

MHBA HOUSING FORUM WEBINAR SERIES

Smarketing



**Manitoba Home
Builders' Association**

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PHBI

November 2020

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SALES + MARKETING =

SMARKETING.



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AVALON MASTER BUILDER



Date _____
Community _____
New Holds _____
Firmed Sales _____ Lots Sales _____

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
New Traffic							
Be Backs							
Condo Living							
Website							
Radio							
Online Ad							
Signage							
Realtor							
Referral							
Direct Mail							
Condo Guide							
Other							

Offer Written		Firmed	Cancelled
Address	Name	Visit #	



Never before...

Has marketing been so effective, been able to pinpoint prospects.
And in turn the most cost effective ever.

And this effectiveness is possible through the use of Inbound
Marketing.

What is Smarketing? Defined.

Smarketing is the alignment between your sales and marketing teams created through frequent and direct communication between the two. Most importantly, together these two teams create mutually agreed upon goals that are measurable.

Results should be regularly revisited to measure success, identify opportunities for improvement on both teams.



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So why Smart Marketing? Why Now?

As companies continue to increase the percentage of leads that originate from inbound marketing, effective alignment of sales and marketing becomes a critical area of organizational design. If the two departments are managed as separate silos, the system fails.

For companies to achieve growth and become leaders in their industries, it is critical that these two groups be properly integrated.



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INBOUND VS OUTBOUND

<i>the marketer educates</i>		<i>the marketer simply sells</i>	
<i>the marketer interacts with the audience</i>		<i>the marketer rarely interacts with the audience</i>	
<i>the most valuable content wins</i>		<i>the biggest budget wins</i>	
<i>the marketer gets permission from the customer</i>		<i>the marketer interrupts the customer</i>	

Companies with strong marketing & sales alignment get

20%

annual revenue growth.

Source: [https://www.marketo.com/marketing-and-sales-alignment/#:~:text=When%20sales%20and%20marketing%20align%2C%20your%20company%20optimizes%20their%20marketing,revenue%20growth%20\(Aberdeen%20Group\).](https://www.marketo.com/marketing-and-sales-alignment/#:~:text=When%20sales%20and%20marketing%20align%2C%20your%20company%20optimizes%20their%20marketing,revenue%20growth%20(Aberdeen%20Group).)



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Inbound Marketing Definition

Inbound marketing attracts customers by creating valuable content and experiences tailored to them - Persona Driven Content.

*Persona driven content means ditching the **content** you want to create, and producing what your buyers want to read.*

While outbound marketing interrupts your audience with content they don't always want, inbound marketing forms connections they are looking for and solves problems they already have.

But we have an important brand message....

Adapting a Persona Driven Content strategy does not mean abandoning you brand message!

Brand Development has also never been more important! **BRANDS PROVIDE PEACE OF MIND. BRANDS CREATE DIFFERENCE. BRANDS ADD VALUE. BRANDS GIVE CONSUMERS A REASON TO SHARE.**

Persons Driven Content should be used to enhance your brand. Tell your brand's story. In fact, Inbound Marketing allows you the opportunity to strengthen your brand.



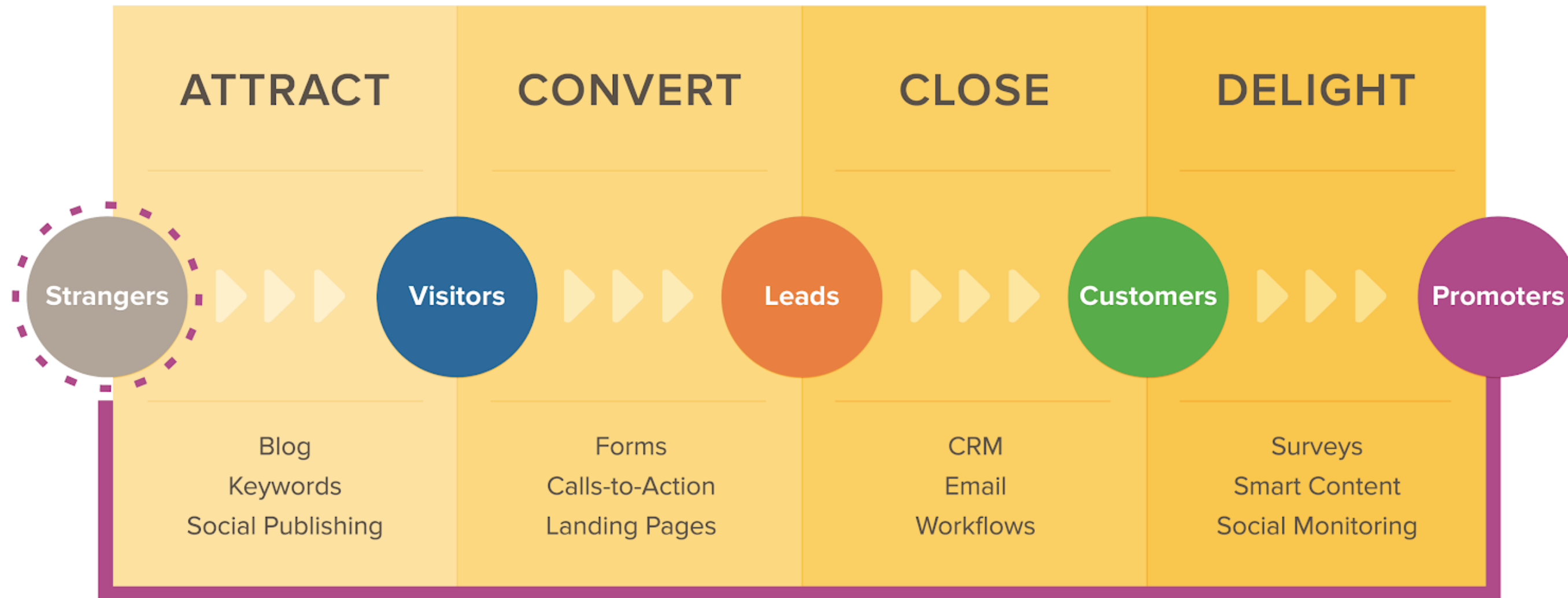
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The brand-building process can be accelerated with a comprehensive inbound marketing strategy! Three specific ways inbound marketing can help build your brand:

1. **BE UNIQUE.** Inbound marketing allows you to be loud and proud about what makes you different than your competition.
2. **BE RELEVANT, EDUCATIONAL AND HELPFUL.** A big piece of creating a brand is helping your prospects and clients have a positive buying experience. This can be accomplished by doing less selling and more helping.
3. **BE VISIBLE.** Inbound marketing will transform your marketing from 1-to-1 communication to 1-to-many. Creating and publishing relevant content will help you exponentially grow your audience.

Inbound Marketing.. the Process



by **HubSpot**

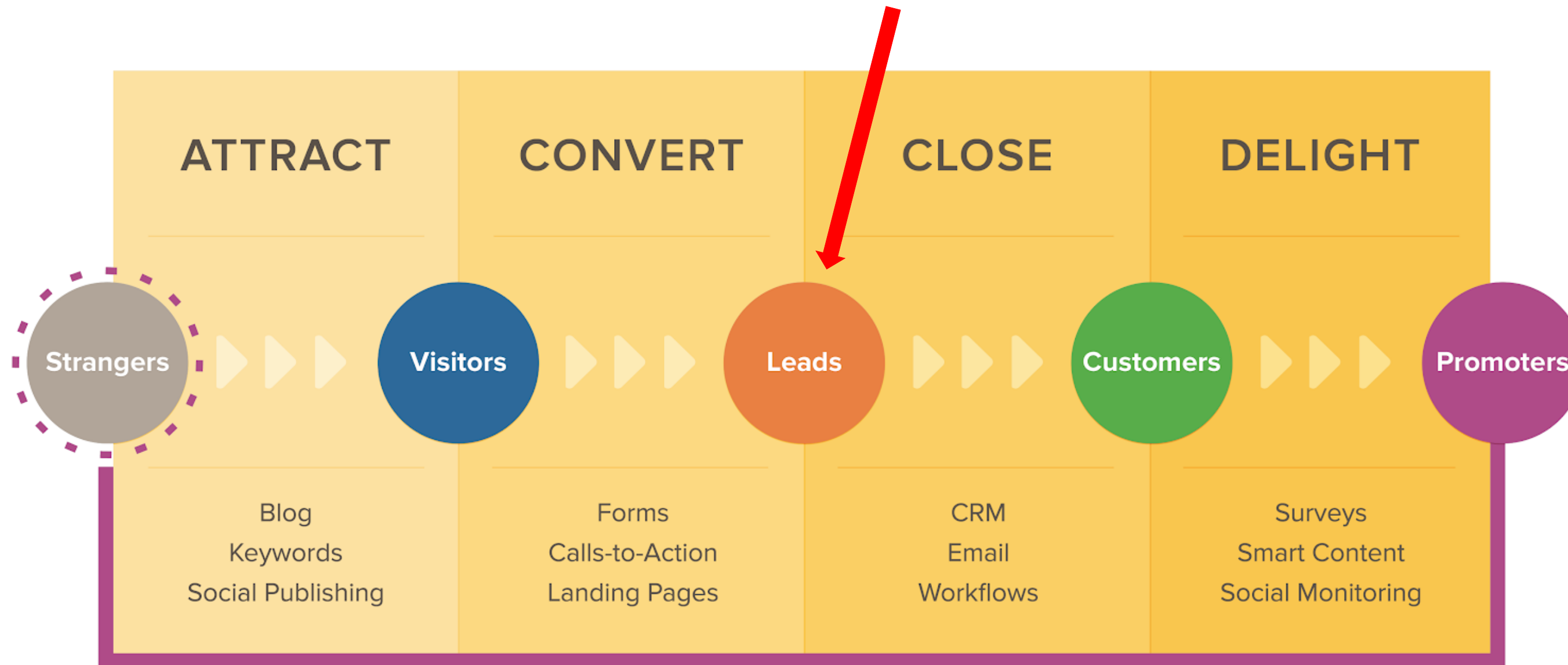


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Federated Insurance

When Sales joins the process....



by **HubSpot**



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Types of Inbound Marketing

Inbound Marketing Tools include:

- Topical blogs
- Social media campaigns (Facebook, Twitter, Pinterest)
- E-books
- Search Engine Optimized (SEO) website text
- Viral videos
- Newsletter



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Why Inbound Marketing?

Inbound marketing campaigns achieve higher ROI than outbound techniques regardless of company size, geography or budget.

The explanation is pretty simple. Inbound marketing revolves around meaningful content, and that content generates attention and can be shared easily.

Opposed to some traditional methods that largely impose marketing on people, inbound marketing leverages buying behavior in order to attract, convert, close and delight them.

Inbound Marketing – The Stats

Inbound enhances the buying journey instead of interrupting it, and these inbound marketing statistics prove it:

- 90% of searchers haven't made their minds up about a brand before starting their search
- Only 29% of people want to talk to a salesperson to learn more about a product, while 62% will consult a search engine
- 47% of buyers view at least 3 to 5 pieces of content before deciding to speak with a sales rep
- 87% of buyers give more credence to content that's shared by an industry influencer.

Source: <https://www.weidert.com/blog/14-statistics-that-make-the-case-for-inbound-marketing>



Inbound Marketing – The Stats

Not to mention the results....

- Inbound marketing generates three times more leads per dollar than traditional methods. Inbound marketing cost up to 62% less per lead than Outbound/Traditional Marketing.
- Persona-driven content generated by inbound increases the volume of Sales Qualified Leads (SQLs) by 45%
- Content marketing gets three times more leads than paid search advertising

Source: <https://www.weidert.com/blog/14-statistics-that-make-the-case-for-inbound-marketing>



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But my Marketing & Sales teams already work together....

Awesome. But let me ask you this question....

'If you asked each team what their goals were, would they be the same?'

They should be.



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Assuming makes an....

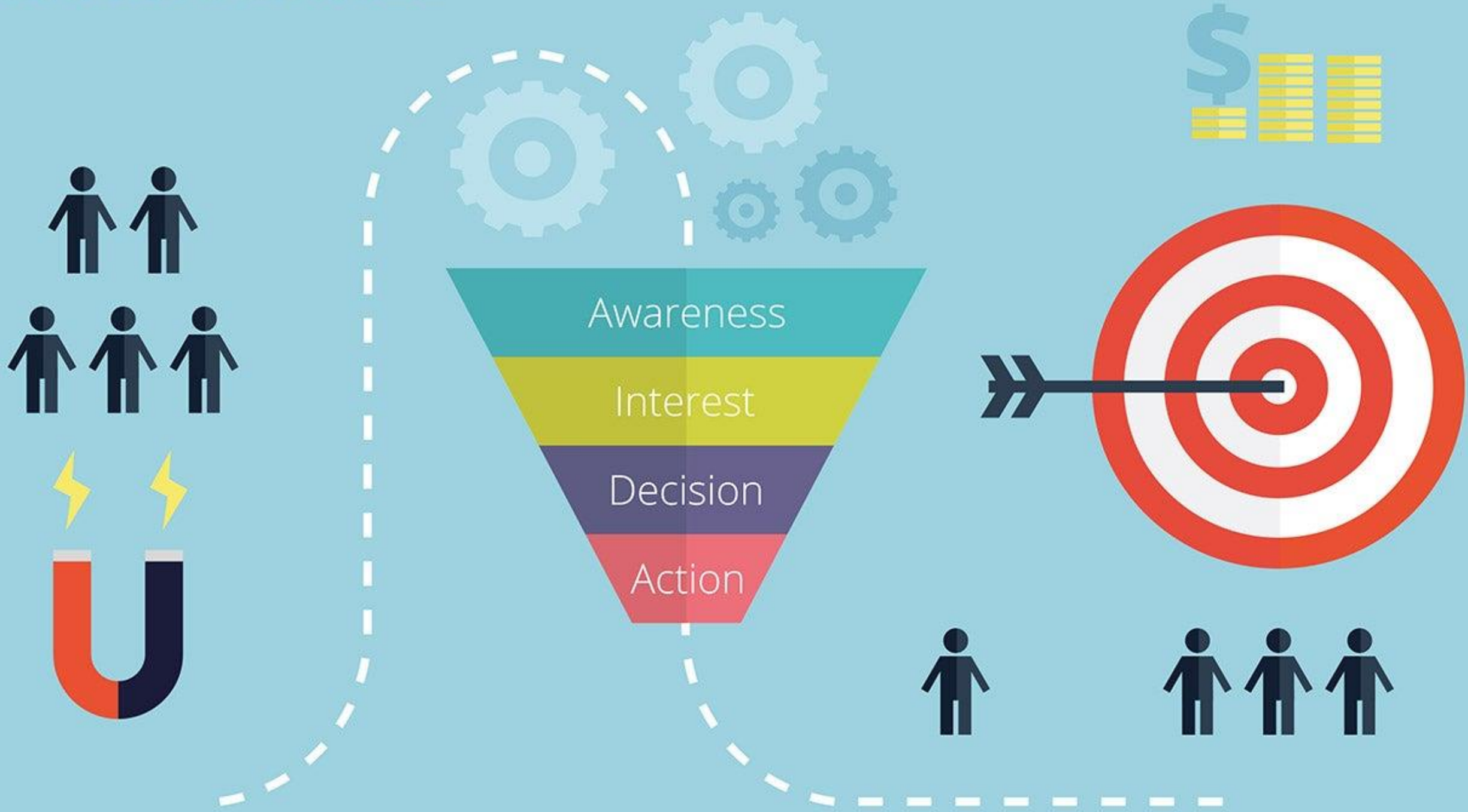
We often assume that Marketing and Sales are working towards the same goals, but are they?

What are the marketing team goals? What are they watching? Total traffic. Total clicks. Newsletter subscriptions. Key word performance.

BUT

Did these result in sales? How many sales did we need to be successful as an organization in this month? Quarter? How many prospects do we need on average to make the sales we need to meet our goal?

SALES FUNNEL



Silos are for farmers....

When goals, metrics and incentives align, teams can work together to boost performance and enhance the consumer experience along the entire funnel. But when they don't, department managers may unknowingly be working at odds.

Assuming that every part of the organization is doing all they can to feed the funnel and drive results is no longer enough. If your organization sets individuals' goals and incentives by silo, you may be hurting rather than helping performance.



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Reality Check...

87%

of the terms sales & marketing use to describe each other are negative.

Source: CORPORATE EXECUTIVE BOARD SURVEY: [HTTP://BIT.LY/WQCZ4B](http://bit.ly/WQCZ4B)



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Sales

- 'simple-minded'
- 'incompetent'
- 'lazy'



Marketing

- 'arts and crafts'
- 'irrelevant'
- 'no idea about business'

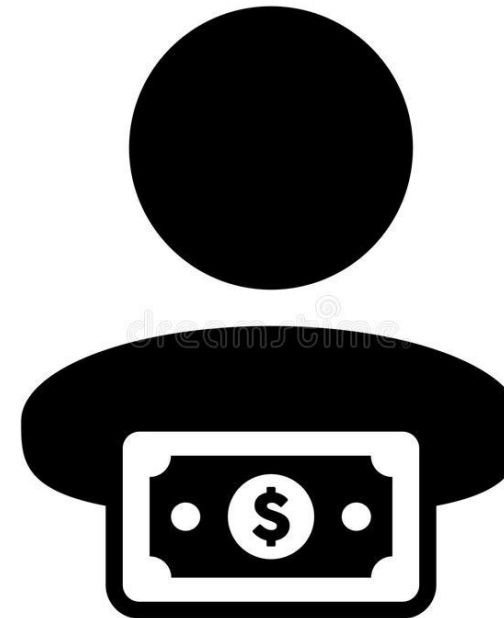


Sales



‘Marketing leads are terrible quality.’

Marketing



‘Sales doesn’t work our leads.’

Smarketing Best Practices

- Align both marketing and sales around the same organizational goals.
- Visibility of each other's department goals. And results. Real-time info allows for real-time adjustments.
- Compensation based on shared marketing and sales goals. Is everyone rewarded based on the same goals.

6 Steps to Sales & Marketing Alignment – Smarketing

1. Have sales and marketing meet frequently
2. Build multiple relationships between sales and marketing
3. Provide many types of feedback between marketing and sales
4. Agree on terminology
5. Implement a Service Level Agreement (SLA)
6. Use data to communicate



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Having Sales and Marketing Meet Frequently

Seems like a funny recommendation when the overall growing culture is to try and reduce the number of meetings.

But frequent meetings keep the lines of communication open.

- Make sure that meetings are efficient. Have an agenda.
- Make sure the right people are involved. Whole team meetings. Smaller subset meetings.
- Make sure it is scheduled, standing meetings

Build multiple relationships between sales and marketing

And not just department heads. Build strong relationships at multiple levels of the team.

This allows for problem solving, creativity to happen throughout the team...not just needing to become a major incident that department heads have to get involved in.



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Provide many types of feedback between marketing and sales

The goal is to make everyone feel empowered to give feedback. And that the feedback is actually used to make decisions and improve things.

The teams might not always agree on the decisions that are made, but at least everyone has been heard.

Feedback fosters Trust

Feedback allows teams to....

1. Analyze which marketing sources are producing the most prospects. And in turn the most customers.
2. Learn which marketing campaigns/messages are working and which aren't.
3. Understand how each individual piece of content you create contributes to closing customers.
4. Provide a timeline of number of interactions a prospect took prior to taking action and becoming a customer.
5. Increase Marketing ROI and Sales Closing Rate



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Agree on Terminology

Communication requires the two parties to use the same language.
Use the same words and agreement of the meaning of each.

For example:

Leads vs Prospects

Hold vs Sale

Implement a Service Level Agreement (SLA)

An SLA defines what each team commits to accomplishing in order to support the other in reaching the overall shared goal.

Marketing to Sales

Number of quality prospects required to hit the company sales (revenue) goals.

Sales to Marketing

Commit to professional, timely follow-up of prospects generated.

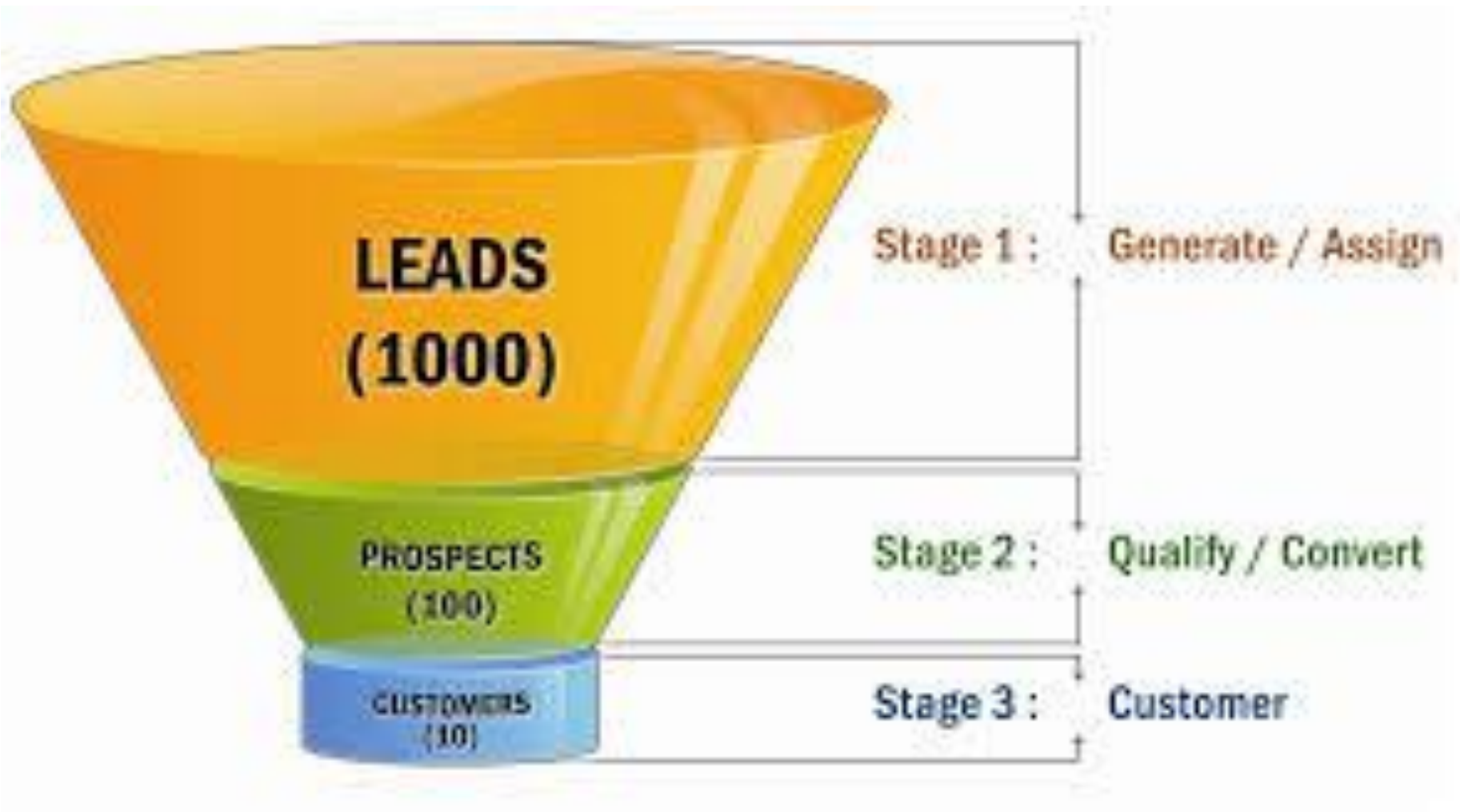
Marketing to Sales SLA

How many prospects are required to meet the goals

- Writing Ratio – How many prospects does it take to write a conditional offer?
- Closing Ratio – How many of the conditional sales firm?
- Cancellation Ratio – What percentage of conditional sales cancel?

All factor in to the number of prospects required. The entire team needs to understand these numbers and what they mean.

Marketing will need to deliver _____ prospects per month. (And remember to adjust seasonally).



Sales to Marketing SLA

How many visits does it take a prospect to decide to take 'action' and write an offer on a new home?

Sales and Marketing develop and agree on a follow up plan that Sales will follow to maximize prospects and not waste leads

Use Data to Communicate

Salespeople are not allowed to say “the prospects suck” without data showing that the conversion rate has dropped or a key demographic factor has waned recently. ***Everyone, always, all the time!***

Marketing isn't allowed to say “sales are lazy” without data to show that they are only following up on each prospect only one time.

This does not mean that informal qualitative feedback is not useful in sales and marketing. But it does mean that if there is a way to use data to verify your feelings, you should use the data.

Rely on Data and Not Emotions...

Finger pointing doesn't solve problems,
collaboration does!

Use data to figure out what's wrong and fix it.



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Fostering Smarketing Creates...

....a team that is:

1. Humble & Open-Minded
2. Driven
3. Objective-Oriented
4. Relevant & Up-To-Date
5. Resourceful
6. Sincere
7. Analytical Mindset



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Questions?



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