



3 Tactics for Growing Your Tech Firm in 2015



INTRODUCTION

As the New Year approaches, now is a great time to reflect on your business' growth over the last year and start making plans for 2015. Whether your goal is to continue on the same trajectory, scale your current efforts, or try something completely new and innovative, there are a number of marketing activities, that when implemented correctly, can become the driving force behind the future growth of your company.



“Growth is never by mere chance; it is the result of forces working together.”

*- [James Cash Penney](#),
Founder of JC Penney*

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#1: TOP-OF-THE FUNNEL MARKETING PROGRAMS

TACTIC NUMBER 1

Top-of-the-Funnel Marketing Programs

It sounds obvious that more leads = more business, but it can be easy to get bogged down in the day-to-day and forget the importance of piloting new marketing programs to fuel your sales funnel. From email marketing to search engine optimization, tech firms have a multitude of tactics at their disposal for uncovering new prospects and engaging early-stage leads.

If you have an in-house marketing team, challenge them to pilot new activities or think differently about their current ones. Whether they need to engage in professional development to build up new skills (marketing is an ever-evolving discipline), allow themselves the freedom to think outside the box, or work with outside marketing partners to augment their skills and bring fresh perspectives to the table. Give them the chance to excel.

If you don't have a team in-house, look for a marketing partner that can help you determine the best programs to pilot that align with your budget and business goals—and then help you implement and manage those activities.

What types of tactics should you consider?

- Email nurturing programs
- Search engine marketing campaigns
- Content marketing
- Events and speaking opportunities
- Automated referral & customer engagement programs
- Social media





#2: LEVERAGE TECHNOLOGY

TACTIC NUMBER 2

Leverage Technology

You can use technology to enable new activities or to streamline existing ones. As a tech firm, you're likely already using technology in virtually every department of your firm. But are you using it to its greatest potential? And are you using the right mix of technologies to support your sales targets?

For example, if your CRM, website, and email marketing platform are all being used but aren't integrated, have you calculated how much money you're spending in wasted employee time on manual efforts or band aid solutions? And are there real sales opportunities that get lost in the shuffle because the systems don't speak to one another and the data needed to make important connections doesn't get shared across siloes? Many marketing and sales technologies have built-in integration modules, and external technologies such as [Bedrock Data](#) can help you integrate your systems. Marketing and sales enablement consultancies can help you establish the right processes and think through the business processes best fit to your environment.

Every company has their 'must have' sales & marketing technology. For most, this includes a CRM and an email marketing system. Ideally, it also includes a content management system to be able to manage the website without leaning on technical resources. And for many, that covers the bulk of what you need to succeed. But there are many decisions to make when choosing a platform, and a seemingly endless (and growing) number of plugins and tools to integrate and enhance these systems. From email tracking tools like [Yesware](#) to website lead conversion technology such as [BrightInfo](#), the landscape is tremendous, and while it can be overwhelming, it is important for whomever is involved in marketing and sales within or in support of your organization to be constantly evaluating new technologies that can help advance your goals.



#3: BETTER ENABLE YOUR SALES FORCE

TACTIC NUMBER 3

Better Enable Your sales force

Because sales enablement is still a relatively newer business function, it can mean different things to different people. IDC defines it as *“getting the right information into the hands of the right sellers at the right time and place, and **in the right format**, to move a sales opportunity forward [\(source\)](#).”*

Marketing’s role in supporting sales should go beyond the basics of lead generation and well-written collateral (though those are important, of course). Marketing can help sales in a variety of ways, and organizations who are willing to invest the time and resources can yield significant value.

- Content that Converts

Marketing creates content. Customers and prospects digest it. By understanding the topics and types of content that help accelerate sales cycles or make Sales more efficient, marketing can mindfully create a content plan to fill informational or educational gaps that can help enable and shorten the sale process.

From whitepapers to product videos to ROI calculators, conversion-oriented content can come in all shapes and sizes. The two important elements for understanding what to create and in which format are first, having closed-loop feedback between Marketing & Sales, and second, keeping a close eye on the metrics to truly understand what works.



TACTIC NUMBER 3

- Customer insights

From good, old-fashioned market research and win-loss analysis to new technologies that enable rapid, digital access to market insights, marketers can help salespeople glean new insights into their target buyers that help them engage them more efficiently and productively.

When expanding into new market segments or launching new products or services, customer research is a must-have. But dedicating even a few hours a month to customer insight activity can yield surprising benefit.

- Company insights

For firms who are successfully tracking customer and prospect activity metrics online, marketing can help surface individual behaviors and organizational patterns to help make Sales more efficient. Knowing which of your prospect accounts have engaged with your firm most via web, social, and email can help a salesperson prioritize their time.

While marketing automation technology streamlines this process, using the right tools and knowledge, many marketers can surface a similar analysis with a bit more manual assembly (assuming the right information is being tracked).



CONCLUSION

Making the decision to focus your marketing efforts on growing your business is a long-term commitment, but with the right resources and expertise in place, it can prove to be a very fruitful undertaking. By leveraging and integrating the right technologies, expanding and/or optimizing your current lead generation programs, and creating processes and materials that support your sales team, your business will be on the right track to a bigger and brighter New Year.

Are you looking to grow your tech business, but you don't have the marketing support or expertise you need?

[Contact us](#) to share your business goals or current needs and learn more about Magnetude's outcome-oriented approach to marketing.

About Magnetude Consulting

Marketing for the Entrepreneurial Ecosystem

Magnetude supports client's sales and marketing efforts in a number of ways depending on your needs.

- Managing demand generation programs—email marketing, inbound marketing, and more
- Developing marketing content and sales tools to drive the sales process forward
- Conducting lead follow up, qualification, and appointment setting (particularly for clients with small or non-existent sales teams)
- Consulting clients on strategies and tactics for enhancing marketing and sales collaboration and other process optimization

Interested in getting more qualified prospects into your sales pipeline?

[Contact us today](#) for a preliminary discussion.

ABOUT MAGNETUDE

Magnetude was founded in early 2012 with a simple goal: to even the marketing playing field. We wanted to give companies with small (or non-existent) marketing and sales teams the ability to reap the same benefits as the big guys. [Learn more about our services >>](#)



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