

The Loop Live

Marketers can't rely on
outdated tactics





Why do we need to update our tactics?

- B2B marketers have been living in a state of status quo. Running the same plays as they did in 2010.
- But B2B buyers have changed - they do their own research, they don't want to speak to sales and they want to have access to everything they need to make a decision in their own time.
- Marketers need to be reaching these buyers much earlier in the process if they want to influence a decision - before a competitor gets there first.
- You have to stand out if you want to succeed in a world where technology and products can be replicated in a matter of days/weeks.
- **Every company has different customers and your strategy will dictate the tactics you choose. But overall, there are tactics we believe are more effective for the vast majority of B2B marketing teams.**



Figuring out what works and what doesn't

Why we stopped using the tactics in the left column at Cognism

Gated content:

- Buyers want to self serve
- Frictionless content engagement
- Content download \neq intent

Lead nurturing step by step to purchase:

- Buyer's journey isn't linear
- No 'one way' buyers are nurtured to purchase.

Content syndication.

- People are spending less time reading SEO blogs
- They are consuming on LinkedIn, YouTube, Instagram etc.

Outdated tactics	Modern tactics
Gated content	Value led organic social
Trade shows	Paid content distribution
'Air cover' ABM	SME's/B2B Influencers
Random e-blasts	B2B partnerships
Lead nurturing step-by-step to purchase	Personal brands
Content syndication	Organic content distribution
Display ads	Community marketing
100% performance/demand capture	Brand narrative

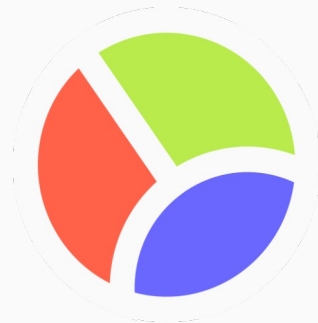


Where we've placed
our bets



Content Framework

Cognism examples: Where we started to see success and how we scaled it



Content: Ungating content - success we saw in a value driven approach

The old state:

Writers were primarily focused on blog content. Producing articles around once or twice a week using subject matter experts, reacting to the immediate needs of the team.

Responsibilities:

- Identify a theme for quarter
- Produce 1 blog post per week
- Think about how we can include videos or podcast links in a blog post

What they reported on:

- # of views
- Time on page
- SEO focused metrics



Content: The new state

Ungating content - success we saw in a value driven approach

The new state:

- Highly skilled at writing but not restricted by content formats
- Brought into DG team as was previously siloed
- Focus is on output across various channels.
- Aligned DG/Content on a narrative and strong POVs

Responsibilities:

- Fuelling media machine across ALL channels
- Working closely with DG campaign manager on strategy
- Sharing the strategic narrative and POVs
- Working with subject matter experts and influencers.
- Reviewing the data constantly





What they report on now:

Blog	<ul style="list-style-type: none">•Average engagement time•# of views, exposure, qualitative•Feedback and dark social
Newsletter	<ul style="list-style-type: none">•# of forwards•Read rate•Open rate•Click through rate
Podcast	<ul style="list-style-type: none">•# of listeners per episode/per month,•Number of guests secured•Quality of output
Organic social	<ul style="list-style-type: none">•Likes•Follows•Clicks•Comments from ICP
Live events	<ul style="list-style-type: none">•# of attendees from our core ICP•How long attendees stay•how many are engaged asking questions•qualitative feedback





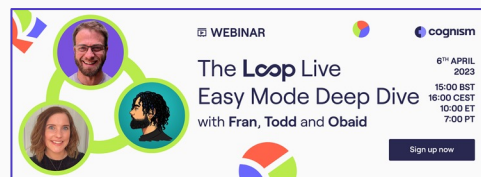
The engagement on our content was up across the board after switching up our tactics!



How Can Marketing Support Sales? (Without Just Taking Orders)

B2B buying behaviour has changed, which means marketers are going to need to change to keep up. How can marketers support sales in this new world?

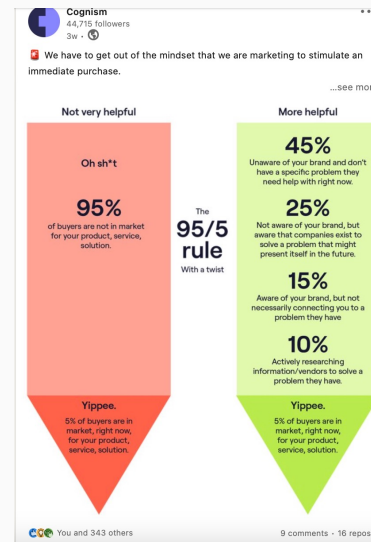
Average engagement time was 132% higher versus blog average.



We improved the attendance rate by 3%, and average engagement time by 21 mins.



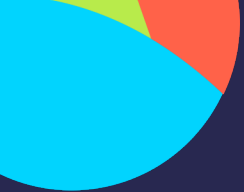
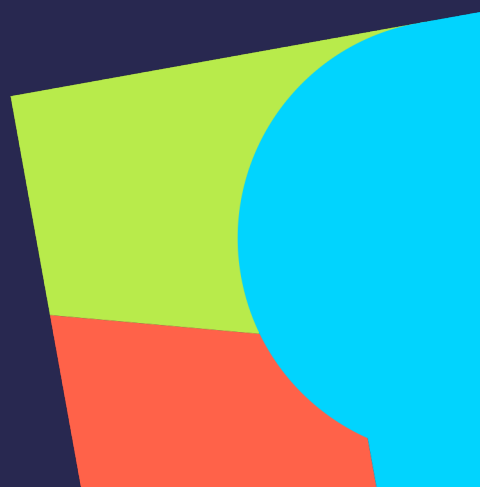
The Loop newsletter open rate improved by 9% and read rates improved by 2%.



Social posts repurposing content from DG projects often getting better engagement than before. This post had over 300 likes and 16 reposts.



SEO



Content: SEO tactics

Old strategy

- Focused on keyword clusters.
- This strategy has been successful in increasing traffic. But not so much for conversions. People were coming to our pages but not taking actions once they were there.
- Most software companies fall into the trap of targeting the highest volume keywords, because they align to the company's product category – but this almost never produces new customer acquisition from content.



Content: SEO tactics

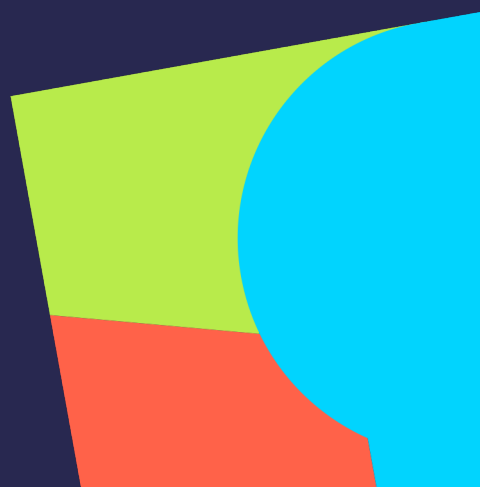
New strategy

- We turned our focus towards 'money keywords'.
- This strategy focuses on intent versus traffic.
- We believe it's better to spend more time and money on high intent keywords that will drive the right conversions rather than target keywords for the sake of traffic.
- We have seen a record number of conversions from the blog with a 13% increase in Q1.
- Our organic traffic value rose to 23k while all of our major competitors is falling.





Paid





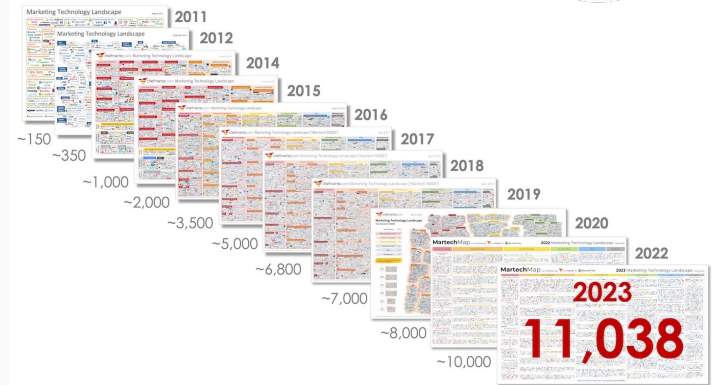
Paid Social: Switching up our approach on paid social with a create demand mindset

The buyer's journey has changed a lot for a reason.

- **73x** more martech companies in 2023 compared to 2011.
- **10%** more martech companies compared to **last year**.
- All trying to close new deals by promising almost identical value propositions.
- An average buyer sees **hundreds of different ads** on LinkedIn every day.

This means that we need to be reaching our buyers early in their journey, before they're 'in-market', creating demand for your product later on down the line.

We work with a 65/35 split for creating vs capturing demand.



Paid Social Engine

Here's how we think about demand creation:

- The DG team is responsible for the messaging and content that is tied to the EM framework.
- The paid team is responsible for the structure, optimisation and budget of campaigns.
- Strong collaboration between the paid and the DG team is essential, with mutual ownership.
- The paid team reports on the metrics and insights bi-weekly.



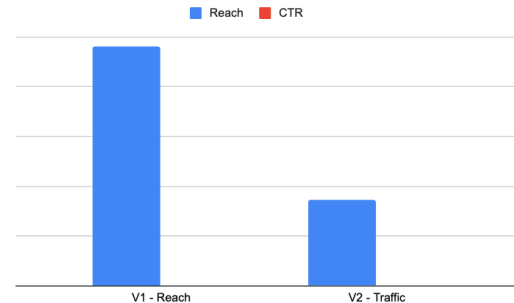


Paid Social Engine

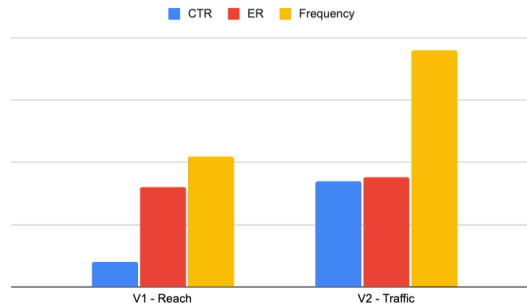
- Most of our campaigns are no-click, in-feed consumption campaigns
- We are after reaching as many people as possible within our ICP, rather than getting more website visits or conversions.
- With this way, we unleash the actual power of LinkedIn - otherwise its algorithm focuses on getting more clicks by maximising the frequency and limiting the potential reach.



V1 - Reach vs. V2 - Traffic



V1 - Reach vs. V2 - Traffic





Paid Social: Experiment-Led Growth

We aim to improve the metrics by 10% every quarter; experimenting is crucial to achieve this.

Successful experiments:

- Influencer Ads
- Job function targeting
- Facebook objective change

Failed experiments:

- Oversegmenting Facebook
- Youtube in-feed ads
- Capterra 5th position rush

How do we know if an experiment is successful?

- Look at in-platform metrics.
- Pipeline performance.
 - Are we seeing more self-reported attribution answers for Youtube?
 - Is there a correlation between the increase in the Capterra form submissions and pipeline?



Cognism
47,556 followers
Promoted

In three years, we scaled our marketing revenue from \$3M to \$25M ARR.

Alice de Courcy began with 3 marketers, decent lead gen, and no real predictability for creating tangible revenue 🙌

Now? She manages a team of 20+ marketers with a demand gen growth strategy - delivering 55% of new business revenue every month.

Here's how she did it 🙌

Alice de Courcy · 1st
Chief Marketing Officer at Cognism - technical SaaS revenue marketer. ...
3mo · 🌐

3 years ago I joined **Cognism** as Head of Marketing.

We were a team of 3 Marketers.

We were under \$3M in revenue. ...see more

Itay Oved and 1,538 others 124 comments

Like Comment Share Send



Paid & DG: Feedback Loop

The way we work:

We couldn't have been successful in this approach without a clear process and continuous feedback.

We've been able to make data driven decisions that directly impact pipeline

- Bi-weekly report from paid team - video, not a meeting.
- Clear action items for DG managers - where do we need to drive more engagement? What ads should we be doubling down on? What message is resonating?
- Running experiments to unlock new formats that work - doc ads, conversation ads

Biweekly update 21.04

Description

https://docs.google.com/presentation/d/17zqleWskJ3hD_cEU3WjsVzccsrJn-o7gID1oLYp6IRE/edit#slide=id.g22b6c8549c3_1_814

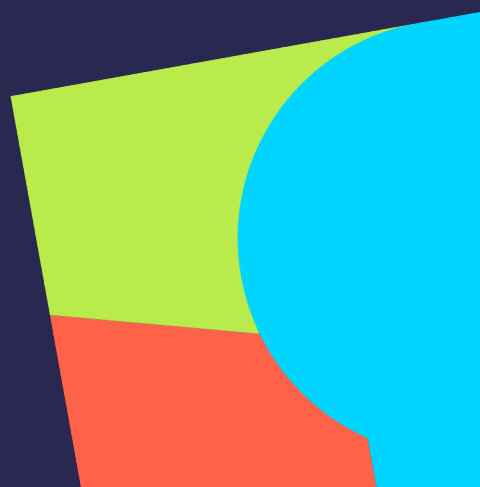
<https://www.loom.com/share/e8f0b3e904db434e9b2b767f5f38ca5c>

Subtasks

- ✓ NAM: Marketing-TL-EP-ICP-Static-Reach -New copies for the new ads
- ✓ Conversation Ads: EMEA & NAM Marketing
- ✓ NAM: Marketing-TL-GN-ICP-Static-Reach -New copies for the new ads
- ✓ EMEA: Marketing-TL-ALL-ICP-Static-Reach(CMO's Diary) - 3 ads
- ✓ EMEA: Marketing-TL-ALL-ICs-Static-Reach(CMO's Diary) -3 ads
- ✓ NAM: Marketing-TL-ALL-ICP-Static-Reach(CMO's Diary) -3 ads



SMEs



B2B Influencers: We introduced subject matter experts into the mix

- Influencers are a tactic used all the time in B2C, but it's only really just starting to get momentum in B2B.
- **Influencers we have worked with:**
 - Ryan Reisert
 - Morgan Ingram
 - David Bentham
 - Gaetano DiNardi
- **Benefits of using B2B influencers:**
 - Lending their professional authority
 - Offering a unique point of view
 - Delivers content in an engaging way
 - Interacts with your audience



Recent survey we conducted at Full Funnel Summit



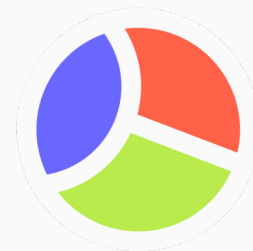
Tactics for B2B influencers

- **What do we use influencers for?**
 - Promoting things such as CMO diary
 - Input into content such as blogs and newsletters
 - Hosting webinars or online events
- **Deliverables we set**
 - 4x newsletters monthly
 - 10x short videos monthly
 - 1x webinar monthly
 - 2x blog monthly
 - 2x podcast monthly
- **What they've helped us achieve**
 - Credible, consistent, high quality content
 - Expanding our reach
 - Acts as a catalyst for dark social



Tactics for B2B influencers

- **How we work with them**
 - Pair them with a DG manager and content exec
 - Set clear deliverables and deadlines
 - Interview them for their insights and we produce content based on those insights
- **How we report on their work**
 - Primary metrics are based on engagement - followed by conversion.
 - We want to know our SME is resonating with our audience.
 - Likes, comments, video views, podcast listens, average time on page, scroll depth etc.
 - Then looking at self reported attribution - how many of our inbound requests say they found us through our SME?





Tactical Quick Wins

Tactical changes: Quick wins

1. Turn newsletters acting content round ups (promotional and filled with links out of the email) into:
 - A value-led newsletter with quality content in-email (no need to click out to other pages). Deliver the insights from your other content in feed.
2. Random e-blasts can now become:
 - Targeted event trigger campaigns
 - Turn email nurtures into email **nurtures on demand**
 - **A way to invite your audience into a value loop** - live events, newsletter, podcast - completely ungated
3. Monthly webinars can become:
 - A place where we you can **communicate your narrative and provide value**
 - A **full focus on helping our audience** - no pressure for sign ups
 - Something you can run regularly with one **subject matter expert**





Tactical changes: Quick wins cont.

4. Gated content can become:
 - Best performing gated assets into ungated assets and optimise ads for consumption (track correlations of pipeline/revenue after doing this)

5. You may have already committed to events for the year.
 - Utilise these to record interviews with high profile prospects / subject matter experts that can help your audience

6. Getting started with influencer content:
 - Prioritise internal SMEs and individual LinkedIn profiles over company page; people want to do business with people.





Q&A

- Of the modern tactics you've tried, which have been the most valuable?
- Can 'old' tactics still be useful? Which/when/under what circumstances?
- A lot of the 'modern' tactics mentioned in the table were longer play tactics. How do you get the balance right between immediate action (securing revenue now) and preparing for the long term?
- What would the implications of updating tactics be on sales?

