

# SALES MARKETING

## COMBINING SALES AND MARKETING INTO ONE SMART STRATEGY

### WHAT IS SALES MARKETING?

Conventional wisdom sees marketing as a complement to sales, with an emphasis on longer-term results. However, there is a form of marketing—termed Sales Marketing—that coordinates marketing and sales activities to accelerate the sales process for more immediate, benefit-driven results.

### HOW SALES MARKETING WORKS

A well-run Sales Marketing approach is about having a proven process to effectively place sales personnel directly in front of more potential buyers, in less time. A typical Sales Marketing effort could flow like this:



#### 1. DEPLOYED EMAILER

You distribute an emailer to known buying influences, which will include an offer of downloadable content that is of interest to these buyers. To encourage the download of this content, it is accessible via an embedded link in the emailer.

#### 2. WEBPAGE VIEWS

By clicking a link in the emailer, the user is taken to a webpage for direct access to relevant content. This content is made available in exchange for contact information such as name, email, and phone number. This is known as a gated approach.



#### 3. THE FOLLOW-UP

Fast, friendly, and knowledgeable sales follow-up is key to the success of this effort. Shortly after the prospect's contact information is received, company sales representatives should follow up with a phone call or email.

#### 4. LEAD MANAGEMENT

Create and manage a database of potential buyers. Even if a meeting cannot be set up, the buyer's information is added to a main database of possible prospects for scheduled follow-up efforts.



### PROVEN SALES MARKETING TECHNIQUES

#### DIRECT MAIL

which includes an offer requiring website registration/sign up to receive desired content.

#### EMAIL

used in a similar manner as direct mail, with content encouraging click through that is effective for gated content.

#### PAY-PER-CLICK (PPC)

which includes an offer of content (also gated so that contact information is acquired).

#### LinkedIn®

Sponsored Updates containing special offers with the same follow-up processes and engagement campaigns used in various PPC efforts.

For each of these four techniques, it's essential that sales personnel immediately follow-up with any potential clients who respond. **Timing is everything.**

### KEY STATISTICS

#### COST OF POOR MARKETING

≈10% revenue per year.

[Source: IDC]



#### THE INEFFICIENCY OF COLD CALLS

6.25 hours = 1 appointment

[Source: Ovation Sales Group]



#### THE FOLLOW-UP MATTERS

35-50% of sales go to the first responder.

[Source: InsideSales.com]



#### THE POWER OF EMAIL MARKETING

200% higher ROI than cold calling, networking, or tradeshows.

[Source: MarketingSherpa]



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