

THE ROI OF INBOUND MARKETING

6 TYPES OF INBOUND MARKETING
ROI BEYOND YOUR BOTTOM LINE



LEADG2

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BRINGING IT ALL TOGETHER

INTRODUCTION



Inbound marketing is a powerful strategy for attracting, engaging, and delighting customers. However, too often businesses get stuck focusing solely on one metric—leads that directly convert to sales.

This myopic view means they are missing out on the many other ways inbound marketing can generate an impressive return on investment.

This eBook aims to shine a light on the 6 key ways you can measure the true ROI of your inbound marketing efforts:

ROI #1 UNCOVER NEW LEADS

Inbound marketing helps you reach and engage with prospective customers you may have never connected with through traditional outbound tactics.

ROI #2 CLOSE MORE EXISTING NON-LEADS

Your inbound content and interactions can help convert existing contacts who weren't previously ready to buy into closed deals.

ROI #3 CLOSE MORE BUSINESS WITH SUPERIOR LEAD INTELLIGENCE

The data and insights you gain on your website visitors and leads can arm your sales team to have more personalized, effective conversations.

ROI #4 INCREASE ONLINE VISIBILITY AND BRAND RECOGNITION

Consistent inbound marketing helps boost your search rankings, social media presence, and overall brand awareness.

ROI #5 ESTABLISH AND MAINTAIN THOUGHT LEADERSHIP

Providing valuable, educational content positions you as an industry expert, building trust with both new and existing prospects.

ROI #6 NURTURE “NOT-READY-TO- BUY-YET” LEADS TO CLOSE

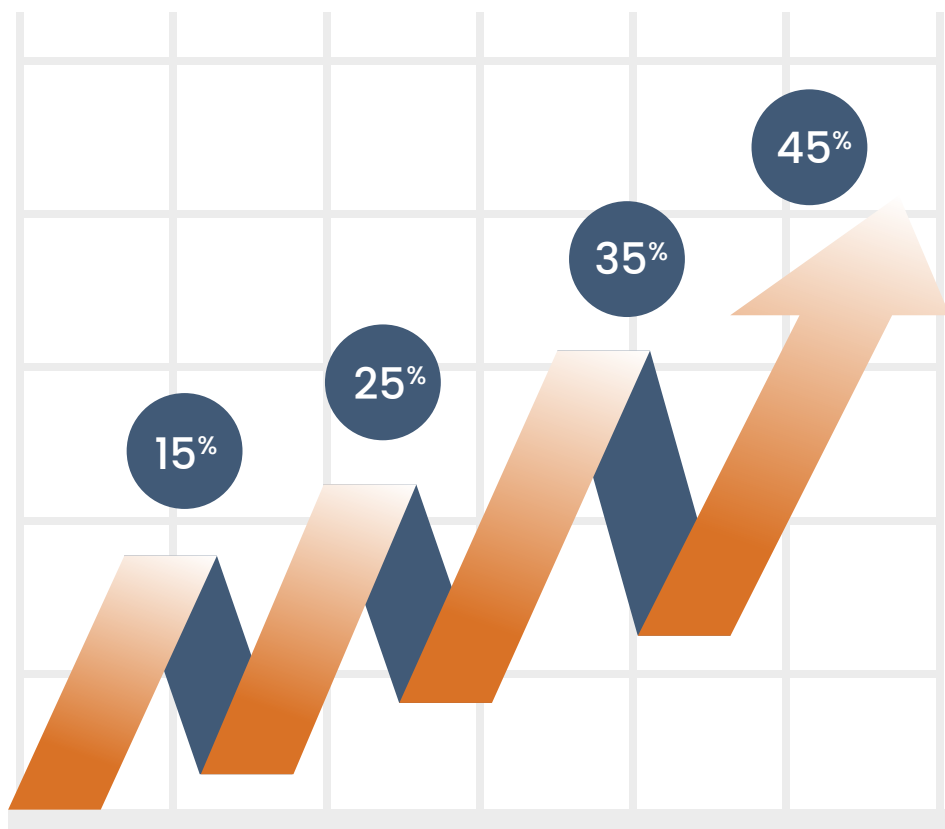
Ongoing nurturing and engagement keeps your brand top-of-mind until prospects are ready to make a purchase.



By expanding your view of inbound marketing ROI beyond just lead generation, you'll unlock a world of new opportunities to drive growth and maximize your investment. Let's dive in!

ROI #1

UNCOVER NEW LEADS



UNCOVER NEW LEADS



Generating new leads is a fundamental goal of inbound marketing, yet the ROI impact of effectively tracking lead sources is often overlooked. By precisely measuring where leads originate and implementing tools like UTM parameters and dedicated landing pages, you can refine your inbound strategies to double down on the highest-performing channels. These boosts lead generation and its associated revenue impact.

This chapter covers how to find new potential customers using inbound marketing, track these new leads, and ensure accurate tracking.

UNVEILING THE SOURCE: TRACKING LEAD GENERATION

Knowing where your leads originate helps improve your marketing efforts:



USE UTM PARAMETERS

Add tags to your links to track traffic sources like social media or emails.



CREATE LANDING PAGES

Make unique pages for each campaign to identify lead sources.



TRACK SOCIAL MEDIA

Use platform analytics to see who's clicking your posts and becoming leads.

YOUR INBOUND LEAD GENERATION TOOLKIT

These tools help track and understand your leads better:



GOOGLE ANALYTICS

Free tool providing data on website visitors and lead sources.



CALL TRACKING

Track which campaigns generate phone calls.



MARKETING AUTOMATION PLATFORMS (MAPS)

Manage leads with email and other tools (e.g., HubSpot).



WEBSITE FORMS

Collect lead source information through online forms.

SETTING THE STAGE FOR ACCURATE LEAD DATE

To ensure accurate lead data:



BE CONSISTENT

Use the same data collection methods across channels.



CLEAN YOUR DATA

Regularly remove duplicates or incomplete records.



WORK TOGETHER

Align sales and marketing on lead qualification criteria.



KEEP UPDATING

Regularly review goals and plans, adjusting as needed.

ACTION STEPS

AUDIT CURRENT LEAD
DATA TRACKING AND
IDENTIFY GAPS

CREATE TARGETED
LANDING PAGES

SET UP TRACKING
TOOLS

ENCOURAGE
SALES-MARKETING
ALIGNMENT

ENCOURAGE
SALES-MARKETING
ALIGNMENT

CONTINUOUS REVIEW
AND ADJUSTMENT

ROI #2

CLOSE MORE EXISTING NON-LEADS



CLOSE MORE EXISTING NON-LEADS

While inbound marketing excels at attracting new leads, its ability to nurture existing non-inbound leads is frequently underutilized. Seasoned sales professionals know many promising leads aren't ready to buy immediately. Applying inbound nurturing tactics like personalized content and A/B testing can unlock the value of this underrated lead pool, generating more revenue from your existing database.

This chapter discusses identifying non-leads, nurturing them through the sales funnel, tracking their conversion rates, and optimizing your approach through A/B testing.



WHAT ARE NON-LEADS AND HOW ARE THEY IDENTIFIED?

Non-leads are individuals who haven't engaged with your business through inbound marketing. Analyze their origin and interactions to pinpoint them.

NURTURING TECHNIQUES TO MOVE NON-LEADS THROUGH THE SALES FUNNEL

Nurture non-leads with personalized tactics like tailored content, individualized conversations, or value proposition demos.

TRACKING AND MEASURING NON-LEAD CONVERSION RATES OVER TIME

Use CRM systems and marketing automation tools to monitor non-lead interactions and attribute conversions accurately.

A/B TESTING FOR OPTIMIZING NON-INBOUND LEAD NURTURING

A/B test different nurturing approaches (messaging, content formats, timing, channels) to find the most effective ones.

ACTION STEPS

IDENTIFY NON-LEADS

NURTURE NON-LEADS

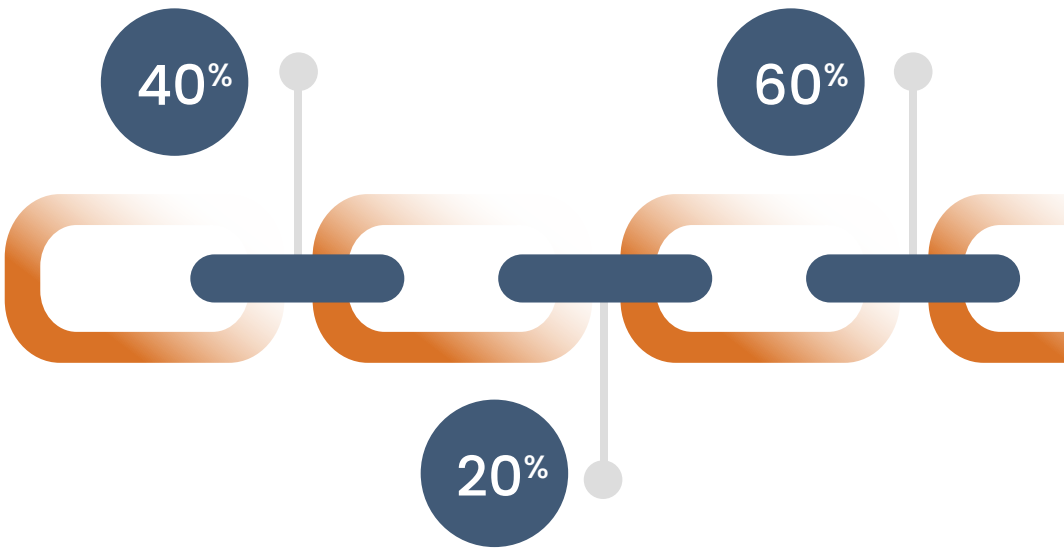
TRACK CONVERSION
RATES

A/B TEST NURTURING
APPROACHES

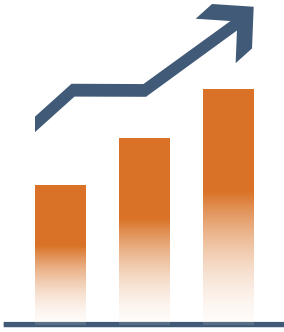
CONTINUOUS REVIEW
AND ADJUSTMENT

ROI #3

SUPERIOR LEAD INTELLIGENCE



SUPERIOR LEAD INTELLIGENCE



The sophistication of modern inbound marketing produces a wealth of insightful lead data, from demographics to digital behavior. However, many businesses fail to harness this lead intelligence effectively through strategies like lead scoring. Prioritizing high-fit, intelligently qualified leads can catalyze sales productivity and dramatically improve ROI compared to chasing every inbound inquiry equally.

This chapter covers key lead data to track, explains how lead scoring helps identify quality leads, and provides tools for lead scoring, including the role of marketing automation in streamlining lead intelligence processes.

WHAT IS LEAD INTELLIGENCE?

Lead intelligence provides valuable data about leads, such as:



WHERE THEY CAME FROM

(website, social media, email campaign, etc.)



WHAT MARKETING THEY INTERACTED WITH



THEIR DEMOGRAPHICS

(industry, company size, job titles, etc.)

LEAD SCORING

This data allows you to score and prioritize leads using a lead scoring model that assigns points based on traits like job title, company size, and online behaviors. Many marketing platforms like Salesforce and HubSpot have built-in lead scoring to automate this process. Additionally, marketing automation platforms can streamline lead scoring by automatically capturing lead data, updating lead scores based on behaviors, and routing qualified leads to sales teams.

IMPACT OF LEAD INTELLIGENCE

Properly qualified, high-scoring leads are more likely to convert to customers compared to unqualified, low-scoring leads. Test campaigns with and without lead intelligence to quantify the ROI boost.



ACTION STEPS

- ✓

AUDIT CURRENT LEAD DATA TRACKING AND IDENTIFY GAPS
- ✓

IMPLEMENT A LEAD SCORING MODEL, POTENTIALLY LEVERAGING MARKETING AUTOMATION CAPABILITIES
- ✓

CALCULATE CONVERSION RATES OF HIGH VS LOW SCORING LEADS
- ✓

TEST CAMPAIGNS WITH AND WITHOUT LEAD INTELLIGENCE
- ✓

FOCUS SALES EFFORTS ON INTELLIGENTLY QUALIFIED LEADS, WHICH CAN BE AUTOMATICALLY ROUTED THROUGH MARKETING AUTOMATION

ROI #4

INCREASE ONLINE VISIBILITY



INCREASE ONLINE VISIBILITY



Inbound marketing's content and SEO mastery position it as a powerful vehicle for enhancing brand visibility and recognition. Yet businesses often neglect to quantify this critical metric and its revenue implications. By measuring visibility growth through channels like website traffic and online mentions, you can gauge inbound's brand equity impact and attribute revenue gains.

This chapter explores how inbound marketing grows traffic and brand recognition, tracking tools, and measuring brand awareness.

INBOUND MARKETING AND TRAFFIC GROWTH

Inbound marketing fosters online visibility by attracting visitors through:



SEARCH ENGINE OPTIMIZATION (SEO)

Rank high with keyword-optimized content



SOCIAL MEDIA ENGAGEMENT

Active presence keeps your brand top-of-mind



CONTENT MARKETING

Share valuable content to establish thought leadership

TRACKING PROGRESS



WEBSITE AND BLOG TRAFFIC

Use Google Analytics to monitor traffic growth



SOCIAL MEDIA METRICS

Track followers, engagement, click-through rates



BRANDING MONITORING TOOLS

Monitor online brand mentions with free tools

QUANTIFYING BRAND RECOGNITION



SURVEYS AND POLLS

Measure brand awareness among your target audience



CUSTOMER REVIEW

Encourage reviews to build trust and appear in local search



ONLINE MENTIONS

Monitor forums and publications for brand perception

THE ROI OF VISIBILITY

Analyze traffic trends alongside conversion rates. As visibility grows through inbound marketing, conversion rates should rise, indicating positive ROI.

LEAD SCORING

This data allows you to score and prioritize leads using a lead scoring model that assigns points based on traits like job title, company size, and online behaviors.

Many marketing platforms like Salesforce and HubSpot have built-in lead scoring to automate this process. Additionally, marketing automation platforms can streamline lead scoring by automatically capturing lead data, updating lead scores based on behaviors, and routing qualified leads to sales teams.

ACTION STEPS

CONDUCT AN SEO
AUDIT

CREATE A EDITORIAL
CALENDAR FOR
PRODUCING HIGH-QUAL-
ITY THOUGHT
LEADERSHIP CONTENT

SET UP TRACKING VIA
GOOGLE ANALYTICS

CALCULATE AND TRACK
LEAD CONVERSION
RATES

ROI #5

ESTABLISH THOUGHT LEADERSHIP



ESTABLISH THOUGHT LEADERSHIP



As an educational marketing discipline, inbound is well-suited for cultivating thought leadership that builds trust and influence. However, marketers commonly struggle to draw clear connections between thought leadership efforts and tangible business outcomes. Implementing frameworks to link content creation, engagement metrics, and revenue can illuminate thought leadership as an underrated inbound marketing ROI driver.

This chapter explains how to become an industry expert through content creation, track thought leadership metrics, and tie efforts to conversions and revenue.

ESTABLISHED EXPERTISE THROUGH CONTENT CREATION

Share expertise via:

1. **OWNED CONTENT:** Blog posts, eBooks, videos, case studies
2. **SOCIAL MEDIA CONTENT:** Insights on industry trends
3. **WEBINARS AND PODCASTS:** Host and participate as a thought leader
4. **GUEST CONTRIBUTIONS:** Articles on third-party sites with backlinks

ESTABLISHED EXPERTISE THROUGH CONTENT CREATION

1. **TRAFFIC AND CONVERSIONS:** From SEO, third-party sites, social media
2. **MARKETING ATTRIBUTION:** Content used to close new business
3. **LEADS FROM GUEST APPEARANCES:** Podcasts, speaking engagements
4. **CONTENT SHARES, BACKLINKS, MENTIONS:** Indicating reach and credibility
5. **SUBSCRIBERS AND FOLLOWERS:** An engaged, loyal audience
6. **SURVEYS:** Perceived value and insights to refine your content

TYING THOUGHT LEADERSHIP CONTENT TO CONVERSIONS AND REVENUE



LEAD GENERATION

What content drives lead conversions?



SALES PIPELINE IMPACT

Is content nurturing leads and accelerating sales?



REVENUE ATTRIBUTION

Can you tie specific content to closed deals?

ACTION STEPS

CREATE DIVERSE
THOUGHT
LEADERSHIP
CONTENT
(OWNED, SOCIAL, GUEST)



TRACK METRICS
(TRAFFIC, SHARES,
MENTIONS, SUBSCRIBERS)



SURVEY
CUSTOMERS
ON PERCEIVED
VALUE



ANALYZE CONTENT'S
IMPACT ON LEADS,
SALES FUNNEL,
AND REVENUE



ROI #6

NURTURE “NOT-READY TO-BUY YET”



NURTURE “NOT-READY TO-BUY YET”



While the power of lead nurturing is well-known, its application often focuses on accelerating existing inbound leads towards a purchase. An overlooked opportunity is leveraging automated inbound nurturing tactics and content to rekindle and qualify older, stagnant leads who weren't initially sales-ready. Unlocking this lead segment can exponentially amplify an inbound marketing engine's revenue output.

This chapter covers identifying not-ready leads, setting up nurture tracks, measuring movement through nurture stages, and capturing conversions.

IDENTIFYING AND TRACKING NOT-READY-TO-BUY LEADS

Use lead scoring and CRM to segment leads not yet ready to buy based on:

1. ENGAGEMENT LEVEL
2. DEMOGRAPHICS
3. BEHAVIOR

IMPLEMENTING AUTOMATED NURTURE TRACKS

Set up automated nurture workflows like:

1. ENGAGEMENT LEVEL
2. DEMOGRAPHICS
3. BEHAVIOR

MEASURING NURTURING EFFECTIVENESS

Track metrics like:

1. EMAIL OPEN/CLICK-THROUGH RATES
2. WEBSITE INTERACTIONS
3. CONTENT DOWNLOADS

Analyze to optimize nurturing strategies.

CAPTURING NURTURED LEAD CONVERSIONS

Implement conversion tracking for actions like:

1. REQUESTING A DEMO
2. SCHEDULING A CONSULTATION
3. REQUESTING PRICING INFORMATION

CALCULATING INCREMENTAL REVENUE FROM NURTURING

Compare revenue from:

- 1. Nurtured leads
- 2. Non-nurtured leads or historical averages

Calculate the revenue attributable to nurturing to assess ROI.

ACTION STEPS



BRINGING IT ALL TOGETHER

Throughout this eBook, we've explored six key yet often overlooked ways to measure and maximize the ROI of your inbound marketing efforts:

UNCOVERING NEW LEADS

by tracking lead sources and utilizing tools like UTM parameters and landing pages.

CLOSING MORE EXISTING NON-LEADS

through strategic lead nurturing and A/B testing of messaging.

CLOSING MORE BUSINESS

with Superior Lead Intelligence by implementing lead scoring models.

INCREASING ONLINE VISIBILITY

and Brand Recognition while quantifying the revenue impact.

ESTABLISHING AND MAINTAINING

Thought Leadership by tying content creation to tangible results.

NURTURING NOT-READY-TO-BUY LEADS

by implementing automated nurture workflows.

While each of these areas provides its own ROI opportunities, the real power comes from combining these data points into a comprehensive ROI forecast for your inbound marketing.

Build a central dashboard that brings together lead generation metrics, conversion rates, customer acquisition costs, thought leadership engagement, and other key performance indicators (KPIs). This centralized view enables you to model revenue projections based on optimizing different inbound tactics.

However, ROI measurement shouldn't be a static, one-time exercise. Continuously monitor your dashboard to identify emerging trends and opportunities. A/B test new tactics and quickly double down on what's working across your inbound channels. Routinely reassess your lead scoring criteria and nurture messaging to ensure alignment with your evolving business goals.

Ultimately, an accurate grasp of your inbound ROI drivers allows you to iterate and enhance your marketing approach continually. With agility and data as your guideposts, you can consistently refine your inbound strategies for maximum revenue impact.

INBOUND MARKETING ROI MAXIMIZATION CHECKLIST

CHAPTER 1 UNCOVER NEW LEADS

- ✓ Implement UTM Parameters
- ✓ Create Targeted Landing Pages
- ✓ Set Up Tracking Tools
- ✓ Encourage Sales-Marketing Alignment
- ✓ Continuous Review and Adjustment

CHAPTER 2 CLOSE MORE EXISTING NON-LEADS

- ✓ Identify Non-Leads
- ✓ Nurture Non-Leads
- ✓ Track Conversion Rates
- ✓ A/B Test Nurturing Approaches

CHAPTER 4 INCREASE ONLINE VISIBILITY

- ✓ Conduct an SEO audit
- ✓ Create an editorial calendar for producing high-quality thought leadership content
- ✓ Set up tracking via Google Analytics
- ✓ Calculate and track lead conversion rates

CHAPTER 3 SUPERIOR LEAD INTELLIGENCE

- ✓ Audit current lead data tracking and identify gaps
- ✓ Implement a lead scoring model, potentially leveraging marketing automation capabilities
- ✓ Calculate conversion rates of high vs low scoring leads
- ✓ Test campaigns with and without lead intelligence
- ✓ Focus sales efforts on intelligently qualified leads, which can be automatically routed through marketing automation

CHAPTER 5 ESTABLISH THOUGHT LEADERSHIP

- ✓ Create diverse thought leadership content (owned, social, guest)
- ✓ Track metrics (traffic, shares, mentions, subscribers)
- ✓ Survey customers on perceived value
- ✓ Analyze content's impact on leads, sales funnel, and revenue

CHAPTER 6 NURTURE "NOT-READY-TO-BUY YET"

- ✓ Identify not-ready leads through segmentation
- ✓ Set up automated, personalized nurture tracks
- ✓ Implement conversion tracking mechanisms
- ✓ Calculate incremental revenue from nurturing

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by THE CENTER FOR SALES STRATEGY

EXPLORE MORE RESOURCES

