

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 often-overlooked 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.



ESCAPE 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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