

1 Marketing Audit & Strategy

Perform an analysis of your current marketing activities. Are you investing in the right channels and tools? A tailored marketing strategy provides you with:

- A marketing playbook which covers the entire marketing funnel - from reaching out to potential leads up until engaging with existing customers.
- Relevant marketing channels and tools for your brand - Where & how can you reach your target audience?
- Optimized messaging guidelines adapted to segmented target audiences.

2 Create exposure to your target audience

Expose the target audience to your brand by being present on relevant marketing channels. Attract attention through texts, images and videos that engage your target audience.

Toolbox:

- Search Engine Optimization**
 - Keyword research
 - Landing pages
 - Google analytics
- Social Media & Community Management**
 - Blogs and forums
 - Facebook
 - LinkedIn
 - Instagram
 - Twitter
 - Youtube
- Advertising**
 - Google Adwords
 - Social media
 - Native advertising
 - Affiliates
- Content syndication**
- Telemarketing**
- Continuous optimization**

Result: **Curiosity inquiries**
People who engage with your marketing messages.



3 Capture opt-ins (leads)

Having people visiting the website or talking on the phone is nice. However, not every interested person is ready to make a decision at once. To be able to stay in touch with these people it is important to acquire contact information through opt-ins for valuable content or an event.

Toolbox:

- Conversion optimized website**
- Engaging content**
- Lead magnet (valuable offer)**
 - Infographic
 - E-book
 - Whitepaper
 - Brochure
 - Webinar
 - Video
 - Demo or trial
- Telemarketing**
- Continuous optimization**

Result: **Marketing Qualified Leads**
Leads which have shown interest in your brand.



4 Nurture leads

The majority of the leads need further education on your brand before they make a decision. Provide leads with personalized content, until they are ready to accept your offer.

Toolbox:

- Email marketing**
- Telemarketing**
- Digital events**
- Advertising (re-marketing)**
- Lead support (help desk)**
- Continuous optimization**
- Brand awareness**
- Brand authority**

Result: **Sales Qualified Leads**
Leads which are ready to make a purchase decision.



5 Engage with customers

To achieve a maximum return on investment, it is important to build a long-term relationship with your customers. This relationship will ensure repeat purchases and provide new business opportunities.

Toolbox:

- Social Media & Community Management**
 - Blogs and forums
 - Facebook
 - LinkedIn
 - Instagram
 - Twitter
 - Youtube
- Customer support (Help desk)**
 - Telephone
 - Live chat
 - Community management
- Email marketing**
- Continuous optimization**
- Brand awareness**
- Brand authority**

Result: **Brand endorsers**
Loyal customers which endorse your brand to others.

