



Search Marketing for B2B Companies

USING SEARCH TO DEMONSTRATE THE BUSINESS VALUE OF MARKETING

98% of B2B tech buyers will interact with the search engines before completing their short-list²

Search engines are the #1 influence on awareness for tech buyers³

What if marketing wasn't always viewed as a waste of financial resources, but could really prove its worth in terms that CEOs can understand?

Using measurable marketing techniques, lead scoring, and closed-loop lead quality improvement strategies, B2B marketers can achieve accountability for their search marketing spending. And in doing so, provide leads that make the sales department (and CEO) happier for being presented with higher quality, closeable leads.

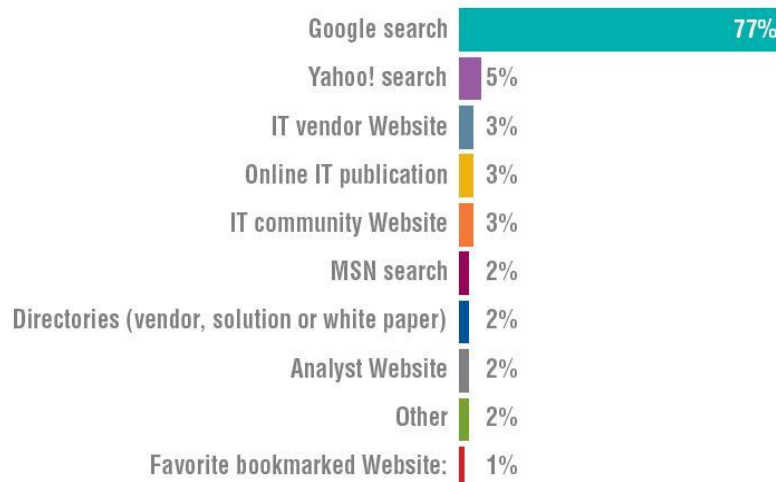
So, what is it about search marketing that helps the marketing department justify budgets and provide sales-ready leads?

Does search reach the B2B target audience?

Yes.

B2B buyers consistently start their research on the Google search engine¹.

► **TECHNOLOGY BUYERS:** Where do you typically BEGIN your online search for technology information?



Additionally, 98% of B2B tech buyers will interact with the search engines before completing their short-list². For tech buyers, search engines are the #1 influence on awareness for an online source³.

¹ KnowledgeStorm, Connecting Through Content Series 2007

² MarketingSherpa Benchmark Guide, Business Technology Marketing 2007-2008

³ Enquiro B2B Technical Buyer Survey 2007

Google's Content Network includes such targeted sites as:



Researchers & Information Seekers

In order to best reach out to prospects during the research phase of the buying cycle, it's important to also have a presence on B2B vertical and industry sites. Now, it's possible to do so using Google's Content & Placement Networks directly in your search accounts.

Thus, your search marketing campaign becomes not only a lead generation tool, but also an avenue for building brand awareness using top sites that appeal to your target audience.

Search is Used Throughout the Buy Cycle



Searches are a consistent way to reach prospects during each of the stages of the B2B purchase cycle.

These placements target researchers and information seekers while they're reading articles about your product or service, or while they're merely going about their business online. This is important because according to KnowledgeStorm, with a vendor when making purchasing decisions⁴.

85% of technical buyers need more than 2 touches Stand-out ads can also be used to reach potential customers who are experiencing a business problem, but who might not know that a solution exists, and thus not be ready to search for your product.

Site placements such as these are a great way to target the growing number of participants in purchasing committees, along with their different job titles. MarketingSherpa notes that these committees are now topping out at 21 members for the largest companies, so it's essential to improve the ways you reach each individual.

⁴ KnowledgeStorm, Connecting Through Content Series

55% of B2B marketers plan to increase their budget allocations for search marketing in 2009⁵

How does search compare to other lead generation options?

As a completely measurable system, search marketing is one of the easiest forms of lead generation to tie to the metrics that CEOs and Boards care about – revenue and ROI. And with more CEOs demanding accountability for marketing's spending, this is a growing reason to use search marketing.

Nimble & Immediate

The nimbleness of search is ideal for a down-turning market, allowing for changes based on business needs. This differs from trade shows, which require companies to sign up months in advance with large deposits. Plus, unlike other forms of marketing which require a minimum commitment, search marketing is an incredibly dynamic marketing environment that changes based on results. Campaigns can be started, stopped, or adjusted with a moment's notice.

Cost per lead

Eliminating contract pricing, required engagement periods, travel costs and expensive set up fees involved in many other forms of lead generation, search marketing is one of the most nimble and cost effective ways to generate high quality leads for a B2B company.

55% of B2B marketers plan to increase their budget allocations for search marketing in 2009, more than almost every other marketing tactic⁵.

Lead quality & ROI

Since searchers are pre-qualified prospects already announcing their interest in your product or service, generating high quality leads is the rule, not the exception.

Using closed-loop marketing to analyze lead quality post-generation allows for improved targeting for each additional dollar spent. Unlike other areas of marketing, search is managed real-time, meaning timely adjustments are quick to make. Thus, improved lead quality can be a campaign goal instead of merely lower costs per lead.

Improved lead quality and a higher percentage of closed leads certainly gets the attention of the CEO. Additionally, reporting on improved metrics such as ROI rather than just cost per lead, help to enforce the idea that marketing is not a cost center, but rather a revenue generator.

⁵ MarketingProfs & Forrester B2B 2008 Survey



About SearchEnginePPC

SearchEnginePPC is a B2B search marketing agency focused on improving online lead generation for B2B companies such as ShoreTel, Savvion, and Certain Software. We truly enjoy working in the B2B environment, stunning companies with incredible improvements to their Marketing Department's bottom line. For over 4 years, companies have trusted SearchEnginePPC to provide top notch results on their paid search campaigns and landing page optimization projects. Visit [SearchEnginePPC](#) for more information about [B2B search engine marketing](#).

Request your complimentary search marketing evaluation to answer the questions:

- Does paid search make sense for my company?
- Is our budget being spent wisely?
- Which areas could show the most improvement, and how much can I expect?