



2021 Marketing Tactics Selection Guide

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More tactics are available to marketers than ever before today, but there are still limits on what marketers can do. Budgets are limited. Resources are limited. Time is limited. Selecting the right tactics based on your goals could be the difference between success and failure.

We created the 2021 Marketing Tactics Selection Guide to help marketers understand what tactics to use in what situations and how to prioritize tactics, so that you get the biggest bang for your effort.

What's In This Guide

We identified a handful of the most common marketing use cases. Then we applied the tactics that we think produce the best results in those situations. We also attempted to quantify the contributions those tactics would have on campaign executions.

Note that results will vary, and your results will be specific to your business, industry and specific execution. We're not detailing the specifics associated with each tactic; we're simply bundling them together as a way to guide you toward your own execution criteria.

How To Use This Guide

It's simple – understand your goals for 2021. Which use case or use cases are relevant at your company? Review those to make sure you're executing all of the tactics identified in those situations. Evaluate how your tactics are performing when compared to the general performance expectations identified.

You might be missing a few. Add them in 2021. You might be underperforming. Work on improving your performance in 2021.

If you're starting campaigns from scratch this year, this resource will help you organize and orchestrate a successful campaign approach in 2021.

This will be a complex year for marketers. We're hoping this guide makes the world just a little simpler. Enjoy!

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Account-Based Marketing Campaigns

[Account-based marketing \(ABM\)](#) typically means trying to push your messages, story and content out in a one-to-one way.

ABM encourages marketing teams and sales organizations to work together at identifying target accounts, crafting customized campaigns for them, and aligning and moving individual accounts through the pipeline, both before and after lead conversion.

This means you need certain situations in place before you decide to execute an account-based marketing campaign. You need to have alignment with sales. You have to identify your targeted accounts, both the companies and the individuals in those companies. You need to create the customized campaign assets. Finally, you have to be prepared to nurture them all the way through to close.

Account-Based Marketing Campaigns



Tactics

- Targeted accounts and data
- Customized and personalized messages based on role and industry
- Messages designed for social media outreach and email outreach
- Content designed to drive initial connections
- Content designed to drive engagement
- Lead scoring model to customize and prioritize sales follow-up
- Lead nurturing campaigns to drive brand awareness and interest
- Dashboards and analytics to track progress
- Playbooks for sales to ensure proper follow-up on new leads
- Sales feedback on messaging and the performance of campaign assets
- Technology to track touches, campaign performance and sales performance
- Budget allocation and expected performance metrics

Account-Based Marketing Campaigns

Expected results

While results will vary, we've run enough ABM campaigns to provide this estimate of performance. If you've selected the correct target and your data is accurate and clean, here is what you should expect with a sample size of 100 people (five people at 20 companies):

**Initial connect
rates of around 30%**

**Initial engagement
rates of 75%**

This means you would have connected with 30 people out of your initial 100. Of those 30, you would have engaged 22 of them in conversation with sales. Roughly 50% (or 11) would be legitimate sales opportunities, and if you closed 50% of those, you would have five new customers.

Understand that this process would run the length of your existing sales cycle, which for clients running ABM campaigns is typically lengthy.

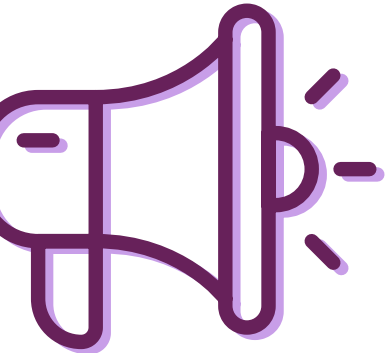
But companies that run ABM campaigns also have high dollar values associated with new client sales, so while you might have to wait for these five new sales, the revenue would be significant. You should use these numbers to do your own calculations before starting your ABM effort.

Demand Generation Campaigns

[Demand generation campaigns](#) typically involve pushing your message, story and content out to targeted prospects in a one-to-many way.

These types of campaigns require as much money for digital advertising as they do for ongoing campaign support, like website optimization and content creation.

Demand Generation Campaigns



Tactics

- Solid persona profiles for targeting purposes
- Translation of these persona profiles on the targeted ad platforms (Google, LinkedIn, Facebook, Twitter, Instagram and content syndication platforms like Outbrain)
- Budget estimates for each of the ad platforms
- Campaign ad design for each of the ad platforms
- Content offers for each of the persona profiles on each of the ad platforms
- Landing pages on your website aligned with offers and each of the ad platforms
- Platform prioritization and/or campaign testing protocol prior to full launch
- Lead nurturing campaigns to continue marketing outreach after initial conversion
- Lead scoring model to customize and prioritize sales follow-up
- Dashboards and analytics to track progress
- Technology to track touches, campaign performance and sales performance
- Budget allocation and expected performance metrics

Demand Generation Campaigns

Expected results

While your results will vary, we've run enough demand generation campaigns to provide this performance estimate. This type of campaign is as close to traditional advertising as you'll get in the digital marketing space. One-to-many campaigns don't typically provide high-performing campaigns initially, and it can take months to hone your campaign to produce results.

Here are a few key metrics to track:

Conversion rate for your ads, impressions and click-throughs

Impressions will vary dramatically based on your selected audience, but click-through rates seem to be tracking between .39% for LinkedIn and 2% for Google Ads:

- WordStream reports that average click-through rates for Google Ads is around 2% of the people who see the ad
- Social Media Examiner reports that click-through rates on LinkedIn Sponsored Content is around .39% of the people who see the sponsored content
- WordStream looked at the click-through rate on Facebook Ads and found it to be .9% across all industries

Conversion rate for your landing pages

Since all of your ads direct people back to a landing page, the second step in this process is the conversion rate on your landing pages.

Landing page conversion rates vary greatly, between 10% and 50%. We've seen client landing pages top out around 60% in certain circumstances, but you should expect 20% at a minimum for a dedicated campaign landing page.

Conversion rates for your leads to actual sales opportunities

Just because someone converts on your page doesn't mean they're ready to buy or a legitimate sales opportunity. Our research shows that the conversion rate from marketing-qualified lead (MQL) to sales opportunity is typically around 10%.

This doesn't mean they will *never* be a sales opportunity; this metric is only relevant for their situation at the time of the conversion. Solid lead nurturing can create a steady stream of sales opportunities after the initial conversion, and for that reason it should be part of your plans.

Conversion rates into revenue

Finally, your close rate on sales opportunities should be high (at least 50%).

Inbound Marketing Campaigns

While we've looked at proactive outreach for one-to-one and one-to-many, inbound is not about proactive outreach. [Inbound marketing](#) is about being there when people are looking for you or a company like yours. That's why the tactics here are going to be different.

Inbound Marketing Campaigns



Tactics

- [Search engine optimization \(SEO\)](#)
- Off-site link building/referral websites
- Social media marketing
- Website design
- Content marketing – video, podcasts, designed content, interactive content
- Conversion rate optimization
- Email marketing – based on segmentation and personalization as much as possible
- Conversational marketing (chat)
- Lead nurturing campaigns to continue marketing outreach after initial conversion
- Lead scoring model to customize and prioritize sales follow-up
- Dashboards and analytics to track progress
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Inbound Marketing Campaigns

Expected results

While your results will vary, we've run enough inbound marketing campaigns to provide this estimate of performance.

All inbound campaign results start with your website. The number of people visiting the site each month is critical to converting inbound visitors into leads. Typically, you should be working to drive up website visits 5% to 10% month over month.

The best way to do this is to orchestrate *all* of the traffic-generating tactics. This includes: getting ranked on Google for keywords, phrases and questions that drive organic visitors; building links on other sites to drive referral visitors; and being active on social media platforms.

You can take a page from the demand generation campaign playbook and add paid digital advertising (although that is not pure inbound) to drive more visitors. A combination of tactics usually produces the best results.

Next, you'll be looking at the conversion rate of those visitors into marketing-qualified leads (MQLs). Typically, 1% to 3% of all visitors convert. This depends highly on your website and the content it offers. The site has to provide a disruptive, emotional and compelling

story to keep visitors around. You also have to offer enough highly targeted educational content on the site to drive conversions.

A small percentage of these MQLs are going to be sales-qualified leads (SQLs), meaning they're ready to talk to sales. Our data shows that typically between 20% and 30% of all MQLs are SQLs. There are ways to improve this (see the sales opportunity generation campaigns section coming up).

Not all SQLs are sales opportunities. In fact, most are not. Typically, only 10% to 15% of SQLs are qualified by the sales team as actual ready-to-go opportunities.

It's important to note here that just because they are not ready now doesn't mean they won't be ready later. You should set them up for nurturing to optimize those leads for the future.

Once you have a sales opportunity, your traditional close rates would apply to your effort at turning those opportunities into new customers and new revenue.

Lead Nurturing Campaigns

Marketing spends a lot of time, money and brain power trying to generate leads. These leads don't always produce immediate results. That can be frustrating for the sales team, which is expecting sales-ready leads.

Not everyone is ready to buy today. In fact, 90% of the people who come in contact with your company are *not* ready to buy today. This puts the importance of [lead nurturing campaigns](#) at the top of the list.

Lead Nurturing Campaigns



Tactics

- Lead nurture emails based on conversion behavior
- Email marketing – based on segmentation and personalization as much as possible
- Lead scoring model to customize and prioritize sales follow-up
- Dashboards and analytics to track progress
- Technology to track touches, campaign performance and sales performance
- Budget allocation and expected performance metrics

Lead Nurturing Campaigns

Expected results

Email marketing efforts primarily drive lead nurturing. General email marketing performance shows roughly a 25% open rate and a 3% click-through rate. Again, results will vary. You also want to look at your deliverability rates (should be very high) and your opt-out rates (should be less than 1%).

Lead nurturing campaigns are different. These are the trigger workflow or sequence emails that are kicked off based on activity from visitors to your website.

Visitors who download an e-book should be entered into your general email campaign but also into specific lead nurture emails related to their area of interest, the offer they downloaded, their role or their industry. These nurture emails should be highly focused and very personal.

Nurture workflows need to be designed to pull your prospect through their buyer journey and allow them to signal to you their intent based on clicks.

This means offering them additional content items in these nurture emails that could tell you their buyer journey is progressing.

Nurture emails should perform at a higher clip than general email marketing campaigns. Open rates should be 40% to 50%, while click-through rates should be 10% to 20%.

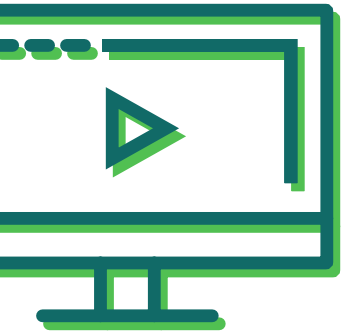
Keep these nurtures short. We recommend a series of three emails at the most, with each email separated by three days. But if your sales cycle is longer, your nurture campaigns should be longer, too. Remember, even when the nurtures stop, the general email campaign continues.

Website Optimization Campaigns

[With your website at the center of almost all of these campaigns,](#) it would be negligent to not focus attention, investment, energy and time toward making your website a key driver of campaign success.

Think about your website like your retail store, but one that is open 24 hours a day, seven days a week and one that never needs anyone to work *in* the store. If people were coming to your store but leaving after just 10 seconds, you would be concerned. Whether they buy anything or not, they should look around, spend time, investigate and consider what you have to offer.

Website Optimization Campaigns



Tactics

- Homepage
- Website pages
- Landing pages
- CTA button design and conversion
- Content mapping
- Personalization
- Dashboards and analytics to track progress
- Technology to track touches, campaign performance and sales performance
- Budget allocation and expected performance metrics

Website Optimization Campaigns

Expected results

Again, if we stick with the store metaphor, then you need to give your visitors a positive experience when they land on your site's homepage. You need to quickly help them feel like they are in the right place and that they quickly know what you do, how you do it and how you can help them.

That page must quickly and easily show them the path they need. They might want to download an offer or hop over to another page. You should be measuring the performance of your homepage and other pages with heat-mapping software that provides insights into visitor behavior on those pages.

You also want to look at bounce rates and click-through rates on all of your pages. Don't panic if you see high bounce rates; sometimes that simply shows you have the wrong type of visitor. Click-through rates are more important.

You want people to be looking at multiple pages on your site, so you want your pages per visit numbers to be over three. You also want time on site to be high. Google looks at this as an indicator of value, so work hard to get your time on site up over two minutes per visit.

Using video is a great way to drive visitor experience, clicks on the page and time on the site. All three signal positive value to Google and will help your rankings.

We talked about landing page conversion rates earlier, but call-to-action (CTA) conversion rates are also important. Most websites have three types of CTAs, and here are their performance metrics across all industries:

- **Buttons – Convert at 5.3%**
- **Text – Convert at 2%**
- **Designed – Convert at 3.5%**

By combining all of this data together, you'll get a solid perspective on the performance of your website and a better understanding of how your prospects are interacting with your marketing, regardless of how they ended up on your site.

Sales Opportunity Generation Campaigns

We're including a couple of less popular but still important campaign types in the guide. This one specifically is designed to generate sales-ready leads as opposed to simply marketing leads. This set of tactics will put people ready to buy in touch with your sales team.

Sales Opportunity Campaigns



Tactics

- Late-stage buyer journey offers
- Landing pages for these offers
- CTAs for these offers
- Conversational marketing (chat)
- Lead nurturing campaigns
- Dashboards and analytics to track progress
- Technology to track touches, campaign performance and sales performance
- Budget allocation and expected performance metrics

Sales Opportunity Campaigns

Expected results

The big difference in this campaign bundle is the late-stage buyer journey offers. These content offers are *not* downloadable. Instead, they're delivered by the sales team. They typically attract people who are ready to talk to sales but also want some value out of that conversation.

These usually replace offers like:

- Contact A Rep
- Schedule A Consultation
- Get A Quote

The offers provide the prospect with value, so they look like:

- Get 3 New Safety Ideas In 30 Minutes
- Submit A Picture Of Your Office And Get 3 Ways To Improve Efficiency

These kinds of offers typically outperform standard sales-related offers and standard content offers. Late-stage buyer journey offers that are well-thought-out and well-articulated with well-designed CTAs and well-designed landing pages typically convert around 40%.

[Chat is another way](#) to quickly turn visitors into leads for sales. By designing your chat experience to focus on people who have questions and want quick answers, you'll also grab people who are ready to talk to sales and move them to a phone conversation with your sales team.

Neil Patel reports that chat can increase your conversion rate 45%.

If you were doing 1% site-wide, you'd now be doing 1.45% across the site. If you were getting 100 leads a month, you'd be getting 145. That's a significant improvement.

Customer Campaigns

Finally, we've been focused on new people, prospects and new visitors. But there is value in running campaigns to your current customers, too. Sometimes these do look different, but they should be part of your campaign portfolio. In many cases, generating revenue from current customers is easier than generating it from new customers.

Current Customer Campaigns



Tactics

- Cross-sell email marketing
- Upsell email marketing
- Highly personalized email marketing
- Dashboards and analytics to track progress
- Technology to track touches, campaign performance and sales performance
- Budget allocation and expected performance metrics

Current Customer Campaigns

Expected results

Marketing to current customers is generally highly efficient, but it also has to be one-to-one. Since they are your customer, they expect you to know them. So while you can work to increase revenue per customer, it has to be done well.

Email marketing to current customers typically outperforms general email campaigns dramatically. Because your customers know you, they are expecting emails. They open them more frequently and click through more often.

Open rates from current customer email marketing campaigns can push over 50%, and the click-through rate can cross the 20% mark.

Consider campaigns that recognize past purchases and encourage value-based add-on services or maintenance services to prolong the life of the purchase. You can also consider featuring success stories from similar customers. Don't sell, but do tell a story and let people draw their own conclusions as to what they might be missing.

Video is a highly effective tactic for these types of campaigns:

- A video thumbnail can improve subscriber engagement by 41% when it's included in an email
(Source: Backlinko)
- The word "video" in an email subject line can increase open rates by 6%
(Source: SuperOffice)
- Video can increase open rates by 19% and click-through rates by 65% while reducing unsubscribe rates by 26%
(Source: Campaign Monitor)

Consider integrating video into your customer email marketing campaigns to drive clicks and engagement.

Final Wrap-Up

Selecting and orchestrating the right tactics to drive your business goals is critical for success in 2021. What we've provided here is the starting collection to make sure you have everything you need prior to execution. Use this guide to do planning and to align your performance expectations before, during and after execution.

Your specific requirements around your specific campaigns will differ. But by using this guide, you can tailor your campaigns based on a proven and tested set of tactics that we've executed hundreds of times.

Our hope is that your 2021 campaigns will get off to a faster start and be more productive as a result of using this guide. Good luck and good lead generation!



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Square 2 is a full-service revenue growth agency designed to produce results for clients. We help businesses understand the changing buyer journey and how revenue is directly related to marketing, sales and customer service execution.

More specifically, we help our clients with strategy, tactics, analytics and technology to build revenue generation machines that produce month-over-month revenue growth in a scalable, predictable and repeatable way, so their businesses grow.

We use our Cyclonic Buyer Journey™ model to help clients map their prospects' buyer journeys to the right marketing, sales and customer service tactics. We use our AI-powered recommendation engine software called MAXG to drive a more scientific set of recommendations for our clients.

Also, we are the **ONLY** agency to provide clients a dedicated team where one client team works on only one client at any time. This allows us to deliver six months of work in just 30 days and accelerate results for our clients from months to weeks or even days.

Square 2 provides clients a senior team with an average experience of over 10 years, and we choose (yes, choose) to only work with a handful of clients at a time. This enables us to dig in and provide our clients a more intimate and efficient experience with our team.

Our mantra – we want you to #LOVEYOURAGENCY. To learn more, visit www.square2marketing.com.