

The complete picture

Our comprehensive, four-phase program covers every aspect of your brand, goals and marketing needs. It not only generates qualified leads and sales opportunities, but also helps your sales team guide prospects through the buyer's journey and beyond in an efficient way.



Phase 1

Strategy/ Roadmapping

Timing: 3-4 months

The objective: get the people of your organization aligned on where you sit now in the collective minds of the marketplace, who your target is and where the opportunities are.

First, we go over your **brand positioning health**. We review, and adjust if needed, any current brand positioning to ensure it still holds true to your company core values, while effectively differentiating you from the competition. We conduct a competitive analysis, awareness study (additional costs) or additional research to solidify your current position and/or benchmark against any previous studies or analysis.

Next, we establish **SMART goals** for your marketing efforts, that are **Specific, Measurable, Attainable, Relevant and Timely**. We also align marketing's expectations with sales' expectations, ensuring both teams are on the same page.

Then, we **frame the target** to understand the relevant details about your prospects, leads and customers – including where they are in the current buyer journey and how they get the information they need to make their decisions. Aspects we cover include:

Customer Profiles – who your ideal customer is at the company level

Buyer Personas – who your ideal customer is at the individual level, based on job function, behaviors, motivations and goals

The Buyer's Journey – how your leads are guided to the close and where they currently are in your cycle

Segmentation – further dividing customers/leads by key factors to pinpoint the most relevant message and make interactions more valuable

Finally, we **roadmap** and create the plan to advance your most valuable prospects efficiently along the buyer's journey. This involves developing an action plan for a **sales and customer enablement program** that aligns with brand positioning, established goals, buyer personas, buyer's journey and customer segmentation.



Phase
2

Sales and
Customer
Enablement

Timing: 2 month setup, then ongoing

The objective: establish the process – both content and technology – that empowers your sales teams to close more efficiently and keep existing customers happy.

Our services of Phase 2 include:

Account-based marketing – developing the targeted communications and relevant content to attract, convert and close leads, and nurture relationships with your most valuable customers.

Automation platforms – determining and implementing the appropriate technology and social channels that help to deliver the right content at the right time to the right audience.



Phase
3

Lead Gen

The objective: outline any upcoming campaign development and event participation that reaches your targets and backs the strategies outlined in the roadmapping, while tracking and managing your interactions with leads.

Efforts may include:

Paid Media

CRM Support

Trade Shows

PR – Media Outreach, Media Training, Crisis Communications



Phase
4

Measurement

Timing: Ongoing

The objective: ongoing analysis that helps determine effectiveness and where to pivot strategy.

Data gathered from marketing activities is a tool to help evolve content and resources to ensure we're meeting our SMART goals. Considerations will include:

- Are marketing efforts getting the number of leads that the sales team needs to be successful?
- Are our leads being nurtured by the sales team quickly enough?
- Are we moving leads through the buyers' journey in a way that supports the sales team?
- Are we continuing to grow the business we have with current customers?

We'll look at key metrics from applicable platforms, such as:

- Email analytics – opens, click-thrus, A/B testing, etc.
- Social monitoring/listening (additional costs)
- Heatmapping (additional costs) – which parts of your website get the most engagement
- Google analytics
- Media metrics