

MARKETING WORKSHOP

ABOUT METIS

We create business value through integrated communications. We work with you to align marketing, PR and awareness strategies within your sales and business development functions, so we have a holistic view of client programs to provide measurable ROI.

BY THE NUMBERS



global partner network



remote-first team in 6 states



25 team members



18 years in business



1 pro bono account



90% referral rate



30+ funding & exit events



50+ product & company launches

INDUSTRY RECOGNITION



THE TOP MARKETING AGENCIES OF 2022



11 digital agencies in Boston engaging audiences and building brands





MARKETING ANALYSIS

MARKETING OVERVIEW

What is marketing?

Marketing consists of strategies and processes that generate prospects for the sales team and customers for the business as a whole. Marketers help their business reach new people, turn them into high-quality leads and drive demand for products or services. They also communicate with customers to make them aware of the latest products and features, both to promote these updates and to act as guides.



YOUR BIGGEST MARKETING CHALLENGES

Positioning ourselves in a **crowded market**.

What do we need to **take action** on first to get a baseline understanding before we **strategize and plan** to "improve" our marketing efforts?

We are **hyper-focused** on creating content that resonates with our target prospects and we are constantly trying to find topics that will help us **find and close leads**.

Strategies for **audience growth**.

YOUR BIGGEST MARKETING CHALLENGES

What are some **effective methods** for making a smaller marketing budget stretch?

Putting out content that **converts into leads** and knowing when/how to get it in front of the right people.

Rightsizing what we can spend on **marketing vs. sales/biz dev.**

WHY IS MARKETING SO TOUGH?

1

SERVICES ARE INTANGIBLE (*FOR MOST AGENCIES*)

2

COMPETITIVE DIFFERENTIATION

3

SPECIALIZED & COMPLEX SERVICE OFFERINGS

4

EXPERTISE & REPUTATION ENTANGLEMENTS

5

RELATIONSHIP DRIVEN ENGAGEMENTS

6

LIMITED RESOURCES & CHANNEL CONFUSION

WHY MARKETING FAILS?

1

NO BUSINESS ALIGNMENT

2

SALES & MARKETING ARE SEPARATE

3

YOU DON'T UNDERSTAND YOUR CUSTOMERS

4

NO BUDGET OR INTERNAL RESOURCES

5

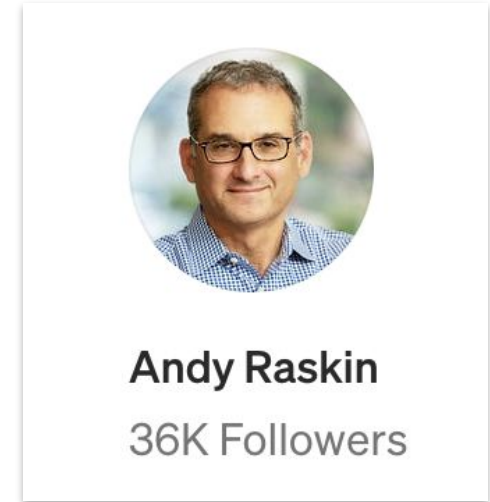
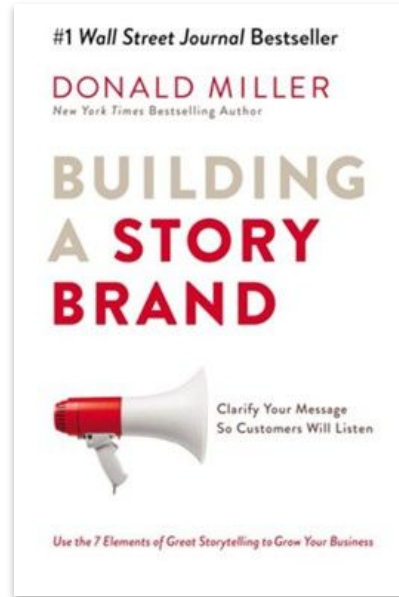
TOO LITTLE OR TOO MANY CHANNELS

6

LACK OF INTERNAL BUY-IN OR COMMITMENT

**FIRST THINGS FIRST:
EVERYTHING IS MARKETING**

WHAT IS YOUR POSITIONING?



Resources:

- David C. Baker - <https://www.davidcbaker.com/>
- Andy Raskin - <https://andyraskin.com/>
- Building a Story Brand - <https://buildingastorybrand.com/>
- Shopify Product Positioning - <https://www.shopify.com/blog/what-is-product-positioning>

ALIGNING SALES & MARKETING:
WHAT ARE YOUR BUSINESS GOALS?

ALIGNING SALES & MARKETING

Nothing matters if sales and marketing aren't aligned around your strategic business goals. They should work together, not separately.

You have to start from the same place - strategy. What are your goals?

Marketing and sales have to work together **to determine how much a lead is worth**, so you can budget accordingly based on cost per lead, closure rates, and revenue benchmarks.

Track trends and data across the entire lifecycle for sales and marketing leads to determine what qualifies for each group. The more integrated, the better the outcomes. Keep all lead and deal notes in a CRM **that sales and marketing use together**.

Sales and marketing heads need to debrief after wins and losses and have candid discussions about what leads were worth.

WORKSHOP EXERCISE: MARKETING STRATEGY PREP

GTM 2023 STRATEGY

(Enter your business goals for 2023)

BREAKDOWN REVENUE GOALS: EXISTING VS. NEW CUSTOMERS?

(Where is your greatest source of revenue coming from? Upsells and expansions or net new work? Or both? What's the breakdown?)

NEW MARKET OPPORTUNITIES? NEW SERVICES?

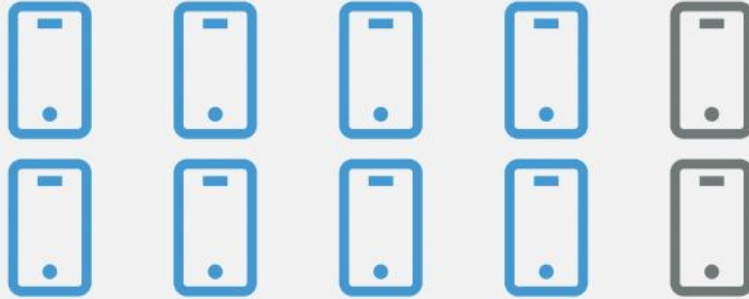
(What new areas/verticals/services are you focusing on? What market conditions are causing it?)

UNDERSTANDING YOUR BUYERS

SALES CYCLES ARE CHANGING

Gartner expects that by 2025 ...

80%

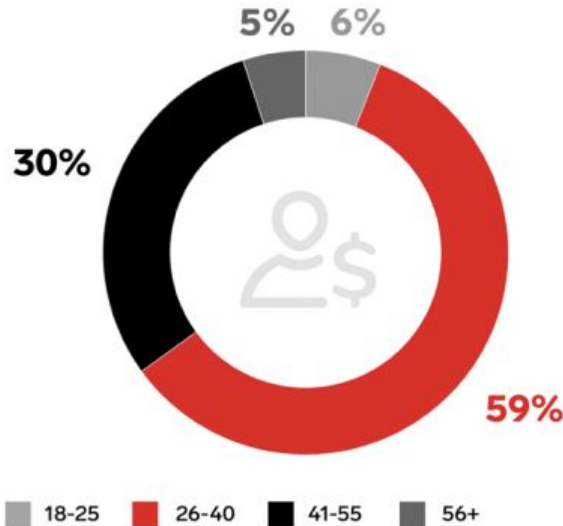


of B2B sales interactions between suppliers and buyers will occur in digital channels

B2B BUYERS IN 2023

The B2B Buyer in 2023

B2B Buyers, by Age



Top 4 Influencing Decisions Before Accepting a B2B Sales Meeting*



60%

Go to the supplier's website.



55%

Attend a webinar hosted by the supplier.



52%

Conduct research on the supplier.



50%

Evaluate the supplier on peer review sites.

B2B BUYERS IN 2023

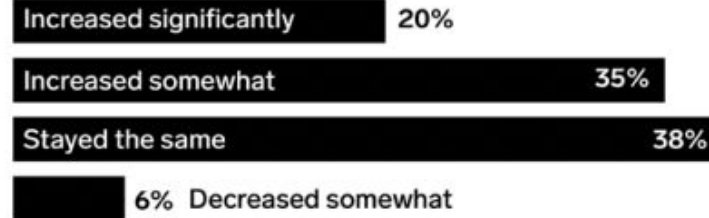
The Average Buying Cycle Time
Has Increased in the Past Two Years*

75%

“Agree” or
“strongly agree.”



How the Length of Purchase Timeline Has Changed¹
According to B2B Executives in North America, June 2022²
% of respondents



Note: *base composed of 212 B2B directors that influence purchasing decisions across North America and the UK in various industries;
¹compared with the prior year; ²numbers may not add up to 100% due to rounding

Source: American Marketing Association (AMA), “The New Omnichannel, Tech-friendly, and Woke B2B,” Aug 11, 2022; Demand Gen Report (DGR), “2022 B2B Buyer Behavior Survey,” June 1, 2022; Forrester Consulting, “Generational Shifts Fundamentally Change B2B Buyer and Seller Dynamics,” June 27, 2022

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INSIDER
INTELLIGENCE | eMarketer

WORKSHOP EXERCISE: WHO ARE YOU TARGETING?

WHAT IS YOUR IDEAL CUSTOMER?

[Describe your core customer profile. What are their titles? Background? Focus? Challenges? Where do they find their information?]

WHERE ARE THEY LOCATED?

[Enter specific locations. Try not to cover the entire world. :-]

WHAT DO THEY VALUE?

(What is their core responsibility to their org? What must they achieve? What do they value for metrics and success?)

WHAT MAKES THEM A QUALIFIED LEAD?

(Budget parameters? Type of company? Solvable problem? Type of work?)



Resources:

- HubSpot free persona generator - <https://www.hubspot.com/make-my-persona>
- Insider Intelligence B2B Buyers in 2023 - <https://www.insiderintelligence.com/chart/c/i278927/b2b-buyer-2023>



**YOUR BEST
MARKETING ALLIES**

EMPLOYEE ADVOCACY

**Harvard
Business
Review**

The Key to Happy Customers? Happy Employees

by Andrew Chamberlain and Daniel Zhao

Gallup reports in "[The State of the American Workplace](#)" that employees who are engaged are more likely to improve customer relationships, with a resulting 20% increase in sales.

MAKE YOUR CUSTOMERS FRONT & CENTER

One of the greatest lead gen. / biz dev assets is your work.



Customer marketing is one of the most important and effective means to show your work.

It connects you to the value of your work through the customer.

- ✓ **CASE STUDIES**
- ✓ **GUEST BLOGS**
- ✓ **TESTIMONIALS & REVIEWS**
- ✓ **JOINT THOUGHT LEADERSHIP**
- ✓ **AWARDS & RECOGNITION**

Joe Rinald - <http://www.thatwasclutch.com/#home-section>

WHAT IS YOUR CUSTOMER EXPERIENCE?

It costs 5 times more to acquire a customer than to retain and enrich customers.

FORRESTER®

Customer marketing can cover both retention and acquisition

- ✓ **REFERRALS**
- ✓ **NETWORKING & INTRODUCTIONS**
- ✓ **THIRD-PARTY VALIDATION**

WHAT IS YOUR CUSTOMER EXPERIENCE?

- How does it feel to work with your company?
- How does that work reflect the state your client desires to reach?
- How do you level up your entire client experience?

THE CUSTOMER CLOCK MODEL

The majority of companies focus on everything before the sale.

What kind of resources are you putting into your client relationships as you are signing them?

What about after the work starts?



<https://www.sectionschool.com/>

WORKSHOP EXERCISE: DEFINING YOUR CLOCK

PRE-PURCHASE

1. _____
2. _____
3. _____

PURCHASE

1. _____
2. _____
3. _____

POST-PURCHASE

1. _____
2. _____
3. _____

