Marketing Strategy Roadmap

Account Segmentation
Segment accounts by Ideal Customer Profile

Marketing Strategy
Determine Plan, targeting, budget, and pilots

Campaign Management
Plan, sequence, deploy and test multi-modal demand generation and nurture campaigns; then optimize

Content
Develop and optimize demand generation content

Buyer Knowledge
Identify personas, drivers, triggers, and messaging

Demand Generation
Deploy, launch, measure, and optimize all relevant modes to stimulate Inquiries

Lead Management Process
Map customer/prospect buying process to custom built lead management process

Staffing
Map Lead Development Reps to Sales, automation, process, and demand generation

Automation
Automate lead management and campaign management and implement a Marketing Reporting Framework

Phase I
Develop Lead Generation Strategy

Phase 2
Implement Demand Gen

Phase 3
Design Process and Manage People

Phase 4
Build Lead Infrastructure