



Prioritizing Your Marketing Efforts

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Source: Microsoft

The Problem: Marketing Overwhelm

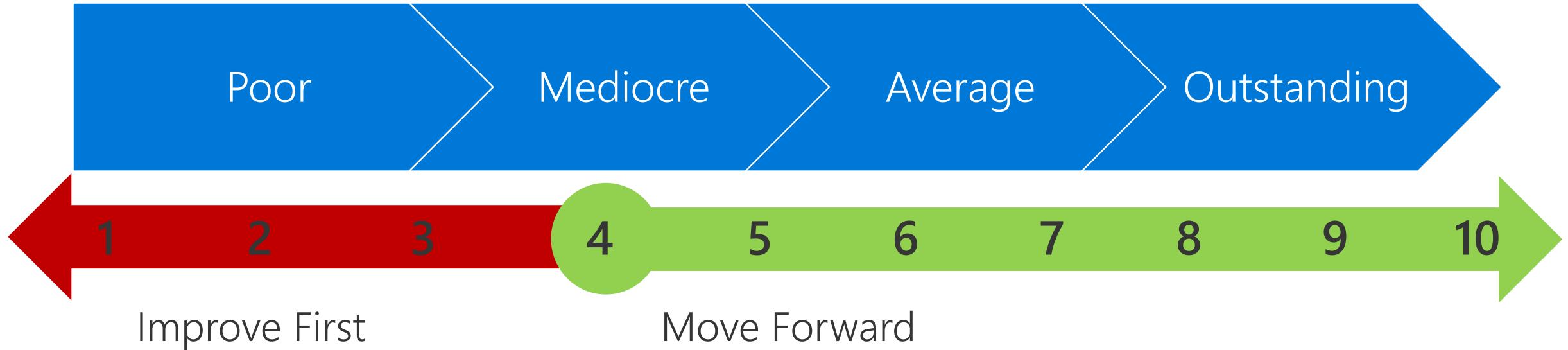


3 Steps to Defeat Overwhelm



CHECK YOUR ESSENTIALS

When To Move Forward?



Bias Toward Action

Perfect is the
enemy of good.



Source: Microsoft

Check Your Essentials

Branding

- Logo
- Cohesive Visual
- Clear, consistent brand promise and voice

Messaging

- Clear Value Prop
- Targeted Buyer Persona
- Sales Deck

Website

- Valuable Content
- Prominent CTA & Contact Info

Prioritize your Essentials

Work your way down the list. Only move on when you've completed a target.



1. **MESSAGING:** Targeted Buyer Persona
2. **MESSAGING:** Clear Value Proposition
3. **BRANDING:** Logo
4. **BRANDING:** Brand Promise and Voice
5. **MESSAGING:** Sales Deck
6. **WEBSITE:** Clear CTA & Contact Method
7. **WEBSITE:** Valuable Content
8. **BRANDING:** Cohesive Visual Brand



the **countess** **group**
MARKETING & COMMUNICATIONS

Source: Microsoft

DEFINE YOUR GOAL

Define Your Goal

You wouldn't use a wrench to do a hammer's job. It's the same with marketing. In order to know which tool to use, you need to define your goal.

What does your business really need to succeed?

- Are new leads what your business needs most to grow?
- Would you like to generate more referral business?
- Do you keep getting beat out by other businesses who have a stronger reputation as an industry leader?
- Would ranking in search engine results lead to more business?
- Is there an opportunity to mine your existing customer base for additional revenue?

• Do you need more face-to-face time with potential customers?



Source: Microsoft

Long Term Goals vs. Short Term Goals

Short Term

- Time Based
- Examples:
 - Conference
 - Promotion/ Special Offer
 - Sales Goal: “I want 10 new leads by the end of the month.”

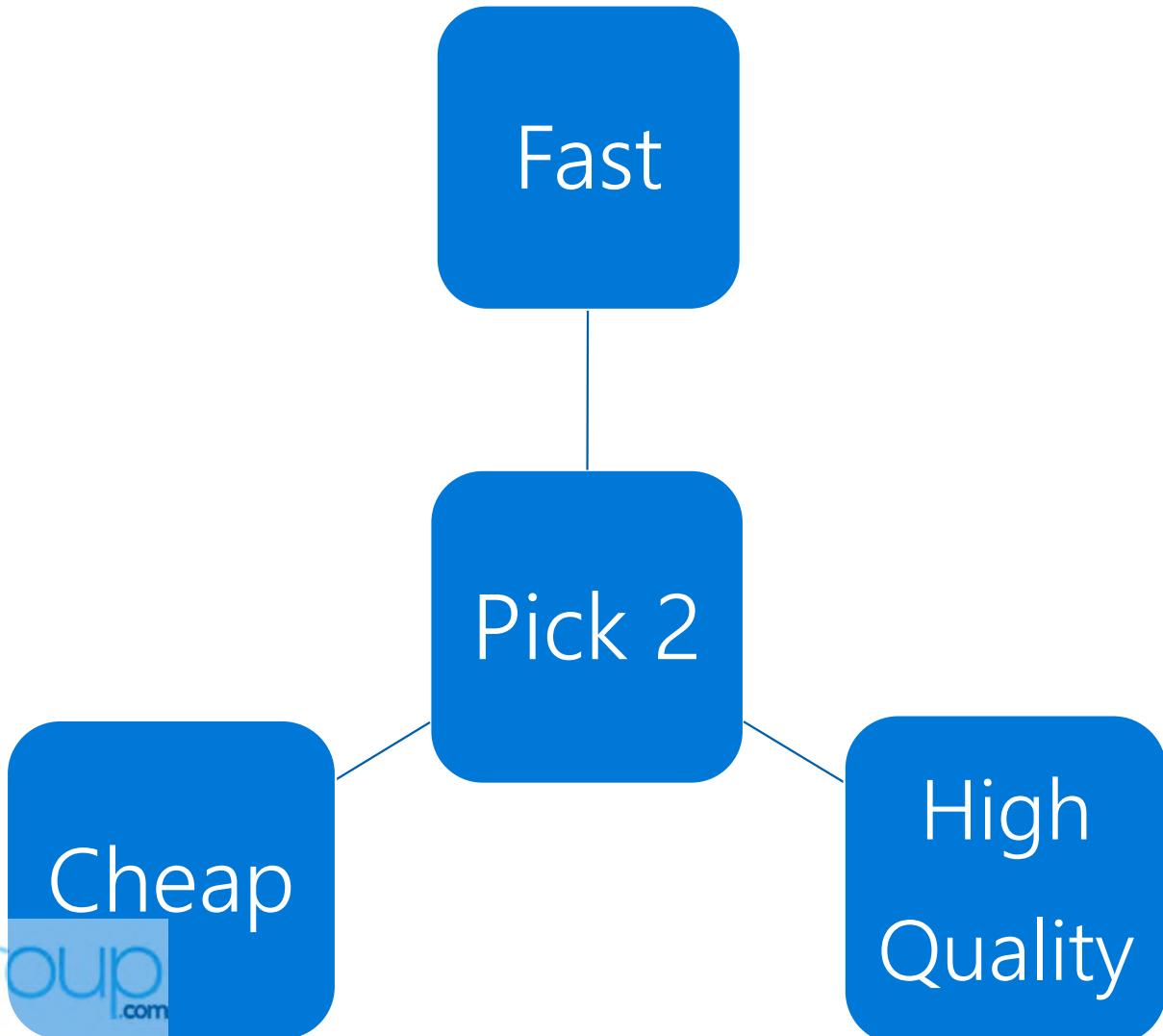
Long Term

- Not Time Based
- Examples:
 - Organic Search Rank
 - Reputation as a Thought Leader
 - Library of resources for your customer
 - Increased Referrals
 - Increased CLV

Long Term Tools vs. Short Term Tools

| Short Term | Both | Long Term |
|--|--|---|
| <ul style="list-style-type: none">• Paid Media:<ul style="list-style-type: none">• Search• Social• Platform Ads• Direct Mail• Sales Deck• Cross-Marketing• Print Advertising | <ul style="list-style-type: none">• Lead Magnet Creation (Content Marketing)• Guide• Tool• eBook• Helper Video• Webinar• Email• Live Events• Tradeshow Booth• Event Sponsorship• Speaking Engagement | <ul style="list-style-type: none">• SEO & Semantic Search• Organic Social• Blog Post• Article for Industry Publication• Cause Marketing• Customer Nurture Campaign |

Financial vs. Time Goals



DECIDE WITH DATA

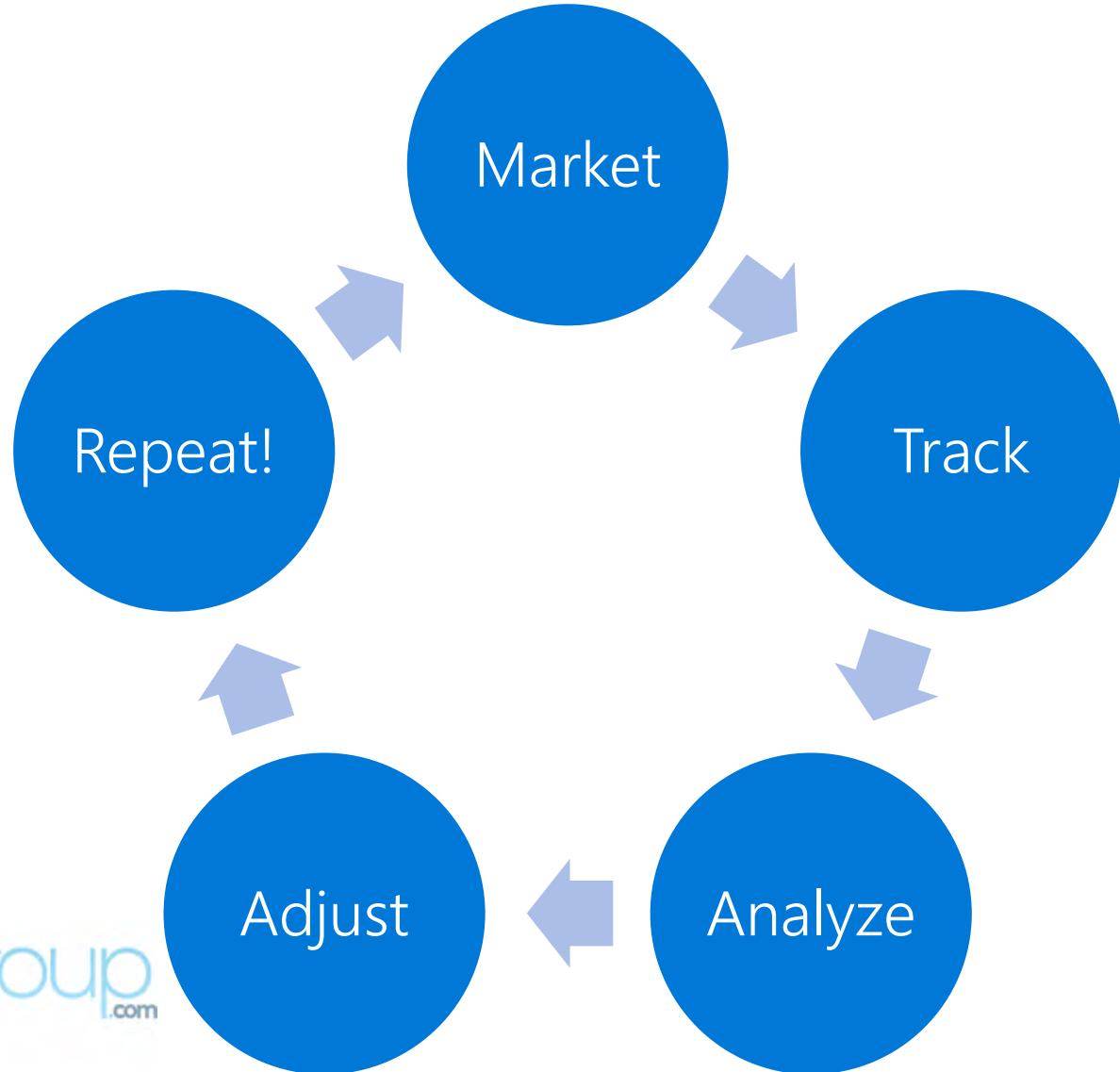
What data should you use?

Your Own.



Source: Microsoft

Experimental Mindset



Marketing ROI

$$\text{ROI} = \frac{\text{(Gain from investment} - \text{Cost of investment)}}{\text{Cost of investment}}$$
$$\text{ROI} = \frac{(\$2,000 \text{ worth of leads} - \$500 \text{ ebook costs})}{\$500 \text{ ebook costs}} = 300\%$$


Source: Microsoft
Source: Digital Marketing Institute, [The Ultimate Guide to Content Marketing](#), 7/11/2017

Rank of Marketing Tactics by Anecdotal ROI

| Short Term | Long Term |
|---|---|
| <ol style="list-style-type: none">1. Live Events:<ol style="list-style-type: none">1. Speaking Engagement2. Tradeshow Booth3. Event Sponsorship2. Content Marketing (in combo with 3, 4, 5, 6, or 7)<ol style="list-style-type: none">1. Webinar2. App/Tool3. Helper Video4. Infographic, Guide, or eBook3. Cross-Marketing4. Paid Media:<ol style="list-style-type: none">1. Search2. Social3. Platform Ads5. Email6. Direct Mail7. Print Advertising | <ol style="list-style-type: none">1. Content Marketing (in combo with 2, 3, 5, 6, 7, or 8)<ol style="list-style-type: none">1. Webinar2. App/Tool3. Helper Video4. Infographic, Guide, or eBook2. Customer Nurture Campaign3. Article for Industry Publication4. Live Events:<ol style="list-style-type: none">1. Speaking Engagement2. Tradeshow Booth3. Event Sponsorship5. SEO & Semantic Search Optimization6. Blog Post7. Cause Marketing8. Organic Social |

FINAL THOUGHTS

“We do not need, and indeed will never have, all the answers before we act. It is often through taking action that we can discover them.”

- Charlotte Bunch



Source: Microsoft