Integrated Marketing
Framework

The most effective marketing programs use a variety of techniques to surround their audience.
Use this handy framework to identify the tactics that are most likely to fit with the maturity of your offering and get inspired.

Category	Product Introduction	Early Adopter	Protect the Base
Audience Define your target audience. Be sure to include both firmographic and contact level insights.	Ask yourself: Who is most likely to embrace an innovative solution? How easy is it for the buyer to self-identify the pain you solve?	Ask yourself: What is likely to trigger a project? How will you be able to identify them?	Ask yourself: What will drive a customer to consider alternatives?
Thought Leadership	At this stage you are evangelising a new way of doing something. To do that well you need to understand the following: • Is this new approach highly disruptive to the current way of working? • How will you prove the proclaimed benefits will happen? • What are the big shifts in the industry or the way work is being done that make this new thing necessary?	Here you get to prove to your audience the theory set out during product introduction by showcasing adoption stories and their results.	As an established player in the market, at this stage, others turn to you for best practice advice and to predict what next "big moves" are coming. Tailor your thought leadership in a forward-leaning way.
Leveraging the sales channel ☐ Call the installed base to schedule a consultation ☐ Build a database of new people to target ☐ Gather account intelligence ☐ Close new business ☐ Make introductions to buyers for insight interviews ☐ Follow up on leads ☐ Invite people to an event ☐ Send personalized InMails ☐ Shar news & research in their social feeds ☐ Collect feedback on messaging	Sales plays an important role in spreading the word about this new approach. Their support can help secure a small set of early pioneers to adopt the new solution.	At this stage sales has been out evangelizing your solution for some time. They should have a good understanding of what messages are landing, and which didn't resonate. They will also have insight into the buying process for this category of offering and can scale sales processes.	Once the base it built sales should be squarely focused on supporting the base by finding and managing upsell/cross-sell opportunities, and asking for and following up on referrals. At this stage, it is common for companies to estable separate existing business and new business teams.

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SWOT analysis Your campaign will be observed by your buyers, but also the market overall. Understanding how competitors will position you is critical to nailing your positioning.	Ask yourself: Which of your competitors have a similar offering? Will it be establishing an entirely new category of capability? How long will it take competitors to respond? How are they likely to respond to your news?	Ask yourself: Have competitors copied your go to market moves? In what ways are they trying to dismiss the need for this solution? Where have early adopters validated the differentiation you expected to have in the product?	Ask yourself: What new players are threatening your position? Are they threatening with price pressure, new capabilities or both? Are their new capabilities that are difficult to create in the existing platform? How well are you keeping the offering relevant compared to other established players? Is your market share stable, shrinking, growing? Who's having the most impact on that?
What marketing tactics are your competitors successfully engaging?	• How many LinkedIn followers do they have? • What's their engagement with followers like on Twitter? • What events do they host? • How big is their presence at industry shows? • How often do they put out a press release? • How often are they quoted in the press? • Which analysts do they purchase reprint rights for? • How often do they send emails? • What type of digital advertising are they doing? • Where do they syndicate content? • What type of content is featured in their resource library? • What keywords drive traffic to their site?		
Partners	Complementary technology or service partners can be helpful in validating the need for your solution. Consider co-creating content, sponsor their events and collecting respected partner testimonials. Which partners are well respected in the industry and could validate your go to market initiative?	Here, partners may want to align their business around yours. Ask yourself: Are there practice areas within other firms you want to sell or service your solution? How could partners expand your footprint in targeted accounts? In what ways could partners increase word of mouth for your success stories? Are their data sources that you could bundle with your product to enhance the customer experience?	At this stage partners want to work with you because of your market presence. You now have the luxury of being selective. Ask yourself: How can you leverage their marketing programs to extend your stickiness with customers? What complementary services would drive greater use of your solution? What thought leadership evangelism are partners doing in market now that aligns to your messaging? What partners are conducting interesting research that is relevant to your audience?

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Public Relations (PR) Which earned media tactics can you leverage for this effort? ☐ Press release ☐ Journalist interviews ☐ Bylined articles ☐ Award submissions ☐ Product catalogs ☐ Product reviews ☐ Review sites (Trust Radius, G2 Crowd, etc) ☐ Industry analyst reports (i.e. Gartner MQ) ☐ Rapid response triggers	Establishing "why now is the time" for the new capability is essential in this phase.	Adoption stories will be most critical here. Customers' willingness to go on record about their experience with you is going to be key to your success.	At this stage you'll be showcasing best practice insights, but also maintaining your status as a leader in the space.
Events Which of these tactics will you be leveraging? ☐ Hosted events ☐ Sponsored Shows ☐ Partner events ☐ Digital events ☐ Speaking Opportunities	At this stage you will want to plan "launch" activities, but also other events that will warm up your audience for what's to come. Evangelism will be dominant at this stage.	With early success you can now focus on scaling adoption of your offering. You'll want to create the perception you are "everywhere" by dominating the buzz at industry shows.	As an authority in the space it's likely you can draw audiences to your own hosted events, but you don't want to disappear from important industry shows. Be sure to shake things up every so often by sharing a surprising research insight, or approach a show in a new way.
Content How many of these can you leverage? Remember you can repurpose a single piece of content into many different formats.	In this stage your content is going to be very awareness focused. ☐ Manifesto ☐ Full length book ☐ Explainer video ☐ Animation/ Animated Gif/ Cartoon identifying pain you solve ☐ Keynote presentation ☐ Datasheets ☐ Whitepaper ☐ Recorded demo (need based)	Having evangelized the need for your offering, you are now helping early adopters compare your offering to alternatives, and ensuring they feel confident the choice to select you is a low risk option. ☐ Case study ☐ Whitepaper ☐ eBooks ☐ Video testimonial ☐ Magazines ☐ Research paper ☐ Infographic ☐ Keynote presentation ☐ Datasheets ☐ Whitepaper ☐ Buying guide ☐ Vendor comparison checklists ☐ Recorded demos (Risk based)	At this stage you have established your value. Content shifts towards making sure your audience is using it most effectively. ☐ Benchmark study ☐ How to Guides ☐ Best practices checklists ☐ Industry forecast ☐ Analyst reports ☐ Case study compilations ☐ Keynote presentation ☐ Newsletters ☐ Datasheets ☐ Whitepaper ☐ Business case builder ☐ ROI calculator ☐ Recorded demos (Function based)

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Industry Levers Buyers are operating in a context far larger than our business. Understanding what things are happening in the broader context of the industry will make our marketing efforts more effective because we can leverage these events for messaging and also to time campaign activities.	What's happening around your buyers that will impact your buyers? The items below may impact the timing of your campaign tactics and announcements. ☐ Regulatory changes ☐ Elections ☐ Litigation ☐ Industry consolidation/acquisition ☐ Competitor news and events ☐ Major grants/funding announcements ☐ Technology shifts (i.e. Cloud, mobile, VR/AR) ☐ Changes to the economy		
Word of Mouth Jay Baer calls them "Talk Triggers". This is not your product message, but rather something unique about how you tell your story that makes it easy for others to spread the word.	Word of mouth here is focused on raising the profile of your evangelist. It's early in the game and so few people are going to be talking about your product. But they may talk about your ideas.	Word of mouth triggers are most important at this stage because you have established value, but few people will have a hands on understanding of your solution. The more people talk about it, the less risky the solution will feel to buyers.	Here word of mouth transitions to focus more on referral activities, leveraging your satisfied customers to introduce you to their peers.
The Unexpected What is something you've never tried before that you can experiment with in this campaign?	Maybe it's a mobile application, or augmented reality business cards or video mailers. Take some time to get outside your comfort zone and come up with a crazy idea or two. Even if you don't execute that exact idea, it's likely to enhance your other campaign tactics.		
Social Techniques ☐ Brand posts ☐ Employee advocacy ☐ Twitter chats ☐ Promoted posts ☐ LinkedIn groups ☐ Hashtags (ie.event or trending topics)	Building your evangelist's profile is critical at Stage 0. Emphasis will be on supporting their general profile and helping them build a following.	Now you'll be able to start telling customer stories. Make your early adopter customers heros, and help them elevate their profile in the industry.	As a leader you're not only keeping the brand relevant, but now you also have to address customer service inquiries. At this stage you're likely to have a handful of established evangelists in the company that can help carry this workload.

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Channel Mix As marketers we have many tactics at our disposal. □ Paid ads/PPC □ Content syndication □ eMail nurture □ Teleprospecting cadence □ In person events □ Virtual events □ Speaking opportunities □ Direct mail □ SEO (organic) - Blogs/Website □ Twitter, LinkedIn □ YouTube channel □ Facebook/Instagram □ Referral incentives □ Start a podcast □ Partner content exchanges □ Print advertising □ SMS (event driven) □ Mobile application □ Chat	During the early evangelism phase your emphasis is going to be placed on awareness driving activities. As such your budget mix will be evangelism heavy. It's unlikely people will be searching for your solution in the early days so SEO efforts around proxy keywords they are seeking will be critical. Hosted podcasts are a great way to engage with potential buyers & spread the word before individuals are ready to talk about your solution.	While you have some proof points, awareness will still be relatively low at this point. You should continue to invest in growing market understanding of your solution via paid channels.	Earned media will increase as you cement your industry leadership. As such, your effort will shift towards building brand experiences rather than simply raising general awareness. Here you'll increase hosting your own events and benefit from referral marketing.
Measurement	□ Awareness □ Demonstrations/Mtg. completed	□ Number of new customers □ Testimonials □ Feature adoption rates	□ Lifetime customer value □ Customer satisfaction scores □ Renewal rates □ Case studies

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