How the Marketing Process Grows Customers

Typically, the marketing process is described as a funnel that narrows toward the bottom as you hone in on potential customers. At TSL, we interpret marketing as planting seeds that get professionals thinking about technology solutions, nurturing potential leads, and growing them into customers so your company can sow profits.

Build a Plan

At the beginning of the marketing process, you need to plant seeds. The goal of this stage is to turn strangers into visitors. Companies must lay the groundwork by developing an overall marketing strategy. You should base your strategy on who your ideal customers are and what channels they typically interact with. A comprehensive strategy includes content for all stages of the buyer's journey.

98%

A recent study conducted by Contently marketing experts found that, even though 98% of senior-marketers say content marketing strategy is important.

55%

Only 55% of them have documented strategies.[1]

To help you plan your marketing strategy, we determine the type of content that will work best at each stage of growth.

Develop Awareness

With some education, these seeds should start to sprout. Information targeted at pain points turns visitors into leads.

63%

In the 2015 HubSpot State of Inbound report, 63% of respondents listed generating visitors and leads as their top marketing challenge.[2]

Top of the Funnel (ToFu) content tackles this challenge by educating potential customers and addressing their problems.
Appropriate content: blogs, white papers, and eBooks

Generate Demand

At this point, you should encourage your sprouts to grow leaves and stems. Generating leads to fill your pipeline increases your chance of meeting conversion goals. The Middle of the Funnel (MoFu) starts the process of proposing solutions to the potential customer's problem. Creating quality content for this stage is crucial because this is when customers conduct a lot of research.

70%

Parabol 2015 State of Demand Generation report found that 70% of customers perform up to three Google searches during their research for solutions to pain points.[3]

Appropriate content: case studies, sell sheets, and demos

Manage Your Pipeline

Don't forget to nurture leads so your efforts begin to blossom. Demonstrating how your products and services meet your leads' requirements will help convert the leads in your pipeline into customers.

35%

According to Jesse PR, only 35% of marketers have an established plan for lead nurturing.[4]

47%

Nurtured leads make purchases that are 47% larger than those that aren't nurtured.[4]

The Bottom of the Funnel (BoFu) prescribes your specific products and services as the ideal remedy for the customer's problems.
Appropriate content: testimonials, reviews, and free trials

Companies of all sizes: How does your marketing garden grow? When you carefully tend to potential customers at each stage, the roots of customer loyalty will sprout into positive promotion of your business.

Make your business thrive by developing a marketing plan with TSL Marketing.

TSL Marketing

SOURCES:
[1] Contently, "http://contently.com/strategist/2015/03/03/state-of-content-marketing-2015/" (2015)
[2] HubSpot, "http://www.hubspot.com/state-of-inbound-marketing-2015#download-the-report" (2015)
[3] Parabol, "http://www.parabol.com/blog/2015-state-of-demand-generation-report/" (2015)
[4] Jesse PR, "http://www.jesse-pr.com/blog/marketing-automation-statistics-and-facts-you-may-not-know-yet/" (2013)