

ADVERTISING & INTEGRATED MESSAGING



STIRSTUFF.COM

BUILD A MARKETING MACHINE

A guide to developing corporate digital marketing infrastructure

BUILD A MARKETING MACHINE

It used to be that digital marketing was only one of a multitude of media strategies to drive business forward. Now, it's become vital to marketplace survival. For those still holding out on digital marketing, the need for conversion is immediate.

But few corporate leaders are equipped to direct this transition without some expert assistance. That's why STIR created this 10-step guide to help you complete the transition in the most expedient way.

STIR has helped large and small companies set up highly functional digital marketing systems in as little as 180 days. In fact, we've created this guide because nearly all of our clients have faced a similar situation

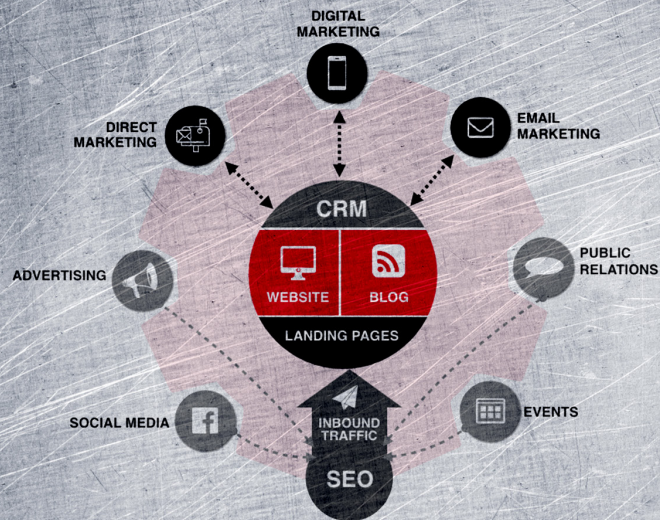
at a different scale. And the same process that we've developed to help these clients achieve success is one that can also work for your company.

Following the necessary 10-step outline, along with expert insights and advice, will ensure success with internal and external stakeholders and customers. This is not a proposal or plan per-se but does represent process steps that STIR follows when creating a custom program for clients based on information gathered in the initial stages. The actual planning process goes into all of this in a much deeper and more detailed way.

“The focus shouldn't be to always stay ahead of technology. The speed and succession in which the platforms change is mind-boggling. The focus should be aimed at making sure that you are investing in the technology that makes the most sense for your specific business and customers.”

—Michael Williams, former CMO of Grand Prix of America, Formula 1

10-STEP PROCESS



The following is a 10-step process to properly assess and specify the tools and talent to build a machine

10-STEP PROCESS TO BUILD A MARKETING MACHINE IN 180 DAYS

TIMING	STEP	ACTION	DESCRIPTION
21 Days	STEP 1	Future-Scape Planning	Assess and define your objectives high-level marketing plan
60 Days	STEP 2	Connecting Sales / Marketing	Define sales funnel and optimal deal stages
21 Days	STEP 3	Website Evaluation	Assess brand, functionality and conversion
21 Days	STEP 4	MarTech Review	Review what is or is not in place
45 Days	STEP 5	Assess Staff	Review the talent on board today
45 Days	STEP 6	Evaluate CRM	What is the state and usage of CRM
60 Days	STEP 7	List Building	What is the state of prospect list
14 Days	STEP 8	Social Media Assessment	Review technology, usage and skill sets
14 Days	STEP 9	Infrastructure Plan	Design and specify technology
90 Days	STEP 10	Implementation	Purchase, set-up and train

Completing each section will enable you to develop a marketing infrastructure with the appropriate size, scale and attributes needed to launch and manage digital marketing campaigns. This will also provide you with a great deal of input you need to write your marketing plan – but that is a separate process and not the output intended here.



ONLINE SURVEY


This guide is accompanied by an online survey that will easily help you assess where your company is on a digital marketing continuum today. Go to the page and answer the questions as you read this guide. We will email you the results within 24 hours and be standing by to answer any questions.

Go To: www.stirstuff.com/stirvey

WORKSHOP | PRESENTATION

STIR offers a 3-hour workshop for companies and organizations that wish to go further, to take the first steps forward and modernize their marketing infrastructure.

Inquire by contacting Brian Bennett at 414-278-0040.



*“There is only
one way to eat
an elephant, a
bite at a time.”*

- Desmond Tutu

STEP 1

*Future-scape planning: Assess your
situation and define your objectives*

Expedited timing - 21 days



STEP 1: FUTURE SCAPE PLANNING

If your company is considering a digital marketing transition, it is probably because you are noticing first-hand how digital disruption is gripping your industry. Online competition is fierce. We get it. **To win customer sales and loyalty, you have to plan, manage and optimize your digital marketing channels against defined target audiences.** The first step is to properly assess the situation and determine what you want to achieve.

Take some time to think about your company's current situation and envision where you want to be a year from now, three years from now, etc. A high-level assessment of the situation will help you determine how to shape your digital plan and figure out the kind of data you'll need to drive online sales.

While every company's marketing challenges are different, a desire for growth is universal. Reaching those growth goals requires a laser-focused vision that is mirrored in your digital marketing strategy. To do so means pinpointing your target audience and determining just the right digital media mix. There are many options available. It is critical that whatever the tactic used (emails, CRM, PPC), is the right one to reach the audience.

This just might be the first sticking point. You may need to consult with a digital marketing consultant to get a point of view on which MarTech platforms and online media would be best suited for your objectives.



Important rule of thumb: The technology should be designed to support the content. Don't put yourself in the position to try to make the messaging work with systems that are too complicated, too expensive, too simple or not connectable. The systems you choose must be highly integrated. Cheap solutions often slow you down and, because labor is expensive - they drive up costs.

STEP 1: FUTURE SCAPE PLANNING

This assessment will also reveal what technologies and techniques you'll need to deploy in order to execute a successful campaign.

Listed here are the functional standards required for a contemporary digital marketing machine. Please rate your current situation against these standards 1-3.

1 - Nonexistent 2 - Not Functional 3 - Functional

RATING	STANDARD
	Business & Marketing Objectives Set – Fine-tune and build consensus with your team on what you're trying to accomplish.
	Essential Research/SWOT Analysis – Analyze your offering in a holistic way.
	Target Audiences – Identify, segment and create detailed personas on priority audiences for your ideal customer profiles.
	Brand Positioning – Create an outline of your future scape vision statement.
	Thought Leaders – Identify and train team assets who can create relevant content .



*“Vision without
execution is
hallucination.”*

- Thomas A. Edison

STEP 2

*Build Consensus Between
Sales & Marketing*

Expedited Timing - 30 days

STEP 2: BUILD CONSENSUS BETWEEN SALES & MARKETING

Companies making the transition to digital marketing should make it a priority to ensure that sales and marketing work closely together in planning, continually sharing information and building consensus on a digital strategy. Effective digital marketing is highly customized, responsive and reactive, requiring real-time input from both parties.

It is [as true today as it was a decade ago](#) in this Harvard Business Review article, that while marketing and sales functions are deeply connected in companies, they often don't work in sync as well as they should.

To help resolve this issue, we recommend scheduling a summit between marketing and sales leadership. This will help align definitions of success and provide a detailed

review and description of the sales cycle by product and audience. This is a good time to review staffing gaps on current marketing and sales teams, systems, attribution models and service level agreements between sales (business development) and marketing.

Creating an ideal working relationship may require long-term cultural changes to sales and marketing. But if you can initiate that process now, you will have far more success during early campaign execution. Calling this a 'test program' and involving a subset of the marketing and sales teams to work together on a tactical project helps. The idea is to merge marketing intelligence and track on-the-ground sales knowledge to shorten sales cycles and improve close rates.



Make it a team sport and finally break the traditional firewall between sales and marketing.

Listed here are the functional standards required for a contemporary digital marketing machine.

Please rate your current situation against these standards 1-3.

1 - Nonexistent
2 - Not Functional
3 - Functional

STEP 2: BUILD CONSENSUS BETWEEN SALES & MARKETING

RATING	STANDARD
	Marketing & Sales Funnel Modeled – An accountable marketing system that fits your culture and process.
	Define Conversion Points – Phone calls, PPC clicks, organic form fills, email clicks, appointments booked, etc. are all tracked.
	Define Value of Sale – The true value of a transactional and lifetime customers should be considered to determine your customer acquisition investment.
	Define Marketing Qualified Lead (MQL) –Based on key factors such as web pages a person has visited, downloads and content engagement.
	Define Sales Accepted Lead (SAL) – Criteria for initial hand off to the sales department.
	Define Sales Qualified Lead (SQL) – Sales has qualified and agreed to pursue the lead.
	Test Marketing Scope – Start small and conduct initial testing in social or other agile medium, to challenge assumptions.
	Sales Team Part of Process – Your sales team is involved in planning and conducting regular check-ins with your marketing team.

*“A modern website
is brand central
station because it’s
at the intersection
of everything that
matters.”*

- Brian Bennett , President of STIR

STEP 3

Website Evaluation

Expedited Timing - 21 days



STEP 3: WEBSITE EVALUATION

Make sure to go through the checklist below to ensure that you don't get down to the wire and have a critical dependency unmet. Anything missing here will need to be optimized before any campaign begins.

New websites can take six months or more to produce.
If possible, you should try to make your new initiative to work with what you have.

Your website is the catcher's mitt of your marketing plan. All leads are sent to it and we want them to stick. It must effectively project your positioning and

brand messaging, be easy to navigate and be set up for efficient conversions. It is also meant to attract organic web traffic so it must be designed properly for SEO.

A microsite can be a good alternative if your current website is hard to modify or if your new offering is divergent from your current core competency. Sometimes being able to optimize freely and move quickly can outweigh incumbent or old systems. A microsite can also provide a stopgap until a larger main website overhaul project is complete.



Rule of thumb: The content on your website should be optimized for SEO by using a customized keyword analysis that will inform what word combinations and topics are most searched by your target audiences / personas.

STEP 3: WEBSITE EVALUATION

Listed here are the functional standards required for a contemporary digital marketing machine. Please rate your current situation against these standards 1-3.

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RATING	STANDARD
	Site Functionality – Landing pages and form processing can be rolled out with ease.
	Favorable Brand Story – Your site projects your image and will integrate with the new products or services.
	Easy to Navigate – Conversion paths are clear to prospects.
	Mobile Optimization – Most customers visit websites first via mobile.
	Blog Integration – Ability to easily add content and have it appear in multiple places with little effort.
	Templated/Tested Landing Pages – Ensure a testable and repeatable system to support optimization for all your content.
	Compelling Website Content – The new offering matches the new positioning and will support existing SEO efforts – Conduct an audit
	SEO-optimization – The new product is in line with your core offering which has the most organic “ Google Juice .”
	Documented Website Change Management - You can easily change your website and create new pages without the help of IT or long change management processes.
	Microsite Needs – Consider potential adverse SEO implications and only consider if your product is a massive departure from your mainline business or the current website is not easily updatable.
	Tracking Pixels Installation – You (or IT) has the ability to install various 3rd party tracking pixels and other supporting code needed for attribution and conversion tracking on your website.

“Most brands and marketers only utilize 15% of technologies and capabilities they are already have. The focus should not be in the number of technologies that need to be adopted, but in “applying” them to solve business needs and changing consumer behaviors.”

- Mayur Gupta, CMO, Freshly

STEP 4

Assess your Marketing Technology Assets (MarTech)

Expedited timing 21 days

STEP 4: ASSESS YOUR MARTECH ASSETS

You may have a comprehensive marketing strategy in place or you may not have anything substantial going on at all. Either way, you will need to evaluate current licenses, technologies and relationships for an array of services required for success. This may require that you begin your campaign with legacy systems that are in place and evolve as time goes on and resources permit. If you are starting from scratch, you must find complementary services that can be easily integrated.

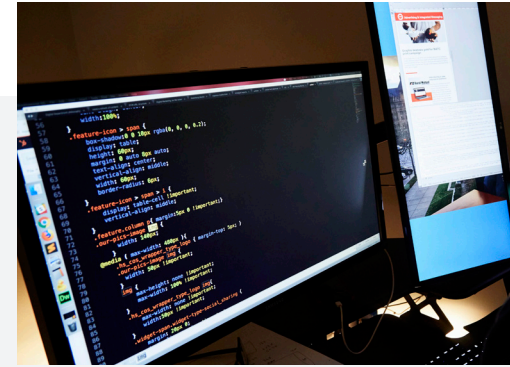
Onboarding new licenses and setting up new capabilities could stall the progress of your set up and, ultimately, campaign launch timing. Be sure to test your plan on a limited basis first to avoid costly

or embarrassing rookie mistakes and work with experienced people who can help you find shortcuts and work-arounds that will get you to market faster. As you acquire new systems, provide team training immediately. There is cost and process involved with onboarding new licenses, so you or your marketing partner will need to determine which is the best fit for you.

Conduct an assessment of the tools currently at your disposal and identify compatibilities and shortcomings. You may also want to partner with an agency that can help you establish reasonable goals and milestones.



Hint: Don't take advice on compatibility from a software or service provider. Generally they just want to make a sale and will tell you what you want to hear. Take your advice from a company that may potentially have to use the tools on your behalf. Have the full scope of your infrastructure plan in place before you begin to purchase new software licenses. It is critically important you know that they are all complementary before you sign contracts.



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STEP 4: ASSESS YOUR MARTECH ASSETS

RATING	STANDARD
	PPC Setup – You have access to Google Adwords and Bing. Review campaign history, spend and effectiveness.
	SEO Plan – You have subscriptions to MOZ, Brightedge or another SEO tracking tool. To review onpage, off page and technical S.E.O.
	Website Analytics – Make sure tools like Google Analytics and Adobe Omniture are working. Review data and evaluate site trends and goals.
	Programmatic Media Buying – You have relationships or software subscriptions to accomplish this top of funnel activity.
	Campaign Reporting Software – You have a reporting platform like Ninjacat or Tableau that aggregates and creates a summary from all sources.
	Email Marketing Software – You use an existing ESP (email service provider) that is stand-alone such as Mailchimp.
	Marketing Automation – You use an integrated solution such as HubSpot, Pardot or Marketo.
	Social Listening and Publishing – You have staff and tools aligned to listen and publish in the social media you participate in.
	Media Outreach and Tracking Tools – Tools like Meltwater and Cision can help track and place earned media efforts.
	System Interoperability – All systems “talk” to each other and they should for successful attribution.

***“Confidence is contagious.
So is lack of confidence.”***

- Vince Lombardi, Former Green Bay Packers Head Coach

STEP 5

Assess Staff Capabilities

-Expedited Timing - 40 days

STEP 5: ASSESS STAFF CAPABILITIES

Executing new campaigns at a much higher level of sophistication – using many of the tools discussed above will require knowledge and, possibly, personnel changes. But first you must assess the tools and talent you currently have on board, as losing too much institutional knowledge in a transition can slow things down. This may also indicate the level of outside support you may need.

Do you have the internal talent to manage the new processes that will be put in place? How much needs to be outsourced? Don't panic when you view the list. The point of this step is to help you determine what can be done internally and what makes more sense to outsource – particularly in the first year or two. Be prepared to make some changes in order to staff to skill.

Few, if any, companies have all the talent required in-house. We find that even one or two internal people who are trained and devoted to the areas listed above are required for effective agency implementation.

Take a realistic look at personnel workloads in your organization as it is rare to find talented people with extra time availability. When implementing new technologies and marketing methodologies, allow extra time for training and doing things for the first-time. Making significant changes with existing resources may take a while and even cause failure through lack of adoption. Consider outside specialists who can help set up and train your internal team.



Rule of thumb: Your plan is developed around a long-term SEO strategy that makes it easier for your customers to find you online. The secret to strong SEO is great quality content that answers the questions your prospects have. That means your organization must be prepared to publish fresh, compelling content on a regular basis. Developing a publisher's mindset and capability may require some new team members or training.

STEP 5: ASSESS STAFF CAPABILITIES

Listed here are the functional standards required for a contemporary digital marketing machine. Please rate your current situation against these standards 1-3.

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RATING	STANDARD
	Marketing Strategist – Usually the V.P. or Director of Marketing who can create the master plan, determine and manage an editorial calendar.
	Data Analytics Expert – They will review campaign data and optimize integrated campaigns on a periodic basis.
	Social Media Manager – This person provides vigilant monitoring of the organic community.
	Media Planning & Buyer – This role helps facilitate digital and social media ad buys to structure and place campaigns.
	Email Manager – They will write effective email content and manage ongoing outbound campaigns.
	Graphic Designer - Handles basic graphic production and design for tasks that can be quickly and consistently produced.
	Website Manager – The person that can perform simple management of the website's backend and optimize according to data.
	Content Writer – They will craft short and long-form content as directed by internal subject matter experts.

A key factor in marketplace success post-campaign launch is whether the company will dedicate the time required to produce content and manage the campaign. We work with clients to help them project the time commitment and avoid bottlenecks that cause the whole project to suffer.

“We’ve spent the last 30 years focusing on the T in IT, and we’ll spend the next 30 years focusing on the I.”

- Peter Drucker, Management Theorist

STEP 6

Evaluate Company CRM Systems

Expedited Timing - 21 days



STEP 6: EVALUATE COMPANY CRM SYSTEMS

CRM is at the center of modern B2B marketing. It houses the data on 1:1 relationships with customers, leads and prospects. Multi-touch tracking on company and lead activity is possible and should be implemented in the digital ecosystem for marketing campaigns. Success hinges on the [CRM being configured to make it easy to measure](#), along with the ability to mine and use the resulting data. This can be time consuming and technical work if your systems are not properly aligned and sharing data.

Integrated software licenses like HubSpot or Pardot that manage the integration of these systems may be the ultimate solution for your company, but are not right for

every company. There are many [alternative solutions](#) that can work for small to mid-sized firms.

Determine the extent and level of CRM usage adoption among the sales team. If it's low, find the sales people that use it the most and consider only allowing them to work the leads. Run this as a pilot and publicize their success. Determine the level of CRM understanding and access by the marketing department. Begin the process of training them on how to ensure the marketing intelligence is set up to flow into the proper parts of the CRM. Again, without alignment of sales and marketing, they will both be at a disadvantage.



Rule of Thumb: The type of modern campaigns we have been describing must be measured to be optimized. Therefore, data from each integrated piece of the marketing plan must flow easily (ideally) so that real or near real-time data can be used to analyze and optimize campaigns.


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STEP 6: EVALUATE COMPANY CRM SYSTEMS

RATING	STANDARD
	Website Analytics - Google Analytics, Adobe Analytics
	Email Systems - SendGrid, MailChimp, Constant Contact
	Social Media Platforms - Facebook, LinkedIn, Instagram, Waze, Spotify
	Video Hosting - VidYard, Wistia, Vimeo
	Integrated Martech Stack Solution - HubSpot or Salesforce/Pardot
	Reporting Tools - Ninja Cat, Excel
	Display and Retargeting Media Provider - Choozle, vendor partner
	Website Tracking - Hotjar, Lucky Orange
	Sales Team – They use the CRM to track all their in-person events
	Marketing Team – They use the CRM to track and analyze the data

You will want your CRM to connect with all outbound marketing systems or automation platforms for increased sales force pre-sale intelligence. The CRM should be expected to integrate with multiple tools.



*“Selling to people who
actually want to hear
from you is more effective
than interrupting
strangers who don’t.”*

- Seth Godin, Entrepreneur / Author

STEP 7

List Building

Expedited Timing - 60 Days

STEP 7: LIST BUILDING

Your CRM houses your data. But how well your data will perform is based on the actual state of your contact list (segmentation, accuracy and value). Most contact lists are ancient because they have been amassed over the course of decades and never been cleansed. It is smart to have a strategy to periodically (annually at a minimum) cleanse and verify data. Bad or impure data dramatically reduces campaign ROI. You should not begin email marketing with bad lists because high bounce rates may mark your company as a spammer - a problem that requires a difficult and time-consuming fix. You can purchase data purity services like Radius or Never Bounce to test, augment and remediate your inaccurate data. Know that on an ongoing basis, [2%-4% of a B2B CRM database information becomes inaccurate](#) every month.



We recommend [against acquiring email marketing](#) lists from list brokers which are known to be highly inaccurate. The best lists are acquired through industry associations or through expensive data sorting companies.

As you begin to plan campaigns you will determine the need for list segmentation. Unique audiences require unique promotional conversation, and the more specific and customized, the better the results. Plan time to review, categorize and segment, cleanse and verify your list before doing any marketing.

Traditionally the CRM has “lived” in the sales department, but we encourage clients to try and shift that thinking to sharing or moving list and CRM ownership to marketing or to create a shared alliance. This data is used to manage campaign content so much more than tracking sales activity and is critical to developing a personalized campaign.

STEP 7: LIST BUILDING

Listed here are the functional standards required for a contemporary digital marketing machine. Please rate your current situation against these standards 1-3.

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3 - Functional

RATING	STANDARD
	Recent Interactions – You have a process for determining stale and inaccurate contacts and/or company information, and someone is assigned to keep the database precise.
	CRM Segmentation – You are properly segmenting based on attributes, persona segments and have the ability to create new segments based on job title, department, company size, existing revenue, etc.
	Data Flow – You are managing customer and visitor data across website interactions, email performance, ERP integrations, or other key metrics.
	KPI's Created – You have existing statistics or industry research you can benchmark to create KPI's for your lists.

“90% trust peers on social networks (even strangers); only 15–18% trust brands.”

- Danny Brown , Co-Founder and Partner at Bonsai

STEP 8

Assessment of Social Media Capability and Acumen

Expedited Timing - 21 days

STEP 8: ASSESSMENT OF SOCIAL MEDIA CAPABILITY / ACUMEN

The importance of social media to your digital strategy cannot be overstated. Yes, even if your business is B2B. Social media helps reach a targeted audience of potential customers with dynamic messaging, shaping the conversations happening about and around your brand in the marketplace. It is scalable, testable, affordable, trackable and highly engaging.

An exhaustive social media assessment prepares you and your organization to create a more effective and optimized social strategy. That strategy can then be used to develop compelling campaigns that will resonate with your audience, drive traffic back to your website and create actionable leads.



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STEP 8: ASSESSMENT OF SOCIAL MEDIA CAPABILITY / ACUMEN

RATING	STANDARD
	Branded Social Pages and Ads – Protected ownership with multiple employees.
	Social Benchmark – You know how you rank against competitors audience size, engagement and messaging.
	Social Advertising – You are boosting and promoting posts on various platforms.
	Brand Voice & Visibility – Fits positioning and is easily discoverable in all platforms.
	LinkedIn Activity – Key executives are sharing relevant content.
	Monitoring – Tools (Meltwater, Sprout, Hootsuite, etc.) in place to review engagement beyond what platform provides.
	Measurement – Using Google Analytics or Salesforce for attribution and conversion modeling.
	Social Tools – Actively publishing, listening, reporting using tools, e.g. HubSpot, Cision, etc.
	Customer Responsiveness – Process in place for responding to questions, comments and complaints.

“Ultimately a genuine leader is not a searcher for consensus, but a molder of consensus.”

- Martin Luther King Jr., Civil Rights Leader

STEP 9

*Infrastructure Plan Development
and Presentation*

Expedited Timing - 14 days

STEP 9: INFRASTRUCTURE PLAN DEVELOPMENT & PRESENTATION

With the above steps completed, you are ready to take action on the design development and implementation of your marketing machine. In fact, those answers have likely already revealed themselves to you at each stage of the process. That information will have indicated the scope and complexity of tools required to create success. Now all that's necessary is to assemble those conclusions and ensure that they integrate seamlessly when charted together into a plan.

We recommend the complete design of the new digital marketing infrastructure prior to the purchase and implementation of any individual technologies. As with any other operational process, efficiency is critical to success. There are many tools available and not all are compatible. At this stage an implementation plan and timeline for retirement of legacy systems and new capability development.

Hint: As each stage of the process is completed, the following should be identified:

- 1. Goals and role of the elements chosen*
- 2. Key missing elements*
- 3. Recommended technologies, estimates and budget approval*
- 4. Implementation plan and timeline for retirement of legacy systems and addition of new capabilities or staff*



STEP 9: INFRASTRUCTURE PLAN DEVELOPMENT & PRESENTATION

With steps 1-8 completed, you can assemble the information you've gathered.

Each section has revealed areas that require research and attention.

Now you can determine step-by-step, the scope of change that is required and the level of investment that you must make.

STEP	STANDARD
1	Website CMS – Your website is ready for expansion into a new product or service.
2	CRM / Integration Technology – Everything that needs to talk to each other is working and workable.
3	MarTech Stack – All your technology for marketing is acquired and working together.
4	Reporting Software – You can report multiple platforms in one piece of software that is not Excel.
5	Social Media Publishing / Listening – You have a plan for all situations, good and bad.
6	PR list manager – The media connections you regularly use are up-to-date and easily accessible.
7	Programmatic Media Buying Server(s) – You have an outsourced resource or an internal rockstar with time to burn.



*“Innovation is rewarded.
Execution is worshipped.”*

- Eric Thomas, Critically Acclaimed Author

STEP 10

Implementation

-Expedited Timing - 90 days to launch

STEP 10: IMPLEMENTATION

Now that your digital infrastructure has been designed and quoted, you will know what you want to build, what tools to acquire, who you want to work with, what talent you'll need in-house and necessary external partnerships. Certainly, you know what efforts you want to set up and test to properly orient your new systems. Now it's time to pull the trigger and move into your successful future.

Each element of your infrastructure must be set up to the custom settings that will be outlined in your plan. Team members must be trained in correct systems management. A detailed timeline and punch list must be established to correspond with the development that has been specified.



Be aware that there is a maintenance and management responsibility that comes with these systems. Technologies are developing at a rapid pace. That is generally a very good thing because systems are getting easier to use with time and standardization.

STEP 10: IMPLEMENTATION

Marketing plan development is well underway. When Future-Scape Planning, and Persona Building and Discovery are completed you will have the insight needed to determine the right mix of strategies and tactics to get the job done.



In addition to ensuring that the recommended marketing plan mix is a fit with your target audience and aligned with your infrastructure, it is essential to develop a detailed, metrics-based plan and confirm that all the right aspects that define success can be measured and attributed appropriately. Also recognize that the definition of success involves many variables. All internal key stakeholders should be involved in this conversation. There should be no surprises when it comes to defining what objectives, strategies and tactics should be employed.

To inspire you to develop the detailed marketing plan that drives your new marketing machine, we've assembled some of our popular blogs on marketing planning.

For a detailed consultation, marketing planning or to ask any questions regarding the contents of this guide, please contact:

Brian Bennett: 414-278-0040 | brianb@stirstuff.com

PRELOG TO THE NEXT WHITE PAPER

[Develop the Marketing Plan](#)

[The Keys to a Successful Product Launch](#)

GLOSSARY

TERM	DEFINITION	SOURCE(S)
Bounce Rate	The percentage of visitors to a particular website who navigate away from the site after viewing only one page.	Blog
Branded Social Pags	Using strategic methods and imagery to increase engagement and brand awareness through social media platforms.	Blog
Campaign Reporting Software	Software used to measure engagement in order to further improve sales/engagement for campaigns.	
Conversion (Rate)	The percentage of users who take a desired action on a website—making a purchase, clicking a link, sharing, etc.	Definition
Conversion Centric Website	A website that is strategically designed to guide the visitor toward completing a desired action or achieving a specific goal.	Definition
Conversion Paths	Process by which an anonymous website visitor takes a desired action, and maybe become a lead.	Definition
Customer Relationship Management (CRM)	Strategy for managing an organization's relationships and 1:1 interactions with customers and potential customers.	Definition
Deal Stages	The steps a deal takes as it works its way through the sales process starting with identification and eventually won or lost.	Sample Stages
Digital Marketing Strategy	Series of actions that help to achieve a company's goals through selected marketing channels Examples: paid, earned or owned media.	Definition
Email Service Provider (ESP)	A company that offers email marketing, campaign and any other bulk email sending or monitoring needs.	Definition
Enterprise Resource Planning (ERP)	Business process management software that allows an organization to manage business and automate many back-office functions related to tech, services and HR.	Definition More info
ERP Integration	When integrating ERP into marketing, you can find out more information surrounding your customers. For example, being able to fire off an email campaign to customers who haven't purchased from you in 18 months—that's ERP integration.	
Form Processing	Conversion of user submitted data into a structured and usable format, usually in your CRM.	Definition
Key Performance Indicators (KPIs)	A quantifiable measure used to evaluate the success of an organization, employee, etc. in meeting objectives for performance.	More Info
Legacy Systems	Incumbent computer systems that may still be in use because its data cannot be changed to newer or standard formats, or its application programs cannot be upgraded.	Definition
Marketing Automation	Software that is used in order to streamline and automate repetitive marketing tasks such as emails, social media and website maintenance.	Definition
Marketing Math	In relation to the marketing funnel, each step of the funnel has stages and percentages. The percentages are the probability of getting through the funnel. These are used to calculate how long or what is needed to achieve each level of the funnel.	More Info
Marketing Qualified Lead (MQL)	A lead who has indicated interest in what a brand has to offer based on marketing efforts or is otherwise more likely to become a customer than other leads.	Definition
Microsite	An auxiliary website with independent links and address that is accessed mainly from a larger site or paid promotion.	More Info

GLOSSARY

Mobile Optimization	The process of adjusting your website content to ensure that visitors that access the site from mobile devices have an experience optimized to their device.	Definition More info
Online Conversions	A number of prospective customers who take a specific action you want them to. For example, the number of people who visit your site and then fill out a form, make a purchase or call your company can all be considered online conversions.	Definition
Optimize	Literal: Make the best or most effective use of a situation, opportunity or resource. In marketing/online: The process of improving the marketing efforts of an organization in an effort to maximize the desired business outcomes.	Definition More Info
Organic Web Traffic	Visitors that find your site using a search engine or coming across it on their own, rather than being referred by another site or affiliate.	Definition
Personas	A character created to make a representation of a user type that might use your website, brand, product or services. It is the person or people that you are looking to target.	Definition More info
Positioning Statement	A concise description of your target market as well as a compelling picture of how you want the market to perceive your brand	Definition
Pay-Per-Click (PPC)	A model of Internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way of buying visits to your site rather than attempting to gain visits organically.	Definition
Programmatic Media Buying	Utilizing data insights and algorithms to serve ads to the right user at the right time, at the right price. Programmatic channels allows advertisers to to buy per impression in order to target the right audience.	Definition More Info
Retargeting	A form of online advertising that can help you keep your brand in front of bounced traffic after they leave your website.	Definition
Sales Accepted Lead (SAL)	Leads accepted by sales for follow up action. SAL is what unifies Marketing Qualified Leads (MQL) and Sales Qualified Leads (SQL).	Blog
Sales Funnel	A marketing term for the journey potential customers go through on the way to purchase. There are several steps, each varying based on a company's sales model.	Definition
Sales Qualified Lead (SQL)	A prospective customer that has been researched and vetted—first by an organization's marketing department and then by its sales team—and is deemed ready for the next stage in the deal stage	Definition
Search Engine Optimization (SEO)	The process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.	More Info
Service Level Agreement (SLA)	A contract that establishes a set of deliverables that one party has agreed to provide another. Can be an agreement between a business and its customers or one department that delivers a recurring service to another department within that business.	Definition
Templated and Tested Landing Pages	A web page that includes specific traits or details that are used to easily track interaction and conversions.	Info
Tracking Pixels	An HTML/JavaScript code snippet which is loaded when a user visits a website or opens an email in order to track behavior and conversions.	Definition
Website Analytics	The collection, reporting and analysis of website data. The focus is on identifying measures based on your organizational and user goals and using the website data to determine the success or failure of those goals and to drive strategy and improve the user's experience.	Definition



As an independent agency, STIR has the flexibility and skill set to work hand-in-hand with your marketing and sales team. Further, we've got the experience to help you develop the necessary infrastructure that will keep your successful launch on the right track.

Brian Bennett: 414-278-0040 | brianb@stirstuff.com