



MARKETING
DECODED

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As a group of marketing professionals, we hear a lot of myths on a daily basis about marketing. Some we find to be plausible, and some are painstakingly false. We are here to help you decode the top five common marketing tools that have a lot of mystery and speculation surrounding them. We will break down each tool by looking at uses, myths, alternative uses, and benefits. Let's get started!

MARKETING TOOL #1: TELEMARKETING

Common Uses:

Calling into existing lists or newly purchased lists with the objective of generating new business

Myths:

- » Telemarketing does not bring in enough qualified leads.
- » The leads generated should be ready to close within three to six months or telemarketing has not done its job.

Alternative Uses:

Call to invite prospects to webcasts or events, clean up lists, and/or build an email marketing database via surveys or customer satisfaction calls

Telemarketing Decoded:

What do we say to these myths? Phooey! We have seen telemarketing work and work well. As with any marketing activity, telemarketing requires you to have a strong offer that is relevant to the audience you're targeting. It is also vital to remember that at the base of all your marketing activities are the lists that you are marketing to. By using a telemarketing team, you can clean up your lists, determine if there are new contacts at the firm, find out if the prospects on your list are right for your product, find prospects to nurture, and yes, even sometimes find that rare company who is ready to make a purchase. As to myth #2, telemarketing will likely not find the prospects that fall into the three to six month sales timeframe, especially on a new list. While it is plausible, these leads are more likely to come from prospects that have been nurtured through multiple marketing and sales activities. Bottom line: give telemarketing a try, and start cleaning up your marketing lists.

MARKETING TOOL #2: BLOGGING

Common Uses:

Short articles to post on a company blog site or a group blogging site

Myths:

- » Blogs should generate leads.
- » Blogs should have search engine optimization (SEO) benefits.
- » Blogging is flexible; I can post whenever I want to.

Alternative Uses:

Video blogging, technical blogging, and event blogging

Blogging Decoded:

The myths listed above are both true and false. Let's begin with the false: "blogs should generate leads". While blogs can generate leads, that is not their purpose. Their main purpose is to be educational and contain keywords that will drive prospects and customers to your website. It shouldn't be a

sales spiel but rather an opportunity to talk to prospects and customers in a conversational and informal tone. Blogging makes you more approachable (and perceived as knowledgeable) so that when prospects are ready to buy, they'll come to you. The other two myths (#2 and #3) are true, but only if certain requirements are met. For example, including relevant keywords and links will give your blogs SEO benefits, enhancing the ranking of your company's website. And blogging is also flexible, meaning that you can post whenever you want to, but you can't expect to gain the SEO benefit as bloggers who post every day using effective keywords and links. Bottom line: blogs are a great way to set your company apart as a business expert in your community and industry, and they can increase traffic to multiple pages within your website...if done right.

MARKETING TOOL #3: CASE STUDIES

Common Uses:

A customer story can be used on your website or as a handout

Myths:

- » Case studies can only be used as handouts and downloads.
- » Once a case study is done, it is final.

Alternative Uses:

Blogging, social media outlets, use quotes within other marketing materials, newsletter feature, and video case study

Case Studies Decoded:

It is pretty common for most companies to use case studies as a handout at an event, in a sales meeting, or as a download on their website. While those uses are good, there is so much more that a case study can do. Once you have a case study created, you should be casting this story out as far as you can. Use your other marketing tools and resources to do this. You could (a) write a blog post about your case study, (b) post it to your social media outlets such as LinkedIn and Facebook, and/or (c) feature it within your monthly newsletter. You can also take it a step further by (d) adding a short video clip of the person(s) interviewed giving you a complimentary testimonial. And (e) don't forget to use some of the great quotes you have from your

clients within other marketing materials or on different pages within your website. The key is to not let your case studies go stale. If you have a case study that is more than two years old, consider re-interviewing your customer and freshening up the content to extend its life. Remember, when you read reviews of items you want to purchase, you look at the newest ones first. Bottom line: case studies are truly marketing gems. Make sure yours are polished and ready to go!

MARKETING TOOL #4: EMAIL MARKETING

Common Uses:

Announcements, newsletters, and event invitations

Myths:

- » Email marketing is free and should be used frequently.
- » People don't read marketing emails.

Alternative Uses:

Promotions and reinforcement of other marketing activities

Email Marketing Decoded:

The fact of the matter is, while email marketing may be much more cost effective than some other marketing alternatives, it is not free. It takes time to come up with the right offer and messaging for your audience as well as time to design that email. On the opposite spectrum, the myth that people do not read marketing emails can be both true and false. The foundation of any marketing campaign is a good list. This is especially important in email marketing. If you are sending email to people you haven't met, you are most likely spamming them. You cannot expect them to want to read your email when they have no idea of who you are. Your lists are the key to success. Be sure to continually add and update your lists in order to receive the optimal response from your email marketing efforts. Bottom line, email marketing is very beneficial when it is combined with other marketing elements such as telemarketing, direct mail, webcasts, events, etc.

MARKETING TOOL #5: DIRECT MAIL

Common Uses:

Promotions and event invitations

**Check out the many uses for a case study as illustrated in this infographic:
www.thepartnermarketinggroup.com/customer-case-study-creation**

Myths:

- » Direct mail is costly.
- » Direct mail is not effective anymore.
- » People throw away mail.

Alternative Uses:

Newsletters, client communications, and lumpy or dimensional mailers

Direct Mail Decoded:

While using direct mail can cost more than other marketing alternatives, it is something that can give your overall marketing a boost. With many companies spending less money on direct mail, this could be your opportunity to stand out from the crowd. Now, we cannot “decode” the myth that people will throw away mail, that much can be true, but if you have the right message, a strong offer, and the proper list to send mail to, you are stacking the odds in your favor of making it into hands versus garbage cans. Mix things up a bit in your marketing by sending out a hard copy newsletter and client communication once a quarter or take a select list of qualified prospects and send them a dimensional (lumpy) mailer with an offer to attend an event or receive a special offer. Note that a dimensional mailer could include a small giveaway item or gift card that is then packaged into a box or padded envelope. Dimensional mailers are often more effective at being noticed by your recipients. Bottom line: direct mail should not be left out of your marketing budget and planning. Stand out and get noticed.

SUMMARY

We understand that it is often hard to decipher the best marketing tool or combination of activities for your company to use. I hope we have shed some new light on marketing tools that you may have put on the back burner. Remember that while new marketing ideas may enter our marketing plans, it is always a combination of multiple tools and activities that are going to get you the best results. 🌟

Need help decoding your marketing? Michelle Glennie and the team at The Partner Marketing Group are master decoders. Check out the products and services designed for technology Partners at www.ThePartnerMarketingGroup.com. You can contact The Partner Marketing Group at Info@ThePartnerMarketingGroup.com.

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