



#BeLikeEmma
#2020ready

2003



Marketing has changed.

Are you keeping up?



2020

Facebook. YouTube. iPhones. Big Data. We could keep listing the disrupters of marketing as we knew it back in 2003, when **Extra Mile Marketing** was founded, but we'd rather show you how the game has changed. We've always strived to follow best practices in marketing to achieve the greatest results.

But those best practices are changing every day. How can you keep up? Here are some tricks of the trade that marketers followed in the early 2000's that have become obsolete, along with the strategies and tips that have replaced them. If you're looking to be **#2020ready**, then meet Emma...

**Meet
Emma**



Emma knows what it takes to make a splash in the digital marketplace.

She doesn't let the past dictate her future marketing strategies.

Emma keeps an eye on the latest trends and consumer behaviors in her industry.

Let's take a look at how Emma has changed her old ways to create a successful B2B marketing strategy that's #2020ready.

**Be.
Like.
Emma.**



When Emma started out in digital marketing, she was told that SEO works best when you stuff your website full of keywords. The idea went that if you're ranking low on search, you should keep adding more keywords and hope for better results. Do you know what the definition of madness is?

#1

Placing high on search results means more traffic to your website and greater brand recognition. But methods for getting your name out there have evolved rapidly. Search engines consistently tweak their algorithms, and future-forward marketers know how to adapt and maintain strong SEO practices to keep up.

Now, Emma knows what it truly takes to place high in search results. She sets clear goals and carefully analyzes which keywords return results. She applies those keywords strategically and organically throughout the content on her site, in H1 and H2 headers, and in subtext when applicable.

SEO

Email Marketing



#2

Can you believe 269 billion emails are sent every day? So while creating eNewsletters worked in the past, it's now akin to sending a message in a bottle. But that doesn't mean that email marketing is futile. Strategic use of striking and informative emails will still take your business a long way.

In the past, Emma's monthly newsletter took significant resources to create, but generated fewer responses over time. She would purchase large email lists, dedupe the in-house list, and send the same email to all her prospects and clients.

Emma now sends professionally designed emails to clients and prospects at careful intervals, and only when she has content that she knows they'll want to read about—like new industry trends and invitations to events. Emma curates her mailing list continually, and tailors her email content to reach prospects where they are in the buying cycle. Now she gets more responses and conversions!

A decade ago, Emma heard about a new phenomenon called social media. She saw a great opportunity to promote her products for free. And she wasn't the only one. Emma created content around discounted offers and other promotions that she posted daily on multiple platforms.

#3

Social media is the new hub of relationship marketing. It's not about selling your products, it's about selling your brand. Build meaningful relationships and become a purveyor of bright ideas to bolster your company's image in the public eye.

Social Media

Fortunately, Emma realized the error of her ways. She saw that people use social media as a forum to discover intriguing and engaging content like articles and videos, and to develop relationships that crossed geographic boundaries. So Emma set a new goal to become a thought leader in her industry. She recognized that each platform has unique advantages and approaches to content. So now, she posts light-hearted, people-centric stories on Facebook, industry-specific content and current events on LinkedIn, and quick updates and testimonials on Twitter.

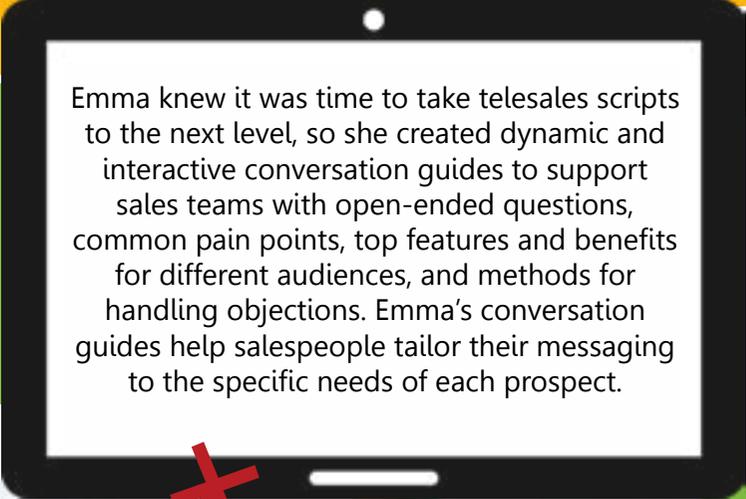
Sales Enablement

#4

Arming your sales teams with a powerful toolbox of interactive digital resources will help unify your organization's message and empower your team to turn prospects into customers.



For years, the sales team at Emma's company relied on the telesales script. This resource had information each salesperson would need on a call with a prospect. Emma's telesales scripts were linear: salespeople asked every question, in order, regardless of its relevance.

A tablet icon is shown with a red 'X' over it, indicating that the old method (linear scripts) is being replaced. A dashed red line connects this icon to the first text box.

Emma knew it was time to take telesales scripts to the next level, so she created dynamic and interactive conversation guides to support sales teams with open-ended questions, common pain points, top features and benefits for different audiences, and methods for handling objections. Emma's conversation guides help salespeople tailor their messaging to the specific needs of each prospect.



Websites #5

Your website is your best marketing tool. Making the most of your web presence starts with interactive design, easy navigation, clear calls to action, and optimization for mobile. After all, 80% of the US population not only owns a mobile phone, but sleeps with one.¹

In 2003, Emma lived by a strict set of rules governing B2B websites: 1) don't make the user scroll to find content, 2) place a comprehensive navigation menu on the left hand column, 3) focus all calls to action on the purchase, 4) avoid extraneous content that distracts the reader.



A #2020ready website offers a full digital experience, including interactive elements like widgets and flip cards, heavy use of imagery, and a "human" element. Emma ensures her landing pages and websites feature easy navigation, succinct menus, strong and diverse calls to action, and engaging content that leads users through every stage of the customer journey.

Lead Generation

#6

Generating quality leads is as important as ever. Being #2020ready means creating an omnichannel experience, which involves listening to your target audience and tailoring messages to meet their needs and preferences.

Emma used to get headaches when it came time to plan Lead Gen strategies. Every year, she allocated most of her budget to expensive media and huge direct mailings. In the end, she could only afford to market in limited channels. And when it came to her company's website, any downloads were gated by lengthy eForms that required a laundry list of contact information.

Since then, Emma has revamped her approach to Lead Gen. She takes advantage of cost-effective channels like organic social media posting, SEO, and blog marketing. She's reduced the number of fields in website contact forms, garnering more readers (and more email addresses). Plus, she convinced her department head to implement a chat bot on the website that saves time and money while giving customers the experience they desire.

Emma once used blogs to sell, sell, sell! "Why go through the bother of writing a blog if we're not going to write about our company?" She wrote blogs inconsistently, hyperlinked outside of her company's web environment, and focused on her company rather than the readers.

#7

Blogs are a great way to demonstrate thought leadership, develop a community of readers, and illustrate how your company's products and services help people in real-world situations.

Emma's strategy has evolved. She now uses blogs to position her company as a thought leader in the industry. Her new blogs are 80% educational and 20% specific to her company. She created a posting schedule so blogs appear regularly on her site, and she posts the blogs across channels, repurposing content to tailor her message to different audiences. She makes sure to weave relevant keywords throughout the blogs and avoids hyperlinking to competitive sources.

Blog Marketing

#8

You've got 8 seconds to capture a website visitor's attention with compelling and relevant content.

Content Marketing

Emma thought of herself as a content expert. In 2003, she relied on syndicated content, using an RSS feed to automatically populate new content on her company's website. Emma wrote broad whitepapers, so they would appeal to a wide audience. When she reused content, she didn't modify it, thinking consistency was essential.

Preparing for 2020, Emma revitalized her content strategy. Now she keeps content short and easy-to-read. She no longer uses unmodified syndicated content because it appears outdated. She develops interactive eBooks and targets whitepapers to specific verticals. To unify messaging, Emma and her team wrote a messaging framework, so that even freelance writers could maintain a consistent tone. Finally, Emma regularly refreshes content online so that search engines re-index the pages.

Emma's Content Tips

- Use a messaging framework
- Update content for search engine love
- A/B test ad copy and other forms of content to optimize your results
- Use multiple KPIs to measure the effectiveness of website content



It's hard to imagine, but widespread video platforms like YouTube and Vimeo didn't exist before 2005. Videos were primarily used in place of a demo. Emma created CD-ROMs to insert in brochures, use in dimensional mailings, or distribute at events.

#9

Video is the veritable King of Content. Companies that use video marketing see 41% more organic traffic than those that don't.² And landing pages with videos see 80% more conversions.³ In our fast-paced world, videos make the sales journey much more convenient and enjoyable.

Nowadays, video content is ubiquitous. Emma and her team capitalize on the relative ease of posting heavily produced and impromptu live videos alike. They stick to a few basic rules. Keep your video under 3 minutes, and your web-based training to 30 minutes. Always feature strong and specific calls-to-action, follow a script or storyboard even when "going live," and apply captions when possible.

Emma's
#2020ready

Are you?



Emma revitalized her marketing strategy for the digital age.

She said “good riddance” to best practices that worked in 2003, and adopted modern best practices.

Emma now markets to her B2B audience with pinpoint accuracy.

#BeLikeEmma



For more best practices in B2B marketing, quick tips, and industry updates, follow Extra Mile Marketing on

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<https://www.linkedin.com/company/extra-mile-marketing>

¹Buhr, Sarah. “Don’t keep cell phones next to your body, California Health Department warns.” Tech Crunch, 2017.

²Grosman, Lin. “Video Marketing: The New King of Content.” Forbes, 2017.

³“The Benefits of Using Video on Landing Pages.” Unbounce.

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marketing



2020's fast approaching!

For a 2020-ready marketing strategy, contact Extra Mile Marketing. We're a full-service agency specializing in strategic marketing planning, sales and marketing enablement, customer experience, and go-to-market campaigns. We can't wait to help you grow your business with the latest and greatest strategies and techniques.

***Do you need
help getting
#2020ready?***



425-746-1572

info@emminc.com

www.extramilemarketing.com