

THE B2B MARKETING RESET PLAYBOOK

How to re-structure your business and increase profitability in 2024, even though you think you may have tried every strategy in the book.

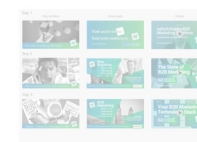
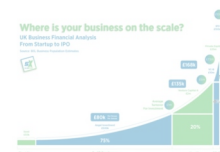
By Nigel Maine



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Foreword

I want to quickly explain why B2B Marketing doesn't work and what can be done to put it right.

We call it The Reset!

After forty years' experience in sales and marketing, it has placed me in a unique position to create a document that illustrates the interconnected process and psychology surrounding the marketing, sales and purchasing process.

This publication exposes why marketing has been failing for many years and that the lockdowns of 2020 simply magnified past and growing problems.

As the older methods of acquiring new business began to fail, too few businesses were informed about the new strategies required. The average turnover per person dropped and the performance ability of marketing professionals was called into question, to the point now that, over the past five years, Chief Marketing Officers are only keeping their jobs for an average of eighteen months.

Because of the lack of analysis and research, it has become very difficult for businesses to transition from the cold-call/telesales approach (Hustle Marketing) because no one knows of any other realistic approach for B2B organisations.

From a very curious perspective, we would go as far to say that marketing automation and various associated technology has done more to damage businesses, than it has increased profitability.

By adopting the strategies in this guide, you will improve business efficiency and profitability and discover a new strategy to restructure IT, Marketing and Sales functions to achieve even more business and profitability.

The salesXchange strategy transforms a business from high dependency on salespeople and physical touchpoints, to an automated and effective digital engagement entity, being the main driver for Digital 'Marketing' Transformation.

Marketing and new business strategies have never been presented in this way before and certainly not with a recommendation to restructure, perceived, unrelated departments within a business.

The explanations, strategies and tactics provided, will help busy CEOs and business owners quickly grasp what they need to know; enable them to view their businesses through the lenses of this document; help establish a new foundation for marketing; and help wind down the old approach whilst the new begins to take hold and grow.

“ Forty years' experience distilled into thirty-five pages! ”

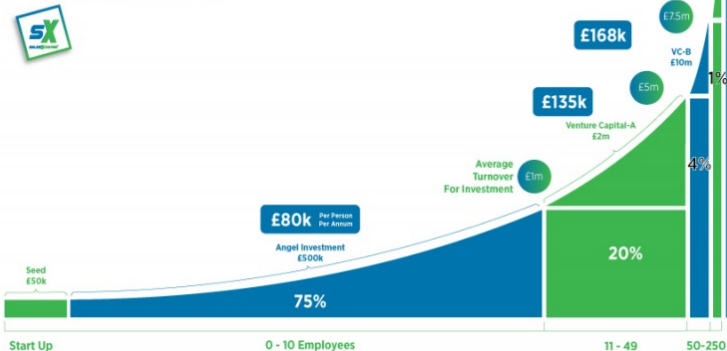
- Nigel Maine – Founder of salesXchange

Achieving Sustainable Profitability

Where is your business on the scale?

UK Business Financial Analysis From Startup to IPO

Source: BIS, Business Population Estimates



There is no other reason to invest in marketing - or to create, change or ditch a business strategy - unless it is done with the intention of increasing sustainable profitability.

Marketing must have a definitive outcome that maps directly to an ROI.

Most businesses are entrenched in a methodology that demands a ratio of people to performance. It is because of these ratios that most businesses eventually fail.

Then there are the businesses who are simply hanging on by the skin of their teeth. Even breaking even carries a significant amount of stress. This is unacceptable and must change.



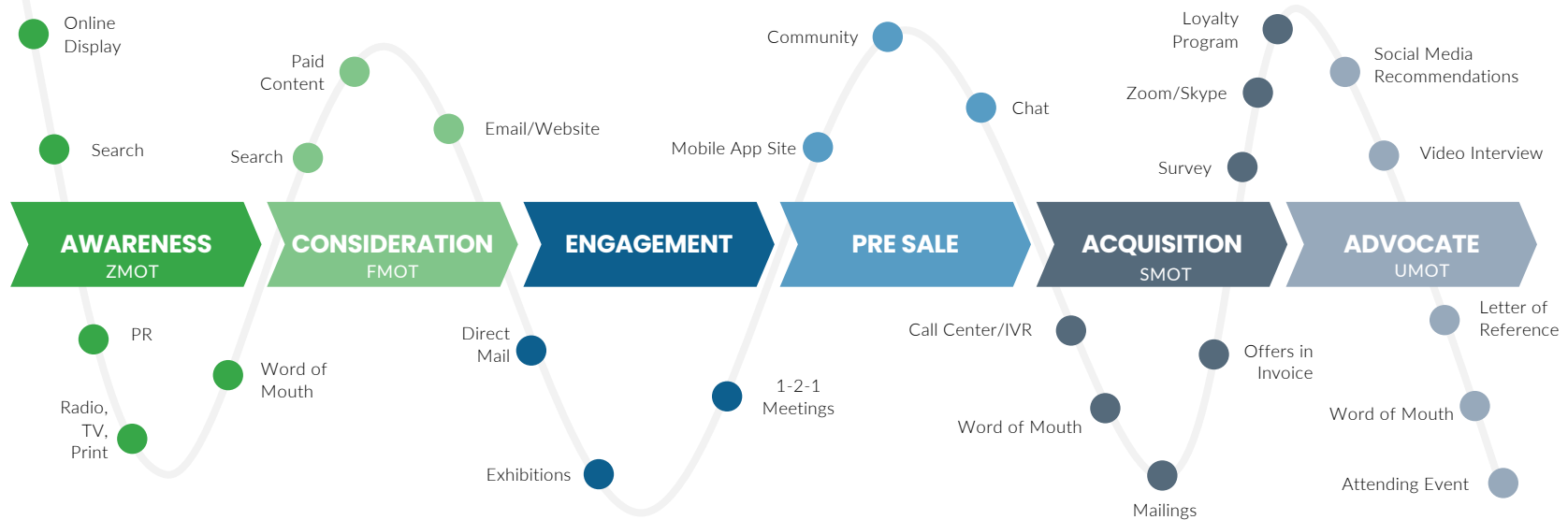
Whether you want to survive the next lockdown or the next few years, all businesses will have to navigate furloughs or redundancies and will be challenged on how to retain business, let alone reinvent themselves to become more profitable.

This B2B Marketing Reset Playbook is the answer.

Customer Journey



DIGITAL TOUCHPOINTS



PHYSICAL TOUCHPOINTS



ZMOT

Zero Moment of Truth

When a person or company realizes they need a certain TYPE of product or service and become 'aware'



FMOT

First Moment of Truth

When a person or company realizes YOU can help them, and they begin to engage with you



Engagement*

Pre-Sales Engagement

This is the time you communicate and engage with prospects before they buy from you. This is the win or lose stage...



Pre-Sales*



SMOT

Second Moment of Truth

When a person or company BUYS from you and they install and use your product or service



UMOT

Ultimate Moment of Truth

When a person or company recommends you and/or renews the product or service

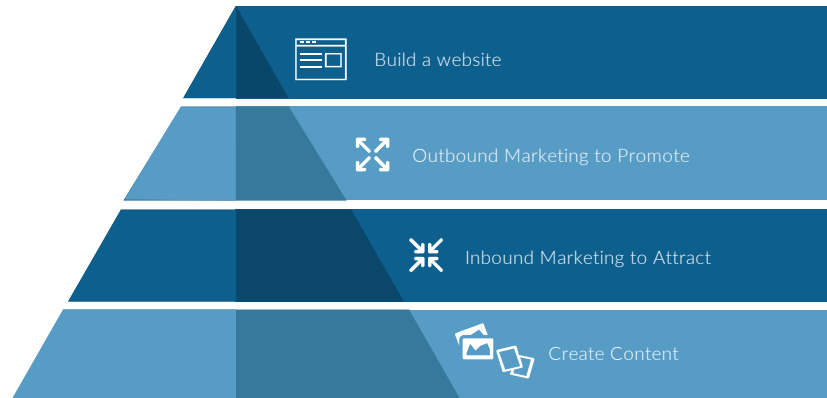
Moments of Truth

Coined by A.G. Lafley, CEO, Chairman and President of Procter & Gamble in 2005 and updated by Google, the Moments of Truth help businesses identify what they should be doing at any stage in the buyer's journey and psychology.

We have added **Engagement** and **Pre Sale** to the strategy as this is the time when your marketing teams are most active and are attempting to draw businesses towards you through their efforts.

It is essential that businesses identify what effect their marketing is having at every stage of the process and, more importantly, if their messaging actually reflects the stage they believe the prospect is at.

Hustle Marketing



We've all been there. It's how most businesses start. Get a website up and running, get a team of people on the phones to make appointments, followed by an advert or two or some direct mail.

In time, write some content for the website to pad it out a bit, perhaps some photos of the Christmas party and a few blogs to share some insights.

The expectation is for the sales people or telesales/BDR/Reps etc to make consistent telephone calls to find people who are interested and to either hand the lead over to sales or to send the sales person on an appointment. This is 'plate-spinning' and if you stop, your business comes crashing down.

The statistics for speaking to an interested decision maker is now about 300-1 so the emphasis is on cracking the whip to get telesales to keep the numbers up, as manually dialling achieved about 60 calls per day per person.

This approach feeds into the whole KPI analysis of sales:

Calls x Decision Maker Contacts x Appointments x Demos = Sales

The 'staff to profitability' ratio continues to get worse, simply because this is a 'numbers game'.

Turn Marketing on its Head...



As one strategy diminishes, the other gains traction...

It's time for a Marketing Reset. But reset to what? Sadly, despite the many professionals in the field, very few, if any, are prepared to 'go rogue!' because they fear losing their jobs and so continue to do as they're told by their respective CEOs or directors.

Changing marketing is not simply one thing. It has to marry up with the behaviour of the people who are buying and that includes you and I.

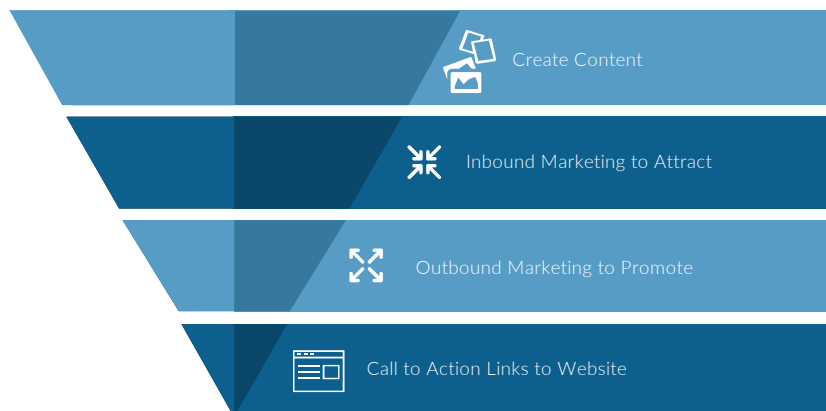
Consider this:

- Virtually everyone you are selling to has a £1000 smartphone in their pocket
- Their activity/behaviour has changed over the past twenty years or so
- They have a choice if they want to [read](#), [watch](#) or [listen](#) to a piece of content

Our job is to create different types of content in different formats, that can appeal to their taste, and is available at a time that suits them.

As 'Hustle Marketing' naturally declines, this Behavioural Marketing approach increases exposure and impacts the business positively as it reduces staff costs and increases profitability.

24/7 – 365 Automation



Test Viability!

Create an advert on Google Pay Per Click. Link the PPC to a landing page offering a report, freebie or something of value that relates to your product or business.

If you don't get any clicks! Do something else!!!

Lesson Learned:

Don't ask for investment or waste money on advertising if you can't test your market by proving viability with content - then build on success.

* Some may call this Attraction Marketing, but we use the term behavioural because we all choose different media, i.e. written, visual or audio, when it suits us.

Behavioural Marketing*

It is accepted that 70-80% of the decision making process is performed before a sales person is invited to speak to a prospect. A positive, cold telesales call simply means a sale is already underway and you're just getting in on the tail end.

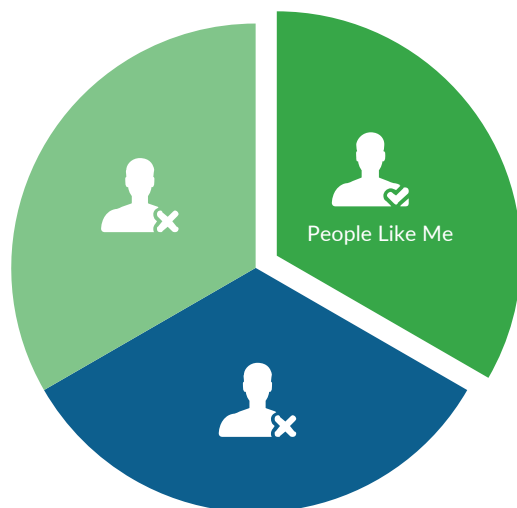
The key is to get in on the silent conversation before attempting to factor in any contact. This means creating informative and engaging content prospects can access when it suits them.

But most businesses attempt to hide their content behind a curtain/wall, using marketing automation to 'harvest' emails in exchange for information. The emails and registration is then used to cold call the prospect to obtain an appointment. We both know this practice doesn't work, especially as we have been on the receiving end of these calls.

For Behavioural Marketing to succeed, the content needs to be made freely available, without registration. Your business details should always be included on the content, enabling the prospect to contact you when they want to.

Social Media adverts and banner advertising provide attraction marketing and emails and direct mail provide direct marketing. The calls-to-action on all the content will drive visitors to your desired sales pages.

Choose who you want to sell to in advance,
don't leave it to chance...



Word of Advice

Test the content. Do your research and send your content to someone or a group who represents your ideal customer and ask them to review it before you embark on a local, regional or national campaign.

Personas & Segmentation

Before you start creating copious amounts of content, it is essential you identify exactly who you are intending to target.

We have heard many times before “we can sell to everyone”, however, no one in reality can sell to the world and so it makes good business sense to sell to ‘people like you’. These will be people who will immediately connect with you, understand you and potentially become long term customers.

The objective is to identify a desired or logical market, acquire or segment a database of those businesses and personnel types and speak to them, through the content you’re writing.

Whenever you can, research. Make some telephone calls to the type of person you want to write to. Ask them what they think of your content.

Get this part right and you will exponentially expand your results, simply by increasing the amount of data you have on those companies who are ‘like you’.



Presenting Your Business

There are some prerequisites regarding websites such as the layout, images, fonts etc, as we all immediately recognise a bad website and simply accept a good one.

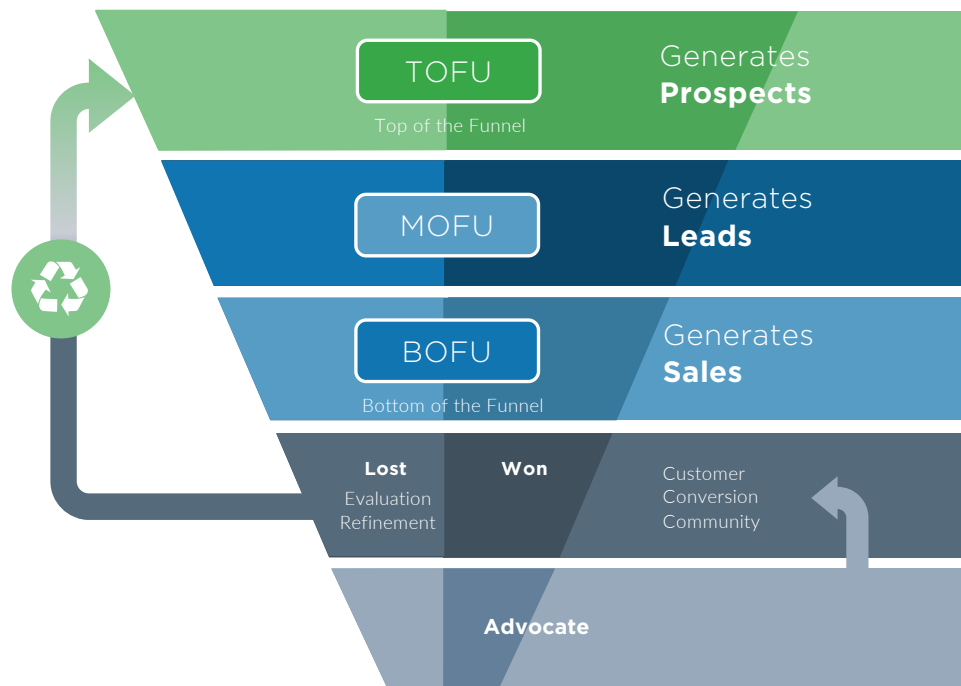
We are all buyers! But when it comes to our own websites, or the way we sell to other businesses, many of us seem to forget this and become the 'sales monster' and ignore all the things we expect when we visit other sites.

Whether a business owner is looking or an executive assistant, your website and content needs to talk directly to them in order that they can say to themselves "this company is like me".

Depending on your strategy, it may be advisable to create a mini-website that has two or three clickable options on the home page to force the viewer to 'self-segment' by clicking on: -

- I am a CEO
- I am a Manager
- I am an Executive Assistant

The associated pages can speak directly to these levels of seniority and reinforce your message that you are speaking directly to the person in question.



Getting Funnel Clarity

The Funnel is a popular illustration when it comes to marketing, but often it's not shown how it integrates with the overall marketing process.

All content produced is with a view to engaging prospects at the stage they are at and helping them self-qualify as they travel through the 'funnel'.

Consideration must be given to the type and style of the content being produced. It is pointless creating a highly technical and detailed explanation of the product and sending it to prospects in the Top of the Funnel, when it should only be made available to those at the Bottom of the Funnel.

At the point of winning or losing the deal, it's important to understand why the deal was won or lost. It is also essential to establish a process that can automatically recycle lost deals in order to keep in touch and show you're still available for the future.

Deals won need to be managed in order that they can become Advocates to help you sell your products to new organisations via a pro-active community group.

All that said, you will now find the term 'dark funnel' which means no one in marketing actually knows what's going on, making the funnel unusable in B2B sales.



AWARENESS

Adverts; Articles, Blogs, Guest Blogs, Video & Podcast Strategy, Surveys & Polls, SEO/SEM



DEMAND GENERATION

INBOUND: Blogs, Social Insights, Content, Personalisation, Websites	OUTBOUND: ABM, BDRs, Adverts, Direct Mail, Events, Paid Search
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MARKETING QUALIFIED LEAD

Appointments, Leads, Lead Scoring, Nurturing, Email, Retargeting, Roadshows, Seminars, Mobile-PUSH, Web Personalisation, Hospitality



REINFORCEMENT

Executive Outreach, Field Events, On-site Visits, Webinars, Zoom/Skype Demonstration



SALES QUALIFIED LEAD

Sales Generated Leads: Cross-sell, Up-sell, LinkedIn, Referrals, Renewals	Sales Accepted Leads: BDRs, Business Rules, CRM, Training
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THOUGHT LEADERSHIP

Relevant Content, Deliverables Fulfilled, Expectations Met or Exceeded, Client-Facing Advanced Content

Knowing Funnel Content

You can see how different content matches the different stages for a prospect and indeed the funnel process.

Every stage they pass through is to have its own selection of relevant content, written for the correct persona, with the intention of eliciting a specific response or reaction.

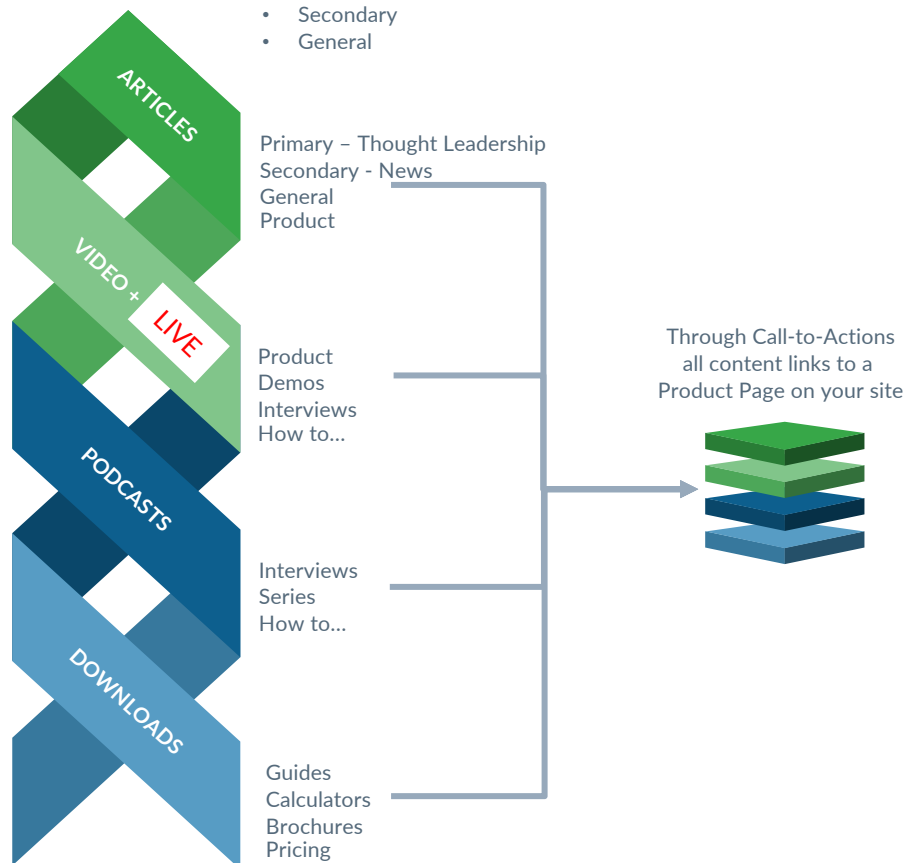
If you are not getting the responses you expect, then it is imperative you review the content as if you were reviewing the performance of a sales person.

Apply the 'numbers game' analogy; how many times have people seen the content, how much did they read, how long did they spend on the page, where did they go next?

All this information is available via Google Analytics and Google TAG Manager.

Content → Call to Action → Product Page

- Primary
- Secondary
- General



Types of Content

Because we all consume content in different formats at different times of the day, it means we cannot second guess what a segment or persona group would prefer.

To accommodate everyone, you have to publish in every format. But before you think that's too much effort, you have to consider what the telesales approach costs versus the actual results.

Typically in the UK, businesses turnover an average of £80k per person per annum for a ten person business, which can rise to £168k for a fifty person business (£5m), based upon typical KPIs. Increasing these figures can only be achieved by changing marketing, reach and engagement.

To begin this process, everything you publish should direct the browser to your product page(s).

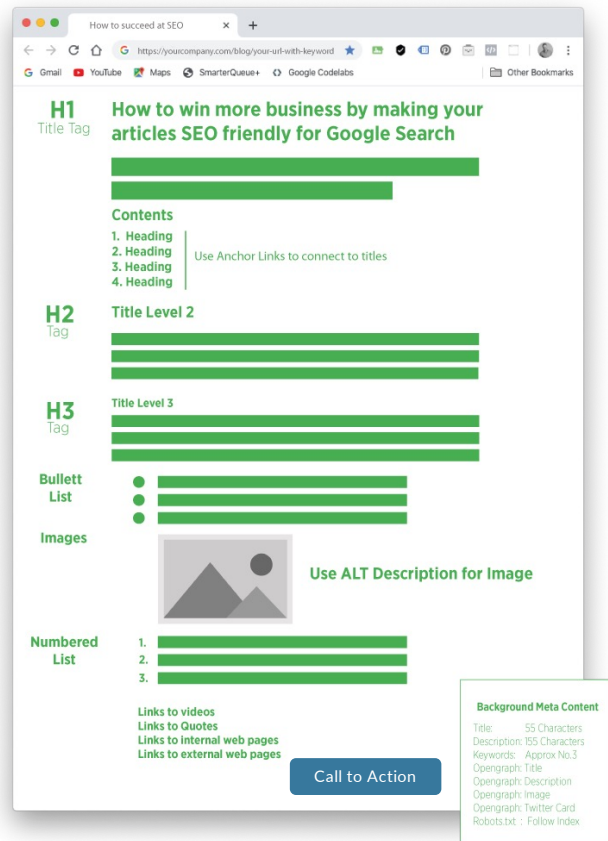
Primary content articles are your thought-leadership 'full-on' engagement pieces that illustrate your commitment to helping your customers and are typically 2,000 to 6,000 words long and are expected to appear on page one of the search engines.

Secondary content is for news which is picked up by Google and Apple news. This increases awareness and backlinks to your site.

General content is anything else you want to post on your website from events to new hires.

Product content delivers the very best explanation of your product or services, as detailed as your Primary content.

Primary & Product Content Structure



Formatting Content for SEO

This page is not to teach SEO but to explain how Google and therefore the 'mechanics' of SEO, affects what you publish.

Google Robots look at a page and analyse the complexity of the language, the frequency of words and importantly the overall layout, i.e. the bullets, numbering, images, video, headings and so on.

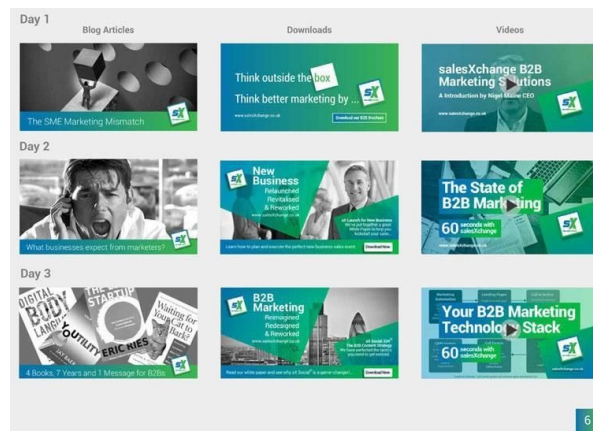
The expectation is that your document will be fully comprehensive, easily readable (for a twelve year old) and provide the most amount of logically presented information anyone could hope for. In short, your publication can educate the reader.

In addition, if your website is formatted with the Schema.org parameters, which informs Google what type of website and page types you have, your reward for this is a higher position on the search engine, as long as the URL, page name and titles all match up and make sense to the search engines.

You may also be eligible for a position '0' on the search engine result page (SERP) meaning Google will place your details in a dropdown, a list or even a box of its own before all the pay per click items. This is also called a 'Rich Snippet'.

Apply this approach to all your Primary and Product Content, whether it is written, a video or indeed a podcast. Simply include as much as you can.

Preparing in Advance



The key to success is consistency. However, we've all been there; something always gets in the way and for one reason or another production ends up being sporadic.

Our solution is to create everything in advance.

If you are already using a telesales approach, then creating your content in advance can be done at your own pace, whilst still achieving some income.

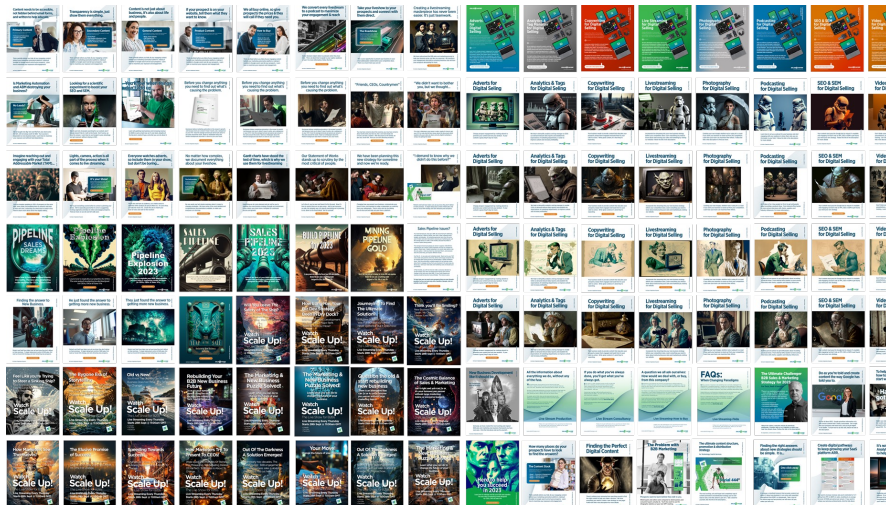
The goal is to create the necessary number of articles and other content such as videos, podcasts and other educational content and for all these content items to be promoted every day of the week on social media platforms and then repeat (We have provided a minimum recommendation on page 17). Additional components can be downloadable documents, reports, slide documents and of course Live Shows.

We have called this strategy sX Social 444. This enables you to accurately review your online presence, from the headlines and titles, to the graphic design and your overall company 'tone-of-voice'.

Having this amount of content and using automated posting SaaS enables you to keep posting every day without being penalised for SPAM.

The variety means no one will ever see every post and new prospects are able to see your commitment to posting insightful content.

Use Adverts to Attract



Once your content is published on your website, you can begin creating multiple adverts to be published on social media to promote the content.

Using quotes, memes, video clips or word-bites you will be able to dominate followers' newsfeeds on social media to promote your business presence and, more importantly, the quality of your content.

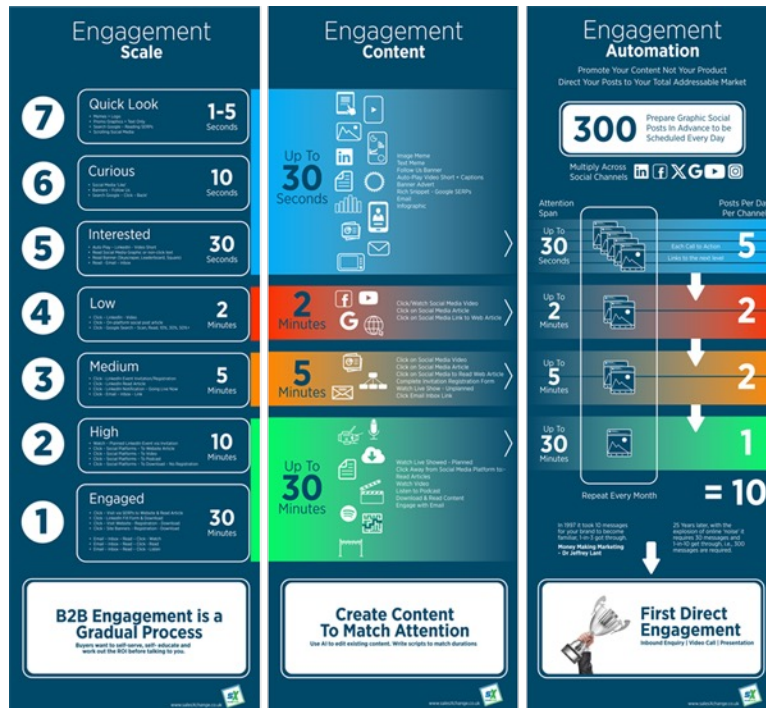
The adverts provide a snippet to your 'insightful' content and draw traffic to your website and in turn to your product pages, resulting in enhanced engagement.

This is the goal of becoming a content-driven business and getting in on the *silent conversation* that consistently happens before your salespeople get to engage with new prospects.

Changing your content strategy is not without additional financial benefits. The objective is to increase engagement from prospects, reduce reliance on telesales, reduce the numbers of sales people and increase the overall number of new business sales.

Don't fall into the trap of thinking that all you need to do is get someone to write a few articles and leave it at that. Everyone needs some encouragement to click or visit a page. The more engaging or exciting your adverts are, the higher the traffic.

How Much Content is Required



As mentioned earlier, if you only provide one type of marketing collateral, then you will only appeal to the type of person who engages with it.

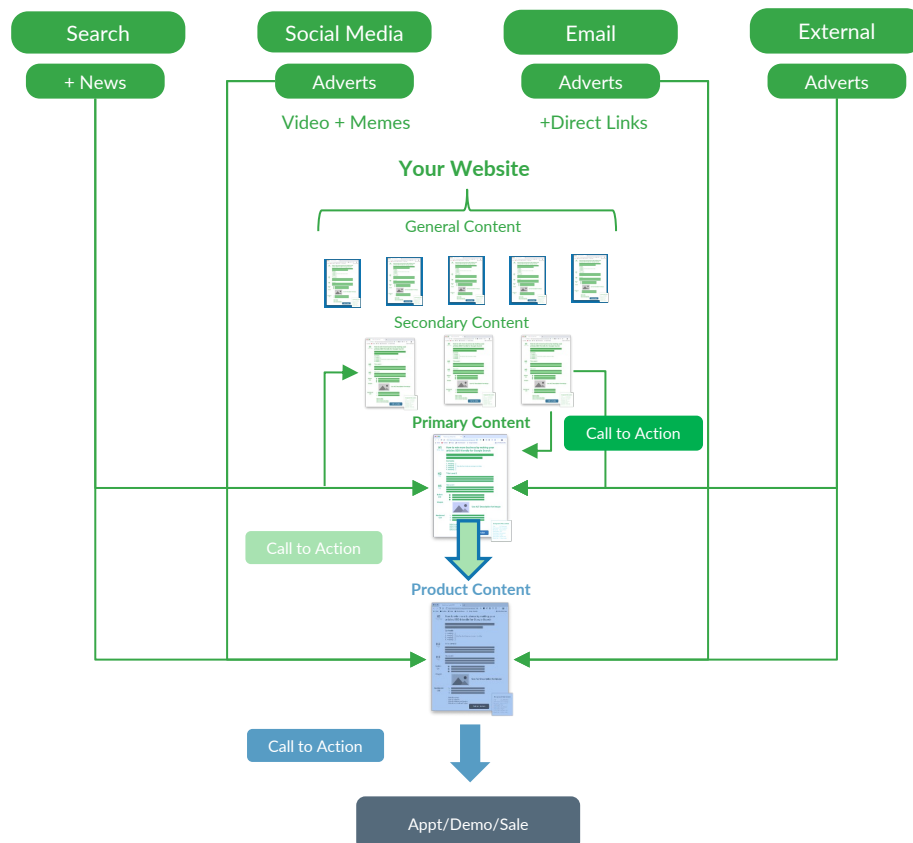
Today, businesses need to create written, visual and audible content (blogs, video and podcasts) to ensure the greatest possible chance of connecting with your ideal prospects. B2B buyers want to self-serve, self-educate, and work out their ROI before speaking to a salesperson

There are three elements to your marketing:

1. Emailing insightful content direct to your target market for them to read without clicking a link, i.e., a piece of content that communicates valuable information or insight to your prospect. This is where you place relevant links 'back' to your website, to one or more of the content items or to a product page. The link(s) are your Calls to Action.
2. Creating a wide selection of content in different formats uploaded to your website, identifying Primary and Product content.
3. And finally, creating multiple short adverts to promote your web content as people don't immediately 'jump in' and read, watch or listen to everything straightaway, unless they have an idea what the content is about. This is the same logic as film trailers or TV adverts and so on.

How Does It All Work

Four Strategies



Overview

B2B Marketing works 'back-to-front'. You need to create all your documents, diagrams, infographics, videos, podcasts and articles in advance, upload them to your website to get found on [Search](#) engines and then create the adverts to get people to look, listen and read.

Adverts posted on [Social Media](#) are published multiple times a day and link to either primary articles or product pages.

Weekly [Emails](#) communicate directly to your database. You can see their effectiveness through analytics. If your target market clicks on a link to your website or social profile, they will see you are genuinely active and are creating a wealth of focused content expressly for your target/ideal customer. It also means they will always, ultimately, be directed to click to your Primary or Product pages' Call to Action.

[External](#) adverts; banners, Pay Per Click or paid Social Media Ads will again link to the relevant content or a unique landing page.

This overall strategy helps to communicate accurately to browsers so they can say to themselves, "I like them" or "they're like me!"

Website Strategy

General Content Structure (Minimum)

Create as many Product Pages as Required.

Create 30 Content (Article/Blog) items in advance (minimum)

- 10 Videos
- 10 Podcasts
- 10 Articles – Two Types
 - Primary: 2-6,000 Words, Diagrams, Video, Bullets, Indexes etc
 - Secondary : News, Reviews, Comment, CSR, New Hires etc.

N.B. You can also include Live Recordings as part of your content mix

Website Checklist

- Apply SEO format to all pages
- Apply Schema to site – www.schema.org
- Fast load speed – www.gtmetrix.com
- Simple Navigation
- Easy to read

Whilst designers want to create pretty pictures and graphics, the objective is to communicate your products and services to the people who need them. Your target market is not impressed with quirky navigation or full screen video per se. They are there for a reason; to learn what you have to offer.

Product/Service Descriptions

Your product pages need to be fully comprehensive and overflowing with supportive information and exist to be the most helpful pages your browsers could ever find!

You need to include anything that could help a prospective customer buy into your business and your product(s). Don't forget, they can click away at anytime, therefore concentrating on conversion optimisation will help in this respect.

As mentioned on Page 14, Content can/should include: -

- Video
- Audio
- Diagrams
- Infographics
- Technical Specifications
- User Guides
- Training Guides
- White Papers
- Reports
- FAQs
- Pricing

Social Media Strategy

Minimum Viable Proposition!

Create 300 Adverts: Videos, Memes, Graphics, Audio

- Create 10 x Adverts for each item of content on your website. You will have already created 30 content items, but in time you will want to ensure that you're posting links and adverts that connect to primary content items and not last year's Christmas party. This will equate to 300 Adverts
- Publish 10 x adverts every working day on LinkedIn for 30 days, i.e. 300 adverts
- Repeat Each Month

Recommendation

Set and forget Social Media Management using www.recurpost.com to post all adverts to LinkedIn

For many B2B Technology businesses social media platforms tend not to provide a great deal of direct new business, but they do serve a supporting role in confirming your commitment to providing genuinely helpful content.

The second element to adopting social media as a channel is to automate posting to ensure you maintain a presence without needing to invest in significant human resources. Therefore you need to have enough content to achieve this without appearing to be spamming.

The minimum is to have sufficient presentable content so it is unlikely your connected followers will see the same posting twice.

Note: You are never restricted in making multiple 'fresh' new posts on social media, therefore, if you start with three per day, it only takes a little effort to increase your exposure up to ten per day.

You can only be seen if your connected followers are looking. This is why some recommended that you post up to every half-an-hour, but this is impossible to do manually.

Applying a 'set and forget' mechanism is a significant stage in systemising your marketing.

1997

- In 1997 it took 10 **Touches** to become recognised (No FB, LinkedIn!)
- BUT, 1-in-3 **Messages** Connect or get through
- 30 x Messages are required to achieve 10 x Touches

2024

- It now takes 30 **Touches** to Become Recognised
- BUT, 1-in-10 **Messages** Actually Connect
- So, **300 x Messages** required to Achieve 30 x Touches

Connection: Impression vs Engagement

Impression = Any content, e.g., email, advert, video, image/meme, banner or post which is seen by a prospect

Engagement = Clicking/Reading, i.e. genuine engagement

Email Strategy

Working from 'scratch', may take up to seven months to start getting new enquiries as there are two factors to consider: -

Producing Content

It depends on whether you already have a sufficient amount of insightful Primary, Secondary and Product content available. If not, it will depend on whether you want to use in-house resources or to contract out. Also, if you want all activities completed simultaneously or in a linear fashion.

The more human resources and money you are prepared to invest, the quicker it will take. With your existing content you will need to categorise it before you embark on creating new content.

Connecting with Prospects

In general it is good manners not to communicate more than once a week if you're sending emails - any more and you will upset the recipient and be seen as spamming or 'stalking'.

Therefore, based upon not upsetting your database, it would take up to 30 weeks. However, during the time you are 'communicating directly', prospects can also look at your website or social media profile, which will reinforce your emails and vice versa.

The Email Strategy works in conjunction with the website and social media strategies as anyone could click on the social post or main website links to see what other information you have available.

External Strategy

Adverts

Create Gifs, Videos, Memes, Graphics, Audio for Podcast

- Advertorial, Editorial
- Guest Blogging
- Guest Podcasts
- Banner Adverts
- Social Media Adverts
- Pay Per Click
- News Sites

Additional External Options

- Review effectiveness of Direct Mail
- Review effectiveness of Exhibitions
- Review effectiveness of Networking

A business cannot only rely on search engines and social media.

The objective is to gradually increase overall visibility. Your branding, or rather your reputation, will be made visible through consistency of presence and the quality of content you produce.

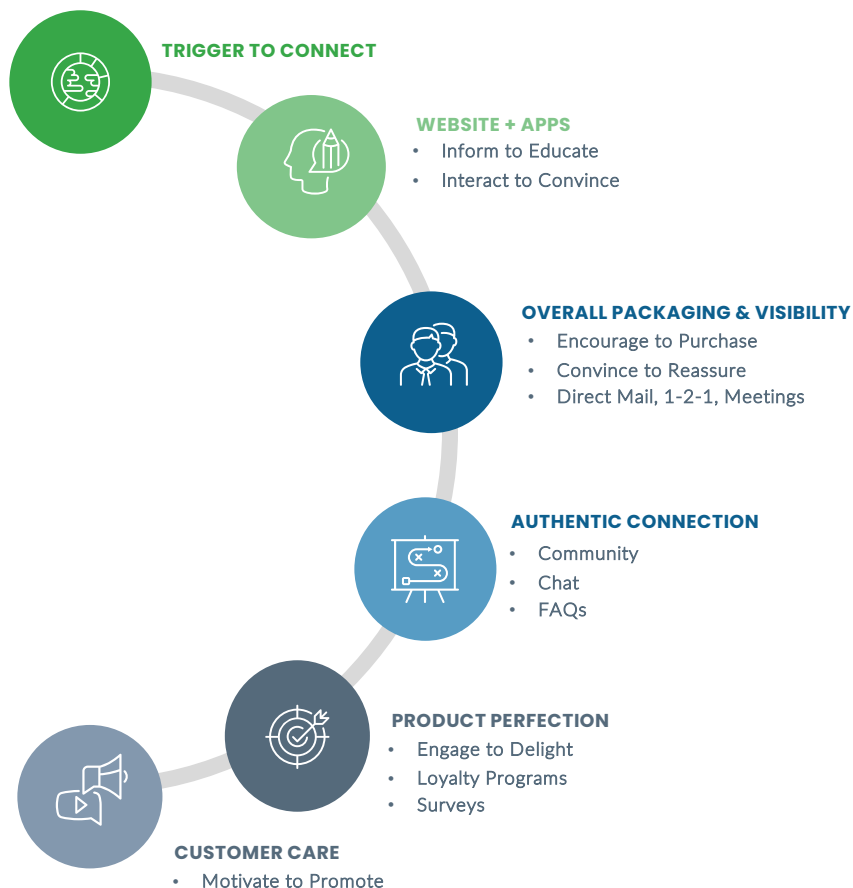
It is important to be deliberate with this strategy as you only want to 'hang out' with your kind of people, i.e. the people you want to sell to and the businesses you've had the most success with.

Your content will need to 'make a connection' with the readers and importantly, present itself as 'Primary' content, fully detailed and naturally link, via its call-to-action, to your products' sales pages.

Using landing pages was/is a popular approach, but as mentioned, you don't want to gatekeep your content as it will restrict access to the people you want to connect with most, i.e. the decision maker and person with the greatest pain in the company you want to sell to.

Landing pages may well be an ideal solution when targeting a new vertical market without having to make significant changes to your website. Mini websites or multi-page landing page structures can be very successful when implementing self-segmentation or other persona based approaches.

Also, Pay Per Click is relatively unsuccessful for B2B organisations as it forces a transaction with a prospect before you have established a relationship with them. Most PPC campaigns link to a landing page and requiring an email address before they can access the content.



The Customer Experience Flow

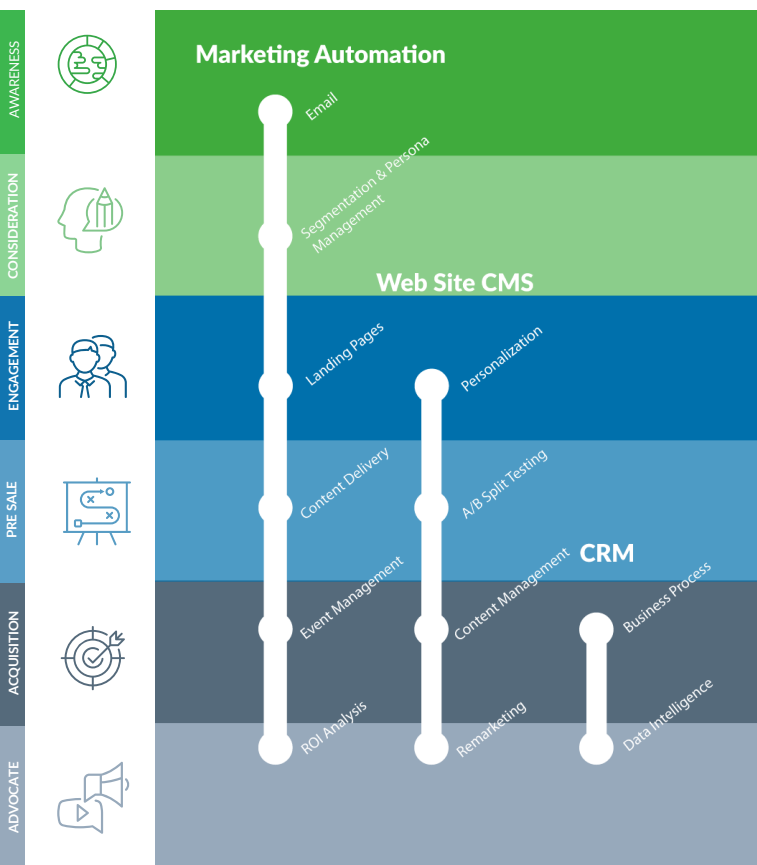
Customer Experience (CX) is an essential element of the business process, serving as a barometer to the performance and accuracy of your business plan and its execution.



Measuring CX is made easier by segmenting each area of interaction with customers and prospects.

Google TAG Manager enables you to identify the digital touchpoints; CRM and other software platforms, such as accounting software, create a holistic view of a customer's interaction with your business; and the implementation of business process management software enables you to blend the two together, obtaining an invaluable view of your businesses performance.

The Technology Stack



Knowing which technology is associated with which segment of the marketing and sales process - and the expected outcome of each process - will serve as a compass to grow profits.

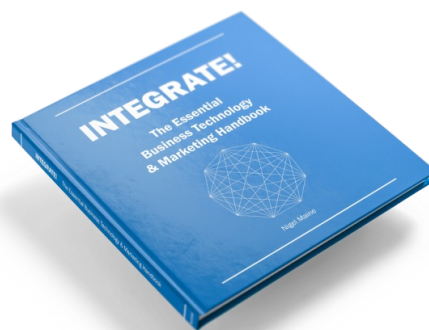
We don't advocate buying technology for the sake of it, but as your business grows, it is useful to know what type of software integration is required to bring all the disparate parts of the puzzle together.

An important element of business technology is to ensure you exploit it relentlessly and to achieve this it is imperative the supplying companies are held to account when it comes to implementation, training and support.

For a greater insight into this, read our book 'The Business Technology & Marketing Handbook'. It's 265 pages, laid out similar to a 'Dummies' book, available on Amazon and for free on our website.

We explain some of the fundamentals of implementing new technology and place a great deal of emphasis on making sure different stakeholders are involved in the buying process to ensure everyone is sufficiently trained after installation.

[Click here to download the book](#)



Technology Stack Suggestions



As your business grows, so will the need for more software to help support the processes you are implementing.

Do not confuse this with implementing large-scale demand generation marketing automation platforms. Your objective is to create an automated fly-wheel process to deliver consistent and continuous new business leads. MarTech is to support this activity, not create it.

Whilst it is important to succeed at the execution of marketing and sales related software, we strongly advocate training staff in-house to efficiently edit, program and manage all software used.

We recommend that you run workshops to help all the necessary staff get to grips with the software. We also strongly advise that you consider our revised organisational chart to ensure your business always has the staff to support the technology and that experience and knowledge are not lost when someone leaves.

Marketing automation, in many cases is destructive to B2B organisations because it was designed for B2C and consumer strategies.

Technology Workshops

#1



CONTENT

Identifying Personas, Segmenting Markets, Storyboarding and Tone-of-Voice

#2



PODCASTS

Learn how to become a 'radio station' and thought leader for your industry by sharing people's stories

#3



VIDEO

Learn camera tech skills, lighting, audio, sound design and editing and special effects, when needed

#4



LIVE SHOWS

The simplest, quickest way to keep your business visible and to keep growing potential customers

Our marketing recommendations are not just about buying new software and hoping for the best. They are based upon making your business self-sufficient for the long-term, and to do that your staff must be adequately trained.

The segments of your business that provide technical support for software and hardware need to have bespoke training programs written for them.

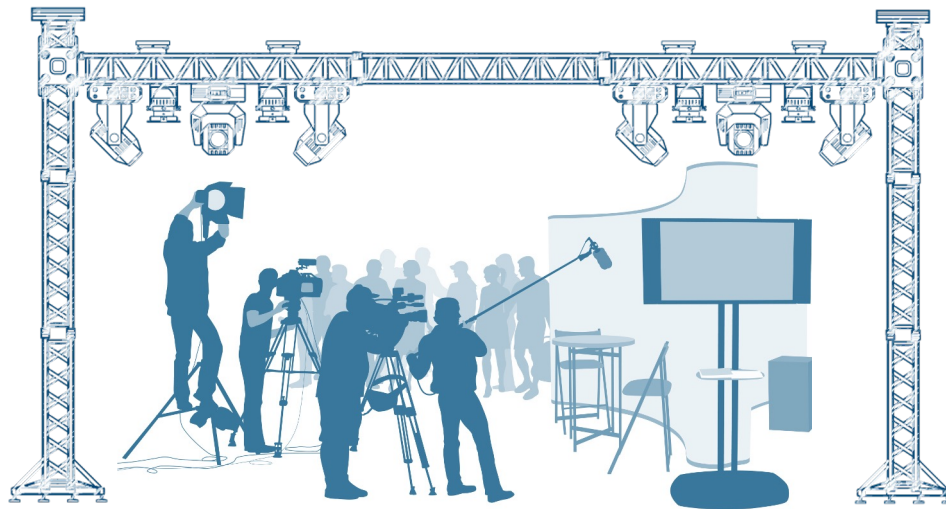
These programs must become intrinsic parts of your operating procedures manual. They need to be kept up to date with any changes to the operations of technology within your organisation or with any newly implemented technology.

Staff who are involved in the creation and management of content also need to have similar training courses and modules mapped out for them.

This will ensure that all staff, in any related department, are given sufficient training to operate efficiently, and are able to perform at a high level, early on in their employment.

We offer workshops that cover content, podcasts, video production and live shows.

Launching To New Friends



Once you've got the whole new business generation process nailed, then what? You already know how to demonstrate or present to businesses who are really interested, but what about the new friends you've just started to get to know?

Now is the time to welcome new prospects to a launch. This is not about new products, but an approach to encourage prospective customers to get to know you and your staff better.

Think drinks and canapes! In today's world you need to get creative and we'll help you.

Kick off with a 'Live' event on LinkedIn Live, Facebook or YouTube (depending on the number of followers you have). Send a 'welcome package' to the new prospective customers and weave the welcome package into the live presentation. Mention the customers by name, create a live draw, invite guests.

Our job as entrepreneurs and business owners is to find a niche and exploit it, beating off any competition.

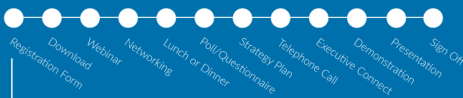
Carefully Nurturing Businesses



Content **Type** (Email, Social, Infographic, Video, Reports etc.)
Content **Strategy** (Engagement vs Selling)
Content **Frequency** (Timing, Amount)
Content **Focus** (Their Experience, Persona, Vertical Market)



Social Media - Facebook, LinkedIn or Twitter



See "Nurture Track Infographic"



Which Nurture Track: Novice, Intermediate or Advanced?
Vertical Market Based?
Engagement, Promotion or Other?
What was Downloaded?



Should the track stop after a download?
What education is best for the customer and do they know?



There are different ways to nurture a prospect to a lead to a customer and beyond. The idea is not to upset any of them at any stage in the process.

The key for your business is to understand if and when a nurturing track needs to be implemented.

Taking each stage at a time, your team(s) need to walk through an imaginary, segmented persona group and decide how they ideally want that person to interact with your business.

Creating 'Yes', 'No', flowcharts is a simple way to achieve this as well as discussing their possible reactions at each stage.

Identifying possible triggered actions or gentle reminders every week or so will be dependent upon their position in the sales process.

Depending on the titles or positions of the people you want to connect with, gauge their reactions by asking someone in a similar position before you embark on a nurturing strategy.

Take your time, think it through and don't rush this stage.

Agreeing Account Based Marketing



Typical ABM Strategy



Account Based Marketing (ABM) has been a 'buzz' word for a while and in my opinion was *almost* a good idea. ABM, however has become an acronym for spamming every name 'marketing' could get hold of.

Whilst the intentions were commendable, i.e. trying to associate a nurturing track for each decision maker, success was/is always dependent on obtaining everyone's email address.

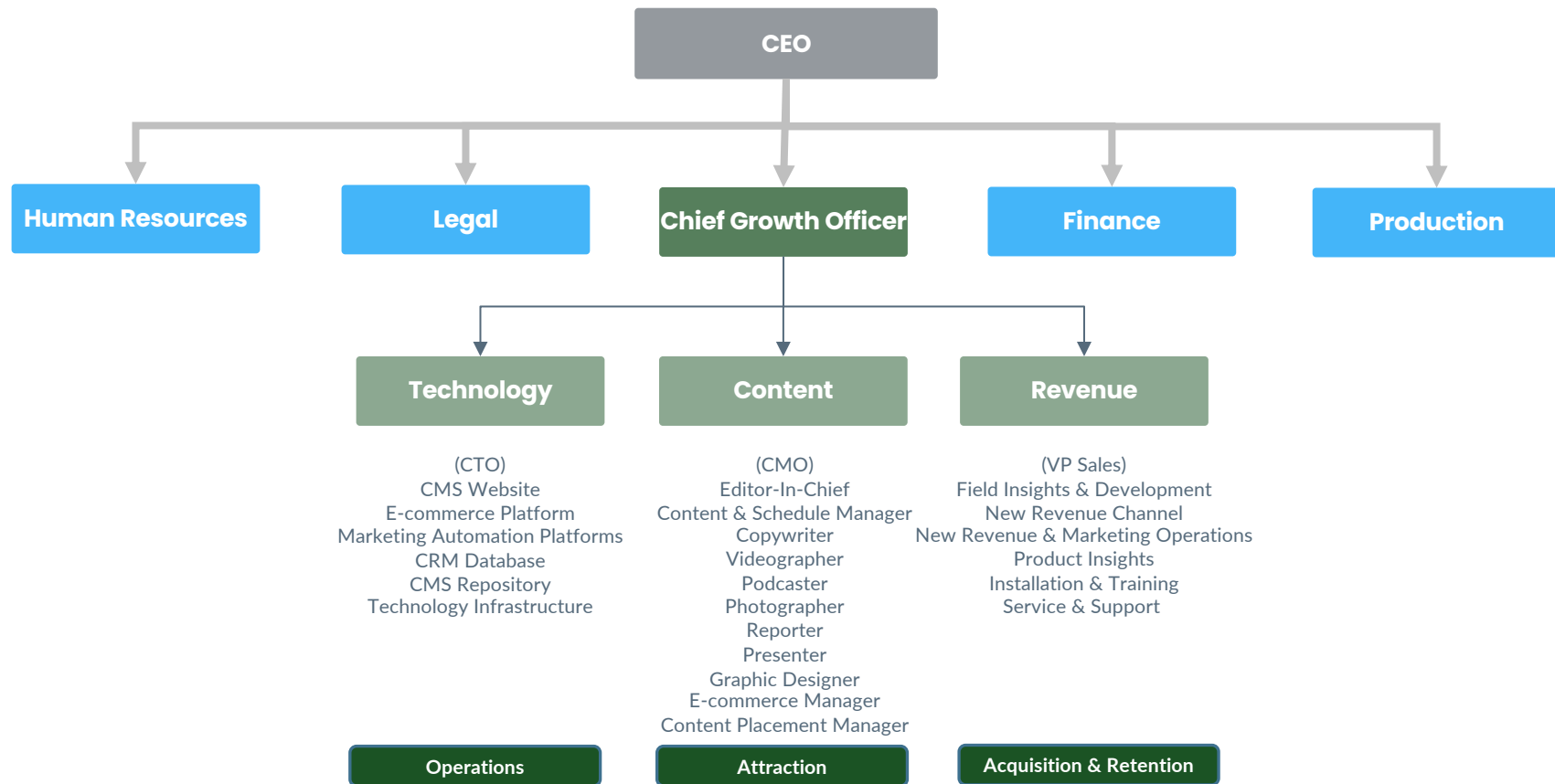
That said, if applied properly then ABM should succeed. However, individual content is not always created; the same documentation is sent to all the email addresses on the CRM record and if there is some genuine interest, salespeople ask the 'supplier' CEO to speak to the 'purchasing' CEO or any other corresponding senior employee.

The answer is to create content suitable for each seniority and technical level so that each contact in the company is nurtured in a meaningful way for them.

The bottom line, for higher valued products or services, more people are involved in the decision making process and no one person has sole responsibility for high levels of expenditure. That said, you need to evaluate the real cost and successes of ABM before you jump in with both feet and budget!!!

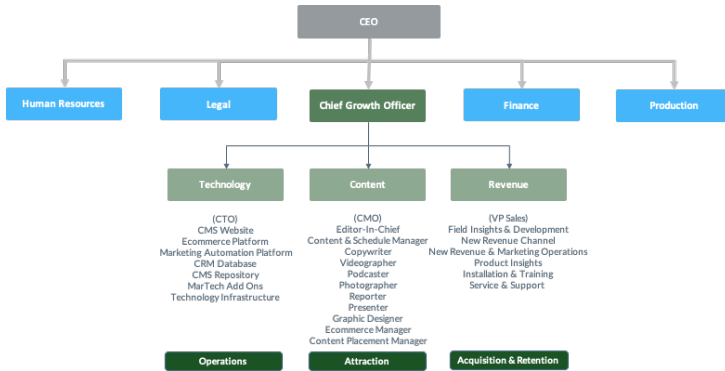
[To View Enlarged Image](#)

New Organisational Chart



The New Business Structure

(Inc Job Descriptions)



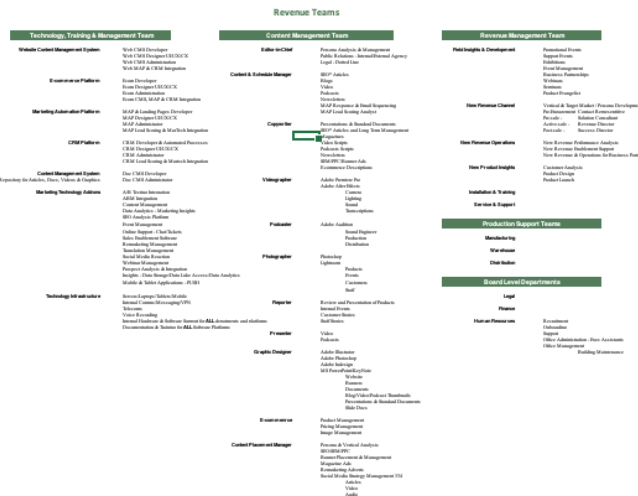
This organisational structure challenges the status quo.

- **Technology** is the engine that drives the business; this team manages and supports all the business hardware, software, marketing SaaS and web-based technology
- **Content** attracts and maintains contact to interested parties. Acting as a publisher with an Editor-in-chief, the content and creative teams focus on attracting new business through engagement
- **Revenue** engages with prospects from the first contact, closes the business and supports the customer's entire journey. All contact with prospects and customers is managed under this section

No single department is wholly responsible for generating income – they all do! This business model enables a new compensation plan to be implemented and the ability to dispense with the focus on commission-based sales people.

The success of the business is dependent on all departments and it is the decision of the business if it simply pays salaries or includes bonuses for all members of the revenue-generating team.

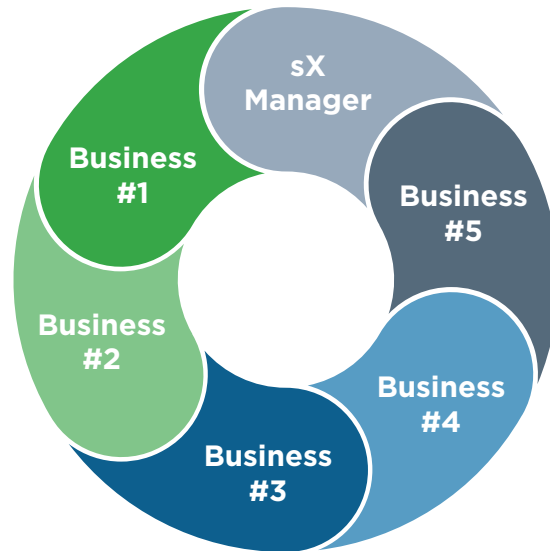
N.B. The descriptions do not necessarily indicate that a person should be hired. They are, however, indicative of the functions needed depending on your size and business type.



[Link to download full spreadsheet](#)

Syndicate Marketing

Five Businesses, One Strategy



[Click here to download a brochure](#)

Looking at an alternative strategy, once your business is generating consistent leads, and has a sufficient number of customers, the next step could be to set up new business syndicate.

HOW IT WORKS

We match-make five businesses who can sell to the same audience but do not compete with each other.

We build a Syndicate website, write five monthly content items and communicate to the collective group of customers every ten days.

We plan and manage two annual events; a meet-and-greet social event to connect with each others' customers and an exhibition promoting all the technology and products of the group, in association with your respective suppliers. Naturally this will be a virtual event or face-to-face if things change.

A Syndicate manager is appointed to your group to manage 1-2-1 meetings between sales teams and to help develop the inter-company communications.

Joining a syndicate increases your exposure to new businesses by 400% overnight and reduces your marketing costs by up to 80%.

Conclusion

As you can see from our playbook, there are many moving parts in the new business and marketing engine and when broken down and developed into a clear strategy we can create a smooth-running and profitable machine.

Instead of seeking out the 'one thing' that would make your business fly, all the components play their part in the marketing mix and together they create a whole, which is greater than the sum of its parts.

If I were asked to choose the one thing it would be content, as I truly believe "Content is King". I also passionately believe that businesses cannot, and should not depend upon just one type of content. We must understand that our prospects and customers seek out and enjoy good quality content in all media, and if we are to compete in a challenging marketplace, we need to offer this at every stage of their journey with us. Understanding this is the key to unlocking your full business potential.

Of course, there is more to marketing than just content and I trust this playbook has gone some way towards demystifying some aspects of it that may have caused confusion in the past. I also hope that the playbook will inspire you to look at your marketing creatively and embrace the challenge of producing all types of content that your prospects and customers will find valuable, interesting and even entertaining.



As we find ourselves approaching a new era in business, which is not yet fully formed, we can be sure new customers will be seeking us out more and more through different channels and to compete we must be visible wherever they are 'hanging out'.

You may already have the resources to take on the tasks we have discussed here, however if you would like to talk to us about developing your marketing strategy, then please do get in touch.

In the meantime, I hope you have enjoyed reading our playbook and have found it useful and encouraging during these changing times.

I wish you all the best for the future.

Kind Regards

Nigel Maine
Founder & Managing Director

Bibliography

To get a feel for any business or person you need to understand what has influenced them. In my case it has been books, websites, work and of course YouTube.

Below is a list of the book categories that have influenced me, which I hope will encourage you to find your own path through the maze that is applying digital marketing to your business.

The categories are as follows: -

- Analytics
- Branding
- Business Strategy
- Business Technology
- Christian Books
- Coaching
- Conversion Optimisation
- Copywriting
- Digital Transformation
- Financial Planning
- For Dummies
- Google Ad Words
- Graphic Design
- Landing Pages
- Marketing
- Networking
- Personal Management
- Photography
- Presentations
- Sales Psychology
- Understanding Customers
- Video
- Web Design

[To read the full list, please click here](#)



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