

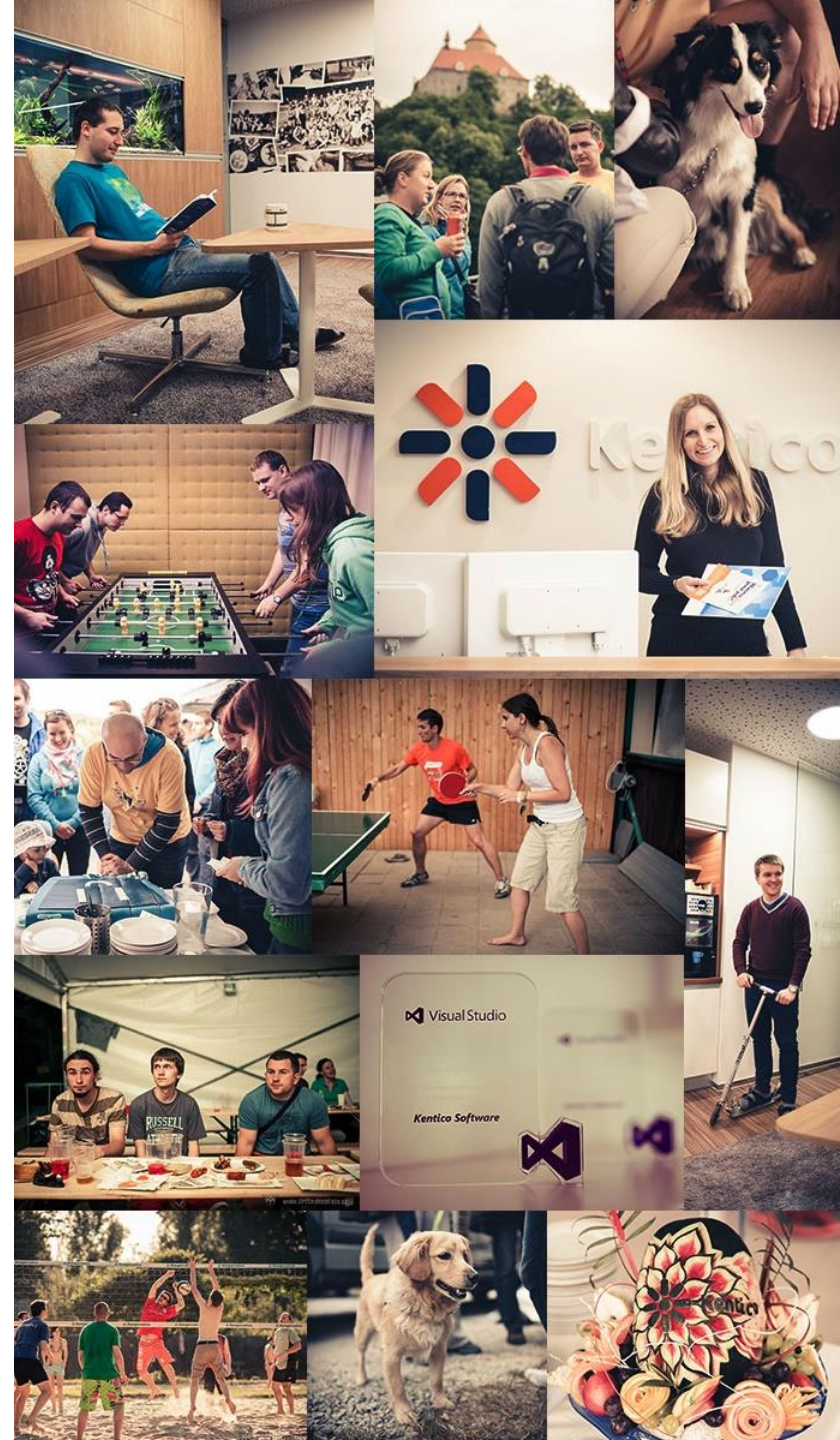
3 tajné B2B tipy od Kentica

Presented by : Lukas Mehnert

Kdo jsme

Brněnská softwarová firma s globální působností, založená v roce 2004, bez cizího kapitálu a stabilně zisková od prvního roku.

3	kontinenty	100	zemí
5	kanceláří	1,000	partnerů
200	zaměstnanců	7,000	zákazníků
		25,000	aktivních webů





Někteří z našich zákazníků



Mountfield



wüstenrot

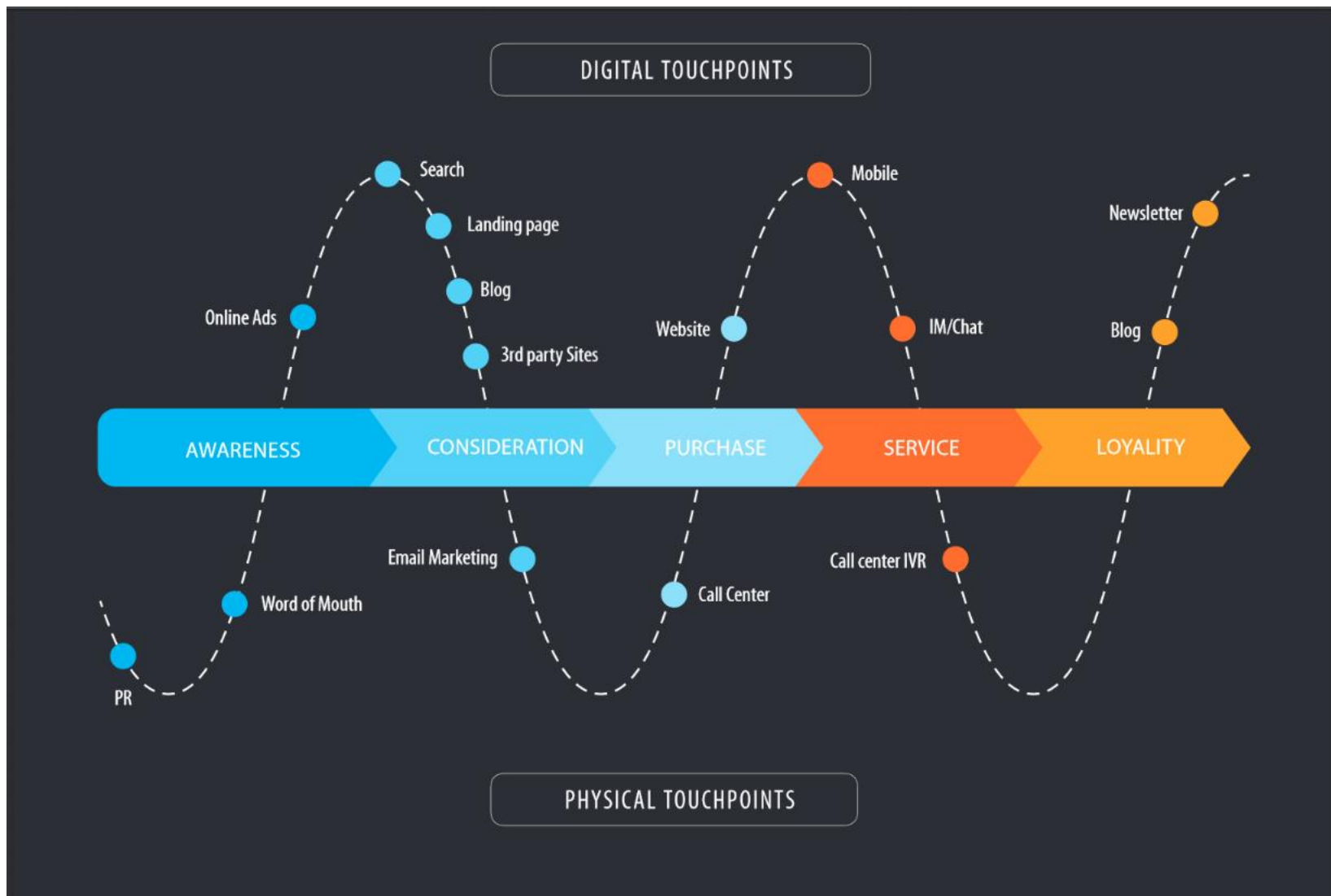


K|o|n|t|o|B|a|r|i|é|r|y





1. Customer Journey
2. Content Marketing
3. Lead Scoring



Google je **dobrý** na obecné vyhledávání.

Ale úplně **špatný** na **speciální** vyhledávání.

Customer journey mimo Google



Customer journey mimo Google

trustradius™

Discover Business Software Reviews from Real Users

29,000+ in-depth Software Reviews and Ratings from 57,000+ community members

62,000+ Business Software Reviews

Compare the best business software with G2 Crowd's industry-leading review platform

Find Software

Use our assistant to find the right software

or

Review Software

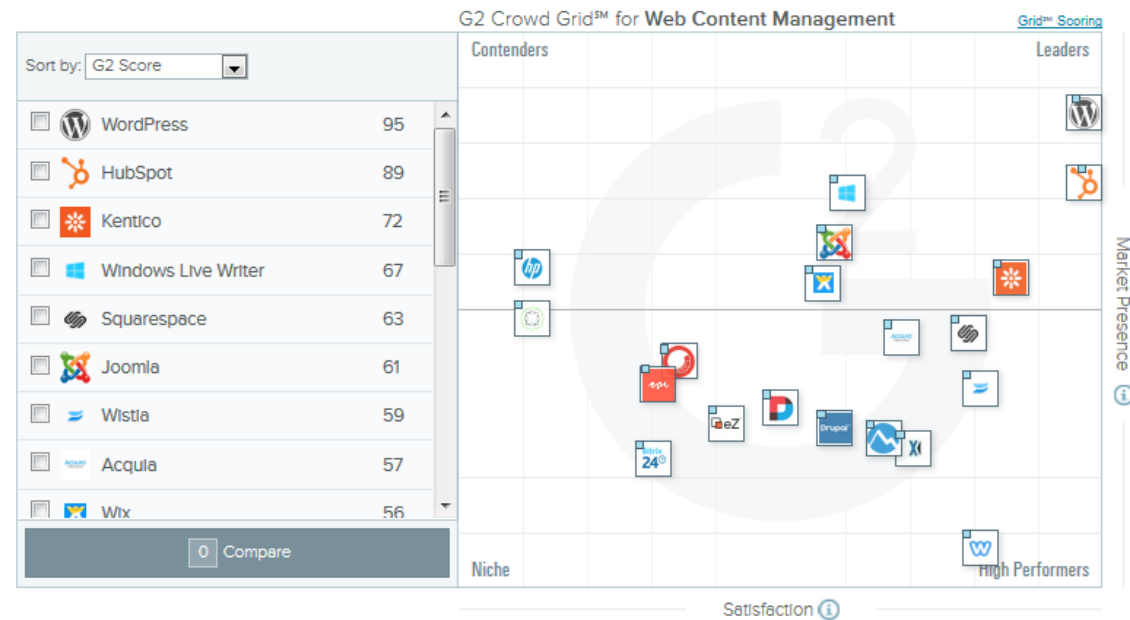
Share your knowledge with others



Customer journey mimo Google

G2 Crowd Grid for Web Content Management Software

G2 Crowd helps you select the best Web Content Management Software product for your business. The G2 Grid rates products based on the Web Content Management products customer satisfaction and market presence. You can select any of the products for a more detailed Web Content Management comparison. Only products with 10 or more reviews are shown in the Web Content Management Software Grid.



SEO for Trustradius:

Insert 2 secondary categories

Secondary Categories

× All-in-One Marketing × eCommerce

Select up to two secondary categories

Expand your competitors list – for every new competitor

Which products does Kentico most frequently compete with? Please list at least three below.

Competitor #1 *

Drupal

Competitor #2 *

Evoq Content

Competitor #3 *

Joomla!

Have a complete product description include all informations.

SEO secret for Trustradius and G2Crowd:



Search for possibilities:

Google:

- *competitor_name* review/reviews
- *competitor_name* competitor/competitors
- *competitor_name* online review/reviews
- *competitor_name* alternatives/alternative
- Best *your_main_keyword*
- Best *your_main_keyword* solution
- *your_main_keyword* comparision



Search for possibilities:

CDN Reviews

Free Public CDNs

Popular CDNs

CDN Comparison

Popular Content Delivery Networks (CDNs)

Like any other product, CDNs provide different services. However, the same basic principle is consistent: data is copied to a large number of edge servers and served quickly when needed.

CDN77

One of our favourite CDNs. Excellent coverage with no restriction on the number of websites like other CDNs. Get setup within minutes, no DNS changes or manual configurations necessary. CDN77 ensures your website is safe and secure. Pay-as-you-go prices starting at \$49/TB.



MaxCDN

At only \$79 per terabyte of transfer, MaxCDN is one of the most popular CDN providers in the industry. With MAXCDN you get powerful control panel free



Search for possibilities:











SimilarWeb

Enter any website to get started

Cdnreviews.com











Similar Sites

Similarity Rank

 Adobe.com	 Computerworl...	 Verisign.com	 Hostway.com	 Msmvps.com
 Peer1.com	 Edgecast.com	 Linw.com	 Highwinds.com	 Cdnplanet.com

Similar Sites

Similarity Rank

 Limelightnetworks...	 Cdnfinder.com	 Edgecast.com	 Highwinds.com	 Pantherexpress.net
 Mirror-image.com	 Streamzilla.eu	 Sharepoint...	 Windows7...	 Kellers.net

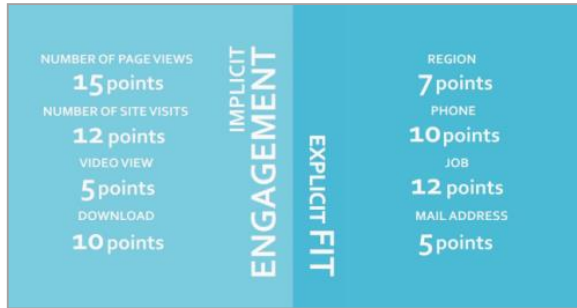
Takeaway 2:

Customer journey začíná tam, kde zákazník chce uspokojit své potřeby.

I mimo Google!

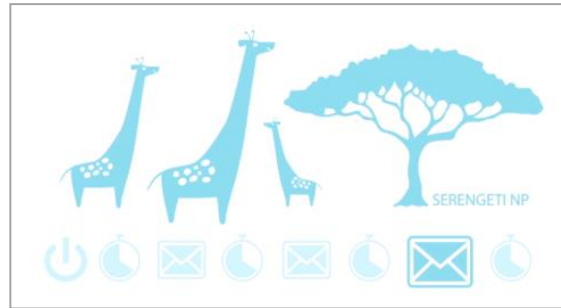
A person wearing a plaid shirt and blue jeans is carrying a large stack of books tied together with a string. The scene is set in a field of tall grass and wildflowers during a sunset or sunrise, with warm, golden light illuminating the background. The text 'Content Marketing' is overlaid in white on the image.

Content Marketing



Lead Scoring

<https://youtu.be/dEVavfnLQbg>



Marketing Automation

<https://youtu.be/dFZSSYsxE1o>



Email Marketing

<https://youtu.be/8bmS8j-qtOk>



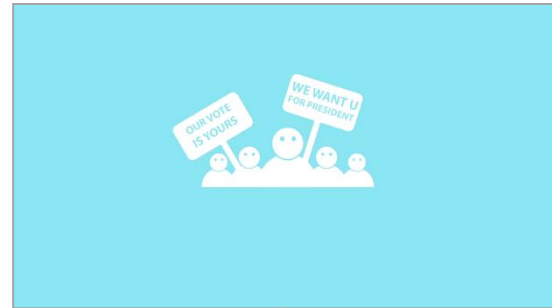
Personalization

<https://youtu.be/RyGDoLTxvkg>



Contact Management

<https://youtu.be/DCxYuKqzk8g>



A/B Testing

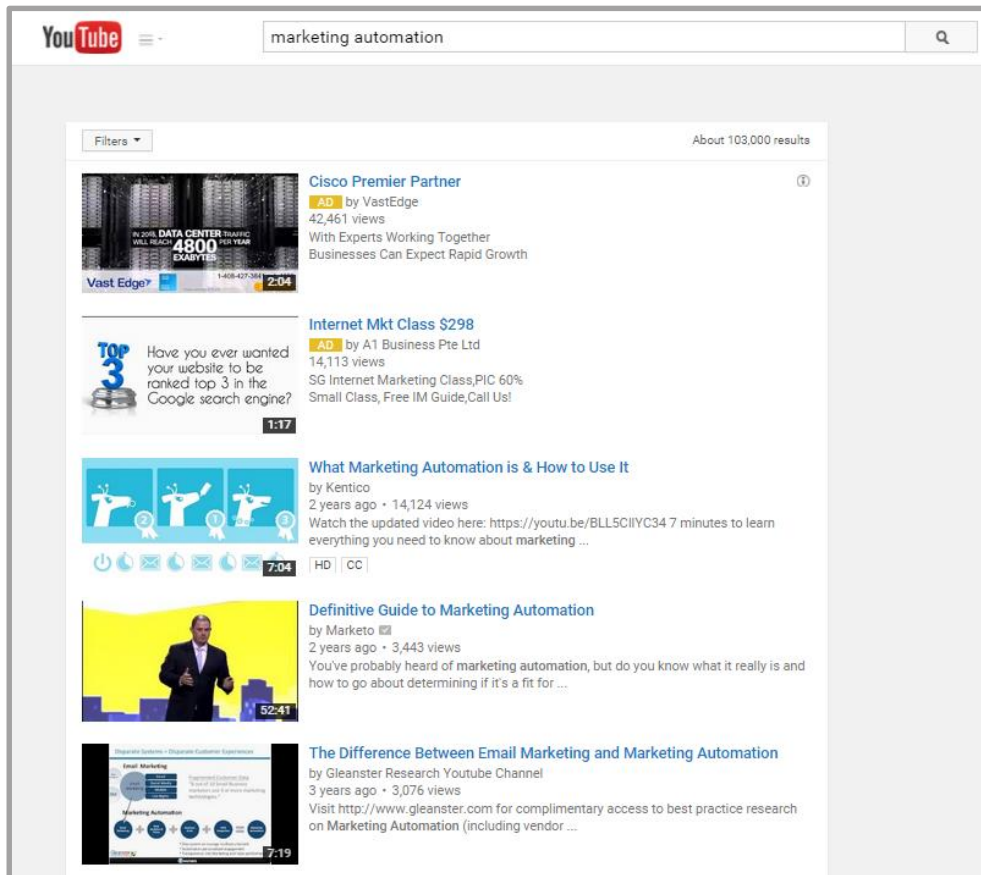
<https://youtu.be/-Kh0xCKoNvU>



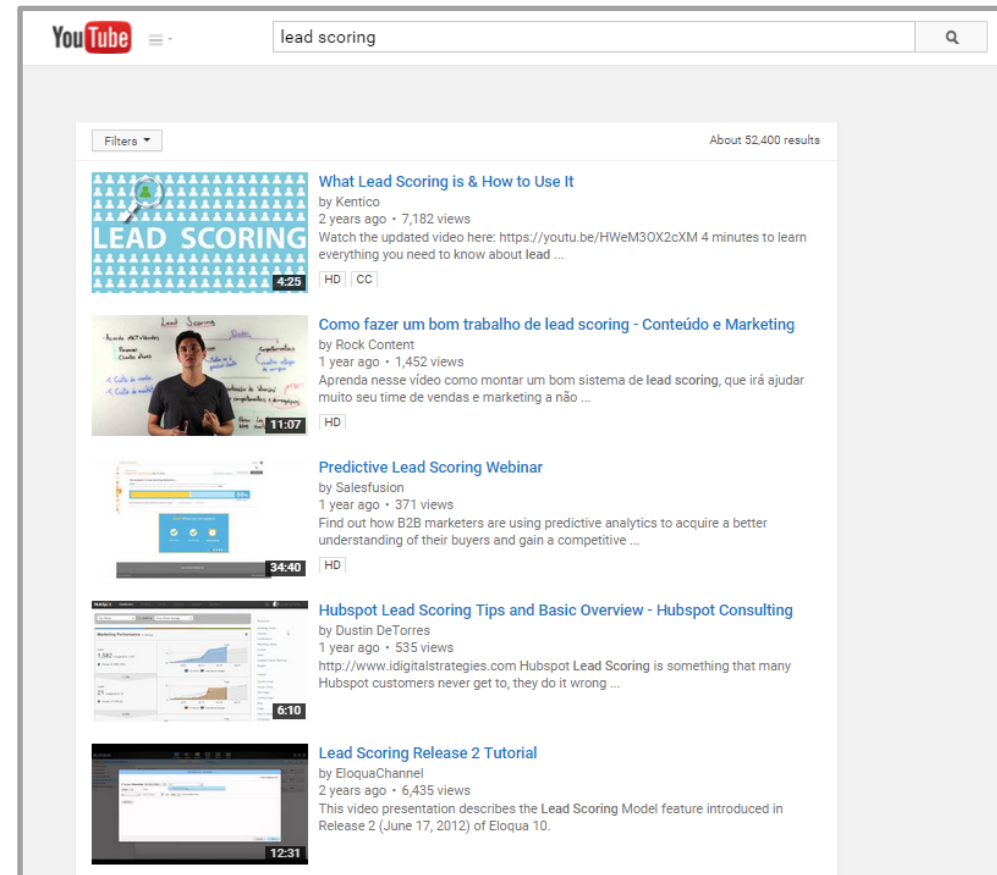
Web Analytics

https://youtu.be/2xg6_9aFCd0

First position on YouTube worldwide



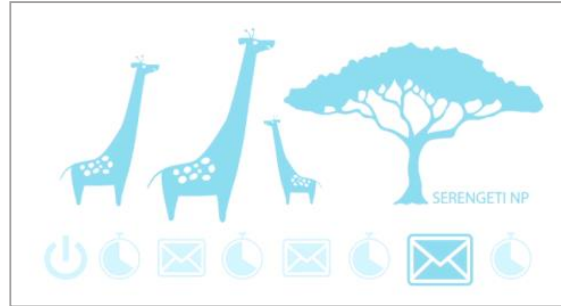
YouTube search results for "marketing automation" (About 103,000 results). The top result is "What Marketing Automation is & How to Use It" by Kentico, which is the video being advertised. Other results include "Cisco Premier Partner" by VastEdge, "Internet Mkt Class \$298" by A1 Business Pte Ltd, "Definitive Guide to Marketing Automation" by Marketo, and "The Difference Between Email Marketing and Marketing Automation" by Gleanster Research Youtube Channel.



YouTube search results for "lead scoring" (About 52,400 results). The top result is "What Lead Scoring is & How to Use It" by Kentico, which is the video being advertised. Other results include "Como fazer um bom trabalho de lead scoring - Conteúdo e Marketing" by Rock Content, "Predictive Lead Scoring Webinar" by Salesfusion, "Hubspot Lead Scoring Tips and Basic Overview - Hubspot Consulting" by Dustin DeTorres, and "Lead Scoring Release 2 Tutorial" by EloquaChannel.



Lead Scoring
8,495 views



Marketing Automation
26,047 views



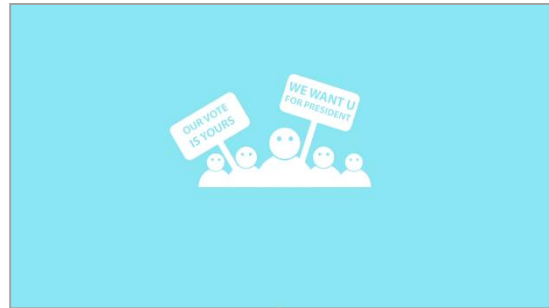
Email Marketing
10,448 views



Personalization
6,066 views



Contact Management
1,479 views



A/B Testing
14,588 views



Web Analytics
8,280 views

Comparison of views with “competitors”

“Marketing Automation”

Kentico: 26,047

Loopfuse: 18,035

Pardot: 9,514

Marketo: 8,908

Dreamforce: 8,162

Hubspot: 4,195

“Lead Scoring”

Lattice Engines: 10,646

Kentico: 8,500

Eloqua: 6,540

Infer: 7,174

Marketo: 1,171

Pardot: 904

How did we achieve this?

1. Metadata
2. Subtitles
3. Social Activity
4. Playlist
5. Link to Other YouTube Assets
6. Embedding Videos on Pages with Related Content
7. Channel Management
8. Backlinks

<http://www.cmswire.com/cms/digital-marketing/how-we-topped-youtube-search-results-026402.php>

Takeaway 3:

Vytvořte zajímavý obsah a přimějte uživatele, aby vám zanechali kontaktní údaje

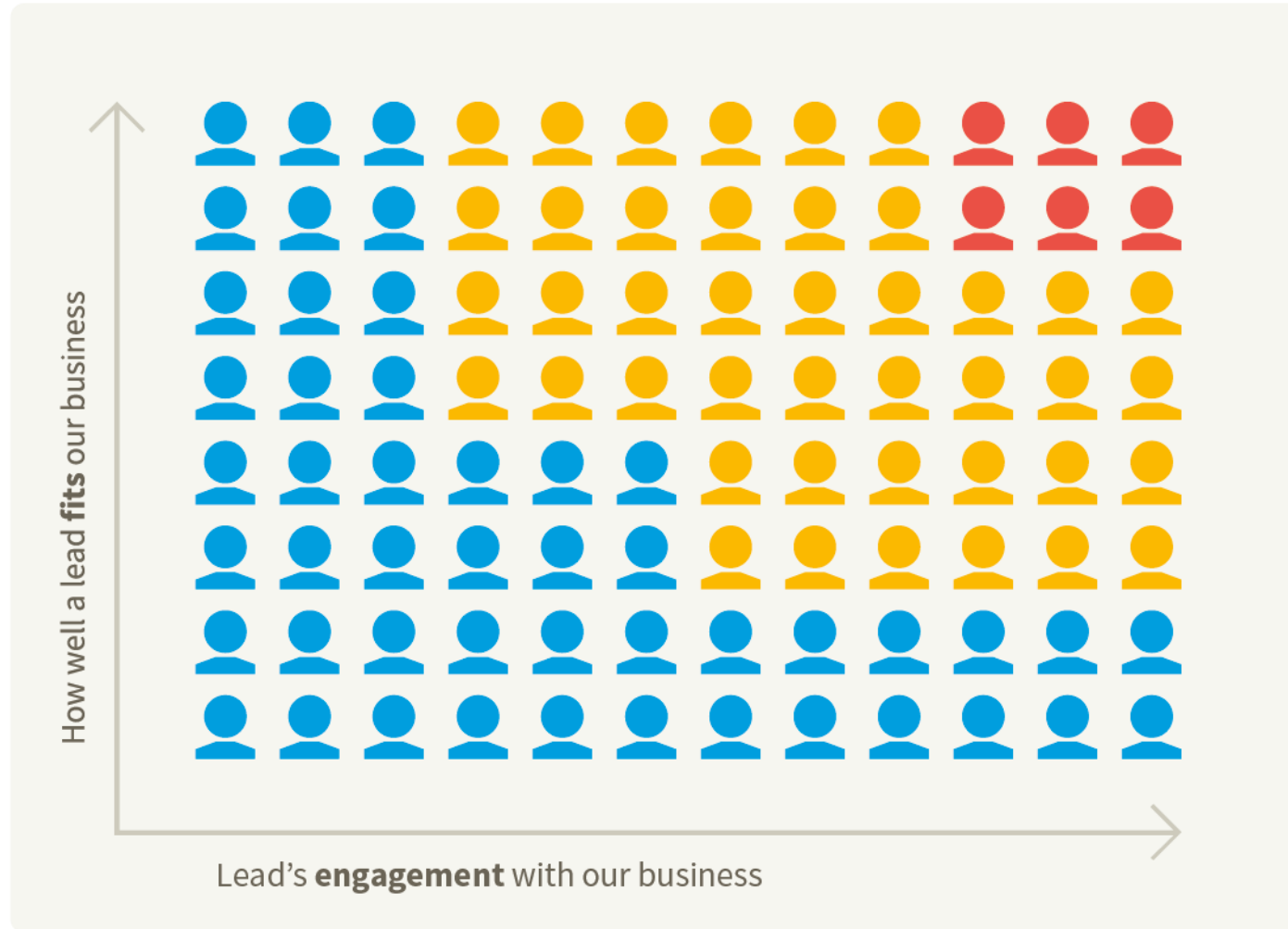
A close-up photograph of a hand pointing at a cluster of coffee cherries on a branch. The cherries are in various stages of ripeness, from green to bright red. The background is a soft-focus view of a coffee plantation.

Lead Scoring



Explicit (Demographic) Scores Show How Well the **Leads Fit Our Business**

- Location
- Job Title
- Company Name
- Company Size
- ...

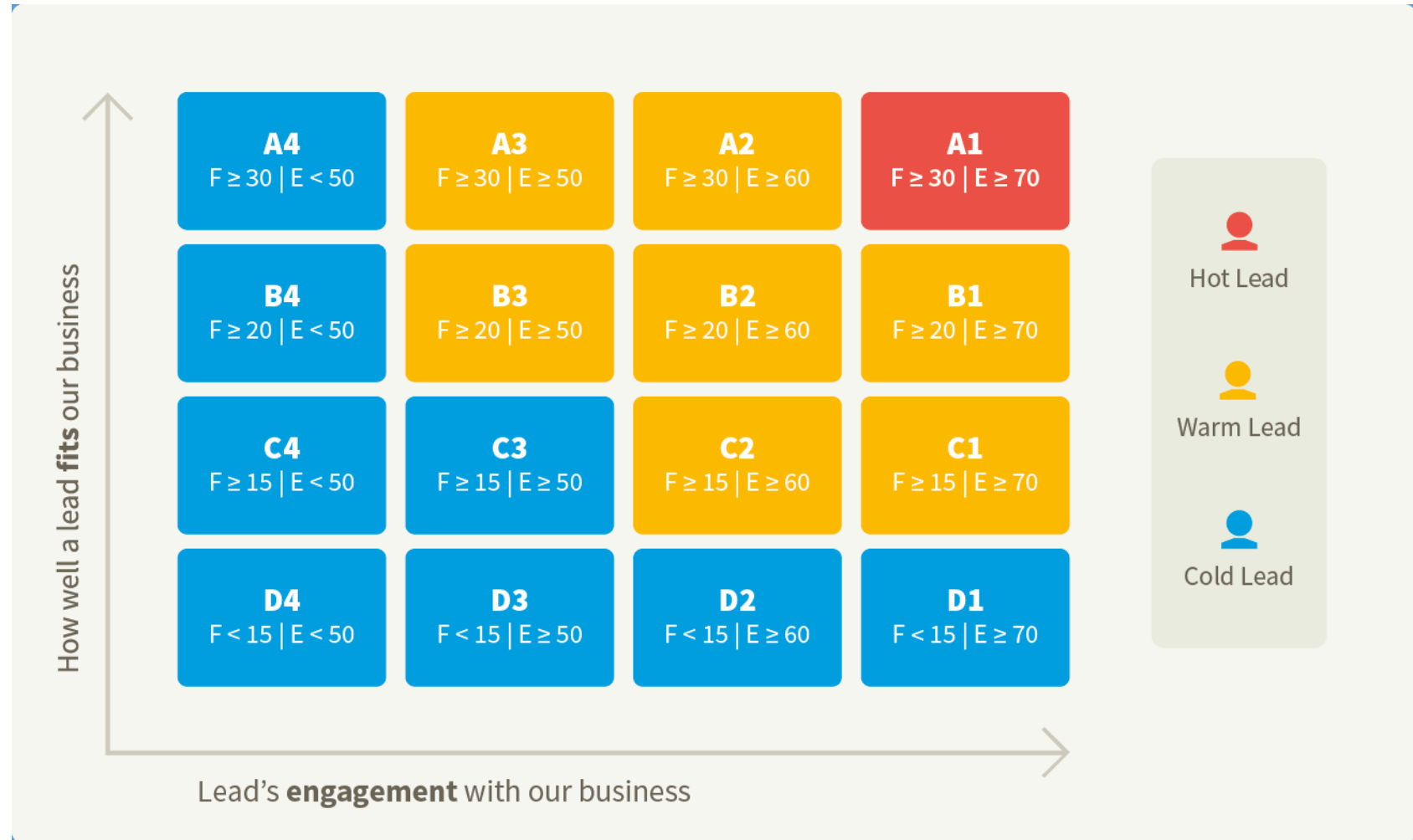


Implicit (Behavior Based) Scores Show How Well the **Lead Engages with Our Business**

of page visits
of website visits
Conversions...

Explicit (Demographic) Scores Show How Well the **Leads Fit Our Business**

- Location
- Job Title
- Company Name
- Company Size
- ...



Implicit (Behavior Based) Scores Show How Well the **Lead Engages with Our Business**

of page visits
of website visits
Conversions...

Explicit (Demographic)
Scores Show How Well
the **Leads Fit Our
Business**





















Phone Number	10
Company Name	5
Company Email Address	5
Country	0-15

Data – maximum 35 point

Traffic source - Direct	5
Traffic source - External Search	2
Traffic source - External Search incl. "kentico"	3
PPC Search Network Campaigns	5
Number of Visits to Website	4
Number of Page Views	6
Number of Page Views	8
Number of Page Views	4
Number of Page Views	4
Visit to the "Purchase" Page	10
Visit to the "Order" Page	25
Download of Assets	10
Internal Search	2
Kentico Newsletter Subscription	10
Lead Nurturing Email Click	5
Video Play	1
Personal Demo Registration	15
Hosted Trial Request	15
Hosted Trial Actual Usage	15
Download Trial Version	15
Download Free Edition	3
Install of Trial or Free Edition	15
WWAG Installation	10
Webinar Registration	15
Webinar Attendance	10
Become a Partner	15
Partner Registration	10
Training Requests	15

Implicit (Behavior Based) Scores
Show How Well the **Lead Engages
with Our Business**

Activities – unlimited pts.

<input type="checkbox"/>	Actions	Full name	Company name	E-mail	Phone number	Country	Created	Zone	Total score
<input type="checkbox"/>		Jim jamesp@kentico.com	Cogent Communications (Geolocation)	jamesp@kentico.com		USA	3/30/2015 2:50:17 PM	HOT (A1)	169
<input type="checkbox"/>		ajay asthana	pretium analytics	ajay@pretiumanalytics.com	9700000000	USA	3/24/2015 4:22:03 PM	HOT (A1)	119
<input type="checkbox"/>		dipal gandhi	Verizon Internet Services (Geolocation)	dipal.gandhi@verizon.com		USA	4/1/2015 7:50:11 PM	HOT (A1)	115
<input type="checkbox"/>		Matthew Sandstrom	Kentico	matthews@kentico.com	800-454-8888	USA	5/11/2015 6:01:58 PM	HOT (A1)	115
<input type="checkbox"/>		Joyce Lam	Videotron Ltee (Geolocation)	jlam@videotron.ca		Canada	5/7/2015 8:35:21 PM	HOT (A1)	111
<input type="checkbox"/>		Dušan Čtvrtniček	AT&T Wireless (Geolocation)	xctvrt05@att.net		USA	1/21/2015 8:54:33 PM	HOT (A1)	107
<input type="checkbox"/>		Michael McNally	Cogent Communications (Geolocation)	mmcally@kentico.com		USA	2/2/2015 6:37:41 PM	HOT (A1)	106
<input type="checkbox"/>		Graeme Ashworth	Ridgeway	graeme.ashworth@ridgeway.net		United Kingdom (Oxfordshire)	11/13/2014 9:56:21 AM	HOT (A1)	103
<input type="checkbox"/>		Andy Solomon	CirsiumSoft, LLC	andy.solomon@cirsiumsoft.com		USA	5/10/2015 8:46:35 PM	HOT (A1)	100
<input type="checkbox"/>		Brandon Mr		brandonrobinson81@gmail.com	817-807-9780	USA (Texas)	12/2/2014 3:25:27 PM	WARM (B1)	112
<input type="checkbox"/>		swathi reddy	Spark New Zealand (Geolocation)	swathi.kudumula@spark.co.nz		New Zealand (Canterbury)	4/20/2015 7:00:26 AM	WARM (B1)	108
<input type="checkbox"/>		John Zylstra	Honica	john@kentico.com	(250) 250-8888	Canada (British Columbia)	11/20/2014 9:19:23 PM	WARM (A2)	107
<input type="checkbox"/>		Muthu Melmangalam	Marsh & McLennan Companies (Geolocation)	muthu.melmangalamsankaran@marshmclennan.com			2/2/2015 5:28:14 PM	WARM (C1)	107
<input type="checkbox"/>		Liza Coats	Green Hat	lizac@greenhat.com.au	613-277-7716	Australia (Victoria)	4/28/2015 4:20:12 AM	WARM (A2)	105
<input type="checkbox"/>		Olavi Sandell	Cogent Communications (Geolocation)	osandell@kentico.com	+358-9-27200000	USA	12/15/2014 3:42:53 PM	WARM (A2)	104
<input type="checkbox"/>		Justin Zimmerman	Cogent Communications (Geolocation)	justinzimr@gmail.com	813-827-8441	USA	4/2/2015 8:33:00 PM	WARM (A2)	102
<input type="checkbox"/>		Vinson Teng	AT&T Wireless (Geolocation)	xdelta89@att.net		USA	10/24/2014 2:17:29 PM	WARM (B1)	101
<input type="checkbox"/>		asdf sadf	Telus Communications (Geolocation)	asdf@telus.com	1-877-825-8258	Canada (Quebec)	4/22/2015 8:38:13 PM	WARM (A2)	100
<input type="checkbox"/>		Omid Abaei	Cogent Communications (Geolocation)	texas_auto@yahoo.com		USA	12/10/2014 5:27:07 AM	WARM (B1)	100
<input type="checkbox"/>		Rahul khorgade	Continental Broadband Florida, Inc DBA WebUnited (Geolocation)	rahulkhorgade@gmail.com		USA (Florida)	5/14/2015 9:07:48 AM	WARM (B1)	100

www.kentico.com

Actions	Full name	
<input type="checkbox"/>	Petr Passinger	K
<input type="checkbox"/>	Lukas Mehnert	K
<input type="checkbox"/>	Pavla Cadova	K
<input type="checkbox"/>	James Tait	K
<input type="checkbox"/>	Robert Pinkas	K
<input type="checkbox"/>	Pavlina - test Mahovska	K
<input type="checkbox"/>	Meri Kukkonen	K
<input type="checkbox"/>	Petr Palas	K
<input type="checkbox"/>	Tomas Rozsnyo	M
<input type="checkbox"/>	Chris Cairns	A
<input type="checkbox"/>	Scott Burgess	K
<input type="checkbox"/>	John Swanson	C
<input type="checkbox"/>	Candice Swanson	K
<input type="checkbox"/>	Troy Fulton	K
<input type="checkbox"/>	Oldrich Januska	K
<input type="checkbox"/>	James Hart	K
<input type="checkbox"/>	Stuart Davidson	A

Actions	Title	Type	Activity time	Total score
<input type="checkbox"/>	Landing page 'Home'	Landing page	1/25/2016 4:29:28 PM	
<input type="checkbox"/>	Contact visited special page '/partners'.	Special page visit	1/22/2016 3:28:38 PM	
<input type="checkbox"/>	Landing page 'Home'	Landing page	1/22/2016 3:27:34 PM	805
<input type="checkbox"/>	Contact downloaded whitepaper 'iMedia-Article-KenticoVsHubspot'.	Whitepaper download	1/22/2016 6:09:32 AM	640
<input type="checkbox"/>	Landing page 'Home'	Landing page	1/21/2016 2:33:18 PM	632
<input type="checkbox"/>	Contact visited special page '/purchase'.	Special page visit	1/21/2016 1:27:39 PM	524
<input type="checkbox"/>	Contact visited special page '/Purchase/Configure-And-Order'.	Special page visit	1/21/2016 1:23:22 PM	507
<input type="checkbox"/>	Contact visited special page '/purchase'.	Special page visit	1/21/2016 1:23:02 PM	482
<input type="checkbox"/>	Landing page 'Home'	Landing page	1/21/2016 1:22:55 PM	461
<input type="checkbox"/>	Landing page 'Home'	Landing page	1/16/2016 8:04:16 PM	450
<input type="checkbox"/>	Landing page 'Home'	Landing page	1/13/2016 6:00:08 PM	435
<input type="checkbox"/>	Newsletter opened 'Kentico Site of the Year 2015 - Don't Miss Out!'	Opened newsletter e-mail	1/12/2016 5:03:31 PM	430
<input type="checkbox"/>	Contact opened newsletter issue Kentico Site of the Year 2015 - Don't Miss Out! (Kentico Newsletter).	Newsletter Open Distinct	1/12/2016 4:38:29 PM	420
<input type="checkbox"/>	Newsletter opened 'Kentico Site of the Year 2015 - Don't Miss Out!'	Opened newsletter e-mail	1/12/2016 4:38:29 PM	342
<input type="checkbox"/>	Landing page 'Home'	Landing page	1/7/2016 1:58:13 PM	319
<input type="checkbox"/>	Newsletter opened 'Let's Get 2016 Started!'	Opened newsletter e-mail	1/5/2016 5:13:24 PM	313
<input type="checkbox"/>	Contact opened newsletter issue Let's Get 2016 Started! (Kentico Newsletter).	Newsletter Open Distinct	1/5/2016 2:55:21 PM	298
<input type="checkbox"/>	Newsletter opened 'Let's Get 2016 Started!'	Opened newsletter e-mail	1/5/2016 2:55:21 PM	285
<input type="checkbox"/>	Contact visited special page '/Purchase/Configure-And-Order'.	Special page visit	1/4/2016 6:33:06 PM	268
<input type="checkbox"/>	Contact visited special page '/Purchase/Configure-And-Order'.	Special page visit	1/4/2016 6:32:26 PM	
<input type="checkbox"/>	Contact visited special page '/purchase'.	Special page visit	1/4/2016 6:30:37 PM	

Výsledek

- Marketing se soustředí na obojí – kvanitu i kvalitu leads a může lépe hodnotit zdroje kampaní
- Sales pracuje efektivněji s leads, zaměřuje se na ty nejkvalitnější
- Sjednocení úsilí marketingu & obchodu
- Vylepšené plánování
- Zvýšení poměru leads k obchodním příležitostem

3 B2B Online Marketing Quick tips

- Attend a Semrush Webinar and take your free trial:
- Go to domain vs domain advanced mode and compare you vs your competitors
 - Search for new keywords
 - Paid
 - Organic
- Use Similarweb to find your competition
- `link:www.competitor.com`

Questions?

Please feel free to contact me:

- lukasm2@kentico.com
- [linkedin.com/in/lukasmehnert0ppc0sem0seo](https://www.linkedin.com/in/lukasmehnert0ppc0sem0seo)

Marketing Manager for Startups (growth hacker)





Grillen Dank