

Digital Marketing Recipes

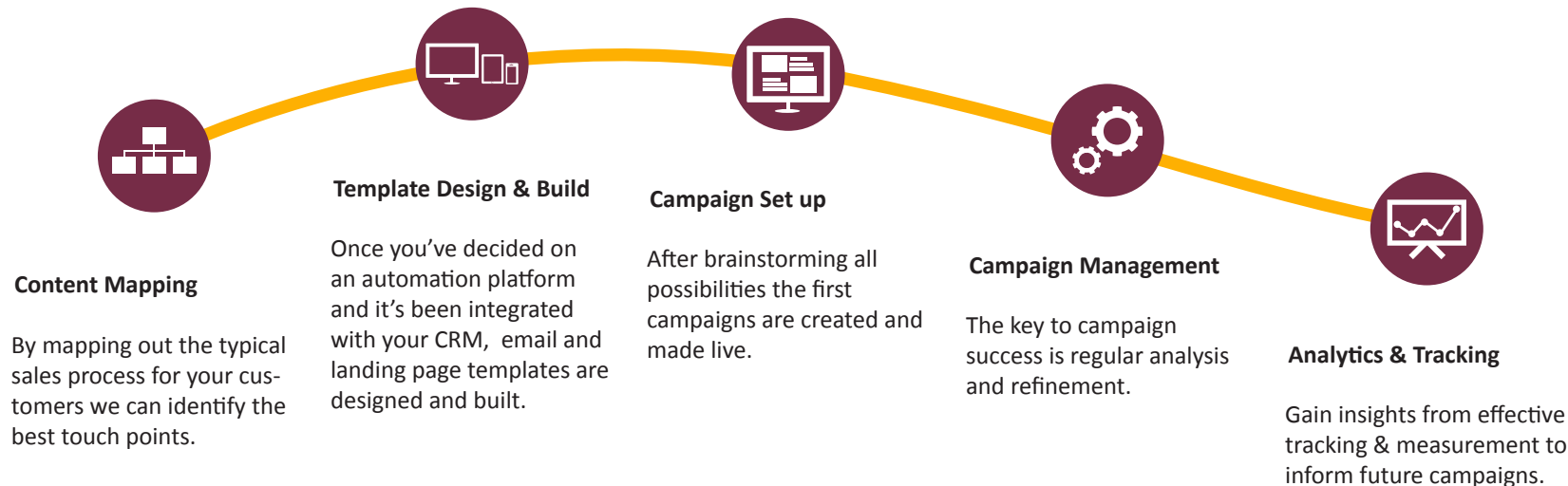


A step by step guide to nurturing leads through automated marketing...

Aligning the efforts of sales with marketing is an efficient way to increase the conversion rate of leads to sales. Marketing automation allows a lead's behaviour to dictate what communications they receive and what alerts are passed on to sales agents.

Objectives

Over a long sales process leads need to be nurtured along until they're ready to purchase. Automated marketing can handle this process, freeing up your sales agents to focus on closing sales.



Digital Marketing Ingredients



Content Planning	Template Design & Build	Campaign Set up	Campaign Management	Analytics & Tracking
<p>Objective</p> <p>Map out a typical sales process, identifying key touch points and matching them with targeted content.</p> <p>Measure of success</p> <ul style="list-style-type: none"> • Sales process outlined • Key touch points identified • Targeted content established <p>Deliverables</p> <ul style="list-style-type: none"> • Sales process map • Initial campaign designs • Content requirements identified 	<p>Objective</p> <p>Creation of responsive email templates and landing pages to support the automated programs.</p> <p>Measure of success</p> <ul style="list-style-type: none"> • Creative responsive (mobile) design. • Templates built to latest HTML standards. • Basic landing page template created <p>Deliverables</p> <ul style="list-style-type: none"> • Artwork concepts & designs • HTML templates built • Landing page templates built 	<p>Objective</p> <p>Creation of the first automated campaigns for maximum impact in the short term.</p> <p>Measure of success</p> <ul style="list-style-type: none"> • Successful testing of initial campaigns • Automated campaign activation <p>Deliverables</p> <ul style="list-style-type: none"> • Fully tested campaign • Live automated campaign 	<p>Objective</p> <p>Automated marketing campaigns are run, analysed and refined on an ongoing basis.</p> <p>Measure of success</p> <ul style="list-style-type: none"> • The delivery of warm leads to sales agents to close <p>Deliverables</p> <ul style="list-style-type: none"> • Successfully operating automated campaigns 	<p>Objective</p> <p>Periodically all campaigns are reviewed and analysed to determine the key factors of success.</p> <p>Measure of success</p> <ul style="list-style-type: none"> • Clear campaign results • Actionable insights for future campaigns <p>Deliverables</p> <ul style="list-style-type: none"> • Campaign reports • Action plan for future campaigns