



the start conspiracy

FOUR EMERGING MEDIA TRENDS B2B MARKETERS CAN'T IGNORE

Read this e-book before planning your 2014 media budget

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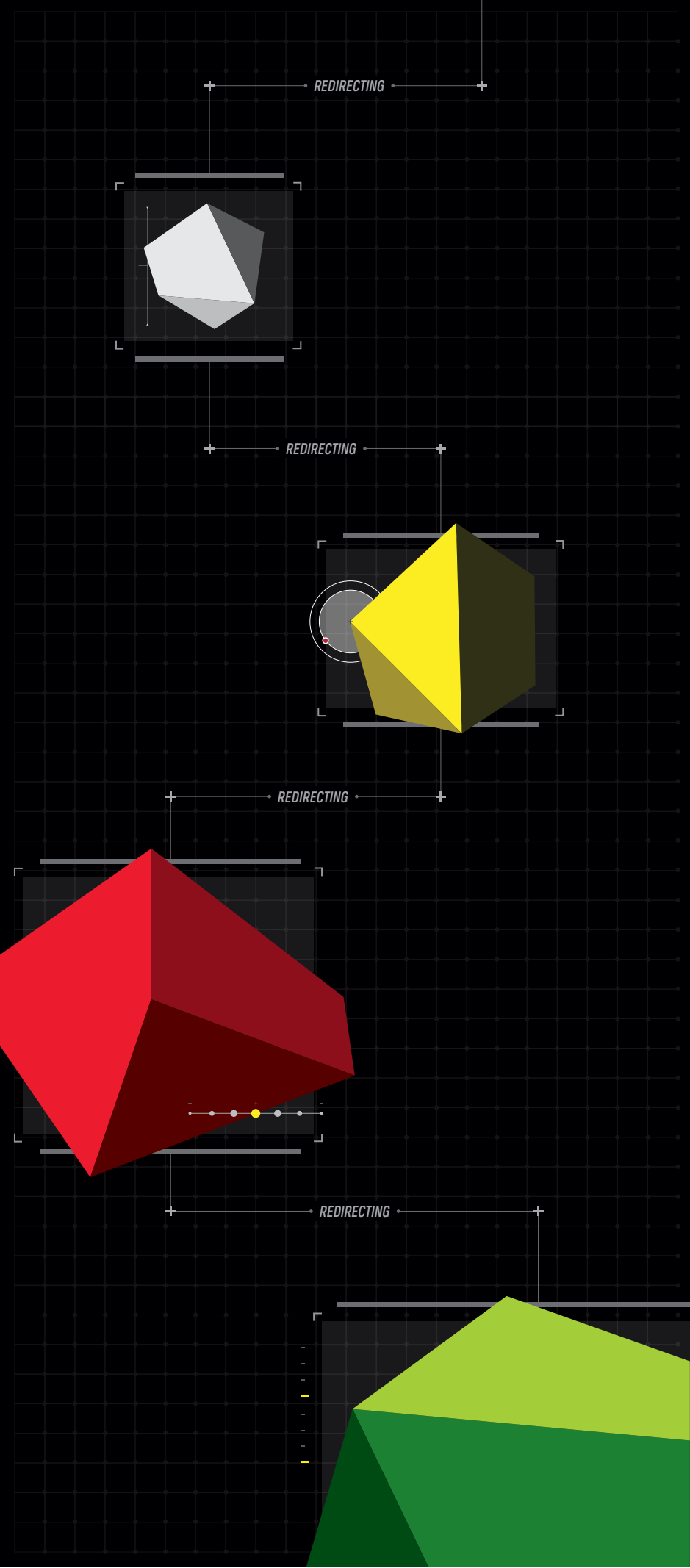


THIS USED TO BE SO EASY

For many enterprise software and services companies that specialize in HR, what used to work when buying media suddenly isn't enough. It used to be easy to rent some email lists, take down a few webinars, and find yourself rolling in opportunities. Now you're seeing conversion rates go down and cost of customer acquisition go up. As you plan media for 2014, you know things are different, but you may not be quite sure how to focus your priorities.



HERE ARE **FOUR EMERGING TRENDS**
THAT THE STARR CONSPIRACY
RECOMMENDS FOCUSING ON IN 2014.



NO. 1: NURTURING 2.0

We don't need to tell you about lead nurturing. HR technology companies were early adopters of marketing automation solutions, such as Marketo, Eloqua, Silverpop, and Pardot. But get ready to kick things up a notch if you haven't already.

Consider this: There are now intent-based marketing programs coming online that trigger automated responses from competitors when they convert on one of your assets. Imagine a prospect downloading your white paper and getting an email with your competitor's white paper almost immediately. It'll happen in 2014.

KEY TAKEAWAY: The world is much bigger than your marketing database. The degree of sophistication you need is increasing. Get ready.



NO. 2: PROGRAMMATIC BUYING

Programmatic buying is bidding on pre-qualified advertising inventory in real time. This is different than traditional buying where the advertising inventory is bought in advance at a pre-negotiated price and ads are served regardless of the quality of the audience or the campaign's objectives.

Since programmatic buying is in real time, optimizations are also analyzed and adjusted in real time to achieve the campaign's goals. When you need to make a change, it can happen instantly. This process allows for more-efficient media buying and strategic campaigns that are more granular, lowering the CPL and increasing the overall volume of leads generated.

KEY TAKEAWAY: In 2014, you'll be creating media buying efficiencies through such tools as programmatic buying.

**SPACE
FOR SALE!**



NO. 3: BEHAVIORAL TARGETING

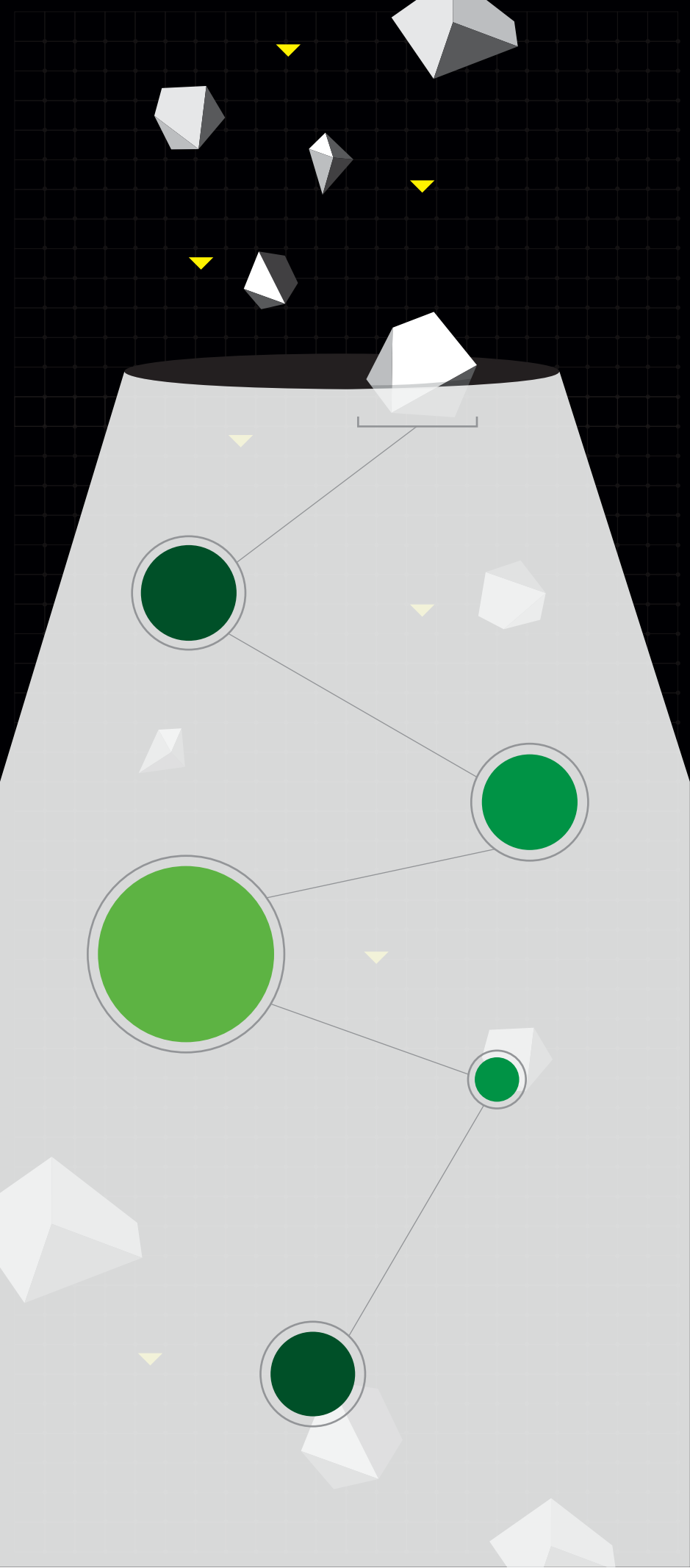


Your elusive buyer can be very different than what you expected. You thought your buyer was a 45- to 50-year-old white female HR executive? What if it's a 25-year-old white female who's a line-of-business manager who has nothing to do with HR? In order to reach her, you can't rely solely on industry channels.

Take your programmatic media buying one step further. With the simple application of a third-party tracking pixel from your programmatic media vendor, you can start collecting behavioral data and gain insights about the visitors coming to your website and downloading your offers.

Once behavioral data is collected, it can be used to extend your reach by creating a prospecting audience that has similar behaviors to those who are already engaged with your brand. It also allows you to gather more data about who your buyer really is and tailor your offers, messages, and brand appropriately.

KEY TAKEAWAY: With behavioral targeting and programmatic buying, you can deliver the right message to the right buyer at the right time at the lowest cost.



NO. 4: PREDICTIVE ANALYTICS



Many HR software companies are building predictive analytics into their products, so it shouldn't come as a surprise to marketers from these same companies that it's time to strive for predictive analytics with their own data.

You must know what works (and what doesn't) in real time. You must be able to move money from underperforming channels to areas that get results. If your pay-per-lead efforts are producing a sky-high cost per lead but email newsletters are surprisingly strong, you need to know before the end of the quarter.

KEY TAKEAWAY: If you can't aggregate and analyze your results on the fly, you've got trouble.



GET READY FOR 2014

Every day, marketing becomes a more data-driven world. It's easy to feel like you're behind the curve. You don't feel like your infrastructure is right. You don't have enough budget. You don't have the right people. Where do you even start? Focus on digital media. There's tons of opportunity.





Looking for more ideas about your 2014 marketing budget?

- ▶ *Download our e-book with everything you need to know at <http://bit.ly/1bya0G0>. Or just cut to the chase and schedule a meeting with us. Email marketing@thestarrconspiracy.com to set something up.*

About The Starr Conspiracy

You shouldn't have to pay an agency to get to know your industry. The Starr Conspiracy already knows your market segment, who you are, and where you fit in. We're a strategic marketing and advertising agency devoted exclusively to enterprise software and services. When you partner with us, it's to build market share, multiply brand awareness, and drive sales leads – not to bone up on the basics. We've been "out there" for more than a decade, so you can hit the ground running. Founded in 1999 and located in Fort Worth, Texas, The Starr Conspiracy has won eight best places to work awards and countless creative awards. Visit us on the Web at www.thestarrconspiracy.com.