PERSONALIZED CONTENT

GENERATE MORE REVENUE with a
Dynamic Web Experience

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You know Amazon has long been the best example of Web-based personal shopping experiences.

You search or make a purchase, and the next time you visit the site, several more similar products are displayed.

For the company's 20th anniversary, Amazon recently held "Prime Day," a one-day shopping extravaganza for Amazon Prime members with more deals than Black Friday. The best part? New deals were announced several times an hour — nearly guaranteeing consumers checked back throughout the day.

Amazon, of course, is a massive e-commerce site. But there are plenty of takeaways businesses of all types can learn from this marketing experiment – the best of which will create eager buyers in any industry.

Imagine Ann is a high-powered executive shopping for a new software solution for her business. She visits your website, reads some content but isn't quite ready to invest in the solution. She returns to your site a few days later, but nothing new catches her eye. So she leaves the site, only to be swept off her feet by a competitor's newsletter. You've lost the sale because you had nothing new to offer Ann.

To draw consumers like Ann to your site and keep them coming back for more, you need to prove your value on each return visit.

A dynamic Web experience means modifying content, messaging and offers displayed to visitors based on set criteria. Because buyers only care about their individual needs, your website needs to reflect that — every time and for everyone. Savvy marketers know that when a visitor lands on a site, although they may be qualified to buy, they are likely not ready. In fact, while qualified, **50 percent of leads** collected are not ready to make a purchase.

By providing a highly personalized experience, you can maximize engagement, conversions and sales.

The truth is, a buyer likely will visit your website a number of times before they are even ready to talk to sales.

Here is an example of what a new buyer expects his or her experience to look like (whether they know it or not):

- Discovers a blog post on your site via search

- Views a few pages on your site

- Downloads a whitepaper or eBook

- Starts to look for reviews and other information about you online

- Receives an automated email two weeks later

- Visits your site again

- Views additional pages

- Downloads additional whitepapers or eBooks

- Receives another automated email two weeks later

- Requests to be contacted by sales

- May or may not be ready to buy immediately

- Revisits your site while in talks to sales

As you can see,

there are multiple touchpoints and some time between each website visit. And if your website looks the same every time a buyer visits, it prevents them from moving toward a decision.

Today's successful websites certainly aren't brochures and they are not simply using blogs to provide new content. Your company's website should create a dynamic Web experience that quickly moves a buyer from a visitor to a lead to a sales-ready lead, which shortens the sales cycle and helps your company **generate a 10 percent or greater increase** in revenue with this automated lead management.

Here, we guide you through

the process for strategizing personalized content to improve your buyer experience from lead to customer, and generate more revenue from qualified website leads.
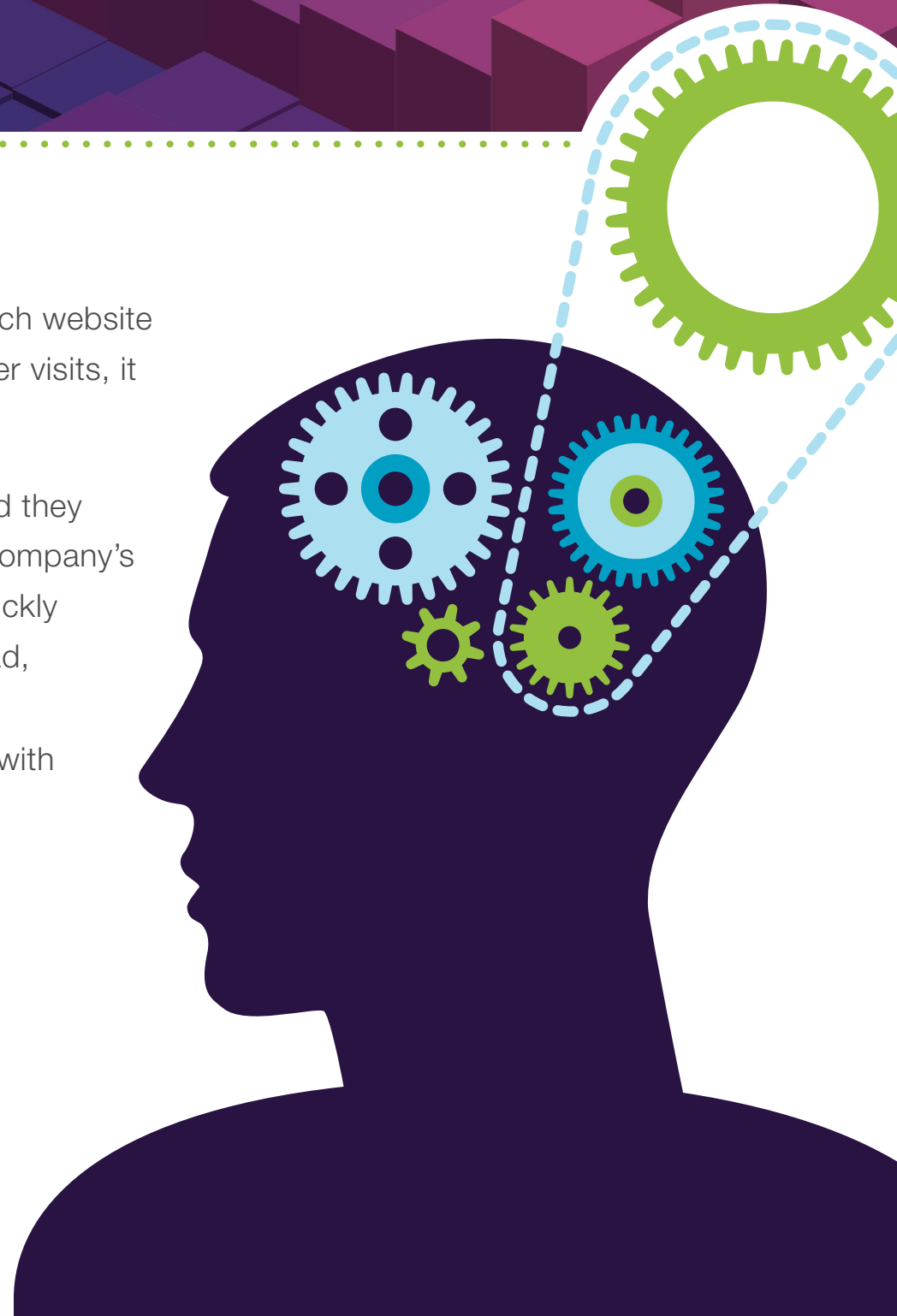
Personalizing the Buyer's Journey

A major part of creating a personalized Web experience is accepting the new reality of marketing and sales working together as a team.

In the old days, sales was the gatekeeper to all product information; marketing's role was simply providing a high quantity of leads — qualified or unqualified — to the sales team for prospecting. In this process, the marketing team's role was brief while the sales team's role was extensive. The buyer only knew what the sales rep was telling them, without the ability to research products on their own. Here's how that looked:

Today, at least two-thirds of the Buyer's Journey is now done digitally. This means a Buyer's Journey from raw lead to sales-ready lead is mostly in his or her control. Marketing now must draw buyers in earlier while they're researching and keep them engaged with relevant, quality content throughout the buyer's lifecycle. By the time a buyer gets to sales, that cycle can be much shorter because the groundwork for selling has been laid.

MARKETING	SALES	SALES
Lead Generation	**Prospecting**	**Actual Selling**

MARKETING	MARKETING	SALES
Demand Generation	**Lead Nurturing & Qualifying**	**Actual Selling**

This new model, however, requires the marketing team to know the precise qualifiers sales uses (Industry, Company Size, Title, etc.). Instead of arguing over the quality of leads, the combined efforts of the marketing and sales teams focus on defining additional qualifying questions. This, of course, allows marketing to create advanced lead segmentation for personalization — and deliver better-quality leads.

You can find more information about aligning your marketing and sales teams here.

Developing Personalized Content

Personalized content should help compose a personal and easy-to-navigate Web experience for the buyer.

In fact, studies have shown **personalized content can increase the number of page views** by 40 percent and return visits by 200 percent. When it comes to strategy, ask yourself how fresh, new and personalized content will improve a customer's visit on your website without confusing or overloading them.

Here are three examples of personalized content that can be developed for segmented lists of buyers:

Referral Source

Let's say you are the chief marketing officer at an email solutions company, and you offer services to several different roles within your target businesses. Using personalized content, you could send each visitor to the most relevant information based on anything — from the email campaign that brought them to your site to the relevant keyword phrase they searched for to find you.

1 A marketing director knows adding demographics like a postal address can help her target her email communications. She visits through an email about the best way to add a postal address to emails. Your personalized content can point her toward your reverse email-append services — exactly what she needs.

2 The email marketing manager needs to make sure his email list is clean and precise. He originally came to your site from a Guest Blog post on another website about how to properly maintain the best email list. When he visits your homepage from the blog post, he sees testimonials about your quality validation service.

3 Finally, a small-business owner may have heard email-append services will help broaden his marketing opportunities but doesn't know much about it. So he searches, "getting started with email append." When he organically finds your site, the homepage would guide him through the steps of getting started without overwhelming him.

Each persona is looking for something different. You already supply all of their solutions, so why not make finding them easier from the start?

Segmenting Leads for Personalized Content

With marketing and sales agreeing about what qualifiers define a solid lead, marketing can move on to segmentation.

Segmentation allows the marketing automation software to provide the right content to the right visitor at the right stage in the buying process.

For starters,
YOUR MARKETING TEAM
may want to develop the following segmented lists within the marketing automation software:

Industry or Segment: If your company services different industries or different segments within one industry, knowing this information about your prospect allows the software to deliver targeted content based on each prospect's specific industry.

Title/Role: A vice president doesn't need to see the same content as a manager. Segmenting by title or role allows the software to deliver content for a decision-maker or for someone who needs supporting material to show the decision-maker.

Lifecycle Stage: At what point in the buying cycle is the prospect? These lists help you deliver content that moves the prospect through the sales funnel more quickly.

Product/Solution Interest: Depending on the number of offerings you have, the software can deliver content based on the actual product a website visitor is most interested in. Once that user becomes a customer, you can continue to nurture that visitor to reduce churn and maybe even sell them another relevant service.

Buyer Persona and Title/Role

If visitors have converted on your website before, you can use their information to develop personalized content as well.

As we mentioned, you may have several buyer personas, and they may be diverse in nature. Sending them all to the same page of generic content may turn them off to the site completely.

Personalized content can help develop a customized experience for each buyer persona. Each visitor will feel that you understand them and what they need, helping them move forward in your sales funnel.

On author/speaker/futurist Mike Walsh's website, he identified several verticals and created personalized messaging for each. So after a visitor downloads a general guide and identifies himself or herself as working in the retail industry, these leads see a new personalized message encouraging them to download a retail guide.
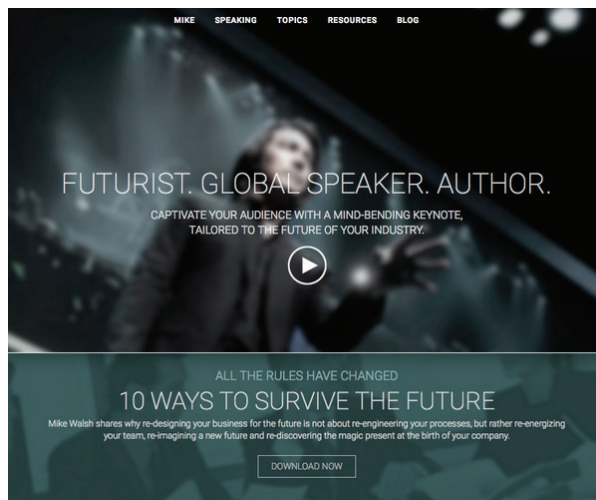
Each buyer persona is only interested in what their specific needs are and don't care to see information about the other two. When a visitor enters the site, they could be provided personalized content about their desired entity of the brand. Content can be (and should be) updated each time they return to the site to encourage movement down the sales funnel without being distracted or turned off by information they don't need.

ANONYMOUS VISITOR

RETAIL VERTICAL VISITOR
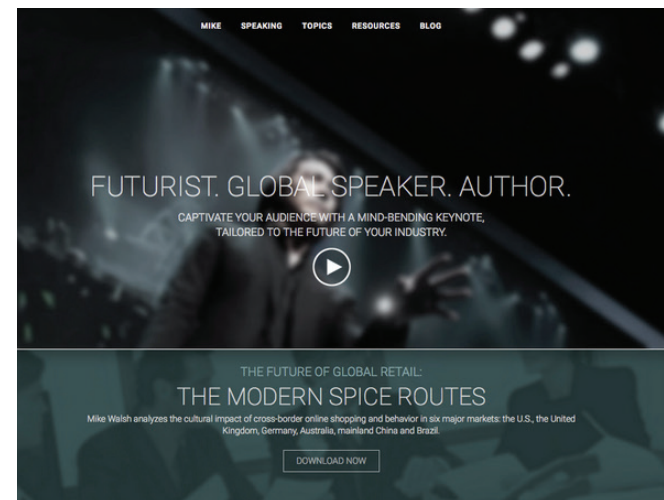
Lifecycle Stage

As leads move through your sales funnel, their concerns and needs change.

They may have come to your website with problems to solve, and each time they return they may be closer to making the final decision to purchase.

" By taking into account the number of visits to your site a lead makes, you can offer information that gradually becomes more product-centric (or salesy) the closer the lead gets to the bottom of the funnel.

This way you don't scare off someone who is just browsing, and you won't miss the chance to sell to someone who is ready to make a purchase.
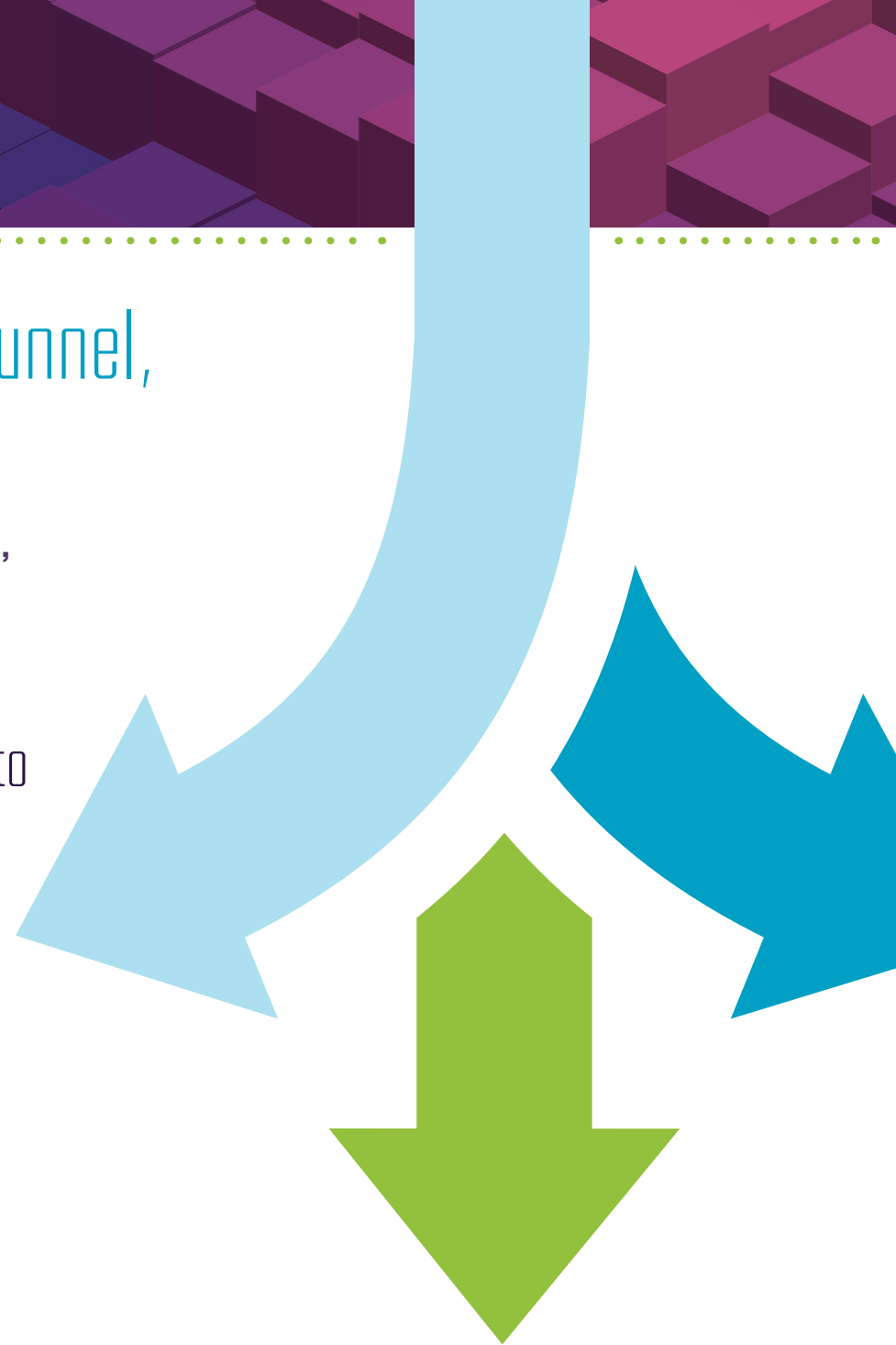
Personalized content is worth developing so long as you research,

understand and use the insights your visitors and leads have left behind on your site, including preferences, concerns and past behavior. Use personalized content to connect with your potential buyers on a more personal and in-depth level, and your extra efforts can yield extra customers.

VIEW FROM RAW LEAD
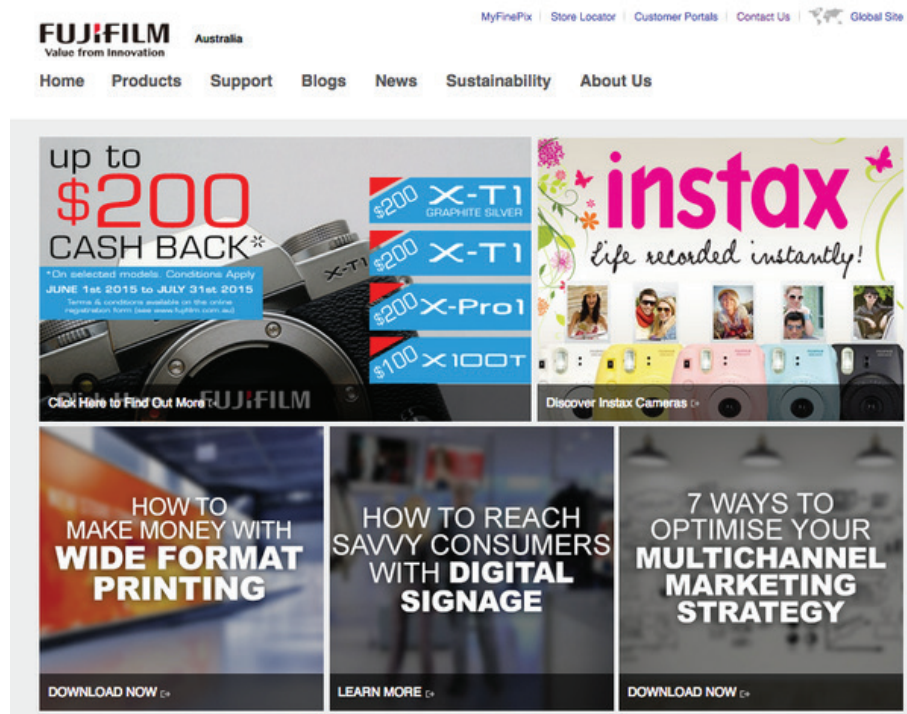
VIEW OF MARKETING QUALIFIED LEADS
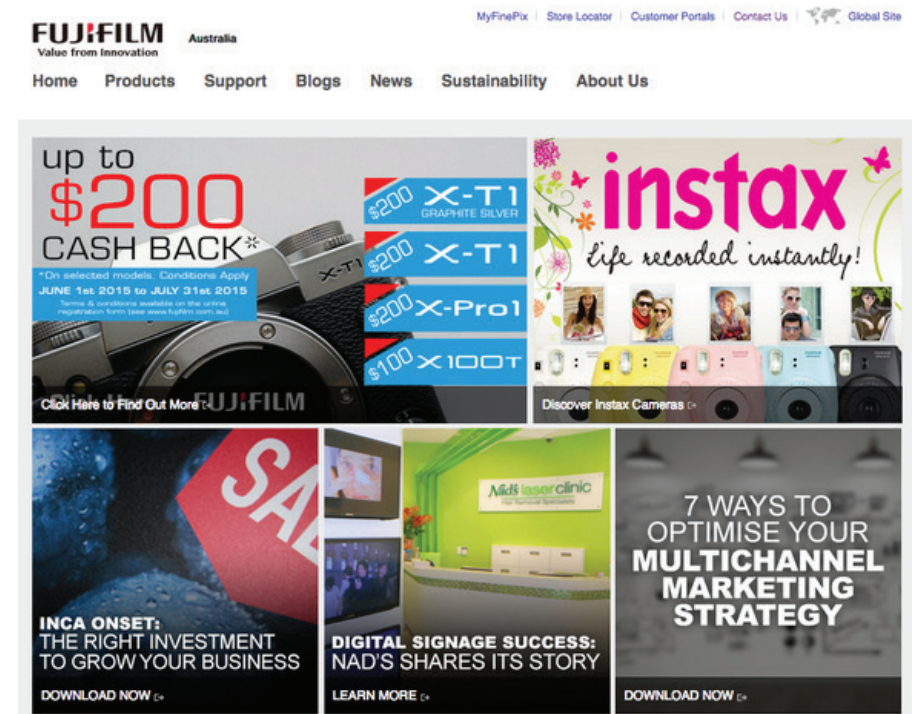
Aligning Personalized Content with Email for Lead Nurturing

Email marketing is getting more personal, too.

Through advanced segmentation and behavior triggers, marketers can now create highly targeted communications. But email marketing, regardless of how targeted it is, rarely aligns with the personalized website content.

To take full advantage of personalized content and targeted emails, on-page content and emails can be mapped together.

For example:

1 **Offer 1 email is sent out,** and, at the same time, Offer 1 appears on the website.

2 **When the prospect accesses Offer,** the website content is updated so Offer 2 appears — even before an automated email with Offer 2 is sent to the prospect.

3 **If the prospect downloads Offer 2 from the website,** they skip the Offer 2 email and are queued up to receive Offer 3 instead. **And so on....**

This ensures the prospect only sees an offer that moves him to the next stage in the lead-nurturing process. For content marketers, this means the amount of content needed to produce a sophisticated campaign can increase. This can also focus the content creation process. Instead of taking a broad-swath approach, you can use buyer personas to determine what type of content you should create and how much content it takes to be successful.

Offering a Dynamic Web Experience

It is clear not every qualified lead who visits your website is ready to buy.

It has also become clear that sophisticated, dynamic content is the most effective way to encourage qualified leads to return to your website again and again until they are ready to buy. **Personalized content, when executed strategically, will help you quickly move buyers to a sales-ready lead, shortening the sales cycle.** This helps your company increase revenue while your buyers experience a smoother, more effective buyer process.

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