

# the [ A B C S ] of Revenue Growth



## BUILDING a company is an exciting venture

But maintaining demand for what you are selling can be challenging.

**Alphabet is here to help.**

## ALPHABET provides the marketing expertise you need to be successful

We offer a full suite of functionality that includes content creation, customer advocacy, event marketing, public relations, SEO / SEM, social marketing and more.



### Why Business Success Is Not Achieved

Poor marketing was a key reason cited by founders for the failure of their company in a recent study published in Fortune magazine.



## STRATEGY

**1. Content Marketing** – build awareness of your product or service with webinars, blogs, videos ebooks and more. The goal of content marketing is a **“light-bulb moment”** when your prospects understand how you can help them. Content marketing can focus on offering practical advice or demonstrating thought leadership.

**2. Sales Enablement** – empower your sales team with **marketing assets** that convince prospects that your solution is best. Includes data sheets, case studies, battlecards, presentations, email templates, FAQs, ROI calculators and so on. The information they provide should crisply evangelize the benefits of your solution in language that resonates with prospects.

**3. Word of Mouth Marketing** – nurture a passionate community that speaks positively about you. Can consist of **customer advocates** who serve as references, participate in webinars and speak at conferences. Can also include trade and business press, analysts and bloggers who provide favorable coverage.



## ABOUT us

Alphabet is a **marketing collaborative** dedicated to helping small businesses build and sustain momentum. Our team consists of experts from every discipline including branding, content creation, demand generation, public relations and video production.

Get **RESULTS**



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