

CEO Marketing Handbook

book

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HOW TO USE INBOUND MARKETING TO GET MORE QUALIFIED LEADS

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Published by: BRANDW!SE.

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OUR GOAL IS TO HELP YOU...

**WORK SMARTER &
BE MORE PROFITABLE**

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Introduction

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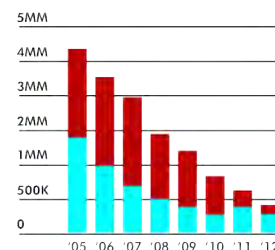
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In today's business environment the most common question CEO's, Presidents and Sales Managers ask is "how can we get more qualified leads?".

If you're missing your sales targets your pipeline may be suffering from one or more of these problems:

- Not enough leads coming into your pipeline each week or month.
- Too many leads are not properly qualified and waste your time.
- A high percentage of leads never seem to move toward closure.
- Too many leads don't result in ANY action on the part of the prospect.



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As a result...

...your forecasting is never accurate so it's difficult to react in a timely manner and you miss your numbers.

- So what's wrong?
- What can you do to fix this problem?
- More importantly, what exactly is the problem?

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For starters, buyers are smarter, have more knowledge, are more hesitant to make decisions and more sheltered than in the past as technology gives them better options to screen you out and ignore your repeated efforts to engage them.

In addition, the old ways (cold calling, direct mail, advertising, Yellow Pages and traditional marketing) don't work like they once did.

Unfortunately, too many executives think the answer is to **"just work harder"** and make more calls. The reality is, buyers no longer make purchase decisions the way they have in the past.

So, rather than work harder you need to **"work smarter"**. It's time to change your approach in order to change your success.

Notes, Quotes and Quick Tips:

"The secret to sales success is to be in front of qualified prospects when THEY are ready to buy, not when YOU need to sell something."

Source:

Bill Brooks
Author, Speaker, Trainer
1945 - 2007



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I first heard this quote while working for Bill in the 1980's, and at the time, thought that while it's a great idea it seemed almost impossible to accomplish. Little did I realize that Bill was ahead of his time and his peers. He believed in principle-based selling and that selling was what you did "for someone" not "to someone". That selling was about solving problems and helping clients with opportunities.

In those days cold calling worked because people would actually answer their phone. Direct Mail worked because we weren't flooded with it and executives actually read it and often responded when the message resonated.

Today, phone calls go to voicemail, direct mail goes to recycling without being read, and unsolicited emails get deleted or tagged as SPAM.

Notes, Quotes and Quick Tips:

"95% of people don't like being interrupted;
the other 5% hate it!"

Source:

Dharmesh Shah
Co-founder, Chief Technology Officer
Hubspot



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In order to counter the voicemail, delete button and recycle bin you need a different way to engage today's hard-to-reach business prospect in a way that matches the way he or she prefers. A way that puts you in front of qualified buyers when they are looking for a solution to a problem or a way to capitalize on a new opportunity. Putting you in front of them **when they are ready to buy something**, not when you need to sell something.

Where are your prospects going to find solutions to their problems?



Welcome To...

INBOUND MARKETING

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This new approach, getting in front of qualified prospects & customers when they are ready to buy is called Inbound Marketing. Inbound Marketing takes advantage of the Internet and all it has to offer thanks to Google and other search engines. Inbound is about attraction so buyers find their way to you, not the other way around.

Notes, Quotes and Quick Tips:

There are over 3.5 billion
Google searches every day!

Source:

Internet Live Stats

<http://www.internetlivestats.com>

internet live stats

Think about what you do when you need to solve a problem.

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If you are like most people you go to Google and type in a question or search term that relates to a problem or situation. The answers that populate the search results often provide you with several options that ultimately lead you to a solution.

Now think about this as it relates to your
business and your customers:

- **What problems do you solve?**
- **What do your best customers need?**
- **What opportunities can you help others capitalize on?**
- **How can you take this information and magnetize it?**

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With Inbound Marketing, your website and other Inbound tools act like magnets to **attract customers** who have the types of problems you solve. So, they come to you looking for a solution rather than you going to them looking for a problem. The result is an increase in qualified leads and a shorter sales cycle.

Understanding the Past:

INTERRUPTION MARKETING

Traditional Marketing is all about interruption, scattershooting your message to anyone and everyone. If you are old enough, you remember when telemarketers called your house right at dinner time pitching a product or service you didn't need or want. It was annoying then and similar approaches are just as annoying today.

Inbound Marketing is different. It's all about attracting the right customers, only those who need and want your services. This approach makes it possible for you to be in front of qualified buyers when **they need** your product or service, not when you need to make a number.

HOW DOES INBOUND MARKETING WORK?

Let's use an example. Suppose you look at your business and realize you need to find more leads but don't know exactly what to do but you know you need options and ideas.

You go to Google and you type in "how can I get more qualified leads?".

Google takes a nanosecond and provides you with a list. This list mentions an article titled, "How to Get More Qualified B2B Leads". You click it and go to a web page that explains a new process called Inbound Marketing and lists the information you can receive if you complete a short form that includes your name and email.

You decide the offer is a fair trade for your email address and complete the form. Within seconds you get a link to your download and have an educational ebook on how to increase the number of leads in your sales funnel. This ebook provides the in's and out's and the scope of work needed to accomplish your goal. It makes sense and you decide to call the author of the ebook to see if they can help you.

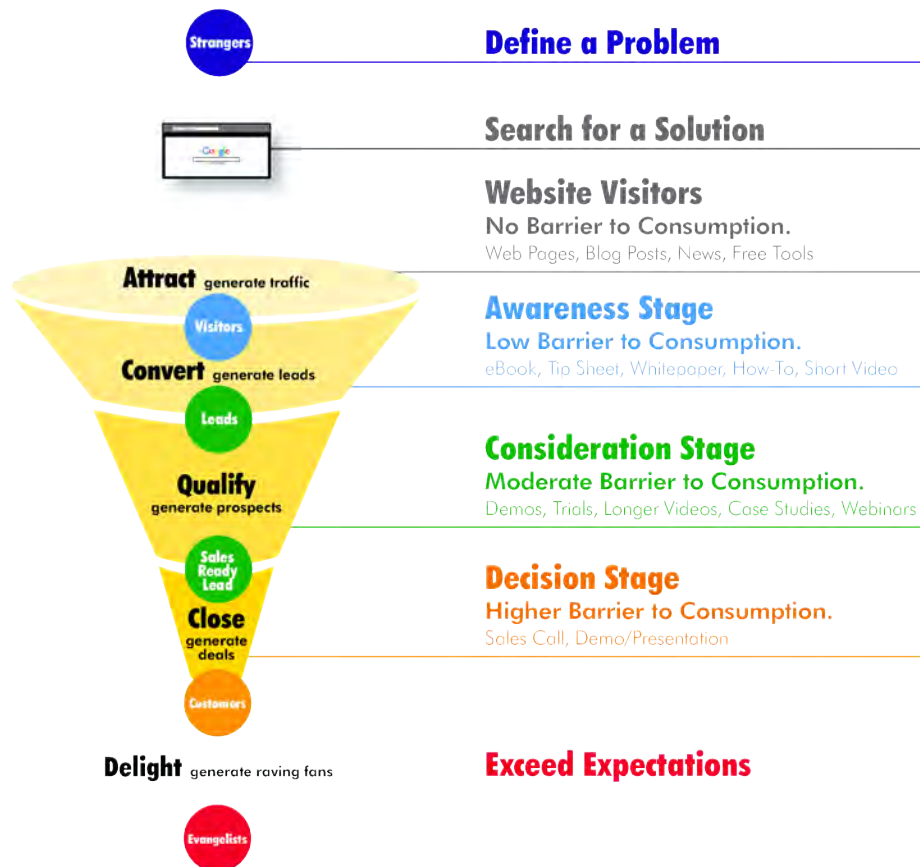
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INBOUND MARKETING **SALES FUNNEL**



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That's how Inbound Marketing works:

1. You identify or become aware of a problem.
2. You search the Internet for solutions or ideas.
3. You find several that may work and consider your options.
4. You decide on a course of action.
5. You contact a vendor, potential partner or make a purchase.

Now, think about how you can use this same process to make your business more attractive:

- You make sure your website speaks to the problems you solve.
- You create educational content that speaks to your ideal prospects.
- They find your content, learn about what you do and how you can help them.
- They reward you by calling to purchase your product or service because it helps them with their problem.

INBOUND MARKETING ELEMENTS

So what are the key elements
of Inbound Marketing?

STEP 1

You need a website that clearly communicates your message. It should be easy to use, visually appealing and load fast for a great user experience. It should also be mobile-friendly since more and more people use their phones to search today.

STEP 2

Your website needs to be optimized. You may have heard of the term SEO. It means your site is built and structured in a way that makes it easy for Google to find it, understand what you do and deliver the most appropriate content to users that are searching for solutions that you provide.

STEP 3

Content: Your website cannot be a sales brochure or something you build and forget. It must be a living, breathing part of your day-to-day operation that answers questions, provides relevant information and establishes you and your business as an expert or thought-leader in your market.

STEP 4

Promotion: In order for your website to stand out you must promote and share your content so others can see it. The best way to promote your content is by using Social Media. Sites like Facebook, Google+, Twitter, YouTube, Pinterest and Instagram are a few of the most popular sites and your customers and future customers hangout on these sites more and more.

STEP 5

Distribution: Not everyone will find your site's home page and stop by for a visit. To attract them to your site you need to distribute (publish) your content using your Blog, Landing Pages, Calls-to-Action and the same Social Media Channels we mentioned previously. The better job you do of promotion and distribution, the easier it will be for people to find you.

HOW CAN I GET STARTED WITH INBOUND?

Getting started with Inbound Marketing will take some hard work but it's well worth the effort. It's more like farming than hunting and produces better long-term results. Think about the constant rejection your sales people experience from cold calling. Now think about how wonderful it would be if potential customers called you instead. The difference is transforming.

There are several steps required to get started and achieve success. If you are not well versed in the topics and skills necessary you can waste a lot of money and time and end up with poor results. However, if you learn what to do or hire a partner to jumpstart your efforts the long-term payoff will be increased customers and revenue.

Notes, Quotes and Quick Tips:

Each year Google changes their search algorithm 500-600 times. Most are minor but periodic major updates will affect SEO strategy. Today you need a strategy that is optimized around customer interest and based on their behavior, rather than their keywords alone.

Source:

MOZ
<http://www.moz.com>



Critical Inbound Steps:

You need an easy to use, website that matches your business goals and objectives. How does your site measure up? Not sure? Here are some questions to ask and answer:

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- **What do you want your website to do?**
Provide information? Capture leads? Sell products?
Encourage prospects to contact you? Without some proper thought here you are headed for failure.
- **Who is your ideal customer?** Can you describe them in detail? What's their business and professional profile look like? What are they like? What do they expect? How do they make decisions? If you can't put this in writing you have some homework to do.
- **Do you want your website to provide valuable data?** We call it Analytics. You can learn how much traffic you get; how many visitors were repeat versus first timers and information about how long they stayed on your site?
- Wouldn't it be great to know which pages get the most traffic and which pages get very little interest?
- Would you like to know how many visitors you get each month, how many of them downloaded your special content, and which pages they visited?
- Would you like it if your website could provide the names, email addresses and phone numbers of website visitors who match your profile of an ideal customer?

What types of content will your future customers want? Buyer's Guides? "How To" articles? Opinion pieces? Information and market data? Case Studies?

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Notes, Quotes and Quick Tips:

80% of business decision-makers prefer to get company information in a series of articles rather than an advertisement.

Source:

Content Marketing Institute
<http://contentmarketinginstitute.com>



How do they want to consume it? Short articles?
Long form content like ebooks that get into
detail? Video? Audio? Graphics and
illustrations? Regular newsletters?

Notes, Quotes and Quick Tips:

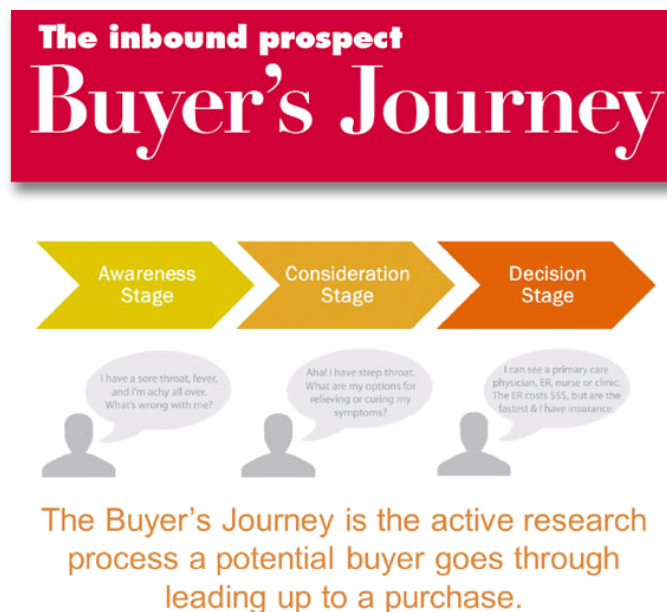
Don't interrupt what people want to consume;
be what they want to consume. Understand your
prospects... make it easy on them.

Source:

Mike Volpe
Chief Marketing Officer
Hubspot



When do they want to consume it? It's important that your content mirror your buyers' journey or the process they go through when searching, evaluating and deciding on a solution. As an example, you don't want to offer a free quote as your first offering. Instead, offer something that helps the buyer understand the big picture or offers up helpful information like the "top 5 most frequent mistakes" or something similar.



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Who will create your content? Do you have in-house staff that is capable of writing content or should you look for outside sources? What about graphics and design?



How much content is the right amount and how often should you publish?

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How should you promote it and what distribution platforms should you use? If you did a good job of describing your ideal customer, one of the things you should have included was where they get their information and what watering holes (social media sites) do they spend time on?



What platform should you use? Do you have an in-house webmaster? Where should your site be hosted? Where do the analytics come from? How should you capture leads? What do you do with the leads you capture?

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BRIDGING THE GAP BETWEEN MARKETING AND SALES



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The goal of Inbound Marketing is to produce leads for your Sales Team but not everyone that fills out a form or subscribes to your newsletter is a qualified lead or ready to buy.

It's critical to your overall success that Sales and Marketing work together to establish the criteria for a qualified lead and when they should be passed on to Sales. It's equally important to determine what to do with leads that are not qualified to buy, yet. You certainly don't want to lose touch with them so it's necessary to develop strategies and plans to manage your entire pipeline of leads regardless of their position within the Buyer's Journey.

With all of the work that goes into finding your leads the last thing you want to do is waste them.

What Are Some of...

THE ADVANTAGES OF INBOUND MARKETING?

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1. It focuses on attracting people rather than annoying people.
2. It provides useful, educational information rather than sales brochures for your readers which makes for a happy customer experience.
3. It helps establish you as a thought-leader in your market or specialty.
4. It takes advantage of the way people buy today.

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5. Inbound Marketing can be used to maximize your lead capture from events like trade shows and conferences.
 6. It helps you stay in touch with leads through Lead Nurturing campaigns.
 7. It helps you keep in touch with existing customers to keep them up-to-date on your products, solutions, news and activities to keep them coming back.
 8. In short, Inbound Marketing helps you fill your pipeline and shorten sales cycles everyday. The quicker you get started the faster you will see results.

WANT TO LEARN MORE?

Contact us at Brandwise for a comprehensive Inbound Marketing Evaluation. You'll learn:

- How your website stacks up versus your competitors.
- Which key elements you have that work and which ones may be missing or need help.
- How many leads you need to reach your goals and how to go about attracting them.
- What social networks are important and how to use them.
- What Inbound Marketing platform best fits your needs and budget.
- What training your staff may need to get onboard with Inbound in your Marketing and Sales departments to make it all work.

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Evaluation and get started today.

<http://j.mp/WebsiteAssessment>



About the Author:

Chuck Jones



Bio:

Hands-on Inbound and Digital Marketing executive with experience across a number of major markets including consumer package goods, textiles, healthcare, education, broadcast, municipalities, manufacturing, robotics and software.

Chuck brings an extensive list of skills including marketing, sales, sales management, inbound marketing, social selling, managing marketing and sales teams, web development, campaign development, email marketing, planning, strategy and analytics.

In addition he has written over 500 blog articles and 20+ ebooks and whitepapers on a variety of topics.

About Brandwise

Brandwise started in 1999 and with a strong focus on design, marketing strategy, and building consistent branding campaigns in both print and online.

As the economy changed in 2008, Brandwise started looking for strong lead generation tools and ways to better support sales teams. What we found kind of surprised us. Very few small companies (under \$10MM in annual revenues) build a unified force focused on business development or business growth. It usually was an “either”, “or” program, where they either spent on marketing or on sales. The results were varied, but often lead to frustrated business owners or CEOs missing their growth goals.

This is why today we make sales a part of bigger picture. We make sure salespeople are part of the team when we roll out our marketing strategies. We are all about results and the more connected we are with the sales team the better we can build the right lead generation system to support the sales team. Our goal is to help CEOs hit their growth goals, support sales teams and build strategies to sync the sales and marketing world to establish a stronger brand.



Feel Free to Connect with Us on...



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What We Do

We help CEOs who are frustrated with sales and marketing that are not working. When talking to these CEOs or Business Owners, they often have a few main problems they tell us:

- Sales are down and we're not sure what to do about it.
- We really struggle hiring quality salespeople.
- We've tried several kinds of marketing in the past, but nothing seemed to work.
- We are trying to grow, but not sure if our money is best spent on doing marketing or hiring salespeople.
- Our marketing and sales do not work together...
Sales blames Marketing for crappy leads,
Marketing blames Sales for not calling and closing leads.

If any of these ring true for you
we might want to talk.

[Click here to schedule a 30 minute call.](#)

The logo for Brandwise, featuring the word "BRANDWISE" in a blue serif font. The letter "I" in "WIS" is replaced by a red exclamation mark. A small trademark symbol (TM) is located at the bottom right of the word.