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Leadgenerering og Datadrevet Marketing Automation

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Agenda

- Sådan genererer du leads via Facebook Lead Ads og dit website
- Nu har du et lead - hvordan får du værdi ud af det på tværs af forskellige platforme?
- Sådan arbejder du med datadrevet marketing automation
- Mål værdien af dine tiltag
- Opsummering og spørgsmål

#1

Metoder for Leadgenerering

Facebook Lead Ads

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Facebook Lead Ads – B2C

Spend: 16,319.29 kr.

Konverteringsværdi: 121.784,00 kr.

ROAS: 7,46

Antal af Leads: 2316

Pris pr. Lead: 7,05 kr.

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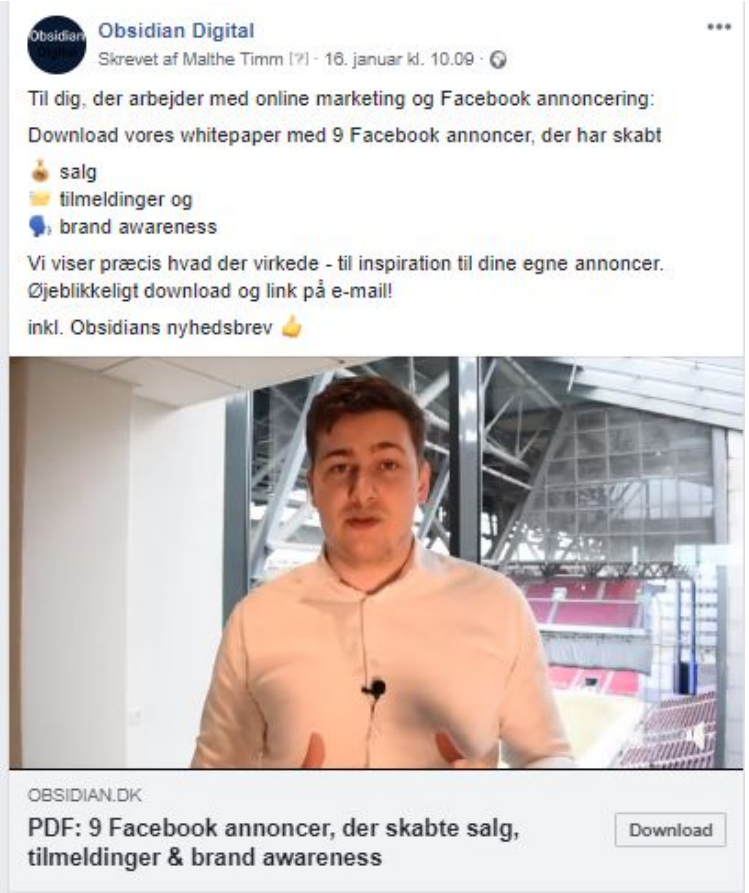
Facebook Lead Ads – B2B

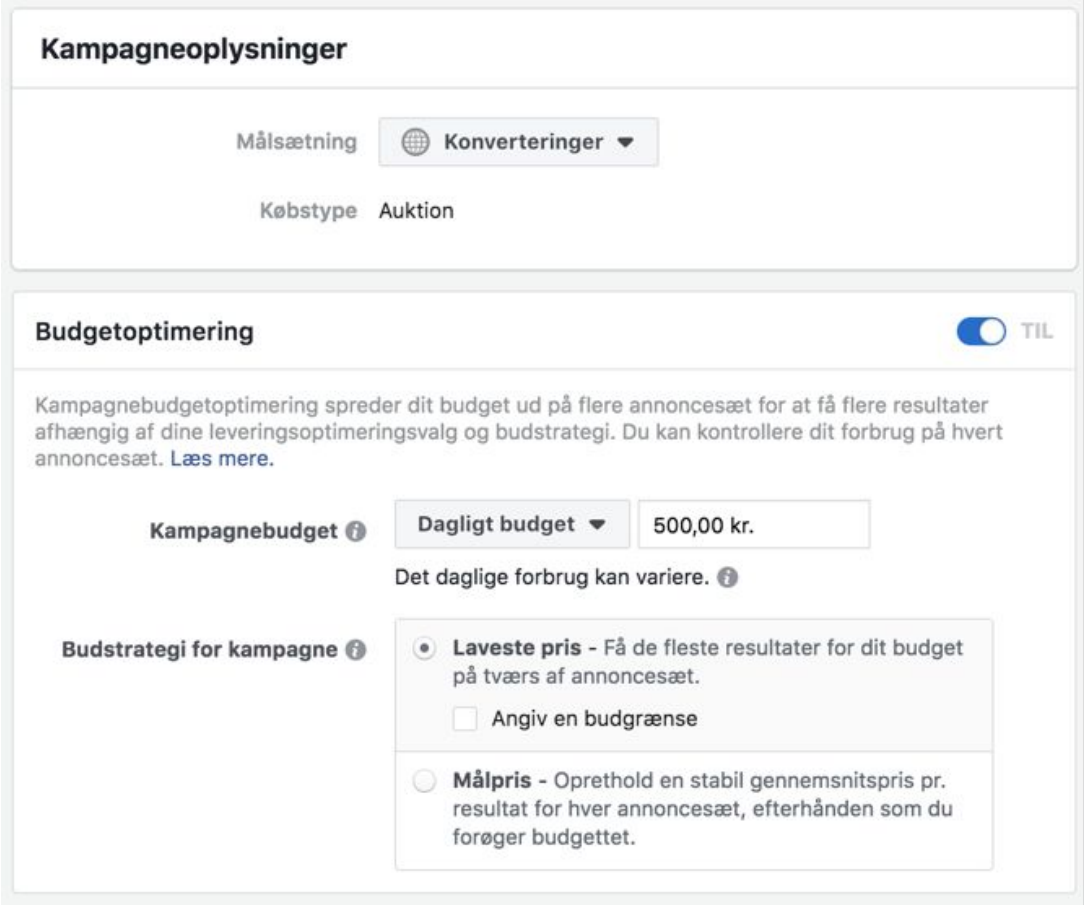


Spend: 19.065,72 kr.

Antal af B2B Leads: 1085

Pris pr. Lead: 17,57 kr.

Facebook: Kampagnebudgetoptimering



Virker for klik, konverteringer, app install m.fl.

Bedste kampagner får mest budget

Adaptiv over tid

LinkedIn Lead Gen Ads

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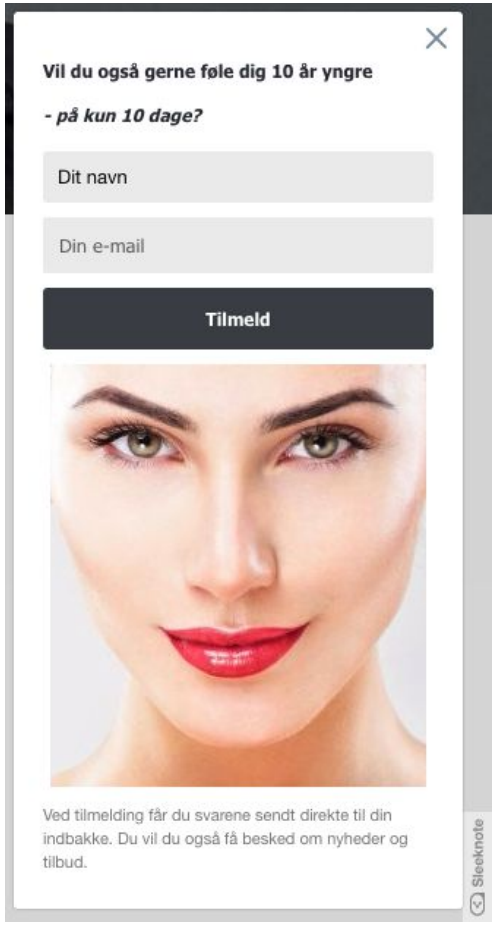
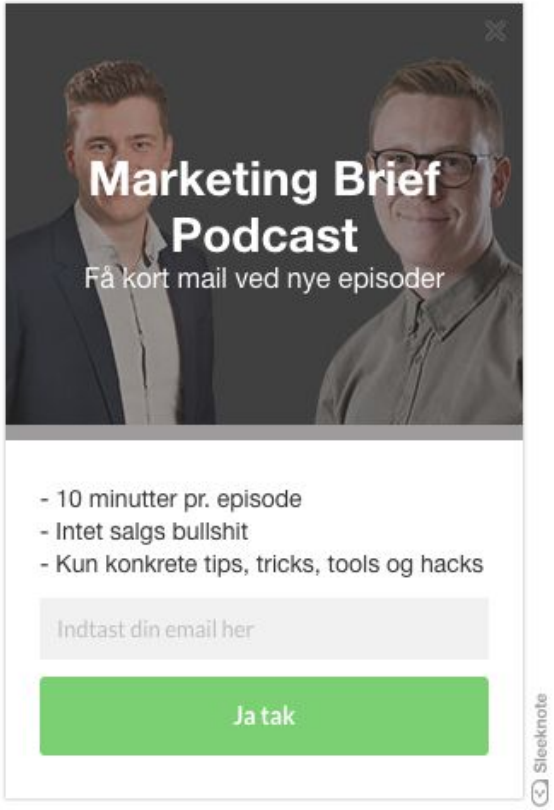
Facebook Lead Ads vs LinkedIn Lead Gen Ads

Facebook		LinkedIn
Gennemsnitligt 4-5 kr. for B2C og 20-50 kr. For B2B	Pris	Meget dyrere end Facebook. Ofte 50-200 kr.
Bedre mulighed for brede målretninger	Målretning	Bedre mulighed for målretning af beslutningstagere
Mange forskellige former for kreativer og annonceformer.	Kreativer	Begrænset til video og billeder ifht. kreativer.

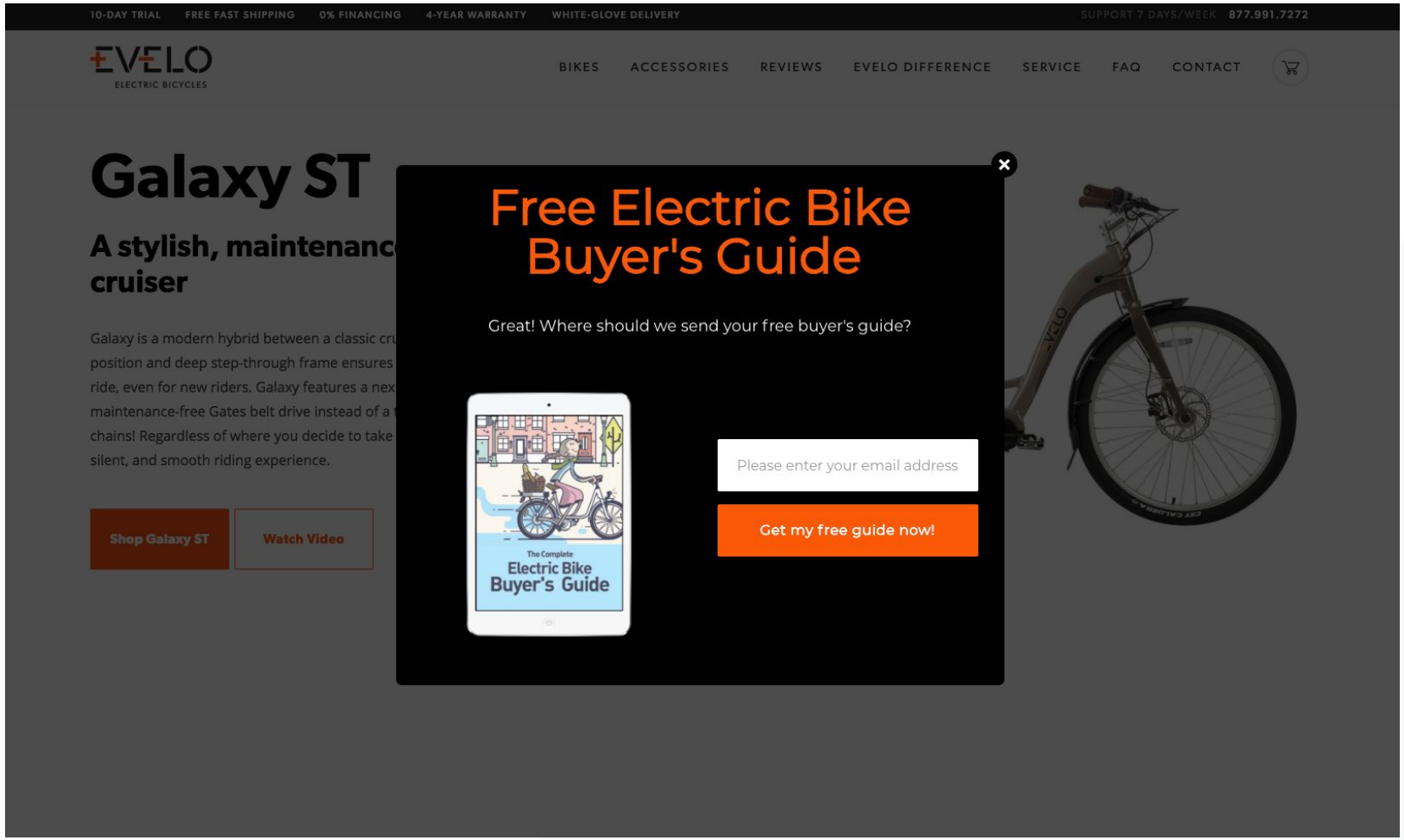
Slideins


Vil du også gerne føle dig 10 år yngre
- på kun 10 dage?
Dit navn
Din e-mail
Tilmeld
Ved tilmelding får du svarene sendt direkte til din indbakke. Du vil du også få besked om nyheder og tilbud.
Sleeknote


Marketing Brief Podcast
Få kort mail ved nye episoder
- 10 minutter pr. episode
- Intet salgs bullshit
- Kun konkrete tips, tricks, tools og hacks
Indtast din email her
Ja tak
Sleeknote

SPAR 10% PÅ DIT FØRSTE KØB
Du kan få -10% på dit første køb ved at tilmelde dig vores nyhedsbrev. Vi sender inspiration, gode tilbud og fine nyheder 1-2 gange i ugen...
Indtast din email
Ja tak, jeg vil gerne modtage nyhedsbreve
FÅ DIN RABATKODE

Content upgrades



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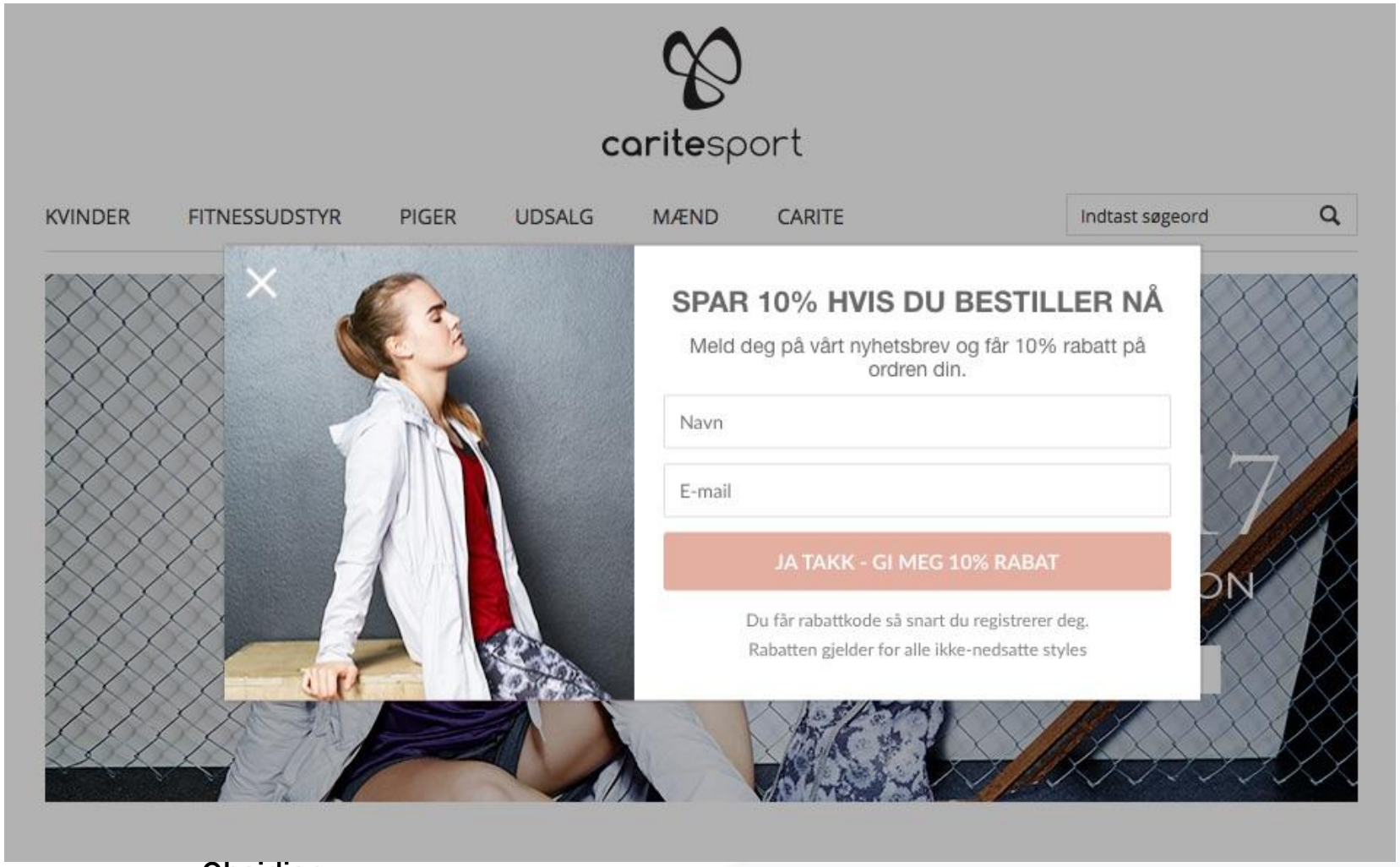
Exit intent (Halfdans yndlings)



Aritmetik:

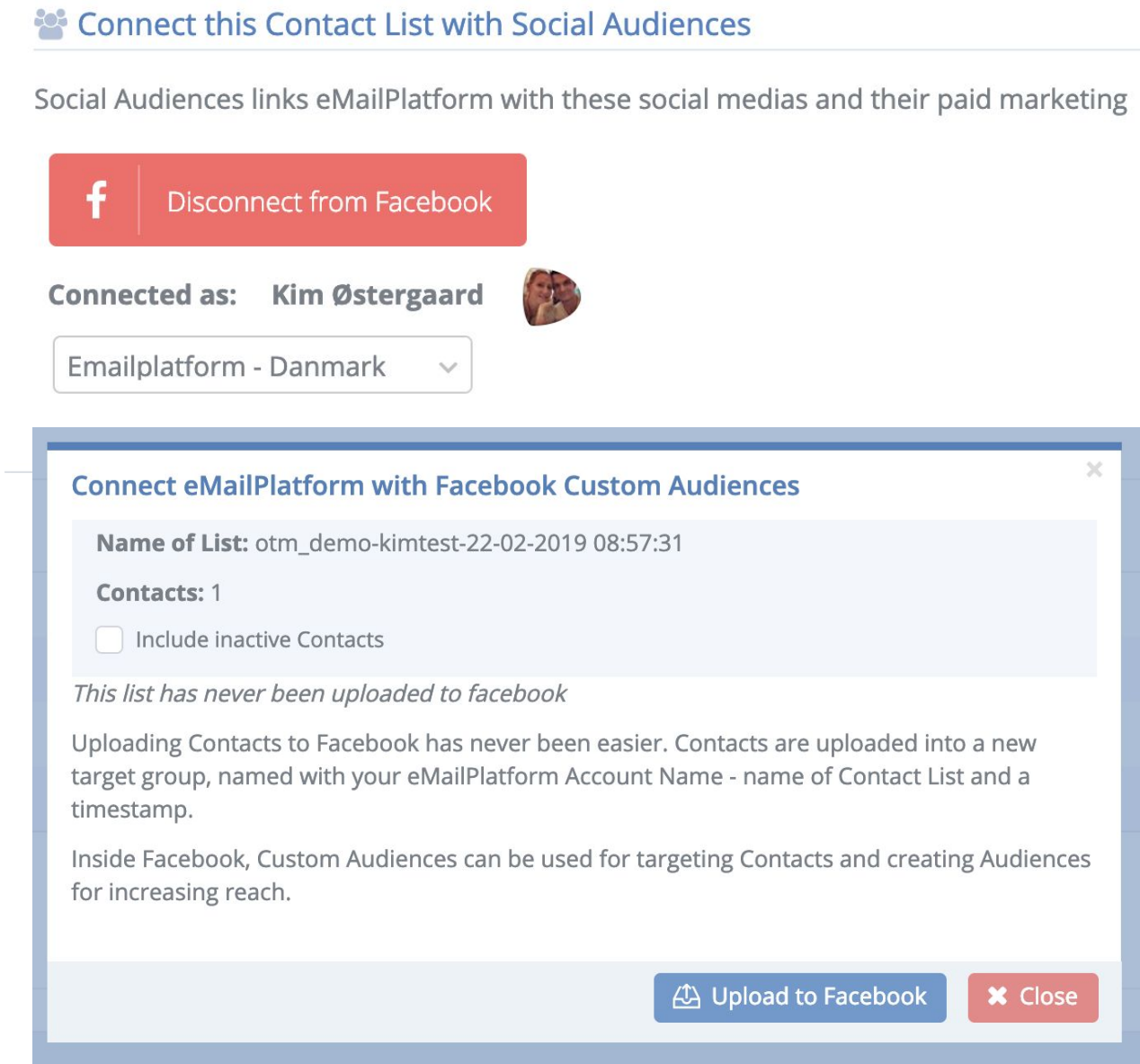
- 500 besøgende om dagen
- 1 % konverteringsrate
- 5 leads om dagen
- 35 leads om ugen
- 2000-ish leads om året
  - Omsætning pr. lead: 50 kr. om året
- = 100.000 kr om året.

#2

Nu har du et lead - hvad så?

Mod Sociale medier

- Nu har Halfdan talt om at hente leads fra særligt Facebook
- Målretningen, ved at tage data fra Marketing Automation, mod Audiences på sociale medier er helt essentiel.



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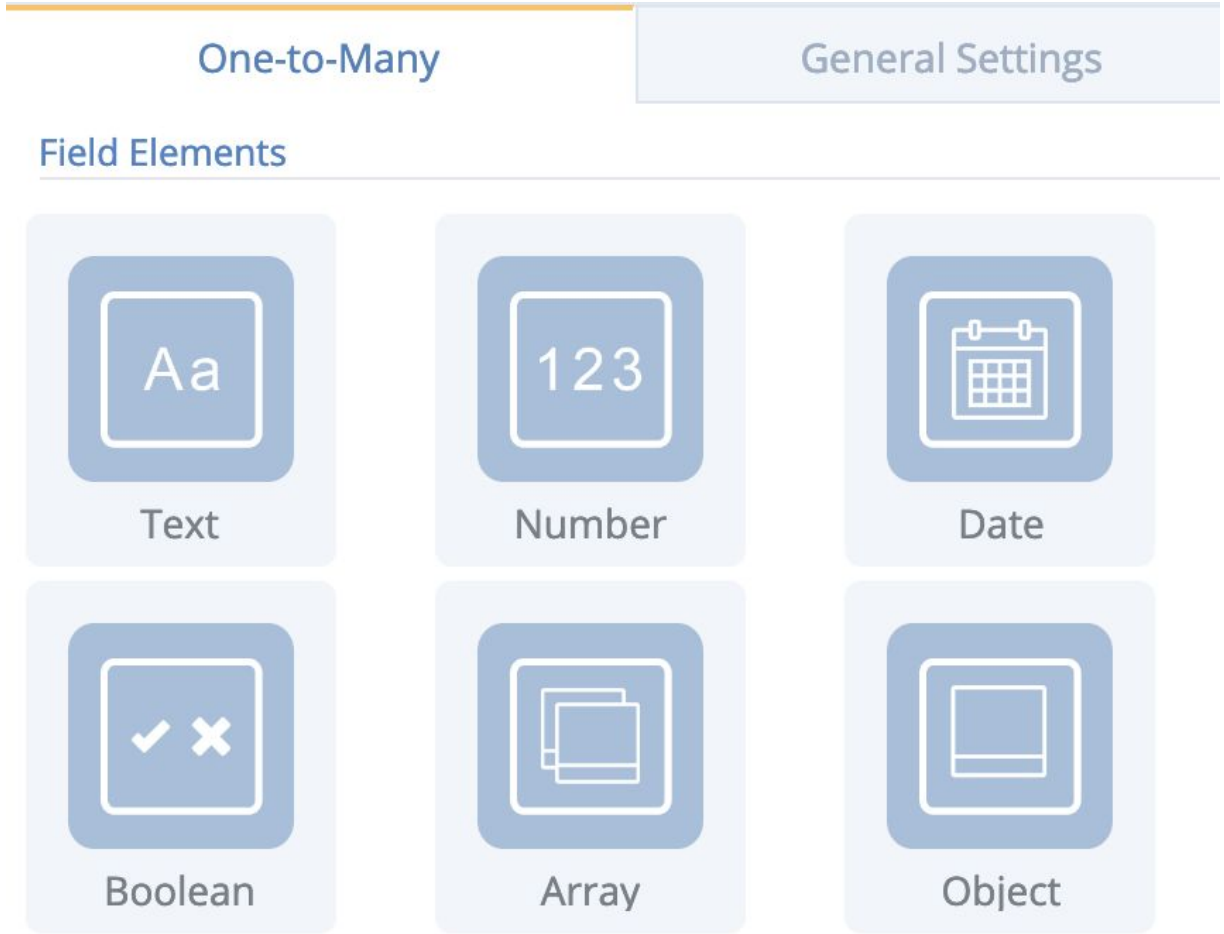
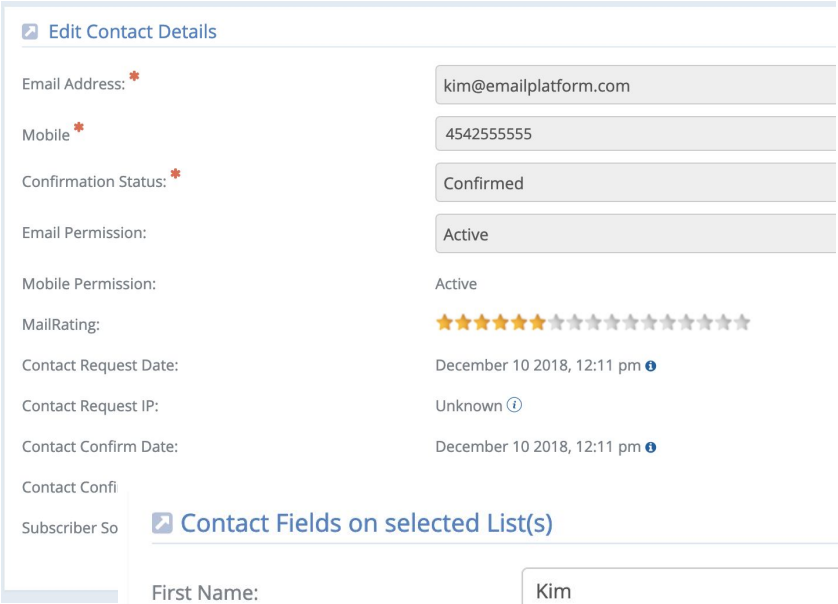
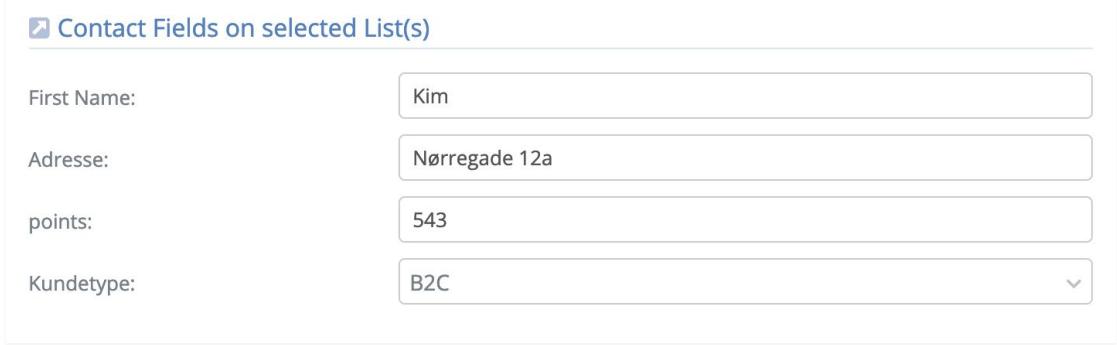
Du skal have den rigtige datamodel

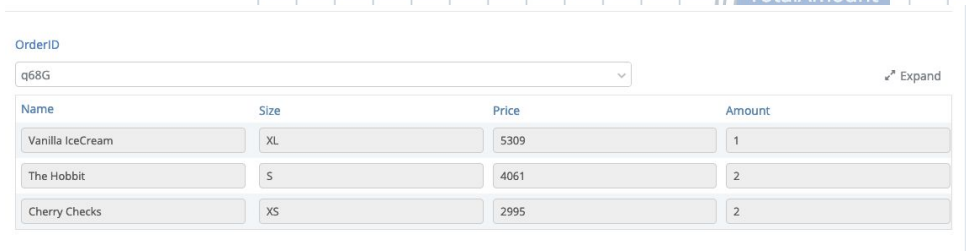
- Kommer dit lead fra de sociale medier, har du oftest kun helt basale information
- Alt i dag handler om *data*
- Fundamentet hertil er den rigtige datamodel

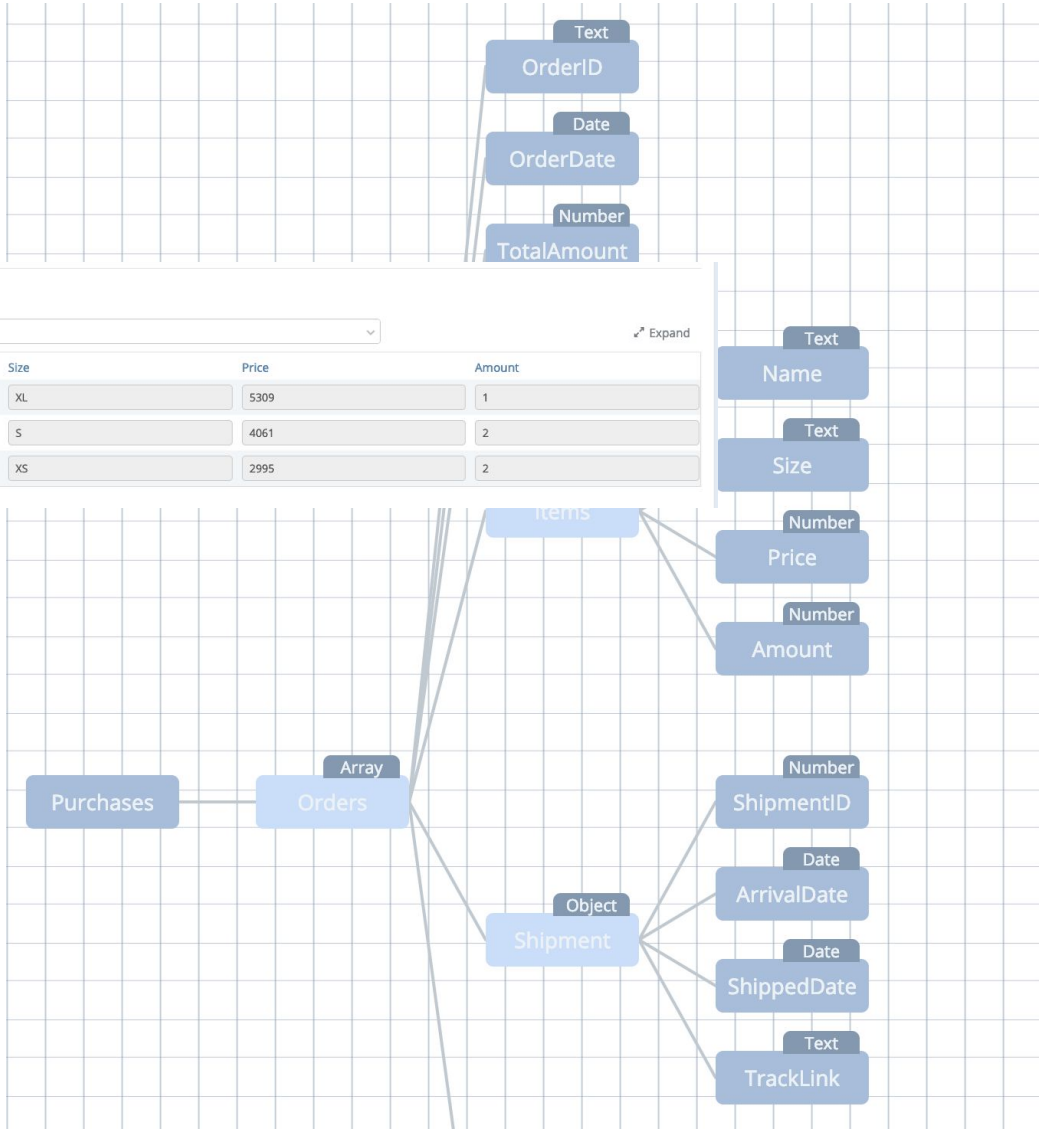


En datamodel kan være flad og dyb









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Og inkludere Tracking fra web og apps

- Tracking er populært sagt den tredje datamodel
- Styrken består i at kombinere flade-, dybe- og tracking data
- Og lade det være genstand for segmenter eller segmenteret automatiseret indhold

Lead Scoring

Define number of days lead score should be calculated before it drops back to zero if no acti

Number of days 30

Score points

Define score points for each subscriber action. These points will be added to lead score and

Click in newsletter 10 score

Open newsletter 5 score

Tracking Code

Copy and paste the generated JavaScript code in the header script html tag.
Note* Only one tracking script is allowed per service.

```
//The following script is from eMailPlatform - please do not change or remove anything between the lines
//==========================================================================================
var _empTrack = _empTrack || [];_empTrack.push(['sslurl','tssl.emailplatform.com']);
_empTrack.push(['url','t.emailplatform.com']);_empTrack.push(['action','pageview']);(function() { var emp =
document.createElement('script'); emp.type = 'text/javascript'; emp.async = true; emp.src = ('https:' ==
document.location.protocol ? 'https://tssl.emailplatform.com' : 'http://t.emailplatform.com') +
'/emptrack_1482_1545295622.js'; var s = document.getElementsByTagName('script')[0];
s.parentNode.insertBefore(emp, s); })();
//==========================================================================================
```

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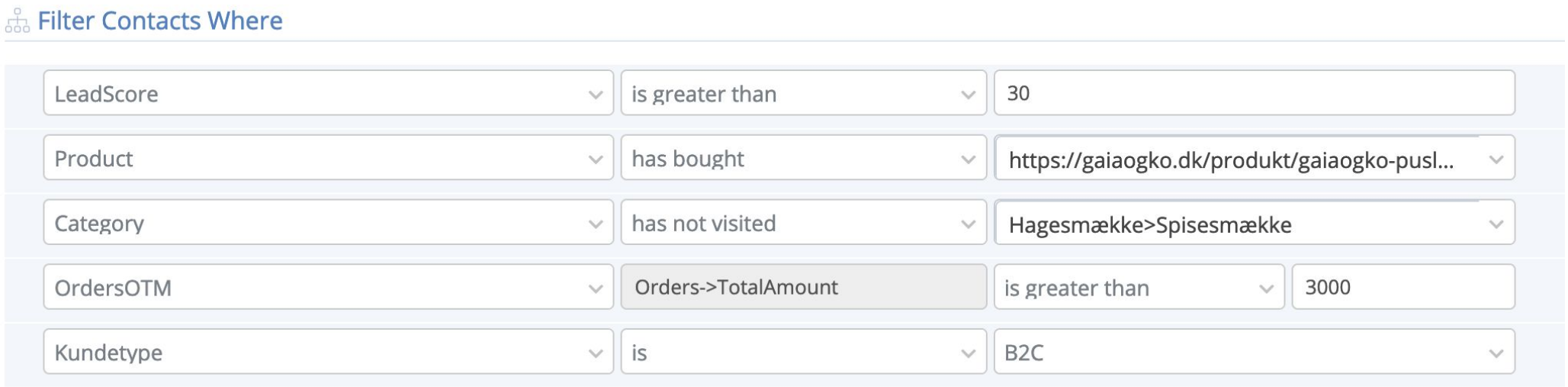
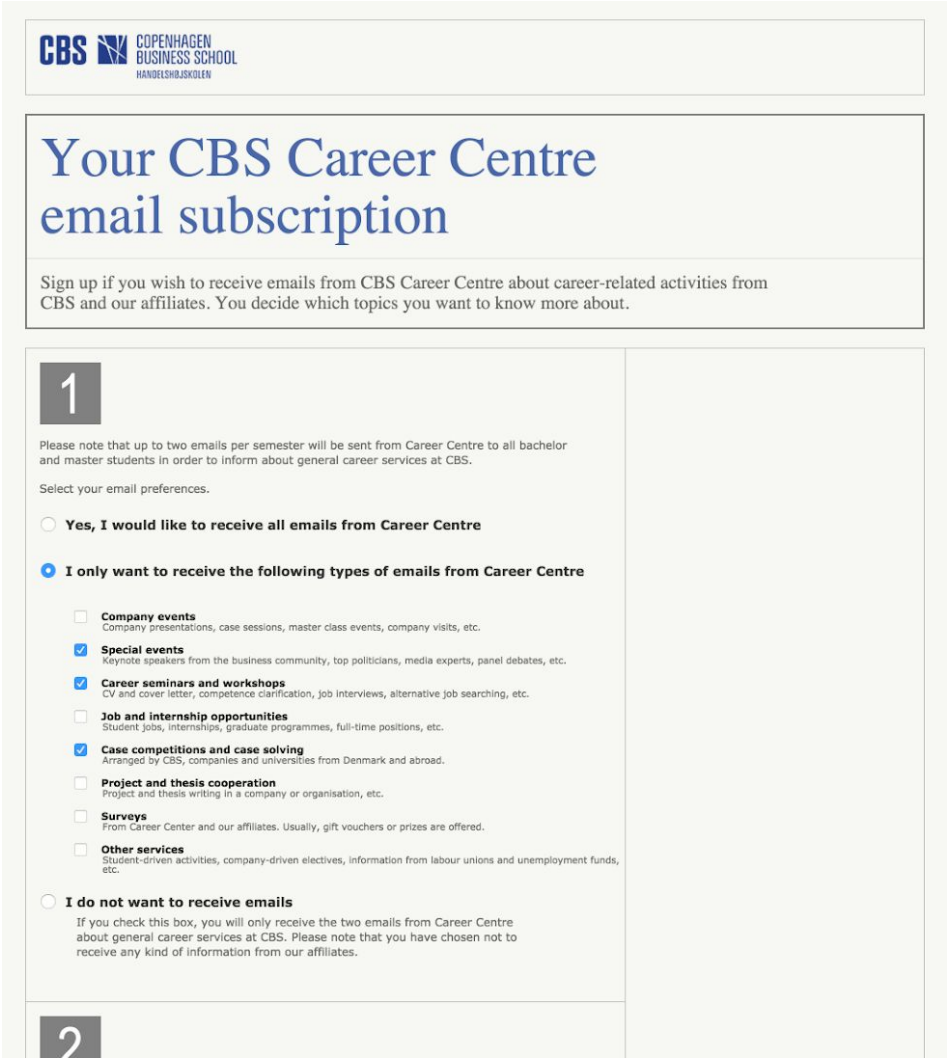
Segmentering på tværs af datamodeller



- En aktiv kontakt (LeadScore fra Tracking), der har købt et specifikt produkt (Tracking), der ikke har besøgt en bestemt kategori (Tracking), hvis totale spend er over 3000 kr. (dybe) og tilhører B2C (flade)

Dataene kan beriges på mange måder

- Adfærd
  - Pre
  - Post
- Modtagerne kan opdatere
  - Ved klik
  - Gennem landing pages
  - Berigede tilmeldinger



CBS COPENHAGEN BUSINESS SCHOOL HANDELSHØJSKOLEN

Your CBS Career Centre email subscription

Sign up if you wish to receive emails from CBS Career Centre about career-related activities from CBS and our affiliates. You decide which topics you want to know more about.

1

Please note that up to two emails per semester will be sent from Career Centre to all bachelor and master students in order to inform about general career services at CBS.

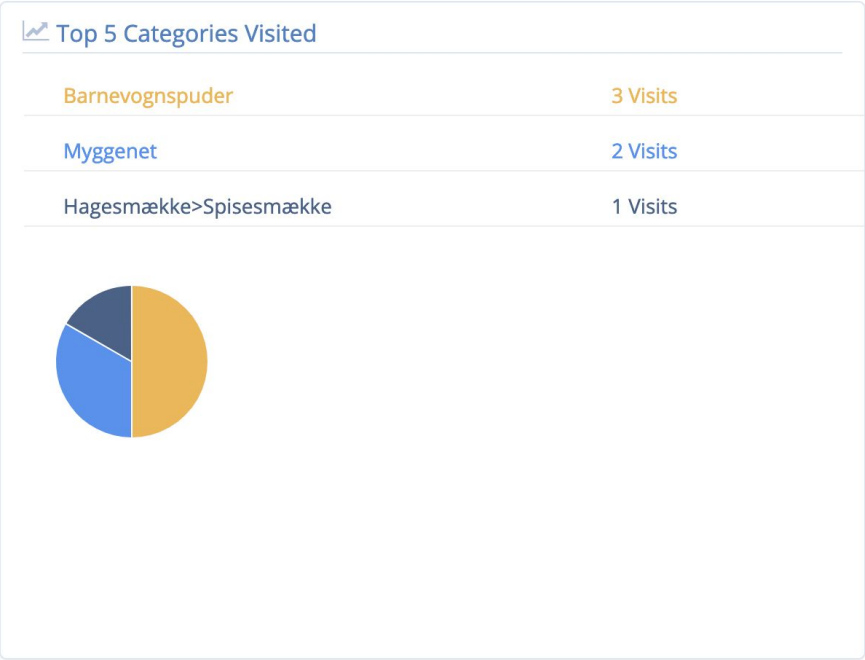
Select your email preferences.

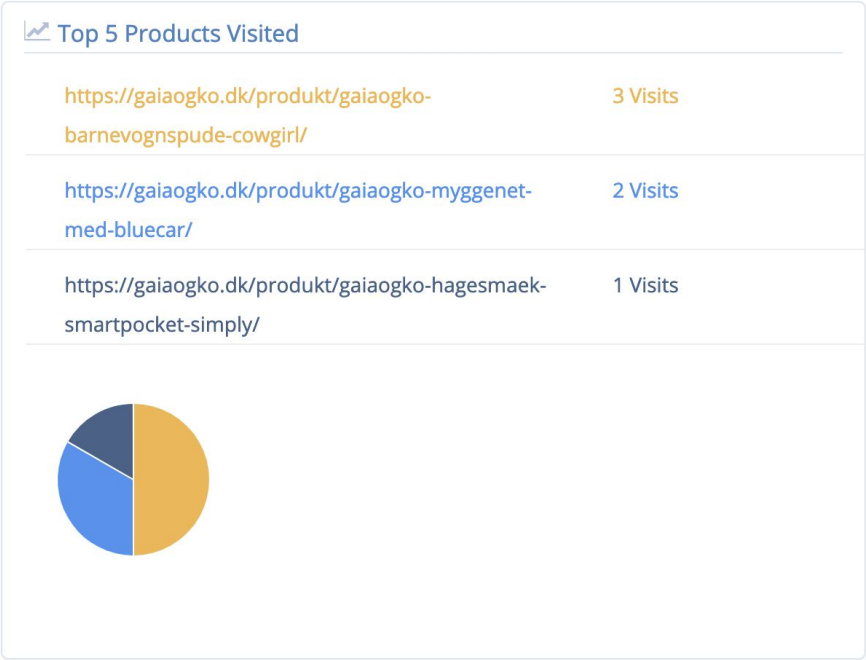
- ○ **Yes, I would like to receive all emails from Career Centre**
- ◉ **I only want to receive the following types of emails from Career Centre**
  - ☐ **Company events** Company presentations, case sessions, master class events, company visits, etc.
  - ☑ **Special events** Keynote speakers from the business community, top politicians, media experts, panel debates, etc.
  - ☑ **Career seminars and workshops** CV and cover letter, competence clarification, job interviews, alternative job searching, etc.
  - ☐ **Job and internship opportunities** Student jobs, internships, graduate programmes, full-time positions, etc.
  - ☑ **Case competitions and case solving** Arranged by CBS, companies and universities from Denmark and abroad.
  - ☐ **Project and thesis cooperation** Project and thesis writing in a company or organisation, etc.
  - ☐ **Surveys** From Career Center and our affiliates. Usually, gift vouchers or prizes are offered.
  - ☐ **Other services** Student-driven activities, company-driven electives, information from labour unions and unemployment funds, etc.
- ○ **I do not want to receive emails**

  If you check this box, you will only receive the two emails from Career Centre about general career services at CBS. Please note that you have chosen not to receive any kind of information from our affiliates.

2

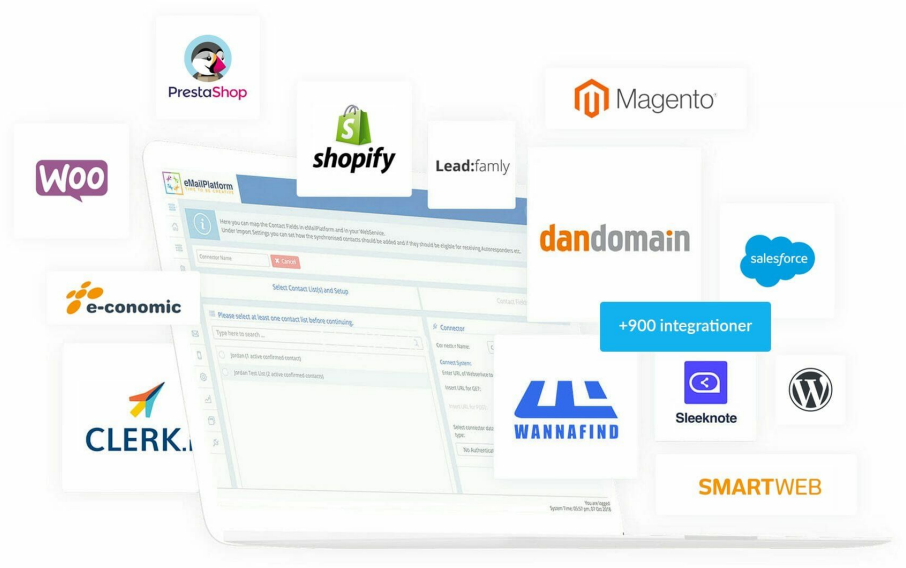
Eksempel fra opsamling af onsite adfærd

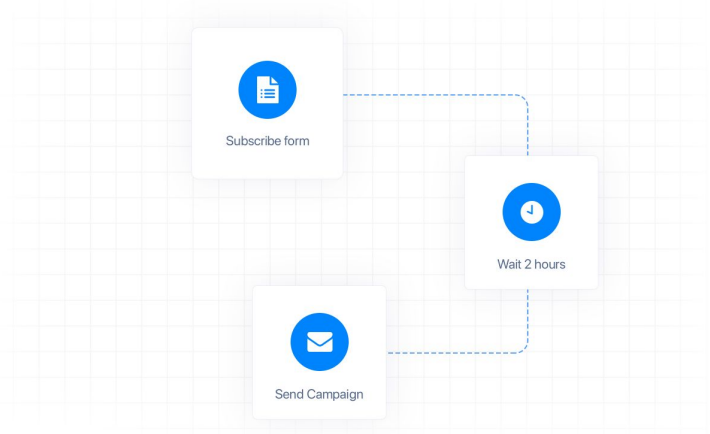




- Så en datamodel skal i dag hænge sammen fra økonomisystem over sociale kanaler og webshop til marketing automation.

Nøgleordet hedder integrationer



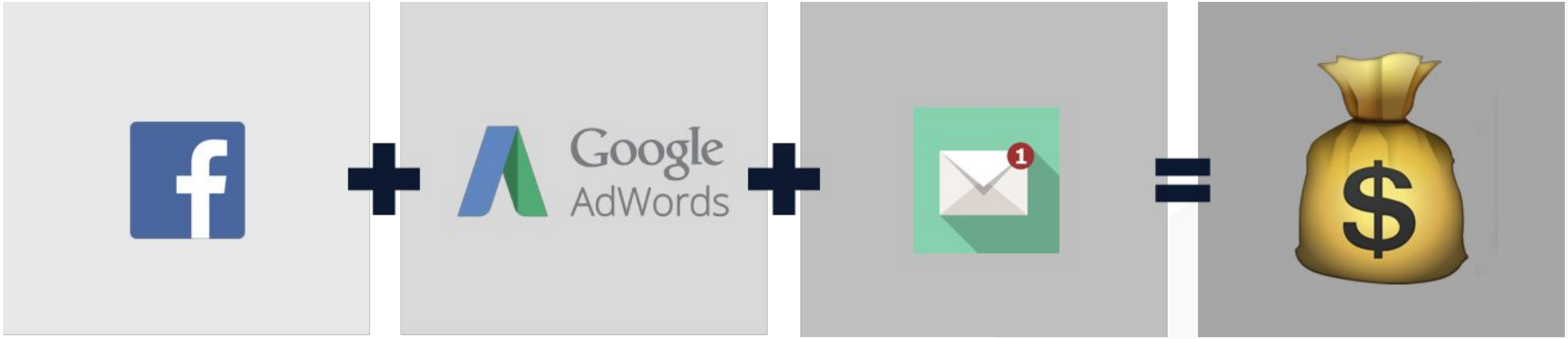


- Og agilitet i anvendelsen af dataene - det duer altså ikke hvis der skal en konsulent til - før du f.eks kan skabe et segment.

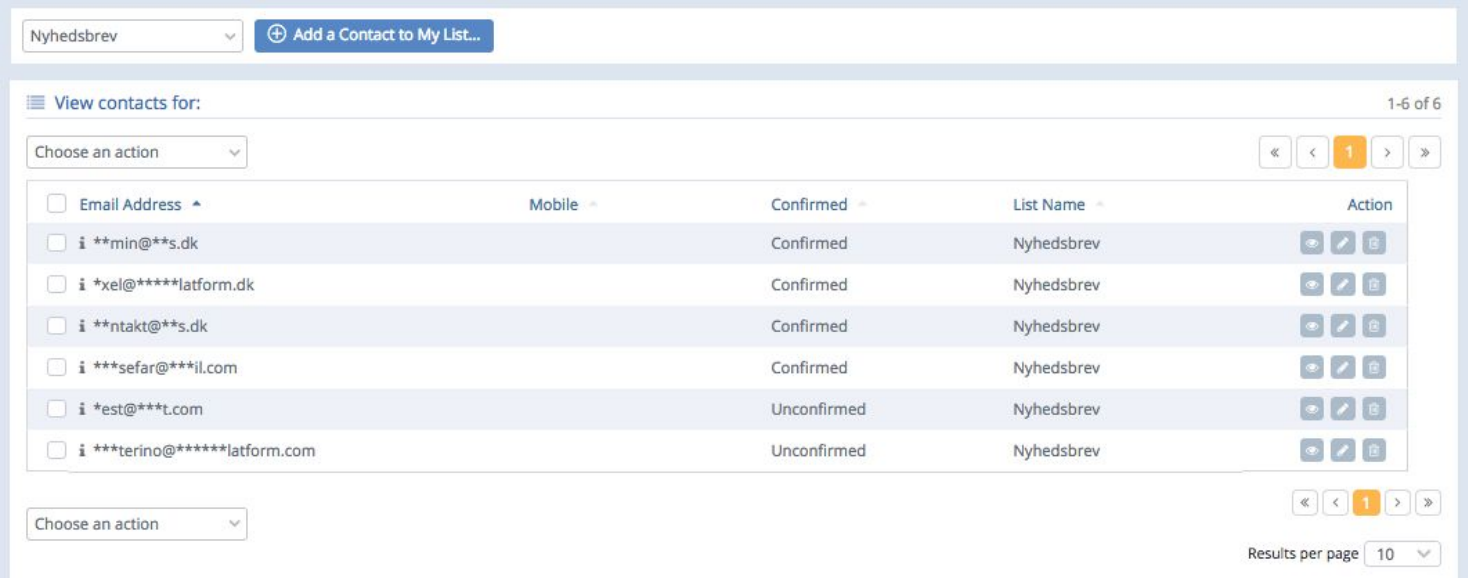
#3

Datadrevet Marketing Automation

Bedre automatisering = Bedre forretning



Data som data og data som indhold




```xml
<?xml version="1.0" encoding="utf-8"?>
<rss version="2.0" xmlns:g="http://base.google.com/ns/1.0">
  <channel>
    <title>Celebird RSS 2.0 data feed template products-variants-apparel-upi</title>
    <description>Celebird data feed template.</description>
    <link>http://www.celebird.com</link>
    <item>
      <g:id>celebird-eg-variants-apparel-upi-001</g:id>
      <title>Diesel Men's Black Stainless-Steel Analog Watch with Black Dial</title>
      <description>Cutting edge style watch with a matte black plastic round case, matte black c
      <link>http://www.example.com/shop?products=variants-apparel-upi&amp;color=Black&amp;size=4
      <g:price>105.29 USD</g:price>
      <g:condition>new</g:condition>
      <g:availability>in stock</g:availability>
      <g:image_link>http://www.example.com/image/watch-black.png</g:image_link>
      <g:tax>
        <g:country>US</g:country>
        <g:region>CA</g:region>
        <g:rate>7.25</g:rate>
        <g:tax_ship>y</g:tax_ship>
      </g:tax>
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      <g:shipping>
        <g:country>US</g:country>
        <g:price>0.00 USD</g:price>
      </g:shipping>
      <g:google_product_category>Apparel &amp; Accessories &gt; Jewelry &gt; Watches</g:google_p
      <g:product_type>accessories &gt; watches</g:product_type>
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      <g:color>Black</g:color>
      <g:size>44mm</g:size>
      <g:gender>male</g:gender>
      <g:age_group>adult</g:age_group>
      <g:pattern>Solid</g:pattern>
      <g:brand>Diesel</g:brand>
```
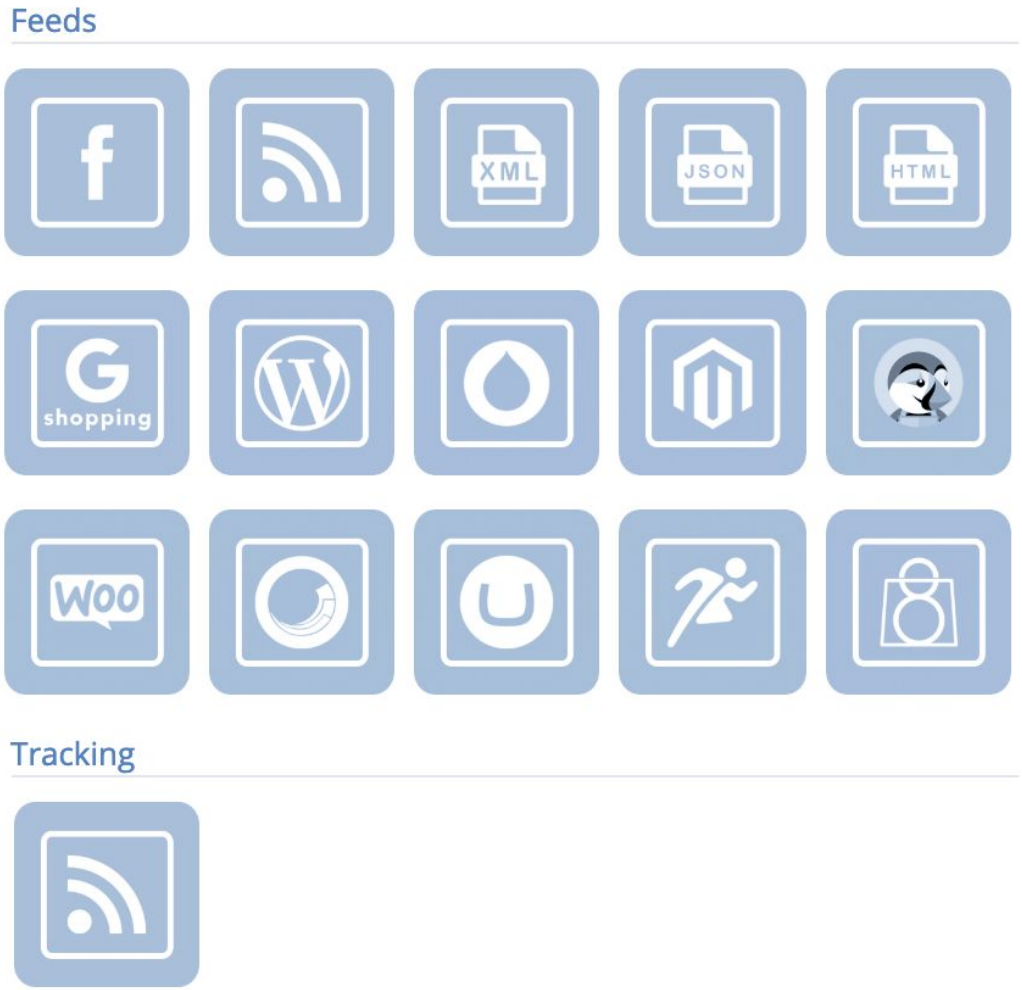


- Kontakter / modtagere
- Feeds / produkter eller artikler

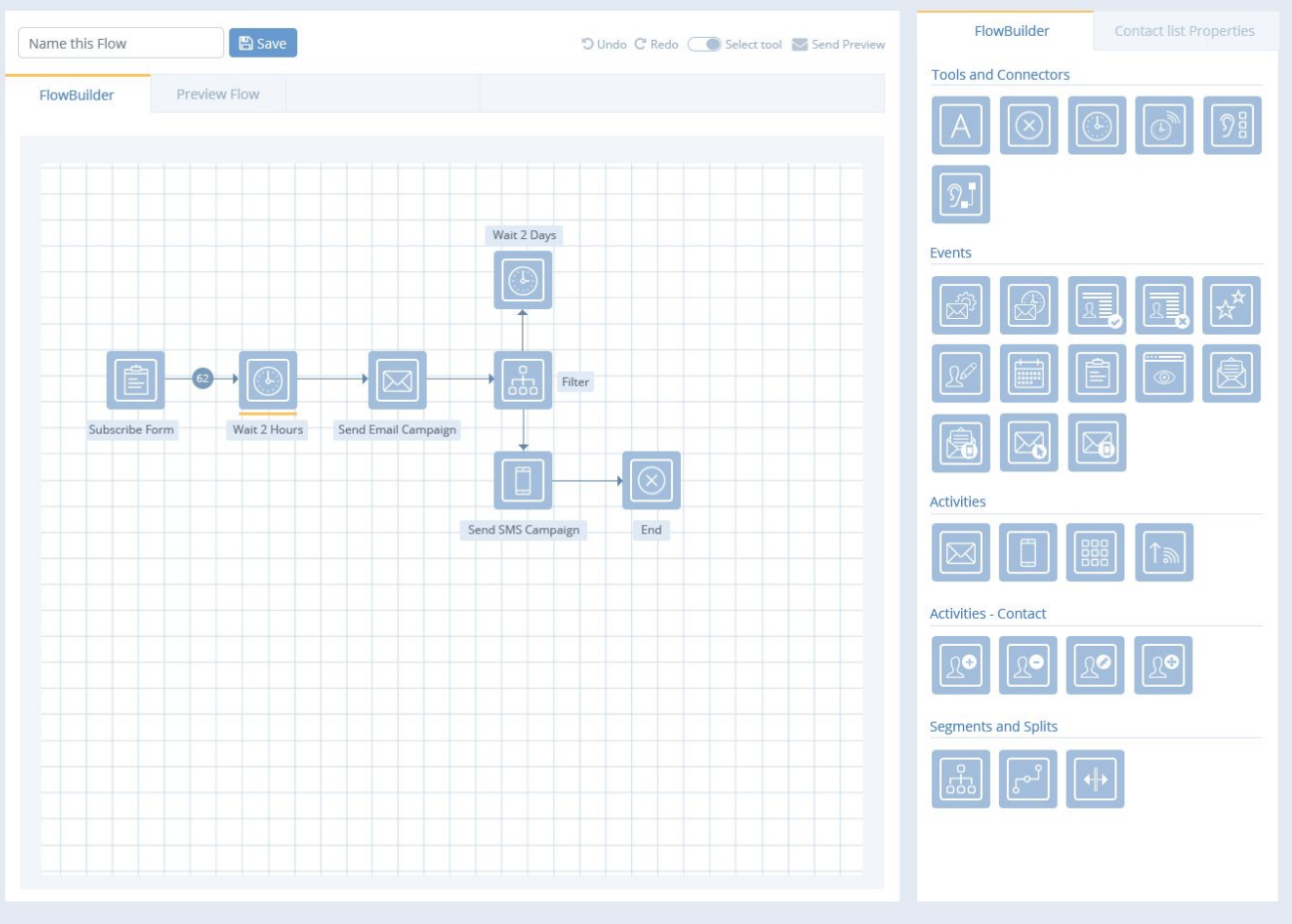
Når indholdet bliver automatiseret

- Feeds automatiser indhold
- Det bliver enormt stærkt, når det automatiserede indhold styres af data og adfærd
- Og der dermed opstår en 1-1 eller 1-group segmentering

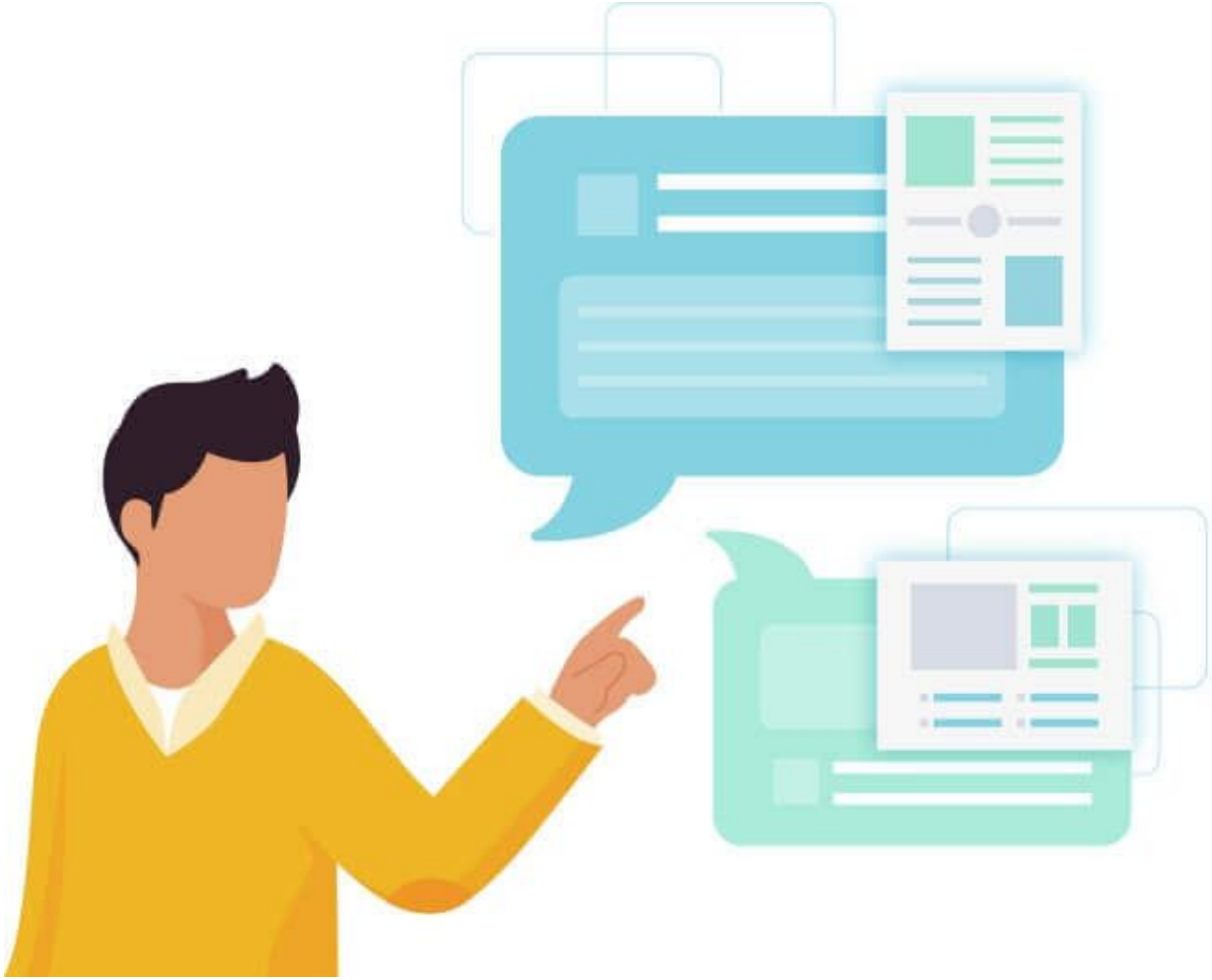


Automatisering på tværs af kanaler

- Et lead kommer ind
  - Sender en email kampagne
  - Et filter opsættes
  - En SMS sendes til dem der ikke åbnede
- Automatiseringen kan også lytte til handlinger i feeds og have output til andre kanaler



For en meningsfuld dialog med modtagerne



- Det hele handler om modtagerne synes kommunikationen er relevant … om der er dialog
- Og det starter allerede ved leadgenereringen, det der loves skal holde hele vejen

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#4

Mål værdien af dine tiltag

Gammeldags attribuering

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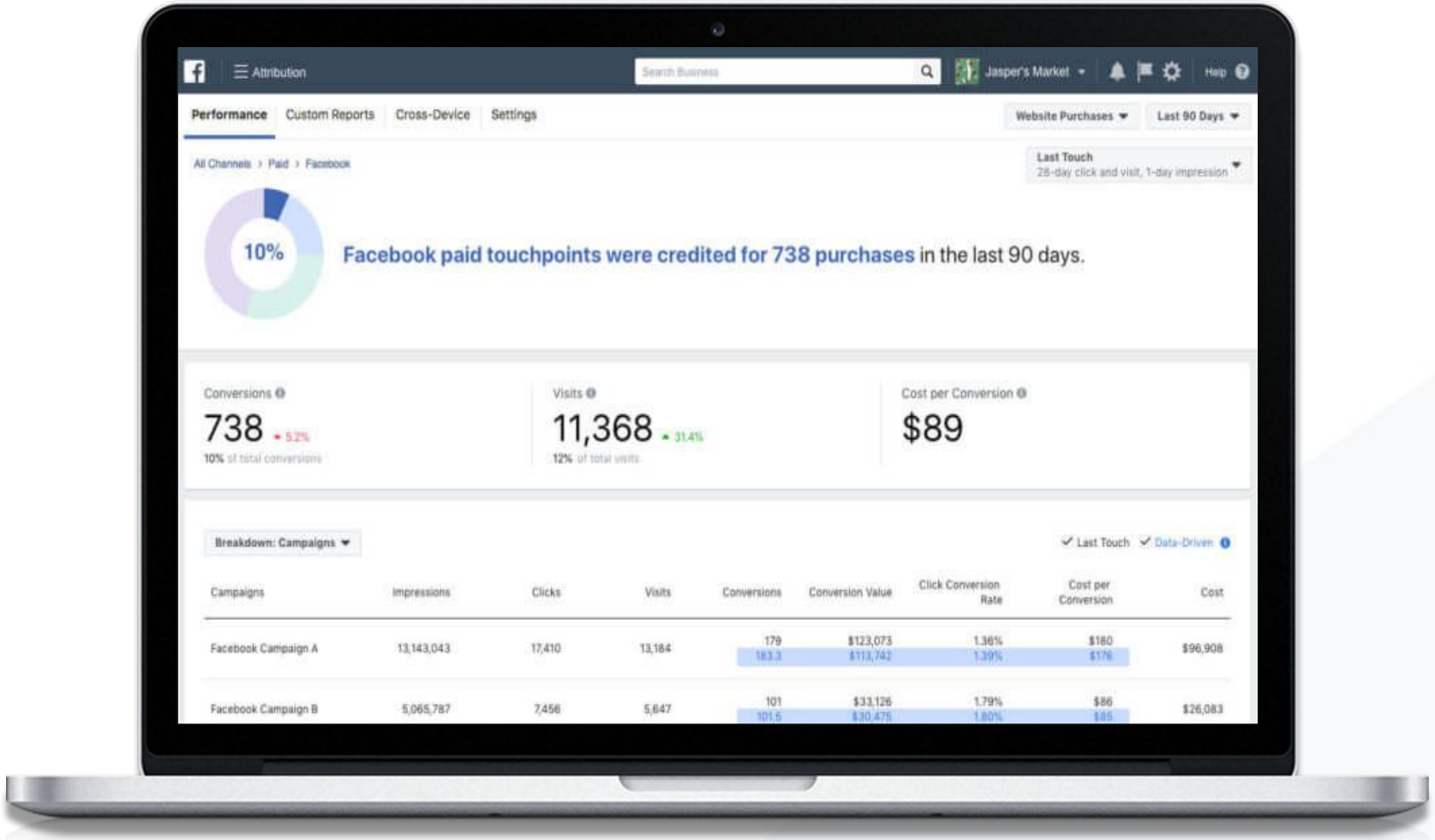
Facebook Attribution



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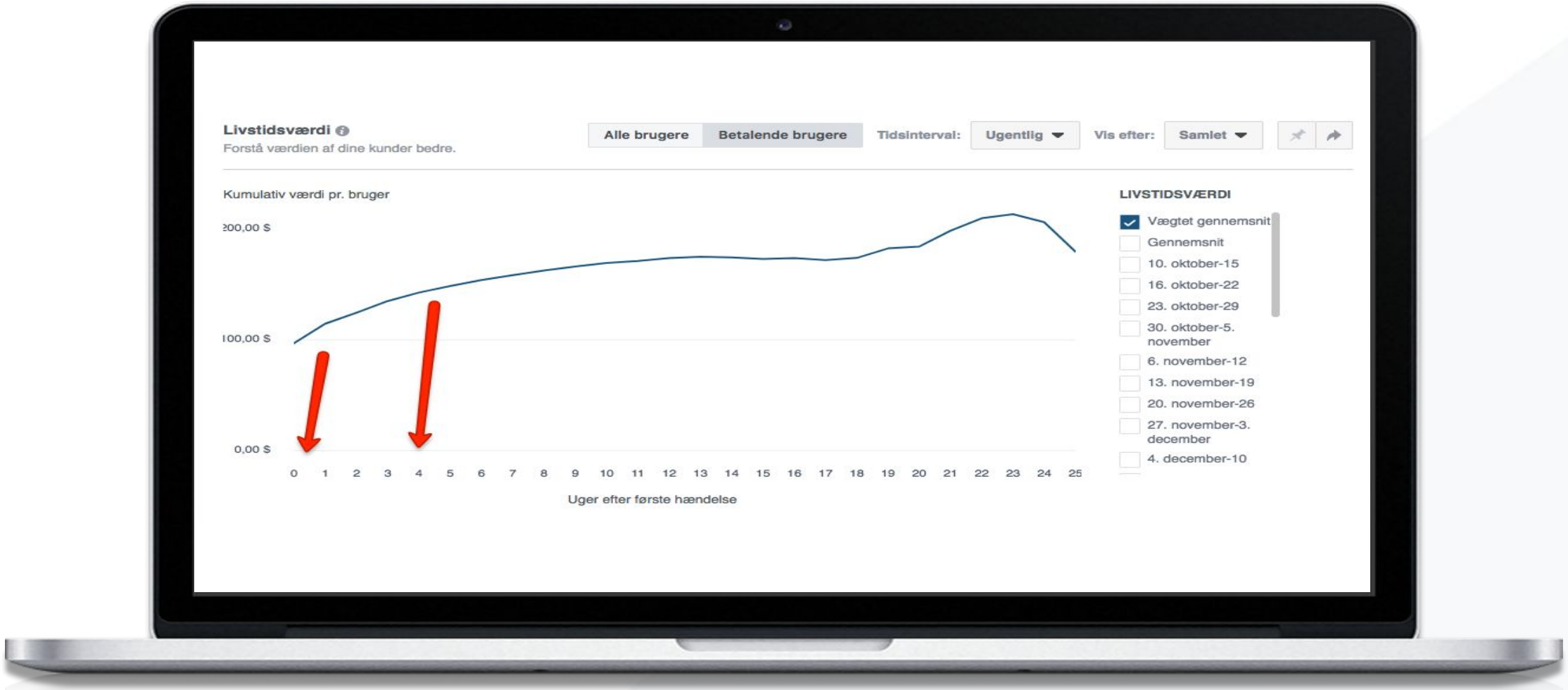
Facebook Analytics - Lifetime Value



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Obsidians e-mail benchmark

Divider antallet af e-mailmodtagere med omsætning fra e-mail og få omsætning pr. email

Tommelfingerregel: Jo mere du skalerer, jo mindre er hvert lead værd.

Type of e-mails	Index
Organic & Customers	1
Facebook Lead Ads – Qualified source	0.7
Facebook Lead ads – Broad	0.4
Competitions	0.4-0.6

#5

Opsummering & Spørgsmål

Og nå ja … leadgenerering med Webinar

- For B2B virksomheder er webinar en fantastisk kilde til kvalitets leads
- Dette webinar har genereret godt 350 tilmeldinger
- Vi har brugt ca 2.000 kr. på promovering
- Det giver en lead pris på 5,7 kr.

Webinar Registration

Topic	**Leadgenerering og Datadrevet Marketing Automation**
Description	Niveau: Øvet Varighed: 1 time Featuring: Halfdan Timm, Obsidian Digital Kim Østergaard, eMailPlatform Agenda: - Hvad er et lead (Kim) - Metoder for leadgenerering (Halfdan) - Onsite leadgenerering (Popups, slideins mm.) -- Facebook Lead Ads -- LinkedIn Lead Gen Ads - Hvad nu, du har et lead, hvordan bringer det værdi til din forretning (Kim) - Flows for berigelse af dit lead, en email adresse er kun en 'fattig' start (Kim) - Tanker omkring flere kanaler, hvordan udnyttes et lead på tværs af facebook, email og SMS - og hvordan skabes sammenhæng med website og webshop (Kim og Halfdan) -- Triggers -- Actions

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Spørgsmål og kontaktinformation

- Halfdan Timm, hti@obsidian.dk - LinkedIn.com/in/Halfdantimm
- Kim Østergaard, kim@emailplatform.com - LinkedIn.com/in/kimostergaard

saxo BoConcept verisure SMART ALARMS Kop&Kande

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