

Search Engine
STRATEGIES
CONFERENCE & EXPO

Advanced B2B Search Marketing

Patricia Hursh, SmartSearch Marketing

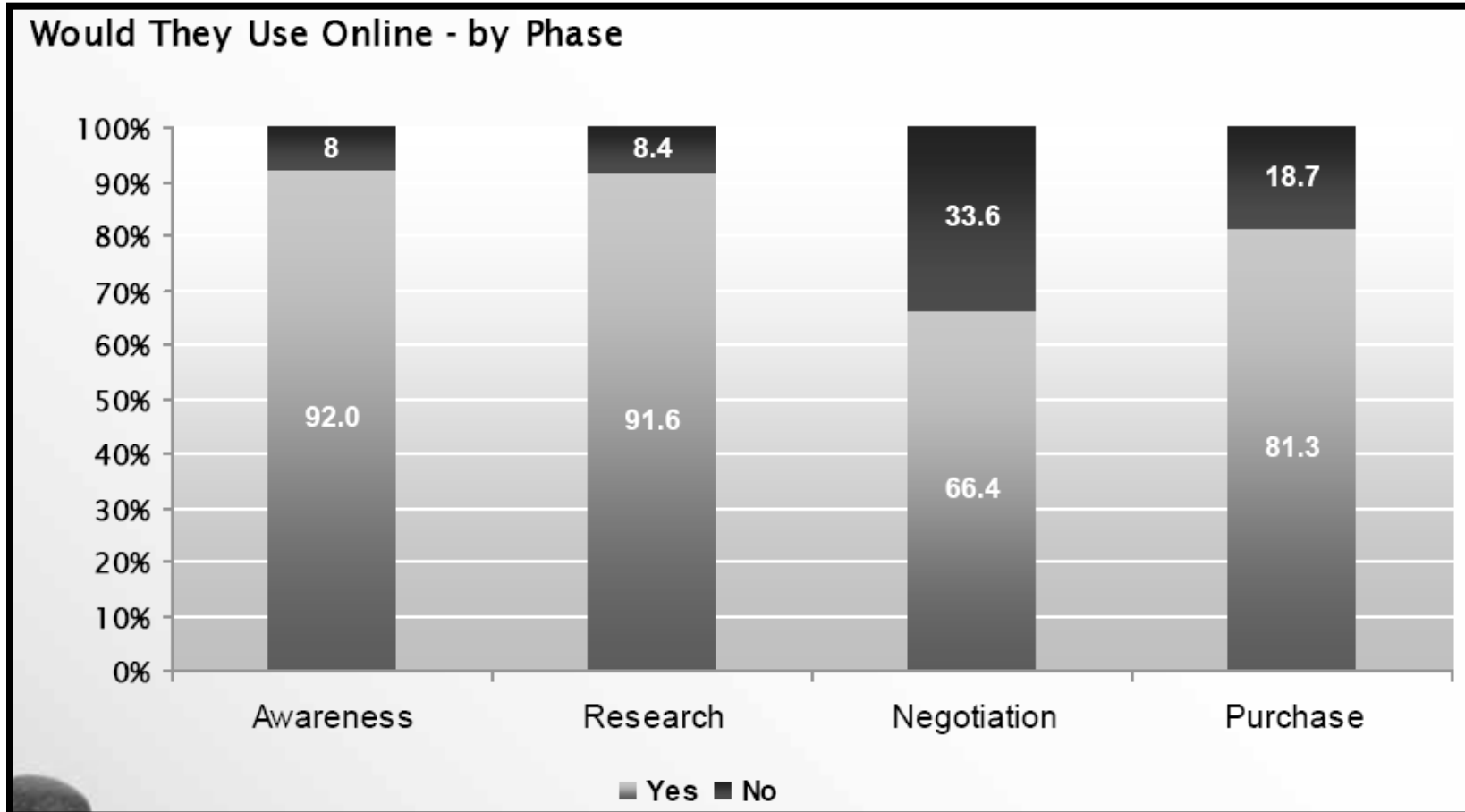
March 24, 2010

Discussion Points

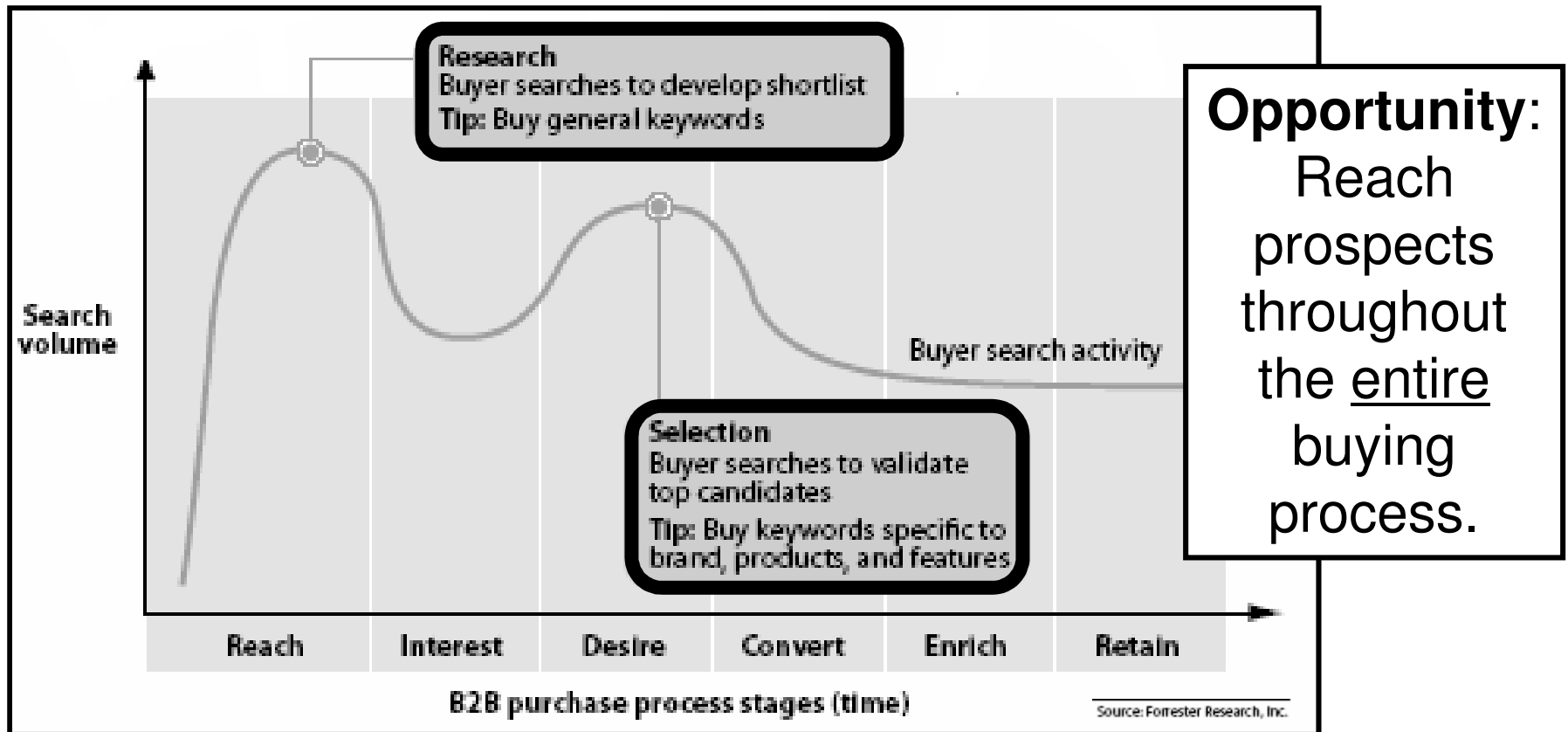
- 1. Understand business buyers' behavior across the purchase cycle.**
- 2. Offer “action options” to appeal to prospects at all phases.**
- 3. Test simplified registration forms.**



Online Activity by Buying Phase

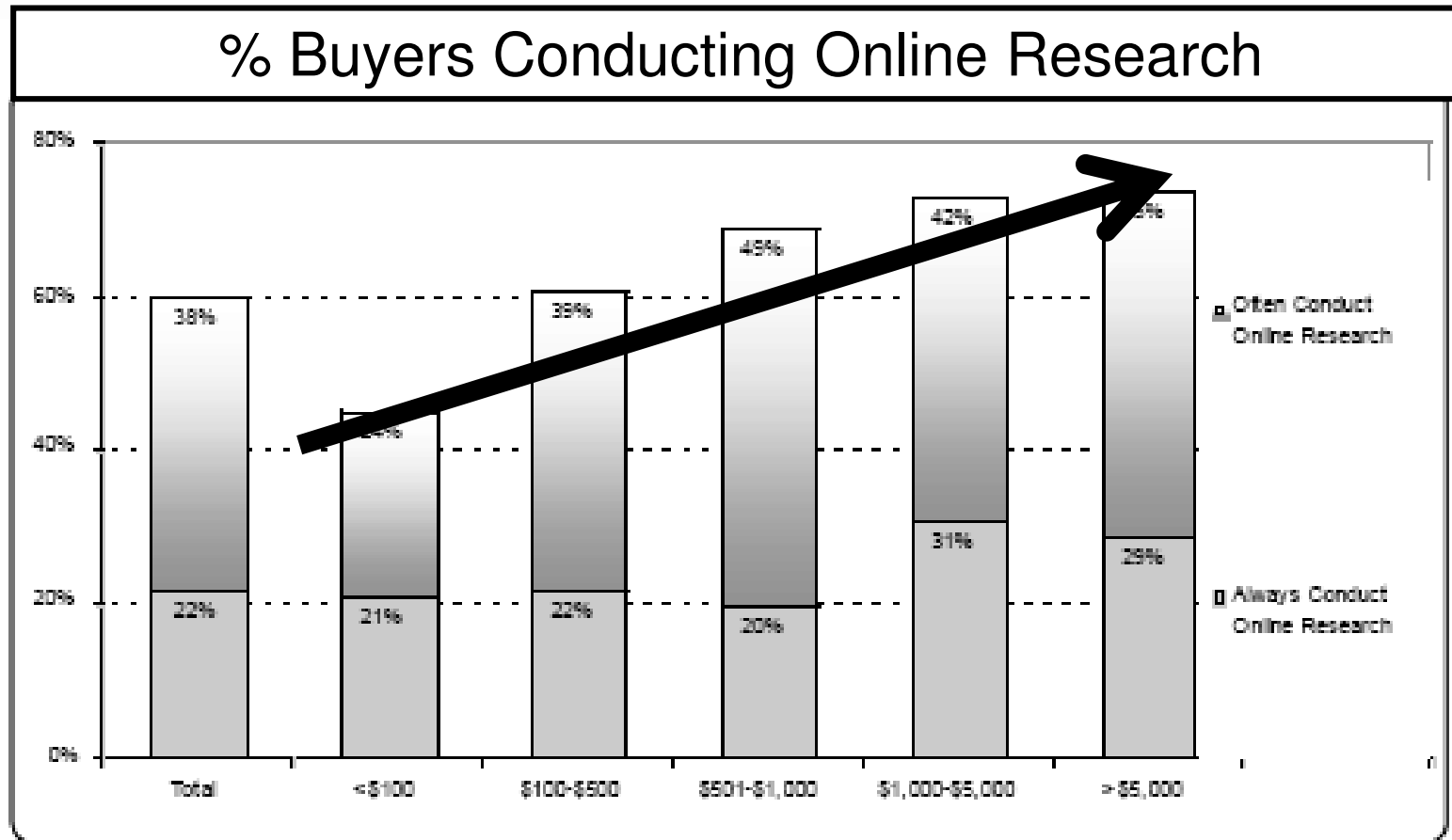


Search Activity by Buying Phase





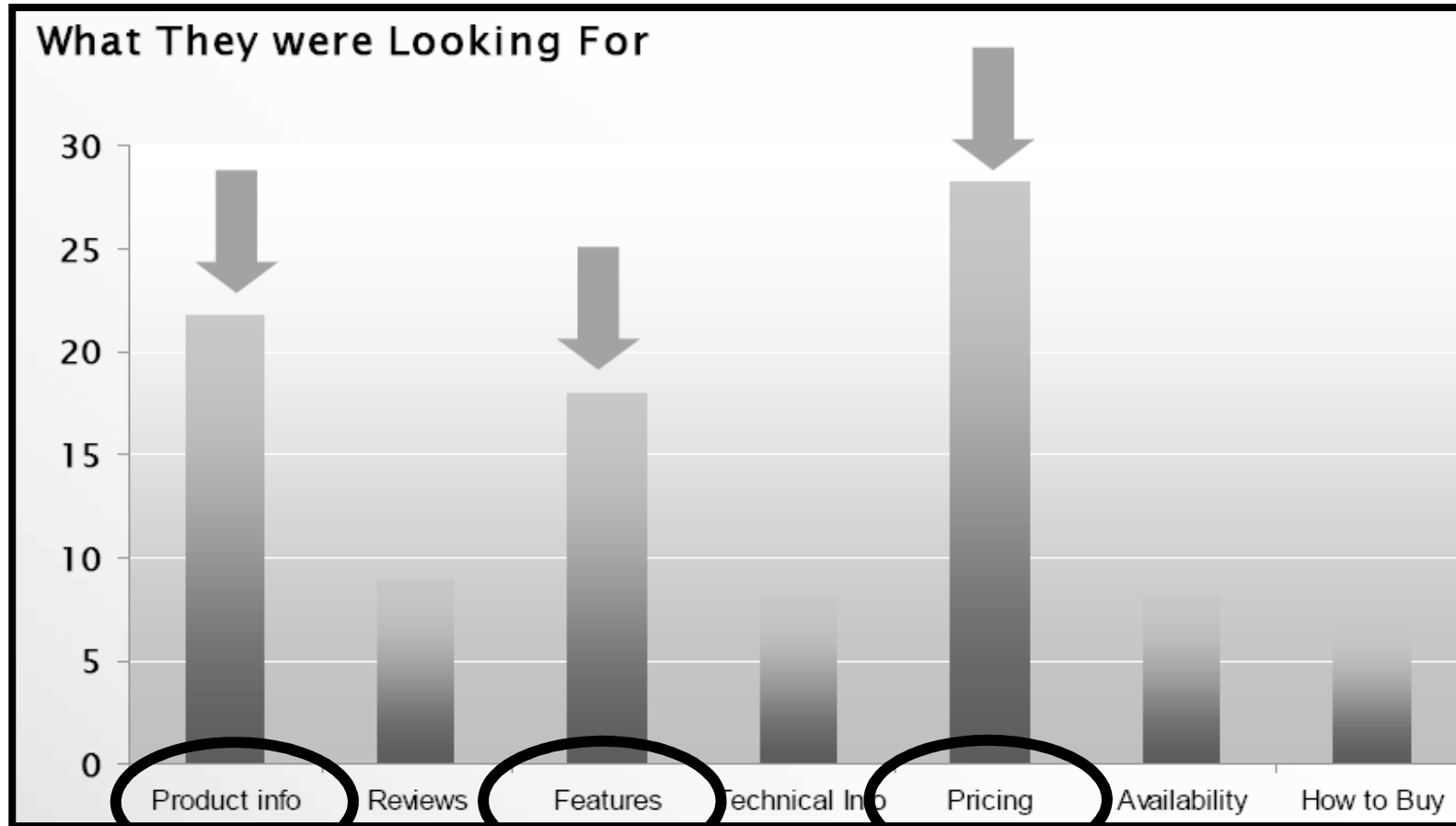
Online Research, by Price



Source: iCrossing/Harris Interactive, How America Searches: Online Shopping, August 2006 Methodology: Harris Interactive fielded the study on behalf of iCrossing, Inc. from April 19-21, 2006, via its QuickQuerySM online omnibus, interviewing a nationwide sample of 2,139 U.S. adults (aged 18+).



What B2B Buyers Are Looking For...





Buyer Needs, by Phase

PHASE	NEED	VALUABLE INFORMATION
Awareness	Basic education regarding problem or opportunity.	<ul style="list-style-type: none">• General information• Market trends• Research studies
Research	Formalize needs. Considerer alternatives. Identify market providers.	<ul style="list-style-type: none">• Purchase considerations• Buyer guides
Negotiation	Vendor evaluation based on risks and consequences.	<ul style="list-style-type: none">• Comparison charts• Customer reviews• Purchase check-lists
Purchase	Partner selection and contract.	<ul style="list-style-type: none">• Discounts• Availability• Contract terms

Conversion TIP: Offer Action Options



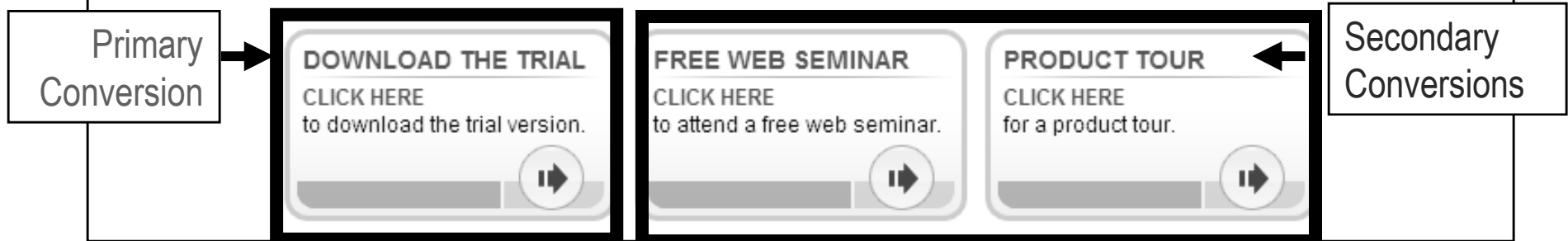
Alpha Five is the right database solution for you — and we can prove it!

Want to build desktop or Web applications the easy way? Alpha Five Version 7 is just what you're looking for.

Whether you're a power-hungry, hard-core database programmer, or a total novice who wants to build a simple database fast, you've come to the right place.

But don't take our word for it. Click in one of the boxes below and let us prove that Alpha Five Version 7 can help you put data where you really need it.

At your fingertips.





Secondary Actions Increase Inquiries

	Conversion Rate	# Conversions
PRIMARY Conversion: Software Download	15.5%	2,325
SECONDARY Conversions: Webinar Registration Product Tour	4.8%	720

Increased total volume of inquiries by 30% by adding a secondary action

TIP: Simplify Registration Forms

Name and Company Information

First Name

Last Name

Company Name

Job Title

Address 1

Address 2

City

State

Province

Zip/Postal Code

Country

Phone

A Typical
Registration
Form

Registration Form, continued...



Company Information

Job Role

Job Function

General Solution of Interest

Other Solutions Interest

Industry

Other Industry

Your Company's Annual Revenues

Project Timeframe

Project and/or budget

... and continued!

Other Information

How did you hear about

Please enter your questions, feedback or comments (max. length 255 characters)

Sign me up!
Subscribe now to The Spend Manager, free email communication with top news, product and event info
Yes No

I would also like to receive communications on local events, seminars, and new products and services that are relevant to my business needs.


Please email information in:
HTML Text

Only 18% of people who start this form actually click submit.


Problem: effort required is too high for perceived value.

Test a Simplified Form

Awards



March 8, 2005
Alpha Five Version 6



ALPHA
v7
Alpha Five
Database

Get Organized. Get Automated.
The desktop and web database for all
experience levels

Try Alpha Five Version 7 for Free.
No strings attached.

If you're thinking about using a database in your business or organization - consider Alpha Five. People of all experience levels LOVE it. Because with Alpha Five, you get the job done so fast that YOU look like a genius.

People with NO prior database experience can build sophisticated applications themselves - without hiring a consultant or getting their corporate IT department involved. Many of our clients have told us by the time their IT department can get around to starting a project - they can have the project finished themselves with Alpha Five.

Why not try Alpha Five for yourself? Just fill in our short registration to get started. There is no obligation of any kind. Once you see Alpha Five, you'll see how it can help you. So go on, you'll be glad you did.

TOP BUY
PC USER

CRN Best Database 2005

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Email address:

Country: United States

Only 2 required fields to download the software.



SMARTSEARCH
marketing

Make Some Fields Optional

While we prepare to send your email, please fill in a few more details. This information will be used to send you relevant information relating to YOUR database project. Comments you enter here are read by our staff. So this is a good place to enter any initial questions you may have about the software.

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CHOICE

March 8, 2005
Alpha Five Version 6

**TOP
BUY
PC USER**

CRN Best
Database
2005

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Name:

Phone:

Company:

State:

What kind of Application are you looking to use Alpha Five Version 7 for?:

If you have any questions please include in your comments or email marketing@alphasoft.com

Have you owned a previous Alpha Five product in the last 5 years?: Yes No

72% of registrants complete some optional fields.



Simplified Forms Increase Conversion

	Conversion Rate
Original Registration Form 15 fields	5.5%
Registration Form Test #1 5 fields	9.8%
Registration Form Test #2 2 <u>required</u> fields, 5 optional fields	15.5%

Balance volume
of inquiries with
degree of
qualification.

Summary

- 1. Business buyers and decision makers ARE online, using search engines.**
- 2. They rely on search early and often throughout the entire buying cycle.**
- 3. Marketers must align messages/offers with needs at each phase.**
- 4. Testing is the key to improving conversion rate and ROI.**

Thank You!



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