

# Critical success factors for agile campaigning

Ensure you've got these covered to create opportunities at pace



## Tick these items off your checklist:

### 01

#### CLEAR, RELEVANT VALUE PROPOSITION

How are you going to deliver value to your audience?

- Identify the benefits your product/service offers
- Highlight why these are of value
- Empathise with your prospects main pains
- Connect your value to the prospects pain and what they could gain from working with you
- Differentiate yourself - why you/your product/service?



### 02

#### CONTACT DATA GAPS

For those not blessed with relevant, warm data (everyone)

- Identify your Total Addressable Market (TAM) and analyse your database
- Highlight and prioritise your data gaps
- Gather contact data through events and gated content
- Segment target accounts based on industry, size, geography
- Select contacts by job title, seniority or function



### 03

#### APPEALING CALL TO ACTION

Creating a lower commitment bit size engagement, earlier

- Understand the procurement threshold
- Create workshops with actionable outputs
- High value, short engagements to build relationships
- This may not be the thing they buy, but it will be what starts a valuable conversation
- Offer a way they can start to understand or solve a pressing problem



### 04

#### MIND THE GAP: ALIGNMENT WITH SALES

Your biggest advocate or worst enemy

- Early engagement - involve Sales as a key stakeholder and agile marketing hub member
- Keep reporting - build a two-way communication for lead handover
- Take responsibility - manage leads in marketing to middle of funnel (MOFU) to maintain sales efficiency
- Get feedback to nurture any leads which don't progress
- Share insight on the market - they are the ones speaking directly to prospects



### 05

#### CONSISTENCY, CURIOSITY, ENERGY

Explore new ways of engaging with the target market

- Remain consistent in your approach - so you can be clear about what you are testing, as well as what works and what doesn't
- Be open to exploring new ideas and options - just remember to always test these so you can learn and build
- Bring the energy - the joy of agile marketing vs traditional is it's speed and flexibility, it needs energy to keep it moving and growing



 Book in a virtual coffee with one of our agile marketing experts