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Book review:

Watertight Marketing -
Delivering long-term
sales results by Bryony
Thomas. We know from
our research published
showing how
businesses manage
digital marketing, that
many businesses don't
have a defined
marketing strategy. In
fact, more than half of
businesses we

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surveyed (56%) didn't have a marketing strategy, an even higher proportion than the 46% who didn't have a digital strategy!

Watertight Marketing
Roadshow 2020

Watertight Marketing =
sales results in the long
term - 111 Gloucester
Road, Bishopston, BS7
8AT Bristol, United
Kingdom - Rated 4.9

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based on 10 Reviews...
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Best Review Watertight
Marketing Delivering
Long Term ...

What results do people
get from Watertight
Marketing? We're fully
focussed on putting the
marketing thinking,
frameworks and
processes in place that
deliver long-term sales

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results. So, let's see what that means for real clients in real terms. Check out a few client case studies →

Delivering long term sales results ... - Sticky Marketing Club
Kick off 2020 with a marketing plan for delivering long-term profitable customer relationships and seriously scalable

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sales. This fun and practical full-day workshop will equip you with confidence and clarity to know exactly where to focus your marketing efforts, and in what order, for the year ahead and beyond.

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by Bryony Thomas ·
OverDrive (Rakuten ...
All this week I'll be

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Marketing
introducing the
Watertight Marketing
Framework - giving
you the headlines on
the key concepts
explored in Part Two of
the the book.

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Watertight Marketing
Delivering Long Term
We love working with
business leaders to
make marketing a
whole company
process that supports
long-term growth.

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Identify where your marketing is leaving money on the table within your sales process. Create a sequenced plan for marketing improvements that will layer iteratively and deliver long-term payback.

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sales results in the long
term ...

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Watertight Marketing :
Delivering Long-Term
Sales Results.. [Bryony
Thomas]-- Are you
wasting your money on
marketing? Most
businesses are.
They've got serious
profit leaks. So when
they run their
marketing Taps,
revenue simply pours
out of a leaky Bucket.
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Who is Bryony Long
Thomas? - Watertight
Marketing

Watertight Marketing
are hitting the road in
2020. Join us for the
kick-off session in
Bristol where Bryony
Thomas will be
delivering her award-
winning workshop,
Tweak Your Leaks to
Double Your Profit.

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Tweak Your Leaks
Workshop with Bryony
Thomas

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Bryony is also the author of 'Watertight Marketing - delivering long-term sales results'. "Bryony recently presented her Tweak Your Leaks, Double Your Profits workshop to one of my Vistage Business Leader groups to universal acclaim.

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About us. Watertight Marketing, created by Bryony Thomas, is a comprehensive methodology that puts your business on a sustainable upward curve. This powerful and proven approach, as captured in the book of the same name is the product of over 30,000 hours of experience, and a

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£500,000+ time
investment. Long
Term Sales
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That marketing's
responsibility is to
deliver you leads and
then sales picks them
up and does something
with them. I think that
disconnect is one of

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the key issues here. In the Watertight Marketing methodology what we talk about, this is the funnels, part of the buckets, funnels, and taps.

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A marketing task for each step 2. Identify

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your leaks The Thirteen
Touchpoint Leaks The
Four Foundation Leaks
Sales funnels don't
exist SUMMARY OF
PART ONE PART TWO:
WATERTIGHT
MARKETING 3. Their
needs = your
messages The Logic
Sandwich Messaging
for momentum When
to say what The long-
term benefits Key
points 4. Their pace =
your timing

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businesses are.
They've got serious
profit leaks. so when
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