Effective multi-channel models for marketing and sales

Learn how to combine your channels effectively to drive powerful marketing and sales results!

Brought to you by the Lead Forensics Knowledge Base
Revolutionizing the world of B2B Marketing

98% of your website visitors never inquire. we tell you who they are
What will I learn?

We’ll take a glance at the current B2B market and the struggles that come with it, before showing you some insightful models you can instantly integrate into your marketing and sales systems.

Based on thorough research from our knowledge base, we’ll tell you why you should go multi-channel!

About Lead Forensics

This guide is brought to you by Lead Forensics, the lead generation software that tells you which businesses are on your website in real-time. Providing company information and details about their visit to your site, along with contact details, means you can turn your anonymous website traffic into a list of actionable leads!

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95% of marketers already know the importance of a multi-channel approach, but only 14% of organisations believe they’ve successfully implemented multi-channel models.
The B2B landscape of today

B2B companies should never sit still, as options available to marketing and sales expand and evolve with current desires and trends. If you haven’t embraced multi-channel models then it’s time you started! But first, let’s look at the current market, and what challenges we’re all facing:

60% of B2B buyers have already conducted research on the current market before enquiring about your services.

This means to stand a chance against your competitors, you need a huge online presence and a strong, mature marketing initiative covering multiple channels. Your salespeople also need to be able to speak as strongly for your brand as they can for your product.

68% of B2B buyers now purchase goods online. There has been a huge surge in people wanting to buy for business like they buy for themselves – with the ease of an online checkout. You may need to prepare for no sales calls altogether – or find a solution for your product/service that enables an online “transaction”; like the booking of an appointment through your website.

The rise of the mobile begins to take a huge effect on marketing in the sphere of B2B. Your marketing needs to be optimised for mobile use across all channels, from website design to social media.
Multi-channel

What is it?

Why is it important?

Chapter 1
What is it?

Multi-channel in business refers to **the use of various direct and indirect communications** ultimately leading to the same business goal.

Marketing

In marketing, multi-channel mainly adheres to the **use of multiple techniques in creating interest in a product**. These can be online and offline, from physical stores and events to SEO and email marketing.

Sales

In sales, multi-channel looks to **how the salesperson interacts with a prospect leading up to a sale**, along with how they leverage information to achieve the sale. Channels open to sales include the traditional phone and face-to-face, along with the more modern email and social media.

Summary

Multi-channel **starts in marketing**, the better it’s imbedded there, the more options sales will have open to them when it comes to converting that lead into revenue (and providing that all-important ROI!).
Why is it important?

72% of consumers say they would prefer to engage with a brand through multiple channels.

This is reason enough to see how key multi-channel techniques are in business, but if you need a little more convincing – here are some compelling points:

Brand Awareness: As well as boosting enquiries and sales, multi-channel marketing does wonders for brand awareness. The more places you have a presence, the more likely people are to come across your brand.

It’s convenient: Multi-channel allows your brand to be accessible in the best way for every individual. Whether someone prefers email, social media or events, having a multi-channel model in place enables you to cover every area.

It broadens your reach for less cost: There are multiple channels available to marketers (especially on a social media platform) that enable reach to companies of all sizes, anywhere in the world for little-to-no extra cost.

You get leads faster: Multi-channel models help these interactions come thicker and faster, so without the prospect even knowing it, they’re ready to invest in your product.

On average, a prospect needs to interact with your business 35 times before they’re ready to speak to a sales rep.
Multi-channel in marketing

How can it help marketers?
Integration for automation
The rise of digital
Why multi-channel is key for marketing

Chapter 2
Chapter 2 – Multi-channel in marketing

How can it help marketers?

Using multiple channels to boost your marketing efforts is proven to increase engagement.

95% of marketers already know the importance of a multi-channel approach.

Only 14% of organisations believe they’ve successfully implemented multi-channel models.

40% of marketers with integrated multi-channel marketing models saw a revenue increase of more than 15%.

It is also proven to boost revenue – So not only do your buyers prefer it, multi-channel models in marketing improve outreach and revenue (meaning – great ROI!).

There has never been a better time to get your multi-channel marketing on track – within this guide are some simple models you can implement into your B2B marketing mix to bring effective impact and drive results.

A piece of content shared over 2 or 3 different channels receives 24% more interest.
Integration for automation

The integration of your CRM with current marketing systems, enables an effective automation process. A key step in multi-channel marketing success.

When your CRM has information fed into it from all areas of business, and is used along with some website analytics (we would, of course recommend using Lead Forensics) this integration could see a 451% increase in qualified leads.

Through the use of content, email marketing and social media, you can use your CRM (and its abundance of prospects!) to send appropriate marketing to the right person at the right time. Nurtured leads will spend an average of 47% more on your product, so you’ll reap the benefits when it comes to ROI!
Chapter 2 – Multi-channel in marketing

The rise of digital

Digital helps every channel, but every channel helps digital too – as **86% of prospects use search engines to gain knowledge** when investigating a business solution.

One of the best multi-channel moves you can make in marketing is the addition of digital to every venture.

The use of SEO already has a 14.6% lead to close rate, and **PPC visitors are 50% more likely to make a purchase**, so maximise this throughout your marketing.

**Add your SEO to content**, filling blogposts and guides with key words so you organically rank higher and they reach more people.

**Invest in PPC on your social media**, combining the enormous outreach of the platform with the power of a high ranking to gain newly engaged leads as well as authority.

**Bring your email marketing credibility** with a high Quality Score from your SEO, showing you as the leader in your field.

**Boost your offline performance** at events and through direct mail campaigns, by imbedding SEO optimised copy in local searches. You’ll get better turn outs and be seen as a thought leader.
Why multi-channel is key for marketing

Though you can control your marketing in house, your reputation is something you have no say in. You cast your brand out and its reception is arguably unpredictable. To regain what little control you have over aspects such as word of mouth and reviews, employ this very simple system:

You have control over your paid media, like PPC, print, television advertising and direct mail. Though other people publish or produce paid media, you make it and you check it – so make sure it's the best it can be!

You also have control over the media you own like your website, blog, social media profiles and brand. These are channels in themselves – control these in the right way and the marketing you “earn” will be the most powerful thing...

All of those customer reviews, twitter mentions and LinkedIn comments can go a long way in enhancing (or indeed damaging) your business. You can’t buy someone’s trust; never underestimate the power and value of earnt media.

84% of buyers start their process with a referral – you’d be mad not to consider the importance of “earnt” media and ensure you’re doing everything you can to procure it through a multi-channel approach.

“ 84% of buyers start their process with a referral ”

— leadforensics.com
Multi-channel in sales

How can multi-channel help sales teams?
From lead/prospect to sale
Data driven sales
Why multi-channel is key for sales

Chapter 3
How can multi-channel help sales teams?

68% of B2B buyers prefer to make purchases online.

The desire to forego a phone call in the sales process is growing.

Therefore, salespeople must be ready to accept the challenge and find new ways of interacting with prospects and work them into a sale. **The addition of channels like social media and email to a salesperson’s arsenal has led to a 35% increase on deal sizes in recent years.**

Multi-channel models within sales allow salespeople to have more data about who they’re calling and form a tailored approach as well as enabling them to find the most convenient method of contact for the prospect. It becomes less about what benefits the salesperson, and more about what’s best for prospect – allowing those 69% of people who want their needs listened to by sales people feel like they come first!
Chapter 3 – **Multi-channel in sales**

**From lead/prospect to sale**

Whether you’ve gained a lead from marketing, or you’ve prospected someone yourself, you’ll need to take action – there are several channels you can combine in the nurturing of a lead along to a sale.

Looking at the above model, phone calls and emails should come as little surprise, they are often used by sales teams today. The key channel to focus on here is social media nurture, specifically through LinkedIn.

If a salesperson appears active on their LinkedIn profile by sharing relevant content and endorsing both prospects in play and new connections, they not only gain your brand credibility but they’re likely to receive referrals too. Every connection made opens up at least 400 new people to connect with – think of the business opportunities!

It allows a softer approach to sales – **78% of sales people already using social media to help their prospects through the sales pipeline outsell their colleagues not using it.** So it’s clear you should adopt it into your sales strategy now.
Data driven sales

The most successful sales phone calls discuss between 3–4 relevant business problems, giving them a success rate of between 81–85%. Create a tailored phone call by drawing data from the multiple channels available.

Use a website analytics software (like Lead Forensics!) to track your prospect’s visits to your website. This will show you what pages they’re looking at and what their problems might be.

Listen to every word they say in phone calls, whether it’s about their personal life or their business. This enables you to work out their motives and learn more about the prospect as a person.

Find out what content they’re accessing, whether recorded on your CRM or mentioned in a call – find out what content they’re accessing. This can act as a conversation starter as well as an insight to their needs.

Check out their LinkedIn profile and see what they engage with. This shows you some of their personal interest as well as business needs.

Prospects want to receive relevant information on every phone call they have with a salesperson – this use of multi-channel to gather data is the secret to fulfilling that want.
Why multi-channel is key for sales

To really understand the positive impact a multi-channel approach can have to sales tactics, it's best for us to look at some stats:

It takes 18 dials to connect with a single buyer:

Without other channels to reach out on, leads can easily be lost by salespeople not willing to add new channels into their mix.

Sales people are 4.2 times more likely to make a first appointment if they’re already connected with the prospect by social media or email.

62% of buyers think sales do not listen to their needs.
Use your multi-channel tactics to create sales calls based on the needs of your prospect, showing them your product’s value.

84% of buyer’s still associate B2B salespeople with being overly pushy.
Using a multi-channel approach adds the humanity and softness desired by buyers, boosting credibility.
Multi-channel from start to finish

Mixing marketing and sales models

The ultimate multi-channel model with Lead Forensics

We know it works – a case study

The future of multi-channel

Chapter 4
Chapter 4 – Multi-channel from start to finish

Mixing marketing and sales models

Don’t forget the final step in achieving multi-channel success

The best marketing and sales teams work in harmony together, helping each other to achieve the best results for the company and its growth. Take these models and blend them together to accomplish multi-channel success from first interest all the way through to the sale.

95% of buyers choose a business solution that provides them with relevant content all the way through the buying process. This is only possible if a company flexes the muscles of every channel in unison – not just in their lead generation process from marketing, but also throughout their sales pipeline right down to the deal close!

Don’t forget to ensure both departments are ready for a “merger”! B2B organisations that have aligned their marketing and sales see 38% higher win rates, but that’s no reason to rush into it. Make sure you’ve got every channel set up and working independently, with performance trackers and success metrics in place before getting marketing and sales together.

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Mixing marketing and sales models

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Marketing + Sales = 67% better at closing deals
Chapter 4 – Multi-channel from start to finish

The ultimate multi-channel model with Lead Forensics

We know we've mentioned it a few times, but you can’t escape the fact that knowing whose visiting your website is an invaluable tool to both a multi-channel marketing and sales effort. By adding the Lead Forensics code to your website, you’ll be armed with the world’s largest IP address database at your fingertips, ready to reverse track your future clients and identify the 98% of anonymous visitors that don’t enquire.

Use the contact details Lead Forensics provides, along with the company information and the details about their visit to your site to personalise your approach. 70% of companies purchase from the first business they speak with – get there as soon as they come onto your website.

Book your free demo and no obligation trial of our software today, so you can see how we can revolutionise your multichannel marketing and sales.
Chapter 4 – Multi-channel from start to finish

We know it works!

The Scottish Business Awards used offline channels such as mail shots to target their desired audience. This gave them a lot of website traffic that was to useless to them until they installed Lead Forensics. Within 10 minutes they generated a lead on their website from the mail shot channel, called them and made an instant sale worth £7500.

"2615% ROI in one month, first sale achieved after ten minutes of using Lead Forensics!"
The future of multi-channel

We know how keen you are to take all of this new knowledge and apply it to your own systems, but let’s take a moment to look at the future. Some new channels may soon enter the mix for your consideration...

Account based marketing

Though personalisation has started to bubble up in B2B marketing, the use of automation in multi-channel systems has put a focus on account based marketing. 47% of B2B marketers are already working on an ABM solution, and 32% are planning to implement a system for it this year.

Artificial intelligence

Though we are only beginning when it comes to AI, it’s started to show huge power over digital marketing. 20% of searches through search engines are now voice activated, so SEO marketers may need to step away from text based solutions and look to fully enter the AI sphere.

Mobile

As we mentioned right back at the beginning, mobile is on the up. With over 80% of decision makers accessing their email from a mobile device as well as a computer, the need has never been greater to treat mobile like a channel of its own.

Over 80% of decision makers access their email from a mobile device.
1. Create a buyer persona(s)
   Start by asking "who's our perfect buyer?" – make a profile of who wants your product and how it will help them.

2. Draw up a model to match
   Use your buyer persona to find the right channels to maximise on, then draw up a multi-channel model (or use one from this guide!).

3. Manage each channel individually
   Give each channel the same amount of care – assign separate channel managers and ensure they all have the necessary budget and facilities to make the most of.
4 Set up performance trackers
Be prepared to measure every channel separately as well as together – know what success means for each individual channel before you access the performance of channels when united.

5 Review your multi-channel
These channels can change as often as marketing and sales themselves! Set up a date to review multi-channel performance and be prepared to tweak how they work together.

6 Remember your offline presence
It’s easy to get caught up with the technological world – don’t forget the real world is just as important!

Now you’re well away with multi-channel magic, why not include a lead generation solution in your approach? Lead Forensics can help, by identifying your anonymous website visitors and providing you with information about their visit and contact details for key decision makers, turning anonymous web visitors into actionable leads. Get started today, and revolutionise your B2B lead generation!

Claim your free demo!

GET STARTED
Checklist for multi-channel success!

You’re ready to take on a multi-channel marketing approach!

Follow these steps and you can’t go wrong:

- Gather your marketing and sales managers to agree on your buyer persona(s)
- Assess what channels you’re currently using and why
- Use all of this info to make a multi-channel model (getting rid of any underperforming channels while you’re at it!)
- Get each channel updated and at the level you need for it to perform alongside the others
- Go multi! Mould those channels together
- Track each channel separately in terms of performance and success
- Review channels and readjust model if needed
- Sit back and have a coffee – you just multi-channelled!
What have we learnt?

As well as looking deeply into the market and the options multi-channel opens up, you now have a variety of different effective multi-channel models you can implement into your marketing and sales.

These models will broaden your brand awareness reach, increase engagement with your product and drive revenue, helping you achieve the ROI desired.

So what are you waiting for? Go and maximise on multi-channel!

Further reading

If you found this beneficial – perhaps you’d like some other information from the Lead Forensics knowledge base?

Download now…

Top tips:
Why responding quickly is of utmost importance!

Blog:
How to avoid common business growth bottlenecks

Blog:
Introverts, extroverts, ambiverts – who sells most?

eBook:
Marketing to the modern B2B buyer

eBook:
GDPR – 12 steps to take now
All about Lead Forensics

Our software gives you the chance to see which businesses are on your website providing you with:

- Business name, address and phone number
- Key decision makers and their email addresses
- Information about the company
- How they found your website
- What they looked at and how long for

With all of this information, you’ll be able to gather fresh leads like never before, and tailor every sales call to fit the company you’re dialling (increasing cold call rates from 2%-4%).

10,000 companies are already closing sales from leads they found visiting their website – you could do the same! Look into our free demo to get started...

Claim your free demo and trial today:

GET STARTED

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