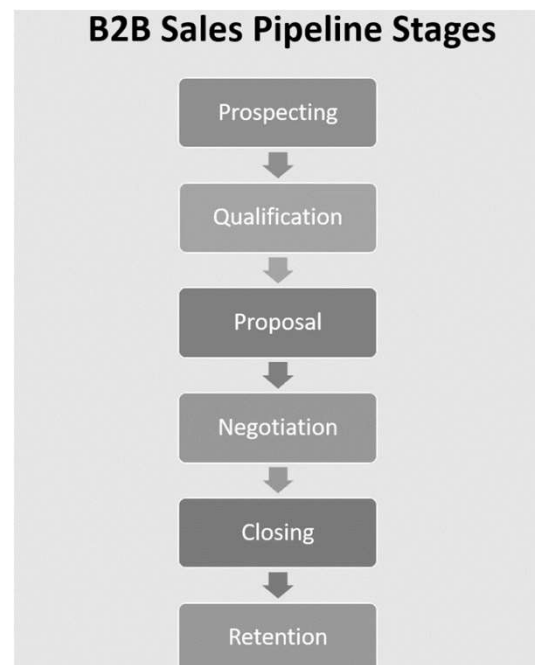


Using Modern **MARKETING METHODS** To Drive Sales

B2B / The Relationship Between Marketing & Sales Departments



Need sales to provide measurable buying indicators, respond to inquiries, maintain error-free CRM, and to communicate product changes, sales initiatives, etc., in real time.

Need marketing to be timely, relevant, reach the right market, identify leads, and provide accurate, current & accessible sales tools

- Building relationships is virtually impossible for salespeople to achieve without **technology**
- 80% of the buying process is silent
- In-person sales efforts face significant paradigm shifts (mobile devices, virtual meetings, broad geographic territory footprints, lack of access to key influencers, etc)
- Loyalty to products, brands and salespeople has shifted toward 'commodity' approaches and purchasing/costing formulas that leave little room for relationship selling

B2B / Marketing Challenges

- Traditional lead generation has become costly and less effective
- Demand for marketing assets often outpaces the time and personnel required to deliver it
- 'Content is King' because it drives demand, search results, website visits and data collection

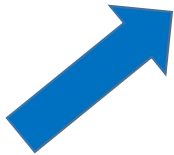


... calculators, spec sheets, configurators, e-brochures, warranty info, service updates, product updates, online ordering and fulfillment, comparatives, voice of the customer, videos, podcasts, social engagement, e-commerce, auto-renewals ...

- Tailored user experiences are expected, with interactive tools, personalized communications and real-time access/response

Common Denominator?

BUYING INDICATORS



Every **BUYING INDICATOR** Can Have A
Marketing Effort Designed Around It



Knowledge



Opportunity



Relationship



Recency



Influence



Access

Every **MARKETING EFFORT**
Should Enable The Sales Process

Knowledge	Opportunity	Relationship	Recency	Influence	Access
<ul style="list-style-type: none"> • Do they spend time on our website? (multi-pages) • Do they request info? • Are they a business we want to work with? • Are they searching specific products or services? 	<ul style="list-style-type: none"> • Can they afford our products/services? • Is this a chance to grow an account? • Do they work for one of our target accounts? • Have they indicated a budget? • Do they have an identifiable problem? • Is there urgency in their search behaviors? 	<ul style="list-style-type: none"> • Do we have a communication pathway with them? • Are they an existing customer? • Do we have an assigned rep? • Are they unhappy with their current vendor? • Are they associated with a targeted 'key account'? 	<ul style="list-style-type: none"> • Do they keep coming back to our website? • Were they at a recent trade show? • Did they visit our booth? • Did we have a recent meeting or phone call? • Are they new influencers in the buying process? 	<ul style="list-style-type: none"> • Can they introduce us to decision-makers? • Will they be a willing referral? • Will they feature our solution as a part of their solution? • Are they decision-makers? 	<ul style="list-style-type: none"> • Do they answer calls? • Will they bring together internal stakeholders? • Do they provide the information needed to be competitive? • Will they allow you to bid on their business? • Are they interested in visiting your facility? • Did they request a demo?
<div>Every One Of These Can Trigger An 'Action' To Enable Sales</div>					
					

Identify & Quantify

Positive action	Points		Negative action	Points
Contact Us/ Demo form	30		Unsubscribed	-20
Industry relevant	10		Job Title: Student	-30
Download whitepaper 1	10		Country: East Asia	-30
Opened email	5			
Clicked a link in email	5			
Job title is relevant	10			
Open follow up email	5			
Download whitepaper 2	15			
Pageviews over 5	5			
Pageviews over 10	15			



Buying Indicator Priorities + Marketing Efforts + Automation =

ACTIONABLE SALES & MARKETING DATA

MODERN METHODS / SALES & MARKETING AUTOMATION

Build Better Customer Experiences

While Enabling Your Sales Team

- ☐ Use a CRM that syncs with Mktg Automation
- ☐ Gate brochures, spec sheets, videos, assets
- ☐ Prioritize prospects (lead scoring)
- ☐ Build campaigns around buying indicators
- ☐ Automate lead assignments
- ☐ Automate salesperson notifications
- ☐ Automate trade show/event requests & follow-up
- ☐ Use e-calendars / online booking

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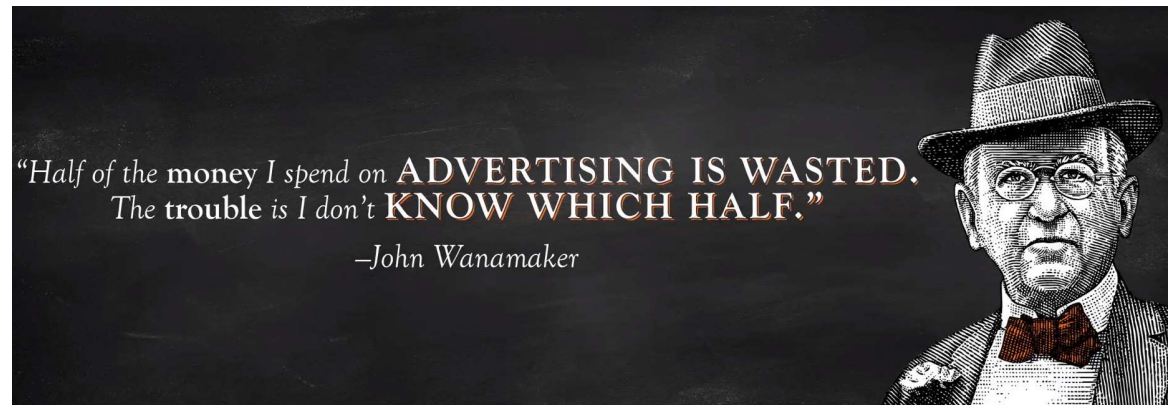
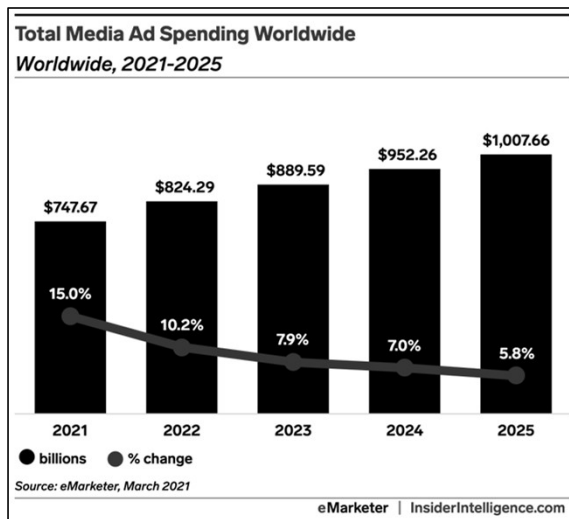


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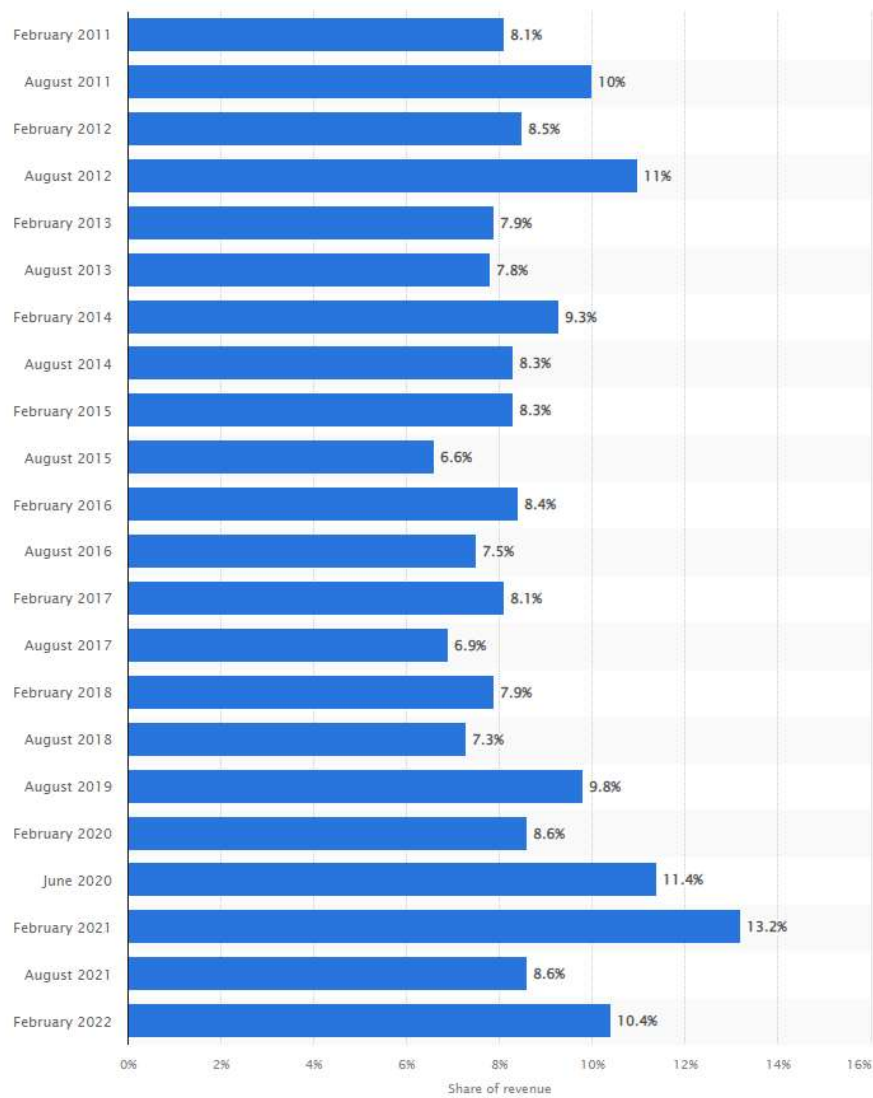
- ☐ Automate customer service requests and escalations
- ☐ Automate customer onboarding, reordering, updates
- ☐ Automate social media postings
- ☐ Incorporate Text / SMS for transactional notifications and lead gen
- ☐ Build actionable prospect and customer lists using key identifiers
- ☐ Centralize creative content and marketing assets (CMS)

Modern Ad Spend Tactics


Paid Media Is Big Business



Direct your budget toward tactics
that drive sales enablement



How Much Should I Spend?

U.S. businesses revenue share invested in marketing 2022 | Statista
 www.statista.com/statistics/681467/revenue-share-marketing-usa/

EXACT MARKETING

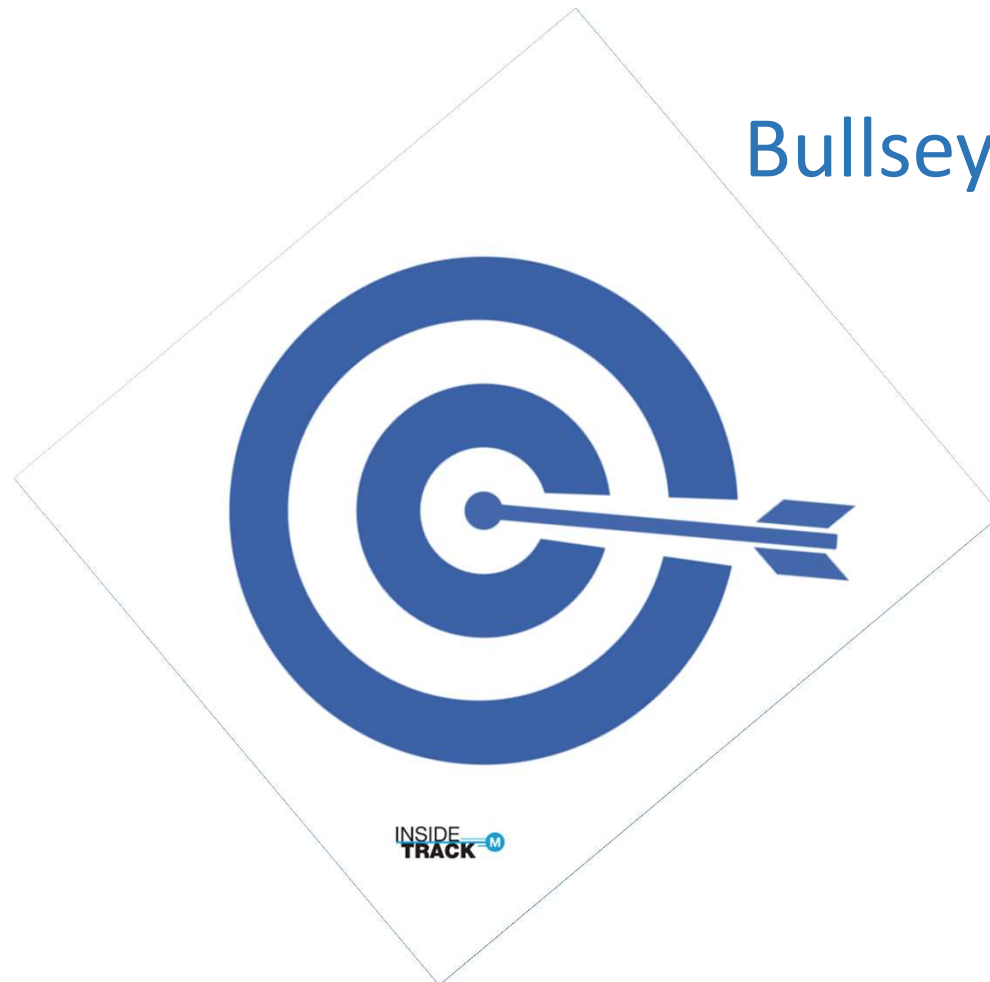
- ☐ Website retargeting
- ☐ Ad retargeting (google, social, etc)
- ☐ Footprint/Event remarketing (up to 6 months prior)
- ☐ IP Targeting
- ☐ Geofencing
- ☐ Solo email marketing (ie, trade show)
- ☐ Social media w/ links to conversion
- ☐ Loyalty campaigns
- ☐ Referral campaigns
- ☐ Campaign automation
- ☐ Virtual Shows/meetings/trade shows with **data collection**
- ☐ Gamification
- ☐ Artificial Intelligence, Augmented Reality, other interactive, etc



MODERN METHODS / PAID MEDIA & OUTREACH

EXACT MARKETING

FIRE RESCUE INTERNATIONAL
FDIC
NYSAFC
OREGON FIRE CHIEFS ASSOC
NORTHWEST FIRE EXPO
WISCONSIN CHIEFS CONFERENCE
NFPA
ARKANSAS FIRE CHIEFS CONFERENCE
IAFC SOUTHERN DIVISION
TEXAS A&M FIRE SCHOOL
ALABAMA FIRE CHIEFS CONFERENCE
GEORGIA FIRE SERVICE CONFERENCE
NEW JERSEY STATE FIREMAN'S CONVENTION
FIREHOUSE EXPO
ALASKA FIRE CHIEFS CONFERENCE
FAMA/FEMSA
FIRESHOWS WEST
CALIFORNIA FIRE CHIEFS CONFERENCE
MSFA
MINNESOTA STATE FIRE CHIEFS CONFERENCE
ILLINOIS FIRE CHIEFS CONFERENCE
NEW MEXICO FIRE CHIEFS CONFERENCE
KENTUCKY FIRE CHIEFS CONFERENCE
SOUTH ATLANTIC FIRE RESCUE EXPO
ADDITIONAL SHOWS AVAILABLE

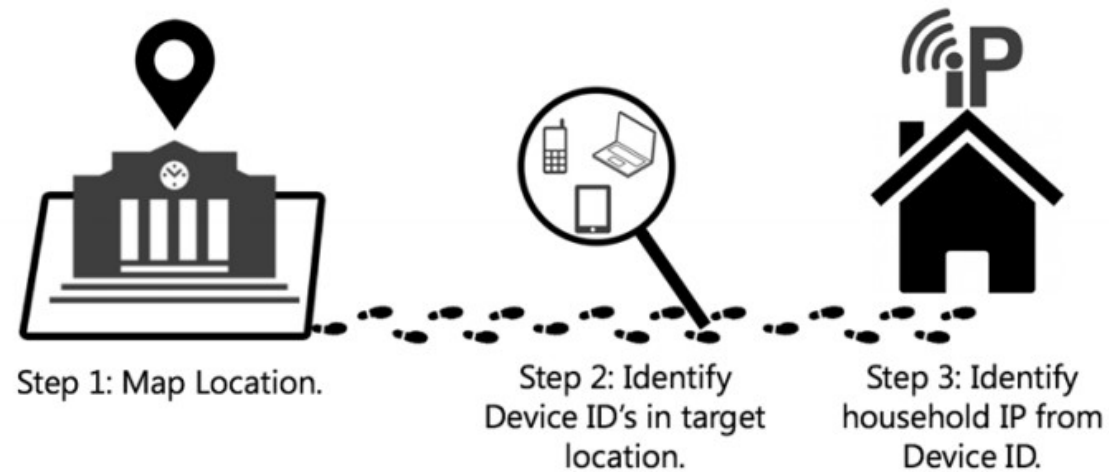


Bullseye!

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MODERN METHODS / PAID MEDIA & OUTREACH

IP TARGETING



MODERN METHODS / PAID MEDIA & OUTREACH

RETARGETING



☐ Website:

- ☐ Retarget key web pages that serve as 'indicators' (price, products, services, etc)
- ☐ Add automation tracking code to the header section of your website's backend
- ☐ Use chatbots to segment, prioritize and route website inquiries simply and quickly
- ☐ Use landing pages for short-term initiatives (trade shows, seasonal push, sale, etc)
- ☐ Integrate calls to action (CTA's) throughout the site, not just on the menu bar
- ☐ **Gate the good stuff:** brochures, specs, pricing, etc. Require a form submission with key data inputs

☐ SEO:

- ☐ Hire an SEO **dedicated** company
- ☐ Stick it out ... SEO is a long-term tactic that can take 9-15 months to prove its worth
- ☐ Pay for ongoing maintenance

☐ Social:

- ☐ Focus on *the* social network **where your buyers are** (LinkedIn, Facebook, Instagram, Twitter, etc)
- ☐ Have dedicated marketing resources for social
- ☐ Have employees sign a social media policy
- ☐ Tie social content click-thru's to trackable online content (automation!)

Video:

- ☐ Use Vimeo to embed your videos on your owned assets (no 'youtube' grid after viewing)
- ☐ Keep videos 3 minutes or less, and frequent
- ☐ Short-form videos do not need high production values. Use them as quick teasers and to stay 'visible' within the industry using mobile phones & apps
- ☐ Set settings to ensure others can't embed or comment on your posted assets
- ☐ Upload mp4's to YouTube channels as well

Email:

- ☐ Personalize email to the recipient from the salesperson or internal stakeholder
- ☐ Use automation to dynamically send emails based on behaviors and interests (indicators), while being sensitive to not divulging what know about them
- ☐ Set up auto-notifications to salespeople when their key contacts take 'indicator' actions
- ☐ Avoid 'pitchy' or 'salesy' email approaches and newsletters
- ☐ Make sure your CRM data is error free. Robert spelled RObeRt in a CRM will transfer into your email (Dear RObeRt)... making you look unprofessional

Paid Media and Advertising

- ☐ Google eliminates 'cookie' tracking in Chrome browser by the end of 2022 and moves to FLoC (common behaviors vs individual behaviors)
- ☐ Apple has changed in-app ads ... they're only seen if a user Opts-IN (vs automatically unless user Opts-OUT)
- ☐ Both mean marketing will cost more to get less. Be prepared and look to non-cookie technologies for paid efforts
- ☐ Outsource media planning and buying to a dedicated resource who knows how to negotiate, reconcile and manage media vendors (= pay less, get more)

FAVORITE TOOLS OF THE TRADE

Email/Automation: SharpSpring, Klaviyo

Video creation/editing/hosting:

Vimeo

Landing Pages: LeadPages

Social Media posting:

SharpSpring, Hootsuite

URL Shortener: Bitly, Tinyurl

Creative / Design:

Canva, Pixabay, Unsplash

List Cleaner: NeverBounce

Competitive Insights:

MOAT, SpyFu



Digital Advertising
Social Media Campaigns
Radio
Television
Print
Video Marketing
Geofencing
SMS & PPC
Out Of Home
Cable And Satellite
Roku, Amazon, Hulu, Etc.
Mobile Campaigns
Website Retargeting
Event Retargeting
Inbound & Outbound

Trade Shows
Events
Products
Sales
Brand
Public Relations
Sponsorships
Partnerships
3d And Vr Storytelling
Content Management
Video Marketing
Dynamic Landing Pages
Dynamic Forms
Website Enablement
Content Gating
Content Delivery

Creative Services
Predictive Modeling
Persona Marketing
Lead Segmentation
Dynamic Email Marketing
Behavior Tracking
Dynamic Landing Pages
Social And Event Posting
Roi Performance Tracking
Lead Generation
Analytics And Data
Custom Reporting

Marketing Automation:
Unlimited Users
Cloud Based
Real Time Data
Inbound
Outbound
Unlimited Pipelines
Anonymous Traffic Capture
Ecommerce Enablement
Online And Offline Tracking
Triggers And Workflows
SharpSpring Certified Partner



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The logo features the words "INSIDE" and "TRACK" in a bold, white, sans-serif font, stacked vertically. A horizontal line passes through the middle of both words. To the right of this line is a light blue circle containing a white capital letter "M".

INSIDE
TRACK M

Inside Track Marketing & Media