

MARKETING OFFICE HOURS TOP 5 TAKEAWAYS

LEAD NURTURING

- 1) It's not about you. It's about the lead. Educate, provide value, and speak to their needs. It will keep you off the unsubscribe list.
- 2) Segmentation is key to any good nurturing flow. You need to give exactly the right message to exactly the right people.
- 3) Lead nurturing should go BEYOND the inbox! Besides email, make sure you leverage other channels such as social media, paid retargeting, and internal sales rep notifications to holistically nurture your leads through the funnel.
- 4) Surface high quality leads to your sales reps by setting up internal notifications. Enabling a rep to reach out at exactly the right time
- 5) Don't "set it and forget it." Make sure you continuously optimize all of your nurturing assets to keep that conversion rate climbing.

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BLOGGING

- 1) Write like you speak.
- 2) Crowdfsource examples for list posts. Think: coworkers, friends, and social media followers.
- 3) Back up your points with data.
- 4) Title brainstorm with a coworker.
- 5) Keep the CTAs updated on your high-performing posts.

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MARKETING OFFICE HOURS TOP 5 TAKEAWAYS

& MEASUREMENT ANALYTICS

1. Segment your contacts database before creating a report.
2. Don't confuse correlation with causation.
3. When communicating about your metrics, make sure to have the right visual.
4. Don't count internal website visits toward your goals.
5. More time on page doesn't always mean more engagement.

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MARKETING OFFICE HOURS TOP 5 TAKEAWAYS

CUSTOMER ADVOCACY

- 1) Make sure you understand how your customers naturally promote you already before building a full program.
- 2) In a referral program, double-sided incentives that benefit both the referral and person referring work best.
- 3) The most important first step in a customer advocacy program is making sure your customers feel valued. Give to them before you start to ask!
- 4) Enable your advocates by making it easy for them to spread the word about your brand. Make sure your online content is easy to find and share!
- 5) Listen to your passionate advocates and join in the conversation.

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MARKETING OFFICE HOURS TOP 5 TAKEAWAYS

CONTENT CREATION

- 1) Do your research. Content isn't about what you want, it's about what your reader wants.
- 2) Have a specific persona in mind when creating your offer. Talk to your reader in their language, not yours.
- 3) Map your content offers to the stages of the buyers journey and have a specific problem in mind that you are trying to solve.
- 4) Get creative! Content can live in many forms, from a blog post to an ebook, webinar, or podcast. Think about how and where your target audience digests content and build a strategy to match.
- 5) Measure your results! Look at your own quantitative site data, and talk to your sales reps for qualitative feedback on what's working and what isn't.

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EMAIL

- 1) Take advantage of the most important lines [subject line, from line and first line].
- 2) Use data and statistics to captivate your audience.
- 3) Do not try to get your email opened by making false promises. This will irk your audience and probably get you on the dreaded unsubscribe list.
- 4) If you can't (or don't want to) use personalization tokens in the subject line, use "you" or "your," so it still sounds like you're addressing them directly.
- 5) How will your viewer benefit from your email? Make it clear. For example, "Increase your open rates by 50% today" is more appealing than "How to increase open rates."
- 6) Add preview texts to email and watch your open rate increase substantially. Usually located near the subject line, the preview text gives viewers a glimpse into the email. Make it count!

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CAMPAIGNS

- 1) To know how effective a given campaign was, you should be setting SMART (Specific, Measurable, Attainable, Relevant & Timely) goals.
- 2) Target your buyer personas with your campaign. Campaigns are based on your audience, and identifying your personas can help you determine which channels to use.
- 3) Don't forget to use social media as a way to directly connect with those you're targeting.
- 4) An inbound campaign is built to attract, not annoy.
- 5) It takes every stage of your funnel into account to generate new, interested leads, and turns them into quality leads and happy customers through relevant, compelling content.

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MARKETING OFFICE HOURS TOP 5 TAKEAWAYS

LEAD GEN

- 1) Create a consistent path. All promotional things (email, social, etc) should align in both positioning and design with the Landing Page.
- 2) "Hit" people with content in more than one way. If they don't click through an email, retarget them on social media with an image of the same offer.
- 3) Think of each piece of content as the center of a campaign. Create various things around the content to promote it: CTAs, blog posts, social posts, etc.
- 4) Reuse content in your ebooks for promotional assets. Don't reinvent the wheel.
- 5) Partner with companies when creating and promoting content. It may double your reach!
- 6) Make sure your content for lead gen is aligned with business positioning and the goals of your team.

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SEO

- 1) Don't treat SEO as an after-thought, it should be threaded through everything that you do.
- 2) Create content that works for the search engines AND your customers.
- 3) Don't try to 'game' the system - it'll only come back to haunt you.
- 4) SEO is a long term strategy. There's no silver bullet (believe me).
- 5) SEO is no-longer just about keywords, Google is looking at a variety of signals about your content and website. Site speed, social engagement and more all play factors and it's important to take a holistic look at your website/content with this in mind.

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MARKETING OFFICE HOURS TOP 5 TAKEAWAYS

SMART MARKETING

- 1) Companies with strong sales & marketing alignment get 20% annual revenue growth.
- 2) Make sure sales and marketing goals are aligned and have each team's progress towards these goals visible for the rest of the company (transparency is key).
- 3) Stay updated. We send an internal notification to our sales and marketing team with important information once a week.
- 4) Only 45% of businesses have established a company-wide definition of a sales-ready lead. Alongside your goals, you want your definitions of what a sales-ready lead is to be consistent amongst teams, otherwise sales won't work the leads marketing is generating!
- 5) Can sales access your leads? Make sure your *sales-ready* leads are making it successfully into the hands of your sales team, you don't want these leads slipping through the cracks! (Hint: we use internal sales rep notifications to ensure our team doesn't miss a beat)

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SOCIAL MEDIA

- 1) If your brand fits the bill, use emojis and other symbols to grab attention and stand out among simple text tweets.
- 2) Repurpose your best content made on one social platform for another to grow your following.
- 3) Use link shorteners and more images, gifs, and graphics for a cleaner, more readable post.
- 4) Encourage both common and uncommon interactors to engage with each other if they are talking about similar things or could benefit from talking to one another - you'll be remembered for being the brand to introduce them and invest in their success.
- 5) Use tools like Buffer and SocialBro to post content when your users are most likely scrolling.

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