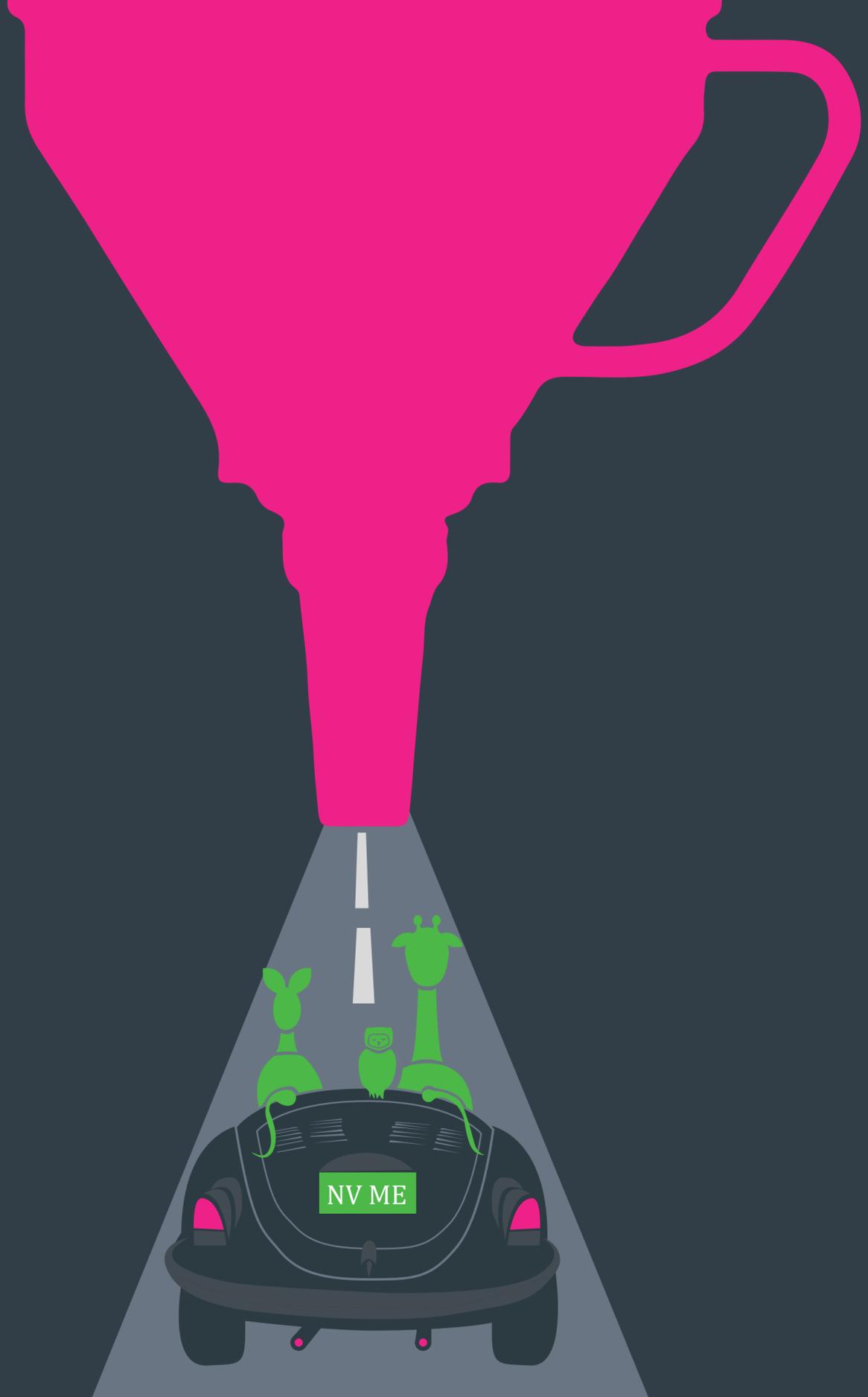


# PPC for B2B

HOW TO USE PAID MEDIA  
TO BOOST YOUR  
Inbound Marketing Funnel



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# Team

Over 30 <gulp> years combined experience with tech start ups and multi-national brands  
Google, Facebook, Ubuntu, Fuji-Xerox, HP Scitex, Cloudyn, BlazeMeter, DMG, ICQ, Comilion, Coronet, CyberInt, Portnox, Showbox, Forter, Clicktale, SecuredTouch, illusive networks, Secdo, Panoply, Aqua Security, EverCompliant, SignifAI, PlainID...



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Our team of experienced and creative minds  
is here to make sure you crush it!



# How to Use Paid Media to Boost your Inbound Marketing Funnel

The popularity of inbound marketing is off the charts. In fact, when HubSpot interviewed over 6,000 companies for their “State of Inbound report” 37% stated that their inbound marketing budgets have increased compared to last year and plan to continue. While there’s no doubt that the popularity of inbound marketing is well deserved, we find that too many companies ignore a very important strategy for amplifying their inbound efforts: 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 and 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 (continued)

## **PPC will also help you to:**

- Target the right people
- Engage throughout every channel and build a relationship
- Significantly scale up your inbound efforts - fast!

## **This eBook is ideally for B2B 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 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



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.

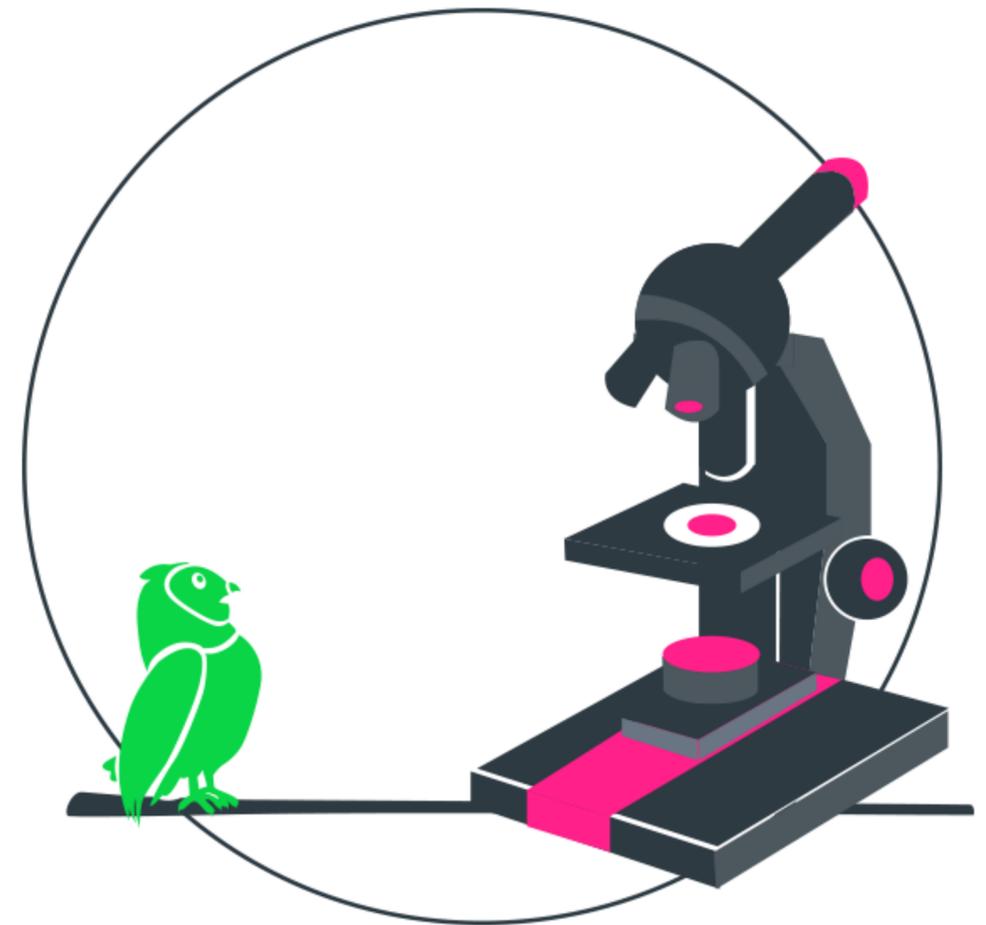
## What Kind of Content Should I Promote?

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





1

# Awareness Stage (continued)

## 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 companies, our favorite channels to promote awareness stage blog posts and videos are:

- LinkedIn
- YouTube
- Facebook



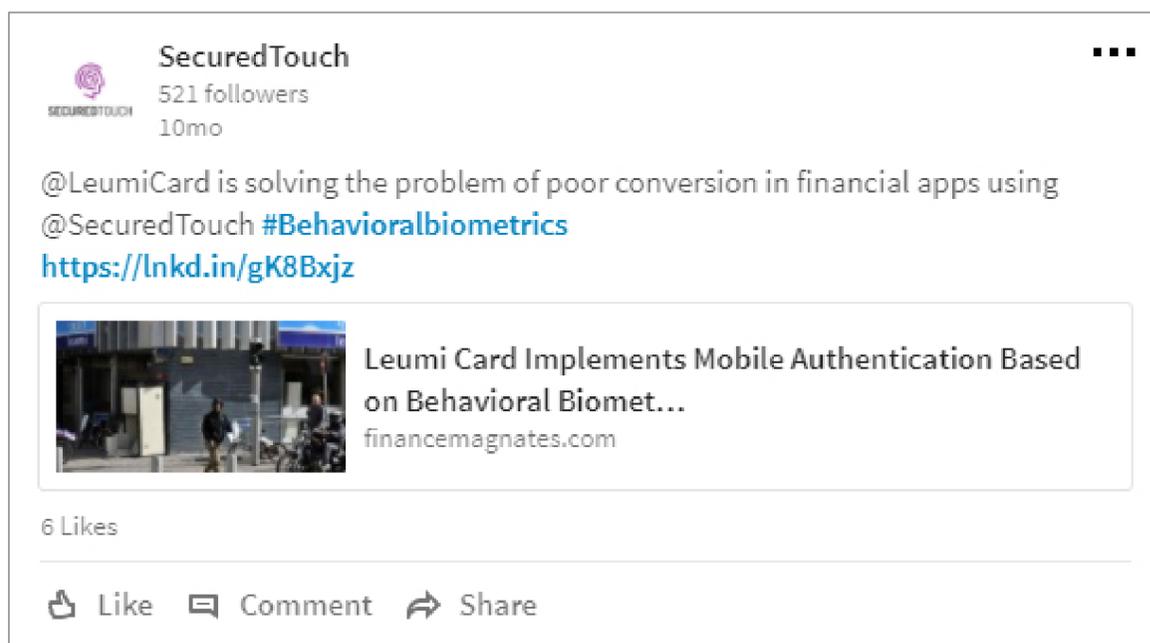


1

# Awareness Stage (continued)

## 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.



## Promote 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 native video platform as opposed to through YouTube.
- **Hot Tip:** 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.





1

# Awareness Stage (continued)

## 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?
- 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.
- If you introduced a type of solution that wasn't talked about much, 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



2

# Consideration Stage (continued)

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 Kind 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





2

# Consideration Stage (continued)

## Which KPIs Should I Target & Track?

At this point, it's best to focus on cost per lead (CPI), and especially cost per Marketing Qualified Lead (MQL).

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, but replace YouTube with Google AdWords. AdWords will allow you to show your ads to people who are actively looking for relevant products and solutions that you offer.





2

# Consideration Stage (continued)

## Promote Your Consideration 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 to the relevant roles within these companies.
- 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 overall lead quality but the drop in price is likely to result in cheaper qualified leads overall, so it's definitely worth a try.

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

**Target a list of accounts or contacts** ⓘ  
Upload a list of companies or email addresses.

[Upload a list](#)

include ▾ Start typing the name of your audience

include  ✕

exclude  ✕



### Containers Security Challenges

Learn how to scale and ship your applications faster with containers. Download the free report!

We'll send this information to Aqua Security subject to their [privacy policy](#).

Email address

Phone number

First name

Last name

Country

Job title

Company name

[Submit](#)





2

# Consideration Stage (continued)

## Promote Your Consideration stage Content on Facebook

- Target prospects based on relevant interests and job titles.

The screenshot shows the Facebook Ad Manager interface for editing an ad set titled "PPC and Growth Analyst". The "Detailed Targeting" section is active, showing a list of job titles under the search term "it manager". The selected target is "IT Manager", which has a population of 111,825 people. The interface also shows a "Connections" section and a "Report this as inappropriate" button.

**Editing Ad Set: PPC and Growth Analyst**

**Detailed Targeting** INCLUDE people who match at least ONE of the following

Add demographics, interests or behaviors | Suggestions | Browse

it manager

- IT Manager
- IT-Manager/in
- IT Project Manager
- Manager of IT
- Global IT Manager
- IT / ERP Manager
- Information Technology Manager (IT Manager)

**Audience Definition**

111,825 people

Demographics > Work > Job Titles > IT Manager

Description: People who listed their job title as IT Manager in their Facebook profile.

Report this as inappropriate





# Consideration Stage (continued)

## Promote Your Consideration stage Content on Facebook

- Create targeting audiences based on your existing quality contacts as well as look-alike audiences. 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.
- We recommend testing 3 different ad creatives. For all of them, test sponsored ads on Facebook's news feed vs. banner ads on the right-hand side column.
- Targeting Mobile and Desktop newsfeed placements to collect data for later optimization according to placement performance.  
Mobile placement usually works better for content promotions.
- **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 offers 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.





2

# Consideration Stage (continued)

EXCLUDE people who are in at least ONE of the following

Website

- All Visitors - 180 Days
- Gated Content Downloads - 180 Days
- Request a meeting converters

Add Custom Audiences or Lookalike Audiences

Create New

- **Hot Tip:** Test Facebook's lead gen ads, where you can encourage people to convert without leaving the platform. While you'll might receive a large quantity of irrelevant leads, the cost per MQL should be lower.





2

# Consideration Stage (continued)

## Promote Your Consideration Content on AdWords

- Before beginning your AdWords campaign, use Google's ad preview tool to see what content appears in 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."

Forter  
Learn About Online Fraud Attacks

Attack rates increased by 8.9% in the past year. Get the free report to your mail

Placeholder

Email

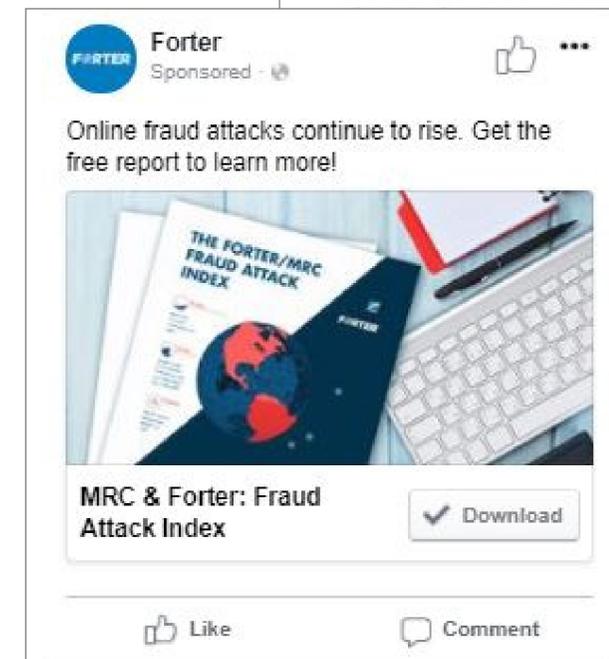
Full name

Phone number

Country

Job title

Company name





# Consideration Stage (continued)

## 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.





Chapter 3:

# Decision Stage



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

## 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.**





# Decision Stage (continued)

## Which Channels Should I Use?

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

### Promote Your Decision-Driving Content on AdWords

- 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.

- **Hot Tip:** 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.

Top NAC Solution  
Absolute Access Control  
[l.portnox.com/NAC/FREE\\_Demo](http://l.portnox.com/NAC/FREE_Demo)  
Provide the highest security level to your network. Easy deployment, free demo!

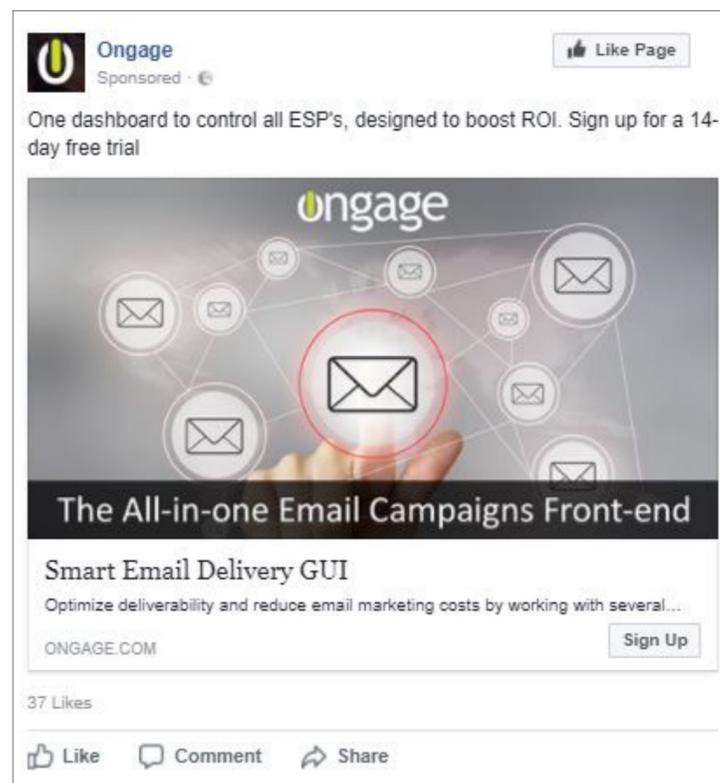
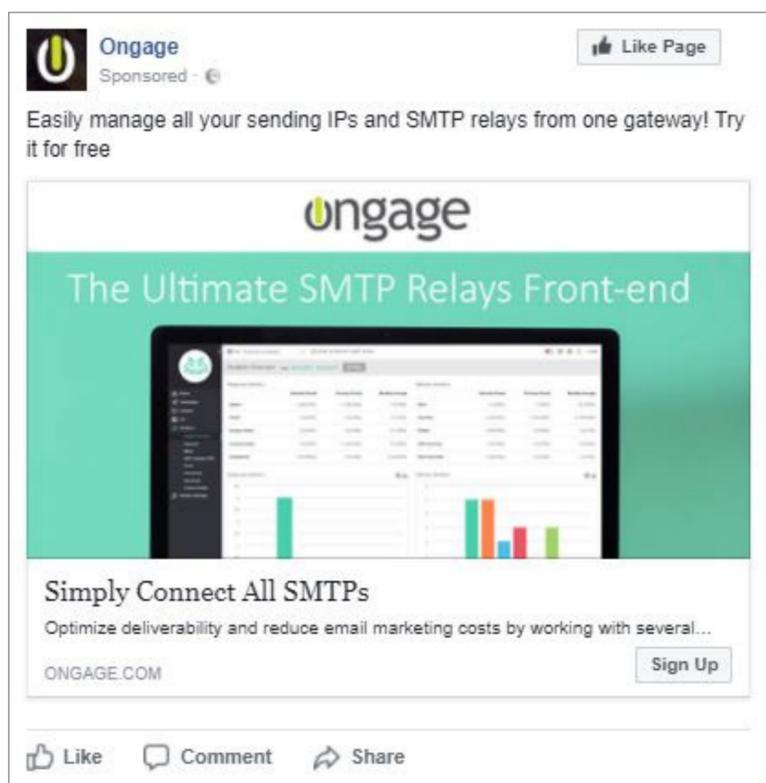




# Decision Stage (continued)

## 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 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...





3

# Decision Stage (continued)

## 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!**



4

# Delight!

As Jason M. Lemkin, Investor and Founder at SaaStr Fund, said at the **2015 Gainsight Pulse conference**, some of the biggest companies in the world – including Google, Facebook and Salesforce – **“get 80% of their customers from their old customers.”**

What we are looking for at this stage is transforming a paying customer into a brand evangelist!

## What Kind 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





4

# Delight! (continued)

## 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 who agree to participate in customer case studies
- The percentage of customers who refer additional customers
- How are your customers cheering for you online for example, high email open rates, a rich flow of thank you tweets, 5 star reviews on industry websites?





Bonus!

# Tips to Help Your PPC Campaigns Succeed



# Bonus: How to Target the Perfect Audience on Social PPC and Other Tips to Help Your PPC

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 Ideal Customer on Facebook

- **Create a lookalike list** based on your website visitors and email list (only choose the qualified leads),
- **Narrow your look-alikes down 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 lookalike 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.

- Hot Tip: 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.





# Bonus: How to Target the Perfect Audience on Social PPC and Other Tips to Help Your PPC

## How to Find Your Ideal Customer on YouTube

- **Target competitor channels.** It's easy. When it's time to select "placement targeting," search for your competitors' YouTube channels or videos.
- **Use Custom Affinity Audiences.** It's a great feature that lets advertisers target YouTube viewers who have shown interest in similar products and services.
- Use Custom Match to **show your videos only to the people who can most benefit** from what you have to offer. You can do this by uploading a list of "like" users.
- YouTube also lets you **enjoy the benefits of remarketing** by setting up a "Similar to Watched a Video" list.

Create a remarketing list

List type   Viewed any video from a channel

Select channel

List name

Membership duration

Status

Initial list size  Include users from the last 30 days. [Learn more](#)  
 Start with an empty list.

This list will be eligible to run when it contains 100 users.

Create list Cancel



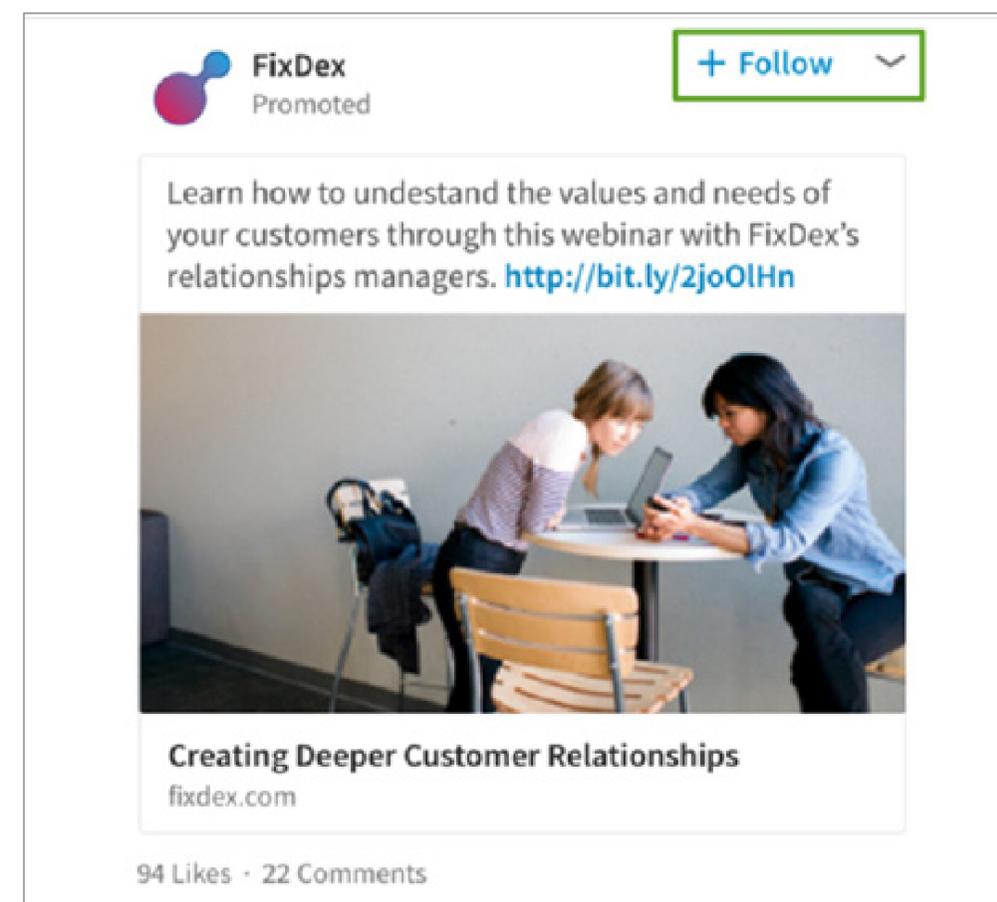


# Bonus: How to Target the Perfect Audience on Social PPC and Other Tips to Help Your PPC

## 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.

- **Hot Tip:** LinkedIn limits the exposure each blog post gets. To overcome that, promote more than one post at a time.
- **Hot Tip:** 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!





# Bonus: How to Target the Perfect Audience on Social PPC and Other Tips to Help Your PPC

## More Tips for Your Social PPC Success

- 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.
- 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.

**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)

**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

[Redacted] Pixel  
Pixel ID: [Redacted]

**Offline tracking** ⓘ

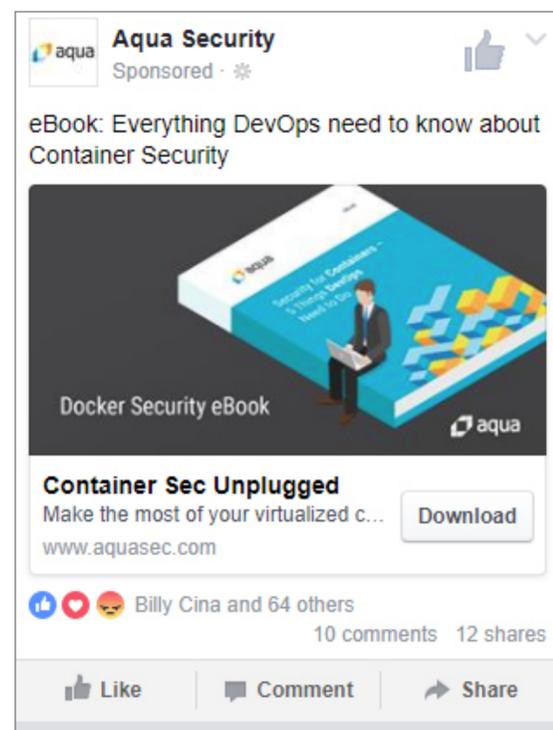
**i** You don't have any offline event sets. You need to be an admin of the Business Manager account to create an offline event set. [Contact your admin](#) to create one.





# Bonus: How to Target the Perfect Audience on Social PPC and Other Tips to Help Your PPC

## More Tips for Your Social PPC Success



- 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** by 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.

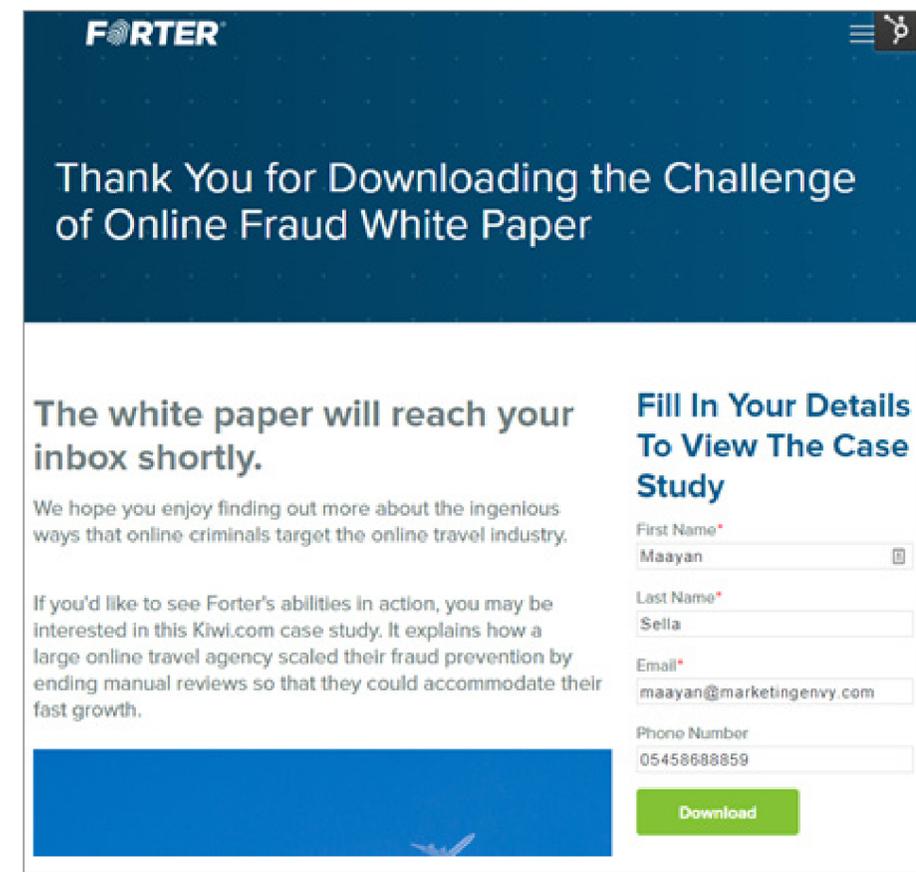




# Bonus: How to Target the Perfect Audience on Social PPC and Other Tips to Help Your PPC Campaigns Succeed (continued)

## More Tips for Your Social PPC Success

- 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.



Conclusion

# 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. That said, paid media isn't a thing of the past.

When you combine these two methodologies, 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.





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Your Free Consultation

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