

4 KEYS TO SMARTER SALES & MARKETING



1 CLEAR BRANDING & THE WHY

The WHY is really the core of your brand. Make sure that you and your team understand and can effectively communicate your WHY.

Ensure your brand and messaging is clear and allows people to connect and engage with your WHY. It will make selling them a lot easier.

Ensure brand consistency across all mediums, platforms and collateral.



2 KNOW YOUR AUDIENCE



'Make sure you know who your target audience is. Dig deep to identify:

- What are their pain points?
- Where do they 'hang out'?
- What are their struggles?
- What motivates them to buy your product/service?
- What are their demographics?
- Who do they interact with, long before they ever reach out to you?

Every member of your organization can generate leads organically (*aka for almost no costs*) by effectively building and nurturing their unique SOI.

3 SALES BEFORE MARKETING

Before you spend money on marketing, ensure that your sales organization is equipped to capture, nurture, and close those leads!

Your internal processes should provide data to ensure your marketing is effective. Consider:

- A CRM that can capture and collect inbound lead data and nurture the lead through the sales funnel.
- Extended hours, chat boxes, or an answering service for interacting with live leads.
- Accountability culture and data to help you determine how effective your sales team is with follow-up.
- Your sales pitch should be aligned with your marketing message and your WHY.

Only **after** you have solid processes in place for Sales and lead data, should you spend dollars on marketing.

4 MARKETING STRATEGY

A good marketing strategy does not rely on one medium, platform, or approach. Prospects need to be touched multiple times, in more than one way to guide them through the sales funnel. Incorporate the most effective mediums for your budget. Consider these ideas as your top 10 marketing to consider.

Don't go it alone! Have an **expert** help you select and/or manage those marketing initiatives. Research the 'expert' before you hire them.



- PPC or Digital Advertising
- Event Marketing
- Email Marketing
- Social: LinkedIn for B2B
- Social: Facebook or Instagram for B2C
- Workshops & Webinars
- Content Marketing
- Guides or Books
- Conventions or Trade Shows
- Print or Publishing