



Content Done Right

Monthly Newsletter

June 2020 Issue: Troubleshooting Your Marketing

I've been thinking a lot about that quote from Sherlock Holmes,

“When you have eliminated the impossible, whatever remains, however improbable, must be the truth.”

It has me thinking about how easy it is to overlook problems in marketing campaigns if you assume everything is perfect. When you systematically watch and analyze your KPI's, you will see “the truth” of where your marketing requires attention. A recent audit of our own marketing revealed a few small places where processes needed updating and metrics needed closer monitoring. The changes were easy to make because we caught it early. In the articles below, I share some of my best tricks for identifying and solving these types of problems to avoid critical issues in the future.

Stay safe out there, and as always, enjoy this month's issue of Content Done Right.

[Contact Us](#)

Cheers,

Philip Bosley,
President and CEO
Tactical Marketing

Poor Conversion rates?



It could be that you're out of touch with your audience. Even the largest audience won't help you if you aren't speaking their language.

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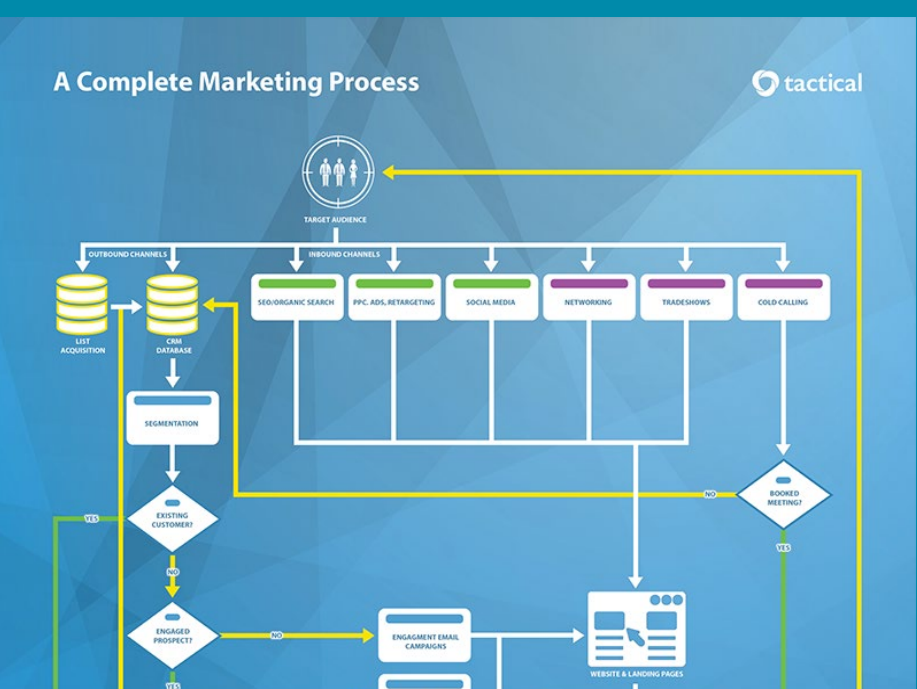
Unpredictable Lead Gen



Without standardized metrics, how do you know what to shoot for? From MQL's to predicted revenue, clarify all your metrics to define proper goals.

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Marketing Workflow



Inbound, outbound, nurture, follow up - every crucial piece is outlined here in our ideal process workflow.

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HOW CAN WE HELP YOU SUCCEED?

Schedule a [FREE CONSULTATION](#) today. Together, we'll explore goals, make a plan, and when you're ready, execute together.

[Start Here](#)