



NEW INITIATIVES
MARKETING

Done and Done!

How to get your marketing strategy into action

a helpful ebook by Jen Kelly at New Initiatives Marketing,
founder of NimbleQuotes.com



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Introduction

These days, everyone talks about outsourcing their marketing. They'll tell you it is the best, fastest, most reliable way to get it all done. Who has a marketing department anymore? And even if you do, it is not uncommon to hear that they are at capacity and outsourcing work themselves. There are a few reasons for this: marketing has gotten so very specialized, the pace is faster, and there is just a lot of work.

Just a note: Outsourcing for the sake of this document means to assign work to an expert outside your company. It could be someone a block away or a time zone away.

If you are comfortable with working over email, the phone, and video conferencing as the primary methods of communicating with your marketing team, then outsourcing your marketing may work really well for you. It will allow you to get the best person/team to complete your work - not just whoever is available in your local geography.

What is so timely about this is that marketing is becoming so very specialized. Your expert in social media is getting spliced into an expert on Facebook advertising, not just all things social. Your expert web guy is more like your WordPress expert and your tech help is more like your SEO expert. Your writer is more like your white paper expert or really great at crafting blogs, while your designer is more your visual communicator good for those amazing PowerPoint slides.

Each area of marketing is requiring the experts in those areas to up their game. And one person just can't do it all.

This type of specialization is nothing new. For example, specialization is very common in sales. For ages, it has been accepted that there are two types of salespeople, hunters and farmers. Hunters will go out, find prospects, warm them up, sell, close, repeat. Farmers are more like an account manager, keeps the client happy, services the account, up sells, develops and deepens the relationship with existing clients. Farmers typically do not prospect. You don't want to hire a "farmer" when you need a "hunter" and vice versa. This specialization is starting to appear in marketing.

Outsourcing...I've Tried It...

Many business owners and department heads try outsourcing their marketing. And they may find that it doesn't end up working out all that well. They blame the act of outsourcing for their poor results. Or they say that marketing doesn't work. When in actual fact it is neither.



It is the fact that one very crucial role is missing when outsourcing. And that is your project manager. But not just any project manager, your expert marketing project manager.

Let me explain this with an analogy.

If I were to ask you to outsource your car repair to a mechanic, you'd want someone who knows what to do with your car, but who could also talk with you about what needed fixing and why.

When you take your car to the shop, there is the mechanic, then there is the service guy. If the mechanic recommends new tires or says the timing belt needs replacing or something more complicated deep in the engine needs fixing, the mechanic tells the service guy. And the service guy makes the call to you to ask for permission. All the while, explaining why all of these items are needed, what they do, and what the results may be either way. He can explain everything to you as simply or as complex as you want. He knows his stuff and he knows how to explain it to you.

The service guy's job is to know what the mechanic is doing and also be able to explain it to the client. What you don't often see is the service guy calling the shots on the next jobs and timing for the mechanics to work on, all the while ensuring that the flow of work match both the mechanics' abilities, time, and the clients' expectations.

Remove the service guy and there is just you, and the mechanic talking directly to each other. You can see where this is going, can't you?

If the mechanic says you need a new windshield, you're on your own to find a windshield repair shop. You don't know the first thing about where to find a windshield guy. So you look one up online and take the first person that may have some great online reviews.

No matter how good he is, the windshield guy needs all kinds of direction from you. His concern is just with installing and replacing windshields. He'll have questions for you, but you don't really know what to tell him except some other expert said you needed this so you got one and you just hope he knows what he is doing. But without any direction, the windshield guy doesn't know what to do to start. There may be items the mechanic still needs to fix before it is appropriate to fix the windshield.

The windshield guy is hardly concerned about what the mechanic is doing and the mechanic is just concerned about the running of the car, so now you have two experts doing their own thing, looking to you for direction and you're not sure what to tell them. You really just want it all working properly.

Where is the service guy?



A "Services Guy" For Your Outsourced Marketing

This is the same scenario that plays out daily all over the world as busy professionals like yourself outsource your marketing. You need some help with writing, your website, your sales presentations, your social media. There are all very good experts in all those fields. Many of them are concerned about delivering their own work very well to you. They are not really concerned about who else you've outsourced work to, what those other experts are doing and how it all comes together for your marketing project, campaign, or program.

You need a services guy for your marketing. The services guy shouldn't just be a project manager. No knock on project managers here, but without knowing how all the marketing elements fit together to support the strategy which supports the business goals, a non-marketing project manager will just be calling out the deadlines. This type of person wouldn't be able to manage the marketing experts as they're not sure what the experts are doing and how it all fits together – the finesse of it all.

This is why you need a services manager that has been there, done that, in marketing for years and keeps up with what is new and what is working in marketing today. This expert can get into the weeds on items - because after all, isn't it the details that end up taking the best plans off the road? You need someone who is on your side, gets what you need, gets what marketing can do, gets what each expert can do, pulls it together, and can deliver for you.

Outsourcing your marketing to the experts can be a wonderful thing if you have the services manager, the quarterback, the conductor, the person in place who can make all the marketing elements work for you so you can finally say that outsourcing your marketing was the best thing for your business.

The first job of this book is to make you feel better. No wonder your outsourced marketing wasn't working! You were missing a major component to bring it all together.

On the following pages, I'll share with you some major elements of marketing that you may want to outsource. Each section will explain the marketing element, what to watch out for, and a checklist to get it done if you want to do it yourself or outsource to a marketing company.

You'll feel confident about outsourcing your marketing

Let's Go!

Jen Kelly



Start Fresh

There are some major marketing elements you need in order to run an outsourced marketing team that will help your business grow. In the next few pages, I'll take you through these elements and make you have fair warning about what to watch out for and what to do. Sometimes just a handy checklist will be enough to help you.

No wonder you're so overwhelmed with your marketing plan...

- **Strategy**

- **What is strategy?** - You may have been burned by strategists who talk a big talk and deliver a fancy report, and then don't end up doing anything for you. In their defense, a strategist does exactly that. Create the strategy. Still for many, strategy is more like \$strategy. All they see is money going out the window and they are not really sure how a report with big ideas will produce anything for their business. Well, think of strategy as the thinking before the plan. As we've introduced the car scenario, let's keep moving along that line and decide where we want our car to take us. Are we going to Florida? Calgary? Seattle? If so, why and how will we get there? We'll have to decide on what our goal is - Florida, Calgary or Seattle and why. Once we have the goal, then we need to decide how we'll travel there - by car, boat, plane, bus, walking, etc. This is an example of why strategy is needed. Otherwise you're just getting in the car, not sure where to go.
- **Problems and warnings about strategy** - it can take a long time. There can be countless items to include. Keeping with the example...Florida? Calgary? Seattle? Why limit ourselves? Let's go worldwide! It is easy to get off track by collecting too much data. Marketing strategy has to support the business goals. Ensure you know what the purpose of the business is before you introduce marketing. Otherwise marketing will never be able to support you.
- **Checklist for developing your marketing strategy:**
 - ✓ Understand your business goals
 - ✓ Talk with your existing customers
 - ✓ Figure out who buys from you and their concerns before buying a product like yours
 - ✓ Research your existing competition
 - ✓ Research the market you sell into
 - ✓ Figure out what is different about you
 - ✓ Figure out how to phrase that difference so customers know what is different about your company compared to the competition in the market you sell.
 - ✓ Put this all together in a plan.

What an outsourced marketing team can do for you - create the strategy, involve you in the process as much or as little as you like, then deliver a marketing strategy that supports and help you achieve your company goals. If you're working with an outsourced marketing team who are experts in the implementation and execution of the marketing strategy, typically you will also receive guidance on how to execute the plan.

For further reading on marketing strategy, check out marketingprofs.com



Content Marketing

- **Content or information plan** (keywords, formats, timing, calendar, etc.)
 - **Content is a fancy marketing word for information.** These days your customers are searching for information to answer a question or solve a problem they have. They will research before buying. The more helpful your information can be and the more places it can be found, the earlier in their search the buyer may come across your information. As they find your information while looking for the products or services you offer, the better you have a chance of being on the short list for them to choose.
 - **Problems and warnings about content** - produce information about ourselves? Yippee!! We're so great. We are so awesome. Look at us! We rule! The concern here is that self-generated content will be too self-serving. It will read like one long advertisement for how great your company or product is instead of answering the real questions they have. And they may have more than one question or it may be more than one type of buyer who decides to buy from you. Remember being a kid and you had to convince Mom and Dad of something. Dad was concerned about X and Mom was concerned about Y. Knowing this, did you form your pitch (whining, really) to address their concerns? It is the same with your different buyers, except, please, without the whining! Now you have to be where they are. Don't like Facebook but that is where your buyers are? Sorry, you're going to need a Facebook strategy. Hate newsletters yourself but understand they convert well? Bite the bullet and start your company newsletter.
 - **Checklist for developing your content plan**
 - ✓ Research the keywords people are using to look for your type of product
 - ✓ Some tools to help you with keyword research include: Google Keyword Planner, Answer the Public, Moz Keyword Planner
 - ✓ Understand your buyer's concerns (this will have been done in the strategy – the buyer persona)
 - ✓ Decide what format is needed for this content (white paper, datasheet, brochure, video explainer, blog posts)
 - ✓ Hire a very good writer who can write in your company's voice and appeal to the customer
 - ✓ Hire a very good graphic designer to make this content look appealing and on brand (your brand!).
 - ✓ Ensure this content is being produced in the right format, for the right channel (Facebook post vs. newsletter for example) and consistently.
 - ✓ Map out your content calendar for the year based on keywords/themes/budget cycles of your customers then hire, produce the work, and send out the content to the channels.

What an outsourced marketing team can do for you - select the channels, the best times to post, what to post, when to post and why, and develop the plan based on your marketing strategy. As a result you'll know what to create and post, when and why, and how to see if it is having any impact - then what to do to adjust it if need be.

For further reading on content marketing, check out: <http://contentmarketinginstitute.com/>



Your Company Website

- **Website**

- **These days, everyone needs a website.** You practically don't exist without one. The funny thing about websites and all things online these days is that you really need to know that you are writing for two different people. You're writing for Google/Bing/Yahoo - we can call them the robots or algorithms... and you are writing for humans. Your information has to make sense to the human who will buy from you... but in order for the human to have found you online...the robots will have to know that your site and your content is what the human is looking for when they typed a few words or a phrase into Google. This is where those keywords come in from the strategy section, ensuring that the information you want to be known for is there.
- **Problems and warnings about websites** - if it exists, is all the technical back-end working well? Are updates being done to secure your plug-in, forms, and any ecommerce set up on your website? Does information on your website speak to your buyers? Thinking the website is a one-and-done item is not promoting the content on your website.
- **Checklist for developing your website (or ensuring it is up to snuff)**
 - ✓ Loads fast, responsive design
 - ✓ Technical back-end set up properly
 - ✓ Site is laid out logically
 - ✓ Set to 'make the phone ring'
 - ✓ Has Google analytics installed
 - ✓ Has trust icons/testimonials/your picture
 - ✓ Share buttons/something to do next if they don't want to call you yet (newsletter, download, helpful content)

What an outsourced marketing team can do for you - bring in the experts who not only LOVE WordPress but make your website make the phone ring! That can equal more sales! No more feeling like your website is an online version of your brochure. With the proper strategy and technical know-how behind it, your website can be the 24/7 company salesperson you're wishing you had.

For further reading on building websites that "make the phone ring" check out: <http://www.systemadik.com/>



Search Engine Optimization (SEO)

- **SEO**

- To some, SEO is almost like a four letter word! To others it is as confusing as the stock market. To a rare few, they love and “get” SEO. People can find it confusing as sometimes their company appears in spot number 4 on Google, then other times they are in spot number 9. Why? This has to do with the robot side of the Internet and the algorithm created by Google. Yes, there is Bing and Yahoo but for the most part it is Google we will talk about since they have the lion’s share of the market.
- **Problems and warnings about SEO** - keyword stuffing doesn’t work anymore, hidden keywords don’t work anymore. Write first for the humans, then make sure the SEO is tuned up. The keywords that people use to find you may not be the ones you like. For example, I have a colleague who runs a public relations agency. This person likes to call their company an “integrated marketing communications firm” because, quite seriously, that is the type of work they do and is how they see themselves. Well, their potential clients call them a PR agency. This person does not like to call their firm a PR agency. However, if they want their firm’s site to show up in the search results when their next new client is searching for who to hire for a PR agency, they better use that keyword in their content on their website.
- **Checklist for ensuring SEO is working for you**
 - ✓ Have a keywords research plan completed which identifies words where you can win
 - ✓ Write your website content and all other content (blog posts, etc.) using those keywords
 - ✓ Do this consistently
 - ✓ Know that SEO is a moving target won over the long haul

What an outsourced marketing team can do for you - with the strong ties to the SEO world, your outsourced team will bring in the best minds in SEO. Much like the stock market and almost as easily confusing, great gains or losses can be made with SEO. More of the latter if not done properly. We ensure the SEO whiz kids are working hard on the research, recommendations and ongoing look-out for the SEO of your site.

For further reading on SEO, check out: <http://kcwebdesigner.com/search-engine-optimization/>

“Ronin hired New Initiatives Marketing (NIM) to create a marketing strategy for our firm. Prior to working with NIM our exposure to marketing was logos and promotional t-shirts. Let's just say we were skeptical. However, we were impressed with the process, research, insights, and care they took with our company, clients and employees. The resulting plan is practical, solid and will help us to grow the business.”

- *Ronin Safety & Rescue*



Your Business Blog

- **Blogging**

- Typically this is part of your editorial calendar. But we all know it's just easier to wake up one day and write, right? Isn't that what "they" say? Write about the questions you get asked by your customers. Write as things during the day pop into your mind. Write and edit later. Oh! There's an app for that - write away on your phone when you have a moment and upload to your blog later. It never really works out that way, does it? Or, you're one of those people who will and do blog, but you're not spending any time promoting the blog post (yes, more than once and yes, about the same time you spend writing is the amount of time you need to invest in promoting it too). Or you are writing without involving a keyword strategy. Blogging without a strategy will not get you the results you are looking for.
- **Problems and warnings** - without a keyword strategy, a good format (readable writing) and the consistent use of images, keywords, subheads, and bullets. And actually being helpful to your reader. Blogging is one of those things that can cause a lot of frustration. Also - not posting to a regular schedule. Some will advise to post as much as you can handle as long as you are being consistent. Others will advise to post a long (2000+ word) blog post every few months or so. Who will you listen to? The web is full of abandoned blogs. Don't let this be you!
- **Checklist for ensuring blogging works for you:**
 - ✓ A list of well-researched keywords you can rank for that are applicable to your audience
 - ✓ The desire and discipline to write, or
 - ✓ Hire a writer who will deliver quality content on time for your review
 - ✓ Outline major points of each blog you want to cover/brief the writer well
 - ✓ Work at least 2 blogs ahead of schedule, as life does get in the way
 - ✓ Review drafts and send back for adjustments if needed
 - ✓ Find a royalty free or create or purchase an image that complements each blog post
 - ✓ Load the final blog into your WordPress site
 - ✓ Ensure you SEO it until the light is green and it makes sense to the SEO tracker AND a human reader
 - ✓ Schedule to publish
 - ✓ Work the published blog post into your content promotion schedule (see content calendar)

What an outsourced marketing team can do for you - hire, brief, and manage the writer or team of writers for your blogs. Make certain that the writing reflects the tone and style of your company and conveys your message to the reader in the ideal way. They'll also ensure that image research is done properly and legally. Load the blogs to be published on time, then loop back to the content calendar to make sure that the promotion is happening.

For further inspiration on blogging check out this very regular marketing blog: <http://www.twistimage.com/blog/>



Your Business Social Media Accounts

- **Social Media**

- Using social media for your business is a very different experience from using social media for your personal life. A way to view social media is like any other channel. The same way you view radio ads, podcasts, billboards, and newsletters – these are all different channels available for your business to use. Some will be a great option, some are not. Take this view into social media for your business, and it can start to make a bit more sense. If everyone was going nuts for billboards this week, would you take out a billboard ad for your business? Same thing when it comes to the latest social media network to gain buzz.
- **Problems and warnings** - Promoting too much. Not promoting enough. Not realizing how time-consuming social media can be. Not realizing how rewarding social media can be for a business. Jumping on the latest social media platform without understanding how or if it will help your business. Cross posting exactly the same update on all social networks – don't do this, instead, tailor each post to the audience on that platform.
- **Checklist for your social media**
 - ✓ Make sure that your name, profile, and images are claimed and updated on all social channels
 - ✓ From your content plan decide what you will update and when
 - ✓ Have a plan for sourcing and updating your social networks with 3rd party content
 - ✓ Have a regular posting schedule
 - ✓ Engage, comment, follow, friend, and participate in the conversation
 - ✓ If on Twitter and you like motivational quotes, why not add them to your Tweets? Try our signature Twitter service that does exactly that for you. Check out NimbleQuotes.com for a 30-day free trial.

What an outsourced marketing team can do for you - advise which social channels are right for your business and audience, ensure the profile and artwork reflect your brand and are linked back to your website. Suggest and find appropriate 3rd party content and post it on a schedule that makes sense for your audience and time zone. Report on results and opportunities from the social media efforts. Keep you aware of changes to and new social media channels to help your business grow.

For further reading on social media for business, check out: <http://www.socialmediaexaminer.com/>



Advertising

- **Online Advertising**

- When most people hear online advertising, they think of those flashing banner ads. Or those silly ads that follow them around the Internet advertising the last item they were looking at. For me it is always dresses from online retailers that never ship to Canada! The truth is that online advertising can be very effective and doesn't have to annoy your potential prospect. Keep an open mind.
- **Problems and warnings** - most business owners I know have at least once this month been sent a Yelp, Bing, or Google Ads offer that will give them \$100 or more in free advertising if they just try it out. No matter how much free money anyone gives you - without a reason, a sound strategy, plan, and goals for success of the ad campaign, no matter if someone gives you a million dollars for online advertising, do not waste it. Just posting an ad and hoping it will work is the fastest way to waste your money.
- **Checklist for your online advertising**
 - ✓ Clear on the purpose of the ad and ad spend
 - ✓ Clear on the stage the buyer is in when they see our ads, clear next step for the buyer to take
 - ✓ Confirmed channel of advertising chosen based on our advertising goals (lead generation)
 - ✓ PPC – AdWords
 - ✓ Social Advertising
 - ✓ Direct Mail
 - ✓ Broadcast
 - ✓ Print
 - ✓ Paid content syndication
 - ✓ Specs: pricing, advertisement run, size, artwork and copy created and approved
 - ✓ Defined time and format of results reporting for future advertising decisions

What an outsourced marketing team can do for you - advise which and if any advertising opportunities make sense for your company to invest in. Arrange and manage the buying, artwork, and placement of advertisements. Manage the ongoing campaign, report on results, and advise on adjustments to help your business grow.

For an introduction to online advertising from Shopify, check out: <https://www.shopify.ca/guides/make-your-first-ecommerce-sale/banner-ads>



Online Directories

- **Local online directories**

- This is often an overlooked opportunity. Few companies think to have their business listed in an online directory. However, correct and up-to-date directory listings can help with your SEO. This is because each directory listing gives another data point to Google to convey the information about your company. With SEO there really is strength in numbers. You'll want to choose one way to write your company name, address, and phone number so that it is showing up the same everywhere. Even a slight variation from, for example Suite #1801 to St. 1801, will look to Google like two separate addresses.
- **Problems and warnings** - ignoring directory listings can do a few things for your business. First, these directories typically populate themselves by scraping information off the Internet. Not that this action is a bad thing, but what if a directory is 2 or 3 addresses behind where your business is now located. As the out-of-date directory listing for your business is online, Google sees it. So now Google sees 2+ conflicting addresses (and phone numbers perhaps) for your business, so which does it know is the most current one? If it can't tell, it will just push you farther and farther down the list (or the page) in the search results.
- **Checklist for your local online directories**
 - ✓ Decide how to show your company name, address, and telephone number (NAP). Ensure it is written this way consistently on all online properties.
 - ✓ Run a directory search listing to see how many directories have your company listed
 - ✓ Correct any missing or incorrect details about your company in each directory
 - ✓ Review the directories monthly to be sure new directories have captured your correct details and existing ones are still showing your current details.

What an outsourced marketing team can do for you - give you the overview on how your company is showing up on the directories, make any adjustments or corrections needed, and monitor and manage monthly.

For further reading on local directories (also called citations) check out: <https://moz.com/learn/local/citations>

"Reliable, on-time and resourceful. These guys were an excellent addition to our in-house product-focused marketing team. From strategic planning, through to tactical implementation they were right there with us getting it done!"

- Intelitek Training Systems



Email Newsletters

- **Email marketing**

- Email marketing, also known as newsletter marketing, is great. This is one way even the smallest company can continuously keep in touch with their existing customers. Think of email marketing from your customer's point of view. They get to read what you have to say to them ON THEIR timeline. Your message comes into their inbox, they get to choose when to read it. And despite people saying that Facebook is the place to be, not everyone is on Facebook nor all or any of the other social media channels, but more people have an email address than all of the social network accounts put together.
- **Problems and warnings** – be aware of where you are mailing (USA, Canada, Europe etc.), and the laws around email marketing in that region. Running out of things to say is a common frustration, as is not mailing on a set schedule. Other frustrations include building the mailing list – this, like any other initiative in your company, takes promotion.
- **Checklist for your email marketing**
 - ✓ Choose an email delivery platform- some popular ones include MailChimp, ConstantContact and ActiveCampaign.
 - ✓ Know the reason for having an email newsletter and plan themes per issue that fit into the rest of your content calendar plan
 - ✓ Each mailing time (weekly, monthly etc.) produce the content, draft the subject line.
 - ✓ Load into your email platform and test.
 - ✓ Once the testing is complete, scheduled to deploy
 - ✓ Review reporting of open rates and clicks
 - ✓ Manage your sign-ups and unsubscribes as well as any replies from your email newsletters
 - ✓ Devise plan to grow your email list through the year

What an outsourced marketing team can do for you - plan, write, deploy, manage, track, and report on your email marketing success as well as devise campaigns to grow your email marketing list. This can all be done on brand and adhering to all the legal requirements of the countries or regions you mail to. This help will enable you to grow your company with the aid of an active and respectable email marketing plan.

For further reading on email marketing, check out: <https://blog.kissmetrics.com/email-crushes-social-media/>



Online Reviews

- **Online ratings and reviews (reputation management)**

- If you are not a local restaurant or the local hair salon, you'd be forgiven for thinking that online reviews were not worth your time. Even running a 'serious' business or a b2b business, your company can benefit greatly from online reviews. Online reviews are monitored by Google - and it gives Google an extra indication that you are the company you said you are and that others are willing to praise you publicly for the great work you have done for them. Or, complain.

- **Problems and warnings** - Let's pick up on that last line. Knowing you have one or several online reviews that are negative can be a real let down. How do you address them? Do you 'fight' the reviewer publicly online? Also, too many people are too shy to ask for reviews, or if they are not shy, then the act of leaving a review is sometimes a lot of work for your clients. Where do they go? What do they say? Do they have to log in somewhere? Oh, and then they forget. Running an online reputation management and review campaign seems more trouble than it is worth. If you can get it to work well, having a reliable online reputation management system and ratings campaign can be an extra trust mark that will help others who do not yet know about you start to feel more trusting towards your company.

- **Checklist online ratings and reviews campaigns**

- ✓ Ensure your directory listings are correct
- ✓ Use an online ratings/review campaign platform to make it easy for your clients to log in and within 1-2 clicks be able to easily leave a review on a directory of their choice (popular ones include Yelp, Google, Facebook business pages, LinkedIn company page).
- ✓ Use a platform that can catch the negative reviews and give you a chance to make it right before it goes online
- ✓ Continue this campaign each month as fresh reviews (newer than 3 months) are the most valuable

What an outsourced marketing team can do for you - stimulate reviews based on a continuous campaign providing recent positive reviews to improve your online reputation.

For further reading on the power of online reviews, check out: <http://blog.grade.us/>



Partner Marketing

- **Strategic partnerships**

- Your network can help your business grow. Involving strategic partners can open up a whole world of new clients to you. Consider holding a joint event or webinar with 2-5 of your professional colleagues' companies. Typically these would be businesses that serve the same client base as you but do not compete with you. A simple example could be a specialty running store and a sports massage therapist. The runners would benefit from a massage therapist and having a place to go to buy the latest running gear. Clearly these two businesses are serving the same customer yet they are not competing. Consider holding a joint event and make it valuable for your clients to come and benefit from the information or demos that your colleagues' companies can share.
- **Problems and warnings** - these ideas always sound great but implementing them turns out to be the most difficult. Since it will be out of your normal daily routine to put together an event or webinar like this, start small with just one other company. Work out the kinks before you decide if this is something that can benefit your business. It'll just take some patience in the beginning to build momentum.
- **Checklist for developing strategic partnerships**
 - ✓ Review your professional network to find ideal companies/professionals with the same client base that are NOT competitors to you
 - ✓ Invite to a conversation about strategic partnerships
 - ✓ Start small with one other company setting up one event
 - ✓ Deploy event, based on the learnings, review and revise
 - ✓ Grow strategic partnerships and size of events as success warrants

What an outsourced marketing team can do for you - act as a sounding board to get the strategic partnership conversation going. Manage and implement the events to run smoothly. Provide additional recommendations on co-marketing opportunities and activities that are aligned with your business goals and help you grow.

For further reading on strategic partnerships, check out this Fast Company article: <http://www.fastcompany.com/3046830/hit-the-ground-running/what-you-need-to-know-about-forming-strategic-partnerships>



Sales!

- **The sales process**

- No matter what size of company you are in, someone has to sell something in order for a business to stay alive. Marketing and sales go hand-in-hand. Having a marketing-supported sales process can greatly increase your sales potential and decrease the number of potential opportunities that typically fall through the cracks. Understanding that to sell, one doesn't have to become the loudest person in the room, only the most effective at following a set process to help a customer.
- **Problems and warnings** - many people are uncomfortable with sales and often avoid this area altogether. Many people hope sales will come their way without doing anything to make it happen. Many people do not ask for the sale.
- **Checklist for sales process**
 - ✓ Know you need one
 - ✓ Don't leave it up to your salespeople to have a process, train them on a system you feel comfortable with
 - ✓ Know how to handle inquiries whether they come on the phone, through email, or in person
 - ✓ Have a process each gets put through depending on where they are with knowledge of your company and what they need in terms of support
 - ✓ Work to refine a repeatable process

What an outsourced marketing team can do for you - define and refine the sales process, create and produce the collateral, train your salespeople on messaging and buying centers of influence (this will have come out of the marketing strategy). Ensure your marketing strategy includes sales and they are working together to grow your business and achieve your company goals.

or further reading on sales (particularly if you are not a born sales person) check out: <http://cardoneuniversity.com/>

"I was impressed with Jen Kelly the very first time we met. Since having the pleasure to work with her, I can say with all honesty that she is a true pro. She certainly knows marketing and she knows how to serve her clients. Jen is very good at looking at the big picture, and then breaking it down into finer points. She is great with tactics and strategy, and getting the job done. I would recommend her to anyone."

- Jerry Amernic

Writer/Consultant, Author, Wordcraft Communications



Measuring Results

- **Reporting and dashboards**

- What? After all this work you want to have some reporting on it? Frankly, these days just looking at how many people liked your latest Facebook update, isn't that really reporting? Truth is all reporting can count, it just matters what is important to your business to get measured.
- **Problems and warnings** - setting up metrics that don't matter. Facebook likes can matter and make a difference; they also can be useless. Do you know which this metric would be to your company and why? With so much being measured it can be easy to measure the wrong thing. Or measure the right thing, not know what to do about it, then get really frustrated about that. You want to be sure you are reviewing and having the reporting measure that will help your business grow. And yes, often measuring activities does matter as it proves said activities were getting accomplished.
- **Checklist for reporting**
 - ✓ Set up an online reporting dashboard that can pull in all the reporting you need to track
 - ✓ Track items like items published, reviews, web metrics, social metrics, keywords, email opens, deals closed, and any other marketing metrics important to your business that can be tracked
 - ✓ Review monthly, set new targets, adjust and refine each quarter

What an outsourced marketing team can do for you - ensuring reporting is reviewed monthly and discussed at least quarterly will keep you in the loop. As well, the team will be refining and making adjustments as they go to attain the goals. Reporting from an outsourced team keeps you on track to help marketing achieve your business goals.

For further reading on dashboards and reporting, check out: <http://www.dasheroo.com/blog/>

Whew! You made it to the end! These handy check lists can act as a guide to get you started with your company marketing. At any time you need some help, please reach out to New Initiatives Marketing. My team and I would be happy to help you, whether it is answering a question or becoming your marketing department, please contact us at any time.

All the best with your marketing and talk with you soon!

Jen Kelly

CEO

New Initiatives Marketing Inc.
NimbleQuotes.com

Direct: 416 275 0829

jen@newinitiativesmarketing.com

NewInitiativesMarketing.com



Biography

Since 2009, Jennifer Kelly has run New Initiatives Marketing (NIM). The focus is on partnering with clients to implement and execute effective marketing strategies. Some call it marketing project management, other clients refer to them as “quarterbacking all our marketing stuff.”

Prior to starting her company, Jen spent 17 years in the marketing departments at big brands such as the Financial Times UK, Siemens, and Motorola.

A keen interest in international business led her to pack her bags for Dublin, Ireland, and later, London, UK to experience living and working overseas in a professional capacity. Three years abroad deepened her understanding of other cultures, international business and an appreciation for how complex effective global marketing can be.

Jen was part of the leadership team to bring the first TEDxWomen event to Toronto in 2013.

New Initiatives Marketing created and launched Nimble Quotes, a service for Twitter business users that adds to their company content by posting motivational quotes to their Twitter feed. This promotes engagement and emotional connection with their audience, the first step to getting your potential clients to know, like and trust you. Try it out at NimbleQuotes.com

New Initiatives Marketing Inc. is Duct Tape Marketing certified. The Duct Tape Marketing Consultants Network is a growing group of international marketing consultants committed to client success and ongoing marketing education. Consultants participate in weekly training, weekend marketing boot-camps, and annual marketing conferences. The network provides them access to top experts in marketing they can bring into client engagements to get the best results.

Learn more at NewInitiativesMarketing.com

Connect with Jen on Twitter - [@jenkellyjen](https://twitter.com/jenkellyjen).





www.NewInitiativesMarketing.com