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Digital Marketing Direction.com

Creating an Inbound Marketing Campaign

featuring YEEHAW REALTY

Feeling foggy about how an inbound marketing campaign really works?

This sample campaign explains inbound marketing from start to finish!

Here you'll learn about:



- Drafting Personas
- The Buyer's Journey
- Choosing Content
- Calls-to-Action
- Landing Pages
- and More!

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YEEHAW REALTY

Goals and Pain Points



Yeehaw Realty is a real estate agency based in Texas that helps consumers buy, sell, or lease residential property.

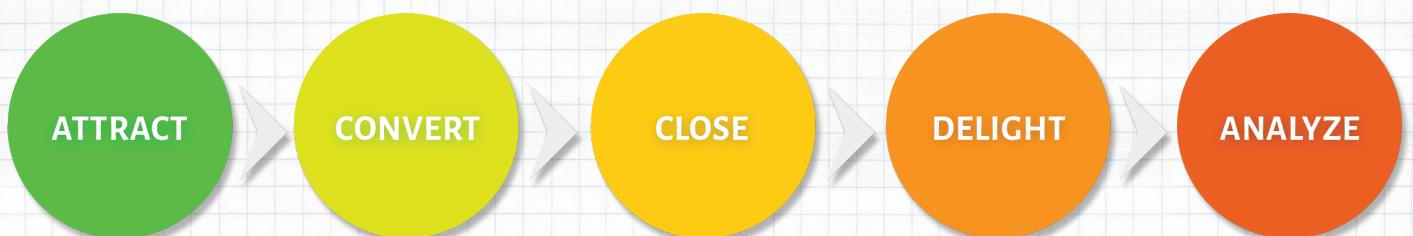
YeeHaw's Goal

To find **more consumers** interested in buying, selling, or leasing **residential property** in their territory. They have tried buying ads and cold-calling leads but are always looking for new and **better ways to find interested, qualified prospects**.

That is why they have decided to give **inbound marketing** a try as they have realized **consumers have started to tune out advertisements and become more educated consumers**—thanks to the Internet, which allows them to do more research on their own.

Inbound marketing campaigns are built around **attracting the right people, converting them into leads, closing qualified leads into customers, delighting them** in order to **keep them as customers and get referrals**, and **analyzing** the efforts of each campaign to continuously improve.

INBOUND METHODOLOGY



THE FIVE STEPS OF A SUCCESSFUL INBOUND MARKETING CAMPAIGN

- 1 Define personas.**
Prioritize a company's buyer personas. These are **semi-fictional representations of your ideal customers** based on market research and real data about your existing customers.
- 2 Prioritize products or services.**
Decide which have the highest ROI or potential by persona.
- 3 Create the content.**
Plan and create content mapped to each persona and stage of the target buyer persona's journey.
- 4 Execute steps.**
Schedule the pieces of content to go out over the course of the campaign.
- 5 Analyze and adjust.**
Once the campaign is completed, **review which pieces resonated with your target audience and which pieces did not.** Then adjust.

STEP 1 LIGHTS, PERSONAS, ACTION

The campaign starts with buyer personas.
One priority persona for Yeehaw Agency is Renter Sally.



THE FIVE STEPS OF A SUCCESSFUL INBOUND MARKETING CAMPAIGN

RENTER SALLY

Age: 30 years old

Gender: Female

Marital status: Just married

Current location: Austin, Texas (Downtown)

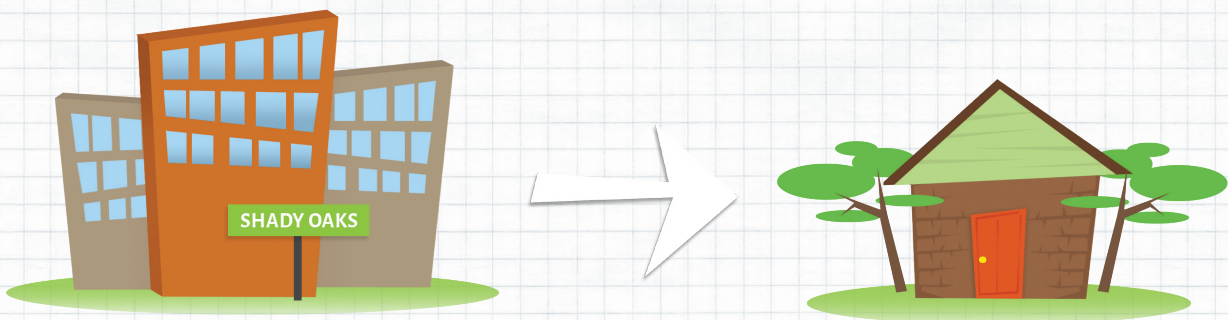
Desired location: Within a 20 mile radius of current address (suburbs)



Pain points: Wants to buy a house but does not think she and her husband can afford it yet.

Typical push back: Does not think she and her husband would qualify for a large enough loan right now to buy a house.

Possible solutions: Speak with loan officer to clarify what they actually qualify for and current offers they can take advantage of.



STEP 2

Sell what sells. Prioritize products and services.

Possible services Yeehaw can focus on are buying, selling, and leasing.

Focus on selling what service is actually needed by the client by asking questions like:
Now that I've defined Renter Sally as a priority persona for my company, which service is she most likely interested in right now given the state of the economy in my area and trends I see?

THE FIVE STEPS OF A SUCCESSFUL INBOUND MARKETING CAMPAIGN

STEP 3

Know what to say, and when to say it. Create content mapped to each persona and stage of the target buyer persona's journey.

There are three main stages to the buyer's journey.

Awareness: I want to buy a house

Evaluation: What is involved in buying a house?

Purchase: I trust Yeehaw Realty and think they can get me the best deal on the type of house I'm looking for.

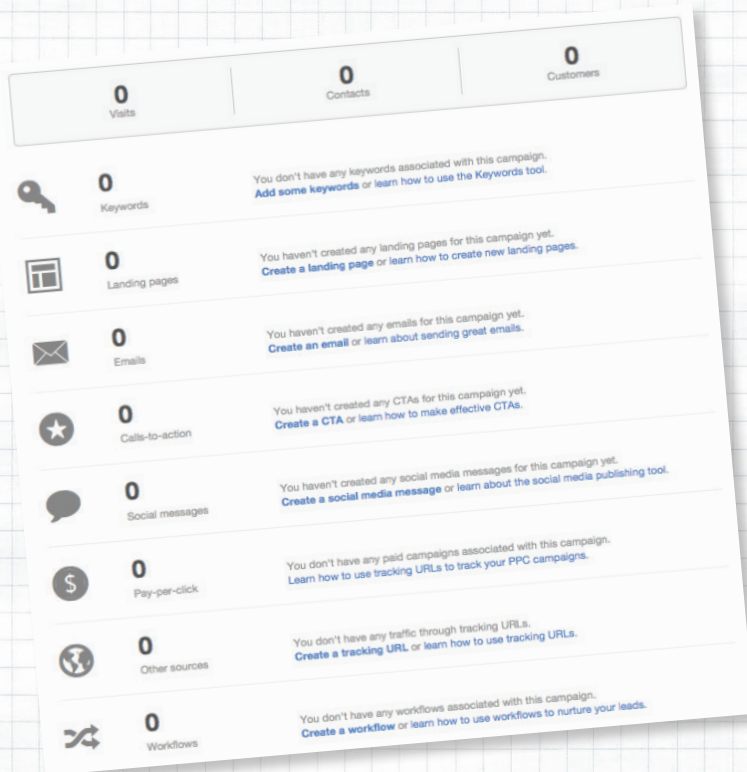


Craft messages that answer questions Sally and her husband might ask at each stage of the funnel.

YeeHaw Realty is on **Hubspot**, an **inbound marketing software platform** that **helps companies attract visitors, convert leads, and close customers**, to make the campaign management and content creation simple.



Here is an example of the Hubspot dashboard, which helps users organize and create each step of their inbound campaign.



THE FIVE STEPS OF A SUCCESSFUL INBOUND MARKETING CAMPAIGN

AWARENESS

Blog: Austin Home Prices Down in 2015, But Expected to Rise in 2016.

Call to action (CTA) download: First Time Home Buying eBook.



EVALUATION

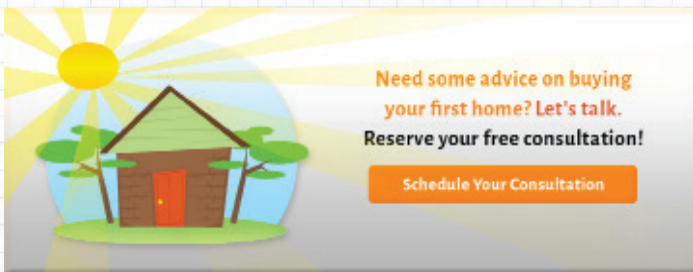
Blog: Top Austin Neighborhoods for Families this Year.

Call to action (CTA) download: First Time Home Buying Frequently Asked Questions (FAQ's).

PURCHASE

Blog: How to Choose the Right Realtor for Your Needs.

Call to action (CTA) download: First Time Home Buying Tax Credit + Free Consultation.



STEP 4

Get it out there. Promote your content. Create your forms, landing pages, thank you pages, thank you emails, thumbnails, and call to CTAs for each download so you can capture interested prospects' information.

YEEHAW REALTY

Buying Your First Home

A guide for first time home buyers

Rent is lame!
BUY YOUR OWN HOME INSTEAD.

Learn how a Real Estate Agent can help.
This eBook will help you understand how buying your first home works, from finding a home and choosing the right real estate agent, to preparing your finances for the big purchase. It will show you how to find the right homes at the right price, without wasting hours on open houses and boring properties.

Interested? Download your free copy today!

YeeHaw's eBook Explains:

- Choosing the right Real Estate Agent
- Best ways to research houses online
- How to prep your finances for your first home purchase

First Name

Last Name

Email

GET THE EBOOK

Here is an example of landing page.

Landing pages offer something valuable to the viewer, like an eBook or other offer.

They must fill out the form, providing you with their information, in order to receive their desired content.

This is a highly-effective way to gather qualified leads that you can actually follow up with.

THE FIVE STEPS OF A SUCCESSFUL INBOUND MARKETING CAMPAIGN

Now, promote your content where you know Sally spends a lot of time online or where you think she might be, based on information like demographics.

Social media: Does she spend a lot of time on Facebook? If so, you might want to create newsfeed graphics and Facebook ads to attract more of the right prospects.

Email: Is she maybe on your email list? Then you should probably send the content out to contacts on your list that fit her persona.

Online ads: Does she get her news online? Try targeting her with display ads.



STEP 5

Did it work? Analyze campaign performance.

While you can definitely analyze and adjust during campaigns for ongoing pieces like online display ads, some parts—like emails—you cannot and will have to analyze after they go out. Here are some questions to keep in mind:

- **Did I sell any new homes to first time home buyers since launching the campaign?** If so, can I attribute any of them to any parts of this campaign?
- **Were there any outliers?** Did any pieces of the content perform much worse or much better than the others? If so, you might want to re-work the underperforming pieces or promote more heavily the pieces that had a high conversion rate.
- **Do I need to adjust my persona at all, based on the response I received from the campaign?**

Once you have adjusted any necessary pieces, you can consider setting up an automatic workflow so that interested prospects coming from search, social, and other means will automatically receive follow-up information that nurtures them through the funnel until they are ready to speak with an agent about buying their first home.

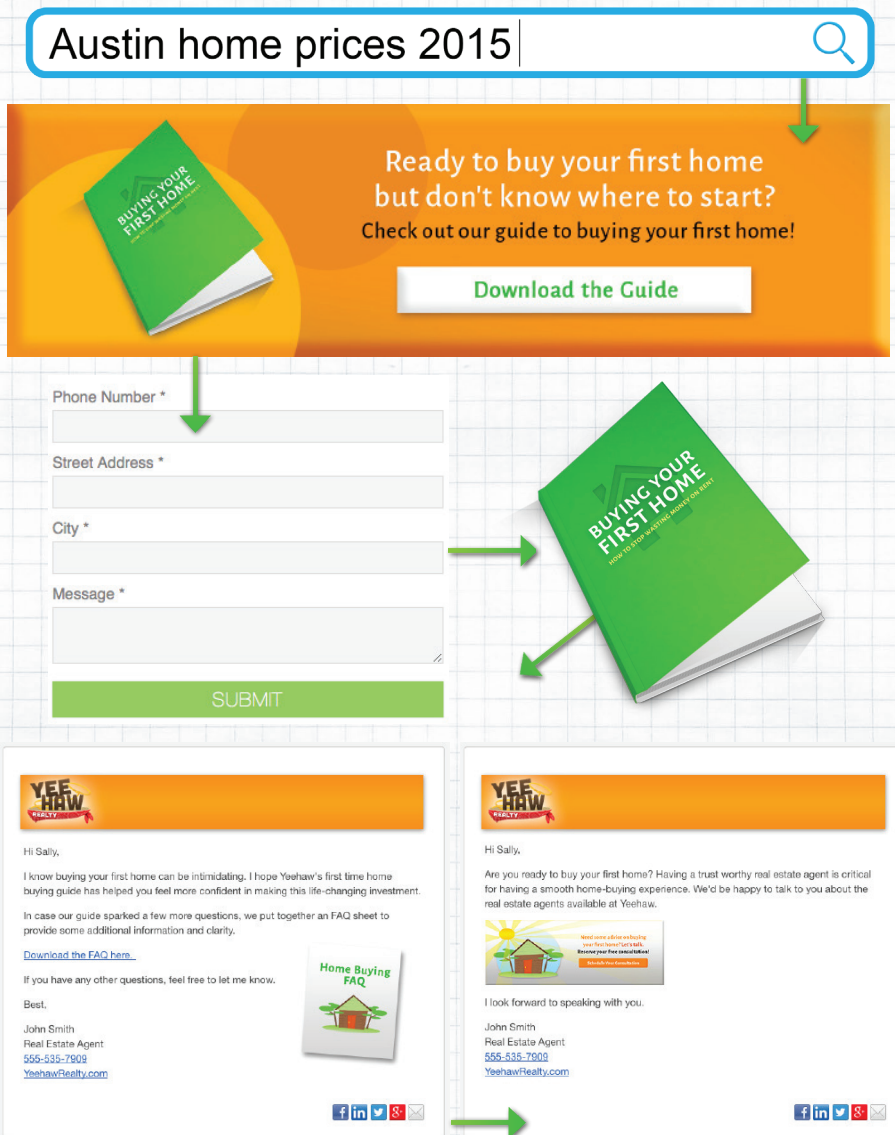
AUTOMATE YOUR INBOUND MARKETING CAMPAIGN

Here's how it works:

Sample Sally
searches "Austin home prices
2015" on Google →
Clicks on the blog →
Clicks on the CTA →
fills out the form
and downloads the eBook →

Seven days later
gets the FAQ emailed to her →
Seven days later
gets the free consultation offer
emailed to her →
so she contacts the agent to set it
up.

Yeekhaw agency continues to write new,
timely, localized blogs geared towards
Renter Sally. They add the CTA to the
relevant download and then have an
increase in qualified leads booking
consultations with them, thanks to the
automated workflows.



Think this sounds like a great plan but need some help making it happen?

Get in touch with an inbound marketing campaign specialist at
info@digitalmarketingdirection.com or call **214-937-9521**.

