



# The Great 8 Pillars of ROI-Driven Marketing

**ELEVATE**  
***TMSA* CONFERENCE**

June 11-13, 2023 | Savannah

Details	Time
The Great 8 Pillars	30 minutes
Q&A from Attendees	15 minutes





### **Nadine Nocero-Tye**

As a partner at SyncShow, and co-author of *The Great 8 Pillars of ROI-Driven Marketing*, Nadine's mission is to assist our clients in achieving their growth objectives with integrated sales and marketing strategies that drive a return on investment. She is an active member of TMSA she's on the marketing strategy committee and lives in Chicago, IL with her husband and son.



### **About SyncShow**

SyncShow is a ROI-driven digital marketing agency that has been serving the Transportation and Logistics industry for 20 years. Headquartered in Cleveland, Ohio, we are an Inc. 5000 winner, named Best Places to Work by Inc. Magazine and a HubSpot Platinum Partner.



**WHAT WE CONSTANTLY HEAR FROM SALES AND MARKETING LEADERS...**

- “I’m sick and tired of wasting time and money on marketing that does not work.”
- “We’re frustrated that our efforts are not producing the desired results.”
- “I’m feeling the burnout caused by long working hours and continually reinventing the wheel.”
- “We are frustrated by continuous turnover of team members.”

**We knew there was a better way.**



# THE GREAT 8 PILLARS OF ROI-DRIVEN MARKETING

Marketing should drive the outcomes that you expect. Through working with clients toward ROI-driven marketing successfully, we've distilled ROI-Driven Marketing into The Great 8 Pillars of Success.

By focusing on these pillars holistically you can grow your sales and marketing to be an operational success and the growth center of your business.

1. Marketing Team Structure
2. Value Proposition
3. Marketing Strategy
4. Website
5. Goals, KPIs & Industry Benchmarks
6. Analytics & Reporting
7. Technology Stack
8. Templates & Guidelines

# WHO THE “GREAT 8 PILLARS” IS FOR...

- B2B executives, strategic marketers and sales leaders are looking to drive increased performance and see a measurable return from marketing.
- Business leaders that are sick and tired of wasting money on marketing that does not work and want long term results.
- Marketers and sales managers that are looking for a proven system for increasing sales.
- Team members that want to do good work that makes a difference to their business.

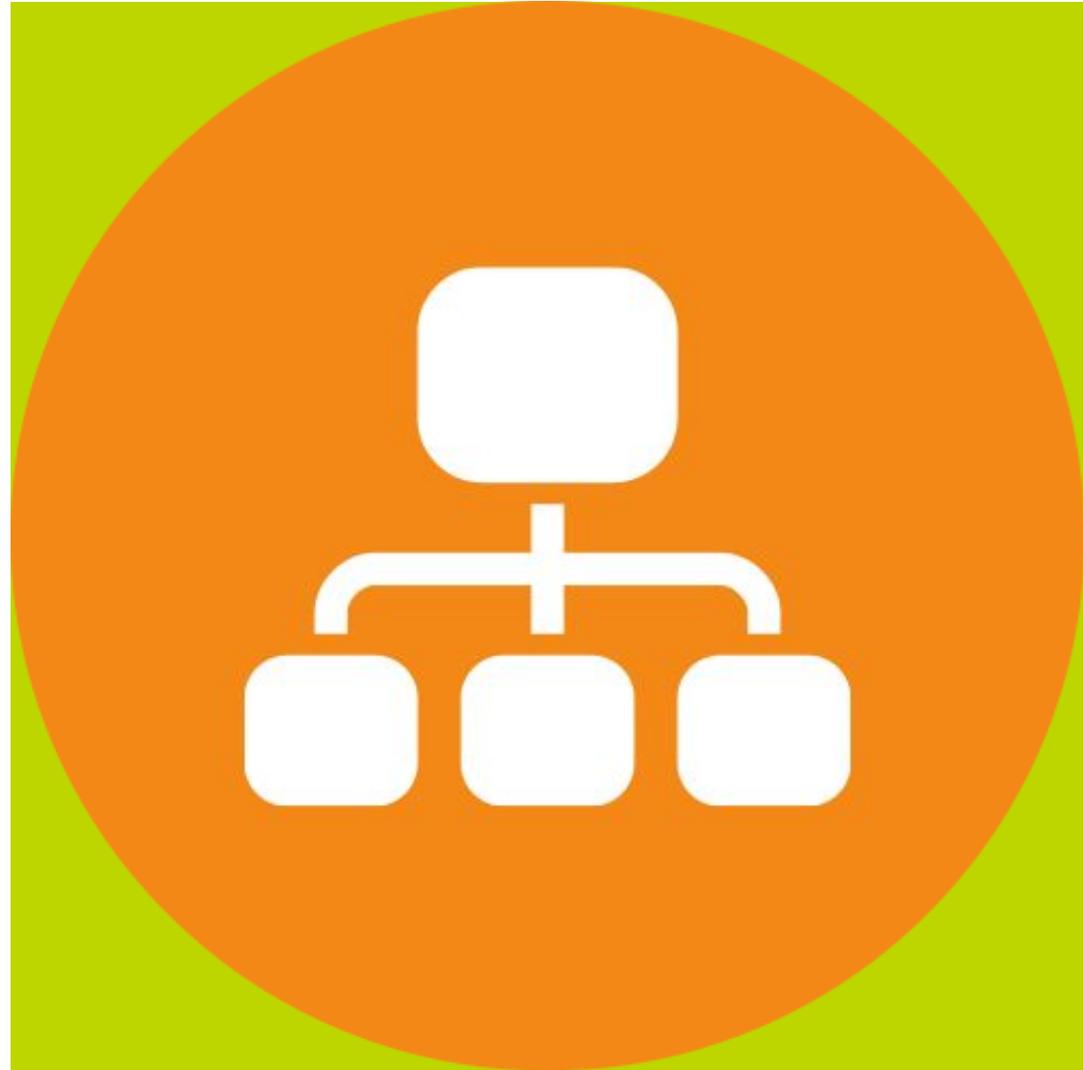
# WHAT DOES AN ROI-DRIVEN MARKETING COMPANY LOOK LIKE?

1. You attain a measurable return on investment from marketing.
2. You are no longer implementing whack-a-mole style tactical marketing.
3. You operate in a culture of clarity and transparency where everyone knows what role they're playing.
4. Marketing and sales teams are aligned.
5. You can make marketing decisions faster and more accurately.
6. You're able to forecast accurately



## PILLAR #1: MARKETING TEAM STRUCTURE

- Ensure proper roles and accountabilities are filled for proper ROI-driven marketing.

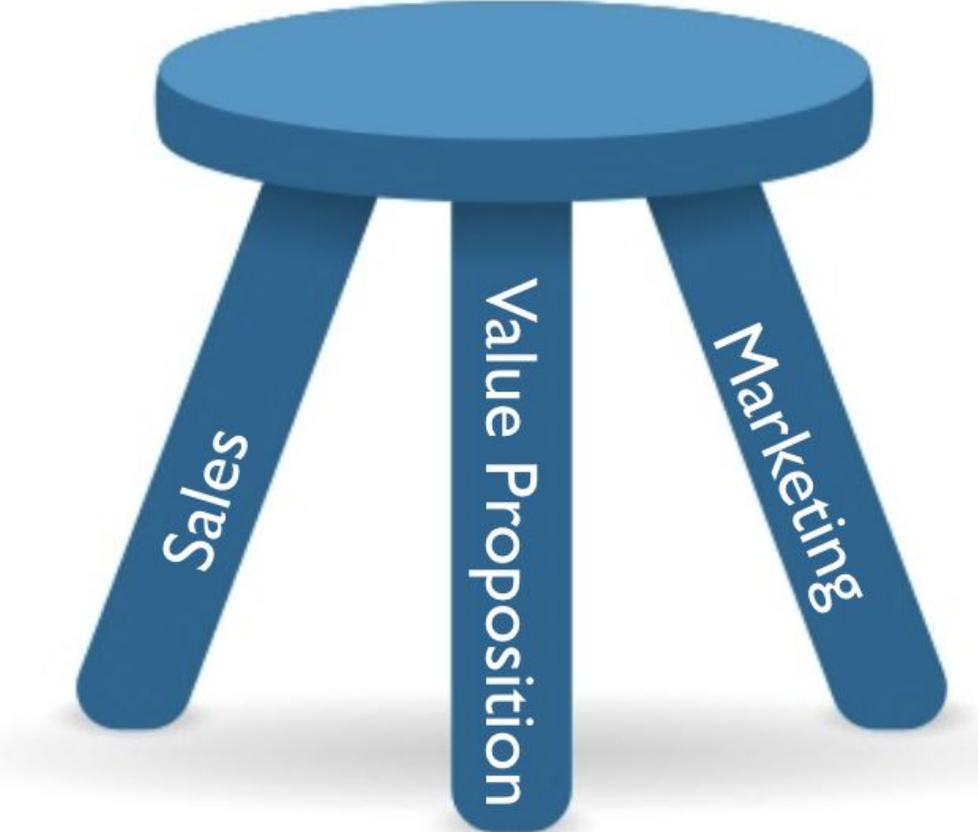


## PILLAR #2: VALUE PROPOSITION

- Your Value Proposition is the most critical element of your marketing foundation. Without a well-defined and differentiated value proposition your marketing team will have to work 5 times harder to achieve half of the success.
- Don't waste years fixing the symptoms of failed success. Look deep into your company's ethos and create a compelling message that clearly defines why your company is different and why buyers should choose you.



# PILLAR #2: VALUE PROPOSITION



## PILLAR #2: VALUE PROPOSITION

Prior to developing a value proposition, lay some groundwork for which the value proposition stands upon.

- Your Ideal Customer Profile
- Buyer Personas
- What do you really sell?
- What problems do you solve for your customers?
- What are your “three uniques”?
- How are you different from competitors?
- Are you positioned as the Hero or the Guide?

If your organization is not unique, what can you work on to be unique?



## PILLAR #3: MARKETING STRATEGY

A best-in-class digital marketing strategy should be approached as a three legged stool: multi-channel inbound marketing, outbound marketing and customer marketing.

Your marketing strategy should consist of:

- A BHAG (Big Hairy Audacious Goal)
- Target Audience / Buyers (including research)
- Goals & Key Performance Indicators (not vanity metrics)
- Attraction Strategies (Content, Social, Paid, SEO, etc.)
- Engagement Strategies (Website, Outreach, etc.)
- Conversion Strategies (Value Proposition, Automation, Sales Integration)
- Customer Growth Strategies



**IF YOU'RE NOT CREATING YOUR MARKETING  
STRATEGY BASED ON YOUR SALES GOALS,  
YOUR MARKETING WILL NEVER DRIVE ROI.**



# PILLAR #3: MARKETING STRATEGY

## Focus on Outcomes > Outputs

Oftentimes, marketing does a lot of activities to cover the most ground possible. Start small but go deep:

- Pick a division or product line
- Pick an industry
- Outline what they need to build trust to make a sale during each stage
  - Attraction
  - Engagement
  - Decision
- Build one campaign that follows this journey and market it

## PILLAR #4: YOUR WEBSITE

Turn your site into an automated tool that will attract prospects and fill your sales pipeline to the brim with potential customers.

- Is it built for attraction efforts? Meaning, is it meeting or exceeding Google's standards for ranking and performance.
- Is it engaging? Is there clear value proposition messaging? Does it offer customer-centric content to show your organization as a thought leader?
- Does it generate leads? Is there a clear path? Are there clear calls to action?
- Is the technology platform modern and secure? Does it integrate with your marketing automation and CRM software?



## PILLAR #4: YOUR WEBSITE

How to grade your website:

- Does it load quickly?
- Is it reflective of your brand?
- When you visit your homepage - is it clear what your company does and who you do it for?
- Does your website ask a user to do something specific? Is it easy for them to do it?
- Are you getting leads from your website?
- Where is your traffic coming from? Is it mostly coming from search engines like Google? The majority of your traffic should be organic visitors.
- Are you seeing growth YOY in traffic and leads?



## PILLAR #5: GOALS, KPIS & INDUSTRY BENCHMARKS

Track and set attainable goals that will have a tangible impact on your bottom line.

- Closed Customers
- Proposals
- Opportunities
- First Time Appointments

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- Sales Qualified Leads (SQLs)
- Marketing Qualified Leads (MQLs)
- Conversion Rate
- Total Leads
- Website Sessions



## PILLAR #6: ANALYTICS & REPORTING

Get the correct systems in place and get routine reports on the progress your organization is making on its marketing objectives.

- GA4 - are you ready?
- Marketing Dashboards
- Sales Dashboards



## PILLAR #7: TECHNOLOGY STACK

Use the best marketing tools and software to automate your efforts and free up your employees' time.

- **Marketing Automation:**

- HubSpot
- Marketo
- Pardot

- **Sales CRM:**

- HubSpot
- Salesforce
- Sugar CRM



## PILLAR #8: TEMPLATES AND GUIDES

Use predefined templates and guides to increase efficiency and in turn, get faster results.

- **Marketing:**

- Case Study Template
- Landing Page Template
- Blog Outline

- **Sales:**

- Common Questions - Sell Sheet
- Sales Sequences



## THANK YOU

**Nadine Nocero-Tye:**

Nadinen@syncshow.com

Direct Line: 440.462.7482

On LinkedIn @ Nadine Nocero-Tye

[www.syncshow.com](http://www.syncshow.com)

[www.linkedin.com/company/syncshow/](http://www.linkedin.com/company/syncshow/)

