

PERSONAS, PERSONALIZATION & PROGRAMMATIC MARKETING

The marketing landscape has evolved more in the last **five years** than it did in the last **two decades**.

Strategies are more sophisticated, processes are automated and campaigns have reached an unprecedented level of **personalization**. What's the push behind all this change? A new buyer's journey.

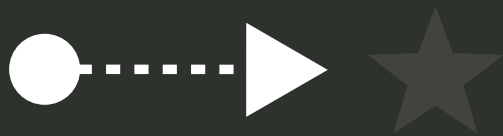


B2B customers no longer take a linear path to their purchasing decisions, and that means the funnel-shaped marketing model by which all advertising strategies were previously based is extinct.



To prevail, brands reinvented how they reach customers with a new model – the marketing lifecycle.





The marketing lifecycle realizes that long-term customer/brand relationships are more valuable than short-funnel affairs. It doesn't end the customer relationship but instead caters to the needs and preferences of customers as they change over time.

But to build these stronger, more lasting relationships, marketers need two things: They need a way to fill the marketing lifecycle with **highly qualified leads**, and they need to create **more opportunities to connect and interact** with leads, because engagement improves conversion rate and conversions influence brand advocacy.



The New Demand Generation

Today's [demand generation](#) meets these needs by pairing data-driven marketing programs with a structured sales process to increase brand awareness and create more touchpoints throughout [the buyer's journey](#). Ultimately, the goal is to bridge the gap between the generation of quality leads and the precise hand-off of leads to sales when they are more likely to close.

Commonly mischaracterized for lead generation, demand generation is more like an expansion of this practice. Lead generation's sole purpose is to produce leads while demand generation's mission is to create a continuous pathway for leads to travel to ensure they stay the course and close. To do this, demand generation depends on three key points:

P³

- Persona development
- Personalization
- Programmatic marketing

These three P's drive inbound and outbound campaigns (such as eBooks, PPC, email, blog articles and social media ads) and work together to hyper-target buyers, create more brand impressions, and nurture leads orbiting the lifecycle. But to truly understand the significance and impact of the new demand generation, it's worth revisiting the old.



The Evolution of Demand Generation

Historically, organizations generated awareness about their products or services through marketing channels like TV, radio, direct mail and public relations. They advertised in trade magazines, established a presence at trade shows and, essentially, tried to reach as many people as possible. Marketing was a best-guess practice.

In the mid-2000s, the Internet sparked the creation of new marketing channels, but strategy was slow to adapt. Email marketing, for example, still focused on reaching as many people as possible. Marketers used massive contact lists to distribute blanket advertisements and, at best, they garnered a tiny percentage of leads.

The Internet was the first major push toward a new buyer's journey. Information was suddenly abundant and free, and buyers quickly began using it to research products and services, as well as share their experiences. To help connect buyers with the best possible information, Google created a search engine that ranked website and page content based on relevance to the key words and terms buyers used to search. This gave way to search engine optimization (SEO) and search engine marketing (SEM), which helped marketers earn prime website placement on search engine results pages (SERPs) by creating valuable, relevant content.



At the same time, social media channels like **Facebook**, **LinkedIn** and **Twitter** popped up, providing an opportunity for free social marketing. If an organization was active on these channels, it could connect with its target audiences organically to generate brand awareness.

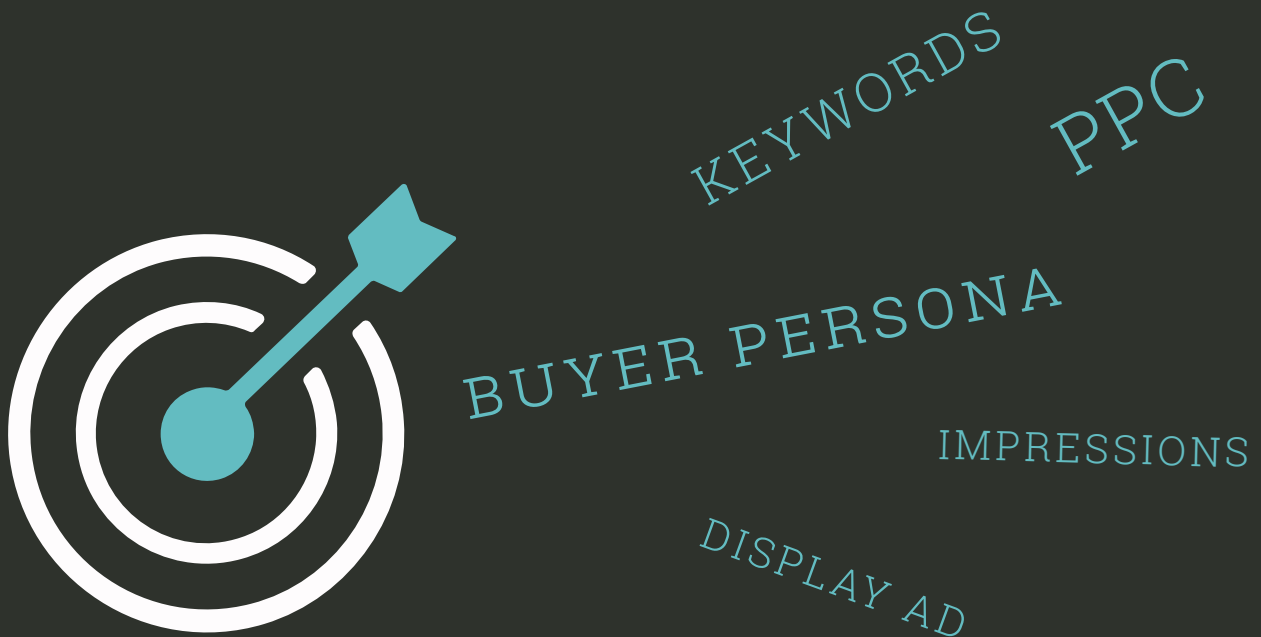
But when spammers began filling SERPs pages with irrelevant content and using black hat SEO to manipulate search engines, the marketplace became over-saturated, and the prospect of organically reaching audiences quickly drowned in the flood. Eventually, Google punished these practices, and brands using SEO correctly were able to bubble back up to the top. But during that time, paid advertising and display ads became **the key to rising above the chaos.**

Ad exchanges created a place where marketers and publishers (usually website owners) could buy and sell ad space on SERPs or Web pages. But in the early days of paid advertising, marketers had little control over who saw their ads or how many times. They were also charged on a cost per thousand impressions (CPM) structure, which made determining ROI a mind-numbing task.



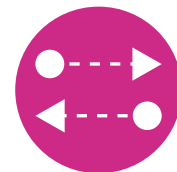
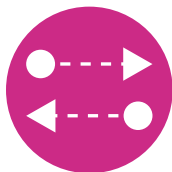
To address these issues, [pay-per-click](#) (PPC) advertising emerged, allowing marketers to better target buyers by bidding on keywords that, when searched, would trigger a relevant ad. Instead of paying per thousand impressions, marketers pay per ad click. Display advertising also entered the scene, allowing marketers to target audiences even further by pushing banners or ads on websites relevant to their brand's industry.

By this time, marketers were far more concerned with buyer persona, and brands employed marketing channel specialists to run segmented campaigns that better targeted specific buyer segments. This led to demand for more advanced marketing platforms that managed and tracked all channels, including blogs, websites, email marketing, social media marketing and, to an extent, ad buying.



Facebook became the first social media entity to experiment with behavioral targeting and retargeting. Its release of [Facebook FBX](#) made it possible for marketers to incorporate customer data into the real-time buying of display ad campaigns to more accurately target users based on their behavior in-app and across the Internet.

Today, cross-channel marketing can programmatically connect to customer behavior, and the lines between once-siloed marketing channels have blurred as campaigns work together to support demand generation goals.



The Channel is Dead. Long Live Programmatic Marketing

Two new trends dominate the marketing landscape today. First, paid advertising and the use of programmatic ad buying is here to stay. The reason for its rise in popularity is simple: Buying ads based on user intent delivers results. In fact, programmatic marketing is poised to soar **to nearly 70 percent** of the total U.S. digital display spend in 2016.

Also, the influx of fragmented data from segmented channels makes it nearly impossible for people to manually translate buyer intent and behavior into marketing action — especially at the real-time pace of the marketplace. **Programmatic marketing uses software and technology to automatically process and convert this data into the buying, placement and optimization of campaigns in real time.** In more tangible terms, it's a platform that connects marketers to the world's media supply.

This data convergence brings us to the second trend — the death of channel marketing. Businesses don't think about channels as they research or shop. They think about how much value they receive through each interaction with a brand. Before demand generation, we saw each channel as a separate way to connect with buyers and each channel had its own goals.



Pre-Programmatic

Vs.

Programmatic

THE CHANNEL

ASK

Where is the largest audience?

MAKE

Ad buy for mass visibility
on channel

Email

Trade Mag

Display Ad

END WITH...

Hard Sell

Today, all channels are working
toward one common goal – to push
demand for a product or service
and produce better results.

BUYER INTENT

ASK

What problem does a buyer have?

FIND

Targeted channels for media buys

CONNECT

Data to buyers

Likes

LinkedIn
Group

Emails
Opened

Keywords

Web
Page Visit

Lifecycle Data

CRM Data

END WITH...

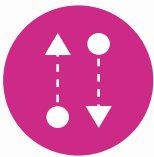
Targeted, Behavior-
Based Offers



Paving the Path to Greater Personalization

But programmatic marketing isn't just about using channel information. The greatest success is achieved when programmatic platforms are **integrated** with rich customer relationship management (CRM) databases. **Here's why:**

If a site visitor is already a customer, and the programmatic platform doesn't recognize this, the customer could be served ads not relevant to his relationship status with a brand, which means the interaction is neither valuable nor wanted. With proper integration, marketers can refine programmatic campaigns with data from CRM and marketing automation systems, and the programmatic platform will automatically decide whether to serve an ad focused on cross-selling, up-selling, retention or brand advocacy.



Buyer #1

LinkedIn Sponsored Update



Manufacturing eBook



Submits Title & Company



Email with Manufacturing Case Study



Doesn't Click



Facebook Ad Introducing Case Study Instead



Views Case Study

Lead Score Indicates High Engagement



Lead to Sales is Sent

Buyer #2

Google Adwords



Request a Consultation Landing Page



Lifecycle Updates to Sales-Ready



Drip Emails with Supporting Sales Message



Salesperson Closes



Facebook Ad Introducing Help Center/Training

Beyond CRM, marketers can also input specific parameters and the platform instantaneously adjusts dozens of variables to optimize the campaign. Parameters may include bid price, network reach, budget, brand goals and customer attributes.



Retargeting

Retargeting is a type of programmatic marketing particularly ideal for B2B brands because leads in this market notoriously conduct extensive research before making a purchasing decision. The **two main types of retargeting** are pixel- and list-based.

Pixel-based retargeting is a type of behavioral marketing that deals with display advertisements. It's ideal for gaining brand awareness and pulling new leads into the marketing lifecycle who haven't provided any information about themselves beyond trackable behaviors. **Here's how it works:**

Pixel-based

When a buyer visits a brand's website, a small cookie is placed on her browser. Cookies are tiny files that store data about the visit. When she leaves the site, the cookie triggers programmatic ad buying, and a retargeted ad relevant to the pages she visited on the brand's website will appear on other site pages. This enables brands to quickly follow leads and recapture interest as leads stray to other sources.

Perfect Audience for pixel retargeting

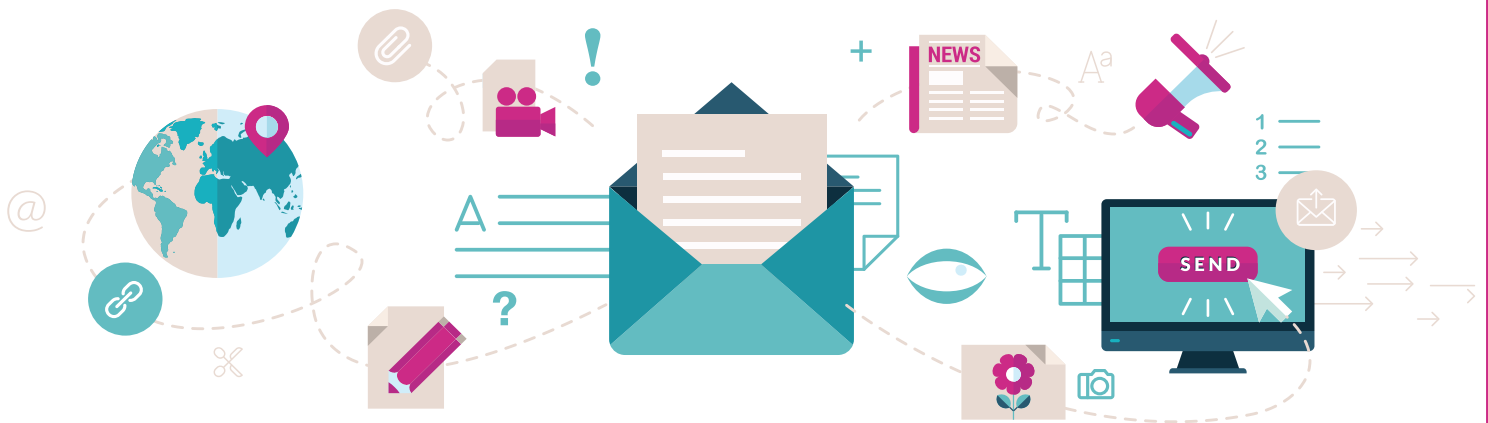
Perfect Audience is a traditional retargeting advertising platform that makes it easy to set up retargeting campaigns across channels (banner networks, Facebook and Twitter) within a single system. The intuitive user experience makes what can be a complex process easier to set up, maintain and improve. Its simple segmentation makes it easy to create retargeted ads for different verticals, as well as different points in the buyer's journey. www.perfectaudience.com



List-based retargeting also uses display advertisements but with a heavier focus on PPC to reach conversion goals. List-based retargeting focuses on individuals who have already provided information about themselves to a brand.

List-based

With **list-based retargeting**, marketers can upload existing contact email lists to a retargeting campaign (usually a social media network). The programmatic platform will identify and match identical email addresses in network and serve contacts with personalized retargeting ads based on existing information.



GoChime for List-Based Retargeting

Go Chime

This Facebook advertising service takes the social network's **custom audiences** feature, which allows you to upload email lists and target users with those email addresses, and makes it work in real time with lists created in your marketing system (including HubSpot). Rather than letting your customer database wait for your next email send, you can target a portion of your existing database with Facebook advertising, without having to set up more than a Facebook advertising account. www.gochime.com

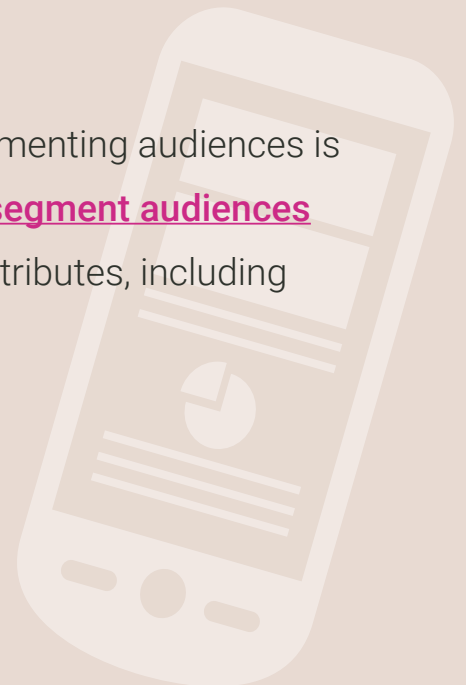


Buyer Persona: Making Demand Generation More Inbound

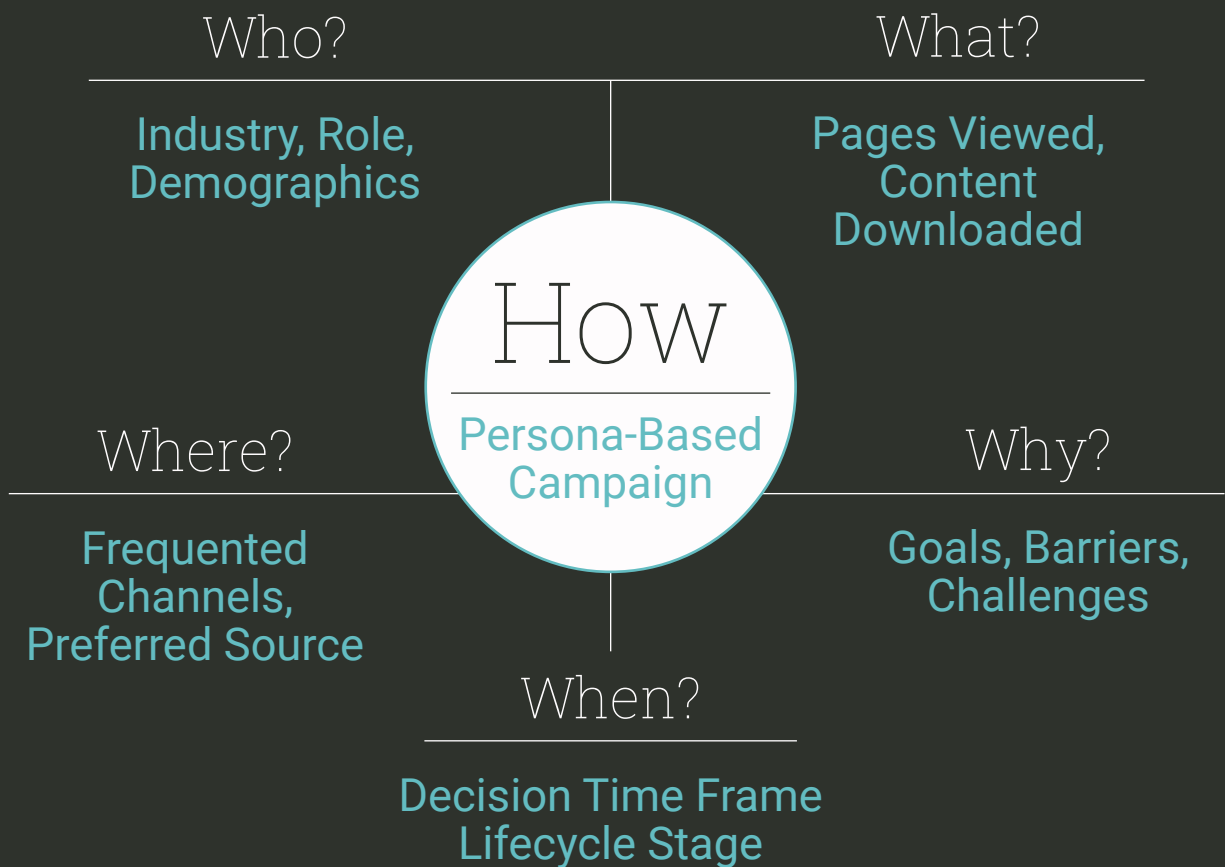
Artificial intelligence (AI) may be a driving factor in today's marketing landscape, but human involvement is still a major part of the equation. The marketer sets all the rules that trigger technologies (like programmatic marketing), and these rules are determined by the specific attributes of the buyer being targeted. Beyond that, buyer persona development still remains the foundation from which all marketing strategies and campaigns stand. It's what makes the targeting efforts in demand generation possible.

Think about it — if a brand doesn't understand who it's selling to and how that audience perceives the brand, how can the brand effectively pull these individuals into its marketing lifecycle and provide valuable touchpoints to keep them orbiting?

When designing different targeted campaigns, segmenting audiences is necessary. And one of the most effective ways to **segment audiences** is by gaining a deeper understanding of persona attributes, including age, gender, interests and behaviors.



For B2B, critical attributes include job title and vertical, key challenges and specific goals. With these insights, campaign content, language and tone can be adapted, making them more relatable, valuable and aligned with the buyer's intent.



Marketers should also flesh out personas to further optimize programmatic marketing campaigns. Marketers can input attributes into the platform's buying algorithm, and the platform instantaneously adjusts to produce a more accurate output. The more thorough the buyer persona, the more effective the output.



ANATOMY OF A MODERN DEMAND GEN CAMPAIGN

Blackline Safety, a wireless location leader that develops and manufactures lone-worker safety monitoring solutions, decided it was time to change the way it markets its products and services. The company had a robust database of leads that needed reactivated or re-engaged, and also wanted to generate new leads online using inbound marketing best practices.

What they needed:

- 1 educational eBook
- 2 blog posts per week
- Facebook advertising
- LinkedIn Sponsored stories
- Google Adwords PPC
- Retargeting with Perfect Audience
- 1 batch email to existing contacts
- 4 drip emails for follow-up

blacklinesafety



Here's how it worked:



Step 1

Interview Buyers & Stakeholders to Determine Buyer Intent



Step 2

Develop Targeted eBook: "The Modern Safety Director's Guide to Employee Safety Monitoring"



Step 3

Consistently Write Supporting Blogs on the Topic to Generate Organic Search Traffic and Leads



Step 4

Send eBook to Existing Contacts via Batch Email & Target New Contacts on Various Channels (PPC, LinkedIn Sponsored Stories, Retargeting)

Promote to Existing Contacts Who Didn't Convert on Email via Other Channels (GoChime, Facebook Custom Audiences)



Step 5

Follow Up on Conversions with a Drip Email Campaign Directly Leads to Supporting Assets on the Website



Results in First 4 Months

528 Conversions | 6 Demo Requests

And that's just the start. The more you learn about your audience and where they come from, the smarter your demand generation campaigns can be.



THE BOTTOM LINE

How do you make the new demand generation work for your brand, especially when everything is changing so quickly?

Start with your persona development. Everything stems from the knowledge gained from understanding and segmenting your buyers. Only once you can grasp your buyers' intentions, goals and challenges can you truly perceive their intended buyer journey and, thus, create your marketing lifecycle.

There also is a lot to learn with programmatic marketing and personalization, so brands need to commit both time and resources to creating a robust strategy. But the good news is you don't have to do everything at once. You can dip your toe in, perhaps with retargeting, then continue to add on new tactics.

Keep in mind as your strategy grows, you must keep your buyers top of mind — and work toward a consistent message across all your marketing channels and across your organization. By not only meeting, but exceeding, your buyers' expectations, you ensure you are building quality, long-term buyer/brand relationships that will continue to thrive with time.



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