Three Ways to Improve your Website to Meet the Brave “New” World of Digital Marketing
B2B companies don’t tell good stories

- **My company**
  - Has a product
    - That has a feature
    - With a benefit
    - That solves a problem

- **Your problem**
  - Can be solved by this benefit
    - Provided by this feature
    - Contained in my product
    - That is supported by
    - Sold by my company
B2B companies often think about the buying process.

1. **Demand Generation**
   - Awareness
   - Interest
   - Curiosity

2. **Opportunity Nurturing**
   - Investigation
   - Evaluation

3. **Customer Conversion**
   - Decision
   - Purchase
   - Implement

4. **Customer Retention**
   - Trust
   - Loyalty
## Better B2B marketing practices

<table>
<thead>
<tr>
<th>Practice</th>
<th>Detail</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optimized for Inbound Marketing</td>
<td>- Reward every marketing touch point</td>
<td>- Better ROI on existing marketing activities</td>
</tr>
<tr>
<td></td>
<td>- Identifies prospects early in their buying process</td>
<td>- More “top of the funnel” leads</td>
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<tr>
<td>Thought Leadership via Content Marketing and Brand Journalism</td>
<td>- Customer problem and industry focused messaging</td>
<td>- Increased levels of trust</td>
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<tr>
<td></td>
<td>- High-value, educational content that informs</td>
<td>- Increased number of engaged prospects</td>
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<tr>
<td></td>
<td></td>
<td>- Increased customer perception of value</td>
</tr>
<tr>
<td>Video</td>
<td>- Quickly communicate key buying propositions</td>
<td>- Rise above marketing buzz</td>
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<tr>
<td></td>
<td>- Respects how people want to digest information</td>
<td>- More prospects absorb your message</td>
</tr>
<tr>
<td>Alignment to Customer Buying Process</td>
<td>- Say the right thing to the right person at the right time</td>
<td>- Less attention required by sales on prospecting</td>
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<tr>
<td></td>
<td></td>
<td>- Stay top of mind with prospects</td>
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</table>
Do you have a strong website?

- Can your customer access it from the device of their choice?
- Do they visit often and for a long time?
- Does it generate sales opportunities?
KPIs for a strong B2B website

- Drives organic search
  - “Findable” for brand and product names
  - “Discoverable” for problems

- Site “stickiness”
  - > 3 pages and > 2 minutes per visit
  - < 50% bounce rate

- Submissions = sales
  - 3%-5% of visits should convert
Go Responsive!

<table>
<thead>
<tr>
<th>Good</th>
<th>Better</th>
<th>Best</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile version</td>
<td>Tablet friendly</td>
<td>Fully responsive</td>
</tr>
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</table>

**How you do it...**

- Determine what content is most important
- Create a second version of your site
- Keep content short and sweet
- Make sure your contact information is easy to find

- Design for touch – swiped, tapped or pinched
- Bump up font size and line height
- Think more vertically than horizontally

- Best implemented on a new website design
- Many CMS themes will already be responsive
Why it matters!

- Tablet and mobile access is climbing
  - 5%-15% non-desktop visits
- Google will reward mobile-friendly sites
  - And punish those that are not...
- Emails are opened on mobile devices
  - If you do or are planning on outbound email communications
Go Responsive!
# Make it about them (the customer)

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<td>Customer benefits</td>
<td>Customer problems</td>
<td>High-value, educational content</td>
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## How you do it...

- Clearly articulate the value proposition of your product and your company
- Add “Why My Company”, “Advantages” and “Benefits” sections
- Ask your customers and sales people
- Use blogs to speak to specific customer problems “How to...”
- Restructure case studies – problem → solution → results
- Share industry information through your blog and social media
- Fact sheets
- Micro-webinars
- Live webinars
## Prospect profiling or personas

<table>
<thead>
<tr>
<th>Audience Type 1</th>
<th>Problems</th>
<th>Benefits</th>
<th>Features</th>
<th>Rewards</th>
<th>Desired Behaviour</th>
<th>Resources</th>
</tr>
</thead>
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<tr>
<td>Type 1</td>
<td>What are the problems they are trying to solve</td>
<td>What benefits from my product or company will solve those problems</td>
<td>What features of my product deliver those benefits</td>
<td>What will the reward be if they solve those problems</td>
<td>What do I want them to do on my site</td>
<td>What additional information can I provide them to move them towards a purchasing decision</td>
</tr>
</tbody>
</table>
Why it matters!

- Organic search will improve
  - Search engines love frequent updates
  - Problem focused content drives “discoverability”

- Video engages more quickly
  - Would you rather read a 10 page white paper or watch a 3-5 minute video

- “Thank you, SIP manufacturer. I am a better builder, designer and installer because of you!”
- De-emphasize “Our Company”
- Emphasize
  - Sustainable Building
  - SIPs Homeowner Benefits
  - SIPs Builder Benefits
  - Products & Pricing
  - Resource Library
  - New & Events
- Increase News postings
  - Target between 2-4 postings per month
- Thought leadership articles
  - “How SIPs stand up to tornadoes”
- Other ideas
  - Efficient design tips
  - SIPs construction tips
  - Industry news
Optimize for inbound

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<tr>
<td>Better page merchandizing</td>
<td>Expand your calls-to-action</td>
<td>Gate your strongest content</td>
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**How you do it…**

- Associate products with benefits with resources
- If someone is looking at a product display a case study, brochure, etc
- Use side-bar and inline displays
- Go beyond “Request a quote” and “Stay-informed”
- Consider each audience segment – architects engage differently than contractors
- Have at least 2+ pay-to-view pieces of content
- Micro-webinars and whitepapers work best
- Consider technical and design information
Safety and performance

Your processing lines need rotary valves that are efficient and precise. You also need to be able to change-over material without cross-contamination, so sanitary valves are a top priority.

We have a line of high-performance, stainless steel rotary valves that are highly accurate, abrasion resistant and NFPA compliant. Our valves are also corrosion free, for zero effect on the performance of the valve or the sanitation of the material.

For easy and fast product changeover, ACS valves can be cleaned in place without tools or heavy lifting.

RunClean™ valve features
- NSF and ATEX compliant
- Cast in North America and CMC-machined for precise tolerances
- Stainless steel housings polished to a No. 4 finish

Chemical Valves

ACS Flap Breaker
Aero-Flow™ Series
BT Series
CDC-Cl Series
C Series
DC Series
Why it matters!

- **Improve site “stickiness”**
  - Extend the life of each visit

- **Softer sales calls-to-action**
  - Prospects are willing to engage earlier than “Request a quote”

- **Gated content identifies prospects**
  - Identified prospects can be marketed to through email drip campaigns and sold to through outbound calling
Take advantage of the right side-bar – calls-to-action

- “Get design assistance”
- “Book a lunch & learn”
- “Request panel demo”
- “Request quote”

Merchandize resources with each panel type

- Relevant case studies
- Specification sheet
- Other resources?

Add gated content

- “How-to build with SIPs as the primary structure”
- “Improving insulation and exterior sheathing during renovation and wrapping”
Perfecting your Marketing Machine

- Drive organic search
- Engages and identifies prospects
- Converts warm leads
- Opens the door to...
  - More demand generation like advertising and PPC
  - Nurtures opportunities through email drip campaigns
  - Stay top-of-mind through outbound emails
Thank you

- Questions?