

# HOW TO **DOUBLE** YOUR MARKETING ROI

With Quick Fixes for the Top 6 Frustrations

Checklist for  
Software & Tech Leaders

# Who is this Checklist for?

**You, if you're the leader of a Software or Tech company and you're frustrated by:**

- 1. Sluggish growth** and lousy marketing ROI
- 2. Trying out a host of tactics (like SEO, Email, Social, Remarketing etc)** but seeing no change.
- 3. Having no idea of how to fix** the problem.

***Would you release any of your products or services without first Performance Testing them?***

So, how is your marketing different?

**This Checklist shows you how to how to Performance Test your marketing by finding and fixing the 6 Frustrations most other leaders say they hate.**

It's not about SEO, web stats or eye-glazing reports; it's about getting your marketing basics right, *before* you spend on Digital Marketing.

If you fix the basics, **you'll double (or more) the ROI** from whatever marketing you spend it on. This checklist series will show you how.

# What Will You Get?

This Checklist gives you the:

- **Symptoms** to look for
- **Questions** to ask to Performance Test your processes
- **Action Steps** to find and fix these top 6 Frustrations:
  1. Low Quality Web **Leads**
  2. Falling **Email** Responses
  3. More **Traffic**, Less Conversion
  4. High **Ad Spend**, Low Quality Leads
  5. Low **Collateral** Engagement
  6. Overall, lousy **Marketing ROI**.

# Tried Any Of These Popular Fixes?

## Ramp up SEO

...but you found  
higher rankings  
didn't =  
higher quality leads

## Ramp up Social Media

...but you found  
more connections  
didn't =  
more leads

## Ramp up Google Adwords

...but you found  
more hits  
didn't =  
more engagement

## Ramp up Content

...but you found  
more content  
didn't =  
more conversion

Ramping up activity won't increase Lead Quality or Value until you know why the leads you want aren't engaging with you. That's what this Performance Checklist will tell you.

# Frustration #1: LOW QUALITY WEB LEADS

# 1

**SYMPTOMS:** You're getting web leads but they're a poor fit & waste your time

## Questions

1. Can your Ideal Best Fit Buyers find themselves on your website?
2. Is it clear who's Best Fit or Poor Fit - and why?
3. Do you speak to them each separately?
4. Do you focus on solving Best Fit Buyers' problems or
5. Do you tell everyone how great you are?

## Action Steps

1. Take a cool look at your website
2. Make it easy for Best fit Buyers to find themselves
3. Speak to them directly about their problems
4. Make it clear how you solve them better than others
5. Explain (politely!) what makes a Buyer Poor Fit and
6. Invite them back when they fit you better.



# Frustration #2: FALLING EMAIL RESPONSES

## 2

**SYMPTOMS:** Responses to marketing emails are going down not up

### Questions

1. Are your emails short, sharp and crisp?
2. Is there one clear Call To Action (CTA) per email?
3. Are emails sequenced logically in each campaign?
4. Is it clear to readers that you know who they are?
5. Do you segment emails by relationship - as well as industry, role and readiness to engage?
6. Do you use lots of graphics, images, bolding and capitals?

### Action Steps

1. Appraise your best emails as a suite
2. Make sure titles are strong, short & punchy
3. Keep the essentials & cut the length
4. Make sure there is one large, clear CTA
5. Segment content to industry, role, readiness - and especially relationship
6. Use 'Text Only' emails (more authentic and cheaper, faster to create).

# MORE TRAFFIC, LESS CONVERSION

## 3

**SYMPTOMS:** Your web traffic's up but it's not converting to better qualified leads

### Questions

1. What's your main focus: hits or visitor engagement?
2. Do you show understanding & problem-solving?
3. Is your web text written in the 2nd person (you)?
4. Do you have clear, relevant CTAs?
5. Does your content deliver what the CTA promises?
6. Is it easy and comfortable for visitors to take the actions you want?

### Action Steps

1. Appraise your website for visitor engagement
2. Check competitors' sites for these too
3. Make sure your text is totally 'you' focused
4. Ensure your content delivers exactly on the CTA
5. Make it easy for visitors to take the next action
6. Fix your content & web funnel before you go back to SEO, ads, social media etc to ramp up traffic.

# HIGH AD SPEND, LOW QUALITY LEADS

# 4

**SYMPTOMS:** You're paying for clicks but they're not the right type of leads

## Questions

1. Do your ads (Google, Facebook, LinkedIn etc) focus on how you solve Best Fit Buyers' biggest pains?
2. Does your content back this up?
3. Is there only one CTA per ad and landing page?
4. Is it clear where you're taking them & what they'll get?
5. Do you use client results or quotes as social proof?

## Action Steps

1. Appraise your key landing pages with a cool head
2. Check out competitors' ads & landing pages
3. Coolly decide which Best Fit Buyers would choose
4. If not yours, update your ads, web content and conversion funnel to focus on solving their problems
5. Use client quotes, case studies or videos to prove your claims.



# LOW COLLATERAL ENGAGEMENT

# 5

**SYMPTOMS:** When you call to follow up after download, they don't recall it

## Questions

1. Does your collateral address the pains that keep your Best Fit Buyers awake at night or
2. Is it self-serving thinly-disguised brochureware?
3. Is it authoritative, original and convincing?
4. Is it well laid out, quick to scan, easy to read?
5. Does the title call out to your target audience?

## Action Steps

1. Take a cool look at your download collateral
2. Makes sure it's focused on Best Fit Buyers not you
3. Make sure it's helpful, objective & not self-serving
4. Make sure it speaks to one industry, problem, buyer or group of buyers
5. Name it to call out to your specific audience
6. If it's not good enough, rewrite, repurpose or replace it; be brutal.

# #6: Lousy Marketing ROI

## 6

**SYMPTOMS:** Marketing has become an expense not an investment

### Questions

1. Do you try to convert specific Buyers to customers or
2. Do you try to convert everyone?
3. Are you competing in too many markets?
4. Are you doing too many marketing activities?
5. Do you create & deliver lots of content - or focus on lower quantity but higher quality?
6. Do you make it very clear what you do for whom and why you are the only credible choice?

### Action Steps

1. Take a hard look at where you're spending money
2. Focus only on those markets that are Best Fit
3. Focus only on activities that deliver Best Fit Leads
4. Cut back on content quantity and boost its quality
5. Make it clear how you solve Best Fit Buyers' problems better than anyone
6. If Non-digital Marketing is part of the mix, cut it out or cut it back, unless it delivers Best Fit Leads always.

# Not objective enough?

**Are you maybe not objective enough to  
Performance Test your own marketing?**

**Don't worry; you're not alone. We don't test our own either.**

We use an unbiased external partner whose judgement we trust.  
(Sure, egos get dented, but it's the only way to do this. Brutal is best.)

Taking this approach has been game-changing for us.

On the following slides, we review 4 popular options for  
Performance Testing your marketing; the Pros, the Cons and  
which one best suits each situation.

# Implementation Options

# 1

## OPTION 1: DIY WITH FREE TOOLS

Get free online tools and DIY your own Performance Testing

### PROS

1. They're free, so there is no outlay to get your Performance Testing done.

### CONS

1. They're generic and apply to selling anything from shoes and shovels to software.
2. They're suited to both B2B and B2C markets, not one or the other.
3. You may not find separate Performance Tests for messaging, website and collateral.
4. You may not be objective enough to truly appraise yourself, your marketing team or your external marketing partner.

### IDEAL FOR YOU IF

You want a quick check of high-level marketing parameters without worrying about market relevance or how you market.

# Implementation Options cont

## 2

### OPTION 2: DIGITAL MARKETING AGENCY

Ask a Digital Marketer to Performance Test your marketing

#### PROS

1. You'll get a comprehensive Digital Analysis from keywords and SEO, to metadata, back links, Social Media performance and a lot more.
2. If it's linked to services, the Performance Test is likely to be free.

#### CONS

1. You'll know all about Digital Performance but maybe not why your marketing isn't working.
2. If you improve Digital Performance without fixing targeting, content or conversion, you may end up with more traffic and more low value leads.

#### IDEAL FOR YOU IF

Marketing is delivering really high quality, best fit leads now; all you need is more traffic to get more like them.

# Implementation Options cont.

## 3

### OPTION 3: GENERAL MARKETING AGENCY

Ask a General Marketer to Performance Test your marketing

#### PROS

1. You'll get a Classic Analysis showing how to position your product and target your audience. You might get a Digital Performance Analysis too.
2. If it's linked to services, the Performance Test is likely to be free.

#### CONS

1. You'll know what works for marketing shoes or shovels, but likely not for software or technology.
2. They may not understand what your technology does and why this matters, so their recommendations will be general rather than specific.

#### IDEAL FOR YOU IF

Knowing the specific processes and technologies for marketing software or technology isn't that important to you.



# Implementation Options cont.

## 4

### OPTION 4: SOFTWARE & TECHNOLOGY MARKETING AGENCY

Ask an Industry Specialist to Performance Test your marketing

#### PROS

1. You'll get a comprehensive analysis of your messaging, website and collateral so you'll know what's working, what isn't and why
2. It will include specific recommendations for marketing software and technology.

#### CONS

1. It won't be free, but likely a fraction of custom services or a monthly retainer.
2. If it includes insights specific to your industry, market, products and competitors, likely it will deliver good value.

#### IDEAL FOR YOU IF

Marketing isn't delivering enough high quality, best fit leads to ensure fast growth; you don't know why and you want to fix it.

**Keen to Double your Marketing ROI?**

**ASK TECH TORQUE**

# What now?

If you're serious about maximizing your growth and marketing ROI, you'll need to fix all 6 of these frustrations – and maybe a few more.

Anything else will chew up your money and really fire up your frustration levels.

We've given you this Performance Checklist to get started but, if you have questions or want a hand implementing these steps, give us a call.

Better still, each month we offer a handful of leaders the opportunity of a free **Growth Catalyst** – a 30-minute phone consult – where we explore your business goals, identify your roadblocks and show you how to remove them – not just these 6 top frustrations.

**Be quick to claim your spot this month.** Grab your Growth Catalyst with Matthew Whyatt below.

**BOOK YOUR GROWTH CATALYST HERE**



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