HOW TO CREATE AN EFFECTIVE B2B INBOUND MARKETING CAMPAIGN

Contents

Introduction

This ebook has been written for you if you:

- Are a B2B marketer who wants to drive your company's lead-generation strategy
- Are keen to transform the ROI of your website
- Want to create measurable, cost-effective, strategic marketing campaigns
- Would like to increase your online reach and boost your website's unique visitor numbers by an average of 13% over the next 12 months*

* Source: HubSpot report Return on Investment from Inbound Marketing through Implementing HubSpot Software

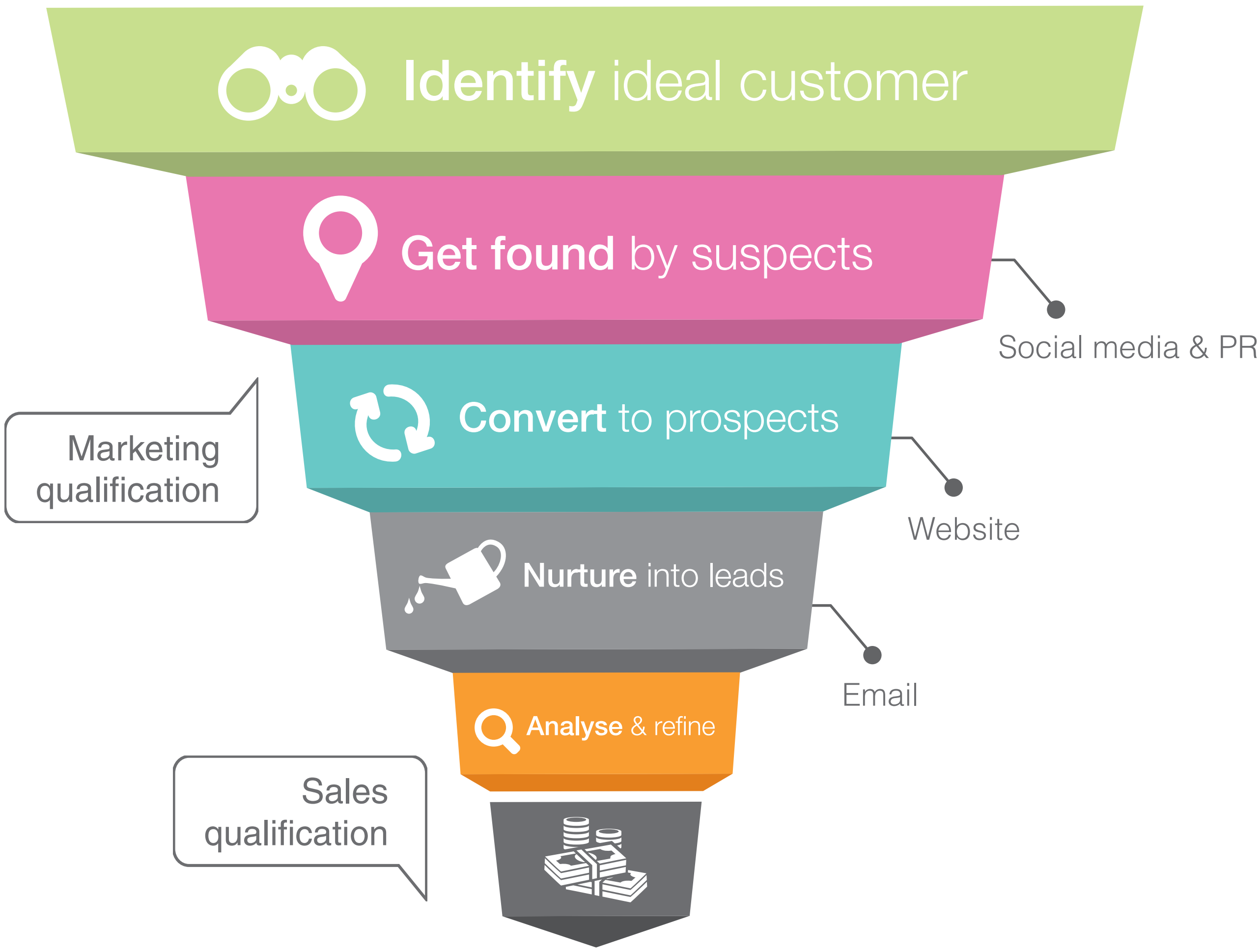
What is Inbound Marketing?

If you are a B2B marketer, you are probably reading this guide because you're aware that your customers' buying behaviour has changed. You don't have to look far to find hard evidence of this, with the 2012 DemandGen report concluding that 9 out of 10 B2B buyers say when they are ready to buy, they will find you.

B2B marketers are responding to this behavioural change by adopting a new approach to marketing: they are becoming inbound marketers. Inbound marketing focusses on attracting potential customers, rather than going out to find them.

This guide will show you the techniques involved in inbound marketing, some of which you may already be familiar with. You will learn how to integrate these techniques to get found online, convert website visitors into prospects and nurture them to become irresistible leads for your sales team.

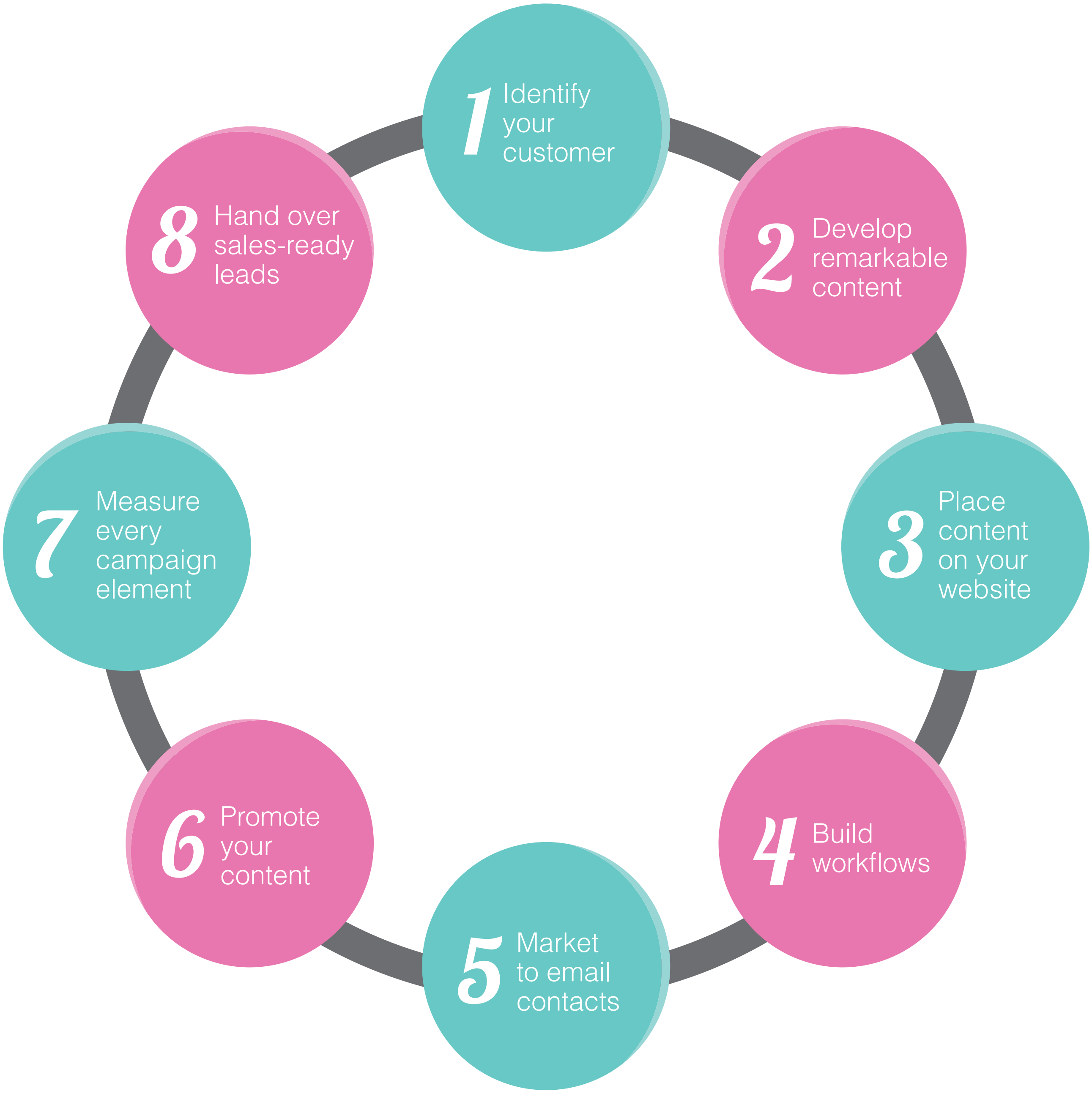
Inbound marketing funnel



The detailed analysis available to you with inbound marketing will enable closed loop reporting. This simply means that your company's new business sales will be attributed to a particular campaign or activity that you and your team have carried out.

Start generating more leads with inbound

This step-by-step guide takes you through the following stages on your journey towards inbound marketing success:



Step 1. Identify Your Customer

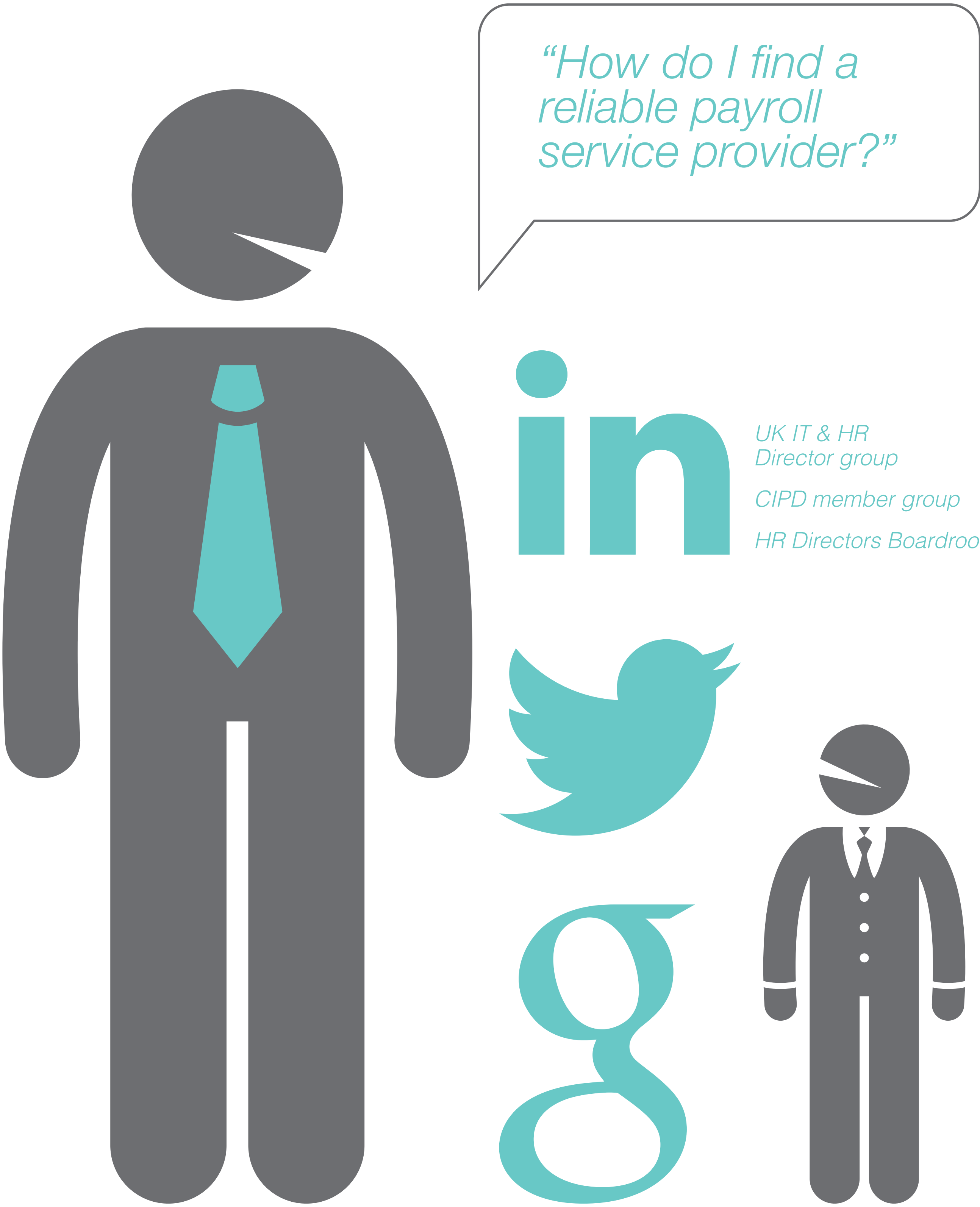
You understand that inbound marketing works because it draws your customer in. But what does it take to do this? Incessant Tweeting? Ingenious PR campaigns? These can reap rewards, but only if there is one thing at the heart of everything you do: a clear understanding of your customer.

There are over five billion Google searches per day. If you are going to successfully compete for your customer's attention you need to understand what they're searching for, when they're searching, and where they're likely to seek an answer. In other words, you need to paint a picture of your customer which quite simply, cannot be detailed enough.

You may well already use customer profiling, but inbound marketing pushes you to go as far and as deep as possible. If you can answer the following questions in detail, you'll be on the right track to drawing those customers in:

- What are your customer's pain points?
- Which of your customer's problems or challenges can you solve?
- Which of your customer's problems can't you solve?
- Why would your customer turn to you for the solution?
- What tempts them about your competitors?
- Who does your customer report to internally?
- What are your customer's internal business frustrations? What do they enjoy most about their job?
- Which choices does your customer have regarding how to spend their budget?
- What are your customer's online habits?
- Which words and phrases does your customer use to describe their problem?
- Which websites does your customer turn to for advice?
- Which social media channels do they turn to?
- What time of the day does your customer use the internet?

The HR Director



UK IT & HR Director group

CIPD member group

HR Directors Boardroom group

Reports to CEO

It may seem rather ambitious to aim for this level of detail, but having a clear customer profile is at the heart of all successful B2B companies. As a marketing professional you have always played the role of information gatherer and this is no different - it just involves some tools you may not have thought about using before. You should take an investigative approach, which could involve:

- Interviews with as many of your client-facing colleagues as possible, including but not limited to your sales and customer service teams
- Key word research through tools such as Google AdWords or the all-in-one key word grader and tracker from software provider HubSpot
- Research via Linkedin Groups, online industry forums and networks around the challenges your customer is facing and the language they use. Linkedin shares insightful analytics about the job titles and industries relating to group members
- Research via Twitter and on the websites of industry publications around the issues currently affecting your customer and the associated language

For highly effective inbound campaigns, invest as much resource as possible into getting to know your customer. This knowledge should shape your campaigns and will make sure that your efforts are not wasted. Spend time with all of your client-facing colleagues and you will begin to live and breathe your customer. You will be able to refine your customer profile once your inbound marketing campaign is underway thanks to detailed campaign reports involved.

Step 2. How to Develop Remarkable Marketing Content

Now you have painted a detailed picture of your customer, it's time to begin making content which, in their opinion, is remarkable, compulsory reading.

If you have experience of content marketing, you'll be aware of the time and effort it takes to produce high quality content. To ensure that your efforts activity is fruitful, it's essential that you plan carefully. Think about the following questions:

What makes content effective?

Like you, your customers are busy people. They don't go online to look for companies who are trying to sell them something; they go online to solve a pressing problem. They are therefore highly unlikely to spend time digesting your content unless it offers immediate help, advice or stimulation. They are even less likely to allow themselves to be driven down your marketing funnel unless your content delivers on its promises.

To ensure your content is worthy of your customer's attention, it should do the following:

- Resonate with your customer. Ask yourself, "Will this content really make a difference to my customer?" Use all of the knowledge you have gathered during customer profiling to make sure you address their important issues, and using language they use themselves.

- Deploy your expertise. Your customer has engaged with your content in order to find help or advice, so don't disappoint them. Steer away from sharing theoretical visions and instead share practical, tangible advice. This is the most convincing way to convince your customer that they can trust your company to provide the best solution to their problem.

- Be authentic and credible. In other words, be yourself! Resist the temptation to provide all solutions to all customers. Instead play to your company strengths and draw on your wealth of experience. The passion you have when discussing your strongest areas will shine through and encourage trust in your company.

How do I form an editorial plan?

With content creation, inbound marketing requires you to think like a publisher. You will need to create a publishing schedule outlining the specific topics you'll address through your campaign, together with the type and frequency of content to be published.

You should aim to use as rich a range of content as possible, as this will enable sharing via a number of online channels. You should also find that certain types of content lend themselves to the different stages of a B2B buyer's journey. Try the suggestions below to help you.

Stage in buying journey	Description	Which content?
Problem Identification	The prospect realises there is a problem. This usually this boils down to reducing costs or growing a business.	Use an infographic, SlideShare or short video loaded with facts and statistics. You can also send out a press release if you have some valuable industry news or research to share. This will attract the attention of the time-poor customer in the initial stages of understanding their business problem
Criteria Creation: Type of Solution is defined	The organisation defines criteria and requirements to solve the problem. A lot of Internet research occurs. Influencers within the company offer opinions on how to solve the problem and someone usually emerges as the company "expert".	Write an educational whitepaper or ebook which discusses your customer's problem and offers genuinely helpful advice. Shorter blog articles can be derived from the longer article, which can be posted on your website or willing third party websites.
Search for possible suppliers begins in earnest	Opinions about a possible solution are refined as knowledge grows. A RFP and a budget are often defined in this stage.	Create a selection guide to help your customer choose a supplier. The guide should promote your company's USPs.
Evaluation: Short listing	RFPs are dispatched, responses are received and a vendor short list is created. Detailed content and conversations become more frequent as a concrete solution begins to emerge	By the time your customer reaches this stage, they should already be aware of the product or service your company offers. Invite your customer to access some content which is truly engaging and which allows you to communicate why your company offers a better solution than your competitors'. Try a free company audit, a financial benefit calculator or a free trial.
Test & Procurement	The buyer makes final evaluations and may request further trials. A final decision is made and purchase orders are created.	You have now handed the lead to your sales team. If the buyer chooses your company, make sure you use closed loop reporting to demonstrate the success of your inbound marketing campaign. If your company is not successful, the lead should stay in the marketing funnel for possible future nurturing.

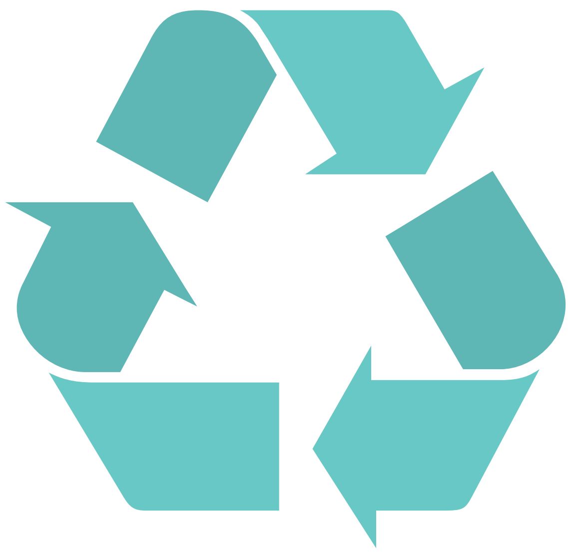
How can my marketing team keep up with demand for new content?

Constantly coming up with new content ideas can be overwhelming, but you do have some options which would help to ease your workload:

- **Recruit a Team of Content Creators**
  You don't have to be the only person creating your company's inbound marketing content. You can use different voices from inside your organisation. Why not ask colleagues with the relevant expertise to co-write a white paper, invite them to give presentations as part of your webinars, or ask them to be interviewed for a short video showcasing their industry knowledge and passion for your company's offering.

- **Find a dedicated B2B marketing agency**
  You can also look outside your own company for help creating content. B2B marketing agencies are well-equipped to create resources to attract the B2B buyer, and now there are even agencies in the UK who specialise in inbound marketing. HubSpot, a leading provider of inbound marketing software has provided us with this free guide to selecting and inbound marketing agency.

- **Repurpose Content**
  Almost every piece of content you create can be adapted, reused, modified and republished in another format. Make a habit of finding multiple ways to package and distribute the same information in different formats.



Here are a few ideas:

- Combine text from an old whitepaper with new videos to create a multimedia ebook.
- Turn videos or webinars into blog posts and ebooks or vice versa.
- Use commonly asked questions and comments from webinars to create a new ebook.
- Use company presentations to create slideshows on Slideshare, upload any video content to YouTube and create a series of blog posts that expand on the specific points of the presentation.

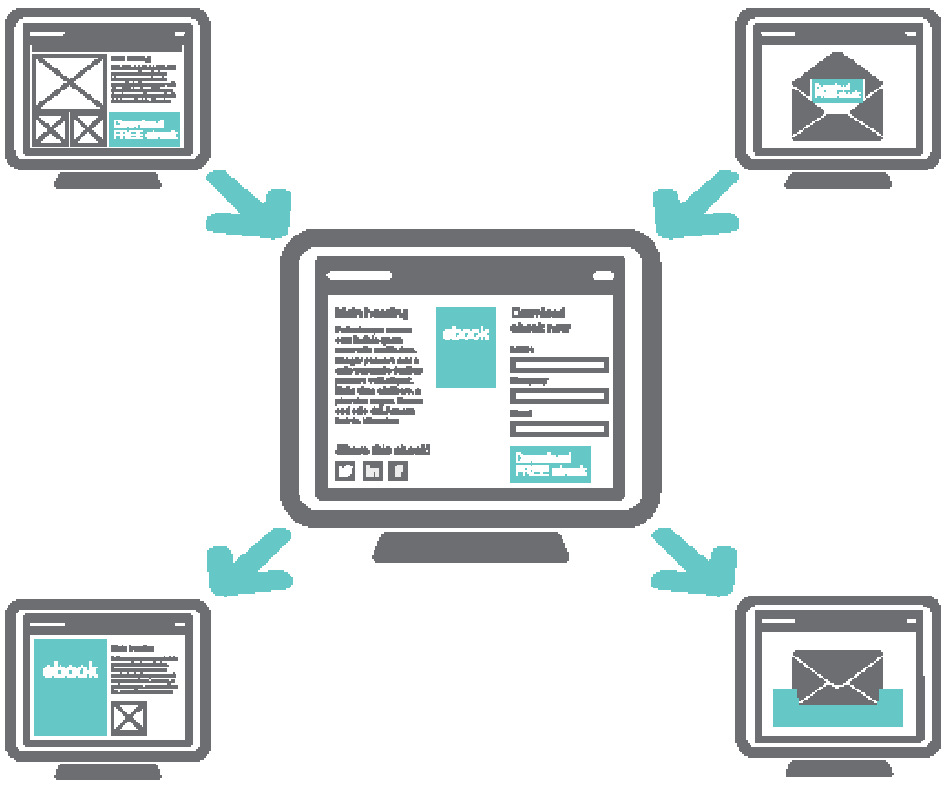
Developing remarkable marketing content will ensure that your inbound campaign draws in prospects and makes them want to hear more from your company, eventually converting them into sales-ready leads. Remember that remarkable content resonates with your customer, deploys your expertise, and is authentic and credible. If your content doesn't do these things, your customer won't have a reason to choose your company's solution over that of your competitors.

Step 3.
Place the Content on Your Website

So you've enjoyed thinking like a publisher, now it's time to act like one. Publish your content on your website and start using it to generate new leads. You will do this by creating a landing page, a web page that asks visitors to fill in a form in order to access your remarkable content.

The landing page acts like a type of transaction, in which your prospect gets free access to the content and you receive the contact information of your visitors. This converts your website visitors into potential prospects. Lead generation has begun.

Lead Generation Visualisation from HubSpot



Immediate satisfaction

Content stored

It's important to build a unique landing page for each piece of content. This will help you to analyse the behaviour of your prospects and to generate the all-important closed-loop, report when they eventually become a customer.

How to Make Effective Landing Pages

Landing pages are also known as 'lead capture' pages. They not only capture the data of your website visitors, but they also capture their attention, encouraging the visitor to remain interested in the related content. In this way, you should think of your landing page as an advert for the content it relates to.

The major areas of importance in the landing page are the headline, the body of the page, and the form. Let's look at how to make them effective.

Headline

People's attention spans are short, especially online. This means you need to make sure your offer is as clear as possible. A good rule of thumb is to make sure your landing page passes the "blink test" – can the viewer understand the offer and what you're asking them to do in less than five seconds? Make sure your title makes your offer immediately clear so that the viewer understands what the offer is right away.

Body

The body of your landing page should provide a description of your content and why your visitors should download it or sign up for it. Make the specific benefits of the content clear. Format the body of your page in a way that quickly conveys the value of the content and the action visitors need to take. For instance, use bullet points and numbering to simplify the visual layout of the text, and use bold or italicised text to highlight the main points.

Your landing page needs to feature an image of the content you are presenting. Visuals have the power to instantly capture the attention of visitors and should be leveraged to the fullest in your marketing. For instance, depending on what your offer is, you could feature an image of the cover page of a whitepaper or ebook, or headshots of webinar presenters.

The form

Remember that the ultimate goal of your landing page is to get people to fill out your form. Make sure that your form appears above the fold so that the viewer does not have to scroll down on the page in order to see it.

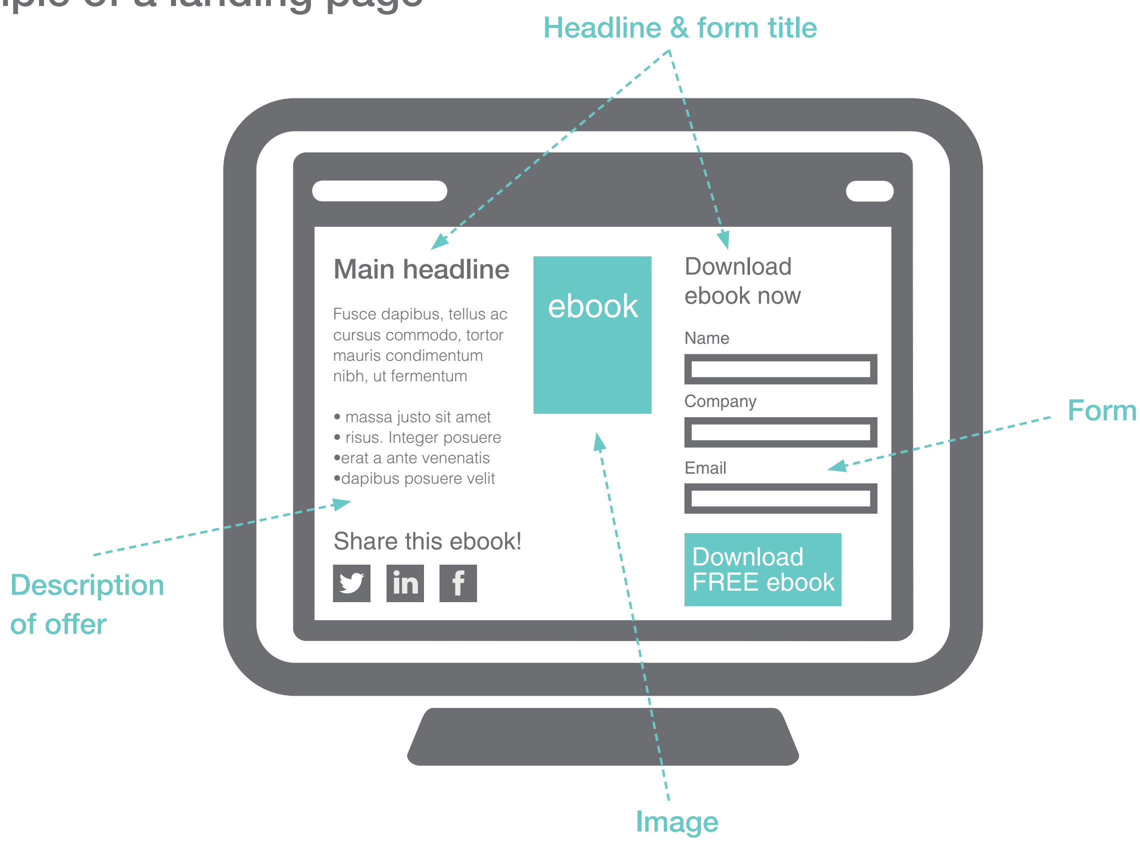
The length of your form inevitably leads to a trade-off between the quantity and quality of the leads you generate. A shorter form usually means more people will be willing to fill it out. But the quality of the leads will be higher when visitors are willing to fill out more forms fields and provide you with more information about themselves and what they're looking for. Therefore, shorter forms usually result in more leads, but longer forms will result in fewer, but higher quality leads.

As a starting point, you should ask for the name and email address of your prospect. Even if they are not ready to be contacted by telephone at this stage, their email address can be added to an email workflow which will allow you to nurture them in the future.

Your goal should be to collect enough information through your form to enable you to both contact and qualify the lead

More sophisticated inbound marketing techniques can personalise the forms, so that prospects who have interacted with you most often can be asked for increasingly detailed information, such as number of employees and role at their company. This allows you to give detailed information on the lead to your sales team.

An example of a landing page



Elsewhere on your website: Calls-to-Action

The goal of a call-to-action is to drive traffic to a landing page. It may look like what you currently call a website 'button' or 'banner'.

In order to increase visitor-to-lead conversion opportunities, you should aim to create a number of calls-to-action and distribute them across as many of your website pages as is appropriate. At the very least, you should make sure you have calls-to-action on the following website pages:

- Homepage
- Product/service pages relating to the content you have produced
- About Us page
- Contact Us page
- Blog pages

Landing pages are web pages where you publish the remarkable content you have created and, more importantly, they allow you to begin the lead generation process. Make sure you increase your chances of generating sales-ready leads by designing effective landing pages and posting accompanying calls-to-action across your website.

Step 4.
Build Workflows

As your website visitors begin to hand over contact details in exchange for your highly remarkable content, you may well be tempted to pass this valuable information into the hands of your best salesperson. However, your colleague is unlikely to have much success with a prospect who has simply downloaded one ebook from your company website. The prospect will sense the sales pitch and if they have not yet reached the Purchase stage of the marketing funnel, they may well put an end to the interaction you have worked so hard to create.

Instead, workflows can be used to warm up your website prospects, engage with them further and turn them into leads your sales team will be pleased to work with.

What is a workflow?

Workflows are an automated series of emails or communications which pre-qualify early-stage leads before handing them over to sales. Workflows are also known as advanced lead nurturing, marketing automation, drip marketing, and auto-responders. Their goal is to make your new leads more sales-ready.

By using workflows and nurturing your leads, you save time for your sales team because you educate and qualify the lead over time.

In his "Science of Timing" research, Dan Zarrella, social media scientist at inbound marketing software provider HubSpot, discovered that there is a positive correlation between subscriber recency and email clickthrough rate - one of the key indicators of email performance.

Getting the timing right

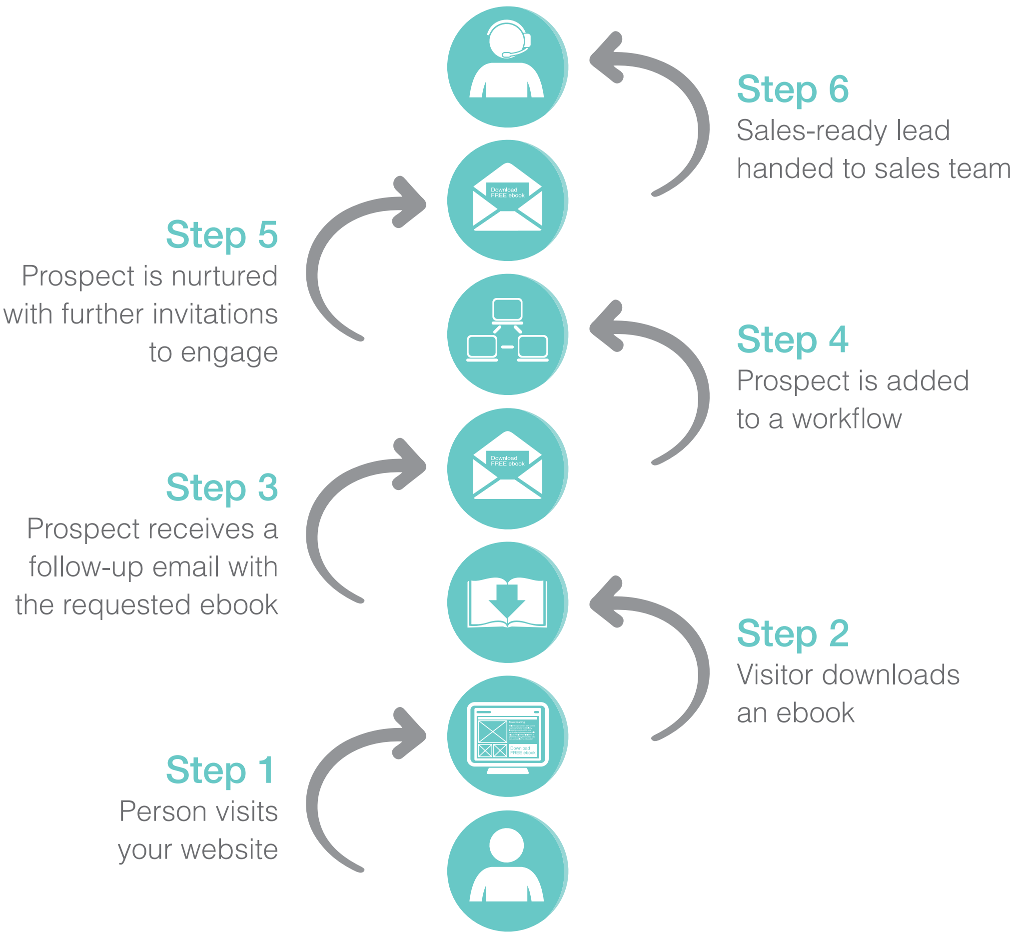
If your company invests in attending a trade show or exhibition, there will no doubt be strict deadlines in place to ensure that your sales team follows up with leads while they are still fresh. The same concept should be applied to online leads, as study after study shows that email response rates decline over the age of the lead.

Workflows are extremely helpful in this respect, as emails are sent out to new leads automatically, according to your chosen follow-up schedule. This means that no matter how many things you are working on, you know that your website prospects are being followed-up with at a time which suits them, helping you to push them down the marketing funnel without delay.

Examples of Workflows

Wondering what your workflows might look like? They can be as simple or complicated as you wish them to be. Let's look at a couple of examples of hypothetical workflows that can help you move prospects down the marketing funnel:

Workflow for generating sales



Workflows, advanced lead nurturing, marketing automation, drip marketing, auto-responders… We like to call it warming up your website prospects and converting them to sales-ready leads. Use this automated email process to make sure that prospects are followed-up with at the right time for them, regardless of what else you're working on.

Step 5. Marketing to Your Existing Contacts

Now that you have ensured that all new prospects who access your marketing content will receive the appropriate follow-up communication via your workflow, you can start thinking about sending your existing contacts to your landing page.

Your email list should be one of the most powerful contact databases that you have access to (your social following represents another growing database of evangelists). Here are some tips for notifying your email database about the new content on offer.

Dedicated email with one call to action

For instance, you can be notifying your target audience about a new whitepaper you have released or invite them to attend an event that you are hosting. Dedicated emails help you to drive results for one call-to-action.

Contact segmentation

Emails can encompass your entire database or just a segment that you think this marketing content applies to. While there are instances when all of your subscribers should be notified about a specific marketing campaign, such as a timely new offer or an upcoming event, in most cases you would want to segment heavily based on your customer profile.

> As a MarketingSherpa case study of Kodak's successful list growth tactic explains, "these calls-to-action were not stuffed at the end of a newsletter or tacked onto another message. They were the focus of a dedicated email, which gave them much more impact".

Personalise Emails

Show your prospects that you know them. Personalised emails not only increase your open and clickthrough rates, but also demonstrate a deeper relationship with your audience. As we outlined above, make sure you use a consistent voice across your marketing communication.

Design mobile experiences

Make sure your email layout displays well on mobile devices. As more people start checking email on their smartphones, you need to optimise for that viewing experience.

Make your emails social and SEO-friendly

Make sure that your recipients can share your email content on social media. Integrate social media sharing buttons in your inbound marketing emails to facilitate that activity. Also, make sure that your emails create a web-only version which will ensure you are leveraging your email for SEO.

Clone & reuse

Once you have your email template in place, sending further dedicated emails for future content should be easy. You will generally take some of the information already on the landing page, make a few tweaks to it and spend most time on nailing down the subject line.

Measure performance fast

Naturally, if you have one main message and call-to-action in your dedicated send, it will be easy for you to track progress. You can quickly check the email click through rate, landing page views and conversions, and follow the long-term ROI.

Don't miss out on the opportunity to convert your existing contacts into sales-ready leads. Choose only the contacts who would benefit from the content you're working with, and invite them to re-engage with your company.

Step 6. Promote Your Content

Now all of the mechanisms are in place to enable you to generate sales-ready leads, make sure your campaign is a success by promoting your content. Leverage your blog, social media channels and online PR opportunities to ensure that prospects are drawn to your content from all over the web.

How to use your blog in the campaign

Take excerpts from your content and feature it as blog articles, asking your followers for comments and shares. When putting your blog post together, optimise your writing to grab people's attention and to rank well in search engines by using language you know your customer uses. Don't forget to introduce a call-to-action with a link to a relevant landing page!

Give your blog content extended reach by including social sharing buttons (e.g. "like," "share on LinkedIn," "tweet," etc.) on every post. This will encourage readers to share you content with their personal networks and expand its reach beyond your own connections.

How to use online PR in your campaigns

If your content is rich with exclusive research and figures which will be of interest to your industry, you are likely to have something on your hands which can be published much more widely than on your company website. Write a press release and send it to publications hungry for industry news. If you don't already have a press list, you can research editorial contacts yourself, or else ask a marketing agency if they can help.

Even if you don't have some ground-breaking news on your hands there are still opportunities to spread your content in the online press. Many online industry magazines now publish white papers and guest blog posts by industry experts, so hunt down the opportunities for your company to contribute in your area of expertise.

Whatever success you have with online PR, don't forget to request a link to your landing page or company website as part of anything that is published. This not only brings the obvious benefits of increased lead generation, but the links act as third party endorsements which the search engines love. This is called link building and will improve your SEO.

How to use social media in your campaigns

While Twitter, Facebook, LinkedIn, Google+ and Pinterest are all different social media platforms, they have something fundamental in common: the element of information exchange. So with the creation of good marketing content to promote, you make your job on social media much easier because now you have highly remarkable content to share!

Best practices when it comes to promoting your marketing offer through social media

Decide On Your Networks

There are a lot of available social networks out there. Which one are you going to use to promote your offer? You probably don't have the internal resources to spend equal time on all of them. Look at your marketing analytics and your historical performance with different social channels. Identify the three networks that bring you the best results and focus on using them for supporting your campaign.

Map different content based on the network

Different social networks are effective at promoting different types of content. While visual content performs well on Pinterest and Facebook, simple copy works well for twitter and LinkedIn. Youtube, on the other hand, is a strictly video sharing platform. Find out which social network makes the most sense for the type of marketing offer you have created.

Plan the timing of your promotion

Control how often you share your offers to ensure your account doesn't turn into a spam-bot.

Use a Hashtag

When promoting your offer on twitter and/or Google+, consider using a hashtag. There's more to hashtags than simply adding a pound sign in front of a word. in fact, simply adding a hashtag to a tweet isn't going to give you any results; you need to integrate them to a marketing campaign. As you develop your marketing offer, think of what hashtag would be relevant to this new resource. Try to use the hashtag on the landing page, your marketing emails and, of course, in your social media updates. That will help streamline a lot of the discussions around the offer and help you receive feedback.

You have worked hard to create remarkable marketing content and your lead nurture mechanisms. Now it's time for your content to start working hard for you. Social media, blogs and online PR broaden the reach of your campaign and bring in prospects who may never have come across your website before. Remember that it is vital to include links to your website in all of your promotional activity.

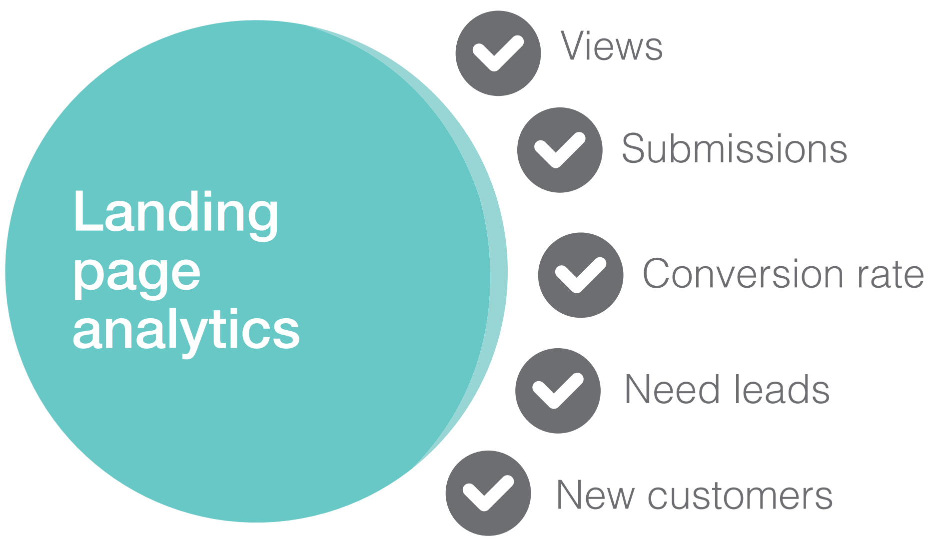
Step 7.
Measure Every Element of Your Campaign

If you're an experienced B2B marketer you will usually conceive your campaigns based on knowledge you have gained from industry research and past experience. You will begin with a number finely-tuned assumptions about your target customer. With inbound marketing, you have the opportunity to prove these hunches right (or wrong).

There are a wide range of metrics that you need to look at in order to evaluate your campaign. By using these metrics you can continually improve the success of your activity, and ensure that every inbound campaign is a successful one.

Tackling poor performance of your marketing campaign

Different metrics tell different stories. So if your performance is disappointing, you need to spend time and find out exactly which metric needs to be improved. For instance...



If the number of views of the landing page is low, you need to work harder at promoting the offer and sending more traffic to it.

If the conversion rate of the landing page is low, you need to focus on creating a more compelling offer or optimising your landing page.

If the number of new leads this offer brought you is low, it could mean that your existing contacts are not sharing your offer with new people. You need to either incentivise them or find venues of promotion to a new audience.

If the number of customers the offer brought you isn't very high, that could mean your workflows aren't successful at qualifying leads to convert them into customers. You might need to revise the workflows and make them more powerful.

The same story applies to the rest of the marketing components used in your campaign. You should be able to explore the number of new leads and customers you generated from each channel, and you should also have access to key performance indicators that give you cues on how to improve the final results of your campaign.

When it comes to calls-to-action, for instance, there are two key metrics that you can monitor in order to improve the effectiveness of this marketing asset:

Calls-to-action analytics

- View-to-click rate
- Click-to-submission rate

If the view-to-click rate of your calls-to-action is low, make your offer more compelling so that more of the people who see the CTA, click through.

If the click-to-submission rate of your calls-to-action is low, focus on optimising your landing page and making it perfectly aligned with your CTA.

The metrics behind lead nurturing and email marketing overlap. They show the performance of your email sends and the extent to which recipients engage with your email content.

Workflow & email analytics

- Clickthrough rate
- Unsubscribe rate

If the clickthrough of your emails is low, that could mean your offer isn't appealing enough to the recipients you are sending it to. Start creating more compelling content or spend more time on segmentation.

When it comes to blogging and social media marketing, here are some of the key metrics that you need to monitor:

Blog post analytics

- Page views
- Inbound links
- Calls-to-action CTR

Social media analytics

- Clickthrough rate
- Shares

Each of these individual metrics can help you identify weaknesses and strengths in your marketing campaign. However, don't forget about the bigger picture and stay focused on the number of new leads and customers your campaign (and each of your channels) have generated.

Each element of your inbound marketing campaign produces clear, measurable results. Landing pages, calls-to-action, workflow emails, blogs and social media can all be monitored, reported on and improved to make sure that every inbound marketing campaign is successful in generating leads. You not only have the opportunity to improve poor performance, but you can report on the specific activity which has generated your sales-ready, "Made by Marketing" leads

Step 8.
Hand over pre-qualified leads to your sales team

This is the stage of the campaign when you will contribute directly to the sales of your company, as well as giving hard proof of your marketing ROI. You will pass on the contact details and history of interaction of sales-ready leads which have been nurtured through inbound marketing. Your sales team will then contact the leads in order to convert them in to new business deals for your company.

The definition of ‘sales-ready’ will depend on the company you work for, the nature of your product or service and your sales funnel, but in a B2B context it should apply to a lead who:

- Is looking for the solution your company offers
- Has the potential budget to purchase your company’s solution
- Has handed over their name, telephone and email address during the course of your online interaction

The handing over of sales-ready leads can be a seamless process thanks to the fact that inbound marketing software from providers such as HubSpot can be integrated with CRM solutions such as salesforce.com, Sage CRM and Microsoft Dynamics.

Handing over sales-ready leads to your sales team sees you fulfil your potential as an inbound marketer. Use closed-loop reporting to show your team exactly how, when and where your leads have been generated. Enjoy the glory of your enhanced marketing ROI, increased website traffic and newfound identity as a driving force in your company’s lead-generation strategy.

Conclusion

The steps outlined in this guide show you how to implement a powerful online lead generation strategy, which will boost your marketing ROI and unleash potential of your website. With inbound lead generation typically costing 61% less than outbound leads, it's also a cost-effective way of marketing.

If you would like to move your marketing department forwards with inbound marketing but do not have the internal resources available for implementation, you may choose to seek external help through a specialist B2B marketing agency. Learn more about this with the HubSpot guide to hiring an inbound agency.

About Axon Garside

Axon Garside is an award-winning B2B integrated marketing agency that works with clients to build their Brands, their leads pipeline and sales revenues. As trusted Hubspot partners, our customers benefit from the expertise we've built delivering measurable and profitable campaigns to B2B companies.

Our approach is based upon taking the time to understand your customers; their issues; what makes them tick and combining this knowledge with a tried and tested five stage process:

1. **Identify:** Every successful Brand must stand out from the competition. We help our clients to do that by identifying their potential customers and the unique way in which our clients can help those customers to solve problems. We then build a Brand Identity and Message platform to reflect that uniqueness.

2. **Get found:** To succeed online, customers need to find you easily. So our first priority is to get your products and services in front of a highly motivated — and growing — audience. We achieve this for you with powerful, proven inbound marketing techniques.

3. **Convert:** Attracting visitors to your website takes care and effort, so the last thing you want is for them to vanish without trace. The key is to offer valuable content in exchange for their contact details, allowing you to communicate with these visitors in the future.

4. **Nurture:** Your visitors have downloaded high-quality content from your site. Now it's time to build on the favourable impression they've got of your business — and start them on the journey to becoming customers.

5. **Measure and analyse:** We do this constantly focusing on key metrics so that we understand what is working best and can continuously refine campaigns and improve results.

Axon Garside Creative B2B Marketing
Buxton Road West, Disley, Cheshire SK12 2AE
01663 766565 info@axongarside.com axongarside.com