



# Evolving sales and marketing through insight to drive results

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Founder and CEO



mediahawk

#XA2023

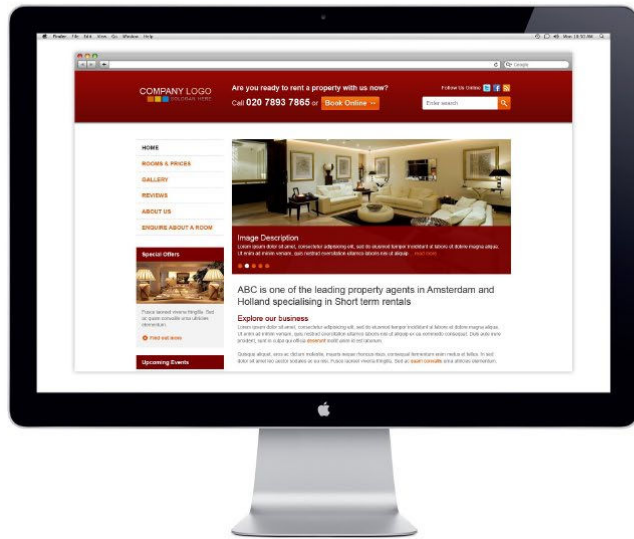


# Reminder: Our 'Web Presence' Vision

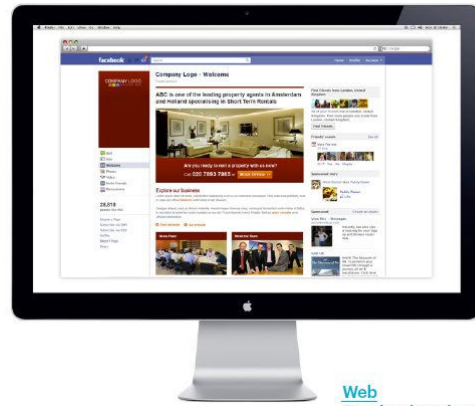
One-stop-shop for SMB web presence (with print added for free)

A 'family' of online shop fronts, all with consistent branding

Plus more ...



Web  
Full featured, responsive design.



Web  
Facebook Welcome Page



Smartphone  
Lower resolution  
responsive design.



Mobile web  
Low specification, mobile  
specific content & layout.



Yellow Pages  
(print & web)



Google  
Adwords



Additional  
website  
features



Facebook  
(page & posts)



Syndication  
to other  
marketplaces



Google  
Places

# Selling the Web Presence Package at European Directories

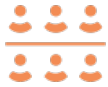
*Converting existing customers, finding new ones and figuring out how to sell were key challenges we faced at the beginning*



We needed to **migrate existing customers** from print centric to digital + print



We needed to **work out how to best upsell** additional services to existing customers



Despite a brand associated with print, and a recession, we had to **find new customers**



We had to **identify the optimal blend** of field sales, telesales and online sales



Additionally, **5% of SMBs went bust every year**; we needed to replace those customers

# Reinventing our business model

*From annual sales cycle to recurring revenue*

Managed to replace almost all our print revenue with digital revenue

£800/one-off

vs

£80/month

“You spent £800 last year on a Yellow Pages print ad, plus a desktop and mobile listing; how about for £80/month you can get all of those plus a website”

New approach was highly profitable:

10% ‘contribution’ margin in Year 1, then ~50% margin from Year 2 onwards

# Comprehensive marketing mix

*Mix of traditional marketing and growth hacking techniques*

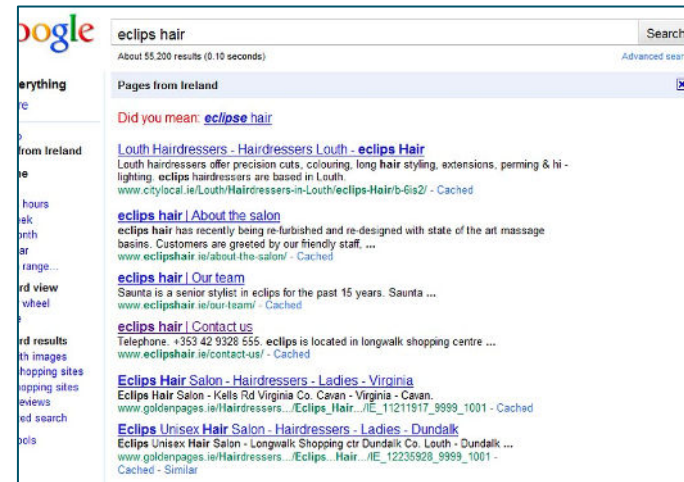


# We gave growth hacking a try ....

*Growth hack - using bot for identifying prospects and tailoring messaging*

**We crawled over 2m websites and sent a personal email to each prospect**

- Built a **search bot** to set up an IP address in the town of SMB
- Conducted **automated local searches per category** (plumber, hairdresser etc) in each area
- Put any business who didn't appear on page 1 into a **target list**
- Sent them an **email with screenshot of search results**
- Also **crawled other competing providers** to understand size of customer budgets
- **Categorised customers** into spending buckets to determine how we approached (field sales vs telesales etc)



**“I was in your local area looking for a hairdresser and you came on page 3 of Google, would you like to learn how to get to page 1?”**

# ... and it worked



Growth hacking generated > £100m annual revenue

20,000 websites sold per campaign



We repeated (and improved) this approach every few months - amazing lead generation

\* 20,000 new customers would spend ~ £16m in Year 1, followed by later upsells

# Multiple sales channels

*Mix of field sales, telesales and online sales*



Field Sales



Call Centre



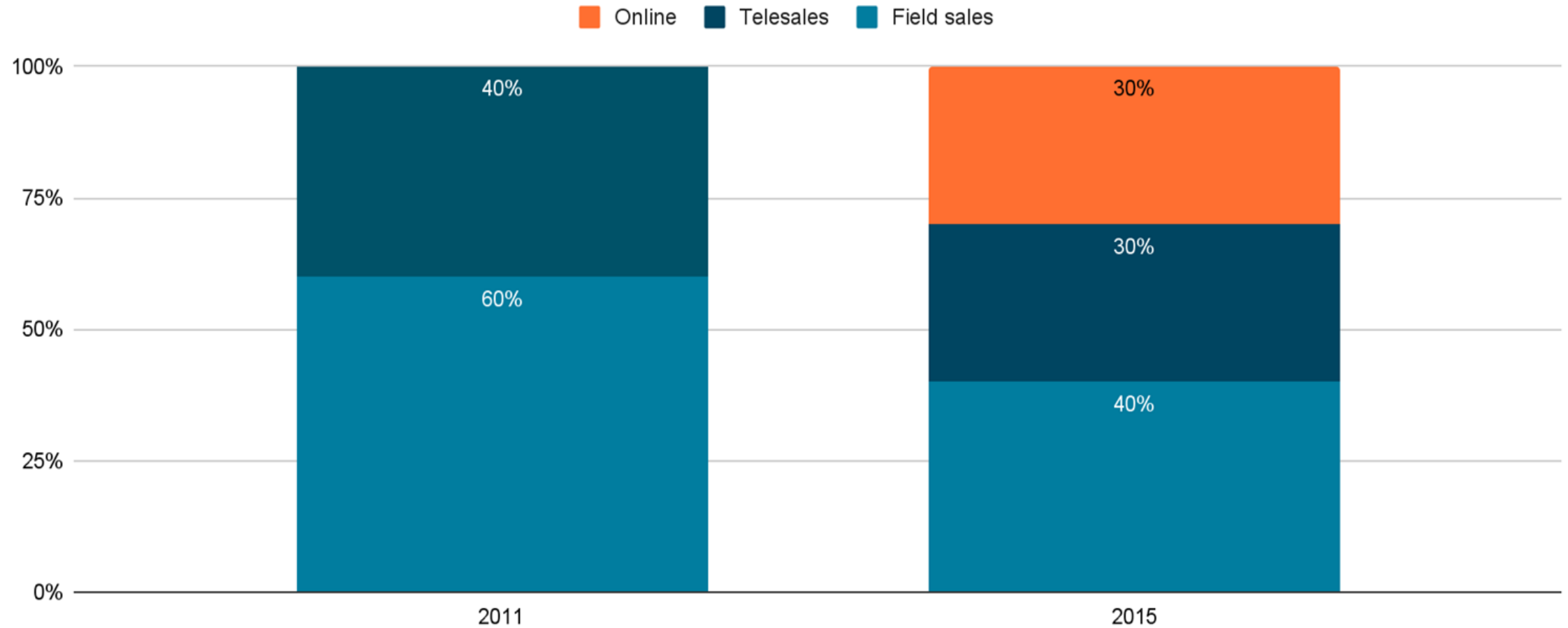
Online (via website)

**Used a mixed strategy to align revenue per customer with cost-to-serve**



# Channel mix became more digital

*Our sales mix evolved from 2011 to 2015*



Source of revenue

# Why field sales?

*Field sales agents sold more tailored packages*

  
Field Sales



## Field Sales agents built 'trusted advisor' relationships

**£80k**

Fully loaded cost  
per rep

**200+**

Customers per rep



**2-4**

visits per customer  
each year

**£1.5k**

average spend  
per customer each  
year

**4**

target meetings  
/ day

**Cost of sales rep < 25% of revenue**

# Upselling was essential

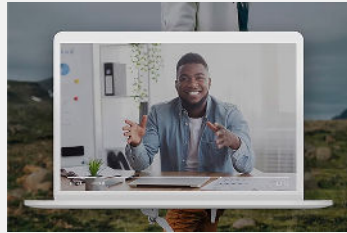
10+ possible upsell choices

Proactively offered additional options to increase revenue per customer

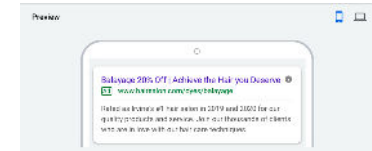
★ OUR BEST UPSELL WORTH AROUND £500 ★



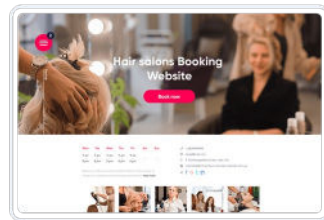
Videos



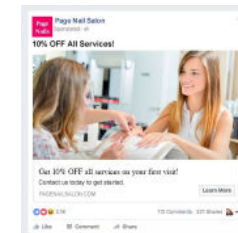
Google Ads



Appointment Bookings



Facebook Ads



# Fulfilment was a key differentiator

*Trained experts built web presence and proactively improved performance*



**Goal was 100% of customers received acceptable volume of leads and ROI**



Proactively reviewed customer metrics to ensure performance; **if performing badly would contact to suggest improvements**



Regular quarterly check ins; **talking to customers to understand what is and isn't working, if there anything can do to help**

**90% Retention**

*Pretty awesome considering 5% of SMBs go bust each year*

# From linear journeys to integrated channel analytics

Tracking customer activity across all touchpoints and interactions



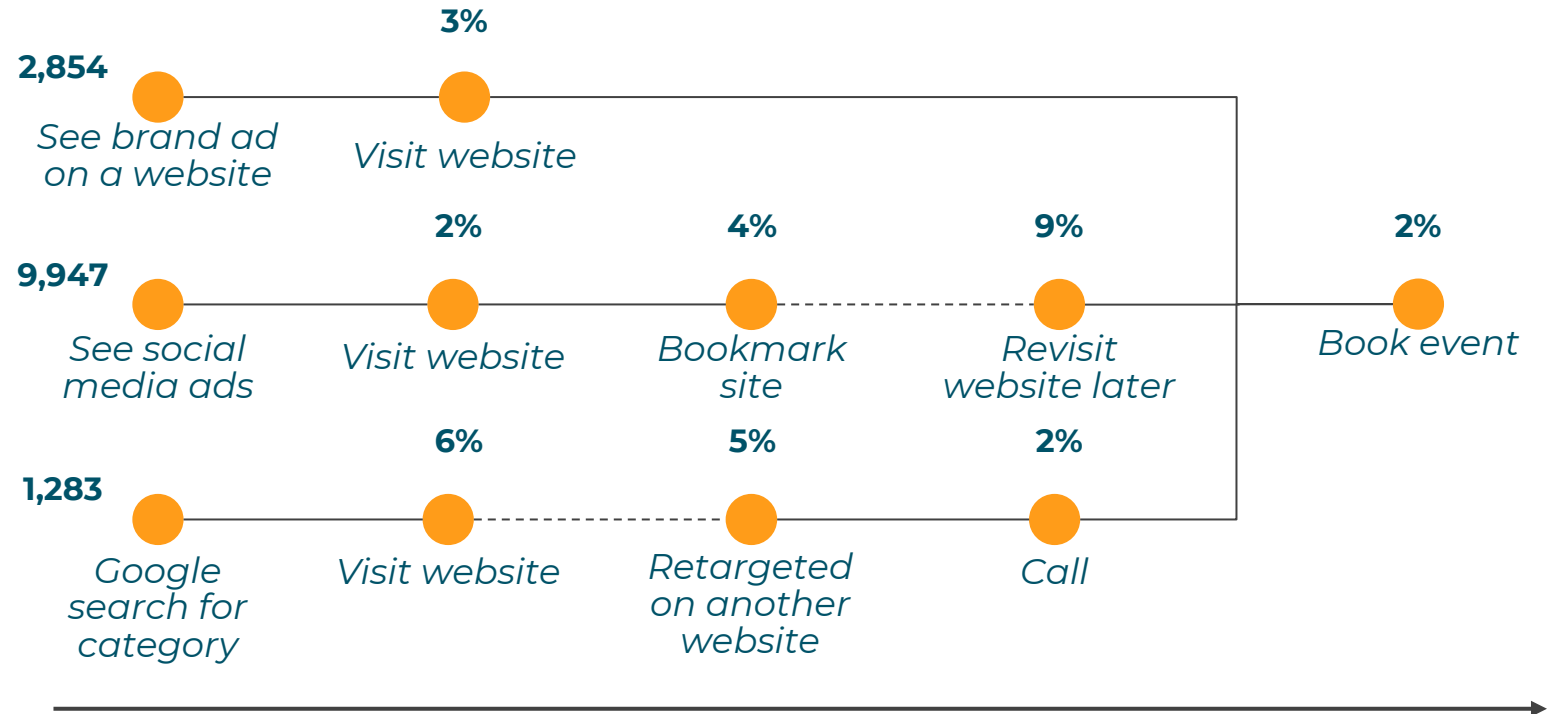
Historically, tracking the whole customer journey was hard, even though it was linear



Gave all credit to the one lead source we could track (e.g. call, SEO click, ad click, print ad)



In reality there are multiple, more complex journeys so we needed to track, optimise and identify the most effective acquisition methods



----- User dropped off but was reactivated

# What would I add in 2023? Chatbots

*WhatsApp messaging can drive astonishing results*



**99%**

open rate



**40%**

response rate



**112%**

increase in  
conversion rates  
(vs email)



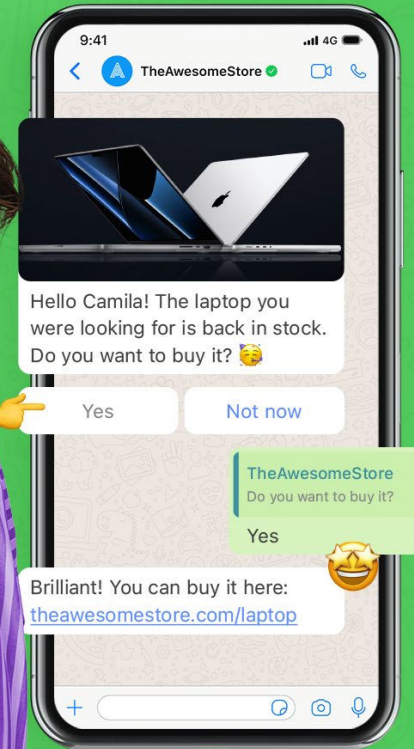
**80%**

of WhatsApp  
messages are read  
within 5 minutes



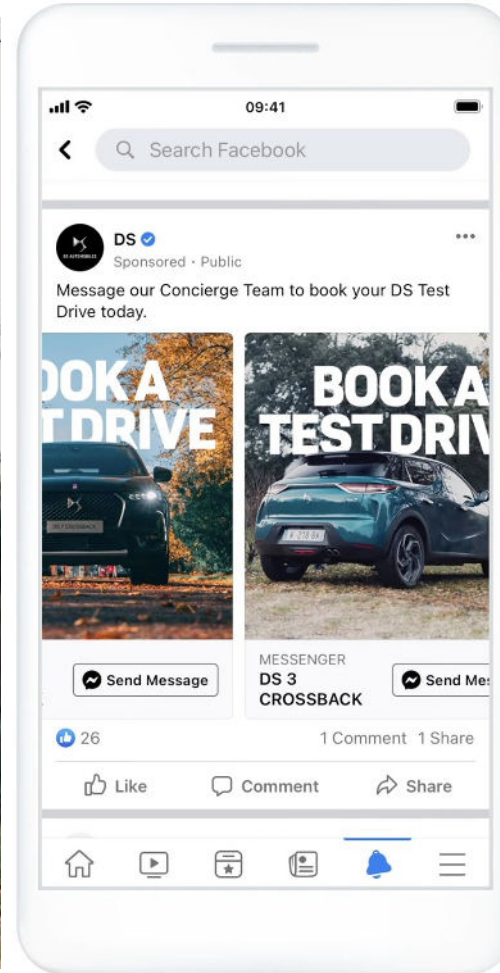
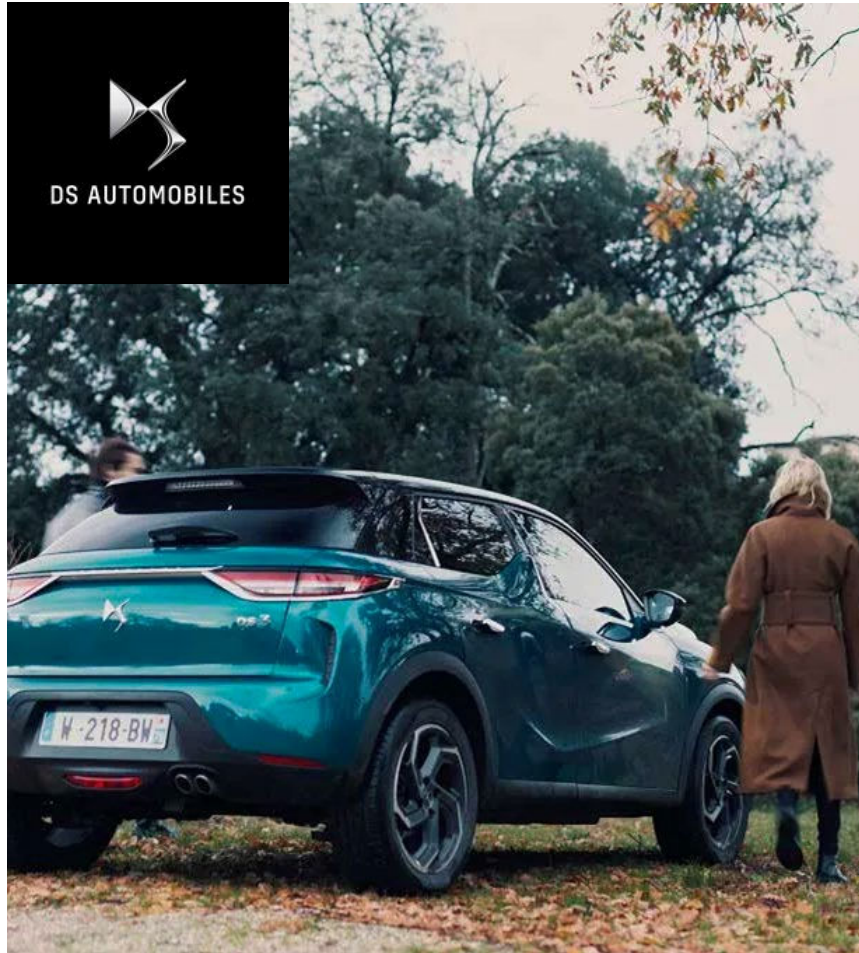
**70%**

click through rate



# Facebook click-to-messaging ads

*DS Automobiles used click-to-Messenger ads to generate it's most cost effective leads for test drives*



**76%**

increase in test-drive leads generated using ads that click to Messenger compared to onsite lead conversions

**42%**

decrease in cost per lead with ads that click to Messenger compared to website lead conversions

# Chatbots will become ubiquitous

*Chatbots are becoming a big part of customer satisfaction*

**By 2027, chatbots will become the primary customer service channel for roughly a quarter of organizations, according to Gartner<sup>2</sup>**

**43%** of micro businesses

**60%** of small businesses

**80%** of medium-size businesses

**71%** of big businesses

*are planning to deploy chatbots*  
(2023 survey)<sup>1</sup>

Sources:









(1) <https://www.businessnewsdaily.com/9821-smb-artificial-intelligence-chatbots.html>

(2) <https://www.gartner.com/en/newsroom/press-releases/2022-07-27-gartner-predicts-chatbots-will-become-a-primary-customer-service-channel-within-five-years>



# Summary

*How sales and marketing is evolving*

	From...	...to	
	All sales via humans	Large proportion online	
	One-off sales call (and ring the bell!)	Multiple advisory discussions across phone and other mediums	
	Selling once per year	Recurring revenue - focus on customer lifetime value	
	Customer service 100% human	Customer service ~50% chatbot (or other automations)	



## Q&A



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