



2020

THE FUTURE IS **NOW**

One-Person Marketing Team?

Be a Jack of All Trades and Look Like a Master of All



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About FayeBSG

- SugarCRM Elite Partner
 - 2020 Global Reseller of the Year
- HubSpot, Salesforce, Zendesk partner
- Focus on CRM, CX, Financial Software, Marketing Automation and Custom Solutions
- Industry expertise in manufacturing, transportation and logistics
- Hundreds of successful CRM, accounting, ERP, and custom software implementations
- Integrations for ERP, TMS, Marketing Automation, Cloud Storage and Communications, Project Management, etc.





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What to Expect

- What a successful evergreen content campaign looks like
- How to embrace the three Ts of small marketing teams
- Today's top tech for time management for marketers
- How to focus in uncertain times

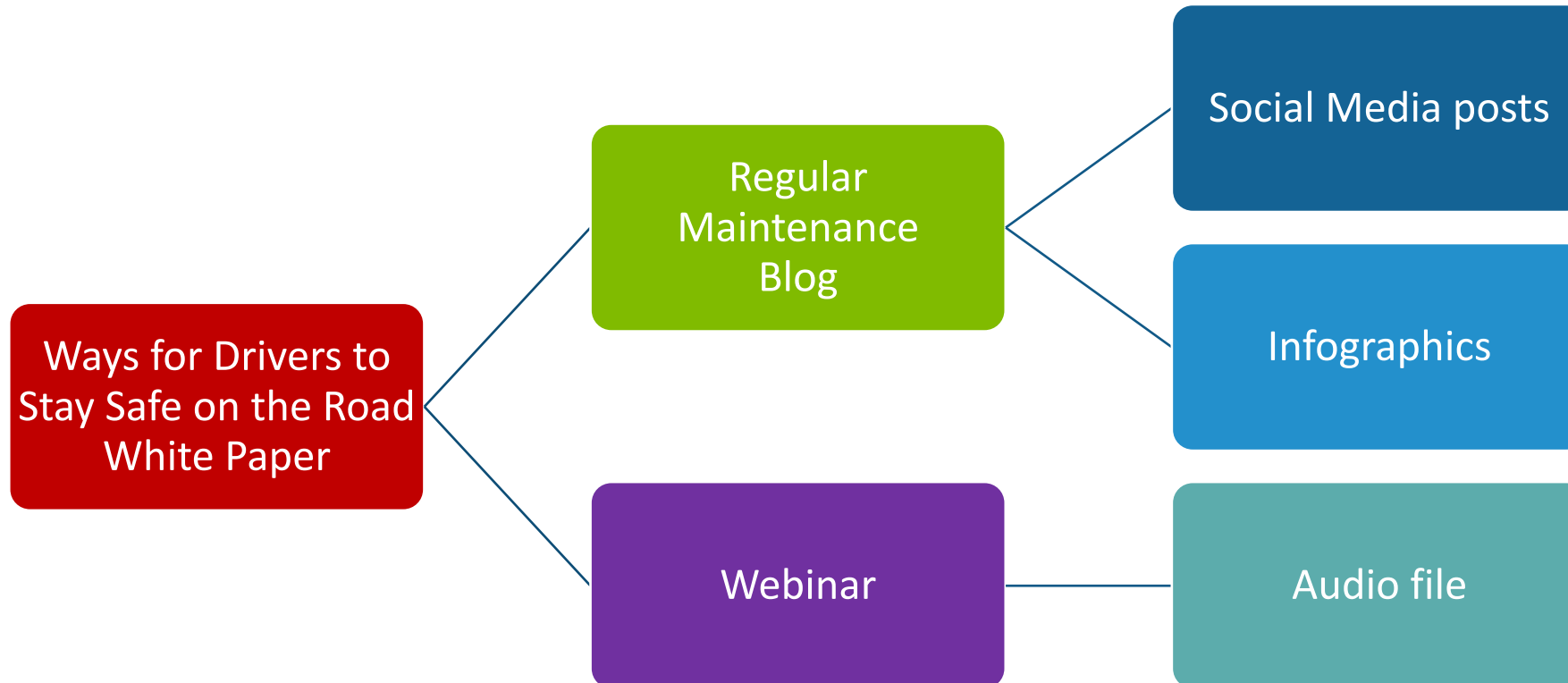


One-Person Marketing Teams Wear Many Hats

Look familiar?



Tip #1: Repurpose Evergreen Content



Tip #2 Don't Forget Your Purpose

- When thinking about a new campaign, answer these questions:
- How does this fit into my overall marketing goals?
- What is the KPI?
- What is the time commitment for this new task?
- What resources do you need?

What's the Point?



- Can be less time consuming
- Highlights the expert
- Informative and straight-the point

Tip #4: Planning Process

Be realistic to you. And your goals.



But....COVID-19? How Do You Plan for that?

How do you plan for uncertainty?



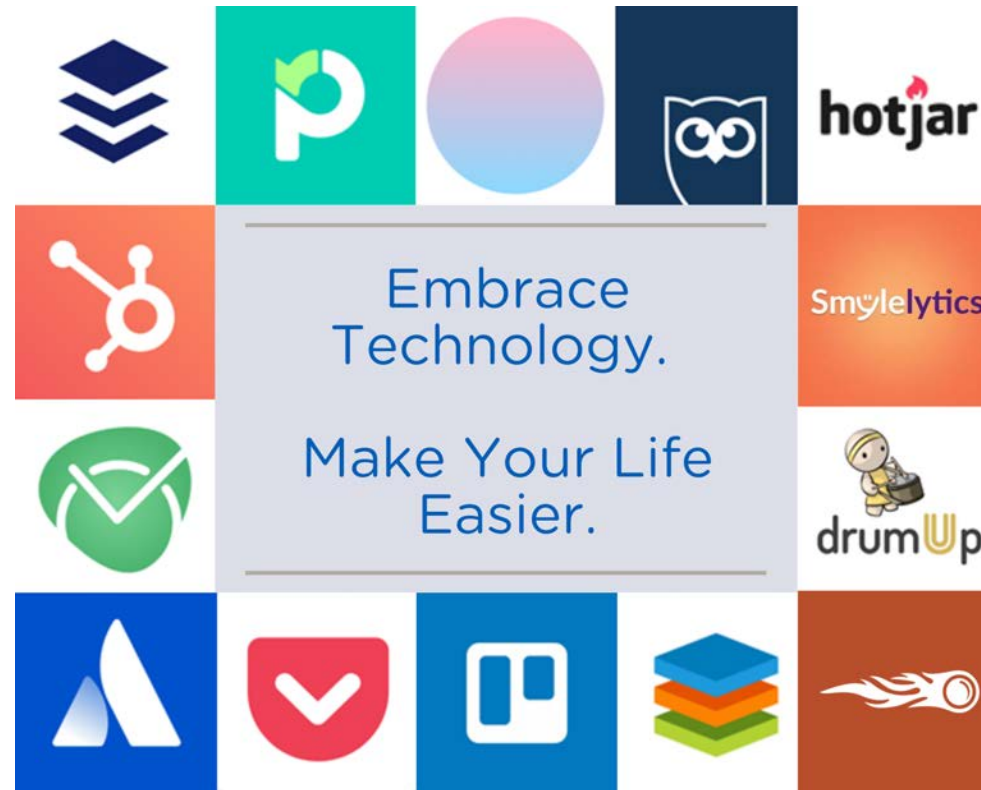
Tip #4: Planning Process

- Content Audit
- SEO Audit
- Social Media Audit
- Reach out to:
 - Sales team
 - Account managers
- Check in with the 3 Ts of small marketing teams

Tip #5: Three Ts of Small Marketing Teams



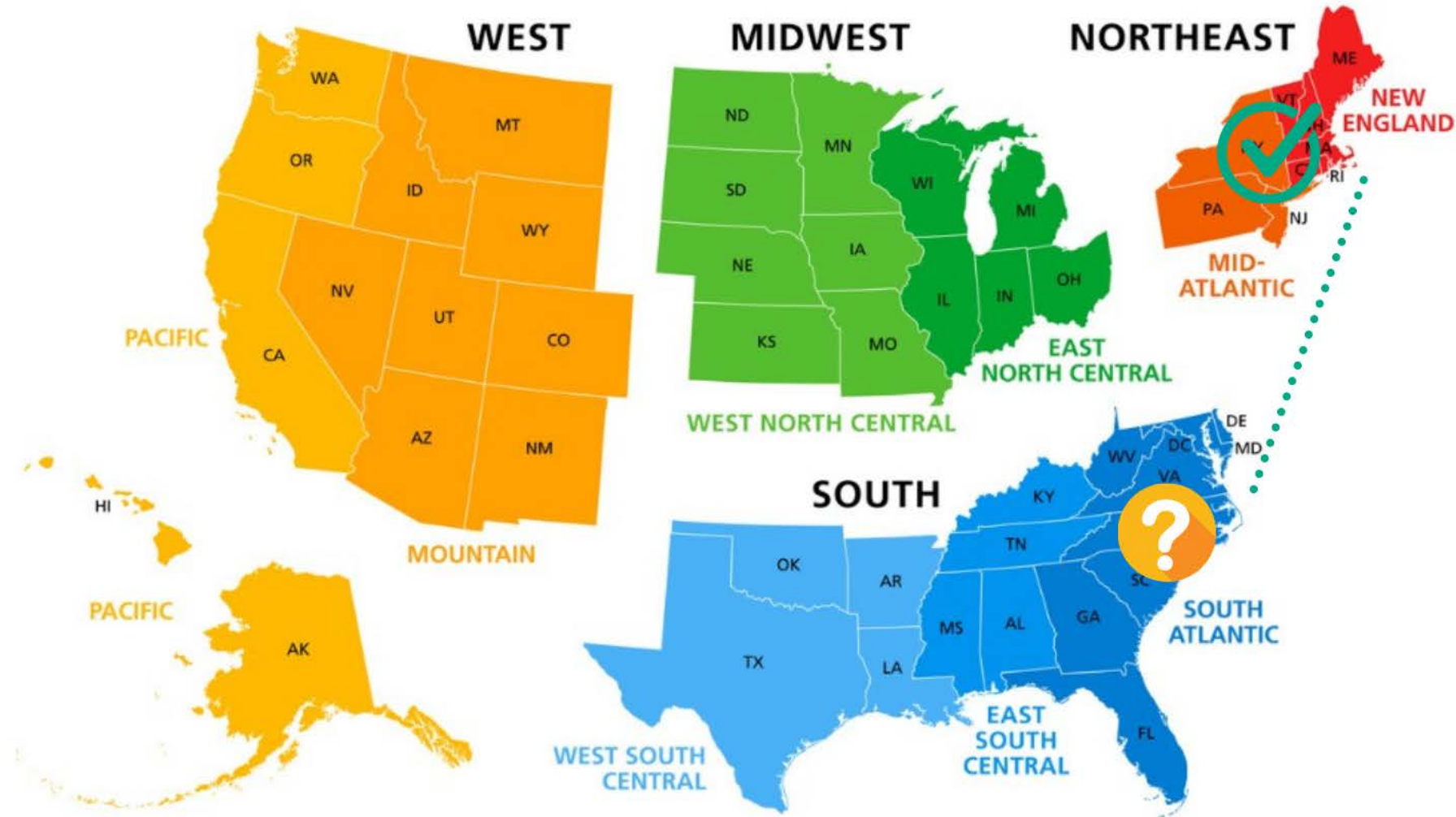
Tip #6: Use the Tools at Your Disposal



Tip #7: Use the Free Tools at Your Disposal



Tip #8: Replicate Success



Tip #9: Master the Medium Your Audience is in



Your Audience



Other People



Tip #10: Don't Wait for Perfection





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