JAKOBSTADSREGIONEN
PIETARSAAREN SEUTU

Österbottens förbund
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YRKESHÖGSKOLAN
NOVIA

Det som planeras och mäts blir gjort.

Hur kan du jobba i praktiken?

Forming a holistic, scalable solution – from strategy to implementation

First things first

STRATEGY

- Who do we talk to and what do we tell them?
- Forming a scalable approach for cold lead nurturing strategy (conversion path, email workflows)
- Forming the objectives for lead nurturing (leads & owners)
- Technology stack (marketing automation tool, integrations, data-flows)
- Sales and marketing KPI's

PLAN OF ACTIONS

- Customer personas and content plan
- Concept idea for engaging content supporting the entire conversion path
- Developing the website for inbound marketing
- Building lead nurturing wireframes (leads & owners)
- Gather customer knowledge through the collected data

IMPLEMENTATION

- Content creation, copywriting (emails, landing pages)
- Email design, images and deployment
- Sales support materials
- Development work, continuous consulting regarding best practices
- Data validation and reporting

Start with creating a compelling story

Decision making is both rational and emotional. We need a story, **a concept,** distilled from the brand and based on insight from our customer paths that enables engaging content capable of supporting the entire path to purchase - and beyond.

Growth engine's building blocks

Marketing automation	Content	Digital advertising	Website development	Sales & marketing co-operation
Newsletters/emails A/B testing Sequences Landing pages Forms Nurturing workflows	Customer personas Content strategy Content plan Content variations - Blogs/articles - Guides/white papers - Videos - Webinars - Infographics	Google Ads - Search - Display - Youtube Paid social media - LinkedIn - Facebook/Instagram - Twitter Native advertising Video advertising	UX development UI development Conversion optimization A/B testing SEO	Sales & marketing development Process development Data management End-to-end reporting

Account Based Marketing Campaign Execution (example)

| Week | 1-2 | 3-4 | 5-6 | 7 - >> |

Tailor message and produce content

Together with key findings from earlier strategy we start create content for the campaign (ads, articles, downloadables, emails etc). If needed, we design and build custom templates in HubSpot to support the campaign

More content & automation

Finishing the content-creation (depending on campaign size) and building automation flows adapted to your target accounts as well as your goals. This includes all content pieces, as well as bots if they are a part of the campaign brief.

Ads set up and launch

We set up the right target groups for advertising on google and social media. We also make sure all content pieces are live and ready, and set all automation flows live - then launch!
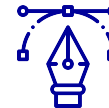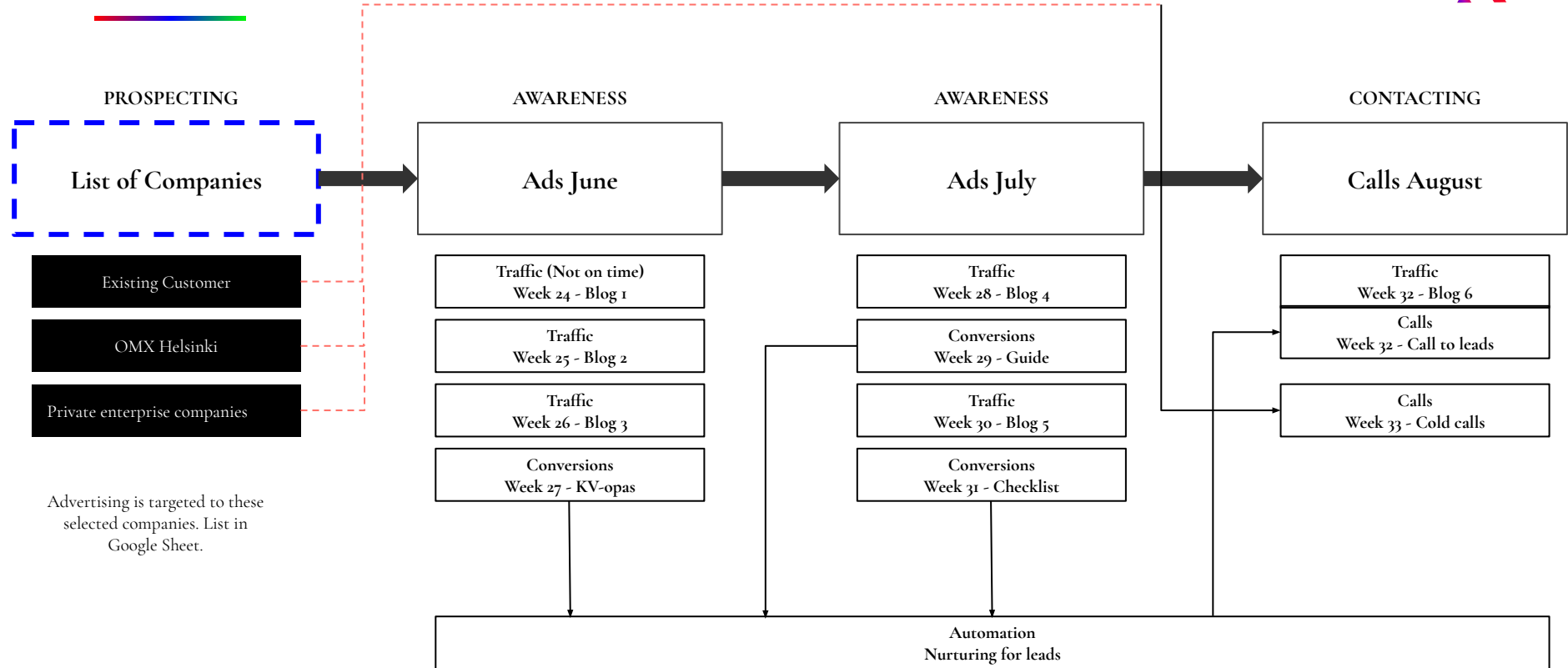
Measure & optimize

Avidly continuously follow the ongoing campaign towards set KPIs and make adjustments as we go to make sure we reach our goal! This is often done in a retainer-set up where we have weekly and monthly check-ins.

Budget €/week

Cold calls for companies that hasn't converted as a lead

PROSPECTING

List of Companies

Existing Customer

OMX Helsinki

Private enterprise companies

Advertising is targeted to these selected companies. List in Google Sheet.

AWARENESS

Ads June

| Traffic (Not on time) Week 24 - Blog 1 |
| Traffic Week 25 - Blog 2 |
| Traffic Week 26 - Blog 3 |
| Conversions Week 27 - KV-opas |

AWARENESS

Ads July

| Traffic Week 28 - Blog 4 |
| Conversions Week 29 - Guide |
| Traffic Week 30 - Blog 5 |
| Conversions Week 31 - Checklist |

CONTACTING

Calls August

| Traffic Week 32 - Blog 6 |
| Calls Week 32 - Call to leads |
| Calls Week 33 - Cold calls |

Automation
Nurturing for leads

Digitala verktyg som du kan jobba med

▲ HubSpot (gratis version)

▲ Leadfeeder (gratis version)

▲ Giosg

▲ Google

▲ LinkedIn

▲ Sociala medier
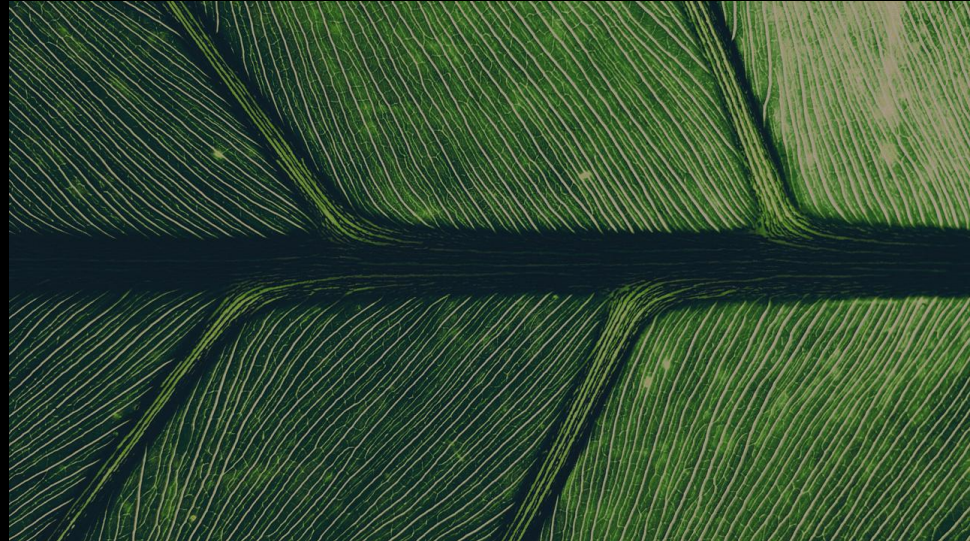
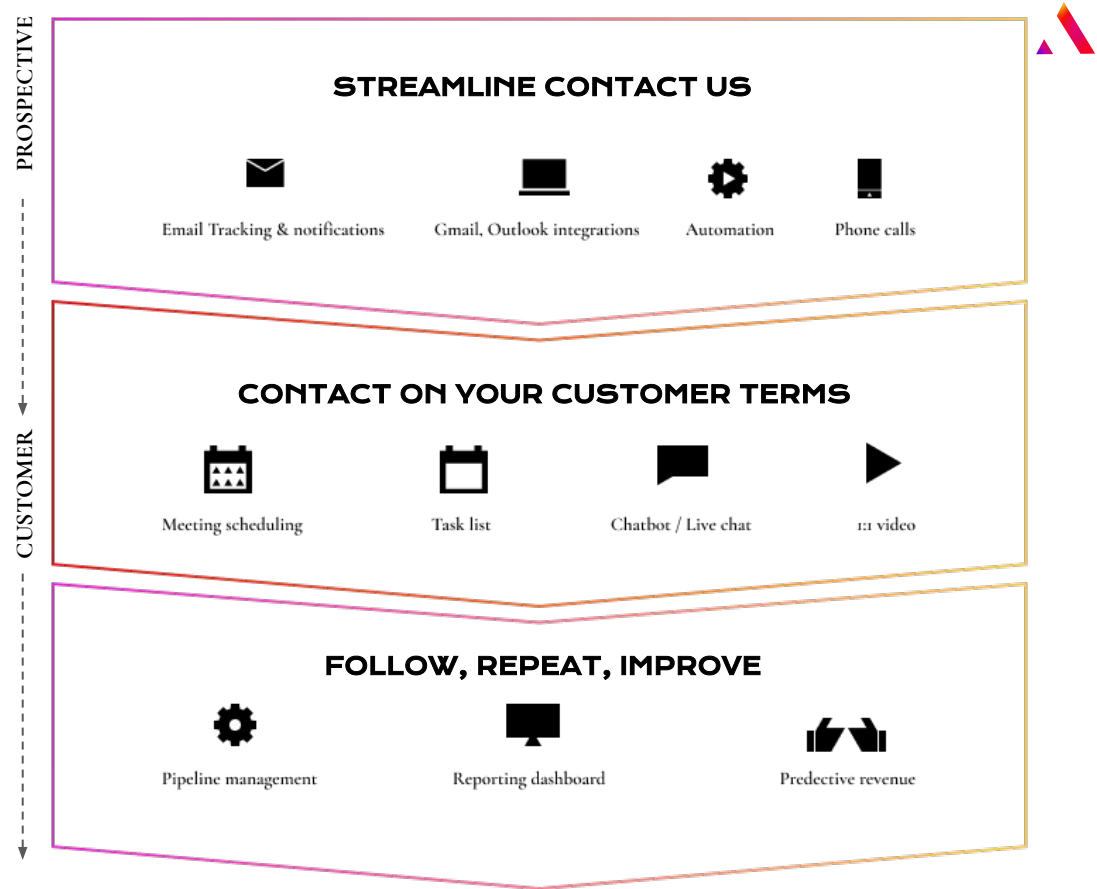**Källa: Avidly, Maria Flemmich Suominen**

Sales & CRM Hub

What is Sales & CRM Hub?

▲ Inbound sales is all about optimising the sales process so the sales department can reduce cold calling and ensure efficient interactions with the hottest leads.

Why Sales & CRM Hub?

▲ Sales Hub provides you with time-saving tools that gives you deeper insights into your prospects, automates sales tasks, and help you close deals faster.

PROSPECTIVE

CUSTOMER

STREAMLINE CONTACT US

Email Tracking & notifications

Gmail, Outlook integrations

Automation

Phone calls

CONTACT ON YOUR CUSTOMER TERMS

Meeting scheduling

Task list

Chatbot / Live chat

1:1 video

FOLLOW, REPEAT, IMPROVE

Pipeline management

Reporting dashboard

Predective revenue

Källa: Avidly, Maria Flemmich Suominen

What is Marketing Hub?

Inbound marketing is all about **attracting** and **engaging** customers through relevant content that provides them with value on all stages of the buyer's journey.

With Marketing Hub you can **increase traffic** to your website and **convert more leads** with marketing tools such as landing pages, automation, analysis etc.

ATTRACT

SEO · BLOG · WEBSITE · SOCIAL · ADS

CONVERT

CTA · LANDING PAGES · FORMS

CLOSE

EMAIL · MARKETING AUTOMATION · CRM · CONTACTS · LEAD SCORING

DELIGHT

HUBSPOT INTEGRATIONS · SMART CONTENT · TRANS-ACTIONAL EMAIL · REPORTING & ANALYTICS

89% of online consumers use search engines when making a purchase decision.

Content marketing generates 3x as many leads as traditional marketing, but cost **62%** less

Companies that excel at leads nurturing generates **50%** more sales-ready leads at a **33%** lower cost.
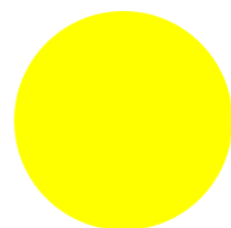
84% of consumers have read reviews to determine the quality of a local business.