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CEO & OWNER Ruinea vo

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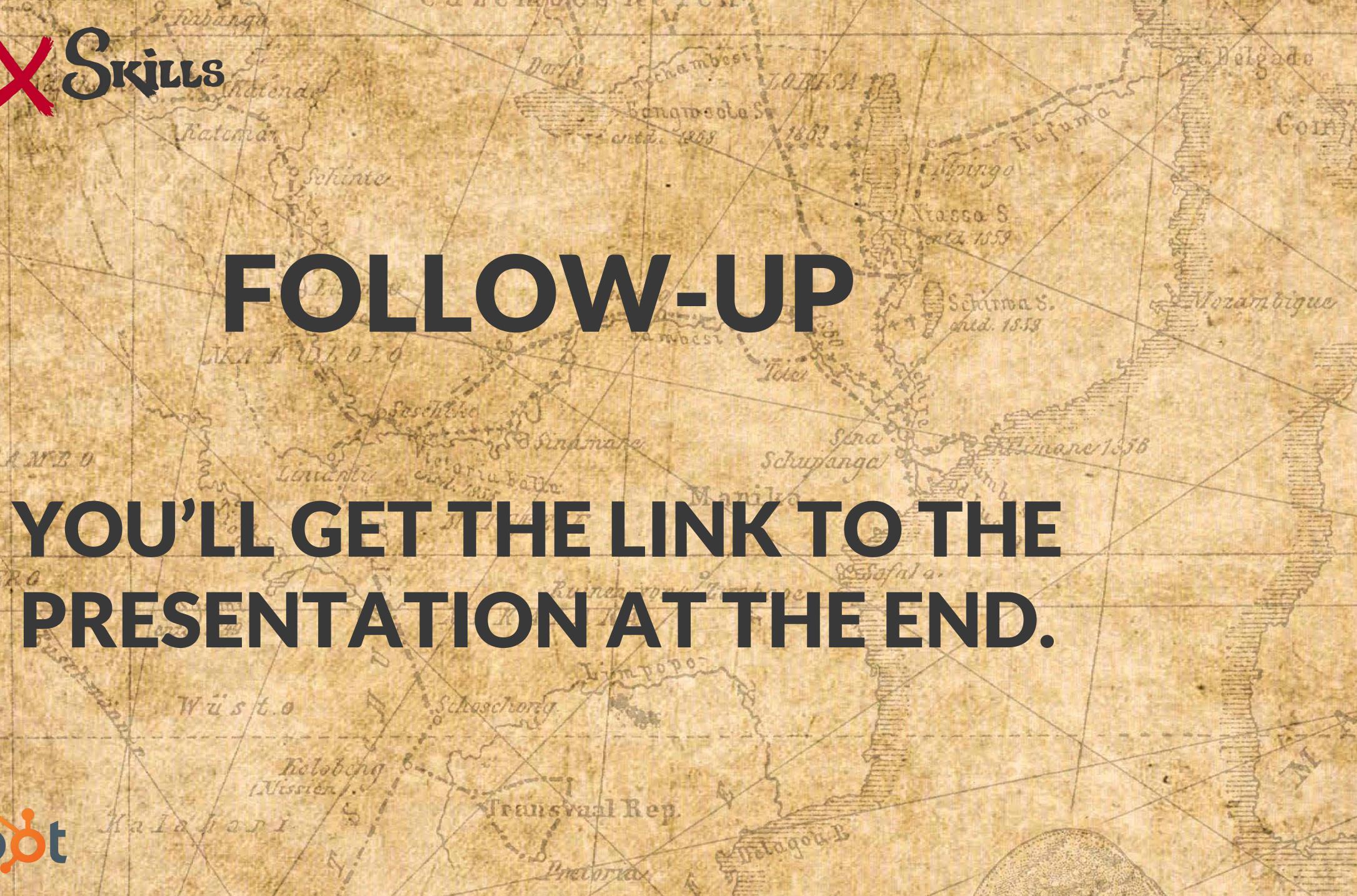
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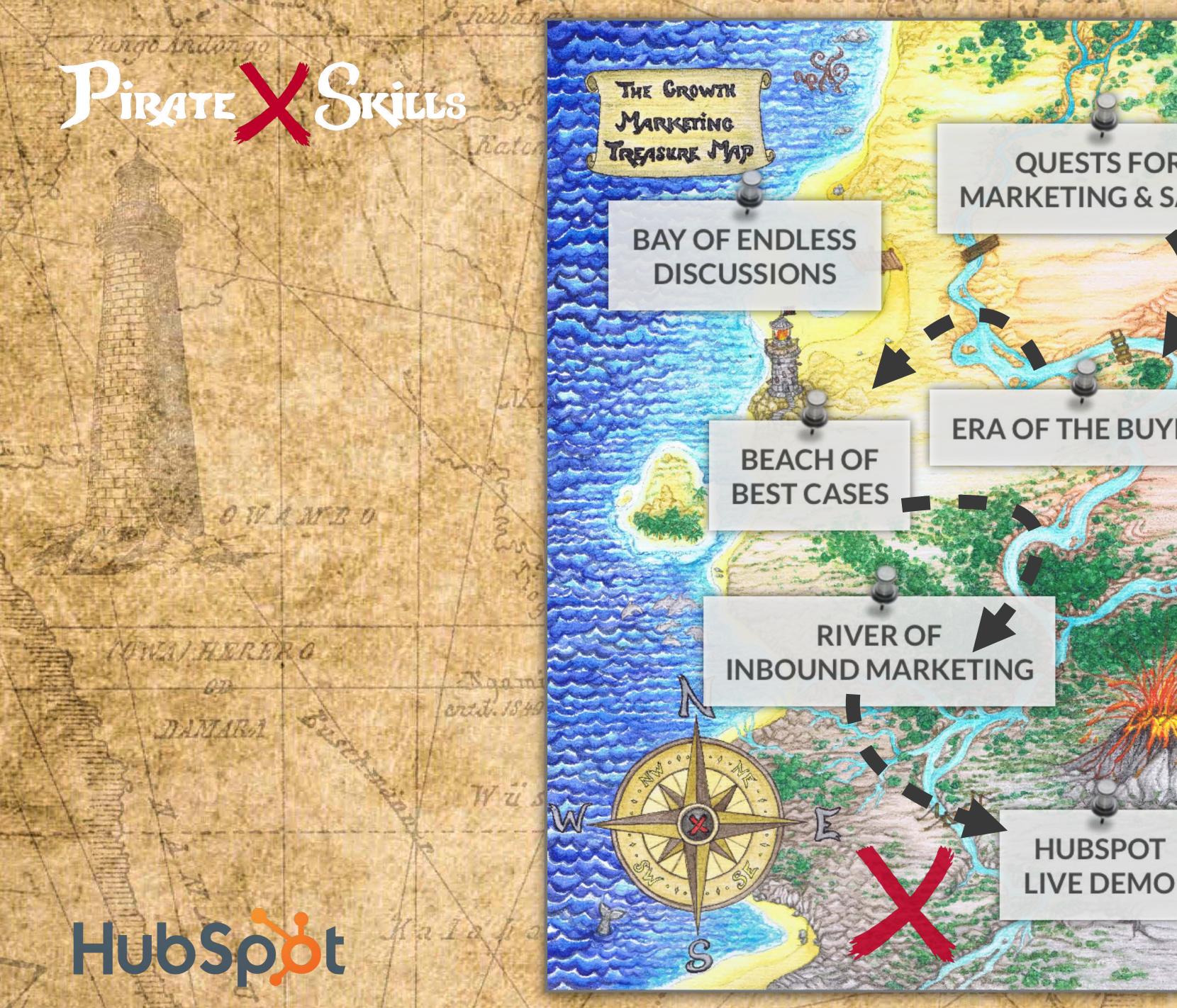
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QUESTS FOR MARKETING & SALES

ERA OF THE BUYER

made2GROW

Agenda

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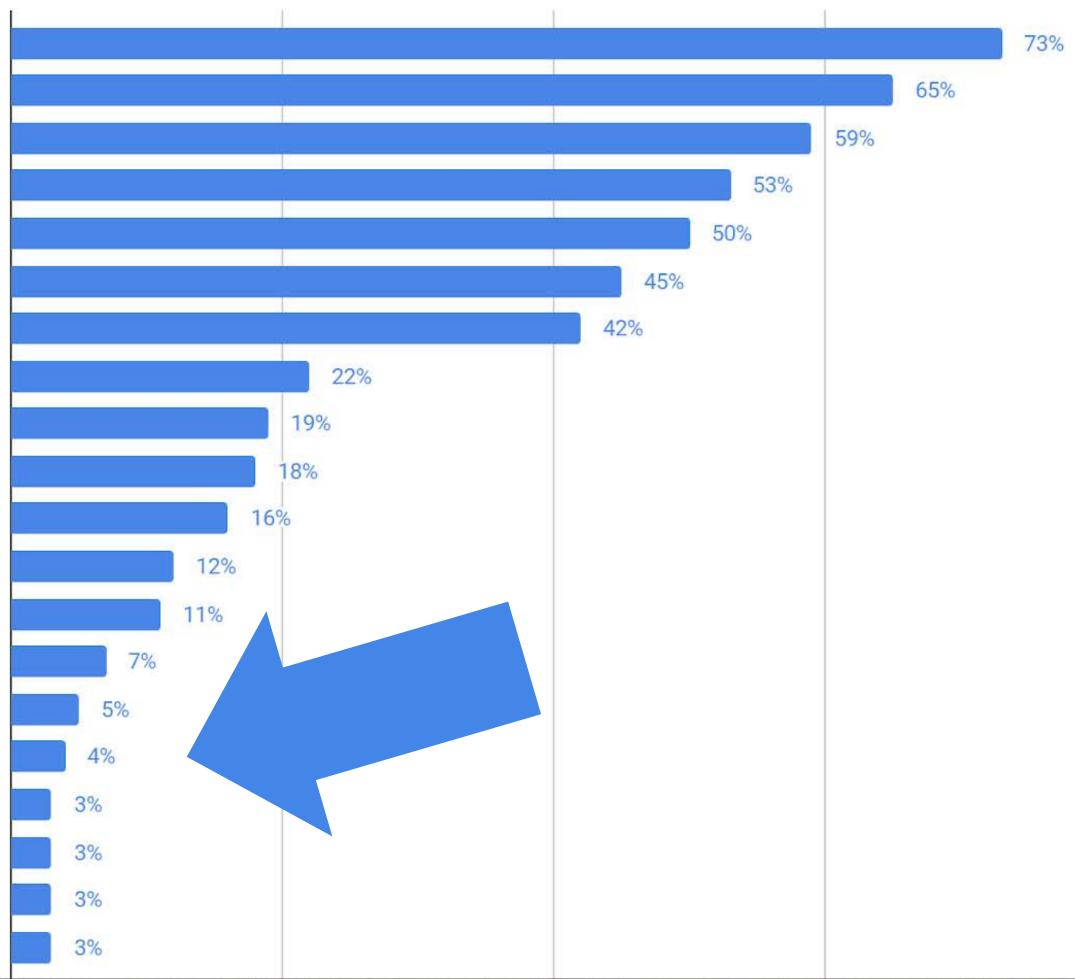


KILLS

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Feuerwehrleute Ärzte Krankenpfleger Polizeibeamte Wissenschaftler Lehrer Zahnärzte **Professionelle Musiker** Anwälte **Buchhalter** Software-Entwickler Journalisten Baristas Kundenservicemitarbeiter Vertriebsmitarbeiter Marketer Börsenmakler Politiker Autoverkäufer Lobbyisten

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THEOTHER

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WHICH PROFESSIONS ARE HIGHLY CREDIBLE? WHICH ARE NOT?

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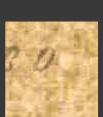
MARKETERS AND SALES REPS ARE BARELY CONSIDERED TRUSTWORTHY















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IMAGINE A WELL THOUGHT THROUGH CAMPAIGN:

MARKETING SENDS OUT EMAILS, USES RETARGETING IN SOCIAL MEDIA, UPDATED THE WEBSITE UND INTEGRATED SPECIAL PRODUCT SITES.

SALES HAS DEVELOPED A PHONE AND EMAIL CAMPAIGN TO APPROACH CAREFULLY CHOSEN POTENTIAL CUSTOMERS

BOTH TEAMS HAVE GOOD INTENTIONS WITH THIS CAMPAIGN

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THEY WANT TO SHOW THE POSITIVE EFFECTS AND BENEFIT OF THE PRODUCT

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ABOUT? BUYERS PERSPECTIVE)?

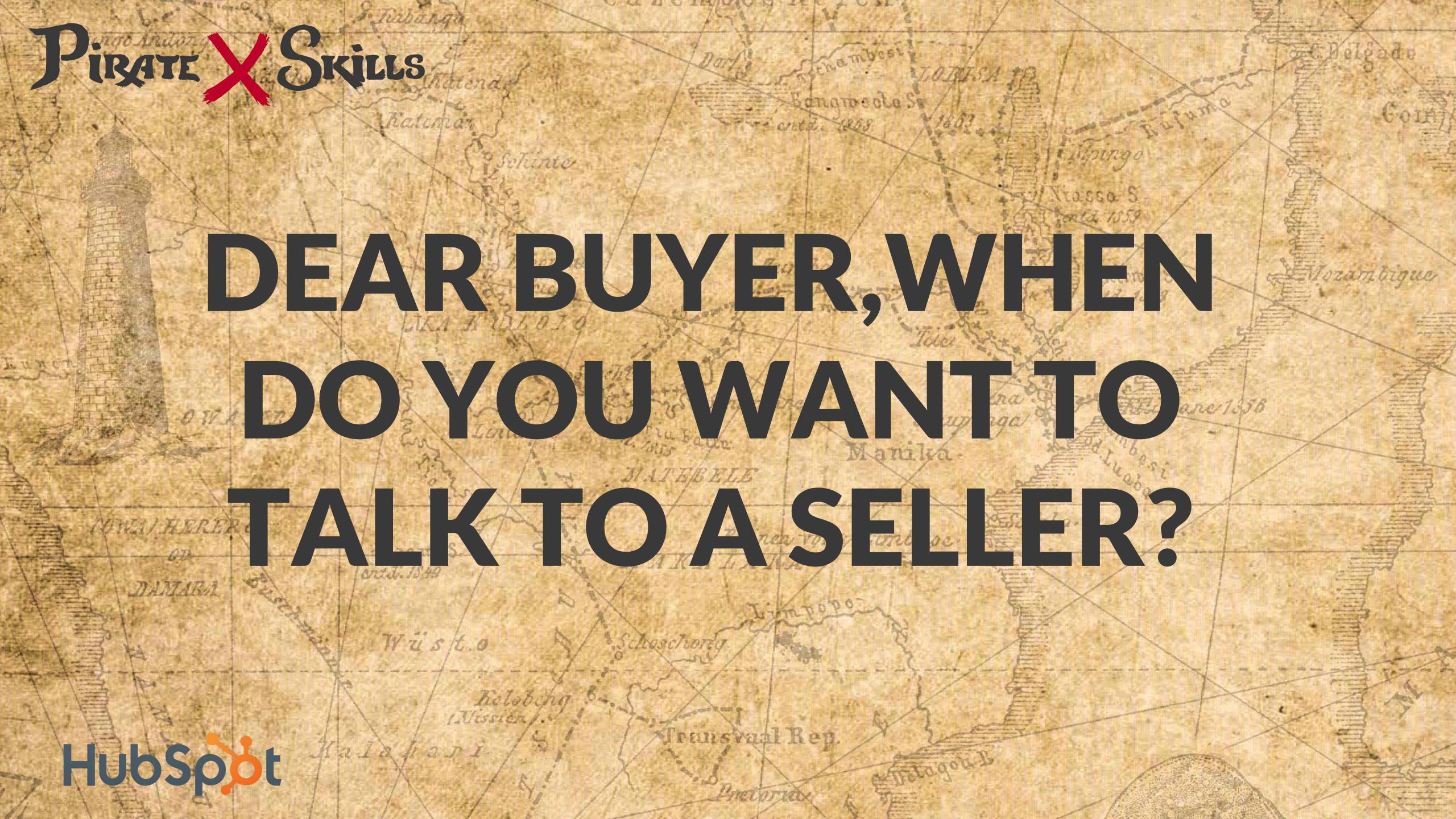
 TOO MANY INFORMATION AT ONCE THEY DID **NOT ASK FOR**

CUSTOMER QUESTIONS YOUR CREDIBILITY CTUAL DESIRES AND NEEDS OF CUSTOMERS ARE NOT CONSIDERED

REMEMBER THE CAMPAIGN WE JUST TALKED

WHAT IS THE PROBLEM WITH IT (FROM THE

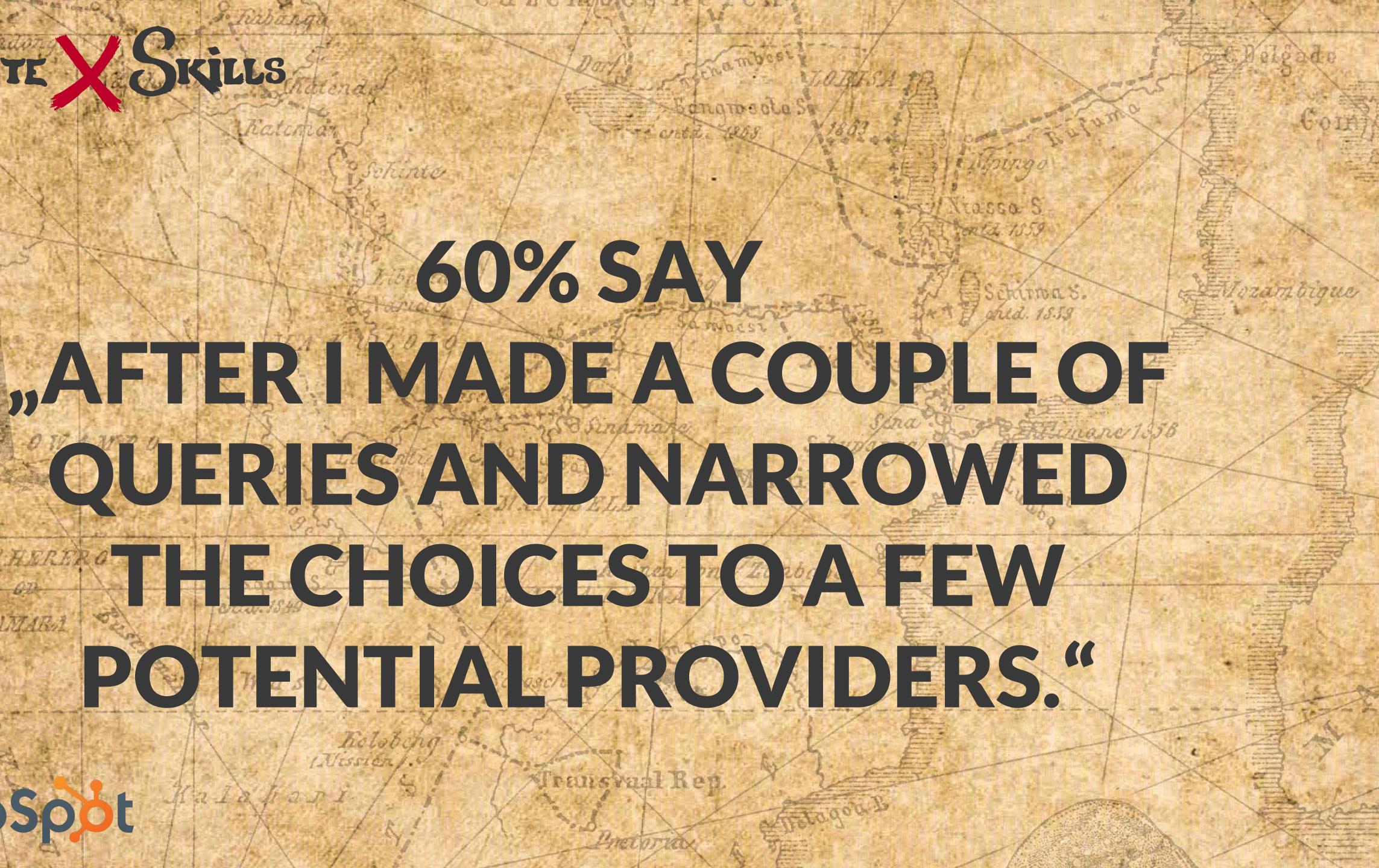


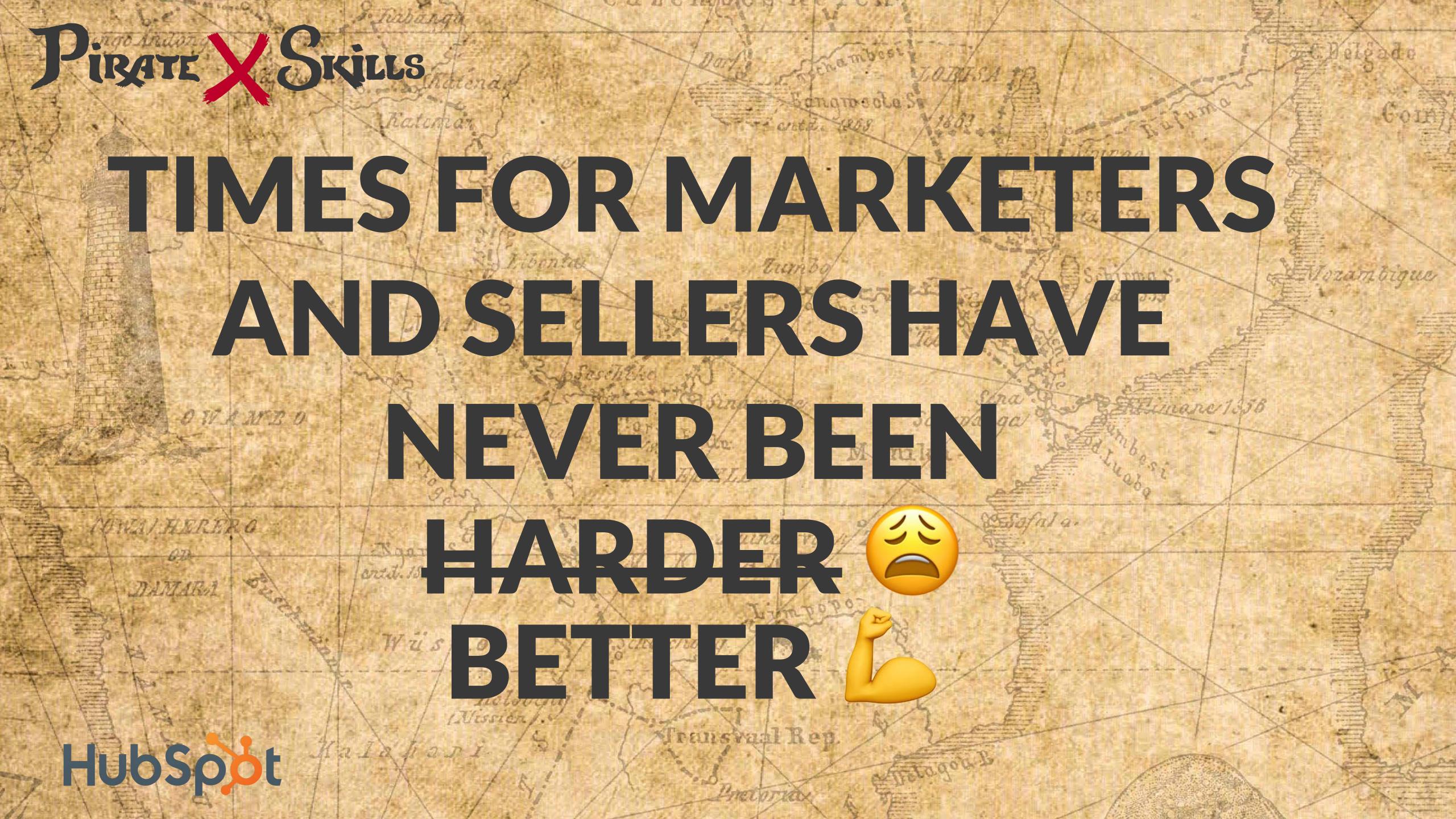




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AND HOW MARKETING AND SALES HAVE TO CHANGE

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OLERANCE OF USTRATION

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OUR TOLERANCE OF FRUSTRATION IS GETTING LOWER PEOPLE DO NOT HAVE PATIENCE FOR ANY DISTURBANCE. OFFERS SUCH AS TRIPADVISOR ARE USED TO REDUCE THE FRUSTRATION

Manika.

Rainen von/ Lonbase.

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Pirate Skills

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HAVE YOU EVER BEEN ASKED TO JOIN A SHOPS MEMBERSHIP PROGRAM OR PAYPAL?

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MOST PEOPLE ARE HEAVILY ANNOYED BY THIS.

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SITUATIONS SUCH AS THIS FRUSTRATE PEOPLE → THE RESULT ISABADMOOD

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IRATE SKILLS

Marketing Technology Landscape



AUGUST 2011

August 2011 ThirdLight CELUT MockFlow Canto OWIDEN" loyalty lab _ RatePoint INCENTIVELOGIC CALL TRACKING **Ocalltracking**metrics mongoosemetrics CRM ORACLE salesforce.com ELOQUA ()ardot RIGHT NETSUITE NOW Marketo[•] demandbase SUGARCRN loopfus SALES AUTOMATION salesforce.com SW² Steelwedge Sage SalesLogix CUSTOM DATABASES mongoDB PostgreSCL Responsys' & MailChimp SQL Server VerticalResponse ____ Bronto ORACLE MUSQU ERADATA STREEDOOD 👬 + a b | e a u MARKETING RESOURCE MANAGEMENT OTOIS marketingpilot ASSETLINK clariżen . 37 signals 4 liquid

ETLO TO SOLO

by Scott Brinker @chiefmartec http://www.chiefmartec.com

IN 2011 THERE WERE ALREADY MANY TOOLS AVAILABLE FOR A MARKETING Schu **PURPOSE**

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efmartec.com Marketing Technology Landscape

Promotion

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Commerce & Sales

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Ecommerce Platforms & Carts

Ecommerce Platforms & Carts

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Customer Data Platforms

May 2017

Management

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Vendor Analysis HATEONE LELIVAN B ()

Server Servers - MO





Materio BUYERS HAVE A MIDER CHOICE OF PRODUCTS AND SERVICES THAN EVER. Ruinen von/ Lombase Wust.o. chaschore

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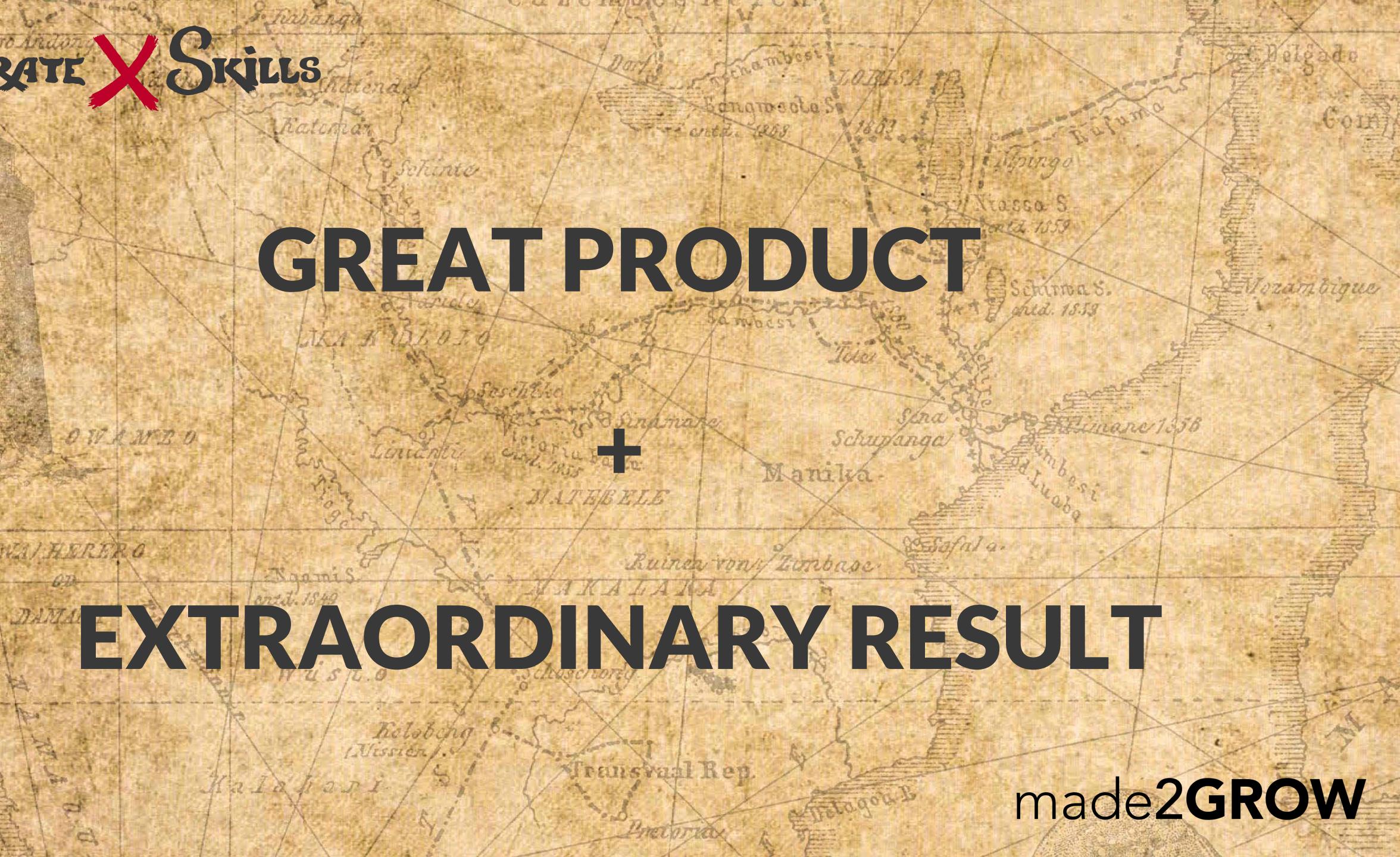
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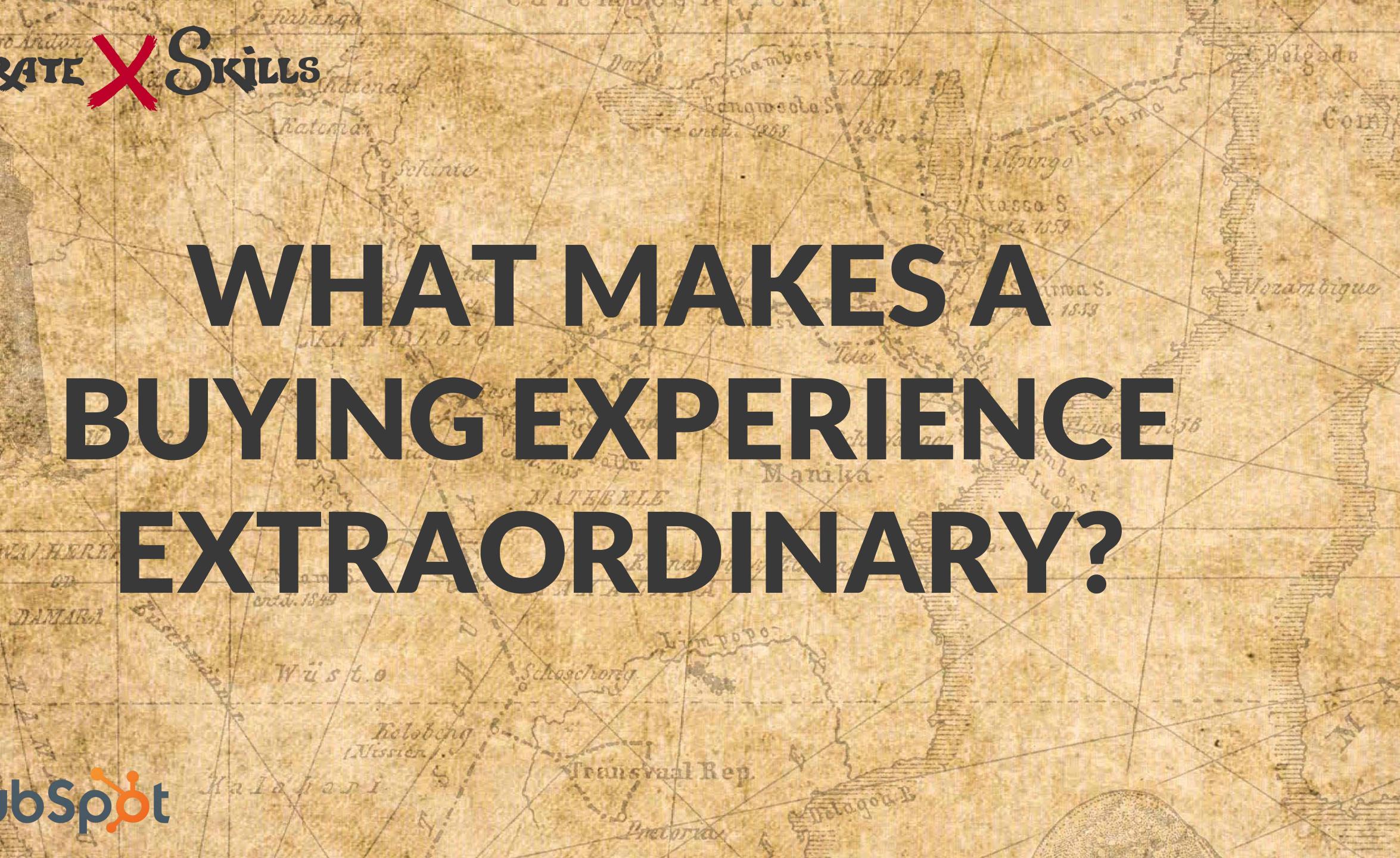
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Materio



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WHAT CAN A SELLER DO TO IMPROVE THE BUYER'S JOURNEY?

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Kalafari

 69% LISTEN TO MY NEEDS → UNDERSTAND WHAT THEY WANT
 61% DELIVER RELEVANT INFORMATION → THEY DON'T WANT ALL YOUR INFORMATION !
 51% REACT QUICKLY AND DELIVERS INFORMATION JUST IN TIME WHEN I ASK FOR IT
 49% PROVIDE A COUPLE OF OPTIONS, EVEN BEYOND HER/HIS OWN PRODUCTS AND SERVICES

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WHAT BUYERS WANT

LISTEN TO INDIVIDUAL NEEDS DELIVER RELEVANT INFORMATION REACT QUICKLY PROVIDE DIFFERENT OPTIONS

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WHAT MARKETING AND SALES HAVE TO OFFER

. PERSONALISATION . AUTOMATION **. SELF-SERVICE**

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Manika

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aily Mixes

ou love, without the effort. Packed with your favorites and new discoveries.



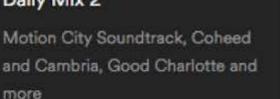
his Will

Daily Mix 2 Motion City Soundtrack, Coheed and Cambria, Good Charlotte and

Your

Daily Mix 2

GHLIN79



MADE FOR CMCLAUGHLIN79



Daily Mix 3 Joep Beving, Goldmund, Jean-Michel Blais and more

MADE FOR CMCLAUGHLIN79



Daily Mix 4 Barenaked Ladies, Vertical Horizon, Staind and more

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PERSONALSATION

anorosola:

Ruinen von/ Limbase

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2 MAIN REASONS FOR OUR DESIRE FOR PERSONALISATION

1-NATURAL WISH TO CONTROL THE SITUATION IN WHICH WE ARE 2 - NECESSITY TO LIMIT THE **OVERLOAD OF INFORMATION**

SPOTIFY IS A GREAT EXAMPLE HOW COMPANIES CAN USE PERSONALISATION





AUTOMATION

AMAZON'S SPAR ABO

anametra dia

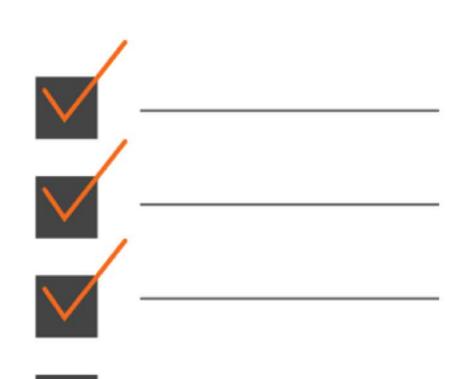
 EASY TO SET UP
 DECIDE WHICH PRODUCTS YOU WANT, HOW MANY AND WHEN
 AMAZON DELIVERS THEM WHENEVER YOU NEED TO BASED ON YOUR SETTINGS
 EVERYTHING HAPPENS AUTOMATICALLY → YOU DON'T NEED TO WORRY



14

Pirate Skills

SHOPPING LIST



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AUTOMATION

OFFERS LIKE THIS MAKE SHOPPING LISTS UNNECESSARY

AMAZON OFFERS AN OUTSTANDING AUTOMATED PURCHASE EXPERIENCE

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47 % WOULD BUY WITH THE HELP OF A CHATBOT. 37 % WOULD BUY WITH THE HELP OF FACEBOOK.

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SELF-SERVICE



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SELF-SERVICE.

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KLM'S BLUEBOT COMBINES AUTOMATION WITH HUMAN INTERACTION

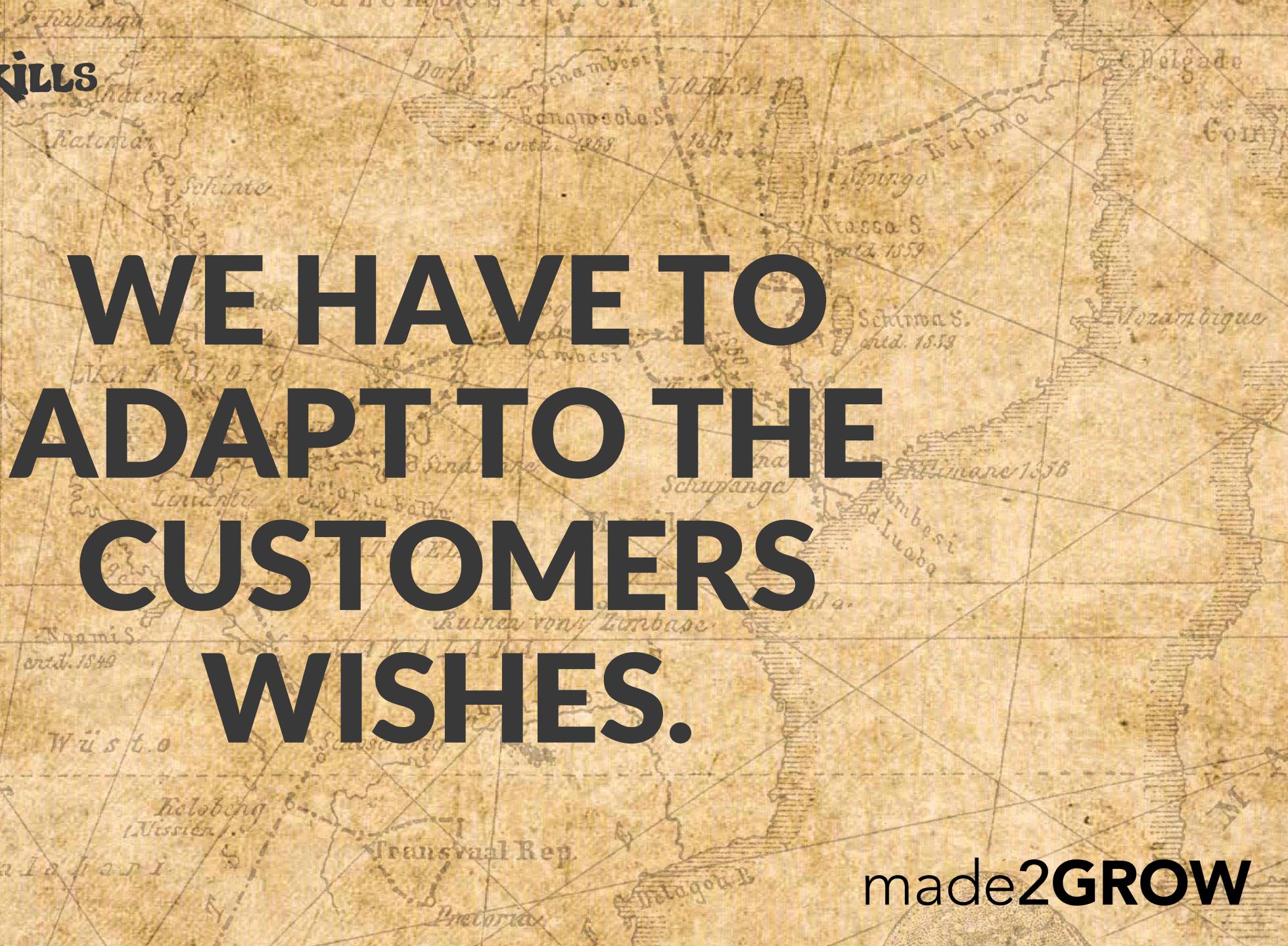
YOU CAN STILL DO YOUR OWN RESEARCH AND BOOK YOUR OWN FLIGHTS

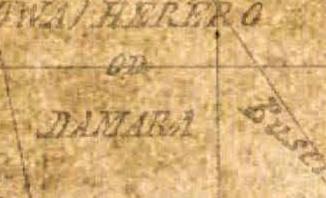
BLUEBOT HELPS KLM TO ANSWER CUSTOMER QUESTIONS WITHIN MINUTES



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RELEVANT AND HELPFUL CONTENT ADDING VALUE AT EVERY STAGE OF THE BUYER JOURNEY ADDRESSING PROBLEMS AND NEEDS BUILDING TRUST AND CREDIBILITY

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INBOUND MARKETING

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1. FREE, USEFUL CONTENT 2. TRY OUT AND BUY 3. GUIDED SELLING PROCESS

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FREE, USEFUL CONTENT

UNDERSTAND WHAT YOUR CUSTOMERS ARE SEARCHING FOR! WHAT DO THEY CARE FOR?

WHAT ARE THEIR PROBLEMS? HOW CAN YOU HELP THEM? → CREATE CONTENT ACCORDINGLY

EVERY PIECE OF CONTENT HAS THE POTENTIAL TO HELP CUSTOMERS







Abmahnschutz DSGVO Rechtsberatung Bücher Rechtstexte Rechtstipps

Kelsbeng Ba.

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Los geht's!

Alle vier Rechtstexte können Sie unabhängig voneinander erstellen. Es fallen keinerlei Kosten für Sie an!



AGB neu erstellen



Impressum neu erstellen



Datenschutzerklärung neu erstellen



Widerrufsbelehrung neu erstellen

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FREE, USEFUL CONTENT. namanta

Mein Konto

P 0 Artikel (0,00 €)

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Sollten Sie schon ein Konto besitzen, können Sie sich einfach einloggen und Ihre Rechtstexte von Trusted Shops aktualisieren.

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Einloggen und Texte aktualisieren





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TRY OUT AND BUY

BY USING FREE TOOLS AND FREE TRIALS, BUYERS CAN FIND OUT WHICH BENEFIT YOUR PRODUCT OFFERS.

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NETFLIX

See what's next.

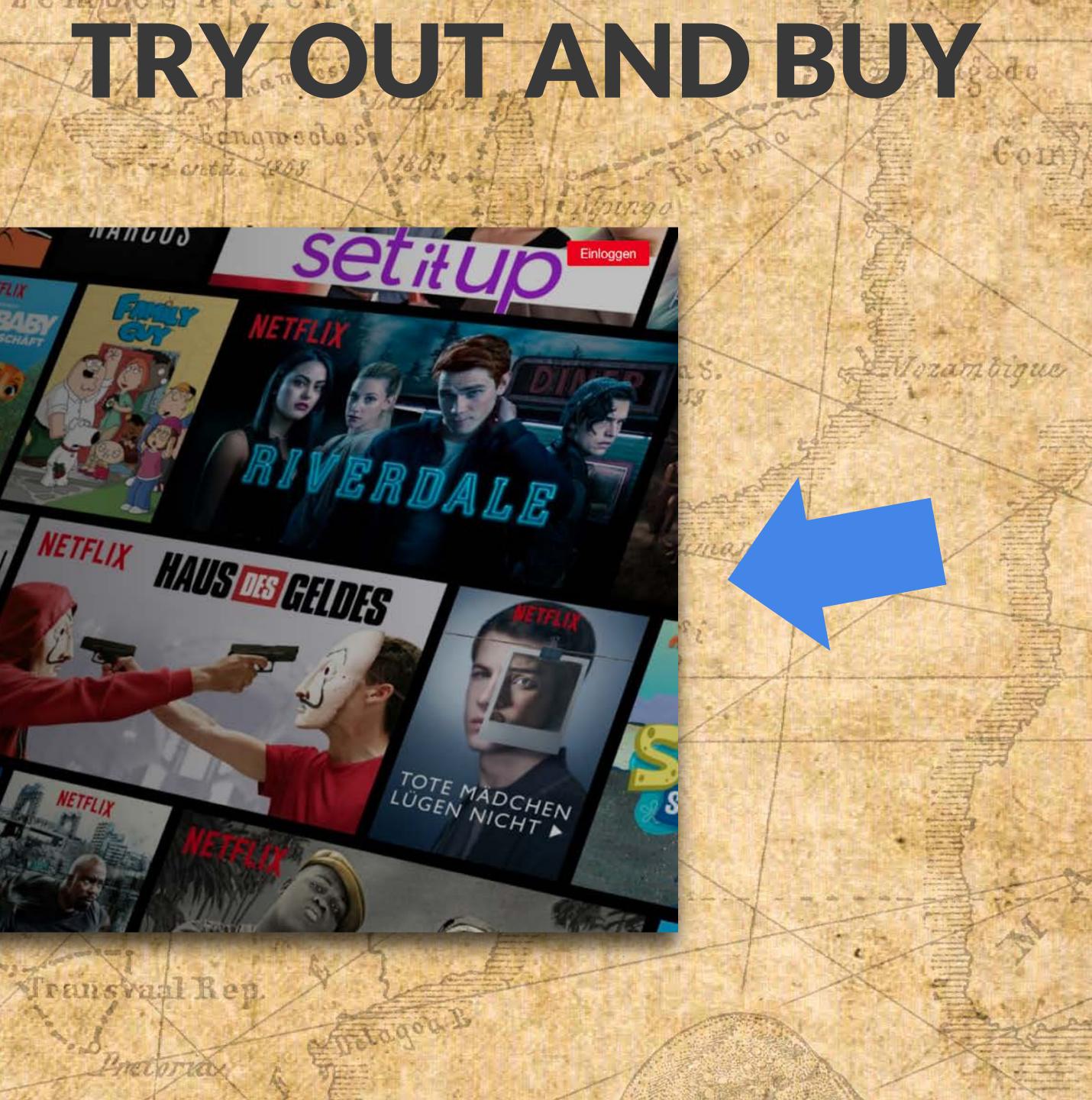
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Jari

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RESEARCH: KNOW THE BACKGROUND OF YOUR POTENTIAL CUSTOMERS

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QUESTIONS: ASK THEM WHAT THEY NEED! IF NECESSARY HELP THEM DEFINE THEIR PROBLEM

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GUIDED SELLING PROCESS

INFORMATION: PROVIDE RELEVANT INFORMATION





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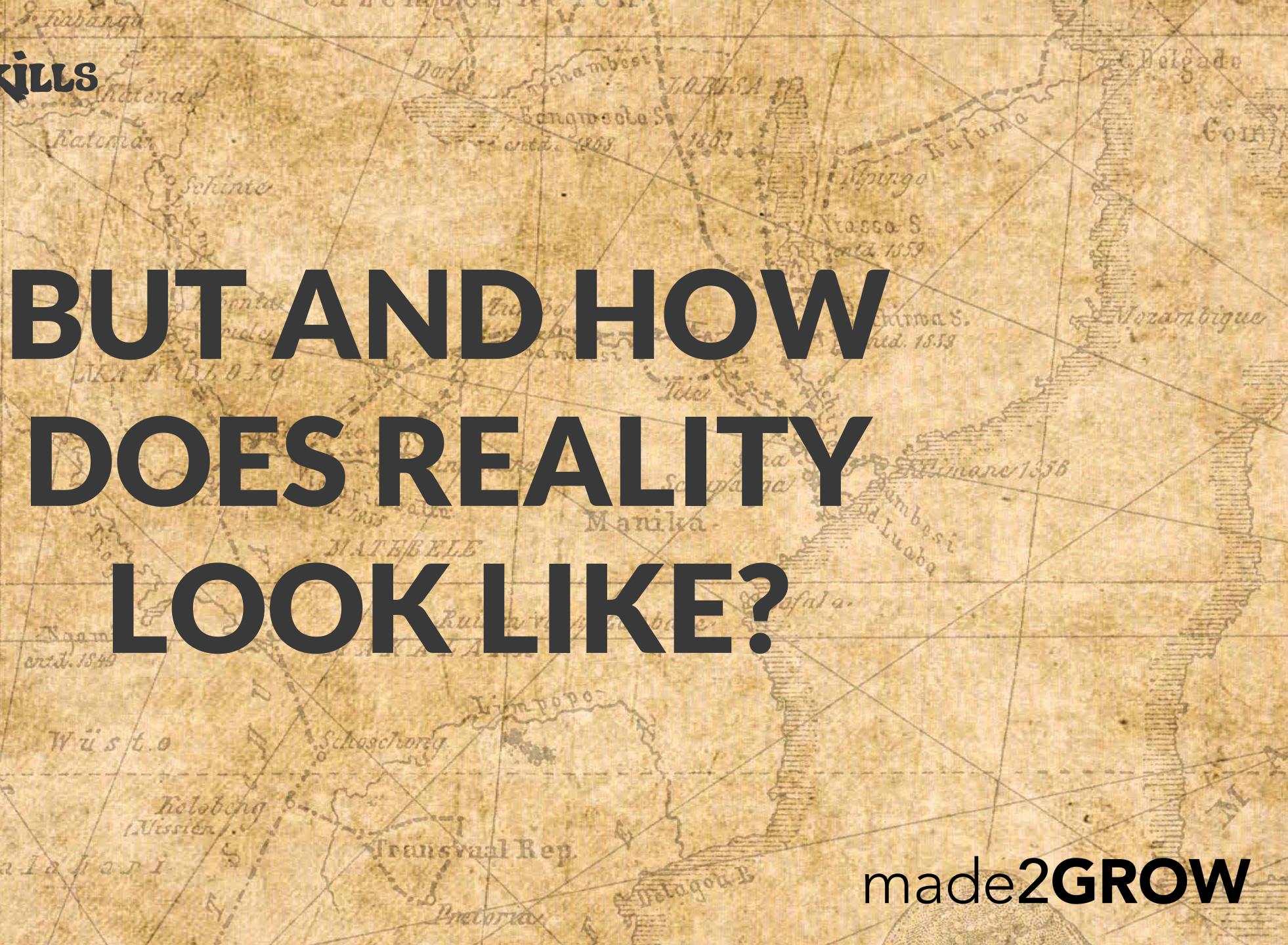


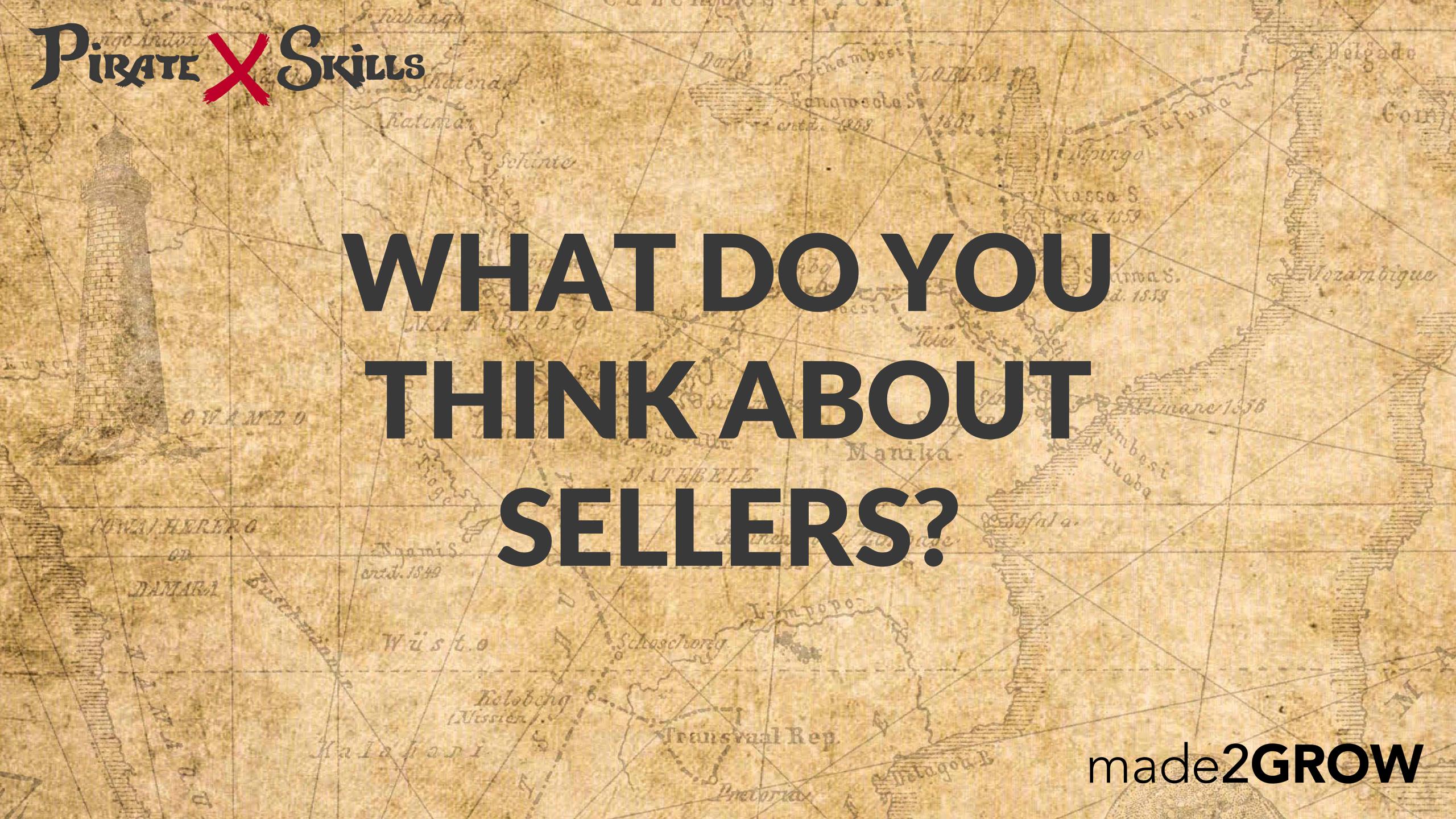
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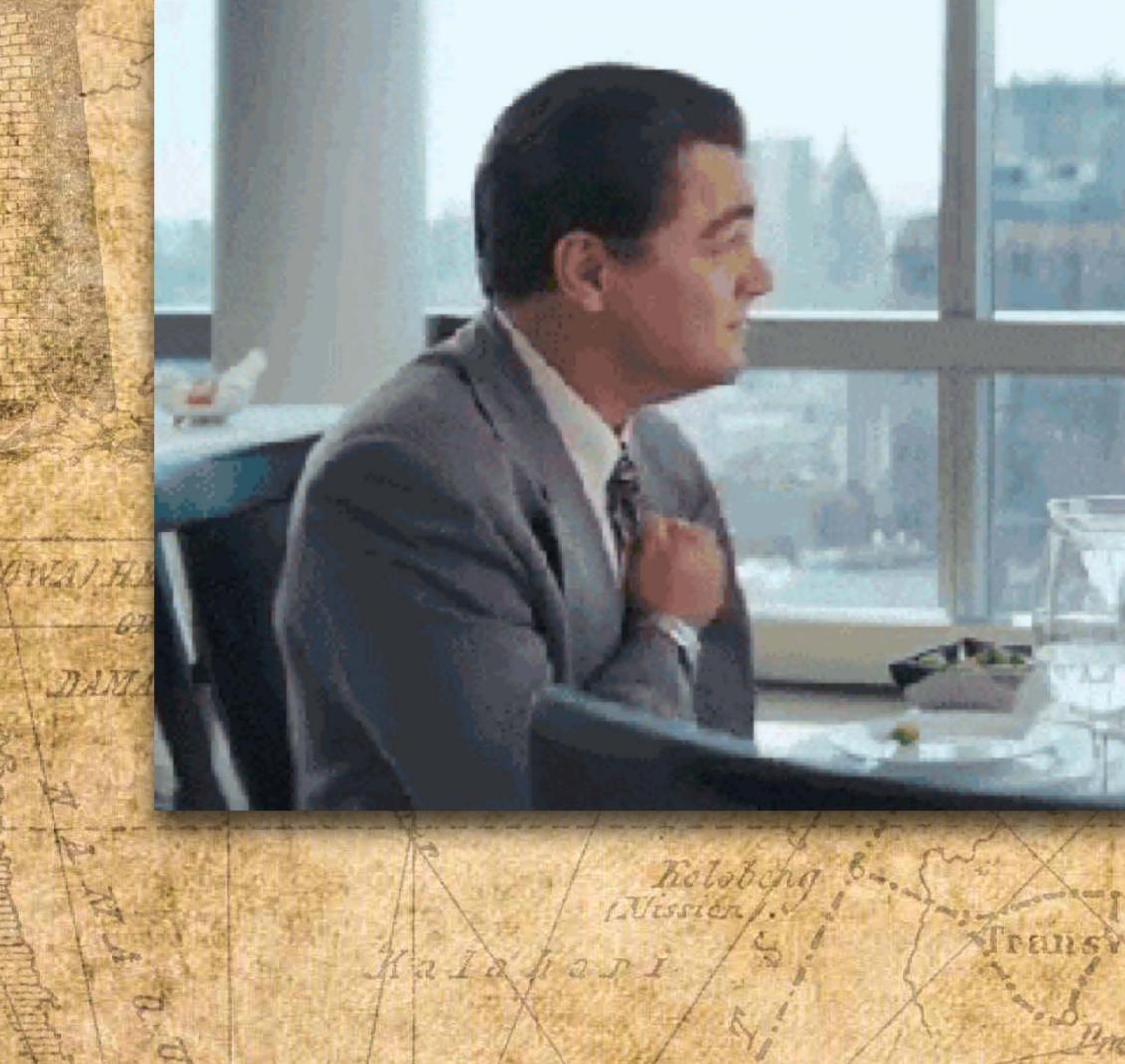
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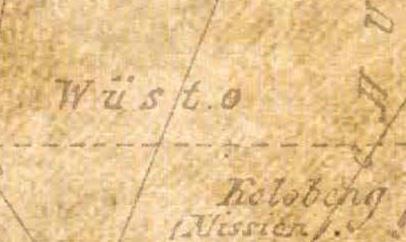


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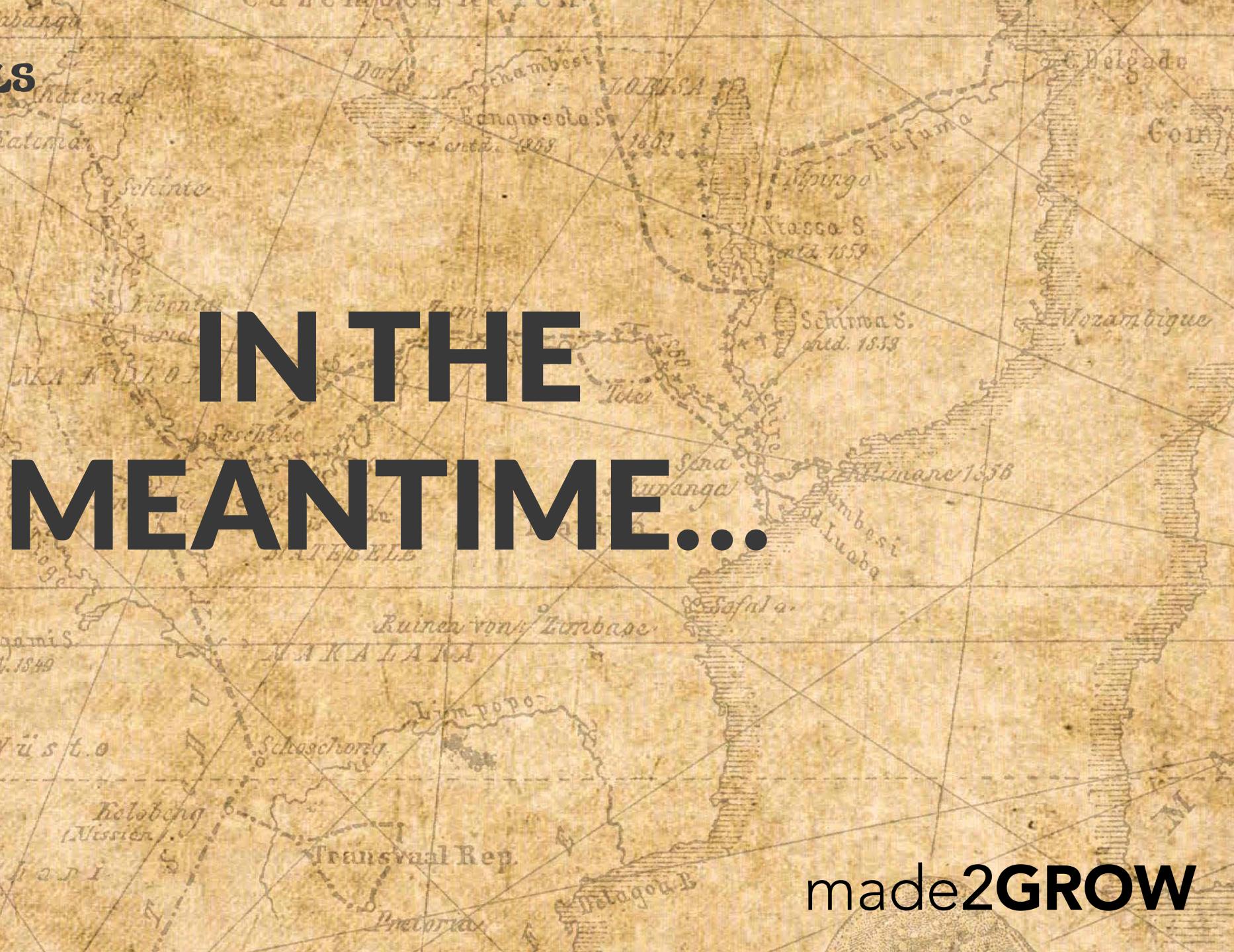


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MONTHLY MARKETING-SALES ALIGNMENT/MEETING LEAD ANALYSIS QUOTE ON MARKETING

ASK: WHERE DID THE LEADS COME FROM? → BUYER'S JOURNEY HOW MANY LEADS DID THEY CONVERT? → MARKETING & SALES REPORTING

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TOOL SET TO ALIGN MARKETING AND SALES:

MQL (MARKETING QUALIFIED LEAD) AND SQL (SALES QUALIFIED LEAD)
LEAD SCORING
AUTOMATION TO ASSIGN OWNERSHIP FROM MARKETING TO SALES OF A LEAD

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HUBSPOT'S FLYWHEEL INCLUDING A SERVICE HUB:

SERVICE INTEGRATION ALL PARTS OF CUSTOMERS EXPERIENCE ARE SEAMLESSLY CONNECTED

Kelebeng 5.

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Pirate Skills

SEBASTIAN SCHÄFER

• SEBASTIAN.SCHAEFER@ MADE2GROW.DE

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