



LAUNCH

Team Incorporated

(formerly PLS)

Inbound Marketing

Bringing Customers to You

Photonics West 2016



Agenda

Inbound Marketing	10:30 - 12:00
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Introductions

Inbound 101

Expectations

Metrics

Getting started: readiness

Top barriers and how we overcome

Lunch & Discussion	12:00 - 1:00
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Marketing Roundtable	1:00 - 2:30
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Marketing's changing role in sales

Industry outlook

Marketing outlook

3 case studies

Biggest win

2016 priority

Start / stop

Q&A

Introductions



Michele Nichols
President / Principal



Sarah Campagna
Account Manager



Lou Horvath
Principal/Writer/
Patent Agent



Kara Fortuna
Principal/Design



John Veckerelli
Principal/
Program Mgr.



John Agostinelli
Patent Agent



Beth Shope
Design/Web/SEO



Katie Steelman
Writer/Social
Media Specialist



Aimee Schenck
Inbound Marketing
Specialist



Damon Diehl
Technical Writer



Marcy McCall
Office Manager



Mandy Bly
Social media/SEO

History of
thoughtful growth

Full team for cost
of single hire

Geared for speed
and accountability

Experienced with
components, assemblies
& instrumentation

Our Process



CORNING



APOMA
American Precision Optics Manufacturers Association



Inbound Marketing

“Nobody wants
to be sold.
They want to
sell themselves.”

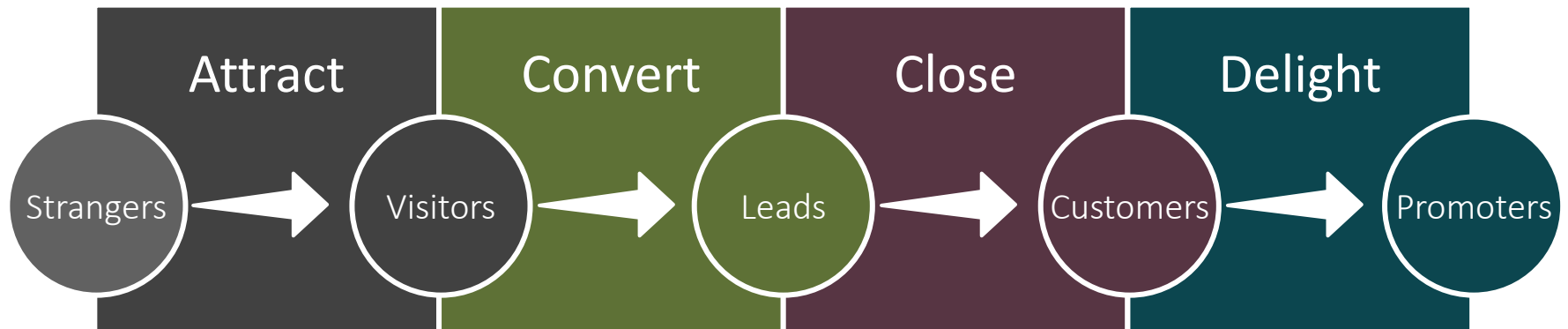
58%

of the buying decision is
complete before they ever
contact a salesperson.

So What Is Inbound?

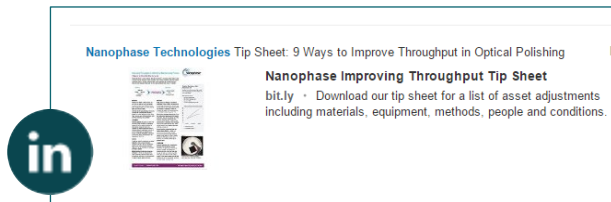
What is Inbound Marketing?

- Quality content that pulls in prospects
- At point of interest/need
- Focused on customer's needs, language, interest & timing

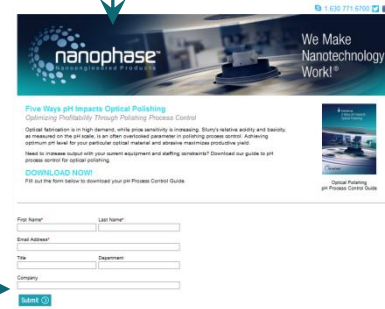
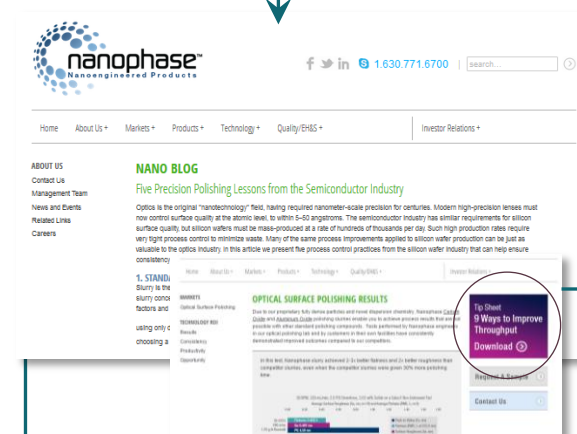


An Example

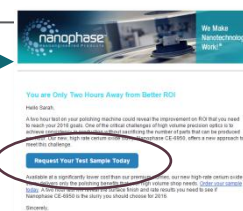
Social Media



Website



Email



Demands

Educational

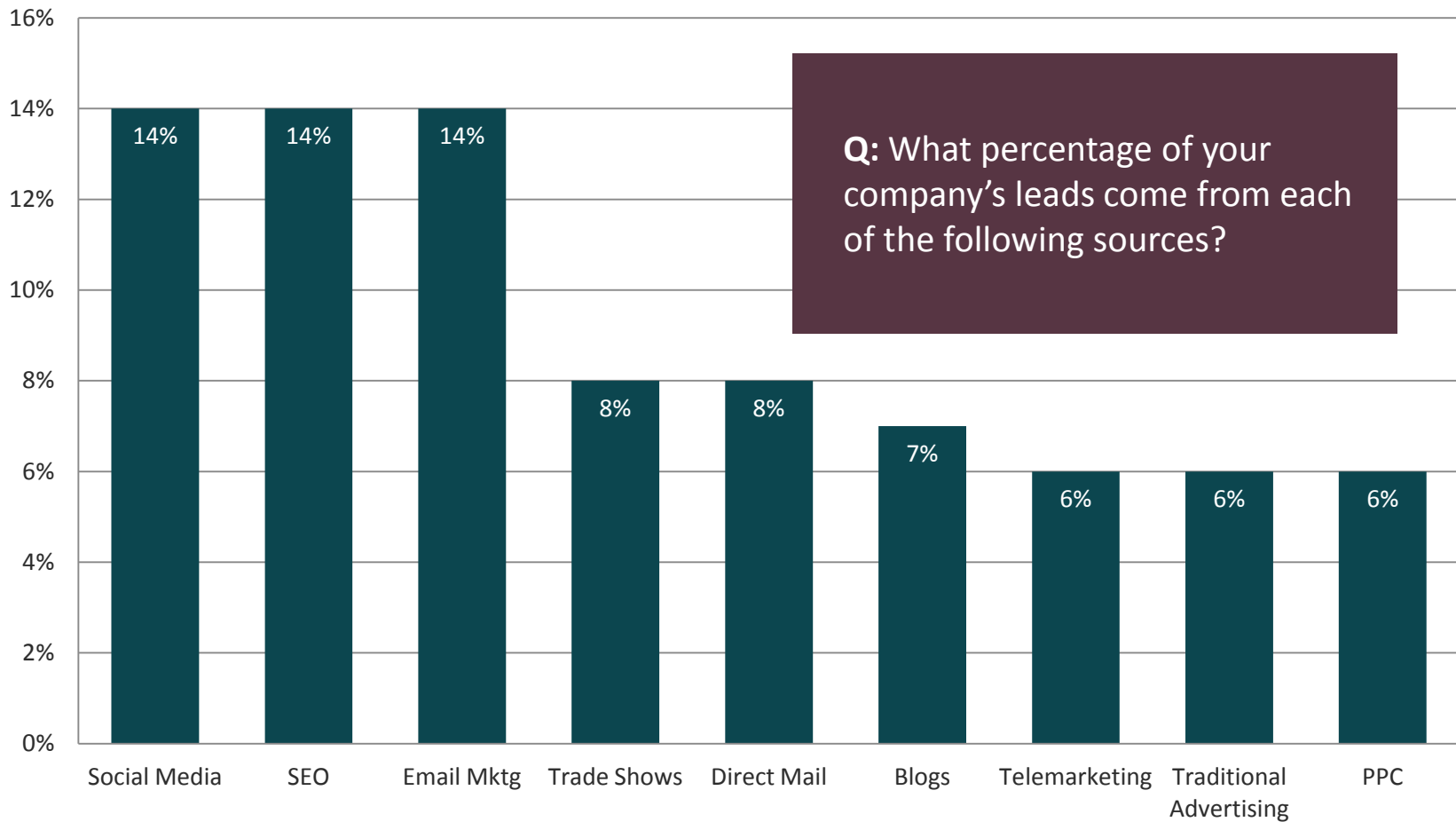
Customer Focused

Data Driven

Measurable

Systematic

Inbound Most Effective at Lead Generation



Survey N = 3,339

ROI on Inbound Approach

200%

An optical assembly client doubled **web traffic** in one year and closed 6-figure accounts from leads from the web

4x

A nanotech company quadrupled their **leads** for the same tradeshow from 2014 to 2015 through a redesign and rethink of strategy, culminating in a pre-and-post show campaign

65%

More **leads** and 32% more web traffic in 3 months after the Launch Team rewrote web and inbound content to optimize for keywords and to target the right customer profile in medical devices

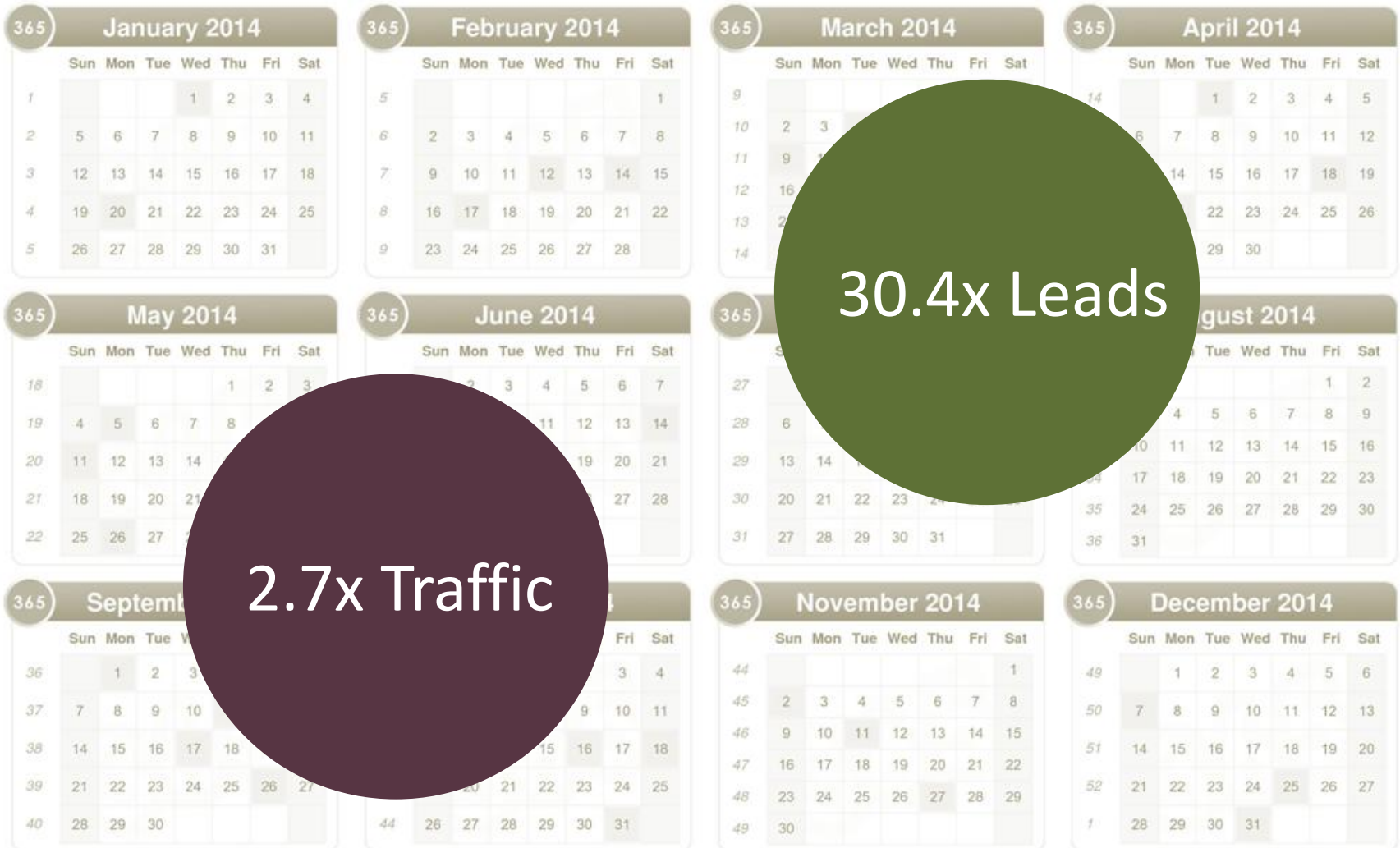
2x

One custom & catalog optics company has doubled their **customers** in the 18 months they've been on HubSpot inbound marketing platform

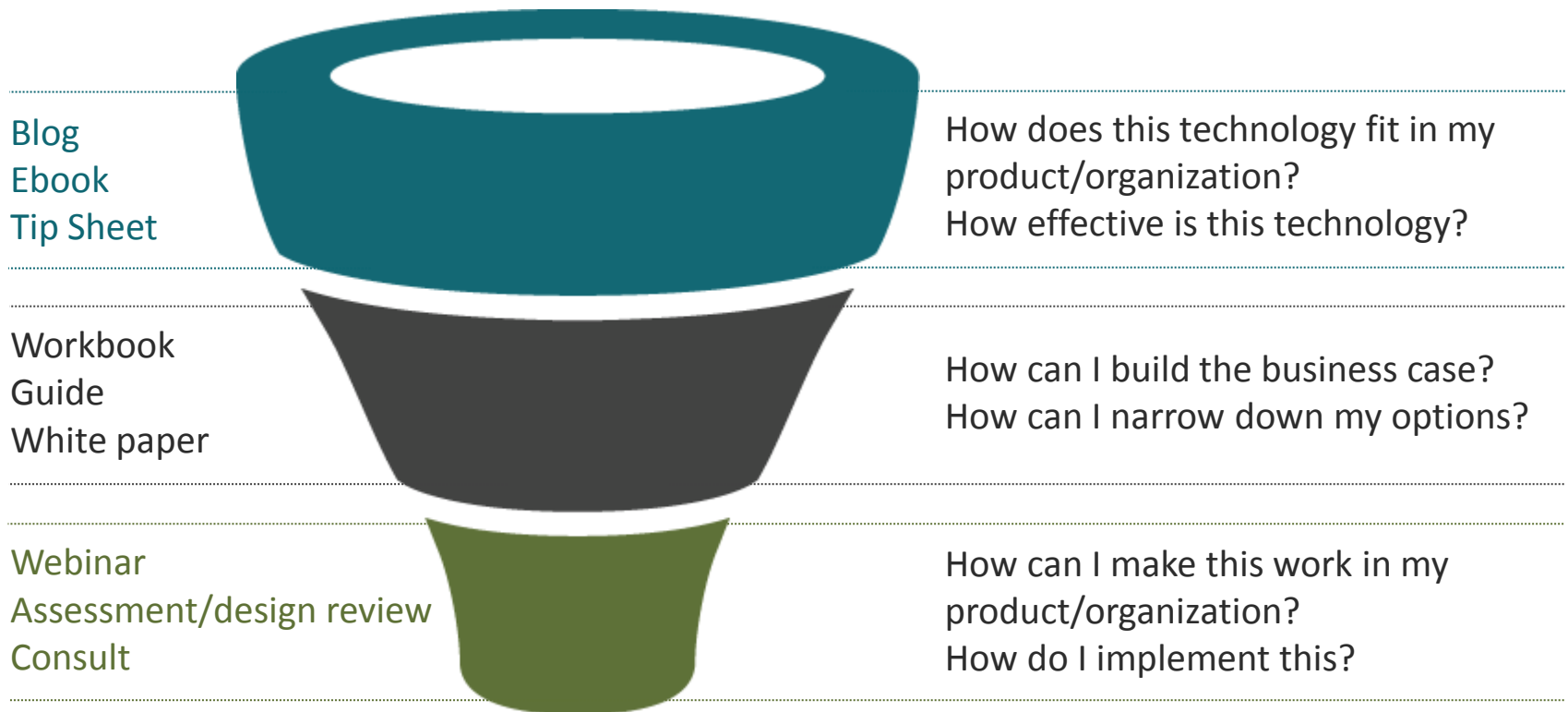
35%

A materials company increased **revenue** by 35% after rebranding/repositioning 12 months ago

Inbound Expectations: Time to ROI



Marketing's Role in Sales



Sales Process



Implications to Sales

Change is Required



Different levels of readiness

Focus on bottom of funnel

Lack of follow-up process

Speed of response

**Nurtured leads make
47% larger purchases
than non-nurtured leads.**

80% of sales require
5 follow-up calls after
the meeting.

44% of salespeople give
up after **1** follow-up.

91% of customers say
they'd give referrals.

Only **11%** of salespeople
ask for referrals.

Great sales habits are
timeless

But sales tactics have
changed

**In 2007 it took 3.7
cold call attempts to
reach a prospect.**

Today it takes 8 attempts.

Thursday is the best day
to prospect. **Wednesday** is
the second best.

Tuesday is the worst day.

Best time to call?

4-5 pm

Second best?

8-10 am

Worst:

11 am and 2 pm

**The best times to email
prospects are 8:00am
and 3:00pm.**

**With companies
100-500 employees, 7
people are involved in
buying decision.**

78% of salespeople
using social media
outsell their peers.

**Social media
has a 100% higher
lead-to-close rate than
outbound marketing.**

**Top salespeople use
LinkedIn at least 6
hours/week.**

82% of buyers viewed
at least **5** pieces
of content from the
winning vendor.

68% of consumers
feel more positive about
a brand after consuming
their content.

86% of B2B buyers
access business content
on mobile.

**If you follow up
with web leads within 5
minutes, you're 9x more
likely to convert them.**

Inbound works

63% of prospects
requesting information
will not purchase for
3+ months.

**Only 25% are legitimate
sales opportunities.**

Inbound improves lead
quantity, but qualification
processes are key

**50% of sales go to
the first salesperson to
contact the prospect.**

Single biggest way
to increase sales through
distributors?

Answer faster

**“I’m under 30. I just
Google for it.”**

5 signs change is needed
in sales approach



1

Commoditization



2

Inconsistent follow-up



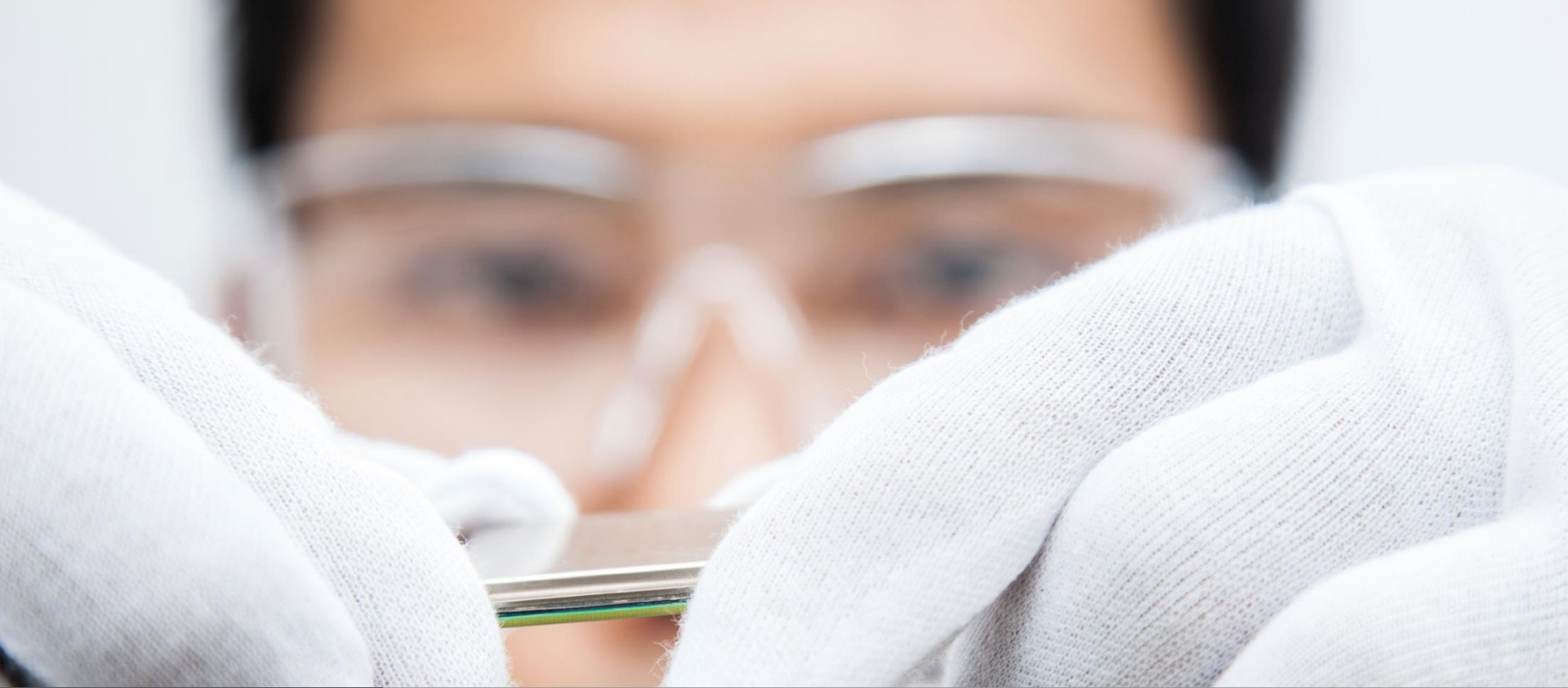
3

Waiting for a call



4

Slow quoting



5

Focusing on the product

Barriers to Inbound: Marketing

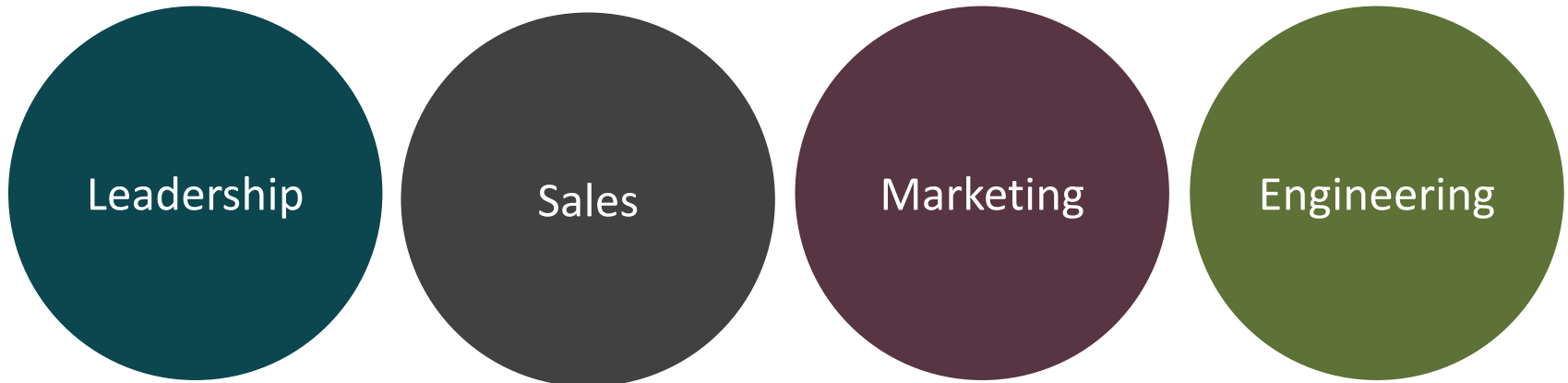
Marketing Barriers

Content	<ul style="list-style-type: none">▪ Lack of R&D/engineering resources to write▪ Underestimate volume of content needed
Marketing / Engineering Gap	<ul style="list-style-type: none">▪ Product manager is playing more & more critical role▪ Consolidation & reorg means unclear roles
ROI	<ul style="list-style-type: none">▪ No silver bullet — plan on 18 month commitment
Transparency	<ul style="list-style-type: none">▪ Willingness to discuss your technology; be open to social media commentary / criticism

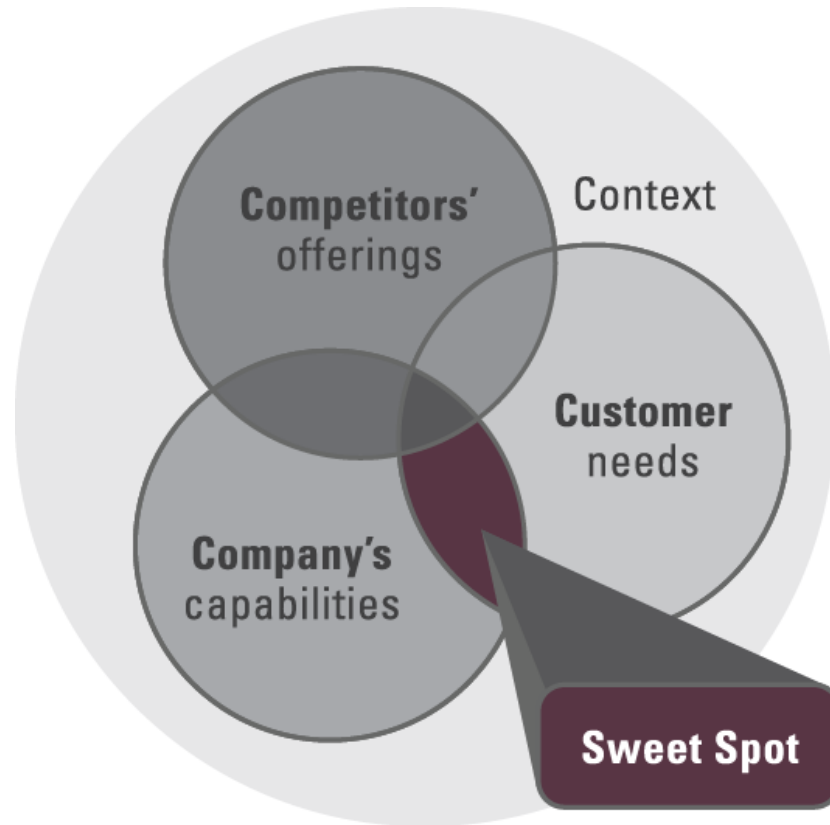
Getting Ready for Inbound

1. Educate & create buy-in from leadership, sales, marketing & engineering
2. Define your unique value proposition
3. Understand your target customer
 - Customer Persona
4. Set realistic goals
 - Traffic calculator—identify goal at each level
5. Commit to strategy for 18 months
6. Choose a toolset
7. Conduct a content audit
8. Create your marketing roadmap
9. Start your first campaign

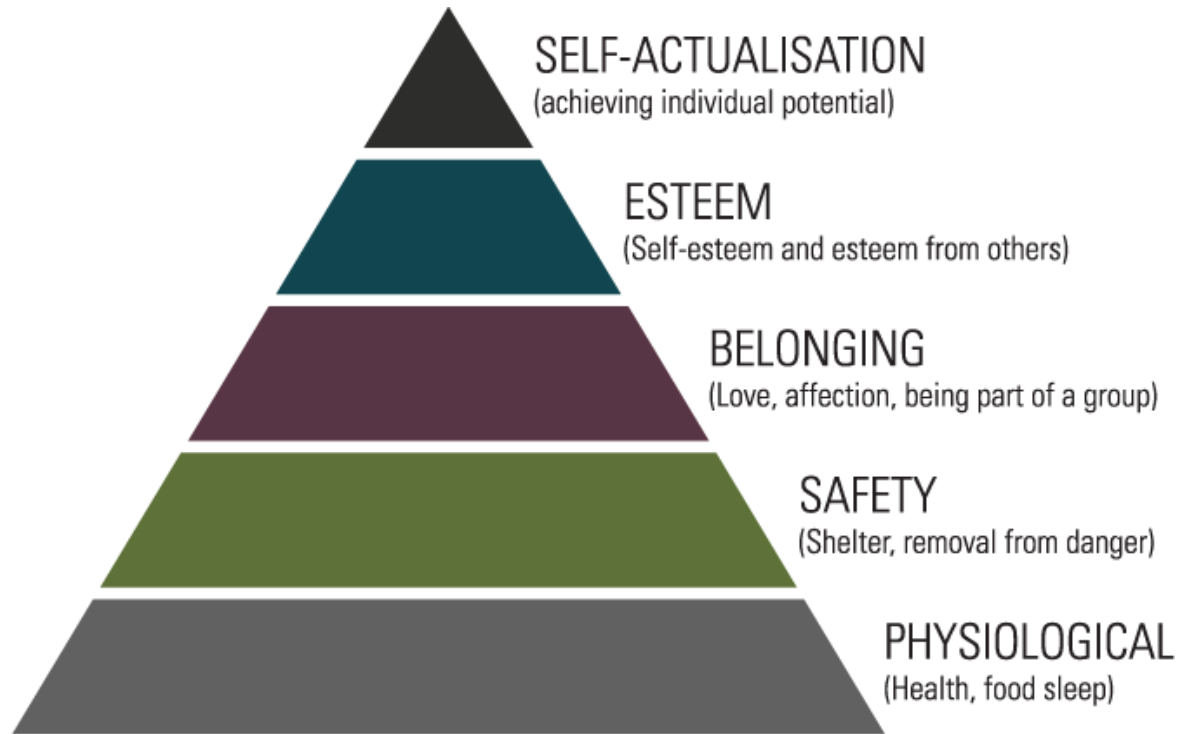
Educate and Create Buy-In From:



Define Your Unique Value Proposition



Understand Your Target Customer



Set Realistic Goals

Inbound Marketing Traffic & Leads Calculator

Step 1	<p>Enter your monthly revenue goal.</p> <p>How much new monthly booked revenue do you plan to generate from inbound marketing?</p> <p>New Monthly Revenue: <input type="text" value="\$25,000.00"/></p>											
Step 2	<p>Enter the % of new revenue needed from inbound marketing.</p> <p>What percentage of this revenue do you need to book from inbound marketing as opposed to other sources of new leads and customers?</p> <p>Percentage: <input type="text" value="80%"/></p>											
Step 3	<p>What's your average revenue per new customer or new account?</p> <p>Avg. Revenue Per Client: <input type="text" value="\$10,000.00"/></p> <p>Monthly New Customers: <input type="text" value="2.0"/></p>											
Step 4	<p>Calculate the number of monthly leads needed to support new customer goal.</p> <p>What's your lead-to-customer conversion rate? What's your goal?</p> <table border="1"> <thead> <tr> <th></th> <th>Current</th> <th>Goal</th> </tr> </thead> <tbody> <tr> <td>Lead-to-Customer Rate:</td> <td><input type="text" value="1.0%"/></td> <td><input type="text" value="2.0%"/></td> </tr> <tr> <td>Monthly Leads Needed*:</td> <td><input type="text" value="200"/></td> <td><input type="text" value="100"/></td> </tr> </tbody> </table>				Current	Goal	Lead-to-Customer Rate:	<input type="text" value="1.0%"/>	<input type="text" value="2.0%"/>	Monthly Leads Needed*:	<input type="text" value="200"/>	<input type="text" value="100"/>
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Monthly Leads Needed*:	<input type="text" value="200"/>	<input type="text" value="100"/>										
Step 5	<p>Calculate monthly traffic needed to generate required number of leads.</p> <p>What's your visitor-to-lead conversion rate. What's your goal?</p> <table border="1"> <thead> <tr> <th></th> <th>Current</th> <th>Goal</th> </tr> </thead> <tbody> <tr> <td>Visitor-to-Lead Conversion:</td> <td><input type="text" value="1.0%"/></td> <td><input type="text" value="4.0%"/></td> </tr> <tr> <td>Monthly Visitors Needed*:</td> <td><input type="text" value="20,000"/></td> <td><input type="text" value="2,500"/></td> </tr> </tbody> </table>				Current	Goal	Visitor-to-Lead Conversion:	<input type="text" value="1.0%"/>	<input type="text" value="4.0%"/>	Monthly Visitors Needed*:	<input type="text" value="20,000"/>	<input type="text" value="2,500"/>
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Monthly Visitors Needed*:	<input type="text" value="20,000"/>	<input type="text" value="2,500"/>										

Commit to Strategy for 18 Months

2016

January							February							March						
Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14	7	8	9	10	11	12	13
11	12	13	14	15	16	17	15	16	17	18	19	20	21	14	15	16	17	18	19	20
18	19	20	21	22	23	24	22	23	24	25	26	27	28	21	22	23	24	25	26	27
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April							May							June						
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July							August							September						
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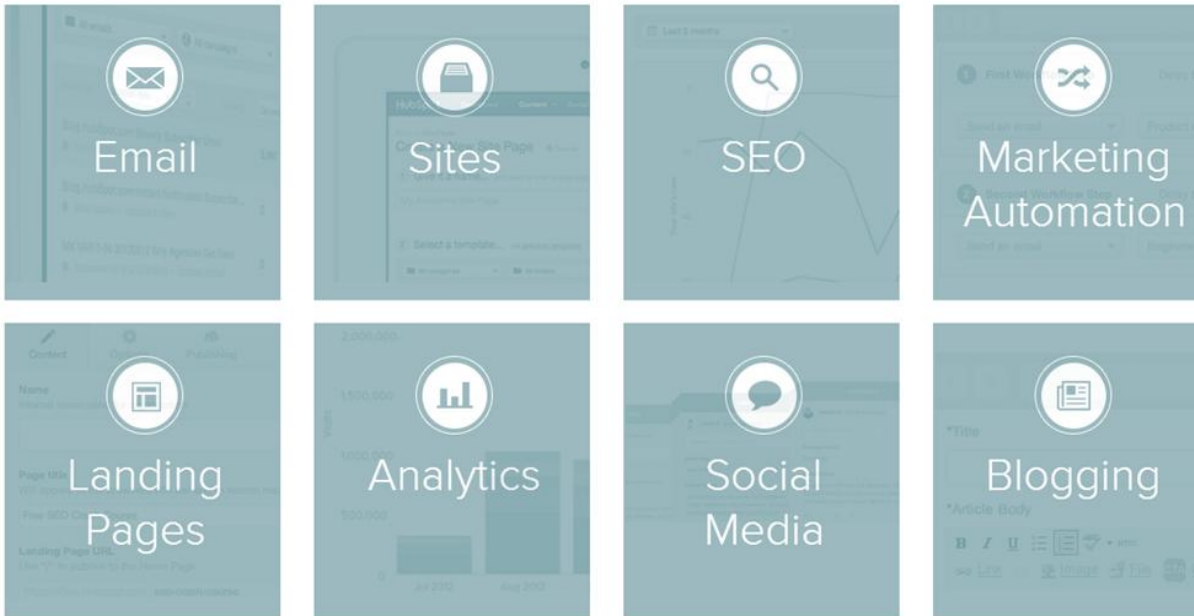
2017

January							February							March						
Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
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2	3	4	5	6	7	8	6	7	8	9	10	11	12	8	9	10	11	12	13	14
9	10	11	12	13	14	15	13	14	15	16	17	18	19	15	16	17	18	19	20	21
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24	25	26	27	28	29	30	24	25	26	27	28	29	30	27	28	29	30	31		
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					7	8	21	22	23	24	25	26	27	19	20	21	22	23	24	25
					9	10	28	29	30					26	27	28	29	30		

Choose a Toolset

Do it all with just one platform

Hubspot software includes all the tools you need to do inbound marketing, plus award winning services & support to help companies master inbound marketing.



LAUNCH is a **certified HubSpot partner**.



Conduct a Content Audit



Create Your Marketing Roadmap

	January	February	March	April	May	June	July	August	September	October	November	December	
Web	Phase 1 - Rebrand										Phase 2		Web
Public Relations	Promote tradeshow			Promote tradeshow						Promote tradeshow			Public Relations
			Promote Product				Promote Golf Event	Promote Product					
Content	Web content	New product content					New product content		Web content			Content	
	Ongoing social media content support												
Tradeshow/ Events	Jan 25				Apr 28			Golf Event			Oct 19	Tradeshow/ Events	
Advertising	Print		Print		Print		Print		Print		Print		Advertising
		Digital		Digital		Digital		Digital		Digital		Digital	
Email Marketing	Tradeshow	News	New product	Tradeshow	News	Golf invite/event		News	New product	Tradeshow	News		Email Marketing
		Announce new product					Announce new product						
Social Media	Tradeshow / new site			Tradeshow						Tradeshow / new site			Social Media
	News	News	New product	News	News	News	Golf Event	New product	News	News	News	News	
Innovation			Product Patent					Product Patent					Innovation

Start Your First Campaign



Get Started



- Free Marketing Assessment for attendees
 - Input: Some prep and info from you; our research and toolkit
 - Output: Score, actions to drive up effectiveness
 - Value: \$2950
- Sign up at launchsolutions.com/PW2016 or leave a business card

Category	Resonance	Consistency	Reach	Average	Comment	Method
Web	2	4	5	4	Marketing grade 45 out of 100; MOZ 5.3. Strong presence but not a lead generator. Good information gets lost in unclear navigation. Homepage is clean but plain – could use color.	Complete, Web Grader, etc.
Public Relations	4	4	4	4	News is up to date, could be moved from sidebar to its own page.	Google alert website
Content & Collateral	2	4	1	2	Lots of information on the website but lacks ability to generate leads. Put more info behind forms as whitepapers, eBooks, app notes, etc.	Hardcopy
Tradeshows & Events	3	4	3	3	Leads are lacking. Consider a drawing or contest – tie into social media.	Tech paper
Advertising	--	n/a	--	--	(No information)	Discussion
Email Marketing	0	0	0	0	No email marketing strategy. With long lead cycles, this is critical to stay in front of customers.	Web site
Social Media	2	5	4	4	Consistent daily activity; too promotion-focused. Need to retweet/respond to more people in order to build relationships and foster more two-way	Print ad
Customer Experience	--	--	--	--	Account size and mix feels healthy; lead times low through marketing automation will improve cycle times	Targeted nurture