



# MARKETING VS. SALES

Lengyel Zoltán – Strategic advisor, Online expert

# What if forces would be unified?

Marketing vs. Selling



# Targeting, process vs messages, promotion



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# Two dimensions of the same thing



Figure 2: Marketing Funnel vs. Sales Activities

# Marketing, Sales & Customer Lifecycle management





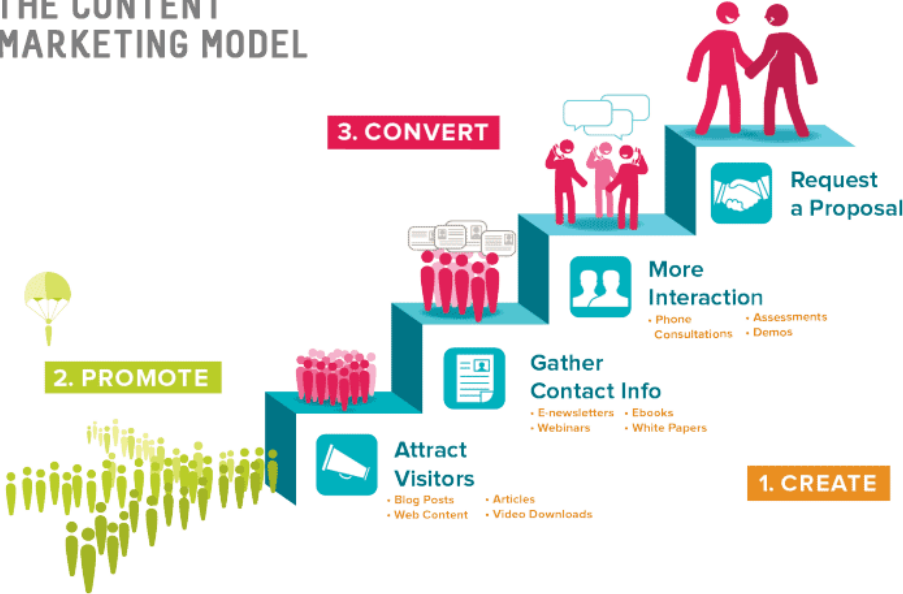
# Content marketing and sales

## Content Marketing



# Content marketing and sales

## THE CONTENT MARKETING MODEL



**CONTENT IS KING**  
**CONTEXT IS QUEEN**



# May the force be with You!



Phone: +36-30-444-02-99

Email: [zoltan.lengyel.mail@gmail.com](mailto:zoltan.lengyel.mail@gmail.com)

LinkedIn:

<http://www.linkedin.com/in/zoltanlengyel>