



PROFESSIONAL SERVICES MARKETING

MESSINESS

“WE NEED A NEW MARKETING LEADER.”

Firm leaders want fast and measurable results from their marketing team. All too often, they feel they don't have the “right” person in charge — either too strategic or too tactical. Which is right for you? And will it change the return on your marketing investment?



vs



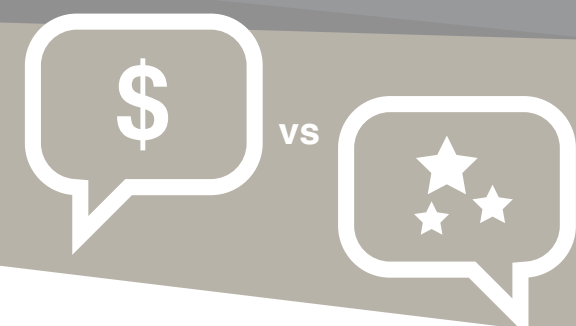
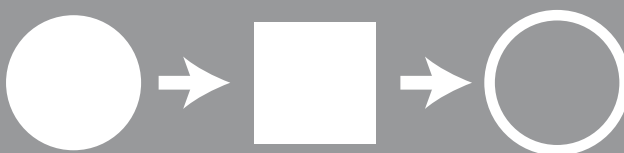
“TOO MANY PEOPLE... OR NOT THE RIGHT PEOPLE?”



Marketing is among the first to be cut when looking at the numbers. But deciding when and where to make changes is sometimes not about the size of your team, but the skills of each member. Does your team have the right skills to achieve your objectives?

“BRAND. REBRAND. RE-REBRAND.”

Brand is more than a logo or color. It's about strategy, culture, and message. Rebranding efforts consume partner time, leadership team time, marketing time, and precious marketing dollars. Is the “brand” keeping you from achieving your goals?



vs

“WHO’S IN CHARGE?”

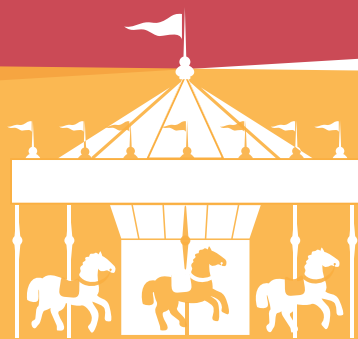
Although sales and marketing agree on the objective — lead generation and revenue — they approach the market differently. A well-defined strategy and clearly defined roles are critical for your success.

“LISTEN TO ME.”

Often, individual lines of business with the largest revenue command the biggest percent of the marketing budget. Rarely can a marketing team meet every “top priority” objective — and do it well. Are you paying attention to the part of the business that needs you most?



“NO, LISTEN TO ME”



“OUR CRM SUCKS. GET A NEW ONE.”

CRM systems are only as good at the data input, and average failure rates range from 50-70%. Understanding your CRM goals *first* and implementing policies around use will help you get good data in and even better data out. How well are you using your current CRM?

“OUR COMPETITOR IS THERE. WHY AREN’T WE?”

Too often organizations confuse activity with results. There will always be a fad that promises immediate results, but long-term relationships are not instant and “viral” doesn't mean loyal. Your long-term strategy will determine what's right for you. Only then can you achieve ROI from your resource commitment.



“CENTRALIZED OR DECENTRALIZED?”

Internal challenges often lead to conflicting marketing messages. There are pros and cons to handling marketing in a central location versus the local level. Weighing those against your marketing plan will help you organize your efforts to work efficiently.

Sound familiar?

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