



# Sales Acceleration| Transform Your Marketing & Sales

*A Peritus Marketing Best Practices eBook*



Designed for startups and small-medium businesses looking to accelerate sales growth with an innovative marketing partner.

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# Introduction

## Market Smarter. Sell Faster.

This eBook is designed for startups and small-medium businesses looking to rebound from the Covid-19 pandemic and searching for solutions to accelerate company growth and revenue. Our proven marketing framework, software, and services empower our clients to manage customer journeys effectively and generate remarkable sales growth.

**What's Inbound Marketing?** | Inbound marketing is a business methodology that attracts customers by creating valuable content and experiences tailored to them at different buyer journey stages. Your prospects are searching for solutions to their business challenges, so your firm must invest wisely in tactics that bring, educate, and convert them into new customers.

**What's Outbound Marketing?** | Outbound marketing leverages outreach tactics such as email marketing, events, advertising, webinars, and targeting existing contacts in your database. Leveraging Marketing Automation software to engage, nurture, and build "digital" relationships overtime is an effective way to reduce the costs of outbound marketing.

Brand Trust and differentiation are values established with potential buyers over a series of relationship-building activities. For certain, your competition is engaged, so outbound marketing requires tact, value-driven, and meaningful content on a scheduled cadence. We are not in the SPAM or marketing annoyance business, but you need to **fight through all the noise.**



**FACT:** 80% of buyers search the internet before making a large purchase. (SEMRush, 2019)

**FACT:** Four in five users increased their leads by using marketing automation software and almost as many (77%) saw an increase in conversions. (Invesp, 2020)

# The Foundation: Marketing Automation Software & Content

## A major piece of the puzzle.

Marketing Automation software (MAS) supports your entire Online (Inbound/Outbound) Marketing strategy. No matter the size of your business, affordable technology makes it easy to create, deploy, and manage online marketing campaigns rapidly.

MAS provides reporting to see each step of your campaign, capturing true marketing ROI Analytics. Peritus Marketing leverages [Active Campaign's](#) category-defining customer-centric platform to support our clients. The platform offers hundreds of pre-built automations that combine email marketing, funnel automation, CRM, and machine learning for powerful orchestration, segmentation, and personalization across social, email, messaging, chat, and text. With 300+ integrations, Peritus Marketing clients move from chaotic to well-defined marketing processes with full-scale analytics, lead gen, and nurturing tracks to determine which programs are moving the sales revenue needle.

## **Content Marketing - *your Voice to the Market.*** It fuels all marketing and sales campaigns.

Content marketing is essential because it answers your target audience's questions at every stage of the buyer journey (Awareness, Consideration, Decision). With content marketing, you can build trust with your audience, improve conversions, connect with your customers, and generate qualified leads. Additionally, in today's age,

customers expect high-quality, consistent content from their favorite brands.

As a response to Covid-19, businesses are doubling down on their value propositions and differentiation to marketplaces. Content marketing is your Voice to all the different Personas that either use or buy your products and services.

## 6 Key Benefits

- Generates more Traffic, Qualified Leads and Sales
- Makes your Sales Funnel more predictable
- Boosts Sales Productivity and Revenue Growth
- Gets Marketing and Sales aligned
- Builds Brand Awareness, Trust, and Relationships with buyers
- It Has a Higher ROI.

## “New Normal” Brings Opportunity

The Covid-19 pandemic has changed the game for many industries. Companies must reassess their marketing models. What Peritus Marketing proposes is cost-effective, programmatic, ROI-driven, and reduces customer acquisition costs by taking advantage of affordable marketing automation technology, customer-centric content marketing, and improved sales alignment to drive more business.



The top priority for marketers is generating leads. (HubSpot, 2020)  
We take this a step further and focus on ensuring leads turn into revenue. And easily repeat success.

## Essential Steps for Accelerating Sales

Startups and Small-Medium businesses have limited resources for marketing. Peritus Marketing was founded to bring automation and a data-centric approach to increasing sales results.

Peritus Marketing subscribes to the ethos that you need to have a clear line of sight of each client’s business strategy and marketplace before you can execute winning marketing strategies. We do this through comprehensive data research. One example is reviewing your digital landscape to uncover marketing opportunities as part of building the Framework for how marketing is going to help accelerate sales growth.



80% of marketing automation users saw an increase in the number of leads using MA software, and 77% had an increase of conversions. (Invesp, 2020)



# The Framework: Getting Started

## 1. Strategy and Planning

Strategy and Planning align business revenue goals (e.g., 20% Rev Growth in Q4) to Marketing Objectives using historical or modeled statistics to develop a single Marketing and Sales Funnel.



We will audit your existing sales cycle and identify targets to set up Key Performance Indicators. Example Questions include: How many marketing qualified leads [at the top of the funnel] do you need to increase bookings by 20% for the next quarter. What's your average contract value? What's the length of your sales cycle and Win Rate percent? During this exercise, we'll create a lead model along buyer journey funnel stages (Awareness, Consideration, Decision) to align stage and channel targets to North Star goals.



We Audit **Competition**, **Personas**, and map **Buyer Journeys** to determine where meaningful touchpoints necessitate content creation that connects with audiences and differentiates your business. For example, if little traffic and leads come through the website, customer-centric SEO-content is needed to increase traffic and convert leads. SEO is essentially marketing for Search Engines, but you need to post content with unique objectives set along the buyer journey. A blog article brings **awareness** type of traffic. A case study is designed for prospects **considering** your product. An ROI calculator could be the **deciding** factor to convert a prospect.

Another example is if your marketing database needs more **Ideal Customer Profiles**. This is an excellent opportunity to expand your dataset and build very targeted drip email campaigns to generate more qualified leads for the Sales Team. Less prospecting for Sales means they are focusing more time on closing more deals.

Peritus Marketing works to uncover critical elements of the strategy from goals and objectives to activating important marketing programs – All designed for accelerating sales to meet business growth goals.



The right content, based on solid research, will help drive campaigns on other digital channels, as well. For example, one Thought Leadership blog article can drive an email campaign, a webinar series, social media posts, and an assortment of Sales Enablement tools. **The KEY:** With Marketing Automation Analytics, you can determine which digital channels drive the greatest revenue from a major content asset and the next step is to double down on that investment.

## 4. Building the Content Marketing Machine

Researching your Brand, Personas, and competition helps develop the content marketing plan. **FACT:** Marketers today create content for multiple audience segments — marketing to three audience segments is most common. (HubSpot, 2020).



Leveraging Keyword Research, Sales Feedback, Competition, and Market information helps rapidly uncover content creation opportunities designed to serve multiple needs for driving more business. We develop efficient content marketing programs to deliver results. For example, one client case study can be used for the website, in a blog article, featured in a 3-part nurture email campaign, promoted in a LinkedIn Ad or Google PPC campaign. This is how Peritus Marketing helps businesses with limited marketing resources, create high-value, high-quality content for marketing programs at scale. And bring in more qualified leads.

Small to medium-sized businesses need to run highly efficient campaign-focused editorial calendars. Peritus helps set up the data-driven process to create and run campaigns using different models including "do it for you" or "do it with you" or train your team to "do it yourself" using marketing automation software.

## 5. Seamless Marketing to Sales Execution

The Peritus team's goal for clients is to help them achieve repeatable and scalable marketing programs that generate business results at scale.



We emphasize strategy, planning, execution, and reporting on marketing's activities through years of trials and tribulations. The critical advantage is setting up the right infrastructure, dedicated account manager and service model for your organization.

Suppose you do not have a marketing resource or team. Peritus can help. Suppose you have a few marketing resources. Peritus can help. We work with clients to determine the best model for execution. Most of all, the partnership grows out of achieving the goals and objectives laid out when we plan our attack.

## 6. Measuring Success

Report, Analyze and Optimize.



Marketing Automation and setting up simple steps for tracking some manual aspects of business development (e.g., calls coming in the sales phone line) changes the game for clients we work with and turns marketing activities into sales revenue.

**Our motto:** If you can't track it, it's most likely not working.



Establishing Key Performance Indicators, developing your funnel, lead, and stage definitions, and more gets everyone on the same page to generate business results. Having this kind of weekly, monthly, quarterly intelligence on real-time reports and dashboards enables the team to **market smarter** and **sell faster**.

## 7. Reduce Acquisition Costs and Increase Sales

How do you rebound from the devastation of Covid-19 and accelerate Sales during an economic recovery? The pandemic and economic downturn bring opportunities to emerge more in touch with customer needs.

Businesses need to invest in a better marketing approach designed for increasing results – Improved insights, higher customer engagement and growing sales revenue. Peritus Marketing offers marketing automation software, programs, and services that are **half the cost of hiring another sales rep**. We are a strategic marketing partner that emphasizes transparency in marketing program effectiveness and increasing sales revenue.



Get more out of marketing, spend more time closing deals.

# About Peritus Marketing

Peritus Marketing brings over 30 years of marketing expertise, working as clients, running successful marketing departments, and Marketing Agencies. Peritus brings the best of both worlds to a new marketing partnership approach. We built this firm with one principle – Translating Marketing Dollars into Sales Revenue for clients no matter how big or small. We promise **INNOVATION** and **VALUE**: Smart and data-driven lead generation programs to reduce customer acquisition costs and grow customer loyalty and sales revenue.



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