

Maximizing Marketing Success:

How BlackPearl Diver Can Help You Conquer Obstacles and Achieve Your Goals

Introduction:

Marketing is a crucial aspect of any business. However, achieving marketing success can be daunting, especially when faced with challenges such as new customer acquisition or low conversion rates.

This playbook is designed to help you boost your marketing efforts with BlackPearl Diver and tackle common challenges.

Pain point one:

Identifying your target audience

Identifying website visitors.

Before you start marketing, you must identify your target audience. Use Pearl Diver to gather detailed visitor information, including titles, company sizes, industry, and locations, to create an ideal customer profile and understand your target market better.

The screenshot displays the BlackPearl Diver dashboard. At the top, it shows 'Identified website visitors' with a count of 6,803 and a 'Hotlist' with 668 items. Below this is a table of identified website visitors. A modal window titled 'Record details' is open for 'Eric King', showing his title as 'CEO Director' and a 'Visit last 28 days' count of 7. The modal also displays 'Professional details' and 'Addresses'.

Name	Email	Visits	Location	Company	Company visits	Visit date	Record
Charles Brown	cbrown@modestic.com	2					
Rain Sain	rsain@modestic.com	2					
Paul Smith	paul.smith@modestic.com	2					
Sally Copeland	sally.copeland@modestic.com	2					
Oliver Torralba	oliver@modestic.com	4					
Sarah Johns	sarahjohns@modestic.com	4					
Tom Mente	tom.mente@modestic.com	3					
Eric King	eric.king@modestic.com	7					
Wally Chan	wally@modestic.com	6					
Sasha Kania	sasha.kania@modestic.com	3					

Record details

Eric King CEO Director

Visit last 28 days: 7

Professional details

Company: Modestic Company
 Corporate email: emc@jplaw.com
 Phone number: 345.678.9987
 Department: Management
 Company domain: modestic.com
 Company revenue: 5 million to 10 million
 Company employee count: 20 to 100
 Company industry: Marketing company
 Company department: Management
 Company LinkedIn: linkedin.com/company/modestic

Addresses

Company: 400 OceanGate Ste 2345
 Professional: Long Beach, CA, 90802

A

Create targeted content and marketing campaigns:

Based on the insights gained from the list, create content tailored to the interests and preferences of different visitor segments. This can improve engagement and increase the likelihood of conversions.

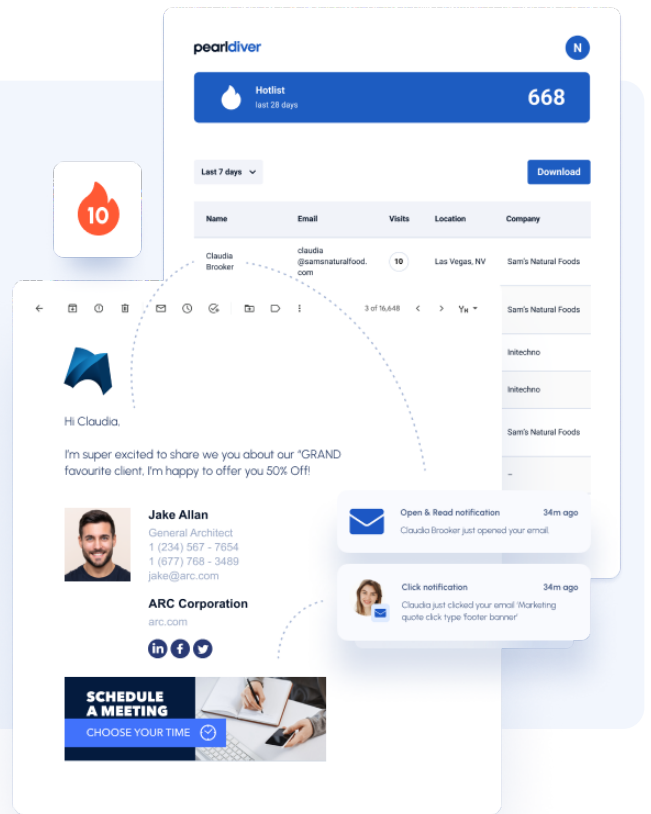
- Steps**
1. Go to Identifying website visitors list
 2. Download the CSV file with data for the last 90 days
 3. Go to Hotlist and download CSV from all segments.
 4. Merge these files in a spreadsheet
 5. Analyze and build profiles.

Pain point two:

Improving lead generation

Hot List of Frequent Visitors

Marketing relies heavily on lead generation, yet obtaining high-quality leads can be difficult. Pearl Diver can assist you in generating leads using the following methods.



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Create new audiences based on your hot visitors (lookalike):

Add new leads to the pipeline by creating look-a-like or similar audiences for your ads in Meta, Google, Twitter, and other channels. This platform will analyze your list and show your ads to similar leads.

- Steps**
1. Go to Hotlist
 2. Click on the visitor's information to get contact details and other information.
 3. Send personalized emails based on the data in record details
 4. Keep an eye on email engagement alerts and be ready to reply asap.

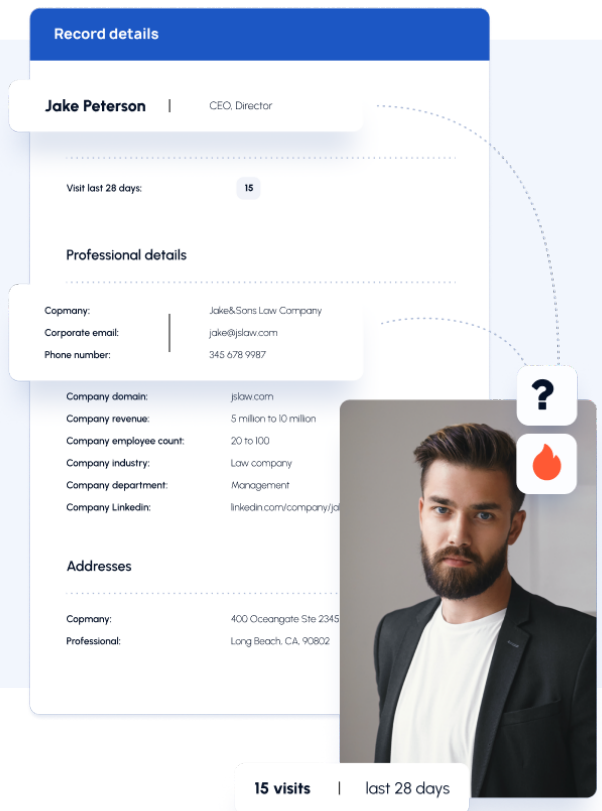
Lenny Sullivan	CEO, Director	lenny@corule.com	17 visits	
Paige Navarro	Sales manager	paige@nav.com	11 visits	
Clifford Walls	Marketer	clifford@hunt.com	5 visits	
Alexia Lowe	Content manager	alexia@gmail.com	1 visit	

Pain point three:

Converting leads into customers

Identifying Website Visitors

Effective lead nurturing is crucial to converting leads into paying customers. With Pearl Diver, you can accelerate the lead nurturing process by quickly passing prospects through the appropriate workflow. This ensures that each lead is receiving the right messaging at the right time, maximizing their potential to become a customer.



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Set up retargeting campaigns:

Use the general list data to create retargeting campaigns to re-engage visitors who have yet to convert. These campaigns can remind visitors of your products or services and encourage them to return to your website.

- Steps**
1. Go to Identified website visitors
 2. Download the CSV dataset for the last 90 days.
 3. Upload this list to Facebook, Google Ads, and other paid channels you use.

B

Set up automated email campaigns:

Use the list of identified website visitors to create an email list for nurturing campaigns that would raise interest and motivate visitors to return to your website.

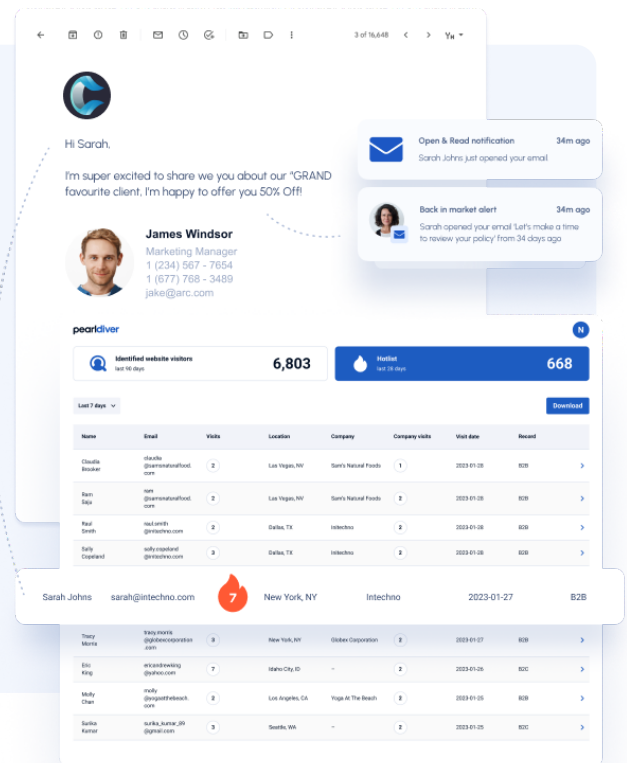
- Steps**
1. Go to Identified website visitors
 2. Download the CSV dataset for the last 90 days.
 3. Upload this data to your email services provider like SendGrid, MailChimp, or others.

Pain point four:

Difficulty re-engaging past Customers or Leads

Back-in-Market Alerts

Know when past customers or leads interact with your earlier emails or visit your website. Use the back-in-market alerts and reports to spot opportunities for reconnecting with past customers or leads.



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Re-engage past customers and leads:

Make sure to react as soon as possible as you get a back-in-market alert. Use this information to re-engage with these contacts, address new needs or interests, and win back their business.

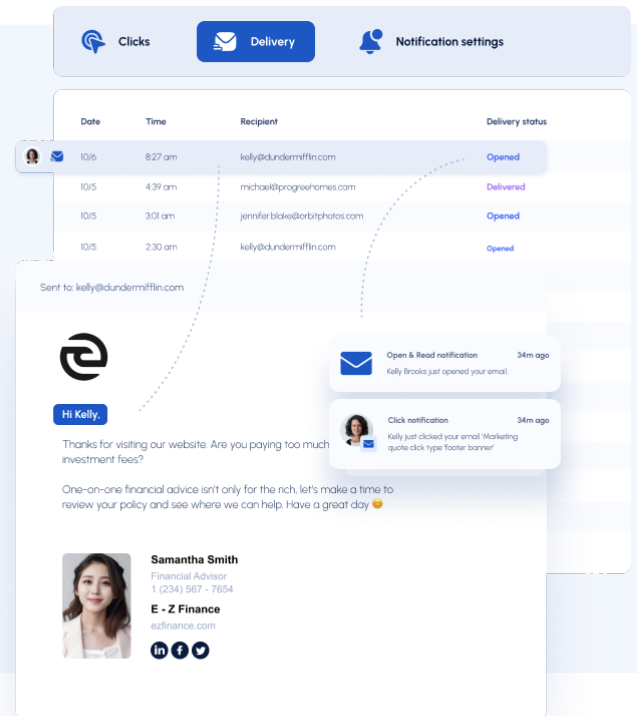
- Steps**
1. Go to Hotlist
 2. Select back-in-market
 3. Use the list of leads to reach out
 4. Track email notifications to see any engagement with your earlier emails.

Pain point five:

Elevating your email marketing campaigns

Email Insights

Monitor the performance of your email marketing communications with Pearl Diver's email tracking features. Optimize your email campaigns based on open and click-through rates to improve engagement and achieve your desired outcomes.



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Make your follow-ups timely:

Immediately follow up with your recipient as you get an email engagement notification. Check what links they clicked to make your communication more relevant.

- Steps**
1. Set up email tracking with our onboarding team if you haven't done so yet.
 2. Turn on notifications in Insights.
 3. Get notified via email.
 4. Prepare personalized follow-up and send it on time.

B

Monitor and optimize email efforts:

Use our software's email tracking features to measure the success of your emails. Adjust your email content, targeting, and frequency based on engagement metrics to improve your email marketing results.

- Steps**
1. Go to your Insights dashboard
 2. Click on the visitor's information to get contact details and other information.
 3. Send personalized emails based on the data in record details
 4. Keep an eye on email engagement alerts and be ready to reply asap.

Pain point six:

Measuring marketing performance

Identifying website visitors plus Email Insights

It's essential to measure your marketing ROI if you want to gauge the success of your marketing endeavors and make informed decisions based on data. With Pearl Diver, you can measure your marketing performance and pinpoint areas that need improvement.

Identified website visitors
6,803
Heatmap 668

Identified website visitors
We've identified these people who have visited your website.

Name	Email	Value	Location	Company	Company visits	Visit date	Record
Charles Bricker	charles@brickerconsult.com	2					
Ryan Slay	ryan@brickerconsult.com	2					
Paul Smith	paul.smith@brickerconsult.com	2					
Kelly Copeland	kelly.copeland@brickerconsult.com	3					
Chris Tordella	chris@brickerconsult.com	4					
David Jones	david.jones@brickerconsult.com	4					
Tracy Smith	tracy.smith@brickerconsult.com	5					
Eric King	eric@king.com	7					
Wally Chan	wally@chan.com	8					
Jarvis Harris	jarvis.harris@brickerconsult.com	9					

Record details

Eric King CEO, Director

Visit last 28 days: 7

Professional details

Company: Modestic Company
 Corporate email: eric@jplaw.com
 Phone number: 345.678.9987
 Department: Management
 Company domain: modestic.com
 Company revenue: \$5 million to \$10 million
 Company employee count: 20 to 100
 Company industry: Marketing company
 Company department: Management
 Company LinkedIn: linkedin.com/company/modestic

Addresses

Company: 400 OceanGate Ste 2345
 Professional: Long Beach, CA 90802

A

Use website activity and email insights together:

Monitor website activity through Pearl Diver to identify the most valuable visitors and use our software's email tracking features to measure the success of your marketing emails. Then, Combine all this information to optimize your website and personalize your campaigns.

- Steps**
1. Go to Identifying website visitors list
 2. Monitor website activity and identify the most valuable visitors
 3. Then use email insights to track the performance of your email campaigns.
 4. Use this combined information to make data-driven decisions and optimize your website.

Clicks **Delivery** **Notification settings**

Date	Time	Recipient	Delivery status
10/6	8:27 am	kelly@dundermifflin.com	Opened
10/5	4:39 am	michael@progrewhomes.com	Delivered
10/5	3:03 am	jennifer@progrewhomes.com	Opened
10/5	2:30 am	kelly@dundermifflin.com	Opened

Sent to kelly@dundermifflin.com

Hi Kelly,

Thanks for visiting our website. Are you paying too much investment fees?

One-on-one financial advice isn't only for the rich, let's make a time to review your policy and see where we can help. Have a great day!

Samantha Smith
 Financial Advisor
 1 (234) 567-7854
 E - Z Finance
 zdfinance.com

Open & Read notification: Kelly Bricker just opened your email. 36m ago

Click notification: Kelly just clicked your email Marketing equals Rich Type Twitter banner! 36m ago