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Say **NO** to Random Acts of Marketing

Most do it, just say no.


Jeff Marchesiani CEO, TruNorth Advisors

A hand holding a silver compass against a sunset background with mountains in the distance.

TRUNORTH
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A "random act of marketing" [R.A.M] refers to marketing activities or tactics conceived and executed independently without aligning to a broader, cohesive marketing strategy or plan. These actions are often planned in silos by different departments or individuals, lacking coordination and integration with the company's overall marketing objectives. This can result in fragmented efforts that may not effectively contribute to the long-term goals or brand consistency, potentially leading to wasted resources and missed opportunities.



Problem with R.A.M.

01

Inconsistent Branding

Without a unified strategy, marketing messages and visuals can become inconsistent, diluting the brand identity and confusing the audience.

03

Poor Customer Experience

Disjointed marketing efforts can result in a fragmented customer journey, reducing the effectiveness of customer engagement and satisfaction.

02

Wasted Resources

Efforts and budgets may be spent on initiatives that don't align with overall goals, leading to inefficiencies and missed opportunities for more impactful activities.

04

Lack of Measurable Results

Isolated tactics are harder to track and measure against key performance indicators, making it difficult to determine their impact and return on investment.

05

Inefficient Use of Time

Teams may spend excessive time on redundant or low-impact activities instead of focusing on high-value, strategic initiatives.

07

Competitive Disadvantage

Companies practicing random acts of marketing may fall behind competitors who have a cohesive, strategic approach that effectively leverages all marketing channels and resources.

Problem with R.A.M. (cont'd)

06

Missed Synergies

Without coordination, marketing efforts miss out on the synergistic benefits that come from integrated campaigns, where the combined impact is greater than the sum of individual actions.

Aligning your business strategy with a sales and marketing plan that includes pre-defined, agreed-upon, trackable, and reportable metrics will lead to better success and maximize resource use.



Strategic Alignment

Alignment of demand generation, sales, and marketing. This alignment is crucial for driving business growth, especially in the B2B tech sector.



Maximize resource efficiency

Ensuring cohesive strategies, reducing redundancies, and enhancing the overall effectiveness of customer acquisition efforts.



Ensure consistent messaging

Ensures a unified brand image, enhances customer trust, improves communication efficiency, and strengthens overall marketing effectiveness



Improve lead quality and conversion rates

Ensuring that marketing generates leads that match the sales team's criteria and that both teams work together to nurture and convert those leads



Enhance customer experience

Ensuring seamless communication, personalized interactions, and consistent messaging throughout the customer journey.

Brand Building

Valued

The audience has received value from working with you.

04

Credible

The audience understands what you do and trusts that you can do it for them.

03

Understood

The audience has learned what you stand for and what you do.

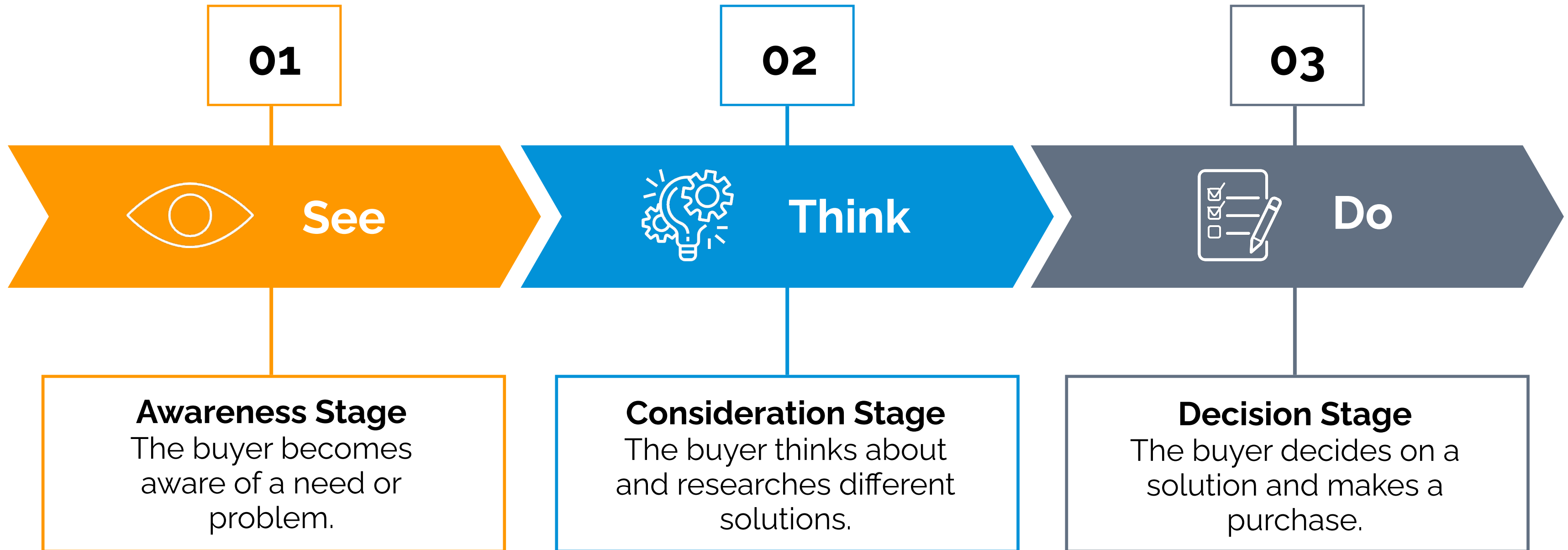
02

Exist

You are known to your audience.

01

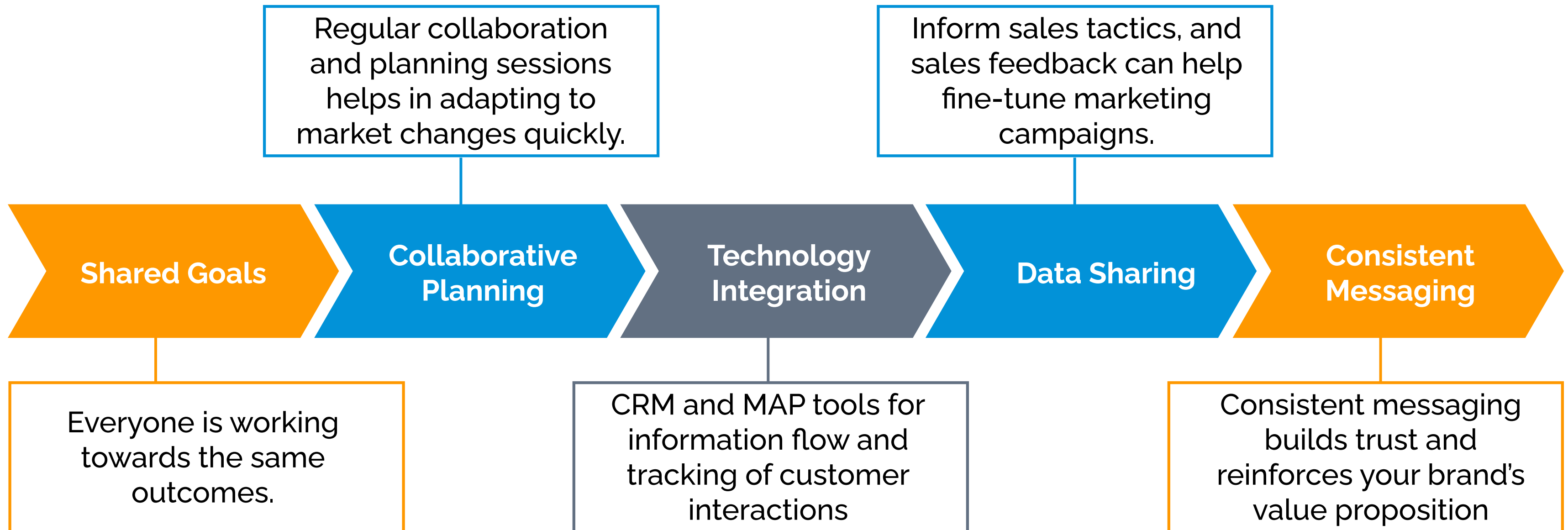
Buyer's Journey



Concept borrowed from Avinash Kaushik - <https://www.kaushik.net/avinash/>

Mechanics of Alignment

When you align these functions strategically, you create a seamless customer journey from awareness to purchase.



Goal Setting

We'll discuss the importance of setting clear, achievable goals and how to establish them effectively.



Clear goals help:

- **Provide Direction:** Goals give your team a clear focus and direction.
- **Measure Success:** They allow you to track progress and measure success.
- **Improve Accountability:** Goals increase accountability within your team.
- **Facilitate Planning:** They help you plan and allocate resources effectively.

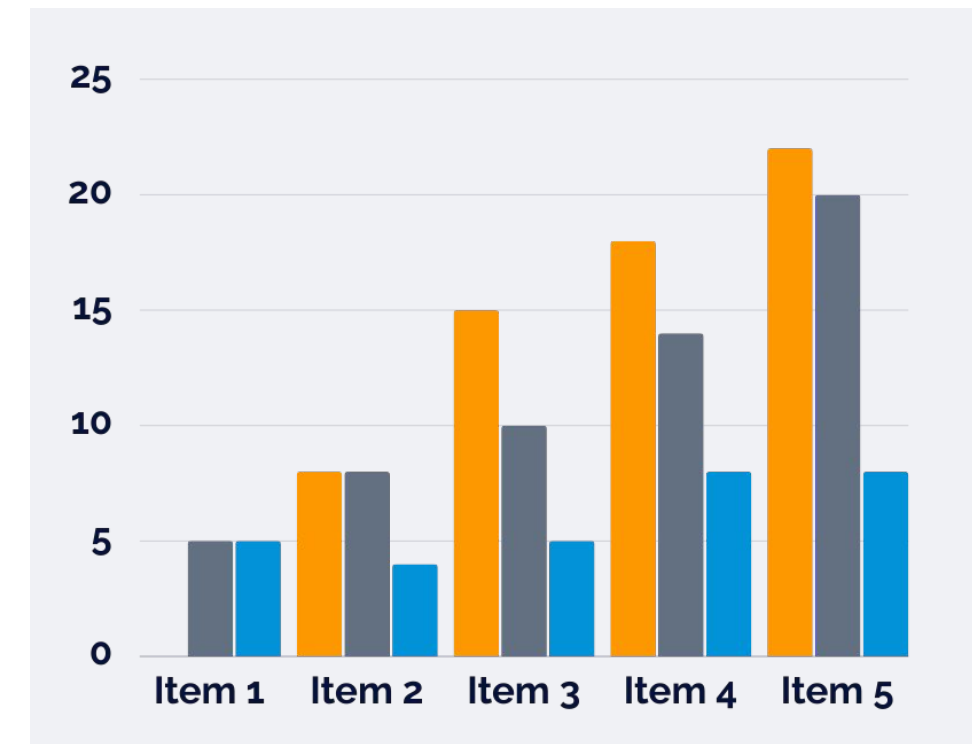
Define Your Objectives



1. **Strategy:** Overall approach
 2. **Plan:** Specific steps
 3. **Goals:** Destination (targets)
- What are our company's long-term and short-term strategy?
 - What is the business's exist strategy?
 - What is the sales strategy and plan to meet these goals?
 - How does marketing strategy and plan to support the sales plan?
 - What specific targets? Are they aligned?
 - Where are they going to be measured?

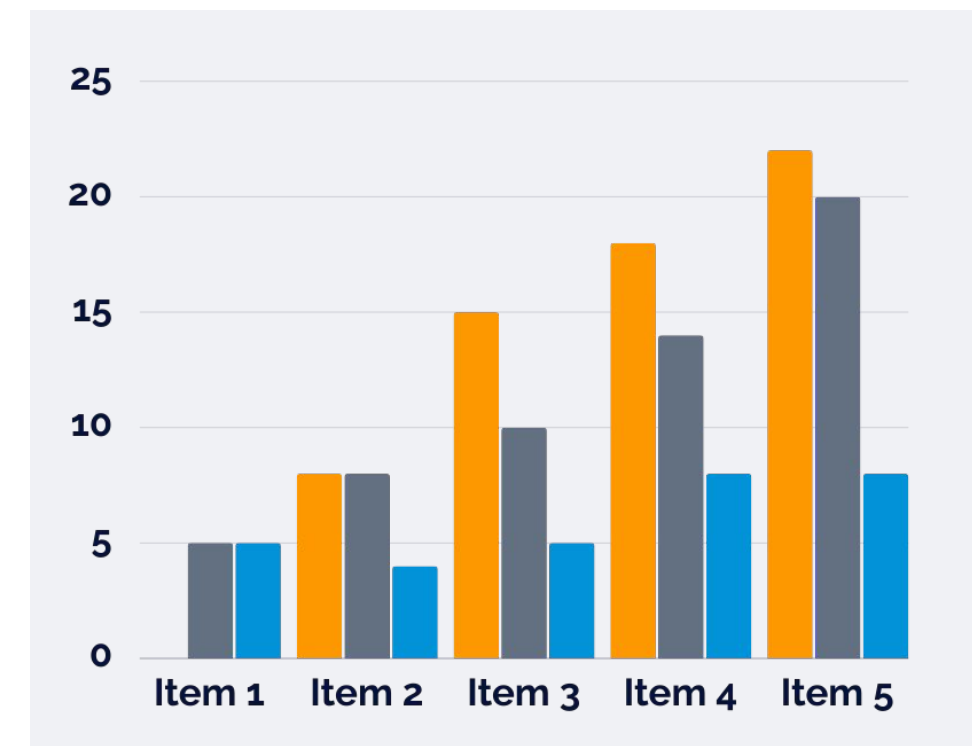
Sales Metrics

- **Sales Growth:** Tracks the increase in sales over a specific period.
- **Conversion Rate:** The percentage of leads that convert into actual sales.
- **Average Deal Size:** The average revenue generated per closed deal.
- **Sales Cycle Length:** The average time it takes to close a deal.
- **Customer Acquisition Cost (CAC):** The cost associated with acquiring a new customer.
- **Customer Lifetime Value (CLV):** The total revenue a business can expect from a single customer account.
- **Win Rate:** The percentage of opportunities that result in a successful sale.
- **Sales by Lead Source:** Tracks where successful sales originate.



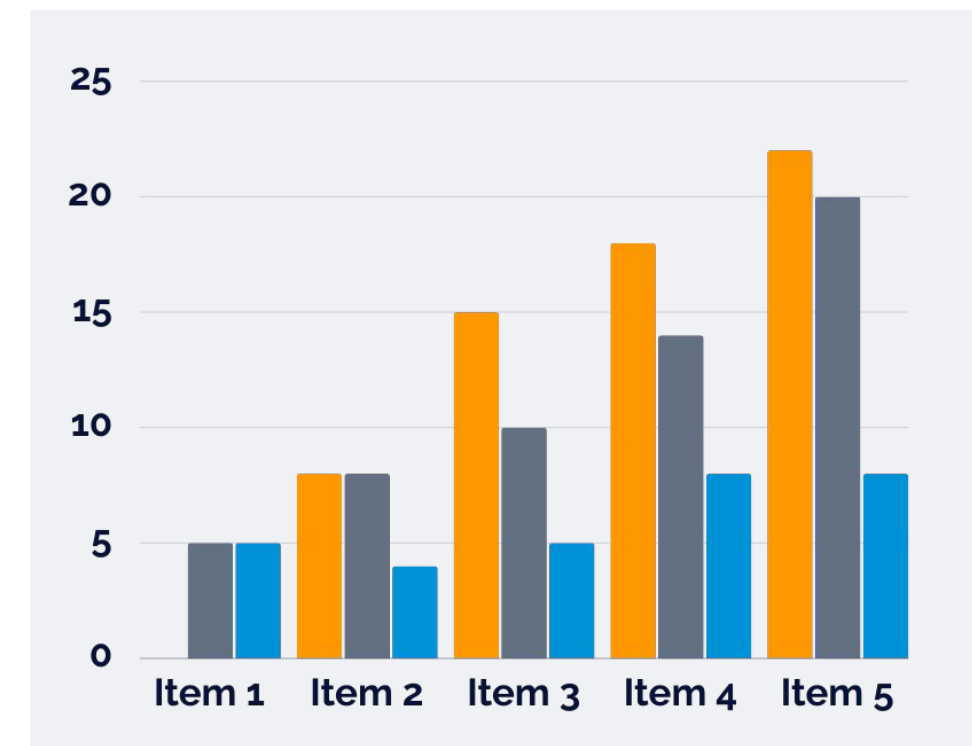
Marketing Metrics

- **Lead Generation:** The number of new leads generated over a specific period.
- **Marketing Qualified Leads (MQLs):** Leads deemed more likely to become customers based on marketing efforts.
- **Cost Per Lead (CPL):** The cost associated with acquiring a lead.
- **Return on Marketing Investment (ROMI):** The revenue generated from marketing efforts relative to the cost.
- **Engagement Metrics:** Includes website traffic, time on site, bounce rate, and social media engagement.
- **Campaign Performance:** Measures the effectiveness of specific marketing campaigns.
- **Brand Awareness:** Metrics like social media reach, mentions, and brand searches.
- **Customer Retention Rate:** The percentage of customers who continue to do business with the company over a specific period.



Shared Metrics

- **Lead-to-Customer Conversion Rate:** The percentage of leads that ultimately become paying customers.
- **Revenue Attribution:** Linking revenue directly to specific marketing campaigns and sales efforts.
- **Pipeline Growth:** The increase in the number of qualified leads moving through the sales funnel.
- **Customer Feedback and Satisfaction Scores:** Metrics such as Net Promoter Score (NPS) that gauge customer satisfaction and loyalty.
- **Churn Rate:** The rate at which customers stop doing business with the company.



Illustrations



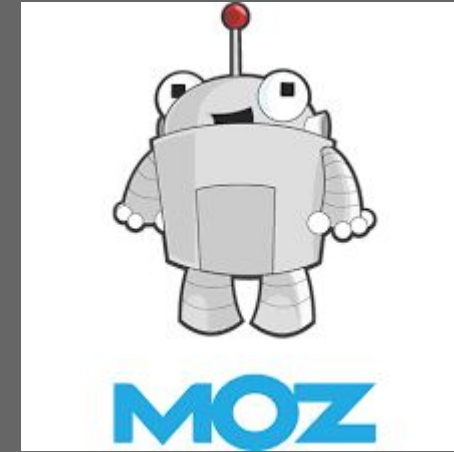
BambooHR

- **Conversion Rate:** Lead scoring systems to pass only high-quality leads to the sales team.
- **Sales Cycle Length:** Reduced as a result of more effective lead qualification and nurturing.



Basecamp

- **Lead Nurturing:** Integrating CRM and MAP tools, leading to higher engagement rates.
- **Sales Pipeline Growth:** Increased coordination and communication between teams.



Moz

- **Content Engagement Metrics:** Increased due to a unified strategy addressing customer pain points.
- **Customer Acquisition Cost (CAC):** Reduced due to more effective and targeted marketing efforts.

How to get started

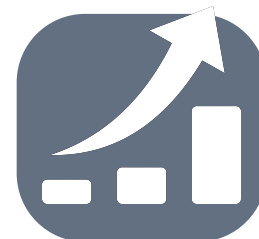
Measure the success/ failures



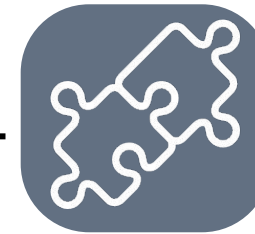
Resource plan and budget



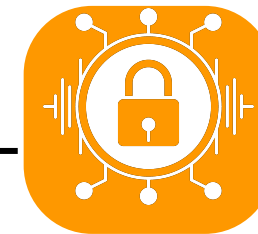
Establish goals



Activate the plan

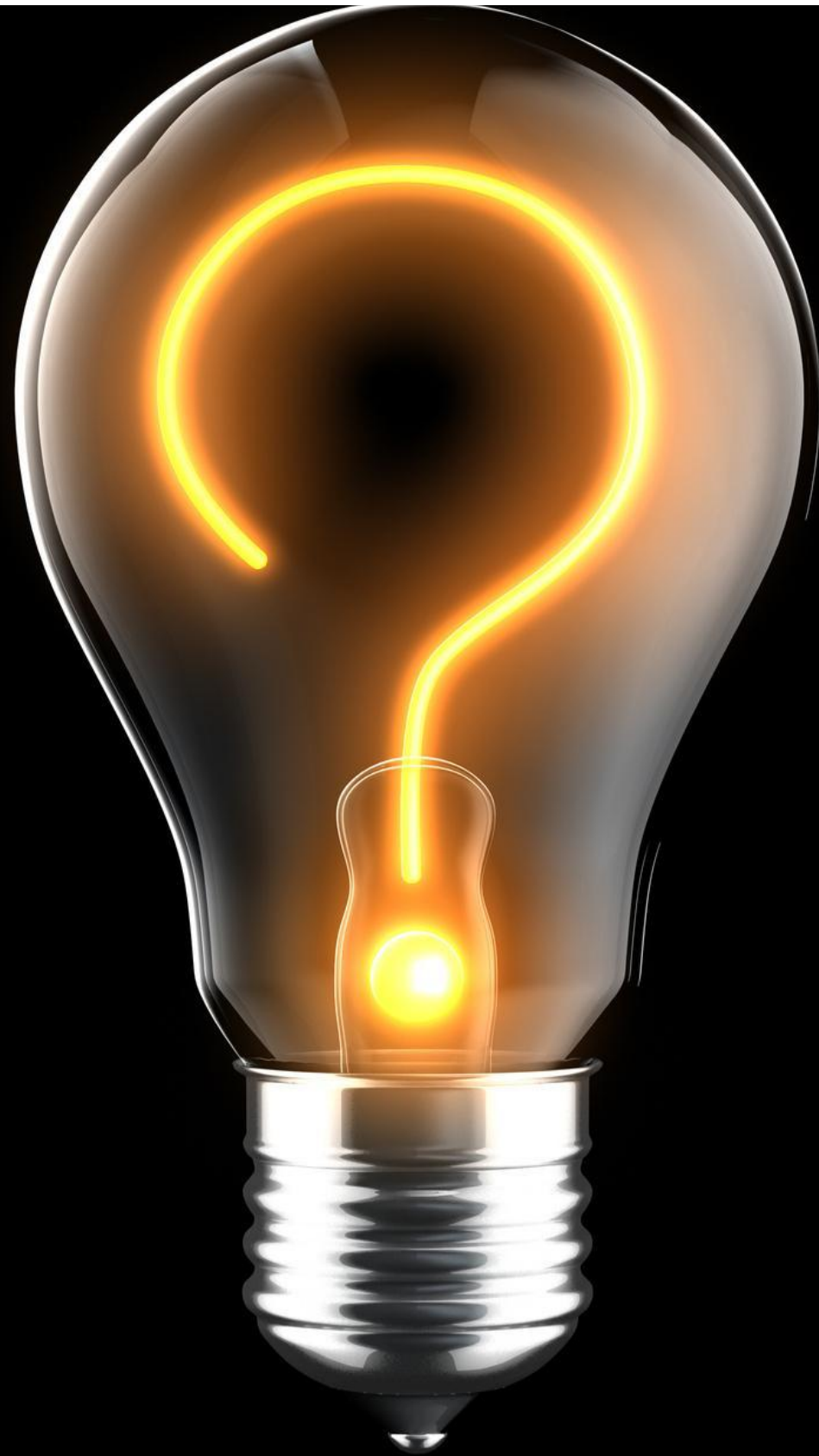


Sales/ marketing strategy & plan



Define business strategy





Ask Me Anything

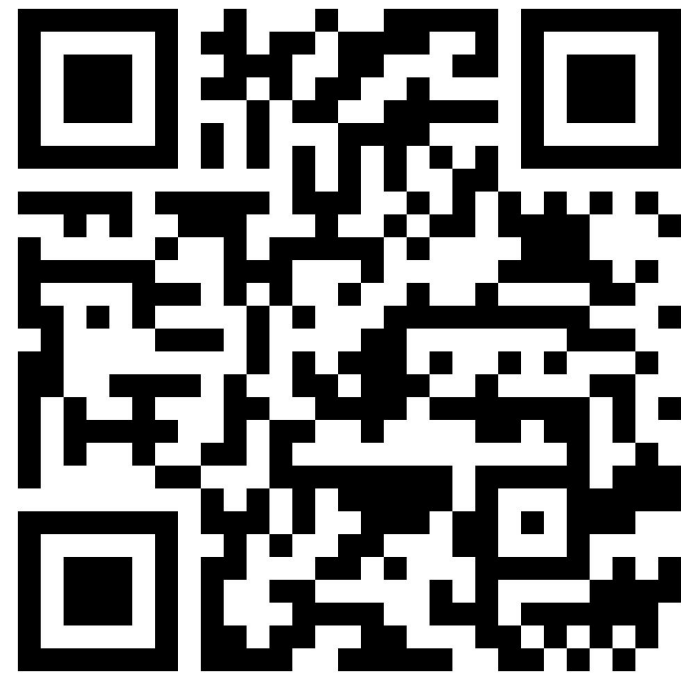
“We can't solve problems by using the same kind of thinking we used when we created them.”

– Albert Einstein



Contact

Schedule a discovery meeting:



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