



Marketing Portfolio

MARK HOWELLS | DIGITAL MARKETING MANAGER


Smarketing

I revised the Smarketing methodology to fit the firm and implemented it to foster the importance of cohesive processes for sales and marketing



Segmentation

With a specific segmentation strategy, I use diverse tactics to target certain groups, especially across industry segments



Manufacturing Mike

Internal Notes

Roles	Owner of Brick & Mortar manuf
Goals	Continue building a sustainable c
Challenges	Finding skilled labor, competitor
	for succession

Demographics

Age	40+
Income	90k +
Education	College educated

Story

Story	Mike is not at the plant a lot, but company. He likes to focus on the process of obtaining new business regional associations he belongs association website. He is conce overlap regionally with companie
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C-Suite Spotlight

Construction Edition



Tips for Sustainable Construction Cash Flow

Everyone has heard the saying... Cash is King. The point of this saying from an accounting perspective is that it is not enough for a business to be profitable in order to be successful. In addition to profitability, a business must be well capitalized and have proper cash management to even stay in business. Let alone provide worthwhile returns to ownership. In the world of construction, these points are magnified by the unique and complex cash management challenges faced by the industry.

Management of cash flow begins for the contractor well before a job actually starts. There are important decisions which need to be made in developing a bid and in entering into a contract. Here are a couple important cash flow factors to consider before committing to a new construction contract.

[Read More](#)



BUY MY CONSTRUCTION COMPANY

[6 Reasons Why No One Will Buy Your Crappy Construction Company](#)

Every contractor executes an exit strategy. Few do much planning. Those who fail to plan might discover their only option is to lock the doors and walk

Workflow is active.

Welcome! Try using the more powerful segmentation options to start your workflow. [Learn more](#) | [Switch back](#)

Automatically enroll contacts when they meet these criteria:

The contact property **Contact Type (Prospect, Ref, Client)** is equal to Death

and...

or...

Contacts will be enrolled the first time they meet the criteria above. (Change)

Set a contact property **Persona** to Death Care Debbie

Workflow end

20 completed workflow

WORKING WITH SMES TO BUILD BUYER PERSONAS

INDUSTRY SPECIFIC NEWSLETTERS

USING WORKFLOWS TO KEEP SEGMENTATION AUTOMATED

I updated the blog with functionality to drive traffic and conversions like commenting, forms, CTAs, and social sharing

5 things great leaders do during mergers & acquisitions

Aug 2, 2016 1:21:39 PM / by admin

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According to a 2016 Merger & Acquisitions (M&A) survey by KPMG, 91% of [companies](#) planned to initiate at least one acquisition in 2016. That's a significant jump from 62% in

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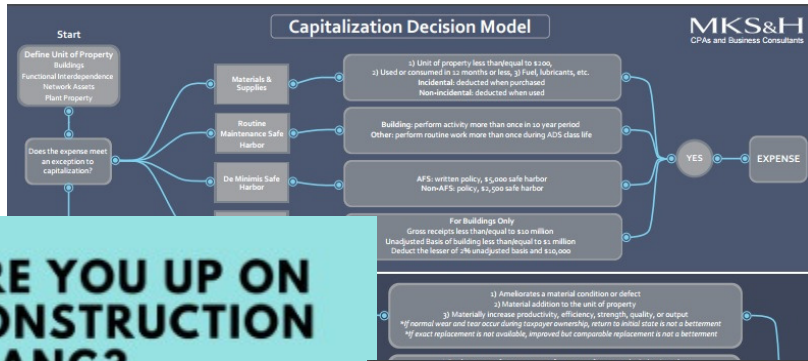
- Advisory
- Audit & Accounting
- Construction Industry
- Death Care Industry
- Information Technology
- Manufacturing & Distribution Industries
- Tax

All the top stories

Best of the best

Expanded Content

I've designed and built diverse types of expanded content including infographics, eBooks, videos, and flowcharts to drive views and gated content leads



MKS&H Videos

OUTSOURCING BUSINESS FUNCTIONS

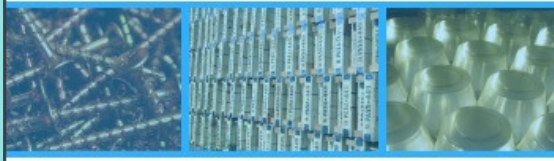
Questions to ask before picking your provider

ARE YOU UP ON CONSTRUCTION SLANG?

Here's some well and not well known slang from the construction site. How'd you do in your slang knowledge?

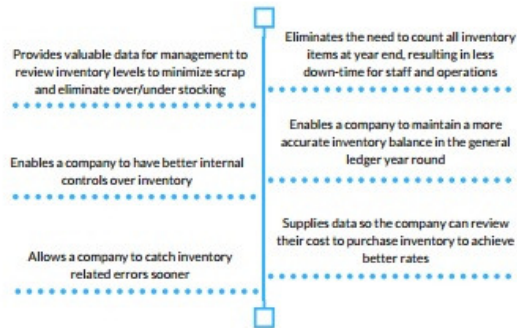
- 1 ALCOHOL STICK**
8 or 8 1/2 inch level
- 2 BEATER**
Electrician's flat snow-driver that is used for everything (shovel, pry bar, etc.)
DM
4-8 or 200 slings hammer
- 3 BUCKET OF OHMS**
Something to tell your apprentice to get you (WARNING: smart ones just might come back with a 3 gallon metal bucket filled with 2 hole conduit straps!)
- 4 CHICKEN CHASER**
V shaped hand chisel for marking pipe
- 5 CORN DOG**
Small pneumatic chisel
- 6 FRENCH BROOM**
Sheetrock Square
- 7 GAS AXE**
Cutting Torch
- 8 INDIANA ROUND LADDER**
A bucket
- 9 MARTINI**

EFFICIENTLY COUNTING INVENTORY



Have you ever found your company in a position where you have too much of one inventory item and not enough of another? Or found your company in a position where you could not fill a parts or sale request? Or had to halt your company's production due to a lack of inventory? If you have, a cycle count of inventory might be a process to consider.

Cycle counting inventory is a management technique where a small amount of inventory is counted periodically over a fiscal year. This technique eliminates the need to count every inventory item at year end. Some of the benefits of cycle counting include:



These are just a few examples of how a cycle count inventory management process could benefit your company. As such, a full inventory count at year end might not be the best process for your company and cycle counting could be something to consider transitioning to.

MERGERS & ACQUISITIONS

SEVEN KEY PRE STRATEGIES THAT SPELL THE DIFFERENCE BETWEEN SUCCESS AND FAILURE IN MERGERS AND ACQUISITIONS

1. CONSIDER THE FIT

If two businesses don't have compatible goals and ethics, merging them can be counter-productive. This includes financial structures that can be merged, as well as compatible customer bases and corporate cultures that aren't radically different.

2. LISTEN TO THE SELLER

Money often isn't the deal-breaker. If you can satisfy the seller's non-financial concerns, you'll have more negotiating power and the deal will go more smoothly.

WHAT'S YOUR FINANCIAL HEALTH?

It could be really good at the time you need them to take on, but don't overlook a potential vendor's financial history.

WHAT'S YOUR EXPERIENCE IN MY INDUSTRY?

Of course you want a partner with the right technical skills, but just as important, or perhaps more so, is their knowledge of your industry.

WHAT SECURITY MEASURES DO YOU HAVE IN PLACE?

Outsourcing can include complex privacy and data security issues, which must be taken into consideration when choosing a vendor.

HOW WILL YOU MANAGE MY ACCOUNT?

Learning how and by whom your account will be managed is critical to a successful outsourced vendor relationship.

CAN YOU BE FLEXIBLE ENOUGH?

WHAT'S YOUR MIGRATION PROCESS?

CTAs



**MORE
CONSTRUCTION
INSIGHTS**

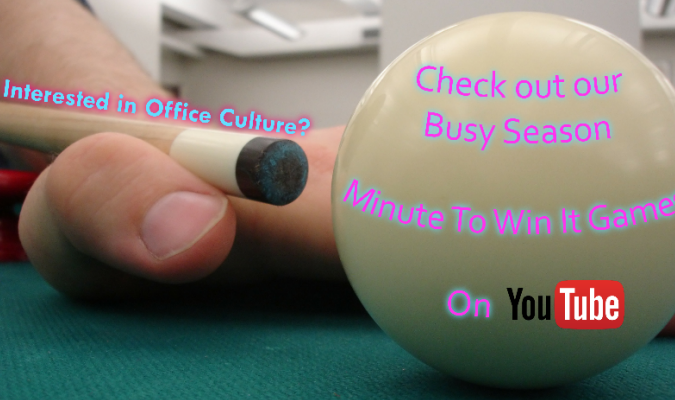
**CONSTRUCTION
ARTICLES**



For more info on what to find out before outsourcing
HERE'S ALL THE SPECIFICS

HERE'S A QUICK VIDEO WITH MORE INFO
ON HOW THE R&D CREDIT WORKS

HOW CAN YOUR COMPANY
USE THE R&D CREDIT?



Interested in Office Culture?
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Busy Season*
Minute To Win It Games
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ONE OF YOUR BIGGEST
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10 M&A
STRATEGIES
FOR YOUR
SUCCESS



PRE AND POST DEAL

I DESIGNED CTAs TO USE THROUGHOUT ARTICLES AND WEB PAGES TO INFLUENCE CONVERSIONS

M&A STRATEGIES


10 Pre and Post M&A Strategies



Clarity For Your Business
We put complex financial data into
meaningful context.
www.mksh.com

MKS&H June 28 at 7:47pm

Get the free ebook on keeping efficient inventory levels, counting techniques, and handling obsolete inventory.



Your Inventory Can Make or Break Your Business
ebook: Keeping inventory at the right levels, and having effective processes setup to handle your inventory has profound impact on your bottom line.

INFO.MKSH.COM | BY MKS&H [Download](#)

Construction Slang

Are you up on these terms?



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MKS&H June 15

Infographic: Key Questions to Ask Before Outsourcing any Business Function - <http://info.mksh.com/questions-for-outsourcing-business-provi...>
#business #management



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10 PRE AND POST M&A STRATEGIES

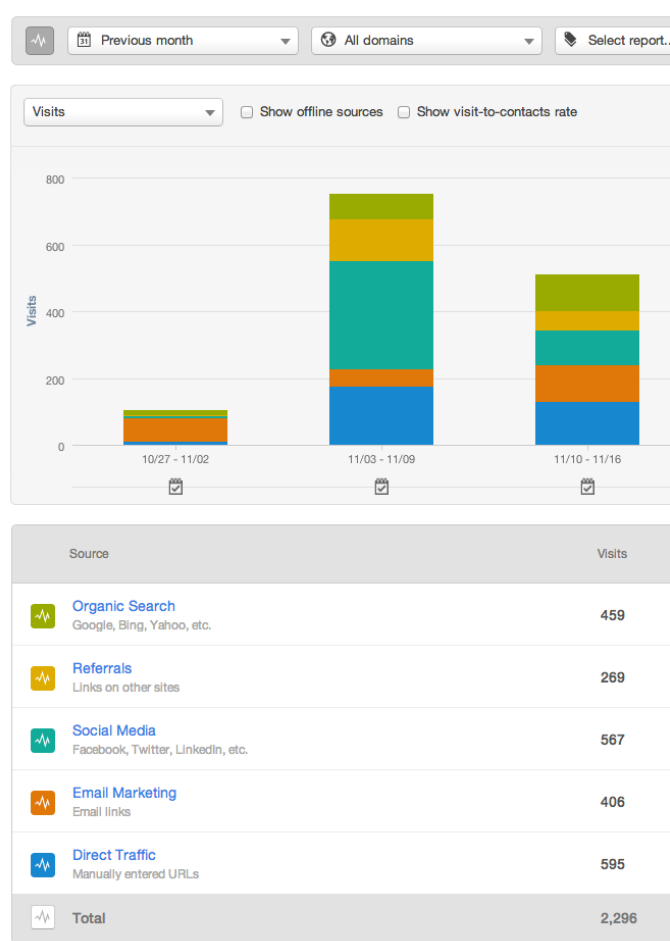
Social & Search Ads

Working with both social and search ads, I employ targeting opportunities both broad and specific

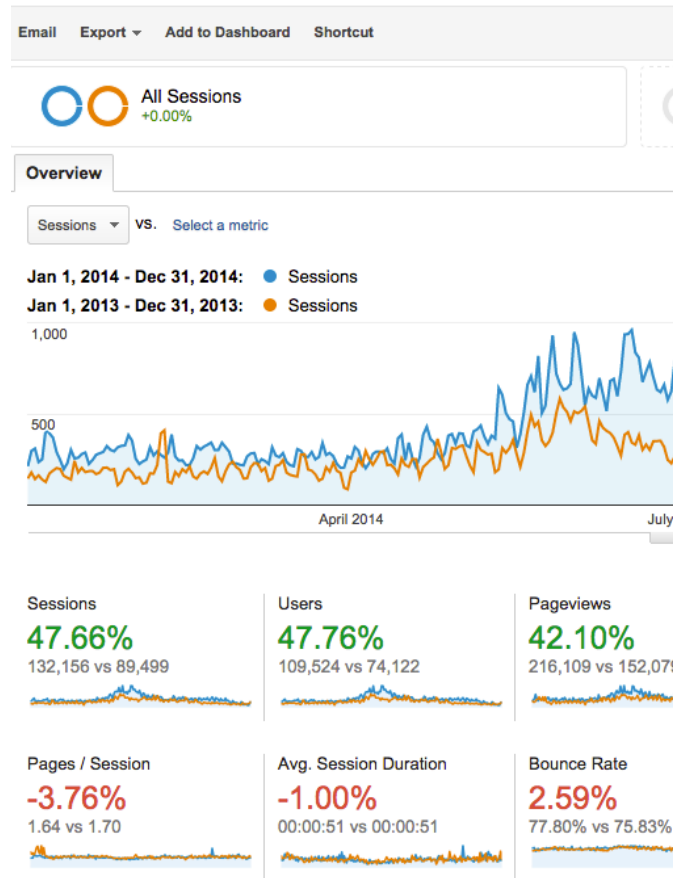
ANALYTICS

USING A COMBINATION OF TOOLS, I CAN GET THE FULL PICTURE OF HOW MARKETING IS PROGRESSING AND WHAT AREAS NEED ADJUSTMENT

*example data



Audience Overview



HUBSPOT

GOOGLE
ANALYTICS

KLIPFOLIO

BOULDER, CO
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MARKBH4@GMAIL.COM

