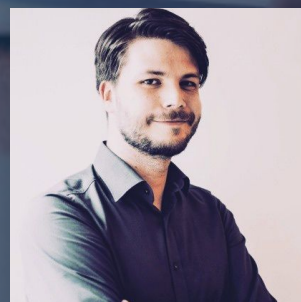


SALESQUEZE

BUSINESS BREAKFAST

Učinkovit
marketinško-prodajni
nastop



Damijan Blagojević

 **Pro**marketing

PRO MARKETING d.o.o.

info@pro-marketing.si

070 315 280



KAOS



BUYER'S JOURNEY



Unaware
(stories & secrets)

Focus on Problems

Problem Aware
(benefits & anxieties)

Focus on Solutions

Solution Aware
(claims & proofs)

Value & Need

Product Aware
(discounts & deals)

Solutions & Features

Most Aware
(product & price)

Evaluation

DISCOVERY
Committed to change

CONSIDERATION
Committed to solution

DECISION
Committed to selection



facebook



facebook

Google

facebook

Google

amazon

Google

amazon

shopify

The background image shows a person's hands writing in a notebook with a pen. A laptop is open to the left, and several pens are lying on the desk in the foreground. The entire image is covered with a semi-transparent blue overlay.

METODOLOGIJA

DEFINIRAMO KONKRETNE CILJE NAŠIH AKTIVNOSTI

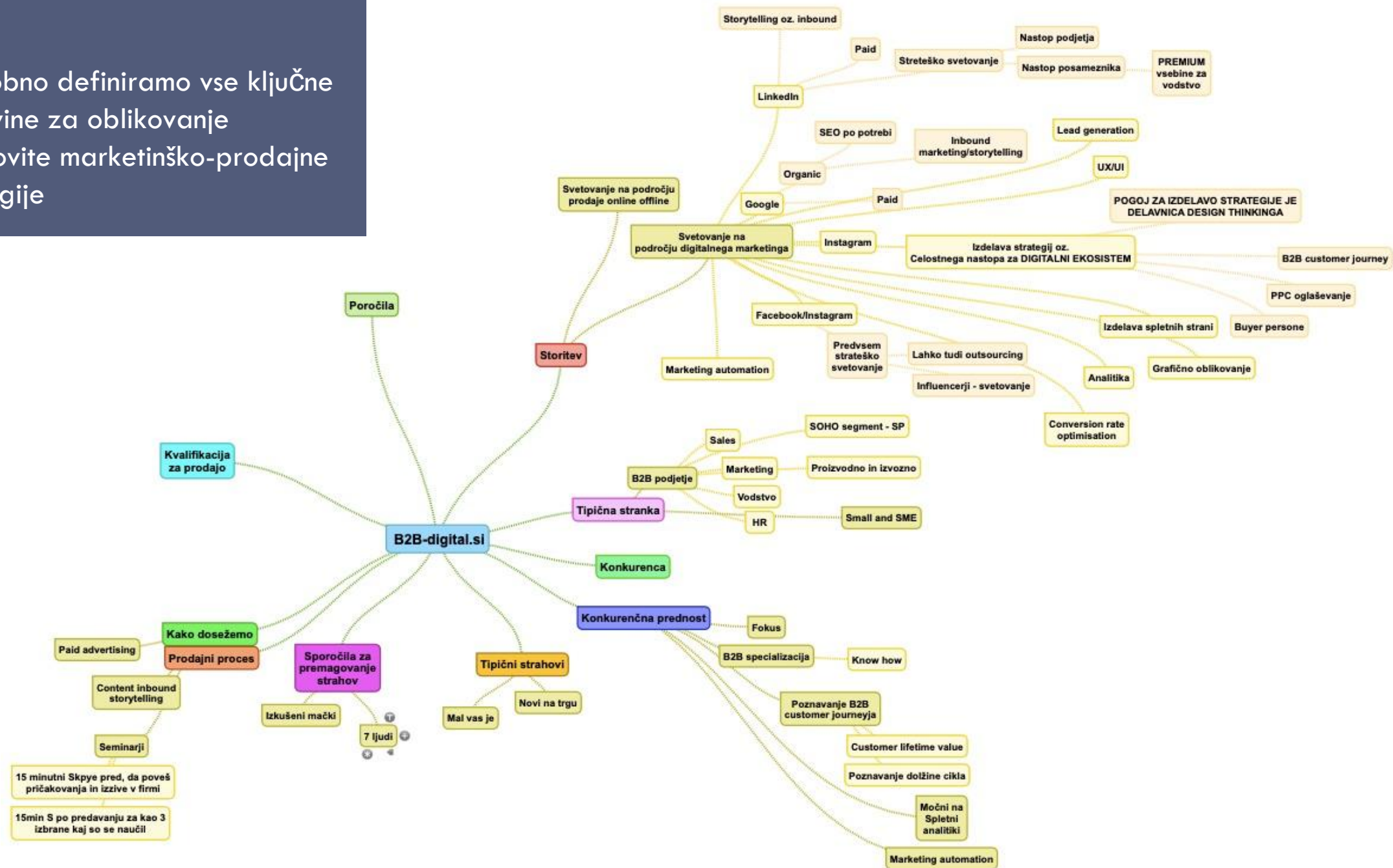
Kakšni so naši primarni in sekundarni cilji?

- ✓ Pridobivanje kontaktov kvalificiranih leadov?
- ✓ Povečan obisk spletne strani?
- ✓ Prenos ključnih materialov?
- ✓ Prodajni sestanek?
- ✓ (Brand) awareness?
- ✓ Drugo?

KLJUČNA VPRAŠANJA ZA POSTAVITEV MARKETINŠKE STRATEGIJE

- ✓ Koga želimo nagovoriti (ciljni segmenti)
- ✓ Kje jih lahko nagovorimo (kanali, stične točke)
- ✓ S kakšnimi „lead magneti“ jih bomo privabili
- ✓ S kakšnimi vsebinami bomo nagovarjali posamezne ciljne segmente (prilagoditev komunikacije)
- ✓ Kako bomo leade „ogrevali“ in negovali
- ✓ Kako bomo ukrepali, ko bomo zaznali nakupno intenco leadov?

Podrobno definiramo vse ključne sestavine za oblikovanje učinkovite marketinško-prodajne strategije



A person is sitting at a desk, writing in a notebook with a pen. A laptop is open in the background. The image has a blue overlay.

METODA 5K

- ✓ KAJ (izdelek/storitev/prodajni program, product portfolio...)
- ✓ KOMU (kupci, stranke, ciljne publike...)
- ✓ KAKO (vsebine, sporočila, USP/UVP-ji)
- ✓ KJE (kanali, stične točke, faze nakupnih lijakov/poti)
- ✓ KDAJ (dnevi, ure, prodajni „vrhunci“, sezonske specifikacije,...)

KAJ?

- ✓ izdelek/storitev/
- ✓ prodajni program, product portfolio...
- ✓ Ali imamo jasno definirane izdelke/storitve in njihove prednosti?



KOMU?

- ✓ Koga Želimo nagovoriti
- ✓ kupci, stranke, ciljne publike

TAMARA CAVANDISH

BUYER PERSONA TEMPLATE

AGE 45

OCCUPATION Planning Director

EDUCATION Engineering Degree, MBA

PERSONALITY Extrovert

STATUS Married

AMBITIOUS

EDUCATED

RELIABLE



"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada."

MOTIVATIONS

INCENTIVE

FEAR

ACHIEVEMENT

GROWTH

POWER

SOCIAL

GOALS

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Maecenas porttitor congue massa posuere, magna sed pulvinar
- Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.

FRUSTRATIONS

- Pellentesque habitant morbi tristique senectus
- Netus et malesuada fames ac turpis egestas.
- Proin pharetra nonummy pede. Mauris et orci.

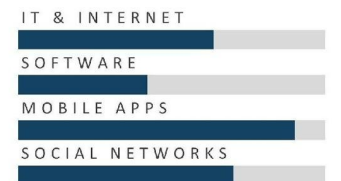
Bio

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus. Pellentesque habitant morbi tristique senectus et netus.

PERSONALITY



TECHNOLOGY



COMMUNITY

WEBSITES	HBR Bloomberg
JOURNALS	Wall Street Journal
PUBLICATIONS	BusinessWeek The Economist
BRANDS	Apple Burberry

KAKO?

- ✓ S kakšnimi „lead magneti“ jih bomo privabili
- ✓ S kakšnimi vsebinami bomo nagovarjali posamezne ciljne segmente (prilagoditev komunikacije)
- ✓ Sporočila, USP/UVP-ji
- ✓ Kako bomo leade „ogrevali“ in negovali
- ✓ Kako bomo ukrepali, ko bomo zaznali nakupno intenco leadov

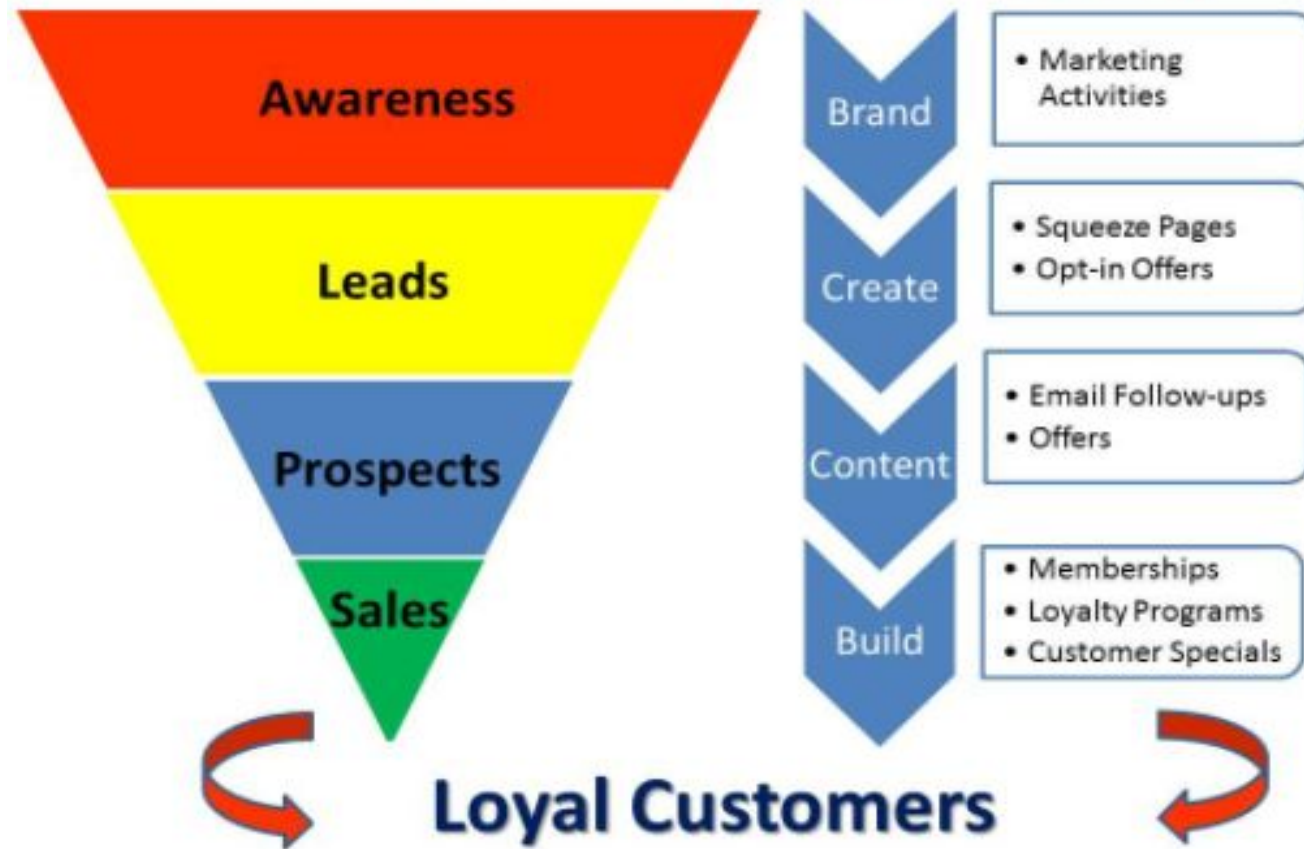


KJE?

- ✓ kanali
- ✓ stične točke
- ✓ faze nakupnih lijakov/poti



What Happens in Your Sales Funnel?



KDAJ?

- ✓ dnevi
- ✓ ure
- ✓ prodajni „vrhunci“
- ✓ sezonske specifike



SALE



OCENA STANJA

360-stopinjska „diagnostika“



Product/Service	<i>What are you selling?</i>
Unique Selling Proposition	<i>What is your unique selling proposition? And what separates you from your competitors?</i>
Best Practices	<i>What are best practices at your company? They could be well-performing marketing channels, buyer personas with a large amount of purchase intent, or campaigns that have generated a lot leads.</i>
Marketing Objectives and Performance	<i>What are your current marketing objectives? Did you manage to achieve them? If not, why?</i>

Challenges	What are the current challenges that your company (especially your marketing team) is facing?
Competitor Analysis	Who are your competitors? How are your competitors performing?
SWOT Analysis	
Strengths	Weaknesses
Opportunities	Threats



KAJ?

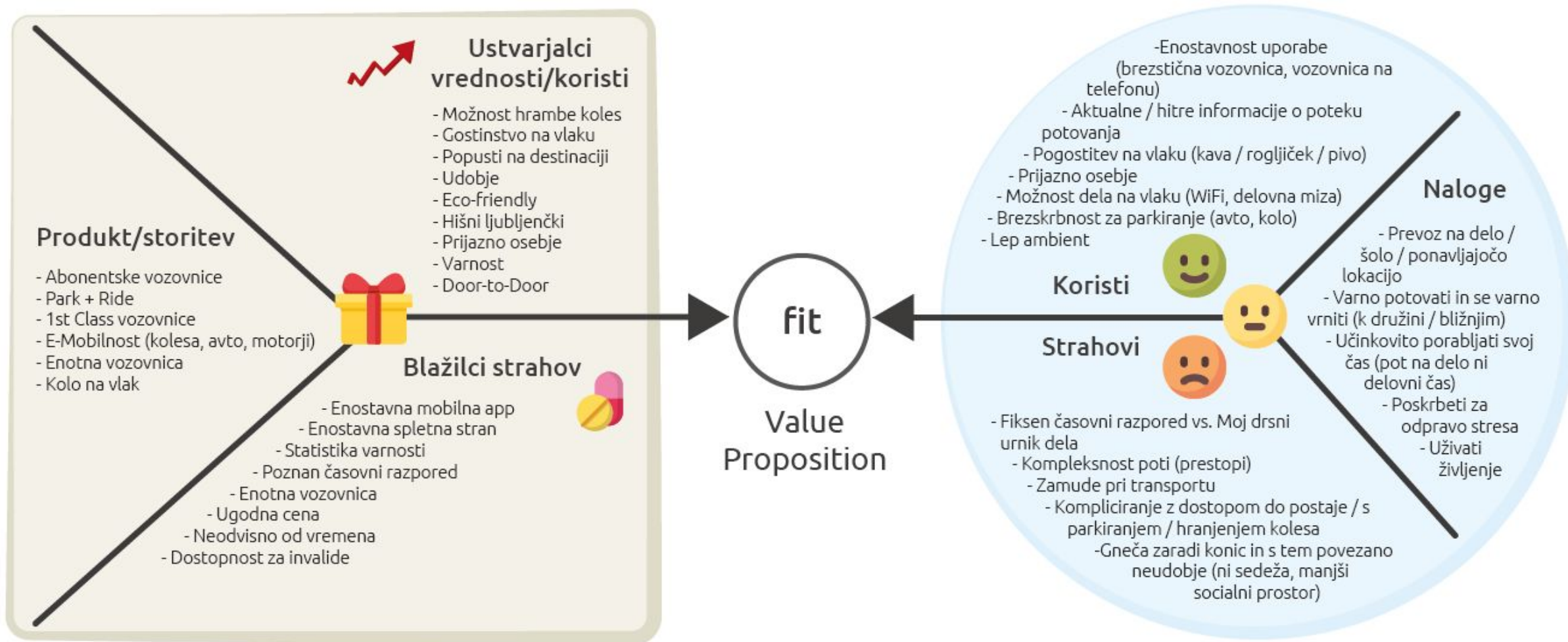
Definiranje USP-jev

VPRAŠATI SE MORAMO

- ☐ Kaj so naše ključne prednosti
- ☐ Kaj je naša ključna diferenciacija
- ☐ Kaj nas loči od konkurence
- ☐ Kako to povedati/pokazati

Pomembno:

- ☐ V vsaki oglaševalski fazi moramo znati to drugače povedati
- ☐ Ni vsaka prednost že tudi USP





KOMU?

Marketinške persone
(dojemanje naših vsebin, pomisleki,
sporočila,...)



V NAŠE NAROČNIKE SE MORAMO EMPATIČNO VŽIVETI

Razumeti moramo njihove:

- ☐ strahove
- ☐ pomisleke
- ☐ ugovore

Kako odgovoriti na zgornje?

- > Učinkoviti in enostavni odgovori oz. sporočila
- > Jasna in kratka (ter konsistentna) sporočila
- > FAQ?



KAKO?

Definiranje komunikacije in vsebin

10TH GLOBAL FAMILY OFFICE INVESTMENT SUMMIT

DUBAI

23-25 NOVEMBER

  1,342

78 Comment • 251,429 Views

 Like

 Comment

 Share

Part-time Girlfriend?

Have condoms shipped to your door along with your clean underwear and she'll quickly want to become full-time.

[Products & Pricing ▶](#)

Fear commitment? No problem. We offer a hassle-free return promise.

Featured in



What's Manpacks?

Manpacks is a lifestyle service for men who are too busy to worry about basics (socks, underwear, shirts, shaving supplies, condoms, etc).

Whether they are busy working long hours at the office, vacationing, playing sports, making music, working out at the gym... we make it easy to stay on top of having the essentials. We always put the customer first, and enhance men's lives with name-brand products in their quarterly deliveries.

We're user-friendly and allow customers to modify, rush or delay shipment at anytime.

Why Manpacks?

Discover the best men's products to look your best & attract others.

Modify, rush or delay shipments to get what you need, when you need it.

Automate routine purchases and never shop for them again.



@manpacks is awesome. Between @manpacks, @sappos, and @soap.com, I might never have to run errands again.

- @zachkroeger



Maybe it's silly, but @manpacks is my FAVORITE SAAS service that I pay for. Socks as a Service, amirite?

- @zachkroeger

Follow Us



Made by Co. All Rights Reserved. 2011

Your morning ritual, refined.

Get underwear, socks and shaving essentials shipped to your door. The easiest way to stay fresh and clean.

[Products & Pricing ▶](#)

Fear commitment? No problem. We offer a hassle-free return promise.

Featured in



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- @zachkroeger



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- @zachkroeger

Follow Us



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[WOMEN](#)[MEN](#)

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OK

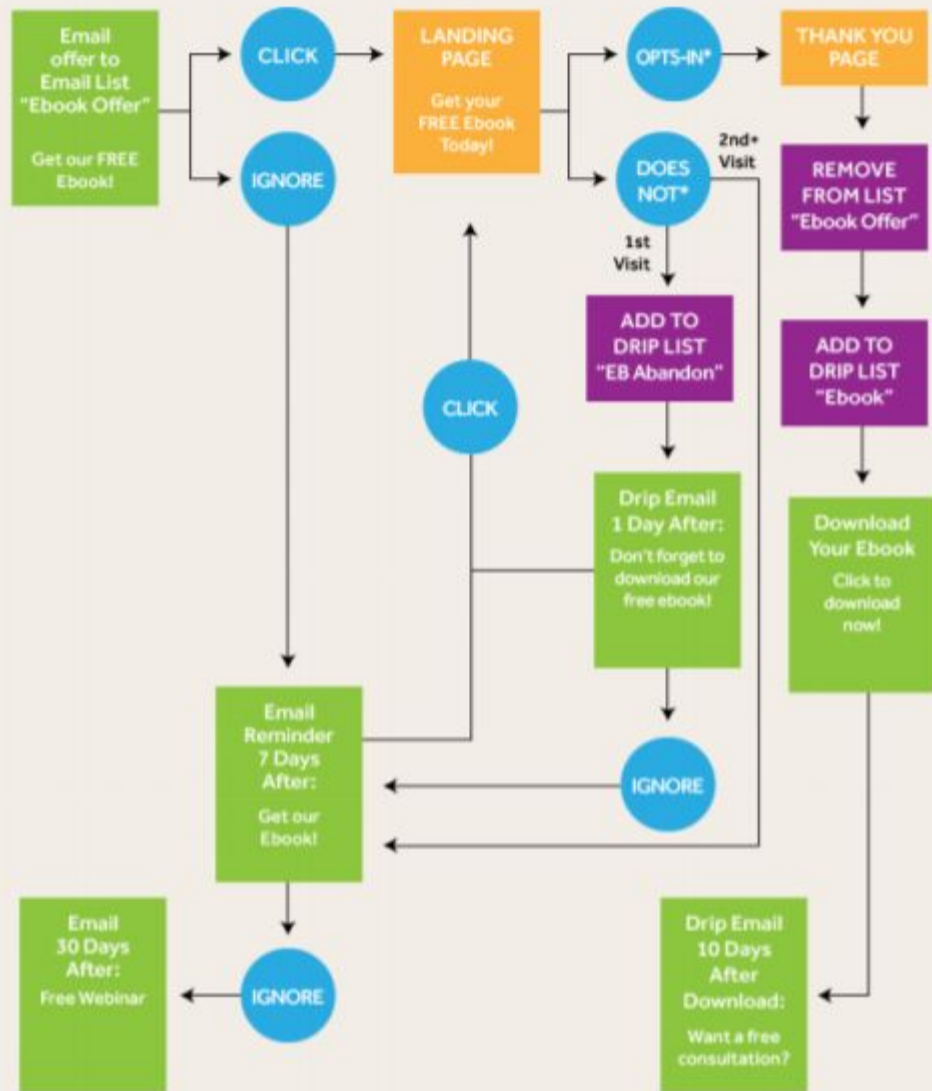


KJE?

Kanali, stične točke, faze nakupnih
lijakov/poti

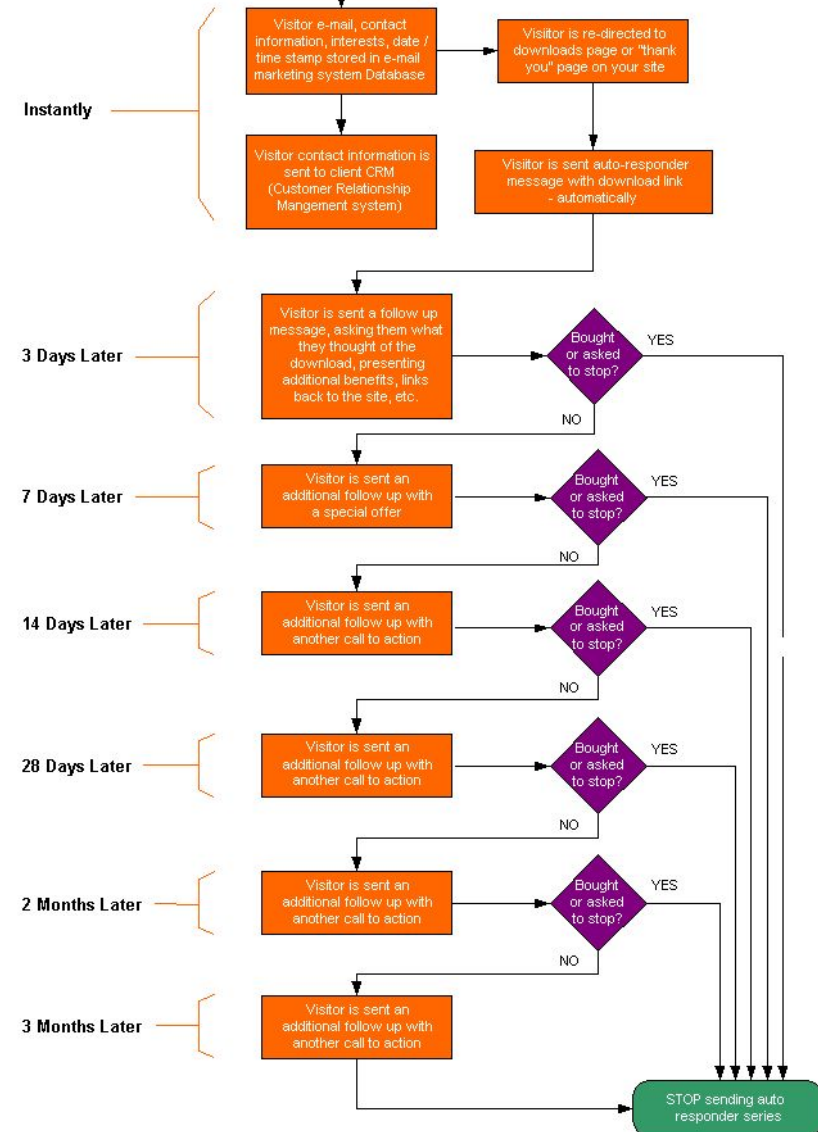


B2B Consulting Firm Automated Campaign Example



Example Auto Responder Campaign

Example Time Frame:





I-want-to-know
moments



I-want-to-go
moments

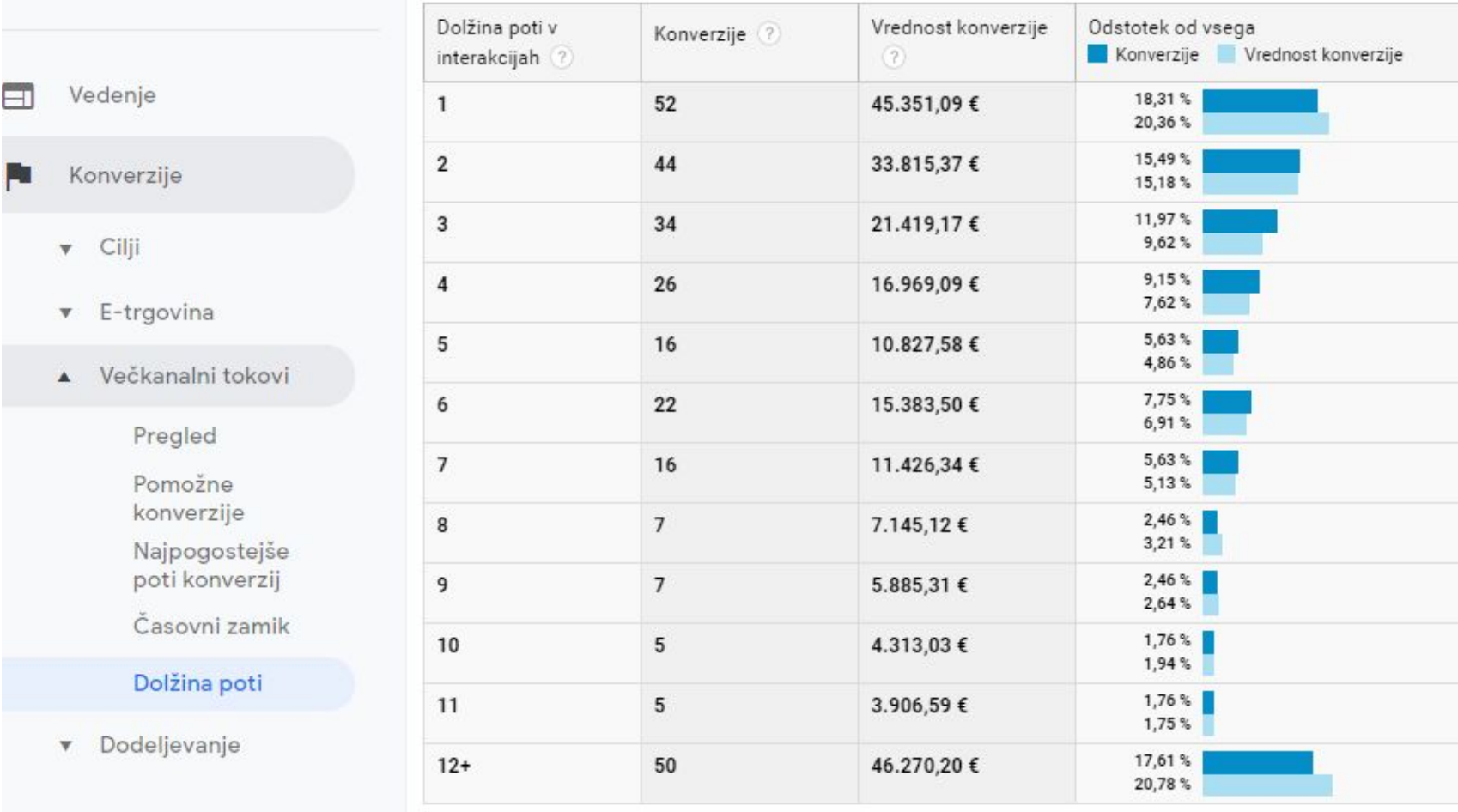


I-want-to-do
moments



I-want-to-buy
moments

CUSTOMER JOURNEY - PRIMER ANALIZE



CUSTOMER JOURNEY - PRIMER ANALIZE

▼ Mobilne naprave

▲ Za več naprav BETA

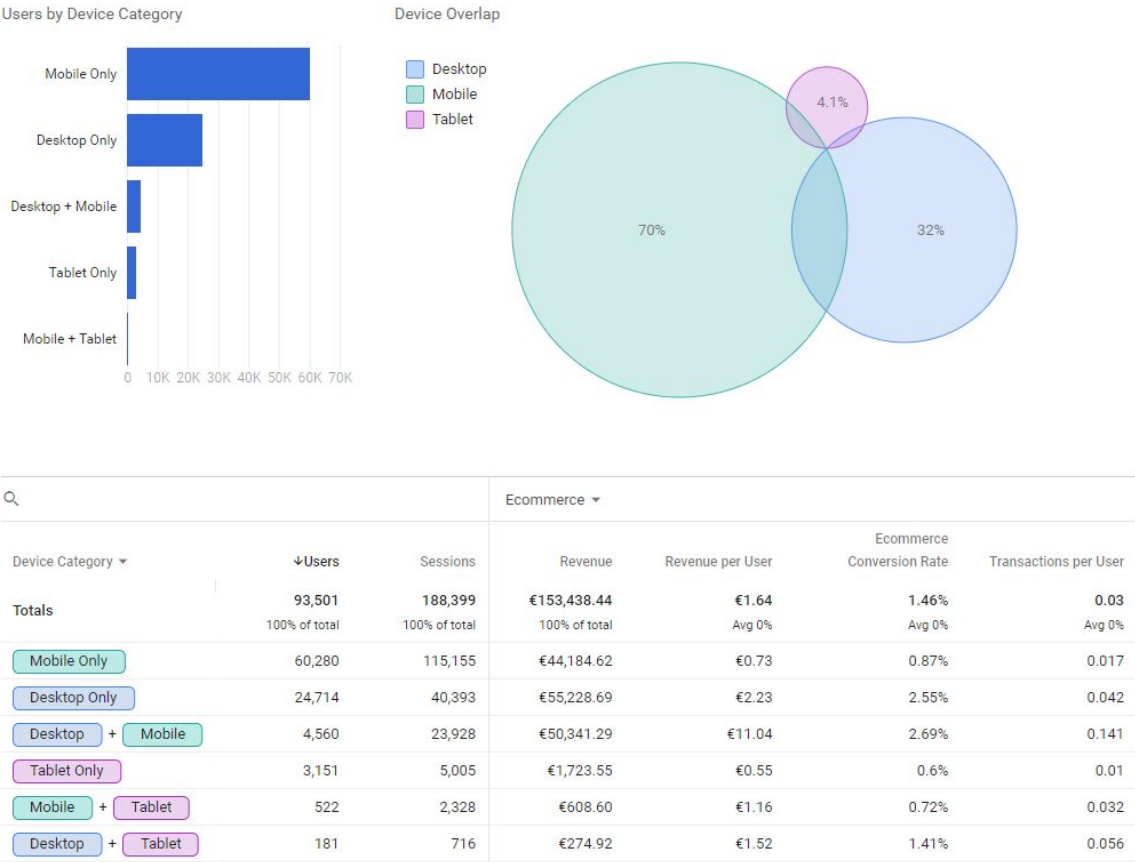
Prekrivanje naprav

Poti naprav

Kanali

Naprava pridobitve

▼ Po meri



CUSTOMER JOURNEY - PRIMER ANALIZE

Konverzije

Cilji

E-trgovina

Večkanalni tokovi

Pregled

Pomožne konverzije

Najpogostejše poti konverzij

Časovni zamik

Dolžina poti

Dodeljevanje

Izriši vrstice

Sekundarni atribut

Q

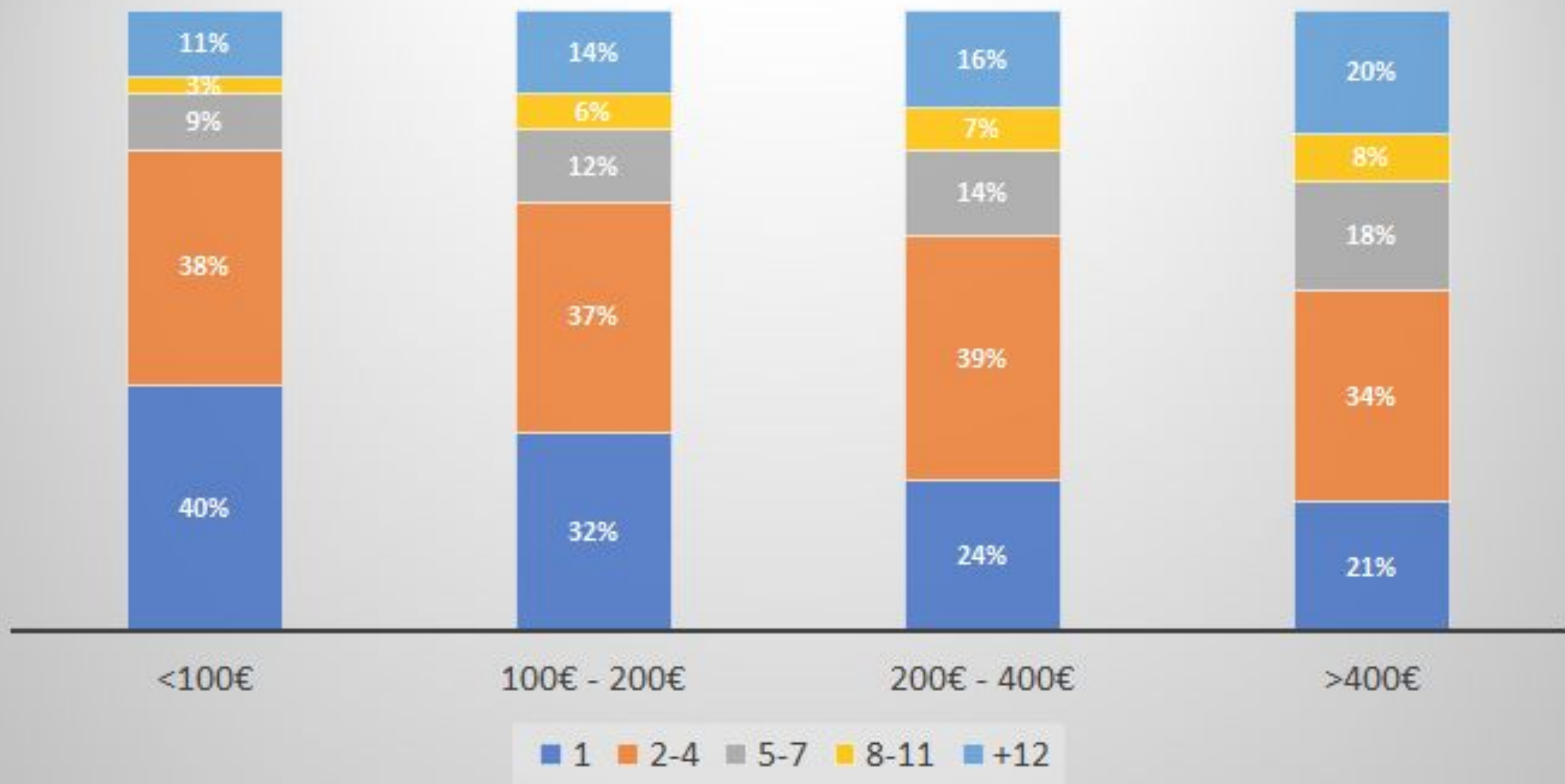
napredno

<input type="checkbox"/> Skupina kanalov MCF ?	Pomožne konverzije ? ↓	Vrednost pomožnih konverzij ?	Konverzije z zadnjim klikom ali neposredno interakcijo ?	Vrednost konverzij z zadnjim klikom ali neposredno interakcijo ?	konverzije s pomožnim/z zadnjim klikom ali neposredno interakcijo ?
<input type="checkbox"/> 1. Neposredno	170 (36,96 %)	138.598,92 € (38,97 %)	161 (56,69 %)	129.999,02 € (58,37 %)	1,06
<input type="checkbox"/> 2. Neplačano iskanje	120 (26,09 %)	90.820,43 € (25,54 %)	50 (17,61 %)	32.380,80 € (14,54 %)	2,40
<input type="checkbox"/> 3. Plačano iskanje	71 (15,43 %)	55.371,15 € (15,57 %)	24 (8,45 %)	17.843,32 € (8,01 %)	2,96
<input type="checkbox"/> 4. Referenca	46 (10,00 %)	31.282,15 € (8,80 %)	31 (10,92 %)	24.603,85 € (11,05 %)	1,48
<input type="checkbox"/> 5. (Drugo)	20 (4,35 %)	14.114,37 € (3,97 %)	4 (1,41 %)	3.612,04 € (1,62 %)	5,00
<input type="checkbox"/> 6. Prikazno omrežje	16 (3,48 %)	11.397,41 € (3,20 %)	5 (1,76 %)	5.735,56 € (2,58 %)	3,20
<input type="checkbox"/> 7. E-poštni naslov	14 (3,04 %)	11.591,80 € (3,26 %)	8 (2,82 %)	8.057,04 € (3,62 %)	1,75
<input type="checkbox"/> 8. Družabno omrežje	3 (0,65 %)	2.473,28 € (0,70 %)	1 (0,35 %)	480,76 € (0,22 %)	3,00

VIŠJA KOT JE VREDNOST NAKUPA BOLJ POMEMBNA JE VEČKANALNA KOMUNIKACIJA S STRANKAMI

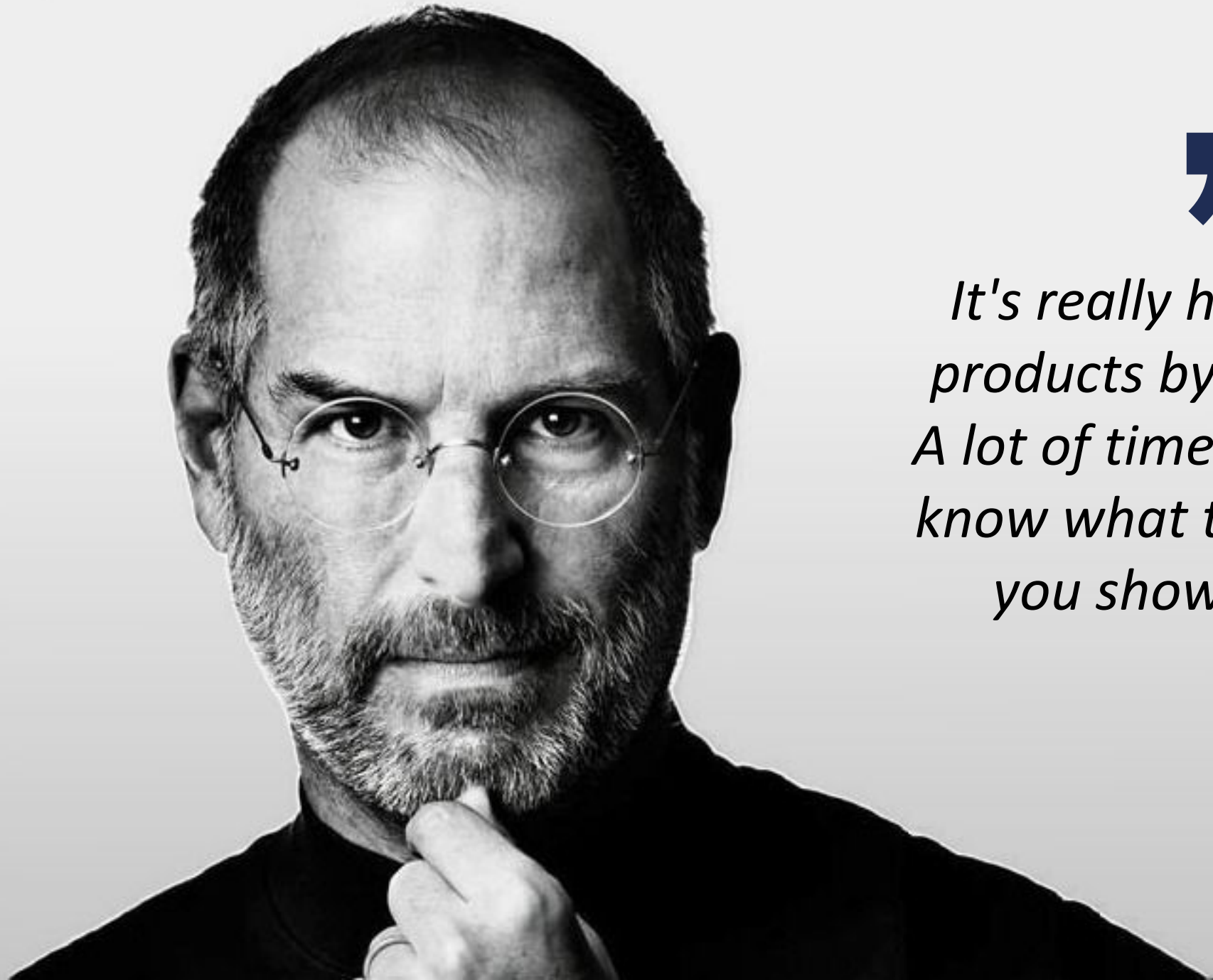
	Pomožne konverzije	Konverzije z zadnjim klikom ali neposredno interakcijo	konverzije s pomožnim/z zadnjim klikom ali neposredno interakcijo
Manj kot 100€	571	948	0,60
Med 100€ in 200€	568	837	0,68
Med 200€ in 400€	649	858	0,76
Večje od 400€	488	616	0,79

Odnos med vrednostjo nakupa ter številom interakcij



The background image shows a person's hands writing on a notepad with a pen. A laptop is open on the desk, and several pens are visible. The entire image is overlaid with a semi-transparent blue filter.

INBOUND MARKETING



”

It's really hard to design products by focus groups. A lot of times, people don't know what they want until you show it to them.

Steve Jobs

Inbound marketing is a technique for drawing customers to products and services via content marketing, social media marketing, search engine optimization and branding (Wikipedia.org)

Inbound marketing is focused on attracting customers through relevant and helpful content and adding value at every stage in your customer's buying journey. With inbound marketing, potential customers find you through channels like blogs, search engines, and social media.

Unlike outbound marketing, inbound marketing does not need to fight for potential customers attention. By creating content designed to address the problems and needs of your ideal customers, you attract qualified prospects and build trust and credibility for your business. (Hubspot.com)

Inbound Marketing is the process of attracting the attention of prospects, via content creation, before they are even ready to buy; it's one of the best and most cost-effective ways to convert strangers into customers and promoters of your business. (leadg2.thecenterforsalesstrategy.co)

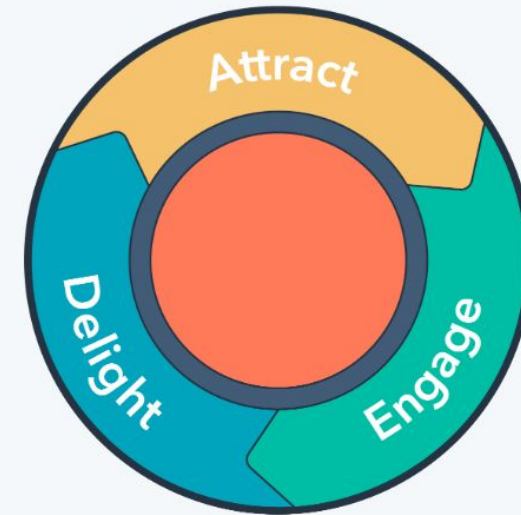
*Inbound marketing je po navedbah HubSpot-a
ustvarjanje pozitivne izkušnje med podjetjem in
stranko in nudenje dodane vrednosti strankam.*

*Inbound marketing je osredotočen na kupca in ne
na produkt ali storitev.*

INBOUND METODOLOGIJA

V središču vhodnega marketinga je t.i. inbound metodologija, ki je v grobem sestavljena iz treh stopenj:

1. privabi
2. angažiraj
3. navduši



Attract Tools

Calling
Prospects
Email templates
Meeting scheduling
Conversational bots

Engage Tools

Deals
Video
Playbooks
Email sequences
Sales automation

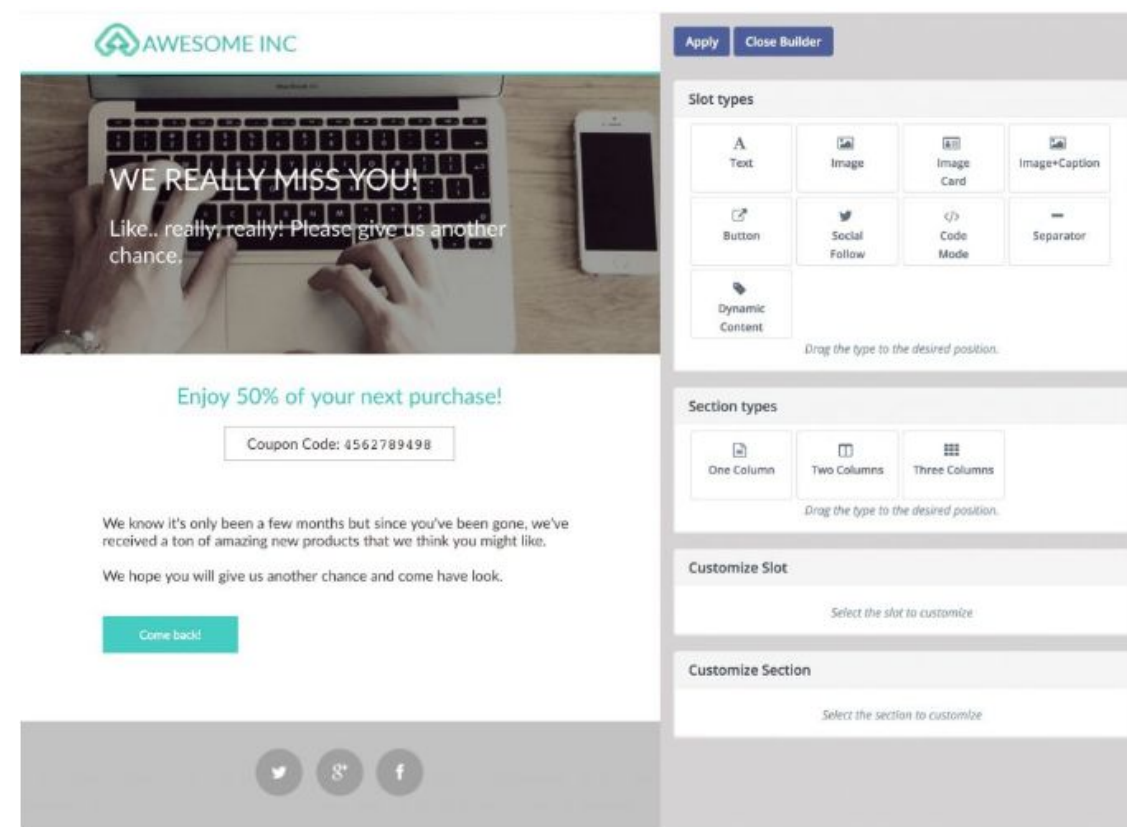
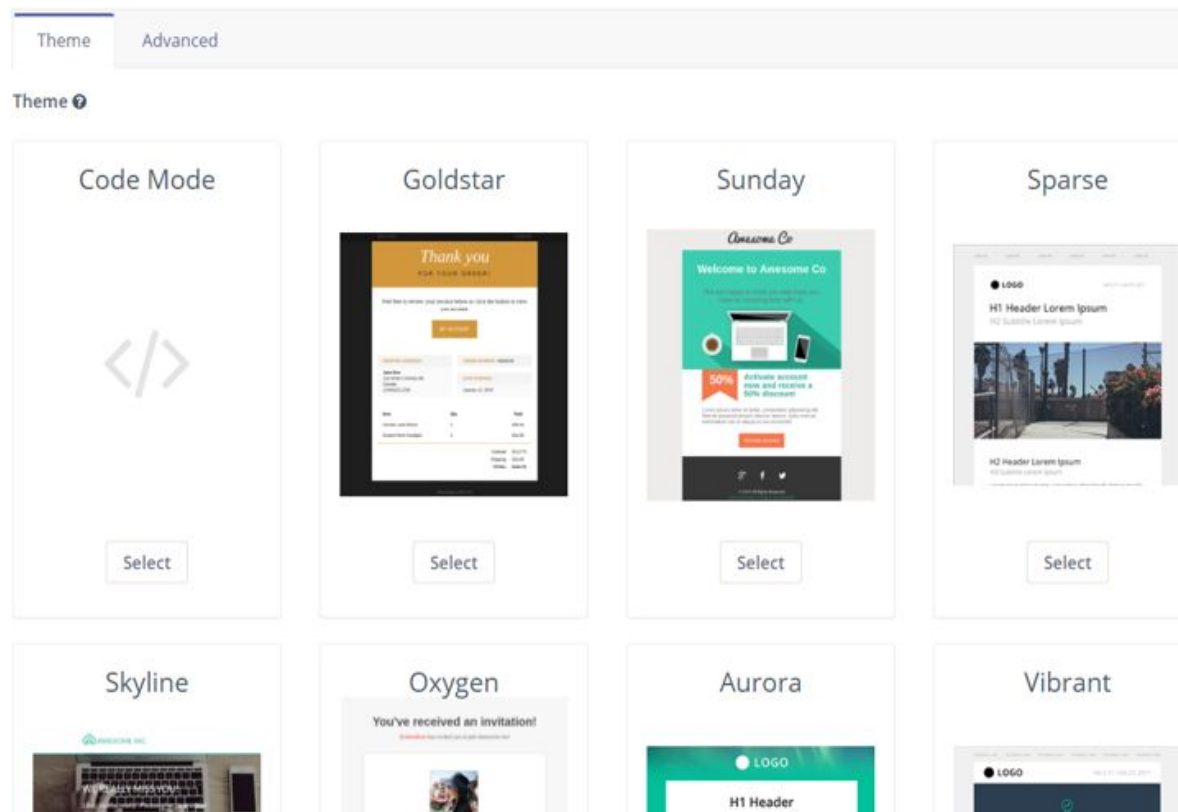
Delight Tools

Quotes
Sales automation
Smart notifications
Conversations inbox
Conversation routing

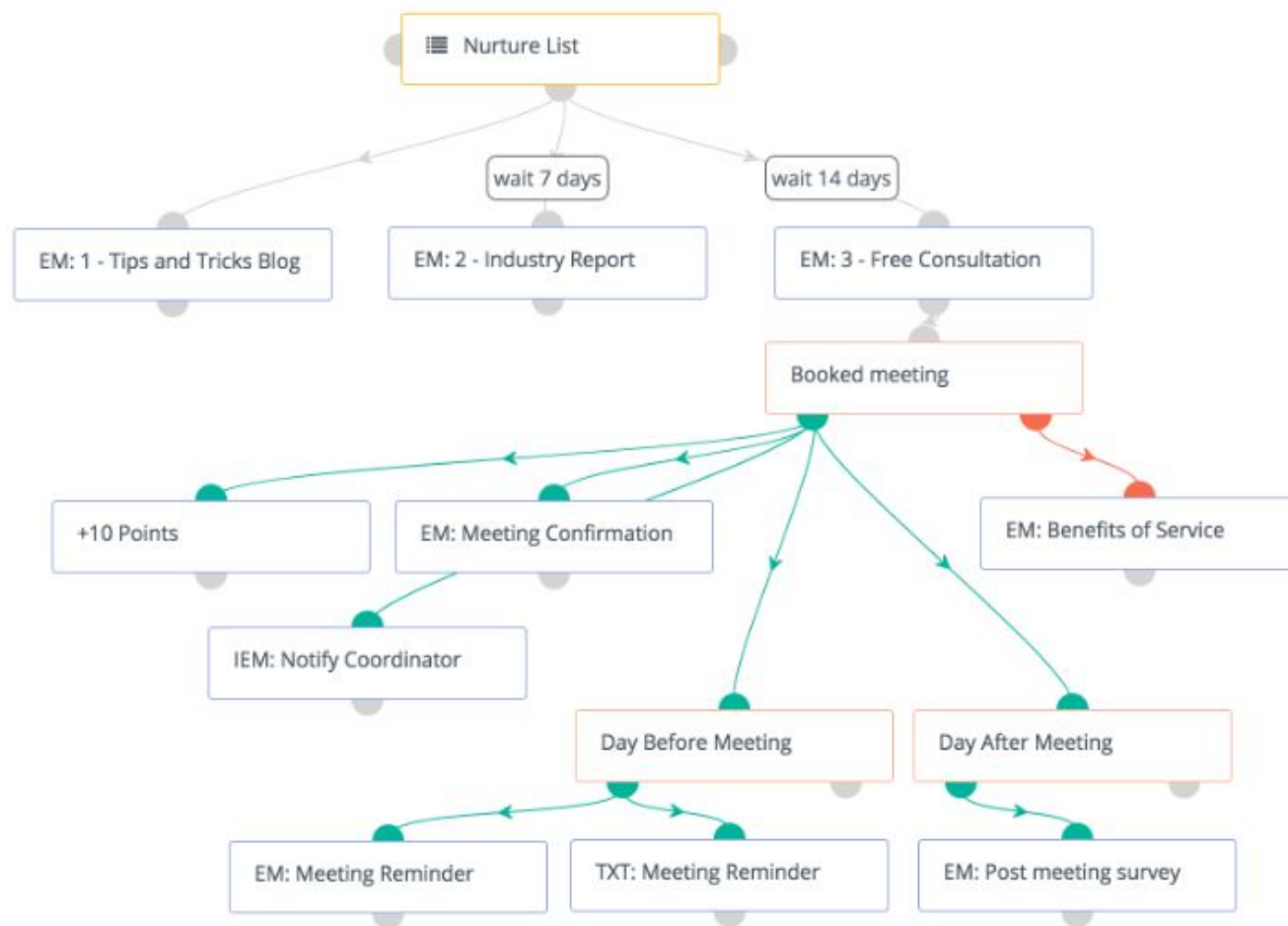


MARKETINŠKA AVTOMATIZACIJA

PRIPRAVIMO AVTOMATIZIRANE E-MAILE



AVTOMATIZIRANA IZVEDBA KAMPANJ IN AKCIJ



- Pripravimo email sporočila
- Nastavimo pravila in kriterije
- Nastavimo avtomatizirane „akcije“
- Nastavimo alarme, za naše prodajnike

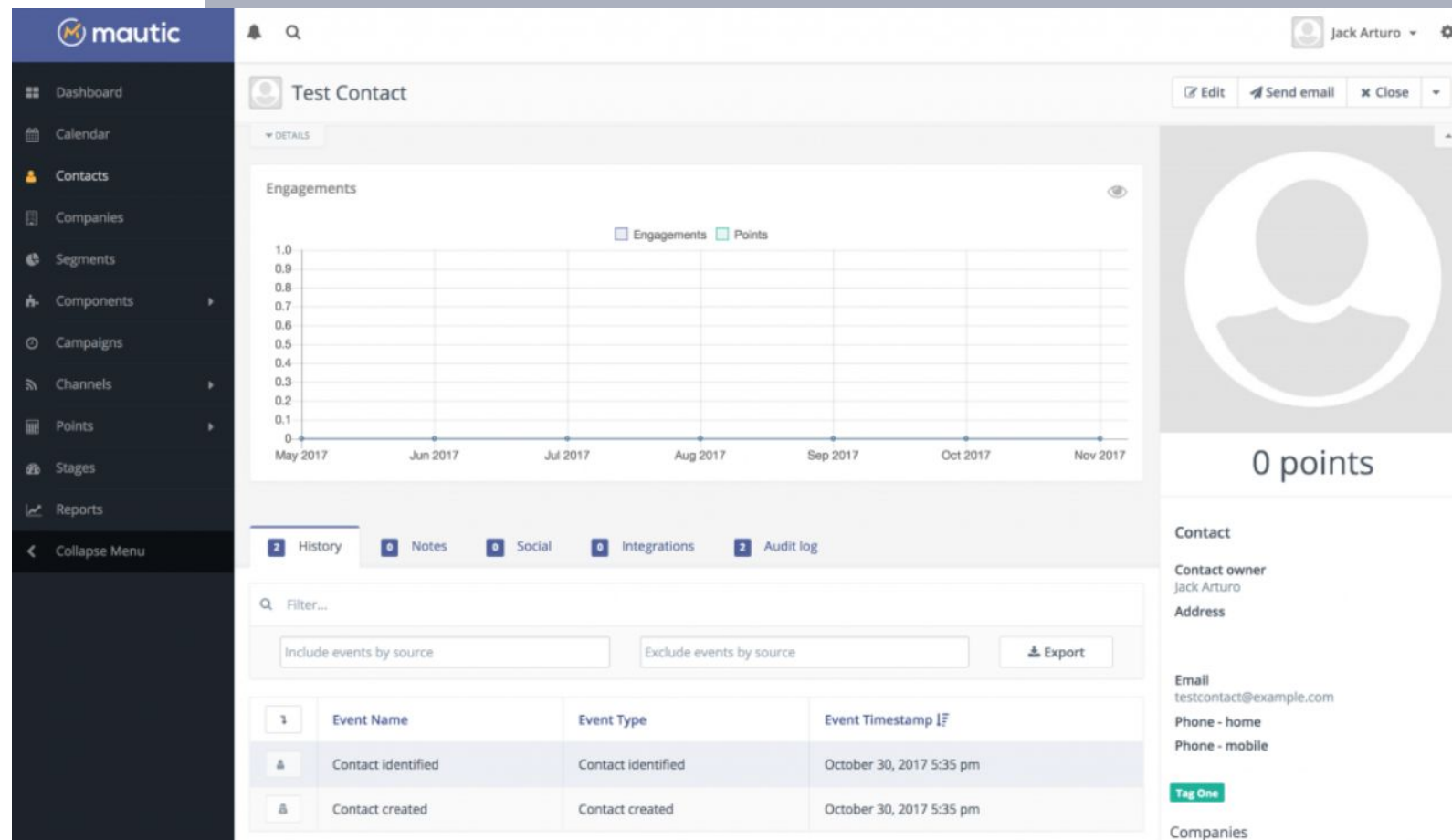
Imamo avtomatiziran marketinški sistem, ki nam prihrani čas in fokus za druge naloge, ki se jih ne da, ali jih ni smotrno avtomatizirati.

KAJ POČNEJO NAŠI LEADI: OCENA „OGRETOSTI“

- ✓ Katere vsebine je posameznik obiskal, kako pogosto, v katerem časovnem obdobju itd;
- ✓ Točkovanje aktivnosti; določimo uteži, oziroma koliko je posamezna akcija za nas vredna
- ✓ Posamezniku se z akcijami na spletnem mestu dodeljujejo točke

Primer točkovanja:

- ✓ 10 točk - ogled ključne podstrani
- ✓ 25 točk - 3 x obiska strani v zadnjih 30 dneh
- ✓ 40 točk - naložen PDF e-book
- ✓ **Skupaj: 75 točk – čas za reakcijo prodajalca!**





ANALITIKA IN INTERPRETACIJA PODATKOV



”

*However beautiful the
strategy, you should
occasionally look
at the results.*

Winston Churchill

Enostavnejša nakupna pot

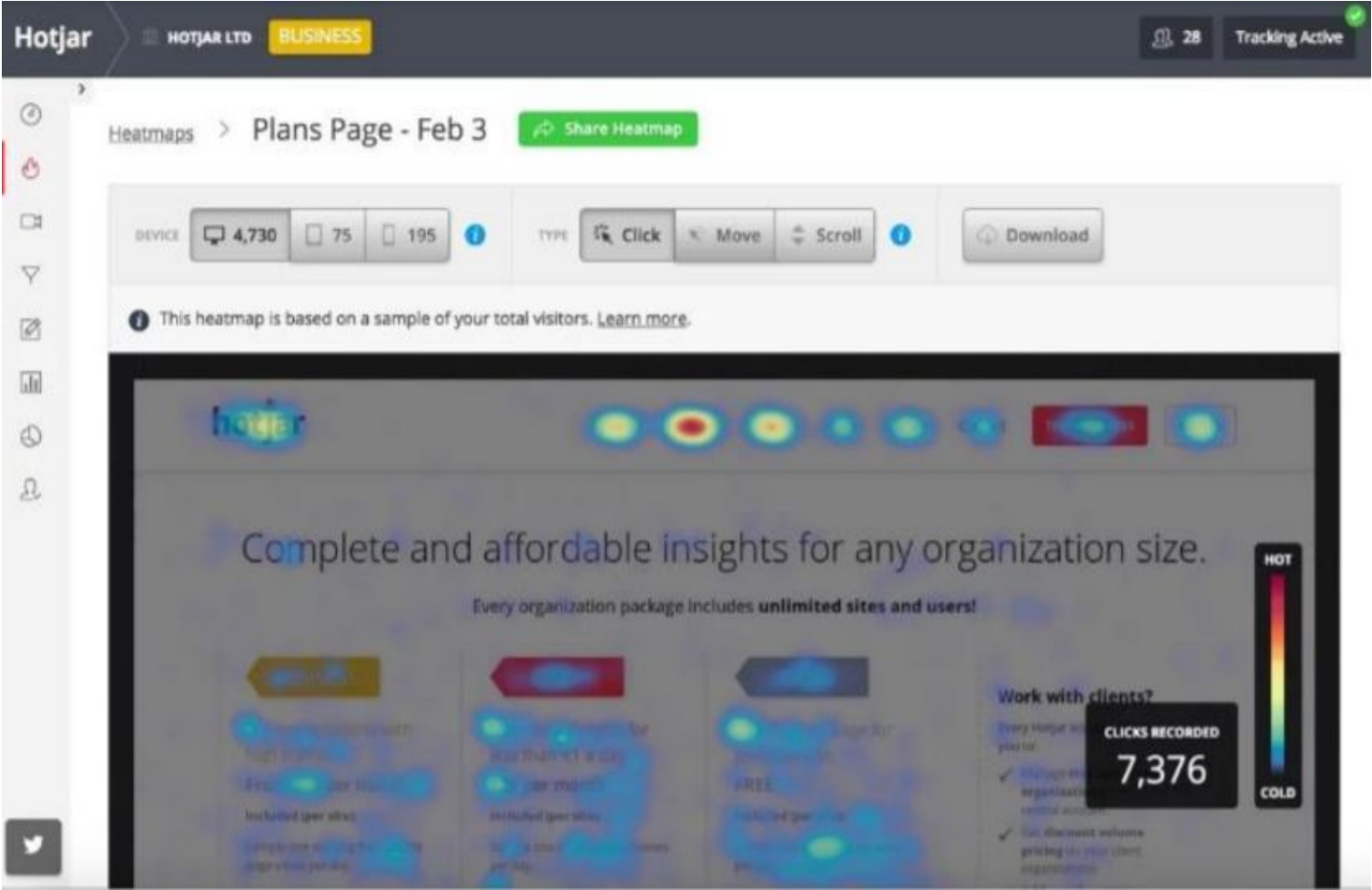


Zahtevnejša nakupna pot



Kateri kanal je zaslužen za prodajo?

HEATMAP



WEBPAGE RECORDINGS

hotjar

Reviews Features Ideal For Plans Careers Contact [TRY IT FOR FREE](#) [SIGN IN](#)

Complete and affordable insights for any organization size.

Every organization package includes **unlimited sites and users!**

BUSINESS	PLUS	BASIC
For organizations with The number of visitors Hotjar records from your site's traffic, recording is evenly distributed throughout the day.	Unlimited insights for less than \$1 a day. \$29 per month	A limited package for personal use. FREE
For organizations with 10,000 visitors starting from 20,000 per day.	Unlimited insights for less than \$1 a day. \$29 per month	A limited package for personal use. FREE
Snapshot size of 1,000 visits for heatmaps, forms and recordings.	Snapshot size of 10,000 page views per day.	Snapshot size of 2,000 page views per day.
Manage an UNLIMITED number of forms, snapshots and recordings.	Snapshot size of 10,000 visits for heatmaps, forms and recordings.	Snapshot size of 1,000 visits for heatmaps, forms and recordings.
Data storage for 1 year.	Manage an UNLIMITED number of forms, snapshots and recordings.	Manage up to 3 heatmaps, form, forms, polls and surveys.
Remove Hotjar Branding.	Data storage for 6 months.	800 recordings.
Start 15 Day Trial	Start 15 Day Trial	Start With Basic
or Contact us for more info. No credit card required.	No credit card required.	No credit card required.

Work with clients?
Every Hotjar account allows you to:
✓ Manage multiple client organizations from one central account.
✓ Get discount volume pricing on your client organizations.
✓ Add your logo to the Hotjar interface.
Contact us for more info.

Enterprise?
Hotjar also offers Enterprise grade data collection, allowing you to scale up your sample size, or eliminate it entirely.
Contact us now for a no-obligation consultation.

Do you have any questions before starting a free trial?
Please type here...

30 Day Money Back Guarantee. 100% satisfied or your money back.

*DODATNO: ZA B2B PODJETJA



Who is your target audience?

INCLUDE people who have **ANY** of the following attributes

Job Seniorities

Director X

Manager X

+ Add Job Seniorities

AND also have **ANY** of the following attributes

Job Functions

Marketing X

+ Add Job Functions

AND also have **ANY** of the following attributes

🔍 Search

[Learn more about targeting criteria](#)

Audience attributes

Add targeting criteria like job title, industry, or skills



Company

Demographics

Education

Job Experience

Interests

Matched audiences

Use your data to retarget website visitors or

Forecasted Results



Target audience size

1,800+

1-day

7-day

30-day



30-day spend

€8.00 - €42.00

30-day impressions

3,600 - 22,000

CTR

0.019% - 0.029%

30-day clicks



4 - 21

Note: forecasted results are an estimate and do not guarantee actual campaign performance. [Learn more about how we forecast results](#)

Is this forecast helpful?

Yes

No

Campaign Name	Status	Spent	Impressions	Clicks	Average CTR	Bid	Average CPM	Average CPC
<input type="checkbox"/> 1 selected campaign	—	€68.00	133,859	34	0.03%	—	€0.51	€2.00
Core-Making								
<input checked="" type="checkbox"/> ID: 125581876 · Text Ad	Paused	€68.00	133,859	34	0.03%	€2.00	€0.51	€2.00
Foundries								
<input type="checkbox"/> ID: 125376866 · Sponsored InMail	Draft	€0.00	0	0	-	€0.00	-	-



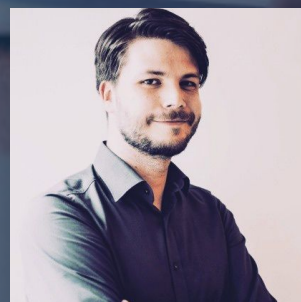
Source/Medium	Acquisition			Behaviour			Conversions	
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
	56 % of Total: 0.05% (117,076)	25.00% Avg for View: 78.85% (-68.30%)	14 % of Total: 0.02% (92,317)	53.57% Avg for View: 58.22% (-7.98%)	4.50 Avg for View: 2.17 (107.57%)	00:07:10 Avg for View: 00:01:11 (510.19%)	7.14% Avg for View: 1.34% (434.69%)	4 % of Total: 0.26% (1,564)
1. LinkedIn / CPC	56(100.00%)	25.00%	14(100.00%)	53.57%	4.50	00:07:10	7.14%	4(100.00%)



”

Ambition is the first
step to success.
The second is action.

HVALA ZA POZORNOST



Damijan Blagojević

Promarketing

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info@pro-marketing.si

070 315 280