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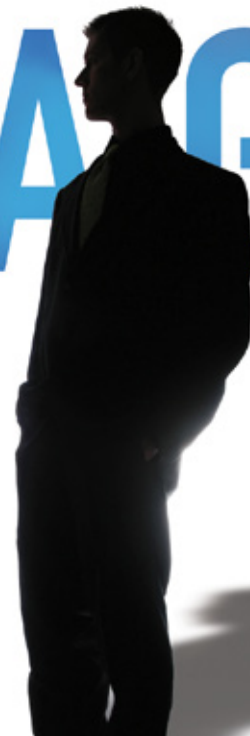
# DIGITAL



# LANGUAGE

Deciphering Customer Intentions in an Online World

Excerpt: **Chapter 4**  
**The Profile of the New Buyer**



## DIGITAL BODY LANGUAGE

by Steven Woods

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144 Diablo Ranch Ct.  
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[orders@newyearpublishing.com](mailto:orders@newyearpublishing.com)

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# CHAPTER



## The Profile of the New Buyer

**T**HE FIRST STEP IN RE-ORIENTING ONE'S THINKING ABOUT A BUYER'S DIGITAL BODY LANGUAGE IS OBSERVATION. Without the ability to view and aggregate the telltale signs of digital body language, no marketer can use those signs to tailor their marketing messages and approaches. The marketer must understand the buyer along five key dimensions to leverage digital body language most effectively. They correspond to the key questions about a potential buyer that any sales professional would want to evaluate before initiating a sales cycle.

- How ready to buy is this person?
- What role does this person play compared to his colleagues?
- How interested is this person?
- What type of message best resonates with this person?
- What information on this person would be useful to obtain?

To understand the people they were selling to, professional salespeople found the answers to these key questions by observing the buyer's body language as they interacted. By observing that body language over time, the salesperson could subsequently guide the sales process.

Today, that challenge falls to the marketer, who must answer a similar set of questions solely by observing the buyer's digital body language, which can be discerned through four key elements:

- **Buyer's Stage**—At what stage of the buying process is the buyer? Are they just gaining awareness of leading solutions? Are they discovering options? Are they validating whether the solution is a viable option for them?

- ➔ **Buyer's Role—Who is the prospective buyer?** What role does he play in the buying group—technical evaluation, user representative, economic buyer? Is he a potentially strong advocate who can coach you internally? Is he looking for reasons to object or simply not interested?
- ➔ **Interest Level—How interested is the buyer?** Is the interest a transient phenomenon, or has he been interested for a long period of time? What are the hot buttons or sensitive issues?
- ➔ **Communication Preferences—How does this buyer find his information?** What types and styles of communication does he respond to? How frequently can you communicate with him without offending him?

Like a salesperson who is innately (perhaps even subconsciously) tuned into a buyer's physical body language, a marketer who can create a profile using a buyer's digital body language—a profile that provides consistent, predictive insight into buying intentions—is significantly more aware of the buyer's likelihood to take any particular action in the buying process. The challenge of marketing in this environment is to understand how to view and leverage the buyer's digital body language and optimize marketing efforts to each prospect.

#### GET STARTED NOW

##### WEB SITES AND MEANINGFUL URLS

The easiest way to work with a Web site's insight into digital body language is through the use of meaningful URLs. Avoid storing multiple distinct information assets on one page or using incomprehensible strings as URLs. Instead, achieve the highest level of insight into the prospect's interests based solely on their path through your Web site. You can configure your site in this manner using popular content management systems.

## UNDERSTANDING THE BUYER'S STAGE



To gain a clear understanding of what stage the prospective buyer is at, it helps to roughly categorize each prospect into one of three stages. By observing the buyer's interactions, we can make educated assumptions about how to categorize any potential buyer.

### Awareness

The hallmarks of a buyer in the awareness phase are research and education. To group prospective buyers into this phase, marketers need insight into the specific and unique interactions that prospective buyers undertake to self-educate themselves on the market.

It might be nice if the operators of rich sources of information about what buyers are interested in—such as industry news sites and newsletters—would share their data with marketers. However, they are, understandably, quite hesitant to do so.





However, those sources can still yield useful digital body language in one meaningful way: the referred visitor. Web sites can detect what previous site referred the visitor to it through a link. This information starts to provide a very interesting picture of the prospective buyer.

Action	Details
	Referral from <a href="http://www.marketingsherpa.com">www.marketingsherpa.com</a>
	<a href="http://www.acme.com/SalesAlignment">www.acme.com/SalesAlignment</a>
	<a href="http://www.acme.com/CaseStudies">www.acme.com/CaseStudies</a>
	Download Form: Case Studies

**Figure 1:** Digital body language showing a prospect being referred from an industry site.

As you can see in Figure 1 on page 6, this visitor was referred to the Acme Web site by clicking on a Marketing Sherpa article about sales alignment. Clearly, this prospective buyer is exploring topics of interest around marketing, and educating himself on ideas and concepts.

By carefully watching inbound referrals from relevant information sources, we can accumulate a valuable source of insight for marketers looking to understand their buyers' digital body language.

Action	Details
	Referral from <a href="http://www.youtube.com/ViralVideo">www.youtube.com/ViralVideo</a>
	<a href="http://www.acme.com/ViralLandingPage">www.acme.com/ViralLandingPage</a>
	Download Form: Trial Download
	Email Open: Thanks for Registering

**Figure 2:** Digital body language of a viral marketing campaign on YouTube leading to a trial download.

Awareness can also be more explicitly and proactively promoted, often in ways that exploit the creativity of today's best marketers. A viral marketing campaign, for example, is a great way to generate awareness by blending a (usually) humorous message with a smaller message to build marketing awareness about the organization's solution.

To derive the greatest possible insight that a viral campaign can provide, it should be structured to drive interested recipients to take action that is visible and measurable by the sponsoring marketer. However, burdensome processes, such as filling out a form, can stifle the spread of the viral campaign. With Web analytics, however, we can leverage a more passive way to understand the digital body language of buyers who have learned about the solution through the viral campaign.

**GET STARTED NOW****WEB SITE HOT SPOTS**

Most Web site designs feature areas that provide an extra level of insight into buyer behavior—such as sections with case studies or detailed product specifications. Make sure you can view this traffic by area, rather than by individual page. Tagging these pages with “meta” meaning will show you when a visitor views five case study pages and seven product pages—rather than 12 unique pages. This aggregation is immensely helpful in revealing a visitor’s digital body language.

Perhaps the best way to measure the impact of a viral campaign is to create a purpose-built microsite that is specific to that campaign. Any traffic that hits the microsite is directly caused by the viral campaign. Those microsite visitors are showing the digital body language of a prospect at the awareness phase of their buying process.

At the awareness phase, it may not be possible to capture individual names and contact information of prospective buyers—and that’s a mental hurdle for traditional marketers. However, as you begin to build active profiles, understanding which companies they are arriving from (via the referred visitor data) is a critical first step, especially in complex B2B sales environments.

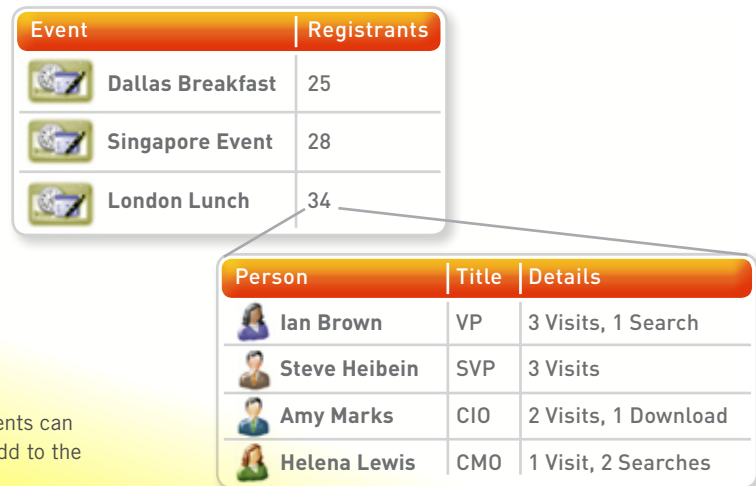
Today’s Web analytics are generally able to provide insight on which companies are visiting the microsite. If this is driven by a viral campaign promoting awareness, it indicates that an individual at that company is in this phase of their buying process.

Company	Visitors	Pages
 Endeca	4	14
 TriNet	3	12
 ADP	3	11
 Cognos	2	9

**Figure 3:** Activity from companies showing a buying event may be happening in those companies.

Fortunately, many other marketing techniques used in awareness-building are much less anonymous. For instance, Web-based seminars (webinars) focused on thought leadership can focus on target audiences outside of the marketer's current prospect database. When a registration comes in from outside the "house list," that prospect is now identified. Their registration for a webinar also identifies them as being in the awareness phase of their buying cycle.

The art of marketing using a buyer's digital body language is to ensure that this profile is highly usable in aggregated and single form. That means information such as webinar registrations can be correlated with the other aspects of digital body language previously mentioned to provide validity and confirm its predictive value.



**Figure 4:** Marketing techniques such as events can be tied into online activity information to add to the prospects' digital body language.

## Discovery

In the discovery phase, prospective buyers move from self-education about a market to active exploration and discovery of potential solutions. This phase can be a make-or-break inflection point for the marketer because this is the point where the solution is either investigated further or eliminated from further consideration. This is also a highly time-critical phase because a latent business pain has been escalated and those who are tasked with solving it are actively motivated to find a solution.





**GET STARTED NOW****E-MAIL AND RSS GIVE ADDED INSIGHT**

Really Simple Syndication (RSS) is a popular way to distribute content on the Web—in news readers or as components of “gadget” pages such as iGoogle. Integrate a relevant RSS feed into your outbound e-mail initiatives and watch click-through rates to get a better sense of your recipients’ interests—which may be slightly different than the main content of the message.

The first step: look for signs that involve solution discovery and light research. And the best place to look here is with search media -both paid and organic. The fact is, most prospective buyers seeking solutions in a particular product/service category will, as a first step, perform search queries on Google, Yahoo!, or other search engines that reflect the manner in which they have categorized that business challenge in their own mind.

Marketers are increasingly turning to search engine optimization strategies and search engine marketing campaigns to target prospective buyers precisely at this discovery stage of the buying cycle. They are engaged in a continuous battle to ensure that whatever search term the prospect uses leads him to either a sponsored-search advertisement or an organic listing for the vendor’s solutions.

The key, of course, is to know what search terms buyers are using to reach your site. This provides a crucial aspect of the prospective buyer’s digital body language. Simply by seeing the precise term or phrase the buyer entered into the search engine to reach the corporate site and discover the solution offered, the marketer can better identify the buyer’s interests and more deeply understand which stage the buyer is at in the sales cycle.

Search Term	Visitors
 Demand Generation	12
 Marketing Automation	9
 Campaign Management	6
 Lead Management	4

**Figure 5:** Overall trends in digital body language can provide insights into what prospects are seeking when they discover your solutions.

In a similar way, tradeshow are a time-tested way for buyers to identify vendors that may be able to resolve the buyer's business challenge/pain. They provide a unified forum for engaging with multiple vendors in one location—a level of efficiency that buyers find compelling. Many marketers invest extensively in their tradeshow exhibits. In doing so, they capture lists of hundreds or even thousands of contacts.

Of course, as every sales professional knows, tradeshow attendees are rarely prospects ready to purchase a solution in the short term. However, tradeshow attendance does indicate—at minimum—that the prospective buyer is gaining awareness of a particular industry segment. Interacting with your organization or responding to follow-up campaigns may indicate a prospect in the discovery phase of their buying process.

Properly, fully, and effectively leveraging these digital body language signs requires marketers to intelligently aggregate, integrate, and synthesize the prospect's offline and online behavior data. Without this linkage, it is difficult or impossible to understand whether a prospect is a tradeshow visitor who was motivated by booth giveaway, or if a prospect is, after learning about your solution, beginning to research it more fully.

#### GET STARTED NOW

##### **RICH-MEDIA ASSETS AS HOT SPOTS**






Flash, video, and other rich-media assets can play a central role in your Web site strategy by keeping your prospects engaged and educated. If the rich-media asset runs longer than a minute, make sure you tie it to your Web tracking so that you can see whether a viewer viewed part, most, or all of the asset. This depth-of-viewing metric provides excellent insight into interest levels.

## Validation

The solution validation phase typically leads a prospect to display very distinct digital body language to what is seen at other stages of the buying process. Prospective buyers are much more focused in their information-seeking process, attempting to determine whether a short-listed solution can meet the specific needs of their business challenge. The digital body language includes signs of objection-based research, deep technical evaluation, solution trial, economic investigation, and solution comparison.

Fortunately, these activities translate into relatively easily discernible clues for marketers who know what to look for. In fact, many solution-validation activities take place on or surrounding the vendor's own Web site. Many organizations see heightened activity with their detailed product information and evaluation guides. Repeated visits by multiple individuals from the buyer's organization are another strong indication that a prospect has reached this stage.

Another ideal source of digital body language in the validation phase is the terms that prospective buyers use searching on Google, Yahoo!, or other sites. As he moves from discovery to validation, the searching style steadily evolves from

Action	Details
	Blog Referral: Comparing Demand Generation Systems
	Webinar Registration: Demo
	<a href="http://www.acme.com/ProductDetails">www.acme.com/ProductDetails</a>
	Download Form: Free Trial
	<a href="http://www.acme.com/HelpDocumentaion">www.acme.com/HelpDocumentaion</a>

**Figure 6:** Digital body language of a prospect in the validation phase shows a deep interest in product details, a free trial, and documentation.

a broad wandering to a much more focused path. These terms can provide great insight into the buyer's stage and intentions. Looking for clues such as whether the search term represented the general pain, the solution category, or the vendor's name can give a clue as to where in the buying process the prospect is.

Prospective buyers in the validation stage also seek out significant literature (such as industry articles and analyst reports) on blogs or Web sites. Most often, these "research searches" center on comparative or evaluative information.

For marketers, the changes in the buyer's digital body language present important opportunities to streamline and facilitate the buyer's access to appropriate industry information. It's essential to clearly understand how the prospect uses each piece of information. By gaining that clear understanding of who looks at what, when it's looked at, and what that action means, marketers begin to gradually piece together the buyer's digital body language of the validation stage.

## UNDERSTANDING EACH BUYER'S ROLE








To properly interpret digital body language, marketers must first understand the range of buyer roles and match them to different individuals in the buyer organization. A sales professional carefully observes the room to see who defers to whom, who asks what questions, and who is interested in what topics to understand who is acting in what role. It's the same for the marketer who is filtering through the data of digital body language.

Different sales methodologies use varying terms that have subtly different definitions, and each vendor will use some variation of these roles, depending on their own sales model and value proposition. However, at a high level, there are typically four major buyer roles that factor into most complex sales situations: economic, user, technical, and coach. Using digital body language, the marketer must isolate the different participants and assign them to one of these roles so that messages can be appropriately crafted and tailored to each individual—just as if they were physically present in the same room.

## The Economic Buyer

This buyer is the gatekeeper to the budget and evaluates projects from an ROI perspective. Some of the most relevant aspects of digital body language—from a marketing perspective—are case studies, client examples, and financial models that showcase the ROI of the vendor’s solution, marketing assets that are easy to identify and define. Web analytics make it easy to quickly identify the digital body language of an economic buyer.

It is more challenging to identify economic buyers because they are also interested in the longer-term aspects of a project, such as total cost of ownership (TCO). That can lead them to investigate such things as the vendor’s viability, the makeup of the management team, or the likelihood that a solution vendor may be acquired. Economic buyers often examine these facets from a perspective of risk. If the vendor goes out of business, loses a key executive, or is acquired, they must anticipate the effects on the project.






Action	Details
	Search: “acme pricing”
	<a href="http://www.acme.com/ProductLevelComparisons">www.acme.com/ProductLevelComparisons</a>
	Download Form: ROI Calculator
	Email Click-Through: MegaCorp Case Study
	<a href="http://www.acme.com/CaseStudy_FinanceCo">www.acme.com/CaseStudy_FinanceCo</a>
	<a href="http://www.acme.com/CaseStudy_BuilderCo">www.acme.com/CaseStudy_BuilderCo</a>
	Download Form: Analyst Review

**Figure 7:** Digital body language of an economic buyer shows a focus on ROI and case studies in order to understand the value of the considered solution.

## The User Buyer

This buyer's role is to evaluate the operational impact of the proposed solution—how will it be used on a daily basis and who will it affect? Their information needs are much different than the economic buyer's and will betray a distinct digital body language. He generally explores the hands-on aspects of the vendor's Web site—such as trials, demos, user documentation, downloads, and similar assets.

User buyers also like to consult with peers through user groups and community sites to learn about the experiences and gain the perspectives of others who have implemented the proposed solution. Because their investigations can be quite extensive and granular, they often present a rich trove of digital body language data. However, marketers must be careful about the extent and frequency with which they ask the user buyer for the same information. Marketers should carefully capture information on the user buyer's investigation and quickly integrate it into the buyer's profile—all in a way that does not impede access to needed information.

Action	Details
	Download Form: Free Trial
	<a href="http://www.acme.com/ProductDocumentation">www.acme.com/ProductDocumentation</a>
	Customer Community: Signed Up
	Email Click-Through: Tips & Tricks
	Blog: Acme Afficionados

**Figure 8:** Digital body language of a user buyer shows an interest in the customer community, and experimentation with a product in order to better understand the user experience.



## The Technical Buyer

The technical buyer brings specialized expertise to the evaluation team and analyzes the proposed solution from the perspective of feasibility. He is much more likely to devote much of his investigative time to understanding specifications, technical details, implementation and integration challenges, and expected project challenges in any transition to the new solution.

In many instances, technical buyers don't have ready access to the required information so they may spend a more significant amount of time searching for information. Well-executed search engine optimization techniques can enable the marketer to identify the technical buyer based on objection-oriented searches. If the solution on offer involves a product that can be tried or demonstrated, the technical buyer is very likely to lead or play a major role in such a trial.

## The Coach

In traditional sales cycles, the coach in the buying process is often easily identifiable in the room through his strong personal relationships with peers and the vendor along with a palpable eagerness to see your solution implemented. However, even in the online realm, marketers can interpret a site visitor's digital body language that allows them to identify potential coaches earlier in the process.

Action	Details
	Download Form: Case Studies
	<a href="http://www.acme.com/CaseStudy_FinanceCo">www.acme.com/CaseStudy_FinanceCo</a>
	Email Forward: Case Study - FinanceCo
	Email Forward: Case Study - ManufacturingCo
	Tradeshow Attendance: With 3 colleagues

**Figure 9:** Digital body language of a coach shows a trend of internal promotion of a solution.

Perhaps the clearest indicator of the enthusiasm that coaches bring to buying cycles is the internal propagation of your messages. Forwarding e-mails to peers and executives within the organization—or downloading marketing material targeted at facilitating this type of internal promotion—are both excellent indicators that the prospect can play the coach’s role in the buying process.

## UNDERSTANDING THE BUYER’S INTEREST LEVEL

Now that we understand the roles/categories that different participants in the buying process have, we want to understand the intensity of their interest. Once again, digital body language—like its physical counterpart—can yield solid, predictive clues about interest levels. First, it’s important to recognize that it is entirely appropriate and expected for a prospect’s interest level to evolve and change over time, depending on the internal dynamics and events at the prospect’s organization. There are three main dimensions that help us quantify the prospect’s current level of interest.

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### Recency

The timing of events in a buying cycle is as important as the events themselves, which makes it important to understand prospect-profile data from a temporal perspective. The same download or page load can mean very different things at different times in the sales cycle. For instance, the download of a very basic, introductory data sheet after several months of interest may indicate that a new buyer has joined the evaluation team.

What’s more, the freshness of the data you receive to analyze is critical. The same data, three months, three weeks, or even three days out of date, is significantly less relevant to understanding a prospect’s interest in engaging in a sales conversation. It’s critical to ensure that all data on prospects flows in real time into a comprehensive profile of prospects, and is available in an equally real-time fashion.

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## Frequency

How often does the prospective buyer engage with your marketing message? The answer contains an important element of digital body language and is a key indicator of his current level of interest in your solution. As you use digital body language to evaluate prospective buyers and understand their roles and stages in the buying process, it is also important to monitor their patterns of engagement over time. For instance, a sudden spike in activity tells a very different story than a steady pattern of low-level interest, even though the aggregate level of activity over time may be the same.

An accurate profile of interaction frequency requires you to efficiently capture and integrate all interaction points—online or offline. **The accurate assessment of interaction frequency can only be achieved by aggregating all relevant interaction points within one comprehensive prospect profile.**

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## Depth

In most sales cycles, the depth of engagement by the prospect is, in many ways, the most accurate and actionable metric of a prospect's interest. The question is simply: How deeply does the prospect interact with your assets and resources? This depth can vary significantly and betray vastly different levels of interest—from “tire-kicker” to committed buyer. Naturally, the more deeply a prospect engages by acquiring more of your content, the more interested that prospect is and the more open he is to engagement with your sales organization. Likewise, if a prospect engages more deeply with one area of content than another, it clearly shows an interest leaning in that direction.

Too often, however, this dimension of the prospect is not accurately captured. A seamless tie between outbound marketing and the Web site is needed to ensure a proper capture of that depth of response. It can also require additional up-front efforts to ensure that marketing assets, even such self-contained assets as Flash demos, are correctly configured to accurately reflect the depth of usage by a visitor. For example, the difference between a buyer who viewed a Flash demo

passively for a mere 30 seconds, and a buyer who interacted with the Flash demo in numerous ways over a five-minute period is clearly significant.

## KADIENT:

### SEARCH REBRANDING LEADS TO GREATER INSIGHTS

Kadient is a leading vendor of sales-knowledge, RFP, and proposal-generation software, using a free trial strategy that enables buyers to better experience the product's value and positively compare Kadient to other possible solutions. In order to reflect their evolution from a niche, premise-based solution to a broader software-as-a-service solution, they undertook an ambitious rebranding from its prior name—Pragmatech. In doing so, they realized that a significant effort would be needed to ensure that the search engine optimization work they had put into the Pragmatech name would carry over to the new name and new URL. They ended up, however, realizing some much deeper insights into how their buyers found them.

As they optimized their search efforts to the new name, the Kadient team made careful observations of the digital body language of the prospect who found their way to their site and also the ways in which the broader universe sought information on sales challenges. Kadient quickly realized that they had been optimizing against terms such as “sales effectiveness”, which reflected their solution, but the broader market was seeking help with “sales coaching”.

Armed with this insight, the Kadient team realized that they could tap into a new opportunity. By explaining to prospective buyers, who were searching for “sales coaching” why they should think about the more than just a glib guy in a suit giving an inspirational session, **Kadient was able to engage with a much broader audience and make them aware of the Kadient solution.**

By analyzing the digital body language of its prospects, Kadient quickly identified a broad new opportunity for market awareness and education, and has begun to engage with buyers who may not have even initially realized that the problem they were wrestling with could be solved by a solution such as Kadient's.

## UNDERSTANDING COMMUNICATION PREFERENCE

Digital body language holds the key to a marketer's understanding a prospective buyer's stage in their buying process, what role he plays, and how interested he is. Similarly, it is no less important to understand how the prospective buyer prefers to receive information they require to make their decisions.

Failing to understand these communications preferences makes it unnecessarily difficult to have messages reach prospects and ensure they are received and read at the right times. The three aspects of communication preferences that digital body language can provide insight on are media type, style, and frequency.

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### Media Type

Although each stage of the buying process is characterized by a set of marketing vehicles and media types that are used more frequently, marketers must also pay attention to what vehicles and media that buyers prefer. Some buyers want information through RSS feed readers, while others prefer e-mail. Some buyers prefer direct mail but others want podcasts. Some buyers will attend trade-shows while others are avid readers of industry analyst reports.

Capture the digital body language of your prospective buyers across all media types and communication vehicles to ensure you understand each prospect's buying signals—regardless of where they are shown. At the same time, you want to ensure you can connect with each individual involved in the buying process.

Ideally, marketers want to identify this preference early in the buying process. That helps ensure that as buyers progress through the solution discovery and validation phases, that marketing messages have a better likelihood of being favorably received and that marketers are well-informed of their buyer's communication preferences.

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## Style

As with media types, marketers will find that different prospects appreciate different styles of communication. Some prefer rich graphical communications, but others prefer a more straightforward text-only style. Many prospects like a writing voice that is more educational, while others demonstrably respond better to sales-oriented messages.

Although subtle, this style preference is likely to shift as the prospect progresses through the buying process. However, it will always be skewed to his personal preferences for inbound vendor communication. This is a data-driven phenomenon that can be objectively understood by observing their digital body language as they interact with your marketing messages throughout the buying process.

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## Frequency

The frequency with which marketers communicate with the prospective should—appropriately—show large shifts throughout the buying process. As the prospect becomes more familiar with and engaged with the vendor organization, their comfort increases. A more frequent communication style is more likely to be welcomed without leading the prospect to abruptly disengage.

Monitor a prospect's progression through the sales cycle by profiling both the communication frequency and the associated responses. By using this metric to better understand their level of engagement, you can begin to see whether the current frequency is properly calibrated.

While the level of acceptable communication frequency changes during a buying process, it is by no means an airtight indicator to guide communications with any one individual prospect. It is, however, very useful to monitor the digital body language of prospects at each stage of the process based on the frequency of communication. For instance, if the digital body language shows an attenuation of interest when communication frequency is higher, it indicates that it may be beneficial to recalibrate communications at that stage to other buyers in the future.

## CAP/CAPAF:

### Understanding Constituent Interest

The Center for American Progress and its sister organization Center for American Progress Action Fund are think tanks focused on raising awareness on a variety of issues, from health and government to the environment and foreign policy. Their product is the distribution and adoption of their ideas. CAP/CAPAF markets issues-focused events, policy papers, and online publications to sub groups of their overall constituent base with an interest in that particular topic and their level of influence. As such, they need to be very in tune with the interest areas and focus of their constituents.

To gain this insight, they turned to digital body language to provide a deeper understanding of the interest areas and depth of their audience. Each person in the audience manages their own preferences indicating interest in two dimensions. **First, the topics of interest;** Iraq, economy, environments, etc, are selected, and for each topic of interest a depth (somewhat interested to very interested) is selected. **Secondly, the user controls their subscription to an array of regularly generated products** including daily cartoons, weekly newsletters, monthly reports, and ad hoc alerts.

With this understanding of the constituents' stated interests, CAP/CAPAF manages their outbound communications. However, in analyzing their data, they look beyond this to understand the actual interest patterns shown by individuals as compared to their stated interests. For example, if a constituent displays an interest in the mortgage crisis, CAP/CAPAF would provide related links to other housing issues or other domestic policy topics in order to better understand the drivers of the constituent interest.

In communicating with their constituents, CAP/CAPAF uses their understanding of the actual interest patterns of their constituents to ensure that they market each issue-focused event, newsletter, or action campaign to the right sub group of their constituents based on actual, current interests. The goal is to increase the quality of the relationship between CAP/CAPAF and the constituent by providing more of what they want and less of what that person thinks is clutter. Sending less email helps the remaining communications stand out more.

## THE AGGREGATED PROSPECT PROFILE

A marketer's ability to more fully leverage digital body language and understand where buying organizations are in the buying process is predicated on a comprehensive real-time profile of each buyer's digital body language—including the ability to see all aspects of digital body language, across all relevant media types, in real time. Without it, the marketer is blind to telltale signs of who he is marketing to and what that person would be interested in learning.

At each communication touchpoint, marketers must first think about how that touchpoint and its response can be monitored in ways that provide richer insight into the digital body language. How will I track this and what will tracking it reveal? What's more, each investment in understanding digital body language must build on preceding efforts in the sales cycle to create an increasingly comprehensive profile.

**ONCE THE PROFILE IS CREATED, THE MARKETER CAN ANALYZE IT TO UNCOVER THE RELEVANT INSIGHTS INTO THE BUYING PROCESS AND DECIDE HOW THE COURSE OF COMMUNICATIONS SHOULD PROCEED.** That requires the individual insights in the prospect profiles to be distilled to a granular level that is actionable. This is where lead scoring becomes critical.

## SYBASE:

### BUYER PROFILING FOR MICRO SEGMENT

For one of its key data-management products, Sybase IQ, Sybase needed to engage with a specific set of its customers: “the data elite”—people who needed fast response times in a solution to tackle extremely high volumes of data. The Sybase IQ product leveraged a new approach to data storage and querying that resulted in performance improvements of many orders of magnitude. The target buyers, however, in many cases were not aware that such a solution was possible, and may have been grudgingly purchasing ever larger hardware in order to tackle the problem.

To connect with this audience, the Sybase team leveraged the naturally competitive nature of administrators of huge volumes of data, and their desire to compare themselves against their peers. The campaign targeted a scrubbed list of existing Sybase contacts and asked them for information on the extreme challenges they were tackling—data volume, response time, or both. Based on their answers, one of three cartoon icons guided them through an information-gathering process where they were ranked as a Pro, an Expert, or Elite by comparing them to their peers.

With this basic knowledge, the campaign guided them through five stages—from collecting basic information through to fully engaged, through sharing thought leadership from industry gurus and case studies of similar professionals becoming corporate heroes through delivering massive performance increases. At each step, the content and detailed information provided was tightly matched to the individual’s biggest challenge and rank. **By observing their interactions with available content, the campaign transitioned the customer from one buying stage to the next.**

By cultivating that competitive spirit among database experts as to who tackles the larger data challenge, Sybase engaged with the “data elite” in ways that enabled the company to better understand who would be an ideal audience for the product. **By catering to this competitive spirit, Sybase was also able to develop the opportunity to present to them possible solutions, that they had never thought possible, to a very real challenge they were having.**



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## About the Author

**Steven Woods** has been a leader in the current transformation of marketing since 1999 when he co-founded [Eloqua](#). Through his work with hundreds of today's most innovative marketers, he has guided, been involved with, and written about many aspects of the changes currently under way in business to business and considered purchase marketing. Through both his writing and his leadership in creating the technology platform that today's best marketers require, Steven has been recognized as one of the top influencers in the CRM field. In this book, Steven distills his insights into the challenges and opportunities faced by today's marketers into a framework for thinking about their audience, and their role, in a new way. Steven holds a degree in *Engineering Physics* from **Queen's University**.