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Marketing Tidbits

"The best way to build a brand is to be consistent" – Gary Vaynerchuk

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B2B See, B2B Do: Why (and How) to Put Social Proof to Work



Let me ask you this: if everyone else jumped off a bridge, would you, too? You might... IF you were presented with evidence that everyone else had enjoyed some benefit from doing so.

This is the power of social proof—a phenomenon where we're motivated to mimic those we see enjoying success to share in that success. We ask friends for restaurant recommendations or who they go to when they have a specific need, and we crowdsource these opinions online all the time.

Let's explore how you can promote this discourse around your business services and use it in your marketing efforts.

Why is Social Proof So Influential?

It's no secret that we often seek out external recommendations to help us make decisions. The reason why we do so is almost laughably simple... **deep down, we want to be part of the crowd.**

We all want to be right and make the correct choice, and we instinctively trust that most people are making that choice, even if we rationally disagree with them. If there's a bandwagon to hop on, we're motivated to do so through the principle of herd mentality. Add in the support of any authority figures or experts who share their opinions, and their endorsement can sway the views of many in your favor.

Social Proof Can Take Many Shapes

There is also the fact that social proof can be presented in many forms, which helps you share it with different parts of your audience. We've already alluded to social proof's impact when in the form of expert recommendations and customer testimonials, but this is by no means the extent to which social proof can be used.

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Is Direct Mail Still an Effective Element of Modern B2B Marketing?



Let's rip off the Band-Aid and just say it:

Yes, direct mail remains valuable to a business' comprehensive marketing strategy, particularly in B2B applications. The only caveat is that it must be used strategically for this to stay true.

Let's take a few moments to review why direct mail is commonly seen as a good tactic and how you can (and should) optimize it for your organization's operational benefit.

Yes, Direct Mail Works... Here's Why

The fact of the matter is that a campaign that incorporates direct mail is quantifiably

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Why Isn't My Website Enough to Market My MSP?

Many MSPs feel that now that they have their website, the leads will start flowing in. Unfortunately, the reality is that a website is just the first step to lead generation, not the end. MSPs need to realize that marketing their business requires more than just a website; here's why.

Why Isn't My Website Pulling in Leads?

One of the biggest misconceptions regarding developing a website is that once your website is complete, the customers will start flying in. Unfortunately, the reality is not only is your website one of the over 2 billion websites on the Internet, but you are also competing (depending on your location) with dozens or hundreds of your competitors' websites to gain the attention of potential leads.

Just because your website exists is no guarantee that anyone will find it, let alone that it will generate the leads...



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In addition to these examples, social proof can be provided in the form of:

- Professional certifications
- Third-party reviews
- Earned media mentions
- Statistics
- Case studies
- Social media mentions and user-generated content
- Awards and badges
- Professional associations
- Customer brand badges
- Word-of-mouth and referrals

Any and each of these options can substantially benefit your business' reputation management, which in turn helps support your sales efforts.

The Benefits of Using Social Proof are Clear

There are numerous such benefits to consider:

Faster Conversions

By showing your prospects and clients the practical benefits of what you...



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How to Follow Up with Prospects and Clients More Effectively



It's one thing to attract new people to your business initially... it's quite another to keep their interest over

time and cultivate a professional relationship with them. As such, it is important that you look beyond pure engagement... past the sizzle, so to speak... when communicating with your audience.

You also need to consider how you should follow up on your engagement efforts to reach a sale and how to keep these new clients engaged with your services and interacting with you long afterward. Let's discuss a few strategies you may consider in your attempts to do just that.

learn more or downloading resources from your website. This is a good thing—it shows you that your marketing efforts are successful.

However, you must follow up with those you interact with to maintain this success. Send an additional email to push your desired outcome, give them a call, and prompt them to continue the conversation. Otherwise, interest in Widget X is apt to wane as your prospects go unanswered. As a result, you must follow up with these prospects to encourage them to communicate with you further and progress down your marketing funnel.

Let's review a few ways to optimize your efforts in doing so.

How to Unite Sales and Marketing Through Effective Follow-Up Strategies

First and foremost, it is essential that you properly time any form of follow-up you utilize. A business intelligence tool can help you use your collected data to determine when your...



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What Can Be Considered Follow-Up in Sales?

Let's say you sell Widget X, a new technology intended to solve a problem most businesses struggle with in their day-to-day operations. You've done a good job spreading the word so far, with many prospects reaching out to

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more effective than one that doesn't. Let's examine some stats:

- Direct mail has a lower cost per acquisition than other marketing efforts. Compared to email marketing, each acquisition costs \$19 on average, while email costs \$33.
- Direct mail has open rates between 80 and 90%, compared to email's 30%.
- Direct mail also garners about 37% more responses than email, up to 50% when personalized to the recipient.
- Direct mail is simpler for your audience to process, boosting recall, while helping 57% of people feel more valued as a customer.
- Direct mail can also generate significant returns on your investment, with a peak of 112%, outperforming many other initiatives.
- Direct mail can be used in tandem with other efforts to boost various marketing metrics, generating 40% conversion rates, 68% more website visits, and 60% higher ROI.

Granted, these benefits come at the cost of a little more work, investment, and other tradeoffs must also be considered. For instance, these efforts will take a bit longer, and those concerned with environmental

sustainability may be worried about the waste that direct mail will generate.

If you elect to use direct mail, however, there are a few tips we can confidently recommend.

How to Make the Most of Direct Mail

Here are some key features that will help make a direct mail campaign as successful as it can be:

Abide by the KISS Rule

From the content of your marketing to the actual formatting of each deliverable, design it all to be clear and direct your audience to the outcome you want. A mailer should identify your business and its brand, not confuse the recipient with its messaging. Stick to your established brand and tone of voice and leave the breadcrumbs you want your target to follow.

Personalize Your Message

As is the case with any marketing you do, it is important to identify your target audience's pain points and address them directly, empathizing with their experience and the challenges that would encourage them to reach out to you in the first place. Even something as simple as inserting a contact's name as compared to a generic greeting can significantly boost your success metrics.

Have All Your Efforts Work Together

The beauty of modern marketing is that your digital efforts and your traditional efforts now have the means to play nicely together. Don't just use your mail to promote brand awareness, incorporate QR codes or shortened URLs to drive your targets back to your website to learn more and actively engage with your brand.

Track Your Results and Revise Your Efforts

Collect and review your data analytics to evaluate how successful your marketing efforts have been, and use those insights to craft better and more effective messages. A/B testing, or the process of running two similar efforts concurrently to see which performs better, is another valuable means of pointing your marketing in the right direction.

Take the Next Step

If you're interested in exploring the benefits of direct mail for your business, we encourage you to contact us today. We would be happy to discuss your needs and develop a customized plan to help you achieve your marketing goals.



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