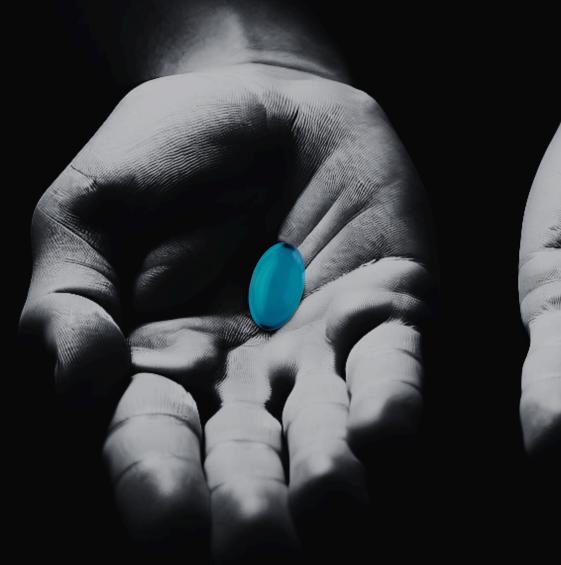
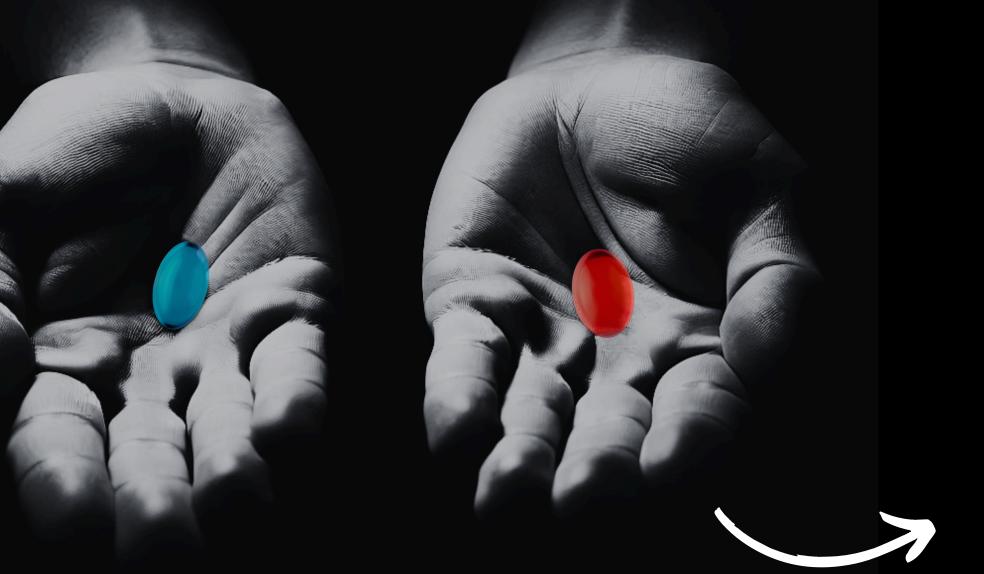
#### What Do You Believe About Marketing?

You take the blue pill and you continue to believe whatever you want to believe.

You take the red pill and I show you how real **MARKETing** can drive business success.





## Choosing the red pill means moving beyond random tactics and making things 'look pretty'...



# Real MARKETing Starts with Understanding the Market

Knowing who your **ideal customers** are, what they need, and how they make decisions

Tracking industry **trends** and **competitor activities** 

Mapping and understanding the entire customer journey



### Mapping the Customer Journey

**Awareness:** Customers discover your brand and start identifying their needs.

**Selection & Validation**: They evaluate your solution, validate its fit, and make a purchase decision.

Onboarding & Usage: They experience your product or service and its value in action.

**Advocacy:** Satisfied customers become promoters, driving new awareness and referrals.





# Real MARKETing Defines Your Unique Place in the Market

Developing a **value proposition** that resonates with your audience

Communicating what makes you different and why it matters

Helping customers see why your solution is their **best choice** 



### The average B2B buying team in North America evaluates

4.5 vendors

in a purchase decision

They already know

3.5

of those vendors on day one

It's critical to **build awareness** and develop trust to be on that shortlist

Source: 2024 B2B Buyer Experience Report. 6sense Research, 2024.



# It's About Attracting and Educating Prospects

Multi-channel campaigns and tactics to attract prospects

Tailored content that **educates** and **informs** at every stage in the customer journey

**Building trust** over time so prospects remember you when they have a need



### Empowering Sales and Customer Success Teams

Equipping sales with **insights** and **tools** like case studies, ROI calculators, and pitch decks

Supporting **customer success** with onboarding guides, playbooks, and video tutorials to foster loyalty and retention

Driving customer satisfaction and advocacy by focusing on the oftenoverlooked post-acquisition experience



### Using Insights to Continuously Improve

Tracking meaningful **metrics** tied to business objectives to guide decisions, prove ROI, and drive revenue growth

Analyzing customer behaviour to **optimize** strategies

Using **insights** to refine future marketing efforts and drive success



#### The Choice is Yours

Keep believing marketing is just tactical execution and making things 'look pretty'...

or embrace **real MARKETing** that's strategic, customer-focused, and impactful.



#### ESPAPE THE MATRIX

Ready to stop wasting time and money on disconnected efforts? Let's talk about how real MARKETing drives results.

Contact me

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