



Marketing & Sales

Why Marketing Comes First

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Overview

1. The Evolution of Marketing
2. The Building of the Silos
3. The Breaking of the Silos
4. Moving Forward

We are not the T-shirt & Coffee Cup Department!



The Evolution of Marketing: A short history lesson

Remember the 4 “P’s” of Marketing?

- Product
- Price
- Place
- Promotion

Well now there are 7... maybe more

- People
- Process
- Physical Evidence (PROOF)



The Evolution of Marketing: A short history lesson



Half the money I spend on advertising is wasted; the trouble is I don't know which half.

~ John Wanamaker

The Evolution of Marketing: A short history lesson

CRM - It's not just for sales!



Stats that hurt a little...

- 70% of the buyer's journey is complete before a buyer even reaches out to sales(SiriusDecisions)
- Only 17% of salespeople think they're pushy -- compared to 50% of prospects*
- Only 3% of buyers trust reps. The only professions with less credibility include car sales, politics, and lobbying*
- Only 19% of buyers want to connect with a salesperson during the awareness stage of their buying process, when they're first learning about the product*
- More than 40% of salespeople say that prospecting is the most challenging part of the sales process*

**Hubspot, 2018 Sales Stats*



The Building of the Silos

Marketing is just misunderstood... and that's our fault

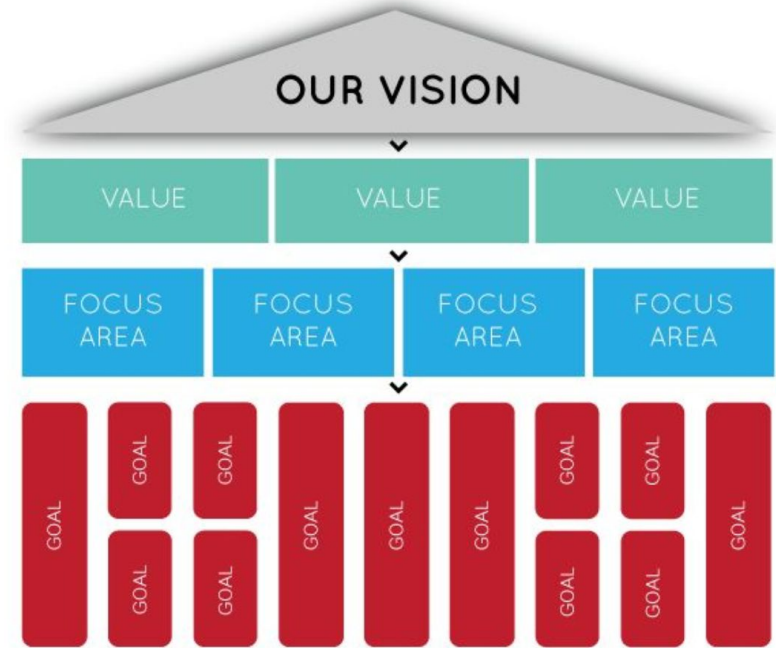
- Budgeting
- The Value of a Lead
- Metrics that don't Matter
 - Not "likes"
 - Not "awareness"
 - But RESULTS
- "Sales" Models

How much is a lead worth?			
CLV	\$	135,000.00	
CAC Max	\$	45,000.00	
	Conversion Rate	Qty	Lead Value
Aware		538	\$ 0.09
	4.40%		
Leads/Inquiries		24	\$ 48.66
	66%		
MQL		16	\$ 1,152.00
	32%		
SQL		5	\$ 18,000.00
	20%		
Customer		1	\$ 90,000.00

The Breaking of the Silos

Connecting Marketing to overall STRATEGIC Goals

Organization's Focus Areas	Marketing's Goals
Customer Retention	MRR / ARR / CLV
Customer Satisfaction	Net Promoter Score of X
Increased Sales	Lead quantity & quality (conversion from MQL to SQL)



The Breaking of the Silos

Connecting your team to the work that needs to be done -- The right people, working on the right things.

Conduct an audit:

- Goals
- People & Roles
- Systems
- Processes



NOT STRATEGIC
BUT HAVE
BE DONE ANYWAY

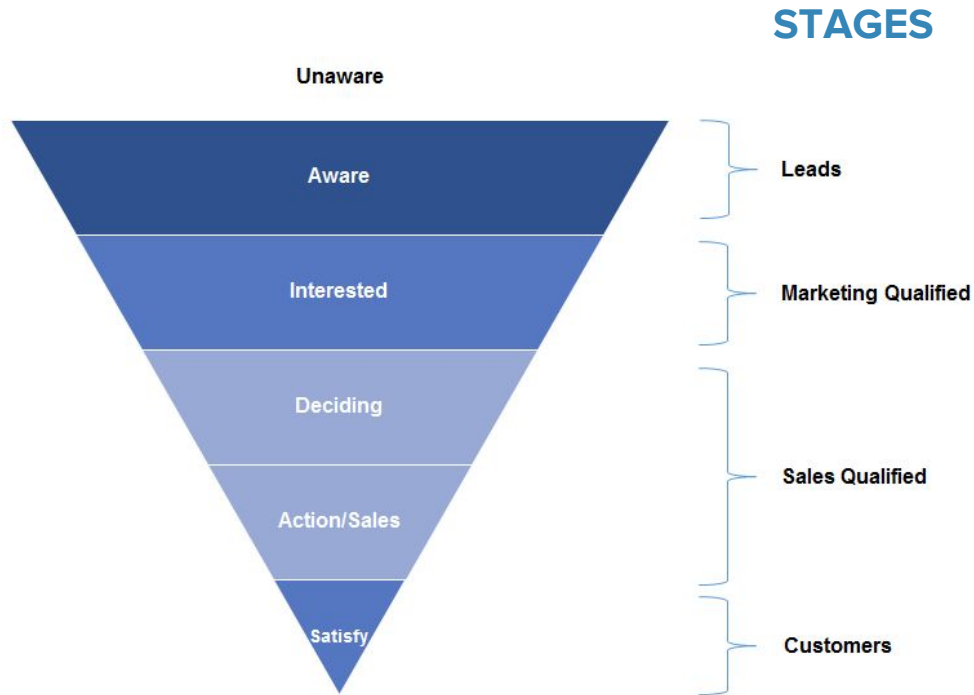
Moving Forward - The Marketing & Sales SLA

Elements of a good Service Level Agreement (SLA)

- **Clarity**
 - Definition of lead stages*
 - Agreement on follow-up process
- **Communication**
 - Transparency
 - Meeting/report cadence
 - The Marketing Report Card*
 - The Sales Report Card
- **Respect**



Moving Forward - The Funnel



CONVERSION RATES

500,000 Leads

- Social Media Connections
- Adwords/Display Ads
- Videos
- Sign up Blog/Newsletters
- Trade Show Visits

5000 MQ Companies at 1% Conversion

- Outbound Email Automation
- One on one Demos
- Sign up for Webinar
- E-Books

650 SQ Companies at 13% Conversion

- Talk to a Rep (Email or Call)
- Free 30 Day Trial

150 companies at 25% Conversion

- Customer Support
- Product Enhancements
- Follow Through, Follow Up,
- Referrals and Reviews

Moving Forward - Lead Scoring

Every action has a point value in either your MA or CRM

Subscribe, open, click, download, visit, request, etc. etc.

At some point, totals move a person into the next stage:

- 0-9 = Lead
- 10-49 = Marketing Qualified Lead
- 50+ = Sales Qualified Lead

Note: they can also move backwards! Return to marketing...

Moving Forward - The Marketing Report Card

Show your Goals & Track against them MONTHLY:

- The total sales goal (you're a team)
- The % of revenue from marketing-generated leads
- Lead-to-customer close %
- # of marketing-generated leads / leads by stage
- # of leads that became customers
- Revenue from closed leads

Summing it up...

- The buyer has changed
- Don't do anything until you're sure marketing goals are aligned with the overall organization goals
- Clarity
- Communication
- Respect
- Automation = scale
- Share your results

“Those who say it can not be done, should not interrupt those doing it.”

Chinese Proverb

Thank you!

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