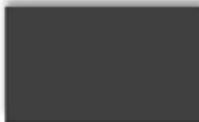




## End-to-End Marketing Revealed e-Book

Brand Matters!  
But, not without ROI

[www.sjhemleymarketing.com](http://www.sjhemleymarketing.com)



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### **About S.J.Hemley Marketing**

S.J.Hemley Marketing is a marketing and sales consulting firm focused on driving tangible results for professional services firms. Brand matters, but not without ROI. With over 20 years of sales and marketing experience within staffing and recruiting, we have helped to drive successful branding, sales training, lead generation activities as well as defining marketing strategy for top organizations.

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## Why are we here? Marketing & Sales Strategy driving ROI.

So many years ago, I got into marketing because I loved the idea of building solid brands. Oddly enough, I noticed that brand and ROI were not all that connected in most people's eyes. Words like pretty pictures had been associated with the brand and for the most part my job within my companies was to correct that notion. I needed to help the companies I worked for understand that there are some activities you do strictly for awareness, but that should not be the answer for everything. Creating lead generation programs that truly help our sales teams sell should be our goal. But wait a minute; does everyone need a lead generation program? Does everyone need a social media campaign and as many likes as they can get?

### We can build brands that drive business.

We can create lead generation campaigns that drive ROI, but the fact is that all executions that happen without an overarching plan are strictly single executions. Marketing and Sales Strategy are the foundation that our executions lie upon and anyone can tell you that need to change your website, or create a social media campaign, but the fact is we need to take the time to create a clear, cohesive and communicable strategy that we can hold ourselves accountable to and be able to honestly say this worked and this did not. We all want to grow to some extent which is why we will try single execution after single execution and creating the strategy should and must come first and it should explain why you try to do the things you do.



### Strategy is not easy and it is why most people avoid it.

When you map out your overall goals and plans then you bring your whole team onto the same page. When you hold both yourself and the team accountable to the goal then you grow. Executions should be tied to the goals. If they are not on target then they should not be done. When we use research to drive knowledge then we complete the circle.

I built S.J.Hemley Marketing to focus on helping small- and mid-sized companies build out business, marketing and sales strategies to guide their plans using branding and lead generation activities to bring ROI while using market research and analysis to make wise decisions. I have worked with some amazing companies over the years and we were able to create a strategy that we communicated to all and drove ROI.

### Brand Matters! But, not without ROI.

#### Five Marketing Strategy Takeaways:

1. Strategy is the foundation
2. Lead Generation and Branding feed off the strategy
3. The strategy should be clear and cohesive
4. Avoid single executions, you need to have a tactical roadmap
5. ROI is defined in the planning stage and measured throughout

## What does your brand stand for and where oh where is the ROI?

**A common question is...what is in a brand?** Is it the pretty pictures that represent the faces of our company? Is it the logo? Is it the look and feel? What about the social media presence? Is advertising part of brand? Is public relations a component? If you notice, the item not listed is what does the brand stand for and what does it mean?

### Brand Promise

We have to begin with what are we trying to be and the words that we associate or want to be associated with us. Words like trusted, inspired, advocate, partner are good to have and unfortunately, they are overused. Let's put our brand promise in human terms that all of our teams know and understand. Let's make a statement. We are going to be the best says nothing. I am not a fan of this line in the first place, but if you are going to use something like this then at least explain...the best at what? When you really determine what and who you want to be, the market will respond. We all want to believe, but commitment is the glue that holds belief for our audience(s). Give your audience something to believe in, commit your teams to those beliefs and then hold your teams accountable to living up to your brand promise. This is where the rubber meets the road and where money is made.



### Target Audience

How can we convey those words/meanings to our audience(s)? Audience – who is our audience? We need to know if our audience is business to business and if so, then which industries. Is that enough? Not at all, we need to understand within our specific audiences, who are the buyers of our services and/or products. This seems all too easy and is commonly overlooked. Are we selling into the C-Suite? Are we selling directly to Managers and Directors? A target audience is important because it is where the largest bulk of our sales/marketing time is spent. We don't vary until we determine we are in the wrong audience (don't let that happen).

### Messaging

Many times we say the words, this does not appeal to me; therefore, it is not good. The first thing about building out your messaging that needs to be remembered is that our own thoughts and feelings are relevant, but only to a point. If we are not part of our defined target audience then we will get a wrong read on the situation. We need to remove ourselves from the final evaluation. It is okay to do a barometer check, but if you are not testing what you are doing on your specific target audience and getting their feedback, then you are destined to be off-target. The key here is to remember, who is our buyer? All of this applies to businesses with multiple target audiences and business to consumer as well.

### Where is the money? (ROI)!

Too many times, I hear that we did a branding thing and we can't really measure ROI. Or, I am not going to do this activity because it is a branding thing and it won't have ROI. These statements are made from lowered expectations. Budweiser made us all think frogs have something to do with beer – branding. But they were selling something. For example: they measured effectiveness on store sales during promotion periods, they measured by market and they measured by media vehicle. Some measurement is more time consuming than others, but the reality is that establishing your brand and driving awareness does not lack ROI. Goals should be established for what would determine success in advance and while some things will exceed our expectations, many others won't. **Evaluate what happened and drive for better media, better messaging, better ROI because your brand matters, but not without ROI.**

## Five Branding Takeaways:

1. Define in human terms who and what your brand stands for
2. Define your target audience and stick to it
3. Your opinion matters, but not in place of that of your target audience
4. ROI can be tracked for every branding activity
5. How much is your brand worth?

## The Generation of Lead Generation. You can do it.

Sales is about reaching an audience one at a time. Marketing is about reaching an audience in masses. This basic tenet is at the foundation of how lead generation provides value. We all know from basic business classes that we should invest in marketing, but the hard part is that we don't know which marketing efforts will work. Truly generating leads is more of a science than an art. Yes, I said that correctly. We have multiple types of media at our disposal and yet most of the time we hear that a client only used one of them.

### Familiar statements include:

"I did a lead generation activity and it didn't work. We mailed a postcard to 5000 people and saw very little return."

"I put an ad in the paper with a promotion and had minimal results."

"We launched a social media effort on Facebook and no one even liked us."



### Integrated Marketing Campaign

If we talk about nothing else, please always remember that an integrated multiple media campaign is the way to drive results. Every business is different and everyone is an individual which means that we all think and behave differently to input. We can do all of our promotion by mail or by email and it will have some effect, but when we create a campaign that uses a centralized theme and has a built in hook, an inherent benefit to the buyer, and we utilize tracking so that we know what happened, then we will see results.

### Define your audience. Build a profile.

Every good lead generation activity needs to begin at the beginning – the audience it is intended for. If you understand who your audience is, their motivations for buying, where they are geographically, and any vertical sensitivities then you are able to create a focused campaign. Everything we can know about our audience helps us to build a profile. Market research is a topic for another day, but the reality is that there are very good, non-expensive, ways to build your customer/client profile. Using the profile to build an integrated campaign allows you to target specifically and see results.

### Build a theme

From our profile, we identify who they are and in building a theme, we use the information to motivate their buying habits. I hate to over simplify, but appeal to your audiences particular common interests. Messages that are crafted properly resonate with the buyer and have the desired effect, ROI. When we talk theme, many associate pretty pictures and the fact is that it is not enough to have an attractive program. The theme should be created to hit the nail on the head. Themes are spread across all of your media to drive home the message from your website, to email, to mail, if possible advertising as well as social media. Themes are everywhere and if used properly they create results. How do you know if you get the proper results?

### Tracking for success

A campaign begins with understanding your audiences, is integrated across multiple media with a theme that is focused on buyer/client involvement, but without tracking there is no concept of success. Each campaign should be created with the ability to track its results. Whether you have web feedback forms, comments in your CRM for the sales team to document, email tracking and etc., the tracking component is essential. The worst words spoken after a campaign other than, "this did not work" is, "I feel like that

effort worked.” There is no room for feelings in this aspect of the campaign. Metrics are created in the front end, mechanisms are established to track and the results will speak for themselves. We are able to make conclusions from these results for future activities and success is clear.

## The Campaign

Expense is a factor in everyone’s mind. What will I get from the expense is also a thought? Campaigns do not mean expensive. Utilizing web analytics from Google allows you to see traffic and it is free, but you need to set the campaign up correctly. Email tools are very affordable and there are many to speak with that have the tracking capabilities you need. Lead generation forms on your website are easy to build and depending on in-house talent or outsourced are free or very inexpensive. Mailings can even be done to target an audience in very affordable ways. Don’t take on the largest audience with your first attempt, but do attempt. Brand matters! But, not without ROI.

## Five Lead Generation Takeaways:

1. Define your audience and create a client profile.
2. Develop a theme that is targeted to your client profile, regardless of your personal likes.
3. Create an integrated campaign using multiple media, not one.
4. Tracking. Tracking. Tracking. Always be tracking.
5. Create a campaign that fits your budgets and target a volume of audience that you can handle.

## Do we know what we need? Do we know what our clients need? How?

One of the first things that we learn in marketing is that while what we do has an artist's hand, there is more science than art. We need facts to operate from in order to draw the right conclusions and those right conclusions are turned into works of art, if you will. Facts are our friends and opinions are...well we all have them.

### Dismiss yourself

It is completely natural to think that as managers, as business owners that we have a firm vantage point in order to draw a proper conclusion. We have been in our business for years. We have spoken with our potential and current clients. We know the marketplace. The problem is that unless we are someone that has the ability to purchase our products or services then we are dealing with opinions. You must dismiss your own opinion if you are not part of the target audience. These opinions lead you down roads that have very little explanation and they ignore the needs of your clients.



### Decisions we face

Research is done for a variety of reasons. What markets should we attack? What locations should we open new offices? Why do our clients buy from us? Why do our clients buy from our competitors? How can we drive our target audience to our firm? Are our clients happy with us? Are our clients getting what they need? Too often, we think no news is good news or that we have a firm grasp on what is needed, but consider the fact that most of our clients actually like being asked their opinions and think they have something to provide us in the form of value. They have a keen intellect and they are willing to share it with you. Why would you not ask them? They can steer you in the right direction and feel like that they were pivotal in helping you.

### Understanding our audience

When you determine what efforts are needed, the first question is why. That question is answered with understanding your audience. There are many vehicles that you can use to get feedback and they do not have to cost a lot of money. From focus groups to surveys to electronic research and more, we are trying to understand our audience in order to make informed decisions. Do you know where your clients are planning on opening offices? Do you know that they just went with your competitor and just as importantly, do you know why? We seek to understand their likes and dislikes, their reasons for doing business with firms like ours, their input on how we can do better. This sounds like a little thing and many times it can be, but the effect will provide value in both the non-measurable and the measurable ways. ROI is calculated from success and success is born out of understanding our audience. People do business with people they like is one of the things we hear early and often in our careers. Do they like you? Don't guess.

### Surveying. Ask the right questions.

Surveys are one of the easiest means of receiving feedback and these days surveys are even easier. The tools like Zoomerang and Survey Monkey are among these tools. They are inexpensive and very easy to use. Building a good survey is harder than using the tool. You have to think about what information you want to get and make sure that you ask them in a drill down approach. You need to be able to work in a linear progression in order to be able to take action on what you learn. Many years ago, I saw a survey that asked a loyalty question for a firm and the answer was 93% loyalty. That is a pretty good number, but it actually drew the wrong conclusions. They were finding that very few people were loyal to them. The next survey sought to uncover the real answer since this seemed inherently wrong. The question was

reworded to measure loyalty for that firm and its competitors. Interestingly, 93% was still the number for the firm, but loyalty for the competitors ranked high in the 70 and 80 percentiles. The short answer was that, only about 8% were strictly loyal to the firm. You need to understand how to ask the questions, but surveying is a strong piece of the research pie.

### **Focus Group. What is this really?**

Focus Groups can be conducted very formally and informally and both have their merits. Clients and prospects will agree to be a part of this and you can put them in a room with a moderator and people behind two sided mirrors. You can also take 10 prospects or clients to dinner and have a good discussion, but you have to be more careful. In the dinner situation, you do not want to lead the answers, only the questions. You have to explain to them that you want their opinions to the questions and you are going to be careful to not answer, to not share your opinions, to not lead their answers or anything of the sort. I have seen this work incredibly well and I have seen it done poorly. The moderator has to get people talking, but then avoid being defensive of the answers or sharing their thoughts. Once again, we want their opinion.

All of these approaches will give you solid information in order to make informed decisions and steer your company in the right direction.

### **Five Market Research Takeaways:**

1. Dismiss your own opinion.
2. Determine what decisions you face.
3. Understand your audience.
4. Surveys – Ask the right questions.
5. Focus Groups can be done easily.

## What did everyone do before they were able to give updates?

From pony express to real-time updates, how the world has changed. From consumers to business owners alike, we are all spending an inordinate amount of time on the tools that drive efficiency, drive sales and drive interaction. Our smart phones keep getting smarter and the tools that tie us all together have gone from writing simple letters, to calling each other, to emailing, to spreading our wings through social media. One question on many people's mind is, "Is there revenue to be generated from social?" That is the wrong question to ask. The question should be, "Does my business have an opportunity to generate revenue from social?"

### Why does my business need social media?

The simple way to think about social media is that it is like all of the media before it, except faster. If you determine who your audience is, determine how the audience can complete a revenue generating transaction with you, build messaging to attract and motivate the audience, build a consistent campaign and remain true to the spirit



of the media, then it can be a real value to your organization. We need social media because people do business with people they like. The fact is that the spirit and face of an organization is otherwise locked down to outsiders (consumers) and social is where we can all learn about you and your organization.

### Is social the solution for everyone? Does social media fit my business?

Social media was originally designed to bring people together and share, so its business purposes came along afterward. We have all heard that social is free, so you should be doing it, but you need to develop the necessary strategy for working within this media. If you are trying to promote your business to employees so they will come work for you, then you need to think about what things that audience would want to see and hear from you. If you want to convert information seekers into customers/clients, then you need to build those hooks that drive them. Too many times, people think that any given media is the answer because it is new or inexpensive and the reality is that social may very well be the answer for your business, you just need to determine how to use it to fit the audiences.

### Where is the ROI?

Converting potentials into sales is at the heart of how we market our services. The tools for tracking views, follows/likes, and conversions are becoming more and more friendly, but when we look at the activity we need to build the trackable events in order to measure ROI. Using social campaigns, we can track the effectiveness of many of our efforts. Utilizing analytics tools, we can track conversions. The fact is that ROI is able to be tracked and you can measure it.

### What is the most important thing about marketing our business using social media?

The best advice I have heard on social media is that remember that it is a conversation, not one person talking at another. Once we have defined our audience, then building content that suits them requires discipline to avoid distraction, but it is not difficult. Make a plan and stick with it. You can build your brand utilizing social, but it does not matter without ROI.

### Five Social Media Takeaways:

1. Social media is just like other media – it all requires thought in how it is to be used.
2. Define your audience.
3. Communicate what your audience wants.
4. ROI is trackable, plan accordingly.
5. It all starts with a conversation.

## Don't update or change a thing on your website – 5 reasons why.

We all debate the need for our website. Is it a lead generator? Is it an online brochure? Is it there because someone told you that you have to have a website? The fact is the reasons to not change a thing are the easy answers.

### Five reasons not to update or change a thing on your website

1. The site is not a lead generator, so why bother.
2. I love my current site. It generates a ton of new leads and opportunities. Everyone says they love it.
3. It takes a long time to complete.
4. It is a headache to update, change or redo.
5. I don't even think I need a website.

### But, are these the right answers?

### Two tenths of a second. No second chances for a first impression.

The web is where both clients and candidates to your firm make their first impression about your company. Are you reputable? Are you a stable company? Will they benefit from doing business with you? The first thing you need to do is to determine your audience and what they are looking for out of your site. What can your business do for them? If they can't identify who you are, what your company does and how it will help them, then they are gone. Defining your audience allows you to ask your audience questions that drive how you make any effort relevant, but most specifically your website.

### Attention grabbing or just shocking?

Take your site out of the equation for a moment. What is in a brand and what can it do for you? Design is important because no one likes to go shopping in a dirty store and no one wants to eat in a filthy restaurant. Well, guess what...they are looking at your site to determine if you are clean, professional, strategic, articulate and more. Most importantly, determine what your firm represents and who you want to be regardless of the size of your organization and have the site conform accordingly. Make the site attractive and test it off of people that do not work for you, but are in your target audience. If they agree it is attractive (without hesitation) then you are probably in the right direction. Make sure it is easy to look at, in that fonts are not too big or small making reading difficult. You need to like it, but it is more important that your audience does.

### Is your site producing leads?

Pretty pictures are great, but does the new site have modern functionality? Is it easy to navigate and find the messages that are important? Do you have strong calls-to-action and are you driving them to landing pages and lead generation forms? Give information to get information. The average person is willing to give a few pieces of information in order to get content that helps them. The key is to provide content whether it be a demo, a case study, a white paper, a tips book – all of these are lead generation tools and the idea is to create conversions. This does not require extensive effort, it is not hard to set up. Your site can generate leads.

**2**  
**10s** of a second  
The time it takes for an  
online visitor to form a  
first opinion of your brand.

Entrepreneur  
<http://www.entrepreneur.com/blog/223150>

### SEO and Content Management (CMS)

The first tool you are going to need in building your new site is a content management system (CMS). Simply put, you do not build a site without one. The job of the content management system is to make creating new pages, making content changes, changing images something that can be handled by non-developers and non-graphic designers. If the site is built properly than anyone can make these updates and changes very easily. These tools are easy to use and require very little supervision.

Once we have a site built in a CMS, that attracts our audience, is designed to meet/exceed their needs, has lead generation capability, we need to make sure that the site is optimized for search engine performance. There are many services out there and several self-help tools, but the best answer is that you need to have your site optimized and performing as well as possible in order to drive an audience to your site. Identifying keywords, tagging photos, links back to your site, links from your site, keyword tagging and more are among some of the things to think about. Check out more information on SEO to make sure that you cover this topic well. This is merely a glimpse and we can refer you to some great SEO firms if you need.

### Five Website Takeaways:

1. You need to have an up-to-date site.
2. First impressions are everything.
3. Ask your target audience for their opinion of your brand.
4. If you are not using your site to generate leads..what is it doing?
5. Content Management Systems and SEO are the standard.

A graphic featuring the number '2.6' in a large, bold, green font. To the right of the number, the word 'seconds' is written vertically in a smaller, black, sans-serif font.

And it takes just another  
2.6 seconds for that viewer's  
eyes to concentrate in a way  
that reinforces that  
first impression.

Entrepreneur  
<http://www.entrepreneur.com/blog/223630>

## How will training help? I need productive sales teams.

One of the very first things we all learn about salespeople is that they are born, not made. This is fundamentally true, but we have all met the person that seems to overcome regardless of the birth quotient. What do they do differently and can we make them?

### Train to fit the person with the process, not the other way around

There are many ideas on how to train both sales and recruiting teams and the very concept of training is always good. Does your team fully understand your approach? Does your team know how you want your message relayed? Have you defined what success looks like? A training program designed to your specific business addressing your areas of importance should be at the top of your list. I have been a part of many programs that took a standardized approach to business and while these programs bring value, the programs that bring an entirely different level of success are:

- shaped around your business practices
- developed using the values of your organization
- determined by your team to be efficient and effective ways to drive the process
- designed to engage the team and truly create adoption
- built to drive success (ROI)



### Create the plan – building a routine

Training teaches everyone to build a plan, but it is more than that. It is about building a routine. When training is over and the average salesperson or recruiter goes back to their desk, has the training become a part of their daily routine? The plan builds the best practices that need to be followed and holding people accountable to it helps them build a routine. When the team has been a part of building the plan, instead of shoved down their throats, then they will buy in and make it a routine. We have to use this opportunity to create a shift in thought.

### Fundamental shifts in attitude

Looking at training objectively, are we investing time, energy and money into training in order to say that we did it or to drive success. We must evaluate the training on the front-end to determine if it drives what we want and if it is and we do the training then we must be committed to make it a part of our culture. Driving a shift in attitude is one of the top success factors of training. Training is in trouble when the average person says, “training was great and there are a few pieces that I can take from it.” This translates to I am doing things the way I think is best and will continue to do things my way. If they were that good, then training was probably not necessary and if they were not, then where will the accountability come from.

### Tracking Success – Transparency

Everything worth doing is worth doing well. Let’s benchmark where we were before the effort began. What problems were we having? What deal breakers existed? What were our failures and what were our successes? How will we know if it is a success? If you know what your sales and recruiting funnel looks like from calls to connects to meetings and so on through the funnel then you can determine success. But this is the first step, make it transparent to the team. They should be able to go in at any time knowing what is expected of them and having the ability to open a report to see for themselves. Creating transparency for each and every individual is important to creating a winning atmosphere.

## Identify winning characteristics for hiring

The best way to set yourself up for success is to make sure you hire well. Create a profile describing the right candidate in detail. Are they fresh out of school or seasoned pros from other firms? Are they outgoing or do they need to be solid cold callers? When interviewing, keep in mind that liking a person is the wrong reason to hire them. Did they try and lead the interview or did you have to drive the entire time? If you want to try something novel then turn the interview into a client meeting. Begin by telling them that you are willing to believe what is on their resume, that most of their references are probably going to say that they are great and finally that you want to turn the interview into a meeting. This will be a meeting to get the job because like a client meeting the hiring manager (you) has something they want (a job) and they have something to sell you (themselves). Ask them if they know consultative selling and tell them they have a second to build an agenda in their mind to get the job from you. This whole thing will throw them and yes, I have done it. You need to be somewhat forgiving because they are not going to expect it, but you will have a much better idea of whether or not they can run a meeting, build questions to uncover needs, and build a case to sell their product (them). Give them objections and see how they do at overcoming. One tip on being forgiving: if someone bombs because they were taken too much by surprise then a good salesperson will ask for another chance. Give them the extra chance, but do it over the phone for a shorter period of time like 15 minutes. It will be one of the most fun interviews you ever do and will provide you real insight. Additionally, there are many assessment tools on the market for personality assessment that lead you to determining the validity of your opinion. Try them out.

## Five Sales Training Takeaways:

1. Training should be built to drive individual success and the process
2. Create a plan, but always turn it into a routine
3. A fundamental shift in attitude is key
4. Track success and make it transparent
5. Identify the characteristics of a right fit before hiring and then stick to it

## Why are they not coming to my booth? The art of tradeshows.

There are many views on the value of tradeshows, conferences and career fairs. The fact is that you can be lost in a crowd and they can be the best thing ever. The difference between a good show and not a good show begins with the show organizers, but then it falls to you and your team. If you are attending a reputable show that others have given you good feedback on then you need to determine how to get people to your booth. If you don't have a plan to attract an audience then you will only meet those people that wander around the entire hall. Not many people wander the entire hall.

### Have a plan

The first thing is booth selection and from there many factors come into attracting an audience and converting them into business. The last time I checked, attending a show is to drive business. Who are you sending to the show should be among your questions? Who of your clients and prospects will be at the show? What does your booth look like and does it have a message? What is your hook? How will you promote the fact that you are attending the show and how will you promote your hook? What will you be doing about tracking? What is the plan for follow up? What are your goals to walk out of the show with? These are among the questions you should answer in building a plan because showing up and waiting for people to stop by is not a strategy.



### Identify your prospects

I recommend that you identify the type of companies that you are trying to attract. It may be your standard audience or it may be different based on the type of show. Many of the shows will give you the list (not often), sell you the list (many times) or allow mailings and emails that you give to them and they send out on your behalf (sometimes). Talk to the show coordinators about what can be done to promote yourself to the audience you want. Blasting out emails to their entire database may or may not help if you are only targeting a portion. They can recommend ideas to you. Additionally, email your own database to let them know that you are attending. Add the event attendance to your email signature. Mailings are great, but do something original if possible. Postcards are not original, but at least they are something. The biggest thing to remember is that you need to drive your intended audience to your booth.

### Get them to the booth

Shakespeare once said that it is the play within the play. The play you are attending is a tradeshow so what will the play within the tradeshow be. Coming up with a theme is a good way to begin. When you create a theme, you want to think about how it will engage your audience. I have seen themes around Nascar, Stress Relief, Get off the Roller Coaster, We can Predict Your Future and more. Each of these themes allows you different opportunities to have something at your booth to drive people coming to your booth. Get off the normal roller coaster allows you to have a virtual reality roller coaster at your booth and predicting your future offers the ability to have a fortune teller. You may be thinking that these are big ticket items or bigger booth space kind of things to do and the fact is that there are all kinds of ways to attract an audience. Talk to a few of your clients and tell them what you are trying to do because they will have feedback that can help. Just keep in mind that you are attracting the audience to your booth so now we need to know who came to the booth.

### Tracking

The key to solid tracking is knowing what kinds of people will be coming by your booth. Do you want to track them simply by company, title and name along with a code for hot, warm or cold or do you want to segment by industry. The best tradeshow tracking comes from understanding your goals. Break it down to the easiest possible terms and from there many options exist. Most of the tradeshows offer lead tracking units that can be rented for the show and cost less than \$500 for rental. Having custom codes added into the units is a capability that also exists. When these units are not offered, the low tech alternative is always available...business card drops and lead cards. If you go low tech, then be sure to get these into a spreadsheet as quickly as possible (while still at the show). You **cannot** follow up on a ton of loose pieces of paper and expect success.

### Follow Up

In your plan, you should have included what you are going to do with lead follow up. Are you going to contact everyone the day after or a few days after? When will the sales team start calling to attempt to set up meetings and gain traction? Leads that sit for any prolonged period of time are dead leads. Have a plan on how to break up the leads into groupings that can be followed up by the sales team. Make sure the sales team knows that you want to know what happens so have an easy way for them to track the calls, connects, meetings, opportunities and wins from the leads and remember to follow up with them consistently. A good friend of mine said to me once, (okay many times) **inspect what you expect**. If you don't examine the follow up then the sales team won't do it. Have fun.

### Five Tradeshow Takeaways:

1. Have a plan
2. Identify your prospects
3. Get them to the booth
4. Tracking
5. Follow Up



## Identifying your Identity. The command and control of defining your company.

How do your customers know you? How do they remember you? What are three words that they would use to describe your firm? We are all busy building our companies and it all starts with a sale or does it. Do people buy from people they don't know or like? When it comes to closing deals, we forget to begin at the beginning. You need to be able to describe your company quickly, effectively and efficiently in order to help prospects get to know your company.

### Theme

They say a picture is worth a thousand words and if that is the case, then what image are you portraying. While building your marketing strategy, you utilized words to convey who you are and yet people gravitate towards images. We need to crystallize those words in a unifying theme using visuals. Are you a very formal company? Are you creating a firm that cares deeply about its people? Are you community involved? Are you all about thoroughness? The words you use to describe your firm give you an idea for images that convey your firm's identity. Your theme needs to express your company and it rarely comes in first pass. The theme in simple terms is the look and feel you will use to share with the marketplace answering the question of "who is your firm and what makes you different?"

### Across all views

From website to social media to brochures to marketing campaigns and more, your theme is the image that you need to portray. Marketing is not about consistency, it is about absolute consistency. Very few firms have the budgets to have advertising across multiple media, robust websites with daily changing imagery, marketing campaigns being sent to thousands of clients on a monthly basis, as well as social media campaigns, event marketing and etc. Since budget is always a concern, we need to always be absolutely consistent across all of our views in order to effectively share our message to our marketplace.

### Messaging. Messaging. Messaging.

The words you use to describe your firm drives the answer to the question, "Can you tell me about your company?" Everyone on your team needs to know your messaging and be able to easily state who you are. Right now, you are probably saying that most of your team knows how to describe us. Go to their LinkedIn profiles and see what description of your company is listed there because I promise you that roughly two thirds of your team made something up and you may not like it. Your message defines your team and if they don't agree with what it says then that is a great discussion for you to have with them to see where your messaging can be improved or so you can get their buy-in. Don't discount your messaging because in the absence of something original and impactful, people will create their own and it may not be good.

### Command and Control

Messaging is an area where we all want to say something special, but our inner voice says, "Don't be a braggart." or "You can't say that because someone will be offended." Your theme and your messaging is where you can take a decisive stand. Don't be ordinary. Appealing to everyone will not work. Great



companies got to where they are by pushing the envelope and letting their prospects and clients know that they are a great company...this is nothing to back away from. It is hard to say things that your competitors may attack. It is hard to take credit for things that others want to take credit for, but the simple fact is that finding out you came in second place in a sale is the same thing as first loser. Take command of your brand. Take control of how you are perceived. Your theme should state it loud and clear.

#### Five Theme Takeaways:

1. Your theme is the visual representation of how you define your company
2. You must spread your theme across all of the marketing vehicles you have
3. Marketing is about absolute consistency
4. Make sure your messaging is known, understood and agreed upon by your entire team...otherwise they will make something else up
5. Take command of your brand and control of how you are perceived

#### About S.J.Hemley Marketing

S.J.Hemley Marketing is a marketing and sales consulting firm focused on driving tangible results for professional services firms. Brand matters, but not without ROI. With over 20 years of sales and marketing experience within staffing and recruiting, we have helped to drive successful branding, sales training, lead generation activities as well as defining marketing strategy for top organizations.

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