



PPC for B2B: How to Use Paid Media to Boost Your Inbound Marketing Funnel

September 2020



TABLE OF CONTENTS:

03

Introductions

04

How to Use Paid Media to Boost
your Inbound Marketing Funnel

07

Chapter 1:
Awareness Stage

14

Chapter 2:
Consideration Stage

25

Chapter 3:
Decision Stage

30

Chapter 4:
Delight!

34

Bonus! Tips to Help Your
PPC Campaigns Succeed

39

Advanced targeting on social media
paid channels and other tips to help
your PPC

39

Conclusion

TEAM

We provide B2B tech clients with the strategy, technology and operations they need to launch and scale their online marketing & sales activities.

Marketing Envy's founders, together with a team of over 20 experienced marketers and automation specialists have trail-blazed marketing successes for oodles of tech companies and start-ups in Israel, USA, UK, Ireland and Australia.



BillyCina, Managing Partner
Billy@MarketingEnvy.com
@billycina



Amit Lavi, Managing Partner
Amit@MarketingEnvy.com
@amitlavi



Idan Carmeli, Managing Partner
idan@MarketingEnvy.com

PORTFOLIO CLIENTS INCLUDE



HOW TO USE PAID MEDIA TO BOOST YOUR INBOUND MARKETING FUNNEL

HOW TO USE PAID MEDIA TO BOOST YOUR INBOUND MARKETING FUNNEL

The popularity of inbound marketing is off the charts. In fact, when HubSpot surveyed over 3,400 marketers for their “State of Marketing 2020” report, between 70% -74% reported they actively invest in inbound marketing and 24% plan on increasing content marketing budgets this year. While there’s no doubt that the popularity of inbound marketing is well deserved, we find that too many companies are skeptical about the investment in PPC.

Many still believe that PPC is synonymous with the “old outbound” marketing, when disruptive banners would jump out at us and interrupt our experience. Well, that could still be the case, but only when PPC and inbound marketing strategies are poorly integrated. An effective inbound campaign requires you to study your audience’s needs and create relevant content for each stage of the buyer journey. Supplementing what you know about your audience with PPC will amplify your inbound efforts.

THINK ABOUT:



Inbound

Organic leads, supercritical long term foundation layer, patience is your salvation.



PPC

Paid leads, budget flexibility, quicker or more attributable ROI.

HOW TO USE PAID MEDIA TO BOOST YOUR INBOUND MARKETING FUNNEL

PPC WILL ALSO HELP YOU TO:

- Target the right people
- Engage prospects on every channel while building relationships
- Significantly scale up your inbound efforts - fast!

THIS EBOOK IS IDEALLY FOR B2B TECH MARKETERS

WHO:

- Have some experience (even minimal) with PPC platforms
- Have been wanting to try out PPC, but don't know where to start
- Need to explain to the boss how PPC will help get those qualified leads
- Need to reach lead growth in a defined period of time e.g. next quarter!

We created this eBook to help you better understand what your PPC options are, how it should be integrated with inbound marketing, when you should be doing what and how to calculate a meaningful ROI from your activities. Enjoy :)

CHAPTER 1: AWARENESS STAGE

According to HubSpot, **“at this point, a buyer is trying to solve a problem, get an answer, or meet a need. They’re looking for top-level educational content to help direct them to a solution.”**

HubSpot points out that these prospects’ **“value as a lead is low because there’s no guarantee that they’ll buy from you,”** but if you provide valuable content, there’s a chance they’ll stick around, allow you to build trust, and ultimately down the road, buy your product.

WHAT KIND OF CONTENT SHOULD I PROMOTE?

This isn’t the time to be talking about your product. Earn their trust by **providing content that helps them understand the true challenge they’re facing** and later figure out the best solution for them.

Many companies will try to promote content offers but we found it’s more beneficial to focus on reach rather than conversions at this point.

SUITABLE TYPES OF CONTENT

- Informative blogs
- Infographics
- Videos
- Non-gated TOF eBooks
- Industry questionnaires

WHICH KPIS SHOULD I TARGET & TRACK?

- **For blog posts**
 - **Click through rates (CTR).** You want as many people as possible reading your content.
 - **Time on site/no. of pages**
How long did people stay on your site, how many pages did they read?
- **For videos**
 - **Number of views.** Here, too, you want as many eyeballs on your content as possible, but it will usually be done on the platform itself and not on your website.

WHICH CHANNELS SHOULD I USE?

After working with countless B2B tech companies, our favorite channels to promote awareness stage blog posts and videos are:

- LinkedIn
- YouTube
- Facebook / Instagram

PROMOTE YOUR BLOGS ON LINKEDIN AND FACEBOOK

Blog posts are easier to create than videos, so start with that. Your number one KPI here is the number of people who click through and read your blog post. Start with an integrated content plan that includes as much varied content as possible, such as videos, blog and ebooks/whitepapers etc.

N Namogoo
3,210 followers
Promoted

Online shoppers are buying more and converting better during **#Covid19** BUT someone else is stealing your new profits. **#AdInjections** reduce revenue per visitor by between 5% and 7%. Find out how bring back your customers.

Online Retailers,
Bring Back Your Customers During COVID-19

[Learn How](#)

NAMOGOO

 12.85% INCREASE IN NUMBER OF PAGES VIEWED	} 22% INCREASE IN HIJACKED VISITS
 16.83% INCREASE IN ONLINE VISITS	
 40% INCREASE IN CONVERSION RATE	

*Data based on sales figures for apparel online retailers during April 2020 compared to February 2020.

Apparel eCommerce During COVID19: Make Every Customer Interaction Count
namogoo.com

PROMOTE YOUR VIDEOS ON YOUTUBE AND FACEBOOK

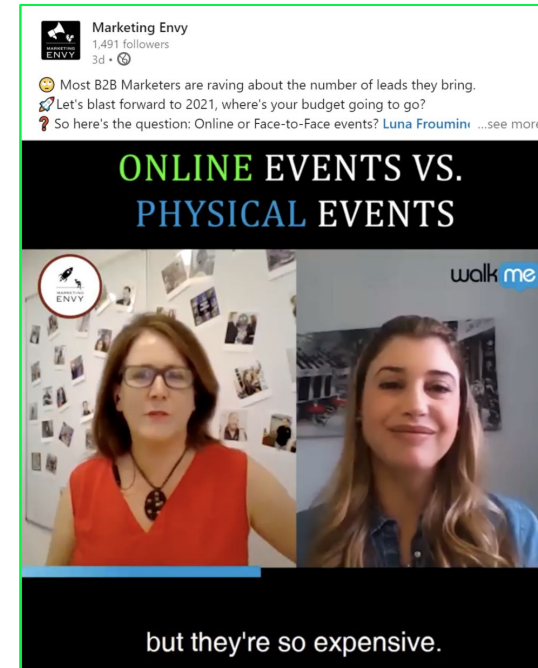
On both platforms, begin by targeting your personas' interests (we have more info about this towards the end of this ebook).

- Focus on how many people viewed your video and not the number of clicks. Since the goal is awareness, more viewers = more exposure.

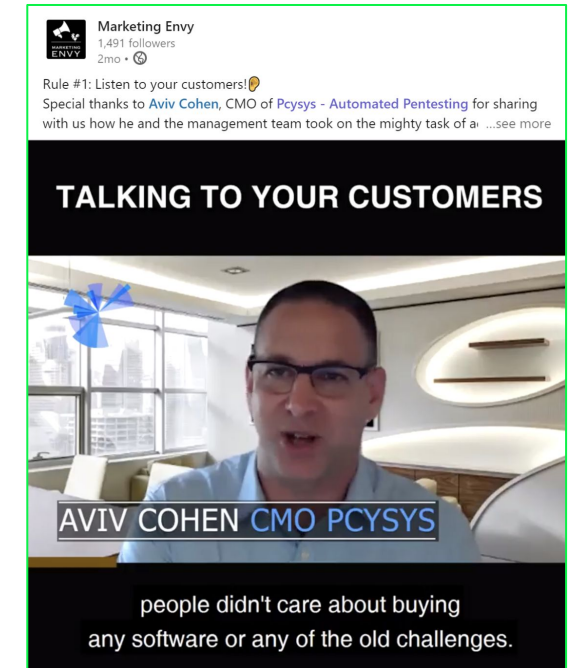


HOT TIP

Get the best results when you upload your video directly to the Facebook/LinkedIn native video platform as opposed to through YouTube. If you do, it will automatically play as the user scrolls past it.

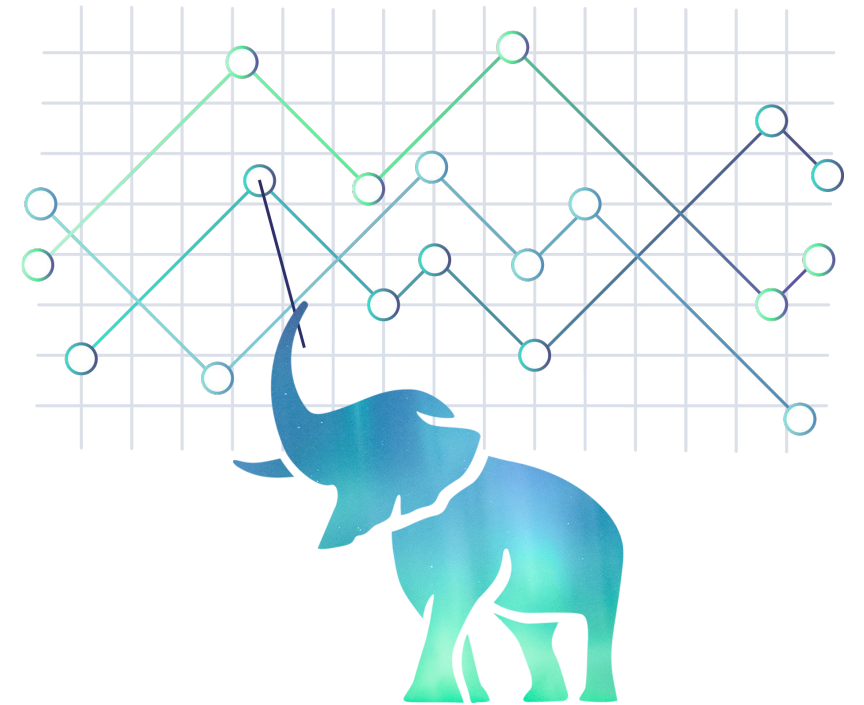


Most people will watch the first 5-10 seconds of your video so make sure to emphasize your message at the beginning of the video.



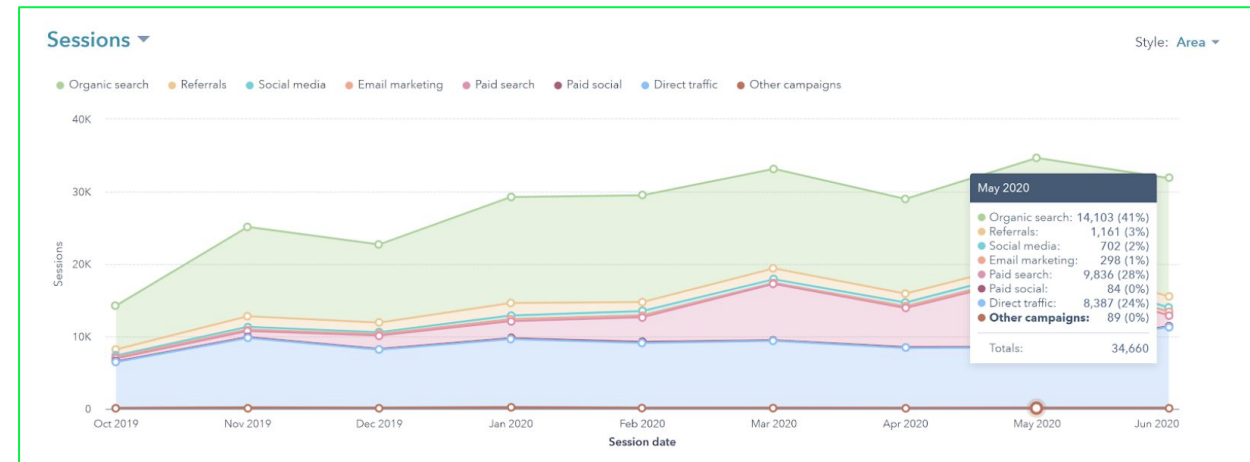
HOW TO MEASURE AWARENESS ROI OVER TIME

- Compare traffic to your website before and after your campaign.
 - Are you seeing more returning visitors to your site?
 - Look at organic traffic volume to your site over time, is it rising?
- Analyze brand recognition. Are more people searching your brand name on Google or mentioning you (hopefully, in a positive way) on social media?
- Are more people signing up for your blog or following you on social channels? Yes, likes, follows etc.



HOW TO MEASURE AWARENESS ROI OVER TIME

- If you're introducing a new type of solution, do you see an increase in Google searches and social media mentions related to your innovation?
- Track how many people search for the solution you offer, or the challenge you solve. Notice love from other companies. Are you getting more mentions and links from other websites than you did before your campaign?
- Track how many people move on to the next stage of your funnel, where they seriously consider what you have to offer, and start converting into leads and customers.



CHAPTER 2: CONSIDERATION STAGE

According to HubSpot, this is when prospects have **“clearly defined the goal or challenge and have committed to addressing it. They evaluate the different approaches or methods available to pursue the goal or solve their challenge”**. At this stage, they will begin to connect between their challenge and your solution.

WHAT KINDS OF CONTENT SHOULD I PROMOTE?

“Remember that prospects at this stage may not yet trust you, so don’t put on your sales hat just yet. Instead, **consideration content is a great opportunity to make sure it’s easy for your visitor to browse all the information that might help them differentiate you from your competitors,**” Moz advises.

SUITABLE TYPES OF CONTENT

- eBooks
- Guides
- Whitepapers
- Webinars

WHICH KPIs SHOULD I TARGET & TRACK?

At this point, it's best to focus on Cost Per Lead (CPL), and especially cost per Marketing Qualified Lead (MQL or SQL in some cases).

Although most leads will be useless to you when you first start the campaign, the more you practice and learn how they convert further down the funnel, the easier it will be to identify valuable MQLs, convert more prospects and get a higher return on your investment.



HOT TIP

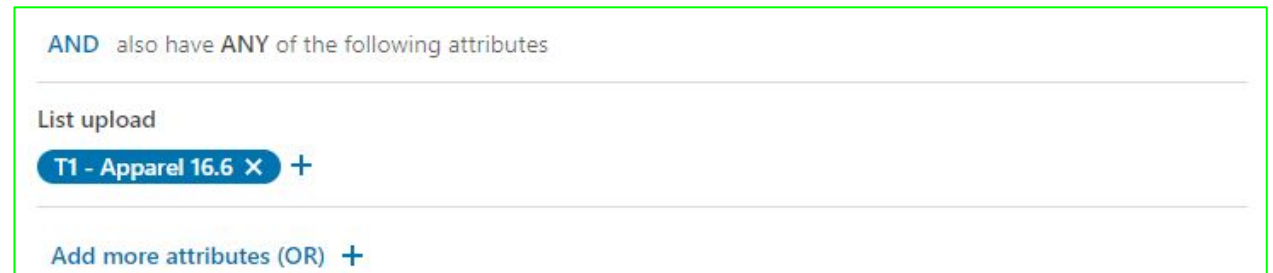
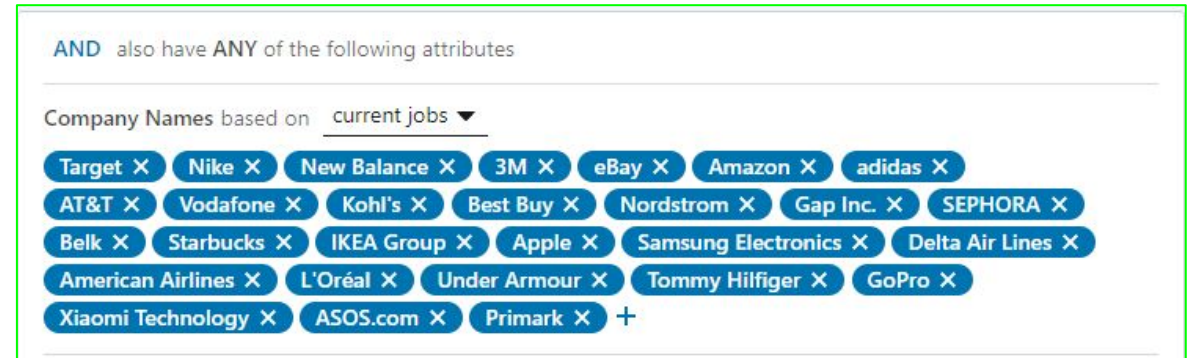
Strive to reach a conversion rate of 25%-30% from leads to MQLs.

WHICH CHANNELS SHOULD I USE?

For this stage, continue with LinkedIn and Facebook (mainly for site visitors but depending on what your business does), but replace YouTube with Google Search Ads. Google Search Ads will allow you to show your ads to people who are actively looking for relevant products and solutions that you offer.

PROMOTE YOUR CONSIDERATION STAGE CONTENT ON LINKEDIN


- Create separate campaigns based on job titles and groups that prospects belong to, the skills they listed on their profiles, alongside the industries and their professional seniority.
- **Use Account Based Marketing (ABM)**
Upload a list of companies you're targeting and create dedicated campaigns for the relevant roles within these companies.



PROMOTE YOUR CONSIDERATION STAGE CONTENT ON LINKEDIN

N Namogoo
3,541 followers
Promoted

Tumi boosted conversion rate by 2.25% with just one simple tool.

The graphic features a bright yellow background. On the left, the TUMI logo is at the top, followed by the text "How did Tumi increase their conversion rate?" and a red button with the text "Find Out". At the bottom left, the NAMOGOO logo is displayed. On the right, a black Tumi suitcase is shown with a straw hat hanging from its handle.

TUMI

How did Tumi increase their conversion rate?

Find Out


NAMOGOO

Read the case study and find out how Tumi solved the costumer hijacking problem on their site and increased conversion rate

namogoo.com

N Namogoo
3,541 followers
Promoted

Deckers Brands is a loyal customer of Namogoo. When we started working with them, UGG had a #customerhijacking rate of 16.53% and Teva's was 18.72%. We put a stop to that and raised their #conversionrates by up to 2.4%! #ux

The graphic has a yellow background. On the left, a quote in large black font reads: "Namogoo brings us back to our intended customer experience, helping us capture money on the table that should already be there but was lost due to injected ads." Below the quote is the name "Nicolas Smotek" and his title "Director of Omni Digital Technology and UX". At the bottom left, logos for DECKERS BRANDS, Teva, and UGG are shown. On the right, a pair of black UGG boots is displayed. The NAMOGOO logo is at the bottom right.

“
Namogoo brings us back to our intended customer experience, helping us capture money on the table that should already be there but was lost due to injected ads.

Nicolas Smotek
Director of Omni Digital Technology and UX

DECKERS BRANDS Teva UGG

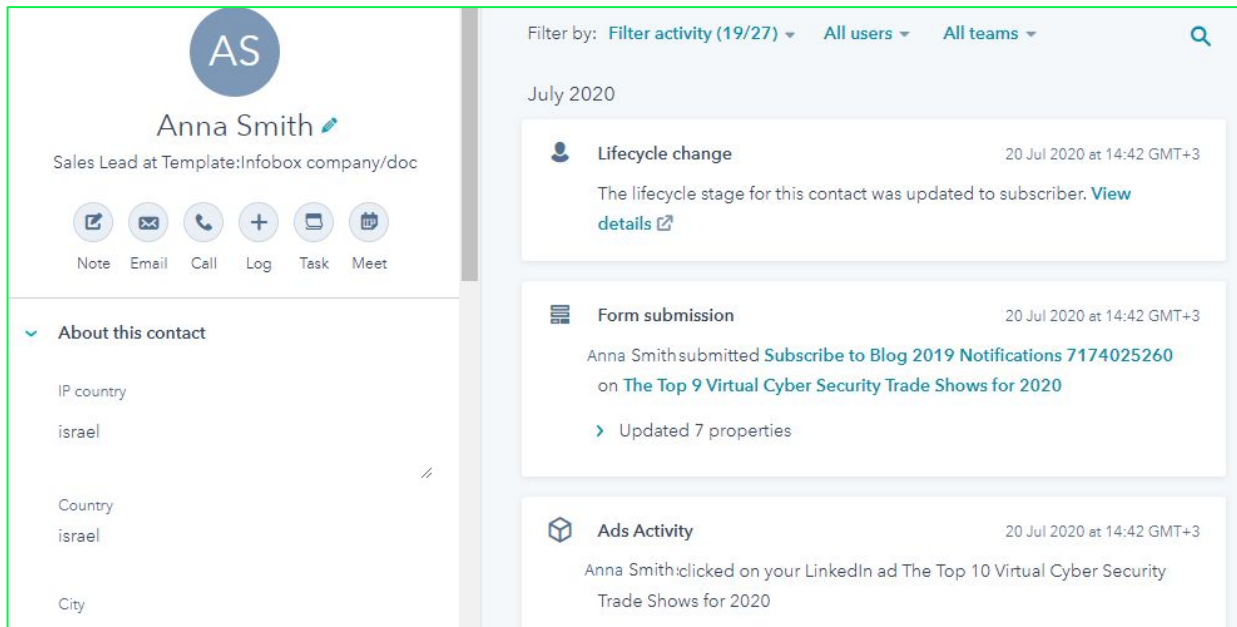
NAMOGOO

Deckers Brands Blocks Customer Journey Hijacking & Steps Up Business KPIs

namogoo.com

PROMOTE YOUR CONSIDERATION STAGE CONTENT ON LINKEDIN

- You can also now retarget on LinkedIn, targeting people who have viewed your videos or started filling out a form, in addition to those who have visited your website.
- For example Anna has filled in a form. Her status is changed to subscriber and she can now be retargeted.



The screenshot shows a LinkedIn CRM profile for Anna Smith, a Sales Lead at Template:Infobox company/doc. The profile includes contact information (IP country: israel, Country: israel, City) and a list of activities. The activities are:

- Lifecycle change** (20 Jul 2020 at 14:42 GMT+3): The lifecycle stage for this contact was updated to subscriber. [View details](#)
- Form submission** (20 Jul 2020 at 14:42 GMT+3): Anna Smith submitted [Subscribe to Blog 2019 Notifications 7174025260](#) on [The Top 9 Virtual Cyber Security Trade Shows for 2020](#). Updated 7 properties.
- Ads Activity** (20 Jul 2020 at 14:42 GMT+3): Anna Smith clicked on your LinkedIn ad [The Top 10 Virtual Cyber Security Trade Shows for 2020](#).

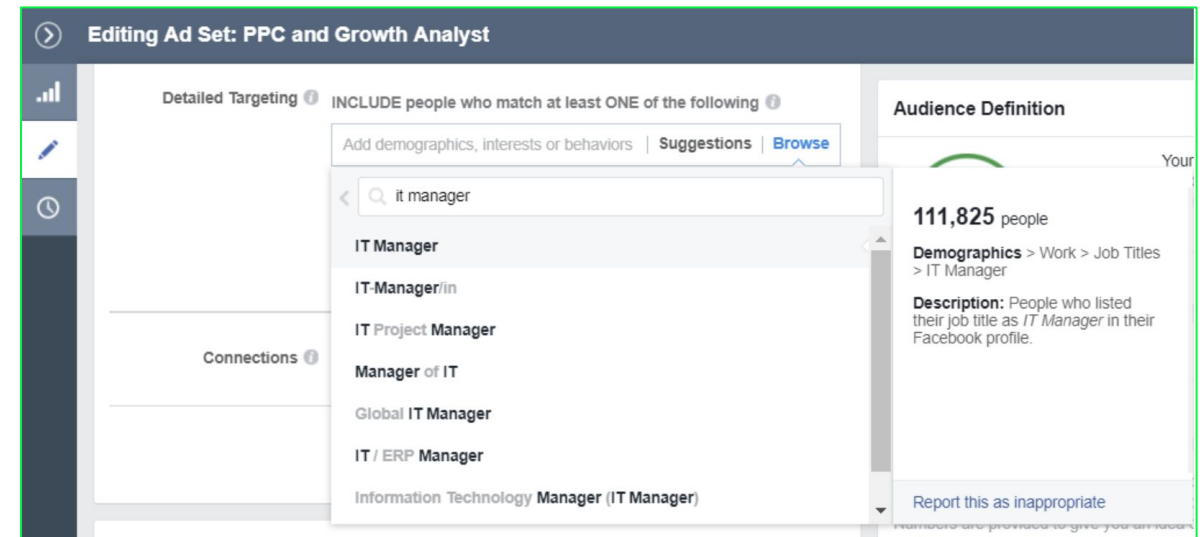
- In each campaign, promote 3-5 different content pieces, as LinkedIn limits the amount of exposure each content piece receives.
- Use LinkedIn's lead gen ads to encourage people to sign up directly from within the ad. This is a much simpler process all around and might reduce lead quality, but the drop in price is likely to result in cheaper qualified leads overall, so it's definitely worth a try.



Test LinkedIn's lead gen ads, where you can encourage people to convert without leaving the platform.

PROMOTE YOUR CONSIDERATION STAGE CONTENT ALSO ON FACEBOOK

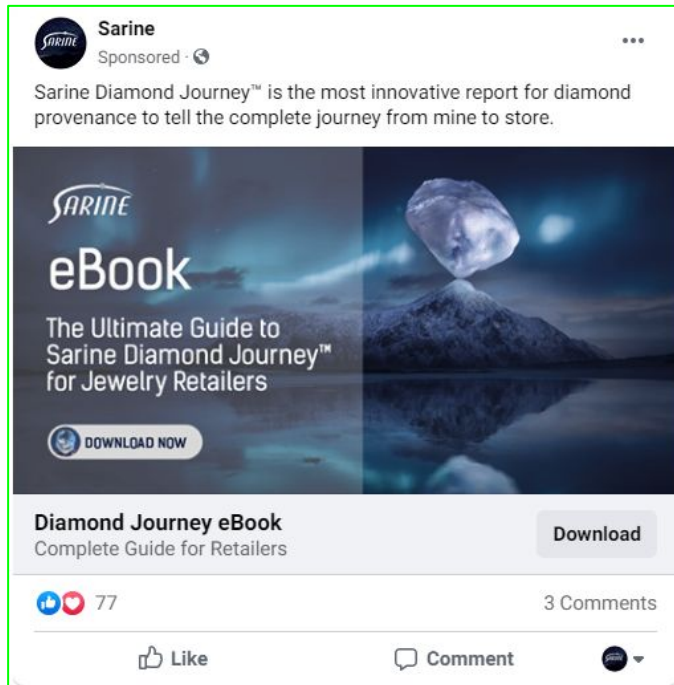
- Target prospects based on relevant interests and job titles.
- Create targeting audiences based on your existing MQL contacts as well as look-alike audiences. Then narrow it down further with interests. For example, you can target high potential leads with content that will drive them down the funnel into qualified leads. Next step is to then take these qualified leads and create a look-a-like audience of them in Facebook to generate even more high quality leads.



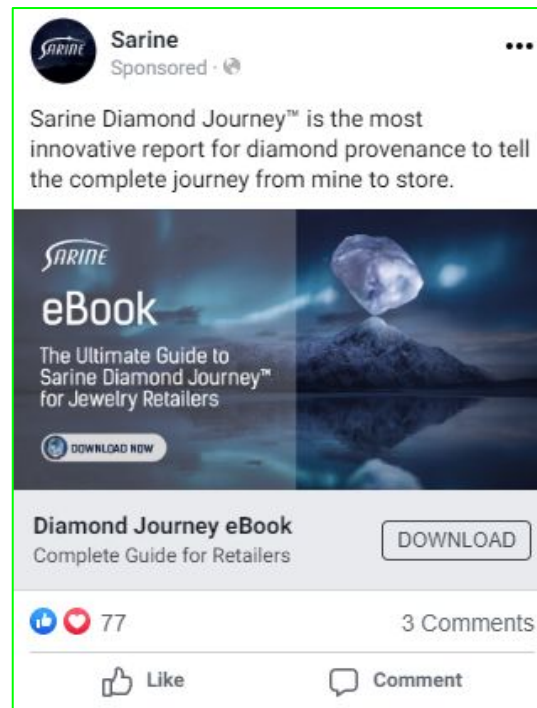
PROMOTE YOUR CONSIDERATION STAGE CONTENT ALSO ON FACEBOOK

- We recommend testing 3 different ad creatives. Test sponsored ads on Facebook's news feed on mobile vs. desktop. Also try Instagram and the audience network for extra reach.

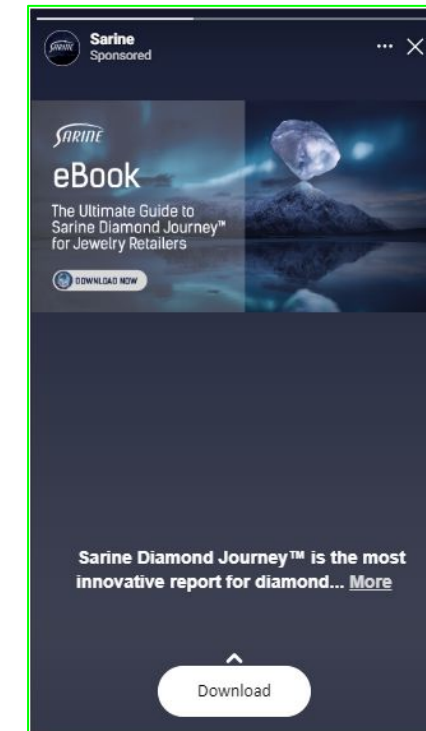
Desktop - News Feed



Mobile - News Feed



Mobile - Stories



PROMOTE YOUR CONSIDERATION STAGE CONTENT ALSO ON FACEBOOK

- Targeting Mobile and Desktop newsfeed placements to collect data for later optimization according to placement performance.
- **Remarketing** – targeting people who have already shown interest in your offer, but then walked away. For example, people who have signed up to your email list, but haven't opened your emails recently.

Note: Facebook and LinkedIn offer remarketing options that allow you to exclude people who have already converted. For example, you can skip people who have already requested a demo, signed up for a free trial or who are already paying customers.

Audience
Define who you want to see your ads. [Learn More](#)

Create New Audience Use Saved Audience ▼

INCLUDE people who are in at least ONE of the following

Website
Website Visitors last 30

Add a previously created Custom or Lookalike Audience

Custom Audiences ⓘ **EXCLUDE** people who are in at least ONE of the following

Engagement - Lead Ad
Customers

Add a previously created Custom or Lookalike Audience

[Create New](#) ▼

INCLUDE people who have ANY of the following attributes

Website
All Visitors × +

Add more attributes (OR) +

+ Narrow audience further (AND)

EXCLUDE people who have ANY of the following attributes

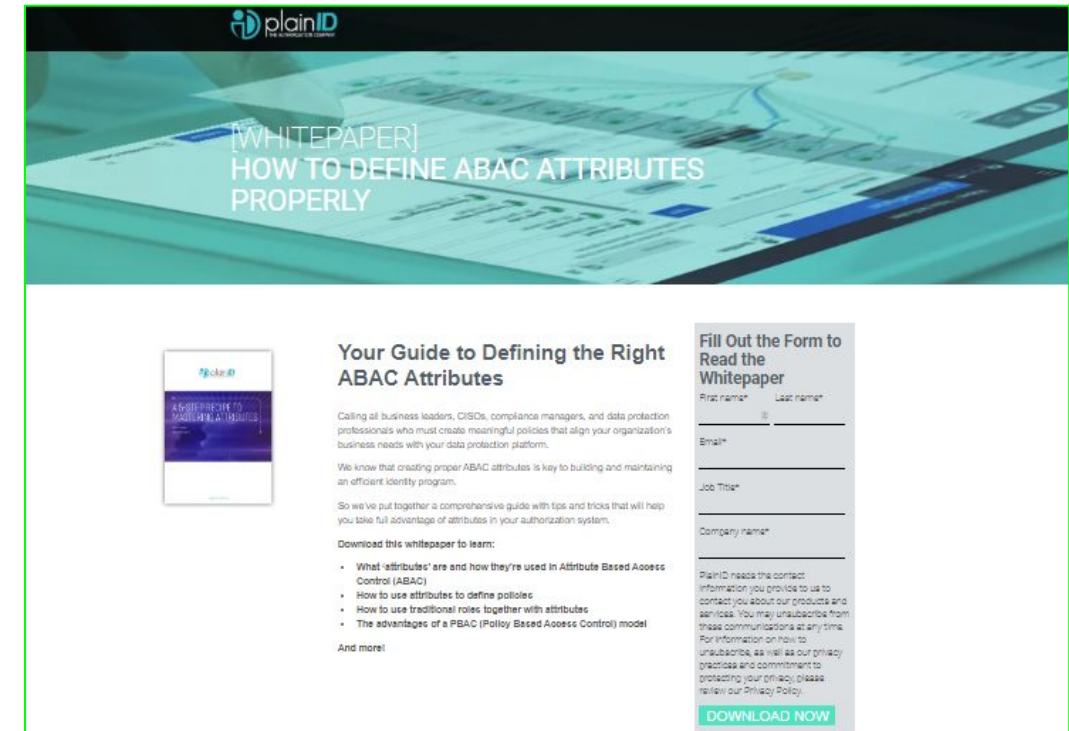
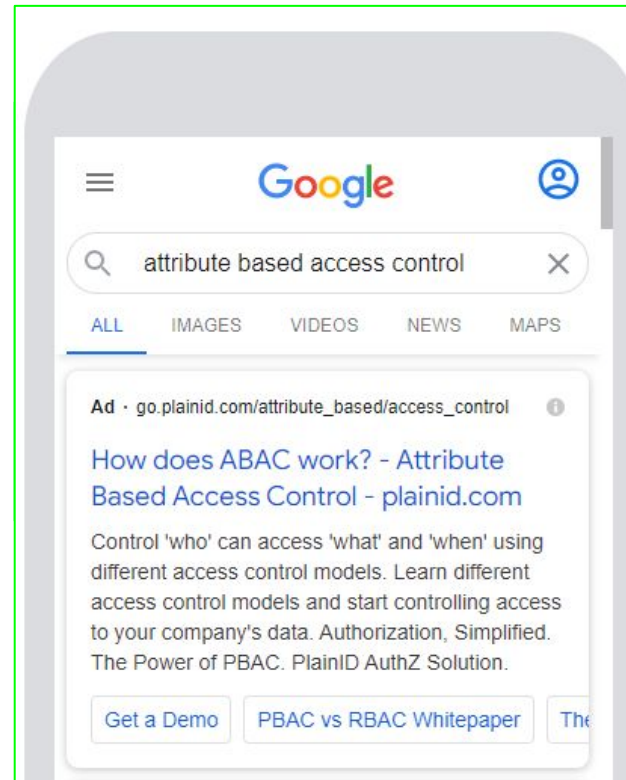
List upload
Customers × +

+ Exclude more

LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. [Learn more](#)

PROMOTE YOUR CONSIDERATION STAGE CONTENT ON GOOGLE ADS

- Before running your Google Ads campaign, use Google's ad preview tool to see what content appears for related search results. Are they more informational (like Wikipedia) or more commercial (like vendor websites)? This will help you plan your content and ad copy accordingly.
- Use questions as ad copy, suggesting that the answers await inside your whitepaper or other gated content.

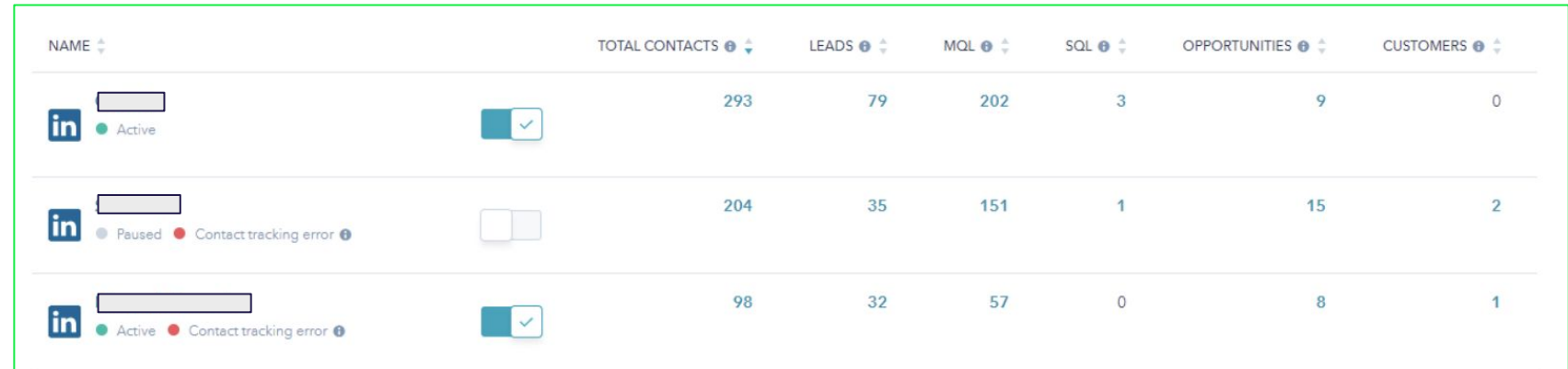


Example: What are the security challenges for virtualized containers? Download the whitepaper to learn more.








When setting up your campaign to promote gated content like whitepapers, it's best to include "general", information intent keywords rather than "product specific". According to WordStream, this means your ads will show up in "searches performed to answer questions or learn something." For example, "Top new (and updated) features in PPC for B2B."

HOW TO MEASURE ROI OF CONSIDERATION STAGE CAMPAIGN OVER TIME

The best way to measure the effectiveness of your consideration campaign is to see how many contacts achieved MQL status. And ultimately, overtime, how many converted to Sales Qualified or even to Opportunity.



The screenshot displays a table of marketing campaign performance metrics. The table has seven columns: NAME, TOTAL CONTACTS, LEADS, MQL, SQL, OPPORTUNITIES, and CUSTOMERS. Each row represents a different campaign, with icons for LinkedIn and status indicators (Active, Paused, Contact tracking error) and a toggle switch.

NAME	TOTAL CONTACTS	LEADS	MQL	SQL	OPPORTUNITIES	CUSTOMERS
 <input type="checkbox"/> Active 	293	79	202	3	9	0
 <input type="checkbox"/> Paused  	204	35	151	1	15	2
 <input type="checkbox"/> Active  	98	32	57	0	8	1

CHAPTER 3: DECISION STAGE

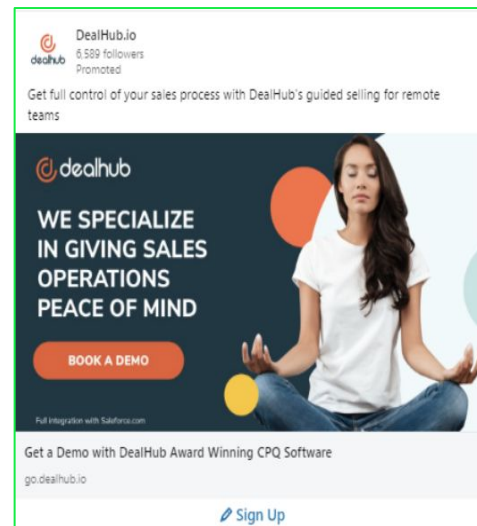
According to Target Marketing, “now you’re getting to the point where offers and follow-ups start making a whole lot more sense. You’ve interested your prospect, and now it’s time to nurture that interest with rich content that answers very specific questions... with a specific offer for a service.”

WHAT TYPE OF CONTENT SHOULD I PROMOTE?

Now is the time for your content to answer the question “**Why should I buy yours, and why now?**”

To answer without being too salesy, we recommend promoting bottom funnel content:

- Case studies
- Product comparisons
- Demos and free trials



DealHub.io
6,589 Followers
Promoted

Get full control of your sales process with DealHub's guided selling for remote teams

dealhub

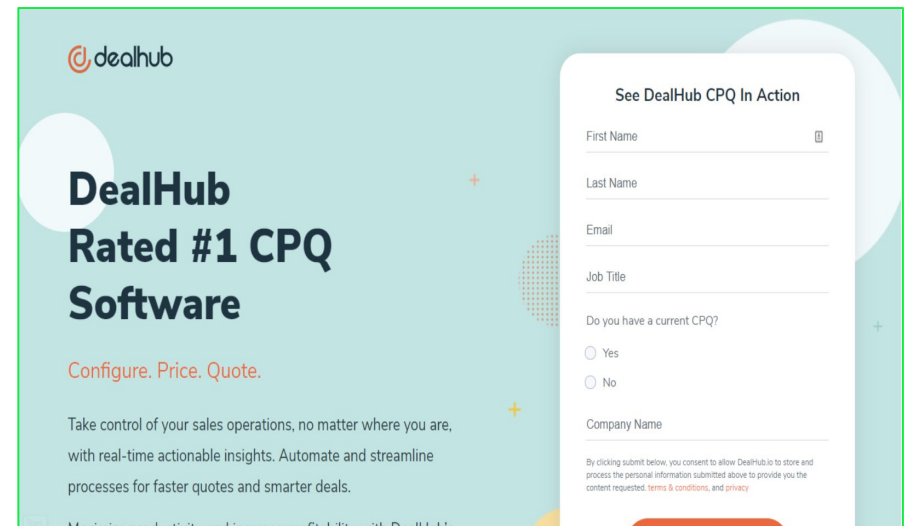
WE SPECIALIZE
IN GIVING SALES
OPERATIONS
PEACE OF MIND

BOOK A DEMO

Full integration with Salesforce.com

Get a Demo with DealHub Award Winning CPQ Software
go.dealhub.io

Sign Up



dealhub

See DealHub CPQ In Action

First Name

Last Name

Email

Job Title

Do you have a current CPQ?

Yes

No

Company Name

By clicking submit below, you consent to allow DealHub.io to store and process the personal information submitted above to provide you the content requested. [terms & conditions](#), and [privacy](#)

DealHub
Rated #1 CPQ
Software

Configure. Price. Quote.

Take control of your sales operations, no matter where you are, with real-time actionable insights. Automate and streamline processes for faster quotes and smarter deals.

Maximize productivity and increase profitability with DealHub's

WHICH KPIs SHOULD I TARGET & TRACK?

This is the time to track both:

- Sales qualified leads (SQL*)
- Opportunities opened

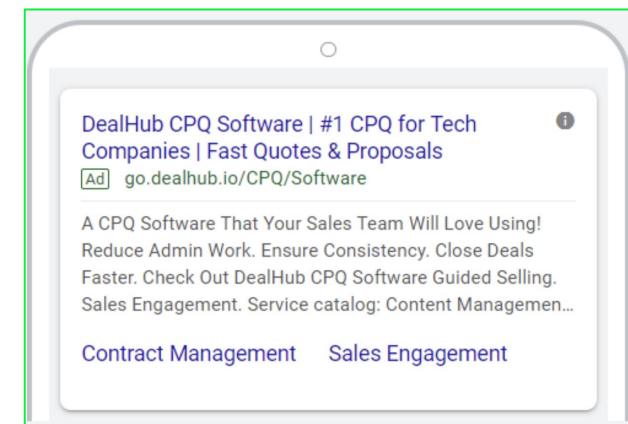
***SQLs are contacts who your sales team have accepted as worthy of a direct sales follow up.**

WHICH CHANNELS SHOULD I USE?

We're going to stick to Google Ads, Facebook and LinkedIn during this stage as well.

PROMOTE YOUR DECISION-DRIVING CONTENT ON GOOGLE ADS

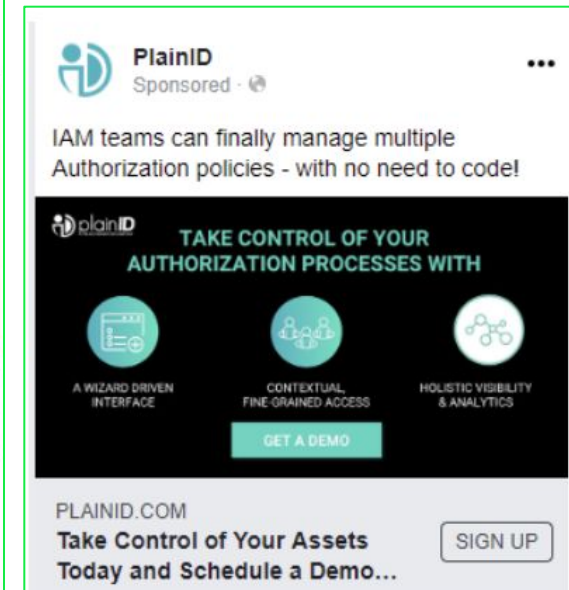
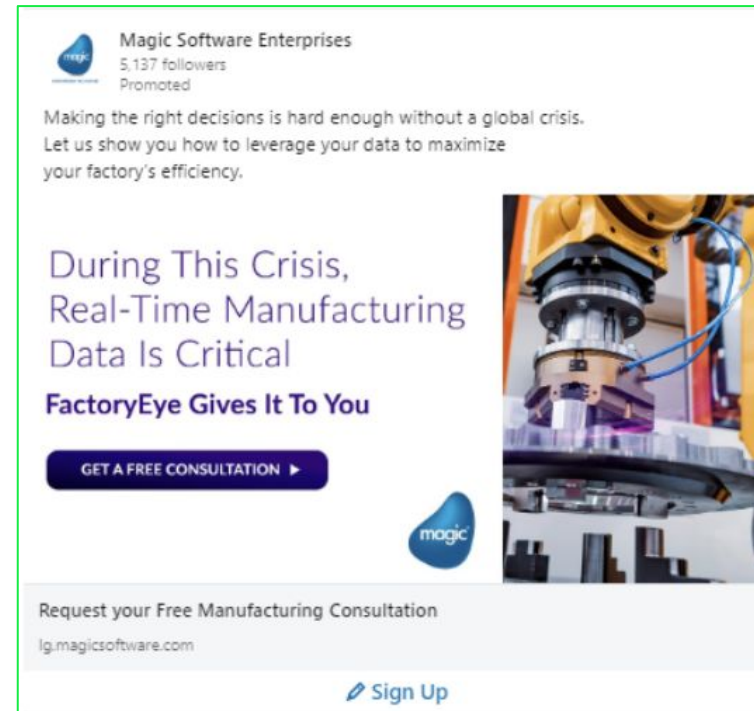
Focus on commercial intent based keywords, like “buy cybersecurity software” or “top 10 providers.” Keywords without clear intent will not drive leads so save those for awareness or consideration stage.



Use remarketing for search; show demo and free trial ads to people who have already been on your site and are not searching for relevant terms. Since they already know you, you can use much broader keywords that aren't necessarily intent based.

PROMOTE YOUR DECISION-DRIVING CONTENT ON FACEBOOK AND LINKEDIN

- Remarket to people who have signed up to receive your eBook or whitepaper in the consideration stage
- Create an audience based on your MQL contacts and build look-alike audiences on Facebook and LinkedIn based on interests, job titles and ages
- Remember to exclude your SQL list, and test 2 different ad creatives, at least



HOT TIP

Use LinkedIn's Website Demographics to segment your remarketing audience per vertical, seniority and more...

HOW TO MEASURE DECISION STAGE ROI OVER TIME

Similar to the consideration stage, ROI will be measured by the amount and quality of conversions, including:

- The number of demo requests or free trial sign ups, as well as how many of them convert into SQLs, opportunities and sales
- The number of direct sales you make
- Demo cancellation rate
- Lifetime value, upsells and advocacy



CHAPTER 4: DELIGHT!

Delighted customers **turn into your brand promoters, if they are happy with their experience, then they share their delight and contentment with others** ([square2marketing](#)). As Marketing91 says so succinctly a “Positive review = profitability” ([marketing91](#)). What we are looking for at this stage is transforming a paying customer into a brand evangelist!

WHAT TYPE OF CONTENT SHOULD I PROMOTE?

This is the time to focus on content that encourages interaction and feedback.

You can use surveys to improve your offering, tutorials for customer success, webinars and landing pages to explain to customers what’s in it for them to give you a warm referral.

- Surveys
- Tutorials
- Referral program

WHICH KPIS SHOULD I TARGET & TRACK?

- **Shares on social platforms**
- **Referrals**

WHICH CHANNELS SHOULD I USE?

At this stage, we recommend using only social channels as the goal is engagement and reach.

Drive your clients and advocates to your offered referral program on LinkedIn and Facebook, and promote shareable content as infographics, awards and PR mentions you've received.

HOW TO MEASURE DELIGHT (EVANGELISM) STAGE ROI OVER TIME

There are many ways you can measure evangelism ROI over time, including:

- Your average customer LTV (lifetime value)
- Your average upsell rate
- The percentage of customers that agree to participate in customer case studies
- The percentage of customers who refer additional customers
- Customers cheering for you online, for example, high email open rates, a rich flow of thank you tweets, 5 star reviews on industry websites etc



TIPS TO HELP YOUR PPC CAMPAIGNS SUCCEED

Are you ready to start integrating PPC into your inbound marketing strategy, but not sure how to reach and convert the perfect prospective customers? Read on.

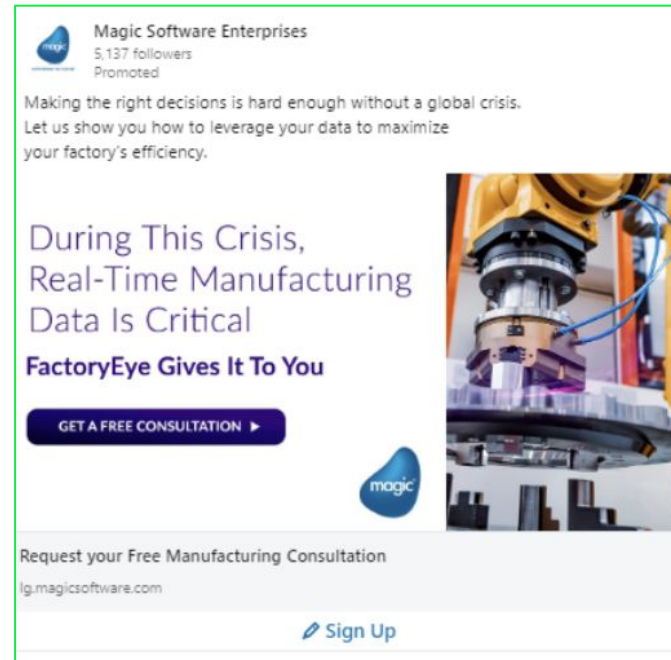


HOW TO FIND YOUR TARGET AUDIENCE

BONUS 1!

HOW TO FIND YOUR IDEAL CUSTOMER ON LINKEDIN

- Target based on your persona's job title
- Target related groups
- Target related skills
- Upload a list of companies you'd like to target
- If you're targeting the C-suite, target according to job title in order to reach people with significant experience in the field
- Retarget people if they have watched your video or started to fill out a form, but didn't finish



Magic Software Enterprises
5,137 followers
Promoted

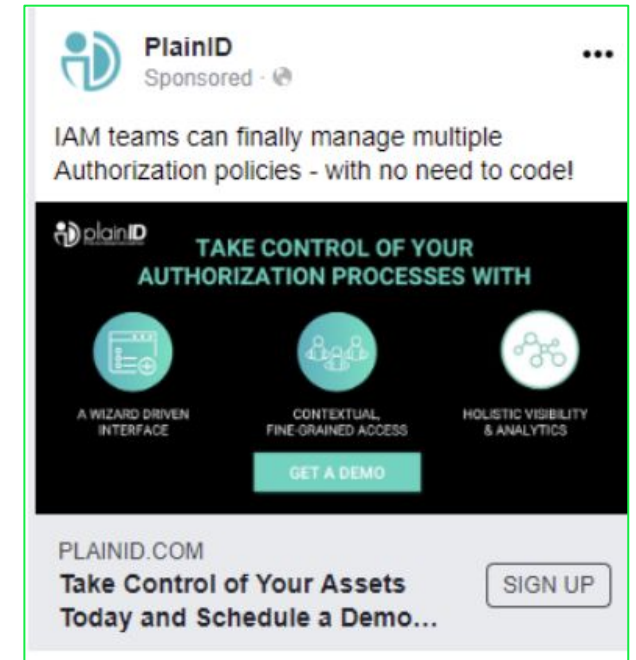
Making the right decisions is hard enough without a global crisis. Let us show you how to leverage your data to maximize your factory's efficiency.

During This Crisis,
Real-Time Manufacturing
Data Is Critical
FactoryEye Gives It To You

GET A FREE CONSULTATION ▶

Request your Free Manufacturing Consultation
lg.magicsoftware.com

Sign Up



PlainID
Sponsored · 🌐

IAM teams can finally manage multiple Authorization policies - with no need to code!

plainID
TAKE CONTROL OF YOUR AUTHORIZATION PROCESSES WITH

- A WIZARD DRIVEN INTERFACE
- CONTEXTUAL FINE-GRAINED ACCESS
- HOLISTIC VISIBILITY & ANALYTICS

GET A DEMO

PLAINID.COM
Take Control of Your Assets Today and Schedule a Demo...

SIGN UP

BONUS 1!

HOW TO FIND YOUR IDEAL CUSTOMER ON LINKEDIN

LinkedIn limits the exposure each blog post gets. To overcome that, promote more than one post at a time.

Allow people to follow your company page through the ad. Unlike other platforms, LinkedIn still shows organic content to your followers, so enjoy this while it lasts!

HOT TIP

Audience summary

INCLUDE

People with **English** as their profile language in:

Locations (Permanent)
United States

AND who meet ANY of the following criteria:

Job Titles (Current)
Information System Architect, Enterprise Solutions Architect, Director Information Technology Security, Enterprise Architecture Manager, Software System Architect, Chief System Architect, Business System Architect, Information Technology System Architect, Head Information Technology Security, Information Technology Security Architect, Enterprise Information Technology Architect, Chief Enterprise Architect, Identity Management Consultant, Senior System Architect, Enterprise Application Architect, Enterprise System Architect, Information Technology Security Specialist, Solutions Architect, Enterprise Security Architect, Information Technology Security Manager, Access Manager, System Architect, Information Technology Security Consultant, Information Technology Security Analyst, Senior Enterprise Architect, Enterprise Architect, Information Technology Security Engineer, Director Enterprise Architecture, Lead System Architect

AND who meet ANY of the following criteria:

Company Category
Fortune Global 500 (Worldwide), Fortune 500 (US only), Forbes World's Most Innovative Companies, Fortune 100 Fast Growing Companies (Worldwide)

AND who meet ANY of the following criteria:

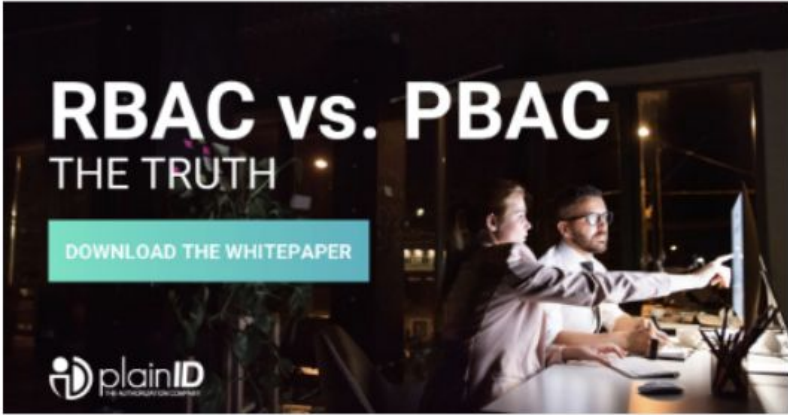
Company Size
5001-10,000 employees, 10,001+ employees

EXCLUDE

Exclude who meet ANY of the following criteria:

PlainID - The Authorization Company
2,077 followers
Promoted

Does your Authorization platform provide enough control? Download our whitepaper for a new approach to AuthZ



Read Now: The Perfect Guide for IAM Leaders
go.plainid.com

Download

HOW TO FIND YOUR TARGET AUDIENCE ON FACEBOOK

- **Create a lookalike list** based on your website visitors and email list (only choose the qualified leads).
- **Narrow down your look-alikes by interests** based on your persona. You can try targeting by job title or field of study, but too many people don't update their current position or company on Facebook. Targeting by interest will be done based on their Facebook interactions with people and brands, so that's usually best.
- **Narrow your audience by age and gender.** For example, if you're targeting the C-suite, chances are most people you're targeting are at least 35 years old.
- **If your look-alike audience is still too big,** try to narrow it down geographically to areas where your ideal customer is most likely to live. For example, if your prospect is more likely to live in the suburbs, you can exclude the big cities in the area.
- Always exclude people who've already visited your site and converted into leads.

INCLUDE people who are in at least ONE of the following

- Lookalike
 - Lookalike (US, 2%) - Website Visitors last 30
 - Add a previously created Custom or Lookalike Audience

Custom Audiences ⓘ EXCLUDE people who are in at least ONE of the following

- Engagement - Lead Ad
 - Customers
 - Add a previously created Custom or Lookalike Audience

Create New ▼

Locations ⓘ Location - Living In:

- United States

Age ⓘ 30 - 65+

Gender ⓘ All genders

Detailed Targeting ⓘ People Who Match:

- Interests: Information security
- Job title: Chief Information Security Officer, Cyber Security Analyst, Information Security Analyst or Information Security Manager



If you don't have data to create look-alike lists (say, you haven't had many visitors to your website yet), you can target people who've joined relevant Facebook groups or followed top industry Facebook pages.

HOW TO FIND YOUR TARGET AUDIENCE ON YOUTUBE

Use a 'Custom intent audience' (an audience of people who are actively researching products and services). You can target people in two ways:

- **Competitors** - Use your competitors' names and how people are searching for them on Google search. You can add their URL and if the audience is too large, you can add specific pages or keywords that are more relevant to your product (e.g. Marketing Envy inbound , <https://marketingenvy.com/services/inbound-tech-marketing/>)
- **Core keywords** - Use a select group of keywords, just like on Google search. You can then target people who are looking for your product/service and show them your content on Youtube.
- **Retargeting** - Retarget people who have visited your site or interacted with your content.

The screenshot shows the 'Custom intent audience' creation interface. At the top, it says 'Custom intent audience' and 'Create an audience of people who are actively researching products and services'. Below this, there is a disclaimer: 'Ads using audience targeting must comply with the Personalized advertising policy. Sensitive keywords will serve contextually only, or may not serve at all. All campaigns are subject to the Google Ads advertising policies and may not contain any inappropriate content. Learn more'. The form has three main sections: 'Audience name' with the text 'Main Competitors', 'Enter keywords and URLs related to products and services this audience is actively researching. Learn more', and 'Related keywords and URLs'. The 'Related keywords and URLs' section contains several tags: 'Axiomatics', 'Cyberinc', 'NextLabs', 'Styra', 'cyberinc.com (URL)', 'wso2', 'wso2.com (URL)', 'www.axiomatics.com (URL)', 'www.nextlabs.com (URL)', and 'www.styra.com (URL)'. Each tag has a small 'x' icon to its right, indicating it can be removed.



**ADVANCED TARGETING ON SOCIAL MEDIA
PAID CHANNELS AND OTHER TIPS
TO HELP YOUR PPC**

1 BIDDING

Facebook and LinkedIn both provide a suggested bid range. When getting started, set your bid near the high end of this range. Your CTR will quickly dictate the price you'll need to pay for traffic. If your CTR is high, you'll pay less per click. Your bid will also dictate how much of your target audience you'll be able to reach. On Facebook and LinkedIn you can get a fairly accurate estimation of your reach and at the end of the campaign, measure how many people you've actually reached.

Bid Amount ⓘ Automatic - Let Facebook set the bid that helps you get the most conversions at the best price. Manual - Set your target cost per conversion ⓘ

Bid Amount ⓘ Automatic - Let Facebook set the bid that helps you get the most conversions at the best price. Manual - Set your target cost per conversion ⓘ

Average ▾ \$5.00 per conversion

Suggested bid: \$30.00 USD (\$23.20-\$39.37)

2 MEASURE LEAD DATA

Make sure that you measure leads using the platform's pixel. The data shows engagement actions up to 30 days after a click, so check both the click conversions and post impression conversion all the time.

Pixel tracking ⓘ

i You've selected 1 or more adverts being optimised for a conversion, which prevents you from making bulk edits to your tracking options. Edit each advert individually to make updates.

Track all conversions from my Facebook pixel

Pixel
Pixel ID:

Offline tracking ⓘ

i You don't have any offline event sets. You need to be an admin of the Business Manager account to create an offline event set. [Contact your admin](#) to create one.

3 CREATE DIFFERENT ADS FOR THE SAME CONTENT PIECE

Test different headlines and images, then invest more in what works best.

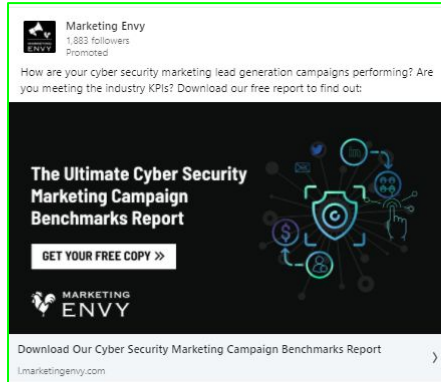


4 MEASURE THE QUALITY OF VISITS

Evaluate time spent on each blog post or video, additional content viewed on your website, total time spent on your website, and whether or not you got new subscribers or customers (depending on their stage in the buyer journey).

5 OPTIMIZE IMAGE SIZE

To maximize appearance on social feeds.

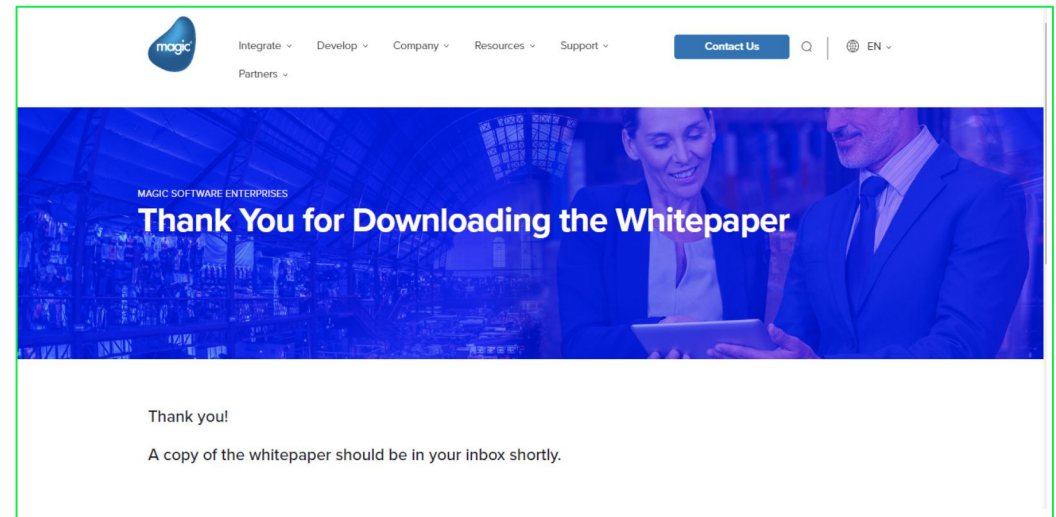


6 TEST RESULTS ON BOTH MOBILE AND DESKTOP

Some audiences will click your mobile ad by mistake, and you'll get low quality visits in return, whilst other audiences check social media on the road, and won't see most of your desktop ads.

7 TRACK AND MEASURE YOUR SUCCESS WITH THANK YOU PAGES

Use a different thank you page for each conversion type and create a page view trigger that records conversions. Create tags for each channel, and connect them through Google Tag Manager (GTM). In addition, implement remarketing tags on all website pages for each different channel.

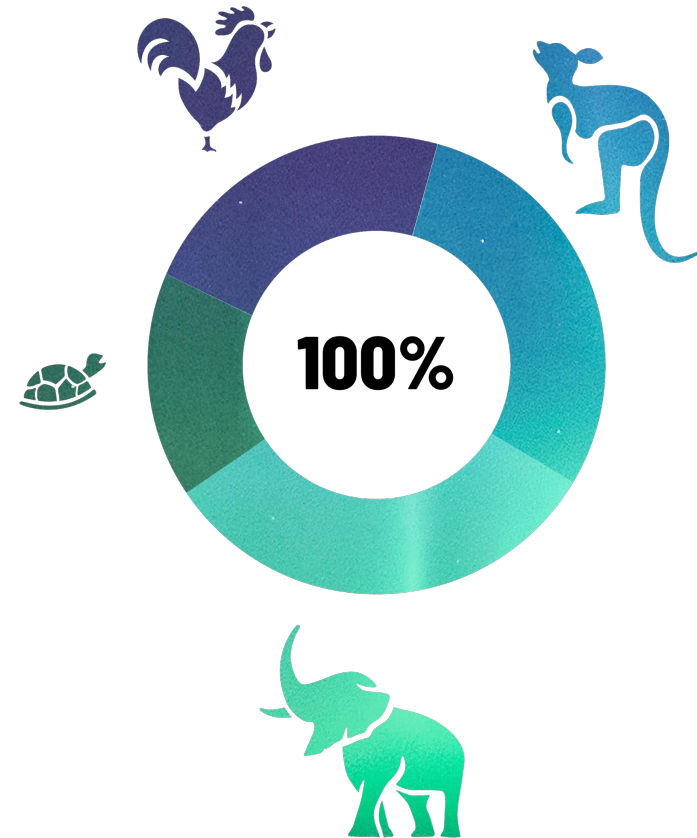


8 EXAMINE YOUR LINKEDIN TOP LEADS

To try to find more relevant skills/groups/job titles to target, by examining current quality leads' LinkedIn profiles..

9 QUALITY OVER QUANTITY

In the end of the day you want more quality over quantity. in PPC, it's easy to optimize by CTR/CPC/Leads but in B2B you need to look further down the funnel and optimize your campaigns based on what gives you the highest quality.



PAID MEDIA AND INBOUND MARKETING MAKE ONE EFFECTIVE FUNNEL

There's ample research to validate inbound marketing's strength in driving high quality organic leads and sales. Its cost effectiveness in the long term is also proven.

When you combine paid campaigns with inbound, you get a power strategy that helps you scale measurable business results now instead of waiting for a year or five for inbound marketing effects to kick in.

If you found this eBook interesting do us a favor and share it on twitter by [clicking here.](#)

It's a great way to share value with fellow marketing professionals... and we also like getting the alerts on our Twitter account :)





Contact Us to Receive Your Free Consultation

Amit@MarketingEnvy.com

www.marketingenvy.com

