A Guide to Good Marketing Content
The Funnel
Aware of a problem, but can’t define it.

- Driven to define and remove symptoms.
- Search for their pain points.
- Don’t have a name for the bigger problem at hand.
What kind of illness is this, based on my symptoms?

- “Chills”
- “Runny Nose”
- “Aches and Pains”
- “Loss of Appetite”
Considering solutions for their problem.

• Understand symptoms are part of bigger issue.
• Have more vocabulary.
• Want to learn more about solutions and industry.
Oh great, I have the flu. How do I treat it?

- “Flu Medication”
- “Influenza Medicine”
- “Flu Treatment”
- “Flu Go to Doctor?”
Deciding what solutions are best for them.

- Understand options, but need help making choice.
- Want to see proof, results, and comparisons.
- May have front-runner.
Which flu medication should I buy to get better?

- “Vicks Flu Alternatives”
- “Tamiflu Price”
- “Relenza vs. Tamiflu”
- “Rapivab or Relenza”
Lesson 1: Try to teach.

- It helps you focus on simple, approachable messaging.
- It establishes your expertise and how you approach problems.
- It allows leads to self-educate and self-qualify (or not).
Lesson 2: Teach to your strengths.

- It helps position your company against the competition.
- It helps improve the quality of your prospects.
- It can save you time in your sales process.
Tips for Content Pieces
Blogs are the foundation of every good content strategy.

• They improve SEO and website visibility.
• They add (good) pressure to publish new content.
• They help audiences reconnect with your company.
Good blogs:

• Focus on a single subject (usually a pain point).
• Present their value clearly and quickly.
• Are easily skimmed.
• Encourage further action.
Clear audience and pain point.

Read it: bit.ly/marketri-blog-example
Founders are starting at the wrong place in the marketing & sales funnel

The graphic above represents a common journey: there’s a period of stumbling around as founders “figure it out” then excitement as you (eventually) discover the thrill of getting to the top of Hacker News or trending on GrowthHackers. This can generate thousands of pageviews and retweets by people you admire, but it’s almost always the wrong place to start.

Here’s why:

1. Audience
You become successful at getting hits, but end up attracting the wrong audience. (Yep, content/market fit is a thing). You might increase pageviews, but they’re not turning into leads.

2. Funnel mechanics
You attract the right audience, but don’t have the mid funnel mechanisms in place to convert them. Maybe you haven’t hired a sales team or a big enough sales team, or you just haven’t quite figured out your core value proposition yet... regardless, you’ve got more leads, but they still aren’t turning into 😱😱😱

3. ROI
You attract the right audience, and actually close some deals from it! Amazing! Create 10 more? Not so fast. This type of content takes significant investment, and rarely has a direct path to revenue.

Invest your inbound marketing efforts at the bottom of the funnel

Never miss a story from ThinkGrowth.org

Read it: bit.ly/marketri-blog-example
• Images provide visual break and more detail.

Read it: bit.ly/marketri-blog-example
Call to action is obvious and easy to do.
Infographics show industry data in compelling, shareable ways.

- They provide non-obvious insights within your space.
- They’re media friendly, and often topical.
- They help drive SEO and links back to your website.
Good infographics:

• Are interesting at a glance.
• Focus on one topic, but may break down data into relevant subtopics.
• Focus on a pain point or related curiosity.
Based in their space (i.e., job search), but has broader appeal.

Get it: bit.ly/marketri-infographic-link
MOBILE WARMING: THE JOB SEARCH CLIMATE IS CHANGING

65% of job seekers use their smartphone at least once a day for job search purposes.

INSTANT GRATIFICATION
The primary reasons for using a smartphone to search for jobs:

- 64%: I can search for jobs anytime, anywhere
- 13%: I am able to easily apply to job openings
- 13%: It's the primary way that I access the internet
- 4%: I can see new jobs first
- 3%: It's a way to secretly search for jobs while at work or other places
- 3%: Other

THE TEXT BEST THING
73% of job seekers said they want to receive targeted jobs via text messaging.

THE TEXT GENERATION IN RECRUITMENT:
Mobile preferences among different generations of job seekers

<table>
<thead>
<tr>
<th>Generation</th>
<th>Likely to apply to a job from a smartphone</th>
<th>Willingness to receive job opportunities via text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennials</td>
<td>53%</td>
<td>YES 68%</td>
</tr>
<tr>
<td>Gen X</td>
<td>49%</td>
<td>YES 73%</td>
</tr>
<tr>
<td>Baby Boomers</td>
<td>32%</td>
<td>YES 75%</td>
</tr>
</tbody>
</table>

When job seekers find a job they like on their smartphone...

- 61%: I apply right away on my smartphone
- 56%: I wait and apply later on my smartphone
- 44%: I apply right away on my computer

Get it: bit.ly/marketri-infographic-link

- Supports a service, and includes contact information.
Whitepapers dig deeper into topics of interest.

- Their format gives room to elaborate and offer data.
- They’re a good vehicle to show depth of knowledge.
- They offer enough value to warrant basic contact information.
Good whitepapers:

- Are written for prospect personas (i.e., buyer profiles).
- Point out information gaps and industry insights.
- Cater to your basic strengths and core knowledge.
For a specific buyer, doesn’t target everyone.

Download it: bit.ly/marketri-whitepaper-example
Customers seem fine. But some have suggestions.

The majority of banking customers don't experience problems during transactions.

On average, about 1 in 30 customers say they experience a problem when completing a transaction with their retail bank.

And across all of these customers, about 1 in 5 has an improvement suggestion for how their bank can serve them better.

Simply put, if you're not listening and responding to customer feedback, you're missing suggestions from your customers. And you're ignoring tactics you could employ to improve customer retention.

- Presents valuable information in a readable format.
Less than half of customers think they have access to helpful materials.

We wanted to know whether access to those materials plays a role in their opinion of their banks.

We asked customers whether their banks were giving them materials to help them make better decisions and manage their money. Less than half of respondents report their banks offer such materials.

Promoters tend to think they have access to such materials.

It’s pretty clear if you look at the breakdown of the customers who weigh in on this prompt.

The promoters who agree that their bank offers articles, tips, and tools that help them make better decisions and manage their finances.

Download it: bit.ly/marketri-whitepaper-example

• Exposes an information gap while showcasing strengths.
Offers next steps and contact information.

Download it: bit.ly/marketri-whitepaper-example
Guides offer insight into processes in your industry.

- They often feature a set number of steps in the title.
- They help distinguish DIY leads from potential buyers.
- They share your knowledge of procedure and best practices.
Good guides:

• Offer a procedural roadmap for a service a company provides.
• Provide best practices, and highlight knowledge gaps that warrant professional services.
• Are helpful and focused on educating readers.
Optimized for the consideration stage.

Download it: bit.ly/marketri-guide
Covers best practices and establishes expertise in space.

Download it: bit.ly/marketri-guide
• Offers a summary of our company and capabilities.

Download it: bit.ly/marketri-guide
Case Studies
Case studies show process and the results of your services.

- They translate your work on a project into a clear result.
- They showcase your approach to real-world problems.
- They help prospects see themselves in your work.
Good case studies:

• Focus on a specific result that will resonate with a persona.

• Make it easy for prospects to see the value your company brings to clients.

• Name names, and contain client testimonials if possible.
• Summarizes situation and challenge.

See it: bit.ly/marketri-case-example
Defining our eCommerce Strategy and Opportunities

In order for both teams to get aligned, we headed north to Portland and San Francisco to get a closer look at their brand culture and business operations. Throughout our collaborative 3-day brand strategy workshop, our goal was to uncover the brand personality, business logistics, explore the user journey, and visualize how we could evolve the brands style, design direction, and eCommerce experience.

Tapping Into A New Audience Without Losing Trust of Our Core

For over two decades, Chrome has helped shape urban bike culture through their commitment to make useful and durable gear for professional messengers, fixed

See it: bit.ly/marketri-case-example

• Explains process to eventual solution.
Shows clear results of the work.

See it: bit.ly/marketri-case-example
Webinars
Webinars are events centered on industry topics.

- They’re not so different from guides or case studies.
- They cater to multitaskers and those seeking professional development.
- They can feature guest speakers to help grow audiences.
**Good webinars:**

- Promise and deliver clear takeaways.
- Speak to the pain points of attendees.
- Highlight core strengths and showcase your company’s presentation style.
A Guide to Good Marketing Content

Download it: bit.ly/smps-content-slides
• Provides a framework to aid understanding.

Download it: bit.ly/smps-content-slides
• Offers clear examples and explanations (hopefully).

Download it: bit.ly/smps-content-slides
• Includes a call to action for those interested in more.

Download it: bit.ly/smpe-content-slides

And if you need us, you can always email us at info@marketrl.com.
Email Campaigns
Email campaigns organize content pieces into sequences.

- They focus on specific subjects or pain points.
- They offer progressively advanced content.
- They take a lot of stress off your sales process.
Good email campaigns:

- Utilize prospect behavior to offer tailored content.
- Take time to develop, and don’t rush or harass prospects.
- Introduce human beings in later stages of the funnel.
• First touch: automated ebook delivery after form complete.

Download it: bit.ly/marketri-emails-example
Thank you for requesting our E-Book
7 Inspiring B2B Marketing Campaigns

Pardot is an industry-leading marketing automation solution that increases sales and maximizes efficiency for companies with complex sales cycles. The application allows marketing and sales departments to manage all prospect interactions and create, deploy, and manage online marketing campaigns—all from one central platform.

Want to see marketing automation in action?
TAKE PARDOT FOR A SPIN

Download it: bit.ly/marketri-emails-example

Second touch: Thank you, link to next ebook, and contact.
Third touch: Webinar invite (still on my initial pain point).

Download it: bit.ly/marketri-emails-example
Fourth touch: Push for marketing automation and tour.

Download it: bit.ly/marketri-emails-example
Lesson 3: Focus on pathways.

- They guide prospects from (their) symptoms to (your) solutions.
- They encourage focused sales conversations.
- They can be optimized as you learn how prospects come in.
Lesson 4: Create what you’d want to read.

• Avoid writing solely about your products and services.
• Try to create a unique voice for your company.
• Find angles that make your content interesting for others.
A Few Reminders
No matter what content format you choose, always:

- Try to teach.
- Teach to your strengths.
- Focus on pathways.
- Create what you’d want to read.
And if you need us, you can always email us at info@marketri.com.
Thank you!

Any questions?

Slides: bit.ly/smps-content-slides

Image Credits: bit.ly/content-guide-images
The Four Pillars of Growth Marketing
Who is here today because you want your firm to grow?
What’s the definition of Growth Marketing?
Growth Marketing is a systematic approach to integrating technologies, strategies, processes, and talent in a highly scalable way to attract, nurture, and close ideal buyers and engage existing customers to meet aggressive growth objectives.
To compete on value and accelerate growth, companies must embrace Growth Marketing.
<table>
<thead>
<tr>
<th>Traditional</th>
<th>Lead Generation</th>
<th>Demand Generation</th>
<th>Revenue Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cost Center</strong></td>
<td><strong>Cost Center</strong></td>
<td><strong>Cost/Revenue Center</strong></td>
<td><strong>Cost Center</strong></td>
</tr>
<tr>
<td>- The MarCom Group</td>
<td>- E-mail system</td>
<td>- Marketing automation &amp; CRM</td>
<td>- Systems are optimized</td>
</tr>
<tr>
<td>- The “make it pretty” department</td>
<td>- Tactical</td>
<td>- Strategic</td>
<td>- People and processes are optimized</td>
</tr>
<tr>
<td>- Marketing focuses on brand building and impressions</td>
<td>- One-off emails centered on generating leads</td>
<td>- Nurture MQLs / SALs / SQLs / Opportunities</td>
<td>- Repeatable, predictable, scalable (RPS) revenue production</td>
</tr>
<tr>
<td>- No B2B lead generation</td>
<td>- Focus on the cost of lead generation</td>
<td>- Marketing funnel</td>
<td>- Synergy with sales</td>
</tr>
<tr>
<td>- No sales alignment</td>
<td>- Little alignment with sales</td>
<td>- Buyer journey</td>
<td></td>
</tr>
</tbody>
</table>

**Metrics:**
- Accountable for costs and activities
- Accountable for costs and number of leads
- Accountable for costs and revenue
- Accountable for ROI and forecasting revenue

(from “Rise of the Revenue Marketer” by Debbie Qadish)
Buying has changed.
Pre-Internet

- **Buyer**: Relatively Uninformed
- **Buying Journey**: Linear
- **Marketing Playbook**: Interrupt (cold calling and advertising)
**Pre-Internet**
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**Today**
- **Buyer:** Well-informed
- **Buying Journey:** Fluid and random, but starts with Google
- **Marketing Playbook:** Thought leadership through content creation
Before, people used to be sold to.

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Now, people proactively buy.

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B2B Buyer’s Journey

- awareness
- consideration
- decision
B2B Buyer’s Journey

- Awareness
- Consideration
- Decision

Awareness Stage Content
- Blogs, Tip Sheets, Infographics, Checklists, Webinars
B2B Buyer’s Journey

Awareness Stage Content
- Blogs, Tip Sheets, Infographics, Checklists, Webinars

Consideration Stage Content
- eBooks, Whitepapers, Research Studies, Guides, Industry Overviews
B2B Buyer’s Journey

Awareness Stage Content
• Blogs, Tip Sheets, Infographics, Checklists, Webinars

Consideration Stage Content
• eBooks, Whitepapers, Research Studies, Guides, Industry Overviews

Decision Stage Content
• Case Studies, Testimonials, Sell Sheets, Pricing Guides, Vendor Comparisons
That was then.
B2B Buyer’s Journey

- Awareness
- Consideration
- Decision

Marketing

Sales

This is now.
B2B Buyer’s Journey

- Awareness
- Consideration
- Decision
Our challenge is to connect with potential new customers.
And meet them where they are in their journey.

Our challenge is to connect with potential new customers.
Four Pillars of Growth Marketing
Four Pillars of Growth Marketing
Four Pillars of Growth Marketing

Technologies

Strategies
Four Pillars of Growth Marketing

- Technologies
- Strategies
- Processes
Four Pillars of Growth Marketing

Technologies  Strategies  Processes  Talent
Website Automation

- HubSpot
- Pardot
- Marketo
- Active Campaign
- Act-On
- etc.

Marketing Automation

- CRM Integration
- Lead Capture
- Lead Scoring
- List Management
- Lead Nurturing
- Email Marketing
- Web Analytics
Website

- HubSpot
- Pardot
- Marketo
- Active Campaign
- Act-On
- etc.

Automation

- Web Analytics
- Lead Capture
- Lead Scoring
- List Mgmt
- Lead Nurturing
- Email Marketing
- CRM Integration

Marketing Automation

CRM

- HubSpot CRM
- Salesforce
- Pipedrive
- Dynamics
- Zoho
- etc.
Website

- HubSpot
- Pardot

Automation & CRM

- HubSpot CRM
- Salesforce
G2Crowd is a good place to browse platform reviews.
Strategies
Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat.

- Sun Tzu
32% of companies don’t have a formal, comprehensive marketing plan.
Marketing Plan Items

1. Niche Strategy
2. Personas
3. Content Strategy
4. High-Level Execution
5. Measure, Tweak, Measure...
Niche Strategy Tip #1
Depth is better than breadth.
Niche Strategy Tip #1

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Niche Strategy Tip #1

Depth is better than breadth.
Niche Strategy Tip #1
Depth is better than breadth.
Niche Strategy Tip #2
Focus on current niches to support your growth into future niches.
**Niche Strategy Tip #2**
Focus on current niches to support your growth into future niches.
Personas Tip #1
Create specific buyer personas.
Accounting Abigail
• Silos between IT & Finance
• High expectations for a rigorous audit
• Harnessing new technologies
• Maintaining and leveraging mission-critical information
• Adding more value to operations and other departments
• Bridging the gap between historical data and the future
• Collaboration / team building
• Recruiting skilled staff
• Having a complete understanding of financial systems
• Improving efficiency
• Security of online data and records

Finance Francesco
• Improving company performance and profit margins
• Increasing workloads
• Identifying new commercial opportunities / providing strategy
• Building collaboration in the finance team and across other functional areas
• Efficiency in current operational processes
• Staff acquisition, development, and retention
• Evaluating the competitive landscape
• FASB IASB revenue recognition guidance ASC 606
• Rethinking roles and skill sets (need for forward looking analysts)
• Fostering innovation
• Automating lower level tasks

Personas Tip #1
Create specific buyer personas.
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- Automating lower level tasks

**Personas Tip #2**
Try to focus on shared pains.
Content is central to any good marketing plan, as is thoughtful content promotion.
Content Strategy Tip #1
Conduct a content and resources audit.
B2B Buyer’s Journey

awareness

consideration

decision

Content Strategy Tip #1
Conduct a content and resources audit.
B2B Buyer’s Journey

Content Types

- **Awareness**: Blogs, Tip Sheets, Infographics, Checklists, Webinars
- **Consideration**: eBooks, Whitepapers, Research Studies, Guides, Industry Overviews
- **Decision**: Case Studies, Testimonials, Sell Sheets, Pricing Guides, Vendor Comparisons

Content Strategy Tip #1

Conduct a content and resources audit.
Strategies

B2B Buyer’s Journey

Questions to Answer

- How can we realistically build complete pathways from a persona’s pain to our solution?
- What content do we have that we can repurpose and adapt?
- What new content pieces do I have resources to make?
- When do we need each piece?

Content Strategy Tip #1
Conduct a content and resources audit.
B2B Buyer’s Journey

awareness

consideration

decision

Content Strategy Tip #2
Build a strong keyword strategy.
B2B Buyer’s Journey

What keywords can we leverage and/or win on the buyer’s educational journey?

Content Strategy Tip #2
Build a strong keyword strategy.
B2B Buyer’s Journey

awareness

consideration

decision

Content Strategy Tip #2
Build a strong keyword strategy.
B2B Buyer’s Journey

- awareness
- consideration
- decision

Content Strategy Tip #3
Use social media to broadcast content.
B2B Buyer’s Journey

- Awareness
- Consideration
- Decision

How can we leverage existing networks to expand our reach?

Content Strategy Tip #3
Use social media to broadcast content.
B2B Buyer’s Journey

Questions to Answer
- Does our sales force have a firm grasp on social media?
- Do we need an element of gamification to help our efforts?
- How can we make it easy for employees to post our content?
- How can we measure and define success in social media?

Content Strategy Tip #3
Use social media to broadcast content.
B2B Buyer’s Journey

- Awareness
- Consideration
- Decision

Content Strategy Tip #3
Use social media to broadcast content.
Don’t just tick the boxes to get things done.
High-Level Execution Tip

Be thoughtful in building content for the longer term.
Blogs written for blogging’s sake won’t contribute to growth in the long term.

High-Level Execution Tip

Be thoughtful in building content for the longer term.
Content Pieces

- **Blog:** Focus on a relevant persona pain point
- **Tip Sheet:** Offer more information on pain point, as well as opportunity for lead capture
- **Webinar:** Get your subject matter experts to discuss solutions to pain point

**High-Level Execution Tip**

Be thoughtful in building content for the longer term.
Promotion
- **Linkedln**: Sponsor posts, create updates, write articles—all with links to content pieces
- **Emails**: Invite contacts in database to consume content
- **Pay-Per-Click**: Create ads to expand reach and attract new audiences to funnel

**High-Level Execution Tip**

Be thoughtful in building content for the longer term.
Strategies

Results
• More visibility and ability to leverage content
• Content pathways that help leads through the buyer’s journey
• Reusable content, workflows, and templates
• Data from campaign to help optimize future efforts

High-Level Execution Tip
Be thoughtful in building content for the longer term.
Don’t just collect data. Improve your areas of weakness and re-measure.
Measure, Tweak, Measure... Tip #1
Find a baseline early.
Measure, Tweak, Measure... Tip #1
Find a baseline early.
Strategies

Measure, Tweak, Measure... Tip #1
Find a baseline early.

Analytics Basics
- Monthly Visits
- Top Pages
- Bounce Rate
- Top Blog Posts
- Source/Medium Data
Measure, Tweak, Measure... Tip #1
Find a baseline early.
Heatmaps can help you understand what content and CTAs are getting clicks from visitors.

Measure, Tweak, Measure... Tip #1

Find a baseline early.
Measure, Tweak, Measure... Tip #1

Find a baseline early.
Strategies

Measure, Tweak, Measure... Tip #2
Change one thing at a time and measure impact.
Measure, Tweak, Measure… Tip #2

Change one thing at a time and measure impact.
Use A/B testing to isolate changes and their effects.

Measure, Tweak, Measure... Tip #2
Change one thing at a time and measure impact.
Subject Line Test
- Inconclusive impact on Open Rates in initial send
- But a higher Click-Through Rate with Version B (14% to 7.1%)

Measure, Tweak, Measure... Tip #2
Change one thing at a time and measure impact.
Measure, Tweak, Measure... Tip #2
Change one thing at a time and measure impact.
Inquiry
MQL
SAL
SQL
Closed
Won

Nurture to Educate
Nurture to Connect Sales
Nurture to Onboard / Upsell
Nurture to Recycle
Nurture Lost Business

Sales Process
Processes

1. Google search for "healthcare facility architect"

2. Link to "Best Practice Metrics" page

3. Array Architects website with "Best Practices in Behavioral Health" section
Content Workflows

Enrollment criteria: The contact property Lifecycle Stage is equal to Lead.

- Send email Thank you - Competitive Market Analysis
  0% click rate

- Delay the next action for 7 days
  0 contacts

- Send email Content Nurturing #1 [save]
  0% click rate
Lead Score: 81 – 100
• Well informed, interested, qualified
• Actively consuming decision stage content
• Exhibits buying intent

Lead Score: 51 – 80
• Consuming consideration content
• Learning about solutions in our space
• Recognizes us as potential vendor

Lead Score: 0 – 50
• Does not know us as a company
• Hasn’t opted into contact
• May have fallen out of pipeline and selected another vendor
Lead finds our company (Google)

Lead submits form(s), visits web pages, Nurturing WF (based on persona) = Points

Lead is warm and ready for Sales to see!

Change Lead Status: Sales Accepted Lead

Lead Queues in Salesforce: Segmented by our list of target buyers!

Lead syncs to Salesforce! (HubSpot Intelligence/Marketing Automation)

Activities, Tasks

Opportunity?

Convert to Contact
Not Quite an Opportunity?

Select Persona, Industry, Sector, and Other Specific Properties

Make Sure Email Address is Accurate

Nurture (Back into Nurturing Workflow)

Recycle to Marketing

Check “Recycle to Marketing” Box

Contact Completes Nurturing Workflow

Send Lead to Salesforce

Sales Marks as SAL or Inactive
Talent + Technologies + Strategies + Processes
These Pillars dictate in-house and outsourced talent needs.
Talent

Demand Generation

Lead Generation

Traditional

Revenue Marketing

2013

2014

2016 – 2017

2018
2013
- One Marketing Generalist
- Add Fractional CMO
2013
• One Marketing Generalist
• Add Fractional CMO

2015
• Evaluate Marketing Talent
• Hire Inbound Marketing Specialist (Tech-Focused)
• Hire Sales Enablement Coordinator
• Marketing Generalist leaves

Talent
2013
- One Marketing Generalist
- Add Fractional CMO

2015
- Evaluate Marketing Talent
- Hire Inbound Marketing Specialist (Tech-Focused)
- Hire Sales Enablement Coordinator
- Marketing Generalist leaves

2018
- Inbound Marketing Specialist moves to Marketing Technology Director
- Sales Enablement Coordinator moves to Creative Marketing Manager
- Projected New Hire: Content Marketing Manager

2013 - 2014
- Traditional
- Lead Generation

2016 - 2017
- Demand Generation

2018
- Revenue Marketing
Four Pillars of Growth Marketing

- Technologies
- Strategies
- Processes
- Talent
Let’s go back to our definition of Growth Marketing.
Growth Marketing is a systematic approach to integrating technologies, strategies, processes, and talent in a highly scalable way to attract, nurture, and close ideal buyers and engage existing customers to meet aggressive growth objectives.
Ultimately, modern marketing must generate revenue and support company growth goals.
If we take care in how we integrate our four pillars, we can achieve our objectives.
Thank You.

Image Credits: bit.ly/pillars-sources
FIX PROBLEMS, NOT SYMPTOMS

SOLUTIONS-BASED MARKETING FOR INCREASED REVENUE

Presented by QUANTUM DYNAMIX
Quantum Dynamix
Web & Digital Marketing

Clients Who Trust Us

projects@quantumdynamix.net
www.quantumdynamix.net
Session Expectations
What to get from this discussion

• Explanation of Solutions-Based Marketing
• An time-tested process that you can use to generate results
• Real world examples
• Maybe one or two laughs... if we are luck 😊
Let’s Start With An Activity
So what did we learn?

While **50%** of people believe they will guess correctly...

**2.5%** will ACTUALLY guess correctly
So what is Solutions-Based Marketing
A scientific approach to marketing that utilizes the proven scientific method to maximize the efficiency of your marketing decisions over time.
So What Does That Mean?
The Scientific Method
How The Smart People Get It Done

THE SCIENTIFIC METHOD

- Formulation of a question
- Gather Information
- Hypothesis
- Predictions
- Testing
- Analysis
- Draw Conclusions
- Retest
Let’s Apply This To Marketing
Formulation of a Question
Why is the sky blue?

This is where experimentation starts

- Don’t make assumptions
- Ask the **right** question
- The question should be as close to the **actual problem** as possible
Gather Information
Figure out what we already know

Use data to validate the question

• Look at analytics
• Have internal conversations
• Speak with real customers
• Identify Key Performance Indicators (KPIs)
Smell Test the Question
Was your question the RIGHT question?

• Did you dig deep enough?
• Did you miss some breadcrumbs or indicators?
• Did you listen to your colleagues or experts?
Clarifying The Question
An often missed pause

“Why aren’t people visiting my website?”

“Why isn’t my website generating leads?”
Form a Hypothesis
What’s our best guess at answering our question

A proposed explanation made on the basis of limited evidence as a starting point for further investigation.
Form a Hypothesis
What’s our best guess at answering our question

Perfect hypothesis is

• Concise
• Specific
• Testable
• Falsifiable
Form a Hypothesis
What's our best guess at answering our question

“Our homepage Content is hindering conversations”

“Our site visitors are turned off by all of our form fields”

“Our CTAs are too hard to find”

“Slideshows don’t convert”
The prediction should prove or disprove the hypothesis.
Make a Prediction
What's your gut tell you?

“Rewriting our homepage content to be more action-oriented will increase conversions”

“Eliminating unnecessary form fields will increase conversions”

“Redesigning our CTAs will increase conversions”

“Redesigning the homepage to use a large static mainstage will increase conversions”
Implement Tests
Does the real world behaves as predicted?

Experiments should

• Be measurable
• Test one item (or one group of items) at a time
• Have a timeframe
• Be designed to minimize possible errors
Implement Tests
Does the real world behaves as predicted?

Approach To Testing

• Develop a list of possible tests
• Evaluate each suggestion based on timeframe, cost, & difficulty
• Use 80/20 rule to select tests
• Move selections to the production team
Analyze The Results
What do the numbers show us?

Examine information to

• See if KPIs increased/decreased
• Discover any unforeseen side effect
Draw Conclusions
Were we right or were we wrong?

Time to pop the bubbly?

• Success? How could we have done better?
• Failure? What did we do wrong?
Retest
Because the work is never done

Take what you learned, come up with new theories, and start the cycle over.
Real World Examples
Examples
Because seeing is believing

33% Conversion Increase
Examples
Because seeing is believing

38% Conversion Rate
93% better than the original
Examples
Because seeing is believing

Not Everything Works

Original Design

Person Design

102.5% ↑

Person Design

102.5% ↑

Long Form Person Design

22.72% ↓
Examples
Because seeing is believing

2.78% increased to 19%
Improvement of 591%
Examples
Because seeing is believing

25% Higher Conversion Rate
Let’s Bring It Home
Quick review of what we covered

**Question:** Why aren’t we generating leads?

**Gather Info:** Research confirms the question

**Hypothesis:** Our CTA is lost in page clutter

**Prediction:** Redesigned page, with a focus on CTA, will improve conversion

**Test:** Production team redesigns & implements new page

**Analysis:** After 1 month, conversions have increased by 28%

**Conclusion:** Clutter may have negatively affected conversion

**Retest:** Back to the team for more improvements
THANK YOU FOR YOUR TIME

HAVE ANY QUESTIONS?

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DOMINATE IN THE SHARK TANK
UNDERSTANDING YOUR CUSTOMERS

Presented by

QUANTUM DYNAMIX
PRECISION ALCHEMY
A 2015 & 2016 Central Penn Business Journal Business of the Year finalist, Quantum Dynamix is a digital marketing firm that specializes in providing holistic marketing strategies along with cohesive website design and development solutions.

Founded in February 2008, we passionately provide solutions that allow our clients to effectively communicate their message to the world. Our team is approachable, knowledgeable, and strives to create honest strategies that fit businesses needs, not necessarily the current marketing trend. We work as a true partner with our clients to advocate their businesses and promote growth.
Welcome to the Shark Tank
Dominate in the Shark Tank
Pitch Activity

**Lets Get in the Water**

• Spend 2 minutes drafting your current 30 second elevator speech to describe your company to a prospect.
Marketing is often based on Assumptions...

We make Assumptions EVERYDAY
Dominate in the Shark Tank
Understanding our Customers

**Qualitative:**
- Open Ended
- Conversational
- Observational
- Anecdotal
- Emotional

**Quantitative:**
- Closed Ended
- Statistical
- Systematic
- Scientific
- Measurable
Marketing works best when we pair Science and Data with Intuition
Dominate in the Shark Tank
Marketing Personas

Any great strategy begins with a better understanding of your customers
What’s a Persona?

A Persona is a personified version of your ideal customer. You may have several ideal customers and it is vital to create a persona for each one. This will allow you to communicate with them in the most effective way possible to IMPROVE results.
They have needs, questions, goals, dreams, and desires that YOU can help fulfill
GUIDED PERSONA CREATION

WHAT ARE THEIR DEMOGRAPHICS?
- income
- education
- location
Let’s Create a Persona
PERSONA NAME: Professional Pat

SECTION 1: WHO?

BACKGROUND
- Business professional with fancy title
- With the company 4+ years
- 4 years of college

DEMOGRAPHICS
- 50/50 split male and female
- 27 – 50 years old
- $40k - $70k
- Lives in suburbia
- Owns a home

IDENTIFIERS
- Email communicator
- Results driven
- Looking for answers, direction, and substance
- Career oriented
### Person Name: Professional Pat

#### Goals
- Primary goal? Secondary goal?
- Keep coffee hot
- Stay organized
- Grow career
- Get things done…BOOM!

#### Challenges
- Primary challenge? Secondary challenge?
- Pen never works
- Can’t find paperwork quickly
- Wants to increase the probability of hot coffee

#### What Can We Do
- Assist with work responsibilities
- Provide reliable organization strategies
- Help grow confidence and increased high-fives
<table>
<thead>
<tr>
<th>PERSONA NAME:</th>
<th>Professional Pat</th>
</tr>
</thead>
<tbody>
<tr>
<td>REAL QUOTES</td>
<td></td>
</tr>
<tr>
<td>About goals, challenges, etc.</td>
<td></td>
</tr>
<tr>
<td>COMMON OBJECTIONS</td>
<td></td>
</tr>
<tr>
<td>Why wouldn't they buy your product/service?</td>
<td></td>
</tr>
</tbody>
</table>

- My coffee is cold by the time I get to the office
- I lost my pen
- I don't know how to keep all of my things organized
- My papers blew out the car window

- I don't have time to organize my desk
- But I already have a stapler
- I don't have the authority to make this purchasing decision
<table>
<thead>
<tr>
<th>PERSONA NAME:</th>
<th>Professional Pat</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MARKETING MESSAGING</strong></td>
<td></td>
</tr>
<tr>
<td>How should you describe your solution to your persona?</td>
<td></td>
</tr>
<tr>
<td><strong>ELEVATOR PITCH</strong></td>
<td></td>
</tr>
<tr>
<td>Sell your persona on your solution!</td>
<td></td>
</tr>
<tr>
<td><strong>SECTION 4: HOW?</strong></td>
<td></td>
</tr>
<tr>
<td>- Proven organization solutions that produce high fives</td>
<td></td>
</tr>
<tr>
<td>- We offer stellar organization solutions that provide you with the ability to enjoy hot beverages while staying organized and getting stuff done.</td>
<td></td>
</tr>
</tbody>
</table>
Time to Swim *(and pitch...again)*

- Rethink the elevator pitch you gave 20 minutes ago. Now reassess it with consideration to one of your key personas.

- How did you pitch change?
  - Did it consider your personas challenges?
  - Did you address how you can resolve those challenges?
  - Did you deliver your pitch in a manor that would be well received?
Create Your Own Personas

- Conduct your own customer research (polls, surveys, interviews, etc.)
- Review website analytics (traffic, page rank, heat maps)
- Review Sales Trends
Create Your Own Personas

Download our FREE Persona Template

quantumdynamix.net/personas
Customer Personas are fluid and will change over time

Economy, trends, and market dynamics all play a role in maintain accurate personas
Now Go Dominate, You Shark