

GROW YOUR PIPELINE AND SALES FUNNEL FROM LEADS TO SALES MEETINGS

With our **B2B Marketing Framework®** you get a commercial inbound sales and marketing strategy which gives you high-quality leads and better sales meetings.

mindmill



WELCOME TO MINDMILL

THE LEADING B2B MARKETING AGENCY IN DENMARK

At Mindmill, we have a clear goal: to help B2B companies generate more sales-ready leads, better sales meetings, and higher conversion rates in their pipelines.

Basically, to create a clear connection between their sales and marketing departments.

We do that with our B2B Marketing Framework® - which has been refined, optimized and thoroughly tested by hundreds of clients.

We call it "the secret recipe of the successful B2B companies".

We know what works. Since 2010, we have worked with digital marketing, and today we have gathered 30 of the best B2B specialists, consultants, and marketing nerds in Denmark under the same roof.

On that basis, we call ourselves the leading B2B marketing agency in Denmark.



THE TEAM AT MINDMILL

WE HAVE GATHERED SOME OF THE BEST B2B SPECIALISTS, CONSULTANTS, AND MARKETING NERDS IN DENMARK

INTRO

TABLE OF CONTENTS

SECTION 1 - PAGE 4

B2B MARKETING FRAMEWORK®

The secret weapons of successful B2B companies.

SECTION 2 - PAGE 9

VALUABLE CONTENT

Who's your target audience, and what are their biggest pains and gains?

SECTION 3 - PAGE 12

CHOICE OF STRATEGY

Develop and execute a cross-disciplinary and targeted campaign strategy.

SECTION 4 - PAGE 18

MARKETING AUTOMATION

How to automate your lead nurturing.

SECTION 5 - PAGE 22

CRM OR LEADSHEET

How sales departments should work with leads.

SECTION 6 - PAGE 24

INBOUND SALES

Adapt the sales process to customer preferences.

SECTION 7 - PAGE 26

CONCRETE ROI CALCULATION

How to measure ROI on a complex and long-term strategy.

SECTION 8 - PAGE 30

PRICE AND PROCESS

Concrete price for cooperation with Mindmill



CHAPTER 1

B2B MARKETING FRAMEWORK®

When using our framework, you no longer have to continuously re-invent the wheel.

By combining the best from inbound marketing, marketing automation and targeted lead generation, we build measurable digital strategies which create growth and more business on both a long- and short-term basis.

Our successful framework breaks down the barriers between sales and marketing and

creates a basis for cooperation and common goals.

The result becomes more qualified leads for the sales department, more loyal customers, a stronger brand, growth and more business.

The framework is based on years of experience with customers across businesses, industries and countries.



SECTION 1.1

A SHORT RECAP OF INBOUND MARKETING

This is a quick tour through inbound marketing and an overview in which elements that is needed to gain success with B2B sales and marketing.

#1 LEAD GENERATION

The lead campaign is launched towards the selected target group. The purpose of the campaign is to collect permissions from relevant decision makers.

Leads are collected through channels such as:

- LinkedIn
- Facebook

You will get information such as: name, title, company, email and phone number.

Mindmill - Leads to business

Download Brochure

31 other professionals in the Marketing & Advertising industry are interested.

We'll send this information to Mindmill - Leads to business, subject to the company's privacy policy

Email address *

jens@eksportfirma.dk

Phone number *

45 26 58 24

First name

Jens

Last name

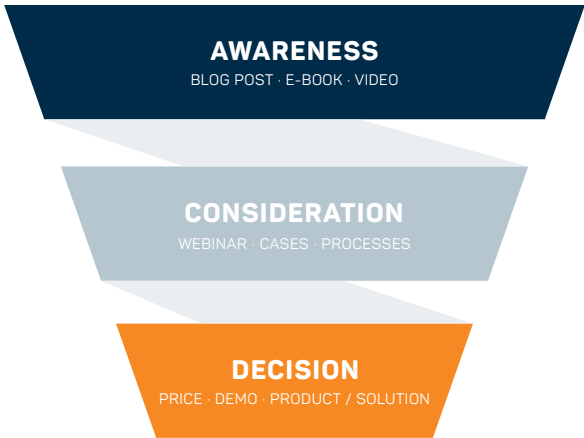
Pedersen

Company name

Eksportfirma

Vi går højt op i at beskytte og respektere dit privatliv, og vi skal bruge disse oplysninger til at levere de produkter og tjenester, du har anmodet om. Vi vil desuden levere dig relevant og værdifuldt indhold via e-mail eller InMail (breve, indsigter, tips og nyheder om B2B marketing), som kan være med til at flytte din forretning. Du kan til enhver tid afmelde dig kommunikation fra Mindmill.

Submit



#2 NUTURE LEADS - MAILFLOW

Once you have permission to send marketing e-mails to a lead, the person will subsequently receive information, which will mature the lead and make it even more interested in your solutions / services.

#3 QUALIFICATION OF LEADS

All incoming leads are tracked in a marketing system where their commitment indicates their buying potential. The lead also gets points for each interaction, they have with you.

Warm leads

A warm lead is a lead that shows interest by, for example:


- Download a product catalog
- Attend a live event
- See a factory tour
- Demonstrate buying interest on website
- Get +20 points



Direct request

A direct inquiry is where a lead itself asks to be contacted, for example by requesting a:

- Free workshop
- Product demo
- ROI calculator
- Free analysis





B2B CASE

STØTEK

The objective

When the pandemic hit in 2020, STØTEK had to rethink their typical sales set-up to ensure constant market processing. Usually, they worked within trade fair sales and classic outreach, but Covid ended that.

The solution

“We’d never worked with the softer values of our product before. By that, I mean that we did not know it would be valuable for potential customers to see how we build the ovens, how our production looks or how to operate it. The cooperation with Mindmill made us realize that, especially during the creative process. We shot videos, produced product guides, and recorded demonstrations of our ovens — all something we

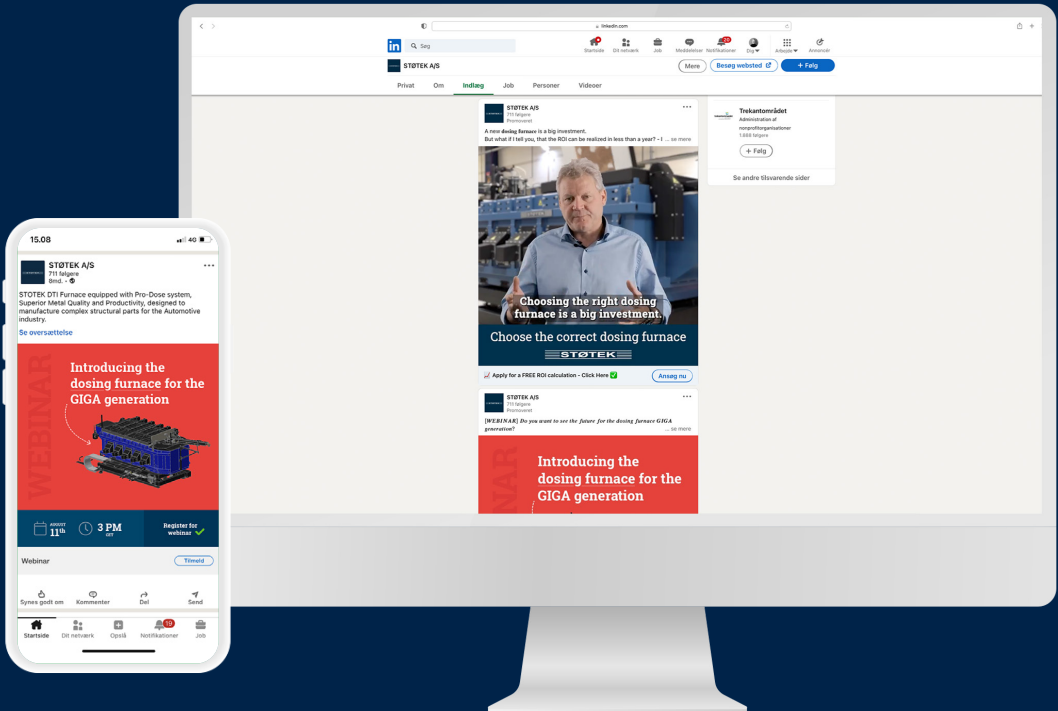
" We had a great untapped potential in several countries, including France and Hungary, which we wanted to take advantage of, Covid or not"

Frank Fallesen, STØTEK
Key Account Manager

needed for our online campaigns to create awareness and demand from the defined target audience.”

The result

“Our new digital campaigns have been running for approximately six months now, and the response has been really good. We have generated 700 leads, of which 35% are qualified sales leads. It’s a hit rate we’re extremely happy with. I’m afraid to think about how many resources, hours and travel costs we would have had to spend if we were to generate all those leads through regular outreach sales.”



B2B CASE

HI-CON



Julie Nayberg Thomsen
Head of Marketing

The objective

“We’re operating in a very conservative industry that isn’t too outgoing, but now we’re changing that. Often, marketing is considered a cost rather than revenue, and we would like to break with this perception. We wanted to show that marketing can contribute to new customers and the company’s growth. But to succeed with our new strategy, we needed extra resources and other competencies than the ones we possessed in-house,” says Julie Nayberg Thomsen, Head of Marketing.

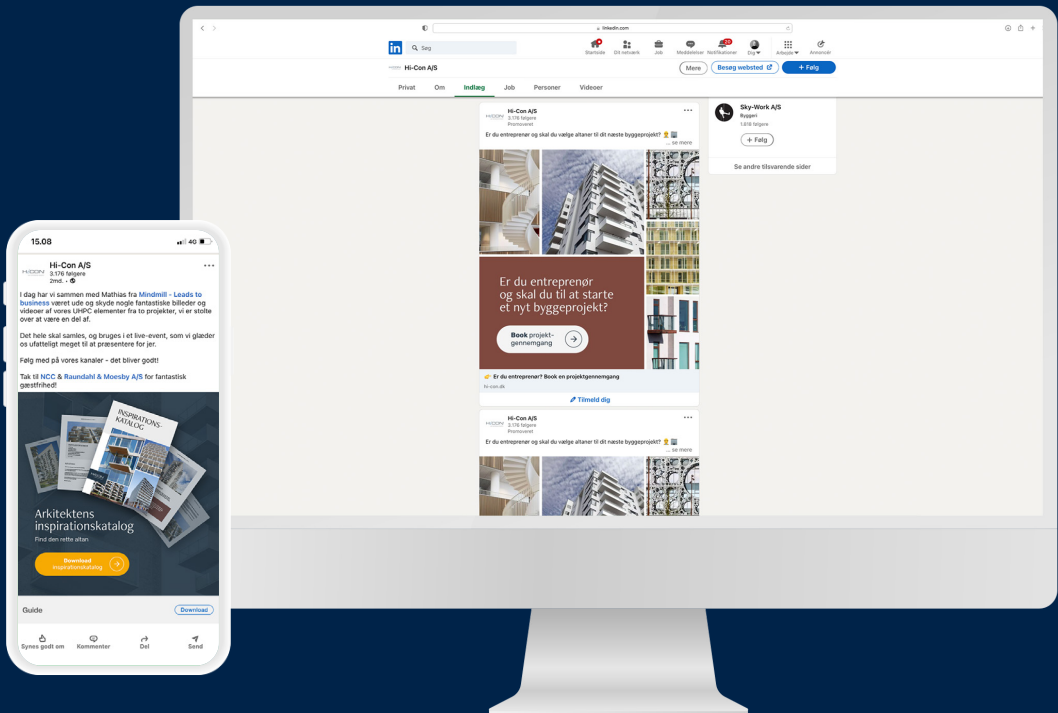
The solution

“For two months, we planned and executed Mindmill’s B2B Marketing Framework with all that entails; campaign material, video shoots, e-mails flow, lead scoring and sales dashboards. We worked closely together on all the

content to ensure that our communication was relevant enough to receive inquiries. We produced guides and inspirational catalogues for download, which generated a lot of leads,” explains Julie.

The result

“We quickly realized that the messages and issues we included in our campaigns on social media resonated with the target group. Leads ticked into our pipeline way faster than we imagined. And even with incredibly low lead prices. It was a win-win for us. Today, we have received 270 leads, of which 63% are qualified leads,” Julie concludes.





B2B CASE

ENERGI DANMARK

The objective

The objective of the campaign was twofold: Energi Danmark's goal was to enable direct contact with relevant companies concerning their new energy trading agreements, and to make their marketing more data-driven and measurable. The target group was primarily C-level employees in financially-focused companies in which the CSR-agenda also plays an increasing role.

The solution

We created a campaign focusing on 3 initiatives to benefit both the bottom line of the company and the environment. This allowed us to engage both CEOs, CFOs and CSR managers alike.

The results

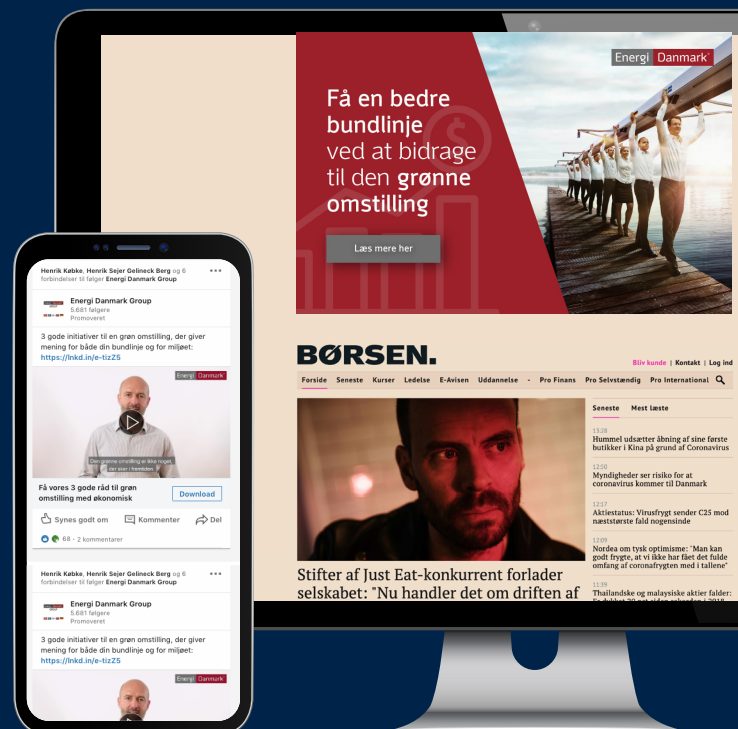
Despite a long sales process, Energi Danmark has already initiated a sales dialogue with several relevant prospects who are considering their new energy agreements. But the most important outcome is that Energi Danmark has embraced the inbound methodology, and they are now rethinking the sales process.

This means they will have a more direct contact with the target group earlier in the decision-making process. At the same time, the marketing activities have become more data-driven and measurable, which means that Energi Danmark has a more accurate overview of performance and ROI.



For us, inbound marketing was a whole new way of working. It has certainly been instructive for both marketing and sales, and we see a growing potential in communicating with and attracting potential customers in this way"

Maria Louise Ry Jørgensen,
Energi Danmark
Marketing Manager



CHAPTER 2

VALUABLE CONTENT THAT CONVERTS

You need to produce relevant, valuable content to make your potential customers share their contact information.

What typically works for B2B companies?

- Customer cases
- References
- Calculators
- Industry reports
- Checklists
- Webinars

SECTION 2.1

KNOW YOUR TARGET AUDIENCE

Once you have defined your target audience, you can target them with relevant content that shows how your product addresses the needs they are facing.

SECTION 2.2

WHAT ARE THEIR BIGGEST CHALLENGES?

Analyze existing data and talk to the sales department about the customers' challenges. When you know their concerns, you know which content to produce.

SECTION 2.3

WHAT ARE THEIR BIGGEST PURCHASE BARRIERS?

Do not be afraid to address topics like price and process. When you respond to the customer's purchase barriers, you are one step closer to closing the deal.



3 TYPES OF CONTENT YOU CANNOT AVOID

SECTION 2.4

VIDEO

Video is an absolute must-have in your marketing toolbox. It is a great tool for both lead generation and lead nurturing. Videos can also be used to foster a relationship between customer and salesperson even before the sales dialogue starts.

Toolpack: Annonce-video

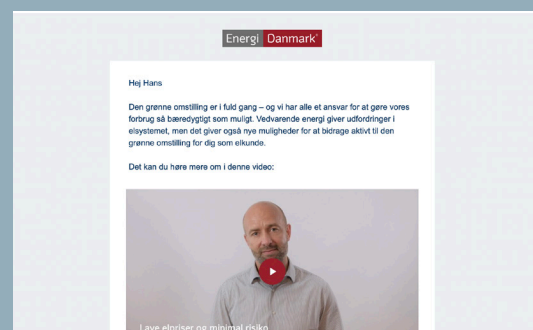


SECTION 2.5

E-MAILS

E-mails are used for continuous lead nurturing and to break down purchase barriers. As a result, the sales dialogue becomes easier because the customer understands the product, and because the salesperson does not have to answer the same questions over and over again.

Energi Danmark: E-mail from Mailflow



SECTION 2.6

PREMIUM CONTENT

Gated content is at the heart of your inbound strategy. With gated content, you can collect your potential customers' e-mail addresses and subsequently nurture your leads by continuously sending relevant content. Gated content can be customer cases, references, calculators, industry reports, checklists, webinars, etc.

Hi-Con: Premium Content



B2B CASE

GATEHOUSE GROUP

The objective

When GateHouse Group approached Mindmill, they had big ambitions of growth. They needed to build a stronger pipeline of qualified leads interested in their solutions. The marketing department was already well-versed in the inbound methodology but needed to systemize their approach, so their marketing efforts became more closely linked with the work in the sales department. Therefore, the goal was to generate leads and convert them to actual sales meetings and new customers.

The solution

As GateHouse Group wanted to increase their reach, we began by addressing the top of the sales funnel, targeting a broad audience working within maritime data. We produced several guides which the target group could download. Afterwards, all the leads were nurtured through a unique e-mail flow where they were sent relevant content and invited to live webinars demonstration GateHouse’s solution.

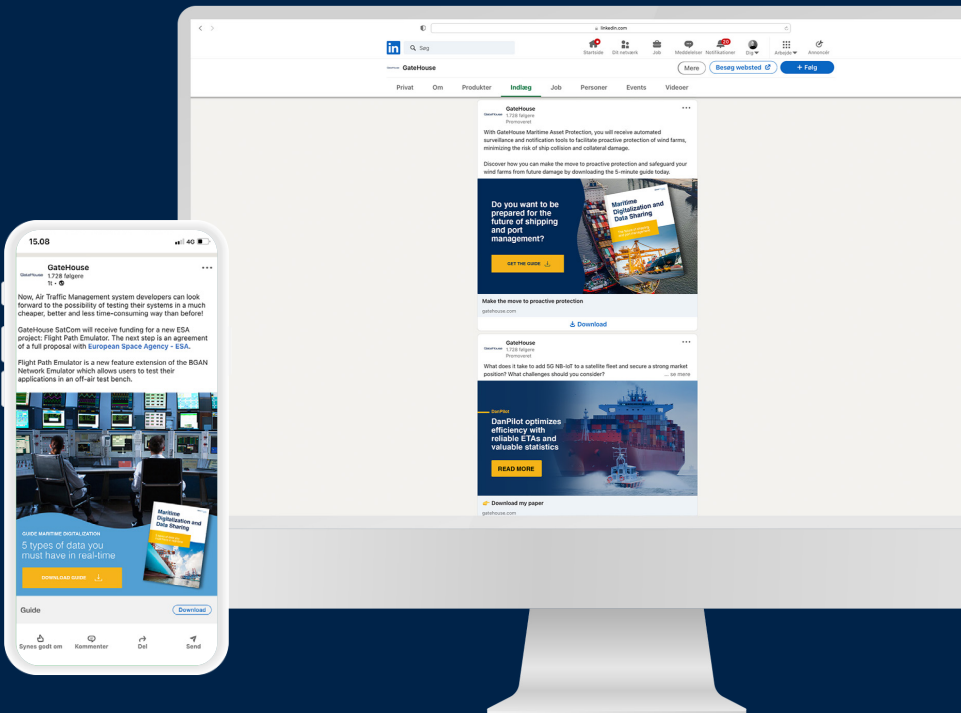


Ulrik Rasmussen
CCO

The result

The collaboration between GateHouse Group and Mindmill resulted in a large volume of high-quality leads. As a result, their pipeline is now filled with warm leads for the sales department to approach.

The next step is to expand and include several different products and different stages of the buying journey.





CHAPTER 3

DATA-DRIVEN LEAD GENERATION

With experience from more than 75 medium-sized and large Danish and international B2B companies, we see that 3 channels, in particular, have the highest performance concerning conversions when the goal is lead generation, sales meetings, and increased sales pipelines.

The best targeting options are:

- Retargeting visitors from your website
- Lookalike audiences – people similar to your customers
- Industry-specific and interest-based targeting



“No more decisions based on gut feelings and guesswork. Decisions should be made based on knowledge and concrete information.

Data is one of your most valuable marketing resources, and with the right information, you can make scalable marketing processes that support sales”

Niklas Seir Nielsen, Mindmill
Head of Client Management

SECTION 3.1
LINKEDIN

Through the unique segmentation options at LinkedIn, you can target campaigns almost 1:1 to your target audience. The platform is therefore essential in the pursuit of quality leads for B2B companies.

SECTION 3.2
FACEBOOK

Facebook is the world’s biggest social media platform, however, its potential is often underestimated by many B2B companies.

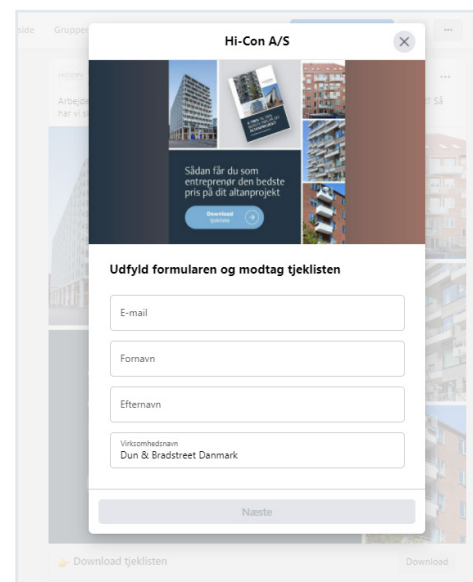
The most important ingredient for success on Facebook is for you to segment your campaigns based on a strong foundation of data.

SECTION 3.3

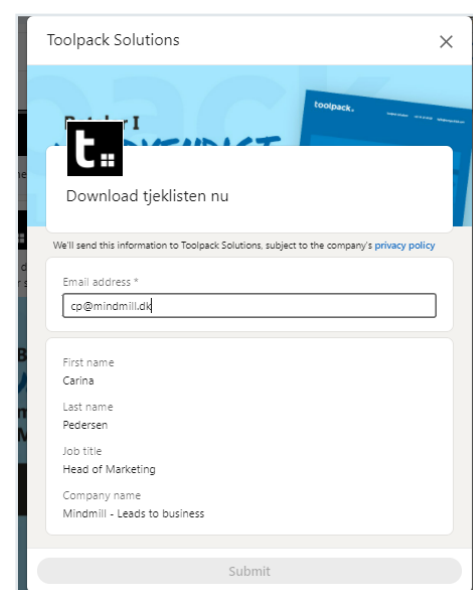
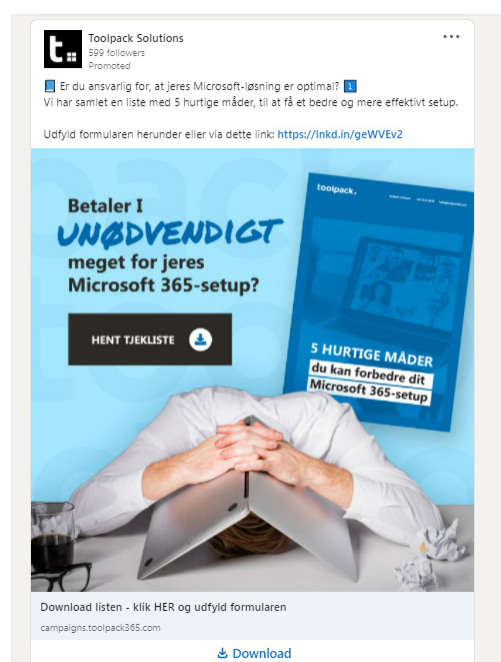
EXECUTE A CROSS-DISCIPLINARY AND TARGETED CAMPAIGN STRATEGY THAT FOCUSES ON LEAD GENERATION

Once you have produced your content, it is time to execute the campaign strategy. For B2B companies, we recommend using LinkedIn, Facebook, and Google Adwords because they have great segmentation possibilities and advertising options. Below, you will find a few examples of campaigns with high-converting rates.

Hi-Con: Facebook Lead Ad example



Toolpack: LinkedIn Lead Ad example





B2B CASE

CABINPLANT

The objective

"Without warning, we had to reinvent our way of working with sales and marketing when international trade fairs were closed due to Covid. After all, we couldn't just pause all marketing activities, so we immediately started thinking of alternative ways with more digital channels. We have previously worked a bit with LinkedIn and generated leads through that, but found the process of creating relevant content and nurturing the leads very challenging," tells Jan.

The solution

Mindmill has helped Cabinplant with brand new marketing materials, new videos and a structured e-mail flow that will educate and nurture all incoming leads. "Our most important goal in collaborating with Mindmill was to

make our brand come to life – we wanted to be on the radar of the right decision-makers. We are much more present and proactive, which strengthens our brand – both short and the long term," explains Jan.

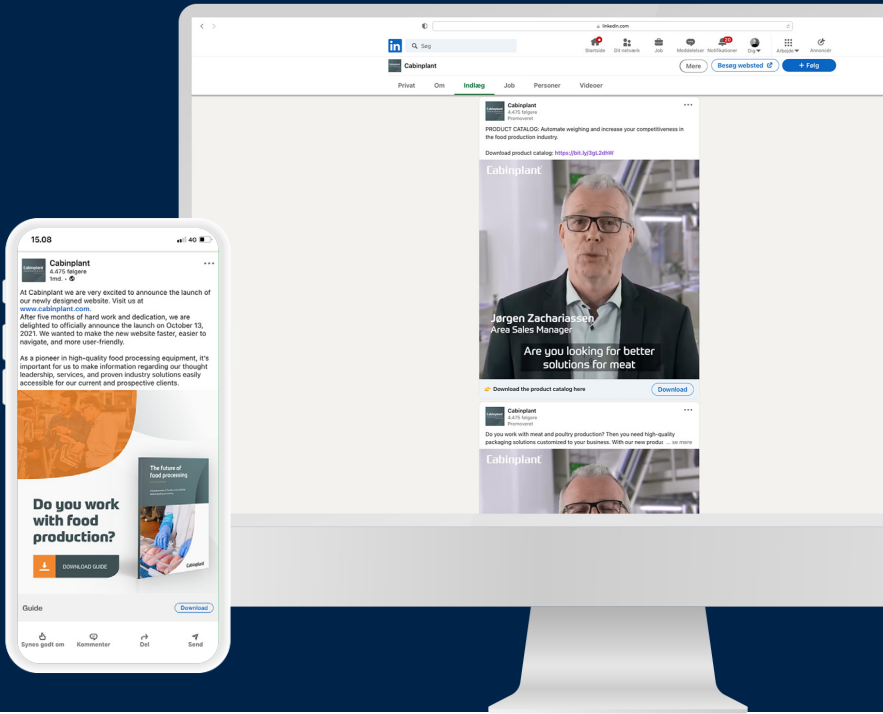
The result

With structured lead management, Cabinplant has created measurable results. In five months, the company has generated 320 leads, of which 75% were relevant. So far, 97 leads are warm, and 23 are ready-to-buy sales leads.



"Our most important goal in collaborating with Mindmill was to make our brand come to life – we wanted to be on the radar of the right decision-makers. We are much more present and proactive, which strengthens our brand – both short and the long term"

Jan Tøffner Andersen
Marketing Manager



PUNKT 3.4

LANDINGPAGE

The purpose of a landing page is to convert visitors into leads. It is important that your landing pages are easy to assess and have short, accurate messages that can be understood quickly by the visitor.

Cabinplant: Landingpage for new web traffic

Cabinplant

AUTOMATE WEIGHING AND INCREASE YOUR COMPETITIVENESS

WITH SPEED, FLEXIBILITY, AND PRECISION YOU CAN OPTIMIZE COST OF PRODUCTION

What's your game plan for transformation?

"The winners within this sector realize that the traditional playbook is becoming outdated... the sector overall, however, is ill-prepared for change; less than one-quarter of executives feel that they have made significant progress in developing a playbook fit for the future."

That's what American management consulting firm McKinsey had to say about the food processing and handling industry in 2018. Today, there's no question changes are coming even faster, so the question your business needs to answer is: what's our game plan?

In this product catalogue, we'll present you with three of our innovative weighing solutions that can help you prepare your plant for the future.

Download our product catalogue

...and see three of our innovative weighing solutions that can help you prepare your plant for the future.

FIRST NAME * LAST NAME *

COMPANY *

WORK E-MAIL *

☐ When submitting the form, you agree to our


Download product catalogue →

Optimum performance throughout the production line

Cabinplant's specialization in creating custom solutions that integrate multihead-weighing with packaging solutions helps our customers achieve new levels of speed, flexibility, and accuracy.


To us, precision equals potential.

The more precise we are, the greater potential we exploit. By being accurate in every step of the process, we ensure optimum performance throughout the production line.




State-of-the-art technology

All Cabinplant solutions are built with state-of-the-art technology, and by investing in these automating systems, you can increase your competitiveness and optimize your cost of production.




Multihead Weigher

Learn more about the Cabinplant Multihead Weigher with screw feeder, a unique and patented solution perfect for handling sticky and wet products.




Reduced give-away and optimized labor costs




See how our Multibatcher can efficiently process complex and demanding tasks.



Efficient in-line marination

Learn how our marinating system reduces spillage and thus the cleaning required after marinating significantly and enables quick and easy change-overs.



Follow us:   

Find Us

Cabinplant A/S
Roesbjergvej 9
DK-5683 Haarby
Denmark
CVR: 76165319

Contact Us

Phone: +45 63 73 20 20
E-mail: cpl@cabinplant.com



Hans Løjborg Appelby, Mindmill
Client Director og Partner

We work with two types of landing pages: a short and a long one.

The short landing pages are effective when your visitors are already familiar with the company - for instance in a re-targeting flow (as seen in the example below), or in e-mails where all you see is a video and a form.

Cabinplant

GUIDE

3 fundamentals of flexible and profitable meat and poultry processing

If you are in the meat and poultry industry, you know how hard it is to keep up with the continual changes in the marketplace for packaged products.

This guide presents three fundamentals for achieving increased competitiveness and higher ROI in meat and poultry processing and packaging.

The future of food processing

The lack of predictability in the current market requires processing businesses to build greater efficiency and flexibility into their operations.

Therefore, companies must have a strong focus on increased innovation to meet the continuously rising demands of flexibility—and new technologies will play a key role in driving optimal productivity and higher efficiency.

The future of packaging and handling processed meat requires forward-thinking solutions that enable you to meet the future demands of flexibility, profitability, and increased competitiveness.

Our guide, “The future of food processing,” presents three fundamentals for achieving increased competitiveness and higher ROI in the processing industry.



GUIDE

The future of food processing

Enjoy this informative guide where we share how new technologies will play a key role in driving optimal productivity and higher efficiency in the future.

FIRST NAME *

LAST NAME *

COMPANY *

WORK E-MAIL *

☐ When submitting the form, you agree to our [Privacy Policy](#) and [Terms of Use](#).

Download the guide →

B2B CASE

TOOLPACK

The objective

The need for Toolpack’s application is big. Still, the challenge is that the target group and the decision-makers, typically the finance managers, are notoriously difficult to target, convert and nurture. This meant that Toolpack’s sellers were short of qualified leads and wasted too much time on cold leads that were either irrelevant or not ready to buy.

The solution

We wanted to create a strong connection between Toolpack’s marketing and sales departments by implementing Mindmill’s thoroughly tested B2B Marketing Framework®. We created a solid inbound marketing strategy with all it entails of premium content, graphics, ads, text, landing pages, automation, dashboards, integrations, etc. We also set up automated email flows to nurture leads until they eventually exhibit buying signals. With intelligent lead scoring and monitoring of their digital behavior, we ensure that salespeople are notified immediately when a lead is ready for further dialogue.

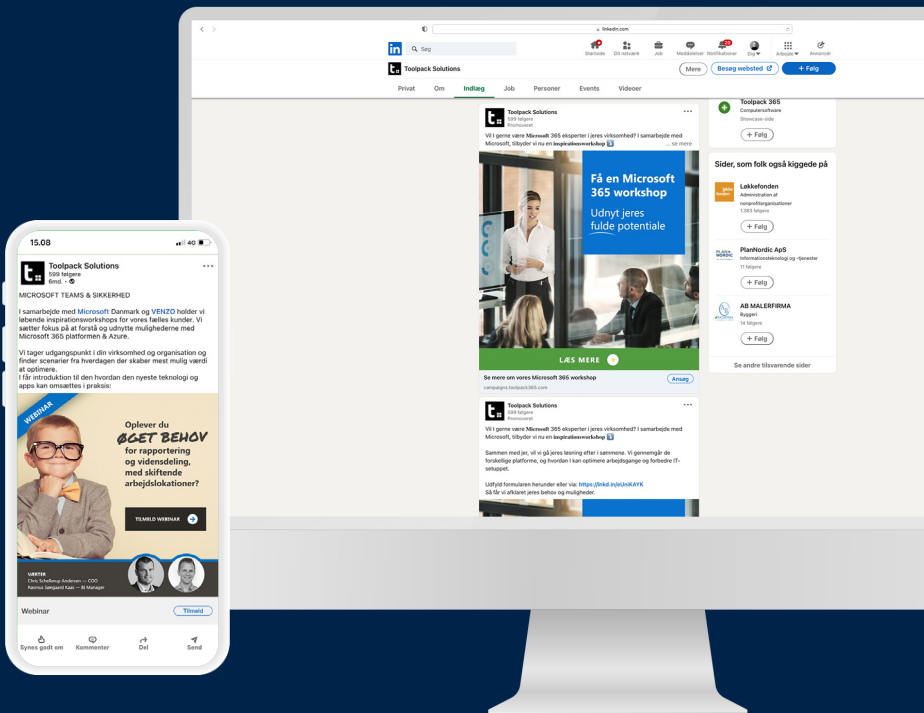


Allan Bjørngaard
CCO

The result

“Now we have an effective setup, which creates coherence between our marketing activities and sales efforts and gives us valuable airtime with management-level finance managers,” says Allan.

Today, Toolpack Solutions has a list of more than 500 qualified leads that they nurture continuously. And we’re working to generate more leads in the big-league that can turn into big sales. A typical deal used to be DKK 50,000, but today we are targeting sales of up to DKK 700,000. In other words, things are going better than ever before for Toolpack Solutions.





CHAPTER 4

MARKETING AUTOMATION

The simple explanation of marketing automation is that you automate the beginning of the sales process.

This means you have to set up a flow that answers the typical questions and purchase objections that the salespeople encounter in the sales dialogue.

That way, the salespeople's preparatory work is automated.

SECTION 4.1

E-MAIL FLOW

Our experience with B2B marketing tells us that we should not be afraid of addressing the real issues. In reality, this means your e-mail flow should function as the preparatory sales process - however, in an automated fashion.

Most often, it is relevant to focus on the following:

- Challenges in the industry
- The USPs in the company
- Cases: Prove that other clients have success using your product/service
- Process: How do clients buy your product/service?
- What profit is created by the purchase?
- Price: One of the strongest means of breaking down barriers to purchase is the willingness to address price estimates.



"By collaborating with Mindmill, we got the setup we wanted, and we can thereby increase the speed of our lead generation, and our salespeople can spend their time more efficiently.

We experience Mindmill as a fast and competent company with nice employees. They have understood our needs and have been extremely flexible in accommodating our way of working"

Søren Vasø Hansen, Intenz

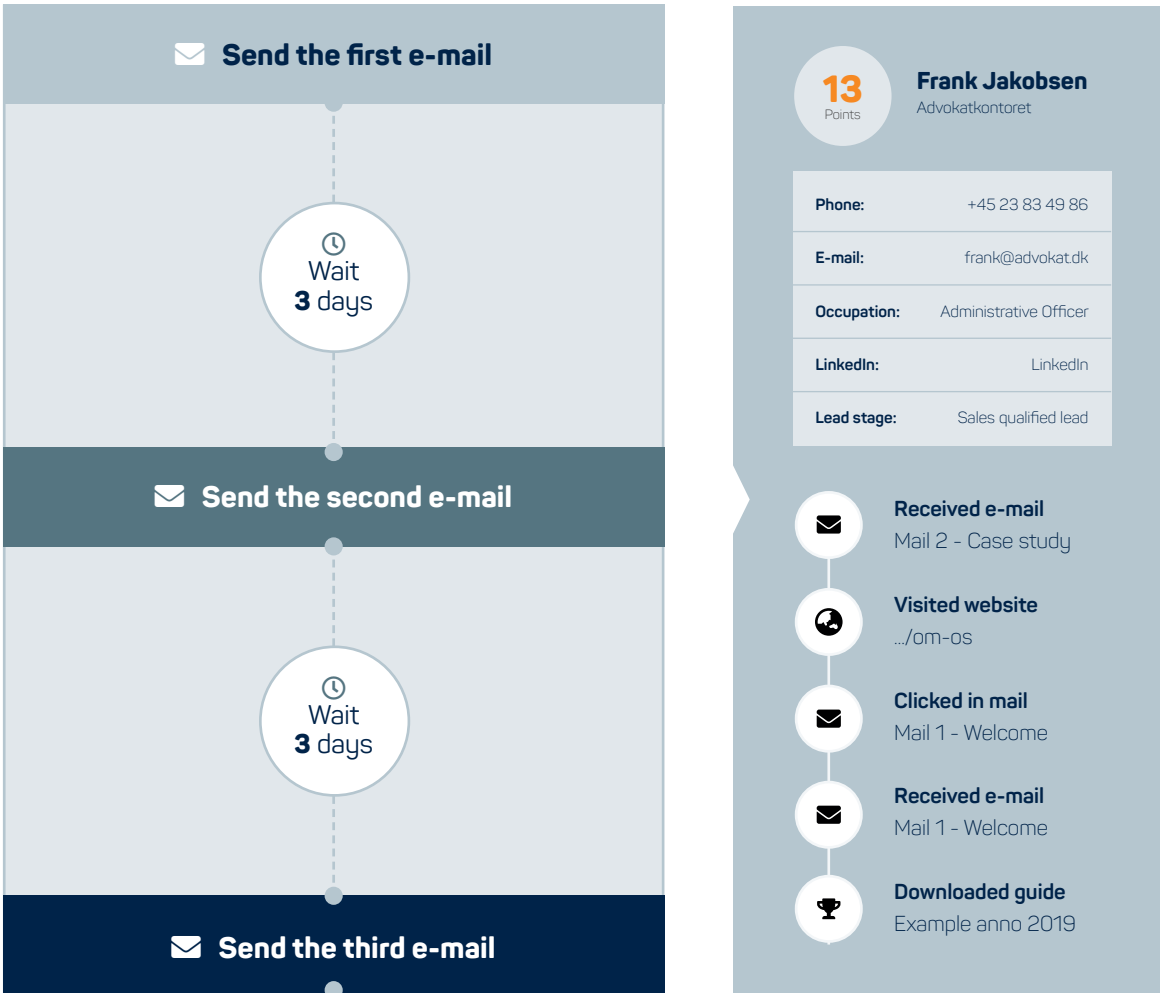
SECTION 4.2

EXAMPLE OF AN E-MAIL FLOW

Below, you find an example of an e-mail flow. The illustration on the left shows an excerpt from an e-mail flow where the sending of each e-mail is automated and defined by a time limit. On the next page, you will see an overview of the activity for a specific lead - what pages the person visited, which e-mails have been received, opened, etc.

For example, Frank Jakobsen has been rated 'Sales qualified lead' because he has a lead score of 13. This means he is ready for a sales dialogue.

In this way, the salespeople in the company can prioritize which leads they should focus on and thereby make the sales process more efficient.





SECTION 4.3

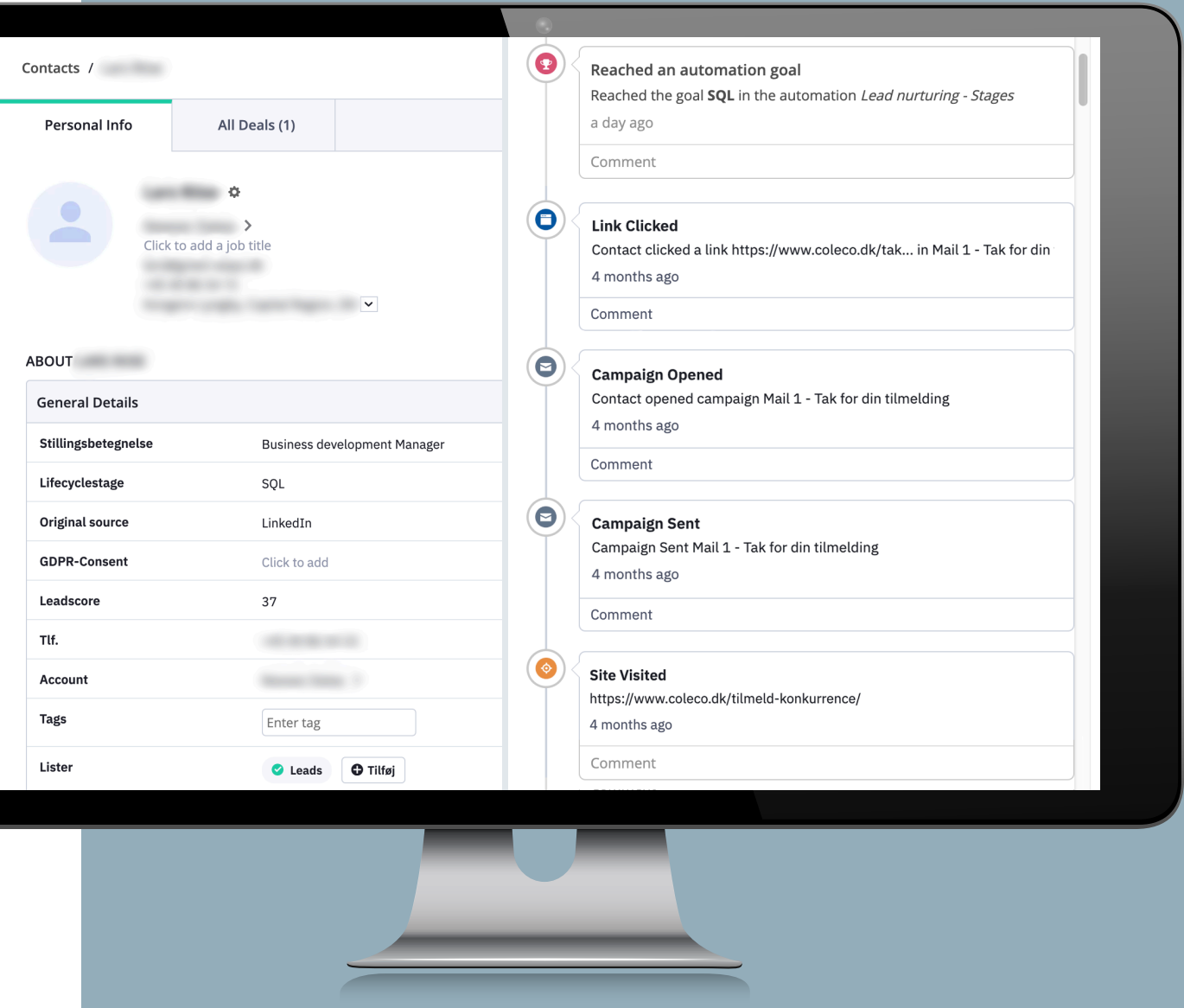
EXAMPLE OF LEAD-STATUS IN ACTICE CAMPAIGN

Below is an example of the sales CRM of ActiveCampaign which is the secret weapon of salespeople.

The CRM system collects all information about the customer, which provides the salesperson with a better overview and streamlines their work. In the CRM, you can monitor the digital footprints of the lead and track his/her behavior and actions giving the salespeople an upper hand in the sales dialogue.

The overview means the salesperson knows which prospects have the highest priority and which ones they will have to wait contacting.

With lead scoring and marketing automation, the beginning of the sales process is automated, and it makes it easier for the salespeople to identify the best prospects.



B2B CASE

CARLO GAVAZZI

The objective

“Back in 2020, Carlo Gavazzi had a clear ambition to grow the business back, but we had to rethink our approach of generating new sales, as corona changed our sales situation significantly. We wanted to be more present online and promote our brand, so our potential customers got their eyes on us and our products. We have previously been quite invisible on the big web, and we wanted to change that,” says Henrik

The solution

We created a B2B Marketing Framework solution for Carlo Gavazzi involving everything it takes to succeed with online lead generation. We built landing pages, campaign material for social media, e-mail flows, video, including a structured sales playbook for lead management.

When a lead downloads a guide or a catalogue, they enter a series of e-mails that ensures the lead is nurtured, after which sales can follow up and start a sales dialogue. All leads are given a score based on their relevance. We optimize and adapt both audience and messaging to target as accurately as possible through ongoing dialogue about the quality of leads.

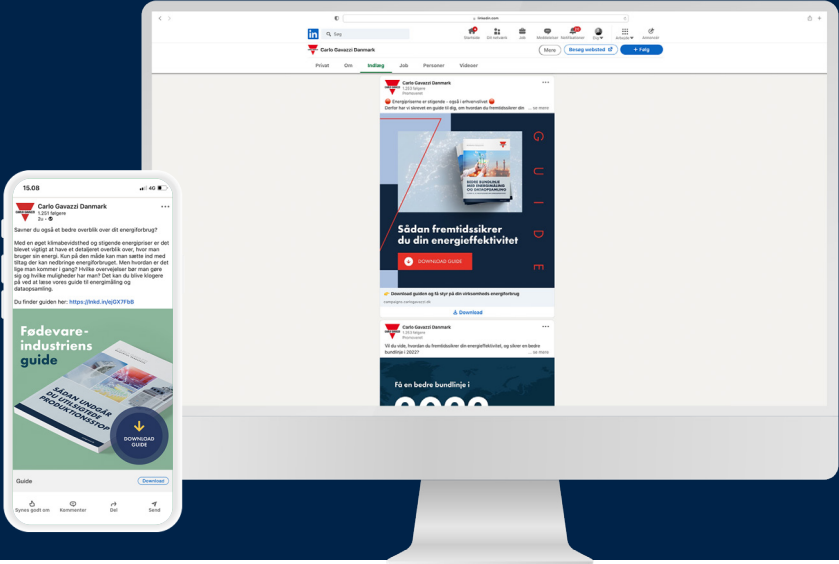
The result

“We’re off to a great start with our new digital marketing and sales approach, and we can already see that the concept is working. We would never have succeeded without having a team of specialists, so it’s safe to say that it is worth the investment to work strategically with inbound marketing.”

So far, Carlo Gavazzi has generated 175 leads, of which 142 are qualified leads, and 61 have become warm leads.



Henrik Lykkegaard
Director of sales and marketing





CHAPTER 5

CRM OR LEAD SHEET

Whether you're using a CRM system or simply just want your prospects in an Excel-tab is all but the same. What matters is that you always prioritize the warmest leads.

Lead sheet

A lead sheet is a simple call list with one tab for each stage of the buyer's journey. Each tab contains prospects with information like name, title, company, e-mail address, phone number, etc. That way, the salespeople always have an updated call list with the most relevant prospects in one group.

Most often, leads are divided into three stages:

- Leads
- Warm Leads
- Direct inquiries

SECTION 5.1

POINT SYSTEM

Lead scoring means you track and monitor your leads' digital footprints after which you score their actions and behaviors. Consequently, your sales team is always up-to-date as to where each lead is in the buying journey and, thus, which leads should be prioritized.

SECTION 5.2

LEAD STAGES

To make it as simple as possible for the sales team to get an overview of the leads of the company, we recommend dividing the leads into different stages. This makes it easier for the salespeople to concentrate and focus on leads that have shown the biggest interest in your product.

B2B sales are complicated, and the customers often have a great need for information. The knowledge collected by monitoring the digital footprints should be applied by the marketing team in order for them to adapt content and messages accordingly. Salespeople can also apply this knowledge when interacting with a prospect to make the sales dialogue as relevant and applicable as possible.

SECTION 5.3

THE POINTS SYSTEM EXEMPLIFIED

Through years of experience, we have built a general lead scoring model for B2B companies. Below you can see 6 selected examples from the model:

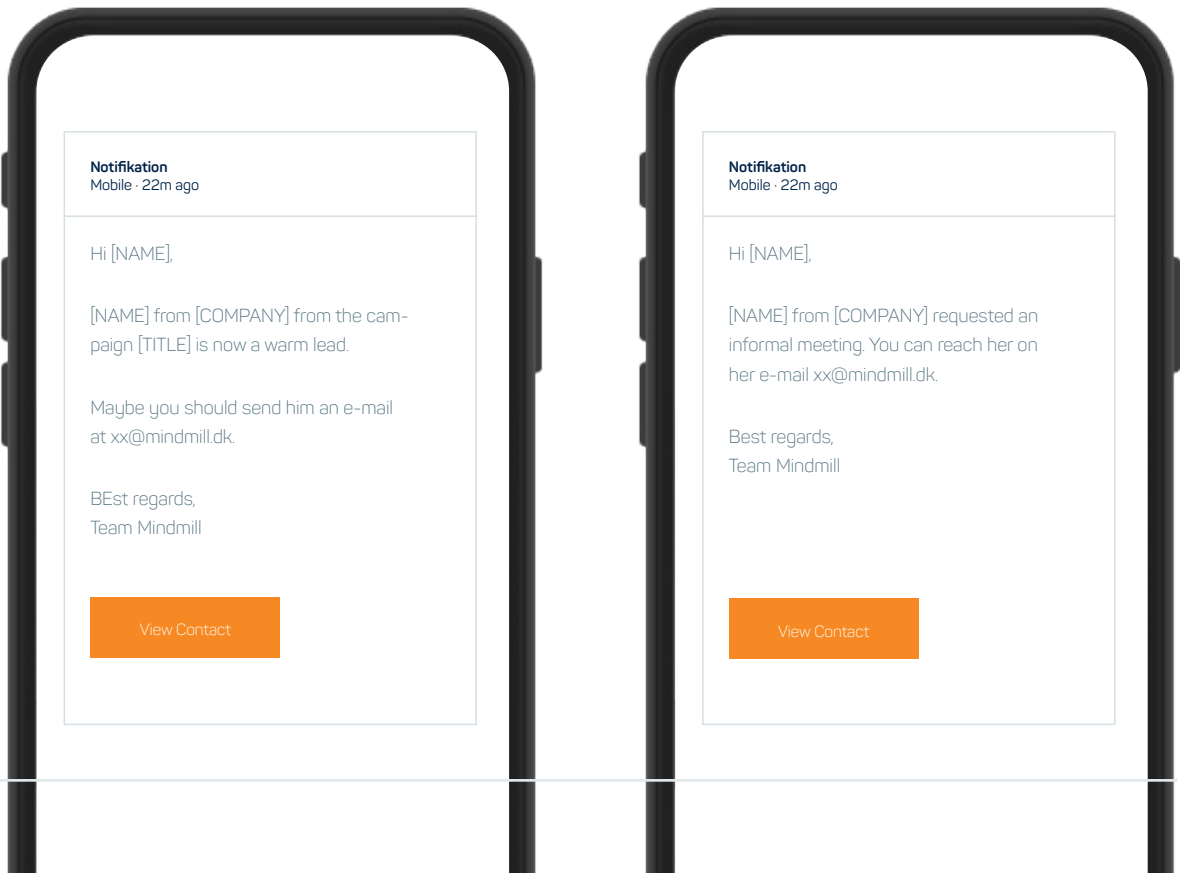
OPENED E-MAIL Lead score +1	CLICKED IN E-MAIL Lead score +1	VISITED WEBSITE Lead score +1
VISITED PRODUCT PAGE Lead score +2	VISITED ABOUT US Lead score +2	VISITED CONTACT PAGE Lead score +5

When a lead attains +20 points, the person is considered a warm lead.

SECTION 5.4

AUTOMATED E-MAILS AND NOTIFICATIONS FOR SALESPeOPLE

When a lead transitions to a warm lead, the salesperson automatically gets a notification or an e-mail about contacting the prospect. As a result, marketing has automatically provided a qualified lead for the sales department.





CHAPTER 6

INBOUND SALES

It is no secret that the way we buy and sell goods and services has changed. B2B buyers are less dependent on salespeople. Instead, they tend to search for information online.

Inbound sales mean adapting your sales process to accommodate the new B2B buyer in terms of needs and preferences.

In other words, selling now happens on the customer's terms.

STAGE 1 • LEADS

When working with lead generation, it is important to understand that leads are not necessarily willing to get in direct contact with a salesperson. Instead, we recommend starting with a 'soft inquiry' such as connecting on LinkedIn with a related, short message.

STAGE 2 • 14 DAYS AFTER SIGN-UP

After having received several e-mails during the last 14 days, your lead has now been informed about your product. If the lead has shown an interest in your content, it is reasonable to make another inquiry - once again, LinkedIn is recommended.

STAGE 3 • WARM LEADS APPROX. 28 DAYS AFTER SIGN-UP

Some people will quickly become warm leads. At this stage, it is no problem to call the prospect. They've become warm leads for at reason, and that reason is a high degree of interest in your content.

STAGE 4 • 35 DAYS AFTER SIGN-UP

ALL relevant leads must be contacted by phone after 35 days - unless otherwise agreed upon with the lead on LinkedIn.

STAGE 5 • WEBINAR AFTER 50 DAYS

We recommend that you already think about what the next step should be to convert as many leads as possible for customers. For example, it might be a webinar about the state of the industry in which you operate.

B2B CASE

STAERMOSE INDUSTRY

The objective

Staermose Industry contacted Mindmill because they wanted more relevant leads for their sales department. They were challenged because their sales process involved too long sales dialogues with cold leads with no buying potential. As a company, they were used to a more classic sales approach focusing on trade fairs. Still, as customers' buying behaviour has changed, Staermose Industry felt compelled to initiate a digital transformation of their sales and marketing.

The solution

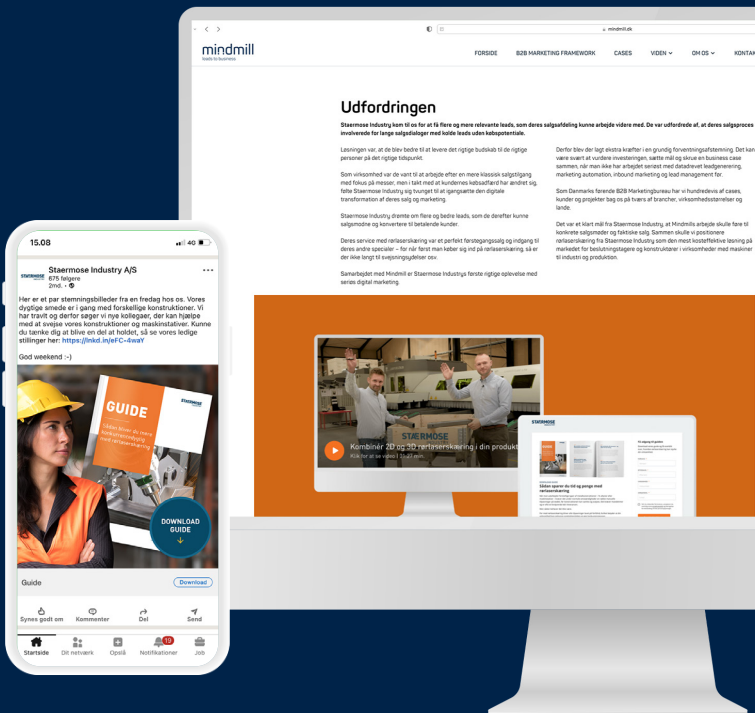
We started the collaboration by creating a solid content strategy, which included a guide that would address the needs and challenges of the target group spot on. With it, we got the lead generation going, and after downloading the guide, all leads entered an automated e-mail flow presenting Staermose Industry's processes, cases, prices, comparisons, reports, etc. We made sure that leads became more and more interested so that they would eventually make contact themselves and request a meeting.



John Stærmose
CEO and owner

The result

Throughout the collaboration, Staermose Industry has secured a pipeline with more relevant leads as week as booking actual sales meetings. In addition, they have broadened their horizons when it comes to marketing, and they have started their digital transformation in sales and marketing. The next step in the journey is to strengthen and expand the marketing engine with more campaign tracks, expanded lead scoring, and more automated e-mail flows to nurture, educate and process leads.





CHAPTER 7

CONCRETE ROI CALCULATION

B2B sales are often complicated and the sales process long. That is often one of the reasons why it is difficult for the companies to measure ROI on their marketing activities.

We have found a formula that creates transparency and which can be used as a joint measurement for both the sales and marketing departments. With Mindmill's B2B Marketing Framework, you will always be able to measure ROI and optimize your efforts accordingly.



"Mindmill is an extremely committed and professional partner that goes the extra mile to secure good results for their clients. Both during the preliminary phase and the actual project and follow-up, Mindmill's employees have been accessible and eager to adapt the campaign in order for us to get the best possible results"

Maria Louise Ry Jørgensen,
Energi Danmark
Marketing Manager

SECTION 6.1

COST PER LEAD

First, you need to know your cost per lead. What is the price for getting the contact information from your target audience using advertising?

COST PER MEETING

How many leads do you need to book a meeting? When you know how many leads it takes to book one meeting, you also know the cost of that meeting.

COST PER QUOTE

How many sales meetings do you conduct before you submit a quote?

COST PER CUSTOMER

What is the conversion rate on your quotes? For example, if you convert 33% of your quotes to sales then you know you need to submit three quotes to get one customer.

That is, 3 x the cost per quote = the cost per customer.

SECTION 7.2

HERE IS A CONCRETE EXAMPLE OF AN EFFECTIVE ROI CALCULATOR

Our B2B ROI calculator is your tool for constant monitoring of your business case. If you need to optimize and develop your sales and marketing strategy, you must do it on a fact-based foundation. Our ROI calculator is an agile and easy-to-use tool. The example below shows a campaign with a budget of 50,000 DKK, which generated 8 customers with a total ROI of 3.100.000 DKK in 9 months.

Advertising budget	50.000 DKK
Price per lead	250 DKK

	Number	Conversion rate (%)
Leads	200	-
MQL	142	71 % of all leads
SQL	62	43 % of all MQLs
Meetings	23	36 % of all SQLs
Customers	8	31 % of all meetings
Monthly price for cooperation	9	50.000 DKK

CLV	450.000 DKK
Total ROI including fee	3.100.000 DKK



B2B CASE

PERFION

The objective

Perfion was already focused on inbound marketing when they came to us. They attracted organic traffic to their website which was sent to a setup with automated sales nurtured mail flows. However, they did not control how many leads they generated, or when they came in. Having a focus on organic traffic, they could not turn up or down their lead generation which is problematic when thinking of timing and coherence in the company as a whole.

The solution

A strategic setup of paid advertising in Denmark, the UK and the Netherlands made Perfion capable of actively up- and downgrading their lead generation with their advertising

//

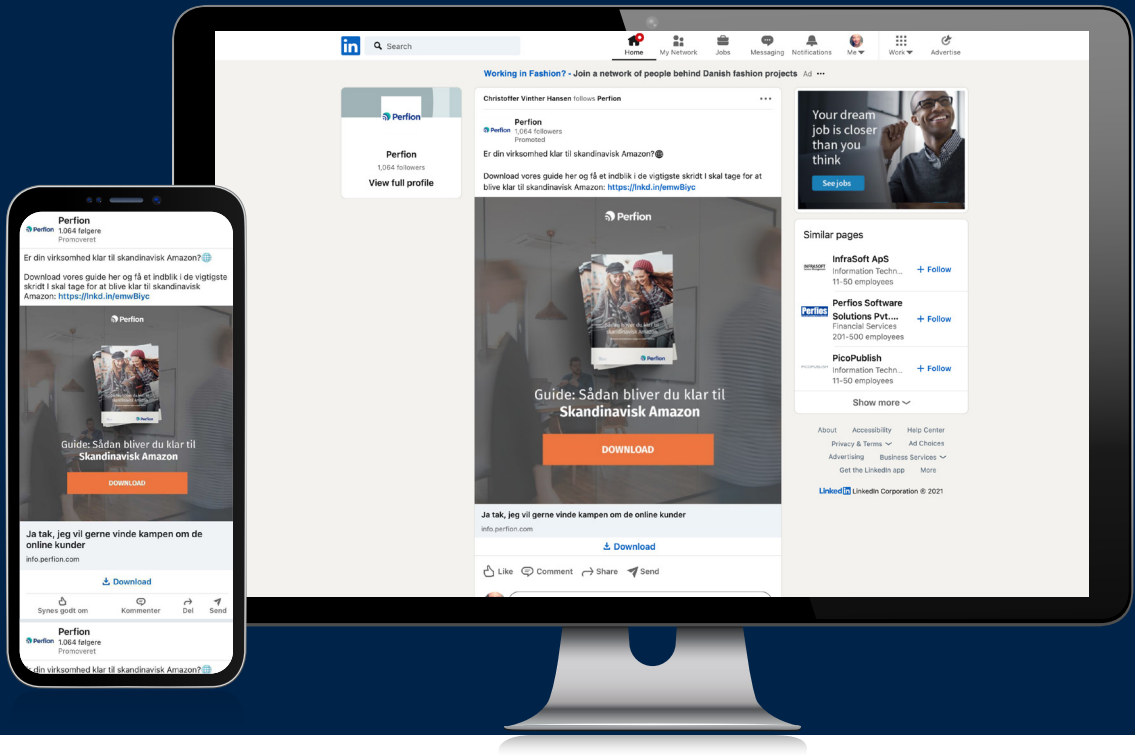
"Our sales department has been noticeably busier since qualified leads continuously come in through our LinkedIn campaigns. In marketing, we now feel secure with regards to the money we invest in online advertising because we receive ongoing follow ups and reports, and the process is continuously responded on and optimized"

Christina Grundmann, Perfion
Head of Marketing

budget. Paid advertising meant that Perfion took control of their own marketing strategy

Resultatet

Alongside Mindmill, Perfion took a big step forward by taking control of their marketing strategy and thereby making them capable of up- and downgrading their lead generation. The marketing effort is constantly ajusted to the capacity of the sales department, which makes a huge difference in the entire organization. Today, we have added more than 300 leads to Perfion's sales funnel, and we continuously expand our strategy and efforts. Our next objective is the international markets which have an enormous potential for a company like Perfion using the correct strategical approach.



B2B CASE

OK

The objective

OK sells digital fuel cards to companies with large fleet of cars, however, they would like more attention from the busy group of leaders within these companies. It is precisely in such cases that inbound marketing and customized advertising have something special to offer.

The solution

OK had extensive data about their target audience due to their well visited website. Therefore, it did not take us long to precisely clarify what type of persons and profiles we should approach. The data from OK about the target audience made us capable of targeting our advertising on both Facebook and LinkedIn extremely precisely to the types of persons and profiles who would

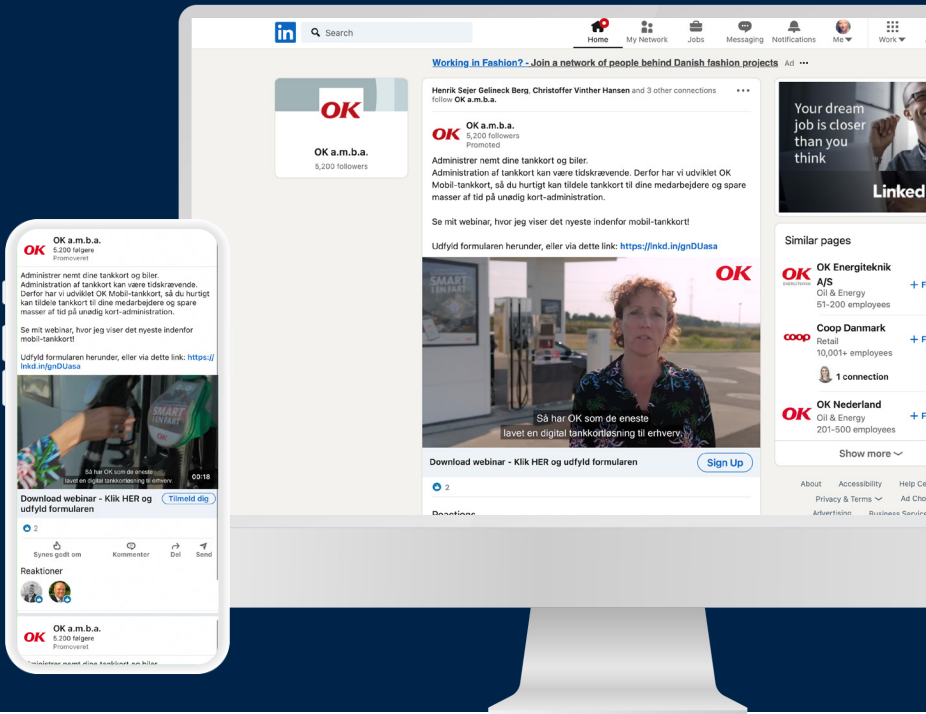
have an interest in the digital fuel cards from OK. Leads, generated through advertising, are automatically sent to a sales generating e-mail flow which strategically moves them through the sales funnel. The salespersons from OK are listed when the leads have shown enough interest.

The result

In two and half months, OK got more than 140 good leads through the campaign. This is a solid foundation for further work on ripening sales and conversion. Today, OK has taken a strong position on the market, and together with a strong connection between sales and marketing, they are in a position to catch the big fish.

“Through the cooperation with Mindmill, we have gained a more holistic perspective of the customer journey from A - Z, and we have gained a lot of new inspiration for optimization along the way. This regards both small and large initiatives such as introducing new content-offerings as alternative entrances to the flow, testing the composition of the target audience and alternating details in texts and images”

Kasper Luk Larsen, OK
Marketing Project Manager





CHAPTER 8

PRICE AND PROCESS

With Mindmill as your strategic partner, your Sales and Marketing departments will be aligned.

Our B2B Marketing Framework® has been thoroughly tested by some of the largest Companies in Denmark, and that is your guarantee for acquiring a strategy that works both short and long term.

SECTION 8.1

PRICE

Monthly price 50.000 DKK

Ad spend per month

Recommended budget 15.000 - 40.000 DKK

Software

Zapier *From 350 DKK per month

ActiveCampaign *From 450 DKK per month

Lead Management From 3000 DKK per month

*Depends on usage and number of contacts

PROCESS

We have tailored and refined a process that enables us to prepare and implement your inbound strategy in 2 months. After the implementation phase, we begin an execution process where we handle all the digital channels. That means, you get a dedicated team of B2B specialists ensuring high-quality and sales-relevant leads and thereby increased profitability.

When our framework is implemented, we collaborate on ongoing development, optimization and new implementations of your new sales and marketing setup to ensure that you constantly receive customer inquiries online.

In our monthly cooperation agreement, you get

- A long-term business partner within digital marketing and sales with experience from more than 300 B2B companies
- Interim employment of 7 marketing specialists, each with their own core competencies
- A complete data-driven lead generation setup that provides you with relevant leads and customer meetings
- Continuous development and optimization of strategies and initiatives
- Digital sales development and cultural change, which strengthens the commercial strategy

SECTION 8.2

WHAT IS INCLUDED IN OUR B2B MARKETING FRAMEWORK®

Our framework is a complete package deal, and it includes everything you need to get started. We spend the first few months developing the strategy and producing content, videos, ads and more. Afterwards, we begin executing the strategy and creating results in close collaboration with you. It is our responsibility to make this a success.

KICK-OFF WORKSHOP

2-4 hours

STRATEGY FOR SALES AND MARKETING

including campaign, objective, target audience, sales strategy, etc.

DETAILED PLAN

regarding content, channels, ads, budgets, tools, etc.

CONTENT PRODUCTION

- Videos
- Emails
- Premium content

DESIGN, DEVELOPMENT AND LAUNCH OF CAMPAIGN SITES

CONFIGURATION OF MARKETING AUTOMATION AND E-MAILS

- Implementation of lead scoring and sales funnel
- Lead mapping of website

CONFIGURATION AND OPTIMIZATION OF CAMPAIGNS ACROSS

- LinkedIn
- Facebook
- Google Ads

AD CREATIVES FOR ALL CHANNELS

LEAD SHEET FOR THE SALES ORGANIZATION

- Mini-CRM
- Integration of existing CRM

SALES FEEDBACK AND 3 PROGRESS MEETINGS

with sales and marketing

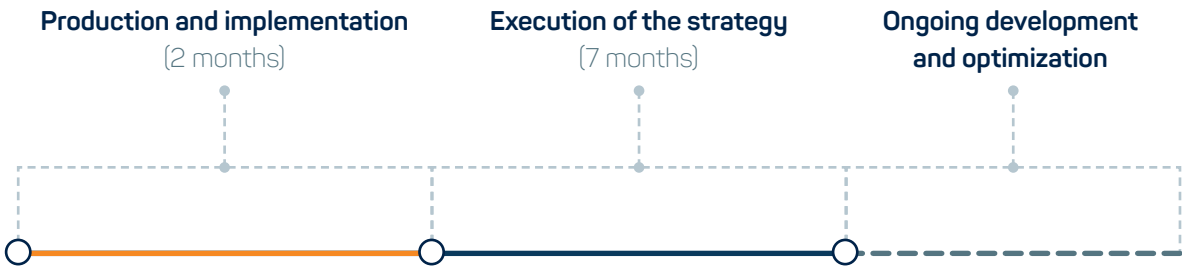
ONGOING REPORTS

on performance and feedback on optimization opportunities

PROJECT MANAGEMENT AND COORDINATION

TRACKING AND CONTINUOUS OPTIMIZATION

concerning the agreed goals and objectives



CONTACT US
BELOW

THANK YOU
FOR READING

**IF YOU WANT TO KNOW
MORE, YOU ARE MORE
THAN WELCOME TO
CONTACT ↓**

mindmill

+45 70 77 74 44 · info@mindmill.dk