

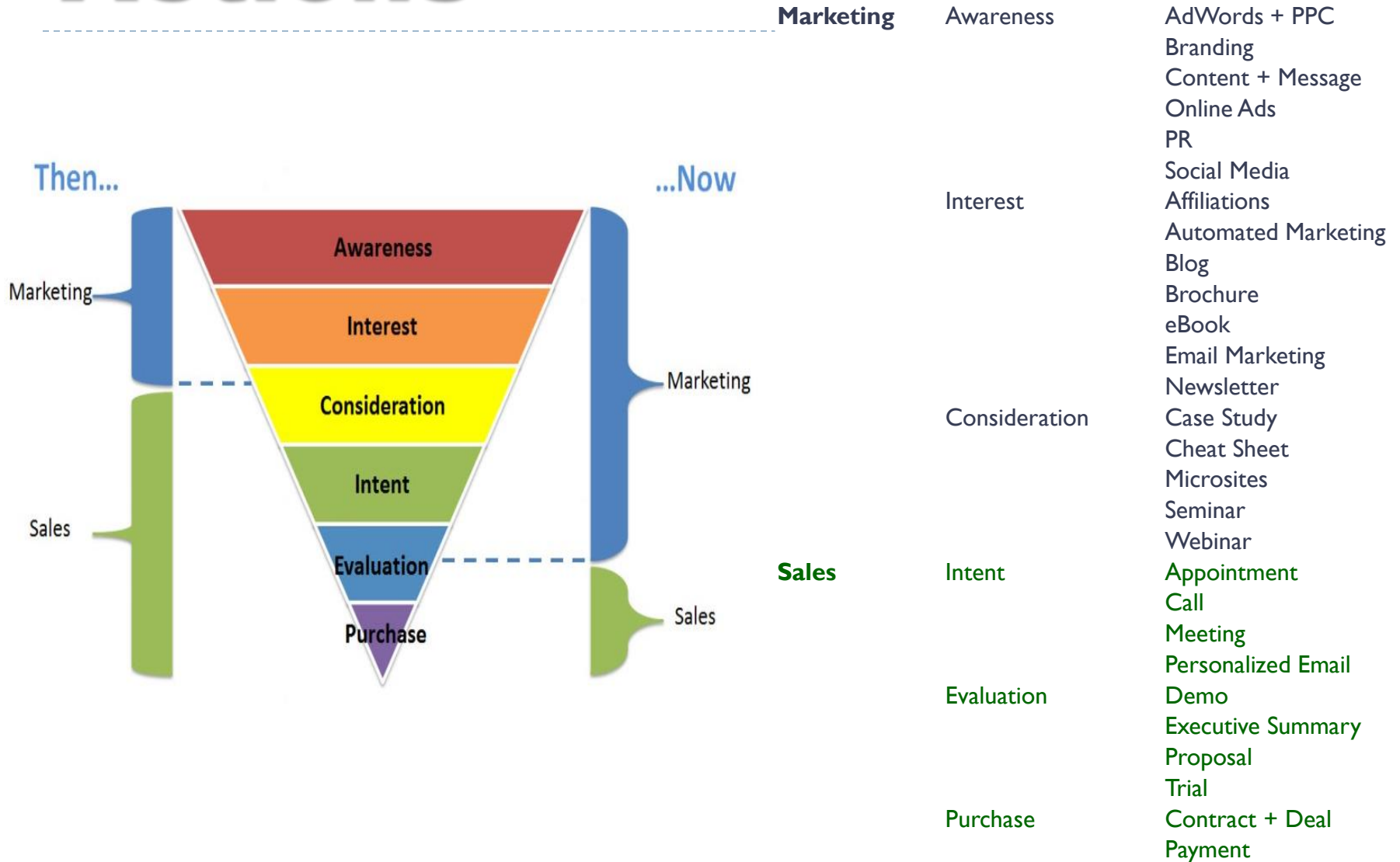


BUS DEV & MARKETING

Jed Reitler

Redacted Example

Actions



Marketing Build

- ▶ **Blog**
 - ▶ RSS, Subscribe, Images, Comments
- ▶ **Other Blogs**
 - ▶ Comment, Discussion, Forums
- ▶ **Newsletter**
 - ▶ Information, Value
- ▶ **Automated Email**
 - ▶ Personalized Thanks, Value, Offerings
- ▶ **eBooks**
 - ▶ Leadership, Influence, Resources
- ▶ **Press Releases**
 - ▶ Updates, Events, Contact Information
- ▶ **Landing Pages w/ Analytics**
 - ▶ Brand, Tracking, Personalization
- ▶ **Social Media**
 - ▶ Connections, Interactions, Prospecting
 - ▶ LI, Tw, G+, FB, SS, Pin, YT, Pin, Inst

- ▶ **PPC**
 - ▶ Google AdWords
- ▶ **Online Ads**
 - ▶ NTLA, TSR
- ▶ **SEO**
 - ▶ Blogs, Social, Referral Links
- ▶ **Webinars**
 - ▶ WebEx
- ▶ **Events**
 - ▶ Conferences, Trade Shows

Mobile-Friendly



Marketing Integration

Value Proposition

Website

MarComm

Blog

Press
Releases

Expand Digital Marketing

Auto Email

eBook

Microsite

Newsletter

Social Media

Paid Promotion

Ad

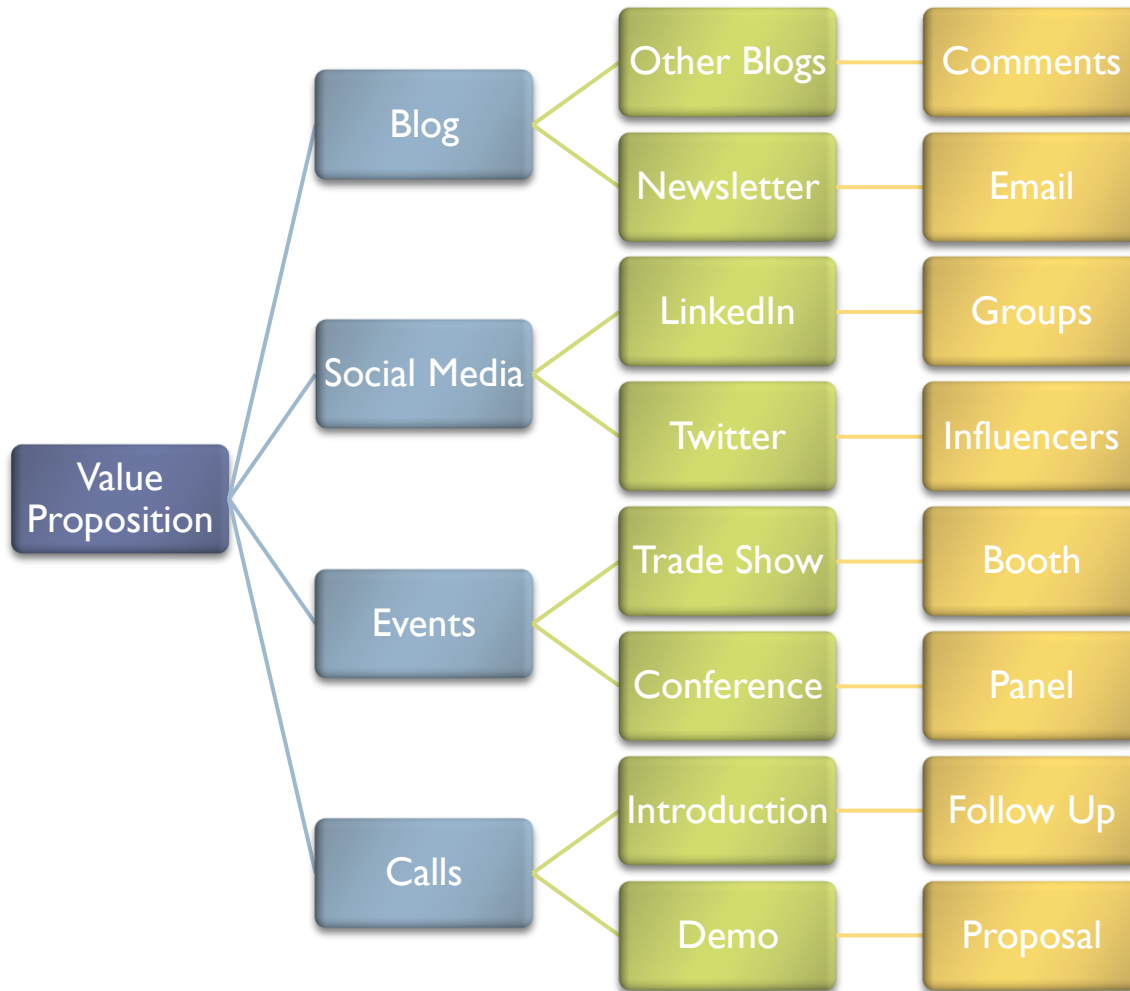
PPC

Webinar

Event



Content Distribution



Marketing Metrics

	Blog	Email	eBook	News	Webinar	PPC	TSR Ad	Assoc	Referral
Marketing Reach by Channel									
Impressions									
Click Throughs									
Website Visits by Source									
Campaigns, Referrals, Email, NTLA									
Social, PPC, Blog, Direct Traffic									
Leads Generated by Source									
Campaigns, Referrals, Email, NTLA									
Social, PPC, Blog, Direct Traffic									
Clients Sourced by Marketing									
% Clients from Marketing									
Visit to Prospect Performance									
% Prospects from Visits									
Prospect to Client Performance									
% Clients from Prospects									
Top Campaigns									
Success Stories									
Best Practices									
Market Penetration									
Market Share vs. Competitors %									
Market Contribution %									
Clients (Customers)									
Customer Experience (Sat, Retention)									
Loyalty %									
Channels									
Expense / Revenue by Channel									
Channel Mix									
Channel Performance to Plan									
Value Propositions									
Win Ratio									
Competitive Replacement									
Margin % Trend									



Sales Metrics

	Cold Call	Warm Call	Cold Email	Warm Email	Convers	Appmt	Demo	Proposal	Close
Activities to Plan									
Separate calls from conversations									
Granular CRM tracking for improvement									
Conversion Rates									
Calls to Conversations									
Emails to Conversations									
Sales Cycle Time									
From Lead to Client									
Time to Cash									
Time to Respond									
Actual									
Perceived (Survey)									
Client Scheduling									
% Appointments Kept									
% Demos Kept									
Win Rate									
% Demos to Proposal									
% Proposals to Contract									
Cross-Selling									
Additional Features/Services Sold									
Average Deal Size									
Sales and Marketing Funnel									
ARPU									
CAC									
ROI by Lead Source									
Total Touches by Account									
Pipeline									
Gap (Target - Current)									
Forecast									



Goals

- ▶ **5,000 Targets**
 - ▶ All market segments
 - ▶ 2% marketing conversion
 - ▶ 2% sales conversion
- ▶ **200 Leads**
 - ▶ 25% sales conversion
- ▶ **50 Potentials**
 - ▶ 10% to 20% team conversion
- ▶ **5 to 10 Deals**



Target Revenue \$ _____



Metrics

▶ Marketing

- ▶ Reach
- ▶ Response
- ▶ Lead Generation

▶ Sales

- ▶ Activities
- ▶ Prospect Conversion
- ▶ Cycle Time
- ▶ Pipeline
- ▶ Forecast
- ▶ Win Rate

