



TSL MARKETING FAST START LEAD GENERATION



TSL Marketing
plan • develop • manage

ABOUT TSL MARKETING



WHO IS TSL & WHO DO WE SERVE?

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



Program Strategy

Target Market and Persona

Key Solution focus areas

Content and Offer plan

Outcome: Defined Marketing Plan



Web enhancements

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

Sales play and Sales Offer Creation Support

Social Posts

Outcome: Impressions, Page Views, Pipeline



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



SEO and Content Creation

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



TSL Marketing

plan • develop • manage



DAVID ENGLISH

President

617.905.3499 (m)

denglish@tslmarketing.com

<https://www.linkedin.com/in/davidwenglish/>