



# BE BRILLIANT.

**Our helpful guide  
to solving marketing  
challenges**

**B&BPRESS**  
Trusted Print Professionals

Here at B&B Press, we work alongside marketing managers and marketing teams day in, day out to advise, guide, support, produce and deliver inspiring and engaging marketing collateral.

We also pride ourselves on being your 'safe pair of hands', a 'helpful friend' and a 'good listening ear'.

While we sit with you to plan how to get more engagement out of your marketing, over a cup of tea and biscuits, we also pick up on some of the day-to-day issues you might face in your role. This is our helpful guide to resolve the challenges faced by marketers and our thoughts on how you can best tackle them.

# **B&B PRESS - HELPING YOU BEBRILLIANT!**

**“TOO MUCH ON THE  
TO-DO LIST, TOO FEW  
HOURS IN THE DAY”.**

## **CHALLENGE ONE:**

# **TIME**

Having a marketer's meltdown? Planning out this year's customer retention activity. Devising and delivering an all-encompassing multi-channel prospect marketing campaign. Social listening and responding. Checking James in Sales is using the latest re-branded logo on his presentation. Analysing data. Managing vendor relationships. Creating original content. Making sure everyone at every touchpoint is concerned with customer satisfaction.

Oh, and helping to organise the Christmas party... “Sure,” you say - while sighing inwardly.

Spinning plates? Often there's more work than you can juggle in most small to medium marketing teams. Add to that the admin, reporting and the hours it takes to put together a business case so you can get some promotional pens printed and you've hit 'marketers meltdown'.



# THE SOLUTION

**Keen planning, prioritising and bringing in an extra pair of hands.**

## **Plan.**

You're going to need a plan. Yes we know, there's time involved in creating that plan but trust us. When the fuzz of things to do in your head become 90-day goals with 30-day milestones, weekly and daily to-do, you'll save a huge amount of time otherwise spent panicking.

You may even actually sleep and end up more productive.

## **Prioritise.**

Effectively prioritising tasks and not over assigning efforts to one area is absolutely critical. You should weigh them in the importance of impact on the business and on sales (rather than which is the nicest to tackle first). Take your to-do list and create a must-do list by prioritising your list based on urgency and move what needs to be done TODAY to the must-do list. The other tasks can be done tomorrow, repeat that everyday and magic will happen. It really helps reduce that overwhelming feeling of chaos in your brain.

## **Collaborative working.**

Work with experienced partners. They're reliable specialists in their field who'll listen, guide and support you. They'll also get the job done quickly and right the first time. Look at your to-do list and see what you can take off yours and put on someone else's.

## **Automation and processes.**

You can work smarter, not harder, by finding ways to be more efficient. Looking at your marketing processes is a good way to start – is there duplication? Are you inputting data on to multiple spreadsheets? Are you storing, accessing and using your marketing assets effectively?

Introduce a degree of automation to your marketing processes which will help you with project management, but remember to keep some of the process human, we'll touch more on that in challenge 10 & 11).

## Question the deadline.

Deadlines can often be assigned as nothing more than a means of creating a timeframe. These timeframes can sometimes be not quite so solid as they're made out to be.

If you need more time from the powers that be, question it. Why has that date been set? What would happen if you didn't meet it? Are there other areas of the business depending on it? There will be several other departments along the chain of process waiting on your production but usually, there's room for a bit of leeway around the original deadlines. Is it a "To-do" or a "Must-do"?

**“You will never “find” time for anything. If you want time, you must make it.”**

— Chris Grosser  
#BeBrilliant

**“THEY’VE MOVED THE  
DEADLINE AGAIN!  
CAN YOU PRINT THIS  
BY THURSDAY?”**

## **CHALLENGE TWO:**

# **THE UNSCHEDULED**

Save the day. You were supposed to send the new acquisition campaign next month but sales are down, there’s a target to meet and the sales director has decided there needs to be some lead generation. It’s all standing on the shoulders of marketing to save the day. Bring in the business before the next board meeting. OK, so you need the new season brochure mailing out. NOW.

# Pressure is a privilege - it only comes to those who earn it.

- Billie Jean King

## THE SOLUTION

**Build your support network.**

### **Brilliant people.**

A team and partners you can rely on who don't see working with you as just a business deal but rather see it as a relationship - a supportive extension of your role. You can even consider joining marketing groups for a chance to share knowledge and experience, further increasing your marketing skills. For example, at B&B Press, we run the BeBrilliant Club.

### **Can do.**

In your darkest hour, you need an internal and external team of partners, suppliers and agencies with a can-do attitude. Recruit your external partners like you would your PA. Can you rely on them? Are they a safe pair of helping hands? Will they anticipate your needs and solve your problems before you even knew the problem existed?

## Support.

The last thing you need when you're already dealing with pressure from above is a negative or pessimistic attitude from those who are supposed to be there to help and support you. After all, you're working towards the same goal, right? And sure, you want the job doing properly, so you need it to be correct.

You also want it quick. There are pressures, deadlines and bits of the jigsaw you're fitting together. A good team will work with you to find a compromise. They'll look for what they can do, not what they can't do. They'll plan and prioritise, anticipate your needs, manage your expectations and do what they can to support you achieving your deadlines.

## Inspire

With that in mind, if you are enthusiastic, a certain energy or presence will shine from you and that can be infectious. That will allow you to confidently delegate and lighten the load.

“Good things happen in your life when you surround yourself with positive people.”

— Roy T. Bennett  
#BeBrilliant



**“WE JUST DON’T HAVE  
THE BUDGET FOR  
THAT.”**

## **CHALLENGE THREE:**

# **LACK OF BUDGET**

### **The squeeze.**

Budgets are being cut, resources diminishing yet you’re still expected to deliver more than ever with the budget assigned to you.

### **You’re seen as an expense.**

If a business sees marketing as an expense rather than a revenue generator, the marketing department has the difficult task of changing an ingrained perception problem in the company culture. Convincing the powers that be to assign more to the marketing pot is going to be nothing short of impossible.



# THE SOLUTION

## **Plan.**

Get together with the CEO and find out the vision for the business. Ask to see the business plan and the goals for the short, medium and long-term. Find out what the key business pains are. Are there issues with resource allocation? How about failures to communicate budgets across departments? It could even be image issues with your marketing department that come from a lack of trust in a marketing strategy.

Figure out where you are now and where you need to be. Then use your clever, strategic thinking and planning to address each pain point in turn and bridge the gap to help get the business to where it needs to be. Write your marketing plan and make sure it's aligned with the overall business goals.

## **Promotional materials.**

We all know a lot of the strength of a marketing campaign rests on having good promotional materials - specifically print. Printed media doesn't have to be expensive. When improving your ROI, you want to work with a print partner who'll help with the design and then make sure your print is everything you wanted. The right print partner will help you get the most bang for your buck.

## **Connect activity.**

You need to go to great lengths to prove ROI for the campaigns you recommend as part of a strategy. If you want to achieve and maintain your boss's buy-in, you must be able to connect activity - not just to overall business goals but also to specific revenue streams of the company. The key to unlocking budget lies in proving the ROI of your marketing efforts.

## **Work.**

Working closely with the sales team can help tie in efforts to the pipeline. Again, the only way to have that data is to track it in the first place so make sure you track, monitor and report on key stats. Anything that will show your efforts are working towards the overall objectives.

**“The trouble with not having a goal is that you can spend your life running up and down the field and never score.”**

— Bill Copeland  
#BeBrilliant

**“I HAVE TO SHOW  
WHAT THE BENEFIT  
OF DOING EVERY BIT  
OF ACTIVITY IS.”**

## **CHALLENGE FOUR:**

# **SHOWING ROI**

### **No ROI, no budget.**

The need to provide evidence for your marketing's impact has never been greater. The availability of big data brings big expectations that marketing activity is now easily trackable, measurable and needs to deliver. Plus, proving ROI often goes hand-in-hand with making an argument for increasing budget: No ROI tracking and no demonstrable ROI equals no increased budget.

### **Tracking challenge.**

However, we know measuring ROI is one of the top challenges you face in your role. Yet it's vital if you're to understand the effectiveness of each particular marketing campaign, piece of content etc.

Tracking every single piece of marketing activity isn't always easy, especially if the marketing objective was raising awareness and even more so if you don't have any way of combining your marketing and sales teams. Tracking the journey from initial engagement with the brand to becoming a customer is a challenge every marketer faces.

# THE SOLUTION

## Track it all.

Gather as much data as you can from all activity. Track it and monitor it. Use data from social media, your website, email marketing and other digital channels to prove the impact of your activity. Demonstrate which channels provide most return and you can better target your marketing.

You need to look at ROI from a long-term perspective and also factor in non-financial returns such as audience growth over social media channels. A good way of determining ROI using analytics is by comparing current financial gain from a certain action or campaign and comparing it to a similar tactic you've pursued in the past. This will help create ROI benchmarks you can work from.



## Use Analytics.

Make a case to set a strong foundation and use tech platforms that will help you knit it all together to establish links between marketing activities and sales results. This means integrating both an effective marketing platform and CRM system. There are some key players out there on the market like Infusionsoft and HubSpot. If you aren't yet ready for that investment, some products need slightly less capital, such as Zoho.

For a more scientific approach, Hubspot have come up with a marketing ROI formula:

$$[((\text{number of leads} \times \text{lead-to-customer rate} \times \text{average sales price}) - \text{cost or ad spend}) \div \text{cost or ad spend}] \times 100.$$

This is a good formula for initially determining the ROI and overall effectiveness of any of your marketing actions.



## Inbound.

Finally, when it comes to increasing ROI efficiently, inbound marketing is proven to be your safest bet. According to the stats from HubSpot, regardless of marketing spend, over half of marketers see a higher ROI from inbound practices rather than outbound.

“ Opportunities  
don’t just happen.  
You create them.”

— Chris Grosser  
#BeBrilliant

**“THERE MUST BE A  
SIMPLER WAY TO  
DO THIS.”**

## **CHALLENGE FIVE:**

# **TECHNOLOGY**

### **No wings.**

Ok, so you have all these great ideas, you know what you want to happen but you have no way of making it so. Or you have to involve an agency. A huge budget, 10 people and really you just want to trigger a few messages and track them. You need a solid runway from which to launch before you can fly.

### **Geek.**

Today, you have to be tech-savvy. Keeping up with the changes in tech in automation, mobile and social platforms can be challenging as you're

faced with meeting the demands of the day-to-day activities of your job. Fall behind on tech and any marketer can quickly lose ground to more tech-savvy competitors.

### **Hand in hand.**

The relationship between technology and marketing is one which will only grow. To stay ahead of the competition, you need the right mix of technologies to support your business and marketing goals.

### **How do you know what's right for you?**

# THE SOLUTION

## **Review your peers and competitors.**

Turn to your network. What are others in similar industries and job roles using? Can you get some recommendations? This is a good starting point but not one to solely base your decision on. You'll find the advice is very much geared to what they specifically use that technology for - emails, social, mobile, automation etc.

## **Gather the info.**

Research the current technological trends when it comes to marketing. What companies are using what softwares? For example, have you considered analytics tools, CMS platforms and automated email within your marketing offerings? There are hundreds of modern technologies on the market today, it just takes you to capitalise upon them. Why not inquire as to what other marketing agencies are using?



**“Simplicity is  
about subtracting  
the obvious  
and adding the  
meaningful.”**

**— John Maeda**  
**#BeBrilliant**

**“WHY AREN’T PEOPLE GETTING MY EMAILS?” - “I REALLY NEED TO IMPROVE OUR OPEN RATE.”**

## **CHALLENGE SIX:**

# **DATA**

### **In our hearts.**

We’re all now familiar with the notion of putting the customer at the heart of our business. Doing so keeps our focus on servicing the needs and wants of our customers. Once we’ve placed the customers firmly in our hearts, we should place their data securely and respectfully in our minds, leveraging it to generate insights.

Then, we should apply these insights to support decision-making, constantly iterating and learning from each cycle to refine understanding, build awareness and inform subsequent actions. Actions that are put in place once again better serve our customers.

## Data diligence.

Many companies are still faced with incomplete databases. This creates all sorts of problems for marketers. A CRM or marketing automation tool is only as good as the data it contains. Companies that haven't invested well here will see even bigger constraints on growth compared to other organisations that have reliable data and are now reaping the benefits.

With the best will in the world and the snazziest of CRM systems, you still won't get very far if the data you put in the top of your funnel is old, inaccurate, has been spammed to death or is actually dead.

# THE SOLUTION

## Data hygiene.

If you buy data, make sure you've profiled your target audience and identified segmentation variables to easily identify them as specifically as possible. Determine the data provider knows your exact key target audience so you send the right message to the right people.

Question the regency of the data. This means integrating both an effective marketing platform and CRM system. Once you've got your data cleaned up or bought in, you need to know what to do with it.

As advancements occur in CRM systems, there's more data available than ever before. You need to properly decipher data and apply it to your campaigns correctly. Digital marketing gives you unprecedented insight into the effectiveness of your activity. You can use this data to refine your marketing and improve your ROI.

But how often do you have time to dig into the data at your disposal? Can your systems help you? Look at what's available via your CRM, e-marketing or automated workflow systems. You may be surprised at the reports available quickly and easily.

Again, look at ways you can streamline your other processes and minimise time wasted on administration or duplicated activity. Saving time elsewhere frees you up to analyse and capitalise on the data available to you.

But don't forget, you must work within the regulations defined by GDPR. Compliance is key when creating great marketing campaigns.

**“Problems are not stop signs, they are guidelines.”**

— Robert H. Schuller  
#BeBrilliant





**“TEAM WORK MAKES  
THE DREAM WORK.”**

## **CHALLENGE SEVEN: ALIGNMENT WITH SALES TEAM**

### **Like a marriage.**

Without marketing, you wouldn't have prospects or leads to follow up with. Without a good sales technique and strategy, your closing rate may depress you. Marketing and sales should work simultaneously but in many companies, some departments don't even speak to each other.

### **Back to basics.**

If we break it down to the basics, marketing is what you do to reach and persuade prospects and the sales process is what you do to close the sale and get a signed agreement. Both are necessities to the lasting success of a business.

You can't go without either. The marriage of sales and marketing is an exciting trend that will continue - with the blur in sales and marketing, forcing greater levels of alignment to occur between the two departments.

In companies where there's an image problem for marketing, you might want to consider making alignment with sales a priority for your annual goal. Boldly put it forward as an overall business goal.

The fact is, marketers need to work closely with sales so their activities directly attach to the revenue-hitting goals of the sales team.

**“Talent wins games, but teamwork and intelligence win championships.”**

— Michael Jordan  
#BeBrilliant

**“WHAT WILL PEOPLE WANT TO READ ON OUR WEBSITE? WHY WILL THEY WANT TO LISTEN TO US?”.**

## **CHALLENGE EIGHT:**

# **TARGETING CONTENT**

When it comes to marketing, content is the absolute king. It's what sets an organisation apart as a thought leader, increasing the trust of potential customers. It applies to any written content - be it online blogs or printed material.

So how can we write for our target audience?

# THE SOLUTION

## Who? What? Where? When?

### Who are you speaking to?

Targeting is a key component of all aspects of marketing. One of the first things any marketer needs to do to be more effective at targeting is to identify their buyer personas to determine who it is you should market to.

Once you've figured out who exactly your key audience is, you then need to understand them better to know what you can write about that they'll find interesting. And not just of interest but helpful, valuable, informative, educational and useful. That's our job as marketers, to be useful to our customers.

### What challenges do they face in their role?

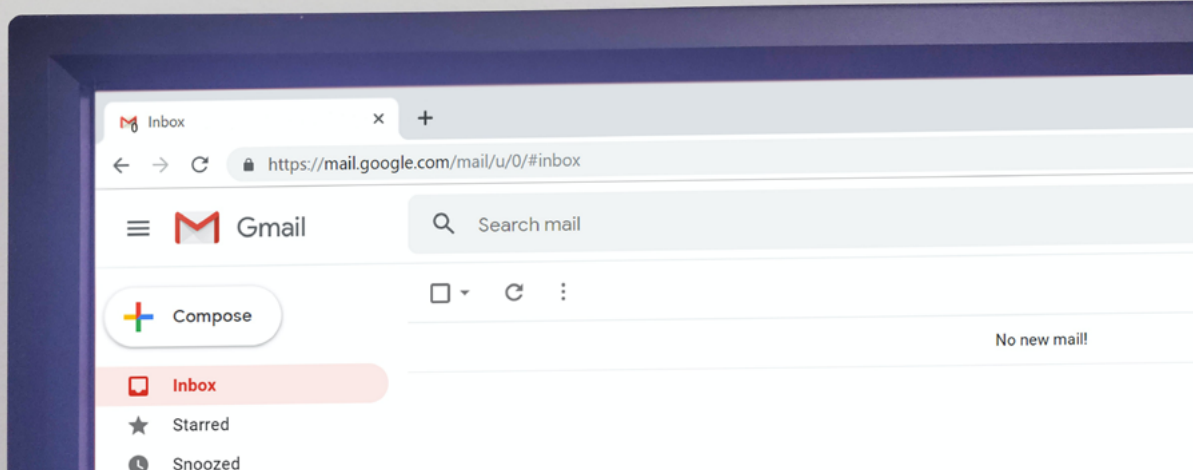
What challenges does your audience face? What's currently affecting their business and day-to-day tasks? Figure that out then offer up the content that helps them resolve the problem.

### Where do they want it?

How do they like to read content? Do they like to download eBooks? Read quick blog posts? Watch videos? Listen to podcasts? What about Instagram stories? The possibilities of engagement are increasing almost daily. Make sure you provide the content in the format your target audience will best receive it.

## When do they want it?

Don't just force your content on people. Let them see it as social posts and save it to read later. Let them choose how often they want emails from you and definitely let them tell you when to stop. Maybe look at the trends. Does your target audience prefer videos in the evening or emails in the morning? Maybe they prefer reviewing tweets several times a day?



**“OUR CUSTOMERS  
WANT TO SEE OUR  
PRACTICES ARE  
ENVIRONMENTALLY-  
FRIENDLY.”**

## **CHALLENGE NINE: MATCHING THE NEEDS OF YOUR CUSTOMER BASE**

Customer demands, like an indecisive fashion lover, are forever changing. The wants of the consumer are becoming more and more niche and socially-relevant. For example, using environmentally-friendly practices such as recycled or carbon balanced paper are increasingly popular. Rather brilliantly, they also do nothing to hurt your bottom line.

Becoming eco-friendly is increasingly important to your customers and to you as a business. So how can you match this with your printed promotional material?



# THE SOLUTION

## Find a green print provider.

Green print providers - the ones who make sure they're limiting their carbon footprint - can be rare. Luckily, they're not impossible to find. A green print provider does a number of things to earn that title.

They work within the ISO 14001 policy which means they're running an eco-friendly office and factory and constantly looking for ways to improve.

A leading green printing company can supply a full range of FSC® certified products.

## Choose Carbon Balanced Print.

If your goals are to make your marketing a little greener, Carbon Balanced Print is the answer, but only a Carbon Balanced Printer can do this.

If you find a certified Carbon Balanced Printer to work with that's a BIG green tick for all the environmentalists out there.

This means the company you are working with has measured, reduced and Carbon Balanced the unavoidable CO2 emissions from their print operations so they can offer a Carbon Balanced Print solution, when printing on Carbon Balanced Paper and can provide a unique registered Carbon Balanced Print logo for inclusion on the job.

Carbon balancing your print will reduce your carbon impact and enhance your brand. Taking positive action with Carbon Balanced Print helps combat global warming and will deliver against your corporate social responsibility. [Find out more here.](#)

“The Earth is  
what we all have  
in common.”

— Wendell Berry  
#BeBrilliant

**“PEOPLE DON’T  
WANT TO BE HIT WITH  
GENERIC MARKETING  
CONTENT NOWADAYS.  
THEY WANT TO BE  
TALKED TO ON A  
PERSONAL LEVEL.”**

## **CHALLENGE TEN: PERSONALISING COMMUNICATIONS**

One of the biggest challenges for marketers is adopting a more conventional, friendly, tailored style of content. Updates from Google, such as the BERT update, mean that the search engine is making more of an effort to understand user search intent - particularly language and phrasing. It's trying to understand a more human way of talking.

This means that brands have to communicate in a more personal and conversational way in order to do well in SEO rankings, as well as adapting their tone in emails and other outreach. So how do we personalise our communications?

# THE SOLUTION

Marketers need to adopt a top-quality CRM, one that not only segments their leads into defined categories, but also allows to personalise each email workflow. Personalising content is simple if you have a clear buyer's journey and some top-notch content writers, but email personalisation can be a little more complicated.

Personalising communication can increase engagement with both your website and email campaigns. Marketing platforms such as HubSpot allow for intricate personalisation of things such as website pages, email and landing pages.

In this modern age, neglecting to use personalisation is a common mistake. It's been found that personalisation can increase CTR rates by 18% - which is definitely a boost for your business. On top of that, personalised emails get you a sales return six times greater than regular email campaigns.

## People are personal.

Personalisation works because they reflect how everyday people speak and also how they want to be communicated with. It's no use using every polysyllabic noun and adverbial with complex syntactic structure - as you can see, it's not going to work. Personalisation is about speaking directly to your customer in the way they appreciate.

Plus, we spoke about budget issues previously and this is one of the benefits of personalisation - it represents no direct operational costs. Sure, it might take a little more time to segment your clients, but this is no drawback if you're consistently getting improved engagement.

“Being challenged  
in life is inevitable,  
being defeated is  
optional.”

— Roger Crawford  
#BeBrilliant



**“EVERYONE IS STARTING TO USE VIDEO IN THEIR MARKETING, HOW CAN WE DO THE SAME?”.**

## **CHALLENGE ELEVEN:** **UTILISING VIDEO**

Video is the next big thing in the marketing world. We're talking about massive preference for video over all other forms of online content. By 2021, it's expected to represent 82% of all IP traffic.

That means that there will be almost a million minutes of video-per-second crossing the internet. Because the everyday consumer is constantly on their phones, they're very likely to either stop and watch a video as it comes into their feed or actively search for one when researching a product.



# THE SOLUTION

## It's pretty simple, use video!

Ok, ok, we realise it's a little more complicated than that, but it doesn't take much of a concerted effort to utilise this exciting media format. In terms of what to focus on, there are a number of key trends that are becoming more popular. Things like super short ads, long-form video and vertical video (for Instagram) are the things to focus on now.

While this could involve hiring a talented videographer for your team (which of course, is a great idea if you have the budget and want top quality content) - it doesn't have to. Modern technology means making video is simpler and more accessible than ever before. So put the shoulder-mounted camera down James Cameron, we can use smartphones and apps to make our video now. You can even record zoom calls! For example, [check out one of our marketing webinars here.](#)

Video doesn't even need to be well shot, scripted or edited. If we're talking personalisation, we can use video in lieu of lengthy emails for individual contacting. Imagine, you need to ask a question to a client, you pull out your phone, record a video and send it straight away. The receiver will be appreciative of the time you take to be personable. It also presents a more human, friendly side to your organisation.

**“ I do not always  
know what I want,  
but I do know  
what I don’t want.”**

**— Stanley Kubrick**  
#BeBrilliant

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