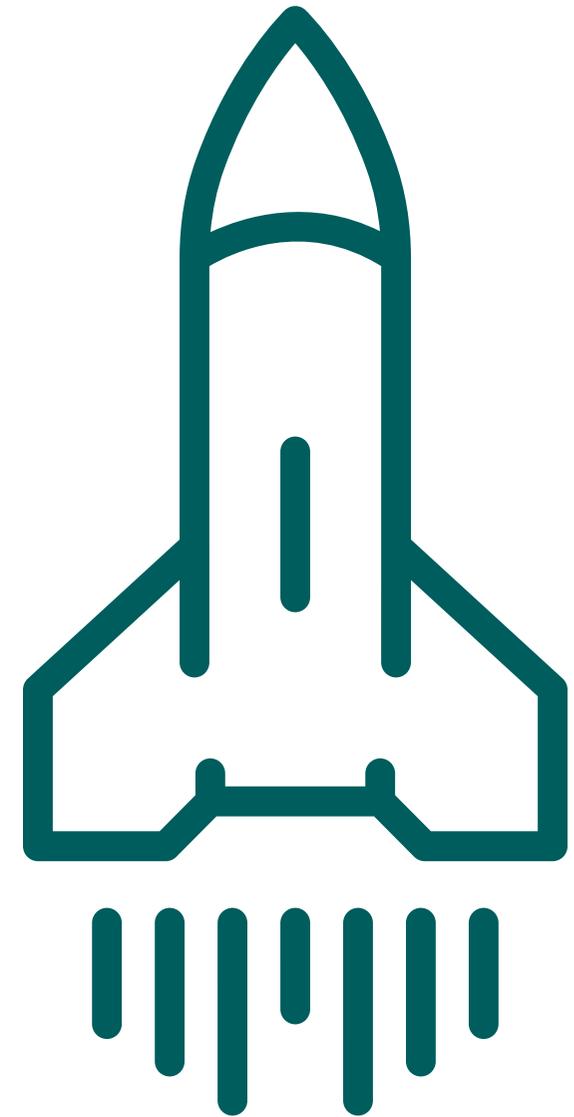


**Your launch manual for
out of this world
marketing campaigns.**



Hello!

Welcome to your launch guide for out of this world marketing campaigns. Use it to create great content and campaigns that attract your ideal customers and build long term sales relationships.

The bite sized steps give you a process to work through, along with questions to ask and points to consider to get the best results.



Whatever industry you're in, attracting and retaining your ideal customers requires you to invest time, expertise and money into your marketing activities to create personalised campaigns that engage, educate and build trust in your business and brand, while proving your worth as a partner in their growth.

Add to this the fact that sales leaders say 'poor quality sales leads' is a primary reason only 53% of sales people hit their targets (Forbes, February 2018), it's clear to see that you need to take your investment in marketing seriously so you can grow in a more consistent way.

Only
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hit their targets



Ready to commence launch sequence?

5: Your ideal customer

4: A clear proposition

3: Great Customer Journey

2: Engaging campaigns

1: Great content

Launch: Automate. Measure. Improve.





5

Your ideal customer

It all starts with understanding your ideal customer. One that will get most benefit from your products. It can help them in a direct way by being the solution to a challenge they have or help them achieve an opportunity, for example a piece of technology that will help them produce better quality versions of their own product, in a shorter time.

Or, your product could help them in an indirect way, by helping them reduce costs or resource consumption, which can in-turn be used to invest in other products or services that can directly help them. An example of this would be software to automate processes, so team members could spend more time on innovative new product development.

Whichever type of solution it is, direct or indirect, you need to identify who these people and businesses are and make sure you know as much as you can about them.

Along with location and size, you need to understand more about:

- Their industry sector;
- Their opportunities for growth;
- The challenges they face;
- The changes occurring in their market;
- Their influencers and decision makers.



4

A clear proposition

There are many companies that offer similar products to you, so it's vital that you stand-out from the crowd when buyers are on the lookout for a solution. This starts with your proposition.

Your proposition statement needs to make it clear what benefits your product and company brings to your ideal customers.

You should be able to easily articulate exactly what your company and products offer in language that people from outside your company and industry can understand.

Your proposition is most definitely a message you need to get right, because if you can't articulate your proposition, buyers will ignore your marketing messages. Create your statement from 3 key parts:

1. The **BENEFIT** your customer will gain from your product.
2. The **OUTCOME** of what your product does to create the benefit.
3. The **FUNCTION** your product performs to deliver the outcome.

Benefit	Outcome	Function

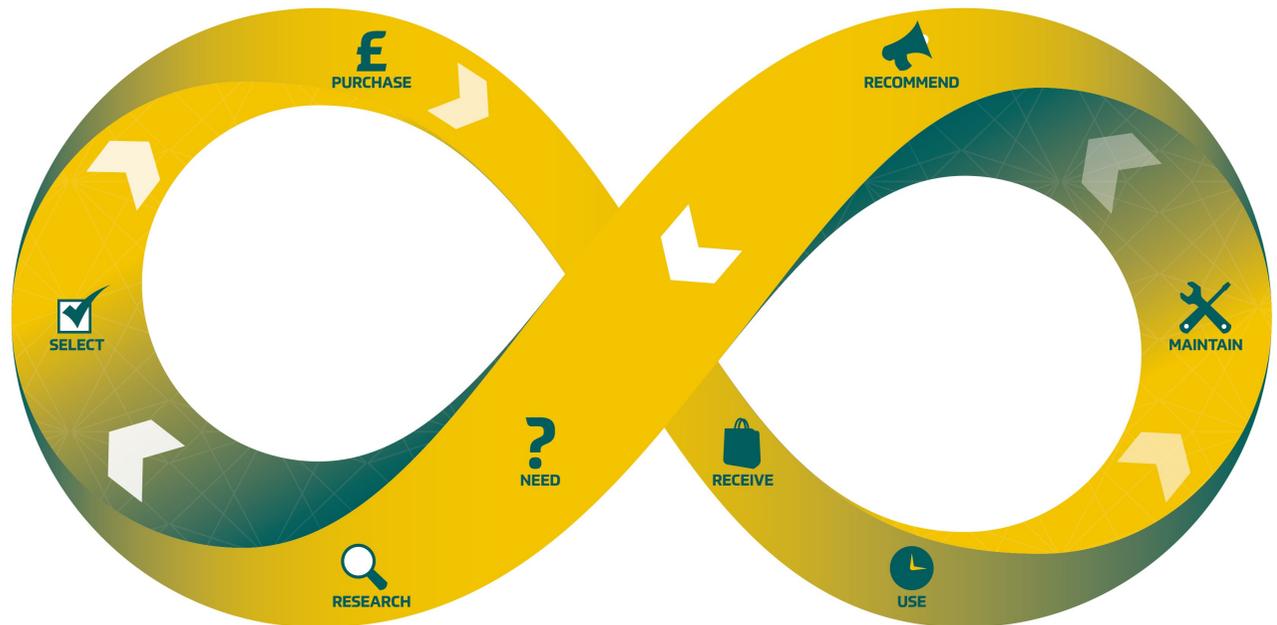
“We help our customers **BENEFIT of your product** by helping them **OUTCOME of your product** through **FUNCTION of your product**”.

3 Your Customer Journey

Providing a great customer experience is critical to the long term growth of any business.

The way you interact with customers throughout your Customer Journey will have a big impact on the relationships you build with them.

Work out the process, the external and internal communications and any other activities you should undertake to keep your customer happy and make your business efficient.





2

Engaging campaigns

Now that you know your ideal customer's needs and you've built your perfect Customer Journey, you're ready to start building your campaigns.

Remind yourself of the stages a buyer goes through, especially those early stages of 'Need' and 'Research', where 57% of their buying process is complete before they contact you.

What does your campaign need to include in terms of information and messages to start positioning you and your products as the best option for them? How do you nurture their trust in your business as one that can help them?

This is what 'nurture campaigns' are all about. Built with informative and helpful content that engages and educates buyers through multiple interactions in the very early stages of their buying journey and continues to nurture their trust and interest in your business as the ideal partner for them.



1

Great content

The goal of your content is to educate, build trust and nurture the buyer through the early stages of the Customer Journey – from ‘Need’, through ‘Research’ and on to ‘Select’ (and beyond).

As we mentioned when you were looking at your proposition message, there are many other businesses that claim to offer the ‘best’ product in your market, but they’re only using ‘copy and paste’ marketing messages.

These types of messages simply don’t cut through all the marketing noise that buyers see on a daily basis. It won’t engage.

To stand out from the ‘copy and paste’ messages, you need to use the information you uncovered about your ideal customer and your proposition statement. Your content must relate back to this and give your audience a direct message they can relate to and easily understand.



Launch

Automate. Measure. Improve.

You should now have your targeted content ready to launch across various marketing channels in different formats. But your work isn't done yet.

You need to keep an eye on the performance of your marketing activities by setting up some Key Performance Indicators (KPIs) that will show the results of your efforts and investment. Make sure you include feedback from your customers.

These are some of the most useful KPIs to track the performance of your marketing activities.

- Number of new leads created
- Lead to sales opportunity conversion ratio
- Sales revenue increase
- Total sales cycle time
- Customer Lifetime Value (CLV)
- Sales team win ratio
- Customer satisfaction scores
- Cross-sell and up-sell revenue