Canterris™

Simply Powerful Online Marketing

MARKETING RESOURCES

Demand Generation Best Practices: Content Optimization

Using segmentation, targeting and automated personalization to attract and retain customers

Demand Generation Best Practices: Content Optimization
A Canterris Workbook

“Half the money I spend on advertising is wasted, and the problem is I do not know which half.” When Lord Leverhulme, the Founder of Unilever, said this, he had little choice but to keep wasting half of his advertising budget. A hundred years ago, there weren’t many ways to communicate with customers and prospects other than running ads in newspapers and magazines. He extent a marketer could target their audience was limited to the publication’s readership, but back then most publications were written for the masses. Specialty magazines covering a specific niche were almost unheard of.

Today marketers have far more options, and that doesn’t just mean more newspapers and magazines to choose from. The online marketing tools now available let you, the marketing professional, communicate directly to your customers and prospects at very low cost. These same tools collect information about those customers that let you separate them into groups - or segments - based on shared attributes. This in turn gives you the ability to communicate messages that are tailored for, and targeted at, each audience segment.

What is audience segmentation?

Audience segmentation is basically the process of separating leads into groups - more correctly called segments - based on defined similarities. For example, all of your prospects who live in the United States might be one of your segments. Or prospects who live in the United States and have a title of director or above. Or prospects that live in the United States, have a title of director or above, and who work for a company in the automotive industry.

Canterris Marketing Suite simplifies and automates the process of delivering targeted and relevant website content and email marketing communications. Canterris Marketing Suite learns about your prospects as they navigate your website and identify interests, and uses that information to present them with tailored and timely content. Using content targeting rules and native visitor profiling technology, you can create relevant experiences that make the most of every single customer engagement and maximize your chances of turning each visitor into a lead and each lead into a customer.

4 Steps to Delivering Relevant & Targeted Communications

Delivering the right message - at the right time - to the right prospect is a simple 4-step process with Canterris Marketing Suite.

1. Define what demographic information you need to collect from website visitors
2. Decide how to group prospects into segments
3. Develop targeted content to deliver to each segment.
4. Deploy the targeted content to your website and email marketing campaigns

Step 1. Define What Demographic Information You Need to Collect

Name, rank and serial number. Nothing more needed, right?

Wrong. Of these three, the only one that would help you segment your audience is rank: privates and generals have vastly different hopes, dreams and fears. The name would only help you if you're selling mugs that say "Bob" or "Sue", and the serial number would be of no use at all. That's not to say you don't need to know your customers' names or other identifying information. Just that you need to know details that can help you present them with information they'll find relevant about your company, product or service.

So how do you define what information to collect on your web registration forms or from website visitor behavior? First, ask the people who deal directly with your customers. Namely, your sales team. They know what your customers look and sound like, what makes them either the same or different, what triggers they look for to know when a customer is ready to buy.

There are two other things to keep in mind:

- The lead fit questions you ask on your web forms will also be used to segment your prospects for website personalization and email targeting purposes
- Don't ask more questions than you have to - 10 at the most. Too many questions will scare people away, and make the fit scoring and audience segmentation process more complex than it needs to be.

Define the Information to Collect

Note: If you've already completed the *Demand Generation Best Practices: Lead Scoring* workbook, you've already completed this step. Take out your Lead Fit Questions & Answers worksheet and go to step 2.

If you haven't completed the lead scoring workbook, start writing down questions and why they're important in a table like the one below. One table per question. At this stage don't worry if you have more than 10 questions. The important thing is that you get all the possible questions down on paper - don't worry about the answers yet.

<table>
<tr><td colspan="2">Question: Country</td></tr>
<tr><td colspan="2">Why? We only want to sell to customers in the United States and Canada, although we will look at customers in Europe if they're a perfect fit otherwise</td></tr>
<tr><th>Answer</th><th>Score</th></tr>
<tr><td></td><td></td></tr>
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What you've created is a wish list of all the information you'd like to collect. What information do you really need to collect? Besides contact information such as name, email address and phone number, pick out no more than the 10 questions that are the most relevant to your business. Now you can fill in the "Answer" column in your tables.

Question: Country	
Why? We only want to sell to customers in the United States and Canada, although we will look at customers in Europe if they're a perfect fit otherwise	
Answer	**Score**
United States	
Canada	
Mexico	
South America	
Europe	
Asia	
Australia	
Africa	

For the purposes of audience segmentation, ignore the "Score" column. You'll assign scores to each answer when you complete the Lead Scoring Workbook.

Step 2. Decide How to Group Prospects into Segments

A thousand people have filled out your web forms. You know where they live, who they work for and what keeps them up at night. Now what?

Now you have to figure out what buckets - segments - you can put prospects into based on what information, and why. Does a customer's country give you enough information to present him with relevant and targeted website or email content? If you have a multilingual site, or if your products differ by country, you many be able to segment prospects based on their location alone. How about someone's job title? On its own, this probably doesn't tell you much. But together with the prospects industry, you may be able to create groups of similar prospects, such as director-level and above in the North American auto industry. Or HR Managers in Bolivian professional services firms with 50 to 100 employees.

Fill out as many segment descriptions as you need.

Segment: Insurance industry decision makers	
Description: The people in insurance companies who make the final decision of which widgets to purchase.	
Question	**Answer**
Country	United States, Canada, Mexico
Title	Director, Vice President, CEO, CFO, COO
Industry	Insurance

Step 3. Develop Targeted Content

A segment without targeted content is like a self-addressed-stamped-envelope with a letter inside it. You can stick it in the mail, but whoever gets it won't know why you sent it.

For each of the segments you identified, you now must create something to show them. Something that will move them forward in the sales cycle and/or further qualify them as a lead. This includes both content that is relevant to them, and a call-to-action that will further engage them. When you develop content for each segment, first develop a list of three to five key messages you want them to leave with. Remember: these messages have to be relevant to them, not to you. Common calls-to-action include downloading a relevant white paper or case study, registering to attend an event, or signing up for a free product trial.

Complete one list of messages for each segment.

Segment: Insurance industry decision makers	
Description: The people in insurance companies who make the final decision of which widgets to purchase.	
Messages	**Call to Action**
The ACME widget will reduce your risk by 25% when underwriting new customers	Download Case Study
The ACME widget automatically cross-sells car, home and life insurance to existing customers	Register for a Free Demonstration
The ACME widget reduces fraudulent claims by up to 50%	Talk to a live representative - Web Chat

Once you've developed messages and calls to action for each segment, you're ready to create targeted, relevant content. Depending on your website strategy, that may mean creating new blocks of HTML content, targeted landing pages or microsites, or personalized email marketing campaigns.

Step 4. Deploy Targeted Content

Once you've completed the tables in this workbook (you can photocopy the empty tables at the back of the book), you're ready to configure Canterris Marketing Suite to automatically generate segments and present personalized website and email content.

See the *Canterris Marketing Suite User Guide,* Chapter 9: Lead Management and Chapter 14: System Administration.

Lead Fit Question & Answer Worksheet

Question:	
Why?	
Answer	**Score**

Question:	
Why?	
Answer	**Score**

Segment Description Worksheet

Segment:	
Description:	
Question	**Answer**

Segment:	
Description:	
Question	**Answer**

Targeted Content Worksheet

Segment:	
Description:	
Messages	**Call to Action**

Segment:	
Description:	
Messages	**Call to Action**

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