

## Marketing research conference in San Jose 2007

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The Premier Event for Search Engine Marketing & Optimization

B2B tactics- sum up of lecture Wedne

A prime concern is targeting your audience and dividing them up into two separate categories the influencers and decision makers. The influencers often begin a sales cycle and are looking for a specific solution to a problem. They have longer search terms 4 or more words and are apt to use trials and demos to try to solve their particular program. They will respond to a "call to action" and will be interested webinars and comparison Matrix models. They will use as sources of content spec sheets White Papers product Pages and Newsletters. Decision makers are using shorter more targeted searches typically 2 or 3 words. They look for a company or competitor and are less likely to respond to a call to action. They will delegate someone to do research or might just personally call a company they are interested in. Their sources of content tend to be home pages about us pages or a comparison matrix. They will like concise info done a site in bullet form to be able to ingest the most relevant info as efficiently as possible. Websites don't exist for their own sake, but to fulfill a specific purpose and to satisfy a specific consumer need. There is a great need to define the Goal and objectives and the target audience for the site. There need to be in place from go analytic tools to measure performance cost for lead and cost per acquisition. There needs to be capabilities to refine when changes are needed and new objectives are on the horizon. To sum up you need to begin with the end in mind. Who do you want to target and how do they search. What do you want them to do on your site? How will you measure success? Identify the content that would be of interest to your search visitors. Make sure targeted visitors can find this content when searching. Have fun.