

Improve your Marketing by Creating a Digital Twin of your Sales Team



Winbound provides digital marketing for small b2b marketing departments.

- Focused on small marketing teams since 2010
- Based in Madison, WI, but work with clients everywhere
- Specializing in manufacturing and industrial clients, work with b2b companies



623 leads in
3 years.



306% growth in
organic traffic over 3
years.



Over 300 keywords
in top 3 and 3,000
purchases in 2 years.



What to expect today:

- How to create a digital twin of your sales team (and include your customers in the process)
- Create content for each stage of the customer journey (know you, like you, trust you)
- Tracking by “referral” sources - the overlooked metric

The challenge: Sales-oriented organizations never relied on marketing

1. You have many customers to reach and different languages to understand.
2. Your prospects have multiple objectives.
3. Your products and services are complex.
4. You have a lengthy sales cycle.

But that was fine until...

B2B customers started looking online.

67% of the buyer's journey is done
digitally.

(Read: [Three Myths of the 67 Percent Statistic](#))

Discovering the Digital Twin

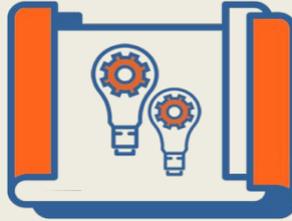


Creating the Twin - Step 1: Internal Feedback

Operations

Sales

Engineering



Digital Twin

Example: PCAMing



John Schultz, Delta ModTech

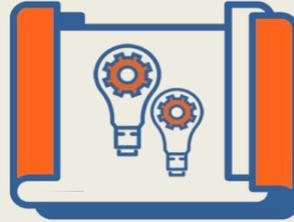


Creating the Twin - Step 1a: External Feedback

Operations

Sales

Engineering



Digital Twin

1:1 interviews:
Customers

Keyword
Research,
Paid ads

Emotional
Data Study

**1:1 “guerilla research”:
Share those thoughts
with targeted personas**



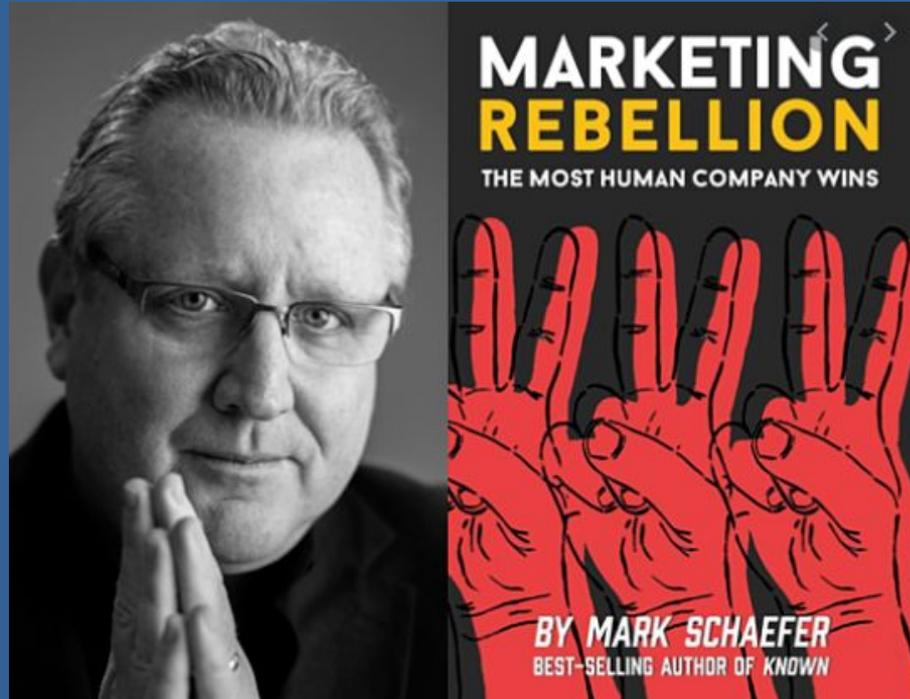
**Conduct keyword
research:
Look for search intent
(empathy)**



Emotional Data drives Results



Goal: Be Human



Step 2: Use content to create “the digital twin”



People will do business with you if you meet 3 conditions.



1. They know you
2. They like you
3. They trust you

Read: [The Go-Giver](#)



Getting to know you

Informational content addressing their problems



Starting to like you

Content with specific tools to solve their problems



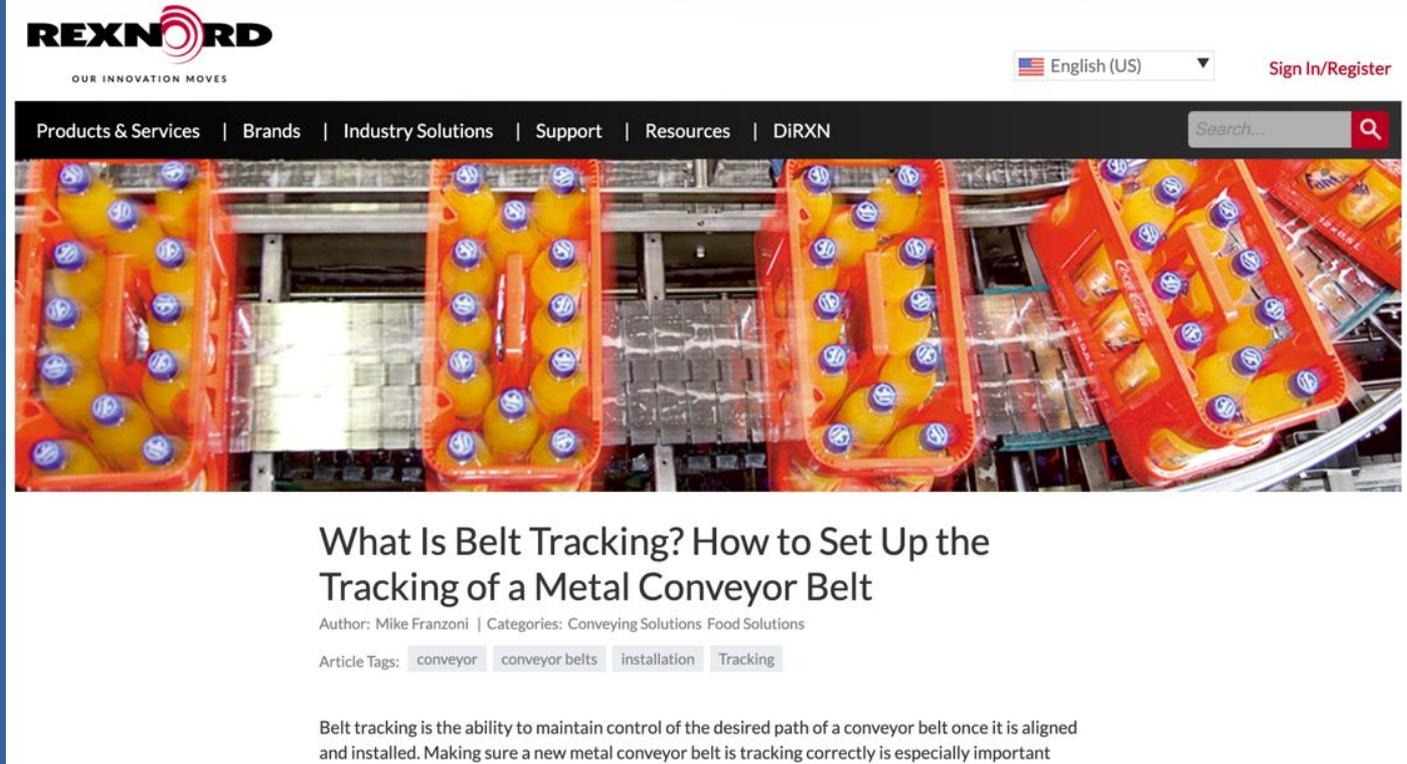
Willing to trust you

Ready to learn about your product and try it

Know you: Top of funnel helpful information

- Informative, focused on customer problems
- Blog posts, videos, infographics, guest blogs, social media posts, podcasts
- **Goal:** Traffic, links, shares, likes, impressions, newsletter sign-ups

Keyword-Driven Content



REXNORD
OUR INNOVATION MOVES

English (US) Sign In/Register

Products & Services | Brands | Industry Solutions | Support | Resources | DiRXN Search...



What Is Belt Tracking? How to Set Up the Tracking of a Metal Conveyor Belt

Author: Mike Franzoni | Categories: Conveying Solutions Food Solutions

Article Tags: conveyor conveyor belts installation Tracking

Belt tracking is the ability to maintain control of the desired path of a conveyor belt once it is aligned and installed. Making sure a new metal conveyor belt is tracking correctly is especially important

Empathetic Content



**Yes, I Struggle With Analytics:
Confessions and Solutions
From a Right-Brain Thinker**

[read more](#)

47% Open Rate
on Newsletter

Subject line: Do
you suck at
analytics?

Pay it Forward Content

#manufacturingmarketing #contentmarketing #winboundmarketing



NEWMA Manufactures Better Workforce in Wisconsin

ien.com • 3 min read

👍 🌱 50 • 36 comments

Reactions



Research-Based Content



WHAT IS TRAVEL
INSURANCE?

OUR PLANS

E&O

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MORE

SAFEST PLACES TO TRAVEL 2021 (UPDATED)

By Kit Kiefer | November 5, 2020

Top Organic Keywords (8,766) *z*

Keyword	Pos.	Volume
safest places to travel ▼	1	2,900
safest cities in the world ▼	1	2,900



Guest Content

#NPPTrendingNow Ep 144: A Self-Mailer Success Story

Welcome back to #NPPTrendingNow, a weekly video series where NonProfit PRO Editor-in-Chief Nhu Te breaks down the top three coveted stories of the week.

Here's are the top trending articles this week:

- ▶ How a self-mailer saved this nonprofit money and exceeded its fundraising goals
- ▶ Tips for reopening your nonprofit workplace
- ▶ Why you should be regularly updating your monthly receipt emails

Source ?	Acquisition	Conversions All Goals ▾	
	Sessions ? ↓	Goal Conversion Rate ?	Goal Completions ?
2. nonprofitpro.com	70 (18.57%)	27.14%	19 (22.89%)

Like you: Middle of funnel tools

- Interactive tools, solving problems related to products and services.
- Downloadable charts, checklists, online calculators
- **Goal:** Downloads, Shares

Checklists, configurators, calculators

Winbound
Content and Conversion Scorecard

COMPANY NAME:

Use this scorecard for your home page, blog page, and a key product or service page. Remember to save the PDF to your desktop to keep your comments.

Scoring
You are graded on a 1-5 rating based on our observed best practices.
1 = Never --- 2 = Rarely --- 3 = Sometimes --- 4 = Often --- 5 = Consistently

Home Page Home Page Total Score

Content		
Criteria	Score	Comments
Value proposition: Tell me what sets you apart in 15 seconds.	Select	
Segment: Does the page get me where I want to go? Clean navigation?	Select	
Readability: Skimmable copy, graphics, subheads, bullet points. Photos.	Select	
Conversion		
Criteria	Score	Comments
Social proof: Case studies, reviews, testimonials, credentials?	Select	
Call-to-action effectiveness: Contrasting color, clear reason why	Select	
Measurement: Thank you page? Do you have Google Tag Manager?	Select	



Download our Coating Methods Comparison Chart

Our guide “**Web Coating Methods Comparison Chart: How to Choose the Right Methodology**” is more than just a comparison chart. It includes:

First Name

Last Name

Company

Email*

Source / Medium	MOF Coating Chart (Goal 14 Completions)	% MOF Coating Chart (Goal 14 Completions)
1.  / ad-email	78	 45.09%
2.  / banner	67	 38.73%



AN ARGUMENT AGAINST GATED CONTENT

Research:

Twice as many visitors gave up their information if they were able to access the information first.

<https://businessesgrow.com/2018/06/25/gated-content/>

Trust you: Bottom of funnel buying stage

- Products and services pages, social proof, links to case studies.
- Website product / service pages, case studies
- **Goal:** Form submission with detailed company information, phone inquiries



844-411-BHTP

[View Policy](#)

[Start a Claim](#)



Berkshire Hathaway
Travel Protection

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INSURANCE?](#)

[OUR PLANS](#)

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TRAVEL INSURANCE YOU CAN TRUST.

Protect your travel investment with the strength and security of Berkshire Hathaway Travel Protection.

[GET A QUOTE](#)



SAVE TIME AND MONEY WHEN TRAVEL EMERGENCIES STRIKE.*

Travel insurance reimburses you for non-refundable money you've already spent—on plane tickets, hotel rooms, tours, and more—if you have to cancel or interrupt your vacation.

And we pay travel claims up to 5 times faster than the industry average**

- ✓ If your trip is delayed, cancelled, or cut short due to illness, injury, or weather
- ✓ If you get sick or hurt and need to see a doctor



CASE STUDY



JUNE 23RD, 2020

How Strouse Responded to the COVID-19 Challenge by Designing and Building Capacity for 2.5 Million Masks per Week

=====

- COE Logo: 11
- 13
-s: 19
- AWOPE Events calendar: 13
- 14
-: 10
- Webinar by Ed Fifer - Same Standard: 11
-: 11
- 10
- Ar: 13
-: 11
- AIMCAL Membership development: 14
- Technical Topics Channel homepage: 7

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Delta ModTech text ad: 37

Microcal Industries text ad: ..

Read: [How to Write a Marketing Case Study: A Guide for Creating the Ultimate B2B Social Proof](#)



“Delta ModTech has always provided tremendous support for us, so when we take on a big challenge, we’re always ready to roll.”

Jason Hynes, Vice-President



Content + Marketing (Distribution)

Content Creation

Blog posts, website pages, case studies,
white papers, social media posts, videos,
audio interview, Google My Business, Ads,
Emails, guest blog posts

Marketing
(Distribution)

PPC, Social ads,
Niche
Publications, PR
SEO

Yeah, this is working...

...but how is it working?

Step 3: Use content to generate referrals from 3 different sources

Stage 1: Generate referrals from peers

Greg Mischio replied to Kara Martin's comment on this

Greg Mischio
Providing an all-in-one content marketing service for manufacturers with smal...
1w • Edited • 🌱

[Wayne Breitbarth](#) partied on at Craft Marketing last night - over 200 people signed up for the event! Incredible insights from the LinkedIn master -- and a little cameo from Wayne and his loyal sidekick Garth Algar! Excellent! ...see more

Wayne Breitbarth · 7-29-2020 Presentation Q-A and Networking.mp4

Wayne's World!
Wayne's World!

41 • 24 Comments

Stage 2: Generate referrals from niche



Expert Interview

Todd Krupa

on different types
of ground rolls.



Expert Interview

Etienne Frenette

on why communication is
different on the manufacturing floor.



Expert Interview

**Denise Greenwell,
Berry Plastics**

on what the future holds for packaging.



Expert Interview

Kelly Robinson

on new advancements
in static control.



Stage 3: Generate referrals from Internet

388 profile viewers in the past 90 days -2% since last week

Goal completions

111

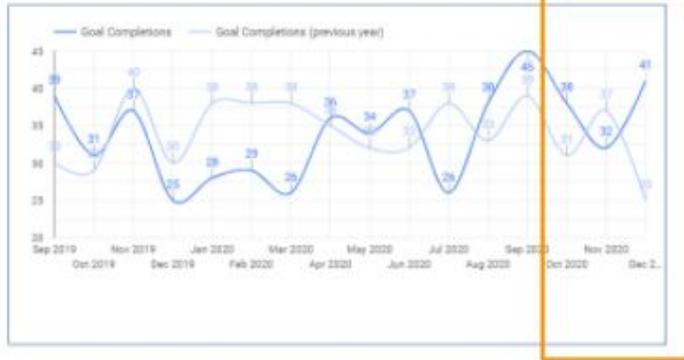
↑ 19.4%

Goal conversion rate

0.76%

↑ 14.6%

Goal Completion Trend 9/1/2019 to 12/31/2020



Outbound

Inbound - Referrals

The screenshot displays a CRM interface with four columns representing different deal stages. Each column has a header bar with a color-coded title, a gear icon, and summary statistics. Below the header is a list of deal cards, each with a title, a status indicator (yellow or red), and a value. At the bottom of each column is an 'Add a deal' button.

Prospect	Discovery	Proposal Meeting	Client
12 deals \$15k USD	10 deals \$15.3k USD	5 deals \$6.2k USD	2 deals \$6.5k USD
Deal 1 \$1.5k	Deal 1 \$1.5k	Deal 1 \$1.2k	Deal 1 \$3.2k
Deal 2 \$1.5k	Deal 2 \$1.5k	Deal 2 \$1.2k	Deal 2 \$3.3k
Deal 3 \$1.5k	Deal 3 \$1.5k	Deal 3 \$1.2k	
Deal 4 \$1.5k	Deal 4 \$1.5k	Deal 4 \$1.2k	
Deal 5 \$1.5k	Deal 5 \$1.5k	Deal 5 \$1.2k	
Deal 6 \$1.5k	Deal 6 \$1.5k		
Deal 7 \$1.5k	Deal 7 \$1.5k		
Deal 8 \$1.5k	Deal 8 \$1.5k		
Deal 9 \$1.5k	Deal 9 \$1.5k		
Deal 10 \$1.5k	Deal 10 \$1.5k		
Deal 11 \$1.5k			
Deal 12 \$1.5k			
+ Add a deal	+ Add a deal	+ Add a deal	+ Add a deal

Measurement

Performance Analytics:

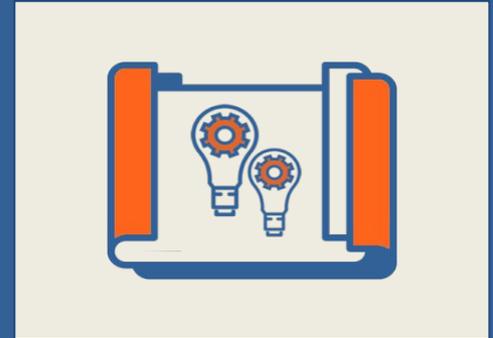
Content Piece	Goal - Measurement
Know You	Traffic, links, shares, likes, impressions
Like You	Downloads, shares
Trust You	Form submission, call, social proof

Overall metrics:

- Channel ROI (if possible)
- Referral tracking (peers, niche, Internet)
 - Overall Cost Per Acquisition

Digital Twin Takeaways

1. Create a digital twin that is shaped by feedback from external and internal sources
2. Use content to get people to know you, like you and trust you
3. Look for overall increases in referrals from peers, niche and the Internet



Content Bonus from Winbound

Text: digital twin to 415-528-7403

Link to Deck
Digital Twin Marketing Guide
Interactive Content Scorecard

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608-445-0683

