

WAC Premier Marketing and CRM Services

Prevent Sales Slump and Fuel your Business Growth

You probably already have a lot of the tools you need, including an excellent accounting system to track your sales. You may also have a CRM system to help support your salespeople and track your customers and leads. But do you have a plan to utilize these tools to their fullest? John Wanamaker, a 19th century entrepreneur once said 'Half of my marketing dollars are wasted; I just don't know which half'

You know you need a system to track your business financials and a system to manage your customers. But you also need to develop and implement a marketing plan to make sure that you are getting to your potential customers in the most effective and measurable manner.

WAC Consulting has the expertise to help you develop a plan specific to your needs, utilizing the systems and tools that you probably already have in place. Some of the services include:

- Develop a written tactical marketing plan
- Develop and implement an Online Marketing strategy
- Develop a measurable lead generation system
- Deploy the Sage CRM tool (if available) to create and implement Marketing Campaigns and Marketing Waves
- Create and manage your marketing budget
- Co-ordinate Marketing Campaigns and strategies with your major suppliers

You will meet with one of our WAC Marketing Specialists to determine which services make sense for your business, with the goal to give you a blueprint for consistent, sustained marketing initiatives. This review includes an analysis of past initiatives, their results if available, in order to build on your past successes. The customized plan that we prepare for you includes actionable projects with milestones, investment targets and measurable objectives.

Marketing is what helps you reach and persuade your prospects.

Sales is what you do to close the sale and get a signed contract.

Both are necessities to the success of your business.



Signing up is simple: You will meet with our marketing consultant to determine which services make sense for your business and how much protection you need. Then we customize a plan to fit your needs and your budget.

Free Initial One-hour Consultation: WAC Premier Marketing and CRM Services are designed for the organization that is ready to implement consistent, sustained marketing initiatives.

Selection of Services

Tactical Marketing Plan	<p>Where will your best new customers come from? How will you reach them? Many businesses jump into marketing activities without having clearly defined their target market, which is a sure way to become dissatisfied with your investment, and may leave you thinking that 'marketing does not work'.</p> <p>Doing research on your prospective customers is the first step in getting your foot in the door. Once you've build a comprehensive profile on these prospects, to include their needs, preferences, purchasing habits, you'll be able to plan the optimum programs that will reach them and get their attention. Traditional direct mail programs and online marketing campaigns are all examples of direct response initiatives. They are measurable, which is why we are recommending them to our customers.</p> <p>Advertising may be appropriate as well, however, unless the ad contains a very specific offer, there's no true good measure of the effectiveness of an ad. Other element of a tactical marketing plan may include participation in trade shows, conferences, offering your own seminars or webinars, limited-time promotions, public relations, channel marketing, customers' success stories, and more, all driving to get the attention of your prospects.</p>
Online Marketing Strategy	<p>A corporate website is just the beginning of a comprehensive online marketing strategy. Have you explored increasing your presence online through links, directory listings, offers available exclusively online, and if your business permits, are you able to accept orders online?</p> <p>If you have your own in-house customer database, are you providing these customers with timely and relevant information on a regular basis? We'll develop a plan that will keep your business in front of your prospects, when they venture onto the Internet.</p>
Lead Generation System	<p>The foundation of a very good lead generation system is a database of relevant prospects. Have you rented lists in the past, and kept those contacts updated? Are you collecting new prospective contacts at events? Are these contacts classified, so that you know exactly what is relevant to them?</p> <p>We'll help you either sanitize your database, or build a new one, so that we may devise outreach programs and follow-up programs to generate qualified prospects to hand over to your sales team. That's why we're calling this service a lead generation system, and not just a program.</p>