

8 Marketing Hacks to Throttle Our Pipeline

We need speed so these are ideas to vet, discuss, and re-use content where applicable. MQL production is hard and takes time due to B2B Buyer's DIGITALLY NATIVE skills.

What worked well before (still does) and there may be ways to speed things up.

- Cold calls.
- Network (now on Zoom).
- Authoring articles
- Building marketing campaigns with click bait.
- LinkedIn video.
- Etc....

1. No Pain, No Gain

- Why did clients buy from EZIDOX you in the past?
- What were they trying to do? What were their #1 and #2 pains?
- What problems had to be solved?
- Are the answers rational or emotional?
- What would happen to them personally if they did not solve this problem?

If they were not in pain, and they did not close, the same event would occur in the U.

That is also true of committee-based sales. Everyone that supported the decision had an emotional reason. It affected them personally in some way, otherwise, they would not have supported the decision.

Do we have content that speaks straight on to that emotional pain?

2. No reinventing, recycling

To hyper-accelerate our pipeline, perhaps rushing towards added content may be a pause?

It is time-consuming, planning, execution, distribution...we have evergreen content that can be repurposed.

- Take webinar(s) we ran and re-run it. Buyers will not remember what we delivered as their pains have evolved.
- Do the same with past blog posts.
- Which ones did well so we can use the best ones first?
- Do we have stats on audience engagement?
- Which topics got the most action? It is pain optics — the AUS pain is like the US buyer pain.
- We can build a shortlist of topics and see where they fit in the US buyer journey.
- Did it resonate to the surface pain where you are educating executives to a problem, they did not know they had? Or maybe it speaks to rationality instead of emotions? If it does, we will think through the emotional reasons and rewrite the content to hit this pain head on.

3. EZ Fruit

Do we have a database of leads/contacts/ with interest but were not in the right buyer journey moment?
We can re-purpose this intelligence and build better nurturing workflows for our US drip campaigns.
I.e., Executives who may have clicked on Topic A send 3 emails with better aligned messaging.
On Topic B, over 2 weeks, we add a call and another tailored click bait.

4. Our Sales Blueprint

It will map our Buyer's journey, our sales cycle, our offers business value...and can also include intel from:

- Customer decision makers reasons why they bought.
- Customers that will give us fresh endorsements for the US.
- Prospects that were interested last year but did not act.
- MQLs with buyer behavior/insights we are not considering for our US marketing engine.
- Deals that were closed but went dark.
- VM's sent with adjoining Email messaging that re-activated weak leads.

Updating our content with tie intel is a smart and no cost move.

Now you have your cookbook: the ingredients are the content topics, your workflows are your mixing instructions, and the baking is the execution.

5. Referrals

Are we connected to our customers on LinkedIn? Did we ask them for a "referral"?
They could make an introduction that could connect us to a lead in the US.

6. Don't spray and pray.

The short-term pipeline is about market timing. All efforts center on finding B2B buyers who are already into or down the buyer funnel and journey.
This is surgical offense.

Remember TOPIC A?

Can we look at our database (CRM) to find execs (last year) that have been interested in TOPIC A? Then we do a "look-a-like-audience" exercise and run the workflow against US scored prospects.

View them at 1:1 — any content they have read, webpages, events, etc.?

We can:

- Invite them to our webinars.
- Share white papers.
- Tell them about a free program/demo/POV that we now have.
- We can show your willingness to help them solve a problem (without heavy-handed sales tactics):

"Others that have seen our insights on A have also gotten value out of this paper (link). It talks about... Our 30 customers have had measurable of "x" and "y" that reached their CXO's who did not know of the strategic significance or competitive advantage of our approach. H happy to offer some advice."

7. Measure the right things.

Audience building such as increased web traffic, LinkedIn connections, and content likes are important for our long-term content strategy, but we need pipeline now.

*The top OKR is **qualified sales conversations** that lead to a closed deal at a predictable time.*

If we can map EZIDOX wins from MQL – SAL – OPP – PROPOSAL we save time.

Industry conversion rates run at 5% won across 100 leads. We will double that.

8. Pitching to Sr. Execs

1. They are measured in value. Their subordinates rarely ever are.
2. Their boss, the BOARD, measures them on value.
3. Their budget will measure value on larger deals and projects, \$500K+.
4. They spend majority of time on financial and financial decisions.
5. They rarely meet with vendors because they know they never bring insights or value.
6. They will meet with a vendor based on an internal referral (we need to sell the middle hard).
7. They have their CFO do their ROI (they know vendors doctor the numbers).
8. They have no time for anything with meetings every day!
9. Their Admins know all they do. They filter Reps 100% of the time, even if you get through on the phone (rare as a Dodo bird) and know what to say in 10 seconds.
10. They know Reps know little about their business.
11. They know 5% of Reps are worth listening to on what is happening with competitions, WANT that!
12. They know Reps do not really know their industry, but 10% do.
13. They know Reps cannot and will not listen, 5% will.
14. They do not reps their own reps.
15. They know their VP of Sales is fired every 20 mos. and is #1 most fired exec in America!
16. They know their CRO is good, and Reps fear them...big time.
17. They know their CRO's do not get budget. Marketing does.
18. They love to be tired McKinsey consultants more than tier own kids.
19. They like their Accenture, PWC, Deloitte, Bain, Keene consultants and know they most sell a boatload of consulting to them to keep their jobs.
20. They read, if a C-Suite, 100 books a year.
21. They make \$750K, which is low-average, and \$2M is good.
22. They love POWER more than their jobs, family, kids, or life.
23. They walk into Restaurants knowing they are the top of the food chain.
24. They know an Elevator Pitch in an elevator can mean a vendor gets inside, if its' GREAT.
25. They know their must work their ass off to be the king. Serious meat eaters.