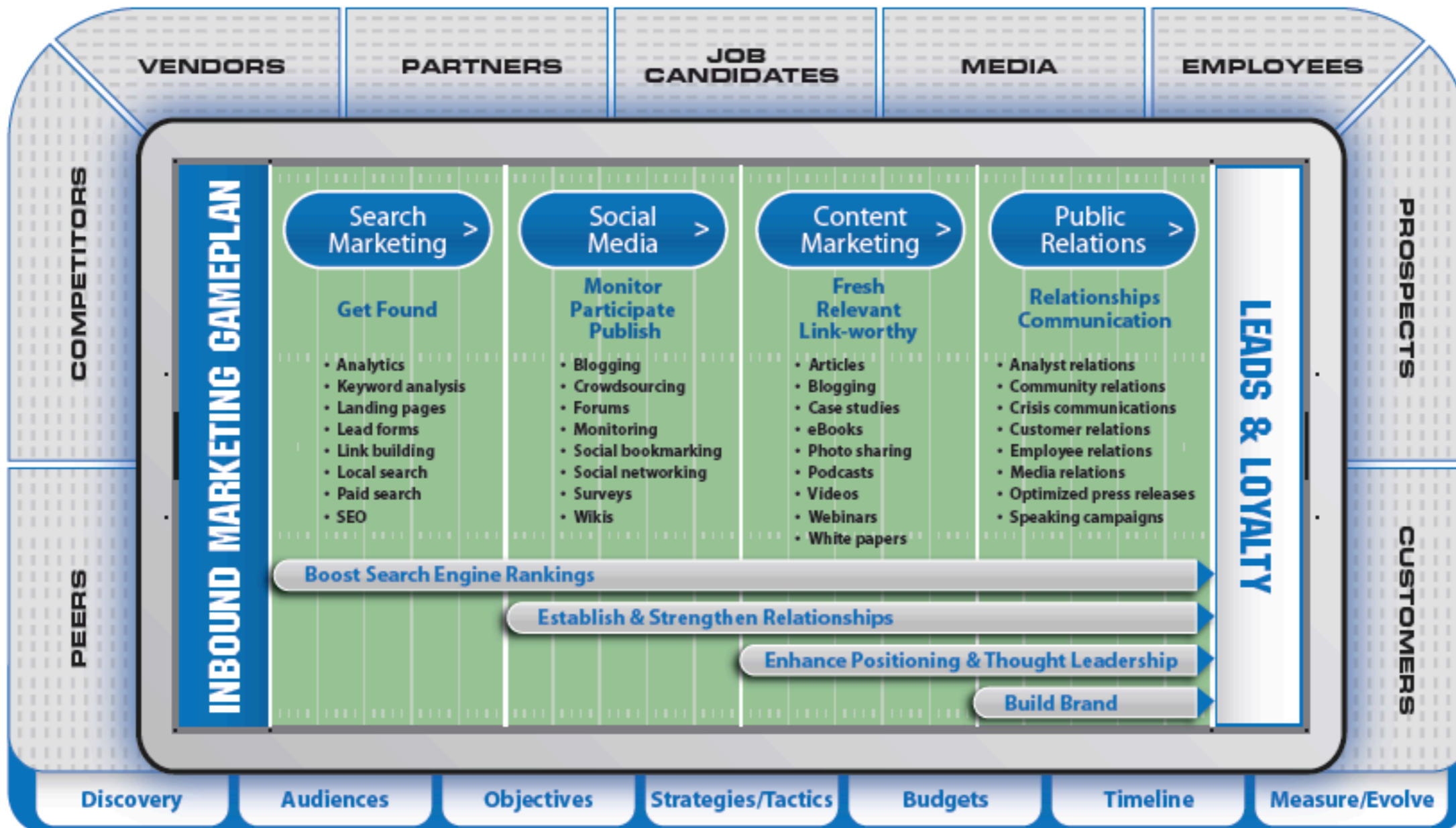


INBOUND MARKETING GAMEPLAN

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 PUBLIC RELATIONS & MARKETING

Look Beyond.

Look Beyond.

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Acknowledgements>

Special thanks to **Brian Halligan** and **Dharmesh Shah**, co-founders of HubSpot and authors of [Inbound Marketing](#), for leveling the playing field. Their vision and business model have given underdogs and innovators the ability to grow smarter and faster by outthinking, not outspending, the competition.

Also, to **David Meerman Scott**, whose [New Rules of Marketing & PR](#) was ahead of its time and remains highly relevant today as a revolutionary book for organization's stuck in traditional, outbound marketing practices.

Finally, to **all the bloggers and organizations** who add such immense value to the social Web. Your content and contributions to the community inspire us daily, and make it possible for professionals everywhere to advance their knowledge and capabilities.

We welcome your feedback, and encourage you to share this eBook with any professionals and communities that you believe may benefit from its content and resources. Thank You!

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“Today, anyone with a story to tell can command an audience—and customers—on the Web. **Your potential customers are looking for products and services like yours right now, today, this minute.**” — *David Meerman Scott*

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Chapter 1 > Intro: *The Shift to Inbound Marketing*

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The Rules Have Changed

As masses of consumers search the Internet for products, news and information (in December 2009, Americans conducted 14.7 billion core searches), organizations in every industry are **shifting budgets away from print advertising, trade shows and direct mail** toward more measurable and effective inbound marketing strategies.

Inbound marketing refers to marketing strategies in which consumers choose to learn more about you by conducting a keyword search online, subscribing to your RSS feed, downloading your case studies, opting into your email newsletter, watching your videos, listening to your podcasts, becoming your "Fan" or "Follower," visiting your social network or commenting on your blog.

So, rather than interrupt the unqualified masses with traditional marketing strategies such as direct mail, telemarketing and advertising, you can connect with qualified consumers online when they are actively looking for what you offer.

Inbound marketing is powered by content and community. In order to grow smarter and faster than the competition, organizations must maintain powerful and informative Websites, participate in social media and continually publish great content through blogs, podcasts, videos, optimized press releases, case studies, white papers, eBooks and articles.

Inbound Marketing by the Numbers

- In December 2009, Americans conducted 14.7 billion core searches [1]
- 133+ million blogs [2]
- 350+ million Facebook members [3]
- 52+ million LinkedIn users
- 10+ million Twitter users
- 7 billion online videos streamed each month on YouTube [4]
- More than 3.5 billion pieces of content shared each week on Facebook

[1] comScore, Inc. [2] Technorati [3] Facebook.com
[4] PCWorld.com

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The Universal Goals: Leads & Loyalty

Inbound marketing gives organizations and professionals the ability to boost search engine rankings, generate inbound links and drive Website traffic, which are proven lead generators.

In addition, inbound marketing **strengthens your brand** and **enhances your thought-leadership positioning**, which can have a much greater impact on your long-term growth, stability and success.

The most powerful and profitable inbound marketing campaigns will use content and community to build loyalty.

To generate this loyalty, **you must look beyond prospects, and consider all of your organization's relevant audiences**, including: peers, competitors, suppliers, vendors, partners, mainstream media, social media, job candidates, employees, prospects and customers.

LEADS & LOYALTY

The Loyalty Factors

Why is loyalty so valuable to your organization?

- Higher retention rates
- Lower cost per sale
- Increased ROI
- Greater profit margins
- Trust and goodwill
- Strength and stability

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The Inbound Marketing GamePlan

Origin

We developed the Inbound Marketing GamePlan in early 2008 as a service chart used in PR 20/20 business development proposals (see right column).

The goal was to offer prospects an easy-to-understand visual that outlined proposed services for a 12-month campaign broken out by quarter in the areas of Website; On-Page Optimization; Off-Page Optimization (i.e. Link Building, Content Marketing); Social Media; Paid Search; Strategy, Training and Education; and Public Relations.

However, over time, we realized **the concept was too tactical in nature**, and our approach was much too focused on lead generation. It was a step in the right direction, but **we needed to evolve our thinking**.

Evolution

In August 2009, we set out to better align our core services with current and future market demand. Based on lessons learned and data gathered supporting dozens of client inbound marketing campaigns, we were able to see trends emerging, both in terms of needs and goals, and the strategies and activities that were most effective in **generating leads, AND building loyalty**.

Original GamePlan Screenshot (circa April 2008)

	1st Quarter (1-3 months)	2nd Quarter (4-6 months)	3rd Quarter (7-9 months)	4th Quarter (10-12 months)
On-Page Optimization				
Keyword Analysis	●			
Page Titles	●			
Page URLs	●			
Headlines	●			
Copywriting	+			
Page Descriptions	●			
Meta Keywords	●			
Image Alt Text	●			
Off-Page Optimization: Link Building, Content Marketing & Local Search				
Directory Submission, Editing				
Optimized Press Releases	●	●	●	●
Blogging	●	●	●	●
Anchor Text Optimization	●	●	●	●
Competitive Mirroring	●	●	●	●
Case Studies		+		+
eNewsletter				
White Papers				
By-Lined Articles				
eBooks			+	
By-Lined Articles				
White Papers				
eNewsletter				
Case Studies		+		+
Competitive Mirroring	●	●	●	●
Anchor Text Optimization	●	●	●	●
By-Lined Articles	●	●	●	●

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The GamePlan in Action

We saw an opportunity to redefine the Inbound Marketing GamePlan as a strategic process and, in the spirit of the social Web, make it available to organizations as a planning resource.

The GamePlan follows a standard marketing-strategy methodology, but concentrates on shifting budgets and resources to **more effective and measurable inbound marketing strategies.**

Our hope is that this eBook serves as a resource for organizations of all sizes to take a more strategic approach to marketing, and tap into the full potential of inbound marketing to **generate leads, AND build loyalty.**

Step 1: Clearly define and differentiate your **brand.**

Step 2: Design and deploy a content-driven **Website.**

Step 3: Go beyond prospects, and consider the impact of your inbound marketing efforts on all **audiences.**

Step 4: Establish measurable and meaningful **campaign objectives** designed to achieve the primary goals of *leads* and *loyalty.*

Step 5: Build an integrated campaign fueled by the four **core inbound marketing strategies:** Search Marketing, Social Media, Content Marketing and Public Relations. The success of each strategy creates momentum that drives your organization forward.

Step 6: Establish dynamic **budgets** that can be easily shifted based on campaign performance and analytics.

Step 7: Define campaign **timelines** with milestones, tasks and responsibilities.

Step 8: Measure everything, and be willing to adapt and evolve.

Chapter 1> Intro: *The Shift to Inbound Marketing*

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Why a Football Field?

More than anything, we needed a simple visual that represented all facets of an inbound marketing program. There were too many elements for a Venn diagram, and football is the perfect metaphor for an inbound marketing campaign:

- ▶ **The Stadium & The Field:** The **stadium is your Website and online communities** — the places that you will draw audiences to — and the **field is your brand**, upon which your entire organization and marketing campaigns are built.
- ▶ **Quarters:** The game (technologies, strategies, thought leaders, innovators) is changing so rapidly that your **campaign should be planned and updated in quarters**. Organizations with static strategies and budgets will become irrelevant.
- ▶ **Personnel:** Consider the impact of the draft and free agency on a professional football team. Since so much of inbound marketing is driven by content and relationships, the **selection and retention of top personnel has never been more essential in marketing**.
- ▶ **Teamwork:** Inbound marketing requires a highly coordinated effort across multiple departments (marketing, PR, HR, legal), and **calls on a diverse skill set** (strategy, copywriting, design, data analysis, programming, messaging, promotion, relationship building).
- ▶ **Commitment:** Inbound marketing success does not happen overnight. **It requires practice and patience**. You need to build reach and strong relationships through social networking, and consistently publish valuable content.
- ▶ **Passion:** You have to **want it more than the other team**. It's that simple. If you don't, it will show in your products, services and communications.
- ▶ **Goals:** The end zone was the most obvious reason for the field. **Every organization must generate leads and build loyalty to thrive**. So, we started in the left end zone with the GamePlan, and then built the objectives and strategies from left to right, driving toward these goals.
- ▶ **Objectives:** You must measure progress, and **adapt based on performance and market changes**.
- ▶ **Strategy:** In football you have offense, defense and special teams. None of them on their own win the game. The same is true for inbound marketing. **Brand, Web, Search, Content, Social Media and PR must work in sync to be successful**.

Chapter 1> Intro: *The Shift to Inbound Marketing*

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Chapter 2> The Discovery: *Define, Differentiate & Design*

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The Scouting Report

Your organization's Inbound Marketing GamePlan starts with the discovery phase. In this phase, use customer research, industry and analyst reports, media coverage, historical sales data, competitive intelligence, surveys of key internal personnel and secondary online research to conduct a **strategic analysis of audiences, the organization and the industry.**

The information gathered during this phase is instrumental in the creation of brand messaging, Website development and the campaign strategy. Here is a look at key items to assess:

- ▶ Agency relationships
- ▶ Business goals
- ▶ Brand positioning/messaging
- ▶ Budgets and timelines
- ▶ Buyer personas
- ▶ Competitors
- ▶ Industry trends
- ▶ Past media coverage
- ▶ Personnel
- ▶ Pricing
- ▶ Products/services
- ▶ Market segments
- ▶ Marketing strategies
- ▶ Social media activity
- ▶ SWOT analysis
- ▶ Target audiences
- ▶ Website analytics

	Strength	Weakness	Neutral
Brand Awareness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand Loyalty (i.e. repeat purchasing)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community Involvement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer Relationships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Experience/Expertise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
External Communications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pricing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product/Service Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reputation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

GamePlan Tip: Use [SurveyMonkey](#) to conduct discovery audits with internal and external audiences.

Chapter 2> Discovery: Define, Differentiate & Design

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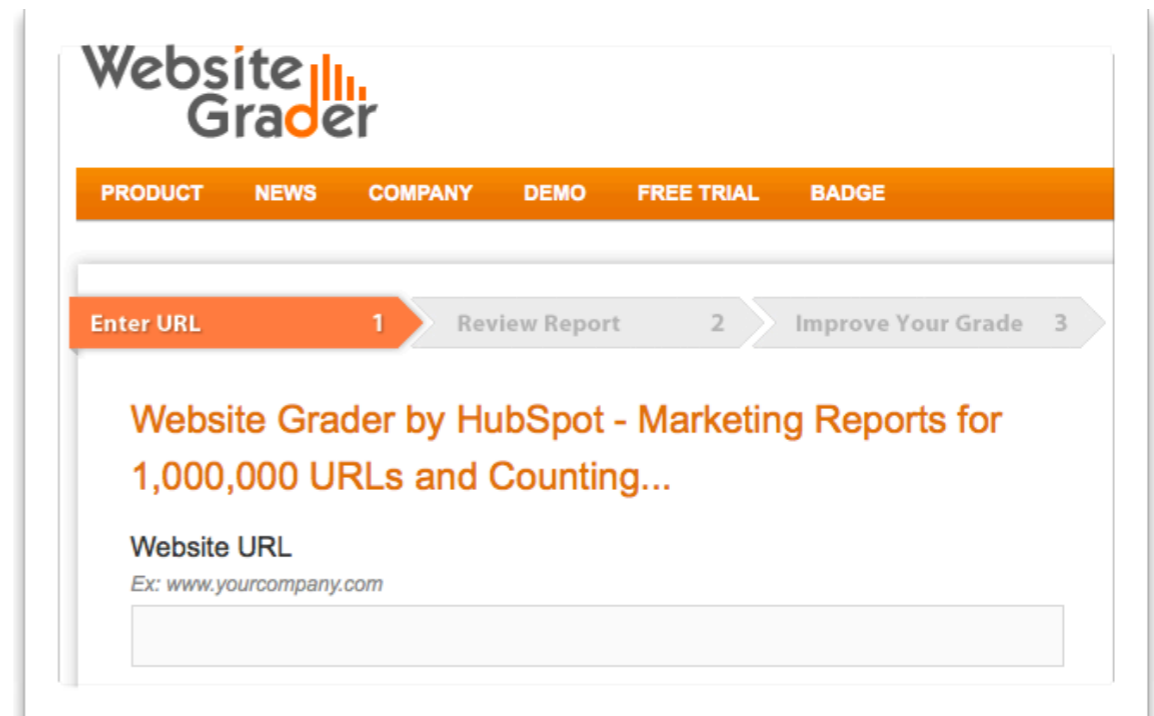
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The Foundation: *Brand & Website*

Your **brand** and **Website** are the two most important elements of building a strong and profitable inbound marketing campaign.

Evaluate the strength of your brand and Website during the discovery phase. **If you identify weaknesses, then your inbound marketing strategy starts there.**

However, if you have clearly defined and differentiated your brand, and built a powerful Website with strong calls to action and buyer-persona-targeted content, then you're ready to move on to the search marketing strategy in chapter 3.



GamePlan Tip: Use [WebsiteGrader](#) to perform a free analysis of your Website.

Chapter 2> Discovery: *Define, Differentiate & Design*

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Brand Marketing: *Define & Differentiate*

Every organization must define and differentiate itself. Share your story through your Website, content, social media activity and public relations, but remember that **your brand is defined by experiences and perceptions**, which now primarily occur online.

How Does Brand Marketing Fit into Your Strategy?

Brand marketing is the foundation upon which your entire organization and marketing campaigns are built. Start by answering these questions:

- ▶ Who are we (in 160 characters or less, and without meaningless jargon)?
- ▶ What are the three greatest strengths/weaknesses of our brand?
- ▶ What are our greatest opportunities for growth?
- ▶ What keywords would people search to find our organization/products/services?
- ▶ Who are our buyer personas?
- ▶ What makes us different?
- ▶ How do we express that differentiation in words, images and actions?
- ▶ What is our sustainable competitive advantage?
- ▶ What value (i.e. expertise, resources, guidance, tools) can we bring to our audiences?
- ▶ What are we doing to innovate and move our industry forward?
- ▶ What makes customers buy from us the first time (acquisition)? What keeps them coming back (retention)?

Next, integrate your answers into your Website, search marketing, social media, content marketing and public relations strategies.

Chapter 2> Discovery: *Define, Differentiate & Design*

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Website Development: *Design, Connect & Grow*

Your Website is a **lead-generation** and **multi-media content publishing tool**. It gives your organization the ability to build a strong brand online that creates powerful connections with audiences, and drives business growth.

How Does Web Development Fit into Your Strategy?

The goal of your site should be to **connect with audiences, drive qualified Website traffic and generate leads.**

It is essential to continually analyze, track and monitor your Website's success through keyword rankings, inbound links, traffic, referrers, and Website visits by keywords and page popularity, among other metrics.

Once your Website design and copywriting are complete, there are significant opportunities to build a more powerful site through search engine optimization (SEO), blogging, social media participation, content marketing, online PR, lead forms, calls to action and landing pages.

Website Strategy Elements

- Analytics
- Blog
- Content Management System (CMS)
- Copywriting
- Design
- Landing Pages
- Lead Forms
- Media room
- SEO

GamePlan Tip: *Do not overlook the importance of strong Website copywriting that is optimized for search engine rankings and visitors. Effective Website copywriting conveys key brand messages, stresses features and benefits, and drives visitors to a desired action (e.g. call, complete a lead form, download resources).*

Chapter 2> Discovery: *Define, Differentiate & Design*

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INBOUND MARKETING GAMEPLAN

GENERATE **LEADS.** BUILD **LOYALTY.**

Chapter 3 > Audiences: *Segment & Prioritize*

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The True Potential of Inbound Marketing

According to HubSpot, champions of the inbound marketing movement (see [online software](#), [book](#) and [summit](#)), “Inbound marketing helps your company **get found by the qualified prospects** that are looking for the products or services that you sell in search engines, blogs and the blogosphere, and social media.”

And it does. As a HubSpot customer and [Partner Agency](#), we have witnessed firsthand the lead-generating value of [inbound marketing](#). **But inbound marketing can do so much more for your business.**

For example, consider its brand loyalty and retention attributes with existing customers. Or, how about its ability to help recruit and retain employees, connect with mainstream and social media, influence competitors and engage with peers?

Regularly publishing **fresh, relevant, link-worthy content** (i.e. blogs, podcasts, videos, optimized press releases, Webinars, case studies, white papers, eBooks and articles) gives organizations and professionals the ability to boost search engine rankings, generate inbound links and drive Website traffic, while bringing value to online communities helps to establish and grow relationships.

However, **content and community also strengthen your brand and enhance your position as a thought leader**, which can have a much greater impact on your organization’s long-term growth, stability and success.

So, when building your inbound marketing strategy, be sure to **think beyond prospects**, and design a Gameplan to reach and influence all audiences relevant to your business.

Every inbound marketing plan should start with lead generation, but **the most powerful campaigns will use content and community to build loyalty.**

Let’s take a look at how inbound marketing can influence your organization’s key audiences . . .

Chapter 3> Audiences: Segment & Prioritize

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Peers

The social Web has made it common practice to connect and share with your professional peers like never before.

In many cases, your peers, often from competing organizations, are the ones sharing and linking to the content you publish.

***GamePlan Tip:** Seek opportunities to build strong relationships through online and offline networks, as a means to learn together and advance.*

Competitors

The race for search engine rankings and influence has made organizations and executives more open, and online tools have given marketers greater access to competitive intelligence. As a result, it is far easier for competitors to research and evaluate each others' strategies, strengths and weaknesses.

At the same time, savvy organizations can use inbound marketing tools (e.g. blogs, videos, social networks) to influence their competition's thoughts and actions. Think of it in terms of marketing warfare.

***GamePlan Tip:** Remember that your competition is reading and watching. Be strategic in your thought and actions.*

The Audiences

- **Peers**
- **Competitors**
- Vendors
- Partners
- Job Candidates
- Media
- Employees
- Prospects
- Customers

***GamePlan Tip:** Segment and prioritize your audiences, then tailor your content and inbound marketing activities to connect with them in meaningful and measurable ways.*

Chapter 3> Audiences: Segment & Prioritize

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Vendors

Whether you sell goods or services, your vendor network is essential to your organization's success.

Build more valuable vendor relationships by engaging them in your inbound marketing campaign.

***GamePlan Tip:** Share guest blog posts, exchange links and help to promote their capabilities and expertise.*

Partners

Business partners are organizations or individuals that share risk, and rely on each other to deliver results and achieve a common goal.

Inbound marketing has made identifying and evaluating potential partners more efficient. Remember that the actions of your partners directly affect your brand, so have a system in place to continually evaluate the strength and profitability of each relationship.

***GamePlan Tip:** Subscribe to your partners' blogs and connect with their leaders in social networks.*

The Audiences

- Peers
- Competitors
- **Vendors**
- **Partners**
- Job Candidates
- Media
- Employees
- Prospects
- Customers

***GamePlan Tip:** Create content featuring your Vendors and Partners, and encourage them to become active in social media, thereby extending your reach and influence.*

Chapter 3 > Audiences: Segment & Prioritize

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Job Candidates

Use content publishing and involvement in online communities to tell your brand's story, and attract social media savvy professionals.

Understand how your job candidates communicate online, where they congregate and what keywords they search, and then use that information to adapt your recruiting strategy.

GamePlan Tip: Screen job candidates through their public profiles and online activities before you even grant an interview. Start with name searches on Google, Facebook, LinkedIn and Twitter.

Media

Your PR firm cannot make your organization more unique and interesting than it truly is. Take risks, be different and bring value to traditional media and bloggers.

Use inbound marketing to connect with reporters online, learn their interests, understand their writing styles and note their preferred means of communication.

GamePlan Tip: Follow media contacts on Twitter, comment on their articles and posts, and only pitch them RELEVANT and TARGETED story ideas.

The Audiences

- Peers
- Competitors
- Vendors
- Partners
- **Job Candidates**
- **Media**
- Employees
- Prospects
- Customers

GamePlan Tip: Use your organization's blog and social networks to announce career opportunities.

Chapter 3 > Audiences: Segment & Prioritize

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Employees

Every employee maintains a personal brand that can directly affect the strength of your organization's brand.

Use inbound marketing to increase employee retention and loyalty by supporting their social media activities, and encouraging them to contribute to the development and management of your organization's content and brand online.

GamePlan Tip: *Don't fight it. Employees, especially younger generations, are active in social media with or without your organization's support. View social media as an opportunity, not an obstacle. Establish social media policies, encourage professional behavior, and move on.*

Prospects

The most obvious and talked about inbound marketing audience, prospects, are actively seeking products, services and information online.

Get found by prospects, and keep your pipeline full, by regularly publishing relevant content, and actively participating in social media to extend your reach and influence.

GamePlan Tip: *Keep in mind that YouTube, Flickr, Facebook, LinkedIn and Twitter are brands and platforms, NOT strategies. Your organization must build a fully integrated Inbound Marketing GamePlan to consistently drive Website traffic and generate leads.*

Chapter 3> Audiences: Segment & Prioritize

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The Audiences

- Peers
- Competitors
- Vendors
- Partners
- Job Candidates
- Media
- **Employees**
- **Prospects**
- Customers

GamePlan Tip: *Use [Google News Alerts](#) to monitor mentions of your brand, executives, products, services, competitors and industry trends.*

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Customers

Existing customers are your most profitable and important relationships. Building loyalty among this audience should be a primary goal of every inbound marketing campaign.

Loyalty is driven by results, relationships and communications. Inbound marketing gives you the power to dramatically increase the strength of all three.

Connect with your customers in more personal and meaningful ways through social networks, and publish free content designed to expand their knowledge and strengthen your position as a thought leader and partner.

GamePlan Tip: *Authenticity is key in social media. If your executives are going to contribute to a blog or participate on social networks, it must be real.*

Other

Other audiences you might consider as part of your Inbound Marketing GamePlan include:

- ▶ Analysts
- ▶ Board Members
- ▶ Community Leaders
- ▶ Government Officials
- ▶ Members
- ▶ Shareholders

Chapter 3> Audiences: Segment & Prioritize

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The Audiences

- Peers
- Competitors
- Vendors
- Partners
- Job Candidates
- Media
- Employees
- Prospects
- **Customers**

GamePlan Tip: *Use social media and content to give your brand personality, and differentiate from competition.*



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Chapter 4 > Objectives: *Set Your Success Factors*

INBOUND MARKETING GAMEPLAN

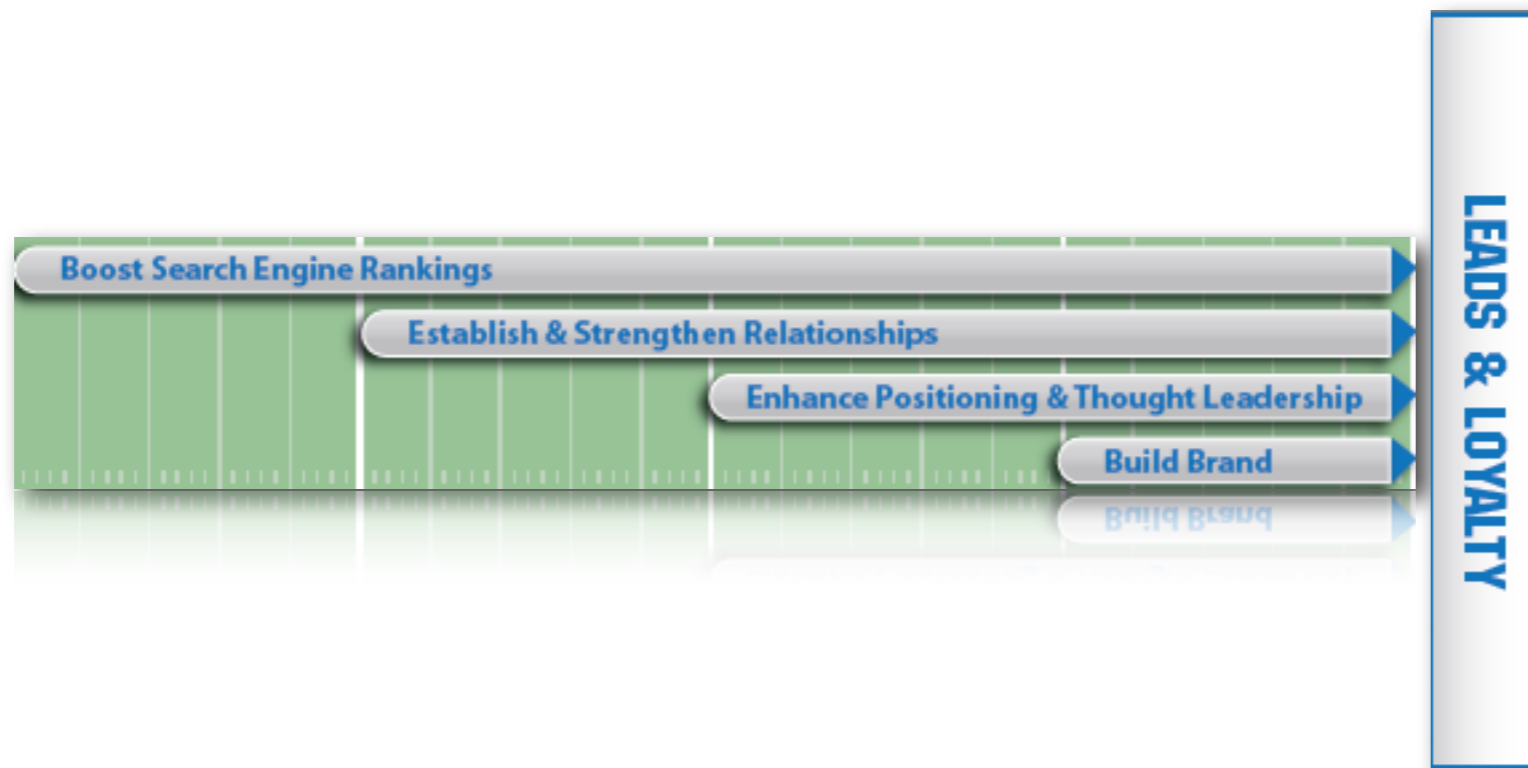
GENERATE **LEADS.** BUILD **LOYALTY.**

Winning Leads & Loyalty

Lead generation and loyalty building are the two primary goals of every marketing campaign.

So what does it take to achieve leads and loyalty?

We have consistently found that campaigns that focus inbound marketing strategies on achieving the GamePlan's four core objectives have the greatest potential to generate leads and build loyalty. We highlight each objective in this chapter, and introduce **Success Factors** that you may consider benchmarking and measuring to continually evaluate and evolve your campaign.



Chapter 4> Objectives: Set Your Success Factors

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Boost Rankings on Top Search Engines.

Success Factors:

- ▶ Top 10 keywords (i.e. those appearing on the first results page)
- ▶ Traffic-producing keywords
- ▶ Lead-producing keywords
- ▶ Sale-converting keywords
- ▶ Organic (i.e. non-paid) traffic

GamePlan Tip: While your entire keyword universe may include thousands of phrases, most organizations should concentrate inbound marketing efforts on the 30 - 50 most relevant keyword phrases, and rely on the long-tail effect to take care of the rest.

Establish and Strengthen Relationships.

Success Factors:

- ▶ Followers
- ▶ Friends and Fans
- ▶ Members
- ▶ Blog comments
- ▶ References/recommendations

GamePlan Tip: Don't confuse reach with influence. Building followers and friends is meaningless without engagement and action.

The Objectives

- **Boost Search Engine Rankings.**
- **Establish and Strengthen Relationships.**
- Enhance Positioning and Thought Leadership.
- Build Brand Awareness.

GamePlan Tip: Benchmark and measure the metrics that will have the greatest impact on your organization's ability to generate leads and build loyalty.

Chapter 4> Objectives: Set Your Success Factors

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Enhance Positioning as a Thought Leader, Innovator and Industry Expert.

Success Factors:

- ▶ Media inquiries
- ▶ LinkedIn recommendations
- ▶ Social bookmarks
- ▶ Blog subscribers
- ▶ Guest blogging opportunities
- ▶ Content downloads
- ▶ Webinar registrants
- ▶ Inbound links

***GamePlan Tip:** Blogging and authentic social media participation are essential to build and enhance thought leadership.*

Build Brand Awareness, Comprehension and Preference.

Success Factors:

- ▶ Website traffic
- ▶ Referrals
- ▶ Media placements
- ▶ Retention rates
- ▶ Positive online reviews
- ▶ Repeat purchases

***GamePlan Tip:** Third-party endorsements of your brand by consumers and media are more important than ever.*

Chapter 4> Objectives: Set Your Success Factors

The Objectives

- **Boost Search Engine Rankings.**
- **Establish and Strengthen Relationships.**
- **Enhance Positioning and Thought Leadership.**
- **Build Brand Awareness.**

***GamePlan Tip:** Focus your content marketing and public relations strategies on reputation, relationship and brand building.*

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INBOUND MARKETING GAMEPLAN

GENERATE **LEADS.** BUILD **LOYALTY.**

Chapter 5 > Strategies & Tactics: *Take an Integrated Approach*

INBOUND MARKETING GAMEPLAN

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Driven by Content & Community

Each objective, as detailed in Chapter 4, is supported by its corresponding inbound marketing strategy shown on the drive chart below. The GamePlan is intended to move from left to right, building strength and momentum as your organization activates each phase.

Once you have established, defined and differentiated your brand, and built a powerful, content-driven Website, the key is to strategize and manage an integrated campaign fueled by the four **core inbound marketing strategies**: Search Marketing, Social Media, Content Marketing and Public Relations.



Chapter 5> Strategies & Tactics: Take an Integrated Approach

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INBOUND MARKETING GAMEPLAN

GENERATE **LEADS.** BUILD **LOYALTY.**

Search Marketing: *Get Found*

Search marketing refers to the paid and organic activities, including SEO, that help boost your Website's search engine ranking, drive visitors and generate leads. In short, it helps your organization **get found online when people are searching for your products or services.**

How Does Search Marketing Fit into Your Strategy?

While traditional SEO tactics, such as on-page optimization, are still essential, **the true drivers of search rankings are content marketing and social media participation.**

Organizations have the ability to reach and influence consumers directly at the exact moment they are searching for products, services and knowledge. In essence, they are granting you permission to market to them, but you have to be there, and provide value.

GamePlan Tip: *There are no shortcuts in search marketing. Boost traffic and leads through paid search in the short term if needed (e.g. Google AdWords and Internet Yellow Pages), but concentrate your efforts on generating inbound links, traffic and leads through creating remarkable content and social media participation.*



Chapter 5> Strategies & Tactics: *Take an Integrated Approach*

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Social Media: Monitor, Participate & Publish

Social media is about **listening, learning, building relationships and bringing value** to the communities relevant to your organization.

Social media is a lifetime commitment to connecting with your audiences (e.g. customers, prospects, peers, partners) in a more authentic and personal way.

How Does Social Media Fit into Your Strategy?

YouTube, Flickr, Facebook, LinkedIn and Twitter are brands and platforms, not strategies. **Social media is a channel for engagement and sharing, not selling.**

Social media, when connected to search marketing, content marketing and public relations strategies, can help your organization boost search engine rankings, build relationships, manage and strengthen your brand, and enhance your positioning as a thought leader and innovator.

GamePlan Tip: *Be authentic, and bring value. Social media is not as simple as creating profiles on each social networking site and making random posts. It is about listening, learning, building relationships and bringing value to the communities relevant to your organization.*



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Content Marketing: *Fresh, Relevant & Link-Worthy*

Content marketing has become the great differentiator — a sustainable competitive advantage that enables you to **separate yourself, while driving acquisition (leads) and retention (loyalty).**

It requires that you understand your audiences, and continuously publish compelling, multi-media content.

Ask yourself: Who are our buyer personas? What are their needs and pain points? What value can we bring to the community? What problems can we solve? What can we publish that is **relevant and link-worthy**?

How Does Content Marketing Fit into Your Strategy?

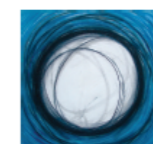
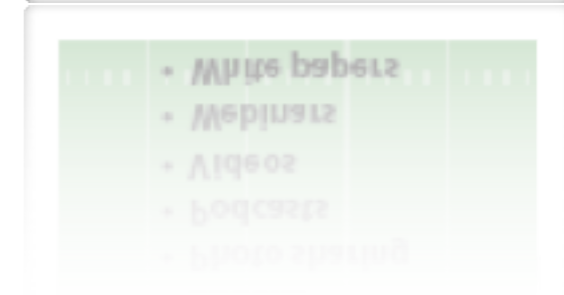
Content marketing is one element of an integrated marketing strategy. It feeds off the strength of your brand, Website, search marketing and social media strategies.

Content marketing alone will not generate leads and loyalty, but it will enable your organization to enhance its position as a thought leader and innovator, **connect with audiences in a more authentic and personal way**, and directly impact your Website's search engine rankings and traffic.

GamePlan Tip: *Establish a quarterly blog editorial calendar that sets deadlines, topics and authors. Consider appointing an internal or external blog editor to keep your blog fresh and relevant.*

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PR 20/20
PUBLIC RELATIONS & MARKETING

Look Beyond.

Look Beyond.

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Public Relations: *Relationships & Communications*

Relationships and communications remain the foundation of the PR industry, but they are being fostered through social networks, Websites, self-published content (i.e. blogs, status updates, videos, case studies, eBooks), mobile apps and the media (mainstream and social).

Public relations reaches and influences every audience that is relevant to your organization, and goes far beyond traditional media relations and publicity.

How Does Public Relations Fit into Your Strategy?

Public relations is the final, and essential, piece to a comprehensive marketing strategy (Brand, Website, Search, Social, Content, PR).

It's not about making your organization seem more remarkable than it truly is, counting clips and generating impressions; rather **it's about listening to your audiences, sharing your unique story, creating connections, gaining influence, and building loyalty in a measurable and meaningful way.**

***GamePlan Tip:** Carefully evaluate your PR agency based on performance and capabilities. Traditional PR firms that charge excessive retainers and high hourly rates are struggling to adapt to the social Web and remain relevant as clients demand more measurable results. See page 36 for [tips on picking an agency.](#)*



Chapter 5> Strategies & Tactics: *Take an Integrated Approach*

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Chapter 6 > Budgets: *Calculate Time & Money Investments*

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Build Dynamic, Real-World Budgets

Traditional marketing budget formulas (e.g. percentage of revenue/assets, competitor benchmarks, etc.) are **mostly irrelevant in today's content-driven and community-based campaigns.**

Why?

Old marketing budget formulas, pushed by traditional agencies and conservative organizations, **focus on strategies that pay for interruption and impressions**, which means you buy everything, including: advertising space, mailing lists, printing and postage, in addition to agency costs (i.e. commissions, retainers and hourly fees).

The basic theory being that if organizations outspend their competition, then they gain market share. The agencies win a few awards for their creative genius, and executives feel good because they see fancy advertising and PR reports with arbitrary data (e.g. impressions, ad equivalency, PR value).

Everybody wins. Right?

Wrong. Traditional budgeting **pays for placement**, breeds complacency, and lacks true connections to meaningful metrics such as Website traffic, inbound links, leads and sales.

Inbound marketing **pays for production and participation**, and gives underdogs and innovators the ability to grow faster and smarter by outthinking, not outspending, the competition.

Chapter 6> Budgets: Calculate Time & Money Investments

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Commit Time & Money

If you are new to inbound marketing, your best bet will be to start with your current budget (however you arrived at it) or pick a comfortable monthly amount based on revenue and funding.

From there, find an agency or executive with significant inbound marketing knowledge and capabilities, and **build a dynamic campaign budget that can be adjusted based on performance.**

Agencies and executives that understand inbound marketing will be able to **prioritize activities with the greatest ROI potential that fit your needs and budgets**, and even help establish realistic budgets with you.

- ▶ Assess the **competency of your staff** in the core areas of brand marketing, Website development, search marketing, social media, content marketing and public relations. Determine **time availability of internal resources** to contribute to an inbound marketing campaign.
- ▶ Find an **agency partner** to build your strategy and budget. Note that the pricing structure of the agency, and their inbound marketing experience and capabilities, will have dramatic affects on the total cost of your campaign.
- ▶ Determine **licensing and subscription costs** for inbound marketing services, software and tools (e.g. press release wire service, search engine optimization, lead nurturing, monitoring).
- ▶ Define realistic investments of the **time and money** your organization is able to commit.

Major Budget Factors

Things to consider when building a budget for both leads and loyalty:

- Strength of current Website and need for **design and optimization.**
- Outsourcing of **content creation**, including copywriting and design of case studies, eBooks, blog posts and white papers.
- Reliance on **paid search** (e.g. Google AdWords, IYPs) for short-term lead generation and sales.
- **Brand awareness** in target markets.
- Aggressiveness of **growth goals.**
- Stage of **business lifecycle.**
- Inbound marketing **competency levels** and time availability of marketing team and executives.
- Strength of **competition.**
- Commitment to vision and **innovation.**

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Picking an Inbound Marketing Agency

Agencies can provide valuable support and consulting when building and conducting inbound marketing programs. While some organizations are able to run campaigns through internal staff, many seek to partner with firms that specialize in inbound marketing.

Here are a few tips to keep in mind when considering agency partners:

- ▶ Closely **evaluate the agency and your account team**. They should have a strong track record for delivering meaningful results, be highly active in social media, have a powerful agency Website and regularly publish relevant content. If they don't have a blog, just move on.
- ▶ Understand that top inbound marketing agencies and professionals with competencies across multiple marketing disciplines are in **scarce supply and high demand**, so be willing to pay for the level of knowledge and service delivered. However, the days of excessive retainers and hourly rates are fading fast. Demand value and results
- ▶ If they promise immediate returns, including large quantities of leads and top search engine rankings, run the other way. This is a **long-term, organic and authentic process**.
- ▶ If you choose to engage multiple agencies, focus on establishing open communication channels between them, and integrating their efforts. **Remember the importance of Teamwork** for inbound marketing to succeed.

GamePlan Tip: Plan to spend a minimum of \$2,000 per month for an inbound marketing agency. The number one budget factor will be content creation, so budget significantly more if you will be outsourcing planning and production of case studies, eBooks, blogging, videos, podcasts and articles.

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SAMPLE: Inbound Marketing GamePlan Budget

The sample Inbound Marketing GamePlan budget to the right is for a 12-month campaign, and is based on the following basic assumptions:

- ▶ **Limited internal capabilities and time** will require that you outsource the majority of your inbound marketing activities, with the exception of social media participation, to an inbound marketing agency.
- ▶ Your organization has clearly defined and differentiated its brand, so budget is not needed for that phase; however, there are **significant opportunities to build a stronger and more competitive Website** through search engine optimization, blogging and site architecture (e.g. design, lead forms, calls to action, landing pages).
- ▶ **Content marketing will play an essential role in lead generation and loyalty building** and therefore is a significant portion of the campaign budget. A moderate public relations budget will support the GamePlan, primarily through media relations and optimized press releases.
- ▶ Activities marked with an asterisk (*) indicate **one-time costs at campaign launch**. These activities, totaling \$27,250 in this hypothetical budget, can be included as part of the initial annual budget.

Strategy	Activities	Quantity	Cost
Website Development	Website Redesign*	1	\$6,000
Website Development	Website Copywriting*	25 pages	\$7,500
Website Development	Landing Pages*	3	\$900
Website Development	Blog Setup & Integration*	1	\$1,500
Search Marketing	Keyword Analysis*	1	\$1,000
Search Marketing	On-Page Optimization (SEO)*	25 pages	\$2,500
Social Media	Social Network Setup*	1	\$1,000
Search Marketing	Basic Link Building*	est. 36 hours	\$4,650
Search Marketing	Google AdWords Strategy*	1	\$1,000
Social Media	Social Media Training*	1	\$1,200
Content Marketing	Case Studies	6	\$12,000
Content Marketing	eBooks	3	\$15,000
Content Marketing	White Papers	2	\$8,000
Public Relations	Optimized Press Releases	12	\$8,400
Content Marketing	Blog Posts	48	\$12,000
Social Media	Social Media Participation	est. 250 hours	—
Campaign Management	Campaign Scorecards	12	\$6,000
Campaign Management	Meetings & Communications	est. 120 hours	\$15,500
Public Relations	Media Relations	est. 120 hours	\$15,500
			\$119,650

Expenses	Annual Cost
Content Management System License	\$600
HubSpot Medium License	\$9,000
Social Media Monitoring Service	\$7,200
Release Wire Distribution Fees	\$3,000
CRM Solution	\$1,200
Google AdWords PPC Fees	\$12,000
	\$33,000

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Chapter 7 > Timeline: *Track Activities & Milestones*

INBOUND MARKETING GAMEPLAN

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Traditional Project Management Rules Still Apply

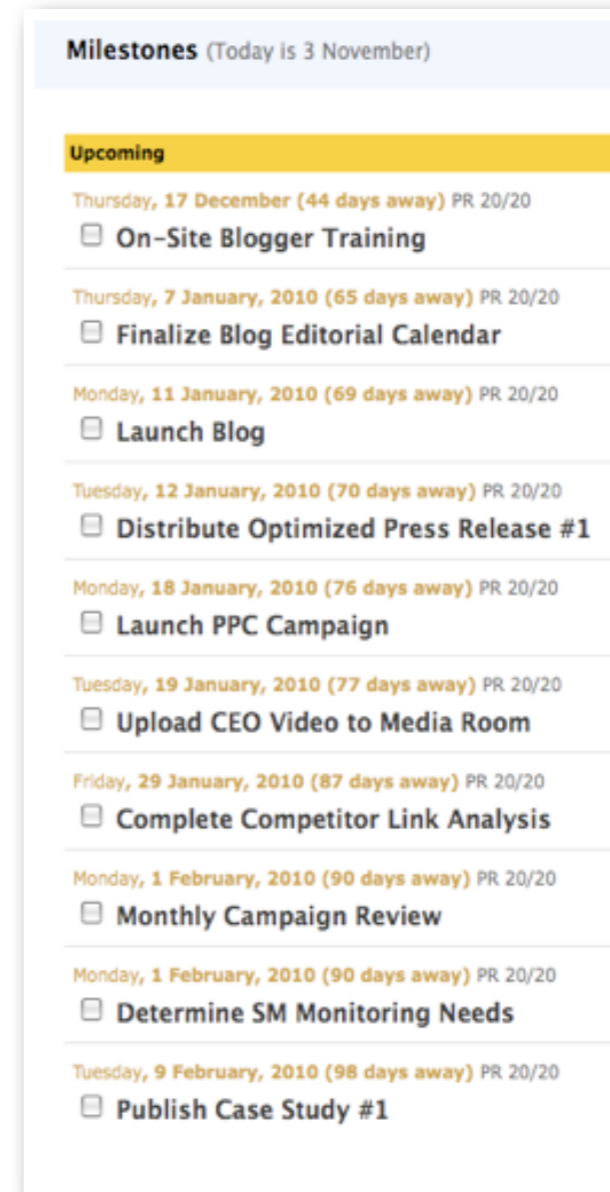
While inbound marketing is all about the “New Rules” of marketing and PR, traditional project-management principles still apply.

However, **software innovations and mobile applications** have made it more efficient than ever to manage to-do lists across multiple departments and organizations, and track milestones.

While your organization’s campaign timeline will vary based on objectives, strategies, personnel and budgets, it is essential to have a solid project management system to keep your team on target.

- ▶ Consider an **online project management solution** that enables you to edit and review campaign activities and timelines anywhere with an Internet connection, including mobile phones.
- ▶ Maintain **to-do lists** for each major project within your campaign.
- ▶ Demand **transparency** from your outside agencies in regard to their tactics, timing, pricing and team assignments.
- ▶ Consider **realistic turnaround times** when building your GamePlan strategies. For example, a case study requires planning, research, copywriting, design and distribution, which can take 3 - 5 weeks to complete based on your team’s capabilities, as well as internal review and approval processes.

***GamePlan Tip:** Check out [37Signals Basecamp](#) for a simple and effective project management solution.*



Milestones (Today is 3 November)	
Upcoming	
Thursday, 17 December (44 days away) PR 20/20	<input type="checkbox"/> On-Site Blogger Training
Thursday, 7 January, 2010 (65 days away) PR 20/20	<input type="checkbox"/> Finalize Blog Editorial Calendar
Monday, 11 January, 2010 (69 days away) PR 20/20	<input type="checkbox"/> Launch Blog
Tuesday, 12 January, 2010 (70 days away) PR 20/20	<input type="checkbox"/> Distribute Optimized Press Release #1
Monday, 18 January, 2010 (76 days away) PR 20/20	<input type="checkbox"/> Launch PPC Campaign
Tuesday, 19 January, 2010 (77 days away) PR 20/20	<input type="checkbox"/> Upload CEO Video to Media Room
Friday, 29 January, 2010 (87 days away) PR 20/20	<input type="checkbox"/> Complete Competitor Link Analysis
Monday, 1 February, 2010 (90 days away) PR 20/20	<input type="checkbox"/> Monthly Campaign Review
Monday, 1 February, 2010 (90 days away) PR 20/20	<input type="checkbox"/> Determine SM Monitoring Needs
Tuesday, 9 February, 2010 (98 days away) PR 20/20	<input type="checkbox"/> Publish Case Study #1

Chapter 7> Timeline: Track Activities & Milestones

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Chapter 8 > Measure & Evolve: *Use Analytics to Adapt*

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Keeping Score of What Matters

Focus on meaningful metrics, monitored and evaluated in real time, that enable your organization to constantly adapt and evolve. As a result, you will experience increased efficiency, improved ROI, more leads and higher levels of loyalty.

That's the promise of inbound marketing.

As we discussed in earlier chapters, the only measurements that truly matter are those that directly affect your ability to generate leads and build loyalty.

- ▶ Install **Website analytics** to enable real-time tracking of traffic, referrers, page views and keywords.
- ▶ Build unique **landing pages** that enable you to track views and conversion rates for content downloads, event registrations, contact requests and other calls to action. Adjust your campaign strategies based on conversion rates.
- ▶ Track **marketing events and milestones**, and monitor how they correlate to spikes in Website traffic, inbound links, leads and sales.
- ▶ Assign a team member to monitor Website analytics and **social media activity** daily. Review and update your campaign strategy monthly.

***GamePlan Tip:** Running a local search campaign? Consider unique call-tracking numbers to monitor incoming calls and connect them back to marketing efforts.*

Campaign Scorecard Model

PR 20/20 uses Campaign Scorecards to manage client inbound marketing campaigns. Scorecards are segmented into three sections, and updated monthly.

- **Section 1:** The Activities
- **Section 2:** The Results
- **Section 3:** Updated GamePlan

Learn more about [Campaign Scorecards](#).

***GamePlan Tip:** Set up [Google Webmaster Tools](#) and [Google Analytics](#) for your site to gain access to a wealth of information, resources and data.*

Chapter 8> Measure & Evolve: Use Analytics to Adapt

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MEASURE: Website Strength & Campaign Performance

DATE	WEBSITE GRADE	PAGE RANK	ALEXA RANK	BLOG RANK	INBOUND LINKS	TOP 10 KEYWORDS	TOP 100 KEYWORDS	VISITORS	LEADS	SALES
Oct 1, 2008	58	2	658,853	N/A	55	13	52	857	10	1
Nov 1, 2008	61	2	729,816	956,658	68	18	65	426	15	3
Dec 1, 2008	68	2	718,661	713,141	86	19	66	537	17	4
Jan 1, 2009	71	2	979,357	980,160	102	32	89	928	14	0
Feb 1, 2009	77	2	612,260	621,715	2,272	31	77	1,484	20	5
Mar 1, 2009	75	3	493,532	494,554	1,750	35	99	1,320	27	3
Apr 1, 2009	74	3	470,850	411,168	1,481	37	105	2,252	32	3
May 1, 2009	76	3	381,103	410,897	4,029	53	128	2,085	33	5
Jun 1, 2009	76	3	470,735	429,801	4,129	55	127	2,072	40	4
Jul 1, 2009	76	3	540,854	429,058	4,257	58	112	1,624	41	3
Aug 1, 2009	77	3	444,383	290,175	4,424	65	122	2,597	53	7
Sep 1, 2009	87	3	452,743	270,924	5,107	65	131	2,354	57	5
Oct 1, 2009	87	3	406,775	266,049	5,377	70	135	2,309	62	6
Nov 1, 2009	87	3	367,792	266,049	5,544	70	138	5,077	70	9

Chapter 8> Measure & Evolve: Use Analytics to Adapt

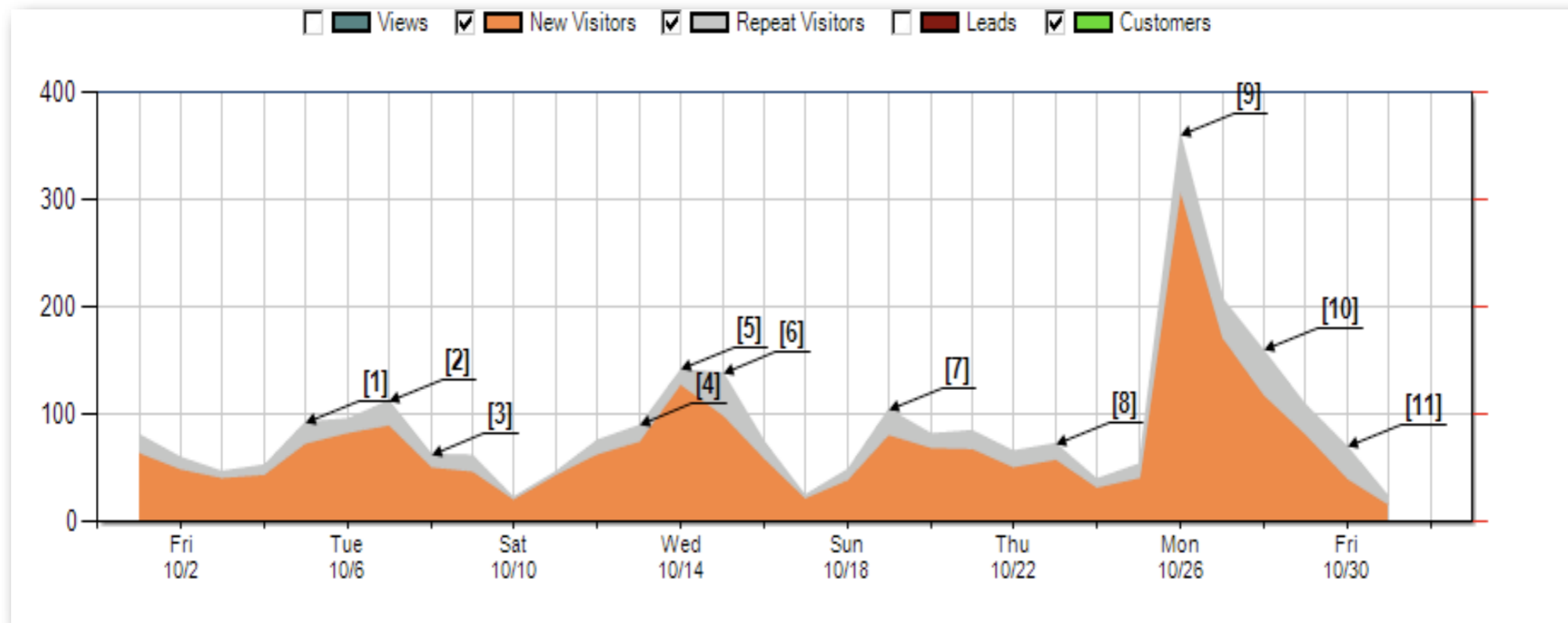
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MEASURE: Website Traffic & Associated Marketing Events



* Numbers indicate marketing events/milestones and related traffic patterns.

Chapter 8> Measure & Evolve: Use Analytics to Adapt

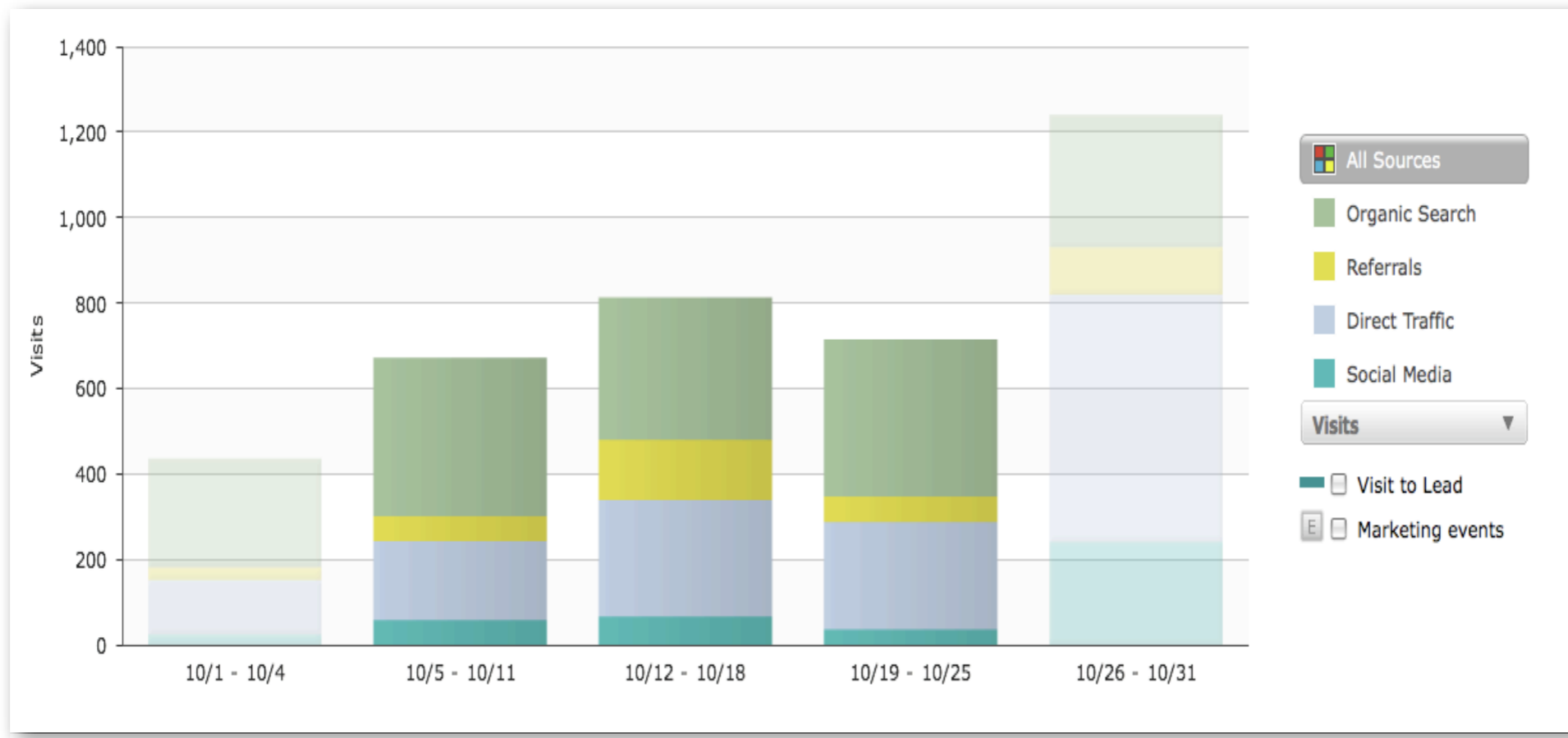
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MEASURE: Referring Sites & Sources of Traffic



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MEASURE: Keyword Rankings on Major Search Engines

	Searches	Difficulty	Visits	CPC	Current Rank	Original Rank	Goal
keyword #1	25,389	74	5,389	\$9.60	1	1	1
keyword #5	890	88	137	\$9.98	3	24	10
keyword #4	>10	52	22	\$8.87	5	27	10
keyword #2	<1	<10	0	<\$0.50	8	100+	10
keyword #3	160	88	10	\$11.12	9	100+	10
keyword #6	21	73	7	\$2.48	16	100+	10
keyword #20	<1	19	0	<\$0.50	17	100+	10
keyword #8	83	66	1	\$4.84	18	65	10
keyword #9	82	65	2	\$5.76	22	100+	10
keyword #10	85	62	5	\$2.30	25	100+	10
keyword #11	83	66	1	\$4.84	18	65	10
keyword #12	<1	19	0	<\$0.50	17	100+	10
keyword #13	21	73	7	\$2.48	16	100+	10

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Chapter 9 > Resource Center: *Tap into the Social Web*

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Essential Resources for Inbound Marketers

The social Web is full of remarkable people, content and resources. Organizations like **HubSpot**, and influentials like **Chris Brogan** and **David Meerman Scott**, have built their brands by educating the masses through blogging, eBooks, online classes, Webinars, case studies, Web TV shows and podcasts, often for free.

Take advantage of the wealth of information and guidance available to you. Just remember, you will get out of the social Web what you are willing to put into it. So, if you have value to share, do so. And if you have the need for products, professional services and consulting, support the organizations and individuals who contribute such immense time and energy to making the social Web such an amazing place for learning and advancement.

David Meerman Scott eBooks

- ▶ [Lose Control of Your Marketing](#)
- ▶ [The New Rules of Viral Marketing](#)
- ▶ [The Gobbledygook Manifesto](#)
- ▶ [The New Rules of PR](#)
- ▶ [How Will You Create a World Wide Rave?](#)
- ▶ [Gaijin Male Model](#)

HubSpot Resources

- ▶ [Marketing Webinars](#)
- ▶ [Inbound Marketing Communities](#)
- ▶ [Marketing Whitepapers](#)
- ▶ [Marketing Kits](#)
- ▶ [HubSpot TV](#)
- ▶ [Grader.com Tools](#)
- ▶ [Studies & Reports](#)

Blogs

- ▶ [Chris Brogan](#)
- ▶ [David Meerman Scott](#)
- ▶ [David Mihm](#)
- ▶ [Gary Vaynerchuk](#)
- ▶ [Hubspot](#)
- ▶ [Influential Marketing Blog](#)
- ▶ [Junta42](#)
- ▶ [Mashable](#)
- ▶ [Matt Cutts](#)
- ▶ [SEOmoz](#)
- ▶ [TechCrunch](#)

Online Courses

- ▶ [Inbound Marketing University](#)
- ▶ [Google Analytics](#)
- ▶ [Google Advertising Professionals](#)

Books

- ▶ [Inbound Marketing](#) by Brian Halligan and Dharmesh Shah
- ▶ [The New Rules of Marketing & PR and World Wide Rave](#) by David Meerman Scott
- ▶ [The Long Tail](#) by Chris Anderson
- ▶ [Groundswell](#) by Charlene Li and Josh Bernoff
- ▶ [Trust Agents](#) by Chris Brogan and Julian Smith
- ▶ [The New Influencers](#) by Paul Gillian
- ▶ [Get Content, Get Customers](#) by Joe Pulizzi
- ▶ [Personality Not Included](#) by Rohit Bhargava

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Chapter 10 > The Beginning: *Look Beyond*

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It's Game Time . . .

The social Web and inbound marketing have leveled the playing field. **Underdogs and innovators now have the power to grow faster and smarter than their competitors.** They have the ability to control their destiny.

Don't be afraid to completely evolve what you have spent years building. Listen to the markets, adapt to demand and move where others aren't willing or able to go.

- ▶ It's time to **differentiate your brand** and **build a powerful, lead-generating Website.**
- ▶ It's time to **consider the needs and goals of all audiences** and **connect with them** in more meaningful and personal ways.
- ▶ It's time to **stop hiding behind arbitrary measurements**, and start building integrated marketing campaigns around metrics that directly affect the bottom line.
- ▶ It's time to **stop paying for placement** and **start publishing** relevant, link-worthy content.
- ▶ It's time to **participate and bring real value to online communities.**
- ▶ It's time to **set dynamic, performance-based budgets** that constantly shift and adapt based on analytics, consumer behavior and market forces.
- ▶ It's time to **tap into the endless resources** of the social Web.
- ▶ It's time to **"get found"** when audiences are searching for knowledge, products and services.
- ▶ It's time to **generate leads and build loyalty.**
- ▶ It's time to **look beyond** traditional wisdom and conventional solutions.
- ▶ It's time to **innovate and lead.**

It's time to build and activate your Inbound Marketing GamePlan.

Chapter 10> The Beginning: *Look Beyond*

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