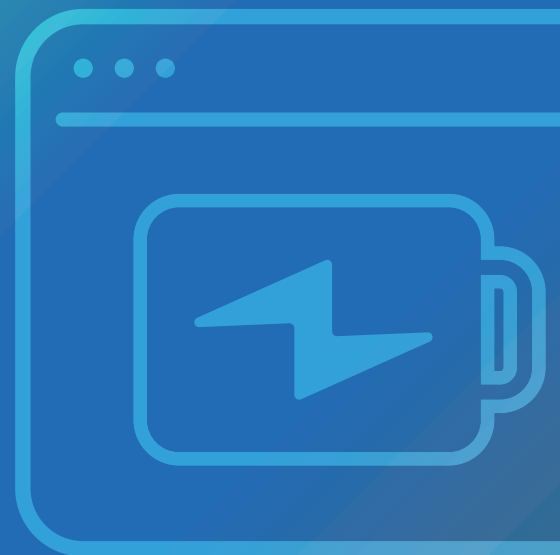


RainCastle

FROM BRAND TO FANS:

How to Make your (B2B) Website a Lead Generation Powerhouse





You can't do credible web marketing without a great website and you can't have a great website without a credible brand strategy.

This Ebook provides a concise explanation of how a clearly defined relationship between your brand, website and marketing, yields a sustainable methodology for generating quality sales leads.

1

Define Your Brand First...or Others Will Do it for You

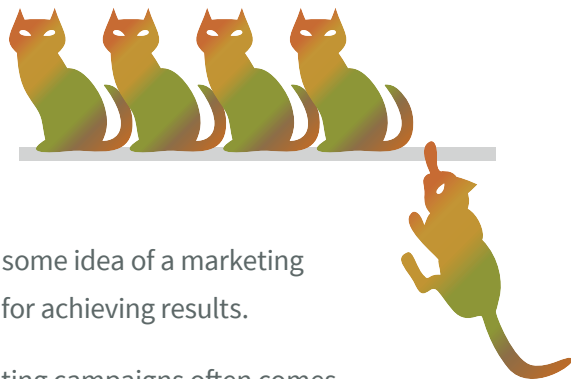
Branding is Lead Generation's best-kept secret. Usually, when clients and prospects approach us about lead generation, they're seeking a way to cut through the clutter of similar competitive claims or just the perception of market similarity.

Often, there are a target number of leads in mind, some idea of a marketing campaign to achieve goals and a tight time frame for achieving results.

In these situations, the success or failure of marketing campaigns often comes down to one thing — Messaging —finding the right words and the right content offer that will make a lead convert. And what is “Messaging” if not the public face of your “brand.”

Branding terms like “Messaging, Positioning, Vision Statement and Mission Statement” have a lofty, academic sound in a world where analytics rule. In terms of influencing business development success, the Positioning Statement is your most powerful marketing ally. If you get that right, your Messaging will flow from it and will be on target. Let's take a look at how it works.

Because Positioning, unlike Vision or Mission, is a verb it suggests action. Implied in the word is the idea of positioning in relation to something else, which in terms of branding and marketing,



is — your competition. Your Positioning statement then, describes how you differentiate from your competition. Get this right and the pieces begin to come together.

Trout and Ries, in their classic book, “The 22 Immutable Laws of Marketing,” broke down the Positioning Statement into a structure everyone could understand. Although it was not meant to be taken verbatim, it could be used as a rough template for expressing differentiation. In their model, the components of a Positioning statement are:

- **What:** The only [category]
- **How:** that [differentiation characteristic]
- **Who:** for [customer]
- **Where:** in [geographic location]
- **Why:** that [need state]
- **When:** during [underlying trend]

Harley Davidson used this to create their positioning statement, which is:

- The only motorcycle manufacturer
- That makes big, loud motorcycles
- For macho guys (and “macho wannabes”)
- Mostly in the United States
- Who want to join a gang of cowboys
- In an era of decreasing personal freedom.

A looser and more blended interpretation of a Brand Positioning statement is the one we created for marketing software automation company, Unica, now an IBM company:

(WHAT) Unica empowers **(WHO)** organizations and individuals to turn their passion for marketing into **(WHY)** valuable customer relationships and more profitable, **(WHEN)** timely, and measurable business outcomes. **(HOW)** This is accomplished through the use of Unica’s proven set of interactive marketing automation solutions.

Turning Brand Positioning into Messaging that Sells

Now that we've broken down the components of a successful Positioning statement, let's take a look at the result; the market-facing Messaging. The essence of Unica's Positioning is the idea that they "empower marketing transformations;" they are a catalyst for their clients, i.e. "passionate marketers," to achieve marketing success using Unica software. Thus, from this positioning statement, sprung the following tagline and set of business messages (to be transparent, RainCastle did the brand strategy and visual design).



COLOR PALETTE	
PRIMARY COLORS	
UNICA BLUE	UNICA ORANGE
HEX: #0070C0	HEX: #F79646
CMYK: 100, 50, 50, 0	CMYK: 0, 100, 50, 0
PANTONE: 286C	PANTONE: 148C
SECONDARY COLORS	
UNICA GREEN	UNICA PURPLE
HEX: #00A651	HEX: #8E44AD
CMYK: 100, 0, 50, 0	CMYK: 0, 0, 100, 100
PANTONE: 349C	PANTONE: 807C
NEUTRAL COLORS	
UNICA GREY	UNICA WHITE
HEX: #A9A9A9	HEX: #FFFFFF
CMYK: 50, 50, 50, 0	CMYK: 0, 0, 0, 0
PANTONE: 423C	PANTONE: 350C



“Marketing Success Starts with U”

This message suggests both that the Unica customer is an empowered marketer and that Unica (the “U”) is the catalyst for that empowerment.

“Discover the U in Customer”

“Discover the U in Business”

“Discover the U in Communications”

These represent a series of branded “messages,” backed by a strong, consistent design theme, through which Unica could successfully extrapolate the strategic value of their software... on their website, in their collateral and in their lead generation campaigns.

From this foundation of differentiated Brand Messaging, we went on to help Unica cut through the clutter of many competitors to build a powerful brand that attracted the right customers, improving their bottom line, increasing their visibility and contributing to their sale to IBM.

2

Assume Your Audience is Fickle and Frenzied...Write and Design Your Website for that Person

When people ask how many words there should be on a corporate website page, my answer is “as many words as it takes to provide valuable content to your web visitors.”

That said, the increasing use of mobile devices and “Responsive Design,” coupled with the ubiquitous e-distractions we all encounter, have given rise to the web trend for copy and design that provides a more “scannable,” visual experience.



A scannable web page enables readers to easily scan the page and consume headlines, pictures and copy blurbs, often in a non-linear way; they can then determine if they wish to engage more deeply with the rest of the content.

In order to do this, web pages must:

- Be clean with plenty of white space
- Have large headlines that can be colorful

- Be broken into short, bite-sized paragraphs
- Include strong imagery such as a library of strong, storytelling icons and images of the product or engaged people
- Feature bold “calls-to-action” which are content offers requiring user registration
- Offer ubiquitous links in the copy for web visitors who wish to take the deeper dive into your content

LOGIN | BLOG | CONTACT | +1.877.260.6586 | AMERICAS (ENGLISH) Search

Marketo

Products Customer Success Resources About

Consumer Engagement Marketing

Marketing Automation
B2B marketing & lead management

Consumer Engagement Marketing
email & campaign management

Real-Time Personalization
personalize messages across channels

Marketing Management
budgets & marketing calendar

Overview Features Resources Customers Why Marketo? Pricing

Orchestrate Engaging Experiences throughout each Consumer's Journey

Marketers are facing a new digital world where consumers are drowning in marketing messages. Marketo Consumer Engagement Marketing empowers marketers to build **automated campaigns that create long-term, personal relationships with consumers across channels**. Marketers can respond to a wide variety of individual behaviors in real-time with personalized content, dramatically increasing click-through rates, engagement, revenue and ROI.


Engage Across Channels

Take control of your marketing with a full service email platform, web tracking, triggering & publishing, and inbound & outbound social marketing, all in a single platform.

Email
Web
Social


FREE TRIAL 4 MIN DEMO CONTACT US Approval

This last generation Marketo website page provides “scannable content, and “sticky” calls-to-action” at the bottom of the page. There is just enough content on this page to provide meaning and not so many links that you need to keep deciding whether to leave the page or not. Contrast this to the latest page from Marketo (on following page).


[Products](#)
[Solutions](#)
[Why Marketo](#)
[Resources](#)
[Company](#)
[Login](#) | [Contact](#)




CONSUMER MARKETING SOLUTION



Grow lifetime value by engaging consumers seamlessly across channels

Consumers don't just demand great experiences with your brand, they expect it. So, how do you build real relationships with people that drive purchases? Our Consumer Marketing solution lets you acquire the right customers, listen for engagement, and deliver relevant messages to build their loyalty.

Target, Attract, And Acquire Customers

Stand out and stay top of mind with customers in this digital world. Engage people over time by delivering meaningful experiences so their relationship with your brand continues to grow and they convert to customers when they are ready.

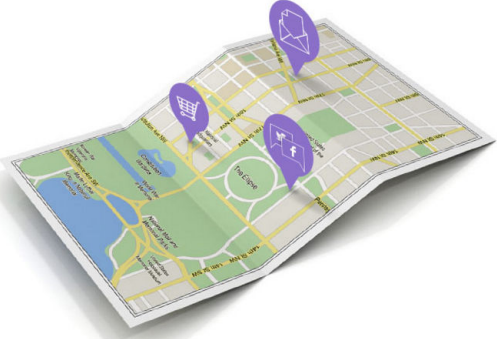
[See how George Washington University acquires students](#)



Engage Consumers Everywhere

Listen to your customers' behaviors in every channel throughout their journey. With a single view of each customer, you can shift your conversations in real-time and continue seamlessly even as people switch between channels.

[Read The Omni-Channel Experience eBook](#)



Marketo's new page, like so many similar-styled pages, assumes that the visitor is lazy and attempts to spoon feed little bits of content with lots of links, the end result is a banal user experience that requires more work linking to and from other pages, when a simple summary would be much more efficient and less generic. Avoid going overboard on scannability and try to channel what you would most appreciate seeing on a web page.



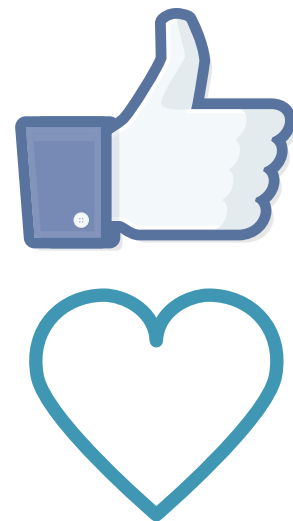
3

Make Sure Your Target Audience Loves Your Website... You Only Need to Like it

A successful corporate website that generates leads is more a reflection of your audience's needs than your personal wishes or aesthetic taste.

It's often difficult, even for professional marketers, to separate what they personally like from what their prospects and customers will respond to. If, for example, you are a person in your fifties, marketing to people in their thirties, what would captivate you on a website may be quite different from what may elicit a positive response from your target audience. For example:

- You may like ubiquitous product images
- They may respond more to contextual images of the product in use
- You may like realistic imagery
- They may like flat colors colors and illustrated icons
- You might prefer the website to have separate pages for each content area



- They may be more motivated by a scrolling page
- You may believe that all valuable content be behind a form
- They may believe that giving away some free content suggests a collaborative nature
- You may love the power of the color red
- They may feel it is unfriendly or aggressive
- You may want the site to sell
- They may seek a deeper user experience including thought leadership content
- They may seek a deeper user experience including thought leadership content

When all is said and done, remember that while you need to like your website, your clients and prospects must love it!

4

A Mobile-Friendly User Experience is not an Option

A modern website should demonstrate intuitive usability in all forms: desktop, tablet and smartphone. The web visitor should know where to go and should not need excessive scrolling or clicking to get there. By using audience personas and **Responsive Design**, your website can meet the needs of both desktop and on-the-move audiences.

The Jim Stengel Company is a good example of a company that understands its audience and creates rich, yet scannable page content with multiple entry points, and builds an easy-to-use mobile as well as desktop user experience by keeping it simple and encouraging visitors specifically to:

- Attend a speaking event
- Schedule a Workshop
- Order the book

The bottom line is that by making the user experience content rich, with smart visuals, relevant offers and additional great content that visitors didn't even know they were looking for, your website will engender return visitors and increased leads.



5

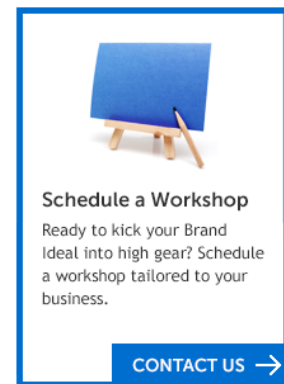
What's in it for Me? Build Marketing Offers Into Your Content Plan from the Beginning

Every website visit presents a chance for you to engage your audience one step deeper, potentially turning a visit into a lead. This is accomplished by including “calls-to-action (CTA's)” — such as the one to the right, on every page. CTA's are strategic, lead generation content offers that often ask the visitor to register or call in order to learn more.

Creating a depth and breadth of CTA's on your website enables you to guide the visitor through successive content offers — with the cumulative effect of providing enough value to convert them into customers.

For example, you might begin by offering a video demo of the product or service, highlighting features and benefits. Next, you may provide a deeper dive by offering a white paper on a particular product or service. A final offer might be a free live web demo of the product or service followed by Q&A. Thus, each CTA meets the customer with appropriate content for where they are in the buying cycle. A great website makes CTA's ubiquitous, inviting, easy-to-use and useful.


Building a library of content offers is a great way to add speed and flexibility to your web marketing programs. The more and varied the content offers you have ready to go, the more you can use them interchangeably to create marketing programs.



Share Your Brand Ideal Experience

Have you planted Brand Ideals at the center of your business and career? We'd like to hear about it. We may feature it on our website or other channels.


SHARE YOUR STORY →



Schedule a Workshop

Ready to kick your Brand Ideal into high gear? Schedule a workshop tailored to your business.


CONTACT US →



Have You Heard Jim Speak?

Jim Stengel is one of the world's most inspirational speakers on brand building. Schedule a speaking event for your team.

CONTACT US →



Read Grow


In his book, *Grow*, Jim Stengel shows how the world's highest-performing companies harness the power of brand ideals to tower over their competitors.

BUY IT NOW →

How Strong Is Your Brand Ideal?

Find out with our interactive, online assessment. You may surprise yourself.


TAKE IT NOW →



Reframing Business Around Ideals

See excerpts from Jim Stengel's 2012 TED talk on the power of Ideals in business, branding and life.


VIEW THE VIDEO →



How Strong Is Your Brand Ideal?

Find out with our interactive, online assessment. You may surprise yourself.

TAKE IT NOW →



The Ideal Tree


The secret to exponential growth starts with a question: What higher-order value will you add to your customers' lives?

LEARN MORE →

Schedule a Workshop

Ready to get started? Let's discuss a workshop tailored to your business.


CONTACT US →



Transformation in Action

Read how The Jim Stengel Company has positively impacted CMOs and businesses by focusing their energies around a powerful ideal.

READ OUR CASE STUDIES →




The Latest From Jim

Lively and fun meeting last night in Glendale CA with @IHOP & @Applebees management teams about innovation, culture & leadership

From Coronado, CA, United States

FOLLOW JIM →



Leading the Brand Ideal Conversation

Recent articles:


- The Case for the Brand Ideal
- Ideals: The New Engine of Business Growth
- Keynote Address from ANA 2008 Annual Conference

LEARN MORE →

What Is a Brand Ideal?

See how Jim Stengel defines his Brand Ideal concept and its critical importance to business growth.


READ THE DEFINITION →



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See how Jim Stengel defines his Brand Ideal concept and its critical importance to business growth.

READ THE DEFINITION →



Tune In, Turn It Up

Want to turn up the volume on your Ideals-driven brand strategy? Subscribe to the Jim Stengel Company channel on YouTube.

SUBSCRIBE NOW →

The Jim Stengel Company has a large and growing CTA library that enable them to fashion new campaigns with speed and efficiency.



6

Something New, Something Borrowed... Build Change Into Your Content Plan from the Beginning

Your website increases in value and potential for engagement when visitors return repeatedly. Return visits indicate that the content you've offered has lasting value and that visitors are beginning to view you as a thought leader.

Translating repeat visits into customer engagement requires regular refreshing of site content and CTA's as well as tracking site analytics to understand and affect user behavior. While larger companies have the resources to update homepage or key secondary page content daily, mid-sized and smaller companies should do this weekly, monthly or quarterly, depending on company and audience size. To get the most from your content creation efforts, build in the idea of repurposing your content across multiple channels, i.e., website, blog, collateral, etc. The general point is that a static site is a dead site.



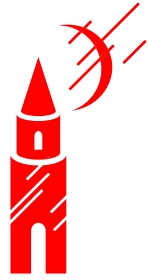
Not Your Parents' Analytics

Today's analytics enable companies to track website visitor behavior in increasingly minute detail — where they went, where they came from, how long they stayed, how often they returned, what content resonated and so forth — allowing them to make smarter marketing decisions. By identifying how and where to best use limited time and budgets to realize the most ROI, your firm will gain a measurable competitive advantage.

There are numerous marketing tools that capture data and analyze performance of your website and lead generation programs. Some, like google analytics are free and specific to the website, others, like HubSpot may charge a monthly fee to offer sophisticated dashboards and marketing metrics that enable you to slice and dice the data in useful ways over time.

Today's analytic tools give you detailed statistics about who's interacting with your content AND help you organize it into lists and target more specific content to your prospects in the future. Measuring and understanding the data from all your marketing channels can help increase sales.

Ask your marketing partner what tool they recommend. If your company has the internal resources, have someone on staff trained to track and interpret your marketing analytics. If not, your marketing partner can be your resource or refer you to someone else who has that capability.



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