

KloudReadiness Worksheet

Worksheet #5: The KloudReadiness Marketing Formula

Targeted Promotions

Compelling Content

Call To Action

+ Follow Through

Highly Qualified Leads

The KloudReadiness Marketing Formula defines four essential ingredients for developing lead generation programs that produce high quality leads to feed your sales pipeline. Use this worksheet as a guide for building your own content-based marketing programs that will provide interesting, relevant and valuable information for the potential buyers in your target market including a call-to-action for follow-up engagement by your sales people.

Ingredient #1: Targeted Promotions

The first ingredient will be to select the target markets for your lead generation campaigns. As you answer the questions below, you will be working towards building an ordered list of target markets that will focus your marketing efforts and resources. Your top choice will become the first targeted campaign that you will execute; your second choice will be your second campaign, and so on.

1. Who are your best customers?

Start by selecting at least three (3) and no more than five (5) of your BEST and HAPPIEST customers. If you could have 50 or even 500 more customers just like them, who would they be and why? Is it because of their revenue value to your company, or perhaps the match between their business needs and the value of your solution, is it the ease of supporting them or is it something else? Please be as specific as you can.

- Who is best customer #1 and why?
- Who is best customer #2 and why?
- Who is best customer #3 and why?
- Who is best customer #4 and why?
- Who is best customer #5 and why?

In which target markets are your best customers located?

In your marketing campaigns, you are going to target those markets where you have demonstrated success – as defined by your best customers. Why, because you understand these customers and you are familiar with their business. You know what they need and why they selected you as a vendor. You speak their language and you can describe the solution you provided to others in the same market segment using familiar language. Please indicate the target markets for your best customers in the space provided below.

- What is the target market for best customer #1?

- What is the target market for best customer #2?

- What is the target market for best customer #3?

- What is the target market for best customer #4?

- What is the target market for best customer #5?

2. Where do your customers congregate?

Now find out where your best customers go to network, to share ideas and learn about new solutions important to their industry. It might be a trade association, industry conferences, online or print publications, or even a community group or event. Maybe you are even aware of a source for a purchase list or a contact database of buyers in this vertical segment. From your answers to this question you will identify a lead source that will be used to promote your compelling content to your target audience.

- Lead sources for the target market for best customer #1?

- Lead sources for the target market for best customer #2?

- Lead sources for the target market for best customer #3?

- Lead sources for the target market for best customer #4?

- Lead sources for the target market for best customer #5?

3. Now put your target markets in order from your first choice to your last?

Look back over your answers to questions 1-3. Based on the customer (strength of solution, ability of evidence, willingness to be promoted) and their target market (size and local presence, healthy industry) and the available lead sources (ways to reach your audience), please rank the target markets in order from first to last.

- Your #1 target market and why?

- Your #2 target market and why?

- Your #3 target market and why?

- Your #4 target market and why?

- Your #5 target market and why?

Ingredient #2: Compelling Content

The second ingredient will focus on how to create the compelling content that will be used as the foundation for your targeted lead generation program. Answer the following questions in as much detail as you can. It will make the task of content creation that much easier and the impact of your campaign that much stronger.

4. What are the top concerns for this market segment?

What are the most pressing concerns for this vertical market? Try to identify, in order, the most critical business problems, risks, automation trends, cost concerns, productivity factors or competitive threats they are facing.

- Vertical market concern #1?

- Vertical market concern #2?

- Vertical market concern #3?

- Vertical market concern #4?

- Vertical market concern #5?

5. What are the top solutions and benefits you offer?

Now describe the 3 to 5 solutions and benefits of your cloud service. Think back to your work on the value proposition in Worksheets #1 through 4 where you defined your core competencies, your service description and the value of your service to your ideal customer profile. Your answers to this question should align perfectly with your value proposition.

- #1 solution and customer benefit that you provide?

- #2 solution and customer benefit that you provide?

- #3 solution and customer benefit that you provide?

- #4 solution and customer benefit that you provide?

- #5 solution and customer benefit that you provide?

6. How well do your solutions match the customer concerns?

Pick the best 2 or 3 matches between the business concerns of your top target markets in question #5 and your top solutions and benefits from question #6 and describe them below.

- What is the #1 match between a customer concern and your solution?
- What is the #2 match between a customer concern and your solution?
- What is the #3 match between a customer concern and your solution?

7. What is the tangible evidence of your benefits?

To be credible, your benefits must be accompanied by tangible and quantifiable evidence. Tangible evidence can be in the form of time savings, cost savings, productivity improvements. Risk reduction can be quantified as avoiding the business impact of data loss, a security breach or downtime due to a disaster that interrupts business continuity. Business impact can be in the form of lost customers and revenue or legal liability. Please describe the tangible evidence for the top 2 or 3 solutions identified in question #7 below.

- What is the tangible evidence for solution #1?
- What is the tangible evidence for solution #2?
- What is the tangible evidence for solution #3?

Ingredient #3: Call-To-Action

Now that you have created the source material that will provide compelling content for your targeted lead generation campaign, you must create a call-to-action that will entice the buyers in your target audience to act. A great call-to-action is critical for maximizing the response rate of your campaign. Your call-to-action should be formulated as an offer and the best offers provide something of real value to your audience. In the space provided below, formulate 2 or 3 ideas for a call-to-action that can be presented as an offer.

8. Formulate your Call-To-Action as an offer?

Create 2 or 3 call-to-action offers. Consider the following examples: A free trial or demonstration, an ROI analysis, a free evaluation or proof of concept, a white paper, a competitive upgrade or trade-in program, a discount or a free month of service. Any financial incentives should have a deadline. Discuss them with your customers and business associates to determine which offer is the most attractive to your target buyers.

- Call-To-Action Offer Idea #1?

- Call-To-Action Offer Idea #2?

- Call-To-Action Offer Idea #3?

Ingredient #4: Follow Through

The fourth and final ingredient of the KloudReadiness Marketing Formula is the all-important process of follow through. For example, you will want to send a thank you note or an email to webinar attendees with a summary of the event and a fulfillment piece such as a brochure or customer case study. Even better, place a follow up call and reiterate your offer (call-to-action) and begin to engage the prospect in your sales process. Create a formal lead qualification process with a numeric rating system that contains the 5 essential qualification criteria given in question #10 below. Use your prospect rating to prioritize your sales efforts.

9. Create a qualification process using 5 critical qualifiers for your sales prospects.

How will you know which prospects to pursue and which ones to place on the back burner? With a qualification process your sales team can apply a consistent rating system that will make it easy for them to properly qualify prospects and easy for you to manage the sales process to success. Use the 5 qualifiers below, modify them, or add a few of your own.

- Rate your prospect's pain or appetite for cloud services. Identify any impending events that will trigger a buying decision (rate on a scale of 1 to 5)?

- Rate your solution fit - how well does your cloud service solve the customer's business problem (rate on a scale of 1 to 5)?

- Rate the economic benefit of your solution on a scale of 1 to 5. Do you save money, control expenses, increase sales, eliminate the risk of customer or revenue loss?

- Rate the decision process on a 5-point scale. Are you working with the primary decision maker, are decisions made by committee, is an ROI necessary?

- Rate the time-frame for a decision on a 5-point scale. Will a decision be made in less than 60 days, or will it realistically be 3 to 6 months, or will it take longer?

Congratulations! You have completed the KloudReadiness Marketing Formula Worksheet. You now have formalized the compelling content for your first targeted lead generation campaign. Properly designed, your campaign will provide valuable information to potential buyers in your target market that will attract their attention, capture their interest and entice them to take action. You will also have a formal lead qualification process for rating your prospects. And you should also have some ideas for the next 2 or 3 content-driven campaigns that will take this approach to other target vertical segments. Now go and build your webinar, seminar, sales pitch or industry conference presentation based on this formula and track your results. Fine tune your strategies and perfect your execution. Over time you will have a lead generation process that will feed your sales pipeline with highly qualified leads and predictable sales results.

Please find **Worksheet #6: Lead Qualification Template** and complete the questions in this worksheet.