

# Building stronger relationships by understanding your web visitors

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# About Me



## Tim Langley

Co-Founder at CANDDi (Campaign and Digital Intelligence Limited)

Manchester, United Kingdom | Information Technology and Services

Current CANDDi (Campaign and Digital Intelligence Limited)

Education Cambridge University - Mathematics



**500+**  
connections



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Contact Info

# Traditional B2B marketing problem

Generate List

Send mail-shot

Drive to targeted  
landing page

Produce target list  
for sales-teams

Traditional  
conversion  
metrics



# What about long-term engagement

Month 2

Month 3

Generate List

Generate List

Generate List

Send mail-shot

Send mail-shot

Send mail-shot

Drive to targeted landing page

**Horizontal activity reporting**

Drive to targeted landing page

Produce target list for sales-teams

Produce target list for sales-teams

Produce target list for sales-teams





# Clients or Customers?

#OutRec

Directed by

Colleague | socialtalent





Welcome to  
my local



#OutRec

Directed by

Colleague | socialtalent



This is your  
website

facebook

Google

Google

PPC

twitter



**But only 2.8%  
of visitors  
convert**



**#OutRec**

Directed by

**Colleague | socialtalent**





Actually this is  
your website



#OutRec

Directed by

Colleague | socialtalent



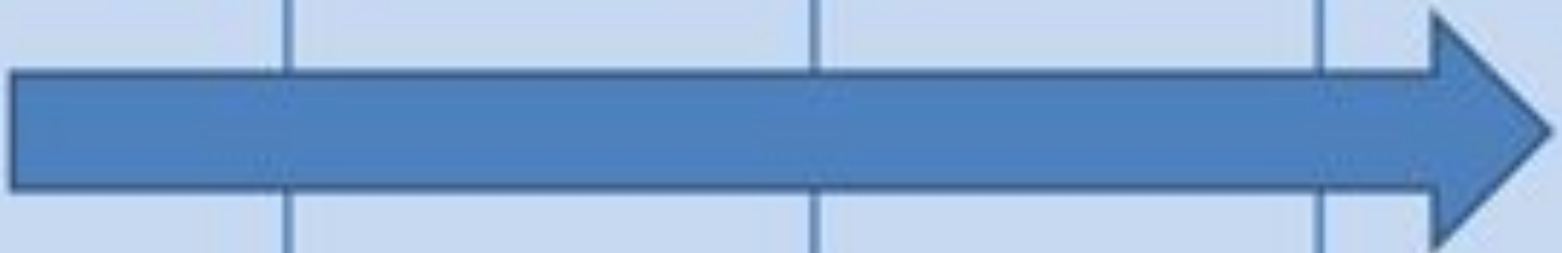
**Not just about  
one visit  
optimisation**

Awareness

Interest

Desire

Action



**What if your  
website could  
listen?**





Big data  
shouldn't be  
more data





# So what do you do?

#1

Have to be in it  
to win it.

**THE THING  
WITH  
RELATIONSHIPS  
IS THEY'RE  
TWO WAY**

## #2 Ask Why



LATEST PROJECT: DECATHLON: CATCH THE BUS

Hi! Please tell us a little bit about you (why?)

Your Name

Your Email

Can't find what you're looking for?

We'll contact you asap

WE HAVE DONE

GET IN TOUCH

Send

#OutRec

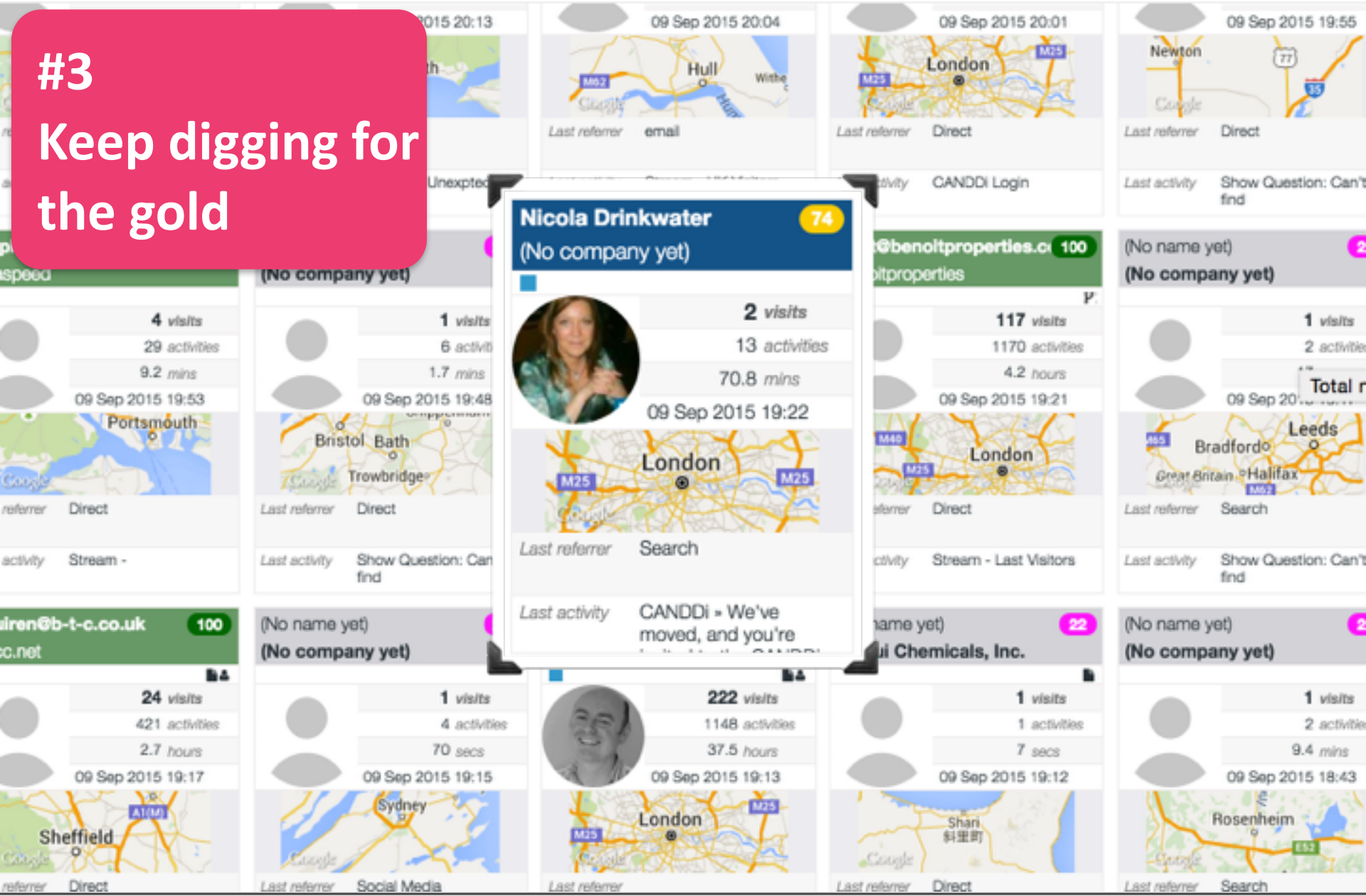
Directed by

Colleague | socialtalent



# #3

## Keep digging for the gold





## #4 Timing is key




**Tom Smith has  
revisited your  
website!**



## #5 No Silver Bullets





The background of the slide is a dense field of gold coins, likely 1 Euro coins, scattered across a light surface. A large, irregular pink shape is cut out from the center of the coin field, creating a frame for the main title.

How do you  
treating your  
web visitors?

# Clients or Customers?



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