

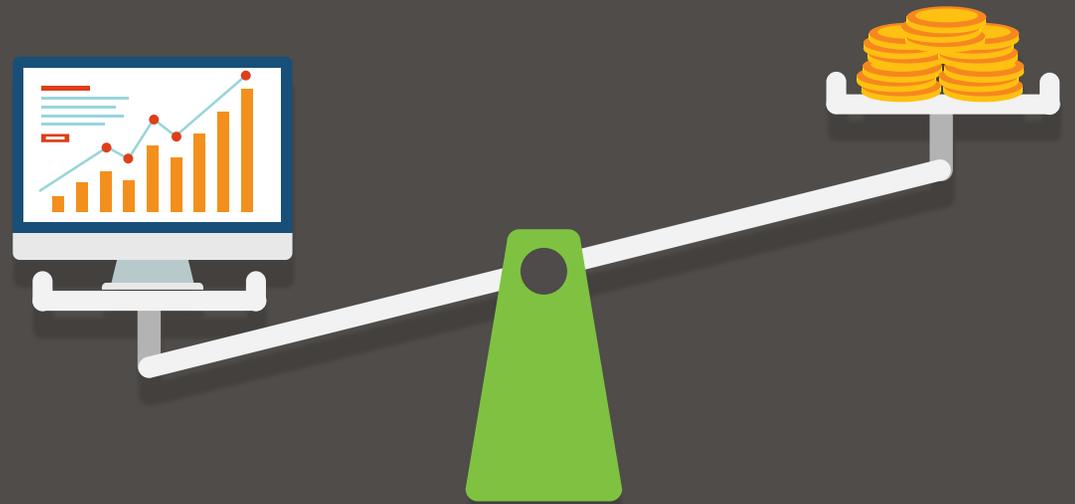
8 WAYS



Marketing Automation Can Expand Your Search Marketing Practice



If you're already good at search marketing...



Marketing automation can help you expand your expertise. There's no doubt good paid search and SEO are worth their weight in gold. Talented search marketing agencies do a great job of generating the leads that companies can use to grow relationships and ultimately make sales. The power of search marketing can be multiplied by helping clients manage engagement after the click and conversion. You could be sitting on a gold mine with your existing clients' needs by simply introducing an extension of your current services.

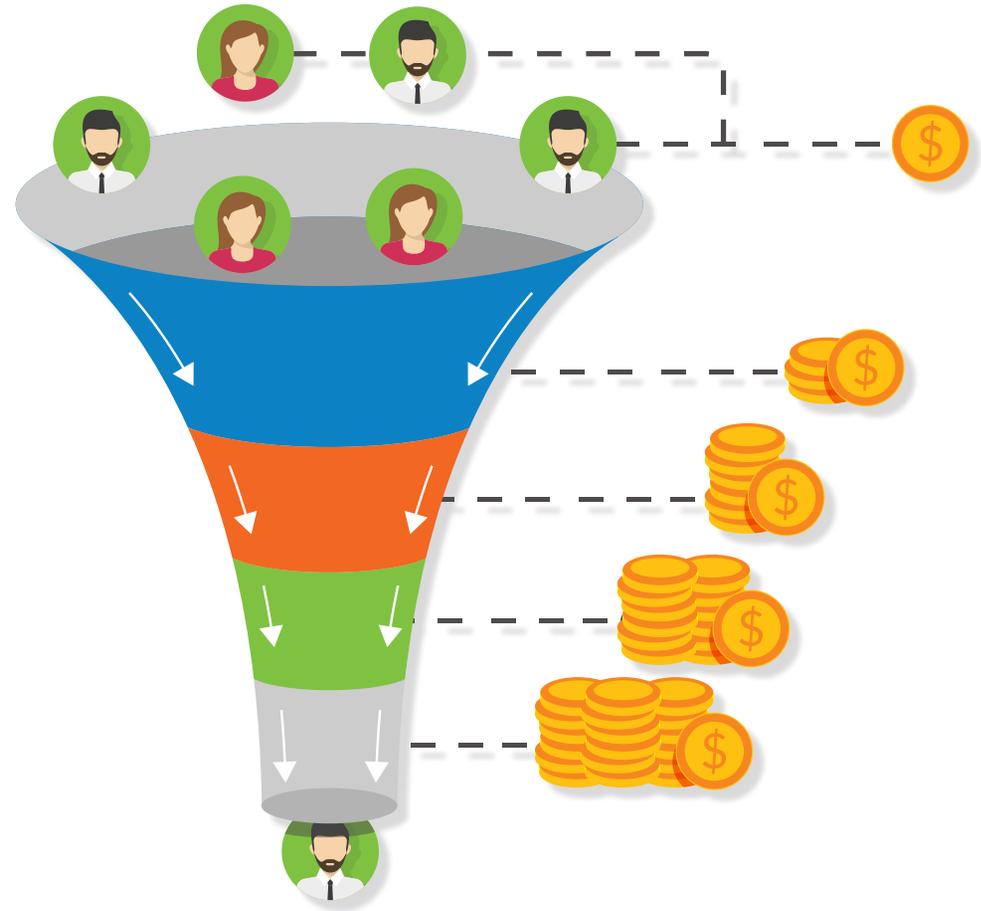
In this eBook, you'll learn nine ways to leverage or expand your agency's search marketing skills to win with marketing automation.

1

Same Funnel, Different Focus

The skills and strategy necessary to succeed in search marketing are closely related to what it takes to win with marketing automation. With search marketing, you're trying to attract certain types of leads with focused campaigns. You also strive to maximize conversions with relevant landing pages, interesting offers, and targeted calls to action. You would use a similar strategy and approach in marketing automation.

What's more, marketing automation can also give you a greater level of professional and client satisfaction, because you can have more influence on potential leads and conversions than what traditional search allows.



2

Beyond Conversions

Search marketing is all about attracting leads and getting them to make that crucial first step – whether your conversion goal is a form submission or a visit to a specific page. Beyond the initial action, there’s a growing need in agencies already doing search marketing to better educate and qualify converted leads and deliver opportunities that are considered “sales-qualified.”

The key to turning a cold contact into a sales-qualified prospect is lead nurturing – the process of educating and engaging customers over time until they are ready to buy. This is done most efficiently and effectively by using an automated email program, preferably as part of a marketing automation platform.

Lead nurturing can produce more sales-ready leads at a significantly reduced cost. How much more will your existing clients appreciate you (and spend with you) if you are handing them more potential leads that are already closer to the finish line?

Your client's ultimate objective is to make a sale. And with lead nurturing, you can go beyond building web conversions to delivering more sales-ready prospects.



A ccording to Forrester Research, companies that excel at lead nurturing generate 50% more sales-ready leads at 33% lower cost per lead

3

Targeting Audiences and Segments

You're likely already doing discovery and audience definition with clients to develop the best approach to achieving their lead generation and search goals. In addition to helping clients think through their audiences and segments, you can also guide them through the process of thinking "bigger picture," because you've got more tools and tactics to choose from.

SEO and paid search strategies center on segmented audiences and messaging. Marketing automation takes things a step further. Beyond **attracting** the various segments, you can actually **engage** those audiences with follow-up messaging and offers beyond the first-touch click.

The image shows a screenshot of a marketing automation interface. On the left, there is a table with columns for 'Ad group', 'Status', and 'Default Max.'. The table lists three ad groups: 'Broad', 'Inbound Mktg', and 'Act-On'. The 'Inbound Mktg' and 'Act-On' rows have a black circle next to them. On the right, there is a list of audience segments with their names, last counted dates, and counts. The segments listed are: 'MASTER LIST' (10,874), 'PROSPECTS' (5,534), 'CUSTOMERS' (5,340), 'PRODUCT A' (1,246), 'PRODUCT B' (2,006), 'ATTENDED WEBINAR' (87), 'MARKETING QUALIFIED - LEAD SCORE OVER 30' (85), 'SEARCH TERM - MARKETING AUTOMATION' (129), and 'Visited Website at Least 3 Times' (129). Dashed lines connect the black circles in the table to the corresponding segments in the list.

Ad group	Status	Default Max.
Broad	Eligible	
Inbound Mktg	Eligible	
Act-On	Eligible	

Segment Name	Segment Last Counted	Count
MASTER LIST	Uploaded List Created: Tue Jan 21 2014 4:54 PM	10,874
PROSPECTS	Segment Last Counted: Wed Mar 12 2014 2:01 PM	5,534
CUSTOMERS	Segment Last Counted: Wed Mar 12 2014 2:01 PM	5,340
PRODUCT A	Segment Last Counted: Wed Mar 12 2014 2:01 PM	1,246
PRODUCT B	Segment Last Counted: Wed Mar 12 2014 2:01 PM	2,006
ATTENDED WEBINAR	Segment Last Counted: Wed Mar 12 2014 2:01 PM	87
MARKETING QUALIFIED - LEAD SCORE OVER 30	Segment Last Counted: Wed Mar 12 2014 2:01 PM	85
SEARCH TERM - MARKETING AUTOMATION	Segment Last Counted: Wed Mar 12 2014 2:01 PM	129
Visited Website at Least 3 Times	Segment Last Counted: Thu Nov 13 2014 5:51 PM	129

4

Translate PPC Wordsmithing into Email and Social Genius

Got a knack for developing PPC copy that's shorter than 25 characters? Take advantage of your copywriting kung fu for email and social campaigns.

This is one of the most maddening things for a search marketer – having so much to say and so few characters with which to say it. What if you could say what you wanted to a searcher in 100 words instead of a 25-character headline? With good email and social copy, you can do just that. Marketing automation makes it possible to take the same approach as a tactic like paid search, but it gives you far more flexibility for attracting and converting the right prospects. Use your mad skills in developing PPC messaging to develop richer, more interactive assets in a marketing automation environment.



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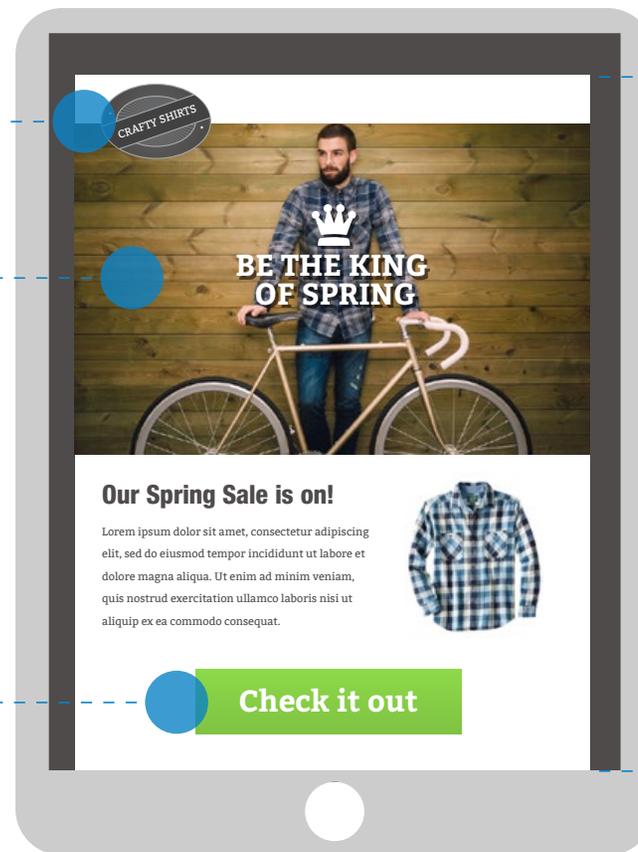
Leverage Your Design Talent

Marketing automation includes many different outbound channels, and one of the key delivery mechanisms is email. Even though you may not be offering email design solutions today, the good news is that your designer who creates successful banner and visual display ads can translate those skills into effective email designs. With marketing automation, you don't need new team members to design assets. More likely than not, you just need to give existing team members the keys to the marketing automation kingdom, and magic will happen.

Branding included

Clear visual message and eye-catching graphics

Clear and prominent call to action



Simple design that's uncluttered and focused

6

Landing Page Optimization

One of the biggest similarities between marketing automation and search marketing is that they both call for the development of compelling landing pages and calls to action. All the traffic you can generate from search marketing can be driven to landing pages that are centrally tracked and managed for optimal results across all lead generation efforts.

Marketing automation enhances search marketing campaigns by making it easy to test, target, and adjust the conversion environment and then deploy what's working across more channels. By leveraging a marketing automation platform's ability to efficiently create landing pages and lead capture forms, you can split test, measure, and optimize conversion activities to drive increases, while also getting a better understanding of the quality of leads you're generating.

Turning searchers into prospects is as much art as it is science, and having the ability to create those online destinations that drive action is your specialty. Why not add that landing page secret sauce to more marketing recipes for your clients?



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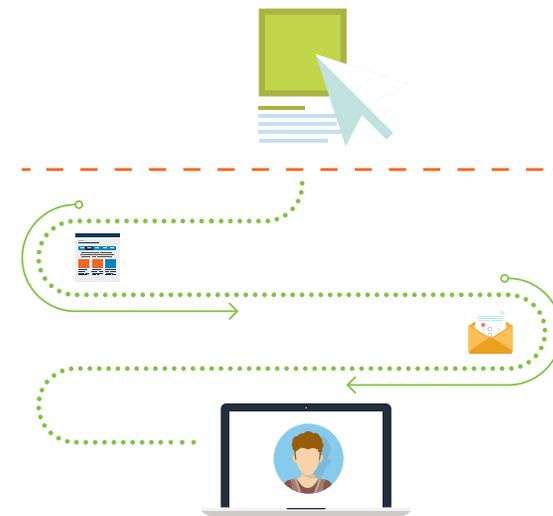
Take Advantage of More Data

A key advantage that search firms have in establishing a marketing automation practice is the ability to effectively measure and analyze available data. Your team is already well-versed in looking at numbers and searching for trends, patterns, and the minutest details to unlock hidden opportunities in search marketing. And so it goes with the data that's available through marketing automation.

Conversions over traffic = Conversions over open and click rate



**Visibility from click through ALL SUBSEQUENT BEHAVIOR
(value beyond the click)**



8

Remarketing on a Whole New Level

Marketing automation makes it possible for you to track a visitor's behavior after the click and build behaviorally based follow up campaigns, not just a single landing page. By customizing the message based on a visitor's history and behavior, you basically get remarketing on steroids!

In search marketing, all you know about a visitor is that key phrase that brought them to your landing page. With marketing automation, you can track individually identifiable visitors across your search data, website, email campaigns, and social content to gain a rich history of what they've done – and what they're likely to want to see next.



Same Team, New Game

Fortunately, marketing automation enables your search agency to leverage the strengths of your existing team and enjoy even greater use of their talents. Because there is substantial crossover in the skills required to thrive in marketing automation and search marketing, your team can learn and master a new discipline – and become more versatile as marketers – in the process.

Who's currently in your starting line-up, and how could you use them in marketing automation? Let's take a look.



Mastermind

This is the strategist – the one that works with clients to understand their goals, develop audiences and messages, and determine various triggers and motivations in the buying cycle.



Designer

Your creative design mind who can say a thousand words with an image in an ad or landing page. Given the similarities with email design and landing pages, this is an easy evolution for this role.



Copywriter

The same type of content creator banging out landing page content and ad headlines can easily handle short-form email copy and subject lines.



Technician

Running the various PPC platforms, SEO tools, analytics, and content management systems is all about learning a software system and operating it effectively. Marketing automation software is a technician's playground with tools to build, monitor, measure, and refine a variety of engagement strategies.

The Extra Mile Has All the Good Stuff

There's something to be said for knowing your niche and sticking to that – but when a great opportunity comes along to grow your business with no additional capital or human resources required, it's worth a second look.

Your search agency is delivering leads to clients, and with the right marketing automation tool, you can go that extra mile to deliver qualified opportunities and ultimately closed business. Who doesn't want more business?

Take advantage of the many similarities between search marketing and marketing automation to grow your agency:

- 1 Use a similar approach to lead generation with targeted campaigns, offers, & optimized conversion strategies, all managed in one system.
- 2 Leverage the power of lead nurturing with leads you generate, and proactively move them toward a purchase.
- 3 Understanding and attracting the right audiences is key – it's also a smart starting point for any engagement.
- 4 Messaging and copywriting translates well across both worlds.
- 5 Visual design best practices can be shared and implemented in both environments.
- 6 Smart landing page layouts and best practices work in all situations to improve conversions.
- 7 Data is plentiful and available for analysis and agility in campaigns to maximize performance.
- 8 The concept of remarketing is present in both approaches and can be taken to a new level with marketing automation.

Acclaim for Act-On



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awards & accolades...

About Act-On Software

Act-On Software is a marketing automation company delivering innovation that empowers marketers to do the best work of their careers. Act-On is the only integrated workspace to address the needs of the customer experience, from brand awareness and demand generation, to retention and loyalty. With Act-On, marketers can drive better business outcomes and see higher customer lifetime value. The Act-On platform provides marketers with power they can actually use, without the need for a dedicated IT resource.

Connect with us to learn more