

# INBOUND MARKETING

GENERATE MORE LEADS & MORE CUSTOMERS

## A GUIDE FOR **EVERYBODY**

Arizona Technology Council

February 27, 2014

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Elyse Meyer, Prism Global Marketing Solutions

# Agenda

- Welcome & Introductions
- Observations on the Inbound Revolution
- Inbound Marketing Explained
- What's in it for you
- Q&A



DAN  
TYRE

.....  
@dantyre

Employee #6 @ HubSpot

Live in Scottsdale, AZ

HubSpot is my fifth start up



ELYSE  
MEYER

.....

@elyseflynnmeyer

@PrismGlobalMKTG

Born in NYC

Arizona Wildcat

Modern Family Fan

# MARKETING HAS A **lovability** PROBLEM.



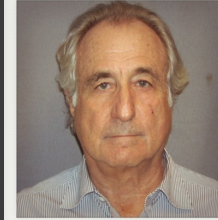
Car Sales



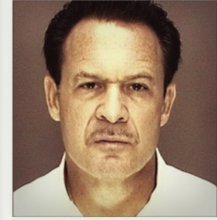
Lobbyists



Marketers



Stockbrokers



Lawyers



Less Lovable

More Lovable

# Buyers are Sick of Marketing Interruptions



**86%**  
skip TV ads

**91%**  
unsubscribe

**44%**  
of direct mail is  
never opened

**200m**  
Say DO NOT CALL

## Growth Insights for CEOs

[Current Articles](#) | [RSS Feed](#)

### 70% of Marketers Fail to Deliver the Business Results CEOs Expected in 2013

Posted by [Inga Broerman](#) on Fri, Feb 07, 2014 @ 10:14 AM

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I read a staggering statistic yesterday. According to the [Fournaise Marketing Group's 2013 Global Marketing Effectiveness Program](#), a multi-year survey of over 1200 CEOs and top Marketing decision makers worldwide, in 2013 over 70% of marketers failed to deliver the (real and P&L-quantifiable) business results their management expected them to deliver (more sales, more market share, more sales-ready prospects and/or more conversion).

### Who are the losers in the high stakes Marketing ROI game?



### Blog Subscription

Your email:

Subscribe



**50 Most Powerful Companies in the World**  
Download Charles Born's **2013's Top 50 Most Powerful Companies** and learn how, as CEO, you can pay the highest of all people a just change.

**CLICK TO DOWNLOAD**

50 Most Powerful Companies in the World  
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# Inbound Marketing Methodology

The best way to turn strangers into customers and promoters of your business.



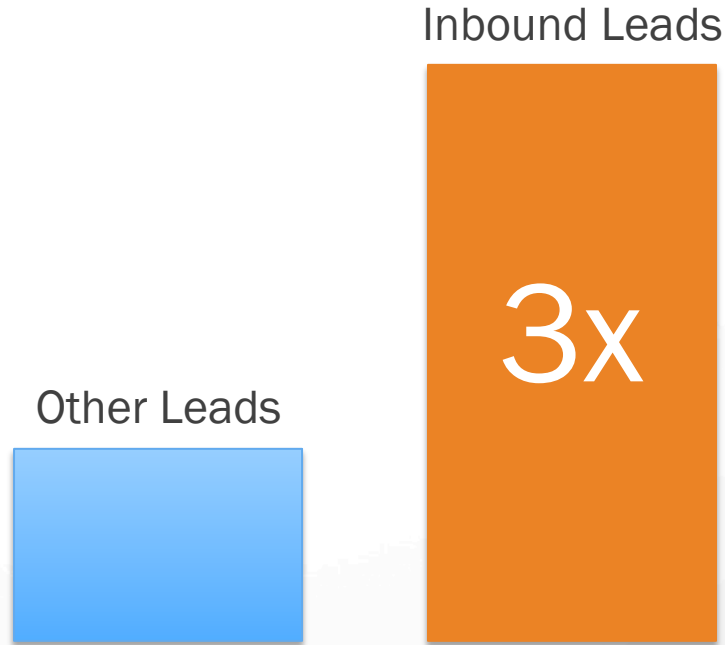


SALES + MARKETING =  
**SMARKETING.**

# 2013 Data & Facts

- 87% of buyers say online content has a major impact on vendor preference
- 57% of companies have acquired a customer through their blog
- 81% of Small and Medium-Sized Businesses Use Social Media to sell
- 65% of companies have acquired a customer from LinkedIn

# Inbound Leads Convert Better



Lead to Customer Conversion Rate for Leads Sent to Sales Team

# Inbound Leads are 61% Lower Cost

**\$346**

cost per  
advertising /  
cold calling  
lead

**\$135**

cost per  
Inbound  
lead

# Stats Show Blogging Works

**55%**

Increase  
in Web  
Traffic

**79%**

Increase in  
Twitter  
Followers

**57%**

Generate  
Revenue from  
Blogging

# Impact on your sales team



# INBOUND MARKETING CYCLE & SUCCESS STORIES

# INTEGRATED INBOUND MARKETING CAMPAIGNS.



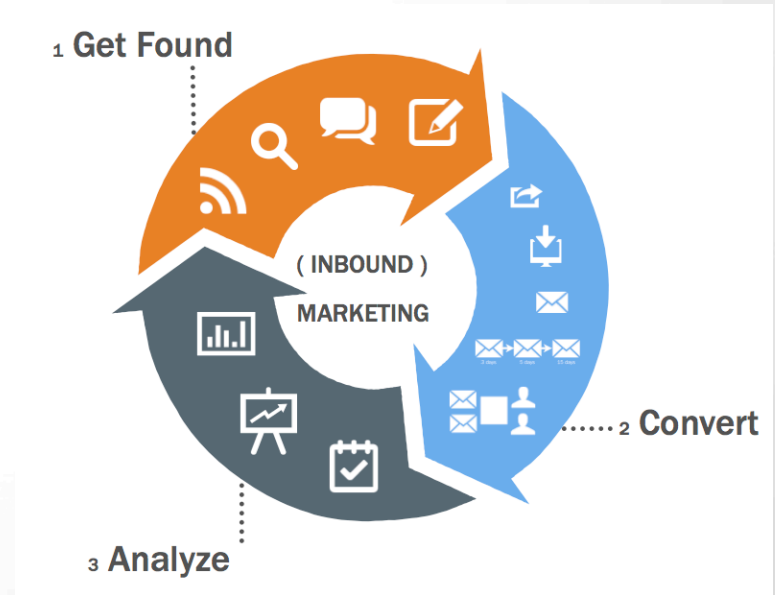


# Inbound Marketing Success: Management Consulting Company

- Global human capital consulting & performance assessment tools
- Offices in Phoenix, Dallas, NYC & London
- Re-branded and re-launched in May 2013

## Primary Goals:

- Build web presence & brand awareness
- Increase website traffic
- Encourage inbound leads and conversion through inbound marketing



# How did they implement inbound?



Search Optimized &  
Responsive Website



Blogging



Social Media Marketing  
& Monitoring



Email Marketing &  
Marketing Automation



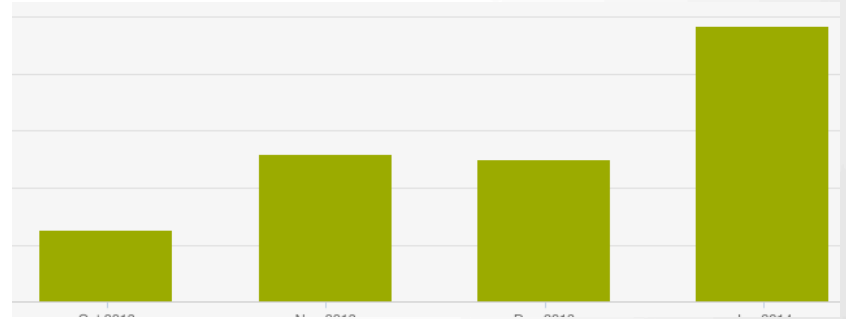
Lead Capture Forms  
& Landing Pages



Marketing Analytics

# SEO & Responsive Design

- Built responsive website, blog & email
- Devised search engine optimization strategy:
  - On-page SEO
  - Off-page SEO
  - Blogging
  - Landing Pages
  - Social Media
- Stay up-to-date with the SEO changes

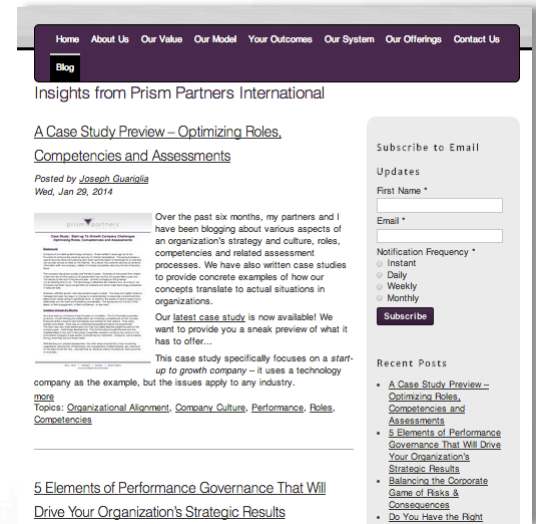


**RESULT:**  
48% increase in total  
website traffic month  
over month



# Blogging

- Minimum of 1 blog per week
- Pick a blog series to help organize ideas
- Feature guest bloggers and team members
- Ensure 5-10 keywords on each post
- Include calls-to-action and links throughout



The screenshot shows a blog post titled "A Case Study Preview – Optimizing Roles, Competencies and Assessments" by Joseph Guariglia, dated Wednesday, January 29, 2014. The post content includes an introduction, a "more" link, and a list of topics: Organizational Alignment, Company Culture, Performance, Roles, and Competencies. A "Subscribe to Email" form is visible on the right side of the page, along with a "Recent Posts" section listing other articles.

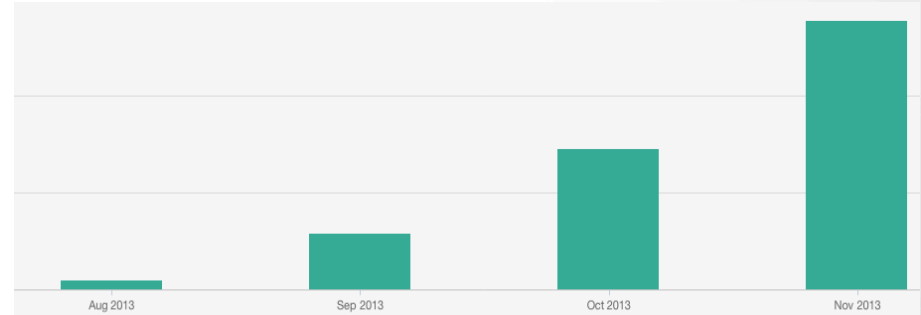
## RESULTS:

- 61% of website traffic
- 82% of inbound leads



# Social Media Marketing & Monitoring

- Developed social media channels:
  - LinkedIn company page
  - Facebook page
  - Twitter
  - Google+
  - LinkedIn group
- Determined appropriate frequency
- B2B audience benefit from LinkedIn sharing
- Post 70% external; 30% brand
- Monitor relevant conversations

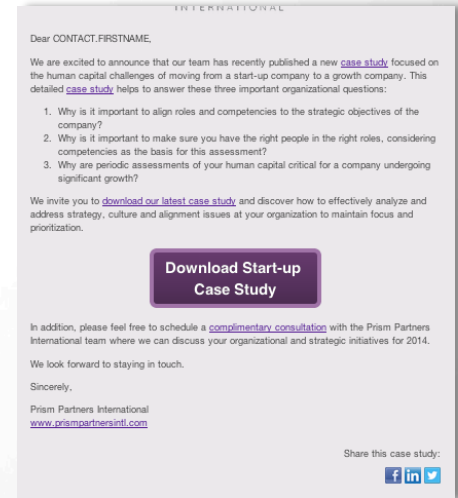


**RESULT:**  
Average **169%** growth in  
social media traffic  
month over month



# Email Marketing & Automation

- Promote offers & increase awareness
- Include appropriate offers on each email campaign to increase lead reengagement efforts
- Send at least 2 emails per month to selected buyer personas
- Increase marketing automation efforts based on lead insights, web traffic, social conversations



**RESULTS:**  
Average 31% lead reengagement rates on email campaigns



# Lead Capture Form & Landing Pages

- Ensure appropriate content is behind a landing page with a form
- Develop at least 3 offers per month
- All offers include:
  - Call-to-action
  - Landing page
  - Offer page
  - Follow up email
- Utilize progressive profiling

The screenshot shows a landing page for a case study download. The title is "Download Case Study: Start-up Company Focus". Below the title, it says "This In-Depth Case Study Focuses on a Start-up to Growth Company". The main content area contains three questions with dropdown arrows, followed by a "Download Now" button. At the bottom, there are social media icons for Facebook, LinkedIn, and Google+, and a footer with the text "STRATEGIC · SIMPLE · SUSTAINABLE" and "© 2014 Prism Partners International".

**Download Case Study: Start-up Company Focus**  
This In-Depth Case Study Focuses on a Start-up to Growth Company

See how Prism Partners International works with management to identify the people that are critical to their strategic growth:

- ▼ Why is it important to align roles and competencies to the strategic objectives of the company?
- ▼ Why is it important to make sure you have the right people in the right roles, considering competencies as the basis for this assessment?
- ▼ Why are periodic assessments of your human capital critical for a company undergoing significant growth?

Download our latest case study to discover how to effectively analyze and address these questions within a start-up organization.

**Download Your Case Study**

First Name \*  
Last Name \*  
Company Name \*  
Job Title \*  
Email Address \*  
Phone Number \*

**Download Now**

STRATEGIC · SIMPLE · SUSTAINABLE  
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## RESULTS:

- Average 52% conversion
- 902 B2B leads generated in 4 months



# Analyze, Analyze, Analyze

- Track weekly analytics
- Define where traffic is coming from
- Understand where leads and customers are generated
- See which pages generate the most traffic and leads
- Identify which social media posts and channels are most beneficial
- Optimize your marketing efforts

Source	Visits	%	Contacts
 <b>Organic Search</b> Google, Bing, Yahoo, etc.	679	3.4%	23
 <b>Referrals</b> Links on other sites	48	2.1%	1
 <b>Social Media</b> Facebook, Twitter, Linkedl...	943	5.9%	56
 <b>Email Marketing</b> Email links	122	12.3%	15
 <b>Direct Traffic</b> Manually entered URLs	1,188	2.9%	35





Cool.



## January 2014 Recap



Visits

3,036 ▲ 44%

2,095 last month



Blog Views

2,120 ▲ 100%

0 last month



Leads

49 ▲ 36%

36 last month



Social Reach Growth

5 ▲ 400%

1 last month



Landing Pages Conversion Rate

29.23% ▲ 6.47%

22.76% last month



Email Opens

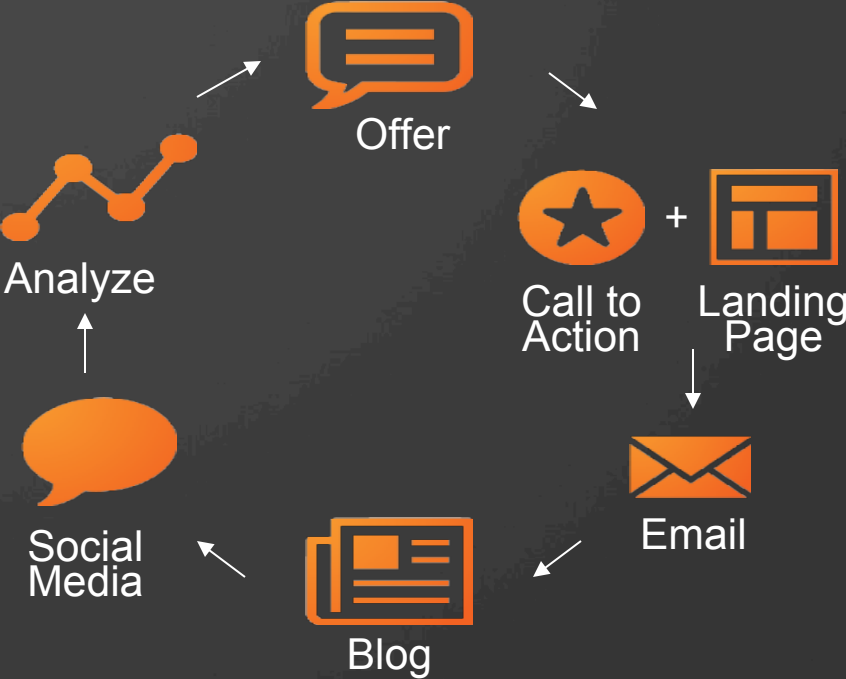
2,841 ▲ 17%

2,423 last month

[Download Powerpoint](#)

Very cool.

# INTEGRATED INBOUND MARKETING CAMPAIGNS.



# Free Inbound Marketing Assessment

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# Thank You!

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