

Watertight Marketing Delivering Long Term Sales Results

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~~Watertight Marketing: Delivering Long Term Sales Results ...~~

Identify where your marketing is leaving money on the table within your sales process. Create a sequenced plan for marketing improvements that will layer iteratively and deliver long-term payback. Train your marketing and sales people to adopt a common language everyone understands. Encourage creative and constructive collaboration on marketing projects across the whole business.

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a powerful marketing operation in place that really delivers for your business. That is, marketing that delivers real sales results. In the long term. It is often in the marketing or sales guru's interest to convince you that they are the practitioner of some sort of dark art, and that you need to spend a fortune (with them) to do it.

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~~The Make Marketing Happen Club | Watertight Marketing~~

Ellen Carroll is a strategic PR, communication and marketing consultant with over 22 years of experience. She helps businesses and people step out of the shadows - creating opportunity, delivering long-term impact and sales. Providing training, mentoring and consultancy, Ellen always takes a joined-up approach to help you achieve the very best results. She was [...]

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Book review: Watertight Marketing - Delivering long-term sales results by Bryony Thomas. We know from our research published showing how

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businesses manage digital marketing, that many businesses don't have a defined marketing strategy. In fact, more than half of businesses we surveyed (56%) didn't have a marketing strategy, an even higher proportion than the 46% who didn't have a digital strategy!

~~Creating a watertight marketing plan | Smart Insights~~

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Coming soon... We will soon be releasing the first in a series of Watertight Marketing Best Practice Guides. Keep an eye out for them!

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