
**Bridge the gap
between lead
generation and
sales results**

Some business growth initiatives are so important that organizations cannot risk them failing. That puts lead generation front and center to achieving success.

Creating a flow of sales opportunities requires a dedicated effort. It's not about "buying leads," acquiring a list, or simply implementing a targeted media campaign. It's about hunting with the skills, tools, focus, and relentlessness necessary to win.

Unfortunately, corporate marketing teams are rarely staffed well enough or afforded the focus to execute these types of efforts successfully.

Why internal teams struggle to react fast and stay on point.

There are three primary reasons why corporate marketing teams have a hard time with aggressive growth programs—none of which is their fault.

- 1 Lack of singular focus around an individual campaign or demand strategy.** Marketing teams are saddled with the responsibility to support many divisions, products, and solutions and have many internal requests to handle concurrently.

- 2 Fragmented management of the project and the discrete functions required to execute intricate efforts.** Most projects require many groups to coordinate and execute with the same vision. That rarely, if ever, happens when you start looking at the number of marketing functions and teams involved.

- 3 Inability to effectively monitor and adjust to how the market is responding.** Most often, internal teams don't have full visibility into performance metrics across the marketing continuum. This means adjustments are slow to be made, if at all, or the entire process is shut down for examination. Time and opportunity loss are fatal to success.

Simply put, too many marketing teams and support roles bog down the process—and results.

While many large organizations aspire to “run like a startup,” with speed, agility, and course adjustments when needed, it’s nearly impossible when you need several groups within a marketing department to execute campaigns. To get everything to work together, organizations end up creating an approach which too often results in the form of ineffective “checkbox marketing.” Unfortunately, how a program actually performs becomes a lost footnote.



Where the answer lies.

Faced with these challenges, it's common to turn to outside help. And for good reason. There are many outstanding marketing agencies for lead generation. Some have the tools. Some have B2B experience. Some have deep marketing expertise. Yet, very few have everything.

Generally speaking, large agencies don't specialize in B2B lead generation, and although they offer it, it's not how they make their living. These agencies can provide a lot of services very well, but generally lack areas of specialty needed for high-end lead generation in the B2B space. Usually they default to large-budget media campaigns to drive leads.

Smaller agencies specialize in facets of the lead generation landscape: web agencies, content agencies, social media agencies, branding agencies, and so on. They are very good, but have limited expertise outside of their core competencies.

Depending on the choices you make with the above options, in the end you can still have many of the same issues as with your internal teams: disparate groups to unify and manage, lack of complete ownership of the objectives, and separate technologies and services to integrate and monitor. Not to mention lost time and lost opportunities.

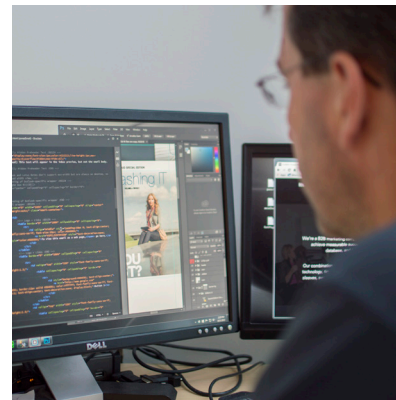
What can you do?



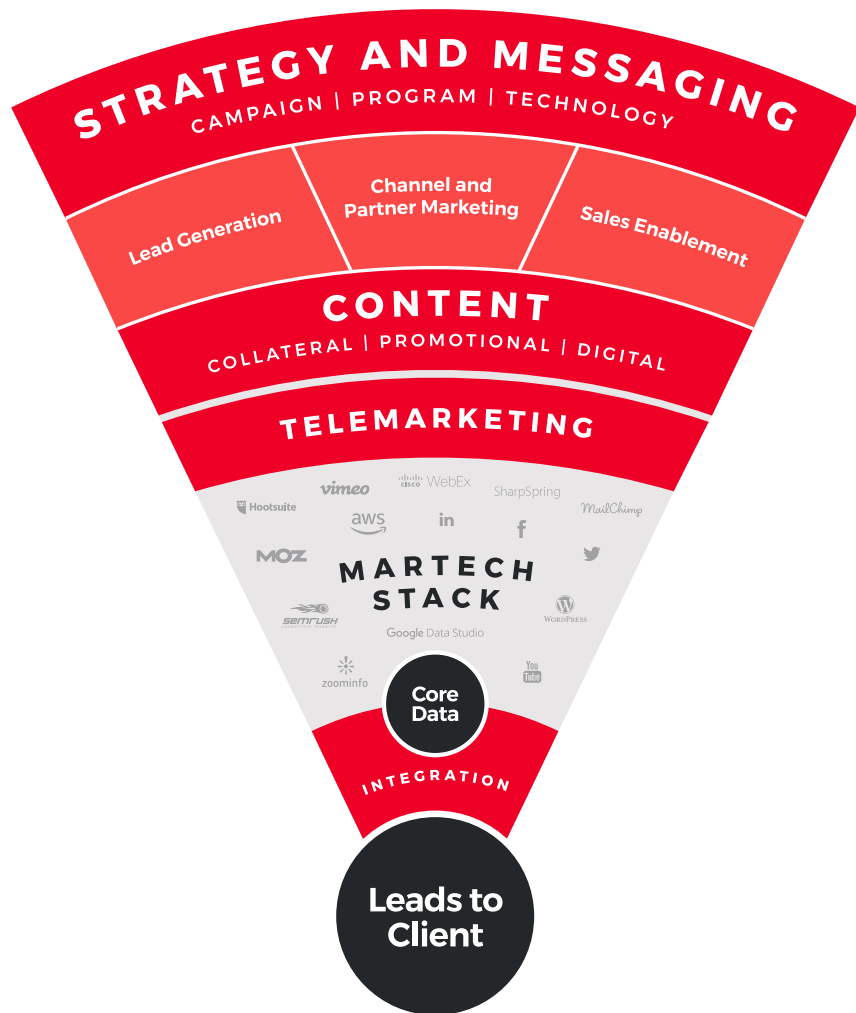
Call in *Strikeforce* from Sudden Impact Marketing.

It's a mix of traditional marketing strategy and tactics, proven B2B telemarketing, and progressive marketing technologies—all with the focus on taking on the toughest marketing assignments.

Our agency was founded on direct response marketing, and because of that, database marketing, measurement and analytics, inclusion and cooperation of sales teams, and a highly trained U.S.-based call team represent skill sets not normally found at one agency.



The best blend of B2B expertise, technology, and lead generation.



Strikeforce is a 'lead generation as a service' offering that enables businesses to more efficiently execute low-friction campaigns that produce leads faster.

The approach tightly integrates strategy, content development, lead generation best practices, digital services, telemarketing services, and third-party marketing technologies.

It can be utilized by businesses that do not have sophisticated marketing systems, as well as by larger enterprises that can't get the support needed from various departments in their organization to execute in a timely manner.

How the five components of *Strikeforce* produce results.

Strikeforce is designed solely to generate business opportunities with a framework built on extensive B2B experience, testing, refinement, and focused management. It combines five focus areas to produce faster results, as well as recurring results. And while it will work independent of an organization's marketing technology systems and processes, it is purpose-built to effectively integrate with those same systems to ensure the flow of data to corporate martech stacks and databases.

How *Strikeforce* works:

Component 1—Program and Management Strategy

- Develop a thorough understanding of your objectives
- Research competitive landscape, assess solution strengths and differentiators
- Define primary target audience and their pain points
- Build campaign strategy with best tactics and technologies
 - Structured for iteration with analytics feedback
 - Establish a test matrix to measure mediums, offers, and channels
- Manage efforts across all internal stakeholders—brand team, marketing groups, sales, subject matter experts, and management to align roles, expectations, and touch points

Component 2—Content Development

- Create a plan of asset types and offers to test audience response patterns
- Define messaging platforms
- Leverage existing assets and develop new ones
- Develop offers and call to actions to test audience response and optimize promotions

Component 3—Database and Digital Media

- Research existing CRM/marketing automation information for target profile matches
- Use data from back office systems for installed base site opportunity profiles, if applicable
- Source third-party data around target audience
- Set up direct response media, paid social, and retargeting efforts
- Monitor and alter media buys according to response data

Component 4—Marketing Technology and Data Integration

- Use our hosted martech stack that includes campaign-specific microsites, marketing automation, and custom digital tools
- Set up analytics tools that measure and monitor prospect behavior across the entire gamut of prospect interactions
- Integrate with corporate systems to ensure no data loss from the effort
- Link data to the telemarketing system

Component 5—Prospecting and Nurturing via Professional Call Team

- Drive leads to a sales-ready state by talking to decision makers and influencers
- Send hot opportunities directly to the right sales rep
- Collect intelligence about the individual prospect landscape—needs, pains, timelines for change, and budgets
- Identify other contacts in the organization who are part of the decision-making process
- Nurture longer-term opportunities until they are in a buying cycle—get ahead of the RFP process
- Cross-promote solutions based on the gathered intelligence about the prospect



Activate *Strikeforce* today.

Sudden Impact Marketing *Strikeforce* is designed to give your large lead generation programs the best chance for success. It complements your existing processes, personnel, and systems, and succeeds by working independent of the internal activities that cause delays and adversely affect results.

It's not a replacement of your marketing ecosystem. It's a self-contained ecosystem with unique offerings that delivers a faster time to market and more agility to react and evolve in real time.

We bring a focused, dedicated approach to your challenge. One that offers the B2B knowledge, experience, content development, technology, and telemarketing in one integrated program.

Contact us today to discuss your situation and how deploying *Strikeforce* can result in more business opportunities, faster.

C O N T A C T :

Krista Conard

614.942.0912

krista@simarketing.net

