

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

Learn how to maximize a return on your marketing investment



#1

## 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 calls.

Focus on building lasting relationships.

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

## Well-defined processes are key.

#2

### Marketing



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

### Sales



Create sales goals to align with achieving overall business revenue goals

### Collaboration

Collaboration helps to ensure everyone agrees on expected results and metrics of success. Marketing and sales must work together to define the following:

1. What constitutes a pre-qualified lead.
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".



A strong sales & marketing partnership leads to an organization that communicates well and works together to meet overall business goals.

#3

## How does my website fit into the sales & marketing partnership?



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 the organization.

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

It is marketing's job to develop a plan that details how the website fits into demand generation activities. Marketing must ensure the site:

1. Is optimized for search engines (SEO), so the site ranks well in organic (non-paid) searches.
2. Contains clearly defined conversion paths.
3. Incorporates relevant on page calls-to-action.
4. Meets customer expectations for information and use.



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

## Pulling it all together.....



Create a sales and marketing partnership that works together to develop strategies, goals, and plans that help the organization meet overall revenue objectives.



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



Develop a robust internet marketing strategy with goals, key performance indicators, and metrics that allow data-driven improvements to ensure all marketing activities meet demand generation expectations.



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 advantage.

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.

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