Question 1. How Do I Measure Marketing ROI?

Answer:
The best way to measure marketing ROI is with marketing attribution. The whole role of attribution in the marketing stack is to connect marketing efforts to revenue. Marketing attribution measures performance, often starting at the channel level, and tells you how much of the revenue should be attributed to each marketing channel. With that information, you can input your marketing spend, and calculate your marketing ROI.

Question 2. What Metrics Should I Use To Measure My Marketing Performance?

Answer:
Revenue! In today’s data-driven era of marketing, it’s more important than ever for marketers to prove their value to the organization in terms of revenue-driven.

That said, it’s important to have visibility into your impact on the entire pipeline funnel. That means measuring how many leads you’ve driven, how many of those leads turned into opportunities, and then finally, how many of those opportunities turned into revenue.

Download the Definitive Guide to Pipeline Marketing to find out how to measure your marketing performance using revenue and become a revenue-driven marketer.

Or check out 5 Stages of a Pipeline Marketer on the Road to Marketing Heroism to learn more about the metrics B2B marketers use to measure performance.

Question 3. What Is The Best Attribution Model?

Answer:
The "best" attribution model is different from company to company. If you're a small company with a short sales cycle, the best attribution model may be a single-touch model that is easy to implement and is relatively inexpensive or even free. But for most companies that have sales teams (e.g. B2B companies) and invest in multiple marketing channels, a W-shaped attribution model is recommended. It accounts for the whole customer journey, from the very first touch to opportunity creation, and puts extra emphasis on the key lead transitions.

Question 4. When Should I Switch From Single-touch (first Or Last Click) To Multi-touch Attribution?

Answer:
Single-touch attribution is typically sufficient for companies that have short sales cycles (e.g. most B2C companies), companies that don’t use very many different marketing channels, or don’t spend very much on marketing.

However, when your marketing team is spending thousands of dollars every month on paid media or when you are using multiple marketing channels or have sales cycle that lasts weeks or longer, multi-touch attribution becomes really powerful and necessary.
Question 5. What Is The “anonymous First Touch” And Why Is It Important?

Answer:
The anonymous first touch is the visitor’s first ever time visiting your website. Often, these first visits do not conclude in the visitor filling out a form, and therefore, are not tracked by marketing automation software.

This first anonymous touch, however, is a big deal. The marketing effort that broke through the clutter and got the visitor to go to your website for the first time deserves credit. A good attribution solution will give the first anonymous touch the credit it deserves.

Question 6. Does Attribution Help Me With Forecasting, Too?

Answer:
Yes! Understanding the past with granularity is a great indicator of future performance. Take paid media, for example. If you know that campaigns targeted at X audience generated leads at X CPL, and campaigns targeted at Y audience generated leads at Y CPL, it’s much easier to accurately predict next quarter’s leads when you know how much you’re willing to spend on each type of campaign.

Question 7. No Attribution Model Perfectly Models The Customer Journey, So Why Should I Use It At All?

Answer:
It’s true that even the best, most advanced attribution solution can’t read the minds of our leads and customers and know which marketing engagements were the most influential. To be honest, the leads and customers probably don’t even know that themselves. But what does do a pretty good job of modelling the B2B customer journey and representing the impact of influential engagements is attribution that accounts for the big transitions in the customer journey: the marketing effort that got the person to visit your website for the first time, the effort that convinced them to give their contact information, and the effort that persuaded them to spend 20 or 30 minutes to demo the product.

While it may not be a perfect representation, we think that getting 95% of the way is a whole lot better than 0%.

Question 8. What’s The Difference Between Attribution Data And Conversion Data?

Answer:
Conversion data is a broad term, typically used by web analytics, to describe data around any visitor conversion. When it comes to B2C marketing, that’s not a problem because there’s really only one conversion: from visitor to customer. That’s what conversion data is built for.

In the B2B customer journey, there are many conversions, so simple conversion data can be unhelpful. Are you talking about the conversion from visitor to lead? Or the conversion from lead to qualified lead? Or the conversion from qualified lead to sales opportunity? Or the conversion from sales opportunity to customer?

Attribution data handles all of these conversions -- not just the first one -- and clearly defines the conversions that it’s tracking.

Question 9. How Do I Connect Adwords To Salesforce?

Answer:
The best way is using Bizible attribution solution. It connects via AdWords’ API into Salesforce, making everything easy and automatic. And because it uses AdWords’ API, it can track down to the granularity of keyword data.
However, if you’re on a tight budget, you can manually track your AdWords campaigns via UTM parameters. If you want to track specific landing pages, you need more UTM parameters for that, and if you want to go down to the keyword level (which, if you’re spending a lot on AdWords, you do), you need more UTM parameters for every keyword and combination.

**Question 10. How Can I Track Offline Marketing?**
**Answer:**
It’s important to measure your offline marketing as similarly as you are measuring your online marketing. If you’re using two different methods or using two different metrics, it’s impossible to compare performance across all of your marketing channels.

**Question 11. Can We Run A Pilot Program To Make Sure It Is Going To Be Effective?**
**Answer:**
Yes. While it is essential to give any type of marketing campaign enough time to ensure results, we can work out a pilot program so you can see for yourself how beneficial an outbound calling campaign can be.

**Question 12. Do Your Marketing Representatives Use A Script?**
**Answer:**
We design and follow a script as a "guideline" to ensure we cover all pertinent information. Our Marketing Representatives are skilled conversationalists and have been certified in outbound calling best practices. They know how to present products and services in a clear, confident and natural manner.

**Question 13. Can You Provide A Prospect List?**
**Answer:**
A quality list is one of the most essential components of a successful campaign. B2B is an authorized Third Party List Broker. We can research, select and license a list that meets your prospect criteria, or append your existing list with key contact information. We can also assist you in obtaining quality lists from publications and associations.

**Question 14. Do You Provide Documentation On All Calls?**
**Answer:**
Absolutely. We will provide you with calling results on a daily basis. Comprehensive reports are provided weekly showing the results of all the calling activity. And, we even have a weekly telephone conference call with you to discuss results and strategies.

**Question 15. Why Outsource Outbound Calling?**
**Answer:**
Because it makes good business sense. It's more effective and in the long run can cost considerably less than doing it in house. Here's why:

It gets results. Most salespeople don't do enough cold calling to keep their pipelines full or enough customer touch calling to ensure customer retention and add on sales. By outsourcing your calling you can be assured that you will be in the hunt for new sales opportunities and that existing customers won't get ignored, or worse, go to the competition.

It saves you time. Advertising, Interviewing, hiring and managing an in-house calling team takes time and money. You have to interview a plethora of candidates to find the right people for the job. And, if you're doing your due diligence, you will be testing applicants and conducting extensive reference checking.
It saves you money. In order to hire, maintain and motivate telephone Marketing Representatives you must provide attractive compensation plans complete with a competitive hourly wage, benefits package and incentive program. You must also have an experienced manager training, motivating and managing to ensure results. Not to mention the cost of office space, computers, and long distance charges. You'll also save because you pay only for hours worked on your campaign (no vacation, holidays, sick days, worker's comp, etc.)

It's fast. An outbound calling campaign can be launched in a matter of days with little effort on your part. And, you can turn campaigns on and off as your needs dictate.

Training is a key factor in a successful outbound calling campaign. It takes time and a highly skilled marketing professional to train others on outbound calling best practices. And, training must be on going to keep everyone sharp and productive.

It's hassle free. You don't have to worry about turnover. Losing a trained Marketing Representative can stifle your entire campaign and cost you greatly in missed opportunities. By outsourcing you won't jeopardize your campaign, or incur the cost of retraining.

**Question 16. How Long Will It Be Before I Receive Some Qualified Leads?**

**Answer:**
In many cases we can begin generating leads the very first day of outbound calling. However this depends upon the market we are trying to penetrate, the individual we are trying to reach and the level of qualification necessary.

**Question 17. How Long Does It Take To Get A Campaign Started?**

**Answer:**
We can launch a campaign within a couple of days if necessary. However, we do need sufficient time to establish a strategic plan, conduct a thorough training session, craft effective voice mail and live presentation messages, and complete a role-playing session. We want to make sure we are completely ready when we "go live" The optimum time is 10 business days.

**Question 18. What Is The Difference Between B2c And B2b?**

**Answer:**
B2C and B2B are two forms of commercial transactions. B2C, which stands for business-to-consumer, is a process for selling products directly to consumers. B2B, which stands for business-to-business, is a process for selling products or services to other businesses.

**Question 19. What Is B2b Concept?**

**Answer:**
Definition of B2B Marketing. B2B (business-to-business) marketing is marketing of products to businesses or other organizations for use in production of goods, for use in general business operations (such as office supplies), or for resale to other consumers, such as a wholesaler selling to a retailer.

**Question 20. What Is Business 2 Business Sales?**

**Answer:**
B2B sales is short for business-to-business sales. It refers to an activity where a business is selling its products or services (=creating value) to another business. It is distinct from B2C or business-to-consumer sales, which mean sales to individuals rather than businesses.

Answer:
Business-to-business (B2B or, in some countries, BtoB) refers to a situation where one business makes a commercial transaction with another. This typically occurs when: A business is sourcing materials for their production process (e.g. a food manufacturer purchasing salt).

Question 22. What Is B To C?

Answer:
Business to consumer (B2C) is business or transactions conducted directly between a company and consumers who are the end-users of its products or services. The business-to-consumer as a business model differs significantly from the business-to-business model, which refers to commerce between two or more businesses.

Question 23. What Are The Six Steps In The Sales Process?

Answer:
Here are the six steps that make up the selling cycle:
- Prospect for your next potential client or customer. ...
- Make initial contact. ...
- Qualify the prospective clients or customers. ...
- Win over the prospects with your presentation. ...
- Address the prospective clients or customers concerns. ...
- Close the sale.

Question 24. What Does Business To Business Mean?

Answer:
Business to business, also called B to B or B2B, is a type of transaction that exists between businesses, such as one involving a manufacturer and wholesaler, or a wholesaler and a retailer. Business to business stands in contrast to business to consumer (B2C) and business to government (B2G) transactions.

Question 25. What Is The B2b Sales?

Answer:
B2B is short for business to business. It refers to companies -- or salespeople -- who sell products chiefly to other businesses, rather than selling them to consumers. B2B sales are often more complex than B2C (business to consumer) sales.