



Viral Proposals?

Exploit digital marketing trends **to win more bids**

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WHAT IF I TOLD YOU A PROPOSAL WAS A



**MARKETING DOCUMENT, A SALES
DOCUMENT AND A PROJECT PLAN**



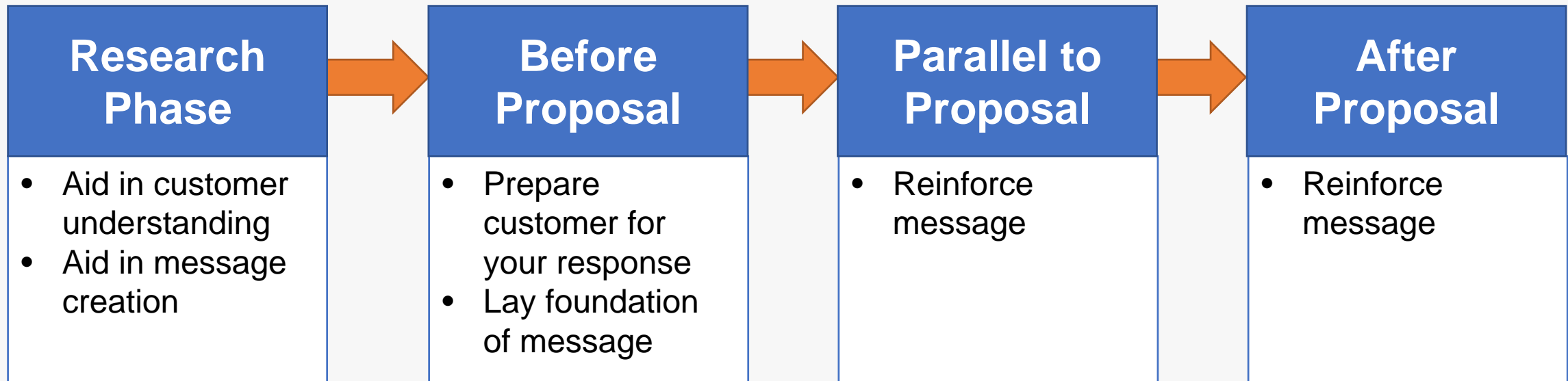
Using Marketing



- ✓ **Who:** your customers (sometimes their customers too)
- ✓ **What:** content relevant to your company and your proposal
- ✓ **When:** relative to proposal phase
- ✓ **How:** tools you use (many are free!)
- ✓ **Where:** (mostly digital) channels your customers use
- ✓ **Why:** to influence buying decisions from every angle



When to Employ Marketing Tactics Relative to Proposal Efforts



“Only 29% of people want to talk to a salesperson to learn more about a product, while 62% will consult a search engine.” ([Hubspot](#))

Research: Use Marketing Tools to Research Your Potential Customers

- ✓ Social listening:
 - Review user-generated content
 - Follow #hashtags
 - Audit your competition
- ✓ Google Analytics:
 - Who visits your website?
 - How do they visit your website? (Social? Search? Landing pages?)
- ✓ Where do your customers get *trusted* information?
 - IRL and online—mobile?
 - Media sources? APMP.org?



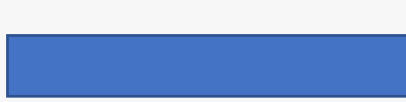
“48% of consumers start mobile research with a search engine.”
[HSmart Insights](#)

Tools: any social/web search/Google Analytics



Before: Develop a Marketing Strategy



- ✓ Develop Buyer Personas
 - Who they are, what they buy, how they buy
- ✓ Create Messaging
 - Features and Benefits
- ✓ Establish Repetition
 - Word choice
 - Across channels
- ✓ Maintain the Timeline
 - Align marketing campaign(s) with anticipated proposal timeline
- ✓ **Pick appropriate channels** 

“74% of people say they use Facebook for professional purposes.” [Hubspot](#)

“23% of adult internet users use Twitter.” [Pew Research Center](#)

✓ Thought Leadership

- Blogs
- Podcasts
- Infographics
- White papers
- Published by a third party (NCA newsletter!)

✓ Microcontent


- “Cut up”/repost on social media
- Recycle/repurpose while reinforcing branding

✓ Using appropriate channels for content

Original Blog Content

Blog

Our Global (Holiday) Footprint: 10 Unique Holiday Traditions from around the World



Our global footprint is expanding every day. Here are some of our favourite and most unique winter holiday traditions from our FBO locations around the world.

1. **Gerona:** One of the longest-running and biggest lotteries in the world, *El Gordo*
2. **Johannesburg:** December to groups. The h
3. **Melbourne:** O people watch cricketers at t



Gerona: One of the longest-running and biggest lotteries in the world, *El Gordo*, is a huge Christmas tradition throughout Spain.

luxaviation  x 

“Companies with blogs produce 67% more leads per month than companies who don’t have a blog. In fact, blogs account for 434% more of indexed pages on Google.” ([Demand Metric](#))

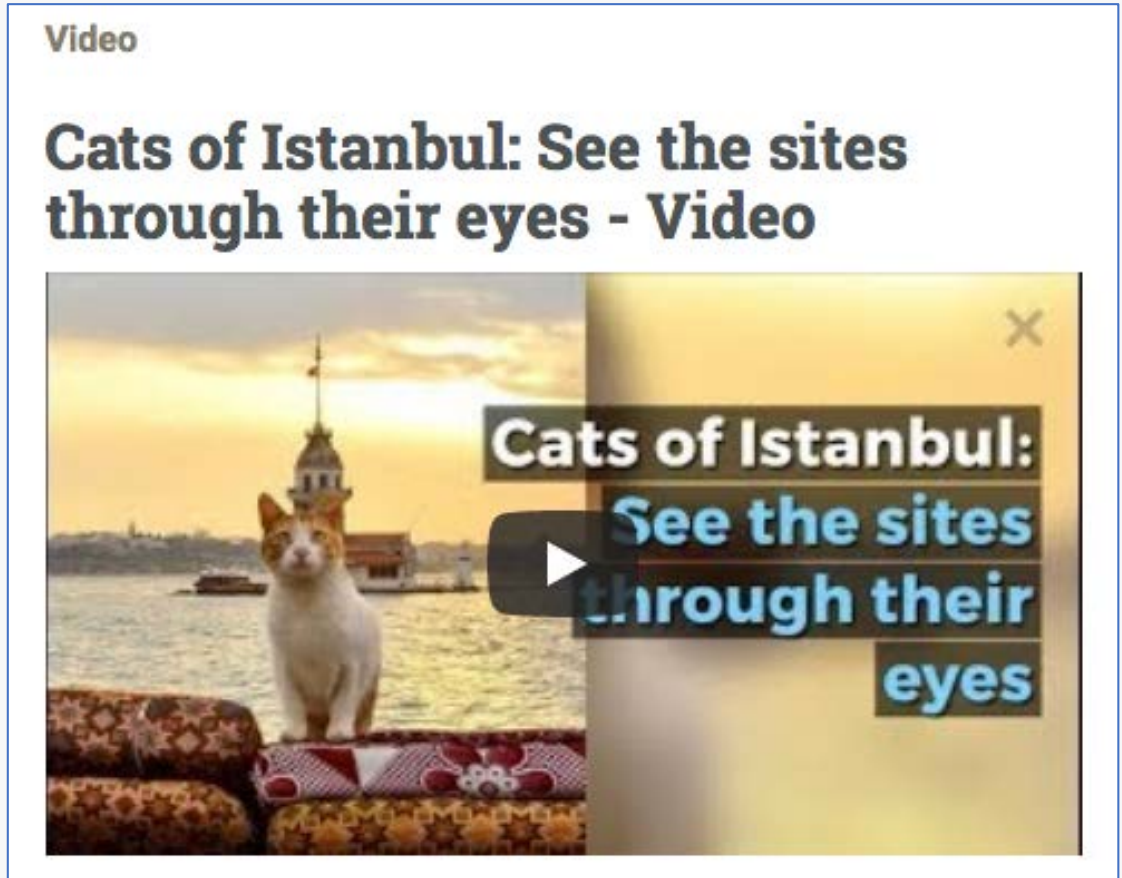
Tools: Canva (free+), Typorama (free+), PowerPoint

Before/During: Harness Video

- ✓ Attention spans are getting shorter and shorter
- ✓ Part of microcontent strategy
- ✓ Communicate more effectively
 - Autoplays in social
 - Add captions/text for viewers without sound

“4x as many customers would rather watch a video about a product than read about it. Additionally, almost 50% of Internet users look for videos related to a product or service before visiting a store.” ([Hubspot](#))

<https://youtu.be/bW1QcwyvYN4>



Tools: Lumen5 (free+), Soapbox/Wistia (free+), Knovio (free+), Promo (free+)



Before/During: Use Digital and Social Media Smartly

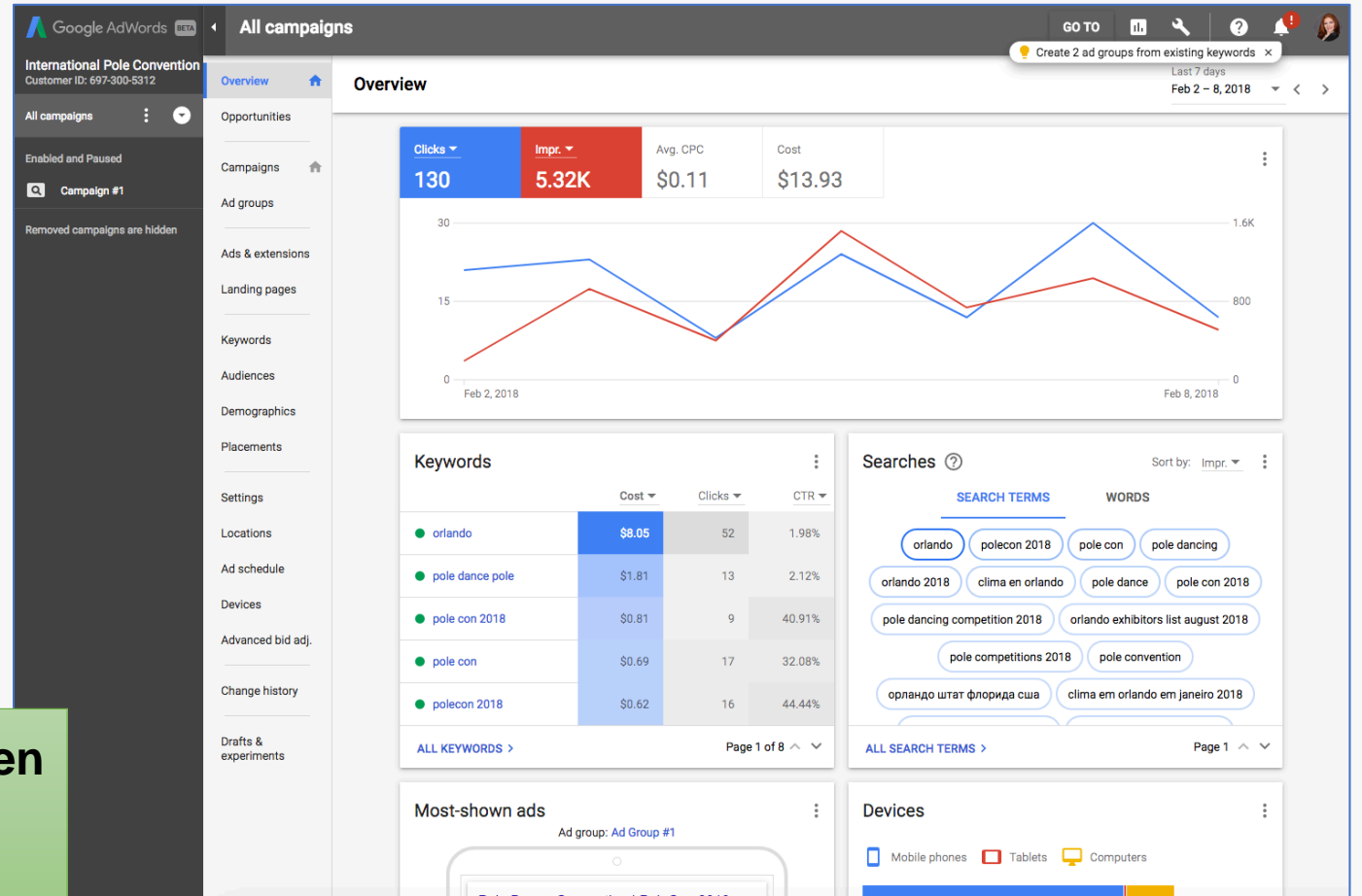


- ✓ “Smart” Social
 - Consistent timing and channels
 - Curated Content: 80-20 Rule
 - Build trust and develop brand “personality”
- ✓ Partner with influencers/ambassadors
 - People you pay* to recommend/highlight your product/service
- ✓ SEO (free-ish)
 - Organic (blogs + social)
 - Keywords
- ✓ SEM (paid)
 - Google Ads/Ad words
 - FB/Twitter/LI/IG campaigns

“When it comes to Millennials, 62% believe that online content drives their loyalty to a brand. Furthermore, if you want to gain brand loyalty from Millennials, it’s vital to share that content social media.” ([Insights.newscred](https://www.insightsnewscred.com))

Every Phase: Google Ads/Ad Words

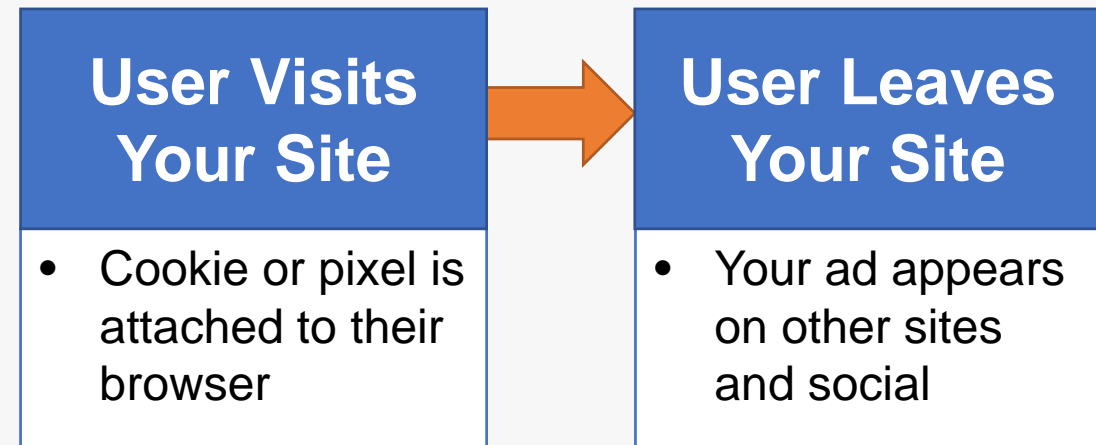
- Best cents-on-the-dollar you'll spend!
- Works with Google Analytics
- Runs basically on autopilot



“64.6% of people click on Google ads when they are looking to buy an item online.”
 ([Wordstream](#))

Tools: Google Ads/Ad Words (paid) and Analytics (free)

- ✓ Email marketing
 - CRM management
 - Alignment with sales
- ✓ Retargeting
 - Combined with SEM
- ✓ Review analytics/KPIs
 - Adjust as needed



Repeated Message = New Customer

BEWARE GDPR ISSUES WITH COOKIES AND PRIVACY

“Visitors are 70% more likely to convert when clicking on retargeting ads.”
([ReadyCloud](#))

Tools: Hubspot (free+), MailChimp (free+), retargeting.com



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