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MONEYBALL DIGITAL MARKETING IDEAS

YOU CAN STEAL RIGHT NOW

DEAR MARKETER,

The clients we work with are innovative. The campaigns in this guide were inspired by work with a variety of marketers with ambitious goals, including:

The growth hacker at a venture-backed startup looking to disrupt a billion-dollar industry with a monthly budget in the thousands.

The new marketing lead at a private-equity backed middle-market firm with a mandate to fuel double-digit growth with a skeleton marketing department and limited data infrastructure.

The digital innovator within a Fortune 500 company looking to work across multiple departments - each with their own set budgets and agendas - to achieve digital transformation.

These innovators remind us of the "Moneyball" Oakland A's -- big goals with restricted capital. Moneyball refers to the approach used by the professional baseball team, the Oakland Athletics, to assemble a successful baseball team even though they had much less to spend on players than their big-city counterparts. Moneyball is characterized by sophisticated analytics, measuring what matters and seeking a **technical edge through data.**

Just like the Athletics used analytics to find success in baseball, today's digital marketer can use data-driven techniques to gain an edge on reaching their target audience. The business equivalent of "Moneyball" is utilizing **source-to-close tracking**. With state-of-the-art tools like Arena Calibrate, you can track leads to closed customers and optimize your marketing budget for the goals that lead to corporate growth.

We hope this list of ideas garnered from our collective experience will give you insights as to how you might be able to grow your own company.

Have ideas you'd like to add to this list? Questions on how to implement these with your brand? Drop us a line at moneyball@position2.com - we look forward to hearing from you!

Sincerely,

Chetan Jhaveri
Director of Client Growth, Position2

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If You Worry About — Then Consider

BIG GOALS? TIGHT BUDGET? USE THESE DIGITAL MARKETING TACTICS TO INCREASE EFFICIENCY OF YOUR LEAD GENERATION EFFORTS.

If You Worry About	Then Consider
Generating Too Many Leads That Don't Convert Into Customers	**Source-to-Close** tracking
The Skyrocketing Costs of a LinkedIn Click	**LinkedIn InMail** campaigns
Not Responding In Time To A Lead For A Complex Sale	**Emphasizing** the Phone Call
Whether Your Boss Will Approve Budget for YouTube, because of YouTube's Reputation as an 'Awareness Play'	**YouTube** for Action
A Repeatable Approach to Improve Your Organic Ranking on Key Terms	**Predictive** Content for SEO
Wasting Money On Eyeballs That Aren't Relevant For Your Company	**Leveraging** Intent Data
Finding Customers That Look Like Your Biggest Fans	**Lookalike** Audiences

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Technique #1:

SOURCE-TO-CLOSE TRACKING

Difficulty: Moderate
Cost: Moderate

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Tracking the right metrics enables everything else.

A big part of the A's success in Moneyball was paying attention to the statistics that correlated most closely to victories. For example, other teams tended to value Batting Average as the most important metric for a hitter. The Athletics valued On Base Percentage -- which includes hits plus walks. The rationale: it doesn't matter how a hitter gets on base so long as he does. Using the right statistical analysis, small-market teams can compete by buying assets that are undervalued by other teams and selling ones that are overvalued by other teams.

In short, the A's found value by optimizing to the right metrics -- and you can too.

There are still too many digital marketers today who optimize to leads. Well, a lead doesn't pay you any money (ask your Finance Team). Instead, start optimizing to **converted customers**. You don't have to invent any new metrics -- it's just about being able to tie leads to your customers and their revenue. Then you can find marketing channels that are disproportionately valuable based on how your customers buy.

However, setting up your tracking so you can optimize to customers can be tricky. You need to be able to consolidate the data from all your lead acquisition efforts (e.g., Google Analytics, Google Search Console, Facebook, Google Ads, Reddit, etc.) in one place. Then, you need to integrate that data with your customer data in order to link leads to sales.

Position2 has developed a freemium tool, Arena, to help marketers do just that. Arena has built-in connectors to most of the common lead acquisition sources. It has a powerful BI backend that collects data, consolidates it in real-time, builds visual reports and gives you the insights you need to drive ROI.

Check it out, and start optimizing to the right metrics.

Tool Tip:
Arena Calibrate can help you set up source-to-close tracking

Technique #2:

LINKEDIN INMAIL CAMPAIGNS

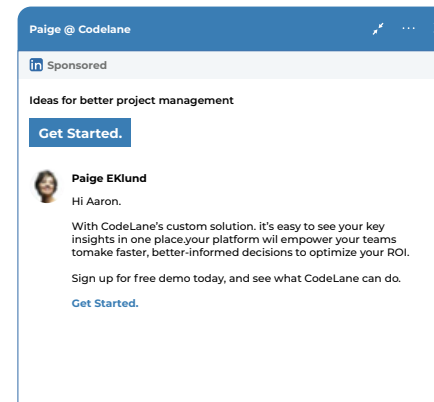**Difficulty: low**
Cost: Medium

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LinkedIn is known for having the highest cost-per-clicks of any mainstream digital marketing channels. There's a reason -- it gives B2B marketers an unparalleled ability to market to people with specific job titles and in specific companies.

In the post-COVID world, LinkedIn advertising seems to be getting even more expensive. We recently saw costs per click north of $30 (!) for one manufacturing client.

But there's a way to hack LinkedIn: Message Ads.

Message Ads are considerably cheaper than Sponsored Content Ads. In most of our In-Mail Campaigns, the cost to get a targeted prospect to open your sales message is 30 cents. With even an average click-through-rate, the cost to bring a prospect to your landing page is still very low.

One of our favorite tricks is to personalize these messages at scale, using LinkedIn macros. These macros enable you to use fields like first name and job title to personalize messages to each ad recipient.

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Ideas for better project management

Get Started.

Paige EKlund
Hi Aaron.

With CodeLane's custom solution. it's easy to see your key insights in one place.your platform wil empower your teams tomake faster, better-informed decisions to optimize your ROI.

Sign up for free demo today, and see what CodeLane can do.

Get Started.

Did You Know?
The Average Open Rate on LinkedIn Message Ads is 30-50%

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EMPHASIZING THE PHONE CALL

Difficulty: Low
Cost: Low

First, **emphasize** -- make the phone number prominent on your website. Ensure that click-to-call is enabled on mobile, making it easy for someone to call. If possible, make the phone number sticky on the page, and ensure that it stands out with good color contrast. You may even decide to have an exit-intent pop up which includes the phone number.

Offer a tangible benefit for the phone call, such as "Call For A Free Quote".

Then, **track** -- with dynamic insertion technology capabilities such as CallRail, it's possible to track which phone calls are coming from ads, from organic traffic and from social media. This ensures that you will be able to tie those leads back to their source (sound familiar - from Technique #1?).

Even in the digital age, many people will prefer to call into a company when they have questions they feel need to be answered quickly or when the product / service offering is either complex in nature or requires a long sales cycle.

It's time to go retro -- we know that lead forms and 'frictionless' experiences are all the rage, but if you have a complex B2B product where you think consumers may benefit from speaking to a company rep, then emphasize and track phone calls.

Did You Know?
Most call tracking software tools include transcriptions to allow you to get deeper customer insights.

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YOUTUBE FOR ACTION

Difficulty: Moderate
Cost: Moderate

We've achieved cost per views that are less than $.05 on YouTube for many of our clients.

YouTube has a series of 'YouTube for Action' formats that allow marketers to combine that broad reach and cheap cost with tools for lead generation. Primarily, their 'form ads' allow you to place a form immediately under a video.

These lead forms are native on YouTube, so users never have to leave YouTube to submit their lead, increasing the likelihood of generating a completed conversion.

YouTube delivers unparalleled reach -- more than ¼ of the world watches a video as a logged in user every month.

While marketers traditionally think of YouTube as a channel for brand awareness, you can also use YouTube for lead generation. 90% of people say they discover products on YouTube and over half of shoppers say online video has helped them decide which brand or product to buy.

Did You Know?
More than 70% of YouTube watch time is on mobile devices

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Technique #5:

SEO & PREDICTIVE CONTENT

Difficulty: High
Cost: Low

Paid acquisition works, but as its name implies - you have to pay for each and every customer you acquire.

Enter -- SEO. If you can put in the work to appear near the top of the rankings organically, you can acquire leads without having to pay for each one.

Of course, appearing at the top of the search engine results page (SERP) is easier said than done. At the core of any SEO effort is fresh, engaging content. You simply have to create content that people want to read and share. The Moneyball marketer can use metrics to turbocharge your SEO efforts and make surgical strikes to appear near the top of the rankings with the least amount of effort.

The first step is to take a data-driven approach to finding keywords that are good targets. You typically want to start by targeting long-tail keywords which are likely to indicate interest in your product/service, but do not have as much competition. Tools like Brightedge's Opportunity Forecast can help you identify the right targets. The Forecast helps you understand how much more traffic and revenue could be generated if you improve your rank positions on certain keywords.

SEO & PREDICTIVE CONTENT

Next, use Predictive Content to write content which will outrank the competition. Predictive Content is a SEO methodology developed by Position2 since 2016. At its core is a simple insight -- when you create new content it should be better than what's currently ranking on Page 1! We use tools to reverse engineer what's already ranking and provide analytics into what your content might need to rank. Specifically, given any target search term, Predictive Content provides a suggested frequency and distribution of key words and phrases.

Take the example below. If you want to rank for "marketing automation service", Table 1 provides a guide of suggested topics and how frequently they should be mentioned to outrank the competition.

Once the content is created, you can use tools like Majestic to strategically gain backlinks for that analytically-informed content. Majestic maps the web and uses that data to provide statistics like Trust Flow, which helps you understand the quality of your links.

SEO is an extremely cost-effective channel because once you rank, you don't have to pay per lead. Creating great content takes time, though, and Predictive Content helps you do that in the most analytical, informed way possible.

Related Topics	Variants	Your Dist.	Suggested Dist.
marketing automation service	42	0	1-2
marketing automation software	32	0	1-2
campaigns	31	1-2	3-10
lead scoring	28	1-2	1-2
social media	9	0	1-2
marketers	49	1-2	1-2
automation software	48	0	1-2
leads	8	1-2	3-10
sales team	50	0	1-2
customers	44	0	1-2
marketing automation platform	39	1-2	1-2
inbound marketing	44	0	1-2
automation tools	50	0	1-2
automation platform	37	1-2	1-2
sales	3	3-10	3-10
conversion funnel	34	0	1-2

Did You Know?
Organic leads have a conversion rate 8.5x higher than inbound leads (14.6% compared to 1.7%)

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Technique #6:

LEVERAGE INTENT INDICATORS

Difficulty: Moderate
Cost: Low

There are a lot of people on the internet. Intent indicators can help to ensure that you are spending your **precious marketing dollars getting in front of the eyeballs that matter**. This is especially useful in B2B marketing, where you have a narrow set of companies and decision-makers whom you want to influence.

Marketers have traditionally cast a wide net using basic demographic and firmographic attributes to define their target audience. Intent data platforms allow you to refine your campaigns to focus on businesses in active buying mode for what you sell.

Rarely do customer journeys stay put at one specific website for a sophisticated buying decision. Third-part intent data gives you visibility into **behavior on other websites**; not just your own. Co-op data is intent data gathered from a collective of online sources, including publishers, research firms, tech vendors, agencies and event firms. Tools like Demandbase, Bombora, Discover.org, and Choozle sell this aggregated intent and audience data, to give you insight into which visitors are most relevant and currently in a buying cycle.

One specific use case of intent data is the ability to sign up for "Company surge alerts" with **Bombora**. These alerts tell you which target accounts are researching intent topics relevant to your businesses.

Did You Know?
98% of your website visitors are anonymous. Currently, 51% of B2B leaders say they use Intent Data to better understand these otherwise anonymous visitors.

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LOOKALIKE AUDIENCES

Difficulty: Moderate
Cost: Low

A lookalike audience is an audience targeted by Facebook that is based off a custom list you have imported.

Most commonly, brands create lookalike audiences with lists of their own customers. So, for instance, if you sell Subarus, you could upload a list of every single customer who has bought a Subaru from you whose email address you have. You could even go further and create separate Lookalikes for those who bought station wagons v. sedans, if you had enough data.

We generally recommend clients have at least 1,000 emails to create an effective lookalike audience. The more information you can import, the better.

When we run tests of Lookalike audience, we most often find a higher relevance score, lower cost per click, more impressions and more conversions for the Lookalike campaigns.
In short -- moneyball at its finest.

If your business involves customer transactions that take place over a longer period of time, you can take Lookalikes to a new level by using the Customer Lifetime Value option. For example, a video game created a Customer Lifetime Value Lookalike that achieved a 30% higher return-on-ad-spend than a standard lookalike audience, by allowing them to focus on users who looked most like the biggest spenders on their game.

You can use lookalike audiences in many major advertising channels. While it is very popular in Facebook, these days you can also create the equivalent of lookalike audiences on Twitter, YouTube and other channels.
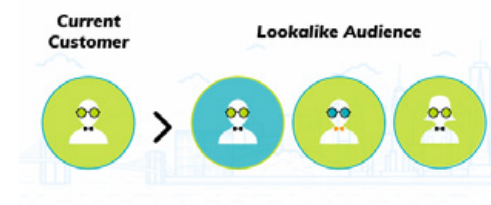
Did You Know?
Even if you don't have enough emails or page followers, you can still create a Lookalike Audience by setting up a tracking pixel on your website.

7 MONEYBALL DIGITAL MARKETING TECHNIQUES

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LOOKALIKE
AUDIENCES

PREDICTIVE
CONTENT
FOR SEO

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LINKEDIN INMAIL
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SOURCE-TO-CLOSE
TRACKING