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# Unlocking Growth



**Aspiration Marketing**  
Excellence, Impact, Results  
A Books Tell You Why brand

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*Mobilizing prospects and increasing sales*

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# Agenda

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- Objectives
  - Background
  - Typical marketing shortfalls
  - How we work
  - Deployment scenarios
  - How to say yes
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# Objectives

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- You don't need more visitors?
- You don't need more leads?
- You don't need more customers?

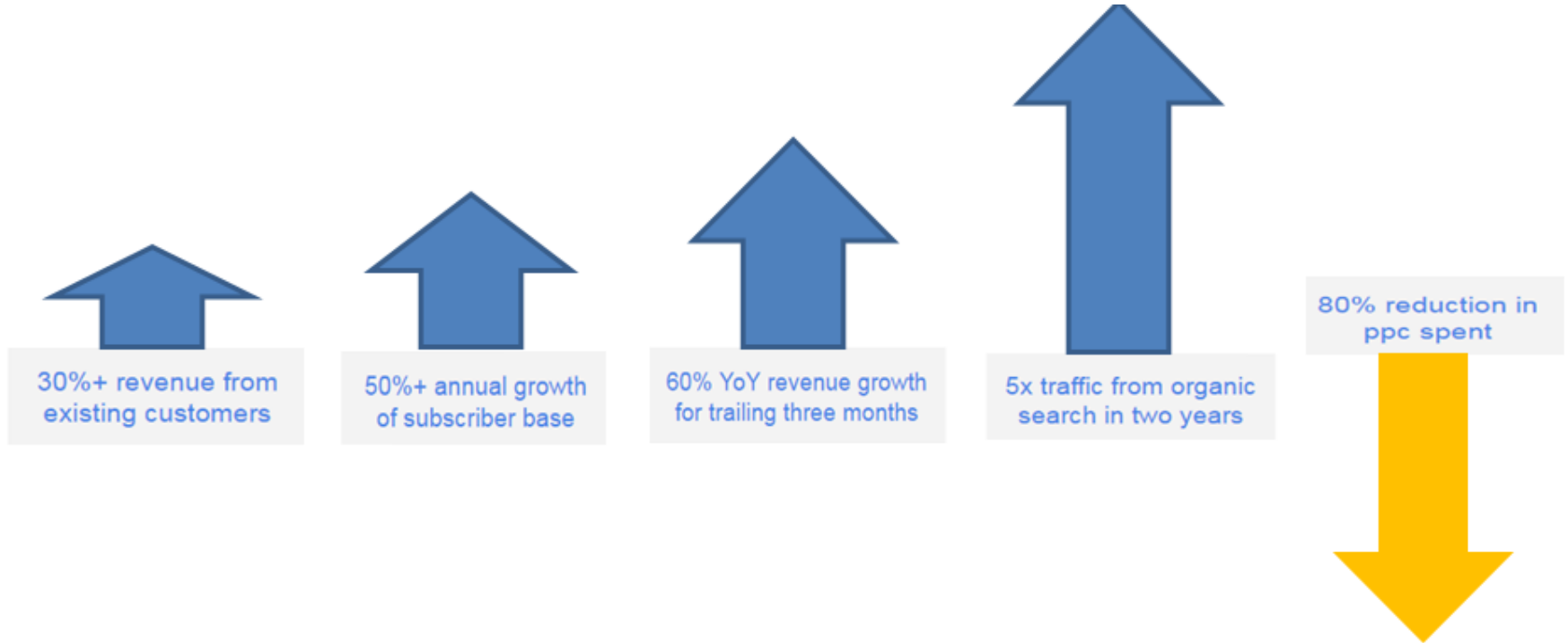
Easy: **Stop. Here.** You don't need us.

*Visitors, Leads, Customers. Sustainable Growth.*  
That's what we do.

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# Let The Numbers Speak

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# Typical Marketing Shortfalls

## Common Approaches to Online Marketing and Selling

- Push Selling, product pitches
- Product Advertisement, e.g., pay-per-click
- SEO, technical optimization
- Isolated Social Media

High cost, low conversion, short lifespan, high external dependency

## Our Approach

Generating Pull with Inbound Marketing:

- Attract visitors with disciplined content generation
- Generate subscribers and leads with enticing collateral
- Nurture prospects and customers with personalized follow ups.

High ROI, high conversion, sustainable, high reusability, **marketing that people love.**

# Where Good Efforts Can Fail

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Generic Content

Subscriber base too small

One way communication

Content for Content sake

Failure to understand impact

One size fits all Marketing

Missing calls to actions

Lack of visitor engagement

Insufficient content generation

Solution not scalable

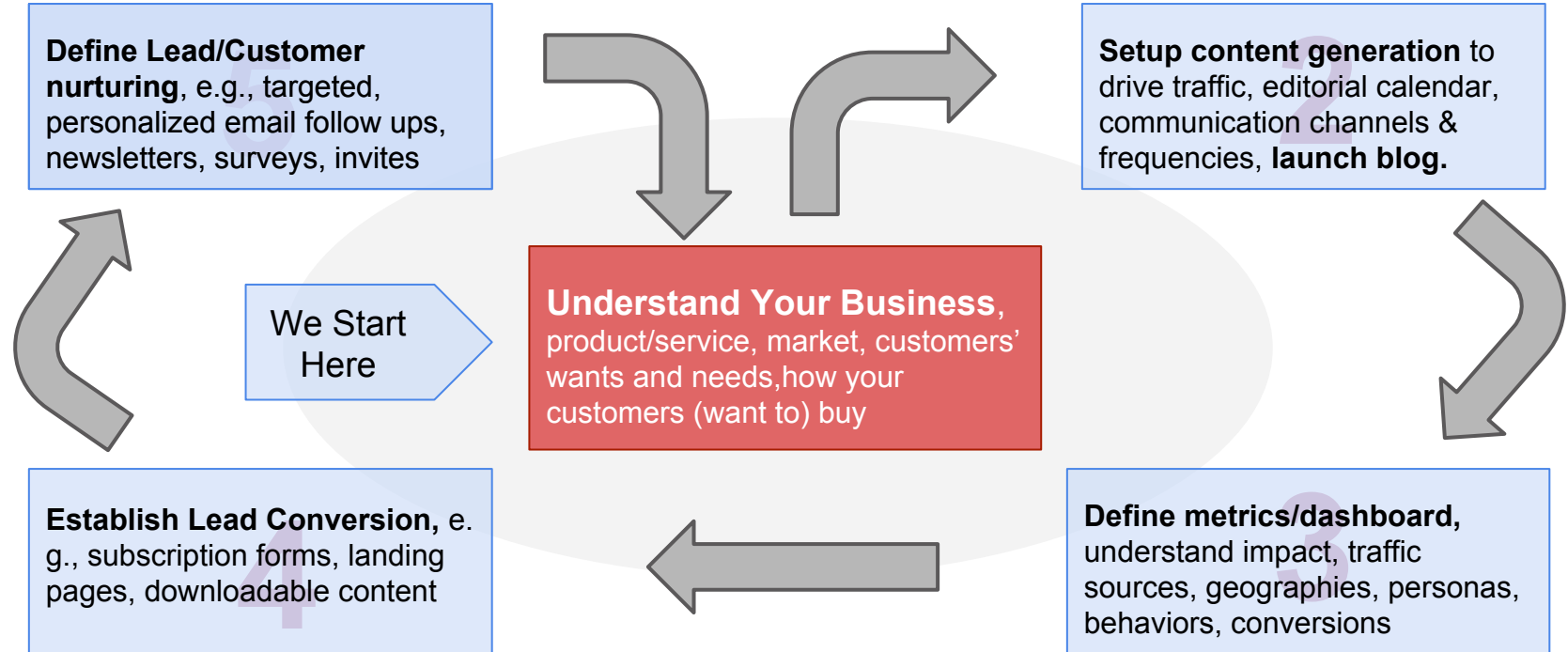
Lack of personalization

Poor understanding of effective channels

Product driven versus Solution driven

Lacking Discipline

# How We Work



# A Word About Blogging

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Blogging should be the backbone of any content marketing strategy:

## Competence

Answer your visitors' questions by creating content that's helpful for your target customers

## Impact

Companies that blog 15 or more times per month get 5X more traffic than companies that don't blog at all. B2B companies that blog only 1-2X/month generate 70% more leads than those that don't blog at all.\*

## Conversion

Blog posts are powerful platforms for positioning contextual CTAs. CTAs increase sign-ups.

**Fun fact:** 80% of traffic comes from content not published in the last 30 days\*\*. Whoa.

\* HubSpot study from 2014

\*\* Ecommerce retail business from 2013-2015



# Deployment Options

Crawl	Walk	Run
<ul style="list-style-type: none"><li>• 1-2 blog posts per week</li><li>• 1 downloadable content, infographic per month</li><li>• 1 custom email per month</li></ul>	<ul style="list-style-type: none"><li>• 3-5 blog posts per week</li><li>• 1 downloadable content, infographic per month</li><li>• 1 custom email per month</li><li>• Social Media</li></ul>	<ul style="list-style-type: none"><li>• Daily blog posts</li><li>• 1-2 downloadable content, infographic per month</li><li>• 1 custom email per week</li><li>• 1-2 lead generation campaigns per month</li><li>• Social Media</li></ul>
<p><u>Platform:</u> “Any”, Wordpress, Mailchimp, HubSpot</p>	<p><u>Platform:</u> Wordpress, Mailchimp, HubSpot</p>	<p><u>Platform*:</u> HubSpot</p>

\* Other platforms, e.g., Marketo or Eloqua/Oracle possible depending on environment

# Deployment Models

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Model	Aspiration Marketing provides
<b>Fully Outsourced:</b>	process; leadership; marketing management; content.
<b>Selective Outsourcing:</b>	process; leadership and marketing management; content provided by customer resource(s).
<b>Migrated Outsourcing:</b>	initial process, leadership, marketing management & content; transitions all roles to customer resource(s).

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# Let us Help You

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- **Trained, best in class resources:**
    - Content creators/writers with marketing expertise
    - Knowledgeable in leading edge platforms
  - **Experienced Marketing Managers:**
    - Define and balance mix of tools with market/customer needs
    - Adjust tools and approaches depending on areas of success
  - **Fluent in leading edge approaches and tools:**
    - Content generation and email services
    - Marketing automation, lead/customer nurturing, segmentation based on digital behaviors - "Individualization and Amazonification"
  - **Performance & Accountability**
    - All deployments start with clearly defined goals and objectives
    - Customized dashboards and reporting for full disclosure of results
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# How To Say Yes

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- Complete initial assessment of need and expectations
  - Share marketing goals and potential setup needs
  - Target monthly deliverables and expectations
    - Crawl (e.g., first 2-4 months)
    - Walk (e.g., 6-24 months)
    - Run
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# Contact Information

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