



Turning Website Visitors into Leads



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Summary

#1

State of Current Marketing Efforts



Things never stay the same. We know that is true, but what has transpired over the last 18 months in the world of marketing, no one could have ever predicted. We have moved to online for virtually everything, and that has had a significant impact on marketing and sales.

Social media platforms, videos, TikTok, and many other applications have been developed to be seen, and heard and hopefully generated new business. SEO, re-targeting, Facebook ads, GoogleAds, Google analytics, and the list goes on and on as to the avenues available to reach consumers.

Are we ever going to get back to simple, basic marketing efforts? My head spins with all the available options, and the problem is more changes are on the horizon.

Currently, we are bombarded with all the options. The sales cycle and buying experience have changed with the movement to online. The consumer can learn, research, investigate and plan their purchase without talking to a single person, leveraging that information to assist with their buying decisions. Additionally, consumers can read reviews before purchasing, and no input is needed.

How do we as business owners compete with how consumers now make purchasing decisions?



Changes on the Horizon

Even with reference to all the changes currently taking place, there are more changes on the horizon. Living in a “cookieless” world is something that is going to affect the Business to Business (B2B) and Business to Consumer (B2C) environments tremendously. That major shift isn’t next week, but it needs to be planned for and considered. In short, the ability to track and make decisions will no longer be the same.

Another change is the development of ordering products online and not being tracked. The consumer can opt-out to keep their privacy intact.

All these developments mean marketing has to flex as well. Marketers are learning, testing, and trying new things, which will continue to be the case for the foreseeable future.

Another adjustment entering the marketplace is the ability to identify website visitors. This tool is already being used in the B2B environment, but it is in its infancy in the B2C environment. Once embraced by marketers, this transformation will be the next “need” for businesses to market to consumers.

This eBook will provide how this shift will influence the market and how it can be utilized in the current climate. Considering all the changes in the here

and now and those coming in the not-too-distant future, this may be a tool that marketers, business owners, and salespeople need to consider. **Who's in Market Now** is a Business-to-Consumer tool that goes beyond analytics and delivers personal contact information to the business on consumer website traffic. This information allows the company to retarget the consumer through the mail, email, and phone.

This tool will take inbound marketing lead generation to the next level. And by the state of the marketing efforts that are currently in place, the need is definitely here.

Let's get Started...

The Need

Businesses need to generate leads and keep generating them. Secondary to generating leads is keeping the cost of those leads to a minimum. Spending for them is expensive regardless of the industry. It doesn't matter if you are in the roofing business or the senior living space; you need to generate leads to generate new business.

If you are starting in business, you may feel that the only way to get business is to buy leads, which may be true. But, if you have been in business for a while, and you have a website, SEO, social media presence, a marketing campaign, or an email campaign, you may have all the pieces in place to leverage your current marketing efforts that drive visitors to your website.

We know the need. We have a solution.



#2

Marketing



To get started on the application of **Who's in Market Now**, a lead generation tool, let's define some marketing terms before we go any further.

Outbound

"Outbound Marketing" is all the efforts made to reach out to potential consumers. The consumer has made no effort to reach your company or engage your website and has shown no interest in your product or service. It is all your efforts to reach new consumers, such as cold calling, cold emailing, or direct mail. You are making an effort, and the consumer is not taking action to move toward your company or service.

Inbound

In contrast, "Inbound Marketing" is marketing that brings consumers to your company. Consumers can fill out a form, take a survey, or download an eBook or other action showing interest in your product or service. This action on behalf of the consumer allows you to reach out to them. The consumer is moving towards the company.



Pre-Inbound

But now there is "Pre-Inbound Marketing." It is a type of marketing that captures the consumers' data while they are looking, shopping, or researching your product or service, and they haven't taken any action at this point on the company website.

Targeted

The sales team can initiate the conversation using the pre-Inbound marketing tool. The data provided, such as name, address, email address, and other data points, allows the company to target the consumer who is interested in your product or service. The marketing efforts at this point become targeted based on the data provided. Additionally, data can be drilled down as to the time spent on the site and where the consumer visited, allowing the sales team to initiate the conversation based on the consumer's actions.

#3

Who's in Market Now



Overview

Who's in Market Now is a Business to Consumer (B2C) tool that goes beyond analytics and delivers personal contact information to the business on consumer website traffic. This information allows the company to retarget a specific consumer through the mail, email, and/or phone.

With our technology, we capture the IP address of everyone that visits your site, NOT just existing clients. We then match each IP address against a database of over 650 million digital fingerprints of people who opted into marketing twice in their lifetime.

We filter out bots, business accounts, foreign accounts, phony profiles, and several other verification sources to ensure accuracy.

At this point, we deliver to you, IN REAL TIME, the names, addresses, phone numbers, email addresses, page views, for how long, and how many times they visited, where they came from, and so much more.

We can deliver this information for roughly 40–50% of your total site traffic. We will provide it to you or your fulfillment team so that you can retarget these consumers before your competition does.

Over time, you will build a database of people that had some interest in you and what you do. You will also save money by eliminating other 3rd party lead and marketing sources.



The Dashboard

To access the dashboard, you will only need to sign in to your account and sign in with your username. Below is an example of the dashboard.

Shadow Visitors

Export to Excel

Select Customer: [Dropdown]

Select Date Range: From 8/26/2021 To 9/25/2021

9/25/2021

Drag a column header and drop it here to group by that column

Visit Date	Match Type	Attribution	B-Back	Geo Location	Visit Type	Page Views	Detail	First Name	Last Name
09/25/2021	Household-	Google	0		Sales	2	View Detail		
09/25/2021	Household-	Cargurus.com	0		Sales	2	View Detail		
09/25/2021	Household	Organic	0		Sales	2	View Detail		
09/25/2021	Household-	Google	0		Sales	20	View Detail		
09/25/2021	Household-	Organic	0		Sales	1	View Detail		
09/25/2021	Household-	Google	0		Sales	3	View Detail		
09/25/2021	Household-	Organic	0		Sales	1	View Detail		
09/25/2021	Household	Cars.com	0		Sales	1	View Detail		
09/25/2021	Household-	Organic	0		Sales	1	View Detail		
09/25/2021	Household	Cars.com	0		Sales	1	View Detail		
09/25/2021	Household-	Google	0		Sales	1	View Detail		
09/25/2021	Household-	Google	0		Sales	4	View Detail		

1 - 300 of 3118 Items

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Column headings

Visit Date: The date the data was delivered. This can be in less than 10 minutes.

Match Type: Either a household or cellular device. Devices tend to take longer to identify. Any Household with a (-) next to it means the data came from a device within the household.

Attribution: This field tells the client where the data came from. Facebook and Google will always appear. Being able to track where the customer came from allows for a more granular look at the effectiveness of their campaigns. It also provides for a more immediate insight instead of looking back over a 30-90 day period. **Most importantly, our tool allows you to track the source to the sale**

like no other tool.

**Note- if the client gives us their UTM codes (Urchin Tracking Module), we can track all their campaigns.*

B-Backs: Repeat customers over a day to several days. These are extremely important as they are usually further down in the buying cycle.

Visit Type: Denotes sales or service lead (auto only).

Pages Viewed: Gives the number of pages viewed by the customer. Important for gauging interest.

Detail: This column allows for a deeper look at what the customer looked at. We will discuss this in-

depth later.

First Name: self-explanatory.

Last Name: self-explanatory.

Address: self-explanatory if available.

Email: EVERY contact we identify will have an email associated with it; otherwise we will not deliver it. The email must score a "1" on the deliverability score as well, which is the highest deliverable score on a scale of 1-7.

Phone Number: Some phone numbers will be

available, depending on the National Do Not Call list.

Additional fields: Gender, DOB, income level, etc. These are generally not as important.

Sales and Service Form AB: (primarily auto) These two fields denote when a person started filling out a form but stopped. Forms that are filled out on a website usually reflect a consumer is interested in more information. Consumers that do not finish or submit a form are called "Form Fails." These form fails are just as important to the business because the customer is usually farther down the funnel in the buying cycle.

****View Detail pictured below**

VISITOR DETAIL	
Visit Date:	09/26/2021 11:51 PM EST
First Name:	
Last Name:	
Address:	
City:	
State:	
Zip:	
Email:	

WEBSITE PAGE LOG	
09/26/2021 10:50 PM EST -	https://www.melloydodge.com/used-vehicles/?
09/26/2021 10:51 PM EST -	https://www.melloydodge.com/inventory/used-2014-dodge-challenger-rt-rwd-2d-coupe-2c3cdybt3eh247818/
09/26/2021 10:51 PM EST -	https://www.melloydodge.com/used-vehicles/?_dFR%5Btype%5D%5B0%5D=Used&_dFR%5Btype%5D%5B1%5D=Certified%2520Used&_paymentType=our_price
09/26/2021 10:53 PM EST -	https://www.melloydodge.com/new-vehicles/challenger/
09/26/2021 10:54 PM EST -	https://www.melloydodge.com/inventory/new-2021-dodge-challenger-rt-scat-pack-rwd-coupe-2c3cdzfj3mh623995/

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Pictured above is a detailed view from the detail column of the dashboard. You will notice the customer's information comes up a second time. In the Website Page log are all the URLs that the person visited. Think of the power a marketing manager has with this information to cater a detailed message to the consumer based on what the consumer viewed.

Sounds Too Good to Be True?

There are a few things that we hear quite often that will be addressed in this section.

#1 One of the most common questions we receive is, is it legal? Absolutely. Hudson Cook Law Firm has reviewed us, and they provided a compliance memo that, if requested, will be supplied to you. In

addition, we have been approved by Compliance Credit.

#2 How do I manage all the data? We recommend creating a lead scoring system so you can increase sales quickly by knowing who is in market right now. The lead scoring system will allow you to

create a plan for those leads that need to be contacted immediately compared to those who are just looking around. This way, you can easily manage the data coming into your CRM and build your database month over month. It also lets the relationship begin by providing information to the interested visitor.

#3 Another question that comes up from time to time is, "I am in the process of purchasing a CRM. Do you offer anything?" Of course! We offer a basic CRM. It's already included in the price, and it is a starting point for handling and managing the data. If you don't have a CRM or are in the middle of shopping for a new CRM, use ours for free.

#4 A comment is, "the sales team doesn't want to come off too aggressive or creepy. How do we

approach the leads?" We agree, and we don't want you to come off aggressively. We want this to be a way to serve your leads and be educational in helping them with their needs. This is a great way to provide customer service at a new level.



Customer Service

Think about this: When I was put in the position of finding a senior living facility for my mom, I had no connections, no knowledge, and no one I could ask for a referral from. Like most people, I started with a Google search. As it turns out, 83% of people search online when looking for a senior living facility. Suppose my contact information came up at a senior living facility, and a salesperson reached out to me because they knew I was looking. The salesperson would already know what I had been looking at and how long and would be in a great position to help educate me on what I was most interested in.

Then, if the salesperson reached out to me via email and said, "let me tell you a little bit about who we are and what we do," not as a sales approach, but provided answers to some of my questions. Wow! This is how a company will set itself apart from the competition. The salesperson could infer that I might be new to the process, and here is what I can expect. This is where customer service begins.

I would have appreciated some assistance. If someone had reached out to me and said:

- Joy, can I answer any questions regarding our services?

- Can I provide you with a tour?
- Is this the first time you have had to do this?
- Here are some resources you should consider..."

I would HAVE signed up with that facility that provided customer service and support. It wouldn't have felt creepy, and it would have been a relief to me when I desperately needed some help.

People are looking because there is a need. Our service allows you to be informative but not over the top. It will enable the sales representative to be educational and proactive and come from a space of customer service which ultimately translates into sales.



#4

Sales



Leveraging the Data

The sales process and sales cycle change from the beginning by initiating the first communication, whether by email, a direct mail piece, or even a phone call. Additionally, the data provides the ability to determine a consumer's interest level by the activities they engage in on the website:

- Were they on the website for less than a minute?
- Did they only visit one page?
- Did the consumer visit several pages?
- Did they spend several minutes on each page?
- Did they come back again?

Knowing the consumer's actions allows you to target your communication to meet their exact needs. At this point, several steps can be triggered that are potential avenues to connect with the consumer. However, the first action should be scoring the leads.



Lead Scoring System

If you're thinking, how will I manage all the data? We know that all leads are not the same, so we created a basic lead scoring system. You have data coming in, wondering what I do with this information, and where do I start? Some visitors need attention right now, and some visitors need to be nurtured. Here are some suggestions to consider:

Lead Score #1 – These consumers are further down the buying process, and they have made some type of effort to learn more or have been very active on the website looking at your product or service. These consumers need to be contacted ASAP.

- B-Backs – Repeat consumers to the website over a day to several days. These are extremely important as they have come back again.
- Low-Hanging fruit – they have been on several pages on their initial visit and spent a significant amount of time on the site
- Fill Form Fails – These consumers have started filling out the form and never completed it or submitted it. They are interested, for sure but didn't carry through.

Lead Score #2 – These are consumers that have been on the site over a period of time that you determine. Think about it as putting your toes in the ocean. They are interested and may want to purchase, but they aren't going to jump in immediately. They need to build trust in you, your product, and your brand.

- They have been on site X number of times within a couple of weeks.
- Visitors have been checking back over the last couple of weeks.
- Visitors look at a specific product or service repeatedly over a week or two.

Any of these visitors need attention soon. They are interested, looking and virtually raising their hand to be acknowledged. An email can be sent out with an offer or incentive specific to their search.

Lead Score #3 – These are consumers that visited the site once, and did not spend much time on the site. Basically, checked it out to see what was available and left.

- These visitors need to be put into a database and communicated with regularly. They are interested but need to be nurtured.
- Newsletters, blogs, periodic specials, and new product releases are things that they might be interested in.

Increasing Sales

For the sales professional, the question that we need to answer is how does this data translate into increased sales? Consider the data the sales team will have access to:

- Contact information of the consumers that visited the website.
- What the consumer is interested in by their page views.
- How long they spent on the site.
- If the consumer returned. Where the consumer visited on the return.

Knowing these data points, the sales team can initiate the conversation. There is no outbound marketing that needs to be done. These consumers are looking, and they are warm leads.

Depending on the time spent on the site, how many times the consumer has returned, or if they took some action and didn't complete it, such as a form fail, the sales team has ample data to initiate and start a conversation and begin building a relationship.

Instead of Facebook (FB) ads, or Google ads, these are consumers looking and, more specifically, looking at the company. Think about it this way, if you had a brick-and-mortar store, and someone came in, wouldn't you contact them and say hello, can I help you? This is the same concept but in an online format.

Depending on the consumer, they could be just waiting for some type of connection, and the sales team can take the initiative and move the consumer from a lead to a sale.

Action that the sales team can take:

- Leads that scored a #1 can be acted upon immediately with a targeted or personalized email from the sales team.
- Leads that scored a #2 can have a specific email campaign assigned to those leads, and the sales team can follow up on those leads within a 3–4-day period.
- Leads that scored a #3 are put into an automated system for building relationships. This can be set up and left to run on its own. The sales team focuses on leads further down the sales funnel first.



#5

Evaluation



Marketing Return on Investment (ROI)

In this day and age, it is getting more and more difficult to measure the results of the implemented marketing efforts. **Who's in Market Now** database tool provides a concrete way to analyze the marketing efforts that are made, and thereby one can measure the ROI on the money invested. Companies often invest in FB ads and do not know their ROI on those ads. Within the dashboard, there is an attribution column. This column allows the user to determine where the website visitor is originating from.

If you are in a specific industry, most of the visitors may be coming from an organic Google search. Why invest in FB ads if you are not getting any results from it? By knowing the ROI on your marketing efforts, you can then decide if you want to stop certain campaigns, invest more in others, or just lessen the amount in those campaigns that are not delivering. This tool provides the data that is needed to direct the company marketing efforts.



Case Study – Auto Dealership

Don't take our word for it. Nothing speaks louder than data, sales, and profits. We wanted to share what one dealership did with the data they received from their website. Below are the results of a 90-day period of data and what the sales team did with the information provided.

The Setup:

- Period of time: 6/20/21 – 9/20/21
- Visitors Identified: 2,100 new internet visitors identified
- Emails Sent: 7,961 during this period
- Phone Calls made: 2,108
- Appointments made: 306

The Results:

- *Cars Sold = 96*
- *Total Sales Volume – \$502,000*

Cost Breakdown:

- Cost of database tool – \$3,000
- Per appointment cost – \$10 per appointment/306 sales appointments
- Average Acquisition Cost for a dealership = \$741.00
- Database Tool Acquisition cost = \$32.00
- During this period 90-day period, 1/3 of the cars were sold by this tool

Why We're Different

Sometimes **Who's in Market Now** tool is often mistaken for other analytics and re-marketing tools. The most common of which is cookies. Additionally, there is a plethora of Business-to-Business tools, analytic tools like Google ads and analytic accounts, and re-marketing programs. The confusion is often because the potential client doesn't know enough about the digital marketing world to understand the major differences in what we do compared to what they already have.



What We Offer

Cookies: Cookies capture the IP address of a website visitor, then tracks them across social media, and are often the tool responsible for 80–90% of social media re-marketing. As the consumer visits social media, they get served ads from the site they previously visited. Most consumers find this annoying and intrusive. Cookies are also the primary reason why stricter privacy rules have been passed. As a result, cookies are on the verge of extinction in the next few years. Cookies also fail to fully identify the consumer like **Who's in Market Now** does.

B2B Companies: There are many B2B companies in existence that identify business accounts to websites. Business information (name, title, email, company address, company phone, etc.) is less private and therefore more readily accessible. **Who's in Market Now** focuses on Business to Consumer data, and this is personal contact information and is more pertinent to most businesses that focus on the individual consumer. The business of identifying web traffic has been around for a long time, and it only recently was created for B2C.

Google Analytics and Analytics companies:

These companies offer tools that show website effectiveness by revealing the most/least visited portions of a website. In some cases, it might be able to track consumers across multiple sites and gather some demographic data on the consumer that might be relevant for future campaigns. However, they fall short of fully identifying the consumer, thus being unable to put a face with the behavior like **Who's in Market Now** can.

Google Ads: are paid ads with tracking codes that will follow the consumer through the internet. Again, it falls short of fully identifying the consumer. The tracking does allow for retargeting on social media by serving up further ads to the consumer

after they leave the site. Incidentally, should one of the ads take them back to the business website, we would identify the customer and validate the marketing spend on Google. If anything, we enhance Google products.

In short:

- **Who's in Market Now** is replacing cookies
- **Who's in Market Now** is one of the very first B2C data providers
- **Who's in Market Now** goes beyond analytics tools

Who's in Market Now helps validate or eliminate your current ad spend.

Best Practices

To assist when the data starts coming in, we have some best practice suggestions:

#1 Always contact your form fails first. This means anyone with a "1" in the sales form column on the dashboard. These customers have opened a form on your website indicating interest BUT did not fully submit it to you as a lead.

#2 Be customer focused first. This means don't say I saw you visited our website, and I am following up. This can be alarming to most as they did not submit their contact information through the website. Be educational.

#3 Send an email as the first point of contact. Everyone emails. So this makes initiating the conversation easier and educational.

#4 Provide an incentive targeted to the website search. This opens the door for conversation.

#5 Utilize a lead scoring system to spend your time efficiently. Reach out to the hottest leads first, and then other website visitors become part of building your database. Provide newsletters, blogs, or other information that builds a relationship.

#6 Analyze the data. **Who's in Market Now** shows you the referring URL that brought the visitor to your site. This allows you to easily determine how your different campaigns bring in traffic and are performing.

#7 Know your Return on Investment. By analyzing the data, you can determine which campaigns bring more website visitors. This will allow you to determine the effectiveness of the campaigns that are increasing sales. In this way, you can decrease what isn't working and increase what is working.



#6

Summary



Businesses have to not only compete with their competitors, but they also have to compete with their potential customers. When the consumer doesn't have to talk to a single person to make a purchase, the company has to compete for the consumer's attention. Companies are always looking for ways to be noticed and recognized. Therefore, marketing and sales have to shift as well. We believe the sales team must initiate the communication as early as possible. Throughout this eBook, we discussed how to initiate the conversation with a website visitor. Who's in Market Now is the next level of lead generation. The marketing space is constantly changing. In the beginning of this eBook, we discussed all the changes that have been taking place and what is coming on the horizon. Change is inevitable, and the willingness to see that changes are coming and try new things is how businesses will be successful in growing their sales.

This tool needs to minimize your marketing costs and maximize your leads. Knowing what marketing is working for your company can increase that spending and decrease what is not working. Now, you have data to base your marketing spend decisions on.

The leads that come through your website will grow your sales this year and into the future. Our tool will be commonplace in the next few years, but utilizing our tool now will get you ahead of your competition. By targeting those consumers that are looking,



searching, and researching, a connection can be made within minutes. Think about that for a moment. You can connect with someone looking within the hour of their search. That is lead generation at its best.

Secondary to that concept, by scoring the leads, you know where to spend your time, all while building your database of customers that are looking but may not be ready to make a decision. Serving your potential customers from an educational approach instead of hard-core sales is a great way to keep those potential consumers engaged with your company. This is a win-win for the company to grow business, and this truly is the tool of the future.

This book is a general overview of Who's in Market Now; check back to see if there is a specific eBook for your industry and how to leverage the data coming into your site. If you would like a demo of this product and an opportunity to go in-depth for your business and your market, reach out to Joy at joy@npmarketinggroup.com to schedule an appointment.



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