



Kick-Start Your Marketing Automation Program

ALIGN SALES AND MARKETING; DRIVE NEW LEADS

With more than 50 percent of the buyer's journey taking place before a prospect ever contacts you, it's more important than ever before to provide key audiences with recipient-oriented content when and how they want it.

Through marketing automation, we usher your prospects through the buyer's journey using customized content marketing campaigns that ultimately deliver sales-ready leads to your sales team.

Our proven, five-step process guides your sales and marketing teams toward greater alignment, while setting the foundation for a successful lead nurturing campaign to help you grow.

At the end of the process, you'll have a clear understanding of your audience's buyer's journey and content needs, campaign maps, and lead-scoring strategy.

FIVE-STEP PROCESS

- 1. Sales and Marketing Kick-Off Session:** In the first step of the marketing automation process, we assemble key individuals from sales and marketing to:
 - Define goals and success
 - Identify key areas of focus
 - Gain agreement on the sales process and marketing's role
- 2. Audience Research:** Understanding how your audience progresses through the buyer's journey and what content earns their interest — and ultimately trust — is crucial to a successful campaign. We interview customers and prospects, as well as your sales team, to gain a better understanding of audience preferences and decision-making processes.
- 3. Marketing Materials Audit:** Concurrently with audience research, we review your current materials to determine what can be used as is, what materials need revisions and what needs to be created based on audience feedback.
- 4. Nurture Campaign Creation:** Once research is complete, we develop a comprehensive lead nurture strategy for your business, complete with welcome, re-engagement, education and close marketing automation campaign maps.
- 5. Lead Scoring Development:** With a clear understanding of your lead nurturing campaigns, we'll work with you to develop lead scores for various campaign actions. Once prospects reach an agreed upon lead score, they are handed off to sales.



With deliverables in hand, you'll be ready to segment email lists, create needed copy, build your profile in a marketing automation program, and start your lead nurturing campaign.

DELIVERABLES

- Marketing automation campaign strategy
- Audience personas
- Buyer's journey map
- Marketing materials audit
- Comprehensive lead nurture campaign
- Lead scoring system
- Action plan for implementation

Ready to kick-start your marketing automation program? Contact Sheri Johnson at sjohnson@morningstarcomm.com or 913.660.9622.