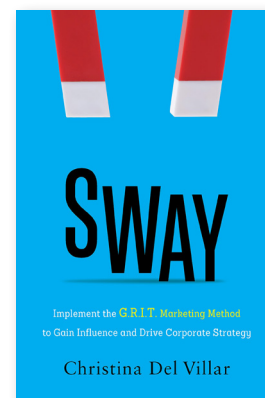


Sway

Implement the G.R.I.T. Marketing Method to Gain Influence and Drive Corporate Strategy

by **Christina Del Villar**



Contents

This Is Your Life

Page 2

What is G.R.I.T.?

Page 2

Putting It All Together:
Map of Influence

Page 3

Let Me Predict
Your Future

Page 3

Totally Awesome
Tool Time

Page 3

Swashbuckling Swayer,
Full of G.R.I.T.

Page 4

THE SUMMARY IN BRIEF

Is it possible to turn marketing pros into powerhouses by providing them with the tools to build a strategic framework that will enable greater proficiency, greater influence, and enhanced capabilities?

In her book, *Sway*, Christina Del Villar has created a guide to doing exactly that. By looking at marketing from the go-to-market strategy perspective, Del Villar's G.R.I.T. Marketing Method goes beyond the basics to illustrate how marketing professionals can successfully influence this strategy based on overall corporate goals. With G.R.I.T., you'll find a platform for empowering yourself with greater influence, greater effectiveness, added value, and the chance to truly show your impact. You'll become indispensable, driving success at higher and higher levels on your path towards career achievement.

IN THIS SUMMARY, YOU WILL LEARN:

- The basics of the G.R.I.T. marketing method and how to turn it into marketing success.
- How aligning the pillars of your marketing strategy can transform the way you impact customers.
- How to build a Map of Influence that identifies the areas of greatest opportunities.
- How to develop smarter campaigns across the board and make your business more profitable.

This Is Your Life

Sway is directed at anyone who considers themselves a marketing professional, covering specific topics for B2B organizations (from startups to small and medium-size companies to large enterprises). The book can also be leveraged by solopreneurs figuring out how to structure their go-to-market strategies, as well as VPs of marketing, CMOs, and salespeople.

You'll find examples of what should be done to help build a solid go-to-market strategy and, more importantly, have the influence and grit to implement it as intended. Ultimately, you'll not only be of significant value but also show your value.

What is G.R.I.T.?

With the G.R.I.T. methodology, you'll reach marketing enlightenment—or at least some semblance of it. You'll be able to take this methodology and build your own framework to increase the influence and control you have over your company strategy, go-to-market strategy, marketing strategy and programs, and ultimately overall company performance.

The G.R.I.T. methodology has four pillars:

Go-to-Market Strategy

Defining the overall go-to-market strategy, with marketing as the foundation for executing the overall corporate strategy and with a focus on directly aligning the go-to-market strategy with stages of the customer journey. From here, marketing professionals can build a Map of Influence

RPM

Building repeatable, predictable, and measurable marketing programs that show the effectiveness and impact of marketing and marketing professionals.

Intention

Building marketing strategy and programs, content, and messaging with intent and purpose, to better align with the customer needs and company goals and vision.

Tools and Technology

Implementing tools and technology to build more efficient workflows, increase performance, and enable marketing professionals to measure impact consistently and with ease

Go-to-Market Strategy

The goal of a go-to-market strategy is to bring the company, a product, or a solution to market. It should start from the overall business strategy and then incorporate the marketing and sales strategy, as well as customer onboarding and engagement with the customer success team. Regardless of who owns the go-to-market strategy, various departments should be part of the larger go-to-market team, however you define 'team.'

This team should include all of the essential people that own components of the customer journey, including marketing, product, sales, and customer success, at minimum. The goal is to bring together all the right people from these departments so there is alignment and shared objectives, resulting in an easier path to market.

Swayer: Lead Lifecycle

Let's start with what you already own as a marketing professional—demand gen, advertising, website, content, PR/AR, social media, and so on. But let's look with fresh eyes. Think about how you can affect your programs, campaigns, and content from a go-to-market strategy perspective and how, through these things, you can influence the company even more than you already are. How is what you are doing in this phase helping the bottom line, the overall company growth and performance? As you think about which touchpoints exist for you and your company, also think about the metrics you can and want to measure. Let these be your goalposts and guides for all your efforts.

Swaying: Buyer's Journey

While sales owns the buyer's journey, there are so many opportunities for marketing professionals to help and have influence in this phase. Marketing is here to bring in quality leads, shorten the sales cycle, and make it frictionless for prospects to buy. All of this increases revenue and makes the lives of salespeople much easier. In order to achieve happy prospects, happy sales, and a happy company, marketing needs to include sales in our planning conversations and absorb their insights. Always make sure those impacted by the launch of new or enhanced products are involved in defining the marketing strategy and plan to take products to market. Bring sales into the process as early as possible to make sure that their voices are heard.

Swayed: Customer Engagement

The job of customer success is to implement the product and onboard customers. Once the customer has been familiarized with the product, customer success works closely with that customer to make sure end users adopt and use the product the way it was intended. Some people from the team will provide technical support, while others will focus on keeping and growing customers. This is all done through successful customer onboarding, training, engagement, retention, and a focus on customer satisfaction.

The customer success team is usually the first point of contact when issues arise, and so they work closely with engineering to define and prioritize bug fixes. As with the other phases of the customer journey, there are many touchpoints here that marketing can influence.

Swayable: Product Blueprint

As we've seen, there are so many touch points within the customer journey that marketing could and should participate in.

The last phase—the product blueprint phase—is one of the most important areas of collaboration. While the product is inherent in all other phases of the customer journey, this phase specifically looks at the product strategy, definition, development, and release. As marketers, we want to think about the friction points customers might experience, and where users get stuck in the product, and what features are being utilized or underutilized.

Putting It All Together: Map of Influence

In order to successfully implement your Map of Influence, you need to think strategically. Start by looking at channels and programs you already own and the touchpoints, components, programs, and content that will be the most impactful.

This means the things that will touch the customer (in a good way), areas where you or others on your team have expertise, and touchpoints that will shorten the sales cycle, bring in more qualified leads, or garner a higher price tag. If you want, you can think about the touchpoints as levers. Which levers can you push or pull, and which will lead to the greatest impact and revenue?

RPM: Turning It Up a Notch

Now consider the marketing plan itself. Marketing teams are often small and scrappy. For them to be effective at this size or any size, the best way to develop the plan is to incorporate repeatable, predictable, and measurable programs and campaigns.

First, take a look at current content and programs and see where they can be repurposed as is, or with some modifications. Also consider extendibility. For example, you can produce a webinar, then turn the webinar into an on-demand webinar, extending its reach and life. Next, you need predictability and measurability—the ability to repeat processes and then measure their success.

Repeatable: Over and Over Again

Who wouldn't want to create one amazing piece of content and use it over and over again? Or tweak a program ever so slightly to expertly leverage existing content for a new channel? Or how about putting a new cover on an old white paper, calling it an ebook, and repurposing it for something new? With so much already on the plate of a marketing professional, why not use more effectively what we've already spent time and money creating?

Ironically, we tend to produce way more content and programs than we really need. We have to get smarter about what we produce and how we use it—and reuse it. We are being asked to do a lot more with a lot less: less budget, less resources, fewer people. Creating repeatable processes and resources is one way to make this all work.

Let Me Predict Your Future

Building predictability into your marketing strategy enables you to build your programs and content with a clear and concise path, or funnel, in mind. What are your audience's predictable behaviors? The customer journey isn't as neat and linear as the image we use, for simplicity's sake, to talk about it. There are many forks and loop-de-loops along the way.

What you need to do is use your sense of what's predictable to then guide prospects to the path of least resistance, while making sure to provide the right information to them regardless of which direction they take. Admittedly, this can be tricky the first time—but it should be easy to maintain once it's in place and the process has been automated.

Um, Yes. That Was My Intention.

Marketing with intention means knowing your audience and being very deliberate in the types of programs, content, and even products you build for your audience, which channels and formats you use to disperse information, and what the message is. We should ask, are we truly intentional with who we target and what we present to them?

In other words, do we use spray-and-pray tactics, or are we mindful of the audience we are trying to address and what message would resonate with them? Do we have a purpose for directing them to a specific piece of content, especially at this point in their journey? Do we help educate our prospects and properly set expectations? These questions are at the core of marketing with intention.

Totally Awesome Tool Time

There are lots of tools, systems, and technologies at the disposal of marketing professionals, from customer relationship management tools and marketing automation solutions that are the foundation of our MarTech stack, to our website and knowledge base, to our social media platforms. And all of these need to work seamlessly together.

These tools help marketing teams and professionals define, implement, and measure programs. They help build better workflows where the lead lifecycle is virtually automated, with people moving from phase to phase in an orderly, predictable manner. The tools help you and your sales teams understand where your leads are in the funnel and help nurture the lead through to the next phase. There are tools to help you distribute and manage your content. Some tools help you foster relationships with customers and prospects.

The way you use these tools will determine whether your marketing strategy achieves real and measurable success.

Swashbuckling Swayer, Full of G.R.I.T.

You know marketing needs to participate in the go-to-market strategy development process more, if not own it in its entirety. We looked at the entire customer journey through this go-to-market lens and walked through each of the phases, from the product blueprint to the lead lifecycle, through the buyer's journey, and ending with customer engagement. In each of these phases of the customer journey, we dissected the various stages and identified the many areas marketing touches and how we can influence these touchpoints, already created—you can develop and implement 'new' programs more effectively.

With predictability comes the ability to know the outcome and impact you and your programs can have. No more playing Twister with your marketing programs. In order to have influence, you need to know not only how your programs will perform but how your customers will behave. All of this makes it easier to build the right programs and to measure and report your impact, which is essential to showing the value you bring.

Hopefully you can see, with all the touchpoints marketing can influence, that marketing professionals like you truly hold the key to attaining and growing revenue. In the end, marketing already has a lot of influence on what the company does and how successful it is. We just need to be more strategic about what we do, and we need to help people within the organization recognize and appreciate it.



Christina Del Villar is a 25-year Silicon Valley marketing executive and go-to-market veteran. She has worked for, consulted with, and advised over 50 companies, from large to small, start-up to 100+ years old, to help develop go-to-market and marketing strategies. She has helped companies reach the next level, whether that be exponential growth, acquisition, or IPO. Over the decades she has seen a huge skills gap between what marketing professionals have learned and what is needed for them, their organizations, and their company to succeed. She has been educating and indoctrinating her own marketing teams on a methodology, the GRIT Marketing Method, to help bridge this gap.

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