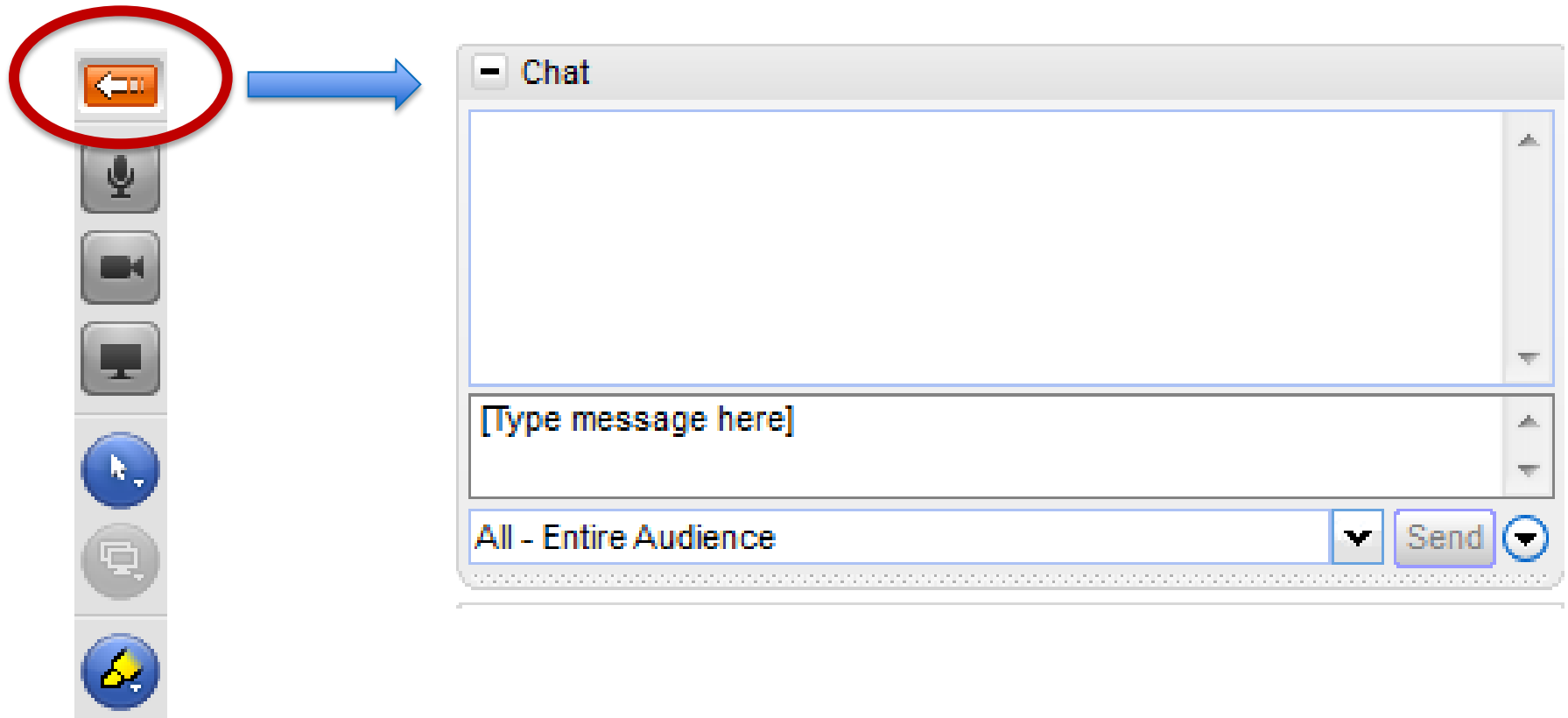
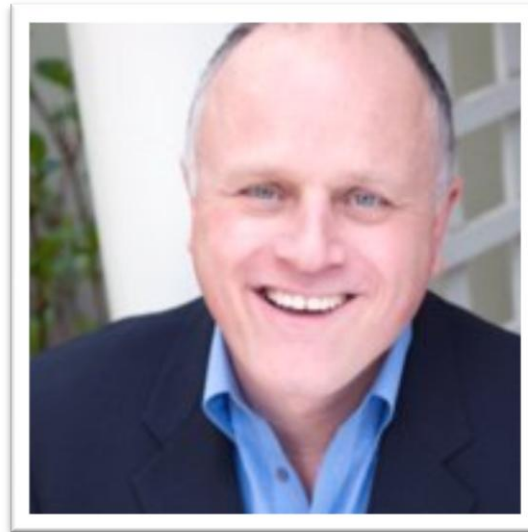


9 steps to Lower Customer Acquisition Costs and Increased Revenue





#ActOnSW



Eric Albertson
Founder and President
Albertson Performance Group
@bizleadgen

9 Steps to Lower Customer Acquisition Costs and Increased Revenue

Eric Albertson

THREE PROBLEMS

Problem #1

Lead Volume

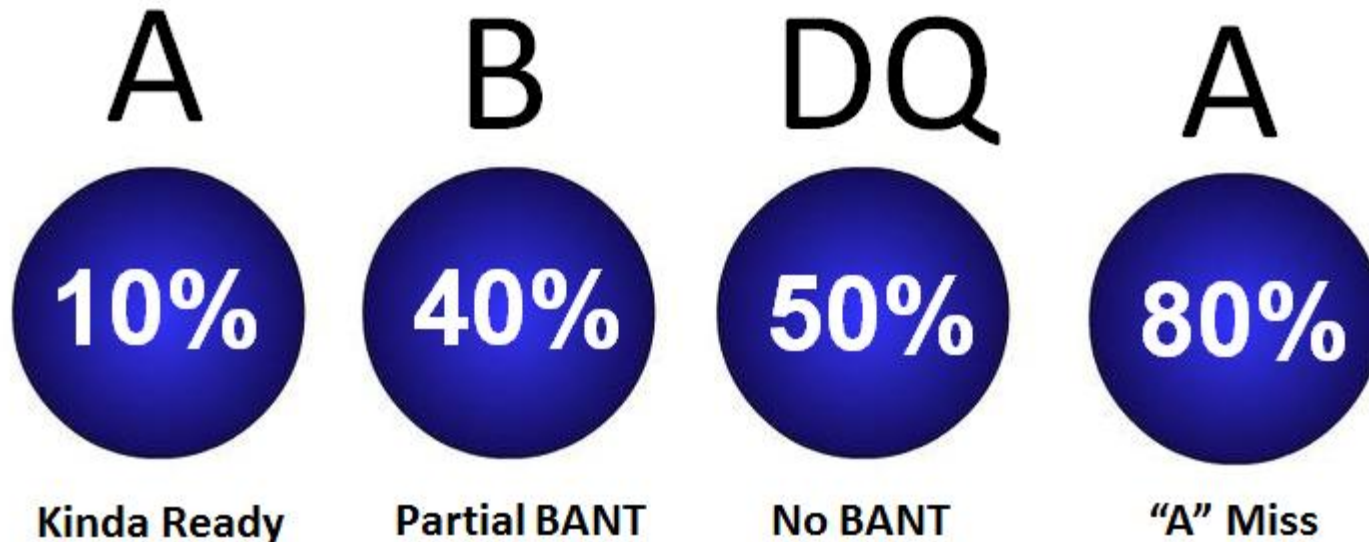
Poor Lead Volume Due To

- Lame:
 - Messages
 - Offers
 - Content
 - Subject lines
 - Pattern
 - Target selection
 - Market coverage

Problem #2

Lead Conversion Rate

Conversion Opportunities



- 90% of the opportunity is usually wasted due to no real follow-up and nurture to drive conversion
- 80% of the "HOT" leads that don't buy from you also get no real follow-up and nurture to drive conversion
- Conversion rates low due to poor or weak Value Proposition

"A" = BANT Qualified

BANT = Budget, Authority, Need and Timeframe to purchase

"B" = 1-2 elements of BANT but not sufficient to turn over to sales

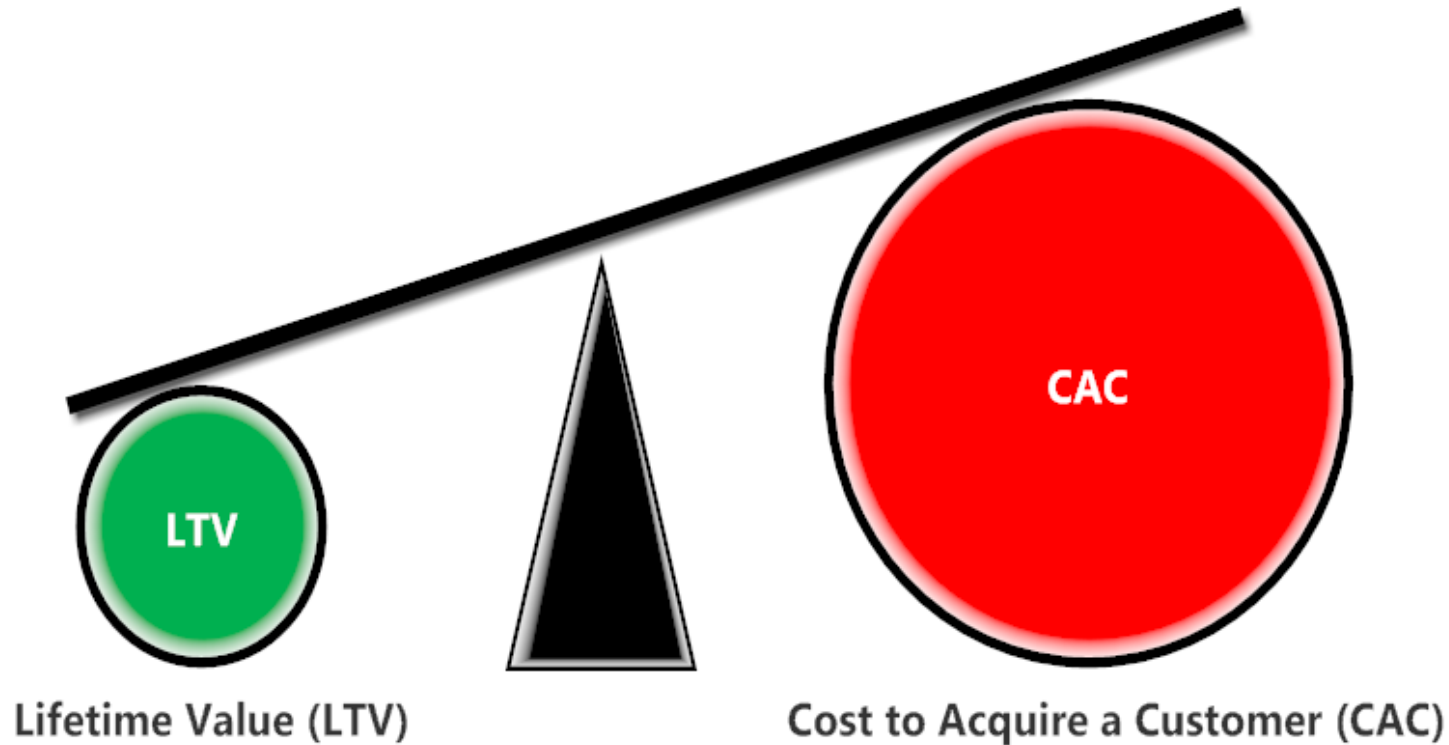
DQ = Disqualified

"A Miss" = "A" leads that sales lost either to a competitor or "No Decision"

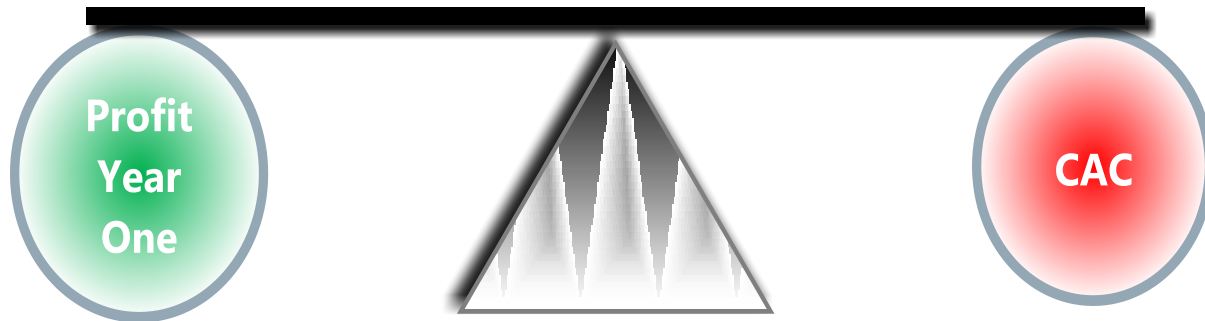
Problem #3

Cost to Generate a Closed Sale

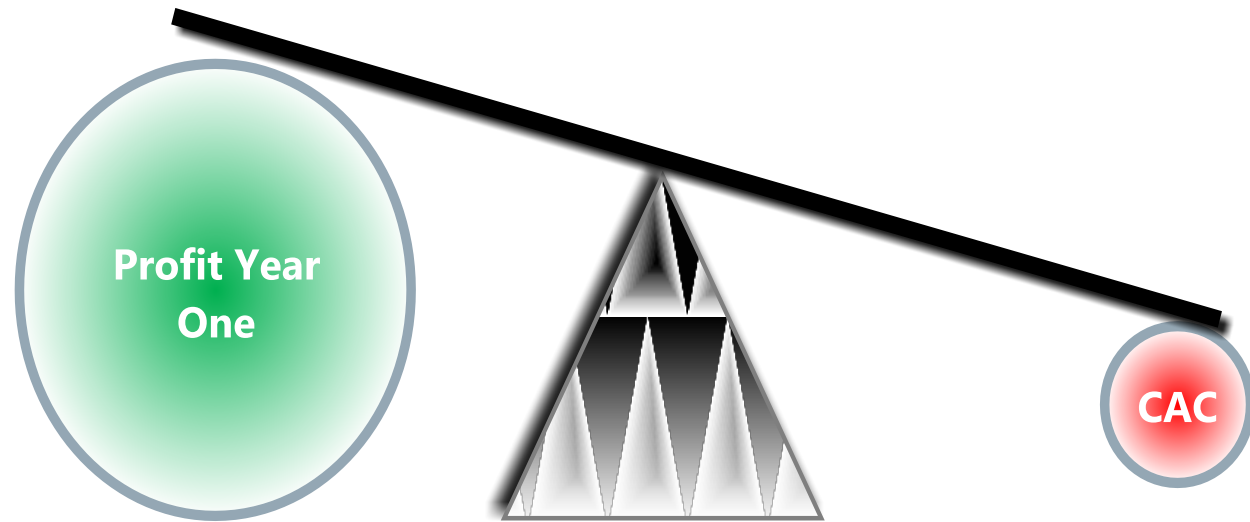
For Some This is a Reality: Start-Ups



For Some This is a Reality

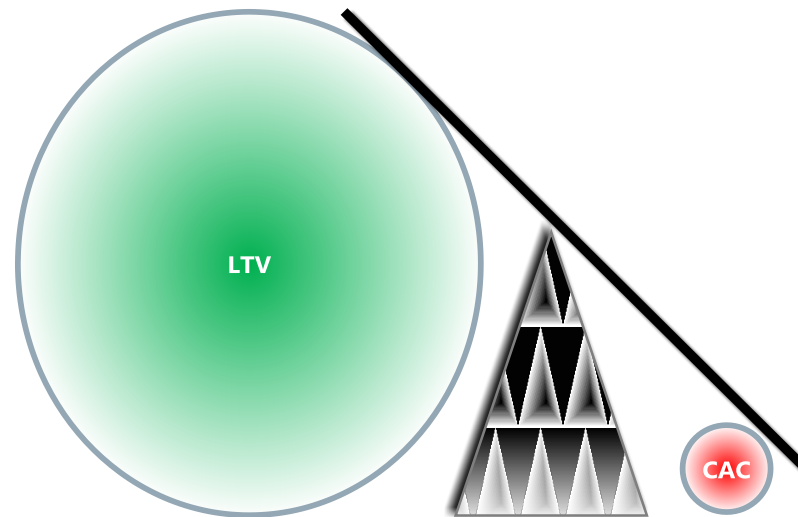


For Very Few This is a Reality



What We Need

A well balanced business model



The Goal Is...

DRIVE the Cost to Acquire the Customer (CAC)



DRIVE the Profit from that Customer's Lifetime Value (LTV)

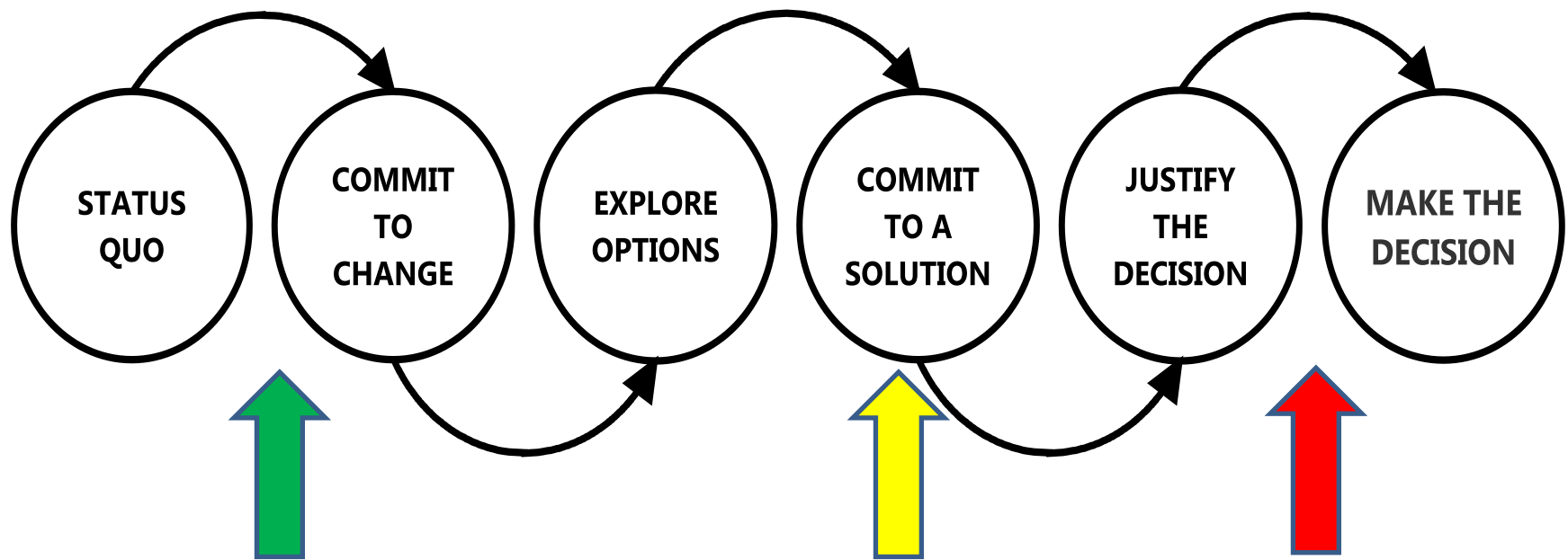


No Follow-Up on 80%+ of Marketing's Leads

- **Problem:** Sales believes marketing's leads don't close and marketing thinks sales doesn't follow-up on leads provided
- **Cause:** Sales experience with leads is that they aren't as closable as the leads they can generate themselves.
- **Solution:** Sales and marketing agree on a lead definition that sales feels will justify being prioritized and will be able to close... and marketing routinely delivers a sales-ready lead that closes 33% of the time or better.

Today

- Buyers are in charge
 - Able to find most of the information they need on-line BEFORE they engage with your sales team.
 - Comparison shopping and reviews are the norm
 - Consumer reviews, complaints and comments
- **70%+** of the decision is typically made before sales engages – if you don't leverage this fact the game is **over** ***before you know the game is on.***



Lot's of Influence

Little Influence

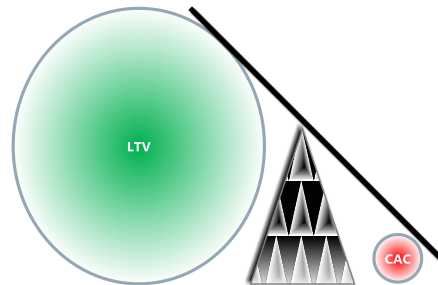
Almost No Influence

Stage Messages

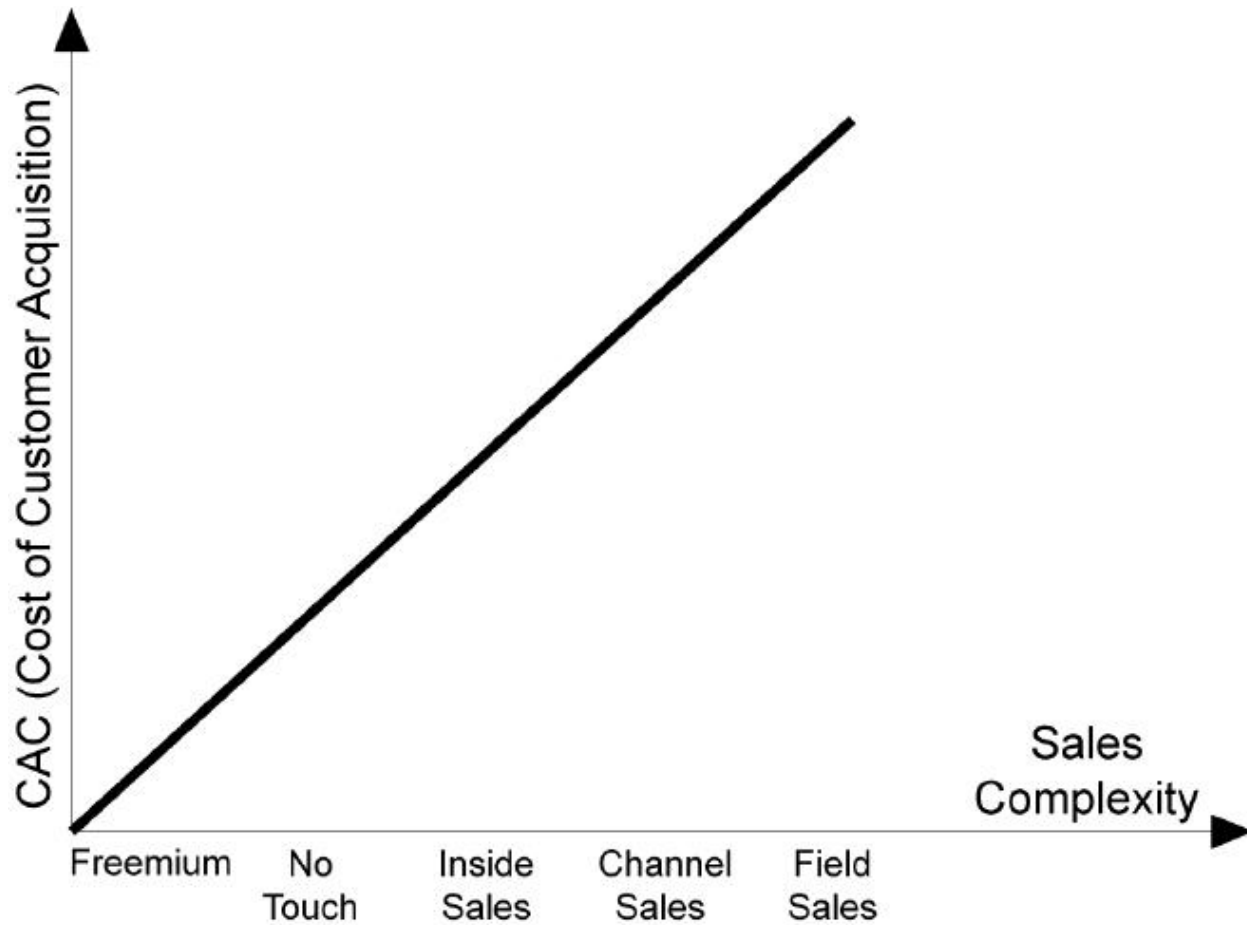
- Status Quo: “Did you know”?
- Commit to Change: “Why its Worth It”
- Explore Options: “Here are All Your Options”
- Commit to a Solution: “Why This Option is Best”
- Justify the Decision: “How to Build Your Case”
- Make the Decision: “Everything you Need After You Buy”



- 30% Annual Growth Rate
- No Sales People
- Part time marketing manager
- 60%+ Margins
- Small PPC Budget



Is This How Sales Costs Work?



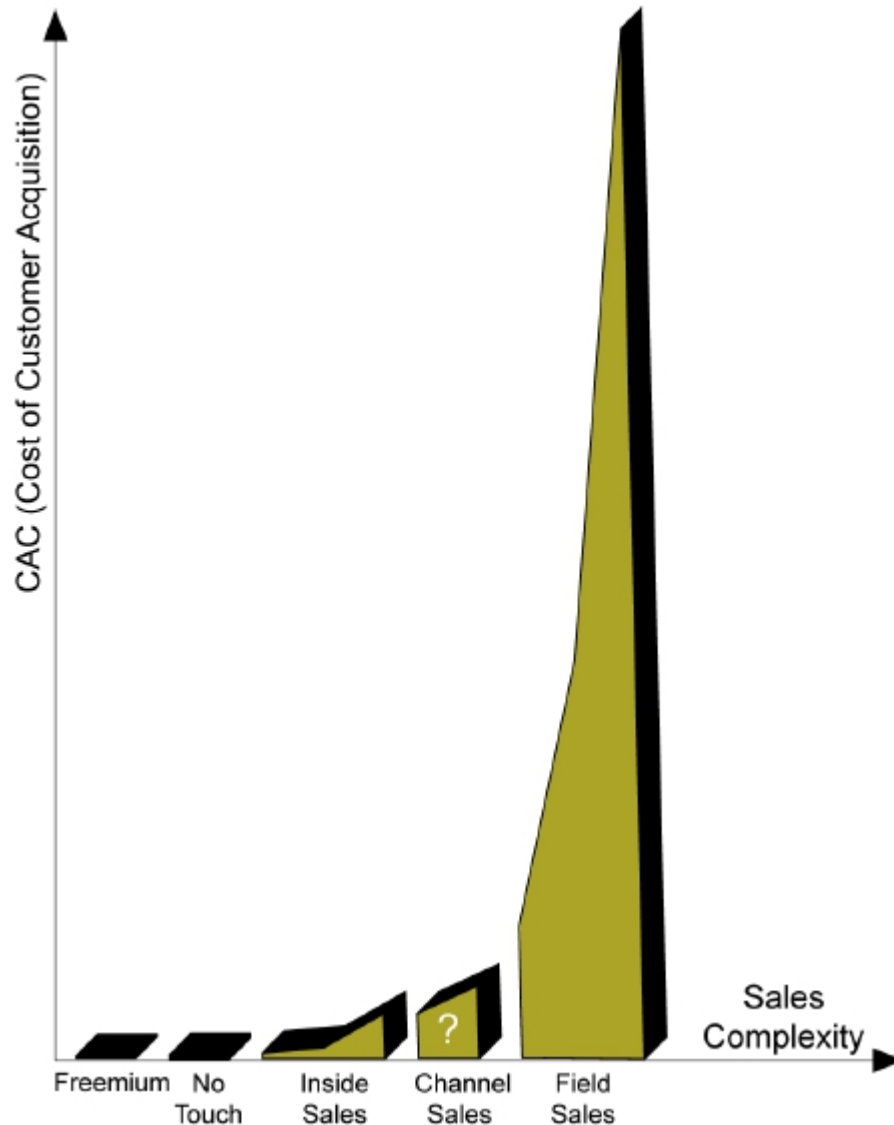
Estimate of Cost to Acquire a Customer



Rough Estimates of Cost of Customer Acquisition (CAC)

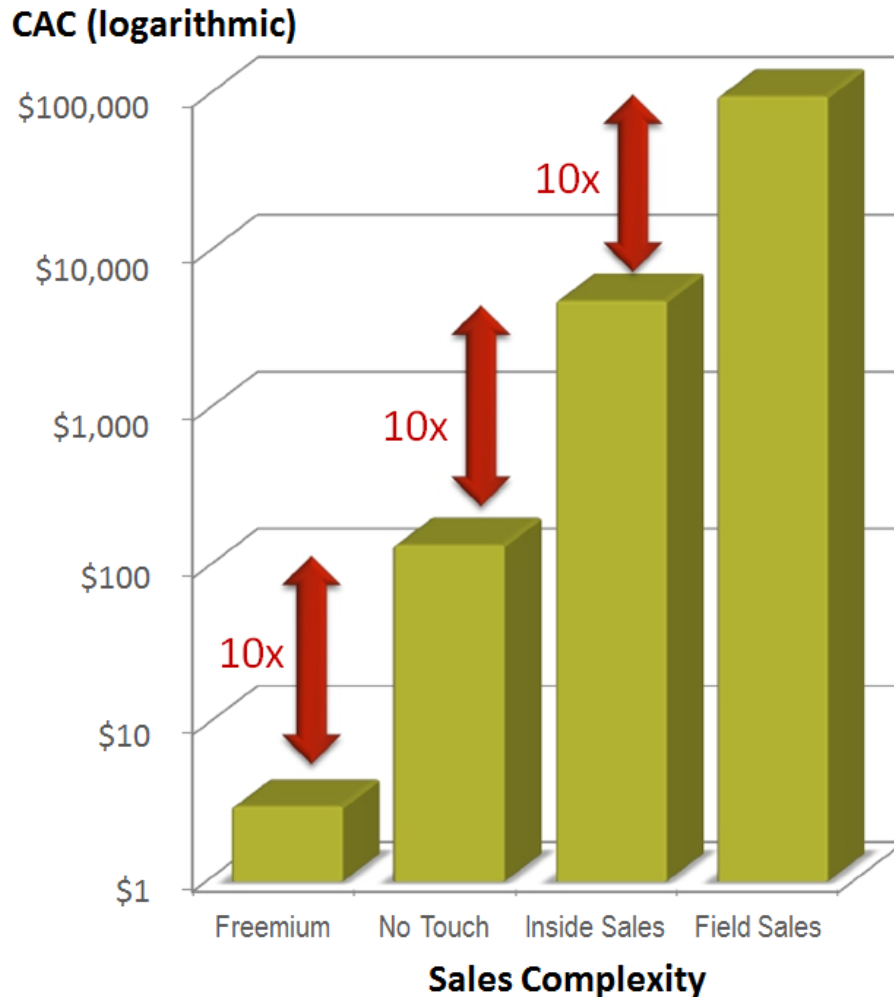


Exponential vs. Linear

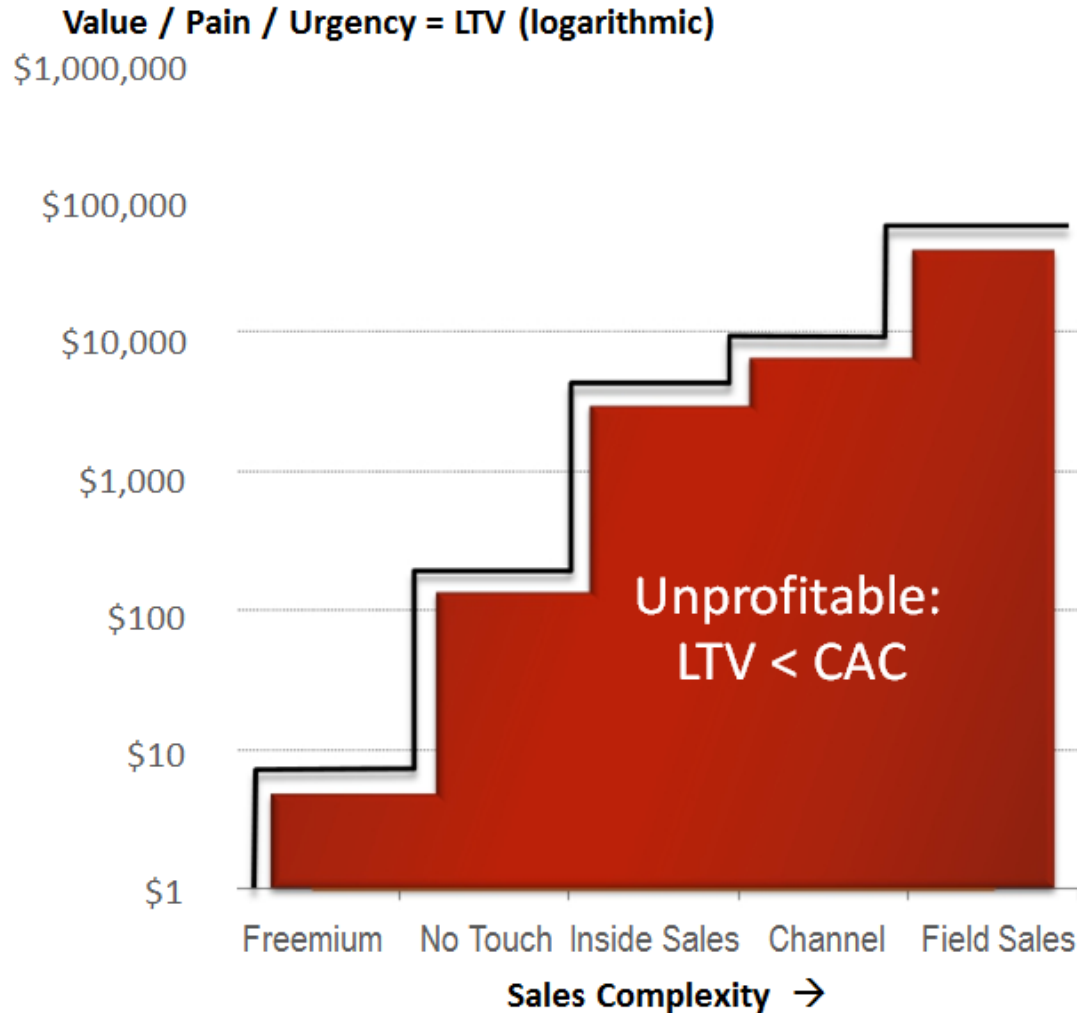


Salespeople are essential
But they explode cost

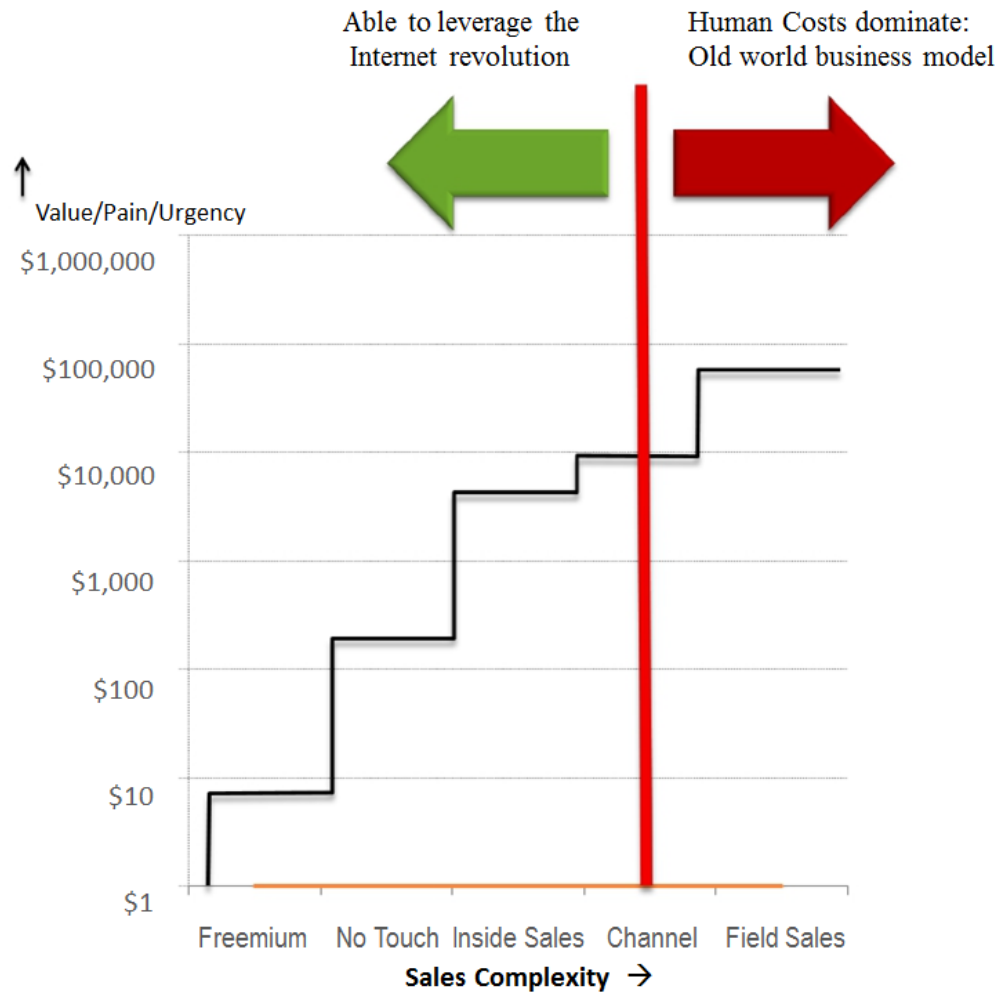
One View of Cost of Acquisition (CAC)



High CAC = High Value, Pain & Urgency



Power of Content & Automation



Make it all EASY

Make it **EASY** for customers to educate and ***sell themselves***

Make it easy to engage with your company and offer

Simple to understand product with POWERFUL value proposition

Content to remove the stall & sticking points, and build a case

The right content reduces or eliminates perceived RISK

Enough content to support the level of scrutiny the buying process requires (iPad = low scrutiny while expensive & complex = High)

Make it easy for sales to ***close the sale***

Content that facilitates the buying process – defensible case built

Content for each member of the decision making unit – key players

Make the first commitment easy

Powerful Value Proposition

Clear and believable ROI



STEPS

To lower costs and more revenue



START WITH 4 – 9

1 – 3 will make more sense if we hit them later...

4

ALIGN EVERYTHING

So that the **MACHINE** produces a sales-ready lead sales can and will close reliably

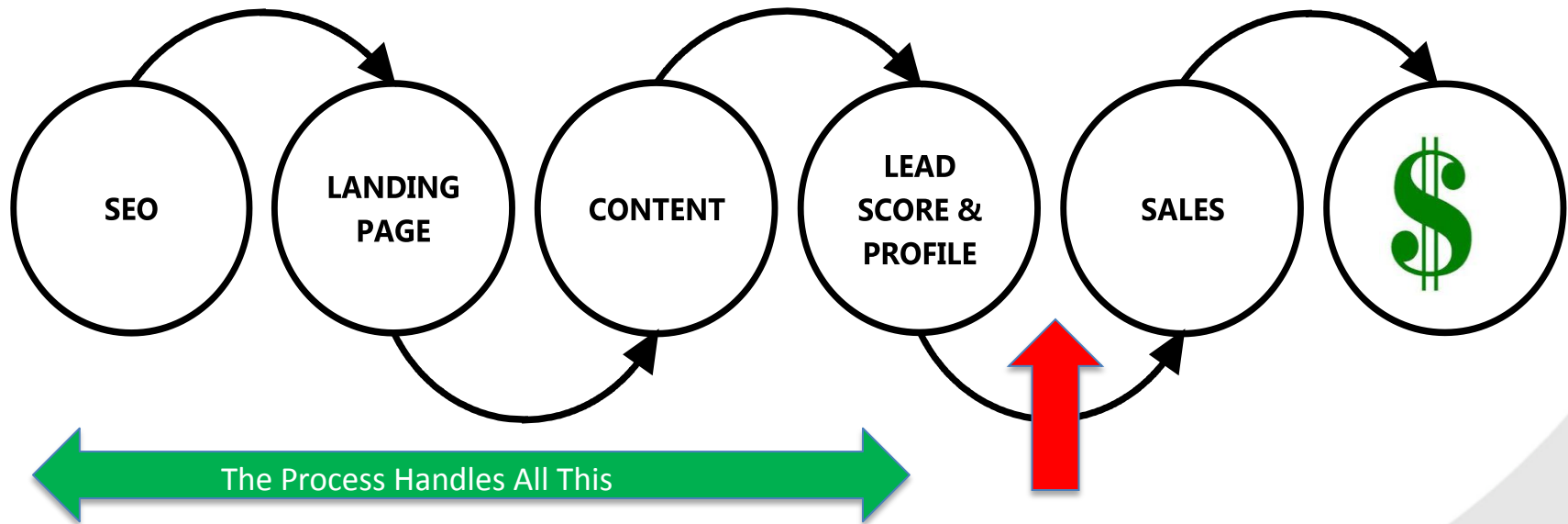




LINK

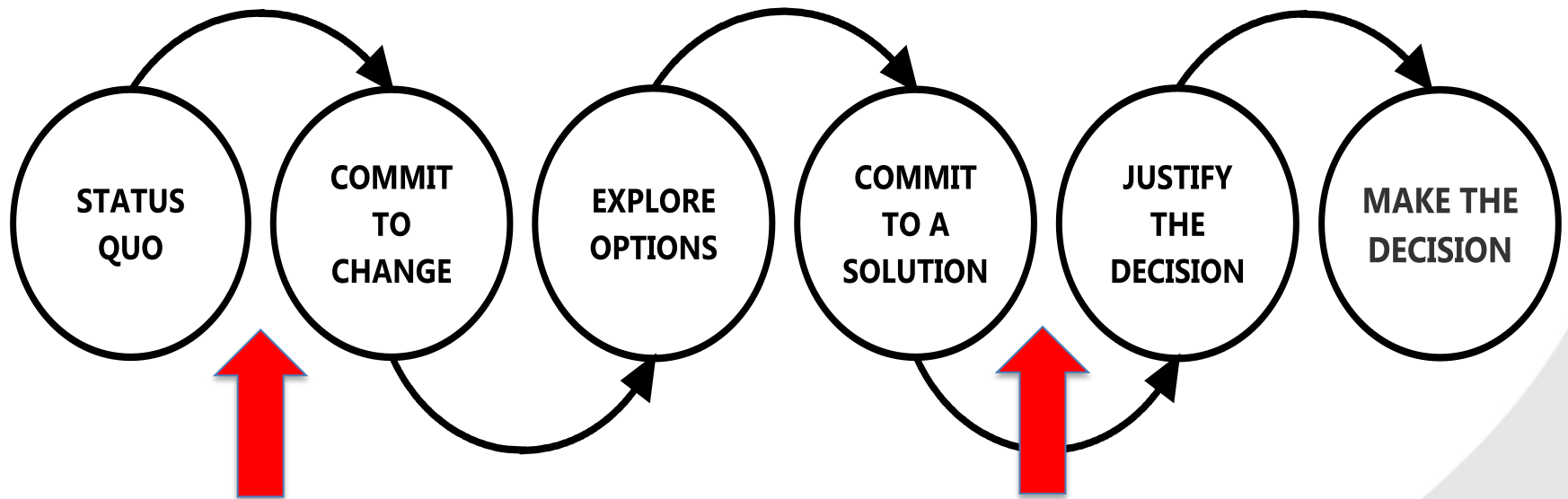
Tie it all together ... from the very start to revenue

FLOW IS LINKED FROM START TO REVEUE



Sales Enters Here
In This Model

DRIVE THROUGH THE CUSTOMER'S ***BUYING PROCESS***



Sales ***Usually*** Enters Here
In This Model

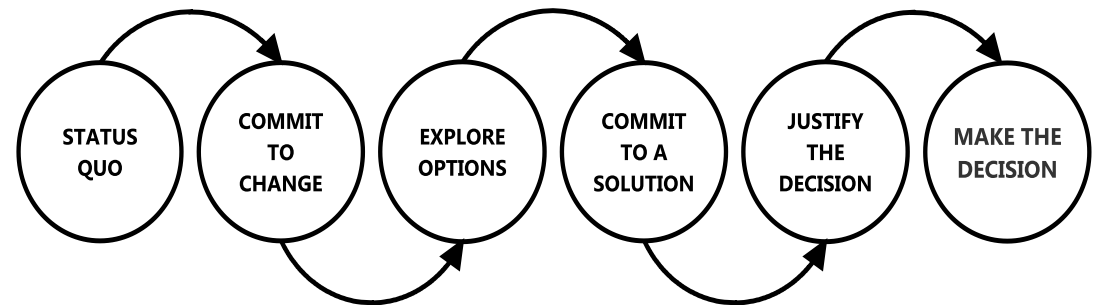
Sales Enters Here
In This Model

Blend and Balance

- Generate Awareness (Outbound)

- Outbound Email
- Webinars
- Events
- PR
- Telemarketing

Customer is in Status Quo or Committing to Change



Customer knows they have a problem and is Exploring Options

- Get Found (Inbound)

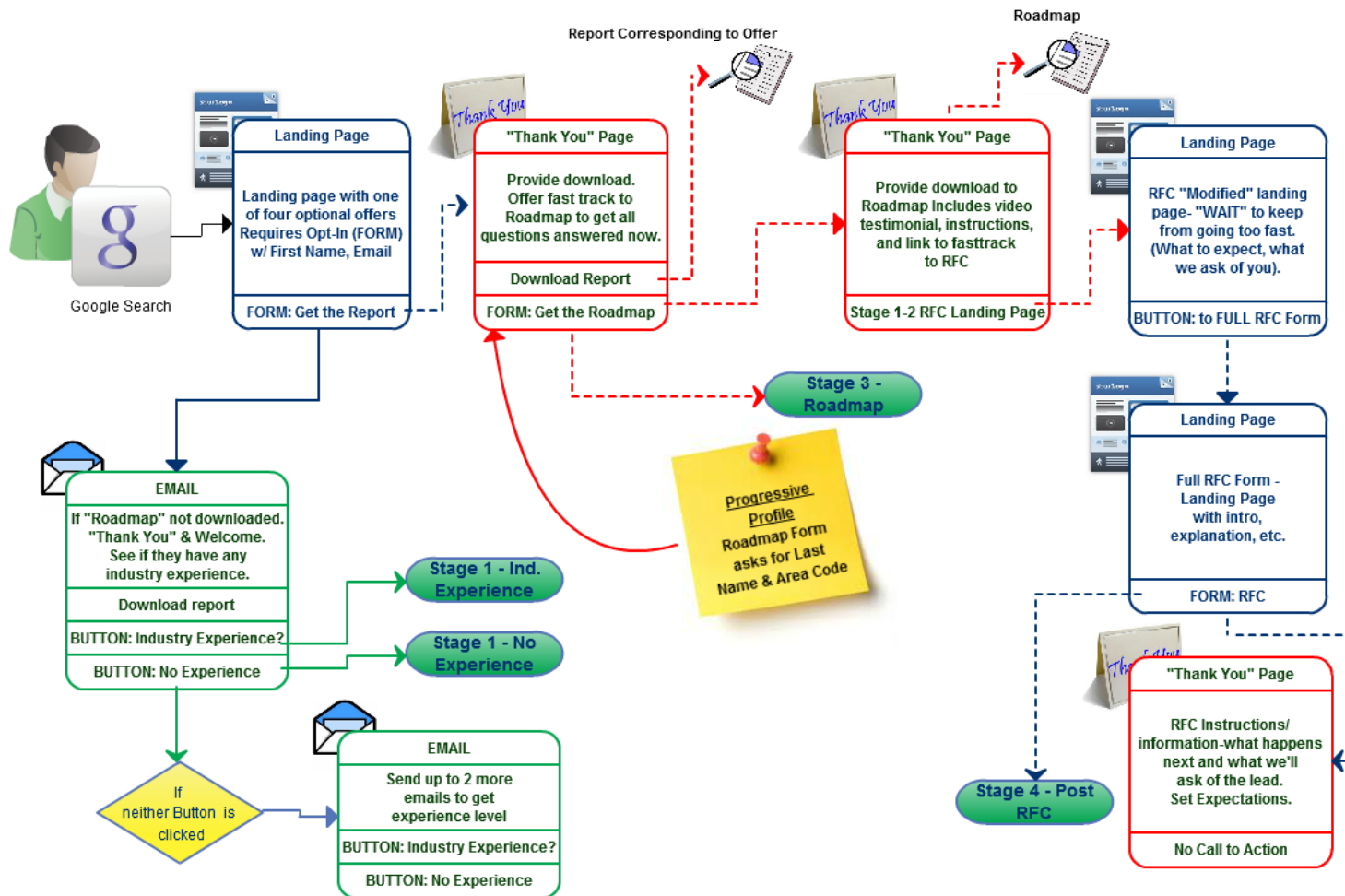
- PPC/SEO
- Fellow Travelers
- Advertise
- Content



AUTOMATE

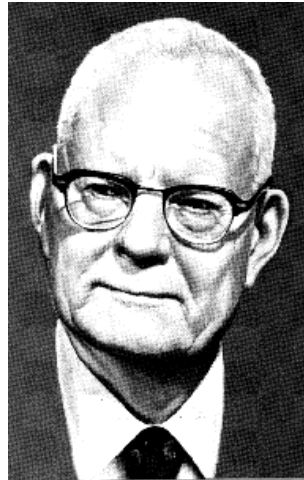
Make it all automatic...

Matco Lead Capture



7

MEASURE



“Certainly we want good results, but management by results is not the way to get good results...work on the causes of results”

- W.E. Demming

“The New Economics” 1994 – Ch. 2 -The Heavy Losses-, page 33



TEST & ANALYZE

Always, always, always be testing!



MiG-15s



Sabre

Better than 8-to-1 Kill Ratio - WHY?

Sabres were pitted against MiG-15s during the Korean war; many consider the MiG superior to the Sabre, but because of one tweak the American Sabre achieved **a better than 8-to-1 kill ratio** against the communist MiG pilots.

Observe, Orient, Decide and ACT = OODA

9

REVISE & IMPROVE



MiG 15s



OODA Pilot Arm



Sabre



Hydraulics



Wire

NOW... back to the beginning:

1

2

3

1

IDENTIFY

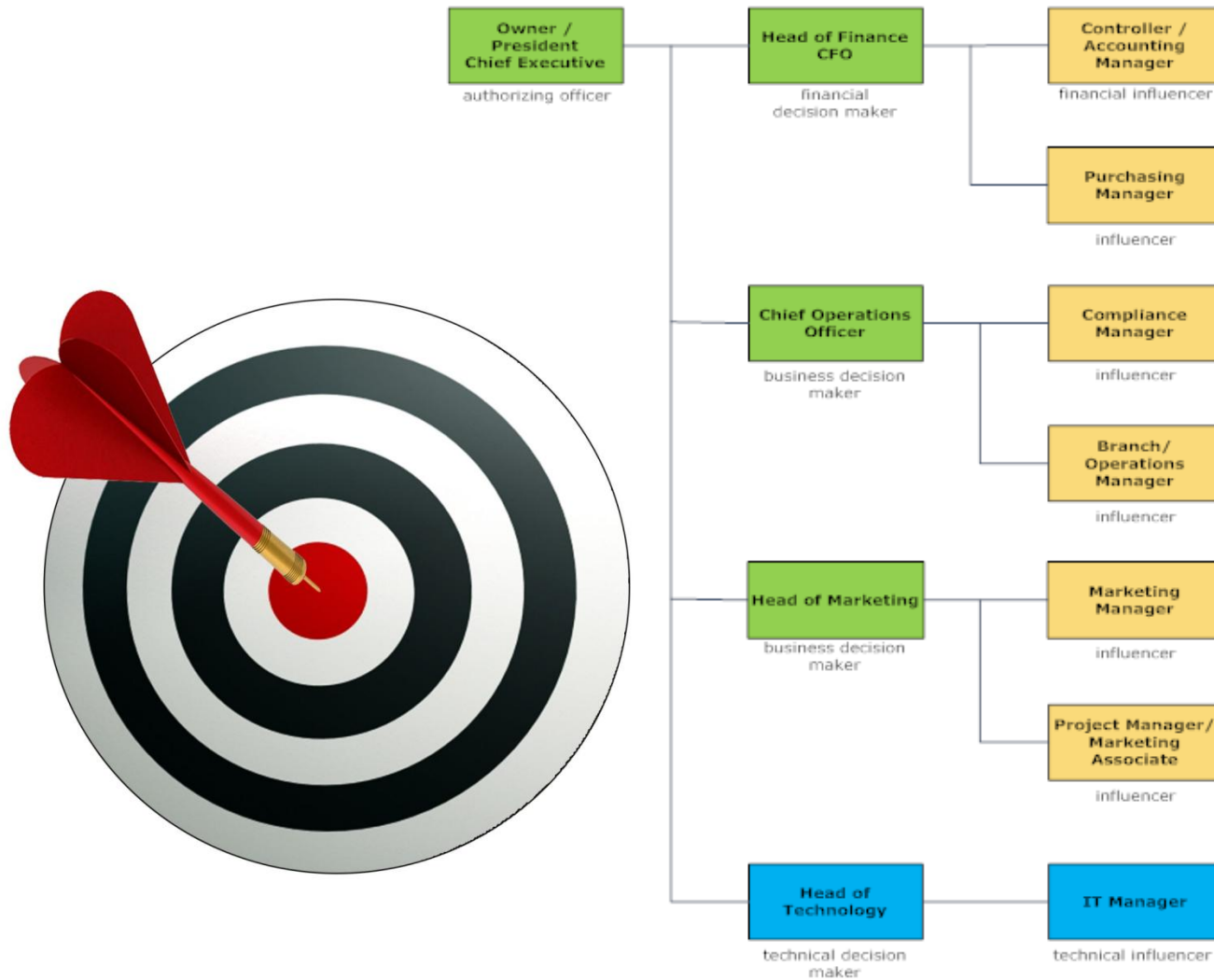
the accounts, sites and roles in the decision making unit – Build the List



Hydraulics

- Who are our “Ideal Customers” at the account level?
- Consider RFM (recency, frequency and monetary)
- What roles constitute the decision making unit?
- What titles imply what roles?
- Where are they located?
- How best to reach them?

Target Key Players vs. Spray-N-Pray



2

RESEARCH

Interview customers, sales and product marketing to find the STALL & STICKING POINTS – ***UNDERSTAND THE CUSTOMER*** and their buying process!



Hydraulics



Research



Lots of research... just not the right research



CONTENT

Remove the ***stall and sticking points*** in the buying process. Answer their questions.



Hydraulics

All to *ENGAGE* them to *ENTICE* and *MOVE THEM* through the buying process.

This research process takes the much of the ***PAIN*** out of building content.

Fuel The Buying Process

- An intimate understanding of the Buyer
 - Buying behavior
 - Likes
 - Dislikes
 - Sticking points
 - Stall points
 - Education needs
- **Understanding** translated into content and nurture built from the customer's logic and perspective...
- Content that is relevant to the buyer and the buying process
- Content that **BOTH** Sales and Marketing agree upon

... is the key to generating volumes of sales-ready leads that close and do so with the minimum CAC.

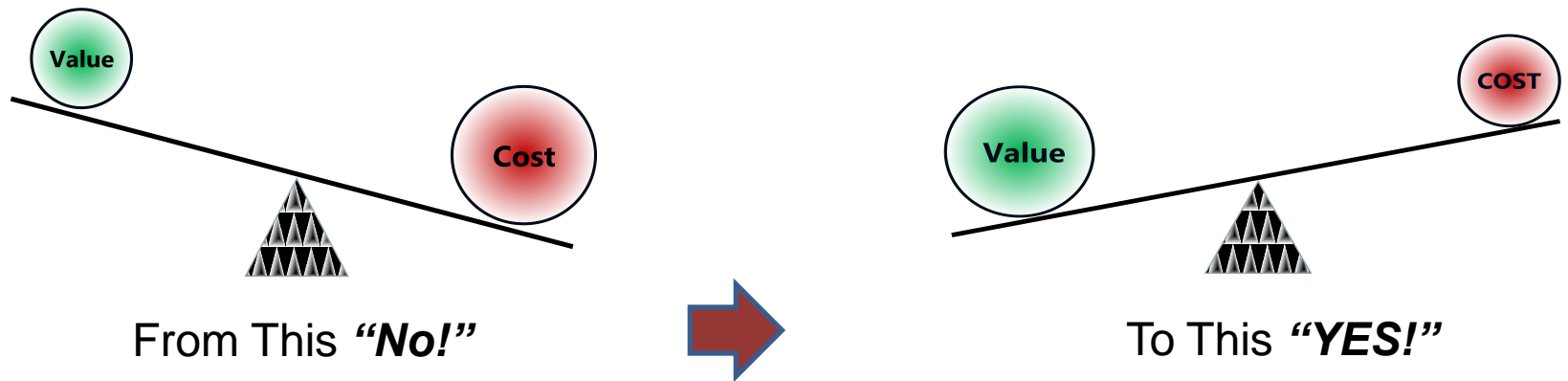


VALUE PROPOSITION



Hydraulics

How We Move From No to Yes

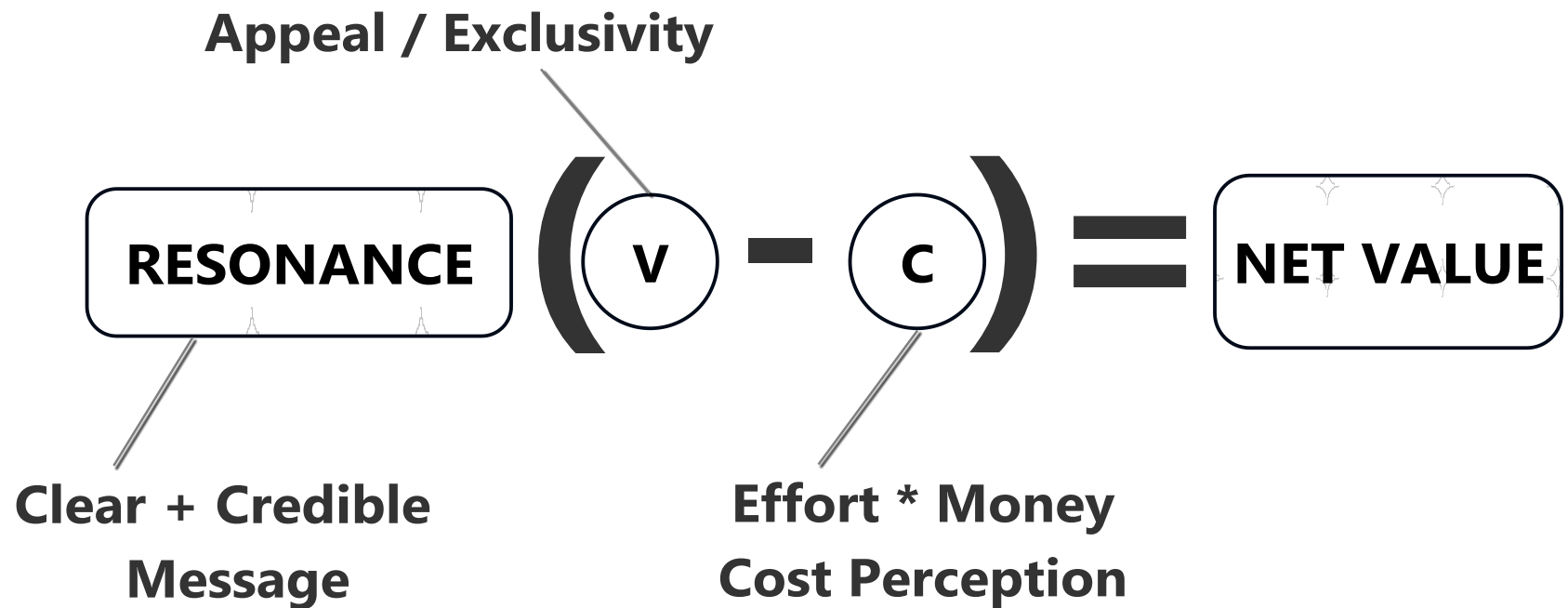


Every ***request for action*** must be in the context of the value proposition!

Ultimately, you're answering one key question:

Why buy from you vs. the alternatives?

Using the following formula...



Drives content, landing pages and any conversion point

Potential Claims of Value

Rank	Potential Claims of Value	Appeal (1-5)	Exclusivity (1-5)
1	Minimum 20 years' experience in marketing/sales/copywriting/SEO/technology and over 10 on marketing automation platforms	5	5
2	Specifically identifies the buying process and value proposition before defining or creating content	4	5
3	Actual interviews, resulting in content finely tuned to customer voice – content is more relevant and is thus consumed at a higher rate.	4	5
4	APG Guarantee – Agreed upon goals met or exceeded	4	4
5	Process and methodologies fully defined and documented – customers can rinse and repeat	4	4
6	Content designed to carry prospect all the way through buying process.	4	4

Value Proposition Example

Why APG for Marketing Automation Implementation?

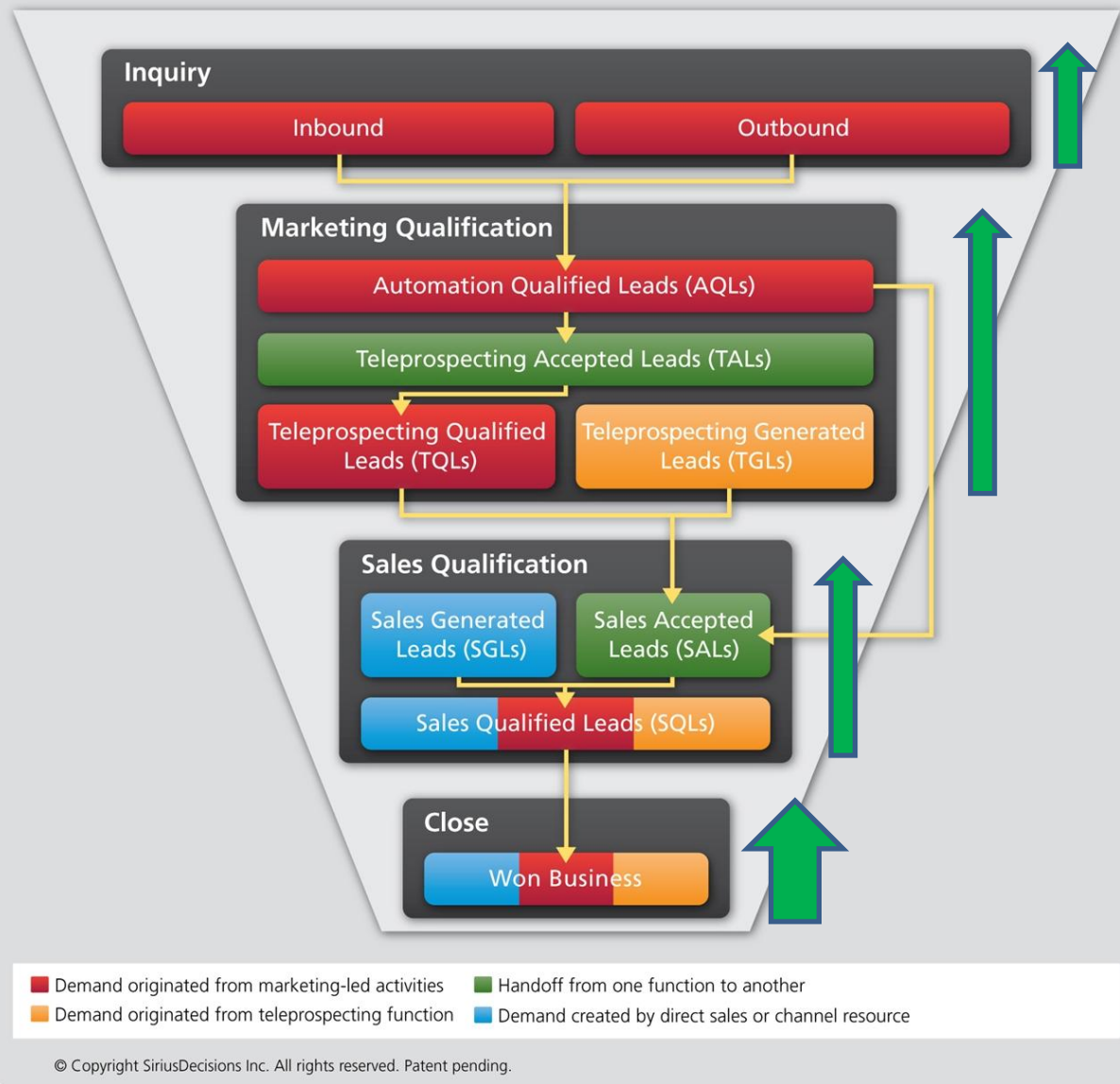
Because Albertson Performance Group (APG) is the only company that conducts live interviews and exhaustive research prior to the definition or creation of lead capture and nurture content, producing content with a higher consumption and conversion rate. APG specifically ties all content to the actual customer buying process and customer value proposition, producing content that is more relevant to the prospect. With each consultant having over 20 years' experience in marketing, sales, copywriting, SEO, and technology, APG is the only highly-experienced consultancy that can provide a formalized, documented process which enables a customer to rinse and repeat on their own. As a result, APG can guarantee results and has ***never*** been asked to provide a refund.

SUMMARY

Problems 1-3

- **LEAD VOLUME**
- **LEAD CONVERSION RATE**
- **COST TO GENERATE A CLOSED SALE**

The SiriusDecisions Demand Waterfall



Every Stage In The Waterfall Is Impacted

How?

1.IDENTIFY	Identify people in purchase decision
2.UNDERSTAND	Address their buying process and concerns
3.VALUE PROPOSITION	Design actions to pull them through buying process & address concerns
4.ALIGN	Ensure funnel actions lead directly to sales
5.LINK	Link every funnel action to the next step
6.AUTOMATE	Use software to automate (MAP AND CRM)
7.MEASURE	Measure key funnel metrics
8.ANALYZE	Identify sticking points
9.IMPROVE	Brainstorm better enticements and ways to address concerns

SALES LOGIC-DRIVEN FUNNEL

TO A

CUSTOMER LOGIC-DRIVEN FUNNEL

- The Win of This Shift:
 - More leads (research, content and nurture drive this)
 - Higher conversion to revenue of the leads we get (nurture)
 - Lower Cost of Customer Acquisition (CAC)
 - Ability to drive higher account life time value (LTV)
 - Sales and marketing alignment on definition of a sales-ready lead
 - Real word-of-mouth referral volume
 - We put our competition on their heels (rapid improvement iterations)
 - We can control our future (hands on the levers)



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Albertson Performance Group
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Next Steps



Interested in a demo

Call +1 (877) 530-1555

Email sales@act-on.com

Web www.act-on.com

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