

A QUICK WORD ABOUT DCI

57
YEARS
SPECIALIZING

IN
ECONOMIC
DEVELOPMENT
.....&.....
TOURISM
MARKETING

450+
REPRESENTED

CITIES
STATES
REGIONS
& COUNTRIES

4 OFFICES

NEW YORK, DENVER,
LOS ANGELES & TORONTO

60
MARKETERS



**[A PASSION
FOR PLACES]**

An aerial photograph of a city skyline at sunset. The sky is filled with orange and yellow clouds. In the foreground, a large white box with a black border contains a large yellow number '1' and the text 'SEGMENTING YOUR WAY TO SUCCESS'. The city features several tall buildings, including a prominent one with 'WELLS FARGO' on its facade. A street with cars and a tram is visible in the lower right.

1

SEGMENTING YOUR WAY TO SUCCESS

SEGMENTATION OPTIONS

Type

1. Internal Stakeholders
2. New Business Prospects
3. BRE
4. SSCs

Industry

1. Life Sciences
2. Aerospace
3. Food & Beverage
4. Logistics

Function

1. Back Office
2. Manufacturing
3. IT
4. R&D

Other Options

By Region | By Executive Function | SME v. MNC

SEGMENTATION ALLOWS FOR...

1

On-point messaging to your target audience

2

A chance to break through the noise with something more relevant than your competition

3

Increased credibility in the eyes of decision-makers

4

A better chance at converting prospects to leads

A TOOL TO EXPLORE



Campaign Monitor

- **Robust segmentation options, from basic and advanced**
- **Exceptional geotargeting functionality**
- **More simplistic marketing automation solution; certain actions trigger certain reactions**
- **Segmentation available based on behavior, GA data**

A landscape photograph featuring a vast, bright yellow field in the foreground. A single, dark green tree stands in the middle ground on the left side. The background is a clear blue sky with large, white, fluffy clouds. A semi-transparent dark grey rectangle with a white border is positioned in the center of the image, containing the text.

2

**DESIGN-RICH V.
TEXT EMAILS**

A MARKETO EXPERIMENT



Over 5 different email drops, they found text-only emails had:

- **Roughly the same open rate as HTML emails**
- **11% higher click-to-open rates**
- **8% higher click-through rates**

A recent text-based DCI email recently received 8 click-throughs (3%) “by accident,” with nothing more than a website listed in our signature

A TOOL TO EXPLORE

toutapp

The screenshot displays the toutapp interface with several overlapping panels:

- Command Center:** A top navigation bar with tabs for People, Templates, Campaigns, Analytics, and Sales Best. It includes icons for Compose, Call, Alerts, Live Feed, and Gong.
- Calgary:** A section on the left with a search bar and a table of templates.
- Financial Services HR:** A panel showing campaign details, including a template, analytics, and a list of emails.
- Considering Expansion With:** A panel showing a list of contacts and their email status.
- Last Used:** A panel showing a list of contacts and their email status.
- In the last 60 days your emails had a 20% view rate.** A text overlay on the right side of the interface.
- 0%:** A circular progress indicator on the right side of the interface.
- 255 views 69 clicks:** A circular progress indicator on the right side of the interface.
- Most Engaging Emails:** A table showing the top performing emails.

Template	Emails Sent	Team View Rate
Financial Services HR	0	0%
Renewable Energy	0	0%
Financial Services CFO-	0	0%

Name	Address	Campaign	# Events	Date Sent	Email Status	Quick Actions
Keith Sherman	ksherman@ghafari.com		9	Sep 12 10:37 AM	Viewed > Clicked > Success	Call ✓ Successful Archive Create Task
Jeff Smolinski	jeff.smolinski@entrustdatacard.com		6	Sep 12 10:37 AM	Viewed > Clicked > Success	Call ✓ Successful Archive Create Task
David Gryska	dgryska@incyte.com		6	Sep 12 10:37 AM	Viewed > Clicked > Success	Call ✓ Successful Archive Create Task
Tim Moss	tim.moss@syniverse.com		5	Sep 12 10:37 AM	Viewed > Clicked > Success	Call ✓ Successful Archive Create Task
Todd Wilkinson	todd.wilkinson@entrustdatacard.com		5	Sep 12 10:37 AM	Viewed > Clicked > Success	Call ✓ Successful Archive Create Task
Bob Reich	bob.reich@syniverse.com		4	Sep 12 10:37 AM	Viewed > Clicked > Success	Call ✓ Successful Archive Create Task
Paula Swain	pswain@incyte.com		4	Sep 12 10:37 AM	Viewed > Clicked > Success	Call ✓ Successful Archive Create Task
Tim Guttman	tguttman@amerisourcebergen.com		4	Sep 12 10:37 AM	Viewed > Clicked > Success	Call ✓ Successful Archive Create Task
Humphrey Chan	hchan@digitalriver.com		3	Sep 12 10:37 AM	Viewed > Clicked > Success	Call ✓ Successful Archive Create Task
Kurt Ishaug	kurt.ishaug@entrustdatacard.com		3	Sep 12 10:37 AM	Viewed > Clicked > Success	Call ✓ Successful Archive Create Task
Spencer Chiu	spencer.chiu@merrillcorp.com		3	Sep 12 10:37 AM	Viewed > Clicked > Success	Call ✓ Successful Archive Create Task
Brett Williams	brett.williams@essenbio.com		2	Sep 12 10:37 AM	Viewed > Clicked > Success	Call ✓ Successful Archive Create Task
Christian Cooley	ccooley@kirkland.com		1	Sep 12 10:37 AM	Viewed > Clicked > Success	Call ✓ Successful Archive Create Task
Dave Russo	dave.russo@blackbox.com		1	Sep 12 10:37 AM	Viewed > Clicked > Success	Call ✓ Successful Archive Create Task
Michael Richard	mrichard@hummelcroton.com		1	Sep 12 10:37 AM	Viewed > Clicked > Success	Call ✓ Successful Archive Create Task
John Conway	john.conway@crowncork.com		1	Sep 12 10:37 AM	Viewed > Clicked > Success	Call ✓ Successful Archive Create Task
Ali Solaksubasi	asolaksubasi@ghafari.com		1	Sep 12 10:37 AM	Viewed > Clicked > Success	Call ✓ Successful Archive Create Task
Tyrone Jordan	jordan.t@durauto.com		1	Sep 12 10:37 AM	Viewed > Clicked > Success	Call ✓ Successful Archive Create Task

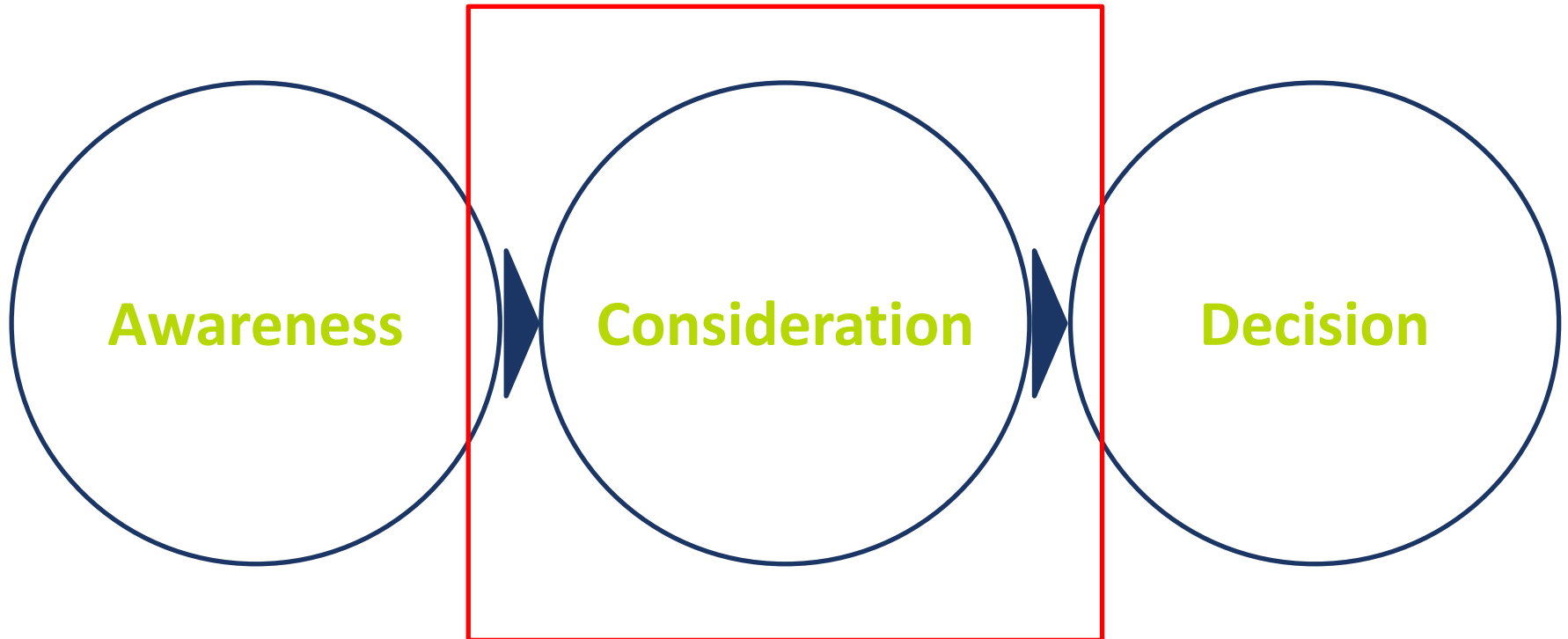
Events	19	4	
Labor-Rich Back Office Location for Aet...	23	83%	17%
Associates Thinking Expansion in Asi...	9	88%	11%

A photograph of a large industrial manufacturing facility. In the foreground, three workers are visible: a man in a grey t-shirt, a woman in a blue sleeveless top, and another person partially obscured. They are standing on a grey corrugated metal floor. In the background, there are various pieces of industrial machinery, including robotic arms and conveyor systems. The scene is brightly lit with overhead industrial lights.

3

WHO IS
“RAISING THEIR
HANDS”?

THE BUYER JOURNEY



FINDING THOSE IN “CONSIDERATION” STAGE



Clickpath	Company	Contacts
Sep 21, 2017 (46.183.103.8) - Aachen, Nordrhein-westfalen, Germany (6 Page Views)		
Source: Type-in Traffic (New clickpath started) Sep 21st, 2017 (5:55am)		
1.	/demographics	01:15
2.	/industries/aerospace	01:23
3.	/demographics	00:10
4.	/industries/high-tech-systems	03:43
5.	/success-stories/francois-marine-services	00:20
6.	/success-stories/zener-maritime	---
(Total Visit Duration - hh:mm:ss) 00:06:51		



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IS SEARCH ENGINE MARKETING LEAD GENERATION?



1

64% of decision-makers used the Internet often in their latest search

2

65% of decision-makers are likely to visit an EDOs website in their next search

WHY PAID SEARCH?

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[Workforce](#)

[Why Charles County?](#)

- **Highest conversion rates of any digital promotion we've seen**
- **A smart keyword strategy capitalizes on company intent—be where they are when they need it**
- **The gift that keeps on giving**

An aerial photograph of Chicago, showing the dense downtown skyline with numerous skyscrapers, including the Willis Tower. The city is surrounded by green parks and the blue waters of Lake Michigan. A large, semi-circular park area is visible in the foreground, with a bridge crossing a body of water. A white-bordered box is superimposed over the center of the image, containing the text.

4

REMEMBER:
THE END GOAL
IS *THE* GOAL

CLICKS V. CONVERSIONS

Tracking Clicks

1. Good to initially assess viability of approach
2. More of an awareness metric
3. Nearly half of display clicks are accidental

Tracking Conversions

1. A lead metric—inquiries, downloads
2. Answers “Is your content working?” “Are people finding us?” “Do they care?”
3. Bottom line driven



Holland Drives 550+ Conversions from Digital Ads

- Conversions = request a meeting, phone/email hyperlink, downloadable investment resource
- Accounted for **50%+ of North American traffic** and **20% globally**.
- “Industry” pageviews **increased 147%** from previous year.
- **CTR** for Search campaigns: **1.89%**.

A modern, multi-story apartment building with a white, geometric, lattice-like frame in the foreground. The building has many balconies with white railings and large windows. The sky is blue with some clouds. In the background, other city buildings are visible.

5

TO USE OR NOT
TO USE?
WEBFORMS

CONTACT FORMS

**“If you make me fill out a form
to contact you, I’m moving on.”**

***--said every SSC at multiple
conferences in the last three years***

TO USE OR NOT TO USE, THAT IS THE QUESTION...

When Not to Use

1. Contact information
2. Investment resource or industry downloads
3. Email landing pages
4. Most external-oriented marketing information

When to Use

1. “Request a Meeting” Button
2. Stakeholder downloads or events
3. Special event invitations*

**Keep forms minimal*

A MIDDLE GROUND

GET IN TOUCH

SF

NFIA San Francisco

One Montgomery Tower
120 Kearny Street, Suite 3100
San Francisco, CA 94108

Choose a Different Location

Select an Office ▾



Jasper Smit

Director
NFIA San Francisco
jasper@nfia.com
+1 (415) 291-2060

LinkedIn

VCF



Highcharts © Natural Earth

Request a Meeting

Sign Up for Our E-Newsletter

A QUICK SUMMARY: 5 TIPS

- 1. Segmenting communications (and your CRM) results in the best engagement and results**
- 2. Design-rich emails look nice; text-based performs better**
- 3. Seek out ways to find companies “raising their hand” through digital strategies**
- 4. Define what a conversion means to you, and track it**
- 5. Forms serve a purpose, but not always for lead gen**