



**GoldsteinGroup**  
communications



# 2015 Marketing Budget Planning:

6 Insanely Great Ideas That Will  
Make You a Marketing Hero

# 1 Re-align Your Messaging To Move Customers Up the Pyramid

Maslow had his pyramid, marketers have ours. The fact is that prospects are at different stages of the buying cycle, and you have to match your message to where they happen to be. Throwing someone an offer for free samples before you've built company credibility is a mismatched offer, for example. Recognize the various steps of the Marketing Pyramid, and create content and matching offers that move your prospects to the top.



## 2 Life's Sweet Inside the Sweet Spot

Quick: without looking at any document, name the percentage of your budget that's targeted at your sweet spot. Marketing Heroes make sure it's 100%—or damn close! Every company has a sweet spot—those prospects that close the fastest, generate the highest margins, buy repeatedly over time, and generate referrals. They're easy to spot: what vertical, what title, what geography, what size of company, what pain point...? Make sure your marketing plan has the Sweet Spot defined numerically at the top, and focus your spending like a laser just on that. Broad market-building awareness-building programs are just too diffused to be noticed in today's noisy world. No one can hear you, because no one's paying attention. Stay focused on your Sweet Spot, where life is good for great marketers.





### 3 Tell your Boss Your Big Idea for 2015: You're Going to Stop Generating Leads



OK, don't do this until you're fully vested with your 401(k). But this is a home run for every Marketing Hero. Today, generating leads is easy. We all know how to do it. And we're already doing it every day, so lead gen on its own is nothing special. But your salespeople don't want leads.

And, in truth, leads are a poor measure of marketing success. Today, we only want

OPPORTUNITIES. Sales-ready leads. Prospects who have reached the third, or at the very least the second stage of the Marketing Pyramid. Marketing analytics software can tell us who these opportunities are, and content marketing initiatives have evolved to the point where we're sophisticated enough to nurture people and move them up the Pyramid. Leads don't matter. Because leads aren't ready to convert to customers. Start counting, measuring and reporting on opportunities, and the quality and efficiency of your marketing programs will skyrocket.

## 4 Only 15 Pages Matter

The 80-20 rule applies to everything in life, including becoming a Marketing Hero. For every website we audit, we see the same pattern: you can have 100 pages or 500 or 1000, and the VAST majority of your traffic will visit the same 10-15 pages every month. Every site has these major intersections. So look at them. Study them. Improve them. Optimize them for search and conversions. They define your company's online presence, and they are the entry point for your sales funnel. Make those visits count!



## 5 Don't Just Say Thank You – Ask For More!

We all know about thank you pages, those very kind and friendly pages where you thank someone for completing a form to watch a webcast or download a handbook. Why stop with a thank you? Sure it's good manners, but by placing secondary offers on your thank you pages, you can do so much more with your marketing program. Move the prospect up the Pyramid by offering more information, even an opportunity to ask a question or get a quote. And you get the opportunity to help your sales team by gathering more intelligence about that prospect with the next lead form, with new fields for title, buying timeline and industry vertical (a technique called Progressive Profiling). So ask more of your Thank You pages. You'll thank them for it.



## 6 ROI: You're So Close

If you're going to accomplish ONE great thing this coming year, it's this: connect your CRM to your marketing program. Yes, you'll need a Marketing Automation tool like Hubspot that integrates with Salesforce or whatever CRM you use. Yes, you'll need a salesforce that buys in to the value of what you're trying to achieve. But when you connect the two, and when your sales team uses the tools properly, you'll be able to achieve the holy grail of marketing: determining your marketing ROI. FINALLY, you'll be able to tell how much you produce in sales for every dollar of marketing invested. FINALLY, you'll be able to tell which programs truly matter. FINALLY, you'll be able to get whatever budget you want, because you can prove that your marketing efforts are in truth a true money factory for your



company. Marketers have been trying to do this for 30 years, and now we have the technology to be able to do it. It's not easy, because it's as much a process change and technology adoption challenge for your organization as it is a software install. But it works, it's worth it, and it's truly a heroic achievement for any Marketing Hero.



# 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."

