

Your 1980's Industrial Marketing is Now Kaput

Do you wonder if your traditional sales & marketing channels are not as effective as they used to be?

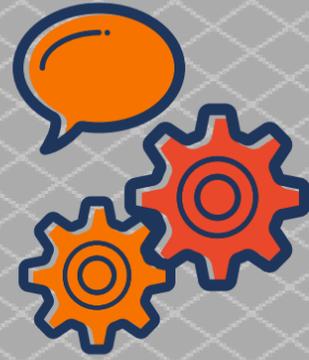
Then you ask yourself, *"Every time I purchase a product, I first go to Google to research. Then, why aren't my company's products and sales materials showing up in Google's first page?"*

Here are **5 STEPS**, using *CONTENT / INBOUND MARKETING plus marketing automation*, to gain a competitive advantage over your industrial competitors.

The Brand

Chances are your ol' brand needs some...industrial strength...vitality. In the age of search, mobile & social...it is critical to have a strong, consistent, brand throughout all your digital channels

STEP
01



The Research

- Is ownership on board with content marketing? Totally?
- Determine your marketing challenges
- Set your sales goals
- Determine your buyer's personas
- Define your buyer's pain points & develop content around their needs...not your needs

STEP
02



The Mothership

Make sure the "Mothership", your website, reflects your new, very cool, brand theme and is built for all mobile devices

STEP
03



The Execution

- Start building a "publishing" culture
- Deploy and measure your content using a marketing automation platform
- Ensure traditional channels, **especially sales** are integrated
- Embrace experimentation and periodic set-backs

STEP
04



The Grind

- Marketing automation allows you to measure, improve & adjust tactics
- As your content & execution improves (which they will), so will your **visits, leads and sales Period.**

STEP
05

