



MARKETING PROBLEMS SOLVED.
QUALIFIED BUSINESS FOUND.

December 19th
- 2017 -

MEASURED RESULTS MARKETING

How to Increase Your Retainers
with Sales Services

How To Increase Your Retainers With Sales Services

The path to increase retainers with Sales services

- 1 *Solve* the inbound organizational pains
- 2 *Think* like a Growth Stack agency
- 3 *Translate* your inbound services
- 4 *Empower* your CRM
- 5 *Offer* the right services



Solve The Inbound Organizational Pains

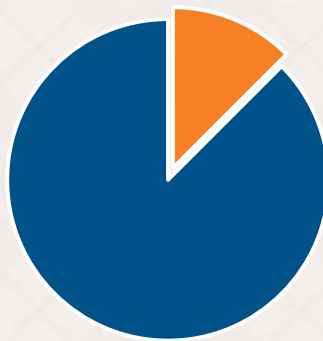
- Not enough capacity to meet demand level
- Need more automated and personalized contact
- Have to prioritize actions
- Cannot track activity well enough

Need: a more human way to connect in the customer journey



72% of salespeople spend **up to an hour a day** on data entry and connecting records from different sales tools

Source: HubSpot



Inbound vs Growth Stack



Think Like A Growth Stack Agency

Inbound Agency

Growth Stack Agency

Prospects

Attract with engaging content
(*blog, video, etc.*)

Convert into Sales-ready leads

Metrics, Measurement

Interaction
(*visits, social community
growth, form completions*)

Pipeline **directly attributed** to a
marketing campaign

Workflows

Interest-based content
automation

Qualify prospects

Interactions

Programmatic & scheduled

Organic when demonstrated
demand



Translate Inbound Into Sales Services

Using the skills you already have and apply to Sales. *Go from **smart** to **smarter**.*

Inbound Services (Segment)

Blog Content, Video,
Email/Landing Page Templates

Automated **Nurturing**
Workflow

Lead
Qualification

Smart Content for CTA's

Growth Stack Services (Person)

Prospect Email Template
with Content

Automated **Re-Engagement**
Cold Prospects

Lead **Follow-up**
Prioritization

Account Based Marketing



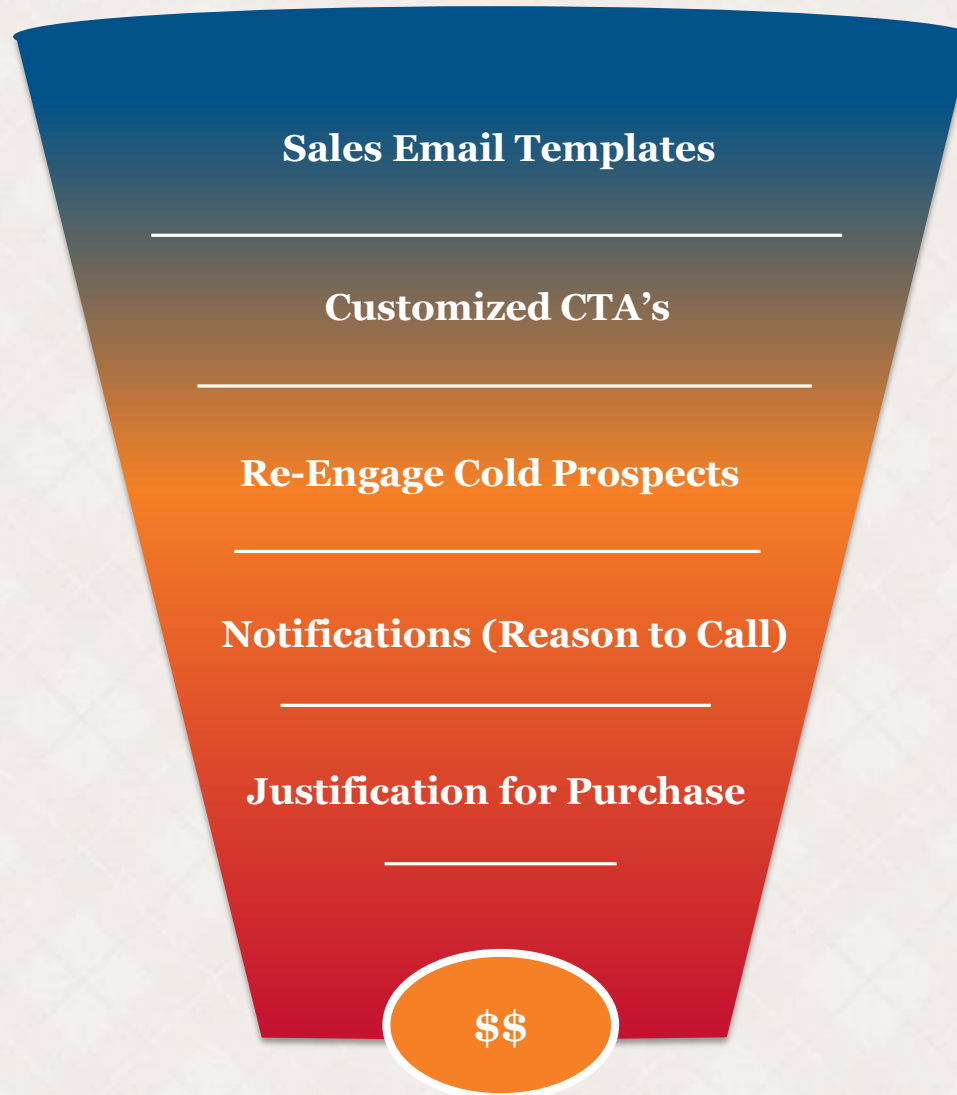
.... Empower Your CRM For A More Personalized Experience

Account Based Marketing/Lead Intelligence

- 1 Get the information that Sales has collected
- 2 Understand activities and Sales process triggers
- 3 Track Lead Status
- 4 Track Opportunity Stage
- 5 Personalize based on stage of sales cycle



.... Offering The Right Sales Services



60% of marketing teams spend **10% of their budget** to integrate, maintain, and manage their various tools

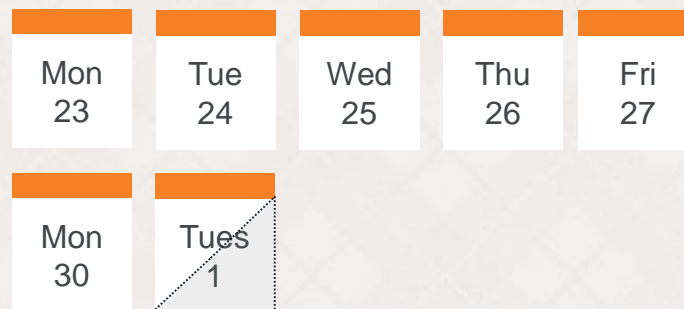
Source: HubSpot



75% of marketers spend **up to an hour a day** analyzing data and connecting reports from different tools.

That's 52 hours - the equivalent of **almost 7 business days.**

Source: HubSpot



Yeti or not for Growth Stack, we're here to help

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