



# THE BENEFITS OF CRM POWERED MARKETING

# HOW TO TURN YOUR CRM INTO A REVENUE-GROWTH MACHINE

## 3 proven strategies for B2B sales and marketing success

Having a well-structured, usable CRM (Customer Relationship Management) database is essential for running a successful B2B business.

But a CRM is more than just a way of storing customer data - it allows you to access, understand and monetise it to your advantage.

This guide explores and explains how your sales and marketing teams can harness the power of your data and turn your CRM into a revenue-generating growth machine.

## Making the most of your data

There's limited value in just storing customer data on its own. For it to be effective, you need to collect, store and harness it in a specific way to **make it valuable but not high maintenance.**

As an example, storing the names of potential prospects who have shown interest in your business over the last year could be useful. But **wouldn't it be even better if you could know who was browsing or who was ready to buy?**

By understanding your customer data better and using it to your advantage, you can send the right people the right message at the right time, without the process being labour-intensive.

**Targeting your prospects** in this way will ensure that your ads are more informative and less interpretive, giving you a much greater chance of making a sale.

# How to leverage HubSpot CRM for experience-driven marketing



# The old ways don't work anymore

Modern digital marketing is very different now from when it first started, 20 years ago. Many factors have contributed to this change, including privacy, smart prospects, GDPR and even the evolution of data mining.

The old methods included:

- Buying data lists
- Mass email sends
- Cold calls without consent
- Spam SMS messages

Any company relying on these old marketing methods today would seem very outdated, but the reality is that many still use these practices.

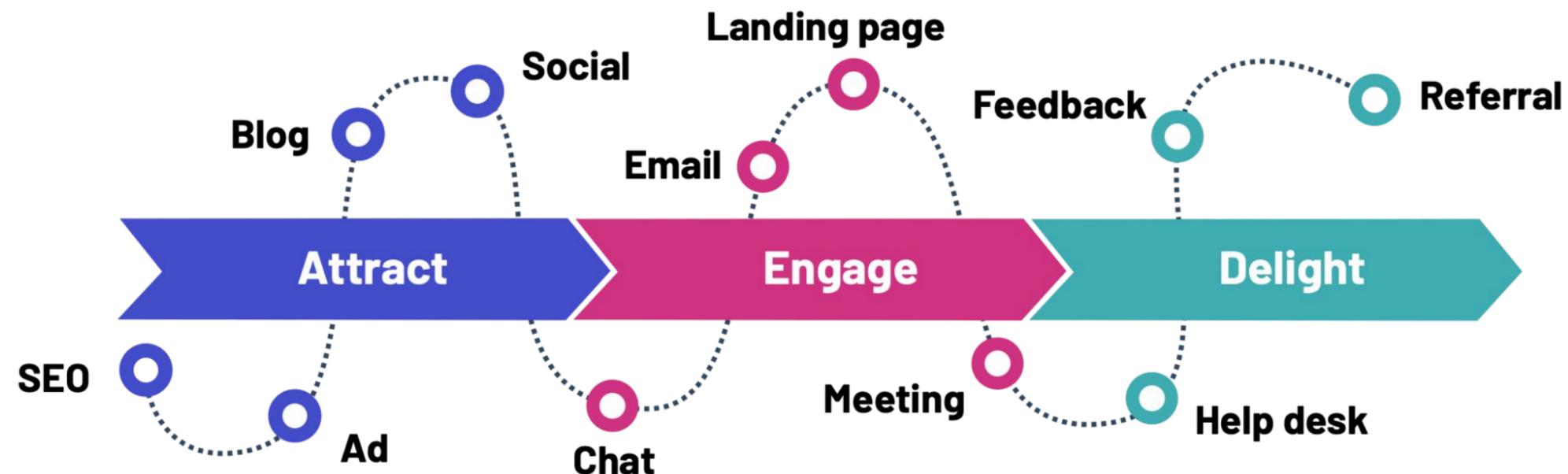


## But why?

In the excitement of wanting to send out their message, many companies forget about the mix of strategy and science that together make successful marketing. They forget about the wealth of prospect data that can offer them powerful insights into the behaviours and desires of their potential customers, which hinders their overall growth as a business.

This is where a **Customer Relationship Management (CRM)** system comes in.

A CRM can take many forms, from being as simple as a spreadsheet to a complex programme. But by using one correctly, you'll be able to generate more revenue and delight your prospects at every stage of their buying journey.



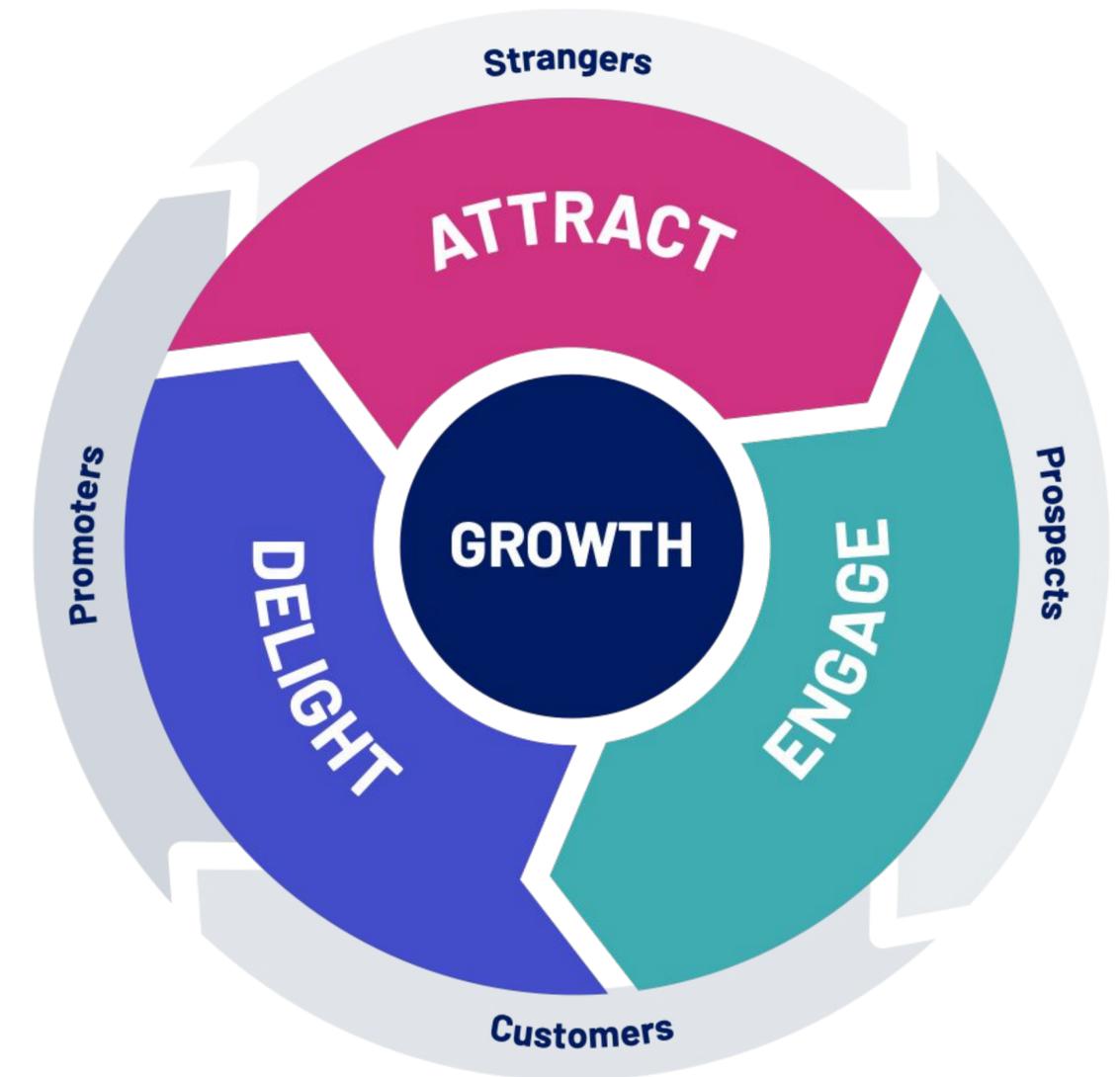
# How to leverage HubSpot CRM for experience-driven marketing

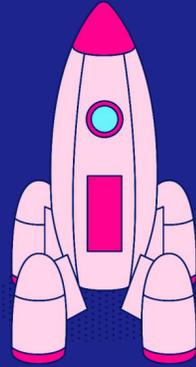
The most successful marketers are those who are hyper-focused on the customer experience. This focus on experience-driven marketing ensures that customers are put at the centre of everything - which generates the best results.

When marketers focus on customer experience, marketing feeds into sales. Sales feeds into customer success, and customer success feeds back into marketing - creating a perpetual cycle of growth.

But this is only possible when you put your prospective customers at the centre, managed by a CRM.

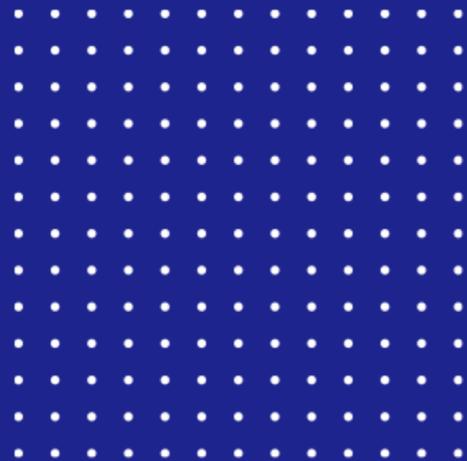
**Leveraging your CRM** to your advantage is the secret to experience-driven marketing, which in turn is the **secret to your growth**.





## DID YOU KNOW?

**Recent research showed companies that focused on customer experience grew 40% faster and increased customer lifetime value by more than 60% in comparison to those that didn't.**



If you don't have all of your tools well organised and integrated into a CRM, you'll often experience siloed data, disjointed customer experience, and no means of knowing what's working and what isn't.

This is a key aspect of the value of Hubspot's Marketing Hub. It allows marketers to **unify a customer's experience with the CRM and create personalised experiences for customers across all channels.** This gives the customer an optimal experience and helps marketers holistically measure the success of their multi-channel efforts.

# A CRM helps you personalise your marketing offers

Using a CRM for your marketing allows you to create personalised offers on every channel which is the secret to delivering great customer experiences.

In such a competitive environment, it's now harder than ever to win the attention of prospects. But the more you personalise, the higher your chances are of standing out from the crowd.

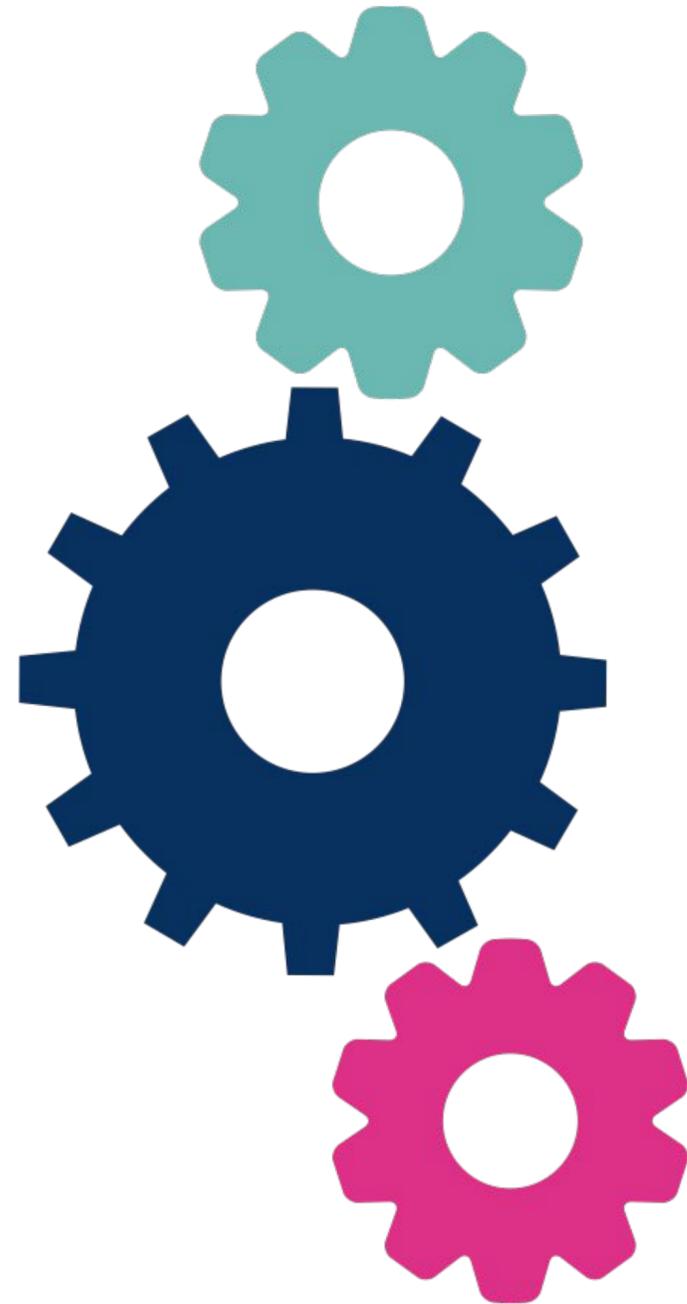
So what does real personalisation look like?

## Real personalisation is when:

The content on your site changes depending on what content your visitor has seen before.

- You showed your visitor an offer based on their interest in a related topic.
- You have different CTAs for your prospects vs your customers.
- The chatbot on your site remembers specific information about the visitor, like their sales rep.
- All of this personalisation is possible through CRM-driven marketing.





## Your CRM is Your Growth Engine

As long as you keep your CRM data clean and easy to access, you'll be able to drive more sales and delight more customers.

Once you've got it in shape, there are **3 clear paths to CRM success**:

- **Segmenting** your audience means you can narrow down exactly which groups of prospects you want to target to ensure you portray the right message.
- **Contextualising** your messaging by matching it to a specific point in your prospect's journey allows you to boost funnel conversions at every stage.
- **Personalising** your messaging means treating your prospects as real people so they trust and respect your brand. Understanding their pain points and providing helpful information and solutions to their problems when needed, shows your prospects that they matter.

# Segmentation



# Segmentation

Due to the advancement of modern technology and marketing, the average consumer can see anywhere between 5,000 and 10,000 advertisements in a single day.

Think about the last time you were browsing online and the number of irrelevant ads that you saw. Some webpages have so many annoying pop-up videos and offers that are a struggle to close - that it's easier to simply leave the webpage than battle through them.

Despite this, there is a larger threat for digital marketers than irritated prospects: a lack of interest entirely.

**When a consumer doesn't feel like the advertisement is relevant, they won't engage as it will fail to grab their attention.**

This is why a CRM is vital to modern marketing. Without a way to understand your customer, you can't give them the content that they need, when they need it. With CRM data, you can utilise customer data to your advantage to sort specific groups of customers by their wants, needs, and readiness to buy, to understand how to advertise to them.



# Contextualisation



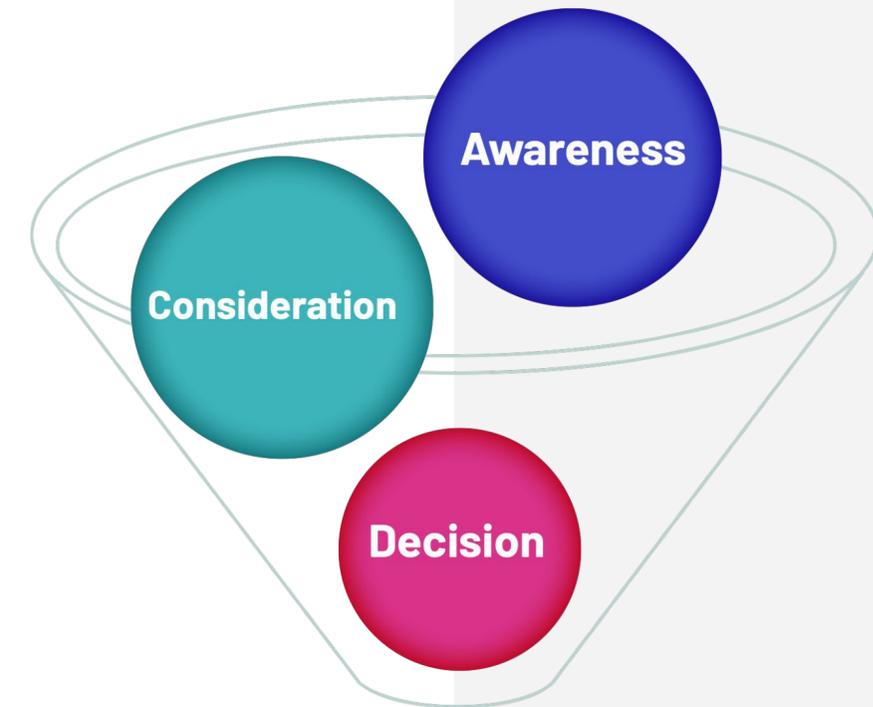
# Contextualisation

There are **three key buying stages** that every prospect goes through before making a purchase: **Awareness, Consideration and Decision**.

The length of time between each of these stages will often vary greatly depending on your product or service. A thirsty person on a hot day will decide to buy a cold drink much faster than a Project Manager browsing new software for a global SaaS business.

Despite the varying time lengths between stages, one thing remains the same throughout this journey. **Consumers need to see buyer-stage-specific content** before they can make their final decision on whether to purchase a product or service.

Often, this will start with the individual realising they have a problem - their pain point - and wanting to fix it. They will then begin to search for a solution to this problem.



# Build campaign triggers that are linked to the buyer's journey

Here are some examples of content created for buyers at each stage of the journey. To understand what content you should produce, you need to place yourself in the buyer's shoes and ask yourself what they need at each stage of the buyer's journey.

**Awareness** - a blog discussing the general problem.

**Consideration** - a guide to exploring different solutions to the problem.

**Decision** - a case study explaining why company x chose a certain solution to their problem.

By separating and labelling prospects in your CRM based on their customer journey, you can target them with the right message. However, you want to make sure that you don't bombard them with too much information too early on as this can scare them off. Instead, you want to send well-timed, useful pieces of information that slowly draw the buyer in and drive them towards the end decision.

By using a CRM to segment your audience, you can make sure prospects receive contextually relevant sales messaging to nurture them through the sales funnel and towards a purchase.



# Personalisation



# Personalisation

Effective personalisation has come far from addressing a prospect by name in an email. As technology has developed, the modern consumer has become tech-savvy and no longer falls for such simple tricks.

Modern personalisation involves sending relevant messages at the right time, using the right language, tone and subject matter. Most emails we receive are now personalised to the most basic level, so **you need to take personalisation up a level in order to stand out** and catch the buyer's attention.

You want your prospects to feel valued through the human element that advanced personalisation adds. The line between contextualising and personalisation can sometimes be a little blurred, so this is the easiest way to differentiate them:

**Segmentation** - to whom do we want to speak?

**Contextualisation** - what are we going to say?

**Personalisation** - how are we going to say it?

Contextualisation ensures you give your prospect the right amount of information at the right time, while personalisation ensures that they feel like your message is aimed directly at them when they most want to hear it.



Just be wary of going too far with personalisation and making messages too personal, as this can push a prospect away.

**They want personalised information that feels helpful and offers value when they most need it.**

# How CRM triggers can power hyper-personalised communications

Using CRM triggers is the best way to ensure you send the right emails at the right time to a potential customer.

There are a few different ways that triggers can be used:



## Page Tracking

You can use page tracking to provide your prospects with individual recommendations. This tells you which pages a person has visited so you can make recommendations to them tailored to their needs and interests.



## Deal Stages

Deal stages can be used to trigger custom bots on pages to help with sales. You can set up the bot so it appears to prospects at a specific deal stage so it can help them to answer any questions at the right time.



## Known Dates

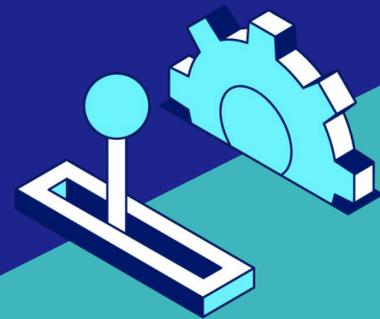
You can use known dates to trigger personal messaging, like a birthday email or remind a customer about a renewal date. These timely messages allow you to engage better with existing customers or potential prospects.



## Workflows

Workflows are useful for delaying messages until a contact has triggered them by performing an action, like visiting a web page or completing a form. This gives you the advantage of waiting until the prospect has first engaged with you before contacting them.

**Get started now**



# Turn your CRM into a Marketing Machine today

By making the most of your data and utilising your CRM to segment, contextualise and personalise your messaging, you can communicate with the right people, at the right time, in the right way.

If you apply even one of these marketing strategies, you will undoubtedly see more marketing success and ultimately drive more sales to your business in a sustainable and cost-effective way.

By using a simple but powerful and effective CRM, such as HubSpot, you can easily segment your customers, and build personalised, contextual campaigns at scale.



**Interested in learning more about using a CRM to drive more sales?**

Get in touch today for a free assessment and our strategists will show you how you can use a CRM to level up your marketing.