

# Tambini Marketing

RESULTS  
FOCUSED  
MARKETING

**How to:**  
Develop a Digital Marketing Strategy  
That Gets Results

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CIM

“Tactics without strategy  
is the noise before  
defeat”

- Sun Tzu

Being  
“on digital” is no  
longer enough.

# SOSTAC

a model for your marketing plan



# The 5 S's

## Setting digital marketing objectives



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## The 5S's – setting digital marketing objectives

### 1. Sell – Grow sales

**B2C** - Increase online sales by 20% within 12 months

**B2B** – Increase website sales leads by 30% within 12 months

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## The 5S's – setting digital marketing objectives

**2. Speak** - Get closer to your customers through participation and dialogue

**B2C:** Produce quarterly customer magazine launching Summer 2020

**B2B:** Develop content marketing plan answering customer problems throughout purchasing cycle - launching Summer 2020

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## The 5S's – setting digital marketing objectives

### 3. Serve - Save costs

**B2C:** Achieve 4 hour response time to social media enquiries within 4 months

Or Increase “dwell time” or “site stickiness” by 10%

**B2B:** Introduce quarterly customer feedback programme across all accounts within 6 months



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## The 5S's – setting digital marketing objectives

### 4. Save - Save costs

**B2C:** Save 30% on printed catalogue costs through providing digital download option to all customers within 6 months

**B2B:** Move manual processes to digitally triggered actions in CRM system, achieving a 20% time saving for customer account department within 6 months

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## The 5S's – setting digital marketing objectives

### 5. Sizzle - Build your brand online

**B2C:** Create a mobile app with an “outfit builder” functionality with 10% customer uptake within 18months

**B2B:** Launch online cost savings calculator tool within 6 months



Let's talk about  
content marketing

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70% of the buyer journey  
is completed before the  
buyer talks to sales

# Content Mapped to the Buyer's Journey



## Helpful Insight:

- eBooks
- Whitepapers
- 3rd Party Research
- Blog Posts
- Webinars



## Challenging Insight

- Thought Leadership Materials
- Industry Trend Analyses
- Case Studies
- Assessment Tools



## Product Information

- Integration Guides
- ROI Calculator
- Data Sheets
- Solution Briefs
- Product Brochures

Content without strategy is  
just stuff.  
And the world has enough  
stuff.

- Arjun Basu

Good content marketing makes the  
company look good.  
Great content marketing makes the  
customer feel smart.

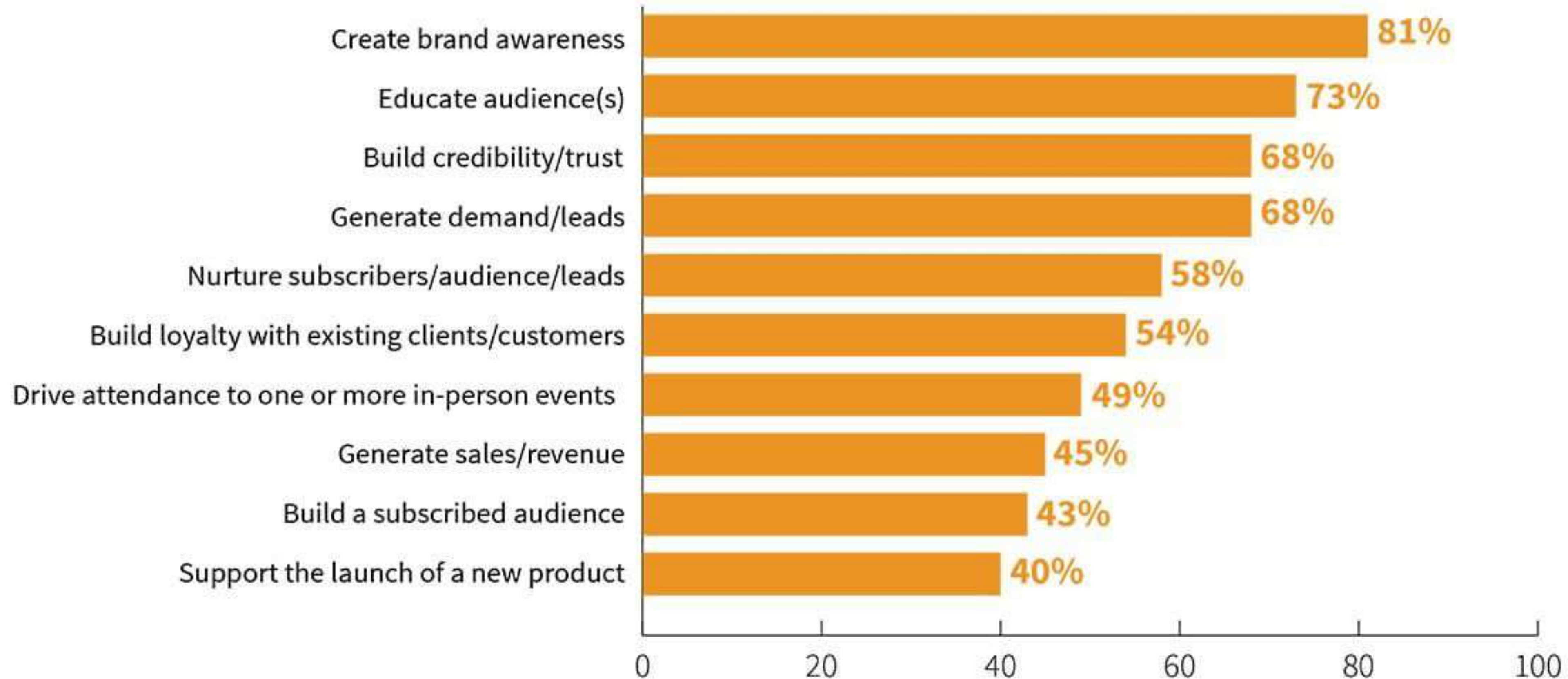
- Joe Chernov

Content marketing is like a first date.  
If you only talk about yourself, there  
won't be a second one.

- David Beebe



## Goals B2B Marketers Have Achieved by Using Content Marketing Successfully in Last 12 Months



Note: 4% said none of the above.

Base: B2B content marketers. Aided list; multiple responses permitted.

2019 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs

# Selecting digital tactics

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## Selecting digital channels - Customer Insight

Where do our customers consume information?

What are the problems we can solve for them?

How do they want to be communicated with?

What content do we need to help them along their buying journey?

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## Selecting digital channels - Resources

The biggest problem can be taking on too many channels!

What can we commit to?

What does our budget allow for?

Who will manage and measure?

## Closing Remark

Amazing things happen  
when you listen to your  
customer



Thank You

Questions?

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