



SMarketing

THE FUTURE OF SALES

(AND YOUR KEY TO RAPID GROWTH)



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So, you want to turbocharge your lead generation?

You have an awesome product and great people, but generating leads is HARD. Times are tough right now, but that's not the whole story.

Lead generation was challenging even before social distancing became a thing.

Fancy events and traditional marketing campaigns haven't been cutting it for a while. Even your tried and tested «go-to» lead generation activities just can't move the needle.

If this sounds familiar, then don't worry; we've got your back.



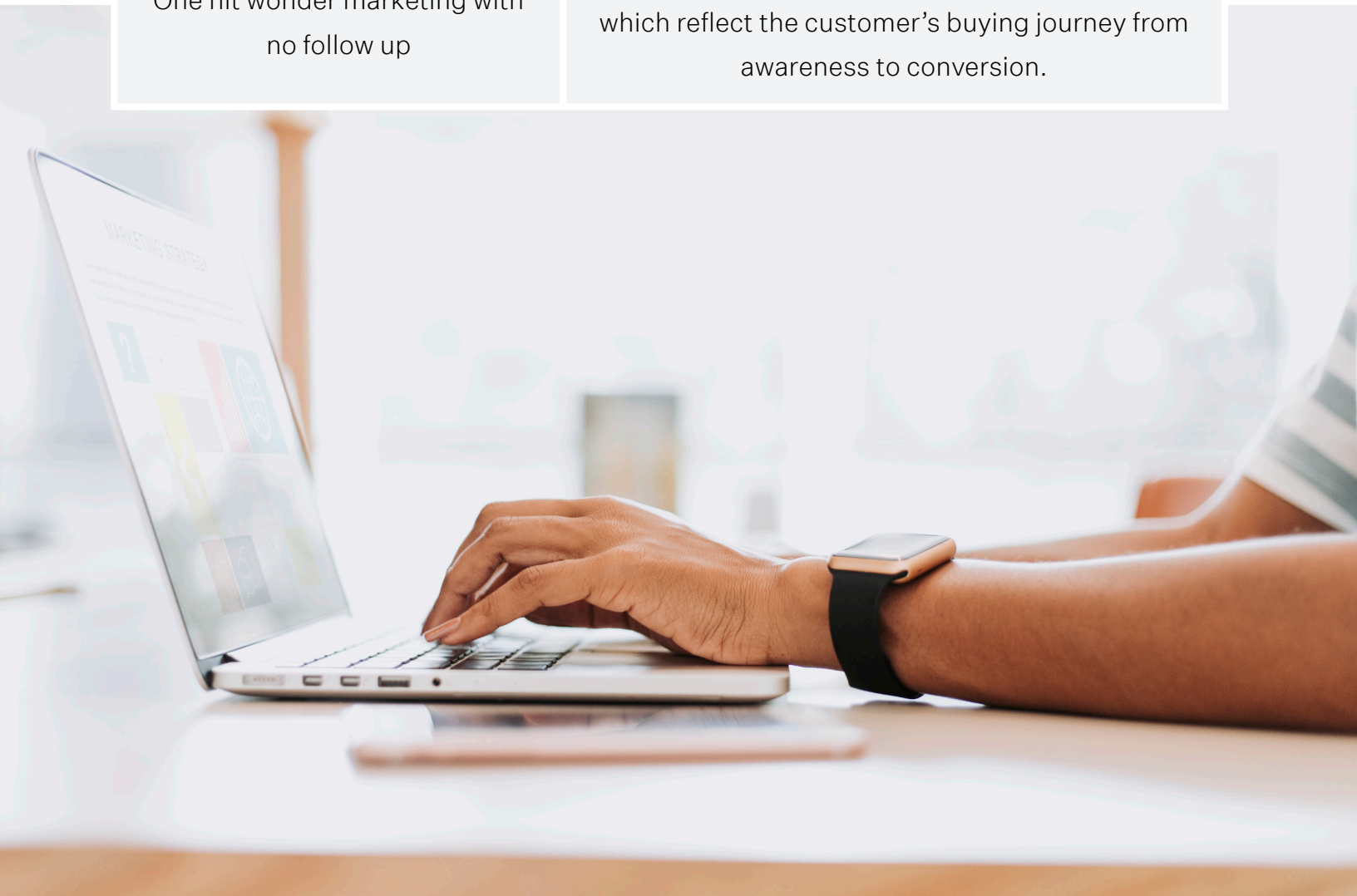
The sales landscape is changing

You could say the winds of change are blowing a gale! APAC B2B decision-makers now show 2X more preference for digital interactions (Source: The LinkedIn State of Sales Report 2020) than traditional sales interactions, which is catapulting the transition to Digital Sales.



So, where does your business currently sit along the sales continuum?

OLD WAY	NEW WAY
Cold calling prospects	Contacting people who actually want to hear from you
Product based campaigns & content	Tailored campaigns with a deep understanding of the customer. A campaign that speaks directly to your customers' pain points, and challenges.
Sales and marketing teams working in silos	Cross-functional collaborative approach to target and convert more qualified leads
One hit wonder marketing with no follow up	Targeted and personalised digital sales funnels which reflect the customer's buying journey from awareness to conversion.



If the new way sounds like a breath of fresh air, then keep reading to make it your reality:

Think SMarketing:

What's SMarketing? SMarketing is where sales and marketing meet, mingle, and ultimately become best friends.

Only 8% of companies have a strong alignment between their sales and marketing, often leading to disjointed and ineffective lead generation. However, bring the two together, and voilà!

Marketo found that organisations with aligned sales and marketing teams had 67% higher conversion rates and businesses who align sales and marketing generated over 209% more revenue than those who don't.



SMarketing in practice:

To get started, here are 3 ways you can improve lead generation right now with a SMarketing approach.

01

Map out your current lead generation activities.



- 1 Compare your current activities against the old vs. new table to identify opportunities for improvement.
- 2 Conduct a review of your previous lead generation activities; what has worked well before and likewise, what did not deliver a result?
- 3 How do you currently monitor and measure results?
- 4 What's the strategy underpinning all your SMarketing activities? Is it still valid, or have the events of 2020 changed the game?

02

Assess the lead generation process from your customers' point of view.



- 1 Flip things around and review your activities as if you're a potential lead. What are their current pain points, and does your lead generation speak to these challenges? (Tip: these are constantly changing)

- 2 Does your lead generation stand out from the competition or look the same? If you were a prospect, would it knock your socks off?
- 3 Does your lead generation approach add real value to your prospect and educate them on how they could solve their problem?

03

Host a joint workshop for your sales and marketing teams.

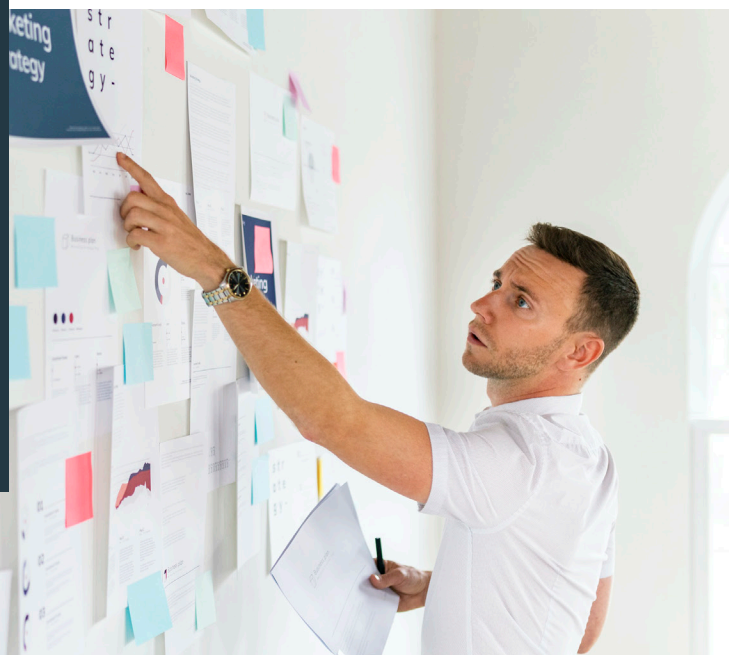


- 1 Get sales and marketing in the same room (or virtual room!) to share their experiences, brainstorm ideas, and identify any roadblocks along the entire lead generation process. The chance to compare insights and work more strategically will yield immediate and long-term results (trust us!)
- 2 Start simple and play Start, Stop, Keep Doing.

Start: What should we start doing?

Stop: What should we stop doing as it no longer works for us

Keep Doing: What is working well which we should double down on



Let's cut to the chase

In the digital world, we are now in, SMarketing is the only way to get BIG results on your sales and marketing investment.

What's your next step?

We know you're probably pretty busy and need immediate results. Please tell us your number one SMarketing challenge, and we'll give you a highly practical next step to take.

Click the button below to book in for a free consult (no strings, no BS, and LOTS of value)

Book a free 15-minute discovery call with us to find out more

