



Creating a Growth Plan for Your Marketing Firm

HubSpot, Value Added Reseller Program
Marketing Agency Re-Training Program
Session #2

Twitter: #TransformAgency

Agenda

- Yesterday's Homework: Goals & Plan
- Example #1: Web Design Firm
- Example #2: Marketing Consultant
- Your Numeric Growth Plan
- Your Homework

Did You Do Your Homework?

- What are Your Goals?
- What's Your Plan?
- What Challenges Have You Faced/
Are You Worried About Facing?
- What's Your Timeline

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Creating a Goal Statement

- The goal for our agency is to **double sales to \$2.5M in sales in 2011**. Increasing our revenue will allow us to **spend more time with our families**, more time vacationing and prepare for retirement and **give raises to our employees** so we can retain our best people.
- Our longer term goal is to achieve **\$7.5M in annual revenue in the next 5 years** and scale from our business in the next five years from 10 to 30 employees, so that our partners can exit the business in 6-8 years.

Creating a High Level Plan

In order to achieve our goals...

- We plan to increase our recurring revenue from 15% to 50% by switching from web design projects to web design + ongoing internet marketing retainers.
- In order to sell larger and longer retainers, we know we need to deliver a stronger, more predictable, measurable and improvable ROI for our retainer clients. In order to do this, we plan to expand our services offerings to include content creation, lead generation, lead nurturing and closed loop marketing services.
- We also plan to invest in lead generation for our own business so that we can move away from our complete reliance on networking and referrals for new business.
- We also plan to improve the sales processes that our 2 partners and account managers follow so that we're selling more consultatively. A year from now, we plan to invest in hiring and training a full time salesperson.

Overcoming Your Challenges

The challenges that may prevent us from achieving our goals:

- Our **inconsistent cash flow** makes it difficult for us to invest in strategic initiatives like learning new service offerings, doing lead generation for our own business, improving our sales processes, etc.
- In order to **learn new service offerings**, we may need to make **difficult decisions about staffing**. Some of our staff may not be able to learn these new skills. We may have difficulty hiring someone who can.
- **Switching to a consultative sales model** and asking more questions about our client's business instead of about their budgeted website project will be a **difficult switch for us**.
- We **do not have processes and systems** in place that will help us ensure we deliver ROI to clients, set expectations and keep clients informed about the results of our work. We also aren't great at working collaboratively with our customers, which will be necessary for some of the services we know we need to offer.

Full Diagnostic Review

| Marketing Agency Evaluation | | |
|---------------------------------------|----|---|
| Overall Grade: | 24 | Your overall grade compares your current business against the ideal inbound marketing agency. It evaluates your own marketing, your financial health, growth trajectory vs goals, your skills and the services you provide to clients. The evaluation is size independent. You should work to improve your grade over a period of months. |
| <u>Your Own Marketing Grade:</u> | 24 | This score compares your current marketing activities for your own company vs an ideal inbound marketing plan. |
| <u>Your Financial Grade:</u> | 70 | This score compares your cash flow per employee against an ideal agency. |
| <u>Your Sales & Growth Grade:</u> | 0 | This score tells you how realistic your growth goals are based on your historic sales results, and evaluates your sales process against best practices. |
| <u>Service Offerings:</u> | 28 | This score tells you whether you're providing the right services to your retainer clients to ensure ROI for clients and growth for your firm. |

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Creating a Goal Statement

- The goal for my company is to generate \$200k in sales this year, up from \$70k last year. This will allow me to save more for my two children's education, which is coming up in about 5 few years now.
- My longer term goal is to buy some property in the mountains and retire with my husband in 15 years. Our financial planner tells us that we need to invest about \$25k/year for the next 15 years in order to accomplish this. I need to contribute the majority of that extra income into our savings since my husband's income is somewhat capped.

Creating a High Level Plan that Overcomes Challenges

In order to achieve my goals...

- I plan to bring on more clients. I need to figure out how to increase the amount they pay me too, but I'm not sure by how much.
- I know I need to expand my service offerings, but I'm not sure exactly what I need to expand into. I was thinking about social media and SEO, but I'm a bit concerned about learning all of this. I'm really good at writing and messaging, but know that I need to expand.
- My clients love me, but they question the value of what I do all of the time, so I know I need to figure out how to prove my ROI to them. If I'm being honest, I question the ROI for the stuff I do too, and have lost clients because SEO and social media gurus come in with the newest stuff that I don't know.
- I also think I need to learn more of the technical design stuff and get better with analytics. But, I think it might be better if I could outsource that instead of find someone who could help me with that. I don't think my current freelance partners are up to date and I've lost deals because my partners aren't strong enough.
- I also think I need to improve my sales skills, but I don't want to be seen as a salesperson. So, I know I want to learn how to be more a consultative solutions based salesperson. I don't want to do this, but I know I need to do it.

Full Diagnostic Review

| Marketing Agency Evaluation | | |
|---------------------------------------|-----------|---|
| Overall Grade: | 40 | Your overall grade compares your current business against the ideal inbound marketing agency. It evaluates your own marketing, your financial health, growth trajectory vs goals, your skills and the services you provide to clients. The evaluation is size independent. You should work to improve your grade over a period of months. |
| <u>Your Own Marketing Grade:</u> | 38 | This score compares your current marketing activities for your own company vs an ideal inbound marketing plan. |
| <u>Your Financial Grade:</u> | 0 | This score compares your cash flow per employee against an ideal agency. |
| <u>Your Sales & Growth Grade:</u> | 59 | This score tells you how realistic your growth goals are based on your historic sales results, and evaluates your sales process against best practices. |
| <u>Service Offerings:</u> | 45 | This score tells you whether you're providing the right services to your retainer clients to ensure ROI for clients and growth for your firm. |

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Inbound Marketing Calculator

| Inbound Marketing Traffic Calculator | | | | | | | | | | | | |
|---|--|---|--|--|---------|------|-----------------------------|-----------------------------------|-----------------------------------|----------------------------------|-------------------------------------|------------------------------------|
| Enter your inputs in beige shaded | | Calculator results appear in orange shaded boxes | | | | | | | | | | |
| Note: Achievement of desired results is dependent on your company's implementation of the full HubSpot Inbound Marketing Methodology over a period of time. Use this calculator to set goals. | | | | | | | | | | | | |
| Step 1 | Enter your monthly revenue goal. How much <i>new</i> monthly <i>booked</i> revenue do you plan to generate from Inbound Marketing? New monthly revenue: <input type="text" value="\$25,000.00"/> Enter as a whole number. Example: 5000 | | | | | | | | | | | |
| Step 2 | Enter the % of new revenue needed from inbound marketing. What Percentage of this revenue do you need to book from Inbound Marketing as opposed to other sources of leads & new customers? Percentage: <input type="text" value="70%"/> | | | | | | | | | | | |
| Step 3 | What's your average revenue per new customer or new account? Avg revenue per client: <input type="text" value="\$12,000.00"/> Enter as a whole number. Example: 750 Monthly New Customers: <input type="text" value="1.5"/> | | | | | | | | | | | |
| Step 4 | Calculate number of monthly leads needed to support new customer goal. What's your lead-to-customer conversion rate? What's your Goal? <table border="1"> <thead> <tr> <th></th> <th>Current</th> <th>Goal</th> </tr> </thead> <tbody> <tr> <td>Lead-to-customer rate:</td> <td><input type="text" value="1.0%"/></td> <td><input type="text" value="2.0%"/></td> </tr> <tr> <td>Monthly Leads Needed*:</td> <td><input type="text" value="146"/></td> <td><input type="text" value="73"/></td> </tr> </tbody> </table> Enter as a decimal. Example: 5% = .05 *Depends on Conversion Rate | | | | Current | Goal | Lead-to-customer rate: | <input type="text" value="1.0%"/> | <input type="text" value="2.0%"/> | Monthly Leads Needed*: | <input type="text" value="146"/> | <input type="text" value="73"/> |
| | Current | Goal | | | | | | | | | | |
| Lead-to-customer rate: | <input type="text" value="1.0%"/> | <input type="text" value="2.0%"/> | | | | | | | | | | |
| Monthly Leads Needed*: | <input type="text" value="146"/> | <input type="text" value="73"/> | | | | | | | | | | |
| Step 5 | Calculate monthly traffic needed to generate required number of leads. What's your visitor-to-lead conversion rate. What's your goal? <table border="1"> <thead> <tr> <th></th> <th>Current</th> <th>Goal</th> </tr> </thead> <tbody> <tr> <td>Visitor-to-lead Conversion:</td> <td><input type="text" value="1.0%"/></td> <td><input type="text" value="5.0%"/></td> </tr> <tr> <td>Monthly Visitors Needed*:</td> <td><input type="text" value="14,583"/></td> <td><input type="text" value="1,458"/></td> </tr> </tbody> </table> Enter as a decimal. Example: 4% = .04 *Depends on Conversion Rate | | | | Current | Goal | Visitor-to-lead Conversion: | <input type="text" value="1.0%"/> | <input type="text" value="5.0%"/> | Monthly Visitors Needed*: | <input type="text" value="14,583"/> | <input type="text" value="1,458"/> |
| | Current | Goal | | | | | | | | | | |
| Visitor-to-lead Conversion: | <input type="text" value="1.0%"/> | <input type="text" value="5.0%"/> | | | | | | | | | | |
| Monthly Visitors Needed*: | <input type="text" value="14,583"/> | <input type="text" value="1,458"/> | | | | | | | | | | |

Credit: Greg Elwell of [B2B Inbound](#)
& Peter Caputa of HubSpot

Download:

<http://www.hubspot.com/partner-program--inbound-marketing-calculator>

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Homework: Do You Want our Help?

- Do yesterday's homework first!
- Complete the Marketing Agency Grader.
- See you tomorrow.