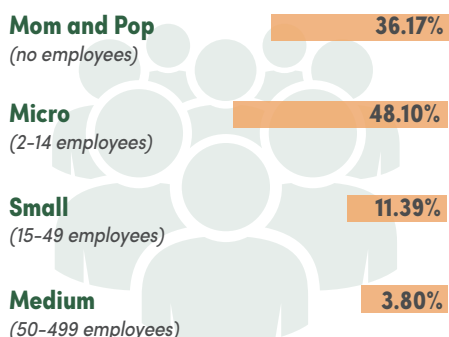


A targeted and thorough **marketing strategy** is key to the success and growth of any business. However, **monitoring and tracking** the success of marketing efforts is as equally important as generating new business and reaching target audiences. This proved to be true to *Marketing Your Business for Success* webinar attendees as the top marketing challenges (as shown below).

Poll Question #1

What is your business size?

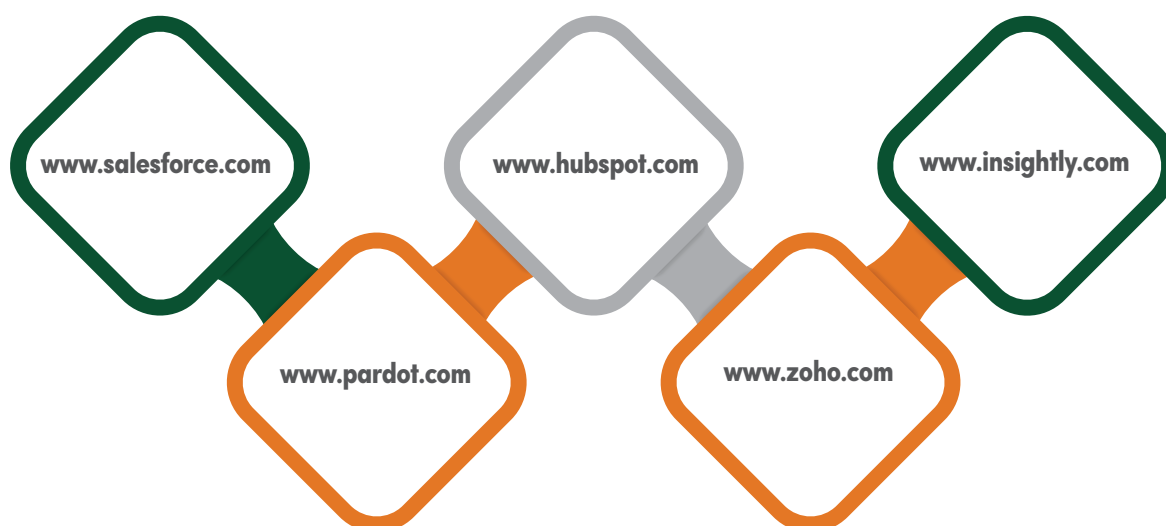


Poll Question #2

What are your company's top marketing challenges?



A simple and effective way to improve upon these concerns is by implementing a **Customer Relationship Management (CRM)** tool to support and streamline internal marketing sales cycle efforts. There are a plethora of free and paid CRM tools that can be used to automate and track marketing efforts including:



The success of a marketing strategy is dependent on a company's ability to: 1) identify and communicate its value and impact; 2) identify opportunities through thorough research and an understanding of its consumers; and 3) engage and activate target audiences to perform specific call to actions, such as purchasing a product, hiring a company, and changing their way of thinking.

Implementing a CRM tool will **streamline your marketing process**. There is no one-size fit all way to identifying the perfect CRM tool. It is imperative that you consider the following questions in order to decipher what works best for your business.

What value does a CRM tool bring to my business?

Become familiar with how other companies within your industry use CRM tools. Skim through blog posts and articles from the CRM providers listed above to garner a better understanding of CRM best practices and trends. Regardless of the industry, your CRM tools should be used to engage target audiences, launch call to actions, and relay your company's value proposition to its consumers. For example, a construction company may use a CRM tool as a form of community outreach by sending a series of email marketing campaigns highlighting jobs generated from multiple projects to combat negative perceptions of gentrification.

What do I need to measure?

Your decisions should be metric driven and based on your company's short-term and long-term goals. Identify the metrics needed to maximize your return on investment (ROI). For example, consider tracking monthly leads, conversion rates (from leads to customers), sales stage completions, estimated revenue, and total contract value.

Do I have the internal resources?

CRM tools take anywhere from 90 to 120 days to setup and require daily maintenance and weekly monitoring to ensure that the sales cycle is accurately captured to reflect your sales funnel. Assign an employee who is able to dedicate 20% of their time to monitoring and maintaining your CRM tool. This person should thoroughly understand your business and its sales cycle.

Marketing your business is just the start! We hope you'll join us next month on Wednesday, April 26, 2017 to garner strategic advice on how to streamline internal efficiency during our *Scaling Up with Operational Insights* webinar.