAT FOR HELPING YOURS **STAND OUT**



PERSONALIZED DIRECT MAIL MARKETING MATERIALS TO A TARGETED AUDIENCE GENERATE INCREASES RESPONSE RATES BY AT LEAST **50%**

Develop a hit-list of your best prospects. Do you have leads that have already engaged with you but they're stuck somewhere in your sales funnel? Move them further along with this special product, delivered specifically to them.

Send the lead magnet to your best prospects and include a customized, hand-written note.



THE AVERAGE RESPONSE RATE FOR PROSPECT LISTS THROUGH DIRECT MAIL CAMPAIGNS IS 5-9% COMPARED TO AN AVERAGE 1% RETURN ON DIGITAL MARKETING



ALMOST 60% OF PEOPLE FEEL PRINT MARKETING IS TRUSTWORTHY



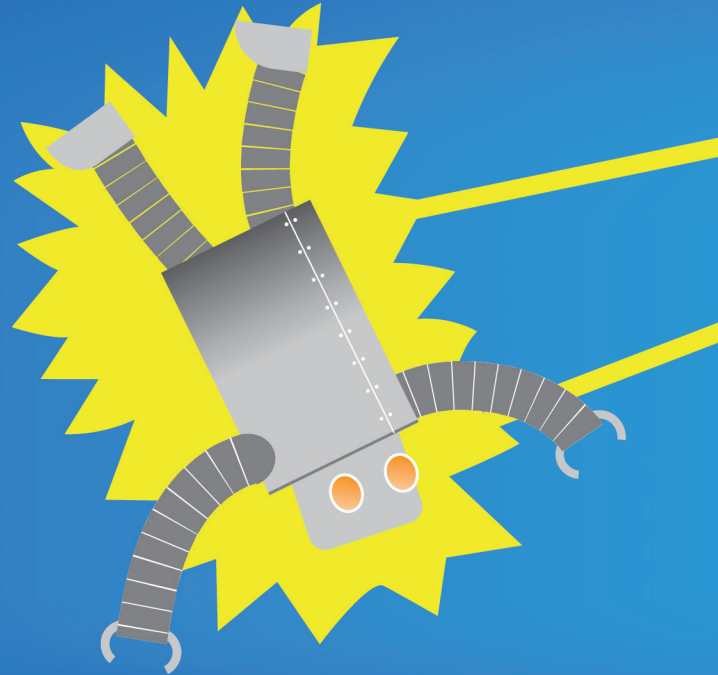
THE AVERAGE PERSON SEES ALMOST 100 DISPLAY ADS EVERY DAY, BUT ONLY RECEIVED ABOUT 2 PIECES OF DIRECT MAIL EACH DAY

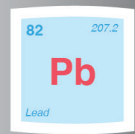
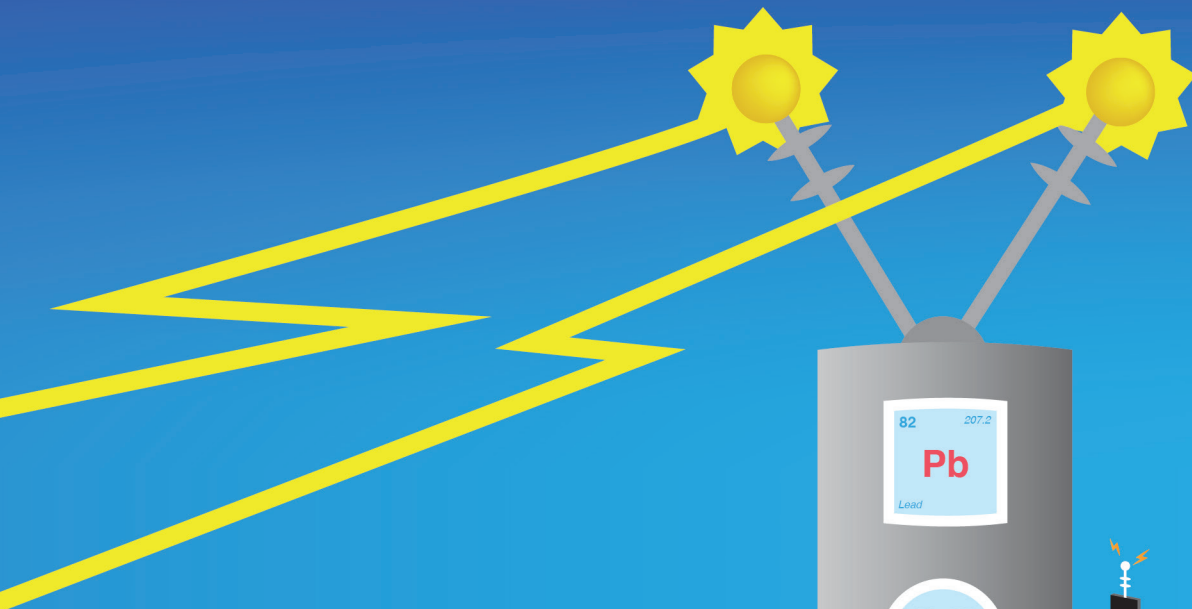
Elements You Need in Your Marketing Lab

- A great lead magnet
- Engaging content
- Top-notch graphics and design
- A high-value hit list of targeted leads
- Time to write personalized messaging

How Not to Blow Up This Experiment

Critical evaluation of content is key. Don't create generic content. Fine-tune your lead magnet to ensure the content you're offering sets your company apart from others—that it's useful, readable, and engaging. If your client can find this content right away with a simple Google search, it's already wrong.







How to Make This Experiment Your Own

What pages of your website or blog generate the most traffic? Which pages rank well on Google?

How to Make This Experiment Your Own

Brainstorm some clever ideas for content that will get the attention of prospects. Start here, but create a shared document for your team to drop new ideas.



About SaaS Hero

For nearly a decade, SaaS Hero has been on the cutting-edge of developing innovative, data-driven, proven, and tested marketing strategies to accelerate B2B lead generation for SaaS companies of all stages.

By automating and scaling lead generation, the team at SaaS Hero has perfected a three-step formula to help technology companies of all sizes attract and retain new customers.

First, SaaS Hero identifies the best channels and strategies to ensure your business gets in front of the right prospects. Next, its data-driven, continuous conversion rate optimization processes ensure prospects have a great user experience once they connect with you. Then, through a powerful, automated workflow, sequences segment your target audience to deliver relevant and timely messages to those prospects to enable your sales team to do what they do best—pitch your product and close sales.

Meet our Lead Scientist

Aaron Rovner, Founder

Aaron Rovner is a seasoned B2B digital marketer with more than a decade's worth of experience in planning, strategizing and executing digital marketing campaigns. Having held leadership positions in multiple startups, he understands the importance of delivering ROI-focused campaigns and how to bridge the gap between marketing and sales to enable all team members to succeed at their jobs and win new customers.

As founder of SaaS Hero, a lead generation agency for B2B SaaS companies, he uses his deep expertise in growth marketing and sales to lead a team of digital marketers, project managers, developers, and copywriters to serve SaaS Hero's growing client base of global companies and help them increase their lead volume, simplify sales processes, and attract and retain more customers.







Need help with lead generation?

Visit saashero.net or email us at hello@saashero.net.

