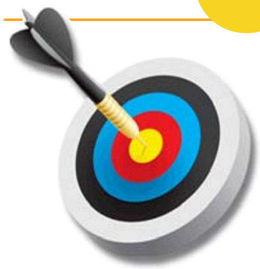
13 ESSENTIALS FOR A SUCCESSFUL MULTI-TOUCH MULTI-CHANNEL MARKETING CAMPAIGN

A Best Practices Guide

By Callbox Sales and Marketing Solutions

This guide is a product of our extensive sales and marketing expertise and will help you to become familiar with the intricacies of running a successful multi-touch multi-channel marketing campaign. For comments and questions, call us at +1 (888) 810-7464 or email us at info@callboxinc.com.

1 Know Your Target Market



An effective marketing campaign starts with a well-qualified and targeted list. To build the right database of prospects, you must first define your target market. If you're unsure of your market, tell us who you're doing business with so we can help you determine your sweet spot.

The three primary areas to define are:

- Industry
- Company Size
- Geographic Area

2 Build Your List

Building a list takes a considerable amount of time. If your firm is moving into new market sectors, internal lists may not provide the information needed, thus there may be a need to assemble or acquire lists from external sources to find targets that match your desired customer profile.

You may opt to buy lists from reputable B2B list providers that can provide comprehensive business, consumer, residential and other specialty lists. You should supply each representative with 1,000 to 3,000 targets per month to maximize their voice contact time between scheduled follow-up calls.

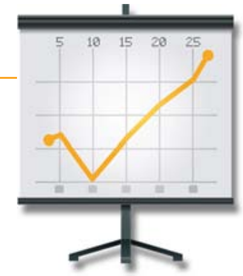
Ensure your lists have the following basic business information:

- Phone number
- Contact Name and Title
- Email Address
- LinkedIn Profile
- Company Name
- Company Address
- Fax Number

3 Identify Your Decision Maker

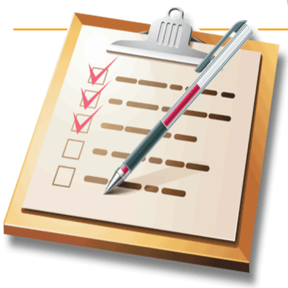
The decision maker (DM) is usually the person who signs the check, but not always. Other individuals may also play a vital role in the buying process, and they may be the ones that need the most convincing. It helps to hone in on the key players involved in your target's buying decisions – specifiers, influencers and final DMs – to pursue the right contact persons rather than waste time with the wrong ones.

4 Set Your Goals



Set tangible goals and realistic targets. Are you trying to generate leads or set appointments? Are you calling to introduce a new product/service to current clients? Invite them to register for a company event? When you have the goals of your campaign clearly laid out, you can then effectively craft a compelling marketing message. Well-defined goals and measurable targets are also a way for you to evaluate the outcome of a campaign and a means to make adjustments if necessary.

5 Define a Viable Lead



Setting your lead criteria before starting the multi-channel marketing campaign keeps the agent on point in objectively discerning between highly viable sales opportunities and chatty but unworkable calls. A viable opportunity may be defined differently by different companies, though generally, you should prepare questions to determine if a lead is worth pursuing:

- Do they have a considerable NEED for your product or service?
- Is your contact the person AUTHORIZED to recommend or make the purchase?
- Have they set a TIMEFRAME for making the decision to buy?
- Do they have the BUDGET defined?

6 Prepare a Well Thought-Out Script

Keep it simple and tailored to your target audience. Generally, prospects respond better if the caller is offering something they need – not just trying to pressure them to buy. It should be fine-tuned in the early stage of the campaign based on the feedback received from the prospects. Also, come up with a list of possible objections that may be encountered and prepare rebuttals for them. Likewise, preparing campaign FAQs regarding the company and services enables your representatives to answer questions quickly and accurately.

7 Come up with Compelling Email Copy

Email marketing is a vital component of your campaign, not an afterthought. Scheduling an appointment with the decision maker normally requires multiple touchpoints through several channels including call, email and social, and you must not waste any opportunity to connect and convert on each opportunity you get. Keep your emails brief but focused, personal and specific. Always include a clear call-to-action. Your prospect receives numerous emails in a day and will not have the patience for a fragmented and unclear message.

8 Keep an Active and Relevant LinkedIn Profile

For B2B marketing, LinkedIn has evolved to become a huge driving force in recent years. LinkedIn is an ideal place for research and prospecting as well as in building business connections. Create a professional presence and take full advantage of LinkedIn's product and service showcasing features. Remember though that your marketing effort does not stop at maintaining an active LinkedIn profile. You're there, now mingle. Join relevant LinkedIn Groups and engage in honest conversation, answer questions, comment and share your ideas to warm up your prospects and establish your field expertise.

9 Take Time to Train Your Representative

It is essential for your representative to have ample knowledge about your company's products and services. A short presentation about your company's capabilities prior to the start of the campaign will familiarize him/her with your target market. Constant training and coaching are the best ways to ensure that the representative gives the right answers at the right times to potential clients. It would also be helpful to provide websites, brochures, whitepapers, demonstrations, and any other background information to increase familiarity with your product and company.

10 Update your Callbox Pipeline

It is imperative to keep your Callbox Pipeline updated to help your marketing team keep track of the status of all your leads and appointments. Your calendar should be kept current to avoid scheduling conflicts. This allows Callbox Pipeline to give you a clear picture of how your campaign is progressing.

callbox Pipeline

11 Be Involved and Prepared to Make Adjustments

Once the campaign is launched, continue your active participation. Review the campaign results and collaborate with your telemarketing team to check if there's a need to modify your lead criteria or target market. Schedule a weekly meeting with your marketing team to make sure that the campaign is progressing as planned.

12 Keep Your Appointments

Keeping appointments is vital. Needlessly disrupting your potential client's schedule will compromise a sale as well as your company's reputation. Remember that these leads have been pre-qualified for you and are likely to yield positive results, so don't waste the sales opportunity by failing to turn up at their door or forgetting to call when expected.

13 Stay The Course

It's important for marketing campaigns to be given enough time to build up momentum. As with building a sales pipeline, building a lead pipeline requires constant follow-up of previously called targets until they can be definitely disqualified or converted into strong, well-qualified sales appointments. Depending on the type of sales campaign, it is often recommended to run a program for a minimum period of 3 months. Anything shorter would leave a large number of leads not fully converted into qualified appointments.

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