

# Using Marketing Tools to Find Customers

*A Guide For Technology Companies*

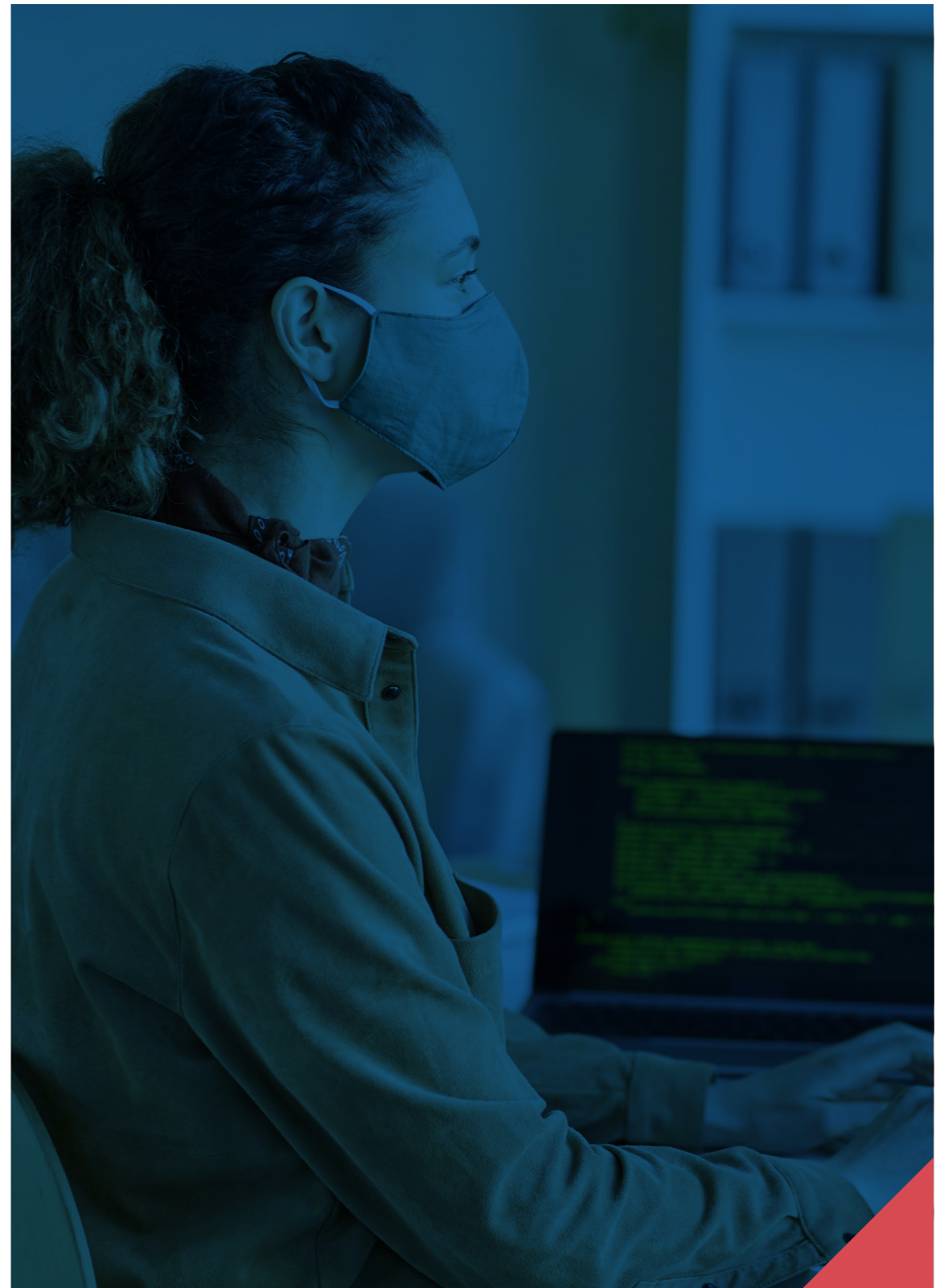


# Executive Outlook

All companies survive on revenue and only thrive if their revenue is growing, but achieving revenue growth is easier said than done. Technology companies are positioned well for growth in the current “post-pandemic” economy since physical infrastructure is less relevant than ever before as consumers move almost entirely online. With that said, a changing economic landscape and [changing consumer behavior](#) does not necessarily mean that sales will be any easier for your business, it simply means all businesses need to learn and adapt how they reach their customers.

As we watch and learn how a pandemic affects our lives in the 2020s, it is important that we don't simply continue to do the things that have “always worked” but instead keep an open mind to new solutions. The changing economic landscape may be challenging but it is also an opportunity to differentiate ourselves and find new customers. Now may even be the perfect time for your business to implement new marketing strategies and solutions for long term, sustainable growth.

In this Ebook, we will guide you through how to set up your marketing systems to find potential customers and communicate your message to them. Even if you aren't a marketer, don't worry, we'll provide you with step-by-step instructions that can at least point you and your team in the right direction.





## A Changing Economy

The previous few decades have moved fast; technology, information and the way we all communicate has changed drastically. The COVID-19 pandemic was just another factor that formed our global economy and required businesses to move online quicker than ever before. Unfortunately, many traditional brick and mortar businesses [have already gone out of business](#) due to an inability (and sometimes an unwillingness) to adapt to the changing consumer behavior.

Technology companies on the other hand have some advantages; they are inherently more technologically enabled and aware. An emphasis on technology does not make you immune to change and businesses still must adapt and continuously modernize their systems and processes to keep up. A great example of this need to modernize is the gap between large corporations using Microsoft Word while smaller businesses will typically use Google Docs. Both tools are essentially the same but for nearly a decade, Google Docs has allowed multiple users to view and edit documents simultaneously (it took Microsoft years to catch up) - functionality like that can offer tremendous advantages for early adopters.

Finding and adopting new solutions that solve modern problems is what digital marketers are best at, which is why a strong marketing system is so important. A marketing strategy that is built on a system which utilizes the latest marketing tools can be the difference between your business barely surviving or thriving.

Marketing tools and systems not only enable your business to reach more of your target audience, they can also automate many of the menial tasks that your marketing team does every day.

# The Solution

The challenge of obtaining revenue growth is solved by implementing software tools and systems. However, there is no one-size-fits-all solution. Every industry and business is different and therefore requires a custom approach. With that said, there are some fundamentals that can be applied to nearly all small-to-medium sized businesses. A marketing plan that will actually grow your revenue will need the following (this is how we break things down for our clients at Reel Axis):

## 1 A Message to Convey

If you're reading this Ebook about finding customers, you probably know why you're in business. But have you really taken the time to create your brand as well as the message you are trying to convey to your target audience? Surprisingly, many businesses struggle to clearly communicate why they are in business because they never take a step back and ask the simple question: "what problem do I solve for my customers?"

Finding a message that resonates with your audience is difficult, so it is important that you are constantly refining and adding to it to stay relevant. Content (like this Ebook) is king on the internet, so the more relevant and valuable information you can share, the more you will be rewarded. A good resource for creating a brand message (using SEO) is [this guide](#).

## 2 A Platform To Point To

Once you have your message locked in, you need a platform to announce it from. A website is likely going to be your main platform but depending on your audience or the industry you're in, you may also rely on social media and other platforms to announce your message. A practical goal across all platforms you use is to have consistency and uniformity. Think of each platform as a tool to build credibility —show them you're legit.

We recommend the following platforms for almost all clients; a website, Facebook page, LinkedIn page and Google My Business.

All of these platforms offer their own unique benefits, but a website offers many advantages that other online platforms cannot, much of which will be discussed in the next couple sections.

### 3 An Online Foundation

Now that we have our message clearly and consistently defined on multiple platforms, we can turn our focus to building an “online foundation”. This is probably the most overlooked part of an online marketing plan simply because most people don’t know how to do it. Understanding what it means to create a foundation online requires an understanding of online tools that most non-technical business owners do not have. Unfortunately, without a strong online foundation, reaching your audience is difficult because you’re not allowing the online infrastructure to help spread your message.

Lucky for you, we have compiled this list of topics to research in order to help get you started down the right path:

- Domain setup and configuration
- G-Suite (Google Search Console, Google Tag Manager, Google Analytics, etc.)
- Lead Nurture & Automation (Mailshake, Ringless Voicemail, Mailchimp, etc.)

*Note: We do this through our “Sales Momentum Program” (SMP). Get in touch with us to learn more!*

- Tracking and A/B Testing (Optimizely, HotJar, etc.)

### 4 Amplifying Your Message

With your message solidified, you can now turn your focus to getting your message out there and in front of your audience. Without learning how to amplify your message, it is very difficult to share your message with the right people (although it is not impossible). Amplifying your message can expedite your growth efforts... but it will cost you.

Unlike the preceding areas of your marketing plan; making enough noise to be heard requires some investment in advertising. Online advertising can be organized into two categories: search and social.

- Search ads are distributed through platforms like Google and Bing - these are the ads you see when you search for anything on a search engine.
- Social ads are distributed through social media platforms such as Facebook, LinkedIn, Twitter, reddit, etc. Social ads will typically show up in user feeds, according to their interests, location and other demographics.

Which platform you use will depend entirely on where your audience is likely to spend most of their time but we highly recommend to our clients that they spread their advertising efforts across multiple platforms. As of this writing; Google has nearly 6 billion (with a “b”) searches on their platform each day and Facebook has over 2.7 billion monthly users. Even if you are unsure where to find your target audience, advertising on Google and Facebook (which also includes Instagram) is a good start because there’s a good chance your audience uses both. [Here is a blog we wrote](#) with our recommendations on which online platforms a technology company should be advertising through to reach their target audience.

## 5 A System for Success

Finally, you need a system to continuously evaluate your marketing efforts and iterate in an effort to optimize. Now that we are talking about a system you can begin to understand why each preceding component was so important, especially building a foundation. A consistent message across multiple platforms plus a strong digital foundation to use your voice can now be measured and optimized with the right structure.

Digital marketers (like us!) are nerds at managing and optimizing impressions, clicks, leads, etc. So, it is important to identify which KPIs (key performance indicators) to focus on. That is not to say we need to know everything up front; anyone who has managed ads online knows that it takes a lot of testing, adjusting and testing again to optimize a campaign.



Our systematic approach looks something like this:

- ▶ Regular KPI reviews
  - What is/is not working?
  - What is causing the issue and how do we correct it?
  - A/B testing, iterating and remeasuring
  - Creative input - new solutions
- ▶ Quarterly strategy refresh
  - Refocus on the big picture
  - Pivot if/when necessary

## Challenges

Sounds easy, right?

Probably not and that is because it isn't easy; it's complicated and takes time to implement a long-term marketing strategy. The good news is that if you put in the time and effort upfront, a strong strategy with the fundamentals outlined in this Ebook will pay dividends down the road.

As you work to implement these strategies into your business, you will need an open mind and patience. It's rare for a business to get its messaging right the first time. An iterative and systematic approach like the one outlined in this Ebook will give you and your team the opportunity to continuously measure and adjust your brand and messaging until you have created an optimized campaign that converts!



## Conclusion

Most small and medium-sized businesses will not spend the time on a long term marketing strategy, but rather focus their efforts on an aggressive outbound strategy. That is not a bad thing; a coupled approach of long term inbound and short term outbound is the ideal approach for a marketing strategy. By utilizing both strategies, your business will see results in the short term and build a system that pays dividends on an ongoing basis.

At Reel Axis, we actually created a “plug and play” system called the Sales Momentum Program that automates much of the outbound process due to high demand from our clients.

Unfortunately, long term inbound marketing strategies take more time and are most effective when developed on an individual-basis for each client so this Ebook might be the closest thing to “plug and play” we can provide.

We hope this guide has been helpful to you and your team. As digital marketers, we geek out over this stuff so hopefully that passion has made its way into this Ebook!

If you have any questions about any of the content presented here, [please reach out](#) - we would love to hear about your marketing challenges.

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