

Sustained Sales Growth – Doing More with Less in an Online World

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Punch line – Be a trusted partner, not a vendor

Establish Trust in our Credibility to deliver

How? – Build a relationship

- Be a dependable resource
- Be a partner, not a vendor
- Be honest



TRUST

don't worry, this is gonna work out just fine

Same Principles, Executed Differently ...



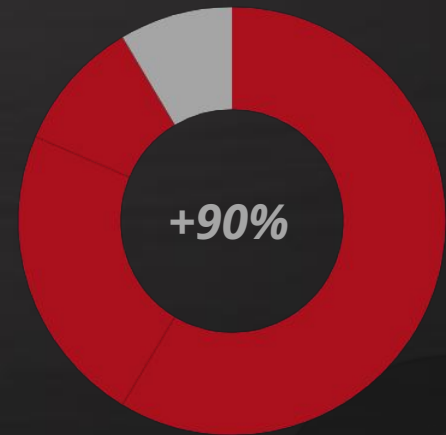
StratMG – Executive Summary

- **Who are we?**
A marketing services company & our mission -
Create and/or save manufacturing jobs via sales growth!
- **How do we do it?**
Question the status quo marketing & sales practices
Build trust in credibility via technology platforms
Convert marketing to a pre-sales function
- **What do we deliver?**
A quantifiable solution that results in a consistent flow of qualified leads while reducing the average sales cycle

StratMG - Introduction

over **5** *decades*

**Proven experts in metrics-driven
demand generation methodologies**



**Customer retention rates
above 90%**

3 Key Components to an accelerated Sales Cycle



Marketing to adopt a sales-driven methodology



1 - Persona Example – Who do we talk to?



Title: Project Manager
Job Function: Engineering
Company Size: \$700M +

Motivators:

- Create strong differentiation through new innovative technologies
- Lower costs
- Minimize downtime
- Enhance throughput

Influencers:

- Sales Management
- Service Management
- Executive Management

Marketing Message: (Value Prop/Positioning)

- Experience – 40 years in business – w/Fortune 100 companies
- Best in Breed Technology
- Quality – 99.9% acceptance Rate
- On-time Delivery – 98.5% on time delivery (expedited delivery available)
- Quick set-up – 70% faster than avg. competitor
- Dedicated Engineering department – consultative solutions

Challenges/Pain Points:

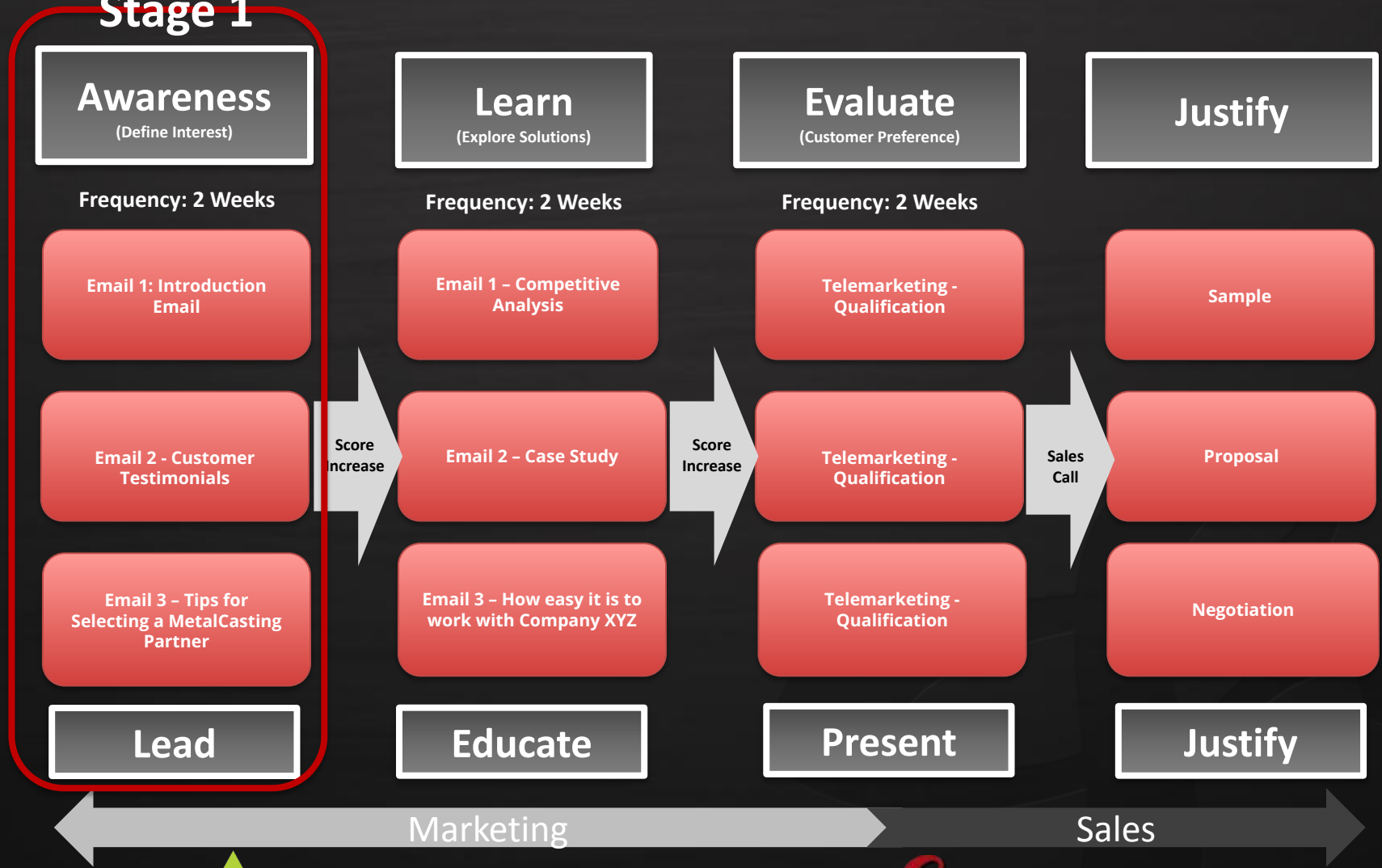
- Technology – must stay on top of new technology to stay ahead of competition
- Compliance - Regulatory Standards
- Vendor Mgmt
 - multi-vendor solutions are difficult to manage
 - Engineering support @ vendor
- Frustrations:
 - Timeliness to delivery
 - Quality
 - Cost

Objections:

- Risk of unknown
 - Service level
 - Quality
- Changeover costs
 - Time
 - Training/Learning Curve

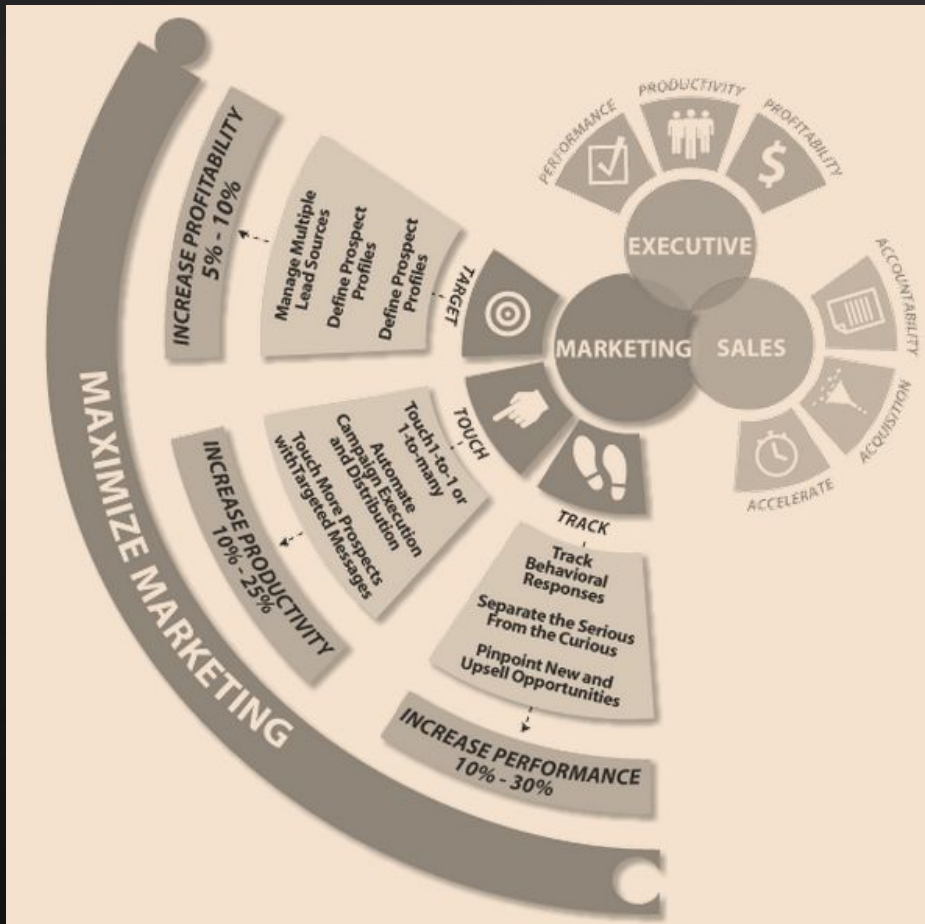
2 - What do we say to them & When?

Stage 1



#3 – How do we say it to them?

Leverage a marketing automation platform



Benefits

Executive Staff

- Improved lead conversion and ROI
- Shortened Sales Cycle
- Maximize customer lifetime value through cross-selling and up-selling opportunities
- Modular Data: Data is easily exportable, yours to keep if you choose to stop using platform

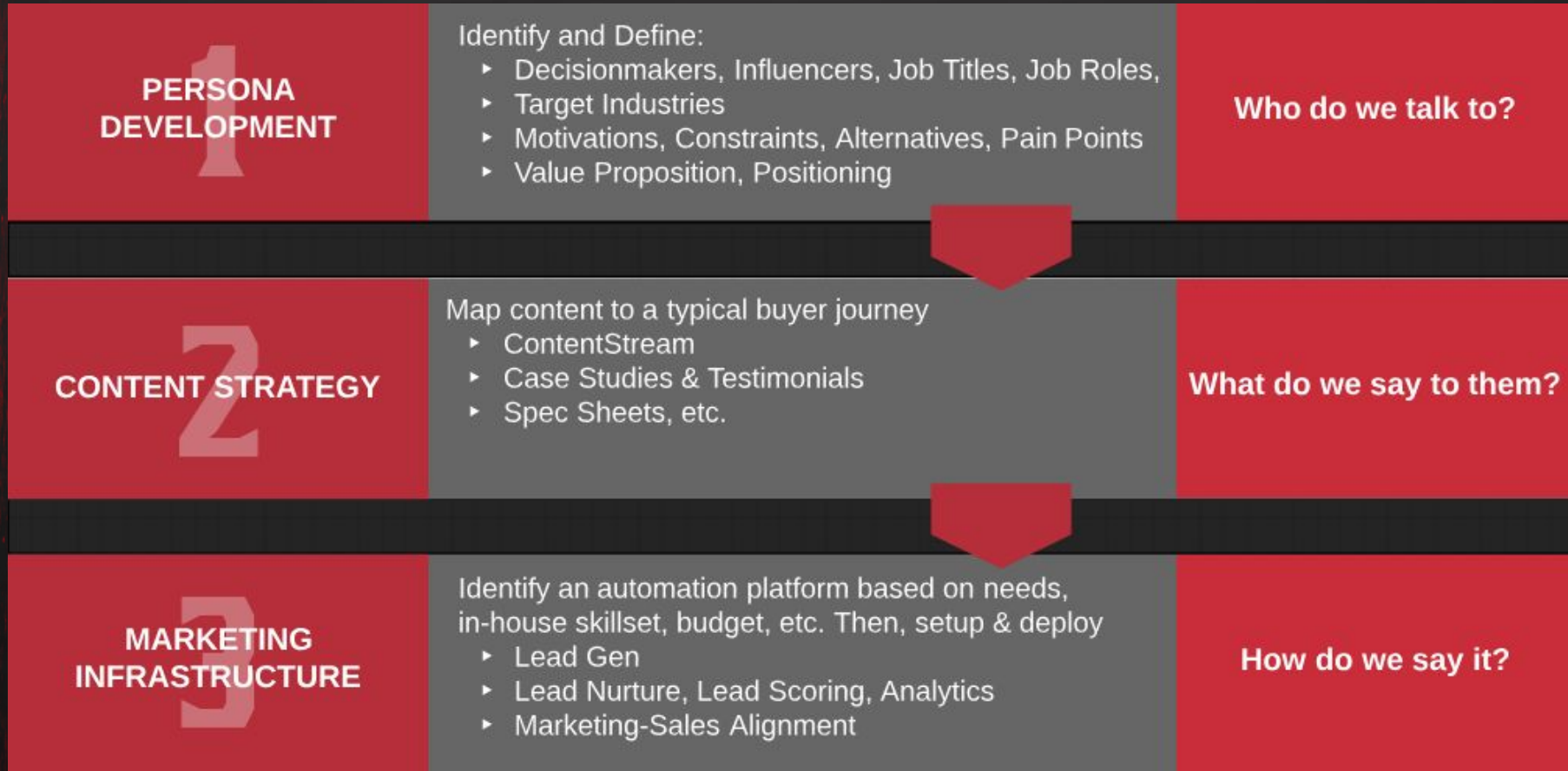
Sales

- Enhanced ability to generate more and better qualified leads.
- Better alignment of sales and marketing goals
- Use scoring to prioritize your time and attention

Marketing

- Increased marketing efficiency
- Message cadence: The ability to automate communications based on customer behavior across channels.
- Improved segmentation: A central system of record for prospect engagement allows for more personalized and relevant communications (which result in more engagement).
- Simplicity: One interface to manage multiple channels and centralize reporting.

Sales-driven Marketing: Key Components



Marketing & Sales Strategy



**Right place,
Right time,
Right message ...**



Email



Search Engine



Online Advertising



Telemarketing



Direct Mail



Print & Media



Web 2.0

Multi-Channel Execution



Lead Grading (A, B, C, D)



Buying Team

Selling Team

Close The Loop

Marketing Channels



IMEC 
Plan. Implement. Excel.

 **StratMarketing**
group

SEO & Email Marketing – Why?

- Research Suggests

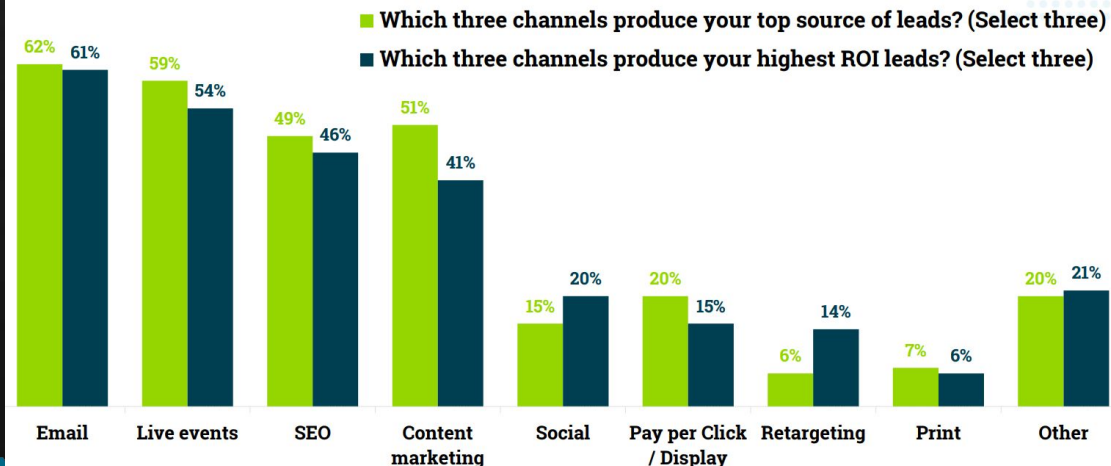
- Website & Email are best channels to influence buyers throughout the buying cycle
- Email & Organic Search are the top performing channels to drive leads and conversions

- Email & SEO produce the highest ROI

Top B2B Lead Generation Channels



Score another one for email. On the heels of DemandWave's research showing that email is the top lead- and revenue-producing vehicle for B2B marketers, another study from Chief Marketer revealed that email is also the channel producing the highest ROI leads in the B2B space. Conducted among more than 200 B2B marketers across industries and company sizes, the survey indicated that email tops live events and SEO as the channel delivering leads with the best ROI.



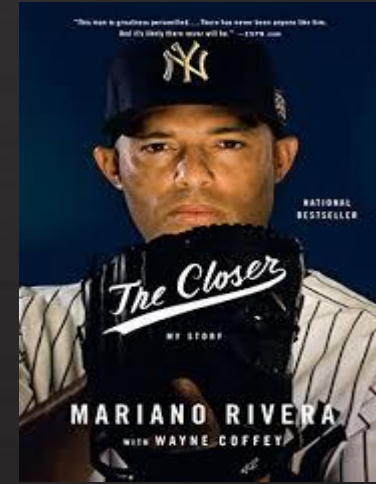
Published on MarketingCharts.com in February 2017 | Data Source: [Chief Marketer](#)

Based on a survey of 244 B2B marketers across industries and company sizes

Marketing hunts, Sales closes



Marketing



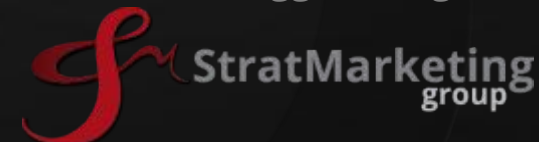
Sales

- Leverage technology to scale prospecting efforts –
 - Cost-efficient!
- Quantify contribution
- Solution for a consistent flow of leads – Today & tomorrow



Plan. Implement. Excel.

- Human bandwidth is expensive – spend where you must, save where you can..
- More interested in the 'today'
- CLOSER! - Bigger bang for the buck!



Marketing – Starting Pitcher, Sales – Closer!

Great Dane: Life of a lead example

John DeFalco
Great Dane Trailer

Added 12 months ago

Email Conversion 15 months ago
Manufacturing: Introduction Email
SENT: September 28, 2017 12:57 PM CST
CLICKED: September 28, 2017 1:00 PM CST
The following link was clicked: <http://www.gpmanufacturing.org/>

Form Completed
Fields Filled Out Wed, Jan 31st, 2018
First Name: John
Last Name: DeFalco
Phone Number: 773-579-4761
Email: jdefalco@greatdane.com
Form Submission Request: Great Dane is a semi-trailer manufacturer in Kewanee, IL that is looking for sources to laser cut our steel sheets. Please provide Peoria location sources. Thank you.

Timeline Event Filter

4/25 5/19 9/28 1/11

Supported by Research:

- On average, a lead requires 10 marketing-driven “touches” to convert from the top of the funnel into a paying customer. (Source: [Aberdeen Group](#))
- 80% of sales are made on the 5th-12th contact. (Source: [Sellingly](#))

Web Visit DATE: Wednesday, January 31, 2018 2:56 PM
SOURCE: Direct Traffic VISITOR IP: 38.115.172.160

Pages visited on www.gpmanufacturing.org TOTAL TIME: 2 minutes

1. Home page	2 minutes
2. /?utm_medium=email&utm_source=sharpspring#wpcf7-f160-p8-o1	(exited site)

Takeaways



1 – Who are we talking to?



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Interest

Search Begins

Learn

Solutions Identified

Evaluate

Solutions Evaluated Against Needs

Justify

Short List Assembled

Purchase

Selection Made

QUESTIONS

1. Who are the suppliers for my need?
2. What's the scope of potential achievement?
3. Where do I stand?
4. How can I easily find out more?

1. What do they offer?
2. Are their customers achieving success?
3. Do they fit my need?
4. How can I easily evaluate/demo?

1. Do they meet my expectations?
2. What do analysts say, are they a leader?
3. Is Company viable?
4. How do they compare?
5. Why should I choose?
6. What's the cost?

1. Leading, solid product/company?
2. Recommended by customers and analysts?
3. Meets or exceeds my need?
4. Can afford to buy & implement?

1. How can I easily purchase?
2. Can I purchase via Web site?
3. Who can I call?
4. Do they have a partner in my area?
5. Why buy now?

#2 - What are we saying to them?

EXPERIENCE

1. eMail & Web
2. Seminars
3. Podcasts
4. Social Media

1. eMail & Web
2. Podcasts/Seminars
3. TM Calls
4. Social Media

1. eMail & Web
2. Social Communities
3. TM/Sales Calls
4. Seminars

1. eMail & Web
2. Customer, analyst references
3. Sales calls

1. eMail & Web
2. TM & Sales Calls
3. Partners

CONTENT

1. Industry white papers
2. Company product white papers
3. Customer stories
4. Assessment tests
5. Press releases

1. Company white paper
2. Seminar Pres
3. Product spec sheets
4. Customer stories
5. Flash Demo
6. Ind/analyst reports
7. Educational Tips

1. Features/Benefits
2. Gartner Quadrant
3. Fin. Press Releases
4. Competitive & Cost Comparisons
5. Product Awards
6. Seminar Pres

1. Product customer reference site
2. Product Awards
3. Customer stories
4. Press releases
5. Seminar Pres

1. 1800# provided
2. Company.com product
3. E-Shop product
4. Partner locator?
5. Promotions or deals?

#3 - Marketing – Starting Pitcher, Sales – Closer!

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#4 - On-Page SEO Audit Primer

Website Health Check –

- <https://www.woorank.com/>
 - One of the most renowned & accurate platform
 - Checks all basic on-page parameters, offers a rating system
- <https://search.google.com/test/mobile-friendly> - Responsive test

Website Traffic Quality – Google Analytics & Search Console

- Analytics – Bounce rates, Avg duration per page, Entry & Exit pages, etc.
- Search Console – Errors affecting ranking for the website & keywords

Keywords Research:

<https://ads.google.com/home/tools/keyword-planner/>



Plan. Implement. Excel.

• Offers a perspective on the demand of a particular keyword group



#5 - RoI – Measure, only if it matters!

Key metrics -

- Customer Acquisition -
 - Conversion rates -
 - Suspects Prospects
 - Prospects Leads
 - Leads Quotes/Proposals
 - KPI – Average sales cycle
 - # of leads generated
 - Cost per Lead



Questions?



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