

# INBOUND CAMPAIGN ATTRACT PHASE

INTERMEDIATE



**We will be starting at 11:03 am ET.**

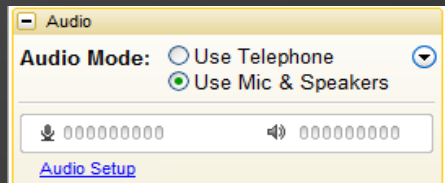
Use the Chat Pane in GoToTraining  
to Ask Questions!

1

HubSpot Certified

2

10 hours a week to create and execute plan





**Chris LoDolce**

@chrislodolce

#HubSpotting

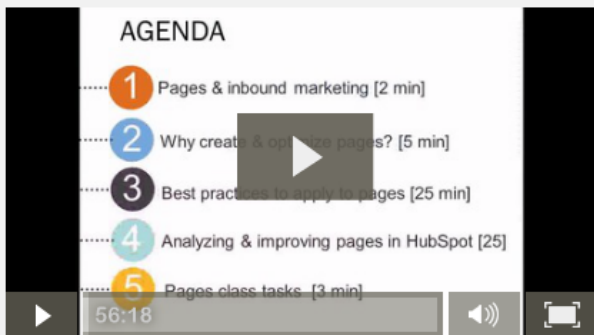
# PAGE PERFORMANCE TRAINING CLASS ARCHIVE PAGE

## HubSpot Page Performance Training Class

[Go Back to HubSpot](#)

Watch the Class

Length: 58:00 | Airdate: 10/4/2012



Want to attend this class again? [See upcoming times.](#)

### Class Presentation Deck

- [Download the presentation](#)

### Class Tasks:

1. Go through your top-visited pages to ensure they have a goal & that it is clear
2. Use the tool to improve your pages on-page SEO for quick wins
3. Use the tool to find CTA click-throughs that need to be improved, or pages that need CTAs added

### Class Resources:

- [How to use the Page Performance Tool](#)
- [9 Step On-Page Search Engine Optimization Guide](#)
- [32 White-Hat Ways to Attract Inbound Links](#)

### Need software help?



Find answers to your technical questions

### Post to the forums.



Ask questions to the HubSpot community

### Have a question?



[Ask Professor Bedrick](#)

[@sbedrick | LinkedIn](#)

# AGENDA

- 1 Setting the framework [2 min]
- 2 Selecting Inbound Campaign Keywords [10 min]
- 3 Inbound Campaign Specific Blog Strategy [25 min]
- 4 Social Media/Inbox [20 min]
- 5 Analytics [3 min]

## TODAY'S GOAL:

Discuss how to build, integrate and measure the **attract phase** of an Inbound Campaign.

Leave with an actionable plan for executing and measuring your processes





# 1 UNDERSTANDING THE INBOUND FRAMEWORK AND INBOUND CAMPAIGNS

# YOUR MARKETING DEPARTMENTS GOALS/KPIs

## Definition of 'Key Performance Indicators – KPI's

*A set of quantifiable measures that a company or industry develops and uses to gauge or compare performance in terms of meeting their strategic and operational goals.*



# EXAMPLES: MARKETING DEPARTMENTS GOALS/KPIs

Generate 100 marketing qualified leads (MQL) per quarter with a MQL to Customer conversion rate of 25%

Keep Cost-per-Lead below \$50 for Inbound campaigns and below \$100 for outbound campaigns

Monthly website traffic of 5,000 with a visit to lead conversion rate of 3.5%

50% of 2013 sales to originate from Inbound Marketing activities

# MARKETING DEPARTMENTS GOALS/KPIs

Does your marketing department have KPIs?

- What are your companies KPIs?

B	C	D	E	F
<b>Research &amp; Planning</b>				
The success of your Inbound Campaign rests on understanding how it will relate to your company goals. Often these goals are called Key Performance Indicators	<b>Definition of 'Key Performance Indicators - KPI'</b> <i>A set of quantifiable measures that a company or industry develops and uses to gauge or compare performance in terms of meeting their strategic and operational goals.</i>		<b>Note:</b>	If you do not currently have any high level company goals you are contributing to, think about talking to the powers at be sooner than later.
<b>Examples of KPIs</b>				
Monthly website traffic of 5,000 with a visit to lead conversion rate of 3.5%	Generate 100 marketing qualified leads (MQL) per quarter with a MQL to Customer conversion rate of 25%			Keep Cost-per-Lead below \$50 for Inbound campaigns and below \$100 for outbound campaigns
<b>Enter your KPIs</b>				

# THE VALUE OF BUILDING INBOUND CAMAPGINS

Inbound campaigns are a scalable way to measure the success of your Inbound activities allowing you to learn from your visitors, leads and customers to improve future marketing activities and grow your company



# WHAT IS A MARKETING CAMPAIGN?

A specific, defined series of activities used in marketing a new or changed product or service, or in using new marketing channels and methods

- <http://www.entrepreneur.com>

The efforts of a company or a third-party marketing company to increase awareness for a particular product or service, or to increase consumer awareness of a business or organization. **A marketing campaign has a limited duration.**

- <http://www.businessdictionary.com>

# WHAT IS AN INBOUND MARKETING CAMPAIGN

An inbound marketing campaign uses an array of inbound marketing tools/tactics to accomplish a **specific goal** typically focused on attracting visitors, converting leads or closing customers.

## Attract

- SEO
- Website Pages
- Social Media
- Blogging

## Convert

- Premium Content
- Calls to Action
- Landing pages
- Forms
- Lead Management

## Close

- Email
- Marketing Automation
- Analytics
- Sales Tools

## Delight

- Social Inbox
- Customer Nurturing

# WHAT IS AN INBOUND MARKETING CAMPAIGN

An inbound marketing campaign uses an array of inbound marketing tools/tactics to accomplish a **specific goal in a specific timeframe**.



# WHAT IS AN INBOUND CAMPAIGN

An Inbound Campaign is a process designed and developed around a specific problem or solution a company solves. It incorporates the entire Inbound Methodology and tracks the success against a company's Key Performance Indicators

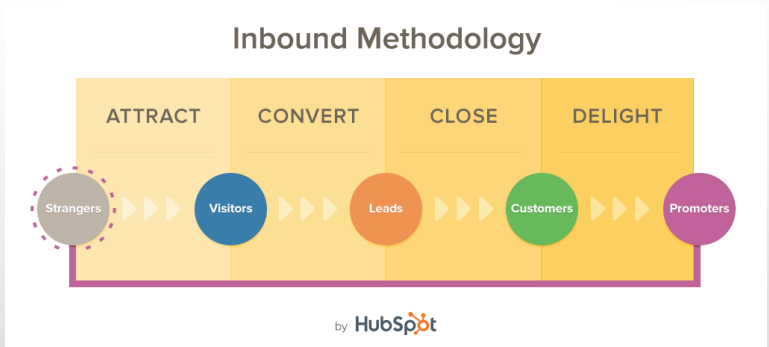
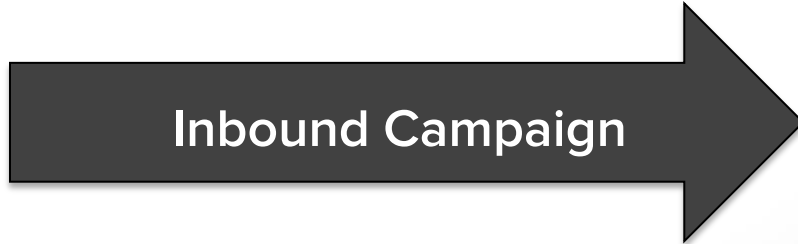
# BENEFITS OF INBOUND CAMPAIGNS

- Organizes your Inbound activities allowing for scale
- Allows you to measure Inbound activities against company KPI's
- Provides insights to continuously improve how your visitors, leads and customers are engaging with and consuming your content
- Inbound Campaigns never end, they are constantly evolving

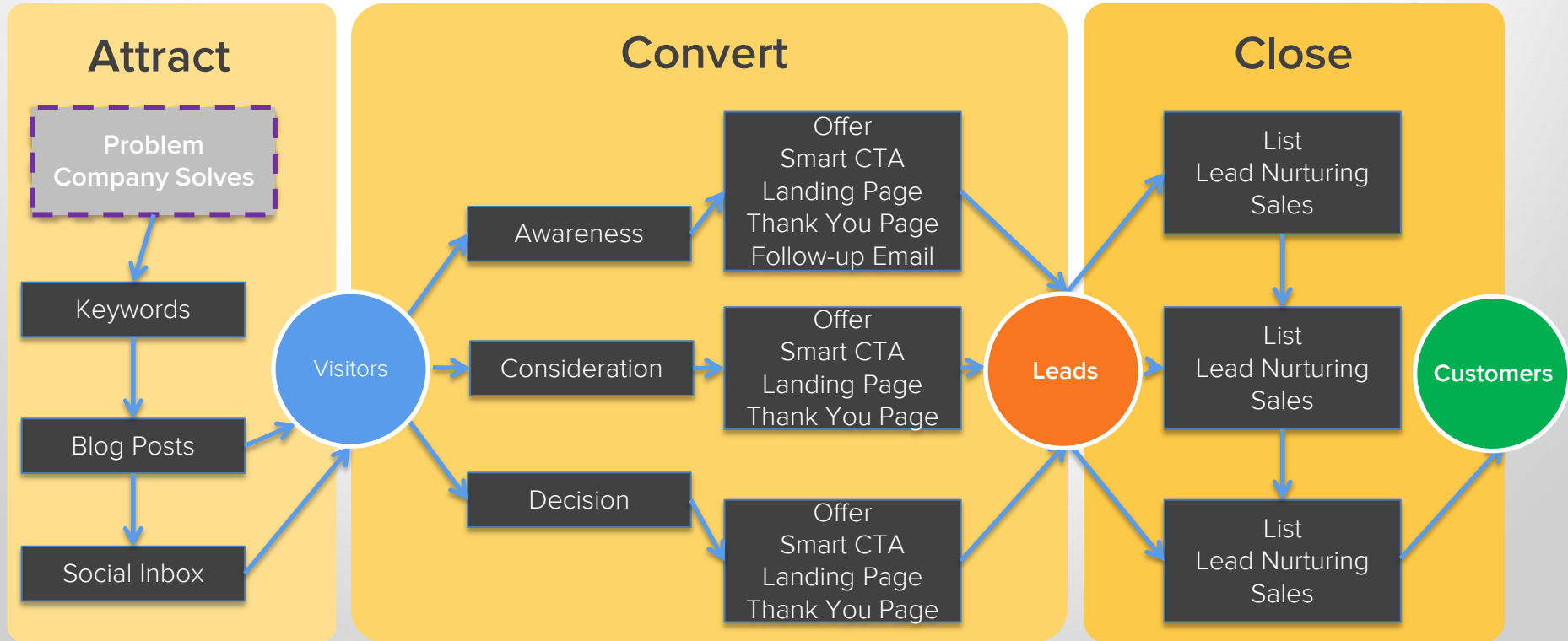


# INBOUND CAMPAIGN

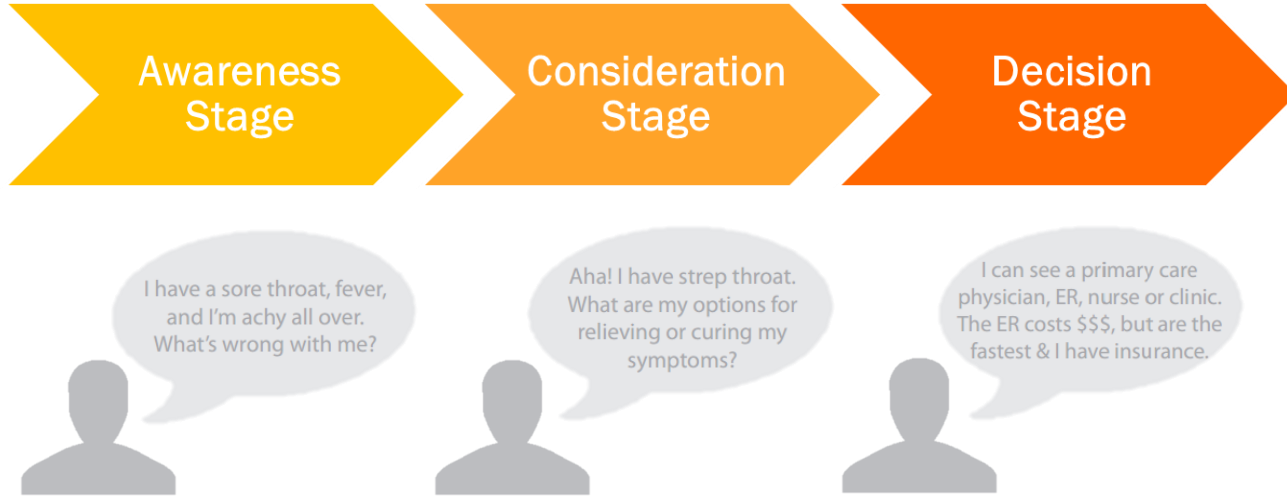
Problem Company Solves



# INBOUND CAMPAIGN



# THE BUYER'S JOURNEY



The Persona's Journey is the active research process a potential buyer goes through leading up to a purchase.

# THE BUYER'S JOURNEY



Prospect is doing educational research to more clearly understand, frame and give a name to their problem.











Prospect is compiling a list of all available vendors and products in their given solution strategy.



Prospect is looking to whittle the long list of solutions down to a short list and ultimately make a final purchase decision.

# THE BUYERS JOURNEY - UNDERSTANDING LIFECYCLE STAGES FROM THE BUYERS POINT OF VIEW

BUYER STAGES	AWARENESS	CONSIDERATION	DECISION
<b>User Behavior</b>	Have realized and expressed symptoms of a potential problem or opportunity	Have clearly defined and given a name to their problem or opportunity	Have defined their solution strategy, method, or approach
<b>Research &amp; Info Needs</b>	Research focused on vendor neutral 3rd party information around identifying problems or symptoms	Committed to researching and understanding all of the available approaches/methods to solving their defined problem or opportunity	Researching supporting documentation, data, benchmarks or endorsements to make or recommend a final decision
<b>Content Types</b>	 Analyst reports Research reports eGuides & eBooks Editorial content Expert content White papers Educational content	 Comparison white papers Expert Guides Live interactions   Webcase/podcast/video	 Vendor comparisons Product comparisons Case Studies Trial Download Product Literature   Live Demo
<b>Key Terms</b>	Troubleshoot Issue Resolve Risks  Upgrade Improve Optimize Prevent	Solution Provider Service Supplier  Tool Device Software Appliance	Compare Vs. versus comparison  Pros and Cons Benchmarks Review Test
<b>Example</b>	 <p>I have a sore throat, fever, and I'm achy all over. What's wrong with me?</p>	 <p>Aha! I have strep throat. What are my options for relieving or curing my symptoms?</p>	 <p>I can see a primary care physician, ER, nurse or clinic. The ER costs \$\$\$, but are the fastest &amp; I have insurance.</p>

# IDENTIFYING THE TOPIC/SOLUTION/PROBLEM



United States ( Change )

Login

Search this site...

## Applications

Financial Management

Human Capital Management

**Human Resource Management**

Benefits

Talent Management

Recruiting

Payroll Solutions

Time Tracking

Big Data Analytics

Integration Cloud

Home : Applications : Human

## Human Resource Management

Workday Human Resource Management helps you pay your global workforce, manage your workforce capabilities, users and jobs and organizations.

Human Capital Management  
Product Preview



## Resources

Applications

Why Workday

Customers

Services

Resources

Company

### Applications

Financial Management

Human Capital Management

Big Data Analytics

Integration Cloud

### Industry

Financial Services

Healthcare and Life Sciences

Higher Education

Manufacturing

Retail and Hospitality

Services

State and Local Government

Technology

### By Role

CEO / Executive

CIO / IT

CFO / Finance

CHRO / Human Resources

# IDENTIFYING THE TOPIC/SOLUTION/PROBLEM

The screenshot shows the MSF website with the following elements:

- Header:** Home | Site Map | Contact Us | Social Media | MSF Offices | RSS
- Logo:** MEDECINS SANS FRONTIERES DOCTORS WITHOUT BORDERS
- Navigation:** About Us | **Our Work** | Work With MSF | Donate | Public Events | Publications | Press Room
- Search:** Search [input field]
- Left Sidebar:**
  - Doctors Without Borders/Médecins Sans Frontières (MSF) works in nearly 70 countries providing medical aid to those most in need regardless of their race, religion, or political affiliation.
  - Learn more about our [principles](#), [work](#), and [impact](#).
  - MSF EVENTS**
  - Access to the DANGER ZONE
  - Join us for screenings of a new MSF film in select cities throughout 2013.
- Main Content:**
  - FIELD NEWS**
  - Diabetes, Shrapnel Wounds, and Newborn Twins: An MSF Hospital in Syria**
  - July 22, 2013
  - Video Player:** I feel more comfortable in my own home. I can do whatever I want, make myself tea or coffee. If I want to do something I can just do it...
  - As the number of people in need of urgent medical care in Syria continues to rise, MSF is running six hospitals, four health centers, and
- Right Sidebar:**
  - Donate Now** [button]
  - HOW YOUR FUNDS ARE USED**
  - Pie Chart Data:**

Category	Percentage
Program Services	86.3%
Fundraising	12.3%
Mgmt & General	1.3%
  - 86 cents of every dollar supports our programs.
  - ABOUT OUR WORK**
  - Learn more about [how we work](#) or view stories from

# IDENTIFYING THE TOPIC/SOLUTION/PROBLEM

The screenshot displays the GrantHAM University website. At the top left is the university logo. On the right, there are links for 'Live Chat', a phone number '(888) 947-2684', and a yellow 'Apply now' button. A dark blue navigation bar contains several menu items: 'Home', 'Degrees' (highlighted with an orange box), 'Tuition & Financial Aid', 'Admissions' (also highlighted with an orange box), 'Resources', 'Career Services', 'About Us', 'Help', and 'Contact Us'. Below the navigation bar is a large heading: 'Earn your degree in as little as 2 years while keeping your job'. Underneath this heading is the text 'START HERE' with a grey arrow pointing to a row of five degree program cards. This row is enclosed in a large orange border. Each card features a logo, the name of the college or school, a brief description of the degrees offered, and a button to 'find a degree' or 'read more'.

**GRANTHAM UNIVERSITY**

Live Chat (888) 947-2684 [Apply now](#)

Home **Degrees** Tuition & Financial Aid Admissions Resources Career Services About Us Help Contact Us

## Earn your degree in as little as 2 years while keeping your job

START HERE

- college of Engineering & Computer Science**  
A range of progressive engineering technology and computer science degrees  
[find a degree](#)
- mark skousen School of Business**  
Professionally relevant business degrees from associate to MBAs  
[find a degree](#)
- college of Nursing and Allied Health**  
Degrees in nursing, health systems and healthcare administration  
[find a degree](#)
- college of Arts and Sciences**  
Criminal justice, general studies and multidisciplinary degrees  
[find a degree](#)
- services for Military & Veterans**  
Scholarships and programs for military members, veterans and spouses  
[read more](#)

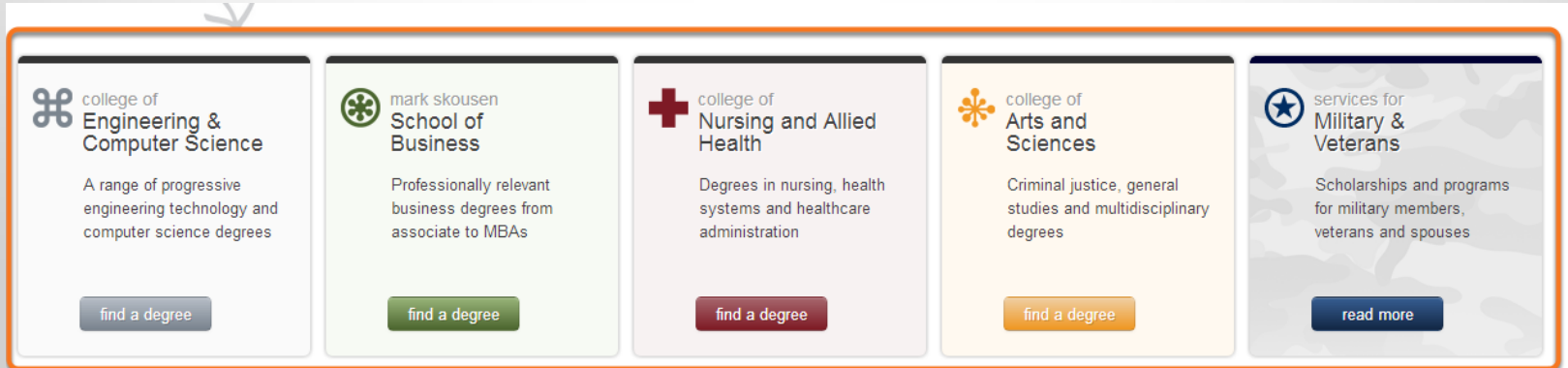


# INBOUND CAMPAIGNS



# INBOUND CAMPAIGNS

Engineering &  
Computer Science



college of  
**Engineering &  
Computer Science**

A range of progressive  
engineering technology and  
computer science degrees

[find a degree](#)

mark skousen  
**School of  
Business**

Professionally relevant  
business degrees from  
associate to MBAs

[find a degree](#)

**+** college of  
**Nursing and Allied  
Health**

Degrees in nursing, health  
systems and healthcare  
administration

[find a degree](#)

**✿** college of  
**Arts and  
Sciences**

Criminal justice, general  
studies and multidisciplinary  
degrees

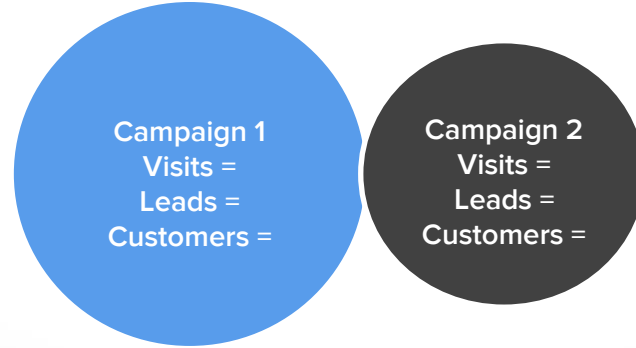
[find a degree](#)

**★** services for  
**Military &  
Veterans**

Scholarships and programs  
for military members,  
veterans and spouses

[read more](#)

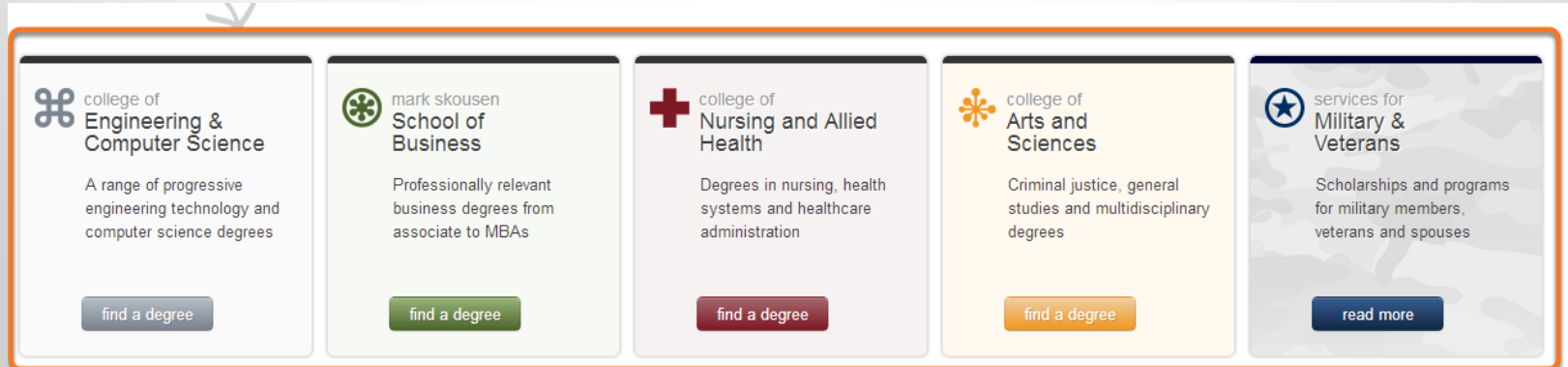
# INBOUND CAMPAIGNS



# INBOUND CAMPAIGNS

Campaign 1  
Engineering &  
Computer Science

Campaign 2  
School of Business



A screenshot of a website interface showing five campaign cards arranged horizontally. Each card features a department logo, name, description, and a call-to-action button. The cards are: 1. College of Engineering & Computer Science (blue background, 'find a degree' button), 2. Mark Skousen School of Business (green background, 'find a degree' button), 3. College of Nursing and Allied Health (red background, 'find a degree' button), 4. College of Arts and Sciences (orange background, 'find a degree' button), and 5. Services for Military & Veterans (grey background, 'read more' button).

Department	Description	Call to Action
college of Engineering & Computer Science	A range of progressive engineering technology and computer science degrees	find a degree
mark skousen School of Business	Professionally relevant business degrees from associate to MBAs	find a degree
college of Nursing and Allied Health	Degrees in nursing, health systems and healthcare administration	find a degree
college of Arts and Sciences	Criminal justice, general studies and multidisciplinary degrees	find a degree
services for Military & Veterans	Scholarships and programs for military members, veterans and spouses	read more

# INBOUND CAMPAIGNS



# INBOUND CAMPAIGNS

Campaign 1  
Engineering &  
Computer Science

Campaign 2  
School of Business

Campaign 3  
Nursing & Allied Health

The screenshot displays five campaign cards arranged horizontally. Each card features a logo, a department name, a brief description of the offerings, and a call-to-action button. The cards are: 1. College of Engineering & Computer Science (blue background, 'find a degree' button), 2. Mark Skousen School of Business (green background, 'find a degree' button), 3. College of Nursing and Allied Health (red background, 'find a degree' button), 4. College of Business (yellow background, 'find a degree' button), and 5. Services for Military & Veterans (grey background, 'read more' button). A large blue circle labeled 'Campaign 3 Nursing & Allied Health' is overlaid on the right side of the screenshot, partially covering the fourth and fifth cards.

Department	Offerings	Call to Action
College of Engineering & Computer Science	A range of progressive engineering technology and computer science degrees	find a degree
Mark Skousen School of Business	Professionally relevant business degrees from associate to MBAs	find a degree
College of Nursing and Allied Health	Degrees in nursing, health systems and healthcare administration	find a degree
College of Business	Business degrees and interdisciplinary studies and multidisciplinary degrees	find a degree
Services for Military & Veterans	Scholarships and programs for military members, veterans and spouses	read more

# INBOUND CAMPAIGNS





The **KEY** to a successful Inbound Campaign is focusing on a specific **solution or problem** your organization **solves**





Take a look at your website and identify a pain point/problem for your campaign. [Add to Worksheet](#)

	A	B	C
1	Select which of your personas you will be targeting for this campaign. Remember all communication will be tailored towards this persona	Select a solution your organization provides that solves a problem/fulfills a need for your ideal customer persona you have selected	Select just one of the common triggers that you identified is a reason prospects search for your product/service/solution
2	<a href="#">Click here to Select</a>	<a href="#">Click here to Select</a>	<a href="#">Click here to Select</a>

# IDENTIFYING THE PERSONA FOR THE CAMPAIGN



Semi-fictional representations of your ideal customer based on real data and some select educated speculation about customer demographics, behavior patterns, motivations, and goals.

# IDENTIFYING THE PERSONA FOR THE CAMPAIGN

## Facility/Operations Manager Fred



### Personal Background

- Age: 45-55
- Married with 1 kid in College, 1 in HS
- Education: Undergraduate

### Role: Facility or Operations Manager

- Job measured: space and operations efficiency, employee productivity
- Skills required: People management, analysis, industry knowledge
- Reports to: CEO or General Manager
- Manages: Operations staff

### Company information

- Industry: Distribution, Manufacturing, 3PL
- Yearly Revenue: \$20M
- Employees: 100

### Goals and Challenges

- Success means: a raise and promotion
- Values most: Job security, family, recognition for success, church
- Biggest challenges: New systems, managing people, keeping all balls in air
- Biggest objections: Appearance, liability, suitability, not state of the art, look dumb

### Shopping and Industry News Preferences

- Preferred communication: Email, phone
- Use internet for buying research: Much
- Gets updated industry news: Specific industry publication
- Industry publications: Trade magazines
- Industry associations: Industry trade groups
- Social networking sites: LinkedIn?



Take a minute to review your personas and identify which persona(s) this campaign will be targeting. [Add to Worksheet](#)

	A
1	Select which of your personas you will be targeting for this campaign. Remember all communication will be tailored towards this persona
2	Dropdown from Research/Planning Tab

# USING LIFECYCLE STAGES FOR TRACKING

+ Add/Remove from Lists

✉ Opt Out of Email

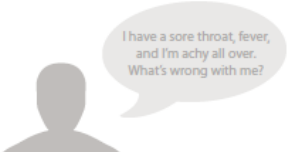
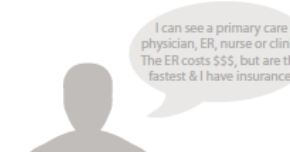
✓ Close as Customer

🗑 Delete

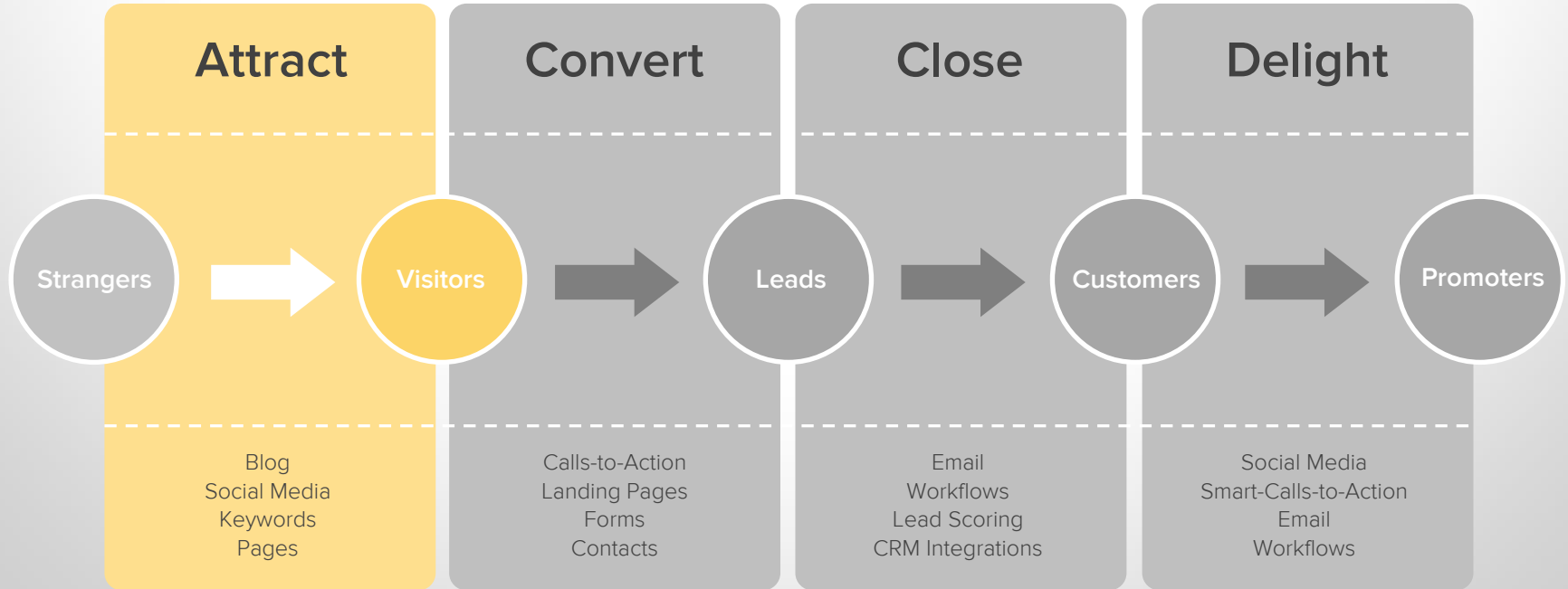
To track the effectiveness of your campaign new customers must be reported in HubSpot



# THE BUYERS JOURNEY - UNDERSTANDING LIFECYCLE STAGES FROM THE BUYERS POINT OF VIEW

Buyer Stages	Identify	Consider	Decide
User Behavior	Have realized and expressed symptoms of a potential problem or opportunity	Have clearly defined and given a name to their problem or opportunity	Have defined their solution strategy, method, or approach
Research & Info Needs	Research focused on vendor neutral 3rd party information around identifying problems or symptoms	Committed to researching and understanding all of the available approaches/methods to solving their defined problem or opportunity	Researching supporting documentation, data, benchmarks or endorsements to make or recommend a final decision
Content Types	<ul style="list-style-type: none"> <li>Analyst reports</li> <li>Research reports</li> <li>eGuides &amp; eBooks</li> <li>Editorial content</li> <li>Expert content</li> <li>White papers</li> <li>Educational content</li> </ul>	<ul style="list-style-type: none"> <li>Comparison white papers</li> <li>Expert Guides</li> <li>Live interactions</li> <li>Webcase/podcast/video</li> </ul>	<ul style="list-style-type: none"> <li>Vendor comparisons</li> <li>Product comparisons</li> <li>Case Studies</li> <li>Trial Download</li> <li>Product Literature</li> <li>Live Demo</li> </ul>
Key Terms	<ul style="list-style-type: none"> <li>Troubleshoot</li> <li>Issue</li> <li>Resolve</li> <li>Risks</li> <li>Upgrade</li> <li>Improve</li> <li>Optimize</li> <li>Prevent</li> </ul>	<ul style="list-style-type: none"> <li>Solution Provider</li> <li>Service</li> <li>Supplier</li> <li>Tool</li> <li>Device</li> <li>Software</li> <li>Appliance</li> </ul>	<ul style="list-style-type: none"> <li>Compare Vs. versus comparison</li> <li>Pros and Cons</li> <li>Benchmarks</li> <li>Review</li> <li>Test</li> </ul>
Example	 <p>I have a sore throat, fever, and I'm achy all over. What's wrong with me?</p>	 <p>Aha! I have strep throat. What are my options for relieving or curing my symptoms?</p>	 <p>I can see a primary care physician, ER, nurse or clinic. The ER costs \$\$\$, but are the fastest &amp; I have insurance.</p>

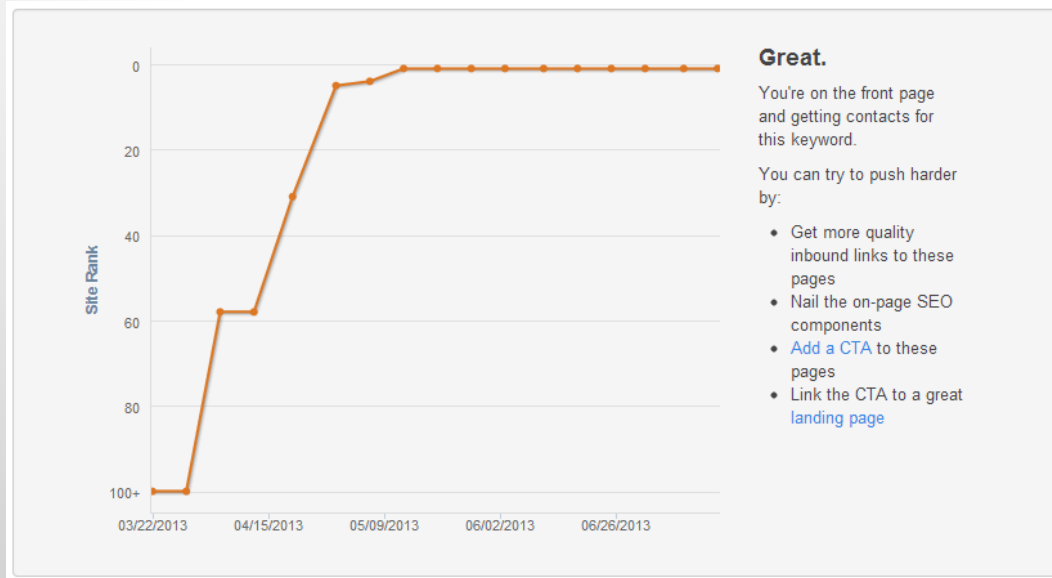
# INBOUND MARKETING METHODOLOGY



# 2 SELECTING CAMPAIGN KEYWORDS.



# SELECTING KEYWORDS



Identify 4 keywords that you hope to improve your ranking for that are related to the specific triggers you have identified in your worksheet

# SELECTING KEYWORDS EXAMPLE

The screenshot shows the Workday website interface with a 'Keyword Suggestions' modal window open. The modal is titled 'Keyword Suggestions' and contains a search input field with the text 'human capital management' and a 'Get Suggestions' button. Below the input field is a table of suggested keywords and their search volumes. The keywords are listed in a table with columns for 'Keyword' and 'Volume'. Several keywords are highlighted with orange boxes: 'human capital management system', 'strategic human capital management', 'human capital management solutions', 'human capital management software', and 'what is human capital management'. The modal also includes 'Use Selected' and 'Cancel' buttons at the bottom.

**Keyword Suggestions**

Enter a search term or URL and we'll recommend keywords based on your query.

human capital management [Get Suggestions](#)

Keyword	Volume
<input type="checkbox"/> human capital management oklahoma	58
<input type="checkbox"/> goldman sachs human capital management	58
<input checked="" type="checkbox"/> human capital management system	58
<input type="checkbox"/> human capital management institute	73
<input checked="" type="checkbox"/> strategic human capital management	91
<input checked="" type="checkbox"/> human capital management solutions	110
<input checked="" type="checkbox"/> human capital management software	140
<input type="checkbox"/> human capital management definition	140
<input checked="" type="checkbox"/> what is human capital management	210
<input type="checkbox"/> capital management services	1,300
<input type="checkbox"/> human capital definition	1,600

[Use Selected](#) [Cancel](#)



Add 4 campaign specific keywords to the keywords tool.  
[Add to Worksheet](#)

C	D	E
Select just one of the common triggers that you identified is a reason prospects search for your product/service/solution	Select four symptoms that would have triggered your personas to start searching for a product/service/solution	Perform keyword research and select one keyword/phrase relevant to each symptom you just selected
Dropdown	Dropdown	Enter keywords

# 3 CAMPAIGN SPECIFIC BLOG STRATEGY.

1

# CREATING A BLOG/CONTENT MISSION STATEMENT

# Sources



All time

Select report...

Visits

Show offline sources

Show visit-to-contacts rate

[+ Add marketing action](#)



Traffic Sources ► Organic Search

Search...

# WHAT IS A MISSION STATEMENT

“A mission statement is a statement of the purpose of a company, organization or person, its reason for existing.

The mission statement should guide the actions of the organization, spell out its overall goal, provide a path, and guide decision-making. It provides "the framework or context within which the company's strategies are formulated." It's like a goal for what the company wants to do for the world.”

[Wikipedia](#)

# WHAT IS A **BLOG** MISSION STATEMENT

“A blog mission statement is a statement of the purpose of **your blog**, its reason for existing.


The blog mission statement should guide the actions of your content, spell out its overall goal, provide a path, and guide decision-making. It provides "the **framework or context** within which the blog content strategy is formulated." It's like the goal for the knowledge & benefit you want to provide your buyer personas.”



# CRATE A BLOG MISSION STATEMENT

A BLOGGING MISSION STATEMENT WILL KEEP YOU FOCUSED AND ALLOW YOU TO ATTRACT AND ENGAGE THE RIGHT VISITORS

**Our Editorial Mission**



Joseph "Bud" Haney  
CEO

With the *Workplace 101: Blog*, it is our mission to help organizational leaders and HR professionals improve their performance and workforce productivity by better understanding the application and value of workplace assessments.

**Join 10,200 others and subscribe now!**

**Persona(s):** Organizational leaders & HR Professionals

**What will be delivered to the audience:** Information to better understand the application and value of workplace assessments

**The outcome for the audience:** Improve performance and workforce productivity

# CRATE A BLOG MISSION STATEMENT

A BLOGGING MISSION STATEMENT WILL KEEP YOU FOCUSED AND ALLOW YOU TO ATTRACT AND ENGAGE THE RIGHT VISITORS

Welcome to the Grantham University Blog! The purpose of this blog is to offer helpful resources to future, current and former online students wanting to excel in the distance learning environment and thrive in a competitive workplace. Visit us every day for fresh posts.

**Persona(s):** Future, current and former online students

**What will be delivered to the audience:** helpful resources

**The outcome for the audience:** excel in the distance learning environment and thrive in a competitive workplace











Create a rough draft of your blog mission statement. [Add to Worksheet](#)

4	Blog Mission Statement		
5	Sentence 1: who are you targeting		
6	Sentence 2: What can readers expect to learn/get from the blog		
7	Sentence 3: What is the outcome for the audience if they read your blog, how will they benefit		



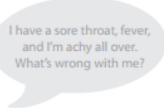
**2**

## **IDENTIFYING KEYWORD SPECIFIC BLOG POST IDEAS**

# IDENTIFYING KEYWORD SPECIFIC BLOG POST IDEAS

BUYER STAGES	AWARENESS	CONSIDERATION	DECISION
<b>User Behavior</b>	Have realized and expressed symptoms of a potential problem or opportunity	Have clearly defined and given a name to their problem or opportunity	Have defined their solution strategy, method, or approach
<b>Research &amp; Info Needs</b>	Research focused on vendor neutral 3rd party information around identifying problems or symptoms	Committed to researching and understanding all of the available approaches/methods to solving their defined problem or opportunity	Researching supporting documentation, data, benchmarks or endorsements to make or recommend a final decision
<b>Content Types</b>	 Analyst reports Research reports eGuides & eBooks Editorial content Expert content White papers Educational content	 Comparison white papers Expert Guides Live interactions   Webcase/podcast/video	 Vendor comparisons Product comparisons Case Studies Trial Download Product Literature   Live Demo
<b>Key Terms</b>	Troubleshoot Issue Resolve Risks  Upgrade Improve Optimize Prevent	Solution Provider Service Supplier  Tool Device Software Appliance	Compare Vs. versus comparison  Pros and Cons Benchmarks Review Test
<b>Example</b>	 <p>I have a sore throat, fever, and I'm achy all over. What's wrong with me?</p>	 <p>Aha! I have strep throat. What are my options for relieving or curing my symptoms?</p>	 <p>I can see a primary care physician, ER, nurse or clinic. The ER costs \$\$\$, but are the fastest &amp; I have insurance.</p>

# IDENTIFYING KEYWORD SPECIFIC BLOG POST IDEAS

BUYER STAGES	AWARENESS								
User Behavior	Have realized and expressed symptoms of a potential problem or opportunity								
Research & Info Needs	Research focused on vendor neutral 3rd party information around identifying problems or symptoms								
Content Types	 Analyst reports Research reports eGuides & eBooks Editorial content Expert content White papers Educational content								
Key Terms	<table><tr><td>Troubleshoot</td><td>Upgrade</td></tr><tr><td>Issue</td><td>Improve</td></tr><tr><td>Resolve</td><td>Optimize</td></tr><tr><td>Risks</td><td>Prevent</td></tr></table>	Troubleshoot	Upgrade	Issue	Improve	Resolve	Optimize	Risks	Prevent
Troubleshoot	Upgrade								
Issue	Improve								
Resolve	Optimize								
Risks	Prevent								
Example	  <p>I have a sore throat, fever, and I'm achy all over. What's wrong with me?</p>								

Step 1: Ask yourself what your persona has realized and expressed symptoms of at this point related to the topic/solution you chose on your worksheet


Step 2: Write these ideas down

Step 3: Incorporate keywords in blog topic idea

Step 4: Add to worksheet



# IDENTIFYING KEYWORD SPECIFIC BLOG POST IDEAS

Buyer Stages	CONSIDERATION								
User Behavior	Have clearly defined and given a name to their problem or opportunity								
Research & Info Needs	Committed to researching and understanding all of the available approaches/methods to solving their defined problem or opportunity								
Content Types	<ul style="list-style-type: none"><li>Comparison white papers</li><li>Expert Guides</li><li>Live interactions</li><li>Webcase/podcast/video</li></ul>								
Key Terms	<table><tbody><tr><td>Solution</td><td>Tool</td></tr><tr><td>Provider</td><td>Device</td></tr><tr><td>Service</td><td>Software</td></tr><tr><td>Supplier</td><td>Appliance</td></tr></tbody></table>	Solution	Tool	Provider	Device	Service	Software	Supplier	Appliance
Solution	Tool								
Provider	Device								
Service	Software								
Supplier	Appliance								
Example	 <p>Aha! I have strep throat. What are my options for relieving or curing my symptoms?</p>								

Step 1: What is your persona looking for at the point when they have realized symptoms of a problem or opportunity?


Step 2: Write these ideas down

Step 3: Incorporate keywords in blog topic idea

Step 4: **Add to worksheet**



# IDENTIFYING KEYWORD SPECIFIC BLOG POST IDEAS

Buyer Stages	DECISION		
User Behavior	Have defined their solution strategy, method, or approach		
Research & Info Needs	Researching supporting documentation, data, benchmarks or endorsements to make or recommend a final decision		
Content Types	<ul style="list-style-type: none"><li>Vendor comparisons</li><li>Product comparisons</li><li>Case Studies</li><li>Trial Download</li><li>Product Literature</li></ul> <ul style="list-style-type: none"><li>Live Demo</li></ul>		
Key Terms	<table><tr><td>Compare Vs. versus comparison</td><td>Pros and Cons Benchmarks Review Test</td></tr></table>	Compare Vs. versus comparison	Pros and Cons Benchmarks Review Test
Compare Vs. versus comparison	Pros and Cons Benchmarks Review Test		
Example	 <p>I can see a primary care physician, ER, nurse or clinic. The ER costs \$\$\$, but are the fastest &amp; I have insurance.</p>		

Step 1: What content is your persona looking for at the point when they have defined how to solve their problem?

Step 2: Write these ideas down

Step 3: Incorporate keywords in blog topic idea

Step 4: **Add to worksheet**





# 4 SOCIAL MEDIA/SOCIAL INBOX



# SOCIAL MEDIA ENGAGEMENT

Where do your personas hang out on social media?

LinkedIn  
Twitter  
Facebook  
Pinterest  
Etc.



Identify the social networks your  
personas use: [Add to Worksheet](#)




# SOCIAL MEDIA PUBLISHING


Share your posts on the social networks you selected


Write 5-10 different versions of the share/tweet and schedule it out over the next few months

Share more regularly when the content is new 1-3 months, then scale back.

Continue to promote the well received content for 3-9 months

 Attach a Blog Post

 Attach a Landing Page

 Attach an image

Tip: Links must start with "http://"

 Profiles 0/1

 Profiles 0/1

 Pages 0/2

Your Business

Wednesday Jul 24, 2013

10:30 am

(Immediately)

[Suggest Times](#)

[Right Now](#)

[Add Additional Time](#)

No campaign

[Add new...](#)

**Schedule All**

Schedule to 0 different channels

Cancel



Set a reminder to schedule posts 5-10  
different ways over time: [Add to  
Worksheet](#)

# SOCIAL MEDIA



What groups, fan pages or #Hashtags are relevant to your persona

# WORKDAY.COM LINKEDIN GROUP EXAMPLE

HEALTH & HUMAN CAPITAL  
MANAGEMENT SERIES

## The Health & Human Capital Management Series, a division of...



The Health & Human Capital Management Series, a division of World Congress, produces educational forums based on extensive research with the purchaser community. Our events deliver senior executive perspectives from leaders in the human resource, benefits and wellness community.

This is a networking group for HR/Benefit/wellness and Employer Health professionals to keep the conversations going after our events conclude.

This group is limited only to HR/benefit/wellness and employer health professionals to keep the idea exchange pure between these professionals with no vendor interruption.

Plus, as a member of this group you will be notified of exclusive, in-person networking opportunities at upcoming events, be able to participate in a monthly call to further discuss issues posted here and exchange ideas with your peers.

[Join Group](#)

 [Share group](#)  [Report as...](#)

### About this Group

**Created:** September 11, 2008

**Type:** Networking Group

**Members:** 738

**Owner:** [Gene Ware](#)

**Managers:** [World Congress](#)

**Website:**

<http://www.worldcongress.com/hhcservices>

### Group Statistics

Director



# DOCTORS WITHOUT BORDERS FACEBOOK PAGE EXAMPLE



**Doctors Without Borders/ Médecins Sans Frontières (MSF)**

541,901 likes

Like 

Non-Profit Organization  
Doctors Without Borders/Médecins Sans Frontières (MSF) is a medical humanitarian organization assisting people in nearly 70 countries.

 Photos  541k  WORK WITH US  DONATE TODAY 

About – Suggest an Edit

# GRANTHAM UNIVERSITY TWITTER HASTAG EXAMPLE

The image shows a screenshot of a Twitter search for the #career hashtag. The interface is divided into a left sidebar and a main content area.

**Left Sidebar:**

- Tweets:** A dropdown menu with options for 'People', 'Top photos', and 'Top videos'.
- Who to follow:** A list of accounts to follow, including Alexander Haniailidis (@Alex\_Ha...), Jeff Sheehan (@JeffSheehan), and Clyde the Plant (@ClydeThePlant). Each entry includes a profile picture, name, handle, and a 'Follow' button.
- Trends:** A section for trending topics, currently showing #RadioCityTamil.

**Main Content Area:**

- Results for #career:** The search results header.
- Top news:** A section for news articles, featuring 'The Economic Times' article titled 'MBA no longer a passport to a successful career. With the economy in a prolonged slowdown, there is hardly any new job creation.' The article includes a link to economictimes.indiatimes.com/news/news-by-l...
- Tweets:** A list of tweets from users following the account. The first tweet is from Accenture Italia (@Accentureitalia) dated 9 Jul, mentioning 90,000 #donne and #work. The second tweet is from EconomicTimes (@EconomicTimes) dated 10h, repeating the article title and including a link to ow.ly/ng4D5. The third tweet is from TalentCulture (@TalentCulture) dated 2h, discussing employer questions about benefits.



## SOCIAL MEDIA MONITORING/ENGAGEMENT

Engage with potential customers, have conversations and provide educational resources when applicable

## Create a new stream

Select whose tweets you'll monitor:

All of Twitter

A Twitter List

A Contact List

Find ANY of these words:

[suggestions](#)

#career x marketing, social, #hubsp

#ProTip: Don't use 'www' when searching for URLs.

[Fewer options](#) ▲

Include ALL of these words:

Social Inbox

Exclude things with these words:

outbound

Rate of keyword mentions: About 4 tweets per minute.



katediel  
[@katediel](#)

RT @MarketingProfs: Networking Tips for Introverts (and Shy Folks): Visual Sketchnotes by @MProfsWire on @slideshare #career #introverts <http://t.co/n5X7mcpuoV> 29 secs



New Jobs Now  
[@NewJobsNow](#)

Start a new #career at G4S in Columbia, SC. Custom Protection Security Officer (Columbia, SC) <http://bit.ly/15IHbTk> #jobseeker 29 secs



Creode  
[@Creode](#)

We currently have a number of #Career opportunities available in Development & #Marketing at our Leeds office. #Jobs <http://www.creode.co.uk/careers/> 32 secs



jinji\_meigen\_...  
[@jinji\\_meigenBot](#)

Photo in Your Resume will Make a... #career #interview #cv 35 secs



jinji\_meigen\_...  
[@jinji\\_meigenBot](#)

誰かにとって必要な人間になれ byエマーソン #jinji #meigen #jinzai #career #人事 #名言 46 secs

# Social Inbox Monitoring



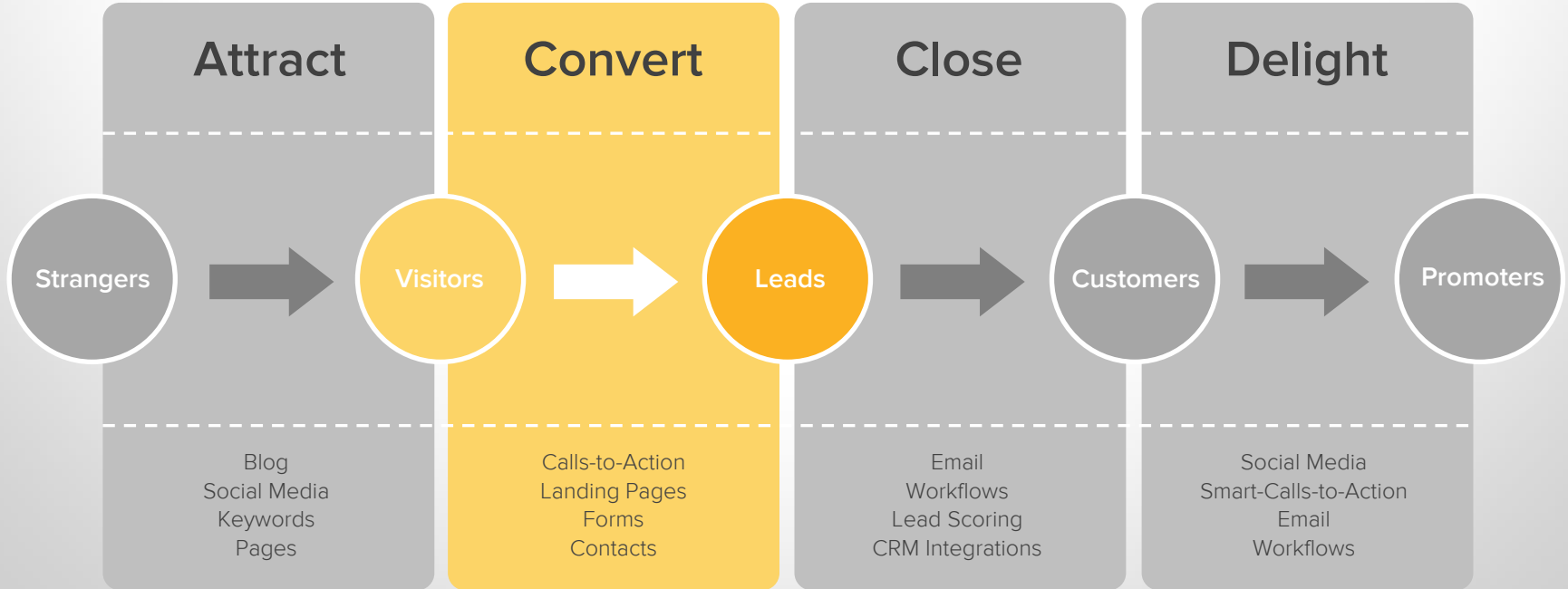
Identify a few #hashtags, groups, etc:  
Add to Worksheet

**5** ANALYTICS

# RESULTS/ANALYTICS TO TRACK WEEKLY

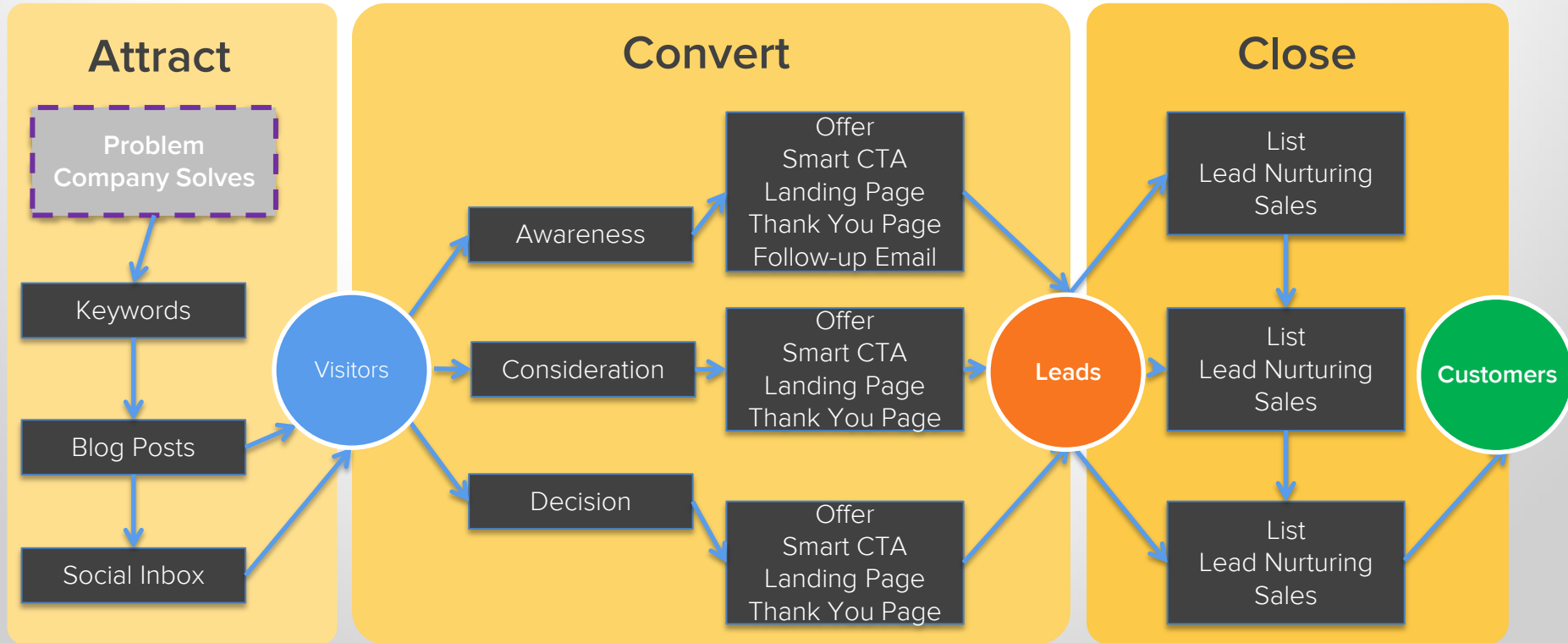
- Keyword ranking improvement
- Track individual blog views
- Track social media traffic
  
- Attend the Convert Class to track blog to lead conversion success

# INBOUND MARKETING METHODOLOGY





# INBOUND CAMPAIGN



# QUESTIONS?



THANK YOU.

# BENEFITS OF USING LONG-TAIL KEYWORD PHRASES:

- 1 Have less competition
- 2 Easier to rank and get traffic
- 3 More relevant to your business
- 4 Drive better quality traffic leading to higher conversion rates



**HAVE LESS COMPETITION**

# META- CHAPTERS/ORDERED LISTS

- 1 Lorem ipsum dolor sit amet, consectetur adipiscing elit
- 2 Sed do eiusmod tempor incididunt ut labore
- 3 Et dolore magna aliqua
- 4 Ut enim ad minim veniam, quis nostrud exercitation
- 5 Ullamco laboris nisi ut aliquip ex
- 6 Ea commodo consequat nostrud exercitation

# UNORDERED LISTS

- Lorem ipsum dolor sit amet, consectetur adipiscing elit
- Sed do eiusmod tempor incididunt ut labore
- Et dolore magna aliqua
- Ut enim ad minim veniam, quis nostrud exercitation
- Ullamco laboris nisi ut aliquip ex
- Ea commodo consequat nostrud exercitation



## WEBSITE PAGES

Service/Product  
Related

- Relevant to business and sales goals
- Accessible through navigation



## BLOG

Educational

- Relevant to business and sales goals
- Accessible through navigation




What is a  
**keyword?**





# PERSPECTIVE

Consumer/Prospect

A photograph of a professional networking event. In the foreground, a woman in a bright pink top is shaking hands with a man in a dark suit and glasses. To the left, a man in a plaid shirt is smiling. In the background, other people are engaged in conversations, some looking at laptops. The setting is a bright room with large windows. A dark semi-transparent banner is overlaid at the bottom of the image, containing white text.

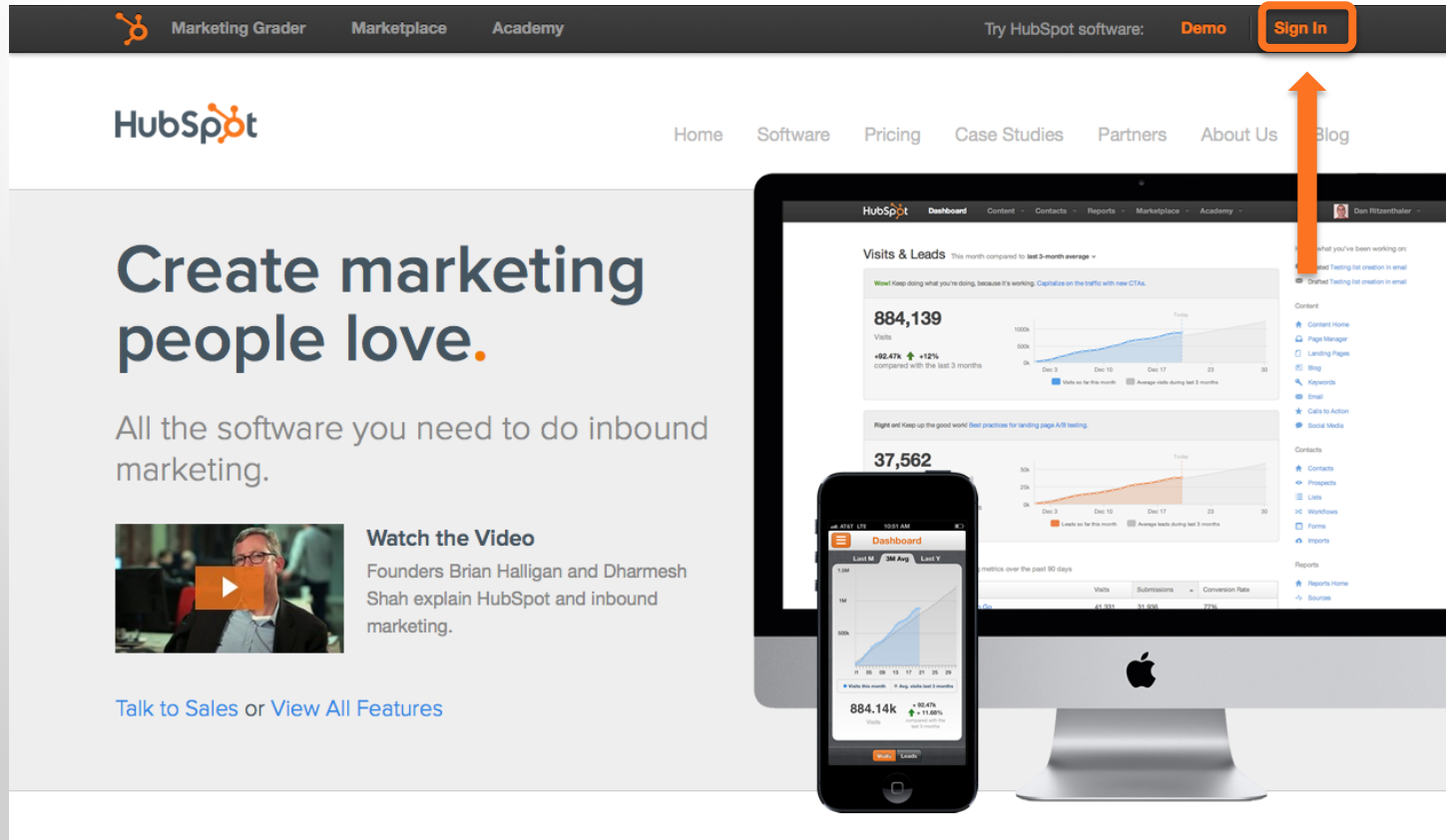
Search engines crawl your pages looking for **keywords!**





Search engines have less than a second to figure out what your page is about.

# Sign in to HubSpot



The image shows the HubSpot website navigation bar and a preview of the dashboard. The navigation bar includes links for Marketing Grader, Marketplace, Academy, and a 'Sign In' button highlighted with an orange box. An orange arrow points from the 'Sign In' button down to the dashboard preview. The dashboard preview shows a 'Visits & Leads' section with a line graph for visits and a bar chart for leads. The visits graph shows a peak of 884,139 visits, and the leads bar chart shows 37,562 leads. A smartphone in the foreground displays the same dashboard data on its screen.

Marketing Grader Marketplace Academy Try HubSpot software: Demo **Sign In**

HubSpot Home Software Pricing Case Studies Partners About Us Blog

## Create marketing people love.

All the software you need to do inbound marketing.

**Watch the Video**  
Founders Brian Halligan and Dharmesh Shah explain HubSpot and inbound marketing.

[Talk to Sales](#) or [View All Features](#)

HubSpot Dashboard Content - Contacts Reports Marketplace Academy Dan Witzenthaler

**Visits & Leads** This month compared to last 3-month average -

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

**884,139**  
Visits  
-82.47% +12%  
compared with the last 3 months

Right on! Keep up the good work! Best practices for landing page A/B testing.

**37,562**  
Leads

metric over the past 90 days

Visits	Submissions	Conversion Rate
81,331	51,895	72%

# Select “Keywords” from Navigation

The screenshot shows the HubSpot dashboard interface. At the top, the navigation bar includes 'HubSpot', 'Dashboard', and a dropdown menu for 'Content'. The 'Content' dropdown is open, showing options like 'Content Home', 'Page Manager', 'Landing Pages', 'Blog', 'Keywords', 'Email', 'Calls to Action', 'Social Media', and 'Content Settings'. The 'Keywords' option is highlighted with an orange box, and an orange arrow points from the '1.20M Visits' metric to it. The dashboard features two line charts: 'Visits & Leads' and 'Leads'. The 'Visits & Leads' chart shows 1.20M visits, a 14.2% decrease from last month, and a comparison between 'Visits so far this month' and 'Visits during January'. The 'Leads' chart shows 62,293 leads, a 14.3% decrease from last month, and a comparison between 'Leads so far this month' and 'Leads during January'. On the right side, there are navigation panels for 'Academy', 'Content', and 'Contacts'. A 'Need help?' button is located in the bottom right corner.

HubSpot Dashboard Content Contacts Reports Marketplace Academy jonathan smith  
Hub ID: 53, hubspot.com

### Visits & Leads

This chart displays the total number of visits from this month versus the number of visits from last month. [View traffic sources from this month](#)

**1.20M**  
Visits  
-199.4k ↓ -14.2% compared with last month

Feb 4 Feb 11 Feb 18 Feb 25

■ Visits so far this month ■ Visits during January

### Leads

This chart displays the total number of leads to your site so far this month versus the number of leads from last month. [View traffic sources from this month](#)

**62,293**  
Leads ( 5.2% conversion rate)  
-10.36k ↓ -14.3% compared with last month

Feb 4 Feb 11 Feb 18 Feb 25

■ Leads so far this month ■ Leads during January

### Landing Pages

showing metrics over the past 90 days

Name	Visits	Submissions	Conversion Rate
<a href="#">35 Pre-Designed Email Templates To Go</a>	80,530	57,011	71%
<a href="#">30 Lead Generation Tips &amp; Tricks Ebook</a>	58,820	38,718	66%

Academy  
Academy Home  
HubSpot Training  
Forums  
Ideas  
Marketing Library

Content  
Content Home  
Page Manager  
Landing Pages  
Blog  
Keywords  
Email  
Calls to Action  
Social Media  
Content Settings

Contacts  
Contacts Home  
Prospects  
Lists  
Workflows  
Forms  
Imports  
Contacts Settings

Need help?

# How to set up proper screenshots in Clarify

File Edit Document Format Share Window Help

Subject...

Blogging Training Class - Google Chrome

Media Position: **Below** Canvas:  Image ALT Tag:

**Image Border: None** 997 w 566 h

Export Format: **PNG** Original: 997 x 566

Select "picture frame" from this menu

Click this "i" above any screenshot you've taken

HubSpot Blogging Class

Go Back to HubSpot

Watch the Class Length: 66:02 | Airdate: 3/28/2013

Class Presentation Deck

- Download the presentation

Class Tasks:

Need software help? Find answers to your technical questions

**IT ALL COMES  
BACK TO BUYER  
PERSONAS.**





Doesn't "search volume"  
matter, too?

**NOPE.**

**TAKE AWAY SLIDE  
VERSION ONE.**

# TAKE AWAY SLIDE VERSION TWO

- 1 Have less competition
- 2 Easier to rank and get traffic
- 3 More relevant to your business
- 4 Drive better **quality traffic** leading to higher conversion rates

# KEYWORDS ARE GAMECHANGERS

The screenshot shows the HubSpot dashboard interface. At the top, the navigation bar includes 'HubSpot', 'Dashboard', and a dropdown menu for 'Content'. The 'Content' dropdown menu is open, showing options like 'Content Home', 'Page Manager', 'Landing Pages', 'Blog', 'Keywords' (highlighted with an orange box), 'Email', 'Calls to Action', 'Social Media', and 'Content Settings'. An orange arrow points from the 'Keywords' menu item to the 'Visits & Leads' section.

**Visits & Leads** This month

This chart displays the total number of visits to your site so far this month versus the number of visits from last month. [View traffic sources from this month](#)

**1.20M**  
Visits  
-199.4k ↓ -14.2% compared with last month

Feb 4 Feb 11 Feb 18 Feb 25

■ Visits so far this month ■ Visits during January

**Leads**

This chart displays the total number of leads to your site so far this month versus the number of leads from last month. [View traffic sources from this month](#)

**62,293**  
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Feb 4 Feb 11 Feb 18 Feb 25

■ Leads so far this month ■ Leads during January

**Landing Pages** showing metrics over the past 90 days

Name	Visits	Submissions	Conversion Rate
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Hub ID: 53, hubspot.com

Academy

- Academy Home
- HubSpot Training
- Forums
- Ideas
- Marketing Library

Content

- Content Home
- Page Manager
- Landing Pages
- Blog
- Keywords
- Email
- Calls to Action
- Social Media
- Content Settings

Contacts

- Contacts Home
- Prospects
- Lists
- Workflows
- Forms
- Imports
- Contacts Settings

Need help?

Because I  
care about  
users.

Google

# KNOWLEDGE CHECK

- 1 Why should we select keywords based around our ideal customer?
- 2 What should we look at to determine if you can rank for a keyword phrase?
- 3 How can you start ranking for a keyword phrase?

# BUYING PROCESS

It All Starts with the Offer!

## Perform Research

Prospect knows there is a problem that needs to be solved.

Free Whitepaper  
Free Guides & Tip-Sheets  
Free eBooks  
Free Checklists  
Free Videos  
Free Kits (combo of above)

## Establish Buying Criteria

Prospect recognizes a need for a solution like yours.

Free Webinars  
Case Studies  
Free Sample  
Product Spec Sheets  
Catalogs

## Evaluate Vendors

Prospect seeks solutions to their need; ready to buy.

Free Trials  
Demos  
Free Consultations  
Estimates or Quotes  
Coupons

# CONVERSION PROCESS

## 1 Call-to-Action

Essential Guide to:




### Member Engagement

Free Ebook


[Read Now](#)

## 2 Landing Page

 **Votility.** [Sign In](#)

### Ebook: The Essential Guide to Member Engagement

Learn how to better engage your members, increase participation, and empower them to take action!



Trade associations, advocacy groups, and chambers of commerce all have one thing in common. **They need to increase member engagement! But how?**

Coming up with creative ways to engage members and increase participation is challenging... so, we have some ideas for you! Learn the best practices and creative ways to engage members with our new ebook "The Essential Guide to Member Engagement".

In this member engagement guide you will learn:

- How member engagement works
- The Top 5 reasons why members don't engage!
- How to utilize the member advocacy tri-fecta: Educate, Engage, Empower

**Download the FREE ebook today!**

Get Your Copy Now!

First Name \*

Last Name \*

Email (we will keep your email completely private) \*


Type of Organization: \*

-Choose One-

[Download Now!](#)

[Home](#) | [Enterprise Solutions](#) | [Pricing](#) | [About](#) | [Contact](#) | [Blog](#)  
© 2013 Votility Inc.

## 3 Thank You Page

 **Votility.** [Sign In](#)

### Thank you! Grab your ebook below.

[Click Here >>> to Download Your EBook!](#)

Request A Live Demo of Votility

After you read our guide, get a free demo of the Votility's Enterprise Software. Our member engagement experts will provide you with advice on increasing engagement and tracking your results.

First Name \*

Last Name \*

Email (we will keep your email completely private) \*

Phone \*

Type of Organization: \*


-Choose One-

When are you available for a demonstration? \*

[Show Me Votility](#)

Thank you for downloading Votility's ebook, "The Complete Guide to Member Engagement".

Watch this video to learn more about Votility.



[Home](#) | [Enterprise Solutions](#) | [Pricing](#) | [About](#) | [Contact](#) | [Blog](#)  
© 2013 Votility Inc.



# BEST PRACTICES FOR KEYWORDS

- Uncover and understand your ideal buyer/Buyer Person (this is to whom you're targeting keywords)
- Focus on long-tail keywords
- Optimize content around keywords with a difficulty of less than 50
- Optimize blog content and website pages around one keyword
- Choose keywords for *users*, not *search engines*.
- Use only one long-tail keyword phrase per piece of content (but may naturally introduce variations of this term into page by writing thoroughly)
- When looking at KW tool, focus only on relevancy and difficulty score



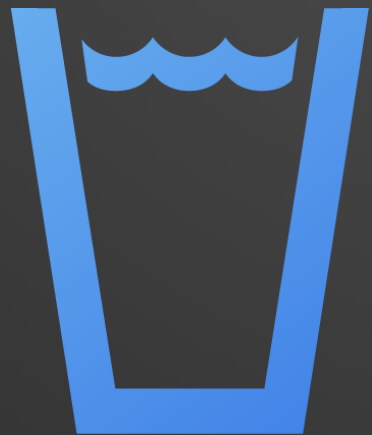
**But remember:**

Regardless of the type of content, optimize it for **users**.



LIVE  
DEMO.

HubSpot  
Academy 



**WATER  
BREAK.**

# CLASS TASKS

- 1 Keywords & inbound marketing [2 min]
- 2 Why keywords are so important [5 min]
- 3 How to pick quality keywords [25 min]
- 4 Keywords tool walkthrough [25 min]
- 5 Keyword next steps and resources [3 min]

# CLASS RESOURCES

- 1 Keywords & inbound marketing [2 min]
- 2 Why keywords are so important [5 min]
- 3 How to pick quality keywords [25 min]
- 4 Keywords tool walkthrough [25 min]
- 5 Keyword next steps and resources [3 min]

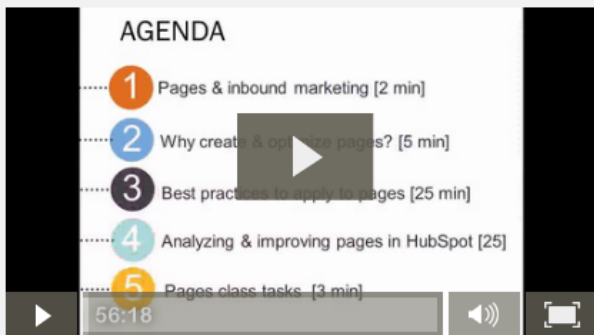
# PAGE PERFORMANCE TRAINING CLASS ARCHIVE PAGE

## HubSpot Page Performance Training Class

[Go Back to HubSpot](#)

Watch the Class

Length: 58:00 | Airdate: 10/4/2012



Want to attend this class again? [See upcoming times.](#)

### Class Presentation Deck

- [Download the presentation](#)

### Class Tasks:

1. Go through your top-visited pages to ensure they have a goal & that it is clear
2. Use the tool to improve your pages on-page SEO for quick wins
3. Use the tool to find CTA click-throughs that need to be improved, or pages that need CTAs added

### Class Resources:

- [How to use the Page Performance Tool](#)
- [9 Step On-Page Search Engine Optimization Guide](#)
- [32 White-Hat Ways to Attract Inbound Links](#)

### Need software help?



Find answers to your technical questions

### Post to the forums.



Ask questions to the HubSpot community

### Have a question?



[Ask Professor Bedrick](#)

[@sbedrick | LinkedIn](#)

# ARCHIVE PAGES ACCESSIBLE IN HUBSPOT PORTAL

The screenshot displays the HubSpot Academy interface. At the top, the navigation bar includes 'HubSpot', 'Dashboard', 'Content', 'Contacts', 'Reports', 'Marketplace', and 'Academy'. The user's name, Rachel Goodman, is visible in the top right. A dropdown menu for 'Academy' is open, highlighting 'HubSpot Training'. The main content area shows 'Visits & Leads' for the current month compared to the last month, with a 'Wow!' notification. Below this is a 'Register for HubSpot Training' section. The 'HubSpot Training Classes' list on the left includes '1. Goal Planning & Strategy' through '13. Intro to Workflows'. The 'Goal Planning & Strategy' class is highlighted, with a description and a 'See available times' button. A link 'Can't make this class? Check out the archive.' is highlighted with an orange box, and an orange arrow points from the 'Goal Planning & Strategy' class name to this link. At the bottom, a table shows training metrics.

Name	Visits	Submissions	Conversion Rate
35 Pre-Designed Email Templates To Go	77,362	56,172	73%



# QUESTIONS?



THANK YOU.