

REFRAMING YOUR MARKETING DON'T LOOK PAST THE FUNDAMENTALS





MARKETING FUNDAMENTALS

THE BUILDING BLOCKS

- Don't chase shiny objects
- Branding: Start with a strong foundation





IMPORTANCE OF A STRONG WEBSITE

YOUR DIGITAL PRESENCE IS YOUR REPUTATION

Before building a website consider what you want your website to do:

- Drive leads (UX & SEO)
- Establish your brand as an authority (Content)
- Build an audience (Lead Generation mechanisms)

You can always start with a templated solution to get up and running quickly.

 Keep in mind with templated solutions it is unlikely that your website will generate leads.



THE IMPORTANCE OF SEO

BE FOUND OR YOUR COMPETITION WILL

It's comprised of multiple component:

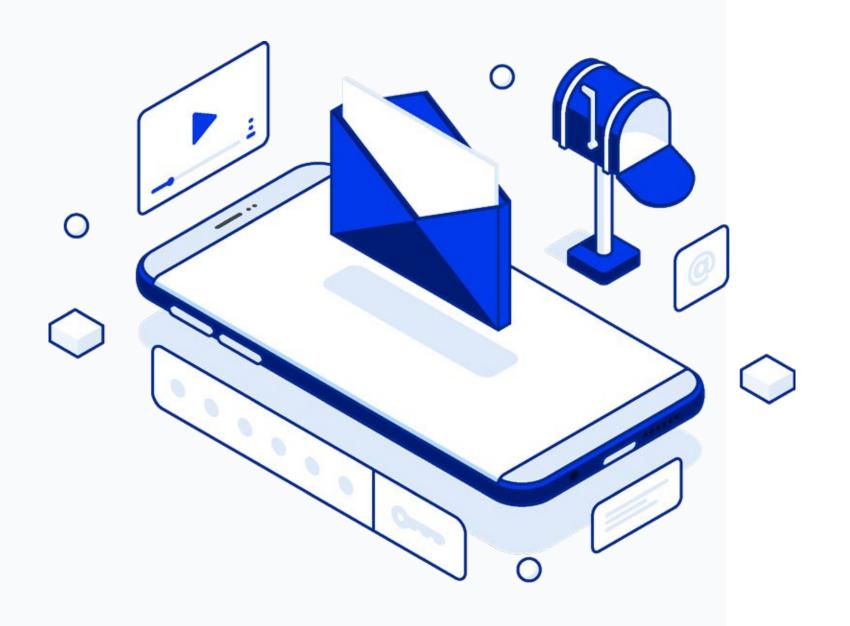
- Keywords
- Content and Cadence of Publishing content
- UX
- Website and Mobile load speeds
- On Page SEO
- Backlinks

Why it's important:

71% of B2B customers begin their product research with search engines







EMAIL MARKETING

LAZY EMAIL MARKETIG IS DEAD

Opted-In

- Leverage Automations
- Provide Valuable Content
- Goal: Retention, Cross-Selling, Conversions

Cold Emails – Lead Gen

- Text-Based vs Branded
- Goal: Lead Generation
- Lead Generation

Importance of Data

Understanding KPIs





OUTBOUND CALLING

PROACTIVE OUTREACH

Goal: Uncover leads

• Identify high-interest prospects to focus efforts

Added Benefit: Market Research

- Market trends
- Customer pain points
- Competitive positioning





RISK MANAGEMENT FOR COLD MARKETING

Quality Data

- The importance of cleansing
- The better the data the lower the risk

Technical Set-Up is Crucial

- Set-Up
- Reputation Management
- Pivot with results







ALL MARKETING WILL REQUIRE SOFTWARE

Choosing the right platform

- Focus on software built for your industry
- Focus on integrations

Email Marketing

- Mailchimp, Act-On, Klaviyo, SmartReach

Website Platforms

- Wix, Wordpress, Hubspot, Custom Build

Calling Software

- VanillaSoft, CallRail

Cleansing Software

- Webbula, Hunter.io





IMPACT OF AI ON MARKETING

CREATING EFFICIENCIES

Use Cases:

- Content generation
- Data analysis

Creates efficiencies for employees, but it doesn't replace them.

Keep in mind:

- Al is flawed
- Use it as a suggestion, not fact
- Understand the privacy terms for your platform of choice







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