



# Simple CRM Marketing Strategy Tweaks That Drive Sales

It's been proven that distributors with a successful CRM marketing strategy have increased the frequency of purchases, more first-time buyers, better customer retention, and higher customer lifetime value. With this guide from White Cup, learn how to fix your focus and 'rev up' your marketing efforts to accelerate sales and grow your business.

# Take the Mania and the Mystique out of Marketing

In the 1970s, the famous Nike slogan “Just Do It” was brought to market at a time when the company was battling for prominence in the competitive shoes and apparel business. Fifty years later, “Just Do It” has become part of the company’s ethos and a critical call to action.

For distributors, this same slogan can be a helpful mantra of the importance of a clear focus that can help companies level up their sales efforts.

The digital acceleration that took place amid the global pandemic has changed how we research, source, and purchase goods, and the same can be said for your distribution customers.

While your goal is to find those customers that have an intent to purchase from you, they are not always going to reveal themselves easily. They want to evaluate products in their own time and space and not necessarily interact with you until the final stage of the purchase process.



**So as the purchasing landscape changes,  
how do you meet prospective customers  
where they're at?**

Today's marketing strategies guided by a reliable Customer Relationship Management (CRM) software can help you "Just Do It." By implementing a new platform dedicated to streamlining and connecting your critical marketing and sales data, you can take the mania and the mystique out of marketing so your team can clearly focus your efforts on the tactics that drive tangible results.

# Think of Sales as a Courtship

When many think of “marketing,” visions of logos, color palettes, fonts, and graphics often come to mind. We like to think of marketing as a way to focus and accelerate sales efforts.

## **It's all about the right message at the right time**

Building a marketing strategy that drives sales is all about operationalizing the delivery of the right message to those with the greatest interest in your offering. Marketing automation allows you to measure the interest of your contacts—opens and clicks on your marketing messages gives you an understanding of what prospects are ripe for follow-up efforts.

## **WHAT PEOPLE THINK MARKETING IS**

- » Logos
- » Colors
- » Graphics

## **WHAT MARKETING REALLY IS**

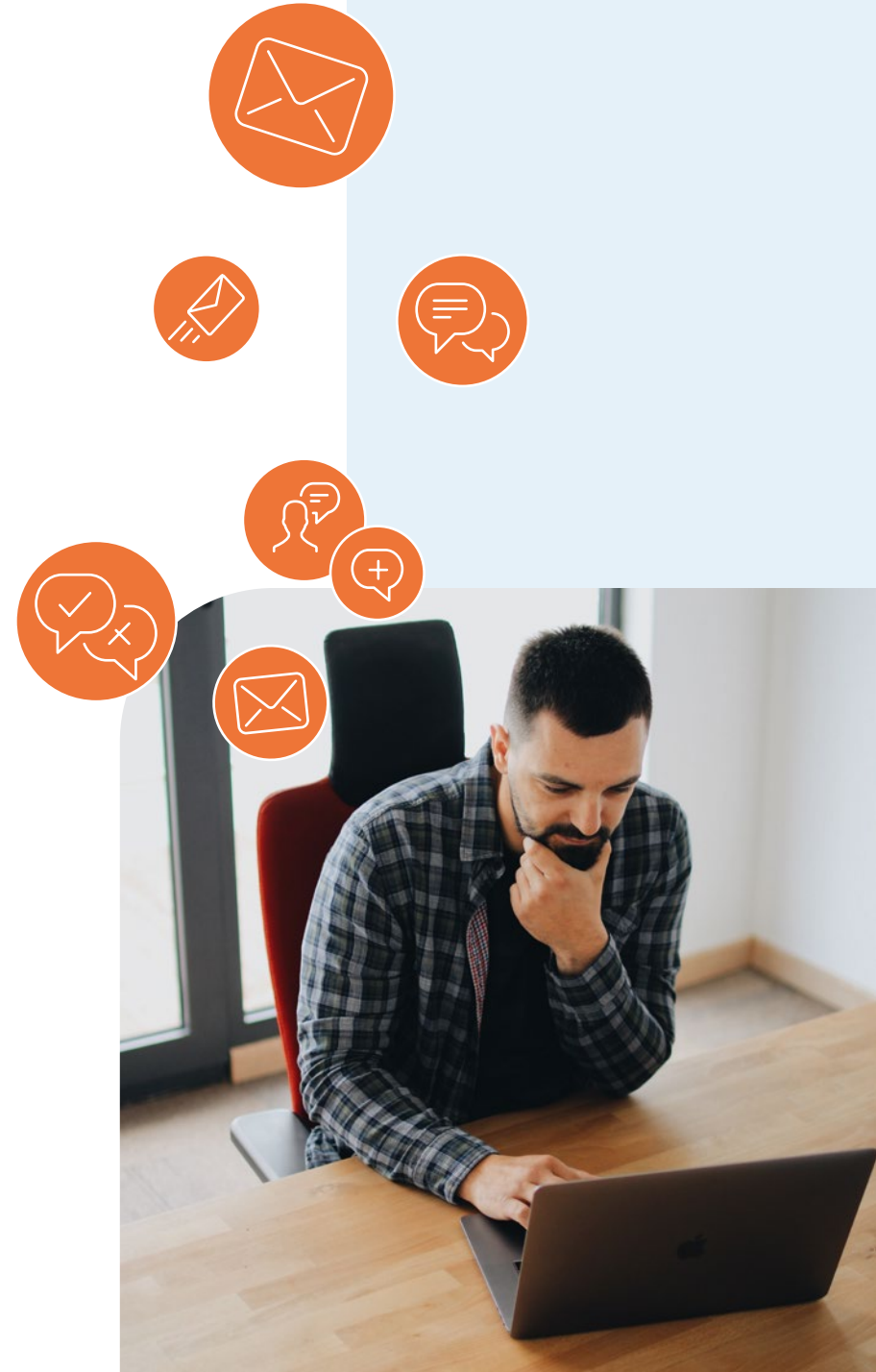
- » Data & Analytics
- » Trends
- » Social Media
- » Email
- » Automations
- » Video
- » Website
- » Blogging
- » SEO
- » Messaging & Storytelling
- » Landing Pages
- » Branding
- » Customer Journey
- » Customer Acquisition
- » Customer Loyalty
- ... and more!

## In many ways, it's not that different from a dating app.

You, the eligible bachelor or bachelorette, have various strengths and traits to offer, and you're trying to connect with dating prospects. The app provides a way to present information about what you have to offer through communication channels to enable you to reach out and find those dating prospects that value those strengths and traits and who represent the best match.

The same holds true with CRM and marketing: **you are putting in place the mechanisms to seek out the best match for your products and services.**

Sales, like dating, is a courtship. You need to be present and available to be top of mind and nurture the relationship as it moves forward.



# Keep it Personal, and Be Direct

Just as in the dating app scenario presented earlier, you need to:

- 1 **Create personalized communications.**  
This will increase your chance of a successful connection! Your goal in the sales scenario is to ensure your communications are relevant to the buyer to provide a seamless path to purchase and instill confidence in the buyer.
- 2 **Share the value of your business.**  
Focus on how your service addresses their unique pain points and promote your products and services that they may not know you offer and/or new product lines that you've added.



## BEST PRACTICE TIP:

Always include a **Call to Action** that guides prospects; don't just assume they know what to do. Be very explicit. For example, instruct them to click on a link to learn more or contact their sales rep. Be sure to provide a phone number, even if they may already have it. And test your email before you send it out to make sure that all links are working.

## How?

Targeted email marketing is a solid tactic that works very well for distributors. Your CRM system can help! A CRM should eliminate busywork with built-in sales and marketing workflows; allow you to stay engaged with prospects, customers, and your team to keep deals moving forward; and access critical data anywhere on any device. But the most successful CRM should also allow you to easily build, send, and track email marketing campaigns with just a few clicks.

## Why?

This enables you to then send out a targeted email to a list of prospects that have purchased a complimentary product and are geographically located in a particular region or city for a specific promotion. Or you can email those that have purchased from you before but not in the past 30 days for a “we want you back” type of offer. The art and science of targeted email marketing are taking the information you have in your CRM database and using it to create lists of prospects with things in common. This allows you to craft specific email messaging that addresses their hopes, wants, dreams, and/or needs and pain points. It is the antithesis of “spray and pray” generic promotions and promises better response rates.

## WHAT'S IN A CRM?

Selling becomes easier when everything you need to succeed is connected. From initial prospect through signed contracts, it's all contained in [White Cup CRM](#).

Automated tasks save time and speed the sales cycle, making it easier to close more deals, faster.

- » Prebuilt ERP Integration
- » Pipeline visibility and management
- » Bill to/ship to functionality
- » Quoting
- » Cross-team collaboration
- » eSignature
- » Dynamic lists
- » Email marketing automation



## IDEAS FOR EMAIL CONTENT

Consider the type of content that can provide value to your prospects where they are in their purchasing journey. Whether they're just learning about who you are or are steps away from making the final steps to purchase, provide educational resources and insightful information that will help them make their final decision!

### Some examples include...

- » Voice of the Customer Stories
- » Product Reviews
- » Testimonials
- » Customer Ratings
- » Product Spec Sheets
- » Product Comparison Infographics
- » Use Cases for Your Products
- » Webinars & Product Demos



# Leverage Automation to Activate Response

Your CRM marketing strategy should also help you activate the resources and response needed once your prospects engage with your email marketing.

This can be as simple as a basic alert or notification when an email was read or a trigger on your website that alerts a salesperson to follow up with a prospect or send a personalized email when someone completes a form on your website.







## HOW DO YOU MEASURE SUCCESS?

When building your automations, make decisions on the metrics and key performance indicators (KPIs) that indicate that your efforts are successful! Depending on the type of email sent, your goals and the metrics you track may be different.

### For example:

- » If your goal is to educate people who just filled out a form on your website, your KPIs that show success might be email opens and click-through rates.
- » If your goal is to re-engage customers that previously purchased, your KPIs that show success might be click-through rates on specific products in the email and purchases attributed to email.

**With the right technology in place, it's as easy as just turning on a few simple settings**—and many CRM solutions and marketing automation tools are equipped to help in this area. Once your foundational settings are in place, it's easy to leverage the data, insights, and automated technology in your CRM to build meaningful touchpoints with your prospect at every phase of their buying journey.

Remember, the journey of a million miles begins with a single step. Start with a focused effort, and you can build your CRM marketing strategy while you grow your business.

# White Cup is Your Engine for Driving Revenue

White Cup offers a platform consisting of Business Intelligence (BI), CRM, and Pricing with integrated solutions specifically designed for the distribution industry. Our CRM, Business Intelligence (BI), and Pricing software is the complete revenue engine for distributors and is laser-focused on driving more revenue and improved profits. With decades of industry experience, White Cup is trusted by more than 1,000 customers globally.

Visit [WhiteCupSolutions.com](https://WhiteCupSolutions.com) to Learn More →

The White Cup platform includes:

## **WHITE CUP CRM**

Our newest addition to the suite, offering a comprehensive set of distribution-focused features to drive sales, automate marketing activities and keep deals moving to close.

## **WHITE CUP BI**

This powerful business intelligence solution marries ERP and sales data into dashboards and reports that uncover customer insights, buyer trends, and visibility into your sales process.

## **WHITE CUP PRICING**

An analytical powerhouse that improves both top-line revenue and bottom-line profit. With White Cup Pricing, complex customer and product segmentation and pricing analysis that used to take weeks now take minutes.