

# Sales Campaign Management For Startups SMBs & SMEs



Differentiate  Increase Revenue  Reduce Costs  Future Proof  Create Business Value

## WHY SALES CAMPAIGN MANAGEMENT...

You do not have to be a marketing expert to agree, that the concept of running ongoing sales campaigns are key to pulling in more business revenue. The reality though, very few businesses implement them effectively and systematically, let alone in an ad hoc way.

While the activities to run campaigns are not rocket science, its putting together the strategy and the sequence of all the parts, that determine the overall effectiveness, is what is complex.

That's why at The Startup Business, we have designed a Sales Campaign Management package in a way to help you grow and scale your business.

## WHAT YOU GET...

We will work with you to design and create your quarterly (thirteen week) sales campaign, that are focused on specific business outcomes. These may be in-person meetings or online events, seminars, product launches, or even new service offerings etc. We will then instruct you, to create the required sales artefacts or establish the right partnerships, to compliment the campaign based on your overall business objectives. Next, we will then co-manage with you, the execution of the campaign throughout the duration, ensuring you and your team maintain focus throughout.

You will learn our disciplined methodology which we have refined over the years of running highly effective campaigns, that will enable you to run your future campaigns on your own, if that is your choice, or continue to retain us as your "campaign manager" – saving you additional time and money!



### The Details...

Week 1 – Plan (Set Goals, Story Board)	✓	Week 8 – (Content 3)	✓
Week 2 – Plan (Create Sales Artefacts)	✓	Week 9 – (Email 4, Event 2)	✓
Week 3 – Implement (Email 1)	✓	Week 10 – Convert (Content 4)	✓
Week 4 – Implement (Content 1)	✓	Week 11 – Convert	✓
Week 5 – Implement (Email 2, Event 1)	✓	Week 12 – Convert	✓
Week 6 – Implement (Content 2)	✓	Week 13 – Review Lessons Learned	✓
Week 7 – Implement (Email 3)	✓	24x7 Email Support	✓

Obviously, the detail of each campaign will vary, however we find this 2 Week Plan, 7 Week Implement, 3 Week Convert, and 1 Week Review incredibly effective.

## HOW TO GET STARTED...

In our first Business Consultation, we will show you how to get started the easy way - all we require from you are some basic inputs including... **Branding Style Guidelines, Logos, Images, Call To Action** instructions, **"About You"** Text, your **Key Business Topics & Sub Topics, Key Words & Phrases** (for SEO purposes) and unique **Admin Log-in Access** to existing platforms if you already have them. If you do not have any of these, don't worry, we will help you!

## YOUR INVESTMENT...

<b>Campaign</b> <b>\$ 1 497</b> <small>AUD - Excluding GST</small>	+	<b>Complimentary Membership To The Startup Business Club</b> <small>Implementation Guides &amp; Checklists   "Inner Circle" Weekly Q&amp;A   Webinar Training Events   Digital Marketing Reviews   The Startup Business Community   Entrepreneur Interviews   24x7 Business Concierge</small>
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## WHAT OUR CLIENTS SAY...



*"There are many people who can help others start online businesses, however, I found your approach was very inspiring with easy to follow instructions on what to do to get the desired results which has really helped my business grow"*

Bhada Sinhaphalin | Entrepreneur | Bangkok, Thailand

## ABOUT THE STARTUP BUSINESS...

The Startup Business is the premier business community for The New Economy. It's a place where you can learn how to build a business, connect with experts and get the strategies & tools to set up, scale and sustain your business.

We provide four ways to help you grow and scale your business: **Business & Technology Education, Entrepreneur Mentoring & Coaching, Startup & Business Advisory, and our Automation & Outsourcing services...**

<b>Social Media</b>	<b>Hosted Webinars</b>	<b>Sales Campaigns</b>	<b>Admin &amp; Support</b>
<b>Content Creation</b>	<b>Lead Generation</b>	<b>CRM Solutions</b>	<b>24x7 Call Centre</b>
<b>Email Automation</b>	<b>Sales Funnels</b>	<b>Websites &amp; SEO</b>	<b>AI &amp; Robot Processing</b>

## LIMITED TIME OFFER – COMPLIMENTARY PLANNING CONSULTATION

Meet with our experts to discuss your goals and create your personal implementation plan...

[results@thestartupbusiness.com](mailto:results@thestartupbusiness.com)

The Startup Business

We Help You Grow & Scale, So That You Can Achieve Your Big Goals & Make A Difference

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