MARKETING B2B

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METRO MIND ECOMMERCE FIRST

mec: Active Engagement

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2008 → 2013

vodafone

miniPRIX discount concept

payU

VISA

eMAG

novensys INFORMATION IQ

stilago

SAB MILLER

BCR

AUTOVIT.RO

paginiaurii.ro

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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

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- **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

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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

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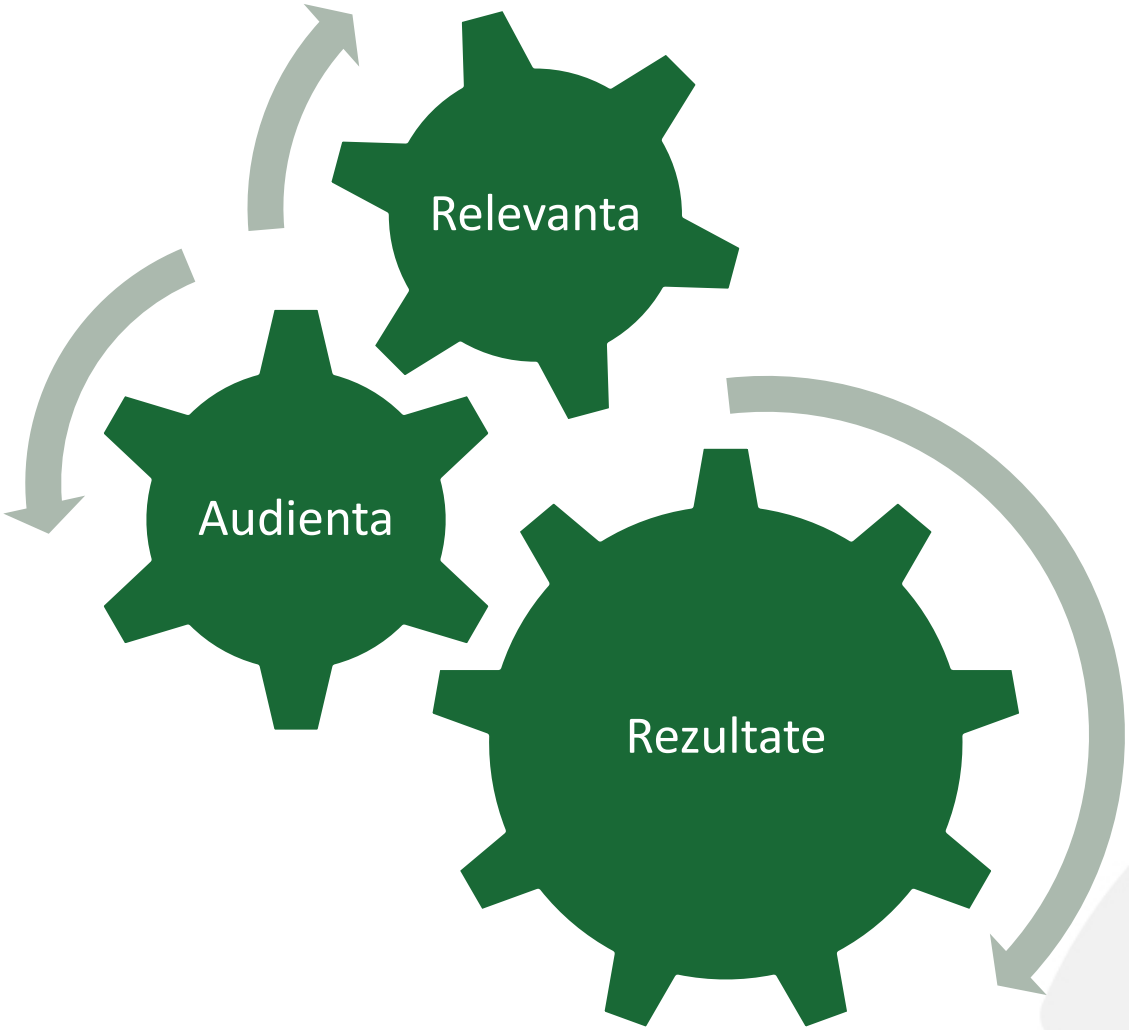

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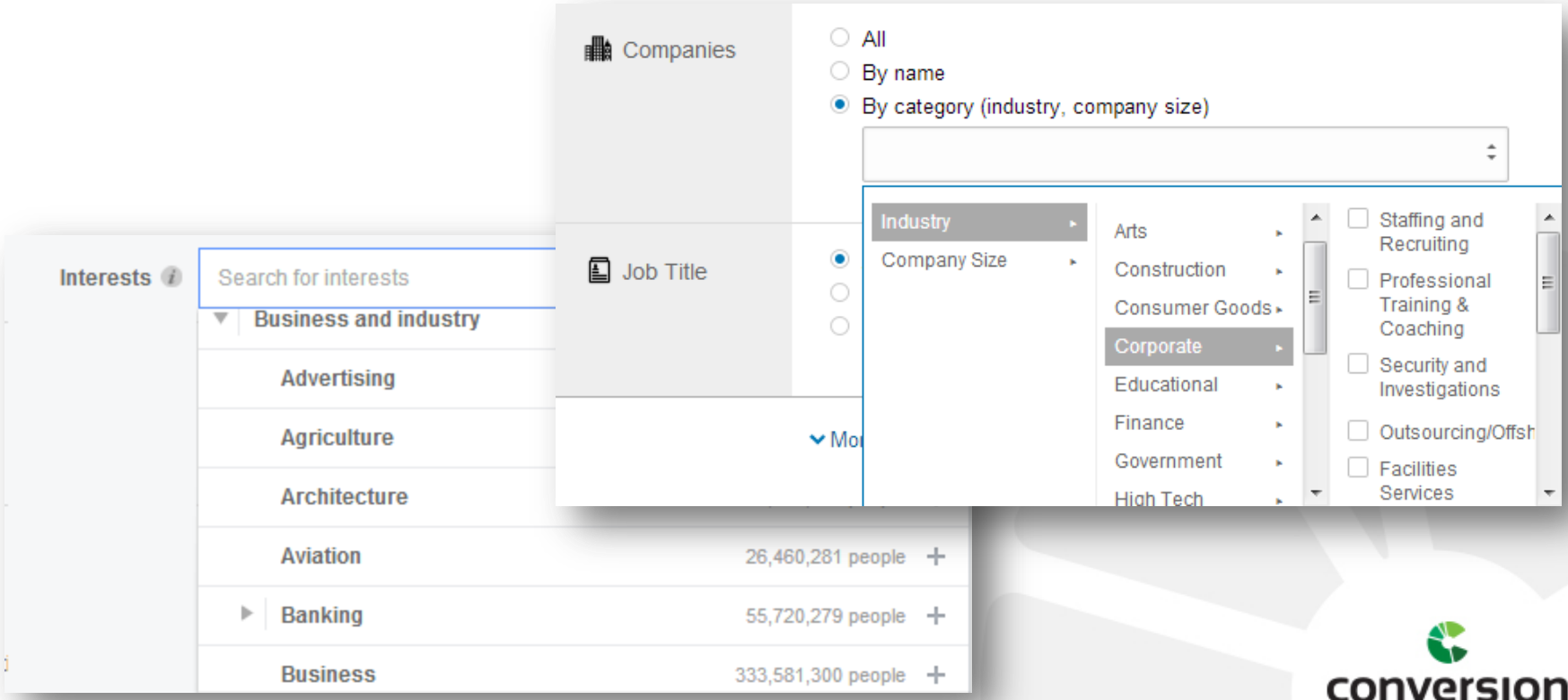
AUDIENTA

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



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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.

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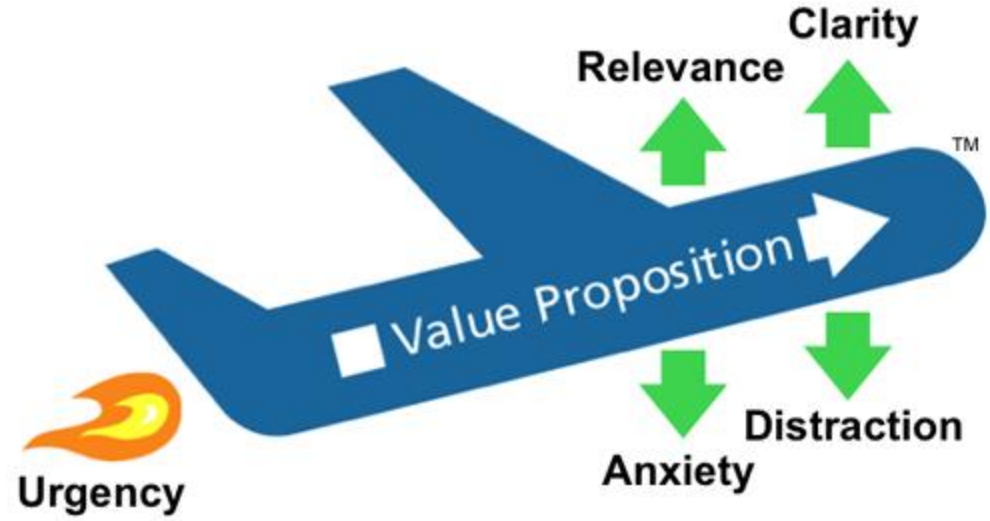
Landing Page Optimization

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



LIFT Model™ web page analysis framework

Sursa: **widderfunnel.com**

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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)

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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

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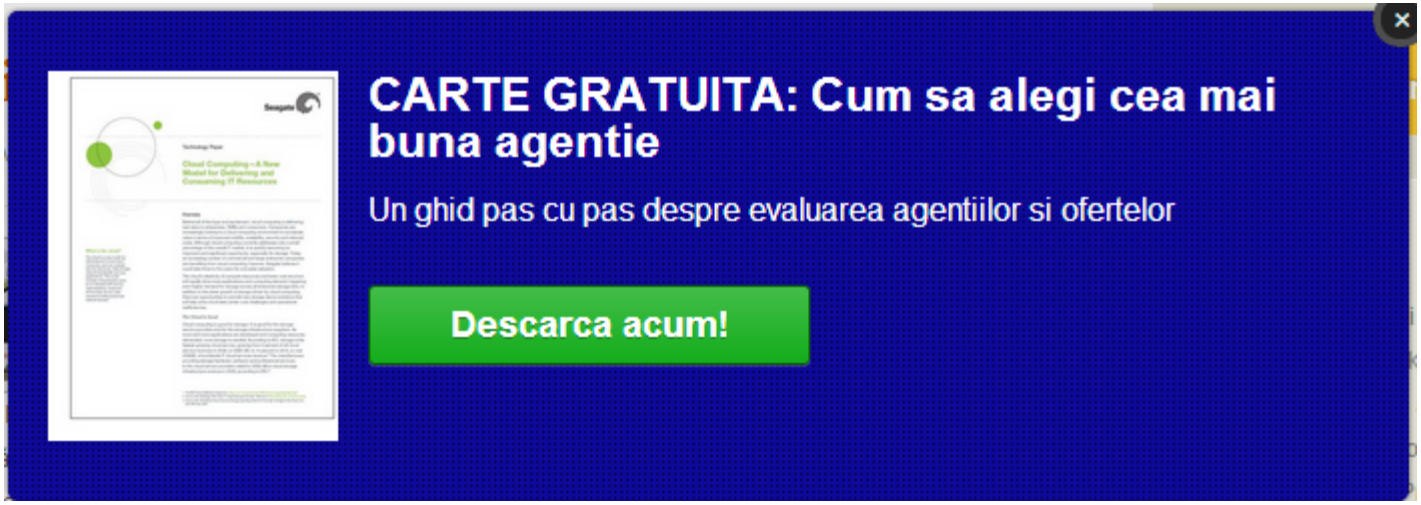
LEAD-CONVERTER.COM



- 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**

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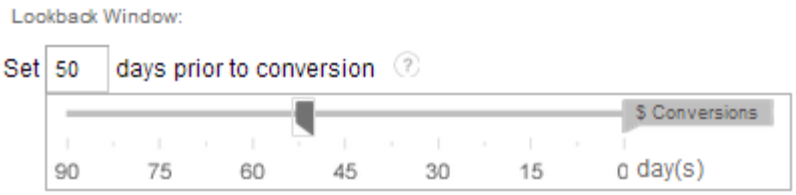
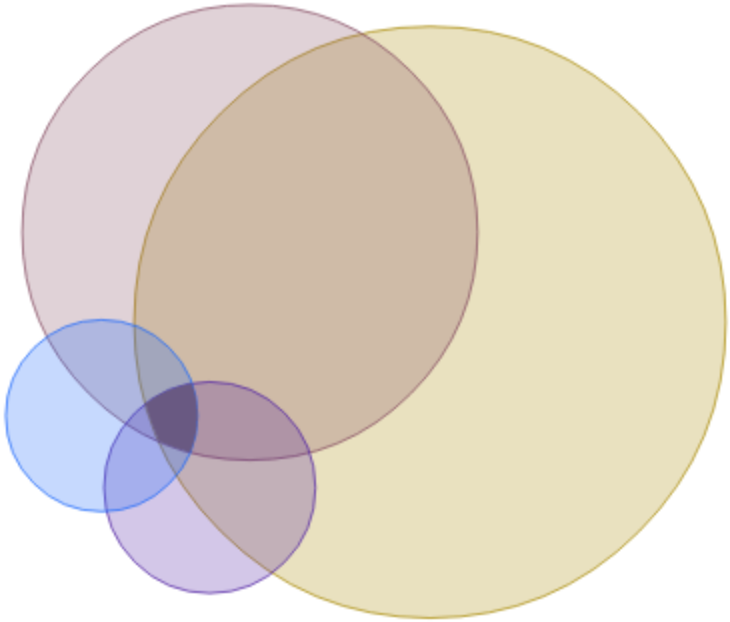
ANALIZA REZULTATE



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



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THANK YOU

web-analytics.ro