

# MARKETING B2B

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mec:  
Active Engagement

conversion  
PERFORMANCE MARKETING

2008

2013



PAYU

VISA



stilago



AUTOVIT.RO



L'ORÉAL

DONCAFÉ



# CE ESTE B2B?

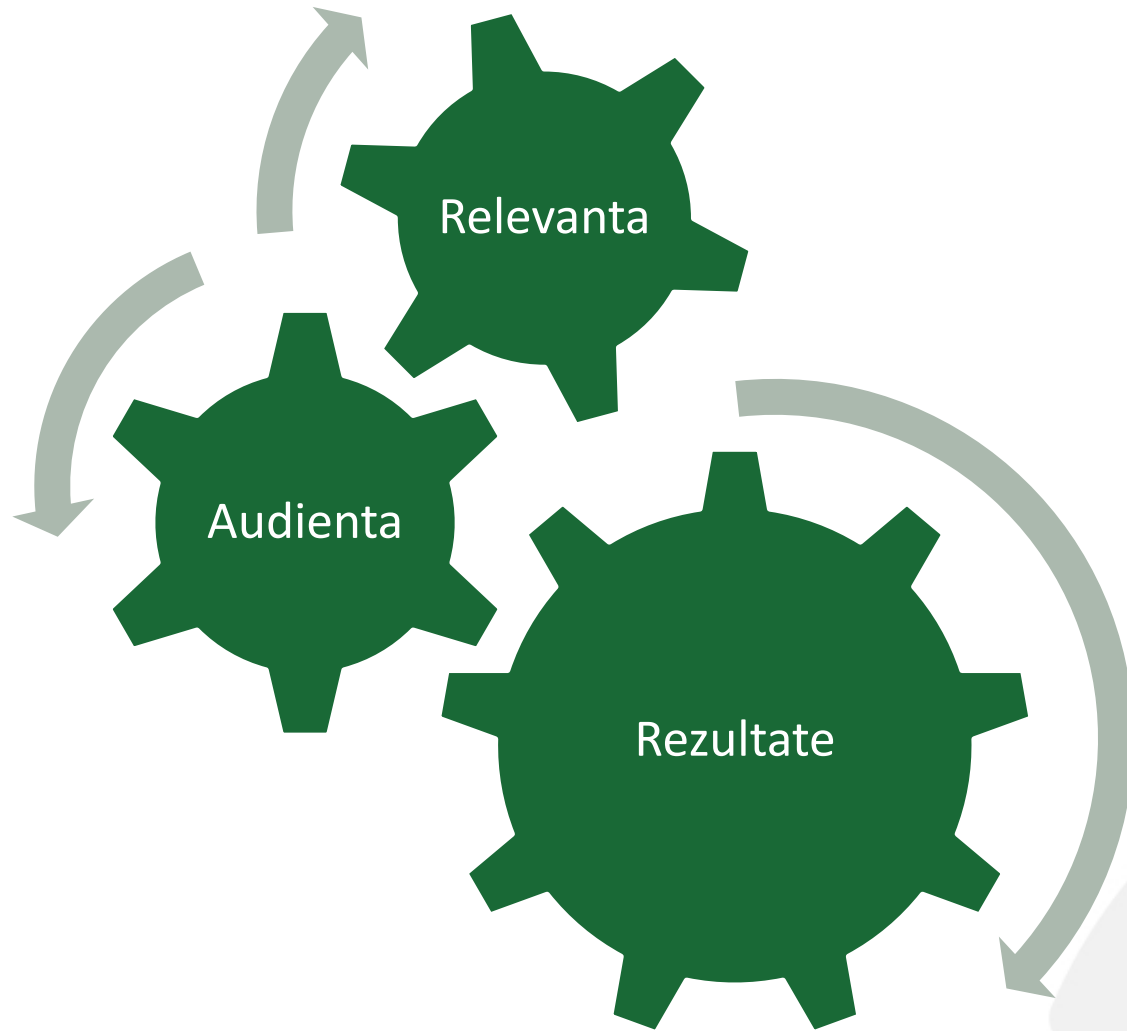
- Nu orice tranzactie intre firme este B2B
- B2B acopera multe industrii diferite, fiecare are particularitatile sale
- De obicei, cumparaturile B2B sunt de **valoare ridicata**
- Clienti pe **termen lung**, comenzi repetate

# MARKETING B2B

- **Pretul** este un factor foarte important in alegerea furnizorilor B2B
- **Specificatiile tehnice si serviciile** sunt si mai importante
- Negocierile merg in profunzime si pot dura mult

# ADVERTISING B2B

- In majoritatea cazurilor, campaniile de publicitate au ca obiectiv **obtinerea de lead-uri**
- Campaniile trebuie sa ruleze fara interupere, nu numai in timpul orelor de birou
- Tineti cont de sezonalitatea industriei si de perioadele de bugetare
- Oferirea de **whitepapers**
- Liste de **retargeting** in functie de faza cumpararii



# AUDIENZA

Retelele de pay-per-click advertising sunt foarte bune la selectat audienta potrivita campaniei, segmentand dupa **interese**, **retargeting** si **demografice**.

The screenshot displays the Facebook Audience Insights interface. On the left, the 'Interests' section is expanded to show a list of categories under 'Business and industry'. The 'Companies' section is also visible, with filters for 'All', 'By name', and 'By category (industry, company size)'. The 'Job Title' section is partially visible. The 'Industry' dropdown menu is open, showing a list of industries including 'Corporate', 'Finance', and 'High Tech'. The 'Company Size' dropdown menu is also open, showing a list of company sizes including 'Staffing and Recruiting', 'Professional Training & Coaching', and 'Security and Investigations'. The 'Business' category is highlighted in the 'Interests' list, showing 333,581,300 people.

Category	Number of People
Aviation	26,460,281 people
Banking	55,720,279 people
Business	333,581,300 people

# TARGETARE AUDIENTA PE FACEBOOK ADS

## Puterea Facebook Ads sta in posibilitatile de targetare.

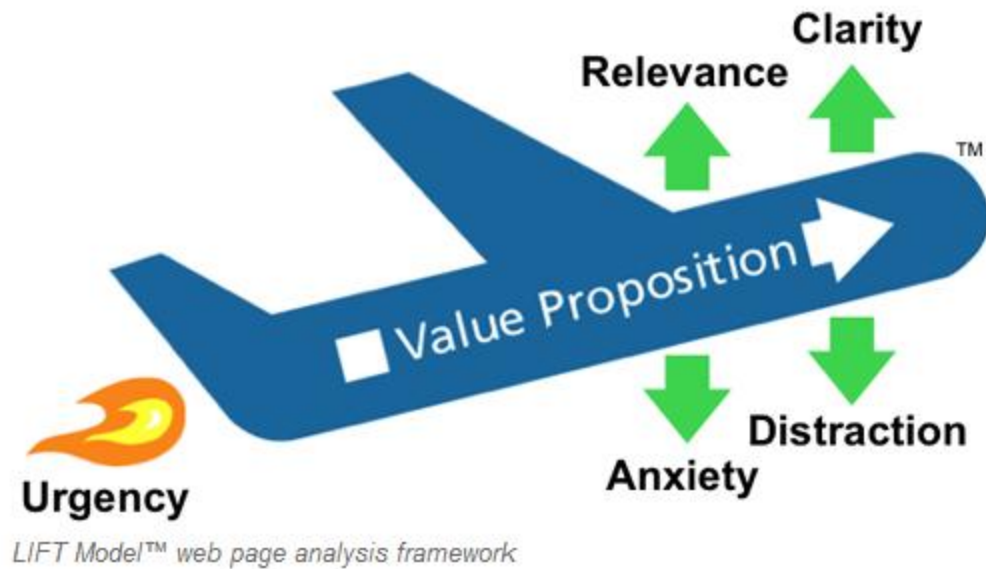
- Demographics
- Interests & Activities
- Connections
- Custom Audiences & Lookalike Audiences
- Retargeting

**Combinand tipurile de targetare disponibile, putem  
ajunge la audienta valoroasa pentru brand.**



# LANDING PAGE OPTIMIZATION

Orice site poate fi optimizat, pentru ca niciunul nu are rata de conversie de 100%



# LANDING PAGE PENTRU B2B

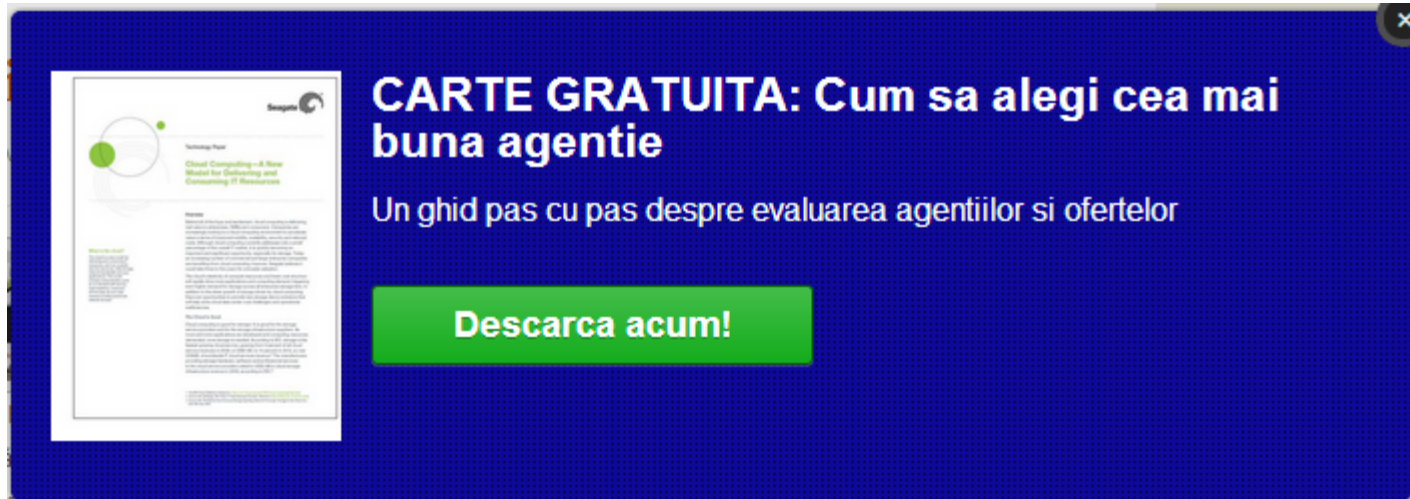
- **Continut** de calitate, care sa detalieze specificatiile si oferta
- Testimoniale de la persoane reale, preferabil cunoscute in industrie
- Social media nu trebuie sa lipseasca
- Portofoliu de clienti
- Certificari, premii verificabile
- Optimizat pentru un singur obiectiv (obtinerea de lead-uri)

# A/B/N TESTING



- Folositi un serviciu specializat
- Setati obiective clare
- Prioritizati testele in functie de impactul in business
- Testati toate variantele in conditii similare
- Din testarea reclamelor si paginilor de destinatie, putem obtine insight-uri despre piata

# LEAD-CONVERTER.COM

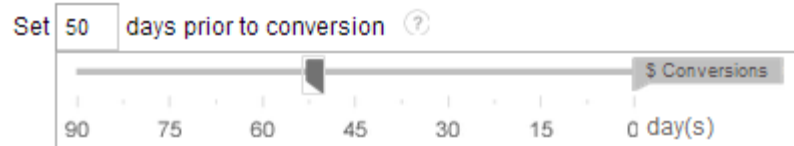


The image shows a screenshot of a lead magnet offer on a dark blue background. On the left, there is a thumbnail of a document titled 'Checklist for Choosing and Evaluating IT Providers'. To the right of the thumbnail, the text reads: 'CARTE GRATUITA: Cum sa alegi cea mai buna agentie' in large white letters, followed by 'Un ghid pas cu pas despre evaluarea agentilor si ofertelor' in smaller white letters. Below this text is a prominent green button with the white text 'Descarca acum!'. A small 'x' icon is visible in the top right corner of the screenshot.

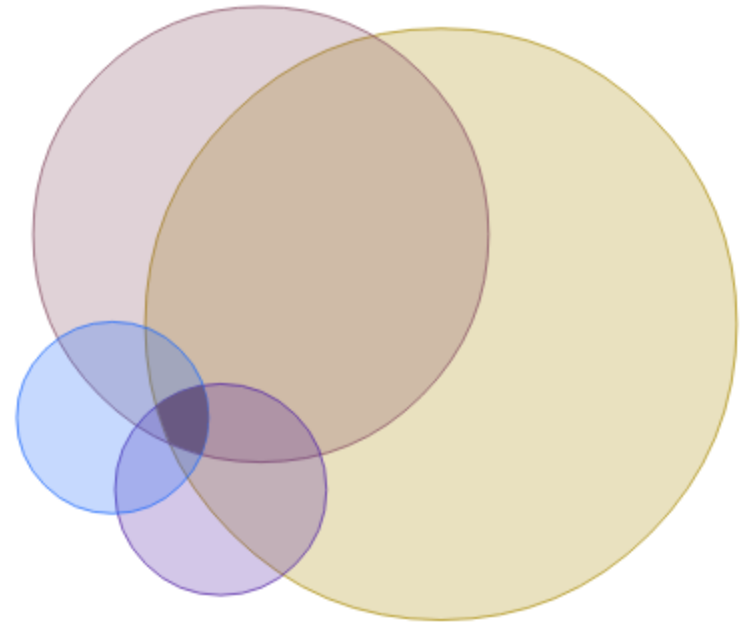
- Tool accesibil de personalizat landing pages
- Widgets de diverse tipuri, complet personalizabile, cu retargeting, A/B testing, mesaje sau chat cu vizitatorii
- Pe langa widgets, ofera si **analytics** (cu segmentare si masurare conversii) si **heatmaps**

# ANALIZA REZULTATE

Lookback Window:



- Verificati timpul pana la conversie in analytics
- Urmariti conversiile si atribuirea conversiilor pentru aceasta perioada de timp
- Alegeti modelul potrivit de atribuire a conversiilor



THANK YOU

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[web-analytics.ro](http://web-analytics.ro)