



Continued Improvement



The blueprint: How you shape what people see and think about you. Message platforms and an identity card keeps teams consistent. Consistency communicates confidence and stability.

Platform: Messaging



FUNNEL:		MARKETING		SALES	
		TOFU	MOFU	BOFU	BOFU
Stages		1. Top of Funnel	2. Middle of Funnel	4. Bottom of Funnel	5. Bottom of Funnel
Description		They Do not Know Us	They Know Us	We're Talking	They're a customer
Goal		Build Awareness to new audiences	Build Trust and deepen the relationship	Accelerate decision to buy	Retain, grow, and turn customers into advocates.
KPIS			the top of the sales funnel uses vanty metrics		Quote to close ratio; Average deal value, sales cycle length, number of proposal delivered.
Owner		Jill Marketing	Jill Marketing	Dale, Business Development	Sean, Inside Sales
Right side of funnel		Where and how do we reach our ideal customer?			
		Cold outreach campaigns (email or LinkedIn) Google Display Ads Influencer/partner shoutouts LinkedIn Ads and Sponsored Posts PR and earned media SEO-optimized blog content Social media videos and reels Speaking at industry conferences Thought leadership articles in industry public Trade show booth presence YouTube "how-to" or educational videos	"Start Here" guides or solution explainers Case study promotion Gated content (whitepapers, eBooks) LinkedIn connection requests + personal follow Podcast guest appearances Retargeting ads (LinkedIn, Google) Social proof posts (testimonials, awards) Targeted email campaigns Webinars and live demos	ABM (account-based marketing) landing pages Competitor comparison charts Industry-specific case studies Lead nurturing email workflows Personalized video messages ROI calculators Sales rep warm follow-up with helpful content Trial offers or limited previews	"Why Us" sales enablement collateral Co-branded pitch meetings Customer references or referrals On-demand demos or sandbox environments Procurement/decision maker content Proposal support (custom decks, leave-behinds) Risk mitigation content (security, compliance, governance) Technical data sheets
Left Side of funnel		What they need to know			
		That you're credible (social proof, partners, i That you're different than the noise What problem you solve (in plain language) Who you are (company name, industry relev Why they should care (your relevance to thei	How you work (process, timeline, customer That you're built for companies like theirs What makes you different (positioning and p What results they can expect (specific outco Who else trusts you (logos, testimonials, inc	That you can prove it (ROI, results, testimon That you understand their specific needs That you'll make them look smart for choos That your solution fits them better than othe That your team is capable, responsive, and b	How pricing, scope, and deliverables work That choosing you isn't a risk That there's a clear path to ROI That you're easy to work with (no surprises) That your team is aligned and competent
Marketing Plan Activities					
VANITY METRIC:		per Lead, New contacts to CRM, webinar attendance	Qualified leads, webinar attendance, CTRs, time on website, resource downloads	Landing pages conversion rate	
Regular Actions					
Daily/ on conversatio		LinkedIn Posts x 3/week	LinkedIn Engagment; follow ups	Competitive comparion charts	Why Us sales decks, on-demand demos; proposals
Weekly		Cold email or LinkedIn In outreach	Branded Top-of-Mind targeted ads	ROI Calculators	Risk Mitigation one-pagers
Montly		LinkedIn Sponsored Pots Press release for earned media SEO blog content	Retargeting CTA ad campaigns	Case Studies	Customer reference camplagn
Quarterly		How to video series Webinar Series Q1 Webinar Series Speaker Q2 Tradeshow XXXX Q3 Tradeshow XXXX Q4 Speak at XX Event	Insights email + customer spotlight Post webinar drip campaign Email and sales call to aerospace Email and sales call with commercial Email and sales call with defense Email and sales call with med device	personalized video message Case Study + ROI Calculator Competitor comparison email personalized video message Limited Value-Add push	Customer only webiars Quarterly business review Surprise camaigns
Annually		Year in review campaign	CapX Plan and PR		NPS Survey Referral Programs