* * ISLINARGETICE FAST START LEAD GENERATION



TSL Marketing plan • develop • manage



ABOUT TSL MARKETING





Full-Service B2B Technology Growth Agency INBOUND | DIGITAL | DEMAND GEN

✓ SaaS Companies ✓ Managed Service Providers ✓ ISVs ✓ Distributors

Technology Manufacturers
VARs & Solution Providers
Security Software Vendors
Consulting and Services Firms



Marketing to Drive Revenue Growth



Marketing Foundation

Quality Web site Marketing and Sales Technology Baseline Content



Getting Found

Search Engine Optimization Paid Search



Building Awareness

Social Ongoing Content creation Nurture Campaigns



Lead Generation

Paid Digital Advertising

Lead Generation Campaigns (phone, email, other)











GROWTH SERVICES



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Program Strategy

Web enhancements

Target Market and Persona *Key Solution focus areas* Content and Offer plan

> **Outcome: Defined** Marketing Plan

SEO technical fixes **Conversation Path Creation** *"Trust Signal" additions to* "About us" and home pages Tech Stack

recommendations

Outcome: Improved Web performance as measured by Site score

Monthly Nurture and Lead Gen

Nurture/Lead Gen Strategy Database acquisition

Content Calendar Creation

Monthly Blog Creation

Monthly Nurture Email

creation and send

Workflow creation

Social Posts

Outcome: Impressions, Page Views, Pipeline



Sales play and Sales Offer

Creation Support



Lead Gen Campaigns

Paid Digital Ads for lead generation

Tele follow-up on Paid Ad responders and/or Email campaigns

Outcome: Sales Qualified Leads, Marketing Qualified Leads



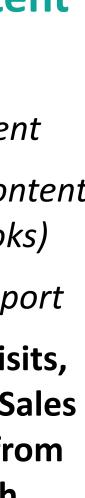
Web page content

Marketing Offer Content (Webinars, eBooks)

Ongoing SEO support

Outcome: Web visits, Search Rankings, Sales **Qualified Leads from Organic Search**





Demand Generation (\$10k - \$30k)



Generate Sales Pipeline – New Audience - \$20k

50+ MQLs, 5-10 SQLs (Most Audiences) 15+ SQLs (mid-market infrastructure) Paid Ads, Data, and Tele



Generate, Nurture, Progress **Pipeline – Existing Audience - \$20k**

Nurture plan creation

Email (3), Blog (2), Social Post Copy (3)

Offer copy creation

100 hours of tele follow-up



Integrated New and Existing Audience - Generate, Nurture, Progress Pipeline - \$30k

(2) Email & Landing Page Workflows

(2) Socials Posts

Digital Survey

LinkedIn Digital Advertising Setup

LinkedIn Foundations Ads Campaign

Sales Sequence

Overall Project Management





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