

Increase your lead generation  
and show off your expertise with

# inbound MARKETING

Inbound marketing is about making marketing **that people love**. By publishing the right content in the right place at the right time, your marketing becomes relevant and helpful to your customers and prospects, not interruptive.

We help you incorporate this strategy into your marketing plan so that your salespeople can spend more time on quality appointments and growing your business.

“ *We need to stop interrupting what people are interested in.  
And be what people are interested in.*

-Craig Davis, Chief Creative Officer, J. Walter Thompson

# In•bound Mar•ket•ing

noun “in-bound mahr-ki-ting”  
(see also: “marketing that consumers don’t hate” “content marketing” “lead generation”)

The process of attracting the attention of prospects, via optimized content, before they are even ready to buy; the best and most cost-effective way to convert strangers into customers and promoters of your business.



**Did you know?** Inbound leads cost an average of 62% less than traditional leads from outbound marketing. HubSpot.com

## Benefits of Inbound Marketing:

- **Get found online by prospects** via search engines, referrals, and social media!
- **Capture leads** who “raise their hand” and show a need for your services.
- **Be known as a thought leader** and expert in your industry, and to existing clients.
- **Nurture leads** through the sales funnel until they are sales ready.
- **Less cold-calling for your salespeople** so they can spend more time on quality appointments and doing what they do best... SELLING!
- **Reduce the average cost of a lead** for your organization.

We’ve created a partnership with HubSpot, the number one inbound marketing software company in the world, to ensure all elements of an inbound marketing program are easily navigable and accessible to our clients. Our trained Inbound Marketing Consultants will teach your team to implement the strategies behind inbound marketing and the many tools that HubSpot has to offer in order to be successful.

Our comprehensive, and customizable, consulting service plans provide training, support, and implementation at a variety of levels to fit the needs of every type of business. Every service level receives ongoing coaching and consultation from a dedicated Inbound Marketing Consultant, as well as weekly training and strategy calls, lead management, monthly recaps, HubSpot setup, search engine optimization, social strategy, content written for your unique target persona, and much more!



### **BASIC:** \$2,000/month\*

Great for small companies to get started on their own inbound program.

### **PROFESSIONAL:** \$4,300/month\*

Perfect for companies looking for more help with content and software.

### **PREMIUM:** \$7,500/month\*

Our most comprehensive plan with extensive content and management support.

Learn more at <http://salesctr.me/inboundprice>

\*HubSpot software monthly fees are not included in consulting prices.

Every client is required to have an Inbound Planning Day at the reduced price of \$2,500.



# Our 7 Step Lead Generation Strategy for Inbound Marketing Success:

## How does it work?

## How can we help?



01  
PLAN

Success begins with a solid inbound marketing strategy covering everything from setting goals and identifying target personas to developing your SEO and social strategies.

All inbound marketing clients will have an in-market Strategic Inbound Planning Day facilitated by your Inbound Marketing Consultant.



02  
CREATE

Consistently developing remarkable content for your target persona that will attract new visitors, convert them into leads, and position you as a thought leader is what inbound marketing is all about!

With a goal of publishing 2-4 blog posts a week, content is provided for all service plans ranging from 6 to 16 blog posts a month and 1 to 4 premium content pieces a quarter, depending on the support you need.



03  
DISTRIBUTE

We'll combine strategic keywords with great content to get found in search engines, as well as promote via social media, email marketing, and referrals via social media and email marketing.

Promotion of your content will be implemented through your keyword strategy, ongoing social media publishing, lead nurturing emails, and other marketing initiatives.



04  
CAPTURE

Premium content offers (eBooks, whitepapers, etc.), compelling calls to action, and landing pages with contact forms will be used to convert visitors to leads.

Every premium content piece provided will include the creation of a landing page (and associated thank you page and email). Some service plans also include custom designed Call-to-Actions.



05  
ANALYZE

Being able to effectively review the data that HubSpot provides in order to determine what's working, what's not, and how to adjust.

You'll receive Monthly Marketing Reports with a review of your Key Performance Indicators, as well as many different tools for reporting and analyzing data through the HubSpot software.



06  
CULTIVATE

Automated marketing, lead nurturing campaigns, and effective content mapping will help you to establish trust and credibility while moving leads through the sales funnel before handing them off to your sales team.

We will design and develop, and assist in setting up and managing strategic lead nurturing email campaigns and automated workflows.



07  
CONVERT

Getting visitors to raise their hand and ASK to be contacted. Then, having the plan of approach and conversion strategy in place in order to effectively close new customers... the inbound way.

The setup and use of Lead Scoring and Lifecycle Stages in HubSpot helps you sort through leads and identify hot prospects. You'll also receive follow-up training to increase your success with inbound leads.



*It's a "Publish or Perish" world for lead generators, sales organizations, and marketers.*

If you publish a lot, then you're actively involved and engaged with your prospects and customers. If you don't, you're seen as disengaged and uninvolved.

If you publish great content, you're seen as well-informed, credible, and a thought leader.

If you publish crummy content, you're seen as... just that.



*"Inbound marketing is a strategic initiative that helps companies improve... even non-profits! Working with The Center for Sales Strategy helps all the tactical work stay focused on the overall strategic campaigns. They are inbound marketing professionals.*

- Todd Storch, President and Founder  
Taylor's Gift Foundation  
TaylorsGift.org

*"Working with The Center for Sales Strategy has allowed us to eliminate the need for a full-time person to manage our inbound marketing initiative, while allowing us to focus more on being thought leaders and creating great, compelling content. We're now able to be strategic in our online lead generation efforts, and the growth we've seen in one year has been tremendous.*

-Matt Mills, Director of Sales  
Hubbard Broadcasting | Washington DC  
DCMarketingPro.com and  
FederalMarketingInsights.com

## You are what you publish:



It's how you get highly-ranked by Google and found early on in the research process by potential prospects.

It's how you get recognized as an authority in your industry.



*"The Center for Sales Strategy has been a tremendous partner to CMG Houston during strategy, building and on-going maintenance of our inbound marketing forum. We are impressed by their thorough campaign management, proactive suggestions for how we can accelerate our program and in-depth knowledge on what it takes to maximize our investment with HubSpot."*

-Anne Marie Henick, Director of Marketing Services  
Cox Media Group - Houston | HoustonMarketingMatters.com

Do you want to take the next step in learning about how we can help your company lower the cost of a lead and establish your brand as a thought leader?

Are you ready to start generating more quality leads for your salespeople?

**Set up an Inbound Marketing Consultation today!**

Email us at [inboundhelp@LeadG2.com](mailto:inboundhelp@LeadG2.com) or go to [LeadG2.com](http://LeadG2.com) for more info.