

The Key to Stop Wasting Your B2B Marketing Budget? **Relevant Awareness**



tenlo

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How Much Money Are You Wasting on Faulty B2B Leads?

Marketers sink as much as **26% of their budgets** into the wrong channels or strategies. Even if marketing efforts result in copious leads, many of those leads don't pan out. One company, Integrate, found that **44% of the 3.64 million leads** it was generating were unusable. That's almost half of all leads — wasted.

Once upon a time, B2B marketers weren't held accountable for sales. Traditional B2B mediums and methodologies such as trade ads, direct mail, and PR made it difficult and expensive to measure ROI. Marketers adapted by looking for success in market share, highly saturated brand awareness, and soft measurements. These marketers cast wide nets, hoping to snag a few viable tuna for their efforts. But because they used wide nets, they pulled in a lot of other crap along the way — other catches they had to release later.

By targeting the right audience using relevant awareness, you won't waste time and money on leads who won't ultimately convert.

In other words, B2B marketers wasted a lot of resources for a few conversions.

Modern marketing is a different story. There's certainly more pressure: B2B marketers increasingly are responsible for their organizations' revenue growth and branding leadership. According to a biannual CMO.com survey, marketing is the most responsible department for growing revenue in 43.4% of companies; marketing is responsible for lead generation in 65.2% of companies.

Part of the reason why B2B marketers are expected to deliver on more and better lead-generation activities is because marketing technology allows us to segment, target, and reach relevant audiences more effectively. Tools enable marketers to measure, project revenue, analyze the success of various campaign elements, and target with extreme precision — all of which previously was unavailable.

If you're not leveraging data, analytics, and martech to better segment and target the most impactful audience, you're going to make your brand — and yourself as a marketer — irrelevant. That's why our focus at Tenlo boils down to two words: relevant awareness.

In pipeline marketing, relevant awareness is all about getting the right message in front of the right people at the right time. By targeting the right audience, you won't waste time and money on leads who will never convert. We use a "test, analyze, and optimize" approach to quickly find the ideal medium and message to reach each prospect's position in the customer journey. Even better? We can develop accurate revenue projections before you cast a single net. This nimble approach allows us to drive quicker results from high-value targets.

Eager to learn more about our high-impact methods? Keep reading.

Relevant Awareness: Right Content, Right People — Right Time

We get it: As marketers, the thought of abandoning some lead sources probably makes your heart race and your palms sweat. But take a close look at your conversion rate. How many of the leads you're chasing are converting? How many don't have the budget for your services? How many don't have decision-making power at their companies? How many are duplicates that your sales team has to wade through and discard? How much time do they cost you and your sales team?

Now for the better question: What if there were a way to focus only on high-value targets?

There's no reason to waste resources targeting B2B leads that won't convert. In the end, the prospects that have the propensity to buy or the ability to influence purchases are the only targets that matter. Those people are your high-value targets, which is what we mean by relevant awareness. The rest are, essentially, chum in the water.

On average, six decision makers are involved in any B2B sale. Are you targeting the right people with your marketing efforts?

How do we know which prospects are relevant? We perform rapid tests, we refine based on the results, and we test again. We use both marketing and sales data to inform those decisions, and we test on small scales that can grow. Specifically, our "test, analyze, and optimize" approach narrows our focus to the most revenue-generating, reliable leads.

Once we have identified the high-value leads to target, we test messaging and mediums across the prospect's customer journey. This helps us know where and how prospects research products or services, enabling us to identify which messages resonate at each stage of the pipeline.

Thanks to those fast and relevant insights, we can develop extremely accurate revenue projections for campaigns and marketing efforts. Our clients know what their returns will be before they spend large amounts of money.

We use targeted, integrated digital and physical marketing tactics to put the right content in front of the right people at the right time. This makes it much easier for prospects to find relevant information and engage with your content on their terms.

Because content is tied to the marketing pipeline as well as the sales funnel in the customer journey, Tenlo prioritizes building a solid connection between your marketing and sales teams. By bridging the gap between marketing and sales data, you can refine high-value target qualifiers and more effectively reach prospects at different stages. By the time the data circles back around to marketing, you'll be able to make even better decisions about who is your most relevant audience.

In the marketing pipeline, smarter marketing decisions start and end with relevant awareness.

Want Better Talking Points to Show Your C-Suite?

Marketers are more responsible than ever for delivering revenue and generating leads. But modern marketers have a hard time proving value and ROI with their leadership teams; 63.8% of marketers said demonstrating the financial outcome of their actions is the top communication challenge with C-level leadership.

Our "test, analyze, and optimize" approach means we can quickly make accurate predictions about a campaign's success. Based on our small-scale testing methods, we can provide proof points, revenue projections, and confidence so you can show how a campaign or marketing effort will perform. Armed with information, you can pitch big-spend campaigns and prove ROI to your C-suite without any guesswork.

Relevant Returns **Through Relevant Awareness**

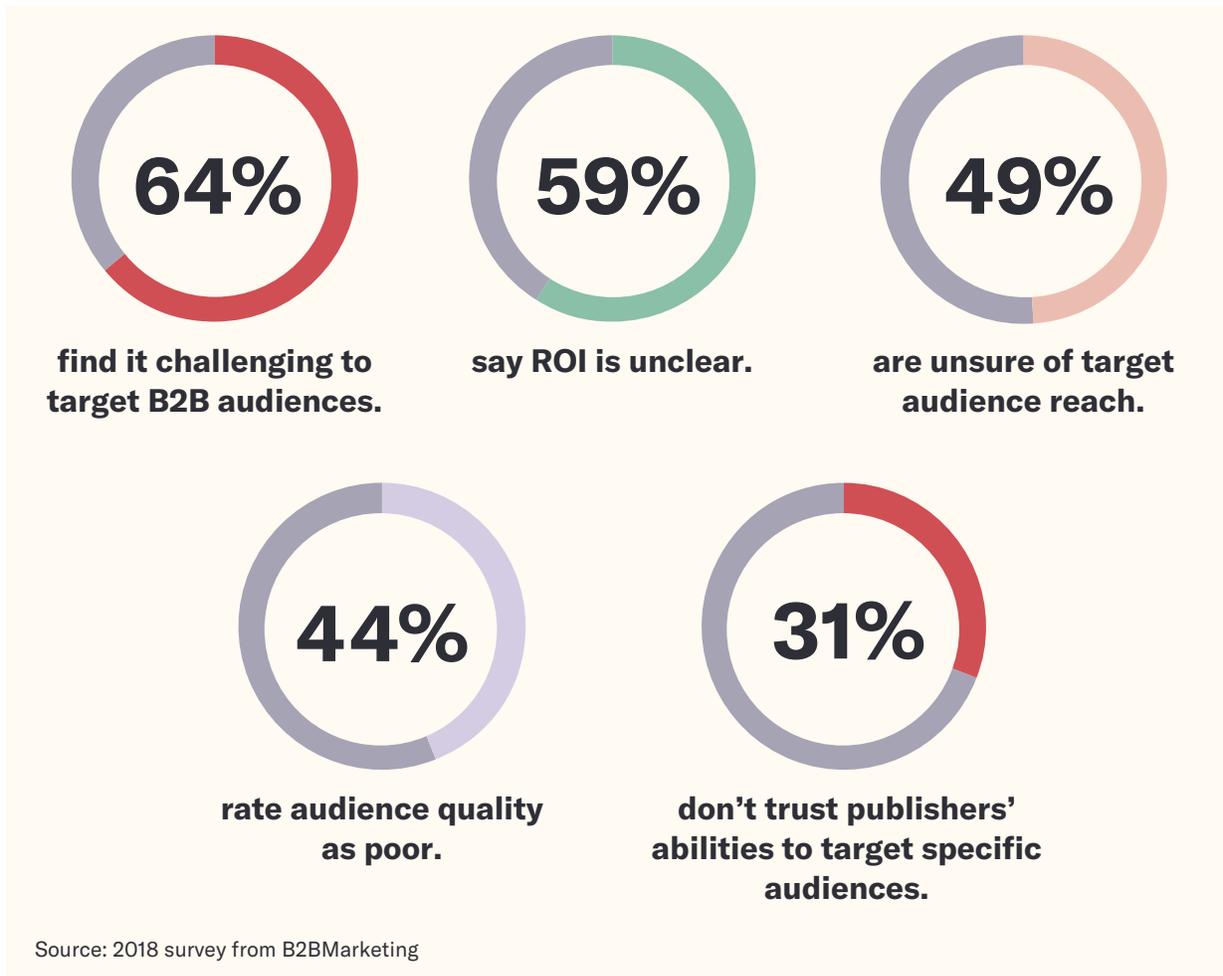
Ultimately, relevant awareness will snowball into numerous benefits for your marketing and sales efforts. Focusing your marketing efforts on prospects with a higher probability of buying means:

- **Better quality leads.** Instead of reaching irrelevant audiences that won't convert, you target only those leads that might actually become clients.
- **Lower cost per lead.** Targeting highly probable clients with more relevant messaging maximizes efficiencies and minimizes waste.
- **Greater demand.** Using more accurate data to qualify and quantify leads in (and out of) your pipeline increases the likelihood of conversion.
- **Higher engagement.** Tailored, customized content naturally resonates with your intended audiences.
- **Superior conversion rates.** Serving relevant content to highly engaged prospects makes it easier to close sales.
- **Faster conversions.** Developing targeted messaging and tailored user experiences moves prospects through the sales funnel at a faster rate.
- **Consistent growth.** Using data to refine and improve messages and mediums will allow you to focus on converting prospects for more reliable growth predictions.
- **Better retention rates.** A relevant user experience will build more authentic relationships with clients and, in turn, foster greater loyalty.
- **Increased customer lifetime value.** Established relationships, combined with accurate data and relevant messaging, provide a greater opportunity to cross-sell, upsell, and bundle offerings.

Out With the Old, In With the Relevant

Traditional digital marketing methods can reach audiences. Display ads, for example, tout an overall **click-through rate of roughly 0.05%**, so they still resonate with some people. It's just that older tactics tend to be inefficient, ineffective, and extremely difficult to measure — unless you care about impressions or reach. As far as metrics go, both fall within the vanity realm.

Traditional digital marketing methods are no longer enough, especially in the B2B space. According to a recent survey, B2B marketers agree:



If those problems exist at such a widespread rate among B2B marketing, why are so many B2B marketers still using dated methods?

The truth is, prospects move in and out of the sales funnel. Traditional B2B marketing messages, however, only reach prospects in the traditional sales funnel. That leaves you blind to what's happening outside.

To make better targeting decisions, you need to know whether prospects:

- Interact with third-party content.
- Connect with other companies or brands.
- Prefer other products or services.
- Welcome input from dealers, distributors, etc.
- Have an affinity for other companies or brands.

Today, there are better options for reaching your target audience and measuring the impact of your marketing efforts. If you honestly want to perform B2B digital marketing, you must move beyond the old-school methods.

Cost Per Lead Helps Optimize; Lift in Revenue Determines Scale

All leads aren't created equal — at least until they're qualified.

As we saw from the statistics on the previous page, it can be hard for B2B companies to measure marketing ROI. It's made even trickier by the fact that few companies share the same marketing goals — or even the same marketing lexicon. Most companies can agree on the importance of cost per lead, but there's still a problem with the metric: It can be broad and misleading.

For one thing, every B2B marketer defines “leads” differently. All leads aren't created equal — at least until they're qualified. And even then, there's no guarantee that a qualified lead will convert. Just ask your sales team, which undoubtedly has been handed a long list of “qualified” leads only to have a paltry one or two of them pan out.

Once again, it all comes down to relevance. The quality of your leads is entirely dependent upon the measure of qualification. Your sales team's definition of a qualified lead probably looks quite different than your vision of a marketing-qualified lead.

There are better ways to judge the impact of your marketing efforts, though. Measure the revenue generated by your marketing efforts. With the right tracking mechanisms and a **two-way data sharing process** between marketing and sales, this kind of reporting and measurement is within reach.

With the correct measuring tools, you can determine the ROI of your marketing investments in print ads, trade shows, inbound marketing, etc. Did any leads become paying customers? If so, how much did these customers spend? You can also determine the expected lifetime value of these new customers.

If cost per lead remains an important metric for your organization, consider both the quality of your leads and the length of your data evaluation period. Shift your focus to cost per sales-qualified lead, measuring that figure for a year before you draw any conclusions about the success or failure of your campaigns.

With a smarter measurement strategy, you can ensure your marketing efforts are reaching the right customers at the right time in the marketing pipeline to achieve more consistent results.

How Relevant Awareness Shortened and Optimized Aquatherm’s Sales Cycle

Aquatherm, a B2B polypropylene piping company, came to us looking for a custom-integrated marketing program that would qualify, capture, and engage leads while also feeding these leads into its CRM platform and accelerating its sales cycle. We started with the concept of relevant awareness.

Our team targeted businesses that were most affected by steel tariffs facing the industry. We segmented audiences based on solving the problem of rising steel costs, and we let the rest go.

We created original content that would address those specific concerns and answer questions of those high-value prospects at various stages of the pipeline. Using audience-specific Facebook and

LinkedIn ads, we asked for contact information in exchange for informational, educational content. We did the same with paid search, directing leads to a landing page with content and a call to action.

Because we only spent resources targeting the most relevant people with content and paid ads, leads were more engaged and eager to convert. Once those marketing leads were engaged and qualified, they moved into a “warming” phase, proceeded through the CRM, and were prepped for follow-up by the sales team.

By only targeting the most relevant leads and delivering the most relevant content at the right time, we helped Aquatherm shorten its sales cycle and convert more sales. The results:



Stay Relevant

Why invest a ton of money guessing whether a campaign will connect with an audience when you can make informed decisions? To learn more about relevant awareness, **visit our website**. Join our family of clients that have grown their businesses using relevant awareness along their marketing pipelines.

Find out how Tenlo can help you target high-value prospects, shorten your sales cycle, and generate more revenue.

Call us at 440-600-2468 or email us at **kip@tenlo.com**.

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