IPFingerprint Visitor-Tracking: Maximising **ROI** on Inbound Marketing

Websites & the issue of 'passive traffic'

From the early days of all things internet, when getting online almost required planning-permission, web design and content-creation has changed from being expensive wizardry practiced by the capable few who were paying attention, to a readily available, 'off-the-shelf' commodity. In a matter of a couple of hours and at a minimal cost, you can grow your own virtual patch complete with products and service pages to direct prospects to via your business card, LinkedIn profile or referral links.

The fact remains, however, that if you want more than just a token domain to compliment your freelance CV, you'll need to fork out on SEO and other means of attracting a steady audience. So high-calibre, high-exposure websites can still carry a heavy price tag. Yet few websites truly fulfil their potential depending largely on a strong enough message, aesthetic and brand that will consistently generate enquiries from 'active traffic' that follows up their visit by making contact.

The truth is that even the most well-configured websites carry 'passive traffic' that stays silent despite having taken an active interest by viewing your offering. Worst case, they may go on to do business with a competitor. There may well be good reasons for not breaking cover and staying quiet. Bounces, for example, can indicate a mistaken visit and some visitors might be competitors benchmarking or marketers conducting research. Eliminate these and there still remains a sizeable portion of site visitors that are actively looking for what you offer and are ready to buy, but for whatever reason, in the moment decide to hold-off and forget or simply realise it's 1pm and go on their lunchtime jolly.

So what can be done about it? How can businesses capture and convert more of the quiet traffic that fits the profile of their ideal prospect and improve ROI on inbound marketing spend? For marketers, higher ROI means higher budgets granted so measuring and improving ROI is beneficial for your collective and individual ambitions. Here we will illustrate how **IP**Fingerprint visitor-tracking can provide an effective means of improving inbound ROI by capturing and converting the 'passive traffic' you've worked so hard to attract while also significantly boosting your AdWords campaign conversion rate from Google's quoted 5%, to up to 45%.

Long live inbound:
AIDA and the sales home-run

First of all, lets flesh out the context further. For B2Bs that understand the changing landscape of modern audience identity and buyer habits, inbound marketing is the way to go as a long-term strategy with more and more B2Bs leveraging outbound in short-term tactical bursts. Modern trends suggest that traditional outbound marketing techniques are losing more and more potency with mailshots, cold-calling and 'interruption marketing' reaching a point of attrition as consumers develop a resistance to the trawler-net approach.

Consider this:

> *"78% of consumers have unsubscribed from emails because a brand was sending too many."*
>
> Source: HubSpot, 2016
> https://www.hubspot.com/marketing-statistics

Not the most alarming statistic and it should come as no surprise. Who hasn't returned to the office from holiday to spend the morning deleting or unsubscribing from emails? I may well need something from the butcher, the baker, even the candlestick maker, but if they all email me about it on a Friday afternoon when I'm wrestling with a report, their emails will soon join the 'deleted' pile. Mailshots if well-targeted still hold value, especially to engage a client-base or to lay the foundation for campaign outreach but almost invariably, substantial input will usually generate a disproportionate output.

The problem isn't that your offering is rubbish, the problem is that the buyer's emotional state and circumstance isn't a constant that you can plunder at will. In simpler terms, people are people and not chequebooks and it is recognition of this truth that is driving incentives based around inbound marketing in the most successful companies. Build it, and they will come. The point is that b2b buyers who commit will increasingly do so under their own steam and because they've made autonomous, informed choices.

A–I–D–A

Attention | Interest | Desire | Action

So where does AIDA come into it? AIDA represents the four bases of the sales home-run and is the ideal journey you want each of your prospects to undergo. This well-known sales acronym can be applied dynamically to provide structure for a sales call or pitch, or as the driving mantra behind an entire website design concept.

In terms of outbound marketing, It also should be the four boxes you want to tick when designing a template and messaging for a mailshot. As your prospects receive the email, you'll likely get their 'attention'. Perhaps only long enough to delete the email, perhaps long enough to generate 'interest' and with a little luck, provoke their 'desire' that will hopefully lead to the 'action' of buying. Invariably though with outbound, each stage becomes a little trickier to achieve than the last as more and more commitment is asked of the prospect and this explains the typically poor conversion rate of outbound marketing.

So how does the AIDA model fare if applied to inbound marketing?

Prospects secured through inbound such as SEO and digital content will visit your website because they're actively looking for services you provide or have engaged with content that resonates with them. The key is that they've sought something out under their own steam rather than having something thrust in front of them when they're busy so, off the bat, they've arrived with the 'attention' and 'interest' boxes ticked. So far so good, all you need to do now is await their contact and seal the deal. But what if they stay quiet and leave your site to look elsewhere?

This 81% are likely ready-to-buy (Interest) and have been drawn to your site by AdWords, SEO or other inbound marketing (attention). That's 50% of the AIDA journey completed through your inbound

> *"81% of shoppers conduct online research before making big purchases."*
>
> Source: Retailing Today, 2014,
> https://www.hubspot.com/marketing-statistics

marketing alone before anyone's picked up the phone. Yet many businesses and websites are letting the high-potential prospects in their traffic slip away while continuing to blast out mailshots to lists of under-qualified prospects.

Capturing and converting passive traffic has been common in high street retail for decades; retailers will encourage reps to engage with shoppers to capture and convert the interest they already show in entering the shop. And it works too; shoppers will testify to having made a purchase they may not have because an assistant has engaged to ask specifically what they're after. Similarly, online B2B buyers will research to compare several options prior to committing and this partly explains why so much passive traffic. So, if your best prospects are motivated by inbound marketing, it makes sense that you should maximise conversion of these prospects by capturing passive traffic generated through your inbound marketing to fill new-business pipeline with prospects that are already half way to the AIDA home-run when they visit... and that's where **IPFingerprint** can be a game-changer.

Unpacking **IP**Fingerprint Visitor-Tracking

The raw mechanics are simple:

You insert a short piece of code into each page your site → When businesses hit your website, our code will capture the IP fingerprint left behind → **IPFingerprint** then looks up the IP info to deliver the lead details to you via your **IPFingerprint** analytics dashboard.

Typically each visitor lead profile will include details of…

- **Who the business is**

- **Their journey through your site: Pages visited / Time spent / Things clicked / Products viewed**

- **Business contact details: Address / Telephone number / Email address**

- **Visit source: Search engine / LinkedIn / Link / Direct…etc**

- **Search phrases used if found through search.**

By building a profile of a business-visitor's interaction with your website, you can assess the likely level of interest and specifically where the interest lies to then adopt a more targeted 'pole and line' approach to your outreach that will better adhere to the subtle rules of modern buyer behaviour that makes inbound marketing so successful. Because you now know **who** took an interest, **what** they took an interest in, **where** they found you and **how** to contact them, you can tailor your first contact with prospects to provide personalised messaging that will resonate with buyers sensitivities, interests and needs.

UNLOCK
IPFingerprint
POTENTIAL

ACCESS YOUR 'PASSIVE TRAFFIC'

Don't let your 'ready-to-buy' traffic slip away unaddressed. Lift the hood and access your 'passive' website traffic before it looks elsewhere

REDUCE WASTE & INCREASE INBOUND ROI

Convert more of the web-visitors you've worked so hard to attract through your inbound marketing. Higher ROI on inbound this year means higher marketing budgets granted next year

EMPOWER YOUR SALES TEAM

Motivate sales teams by depending less on cold-outreach. Lead Scoring can deliver the right leads to the right individuals remitted with different geographical regions.

TIDY UP ADWORDS SPEND

IPFingerprint integrates with AdWords. Identify your cash-cow phrases and tidy up spending on phrases that aren't pulling their weight

TRACK CAMPAIGN SUCCESS

Track visits to campaign landing pages. Use custom URL tags and track the effectiveness of campaigns then prepare and target your outreach more effectively

GAIN INSIGHT

Into the types of businesses you're attracking and how, where and why they're reaching you. Identify which product pages receive less exposure than others

Making contact: Who & How

The potential value of leads generated by your website and inbound marketing is undeniably higher than scattershot methods such as mailouts to cold-prospects secured at a high price through data providers. However, the potential value and return is also determined by your resource-availability and approach. If you have sales teams or individuals that have the hunger for fresh, hot prospects and can leverage the appropriate response in their outreach, then you should have no trouble making a healthy return in converting website visitors to you into new business.

We offer open and honest advice on what circumstances will make **IPFingerprint** visitor tracking a viable, successful strategy to better capture the fruits of your inbound marketing and what the best approach for outreach might be.

Who: Find the right person

IPFingerprint integrates with a number of third party tools to provide email addresses of individuals in the business visiting your website. Through a combination of these tools, you can research persons of interest that are likely behind the visit to you and then devise a strategy for outreach. Picking up the phone is usually the first port of call although there are circumstances when email might be both more appropriate and more successful. Speaking with prospects will personalise and authenticate your intentions and will allow you progress leads quickly onto the next phase while also allowing you to easily establish and overcome initial objections and questions prospects might have about your offering. If Mr or Mrs prospect isn't available, use email to provide details of their visit to you while also offering further information about the service and product or service that captured their interest. Often prospects will come back to you with questions that are also good buying signals.

If you are unsure as to who to approach, speak to a member of staff that might be able to point you in the right direction. It's surprising how often colleagues will be more than willing to assist with circulating information sent to them amongst teams and departments and it's also surprising how often you'll then hear back from the right persons or decision makers. Ultimately, lead generation is about probabilities and likelihoods. Making the right noises at the right time and looking under the right rocks will increase your odds and will have traction over time.

How: Response time

First of all, decide on an appropriate response time. In our experience, there is no definitive right and wrong answer to when to make contact. How quickly you should react to incoming business-visit leads depends largely on the nature of your industry and offering, how intense the competition is in your market and how long the typical buying process for your type of product or service tends to be. Some might side with the idea of a fast turnaround that doesn't waste time in making contact while others might be of the view that this may be perceived by prospects as overly keen preferring to hold off 24-72 hours before making contact.

If you're of the mindset of 'strike while the iron's hot', then switch on your 'instant alerts' and tweak your Lead Score to be notified in real time of business-visits of interest then get to work with your prospect research and outreach. If you'd rather allow visitors more time to digest what they've observed on your site, then bide your time and make contact after a day or three when they might be more receptive. Try different approaches and see what works.

Either way, **IP**Fingerprint less about bells and whistles and more about quality and quantity of leads. You'll easily leverage the tool with minimal engagement and will not need extensive training or a PhD to utilise successfully. Designed with powerful simplicity in mind, you'll quickly navigate effortlessly and will be able to work from the discreet alerts alone that will give you cues on when you need to log into the platform to deep-dive and play detective to develop leads in passive traffic into new business. For sales executives that are used to cold leads taken from data provider spreadsheets or CRMs, using **IP**Fingerprint will empower and enrich their role by encouraging a stronger focus on the important lead-research that makes final outreach more effective. Sales teams could see their call rate drop while increasing conversion rate.

Google Adwords Enhancement

Because **IP**Fingerprint tracks phrases used to find you through search, the platform is also a powerful AdWords enhancement tool. Google claim around a 5% conversion rate on Adwords campaigns. Through configuring **IP**Fingerprint to track search phrases, AdWords conversion rate can be significantly boosted to around 45%.

By leveraging reports indexing the search phrases used to reach you over time, you can map out which phrases are your 'cash cows' and are reliably drawing in a crowd and which phrases are duds for which you should cut back or eliminate spend. Whether it be longtail or short-tail, **IP**Fingerprint will track phrases used to provide powerful insight that can better inform your Adwords decision making and help make budgets and spend more efficient.

Explore the potential of **IP**Fingerprint for your business

Visitor-tracking isn't the right strategy for everyone. There are specific circumstances under which it may be deployed effectively to compliment or even replace existing lead-generation methods. If you'd like to discuss your circumstances with us, we offer honest consultations to quickly identify if visitor-tracking is right for you and if it's not, we'll advise you on what you'll need to put in place first to successfully implement visitor-tracking in the future.

If you'd like to take a more hands- on approach to evaluating the potential, get in touch and we'll gladly schedule a short screen-share session to show you the ropes and use live lead data to offer examples of how to drive conversion.

We're the only visitor-tracking solution to offer two entire weeks of free open-access so you can collect live business-visits from your site, engage with the tool and with our guidance, apply a lead outreach strategy to convert new business. There's no obligation or auto-subscription, simply an opportunity to evaluate the potential benefits for your business.

So... what can **IP**Fingerprint do for you?

If you're just curious, we offer two-week access free. No hidden auto-sub and no catch. Just a zero-commitment chance to explore visitor-tracking with our guidance.

Get in touch so we can identify your needs and circumstances.