



THE
EXECUTIVE
PLAYBOOK

TO INBOUND MARKETING & SALES

Inbound Marketing: Turning Your Brand into a Revenue Generating Engine

JOHN MCTIGUE

Executive Vice President & Co-Owner, Kuno Creative

The Vehicle



The Crew



Challenges Marketing Executives Face.

- 1 Not sure what we have

Challenges Marketing Executives Face.

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- 2 Not enough traffic

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- 3 Not enough leads

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- 4 Leads aren't qualified

Challenges Marketing Executives Face.

- 1 Not sure what we have
- 2 Not enough traffic
- 3 Not enough leads
- 4 Leads aren't qualified
- 5 How to build a team?

1

NOT SURE WHAT WE HAVE

Knowing Yourself

- 1 What are your goals?



Knowing Yourself

- 1 What are your goals?
- 2 What products and services need help?



Knowing Yourself

- 1 What are your goals?
- 2 What products and services need help?
- 3 What are you doing now to promote them?



Knowing Yourself

- 1 What are your goals?
- 2 What products and services need help?
- 3 What are you doing now to promote them?
- 4 What human & technology resources?



Knowing Yourself

- 1 What are your goals?
- 2 What products and services need help?
- 3 What are you doing now to promote them?
- 4 What human & technology resources?
- 5 How well are you doing?



Knowing Your Customers



Buyer **Persona**

- Role: Technical Decision Maker
- Title: IT Director
- Gender: Male or Female
- Age: 40+
- Issues: Speed, Reliability, Scalability
- Hangouts: Twitter, Google+, Wired



Buyer Persona



A buyer persona enables you create marketing content that is for someone and not everyone.

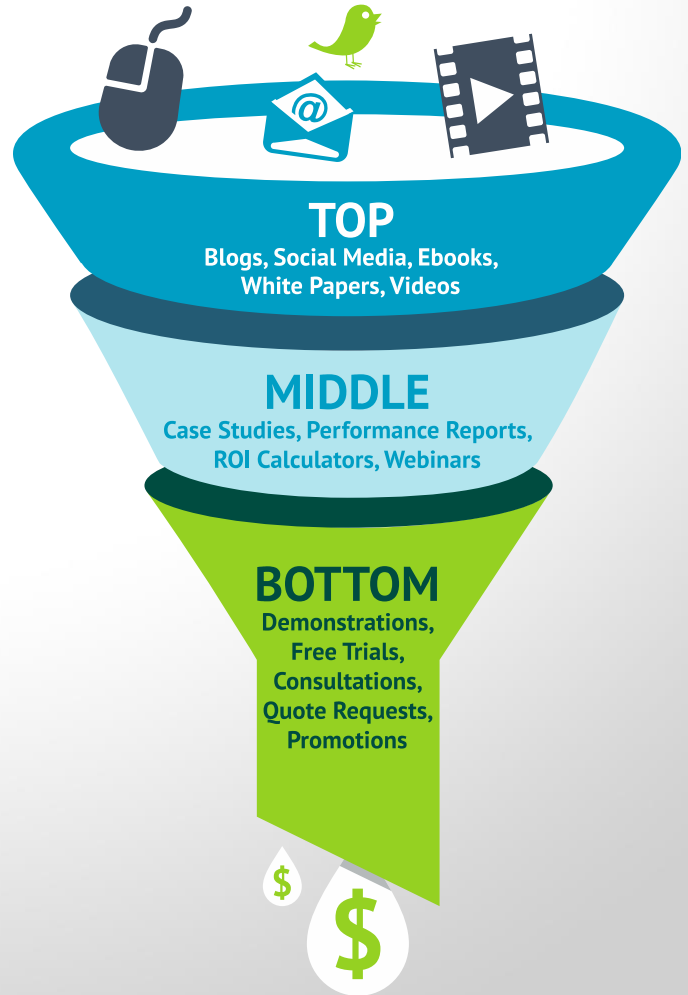
- Jeremy Victor

Buyer Group

- Financial decision maker
- Technical decision maker
- User decision maker
- Support decision maker
- Corporate influencer
- Industry influencer



Engagement & The Buyer Journey



Engagement Mapping

- 1 IDENTIFY – Personas; define concerns, drivers, role, journey

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- 4 AUDIT – What content do we have? What are we missing?

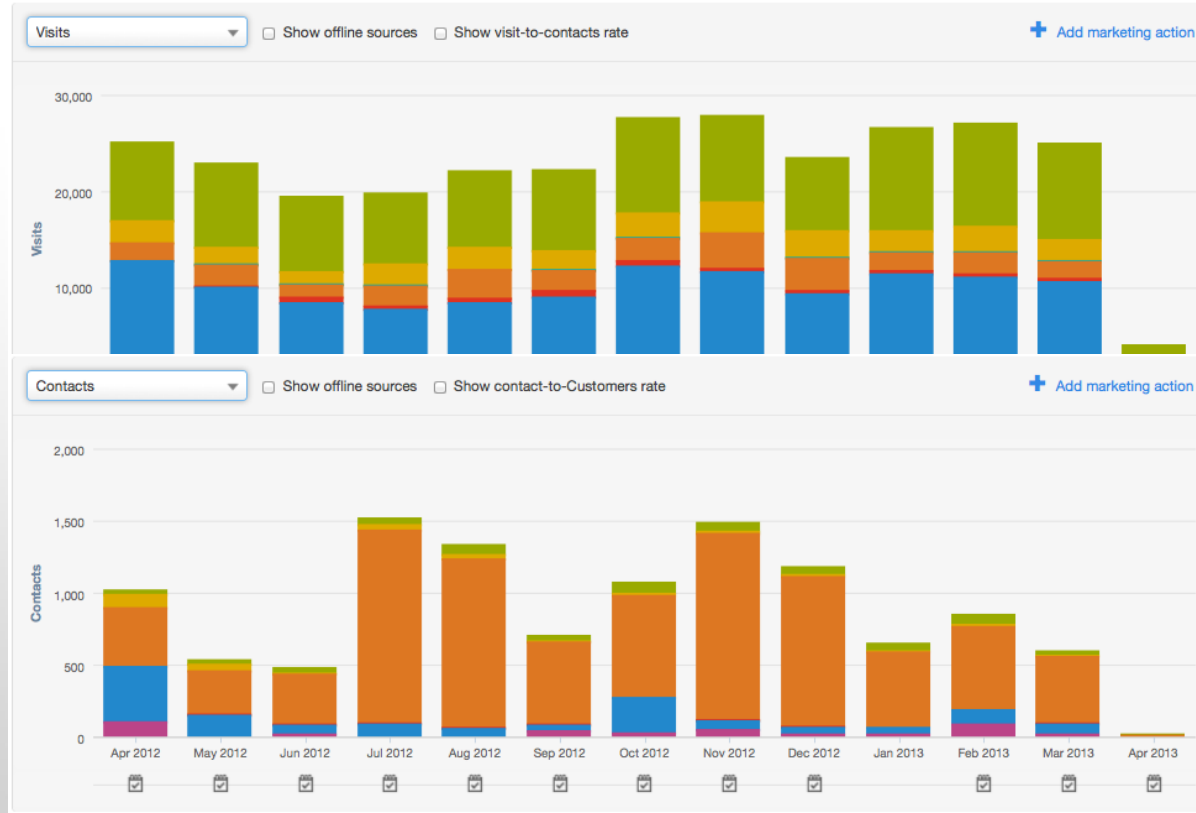
Engagement Mapping

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- 4 AUDIT – What content do we have? What are we missing?
- 5 CREATE – Content to fill in the HOLES!

Editorial Calendar

Author	Publication Date	Due Date	Title
John	1-Mar	23-Feb	Listening in social media
Vanessa	2-Mar	24-Feb	3 ways to expand your B2C inbound marketing reach with pinterest
Chad	3-Mar	25-Feb	Week in review
Brianne	4-Mar	26-Feb	How to create an editorial calendar
Chad	5-Mar	27-Feb	9 Steps for building the perfect LinkedIn Ad Campaign
Jesse	6-Mar	28-Feb	How not to be a Noob on Twitter
Jami	7-Mar	29-Feb	Resorts that use Inbound Marketing
Chad	8-Mar	1-Mar	Through the designers' eyes
Amanda	9-Mar	2-Mar	Scheduling tweets
	10-Mar	3-Mar	
Brianne	11-Mar	4-Mar	Wrap up
Dan S	12-Mar	5-Mar	Niche Marketing: Pinterest
Kay	13-Mar	6-Mar	4 mobile apps to make your life greener
Brianne	14-Mar	7-Mar	Storytelling in content marketing
Dan S	15-Mar	8-Mar	Pin this: Pinterest Alternatives
Jenny	16-Mar	9-Mar	Social Media imperative for crisis management

Failure to Engage



Measuring Success

INBOUND MARKETING SCORECARD

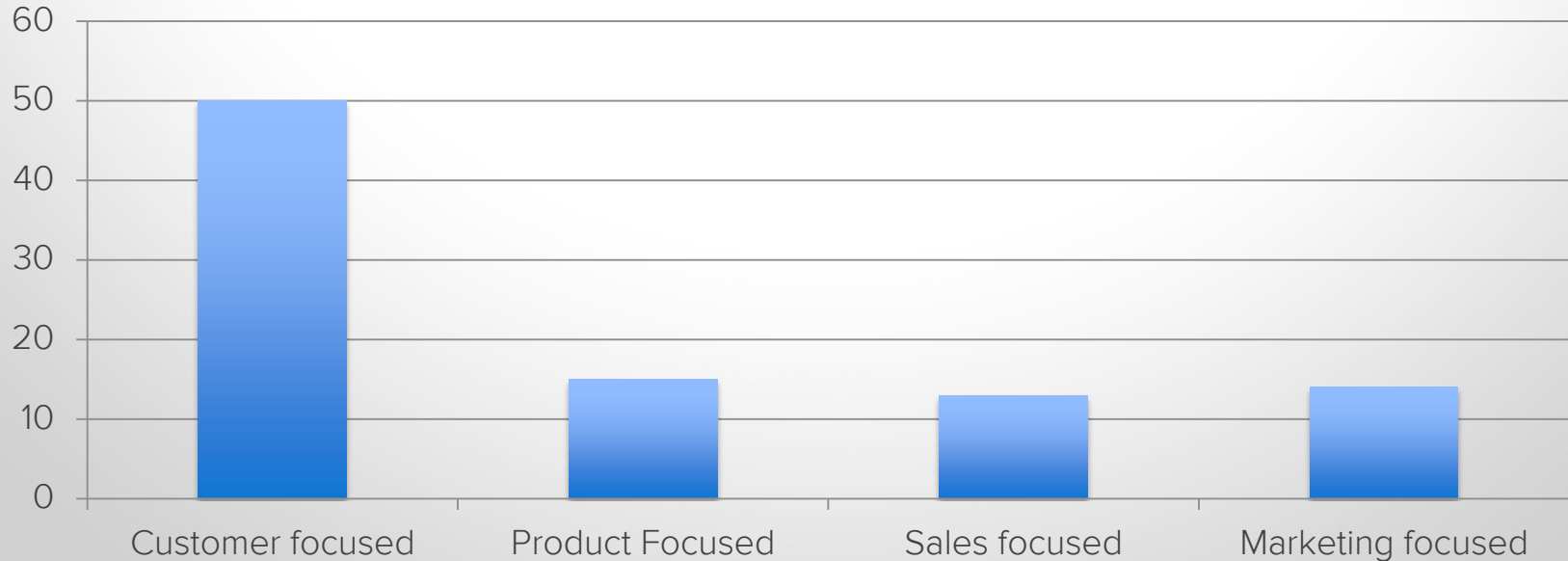
	KPIs	May	Jun	Jul	Aug	Sept	Oct	Nov
Traffic	Total HubSpot Visits	23,000	23,000	23,000	23,000	26,000	26,260	26,523
		24,221	22,554	19,835	22,537	29,257	31,106	28,109
Contacts	New HubSpot Contacts		16	51	55	109	120	132
			16	51	55	109	144	114
Conversion	HubSpot Visit to Lead		0.1%	0.3%	0.2%	0.4%	0.5%	0.5%
		0.7%	0.1%	0.3%	0.2%	0.4%	0.5%	0.4%

2

NOT ENOUGH TRAFFIC

Customer Focus

Customer-Focused Companies Dominate



Source: HubSpot 2013 State of Inbound Marketing

Optimized Website

The desktop view of the Kunocreative website features a dark teal header with the company logo and navigation links: About, Careers, Contact, SERVICES, OUR WORK, RESOURCES, BLOG, and a Request a Consultation button. The main content area includes a featured article titled "Marketing Storytelling: How to Acquire Customers in 3 Acts" with a "FREE eBook" download. Below this are three service cards: "Get Started" (Inbound Marketing Success in Six Months), "Get More Leads" (Demand Generation Programs that Convert More Leads), and "Get More Sales" (Marketing Automation Strategies to Get Your Leads Flowing). A green banner at the bottom promotes the agency's services, stating "Achieve Your Goals with an Enterprise Inbound Marketing Agency" and listing six key services: Collaborative Review, Strategy, Content Marketing, Demand Generation, Lead Management, Customer Relationship Management, and Revenue Performance Management.

Desktop

The mobile view of the Kunocreative website is a vertical stack. It starts with a status bar showing AT&T, Wi-Fi, and 7:38 AM. The main content area is a dark teal background with the Kunocreative logo at the top. Below the logo are four menu items: SERVICES, OUR WORK, RESOURCES, and BLOG, each separated by a horizontal dashed line. At the bottom of this section is a prominent green "Request a Consultation" button with a right-pointing arrow. The bottom of the screen features a dark blue navigation bar with icons for back, forward, share, book, and a notification icon showing the number 5.

Mobile

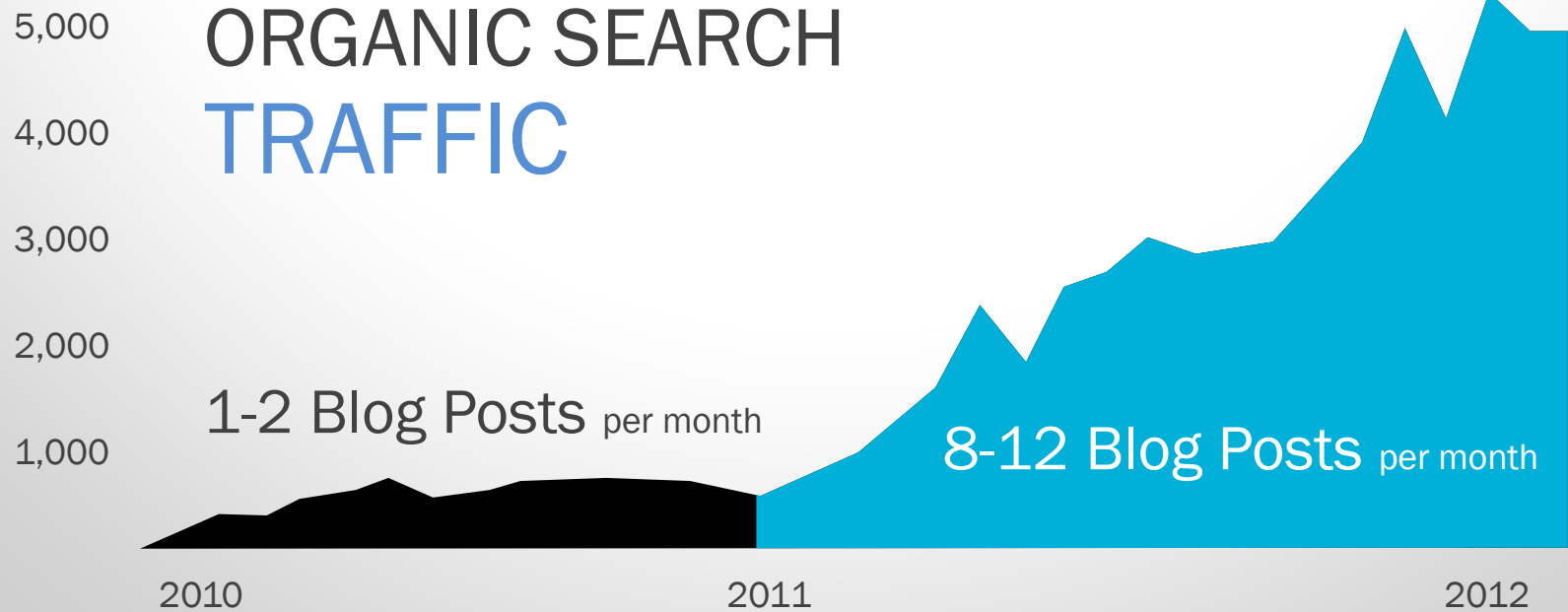
Filling the **Funnel**

- Blogging
- SEO (Search Engines)
- Social Media
- Demand Generation



Impact of Regular Blogging

ORGANIC SEARCH
TRAFFIC



Source: Kuno Creative Content Marketing Manifesto



Blogging **Best Practices**

- Post blogs 8-12 times per month + SEO
- Multiple bloggers, multiple topics
- Customer-centric, educational
- Promote across all social networks
- Get the company involved
- Look for guest posting opportunities

SEO Trends of 2013



Google only loves you
when everyone else loves
you first.

- Wendy Piersall

SEO Trends of 2013

- Content quality



SEO Trends of 2013

- Content quality
- Content relevancy



SEO Trends of 2013

- Content quality
- Content relevancy
- Authorship



SEO Trends of 2013

- Content quality
- Content relevancy
- Authorship
- Social sharing



Google Penguin

“Its gonna have a pretty big impact on web spam. It’s a brand new generation of algorithms.”

- Matt Cutts



Content/SEO Team

- Content/SEO Manager
- Thought Leaders
- C-Suite
- Sales & Marketing
- Product Managers
- Customers & Users
- Guest Bloggers



Social Media Trends 2013



Social media allows us to behave in ways that we are hardwired for in the first place - as humans.

- Francois Gossieaux

Social Media People

- Content promotion
- Content sharing
- Thought Leadership
- Discussion
- Support



Social Media Brand

- Brand pages
- Company personality
- Content promotion
- News & Events
- Offers



Social Media Team

- Social Media Manager
- Thought Leaders
- C-Suite
- Sales & Marketing
- Customer Service
- Employees

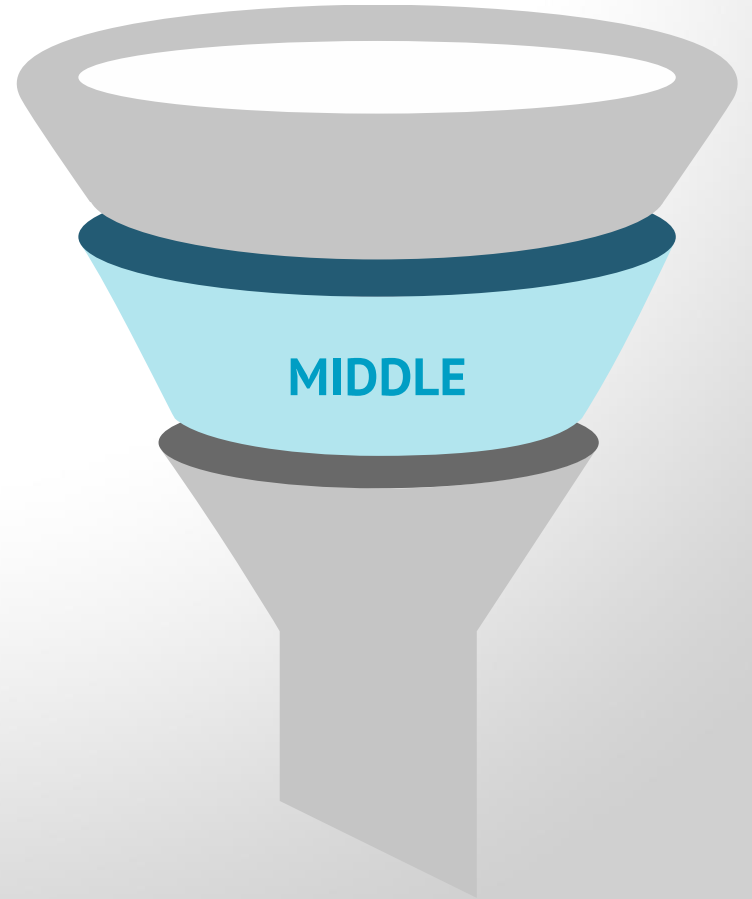


3

NOT ENOUGH LEADS

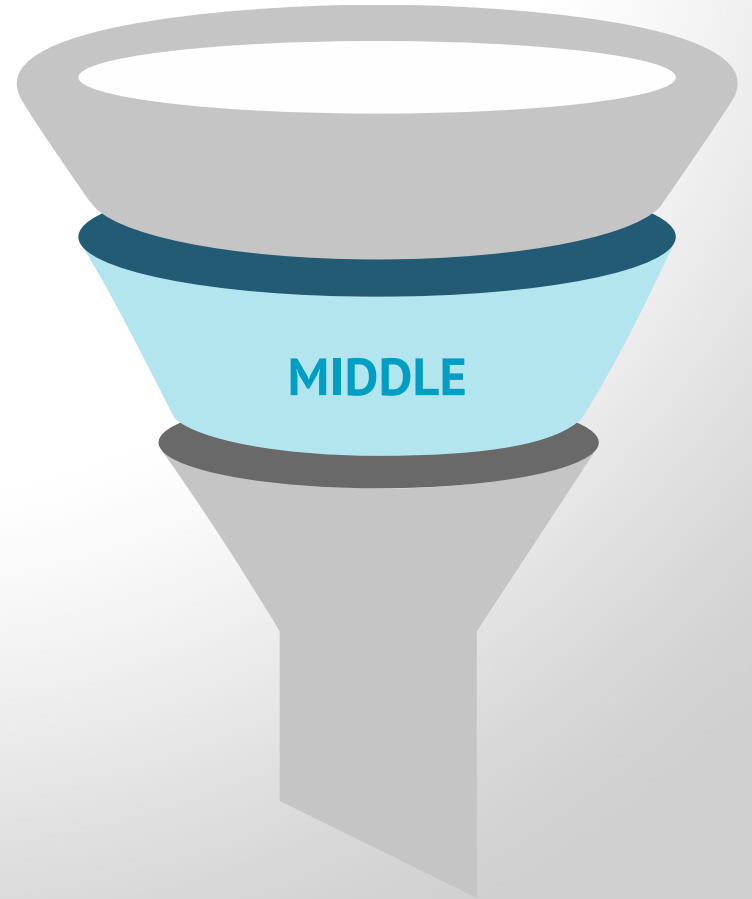
Lead **Generation**

- Premium content



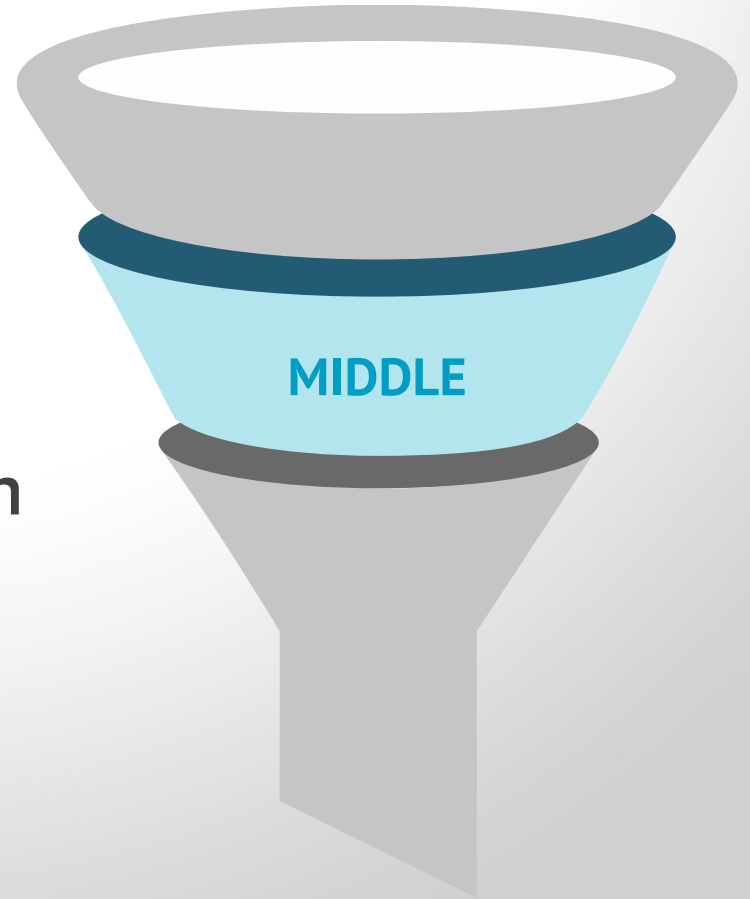
Lead **Generation**

- Premium content
- Multichannel marketing



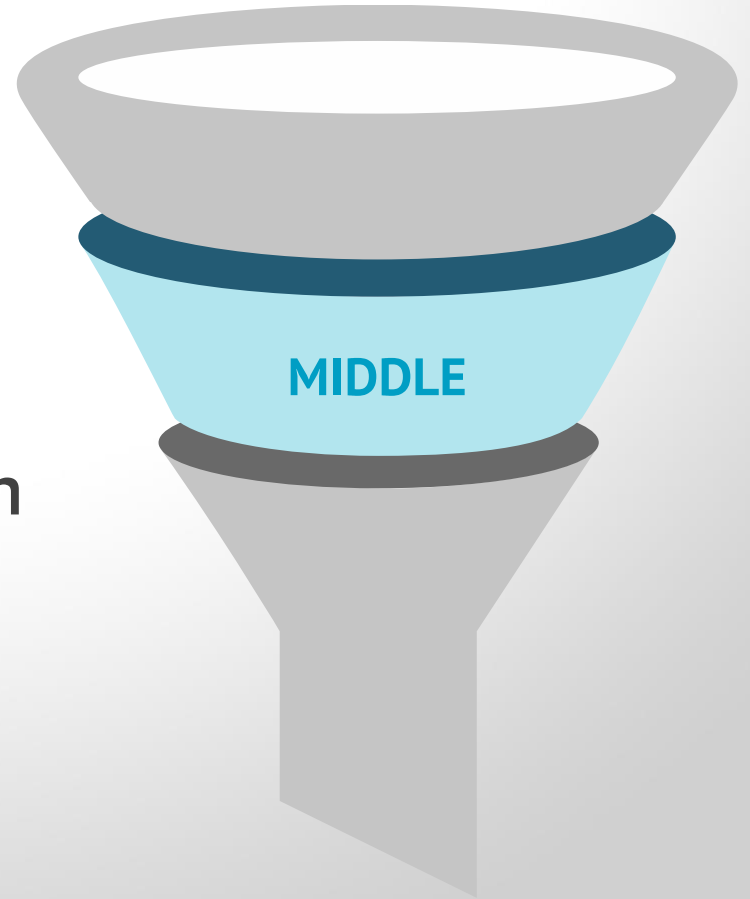
Lead **Generation**

- Premium content
- Multichannel marketing
- Conversion rate optimization



Lead **Generation**

- Premium content
- Multichannel marketing
- Conversion rate optimization
- Analytics



Multichannel Marketing

Inbound Marketing

- Website
- Blogging
- SEO
- Social Media
- Premium Content
- Webinars
- Lead Nurturing

Outbound Marketing

- Email marketing
- PPC
- Social media ads
- Banner ads
- Print ads
- Direct mail
- Live events

Lead Generation Example

FREE DOWNLOAD! Axis SybronEndo
ROTARY MEETS ENDO

Improve Your Root Canal Preparations with Adaptive Motion Technology

During [root canal preparations](#), clinicians may experience a variety of challenges. However, there are several difficulties that have the potential to be solved using [adaptive motion technology](#).

These difficulties include:

- File Separation
- Loss of Control
- Debris Extruded Apically
- And more!

Learn more about how you can improve your root canal preparations by downloading our [free guide](#).



CLICK TO DOWNLOAD

Axis SybronEndo
ROTARY MEETS ENDO
800.346.3636 | [SybronEndo.com](#)

Have a Sales Representative Contact You

Axis SybronEndo
ROTARY MEETS ENDO

GET YOUR FREE DOWNLOAD!

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- File Separation
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- And more!

Learn more about adaptive motion technology and how it can improve your root canal preparations.



Simply fill out the form to the right to get your **FREE DOWNLOAD**

Get Your Free Download

First Name *

Last Name *

Email *

Practice Name *

Zip Code *

Submit

Lead Generation Example

The screenshot shows the SybronEndo website homepage. At the top, there is a navigation bar with links for HOME, ONLINE STORE, PRODUCTS, EVENTS, BLOG, CONTACT US, and INSTRUCTIONS FOR USE. The main headline reads "Learn How to Improve Root Canal Preparations with Adaptive Motion Technology!" with a "Download Our Free Guide" button. Below this, there are two promotional boxes: one for "The NEW Axis SybronEndo Q1 Promotions 2013" and another for "See How the TF Adaptive System Puts You In Control!" with a "REQUEST YOUR DEMO NOW!" button. A "SybronEndo CE" section is also visible, along with a "Dear Clinician:" greeting.

Calls-To-Action

The screenshot shows a Facebook post from "Axis Dental" dated February 28. The post content includes the text "Discover how to improve your root canal preparations with Adaptive Motion Technology: http://hub.am/YC1hca" and an image of a brochure titled "Improve Your Root Canal Preparations with Adaptive Motion Technology". Below the image, there are social media interaction elements: "Like · Comment · Share", a comment from "Dangin Sah, Al baghdadi Abd Alwahab, Samsa Nibhah and 36 others like this.", and a notification for "Anatoly Ilusinkis" regarding a new advertisement.

Facebook

The screenshot shows the TF Adaptive microsite. It features the Adaptive logo at the top left and the tagline "Rotary when you want it. Reciprocation when you need it." The main headline is "Confidence in your hands." followed by "Control. Simplicity. Peace of mind." and a "Read on to learn more..." link. On the left side, there is a navigation menu with options: "TF Adaptive", "You're In Control", "Keep It Simple", "Peace of Mind", "Video: Procedure", and "Technique". Below the menu, there are links for "Report: TF Adaptive Review" and "Request an In-Office Demo!". At the bottom, there is another Adaptive logo and the text "For Worry-Free Endo". The background image shows a hand holding a dental X-ray.

Microsite

Conversion Rate Optimization

- Landing pages
- Calls-to-action
- Email subject lines
- Email copy



VS.



Marketing Analytics

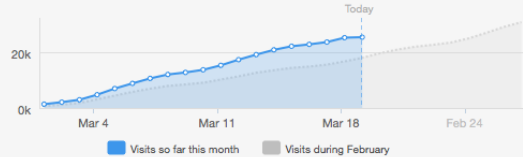
Visits & Leads This month compared to last month ▾

Wow! Keep doing what you're doing, because it's working. [Capitalize on the traffic with new CTAs.](#)

25,170

Visits

+7.32k ↑ **+41%**
compared with last month

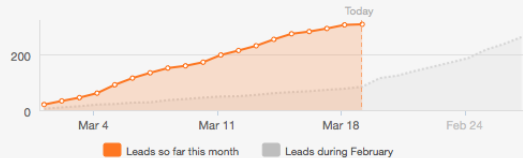


Look at you! The leads are flooding in. Rock on! [Create segmented lists based on source.](#)

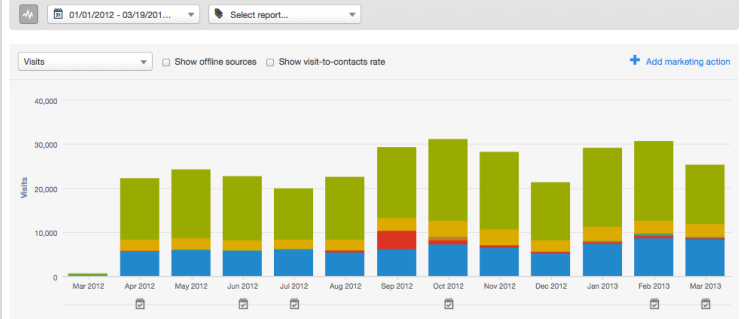
308

Leads (1.2% conversion rate)

+224 ↑ **+267%**
compared with last month



Sources



Source	Visits	%	Contacts	%	Customers	%
Organic Search <small>Google, Bing, Yahoo, etc.</small>	185,470	0.2%	362	0.0%	0	0.0%
Referrals <small>Links on other sites</small>	33,958	1.3%	444	0.0%	0	0.0%
Social Media <small>Facebook, Twitter, LinkedIn, etc.</small>	1,195	3.5%	42	0.0%	0	0.0%
Email Marketing <small>Email links</small>	1,416	1.3%	19	0.0%	0	0.0%
Paid Search <small>Paid search advertisements</small>	7,337	0.2%	15	0.0%	0	0.0%
Direct Traffic <small>Manually entered URLs</small>	76,817	0.5%	394	0.0%	0	0.0%

[Save as report](#)

[Export current view as XLS](#)

[Reports Home](#)
View all of your saved reports.

[Trends & Suggestions](#)
React to your current trends.

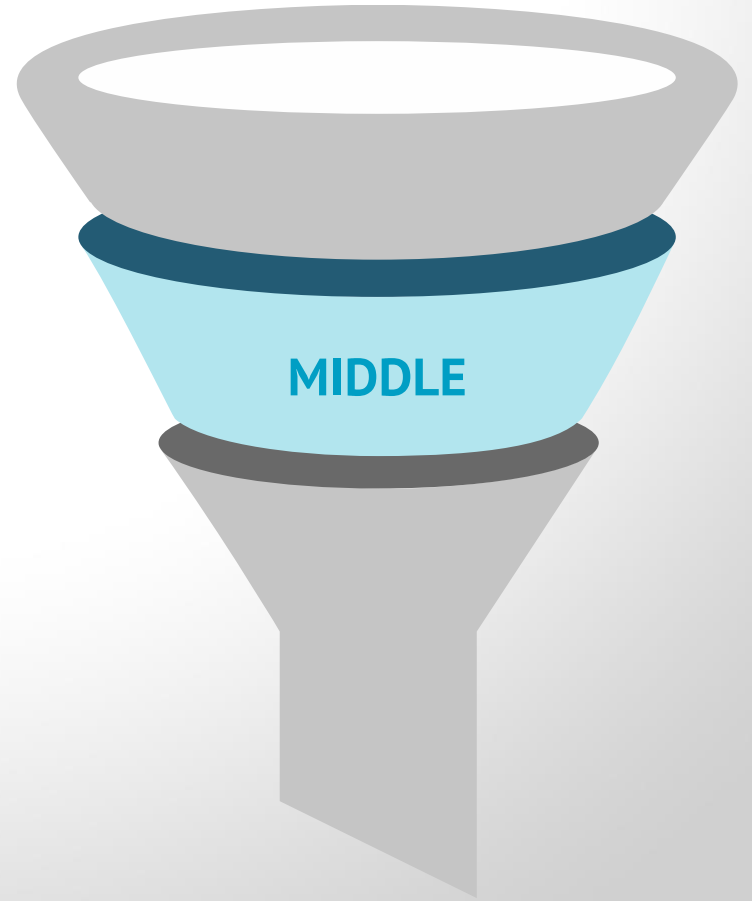
[Tracking URL Builder](#)
Build links to track your marketing campaigns.

[Back to Old Sources](#)
Switch back to the old version of Sources temporarily.

Lead Generation Example

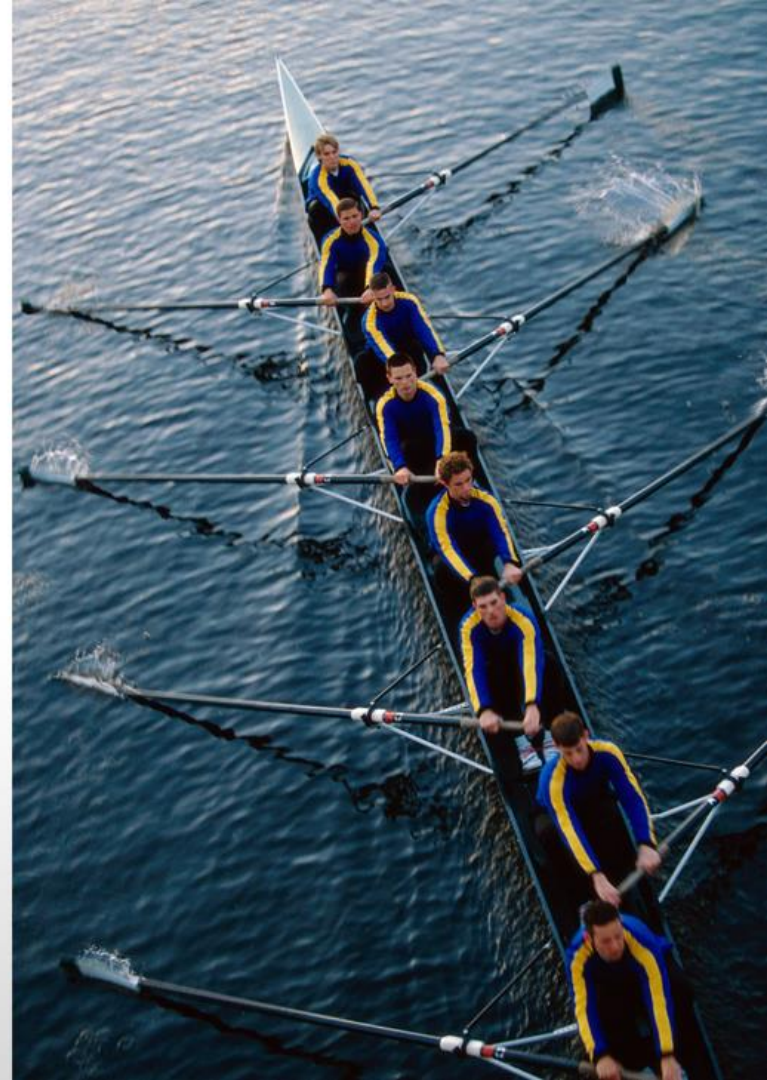
Traffic: +42%

Leads: +508%



Lead Generation Team

- Project Manager
- Product Managers
- Content Team
- Social Media Team
- Analytics Team

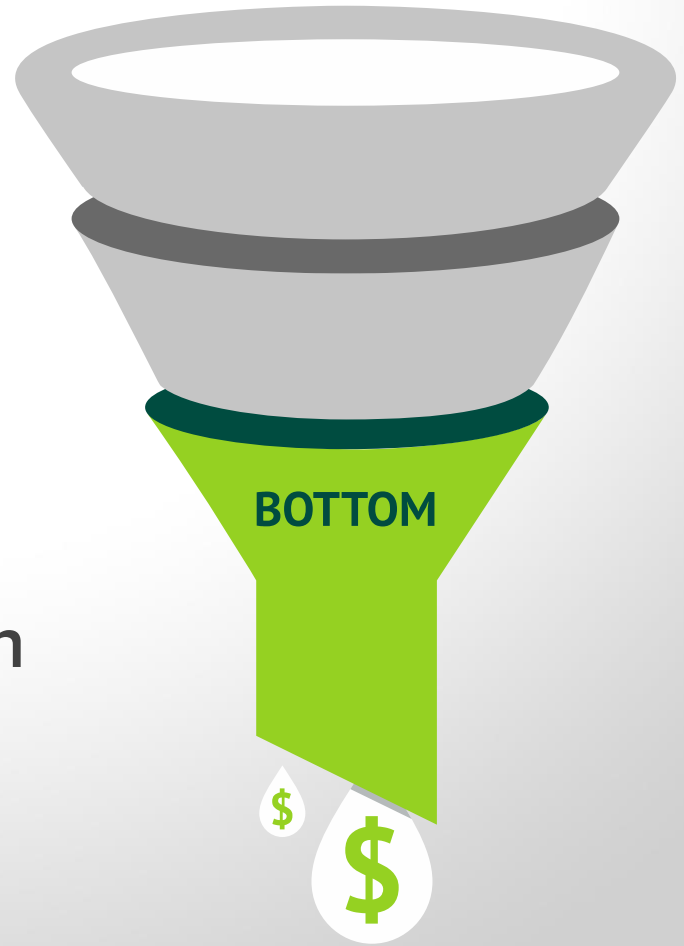


4

LEADS AREN'T QUALIFIED

Converting Leads Into **Customers**

- Premium content
- Multichannel marketing
- Conversion rate optimization
- Analytics



Lead Nurturing (Drip) Campaign

FREE DOWNLOAD! Axis SybronEndo
ROTARY MEETS ENDO


Overcome Challenges of Root Canal Preparation with TF Adaptive System

Eradicating bacteria and bacterial byproducts, avoiding ledge formation and complicated anatomical factors are just three of the many [challenges dentists face](#) during root canal preparation. Fortunately, technology and instrumentation continues to improve. In this document, you'll [discover one professional's experience using the TF Adaptive System](#).

TF Adaptive System Offers:

- Control
- Durability
- Minimum Amount of Files Used
- Patient Safety
- And more!

Dr. Gary Glassman shares his experience with the new TF Adaptive System in this [free download](#).



CLICK TO DOWNLOAD

Axis SybronEndo
ROTARY MEETS ENDO
800.346.3636 | SybronEndo.com

Have a Sales Representative Contact You
LEARN MORE HERE

5 Days

FREE DOWNLOAD! Axis SybronEndo
ROTARY MEETS ENDO

Don't Hesitate: Learn How to Use TF Adaptive Today

With root canal technology improvements inevitably comes adaption hesitation. Dental professionals ask:

- Are these new instruments really better than my existing instruments?
- How do I even use these new instruments?



CLICK TO DOWNLOAD

Download the TF Adaptive System Technique Card and discover just how easy the system is to operate and how root canal preparations in your office can be vastly improved.

Axis SybronEndo
ROTARY MEETS ENDO
800.346.3636 | SybronEndo.com

Have a Sales Representative Contact You
LEARN MORE HERE

5 Days


Axis SybronEndo
ROTARY MEETS ENDO

See How You Can Take Control of Root Canal Preparations with TF Adaptive System

Take control of root canal preparations with a durable, safe and easy-to-use system. [Contact AxisSybronEndo for a demo of the TF Adaptive System in your office today.](#)

Why the TF Adaptive System?

- Unsurpassed Strength and Flexibility
- Ultimate Control
- Minimum Amount of Files Used
- Collaboration with the EndoVac
- And more!



CONTACT SALES TO SCHEDULE A DEMO

Axis SybronEndo
ROTARY MEETS ENDO
800.346.3636 | SybronEndo.com

Have a Sales Representative Contact You
LEARN MORE HERE

5 Days

Content Personalization

- Smart Forms



Content Personalization

- Smart Forms
- Smart CTAs



Content Personalization

- Smart Forms
- Smart CTAs
- Smart Content



Content Personalization

- Smart Forms
- Smart CTAs
- Smart Content
- Personalized Email



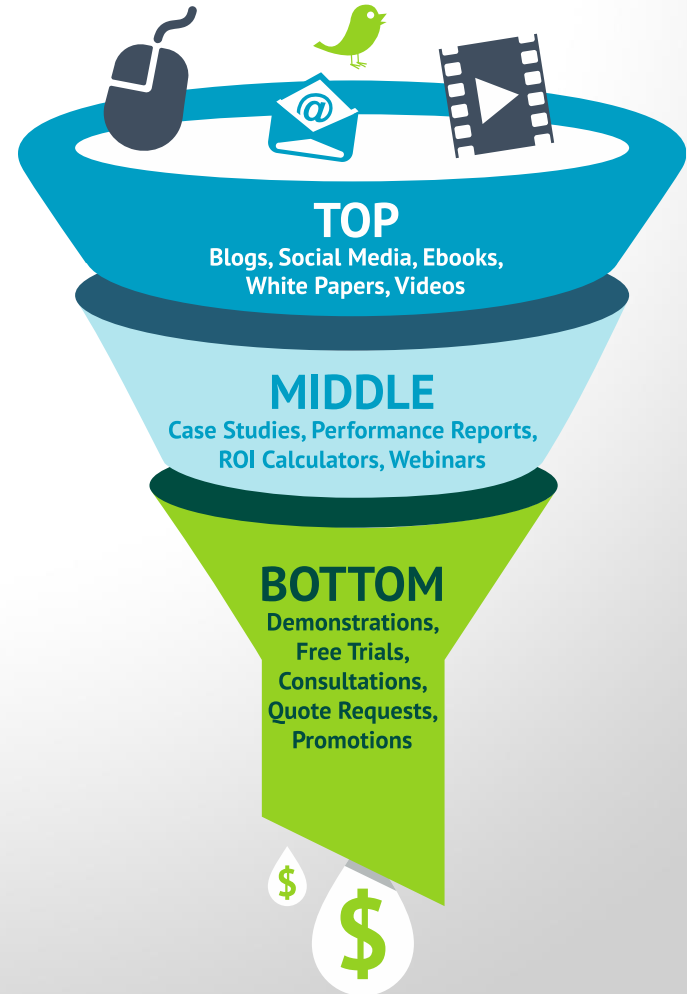
Marketing **Automation**

- Lead Scoring
- Lead Lifecycle Stages
- Sales Rep Notification
- Analytics
- Reporting



Lead Nurturing Example

Traffic:	+42%
Leads:	+508
MQL:	+283%
SQL:	+631%
Demo Requests:	421+
Customers:	55+
Revenue:	\$400,000+



5 BUILDING AN INBOUND TEAM

The Inbound Marketing Team

LEADER

(strategy & project management)

CONTENT

(blogging, social media, design, seo)

SOCIAL MEDIA

(engagement & advertising)

LEAD GEN

(premium content, email, ppc, social ads)

MKTG AUTOMATION

(campaigns, lead management, lead scoring)

SALES

(ideally, integrated)



Investing in **Inbound Marketing**

- **Efficiency to Scale**
- **Lower CPL and CAC**
- **Agile**
- **Accountable**
- **Profitable**



QUESTIONS?



THANK YOU.

john@kunocreative.com

www.kunocreative.com/executives