

10 TIMELESS

DIGITAL

MARKETING

TIPS TO

MAXIMIZE

YOUR SALES &

PROFITS



Marketing is the lifeblood of every profitable business.

Thanks to digital, modern marketing is a swiftly evolving beast. How do you harness its power?

By understanding and applying this simple 10 step playbook, you'll:

- Learn how to set your business on a path of continued growth
- Get complete clarity and confidence to accelerate sales conversions
- Discover how to act on insights and adapt quickly to increase customer satisfaction
- Understand key strategies to market with impact, no matter how technology or platforms change

Marketing success for organizations in the 21st century requires adopting the best new modern practices as well as rethinking and refining classic approaches.

Today's chief marketing officer must also be the chief customer officer, chief experience officer, and chief growth officer.

- As the chief customer officer, the CMO is the customer's biggest champion. No other group has the purview that the CMO does.
- As the chief experience officer, the CMO must create meaningful experiences that foster long-lasting customer relationships.
- As the chief growth officer, the CMO drives the business by bringing together design, data and intelligence.

As a marketing leader, you must be able to take a broad view of marketing strategy along with the new, specialized roles that have emerged. Your marketing organization as a whole also needs people with diverse skills and expertise. Marketing teams need members with creative and analytical capabilities, as well as soft skills such as communication, collaboration, EQ etc.

The dynamic cross-channel nature of marketing today requires that campaigns be integrated and connected across every channel. You must be willing to dig deep into the numbers to provide appropriate rationale and support for marketing decisions. At the same time, you have to take calculated risks.

In today's marketing environment, not taking risks is, in fact, taking a bigger risk.

Effective marketing focuses on how to conceive, communicate, and deliver customer value – and this has never been more relevant. The key to success is identifying what value means to your customers as they establish new purchasing routines.

This requires going back to the fundamentals and identifying how additional value might be offered across each of the traditional four P's of marketing (product, price, promotion, place) and taking a fresh broader approach to each. See more about this in Timeless Tip # 5!

Set Your Strategic Imperatives



The place to begin any strategic planning process is with your core values.

Your marketing strategy should ideally flow from your corporate strategy. Your plan should be heavily influenced by your company values and vision.

Every firm has a set of core values. Often these values are well-articulated, documented, and fully-integrated into the firm's culture. Even if a firm's values aren't documented, they exist and will require identification as part of this process. Examine your core values to understand how they should influence the development of your marketing strategy.

Your business goals move you from distraction to direction.

To create an effective plan, you must outline your goals.

Define your strategic objectives, success metrics and key performance indicators (KPIs). Align your marketing initiatives with these targets.

Break down your marketing strategy into short-and long-term objectives. Also, make sure you are attaching a specific timeline to your goals, such as a 90-day plan. Having a time frame helps you create a more targeted, realistic marketing plan.

Action Item

- Identify each of your firm's core values.
- Determine how your core values can influence your marketing strategy development to ensure alignment
- Consider the vision to understand its implications on marketing strategy:
 - What business are we in?
 - What markets does our vision direct us to serve?
 - What opportunities exist within these markets that we are uniquely qualified to exploit?

For example, Zappos CEO Tony Hsieh spoke about his vision for service excellence when he said



“customer service shouldn't just be a department, it should be the whole company.”

Know Your Ideal Client



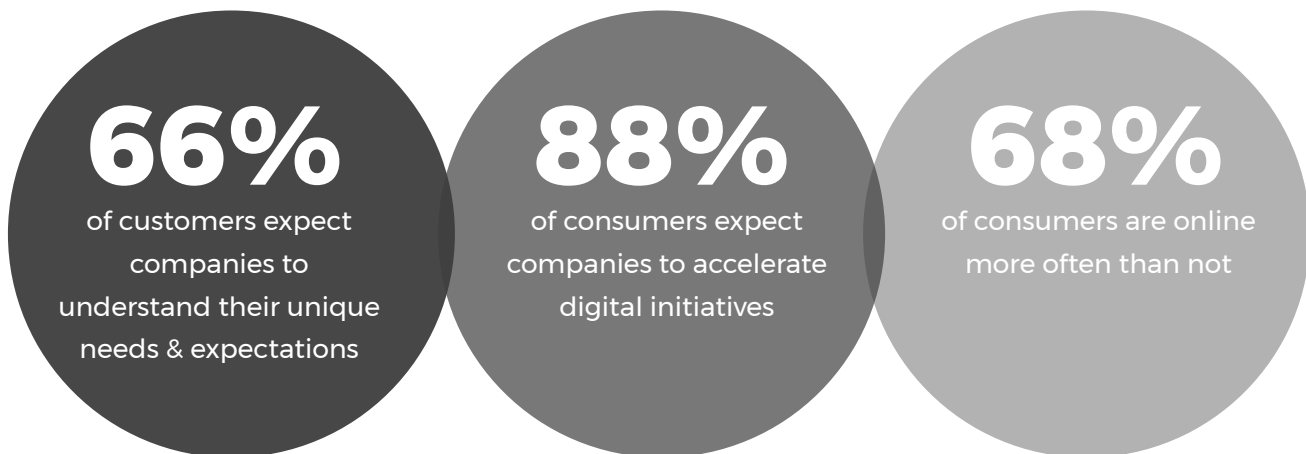
Get clarity on the problem you are solving.

In order to serve and adapt, you must fall in love with your clients, not your product or service.

Answering these questions can help you understand the value your offering delivers to your ideal target client:

- What are their passions and pain points?
- What are their values and needs?
- What messaging resonates?
- Are you speaking your ideal customer's language?

It's important to speak directly to your ideal customer because buyers have grown to expect increased personalization.



Identify your ideal target audience and how you'll connect emotively.

Conduct market research to learn everything about your ideal customer. Find out:

- Who makes up your target audience
- Where you can find them
- What they value
- What they are worried about
- What they need right now

Create a sketch of the person or business that makes up your ideal customer. Get really specific so you can personalize your marketing messaging.

Create An Irresistible Offer



Deliver value.

**Be more,
do more,
create more,
share more.**

Focus on designing your customer experience to delight.

“Even if my prospect never buys from me, how can I deliver such tremendous value that they’ll learn something that’ll help them get where they want to go, that’ll inspire them to lead a better life, solve a problem, see the world from a new perspective, and become who they really want to become?”

Technology is just the first step.

Yes, we agree! Technology has changed everything. It allows for new ways to create customer experiences, new mediums to connect with customers and other constituents, and trillions of data points to understand customer behavior and the impact of marketing programs and activities. Yet, even though technology is becoming only more advanced and disruptive, marketers must realize that technology is only the first step. To truly design a customer experience that delights, you need to put yourself in your customer’s shoes.

A strong customer relationship is key.

A strong customer relationship requires that marketers deeply understand how customers think and feel, not just about their products or services but about what they are using the products or services for and how they are actually using them. It requires keen insight into customer motivations and behaviors — the problems customers are trying to solve and the goals they are trying to achieve. Get really close to customers — on online forums, on social channels, and through virtual events — to understand their passions, aspirations, reservations and concerns. Internalize the feedback and seek to understand the insights driving the apprehension. Only then can you clearly articulate a meaningful response and ensure ongoing value and innovation is thoroughly communicated at every touch point.

Experiment

Test everything and find out what works for you today.

When relevant touchpoints are augmented with a seamless digital experience and executed as part of a well-thought-out marketing strategy, the results are explosive.

Define Your Go-to-market Strategy



Use the "Owned earned paid media" framework to organize and execute your go-to-market strategy:



1. Owned

These are the marketing platforms you create and control.



2. Earned

This is where customers and prospects share your content, or discuss your brand. In other words, mentions are "earned," meaning they are voluntarily given by others.



3. Paid

This is when you pay to leverage a third-party marketing channel, such as sponsorships and advertising on third-party sites.

Leverage these to get found online, convert and nurture leads and measure revenue



GET FOUND ONLINE

- Content strategy
- Landing pages
- Social media
- Blog
- SEO
- Ads



CONVERT & NURTURE LEADS

- Email marketing
- Marketing automation
- CTAs
- Video
- Conversational bots
- AB testing
- Live chat
- Forms
- Smart content



MEASURE REVENUE

- Campaign reporting
- Website traffic analytics
- Attribution reporting

Strangers
↓
Prospects

Have Relevant Conversations With Customers



How do you create value?

Talk to your customers to understand where you create more value relative to competitors. Understand your unique strengths (and weaknesses) so that your marketing strategy and specific messages support your overall business goals. Value creation is necessary, but not sufficient, for marketing success. Value must also be effectively and efficiently communicated and delivered.

Action item:

- Focus investments on your most valuable customers
- Define your customer segments
- Build out personas

Think creatively about how to consistently over deliver value.

Creativity is provocative, innovative, bold, inspiring!

Despite all the transformational technological change that has created such a data-rich world for marketers, there still also needs to be great creativity in marketing. The emotional hook that marketing has always been able to create with customers absolutely remains necessary. Creativity does not have to come just from within a company either. Co-creation in all forms can fuel the creative process – whether directly with customers or in collaboration with like-minded partners, bringing a benefit to both entities.

- **Think solution, not just product.** Marketers must understand that there is no ideal product but only a solution that fits the customer's needs and desired outcome. Instead of defining your appeal based on how you are differentiated from competitors, think creatively about what your brand means for customers. Brands that prove to be relevant to customers' concerns will find competitive footing through the ups and downs of market cycles.
- **Think education, not just promotion.** Marketers must continuously find the right balance between education and promotion. As a rule of thumb, follow the 80/20 rule of TV content - 80% is entertaining or insightful, 20% is ads. Self-promotion is often a prominent element in the messaging of many major consumer brands. Broadcasting bland emails expressing exhortations to visit an online store, buy or upgrade eventually wears out the customer. Information-light public service announcements are also examples of communication tactics that have been poorly received by customers. If companies cannot deliver value in new and relevant ways, they get tuned out.

- **Think access, not just place.** As marketers we're constantly challenged to deliver value in new and relevant ways on the Marketing Ps: product, price, place, promotion. For example, the marketing view of "place" requires marketers to consider an omnichannel perspective that includes all potential outlets and points of distribution where consumers can be exposed to, can evaluate, and can purchase an offering.
- **Think communication, and delivery.** In marketing, perception is reality. Perceived value can be difficult for customers to assess. It includes all the different costs saved as well as the benefits gained by customers from purchasing and using a product. These are not just financial but also psychological, social, emotional benefits and more.

When marketing, it's important to find ways to simplify the explanation of functionality, performance and the resulting benefits gained – or even costs saved – to help the customer understand and appreciate what you're offering.

Example:

One of the keys to the success of the Intel Inside launch was that it employed the powerful metaphor of microprocessors as the brains of a computer. Even if prospective customers didn't know what a microprocessor actually was or did, they could still appreciate the fundamental importance of having the smartest brains.

Outline Your Cross-sell Customer Journey



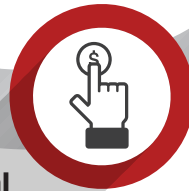
Awareness

Ads, Influencers
& Partnerships



Email Nurture

Offer value



Digital

Display, SEM &
Paid Social Ads



Webinar

Deliver
high-value
content



Website

SEO & Customer
Ad Offers



Virtual Direct Mailers

Increase pipe gen
touchpoints



Virtual Events

Meaningful conversation
& conversions

Track Everything



As marketers, we must learn to be agile, take risks, fail fast, and apply lessons.

We must also learn how to get the most out of a data-rich world by testing, optimizing, and activating.

There's a myth that creatives hate data.

The truth is many modern creatives actually like to see the impact they're having, whether it's looking at social-sharing metrics or larger data sets capturing online behavior. They understand that creativity can be sparked by data and that their creative output can become stronger by adapting it to market input. McKinsey & Co. has reported [research](#) showing that companies that successfully integrate creativity and data double their revenue growth.

The most successful brands today are shaped by the community of customers, hence you must study your prospects' behaviors and customer's actions.

In the following areas, assess your brand's performance data:

Won & Lost Deals:

- What do they look like?
- Who was the competitor?
- Who was the key decision maker?

Competition:

- Who are your competitors
- What keywords are they bidding on?
- What is their messaging?
- How do they rank in SEO?

Digital Pro Tip:
Use AdBeat to get competitive intelligence.
You can see Competitor Ads, Landing Pages,
and Placements.

Measure What Matters



Always assess your success metrics and the key performance indices to gauge growth and optimize where need be.

These are some of the metrics you should assess:

Digital Marketing

- Website traffic
- Bounce rate
- Form views and completes
- Conversions

Leads

- Responses
- Valid leads
- Conversion rate (and cost per conversion)

Pipeline & Revenue

- Pipeline by stage
- Average deal size
- Conversion rate
- Revenue
- Customer Acquisition Cost (CAC)
- Customer Lifetime Value (LTV)



Use Data-Based Insights



Use data to define your strategy.

To be a great marketer in today's digital world, it is important to build a culture of testing and experimentation. It is a gift to be able to test all the time and to learn and activate quickly as a result. At Reactionpower, we do this in many ways:

- From a product perspective, Reactionpower supports companies with active beta testing customers. Our top clients are often releasing versions of software into the market and actively engaging with customers during the beta period to solicit feedback, add new functionality, and shape product road maps.
- From a marketing mix perspective, Reactionpower applies state-of-the-art econometric modeling, as well as real-time attribution modeling, to test, predict, and ultimately validate the right levels and mix of media investments.
- From a marketing perspective, Reactionpower uses data to build more precise segmentation models based on factors such as the type of content customers create and engage most with at each stage of the customer journey to offer more personalized, relevant experiences — a valuable asset in today's digital world.

We use data analytics to drive marketing experimentation with leading tech companies. We've seen that to successfully activate these different insights to improve the customer experience, it is imperative to also work collaboratively and cross-functionally. In today's world, marketing simply can't operate in a silo.

We've developed ways to help organizations integrate data and build real-time data models and decision-driving dashboards. That requires blending marketing inputs like behavioral data (for example, social, PR, web data, and media performance) with inputs from other areas (for example, sales, CRM, in-product, and finance).

Despite all this data science, there is still an art to mastering marketing and managing customer relationships. Not everything can be automated. Instinct and judgment still matter.

Use data to create relevant, personalized content.

You can use data to build a robust demographic and psychographic profile of your customer and deliver content based on details such as:

- Title or role
- Interests
- Location
- What they downloaded in the past

Digital Pro Tip: Send out email offers twice a month to get more data on prospects and move them down the funnel.

Email Industry Benchmarks

Software & Web Apps

- Open Rates: 19.81%
- CTR: 2.20%

Personalized

- Open Rates: 25%-27%
- CTR: 5%



Adapt Quickly



Act on insights and adapt quickly. How?

- Always start with your customer
- Track marketing performance
- Explore new marketing channels and convert more leads with content that resonates
- Engage your buyer across every touchpoint
- Nurture with personalized journeys - tailored, relevant email campaigns for new and existing customers

As a business leader you must understand how the environment alters the emotional imperatives that affect your customers' choices. Seek to understand:

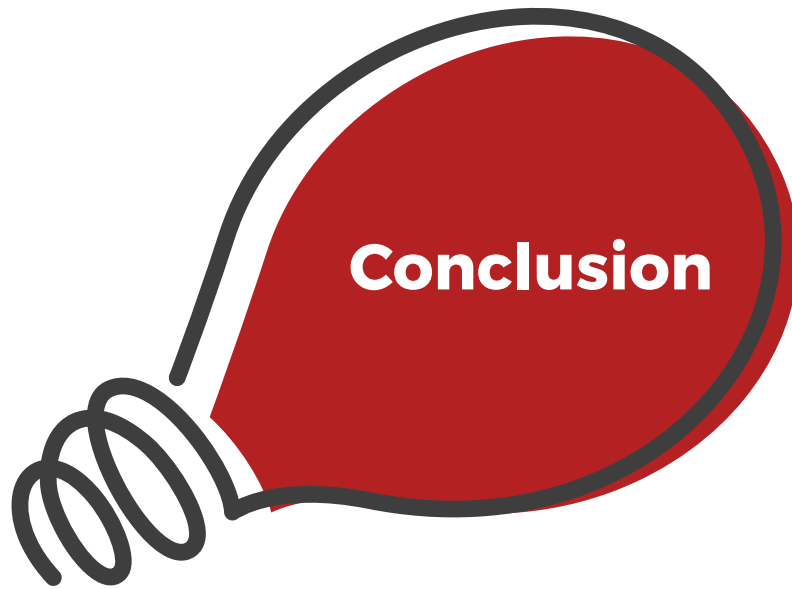
- What are the social trends?
- What are the economic and political conditions?
- Who are the physical and emotional competitors?

Customers are constantly rethinking, shifting, and adapting their habitual shopping routines.

Brands that take the time to understand the changes to consumer behavior and attitudes will create an opportunity for innovating how new value can be created and delivered.

For startups and smaller companies, the time to act is now. You have a golden moment to gain attention, convince new customers of your value, and turn nascent purchasing patterns for your brands into sustained post-crisis buying behavior.

By being innovative and taking new approaches to the fundamental dimensions of marketing, startup brands could find their businesses in a stronger position to compete and win against their larger rivals after the pandemic abates.



At the end of any business process, it's always a good idea to review it and identify areas for improvement.

Reactionpower has the expertise to help you:

01



Create or audit your marketing strategy and implementation plans

02



Use data-based insights to understand your customer and optimize the performance of your campaigns

03



Accelerate achieving your marketing goals with hands-on expert assistance

Ready to accelerate sales with expert execution you can rely on?

Schedule your free strategy session with our team

<https://reactionpower.com/get-started/>