The Strategic Marketing Transformation

How strategic marketing will transform your company and increase your revenues

in touch
Marketing Agency
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“When you change the way you look at things, the things you look at change.”

The transformation from caterpillar to butterfly is one of the most wondrous events in the natural world. While it is a radical remodeling of the ordinary caterpillar, it also illustrates the transcendence from one world to another.

This same concept is repeated today in our business world, when a company operating without a strategic marketing plan, transforms into a marketing powerhouse by changing its approach and its thinking.

Welcome to the Strategic Marketing Transformation: not just a theme, but a dynamic process of changing the way you look at your business, and the way you present and market your business to your target audience and beyond. Explore your options in this eBook and learn how strategic marketing can produce a significant and dramatically positive effect on your revenues and your profitability.

“We are a Program Administrator making maximum use of the marketing talent intouch adds to our company. We are highly satisfied users of their marketing concepts, ideas and services, from managing our website to working with our Brokers to drive local online search. We place great importance on our business partnership with intouch and look forward to continuing this mutually rewarding relationship.”

- Ryan Skinner, Vice President, MG Skinner & Associates
CHAPTER 2 Why Undertake A Marketing Transformation?

We believe it’s all about building a “Customer for Life.” Maintaining meaningful customer relationships is a difficult task, but it’s vital to building long-term revenue growth. In fact, according to the Gartner Group, 80% of your company’s future revenue will come from just 20% of your existing customers.

Here are four important reasons why turning your customers into “Customers for Life” could be the most important strategy your company ever employs:

**Revenue Increase** Increased customer retention is equal to additional sales. Consulting firm, Bain & Company found that repeat customers spend more. Apparel companies, for example, have shown that a shopper’s fifth purchase is, on average, forty percent larger than the first.

**Higher Margins** Increased loyalty makes a customer less susceptible to changing providers when a reconfiguration is made in a product or service, a price is increased, etc.

**Improved Customer Service** Relationship building is a two-way street. When customers stay with you they can build meaningful, rewarding relationships with members of your team leading to long-term relationships that add revenue to your bottom line.

**Reduced Acquisition Costs** Leads are vital, but customer retention pays off in a meaningful and profitable way. According to the White House Office of Consumer Affairs statistics it is 6-7 times more expensive to acquire a new customer than it is to keep a current one.

The facts speak for themselves. The importance of nurturing a single-purchase customer into a loyal, multiple-purchasing “Customer for Life” is imperative to the continued and increased success of your company.
From a marketing perspective, there are ten key stages to building a “Customer for Life.” As you will see in the next chapter, this is an evolving process requiring numerous aspects of your business, including:

**Building A Database** Your database is the ‘jewel’ of your business, gathering and managing contact data with existing customers, prospects, networking partners, influencers, even the media. Uploaded to your CRM system it is the powerful tool that keeps your business ticking.

**Managing Your Customer Relationships** Building relationships requires ease of data collection, data manipulation and automation, inherent in most CRM systems. The CRM system is the center of the “Customer for Life” concept, automatically moving the customer along the ten key stages.

**Increasing Your Web Presence** Your most important piece of marketing ‘real estate’ is your website. It has to manage and track visitation and work in a highly automated manner.

**Creating A Search Engine Presence** With the primary objective of building a pipeline full of leads, search engine marketing driving interested parties to your website is a key tactic in any marketing program with growth objectives.

**Engaging Socially** Engaging the Customer is a key ingredient in building “Customers for Life,” a benefit of both the inbound and outbound nature of social marketing.

**Creating Quality Content** Writing original commentary used on your blog, disseminated via email, used in collateral material, posted to your social accounts, referred to in videos, included in an eBook, and much more.

Now let’s examine the ten key stages that build a “Customer for Life.”
intouch has provided marketing and business services to our bank and to select bank customers, for over twenty years. We rely on their understanding of our marketing needs and their expertise in our industry to help us market our business banking services at the highest of levels. The longevity of our working relationship should indicate how highly we value our business relationship with intouch.”

- Cindy Rude, Sr. V.P. and Mgr. of Marketing & Product Development, Manufacturers Bank
THE STRATEGIC MARKETING TRANSFORMATION

STAGE 1: Lead

Building a pipeline full of leads must be considered a vitally important element in your company’s sales activities. No company is able to claim a one hundred percent retention rate, so the “leaky bucket” must be plugged by filling it with enough leads to make continued revenue growth possible.

STAGE 2: Capture

When a lead is generated and received, any and all contact details must be captured in an automated manner. It is only in this way that a volume of leads can be managed through a process of response and follow up to gently nurture the lead to the next, important qualifying stage.

STAGE 3: Qualify

Driving a potential customer through a 10-Stage nurturing process is a delicate, long-term process, so early qualification of a lead saves precious time and money. Qualification determines whether an individual is genuinely interested in your product or service, and if they have the authority to make a purchase.

Bain & Co research shows that a 5% increase in customer retention can increase a company’s profitability by 75%
STAGE 4: Convert

Now that the Prospect is qualified, it’s time to start moving them one step closer to customer status. To attain this goal, they must be converted from Qualified Lead to Purchaser. This process requires actual and/or virtual dialogue. It may also require the provision of incentives to motivate them to ‘cross the line.’

STAGE 5: Trial

A successful sampling or evaluation of a product on a trial basis typically leads to the Purchase stage, so this stop on the road to building a “Customer for” Life is an imperative. What sort of trial can you provide as proof that your product or service is worth purchasing? Can you provide a product demo? A business audit or review? A value incentive like a reduction in rates, a price discount or refund?

STAGE 6: Purchase

You’ve achieved the all-important trial of your product or service, and now it’s time to close the first sale before moving the customer along the remaining path to becoming a “Customer for Life.” It might take offering a further value incentive, but whatever it takes, it’s a vital time to close the sale.

“The intouch Team has increased our awareness in the green industry and helped our business grow and prosper in challenging times. We rely on their expertise in all areas of marketing and view them as key business partners.”

- Kim Ayala, President/CEO, Landscape Contractors Insurance Services, Inc.
STAGE 7: Re-Purchase

Keeping a customer purchasing and re-purchasing a product or service drives revenues and profits. It also drives the beginning of brand loyalty, requiring multiple purchases of your product or service to maintain a new customer's purchase pattern.

STAGE 8: Cross-Purchase

Brand loyalty is intensified when a customer purchasing and re-purchasing Product A also purchases Product B, C or D. In addition, when that same customer re-purchases Product B, C or D while maintaining their purchases of Product A, it is time to recognize them as a loyal customer.

STAGE 9: Loyalty

Beyond continuing to purchase your products and services, loyal customers are truly special. They may even consider the relationship they have with your company or brand an emotional connection that goes far beyond quality and price. So much so, in fact, that they can become important evangelists using word-of-mouth to spread the good word.

80% from 20%

According to the Gartner Group, 80% of your company's future revenue will come from 20% of your existing customers.
Congratulations! You now have a retained customer.

While achieving this type of end result requires hard work, the huge pay-off is your attainment of a stable, sustainable business wherein revenues and growth are not just forecast to grow, they actually do.

It’s time to implement this rational, 10-Stage process into your company and start building “Customers for Life,” by creating and following a strategic marketing plan.

“We began our relationship with intouch in 2009. Since that time they have provided many services to our agency, including intouchagent eNewsletters, renewal notices, birthday ecards, welcome letters, and more. More recently, they have become trusted marketing partners assisting us to successfully accelerate the growth of our business in a tumultuous period of change for the insurance industry. With their help, we are continuing to grow and prosper.”

- Jeff Gelineau,
  President, United Agencies
Planning For Your Strategic Marketing Transformation

Every successful company is more successful when they follow a business plan, and marketing is a vital ingredient in the overall plan. Think of it as a road map to the future.

You must begin with an evaluation of where your business is today, and where it could be focused tomorrow. Start with some open-minded future thinking and see if the business model you are using today can continue to work tomorrow by analyzing five areas:

1. **Company** What are the products and services you are selling today? Which ones are profitable and will continue to be? Are the products and services you are presently selling today going to be as viable in five years?

2. **Industry** Where do the trends point regarding the business category you are working within today. Is the business going down the right road? What is the best strategic way to go forward?

3. **Environment** What is happening – or could happen – from an economic and socio-economic perspective in our country or around the world? When you look at the future prospects for your products and services, what do present and potential trends indicate?

4. **Competitiveness** Who are your competitors today and who might be tomorrow? What are their key strengths and weaknesses?

5. **Customer** Who is your customer? What are their precise demographics? After you create a fictional customer persona with all the attributes of your target customer, ask yourself if your products and services are pertinent and relevant to their actual needs and desires.

With these facts gathered and assimilated, it is time to create your strategic marketing plan to build “Customers for Life.”
Think of your marketing plan as a living organism. The strategic aspects of the plan determine which integrated tactics to select, whether inbound or outbound, online or offline, internally or externally directed. Then move on to developing the plan by featuring the five areas you have just analyzed: Company; Industry; Environment; Competitiveness, and; Customer, before stating clear, quantitative and qualitative objectives, with an even clearer explanation as to how you are going to manage and attain them.

This is not an exhaustive list, but here are some tactical considerations:

**Your Products & Services**
- Are your products and services everything the market wants or expects them to be?
- Have you done the necessary research to make an objective decision?
- Are they priced correctly?
- Do margins need to be lowered?
- Could margins be higher?
- Are they threatened in some way by technological changes or new methods your customers are demanding you use?
- Are you using the right distribution channels?
- Are you using the right distribution channels?
- Are there opportunities you are missing?

**Branding** Is your branding everything you need it to be to compete on an even playing field with your competitors? What is your research telling you is missing or not quite connecting in some way?

**Website** Is your website credible, automated, search engine optimized, integrated with other, internal systems? Does it make the visitor really want to connect?

With these facts gathered and assimilated, it is time to create your strategic marketing plan to build “Customers for Life.”
Content Marketing Do you understand the importance of quality content? Is it valuable, relevant to the audience? Does it engage them and entice them to want more? Is it consistent with your overall marketing approach? Can it be reused in other mediums?

Search Engine Marketing When the potential customer is searching online for your product or service, are you quickly available or are you buried in a sea of search pages? Be it organic, paid search or re-targeting, is Search Engine Marketing as a tactic high enough on your agenda, and is it working for you as it should?

Email Marketing Is email being used in your organization to automatically respond to inquiries, send eNewsletters containing your quality content? Deploying a series of welcome letters to encourage up-selling or cross-selling, introducing a new product or service, or simply sending general correspondence?

Social Marketing Are you engaging with your customers and prospects through a planned program of social marketing. Are you using social marketing for other purposes, like customer service or recruitment?

Testimonials Are you obtaining testimonials from clients and posting them appropriately – on your site, on your social accounts, in your promotional materials?

Media Advertising Are you using media advertising to disseminate your message, and what type of message would that be? Is there a need to create awareness or generate an inquiry, or both? Could advertising be used to support your next trade show appearance or flush out prospects in a vertical market?
CONTINUED

Creating A Strategic Marketing Plan

Sales Promotion Are you using promotional techniques to add value to your brand? Sweepstakes, contests, coupons, refunds, incentives and premiums?

Sales Presentation When your salesperson makes a presentation about your organization, is it effective? Does it convey your message correctly? Would a more dynamic presentation and sales training help them in their efforts?

Public Relations Are you keeping the media informed about news and events happening in your business, and are you benefiting from seemingly unbiased editorial?

Referrals Are you turning your customers into “evangelists” for your brand so they pass on a referral to a new customer via word-of-mouth? No marketing tactic will ever compete against word-of-mouth referral.

Trade Associations/Shows/Conferences Are you really connecting with your target audience? Shaking their hands? Do they know you? Are you speaking at a key event, are you exhibiting at a trade show, are you on a committee of an important trade association?

“We've worked with intouch for a number of years and found them to be professionals who really understand our industry. We believe their service is cutting edge and results oriented. Not only that, they have dependable staff who are there to help at any time.”

- Dan Post, President, Post Insurance Services, Inc.
Is it time to begin transforming your business into a marketing powerhouse? Can we help you change the way you look at things? We know that as soon as you do, the things you look at will change.

Please contact Julian Aston, President, intouch Business, to find out how we can help you implement a Strategic Marketing Transformation. Based on past experience, no matter your business category or your size, developing and implementing a plan focused on building “Customers for Life” will ensure continued prosperity for years to come.
Since 2006, intouch Business has been conceiving big ideas, visually presented by dynamic creative, supported by a solid foundation of strategy. We love creative ideas and visuals but we believe what you say or look like must not stray from total support of your strategy.

What can you expect from us?

- Intelligent strategy formulated through sound research and hands-on, in-the-trenches experience
- Dynamic creative with an emphasis on a professional business style
- Focused execution ensuring time lines are adhered to and budgets not exceeded
- A true business partnership with a marketing agency focused on generating results

Please contact us for a complimentary evaluation of your marketing needs. We'll show you how we can transform your company into a marketing powerhouse.