THE TACTICAL GUIDE TO
ACQUISITION MARKETING

THE B2B

MARKETING

PLAYBOOK

By Tim Muenchen

THE MARKETING PLAYBOOK I USED TO GO
FROM 0 TO 1,500 INBOUND MQLs PER
MONTH IN 26 MONTHS

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What's inside?

ABOUT THE PLAYBOOK

There's no secret. Online marketing has a process.

Yes, effective lead generation has a process. It's about using proven direct response models that marketers have been using since the advent of media.

David Ogilvy, Seth Godin, and the Sham-wow guy all used the same model. What's changed is the channel and distribution methods.

The following pages contain the step-by-step marketing process and playbook I used to go from 0 to 1,500 inbound MQLs per month in 26 months.

This playbook transitioned our acquisition model from 100% outbound lead generation to 100% inbound lead generation. It includes the execution plan, the channel strategy, and the exact tactics that lead to hyper-growth (doubling bookings and revenue 3 years in a row.)

FORMAT: In this ebook, I present the actual process slides that I used. It's not a glossy "how-to" book that covers every digital channel. It's a "here's-what-worked" book. It's intended to show you how a small team with a limited budget leveraged 7 digital channels to build a company and crush their goals.
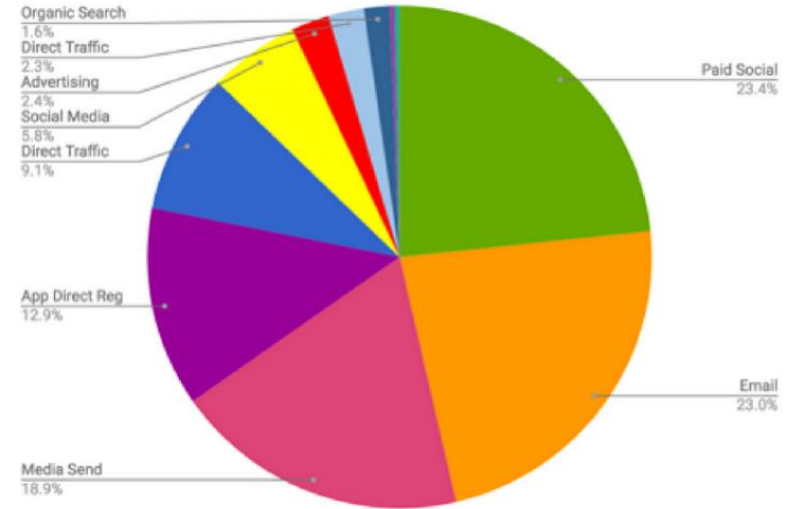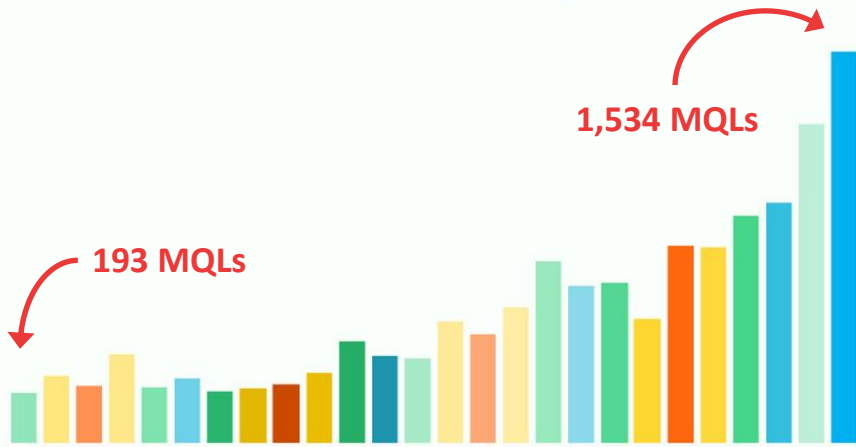
I've broken the book into 2 sections. The first part is the process and playbook itself - the actual slides I used to train my team and communicate the marketing process to our company. The second part offers some guidance on technology, metrics, reporting, and training resources.

I hope this book helps you put the pieces together for your high velocity marketing machine.

A LOOK AT THE GROWTH CURVE

24 Month Inbound MQL Trend

1,534 MQLs

193 MQLs

Channel Distribution

- Organic Search 1.6%
- Direct Traffic 2.3%
- Advertising 2.4%
- Social Media 5.8%
- Direct Traffic 9.1%
- App Direct Reg 12.9%
- Media Send 18.9%
- Paid Social 23.4%
- Email 23.0%

Our Growth Hacking Mantra

The purpose of marketing = To drive leads that become customers

- That is it. Period.

- We focus on *customer acquisition*... not awareness

- It doesn't matter how many people know about us... it matters how many people sign up.

- Go online. Find the tribe. Get them interested. Make them an offer they can't refuse. Create influence. Make brand advocates. Optimize the process. Repeat.

- Do it on the cheap. Measure ROI. Measure everything. Constantly improve.
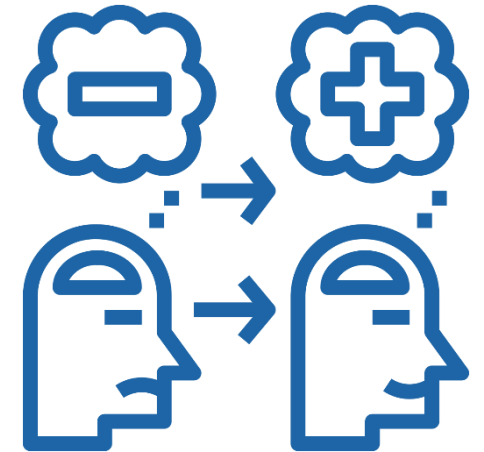
*Change the mindset: We do **acquisition marketing**. Marketing is **only** about driving leads that become customers*

Online Marketing is a Process (and here it is)

| Step 1	Step 2	Step 3	Step 4	Step 5

Unique Value Proposition

It starts by identifying what truly makes you unique. Your brand and voice must stand out. Nothing is worse than incrementalism and being an "also ran". Focus on your unique weirdness and run with it. Point is, you have to stand out from your peers. We are all attracted to the thing that is different.
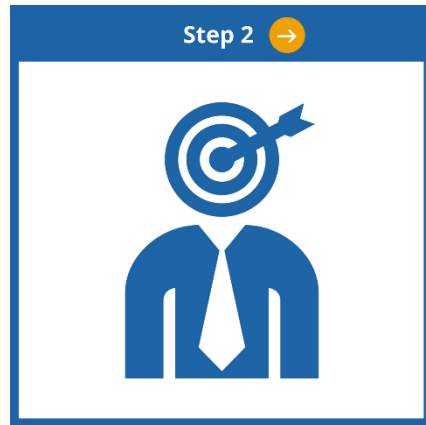
Ideal Client Profile

Only target your best clients. While it's great that you can sell to a broad market, that's not your ICP. Your tribe is the group of people whose problem you directly solve, every time. Identify the exact characteristics **(industry, sector, size, titles)**. Now, use language and copy for those personas.
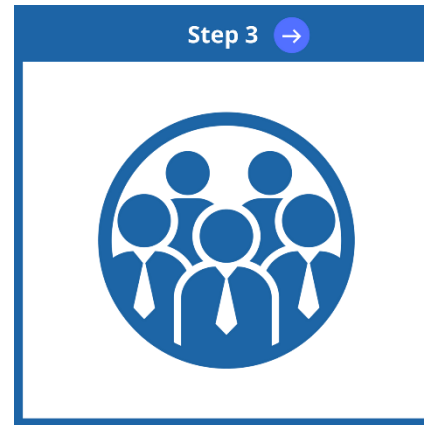
Online Channels

Where do your ICPs hang out online? What social channels and publications do they consume? Where do they go to learn? Where do they go to be acknowledged? What trade associations do they belong to? Now, go meet them there, digitally. Build and buy those audiences.

Lead Magnet

What valuable lead magnet, trip wire or offer could you make so that if your ideal client saw it they would have to respond? What is your "too good to be true" offer? Think freemium here. Build it and promote it. And don't be cheap! Build the right magnet and the boat will be filled with prospects.

Value-Price Chain

Now that you have them in the boat via your lead magnet, walk them up the value-price chain… Content to free offer. Free offer to basic. Basic to standard. Standard to premium. This is where you can get sales involved. After they know you, like you, trust you, and are willing to try you.

No Random Acts of Marketing (ever…)

- ## Content that focuses on eyeballs

  Those general interest pieces that draft off pop-culture… Sure people love them. BUT, none of them are our customers. We are not going viral. Our content should be centered on solving a problem. Focus on 2,000 word value pieces not 500 word bite size ideas. Make it worth reading.

- ## No decent lead magnets or content upgrades

  Every piece of content should include a lead magnet or content upgrade. Think conversion opportunity. 30 day trials are table stakes. We need to offer something of real value. And don't make it self serving. Don't be cheap. A calculator, cheat sheet, checklist, scorecard, template are ok… promoting our free software is better. We need to think like DropBox, MailChimp, Canva.

- ## Boring corporate speak

  Use our unique voice and make it smart, savvy and fun. We don't produce material that is boring or even worse, undifferentiated. "We sell to executives, so we have to be formal." No we don't. Use an authentic voice, deliver our UVP, and be controversial so we'll stand out.

- ## Wasting money on PPC

  We don't bid on expensive keywords that all the competition bids on… And then send them to the website or blog without a solid offer or reason to convert. PPC works, but it's a limited part of the strategy. And every ad should go to a squeeze page with a balling offer.

Why does this model work?

- **Moves customers through the customer lifecycle**
  Know us > Like Us > Trust Us > Try Us > Buy Us > Repeat > Refer

- **Targets only the right buyers** because marketing identifies and qualifies all prospects based tight criteria

- Allows sales to enter the conversation at the intersection of expertise, help, and reciprocation

- Prospects are self selected. They converted on the marketing offer. Higher conversion rates (lead to opportunity and opportunity to close)

Finding Our Ideal Client Profile (Who is our ICP?)

- **Everything starts with the right target**

- **Define:**
  - **Industry vertical**
  - **Business size**
  - **Exact titles (all buyer contacts)**
  - **Account characteristics**

Gotta get this part right first

- **Also understand bad fits and wastes of time**

- **Deliver a specific message to each buyer type**

- **Need data tools to source prospects**
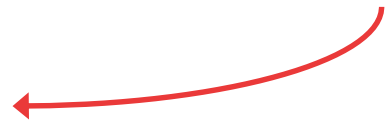
These are the **ONLY** targets we should be "talking to"

ICP Worksheet

- **Building the ideal client profile**
  - Exact characteristics of our best clients
  - The prospects we win with highest probability
  - The prospects we deliver the most value to
  - The exact data points that define this buyer

- **Data analysis**
  - Customer list
  - Inbound leads over last 12 months
  - Current funnel (high probability closes)
  - Performance metrics (close rate)
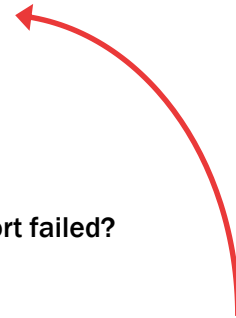 - Customer interviews
  - Employee interviews (sales & support)
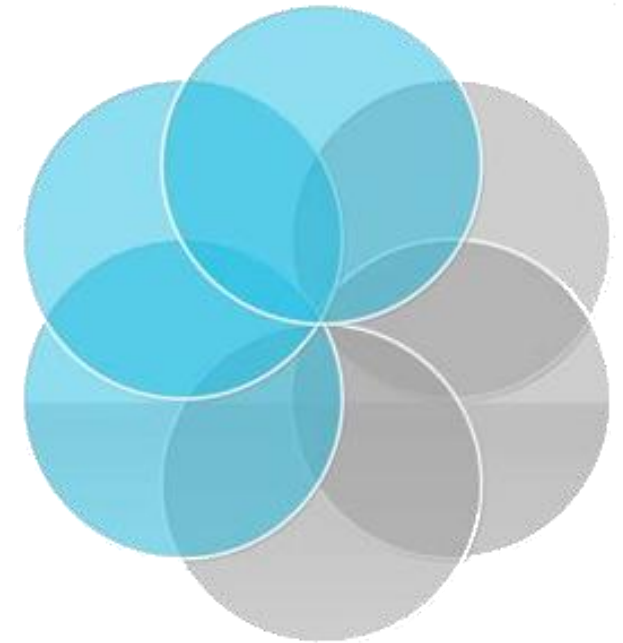
A deep dive on 6 key attributes. What does the data say?

This exercise will define your ICP

20 Profiling Questions

1. When you think about the business, what keeps you awake at night?
2. What are you afraid of in your business?
3. What are you angry about? Who are you angry at?
4. What are your top 3 daily frustrations?
5. What trends are occurring in your business?
6. What do you secretly desire the most?
7. Is there a built in bias to how you make decisions?
8. Does your company and industry have its own language? What is it?
9. Who else is selling something similar to our product?
10. Who else has tried selling you something similar and how has that effort failed?
11. What's the one question your team keeps asking?
12. What are the biggest benefits you get out of our service?
13. What were the biggest fears you had in selecting us as a vendor?
14. What were the biggest misconceptions about what we do?
15. What were the things no one told you about our service?
16. What are the biggest dangers in selecting the wrong vendor?
17. What mistakes did you make in the selection process?
18. What are the hidden rip offs?
19. What were the steps you took to select a vendor?
20. Who else did you evaluate? Why us?

Interview 10 customers. This will give you the right lens to enter the conversation already going on in their head.

*In order to **persuade** we must **understand**. The right copy, topics, and offers will come by being in touch with the client.*
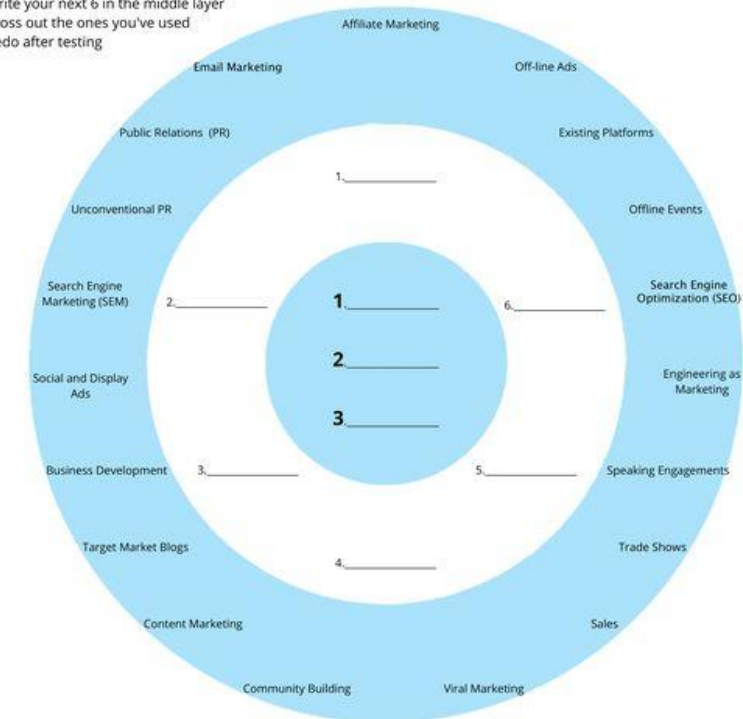
Finding our traction channels

Channels – We re-evaluate traction channels on a quarterly basis. Invest time and money in the top 3. Exit channels that aren't producing leads or have unsustainable ROI. Test 2 – 3 more. Use Gabe Weinberg's bullseye framework. Rotate in and rotate out channels and strategies. Less is more. We only do what works. This is about ROI.

You can't do everything. Most companies will only have 2 or 3 channels that work. Focus.

The Bullseye Framework For finding the best traction channels

1) Read Traction by Gabriel Weinberg & Justin Mares
2) Select your top 3 & write them in the center
3) Write your next 6 in the middle layer
4) Cross out the ones you've used
5) Redo after testing

Affiliate Marketing
Email Marketing
Off-line Ads
Public Relations (PR)
Existing Platforms
Unconventional PR
Offline Events
Search Engine Marketing (SEM)
Search Engine Optimization (SEO)
Social and Display Ads
Engineering as Marketing
Business Development
Speaking Engagements
Target Market Blogs
Trade Shows
Content Marketing
Sales
Community Building
Viral Marketing

Method and content created by Gabriel Weinberg - Founder & CEO of DuckDuckGo, Co-author of Traction & Angel Investor

This page designed by Deven Nemer - Founder of Power Portal A Smarter Web Browser that could save you 4 hours per week or more by helping you do more in less clicks.

Our Marketing Channels

7 Acquisition Channels:

1) **Email**
2) **Placed Media**
3) **Content Marketing**
4) **Facebook Ads**
5) **SEO**
6) **Retargeting Ads**
7) **Business Development**
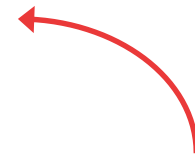
These were the 7 channels that worked. The top 3 produced the most leads and highest ROI.

*We market **thru 7 channels**.*
*A mix of **paid, earned & owned** traffic*

#1 Email

- Email has the **highest ROI** of any channel $40 x $1

- **Build database** of highly targeted prospects

- **Long tail**. Expect 20 touches before a conversion

- Send **offers** and **valuable content**

- **Email *ALWAYS* works** if its targeted, has a unique value prop, a valuable offer, and engaging copy

Email Rocks!
The money is in your list

Our Marketing Funnels

- **HOT**
  - Current Customers
  - Domains of closed accounts (brand extension)

- **WARM**
  - Free app non-converters
  - Content download non-converters
  - End of workflow engagers
  - Blog subscribers
  - Churned customers (win-back)

- **COLD**
  - Look alike audiences
  - Disengaged free app non-converters
  - Disengaged content non-converters

A simplified version of our funnels. We created a different workflow for each segment.

Smart segmentation. Multiple funnels. Multiple workflows. Multiple offers.

Email Workflows & Funnels

- Jab. Jab. Right Hook. (Value. Value. Ask.)

- Offer. Content. Offer. Content.

- Offer = free app

- Content = helpful articles
  - Content upgrades = ebook / free offer

- Sophisticated 30 week cycle
  - 6 x 12 = 6 offers over 12 days
  - 4 x 28 = 4 content over 4 weeks
  - End of cycle = as new content produced

TOFU, MOFU & BOFU…
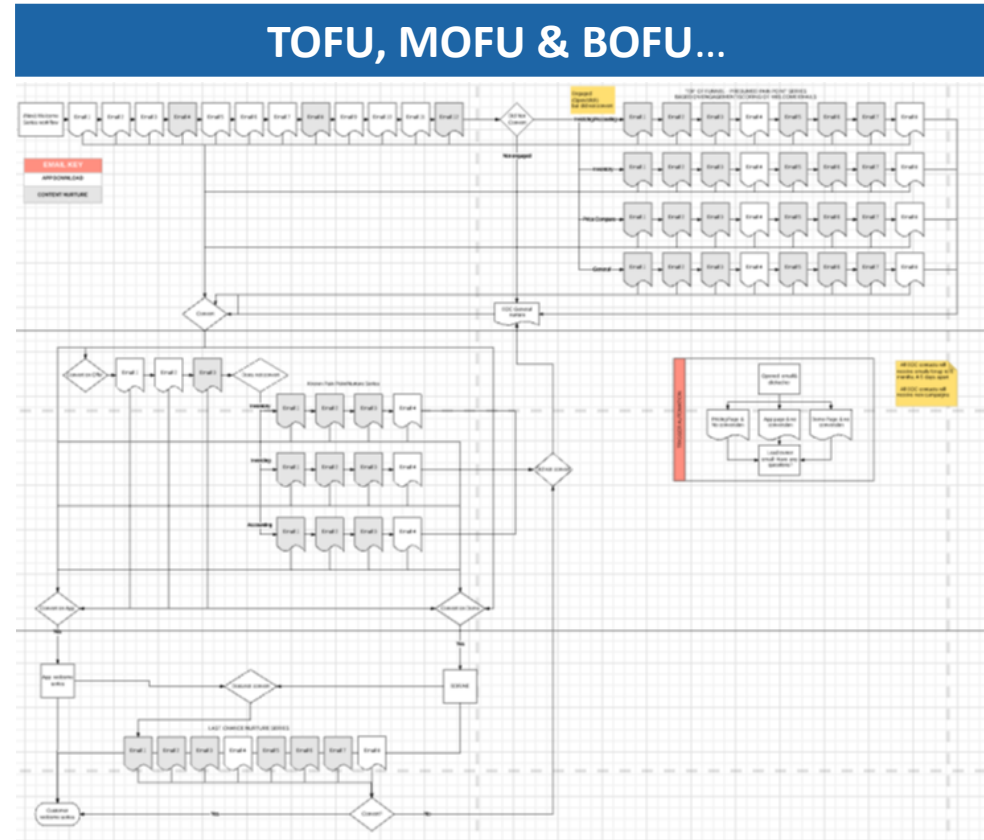
*Interested based workflows
deliver conversions*

Email Data Profile (Everything starts with our ICP!)

- **Identified companies** - target list
- **Industry SIC codes** - based on look alike audience
- **Geography**
- **Size** – revenue, employees, locations
- **Titles** – of all buyers
- **Fields** – Company name, Contact name, email, phone, address, title, website, employee size
- **Domain Suppression** against non-icp
- **Existing Client Suppression**
- **Data verification** through a verification service (Brite Verify)
- **Sources** – Synthio, Radius, InfoUSA, Zoom Info, (others)

Only shoot at the right targets

Email Campaign Example (6x16)
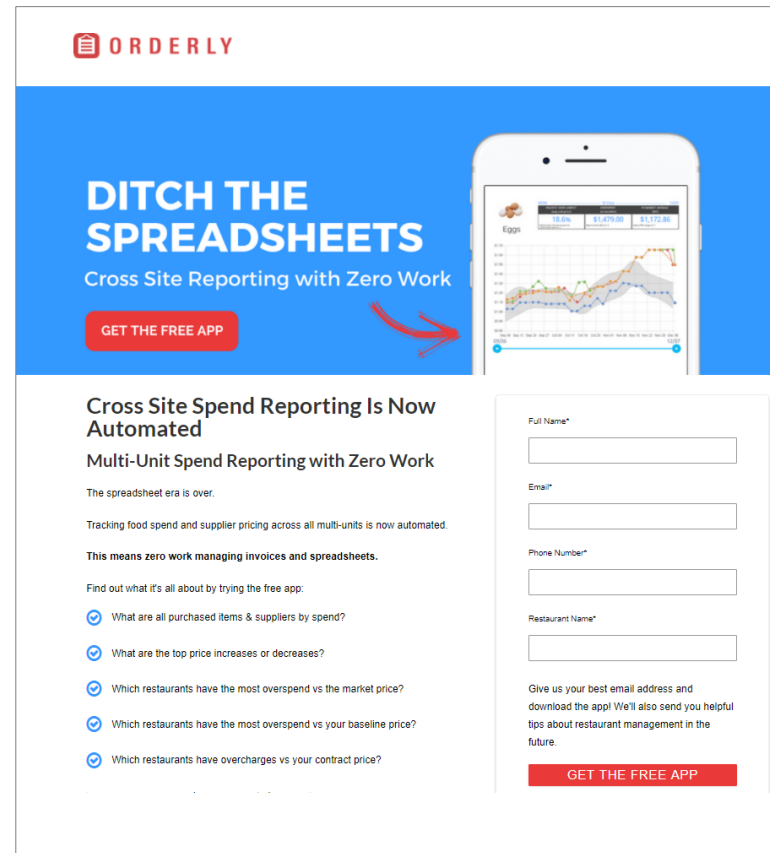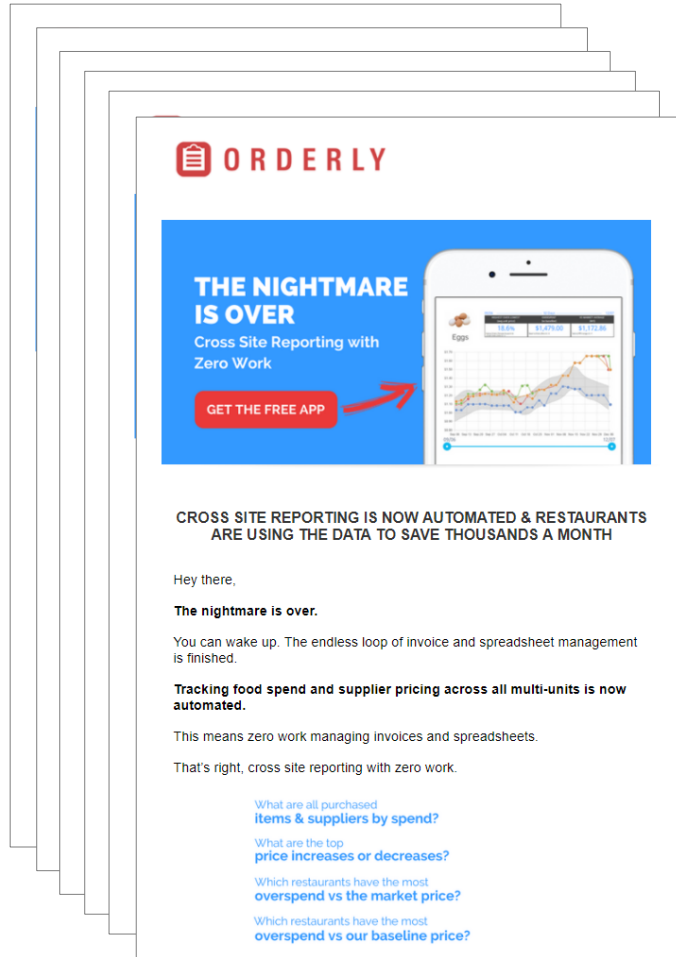
The Email Campaign:
- 6x16 cadence
- 6 different emails
- 2 day pause
- Pain based copy
- Click bait title
- Solution and offer in pre-header
- Negative copy in image
- Offer in image is solution
- Big colorful CTA button
- Johnson box summary
- Short copy that talks their language
- CTA in email also
- Squeeze page landing page

Subject: Cross site reporting nightmare is over
Pre-header: Get the free app that shows you supplier pricing
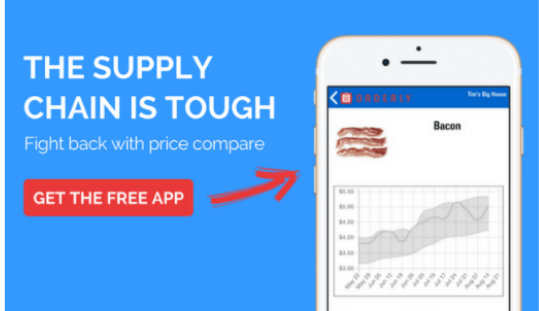
Join the conversation already going on in their head. And offer a solution

About that negative copy... (it sells!)

The Ugly Truth About Supplier Pricing
Fight back with the free price compare app

7 Mistakes Restaurants Make That Doom Them to Fail
Blog post with content upgrade

92% of Restaurants Overpay Their Supplier
Fight back with this guide

#2 Paid Media Sends

- Find **industry magazines** targeted at your audience

- **Email send** to media list with ebook or app offer
  - Use your list to test the best email offer first
  - Ask for article placement with email send (hint: links!)

- And **placed articles** with a content upgrade

- **Track everything** with a utm code... try everything once... only do it twice if it converts and has ROI

- Paid placement of your valuable offers and content will drive leads and visitors & engagement (for **domain authority**)

Example: FSR, QSR, Restaurant News, Restaurant Today, Rail Media, Food & Beverage Magazine

#3 Content Marketing

- **Be a Youtility.** Write content so helpful people would pay for it

- Most of your content should have offers (or offers attached to them). Point of engagement.

- Multi use content – use for email acquisition, dedicated email sends, paid social ads, placed media articles, tribe content, blog, social feeds, PPC ads. 4:1 use.

- Build a tribe = the network effect (share) + backlinks (domain authority)

- LinkedIn Group Hack – (Post w/ offer + Likes = LinkedIn Weekly Update Email and notification = 50+ leads)

- Paid traffic juices SEO domain authority – key words; links and shares from prominent sites; traffic; top Google ranking
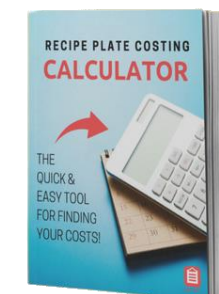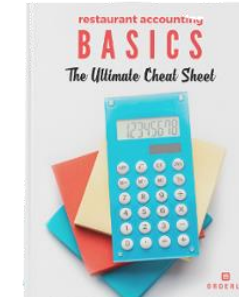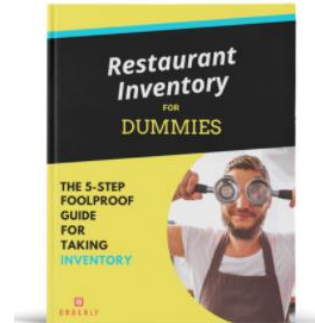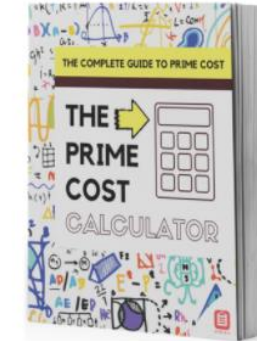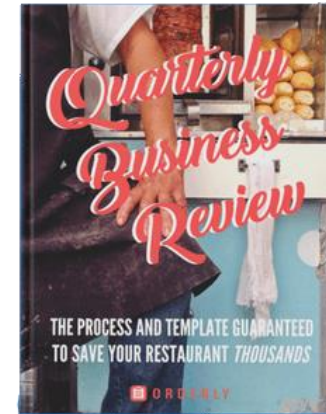
Magnets shown: Quarterly Business Review Template, The Prime Cost Calculator, Restaurant Inventory for Dummies, Restaurant Accounting Checklist, 50 Free Apps for Restaurants, Recipe Plate Costing Calculator, Inventory Master Sheet

#4 Facebook Ads

- We're a B2B brand. Will Facebook ads work?

- Facebook stats: 1.8B monthly users, 214M in US, 1 in 5 page views in US is Facebook

- Best ad targeting platform ever

- Custom audiences based on your email list. Site retargeting. Build audience based on someone else's followers

- Five ad sets:
  - Ad set 1: Publication list
  - Ad set 2: Competitors
  - Ad set 3: Your email lists (segment those)
  - Ad set 4: Retargeting
  - Ad set 5: Demo + Geo + Psycho (look alike)

Measure ROI. This drove leads but they were lower quality.

- And it's less expensive than Google AdWords
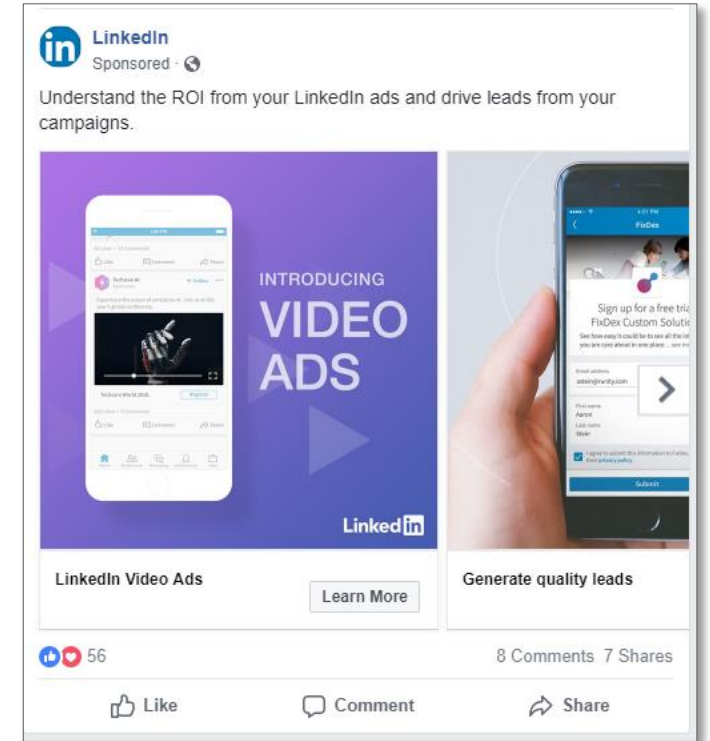
Even LinkedIn uses Facebook Ads (video too!)

#5 Retargeting Ads

- **Understand it's a** branding strategy

- **Channels:** Facebook, Google, LinkedIn

- **Ad sets**
  - Site retargeting. After visit
  - Email retargeting. Email prospects. Segment by cold, downloads but not converted, demoed but not converted

- **On FB keep** frequency low, test mobile **ads (none, only, both)**

- **UTMs** on everything / report on everything / kill ads that don't convert / rotate ads frequently

They will likely come back as direct traffic.
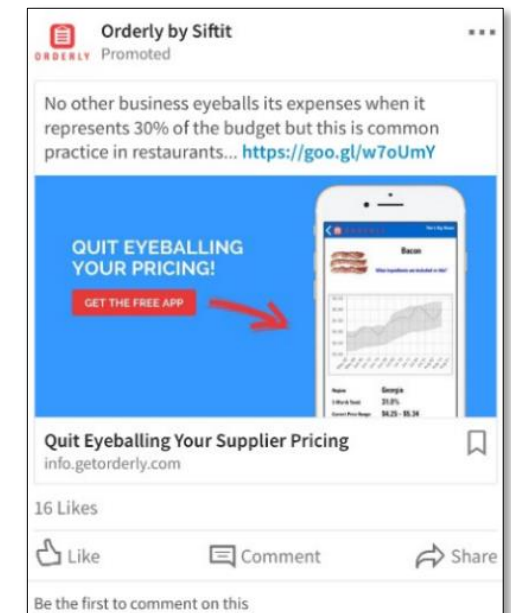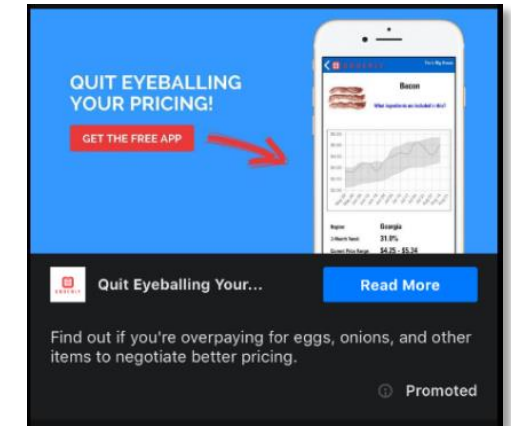
6 SEO (getting top organic ranking)

- ## We're #1
  - Top organic ranking on our 3 main key words

- ## SEO strategy
  - Be intentional about every topic and post
  - High density of related key words in copy
  - Write on that topic consistently for 6 months
  - High value content
  - The kicker: Use paid sources to prime engagement

We did very little PPC because we were able to gain top ranking. (And avoid $12 CPCs.)
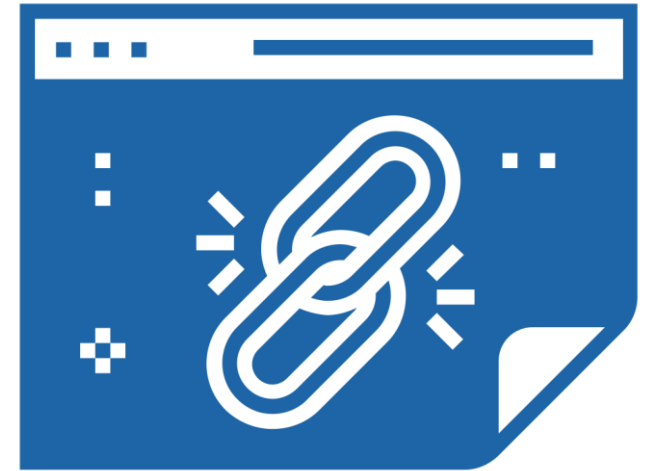
SEO takes time and focus. Engagement and links are key.

- ## Density + volume + engagement + links = domain authority

#7 Business Development

- **Outbound demand generation to targeted list**
  - Add data tools for sourcing

- **Develop email+ call + social cadence**
  - Non-negotiable contact process
  - High number of touches over short period

- **Script it**
  - Pitch, Discovery, Top 10 Objections, Benefits Statements, ROI
  - Tree the conversation
  - Train on it

- **Put metrics in place**
  - Create expectation for each step of process

For details on the exact process download my sales playbook

Outbound works!
Build a predictable machine thru process.

6 Ways To Increase conversions...

- ## Exit intent pop-up
  Promote your best offer

- ## Hello bar
  Promote your events, webinars, ebook

- ## Chat bot
  Increase conversations with existing traffic

- ## Content upgrades in every blog post
  Make contextual. Increase Youtility and engagement opportunities

- ## Eliminate lead scoring
  Build inbound response cadence. Call all inbounds.

- ## Build a tribe
  Increase reach, engagement, links, conversions, leverage network effects

Make your site a conversion machine

Increase conversion opportunities

Tested and Failed (not the best use of time and money)

- Affiliate marketing
- Reseller and partner marketing
- LinkedIn advertising
- Traditional PR
- Tradeshows
- PPC
- Webinars
- Industry meet-ups
- Event sponsorships

These were the things we tested and decided not to continue based on CPL or ROI. This list will be different for every business.

Always be testing new channels and approaches.

Summary

- There is no secret. Online marketing is a process

- Find your unique value proposition and voice

- Identify your best buyers and build a database of ICPs

- Find the online channels to engage

- Make an offer they can't refuse – don't be cheap

- Walk them up the price value chain with sales

PART 2

# TECHNOLOGY, REPORTING & RESOURCES
A breakdown of the tools, the metrics and some helpful resources

The Marketing Technology Stack

- **Hubspot** – MAP for marketing emails, landing pages, site visitors & sales email tracking
- **Google Analytics, Console & Tag Manager** – Analytics for site and conversion tracking
- **CRM / Insight Squared / Hoopla / Domo** – CRM and reporting dashboards
- **Hubspot Sales** – Sales automation for SDR and PR emails
- **Intercom / Drift / Olark** – Chat and in app messaging
- **Privy / Hellobar / SumoMe / Optin Monster** – pop-up and on-site conversion
- **Illustrator / Photoshop / InDesign / Canva / GIMP** – Design
- **Lead Forensics** – anonymous website visitor identification
- **MOZ / SEM Rush / Ahrefs / iSpionage** – SEO intelligence
- **Crazy Egg** – Heat map and visitor replay for CRO
- **Buzz Sumo** – Content tool for article and key word research
- **Ubersuggest** – Key word research
- **Wistia / YouTube** – video hosting
- **Word Press** – website CMS
- **Brite Verify** – email verification
- **Facebook / Twitter / LinkedIn / Instagram / You Tube** – social media platforms
- **Alexa** – traffic rankings
- **Data** – Radius, Synthio, InfoUSA, Zoom Info, Exact Data, GeoMail, DatabaseUSA, Leads Deposit

**The marketing technology lumascape includes 6,829 options. Spend wisely.**
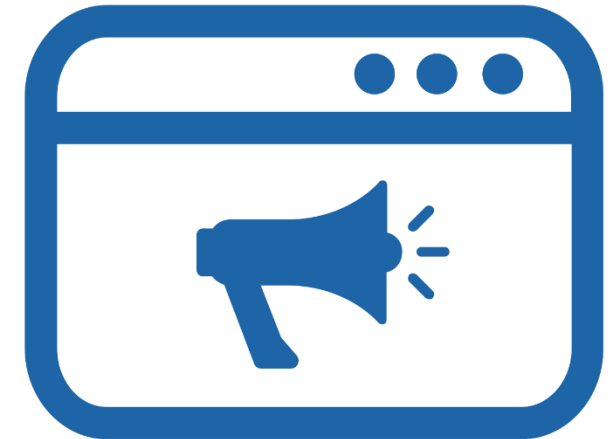
Growth hacking tools to drive a high volume of qualified leads

Measure everything

- **Website visitors** – page views / blog views /bounce rate/ time on site/ time & day/ sources
- **Email** – opens/ clicks/ bounces/ conversion rates
- **Landing pages** – # leads / conversion rates
- **Inbound leads** – # / source/ campaign / attribution to paid
- **Email lists** - # leads/ # conversions/ MRR / CPL
- **Email workflows** - # leads / # conversions / MRR / CPL
- **Ad serving** - # leads / # conversions / campaign / MRR / CPL
- **Media purchase** - # leads / # conversions / campaign / MRR / CPL
- **Marketing reach by channel**
- **Social stats** – followers/ likes/ shares
- **Key words** - # leads / # conversions / MRR / CPL
- **Leads** – source / MQLs / SQLs / CPL
- **Paid deals** - # / source / MRR / % Total Bookings
- **Conversion Rates** – MQL to SQL / MQL to Close
- **Invest in the channels with highest ROI**
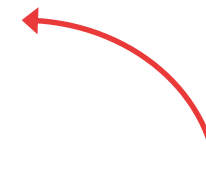
Use your CRM, dashboards, and leaderboards for reporting visibility

Measure everything
Continue to test
Only invest in what's working
Find core channel

Marketing Links & Resources (the best page in this book)

Marketing Leaders to Follow:

Jay Baer
Neil Patel
Larry Kim
Rick Mulready
Growth Hackers
Sean Ellis
Ryan Holiday
Rand Fishkin
Jeff Walker
Oli Gardner
Joe Polish
Noah Kagan
Pat Flynn
Derek Halpern
Gary Vaynerchuck
Seth Godin
Chad White
John Jantsch
Scott Brinker
Ann Handley
Derek Sivers
Brian Dean
Jon Loomer
Matt Heinz
Chris Penn
Chase Jarvis

Books To Read With Your Marketing Team:

Growth Hacker Marketing
Youtility
Influence
Jab Jab Right Hook
Traction
Product Launch Formula
The Ultimate Sales Letter
22 Immutable Laws of Marketing
Hacking Growth
Trust Me I'm Lying
Email Marketing Rules
Dotcom Secrets
Don't Make Me Think
Everybody Writes
All Marketers Are Liars
Tribes
Purple Cow
Rebels Guide To Email Marketing
The New Inbox
The Hard Things About The Hard Things
Zero To One
Delivering Happiness
The War of Art
Anything You Want

Better than a university marketing degree. A simple way to build marketing expertise is to follow and listen to the top people in your field. Here is a short list of my favorite leaders and books. Dissect these with your team and you'll share the same lens for marketing.
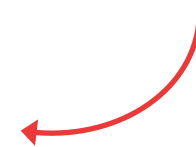
Questions

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404-432-0359