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 & up-sell, prevent churn, win-back, create ambassadors & wow customers

STRATEGIC LEVEL
- Education & inspiration
- Customer centric caring and in a respectful way
- Transparency about (dis)advantages and suitability
- Humanized technology

TACTICAL LEVEL
- Storytelling
- Self-service
- They ask, you answer
- Privacy by design AVG/GDPR

OPERATIONAL LEVEL
- Podcast, blogs and video demos generic
- Minimal use of forms
- Explanation videos
- Thought leadership posts on social and keynotes & public speaking

CHANNELS & TOOLS
- Marketing Automation
- Social
- Video

STRATEGIC LEVEL
- Frictionless experience
- Define location for servers Europe or United States
- Humanized technology

TACTICAL LEVEL
- What not to do: buy lists, bother prospects, outbound outreach

OPERATIONAL LEVEL
- Progressive profiling
- Buyer enablement
- Email Flow provide an online calculator, case studies, benchmark, simulators, connectors, recommenders, advisors, diagnostics

CHANNELS & TOOLS
- Marketing Automation
- Social
- Sales Automation

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

TACTICAL LEVEL
- Frictionless experience
- Marketing – Sales
- Gamification and interactive content
- Intent based scoring
- Segmentation

OPERATIONAL LEVEL
- Self scheduling
- Tailor made demo
- Outreach to Contact to schedule appointment

CHANNELS & TOOLS
- Marketing Automation
- Social
- Sales Automation
- CRM
- Video

STRATEGIC LEVEL
- Be the guide, be caring & respectful and create a frictionless experience
- Sales reach out when prospect shows right intent
- Consultative selling knowledgeable

TACTICAL LEVEL
- Sales Enablement to enable confident, collaborative, and data-savvy sales reps
- Privacy by design AVG/GDPR
- Inbound Marketing

OPERATIONAL LEVEL
- Use of clear language
- Interactive proposal
- Live video calls Zoom/Teams
- Recorded proposal explanation videos
- Vidyard

CHANNELS & TOOLS
- Marketing Automation
- Sales Automation
- Sales Enablement

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
- 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
- Proposal Software