### Industrial Website Marketing: How well does your website fit into a sales & marketing partnership?

Learn how to maximize a return on your marketing investment











## The sales & marketing partnership.

Before we talk about how your website fits into a sales and marketing partnership, let's define what an effective sales and marketing partnership is.



### **Partnership Roles**

Marketing's job is to build and maintain the brand and provide qualified leads to sales.

Sales' job is to turn leads (prospects) into sales dollars.

The Benefit

Minimize /eliminate cold

Focus on building lasting relationships.

More time devoted to following up and converting leads to revenue.

## Well-defined processes are key.



## **Marketing**

Sales



Create go-to-market plans designed to drive leads to meet overall business goals.



with achieving overall business revenue goals

Create sales goals to align



success. Marketing and sales must work together to define the following: 1. What constitutes a pre-qualified lead.

Collaboration helps to ensure everyone agrees on expected results and metrics of

- 2. The number of pre-qualified leads needed to meet sales goals.
- 3. How leads should be processed to track marketing ROI.
- 4. Define the key performance indicators (KPIs) necessary to measure demand
- generation success. 5. The tools that must be in place to track KPI metrics.
- Note: It should be marketing's goal to communicate company-wide all customer-facing marketing activities and

corresponding results to ensure everyone is in the "know".

together to meet overall business goals.

& marketing partnership?

the organization.

Incorporates relevant on page calls-to-action.

marketing dollars.

criteria.



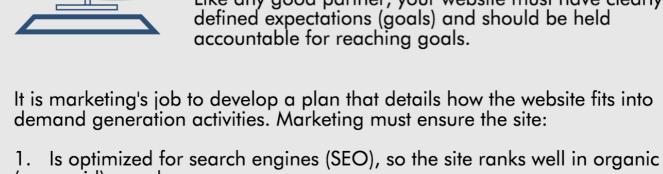
A strong sales & marketing partnership leads to an organization that communicates well and works



# Your website is a means of communicating with your

prospects and customers -- it acts as a middleman in the sales & marketing partnership to gain new leads for

How does my website fit into the sales



3.

Like any good partner, your website must have clearly defined expectations (goals) and should be held accountable for reaching goals.

(non-paid) searches. Contains clearly defined conversion paths.

- 4. Meets customer expectations for information and use.

Pulling it all together.....

Create a sales and marketing partnership that works

the organization meet overall revenue objectives.

together to develop strategies, goals, and plans that help

When the website is doing its job, marketing can turn well-qualified leads over to sales based on pre-defined



Incorporate processes, analytics, and the proper measurement tools to ensure a maximized return on



Develop a robust internet marketing strategy with goals, key performance indicators, and metrics that allow datadriven improvements to ensure all marketing activities meet

demand generation expectations.



advantage.

Pump Marketing Solutions is an industrial marketing company specialized in helping pump manufacturers and distributors optimize their internet marketing

strategy to improve lead generation, grow sales, and maintain a competitive

Co-founded by two pump industry veterans, Pump Marketing Solutions has 35+ years experience selling and marketing fluid moving products for global industrial manufacturers and distributors who serve a broad range of markets and applications. The company's mission is educating marketing and sales teams on Internet technologies that reach out to the world like never before.

To learn more, visit the Pump Marketing Solutions site today,

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