

MIND-BLOWING SALES AND MARKETING TACTICS

Business Facts



The average sales person only makes 2 attempts to reach a prospect

93% of online experiences begin with a search engine

Thursday is the best day to prospect. Wednesday is the second best day and Tuesday is the worst day



58% of adults check email first thing in the morning

The best times to email prospects are 8:00am and 3:00pm

Nurtured leads produce, on average, a 20% increase in sales opportunities versus non-nurtured leads

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65% of B2B marketers have not established lead nurturing

68% of B2B organizations have not identified their funnel

Sales reps ignore 50% of marketing leads

Each year, you'll lose 14% of your customers

When sales and marketing teams are in sync, companies became 67% better at closing deals engine

By 2017, mobile devices will make up 87 percent of the total sales of Internet-enabled technology

If you follow up with web leads within 5 minutes, you're 9 times more likely to convert them

Businesses that use marketing automation to nurture prospects experience a 451% increase in qualified leads

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Facebook posts with questions get 100% more comments

Top sellers use LinkedIn 6 hours per week

50% of sales time is wasted on unproductive prospecting

Tuesday emails have the highest open rate compared to other weekdays

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In a typical firm with 100-500 employees, averages of 7 people are involved in most buying decision

Email Marketing has 2X higher ROI than cold calling, networking or trade shows

79% of marketing leads never convert into sales. Lack of lead nurturing is the common cause of this poor performance

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80% of sales require 5 follow-up calls after the meeting. 4% of salespeople give up after 1 follow-up

For every \$1 spent, \$44.25 is the average return on email marketing investment

57% of the buyer's journey is completed before the buyer talks to sales

By 2020, customers will manage 85% of their interaction with the enterprise without interacting with a human

Tweets that specifically ask followers to "retweet" receive 12x more retweet rates than those who do not

Using marketing automation can increase conversion rates by up to 50%

Social media has a 100% higher lead-to-close rate than outbound marketing

Businesses with websites of 401-1000 pages get 6x more leads than those with 51-100 pages