

inboundMarketing 101

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What is Inbound Marketing?

Inbound Marketing is the process of attracting the attention of prospects, via content creation, before they are even ready to buy. It is a style of marketing that focuses on getting found by new visitors, converting traffic into leads, and analyzing performance.

It's the opposite of "outbound marketing" which includes traditional advertising and cold-calling. When done right, it can be one of the best and most cost-effective ways to convert strangers into customers and promoters of your business.

HubSpot defines inbound marketing in this way:

"Sharing is caring and inbound marketing is about creating and sharing content with the world. By creating content specifically designed to appeal to your dream customers, inbound marketing attracts qualified prospects to your business and keeps them coming back for more."

Content Marketing Institute defines inbound marketing (*aka content marketing*) like this:

"Content marketing is a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action."

TrusteMedia.com says (*also quoted by Forbes Magazine in this article*):

"Inbound Marketing is a marketing strategy where businesses implement tactics to 'get found' by customers. Inbound Marketing involves creating and providing valuable content for your customers, promoting your remarkable content, building customer relationships, and overall 'pulling' the customer toward you. Inbound Marketing strategies create brand awareness, improve Search Engine Optimization, create thought leadership, develop valuable customer relationships, establish credibility, and build trustworthy reputations."



Knowledge is Power

Key Inbound Marketing Terms You Need to Know

BLOG: This is short for web log or weblog. Blogs are usually maintained by an individual or group of people. A personal blog or business blog will traditionally include regular entries of commentary, descriptions of events, or other material, such as photos and video. Note: if you are blogging for business, you should always add a call-to-action to ensure your blog is generating leads.

CALL-TO-ACTION (CTA): A text link, button, image, or some type of web link that encourages a website visitor to visit a landing page and become a lead. Some examples of CTAs are “Subscribe Now” or “Download the Whitepaper Today!”

KEYWORD OR KEY PHRASE: Picking keywords is the process of determining what topics are most relevant to your target audience or buyer persona, and crafting content around those topics. Identifying keywords to use in order to showcase your knowledge are how you get found in search engine results (via SEO).

KEY PERFORMANCE INDICATOR (KPI): Metrics you look at to track progress toward your goals.

LANDING PAGE: A website page containing a form that is used for lead generation. This page revolves around a marketing offer and serves to capture visitor information in exchange for the valuable offer.

LEAD: A person that transforms from an anonymous website visitor into a known contact part of your business sales cycle. This process occurs as the visitor provides his or her contact information in exchange for valuable content.

LEAD NURTURING CAMPAIGN (aka: WORKFLOW): An email series that can be triggered after someone fills out a form on your landing page, or takes some other type of action. These emails help guide them through the sales funnel, providing more content and points of contact.

PREMIUM CONTENT OFFER: The content provided once a lead has filled out a landing page form.

SEARCH ENGINE OPTIMIZATION (SEO): The process of improving the volume or quality of traffic to your website from search engines via unpaid or organic search traffic.

DOWNLOAD THE FULL INBOUND MARKETING GLOSSARY HERE.



Our 7-Step Lead Generation Process

A great inbound marketing program follows these seven steps, which we work through daily with our clients in order to ensure they are generating new traffic from a variety of sources, converting visitors to leads, and qualified leads to customers.

Each step of this process is critical in the execution of a successful inbound marketing program. On the following pages we'll break down each step so you, too, can begin developing your inbound marketing plan.



Getting Started

Your inbound team must work together from the very beginning in order to put together a cohesive plan. You should walk away from this meeting with clear answers for the following items:

- Who is your target persona?
- What are your goals?
- How will your blog look?
- What will you write about?
- What type of premium content will you offer?
- Who is your Blog Manager? Blog Publisher? Writers?
- How will you promote your blog?
- What is your social strategy?



Our 7-Step Lead Generation Process

CONTENT IS KING.

Your first order of business once your website/blog is launched is to write, write, and write some more.

A variety of content is key to your success. Different types of blog posts, podcasts, webinars, video, and of course a variety of premium content offers that will help you gather information about your visitors and prospects.



Myth: *If you build it, they will come.*

Fact: You've got to promote your blog regularly and in a variety of ways.

A solid blog promotion strategy is key to your success. Keywords and SEO will help with organic traffic, while a strong presence on social media will be equally important.

Email marketing campaigns, marketing pieces, internal collateral, and on your website are just a few other important distribution channels.



Our 7-Step Lead Generation Process

What's a lead generation campaign without any leads?

Premium content offers, the perfect call to action language, creation of landing pages, and forms with tracking capabilities are all part of capturing leads and tracking their activity, interest, and buying cycle stage.

STEP 4

CAPTURE

Convert visitors to leads to generate a list of qualified prospects.



Premium
content offers



Compelling calls
to action



Landing pages and
contact forms

The right software is key for a successful inbound marketing plan...

Are you able to capture the information you need?

Do you have in-depth analytics for every page and blog post? Can you set up smart lists and automated lead nurturing emails? Can you track your keywords? These tools will take your inbound marketing to the next level.

STEP 5

ANALYZE

Review the data to determine
what's working, what's not, and how to adjust.



Use Hubspot tools to identify:

- Top lead sources
- Which topics/posts are read most
- Which offers are converting readers to leads

Our 7-Step Lead Generation Process

STEP 6

CULTIVATE

Maintain lead nurturing and marketing automation to continue to establishing trust and credibility.

Use marketing automation (email campaigns and work flows) to help the visitor:

- Get to know you better
- Learn more about your company and products
- Move through the sales funnel



Lead nurturing is key to establishing and building relationships with your prospects and new leads.

You'll be able to:

- Distribute additional content and guide them through the sales funnel
- Provide them with more touch points and opportunities to interact
- Stay top of mind
- Automate everything to ensure no lead is left untouched

STEP 7

CONVERT

Get visitors to raise their hand and ask to be contacted.



Implement a plan of approach and conversion strategy to close new customers through the use of:

- Lifecycle stages
- Segmented lists
- User history

Turning Leads into Customers

Converting leads into customers is much easier with an inbound marketing program – they're no longer cold calls, but instead relationships you've built in a space they're comfortable in. You'll know when it's time to make contact and have a strategic plan in place to do so.

Content is KING

Understanding and Utilizing Different Types of Content

By now you probably get the idea that content is the basis for a successful inbound marketing program. It's what attracts new prospects and helps you retain customers. It's what people come to you for and it's how you get found on search engines. It's what provides value to your audience and it highlights your areas of expertise.



In short...
Content is king.

By publishing content that shows buyers you understand their problems and can show them how to solve them, you build credibility.

ARDATH ALBEE
AUTHOR OF EMARKETING STRATEGIES
FOR THE COMPLEX SALE

While blogs are one of the best channels to distribute this information online, there are a variety of types of content that you can create to ensure you're providing *information that people search for and want to consume.*

- Blog posts
- eBooks
- Whitepapers
- Interviews
- Content curation
- Videos
- Webinars
- Podcasts
- Checklists
- Free demo/consultation

What's In It For Me?

The Many Benefits of Inbound Marketing

The benefits of inbound marketing are vast, and like most marketing tools, some can be specifically measured (like increased website traffic and social media shares) while others are less tangible (like developing thought leadership). All are important and beneficial to your overall marketing and sales goals.

Here are the top benefits seen from successful inbound marketers:

- Be viewed as an expert and thought leader by your prospects, clients, and peers
- Drive new traffic to your website
- Be found on search engines (SEO)
- Increase connections and engagement on social media
- Hotter leads for sales to call on
- Raving fans of your brand who share your story and recommend your business
- Employees increase knowledge of products and services
- New opportunities like speaking engagements and guest blogging
- Strengthen relationships with current customers and retain more business by continuing to share your expertise and resources

Metrics That Matter

Key Performance Indicators

We've talked about the overall benefits of inbound marketing, including the many intangible benefits that contribute to the bottom line. However, it's also important that from the beginning you set measurable goals to ensure you are heading in the right direction.

While the ultimate end goal may be new customers – the below Key Performance Indicators are the stepping stones to new business.

Key Performance Indicators You Should Be Tracking:

- Visitors per month
- Growth in overall traffic
- Growth in organic traffic
- Growth in social traffic
- Growth in referral link traffic
- Growth in direct traffic
- Growth in email marketing traffic
- Blog posts per month
- New premium content offers
- Blog post performance
- Landing page performance
- Landing page conversion rates
- Keywords in top 100
- Keywords in top 10
- Keywords in top 3
- Leads generated per month
- Growth in leads generated
- New customers
- CTA button conversion rate
- Blog subscribers
- Increase in blog subscribers
- Social media reach
- Growth in social media reach
- Growth in social engagement and shares

Write That Down

Quotes About Inbound Marketing Worth Noting



“ *People share, read, and generally engage more with any type of content when it's surfaced through friends & people they know and trust.*

-Malorie Lucich, Facebook Spokesperson

“ *No matter what, the very first piece of social media estate I'd start with is a blog.*

-Chris Brogan, Keynote Speaker and Founder of New Marketing Labs

“ *There are no magic wands, no hidden tricks, and no secret handshakes that can bring you immediate success, but with time, energy, and determination you can get there.*

-Darren Rowse, Founder of ProBlogger

“ *Focus on the core problem your business solves & put out lots of content, enthusiasm, & ideas about how to solve that problem.*

-Laura Fitton, Founder of OneForty.com

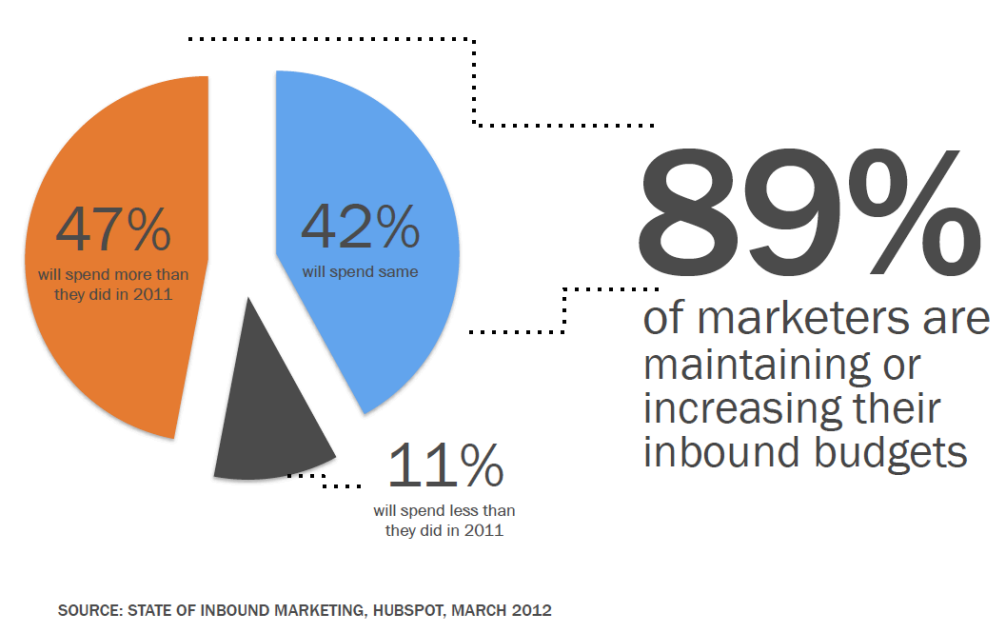
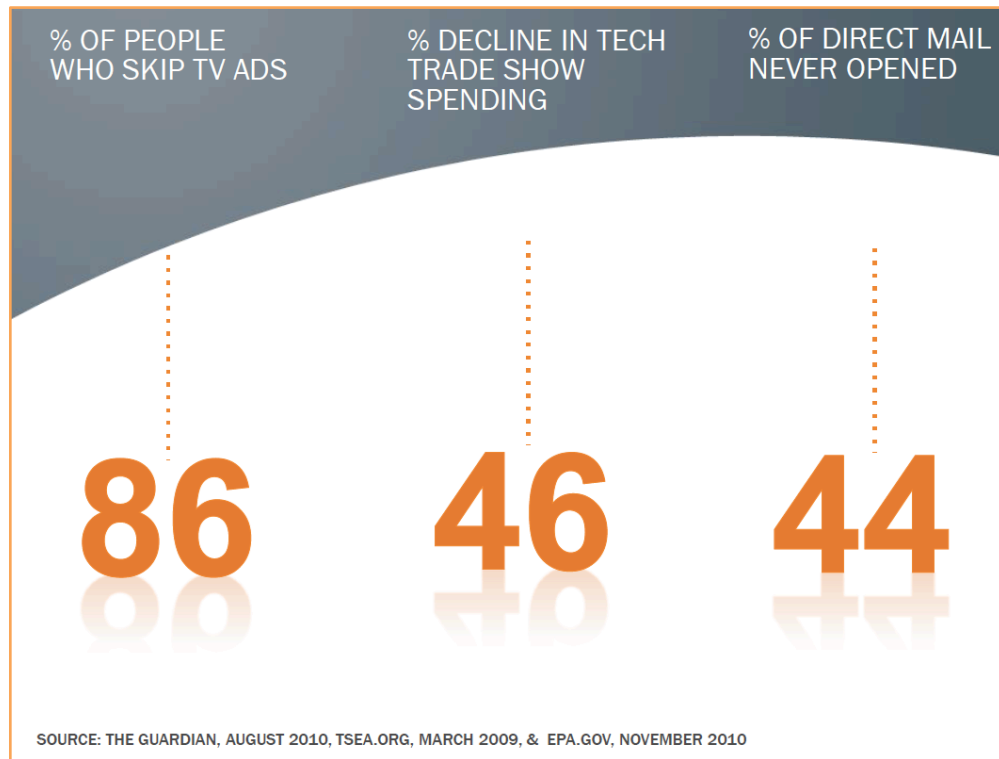
“ *If you have more money than brains, you should focus on outbound marketing. If you have more brains than money, you should focus on inbound marketing.*

-Guy Kawasaki, Former Chief Evangelist of Apple and Co-Founder AllTop.com

What's Working in Inbound

Key Points from HubSpot's 120 Marketing Stats, Charts, & Graphs

Download the full presentation [here](#).



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Inbound marketing costs **61% LESS**
per lead than traditional, outbound marketing.

OUTBOUND:
AVG COST/LEAD: \$346

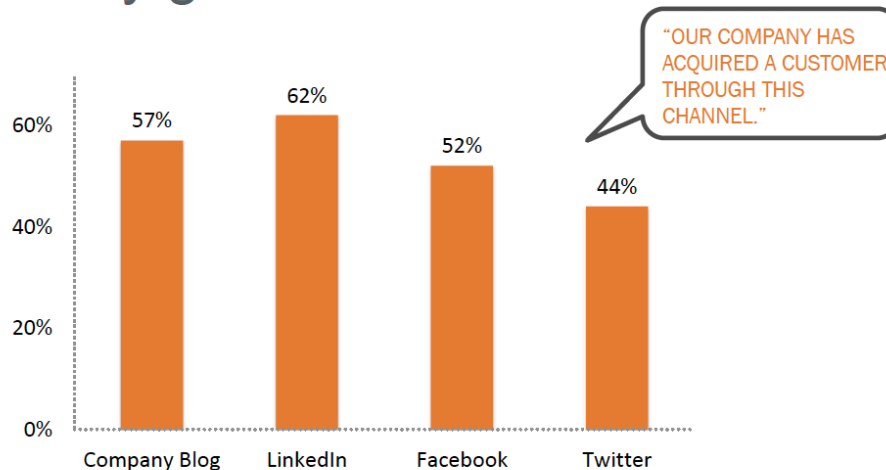


INBOUND:
AVG COST/LEAD: \$135



SOURCE: STATE OF INBOUND MARKETING, HUBSPOT, MARCH 2012

Inbound marketing tactics
don't just generate leads.
They generate **revenue**.

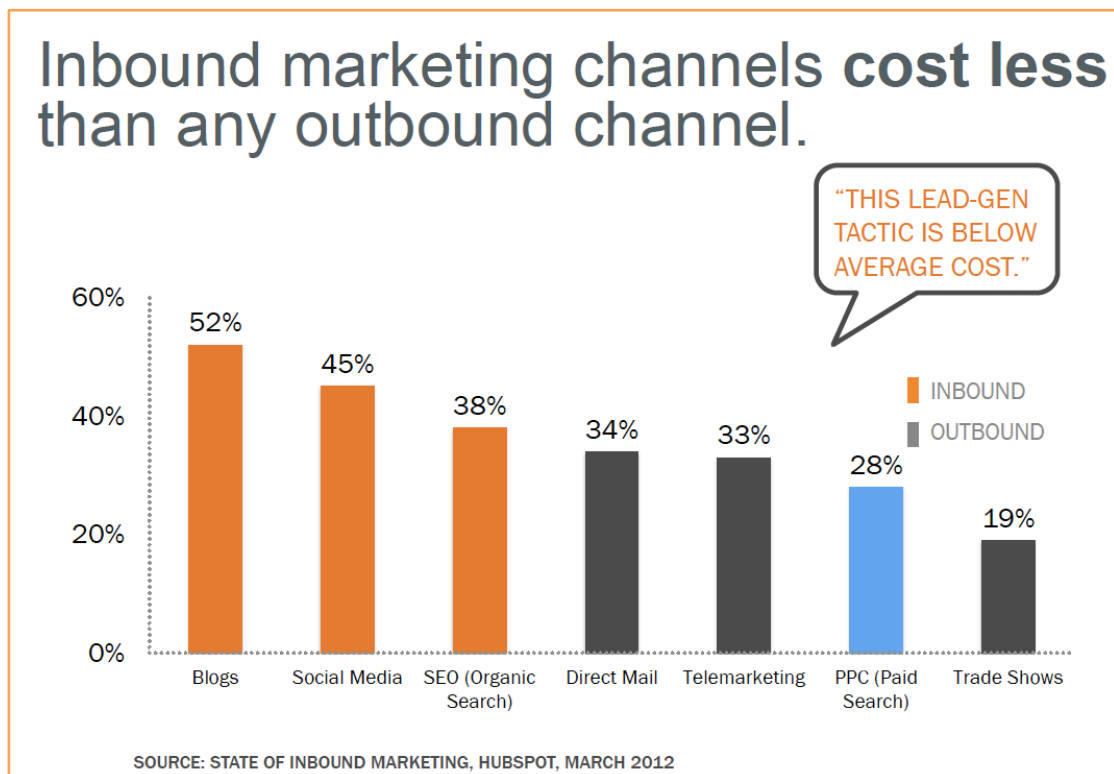
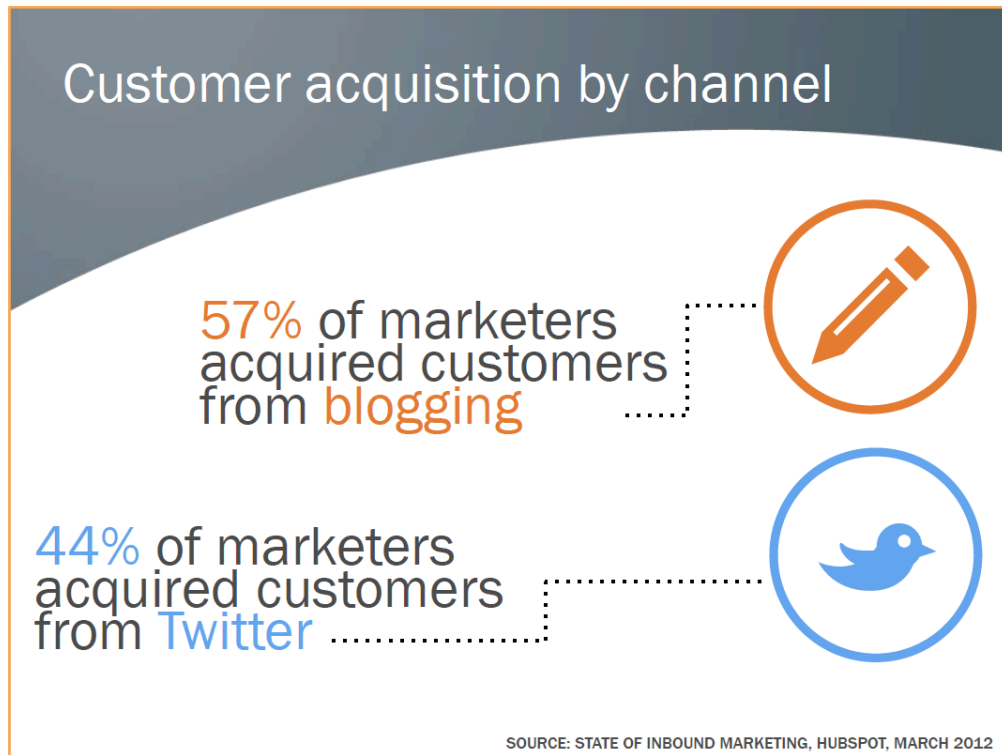


SOURCE: STATE OF INBOUND MARKETING, HUBSPOT, MARCH 2012

What's Working in Inbound

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The next move is up to you...

Want to learn even more about inbound marketing?

[Sign up for our weekly email series](#) and get a year's worth of inbound marketing tips delivered to your inbox.



Schedule a free consultation with one of our inbound marketing consultants and you'll receive a complimentary website review to see where you can start attracting more traffic and generate new leads immediately.

