

# 9 Ways

To Conquer  
Marketing  
Overload



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# Thank you.

## Thank you for downloading 9 ways to avoid Marketing Overload.

Be it industrial, commercial or retail sector, marketing managers and teams in Australia and indeed the entire developed world are increasingly suffering from burnout - even guilt of not being able to perform and meet targets.

In almost all cases, underperformance is not the right term to use because you all still have very good ability.

It's because the profession of marketing is now even more challenging because managing it all has been supercharged by the infusion of digital interactive and social media. In your current position, it may be difficult to step back and see your true circumstances from a neutral point of view.

We are closely involved in assisting Marketing Managers to overcome such burdens and create a system which works for all sales and marketing teams. Hopefully here, we can impart some of our vast experience, we can gain some useful peace of mind and advice on how to move forward.

Essentially, you are probably in a position where your Managing Director truly lacks understanding on how technology is piling on the pressure, but they don't realise the circumstances probably need adjusting to help you deliver the best possible results.

You are probably in the middle of a political issue too, where the classic divide exists between Marketing and Sales. How often does someone in Sales say *'these leads from Marketing are no good'*, or Marketing retorting how "Sales is given all these leads and they do nothing with them"?

In addition, an ongoing public relations campaign is probably in your mind but with all the distraction you don't know where to start?

Whether it is these reasons or any other from the infinite list of challenges, one thing probably remains the: **YOU ARE OVERLOADED!**

**As marketers that have been able to ride the technical revolution from when it first began, hopefully we can put you at ease with these 9 ideas :**

# #1

## Don't try to do everything!

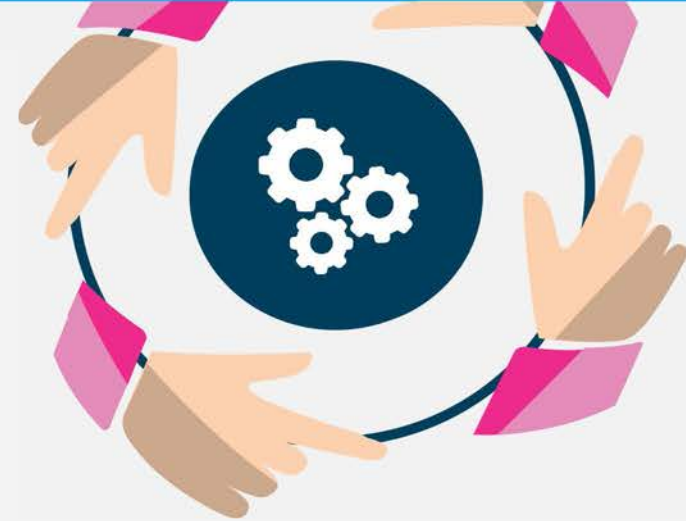
There is no shame admitting there are too few hours in the day to complete every task you feel is required.

Remember, your superiors are most likely to be board members or business owners with solid industry acumen but limited understanding of IT and comms streams, hence they are not in a position to even recognise you might be up against high workload.

With all the different media streams and options open to marketing activity, which do you actually choose? The only answer to that question is: not every option.

Trying to use every single digital marketing stream is like trying to advertise on radio in every country in the world in their indigenous language. It just takes so much effort that nothing will ever get done.

What we are dealing with is technology which is forever being upgraded and added to, and new options come out every year, so forget right now about doing everything.



The key to turning things around and making the whole sales/marketing venture a success is to get advice from someone that knows it more closely than you because when you stumble across the ideal technology mix to meet your specific challenges successfully you will get that gut feeling that it is right.

You can't know everything and you certainly can't use everything.

Remember, there are many technologies, services and software platforms out there to help you in digital marketing and lead generation, but like the best coffees and whiskeys it's all down to optimising the blend.



# #2

## Connect with technology advisers

An astronomer can look about as far as anyone through space, but can only claim to see a tiny speck of the universe.

The same applies to your superior's circumstances on web and digital content comms technologies. He or she may have an overall understanding and appreciation of how it fits together and how it works, but they would probably know nothing about its true power and breadth.

**Don't be afraid to discuss technologies, software, and other professionals with them.** If they are truly successful people, you will probably find they have an open ear to new ideas and will really appreciate your initiative and added potential to the company thought streams.



# #3

## Have skilled specialist staff

You are always under pressure and know assistance would not just lighten your stressful workload; it would also make all your planning and initiatives much more productive in the eyes of management.

Yet upskilling someone in-house is often out of the question because the modern industrial business has **most employees wearing several hats already** and re-training a colleague to join your mission is often not viable.

Once again, speaking with your management is gold. Not only does it alert them to your mounting pressures, it actually provides the perfect forum to outline the fast developing technologies and expertise which, if utilised, can provide a huge competitive advantage and business boost – all through the Marketing Manager of course!



# #4

## Bridge the gap between sales and marketing

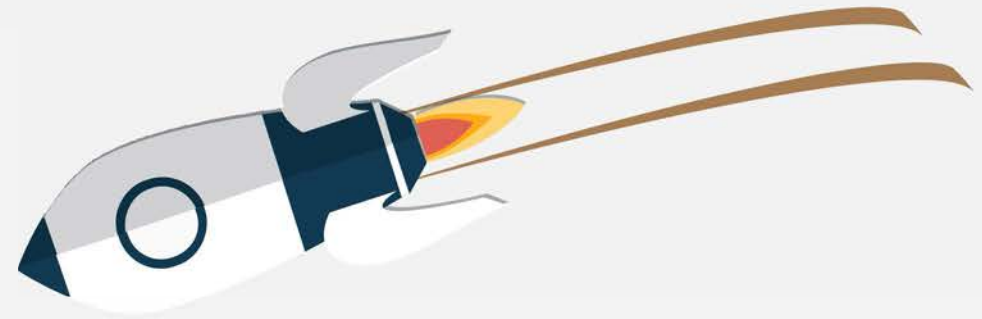
How often do you hear your marketing people say “we get all these leads for sales and they make nothing out of them”, only to hear your sales department staff respond with “all these leads are useless,”?

Perhaps one of your challenges is in walking the tightrope to keep both these departments happy. There are two methods one can enact when in this situation.

Firstly, as a lot of companies do – particularly the larger ones – hire an employee in the internal role of Sales & Marketing Coordinator. This helps you take a step back from the coal face of the problem.

But the only drawback is you really need someone with a lot of industry experience who has already been in the hot seat. If they are inexperienced they are likely to struggle handling the situation.

Ideally, you are probably best served by hiring someone a little more mature as they will automatically change most to best demand a basic level of respect from your existing staff and most arbitrate between two departments at loggerheads.



The only clear drawback is that being another internal person, he or she can ultimately be swallowed up in the wave of politics that already exists, and this is more likely at a larger company with a national sales team to oversee.

When internal politics is the major challenge, arguably the only true way is to look for an external supplier – not just any marketing agency but arguably one that severs the cord of dysfunction between the Sales and Marketing departments by giving each what they want: **better lead generation for Marketing and less and less cold calling for Sales.**

Modern technology allows this. Furthermore, an external provider of such a specialised service is all but immune to the internal politics of your company and can plan strategies and tactics independently, be less confrontational and most likely require much less revenue than an internal appointee.

# #5

## Increase lead generation



This is the Holy Grail for your Marketing department if you can find it. Buying loosely defined databases and expecting to conjure miracles from it just doesn't return any real value to a Sales team. The art of lead generation now has a new ally: GOOGLE, Facebook and others.

To succeed in a lead generation strategy, you must be prepared to admit to yourself that the dynamic shift towards online marketing is a total reality. It's now all about content.

This is so clear each time you do any sort of search in Google and the results that appear at the top are for those businesses already active in what you are contemplating right now while their competitors are suffering internal political battles similar to your own.

In fact, content-based marketing is already so entrenched that most people across the entire world haven't even noticed just how it can be leveraged to generate and refine the quality of leads that come into your organisation.

Make no mistake, there is only really a 10% chance it will change things overnight, but if you gain the right strategic advice and then stick to the tactics, it is all but guaranteed in the medium term to exponentially grow the percentage of quality leads that Marketing can deliver to Sales.

But before you take the next step, get qualified advice on the two golden rules of lead generation:

- > Finding the right CRM for the job
- > Aiming the right content at people, not Google





# #6

## Eliminate cold calling



To a Sales team, cold calling is like garlic to a vampire. We are yet to meet anyone who enjoys cold calling as part of their job description. But loathing it is one thing; actually having to do it when everybody knows the failure rate is so high and self-esteem factor so low just sums it up. It is largely responsible for a high churn rate of sales professionals.

But can it be eliminated? Yes it can. Can it be done cost effectively? Again, yes. After more than two decades in the marketing game, we can step back and confidently say that technology has taken cold calling and marketing away somewhat from being a 'necessary waste of money' into a technology supported environment providing high levels of ROI data.

**Even more importantly, it gives you a systemised and targeted approach taking cold calling away from the Sales team and allowing Marketing to not just manage it but deliver leads to Sales which are already pre-qualified.**

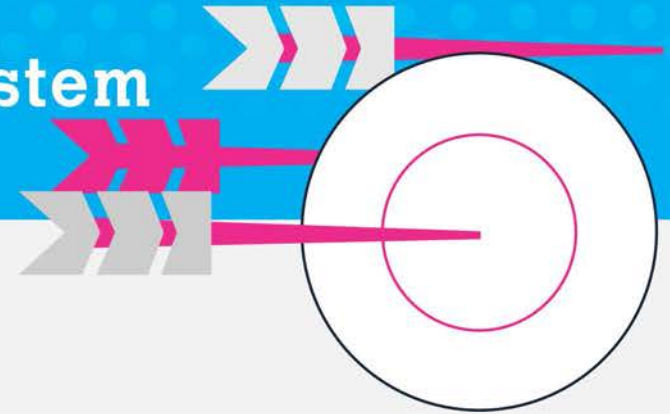
Rather than add pages and pages of detail into why this is the new reality, it can more easily summarised with the following: 70% of potential clients that have taken the step to contact your company after finding your content through a Google search have already made up their mind to do business with you.

Shifting your business into this position from where you are now takes a fair bit of analysis and planning, but once you are there the new setup is straightforward to manage, highly transparent, and builds valuable marketing collateral that perpetually works for you.

Ask yourself, if you could operate a Sales team that had little or no cold calling to do, how happy would they be?

# #7

## Leave a legacy and a system



To properly move into the new era of Google and digital content marketing, as a Marketing Director one of the more valuable things you can do for yourself is to consider completely repositioning your thinking.

Our very first piece of advice is to step away from any archaic mindset of advertising and marketing; primarily that ghastly belief that 'marketing/advertising is a necessary waste of money'.

Those days are well and truly gone because with a sensible strategy for online content and digital marketing, you can advertise to the entire world if desired for next to nothing and bring pre-qualified leads directly to your building via the web.

What's more, every bit of marketing content collateral you create and distribute works for you for as long as you want it to. It can stay on the web forever if you choose. Critical mass is everything in business and for the first time in history you can achieve this with marketing and generate strong leads from it. This may be a bit too much to take in right now, but it may be worth trying the following small exercise.

Why not step outside your building and view it from the car park. Better still, take a walk down the street and see how many billboards and physical signs dot the landscape and consider how much it cost the advertisers to put themselves there and think about how few people would actually see them.

Then turn your head, look at your own company premises, and think about the true value in being able to put your marketing on an international platform in such a controlled, refined and well managed way that those pre-qualified for your products or services can be beamed in DIRECTLY into your building.

This is the fundamental difference we are talking about. Forget what you know, or think you know, about modern marketing. The one and only differentiator is knowing how to market to people rather than a search engine.

**So ask around. Ensure to setup the correct platform first before fleshing out the other activity.** Once you have this in place, the rest just happens and every skilfully engineered item of digital marketing you ever create will add to the collateral and leave a long lasting marketing legacy that grows and grows in its capacity to generate good leads and advertise your business.

# #8

## Balancing family and work

Never feel guilty about putting your family and children first within the context of your marketing role - and this goes for males and females.

Business owners and executives know a lot about workplace stress, and the majority have, or have had, young kids of their own, and deep down they would not expect you to ever sacrifice kids for work.

So, if there is a hidden bonus in the advice we have imparted so far, it is that making a change that feeds into modern marketing disciplines should open more time and space for you to enjoy a healthy balance between work and domestic responsibility.

Software is powerful, but if you are using the right one for the right reasons, then it becomes an ally in management and that is what frees up our time.



Think about it for a second? Your marketing specialist is growing a digital content organism that generates leads. Your sales staff are spending their time following up on warm leads rather than cold calling. And you? You are able to oversee everything through a secure, transparent platform comfortably letting the system keep personnel working together rather than personally keeping political peace between the two departments.

This, we always believe, offers a good balance between work and family time.

# #9

## Get specialists to deliver the result you need

Once again, let's re-visit the impossibility of trying to do everything. Any guilt you carry over this issue, let it drain from your body otherwise you are doing yourself an injustice.

And never underestimate the skill of your management to take on a good idea. **Why not propose adding specialised skills from external sources to work in sync with your time-lines, hence gaining hand-picked valuable assistants without spending a cent on training?**

Only recently, Manufacturers' Monthly magazine published that 26% of Australian executives believe their industry is rapidly changing - a significant increase from 13 percent in 2010.

Proof, if ever it was needed, that your stress as a marketing manager can be eliminated quite quickly by proposing some interesting ideas to your management and meeting targets!



# Conclusion.

If you were stressed out before reading this document, we hope you are a little more at ease now.

An overloaded Marketing Manager is like an overloaded transport truck – it can continue to drive around carrying too much of a burden or the driver can simply stop, shift some of the load onto other vehicles and steer ahead in unity and with less chance of crashing.

Trying to do everything for your sales team and senior management is only going to end up in a crash.

It is our view that with so much digital and comms technology around today, you can be smart and shift a lot of the heavy workload onto software.

So fear not; if you're afraid you lack knowledge of web technologies, don't know how to generate leads, worry you don't have enough staff or even stand in the middle of a political war between Sales and Marketing, there are simple and logical solutions.

Our job is to ensure you can relax in your work, get even better results for your management and, perhaps most importantly of all, give you more time to spend with your family.







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