

SALES & MARKETING WORKING TOGETHER

Inbound marketing and Sales for Start ups

THE OLD MODEL

- Sales and Marketing two separate silos
- Natural competitiveness and unease towards each other
 - Sales folks: “the marketing folks are playing with art in the corner”
 - Marketing folks: “the sales team are a bunch of over paid divas”
- Marketing for brand awareness, messaging, collateral, trade shows, and producing leads
- Sales for engaging, qualifying, and closing

WHAT'S CHANGED?

GO-TO-MARKET STRATEGIES

- Free trial for enterprise
- Free trial for SMB
- Freemium for consumer and enterprise
- 100% Inside sales models
- Low touch / no touch closes

TECHNOLOGY

- Adoption of Cloud
- SaaS – PaaS - IaaS
- Mobile
- Marketing automation
- Sales automation

THE SHIFT

- Buyers are 80% down the road to a decision before they talk to anybody
- Buyers self educate with better information
- Buyers don't want to be interrupted in their day and workflow
- Marketing automation tools: Hubspot, Pardot/Salesforce, Marketo, ActOn
- Shift from a broadcast model to a magnet model
- Sales has been slow to change from pure outbound to teaming with marketing on inbound.

INBOUND MARKETING 101

- Magnet as opposed to broadcast
- Enlighten and educate your buyers
- Create GREAT content that people want to read
- Engage with prospects with social media
- Create nurturing campaigns that move potential customers down the funnel
- IT'S ALL ABOUT CONVERSIONS

SALES 2.0 101

- Understand the prospect is far down the due diligence path
- Engage with prospects socially: Twitter, LinkedIn, Blogs, commenting
- Provide valuable, useful information, at the RIGHT TIME
- DO NOT “just touch base”
- Nurture your prospects through the buying process
- Don’t forget, people still buy from people they like to do business with
- Qualifying and the sale process still applies!
 - Timeline/Goals → Authority? → Budget Process? → Positive Outcome? → Negative consequence?

SO WHAT DO WE DO?

THE HIGH LEVEL VISION: BE HUMAN

- Join Sales & Marketing together – one team – one goal – one vision
- Delight your prospects with content
- Surprise your prospects with helpfulness
- Shock your customers with service and thoughtfulness
- Ask for ideas how to improve frequently
- Make referrals easy.....

BE DATA DRIVEN

- Sales & Marketing coordinate on all fronts: content, blogs, email campaigns, messaging
- Embrace the tools and use them
 - SFDC, Hubspot, Marketo, ActOn, ask me for more...
- Test, test, and then test some more
- A/B test everything
- Iterate messaging, content, and processes quickly
- Study results
- BUT remember one thing: customers are the only thing that matter.

CONTACT ME

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