



# Prioritizing Your Marketing Efforts

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Source: Microsoft

# The Problem: Marketing Overwhelm



# 3 Steps to Defeat Overwhelm



# CHECK YOUR ESSENTIALS

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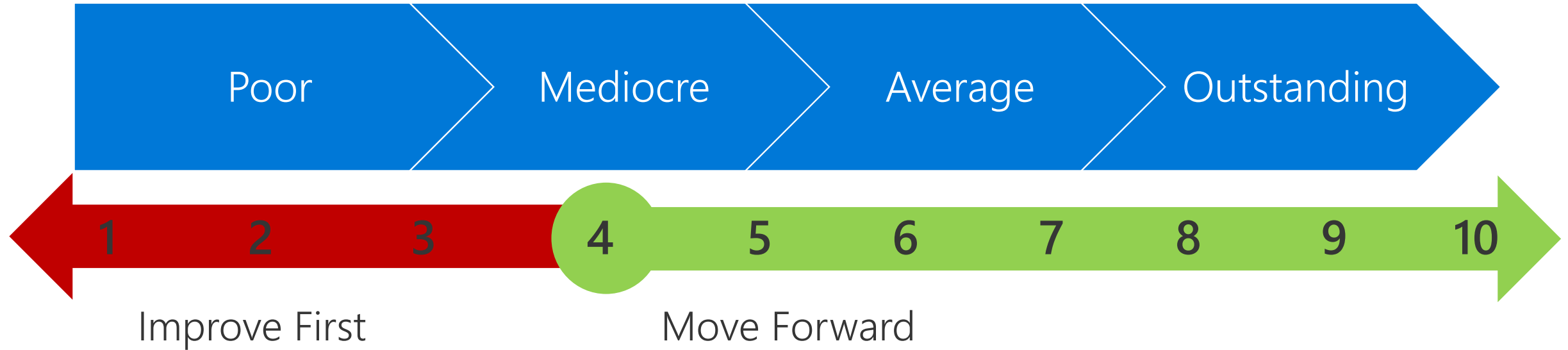


Source: Microsoft





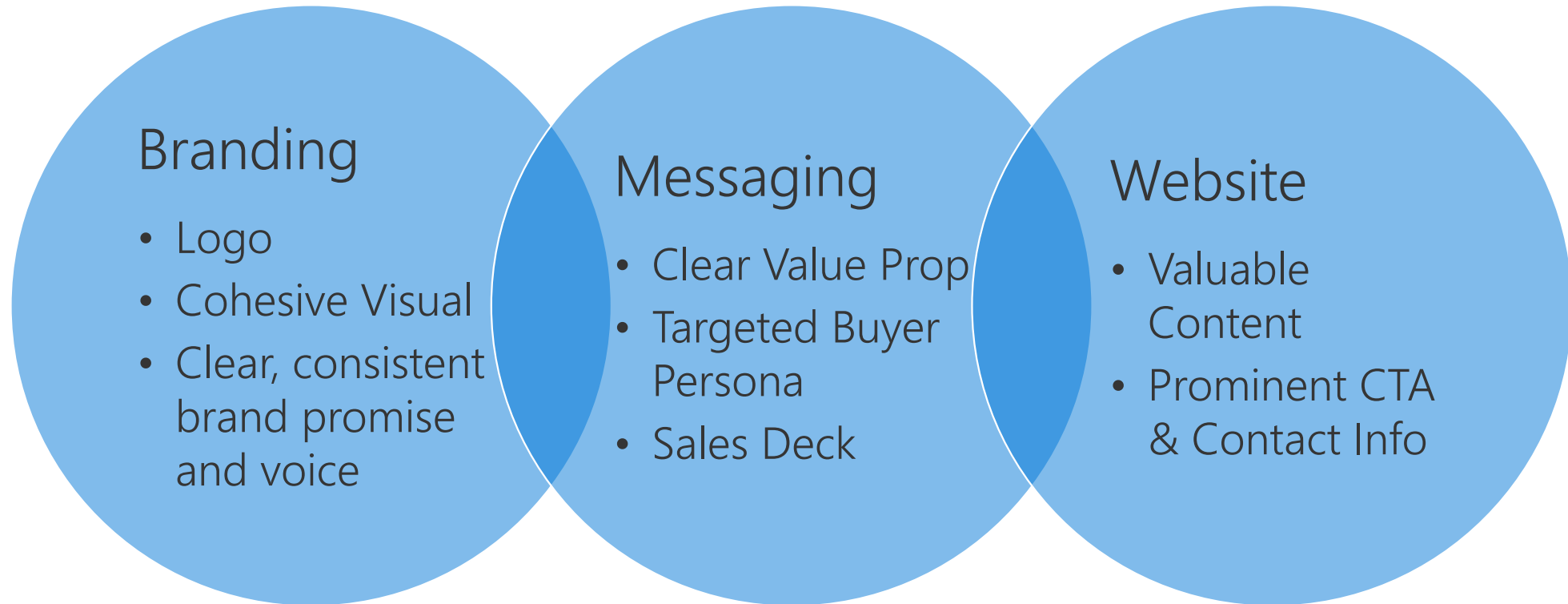
# When To Move Forward?



## Bias Toward Action

Perfect is the  
enemy of good.

# Check Your Essentials



# 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



# DEFINE YOUR GOAL

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# 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?

# 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

- Paid Media:
  - Search
  - Social
  - Platform Ads
- Direct Mail
- Sales Deck
- Cross-Marketing
- Print Advertising

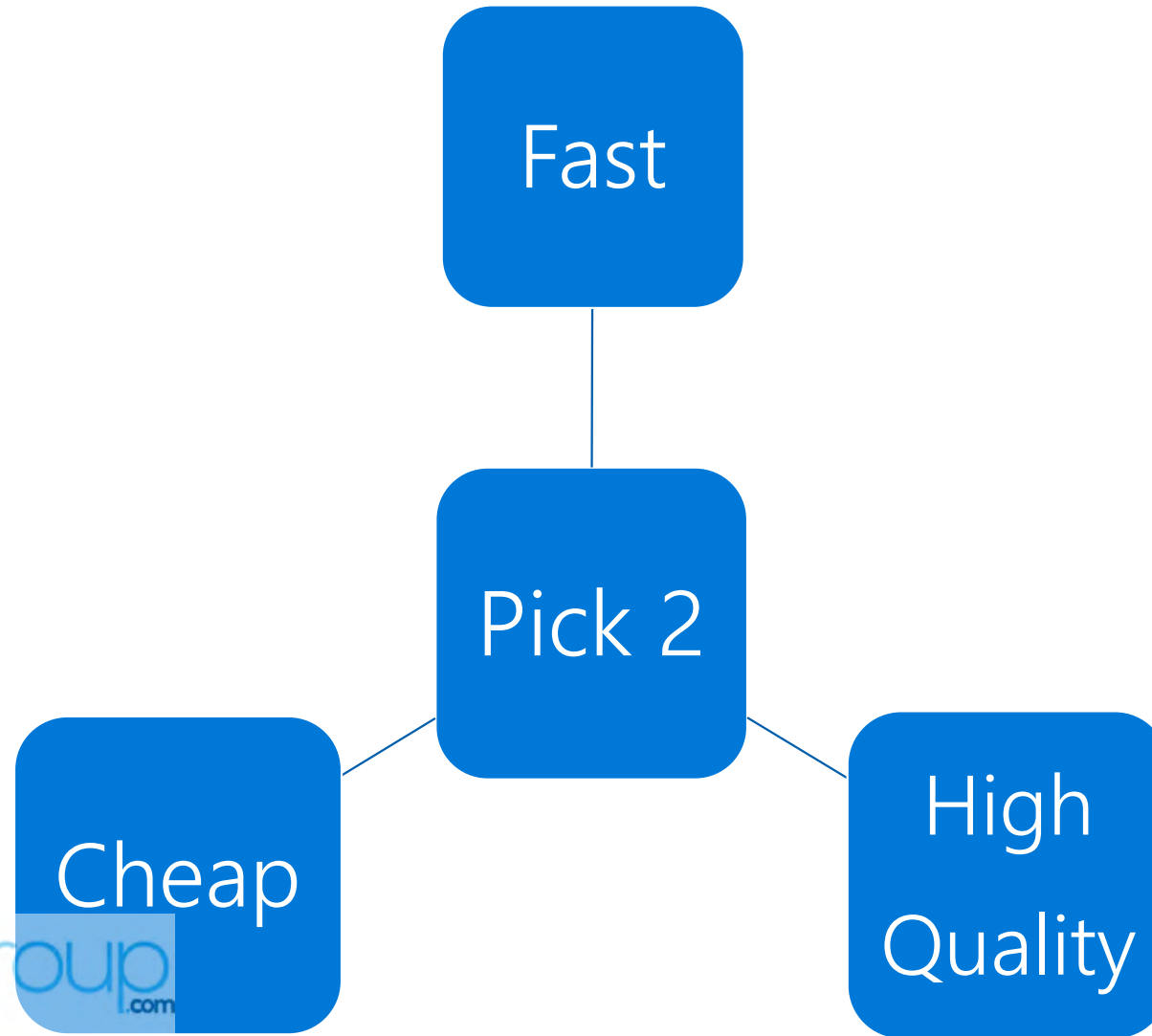
## Both

- Lead Magnet Creation (Content Marketing)
  - Guide
  - Tool
  - eBook
  - Helper Video
  - Webinar
- Email
- Live Events
  - Tradeshow Booth
  - Event Sponsorship
  - Speaking Engagement

## Long Term

- SEO & Semantic Search
- Organic Social
- Blog Post
- Article for Industry Publication
- Cause Marketing
- Customer Nurture Campaign

# Financial vs. Time Goals





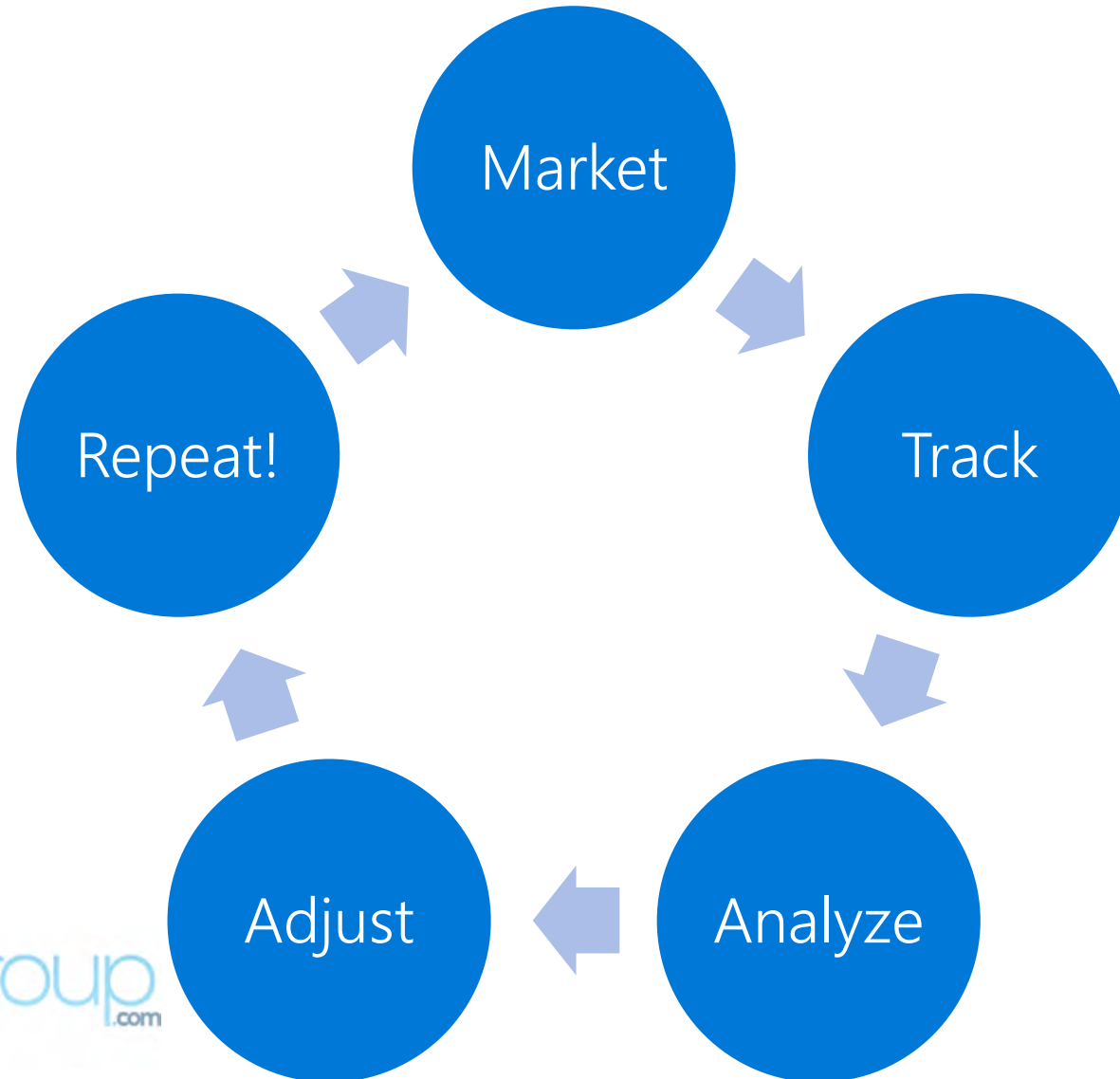
# DECIDE WITH DATA

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What data should you use?

Your Own.

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

# Rank of Marketing Tactics by Anecdotal ROI

## Short Term

- 1.Live Events:
  - 1.Speaking Engagement
  - 2.Tradeshow Booth
  - 3.Event Sponsorship
- 2.Content Marketing (in combo with 3, 4, 5, 6, or 7)
  - 1.Webinar
  - 2.App/Tool
  - 3.Helper Video
  - 4.Infographic, Guide, or eBook
- 3.Cross-Marketing
- 4.Paid Media:
  - 1.Search
  - 2.Social
  - 3.Platform Ads
- 5.Email
- 6.Direct Mail
- 7.Print Advertising



## Long Term

1. Content Marketing (in combo with 2, 3, 5, 6, 7, or 8)
  - 1.Webinar
  - 2.App/Tool
  - 3.Helper Video
  - 4.Infographic, Guide, or eBook
- 2.Customer Nurture Campaign
- 3.Article for Industry Publication
- 4.Live Events:
  - 1.Speaking Engagement
  - 2.Tradeshow Booth
  - 3.Event Sponsorship
- 5.SEO & Semantic Search Optimization
- 6.Blog Post
- 7.Cause Marketing
- 8.Organic Social

Source: Microsoft



# FINAL THOUGHTS

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“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*