



Chapter 5 – Developing the Right Marketing Budget

Are you still marketing?

How has your marketing program changed over the last year?

The honest truth...

- *In a time of crisis, businesses with a clear message and lead nurturing programs are more likely to survive.*
- *Lead nurturing allows you to communicate directly with existing and potential customers and pivot your message at a moment's notice.*
- *Lead nurturing also allows you to reach out to your customers to offer a solution to their problem at any time. This translates into much-needed revenue so you can keep the doors open and the lights on.*

What are B2B marketers doing?

- Campaigns delayed by 45%
- Ad spending cut 25%
- Marketing research during pandemic not being conducted
- Customers are still engaging online
- B2B Companies should not stop communicating

You should not stop marketing. It's more important than ever to be communicating.

Are you growing or gauging your marketing spend? Marketing and innovation produce results; all the rest are costs. Investing in marketing can drive your business forward.

“Because the purpose of business is to create a customer, the business enterprise has two—and only two—basic functions: marketing and innovation.”

- Peter Drucker



Worksheet #10

The knee jerk reaction is to cut spending on anything that costs money. What is actually costing you money and what is making you money?

1. Pull out your marketing budget – draw a direct line between task and revenue

2. Assess your website to see if it is making your money today – what needs to change

- Content and Message
- Navigation of Buyer Journey
- Conversion Strategy/Offer

3. List all of your marketing technology tools and decide if:

- A. They are helping you make money
- B. They are giving you the data you need to assess lead to sales
- C. Consider a Marketing Automation system

Example

- FreshBooks -Accounting
- Harvest -Time Tracking
- Basecamp -Task Management and Document Storage
- O365/Teams -email, chat, online meetings, document storage
- HubSpot -email marketing, landing pages, marketing automation, CRM
- WordPress -Website CMS
- Webinars -Zoom
- LinkedIn -social marketing

Are these tools costing us money or making us money?

- FreshBooks -Accounting -\$\$\$
- Harvest -Time Tracking -\$
- Basecamp -Task Management and Document Storage
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- Webinars -Zoom
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Digital lead generation is the future. Get onboard now.

Some companies aren't going to make it. Some companies are going to struggle. But if you consider these 5 important steps you'll have the right marketing tools to survive and thrive.



Content you need to invest in right now

Awareness Stage	Evaluation Stage	Conversion Stage
Whitepaper	Customer Case Study	Consultation Offer
eBook	FAQs	Estimate and Quotes
Templates	Plans/Pricing	Various Plans
Tip Sheet	Testimonials	Coupons
Checklist	Comparison Guides	Demos
Educational Videos	eBook	Free Trials
Educational Webinar	Templates and Tool Kits	
Blog Posts	Catalogues/Brochures	
Infographics		
Podcasts		
Newsletter		
Social Media Outreach		
Paid Advertising/ Sponsored Content		



Marketing Model Canvas

<i>In-House Resources</i>	<i>Current Activities</i>	<i>External Resources</i>
<i>Value Proposition</i>		<i>Customer Segments/Profile (Lead Definition)</i>
<i>Best-Performing Channels</i>	<i>Marketing Budget</i>	<i>Cost Per Lead</i>
Marketing Tools <ul style="list-style-type: none">• Social (platforms used)• CMS (WordPress)• Marketing Automation (yes/no)• Email (list size)	Current Data <ul style="list-style-type: none">• Monthly traffic• Monthly inquiries• Conversion points• Lead sources	
<i>Revenue Goals</i>		
<i>MQL Goals to SQL Close Ratio</i>		
<i>Key Tactics</i>		



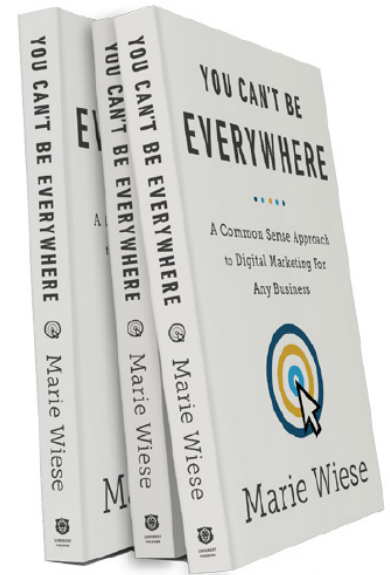
Resources to get you started

YOU CAN'T BE EVERYWHERE

A Common Sense Approach to Digital Marketing For Any Business

In the age of 24/7 internet, there are thousands of ways for businesses to talk to, sell to, and connect with their customers. But, just as the old adage says, less is more.

In *You Can't Be Everywhere*, Wiese offers her well-tested insight on how to become a savvy marketer. Through personal stories and no-nonsense advice, Wiese shows how any company can conquer the digital space and craft extraordinary strategies and customer connections. Available on Amazon or marketingcopilot.com



BUYER PERSONA WORKBOOK

Use buyer expectations to build content that helps buyers choose you.

[GET IT HERE](#)

CUSTOMER SCORECARD WORKBOOK

Start with your customer as the authority on your value.

[GET IT HERE](#)