



The Managing Director's Guide to Marketing

CREMARC

Why Marketing is Key to Business Success

Marketing can make things happen for a business. It can make you stand out in your chosen markets and increase the number of new opportunities coming your way. It can also get you closer to your customers, not only ensuring retention, but also expanding your opportunities within each account.

The starting point is not to think of marketing as an overhead, but as an investment that will drive growth and success.

With this mindset, you will ensure that Marketing is aligned with, and supports, the goals and aspirations of the business. You will be able to drive marketing activity in those areas where it will deliver an impact and most definitely, a return on investment.

This guide is designed to provide business leaders with some key pointers on how to make marketing effective for their business.

The Steps to Effective Marketing:

1. Align Marketing Objectives to Business Need.
2. Establish the Right Message for the Right Audience.
3. Ensure you have an Effective Online Presence.
4. Be Found.
5. Be smart at Digital Hunting.
6. Cultivate & Qualify Interest.
7. Leverage the Right Tools.
8. Measure, Analyse & Improve.

Align Marketing to Business Objectives

This sounds obvious, but it is where most organisations fail. For Marketing to be effective, it needs a clear focus and a set of objectives that can be measured.

This starts with the business goals. Are you looking to grow your business and if so, is this coming from new logo acquisition or expanding your business with existing customers, or as is normally the case, a combination of the two?

What are your sales targets and how are these broken down in terms of average deal size, deal types and number of deals required? This enables you to work back up the funnel to quantify the opportunities you need to be generated from your marketing activity.

However, don't fall into the trap of defining the objectives of marketing simply in terms of the number of leads you want to generate. This drives short-term behaviours that seldom deliver the required success.

You need to be setting some goals around building your marketing funnel for sustained growth. Have clear objectives on establishing your presence in chosen markets. Define the level of engagement with potential and existing customers, mapping marketing steps to buyer journeys to increased conversion rates.

Define the Desired Impact of Marketing on the Business:

1. Define your split between new business and existing customers.
2. Where is your focus? Which products/solutions go to which markets?
3. Are you looking to enter new markets? (remember, establishing a new market is resource-hungry).
4. Are you looking to launch a new product or service – where is the initial focus for this?
5. How many leads are you looking to develop from marketing?
6. What is your definition of a qualified lead.

The Right Message to the Right Audience

Defining your audience is key and warrants taking the time to get it right. There are two questions that need to be answered: (i) who has a need for the products and solutions you sell. (ii) where can you be successful at selling your products and solutions.

Who you market to and who you sell to can be subtly different. Yes, it can be the CXO level who signs the order, but does the sales process start here, or is there a set of influencers and evaluators that you first need to win over.

Aligning your message to the right person at the right time is essential. What are the challenges they are trying to address? How do you convince them you understand their business and their challenges? How do you differentiate your solution from the crowd? How do you demonstrate credibility and gain their confidence?

This all requires laser focus on who you are selling to and your compelling proposition – it needs to be right for marketing to be successful.

Define Personas & Propositions:

1. Clearly define who you are selling to.
2. Understand who is involved at which stage of the buying cycle.
3. What are their challenges -what are they trying to achieve?
4. How do you address their needs?
5. How do you differentiate from alternatives?
6. What is your credibility, how do you instil confidence?
7. How do you drive a compelling event?

How Do You Engage
Your Market?



Establishing an Effective Online Presence

Almost 8 out of every 10 buyer journeys now start online. The first impression of your company is likely to be your website – you need to make it count. It needs to look the part and it needs to tell your story well.

Design-wise, if your website is stuck in the 90's it's not going to cut it. Likewise if it looks like it has been developed by your mate's son! Paying attention to design is important and will stop people leaving at first sight.

When landing on your website, most people have three qualifying questions they are looking to answer quickly: What do you do? Who do you do it for? And do you offer something interesting to me?

Your visitors have a low attention span. Site navigation needs to be intuitive, it needs to take them on a logical journey and the copy needs to be concise and tell your story in a compelling manner.

The ultimate objective is to capture your visitors' attention and engage with them. To do this, you need to have calls to action that entice people, when the time is right, to give you their details.

Do's:

1. Invest in design, so your website looks the part.
2. Ensure that your homepage works in reassuring visitors they are in the right place.
3. Focus on the user journey, make it intuitive to navigate and find the information they are looking for.
4. Ensure you cater for the different personas visiting your site.

Don'ts:

1. Don't try and do it yourself, it's a false economy.
2. Don't over stack your website with every piece of detail. Your website is your shop front, not the entire shop.
3. Don't build and forget. You need to keep your website up to date and fresh with new content.

Being Found

There are two types of potential buyer - those who are looking for a product or solution you have (need fulfilment), and those who you are trying to convince that they need your products or solutions (need creation). It goes without saying that the former is more attractive than the latter.

Given that most people start their buying journey online, focusing part of your marketing efforts on being found is key. It will maximise your chances of being in front of the people who already know that they need your solutions.

It starts with SEO (Search Engine Optimisation) which means ensuring your website is viewed favourably by the search engines. If google likes your website, the buyers who are searching for the products and solutions you sell, will find your site before they find your competitors.

Building your google ranking organically can take time, so paid search like Google Adwords can speed up the process and be a good initial investment. The key is ensuring you focus on the keywords that generate the right buyers with real intent.

To maximise search marketing, you need to ensure that you convert as many clicks as possible and this is about getting landing pages right. Succinctly telling your story will generate engagement.

Do's:

1. Make sure you address the technical aspects of your website that search engines scrutinise.
2. Take time to identify the keywords and phrases that are aligned to the potential buyers you want to attract.
3. Ensure that your website is fully optimised for these keywords and delivers the right content.
4. Use paid search to drive quality not just volume to your website.
5. Start narrow and then expand.

Dont's:

1. Don't bid on obvious key-words where you will have to confront the big guys head-on. Focus on less competitive phrases where you can have an impact.
2. Don't be tempted by a generic PPC agency. They are unlikely to understand the 'context' of your business and will generate quantity not quality and you will waste a tremendous amount of money.

Digital Hunting

Gone are the days when you could simply go out and buy a list and then blast emails out to this list, hoping that you might get lucky.

The returns on cold email blasts are almost zero and will not deliver effective marketing for any organisation.

Effective digital marketing happens when you connect all of the dots. You understand your target audience and how they consume content, and you then place your content in the places where they are looking.

Social Media is key, drilling down on the profiles of your target buyers and then targeting them with the content they are looking to consume.

You should also look at industry bodies or key publications that your potential buyers view as trusted sources. Placing digital ads on these sites or leveraging content syndication can be highly effective at getting in front of the right people at the right time.

Do's:

1. Define your target audience and what content is compelling for them.
2. Be inventive in the way you reach this audience. Look at where they go for trusted advice and establish a presence there.
3. Be personal. This is not about you but about them. Make sure you are addressing what is on their mind.

Don'ts:

1. Don't rely on cold email marketing. You will be disappointed.
2. Don't send everything to everyone. People will quickly put you in the "not relevant" bucket.
3. Don't think you just need a "presence" on social media. It is far more than this. It is an important marketing channel.

Cultivate Interest into Intent

Over two thirds of the buyer's journey is now conducted before they are ready to engage with a sales person. Marketing has to do more than simply catch the buyer's attention. Marketing has to work harder to cultivate their initial interest in order to generate leads that are ready for sales.

A click on a single email shows interest, but it does not demonstrate intent and by no means does it represent a qualified lead.

Marketing has to align to today's buyer journeys. It has to touch the prospect multiple times, catching their interest, cultivating this interest into intent and taking them to a point where it is the right time to engage sales.

Content, webinars, videos and events all play a part in cultivating leads and progressing them through the marketing funnel, but it is important to recognise that people move at different speeds.

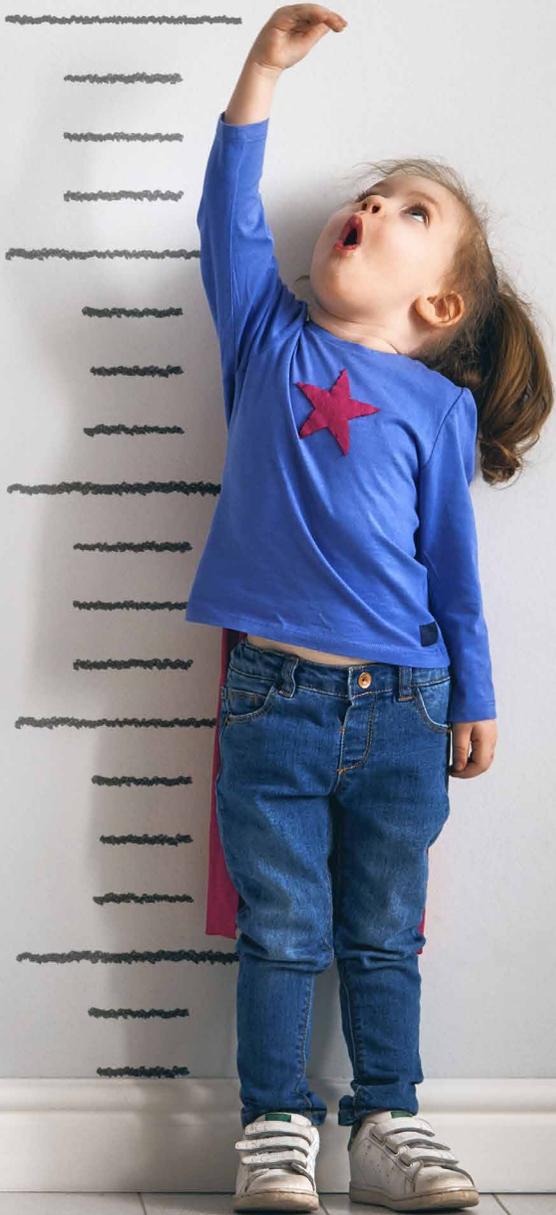
Do's:

1. Nurture known prospects by aligning to their buying process.
2. Track every step taken with the prospect so that you can qualify their interest and know when is the best time to pass to sales.
3. Leverage all channels to nurture opportunities including, social media, webinars, events and re-marketing.

Dont's:

1. Don't just put prospects into a generic email cycle. You will lose their interest.
2. Don't be impatient. Trying to push leads too early to sales will be ineffective and everyone will lose confidence.

Measuring Results



Using the Right Tools

When it comes to investment in technology, Marketing is often the poor relation. This is one area where using the right tools can make a significant impact, dramatically improving effectiveness and paying for itself many times over.

CRM is the key interface between marketing and the rest of the business. It is how qualified prospects are passed to sales and where you can segment and target your customers with key marketing propositions.

Marketing Automation is also key. It enables you to integrate all of the aspects of marketing outlined in this guide and support the journeys that are needed to progress interest into qualified intent.

If you cannot track where the buyer is on their journey, you cannot move them on to the next step. If you cannot measure, you cannot adjust your investment and continually improve.

Do's:

1. Connect marketing with your business through CRM.
2. Use analytics to track your website performance.
3. Leverage Marketing Automation to integrate all of the elements of lead cultivation and get smarter at marketing.

Don't's:

1. Don't make do with second best, it's a false economy.
2. Don't run marketing on a spreadsheet.

What to Measure

Marketing is a continuous process that needs to be monitored, measure and analysed. By doing this you can see what is working, identify the bottlenecks in lead development, and continually improve marketing effectiveness.

Leaders need to manage the marketing funnel in a similar way to how they measure the sales funnel. How much is going in the top, how much is progressing to the middle of the funnel, and the volume and quality of the output.

Once you understand the throughput, you can analyse the contributing activities, how many people are visiting our website (quantity) how long are they spending on the site and number of pages viewed (quality).

Understanding the effectiveness of each step of your lead nurture processes will help you refine your marketing engine, increasing quantity while not compromising quality.

Key Things to Measure:

1. Website Visitors & Engagement.
2. Initial Lead-Source – what channels are creating first engagement.
3. Funnel Progression – where leads sit in top, middle and bottom of the marketing funnel.
4. Activity Effectiveness – i.e. Search Engine Clicks-to-Conversions, Email Opens and Clicks, Website form-fills etc.
5. Cost per Lead.
5. Conversion Rates – Marketing Qualified Lead to Sales Qualified Leads to Opportunities.
6. Win Rates – Opportunities to Deals Closed.
7. Contribution – Revenue Generated from Marketing Opportunities.

How Cremarc Can Help

Take A Marketing Discovery

For organisations looking to establish marketing in their business or those looking to review their existing marketing efforts, we offer a Marketing Discovery.

We run a short workshop with all of the key stakeholders, to understand the goals and aspirations of your business and to enable us to create a set of clear and aligned marketing objectives.

We then map these objectives onto an outline marketing plan which focuses on delivering the right messages, to the right people at the right time with a defined process to cultivate interest into intent.

You can find out more about our Discovery Process [here](#).

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