Marketing Transformation: Using Digital To Generate More Leads

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"Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat."

- Sun Tzu

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Session 3 Agenda

- The story of Thiel & Team
- Goals and objectives
- Picking the right tactics
- Metrics
- Establishing the goal line
- The power of HubSpot
- Conclude

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A Story Of Digital Transformation

thiel & team™
architecture | design | procurement

thiel & team
architecture | design | procurement

It's All About How You Finish

On Time. On Trend. On Budget.

> SEE OUR WORK

AMERICAN SOCIETY OF INTERIOR DESIGNERS
ASID
LEGACY OF DESIGN
Best in Show - Commercial

Thiel & Team Data Set

- Nationwide interior design, architecture and procurement firm
- Help apartment complexes, hospitality (hotels) and golf clubs enhance their common/public spaces
- Most leads from referral or direct sales force
- Stuck at current revenue level
- Looking to break through to next plateau
- No dedicated internal marketing team

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Goals And Objectives

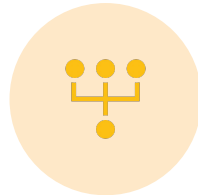Add a consistent inbound digital lead generation channel to current lead flow
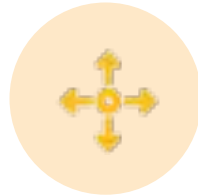
Move "upstream" to sell into executive level and not only procurement

Generate an active pipeline of sales opportunities in current and additional verticals (e.g., education)

Create a greater awareness of all three service lines

Fully automate the lead management process to benefit sales team using technology (e.g., HubSpot)

Create a differentiated messaging to connect with prospects

Create content that speaks to the capabilities of the company and establishes thought leadership

Develop real-time and transparent reporting for pipeline to gain insight into performance

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Action Plan

- **Strategy**
- Tactics
- Campaigns
- Technology

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Strategic Tactics

Competitive Audits

- Competitor audits focused on comparing messaging and content to other competitive offerings
- Reverse-engineering of top competitor sites for SEO

✔ *Deliverable: Review findings and competitive recommendations*

Personas Development

- Segment by three divisions
- Review "Who's our perfect target client?"
- Refine and create ideal customer profiles to align pains and needs with solutions and value

✔ *Deliverable: Personas reference deck*

Strategic Tactics

Differentiation And Messaging Strategy

- Review and enhancement of compelling and differentiated messaging to communicate to prospects and clients

- Create "the big story"

- Focus on all product lines and their individual stories to create awareness within the industry

✔ *Deliverable: Suggested messaging to enhance current program performance*

Content Audit And Strategy

- Perform gap analysis of what you have vs. what you need to drive lead generation

- Identify early, middle and late buyer journey needs

- Select kind of assets (e.g., video, whitepaper, infographic, etc.) reflecting personas

✔ *Deliverable: Audit findings and content strategy recommendations*

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Strategic Tactics

Website UI/UX Audit, Analysis And Recommendations

- Review and map entire website

- Complete site map analysis

- Identify enhancements to increase performance

- Develop website enhancement strategy for enhanced buyer journey

✔ *Deliverable: Website enhancement plan for better buyer journey*

Technical Website Review

- Review website performance

- Audit functionality against current business processes

- Discuss "wish list" of functions

- Look at technology/software options and recommend based on audits

✔ *Deliverable: Website technical enhancement strategy*

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Strategic Tactics

Website Homepage Re-concept

- Bring messaging and visuals together

- Tell the "big story"

- Identify enhancements to increase performance (e.g., conversion points, calls-to-action)

- Develop website enhancement strategy for enhanced buyer journey

✔ *Deliverable: Website homepage enhancement mock-ups*

SEO Audit And Strategy, Including Keyword Research

- Audit current SEO strategy on the website

- Inform content strategy and landing pages strategy

- Identify core keywords to be used in SEO, PPC and content development

✔ *Deliverable: Audit findings and keyword recommendations*

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Foundational Tactics

HubSpot Implementation

- Complete strategy and setup to apply HubSpot to current website

- Configure HubSpot to align with current sales and marketing strategy

- Initiate use of key HubSpot tools to support lead generation

- Develop templates (e.g., email, landing pages, etc.)

✔ *Deliverable: Fully configured and integrated HubSpot subscription*

HubSpot Training

- Consult with team on which areas of focus are needed (sales and marketing)

- Develop syllabus and accompanying materials

- Schedule sessions and decide on attendees

✔ *Deliverable: Three training sessions with unlimited follow-up by team members*

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Foundational Tactics

HubSpot Implementation

- Review existing email database for segmentation and persona targeting

- Create new templates

- Develop strategy for current customers and campaign strategy for lead generation

- Create one email campaign per month for current customers and prospects

✔ *Deliverable: Monthly emails to database (existing and past clients) via HubSpot*

Nurture Strategy

- Create at least two nurture tracks triggered by conversions

- Develop and map a nurture campaign based on segmentations

- Identify relevant content and additional content needs in conjunction with content strategy

✔ *Deliverable: Nurture strategy schematics that map the content, frequency, follow-up and actual workflows*

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Foundational Tactics

Execution Of Website Enhancements

- Implement homepage changes

- Augment website with landing pages

- Optimize pages based on UI/UX audits

- Add calls-to-actions and new conversion points when appropriate

- Add content and landing pages

✔ *Deliverable: Enhanced performance website*

Campaign Content Creation

- Develop and/or optimize content assets – includes early buyer journey, middle buyer journey and late buyer journey offers

- Repurpose content on all platforms (social, email, blog, etc.)

✔ *Deliverable: Six high-impact content assets, such as infographics, free reports, whitepapers, e-books, tip guides or slide decks*

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Campaign Tactics

Demand Generation Campaign Development

- Develop strategic and tactical plan that focuses on how to find and engage target clients with selection and validation of tactics, channels and assets

- Paid media recommendations, messaging and assets required

- Leverage social media outreach

✔ *Deliverable: Demand generation campaign strategy, assets, timeline and campaign performance metrics*

Paid Campaigns Launch (PPC)

- Analyze targets, channels, budget, metrics and impact/ROI

- Develop offer or use existing offer

- Create performance expectations

- Set up campaign on Google, Facebook and/or LinkedIn

✔ *Deliverables: Live PPC campaigns*

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Campaign Tactics

Campaign Landing Pages Development

- Develop buyer journey messages for landing pages (messaging and conversion)

- Iteration and updates based on data and feedback

- Build new approved landing pages, including design, images, copy and conversion points

✔ *Deliverable: Campaign landing pages*

Offers And Calls-To-Action Development

- Turn current content into website offers

- Set up conversion pages and auto email response

- Set up alerts to sales team when a conversion occurs

- Develop metrics around expected conversion rates

✔ *Deliverable: New set of offers*

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Campaign Tactics

Analytics And Reporting

- Develop KPIs (key performance indicators)

- Select reports for sales, leadership and marketing

- Review additional software data feeds (e.g., Google Analytics)

- Develop dashboards through Databox, MAXG and HubSpot

✔ *Deliverables: Live "six pack" of dashboards*

Initiate Optimization Of Program

- Review and enhance initial campaign based on performance data

- Continue website enhancements

- Optimize paid campaigns based on data

- Identify and suggest future opportunities based on review

- *Deliverable: Enhanced campaign performance*

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"That's great, Eric.
But I need results."

- Everyone
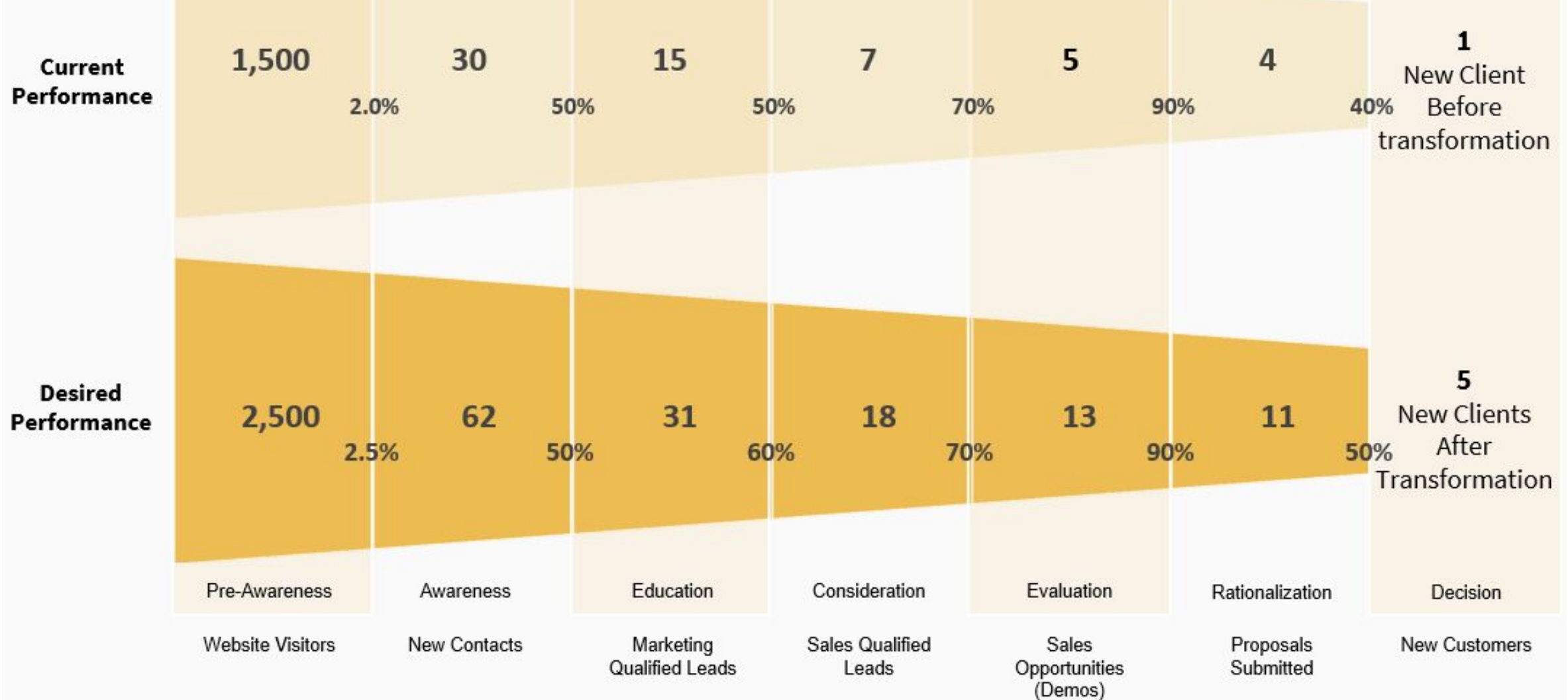
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Revenue Cycle

	Pre-Awareness	Awareness	Education	Consideration	Evaluation	Rationalization	Decision
	Website Visitors	New Contacts	Marketing Qualified Leads	Sales Qualified Leads	Sales Opportunities (Demos)	Proposals Submitted	New Customers
Current Performance	1,500	30	15	7	5	4	1 New Client Before transformation
	2.0%	50%	50%	70%	90%	40%	
Desired Performance	2,500	62	31	18	13	11	5 New Clients After Transformation
	2.5%	50%	60%	70%	90%	50%	

Action Plan

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- **Technology**

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Technology

DAY 6 – MARKETING TACTICS & HUBSPOT **SQUARE 2**

Technology

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Free HubSpot Consultation

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Interactive Revenue Modeler

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Thank you for attending!

Tune in at 1 p.m. ET tomorrow for

Sales Transformation:
Using Digital To Close More
New Customers Faster

A Live Interview With Jeff Thull

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