SEEING THE FOREST FOR THE TREES

Navigating Marketing Frustrations to Meet Custom Goals
In the past, marketing was fairly straightforward. Yes, marketers had to race on an uphill course through the rugged woods of advertising, but they were presented with a path that was linear and clearly marked. More recently, marketing has become increasingly complicated: new technologies and strategies launch every day and prospect behavior becomes less and less predictable. While these developments have opened pathways and created a wealth of new marketing opportunities, today’s B2B marketers are faced with a complex and varied forest. Not only is every path uphill, there’s no indication of the ideal direction.

It’s easy to become stranded without a guide.
MARKETERS GENERALLY COME UP AGAINST A NUMBER OF FRUSTRATIONS.

Generating quality traffic or lead volume.

Justifying return on spend to management.

Gaining a more holistic view of customers and prospects.

Finding and understanding the ideal metrics to determine success.

Better leverage from events, trade shows and conferences.

Developing and implementing a formalized content marketing strategy.

Dealing with Product Pushers vs. Solution Providers.

Managing the disconnect between marketing and sales goals.

68% OF COMPANIES REPORT STRUGGLING WITH LEAD GENERATION

ONLY 27% OF B2B LEADS ARE SALES-READY WHEN FIRST GENERATED

SALESSTAFF, 2016
All marketers are striving toward the same goals.
SEARCHING FOR THE RIGHT GUIDE

THREE MAIN CHANNELS OFFER MARKETERS POTENTIAL SOLUTIONS TO THEIR UNIQUE CHALLENGES:

1. TRADITIONAL MEDIA/PUBLISHING COMPANIES can provide highly engaged audiences, but often lack the ability to provide true performance-based solutions, leaving marketers with minimal options based solely on impressions. They also can’t always provide extensive brand exposure. Where buyers may expect their brand to appear in front of a scalable, engaged audience, the actual industry average viewability rate is only 42%. Additionally, publishers are often motivated to sell products rather than custom, client-based solutions.

2. MARKETING AGENCIES are a great “one-stop” option for marketers, possessing more experience and bandwidth than publishers or in-house teams. However, they tend to play the “middle man” between their client and a publishing company. This removes them from the actual execution of the campaign, which means they lack the experience gained by running thousands of campaigns from end to end against repeat audiences. They are also unable to directly combat ad blocking, ad fraud or viewability issues. Even their performance-based campaigns suffer greatly and struggle to generate valuable data for themselves or for their clients.

3. IN-HOUSE MARKETING TEAMS offer the greatest direct control over marketing efforts and have the most accurate understanding of their company’s goals. The downside is the difficulty they experience in building a sizable and experienced team with sufficient bandwidth to build and operate a highly integrated marketing platform. The team will inherently lack audience-based behavioral data, and will consistently struggle to drive more extensive data. As a result, in-house teams often require outside assistance from a marketing agency or publisher in order to achieve their goals.

EACH PROVIDES AN IMPORTANT ELEMENT OF THE MARKETING EXPERIENCE, BUT WHY NOT USE A SOURCE THAT OFFERS THE BENEFITS OF ALL THREE?

50% OF BUSINESS OWNERS DON’T KNOW WHETHER THEY’RE MARKETING EFFECTIVELY

14% KNOW THEY AREN’T

INFUSIONSOFT & LEADPAGES, 2016
From the highest vantage point, a marketing partner can gauge a client’s needs and lay out a custom path that ensures success. Based on their assessments and experience in the market, Advantage Business Marketing formed a clear picture of the modern marketing landscape. That’s why Advantage shrugged off its “publisher” title in 2014 to embrace the role of a fully hybrid marketing organization. By building on the solid roots of its strong editorial content and audience data, Advantage has grown into B2B marketing experts, covering a wide swath of industries.

The ideal partner is uniquely equipped with a full view of the forest from above the tree cover.
ADVANTAGE BUSINESS MARKETING PROVIDES EVERY CLIENT WITH A CLEAR PATH TO THEIR MARKETING GOALS. THESE PATHS INCLUDE:

BRAND LIFT
Advantage boasts a 76% average ad viewability rate for their banner ads due to its unique website features. This guarantees quality impressions from actual human eyes, generating data to measure client ROI.

PERFORMANCE-BASED
A dedicated marketing team constantly monitors performance-based campaigns to guarantee each client’s strategic goals. The team will provide regular updates, working to ensure that the client’s message is being broadcast on the right channels at the right time.

- Traffic-driving campaigns
  Advantage uses behavioral data to optimize their cost per click campaigns, which garner quality clicks and provide constructive metrics to clients. Campaigns are managed end to end, and flat-rate prices mean that clients avoid bidding wars.

- Lead generation campaigns
  The marketing team works with clients to select engaging, informative assets that generate leads efficiently. The leads are then thoroughly cleaned and vetted before delivery. Advantage charges only for leads that are immediately ready for a client’s sales/marketing funnel.

THOUGHT LEADERSHIP
When audiences are combined with innovative and industry-knowledgeable editorial staff, clients receive access to an incomparable resource that ensures value for themselves and their potential buyers.

MOST IMPORTANT METRICS
3 LEAD QUALITY, SALES, & CONVERSION RATES (ACCORDING TO B2B MARKETERS)

CONTENT MARKETING INSTITUTE, 2015

MAPPING THE PATH
THE WAY IS PAVED BY ADVANTAGE’S REACH

Advantage Business Marketing’s content covers all aspects of the product life cycle, with 23 brands that serve every niche of the B2B community. From concept to distribution, prospective purchasers with buying influence turn to Advantage for their marketing solutions.

INDEPENDENT, OBJECTIVE CONTENT
Decades of experience publishing well-known magazines, newsletters and websites have given Advantage a distinct edge over the competition. A top-notch in-house editorial staff works tirelessly to create independent content for their niche audiences, giving clients direct access to a quality editorial team.

CONSISTENTLY ENGAGED, NICHE AUDIENCES
The quality of Advantage Business Marketing’s content and expert writers generate and sustain Advantage’s industry-leading engagement rates. Professionals from the design engineering, manufacturing and science fields know Advantage’s publications by name and seek them out when looking for information about products, services, updates and more.

RICH BEHAVIORAL DATA
This proprietary behavioral data is the key to Advantage’s ability to optimize in real-time and efficiently execute performance-based campaigns. When paired with artificial intelligence engines that tag content, a powerhouse is created that drives influential personalization on web and in email.

...ASSETS THAT PAVE THE WAY TO THE PERFECT CAMPAIGN.
We have a dynamic team focused on the success of our customers. Every move we make is to bring Advantage to life as a case study example by leveraging the same marketing services we offer the industry.

BRUCE CUMMINGS
CEO, Advantage Business Marketing
AN EXPERT LEADER

ADVANTAGE BUSINESS MARKETING HAS BUILT THEIR HYBRID MARKETING SERVICES AROUND THE FRUSTRATIONS WITHIN THE CURRENT MARKET.
THEY OFFER A FULL-SERVICE SOLUTION, PROVIDING FULL CONTROL OF CONTENT, BUDGET AND RETURN ON SPENDING.

Generating quality traffic or lead volume. Advantage creates high-quality content in-house with an experienced marketing team that uses behavioral data to determine when, where and how a campaign is run.

Justifying return on spend to management. Regular updates provide data and analysis for the client’s marketing department, ensuring full accountability for all parties.

Gaining a more holistic view of customers and prospects. Knowing exactly how to collect and utilize data that delves deep into behavioral attributes helps Advantage target the ideal audience.

Finding and understanding the ideal metrics to measure success. Detailed data including full engagement numbers, from leads to clicks, are provided by Advantage to help clients understand the ins and outs of their marketing campaigns.

Developing and effectively implementing a formalized content strategy. In a content-rich world, it’s vital to connect directly with the ideal audience—and this requires material that is clear, accessible and valuable. Advantage helps clients streamline their storytelling and provides quality content to eliminate guesswork.
Advantage

Business Marketing...

...creates and monitors the entire marketing experience to ensure the best possible response from a client’s ideal audience.

...provides data-driven solutions instead of pushing products or acting as a go-between.

...has a proven edge over traditional publishers, agencies and in-house teams.

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<tr>
<th></th>
<th>Viewability</th>
<th>Conversion Rates**</th>
<th>Webinar Attendance</th>
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<td>Industry</td>
<td>42%</td>
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<td></td>
<td>Integral Ad Science, 2016</td>
<td>Wishpond, 2016</td>
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<td>Advantage*</td>
<td>78%</td>
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*Campaign average as of January 2017

**for landing pages
Whatever a client’s frustrations, Advantage Business Marketing provides clear solutions. When lifted above the complexity surrounding them, clients can see the forest for the trees. This gives them a clear picture and the ability to hone in on each of their specific goals.

Advantage Business Marketing...

Measure. Optimize. Succeed.