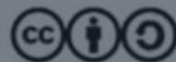
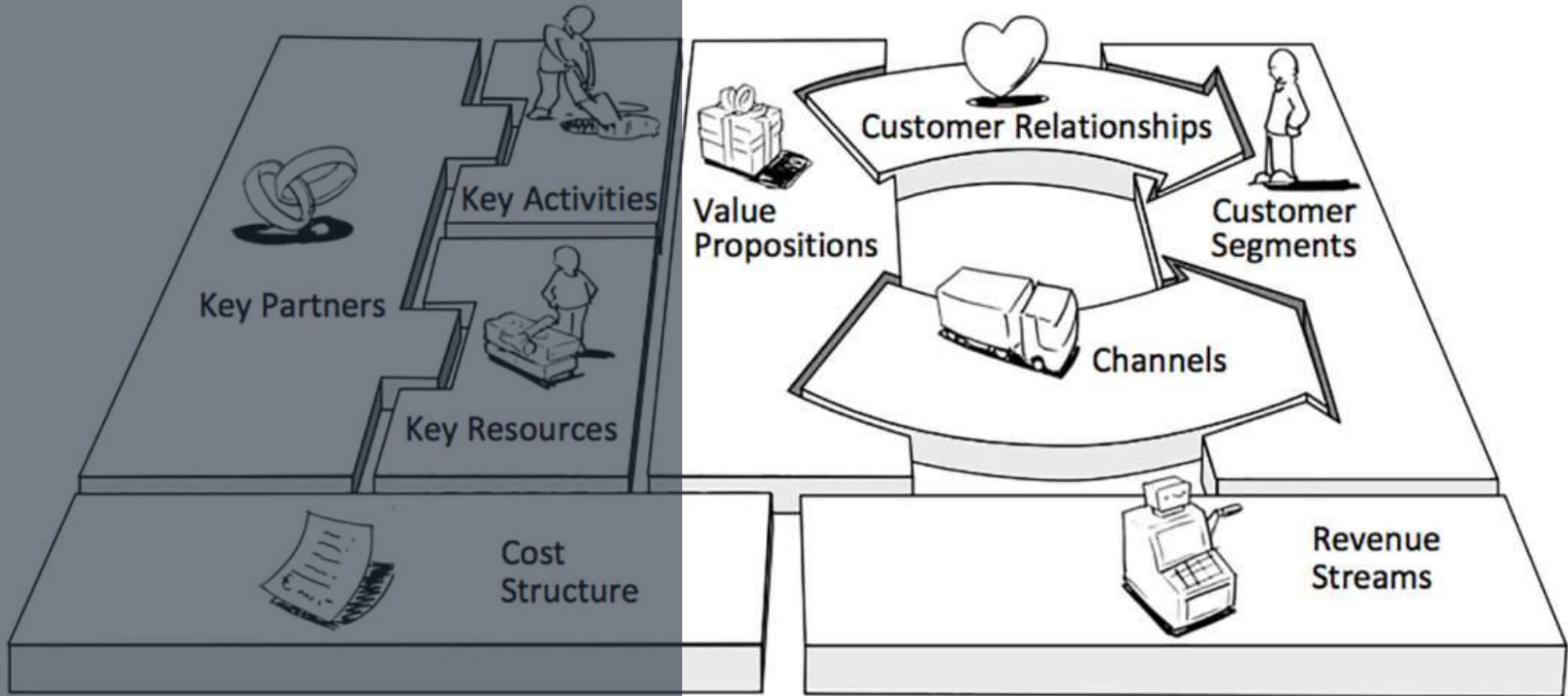


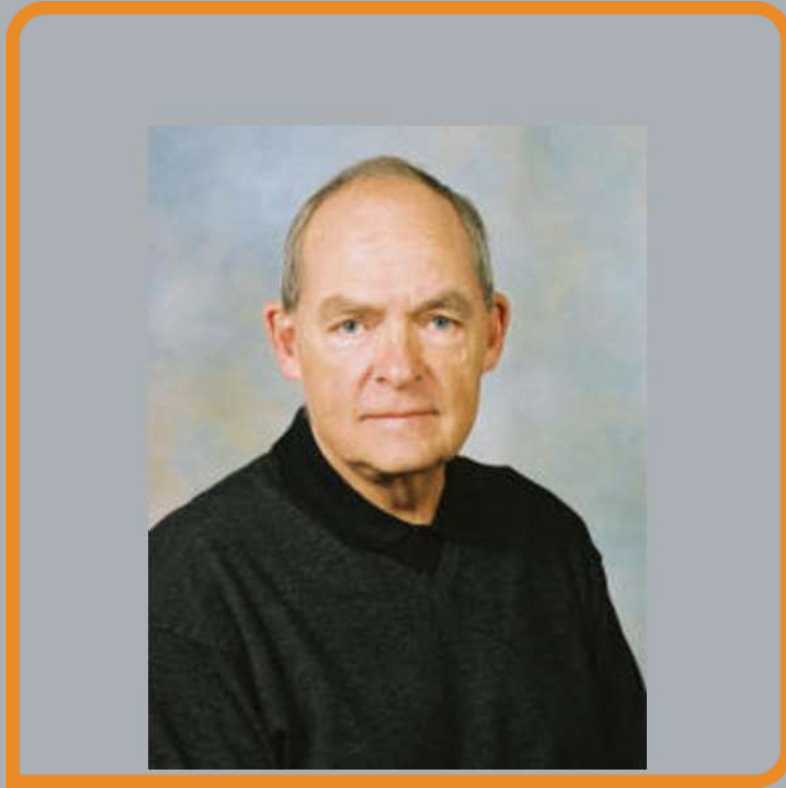


Entrepreneur: Sales and marketing

Strategies for
how to build your company
from idea to market



Adapted from 'Business Model Generation', Alexander Osterwalder, Wiley 2012.
www.businessmodelgeneration.com
Licensed under a Creative Commons Attribution-ShareAlike 3.0 Unported License.



 LEADIFY

What did Otto say?



A group of business professionals in a meeting, looking at documents and laptops. The scene is dimly lit with a blue tint. A central orange-bordered box contains the text 'Universal analysis?'.

**Universal
analysis?**

 **LEADIFY**

Yes, the most

Important choices you will have to make

...attract the right audience

...sell to your best fit prospects

...make your customers happy



So you can
find the right answers
unique to your idea or business?

 **LEADIFY**

Expectations

- Sales & Marketing strategy: There is no one-size-fits-all template
- Today: Analytical approach to identify the most feasible growth strategy and technology platform for your business, based upon
 1. Differences between typical B2C and B2B buyer's journeys
 2. The «Job-to-be-done»: Marketing, sales and customer service
 3. Technology stack (CRM)

Program

- 18:30 *Registration and networking*
- 18:45 Welcome remarks, by Inger Tone Ødegård, Stavanger Chamber of Commerce
- 18:50 How to build a sales and marketing strategy that helps your startup company to grow?
- 19:30 *Break and making new business friends.*
- 19:50 Case examples from other companies: Best practices for websites, digital marketing and sales
- 20:05 How to select the right technology stack (CRM) for sales and marketing.
- 20:20. Best practice in the audience, sharing experiences, by all
- 20:35 Individual questions and open discussions, by all.
- 21:00 *Closing*

Eirin Røsand

Digital marketer & Strategic Advisor

7 years experience from digital marketing for various companies.

Bachelor, Media Production. Master, International Marketing.

[Connect on LinkedIn.](#)

[More about Eirin.](#)

A portrait of Øyvind Jacobsen, a middle-aged man with short grey hair, smiling. He is wearing a blue patterned button-down shirt. The background is a blurred outdoor setting with buildings and a blue sky.

Øyvind Jacobsen

Forretningsrådgiver og daglig leder

25 years experience from digital marketing, sales and innovation in travel, tech and energy industry.

Master, International Marketing and Leadership.

[Connect on LinkedIn.](#)

[Mer om Øyvind.](#)



Leadify's existence is based upon a simple observation:

- People have fundamentally changed the way we live, work and buy services and products. Still, many companies do marketing and sales just like before

We work with small, medium and large companies within energy, technology, manufacturing industries

- Together, we innovate their marketing, sales and customer service

Leadify delivers end-to-end strategies, solutions and services: Websites, inbound marketing, sales and customer service

Together with HubSpot (US), we offer one of Norway's leading strategic capacities and the world's leading technology platform in our industry.



AKVA GROUP

VENI 

cegal 

SERVOGEAR 

Cflow

 STIMLINE

ELDOR

 Barde


ENHANCED
DRILLING

 FACILITATED
WORK HUB


FloPetrol
WELL BARRIER

 future
PRODUCTION A/S

 HydraWell

INNOVAR 

KAÏROS

 marwell

PAINTBOX
PRO

 Perigon

 FLOW
SOLUTIONS

PTC

 Relatek.no

 sar

Sentech AS

EnFlow
Enabling sustainable flow solutions

efab

 verico

wellcem

 BELZONA®
Repair • Protect • Improve

What is...

- Marketing is...
 - ...an action taken to **bring attention** to a business' offerings
- Sales is...
 - ...the activities that lead to the **selling of products or services** in exchange for money
- Service is...
 - ...the support you offer that helps customers have a **great experience** using your product or service



A good Sales & Marketing strategy is your guide to...

1. Get attention from your target audience!
2. Sell to your best fit prospects
3. Make your customers happy



Do NOT start with selecting tools!

MartechMap an initiative by  chiefmartec &  MartechTribe

2022 Marketing Technology Landscape May 2022



visit martechmap.com to search, sort & filter



**Start with the
customer!**



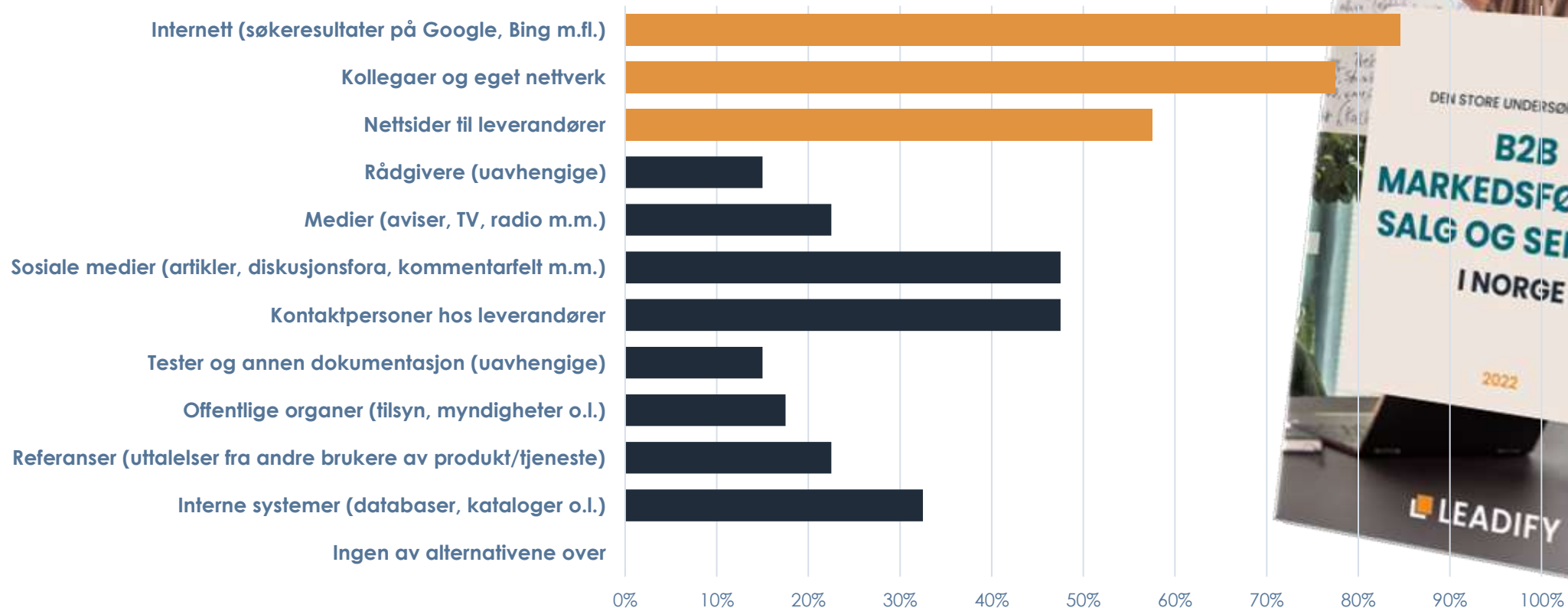
Sales prior to the internet

– The customers *had* to talk to a sales rep

Your customers: The decision makers

What are your most important sources of information?

* Respondenter som deltar i innkjøp av tjenester og produkter på jobben

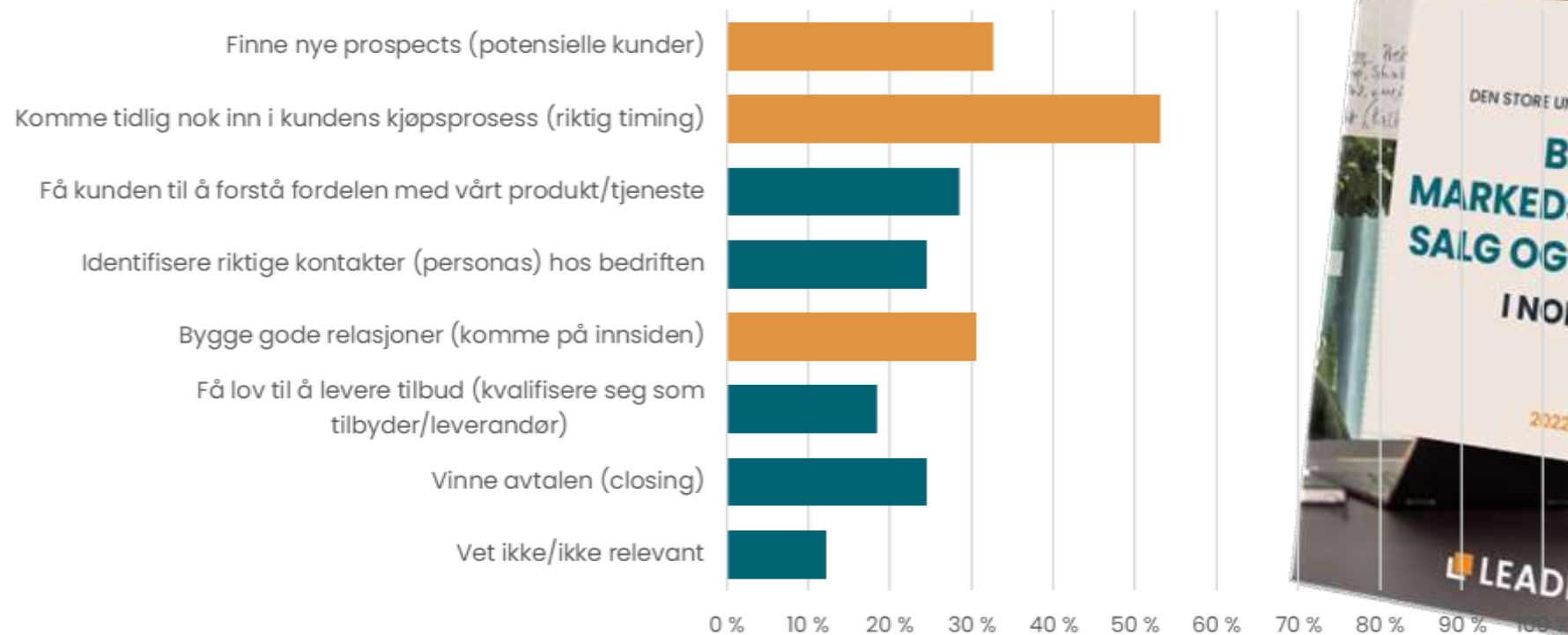




Sales today
– after the internet
- Customers do not want to speak
with a sales rep before they have to

You: The sales rep

"Hva synes du er vanskelig i salg" (flervalg)





Tough times?

1. **90 % of decision makers do not respond to cold calls**
2. **30 % block all ads (smart phone/browser ad blockers)**
3. **60 – 90 % of buying processes starts with a search**
4. **75 % of searches are generic '[how to...]', 15% '[product]' and 10% brand '[XYZ]'**
5. **70 % has a preferred solution/approach *before* they talk to a sales rep**

Kilde: Accenture, Google

- Challenge No.1:

Connect with prospects and customers throughout their buyer's journey

How to get found and connect with these?

Only 4% of potential customers are ready to be sold to

Awareness stage

Consideration stage

Decision stage



Kilde: Forrester

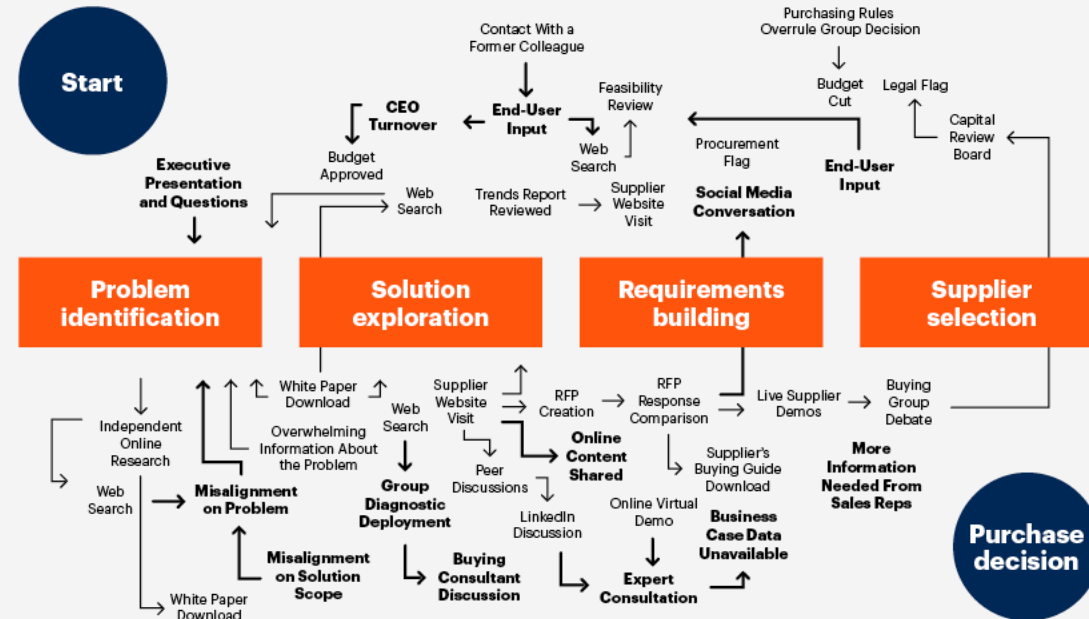
Short story:

Sell the way
people buy

Customers have gone digital.
You'll need a strong digital
presence to get found,
become trusted and sell
better to your future
customers.

B2B buying journey

Illustrative



Source: Gartner
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Gartner®

01

How to build a sales and marketing strategy that helps your startup company to grow?

The multi-billion question

How to help customers find you?

...over and over again?



Trade shows?



**Seminars?
Webinars?
Social business events?**



Sales meetings?

 **LEADIFY**

A man in a suit is talking on a telephone in a busy office. He has his eyes closed and a frustrated expression. In the background, several other office workers are visible, some looking towards him. The scene is dimly lit, with a blueish tint. A large orange square frame is centered over the man's face and the text.

Cold calling?

 **LEADIFY**



Ads?

India. IndianOil.
Bound Together with Boundless Energy

When it comes to working for the country, our energy knows no bounds.
Serving the nation — come rain or shine, in war and peace, through triumphs and tribulations...
From the smallest village to the largest metro...India believes in IndianOil.





Social media?



Website?



PROPULSION FOR THE FUTURE

Servogear is a leading manufacturer of **Controllable Pitch Propeller Systems** for high-speed workboats, fast ferries, offshore vessels and yachts. Our tailor made solutions provides our customers with a unique combination of speed and thrust.

PRODUCTS

CONTACT



01.12.22

Rural Tapes + support: Skykula

Torsdag 01.12.2022, kl.20:00

[Les mer](#)

Webshop?

[Hele programmet](#)

Kjøp billett



NÅ KAN DU SØKE OM ØVINGSLOKALE PÅ TOU

På Tou jobber vi med å muliggjøre ideer, skape nye referanser og impulser, tilrettelegge for samarbeid og gi vekstgrupper for et produserende kulturliv





You will (probably) need them all

Your strategy is how you put them together
to match the way people buy

1. What is your ultimate Marketing Goal?

Marketing Goal:
Direct demand (purchase)

Marketing Goal:
Generate Leads (sales opportunities)

Consumer Market (B2C).
Products. FMCG (Retail).
Short buyer's journey

Emotional. Personal status

1-to-many communication

End result: Customer takes Decision to buy

Content Marketing (Branding)

Inbound Marketing (Lead Gen.)

'Outbound' Marketing (Lead Gen.)

Business Market (B2B) and high-end Consumer Market (B2C).
Long buyer's journey. Considered.

Rational. Facts.

1-to-1 communication

End result: You get in 'pole position' to sell and close deal

2. How does your customer's buyer's journey look like?

<p>Small everyday purchases</p> <p>Impulse/habit based</p>	<p>Consumer Products</p> <p>High interest Information and emotion based Shorter buying process</p>	<p>Long-term high interest</p> <p>Information based. Repeated/ Continuous purchase</p>	<p>Low Interest</p> <p>Information based Repurchase/ Continuous purchase</p>	<p>Short-term high interest</p> <p>Information based one-time purchase</p>
<p>Small purchases on B2B Grocery and kiosk trade (FMCG)</p>	<p>B2C products: E-commerce, clothing, shoes, sports, books, electronics</p>	<p>B2B niches: Software, hardware, industrial service and equipment suppliers. B2C niches: Car, boat etc.</p>	<p>B2B niches / projects: Industrial consumables and services - banking, insurance, pension, debt collection, accounting, electricity</p>	<p>B2B projects: Real estate (purchase/lease), ships, engines, control systems, modules, infrastructure, building & construction B2C projects: House, cottage etc.</p>
<p>Very short customer journey. Buying process often habit- and emotion-based</p> <p>Branding based content marketing Webshop important</p>	<p>Inbound with personas and customer journey can provide very good support for brand building. Often short customer journeys. Paid digital marketing is very important.</p> <p>Blogging can work both to convert and to create loyalty / brand purchases.</p>	<p>«Classic» inbound marketing with personas, customer journey, blog, content offerings, conversion of leads will work very well.</p> <p>Can be enhanced with paid digital communication</p>	<p>Most of inbound works well, but can be supported by paid digital communication.</p> <p>Blog subscriptions will work where the industry has little digital content. Good content offers are central</p>	<p>Most of inbound works well, but blog subscriptions do not work over time.</p> <p>Personas and customer journeys' are central. Paid digital marketing is important</p>

3. Digital sales and marketing strategy in 2023

1

First, you need to

UNDERSTAND

that the internet has transformed the purchasing process forever.

2

Thus you need to

HELP

the customers through the purchasing process and make relevant, high quality content available.

3

Next, you need to

OWN

a digital communications channel, where you gather helpful content of high value to your customers.

4

Then, create a

CONVERSION STRATEGY

that takes the customer from an initial interest, to a more concrete interest in buying.

5

Making it possible to collect

REAL-TIME DATA

on the customer's digital behaviour, which can then be utilised in order to pull the customer closer towards making a purchase.

6

This entails that you invest in an

INTEGRATED & AUTOMATED SYSTEM

which allows you to take advantage of the real-time data

7

Lastly, you need to align and adjust your

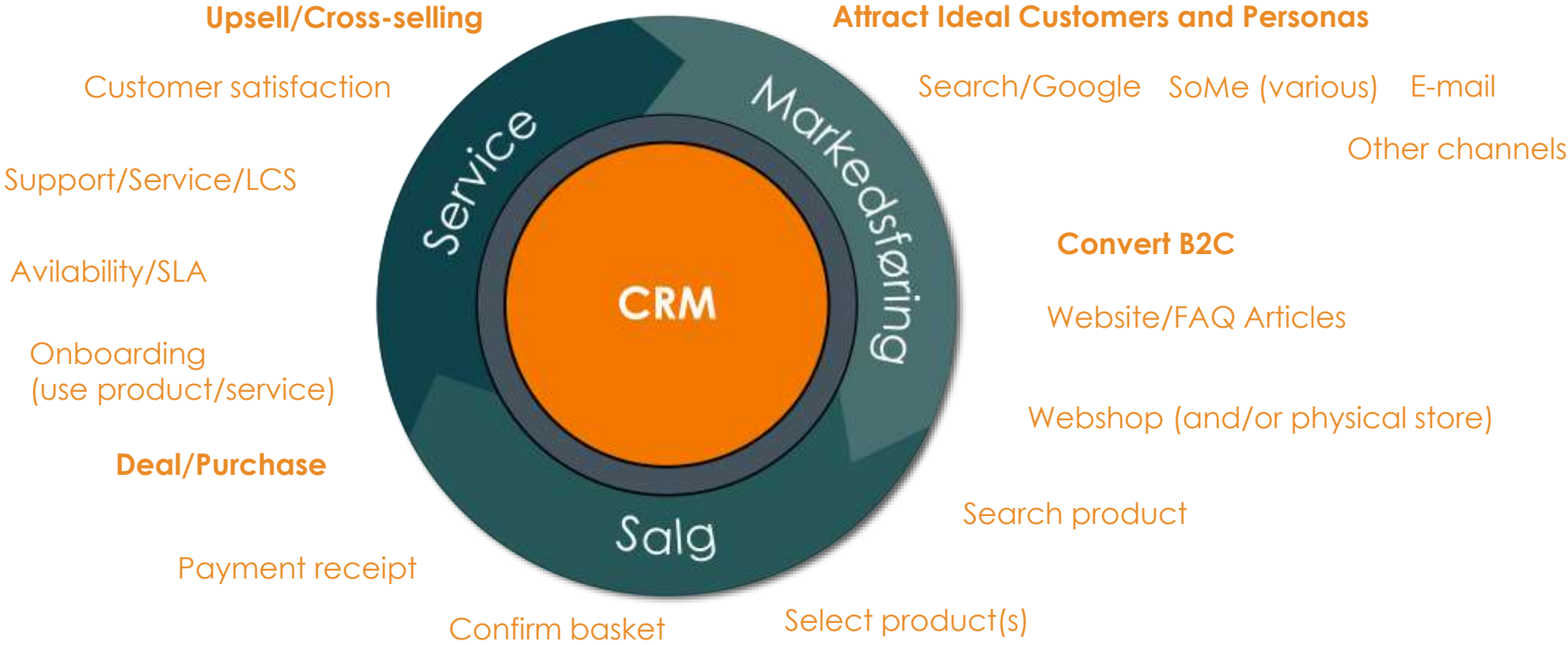
MARKETING- & SALES PROCESSES

in order to take full advantage of the digital opportunities

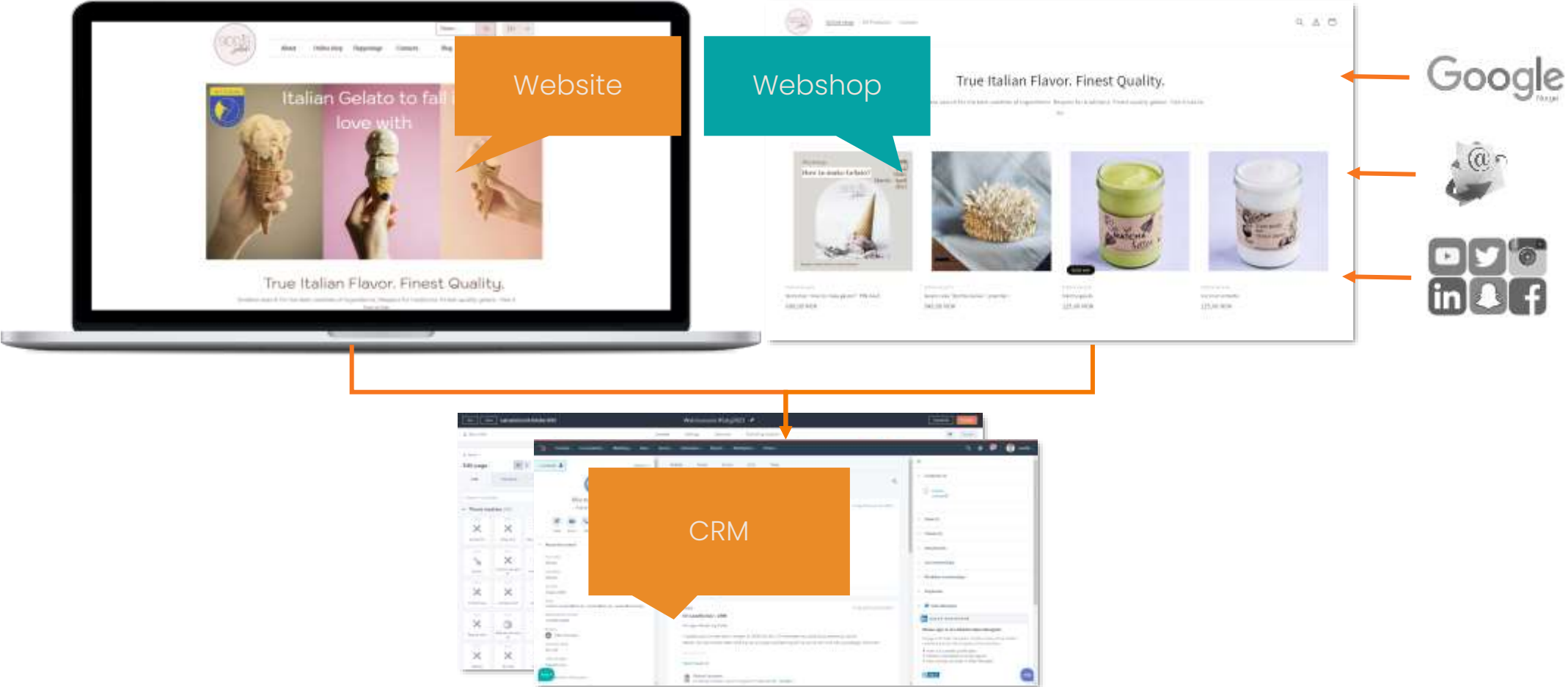
02

**Best practices for
websites, digital
marketing and sales**

B2C: Work to be done (Path to purchase)

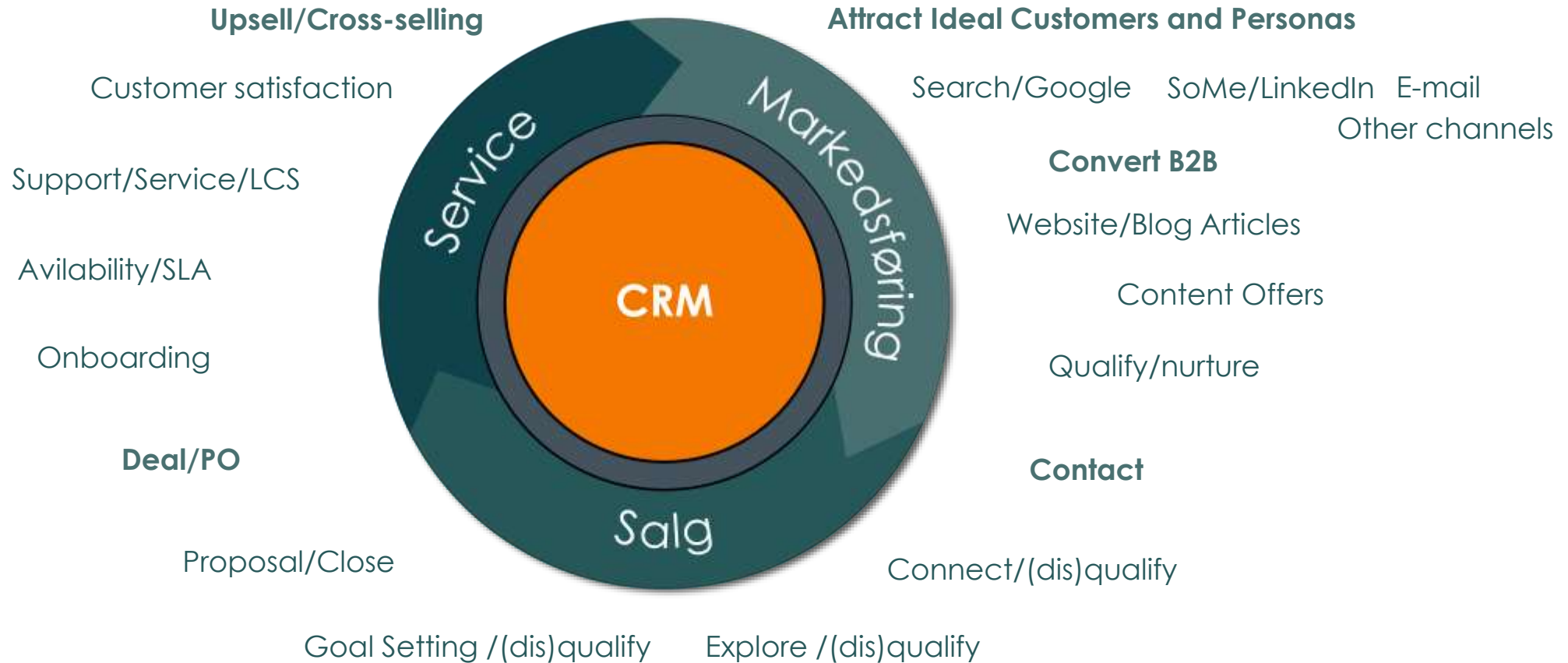


B2C: Website with webshop

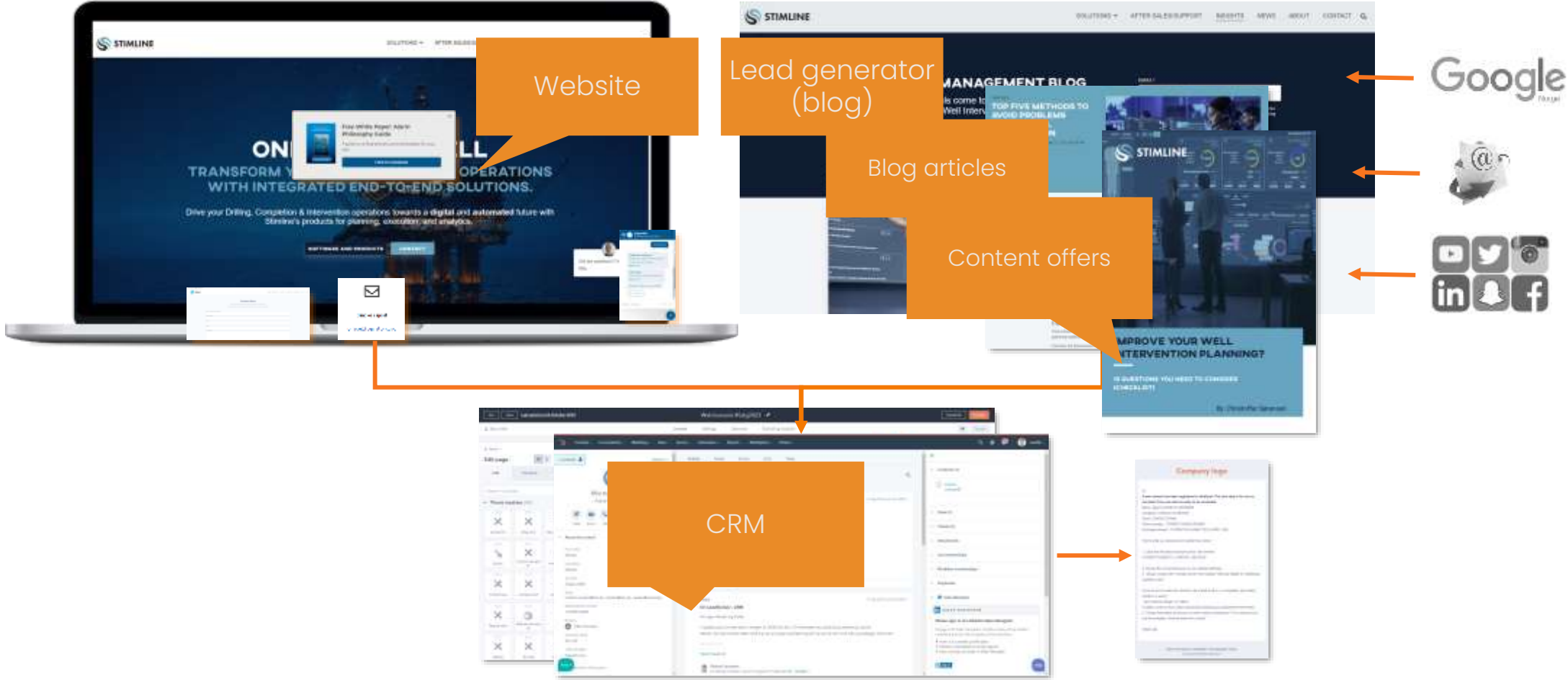


B2B: Work to be done (Path to purchase)

- Goals and Processes through your digital buyer's and customer journey



B2B: Website with blog for lead generation to sales





2A

B2C Examples

- Webshop and/or physical store

Tou Scene

Program Leie Tou



Meny

Produksjon Folk på huset



01.12.22

Rural Tapes + support: Skykula

Torsdag 01.12.2022, kl.20:00

[Les mer](#)

[Hele programmet](#)

Kjøp billett



NÅ KAN DU SØKE OM ØVINGSLOKALE PÅ TOU

På Tou jobber vi med å muliggjøre ideer, skape nye referanser og impulser, tilrettelegge for samarbeid og gi

valgfritt for et produserende miljø

Helmer Te og Kaffe

The screenshot displays the Helmer Te og Kaffe website. At the top, a navigation bar includes links for 'Hjem', 'Nettbutikk', 'Om oss', and 'Kontakt', along with a shopping cart icon. The main banner features a blurred background image of the store's interior with the text 'HELMER TE & KAFFE' in large, yellow, spaced-out letters and 'SPESIALBUTIKK' below it. A 'NETTBUTIKK' banner at the bottom of the main image area states 'FRIFRAKT PÅ ORDRE OVER 800KR'. On the right side, a 'CHAT WITH US!' widget is open, showing a message from the user and a response from the store. The widget includes a 'NYE MELDINGER' button and input fields for 'Navn', 'Epost', and 'Melding'. A 'LEVERT AV Ascend' logo is visible at the bottom right of the chat window. A 'Cookie settings' button is located in the bottom left corner.

Siddis Gelato

 EN

- [About](#)
- [Online shop](#)
- [Happenings](#)
- [Contacts](#)
- [Blog](#)



True Italian Flavor. Finest Quality.

Endless search for the best varieties of ingredients. Respect for traditions. Finest quality gelato - like it has to be.





IKEAs julekalender 2022

Snart er det endelig jul igjen og vi har fylt alle lukene i julekalenderen med gode tilbud for deg som er eller blir IKEA Family-medlem. Her kan du finne julegaver til supre priser med nye tilbud hver dag frem til julaften. Kom og oppdag julen hos oss!

Torsdag 22. desember:
SYMFONISK trådløs bokhyllehøytaler
IKEA FAMILY-pris: 999,-
Ord. pris: 1.299,-

Ta en sniktitt på julekalenderen

Finn julegaver til dem du er glad i



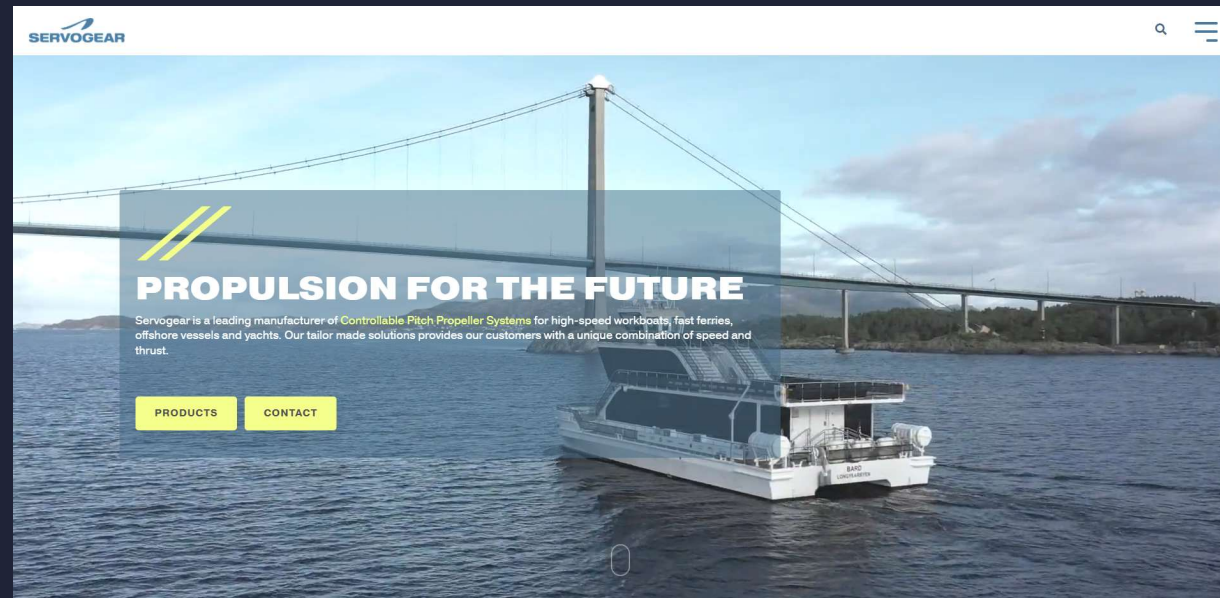
2B

B2B Examples

- Blog for lead generation

Website and blog for B2B

- «They ask, you answer»
- Help customers through their buyer's journey, until they are ready to talk with a sales rep



A great website and blog/webshop can become your best, digital sales rep - 24/7/365

The image shows a screenshot of the Servogear website. On the left, there is a navigation menu with the 'SERVOGEAR' logo at the top. Below the logo, there is a large image of a ship's hull with the word 'PROPULSION' in large white letters. Underneath, a short paragraph describes Servogear as a leading manufacturer of propulsion systems for offshore vessels and yachts. At the bottom of this menu are two yellow buttons labeled 'PRODUCTS' and 'CONTACT'.

The main content area features a dark blue background with the heading 'THE PROPULSION ACADEMY' in white. Below this, it says 'WELCOME TO THE PROPULSION ACADEMY. STAY UPDATED WITH OUR KNOWLEDGE ARTICLES.' There is a search bar labeled 'Filter by Tag' and a 'SUBSCRIBE' button. To the right, there is a form for an email subscription with a 'Yes, I agree!' checkbox.

Below the main content area, there is a featured article titled 'POTENTIAL FUEL SAVING IN CONVERTING FROM WATER JET TO CPP'. The article includes a large image of a propeller and a short paragraph of text.



PRODUCTS HIGHLIGHTS ABOUT US NEWS INSIGHTS CONTACT SEARCH

The Drilling Rig Optimization Blog

Future Production solves your challenges

Tired of one size fits all? Ask Future Production to help you improve your operational efficiency

Contact us

The Drilling Rig Optimization Blog

Where Rig Managers, Technical Managers and other Drilling Professionals go to learn and share their insights

[Non-Productive Time](#)[Safety \(HSE\)](#)

Increasing Safety With ADS in Emergency LMRP Disconnect Situations

September, 13 2022 [By Steve Christensen](#)

The oil and gas industry is continuously evolving, and expectations to efficiency, safety and environmental awareness continue to increase. In...

[Read More](#)



Pros and Cons of Standard vs Tailor-

SEE THROUGH VESSELS AND PIPE

Sentech has been a leading provider of level profilers and water cut meters to the global Oil & Gas Industry since 1995

LEARN ABOUT OUR TECHNOLOGY

SEE OUR PRODUCTS

The Process System Performance Blog

Nothing hurts Oil & Gas companies more than produced water



The Process System Performance Blog



Water Cut Meter for FPSOs and Deep-Water Applications

As Nobel Prize winner in Economic Sciences, Paul Krugman, stated – "Productivity isn't everything...."



Easy Oil is Gone - Stay Ahead of the Problems and Competition

The lifespan phases of a typical hydrocarbon field can be separated into 3 phases - the early...



4 Criteria You Must Consider Before Selecting a Water Cut Meter

Separating water from oil and gas has been done since we started drilling for oil.



Do you have any questions? I am happy to help.





Digital Well Management Blog

INTELLIGENT INTERVENTIONS AUTOMATICALLY

Transform Well Intervention and Completion Operations with Innovative Software and Products.

SOFTWARE AND PRODUCTS

CONTACT

 Got any questions? I'm happy to help.



DIGITAL WELL MANAGEMENT BLOG

Where Energy professionals come to increase their knowledge within planning and execution of Well Intervention and Completion operations.

Filter by Tag ▾

EMAIL*

Your work email

Please tick off below to consent to our [cookies](#) and [privacy policy](#) which also implies that Stimline may store your personal data and contact you regarding service, support and relevant market communication.

Yes, I agree*

SUBSCRIBE



TOP FIVE METHODS TO AVOID PROBLEMS DURING WELL INTERVENTION

Well Interventions are becoming a focus for energy companies looking to maximize the production of existing wells in times where environmental concerns over drilling new wells are increasing.

«They Ask, You Answer»

5 MIN READ

TOP FIVE METHODS TO AVOID PROBLEMS DURING WELL INTERVENTION

By: Merve Dulger and Jørgen Myre on Feb 21, 2022 9:01:59 AM



Well Interventions are becoming a focus for energy companies looking to maximize the production of existing wells in times where environmental concerns over drilling new wells are increasing.

Planning for these interventions and recording data from the operations is still often a manual task which perpetuates typical problems such as miscommunication and subsequent delays fixing the issues, affect the entire process.

In this blog, we will elaborate on the challenges and problems that are common during Well Intervention, and look at the methods that can help avoid such problems.

3 MIN READ

TOP FIVE METHODS TO AVOID PROBLEMS DURING WELL INTERVENTION

By: Mike Dwyer and Aaron Alford | Feb 21, 2022



New Paper: Improve Your Well Intervention Planning?

Discover Your Improvement Potential: 12 Questions You Need to Consider (Checklist)

[Download Now!](#)

Well interventions are becoming a focus for energy companies looking to maximize the production of existing wells in times where environmental concerns over drilling new wells are increasing.

Planning for these interventions and recording data from the operations is still often a manual task which perpetuates typical problems such as miscommunication and subsequent delays fixing the issues, affect the entire process.

In this blog, we will elaborate on the challenges and problems that are common during Well Intervention, and look at the methods that can help avoid such problems.

Signal to Sales Rep.

Discover your improvement potential

Well interventions are becoming more of a focus for energy companies looking to maximise the production of existing wells in times where environmental concerns over drilling new wells are increasing.

Planning for these interventions is still often a manual task. **This document investigates how digitalisation of the process can reduce planning time and significantly reduce errors from use of unapproved data.**



Furthermore, the document explores three methods which can be used to improve Well Intervention planning:

- Continuous Improvement Cycles
- Digital Work Processes
- Collaborative solutions

Finally, the checklist includes 12 important questions to determine your improvement potential within well intervention planning.

FREE DOWNLOAD:

EMAIL*

Your work email

DIGITAL WELL MANAGEMENT BLOG EMAIL SUBSCRIPTION (ENGLISH)

- INSTANT
- WEEKLY
- MONTHLY

Please tick off below to consent to our cookies and privacy policy which also implies that Stimline may store your personal data and contact you regarding service, support and relevant market communication.

Yes, I agree!

DOWNLOAD



03

**How to select the right
technology stack (CRM)
for sales and marketing?**

NOW you can start looking at tools 😊

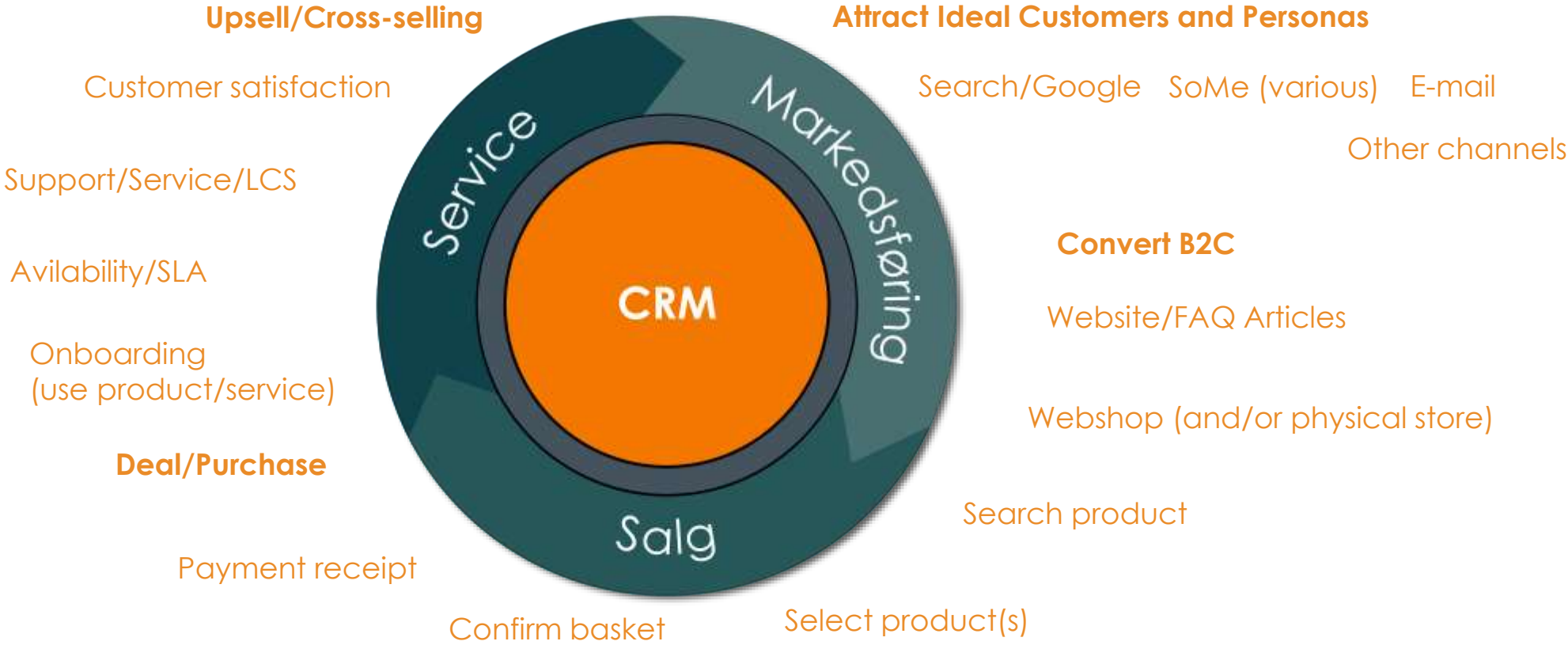
MartechMap an initiative by  chiefmartec &  MartechTribe

2022 Marketing Technology Landscape May 2022

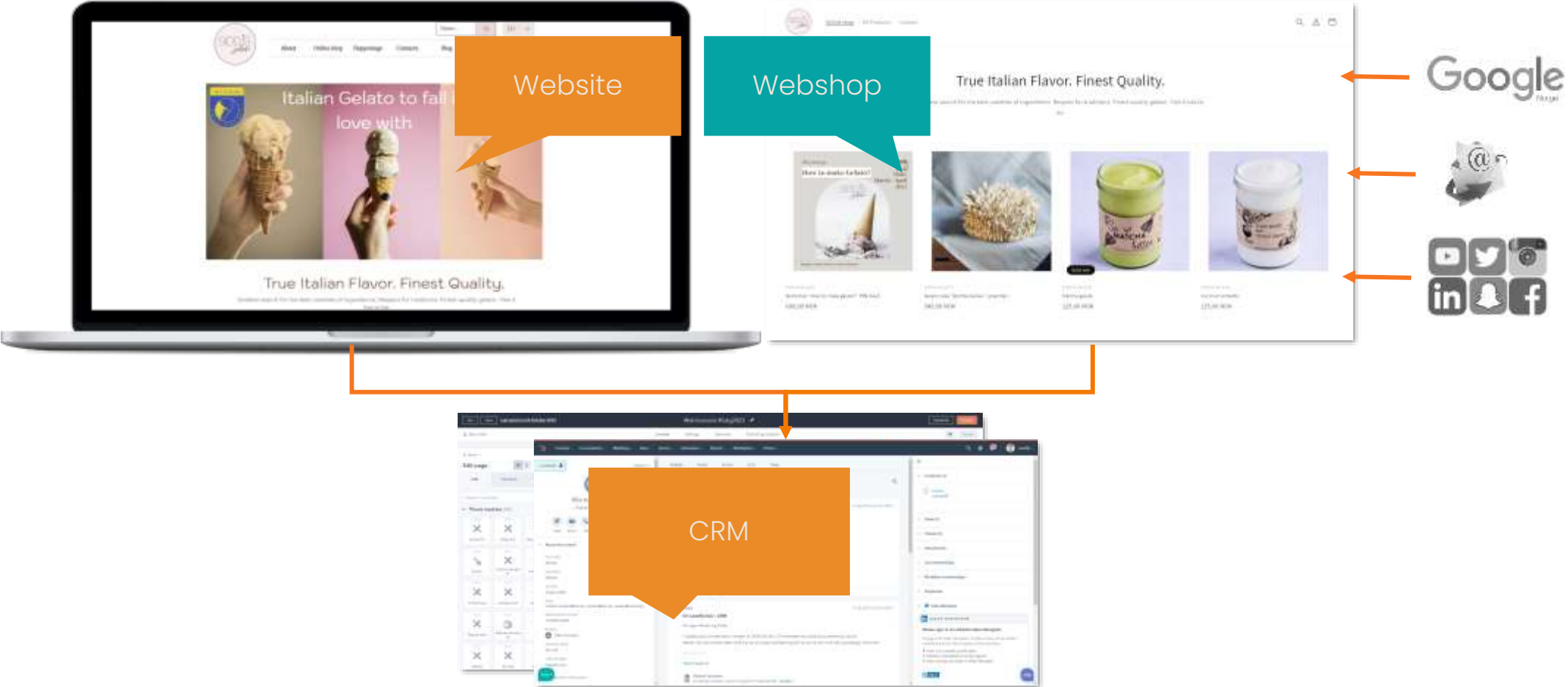


visit martechmap.com to search, sort & filter

B2C: Work to be done (Path to purchase)

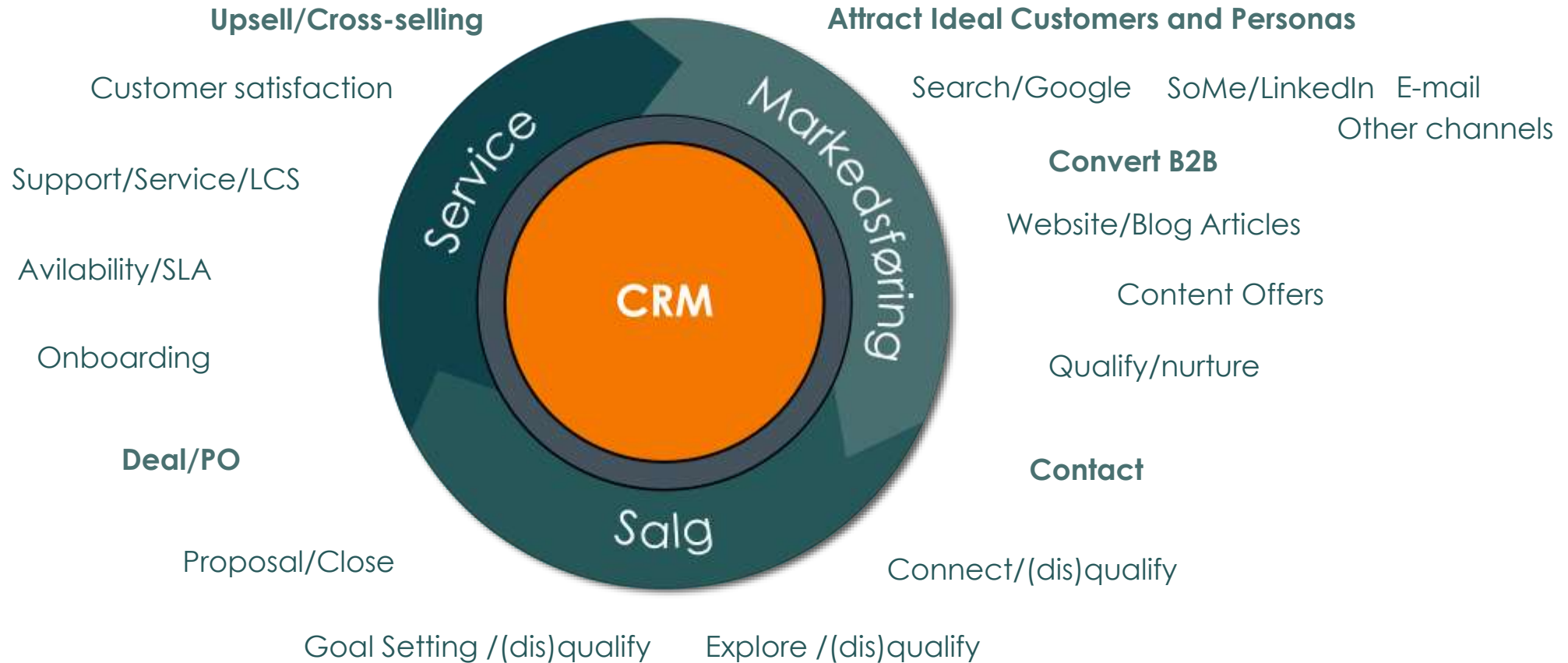


B2C: Website with webshop

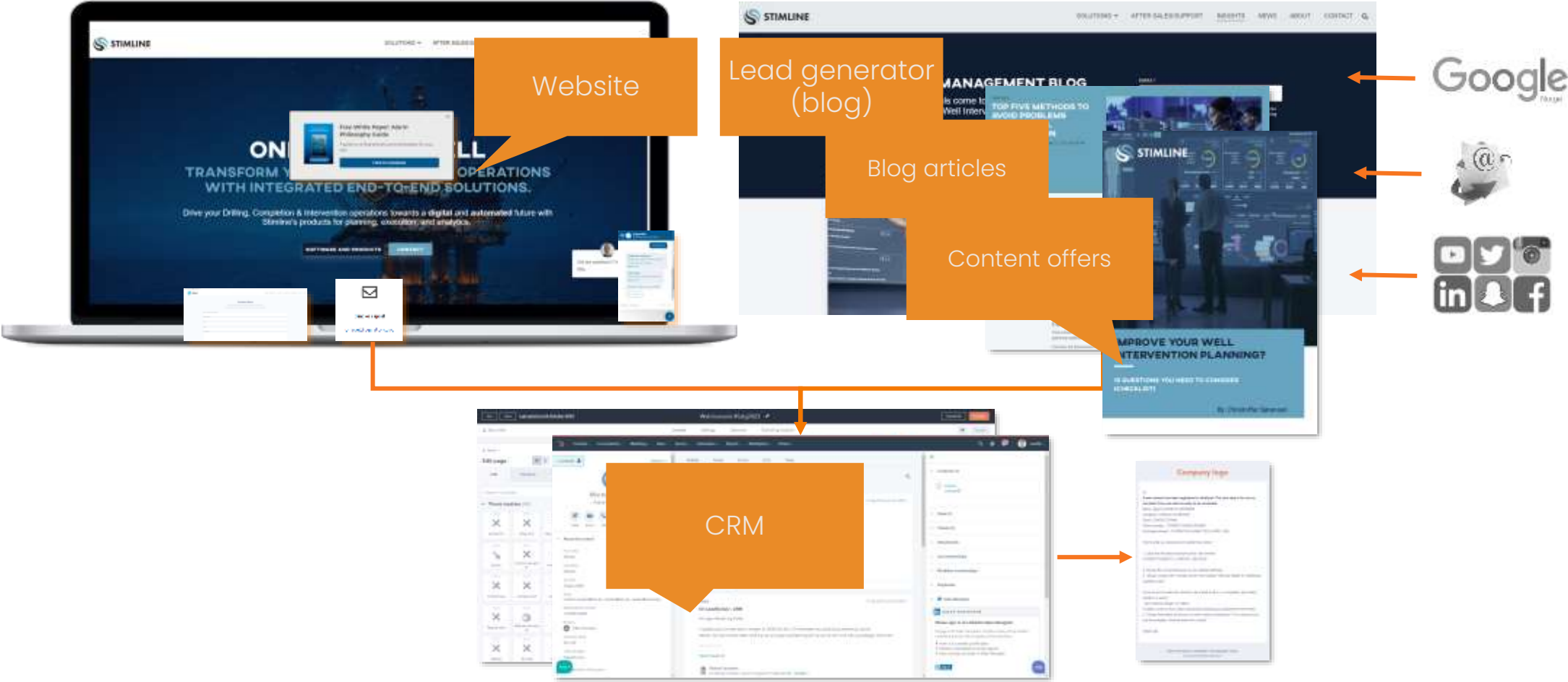


B2B: Work to be done (Path to purchase)

- Goals and Processes through your digital buyer's and customer journey



B2B: Website with blog for lead generation to sales





3A

**One example to get
the job done**



Get a demo

Get started free

HUBSPOT CRM PLATFORM

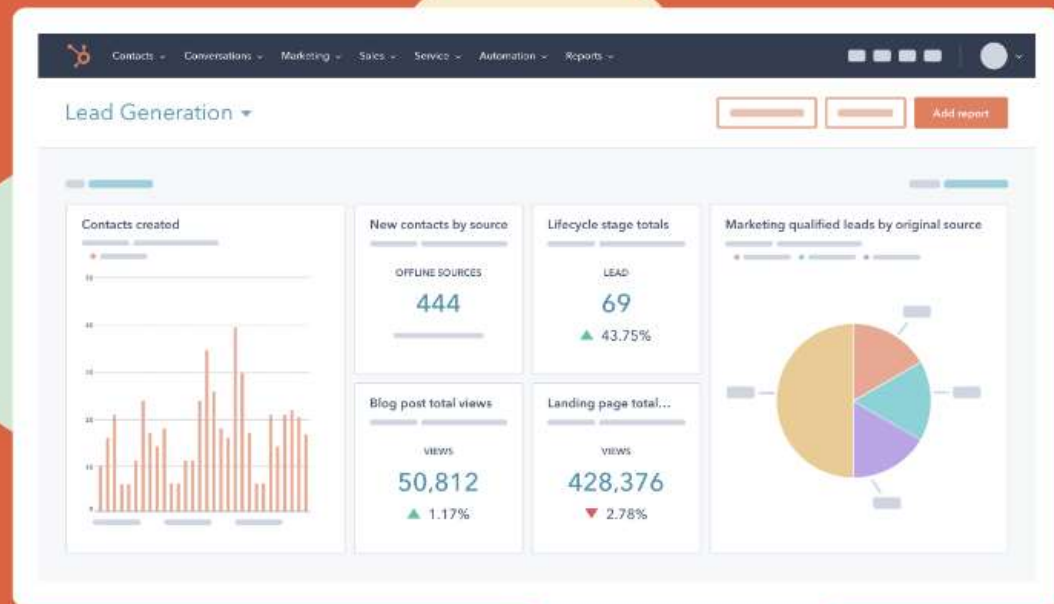
Powerful, not overpowering

Finally, a CRM platform that's both powerful and easy to use. Create delightful customer experiences. Have a delightful time doing it.

Get a demo

Get started free

Get started with free tools, or get more with our premium software.



Want to chat about HubSpot?
I'm here to help you find your way.

The CRM Platform Your Whole Business Will Love



Website in HubSpot CMS

Content Management System

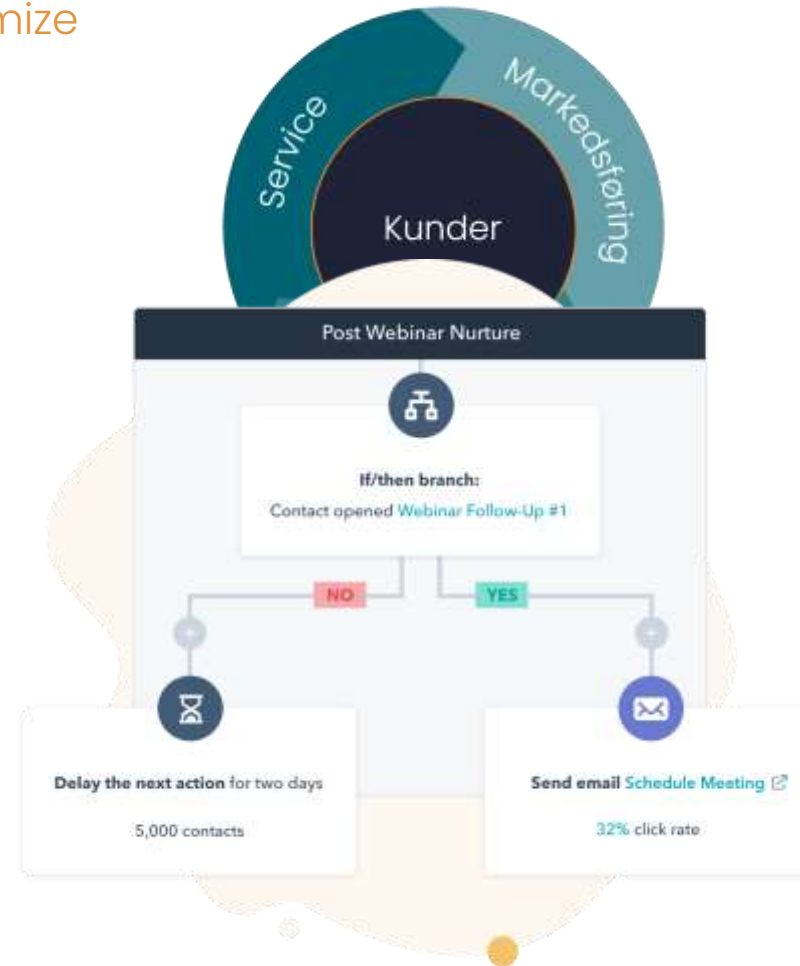
- **Software to create and operate professional websites**
Content management software that's flexible for marketers, powerful for developers, and gives your customers a personalized, secure experience.
- **Features**
 - Includes hosting, flexible themes, dynamic content, drag-and-drop page editing, memberships, and more
 - All powered by a CRM platform that allows you to build seamless digital experiences for your customers.



Marketing hub

Attract Attention – Convert More Leads – Report & Customize

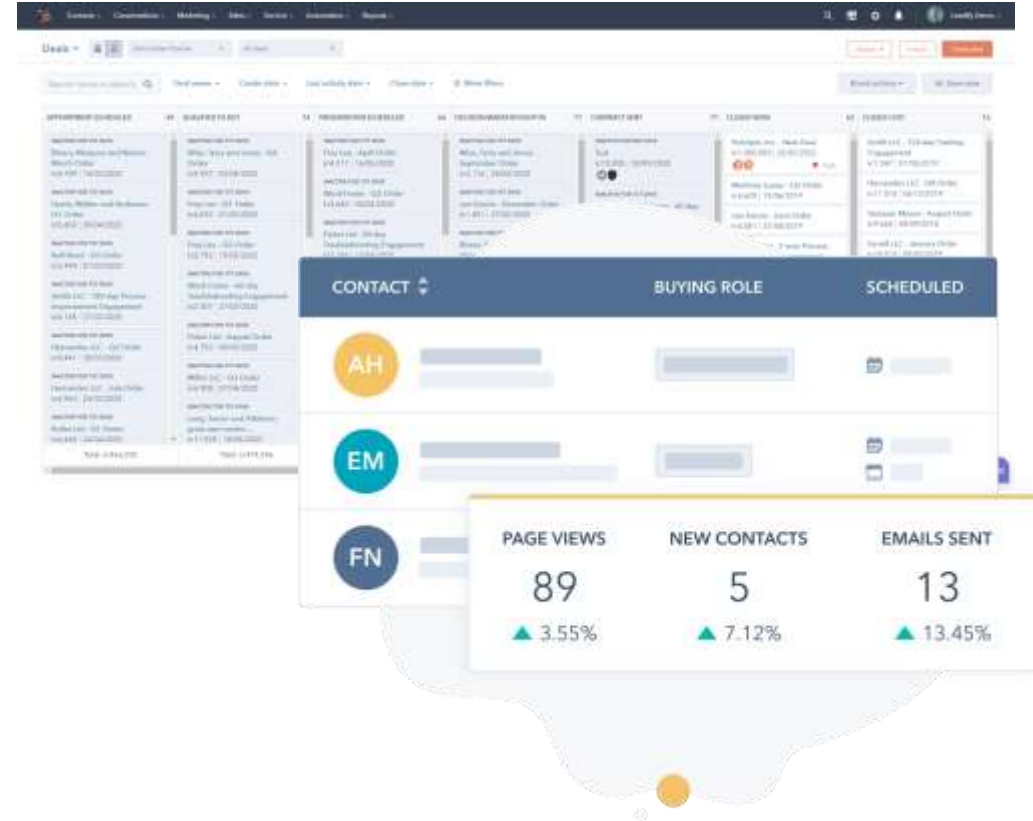
- All your marketing tools and data – all under one roof
Marketing software to help you attract the right audience, convert more visitors into customers, and run complete inbound marketing campaigns at scale – all on one powerful, easy-to-use platform.
- **Features**
- Attract visitors through blogging, social media, ads, and more
- Convert visitors into customers with landing pages, email, marketing automation, ABM, and more
- Track ROI with revenue attribution reporting. All powered by the customer data in your CRM to enable personalization at scale



Sales hub

Start Conversations – Deepen Relationships – Manage Your Pipeline

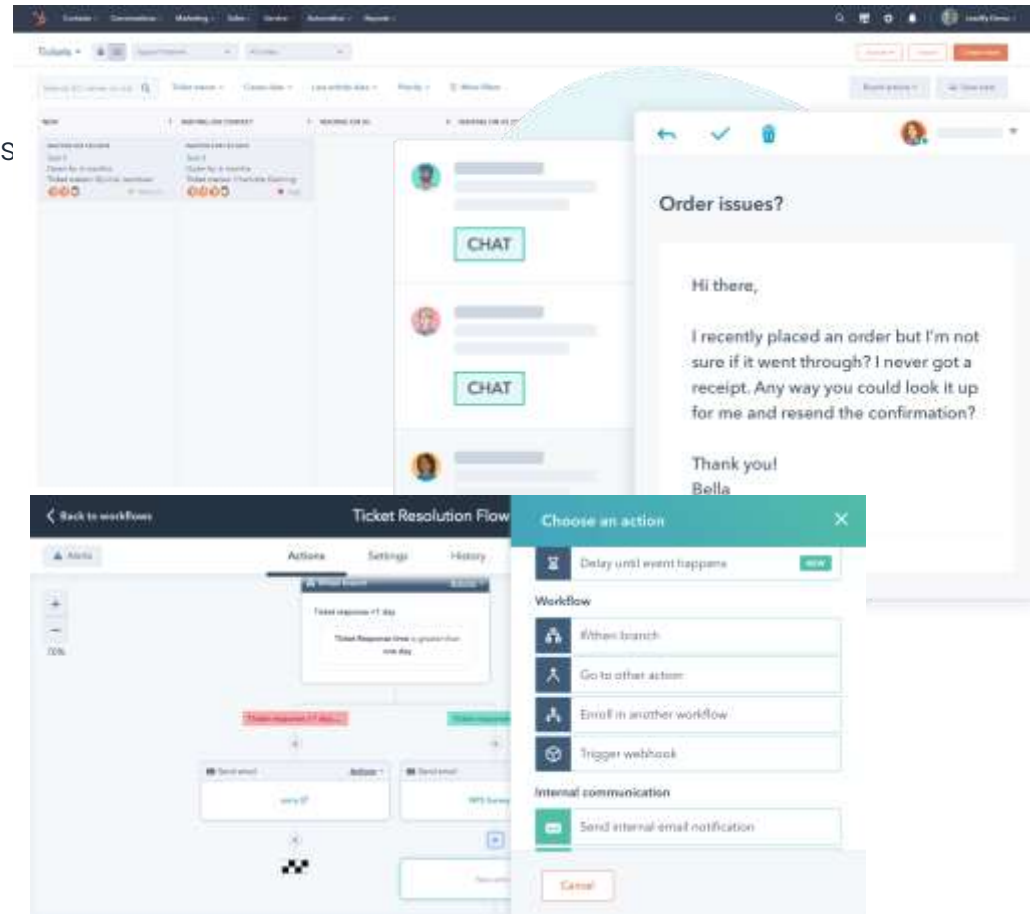
- Your sales process in one place, finally
Powerful sales software to help teams close more deals, deepen relationships, and manage their pipeline more effectively – all on one connected platform.
- Features
- Includes a fully featured sales CRM, sales engagement tools, quote and CPQ functionality, reporting and analytics, and more
- The ability to seamlessly integrate with more than 1,160 tools in HubSpot's App Marketplace.



Service hub

Deepen Customer Relationships – Connect to the Front Office– Drive Team Efficiency

- **The Service Tools You Need to Put Customers First**
- Customer service software that helps you deepen customer relationships, connect to the front office, and drive team efficiency. Service Hub is easy to use and connected to HubSpot's full CRM platform to help you deliver authentic service and put the customer first.
- **Features**
- Includes conversational tools, a shared inbox, help desk automation
- Knowledge base functionality, customer feedback and custom surveys, reporting, a customer portal, playbooks, and more
- All powered by a CRM to give your business one unified view of each customer interaction





[Get started](#)

Grow better with the right plan.

Pay for what you need (when you need it).

Products & Plans

Bundles

Free Tools

Marketing

Sales

Customer Service

CMS

Operations

Start growing today with HubSpot's free tools.

Get access to all of HubSpot's free marketing, sales, customer service, CMS, and operations tools.

[Get started free](#)

FREE MARKETING TOOLS:

- ✓ Forms
- ✓ Email marketing
- ✓ Ad management
- ✓ Landing pages
- ✓ Shared inbox

FREE SALES/CRM TOOLS:

- ✓ Live chat
- ✓ Conversational bots
- ✓ Team email
- ✓ Customizable quotes
- ✓ Calling SDK

FREE SERVICE TOOLS:


- ✓ Ticketing
- ✓ Calling SDK
- ✓ Email scheduling
- ✓ Live chat
- ✓ Shared inbox

FREE CMS TOOLS:

- ✓ Drag-and-drop editor
- ✓ Mobile optimization
- ✓ Blog
- ✓ Standard SSL certificate
- ✓ Website pages

FREE OPERATIONS TOOLS:

- ✓ Data sync
- ✓ Historical sync
- ✓ Default field mappings

 ✕
Need help finding the right plan for your business? I'll connect you with a team member who can help. 😊





Get started

Grow better with the right plan.

Pay for what you need (when you need it).

Products & Plans	Bundles
CRM Suite	Create a Bundle

CRM Suite

Includes free tools, plus:



Get access to every Starter, Professional, or Enterprise product, bundled together at a discounted rate. [See bundled pricing details](#)

Each plan comes with unlimited free users [Calculate your price](#)

Starter

Starts at **€41/mo**
billed at €552 €497/yr

Essential marketing, sales, customer service, CMS, and operations software.

Pay Monthly
Commit annually

Pay Upfront
Commit annually

Professional

Starts at **€1,474/mo**
billed at €17,682 €17,692/yr

Advanced marketing, sales, customer service, CMS, and operations software.

Pay Monthly
Commit annually

Pay Upfront
Commit annually

Enterprise

Starts at **€4,593/mo**
billed at €55,122/yr

Our marketing, sales, customer service, CMS, and operations software.

HubSpot

Need help finding the right plan for your business? I'll connect you with a team member who can help. 😊

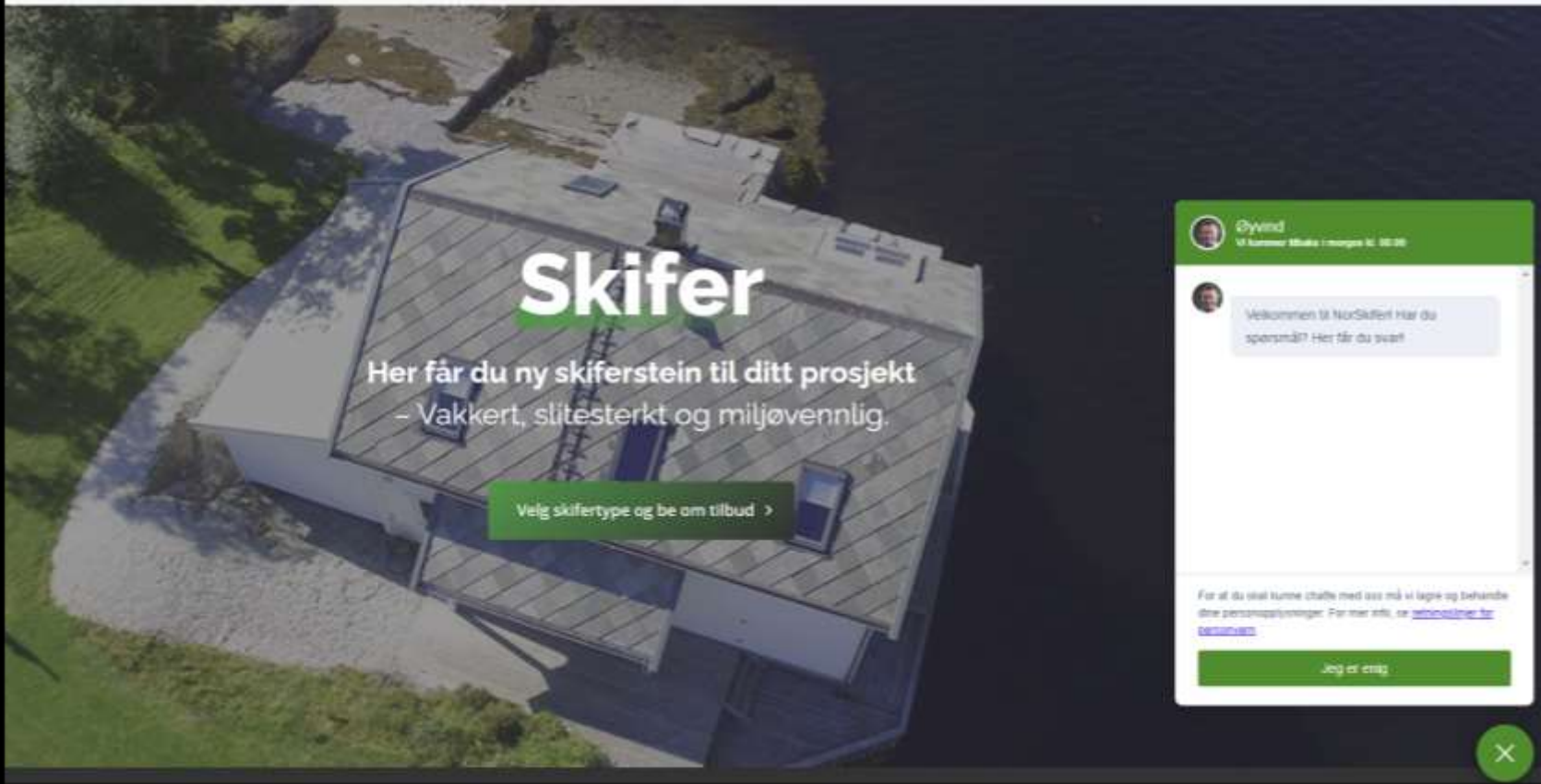
What questions can we help with?

HubSpot uses the information you provide to us to contact you about our relevant content, products, and services. You may unsubscribe from these communications at any time. For more information, check out our [privacy policy](#).

Write a message

Add free live chat to your site





Skifer

Her får du ny skiferstein til ditt prosjekt
- Vakkert, slitesterkt og miljøvennlig.

Velg skifertype og be om tilbud >

Gyvid
Vi kommer tilbake i morgen kl. 08:00

Velkommen til NorSkifer! Har du spørsmål? Her får du svar!

For at du skal kunne chatte med oss må vi lagre og behandle dine personopplysninger. For mer info, se [personopplysninger](#).

Jeg er enig



Marketing Dashboard Default

Filter dashboard

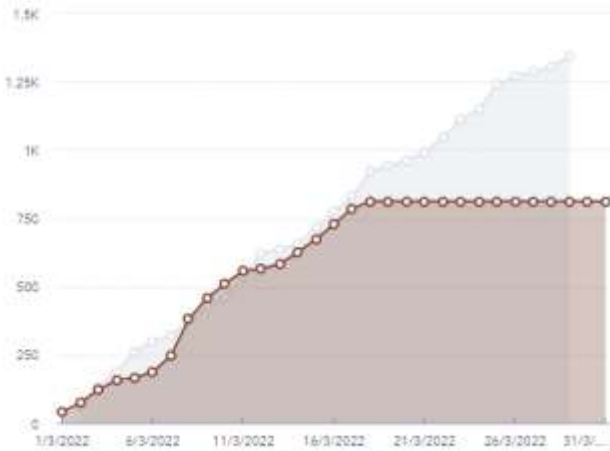
Marketing Performance

Date range: This entire month | Frequency: Daily

SESSIONS

812

▼ 39.58%

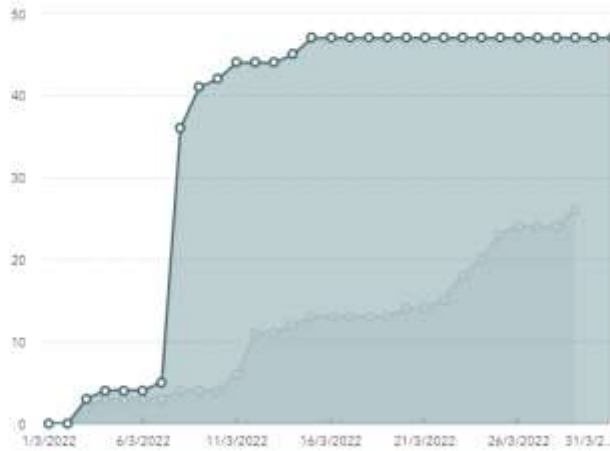


NEW CONTACTS

47

▲ 80.77%

5.29%



CUSTOMERS

1

2.13%

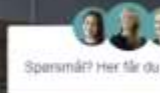


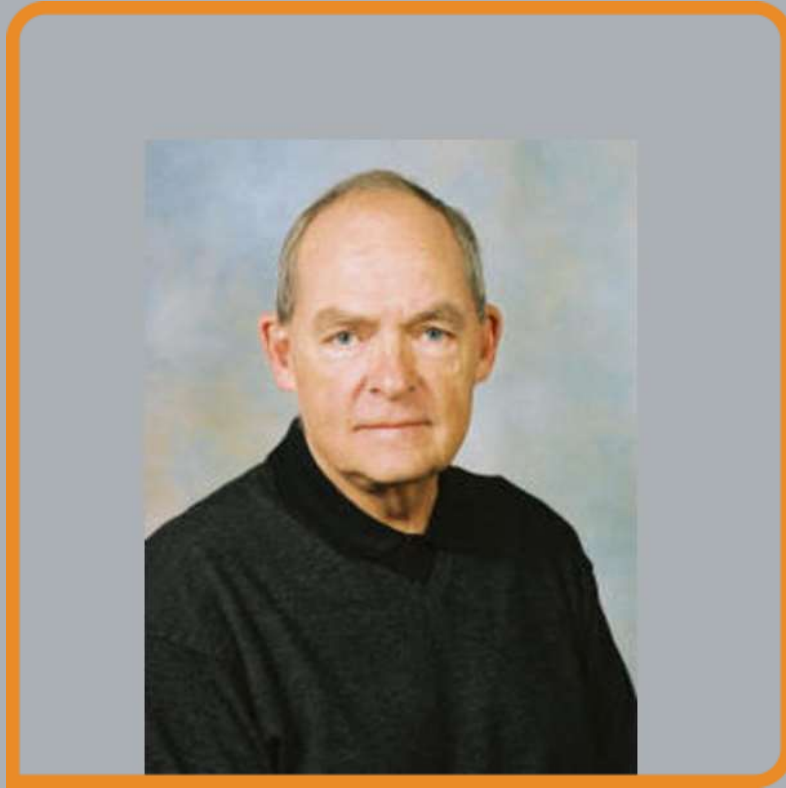
Hjelp leads og kunder å finne deg

Vær B2B-markedssjefen med nettsider og digital markedsføring som effektivt øker salget.

Lær Inbound

Tjenester





 LEADIFY

What Otto said



Bonus Tip!

REVISED &
UPDATED
SECOND EDITION

MARCUS SHERIDAN

THEY
ASK
YOU
ANSWER

REVISED AND UPDATED

A REVOLUTIONARY APPROACH TO
INBOUND SALES,
CONTENT MARKETING,
AND TODAY'S DIGITAL CONSUMER

WILEY



Any easy questions?