

PRECURSIVE TOOLKIT.

A COMPREHENSIVE GUIDE TO
MARKET AND BRAND SERVICE PACKAGES

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PLAN. TRACK. FORECAST.



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PRECURSIVE **TOOLKIT.**

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MARKETING PACKAGES **INTRODUCTION.**

Precursive had discussed the various merits of creating professional services products for both technology and consulting firms. Creating such packages is, for many, becoming essential for attracting clients, establishing credibility, and maximizing revenue.

But without a well-executed marketing strategy supporting the promotion of these services products it becomes difficult to create mark differentiation, showcase delivery expertise, and communicate the unique value that services packages can offer.

Therefore, should you have decided to opt for a packaged model, this guide can aid the process of marketing services packages to grow Services Recurring Revenue (SRR).

WHO IS THIS **GUIDE FOR?**

This guide is tailored specifically for professional services leaders seeking to enhance their approach to working with marketing leaders (internal or outsourced) in the promotion and sale of professional services packages. Whether you're a seasoned executive or a budding leader in the professional services industry, this resource is designed to provide you with actionable insights and strategies to effectively collaborate with your marketing team.

It aims to bridge the gap between the sale and delivery of the often very specialized expertise within professional services, empowering leaders to orchestrate cohesive campaigns that highlight the unique value propositions of services offered. This guide highlights valuable perspectives on aligning marketing efforts with the intricate nuances of services delivery, ultimately leading to more successful and impactful client engagements.

THE CHALLENGES OF MARKETING PS PACKAGES.

ATTITUDES

Resistance to change - PS firms and services leaders likely have established ways of delivering to client and may be hesitant to adopt new marketing strategies around packages. Productizing is typically a departure from traditional methods.

Short-term focus - PS leaders may prioritize short-term revenue generation over long-term brand building and marketing efforts, making it difficult for the marketing team to implement strategies that don't yield immediate results.

Lack of understanding - PS leaders may also lack the deeper understanding of the value and impact of marketing, underestimating the role it plays in lead generation, client retention and brand reputation.

MAKING THE INTANGIBLE... TANGIBLE

Where physical products can be demonstrated, professional services are often intangible and require a different approach. Professional services involve more complex and specialized expertise, making it difficult to convey through traditional marketing materials. It may require more in-depth communication and relationship building.

HOW PS CAN **AID MARKETING.**

...for the promotion of services packages

1.

DEFINE

Provide detailed and well-defined descriptions of the service package(s), including the scope of services, deliverables, and expected outcomes. This clarity enables the marketing team to effectively communicate the offerings.

2.

PRICING

Work with the product & marketing teams to establish competitive pricing models based on the value delivered to clients. Clearly articulate the unique value propositions that differentiate your service packages.

3.

AUDIENCE

Share insights about your ideal client personas, including pain points, challenges, and preferences. This information helps the marketing team tailor the messaging and campaigns to resonate with the target audience.

4.

FEEDBACK

Encourage satisfied clients to provide feedback and testimonials. This authentic feedback serves as powerful social proof for the marketing team to incorporate into their campaigns.

HOW MARKETING CAN **AID PS.**

...for the promotion of services packages

1.

RESEARCH

Conduct thorough market research to understand client needs, industry trends, and competitive offerings. Analyze data to identify market gaps and opportunities.

2.

MESSAGING

Craft compelling messaging that highlights the unique value propositions of the service packages. Clearly define the benefits and outcomes for potential clients.

3.

COLLATERAL

Design visually appealing and informative materials such as brochures, infographics, and presentations that effectively communicate the features and benefits of the service packages.

4.

DIGITAL

Leverage digital channels like social media, content marketing, and email campaigns to reach and engage with target audiences. Utilize SEO and SEM strategies for online visibility.

WHAT TO **AVOID!**

DON'T ASSUME MARKETING KNOWS.

The marketing team may not inherently understand all the nuances of your services or client interactions. Ensure clear and open communication is established.

DON'T NEGLECT CLIENT FEEDBACK.

Don't ignore or dismiss client feedback. It provides valuable insights that can inform package improvements and, by association, marketing strategies.

DON'T OVER PROMISE.

Don't make unrealistic assurances about the outcomes or benefits of the service packages. Ensure that expectations are aligned with what can realistically be delivered.

DON'T OPERATE IN SILOES.

Working in isolation from the marketing team creates a disconnect between services and audience. Collaboration is key to successful package development & promotion.

WHAT TO **AVOID!**

DON'T DO ONE SIZE FITS ALL.

Don't assume that a one-and-done marketing approach will effectively promote all service packages. Tailor messaging and strategies to the unique features of each package.

DON'T FAIL TO COMMUNICATE.

Don't forget to discuss the changes or updates to the service packages with the professional services teams. Keep them informed of any adjustments, highlighting disparity as you go.

DON'T NEGLECT COMPETITORS.

Competitive analysis can aid understanding of market trends, missed opportunities for differentiation, and can help effectively position products or services against look-a-like services.

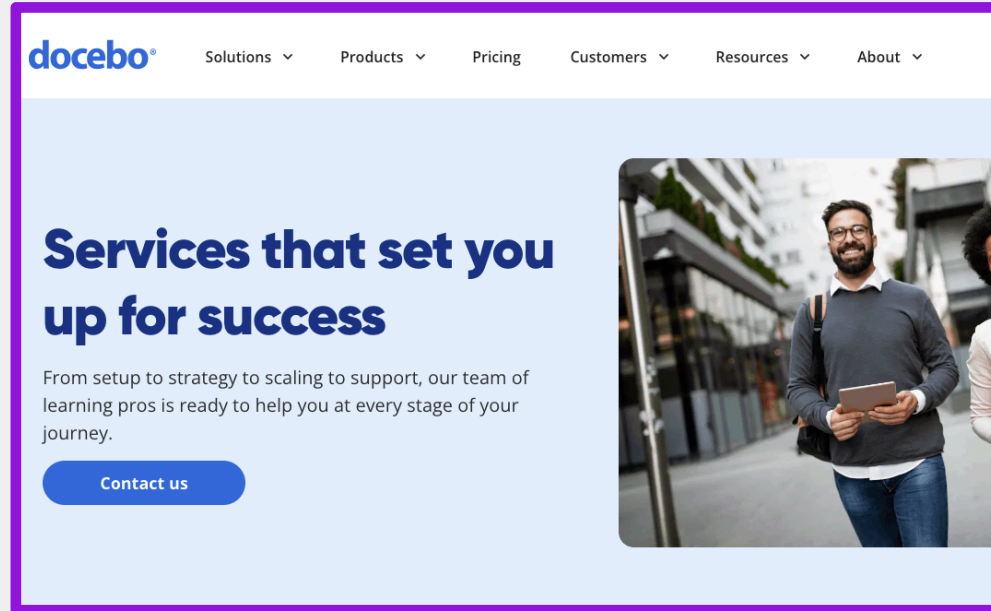
DON'T IGNORE ONLINE.

Don't neglect your website, social media, or online presence (and service reviews); this can all hinder your credibility. A strong online presence discussing services is crucial.

WHAT CHANNELS TO USE?

WEBSITE AND LANDING PAGES.

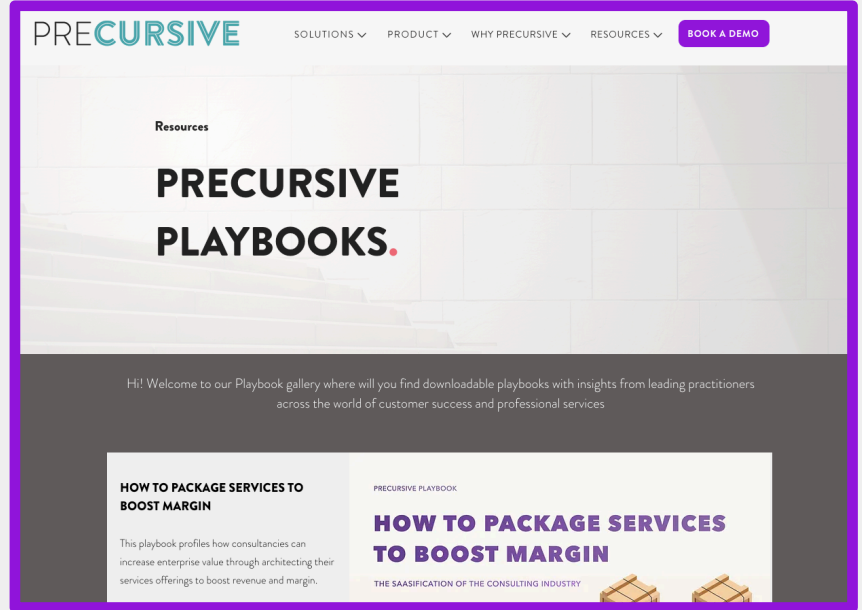
- Create a user-friendly, informative website that highlights your services packages and their benefits. Use dedicated landing pages to target specific client segments.
- Your website serves as the digital storefront, offering potential clients a first impression of your professional services. It should be informative, and visually appealing.
- Landing pages should be specialized and dedicated to specific packages or promotions. They provide a focused and tailored experience, guiding visitors towards a clear call-to-action, such as filling out a contact form or making a purchase.



WHAT CHANNELS TO USE?

CONTENT.

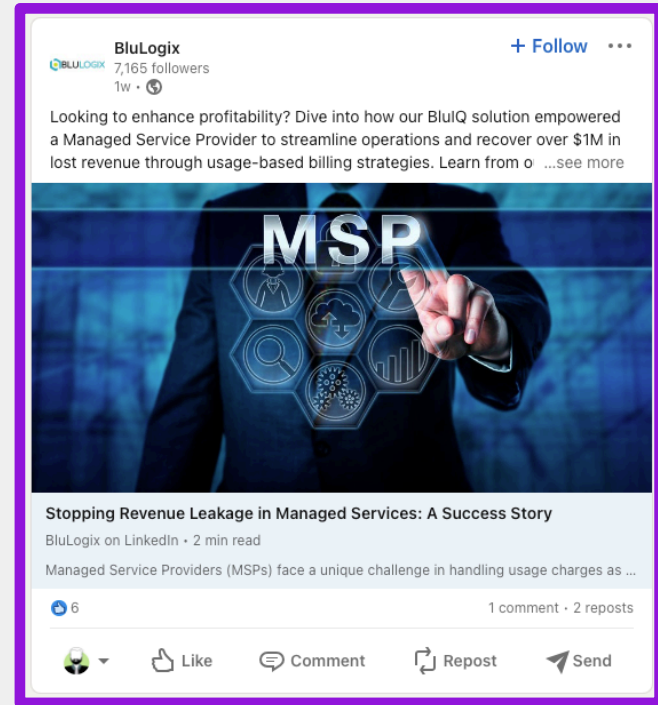
- Develop high-quality blog posts, articles, and whitepapers that showcase your expertise and address client pain points. Distribute this content through your website, social media, and email newsletters.
- By creating valuable, relevant, and informative content, you position your professional services as authoritative and trustworthy in your field.
- This content can be disseminated through various platforms such as social media, email newsletters, and industry forums, amplifying its reach.



WHAT CHANNELS TO USE?

SOCIAL.

- Utilize platforms like LinkedIn, Twitter, and Instagram to engage with your target audience, share valuable insights, and promote your services packages.
- Social media platforms serve as dynamic channels for marketing service packages, allowing you to engage with a wide audience in real-time.
- The interactive nature of social media also enables direct communication with potential clients, fostering relationships and addressing queries promptly.



WHAT CHANNELS TO USE?

NETWORKING AND EVENTS.

- Attend industry events, conferences, and webinars to connect with potential clients and showcase your services. Speaking engagements can position you as an authority in your field.
- By attending industry conferences, seminars, and meet-ups, you can establish meaningful connections with potential clients and other professionals in your field.
- Additionally, hosting your own events, such as webinars or workshops, provides a platform to demonstrate your knowledge and establish thought leadership.



WHAT CHANNELS TO USE?

EMAIL MARKETING.

- Build and maintain a mailing list to send targeted emails about your services packages, special offers, and industry updates.
- Segmenting your email list based on client preferences and behavior ensures that recipients receive relevant information tailored to their specific needs and interests.
- Automated email campaigns can nurture leads over time, guiding them towards a decision to engage with your service packages.



PS MATURITY MODEL.

A maturity model provides a structured framework to assess and improve various aspects of a team's capabilities and processes. In this context, a marketing-created maturity model can help the professional services team in several ways.

Benchmarking and self-assessment

- It allows the professional services team to benchmark their current practices against industry standards and self-assess their maturity level in key areas.

Clear roadmap for growth

- The model provides a clear, step-by-step roadmap for progression, outlining specific stages of development and the associated capabilities required at each stage.

Setting priorities for development

- The maturity model helps in prioritizing which capabilities or processes need attention and resources first based on their impact and importance.

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	Level 1	Level 2	Level 3	Level 4	Level 5
Vision	Basic business vision for the organization.	Expanded business vision for the organization.	Strategic vision for the organization.	Business vision for the organization.	Clear vision setting with a clear focus on the organization's future.
Commercial	Basic sales and services with sales focus on the sale.	Expanded sales and services with sales focus on the sale.	Strategic sales and services with sales focus on the sale.	Business sales and services with sales focus on the sale.	Clear sales setting with a clear focus on the organization's future.
Resource Management	Basic HR and services with HR focus on the HR.	Expanded HR and services with HR focus on the HR.	Strategic HR and services with HR focus on the HR.	Business HR and services with HR focus on the HR.	Clear HR setting with a clear focus on the organization's future.
Services Execution	Basic services with HR focus on the HR.	Expanded services with HR focus on the HR.	Strategic services with HR focus on the HR.	Business services with HR focus on the HR.	Clear services setting with a clear focus on the organization's future.
Finance & Operations	Basic finance and operations with HR focus on the HR.	Expanded finance and operations with HR focus on the HR.	Strategic finance and operations with HR focus on the HR.	Business finance and operations with HR focus on the HR.	Clear finance and operations setting with a clear focus on the organization's future.

PACKAGE TEMPLATES.

Creating package templates is an excellent strategy for aiding professional services teams in making informed decisions. These templates can serve as structured frameworks that guide teams through the process of designing, pricing, and presenting their service offerings.

Standardized presentation

Package templates establish a consistent format and structure for presenting services, ensuring that all offerings are presented in a uniform manner.

Clarity in offerings

Templates help in clearly defining the scope of services, deliverables, and expected outcomes, reducing any ambiguity for both internal teams and clients.

Efficient decision-making

Having pre-defined package templates streamlines the decision-making process for the professional services team, making it easier to select appropriate services for specific clients or projects.

EXAMPLE OF **SERVICE PRICING.**

	HOURS	PRICE
ESSENTIAL PACKAGE	40	\$10,000
ENHANCED PACKAGE (RECOMMENDED BY PRECURSIVE)	80	\$19,000
PREMIER PACKAGE	120	\$27,000

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THE SERVICES DELIVERY CLOUD FOR SALESFORCE

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