

*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	£48.85	2% customers migrate to S7	£20,379	1.35%
S2	1,174	11,740	1	£49	£84.29	2% customers migrate to S4	£8,048	0.53%
S3	643	6,430	2	£49	£2.40	5% customers move to S7 and 2% move to S8	£92,825	6.16%
S4	588	5,880	1	£49	£57	3% customers move to S5 and 3% move to S6	£49,523	3.28%
S5	796	7,960	1	£49	£7	4% customers move to S6, 5% move to S7, & 8% to S8	£228,177	15.13%
S6	796	7,960	1	£49	£57	2% customers move to S7 and 8% move to S8	£96,889	6.42%
S7	1,174	11,740	1	£49	£57	8% customers move to S8 and 5% move to S9	£474,094	31.44%
S8	1,174	11,740	1	£49	£57.39	5% customers migrate to S9	£250,943	16.64%
S9	1,174	11,740	1	£49	£703.41	2% customers migrate to S10	£245,052	16.25%
S10	1,174	11,740	1	£49	£106.78	£1,438.86 An additional order from 10% customers	£42,072	2.79%
Total	10,000	100,000	100	£105.68	£385.48		<b>£1,508,004</b>	<b>100.00%</b>

## **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 stack of cut logs in a forest. The logs are stacked in a somewhat haphazard manner, with their circular ends facing the viewer. The wood is a warm, reddish-brown color, and the bark is dark and textured. The background is a dense forest of green trees and foliage, slightly out of focus. The text "Sharpen the saw" is overlaid in the center of the image in a white, serif font.

Sharpen the saw

A white van is driving away from the viewer on a narrow dirt road that winds through a lush green valley. In the background, there are large, rugged mountains under a cloudy sky. The overall scene is peaceful and scenic.

# 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			
Prospect Pool Status:			
	Volume	M Target %	Y TD Target %
Social			
Registered Not Bought			
Email Addresses			

  

By Channel:			
	Volume	CPR	CPC
Branded PPC			
Non-Branded PPC			
Affiliates			
SEO			
Display Ads			
Social			

  

Retention			
Overall on-site behaviour			
	Volume	M Target %	Y TD Target %
Unique visitors			
Bounce rate %			
Ave visits / visitor			
Ave visit duration			
Ave page views / visit			

  

Optimised behaviour (where transaction occurs)			
	Volume	M Target %	Y TD Target %
Conversion rate %			
Basket abandonment %			
Ave visit duration			
Ave time to purchase			
Ave pages to purchase			

  

CRM			
Campaign Performance			
	Volume	M Target %	Y TD Target %
Total Delivery			
Open Rate %			
Click Through Rate %			
Total Sales			
Campaign Spend			
ROI			

  

Customer Feedback			
	Volume	M Target %	Y TD Target %
Trust Score			
Ave star rating			
Reviews per day			
Review Rate			

  

Social			
	Volume	M Target %	Y TD Target %
Total Fans			
Total Likes			
Total Visits			

  

Trial Performance: Voucher Page conversion			
	Volume	M Target %	Y TD Target %
Respond			
Convert			
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](http://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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