

DAN GRIDIN

HOW TO CREATE B2B MARKETING AUTOMATION SYSTEM IN 90 DAYS OR LESS

**3 THINGS YOU NEED
TO KNOW ABOUT ME**

FORTUNE.COM/FORTUNE500

**I CREATE MARKETING SYSTEMS THAT
GENERATE STEADY AND PREDICTABLE
STREAM OF QUALIFIED B2B LEADS**

**I WORK ONLY ON B2B MARKETS
WITH COMPLEX PRODUCTS
AND LONG SALES CYCLES**

**OH, AND I'M ALSO KNOWN
AS "THE DHL GUY"**

**THE 30 IPADS + DHL PLAN
STILL WORKS FOR CLOSED
HIGH-TRANSACTION MARKETS**

**BUT THERE ARE
LOTS OF OTHERS**

Accou



TYPICAL B2B SALES CYCLE SHORTENING ROUTINE

BUT THINGS CHANGE

COMPETITION BECOMES **GLOBAL**

EVEN FOR SMALL B2B COMPANIES

From **Moscow** ✈ To **New York, NY** ● November 28, 2015 📅

Showing **2 / 245** flights

Reset all filters 🔄

Number of stops reset

- Direct \$314
- 1 stop \$241
- 2 stops \$1,190

Airlines ▾ reset

Flight price

From \$241 to \$9,821

Departure MOW → NYC

From 12:05am to 10:35pm

Ads by Google





🏠 cheapoair.com

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Show all agencies (11) ▾

	SHOW FLIGHT DETAILS	
Depart  SVO Sheremetyevo	Duration → 10h 50m	JFK
Nov 28, Sat	Direct	Nov 28, Sat
02:35pm	→	09:05am
	SHOW FLIGHT DETAILS	
Depart  SVO Sheremetyevo	Duration → 10h 45m	JFK
Nov 28, Sat	Direct	Nov 28, Sat
09:50am	→	12:00pm

From **Moscow** ✈ To **Vladivostok** ● November 28, 2015 📅

Showing **2 / 316** flights

Reset all filters 🔄

Number of stops reset

- Direct \$276
- 1 stop \$232
- 2 stops \$469
- 3 stops \$303

Airlines ▾ reset

Flight price

From \$232 to \$9,072

Departure MOW → WO

From 12:20am to 11:35pm

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	SHOW FLIGHT DETAILS ⓘ	
Depart  SVO Sheremetyevo	Duration → 8h 25m	WVO Vladivostok
Nov 28, Sat	Direct	Nov 29, Sun
04:10pm	→	07:35am
	SHOW FLIGHT DETAILS ⓘ	
Depart  SVO Sheremetyevo	Duration → 8h 25m	WVO Vladivostok
Nov 28, Sat	Direct	Nov 29, Sun
08:50pm	→	12:15pm

**SO WE NEED TO SUBSTITUTE MANUAL
LABOUR WITH DIGITAL MARKETING**

**BUT THERE ARE TWO EXTREMES
OF DIGITAL FOLLOW-UP**



VANILLA MARKETING



MANTRA: LET'S SEND SOMETHING ONCE
A MONTH JUST TO KEEP IN TOUCH



NAPALM MARKETING



MANTRA: BUY OR DIE



THE HOLY GRAIL: MARKETING AUTOMATION

**MARKETING AUTOMATION IS A SYSTEM OF DIGITAL
“TOUCHES” THAT MOVES LEADS DOWN THE SALES
PIPELINE WITHOUT BURNING THE DATABASE ALIVE**

**Dan Gridin
@swotme**

BUT THERE IS ONE PROBLEM

**CORRECTION: HUNDREDS
OF PROBLEMS**

**CORRECTION: HUNDREDS
OF PROBLEMS EVERY DAY**

HubSpot

salesforce®
pardot™



Marketeto®

Infusionsoft®

category:promotions marketing automation



Даниил Yesware



More ▾

1-100 of many



Py ▾

- [Live Online Training] - Learn How to Get More From Unbounce with Zapier - Learn how to get the most out of Ur
- How to Get Started with Marketing Automation for SWOTME! [Free Guide]** - that use marketing automator
- The Zapier Monthly: Contact Management Edition - to use automation to eliminate manual contact entry work. Pl
- It's OVER at midnight - TONIGHT!** - "invisible automated sales machine" to generate leads and convert those l
- [Duct Tape] Boost Your Social Media Engagement - Duct Tape Marketing click here <https://ducttapemktg.infusion>
- He did me a favor... (PRIVATE VSL training & tool open to my tribe only)** - night, marketers -- who are on a :
- Demo Webinar: Introducing Sell-Side for Sales** - CRM or marketing automation platform, ion's Sell-Side Tim
- Cold Calling vs Cold Emailing: Which Is Better For You?** - the right automation, you'd be able to handle 5x n
- What The Internet Thinks About, Personas & Content Marketing with Ardath Albee and othe...** - free copy!
- Demo Webinar: Introducing Sell-Side for Sales** - CRM or marketing automation platform, ion's Sell-Side Tim
- Scan Blog: Retiring from Research, This Week's PLOS, Telomere Length and Poverty, more** - Email not dis
- Cold Emailing For Leads (Event)** - sales and marketing experts giving TED Talks (15 minutes). And best of all
- May Interactive Content Digest** - .- **MARKETING PERSPECTIVE** Empowering Sales with the Interactive Buyer



IT'S A BLOODY MESS

SO WHERE DO I START?







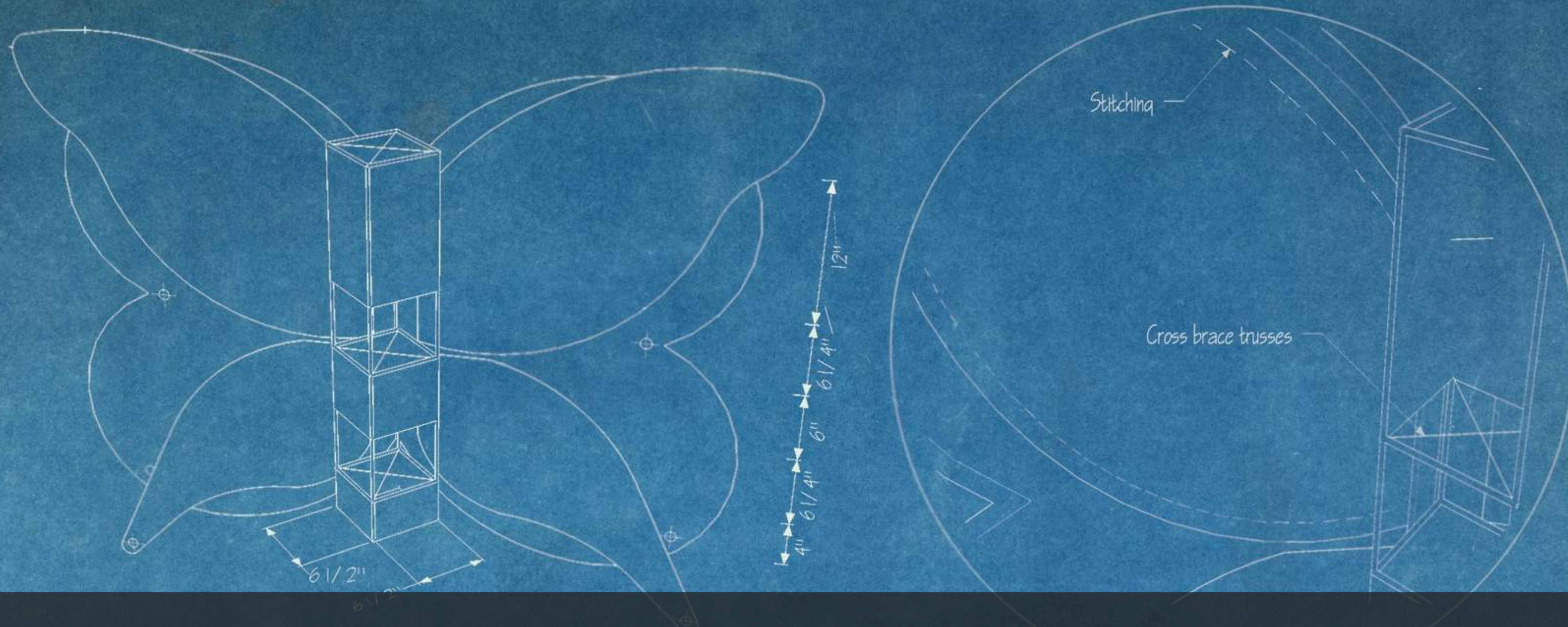
MVP

MINIMAL VIABLE PRODUCT

**HOW DO WE GET TO A WORKING
SYSTEM IN A SHORTEST WAY
POSSIBLE?**

DATE

CHECKED BY:



AXIAL VIEW

MINIMAL VIABLE MARKETING AUTOMATION SYSTEM BLUEPRINT

Address :
Brooklyn, New York, USA

Client : TEN Mississippi

1. KNOW YOUR MQLS



POWER OF **INEQUALITY**.

LEADS ARE NOT CREATED EQUAL.

EQUALITY

POWER & EQUALITY

POWER

AND I WILL PROVE

IT TO YOU RIGHT NOW



“PROFILE” THE IDEAL LEAD

**WHAT DATA DO YOU NEED
TO UNDERSTAND IF THE LEAD
IS QUALIFIED?**

Request a Free Demo of HubSpot's Software

The Only Marketing Tools You Need, All In One Place.

We want to talk with you! Let us walk you through HubSpot's marketing software and show you how to execute your marketing campaigns easier and faster than ever before.

With HubSpot's marketing software you can:

- **Drive Traffic to Your Website:** Grow your reach with blogging, social media, and search engine optimization tools.
- **Convert More Leads and Customers:** Use landing pages, email marketing, and dynamic calls-to-action to generate more leads and close more deals.
- **Save Time:** Execute all of your tactics in one place, and track visits, leads and customers from all of your marketing channels in one simple reporting dashboard.



Get a free demonstration of HubSpot's software to see how it works.

We'll show you how to make marketing your leads will love.

See HubSpot in Action

First Name *

Last Name *

Email *

Company Name *

Phone *

Website URL *

Role *

- Please select -

Employees *

- Please select -

Do you sell to other business consumers (B2C)? *

- Please select -

My company provides marketing as PR, SEO, web design, or other services *

- Please Select -

When are you available for a demo? *

[See HubSpot in Action](#)

Free AdWords Epiphanies: Get a 3rd Party Review

During your free private 20-minute GoToMeeting session, an expert Google AdWords analyst will perform an "over-the-shoulder" campaign review to uncover misallocated ad spend & dormant opportunities.

Most AdWords accounts can boost profitability by at least 20% almost immediately with the right tactics in place.

We perform hundreds of AdWords account reviews every year for successful online retailers. We're no longer shocked to discover over 90% of retailers making egregious mistakes, often amounting to over \$10,000 in wasted ad spend in AdWords.

Given all of Google's turbulent changes with AdWords, you can hardly be to blame. Nevertheless, the competitive advantage goes to the one who can best navigate their web of high-stakes complexities.

You could use a hand... or at least a 2nd opinion from someone who lives & breathes paid search marketing. We've decided to make our expert Google AdWords analysts available for free "look-over-your-shoulder" consultations. We'll use a private GoToMeeting session to conduct your virtual meeting.

After your call with one of our seasoned Google AdWords analysts, you'll gain the clarity and peace of mind of finally understanding your AdWords campaign shortfalls & opportunities.

We'll discuss your potential for improvement and growth and give you a plan of action to make your goals a reality.

Choose Your Gift: Google T-Shirt or Beach Towel!

To help overcome any apprehension you may have about the mistakes or opportunities we'll uncover — and to increase your excitement about your Google AdWords Account Review — we want to offer you a fun gift.



Google beach towel -- choose blue, yellow, or red.

Note: We will not need direct access to your AdWords account for this review.

Schedule Your FREE Google AdWords Account Review

No cost. No obligation. Someone with login access in a supervisory

IVR for B2B Marketing:

New Strategies for Lead Generation, Scoring, and Nurturing

Learn How B2B Marketers Use Inbound and Outbound IVR to Improve Lead Generation

The role of IVR (interactive voice response) in B2B marketing and lead generation is changing. For many B2B marketers, IVR is now an integral piece of their campaigns.

How are they using IVR, and is IVR something that would help your lead gen efforts?

What new technologies exist that make it easy for anyone to build their own IVRs without help from programmers?

Find out in this white paper by Ifbyphone, "IVR for B2B Marketing: New Strategies for Lead Generation, Scoring, and Nurturing". Learn the new IVR strategies today's B2B marketers use to:

- > Generate high-quality phone leads for sales
- > Improve attendance at marketing events
- > Upsell and cross-sell new products and services
- > Qualify inbound phone leads before passing to sales reps
- > Nurture leads to move them faster down the lead funnel

If you are new to IVR, or if you are looking for new ways to use IVR to improve your marketing, this white paper is for you.

Fill out the form to the right to get the white paper now.



Get the white paper

Name *

First Last

Email *

Phone Number *

Company *

Which best describes you?

I manage my company's market

Download Now

ACTION LIST

- ▶ Understand what data you need to qualify a lead on early pipeline stages
- ▶ Define the MQL profile
- ▶ Tie the effectiveness of all your marketing activities to MQLs instead of leads

2. KNOW YOUR BUYING STAGES

**AWARENESS: I'M NOT SURE
I EVEN HAVE THE PROBLEM**

**CONSIDERATION: I'M NOT SURE
I WANT TO SOLVE MY PROBLEM
YOUR WAY**

DECISION: I WANT TO BUY,
BUT I'M NOT SURE I WANT TO BUY
FROM YOU

**3. KNOW YOUR CONTENT
AND MAP IT TO THE BUYING STAGES**

Buying stage

Content

Awareness

Trends, benchmark reports, best practices, survey results, "how to" guides, white papers, survey reports

Consideration

Product overview, datasheets, product comparison

Decision

Pricing, case studies, testimonials, live demos

CONTENT AUDIT CHECKLIST

- ▶ Gather all your content in a big box (i prefer a real Ikea one)
- ▶ Map the content to 3 main buying stages (you always can make things more complex, but not the other way around)
- ▶ Update the content to make it more current
- ▶ Identify the gaps (if there are any)
- ▶ Create content pieces that bridge the gap
- ▶ Profit! (hello, South Park fans:))

**4. CREATE AR SEQUENCES
WITH THE MAPPED CONTENT**

THE 2 MINUTE TECHNICAL TALK

**CRM IS NOT ABOUT SOFTWARE.
IT'S ABOUT STORING AND USING
CUSTOMER DATA TO SELL MORE**

MARKETING AUTOMATION IS NOT ABOUT SOFTWARE EITHER. IT'S ABOUT DRIPPING CONTENT AT THE RIGHT TIME TO THE RIGHT LEAD. ANY AR SYSTEM WILL GET THE JOB DONE.

ANY.

Constant Contact



Helping small business do more business.

I MEAN IT.

MailChimp



GetResponse

World's Easiest Email Marketing.

REALLY.

Webber



Zapier

ACTION LIST

- ▶ Install all your content in AR system
- ▶ Create autoresponder for every stage of the pipeline
- ▶ Create “entry points” (aka landing pages) for every stage of the pipeline
- ▶ Trigger AR's based on the sales stage

**5. USE THE SYSTEM
FOR AT LEAST 3 MONTHS**

6. CHOOSE MARKETING AUTOMATION SOLUTION

IF YOU THINK YOU STILL NEED IT

WHAT CAN YOU NEED MARKETING AUTOMATION SOFTWARE FOR?

- ▶ Progressive profiling
- ▶ Lead scoring (assign or deduct point for every activity – click, open, page visit e.t.c.)
- ▶ Internal landing-page builder
- ▶ Sync with CRM without additional coding
- ▶ Real-time alerts for salespeople



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