



market 8

fundamental - effective - measurable marketing

MARKETING HIGH VALUE PRODUCTS AND SOLUTIONS IN THE 2.0 AGE

Business success today is increasingly dependent on emotional intelligence - the ability to listen, to bring people together, and to understand ideals, motivations and needs.

Whether you run a startup, or a multi-billion dollar enterprise, or whether you sell luxurious furnishings, industrial equipment, software, or trips to the moon, it is crucial to clearly understand: why is my brand relevant? Why should anyone care about it? And most importantly: how are my brand and marketing efforts contributing to the creation of qualified leads and sales?



Success cannot rely solely on the quality of the product. The business model focused exclusively on selling and promoting products is gone forever. In today's landscape your company's success is built upon its ability to deliver a positive emotional idea to the customer. This idea is something that people can understand and learn about. It's an idea that grows in their minds, one that they can engage with emotionally.

Taking a step further, your success relies on having a clear picture of what aspects of your message and specific marketing initiatives are turning into leads and sales, so that you continue to do more of what is working and less of what is not working.

You are in the business of selling high-value products and solutions

Your selling process is highly dependent on the personal education that your experienced sales team imparts to your clients.

Rapport and trust are key, and gained by a carefully selected front end sales team. Your business enjoys repeat and referral business thanks to the years of hard work you have invested in taking care of your clients.

You are passionate about what you do.

Yet, you want to get in front of more prospects. You wish that the great value your company has to offer was easier to communicate to clients. You're convinced

that there must be a more effective way to support your front end sales team's efforts. You're looking for a way to facilitate the awareness, research and evaluation stages of your client's buying process.

Most of all want to ensure that your best people are able to secure the deal once your client was educated about the great value you can bring.

- It is Possible.

Problem #1 – You need to get found by people who are looking for you

The task of marketers is to spread the word about your company's products and services so you can increase your sales. Traditionally, marketers have relied on an arsenal of interruption-based outbound techniques, including: email blasts, telemarketing, direct mail campaigns, TV, radio, print advertising and trade shows. As audiences have become more sophisticated and able to better block these interruptions, these traditional techniques are becoming less and less effective.

Today people are living differently than they did just 10 years ago. The average information seeker conducts dozens of searches per day, and rather than listen to a sales rep, read spam messages, or fly to a trade show, most people find it easier to sit at their desks and find the information online through search engines, or asking their acquaintances to point them in the right direction.

Once they are aware, customers will proceed to the research and validation stages of the purchase.

67% median
monthly lead increase
experienced by B2B
companies who create
and publish content
vs. those that don't

Today, people are researching products and services online.

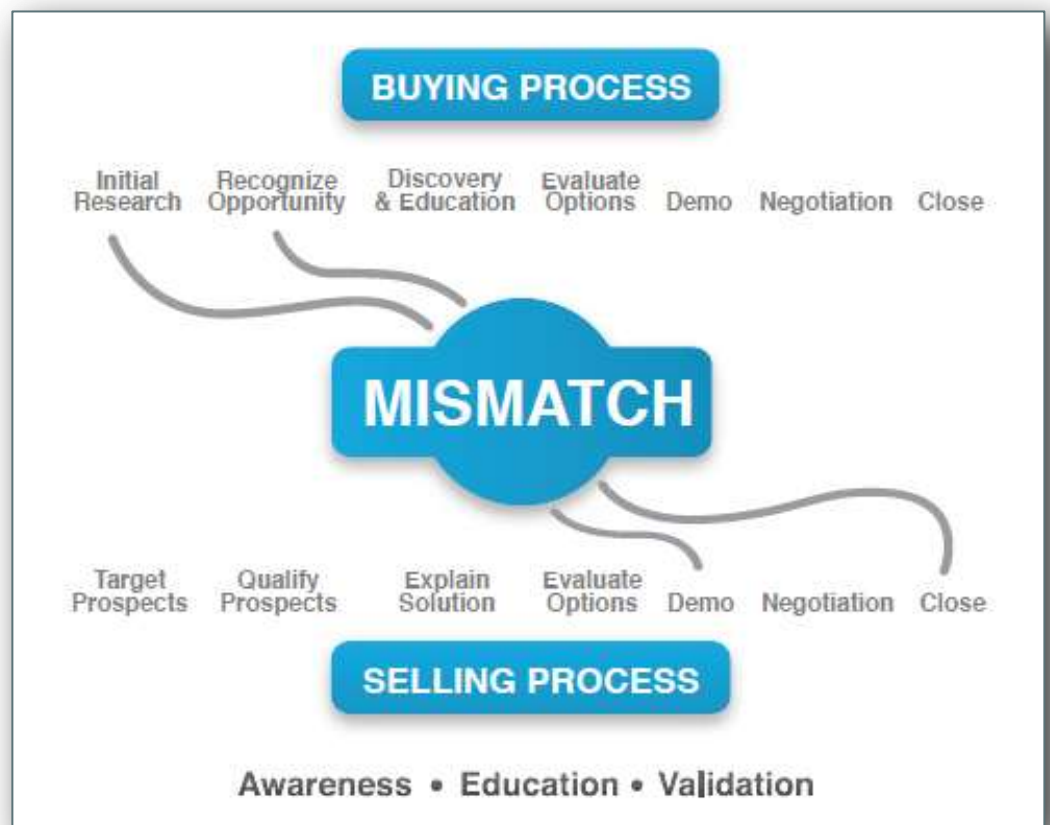


The transition from awareness to education and some aspects of validation in the buying process have largely moved online.

100% increase in online research conducted
across all B2B industries, since 2007 - *Google*

To be successful and grow your business in this environment, you must match the way you go to market with the way your prospects learn about, and shop for your products or services.

So, to support your sales efforts, you have loaded informative white papers and business cases to your corporate website. More often than not, your sales team attempts to contact the lead. The sales rep determines that the prospect is “just kicking tires” (not ready to buy) and relegates the lead to oblivion in his CRM, or rejects it from the funnel as disqualified.



But your prospect is probably interested in buying
- just not immediately.

Marketing goes great lengths to generate raw leads, but unless their buying process syncs up perfectly with your company's selling process, you might have a "leaky funnel".

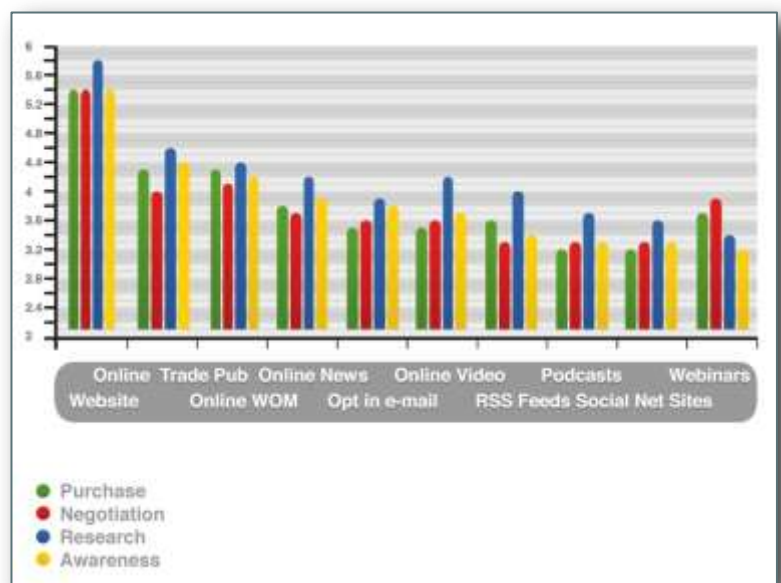
Problem #2 – Once you get found, you must focus on converting those leads into clients.

In order to maximize conversion, your sales process must be aligned with the way your customer buys. The purchasing process is only as fast as the buyer's exposure to material that educates him about possible solutions to his problems. Traditionally, an involved consultative approach has been the norm; today, sources of information are increasing in quality and quantity, and so has the ability of buyers to translate that information into frameworks that they can apply to their own business, enabling them to assemble a list of potential vendors, to determine the best solution for their needs;

and all of this is happening without the involvement of a sales professional.

Your company today is able to leverage multiple channels to make valuable information available to potential buyers –

Information that goes beyond products and services and helps buyers solve their problems.



“Sirius Decisions found that, of the leads passed over to sales, only a shockingly low 20% actually received follow up from the rep. Of that 20%, the rep sets aside 70% of them as disqualified – even though subsequent objective analysis shows that 80% of them eventually make a purchase (usually from another company). They were good leads, just early leads”.

% of leads turned into
customers:

4% Actual

56% Potential

The Nobility of Inbound Marketing

Small changes can deliver dramatic results.

Inbound marketing leverages present lifestyle dynamics to place relevant information in front of potential buyers. The premise is: Your customers are already looking for you. They just may not know that they are looking for you specifically. All you have to do is adjust your antennas.

| | CURRENT | 1. INCREASE LEAD CAPTURING | 2. INCREASE LEAD QUALIFICATION | 3: INCREASE CLOSINGS | 4: INCREASE TRAFFIC | |
|-------------------|------------------------------|----------------------------|--------------------------------|----------------------|---------------------|------------|
| CONVERSION | Audience in Reach (Traffic): | 40,000 | 40,000 | 40,000 | 40,000 | 60,000 |
| | Visitor-to-Lead | 400 1.0% | 800 2.0% | 800 2.0% | 800 2.0% | 1,200 2.0% |
| | Lead-to-Qualified Lead | 20 5.0% | 40 5.0% | 64 8.0% | 64 8.0% | 96 8.0% |
| | Qualified Lead -to-Customer | 5 25.0% | 10 25.0% | 16 25.0% | 19 30.0% | 29 30.0% |
| | Average Sale: | \$ 10,000 | \$ 10,000 | \$ 10,000 | \$ 10,000 | \$ 10,000 |
| | Revenue | \$ 50,000 | \$ 100,000 | \$ 160,000 | \$ 192,000 | \$ 288,000 |

| Revenue Potential | 1X | 2X | 3X | 4X | 6X |
|-------------------|----|---|---|----------------------------------|---|
| | | by Improving Lead Capturing | by Improving Lead Qualification | by Improving Customer Conversion | by Improving Traffic |
| Projects | | Landing Pages Call to Actions Introductory Videos | Lead Nurturing Campaigns White Papers Business Cases | Lead Scoring Lead Profiling | On-Page SEO Off-Page SEO Social Media |

Market 8 Methodology

Market 8's holistic approach helps identify opportunities for your brand to become more relevant and memorable to your customers however, the beauty hype should contribute to the bottom line. To uncover this value, we follow a 4-step approach:

1. Define your Message

Who are you? Who are your customers?
What do you do? What do they want?
How do you do it? For whom do you do it? How
are you of value to them?
What does your product enable them to do?

2. Strategize – Choose the channels

Brand Strategy & Identity
Marketing Objectives and Priorities
Digital Marketing Plan
Content Strategy: Web-Blog-Video-Social Media

3. Build – Setup the infrastructure

Website Design - Search Engine Optimized
Video & Photography - Interactive
Education Center Setup - Social Media Platforms
SEM Setup - Metrics Platform Setup - Product &
Packaging Design - Printed Communications

4. Maintain – Measure & Improve

Measure:

Traffic – Leads – Customers
Customer Acquisition Cost
Channel & Campaign Results
Keyword, Links, Content Performance

Improve:

Keywords
SEO fine-tuning
Calls to action and landing pages
Nurturing & Education Topics

Additional Resources

Inbound Marketing Roadmap

These are 15 pages that will keep you sane when figuring out your overall online marketing initiatives from strategy and branding to results measurement.

- Learn all the components of an inbound marketing strategy
- Identify which activities are 1 time setup vs. ongoing
- Learn which initiatives should be pursued to generate traffic vs. improve conversion vs. performance improvement
- Clearly see which initiatives complement each other and make sense to do together
- Identify which initiatives are more effective if targeted to each customer persona
- Use the workbook format to initiate conversations with your team and share responsibilities in a logical way so that the effectiveness is not compromised when having too many people involved



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