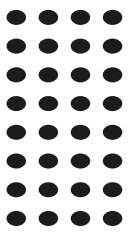


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KEY

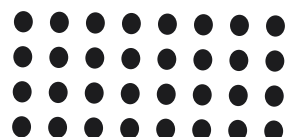
**B2B**  
**IDEAS**  
**AT THE BOTTOM OF THE**  
**SALES FUNNEL**

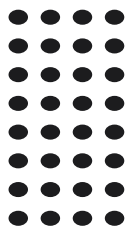




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## INTRODUCTION

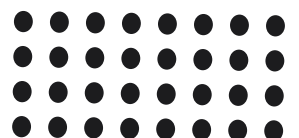
There is a big similarity between football and bottom of the sales funnel. It is indeed highly related to b2b marketing and its sales funnel from top, middle and bottom.

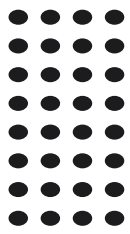
Well, looks like you see Football World cups or other sports leagues. In FIFA World Cup, 2018, there were 31 teams participating out of which four teams qualified for semifinals. Two teams, France and Croatia reached the finals where France emerged as the winner.

Why am I telling this? Don't you see that the participating teams are slowly put out for winning the World Cup? Some teams get eliminated, some teams qualify to win the cup.

Similarly, in a sales funnel some leads qualify to become sales prospects, and the sales prospects further qualify to become customers. The movement of customers from getting introduced to the product and purchasing them is similar to winning the World Cup.

But here, you reach out to the target audience, unlike the Football World Cup where the teams reach out for the World cup. In b2b marketing, you leave behind leads that don't respond or match your requirements. Let's get into the topic now.





## **WHAT IS A SALES FUNNEL?**

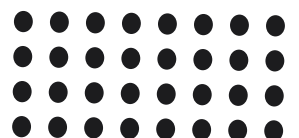
Sales funnel is a symbolic representation that shows the journey between customer discovering a product and making the final purchase. You push leads toward sales through series of persuasion tactics that may include follow-ups, and so on.

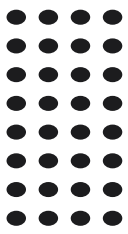
## **WHAT IS A MARKETING FUNNEL?**

Marketing funnel is the activity of obtaining a lead by making them sign up with their email IDs and then taking those leads to the point of sale. The marketing funnel is like passing over the leads to the sales team in a b2b scenario.

## **HOW MANY STEPS DOES A SALES FUNNEL HAVE IN A B2B SETTING?**

There is no big difference between the sales funnel in b2b and in b2c. The only difference is that a sales cycle in b2b is longer than a b2c sales cycle process. A b2b sales funnel has seven stages. These seven stages are;





**Initial contact:** This is the first stage where you contact the lead through multiple channels like email, telephone and so on.

**Qualification:** In the Qualification stage, you get to know that the leads are capable of converting based on their responses.

**Develop solution:** Build a value proposition by collecting all the details and facts of potential clients.

**Presentation:** You address the client with full sales presentation, demo or written proposals.

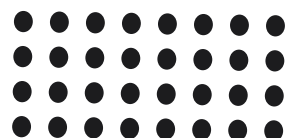
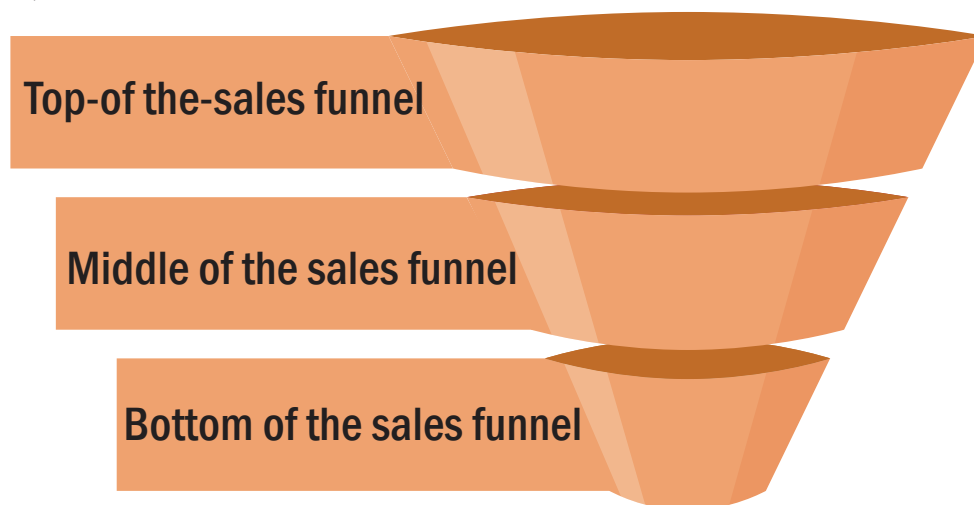
**Evaluation:** You calculate the potential customer's concerns over the product.

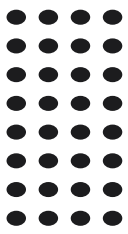
**Negotiation:** You negotiate the price with the client.

**Closing:** You sign and close the contract when client makes the purchase.

## **CATEGORIES OF SALES FUNNEL:**

Marketers categorize sales funnel into three essential stages. These categories is the compilation of the entire sales funnel process that we discussed above and they are;





**Top of the sales funnel:** In top of the sales funnel stage, you reach out to your customers with your brand identity and introduce them to your product, or service.

**Middle of the sales funnel:** In the middle of the sales funnel, you nurture leads by identifying, testing and classifying them based on their interests. The middle of the sales funnel stage is focused towards the already existing sales prospects.

**Bottom of the sales funnel:** In the bottom of sales funnel stage, you would attempt to convert the lead into customer or sales qualified lead based on the customer's interest and your persuasion power. Bottom of sales funnel is related to action, decision, purchase or conversion.

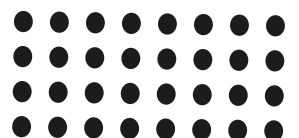
## **KEY PERFORMANCE INDICATORS OF BOTTOM OF SALES FUNNEL:**

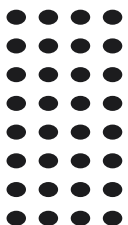
**Sales leaderboard:** Sales leaderboard is one of the tools for tracking the sales team performance for targets and goals.

**Average deal size:** Average deal size is the average dollar amount for one closed or won deal.

**Average conversion time:** Average time taken for a b2b marketer to close or win a deal.

**Customer Lifetime Value (CLV):** CLV is the revenue that a customer will generate throughout their association with you. The marketers also take into account metrics like retention and acquisition costs while calculating the Customer Lifetime Value.





Other specific metrics include:

Demo requests



Value of opportunities

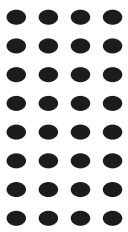
ROI



Free trials

Win rate





## 7 KEY B2B MARKETING IDEAS AT THE BOTTOM OF THE SALES FUNNEL

Your customer retention rate depends on the ideas you implement to satisfy customers at the bottom of the funnel. Bottom of the sales funnel is the stage of intense and precise action and decision.

Moreover, you have already established a relationship and portrayed your value when you are at the bottom of the sales funnel. The reasons for succeeding at this stage of the funnel is the lack of fear of asking for sale and a strong call-to-action.

***“To succeed in sales, simply talk to lots of people every day. And here’s what’s exciting — there are lots of people!” - Jim Rohn***

### GOALS AT THE BOTTOM OF THE FUNNEL:

Accelerating the sales conversion



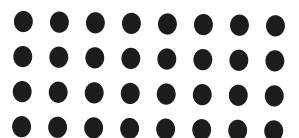
Building your brand image superior to others



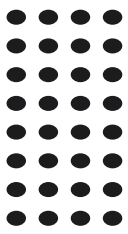
Instill the confidence in customer's purchase decision



The goals at the bottom of the funnel are







Now let's go into the ideas that you must consider when you are in the bottom of the sales funnel. The ideas are;

### 1. Case studies and E-books



2. Help desk and super-desk  
• blog posts

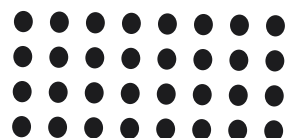
3. Email drip campaigns

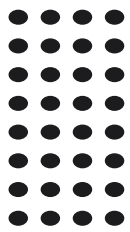
4. Cross-selling and upselling

5. Industry specific content

6. Retargeting

7. Strategic offers





## **CASE STUDIES AND E-BOOKS:**

Case studies and E-books are essential resources in the bottom of the funnel marketing. Your b2b customers will always have a doubt on the amount they invest, and wonder if it is worth or not. Here, you must show potential customers how your product can add value to their business. You are not forcing the content on them, you are just providing extra information to sales prospects to make their decisions.

Case studies and ebooks will be the right choice for those willing to purchase

***“One of the most effective ways to convince leads that they’re ready to start a free trial or to see a demo is to provide relevant case studies.” – Bizible***

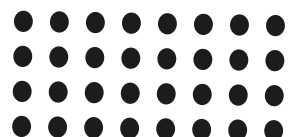
## **How should your case studies and e-books be like?**

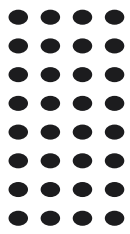
**It would be better if you put more infographics in your case study or e-book. You can even give the case study and e-book the form of podcasts or YouTube videos to turn it more effective and interactive**

**Quote your previous customer’s opinion on the content you share**

**Show them real numbers as a proof of your product’s impact**

**Provide an easy to read format for your case studies and e-books**





## **HELP DESK AND SUPER DESK BLOG POSTS:**

The major purpose of providing the helpdesk articles and blogs are to instill confidence in customers for your brand. As you provide the how to blogs and user manuals, you create a trust in the customer's mind as their problem solver.

### **How should you write the help desk articles and blog posts?**

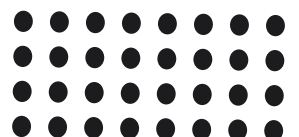
- Enquire the sales team about the pain points or concerning questions of average users. Make your campaign focused towards all types of learners
- Your article must be free from any biases. It must be a mix of user interface and mini FAQs
- Add videos or screenshots in the middle or at the end of the articles or blog posts

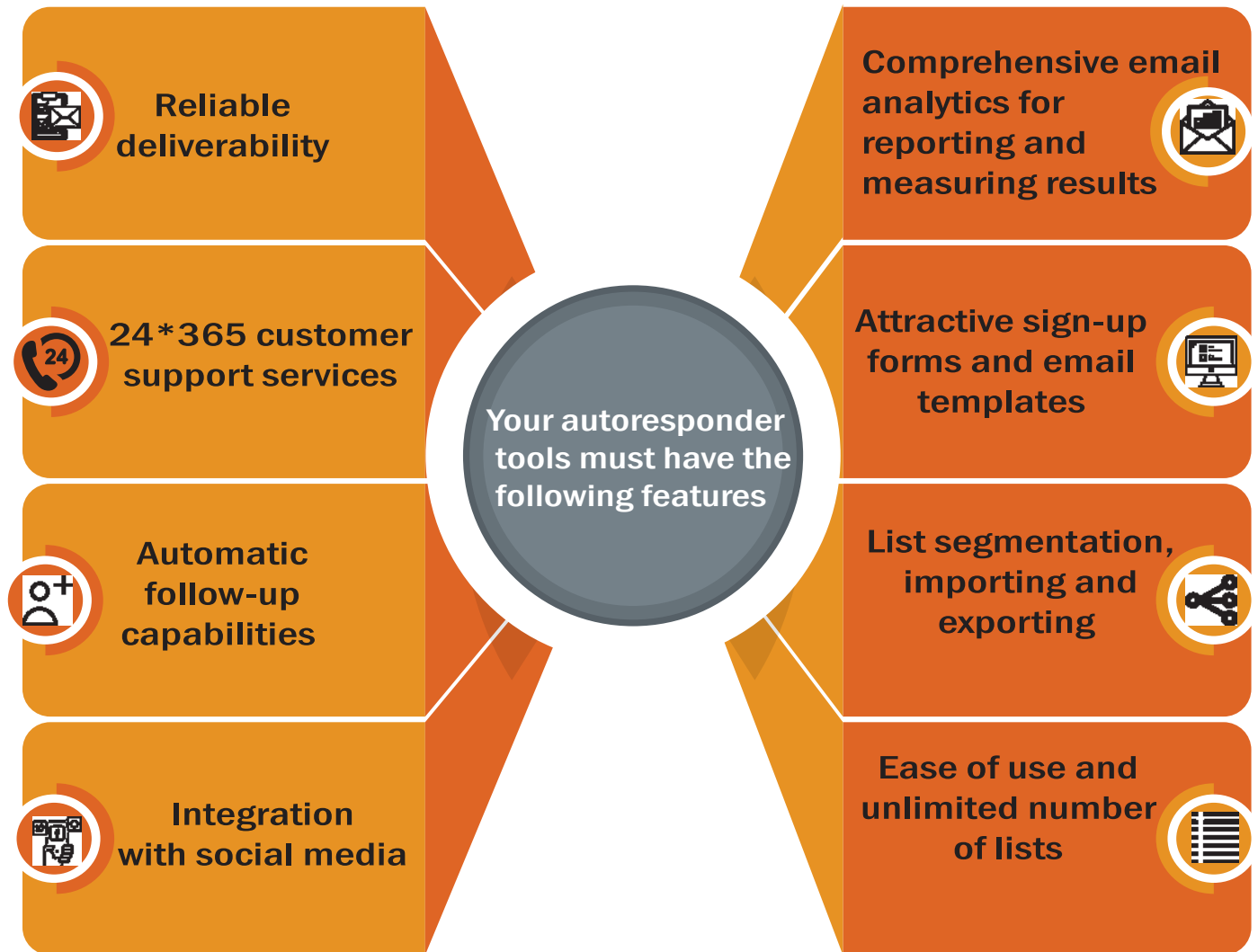
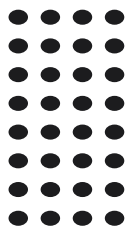
## **EMAIL DRIP CAMPAIGNS:**

If you want to remain in contact with customers without disturbing them, then Email drip campaigns are the most suitable form of marketing. With little information on the customer, you can slowly interact with them.

Your email drip campaigns must be highly personalized. It must build relationship on the basis of providing value. Before all these, set a clear goal.

You must have some autoresponder tools for keeping your email marketing campaigns responsive. Autoresponders are a type of email marketing automation software.



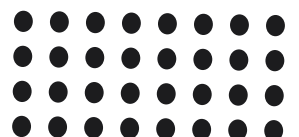


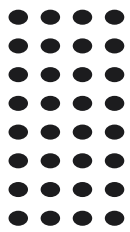
*“Many companies miss out on converting bottom of the funnel leads because they simply don’t follow up” – Infusionsoft*

## **CROSS-SELLING AND UPSELLING:**

Upselling is the practice of encouraging a customer to purchase a higher end product than the one the customer purchased. Cross selling is a practice of inviting the customers to buy related or complementary items.

Upselling and cross selling are the most essential strategies that b2b marketers follow. These are some ways of making your customers aware about the additional offerings you provide.



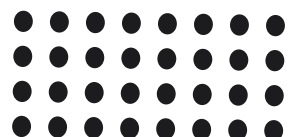


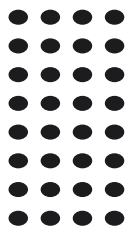
**Some essential tips to make cross selling and upselling effective are:**

- Build a three-level ranking of prospects. Ask your finance, marketing and sales departments to provide valuable customer insights. Focus more on customers who are likely to purchase your product
- Make an assessment of relationship with the current customers with potential expansion plans
- Collect those metrics that provide valuable feedbacks for your b2b sales campaign
- Focus on offering value with consultative selling approach. Consultative selling approach focuses on customer's needs first rather than the company or its product
- Make use of automated sales solutions that can analyze highly targeted upselling and cross selling campaigns based on past purchase, location demographics, product interest and so on

**INDUSTRY SPECIFIC CONTENT:**

Your customers or leads see for expertise you possess for the products you are dealing with. B2b marketing strategy for healthcare would be entirely different from that of technology products. Industry specific sources are the best ways to target segmented customers or leads through various mediums like web posts, social media, and emails and so on. Unrelated content loses its value immediately.



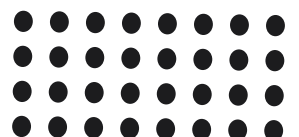


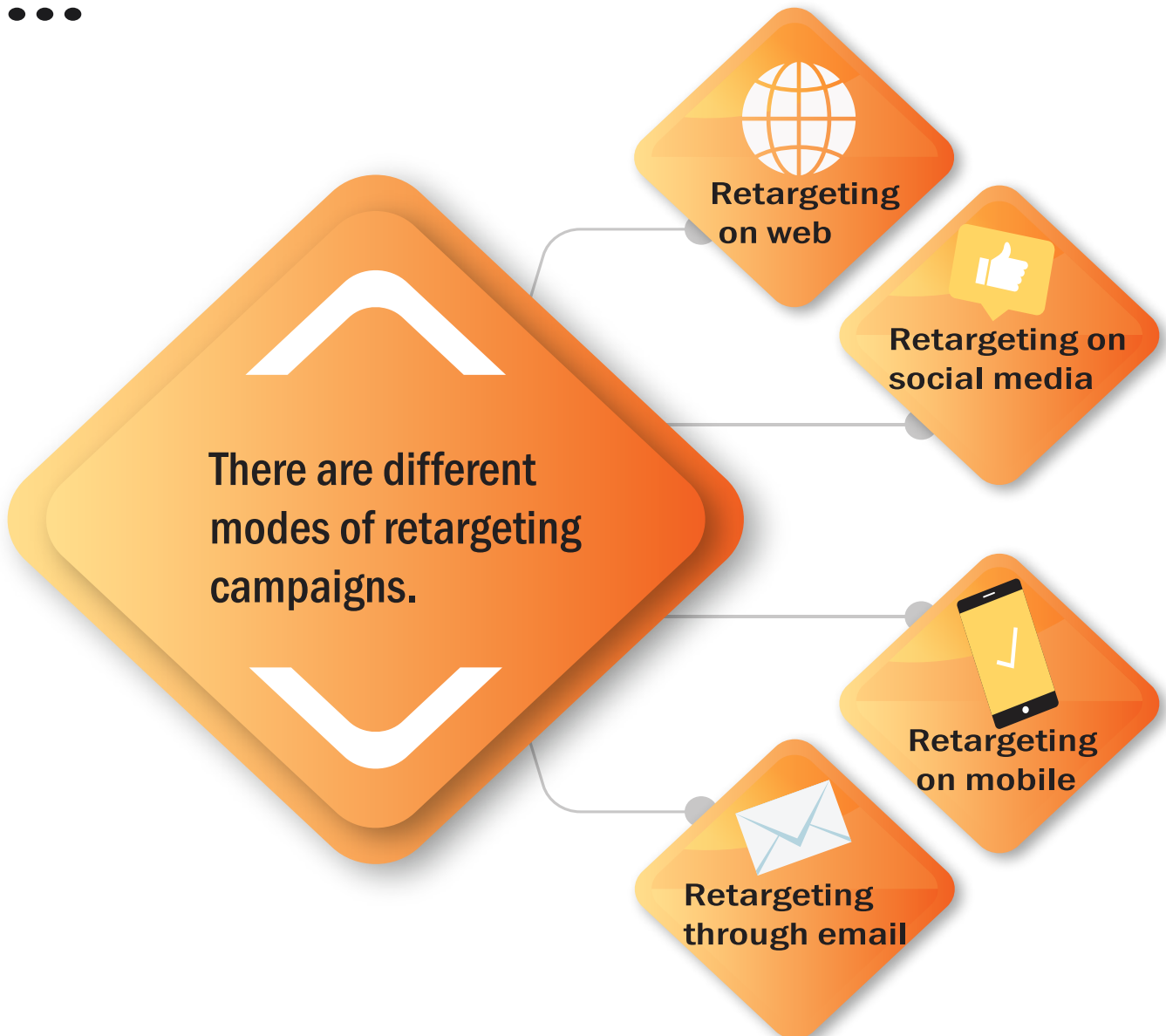
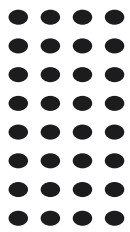
***“The key is not to call the decision maker. The key is to have the decision maker call you.” – Jeffrey Gitomer***

## **RETARGETING:**

Retargeting is the practice of sending personalized messages to users who have already visited your site. You can become successful in retargeting based on the following ways;

- You can customize ad messages based on specific preferences and browsing behavior of leads. Personalizing ads based on browsing behavior and other relevant data can convince the leads who may have lost interest in your brand to return to you. You can run retargeting Ads on Facebook, Twitter, LinkedIn and YouTube. It is called dynamic ads
- Conduct prospecting by targeting digital profiles similar to the existing customers. It is called look-alike, similar audience or audience modelling
- Conduct Cross-device targeting campaigns by reaching prospects across different devices. It helps you to carry out full-funnel campaigns through multi-channel marketing
- Bottom of the funnel retargeting must focus on appreciating loyal customers with offers, discounts, new products and other relevant initiatives
- Reduce your bounced traffic, bring in good leads and nurture them; you can then take them towards sales, rather than directly focusing on sales





## SOME TYPES OF RETARGETING ARE:

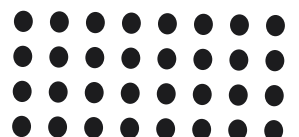
**Search retargeting:** Search retargeting means displaying ads to the customers who search for your keywords.

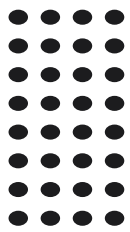
**Site retargeting:** Sending the ads to people who visit and leave your site.

**Email retargeting:** Sending ads to people who view your emails.

**CRM retargeting:** CRM Retargeting means providing ads to people who are present in your email or mailing list.

**Dynamic retargeting:** Sending ads for specific items based on the customer's browsing behaviour.





## **STRATEGIC OFFERS:**

You need to make that final push to get your leads converted. Therefore, you must provide some attractive offers, discounts and incentives to your customers to engage with the sales teams.

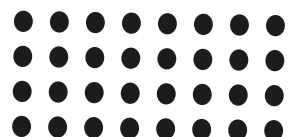
## **CONCLUSION:**

Though bottom of the sales funnel seems to be simple, you need to have your persuasion power on point to get your deals closed. There will be stages wherein you may feel like leads are set to convert any time soon, but some of them might become dormant suddenly. However, at times, you may even land up gaining sales prospects who turn into loyal customers when you least expect them. Hence, we can say that the process is dynamic and quite uncertain, but again, most of the outcome depends upon how precise you are when it comes to understanding your potential customers.

Do share the whitepaper with your friends, relatives and colleagues, if you find it worth sharing.

For obtaining verified and sales qualified b2b leads, get in touch with us through [www.campaignlake.com](http://www.campaignlake.com). For other queries on whitepaper or b2b marketing, contact us at [sales@campaignlake.com](mailto:sales@campaignlake.com)

***“Sales are contingent upon the attitude of the salesman, not the attitude of the prospect.” – William Clement Stone***







# CAMPAIGN LAKE



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