

Business & Management



Marketing for finance

The webinar will begin shortly...

Business & Management
20 minute webinar: Marketing for finance



Chris Lawson

CHRIS LAWSON - FOUNDER

Marketing for Finance. (Top Tips and Shortcuts)

"Clarity and Impact"



Chris Lawson: Founder/ Virtual CMO.

Values

- Impact
- Integrity
- Passion
- Transparency
- Collaboration
- Goal Focused

Experience

- Large scale digital transformation
- Global brands and successful digital launches
- Board Director- 19 years senior experience.
- Set up of Customer Experience and Product Functions
- NPD/EPD
- Detailed digital marketing experience
- Start, Up, Scale Up, SME and Enterprise experience
- B2C/B2B/B2B2C. + Sales Accountability.
- Award winning Brand, Direct and Digital Marketing focus
- Strong Network of Associates.



theguardian



The CMO and CFO:
"The Liam and Noel of the board
room."





"Walk in their shoes"

- Ask questions
- Understand the tools and techniques
- Break through the myths and focus on reality
- Collaborate

Questions to ask your CMO :

- Performance Marketing allows accountability that has never been seen before.

BUT

- This is more than just being able to ask, "What's the ROI?" It is about understanding the complexities of the marketing sales funnel, now that social and content marketing play such an important role.

Walk me through the sales funnel end to end.

What is the life time value of the customers?

How are you treating your top customer segment differently?

How is the data tagged up?

How well do you understand discounted cash flow and other accounting terms?

The Inside Track

1. The "new" sales funnel
2. Segmentation creates impact
3. Cost effective marketing
4. Do your homework up front
5. Test and Learn – Rapidly.



The Sales Funnel

The average customer journey for booking a holiday takes 28 days, visits 7+ touchpoints and 4 price comparison sites.

Content Marketing Sales Funnel



Segmentation : Measuring The Strategic Opportunity

- The following table quantifies potential returns based on positive migrations.
- The “goals” are conservative (compared to what has been seen through the migration study).

Segment	Sample volume	Volume	Orders	AOV	ACV	Strategic Goal	Incremental Opportunity (£)	Opportunity %
S1	377	3,770	1	£49.85	£48.85	2% customers migrate to S7	£20,379	1.35%
S2	1,174	11,740	1	£71.29	£84.29	2% customers migrate to S4	£8,048	0.53%
S3	643	6,430	2	£32.15	£2.40	5% customers move to S7 and 2% move to S8	£92,825	6.16%
S4	588	5,880	1	£71.29	£57.39	3% customers move to S5 and 3% move to S6	£49,523	3.28%
S5	796	7,960	1	£71.29	£7.47	4% customers move to S6, 5% move to S7, & 8% to S8	£228,177	15.13%
S6	796	7,960	1	£71.29	£57.39	2% customers move to S7 and 8% move to S8	£96,889	6.42%
S7	1,174	11,740	1	£71.29	£57.39	8% customers move to S8 and 5% move to S9	£474,094	31.44%
S8	1,174	11,740	1	£71.29	£57.39	5% customers migrate to S9	£250,943	16.64%
S9	1,174	11,740	1	£71.29	£703.41	2% customers migrate to S10	£245,052	16.25%
S10	1,174	11,740	1	£71.29	£1,438.86	An additional order from 10% customers	£42,072	2.79%
Total	10,000	100,000	100	£105.68	£385.48		£1,508,004	100.00%

Free/Good value Resources.

- Hubspot- CRM
- Click Funnel – Website Funnel management
- Thrive-Website design
- In Design – Prototypes
- Survey Monkey

Avoid Overheads

- A growing army of freelancers in marketing, data and product, just as there are in technology.



A photograph of a large pile of cut logs in a forest. The logs are stacked in a somewhat haphazard manner, with their circular cross-sections facing the viewer. The wood is a warm, reddish-brown color, showing clear growth rings. Some logs have rough, grey bark still attached. A single, thin, light-colored stick or branch lies vertically across the middle of the pile. The background is a dense forest with green foliage and dark tree trunks, slightly out of focus. The text "Sharpen the saw" is overlaid in the center in a white, serif font.

Sharpen the saw

Conduct a 1/4ly Marketing Audit and MOT

- SEO
- Content Strategy
- Data and Audience
- Performance tests



Creating a marketing dashboard that is actually usable.

Database Health				Key Financials			
	Volume	M Target %	Y TD Target %		Volume	M Target %	Y TD Target %
Active customers	239,048	-0.4%	-9.1%	Total Sales			
Unconverted Customers	101,589	-1.2%	-9.5%	Total Orders			
Converted Customers	137,459	0.2%	-8.8%	Average order value			
Contactable base	239,402						
Lapse rate %							

Acquisition				By Channel:			
Prospect Pool Status:							
	Volume	M Target %	Y TD Target %		Volume	CPR	CPC
Social				Branded PPC			
Registered Not Bought				Non-Branded PPC			
Email Addresses				Affiliates			
				SEO			
				Display Ads			
				Social			

Retention				Optimised behaviour (where transaction occurs)			
Overall on-site behaviour							
	Volume	M Target %	Y TD Target %		Volume	M Target %	Y TD Target %
Unique visitors				Conversion rate %			
Bounce rate %				Basket abandonment %			
Ave visits / visitor				Ave visit duration			
Ave visit duration				Ave time to purchase			
Ave page views / visit				Ave pages to purchase			

CRM				Customer Feedback			
Campaign Performance							
	Volume	M Target %	Y TD Target %		Volume	M Target %	Y TD Target %
Total Delivery				Trust Score			
Open Rate %				Ave star rating			
Click Through Rate %				Reviews per day			
Total Sales				Review Rate			
Campaign Spend							
ROI							
Social				Trial Performance: Voucher Page conversion			
	Volume	M Target %	Y TD Target %		Volume	M Target %	Y TD Target %
Total Fans				Respond			
Total Likes				Convert			
Total Visits				Abandonment			

Keep on Moving

- Test and learn philosophy should be baked into everything that is done.
- Keep on learning/ Keep on Collaborating.



What next

- "How To" articles, podcasts and workshops.
- Please register at www.moreno-marketing.co.uk for a 30 minutes confidential free marketing strategy health check.





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Private and confidential



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THANK YOU FOR ATTENDING

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