



# THE AGILE B2B CLIENT ACQUISITION MODEL

Introduction



mindwhirl



# The Model for Profitable B2B Marketing

Hi, I'm Mike Miller,

Thanks for downloading our guide to the exciting new client acquisition model for small to mid-sized businesses in a variety of industries including VAR's, Solution Providers, Consultants, Software Developers, Professional Services firms and more.

The Agile B2B Client Acquisition Model is a depiction of your ideal client acquisition system AND a blueprint for the sales and marketing campaigns and the processes that create, run, measure, and improve them.

This way, you can use lean/agile ideas in sales and marketing and create campaign sprints while using a proven, profitable structure that helps drive strategy.

This is valuable now more than ever, because we are suddenly selling in a digital world. We have to be able to turn on a dime and respond to new techniques and tactics, while knowing where we are trying to steer.

Agile ideas offer the best way.

The Agile method is already at work for thousands of businesses over 500 employees and most software development firms and it's quickly moving toward mass adoption in the mid-market.

## *The Agile B2B Client Acquisition Model*

The reason is clear. The majority of consumers in every demographic have phones in their pockets and can instantly connect to information about you, your business, your products and services, and your competition.

To get attention in today's marketplace, you have to stand out. Once you have attention, you need to monetize it.

That means building a customer path from awareness through to purchase. And because it's multi-phased and people drop out from phase to phase, it creates the classic funnel.

The second important thing to understand about the Agile B2B Client Acquisition Model is it unites sales and marketing.

Cold calling isn't dead, but it's less effective than other methods now. That means sales also has to adjust it's processes to meet the new ways buyers make buying decisions.

Sales now has to utilize multiple contact channels to get attention and make contact.

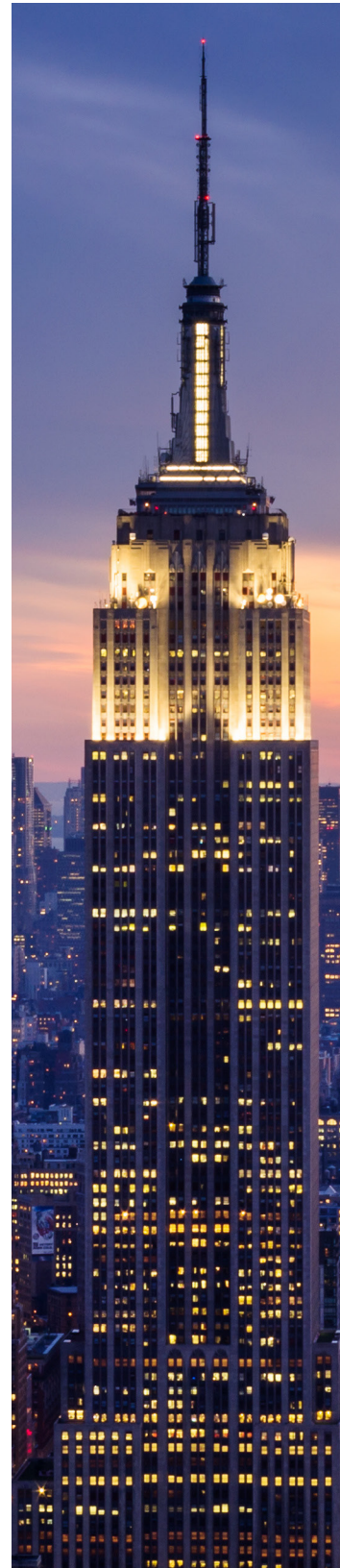
It's much more "agile" and profitable to unite sales and marketing with process and message. This way, they can co-create campaigns and tailor messages so they can pitch the same offer to the same people.

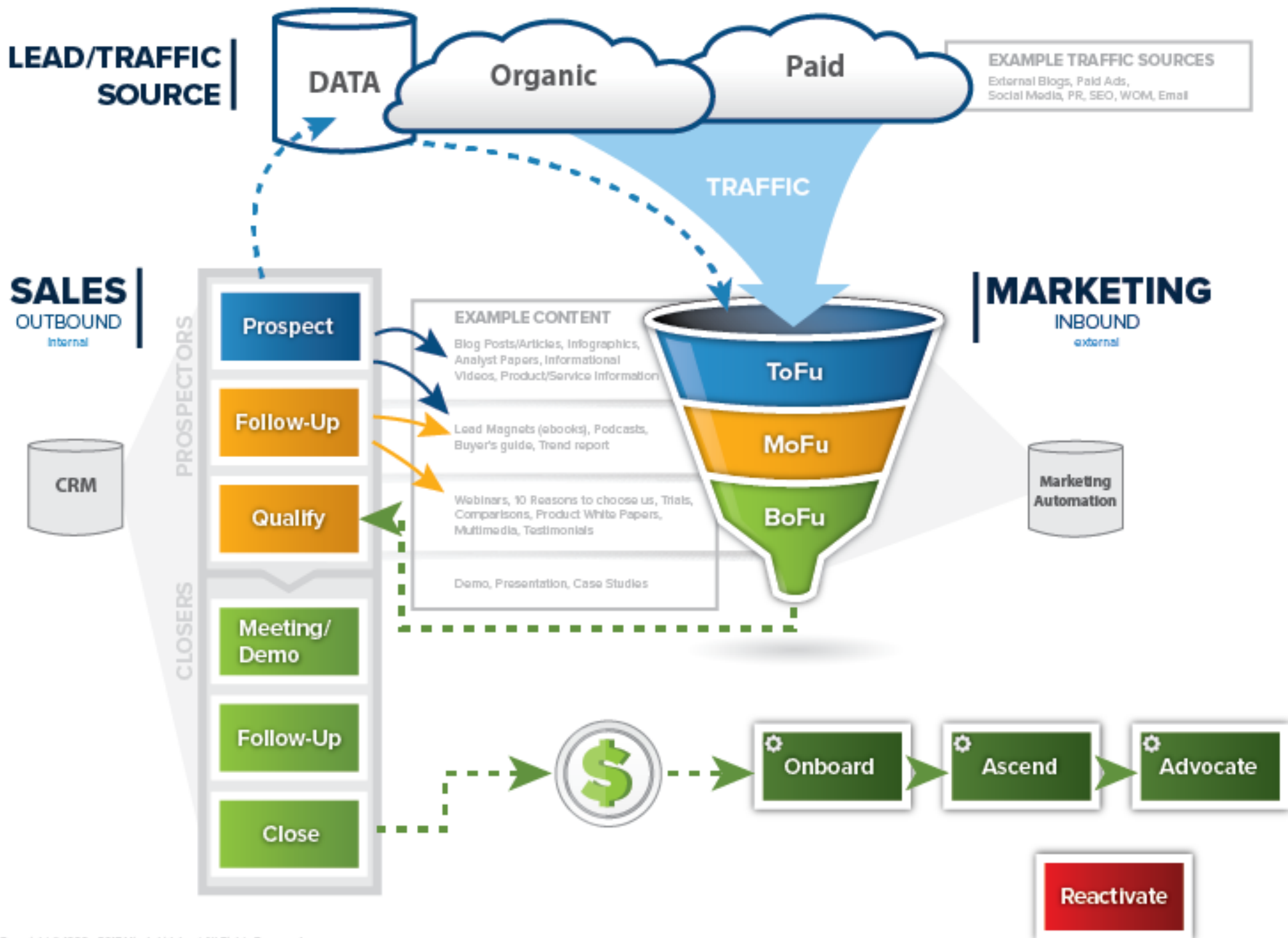
When sales and marketing work together like this, your business thrives. Plus, it gives sales a range of options for prospecting, following-up, and closing clients.

The Agile B2B Client Acquisition Model works with many different types of businesses in both B2B and B2C, but it is unparalleled in performance from any other option for those businesses who:

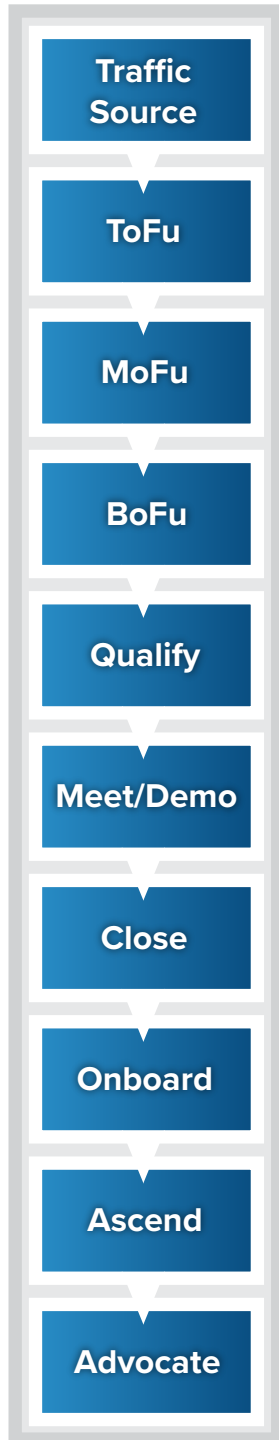
- 1) Sell a product or service that must be purchased on a continual, recurring basis or is high enough in value to warrant paid ads.
- 2) Your product or service is best sold through a sales rep.

If that's you, this is an overview of your new *agile* sales and marketing plan.









We realized the Agile B2B Client Acquisition Model as we sought to make outbound sales techniques more effective. That led us to developing campaigns specifically for sales to use for outreach and follow-up.

What we've done is unite digital marketing and sales, and in the process empower both and explode revenue.

The model is built from the multiple buyer's journeys that exist in your business. We found if you look at your path to purchase using different models, it created a clearer picture of what is needed to make purchasing from you easier and faster. And it makes marketing easier and faster.

Buyer's Journey Representations	
<i>Internal</i>	<i>External</i>
Marketing Funnel	5 A's - Kotler, "Marketing 4.0"
Sales Pipeline	AIDA
	Problem, Agitate, Solve, Offer

The foundational rules are simple:

1) You have to have at least one campaign for every stage of the buyer's journey depicted on the left. That allows a customer to go from awareness at the traffic source level to close as fast as they want.

2) You start by creating an initial campaign path from traffic to qualification. Then, as you finalize the path from qualify to advocate, you develop numerous alternate campaigns for each stage from traffic to qualify and test them against each other.

3) Start with a minimum viable product and change and adapt your tactics as you learn from the results you are getting. This is the only way to ensure success with marketing in today's digital marketplace.

We hope you have enjoyed this brief introduction to our Agile B2B Client Acquisition Model.

It's helped us and our clients steadily increase our revenue, but it's also helped us learn how to adapt quickly to changes in the marketplace and take advantage of profitable opportunities as they present themselves.

We didn't have time to show you everything in this brief introduction. So, if you would like to learn more, check out our webinar:

### **How We Grew Our Business by 547% in 18 Months by Uniting Sales and Marketing**

<http://www.mindwhirl.com/unite-sales-marketing>

As always, if you would like to speak with us to discuss how we can implement an agile digital marketing program that can unite sales and marketing (or at least take the burden of digital marketing off your shoulders) feel free to contact us at (404) 858-3105.

Learn more about the Agile B2B Client Acquisition Model at [mindwhirl.com](http://mindwhirl.com)



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