

Creating effective Go-To-Market campaigns

Once you have created an optimized sales landing page, you can use marketing campaigns to direct your visitors to that page.

Before executing your campaigns, you should:

1. Define your target market.

Decide your target market and create and refine your content so that you engage your target prospects' emotions but also speak to their business challenges. This can be done with a variety of materials: webpages, but also blogs, emails, customer stories, e-books, etc. When defining your target market, consider:

- What are their primary pains and challenges?
- What do they most want to achieve?
- What drives their decision making?
- Who influences them?
- What is most important to them?

2. Be clear and specific about the industries you serve.

Prospects want to know if your solution will solve their specific business needs. Demonstrate your industry expertise by creating and sharing case studies, by providing industry specific landing pages, and by writing blogs that highlight key challenges facing your target industries.

3. Speak to a specific persona.

We often try to create content that resonates with all prospective buyers, but in doing so, we don't reach any one prospect in a meaningful way. The needs of an IT Manager are different from those of a Marketing VP or CEO, and the challenges faced by the CEO of a fashion brand differ from those of the CEO of a restaurant chain. Prospects will only spend a few seconds scanning your landing page or reading your email. Identify who your solution is for at the top of your page, so that visitors can immediately know they have come to the right place, and you have a solution just for them.

4. Have a well-defined content strategy.

Your prospects are busy. They receive a lot of content, and they don't trust sales materials and advertisements as much as they used to. This means you want to focus less on selling, and more on informing, helping and educating. All of your campaign content should focus on teaching prospects about how to solve their pain points, rather than simply describing product features and functionality.

5. Keep your content simple

Keep the messaging clear and to the point. Use language your customers would use themselves to describe their needs or challenges. Most people skim through text: on your conversion landing page and in campaign emails, try to eliminate everything that isn't compelling or important.

6. Use images

Many IT companies use too much text in their marketing materials and communications. Adding an image to an email has been proven to increase open rates. Add a link to a video or demo to encourage prospects to move to the next step in the buying journey. Do you have a new marketing asset? Send people there. Including dashboards, images and other graphics in campaign content can boost interest and keep readers engaged for longer. When using images, choose those that feature people over objects. If you can, avoid emotionless stock footage.

7. Use video

In a world of information overload, video is easy to engage with. Even if you operate a small business, you can inexpensively create authentic customer stories, educational videos, employee video blogs and more. Share your videos on your website, embed links in your email campaigns, and post your videos on social media. Don't forget to always add subtitles to enable viewers to get your message even if they watch your content without sound.

8. SEO and SEM

To increase the chances that your Web landing page(s) will be found, apply search engine optimization (SEO) best practices. SEO refers to the process of optimizing your listing or sales conversion page so that it will appear high in the organic search results.

How to make sure your content is found online

Make your content fresh and relevant.

Your content should be specific on a given topic and you should always keep it up to date. Modify your listing and sales conversion pages regularly. Update screen shots, videos, text, and more. Search engines demand that you keep your listing current.

Add outbound and inbound links.

Search engine developers understand the internet is a place of sharing. The more a URL is shared by relevant and quality websites, the more merit it receives relative to others. Reach out to industry analysts, bloggers, partners, or other technology consultants for a review, a mention, or even just a quick link (within context of course) to your listing. It's also imperative to create outbound links. On your landing page, nest resources within your page to optimize the customer experience. Nested content could include industry research or other educational content your prospects can benefit from, such as the [LS Retail blog](#).

Optimize keyword placement and metadata headers.

Metadata includes page headers and descriptions of the page's content found within its code. Where possible, ensure your listing has a page header or title that includes keywords your users will typically search for. Every site has a meta description that is displayed on a search engine's results page. Do not talk about product features and functionality in your meta description if that isn't what your prospects are looking for. Make sure to research the words and terms that are typed the most within your prospects' industry. This may be one of the most valuable, high return activities you can do. Finally, avoid keyword stuffing. Many search engines penalize you (or even remove your ranking altogether) if they find you've been adding a slew of completely unrelated but over-optimized words or terms.

Search Engine Marketing (SEM)

You can choose to invest funds into promoting your website landing page(s) to increase their visibility in search engine results. In other words, your page can achieve a higher ranking in search engine results and appear above the organic search results, thereby increasing your chances of click-through. This is referred to as search engine marketing (SEM) or pay-per-click (PPC).

Digital media advertising

There are also many paid options to gain increased awareness and attract higher visitor volumes using targeted display or banner advertising. Because of the complexity involved, we recommend working with a media buying agency or expert who can help you target and optimize your initial media plan in order to yield the highest return on investment. Hiring an expert will help you learn best practices and avoid mistakes. Important steps include choosing the right medium, defining your target buyer, assessing costs, identifying goals, designing effective advertisements, optimizing campaigns, and measuring and tracking results. In summary, search (both paid and SEO) is one of the most powerful mediums for creating and capturing demand for your solution. However, it can be expensive to maintain over the long term.

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