



THE
PARTNER
EVENT

2010

**Doing More with Less –
Sure-Fire Tips to Stretch
Your Marketing Budget**

Jennifer Culbertson
Looking Glass Marketing
September 21, 2010

Today's Discussion

Agenda

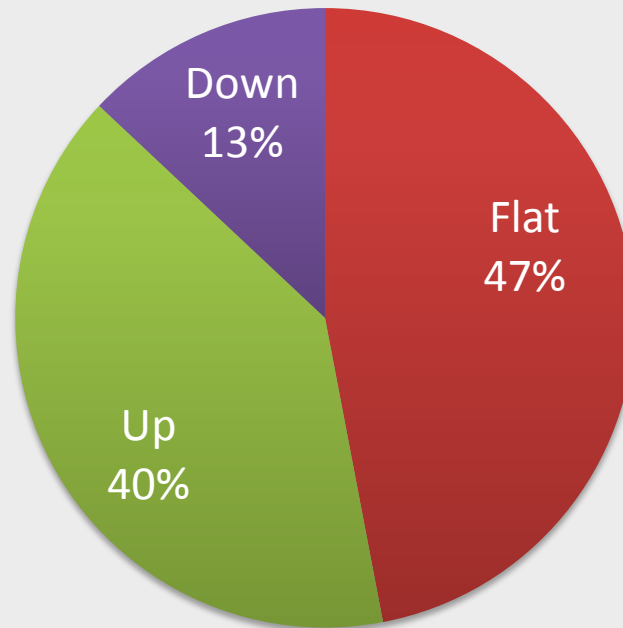
- ✓ What's happening today
- ✓ Tips to maximize your budget & ROI
 - Online marketing
 - Content development
 - PR
 - Referral marketing
- ✓ Tracking and measurement
- ✓ Q & A

Your Feedback

- Where are you spending the greatest part of your marketing budget?
- What have you cut back on?
- Implementing other types of tactics that are new?

2010 Marketing Budgets

2010 vs. 2009 budgets



BtoB magazine: "2010 Outlook: Marketing Priorities and Plans"

B2B Marketers Focus

- Top marketing goals for B2B marketers:
 - Customer acquisition
 - Customer retention
 - Brand awareness
- Of those marketers that increased budgets:
 - 80% boosted online spending
 - 24% increased direct mail spending
 - 21% increased events spending

BtoB magazine: "2010 Outlook: Marketing Priorities and Plans"

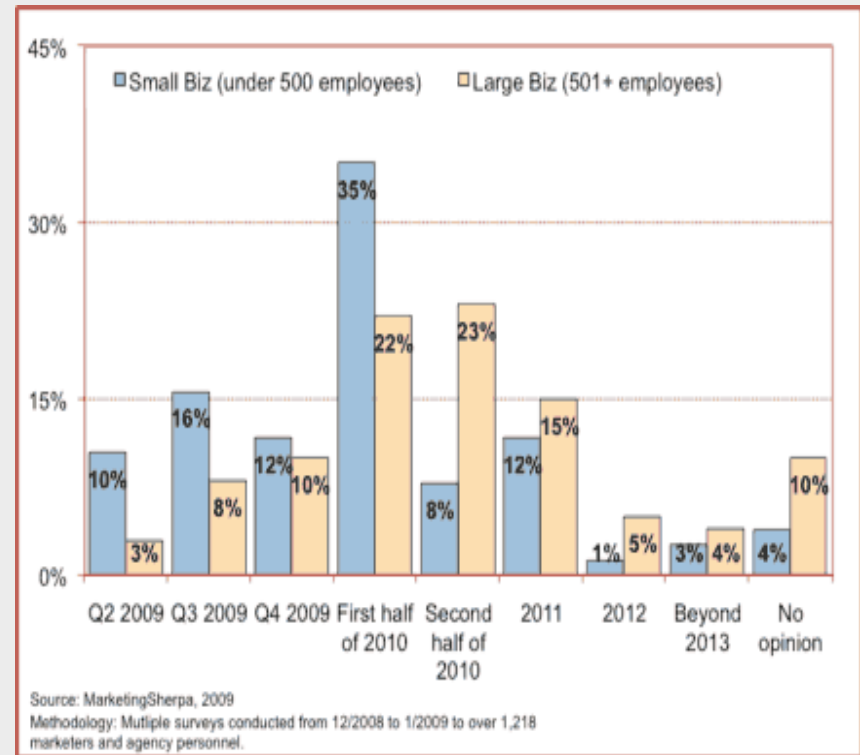
Online Marketing Focus

- Top areas for online spending increases include:
 1. Web site development
 2. Email marketing
 3. SEO
 4. Social media
 5. Video
 6. Webcasts

BtoB magazine: "2010 Outlook: Marketing Priorities and Plans"

When Will Things Improve?

- Most marketers – in small and large businesses – look at first half of 2010 as the year the recession begins fading away and we see significant growth



Top Areas of Focus

Mix of online marketing and traditional tactics:

- ✓ Online/Inbound marketing
 - Website
 - SEO
 - Blogging
 - Social media
 - LinkedIn
 - FaceBook
 - Twitter
 - YouTube
- ✓ Content development
- ✓ Public relations
- ✓ Referral marketing (referral sources and existing customers)

Online Marketing

Online/Inbound Marketing

- Inbound marketing defined – attracting people to your business
 - Focus on your website
 - SEO
 - Blog
 - Social networking

Inbound Marketing

- “Inbound” marketing (using the web to help drive qualified prospects) can be much more cost effective
- Attracting prospects who are interested in your products/services, offers/content, and company
- Higher number of leads are going to be qualified because they are seeking you out
- Average cost-per-lead is significantly less than what it would cost for leads generated through traditional outbound marketing techniques



Website

- **Content:**
 - Content on website consumed differently than on paper:
 - 79% of users **scan the page** instead of reading word-for-word
 - Reading from computer screens is 25% slower than from paper
 - Web content should have **50% of the word count** of its paper equivalent
 - Clear, concise, easy to view—and repeated in several ways, on several pages—and easily searched
- **Offers and Calls to action:**
 - Have compelling offers (white papers, events, podcasts, case studies, articles, demos, etc.)
 - Use Action Words - “Learn more.” “Find out why.” “Buy.” “Contact Us.” Visitors appreciate it when you clearly tell them what to do. And why. For example, “Download your free six-step guide to hiring your next IT consultant.”

Website

- **Landing pages:**
 - Build dedicated landing pages
 - Don't send prospects to your home page – make it easy for visitors to obtain information
 - Dedicated web landing pages can nearly double the conversion rates of potential prospects responding to your marketing programs and offers
- **Benchmark:**
 - Website Grader (www.websitegrader.com) that measures and scores the marketing effectiveness of a website
 - Looks at website traffic, SEO, social popularity and other technical factors and provides some basic advice on how you can improve your website from a marketing perspective

Search Engine Optimization

- Optimizing your site so search engines can find you
- SEO is one of the least expensive forms of marketing with strong ROI
- According to HubSpot:
 - 25% of SEO is on the actual pages of site (content, titles, headers, keywords)
 - 75% of SEO is off page – outside of your site (how people are finding you)

Search Engine Optimization

- **On page** – Building a foundation
 - Page text, Page titles, URL, Tags -
 - [Check out the Microsoft Partner Network - Marketing Pointers](https://partner.microsoft.com/US/salesmarketingsection/smcampaigns/rtgpointers)
<https://partner.microsoft.com/US/salesmarketingsection/smcampaigns/rtgpointers>
 - Keywords - finding the best keywords through research tools
 - www.goodkeywords.com
 - www.wordtracker.com
 - Google keyword tool -
<https://adwords.google.com/select/KeywordToolExternal>
- **Off page** – Links that point to site and search engines pick up
 - The more incoming links, the higher your page will rank
 - You can easily pull up a list of sites that link to yours. In Google's search box, simply type Link:yoursitename
 - Get the links by creating great content through blogging, podcasts, videos, press releases, etc.

Blogging, are you?

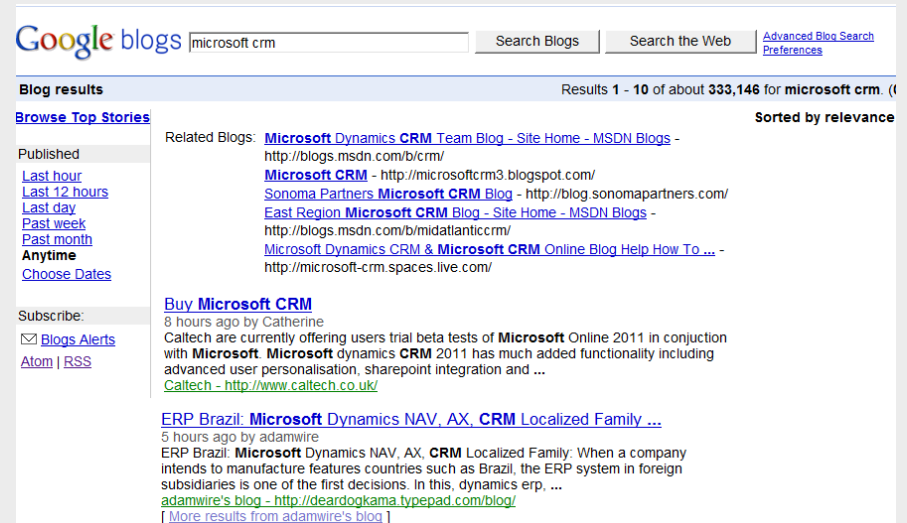
Why is Blogging Important?

- **SEO, Fresher Content = Better Website**
Sites that get crawled more often have more frequent updates and more authority. Blogging consistently ensures there will be fresh content on your site.
- **Every Blog Article is an SEO Opportunity** - You can't realistically optimize your site for every search term, but you can certainly write blog posts targeting niche keyword phrases that are likely to draw highly qualified prospects.
- **Blogs Are Link Bait** – Blogging can be powerful from a linking standpoint. People welcome linking in blogs so more links back to your site, means better search engine rankings.
- **Gain Visibility as a Thought Leader** - demonstration of your thought leadership, and professional insights.

Getting Started with Blogs

Search out and begin commenting on other people's blogs:

- Search for relevant Blogs
 - Blogsearch.Google.com
 - Technorati.com
 - Icerocket.com
- Commenting
 - Share an example
 - Share useful links
 - Ask a question
- Other blogs for Dynamics partners
 - ERP Software Blog www.erpsoftwareblog.com
 - CRM Software Blog www.crmsoftwareblog.com



The screenshot shows a Google search for "microsoft crm" on the Google Blogs platform. The search results are sorted by relevance and show several related blog entries. The first entry is titled "Buy Microsoft CRM" and is 8 hours old, posted by Catherine. The second entry is titled "ERP Brazil: Microsoft Dynamics NAV, AX, CRM Localized Family ..." and is 5 hours old, posted by adamwire. The search results also include a "Browse Top Stories" section with filters for "Published", "Last hour", "Last 12 hours", "Last day", "Past week", "Past month", and "Anytime". There are also links to "Subscribe" via "Blogs Alerts", "Atom", and "RSS".

Google blogs Search Blogs Search the Web [Advanced Blog Search Preferences](#)

Blog results Results 1 - 10 of about 333,146 for microsoft crm. (0)

[Browse Top Stories](#) Sorted by relevance

Related Blogs: [Microsoft Dynamics CRM Team Blog - Site Home - MSDN Blogs - http://blogs.msdn.com/b/crm/](#)
[Microsoft CRM - http://microsoftcrm3.blogspot.com/](#)
[Sonoma Partners Microsoft CRM Blog - http://blog.sonomapartners.com/](#)
[East Region Microsoft CRM Blog - Site Home - MSDN Blogs - http://blogs.msdn.com/b/midatlantic/crm/](#)
[Microsoft Dynamics CRM & Microsoft CRM Online Blog Help How To ... - http://microsoft-crm.spaces.live.com/](#)

Buy Microsoft CRM
8 hours ago by Catherine
Caltech are currently offering users trial beta tests of **Microsoft** Online 2011 in conjunction with **Microsoft**. **Microsoft** dynamics CRM 2011 has much added functionality including advanced user personalisation, sharepoint integration and ...
[Caltech - http://www.caltech.co.uk/](http://www.caltech.co.uk/)

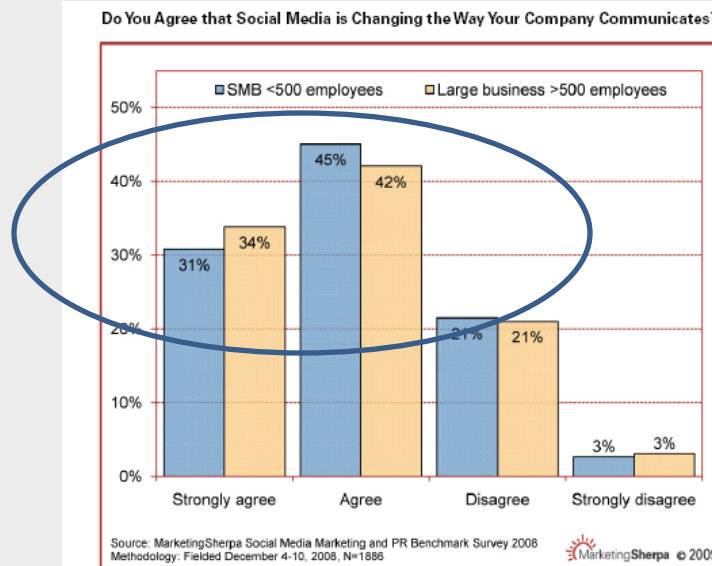
ERP Brazil: Microsoft Dynamics NAV, AX, CRM Localized Family ...
5 hours ago by adamwire
ERP Brazil. **Microsoft** Dynamics NAV, AX, **CRM** Localized Family: When a company intends to manufacture features countries such as Brazil, the ERP system in foreign subsidiaries is one of the first decisions. In this, dynamics erp, ...
[adamwire's blog - http://deardogkama.typepad.com/blog](http://deardogkama.typepad.com/blog)
[[More results from adamwire's blog](#)]

Company Blogging

- Start your own company Blog
 - Greater commitment but well worth it
 - Syndicate blog on other sites such as the Microsoft Dynamics Community site
<https://community.dynamics.com/>
- Monitor and measure your own blog – www.blogpulse.com
 - Helps analyze and report on the daily activity of your blog
 - Who's responding and linking to blog
 - Trends in blog activity
 - What blogs are similar to yours

Social Networking Stats

- Social networking now accounts for 11 percent of all time spent online in the U.S.
- Nearly 1 in 10 Internet visits ends up at a social network
- Nearly 1 in 4 page views is on a social networking site
- Forrester Research study showed 92% of B2B technology buyers consider themselves engaging in some form of social media



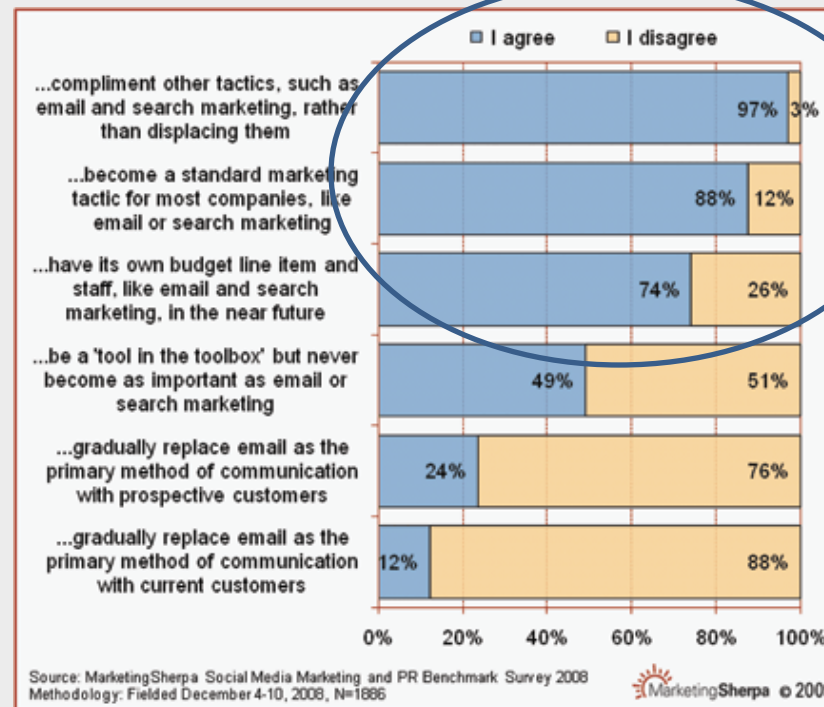
How Marketer's View Social Media

Do you agree or disagree that Social Media will...

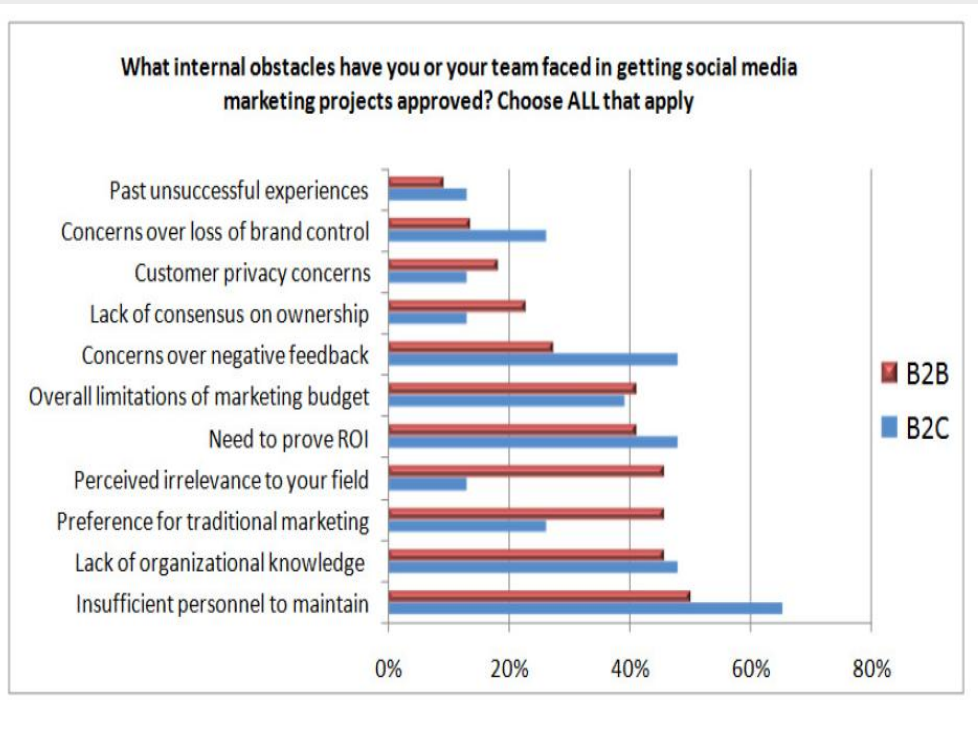
Compliment other tactics

Standard tactic

Budget for it



Obstacles w/Social Media



B2B Marketers Internal Obstacles:

- Insufficient Staff
- Prefer Traditional Marketing
- Perceived as Irrelevant
- Need to prove ROI

Source: B2B Marketing Goes Social: A White Horse Survey Report, 2010

Social Marketing Budgets are Up

- 29% plan to boost budgets for social media this year
- How much budget allocated to Social Media?
 - 1-5% of budget – 35% of respondents
 - 6-10% of budget – 21% of respondents
 - 11-15% of budget – 8% of respondents
 - 16-20% of budget – 4% of respondents
 - More than 20% of budget – 7% of respondents

Study: "The Impact of Social Media on Search" [B2B Magazine and Business.com](#), July 2010

Top Goals for Social Media

1. Building brand awareness
2. Generating leads
3. Developing deeper engagement with customers
4. Improving search results
 - Top ways marketers using it to improve search results?
 - Driving inbound links
 - Expanding profiles and social media accounts on major search engines
 - Monitoring social media conversations to influence organic SEO and keyword purchases

Study: "The Impact of Social Media on Search" [B2B Magazine and Business.com](#), July 2010

Social Media Measurement

- 41% of respondents said that they are not currently measuring impact of social media on company's search performance
 - Of those who are measuring, most common metrics include:
 - Organic search rankings
 - Number of inbound links
 - Search volume for keyword phrases or brand

Study: "The Impact of Social Media on Search" [B2B Magazine and Business.com](#), July 2010

Popular Social Media Monitoring Tools

- Social Media Monitoring Tools
 - Hootsuite (www.hootsuite.com) – manage multiple networks, multiple users contributing, manage stats/results
 - SocialMention (www.socialmention.com) - social media search and analysis
 - Radian6 (www.radian6.com) – listen, measure, analyze, report on social media efforts
 - TweetBurner (www.tweetburner.com) – tracks links you share on Twitter

Study: “The Impact of Social Media on Search” [B2B Magazine and Business.com](#), July 2010

Social Networking Resources

- Social Media Tips - Microsoft Partner Network - <https://partner.microsoft.com/US/40124766>
- Online Marketing Guide - Microsoft Partner Network <https://partner.microsoft.com/global/salesmarketingsection/smmarketingcenter/40073320>



Custom Content Development

“Content is key . . . you can never have enough of it and you have to keep cycling it and keep it relevant for the audience you serve.”

— *Laura Ramos, former VP, Forrester Research*

What's Driving Content Development?

- What is driving BtoB marketers to spend more on developing content?
 - Search engines drive need for content and worthwhile website content
 - Social media has forced companies to create content that can be shared via vast network of connections
 - Lead generation in B-to-B space forcing companies to produce original content (i.e. blogs, white papers, guides, reports)

How Is Content Being Used?

- According to recent report “B2B Content Marketing 2010 Benchmarks, Budgets and Trends”, B-to-B marketers are spending a quarter of their budgets on creating custom content.
- Marketers view content as a way to build thought-leadership and foster stronger relationships
- How are marketers using content?
 - Social media to communicate it
 - Blogs
 - Article postings and syndication on various sites
- Biggest challenge:
 - Creating engaging content and produce enough of it

Great Online Content...

- **Is written with a target reader in mind.** For content to succeed, you must pick a clear target. One size does not fit all.
- **Should be repurposed.** Just because you put something “out there” once doesn’t mean that the target audience saw it, so you need to keep pushing out the same messages—with new twists and fresh formats.
- **Is search-engine friendly.** Content without links only works if you operate in an undiscovered or uncompetitive niche. Make sure you optimize your content.
- **Is authoritative.** Make sure the content is original, not sales-y and demonstrates your company’s expertise, not lifted from outsiders or distilled from brochures.
- **Is easy to find and easy to scan.** Is your content “brain-friendly”, meaning will people read on? Use subheads, bulleted lists, callouts, sidebars, charts and photos with captions to break up the pages.
- **Can be interactive and visual.** Use cool tools as “link bait” —something other sites will read about and want to link to. Create a web-based ROI calculator or cool demo video.
- **Is dynamic and changing.** Business is constantly changing and prospects have new questions and concerns that must be addressed. Make sure your website is fresh and not static.

Content Development Options

- Blogs, articles, guides, web copy, white papers, case studies, etc.
- Internal resources – marketing, consultants
- External resources
 - Freelance journalists
 - Freelancers writers:
 - www.guru.com
 - www.elance.com
 - www.textbroker.com
 - www.lookingglassmarketing.com

Public Relations

Why PR?

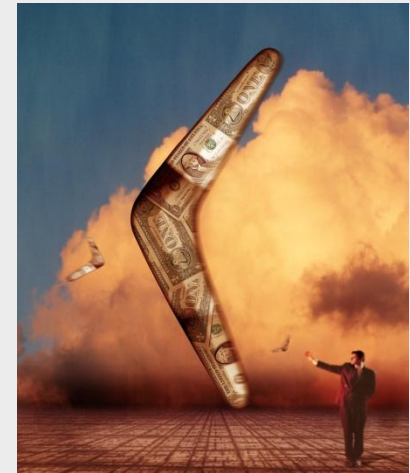
- **Build credibility**
 - People are scrutinizing their purchasing decisions
 - Look to credible sources of information to help make that decision
- **Do more with less**
 - Public relations costs less than many advertising and marketing techniques
 - Allows you to reach target markets with a variety of mediums including news releases, media interviews, events, newsletters, blogs, etc.
- **Journalists looking for stories**
 - Media cutbacks
 - More open to pitches and ideas

Get Ahead of Curve

- Proactive PR
 - Study by McGraw Hill - businesses that boosted their public relations, and marketing during a recession grew 275% over the 5 years proceeding.
 - Those businesses that cut back on it, only grew 19%.

Strong ROI

- PR strong ROI provides a better return on investment than many other forms of communication.
- A story that gets media or online coverage can reach thousands of readers, viewers and listeners vs. an ad or a piece of direct mail.
- A lot of opportunity with PR and with minor effort, you can see strong results.



Press Releases and Endless Possibilities

- **Refreshed content and visibility in search engines** - News releases are often the best quality and most frequently updated content a company produces
- **News releases should contain links** – Getting backlinks from credible news sites which increases the ranking of your website
- **Unlimited audience** - Tens of thousands of headline impressions across hundreds of blogs, websites, and news sites that run RSS headlines
- **Ideas for press releases:**
 - CEO speaking at a conference? *Write a release.*
 - Win an award? *Write a release.*
 - Have a new take on an old problem? *Write a release.*
 - New employees at your company? *Write a release.*
 - Add a product feature or service offering? *Write a release.*
 - Win a new customer? *Write a release.*
 - Publish a white paper? *Write a release.*
 - Have a new case study? *Write a release.*



News Release Tips

- **Press release** should be compelling and focused.
- **Press release headline** or title is the single most important piece when it comes to SEO.
- **Use keywords** in the first sentence of the initial paragraph and throughout the body content of the release.
- **Use anchor text** or hyperlinks to specific URL's.
- **Optimize** your boilerplate
- **Publish** as blog/RSS on your website
- **Keep it short!** Search engines spider the first 300 – 500 words on a page.

FOR IMMEDIATE RELEASE

POWEROBJECTS



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PowerObjects to Host Educational CRM Event in Minneapolis-area

Minneapolis – August 18, 2010 – [PowerObjects](#) a leader in [Microsoft Dynamics CRM](#) (Customer Relationship Management) solutions today announced that it will be hosting [PowerConnect](#), a one-day educational CRM event on October 6, 2010 at the Radisson Hotel and Conference Center in Plymouth, MN. The event will feature business and technical sessions focused on the best practices of Microsoft Dynamics CRM and SharePoint, new Microsoft Dynamics CRM product feature updates and upcoming release highlights, and [PowerObjects product](#) advancements. This one-day event is free-of-charge and will be an opportunity for customers, staff members, and partners to experience exciting keynotes from PowerObjects and Microsoft, educational breakout sessions, innovative ISV solutions, and customer case studies and panels.

We're very excited to be hosting our first PowerConnect event and it's a way to bring together like-minded individuals to share ideas on how to leverage Microsoft Dynamics CRM to drive success," said Jim Sheehan, COO of PowerObjects. "As a leading Microsoft Partner focused on Microsoft Dynamics CRM, we have a great deal of CRM expertise and knowledge and through this event we can better share and help customers get more from their technology investments. Our clients and business partners play an integral role in making CRM successful, and this event allows them to share experiences and lessons learned that benefit all of us."

The event will also feature innovative ISV sponsors including [ExactTarget](#), an industry leader in interactive marketing software and services; [experlogix](#), a leading developer of comprehensive product configuration solutions; and [TenDigits](#), a global leader in wireless CRM solutions.

For additional event details, visit <http://www.powerobjects.com/powerconnect.aspx> or contact Deb Victor at 612.201.2299, deb.victor@powerobjects.com.

About PowerObjects

Established in 1993, PowerObjects is one of a handful of organizations recognized as a leader in delivering [Microsoft Dynamics CRM/xRM](#) solutions to customers. As a Microsoft Gold Certified Partner, PowerObjects has an impressive and rapidly growing list of customers benefiting from [Microsoft CRM/xRM](#). PowerObjects fully embraces the power of customer choice and offers hosted, on-premise and online CRM deployment options. Headquartered in Minneapolis, Minnesota, with offices in Dallas, Texas, PowerObjects provides CRM solutions to businesses and non-profit organizations in multiple industries including [healthcare](#), [life sciences](#), insurance, financial services, publishing, distribution, manufacturing and professional services. For more information, visit www.powerobjects.com.

###

News Release Distribution

- Business Wire (www.bizwire.com)
- PR Newswire (www.prnewswire.com)
- Market Wire (www.marketwire.com)
- Vocus (www.vocus.com)
- PR Web (www.prweb.com)
- PRLog (www.prlog.org)
- eReleases (www.ereleases.com)
- Why consider distribution service?
 - The larger/more expensive services tend to have better distribution.
 - “Free” or cheap services seem to have smaller distribution.
 - But my basic research indicates you do get what you pay for.
 - What is a “permanent” link worth to you?



Fuel Your Marketing

- Repurpose published articles or stories:
 - Post on website, create a “News” area on site with links
 - Use in newsletters, blogs, social media
 - Use in sales process and nurture marketing
 - Send to customers
 - Use article reprints at events and trade shows

Referral Marketing

Feedback

- What are you doing from a referral perspective?
- Do you get referrals?
- Do you provide referrals?
- Informal? Formal program?

Importance of Referrals

- The act of being referred is a validation of your value and credibility
- Potential customer has already been pre-sold
- Have a high return-on-investment – small efforts that don't cost a lot of \$\$\$
- Generate high quality customers and business for the company

Why Don't We Get More Referrals?

- Referral source is not educated on our products/services
- Thinks you may be too busy
- Questions your ability to deliver
- Does not feel comfortable putting his/her reputation on the line
- Referral source is unsure of what he/she will get out of it
- Don't actively seek and communicate with referral sources – no consistency

Possible Referral Sources

- Customers and their contacts
- Vendors
- Partners
- IAMCP members
- Industry association leaders/members
- Centers of Influence
 - CPA's
 - Bankers
 - Consultants

Getting Started

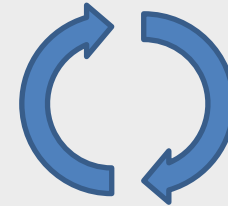


- Develop list of key referral sources – start small
- Develop plan and calendar to make regular contact
- Set yourself apart – what makes you different, focus on messaging, offers and theme

Ongoing Communication

“Out of sight means out of mind”

- Mailings
 - Topical articles
 - Reprints
 - Letters
 - Thank you notes
- Meetings
 - Personal, one-on-one meetings
 - Seminars
 - Receptions, dinners, events
 - Association activities
- Email
 - Forward items of interest
 - Quick notes, etc.
- Phone



Monitor and Track



- Number of referrals received/given
- Types of referrals
- Frequency of contact and type of activity
- Follow-up efforts
- Close ratio

Distinction in Marketing Winner Referral Program

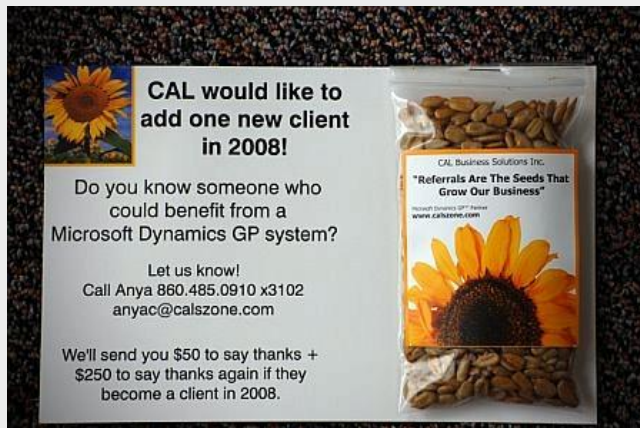


CAL Business Solutions

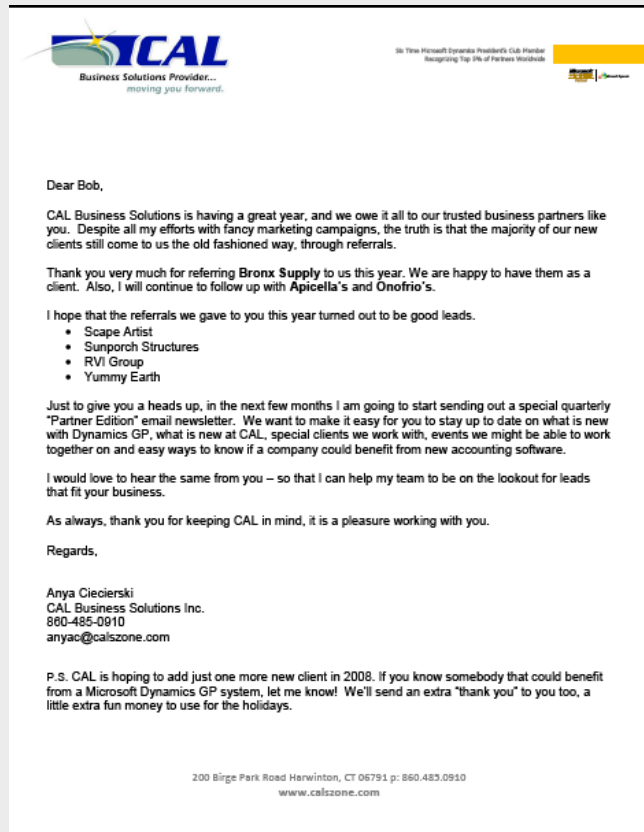
- Had good referrals but didn't encourage or market to referrals
- Identified Top 10 referral sources (Vendors, Centers of Influence – CPAs, other Microsoft partners)
- 12-month multi-touch campaign included:
 - Personalized letters, emails, dimensional direct mail
 - Thank you letter and gift for referrals
 - \$250 gift card for any closed business
 - Educational offers
 - Tips & Tricks
 - Face-to-face meetings
 - Integrated social networking through LinkedIn

Example: Dimensional Mailer

Lumpy Mailer




Business letter



Example: Business Letter

Business letter with Gift Card


Business Solutions Provider...
moving you forward.

Six Time Microsoft Dynamics President's Club Member
Recognizing Top 1% of Partners Worldwide

Dear Mark,

It is nearly the end of the Microsoft fiscal year and we want to thank you for all of your support this year. Certainly we owe the success of our business to partners like you.

Thank you very much for the referral to Sasco. This looks like a good project for us and our next step is to do a personalized demo of Microsoft Dynamics GP for them. I hope that Collins Paper Box, Laureate Education and CT Community Care worked out to be good leads for your company too.

I also want to let you know about our latest marketing effort. As you know, the first question we all get from anyone considering new technology is "How much does it cost?" And the answer any good IT person will give is, "It depends."

But for finance folks that like hard numbers to type into Excel, this answer just doesn't cut it. So we have just written a new white paper called "30 Questions Every CFO Must Ask About the Cost of Accounting Software." It gives 16 tips to help people save money and avoid hidden fees plus 30 questions they need to ask to make sure they understand all the costs that go into a complete accounting software implementation project. (Hint: software is a small part of the quote). Our hope is that by educating buyers up front, we can help them avoid sticker shock later on. And this will give all IT people a better reputation!

Section 3 deals with Hardware. I would love to get your feedback on this section as this is your field of expertise and not ours.

I hope that this white paper will assist you when you are speaking with companies who might be looking to upgrade their current accounting software system. It is available for download at www.calszone.com/30questions

Thank you again for the referrals. Remember, Microsoft is still offering \$250 for any qualified Dynamics lead entered into their new Matchmaker tool by 6/15/09. All you have to do is sign up, enter the lead information, assign to CAL Business Solutions and collect the money. (Of course they have a few rules and hurdles, but I can help you get through them). If you need any assistance with the process, let me know. www.microsoftmatchmaker.com


We are looking forward to working with you in FY10!

Regards,

Anya Cielierski
CAL Business Solutions

P.S. I know it is a long document so I included a Dunkin Donuts card so you can grab a latte while you review it.

200 Birge Park Road Harwinton, CT 06791 p: 860.485.0910
www.calszone.com



White paper offer

Accounting Software Costs

CAL Business Solutions

30 Questions Every CFO Must Ask About the Cost of Accounting Software

Insider Tips to Avoid Hidden Fees & Save Money

Now that you've decided it's time to upgrade your accounting software, the next question is: "How much does it cost?"

Unlike other purchases, it's not as easy as finding a price tag on the bottom of the box.

There are many variables - ways you can save money, waste money, and lots of hidden costs to avoid - that all factor into your total project price.

Believe it or not, software is only a fraction of the total cost.

Budgeting the cost of accounting software

So, how can a smart CFO budget for the total cost of a mid-market accounting software implementation?

The first logical person to ask would be an accounting software Partner or VAR (Value Added Reseller).

But, like any good IT professional, they will likely give you the non-committal answer of, "It depends!"

This is actually a valid response, but it certainly doesn't work as a line item in your budget formula (or help you get approval from your board of directors!).

Taking the guesswork out of software pricing

Over the past 26 years, the team at CAL Business Solutions has quoted and installed financial management software for hundreds of customers. Our goal in creating this detailed guide is to finally take the guesswork out of software pricing.

In this guide we have used Microsoft Dynamics GP (formerly Great Plains) software as the example, however, the principles discussed apply to almost all mid-market accounting software systems

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www.calszone.com

Distinction in Marketing Winner Referral Program



- **Tracking and Measurement :**
 - CAL used Excel and Microsoft Dynamics CRM to track both the leads it received from referral sources and the ones CAL provided in return.
- **Results:**
 - ✓ Generated 20 leads
 - ✓ Closed a half dozen sales
 - ✓ Increased the percentage of closed leads it received from referrals from 42% in FY08 to 60% in FY09
 - ✓ \$2,800 spent and huge ROI (50%+)!



Referral Marketing Checklist

- ✓ Can't afford not to be integrating referrals into your marketing efforts
- ✓ Start small - develop list of top possible referral sources
- ✓ Develop plan to communicate
- ✓ Offer information that is educational
- ✓ Consistency and follow-up is key
- ✓ Measure and track

Tracking and Measurement

Tracking, Measurement and ROI

- Make sure you track and measure campaign results – know that your budget is working the hardest it can
 - Each campaign/program should have a goal or objective (est. # new leads to result in \$XXX)
 - Track:
 - Campaign costs, # of touches, # of responses, # of leads generated, # of sales generated, \$ revenue generated, campaign ROI
- Use CRM system to implement campaigns and track results
- Dynamics Marketing Planning Template and “Quick Calc” (Lead Calculator) -
<https://mbs.microsoft.com/partnersource/sales/promotions/marketingplanningtemplate.htm?printpage=false&stext=marketing%20planning%20template>
- Monitor results and make adjustments!

Microsoft Marketing Resources

Microsoft Marketing Resources

- **Ready-to-go campaigns** – Turnkey programs
 - <http://www.mspartnerdirect.com/action/microsoft/site/Home;jsessionid=FEFCB7EC4F3AF9493F66954A636009E1.www1?GageSessionID=x>
- **Vertical marketing materials** – Templates multi-touch campaigns
 - https://partner.microsoft.com/40020485?msp_id=vertical
- **Microsoft Partner Events** – tap into live events and or develop your own through events-in-the-box
 - <https://www.microsoftpartnerevents.com>
- **Click-to-attend** - event search and registration system powered by Microsoft
 - <https://www.clicktoattend.com>
- **Sign-up for Marketing Professional Community** – training as well as information and tools to help you in marketing efforts.
 - <https://mbs.microsoft.com/partnersource/communities/marketing/>

Final Thoughts

- Keep marketing and be smart about budgets
- Online marketing – make greater investment, try new tactics and integrate into traditional marketing
- Content development – create unique, thoughtful content focused on audience needs
- Integrate PR into your efforts for unlimited possibilities
- Focus on referral marketing to build relationships and generate new business
- Integrate Microsoft marketing resources into your mix
- Track and measure – make sure your marketing \$\$ are working for you

Wrap Up

- Marketing consulting organization with expertise working with Microsoft Dynamics partner organizations to drive new marketing opportunities and results. Services include:
 - Virtual Marketing Director program
 - Marketing Execution and Project Management
 - On-demand Marketing Resource Desk via Email
 - Writing and Content Development
- Provide your email/business card to receive a copy of the presentation and be added to receive marketing tips and tricks
- Go to www.lookingglassmarketing.com sign-up to receive marketing tips and tricks.
- Complete your evaluation form.

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THANK YOU

Please complete your evaluation.