

# Marketing, Consistent Leads, and Revenue

## Introduction

One of the positive transitions organizations make as they grow is to move from infrequent to continuous sales. They have a group dedicated to market and sell while everyone else are working – with one objective – to stop living a feast or famine existence. It is very difficult to grow a company when you only market when there is no work and people are available.

## What You Need to Know

This Executive Summary will cover the 3 Elements needed to create Continuous Revenue from Marketing:

1. Outsource or Hire
2. Surround Your Sweet Spot
3. Always Campaigning

**1. Outsource or Hire.** The major reason small businesses live a feast or famine existence is the lack of marketing during busy periods. When everyone is engaged in servicing closed deals, nothing is happening about the next down period. The best short-term move is to find an external expert with marketing experience. If they work out, you have a potential marketing hire.

**2. Surround Your Sweet Spot.** Given the current environment of permission based marketing (and selling), the place to start is devising a marketing strategy that surrounds your perfect customer. This is a covert approach where you are not marketing directly to them, rather your information is everywhere they are and you can quickly move your brand from unknown to a higher level of awareness in the marketplace.

**3. Always Campaigning.** This is the overt part of marketing. Every day of every week you are reaching out and touching your perfect customers with valuable information – not a sales pitch. You are educating to make them more informed buyers and therefore better consumers of YOUR products and services. It also inoculates (prevents infections) from the marketing messages of your competitors.

## What You Need To Do

**1. Outsource or Hire.** Start with separating Business from Consumer customers. Selling to Businesses is ultimately about competitive advantage – how does your offer improve theirs. Selling to Consumers is all about lifestyle – how does your offer enhance what they and others think of them:

- Ask for referrals – you are already a consumer of overt marketing, who in your area has an impressive image, a company that has created a favorable impression and you have never done business with them? Most are better at marketing to consumers or businesses – few are good at both;

- Have local marketing consultants bid – create a statement of work and ask local consultants to bid. It is smart to visit their online presence (if it sucks – move on) and offices to get a handle on how they manage their business – never hire consultants that don't eat their own dog food;
- Post bids on online freelance boards – although it is better to hire locally and establish a face-to-face relationship, you can find excellent resources virtually and anchor pricing from local consultants.

**2. Surround Your Sweet Spot.** When you were developing the brand one requirement was to identify the ideal or perfect customer. You can have more than one but it is imperative you have a clear picture of who they are, what are their preferences and priorities, and how they make buying decisions. You want to surround them with messaging so when the time comes to for the first touch – they know who you are.

- Business to Business (B2B) – the essence of your offer is how it impacts competitive advantage – how does your offer impact their ability to do business or help them help their customers?
- Business to Consumer (B2C) – the essence of your offer is how it impacts lifestyle – how does your offer impact how customers see themselves and how others see them?
- Plot their Molecule – where do they live, how do they get to the office, where do they shop, where do they eat, what do they read or listen to, what organizations are they members of, etc., where should you place covert messages to surround them?

**3. Always Campaigning.** Marketing is to create awareness for your company and offer, and to get the customer to take action. When they take advantage of a free offer or call about some information – they just gave permission to include them in the overt process.

- Publishing on Schedule – determine which social media platforms best fit your perfect customer(s) and use it to highlight bi-weekly articles on your blog - the issue is consistent publishing;
- List Curation – whether you buy a list, create one, or both, managing your lists are essential to identify which message goes to whom;
- A/B Testing – the smartest (and cheapest) method for running a marketing campaign is to run two side-by-side with some variation, this is used to determine which approach works the best to maximize your marketing spend.

## Where You Can Get Help

**1. Outsource or Hire.** For more information on Outsourcing or Hiring for Marketing – click [GreenMark Consulting Group](#).

**2. Surround Your Sweet Spot.** For more information on Identifying Your Sweet Spots Molecule – click [GreenMark Consulting Group](#).

**3. Always Campaigning.** For more information on Creating Marketing Campaigns that Work – click [GreenMark Consulting Group](#).

## Summary



Move from revenue feast or famine by Hiring or Outsourcing a Marketing position, Surrounding the Perfect Customer with Messaging, and Continuously Engaging the Interested. For more information [contact William Eastman @804.433.3886](#).