

Small can be
BIG



5 incredibly useful Sales and Marketing Tips for SMBs

White Paper

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Your customer decision making process is changing in the new digital age. No longer does a customer rely only on the information provided by the sales people. Chances are the customer will do his own research before buying your product. Some of the things he may do;

- Visit your website to understand your offering
- Sign-up for a free trial
- Download a white paper
- Subscribe to your newsletter
- Attend your webinar
- Look for pricing
- Watch interactive demo

On the other hand, your sales team will interact with the customer and manage the pipeline to close the deal.

An SMB has limited means to track all this and then make a decision as to which customers are likely to buy and focus on them. Thus, all organizations need to systematize, streamline, and integrate all Sales and Marketing efforts - irrespective of their size.

Following 5 sales and marketing tips can help you start the journey to integrate your sales and marketing efforts.

Tip #1

Identify Gaps in your Customer Engagement

Most of the company's focus their energies on what sales teams are doing with the customer. Are we sending enough emails? Are we calling them often? Are we holding enough meetings? Giving demos, etc. The marketing aspects that we forget are what the customer is doing with us. Is he engaged? Is he coming to our website and reading information or learning? Does he subscribe to our newsletter?

It is imperative to design a 360° engagement model for your customers. It should have all aspects of sales processes as well as marketing processes. Ensure that you are addressing all aspects of customer engagement and have a mechanism to track them. Only then you can truly identify the high potential customer who will close a deal with you!!

Tip # 2

Measure all sales activities of a customer

Many times, it is not possible for sales people to remember what has happened in the course of a deal. A mechanism to measure and track all sales activities like meetings done, emails sent, webinars given, etc. has to be in place for a sales person to have the timeline history of how the relationship has progressed.

Sales Managers are concerned that critical customer and opportunity information leaves if the sales person leaves. A new person may not have the activity history of client interactions which creates a disruption for the customer as well.

A good CRM system that keeps track of all activities related to a customer will go a long way in ensuring the customer has a seamless engagement with your company. You can also take an objective view of how the engagement is progressing and what the chances are to close a deal.

Tip # 3

Have a great website to engage the customer

For a person shopping in a mall, the first impression is the design and décor of the showroom. Similarly, a website is the first impression a customer has about you. Have a good design and navigation of the website. More importantly, have great content that helps the customer make his decision. Some of the important aspects of content can be blogs, white papers, product comparison, and news articles related to your business.

It is not only important to have the website but also to monitor the customers that use it. A website monitoring system not only helps to generate leads but also aids in refining the content and customer experience journey. While google analytics gives you the # of people visiting your website (“Anonymous Users”), it is not enough. Your marketing platform should be able to track your prospects and customers “Known Users” and tell you what they did. E.g. if your prospect downloads your detailed pricing sheet, you should be immediately being notified to take appropriate action.

Tip # 4

Create ability to run targeted email campaigns

A customer may not have time to give you a meeting appointment, but he can surely spend a minute to read your email **IF** it is relevant to him. Now that is a big IF.

We all receive a lot of emails sent to us daily and we ignore probably 99% of them. The reason is that we do not find them relevant for us and the company sending the emails did not make it customized for me. Most email marketing is done on “Spray and pray” manner where you send all email to all your customers and hope somebody will read it. That is the reason the open rate of email campaigns is only approximately 1-2%.

It is important to send targeted email campaigns tailored to smaller customer segments. This means your marketing automation platform has to be tightly integrated with your CRM and provide you the ability to slice and dice your lead and customer data on the fly. This way you can create small groups of people with similar characteristics and send them a targeted campaign. This will increase your email success rate and create more leads for you.

Tip # 5

Have an integrated CRM and Marketing Automation Platform

To streamline and integrate your sales and marketing efforts, you need to invest in a platform that can seamlessly help you do that.

One of the challenges the SMBs faces is to invest in technology and maintain it. You need to invest in 2 different technologies for CRM and Marketing automation platform which can be an expensive affair. Even if a vendor has both modules, they may not be integrated, which defeats the entire purpose.

Our unique and integrated sales and marketing platform (zigihub.com) provides you a cost-effective way to get most of your sales and marketing efforts accomplished with minimum investment. We can also take the responsibility for building and maintaining your website and any other marketing support you may need.

For further details, please contact me or write at sales@zigihub.com

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“Machine Learning Driven Fully Integrated Digital Marketing and CRM Platform”