

# How to go from no marketing to a marketing MVP in 90 days

Matthew Stibbe Articulate Marketing

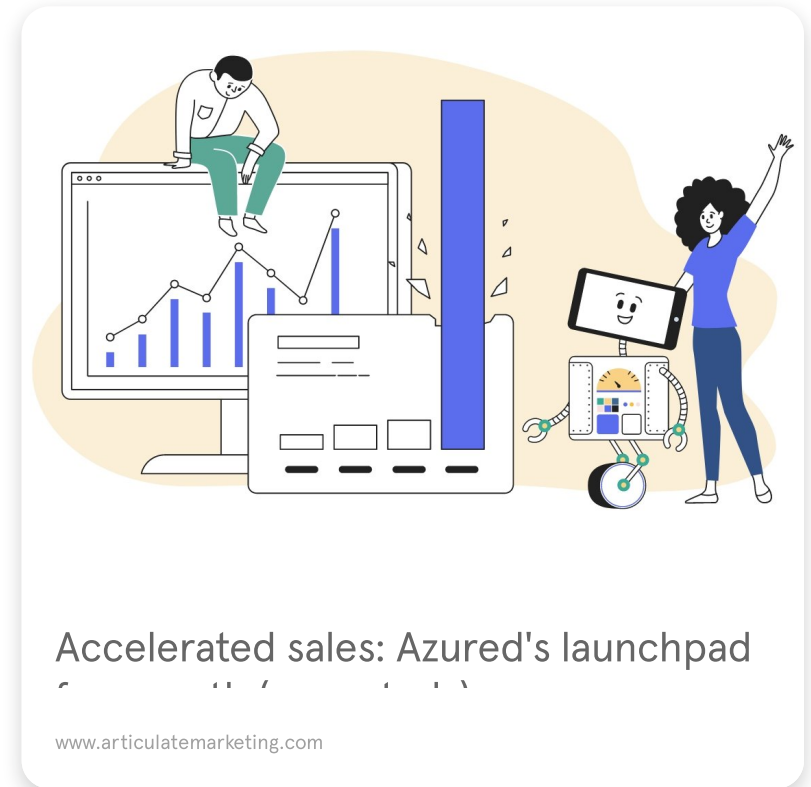
27 July 2022



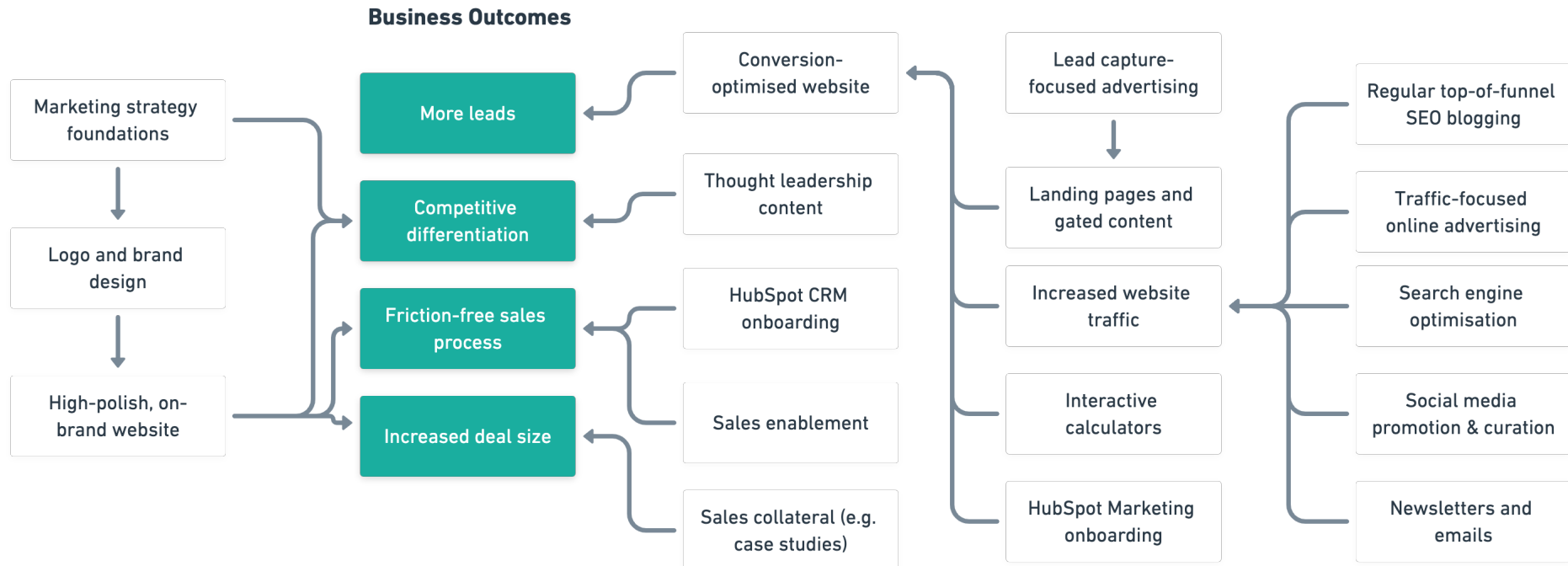
# Award-winning 90-day launchpad for Azured

80% increase in traffic, 790 contacts worked, 150% increase in meetings, 22 new deals, 8 closed won

- Brand identity
- Website
- SEO
- Copywriting
- Inbound lead capture
- Sales enablement
- HubSpot



# Joined-up vs. random acts of marketing



# Dangers

- Man in the mirror
- Self-diagnosis
- Magic bullets
- Random acts of marketing
- Underpants gnomes
- Rounded pebbles
- Impatience



# How to do it



# Strategy

- Interviews and workshops
- Competitor benchmarking
- Messaging
- Personas
- Tone of voice
- User journey mapping
- SEO keyword and search intent research
- Content calendar



# Brand identity

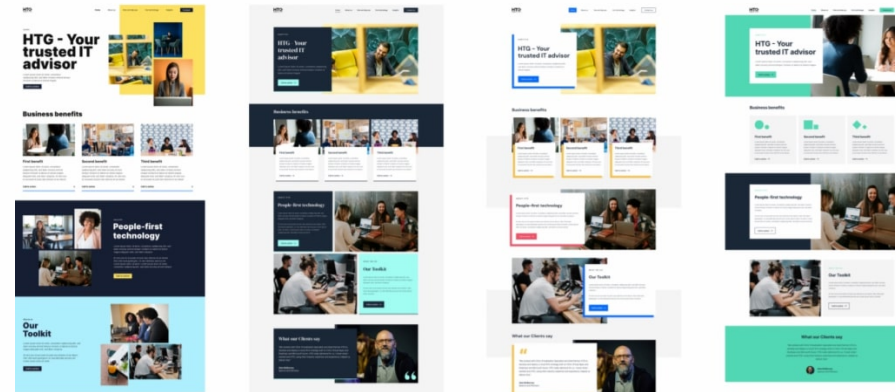
- Logo
- Fonts
- Colour palettes
- Illustration and imagery guidelines
- Iconography
- Image library curation



# Website

It's more than a brochure

- Loading speed
- Mobile responsive
- Easy to update
- Technical SEO
- Lead capture
- User journeys





# SEO

SEO is hard, continuous, long-term slog. But #1 on Google is worth 610,000 page views.

Start now! Keep going!

- Keyword and search intent research
- Technical, sitewide SEO
- On-page content optimisation
- SEO-focused content
- Link building

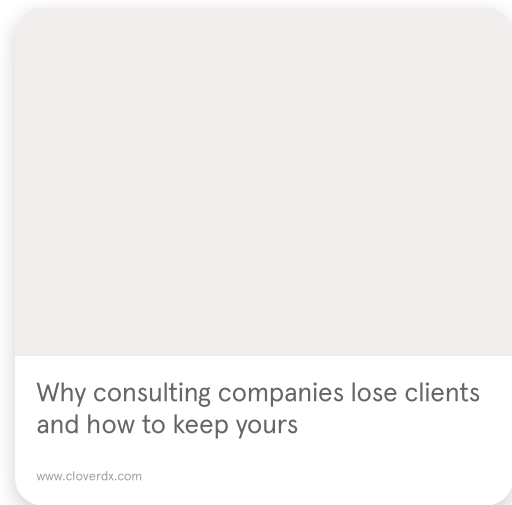


# Copywriting

- Aim for at least four SEO-focused blog posts a month with at least 500 words each; more, faster if possible.
- Aim to have one 'pillar page' of 1,000+ words per content theme.
- Case studies, product literature, sales collateral is also important but does not count against these targets.



# Copywriting examples



## Thought leadership blogs

- [Why consulting companies lose clients and how to keep yours](#)
- [How Clover DX helps FinTechs integrate with bigger organisations](#)
- [Persona mapping for software design](#)



## Whitepapers

- [The Ultimate Guide to OKRs](#)
- [Jumpstart your 2022 recruitment process](#)
- [7 things school and university admissions teams can learn from each other](#)



## Case studies

- [Microsoft Surface and Autopilot](#)
- [Efficient PIA data extraction for Neos Networks](#)



# Inbound lead capture

- Aim to have at least one launch gated offer, e.g. a checklist, white paper etc. and at least one additional offer per quarter, targeting 8+ on your site at the earliest possible time.
- Also conversion-optimised contact page
- Also pop-up lead capture forms
- Also, in-blog downloads



# Sales enablement

Consistent, scalable, testable processes that don't rely on who you know or individual charisma

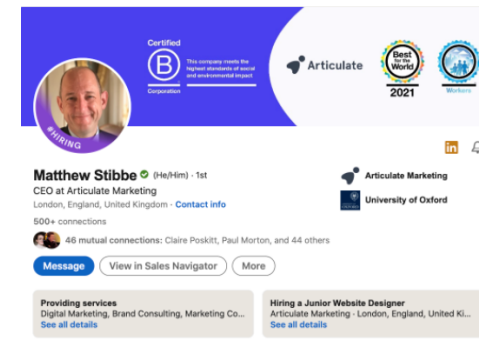
- Multi-touch sales Sequences and email Templates
- Prospecting
- Reacting to inbound contacts



# Promotion

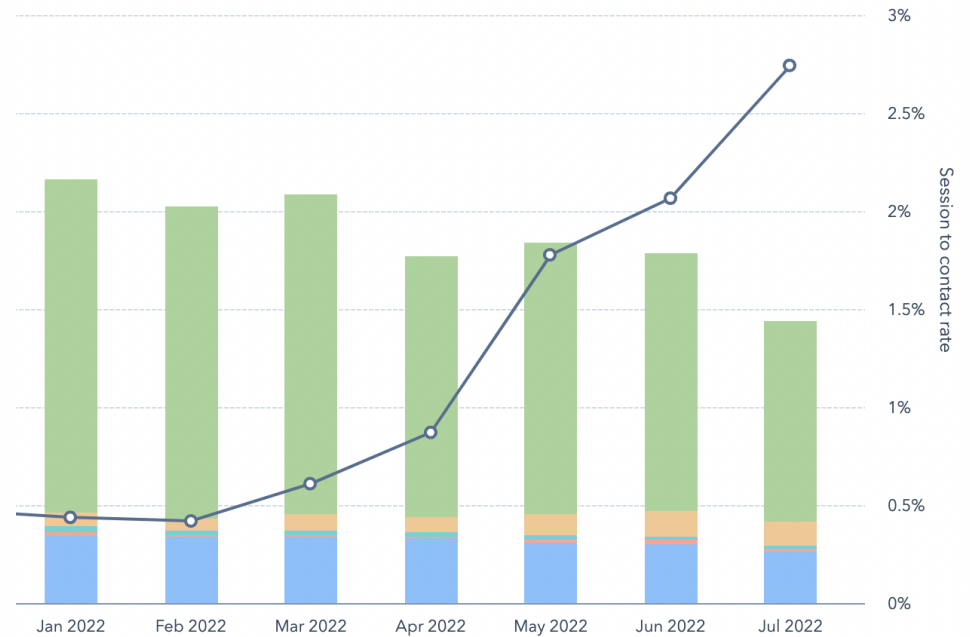
## Consider...

- Social media and personal branding
- Online advertising, e.g. LinkedIn
- Targeted email
- Podcast guesting
- Terkel, HARO and other self-PR activities



# Analytics and reporting

- Traffic and sources
- Inbound contacts
- Inbound conversion rate
- Sales activity levels
- Initiative and campaign reporting
- Diagnostic reporting
- A/B testing (if you have enough traffic)



# Technology

- **HubSpot CMS** for website
- [NucleusTheme.com](https://nucleustheme.com) or bespoke site design
- **HubSpot Marketing Hub**: social, email, lead capture, lead nurturing, reporting
- **HubSpot Sales Hub** plus LinkedIn Sales Navigator: prospecting, outreach, following up on inbound leads, pricing and quoting
- Fizz+Ginger ([www.fizzandginger.com](http://www.fizzandginger.com)), Ahrefs and HubSpot for SEO
- Zoom for webinars

Nucleus theme | Overview

[nucleustheme.com](https://nucleustheme.com)





# 90-day marketing roadmap



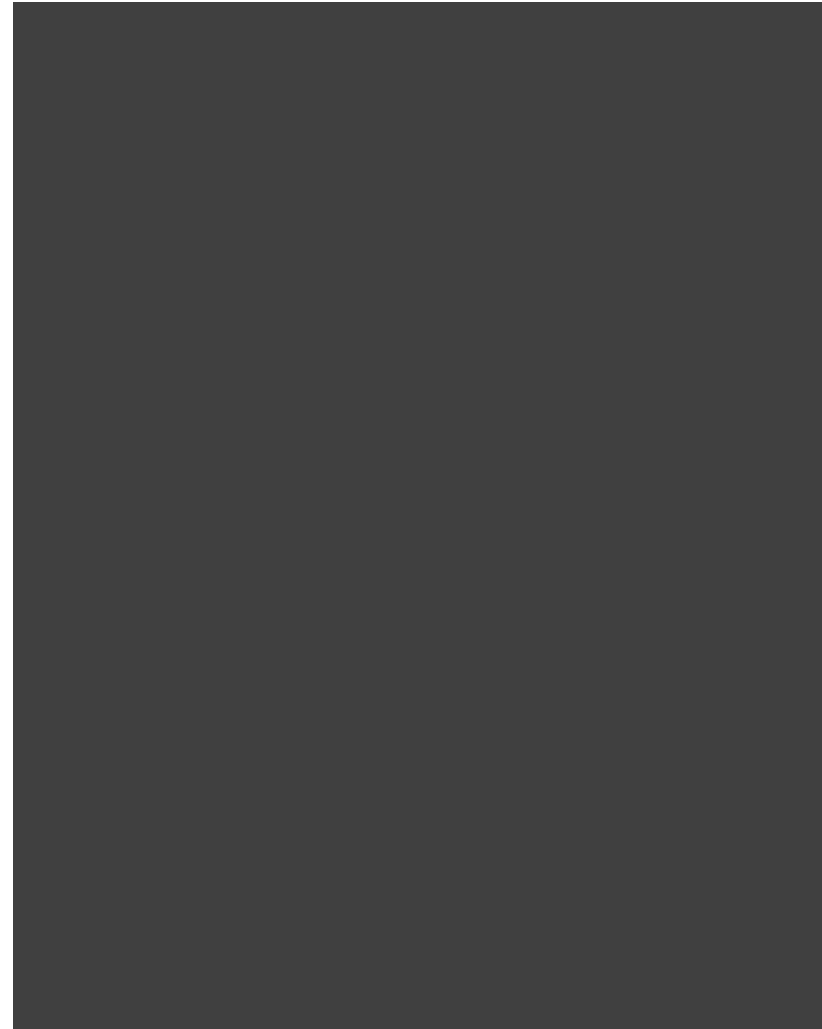
# Month One - Strategy blueprints

- Positioning, messaging, tone of voice, personas
- Competitor benchmarking
- SEO analysis, keyword research and search intent
- Review and analysis of existing results and website
- Market sector research
- Client interviews to understand pain points etc.
- Content planning



# Month two - putting it all together

- Brand book
- New website
- Write launch content
- Write case studies and sales collateral
- HubSpot onboarding



# Month three - liftoff

- First blogs
- First lead capture offer
- First webinar
- Email, PPC and social promotion
- Begin targeted sales outreach
- Rinse and repeat monthly!



# Effort estimate

The work outlined in this plan requires multiple skills: design, copywriting, SEO, website development, marketing strategy etc.

As a rough effort estimate, it's probably three person-months' work in three calendar months.



**And finally...**



# More on our website

[www.articulatemarketing.com](http://www.articulatemarketing.com)





# Let's talk

Video and slides appearing soon on [articulatemarketing.com](http://articulatemarketing.com)

Email me with questions at [matthew@articulatemarketing.com](mailto:matthew@articulatemarketing.com)

Book a call with me: [www.articulatemarketing.com/meet](http://www.articulatemarketing.com/meet)

