# Generating revenue through digital.



#### 0-90 DAYS

Build an audience via online channels

#### How we do it:

Use un-gated, Top of Funnel (TOF) content to build thought leadership and earn trust with target market through digital channels.

#### **Key tactics:**

- · Optimize web pages for message, performance, tracking, usability and SEO
- · Create content to showcase thought leadership and establish authority
- · Use paid ad campaigns to promote content and extend audience reach

#### **Assets:**







Blogs Infographics



Message matrix

## KPIs:

- Site traffic
- · Click-through rate
- · Cost per click
- Followers
- Domain authority

#### **Obstacles:**

- · Generic or lack of content
- · Not pain/problems focused
- · Unclear message
- · Not working in multiple channels
- Poor brand experience

#### 90-120 DAYS

MARKETING

Grow and segment leads that match the **Ideal Customer Profile** 

#### How we do it:

Use gated TOF content to generate leads—with a relevant problem (MQLs) through digital channels.

#### **Key tactics:**

- · Monthly lead generation campaigns focused on pain to draw new contacts into our marketing/prospect list
- · Digital campaigns to rapid fire test personas, offers and lead magnets

#### **Assets:**



Forms Lead magnets



Personas

Landing

## KPIs:

- · List growth
- List health
- · Bounce rates Unsubscribes

# **Obstacles:**

- · Lack of landing pages & lead forms
- Unclear/generic message
- · Not pain/problem focused
- Poor targeting

#### 120-145 DAYS

Warm up leads to get a meeting scheduled

#### How we do it:

Nurture MQL (or email list subscriber), with Middle of Funnel (MOF) content down funnel toward seeing us as a solution to their problem (SQL).

#### **Key tactics:**

- · Monthly newsletter to share content
- · Email nurturing workflows to educate and encourage lead to initiate a sales conversation
- · Re-target subscribers with MOF offers

#### **Assets:**

Paid ads



Email

Paid ads

Newsletter





Collateral



Content

**Testimonials** 

## KPIs:

- · Open rate
- · Click-through rate · Number of deposits
- · Meetings scheduled

## **Obstacles:**

- · Misalignment of pain/solution
- Lack of nurturing
- · Lack of sales enablement
- · Not showing value

145-160 DAYS Turn leads into deals

### How we do it:

Encourage leads to place us in their consideration set through discovery calls and Bottom of Funnel (BOF) content.

#### **Key tactics:**

- · Offer assessment/demo to walk through a solution for their pain
- · Email follow up with assessment results
- Re-target SQLs with BOF scarcity offers
- · Introduce pricing and terms

#### **Assets:**



Email

Paid ads







Case studies



Proposal



### KPIs:

- · Demos scheduled
- · Discovery calls
- · Proposals sent
- · pROI

KPIs:

#### **Obstacles:**

- · Lack of knowledge of alternate
- · Missing BOF sales enablement
- · Poor demo/presentation
- · Negative product/customer experience
- · Weak proposal
- · Inability to show process

180 Days Close

deals

#### How we do it:

Introduce BOF offers to get deals closed and realize revenue!

#### **Kev tactics:**

- · BOF offers to help close the deal
- Upsells/cross sells
- · Bonus offers or payment terms extended to keep business longer

## **Assets:**



Scripts offers



Process & onboarding guides

· Deals closed

- · Quality of the deal
- · Revenue per deal

#### **Obstacles:**

- · Missing BOF sales enablement
- · Not providing incentive
- · Not asking for the sale
- · Pricing and agreement misalignment
- · Poor negotiation tactics