



**Goldstein**Group  
communications

# 7 Steps to Make Your Marketing

# Measurably Better



*Measurably Better Marketing*

# We're All Looking For More Than Just Leads

There are two questions we don't hear from companies as often today:

- **I need more leads.**
- **How do I measure what works?**

In truth, what companies really are asking us for today are not more leads, but more sales-ready opportunities. As the sales process has changed, and as buyers do more research online before ever contacting a salesperson, opportunities are becoming more scarce. So as lead generation for most companies has become simpler and easier, companies are pivoting to the more financially relevant question: give me more qualified leads and opportunities.

## ***Why Is Digital Marketing So Effective Today?***

- *Because the role of the salesperson is becoming marginalized. Forrester Consulting, a respected B-to-B management firm, reports in its research that 90% of the sales process is over by the time a prospect reaches out to a salesperson.*
- *They go on to say that 59% of B-to-B buyers and sellers prefer not to interact with a sales rep, and 74% find buying from a website more convenient. Forrester predicts that 1 million US salespeople will lose their jobs to ecommerce by 2020.*
- *So the role of content creation and digital marketing is more important than in the past. That's where much of the sales process takes place now, so that's where companies need to be present.*

# It's Time to Improve Marketing, Not Just Measure It

The second question that's been put to bed might surprise you: **How do I measure what works and what doesn't in marketing today?** At this point, the truth is that for the most part, we know. We know what generates a response. What generates clicks. What drives traffic to the site. Even what makes the phone ring. And, most importantly, we know what converts to a lead and even to an opportunity.

Marketing Automation software, CRM software and other tracking and measurement programs have put the data into marketers' hands so they can see where the relevant results come from. And after decades of trying to measure sales and marketing impact, it's a beautiful thing!

So, while our agency's tagline of Measurably Better Marketing resonates with many, we're focusing more on the Better part of the promise. If we can measure what works, now we're ready to finish the equation by eliminating waste and driving efficiency forward. We're able to Predict it. Control it. And Improve it.

Just as with finance, manufacturing or any other part of a company, sales and marketing isn't guesswork. It's a defined and disciplined process. When you apply the right technology, people and processes, you'll get those answers. And you'll start to build a sales and marketing machine that finally starts to make sense.



# 7 Marketing Technologies That Drive Out Waste In Your Sales/Marketing Budget

Let's talk about the 7 Steps, the core technologies companies use to drive out waste and improve sales and marketing impact. It won't be the same for every company.

1. CRM
2. Marketing Automation
3. Search
4. Lead Scoring
5. Automated workflows
6. Marketing Automation-CRM Integration
7. Interlynx to Close the Loop

At a macro level, what are we trying to do? We're focused on making an impact on the sale funnel. Every company has one, of course. And, as we stated earlier, it's no longer just a matter of pouring more leads into the top of the funnel. Check that task off the to-do list for most.

Instead, we're now at the point of driving activity through the funnel, to drive leads to opportunities to customers. And to use Technology Accelerators, digital marketing and content to do so in less time.



# But This Is What Typically Happens

If we're focused on moving leads through the funnel, more rapidly and at less cost, then it makes sense to look at what actually happens in most companies. Instead of a smooth, seamless flow from lead to opportunity to close, we typically see a constricted or even blocked funnel.

- The wrong leads are going in the top
- The leads go to a sales force conditioned to ignore all leads. They're unable to tell who's ready to buy, compared to someone who's in early-stage research, compared to someone who'll never turn into revenue. What does the sales team do? Exactly what anyone would do who's compensated on closing deals. They treat all leads as a waste of time, rather than focus on leads ready to turn into revenue.
- Or the leads go into the top, but there are no automated systems or tools in place to move them rapidly through the funnel. They remain as early-stage leads, even though some contacts are later-stage opportunities.





# Here's Your Secret Weapon

What's taking place today is that the battle for lead generation is over. We all know how to generate leads. Webcasts, white papers and handbooks are the killer offers that generate traffic and lead flow for any B-to-B company. We all understand the role of online marketing and content marketing in driving brand and lead flow.

So if we're all on an equal playing field, how do you gain competitive advantage in marketing?

**If we're all using the same marketing tools in the toolbag, how can we gain an edge?**



## **The Answer: Marketing Technology.**

Using software, databases and analytics are the ultimate competitive advantage any marketing organization can have. We can finally go beyond measuring what's happening in marketing. Now we can APPLY the data we're gathering to create BETTER marketing campaigns. So just setting up Google Analytics, or installing CRM, and logging in occasionally won't cut it anymore. Because your savvy competitors are doing a deep dive in the same systems to identify how to win on the marketing battlefield.



# Driving The Funnel With Technology Accelerators

Step 1 in the Seven Steps, of course, is CRM. While Salesforce is the market leader, all the CRM tools today are powerful drivers of sales impact.

CRM is hardly a new idea. In fact, most B-to-B companies have some type of CRM system in place. And most are frustrated. Driving sales isn't improved merely by installing software, of course. And CRM is no magic bullet for a process that requires steady, disciplined execution rather than relying on a magic wand.

The challenge for CRM is adoption, and adoption is only achieved not by top-down mandate (although that's a good first step!) but by making the CRM eliminate sales team timewasters. Most studies show that only about 1/3 of a salesperson's time is actually spent in front of customers and prospects selling! They're forced to create proposals, do research, complete reports — but if the CRM could eliminate or minimize those timewasters, the sales team would be at the front of the line trying to push for CRM adoption.

# STEP 1

## Driving The Funnel With Technology Accelerators *(continued)*

The second aspect of CRM success is the same as with any other software or automation initiative — process. Companies simply can't see impact if they're automating a bad process, so your lead process must be smooth, efficient, with a minimum of handoffs and breakpoints in the lead management system. Define and refine your process in order to eliminate the number of touches, and make sure your sales and marketing team are aligned at every step of the lead handling process — inside AND outside the company to include sales channel reps and distribution companies.

The final leg for CRM impact is content and sequence. After a lead first enters CRM, what's the sequence of contacts? After a quote is provided, do you call twice before emailing? What's the script? What is proven to move prospects to close in the shortest time? Apply the analytics CRM finally makes visible as you build out your sales materials, emails and call scripts.





## STEP 2

# Marketing Automation

Where did my best sales come from? That, in essence, is the core of measuring the impact of marketing. If sales is designed to close the sale, then marketing must point the salesperson where those sales will close the fastest, with the highest margins.

Marketing has seen a long journey to attempt to answer this question, and today, technology has evolved to the point where we can finally connect the dots from click to close, from call to customer, more clearly than ever before. By integrating Marketing Automation software, such as HubSpot, with CRM sales management software such as Salesforce, marketers can create an uninterrupted chain of accountability to identify where leads come from, which leads turn into opportunities, and eventually which turn into customers.



## STEP 3

# The Sale Begins with Search

There's nothing new about SEO, or search engine optimization, other than Google changes the rules every other month. But the core element remains the same: whether we're buying a new car or a new pump, most sales today travel through Google at some point in the buyer's journey.

As a result, mastering the complex intricacies of Google's search algorithm remains at the top of any marketing technologist's to-do list.

### Consider these facts:

- 89% of buyers begin their buying process with search (*source: Biznology*)
- 75% of search engine rankings are driven by off-page optimization; only 25% is determined by on-page optimization tactics such as meta tags and page titles. Those on-page techniques are still important, but they'll only take you so far today. (*source: HubSpot*)
- 91% of people use search engines EVERY DAY. But only 75% go beyond the first page.
- The top 5 results get 75% of the clicks (*source: HubSpot*)
- Organic search drives 51% of traffic to websites (*source: MediaPost*)



## Lead Scoring

There's a difference between a perennial tire kicker who'll never buy and someone who's getting reach to issue a purchase order. Telling the difference between the two matters to the marketer and salesperson alike.

Lead scoring, when tied to CRM and Marketing Automation software, creates a powerful ally for quickly telling gold apart from Fool's Gold. By assigning values to a prospect's activity levels, software instantly and automatically "buckets" the lead into someone with a low score and not yet ready for the salesperson's expensive and limited time, from someone who's a "sales-ready opportunity" and worthy of an immediate call.

But every company's lead scoring intelligence is different, and our experience is that it takes three rounds of revisions before you're able to identify the sequence of activities, and the point totals, that identify a sales-ready prospect.



## STEP 4

# Lead Scoring (*continued*)

Among the factors that go into the formula:

- Number of pages visited
- Type of pages visited (a pricing page is worth more than a product page, for instance)
- Number of visits to the site
- Number of forms completed
- Industry/geography/title demographics (an engineering VP is worth more than a quality manager, for instance)

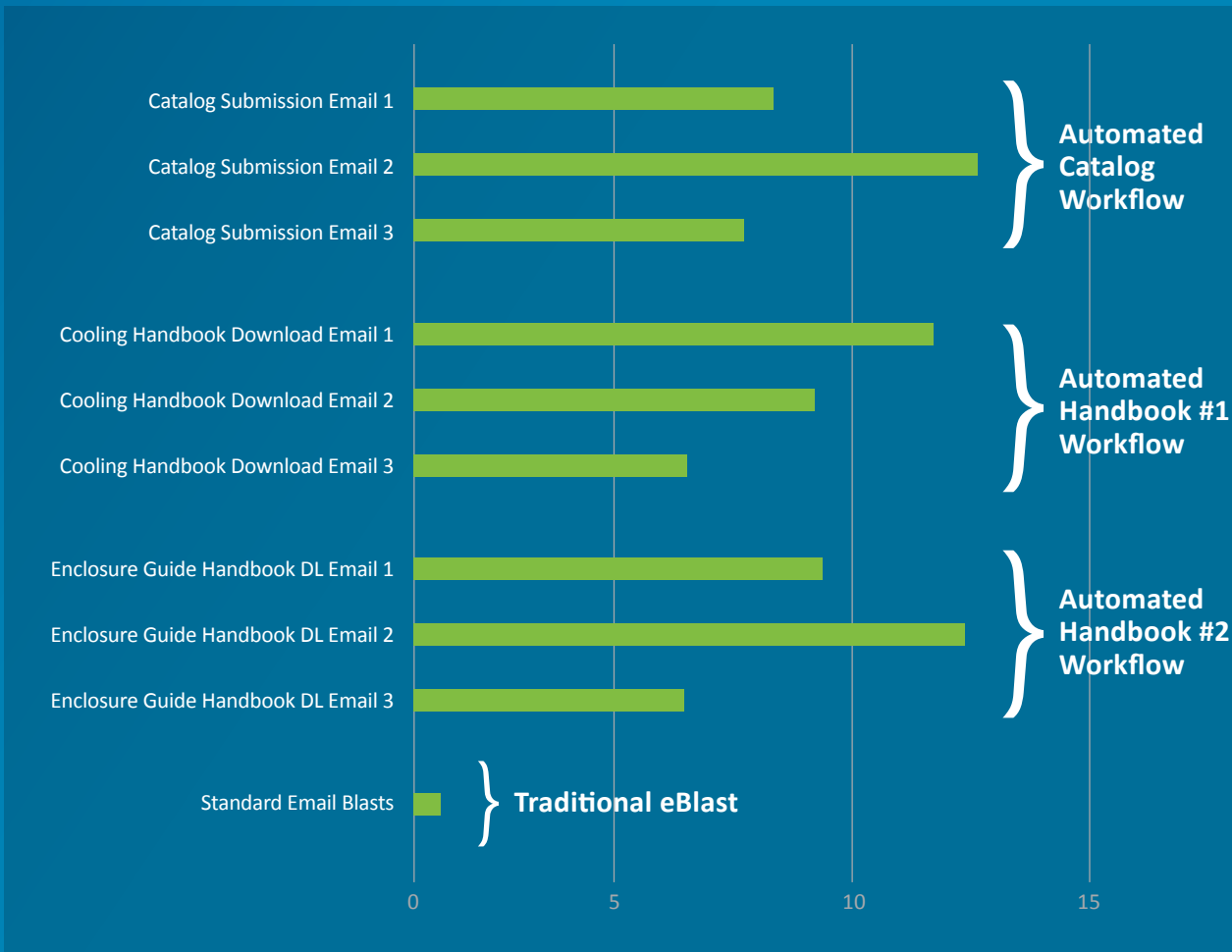
In total, there are as many as 25 or 30 different variables that determine someone's lead score, and you'll have to ensure collaboration between marketing and sales teams to determine whether a score of 50 is truly sales-ready, or whether you need to bump it up to 80 or adjust other parameters. As software tools become more advanced, companies are entering the new realm of "predictive" lead scoring, which uses past customer data contrasted with a prospect's demographic and web traffic patterns with the ability to predict how likely the prospect is to become a customer!

# STEP 5

## Automated Workflows

Have you noticed your click through rates declining on emails? Blasts or rented lists don't work so well any longer?

You're not alone, and while that may provide some solace, it doesn't provide enough leads. By changing from a blanket "e-blast to everyone" approach to triggered, automated workflows, you'll see your response rates double and even triple.



*Automated Workflows double or triple email response rates because it provides information that is immediate and relevant.*





# STEP 5

## Automated Workflows (*continued*)

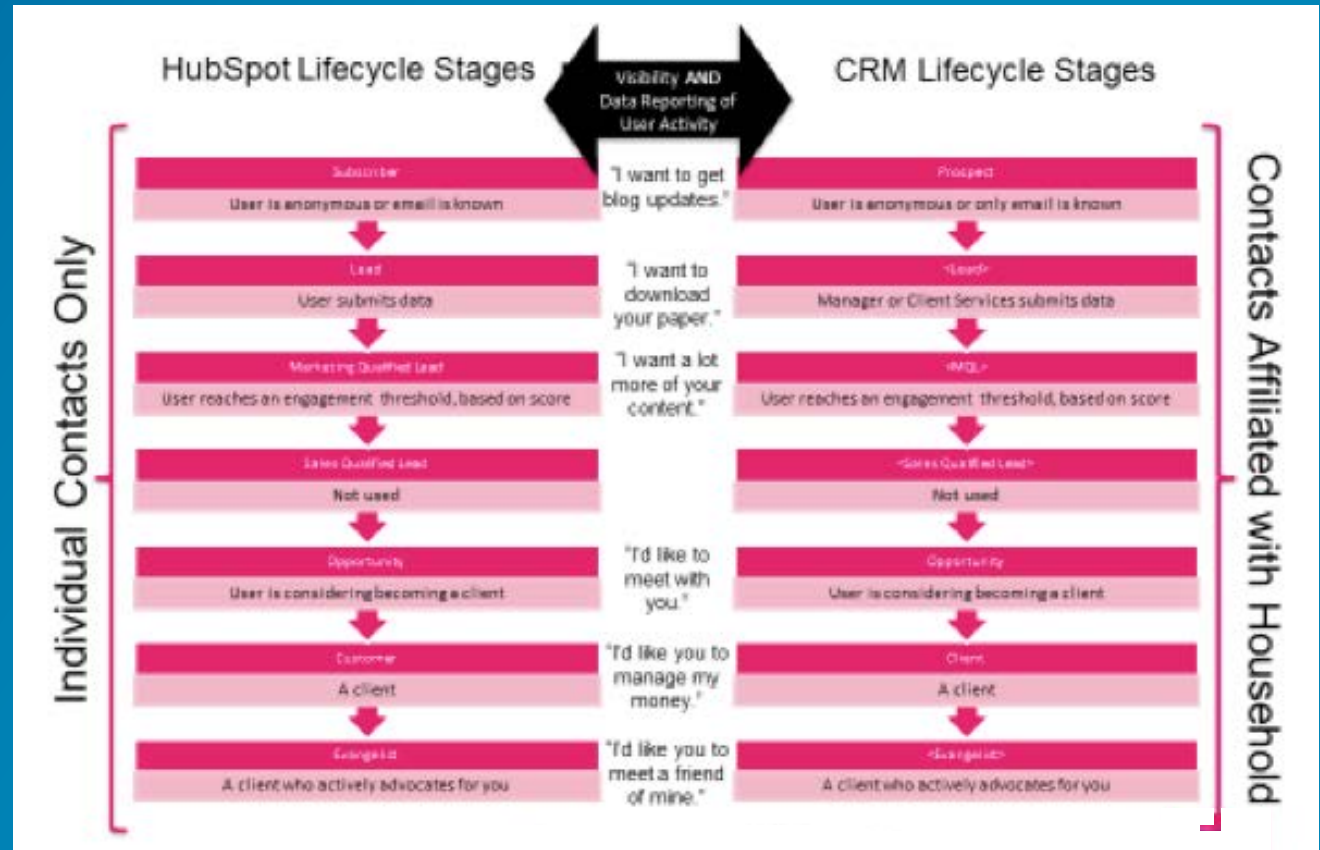
When someone downloads a piece of content, that automatically triggers your lead systems to begin the automated workflow, with two touches, four touches, in 1 day, 3 weeks, however you'd like. It changes your outreach from unwelcomed content for everyone, to immediate, timely and relevant content created just for that person. And, because it happens automatically, with no marketing staff resources required, it lowers the cost of lead processing.



# STEP 6

## Integrating Marketing Automation Software with CRM

Marketing people work in the Marketing Automation tool; salespeople work in CRM. To create seamless accountability and alignment between the two disciplines, there needs to be one database that moves data back and forth between the tools so they function as one.



# STEP 6

## Integrating Marketing Automation Software with CRM (*continued*)

Building workflows and content sequences, and mapping databases and fields between the various tools, is a straightforward task. This is your opportunity to automate and improve your lead processing system, and to use the technology to make life more productive for both marketing and sales teams.





## Interlynx Software Finally Closes the Loop

The ultimate element in achieving true ROI is being able to report where your customers came from — not where clicks came from, or leads, but actual customers and REVENUE! In truth, B-to-B marketers have been trying to do this for decades. Now we can finally close the loop in tracking and analytics, thanks to the more powerful software and database tools available to us today.

One unique tool we use is called Interlynx, which finally solves the feedback problem most companies have. You need to have some way to identify when a lead becomes a customer, and salespeople are just too busy to log in to a system and report on that. It's not efficient use of their valuable time for them to do so, in any event.

You're even less likely to get feedback from outside salespeople at a third-party rep firm or distributor. The idea of them filling out reports or logging into your CRM to provide that information (along with doing the same for their other 20 or so principals) is just not going to happen.



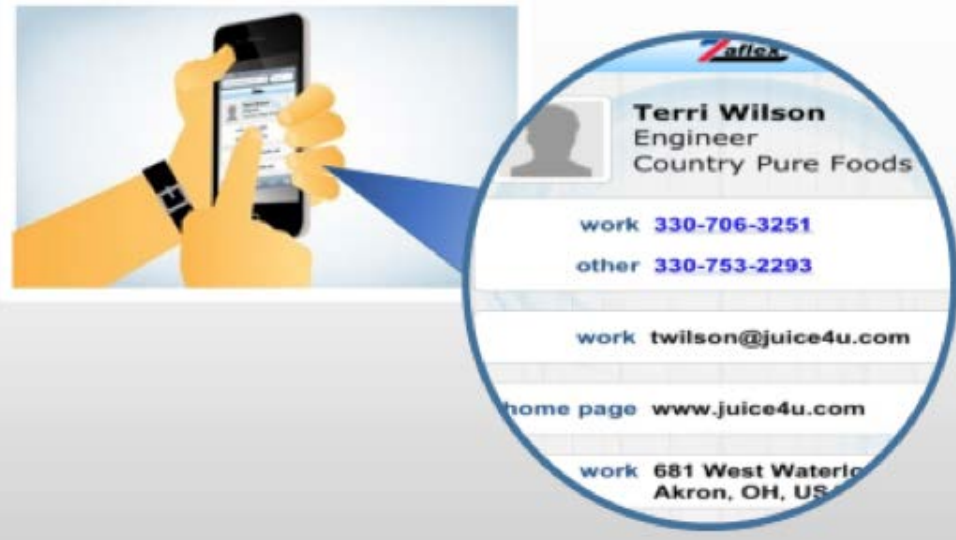
# STEP 7

## Interlynx Software Finally Closes the Loop (*continued*)

The Interlynx tool solves that, however, by applying what Steve Jobs knew all along — if you keep it simple, it works. By sending lead information directly to a salesperson's phone, with no login and just three buttons to push (Order, Close, Call), you can finally close the loop and report that for every dollar you spend generating marketing leads, they turn into \$X in sales!

### *Reporting back is simple!*

- *Recipients report back on each lead by point, click or swipe*





# About Goldstein Group Communications

Goldstein Group Communications (GGC) creates high impact branding and lead generation programs for B-to-B companies that are seeking more powerful ways to find and keep customers. The agency brings an unusual combination of corporate communications management and engineer-level writing capability to its client roster. With deep experience in electronics, healthcare and industrial markets, the agency is able to draw on its skills to articulate with impact and clarity the technical advantages its clients offer their customers.

GGC was founded in 1992 as a public relations agency and today represents both entrepreneurial and billion-dollar multi-national firms throughout the country, with 60% of revenues coming from clients outside Ohio. GGC combines both left-brain analytics with right-brain creativity to provide a powerful marketing approach that leads to "Measurably Better Marketing."

