SUDDEN IMPACT MARKETING

SUDDEN IMPACT THOUGHT LEADERSHIP

UNLEASHING THE POWER OF INTEGRATED MARKETING: A B2B PERSPECTIVE

The best and most successful businesses recognize that lead generation is not simply a one-time event. It's not about running a 90-day product campaign or launching an all-out "sales-blitz demand gen" effort to hit numbers. It's a continuous, integrated process designed to drive long-term, sustainable growth.

This document explores our demand and lead generation strategy: the Sudden Impact Theorem. Our goal is to help you focus your lead generation approach so that your organization can be more intentional with the strategies you employ and the actions you take. And that begins with aligning your corporate-level messaging and thought leadership across your business.

The new age of demand and lead generation

In the contemporary marketing landscape, every one of your business units, divisions, and solution groups must be unified in their messaging approach. When implemented correctly, this alignment will be reflected in your company's web presence, SEO, search marketing, and demand generation strategies. Furthermore, these strategies must be data-driven while being simultaneously supported by corporate communication, social media, and public relations efforts—along with high-level brand campaigns.

The high-level overview

When it comes to generating leads for specific solutions or product groups, we center our method on direct response programs and database marketing principles. Each aspect of this approach is aligned with target and account-based marketing. Additionally, we also focus on developing content that supports different stages of the sales funnel. Marketing automation platforms, DSPs, and other martech tools both deliver content and measure response, effectiveness, and lead scoring.

Whenever possible, we look to integrate a variety of in-person tactics, such as webinars and field marketing efforts (e.g., physical events like trade shows). In-person tactics are designed to prioritize a potential customer's perspective—answering any "What's in it for me?" questions they might have.

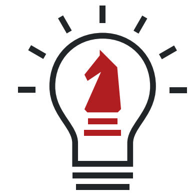
These tactics highlight the critical importance of communication between marketing and sales. This relationship cannot begin and end with passing leads through a CRM system. Which is why it is crucial that your sales teams are actively involved in designing and executing the lead generation strategy, along with marketing, and that both sides are committed to the follow-up/closing process around these programs.

Finally, we recognize that large organizations might experience difficulties implementing an integrated view of demand and lead generation. Such attempts can often become "too big to succeed." That is why Sudden Impact developed a solution called "Strikeforce" for large organizations to supplement our SI Theorem. This additional set of tactics helps you manage the time, mental cycles, and buy-in from teams across your organization to foster successful lead generation.

Intent

Our goal is to highlight the benefits of the Sudden Impact Theorem and how it can assist your organization in demand and lead generation. We have explored a high-level overview of those benefits in this blog: the next entry will start to get into the nitty-gritty of this approach. Remember, demand and lead generation is not solely about hitting numbers; when done correctly, your organization will prioritize continual growth and success.

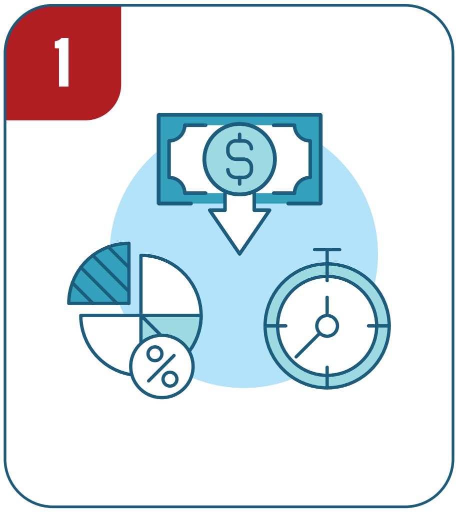
The SI Theorem: a new approach to B2B marketing



The Sudden Impact Theorem for lead generation combines database hygiene and analysis with a blend of digital/traditional tactics and strategic phone campaigns. Once this systematic process is implemented, clients experience lower cost per Marketing Qualified Lead (MQL) efforts than what is typically experienced by B2B companies.

Our three-pronged approach

Rooted in the principles of marketing economics, the SI Theorem is based on three key principles:



Eliminate marketing spend and energy on non-prospects

Define target audiences or prospects by ROI potential

Weight marketing effort and spend on targets commensurate with the potential lifetime value of the prospect

We have also found that tracking lead sources through downstream MQL conversion is critically important to this approach. This tracking enables us to analyze which front-end activities are converting to sales opportunities—this acts as a guidepost for marketers deciding how to best allocate budgets.

The goal of the SI Theorem is to enable clients to operate within a defined, effective "system" rather than continuing a cycle of starting and stopping campaign building from scratch. By eliminating the delays that typically accompany the campaign-building process, clients can generate more efficient and effective marketing successes than their previous efforts.

Steps and process considerations

Lead and demand generation front end

The key to building systematic front-end lead and demand generation starts with identifying the optimal mix of mediums, touch points, and conduits for reaching your target audience. This process begins by defining the personas of the purchasers and influencers involved in your market to better understand their needs and concerns.

It is also important to remember that every product, solution, and service exists in a competitive environment. Before reaching your target audience, you want to ensure that you understand how customers currently address the problems your offering proposes to solve. This is the starting point for how solutions should be positioned and marketed.

Industry and competitive research

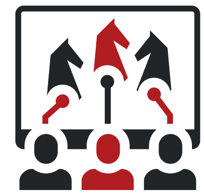
When new offerings are created by engineering, product development, or technical development teams, there is little thought given to how a solution fits in the existing marketplace or how these offerings will translate into the "user conscience" that exists around a genre of solutions. This common gap means that additional research is required.

The benefit of secondary research is that it can foster insights into competitive offerings as well as how your competitors position them. Online forums in which customers discuss, debate, review, and offer opinions around solutions can be especially valuable. Internal and channel sales teams can provide critical insights into the opinions, needs, concerns, and desires of customers. Often, these teams help strip down the conversation to the base opportunities and obstacles they face in selling.

Industry analysts and market research resources can also be valuable in understanding a product's ecosystem and current mainstream perceptions. However, these sources must be highly scrutinized because they can be misleading. For instance, a CEO Research report may have very little practical value if the actual decision makers and influencers are several layers removed from the C-Suite.

The desired output of these steps of lead generation is to be able to identify alignments in your solutions that not only map to known customer needs, but also uncover weaknesses across competitors' products, positioning, and messaging. This logic path allows us to begin messaging—a process that we will discuss further in the third part of this series.

The SI Theorem: specifics of lead generation



In the ever-shifting landscape of B2B marketing, one eternal constant is the need to understand your audience—and then delivering the right message to them at the right time. In the third part of our SI Theorem series, we offer strategies to help you navigate this uncertain terrain.

Messaging and strategy

1 Top of the funnel: awareness and engagement

Throughout the messaging process our job as marketers is to inform the audience. In the awareness phase this takes the form of educating the audience on matters like our unique vision, our perspectives on how to solves today's problems with an eye to the future, or perhaps the intellectual property owned by an organization around a discipline. Ideally, testing and tracking multiple message tracks to gauge interest levels, without asking our prospects for any commitment.

2 Evaluation phase: establishing credibility

Once potential customers move into the evaluation phase of the journey, educational content starts to take precedent. This includes considerations, options, solution applications, and limitations. Marketers in this phase should establish their credibility and expertise on pain-point issues. Any distributed assets must address both the "how" and "why", while clearly articulating business benefits over technical features.

The evaluation phase also focuses on offers and call to actions in order to secure prospect engagement. Developing offers around assets and information is crucial, but there should also be inherent value in the content that is built for this phase. For example, if your information could be found via a Google search, then the value is low, and so is the likelihood of compelling anyone to provide their personal information.

3 Decision phase: making the final push

In the decision phase, your final pitch should be supported with solution comparisons, technical details, customer testimonials, along with sales tools built on proof points. Remember that more personalized delivery methods (e.g., emails from inside sales, field sales, or telemarketing) are generally employed at this stage of the funnel. Accordingly, these assets should 'be trackable" both from a user response side as well as a sales lead delivery side to assure the one-to-one effort was made.

Offers and calls-to-action (CTAs)

In our experience, marketers often overlook the importance of creating compelling offers and CTAs in the process of developing content and assets. Defining what you want a prospect to do, aligning the value of the content with your ask of that prospect, choosing the mediums appropriate for these commitment levels—each of these steps needs to be thoroughly considered.

As we have previously observed, top-of-the-funnel content should require little-to-no commitment, on the part of the prospect. However, there is a direct relation between the increased level of engagement and value of intellectual property with a prospect's increased willingness to self-identify when filling out forms. Web seminars and physical events are both examples of next-level engagement activities.

Finally, hard CTAs (e.g., free trials) do not simply require a prospect's commitment but also the commitment of an entire organization. "Free Trials" cannot be considered truly "free" when the prospect organization needs to implement, learn, and manage the solution being implemented.

In conclusion

From the top of the funnel—where focus is centered on fostering awareness and engagement—down to the decision phase—where marketers make their final push—every step of the lead generation process requires careful planning and execution. Remember that as your potential customers move through these phases, your content should shift to fit this progression. And although the journey ends with a definitive decision from your potential customer, relationships are never-ending: excellent service and continuous value delivery is what turns customers into brand advocates.

Need help with your lead gen strategy? Let's chat.

888-468-3393 or hello@simarketing.net