

Example

Business Objectives

Increase revenue in North America by 10%.

Increase orders of WIDGET® by 10%.



Marketing Strategy

Establish a consistent stream of North American leads through marketing efforts and nurture those leads to "hot-lead" status.

Target competitive accounts with a WIDGET® solution.



Marketing Objectives

Increase # of form downloads by 100 per month

Generate 10 solid leads each month.

Engage with 3 competitive accounts each month.



Marketing Plan

Use marketing automation software to create a series of conditional emails.

Develop technical marketing material

Work with experts to determine key words, and develop a PPC campaign to target competitive accounts.

Develop pain-to-solutions content for WIDGET®



Marketing Tactics

Develop the email campaign series

Implement your content plan (white papers, application notes, case studies, etc.)

Implement a web site plan to guide the actions you want your prospects to take after they get to your website. Use marketing automation software to nurture leads.





Your Website is the Hub of Your Marketing Efforts

Marketing efforts such as running email campaigns, posting on social media, hosting and attending events, and getting published on various media outlets drive traffic to your website. Your website is the hub of the wheel, and the marketing efforts are the spokes, and together, they help your business move.

Once visitors get to your site, you want them to stay a while. Excellent content, including web copy, technical downloads, videos, and images, encourage visitors to browse the site. Fresh content is also good for search engine optimization, so potential targets can find you via search engines.

When someone visits your site, you want that person to perform an action — for example, download a pdf, watch a video, or fill out a form. Contact information is a form of currency, and visitors may provide their contact information via a form in exchange for valuable information, like white papers. Marketing automation software makes it easy to acquire, track, engage, and nurture leads, and move them toward a purchase decision.