

FEI February 2025

TOP MARKETING & SALES PLAYS

YOUR LEAD GEN STRATEGY NEEDS NOW

 WEIDERT



HubSpot Certified Partner



President of Weidert since 2001
Inbound marketer since 2011



1 wife, 2 kids, 1 son-in-law,
2 grandkids, 2 dogs, 2 grand-dogs!



Host of The ChangeOver Podcast



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Connect with me!



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SALES & MARKETING HAVE BEEN DISRUPTED... AGAIN.

WHAT ARE YOU GOING TO DO ABOUT IT?



SIMPLE PLAYS
YOUR BUSINESS
NEEDS TO ADD TODAY



WHAT IS A **PLAY**?

- Trigger-based
- Executable Marketing & Sales actions
- Specific goal
- Measurable results
- Fueled by existing data





AI MAKES PLAYS
AT SCALE POSSIBLE



ALL PLAYS START WITH **MARKETING & SALES ALIGNMENT**

- Objective/Goal
- ICP & Personas
- Mktg Actions & Handoff to Sales
- Sales Actions
- Closed Loop Reporting



PLAY 1

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WEBSITE BoFu CONVERSION OPTIMIZATION

The screenshot shows a web form titled "REQUEST A CONSULTATION". The form includes a navigation bar with links: "Are We A Fit", "What We Do Best", "Our Work", "Who We Are", "Learning Center", and a "LET'S TALK" button. Below the title is a sub-header: "Take the first step toward transforming your marketing and sales efforts." The form fields are: "First Name*", "Last Name*", "Work Email Address*", "Industry*" (with a dropdown menu showing "- Please Select -"), and "Phone Number".

OBJECTIVE:

Maximize conversions on your site (forms, chatbots, meeting schedulers)

TRIGGER:

Website visitor completes a bottom-of-funnel (BoFu) conversion action on site

MARKETING ACTIONS:

Depends on the form/conversion action;
Automated qualification of leads

HANDOFF:

Email or Slack notification

SALES ACTIONS:

Defined steps to connect, discover, qualify



RE-ENGAGEMENT OF WEBSITE VISITORS (RB2B)


rb2b-web-visitors

Messages Add canvas Files +

RB2B APP 9:57 AM Wednesday, September 18th

Bob Smith from Acme

Name: Bob Smith
Title: Laboratory Supervisor
Company: Acme
Email: bob.smith@fakeemail
LinkedIn: www.linkedin/in/cantsay
Location: Neenah, WI



First identified visiting <https://www.weidert.com/changeoverpodcast> on September 18, 2024 at 09:43AM EST

Connect on LinkedIn :linkedin: More Details Report Data Issue

About Acme

Website: acmefakeurl.com Est. Employees: 22K
Industry: Hospital & Health Care Est. Revenue: \$1.2B

OBJECTIVE:

Engage anonymous website visitors

TRIGGER:

A visitor to solution-oriented pages is de-anonymized using RB2B

MARKETING ACTIONS:

Enroll qualified visitors in automated workflow designed to nurture to product-specific content

HANDOFF:

Automated email or Slack notification

SALES ACTIONS:

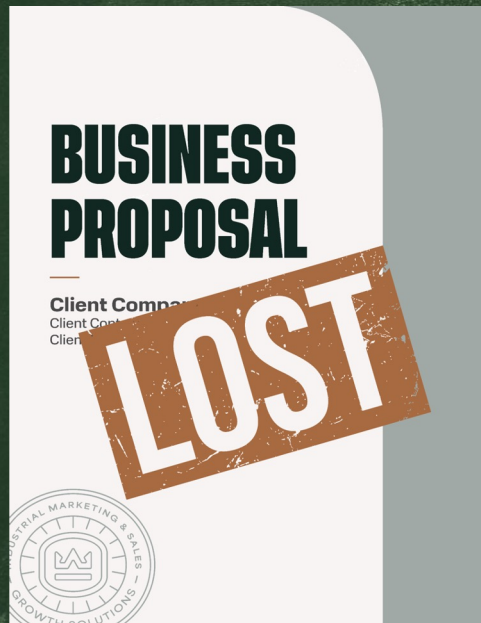
Review + enroll contacts in the applicable sales sequences

PLAY 3

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LOST DEALS



OBJECTIVE:

Re-engage qualified prospects who already know your brand

TRIGGER:

90 days elapsed since Deal Closed-Lost

MARKETING ACTIONS:

Segment by reason lost

HANDOFF:

Email notification to sales at 90 day mark

SALES ACTIONS:

Activate segment-specific sales sequence to associated contact

PLAY 4A

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PRE-EVENT



EXPERIENCE
Inbound

Wisconsin's Premier
Marketing and Sales Conference

OBJECTIVE:

Drive session attendance and/or booth meetings

TRIGGER:

List of registered event attendees

MARKETING ACTIONS:

Pre-event campaign for session attendance and/or meeting sign-up

HANDOFF:

Data-enriched list of ICP-fit attendees provided to Sales

SALES ACTIONS:

Pre-event outreach via LinkedIn or email

PLAY 4B

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AT-EVENT



OBJECTIVE:

Turn event into a viable source of new leads

TRIGGER:

List of event attendees, day-of-event

MARKETING ACTIONS:

- Promo materials (stickers, QR code on biz cards);
- Obtain segmentation data (engaged/attended session) via QR Codes, giveaways

HANDOFF:

(See post-event play)

SALES ACTIONS:

- Dress to be seen!
- Networking, at-event meetings
- Prep for outreach targets



POST-EVENT

The screenshot shows a meeting scheduling interface for 'WEIDERT'. It features a calendar for October 2024 with the 31st highlighted. To the right, there are options for meeting duration (30 mins or 15 mins) and a time selection field currently set to 10:15 am. The interface includes a profile picture of Frank Isca and the text 'Meet with Frank Isca'.

OBJECTIVE:

Turn event into pipeline/opportunities

TRIGGER:

Event conclusion

MARKETING ACTIONS:

- CRM automation setup;
- sales outreach message templates;
- nurturing of marketing-qualified attendees

HANDOFF:

ICP-fit lists of engaged vs not-engaged attendees

SALES ACTIONS:

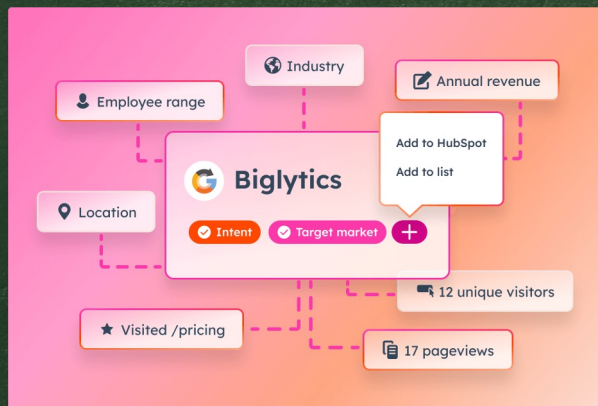
- 1:1 outreach to segmented contacts
 - engaged attendees → meeting request
 - not-engaged attendees → connect on LinkedIn

PLAY 5

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LAND & EXPAND USING DATA



OBJECTIVE:

Engage with contacts from a different department/division within a current customer company

TRIGGER:

New visitor from within a target account interacts on the website

MARKETING ACTIONS:

Create target list of companies in CRM, setup CRM data enrichment and email notifications

HANDOFF:

Email notification (automated)

SALES ACTIONS:

Review & execute applicable outreach sequence

PLAY 6

CUSTOMER REFERRAL



amplemarket

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OBJECTIVE:

Encourage current customers to refer ICP leads

TRIGGER:

VOC indication of satisfaction with work, or purchase of upsell products

MARKETING ACTIONS:

Create reward mechanism; analyze customers social media contacts for ICP matches; create personalized requests; automate with CRM

HANDOFF:

Notify via email or Slack

SALES ACTIONS:

Review & enroll contacts in applicable sequences



CHAMPION TRACKING



USERGEMS



OBJECTIVE:

Turn departed customer champions into leads

TRIGGER:

Job change alert from a tool such as Apollo, UserGems, LinkedIn, CRM bounce-back emails

MARKETING ACTIONS:

Identify list of champions, create notification workflow

HANDOFF:

Job change alert/automated notification

SALES ACTIONS:

Activate personalized & automated sales sequence (email, LinkedIn, etc.); offer incentive



CUSTOMER LIFECYCLE SIGNALS / TRIGGERS





WHAT DOES IT TAKE TO EXECUTE?



Alignment between sales and marketing



Regular 360° feedback loops, meetings, data flow



Technology: automation, AI for efficiency, scalability

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THE change over

PODCAST BY  WEIDERT

[WEIDERT.COM/CHANGEOVER](https://weidert.com/changeover)



TIME TO CHANGE YOUR GAME

THANK YOU!

 **WEIDERT**

