

# SOCIAL SALES AND MARKETING



**Generate Leads and Revenue — Mitigate Investment Risk**

## Is Marketing & Sales an Afterthought?

Most start-ups consider an effective marketing and sales strategy to be an afterthought. Even established small and mid-sized organizations need help getting their revenue to the next level.

Many do not know what a proper marketing and sales strategy requires. They do not know the right questions to ask, let alone how to answer them.

### Who is the target market?

You need to identify who you are selling to.

### How do reach your market?

Find the best ways to get your market to notice your product or service.

### When and Where are the best opportunities to reach them?

Know the locations and times that are best for attracting the market and making sales.

### What motivates them to buy?

Know what your market is looking for and what is pushing them to buy.

### Why will they choose you over the competition?

Know what you offer that your competition does not provide.

## Get the Answers with Expertise and Experience

Finding the answers requires a senior marketing and sales team. That costs money most founders do not have and many investors are wary of risking.

*But what if you could get a full marketing and sales team for the cost of just one employee?*

## Get the Help You Need

**Painted Lemur Studios** helps start-ups and established small and mid-sized organizations grow. We reach your target audiences using B2B or B2C sales strategies and tactics aligned with the buyer's journey and best practices.

There are five key senior roles required to successfully generate leads and revenue within a complete sales and marketing lifecycle. For most start-ups and small and mid-sized organizations, such a team is too expensive and probably not needed concurrently.

Thankfully, the solution is simple.



## Painted Lemur Studios is Your Complete Marketing Team

**Painted Lemur Studios** provides all five marketing and sales roles for the cost of one employee. Keep your costs down by using each role when and how you need them thanks to our rotating team of senior individuals.

This model works for **Painted Lemur Studios** by allowing us to provide our services to many clients at once. You utilize each role for one week a month, in sequence. This enables you to drive revenue in ways only a full marketing and sales team permits.

Make the most of your marketing potential and by generating more leads and revenue using a Painted Lemur Studios rotating marketing and sales team.

## 5 Key Senior Roles for the Price of 1

### 1. Business Executive Planner

Design a business and marketing plan that effectively positions your market into your sights from the first to the final step.

### 2. Writer

Create marketing content designed to draw the right sort of attention to your business by growing brand awareness and informing your market.

### 3. Web Designer

Optimize your website to draw traffic and create leads with sales-driven landing pages and a complete SEO strategy.

### 4. Social Marketer

Turn your product releases and business announcements into sales leads through targeted socialization. Leads not likes!

### 5. Inside Sales Person

Put your leads in the hands of experienced sales professionals with the skills and knowledge to further qualify leads into opportunities.

## Understanding the Self-Educated Buyer

Today's buyers are spending more time researching products and services than ever before. This means peer recommendations and business-provided product or service information have an unprecedented impact on purchasing decision. What can be found online about a particular business, either on their site or in reviews and social media, is also key. Most advertising, on the other hand, has a much smaller role to play than ever before.

## Today's Buyer's Journey is Nearly Complete Before Vendors are Contacted

Today's self-educated buyer has reduced the buyer's journey to being almost complete by the time vendors are even aware of interest in their products or services. Fewer people now rely on advertising to make a decision while a majority of buyers rely on peer recommendations.

You need to know how to sell and who you are selling to. Get the right answers without risking your investment.

## Leads not Likes

**Painted Lemur Studios** works with our clients to design an optimized marketing blueprint that begins with identifying their target market and competition. Next, we devise the best persona and strategy to draw their attention through targeted content releases and socialization.

It does not matter what individuals or organizations are buying—they turn to the



Internet to research the best products, make comparisons, and (especially) read customer comments. By the time they are ready to contact a vendor, prospects have pretty much made up their minds.

## Content (and Cash) is King

**Painted Lemur Studios** helps small and mid-sized organizations generate leads, grow revenue, build brand awareness, and garner recognition via two main approaches: content-based marketing, and social sales and marketing techniques.

Content-based marketing is crucial to getting your products and services considered early in the buyer's journey. Content provides product information, important value propositions, and customer references and case studies with which buyers can make informed decisions. By engaging prospects earlier in their buyer's journey, organizations can pro-actively influence buyers and sell more effectively.

This is where social sales and marketing comes in.

Postal mail advertising went out in the 80's. Cold calling was done in the 90's. Even email has become passé in the last decade, and harder to do conduct with anti-spam legislation in place.

Now, engaging customers is more efficient via social networking rather than through traditional sales techniques. As such, it is important to identify which social networks your target prospects "hang out" in, and then leverage them as the conduit to your markets.

## Marketing and Sales Tailored to Your Needs

We provide the social marketing strategy that gets prospects looking at your business. Every social post and interaction results in prospects following a path that ultimately leads back to you, allowing them to perform the individual research they require while creating an opportunity for your sales folks to pursue—the Conversion Path.

Through careful planning and execution, **Painted Lemur Studios** can help identify and tune your go-to-market strategy to use your sales and marketing investment effectively to generate revenue instead of just popularity.

## Make Your Marketing Dollar Go Further

Most start-ups and small to mid-sized businesses cannot afford a team of sales and marketing professionals. That is why **Painted Lemur Studios** works: for the cost of one role, our customers benefit from a full team of marketing experts.

We provide the right people at the right time. This cuts costs, reduces investment risk, and gets the right team, with the right experience, in place for your growth.

# What are You Waiting For?

Contact us today to schedule a half-day workshop to learn more about our approach. Discover how we can generate leads and revenue for you.

Mitigate investment risk—become the business that succeeds!

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