



MARKETING/SALES STRATEGY ROAD MAP

Use strategy road maps as guideline to what you'll complete each month, who will be involved, and how much effort you'll invest in each aspect of inbound marketing:

Example

For the examples, we'll pretend to be a metal fabrication company called MFG that serves industrial customers America-wide:

Service Type	Summary	Who?	Effort	Due Date	Notes
SEO	Use November SEO audit to work through list of technical issues	Todd/Agency	8	12/23	
SEO	Research and write all page titles and meta descriptions	Agency (Danny)	4	1/16	
SEO	Implement titles and metas on site	Todd/Agency	2	2/18	
SEO	Discuss moving PPC maintenance responsibility to agency	All	1	9/16	
PPC	Research keywords re: military use for sheet metal	Agency (Danny)	1	12/23	
Website content	Starting w/ most popular pages, add copywriting based on new research	Todd	4	1/16	
Website content	Research for creating OEM Solutions Hub	Agency (Mel)	2	2/18	
Website content	Outline creation and initial draft - OEM Solutions Hub	Agency (Mel)	4	9/16	
Blog	Reoptimize 2 existing blog posts	Agency (Mel)	2	12/23	
Blog	Copywrite 2 blog posts for OEM persona	Agency (Mel)	8	1/16	
Blog	Publish 2 new blogs on website	Todd/Agency	2	2/18	
Video	Compile "wish list" for facility tour promo	Todd	1	9/16	
Social media posting	Promote new blog posts and third-party content on existing social channels	Todd	3	12/23	
Email marketing	Promote 2 new blog posts in newsletter	Todd	2	1/16	
ABM	Contact identification & sourcing – who should first outreach be to?	MFG Sales Team	4	2/18	
ABM	Strategize campaign #1	MFG Team/Agency	8	9/16	
Reporting	Create monthly report of KPI progress	Agency (Barry)	2	12/23	
Meetings	Weekly content meeting x4	All	4	1/19	
TOTAL			62		

Service Type	Summary	Who?	Effort	Due Date	Notes
TOTAL					

Month 2

Service Type	Summary	Who?	Effort	Due Date	Notes
TOTAL					

Month 3

Service Type	Summary	Who?	Effort	Due Date	Notes
TOTAL					



BLOG CONTENT CALENDAR EXAMPLE

This calendar is where you get specific about the topics and keywords you'll use to reach potential customers. For simplicity's sake, this will be a blog calendar (with exceptions for when supporting content is necessary).

Example For the examples, we'll pretend to be a metal fabrication company called MFG that serves industrial customers America-wide:

January							
DUE	STAGE	TOPIC	PRIMARY KEYWORD	SECONDARY KEYWORDS	WHO?	TYPE	NOTES
1-7	Awareness	How much porosity in welding is acceptable?	Porosity in welding	How much porosity is acceptable in a weld, types of welding defects, how to prevent porosity in welding, what causes porosity in a weld, mig welding defects, tig welding defects	Mel		
1-14	Consideration	Laser vs. plasma cutting for sheet metal design	Laser cutting vs plasma cutting	Sheet metal design guide, sheet metal design tips, sheet metal laser cutting, laser cutting precision tolerances, sheet metal tolerances, laser cutting materials, what materials can a plasma cutter cut	Mel		
1-21	Awareness	Precision machining tolerances: When to stop	Precision machining tolerances	High tolerance machining, high precision machining tolerances, standard machining tolerances, zero tolerance machining, machining tolerances, cnc milling tolerances,	Todd		
1-28	Decision	Does your supplier have on-site inspection?	Certified welding inspection services	Metal fabrication shop, cwi certified welding inspector, certified welding services, welding sheet metal, sheet metal fabrication services	Mel		

Month:

[illegible]

Month:

[illegible]

Month:

[illegible]

ABOUT P80

We help businesses with complex sales cycles turn their online presence into a consistent source of new leads and new customers. We want our clients to be viewed as thought leaders in their industries, that are able to connect and engage with their prospects at every stage of the buying process.

To us, success is catapulting our clients' growth by turning their web presence into their single largest channel of new sales opportunities. It's helping our clients land the 'big fish' prospect they've been trying to 'catch' for years. It's turning our clients into a trusted resource for their prospects through helpful and educational marketing. It's hearing our clients say that p80 is the only marketing strategy they need.





FREE RESOURCE

ULTIMATE **BUYER PERSONA** GUIDE (FOR BEGINNERS)

- What **is** a Buyer Persona
- Dos and Don'ts
- **Free Templates**

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