Marketing Plan 2022/23

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Introduction and Key

- This document provides the 2022/23 Marketing Plan.
- The approach to defining Marketing Strategy and Marketing Plan is outlined on page 7.
- Page 8 touches on one strategy element, and the remainder focuses on the marketing plan.
- Each page is colour coded as follows:
  - White pages focus on the plan
  - Orange pages explain the ‘why’ of each campaign
  - Light blue pages (and those with a light blue heading bar) focus on introducing and explaining concepts
  - Dark blue pages provide quotes (along with explaining the lesson to be learned) and The B2B Marketer’s 3 Golden Rules of Marketing a Consulting Firm
- For ease of use, this Marketing Plan is written in the first person.
- At the end of this plan you can find recommended further reading. These references provide deeper understanding on the campaigns and concepts outlined in this Marketing Plan.

GOLDEN RULE 01

"People buy for one of two reasons—they buy to move closer to pleasure or to move further away from pain."

Source unknown

Lesson: Marketing starts by getting clear on what your prospect's challenges are. Challenges can be negative problems to overcome, or positive opportunities to realise.

Marketing Ethos

- The purpose of this Marketing Plan is to identify specific campaigns that the marketing team – and those across the business who will support marketing efforts – must focus on.
- The Marketing Plan details how the Marketing Strategy will be achieved.
- The Marketing Strategy provides clarity as to the business objectives that must be achieved, which in turn are a result of the business mission, and ultimately vision. This is the VMOST – Vision, Mission, Objectives, Strategy and Tactics.
- The Marketing Plan must also consider opportunities to increase overall firm value. This is achieved through various elements, including audiences (and their size), and distinctive brand assets.

GOLDEN RULE 02

"You can sell whatever you want to whoever you want – you just can't market that!"

Martin Williams, The B2B Marketer

Lesson: Marketing a consulting firm is about making tough decisions as to exactly which products and services you will focus on marketing and to precisely which audiences. To attempt to market everything you can do to as many people as might buy from you is not a strategy that leads to success. Don't try and emulate the Big 4 – instead, marketing must focus on your being a successful boutique consultancy.

Marketing Strategy vs. Plan

Phase	Question to Answer…	Element	Determine
Strategy	1. What are the challenges our ideal clients are facing?	Prospect challenges	Problems and opportunities from the prospect's POV.
	2. Who exactly is facing those challenges?	Targeting and segmentation	Firmographics (incl. sector, size, job titles, etc.) Geographics Psychographics Ideal clients vs. the people to repel.
	3. What products and services do we provide to help overcome/realise them?	Products and services	Signature service and/or product to focus marketing efforts on to new clients plus products and services to up-sell and on-sell to existing clients.
	4. How will we position the firm and our offering?	Positioning	Differentiation and distinctiveness.
Plan	5. How we will educate our target clients about their challenges, our solutions, and how we're different?	Content plan	Hubs, themes, and content pyramids.
	6. How will we get our content in front of them?	Distribution plan	Marketing channels and cohesion.
	7. What people, processes, and tools do we need?	Delivery plan	People, processes and technology.
	8. How can marketing support the sales process?	Sales enablement	Marketing assets to support sales opportunities.

Strategy | 4. Positioning

What	How	Ref.	Priority	Notes
Promote the strapline: Be Cloud Confident	Update the strapline subheading on the homepage to state: Save | Serve | Scale	S1.1	Medium	The strapline – Be Cloud Confident – is good. A sub-heading helps to ensure it is more easily understood. The word ‘serve’ could be replaced with something more obvious. There are only 314 google search results for “be cloud confident”, and only a handful of results for the hashtag #BeCloudConfident on Linkedin. This represents the opportunity to claim it.
	Consistently use #BeCloudConfident on social media posts.	S1.2	High	
	Update email footers to include the strapline.	S1.3	Low	
Develop a standard elevator pitch	Define standard elevator pitch.	S2.1	High	Using the formula: helps *ideal client* with *problem* to get *outcome* by *products & services.* In having a well-defined elevator pitch all staff can be clear on what the firm does, and represent it in a consistent manner.
	Train all client facing staff on the elevator pitch and practice using it in different scenarios.	S2.2	High	Imagine meeting someone in a networking event and answering the question: “So, what do you do?”. The answer we give should leave them saying, “That sounds interesting, tell me more.” The elevator pitch must be pithy. The Products & Services element must be created, but its use in delivery is optional.
Develop a brand character	Engage a graphic design agency to develop a cartoon style brand character. Use the brand character in relevant marketing and training materials.	S3.1	Low	For an example of a brand character, search ‘Salesforce Astro’, and to read more about the why a brand character ranks first for uniqueness see https://www.marketingweek.com/brand-characters-b2b-marketing/ In respect to priorities, brand character is something to consider after the campaigns outlined in this Marketing Plan. Given that there is a lot of education that can provide to its prospects, it should be very possible to develop this as a powerful brand asset thus increasing the value of the firm.

Plan | Marketing Campaigns

Build brand → 04 | Grow our audience

05 | Launch annual cloud scaling report ← Be THE market thought leader

Stay top of mind → 02 | Launch a newsletter

03 | Create and launch cloud scaling masterclass ← Generate leads

Be ready for the core marketing concepts in this plan: Two-speed marketing and The Pyramid of Trust → 01 | Shore up foundations

Concept A | Two-Speed Marketing

- Marketing a consulting firm is all about building trust. We build trust through educating our prospects on their challenges – whether they be negative problems to overcome, or a positive opportunities to realise
- Only approx. 5% of our potential buyers are ‘in-market’ at any one time. This means we need to deploy ‘two-speed marketing’ where we market for the long-term (speed 1) to the 95% through brand building activities, and for the short-term (speed 2) to the 5% through activation marketing.
- The recommended ratio of budget between short-term and long-term is 60% long and 40% short.

Plan | Campaign Delivery Timetable

Campaign	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
01 Foundations												
02 Launch newsletter Ready for return from holiday season												
03 Launch Masterclass												
04 Build audience												
05 Launch annual report In alignment with annual budget period												

Campaign 01

Shore up foundations

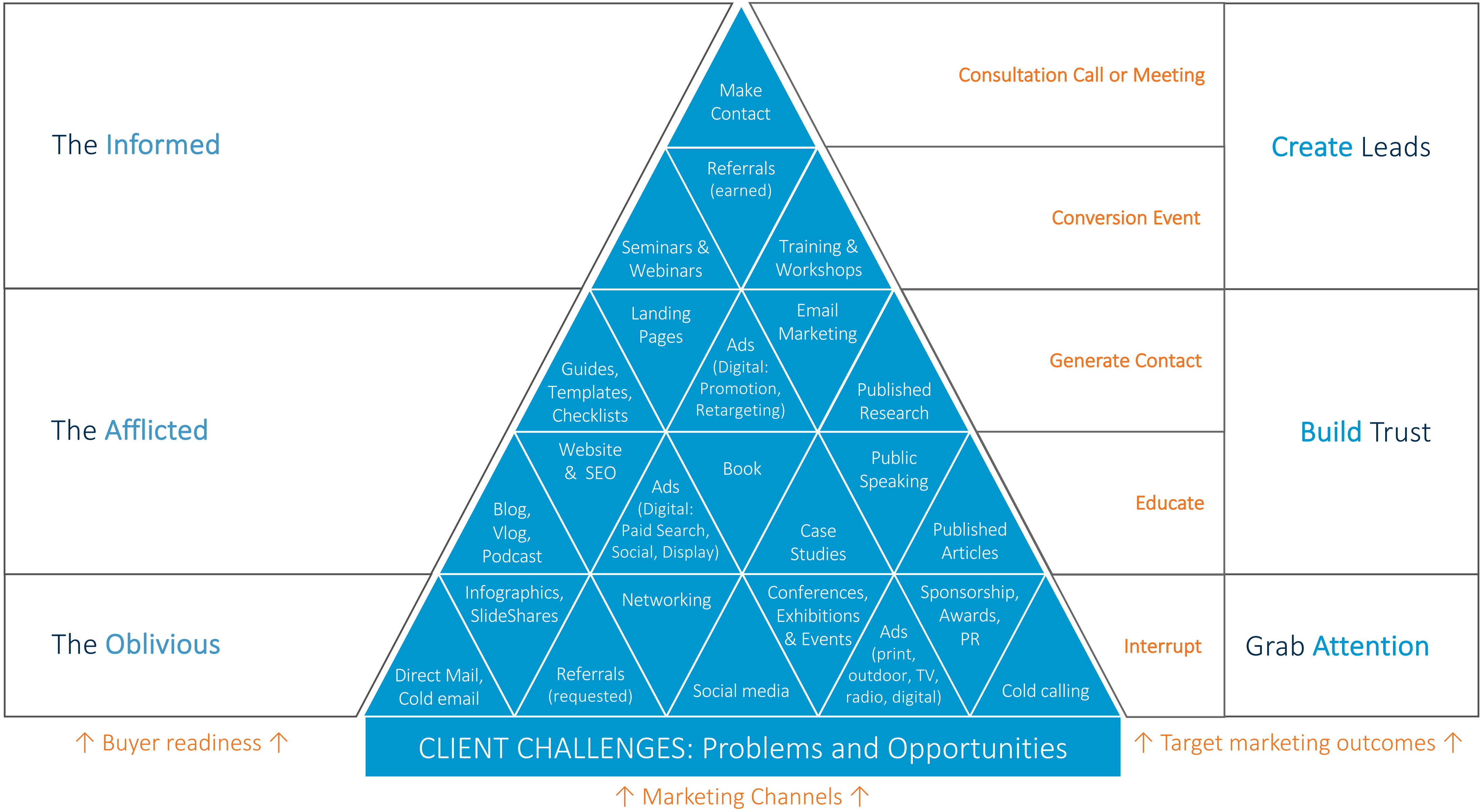
Why?

Campaign 01 – shore up foundations - concerns optimising all content marketing assets that currently exist, and laying the foundations to support two-speed marketing and the recommended follow-on campaigns.

Concept B | Authority Marketing with the Pyramid of Trust

- The purpose of the Pyramid of Trust is to determine which marketing channels we will use to take our audience on a journey from being oblivious to their challenges, to fully informed and either ready to contact us, or willing to accept a 'warm call' from us.
- The Pyramid of Trust ensures we create cohesive content rather than random content pieces. It also ensures that we never leave a prospect hanging by leading them to a dead-end.
- Whilst the intent is to predefine content journeys, we must always allow people to take shortcuts. To jump not just to the next level, but all the way to the top should they wish. This means we enable them to schedule a call with us as frictionless as possible.

Concept B | Authority Marketing with the Pyramid of Trust



01 | Foundations | Website Optimisation | Hub Pages

What	How	Ref.	Priority	Notes
Determine content hubs	Determine hub themes i.e. challenge or market sector or job role, etc.	C01.3.1	High	Aim for 3 (minimum) to 5 (maximum) hubs. Hub ideas: • The CIO/CTO Hub • To include CIO profiles articles • Cloud Technologies • AWS, Azure, Google Cloud, etc. • Cloud scaling • Cloud cost optimisation To determine the exact hubs, analyse the existing Insights content for ideas, and discuss internally to come up with ideas. Remember, a content hub is about presenting relevant content together, structured into pyramids to define the journeys through our content that we want prospects to go on.
	Create hub pages that present content structured in line with: a) sub-topics, and b) individual sub-topic pyramids of content. Include SEO optimised text at the bottom of the landing pages and ensure the pages are indexed.	C01.3.2	High	
	Create a category for each hub; utilise tags for other categorisation.	C01.3.3	High	
	Configure permalink structure to align with hub pages and categories.	C01.3.4	High	• BE VERY CAUTIOUS in making this change and, if done wrong, it can negatively impact existing search rankings.
	Create tags for hub sub-categorisation and cross categorisation.	C01.3.5	High	• Do not use duplicate titles for categories and tags • By assigning tags and categories to content pages the hub pages can be designed to dynamically update
Move content not related to hubs	Create a new content section called ' News' under About Us.	C01.4.1	Medium	Include content such a new hires, new offices, new clients, etc. in here. In reality, this type of content has little value to prospects, although it may have relevance to future investors in, or acquirers of the business.
	Move internal news articles on the blog to a new section.	C01.4.2	Medium	
Implement the ability to subscribe to content push notifications	Implement a website plugin and configure for each hub.	C01.5.1	Low	This is to support content distribution efforts.

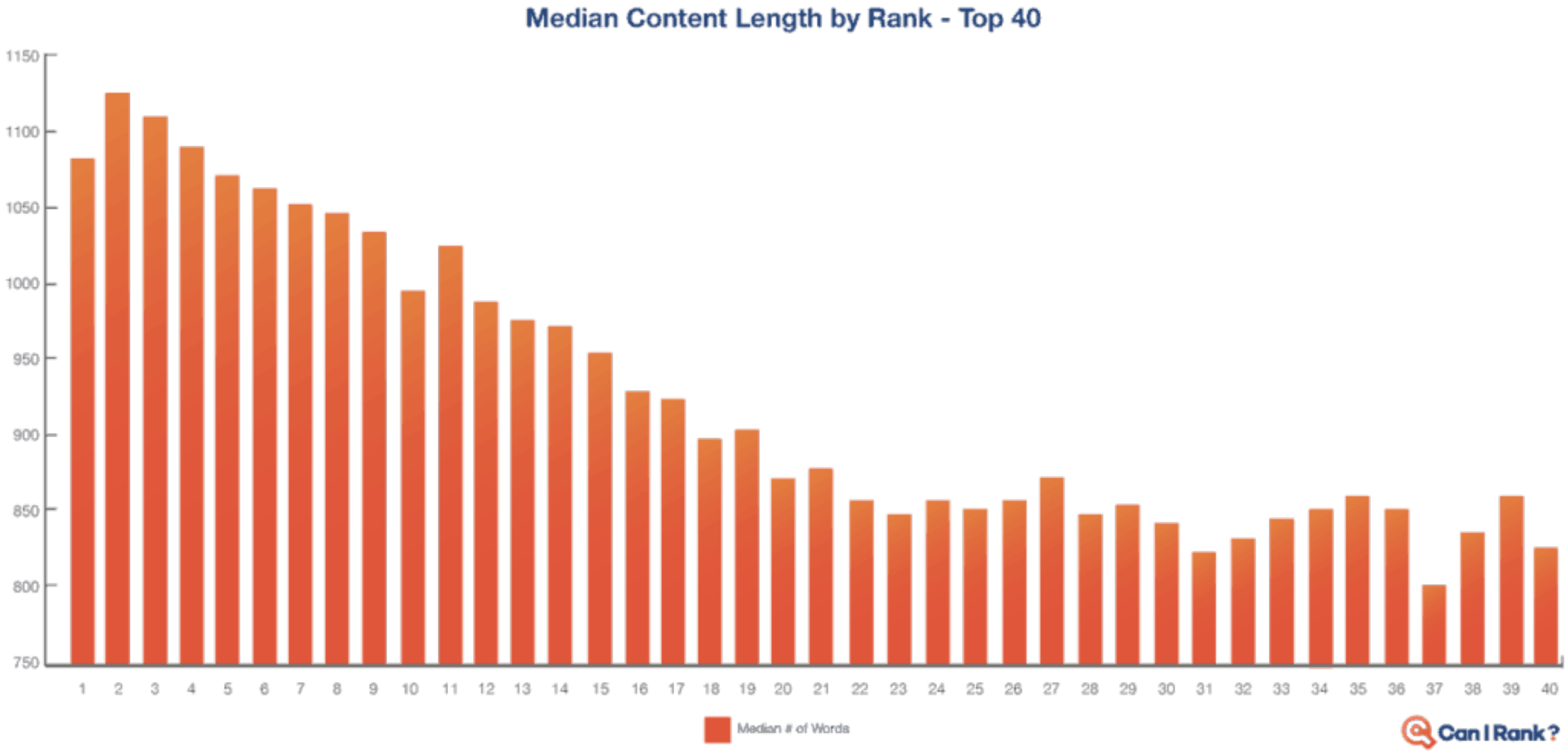
Concept C | Deep Content

- Research studies have shown that deeper content ranks better on search engines.
- The existing blog content has a lot of thin content. That is, content that doesn’t delve deeply into a subject and/or is short (<1,000 words). This is likely due to a prior strategy of content creation frequency over quality.
- The Marketing Plan calls for deeper content.
- The Pyramid of Trust ensures we create cohesive content rather than random content pieces.

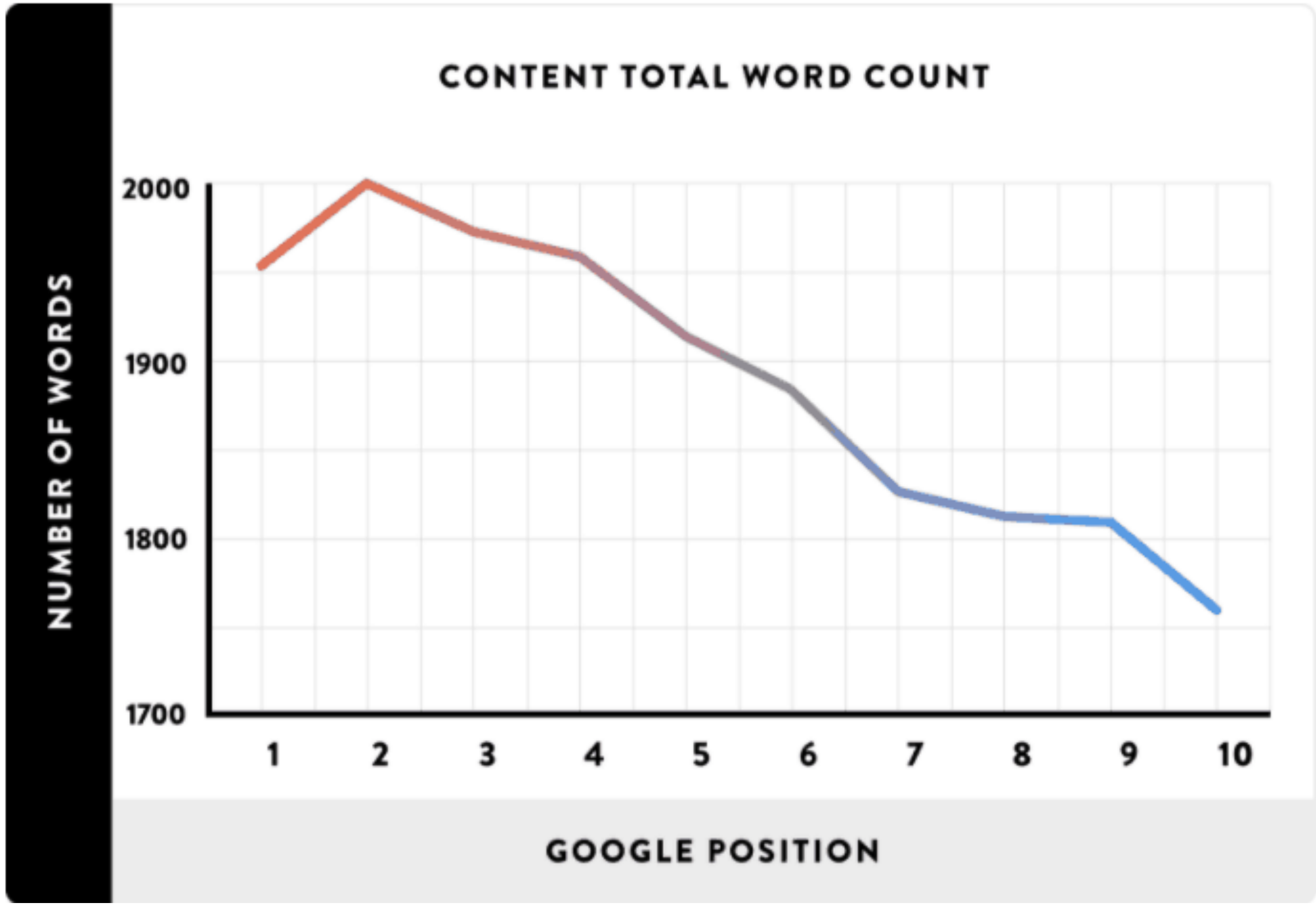
"I can say with certainty that in-depth, long-form content is the way to go here. If you look at some of the top online marketing blogs like Moz, HubSpot, Backlinko, and even my blog NeilPatel.com, you'll notice that long-form content is king. In fact, I always try to hit at least 2,500 words per article on this blog."

Neil Patel, neilpatel.com

Concept C | Deep Content | What the Research Shows



Concept C | Deep Content | What the Research Shows



Concept D | Content Themes

- In support of our strategy of creating thought leadership and utilising content marketing, we need to produce valuable content on a regular basis.
- The recommended cadence, given the team size, is to produce…
  - …3-5x social posts/week on personal profiles, and 2-3 on company profile pages
  - …1x deep content (>2,000 words) blog article each month
  - …1x newsletter per month (duplicated on Linkedin – see later campaigns in this Marketing Plan)
  - …2x attention grabbing content (infographic/SlideShare) every quarter
  - …1x short-form lead magnet each quarter
  - …1x long-form lead magnet each quarter
- Choose a content theme for each quarter, possibly with a sub-theme each month.
- Focus all content produced, including social posts, in alignment with the theme. Ensure that the chosen theme aligns to a hub, and utilise tagging of hosted content to dynamically update hub pages.
- Promote content throughout the month in order to ascend The Pyramid of Trust – essentially creating multiple mini-pyramids. This will require a high level of organisation and coordination.
- Use consistent hash tagging on social to help link content together.

"Thought leaders do not become thought leaders by trying to be one; that's an external focus that only satisfies the ego and blocks true enlightenment on any subject. A thought leader has a singular, internal focus on achieving mastery of a particular discipline."

Sam Fiorella, author Influence Marketing

"Thought Leadership is all about having the answers to the biggest questions on the minds of your buyers. It can also include your unique perspective on hot topics relevant for your customers. The key here is that the agenda is set by your audience. They determine what is important. It can be difficult to give up this control over to your buyers. But the fact is that they already have the control. And we can all benefit when we allow our audience to set the agenda and then just go with it."

Michael Brenner, former Vice President of Marketing and Content Strategy for SAP

01 | Foundations | Website Optimisation | Insights Themes

A regular cadence of content creation is required to support marketing through thought leadership. The table below presents key theme opportunities based upon the target markets. However, a more detailed and full Content Calendar must be created that includes the work required as an outcome of the Insights content optimisation exercise.

		2022						**2023**					
Market Sector	**Topics**	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
All	Recession												
Retail	Scaling Black Friday												
All	Annual cloud trends												
Travel & Leisure	Peak holiday booking seasons												
All	Returning to growth												

01 | Foundations | Website Optimisation | Insights

What	How	Ref.	Priority	Notes
Analyse and optimise existing Insights content	Using a tool such as ahrefs, along with manual tasks, analyse existing Insights content to : • Rank blog content by consumption level to identify the best performing content • Identify missing elements i.e. meta data and Headings • Determine keyword ranking • Determine the length of each content piece	C01.6.1	High	
	Align content to hub pages. Determine which level of the pyramid each item fits. Identify gaps to fill with new content.	C01.6.2	High	Pyramid levels are: Gain attention, Build trust, Create leads.
	Determine keywords for each article. Identify articles to combine to optimise search rankings and minimise keyword cannibalisation. Decide whether to remove or improve content that isn't being consumed, or is thin content, or is an orphaned topic - i.e. no relevant hub page.	C01.6.3	Medium	• High ranking content may benefit from improvement as well as low ranking content. • Content that hits the first page on Google should be cautiously updated to ensure ranking is not adversely impacted.
	Review all content to ensure there are no dead-ends.	C01.6.4	Low	
Annual housekeeping	Repeat the above analysis on an annual basis.	C01.7.1	High	
Develop a set of standards for website-hosted content	Create a check-list that must be ran through before an article is published on the website.	C01.8.1	Low	Consider the items listed above – keywords, pyramid alignment, hub alignment, no dead-ends, meta data, heading structure, etc.
Create a detailed Content Plan	Create a content plan that defines and prioritises content themes, defines required content types (place within the pyramid), and aligns with content hubs.	C01.9.1	High	A 12-month plan should be created, although it should also retain an element of flexibility. Working in 4-6 week sprints will help maintain cadence and interest. A plan in Excel will be suitable.

"Content Marketing Institute's benchmark study says the most successful content marketers are far more likely than their less successful peers to have a documented content marketing strategy (65% vs. 14%)!"

Concept E | The Two Forms of Lead Magnets

- Lead magnets help to identify potential in-market prospects and, when combined with paid promotion, support short-term activation marketing.
- The B2B Marketer determines two forms of lead magnets:
  - A short-form lead magnet (SFLM) – the equivalent to a mechanic's spanner. It's a tool, or something that you can give to a prospect that they can use immediately. For example, a checklist or a template. However, having the tool doesn't make them an expert – it only helps them to better understand and make some progress.
  - A long-form lead magnet (LFLM) – focused on educating the prospect about their challenges – and how to overcome/realise them – in more detail. Typically, a LFLM requires a greater commitment of time to consume. It can be a downloadable guide or a webinar, or training/masterclass, etc.
- The existing lead magnets should be aligned to content pyramids and supported with marketing automation for automated follow-up.

GOLDEN RULE 03

"In the land of the blind,
the one-eyed man is king."

Dutch philosopher Desiderius Erasmus (1466 – 1536)

Lesson: You don't have to be the world's best – you need to be the best in your prospect's world. What this means is that we're not focusing on competitors and other market leaders and trying to one-up them. Instead, we're laser focused on the challenges as our clients see them, and we help them to overcome their problems and realise their opportunities.

01 | Foundations | Website Optimisation | Insights Creation

CHECKLIST: In creating each new Insights article…

1. Decide upon the topic and identify a relevant hub and pyramid.
2. Determine which levels of the pyramid the content can support.
3. Undertake topic and keyword research, including finding competing content.
4. Draft the content.
   - For blog article, utilise simple Google searches to give ideas for sub-headings (heading 2 and 3) throughout blog articles. Ensure the sub-headings enable the article to be skim read.
   - Engage a graphic designer where necessary to create or enhance content, being sure to align with brand guidelines.
5. Use a Headline Analyser tool to optimise your content title.
6. Ensure all content avoids leading the reader/listener/viewer to a dead-end.
7. Publish and determine your distribution and promotion plan for the content.
8. Promote repeatedly over a long period of time (if appropriate for the content piece)

01 | Foundations | Website Optimisation | Insights Promotion

Who	How	Ref.	Priority	Notes
Website visitors	Publish on the website (or via Hubspot). On-page SEO optimise.	C01.10.1	High	Optimise on-page SEO to benefit organic ranking.
	Internally link from other relevant content.	C01.10.11	High	For example, a blog article may recommend over relevant articles or provide a lead magnet as a 'content upgrade'.
	CTA's: Exit-intent pop-ups – side-bar widgets – in-content boxes – article footer – etc.	C01.10.12	Medium	Particularly useful to promote lead magnets.
Previous website visitors	Use push notifications.	C01.11.1	Medium	Push notifications have to be manually subscribed to by the website visitor.
Newsletter subscribers	Include a section in the newsletter to introduce the topic of the article, inviting people to 'learn more' and hyperlinking to the content.	C01.12.1	High	
Social Media	• Post on Linkedin company page • Post on personal Linkedin profiles • Post into Linkedin groups • Tweet it • Share on facebook company page	C01.13.1	High	Be sure to monitor social media posts in order that comments can be responded to. Remember that it is ok to repel people. Those people who disagree with your posts will help you better attract those that do agree and might become future clients..
Personal contacts	Send an email inviting them to view the content	C01.14.1	Low	
Previous downloader	When a lead magnet is updated, send an email to all previous downloaders notifying them of updated version availability.	C01.15.1	Medium	Requires tagging of assets against contact within Hubspot.

01 | Foundations | Website Optimisation | Case Studies

What	How	Ref.	Priority	Notes
Optimise published case studies to increase prospect relevance	Update titles to be client outcome focused.	C01.16.1	Medium	• Prospects should read a case study title and think, “That’s what I want to achieve/ be/ have.” • Utilise definable metrics from the project wherever possible and appropriate (as currently exists with some of our case studies) • Remove the superfluous words ‘Case Study: ’ from each title • Do not lead by talking about yourself, i.e. ‘ saves/performs/helps/was/etc.’
	Add categories to case studies based on market sector.	C01.16.2	Low	To support prospects finding case studies most relevant to them, and for inter-linking across the website.
	Add tags to case studies based on core challenge.	C01.16.2		

Campaign 02

Launch a newsletter

Why?

Because when we capture people's attention, we need to stay top of mind so that when they become 'in-market' buyers, it us they think of first!

A newsletter gives us permission to keep in front of them.

"Permission marketing turns strangers into friends and friends into loyal customers. It's not just about entertainment – it's about education. Permission marketing is curriculum marketing."

Seth Godin, author and former dot com business executive

02 | Launch Newsletter

What	How	Ref.	Priority	Notes
Implement ability to sign-up to the newsletter	Have a dedicated landing page for newsletter sign-up.	C02.1.1	Low	Within blog articles use multiple CTA's e.g. a CTA box at the 5th para along with a blog footer CTA. [See further reading for more CTA optimisation advice] Utilise hyperlinks in lead magnets.
	Include CTA in the website footer.	C02.1.2	Medium	
	Include CTA's within blog articles.	C02.1.3	High	
	Include CTA in email footer.	C02.1.4	Low	
	Include CTA in lead magnets.	C02.1.5	Medium	
	Include option to subscribe to newsletter in all lead magnet registration forms.	C02.1.6	High	
Design the newsletter template	Using the chosen email platform (assumed to be Hubspot), design the look and feel of the newsletter.	C02.2.1	High	This will likely require graphic design support to ensure the template aligns with the brand image and guidelines.
Decide upon a name for the newsletter	Choose a name that excites (or at the very least, interests) people to receive it.	C02.3.1	High	Name should ideally be short and memorable. [See further reading for more CTA optimisation advice]
Define the production process	Define and document the process to ensure it is repeated accurately and can be honed.	C02.4.1	High	Writing newsletters takes a lot of effort that must be repeated monthly. This effort is split between content creation, technical newsletter delivery, and measurement of results.
Warm up the domain	There are manual and automated methods available.	C02.5.1	High	Domain warm-up is essential to avoid being incorrectly recognised as spam. [See further reading]
Send first newsletter	Using the preferred email platform (assumed to be Hubspot) send out the first email.	C02.6.1	High	Newsletters require a lot of testing to ensure they pass spam filters, are formatted suitably, and any errors are identified and corrected. They should always be sent to a small test group first.

02 | Launch Newsletter | New Subscriber Nurture Sequence

What	How	Ref.	Priority	Notes
Reproduce newsletter on Linkedin	Utilise the Linkedin newsletter feature to reproduce the newsletter for Linkedin.	C02.7.1	High	Currently there are good results to be had inviting people to subscribe to the Linked version of newsletters. This opportunity will likely settle down soon to a more stable success rate.
	Invite people to subscribe regularly	C02.7.2	High	Gaining subscribers requires an initial push strategy where we invite connections to subscribe.
Create a new subscriber nurture sequence	Write a sequence of 3-5 messages.	C02.8.1	Low	The purpose of a new subscriber sequence is to get to know your subscriber when they first sign-up. This is a prime opportunity to make a sale, hence the new subscriber sequence drives them to make contact should they be in-market. • Welcome them in; ask one or two basic segmentation questions • Introduce core challenges and their common misconceptions • Ask which challenge they face, sign-post to good existing content (blogs, etc.), and tag the challenge • Introduce solutions • Explain what happens next (move into mailing list) and offer call with an expert
	Build the message sequence automation.	C02.8.2	Low	
	In the future consider providing different tracks of messages based upon segmentation.	C02.8.3	Low	

02 | Launch Newsletter | Content Inspiration

- Rather than starting from a blank sheet of paper, utilise the email as a way to encourage consumption of the other content we have produced in the month. Also (and when necessary) remind people about older content that may be relevant.
- Consider having a content theme for each edition. Think about what you want to educate the reader about. Align this to your wider content theme for the month or quarter [Concept D].
- Utilise the comments that people have made on your social media posts for ideas. Use direct quotations (anonymised or seek permission).
- Tell people where you're going to be – exhibitions, podcasts, webinars., etc. whether in-person or online. Share links to registration pages.
- Use a roundup of content from elsewhere – the things you've found interesting/informative/educational/surprising/plain wrong/etc.
- See Further Reading article – 52 Headline Hacks – for some great content inspiration.

Campaign 03

Launch cloud scaling masterclass

Why?

To educate primarily in-market prospects on the primary challenges that they face, and how to overcome/realise them. In doing so – in a giving (free) manner – we become recognised as experts without the need to be salesy.

This must also be done as efficiently as possible, hence a masterclass will:

a) ensure we have a standard message that you can be repeatedly delivered in multiple ways e.g. live; on-demand masterclass; and an email course.

b) enable us to deliver the masterclass at scale through on-demand pre-recorded availability and automated follow-up.

03 | Launch Masterclass | Content Structure

01 Introduction
- Who this is for
- What you promise to show
- Who you are (what qualifies you)
- Example clients who you've done this for

02 The Challenge
- What prospects perceive the problems or opportunities to be

03 The Real Challenge
- What you know are the real problems and opportunities (a revelation)

04 The 3 Mistakes
- The common mistakes people make in addressing the challenges

05 The 5 Shifts
- The things they need to do differently to overcome the real challenges
- Put your biggest value give away in the middle of the shifts

06 The Close
- Recap – the challenge, the mistakes, the shifts
- Offer of help

Always use an odd number i.e. 3 shifts or 5 shifts.

03 | Launch Masterclass | Pyramid of Content

CONSULTATION

- Warm Call (Outbound)
- Inbound Call Schedule

CONVERSION EVENT

01 Introduction

- Who this is for
- What you promise to show
- Who you are (what qualifies you)
- Example clients who you've done this for

02 The Challenge

- What prospects perceive the problems or opportunities to be

03 The Real Challenge

- What you know are the real problems and opportunities (a revelation)

04 The 3 Mistakes

- The common mistakes people make in addressing the challenges

05 The 5 Shifts

- The things they need to do differently to overcome the real challenges
- Put your biggest value give away in the middle of the shifts

06 The Close

- Recap – the challenge, the mistakes, the shifts
- Offer of help

GENERATE CONTACT

- Landing Page
- SFLM: Workbook

EDUCATE

- Blog Article
- Blog Article
- Blog Article
- Video Case Study

INTERRUPT

- Infographic
- SlideShare

03 | Launch Masterclass

What	How	Ref.	Priority	Notes
Create Masterclass (+workbook)	• Create a PowerPoint presentation and supporting notes. • Create the Workbook (optional) • Come up with an enticing title for the Masterclass. • Create a promise-based sub-title.	C03.1.1	High	• The Masterclass is essentially a long-form lead magnet. • Utilise the 10 Levers whitepaper for the core topic. • The Workbook is an optional element to be used by people attending the masterclass. It's purpose is to provide something of immediate value and that serves as a reminder of what the attendees have worked through and discovered. • The workbook could be created in an online (but downloadable) format where the captured data is shared internally to support sales qualification and follow-up.
	• Using a green screen or professional studio, present the training and record a video of it	C03.1.2	Medium	• Use an immersive format where you overlay the presenter on the slides. • Speak one-to-one. Make the training feel personal. • For expedience, we could just record a voiceover and use Zoom, but it will lack the wow factor
	• Once created, host the video online	C03.1.3	High	• Avoid using YouTube as it risks distracting the consumer once the video end by offering other things they might be interested in. By using a service like Vimeo, you can instead have the end screen present a CTA to, for example, schedule a call.
Create supporting content	• Create attention grabbing content - SlideShare/infographic • Create supporting blog articles • Create video case studies	C03.2.1	Medium	• The infographic details 3-12 data points • The blog articles go into deeper detail on some or all of the data points raised in the infographic • Video case studies can support retargeting ads. In place of client videos, we could leverage the delivery team to talk about specific projects (ideally not in an anonymous fashion as that vastly reduces the value).

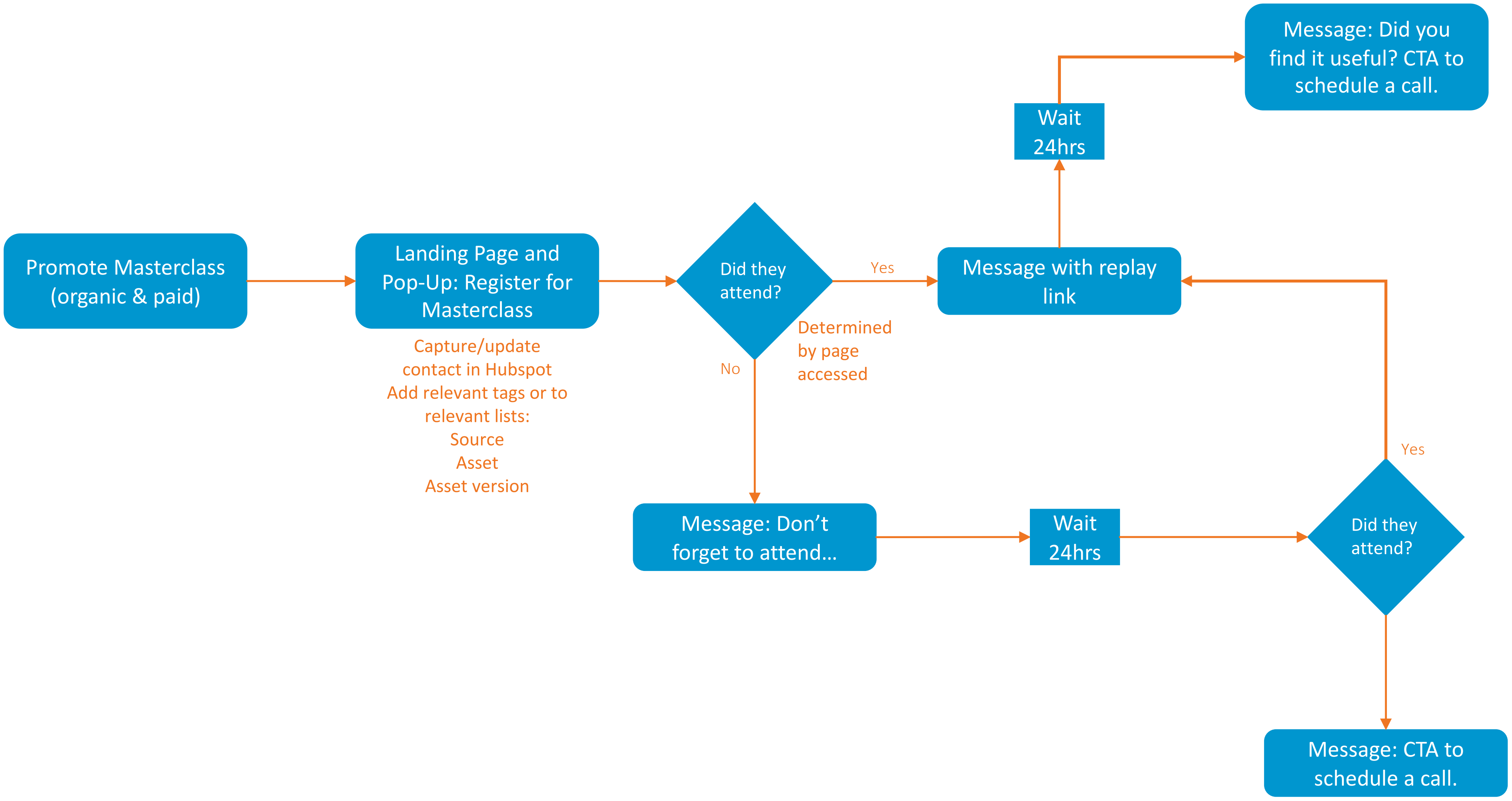
03 | Launch Masterclass

What	How	Ref.	Priority	Notes
Make Masterclass available	• Create a Masterclass registration landing page that is integrated with Hubspot for contact capture • Create a non-indexed landing page that displays the masterclass as an embedded video	C03.3.1	High	Within Hubspot capture contact details and tag with the source, marketing asset [masterclass], and the masterclass version. These landing pages should not be indexed. The masterclass landing page should not allow direct access. Instead, access should only be possible from the registration page.
Promote the masterclass	Promote organically • Implement a sidebar widget on Insights • Implement an Exit-Intent pop-up on the homepage • Create an account on SlideShare.net for and publish the SlideShare • Promote all supporting content pieces as detailed in the slide titled 'Insights Promotion' • Promote the masterclass directly via the newsletter • Consider a targeted cold email campaign to promote the masterclass	C03.4.1	High	Set exit-intent pop-ups to not repeat for, say, 7-30 days. When time allows, CTA's can be A/B tested to optimise. A cold email campaign would require a list of contacts to email. This list could be purchased from a reputable list provider.

	Paid promotion
	• Seek feedback from people who have attended the masterclass and use in ad copy
	• Run ads on Linkedin
	    • Promote the infographic/Slideshare to a cold audience
	    • Promote the Masterclass directly
	    • Run retargeting ads of case study videos
		C03.4.2	Medium	Find out from Masterclass attendees their reasons for attending the masterclass and their key takeaways. Leverage this data to support ad copy.
				In addition to the Masterclass itself, define an ad strategy that includes promotion of the Masterclass content set.
				Determine which ad performs best and focus further budget there.

Automate follow-up	Implement marketing automation	C03.5.1	High	

03 | Launch Masterclass | Automate Follow-Up



03 | Launch Masterclass | Repurpose as an Email Course

What	How	Ref.	Priority	Notes
Repurpose the Masterclass as a free email course	• Divide the email course into 5 to 8 short videos (max 5 minutes in duration) • Write emails to support each of the videos • Create an email automation to automatically deliver each email with 1 day period between each	C03.6.1	Low	If the Masterclass is performing well as is, the email course may not be necessary. In the automation always provide the opportunity to fast-track and jump into the full Masterclass instead.

Concept G | Contact Tagging for Marketing Automation

Capture:

- **Email address** (mandatory)
- **Name** (preferred but doesn't have to be mandatory)
- **Phone number** (optional – it's always worth asking)
- **Date of contact creat**ion (mandatory, automated and hiddn – supports GDPR requirements)

Tag (or use Hubspot lists) the following elements:

- **Source** – From where did the person register i.e. website, Linkedin ad, etc.?
- **CTA** – What was the CTA – sidebar widget, exit intent pop-up, etc.?
- **Asset** – What is the thing that they've asked for?
- **Asset version** – Which version is it?

Campaign 04

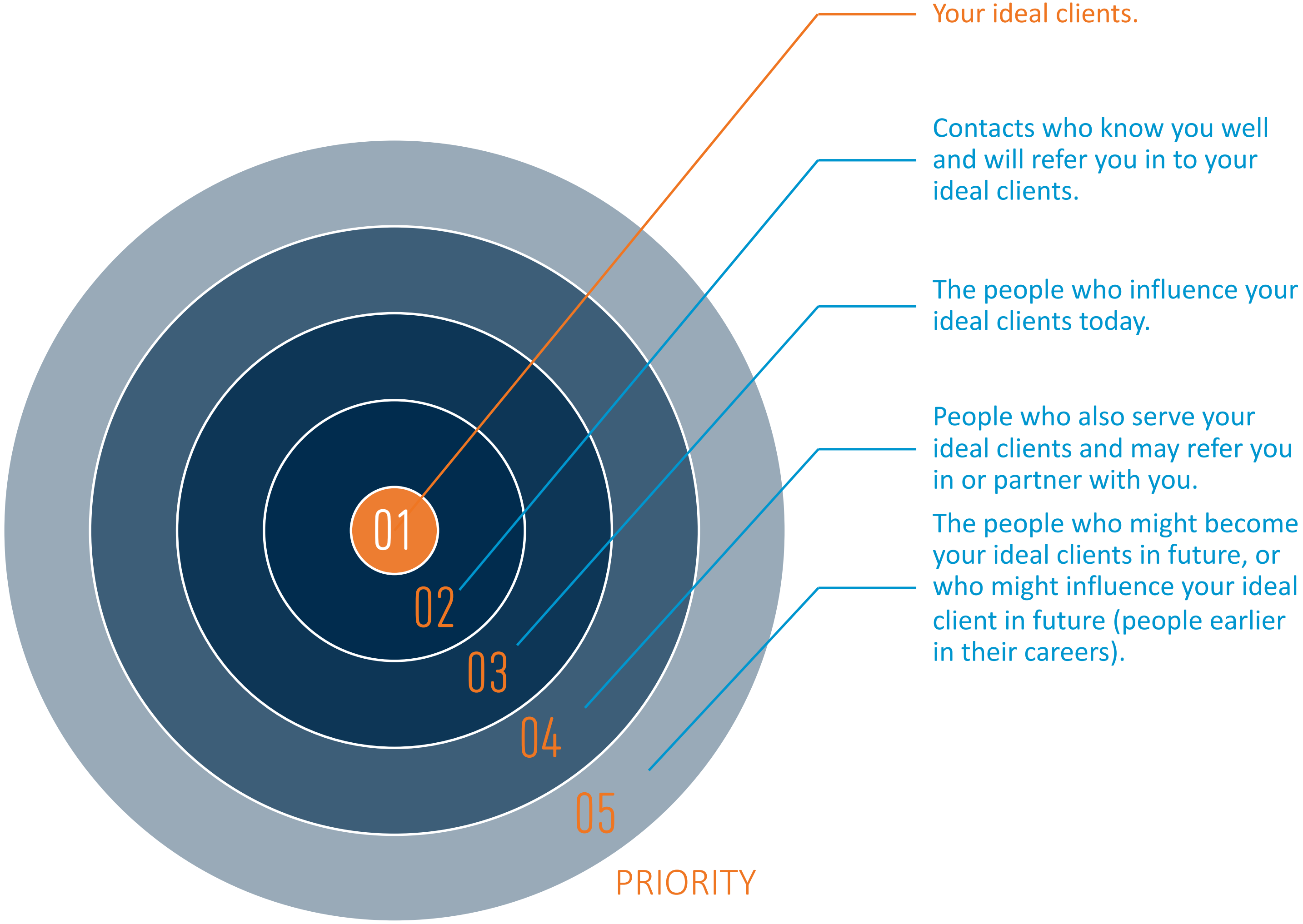
Grow our audience

Why?

We build an audience, then sell them something!

Plus, by creating a legion of raving fans we earn referrals and secure our position as thought leaders and THE experts in our field.

Concept H | Who is our potential audience?



“I don't see eight million listeners. I see them as individuals - the man listening in his lorry, the woman getting her children ready for school, the husband in his car.”

Sir Terry Wogan, believed to be the most listened-to radio broadcaster in Europe.

The lesson: All of our marketing communications must focus on talking to an individual one-on-one. The must feel personal – not corporate or as though talking to a group.

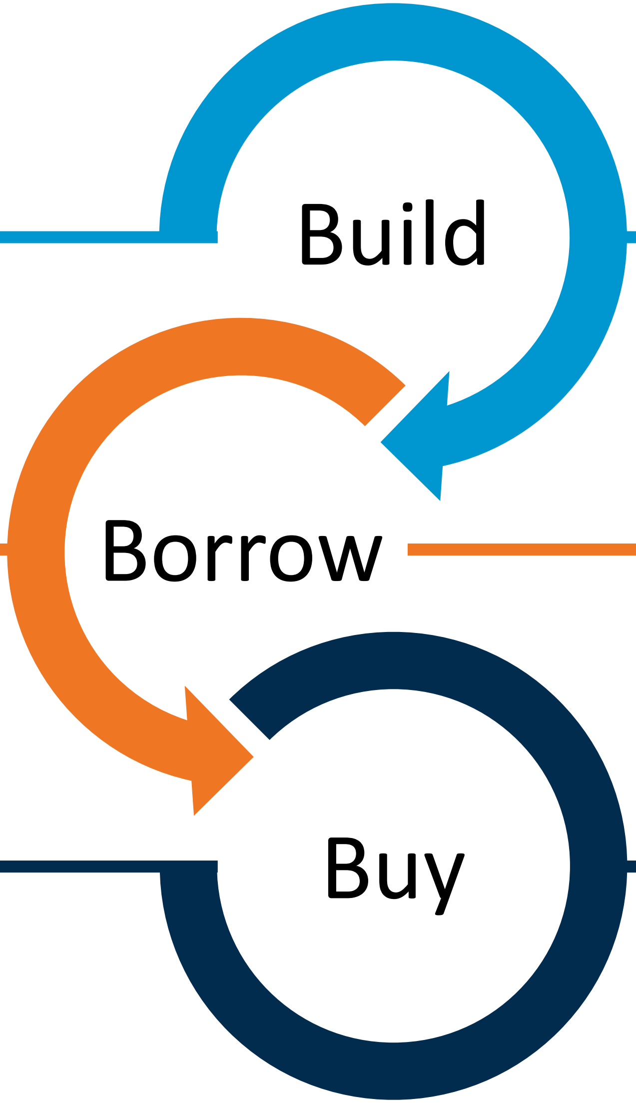
"In marketing, as with everything, the spoils often go to those who adopt a contrarian approach—and an interesting one is starting to take shape.

What if, instead of identifying your target audience and attempting to appeal to them, you identified the group of people you know would never buy your product no matter what marketing approach you used, and attempted to repel them?"

Sarah Priestman and Alex Smith, Sense New York

The lesson: We must form and share opinions. We must stand by those opinions. We must not be afraid of conflict or try to pacify those who do not share our views. We must embrace and celebrate the conflict.

Concept I | The 3 Audience Building



To **Build** an audience refers to zero or low cost activities (although certainly not low cost in respect to time and effort input).
Building an audience takes the longest amount of time to achieve. However, in return your built audience is your most loyal. They want to hear from you, to engage you, to refer you and they'll be around for the longest time.

We will build our audience by:
- Posting regularly on social media to attract connections and followers.
- Actively connecting and following our target audiences.
- Providing a newsletter that people can subscribe to
- Utilising CTA's on the website to capture subscribers, connections and followers.
- Continually SEO optimising the website.

To **Borrow** an audience refers to leveraging the existing audiences of other people, companies and organisations.
In most instances, this requires nil cost, although there may be other expectations, such as sharing your audience in return.
The benefits of borrowing an audience include speed over building an audience, and access to an audience that might not otherwise have come across you.

We will borrow audiences by:
- Engaging in social media posts and content of recognises influencers of our target prospects.
- Seeking public speaking opportunities.
- Seeking guest blogging opportunities.
- Making ourselves available to, and actively seeking, podcast guest opportunities.

To **Buy** an audience essentially means paying to play. Utilising the data from organisations such as Google, Linkedin and Facebook to hyper-target your ideal audiences. It also includes very broad targeting, for example, paying for a billboard in an airport.
Obviously, buying an audience requires the greatest investment of capital and results in the most fickle of audiences. The main purpose is to reach both more of your existing audiences and outside of them.

We will buy audiences by:
- Investing in social media ads to:
    - Promote thought leadership content (new and proven)
    - Drive people to attend events (in-person and online) including the Masterclass
    - Get input to surveys (see Campaign 05)
- Investing in search ads

04 | Grow Our Audience | Build

What	How	Ref.	Priority	Notes
SEO optimise website content to improve search listing	• Utilise a website plugin, such as Yoast SEO, to optimise content for on-page SEO. • Continually monitor ranking positions with a tool such as Google Search Console.	C04.1.1	High	
Gain newsletter subscribers	Promote the newsletter in as many organic ways as possible.	See C02.1	High	Newsletter subscribers give us permission to contact them. They are one of the most valuable audiences with newsletter open rates between 15%-30%. This is much higher than social media followers where only 1%-4% will even see posts.
Targeted Linkedin outreach	• In Linkedin Sales Navigator build a list of target organisations (Accounts in Linkedin parlance) • Build a list people you would like to connect to within each account (Leads in Linkedin parlance) • Determine a connection message	C04.2.1	High	Social media connection messages should be about the benefit to the recipient (Lead) in connecting with you, not the other way around. Never say thanks for an accepted connection request. Instead, say great to connect and offer something of value, such as a link to a relevant piece of content. Always seek the connections input. Make them feel highly valued.
Actively grow social media followers and engagement	• Post regularly • Continually invite people to like, share and follow • Use #BeCloudConfident • Utilise featured content section in Linkedin to promote lead magnets • Utilise featured content section in Linkedin to promote free consultation • Ensure social media profiles are all up to date with relevant contact information • Promote content – infographics, SlideSharres, Blog articles etc. – in Linkedin groups.	C04.3.1	High	• Often on social media, the people who buy from you will not so much as ‘like’ a single one of your posts. • Whilst it can feel cheesy, it is necessary to prompt people to like and share regularly. Don’t overdo it, however. • Although Linkeidn groups have relatively poor engagement, they have proven useful to share content and encourage people off of Linkedin and onto your website wherein we promote other things, such as subscribing to the newsletter and consuming other content.

04 | Grow Our Audience | Build

What	How	Ref.	Priority	Notes
Attend networking events	• Choose a small number of events to attend and commit to consistent attendance for a minimum	C04.4.1	Medium	

04 | Grow Our Audience | Borrow

What	How	Ref.	Priority	Notes
Public speaking opportunities	• Identify any relevant conferences for the year ahead and seek costs for a speaking slot	C04.5.1	Low	Utilise the masterclass for topics e.g. challenges, big mistakes, and the shifts.
Seek guest blog/vlog/pod opportunities	• Research vendors common in your industry to determine if they have newsletters, podcasts, blogs, webinars, speaking events that you could contribute to as a guest • Identify industry thought leaders	C04.6.1	Medium	
Seek article publishing opportunities	• Identify relevant press journals/periodicals • Identify who to reach out to and pitch an article • Write an article and have it published • Once published, promote through organic channels	C04.7.1	High	

04 | Grow Our Audience | Buy

What	How	Ref.	Priority	Notes
Public speaking opportunities	• Identify any relevant conferences for the year ahead and seek costs for a speaking slot	C04.8.1		Utilise the masterclass for topics e.g. challenges, big mistakes, and the shifts.
Google search ads		C04.9.1		
Exhibitions		C04.10.1		
Social ads	• Promote proven content • Retarget with case study ads • Remarket annual report	C04.11.1		
Sponsorship		C04.12.1		

Campaign 05

Annual research report

Why?

An in-depth report firstly positions us as experts and thought leaders in our field.

Releasing the report annually creates anticipation and excitement. It also provide great marketing campaign opportunities that can be repeated annually and thus honed and improved.

Providing free and paid access creates exclusivity and the fear of missing out. It may also help fund the paid marketing elements.

All of the above helps to grows our audience even further. In turn, this increases opportunities to borrow audiences.

Collectively as a result, we generate leads through direct contact with prospects and referrals.

"The giving - for free or at a nominal charge - of information or advice that a client will value so as to create awareness of the outcome that a company's product or service can deliver, in order to position and differentiate that offering and stimulate demand for it."

Rolf Jester, VP Distinguished Analyst, Gartner (retired)

05 | Annual Research Report

What	How	Ref.	Priority	Notes
Market and competitor research	Undertake research to identify and assess any existing reports. • Understand the topics and the angle or niche of each report • Detail the report format – video/written, length, style • Identify how the report is marketed – ads? events? Email? CTA's?	C05.1.1	Low	Example of Salesforce: Instead of making small distributed bets on lots of content, Salesforce pours enormous resources into big franchises like their "State Of Sales Report".
Design the report	Identify an unfiled niche for the annual report.	C05.2.1	Low	In order to stand out, find an unfulfilled need not met by the other reports in this space.
	Determine the report aims and purpose.	C05.2.2	Low	Be clear on what the report is to do for our audience. Consider how the report can best position whilst providing maximum value to the reader. Be clear on who the target readers are (from our audiences).
	Determine the data needs and the sources from where this data can be obtained.	C05.2.3	Low	might engage with tool vendors to be able to provide insights tools. There might be an element on pricing comparison between the main cloud vendors. A view of Cloud futures to inform decision making. An understanding of peers – what's typical in retail vs. banking, etc. Seeking data through surveys and maybe even interviews would ensure that clients and prospects contribute to the report. This contribution will drive a desire to see the finished product.
	Design the report format.	C05.2.4	Low	Consider ways in which to stand out. The report must generate contacts. Consider multiple delivery methods – video exec summary, slides, written report, etc.

05 | Annual Research Report |

What	How	Ref.	Priority	Notes
Undertake data collection for first version of the report	Based upon the defined data needs, source the data.	C05.3.1	Low	
	Create an online survey to capture data.	C05.3.2	Low	Consider utilising completed surveys to segment your audience.
Produce first version of the report	Produce main report.	C05.4.1	Low	
Make the report available to purchase and download on the website	Sign-up to an online payments provider (i.e. PayPal, Stripe, or the primary bank used by the firm).	C05.5.1	Low	
	Implement the ability to purchase on the website.	C05.5.2	Low	Enable direct purchase from the website. Utilise marketing automation to automate follow-up Tag (add to lists) contacts in Hubspot to support remarketing for the next year.
Creation of free summary version of the report	Create a downloadable PDF that summarises the main points.	C05.6.1	Low	The summary version serves three main purposes: 1. To educate prospects and have them reach out to you (generate leads) 2. To promote the purchasable full-version of the report 3. To establish the firm as subject matter experts
Promote the findings	Host a live webinar (with on-demand replay) to discuss the current year’s findings.	C05.7.1	Low	

05 | Annual Research Report |

What	How	Ref.	Priority	Notes
Distribution	• Build – newsletter, social, website	C05.8.1	Low	
	• Borrow – identify partner organisations that we can leverage to get the word out. Identify guest podcast/blog/webinar opportunities. • Investigate in-person speaking opportunities	C05.8.2	Low	
	• Buy – run an ad campaign on Linkedin to promote both the paid and summary versions of the rerport and webinar	C05.8.3	Low	
Increase revenue opportunities	• Engage with providers (cloud, tool, etc.) to offer the opportunity to sponsor the report. • Consider offering ad space within the report.	C05.9.1	Low	Once the report has been established, it may be worth seeking sponsorship opportunities from vendors, or even offer ad-space within the report. This would probably need a certain level of downloads/consumption to engage interest.

Marketing Plan

Delivery Plan

What Tools are Required?

Domain	Tool Task	Recommended or Example Tools	Notes
Social Media	Social media publishing and content calendar	Loomly (R)	https://www.loomly.com/
	Linkedin statistics	ShieldApp (R)	https://www.shieldapp.ai/
Website	Social media share icons		A simple organic way to promote distribution of your content via the website. Typically avaible as a plugin for a blog.
	Push notifications	OneSignal	https://onesignal.com/
	Bookmark		Provide website visitors with a one-click bookmarking ability within Insights articles.
	On-Page SEO	Yoast SEO	https://yoast.com/wordpress/plugins/seo/
	SEO Analysis	ahrefs	Conduct deep content and website analysis.
Email newsletter	Send emails	Hubspot (R)	Hubspot is your current platform and there is a high level of in-house expertise with Andrés.

(R) = Recommended

What Processes are Necessary?

What	Why	Ref.	Priority	Notes
Content creation process	Make the steps clear for the creation of content and how to optimise it for distribution	DP.1.1	High	Consider items such as: • Hub alignment • Pyramid alignment • Keyword research • Content brainstorming • Decision process • Editing
Website content publishing process	Once content has been created, it needs to be hosted on the website. To ensure a consistent approach, and to maintain various standards such as categories and tags, etc. a documented process is required.	DP.2.1	High	A checklist may suffice. Consider items such as: • Heading research and selection • Metadata definition • On-page SEO
Newsletter production process	There are many steps and multiple people involved in writing a newsletter. To ensure timely and consistent production each month, it is necessary to define the process.	DP.3.1	High	Create a process flow diagram and a RACI matrix, or consider a swimlane diagram.
Agency briefing process	External agencies are required to help deliver some aspects of the Marketing Plan. Research has shown that clients are not very good at briefing agencies, despite what they may believe. This is an important element to get right to maximise the return on investment in outside agencies.	DP.4.1	High	See Further Reading

What Processes are Necessary?

What	Why	Ref.	Priority	Notes
Linkedin outreach process	There are many steps involved in targeted Linkedin outreach. To keep on top of these, and to report on the inputs and outcomes, a defined process is required.	DP.5.1	Medium	Consider items such as: • List building • Message sequence creation • Sales Navigator tagging

What People are Required?

What skills	Why	Who	Notes
Content creation	For content to be of sufficient depth and accuracy, consultants must contribute to it.	Delivery consultants; senior leadership team	1. Internal consultants determine topic ideas. 2. Collaborate with the marketing team to agree content type and alignment with hubs and pyramids. 3. Engage copy writer to edit and shape once first draft is created.
Hubspot subject matter expert	Core CRM and marketing automation platform	Internal marketing team	Andrés Montero has significant Hubspot expertise.
Copywriting	Content must be engaging and well-formatted. The technical subject matter expertise comes from the consultant team, but it requires expert polishing to turn content into strong marketing assets.	External agency	Copywriting is a skill, and writing marketing copy is often the polar opposite to writing consulting reports. It is therefore beneficial to engage expert copywriters to support content creation efforts.
Web development	• Creation of landing pages • Maintenance of the website	?	Creation of landing pages and publishing of content within this Marketing Plan will require a lot of small changes, tweaks and testing. It is likely more cost effective and responsive if this can be handled by someone within the marketing team.
Graphic designer	• Creation of images to support blog articles • Creation of marketing assets such as infographics and SlideShares	External agency	
Videography	• Creation of case study videos • Creation and/or editing of the Masterclass	External agency	

What People are Required?

What skills	Why	Who	Notes
Ads agency	• Deciding which ad formats to use • Creation and on-going management of ad campaigns • Creation of creative	External agency	• There is a choice between solopreneurs, micro-businesses and more established ads agencies. • Agencies typically have expertise on one specific platform, or a small number. • Having B2B experience is crucial
SEO agency	SEO is a continual process rather than a 'one and done'. It is time consuming, deeply technical, and forever changing. Also, the results may not be apparent for 90 days or more.	External agency	• Because of the difficulty in keeping up with this topic, it is recommended an external agency be engaged either as an annual review and update, or on a monthly retained basis.
Project management	Delivering this Marketing Plan will require a substantial amount of project and task management.	Internal marketing team	
Vendor engagement and management	Delivering this Marketing Plan requires the engagement of various external partner organisations.	Internal marketing team	See Further Reading
Linkedin outreach	Undertaking targeted Linkedin outreach requires precision and continual effort. However, this effort is not a good use of fee earner or senior leadership time.	Outsource or junior marketing admin	

What Budget is Required?

Source	Date	Marketing spend as % of revenue	Who	Notes
B2B Inbound Marketer	2017/18	12.0%		https://www.b2binboundmarketer.com/inbound-marketing-blog/how-much-should-you-spend-on-professional-services-marketing
Hinge Marketing	Unknown	11.3%		https://hingemarketing.com/blog/story/developing-a-marketing-budget-plan-for-professional-services
PrudentPedal	Unknown	9.6%		https://www.prudentpedal.com/much-professional-services-firm-spend-marketing/
Hubspot	2021	15.0%		https://blog.hubspot.com/marketing/marketing-budget-percentage
Gartner CMO Survey	2021	11.0%	All-industry average	https://www.gartner.com/en/marketing/research/annual-cmo-spend-survey-research-sem-marketingbudget
Gartner CMO Survey	2021	9.6%	IT and business services	https://www.gartner.com/en/marketing/research/annual-cmo-spend-survey-research-sem-marketingbudget
Experian	2020	16.0%	12%-20%	https://www.experian.co.uk/blogs/latest-thinking/small-business/how-to-get-the-best-from-your-marketing-budget/
Epipheo	2020	8.9%		https://epipheo.com/learn/how-much-should-you-budget-for-marketing-in-2020/
		11.7%		

Not all firms include salaries in their marketing budget
Illusion of immediate marketing budget cuts (savings) vs. long-term brand impact
Gartner CMO survey states 72.2% of marketing spend is on digital
Budget for traditional awareness channels [brand] (out of home) are now competing against digital (performance) channels
The larger the business, typically the smaller the percentage of revenue investment in marketing - by as much as 50% lower [See Further Reading on eSOV]

Concept F | Measuring Marketing Results

In two-speed marketing we use both brand building and activation marketing tactics. We're also utilising thought leadership through content marketing. This provides us with 3 areas against which we can define reporting metrics.

For a consulting firm, the core marketing aim is to get people into a 1-to-1 conversation. That means a prospect has to know who you are first, and have sufficient trust that they'll entertain a conversation it you. This typically happens before any formal engagement.

Aside from direct referrals, this development of trust is largely down to brand building efforts. However, it is difficult to measure brand building results, and very difficult to consistently link brand building activities with specific sales results.

Brand building is traditionally measured through Share of Voice (SOV) and excessive Share of Voice (eSOV) [see further reading]. This is time consuming to determine and, at this point in ' growth, is not the most pressing marketing priority. An alternative and more simply produced metric is Net Promoter Score (NPS). Whilst NPS doesn't directly measure brand, it does measure client loyalty and willingness to refer you. It can be argued that is more a measure of engagement delivery than marketing effectiveness, but it remains valuable nonetheless.

In contrast to brand building, activation marketing is easy to measure as there are lots of available metrics when, for example, running ad campaigns. You can measure things like click through rate (CTR), cost per thousand impressions (CPM), and many, many more things. You can analyse the different available statistics to determine your required investment to achieve a 1-2-1 conversation with a prospect (which is the start of the sales qualification process). From there, you can determine sales metrics such as win ratio, and ultimately, customer lifetime value (LTV). However, the challenge for a consultancy is that not all clients are created equal. Therefore, the lauded LTV often proves to be of limited use.

Finally, as a consultancy adopting a thought leadership marketing approach, we can also measure content creation as an input metric. It is the creation of content that enables both brand building and activation marketing activities. The creation of content also requires the widest support from others within the firm as the marketing team cannot be expected to be deep technical subject matter experts in our chosen consulting fields.

Reporting Metrics

Domain	What	How	Notes
Content creation	• Number and type of items created each month • Who and how much time individuals contributed	• Utilise the Content Calendar (Excel spreadsheet) to track planned and published content and contributing authors	Input metrics. It is important to measure not only the number of items created, but the types. This is to ensure that pyramids of content are supported at every level, and that gaps do not develop. The higher up the pyramid, the fewer content pieces required. Measuring individual contribution gives the opportunity to link marketing support to personal objectives.
Content quality and relevance	• Number of social media likes, comments and shares • Number of website views/downloads • Website dwell time and bounce rate • SERP (Search Engine Results Page) • Newsletter open and Click Through Rate (CTR) • Event attendance	• Utilise ShieldApp for in-depth Linkedin metrics • Utilise Google Analytics and Google Search Console (or 3rd party product) to track website page views • Utilise a website plugin or Hubspot to track asset downloads • Utilise ahrefs (or similar) to track SERPs • Utilise Hubspot for newsletter tracking • Utilise Hubspot to track event attendance (may require manual input)	There’s little value in measuring likes and shares on every day social posts. Instead, focus on the feedback (likes, shares, comments) on the sharing of your other content pieces – infographics, SlideShares, blog articles, lead magnets, etc. CTR is not a great metric for a newsletter but it does have some value. It really depends on what’s included in the newsletter. Events cover both real-world (public speaking, etc.) and online (webinars, podcast guest, etc.)

Reporting Metrics

Domain	What	How	Notes
Audience Growth	Social media • Personal connections and followers • Company page followers	• Utilise ShieldApp for in-depth Linkedin metrics	When it comes to social media, size of audience is often be a vanity metric, especially if you connect to just anyone. See Audience Growth campaign for a more targeted and thus more impactful approach.
	Newsletter • New subscribers/unsubscribes	• Utilise Hubspot for primary newsletter tracking • Utilise Linkedin for tracking Linkedin version of the newsletter	Newsletter unsubscribes should be below 1%
	Website • Visitors and views	• Utilise Google Analytics and Google Search Console (or 3rd party product) to track website page views	
	Events • Registrants	• Track by tagging contacts in Hubspot	Event registrants share contact details and thus become part of your audience. GDPR means we can't automatically subscribe them to the newsletter, but we can keep their details for a 'reasonable' period of time and communicate with them. (This should not be construed as legal advice!)
Leads	Prospects schedule a call (inbound) or positively respond to a warm call (outbound)	• Track by adding contacts to lists in Hubspot	
Client satisfaction	Net Promoter Score (NPS)	• Utilise Feedback Surveys in Hubspot	

Marketing Plan
Sales Enablement

How can marketing support the sales process?

What	How	Ref	Priority	Notes
Create standard pitch deck	Hone the standard pitch deck to include the strapline, elevator pitch, and updated products and services.	SE.1.1	High	
Create services brochure	Create a document that essentially runs through the detail of the elevator pitch: • What outcomes provides • Who for • Succinctly describe the products and services; utilise case study facts to bring them to life • Make it clear how you can be contacted	SE.2.1	Low	Requesting a services brochure is usually a polite way of saying that you're not interested. However, they are still a useful marketing asset to have. They can be useful to help people who would refer you to better understand your firm.
Enhance case studies	Enable case studies to be downloaded	SE.3.1	Low	In allowing case studies to be downloaded in PDF format, prospects can easily save, review and share them amongst colleagues.
	• Create video based case studies • From the main case study video, create 3-5 snippet videos of no more than 30 seconds in length • Caption the snippet videos and regularly share on social media	SE.3.2	Medium	Case study videos are much more powerful than written ones. Using snippet videos increases the chance of consumption. The videos should be professionally edited. Captions should be large enough to read on a mobile device, and configured such that they are not obscured on the chosen platform (Linkedin can obscure captions if they are too low in the video). Snippet videos should be repeated on a quarterly cycle using a social media scheduling tool.

Marketing Plan
Further Reading

Further reading

Topic	Article Title	Location
Metrics	Understanding eSOV	https://www.youtube.com/watch?v=bb-6PCbsdyc
	The beginner's guide to Share of Voice	https://blog.hubspot.com/marketing/share-of
	Measuring Your Net Promoter Score	https://www.netpromotersystem.com/about/measuring-your-net-promoter-score/
Website	2021 Inbound Marketing Stats on the Power of Call-to-Action Buttons	https://www.protocol80.com/blog/2019-cta-statistics
Newsletter names	Creative Newsletter Names: 75+ Ideas & Examples to Inspire You	https://www.wordstream.com/blog/ws/2021/01/05/creative-newsletter-names
Domain warm-up	Domain warm-up and reputation: Stretch before you send	https://www.mailgun.com/blog/deliverability/domain-warmup-reputation-stretch-before-you-send/
Blog articles	How to write a blog post: The Definitive Guide	https://backlinko.com/write-a-blog-post
	52 Headline Hacks	https://smartblogger.com/headline-hacks/
	Headline analysers	https://coschedule.com/headline-analyzer
	Title generator	https://copywritingcourse.com/title-generator/
Brand character	Brand characters could be the most undervalued asset in B2B marketing	https://www.marketingweek.com/brand-characters-b2b-marketing/

Further reading

Topic	Article Title	Location
Masterclass	Odd vs. Even number Psychology	https://uxdesign.cc/odd-vs-even-number-psychology-6307047bf5de
	The Fascinating Psychology Of Numbers In Marketing	https://www.amazing7.com/the-fascinating-psychology-of-numbers-in-marketing.html
Agency Management	The Best Way for a Client to Brief an Agency	https://ipa.co.uk/knowledge/documents/the-best-way-for-a-client-to-brief-an-agency/
	Do you have a strategy worthy of a brief? These three questions will tell you	https://www.marketingweek.com/ritson-strategy-brief-three-questions/
Two-Speed Marketing	The Long and the Short of It: Balancing Short and Long-Term Marketing Strategies	https://ipa.co.uk/knowledge/publications-reports/the-long-and-the-short-of-it-balancing-short-and-long-term-marketing-strategies
	Targeting or mass marketing? The answer is both	https://www.marketingweek.com/mark-ritson-targeting-mass-marketing/
Growing your audience	Why repulsion is the secret to modern marketing	https://www.campaignlive.co.uk/article/why-repulsion-secret-modern-marketing/1455777