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Greetings!

Raising awareness for your products and services is the first step in the buyer's journey toward achieving a fair value exchange and long term mutually beneficial relationships.

Engagement marketing is the process that guides that buyer's journey. Designing and delivering a continuous conversation that brings the right messages at the right time for nurturing awareness into a marketing qualified lead and ultimately a sale is our *raison d'etre*.

The framework above was developed to help marketers organize their thinking and strategies, tactics and processes, and roles and responsibilities to deliver superior customer experiences throughout the buyer's journey using Engagement Marketing. This framework, [The Marketer's Framework for Demand Generation](#), is centered on Metrics that Matter and contains four major components: Customer Relationships, Data, Technology and Operational Efficiency.

In the last six months, marketers have talked to me about some of their challenges which are addressed by this framework:

- Our marketing teams and their efforts are not integrated. We have marketing operating in silos.
- Our growth programs are not delivering enough MQLs.
- We can't personalize because our data is incomplete or inaccurate.
- We can't articulate our marketing performance through metrics to management.

These are just some of the challenges marketers continue to face.

Let us help you work through these issues and others you are experiencing.

Regards,

Marianne

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The MarTech Roadmap

