

# Relational Sales Marketing Roadmap

Channels	Marketing Strategy Summary
Website Content (Landing, Service, Blog, Downloadable)	The website serves as a <b>trust-building hub</b> , showcasing thought leadership through blogs, case studies, and in-depth service pages. It nurtures potential clients with valuable <b>downloadable resources</b> and ensures messaging aligns with the customer journey. Clear <b>CTAs encourage consultations</b> rather than hard sales, fostering long-term relationships
Social Media (Posts to Pages & Groups)	Focuses on <b>engagement and relationship-building</b> through thought leadership, interactive discussions, and storytelling. Content includes <b>behind-the-scenes insights, testimonials, and educational posts</b> that nurture trust. Encourages participation in relevant groups, positioning the business as an industry leader while subtly guiding leads toward deeper interactions.
Ads (PPC or Social Media)	Ads are <b>awareness and engagement-driven</b> rather than immediate conversion-focused. Campaigns highlight <b>brand authority, customer success stories, and educational offers</b> like webinars or downloadable guides. Retargeting ads reinforce credibility, bringing warm leads back into the funnel for consultations or strategic content interactions.
Email Marketing & CRM	Email nurtures leads over time through <b>personalized sequences</b> , client success stories, and thought leadership content. Rather than hard sells, emails offer <b>guidance, insights, and educational value</b> to keep prospects engaged. CRM segmentation ensures tailored messaging, deepening relationships with new and existing clients.
Industry Events, Partnerships & Networking	Relationships are <b>developed through in-person connections, speaking engagements, and collaborations</b> . Strategic networking and referral partnerships play a key role in customer acquisition. Content from live events (such as Q&A sessions and panel discussions) is repurposed into marketing materials, reinforcing credibility and expertise.
Webinars, Educational Videos & Public Speaking	Webinars and educational content establish <b>authority and trust</b> by providing deep insights rather than direct sales pitches. <b>Live Q&amp;A, workshops, and presentations</b> allow prospects to engage, ask questions, and feel personally connected. Video content reinforces expertise, positioning the business as a trusted advisor.
Google My Business & Citations	Google My Business and local listings are <b>optimized for credibility and engagement</b> , not just search visibility. Profiles feature <b>detailed service descriptions, thought leadership posts, and customer testimonials</b> . Responding to reviews and sharing content builds trust and increases brand visibility, driving long-term customer relationships.

# Relational Sales Marketing Roadmap

Channels	Brand Positioning & Authority	Customer Trust & Relationship Building	Lead Generation & Nurturing	Sales Conversion & Follow-up	Customer Retention & Loyalty
<b>Website Content (Landing, Service, Blog, Downloads)</b>	Thought leadership blogs & case studies - Service pages with value-driven messaging - Downloads showcasing expertise	Customer testimonials & success stories - Personal brand storytelling - FAQ sections addressing customer concerns	Lead magnets (eBooks, checklists, templates) - SEO-optimized service pages for organic discovery - Clear CTA for consultations /bookings	Landing pages for specific services with social proof - Contact forms with CRM integration - Personalized follow-up sequences	Exclusive content or client resources for returning customers - VIP client pages or membership areas
<b>Social Media (Posts to Pages &amp; Groups)</b>	Thought leadership content on LinkedIn & Facebook - Personal brand & behind-the-scenes posts - Curated industry news with expert insights	Community engagement through comments & discussions - Sharing customer testimonials & user-generated content - Live Q&A sessions	Value-driven content for attracting leads - Social proof through client success stories - Polls & surveys to understand customer needs	Personalized outreach in DMs - Lead nurturing through group interactions - Case study-driven posts showcasing results	Private Facebook or LinkedIn groups for past clients - Personalized thank-you & milestone posts
<b>Ads (PPC or Social Media)</b>	Retargeting ads featuring expert insights - Authority-building campaigns promoting educational content	Social proof-driven ads with testimonials - Trust-building messaging in ad creatives	Lead magnet campaigns (eBooks, webinars, strategy calls) - Targeted ads to specific industry audiences	Conversion-focused landing page ads - Retargeting campaigns based on past interactions	Referral program ads encouraging word-of-mouth - Loyalty offers for returning customers

Channels	Brand Positioning & Authority	Customer Trust & Relationship Building	Lead Generation & Nurturing	Sales Conversion & Follow-up	Customer Retention & Loyalty
<b>Email Marketing &amp; CRM</b>	Automated nurture sequences with educational insights - Personalized introductions with value-driven messaging	Customer welcome series highlighting case studies - Relationship-building through curated, relevant content	Lead magnet follow-up sequences - CRM segmentation for tailored messaging - Industry-specific newsletters	Automated follow-ups based on lead behavior - Personalized consultation offer emails	Loyalty emails with special offers - Exclusive content or client appreciation campaigns
<b>Industry Events, Partnerships &amp; Networking</b>	Speaking engagements positioning expertise - Event sponsorships to increase authority	Personalized relationship-building with industry leaders - Attending networking events & fostering connections	Strategic partnerships for referrals & joint ventures - Collaborating on cross-promotions	Follow-up meetings with leads met at events - Providing exclusive offers for event attendees	Hosting VIP client networking events - Maintaining engagement with past event contacts
<b>Webinars, Educational Videos &amp; Public Speaking</b>	Hosting expert-led webinars & workshops - Publishing YouTube content demonstrating expertise	Live Q&A & audience engagement - Sharing customer success stories through video testimonials	Webinar registration lead capture - Email sequences promoting upcoming sessions	Follow-up sequences offering personalized consultations - Offering free trials or strategy calls post-webinar	Exclusive video content for existing clients - Recurring webinar series for customer education
<b>Google My Business &amp; Citations</b>	Optimized Google Business Profile. NAP (Name, Address, Phone) citations across platforms	Responding to all reviews with personalized messaging - Highlighting client testimonials & case studies	Posting updates, articles & offers directly on Google My Business - Citation building on high-authority directories	Driving leads through service listings & call-to-action buttons - Google chat & messaging follow-ups	Encouraging satisfied clients to leave reviews - Maintaining consistent engagement with updates