



BUYER'S MARKETING MAP

PRE - AWARENESS

Brand/Culture Content

Social Media Marketing

Paid Media *(pay-per click advertising, display ads, social media paid, & branded content.)*

Account Based Marketing (ABM)

Public Relations (PR)

Event Marketing

Brand/Culture Video

Cold Email/Call *(purchased lists)*

Podcasting

Influencer Marketing

AWARENESS

Content Marketing *(primarily optimized blogs & website pages)*

SEO Optimization

Email Marketing

Website Offers & Tools

Video Marketing

Lead Nurturing & Scoring

Client Stories *(Testimonials, case studies, reviews, references etc)*

CONSIDERATION

Sales Enablement

Chatbots & Live Chat

DECISION

DELIGHT

Customer Service Tools

Customer Surveys

Referral Programs

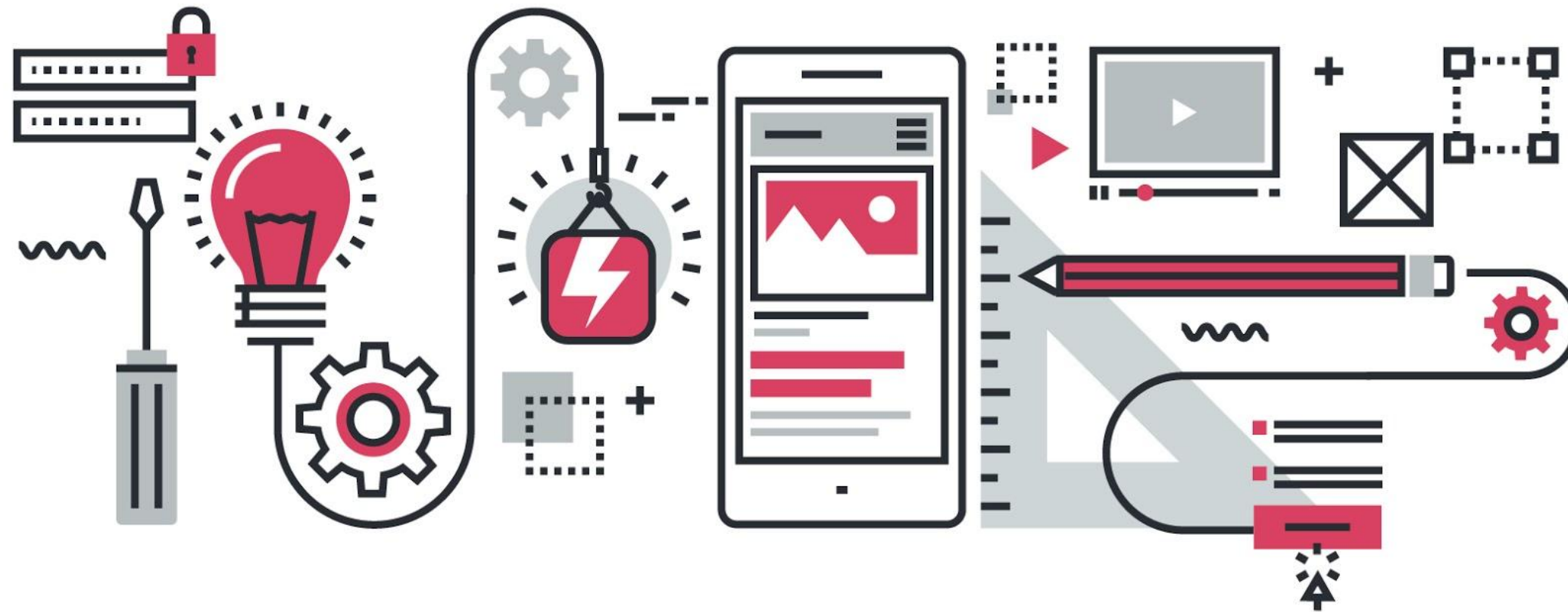
Cross-Sell Programs

Customer Rewards

HOW DO YOU PICK THE RIGHT CAMPAIGN FOR YOUR COMPANY GOALS?

The short answer is this: You **MUST** have the right nuts and bolts in place to get the machine to run. You may desire a Decision stage campaign so you can begin measuring marketing efforts by revenue generated, but if you don't have Pre-Awareness, Awareness, and Consideration efforts in place, the foundation will not be strong enough to support Decision stage success.

There are ways, however, to accelerate efforts, which can also affect the goal. You can usually run several campaigns simultaneously or in quick succession. You can also shorten the campaign period for quicker results. All of these levers will determine the monthly investment when it comes to time and money.

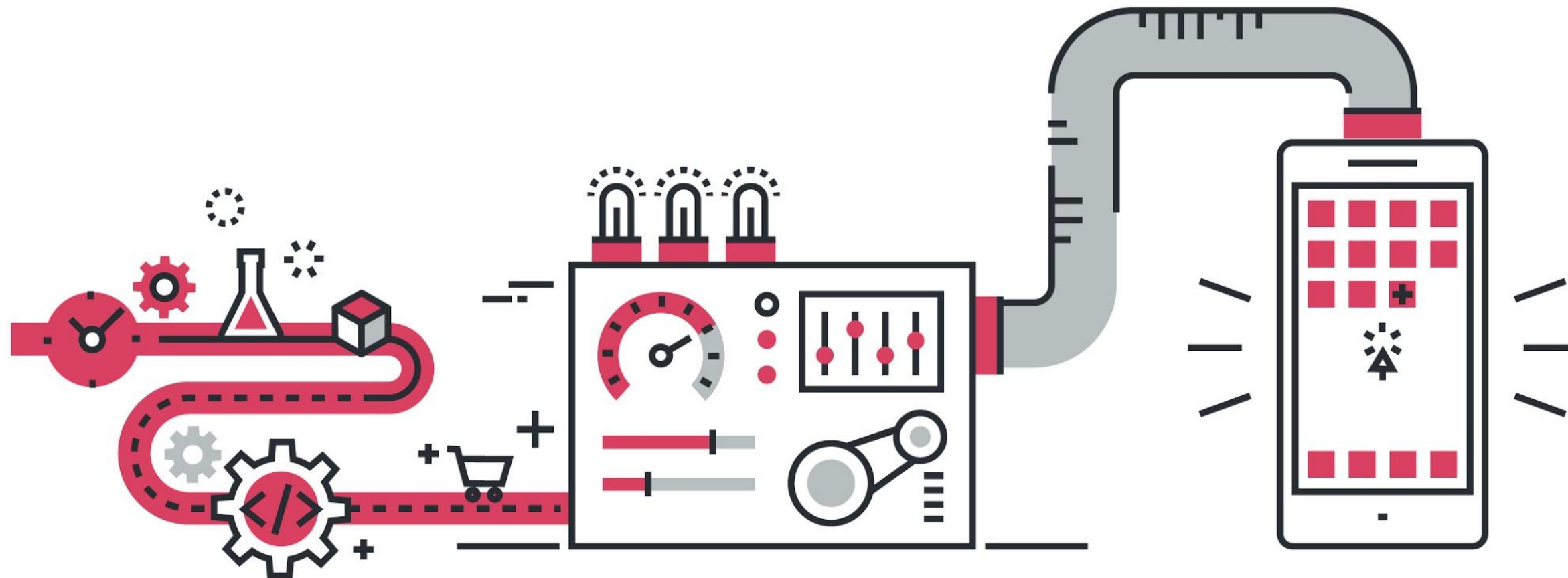


SETTING THE RIGHT FOUNDATION FOR SUCCESS

The tactics outlined in this document are marketing efforts that can be executed to reach and nurture a target persona. A persona is a semi-fictional description of your ideal customer. There are some things that will need to be executed in order to define the best way to set up these efforts strategically. Here are some additional pieces that may need to be executed:

- Website Audit
- Competitor Research
- Industry Research
- Market/Geographic Research
- Reporting
- Distribution
- Marketing Software Implementation
- ETC

In addition, these efforts **MUST** be supported by a website that is designed to properly function. Sometimes that entails a full redesign, sometimes it can consist of minor updates to the existing website.





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Email Marketing

Website Offers & Tools

CONSIDERATION

Pre-Awareness

This is a stage where a target persona may have little-to-no knowledge that you exist, which is why the tactics within are not measured by what the persona does, but is instead measured by the tactics executed. This is the opportunity for you, as a company, to reach out to the targeted persona. These tactics are usually considered "cold" or "broad", but with the ultimate goal of helping a targeted persona enter into the Awareness stage of the Buyer's Journey. This stage is all about getting the word out and gaining brand recognition.

Typical Metrics Measured

- Paid Ad Impressions & Reach
- Number of Connections Sent
- Number of High-Level Brand/Culture Pieces Created
- Number of Emails Sent
- Number of Podcast Episodes Published

DECISION

Avg. Agency Cost
\$3,000/mo

Avg. Agency Cost
\$6,000/mo

Goals, Metrics, Results

DELIGHT

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Awareness

This stage of the Buyer's Journey is when a targeted persona knows that they have a problem and is seeking a solution. They've become aware of your brand, product or service at a high-level, but have not connected the dots that what you offer may help solve their problem.

Typical Metrics Measured

- Acquired Contacts
- Emails Opened
- Offers Downloaded/Accessed
- Website Visits
- ABM Connection Interactions
- Podcast Subscribers
- Blog Views
- Paid Ad Impressions & Clicks
- Social Media Follows & Interaction
- Marketing Qualified Leads Generated
- Video Views
- Event Attendees/Registrants
- Email/Blog Subscribers

Customer Service Tools

Customer Surveys

Avg. Agency Cost

Sales Enablement **\$5,000/mo**

Avg. Agency Cost

Referral Programs **\$10,000/mo**
Sell Programs

◀ **Goals, Metrics, Results** ▶

Chatbots & Live Chat

Customer Rewards



BUYER'S MARKETING MAP

PRE-AWARENESS

Consideration

AWARENESS

CONSIDERATION

DECISION

DELIGHT

Brand/Culture Content

At this stage of the Buyer's Journey, the targeted persona is acutely aware of their problem and in the research phase for seeking a solution. They are now aware of what you do and are exploring how it may help solve their problem.

Typical Metrics Measured

Paid Media (display ads, social)

- Acquired Contacts
- Emails Opened
- Video Views & CTA Clicks
- Conversion Rate

SEO Optimization

- Website Visits

Public Relations (PR)

- Offers Downloaded/Accessed
- Marketing Qualified Leads Generated
- Sales Qualified Leads Generated
- ABM Connection Interactions
- Event Attendees/Registrants

Brand/Culture Content

- Blog Views & CTA Clicks

Avg. Agency Cost
\$6,000/mo
(purchased lists)

Avg. Agency Cost
\$10,000/mo

Podcasts

Goals, Metrics, Results

Content Marketing (primarily optimized blogs & website pages)

Email Marketing

Website Offers & Tools

Social Media Marketing

Account Based Marketing

Event Marketing

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AWARENESS

CONSIDERATION

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DELIGHT

Brand/Culture Content

Decision

This is the stage of the Buyer's Journey where a prospect has become a customer and enters the cycle of customer retention. This stage is vital in ensuring long-lasting customers, great referrals, and strong opportunities to up-sell or cross-sell.

SEO Optimization

Website Offers & Tools

Social Media Marketing

Typical Metrics Measured

Paid Media (pay-per click advertising, display ads, social media paid, & branded content.)

- Emails Opened
- Offers Downloaded/Accessed
- Conversion Rate
- Website Visits
- Marketing Qualified Leads Generated
- Revenue/Customers Generated
- Video Views & CTA clicks
- Website Visits
- Customer Retention
- Blog Views & CTA Clicks
- Sales Qualified Leads Generated

Account Based Marketing (ABM)

Public Relations (PR)

Event Marketing

Brand/Culture Video

Avg. Agency Cost
\$8,000/mo

Avg. Agency Cost
\$15,000/mo

Cold Email/Call (purchased lists)

◀ Goals, Metrics, Results ▶

Podcasting

Influencer Marketing

Content Marketing

Email Marketing

Customer Service Tools

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Delight

This is the stage of the Buyer's Journey where a prospect has become a customer and enters the cycle of customer service and retention. This stage is vital in ensuring long-lasting customers, great referrals, and strong opportunities to up-sell or cross-sell. One of the biggest mistakes a company can make is neglecting the Delight phase.

Social Media Marketing

Paid Media *(pay-per click advertising, etc.)*

Typical Metrics Measured

- Customer Service Response Time (as applicable)
- Survey Responses
- Cold Customer Re-engagement
- Testimonials/Reviews Collected
- Customer Program Members
- Offers, Rewards, Coupons, Deals Downloaded/Accessed
- Video Views

Account Based Marketing (ABM)

Public Relations (PR)

Event Marketing

Brand/Culture Video

Avg. Agency Cost
\$5,000/mo

Avg. Agency Cost
10,000/mo

Cold Email/Call *(purchased lists)*

Podcasting

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◀ **Goals, Metrics, Results** ▶

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MARKETING MAINTENANCE

In the first foundational phases of creating an inbound marketing campaign, many companies must tackle each of the phases over time. Once a phase has been completed, however, there are often tactics that must continue past the end date of the campaign. For example, even if we've moved on to a Decision Stage campaign, we may still need to maintain Paid Ads and Social Media.

We call this **Marketing Maintenance**. It is usually executed on more general marketing needs at a lower monthly cost. This will keep the machine from losing traction as we explore new areas for the bulk of the marketing strategy.

