



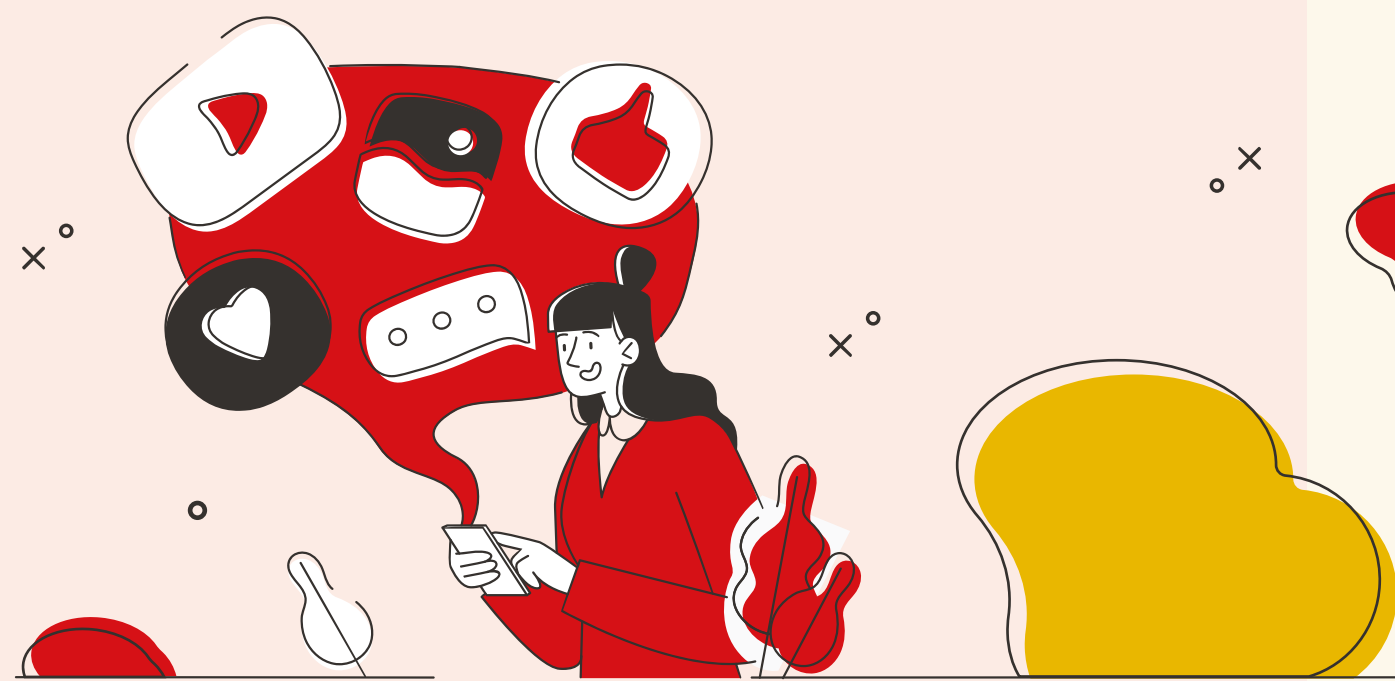
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MEANINGFUL COMMERCE FRAMEWORK

B2B Marketing & Sales that matters

Discovery

Attract potential customers through marketing efforts



Explore

Engage & understand customer needs, create positive impression



Buy

Streamline purchasing process, make it easy for customers



Post-Sale

Cross - & upsell, prevent churn, win-back, create ambassadors & wow customers



STRATEGIC LEVEL

- ▶ Education & inspiration
 - Customer centric caring and in a respectful way. What's in it for the customer?
- ▶ Transparency about (dis) advantages and suitability
- ▶ Frictionless experience
- ▶ Define location for servers
 - Europe or United States
- ▶ Humanized technology

TACTICAL LEVEL

- ▶ Storytelling
- ▶ Self-service
- ▶ They ask, you answer
- ▶ Privacy by design
 - AVG/GDPR
- ▶ What not to do:
 - buys lists, bother prospects, outbound outreach

OPERATIONAL LEVEL

- ▶ Podcast, blogs and video
 - demos generic
- ▶ Minimal use of forms
- ▶ Explanation videos
- ▶ Thought leadership
 - posts on social and keynotes & public speaking
- ▶ Inspirational emails
- ▶ ABM-Marketing
- ▶ Awareness advertising
 - social nurturing

CHANNELS & TOOLS

- ▶ Marketing Automation
- ▶ Social
- ▶ Video

STRATEGIC LEVEL

- ▶ Self-qualification
 - does the product suit the need?
- ▶ Buyer enablement
 - Offer tools that enable prospect to take next steps in the buyer journey
- ▶ Humanized technology
- ▶ Be the guide, be caring & respectful and create a frictionless experience
- ▶ Sales reach out
 - when prospect shows right intent
- ▶ Consultative selling
 - knowledgeable

TACTICAL LEVEL

- ▶ Frictionless experience
 - Marketing -> Sales
- ▶ Gamification and interactive content
- ▶ Intent based scoring
- ▶ Segmentation
- ▶ Sales Enablement
 - to enable confident, collaborative, and data-savvy sales reps
- ▶ Privacy by design
 - AVG/GDPR
- ▶ Inbound Marketing

OPERATIONAL LEVEL

- ▶ Progressive profiling
 - Buyer enablement Email Flow provide an online calculator, case studies, benchmark, simulators, connectors, recommenders, advisors, diagnostics
- ▶ Self scheduling
 - Calendly, Microsoft Bookings
- ▶ Tailor made demo
- ▶ Outreach to Contact
 - to schedule appointment

CHANNELS & TOOLS

- ▶ Marketing Automation
- ▶ Social
- ▶ Sales Automation
- ▶ Sales Enablement
- ▶ CRM
- ▶ Video

STRATEGIC LEVEL

- ▶ Caring and respectful
 - Take prospect by the hand = emphasis how solution helps solve their problem
- ▶ Frictionless experience
- ▶ Humanized technology

TACTICAL LEVEL

- ▶ Sales Enablement
- ▶ Define clear and practical offer
- ▶ Privacy by design
 - AVG/GDPR

OPERATIONAL LEVEL

- ▶ Use of clear language
- ▶ Interactive proposal
- ▶ Live video calls
 - Zoom/Teams
- ▶ Recorded proposal
 - explanation videos Vidyard
- ▶ Digital Sales Room
- ▶ Email flow
 - Proof of right decision content, cognitive dissonance

CHANNELS & TOOLS

- ▶ Marketing Automation
- ▶ Sales Automation
- ▶ Sales Enablement
- ▶ CRM
- ▶ Video
- ▶ Proposal Software

STRATEGIC LEVEL

- ▶ Caring and respectful
 - Take prospect by the hand = emphasis how solution helps solve their problem
- ▶ Create and pamper ambassadors / vips
- ▶ Activate and stimulate customers product usage
- ▶ Active churn management
- ▶ Humanized technology

TACTICAL LEVEL

- ▶ Onboarding
- ▶ Worthy end of customer relationship
- ▶ Privacy by design
 - AVG/GDPR

OPERATIONAL LEVEL

- ▶ Welcome onboarding flow
- ▶ Activation & stimulation
 - flow
- ▶ Mailing aimed at customers
- ▶ VIP customers
 - get extra attention, loyalty, first to know
- ▶ Loyalty program
- ▶ Customer events

CHANNELS & TOOLS

- ▶ Marketing Automation
- ▶ Social
- ▶ Sales Enablement
- ▶ CRM
- ▶ Video