



CLASS 01

Essentials of an Effective Inbound Strategy

Professor: Lindsay Thibeault

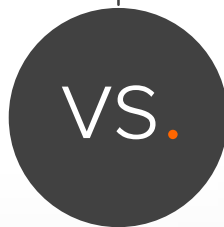
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WHY INBOUND?

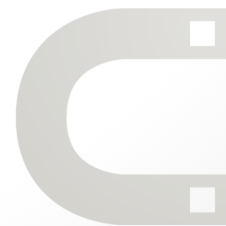
TRADITIONAL



Cold Calling
Cold Emails (SPAM)
Interruptive Ads
Marketer - Centric



INBOUND

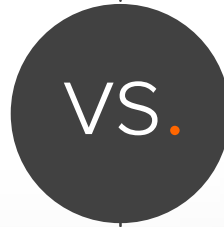


SEO
Blogging
Attraction
Customer - Centric

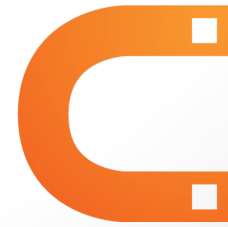
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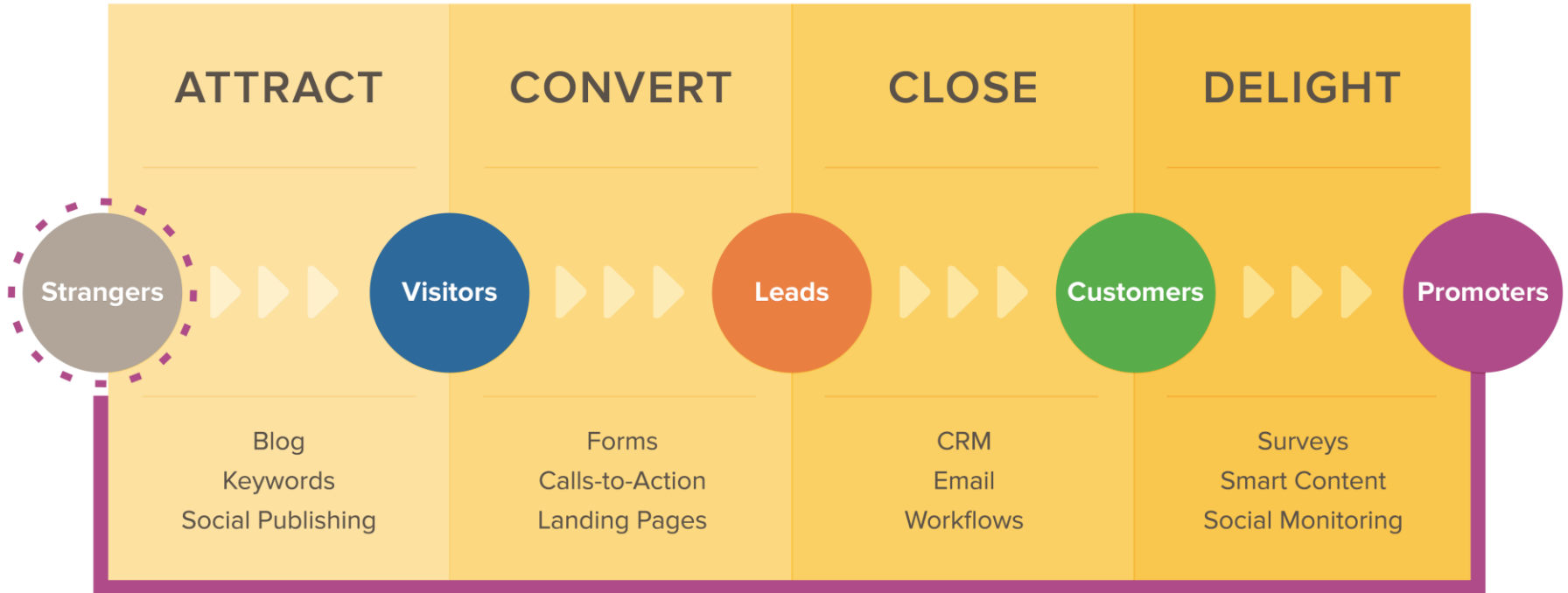
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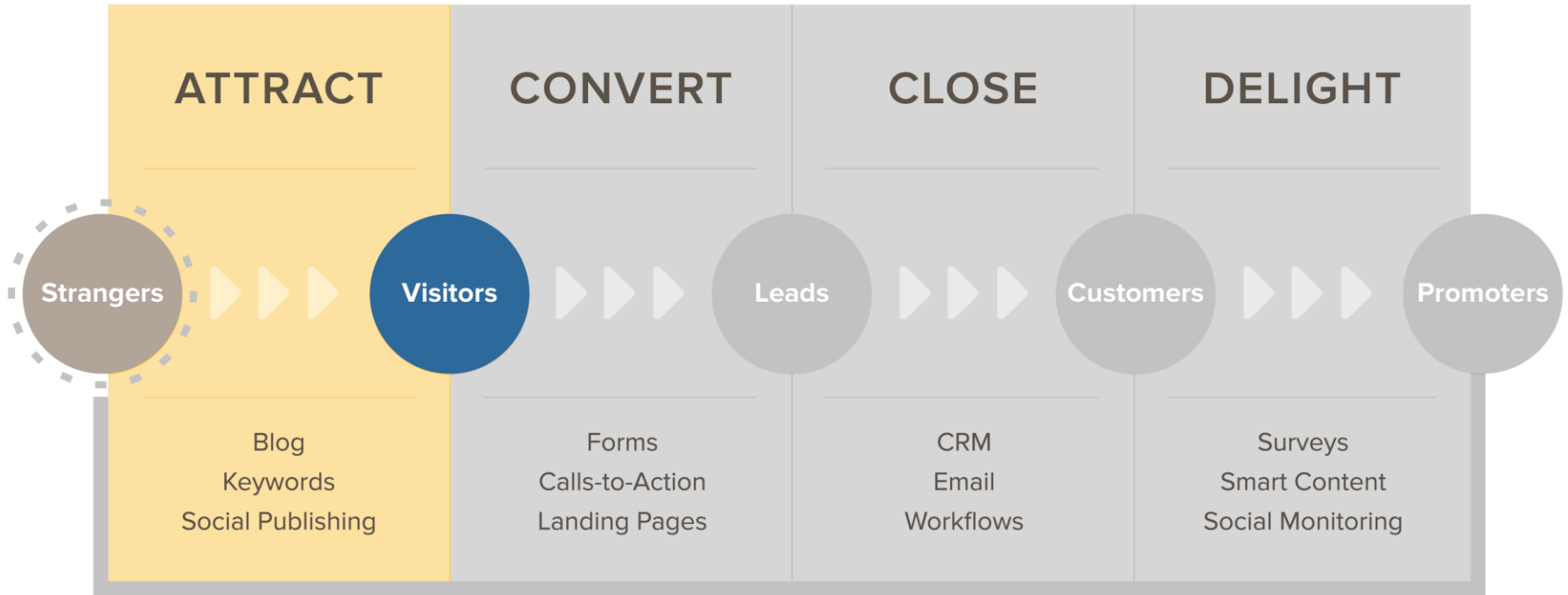
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IT'S ABOUT CREATING
MARKETING THAT
PEOPLE **LOVE.**

Inbound Methodology



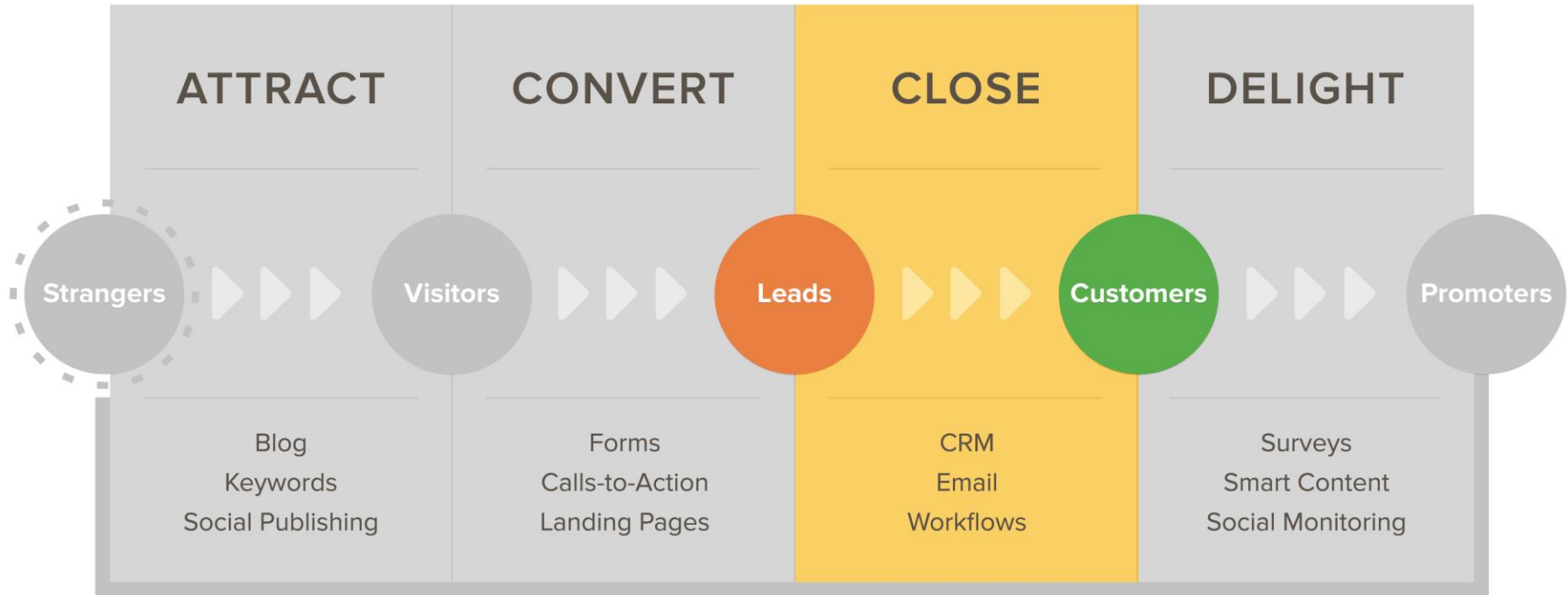
Inbound Methodology



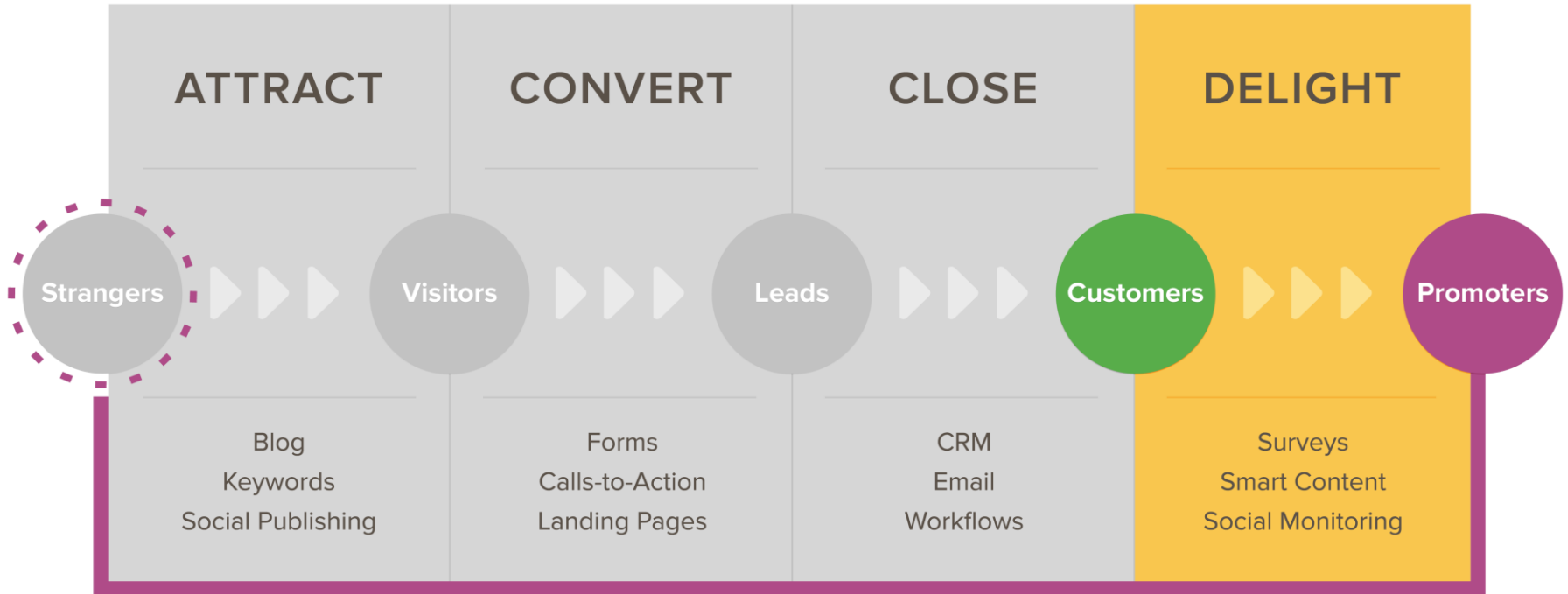
Inbound Methodology



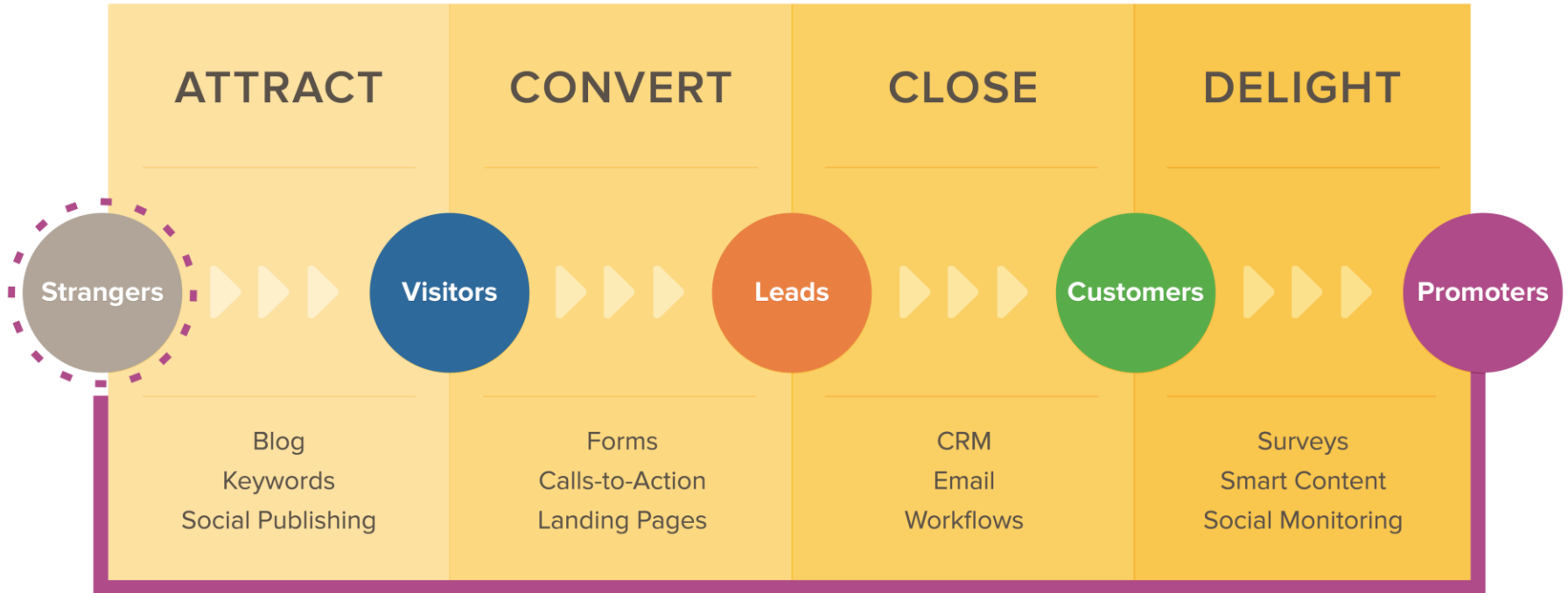
Inbound Methodology



Inbound Methodology



Inbound Methodology





Analysis should be **inherent** in every single thing you do with your inbound strategy.

2 WHAT ARE THE FUNDAMENTALS OF INBOUND SUCCESS ?

INBOUND BEST PRACTICES

- Use buyer personas.
- Use the Buyer's Journey.
- Create remarkable content.
- Leverage your content.

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BUYER PERSONAS

Semi-fictional representations of your ideal customer based on real data and some select educated speculation about customer demographics, behavior patterns, motivations, and goals.



CONDUCTING PERSONA RESEARCH

Buyer personas must be based off of **actual research, not assumptions.**



SAMPLE PERSONA RESEARCH QUESTIONS

Persona Detail	Sample question to Ask
Role	What is your job role? Your title?
Company/Organization	What industry or industries does your company work/is your role in?
Goals	What are you working to accomplish?
Challenges	What are your biggest challenges?
Watering Holes	How do you learn about new information for your job?
Shopping Preferences	Do you use the internet to research vendors or products?



Start by interviewing your
current customers.

PERSONA NAME



BACKGROUND:

- Basic details about persona's role, key information about the persona's company
- Relevant background info

DEMOGRAPHICS:

- Gender, age range, household income (consider a spouse's income, if relevant)

IDENTIFIERS:

- Buzzwords & mannerisms

GOALS:

- Persona's primary & secondary goal

CHALLENGES:

- Primary and secondary challenge to persona's success

HOW WE HELP:

- How you solve your persona's challenges & help achieve their goals

COMMON OBJECTIONS:

- Identify the most common objections your persona will raise during the sales process

REAL QUOTES:

- Include a few real quotes (taken during interviews) that well represent your persona to make it easier for employees to relate to/understand to them

HR BLAST - SAMPLE SALLY

BACKGROUND:

- Head of HR, married with 2 children (10 and 8)
- Worked at same company for 10 years; worked up from HR Associate

DEMOGRAPHICS:

- Skews female, age 30-45, suburban, dual HH Income: \$140,000

IDENTIFIERS:

- Calm demeanor, usually assistant screening calls, wants collateral mailed/printed

GOALS:

- Keep employees happy and turnover low, support legal and finance teams

CHALLENGES:

- Getting everything done with a small staff, rolling out changes to the entire company

HOW WE HELP:

- Make it easy to manage all employee data in one place
- Integrate with legal and finance systems

COMMON OBJECTIONS:

- Worried will lose data moving to a new system, doesn't want to have to train the entire company on it.

REAL QUOTES:

- "It's been difficult getting company-wide adoption of new technologies in the past."
- "I've had to deal with so many painful integrations with other departments' databases and software."



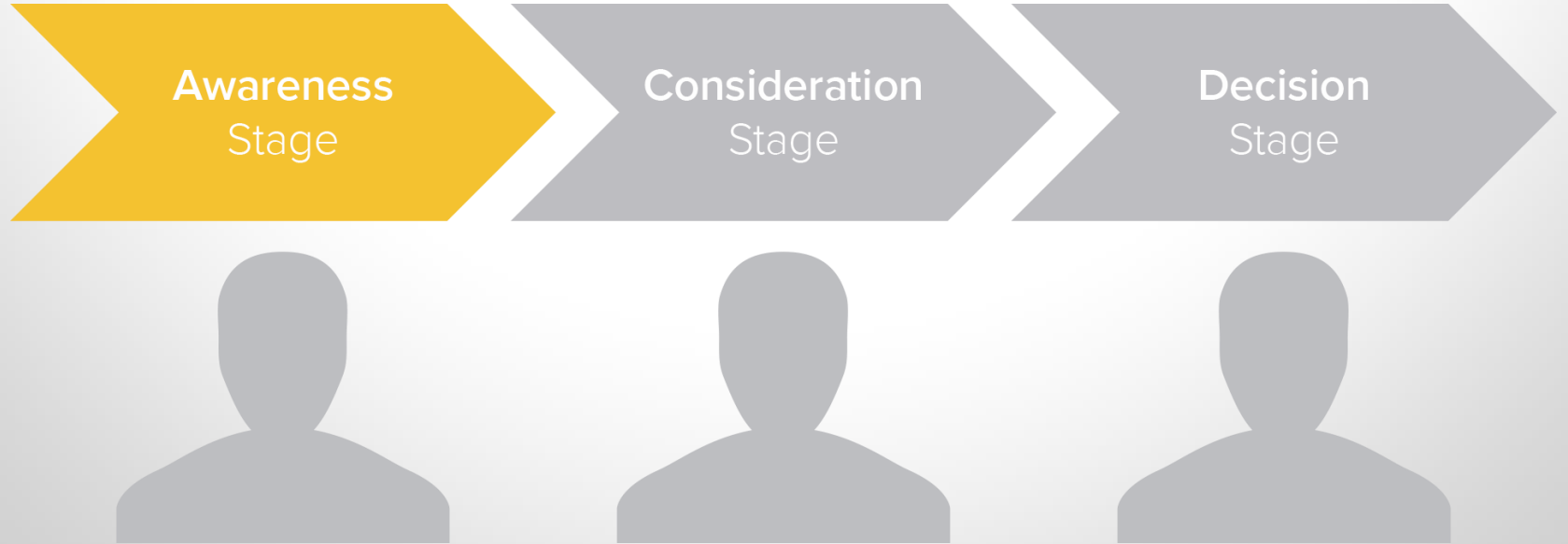
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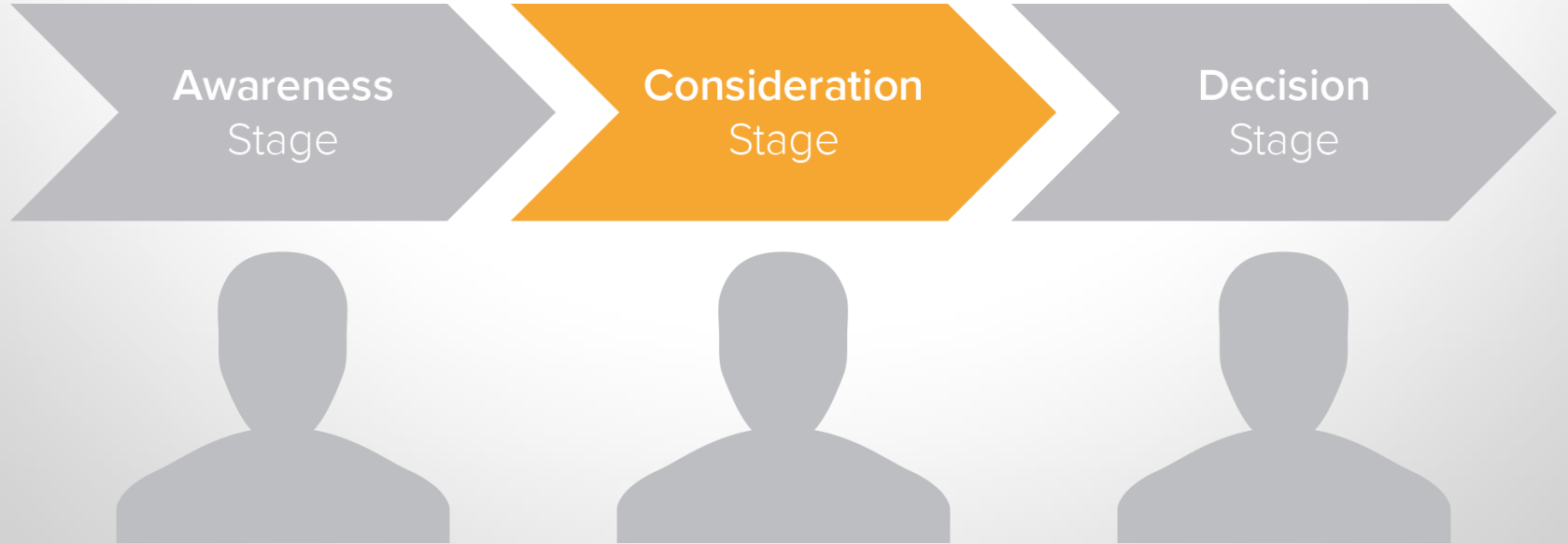
THE BUYER'S JOURNEY



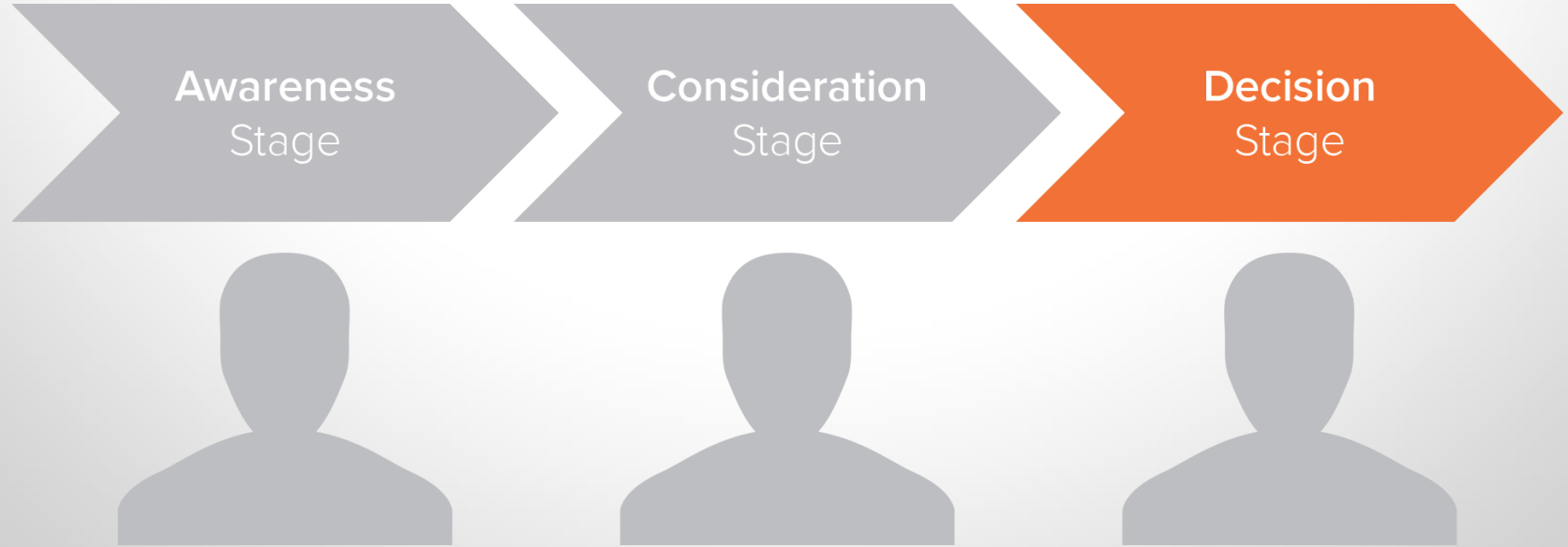
THE BUYER'S JOURNEY



THE BUYER'S JOURNEY



THE BUYER'S JOURNEY




THE BUYER'S JOURNEY


Awareness
Stage

Consideration
Stage


Decision
Stage



I have a sore throat, fever
and I'm achy all over.
What's wrong with me?



A-ha! I have strep throat!
What are my options for
relieving or curing
my symptoms?



I can see my primary care
physician, the ER, or go to a
clinic. The ER costs a lot, but I
have insurance.

THE BUYER'S JOURNEY



IF YOU WERE TO CREATE A BLOG POST ABOUT YOUR PRODUCT OR SERVICE, WHERE WOULD IT FALL INTO THE BUYER'S JOURNEY?

- A. Awareness stage
- B. Consideration stage
- C. Decision stage

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But wait! This was a trick question!

WHEN CREATING CONTENT, KEEP IT EDUCATIONAL.

Not educating your buyer personas on who *you* are and what *you* do, but educating them on their problems and solutions to those problems.

INBOUND BEST PRACTICES

- Use buyer personas.
- Use the buyer's journey.
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- Leverage your content.

Inbound Marketing = Content + Context



CONTEXT

Who are you creating content for?

INBOUND BEST PRACTICES

- Use buyer personas.
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Distribution makes content relevant.

LEVERAGING CONTENT VIA DISTRIBUTION

The right distribution technique gets the right content in front of the right person at the right time.



Website
pages



Business
blog



Social
media



Landing
pages



Calls-to-
action



Marketing
emails

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3 WHAT DOES INBOUND LOOK LIKE?



Financial services advisory group that help business owners in Australia and New Zealand.



CFO On-Call once relied heavily on **telemarketing** and **cold calling** to generate leads for sales.

CFO On-Call began working on developing their **buyer persona**.

By understanding their main customer's demographics, role, and business problems, the team could create better targeted content, emails and offers for that audience.



GARY THE BUSINESS OWNER

BACKGROUND:

- He runs a small business that he started after a career in the industry
- Married with a couple of children
- He's been running his own business for about 3 years

DEMOGRAPHICS:

- Typically in his mid 40s

IDENTIFIERS:

- Drives a modest vehicle
- Achiever
- Determined individual and a natural leader
- Entrepreneurial flair

GOALS:

- Has high ambitions for his business
- Can see great opportunities in his marketplace for growth
- Likes to be his own boss

CHALLENGES:

- Cash flow can limit growth potential
- Lenders aren't too helpful about borrowing funds to grow
- Income can be a little erratic at times due to business cash flow
- Occasionally has to borrow funds to borrow money which causes stress
- Isn't on the same wavelength as his accountant
- Feels stretched at times



The screenshot shows the CFO On-Call website with a navigation bar at the top containing 'ABOUT', 'BLOG', 'EBOOKS', 'SUCCESS STORIES', 'PARTNERS', 'AFFILIATES', and 'CONTACT'. The main content area features three eBook listings, each with a cover image, a title, a brief description, and a 'GET EBOOK' button.

CFO On-Call Business Financial Transformation ABOUT BLOG EBOOKS SUCCESS STORIES PARTNERS AFFILIATES CONTACT

eBooks

CFO On-Call eBooks are written in plain English, with no accounting jargon and will help make your figures easy to understand, measure, manage and improve.

THE SEVEN KEY NUMBERS THAT DRIVE PROFIT & CASHFLOW
What are they? It's a way to 'bulletproof' your business, without increasing sales!
At your first meeting with your CFO On-Call, you'll receive a free copy of this book. Explained in plain English and designed as an easy-to-read guide for business owners in all sectors, this book contains the new rules for business profitability and control. It's packed with real-life examples and tools. See how one business with a turnover of \$1 million improved cash flow by \$100,311 and small by \$60,300... just by changing a bit of the 7 key numbers – making a BIG difference for one company and without making one extra sale.

7 SIMPLE WAYS TO KEEP YOUR BUSINESS SUSTAINABLE AND 'GOOD TO GROW!'
A 'must read' for anyone wanting to cope with changing times in business. Covering Break-even, Understanding Costs, Fixed versus Variable Costs, KPIs, Budgets & Cash Flows, Profit by Product/Service and 'What If?' Scenarios. It's written in 'plain English' with formulae for you to use in your own business.

3 UNBEATABLE WAYS TO CREATE YOUR BEST YEAR IN BUSINESS
Why is the end of the Financial Year always so stressful?
It's the same reason the end of every quarter is stressful – it's human nature to feel the end of month, end of the quarter or end of the year as a sprint to the finish line. Since 1997 we've been sharing the secrets of achieving a smooth and successful end of the year with our clients, helping them to finish the year with more cash in the bank and much less stress in their lives. Now we're sharing our secrets here with you.

The team at CFO On-Call worked on expanding the **content offerings** on their website.

- Whitepapers
- eBooks
- Blog posts


BLOG POSTS

- “22 Warning Signs of a Business in Trouble”
- “9 Keys to Small Business Growth for 2014”
- “8 Ways to Improve Profit in a Business”

CFO On-Call by CFO Systems Business Financial Transformation

ABOUT BLOG EBOOKS SUCCESS STORIES PARTNERS AFFILIATES CONTACT


Posted on April 10, 2015 by Sue Hirst



The benefit of hindsight is a wonderful thing. It often helps to get the perspective of an expert and recently I heard from an insolvency practitioner (liquidator) who came up with a list of 22 warning signs of trouble in a business. We all want to stay positive and not talk ourselves into a recession, but it pays to be realistic. These signs are not meant to alarm, but to alert you to the need for some proactive steps, rather than waiting until it's too late.

Here are the 'Business-in-Trouble' Signs:

1. Your overdraft is near or at its limit for a significant period of time
2. Difficulty meeting your suppliers payment terms
3. Staff spending time on telephone with suppliers about outstanding payments
4. Suppliers are threatening COD terms or stop supply
5. Suppliers putting your business last for service priority
6. Cheques dishonoured by your bank
7. Suppliers issuing demands or threatening legal action
8. Creditors balance increasing whilst debtors and inventory/WIP remaining static
9. Difficulty paying GST and payroll tax deductions to Tax Office
10. Hesitation to lodge GST returns due to funds being required elsewhere in business
11. Correspondence received from Tax Office about outstanding GST lodgments or overdue payments
12. Needing to sell capital assets to fund ongoing trading
13. Unable to place orders for stock due to cash constraints
14. Staff morale down due to perception of cashflow difficulties
15. Higher than normal staff turnover as a result of above
16. Bank requiring more information or security in order to maintain credit facility
17. Putting off costs of maintenance on equipment which could cause an interruption to running your business
18. Your bank has suggested refinancing
19. Behind with Superannuation obligations for employees



line1: Otherwise why be in business?

Business owners that don't think through, or 'guesstimate' the cost side of business, end up with much smaller margins than they thought, or losses from poor planning.

Here are our thoughts on steps you can take to protect and maximise your profit.

SUBSCRIBE TO EMAIL UPDATES

Email *

Email Address

Notification Frequency

SUBSCRIBE

POSTS BY TOPIC

Business (10)

Maximising sales, profit and cash (8)

Business Valuation and Exit (1)

HR (1)

RECENT POSTS

Budgeting for 2015

22 Warning Signs of a Business in Trouble

7 Essential KPIs in Business

Are Accounts Slowing Business Growth?

Six Steps to Avoid Bad Debts

The background of the slide is a dark blue-grey color with a repeating pattern of small, light-colored lightbulb icons. The icons are arranged in a grid-like fashion, with some appearing slightly more prominent than others, creating a subtle texture.

2000%

Increase in web traffic within a six-month period.

9.6x

Increase in leads because of the tools they have in place to easily capture more leads from their site.

With lead management and nurturing, they've improved sales-ready leads by

153%

THANK YOU.

