

# INBOUND MARKETING

## OVERVIEW

*Buyers are 57% of the way through the buying process before contacting a vendor or sales rep.*

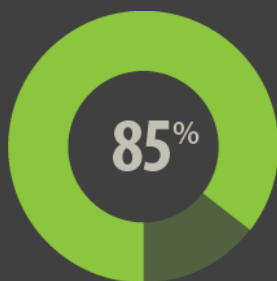
*Survey of 1,400 business decision makers Harvard Business Review, 2012*



# INBOUND MARKETING OVERVIEW

Your buyer has evolved. When you think of how you reach your target audience, so you think of radio, television, telemarketing or direct mail? These are all “push” tactics that have worked for the past couple of decades, but today, the tools have transformed and they’ve brought your buyers along for the ride. Today, you need to subscribe to the school of “pull” marketing. Draw your prospects to you. When it comes to attracting these prospects and leads, you need a culture shift within not only your sales department, but your entire company. You need inbound marketing.

Your prospect is not looking for “push” tactics anymore.



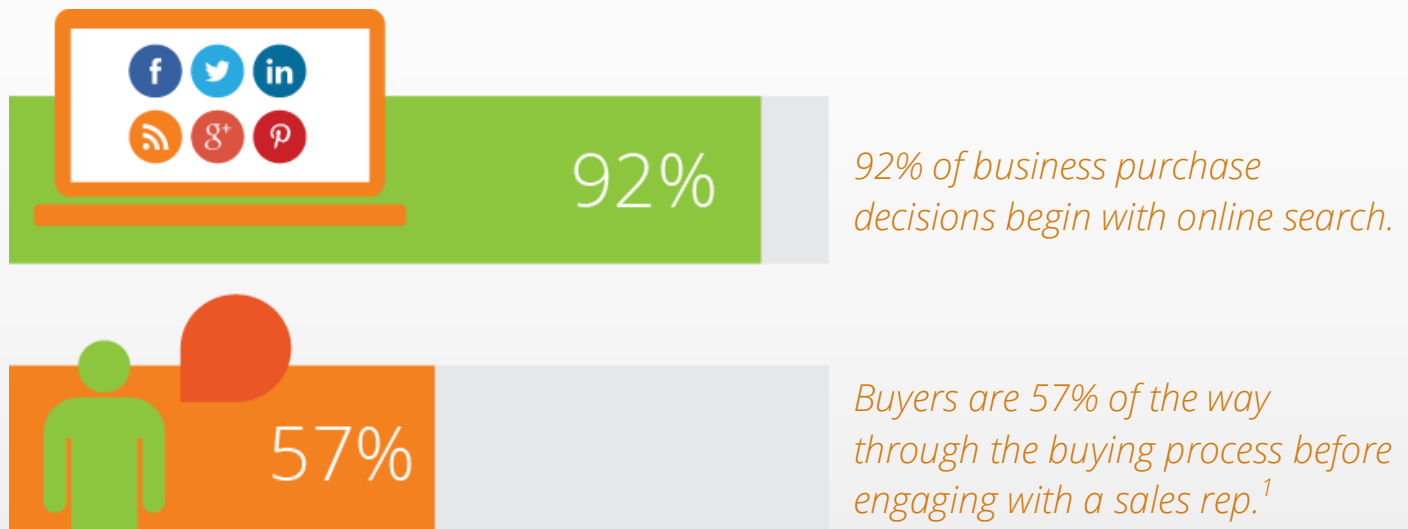
*By 2020, customers will manage 85 percent of their relationship with an enterprise without interacting with a human. (target marketing)*

You need to begin to take control of the beginning of your prospect’s sales cycle. The inbound marketing methodology focuses on creating quality content that pulls people toward your company and product, where they naturally want to be. Let’s explore...

# INBOUND MARKETING OVERVIEW

## THE CHALLENGE OF BUYER 2.0

The way people buy is changing:



We call this new type of buyer “Technology Buyer 2.0.”

## THE CHALLENGE OF BUYER 2.0

*The new buying style of Buyer 2.0 presents major challenges to our sales-driven industry that depends on face-to-face interaction with prospects throughout the entire sales process.*

### Technology Buyer 2.0

1. Skeptical: They have been burned in the past. They want to find trustworthy information so that they can feel comfortable about their decision.
2. Busy: With a busy schedule they simply don't want to waste time talking to a bunch of sales people.
3. Protected: They are hidden behind SPAM filters and voice mails.

<sup>1</sup> Harvard Business Review, June 2011. Based on a survey of 1,400 business decision makers.

*This creates three important challenges.*

### 1. How do we reach Technology Buyer 2.0?

You reach Technology Buyer 2.0 by providing information that is helpful during each stage of the buying process. Simply put, this is accomplished by a strategic use of your web properties: website, blog, social media and search. (The strategy in this recommendation explains this in detail.)

### 2. How do we hand off qualified leads to the sales team?

Technology Buyer 2.0 is skeptical and may not want to engage with a sales rep during the online research phase. After all, they are doing online research so they don't have to spend time talking to a bunch of sales people.

- These leads need to be properly nurtured and qualified before they are handed to the sales team. We call these Marketing Qualified Leads
- The sales reps need to be trained on how to handle leads from Technology Buyer 2.0
- The sales reps need visibility into all of the interactions the prospect has had with your website, your social media and search engines so they can understand the journey the prospect has taken.

### 3. How do we measure ROI?

Today's fragmented marketing strategies make it hard to measure ROI. We measure ROI by putting your website, social media, email and search metrics on one single platform that can integrate with your CRM. This allows you to see each lead through the entire lifecycle of creation to close.

## BUYER PERSONAS

To effectively connect with a prospect you need to understand who they are and provide helpful information. In face-to-face sales this is simple. If your sales rep has a meeting with a CFO they know to frame the discussion around issues that are relevant and meaningful to a CFO. If they are calling the managing partner of a law firm, they know to talk about issues that the legal industry faces.

While this is easy for in-person sales, it becomes a challenge for engaging a prospect online that you have never met. In order to provide useful information to a prospect you need to know who they are. We do this by creating Buyer Personas. These are fictitious models of different types of prospects where we get inside their head to understand their motivation and business challenges. Then we present helpful content that is targeted specifically to them.

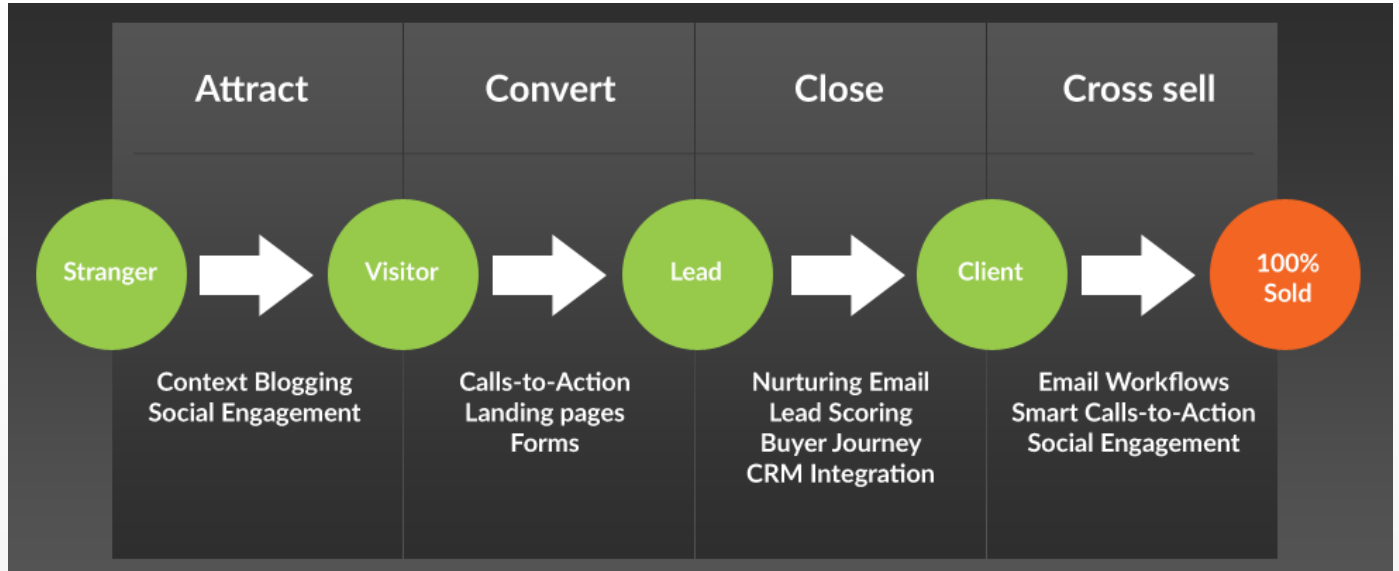
The way we determine a buyer persona is by the type of information they view and download from your site. For example, if a visitor comes to a blog post titled, "Three Ways Law Firms Are Increasing Efficiency and Reducing Costs" and then downloads a special report titled "How To Use Technology To Streamline Case Preparation and Increase Competitive Advantage in the Courtroom," we can safely assume they fit the Buyer Persona of someone from the legal industry.

Once we determine a user's Buyer Persona we begin presenting more information on your website, social media and in targeted emails as we move the prospect through the stages of the Buyer's Journey.



# THE BUYER'S JOURNEY

Buyer 2.0 goes through a predictable journey. Your online presence needs to walk with the buyer on their journey. The goal is to move them from being a stranger to a 100% sold client that buys everything your dealership offers. Each stage requires online content and processes that we build and maintain.



## ATTRACT

Decision makers with real business problems are looking for answers. You can reach these prospects by providing helpful answers to their most common questions. This is done through context blogging, high-value blog articles that are specifically focused on providing answers your prospects are searching for. This content is then shared proactively over social media by spreading the content across social networks, actively engaging local businesses/decision makers online and building following.

## CLOSE

Once a visitor has downloaded an offer and completed a pre-set number of actions, we call this a Marketing Qualified Lead. It is now ready to hand off to your sales team. In addition to training your sales team on how to handle these leads, your reps also get complete visibility into the buyer's journey.

They can see every blog article, social media interaction, download and web page your prospect has visited. This lets your reps seamlessly pick up the ball and move the sale toward the close. In some cases this can be integrated with your CRM providing one click access to see the buyer's journey.

## CONVERT

When these visitors find to your dealership online the next step is to convert them to leads. This is done by providing useful information targeted to their specific buyer persona. For example, a law firm administrator might download a special report on how to streamline the trial preparation process. Once the report is downloaded, automated nurturing emails deliver content and then present the next offer.

## RETAIN & CROSS SELL

Now that you have a client the goal is to create a "100% sold" promoter that buys everything your dealership offers and also lets others know about how happy they are. Nurturing email streams for new clients let them know about additional services you provide such as managed print, managed network and document management. These emails link to downloadable offers and start the process all over again, helping create leads inside your customer base.

## PLATFORM: HUBSPOT



To pull all of this off you need a platform that integrates your website, social media, email and search engine reporting into one place.

HubSpot ([www.hubspot.com](http://www.hubspot.com)) is the leading marketing automation platform that brings all of this together in one place, allowing you to:

- Assign Buyer Personas to each lead/contact
- Present relevant information on your website, social and email to each persona
- Nurture and score leads before they are handed off to sales
- Give your sales reps visibility into the entire Buyer Journey for each Marketing Qualified Lead
- Integrate leads into your CRM



# YOUR INBOUND MARKETING STRATEGY

## 1. ATTRACT MORE TRAFFIC BY PROVIDING USEFUL CONTENT

The first step to meeting Technology Buyer 2.0 is to engage with them where they are looking for information: online. There are two keys here:

- You have to get found online
- When you get found you must provide useful information otherwise they will leave.

Fortunately, these two items work hand-in-hand. Google's most recent algorithm updates require you to provide fresh, relevant information. So, the more information you can provide, the more you get found and the more helpful you are to Technology Buyer 2.0.

### Implement a Keyword Strategy

To get found online you need a keyword strategy. These keywords are different for each Buyer Persona. We do research into the keywords for each persona and incorporate these into the content we create.

### Content Creation

Here's where the heavy lifting is done. We create useful content based on the business issues that each of your Buyer Personas face. This content appears in your blog and is shared across your social media channels. In addition to blog articles, we also create useful content for prospects to download. This content is targeted at each Buyer Persona. For example, the Buyer Persona for healthcare might be offered a "12 Step Cheat Sheet to Avoid HIPPA Violations When Printing."

### Social Engagement

Yes, you need to put relevant content on your dealership's social media sites. But that's just the beginning. We take it to the next level by actively seeing to engage companies and influencers in your market by engaging them in social forums on LinkedIn, Twitter and Facebook. This includes activities such as:

- Communicating with people that follow you
- Searching for groups your Buyer Personas belong to and actively participating in discussions
- Strategically following local companies and decision makers to increase your social reach





## 2. CONVERT TRAFFIC TO LEADS

Once a prospect comes to your site, the next step is to convert the traffic into Marketing Qualified Leads (MQLs).

### Visitor Intelligence

Have you ever wondered who is coming to your website? Visitor intelligence from HubSpot allows you to see the companies that are coming to your site. This is done by looking up the IP addresses of your visitors. While you won't be able to know the identity of the person who is coming to your site until they fill out a form to download content, it can be very helpful for your reps to see what companies are visiting the site and what pages they view.

### Downloadable Content

The key to creating leads is to provide helpful content that users can download. Once users download content like a buyer's guide, special report or a simple checklist, you have their contact information.

Even better, HubSpot drops a cookie in their Internet browser. That means from that day forward you know who they are and can track every interaction with your dealership's website, social media and email.

- **Build out Calls-to-Action (CTAs)** As your reader ventures deeper into your site, you want to be sure that s/he eventually converts to a lead and ultimately a sale. Calls-to-Action are images or text that prompt your reader to take action. That could be a message telling them to click here to download an offer or to request a demo. There needs to be a compelling reason for the reader to take action, so following best practices will be key to the success of these CTAs
- **Build out Landing Pages** In order for your sales team to reach out to interested prospects, they'll need contact information. Landing pages are designed for just that – capturing information. That is a landing page's sole purpose – to capture information about your lead. There is a form to be completed on a landing page that must be completed if a prospect would like to receive an offer. If you've created a compelling offer, they will willingly offer their information in exchange for your high quality content.



### 3. HANDOFF LEADS TO SALES TEAM

#### Nurturing Sequence

Upon first beginning their buying journey, your prospects aren't yet ready to buy. Save your sales team time and effort by nurturing the prospect with additional content via email. As their interest grows and you provide more valuable content, they'll begin to turn to you to be their expert.

#### Segment Leads

Not all targets have the same issues. By segmenting your database and targeting by their decision making power, you can more efficiently guide them into the sales funnel.

#### Campaigns

Throughout your year, you host events, send out communications and invite clients to engage with you. Think strategically, not as if your hair is on fire. Plan

out campaigns and offer value, then your target will see you as a trusted expert. You can track the successes and failures to see what is most effective in converting clients and duplicate efforts with solid data backing your strategy.

#### Sales Training

10 years ago, sales reps were comfortable in the traditional selling tactics practiced by most copier dealerships. Since then new tools and technologies have become available. It's increasingly difficult to keep up with the changing times and keep up with the tools your sales reps have available to them.

Providing them training can cut down on their learning curve and aid them in their selling evolution to match buyer 2.0.

### 4. CROSS SELL CLIENTS TO 100% SOLD

Your dealership has a wide variety of solutions and services that go beyond the hardware sale. Yes, your sales reps need to talk to their clients about these. However, wouldn't it make sense to also have an automated marketing campaign in place to make sure your clients know about everything they could be buying from you?

A 100% sold client buys everything you have to offer. Your job is not done until your clients are 100% sold.

#### Post-Sale Nurturing Campaigns

It's not solely the job of the sales rep to stay in front of the customer anymore. It's the entire organizations' job. Since the evolved buyer and client has converted to online as a preferred means of making buying decisions, it would make sense to translate your messaging and content online so that they can consume it at their pace. Nurturing campaigns with case studies and valuable articles distributed via email

and social can open new opportunities for additional services that the clients may not be aware of.

#### Event Promotion

Many independent copier dealers invite customers into their showroom or building multiple times per year for events, shows or lunch and learns. Knowing when these are coming up and preparing for them is key to driving attendance and being a valuable resource.

### REPORTING AND OPTIMIZATION

- Monthly detailed reporting of progresses, successes and failures
- Assistance needed to calculate closed deals for accurate ROI reporting



# TEAM

*Pulling off a successful inbound marketing program requires a team of trained marketing experts. Here is what an inbound marketing team should be comprised of and how much time can be expected for each role:*

## Chief Marketing Strategist

Inbound marketing success hinges on strategy. This role develops strategies and content mapping for each Buyer Persona campaign. This role guides the team to create relevant content and maximize social media engagement.

*Average time to create initial strategy: 20 hours Ongoing monthly campaign strategy: 5 hours*

## Director of Social Media Engagement

Social media is a large piece of the inbound and content marketing strategy. Once the vision and content comes to life, it needs to be shared strategically. A well-positioned company in the social space has the opportunity to engage with their audience and provide value. They become the online authority in the mind of their buyers. This role is pivotal in the required engagement with your social network. In addition to posting relevant content on your LinkedIn, Facebook and Twitter pages, they are continually looking for ways to engage. This includes participating in groups, following other industry influencers, interacting with client's social channels, and more.

*Average monthly time to meaningfully engage via social: 20 hours*

## Content Writer

The cornerstone of the entire inbound strategy hinges on the clear and concise communication of

your organization with the clients. The content writer(s) creates the digital personality and voice for your company. The industry knowledge coupled with the ability to translate our industry terminology into the points that will resonate with the buyer is a skill not easily found. Having an entire team of such experts within this industry to communicate with office technology buyers sets us apart from traditional marketing and sales agencies. Content includes: blogs, emails, landing pages, downloadable offers, *Average monthly time to create contextual content: 20 hours*

## Graphic Design

Without a visually pleasing package around your campaign, the message could be dismissed. Having visually stimulating CTAs, properly formatted eBooks and effective email templates are just a few examples of what goes into the design of a campaign.

*Average monthly time to create relevant visuals: 15 hours*

## Account Management

Ensuring that the campaigns are properly executed and projects stay on task is no easy feat. There are many moving parts to keeping a campaign running, including the evaluation of the campaign strategy, the collection of content, segmentation of the database, building the back end of the website's nurturing campaigns.

*Average monthly time to manage the account: 25 hours*



## FOUNDATION

*To get started with a successful inbound strategy you need a solid foundation. We begin by identifying key buyer personas, making sure your website is correctly formatted and training your sales team.*

### 1) Build Buyer Personas

The foundation of the entire inbound and content strategy is built on the buyer personas. Personas are a semi-fictional representation of your ideal customer based on market research and real data about your existing customers. You have different levels of targets within your organization: the CEO/ CFO, the IT Director, the HR director, etc. Each of these folks has a different challenge, need and agenda. Building out your strategy around each one of these will increase the number of leads and deals.

### 2) Move Websites and Configure Hubspot

As with any new technology implementation, you need a guide to set up everything properly. If you'd like the marketing automation platform to perform at peak efficiency, having a certified HubSpot professional configure your HubSpot portal is ideal.

There are two ways HubSpot can perform for your website. 1.) The website can be moved or built on the HubSpot Content Optimization System (COS) or 2.) It can remain on the existing platform and tracking code can be installed, and subdomains can be created for the blog and landing pages. While having the site on the COS unlocked the full potential of HubSpot, it is not necessary to get full functionality by installing tracking code on the existing site.

### 3) Train the Sales Team

Sales has evolved drastically in the past five years. With new tools and technologies available to the buyer (buyer 2.0) keeping your sales team trained in the latest technologies and strategies for finding and connecting with prospects who are researching online for the services you offer. With the right training on how to use these tools, your reps could generate more qualified leads on their own through researching and sharing content you're providing

## AVERAGE MONTHLY ACTIVITIES

*Inbound success requires consistent activity. Here's what we do for you each month.*

	DELIVERABLE	ACTIVITY
ATTRACT	<b>Blog Articles</b> The blog is the cornerstone of the inbound strategy. Each blog needs to have context behind it to attract and educate your prospect. Throwing up a blog for the sake of throwing up a blog will hinder more than help your efforts to attract prospects. Blog articles should be created for each buyer persona and should include keywords, hyperlinks and anchor text.	6 context blog articles per month
	<b>Social Engagement</b> Each of social platform should be filled with relevant content. This should include not only your blog, but also other industry leaders in order to create a credibility factor for you and your company. In order to create a solid and meaningful social presence, you must participate actively in groups and engage with your prospects when appropriate.	20 hours of social engagement on LinkedIn, Twitter, Google+ and Facebook
CONVERT	<b>Campaigns</b> Each month, one new campaign targeted at a Buyer Persona should be launched. Campaigns work towards an end goal and target specific personas. A campaign includes a downloadable offer with content that will be useful to a particular buyer persona. Each offer should include a landing page and call-to-action and be deployed at strategic places throughout the website.	Create a Downloadable Content Build Landing Pages Create Nurturing Emails
CLOSE	<b>Lead Nurturing Emails</b> Just because a prospect raises his or her digital hand in order to download an offer does not mean that they are ready to be contacted immediately. Nurturing campaigns are a key part of that 57% of the buying cycle where your prospect wants to research. Triggering a workflow or nurturing campaign ends timely emails with additional offers or other content relevant to their persona, walking them through the sales process and buying decision until the point hat they are ready to talk to a sales person.	Create initial email campaign Three thank you pages Two nurturing emails
RETAIN & CROSS SELL	<b>Marketing Qualified Leads</b> Lead scoring allows your sales team to prioritize the inbound leads based on how "hot " they are within the sales process. With a scoring system, leads can receive points based on each action they perform until they cross a certain threshold. This allows your reps to act quickly for highly interested leads and know when others are simply looking and not ready to engage.	Ongoing scoring evaluation and adjustments
	<b>Buyer's Journey/CRM Integration</b> Upon capturing the prospect's information and being able to trace their movements throughout your website and social interactions, your sales team can quantify	Match content to the dealer's sales process



# FAQ's

## AREN'T YOU ALREADY DOING OUR BLOG, SEARCH AND SOCIAL MEDIA? HOW IS THE INBOUND MARKETING STRATEGY DIFFERENT THAN WHAT YOU ARE CURRENTLY DOING FOR US?

*Right now we are providing baseline content updates to your website and social media platforms. In this new service we will be much more strategic. For each Buyer Persona we will maintain campaigns that walk them through the buyer's journey. This includes regularly-*

*updated content on your blog, social media engagement, building downloadable content for each stage of the Buyers Journey, creating nurturing emails for each download, training your sales team and providing reporting.*

## THIS SEEMS LIKE A LOT OF WORK?

Yes. To do this right takes a lot of work. Because of that, very few of your competitors will make the investment to give this the time, content and attention it needs. As a result, when you invest in this program you will develop sustainable competitive advantage.

## CAN WE DO THIS IN HOUSE?

Yes, you could, but it would present three substantial challenges: cost, resources and experience. First, to address cost and resources, you need to build a team. To staff out an inbound marketing team you would need to plan on an investment of \$150,000-\$200,000 a year. Inbound marketing requires multiple skills including content writing, graphic design, social media management and search engine expertise.

The leader of your team would need to be a certified inbound marketing professional. If you can find this person, they will command a solid six-figure salary because of the demand for this position. When you did hire this person they would be hard to keep on board because of the job offers they would receive. This type of individual is in high demand in the marketplace at the moment as more companies realize that they need this type of approach to reach this new buyer (buyer 2.0) and generate leads to sustain and grow their businesses.

Third, to be able to create the quality and quantity of content an inbound marketing strategy requires a

team that understands the office equipment industry and its current state of transition.

## HOW DOES THIS RELATE TO RECRUITING GOOD TALENT?

Top sales reps are attracted to organizations that provide excellent support to their sales teams. Investing in inbound marketing shows that you support your sales team in a way that other dealers do not. Providing top sales talent with viable, qualified leads is attractive.

## WILL WE HAVE MARKET EXCLUSIVITY ON THIS PROGRAM?

Yes. We will only work with one dealer in your market. We hope that we will have the opportunity to work with you.

## HOW IS OUR PRIVACY PROTECTED?

Before we begin the program we will sign a mutual non-disclosure agreement that protects your business information.

## HOW MANY DEALERS CAN YOU HANDLE?

Because of the staffing-intensive nature of this program we will only be rolling out 12 dealers on this program in 2015.

## WHAT IS A MARKETING QUALIFIED LEAD (MQL)?

A [marketing qualified lead \(MQL\)](#) is a lead judged more likely to become a customer compared to other leads based on lead intelligence, often informed by [closed-loop analytics](#).



# KEYS TO SUCCESS

## COLLABORATION

*The activities we perform together must be performed on a regular basis, so that we can achieve your business goals. This isn't a one-time thing and we will require your assistance with a variety of activities including but not limited to:*

- Setup subdomain for blog and landing pages
- Create 2 case studies to be completed and sent to Dealer Marketing
- Weekly approval of blog posts
- Approval of eBooks, case studies and all other content in a timely manner

## SALES TRAINING

Access to the sales team to educate them on working with inbound leads is paramount to the success of the program. Dealer Marketing will conduct workshops with the sales leads and reps to explain this new buyer and how to best work with him/ her.

## SALES REPORTING

In order to create an accurate ROI and to optimize our efforts we need to be able to follow leads through to close. Without access to this information, we will be unable to show an accurate ROI and establish which tactics are most effective in generating leads. To protect your privacy we will execute a non-disclosure agreement prior to working on the project.

**FOR MORE INFORMATION OR TO SCHEDULE AN INBOUND MARKETING OVERVIEW, CONTACT US.**

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## ABOUT US

Prospect Builder deploys inbound lead generation programs for managed services providers.

