

THE MARKETING AND SALES ECOSYSTEM

RESOURCES

PEOPLE AND BUDGET

You must make sure you allocate enough resources. The skills of your team and the size of your budget will determine how quickly you see results.



THE ROLE OF TACTICS IN

THE CUSTOMERS' JOURNEY

Your goal is to get as many of your target audience as possible to **know** you, **like** you and **trust** you enough to buy from you. Each tactic has a role to play in moving prospects along the customer's journey from first being unaware to eventually becoming advocates.

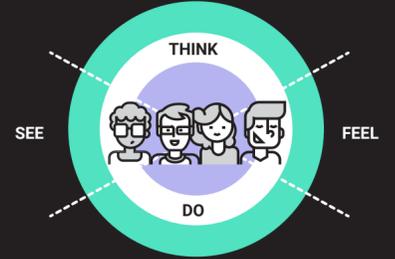
With a myriad of communication channels to choose from it can be difficult to know where to begin. Before deciding where to spend your time and effort ask yourself these questions. Who are you seeking to influence? How will you measure success? And how and when will you demonstrate a return on investment?

The purpose of marketing is to provide qualified leads for the sales team to close. In turn, sales must provide customer insights to marketing. Working together to build customer relationships and drive revenue.

PERSONAS

WHO ARE YOUR AUDIENCE?

Put yourself in the shoes of your target audience. Who are they? What do they want and need? What challenges do they face and how does your solution meet these?



UNAWARE

You may know your target audience, but the vast majority will not know you. It takes, on average, between 7-13 touch points to generate a qualified warm lead.



SOCIAL MEDIA

Identify which social platforms your audiences are most likely to use, then consistently create and post content that they like and want to share. Use paid advertising to boost posts.

SEARCH

Think about the organic search terms your target audience would use. Ensure your website's search engine optimisation (SEO) is functioning. Carefully plan, implement and monitor Adwords Pay-Per-Click campaigns (PPC) to drive qualified traffic.

DATA CAPTURE

Encourage prospects to get closer by subscribing to our email database.

EMAIL

Stay front of mind with regular personalised emails that deliver value to your prospect's inbox. Automate, split-test and evaluate messages.

NURTURE

Develop and implement a 'keep in touch' strategy for those prospects who are aware and considering but not yet ready to take action.

ENGAGING CONTENT

Your audience seeks relevant content, at scale, across multiple channels. Ensure your words, images, video and audio delivers value across desktop and mobile devices.

THOUGHT LEADERSHIP

Demonstrate your expertise with articles, insight pieces and white papers.

PRESS AND PR

Identify and reach out to appropriate titles and journalists, write press releases, organise events and invite prospects.

DIRECT MAIL

Physical mail can really stand out in today's digital world. Ensure yours is personalised creative and memorable with a clear call to action.

ADVERTISING

Although relatively expensive, with the right budget press, outdoor, TV and radio advertising can reach a large audience quickly.

DATA ANALYSIS

Continually analyse data sets from Google Analytics, Adwords, and social platforms to measure effectiveness.

AWARE

CONSIDERING

TAKING ACTION

SOLD AND SERVING

DRIVE TRAFFIC

RAISE AWARENESS

GENERATE LEADS

CONVERT SALES

LANDING PAGES

At any point, visitors are just a click away from leaving your site. Encourage them to stay with simple, relevant campaign landing pages with clear next steps.

INCENTIVES

Encourage prospects to take action by offering incentives such as vouchers, free gifts and opportunities to win high value items.

SALES TEAM

Ensure your sales processes and teams are set up to prospect and close the quality and quantity of sales we need to achieve your goals.

LITERATURE

Ensure your printed collateral is written and designed to appeal to your target audience and that it clearly communicates your unique value proposition.

CRM

Document every interaction and keep track of where your prospects are within the buying journey.

ADVOCATES

Customers so delighted with our products or service that they are happy to recommend us to their network.