

Cookies Make Your Marketing Fat: Tools to Beef up Your Marketing Muscle

Boost Revenue & Productivity

Kham Inthirath
CEO

inThink Agency

Kham@inthinkagency.com



Kham Inthirath

- Corporate 10 years
- Entrepreneur 8 years
- 4 Kids
- Startups to Mid Market
- Passion Projects
Nonprofits



About You



1. Type of Business and Title
2. Already use Marketing Automation?
i.e., Mailchimp, Active Campaign,
Hubspot, Pardot, other
3. Beginner, Intermediate, Pro

The Numbers Don't Lie



- Over **400%** conversions
- **50%** increase in avg sales
- **82%** sales cycle decreased
- **63%** marketers plan to increase marketing automation budgets
- **75%** saw an ROI within a year

Common challenges




- Cost too much
- Complicated
- Don't understand it
- My leadership team doesn't understand why we need it
- Too time consuming
- Too many options
- It won't integrate with other systems

- Boost sales
- marketing & sales alignment
- Removed manual tasks
- Save hours a week
- Client success
- Clarity on what is and not working
- Support with the right partner



Problem #1: Which to software?

It comes down to your goals and reports

- **Free**  **mailchimp**
- **Less cost - up to \$300** **ActiveCampaign** ➤
- **Real investment \$300 more** **HubSpot**

“Can’t manage what you can’t measure”

#NIMRI #MarketingAutomation
#DemandGeneration

3 steps to success

Workflows for real people

- Create
- Standardize
- Optimize

“You can’t manage what you can’t measure”

Humanize the Experience

- Video messages throughout the journey
 - Personalize
 - Branded
 - Talk like a human



How we use Video

- Sales and Marketing Emails
- Onboarding
- Client Support
- Customer Success



Who is using video for all stages?

- Sales and Marketing Emails
- Onboarding
- Client Support
- Customer Success




Kham inThink Workspace ▾

1 member

 Invite teammates

Libraries

 Personal Shared Team Starred Archived Settings

Kham Inthirath

Personal Library

Videos

Screenshots



Export Insights

New Folder

New Video

Folders



CEO Recap

Updated 8 days ago



Slack Tips

Updated 3 months ago



Demand Gen Content

Updated 3 months ago



HR

Updated 6 months ago



Sales Partner Outreach

Updated 14 minutes ago



Sales Admin

Updated 4 months ago



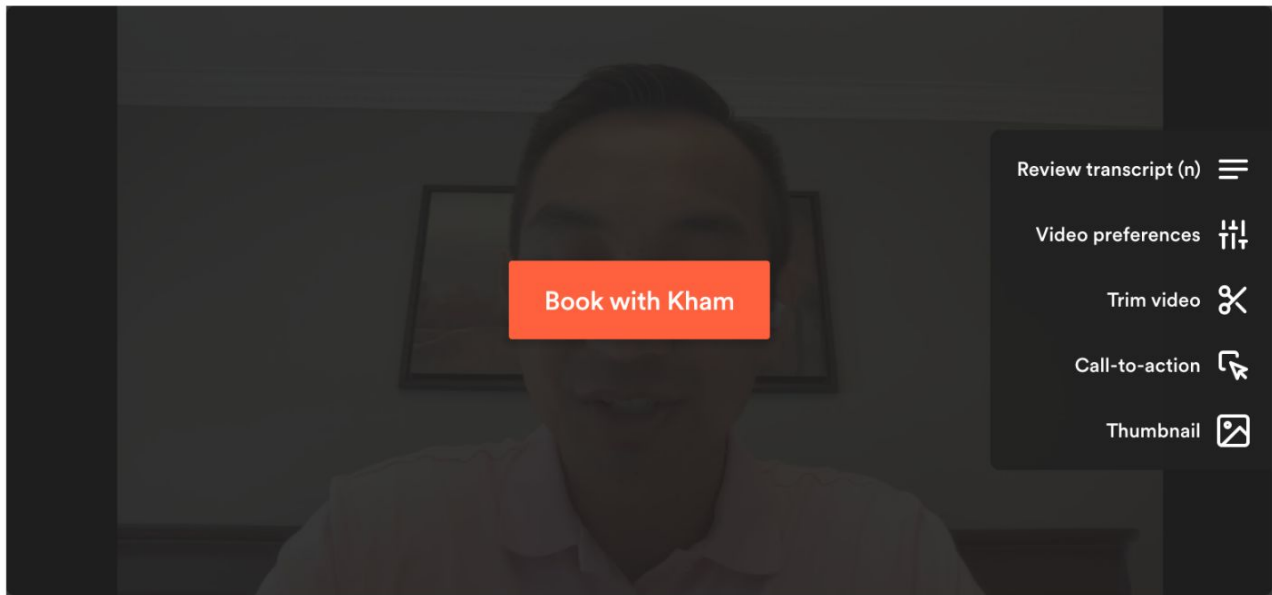
Webinar

Updated 8 months ago



InThink Marketing

Updated 8 hours ago



intro Chris to Ryan



Kham Inthirath
June 18, 2021

Add a description...



Create a call-to-action



Button text

Book with Kham

Button link (URL)

Button color

#FF623E



Text color

#FFFFFF



Button corner style



Slightly rounded



Save call-to-action

Talk to your prospects and clients

- Validate
- Test
- Survey



#NIMRI #CustomerSuccess
#DemandGeneration

Custom Behavior Campaigns

- **Page views**
- **Logins**
- **Product views**
- **Custom actions & triggers**
- **etc**



 Contact enrollment trigger

Page View

has at least one **Page View** of a URL that
contains **acoustic-guitar** at least **5**
times

and

has at least one **Page View** of a URL that
contains **acoustic-guitar** less than **1 day**
ago

[^ See less](#)

+

 Send email

Actions ▾

We've got some cool guitars on offer [🔗](#)

Real Use Case

- New content assets
 - Email sequence
 - Trial community
 - Updated UX
 - Value add workshop
 - Follow up video proposal
 - Videos for process & testimonials
- 80%** sales cycle
- 240%** leads
- 115%** clients growth



Future Proof Without Cookies

Old:

- Conferences
- Google
- Sales people
- Corp content

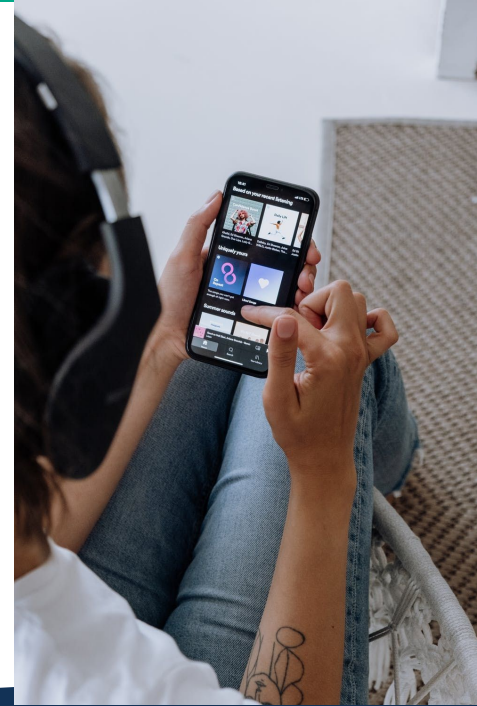


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Future Proof Without Cookies

Current:

- Peer - to - peer
- Community/forums
- Organic social



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Recap Summary

- Goals vs budget
- Video
- Client feedback
- Demand Generation

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Many thanks to ...



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<https://newportinteractivemarketing.com/members/join/#join>



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