



HOW A CMS ENABLES B2B MARKETING SUCCESS

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The Goal of B2B Marketing

The primary goal of a B2B marketer is to drive qualified leads to Sales. Their success is measured by the pipeline (i.e. opportunity count and opportunity dollar amount) generated by marketing programs.

No matter the campaign or technique (e.g. SEO, paid search, social media marketing, paid social media, email blasts, etc.), content sits at the center of a B2B marketer's world. It's content that determines which brands and products are discovered by potential customers.

Content is at the heart of the B2B buyer's journey.

A recent report from Forrester Research sums it up well: "Content is the soul of digital experiences. One billion websites blanket the world -- and the soul of every one of them is made manifest by content."

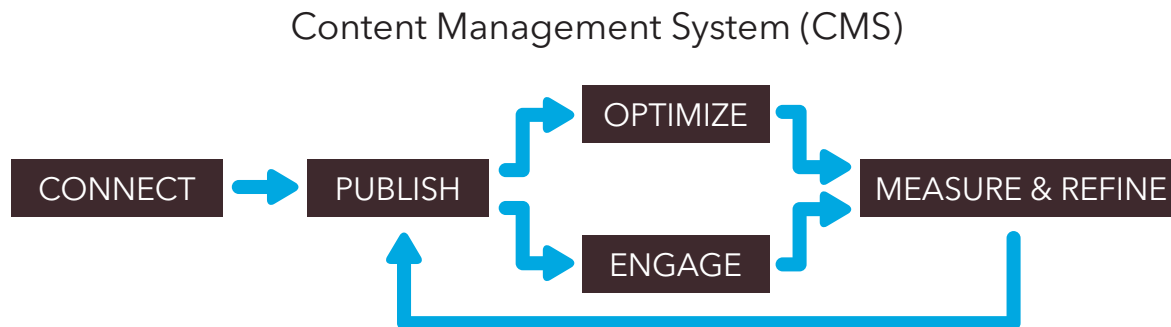
Creating, managing and publishing content requires a Content Management System (CMS). The CMS is an essential tool for B2B marketers. In fact, an effective CMS is the foundation for B2B marketing success.



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2 B2B Marketing Success

A CMS lies at the heart of a B2B marketing framework. In our work with B2B marketing teams, we've seen that "best in class" teams implement a marketing framework like this one:



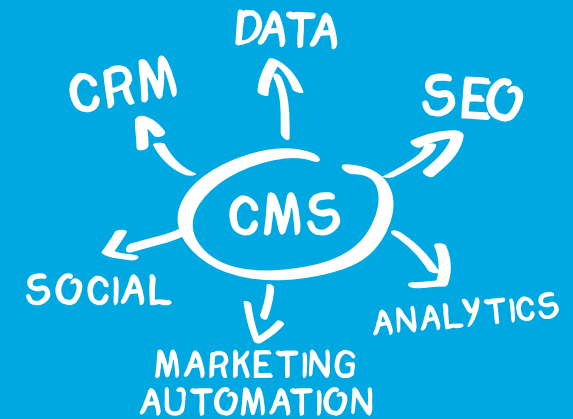
The elements of this framework are:

1. **CONNECT** the CMS to the necessary systems in your marketing technology stack.
2. **PUBLISH** content in the assorted formats desired by your target audience.
3. **OPTIMIZE** content for maximum effectiveness.
4. **ENGAGE** potential buyers to help answer their questions.
5. **MEASURE and REFINE** the impact and effectiveness of your content.

CONNECT

Best-in-class marketing teams position their CMS at the center, then connect it with the essential elements of their marketing technology ("martech") stack. By doing so, content instrumented via the CMS can be measured and optimized. By integrating the CMS with key business systems (e.g. Customer Relationship Management), marketers can connect content to revenue.

Many CMS systems provide built-in integrations to martech systems.



Best-in-class marketing teams position their CMS at the center, then connect it with the essential elements of their marketing technology ("martech") stack.

Alternatively, a commercial module may be available to handle the integration. Lastly, custom development may be performed to connect your CMS to a martech system.

Here are common systems marketers connect to their CRM:



Web Analytics

Marketers connect to a web analytics system (e.g. Google Analytics) by placing a small amount of Javascript code on every page of their site. Whenever a user visits a page, the tracking code sends key details about the visit to the analytics system. Web analytics provide essential insights about website effectiveness, including metrics such as: conversions, new vs. returning visitors, time on site, time on page, bounce rate and more.



Customer Relationship Management (CRM)

Marketers connect to Customer Relationship Management [CRM] (e.g. Salesforce) by integrating data from forms and landing pages. For instance, when a visitor completes the "Request Pricing" form on your website, connecting data from the form submission to your CRM means that your Sales team can follow up with the requester right away.



Marketing Automation Platform (MAP)

Marketers connect to Marketing Automation Platform [MAP] (e.g. Marketo) by placing a small amount of Javascript code on every page of their site. Similar to web analytics, when a user visits a page, data is sent to the marketing automation platform.

Marketers can score leads, measure marketing campaigns and qualify buyer interest. For example, visits to product pages

are stronger indicators of sales interest compared to visits to your job openings. Marketers can use the associated lead scores to better qualify leads, and use data collected by MAP systems to send targeted offers and emails to prospects.



Predictive Lead Scoring

Marketers connect their CMS to Predictive Lead Scoring systems (e.g. Infer) to complement Marketing Automation systems. Predictive lead scoring understands your current customer base and uses advanced machine learning to predict the prospects (in your CRM) most likely to become customers.

Marketers complement marketing automation insights with predictive lead scoring to qualify and send the most “sales ready” prospects to Sales. Predictive lead scoring is critical to maximize sales team productivity. It focuses on identifying highly qualified leads, and helps to increase lead-to-opportunity conversion rates.



Marketing Attribution

Marketers connect their CMS to Marketing Attribution systems (e.g. Bizible) to understand the contribution of content and campaigns to lead generation and revenue. Marketing attribution systems can associate “first touch attribution,” highly qualified leads and new business opportunities to particular pieces of content, such as a blog post published by the CMS.

Marketing attribution systems also determine the impact of paid channels where content is advertised. For instance, marketers can understand how many leads, opportunities and closed deals are associated with a “first touch” on a buyer’s guide blog post.

Similarly, marketers can understand the revenue contribution for each of their paid advertising channels (e.g. organic search, paid search, organic social, paid social, affiliate programs, etc.).

PUBLISH

If content is at the heart of the B2B buyer's journey, then publishing content is the heartbeat. It's harder than ever to gain the attention of a B2B buyer: they install ad blockers in their browsers, opt out of emails and no longer answer the phone. When you interrupt their flow via outbound marketing, they're less likely to respond.

The solution?

Inbound marketing, which involves the consistent publishing of valuable content to your site, by way of your CMS. With inbound marketing, you publish content that addresses the challenges faced by your target customers. While researching a solution to their needs, they'll visit search engines and may find your content in search results.

Now, when they visit your site, you have their undivided attention.

Your CMS helps fuel your inbound marketing. With your CMS, you can publish:

- High-ranking product pages
- Blog posts
- Case studies
- Videos
- Presentations
- Webinars
- Infographics

The more valuable content you publish, the higher chance you'll be discovered by potential customers. If you publish the authoritative blog post in your market, it can generate valuable returns (e.g. traffic, leads, opportunities, etc.) over the long term.

Navin Nagiah, CEO of DNN, had the following quote in an Inc. magazine article: "Yes, there's an investment required to do inbound marketing. But if done well, brands will see a return on that investment that can last for a long time. Unlike outbound marketing, where a paid advertisement lives only for a short period of time, inbound marketing has a longer shelf life. It's an investment that provides much higher returns over the long term."

When building a start-up that has little pre-existing brand recognition, complement your inbound marketing with investments in outbound marketing. At this stage of your business, outbound marketing is worth the investment. Marketing attribution systems will help you determine the contribution of your outbound channels to lead acquisition and revenue.

OPTIMIZE

Beyond managing and publishing content, CMS systems can optimize content to drive meaningful results. In this section, we'll highlight two examples of optimization: Search Engine Optimization and mobile-friendly content.

Increase Traffic via Search Engine Optimization (SEO)

Each month, internet users make 10.3 billion Google searches.

Your CMS should be adept at handling Search engine optimization (SEO), because organic search is one of the most crucial components of generating leads. Your CMS must provide key SEO capabilities such as:

Supports customized titles and meta data.

Your CMS should make it easy to create page titles, headings (H1, H2, etc.), meta descriptions and keywords. These are the minimum requirements for proper SEO.

Creates SEO-friendly URLs. An SEO-friendly URL is keyword-focused, clean and descriptive. Your CMS should avoid creating

multiple URLs for the same page, which is something that can happen if distinct URLs are created based on navigation paths.

Generates an XML sitemap. Some CMS systems can auto-generate an XML sitemap. The sitemap tells search engines how they should crawl your site and which URLs you want them to index. XML sitemaps can also help establish your content as original through the associated publishing timestamp, which is useful after Google's Panda algorithm update.

Supports the canonical tag. The `rel=canonical` tag is found in the head of a web page. It tells search engines the authoritative URL for a piece of content, which helps prevent duplicate content penalties. Your CMS should enable you to insert this tag as needed.

Creates fast, mobile-friendly pages.

Recently, Google adopted a "mobile friendly test" that checks whether your site:

- Avoids software that is not common on mobile devices, like Flash
- Uses text that is readable without zooming



Your CMS is essential to helping your B2B marketing content rank well in search engines.

- Sizes content to the screen so users don't have to scroll horizontally or zoom
- Places links far enough apart so that the correct one can be easily tapped

Your CMS needs to create fast and mobile-friendly pages that pass Google's mobile friendly test. If your site fails this test, Google will penalize your rankings when users search from mobile devices.

A note on keyword strategy: Include keywords in your content that match the words and phrases customers use when they search. Use a tool like Google's Keyword Planner to understand our target keywords' monthly search volume. Keyword strategy is a fine art, but it's a must-do to succeed in inbound marketing.

Create a Better Experience for Mobile Visitors via Mobile-friendly Pages

Today, 60% of internet access occurs via mobile devices.

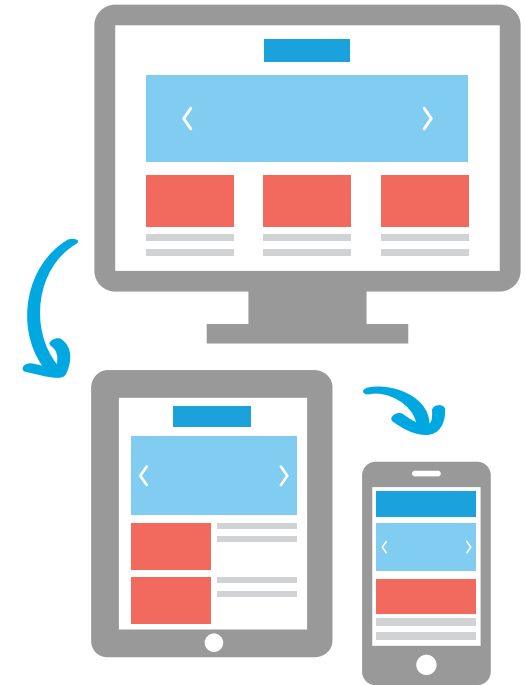
Google changed its search algorithm to make sure that users get the best results not only based on what they are looking for, but also in how they are looking. This is why a mobile-friendly and speedy website are important to Google.

The need for a mobile-friendly site isn't just an SEO consideration; it's a matter of providing a great experience for your visitors, regardless of what type of device they're using.

Your CMS should create mobile-friendly pages via responsive design. Content should render properly on any screen size and be completely functional and usable.

A responsive site that works on all screen sizes:

Looks good. Responsive design allows your website to look good on any device. Non-responsive sites can be beautiful on a desktop browser, but look awful on a smartphone. 38% of visitors will abandon a website if the content and layout is not attractive.



It's important to implement responsive web design.

1. <https://webmasters.googleblog.com/2014/11/helping-users-find-mobile-friendly-pages.html>

Is trustworthy. Websites that look outdated and don't function well on mobile devices are less trustworthy. If visitors don't trust your site and feel that it's old and not being kept up-to-date, they won't stick around. A website that looks great and functions on a mobile device is more trustworthy.

Is easy to navigate. Instead of requiring users to try to poke at tiny links with fat fingers, place more spacing between links and make the links themselves larger, so that they're easier to click.

Provides a good visitor experience.

Websites that aren't responsive require pinching, zooming and horizontal scrolling. That's not how we read on such devices. We consume information on mobile devices by scrolling with our index fingers. The more maneuvering it takes for your visitor to interact with your site, the easier it is to move on to another site.

WHAT TO LOOK FOR

With regard to responsive design, look for a CMS that provides the following:

1. Default theme(s) that are mobile-responsive "out of the box" (i.e. require no changes or customization to be mobile-friendly)
2. Availability of a mobile previewer during page editing, to see how content appears on desktop, tablet and smartphone
3. Mobile-friendly CMS admin menus, so that certain CMS management can be performed from a tablet or smartphone

ENGAGE

To complement your inbound marketing, a CMS provides capabilities to enhance visitor engagement. Let's consider how a CMS can personalize the visitor experience, and encourage interaction with other visitors via user-generated content.

Increase Visitor Engagement via Personalization

A study² from Janrain found that 74% of online customers were frustrated when websites offered up content that had nothing to do with their interests. A CMS can leverage known data about visitors to create a personalized experience. Personalization can provide visitors with more relevant content, and give them the feeling that "this site knows just what I want."

Personalization rules supported by a CMS include:

Personalization based on past activity.

Consider Amazon.com, for example, and how many times you've found yourself

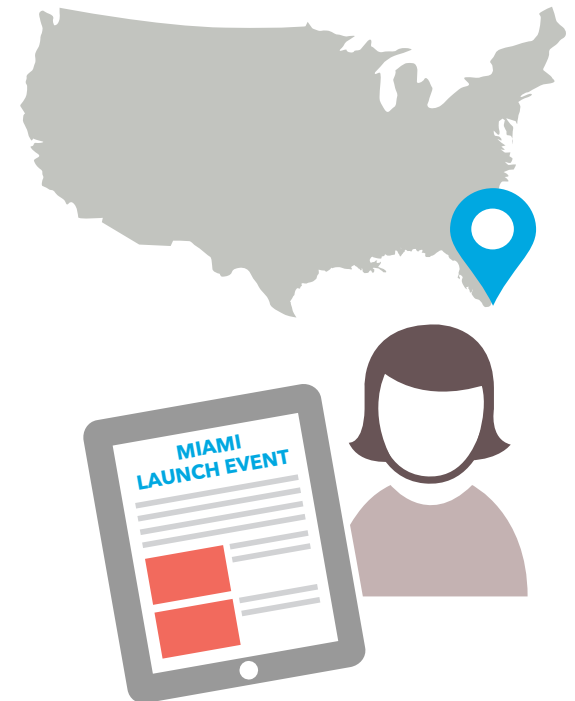
2. <http://www.janrain.com/about/newsroom/press-releases/online-consumers-fed-up-with-irrelevant-content-on-favorite-websites-according-to-janrain-study/>

buying products based on the listings of "other customers also bought" or "you might also be interested in." Amazon creates these suggestions using your activity on the site, personalizing based on what they know you're interested in.

Personalization based on location. If you're planning a multi-city roadshow to launch your new product, location-based personalization can promote the listing of the event closest to the visitor. A visitor in Orlando, for instance, would be shown a page that features the product launch event in Miami.

Personalization based on customer segment. By segmenting customers based on the products they've purchased, you can create highly relevant content. For instance, customers of your performance testing product can be shown implementation guides for creating valid tests, while customers of your quality assurance product might be offered a training video specific to that offering.

PERSONALIZATION BY LOCATION



Drive Visitor Engagement via User-Generated Content

People come to your website to satisfy a goal. You need to make sure you're providing them with the information they seek. But that's a given. Visitors want and demand much more. They want to be entertained. They want to hear from like-minded peers. And they'd love to engage directly with those peers.

To complement your inbound marketing, your CMS should enable visitors to participate, in the form of User-Generated Content (UGC). Let's consider the benefits.

Transparency fosters higher trust in your brand. In a [Local Consumer Review Survey](#), BrightLocal found that "79% of consumers trust online reviews as much as personal recommendations." The trust we place in online reviews is the reason we use Yelp to find a restaurant or TripAdvisor to find a hotel.

Your CMS should take advantage of this trend by facilitating discussions about your products (or your industry) directly on your

website. Right now, you might be saying, "But I don't want negative reviews on my site." But promptly address a negative review on your site, and you demonstrate responsiveness and transparency.

In fact, the [Retail Consumer Report](#) (conducted by Harris Interactive) discovered that among consumers who received a response to their negative review, 33% followed up and posted a positive review, while 34% deleted their original negative review.

The user-generated content published on your site helps elevate your position in search engine results pages. The terminology that customers use to describe your products are the same terms other customers are searching for.

Improve key website metrics. You want these site metrics to increase: to increase: total visits, unique visitors, new visitors, pages per visit, time on page, time on site, etc. You spend a lot of time producing content. Let visitors and customers generate content for you, however, and you can

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scale your “content team” far beyond the members of the Marketing department.

Let’s consider how user-generated content can drive improvements in common website metrics.

Imagine I visit a website that’s rich in user-generated content. From the homepage, I visit a product page of interest. On that new page, I see product enhancement ideas listed next to the product details.

I click on one of these ideas and see that it was submitted by a customer. The idea has received 55 votes and is scheduled to be delivered in Q2 of next year.

From there, I click to a blog post authored by the submitter. I enjoyed the post, so I click “Like.” After that, I check the “Activity Feed” for the site and see that my recent activity is listed at the top.

I stayed on the site much longer and I engaged with more content.

Related Website Metrics: time on page, time on site, pages per visit, bounce rate (minimize)

Ever post a question in a LinkedIn Group? When someone replies to your post, you’ll receive an email notification. So you log back in to LinkedIn to read the answer and comment on the response. The same thing happens on websites that feature user-generated content. As you submit questions, post comments and publish replies, you’re more inclined to return to that site to participate in the follow-on activity.

Related Website Metrics: return visitors, return visitor-%

With increased participation on your site, visitors will discover a community of related professionals who are there to help. As they get their own questions answered, they’ll want to give back. They may start by referring users to other posts on the site. Soon enough, they’ll share their own knowledge with the community. The result? More engaging website content and more loyal website visitors.

Related Website Metrics: time on page, time on site, pages per visit, return visitors, return visitor-%

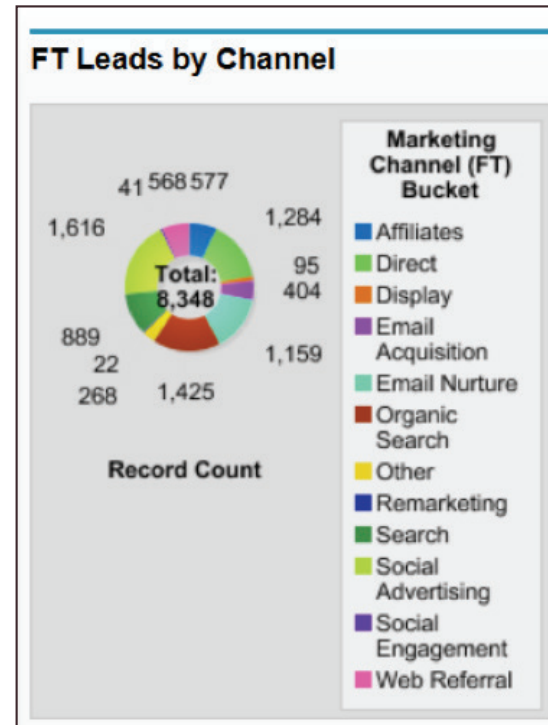
MEASURE AND REFINE

As we covered earlier, B2B marketers are well served by connecting elements of their marketing technology stack to their CMS:

- Web Analytics
- Customer Relationship Management
- Marketing Automation Platform
- Predictive Lead Scoring
- Marketing Attribution

There are a number of dimensions from which marketers can measure results and optimize. As a starting point, we recommend the marketing attribution system. With marketing attribution, you can assess, in real-time, the programs (i.e. channel) and content driving metrics such as leads, opportunities and revenue.

Here's a real-world example of how a B2B marketer tracks marketing attribution for "First Touch Lead Creation":



Marketers determine the following metrics for each channel:

- Number of leads generated
- Cost per lead
- Number of opportunities generated from leads
- Cost per opportunity
- Conversion rate from lead to opportunity
- Closed/won revenue
- Cost per new customer

Given these metrics per channel, marketers will make decisions on:

- Where to spend more
- Where to scale back spend
- Which new channels to allocate spend

To complement this analysis by channel, marketers will measure the effectiveness of content. They measure the number of “first touch” leads and opportunities generated by:

- Blog posts
- Videos
- White Papers
- Webinars

For more a more granular level of metrics, marketers will review:

- The number of leads generated and cost per lead, by acquisition channel
- The number of opportunities generated and cost per opportunity, by acquisition channel
- The amount of revenue generated and cost per sale, by acquisition channel
- The conversion rate from visitors to leads, leads to opportunities and opportunities to sales

Finally, marketers will make decisions on:

- Where to invest more to feed the top of the sales funnel
- Where to scale back investment due to underperforming ROI
- Which new channels to invest in to generate top-of-funnel leads

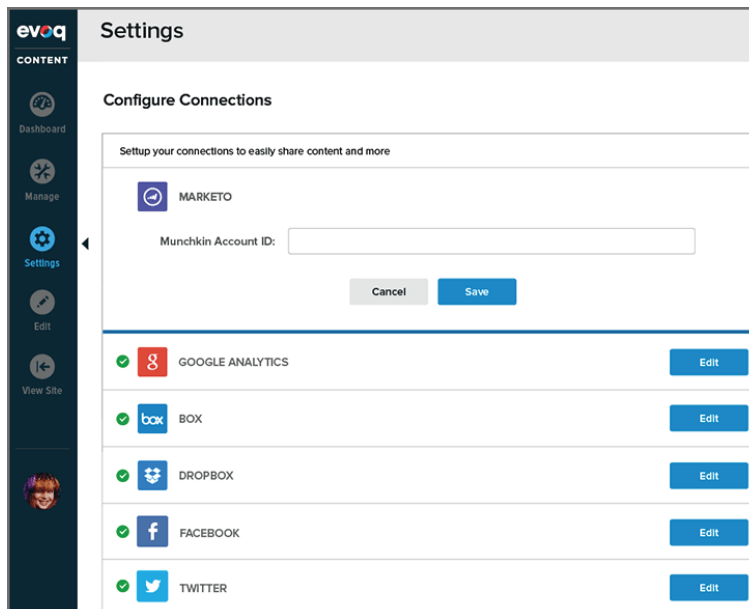
THE EVOQ CMS FROM DNN

The Evoq CMS from DNN helps you generate B2B marketing success.

With Evoq, you can:

- Connect the essential elements of your marketing technology stack
- Publish content that's discovered and consumed by your target audience
- Optimize your content for maximum effectiveness
- Engage with your audience via personalization and user-generated content
- Measure and refine your content and campaigns to drive higher results at a lower cost

For more information on Evoq, or to request a customized demo, contact us at sales@dnnsoftware.com or 650.288.3150. Thanks for reading.





About DNN

DNN provides a suite of solutions for creating rich, rewarding online experiences for customers, partners and employees. DNN products and technology are the foundation for 750,000+ websites worldwide. In addition to our commercial CMS and social community solutions, DNN is the steward of the DNN Platform Open Source Project.

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