

“Heinz Marketing’s passion, high energy, creativity and drive to achieve superior results sets them apart from the rest. I especially admire their great awareness of the overall business, not just from the marketing perspective.”

*Maureen Ezekwugo
Director of Sales*

COMPANY OVERVIEW

What We Do

Heinz Marketing is about sales acceleration.

We help our clients achieve sustained sales success by growing revenue from existing customers and cost effectively identifying and winning new customers.

We bring our understanding of business, the marketplace, effective sales strategy and customers to each engagement and focus on the actions that will speed measurable revenue growth. We concentrate our efforts on demand generation, sales strategy, sales process improvement, customer loyalty and more.

How We Work

We combine both strategic and tactical expertise. Our clients often view us as an extension of their sales and marketing teams and draw on us for everything from high-level planning to detailed execution.

We bring an intensity and discipline to each engagement that produces sustained results. We treat each assignment as if it was our own. We challenge convention when necessary, push for change when warranted, and question the status quo when it gets in the way of faster, more efficient growth.

We can be purely strategic, or own selected sales and marketing strategies from planning through to execution. We don’t just talk about what’s needed, we dig in and make it happen. We focus not on work, but on outcomes. Our value and success is measured by your sales, customer and revenue growth.

More About Us

To learn more about us, how we think and what we do, please check out the following:

www.heinzmarketing.com

www.mattonmarketingblog.com

www.twitter.com/heinzmarketing

www.heinzmarketinginsights.com

www.successfulsellingbook.com

Capabilities

Heinz Marketing quickly hones in on what each client needs uniquely to achieve the fastest path to sales acceleration. This path often includes some of the following capabilities:

Marketing Strategy and Plan Development

- Market sizing
- Market and customer segmentation research
- SWOT analysis
- Marketing roadmap

Demand Generation

- Lead generation
- Lead scoring and nurture strategy
- Paid and natural search (SEO/SEM)
- Drip marketing and content development
- Appointment setting

Sales Strategy and Process Improvement

- Sales and pipeline management
- Sales training and best practice development
- CRM strategy and implementation
- Sales cycle and funnel development

Awareness and Thought Leadership

- Content strategy and development
- Social media strategy and channel execution
- PR and media relations
- Speakers bureau
- Influencer engagement

Customer Retention and Loyalty

- Referral strategies
- Renewal campaigns
- Loyalty programs
- New customer onboarding and “early success” programs

Direct/Online Sales

- eCommerce platform development
- Funnel creation and conversion
- Long tail and SMB sales focus