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Where Do We Go From Here

By Joel Pekay

As a follow up to my recent LinkedIn post titled “Looking to the Future”, we must now ask “Where do we go from here?”. If you followed the recommendations, you have spoken with your prospects and customers, listened to their needs, and built a strategic sales and marketing plan for your business.

The next challenge is communicating with these same audiences in a globally remote and digital environment. Keep in mind that challenges are actually opportunities so from here forward let’s consider this a communications opportunity for you and your business.

You must first understand here your prospects and customers obtain their information and guidance. From there you can build a communications and marketing plan to reach them. This can include email, social media, messaging, advertising, or even old-fashioned direct mail.

The most creative campaign I ever received was via direct mail. A call came in asking my shoe size. Strange but OK. A week later, I received a box containing a single gym shoe. There was a note stating if I give the sender a call about their product, they will send me the shoe’s mate and get me “off and running”. Unique = yes. Attention getting = yes. Did I call just to learn more = yes!

Now, this approach won’t work for all products or services and obviously doesn’t work through a digital format. However, digital campaigns can be different and stand out. Even simplicity can be a differentiator. You have an opportunity to define and create what works for you and your business.

Remember, the objective is to build long-term partnerships with prospects and clients. This is not a sprint but rather a marathon built on a comprehensive communications strategy designed to build trust.

About Scuderia Partners LLC

Scuderia Partners provides businesses an outsourced team with expertise in developing and growing revenue through sales and marketing. We work across the customer life cycle, from acquisition to engagement to retention, to build stronger customer connections.

Scuderia Partners represents global, national, regional, and local businesses looking to expand in the North American market. We do this by building your brand, prospecting, outreach, sales, and ongoing customer management. Throughout the process, we build a scalable approach for continued success.