



Prescription for Healthy Marketing ROI

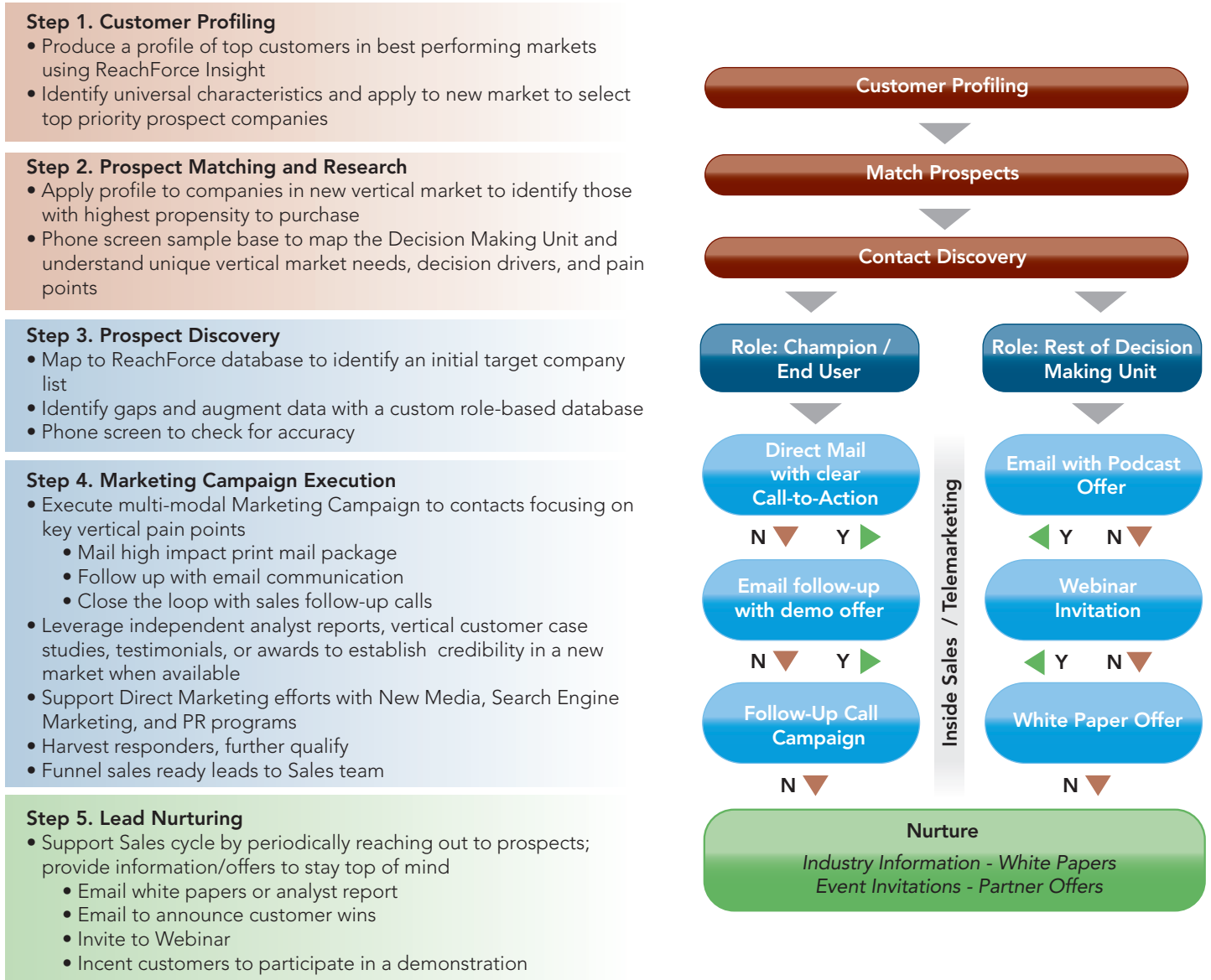
Make the most of your ReachForce data with this prescription for best practices.

CASE: B2B Marketer faced with targeting a new vertical market segment

SYMPTOMS: No knowledge of market specific needs and requirements, few contacts and a small reference base.
Possible side effects and risks include:

- ✓ No Marketing & Sales pipeline predictability
- ✓ Poor Marketing results
- ✓ Long lead times to develop initial accounts

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



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

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

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. Customer Profiling

- Produce a profile of top customers in best performing markets
- Identify universal characteristics and apply to new market to select top priority prospect companies



Step 2. Prospect Matching and Research

- Apply profile to companies in new vertical market to identify those with highest propensity to purchase
- Phone screen sample base to map the Decision Making Unit and understand unique vertical market needs, decision drivers, and pain points



Step 3. Prospect Discovery

- Map profile to existing database or to ReachForce role based database for target companies and contacts
- Identify gaps and augment data with a custom role-based database
- Phone screen to check for accuracy



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Step 4. Marketing Campaign Execution

- Execute multi-modal Marketing Campaign to contacts focusing on key vertical pain points
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- Leverage independent analyst reports, vertical customer case studies, testimonials, or awards to establish credibility in a new market when available
- Support Direct Marketing efforts with New Media, Search Engine Marketing, and PR programs
- Harvest responders, further qualify
- Funnel sales ready leads to Sales team

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Inside Sales / Telemarketing