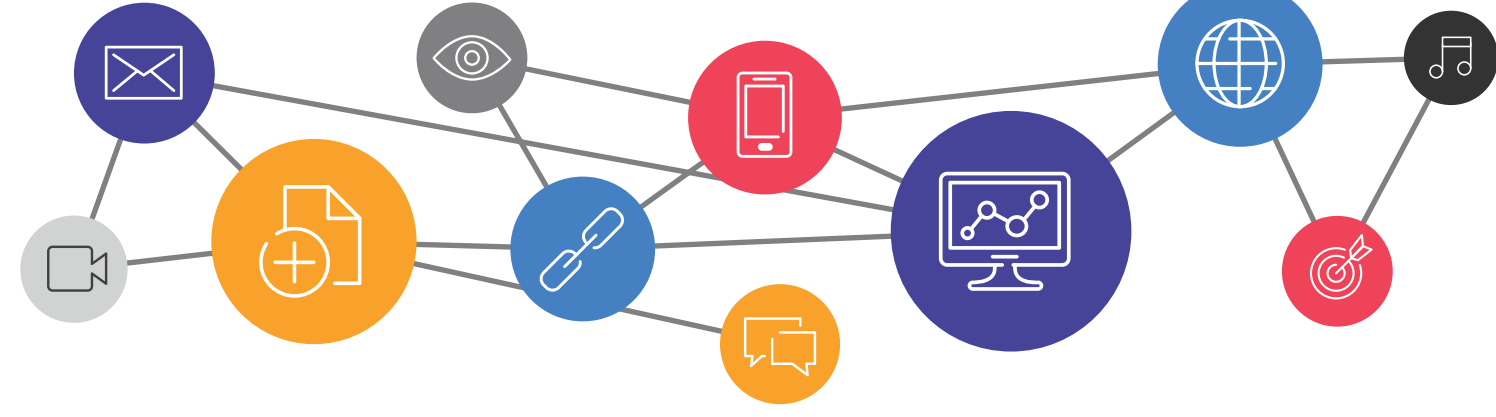


Go-To-Market B2B Checklist

A Step-by-step Guide To Revenue Achievement

Leveraging An Integrated Marketing Strategy



Integrated Marketing: Think 1 + 1 = 3

What do I do first?

As you embark to develop an integrated marketing strategy, the question you might ask is “What do I do first?” The following provides a Go-to-Market checklist that not only offers a comprehensive list of key programs to consider, but it also outlines the sequence in which you should consider implementation.



Prerequisite to Integrated Marketing

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Two words: **BRAND DEVELOPMENT**. You cannot even begin an Integrated Marketing strategy without first building a strong brand that clearly articulates who you are and how you're different from competitors. Only then can you consider the following “Three-Step” Program:

1

Attract

Fill the funnel using owned media assets.

Your media assets — especially your website and social media channels — are critical to attracting and engaging with prospects and existing customers. Quality content is what drives the best ones into your funnel, so you'll be including:



Website Optimization

Offering an intuitive information architecture and easy navigation



Web Content

Including a clear articulation of your company's differentiators



Custom Landing Pages

With specific calls to action



SEO and Paid Search

Content that resonates with users and connects with them via search engines



Social Media Content

Incorporating thought leadership and informative tools as lead magnets

2

Convert

Warm the prospect toward sales acceptance.

Conversion requires both **AUTOMATED** lead nurturing (using marketing software like Eloqua, Marketo, or Hubspot) AND effective **IN-PERSON** sales engagement. Alignment between sales and marketing is key, so you'll be working together on:



Tradeshows and Events

With a focus on face-to-face engagement and intimate customer events.



Digital Media

To engage with customers via digital channels with applied retargeting.



Lead Management

With a process for prompt follow-up to customer inquiries.



Email Nurture

Including informational touches to increase purchase consideration.



Direct Mail

That provides content to support the buying process.

3

Close

Overcome final objections to a signed contract.

Marketing isn't off the hook just because Sales accepted a lead. Marketing supports the close with specific case studies and third-party endorsements. And regardless of whether an opportunity is won or lost, marketers should ALWAYS feed data back into their measurement tools to better inform future efforts. This step includes:



Testimonials and References

Leveraging recent successes that addressed customer needs



Case Studies

That evangelize win-wins as to successful customer engagement.



Analyst Research

To effectively influence the influencers by providing timely updates.



Lead Conversion

Using effective sales enablement initiatives to support contract close.



Marketing Measurement

While adding key performance indicators to guide continuous improvement.

CMG Partners is here to guide you through this process. Get in touch with us today.