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Go from Stodgy to Edgy: Newer Methods of Growing Leads.

Has your company survived the recession under your leadership? Great job! Now that you are out of the woods and on the upturn, take stock. Have you missed any beats in marketing, and does your marketing plan feel now feel stale and stodgy? If you'd like to go from stodgy to edgy, move your company's marketing plan closer to goal with digital marketing tools! A lot has changed in the sales and marketing world—with customers, strategies, and the marketing tools that are now available to make your moves more effective:

CUSTOMERS:

How customers shop for your services has changed immeasurably, in every industry including yours! Customers now research online before they purchase. They'll need relevant answers to their queries, from helpful suppliers like you!

SALES/MARKETING STRATEGY:

“ABC--Always Be CLOSING”

is now:

Always be HELPING.

Put yourself in the customer's shoes, and then be the helpful partner that they need to grow their business.

MARKETING TOOLS:

We have more options, with the addition of the digital space: we can get in touch with customers where and when they search for answers!

Digital marketing tools are essentially the same as traditional marketing tools. The newer marketing tools share basically the same ideals/goals as the old, they are just online:

- Online ads = work the same as a traditional billboard, radio or magazine ad, etc., and results can be tracked
- Emailed campaigns = work similarly faxed or mailed materials, but with much better tracking options

So, if things are the same, why add digital marketing? Because it is much faster, more nimble, better for your customers and better for you! We are now able to be where the customer is when they are researching a purchase. We are in the conversation with the customer, being a business partner with the helpful information they need to make their ideal purchase decision, and then to more easily track our own campaign ROI. Let your leads take the lead, and you'll take your business as far as you can go!