



THE ART OF ENGAGEMENT:

**8 ways to boost
revenue with a magnetic
marketing strategy**

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| Introduction



To win new customers, build long-lasting relationships with buyers and get noticed by the right people, your brand needs to be **magnetic**. Today, the B2B **marketplace is saturated** with business just like yours — each one trying to reach your potential buyers. To stand out in an overcrowded digital space and generate that all important business revenue, you need to captivate potential buyers, **draw them to your website** and intrigue them to want to know more. That's where engagement marketing comes in — a highly-targeted, multichannel approach that builds meaningful connections while speeding up the buyer journey. It's marketing that doesn't feel like marketing — and makes your buyers want to come to you.

Let's explore **8 fundamental ways** to drive revenue with a powerful engagement strategy.



1. Recognize the power of relevance



If we've said it once, we've said it a thousand times — if you're not already personalizing your digital marketing experiences, you risk falling lightyears behind competitors. As many as 89% of online businesses are **investing in personalization** and 80% report an uplift since **implementing** it. In fact, brands that create **personalized experiences** see their revenue increase by as much as 6–10% — that's three times faster than those that don't. So, if you're looking to grow revenue, the first step is to identify that each of your customers, website visitors and potential buyers are unique. And to engage them, you must deliver an experience that's relevant to them.



80% of businesses **report an uplift** when implementing personalization

Use your existing customer base, website visitor insight and market research to identify **the smaller groups** that make up your potential buyers. For maximum engagement, treat each segment as an individual audience — with its own wants, needs, bespoke key messages, preferred channels and reasons for selecting your brand. This personalized, human-first approach should span your content marketing materials, digital adverts and, most importantly, your website. Adopt a holistic view of your customer journey — opting for campaign-specific landing pages and personalized URLs, digital marketing content enriched with accurate data, and an intuitive journey through your content, website and beyond.

| 2. Embrace interactivity

There is no longer room for static website experiences in B2B marketing. To advance relationships, drive revenue and instantly captivate your potential customers, you'll need to prepare for interactivity. Start with your website — automated chatbots make communication instant and personalized, and live chat eliminates any chance of your visitor leaving without the information they need. But don't stop at your website!

Interactive content that encourages audience participation is a highly effective lead magnet and helps you acquire contact information and vital data to fuel your sales pipeline. As many as **93% of marketers agree** that interactive content effectively educates buyers and 88% state that it helps differentiate their brand from competitors. Think surveys, quizzes and polls; gamification and competitions; live videos, tool kits and dynamic, moving visuals.



3. Don't just be reactive — be proactive

As many as **87% of customers** want to be proactively contacted by a business regarding customer service matters and taking initiative when it comes to customer support enhances the customer journey and can increase retention rates by **3–5%**. Being proactive is about showing you care, building trust and anticipating the needs of your clients, prospects or potential buyers. Reach out with helpful content, tips, support and industry news before they have to ask. Signpost the next steps they need to take, thank them for their interactions and share positive results. You want to add value to your audience and sometimes, it's just about reminding them that you're there.



**Shorten your sales cycles,
generate new leads and
grow your sales pipeline.**

[Learn more](#)

Web Insights is an **automated lead generation solution** that makes proactive engagement easier than ever before. The highly advanced technology behind the tool not only allows users to capture web visitors as they browse web pages, but also creates enriched firmographics by recognizing the visitors' industry, turnover and location.

The solution allows users to set up real-time alerts that can be automatically routed into their marketing automation technology, CRM or directly to the relevant stakeholder within the business - making for an extraordinary first impression and empowering sales, marketing and support teams to act quickly and engage with the visitor as they explore your site; and further nurture or get a deal over the line.

4. Time kills opportunities — your buyers want immediacy

Be honest — how long does it take you to respond to your potential customers? Is it minutes? Hours? Days? It's simple — instant and on-demand communication is the only way to deliver a truly customer-centric approach. Your buyers are only human, so it's natural for them to be impressed by a short inquiry to contact time and delighted by an exceptional customer experience.

The average business takes 46 hours and 53 minutes to respond to a lead — that's just shy of two days.



Worse still, 27% of leads don't get contacted at all. So, let's learn from the average organization. To be extraordinary, you have to get over the first hurdle quickly, efficiently, and most importantly, before your competition gets the chance. **Half of sales** go to the vendor that responds first. So, immediacy and customer-centricity need to be deeply rooted within your wider business strategy to avoid losing out to one of your thousands of competitors. To effectively master a **'real-time response' culture**, you'll need a robust strategy and the right SaaS solution to support you. Pair an effective, organization-wide lead response management strategy with a reliable Customer Relationship Management (CRM) software, will prevent leads slipping through the cracks.

5. Business to business or 'human to human'?

B2B buyers may be decision-makers at Enterprise organizations or key influencers in B2B buying decisions — but first and foremost, they're **human**. To truly connect with your audience, you need to understand who they are before they enter 'work mode'. Start by developing your brand's authentic voice — establishing the tone, language and touchpoints that will resonate best with your buyers. Remember, automation plays a crucial role in delivering human experiences at scale, helping to eliminate error and streamline processes. And finally, picture the buyer journey from their perspective. Whatever department, device, platform or touchpoint they're dealing with, it's all one brand. Integrate for a seamless experience.



6. Engage with those that show intent



Are you leveraging invaluable insight to intensify your business revenue? Or have you fallen behind the curve? Intent data is the information about your website visitors' on-site behavior; their page views, how they found your website, the time spent there and so on. It provides clear insight into how likely they are to buy from you. Engaging with those that show a high intent to purchase will lead more directly to revenue generation and ensure your team focuses on the hottest leads. Remember, in the niche B2B marketing world — where lead pools are small and products are highly specific, every visit is a strong signal of interest.



**Seamlessly
integrate, to
nurture brand new
website visitors!**

[Discover how](#)

Web Insights provides you with more than the standard website analytics report. Use enriched firmographic data, such as turnover, industry and geographical location, to qualify your leads, and segment them based on their funnel stage. **Automatically route** high-intent opportunities to the most relevant team member — and unconverted website visitors into your marketing workflows in real-time.

7. Nurture those with intent and create a pipeline



By now, you should recognize that using **data to fuel your marketing activity** leads to better engagement. But it's effective lead nurturing that moves your prospects through the sales pipeline to secure that all-important revenue. Create a marketing automation workflow to help you plan and share the right content with the right person, at just the right time. Create content specifically for each stage of the pipeline to educate, reassure and eventually, close the deal. From how-to guides to industry-specific case studies, use a reliable marketing automation tool to deliver a seamless stream of engaging email blasts and nurturing material, ensuring you stay in touch with prospects while they make their decision.



8. Empower your team with website visitor automation



In 2016, **almost three quarters** of businesses were using marketing automation. And since then, the martech landscape has continued to expand with more vendors than ever before. Using automation to increase engagement and, in turn, boost revenue is a highly effective strategy for B2B organizations. In fact, **80%** of marketers **using automation software** increase the number of leads they generate and 77% convert more of those leads into customers — leading directly to increased revenue. With the right automated lead generation software, your team has the power to engage with website visitors in real-time and use enriched data and analytics to make their communication more impactful. Benefit from seamless segmentation capabilities, instant opportunity routing, advanced integrations and so much more.



Fuel your marketing automation with engaged campaign respondents

[Find out more](#)

Web Insights cuts out the noise to deliver insight to B2B organizations, precisely where and when it's required. Our high-end software solution is a world-class business growth enabler, assisting brands to become more efficient and effective, capitalizing on every website opportunity in real-time. The technology instantly recognizes website visitors and automatically routes them to the relevant person within your business — the ultimate solution for marketers looking to optimize lead generation, embrace automation, and do so without disrupting busy, high-performing enterprise teams. Automated, intelligent lead generation, immediate website visitor insight and seamless integration — every time.



FUEL YOUR BUSINESS SUCCESS WITH:

Intelligent website visitor automation

[Speak to us](#)

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