July Marketing Strategy Discussion

→

Marketing Impact

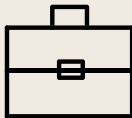Year-over year changes in marketing mix and impact assessment.

Productivity and Pipeline Lifecycle

Ranked productivity of current campaigns, in cost per SQL, and evaluation of SQL maturity over time.

Future State with AI

Leveraging AI for automating more email sequences and generating social media content.

Crazy Ideas

Review Opportunities presentation.

Conversion Performance

FIRST CONVERSION		SALES QUALIFIED LEAD	OPPORTUNITY	CUSTOMER
start container farming - freight farms: connect with sales f...	Ad Landing Page	108	23	1
contact us	freight farms: connect with sales form	Contact Us	22	12	0
request a personalized quote - freight farms: request a quo...	RFQ	21	8	0
start a farming business	urban farming project planning - ...	Start a Farm	9	4	0
take a 3d tour of a hydroponic container farm: greenery s 3...	Ad Landing Page	6	2	0
freight farms container farm tour: virtual events form 2023	Virtual Farm Tour	5	1	0
greenery s campus farm	hydroponics for students with fre...	EDU	4	2	0
start vertical farming - freight farms: connect with sales for...	Ad Landing Page	3	2	0
the greenery s	controlled hydroponic container - freight fa...	Ad Landing Page	4	1	0
unlock year-round fresh produce	greenery 7 by freight far...	International Campaign	5	0	0
business planning tool: greenery business planning tool do...	INDV Gated Content	3	1	0
business presentation template: greenery business present...	INDV Gated Content	0	3	1
live webinar with vertigreens farm in st. louis: virtual events...	Webinar	1	2	1
unlock year-round fresh produce	greenery 7 by freight far...	International Campaign	3	0	0
become a freight farmer: connect with sales form	Ad Landing Page	1	1	0
education - k-12: education & curriculum guide - access re...	EDU Gated Content	2	0	0
hydroponic growing setup	urban farming with freight far...	Ad Landing Page	0	2	0
june master class 2024: in-person events form 2023 - mast...	Master Class	0	2	0

FIRST CONVERSION		SALES QUALIFIED LEAD	OPPORTUNITY	CUSTOMER
live webinar with broadview credit union: virtual events for...	Webinar	2	0	0
meetings link: emma-heil/emmas-calendar	Sales	2	0	0
pricing - freight farms: connect with sales form	Pricing Page	1	1	0
start a nonprofit vertical farming program - freight farms: f...	Ad Landing Page	2	0	0
contact us	freight farms: newsletter - 2023 single email	Email	1	0	0
education program guide & curriculum - get access!: educa...	EDU Gated Content	0	1	0
freight farms breakeven & profitability workbook download...	INDV Gated Content	1	0	0
greenery s booklet download: greenery s booklet download...	Product Gated Content	0	1	0
grow food here: the local food movement: 2023 blog subscr...	Subscribe	1	0	0
grow food here: the local food movement: connect with sal...	Subscribe	0	1	0
hydroponic farming & container farming 101: hydroponics ...	Blog	0	1	0
indoor farming automation software with farmhand - freig...	Product	1	0	0
live webinar with beats per minute in kansas city market: vi...	Webinar	1	0	0
meetings link: alison-rabschnuk	Sales	1	0	0
meetings link: emelia-larson	Sales	1	0	0
new freight farmer guide: new freight farmer guide (app) b...	Post Sale	0	1	0
start a farming business	urban farming project planning - ...	Contact Us	1	0	0
start farming at your school today: connect with sales form	RFQ	1	0	0
take a 3d tour of a hydroponic container farm: newsletter - ...	Email	1	0	0

6 Month Conversion

Contact > MQL = 24.9 hours @ 77.47%
MQL > SQL = 21.5 days @ 4.72%
SQL > OPP = 24.8 days @ 22.77%

Average Days to Close Deal - 157
Deal Conversion rate - 6.8%

(205 Total Days -
Contact Create > Close @
0.05135%)

10,000 contacts to get 5 Won Deals
or
2,000 for each Closed Deal

Contact > Deal

0.79%
Total conversion

48.2 days
Average time to complete journey

CONTACT > MQL	MQL > SQL	SQL > OPP
Month	*Month*	*Month*
1 - 76.38%	1 - 1.78%	1 - 22.50%
2 - 76.75%	2 - 4.27%	2 - 13.19%
3 - 77.13%	3 - 4.64%	3 - 21.21%
4 - 77.24%	4 - 4.73%	4 - 20.79%
5 - 77.28%	5 - 4.73%	5 - 22.77%
6 - 77.47%	6 - 4.72%	6 - 22.77%

What is the right Month Ad Budget? AND WHY IS IT $35,000?

Daily Budget

Paid Search	Paid Social
$800	$323

Daily MQLs Generated

Paid Search	Paid Social
40	15

Daily SQLs Generated

Paid Search	Paid Social
1.88	.78

Daily Opps Generated

Paid Search	Paid Social
.42	.177

Monthly Budget

Paid Search	Paid Social
$24,800	$10,013

Monthly MQLs Generated

Paid Search	Paid Social
1,240	465

Monthly SQLs Generated

Paid Search	Paid Social
58.28	24.18

Monthly Opps Generated

Paid Search	Paid Social
13.02	5.487

Costs Per (Paid Search)

MQL - $20.00
SQL - $425.53
OPP - $1,904.76

Costs Per (Paid Social)

MQL - $21.53
SQL - $414.10
OPP - $1,824.85

Ad Enhancements for July:

- Landing Page Optimization (MQLS)
- Keyword Optimization (MQLS)
- Ad Copy (Bid MGMT) (Cost)
- Social Capture Focus (MQLS)
- Geotargeting (MQLS) (COST)
- Site Link Fixes (MQLS)
- Continued Ad Group Re-allocation (COST)
- Cost Per Conversion Values (COST)
- Demographic Target Reset (MQLS)

Ad Adjacent Efficiency Improvement for July:

- Form Optimization (SQLS)
- Lead Distribution and Rotation (SQLS)
- Meeting Architecture for BDRs (SQLS)
- MQL catch-up Sequence (SQLS)
- RFQ Skip the Line (SQLS) (OPPS)
- Deal and Quote Process (OPPS)
- Sales Training (OPPS)

Leafy Revenue Machine

Awareness & Reputation

Customer Base Programs

Nurture Programs

Market Segmentation & Monitoring

Demand Sources

Demand Programs

Inbound Generation

Sales Engagement (Outbound)

event Activites

Lead Funnel

SDR Qualification

SQL LifeCycle Stage

Opportunity

Quote / SPA Sent

Verbal Commitment

Closed Lost

Conditioning

Closed Won

Customer Success

Product Marketing

Leafy Revenue Machine

Awareness & Reputation

Customer Base Programs

Nurture Programs

Market Segmentation & Monitoring

Demand Sources

Demand Programs

Inbound Generation

Sales Engagement (Outbound)

Channel Activites

Lead Funnel

SDR Qualification

SQL LifeCycle Stage

Opportunity

Quote / SPA Sent

Verbal Commitment

Conditioning

Closed Lost

Closed Won

Customer Success

Product Marketing

Awareness & Reputation

Create a positive impression of the FF brand. Includes brand campaigns, earned & paid media, charity campaigns, vendor partnerships, and messaging optimization.
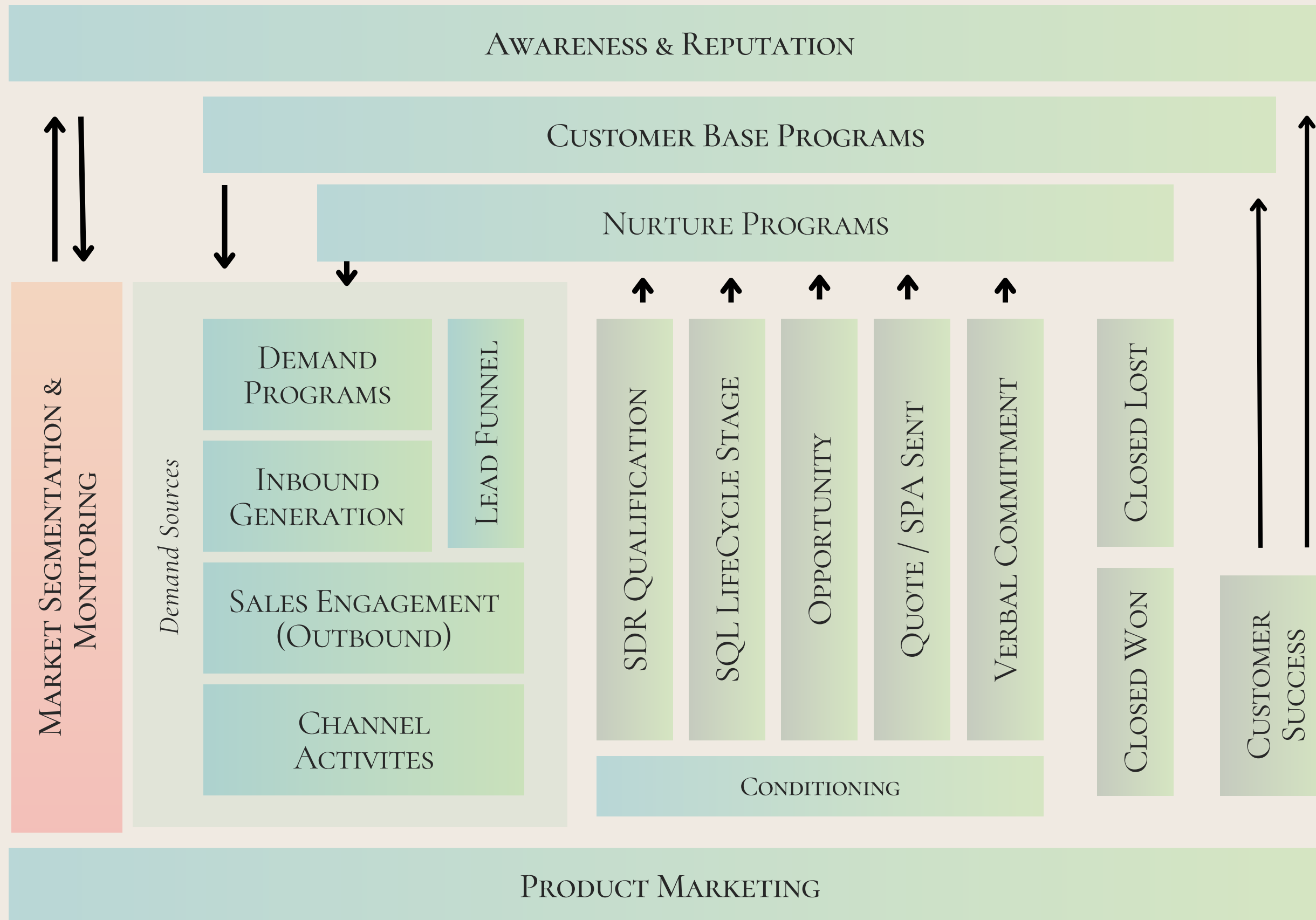
Current State:
- Positive Brand Perception
- PR, earned and paid, both lacking outside agro-tech industry.
- High level partnerships becoming apparent.
- Messaging still segmented, with website mostly individual focused.
- No charity perception, but growing secondary charity market of big brands donating Freight Farms.

Opportunities:
- Promote partnerships with big brands that donate Freight Farms, enhancing the perception of the company's commitment to social responsibility.
- Refine the website messaging to cater to both individual and corporate clients, emphasizing the versatility of Freight Farms.
- Leverage existing high-level partnerships to create joint marketing campaigns that showcase collaborative projects.
- Develop marketing materials that highlight the impact of donations by big brands, showcasing Freight Farms as a tool for social good.

03. Leafy Revenue Machine

Awareness & Reputation

Customer Base Programs

Nurture Programs

Market Segmentation & Monitoring

Demand Sources

Demand Programs

Inbound Generation

Sales Engagement (Outbound)

Channel Activites

Lead Funnel

SDR Qualification

SQL LifeCycle Stage

Opportunity

Quote / SPA Sent

Verbal Commitment

Conditioning

Closed Lost

Closed Won

Customer Success

Product Marketing

Market Segmentation & Monitoring
A clear view of the external market, competition, and related matters. Internal customer segmentations and database optimizations to reflect the external market forces.

Current State:
- Self ID segmentation at MQL level (bad)
- Mostly Individuals/Entrepreneurs
- Segment Shift not aligned with website

Opportunities:
- Implement advanced customer segmentation to categorize customers based on demographics, purchase behavior, geographic location, and other relevant factors.
- Develop segment specific non-blog content
- Target Urban and Remote Areas
- Continuous Competitor research and Battle Cards for AEs
- Hubspot CRM Cleanse (drastic, but needed)

Leafy Revenue Machine

Awareness & Reputation

Customer Base Programs

Nurture Programs

Market Segmentation & Monitoring

Market Segmentation & Monitoring
A clear view of the external market, competition, and related matters. Internal customer segmentations and database optimizations to reflect the external market forces.
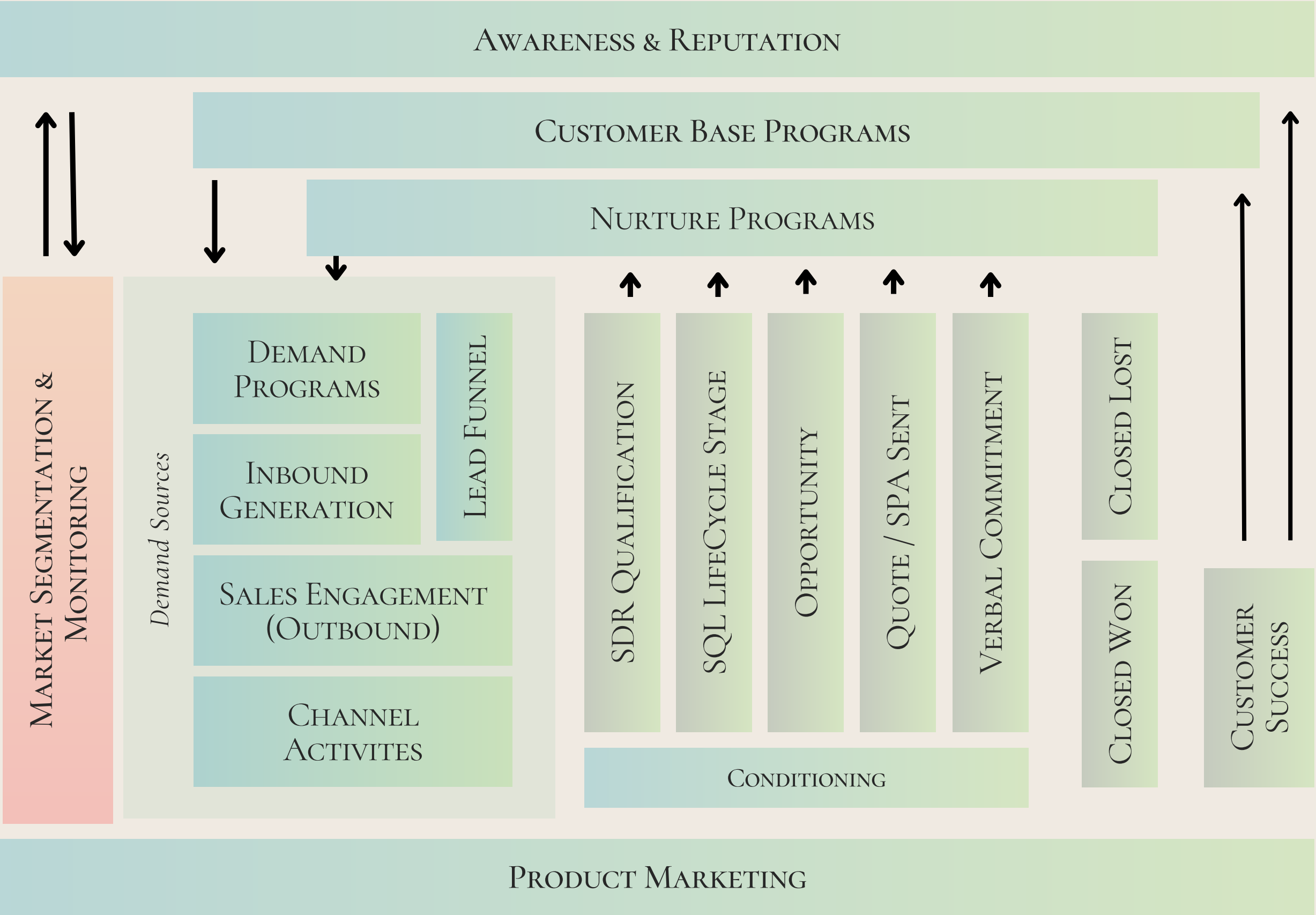
New Potential Markets:

- **Country Clubs and Golf Courses**
- **Airports and Airline Catering Services**
- **Corporate Campuses**
- **Retirement Communities and Assisted Living Facilities**
- **Military Bases and Government Facilities**
- **Cruise Ships**
- **Convention Centers and Large Event Venues**
- **Sports Arenas and Stadiums**
- **Correctional Facilities**
- **Luxury Apartments and High-Rise Residential Buildings**
- **Fitness Centers and Wellness Retreats**

Demand Sources

Demand Programs

Inbound Generation

Sales Engagement (Outbound)

Channel Activites

Lead Funnel

SDR Qualification

SQL LifeCycle Stage

Opportunity

Quote / SPA Sent

Verbal Commitment

Closed Lost

Closed Won

Customer Success

Conditioning

Product Marketing

Leafy Revenue Machine

Stupid Idea: FarmForward Initiative
- The "FarmForward Initiative" is a unique market segment designed for large brands and corporations looking to make a significant impact through corporate social responsibility (CSR) efforts. In this segment, major brands such as John Deere, Major League Baseball (MLB), or other notable companies purchase Freight Farms and donate them to charity organizations, schools, community centers, or food banks. This initiative not only supports local communities by providing fresh, sustainable produce but also enhances the brand's image by aligning it with sustainability and social good.
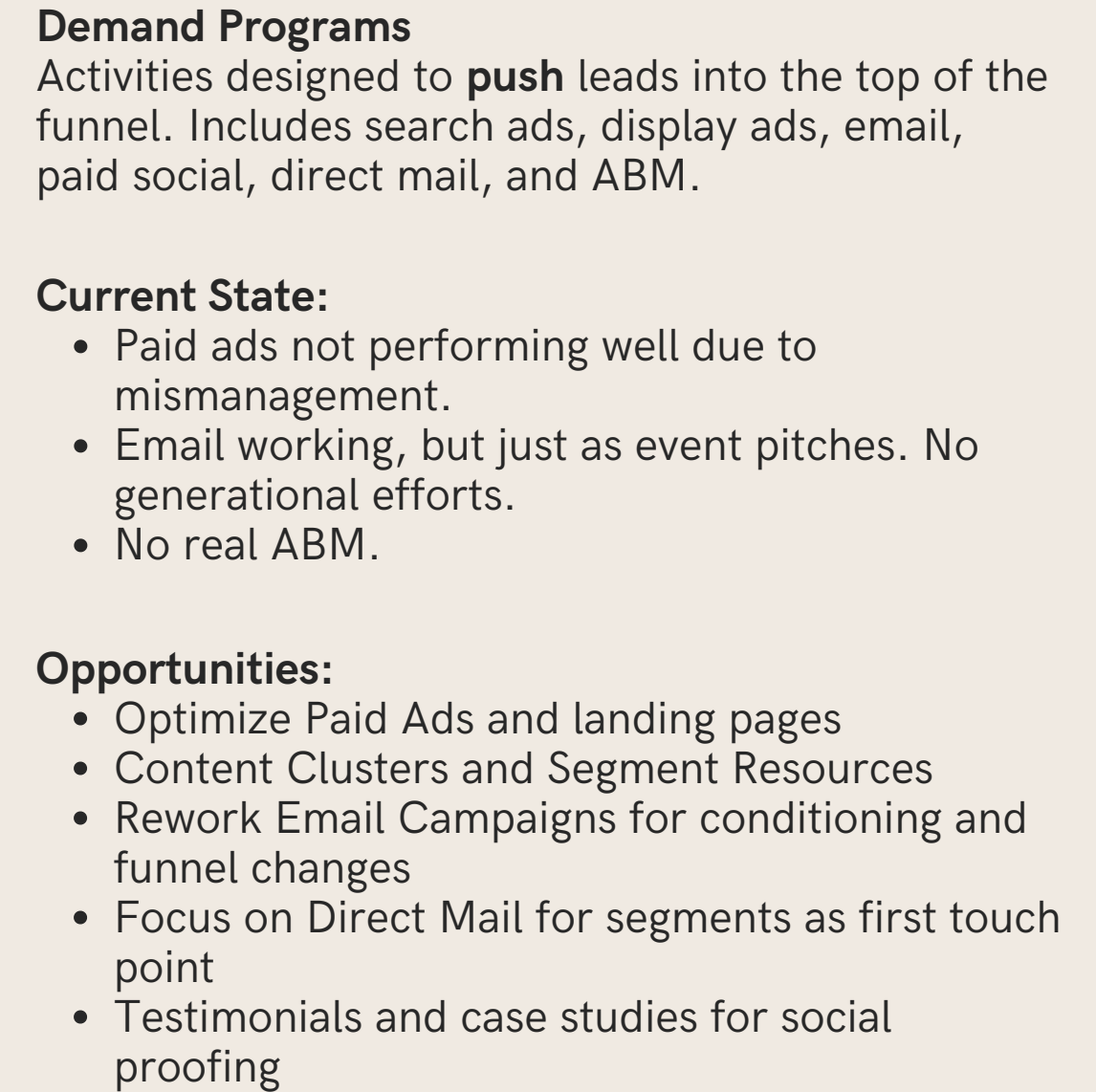
Goals:
- Corporate Social Responsibility (CSR): Strengthen the company's CSR profile by engaging in impactful, sustainable projects.

- Community Support: Provide local communities with the means to grow fresh, nutritious food, promoting food security and education.

- Brand Enhancement: Boost the brand's reputation by associating it with innovation, sustainability, and community support.

Benefits:
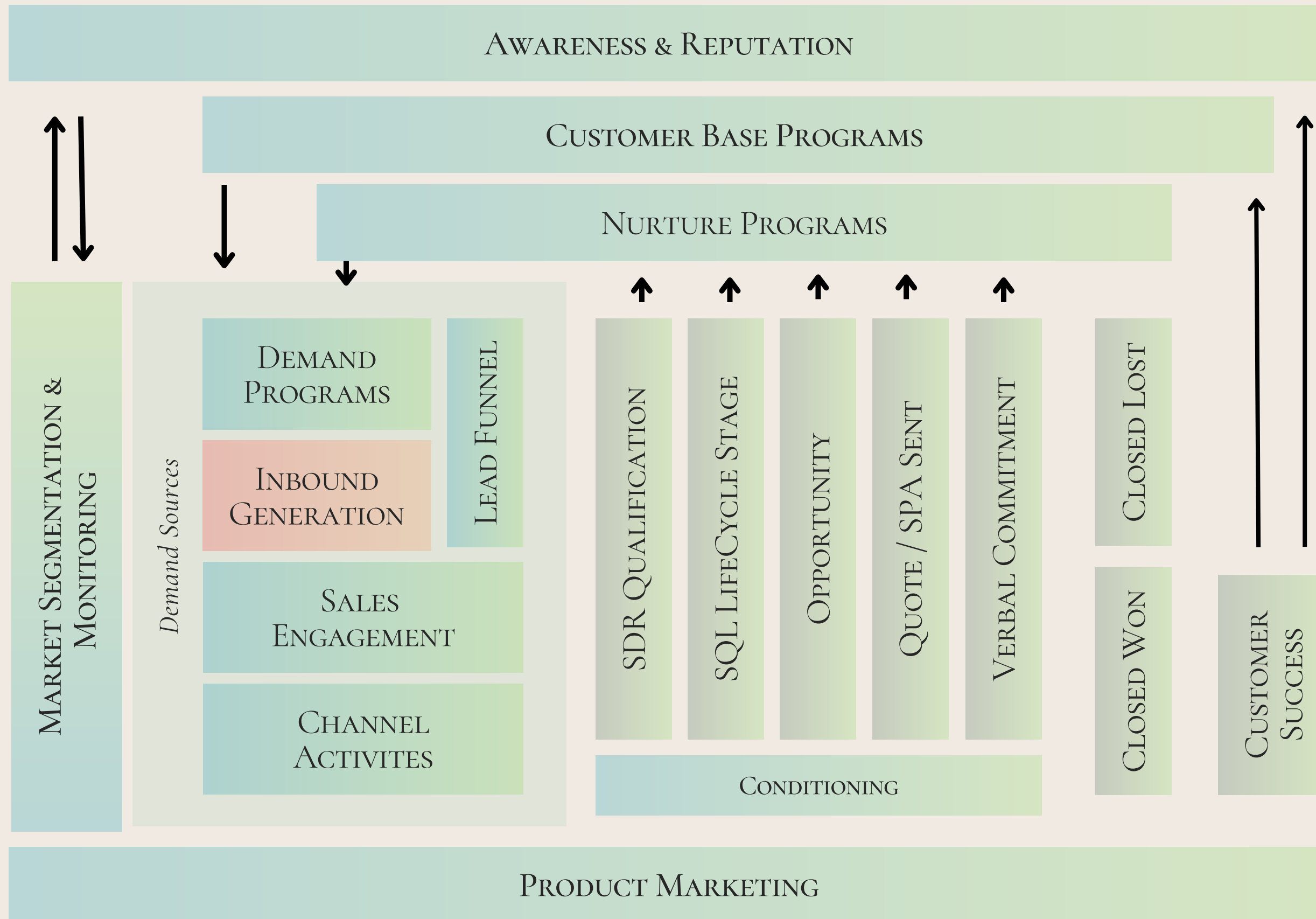- **For Brands:** Enhanced brand reputation, increased customer loyalty, positive media coverage, and alignment with global sustainability goals.

- **For Recipients:** Access to fresh produce, educational opportunities, community engagement, and long-term food security.

- **For Freight Farms:** Expanded market reach, increased sales, and strengthened partnerships with large corporations.

Leafy Revenue Machine

Awareness & Reputation

Customer Base Programs

Nurture Programs

Market Segmentation & Monitoring

Demand Sources

Demand Programs

Inbound Generation

Sales Engagement

Channel Activites

Lead Funnel

SDR Qualification

SQL LifeCycle Stage

Opportunity

Quote / SPA Sent

Verbal Commitment

Conditioning

Closed Lost

Closed Won

Customer Success

Product Marketing

Demand Programs
Activities designed to **push** leads into the top of the funnel. Includes search ads, display ads, email, paid social, direct mail, and ABM.

Current State:
- Paid ads not performing well due to mismanagement.
- Email working, but just as event pitches. No generational efforts.
- No real ABM.

Opportunities:
- Optimize Paid Ads and landing pages
- Content Clusters and Segment Resources
- Rework Email Campaigns for conditioning and funnel changes
- Focus on Direct Mail for segments as first touch point
- Testimonials and case studies for social proofing

Leafy Revenue Machine

Awareness & Reputation

Customer Base Programs

Nurture Programs

Market Segmentation & Monitoring

Demand Sources

Demand Programs

Inbound Generation

Lead Funnel

Sales Engagement

Channel Activites

SDR Qualification

SQL LifeCycle Stage

Opportunity

Quote / SPA Sent

Verbal Commitment

Closed Lost

Closed Won

Customer Success

Conditioning

Product Marketing

Inbound Marketing
Activities designed to pull potential customers to the website. Includes SEO, video, and content marketing.
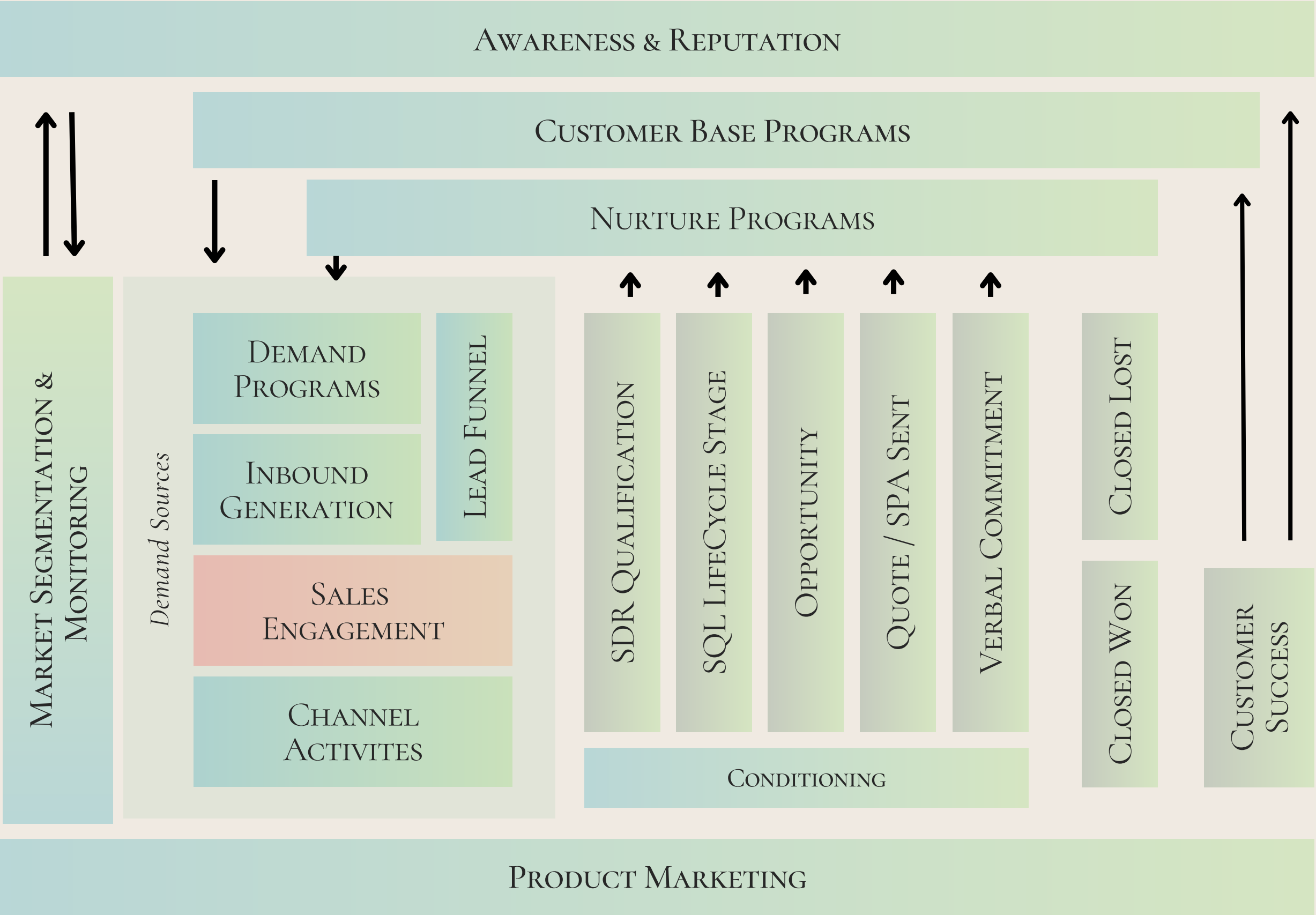
Current State:
- Video is only case studies and recorded top of funnel webinars.
- Technical and on page SEO for website is poor
- Direct Traffic is untraceable and minimal

Opportunities:
- Expand Video Content - Educational
- Ungate Downloadable resources
- More social posts to organic content
- Enhanced SEO on both side
- Expand Middle and Bottom of Funnel Content

Leafy Revenue Machine

Awareness & Reputation

Customer Base Programs

Nurture Programs

Market Segmentation & Monitoring

Demand Sources

Demand Programs

Inbound Generation

Sales Engagement

Channel Activites

Lead Funnel

SDR Qualification

SQL LifeCycle Stage

Opportunity

Quote / SPA Sent

Verbal Commitment

Closed Lost

Closed Won

Customer Success

Conditioning

Product Marketing

Sales Engagement
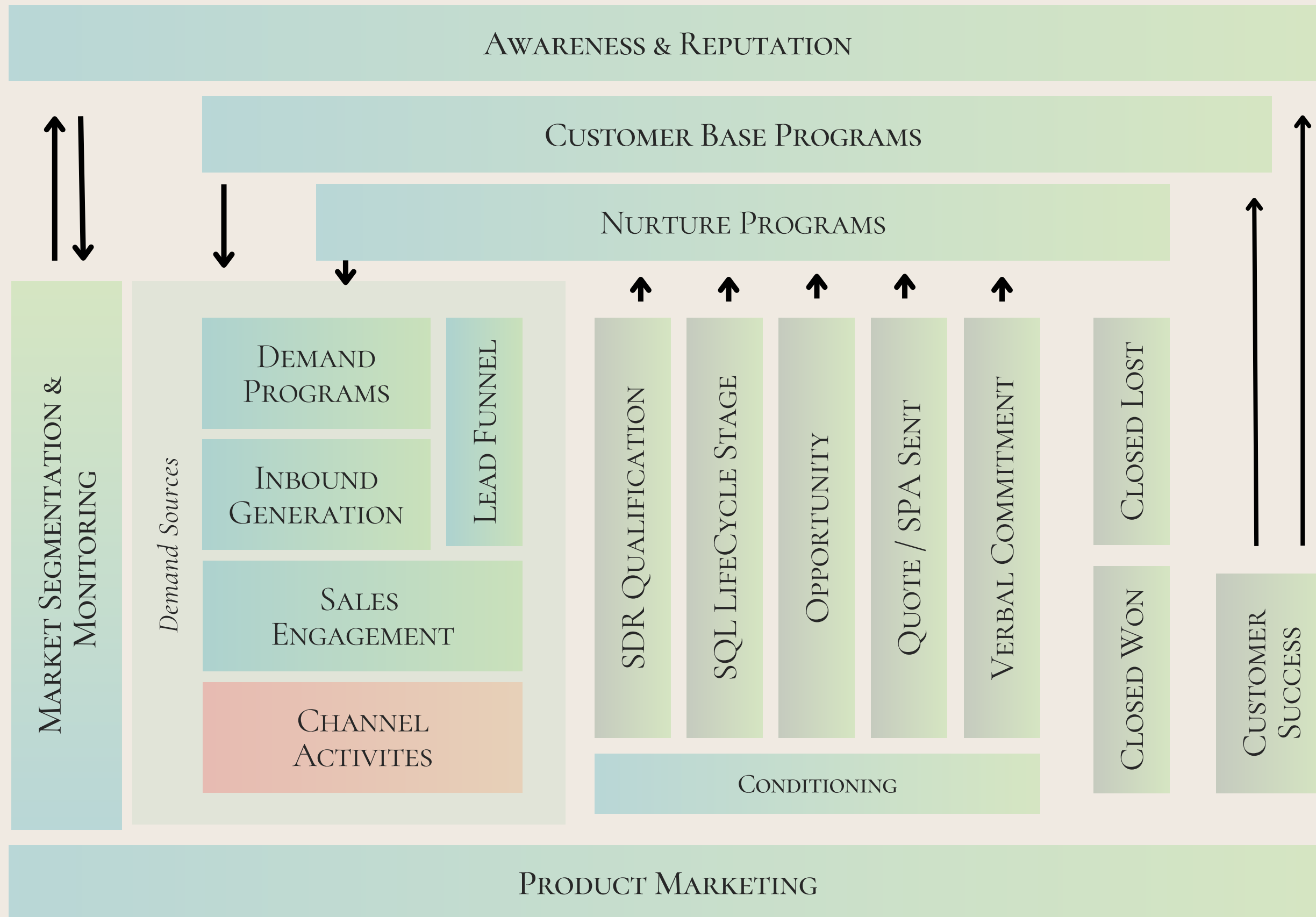Marketing targeted prospects and customers engaged directly by salespeople.

Current State:
- Automated Sequences, but only first touch.
- AEs playing tag, then forgetting about them.
- Bad Communication Cadences
- Outreach usually only tied to event or webinar marketing.
- Once the prospect is cold, they usually stay dormant.

Opportunities:
- Expand Automated Sequences
- Implement a Structured Follow-Up Process
- Standardize communication cadences that balance between educational touchpoints and sales outreach. Create templates and guidelines to ensure consistent messaging across the team.
- Diversify Outreach Channels
- Leverage Content Marketing
- Re-engage Dormant Leads
- Personalize Communication
- Increase AE Training
- Highlight Success Stories and Social Proof

Leafy Revenue Machine

Awareness & Reputation

Customer Base Programs

Nurture Programs

Market Segmentation & Monitoring

Demand Sources

Demand Programs

Inbound Generation

Sales Engagement

Channel Activites

Lead Funnel

SDR Qualification

SQL LifeCycle Stage

Opportunity

Quote / SPA Sent

Verbal Commitment

Closed Lost

Closed Won

Customer Success

Conditioning

Product Marketing

Channel Activities
Direct and indirect activities to spread calls to action across all channels. Includes, vendor co-ops, and channel partners.
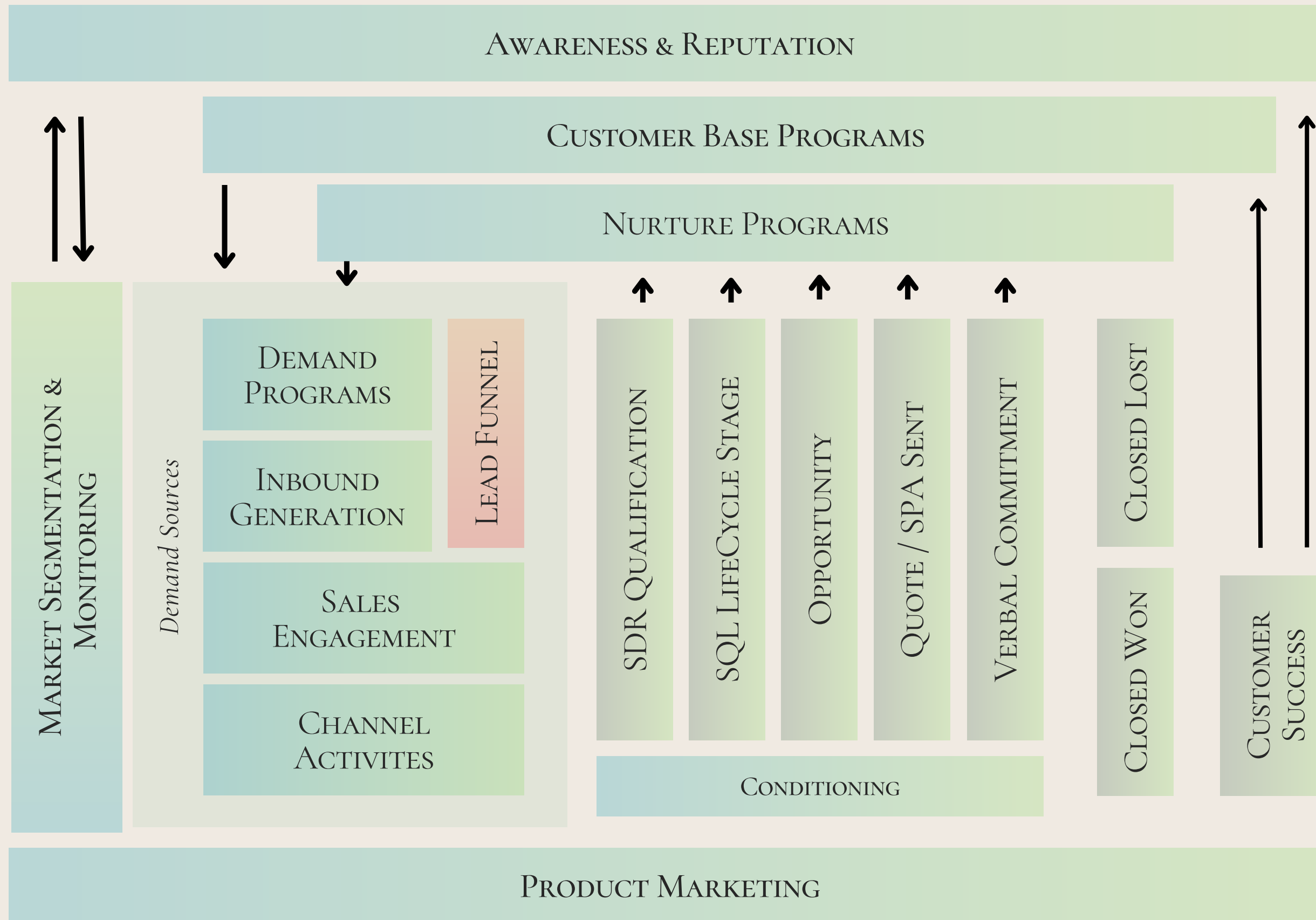
Current State:
- Earned and Paid discussed in Awareness Section
- Channel partnerships unsuccessful so far
- Big Brand secondary charity showing promise

Opportunities:
- Leverage Big Brand Partnerships
- Build on the promising secondary charity association with a big brand by developing joint campaigns that highlight both brands' commitment to sustainability and innovation in agriculture.
- Propose co-branded events or CSR activities to enhance visibility and credibility.
- Expand Channel Partnerships
- Vendor Co-op Programs?
- Innovative Product Launches and Promotions

Leafy Revenue Machine

Awareness & Reputation

Customer Base Programs

Nurture Programs

Market Segmentation & Monitoring

Demand Sources

Demand Programs

Inbound Generation

Sales Engagement

Channel Activites

Lead Funnel

SDR Qualification

SQL LifeCycle Stage

Opportunity

Quote / SPA Sent

Verbal Commitment

Closed Lost

Closed Won

Customer Success

Conditioning

Product Marketing

Lead Funnel & Distribution
The process to determine a lead's ideal customer profile, buying cycle, and other qualifications, then distribute to the best sales representative as quickly as possible.
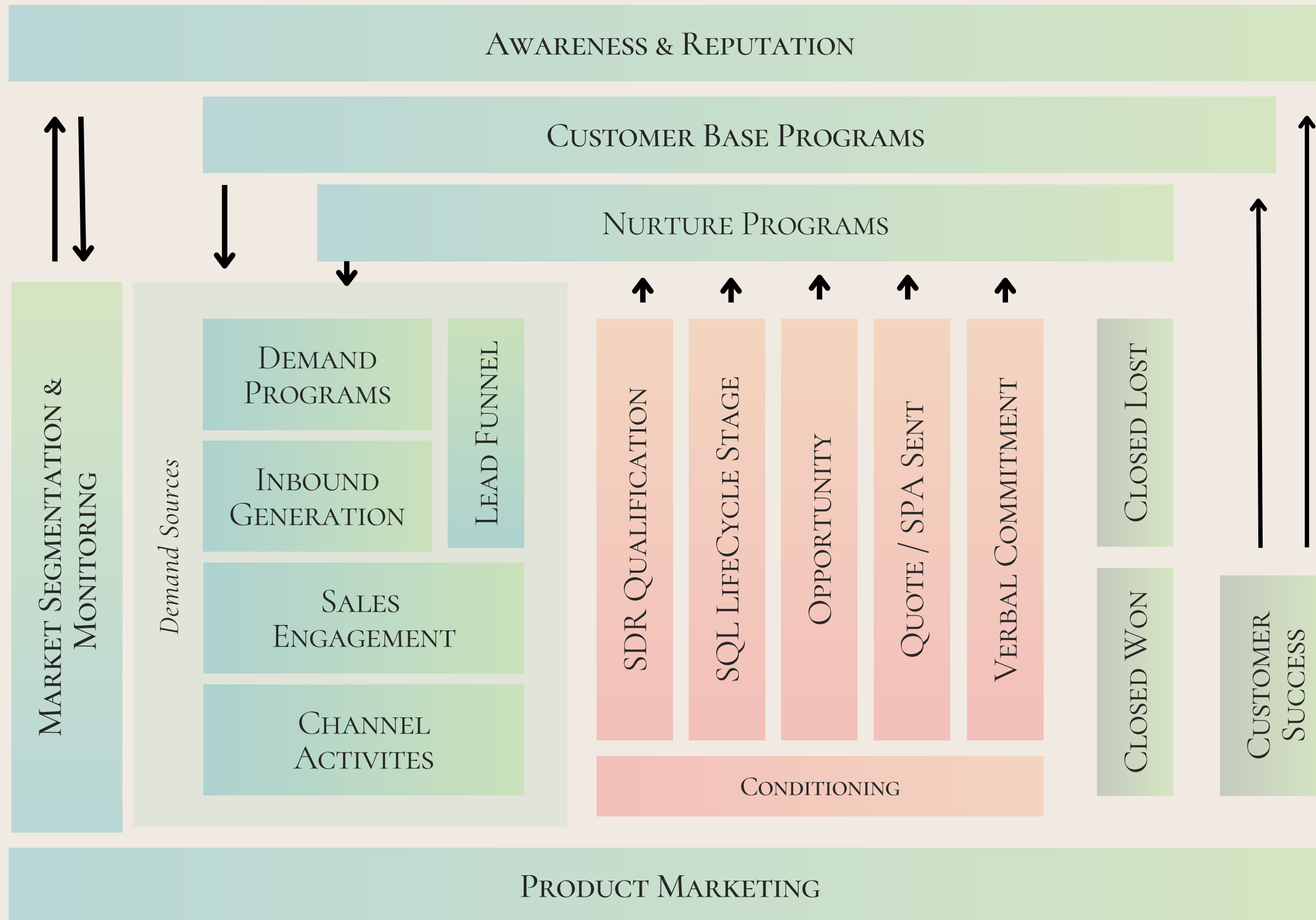
Current State:
- Quality Focused now, but most criteria and content still aligned with old "high volume MQL" strategy
- No self disqualification criteria on website or forms, leading to bad leads.
- Self ID fields on forms not being filled out properly.
- Blind lead distribution

Opportunities:
- Refine Lead Qualification Criteria
- Automated Lead Scoring and Distribution
- Enhanced Website Functionality - calculator / quiz options as disqualifiers
- Add BANTL Questions to forms

Leafy Revenue Machine

Awareness & Reputation

Customer Base Programs

Nurture Programs

Market Segmentation & Monitoring

Demand Sources

Demand Programs

Inbound Generation

Lead Funnel

Sales Engagement

Channel Activites

SDR Qualification

SQL LifeCycle Stage

Opportunity

Quote / SPA Sent

Verbal Commitment

Closed Lost

Closed Won

Customer Success

Conditioning

Product Marketing

Sales Process
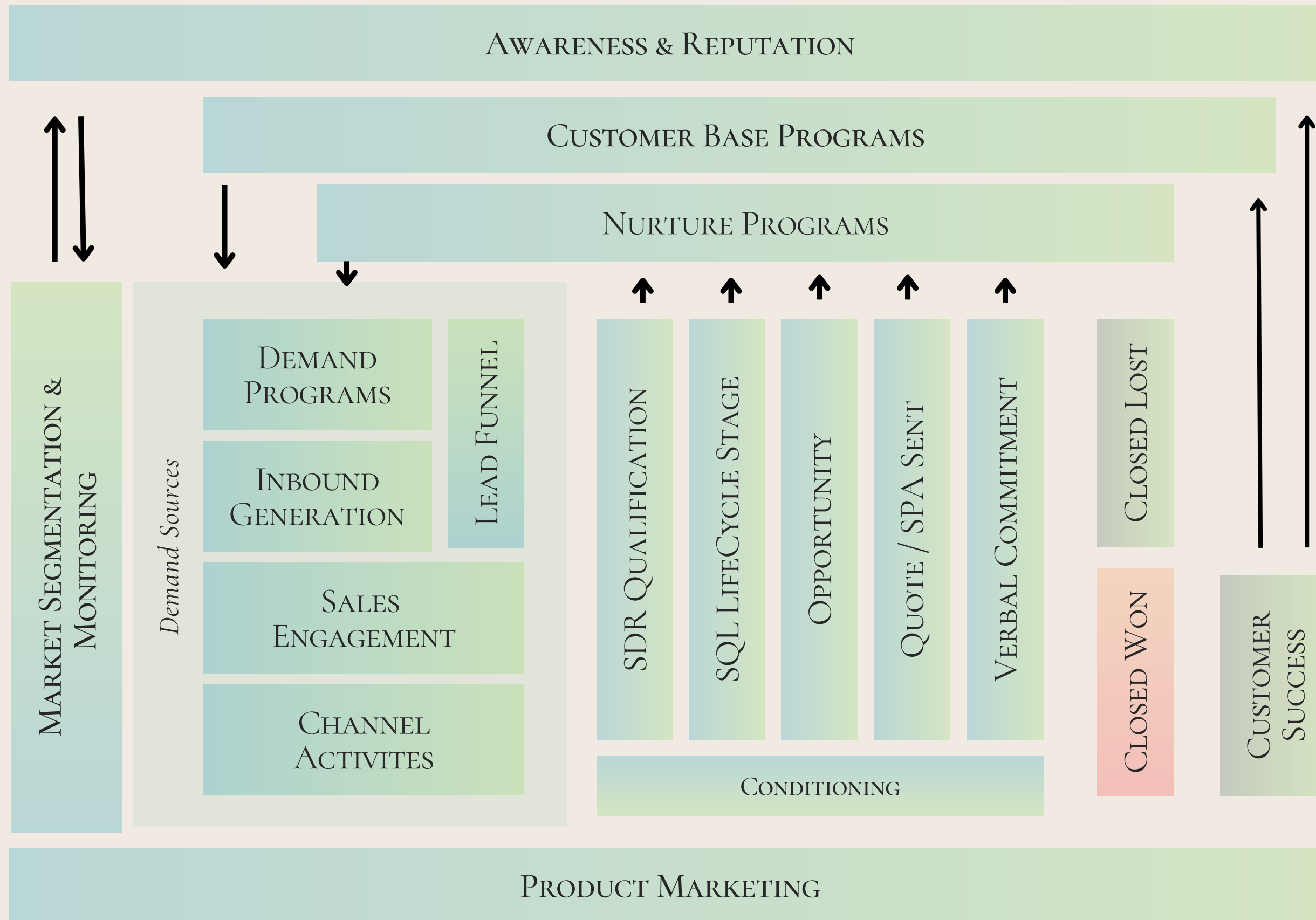The SQL Qualification to Closed State

Current State:
- AEs Inconsistent on creating deals vs leaving SQL
- Poor timing and responses
- Same "Ball's in your court" mentality as mentioned in Sales Engagement section
- Deals with close dates = zero communication until near close
- AEs not pushing on "not buying until next year"
- Templated emails with too much information, then not following up.
- Afraid to Quote and gives prices before a quote is made.

Opportunities:
- Enhanced Sales Training Programs
- Automated Follow-Up Systems
- Customized Sales Strategies by Segment
- Improved Quoting Process
- Personalized Email Campaigns
- Regular Check-In Process on All Deals
- Showcasing Success Stories
- Educational Initiatives within Deal Stages

LEAFY REVENUE MACHINE

AWARENESS & REPUTATION

CUSTOMER BASE PROGRAMS

NURTURE PROGRAMS

MARKET SEGMENTATION & MONITORING

Demand Sources

DEMAND PROGRAMS

INBOUND GENERATION

SALES ENGAGEMENT

CHANNEL ACTIVITES

LEAD FUNNEL

SDR QUALIFICATION

SQL LIFECYCLE STAGE

OPPORTUNITY

QUOTE / SPA SENT

VERBAL COMMITMENT

CLOSED LOST

CLOSED WON

CUSTOMER SUCCESS

CONDITIONING

PRODUCT MARKETING

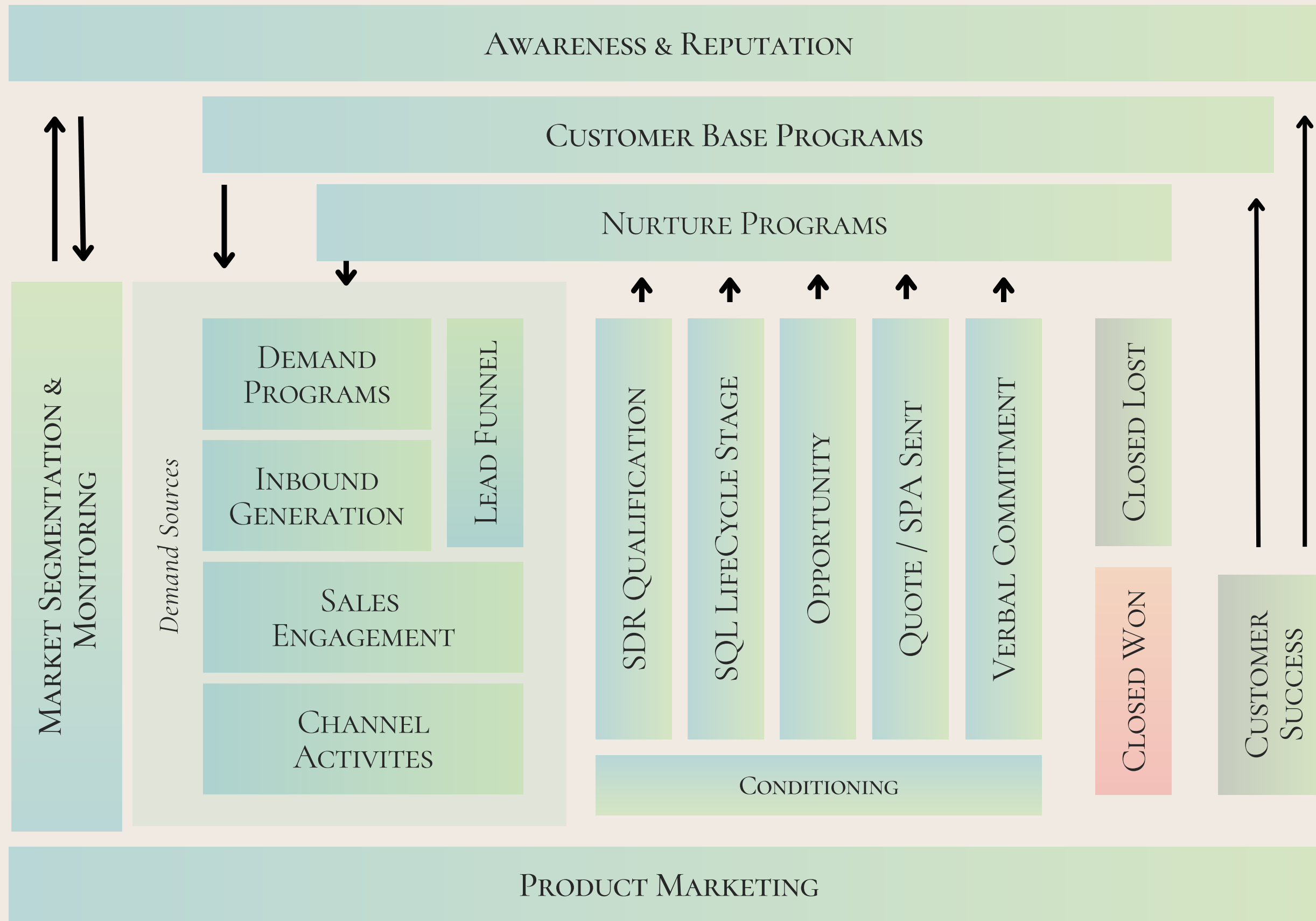
Closed Won
The Art of Actually Getting the Deal

Current State:
- Promotions are tied to discount only.
- High purchase price, usually needs outside funding, so discount becomes "intangible" in late stages of the deal.
- There's no Bleeding Neck, so time based promotions mean nothing.
- No implied scarcity of product.
- AEs are fairly timid on closing deals.

Opportunities:
- Enhanced Value Proposition Beyond Discounts: Develop promotional strategies that emphasize the long-term value and benefits of the product rather than focusing solely on discounts.
- Partner with financial institutions or provide in-house financing options?
- Introduce limited-time offers on exclusive features or limited-edition models of the Greenery™ S to create a sense of urgency and scarcity
- Active Closing Strategies for AEs

LEAFY REVENUE MACHINE

AWARENESS & REPUTATION

CUSTOMER BASE PROGRAMS

NURTURE PROGRAMS

MARKET SEGMENTATION & MONITORING

Demand Sources

DEMAND PROGRAMS

INBOUND GENERATION

SALES ENGAGEMENT

CHANNEL ACTIVITES

LEAD FUNNEL

SDR QUALIFICATION

SQL LIFECYCLE STAGE

OPPORTUNITY

QUOTE / SPA SENT

VERBAL COMMITMENT

CLOSED LOST

CLOSED WON

CUSTOMER SUCCESS

CONDITIONING

PRODUCT MARKETING

Stupid Idea:
- Shift from a discount-focused promotion strategy to an "Online Promotional Store" where potential customers receive a choice of free items or services valued under $10,000, enhancing perceived value and customer satisfaction.

Leafy Revenue Machine

Stupid Idea:
- Shift from a discount-focused promotion strategy to an "Online Promotional Store" where potential customers receive a choice of free items or services valued under $10,000, enhancing perceived value and customer satisfaction.

1. Small Businesses and Entrepreneurs

Free Items:

- **High-Tech Farming Gadgets:** Advanced sensor kits, automated watering systems, or supplementary LED lighting to enhance farming efficiency and yield.
- **Marketing Kit:** Professional-grade camera for content creation, custom-branded packaging, and signage to boost visibility at local markets.
- **Utility Vehicle:** A compact electric utility vehicle to facilitate transport within the farm premises.

Value Proposition: These items enhance operational efficiency and market reach, directly contributing to the success and growth of small businesses and startups.

2. Educational Institutions

Free Items:

- **Break Room Upgrade:** New furniture and appliances for staff break rooms to enhance teacher and staff wellbeing.
- **Classroom Technology:** Interactive whiteboards and tablets for classrooms to integrate modern technology into the learning environment.
- **Greenhouse Kits:** Additional small-scale greenhouse kits for hands-on student projects and experiments.

Value Proposition: These items enrich the educational environment, fostering a deeper engagement and learning experience for students and improving staff satisfaction.

3. Non-Profits / Community Organizations

Free Items:

- **Community Garden Setup:** Raised garden beds, soil, and seeds to establish or expand community gardens.
- **Event Equipment:** Tents, tables, and chairs for hosting community events and educational workshops.
- **Nutritional Kits:** Cooking equipment and utensils for community cooking classes and nutritional education.

Value Proposition: These items support the organization's mission by enhancing community engagement, education, and health outcomes.
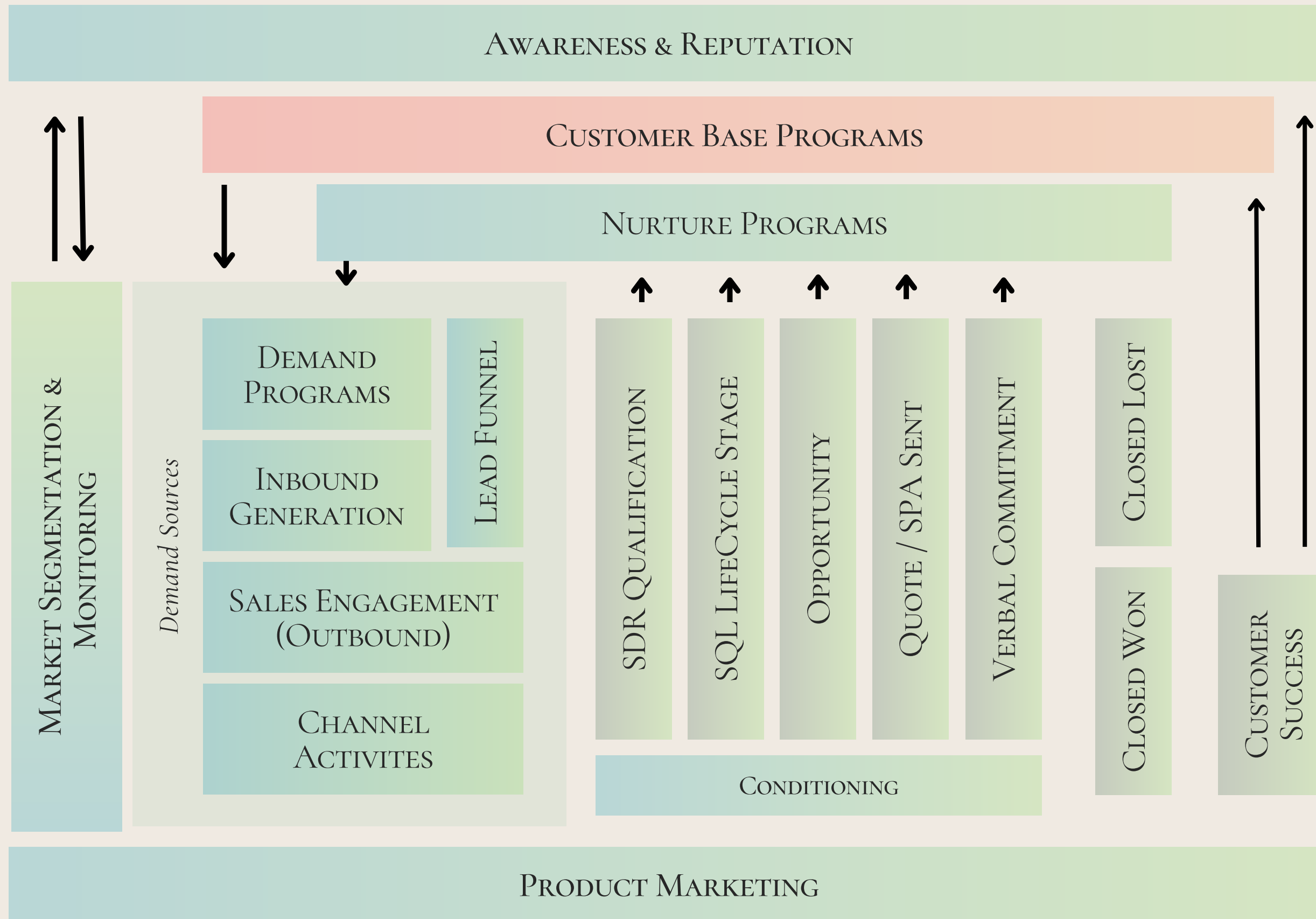
4. Hotels and Restaurants

Free Items:

- **Culinary Equipment:** High-end kitchen appliances such as sous-vide machines, commercial blenders, or food processors to elevate culinary offerings.
- **Dining Experience Enhancement:** Outdoor patio furniture sets or decorative elements to enhance the dining ambiance.
- **Eco-Friendly Packaging:** A year's supply of sustainable packaging for takeout and delivery services.

Value Proposition: These items differentiate the establishment, attract eco-conscious consumers, and enhance the overall guest experience.

LEAFY REVENUE MACHINE

AWARENESS & REPUTATION

CUSTOMER BASE PROGRAMS

NURTURE PROGRAMS

MARKET SEGMENTATION & MONITORING

Demand Sources

DEMAND PROGRAMS

INBOUND GENERATION

SALES ENGAGEMENT (OUTBOUND)

CHANNEL ACTIVITES

LEAD FUNNEL

SDR QUALIFICATION

SQL LIFECYCLE STAGE

OPPORTUNITY

QUOTE / SPA SENT

VERBAL COMMITMENT

CLOSED LOST

CLOSED WON

CUSTOMER SUCCESS

CONDITIONING

PRODUCT MARKETING

Customer Base Programs
Customer engagement to retain, cross-sell, re-sell and up-sell.

Current State:
- Relatively non-existent

Opportunities:
- Introduce loyalty programs that reward customers for continued purchases and engagement. This could include discounts on farm supplies, free training sessions, or exclusive access to new product features.
- Implement referral programs to encourage existing customers to bring new clients to Freight Farms, offering incentives for both the referrer and the new customer.
- Identify opportunities for cross-selling additional farm supplies, accessories, and advanced software features that complement the existing Freight Farms setup.