

## **S-Marketing: Increasing Sales with Robust Techniques**

The majority of marketers may be unaware of the word S-Marketing. S-Marketing is the junction of the words sales and marketing (sales + marketing). In addition, this is the process in which companies align the objectives of both teams to optimize the overall revenue.

This technique is a fundamental for those who use inbound marketing in their business strategy. This is because a marketing team works in an entire consumer-buying journey. Eventually, marketing team "transfers" a lead to the sales department for payment and closure!

Why is S-Marketing benefitting to a company? Because those who can make a sale know that they will be talking to someone who is ready to close a deal. Besides, apart from being effective, a capable sales team can make a business grow fast.

### ***S-Marketing: What are its main benefits to a company?***

Within a company, all departments should work together to increase turnover. Following are the prime benefits of the implementation of S-Marketing in a company:

- A rapid increase in ROI
- Achievement of business goals
- Improved team cohesion

### **How to achieve success with S-Marketing?**

Implementing S-Marketing is not difficult, but there are steps and issues that should be considered. We suggest professionals to follow the following tips:

#### ***1. Share the same conversion funnel***

When we talk about the conversion funnel, the marketing team is responsible for the top of the funnel (TOFU). The sales team is responsible for the lowest part (BOFU). The middle of the funnel (MOFU) is the responsibility of both teams.

## ***2. It is important to speak the same language***

People associated with marketing field are often accustomed to hearing jargons like SEO, affiliates, SEM, CPC.

But, for those who have no idea what these terms means, it can be tricky for them to understand the scenario. Thus, for the success of S-Marketing, teams should understand the marketing jargons! They must speak the same language. In addition, we suggest that teams hold a background in multiple areas. As a result, there will be better coordination.

## ***3. Possibility of monitoring***

Business objectives must be defined independently. However, departments must put in join efforts to achieve them. It is the best way to achieve business goals and maximize effectiveness of digital marketing efforts.

## ***4. Define qualified leads***

One of the best ways to define a qualified lead is through lead scores. This process involves scoring the users who are in a database according to profile. In addition, their actions should also be analyzed in a digital environment.

## ***5. Have a lead transfer process***

The process of transferring leads is essential for a sales team to analyze effectively all the relevant information. Thus, it will be easy to discover if a lead is a potential customer or not.

Strategizing a workflow in an organization is essential. Now that you have a good understanding about S-Marketing's, you may know about its importance to a company in increasing sales progressively.

We have explained essential information about the S-Marketing in this article that will help businesses in strategizing and achieving optimum revenues. Therefore, if your teams still do not work together, it's time to change the strategy.