EXPERT
MARKETING
ADVISORS

Marketing Programs Playbook

Programs Defined

The combined execution of activities and tactics that support the overall Campaign objectives, aligned to the target audiences. Programs are both inbound and outbound digital activities, including but not limited to the following set of activities:

- Webinars
- Newsletters
- Blogs
- Videos
- Podcasts

Integrated Marketing Programs

Physical Events

Speaking Submissions

Social Channels

Industry Research Programs

Webinars

Blogs & Podcasts

PR

SEO & SEM

Content Best Practices

Content Planning

- Choose a theme or topic cluster for each month in support of campaigns
- Follow a predictable cadence each month
- Promotion is key through Social Media, Newsletters & SEM

- **Webinars**
  - Hosted on the 3rd thursday of each month
  - Co hosted w/ Customer or Partner
- **Blogs & Podcasts**
  - Topic compliments monthly webinar
  - Pushed out first week of the month
  - Externally written blog by Influencer quarterly
    - Builds credibility in your market
- **Physical Events**
  - Industry Summits / Trade shows
    - Quarterly
  - Hosted Events / Roadshows
  - User Groups

- **Newsletters**
  - Sent monthly—beginning or end of month
- **Social Channels**
  - Amplify all programs and PR daily
  - Air cover for industry-specific events
- **SEO/SEM**
  - SEO/SEM running daily to drive traffic to website
  - Keywords narrowed for goal search terms
  - Identify gaps & create pages for targeted keywords
  - SEO as a tactic is ongoing, SEM page one spend can be high in the early days until SEO page one ranking grows
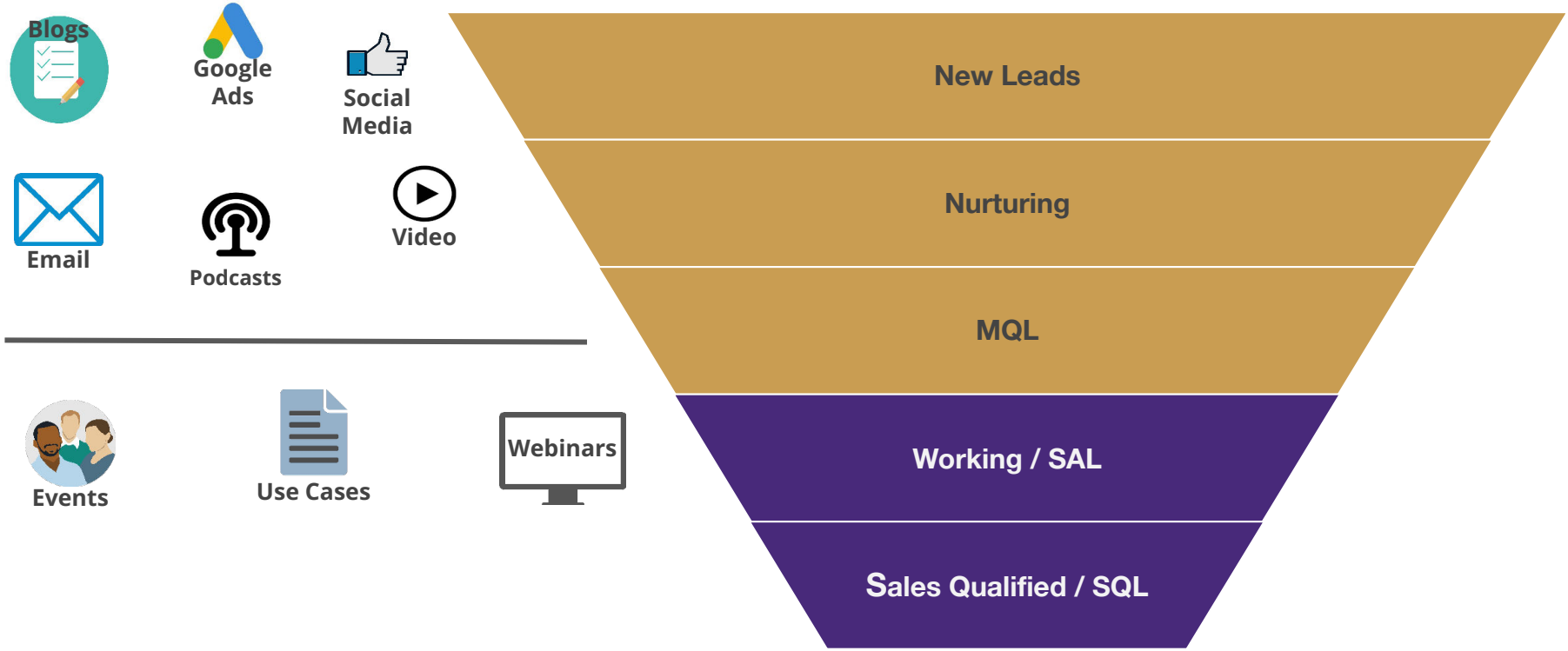
Monthly Demand Gen Cadence - Programs

	Monday	Tuesday	Wednesday	Thursday	Friday	Funnel Drive
Week 1		- New **Asset** pushed out (video, podcast, etc)	**Daily Social Running: SEO/SEM**			New Asset Drives **Nurtures/MQLs**
Week 2			**Daily Social Running: SEO/SEM**	- Related **Blog** promotion - Monthly webinar promo send out		Blog Drives **Nurtures/MQLs** Webinar Sign-ups Drive **SALs**
Week 3		- Last chance webinar promo sent out	**Daily Social Running: SEO/SEM**	- Social Push: Webinar Countdown -**Live Webinar** co-hosted	- **Webinar** on-demand	Webinar Sign-ups Drive **SQLS**
Week 4	- Transcribe Webinar for SEO		**Daily Social Running: SEO/SEM**	- Monthly **Newsletter**		Newsletter content drives **Nurtures/MQLs/SALs /SQLs**

Programs Mapped to Marketing Funnel

Blogs

Google Ads

Social Media

Email

Podcasts

Video

Events

Use Cases

Webinars

New Leads

Nurturing

MQL

Working / SAL

Sales Qualified / SQL

Ways to Measure Success

Program Metrics to Track

- Newsletter
  - Subscribers
  - Unsubscribes
  - Open Rates
  - Click Rates

- Webinars
  - Channel Subscribers
  - Registrations
  - No Shows
  - Live vs. Recorded Views

Ways to Measure Success

- Website Content
  - Acquisition
    - Organic Traffic
    - Google Ads
    - Social
    - Campaigns
    - Bounce Rate
    - UTM Codes

  - Specific Page View Analytics

  - Landing Page & Forms
    - Marketing Automation Platforms: Marketo, Hubspot
    - Embedded Landing Pages
    - Bounce Rate
    - Gated and Ungated Content

Thank you!

For inquiries or questions, please email
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