

PROJECT LIFTOFF:

Marketing Acceleration for 2021 + Beyond

Savvy marketers know their businesses must find every opportunity for growth, especially in our COVID environment. As the rocket fuel for most companies, Marketing must continue to find ways to create opportunities. Build pipelines. And generate new customers. How will you do it? **Here's your Countdown to Launch.**

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CREATE A BETTER MESSAGE

With the explosion in email taking place and inboxes more cluttered than ever, this is no time for undifferentiated "me-messaging" that falls flat. Freshen up your message architecture by updating your "only, trigger and switch" messaging.

[Learn How](#) ▶

9

FIX YOUR CRM

Most companies struggle with low CRM adoption rates among the sales team. In 2021, you have to make the most of every opportunity in your pipeline, and companies just can't afford to accept CRM systems that aren't performing at their top levels. Improve your databases, CRM processes, and other tools that form the foundation of your "Martech Stack."

8

EXPAND YOUR VIRTUAL SELLING TOOLKIT

LinkedIn advertising, Vidyad, Sales Navigator and improved sales PPTs make the most of every customer meeting. Old techniques and cumbersome presentations won't win the day in a Zoom environment.

[Learn How](#) ▶

7

EXTEND ONLINE ADS TO NEW PROGRAMMATIC ADVERTISING

Targeted AI-based campaigns can go beyond simple remarketing to get you in front of people who search for your products, but who haven't been to your website yet.

6

ADD POLISH TO YOUR MARKETING AUTOMATION

While many companies use the software as a glorified e-blast, companies must squeeze more impact out of HubSpot/Pardot/etc. tools than that, to include better data segmentation, Account-Based Marketing strategies, aggressive workflow optimization, greater personalization, "choose your own adventure" pathing, etc.

5

BOOST WEBSITE CONVERSION METRICS

Invest in website User Experience improvements in order to convert more anonymous visitors into leads.

[Here are Some Ideas](#) ▶

4

INCREASE ENGAGEMENT WITH INTERACTIVE CONTENT

Online selling requires more than a four-page static PDF: digital booths, interactive white papers, calculators are needed to push prospects through the funnel to convert a casual lead into a solid opportunity.

3

PRODUCE MORE VIDEOS AND DEMOS

Shark Tank's Mr. Wonderful said his #1 marketing need is to produce more 60-second videos of his portfolio companies' products. Quick, informative video content converts brand awareness into brand preference.

2

DIG INTO YOUR DATA

Invest time in understanding website behavior paths, form completion rates, and content conversion patterns to discover deeper insights into what's working and what's not.

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WIN THE DAY IN SEARCH MARKETING

Every competitor is fighting you in a land grab for Google's real estate. Win the battle by lowering cost per lead for paid search, landing organic search snippets, and launching gated content campaigns.

W E H A V E L I F T O F F