



REFRAMING YOUR MARKETING
DON'T LOOK PAST THE FUNDAMENTALS

MARKETING FUNDAMENTALS

THE BUILDING BLOCKS



- **Don't chase shiny objects**
- **Branding: Start with a strong foundation**



IMPORTANCE OF A STRONG WEBSITE

YOUR DIGITAL PRESENCE IS YOUR REPUTATION

Before building a website consider what you want your website to do:

- Drive leads (UX & SEO)
- Establish your brand as an authority (Content)
- Build an audience (Lead Generation mechanisms)

You can always start with a templated solution to get up and running quickly.

- Keep in mind with templated solutions it is unlikely that your website will generate leads.

THE IMPORTANCE OF SEO

BE FOUND OR YOUR COMPETITION WILL

It's comprised of multiple component:

- Keywords
- Content and Cadence of Publishing content
- UX
- Website and Mobile load speeds
- On Page SEO
- Backlinks

Why it's important:

71% of B2B customers begin their product research with search engines



EMAIL MARKETING

LAZY EMAIL MARKETIG IS DEAD

Opted-In

- Leverage Automations
- Provide Valuable Content
- Goal: Retention, Cross-Selling, Conversions

Cold Emails – Lead Gen

- Text-Based vs Branded
- Goal: Lead Generation
- Lead Generation

Importance of Data

Understanding KPIs



OUTBOUND CALLING

PROACTIVE OUTREACH

Goal: Uncover leads

- Identify high-interest prospects to focus efforts

Added Benefit: Market Research

- Market trends
- Customer pain points
- Competitive positioning



RISK MANAGEMENT FOR COLD MARKETING

Quality Data

- The importance of cleansing
- The better the data – the lower the risk

Technical Set-Up is Crucial

- Set-Up
- Reputation Management
- Pivot with results



DECIDING ON A TECH STACK

ALL MARKETING WILL REQUIRE SOFTWARE



Choosing the right platform

- Focus on software built for your industry
- Focus on integrations

Email Marketing

- Mailchimp, Act-On, Klaviyo, SmartReach

Website Platforms

- Wix, Wordpress, Hubspot, Custom Build

Calling Software

- VanillaSoft, CallRail

Cleansing Software

- Webbula, Hunter.io



IMPACT OF AI ON MARKETING

CREATING EFFICIENCIES

Use Cases:

- Content generation
- Data analysis

Creates efficiencies for employees, but it doesn't replace them.

Keep in mind:

- AI is flawed
- Use it as a suggestion, not fact
- Understand the privacy terms for your platform of choice

Q&A



THANK YOU

neilson
MARKETING SERVICES