

# CORPORATE VERSUS FIELD MARKETING



Gone are the days of 'spray and pray' multi-million dollar marketing campaigns. Marketing will only work in the future if it's personalised... here are the steps we think all marketers should follow.

## 01. MAKE IT PERSONAL, RELEVANT AND DYNAMIC

Everyone knows that personalised marketing gets better results - but did you realise how much better it is? It's impressive stuff - so ditch the corporate content and get localising, segmenting and personalising your campaigns:



CLICK-THROUGH RATES IMPROVE BY **14%** AND CONVERSIONS GO UP BY **10%**



**66%** OF BUYERS SAY THAT 'CONSISTENT AND RELEVANT COMMUNICATION' IS A KEY INFLUENCE IN CHOOSING A PROVIDER



NURTURING LEADS WITH PERSONALISED CONTENT CUTS THE LENGTH OF THE SALES CYCLE BY **23%**



## 02. TEST, TRACK AND IMPROVE

By using marketing automation to manage your personalised email campaigns, it is easy to see what's working and what's not. So, continually improve your content and get those response rates higher:

Always use A/B testing on campaigns to see which subjects get more opens and clicks



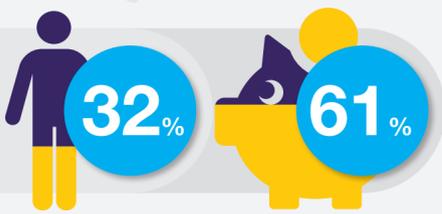
According to [MarketingSherpa](#) you need to test many different variables: target audience, landing page and email subject line



Take personalisation further than just using a contact's name – personalise the content with location, past purchases and other interests.



## 03. GET BETTER RESULTS



### MORE LEADS

After just 3 months, marketers using automation solutions to deliver inbound marketing content generates 32% more leads, costing 61% less than outbound marketing leads

### BETTER QUALIFIED LEADS

Marketing teams that use automated lead scoring and nurturing programmes prove that up to 40% of the sales pipeline comes from leads generated by their campaigns



### MORE CONVERSIONS

B2B companies that blog generate 67% more leads per month than those who do not: blog articles positively influence purchase decisions

## TO DO LIST.

If you want to keep up in marketing, you need to:

### GET TARGETED:

Segment your email lead nurturing, blogs and landing pages by role and location

### STOP GUESSING:

The right software helps you measure your success, taking the guesswork out of marketing

### FOLLOW UP:

Communicate constantly with your sales team to ensure they understand your strategy and are following up on your leads effectively.

Read our eGuide **'Build a lean mean sales and marketing organisation'** for more tips that can get the campaign results you want!

[DOWNLOAD NOW!](#)

