“5 Steps to Improve Your Marketing and Sales”

Presented by:
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Transportation Marketing & Sales Association
2020 TMSA Marketing & Sales Metrics Study

- Annual study to help understand key sales and marketing metrics, how they change over time, and best practices for success in the industry
- Initially launched in 2014
2020 TMSA Marketing & Sales Metrics Study

Metrics and Trends include:
- Demographics of Participants
- CRM, Automation, Technology Use
- Staff and Budget Sizes
- Cost Per Sales (FTE)
- Sales Contribution by Source
- Reasons for Business Loss
- Allocation of Marketing Budget
- Digital Averages: Email Open Rates, Click Rates, etc.
- Marketing Activity Outsourcing
- How Metrics and ROI are Tracked
Demographics of Respondents

Roles and Responsibilities

- Marketing Leadership: 58%
- Corporate Management: 37%
- Sales Leadership: 37%
- Marketing Operations: 31%
- Corporate Communications: 23%
- Sales Operations: 19%
- HR/Talent Management: 4%
Demographics of Respondents

Company Type

- 3PL/Broker/IMC/Forwarder: 63%
- Motor Carrier: 28%
- Technology: 18%
- Other: 13%
- Parcel/Home Delivery/Final Mile: 7%
- Ocean Carrier/Marine Port: 6%
- Railroad: 3%
Demographics of Respondents

Size of Enterprise
(Based upon Employee Count)

- 31% Micro (<50)
- 22% SMB (50-499)
- 22% Medium (500-1,000)
- 21% Large (1,000-9,999)
- 4% Giant (10,000 +)
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Step 1: Leverage Technology

• CRM Systems
• Sales Automation
• Marketing Automation
• Emerging technologies in AI
Use of Technology

Use of CRM/Automation System

- Yes: 85.5%
- No: 14.5%
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Step 2: Listen to the Voice of the Customer

• Set upfront measurable goals and objectives
• Ensure proper collaboration within the relationship
• Perform regular, meaningful customer reviews
• Implement appropriate CX strategy
Listen to the Voice of the Customer

CX or Customer Service Review Strategy

- Informal Strategy Exists: 41%
- Formal Strategy Exists: 25%
- No, But Will Develop: 18%
- No Such Program Exists: 16%
Listen to the Voice of the Customer

THE BUYER’S JOURNEY

- **Attract**: Suspects
  - Industry Events
  - Advertising/PR
  - Digital Media/SEO
  - Outbound Calls

- **Convert**: Prospects
  - Calls to Action
  - Sales Efforts
  - Digital Media
  - Web/Social Media

- **Close**: Leads
  - Live Interactions
  - Sales Presentations
  - Lead Scoring
  - CRM Integrations

- **Retain**: Customers
  - Measurement
  - Loyalty Strategies
  - Product Integrity
  - Customer Service

- **Advocates**
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Step 3: Look at Your Sales Strategy Holistically
- Set upfront measurable goals and objectives
- Ensure proper collaboration within the relationship
- Perform regular, meaningful customer reviews
- Implement appropriate CX strategy
Look at Your Sales Strategy Holistically

Factors to Identify Optimum Sales Lead

- Industry Vertical: 73.5%
- Service Vertical: 66.0%
- Service Requirements: 57.55%
- Lanes/Geographic Coverage: 52.83%
- Financial Strength/Credit: 44.34%
- Carrier/Provider Friendly Ops: 37.7%
Look at Your Sales Strategy Holistically

How Sales Organization is Deployed

- Named Accounts: 47%
- Territory: 40%
- Industry/Vertical: 32%
- Account Size: 24%
- Other: 10%
Look at Your Sales Strategy Holistically

Reasons for Loss of Business

- Price: 75%
- Mergers & Acquisitions: 45%
- Service: 40%
- Inability to Meet Needs: 13%
- Claims: 9%
- Other: 9%
Look at Your Sales Strategy Holistically

Measuring Salesperson Success

- Win Ratio (Wins vs. Loss): 52%
- Win Ratio (By Dollars): 45%
- % of Quota Attained: 45%
- Average Sales Value: 43%
- # of Sales Calls Made: 41%
- # of Proposals/Quotes Made: 38%
- Appts. With Decision-Makers: 27%
- Other: 21%
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Step 4: Look at Your Marketing Strategy Holistically

- Align Marketing strategy and operations with Business Goals, Objectives
- Establish SMART Goals: Specific, Measurable, Achievable, Relevant, Time-based
- Reflect all Marketing with the Buyer’s Journey
- Fight for appropriate resources
- Establish ROI Measurement best practices
Look at Your Marketing Strategy Holistically

Size of Marketing Budget

- 33% Less than $250K
- 23.5% $250K - 499K
- 6% $500K - $749K
- 6.5% $750K - $999K
- 17% More than $1M
- 14% Do Not Know
Look at Your Marketing Strategy Holistically

Marketing Budget by Category

- Tradeshows/Events: 20%
- Website/SEO: 17%
- Digital Advertising: 15%
- Content Marketing: 15%
- CRM / Mkgr. Automation: 13%
- Print Advertising: 10%
- Email Marketing: 8%
- Public Relations: 6%
- Research: 4%
- Direct Mail: 4%
Look at Your Marketing Strategy Holistically

Marketing Budget by Objective

- Customer Acquisition/Lead Gen.: 38%
- Brand Awareness: 24%
- Customer Retention/Loyalty: 15%
- Demand Generation: 14%
- Customer Experience (CX): 9%
- Other: 9%
Look at Your Marketing Strategy Holistically

### Marketing ROI Tracking

<table>
<thead>
<tr>
<th>Answer Options</th>
<th>Basic</th>
<th>Good</th>
<th>Very Good</th>
<th>Best-In-Class</th>
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<tbody>
<tr>
<td>Print Advertising</td>
<td>54.29%</td>
<td>10.0%</td>
<td>4.29%</td>
<td>1.43%</td>
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<tr>
<td>Direct Mail</td>
<td>39.71%</td>
<td>7.35%</td>
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<tr>
<td>Research</td>
<td>38.81%</td>
<td>8.96%</td>
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<tr>
<td>Content Creation/Marketing</td>
<td>37.14%</td>
<td>24.29%</td>
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<tr>
<td>Public Relations</td>
<td>36.23%</td>
<td>10.14%</td>
<td>15.94%</td>
<td>4.29%</td>
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<tr>
<td>Trade Shows/Events</td>
<td>30.99%</td>
<td>25.35%</td>
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<tr>
<td>CRM/Marketing Automation</td>
<td>27.14%</td>
<td>17.14%</td>
<td>15.71%</td>
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<tr>
<td>Website/SEO</td>
<td>26.76%</td>
<td>28.17%</td>
<td>19.72%</td>
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<tr>
<td>Telemarketing (Lead Gen)</td>
<td>24.64%</td>
<td>18.84%</td>
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<tr>
<td>Digital Advertising</td>
<td>21.43%</td>
<td>22.86%</td>
<td>22.86%</td>
<td>10.0%</td>
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<tr>
<td>Email Marketing</td>
<td>19.72%</td>
<td>22.54%</td>
<td>26.76%</td>
<td>12.68%</td>
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<tr>
<td>Other</td>
<td>17.86%</td>
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</table>
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Step 5: Ensure Proper Alignment
5 Steps to Improve Your Marketing, Sales

• **Step 1:** Leverage Technology
• **Step 2:** Listen to the Voice of Customer
• **Step 3:** Look at Your Sales Strategy Holistically
• **Step 4:** Look at Your Marketing Strategy Holistically
• **Step 5:** Proper Alignment between Sales, Mktg, Operations
For more information:

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