



The Modern Marketing Journey

...and why “Google” is now a verb

1BOLDSTEP

What is Marketing?

- **Wikipedia:** Marketing is the study and management of exchange relationships. It is the **business process** of creating relationships with and satisfying customers... it is one of the primary components of business management.
- **Philip Kotler:** "...satisfying needs and wants through an **exchange process**..."
- **American Marketing Association:** "...the activity, set of institutions and **process** for creating, communicating, delivering, and exchanging offerings that have value for customers..."
- **Chartered Institute of Marketing:** "... **the management process** responsible for identifying, anticipating, and satisfying customer requirements profitably".

The Modern Marketing Journey



- Marketing has evolved
- Marketing and technology have collided
- The buyer has evolved
- The entire customer journey can be measured, managed, and therefore improved.

It's time to change how you think about marketing!

The Evolution of Marketing:



Half the money I spend on advertising is wasted; the trouble is I don't know which half.

~ John Wanamaker



The Evolution of Marketing:

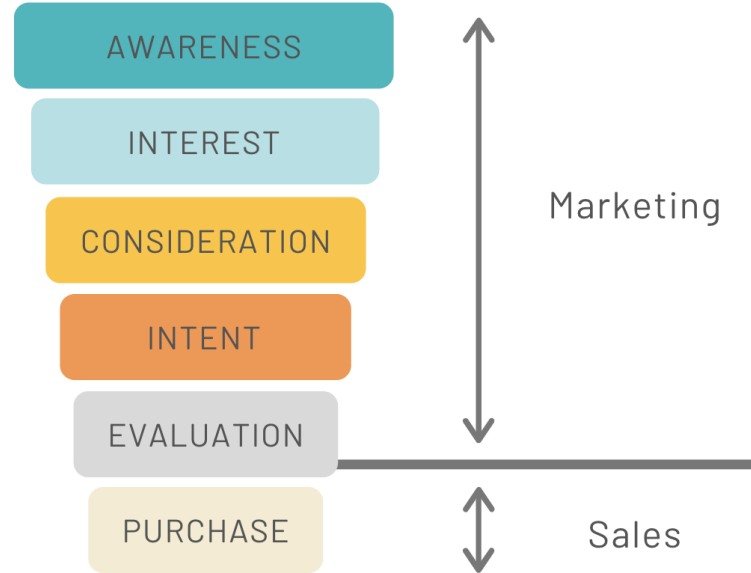
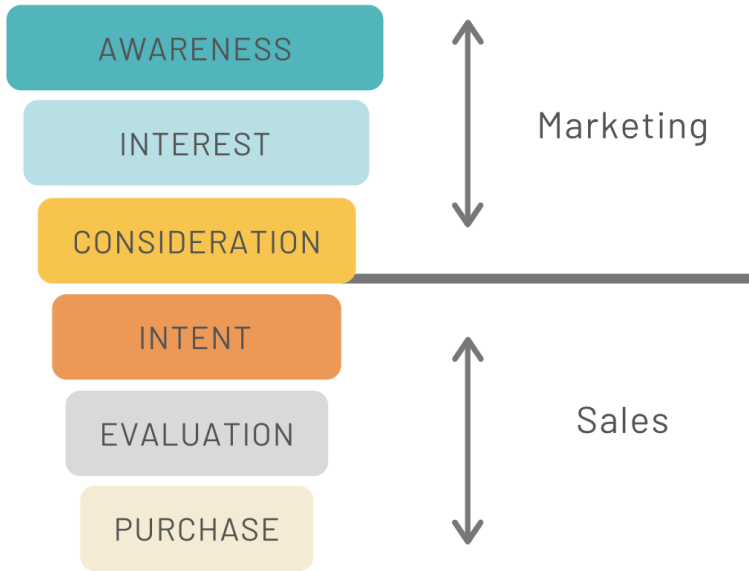
38 YEARS

13 YEARS

1.5 YEARS

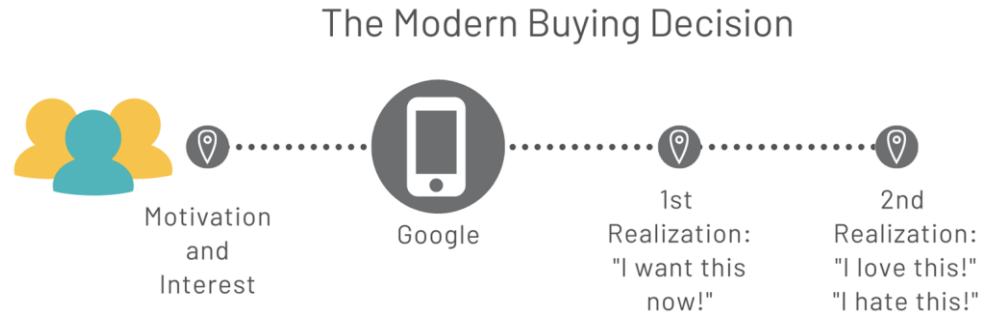


The Funnel: Yesterday & Today



Evolution of The Buyer

- 70% of the buyer's journey is complete before a buyer even reaches out to sales (SiriusDecisions)
- Only 17% of salespeople think they're pushy -- compared to 50% of prospects*
- Only 3% of buyers trust reps. The only professions with less credibility include car sales, politics, and lobbying*
- Only 19% of buyers want to connect with a salesperson during the awareness stage of their buying process, when they're first learning about the product*



**Hubspot, 2018 Sales Stats*

The Modern Customer Journey



Interest

Social Networks
Social Advertising
Digital Display Ads
In Content Ads
Email
Video
Traditional Media

Search

Organic Search
Paid Search
Directories
Maps
Catalogs

Research

Blogs
Articles
Reviews
Case Studies
Testimonials

Purchase

Buyer Experience
Add on Sales
Traditional Sales

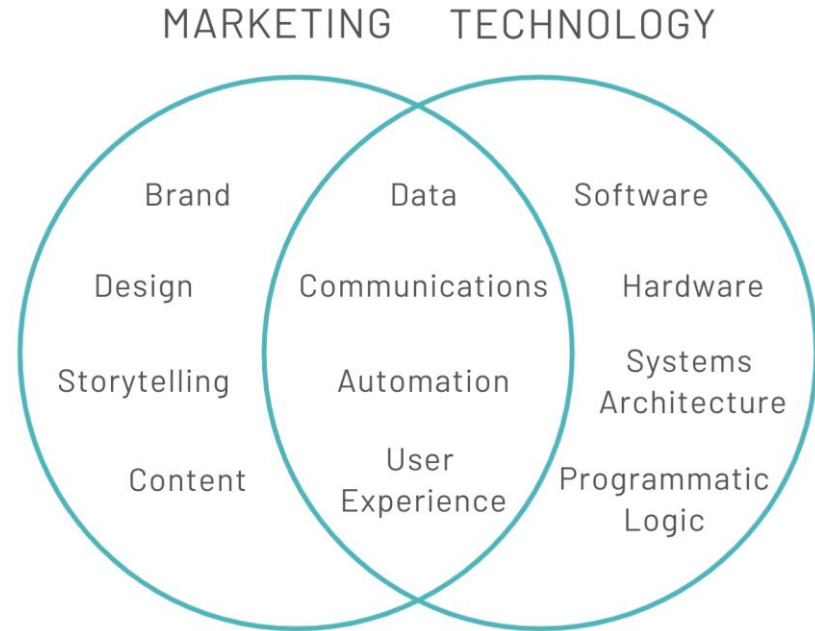
Experience

Social Post
Reviews
Surveys
Word of Mouth

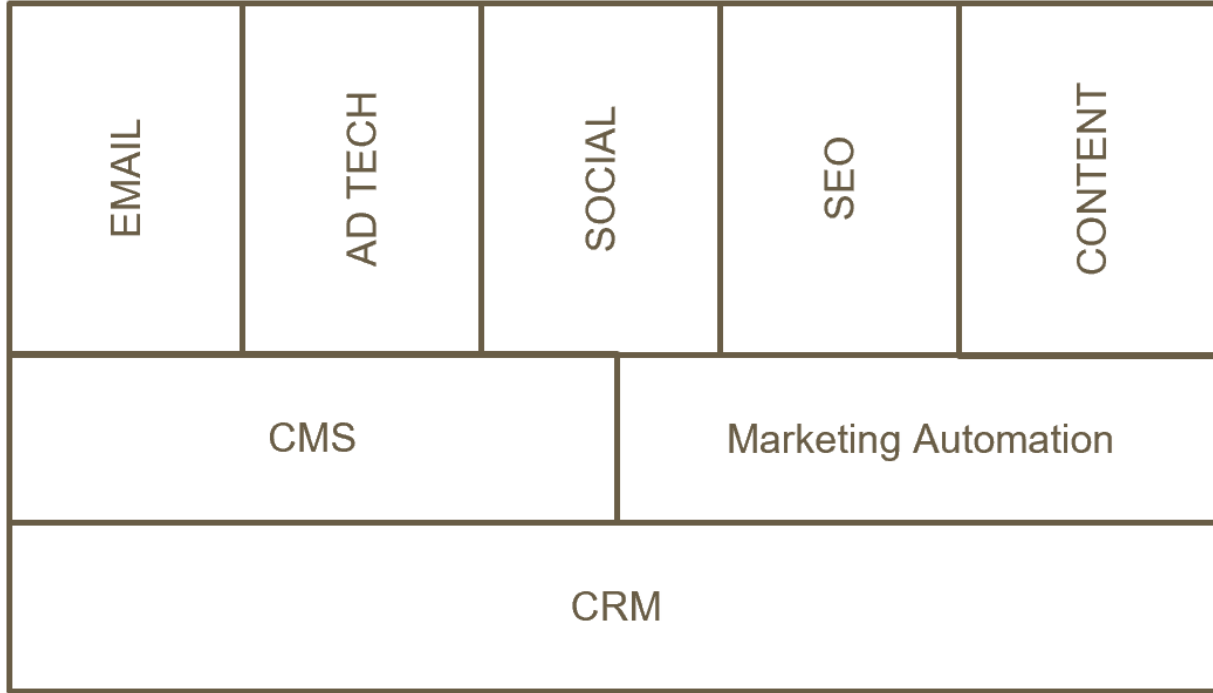


Evolution of Marketing

- Marketing is now a DIGITAL profession.
- You market to digital audiences.
- You need marketing professionals that understand people and technology.
- **MarTech** creates accountability and guides the customer experience.
- Data allows you to measure and manage the process of finding & converting new customers.



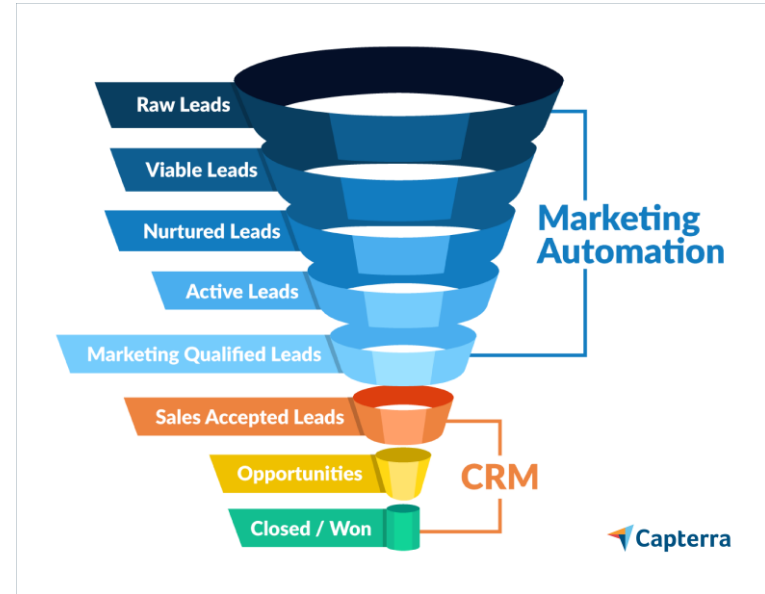
The Basic MarTech Stack





STOP: Before you buy any software

- Strategic Alignment:
 - What are your overall goals for your organization?
 - How will marketing contribute?
 - What percentage of revenue will they drive and be held accountable to?
 - Set clear KPIs and a cadence (quarterly) for measurement
- Document your Sales Process:
 - What does a sales qualified lead look like?
 - How fast will sales respond to a lead?
 - How many times will they try to contact a lead?
 - How will they return the lead to marketing?



Your process should drive your technology solution; not vice versa

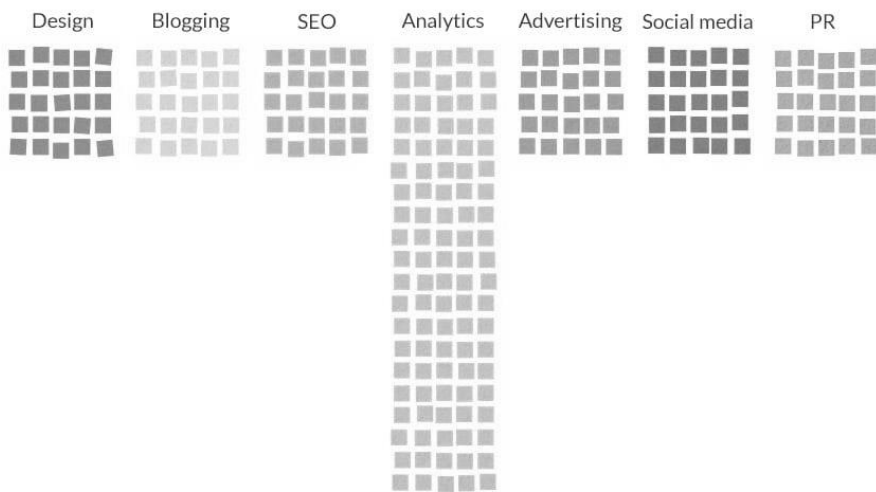
Roles: Modern Marketing Department

Marketing Leader (CMO, VP, or Director)	Strategy, Budgeting, Goal Setting, Branding
Marketing Manager	Demand Gen, Content Marketing Plan, Workflow
Marketing Technologists	CRM, Website, PPC, SEO, SEM, Analytics
Marketing Specialists	Email, Social Media, Content, Advertising, Media
Designer	Visual elements
Copywriter	Copy



The T-Shaped Marketer

T-Shaped marketers have skills and knowledge that are both deep and broad



ahrefs



Key Takeaways

- Marketing is drastically different than it was 20, even 10 years ago
- Marketing should be in relationship with the customer throughout their journey
- Everything Marketing does needs to be measurable
- Sales & Marketing share responsibility for revenue generation
- Marketing needs to hire data experts, technologist, and geeks as well as creatives and designers
- Marketing must learn to adapt quickly to keep up with changing markets and technology
- Your sales and marketing process should drive your software decisions (and not vice versa)

Homework (& Why Google is a VERB)

What does GTS mean to you?

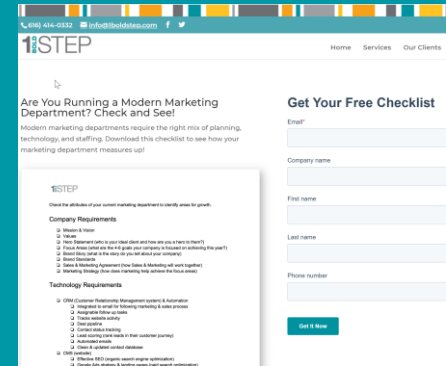
Google That Stuff!

Homework:

- What problem is your business solving?
- If I had that problem, what questions would I ask Google to help solve it? List them all or use [AnswerThePublic](#) if you need some help.
- When I “google” for help, I’m looking for you.
- Does your online content answer my questions?



Are you running a Modern Marketing Department?
Visit: 1BoldStep.com/BCC
Download our FREE checklist!



The screenshot shows the 1STEP website interface. At the top, there's a navigation bar with 'Home', 'Services', and 'Our Clients'. The main heading is 'Are You Running a Modern Marketing Department? Check and See!'. Below this, a sub-heading reads 'Modern marketing departments require the right mix of planning, technology, and staffing. Download this checklist to see how your marketing department measures up!'. The form is titled 'Get Your Free Checklist' and includes fields for 'Email*', 'Company name', 'First name', 'Last name', and 'Phone number'. A 'Get it Now' button is located at the bottom right of the form. To the left of the form, there's a preview of the checklist content, which is divided into 'Company Requirements' and 'Technology Requirements'.

Company Requirements

- 1. Vision & Mission
- 2. Market Research (Who is your ideal client and how are you a hero to them?)
- 3. Marketing Strategy (What are the goals and objectives for the next 12 months?)
- 4. Budget (How much are you willing to spend on marketing per year?)
- 5. Staffing (Do you have the right mix of planning, technology, and staffing?)
- 6. Marketing Technology (What tools are you using to manage your marketing?)
- 7. Marketing Analytics (How are you measuring the success of your marketing?)

Technology Requirements

- 1. CRM (Customer Relationship Management system) & Automation
- 2. Analytics & Reporting (Marketing & Sales performance)
- 3. Email Marketing (Email list management & automation)
- 4. Social Media Management (Content creation & scheduling)
- 5. Content Marketing (Blog, whitepapers, e-books, etc.)
- 6. Lead Management (Lead capture, scoring, and nurturing)
- 7. Marketing Automation (Campaign management & reporting)
- 8. Data Integration (Connecting marketing data with other business systems)
- 9. Mobile Marketing (SMS, mobile apps, etc.)
- 10. Security (Data protection and privacy compliance)

Thank you!

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