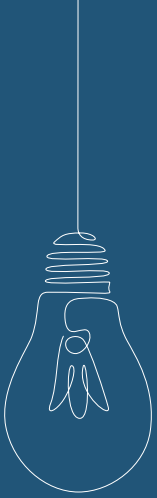


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# **10 Never-Before-Shared Secrets To Eliminate Hit-or-Miss Marketing**



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Hit-or-miss marketing refers to marketing tactics or campaigns done with no strategy or purpose. They're often done impulsively without much thought about how they fit into an overall marketing plan.

Without a strategy or purpose, you risk wasting resources on tactics that don't drive business results. To avoid hit-or-miss marketing, it's important to have a well-defined marketing strategy and to plan marketing tactics with specific goals in mind.

At the SEG, we've been teaching CEOs, business owners, marketing leaders and sales professionals how to use a system and framework to ensure all their marketing and sales execution efforts are tightly aligned with an overall go-to-market strategy.

Here are some of the secrets to eliminate hit-or-miss marketing at your company.

1. **Start Using a System:** Implement a proven system, like [The Revenue Generation System \(RGS™\)](#), to synchronize and align all your revenue-related efforts across marketing, sales and customer service. Create a scorecard, define clear goals, optimize your resources, establish your processes and install a regular revenue team meeting. By using a system with a framework and a defined set of tools, you'll bring structure and consistency to your revenue generation efforts.
2. **Build Out a More Comprehensive Strategy:** Embrace a strategy before tactics approach. Most companies jump straight into tactics without having a clear and comprehensive strategy. Instead, develop a holistic marketing strategy that goes beyond individual tactics and focuses on:
  - Creating your company's Big Story
  - Communicating what makes you remarkable
  - Defining and prioritizing your target personas
  - Using data to align investments levels and performance expectations
3. **Cycle Every 90 Days on Strategy and Every 30 Days on Execution:** Just like people, companies need regular rhythms. Consider doing a strategy review with your revenue team every 90 days. This ensures everyone is tuned into industry shifts, competitive issues and new priorities.

Then organize your work into 30-day sprints. Everyone on your revenue team agrees on what needs to get done over the next 30 days, commits to their part and sets metrics associated with revenue-related performance. This iterative approach allows you to stay ahead of the competition, quickly adapt to new opportunities or challenges and continuously refine your marketing efforts.



- 4. Include Weekly Optimization Efforts:** One way to eliminate hit-or-miss marketing is to get your current marketing execution to perform at a very high level. The best way to do this is to continuously optimize your campaigns, content and messaging by analyzing performance data and making improvements each week.

Look at your website pages – which ones are getting a lot of visitors but not driving many leads? Look at your email campaigns and lead-nurturing emails – what can be done to improve the open and click-through rates? Look at CTAs and forms – which ones are underperforming? Set up weekly optimization efforts, and like magic, you'll see improvements week over week and month over month.

- 5. Use Data To Make Decisions:** Marketing used to be an art, but today it's a science. No more guessing, no more assumptions and no more over-ruling by the loudest voice in the room.

Instead, base your marketing decisions on data. Even more important are the insights buried in the data and your team's ability to uncover those insights and use them to inform your action plans.

This isn't always easy. Experience with data and finding those insights is critical to making smart decisions that eliminate hit-or-miss marketing, drive business growth and improve marketing ROI.

- 6. Select the Right Tactics and Say No to the Wrong Tactics:** Hundreds of marketing tactics are available, but not every tactic is right for every company. Selecting the right tactics is critical to driving leads.

Saying no to the wrong tactics is equally critical to letting your team focus on the tactics that are producing results. Don't chase shiny objects. Stick to your strategy and what the data is showing you works.

- 7. Use a Technology Platform To Analyze and Automate:** Generating revenue is complex and has many more moving parts. Technology is a must-have. Platforms like HubSpot help you analyze and automate all aspects of revenue generation, including marketing, sales and customer service.

Technology shows you exactly what's working well, what's just working OK and what's not working at all. It helps you do more with less by automating recurring tasks and simple tasks that you can run in the background after they're set up. Now you're able to make intelligent decisions that help you build a scalable, repeatable and predictable revenue generation machine.



8. **Execute Omnichannel and Highly Personalized Campaigns:** If you really want your marketing to produce, you need to graduate to highly personalized campaigns. This means focusing on role, industry or specific challenge. *Dear Mike* isn't going to cut it anymore.

Then, to get your prospect's attention, you'll have to reach them through a variety of channels. One single email isn't going to do it. Social, email, remarketing, influencer, web, community building and more are all necessary to get your prospect to notice your messaging and your offers. Leveraging multiple channels with personalized messages several times is how you drive demand.

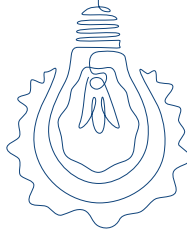
9. **Invest Based on Your Goals:** This is one of the biggest causes of hit-or-miss marketing – setting goals that are too aggressive for your budget. In short, you have lofty goals and a pedestrian budget. These have to be aligned.

If you want rocket ship growth, be prepared to fund that rocket ship accordingly. There is a direct relationship between growth and investment. If you underfund your sales and marketing effort, you'll see many more hit-or-miss marketing moves as your team scrambles to piece it all together. But if you invest accordingly to support your aggressive goals, your team can allocate resources and spend appropriately to support your efforts.

10. **Work With a Coach or Agency To Keep You on Track:** There is a reason most companies are doing hit-or-miss marketing – they don't know any other way. It's not their fault. This is always how they've done marketing.

Consider a new approach. Consider working with a coach or agency partner that has experience guiding, supporting and teaching companies how to install processes, build strategy, plan tactics, execute campaigns, leverage technology and deploy resources with business growth as the goal. This is going to fast-track your growth, and with experience on your team, you'll skip the mistakes most businesses make when they're trying to figure this out on their own.

Almost any company can eliminate hit-or-miss marketing, but it takes a concerted effort from leadership to change direction and do it differently. It takes experience to do it efficiently and effectively. And it takes a system that's proven to work in hundreds of businesses in almost every industry.



# Get the Guidance You Need To Eliminate Hit-or-Miss Marketing

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