

# The Top 10 Insights Uncovered During Campaign Engagements

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The secret to driving leads, sales opportunities and new customers is ongoing optimization based on live data from your specific campaigns. Many companies find it challenging to hire people who are qualified, experienced and skilled enough to review data, uncover insights and know what adjustments to make.

Our Campaign Engagement helps any company run intelligent, data-driven and performance-based marketing and sales programs over time.

Here are 10 actual insights and the associated recommendations from client programs.

1.

**Insight:** You're not optimizing all of the traffic sources available to drive visitors to your website.

**Recommendation:** Focus on adding a series of referral links to improve SEO and drive additional visitors back to your site.



2.

**Insight:** You're not using late-stage buyer journey offers to drive sales-ready leads.

**Recommendation:** Create valuable offers for prospects to want to talk with salespeople, and leverage those offers on your website to drive sales conversations.

3.

**Insight:** Your lead nurturing campaigns should be seeing higher open and click-through rates.

**Recommendation:** Review frequency, subject lines, copy and links in the emails, and test a variety of different email options.

4.

**Insight:** Organic visitors have flattened over the last few months.

**Recommendation:** Add an additional blog article each week to help drive additional visitors, rank for more keywords and ramp up visits from organic search.



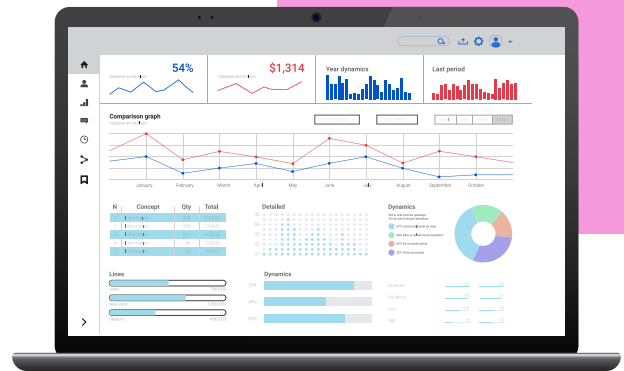
Clients that allocate at least 10% of their marketing budget to ongoing optimization see a 35% improvement in results like website visitors, site-wide conversion rate and leads generated.



5.

**Insight:** Outreach (as part of your account-based marketing campaign) to targeted people at accounts has plateaued, and it's taking sales longer than expected to make those connections.

**Recommendation:** Start a podcast and invite these targeted people to be a guest. Then after their interview, request a follow-up call to talk about your products/services.



6.

**Insight:** Your paid social campaign is not converting at a high enough rate.

**Recommendation:** Switch to a formless conversion feature inside the social media platform to lower the friction associated with driving more conversions.

7.

**Insight:** Your paid search campaign is driving impressions but not conversions.

**Recommendation:** Rework the landing pages for each campaign to make the experience more targeted and personal to the targeting criteria, and offer something of value instead of a demo or sales appointment.

8.

**Insight:** After six months, lead generation numbers have started to plateau.

**Recommendation:** Increase the frequency of content offers on the website and make the new content more personal and targeted around industry and role.



9.

**Insight:** Your new customer close rate is lower compared to other companies like yours.

**Recommendation:** Review your late-stage sales process and sales materials to better arm **you** reps with the tools, stories and process to work toward an 80% close rate.

10.

**Insight:** You're not doing any current customer marketing, which can be a significant source of new revenue.

**Recommendation:** Create a series of cross-sell and upsell campaigns targeted at current customers to drive new revenue from people who already know, like and trust you, your company and your services.

## We're Here To Help!

Optimization is the secret to improved results when running campaigns. Working with a Campaign Team experienced in revenue generation and having access to a proven Campaign Framework allows you to turn over 10,000 hours of campaign experience into results for your business.

A Campaign Engagement helps clients plan, execute, analyze and optimize their ongoing campaign efforts to produce higher-performing campaigns that drive revenue month over month.

Square 2 consultants can review your current marketing and sales program data and share insights and recommendations with you. Simply schedule a 30-minute session with one of our experts, and we'll review your data and share our findings.

[Schedule My Session](#) →

