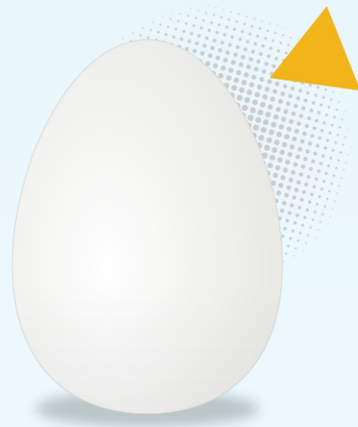


Which comes first?

EGG OR



CHICKEN?



Similarly,

Marketing or Sales?

Answering the biggest differences
between Marketing & Sales just
for you 🙌



WHILE MOST KNOW THAT IT IS DIFFERENT...

Very few understand it.

Let us go through these and learn
together!



ROLE IN THE CUSTOMER JOURNEY



Marketing's job is attracting potential customers to your brand only.
In short, to generate leads.

Sales' job is getting these interested prospects to make a purchase.
In short, to convert leads to deals.



BROAD VS. TARGETED



Marketing entails broad tactics like advertising, content creation, & social media to reach a wide audience. To cast a wide net to capture potential leads.

Sales takes a targeted approach. Only zeroing in on 'qualified' leads. Like a sniper, aiming for precision.



CONTENT VS. CONVERSATION



Marketing relies heavily on content - blog posts, videos, infographics - to educate and inform potential customers.

Sales is about one-on-one conversations. To build rapport, address objections, and close deals through personalized interactions.



LONG-TERM VS. IMMEDIATE RESULTS



Marketing is a long-term activity; to nurture leads over time. Like planting a seed and patiently waiting for the tree to grow.

Sales is immediate results, focusing on closing deals. Like reaping the harvest when the fruit is ripe.



METRICS THAT MATTER



Marketing measures success through metrics like website traffic, click-through rates, and lead generation.

Sales measures metrics like conversion rates, sales revenue, and customer acquisition cost.



WANT TO KNOW MORE AND UNDERSTAND?

“The Customer Journey: From Marketing Funnel to Sales Pipeline”?

Schedule Free Consultation!

Get Started



Sambhav Shah

sambhav@thedigitalaura.com

+91-8141200284