

If All You Have Is a Hammer, Everything Looks Like a Nail

By Jeff Josephson

One of the biggest issues for many B2B business owners is deciding how to spend their marketing and sales dollars. Whether you're a start-up or a mature firm, at some point your revenue goals or competitive pressures will mandate an investment in marketing. And so the question is: What should you do?

The first challenge that most owners run into is that there are simply too many options. You can invest in SEO, Social Media Marketing, email marketing or direct mail. You could exhibit at a trade show, or buy a database to call. You can publish content, or hire a publicity firm to get it placed. You can buy a CRM, build a new Web site, or invest in market research. You can attend networking events, or network online. Or you can roll the dice on pay-per-click, advertise, get sales training for your reps, or choose from over a hundred other strategies and tactics from today's way-too-big marketing mix portfolio.

You also have to decide whether to develop and implement the initiative using in-house resources, or to use an outside solution provider. The former arguably gives you more control, and maybe savings, while the latter gives you access to more expertise, and generally more scalability. You may have a preference, but in either case, whether you employ an individual or engage an outside firm you're ultimately stuck with what turns out to be the *real* problem in B2B marketing: **If all you have is a hammer, everything looks like a nail.**



That is, the problem isn't just what you should do. It's also that the recommendation on what you should do inevitably depends on whom you ask, i.e. it's biased.

For example, if you ask a telemarketing firm or a telemarketer what the right answer is, they'll tell you that you need telemarketing. If you ask a firm that does content marketing or a copywriter what to do, they'll tell you that you need to create content. If you ask a sales agency or rep what to do, they'll give you a sales solution. If you ask an SEO firm or an SEO expert what you should do, they'll recommend an SEO solution. And if you ask an advertising agency or marketing communications expert, they'll tell you that you need to advertise.

LeadGen.com is a service of:

JV/M, Inc.

1221 N Church Street, Suite 202

Moorestown, NJ 08057

www.LeadGen.com • 856-638-0399 • Sales@LeadGen.com

In other words, B2B marketing today is basically a too-big set of solutions advocated by people who have an interest in your selecting theirs, whether it's the right one for your business or not.

Now, some business owners will immediately see this as calling for a consultant, an option with which we agree. Notwithstanding the fact that if you ask a consultant what you need, they'll likely first tell you that you need consulting, most business owners think they're too smart to use a consultant, and that they can figure it out themselves. So the consulting option is often a non-starter. And besides, consulting is expensive, and it doesn't actually get you to a solution; it's only advice.

And so you're then back to the square one: What should you do?

The “One-Stop-Shop” Solution

At LeadGen.com, we think we've come up with the perfect answer, one that eliminates the bias of single-solution providers. It's less expensive and less risky than a pure in-house option. And it even provides the expertise of an experienced consulting firm, but without the added cost.

Specifically, at LeadGen.com we can provide you with everything you could possibly need insofar as a B2B marketing or sales solution is concerned – whether it's telemarketing, email, SEO, SMM, content, data mining, advertising, PPC, trade show support or anything else – a “One-Stop-Shop” that eliminates “solution provider bias,” helps you figure out the right things to do, and then helps you do them.

Put another way, since we can make money on whatever strategy you choose, we don't care what it is – as long as it works.

LeadGen.com is a service of:
JV/M, Inc.
1221 N Church Street, Suite 202
Moorestown, NJ 08057
www.LeadGen.com • 856-638-0399 • Sales@LeadGen.com