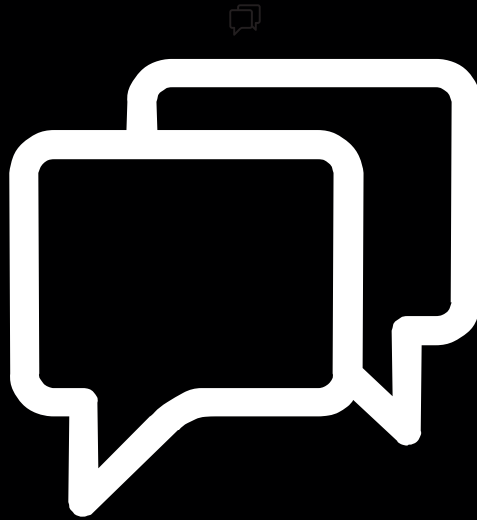


SALES & MARKETING ALIGNMENT

*How to connect your
Digital Sales and
Marketing Strategies*





CONTENTS

1

THE CUSTOMER EXPERIENCE

2

HOW TO ALIGN SALES & MARKETING

3

ABOUT US

SHARE IT WHY DON'T YOU!



1

THE CUSTOMER EXPERIENCE

Decision makers know that sales and marketing teams are the go-to source for acquiring and maintaining customer relationships, and they can accomplish more by working together. While that sounds like it would be obvious, in many cases it's quite the opposite.

Successfully aligning sales and marketing can be somewhat difficult to achieve in business. We have all heard of it, but few have seen it with their own eyes.

In the customer focused reality, sales and marketing alignment is a pivotal point if companies want to provide a memorable and compelling customer experience.

FACTORS THAT AFFECT THE CUSTOMER EXPERIENCE



**LACK OF COMMUNICATION
BETWEEN SALES &
MARKETING TEAMS**



**OUTDATED OR INACCURATE
CONTENT, FILES &
MATERIALS**



**SLOW OR INEXISTENT
COMMUNICATION**



**INCONSISTENT BRAND AND
IMAGE**



LACK OF FOLLOW-UP



**UNTIMELY AND IRRELEVANT
INTERACTIONS**

2

HOW TO ALIGN SALES & MARKETING

SHARE IT WHY DON'T YOU!





HOW TO ALIGN SALES & MARKETING

TAKE CONTROL OF THE CRM

The technology we are now seeing, even in SMBs gives us information and results that only 5 years ago the biggest company could only dream of. How, with all of this data are we still looking at CPL? Marketing departments should be more responsible for ROI. Lead quality can be checked easily by source, so sales departments with access to the same CRM as the marketing department can quickly assess if there is improvement in the lead quality.

HAVE AND ADHERE TO A FOLLOW UP PROCESS

With an integrated system you will be able follow-up on your leads more quickly and with better precision due to the collated data on the lead's touch points. Be speedy and be direct, what the lead really needs is an answer to a question, and the first one to respond has a massive advantage. And don't forget that "what ain't measured can't be improved", keep track of these communications and see if targets can be lengthened. Build on your success.

CREATE A CONSISTENT EXPERIENCE

With the web now so connected to the sales funnel, the likeliness is that your users are experiencing the look and feel of your company from online, and your sales team will eventually be communicating by email. Why not merge these two key contact points? The feeling of a solid brand shows the user a clear and consistent strategy, in copy, in communication and in design and help you stand out from the madding crowd.

MULTIPLE TOUCH POINTS – SINGLE SOURCE OF TRUTH

Where do these leads come from? Who sealed the deal? Where did the lead make the decision to commit? There are many points along the buyer funnel that lead to the sale, and looking at the bottom line it doesn't really matter who got that sale. What matters is that the funnel is functioning and users are following the touch points and converting. With integrated marketing and sales, the dots can be joined to find out how the conversion happened (or even how it didn't).

marketing*sales*

BE PUSHY

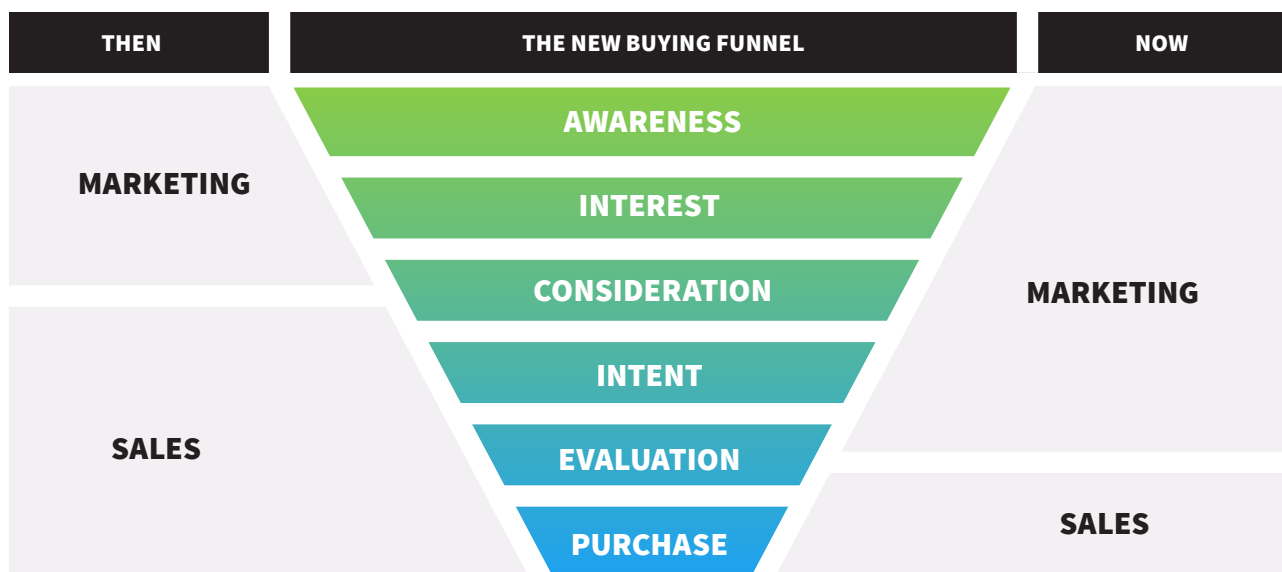
What? Yes. Let's try to push these leads down the funnel. The content should complement and help the sales team in the education of the leads. This both takes slack off the sales team and provides automation which helps the bottom line. In turn, the sales team have detailed information on where users have clicked, what they have read, and what they may need giving them a clear strategy before any contact has been made.

BE THE BOSS

These decisions can only come from on high so some commitment from the c-suite is going to be needed. If that's you, take look at getting at using the same CRM in your marketing, or at least setting up the integrations for the data to go seamlessly between departments. This will give you a real idea of how the leads are being processed and who is right when it comes to the age old conciliatory meeting between CMO and Sales Director.

SHARE IT WHY DON'T YOU!





USE THE EDUCATIONAL PROCESS TO YOUR ADVANTAGE

We know well that buyers educate themselves before they buy, this is a fact. So taking advantage of this fact we can use our marketing departments to our advantage, take pressure off the sales team and look at quality, not quantity. Using a CRM capable of workflows, the educational process can be automated to get information to users showing interest by email and content, rather than a time consuming conversation with a cold lead.

BE WATER

True alignment requires alignment on terminology. Programming the criteria of leads will improve the lead cycle. Getting clear on what is required for a user to become a lead, then an MQL, SQL, conversion can be complicated and there are always slight discrepancies. With automated marketing you can set up process to automatically recycle leads not converted back to the marketing department and score leads to receive content that touches on their pain points.

PROVIDE THE RIGHT TYPES OF CONTENT FOR YOUR AUDIENCE

Web, PDFs, Videos, Presentations, Interactive HTML5, webinars, e-books, whitepapers, questions and answers, podcasts, case studies, testimonials, quotes, interviews, demos, product reviews, comparisons, newsletters, roundups, opinions, success stories, statistics, factsheets, cheat sheets, infographics, charts and diagrams, illustrations, gifs, emails, courses, landing pages, surveys, microsites, apps, brochures, blog posts you geddit right?

COMMUNICATE

Take time to get the values and company mission clear so your team can communicate it more effectively, whether that's in a conversation or on the header of a landing page. And keep the dialogue open so all parties are up to speed on the state of play and future plans. Of all of this the most important benefit is communication. Getting strategies aligned throughout the company, learning about each others' roles, and generally just having a better time of it.

3 ABOUT US

SHARE IT WHY DON'T YOU!



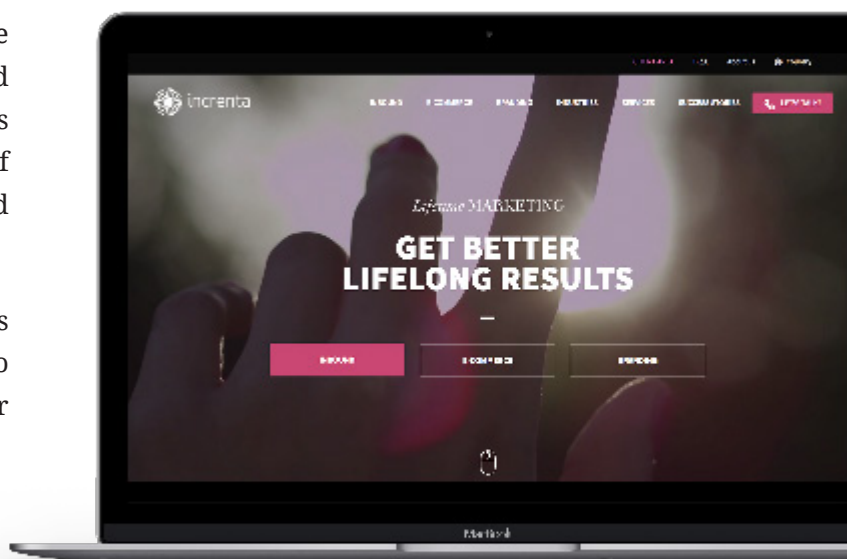
INCRENTA

—

Get better lifelong results

We focus on your online profile with the explicit aim of increasing conversion and reducing lead time, providing the services you need to increase the performance of your online campaigns, getting you seen, and getting you results.

We have worked with over 500 clients across Europe and America providing results to businesses that want to see quality in their brand and growth in their online presence.



IF YOU LIKED THIS EBOOK

SHARE IT WHY DON'T YOU!

“Inbound Marketing is no fad, it’s a necessity”





DISCOVER HOW TO TRANSFORM YOUR BUSINESS THROUGH

AUTOMATED MARKETING

Contact us on

London

+44 203 773 8276

+44 790 357 7542

Spain

+34 961 827 424

Want to review your current
Marketing And Sales alignment and
get our feedback?

[TALK WITH US NOW](#)

SHARE IT WHY DON'T YOU!





www.increnta.com