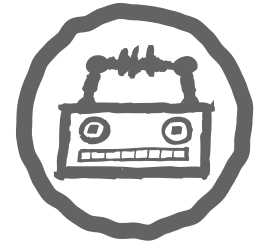


[WHITEPAPER: MARKETING AUTOMATION]



In his book “The Practice of Management”, Peter Drucker is famously quoted as saying:

“There is only one valid definition of business purpose: to create a customer... Therefore, any business enterprise has two—and only two—basic functions: marketing and innovation.”

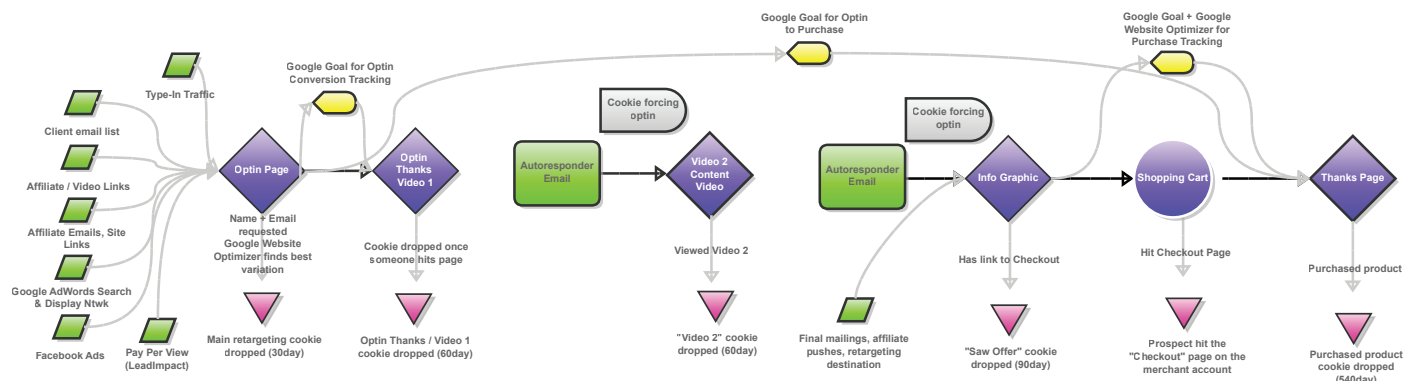
Simply, it’s some of the best advice on building a sustainable company. Fads fade, but as long as innovation is kept as a mantra, a company stands a good chance at competing in our worldwide marketplace.

The problem now isn’t who has the best product but who can best market their product. Competitors may be abound for you and your company; you might spend a significant portion of your company’s time on innovation, creating the next big thing. *But what does your marketing department look like? What does the immersion process for your product or service look like? How is it measured? How is it automated?*

These are important questions to ask yourself... are you wasting your marketing department's talent on low-level tasks that could be easily automated, allowing them to pass on hotter, more qualified leads to the sales department? If so, how could you measure that increase?

There are a number of great solutions for automating your marketing process, and when viewed agnostically through the lenses of technological elegance and effectiveness, solutions can be built to reduce the tedious manual labor of marketing professionals, while at the same time dramatically increasing the number of qualified leads being handed to the sales team.

AUTOMATE YOUR MARKETING FUNNEL WITH AN IMMERSION PROCESS...



DO YOU KNOW YOUR KPIs?

Do you know the Key Performance Indicators (KPIs) of your marketing department? Do you know scientifically what percentage of your website's visitors are buying which products? Do you know your average cost per acquisition? Are you actively working to test and reduce your cost to acquire a new customer? *If you're not, or you don't know the answers to the questions above, you may need to have your immersion and sales process audited by a professional.*

DEFINING SUCCESS...

The first step in building a profitable sales and marketing immersion sequence is to define success criteria -- what do you want a specific campaign to do? Do you want to sell more widgets? Put more butts in seats at your next live event? Define what the successful future looks like, and then figure out the paths to get prospects there. These prospects fit unique avatars, and while multiple avatars might purchase your widgets, you need to build an immersion sequence for each, to speak to their needs, interests and desires.

Tech Guys Who Get Marketing have helped schools increase their enrollment, keynote speakers increase their turnout, and traditional salespeople sell more with less energy. It all comes down to mapping out the ideal process to get a prospect to buy the product or service, then rolling it out into the marketplace. Once the sequence is in place, it can be rigorously tested with different types of traffic, to find the best process that reduces manual labor and increases the output of qualified leads.

Simply put: if your average sale takes more than two minutes to complete, marketing automation with Tech Guys Who Get Marketing could help you reduce your overall abandonment and increase your sales.

When Tech Guys Who Get Marketing start mapping out the ideal marketing sequence for a prospect, they're always looking past the goal; they want to know how to get a profitable customer who also wants to give referrals. By changing the mentality from "How do I get this sale?" to "How do we provide tremendous value that the sale happens effortlessly, and the buyer wants to tell their friends and family?" has a dramatic effect on the success of the funnel. Building a system that supports the ideal customer, then goes out and finds where those customers are, is the fastest way to increase sales and decrease refunds and complaints.

If you're currently selling a product or service online and feel like there might be a way to improve your current process, or you're uncertain about your sales associated KPIs, call Ryan at Tech Guys Who Get Marketing.

**YOU CAN REACH US AT (888) 372-8823 OR EMAIL US AT
INFO@TECHGUYSWHOGETMARKETING.COM**

