

# Pilot Program

**UBRIK**

# Plan for Success.

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- Introduction
- Plan and Timelines
- Inbound Marketing
- Buyer Persona Workshop
- Buyer's Journey
- Marketing Strategy
- Configuration and Setup
- Conversion Rate Optimization
- Build A Lead Magnet
- Campaigns Showcase
- Execution

# Introduction.

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- **What is a Pilot Program?**

A 1 month intensive Digital Marketing experience with a primary focus on building a 3 month marketing roadmap based on the company's overall business objectives.

- **How is it useful for my company?**

For free of cost, worth AED 20,000, oh yes we said that, your business will have a 360 degree understanding of what it takes to market and nurture your products/ services. Also, this will help evaluate if UBRIK is the right digital marketing partner for your company.

- **When do we get started?**

ASAP. That's the best part.

- **Is my company eligible for this program?**

If you are reading this document, you are already on our eligibility criteria. Well, we select 5 companies out of 100 to be part of this exercise! Fingers crossed.

# Plan and Timelines.

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<b>Week 1</b>	<b>Week 2</b>	<b>Week 3</b>	<b>Week 4</b>
Understand Company's Business Objectives	Audit and Research	Configuration and Setup	Build A Lead Magnet
Introduction to Company's Products/ Services	Marketing Strategy	Conversion Rate Optimization	Campaign Showcase
Buyer Persona Workshop			Kick-start Execution

# Inbound Marketing.

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- **Why Inbound Marketing?**

Buyers today want to feel like they're in control of their own destiny. They like the convenience and speed of finding the answers to their questions and pain points online. They don't like being force-fed sales pitches.

- **What is Inbound Marketing?**

Inbound is a method of attracting, engaging, and delighting people to grow a business that provides value and builds trust. As technology shifts, inbound guides an approach to doing business in a human and helpful way by creating valuable content and experiences tailored to them.

- **How do you do Inbound Marketing?**

An inbound marketing strategy can include a number of different channels and types of content to attract prospects and customers to your website. It's the foundation for the idea that it's not enough to just attract people to your website; you have to continue to help, support, and empower them to convert them to a customer.

# Buyer Persona Workshop.

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- **What is a Buyer Persona?**

Buyer personas are fictional, generalized representations of your ideal customers.

- **Why should you have a Buyer Personas?**

Personas help us all -- in marketing, sales, product, and services -- internalize the ideal customer we're trying to attract and close, and relate to our customers as real humans.

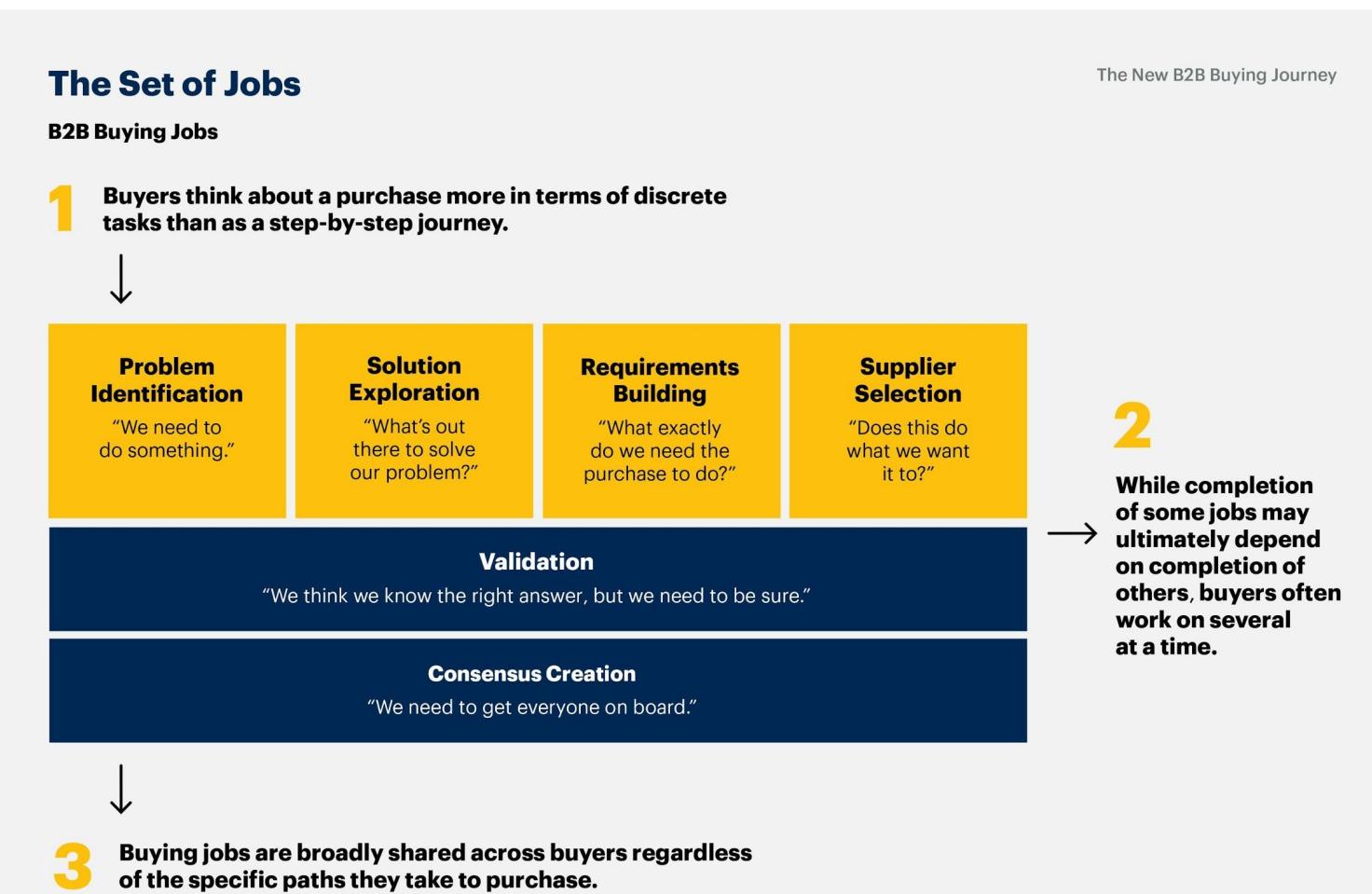
- **How will we create a Buyer Persona for you?**

We will conduct a comprehensive workshop with your Sales, Marketing and Customer Service team in order to get a full understanding of what makes your best customers tick, it's critical to develop detailed personas for your business.

- **Buyer Persona Example:**

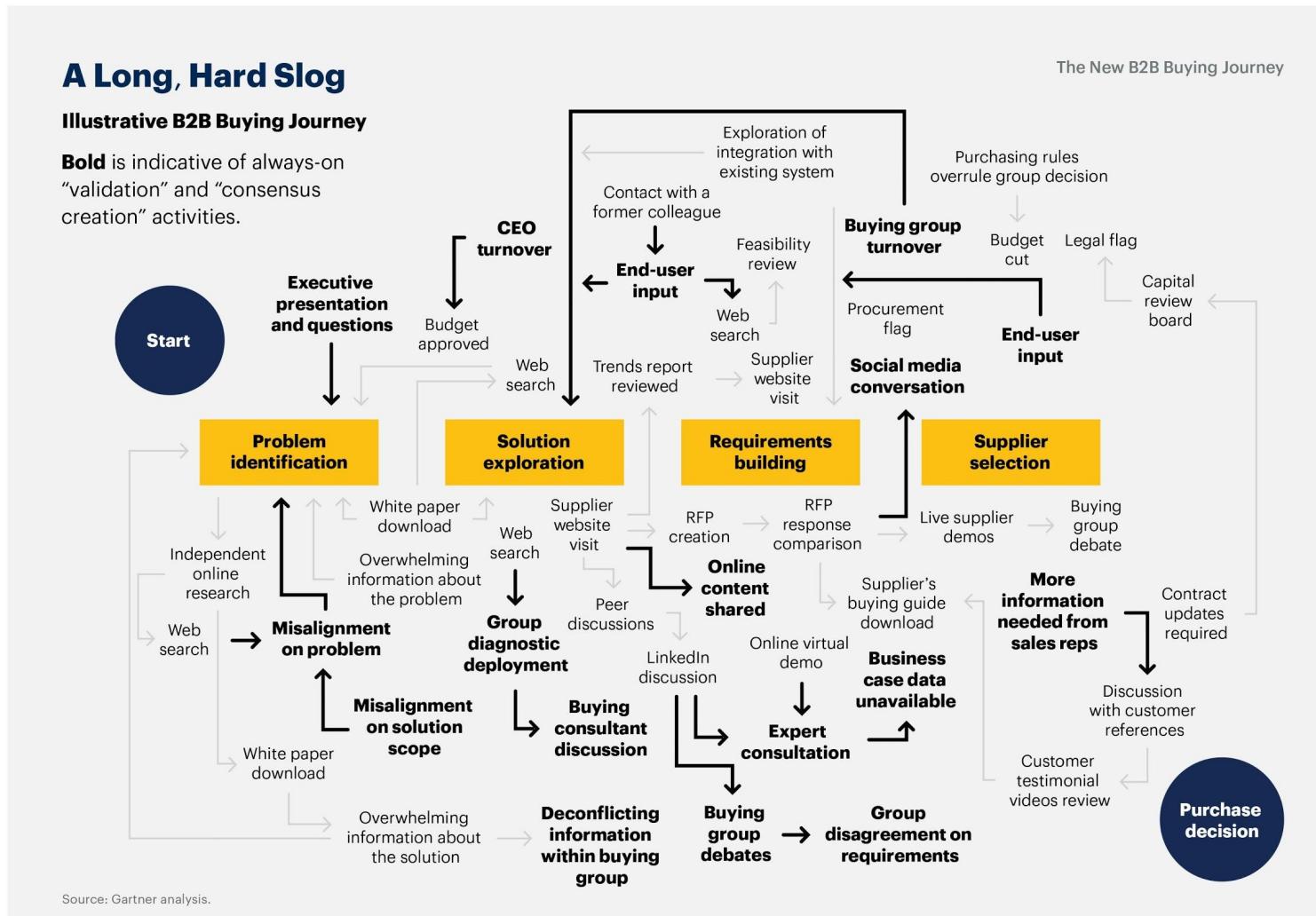
Sample Sally works for an E-commerce startup and she's looking to hire a Digital Marketing Agency for improving sales. Here's the [Buyer Persona Document](#) for Sample Sally.

# Buyer's Journey.



Source: Gartner B2B Structured Buyer Interviews and analysis.

# Buyer's Journey Example.



Source: Gartner analysis

# Marketing Strategy.

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- **What is the importance of a Marketing Strategy?**

A marketing plan helps you set your marketing on the right course to make your company's business goals a reality. Think of it as a high-level plan that guides the direction of your team's campaigns, goals, and growth.

- **What are the key elements of a Marketing Strategy?**

The right marketing plan identifies everything from 1) who your target customers are to 2) how you will reach them, to 3) how you will convert them into your customers so they repeatedly buy from you.

- **What does a Marketing Strategy outline look like?**

Components of a marketing strategy includes the following:

- Business summary and objectives
- Current marketing audit
- Competitor benchmarking and industry research
- Marketing tactics via multiple channels and mediums
- Budgeting

# Configuration and Setup.

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- **What is Hubspot?**

Hubspot's all-in-one marketing, sales, and service platform is built to help you implement inbound and make more well-informed decisions on your digital marketing strategies, which are useful in determining your ROI.

- Marketing Hub: Grow traffic, convert more visitors, and run complete marketing campaigns at scale.
- Sales Hub: Get deeper insights into prospects, automate the tasks you hate, and close more deals faster.
- Service Hub: Connect with customers, and turn them into promoters that grow your business.

- **How to know Hubspot is right for you?**

- You want to invest in attracting and delighting your customers.
- You want to equip your sales team with warm (or hot) leads.
- You want to effectively manage your prospects and customers.
- You want to have one tool to unite your marketing, sales, and support teams.
- You want to analyze and optimize the effectiveness of your campaigns.

# Conversion Rate Optimization.

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- **What is conversion rate optimization (CRO)?**

Conversion rate optimization (CRO) is the process of enabling people to take an action when they visit a website. By designing and modifying certain elements of a webpage, a business can increase the chances that site visitors will "convert" into a lead or customer before they leave.

- **How to calculate CRO?**

You can calculate your conversion rate by dividing the number of conversions a web page generated by the number of people who visited that page.

- **Examples of CRO strategies to implement:**

- Create text-based CTAs within blog posts.
- Include lead flows on your blog.
- Run A/B tests on your landing pages.
- Build chatbots to enable your sales teams.
- Leverage retargeting to re-engage website visitors.

# Build A Lead Magnet.

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- **What is a lead magnet?**

A lead magnet is an incentive that marketers offer to potential buyers in exchange for their email address or other contact information. Lead magnets usually offer a piece of digital, downloadable content, such as a free PDF checklist, report, eBook, whitepaper, video, etc.

- **Why every business needs a lead magnet?**

If you want to generate leads online, then your business needs a lead magnet. Because email is a very personal thing. People aren't simply going to give you their email address without a good incentive.

- **What makes a good lead magnet?**

- Solves a real problem
- Quick to digest
- High value
- Instantly accessible

# Campaigns Showcase.

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- **What makes a great Google Adwords Campaign?**
  - Great call to action
  - Excellent second headline reinforcing the first
  - Use of Numbers and ASCII characters
  - Builds Trust with reviews
  - Uses Google Ad Extensions
- **What makes a successful Facebook/ LinkedIn Campaign?**
  - Make your content relatable to your audience.
  - Draw positive attention to your brand without immediately trying to sell a product or service.
  - Share helpful content related to your product or service.
  - Giveaways and contests via social media are very effective.
  - You want to analyze and optimize the effectiveness of your campaigns.
  - Use aspirational messaging to appeal to users' hopes and ambitions.



# Execution.

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- **What is DCAIC?**

DCAIC (an acronym for Define, Create, Analyze, Improve and Control) refers to a data-driven improvement cycle used for improving, optimizing and stabilizing marketing strategies.

- **Why go DCAIC?**

- Define: Clearly pronounce the business problems and objectives, with scope and high-level timelines.
- Create: Begin the process of ideation, building content that addresses pain, product and promotion.
- Analyze: Identify, collect data validate and select root cause, list and prioritize for eliminations.
- Improve: Identify creative solutions, test and implement solutions to root causes.
- Control: Embed the changes and ensure sustainability, making the change 'stick'.

# Eligibility Criteria Evaluation.

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- You are a perfect choice for our Pilot Program, if you give a HUGE THUMBS UP to:
  - Demonstrate that you have a problem that needs to be solved ASAP.
  - If you are a B2B and lead generation(high quality leads for your sales teams) is your priority!
  - Committing 3 hours each week for your marketing objectives
  - As a one time exercise, for the buyer persona workshop, multiple functions including marketing, sales and customer support required for 3 hours
  - Enable UBRIK to access and implement Google Tag Manager on your company's website for initial configuration and setup
  - Ability to create a Hubspot account using your company's subdomain/ website using leadpages or HTML code.
  - Once you see the potential and value of this Pilot Program, your company will be open to sign a minimum of six month contract with UBRIK.

# Communication Guidelines.

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- All communications between your company and UBRIK will be primarily via Mail. When absolutely necessary Phone Calls will be used.
- UBRIK working timings are from 09:00 AM to 06:00 PM. Any communications between the working timings initiated by your company will have a response within 2 hours. Any communications initiated post working hours or during any public holidays will have a response on the upcoming first working day.
- We would appreciate and expect similar time-frames from your company.
- Any approvals from your company are expected within 2 working days. Delays in approvals should be acknowledged prior.

# Any Questions?

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