

BuzzBoard For

→ Inbound Marketing

Not all (small business) inbound leads are made equal. Reserve your resources for the ones with the right revenue potential.

4 Key Takeaways

- Rich account intelligence data like BuzzBoard is not only for outbound prospecting or e-mails, but to also better qualify accounts and leads that are self-initiated i.e. inbound.
- Use rich, digiographic, account intelligence data to positively impact two key KPIs for your inbound marketing—conversion rate and lead qualification rate.
- Dip into digiographic account signals to pull website audiences in with relevant, contextual on-page and web chat experiences that drive better engagement.
- Foster trust between marketing and sales with rich-data based qualification and scoring of inbound accounts for better results, faster.

Do you find qualifying and scaling inbound leads to be a constant challenge?

Set aside your failed attempts and explore how you can leverage rich, digiographic, account intelligence data to optimize and accelerate your inbound funnel.

Introduction

Inbound marketing is approaching late adolescence and shows no signs of diminishing appeal. The platforms, strategies and tactics that enable marketers to create unique prospect-directed experiences along their customer journey continue to grow in number. While being a more affordable and sustainable marketing strategy, unlike outbound methods like cold calls, inbound marketing also attracts leads who are already interested in what you have to offer.

Inbound marketing generates three times more leads than outbound marketing while costing 62 percent less.

Source: DemandMetric

Product Led Growth models and products at the lower end of the ACV spectrum particularly rely on inbound marketing to keep customer acquisition costs in proportion to contract size.

However, research* suggests that leads generated from market-initiated channels, a.k.a. inbound leads generate fewer sales than outbound efforts.

**Research Title: From Suspect to Customer: Using marketing analytics data to study the effectiveness of digital marketing channels in the B2B sales funnel, Amelia Zafreenn Dash, Joen Mero, Tommi Laukkanen.*

This means your inbound marketing model needs to be highly efficient and effective at scale, with large numbers of relevant website visitors.

There are two broad KPIs to optimize your inbound marketing efforts – conversion rate and lead qualification rate.

Only a fraction of your inbound leads truly deserve face-time with your sales team. At least, initially. Greater sophistication in your ability to score at both the lead level and account level means greater control and ability to nurture prospects across the “qualified” threshold whereupon they are deemed ready for a sales conversation.

So, specifically, then, how do marketers separate wheat from chaff and pass on to sales only qualified inbound leads and their associated accounts?

BuzzBoard lets you expedite the process of identifying and qualifying high value prospects, ready for a sales conversation. Using BuzzBoard’s unparalleled SMB data repository, you can score and prioritize inbound leads with specific needs for your solution.

You can then personalize your subsequent outreach and follow-up based on BuzzBoard-sourced rich data for better conversion rates.

Engage and Convert Inbound Leads

Oftentimes, companies relying on inbound marketing as their primary channel depend on tools to de-anonymize their website traffic. This is the first step towards building personalized on-page experiences to increase conversion rates.

While some platforms can perform a reverse DNS lookup to identify visitor companies and then dip into Salesforce or other CRMs to tailor your website with contextual personalization, many such martech stack configurations underdeliver on their promise to improve conversion rates.

One big reason for this sub-par performance is unavailability of relevant detailed account data to personalize the visitor experience.

Similarly, although inbound call centers, for years now, have been able to screen-pop for the agent a CRM record that corresponds to the inbound call, the agent's ability to personalize the conversation has been limited by available data.

A CRM wherein lead and account records are enriched with highly granulated firmographic, technographic and digiographic data, such as what BuzzBoard offers, provides much greater opportunity for real-time personalization, whether online, or on the phone.

Get more for your money using account intelligence data that supports meaningful personalized experiences for all of your inbound leads.



Personalize your website visitor experience

Let's explore the potential of a rich account data source in the mix across key inbound channels active on your website.

Once you have rich personalization data embedded in your CRM (or marketing automation) platform, you can create tailored 1:1 inbound experiences for your prospects by enabling data dips to the CRM to surface account-specific data points to website visitors.

● On-page Personalization

Dip into digiographics to find account data to personalize your website with relevant context for your visitor and their company.

Use case example #1

Mutiny looks at the IP address of a visitor, identifies the visitor company, dips into Salesforce to find a matching record, and then tailors the webpage if a matched record is available.

Use case example #2

3rd party deanonymization tools—use reverse IP and pass visitor's company url to BuzzBoard, which does a data dip into its rich SMB database and returns specific digiographic data about the company, and personalizes their experience.

● Web Chat / Conversational Landing Pages

Use the firmo-, techno-, and digiographics rich data embedded in your CRM to engage your prospects with more meaningful chat conversations. Tools like Drift can present conversational landing pages for asset downloads instead of web forms. Once your conversational web page platform knows who the visitor is, you could personalize the conversation with rich digiographic data from BuzzBoard to drive more engagement.

Once again, the idea is to increase conversion rates on the inbound channel.

For example

You could create a provocative statement to include in your chat bot dialog:

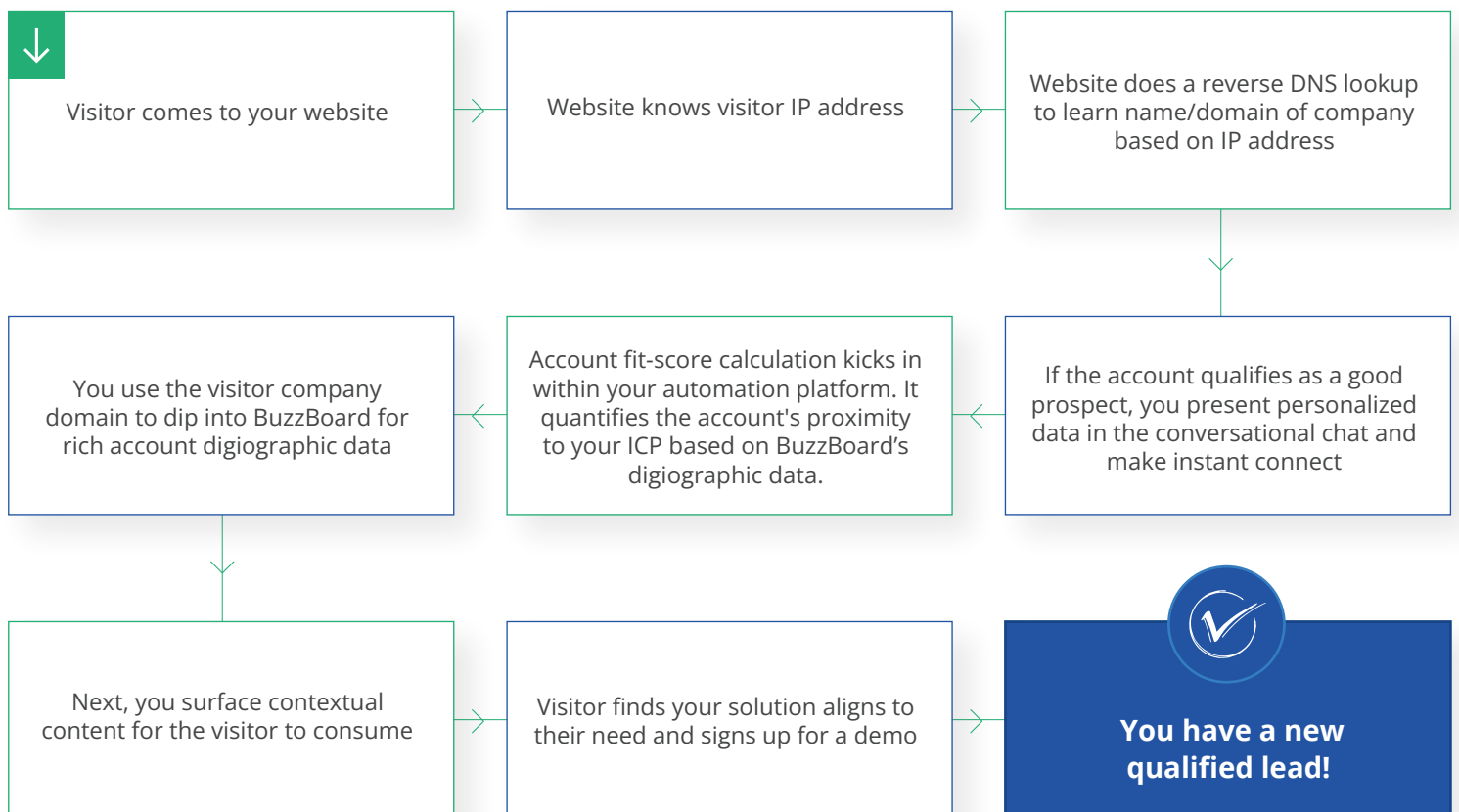
Hi [company name],
It looks like you're aggressively hiring based on the number of job postings you have [discovered via BuzzBoard]—now's the time to subscribe to our applicant tracking system to manage all those candidates!



Shorter Webforms for Better Conversion

End the debate over higher converting webforms versus pre-qualifying webforms. Convert more leads on those tidy, short forms and enrich them instantaneously with account digiographics to make them sales ready. Get a much deeper business profile for your inbound leads than you can ever imagine.

Not only can you increase conversion rates, you also always have instant data to qualify, score, and even route them to the right sales teams for maximum and timely coverage.



Convert high-value leads. BuzzBoard does all the heavy-lifting.

BuzzBoard manages the world's largest and richest collection of SMB data, with 20+ million SMBs in the US and 6,400+ data signals per SMB, to generate a detailed digital profile for each SMB that visits your website and subsequently becomes an inbound lead.

● Personalize Inbound Lead Experience

Using their website domain, match every inbound to their company to instantly enrich your lead with relevant account data. Deliver personalized content across your inbound touchpoints.




● Verticalization

Using micro-classification, tag a highly granular industry label to every inbound lead and account. Granular industry knowledge helps everyone in the marketing, sales and onboarding process understand what is important for that prospect and that industry. Use it for sales routing, nurturing with relevant content, onboarding, and more.

Most business category classification systems are based on the NAICS schema. Even though this is a massive system, it isn't granular enough to identify many highly verticalized SMBs or those using new business models.

Look for capabilities to support "micro-segmentation" classification, which requires more data than is typically available in CRMs today.

BuzzBoard's AI/ML category identification logic identifies and matches SMBs to about 400 parent categories that in turn map to over 20,000 child categories.

Account	BuzzBoard	Other Data Vendor
 Cat's Nail Salon	Nail Salons & Manicurists	Consumer Service
 Burbank Animal Hospital	Veterinarians	Consumer Service
 Allen Roche Golf Travel & Leisure	Golf Instruction	Consumer Service

● Match to ICP

As the leading provider of account intelligence data on SMBs, BuzzBoard maintains 30 million SMB records worldwide with more than 6,400 signals, including firmographics, technographics, and digiographics. Use this extensive data mix to identify the true definition of your Ideal Customer Profile (BuzzBoard offers advisory services to help you identify the right digiographic data mix and hone down on your ICP).

The data-intensive ICP, thus defined, delivers a true representation of a business's digital maturity evolution, including their business needs and spending power, against your product or service. Measuring your inbound leads against this ICP allows you to score and prioritize your leads based on their business's growth arc and hence their probability of converting into a win.

Build an account-fit score in your CRM with multiple datapoints, or have BuzzBoard calculate it for you.

● Direct data dip in your CRM

BuzzBoard's rich digiographics is available to you across multiple sales and marketing platforms such as Salesforce, Zendesk Sell, HubSpot, Pipedrive, Marketo and others. Activate rich account intelligence data for account scoring, lead qualification, and sales engagement, all via integrations and automations.

The screenshot displays a CRM interface for an account named "Dan's Overhead Doors". The account is a prospect with a score of 64. Key details include the website "dansdoors.com", account owner "Bill Chuck", industry "Construction", and business phone "(303) 908-2491".

The "BuzzBoard Digiographics" section provides a detailed breakdown of the account's digital footprint:

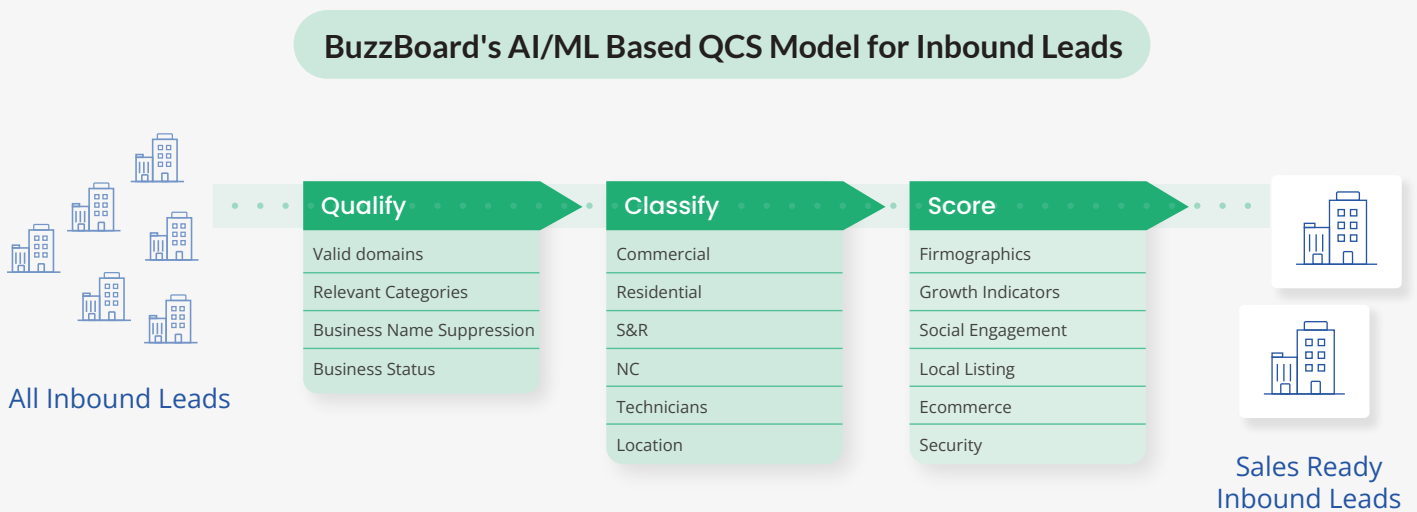
Category	Value
Google Ads Presence	Yes
Facebook Ads Presence	Yes
Google Traffic	10K - 25K
Annual Tech Spend	\$50K - \$100K
Customer Reviews	4.2/5
Technologies - eCommerce	Squarespace
Technologies - Appointment Scheduling	-
Display Ads Presence	Yes
Yelp Ads Presence	No
Annual Ad Spend	\$25K - \$50K
Hiring	Yes
Open Positions	5
Technologies - Marketing	Constant Contact, Vimeo
Technologies - Human Capital Management	Avesta, Activtrak

Additional CRM data points shown on the right include 2 contacts, 0 opportunities, and 0 notes. The "BuzzBoard Scores" summary shows a D Score of 64, a Need Score of 75, and a Security Score of 70.

Qualify and Score Inbound Leads

Qualify and score inbound leads based on need and budget signals. Pre-qualifying inbound leads is a constant challenge for most go-to-market teams.

One of the best ways to approach this is by enriching your inbound leads with account level digiographic attributes, and determining their value using indicative need and purchase propensity.



This process of enrichment supports segmenting your inbound leads into quartiles for more relevant GTM action. It can then become the foundation for your (inbound) lead scoring where only high-scoring qualified hand raisers are routed to your Account Executives. For the rest, you can either set up a nurture stream or have SDRs reach out for manual qualification.

Inbound leads converting on your content forms can also be similarly enriched, scored and segmented based on their value. You can then nurture them using targeted and personalized communication to make good on your limited marketing and sales resources.

This approach to qualifying inbound leads based on need and budget data considerations is highly compatible with Account-based Marketing strategies, wherein each inbound (sales) lead is verified and managed at the account level, and their value determined using an indicative need derived from their account level digital attributes.

Build Trust Between Marketing and Sales

With cleaner handoffs, by forwarding down the funnel only qualified inbound leads, you build trust and respect with your sales organization by helping them with quota attainment, accurate forecasts, and consistent wins.

Leverage thousands of digiographic account signals from BuzzBoard to enrich your inbound leads—select the signals that align best with the vertical being catered to or the product/solution being sold. Alternatively, you may choose a bespoke signal combination that reflects your predetermined Ideal Customer Profile (ICP).

Whether you are selling an Appointment Scheduling System, a Customer Engagement Platform or a Field Service Management solution, or something else, your customized signal stack can be used to identify the impending need an inbound account may have for your solution/service. That is, after all, the highest qualification metric for a lead.

Empower Technology Sellers With Instant Insights For Closing New Deals, Cross-selling And Upselling

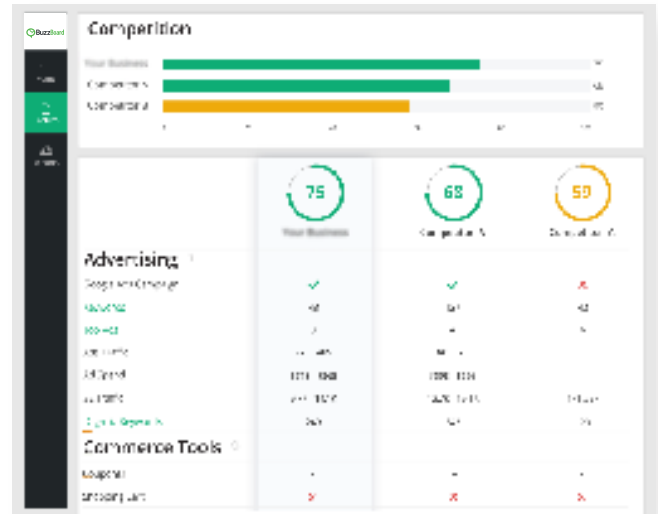
BuzzBoard pairs the ability to qualify, score and prioritize leads with a frontline friendly interface that enables easy discovery of the insights that drive sales.

- **Tech Sellers are Supported with BuzzBoard Account Intelligence to**
 - Gain insights about leads and customers quickly through their browser via our Google Chrome plugin or within their CRM via integration
 - Spark more relevant conversations to effectively influence buying decisions
 - Identify and nurture cross-sell and up-sell opportunities



● Teams Using BuzzBoard Tools Can Quickly Determine if an SMB Inbound Lead Might be

- Poised for growth and ready to add services
- Implementing new technology and needing complementary tools
- At risk for being outpaced by competitors in digital marketing, among other areas.



Your website traffic and corresponding inbound leads are your most credible source of intent, and need-backed prospect accounts, and hold the most promise for quicker wins. Move beyond firmographics and technographics to activate the power of rich ***digiographic*** data to lend efficiency to this most sustainable and profitable channel in your GTM playbook—to enjoy higher conversion rates and bigger wins with lower acquisition costs.

From a suspect (as a visitor on your website) to a lead to a qualified account, to an opportunity that becomes a win, every stage of the inbound funnel is best managed with a rich, relevant, data stack that acts as a quality controller to conserve your limited sales and marketing resources, and allows for more meaningful personalization across touchpoints and funnel stages.

Make the shift from brute-force go-to-market motions to a more efficient, more effective, data-driven, approach.

With digiographic based account intelligence data, optimize your inbound funnel to deploy your sales resources efficiently; activate account based marketing for every single website visitor that fits into your ICP; and claim and own every opportunity on the table.

Identify, qualify, convert, acquire, and repeat with account intelligence data from BuzzBoard for your inbound marketing.

Let's talk!

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BuzzBoard is fueled with over 20 years of acquired intelligence of 30+ million small-to-medium businesses to help solution providers deeply understand their customers and build trusted relationships in today's digital-first selling environment. BuzzBoard's AI-powered intelligence engine powers account-based marketing and sales performance using its proprietary SMB signal stack and category classification system to identify, segment, and score the accounts with the highest revenue potential.

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