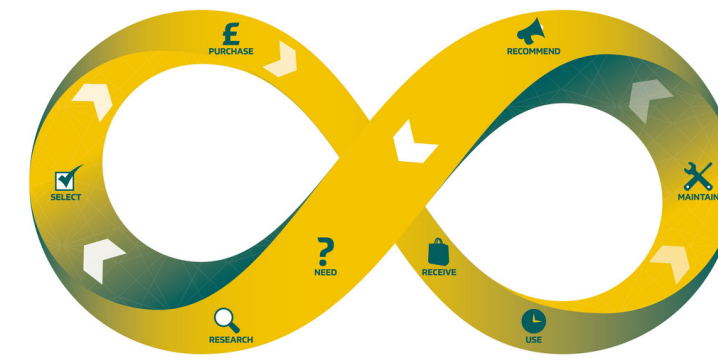


# Marketing Campaign Kick-Start Programme

Deliver quick ROI from your Marketing Automation Software



## 1. Your proposition

Work out what you are really selling. What benefit will your product or service deliver?

What will be different for the customer after using your product or service?

What makes your product or service different to your competitors?

## 2. Ideal customers

Identify your ideal customers, in priority order. Focus on the top 2.

Research what challenges they are facing and what opportunities there are for them in their market.

Make sure you know who the decision makers and influencers are in their buying process. What are their personal goals?

## 3. Hero message

Create your "hero" message. This should clearly articulate how your proposition will help your target customers overcome their challenges and achieve their goals.

Stand out from competitors by saying more than just faster, cheaper, higher quality, or similar "me too" wording.

## 4. Customer Journey

Map out your ideal Customer Journey to show what interactions you need to have with your target customers to nurture them through the buying process and beyond.

Remember, 57% of the buying process is over before the customer contacts one of your sales team.

## 5. Marketing channels

Select the best marketing channels to reach your target customers.

Don't forget face-to-face, as well as social media, video and web.

Understand how to use different channels and bring them together to ensure the widest exposure of your campaigns.

## 6. Content creation

Create engaging, informative and unique content that builds your reputation as an expert and specialist in your AND your customers field.

Bring your content to life through a broad range of media, including video, emails, web and infographics.

## Ongoing analytics: Review and improvement

### Quick ROI

Now that your marketing automation investment is in place, let me help you deliver results quickly.

### Proven process

This 6 step process creates engaging campaigns to deliver growth, while utilising the systems key capability.

### Strategy and delivery

Beyond-Consulting (me) will work alongside you on both strategy and delivery of the campaigns.

### Repeatable success

By the end of the process you'll have live campaigns and a repeatable process for your future initiatives.

[www.beyond-consulting.co.uk](http://www.beyond-consulting.co.uk)