



TribalVision[®]

HELPING BUSINESS MARKET SMARTER

Market Smarter Series

10 Tips to Increase Top-Line Growth

Develop a strategic plan that will serve as the roadmap for all of your marketing efforts

1

Research

4

Asset Development

2

Messaging & Positioning

5

Marketing Dashboard
w/ KPIs

3

Tactical Deep Dive

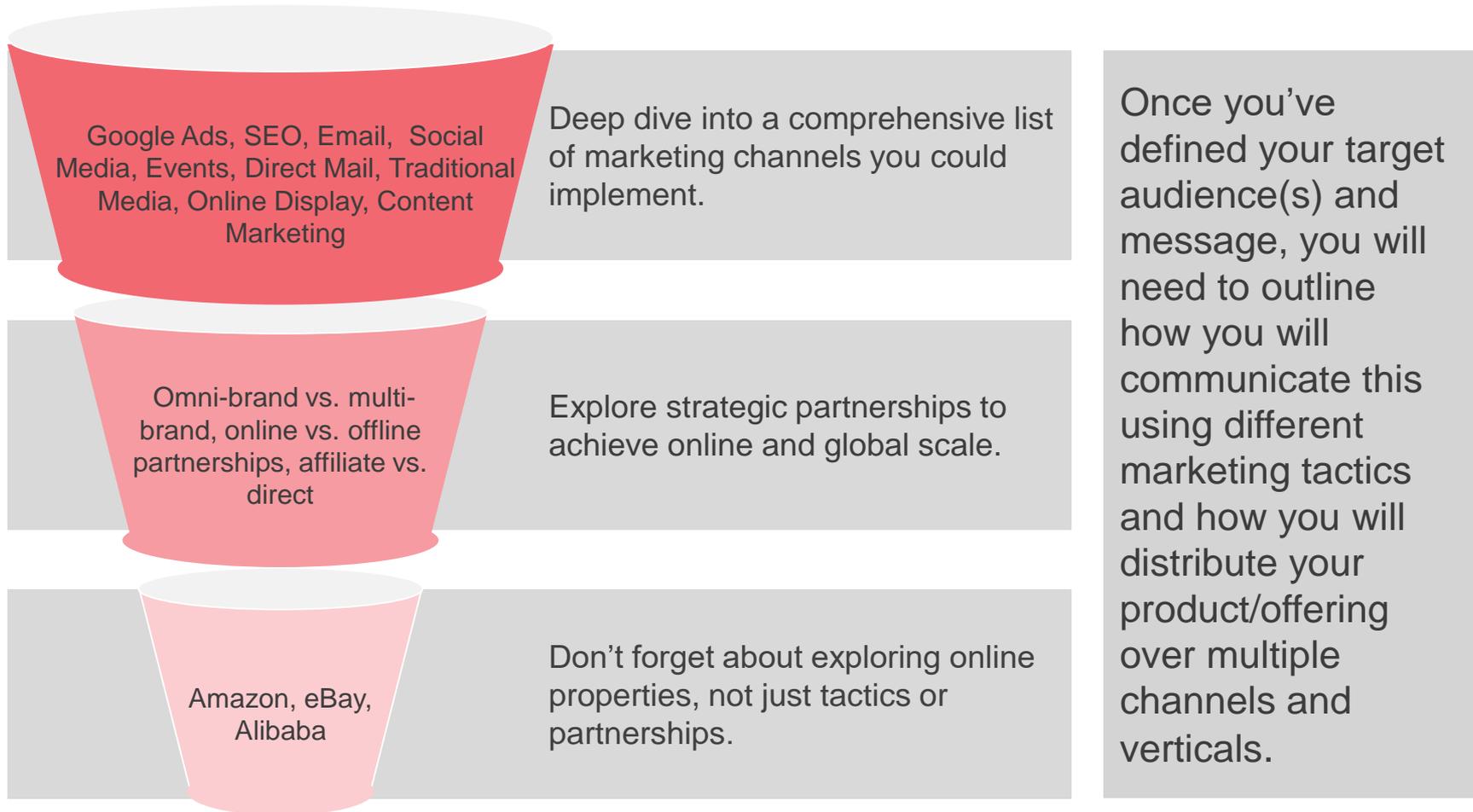
6

Tactical Implementation

A robust plan should consist of six key sections – beginning with market research, followed by messaging and positioning and eventually leading into an actionable implementation Gantt chart prioritizing tactical milestones.



Identify and narrow the list of marketing channels you will pursue upfront



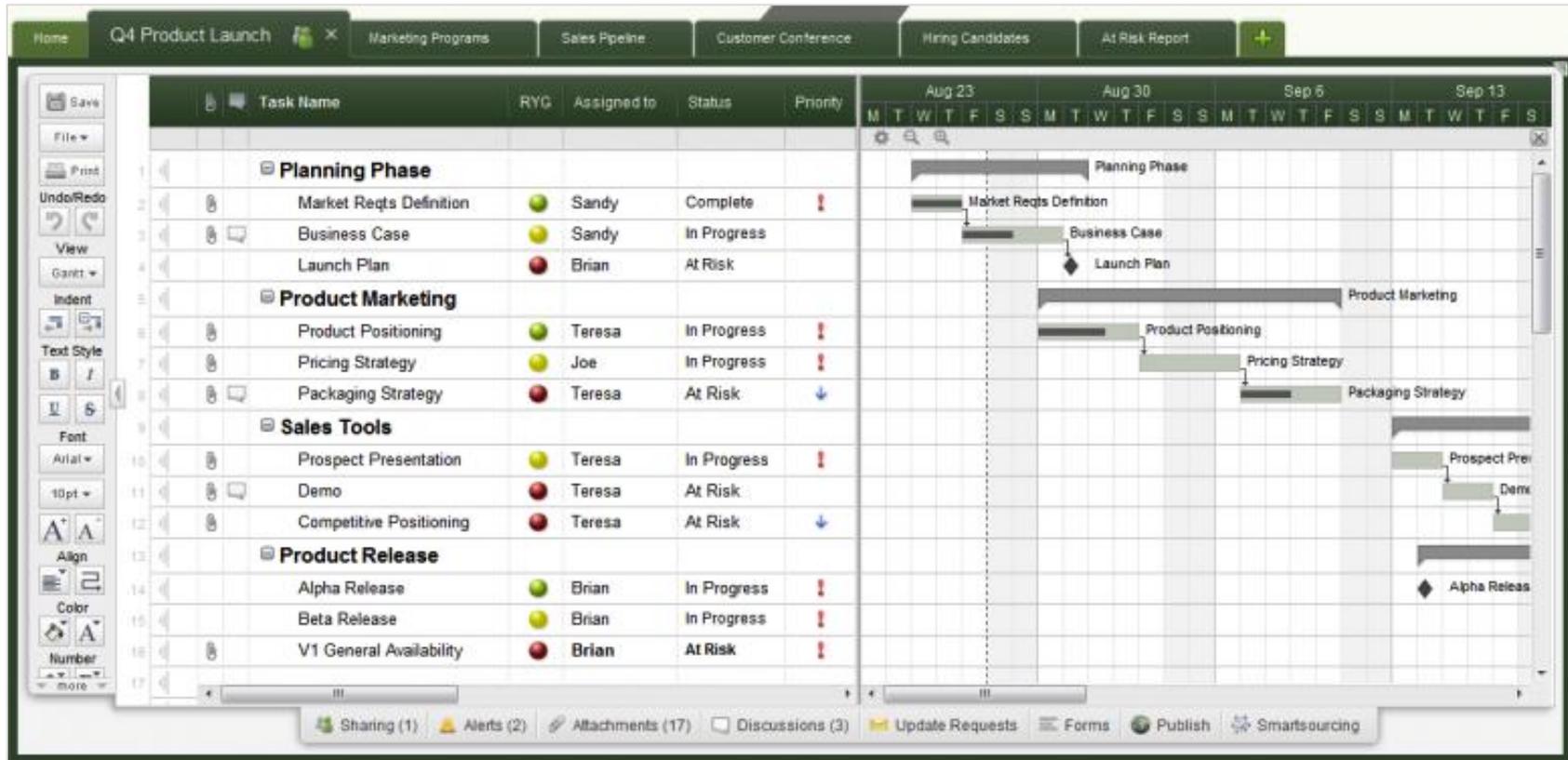
Make sure that you define specific goals for each of your channels and partnerships

Tactics	How will Company X increase leads?	What's in it for Company X ?
Website Optimization	<ul style="list-style-type: none"> - Content production & sharing - Search Engine Optimization 	<ul style="list-style-type: none"> - Higher web traffic - More relevant web traffic
Social Media Marketing	<ul style="list-style-type: none"> - Profiles optimization - Display ads 	<ul style="list-style-type: none"> - Company X brand boost - Automated lead generation
Events	<ul style="list-style-type: none"> - Content sharing (speech...) - Meeting booking + follow up 	<ul style="list-style-type: none"> - Thought leadership exposure - Access to a global audience
Paid Search	<ul style="list-style-type: none"> - Support to web optimization - Short term promotion support 	<ul style="list-style-type: none"> - Low cost intelligence => higher landing page conversion
Cadenzza, YOOX Group	<ul style="list-style-type: none"> - Strategic partnership - Use of mono-brand services 	<ul style="list-style-type: none"> - Increased volume of traffic to multi-brand site - Improved collateral from mono-brand support

By setting goals per channel, you will be able to track and benchmark your success while staying on track (as other marketing opportunities will inevitably come up).



Create a detailed implementation plan to ensure execution is flawless



Without setting a detailed timeline for your growth plan, you most likely will have grand ideas that are never implemented.



Building a unified marketing calendar for your team will help ensure proper project management

- = Email
- = Event
- = Social Media

EXAMPLE – June 2015

				TBT		
30	1	2	3	4	5	6
		Product Feature Email		TBT		
7	8	9	10	11	12	13
		Facebook post		TBT	Networking Event	
14	15	16	17	18	19	20
		Product Feature Email		TBT		
21	22	23	24	25	26	27
	Facebook post	Networking Event				
28	29	30	1	2	3	4

Calendars were developed for all major marketing activities to tie activities to deadlines and launch dates, ensuring the organization is on the same page for all lead generation projects.



Develop key marketing assets to support your growth efforts

Website & Messaging	Improving design and incorporating new messaging to transform your company's current site into a dynamic platform for fresh content and a lead generation tool.
Videos	Leverage client testimonial and overview videos to strengthen relevancy and prospect conversion.
LinkedIn	Build out LinkedIn company page with associated service offerings and company information.
Case Studies & White Papers	Build out white papers and case studies to position your company as a thought leader.
Email Templates	Build out custom email templates to strengthen e-newsletter credibility and any client touch point.
Sales pitch decks	Design and build out modular sales deck with Company X branding and story to strengthen credibility and to communicate value proposition.
Custom trade show booth panels	Leverage custom booth panels to improve relevance to target audience.



Track your visitors to learn how to improve their experience and increase conversion

Analyze which pages they visit, in what order, and for how long.



Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?
	467,519 <small>% of Total: 100.00% (467,519)</small>	334,805 <small>% of Total: 100.00% (334,805)</small>	00:01:28 <small>Site Avg: 00:01:28 (0.00%)</small>
1. /index.php	65,421 (13.99%)	52,990 (15.83%)	00:01:26
2. /Portal_Search	55,553 (11.88%)	3,684 (1.10%)	00:00:16
3. /jobopps	17,171 (3.67%)	14,926 (4.46%)	00:02:47
4. /becauseiamagirl/index.php	14,228 (3.04%)	10,137 (3.03%)	00:01:28
5. /content3120226	12,556 (2.69%)	11,794 (3.52%)	00:06:13
6. /content396752	8,455 (1.81%)	6,831 (2.04%)	00:02:54
7. /summit	7,923 (1.69%)	7,508 (2.24%)	00:03:05
8. /contactus	7,469 (1.60%)	6,584 (1.97%)	00:02:46
9. /content1565800	7,451 (1.59%)	6,635 (1.98%)	00:01:15
10. /contentmgr/showdetails.php/id/860818	6,875 (1.47%)	6,071 (1.81%)	00:04:56

Analyze sources of web traffic, including the quality of leads they deliver.

	Sessions ↑	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	192,899	74.04%	142,815	66.45%	2.42	00:02:05
Organic Search	84,177			64.51%		
Direct	51,327			69.01%		
Referral	30,974			61.05%		
Display	13,957			76.91%		
Social	5,857			77.02%		
Email	3,621			56.72%		
(Other)	1,733			88.92%		
Paid Search	1,253			56.11%		

Integrating GA into your website will let you map the customer journey, and fix the rough spots. Great indicators are return visitors, pages per session, and visit duration.

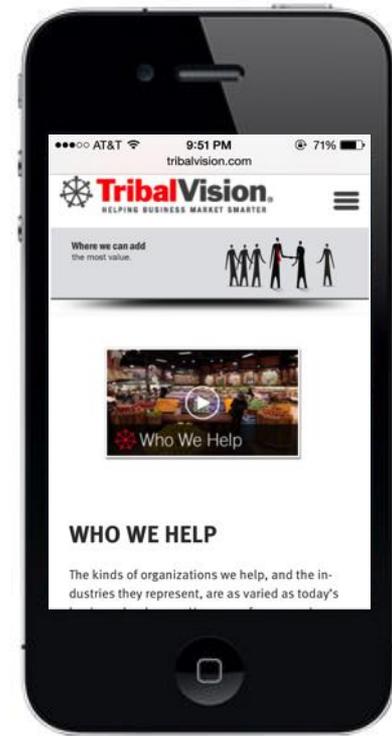
Focus specifically on exit pages to help you better understand the pages that need TLC

Page ?	Exits ?	Pageviews ?	% Exit ?
	214,912 % of Total: 100.00% (214,912)	1,625,520 % of Total: 100.00% (1,625,520)	13.22% Avg for View: 13.22% (0.00%)
1. /index.aspx	8,588 (4.00%)	41,396 (2.55%)	20.75%
2. /americanwest/index.aspx	6,624 (3.08%)	31,668 (1.95%)	20.92%
3. /category/Catalog-Carolyn-Pollack-Jewelry-Pendants	6,363 (2.96%)	15,506 (0.95%)	41.04%
4. /category/Catalog-Carolyn-Pollack-Jewelry-Necklaces	5,787 (2.69%)	15,802 (0.97%)	36.62%
5. /category/Catalog-Carolyn-Pollack-Jewelry-Rings	5,684 (2.64%)	21,504 (1.32%)	26.43%
6. /Rings	5,000 (2.33%)	5,729 (0.35%)	87.28%
7. /cart	3,177 (1.48%)	36,401 (2.24%)	8.73%
8. /category/sale?v=all	2,086 (0.97%)	15,281 (0.94%)	13.65%
9. /americanwest/category/American-West-Boho	1,806 (0.84%)	5,436 (0.33%)	33.22%
10. /category/Catalog-Carolyn-Pollack-Jewelry-Earrings	1,510 (0.70%)	8,945 (0.55%)	16.88%

Here we can drill down further on the specific pages that might be resulting in the largest drop offs. You can use this as a tool to prioritize the pages that need the most work, In terms of design and content.



Make sure a responsive design element is coded into your website



Responsive design ensures that **your website is legible and functional on a variety of devices**. With smartphones storming the market, this is becoming more important.

Source: comScore, 2014



Deploy remarketing campaigns to help keep your name in front of buyers who have visited your site

The screenshot shows the front page of The New York Times website. At the top, there's a navigation bar with 'SECTIONS', 'SEARCH', and 'SUBSCRIBE NOW' buttons. The main headline is 'Small Number of Medicare Doctors Get Big Slice of Payouts'. Other visible headlines include 'Prosecutor Tries to Rattle Pistorius on Stand' and 'Russia Seen Plotting for Influence, Not'. A 'Subscribe Now' button is prominently displayed in the top right corner.

College Basketball Player Makes History



Comments

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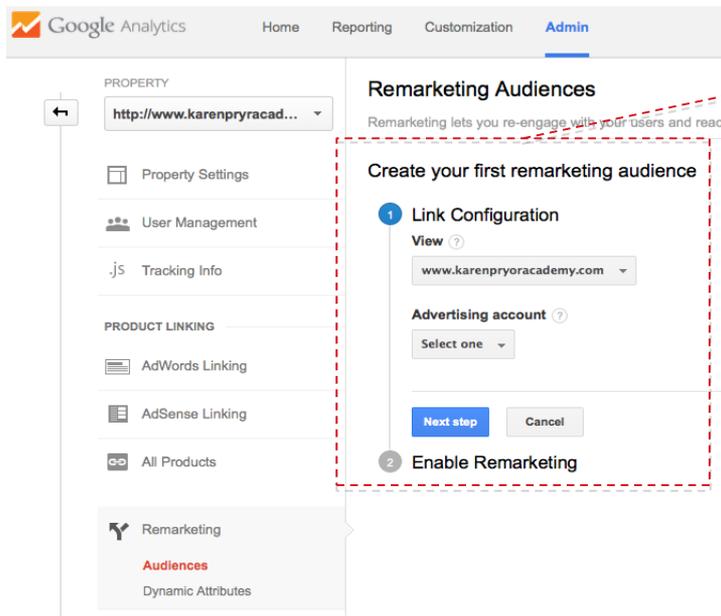


Visit to NYT.com as a non-subscriber

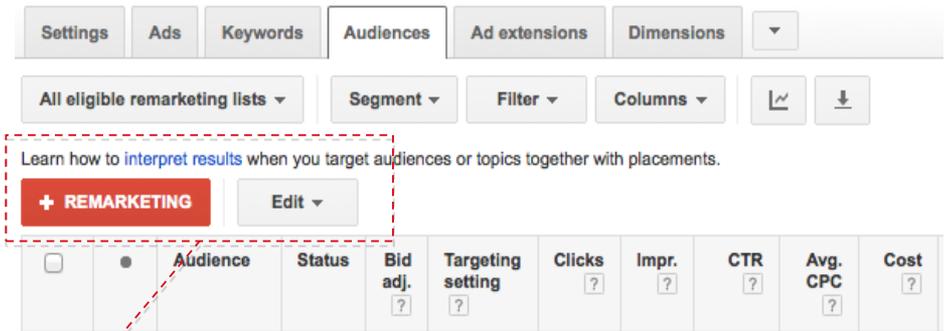
Remarketing ad served that encourages subscription



Setting up the campaigns is fast and easy



Within Google Analytics, under Admin, you have the ability to create Remarketing lists.



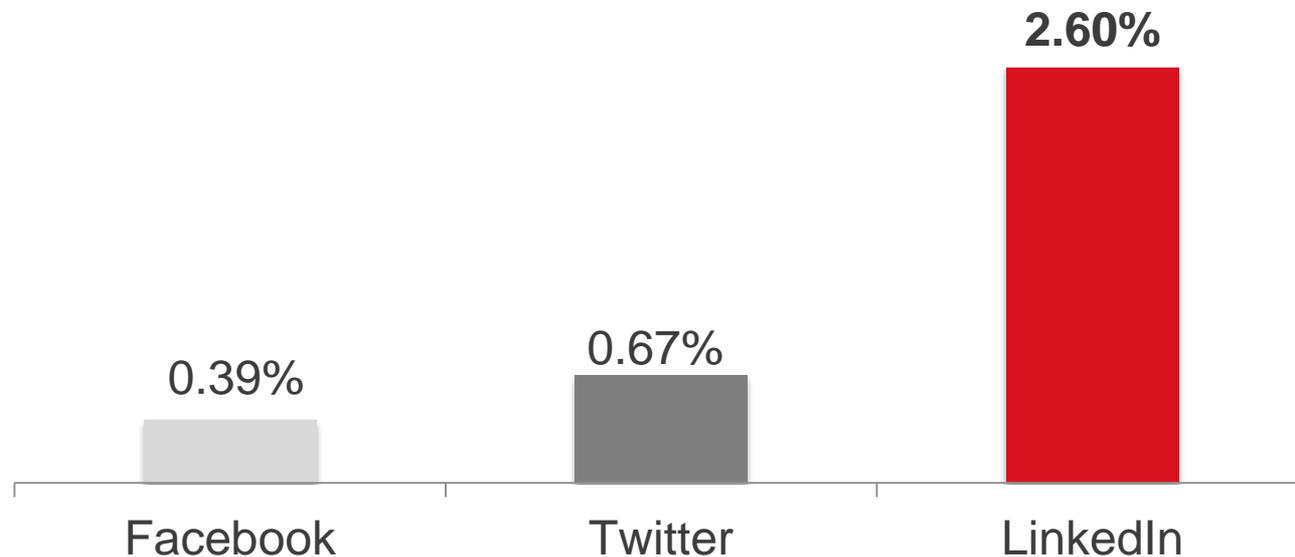
Or you can target these audiences directly from your AdWords account.

Either option will slightly change the cookie left on visitors' computers. Once in place, this code will allow you to **target these past visitors with specific Adwords campaigns**. You won't pay any extra – it will operate just like any Ad group.



Focus your social media efforts on LinkedIn if you are in the B2B space

Visit-to-Lead Conversion Rate for B2B Companies



Making use of the proper tools helps make sure your marketing dollars and resources are well utilized.



Leverage LinkedIn's powerful search tools to identify your audience

The screenshot shows the LinkedIn 'Advanced People Search' interface. At the top, there are navigation tabs for 'Find People', 'Advanced People Search', 'Reference Search', and 'Saved Searches'. Below this, there are several input fields for search criteria:

- Keywords:** A text input field.
- First Name:** A text input field.
- Last Name:** A text input field.
- Location:** A dropdown menu with 'Located in or near:'.
- Country:** A dropdown menu currently set to 'United States'.
- Postal Code:** A text input field with a 'Lookup' button.
- Within:** A dropdown menu set to '50 mi (80 km)'.
- Title:** A text input field with a 'Current or past' dropdown.
- Company:** A text input field with a 'Current or past' dropdown.
- School:** A text input field.

A blue 'Search' button is located below the location and postal code fields. Below the search fields, there are several filter sections with checkboxes:

- Industries:** Includes 'All Industries' (checked), Accounting, Airlines/Aviation, Alternative Dispute Resolution, and Alternative Medicine.
- Relationship:** Includes 'All LinkedIn Members' (checked), 1st Connections, 2nd Connections, Group Members, and 3rd + Everyone Else.
- Language:** Includes 'All Languages' (checked), English, Spanish, German, and French.
- Company Size:** Includes 'All Company Sizes' (checked), 1-10, 11-50, 51-200, and 201-500.
- Seniority Level:** Includes 'All Seniority Levels' (checked), Manager, Owner, Partner, CXO, VP, Director, Senior, Entry, Students & Interns, and Volunteer.
- Interested In:** Includes 'All LinkedIn Members' (checked), Potential employees, Consultants/contractors, Entrepreneurs, Hiring managers, Industry experts, Deal-making contacts, Reference check, and Reconnect.
- Fortune 1000:** Includes 'All Companies' (checked).

Step 1: Contact existing connections from events, business associations, alumni groups and more using InMails.

Step 2: Identify appropriate criteria to research new leads, targeting by industry, company size, job title, location and more.

Use LinkedIn's advanced people search to research relevant leads for your business. You can also ask for introductions from mutual contacts to improve response rates.



Follow up your research with targeted, customized InMails to the prospects you've identified

Your message to AI:

Hi AI,

My name is [Name] and I work for TribalVision, a marketing consulting firm helping small and mid-sized businesses. I noticed from your profile that you manage your own small business in the area, and you are currently looking for a new marketing VP. As an outsourced marketing department for hire, TribalVision could be the flexible, cost-effective and comprehensive solution your business needs.

If you're interested, I'd love to speak with you and answer any questions you might have. I only need a few minutes, so please let me know when might be a good time to talk.

I look forward to hearing from you.
[Name]

Filters:

Location – RI/ MA

Title – Owner and/or CEO

Industry – All Industries

Employees – 11-50, 51-200, and 201-500

Relationship – All LinkedIn Members

InMails are limited to 1900 characters, but remember to be concise. Most importantly, be sure to reference your contact's profile and their specific interests, as well as why your InMail is relevant.



Install marketing automation software to scale your marketing outreach

Tip 10

The screenshot displays the Acton software interface. At the top, there is a 'Hot Prospects' section with a search icon, a 'Last 7 days' filter, and a 'Refresh' button. Below this is a table of prospects:

Priority	Name	Type
\$\$\$	Edmund Campion	Lead
\$\$\$	Cuthbert Mayne	Lead
\$\$\$	Elizabeth Ann Seton	Contact
\$\$\$	Isaac Jogues	Contact

Below the table is the Acton logo. Underneath the logo is a search icon and a line graph showing website visitors. A tooltip is visible over the graph, showing the following data:

- Clickthrough From: [blog.actonsoftware.com](#)
- 87 Google Mountain View, CA
- 88 Road Runner Aiea, HI
Clickthrough From: [blog.actonsoftware.com](#)
- 89 Road Runner Aiea, HI
Clickthrough From: [www.linkedin.com](#)

Lead Tracking: Track which leads are primed for contact and where your best sales opportunities lie.

Website Leads: Understand more about who's visiting your website, when, and how often to proactively reach new customers.

Customer Relationship Management: Places leads into a centralized system where you can monitor interactions with your prospective customers.



Optimizing your sales force activities is usually the lowest hanging fruit for topline growth

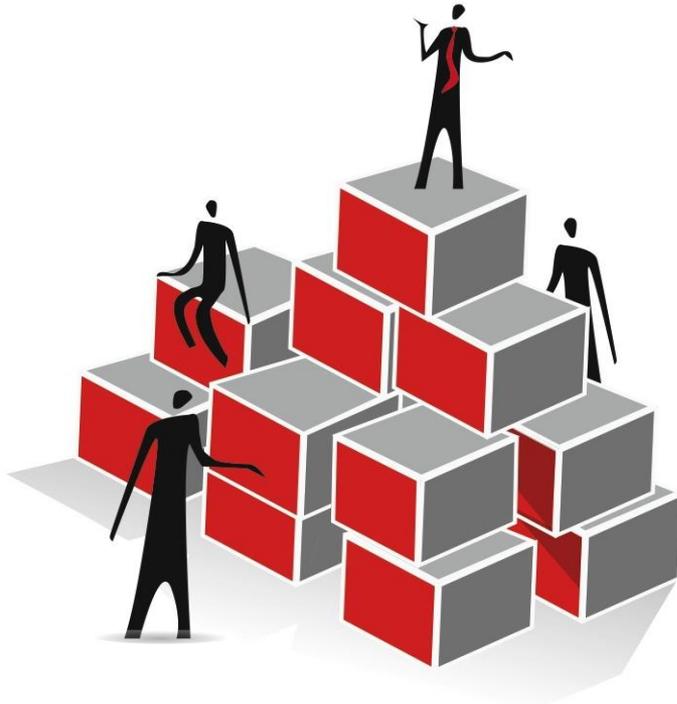
Monthly Targets			
	In-person Meetings	Video Conference	Phone/ Email*
Existing Accounts	10	2	20
Former Accounts	3	1	5
New Prospects	7	2	15

Your sales force is your most expensive marketing channel, and is absolutely critical to ensure lead conversion.

Make sure your sales team has clear goals, job descriptions, and targets to work towards, for both prospects and existing customers.



Ultimately, the success of your growth initiatives will depend on your team



Surround yourself with 'A' players

Take note of your favorite sports team

Instill a client-centric culture

Happy employees = happy clients

Surround yourself with employees who are motivated, who truly believe in marketing and who exceed client expectations.



Thank you



*“Because the purpose of business is to create a customer, the business enterprise has two – **and only two** – basic functions: **marketing and innovation**. Marketing and innovation produce results; all the rest are costs. Marketing is the distinguishing, unique function of the business.”*

– Peter Drucker



Explore TribalVision and our unique approach

To learn more about TribalVision, you can explore:

Our Website

<http://tribalvision.com/>

Our YouTube page

<http://www.youtube.com/user/MyTribalVision>

“What We Do” video

<http://vimeo.com/71916811#>

Our Social Media Pages

<https://www.facebook.com/TribalVisionMarketSmarter/>

<https://www.linkedin.com/company/tribalvision/>

<https://twitter.com/tribaltweet>



Thank You



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