

AGENCY MARKETING INNOVATIONS

How IMPACT BRANDING increased
lead generation by 500% in 2 years.

John Bonini @Bonini84

Marketing Director, IMPACT



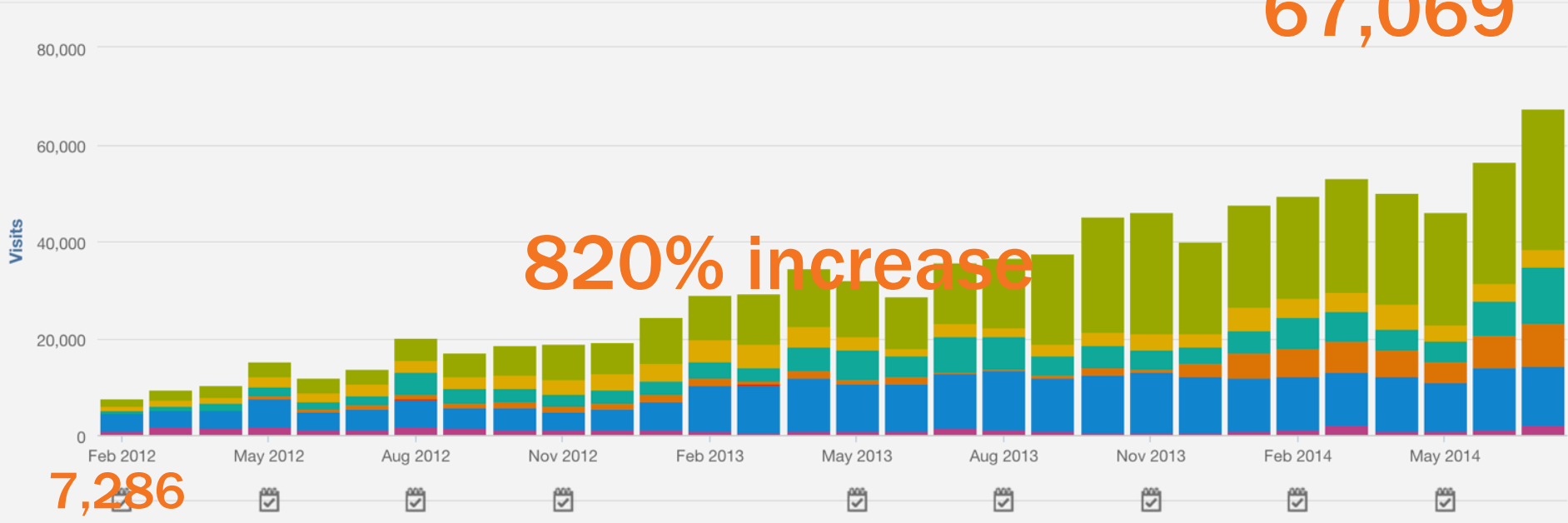


JOHN BONINI

@Bonini84

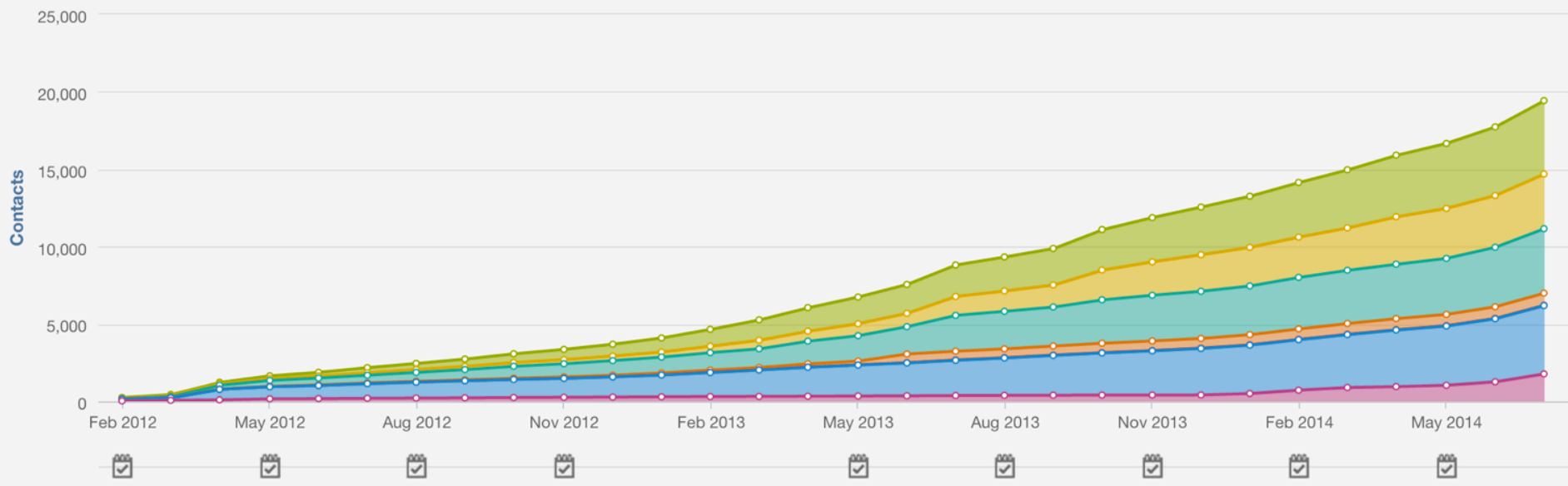
- Joined IMPACT in 2012
- Employee #6
- Assumed role of Marketing Director in July 2012

67,069



7,286

1,700



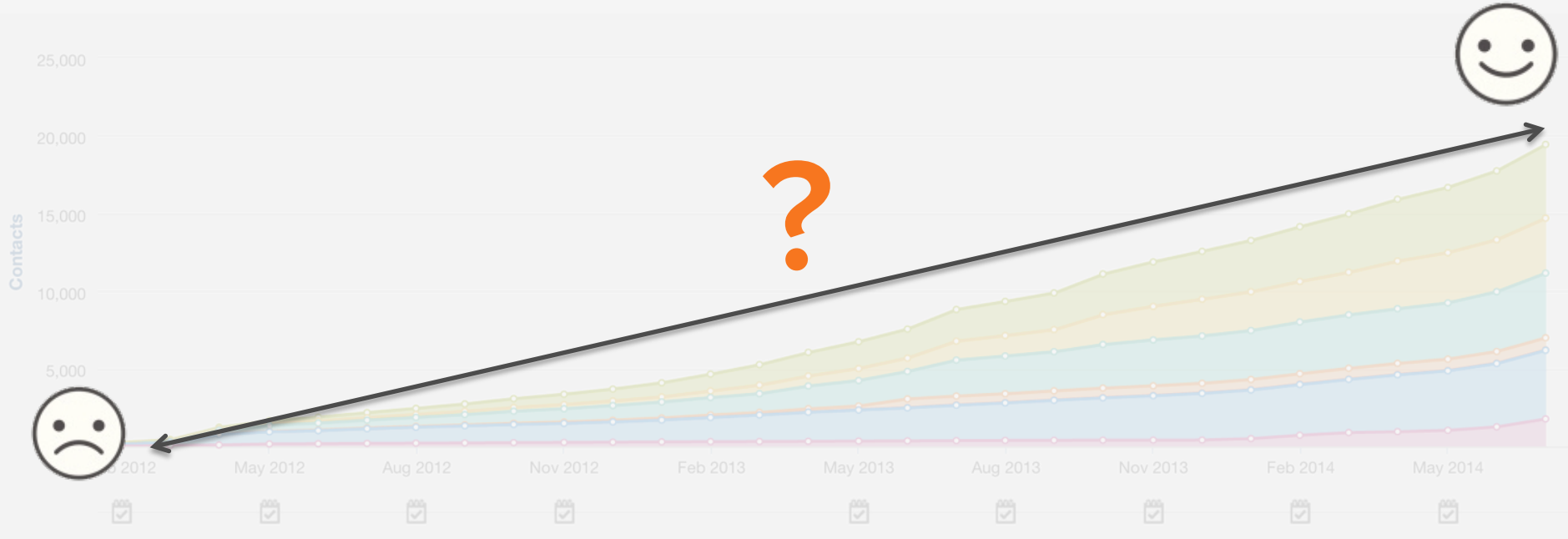
You need to be blogging.

You need to know your sales funnel.

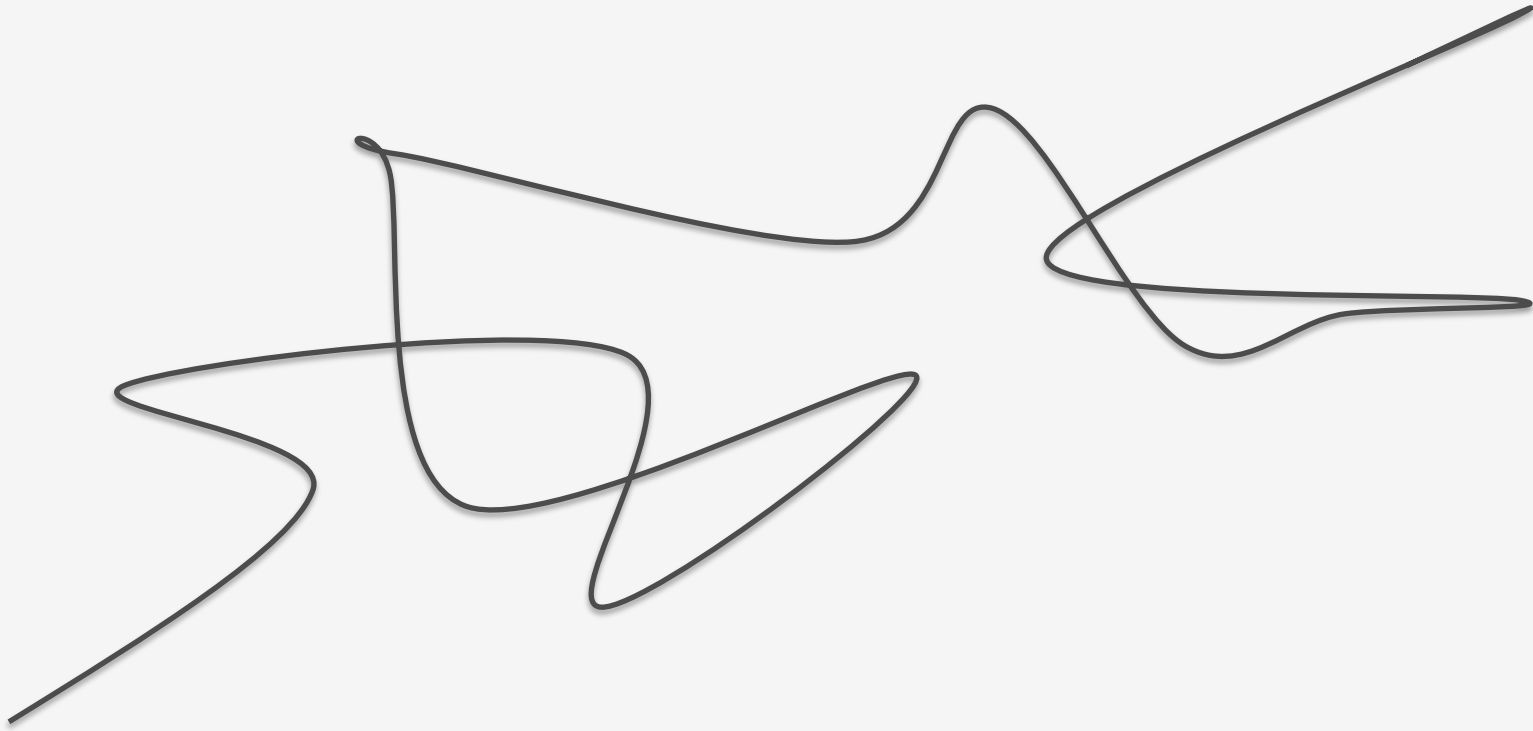
You need to align sales and marketing.

No shit, John

But what came in between?



But what came in between?



~~No~~ shit, John!



“If you’re riding the bandwagon,
you can’t be steering it”

@Bonini84



Oh shit!



CONTENT:

Make a commitment to quantity
and quality

“You should be blogging.”



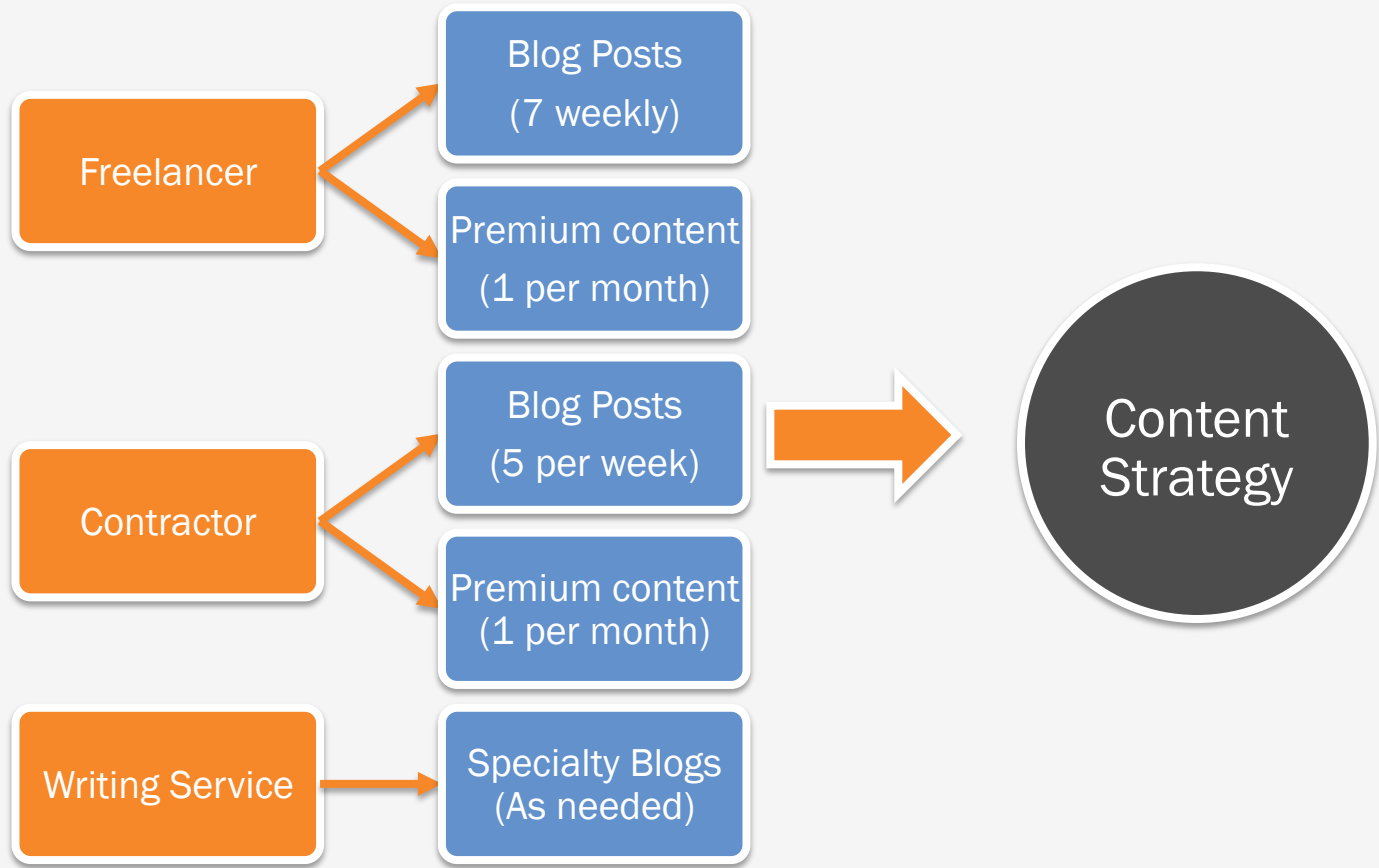
No shit.

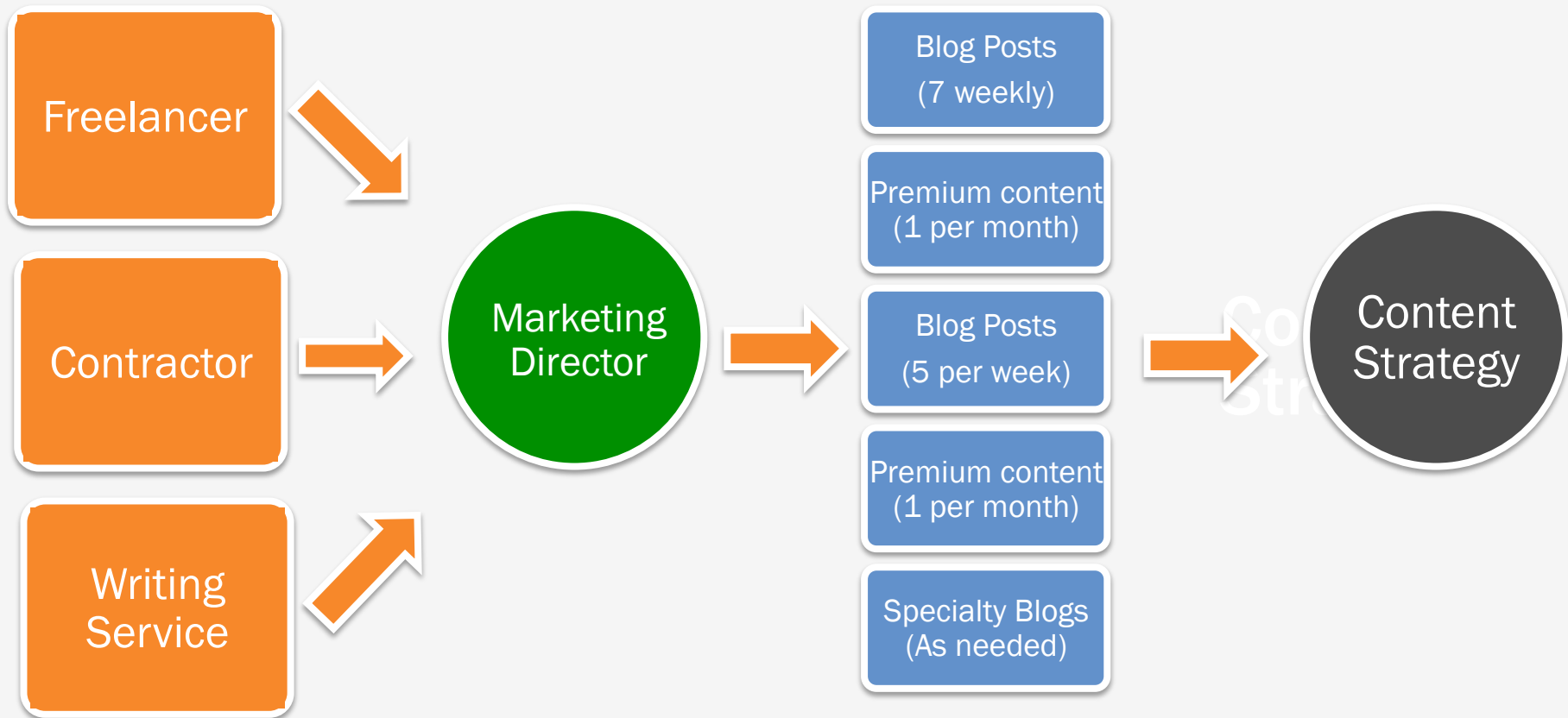


Moved all content efforts in house



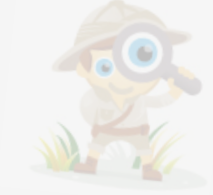
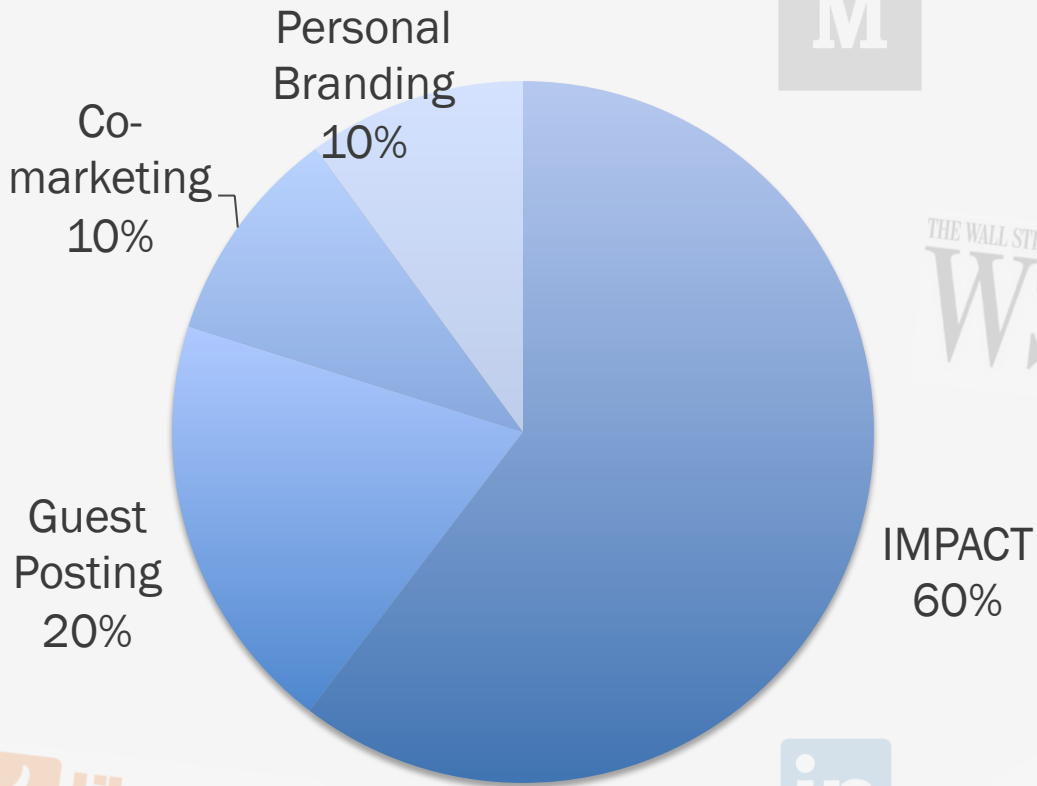
We made a bet on
quality over quantity.

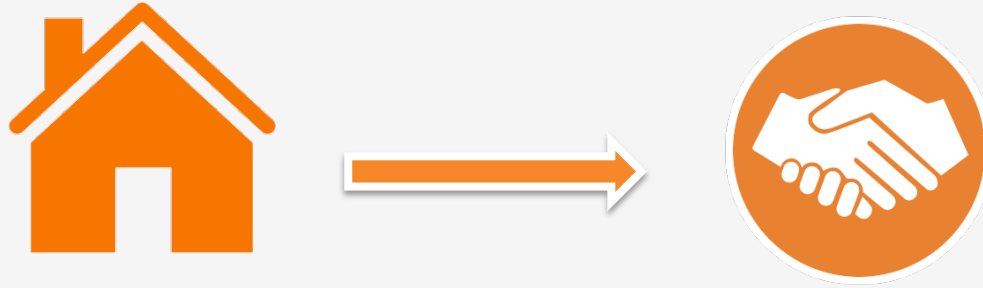






Treat every inbound link as a relationship.





8 F
Sh

 **Social Media Examiner**
8 Facebook Mistakes No One Should Still Be Making

by C

<http://blog.hubspot.com/marketing/rookie-facebook-mistakes>

We all make mistakes. But after reading this HubSpot post, DON'T. - Erik

Unlike · Comment · Share · August 7

 You, Carly Briana and 144 others like this.

 98 shares

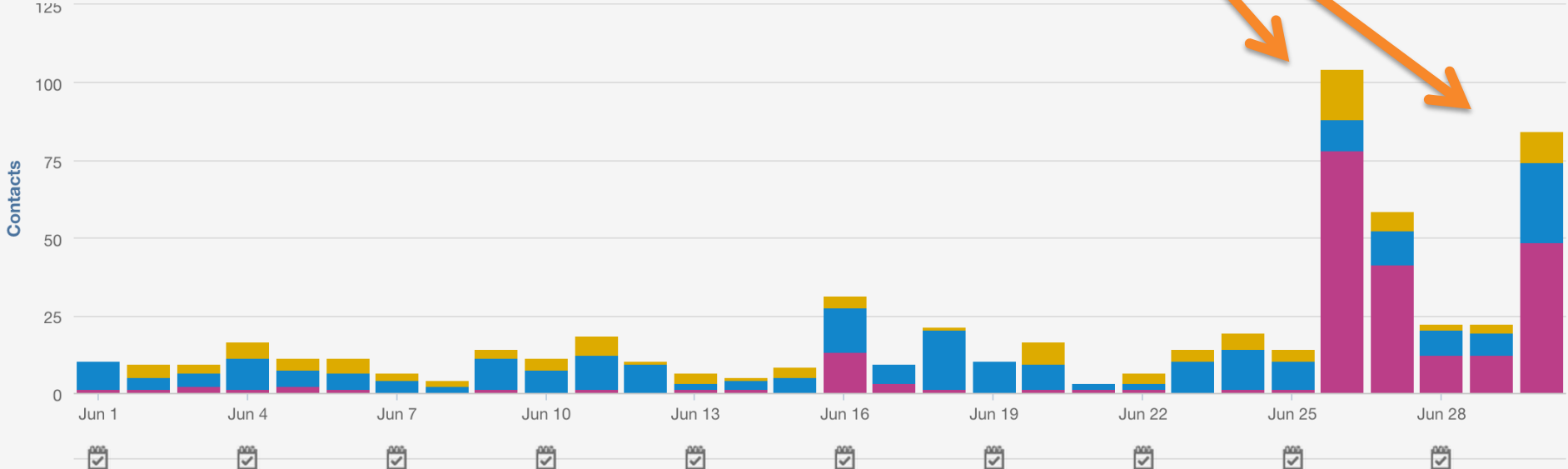
Just t
mean

episode of *Chopped*. I met
kitchen too, but my list of s
cereal, macaroni and cheese, and toast that's
often burnt.



@CarlyStec Subscribe by RSS

Oh shit!




Make a commitment to quality and quantity.

**“Donuts are proof that
quality is repeatable”**

@Bonini84





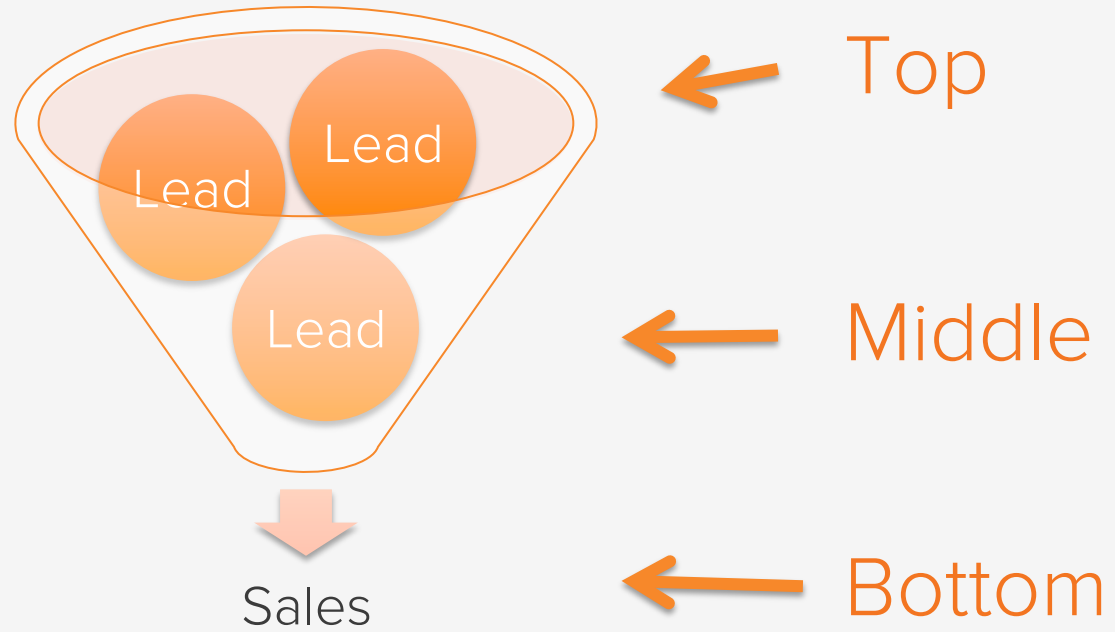
LEAD GENERATION: Know Your Ecosystem

“Know your sales funnel.”



No shit.

SPOILER ALERT!!



Know your ecosystem.



eco·sys·tem *noun*

: the complex of a community and its environment functioning as a unit.

An illustration of a hand holding a tablet. The tablet screen displays two lines of white text on a dark background with horizontal stripes. The text reads '25 PAGE VIEWS' and '3 CONVERSIONS'. The hand is rendered in a light skin tone with visible fingers gripping the sides of the tablet. The background behind the hand is a dark grey, stylized shape representing the back of a hand or a sleeve.

25 PAGE VIEWS

3 CONVERSIONS



Hey John,

When I was a kid, scanning the various independent record stores in my town was a celebrated



How the Most Successful Software Companies Grow [SlideShare]

Sure, they make money. But there's more to it than that. Like clarity of messaging, lowering the barrier of entry, and most of all, shipping it! Hear from some of the most successful entrepreneurs, people like Dharmesh Shah, Neil Patel, and David Cancel on how they grew their companies.

[Read More](#)



5 Business Blogging Tips for People Who Hate Writing

If you're already breathing deeply into a paper bag after reading this title, chances are you're exactly the person we're looking for. We hear you. Loud and clear. This is why we're not going to wax poetic on how you can learn to appreciate the craft and instead focus on how to make it a bit easier for you to manage.

[Read More](#)

- ~~We build on~~ delight agent customers
- ~~Aligns with~~ totor ecosystems
- ~~Be aware~~ with of every referral marketing

Know your ecosystem

“Know your ecosystem. Identify the behaviors that drive sales and aim to repeat them”



@Bonini84





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by Bobby Kane on July 9, 2014

Estimated Reading Time: 3 minutes

0 0 0 0

I once saw a mug with a saying on it that was so powerful, it shook me to my core.

"You have the same number of hours in the day as Beyoncé."

Brilliant, right?

But seriously, it really got me thinking about what it takes to be truly successful.

If we're all armed with the same 24 hours, we can all achieve something remarkable if we truly will it. It's not so much the time and space we're allotted that influence our ability to succeed, but rather the habits we adopt and the actions we pursue that contribute to our growth.

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- 176
- 121
- 9
- 10

Create, don't curate.

Obviously there's more that goes into improving your search rankings. Fill out the form below to access our full 40-page SEO report.

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HOW to RANK HIGHER in SEARCH ENGINES

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Email [\(Privacy Policy\)](#)

ough, take note of the habits we've outlined

on Their Plate

yourself. After all, there's no I in team, right?

ects in order to increase their level of ght.

control over everything doesn't make them a struggler.

in propelling aspects of their business that ertise.

Not Harder

I business calls for a healthy amount of sweat

oking at the big picture of things. Big goals, big saking all require effort, discipline, and a

irations to consume them, but rather, they

h the level of urgency attached to each of their ivated, stay on track, and meet the deadlines

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View-to-submission = 2.4%



**“Get out of the way
and let people
consume your
content”**

@Bonini84



SMARKETING:

Join sales and marketing under “new business development”

“Align sales and marketing.”



No shit.



- Marketing creates workflows via sales intel

- Sales keeps detailed CRM log that feeds nurturing the buyer

- Marketing in on consumer calls

- Personalized

MARKETING MAGGIE
MAGGIE'S PERSONA
MAGGIE: Is Google AdWords Worth the Investment?
MAGGIE: What Makes a Website Lead Qualified?
Jun 30
MAGGIE: On 10 How to Achieve ROI From Social Media
MAGGIE: 5 Overlooked Areas You Haven't Optimized for Lead Generation
How to Implement Inbound Marketing for Enterprise
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Are Your Website Visitors Suffering from Post Traumatic Click Disorder?
MAGGIE: How to Tell If It's Time to Ditch Your Traditional Marketing
Add a card...

HUBSPOTTER HOLLY
HOLLY'S PERSONA
1
HOLLY: I Have HubSpot, But No Inbound Sales Process.
HOLLY: HubSpot COS vs. WordPress
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CEO CHARLIE
CHARLIE'S PERSONA
1
MAGGIE/CHARLIE: How the Most Successful Software Companies Grow [SlideShare]
CHARLIE: How to Raise Funding: Real Insights from a VC
CHARLIE: 5 Mistakes You Don't Want to Make During Your Pitch Meeting
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Real Insights from a VC
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MAGGIE: Why You Won't Hit Your KPI Goals This Month
MAGGIE: How to Make Sure Your Marketing Email Doesn't Get Deleted
MAGGIE: Why You Shouldn't Post to Social Media Without a Strategy
MAGGIE: Are You Sabotaging Your Website With Lousy Content?
CHARLIE: 5 Mistakes You Don't Want to Make During Your Pitch Meeting
MAGGIE: These 3 Apps Are Guaranteed To Save You Precious Time
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Dec 2, 2013
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Dirty Twitter Leads: With These 5 Tips
How to Do a HubSpot
How to Increase Your Sales Conversion
Introduction to Social Media Tools
6 Examples of Calls-to-Action
10 Questions to Qualify Current Leads
5 Quotes on Effective Sales Workflows
Add a card...

- Marketing makes connect calls as an exercise

- Marketing writes sales/connect scripts

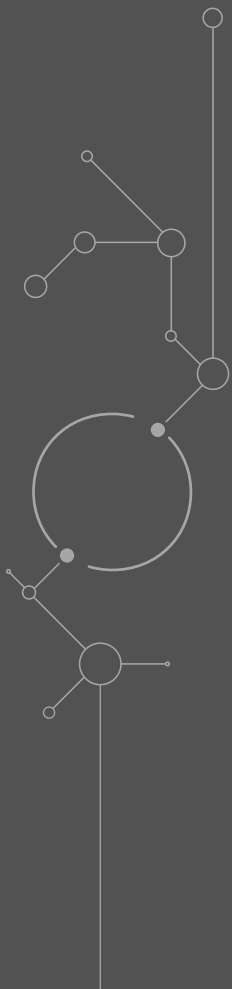


*Join marketing and sales under
“new business development.”*



**“A knockout is more
likely if you’re punching
with both hands”**

@Bonini84



1. Make a commitment to quality *and* quantity.

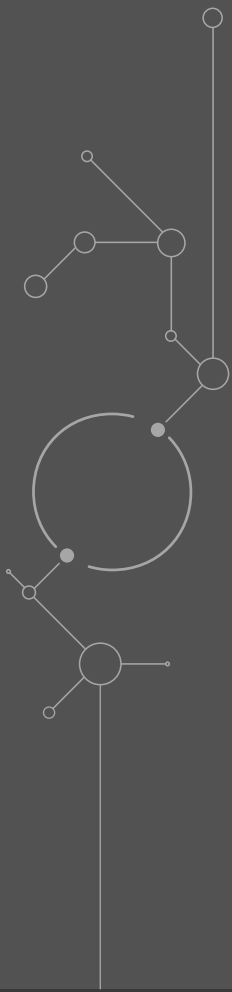
2. Know your ecosystem.

3. Join marketing and sales under “new business development” umbrella.

If this all sounds like hard work...



No shit.



Make the *right* organizational move. Not a quick one.

Provide full autonomy.

Stay flexible from an executive standpoint.

Stay the hell away from conventional wisdom.

QUESTIONS ?



A large audience is seated in a convention hall, illuminated by purple and blue stage lighting. The text "THANK YOU" is overlaid in the center in a large, white, sans-serif font. The background shows the structural beams of the hall and a balcony with more people.

THANK YOU