

GROWTH CAMP

Intro: Build a
Foundation for
marketing success



HUMBLE BRAGGING: CREDS

SThree	Marketing function Websites Internal Comms / Intranet Brand management Defined and rolled out values
Hydrogen	Internal Comms Brand proposition
Black Slate	Recruitment marketing Force 24 Platinum partner Websites Branding Tech & Finance brands / websites

NOISE OR MUSIC?

“Playing fast around the drums is one thing. But to play music, to play with people for others to listen to, that’s something else. That’s a whole other world.” –
Tony Williams
(Jazz drummer / Miles Davis)



FOUNDATION

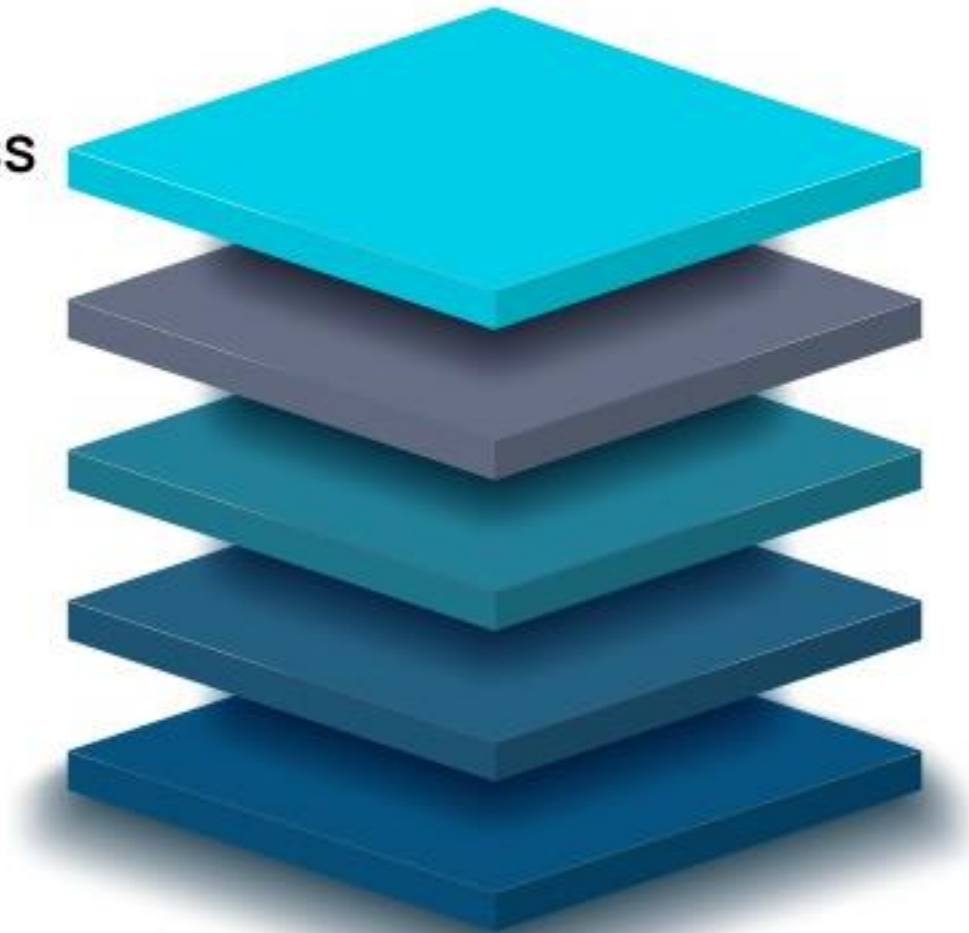
Tech / Data / Process

Content

Offer / Messaging

Markets

Brand



YOUR BRAND: READY?

DEFINITION



Has the brand been defined:
What it stands for
Brand position
Famous for?

RELEVANCE



Does the brand reflect
chosen markets; today and
tomorrow?

CONSISTENT



Does your online presence,
website, social media reflect
your markets?

YOUR WEBSITE

Is your website a marketing asset or



Is your site a tired place with no compelling offers, no clear service offering, no evidence, no valuable content...



...or is your site inviting, with fresh design, product offerings and hot new content?

IDEAL CUSTOMER PROFILE

Who are you talking to, what are their needs, how can you satisfy their needs?

Company Profile

- Public / Private
- Employees
- Industry segment
- Location
- Growth Rate
- Decision makers

Decision-maker profile

- Job titles
- Skills
- Problems
- Goals

Decision-maker offer

- Candidates
- Content*
- Evidence
- Solutions
- Career advance

*What content can you supply them to make their job easier, more effective?



YOUR TARGET MARKETS

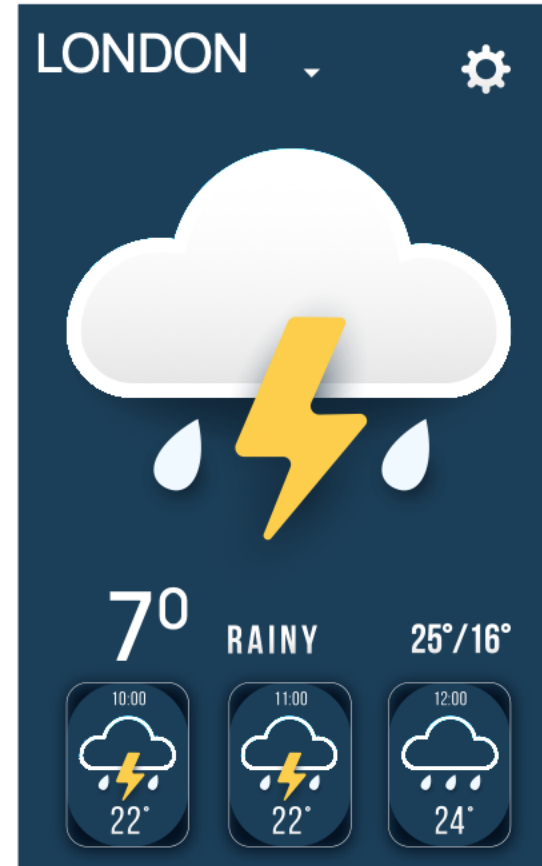
- Countries?
- Regions?
- Segments?
- Industries?



MARKET FORECAST

Your planning should anticipate the what your current and future markets will be doing tomorrow.

Some new markets have lots of opportunity, but you'll have no brand reputation or expertise.



Your messaging and content will need to reflect the concerns of companies in their economic cycle.

Recession: focus on cost savings

Growth: grow with best candidates

DEFINE YOUR OFFER

Service Offering

```
graph LR; A[Service Offering] --- B[The range defined]; A --- C[Service details]; A --- D[Service Lyrics (sales message)];
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The range
defined

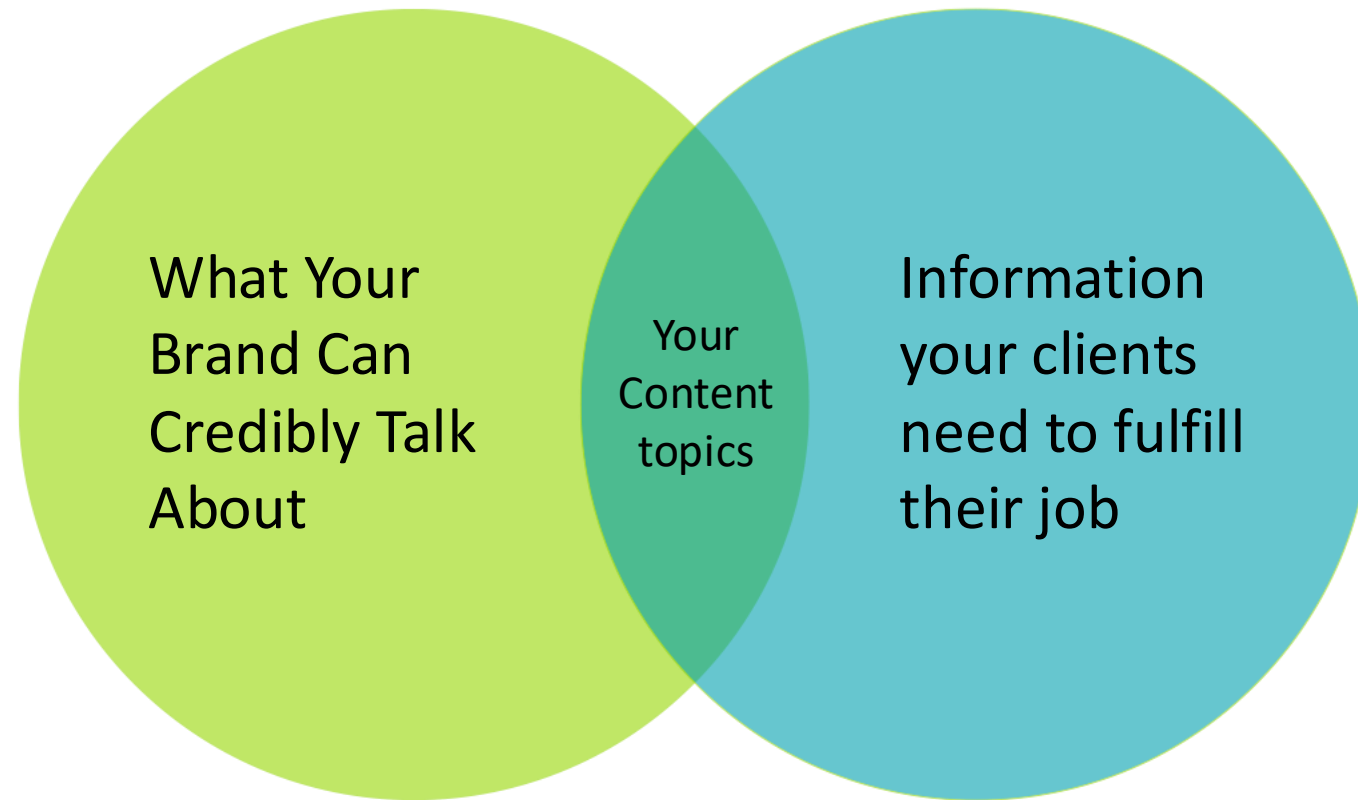


Service
details

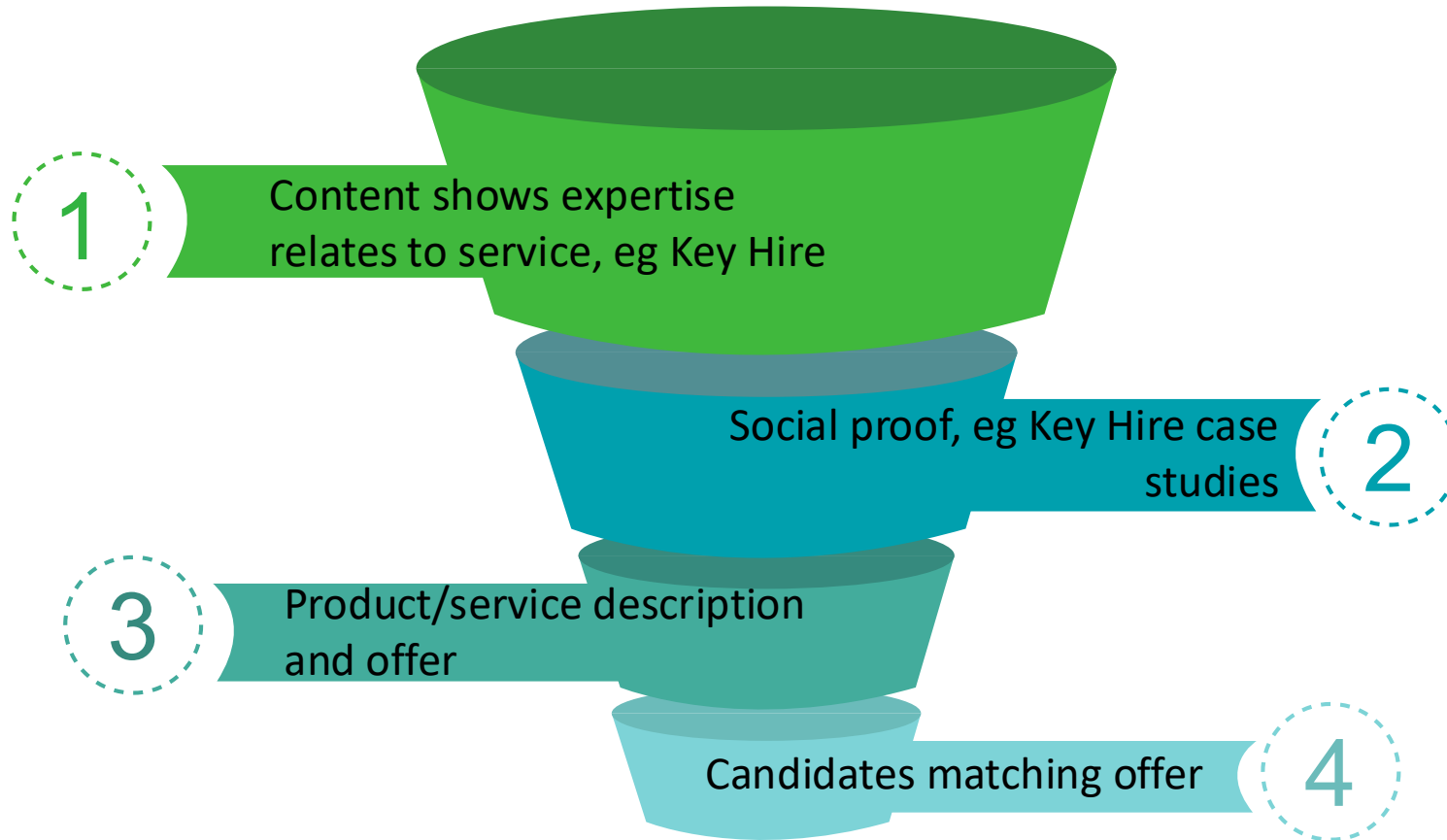


Service
Lyrics (sales message)

CONTENT PLANNING



LINK SERVICE TO CONTENT

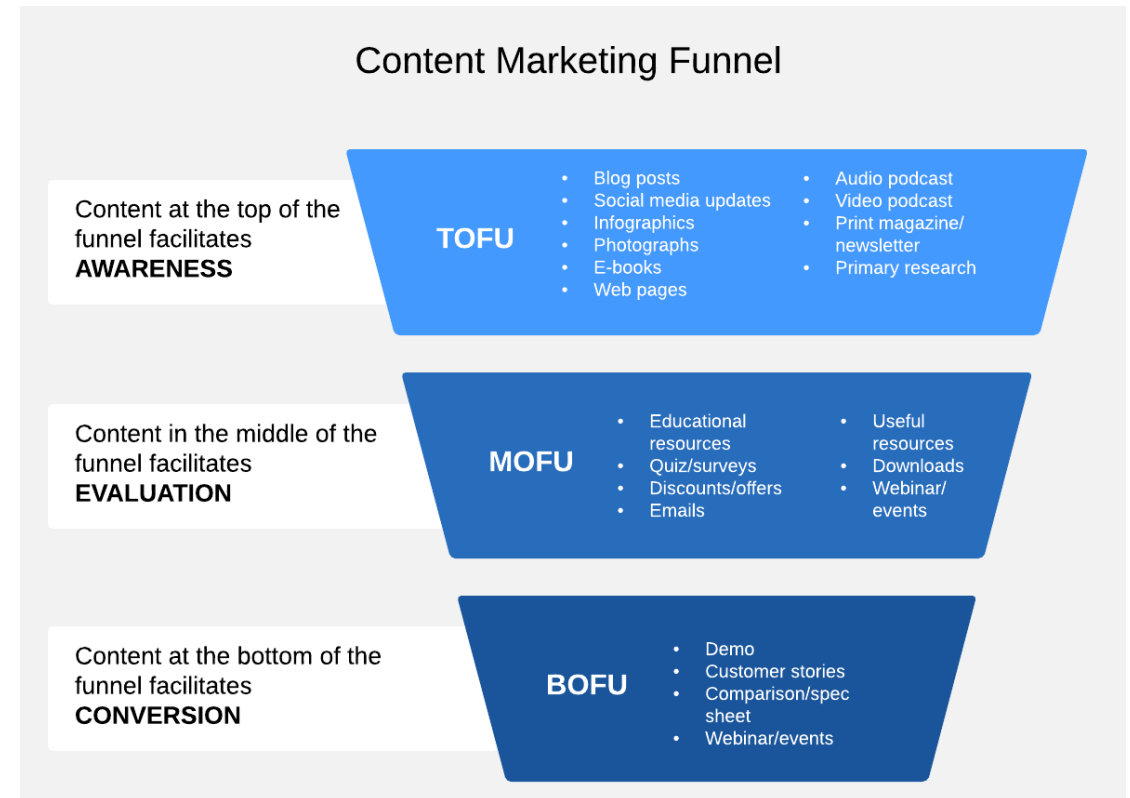


FULL-FUNNEL

Different types of content are required at different stages in **the buyer journey**.

At the awareness/attraction stage, the content is high-level, focusing on introducing and discussing **the challenge**.

The further down in the funnel a prospect move, the more detailed and granular the content needs to be, with focus on **the solution**.



AUDIENCE / COLLEAGUES

Does your audience value / need content that will help them do their job better? E.g. static or blue-collar sectors may not.

Are your colleagues committed to helping you create content, do they have time and/or expertise?



Look at my face, am i bowvered?

TRUST IS KEY

In B2B marketing, **trust** is essential. Trust-building elements should be included in every part of your marketing strategy.

- Leverage your internal subject matter experts to ensure your content has **depth** and adds **value**.
- Leverage **testimonials** and customer **case studies** to illustrate what you can do.
- Be **specific**, not general, when talking about what your offer.



SPAM FILTERS

The gift that no marketing professional wants...

Learn everything you can about spam filters and the verified rules to obey – approach as if your career depends on it. Hint: because it does!

Force24 has amazing support and Adam will cover.

It will force you to become a better marketing professional



DATA PROCESS

1. Acquire Data:

Pitchbook
Crunchbase
GitHub (candidates)
ZoomInfo
Beuahurst

This is cold, raw, basic data,
needs refining

2. Refine data

Make data usable,
populate CRM, triggering
auto engagement

3. Use: Tech Stack

Load data into CRM and
marketing platforms:

Elay
Force 24
Ective

Tip: Ensure you can segment:

- Job title
- Sector

WARNING: COLD DATA & COLD IP REP



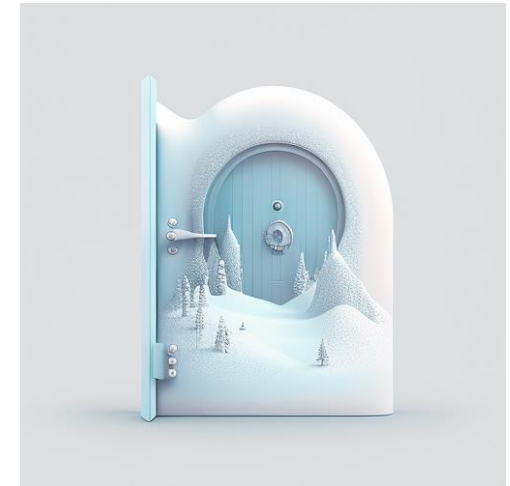
Buying & Using Cold Data

+



Starting with Cold email IP

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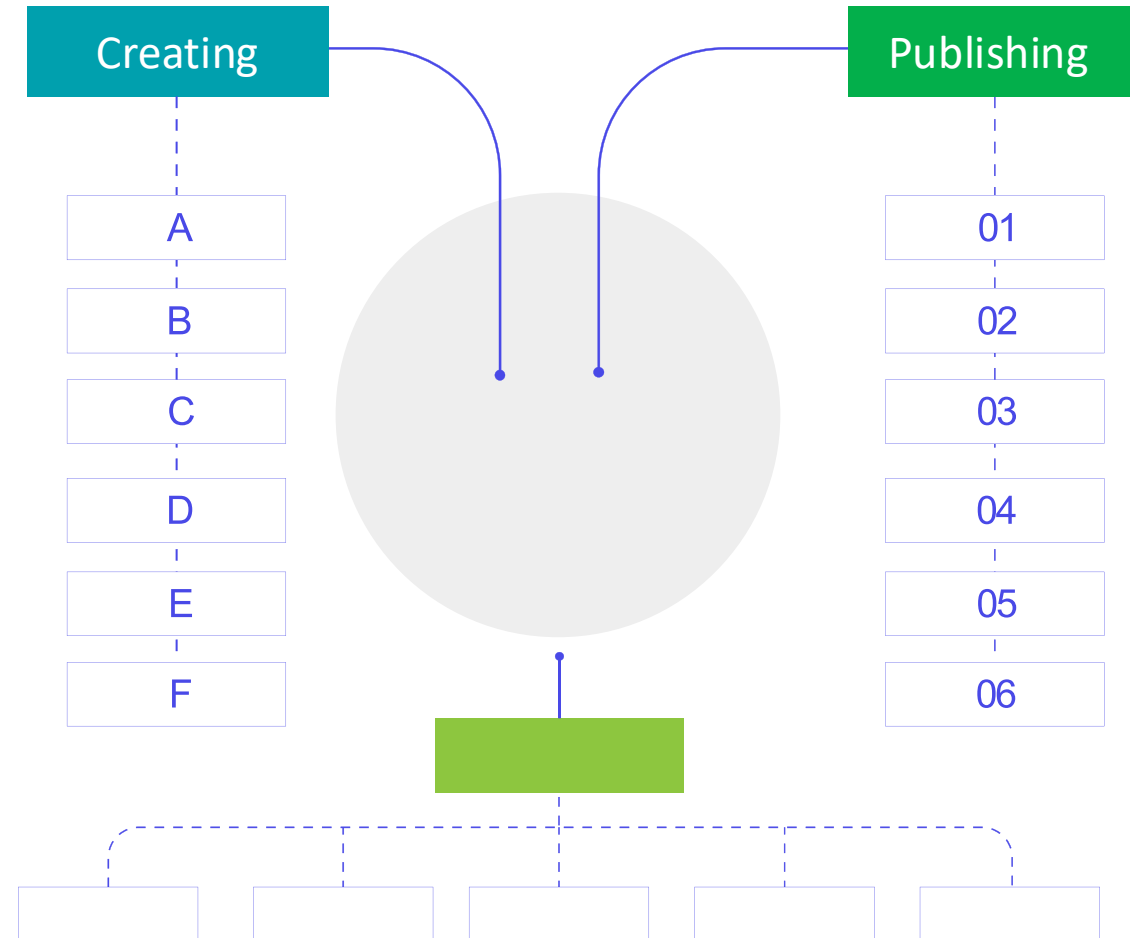


Cold reception for your emails

TOP TIPS

- **Plan messages / campaigns 6-12 months**
- **Messages every 2 weeks**
- **Linked and email aligned**
- **Operations, ensure leads go to and followed up by best person in biz, eg don't ask Rookie to follow up on SoW enquiry**
 - **Engagement**
 - **Number of opens**
 - **Ensure follow up calls happen**

CONTENT PROCESS



BLACK SLATE

- Recruitment marketing
- Brand identities for recruitment agencies
- Wordpress and webflow websites
- Internal Comms / Values /
- Product design