

Your Marketing Stack Isn't Why You Aren't Getting Sales



ON THE BIRTH OF THE 'SELECTIVE CONSUMPTION' ECONOMY

HOW INFORMATION AND OPTIONS (THE INTERNET) KILLED 1950'S, MADISON AVENUE-STYLE 'PUSH' MARKETING, USING UNWANTED ADS AND BROCHURES, AND HOW THE FUTURE OF MARKETING IS BUYER-DRIVEN, 'PULL' MARKETING, USING CONTENT.

ACCESS TO ALMOST
INFINITE
VENDORS, INSIDE
AND OUTSIDE
ANY GIVEN AREA

BUYERS HAVE
THE POWER, ARE
SKEPTICAL, PICKY
AND HAVE HIGH
EXPECTATIONS

ACCESS TO
MUCH MORE
INFORMATION,
FROM UNBIASED
SOURCES

DISTRIBUTION OF
SALES WINS TIPS
DRAMATICALLY IN
FAVOR OF THOSE
WITH CONTENT

WEBSITES FUNCTION
AS 24-HOUR SALES
LEAD FUNNELS
FOR COMPANIES
USING CONTENT

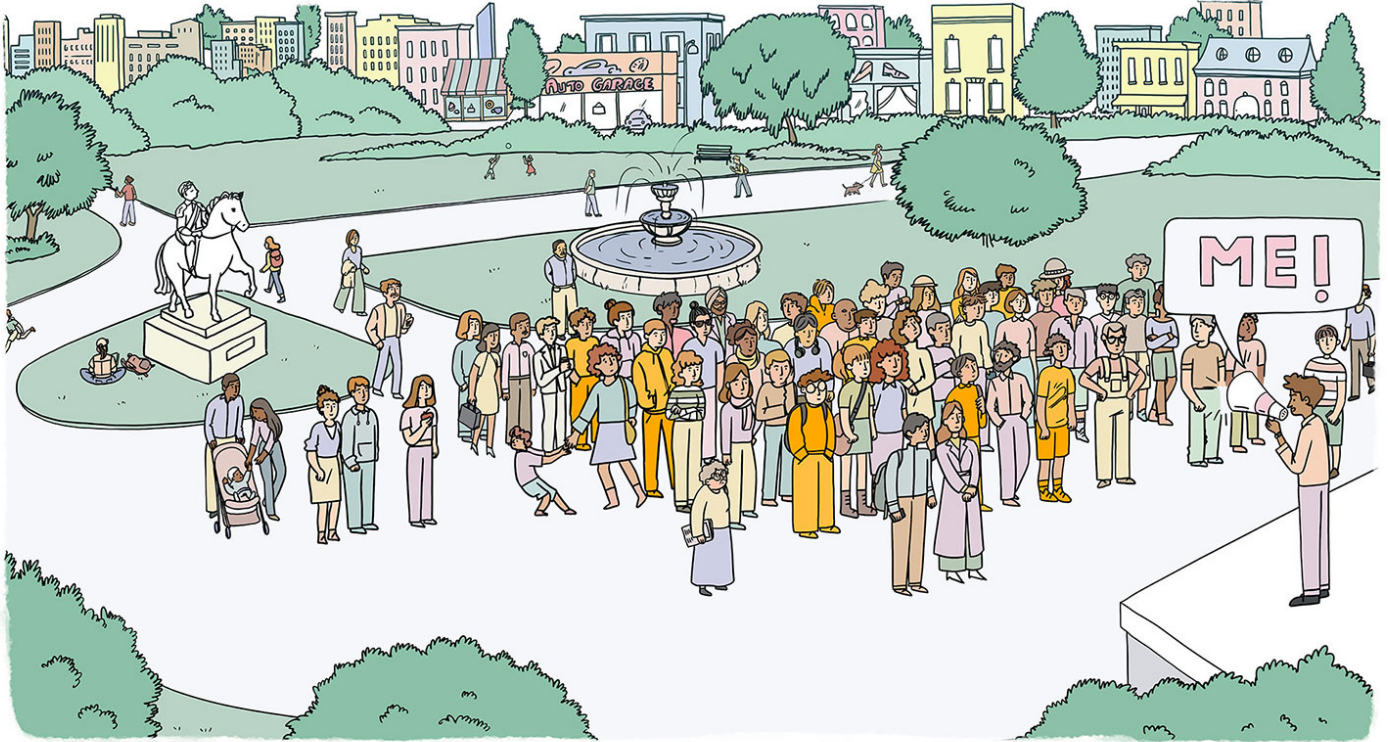
BUYERS ARE
INFORMED,
IGNORE ADS AND
BROCHURES, AND
SEEK CONTENT

THE INTERNET
HAS DELUGED
BUYERS WITH
UNWANTED
INFORMATION

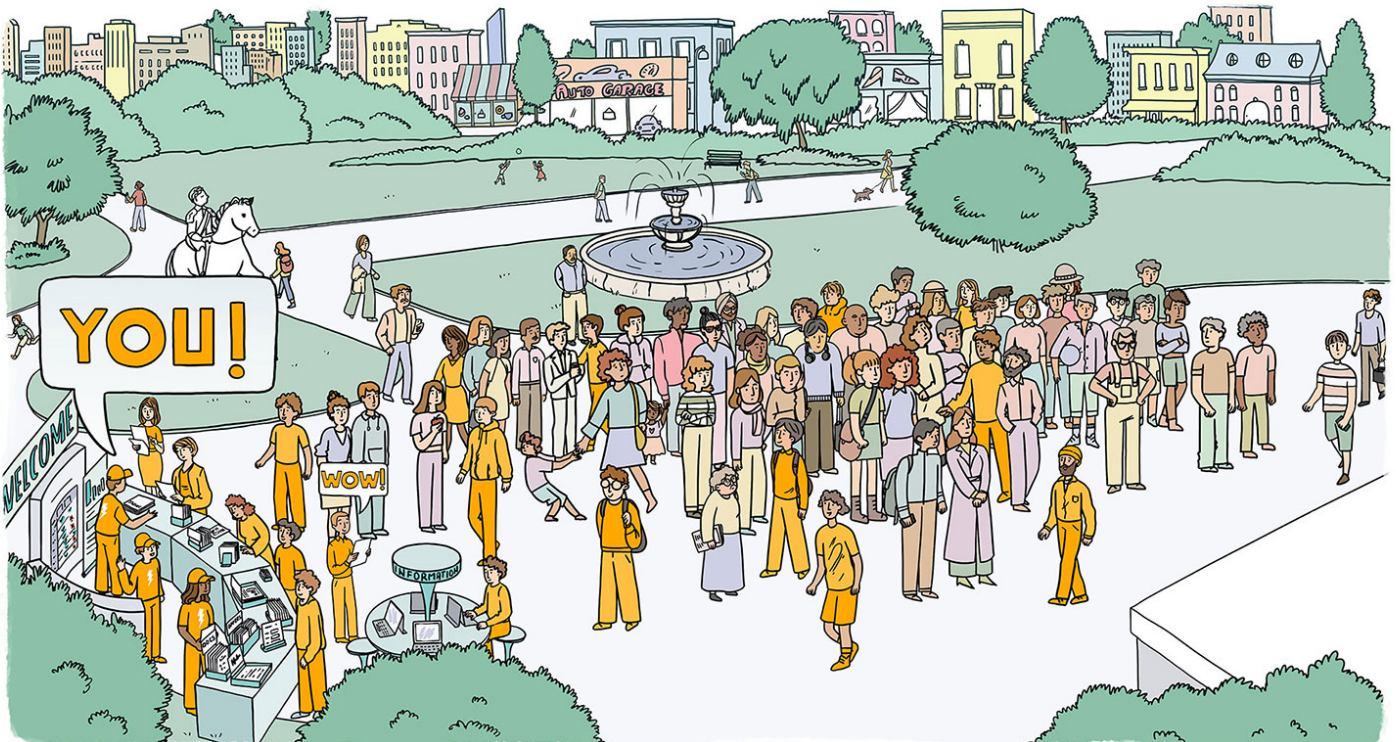
BUYERS ARE
UNFORGIVING AND
IMPATIENT WITH
COMPANIES THAT
PUSH MARKET

BAD MARKETERS
USE 'TARGETING'
TECHNOLOGY AND
MARKETING STACKS
TO STALK LEADS

Are you 'Push' marketing? Interrupting People To Show Them Ads And Talk About Yourself?



We Create Thought-Leading Content That Owns Your Niche And 'Pulls' Leads To You





'Push' Vs. 'Pull' Marketing



WHY OUTBOUND (PAID) CAN'T COMPETE WITH INBOUND (CONTENT)

YOUR DESIRE TO SELL, AND CUSTOMERS' NEED FOR A SOLUTION ONLY *SEEM* LIKE ALIGNING INTERESTS. IN TRUTH, YOU WANT TO *SELL THEM* ON YOUR SOLUTION, BUT THEY WANT TO RESEARCH, CONSIDER, AND *CHOOSE* THE RIGHT SOLUTION. THESE ARE DIFFERENT THINGS. IT'S A COMMON MISTAKE, AND WE FIX IT.

'PUSH' MARKETING

TALKING ABOUT YOU

PAID AD PLACEMENTS
AND BROCHURES

'INTERRUPTION'
MARKETING

NOT UNDERSTANDING NOBODY
WANTS YOUR BROCHURE,
AT THE 'DOOR'

LOW CONVERSION,
HIGH BOUNCE

SPEAKING AT PEOPLE

ASKING TO TAKE
MONEY LATER

SPORADIC SALES BY
FORCE/LUCK

YOU HATE WHEN
THIS IS DONE TO YOU

'PULL' MARKETING

TALKING ABOUT THEM

HIGH-VALUE CONTENT
LEADS FIND IN 'SEARCH'

CONTACT BEGUN BY
LEADS

GETTING AWAY FROM
YOUR WANTS AND
WINNING BY GIVING

HIGH CONVERSION,
LOW BOUNCE

LISTENING TO PEOPLE

OFFERING OBJECTIVE
VALUE, NOW

REPEAT SALES BY BUYER
CHOICE

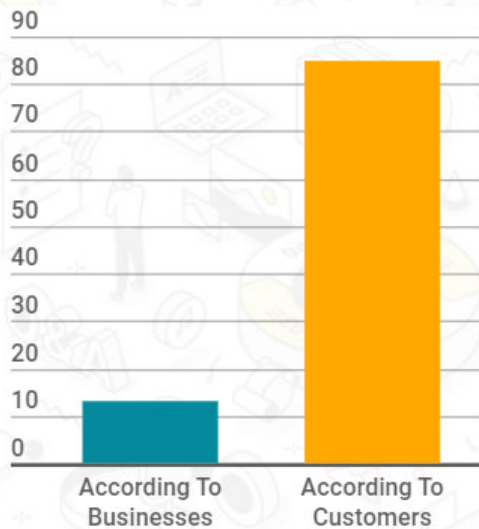
YOU LOVE WHEN
THIS IS DONE TO YOU

THE SHOCKING REALITY ON HOW CUSTOMERS FEEL ABOUT YOUR ADS

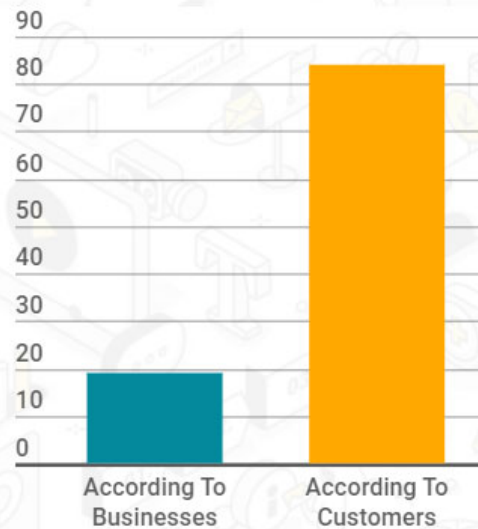
CUSTOMERS DON'T LIKE YOUR ADS, OR BROCHURES

martechseries.com: The Relevancy Gap

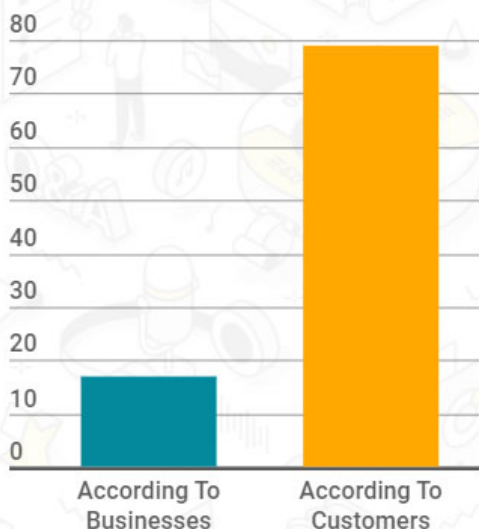
PERCENTAGE OF MESSAGES
THAT ARE UNSOLICITED



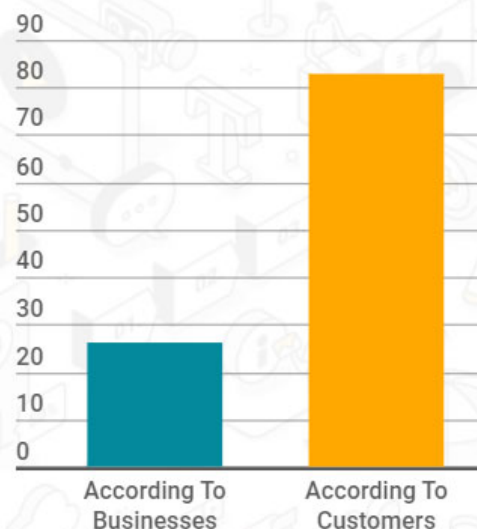
PERCENTAGE OF MESSAGES
THAT ARE IRRELEVANT



PERCENTAGE OF MESSAGES
THAT ARE TOO FREQUENT



PERCENTAGE OF MESSAGES
THAT AREN'T PERSONALIZED



EYE-OPENING CONTENT MARKETING FACTS (WEIDERT.COM, UNLESS CITED)



Of A Buyer's Decision
Happens Before A
Buyer Contacts You



Want To Hear From A
Salesperson To Learn
More About A Product



Of Purchases Over
\$100 Start With An
Internet Search



Prefer Information
From An Article Or
Blog To Seeing Ads
(ConvinceAndConvert)



Prefer To Research
Online Varied Content
Online To Reading
Company Brochures



Of Clicked Search
Links Are Organic As
Opposed To Paid
(eConsultancy)



Stay Longer On A Site
With Video
(Wyzowl.com)



Say Video Helps Them
Understand A Product
(Wyzowl.com)



More Traffic Goes To
Sites That Blog Once A
Month (Hubspot)