

CHAPTER 2 – Who This Book is For

“Sometimes, it takes more courage to ask for help than to act alone.” –Ken Petti

In my work with B2B companies, I’ve seen numerous situations where those tasked with the marketing function know it’s important but are also focused on running the sales team. Because Sales is what keeps the company alive, they put most of their focus there and try to “make do” on the marketing side of things. Plus, they don’t have a marketing team to execute everything they’re “supposed” to do. They are shouldering multiple responsibilities and in some cases, have no marketing background yet are responsible for making marketing successful.

As a result, nothing they try seems to work.

Many end up with shiny object syndrome where they’ll try anything and if it doesn’t work immediately, they move on to the next thing because that sounds much easier or better. They never give it time to work, and it’s being done in a vacuum. There’s no strategy informing the actions they’re taking on a whim.

When I consult with these B2B leaders, they aren’t sure which tactics or channels are best for their business, industry, or more importantly, their target market. They may have an idea or a gut feeling, but it’s untested.

One of the most common statements I get from B2B consulting clients is that they’re attracting the wrong people. They might be drumming up a lot of leads, but their sales team considers the majority “unqualified.”

If this sounds like the situation you’re in – you’ve picked up the right book.

Conversely, if you’re someone that doesn’t believe marketing plays a key role in the success of your business, or you only want to know what tactic you should try next so you can skip to executing on that versus taking the time to create a strategy, you can put this book aside.

This book is definitely not for the person who refuses to keep an open mind about the role marketing plays. Because if marketing’s done right (with an underlying strategy) — it can be the key to shortening the sales cycle and increasing revenue substantially.

This book and framework are designed to help the B2B sales and marketing leader who needs all or some combination of brand messaging, marketing strategy, sales growth, or team coaching. I do this by “installing” an integrated marketing “system” that you can run yourself in-house or execute with my guidance.

After reading this book, my hope is that you’ll know what to do to reach your most profitable customers and have a repeatable system, or proven path, you can follow to see better results and greater ROI. So that you no longer have to second-guess yourself.

Because here’s the thing:

Marketing ain’t easy, baby!

At least good marketing that creates awareness with your most profitable customers isn't. Marketing is a multi-step process. There's a certain path you have to follow. But it *can* be simplified, if you have a process in place. And I want to share my process with you to help you make more informed decisions about what to do next with your marketing.

Marketing is so important for every company because you can build the best product, you can design the best service, but if nobody knows about it — it's a waste of time.

When you follow my framework, you'll use your marketing dollars more wisely and achieve increased sales by delivering a clear message through the best marketing channels for *your* business.

Here are the steps to my framework:

Step 1: Strategy

- Set your goal.
- Develop your messaging.
- Know who your most profitable customer is and how they find you.

Step 2: Tactical Engagement

- Website
- Content
- SEO
- Paid Advertising
- Social Media
- Email Marketing
- Reputation Management

Step 3: Marketing Management

- Internal Method
- External Method

Now you know the steps. And if you know how they work together, put this book down and get to it. But if you're not sure, then keep reading. I'll explain each step of the framework in detail and exactly how it can help you eliminate marketing guesswork, take control of your marketing function, streamline resources and budget, and see more customers coming in the door.

Chapter Check-In

I want to end this chapter by making sure I respect your time. Before we dive into the rest of the chapters, let's explore exactly what you can expect to get out of this book. I'll have you do that by completing the short chapter check-in below.

Rate yourself on a scale of 1-5 on how accurate the statements are – 1 means “most accurate” and 5 means “not accurate at all.”

Once you've rated your business on each statement, total up your scores and use the Answer Key to determine your next steps.

Check-In Statement

Rating

We are meeting our sales goals.

We know our customer's problem and have a solution to offer.

We are communicating our solution in everything we do.

We are generating leads and enough of them.

We have a working sales funnel in place.

Our website is clear and speaks directly to our customers.

I am confident in our current marketing team and their abilities.

I don't look at marketing as an "expense" because I know what it can do for us.

Total Score:

ANSWER KEY – What Your Score Means

Score: 8 – 16

Ready to take your business to the next level. Advanced marketing techniques can help you scale even faster.

Wow! You have a solid marketing foundation in place. It sounds like any uncertainty you have in your marketing performance is probably because you've plateaued. The great news is, you're in a position to safely take smart risks with your marketing for greater rewards. This book will help reinforce what you're already doing and give you practical advice for how to swing for the fences with your marketing.

Score: 17 – 32

A few key elements are lacking in your marketing. You have an opportunity for optimization.

Congratulations! You have many foundational elements of effective marketing in place. However, there are some gaps. The good news is this entire book is about helping you uncover what those are, so that you see the opportunities for improvement.

Score: 33 – 40

The fundamentals of effective marketing are missing. We have some work to do.

You picked up this book, so you probably suspected this. But don't worry; it can be fixed. As the Chinese proverb says, "The best time to plant a tree was 20 years ago. The next best time is now." Yes, this

should've already been in place, but don't beat yourself up. As you read the rest of this book, you're going to build a strong foundation to support all your future marketing efforts.