

# SEO & Blog content Overview

# Is there still a place for SEO in new demand gen era?

*SEO is a tool for capturing existing demand. It sits in the plays you use to capture the 1% in market demand.*

**Demand Gen Strategy =** 

**Bucket 1:** Capture demand - 1% of total market

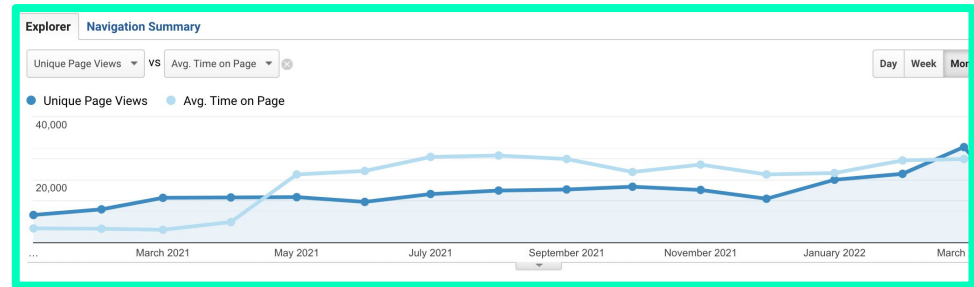
**Bucket 2:** Create demand - 99% of your market

## Where to focus your SEO efforts:

- Key competitor comparison pages. Top tip - look to build 3 way comparison with largest competitors: Cognism vs Lusha vs ZoomInfo - so you benefit from better known brands awareness.
- Your highest intent, highest converting paid search terms.
- Long tail, high intent searches.

# The role of your blog in a modern demand gen strategy

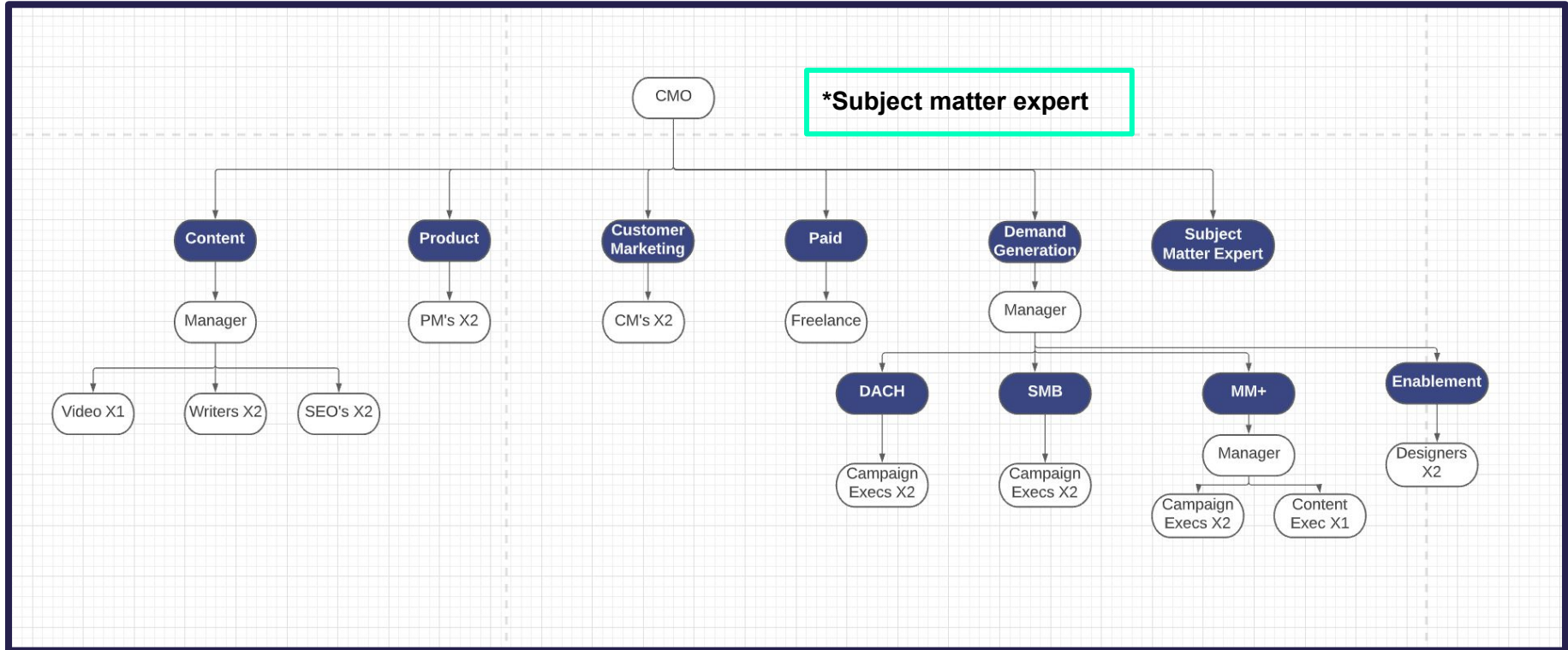
- It is a foundational part of the broader content strategy and media engine you are building if done right.
- No months of forwarding planning and blog title ideation based on gut.
- No KPI's on output.
- It should be written by dedicated content writers that act more like journalists and become complete subject matter experts.
- It needs to be expert led: SME or other influencers.
- It then becomes the always on, searchable hub for the content that is powerig your demand gen content engine.
- Like everything, you need to change the things you measure.





**Your questions answered**

# Org structure overview



# What you can outsource

- ✓ **Operations** - we have found a killer combination here to be to work with a highly experienced Ops partner on an outsourced basis, but to accompany that with in house capacity, and this in house capacity should be an 'A player', experienced hire. This makes for a killer combination of experience and focus. This is our current combination and I only wish we did this a year ago.
- ✓ **Google Ads** - now this is an interesting one. In the early days I moved this in house, I wanted to overcome the friction created by using an agency who were optimising for all the wrong metrics - those in platform, rather than in our CRM. My opinion now is that you can outsource this to a VERY good freelancer
- ✓ **CMS/Web Dev** - I think in the early days it is a luxury to have this in house, but it is vital to find a trusted partner and design an ongoing retainer with them to enable your team not to be blocked on any tasks requiring dev support. This could be an H2 2022 hire for me at our current rate of growth and team size.
- ✓ **Innovation** - sometimes you will need to inject innovation into your team and this can only be done by working with a partner/agency who is intensely familiar with your space and works/ed with numerous companies like yours. This will speed up your learnings, something that is critical if you are on a rapid growth path like we are.

# Paid Experiment Overview



# What do we mean by a paid experiment?

*“A paid ads campaign that is focused on generating direct demo requests.”*

**Example** 

Sales! Increase your reach 5X in EMEA with best in class, phone verified mobile numbers 📍



Cognism 

## WIN IN SALES

with the most accurate European data on the market.

[Book a demo](#)

|  |   |  |
|--|---|--|
| Unrivaled European data coverage & quality | Specialists in GDPR compliance                  | <b>5X</b> increase in reach                              |
| <b>7X</b> increase in conversation rate    | <b>80%</b> less calls needed for better results | <b>25%</b> less attempts to get through a cold call list |

Fully GDPR compliant B2B Sales Data  
info.cognism.com

[Request Demo](#)



# What did we decide to test and why?




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|---|---|--|
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A typical ad we run will be value driven and be focused on communicating the ROI our solution delivers.

But then we had a thought 


We're communicating the great benefits of using Cognism but have we considered the following:

- Do our audience have any idea of what to expect from a demo?
- Should a demo be the only way our audience can learn about our product?
- Do our audience only consume content via static ads?

**Hint:** The answer to all 3 questions is **NO**

# Paid Experiment Part 1

B2B Sales leaders, arm your team with Cognism's mobile data to generate 7X more live conversations per dial than the industry standard.

Book a 30-minute meeting with a member of our team. 

We promise there is no hard sell here. Just an opportunity for you to ask any questions you might have about our product to us.

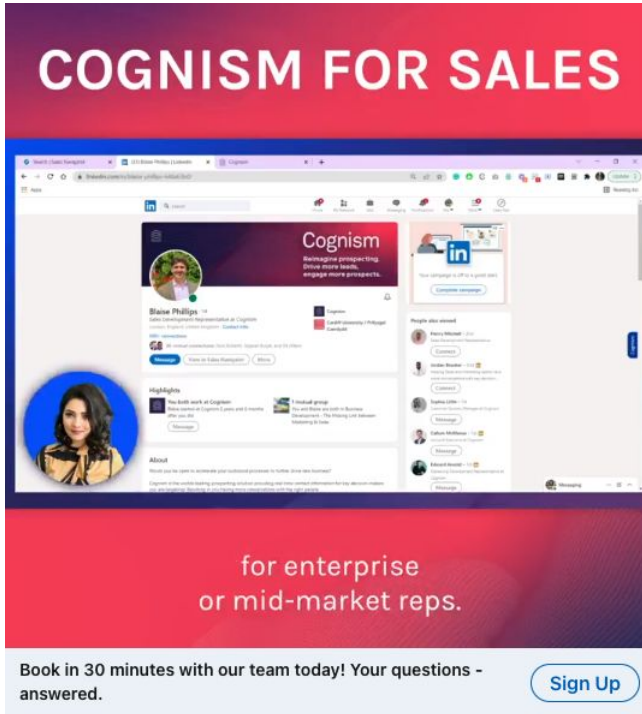
*Sales Leader, your Cognism questions answered*



Our Director of Inside Sale, Dave Bentham recorded a video ad that:

1. **Calls out our retargeting audience** - he mentions they know or have engaged with them in some way
2. **Explains what to expect** in the demo and why it may be worth their time
3. **Objection handles** the hard sell and makes it sound like a no brainer
4. Delivers the core value proposition

## Paid Experiment Part 2



**COGNISM FOR SALES**

for enterprise  
or mid-market reps.

Book in 30 minutes with our team today! Your questions - answered.

[Sign Up](#)

The screenshot shows a LinkedIn profile for Elaine Phillips, a Cognism representative. The profile includes a header with the Cognism logo and tagline, a profile picture, and a 'Book in 30 minutes' button. The background of the profile is a red banner with the text 'COGNISM FOR SALES' and 'for enterprise or mid-market reps.' Below the banner, there is a call to action: 'Book in 30 minutes with our team today! Your questions - answered.' and a 'Sign Up' button.

We also recorded an ungated product demo:

1. **Show not tell** - taking a different approach
2. **Pain point led** - addressing specific use cases
3. **No demo CTA** - learn more - much softer ask

**Main Objection:** Should we really be showing all of our product ungated like this? **YES**

# The Set Up

# Paid Experiment: Set Up

Your objective is:



**Lead generation**

*I want more quality leads on LinkedIn.*

**VS**

Your objective is:



**Website conversions**

*I want more purchases, registrations, or downloads.*

**Budget recommendation: 50-100\$ per day**

- **Audience:** We used our website retargeting audience. We did not segment this audience further because we wanted to achieve enough volume.
- **Campaign Objectives:** We set up one campaign as a traditional website conversion but also wanted to test a lead-gen form with a “sign up” CTA to differentiate us
- **Ads:** We ran 2 versions of Dave’s video and 2 versions of our ungated product tour snippets for each campaign (leadgen & web conversion)
- **Budget:** We used to put low daily budgets on experiments and pace them throughout the month but it often meant the experiment lasted 2-3 weeks. We now place higher daily budgets to reach our audience quicker and more frequently. We then switch off low performing ads and put more budget into what’s working.

# The Results

# Paid Experiment: Results

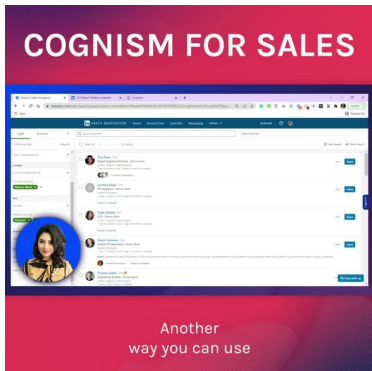


## #1 Performer

**Objective:** Website conversion

**Ad Type:** Video from Dave

**Version:** Stripped back, no branding, more human



## #2 Performer

**Objective:** Website conversion

**Ad Type:** Video focused on 1 pain-point - "eliminating manual research"

**Version:** Focused on 1 pain point

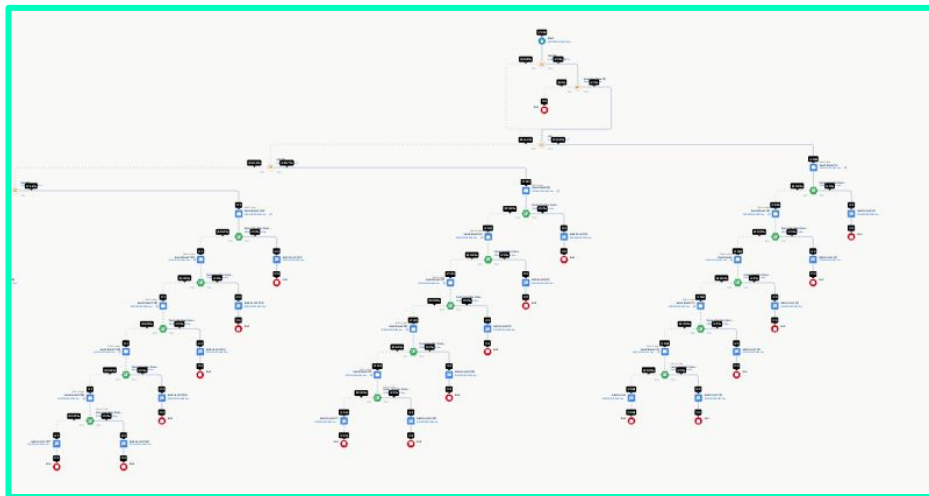
## What we found:

- Campaigns optimised for web results overall produced more conversions
- 225% increase in conversions based on a static ad, retargeting audience campaign
- Captions that worked the best were those that not only communicated the value but added a human element to them. "No hard sell etc..."
- Dave's video actually has a tiny mistake in it where he "fluffs his lines" we got a much better response from this more authentic version. Again being more human.
- We saw conversions from 1000+ companies - we often find it difficult to get direct demo conversions from larger companies



# Email nurtures

# Email Nurture's - Then vs Now



## What have we done previously?

- Lead gen model lends itself to email nurtures because you're collecting contact data.
- Previously, we would run lead gen campaigns via paid social and as it "best practice" these would individually feed into email nurtures before being passed on to SDRs

## Why did we stop?

- No intent on the lead gen form fill. Email engagement has no effect on propensity to buy.
- Huge upkeep and a lot of work for negligible reward
- Complexity increases as you scale
- Reduce the amount of emails we send people
- Buying funnel is not linear, email nurtures are not how people buy

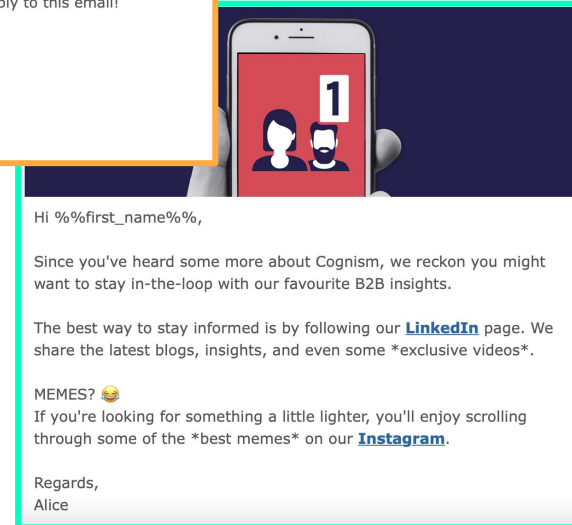
# Email Nurture's - Then vs Now

## What do we do now?

- We have simplified the numbers of email nurtures that we have and made them more general.
- Take the nurture beyond email
- Focusing on:
  - Closed Lost Opps (triggered 3 months after CL)
  - Inbound Nurture (triggered after demo request)
  - General Nurture (For all post webinar/lead gen)
  - Life Cycle Nurtures (triggered on scores & stage)
  - Renewals/Expansion (triggered closed to renewal)

## Why did we change?

- Collecting less emails, so does not warrant endless email nurtures
- Focusing on impact at various stages of the buying process as opposed to “touch points”



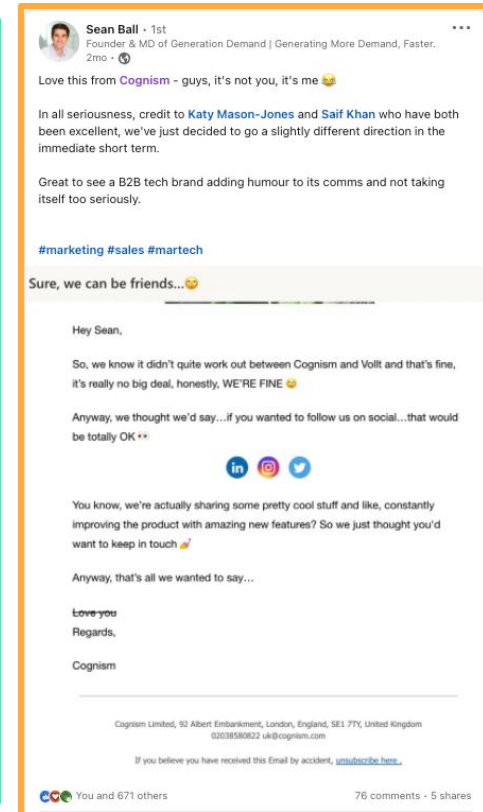
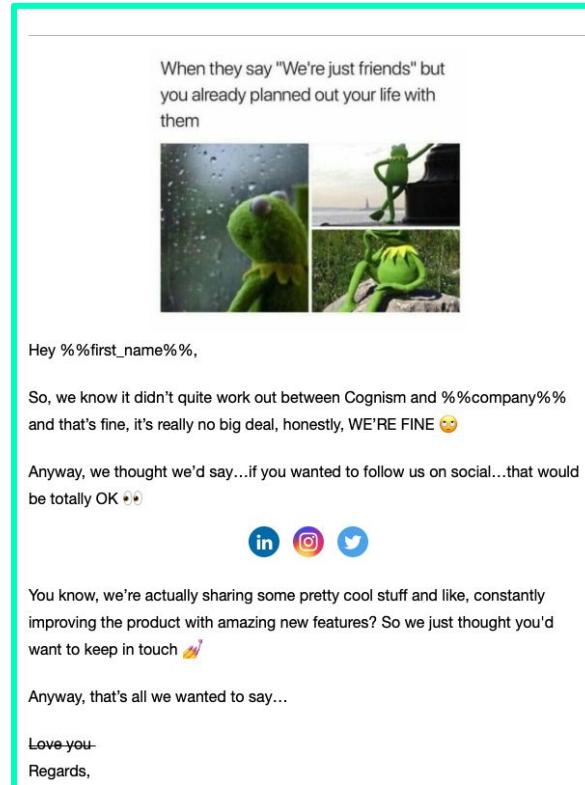
# Email Nurture's - Best practices

## Things to avoid:

- Forms or any data capture.
- Early product or demo requests
- Boring, spammy, unpersonalised emails

## Things you definitely do:

- Value not promotion.
- Fun engaging copy
- Promotional Offers & positive actions
- Easy, but important and also helpful actions
- Aim to be shared!



# Email Nurture's - Future plans and ideas

## Ideas

- Creating an “on demand” nurture or having the nurture available on demand as well as serving as per usual.
- Email nurtures to opps based on based on stage, to help expand reach within buying committee



**Mikhail Myzgin** · 1st  
VP of Marketing @ Slice | Demand Generation & Growth Marketing  
1w · 

Email nurture/drip campaigns don't consider how people consume content.

You schedule your emails to be sent every 3 or 5 days. You slowly move the prospect through your funnel. This funnel you've built ("not ready to buy yet," "ready to buy," etc.) is entirely artificial. The reality is way more complicated.

Instead, take the entire nurture sequence and make it available on demand — so they can learn it at their own pace depending on where they are in their journey and depending on their time constraints.

If I'm learning something now, I need learning materials now. I can't wait until you send me an email next week simply because that's how the email sequence is designed.

Think Netflix. Give your audience the entire show, and they can watch it whenever it suits them.

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