

Marketing Triage – The New Common Sense

“Matching the type of communication process you use and therefore the amount of money you spend with the prospect’s proximity to a purchase.” - Think Smart Marketing

Effective, efficient, successful marketing does not require huge budgets, unlimited resources or a degree in quantum physics.

Effective marketing is about taking the right message, to the right person, at the right time.

Efficient marketing is about using the right tool to communicate the message.

Successful marketing is about constructing a means by which you can deliver results over and over again.

Marketing is ineffectual, ineffective and unsuccessful when any or all of these elements are wrong.

The really interesting thing is that it doesn't matter how complex the product or service or how long or involved the sales cycle. Very large organisations face pretty much the same challenges as Mid Tier and SME companies.

So how can we fix it?

The first thing to get to grips with is the steps of your sales cycle (don't forget to consider the average customer's buying cycle) and the typical individuals who are involved.

So it *might* involve:

Awareness
General Interest
Specific Issue
Project / Budget Defined
Agree Commercials
Close

Ideally we'd like to move suspects through these steps, educating them to become prospects and turning them into customers.

Then we need to identify the tools and frequency of communications we use depending on who the person is and where they sit in the sales cycle.

These *might* be:

Executive Level/Quarterly Communication
Business Level Monthly eNewsletter
Issue based Event
Personal Follow Up
Specific Proposal
Close

Sales Cycle

Communication Cycle



So now we begin to match up the frequency and type of communication we use with the person we're talking to, their awareness of our products and services and their position in the sales cycle.

The CEO for example is very unlikely to come to a focused event and is likely to be annoyed by monthly or weekly communications aimed at a business unit level. However, it would be sensible to keep him or her in the loop about your organisation once per quarter.

Equally, someone who has never heard of you is unlikely to be interested in hearing about or attending a focused event you plan to hold next month. They might however learn a little more about you from a monthly eNewsletter and identify for themselves that there is value in attending the one next quarter.

Common sense isn't it?

While many of you reading will be shouting "this is common sense" I am happy to bet there is an equal amount who is thinking – "it *is*, but *we* don't do it".

Of course it's not rocket science and it's not hard to achieve but it does make a huge difference.

It means that people receive information about you which is relevant to *them* at that specific time and they receive it at a frequency which is comfortable for *them* at that specific time. Just as importantly they receive it in a manner which is appropriate for them at that specific time. Of course, as people move through the sales cycle and become more "educated", the frequency increases and medium changes.

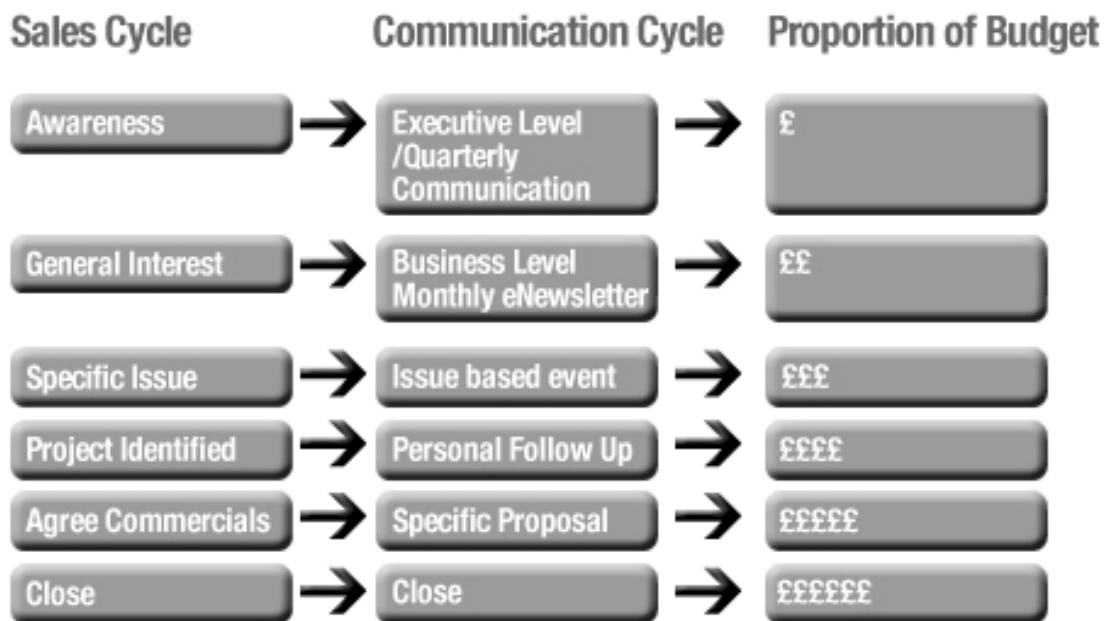
The net result of this is that your messages are better received and better understood.

That's great from the customers' perspective. From your perspective it's also hugely cost effective too.

If all your marketing messages are sent at the same volume, not only will a good deal of them fail to be heard but it will also cost you an arm and a leg.

What is the point in spending the same proportion of your marketing budget on people who are only ever going to influence or may not purchase for 12 months as those who are ready to buy today? **There is simply no need.**

Your spend *might* look a little like this:



If you line up the right type and frequency of communication with the prospect's position in the sales cycle you will see immediate improvements in efficacy and efficiency.

It's not hard to achieve, no matter how complex your organisation.

Give us a call or drop us a line and we'll come and talk it through with you.

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