

# BREAKING SILOS

HOW TO MAKE EVERY DEPARTMENT  
A MARKETING DEPARTMENT





# **BREAKING SILOS**

## **HOW TO MAKE EVERY DEPARTMENT A MARKETING DEPARTMENT**

**by Roman Kniahynyckyj**

Since 2009, Roman has been an inbound marketing evangelist. He advises Lynton Web's clients on a variety of inbound marketing strategies and approaches.

# TABLE OF CONTENTS

Introduction	4
CEO – The Ultimate Inbound Marketing Change Agent	5
The Marketing Department – Putting Change Into Practice	6
The Sales Department – Inbound Marketing’s Killer App	8
Human Resources – The Engine of Your Marketing Department	9
Customer Service - The Front Line of Your Inbound Marketing	10

**This white paper will show you how you can incorporate aspects of inbound marketing into every department in your organization and make every department a marketing department.**

These days, it's easy to see examples of traditional marketing all around us. Billboards and radio ads, TV ads and even pay per click ads on the Internet all strive to interrupt us from what we are doing. Inbound marketing, however, doesn't seek to interrupt a prospect. Through activities like blogging, social media engagement, and e-mail newsletters, inbound marketing seeks to provide helpful content to the people most interested in using that content during their buying decisions.





## CEO – THE ULTIMATE INBOUND MARKETING CHANGE AGENT

As the importance of inbound marketing has grown, so too has its use in a variety of organizations from small businesses to large corporate entities. The first department that we'll talk about embedding inbound marketing in is the C suite. Many CEOs feel, rightly so, that the buck stops with them in terms of key decision making. Relative to inbound marketing, the buck may need to also start with the CEO. C level executives must be the ultimate sponsors of inbound marketing within an organization. If CEOs don't believe in inbound marketing or its effectiveness it will be very difficult to get any initiatives off the ground in your organization. The C-Suite needs to support the metrics and measures of inbound marketing throughout the organization and champion its cause for true success to occur.

---

**“Consumers today connect with brands in fundamentally new ways, often through media channels that are beyond manufacturers' and retailers' control. Traditional marketing strategies fall short in this new world.”**

- Harvard Business Review

<http://hbr.org/web/ideas-in-practice/aligning-with-the-consumer-decision-journey>

---



## THE MARKETING DEPARTMENT PUTTING CHANGE INTO PRACTICE

Once your CEO has decided to transform your organization through inbound marketing you'll need to view your marketing department as ground zero for change. This begins with a focus on people, process, and technology. Let's discuss some items to focus on.

### People

---

**"Truthfully, I don't look at potential job candidates' resumes much except to grab that person's name so I can type it into Google."**

- Mike Volpe, HubSpot CMO

<http://blog.hubspot.com/blog/tabid/6307/bid/33999/How-the-HubSpot-CMO-Screens-for-Top-Marketing-Talent.aspx>

---

Hiring marketers with a digital presence cannot be overstated. Marketing automation firm, HubSpot, likes to use the acronym DARC (Digital, Analytical, Reach, Content) when referring to ideal hiring attributes.

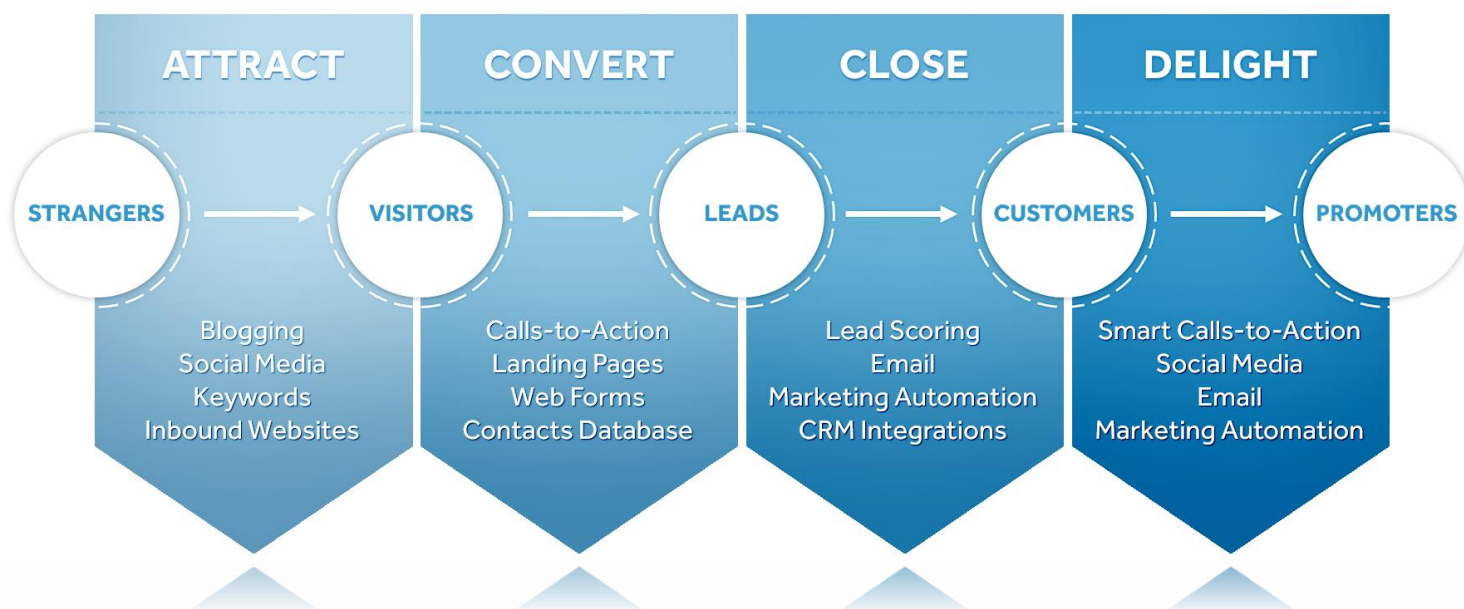
You want an individual who has a strong digital presence which, as Mike Volpe noted, can be determined by simply googling someone. Identifying analytical and networking strengths (reach and content) might be more difficult. In-person interviews can help, though. Posing timely case-study like questions to a marketing candidate will let you know how savvy they are and how well they think on their feet. How did Crocs refresh their brand? Did bad marketing contribute to the departure of the J.C. Penney CMO? Of course, every candidate may not be familiar with every bit of new marketing news. You may want to ask them to highlight a particular marketing or brand challenge (maybe one they have been a part of) along with it's outcome.

## Process and Technology

Inbound marketing process and inbound marketing technology are like two peas in a pod. Process should not be shackled by technology but the power or technology should not be diluted by an extremely rigid process. Organizations typically use marketing automation software like HubSpot, Marketo or Pardot to support their inbound marketing processes.

There are a number of inbound marketing technologies touted by consultants and agencies that promote similar methodologies. Regardless of the nuances of inbound marketing methodology the core path remains the same - see process flow below. It begins by attracting new visitors to your website and offering them compelling enough content to get them to give you their name and email (and possibly other qualifying information) - i.e. converting on your website. Once a website visitor converts, they become a lead and can be nurtured till they become a closed sale and customer.

Once a website visitor converts, they become a lead and can be nurtured till they become a closed sale and customer.



Key technology and process linkages include passing lead data to your corporate CRM and being able to pass closed sales and lost sales back to your marketing automation system to prove out ROI.

## Leading By Example

Since your Marketing Department will serve as ground zero of your inbound marketing efforts they must truly lead by example. From their hiring processes to their commingling of processes and technology they need to lead.

## THE SALES DEPARTMENT INBOUND MARKETING'S KILLER APP



Salespeople have the potential to become your best inbound marketers.

---

**"I believe now more than ever that salespeople should be helping create 50% of your blog content."**

- Frank Belzer

<http://www.lyntonweb.com/blog/bid/84679/Inbound-Marketing-s-Killer-App-Salespeople-Writing-Blogs>

---

Your sales team is constantly talking to your customers or potential customers about your products or services. They know your products, they know your customers, and most importantly they understand how to address common objections of potential customers.

Your sales folks are marketers and evangelizers of your offering. A CEO, must be careful to understand sales culture and deploy sales people appropriately within the world of inbound marketing.

If your sales culture has evolved into a hunter/gatherer sales culture special care must be taken when transforming your sales department into a lead nurturing and marketing department.



For example, the moment a lead comes in, a hunter/gatherer salesperson may want to call that lead. Unfortunately, that may not be the most effective thing to do for a lead that may require significant email and content nurturing in order to ultimately become a sale.

---

**In order to make your salespeople your best inbound marketers, careful training is required.**

---

In order to make your salespeople your best inbound marketers, careful training is required. Many salespeople have powerful networks they have built up over the years that haven't been built through platforms like LinkedIn and Twitter. It's important to show successful salespeople how they can put their existing knowledge and techniques into play on today's social media platforms.



## **HUMAN RESOURCES**

### **THE ENGINE OF YOUR MARKETING DEPARTMENT**

Given that your Human Resources department is typically responsible for enterprise-wide hiring, managing employee performance, and training employees - they are truly the engine of your marketing efforts.

---

**Ultimately if you're not hiring inbound marketing minded people, or rewarding people based on qualified leads or training people to let a lead be nurtured through appropriate processes you will all your efforts will fail.**

---

If you truly want every department to be a marketing department, you'll need to mandate the appropriate hiring criteria, align sales and marketing metrics to an inbound sensibility and evolve employee skills sets through training on social media management and consultative selling techniques. If you don't, you'll end up hiring the wrong people who will perform ineffective work.

# CUSTOMER SERVICE

## THE FRONT LINE OF YOUR INBOUND MARKETING



Who is typically the first cable company or credit card company employee you interact with? That's right - it's a customer service rep or agent. These folks are on the front lines of many customer interactions and, whether they realize or not, are serving as brand ambassadors for every customer they touch or call they receive. Weaving inbound marketing into your customer service processes will not only help upsell existing customers but could also decrease call and resolution times in your service center. Customer service reps can use inbound marketing content to support current customers and nurture prospects into leads. Is a customer having difficulty setting up your product or service? A customer rep can walk them through the set-up process and provide them a link to a set-up guide they can download and refer to in the future. Is a customer interested in additional services or features? A rep can highlight the benefits and point them to a resource center on your website with more helpful downloads. Customer service agents should be incentivized to use inbound marketing assets to drive new and add-on sales. Customer service departments are one of the most commonly overlooked places where inbound marketing can have a meaningful impact.

### Putting It All Together – Inbound Marketing Everywhere

As you can see from the examples provided in this whitepaper - inbound marketing can be part of every department in your organization. For inbound marketing to be truly effective, however, the C-suite must commit to a defined inbound marketing strategy and approach and, more importantly, must serve as a sponsor and leader of this approach throughout the organization.



LyntonWeb is a full-service inbound marketing agency providing the right solutions for your inbound, web, and tech needs. We are a high-performing team of experts based out of Houston, Texas.

### **Inbound**

Whether your organization is looking to identify appropriate buyer personas or establish an effective content marketing program, our team of marketing managers and strategists can assist you.

### **Web**

Your website is the virtual home of corporate branding and messaging, let our website development team work with you to design and build a website that is on message and fully aligned with your existing brand.

### **Tech**

Our technologists are among the best in the business and work with your in-house technology team to assure your CRM integration or website integrations run smoothly.

**SPEAK WITH AN EXPERT**  
about your inbound, web and tech goals.

**GET STARTED TODAY**

**COME BUILD  
SOMETHING GREAT  
WITH US.**