



Prescription for Healthy Marketing ROI

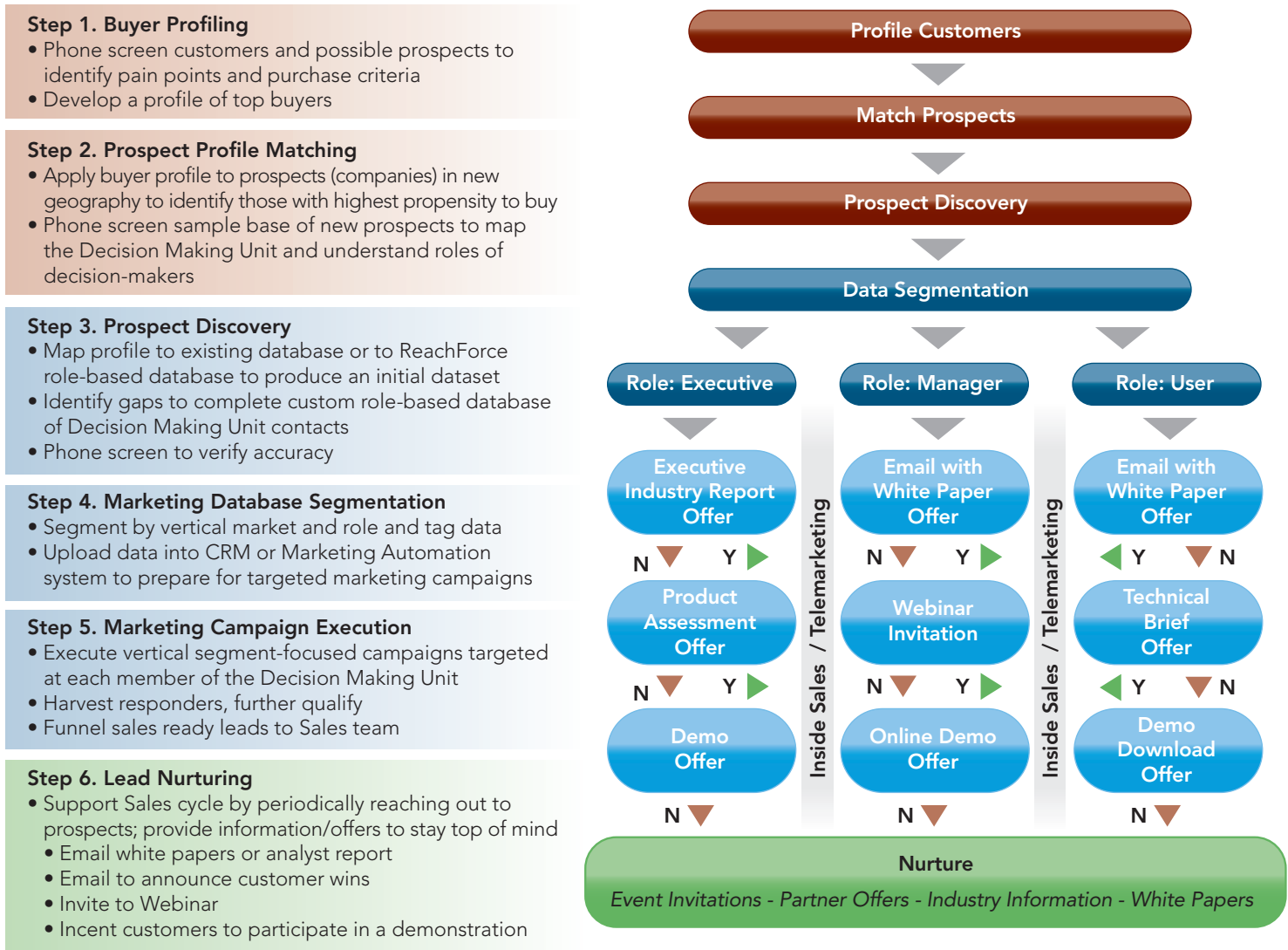
Make the most of your ReachForce data with this prescription for best practices.

CASE: B2B Marketer faced with expanding into a new world of buyers.

SYMPTOMS: Unknown at present. Possible side effects & risks include:

- ✓ Loss of time penetrating new market
- ✓ Inefficient & costly demand generation "experiments"
- ✓ Longer sales cycles
- ✓ Lack of marketing and sales pipeline predictability

PRESCRIPTION: Use these best practices and take a more deliberate approach to targeting new buyers in new countries.



As with every prescription there are side effects to watch out for. If you experience a communication breakdown between sales and marketing, STOP and get help. For best results engage with sales before launching the new program and ensure they are on board to provide guidance and feedback throughout the process.

Before starting to explore your new world of buyers remember your dollars and sense. To execute a healthy ROI generating program it's important to map out each step of the building process taking into consideration your budget, timing and appropriate follow up activity.

On the back of this page you'll find a template to help you build out your own lead generation programs.



Prescription for Healthy Marketing ROI

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Program Objective: _____

Program Budget: _____

Program Details: _____

WHO is the target audience for this program?

WHAT message and offer are you trying to get to these potential buyers?

HOW are you going to get this message and offer to targeted prospects? (i.e. email, direct mail, online event offers, etc.)

WHEN is the program going out?

- Step 1. Buyer Profiling**
 - Phone screen customers and possible prospects to identify pain points and purchase criteria
 - Develop a profile of top buyers
- Step 2. Prospect Profile Matching**
 - Apply buyer profile to prospects (companies) in new geography to identify those with highest propensity to buy
 - Phone screen sample base of new prospects to map the Decision Making Unit and understand roles of decision-makers
- Step 3. Prospect Discovery**
 - Identify gaps and augment data with a custom role-based database
 - Phone screen to check for accuracy
- Step 4. Marketing Database Segmentation**
 - Segment by vertical market and role and tag data
 - Upload data into CRM or Marketing Automation system to prepare for targeted marketing campaigns
- Step 5. Marketing Campaign Execution**
 - Execute vertical segment-focused campaigns targeted at each member of the Decision Making Unit
 - Harvest responders, further qualify
 - Funnel sales ready leads to Sales team
- Step 6. Lead Nurturing**
 - Support Sales cycle by periodically reaching out to prospects; provide information/offers to stay top of mind
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