B2B LEADGEN AND HOW MARKETING BOOSTS IT
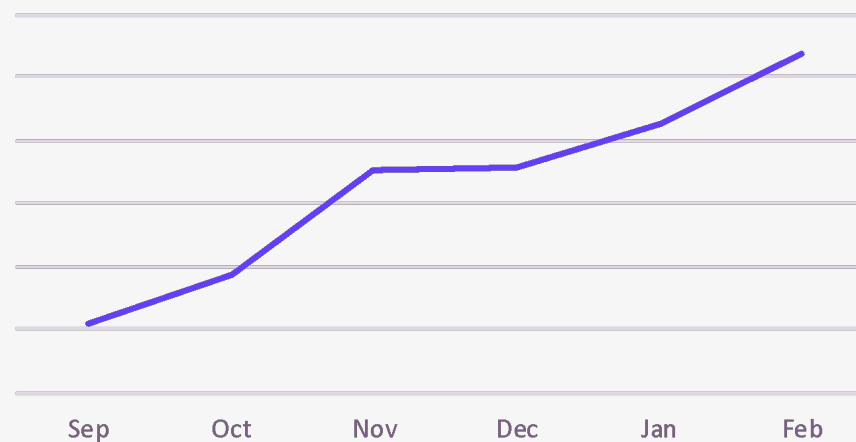
Dmitri Lisitski, Influ2

Influ2: Making advertising great again

INFLU 2

- Launched in 2017

- Super-precise advertising

- Clients are medium and large B2B in the US and globally

- Raised $765K from One Way Ventures, Aventures, D2N8, Wannabiz, angels

- Early growth stage

- Consistent growth since Sep 2018

| Sep | Oct | Nov | Dec | Jan | Feb |

TRACK YOUR AD PERFORMANCE PERSON-BY-PERSON

Person-based results:

- **Ad impressions**
- **Clicks**
- **Content engagement time***

* Content engagement times represents the time a target spent on the landing page actively consuming content. Idle times are deducted

INFLU 2

Acronis

N-iX

bpm'online

Anodot

veeAM

CISCO

GENESYS

people.ai

Cogniance

fictiv

zoom

optimove

infopulse

AJAX

Meltwater

ProfitWell

TO BUILD RELATIONSHIP WITH ENTERPRISE CUSTOMERS
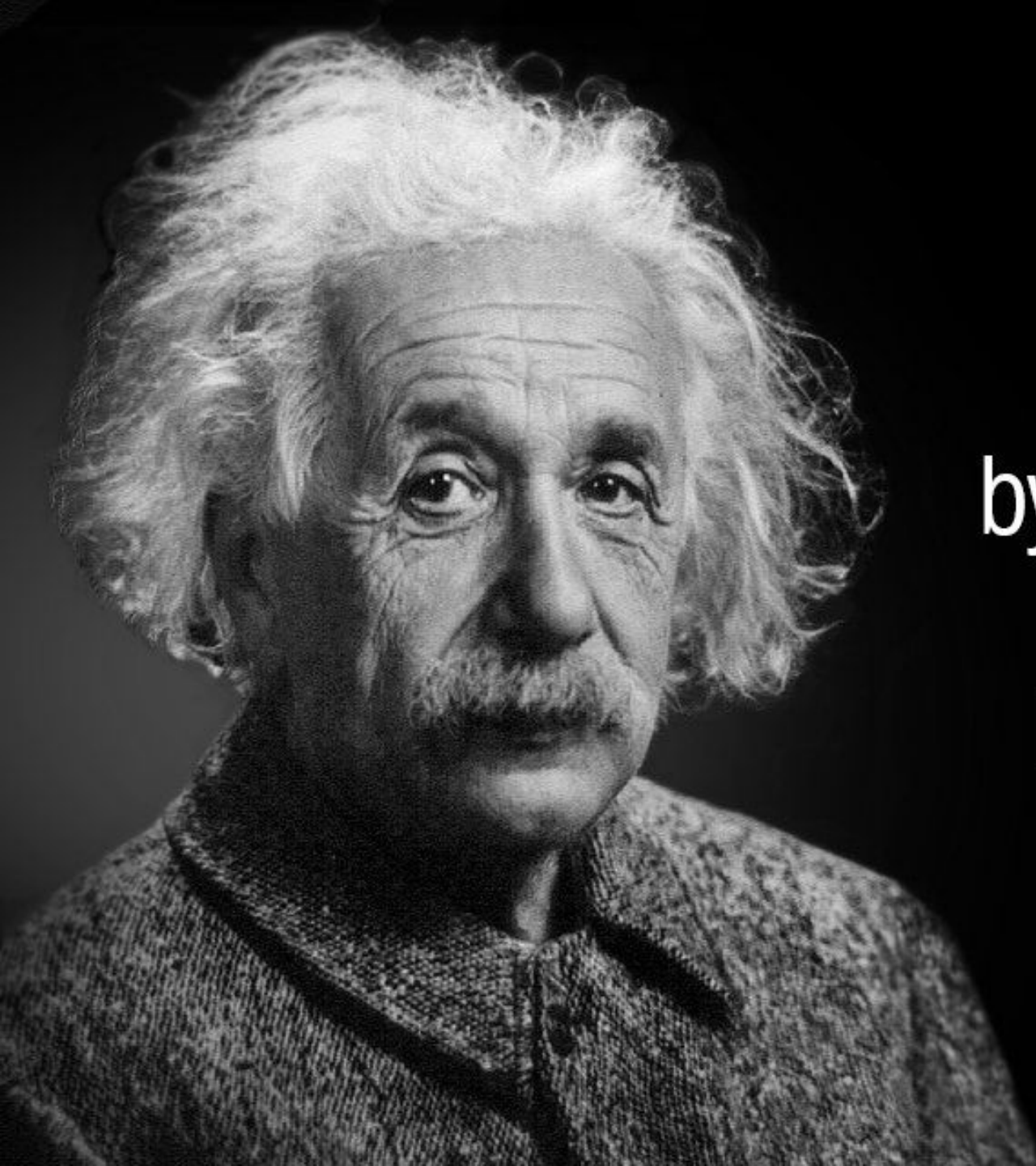
Everybody is a genius. But if you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid.

– Albert Einstein

KNOW WHAT FISH YOU ARE

Average contract (ACV)	<$1000	$25,000	$100,000+
# of customers to become sustainable	Millions	Hundreds	Dozens
Growth machine	Convertible traffic machine	Mass sales machine	Star salespeople

WHALE: CONVERTIBLE TRAFFIC MACHINE
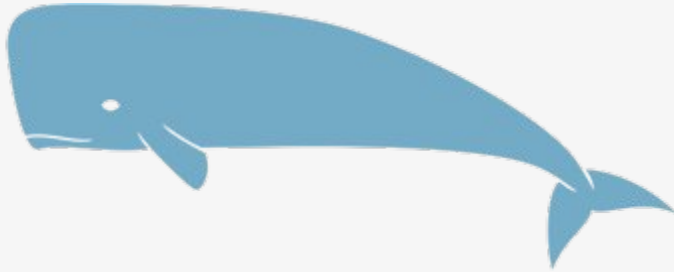
FOCUS:

- Large cheap traffic sources

- UX and conversion

- Premium value & pricing

ACQUISITION:

- SEO/Content marketing

- Search ads, PPC

- Quora, ProductHunt, AlternativeTo...

ORGANIC TRAFFIC TO CONTENT PLATFORM

CONVERSION LANDING

FREE SIGNUP

PREMIUM PAID FATURES
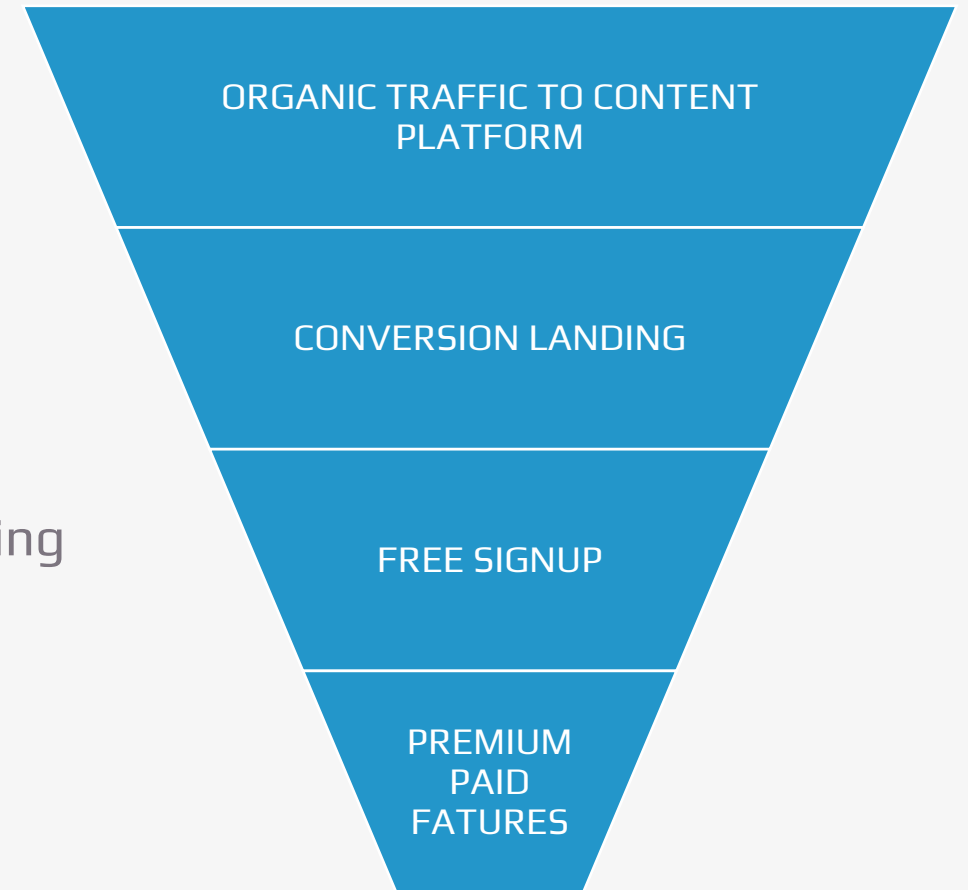
DOLPHIN: MASS SALES MACHINE

INFLU²

FOCUS:

- Convertible outreach

- Scalable sales development

ACQUISITION:

- Search ads & PPC

- Mass-personalized email

- Mass-personalized Linkedin

- Large conferences, webinars

- Mass-personalized ads

MASS OUTREACH

RESPONSE TRIGGER

INBOUND SALES DEVELOPMENT

INSIDE SALES

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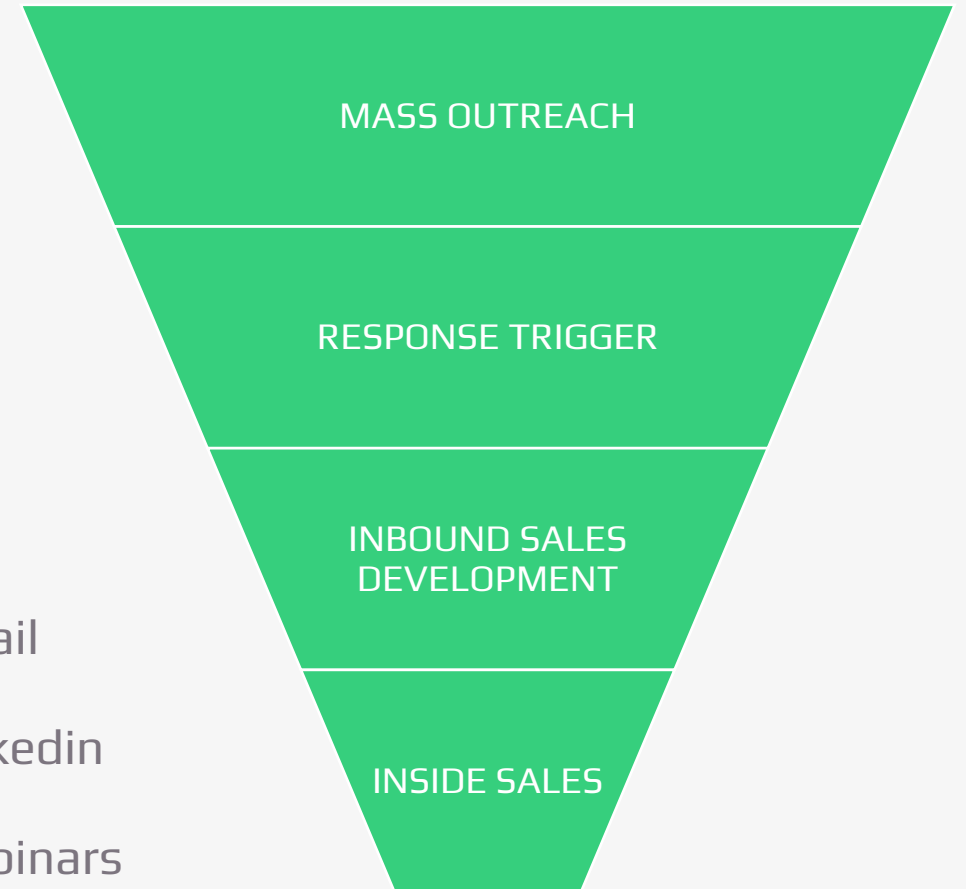
SHARK: STAR SALESPEOPLE
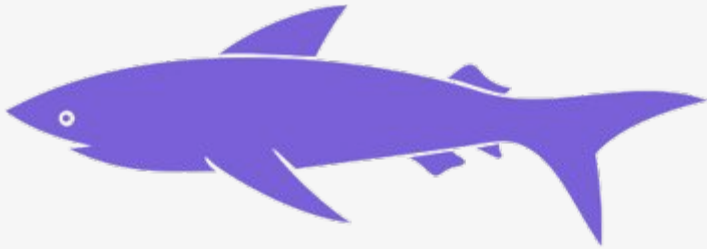
FOCUS:

- Best experienced salespeople

- Respectable corporate brand

ACQUISITION:

- Invite-only conferences

- Luxury dinners

- Executive trainings

- ABSD

- 1-2-1 ABM campaigns

1-2-1 ABM CAMPAIGNS

FIELD MARKETING

ACCOUNT-BASED SALES DEVELOPMENT
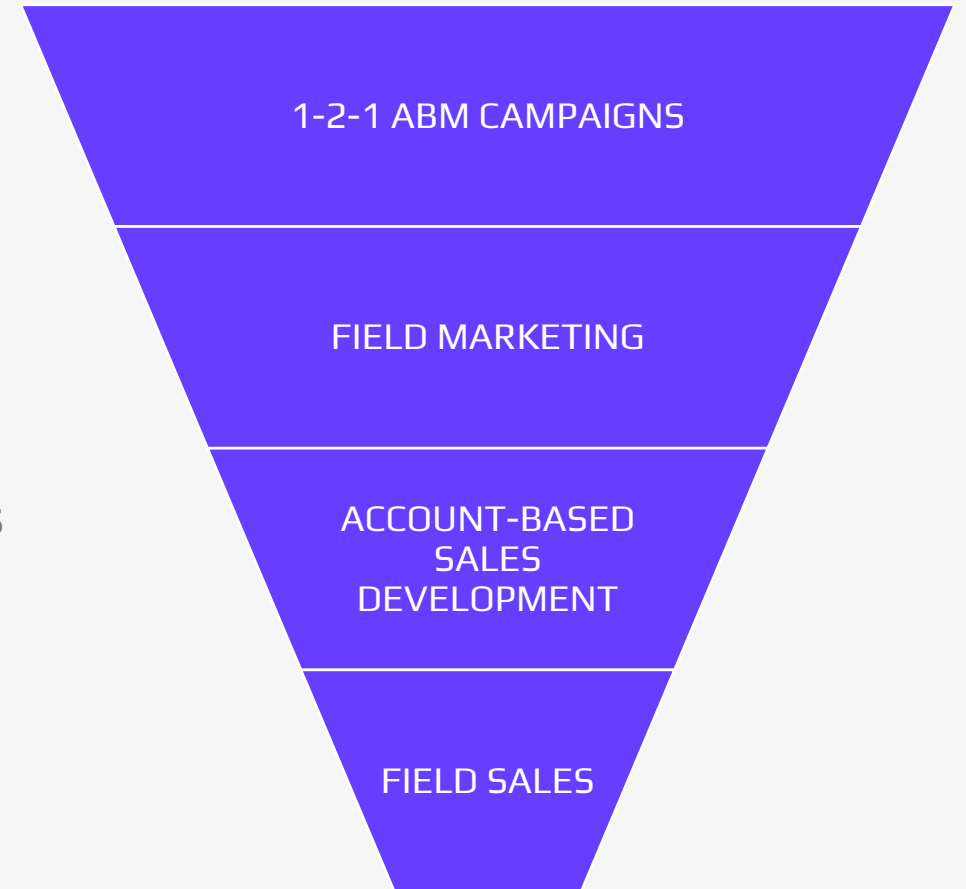
FIELD SALES

Dolphins rely on inside sales

Whales are inbound-driven

Sharks use field sales

Source: KBCM & Matrix Partners

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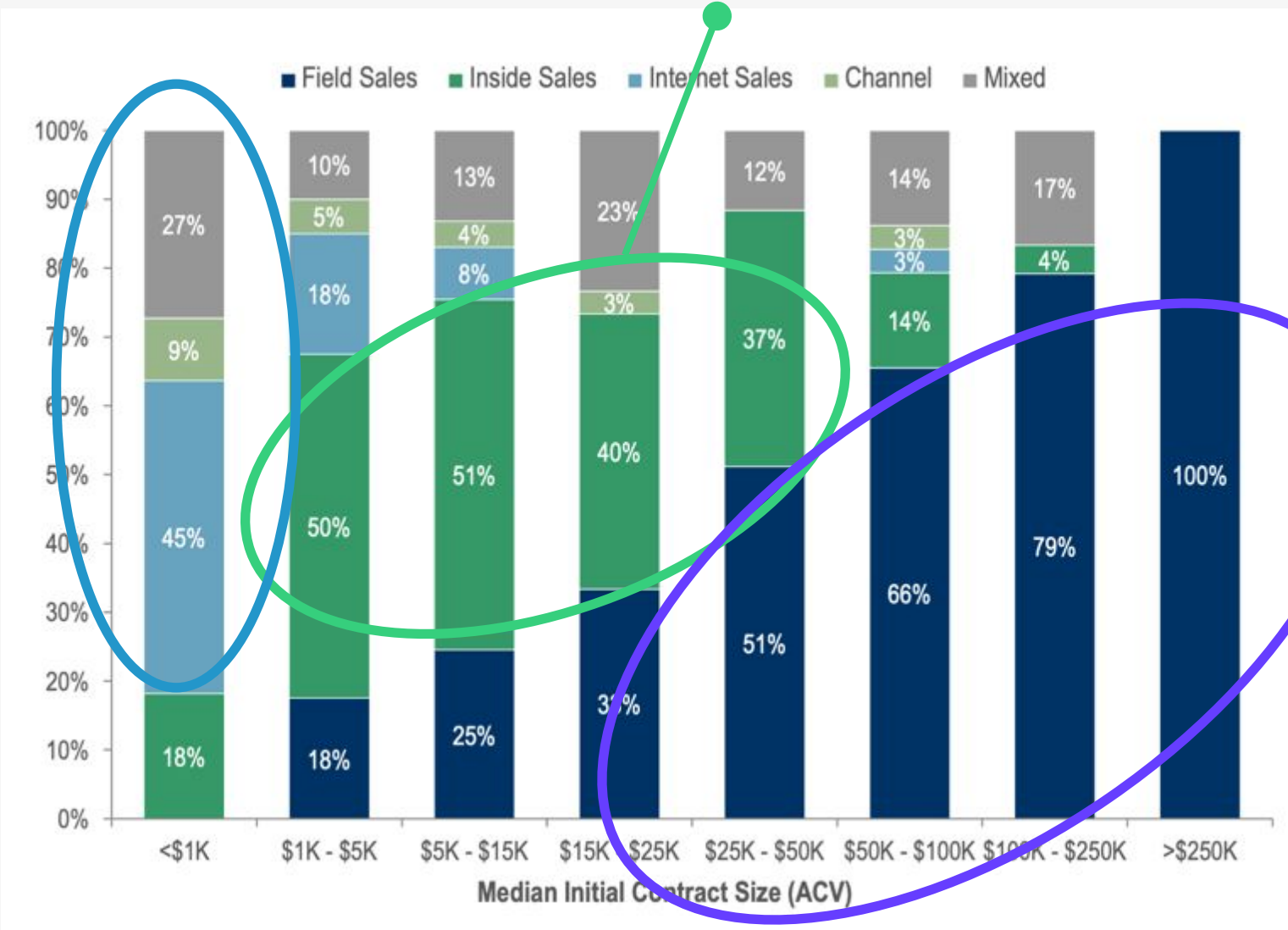
SHARKS ARE GROWING SLOWER
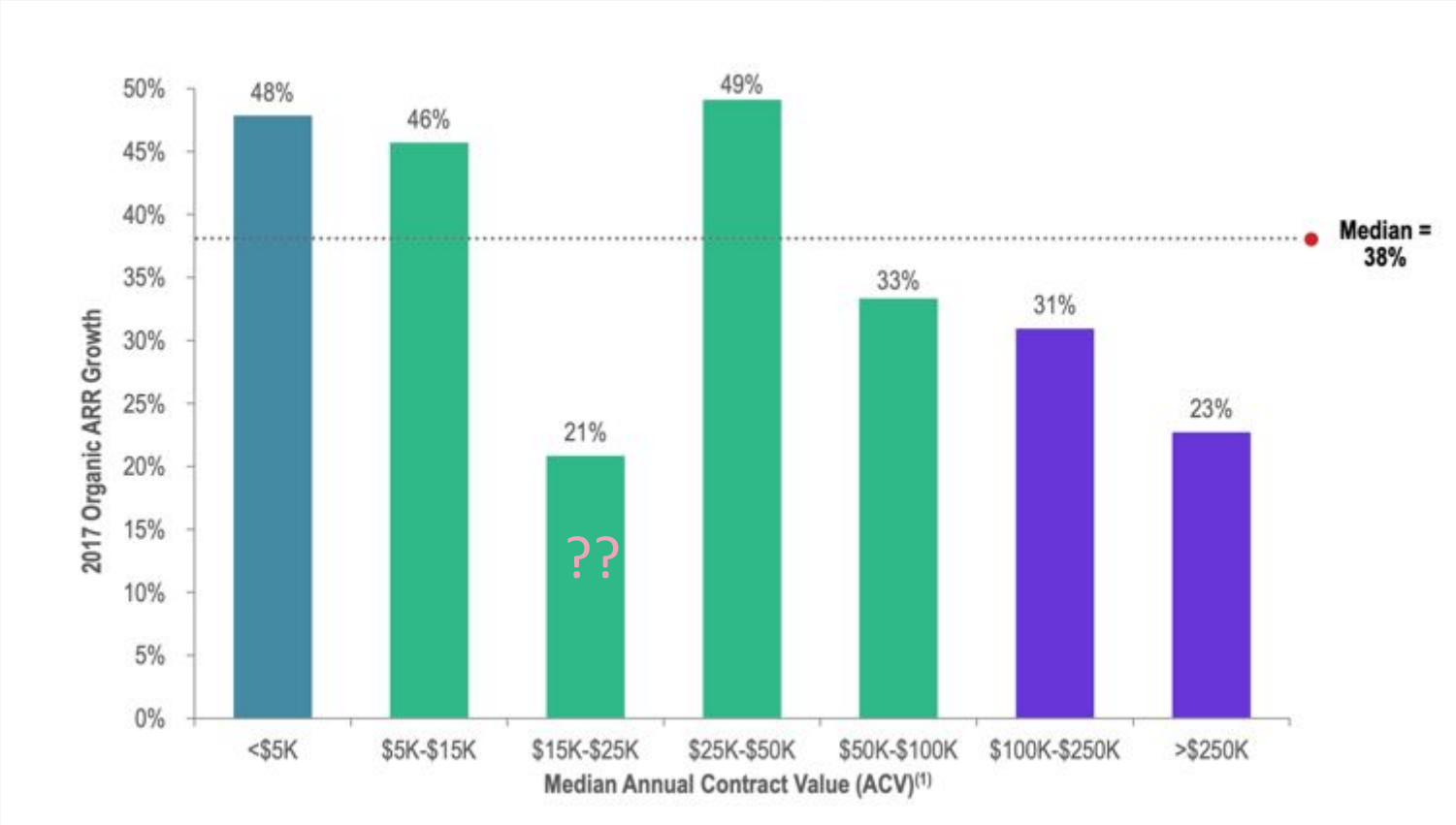
Source: KBCM & Matrix Partners

Why whales want to become sharks?

HubSpot

@ SaaStr Annual 2018

Q: What client structure you have

Brian Hulligan: "We have roughly equal portions in small (<50 ppl), medium (50-200) and *enterprise (200+ ppl)* segments"

Enterprise is inaccessible without outbound sales machine

ICP: ENTERPRISE VS SMB

SMB

- In a constant search how to survive

- Eager to learn

- Free is good

- <$100 is ok if it's useful

- $100-$1000 should have ROI

- Discounts are good

- Swag is good

ENTERPRISE

- Expects personal treatment

- Never fills out leadforms, goes to webinars, etc.

- Expect sales people to come

- Overwhelmed with offerings

- Looks for validation before trying

- Risk averse

- Anything below $10K is stationery

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DOLPHIN: Sales Development Aircover Campaign

EXAMPLE
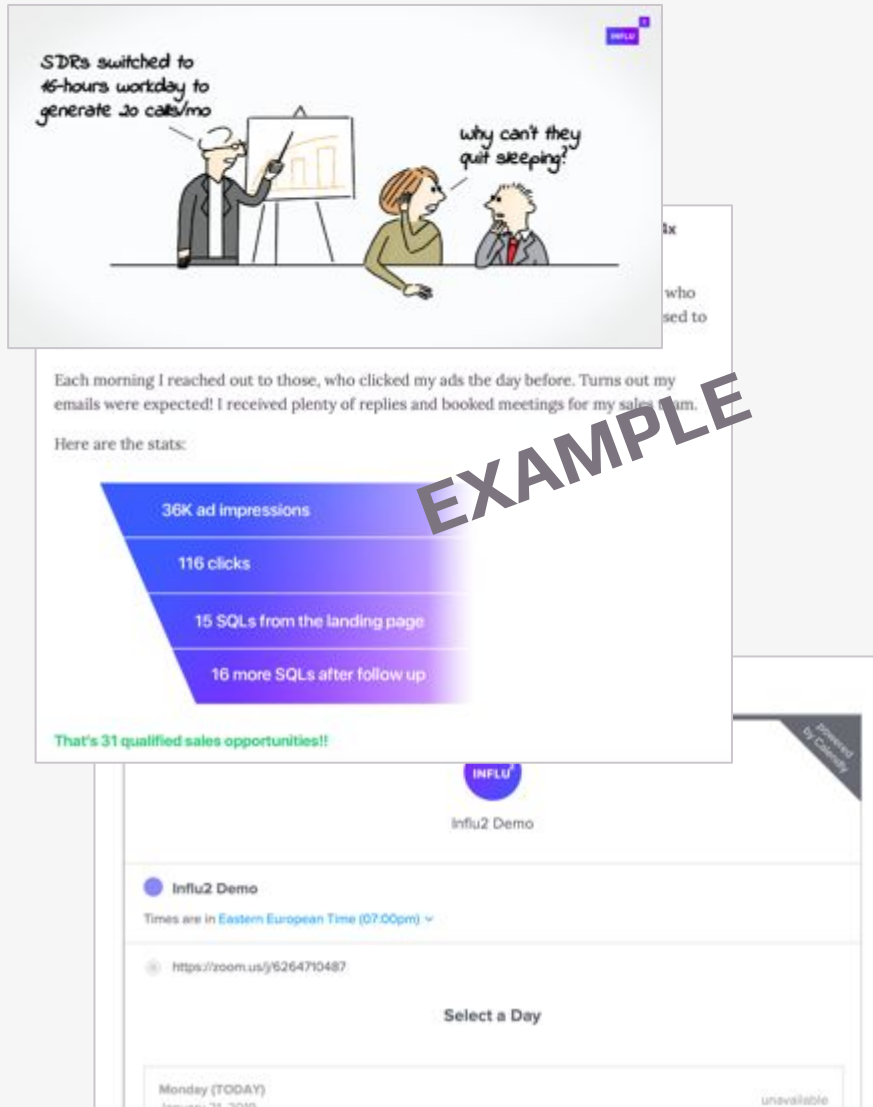
- 2000+ targets - we now use 6000

- 2-3 campaigns per month

- Mention function/industry e.g. "Fintech CMO guide to XYZ"

- Relevant content/case/article

- Call-to-action to talk on the landing page

- SDRs leverage click signals

EXPECT:

- **3x-5x** better response rate on intent signals

- **20-30%** improvement in SDRs productivity

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SALES DEV AIRCOVER CAMPAIGN: PROFITWELL

Banners:
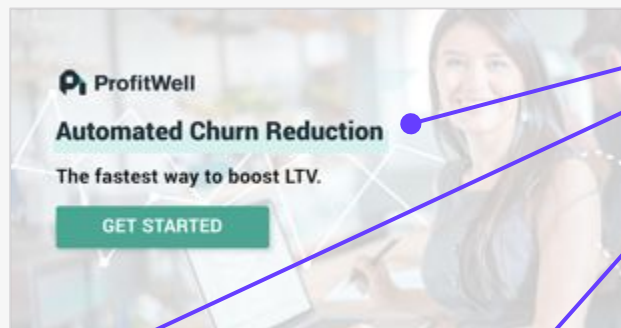
Clear value proposition

Right now, you're losing hard-earned customers to both involuntary and active churn every month. **ProfitWell Retain** protects your revenue by fighting both types of churn to increase customer retention.

Call-to-action to book a meeting

Landing page:

SHARK: 1-2-1 ABM Campaigns

Workfusion targets:

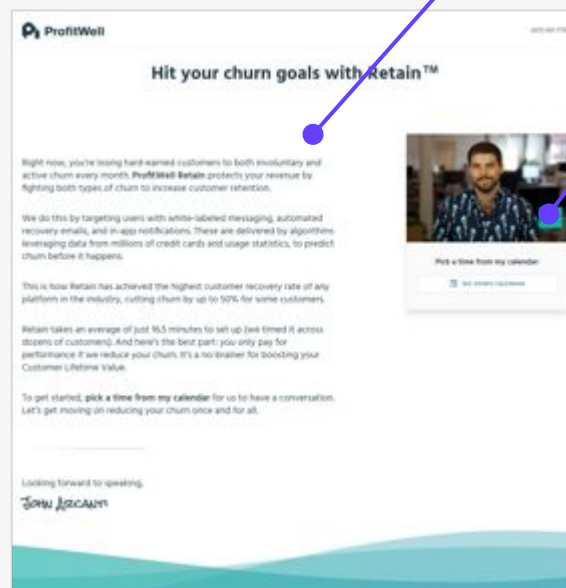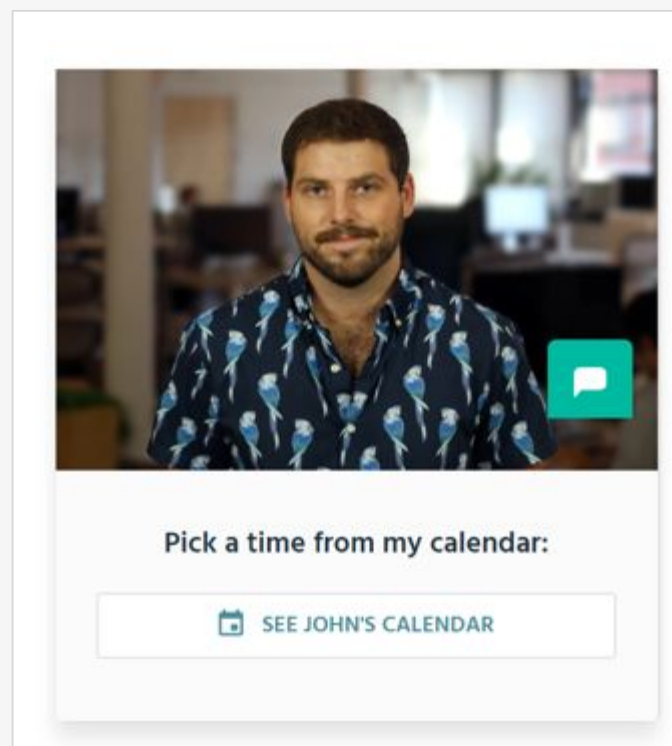| First name	Last name	Title
Alex	Lyashok	CEO
Sam	Fahmy	CMO
Adam	Devine	SVP	Head of Marketing
Anthony	Russo	Sr. Director, Product Marketing
Sudip	Mitra	Chief Revenue Officer & Head of Global Sales
Drew	Scarano	VP Head of Sales North America
Jeffrey	Segebarth	Vice President Enterprise Sales
Brian	Briggs	Global Head of Presales
Doug	Rich	VP Head of Sales EMEA
Jason	Noran	Head of Partner Pre-Sales, North America
Katherine	Mackanin	Global Field Marketing and Event Director
Laura	Girasole	Director Of Inside Sales
Sanal	Kumar	VP, Strategic Alliances and Sales
Sarah	Manos	Marketing Operations Manager
Veronika	Andreeva	Product Marketing Manager

EXAMPLE

Banner:

+ 25% sales productivity for
WorkFusion
with ABM

Landing page:

INFLU²   Live Demo   Solutions   About Us   Blog   Dashboard   Clients   Log Out   John Smirnov

Hi John,

I am Dmitri, Influ2 CEO and co-founder, and I created this person-based ad campaign for you.

John, I am already in touch with your marketing team, but I thought you should see our demo ABM campaign too.

Cisco, People.ai, Chargebee and 40 more of our clients boost their sales conversion with Influ2. It is time for **Workfusion** to do the same!

The thing is, with person-based ads you know exactly who clicked on your ad, so every click is a **buying intent signal**. People who click your ads respond 3x more often to sales development outreach, than 'cold' contacts.

As a result, person-based ads boost sales productivity by **20%-30%** with stellar **2.8x marketing ROI.**

Let me know if you want to know more about Influ2 and our person-based ads. Here is my calendar for your convenience:

Dmitri Lisitski ▾

● 30 Minute Meeting
Times are in Eastern European Time (14:25) ▾

☐ Please follow the link from your computer or smartphone: https://zoom.us/j/3012335386
☐ zoom.us

Select a Day

- One campaign per account (company)

- 10-20 targets per campaign

- 20+ accounts - we now use 50

- **A business case for this specific company**

- Call-to-action to talk on the landing page

- AEs leverage click signals

EXPECT:

- **2-5 engagements** per account

- **1-2 new business sponsors** per account

BANNERS TO BUILD AWARENESS FOR SINGLE ACCOUNT

INFLU 2

seerene

Seerene is a code+people management platform that lets CIOs and IT executives see across all of their software initiatives, to easily understand things like effort, costs, and risks. They derive this insight by looking at all the data in the code repositories and source control systems. It is easy to setup, it doesn't require any change in behavior, and no code leaves the firewall.

Seerene is used by Fortune 500 companies including SAP, T-Mobile, and Adidas.

THANK YOU!

INFLU

🐦 @infu2_on

f /influ2

in /company/influ2/

✉ d.lisitski@influ2.com