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studio inc.

# MindSpin<sup>®</sup>

## How Good Marketing Generates Leads

It's easy to spend big on marketing. While some businesses see success with \$50,000 annually, some startups in certain industries can wisely invest \$200,000+ per year to break into a market. We're talking media spends, industry event sponsorships, content creation and all the plans to implement each of them. Your spend will be unique to your goals and challenges. However, a strategic marketing plan is essential to get a good ROI.

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So what can good marketing do for you?

# As amazing as your product is, people need to know about it.

## *Good marketing goal 1*

Create brand awareness and feed the funnel.

Good marketing generates brand awareness and directs people from various sources—such as ads, SEO and email marketing—to your website and sales funnel.

## *Good marketing goal 2*

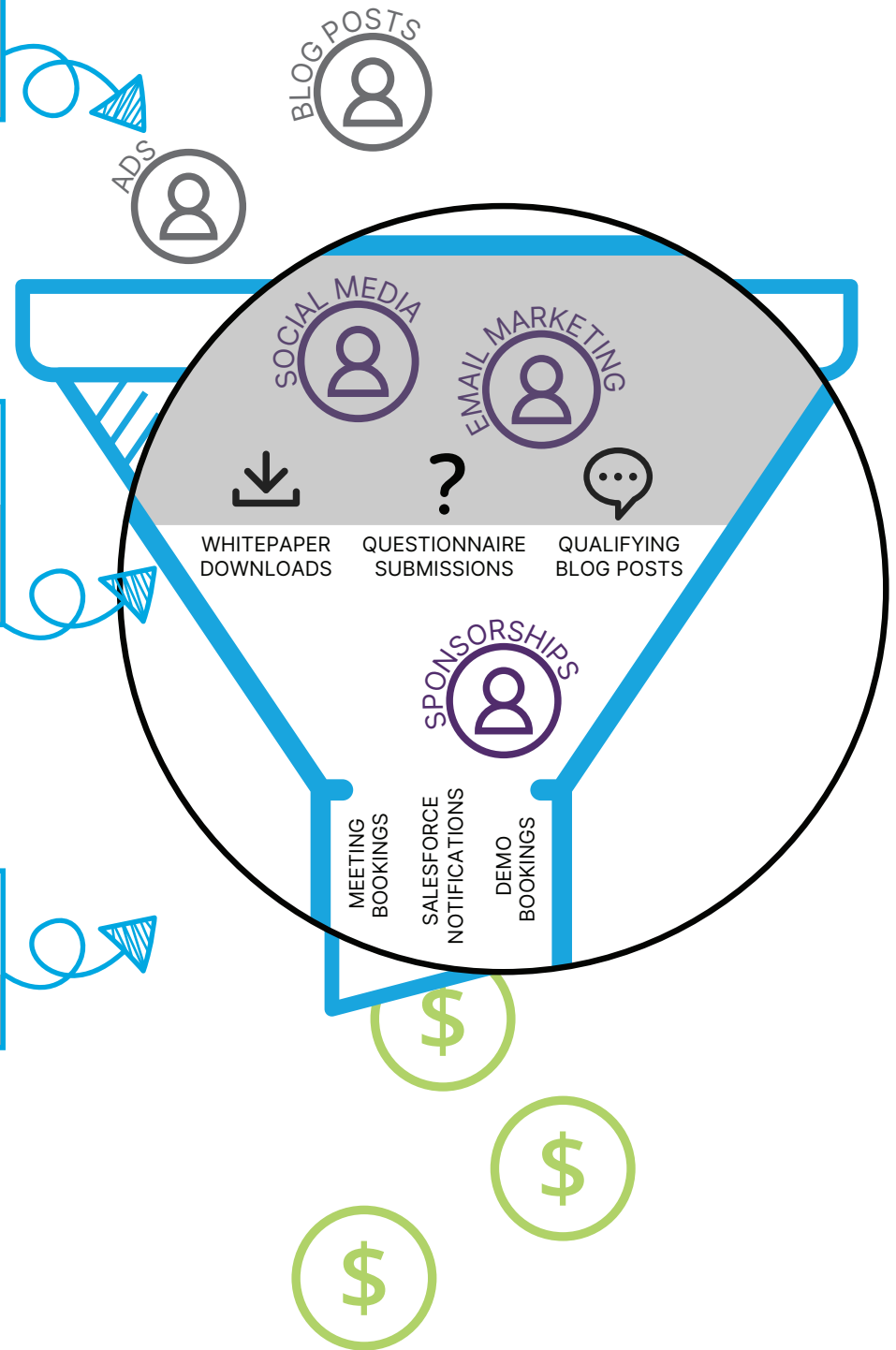
Qualify leads before they reach your sales team.

Effective marketing helps filter out unqualified leads and convert target prospects with downloads, surveys, articles and more.

## *Good marketing goal 3*

Improve sales team efficiency.

Your sales team needs to close deals efficiently. Good marketing accelerates lead opportunities with strategic sales process planning, sales literature, CRM integration, presentations and automation.



# Staying relevant ensures a continual generation of quality leads.

## *Good marketing goal 4*

Assess new challenges  
as they arise.

The growth of startups and mature brands alike can become stagnant as the competitive landscape, market needs and product offerings shift.



Build new strategies to  
accommodate those challenges.

Good marketing evolves and pivots to remain aligned with these realities. It is constant, consistent and continually builds momentum.



# It's never a "build it once and forget it" approach.

## *Good marketing goal 5*

Constantly evolve  
to get the best leads possible.

What worked in the past doesn't always work now. Good marketing focuses on strategy, tools and channels that get measurable results today. Tracking, analytics and reporting are part of this approach.

## *Good marketing goal 6*

Build confidence in investors  
and other stakeholders.

Startup ventures need to generate several rounds of funding and established brands may need to inform stakeholders on sales and marketing milestones. Good marketing demonstrates traction via executive reporting that gives investors confidence in company leadership.







## How do you know if you have good marketing?



**Your leads database  
is growing**



**Your leads are qualified and  
more likely to purchase**



**Investors, staff and customers  
have confidence in your brand**

Relying on a proactive marketing partner protects your ROI and competitive advantage over the long term. Mindspin clients experience the results of a targeted marketing plan that incorporates our proven strategies.

Talk to us today to find out what we can do for your marketing.

**MindSpin®**  
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thinking  
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