

# INBOUND 2016

FUEL THE MOVEMENT | NOVEMBER 8-11 | BOSTON, MA



**Inbound Methodology: Attracting Website Visitors**

Instructor: Nick Congelosi

# INBOUND 2016

FUEL THE MOVEMENT | NOVEMBER 8-11 | BOSTON, MA



**Inbound Methodology: Attracting Website Visitors**

Instructor: Nick Congelosi

# TODAY'S AGENDA

1. Warm Welcome 8:30am – 8:40am
2. Building an inbound strategy 8:40am – 9:30am
3. Keyword and SEO fundamentals 9:30am – 10:00am
4. Break! 10:00am – 10:10am
5. Developing an effective blog 10:15am – 11:00am
6. Adding a social structure 11:00am – 11:30am
7. Recap 11:30am – 11:50am
8. Fond Farewell 11:50am – 12:00pm

# HAVE A QUESTION?

Raise your hand and one of our TAs will come over to assist!



# Check out the **class resource page!**



The screenshot shows the HubSpot Academy website interface. At the top, the HubSpot logo and 'Academy' are on the left, and navigation links 'READ DOCS', 'WATCH TRAINING', 'DO PROJECTS', 'GET CERTIFIED', and 'BE INSPIRED' are on the right. The main header features a blurred image of a classroom with the title 'INBOUND METHODOLOGY: ATTRACTING WEBSITE VISITORS' in large white text. Below the header, the page is divided into two columns. The left column contains a 'CLASS DESCRIPTION' section with a paragraph of text, a 'RELATED PROJECTS' section with a bulleted list of links, and an 'ADDITIONAL RESOURCES' section with a 'Tools' sub-section and a link to 'Blog Title Workbook'. The right column contains two prominent buttons: an orange 'Download class slides' button and a green 'Download class workbook' button.

**HubSpot Academy** | READ DOCS WATCH TRAINING DO PROJECTS GET CERTIFIED BE INSPIRED

## INBOUND METHODOLOGY: ATTRACTING WEBSITE VISITORS

**CLASS DESCRIPTION**

This half-day course covers the first part of the Inbound Methodology, how to attract website visitors. By attending this course, you will be able to identify the best practices for attracting new prospects to your website. Leverage the power of great content, search engine optimization, blogging and social media to engage and build lasting relationships with your ideal customers. Look forward to an interactive environment where you will be able to apply the concepts you'll learn from your industry peers and the inbound experts at HubSpot.

**RELATED PROJECTS**

- [Creating a Buyer Persona](#)
- [What is the Buyer's Journey \(Blog\)](#)
- [Keyword Research](#)
- [On-page Search Engine Optimization](#)
- [Local Search Engine Optimization](#)
- [The Fundamentals of Blogging](#)
- [Attract and Delight Followers Through Social Media](#)

**ADDITIONAL RESOURCES**

Tools

- [Blog Title Workbook](#)

[Download class slides](#)

[Download class workbook](#)

[academy.hubspot.com/itd16/attract](https://academy.hubspot.com/itd16/attract)

The background is a solid dark blue color. It features a repeating pattern of lightbulb icons in a lighter shade of blue. The lightbulbs are arranged in a grid-like pattern, with some appearing slightly larger or more prominent than others, creating a subtle texture. The word "REFLECTION" is centered in the middle of the image in a white, sans-serif font.

REFLECTION

# IDENTIFYING ATTRACT ACTIONS

**Total time:** 5 minutes

1. Navigate to the Identifying Attract Actions worksheet in your workbooks. (Page 3)
2. Review the list of attract actions that are used to attract website visitors. Mark, circle, or highlight all of the actions that you currently use to attracts website visitors.



# PROMOTIONS *EXPRESS*

Full service design, print, and distribution  
of physical promotional materials for  
regional businesses.



BUILDING THE FOUNDATION FOR AN INBOUND STRATEGY

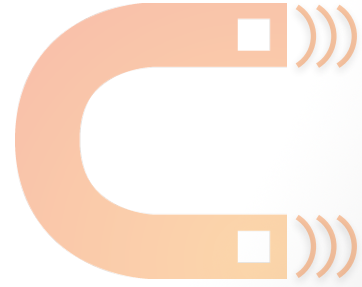
# WHY INBOUND?



## TRADITIONAL

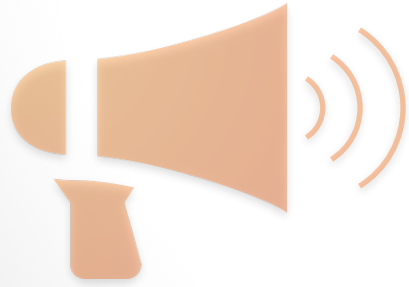
Marketer-Centric  
Cold Calling  
Cold Emails (SPAM)  
Interruptive Ads

VS



## INBOUND

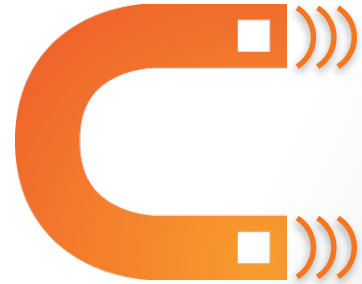
Customer-Centric  
SEO  
Blogging  
Attraction



## TRADITIONAL

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

VS



## INBOUND

Customer-Centric  
SEO  
Blogging  
Attraction



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

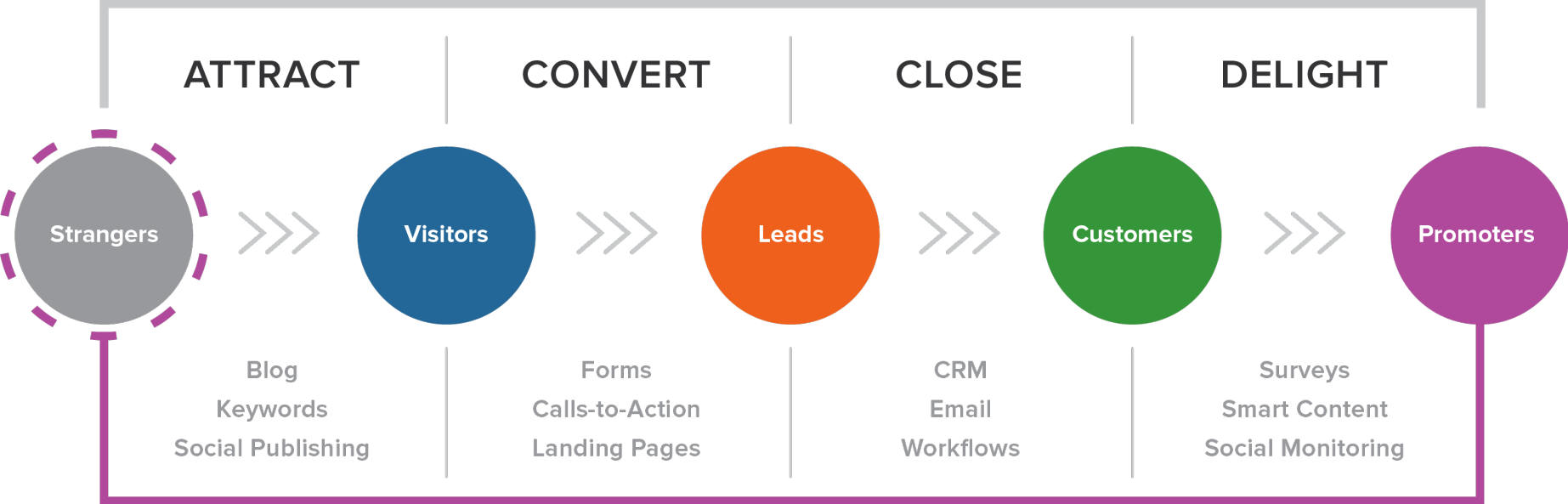
1

# BUILDING THE FOUNDATION FOR AN INBOUND STRATEGY

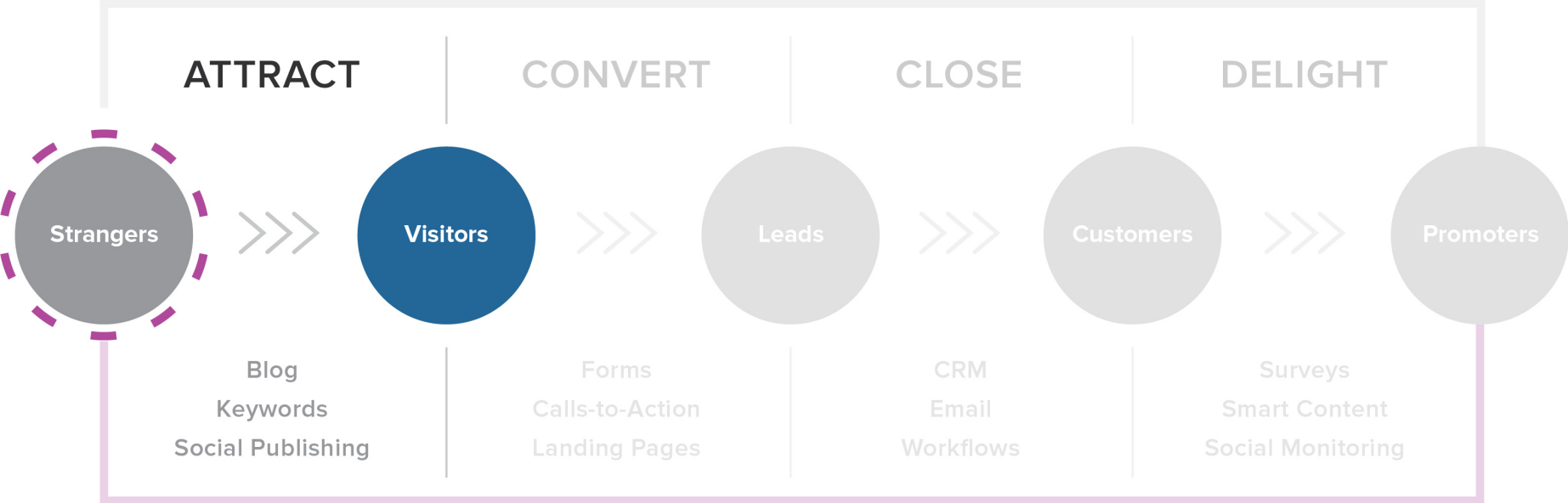
BUILDING THE FOUNDATION FOR AN INBOUND STRATEGY

# THE INBOUND METHODOLOGY

# Inbound Methodology

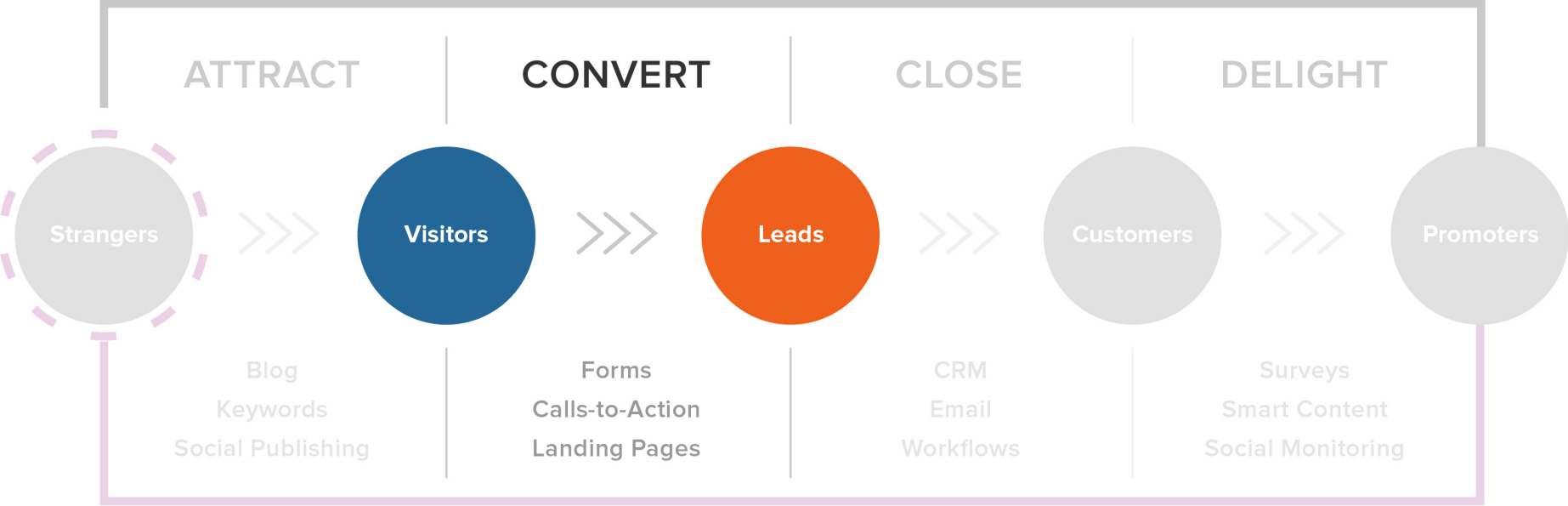


# Inbound Methodology

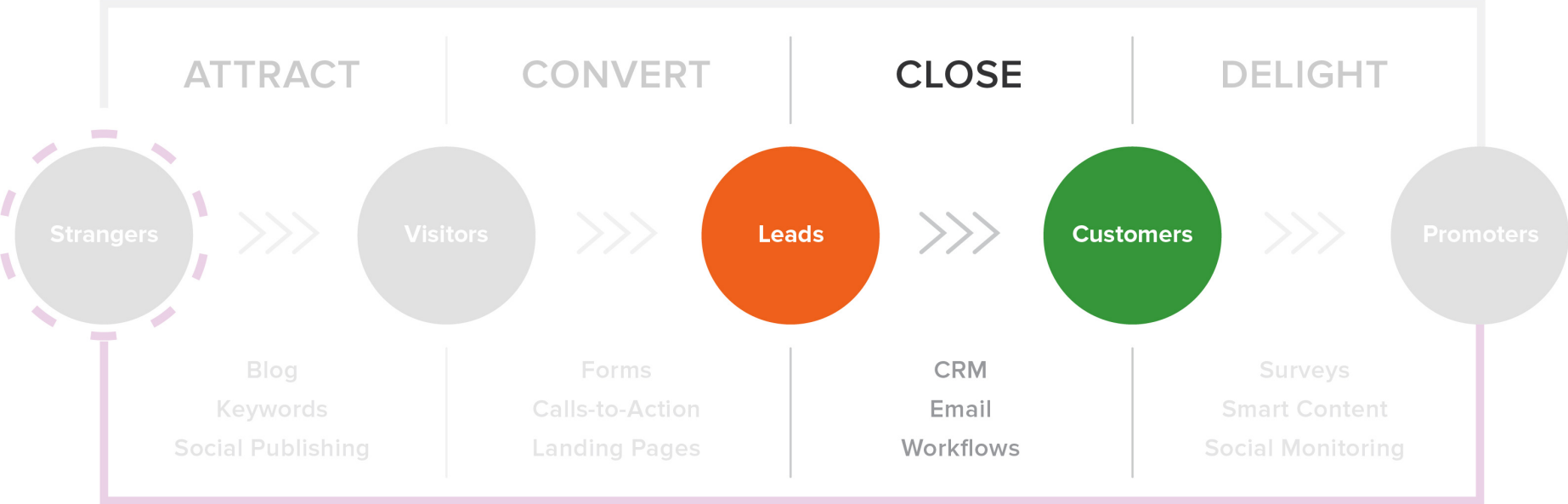




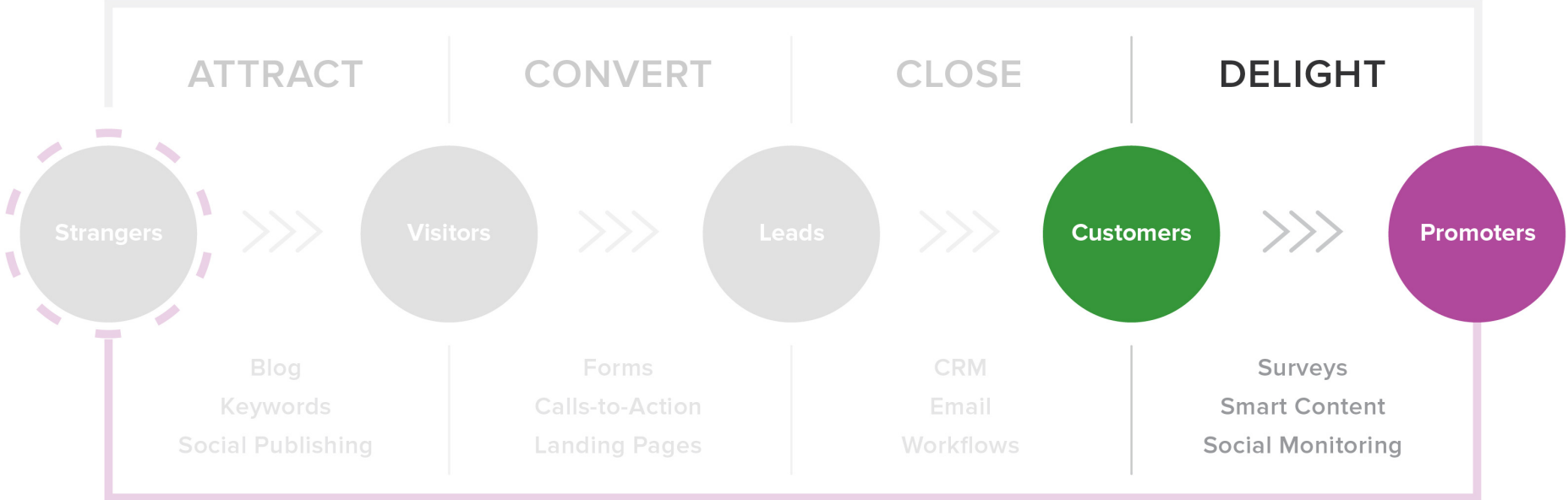
# Inbound Methodology



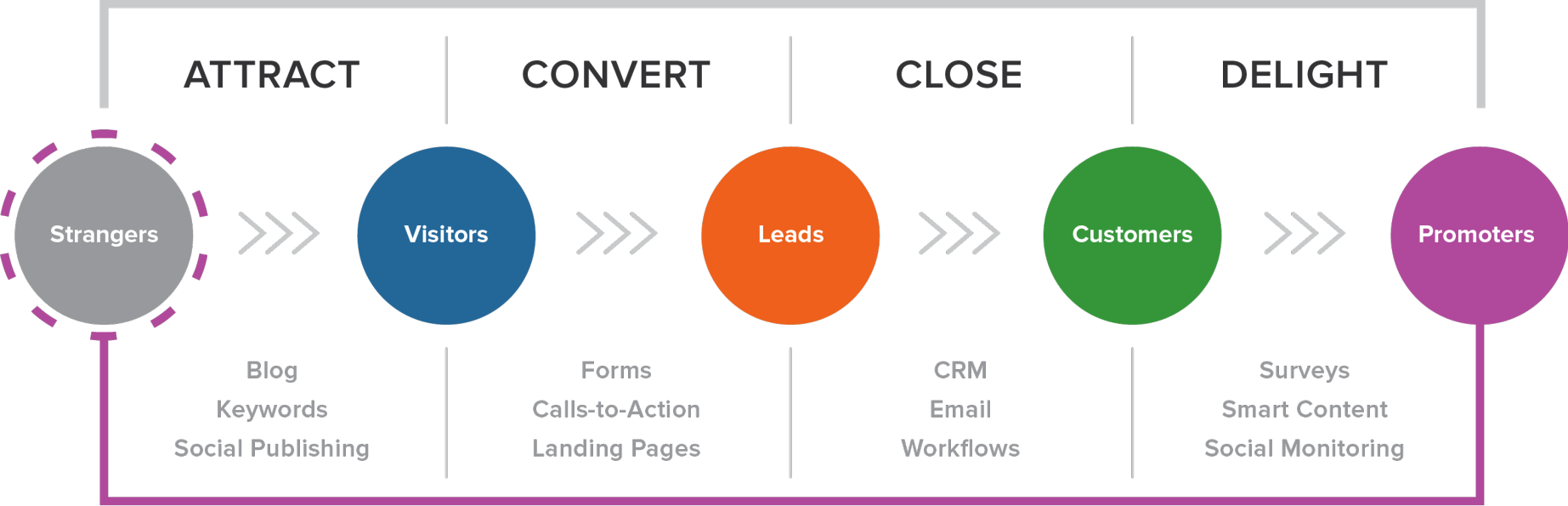
# Inbound Methodology



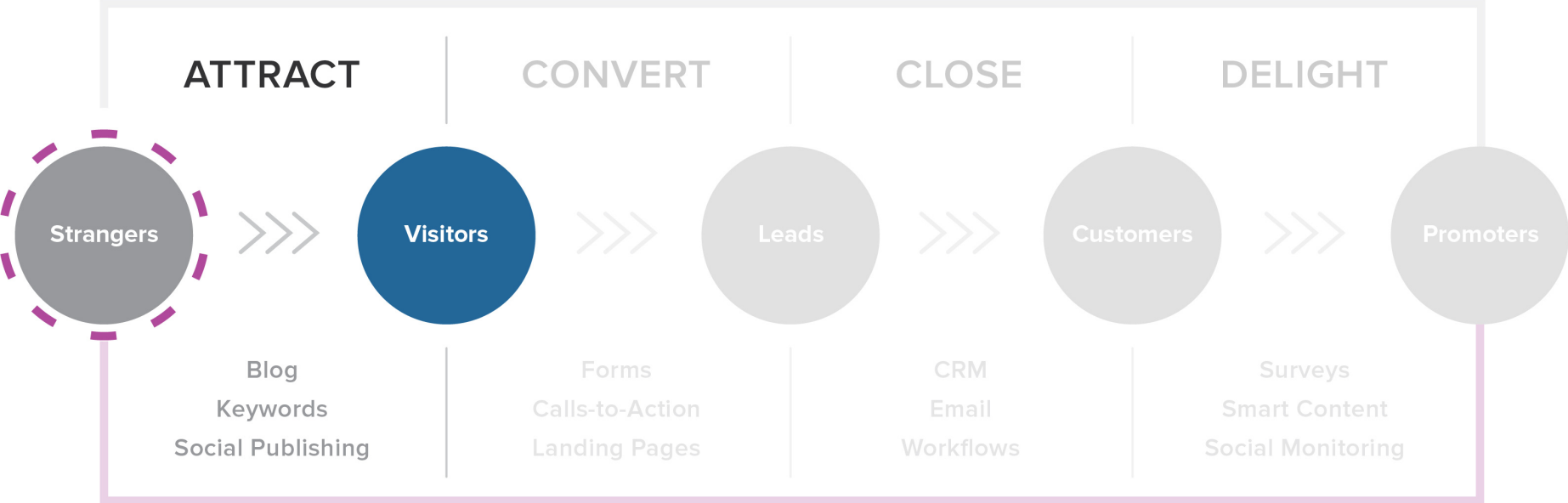
# Inbound Methodology



# Inbound Methodology



# Inbound Methodology




2

# BUYER PERSONAS



**WHAT IS A BUYER PERSONA?**



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



Every marketing activity you take, moving forward, will tie back to your **buyer persona.**



BUILDING THE FOUNDATION FOR AN INBOUND STRATEGY

# DEVELOPING BUYER PERSONAS



**Start** by interviewing your  
current customers.

BUILDING THE FOUNDATION FOR AN INBOUND STRATEGY

# IDENTIFYING QUESTION CATEGORIES

# QUESTION CATEGORIES

Role

Company

Goals

Challenges

Watering Holes

Day-to-day

## **Bucket** research findings.

Patterns and similarities in answers to persona research questions indicate who your personas really are.





**Tammy the  
Tourism Professional**



### **DEMOGRAPHICS**

Age 30-45; Married with 2 children (10 and 14); lives in Eastern Massachusetts; maybe a “Snow Bird”

### **COMPANY**

Small business owner or marketing professional in the hospitality or tourism industry in eastern Massachusetts; examples include: hotels, inns, whale watches, tourist attractions, adventure tourism, historical locations/societies, and town/city chamber of commerce

### **CHALLENGES**

Works an average of 60-70 hours per week; checks email in the evening and on weekends frequently; she wants to grow her business but she doesn’t have the time to look into improving her company’s “reach”

She struggles to trust bigger companies because her company has been “burned” in the past. She is looking for a smaller company that can give her some personal attention.

### **WATERING HOLES**

Searches Google for solutions to marketing dilemmas, LinkedIn discussions, and blogs that focus on small businesses

### **GOALS**

She is looking to create a relationship with a business to outsource their physical marketing strategy and eventually work towards a digital marketing strategy.

While she wants to move to digital marketing, brochures and printed materials are still her most valuable channel.

# How many personas should you have?

As many as needed. If  
you feel like you have  
too many, focus on why.





# DEVELOPING BUYER PERSONAS

**Total time:** 10 minutes

1. Navigate to the Developing Buyer Personas worksheet. (Page 5)
2. Do your best to answer as many of the buyer persona questions as you can.
3. The only required question is question #10.

# BUYER PERSONA DINNER PARTY

**Total time:** 15 minutes

1. Work with your partner and take turns practicing introducing your buyer personas to each other.
2. You will have 3 minutes to introduce your buyer persona, and then switch. (6 total minutes)
3. After you have each taken your turn, return to your seat.
4. Make some notes about what you observed on the Future Reference Sheet (Page 8) (4 minutes)
5. Be prepared to share information about your buyer persona during a TA led discussion (5 minutes).

The background is a dark blue-grey color with a repeating pattern of lightbulb icons in a lighter shade of blue-grey. The icons are arranged in a grid-like fashion, with some appearing slightly larger or more prominent than others.

**STAND UP &  
INTRODUCE YOURSELF  
TO SOMEONE **NEW****

A large, bold, orange number '3' is positioned on the left side of the slide. The background is a dark blue-grey color with a repeating pattern of small, light grey lightbulb icons.

# BUYER'S JOURNEY



# THE BUYER'S JOURNEY

is the active research process a potential buyer goes through leading up to a purchase.

Awareness  
Stage

Consideration  
Stage

Decision  
Stage

## THE BUYER'S JOURNEY: Awareness Stage



PROMOTIONS  
EXPRESS

Tammy the Tourism Professional

### Awareness Stage

#### **Example**

“We need to focus on making more people aware of our services. How can we increase our reach?”

#### **User Behavior**

Realized and expressed symptoms of a potential problem or opportunity

#### **Information Needs**

Focused on vendor-neutral information around identifying problems

## THE BUYER'S JOURNEY: Consideration Stage



Tammy the Tourism Professional

### Consideration Stage

#### Example

“Ah! I should focus on getting promotional materials in every possible location that tourists visit. Maybe I should hire promotions company, or do it myself?”

#### User Behavior

Has clearly defined and given a name to their problem or opportunity

#### Information Needs

Committed to understanding all of the available approaches/methods to solving their defined problem

## THE BUYER'S JOURNEY: Decision Stage



Tammy the Tourism Professional

### Decision Stage

#### Example

“I could do it myself, or hire a company - but I don't have the time to design, print, and distribute. It looks like Promotions Express fits my needs.”

#### User Behavior

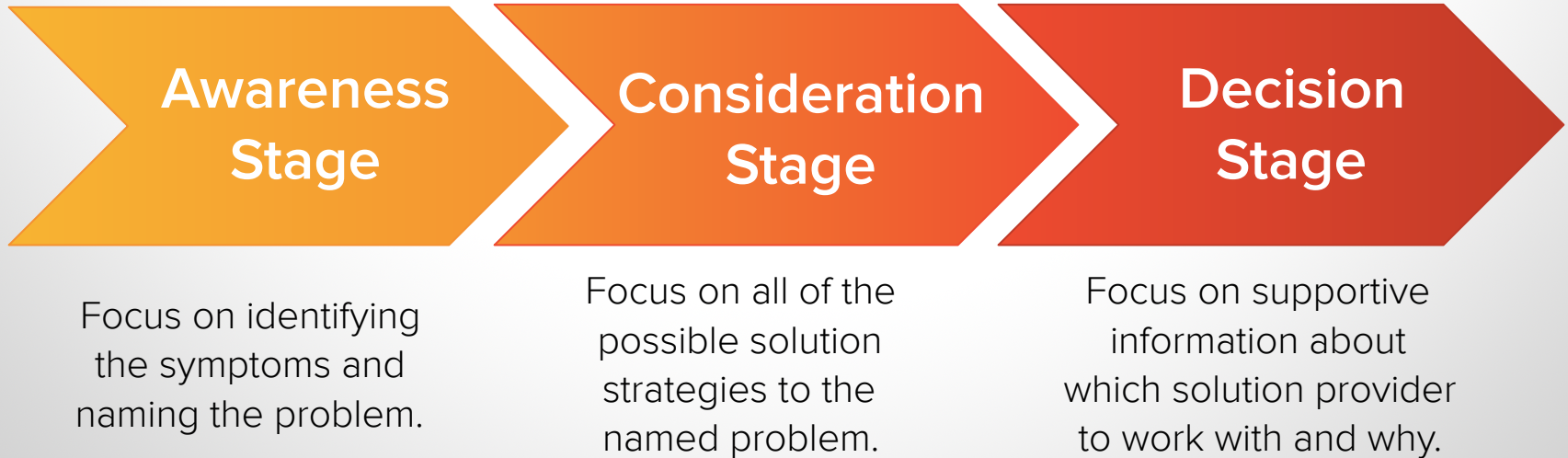
Have defined their solution strategy, method, or approach

#### Information Needs

Researching supporting data or endorsements to make a final decision to work with your company.



# THE BUYER'S JOURNEY



# IDENTIFYING BUYER PERSONA CHALLENGES IN THE BUYER'S JOURNEY

**Total time:** 5 minutes

1. Navigate to the Identifying Persona Challenges worksheet (Page 10)
2. Try your best to identify the challenges that your buyer persona faces along the buyer's journey.
3. There are guiding questions on the worksheet to help provide direction.

# 4 CONTENT

DEVELOPING CONTENT TO DRIVE CONVERSION

# WHY IS CONTENT SO IMPORTANT TO INBOUND?

Content **attracts**  
visitors to your website

- Website Pages
- Blog Posts
- Social Media Publishing

## Trouble Building Rapport? You're Probably Making These 7 Mistakes

Written by [Aja Frost](#) | @ajavuu



Building rapport is an essential part of the sales process. It makes your interactions with prospects feel more human, helps put them at ease so they're willing to openly discuss their business challenges, and demonstrates that you're interested in them as a person.

But it's all too easy for rapport-building strategies to come across as sleazy or disingenuous. If your efforts to build rapport are falling flat, you could be making some of the seven mistakes below.

### 1) You're Not Doing Any Research

Thanks to social media, you can learn a ton about your prospects before you ever pick up the phone or send them an email. Check out your prospect's LinkedIn and Twitter profiles, along with any other social media profiles they may have. Not sure what you should be looking for? Here are some suggestions:

shared on social media than other types of content.

When have you linked your social accounts for business? Share it with us in the comments.

*TSL Marketing is a HubSpot platinum partner. Download their free guide to B2B social media [here](#).*

*Editor's Note: This post was originally published in December 2015 and has been updated for accuracy and comprehensiveness.*



FREE GUIDE |

HOW TO USE INSTAGRAM  
FOR BUSINESS

DOWNLOAD NOW >

Content **converts**  
visitors into leads.

- White Papers
- Ebooks
- Case Studies

Content **closes** leads,  
creating customers.

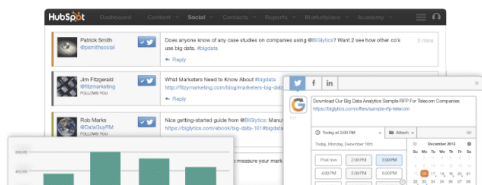
- Product Trials
- Consultations
- Evaluations

## GET A DEMO OF HUBSPOT'S INBOUND MARKETING SOFTWARE

Managing all of your online marketing campaigns can be overwhelming. **HubSpot makes it easier.**

From attracting visitors to closing customers, HubSpot brings your entire marketing funnel into one platform. The results? **Less hassle, more control, and a marketing strategy that actually works.**

### Social Media Tools



Yes, I want a demo!

FIRST NAME\*

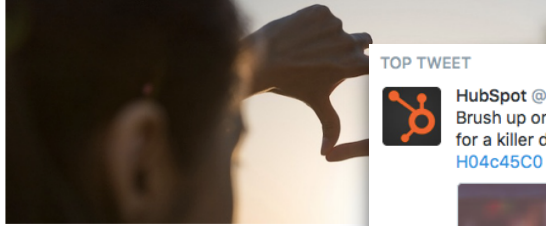
LAST NAME\*

EMAIL (PRIVACY POLICY)\*

January 12, 2016 // 8:00 AM

## The Ultimate Cheat Sheet of Photo & Image Sizes on Facebook, Twitter, LinkedIn & Other Social Networks [Infographic]

Written by Lindsay Kolowich | @lkolo25



SHARE  
Twitter

TOP TWEET



HubSpot @HubSpot

1d

Brush up on the basics. Here's everything you need for a killer digital marketing strategy: [hubs.ly/H04c45C0](https://hubs.ly/H04c45C0)



HubSpot @HubSpot

1d

The Ultimate Cheat Sheet of Image Sizes on Facebook, Twitter, LinkedIn & More [Infographic] [hubs.ly/H04c8Ms0](https://hubs.ly/H04c8Ms0)



30

42

HubSpot  
September 1 at 11:03am · 🌐

How to \*not\* set goals this month.

For more on setting better goals: <http://hubs.ly/H04>



4.6K Views

Like Comment Share

Content **delights** customers, creating promoters.

- Knowledge Base Articles
- Events & Webinars
- Best Practice Documents

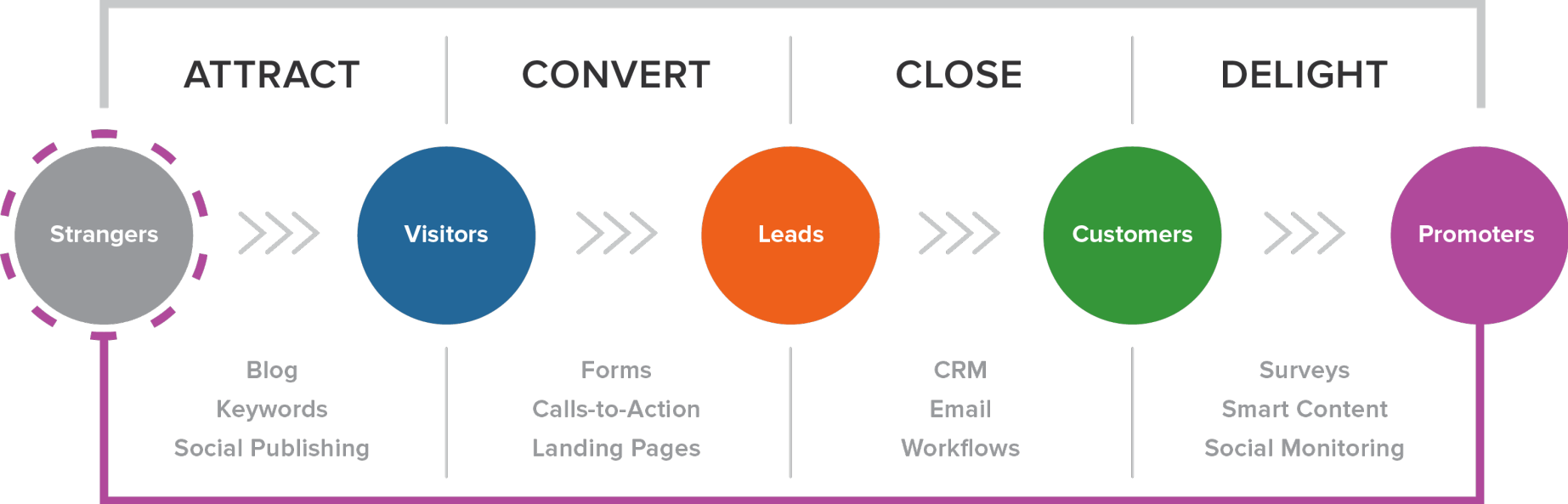


CONTENT BUILDS **TRUST.**

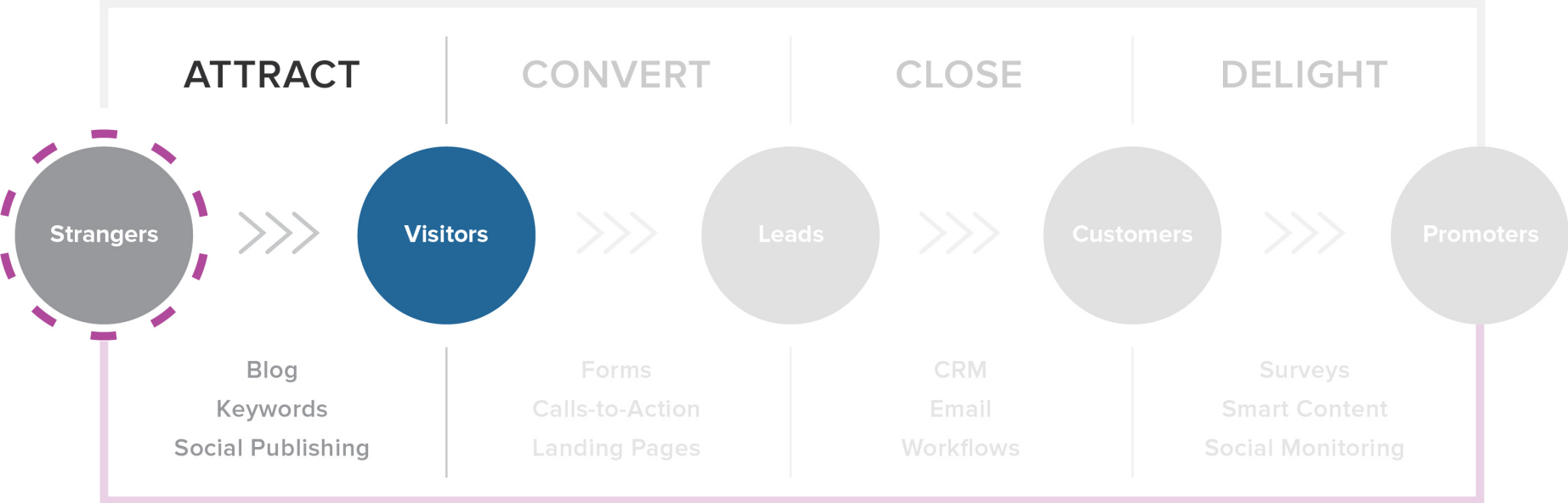


**YOU CAN'T DO INBOUND  
WITHOUT CONTENT.**

# Inbound Methodology



# Inbound Methodology





HOW WILL YOUR PERSONA  
**FIND YOU** ON THE INTERNET?

# 5

## AN INTRODUCTION TO KEYWORDS AND SEARCH ENGINE OPTIMIZATION

**KEYWORDS ARE THE LINK  
BETWEEN YOUR PERSONA  
AND YOUR CONTENT**



**HOW DOES IT WORK?**





How would you  
decide **where to go**  
**for dinner tonight?**

“Best Italian food in Boston”




**Search engines send “spiders” out to crawl the internet and understand the relevance of our content, to see what we are known for.**

google.com

Best Italian food in boston

All Maps News Shopping Images More Search tools

About 3,760,000 results (1.05 seconds)



4.0+ rating Price Hours

**Mamma Maria**  
4.4 ★★★★★ (96) · \$\$\$ · Italian  
Italian fine dining in a romantic space  
3 N Square  
Opens at 5:00 PM

**Sorellina**  
4.4 ★★★★★ (64) · \$\$\$ · Italian  
Chic spot for elevated Italian cuisine  
1 Huntington Ave  
Opens at 5:30 PM

**Al Dente**  
4.2 ★★★★★ (95) · \$\$ · Italian  
Cozy, casual spot for Italian favorites  
109 Salem St  
Opens at 11:30 AM

More places

**Boston Italian Food Restaurants: 10Best Restaurant Reviews**  
[www.10best.com/destinations/massachusetts/boston/restaurants/italian/](http://www.10best.com/destinations/massachusetts/boston/restaurants/italian/)  
Read the 10Best Boston Italian restaurant reviews and view users' Italian restaurant ... Boston's Best Italian Restaurants: Enjoy Authentic Pasta in the City.

**The 10 Best Italian Restaurants in Boston - TripAdvisor**  
[www.tripadvisor.com](http://www.tripadvisor.com) > United States > Massachusetts (MA) > Boston > TripAdvisor  
Best Italian Restaurants in Boston, Massachusetts: Find TripAdvisor traveler reviews of Boston Italian restaurants and search by price, location, and more.

**The 19 Best Italian Restaurants in Boston's North End - Thrillist**

From the data,  
search engines  
produce a list  
of **results.**

A photograph of a sunset over the ocean. The sun is low on the horizon, casting a bright, shimmering reflection on the water. The sky is filled with soft, golden clouds, and a thin, white contrail is visible in the upper left. The foreground shows the gentle waves of the ocean meeting a sandy beach on the right side. A dark, semi-transparent horizontal band is overlaid across the middle of the image, containing white text.

Your goal is to be on the **first page** of search engine results.

**75% OF USERS NEVER  
SCROLL PAST THE FIRST  
PAGE OF SEARCH RESULTS.**

AN INTRO TO KEYWORDS AND SEARCH ENGINE OPTIMIZATION

# UNDERSTANDING KEYWORDS

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

# 3.5 Billion

searches are performed on Google every day





Users understand the need for **specificity** in their web searches.

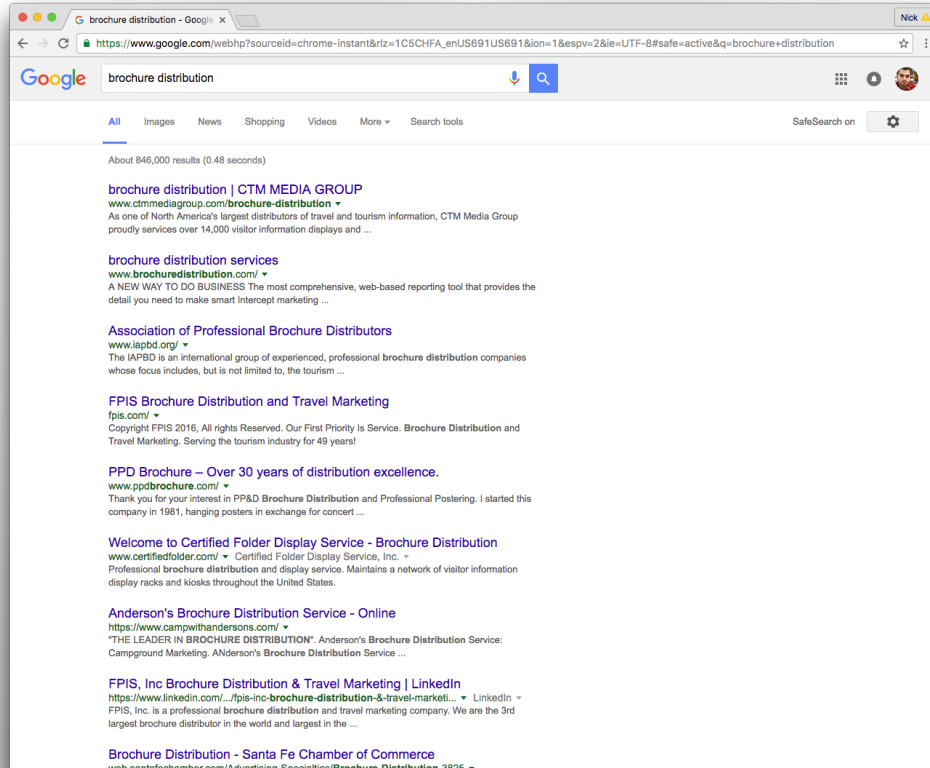
A scenic landscape featuring a paved road that stretches from the foreground into the distance, leading the viewer's eye towards a range of mountains. The mountains on the left are rugged and reddish-brown, while the ones on the right are more rounded and greyish. The sky is a clear, pale blue, suggesting a bright day. The overall scene is a mix of natural beauty and infrastructure.

# Short Keywords vs Long-Tail Keywords

Let's look at an **example**

PROMOTIONS  
 *EXPRESS*

# What results would you get if you searched for “brochure distribution?”



The screenshot shows a Google search for "brochure distribution". The search bar contains the text "brochure distribution" and the search button is a blue magnifying glass. Below the search bar, there are tabs for "All", "Images", "News", "Shopping", "Videos", "More", and "Search tools". The search results are displayed below the tabs, showing about 646,000 results in 0.48 seconds. The results are listed in a vertical column, each with a blue title, a URL, and a brief description.

brochure distribution - Google

https://www.google.com/webhp?sourceid=chrome-instant&rlz=1C5CHFA\_enUS691US691&ion=1&espv=2&ie=UTF-8#safe=active&q=brochure+distribution

Google brochure distribution

All Images News Shopping Videos More Search tools

SafeSearch on

About 646,000 results (0.48 seconds)

**brochure distribution | CTM MEDIA GROUP**  
www.ctmmediagroup.com/brochure-distribution  
As one of North America's largest distributors of travel and tourism information, CTM Media Group proudly services over 14,000 visitor information displays and ...

**brochure distribution services**  
www.brochuredistribution.com  
A NEW WAY TO DO BUSINESS: The most comprehensive, web-based reporting tool that provides the detail you need to make smart Intercept marketing ...

**Association of Professional Brochure Distributors**  
www.iapbd.org  
The IAPBD is an international group of experienced, professional brochure distribution companies whose focus includes, but is not limited to, the tourism ...

**FPIS Brochure Distribution and Travel Marketing**  
fpis.com  
Copyright FPIS 2016, All rights Reserved. Our First Priority is Service. Brochure Distribution and Travel Marketing. Serving the tourism industry for 49 years!

**PPD Brochure – Over 30 years of distribution excellence.**  
www.ppdbrochure.com  
Thank you for your interest in PP&D Brochure Distribution and Professional Postering. I started this company in 1981, hanging posters in exchange for concert ...

**Welcome to Certified Folder Display Service - Brochure Distribution**  
www.certifiedfolder.com  
Certified Folder Display Service, Inc.  
Professional brochure distribution and display service. Maintains a network of visitor information display racks and kiosks throughout the United States.

**Anderson's Brochure Distribution Service - Online**  
https://www.campwithandersons.com  
"THE LEADER IN BROCHURE DISTRIBUTION": Anderson's Brochure Distribution Service: Campground Marketing. Anderson's Brochure Distribution Service ...

**FPIS, Inc Brochure Distribution & Travel Marketing | LinkedIn**  
https://www.linkedin.com/.../fpis-inc-brochure-distribution-4-travel-market...  
FPIS, Inc. is a professional brochure distribution and travel marketing company. We are the 3rd largest brochure distributor in the world and largest in the ...

**Brochure Distribution - Santa Fe Chamber of Commerce**  
web.santafechamber.com/Advertising-Socialies/Brochure-Distribution-3825

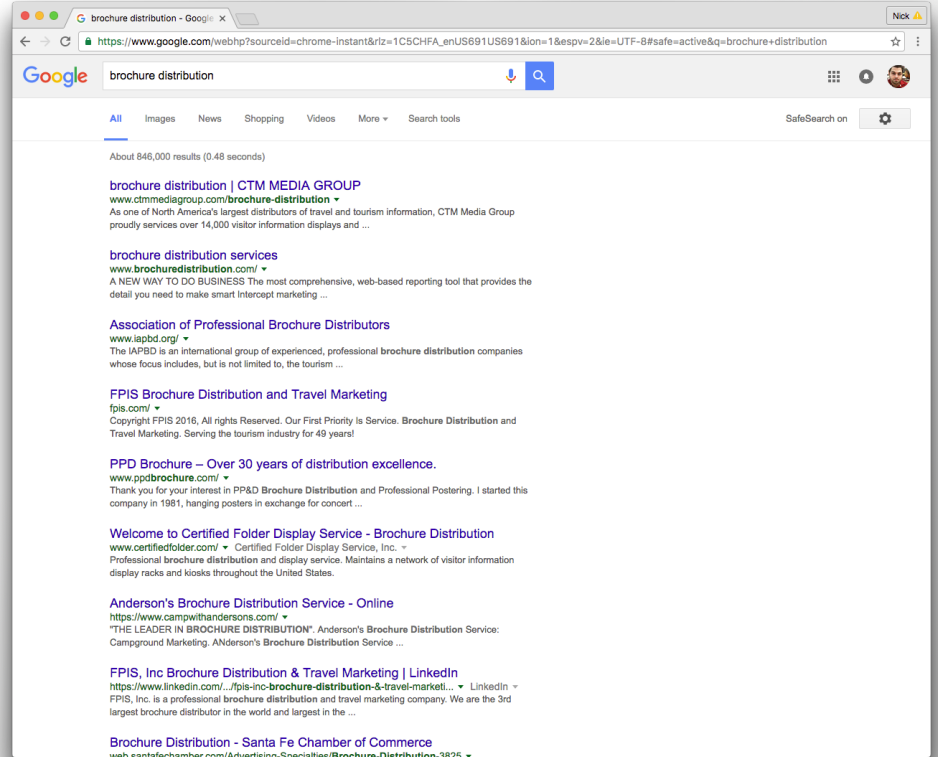
The background of the slide is a dark blue-grey color with a repeating pattern of small, light grey lightbulb icons. The lightbulbs are arranged in a grid-like fashion, with some appearing slightly more prominent than others.

# 846,000

returned results from Google

# “Brochure Distribution” is a **short keyword**.

This would be hard to rank for  
because it is a general term and  
very competitive.



What results would you get if you searched for  
“brochure distribution services?”

The screenshot shows a Google search for "brochure distribution services". The search results page displays several entries:

- brochure distribution services**  
www.brochuredistribution.com/ | A NEW WAY TO DO BUSINESS The most comprehensive, web-based reporting tool that provides the detail you need to make smart intercept marketing ...
- about us - brochure distribution services**  
www.brochuredistribution.com/aboutus.html | Brochure Distribution Services has earned the reputation of being the #1 ...
- contact us - brochure distribution services**  
www.brochuredistribution.com/contactus.html | Facsimile: 865.428.5606. For sales information, please feel free to contact Josh ...
- Association of Professional Brochure Distributors**  
www.apbd.org/ | The APBD is an international group of experienced, professional brochure distribution companies whose focus includes, but is not limited to, the tourism ...
- brochure distribution | CTM MEDIA GROUP**  
www.ctmmediagroup.com/brochure-distribution | As one of North America's largest distributors of travel and tourism information, CTM Media Group proudly services over 14,000 visitor information displays and ...
- Brochure Distribution Services | Facebook**  
www.facebook.com/Places/Sevierville,Tennessee/Marketing Consultant | 2572 Pittman Center Rd. Sevierville, TN 37876 ... Brochure Distribution Services, Sevierville, TN. 64 likes · 5 were here. Brochure Distribution Services.
- Anderson's Brochure Distribution Service - Online**  
https://www.campwithandersons.com/ | "THE LEADER IN BROCHURE DISTRIBUTION" Anderson's Brochure Distribution Service: Campground Marketing, Anderson's Brochure Distribution Service ...
- Brochure Distribution Services Archives | Carlsbad Chamber of ...**  
https://www.carlsbad.org/business-directory/businesses/brochure-distribution-services/ | Brochure Distribution Services. Sort By: Business Name | City | Zip 1. Sort By: Business Name | City | Zip 1 · Certified Folder Display Service, Inc.
- Toth Distribution Service, Inc. T/ATDS Brochure Distributors - HOME**  
www.tothdist.com/ | The answer is TDS Brochure Distributors. Founded in 1986 as Toth Distribution Service, Inc. TDS.

The local business listing for **Brochure Distribution Services** is located in Sevierville, TN. It includes the address (2572 Pittman Center Rd, Sevierville, TN 37876), phone number (865) 428-8735, and options to view photos, street view, and directions. The listing also features a "Reviews" section with a "Write a review" button and a "Send to your phone" option.



The background of the image is a dark blue-grey color with a repeating pattern of lightbulb icons. The icons are arranged in a grid and are a lighter shade of blue-grey than the background. The main text is centered on the page.

**741,000**

returned results from Google

“Brochure distribution services”  
is a bit longer, but could be  
more specific.

Promotions Express could probably rank  
for this keyword, but it may require some heavy lifting.

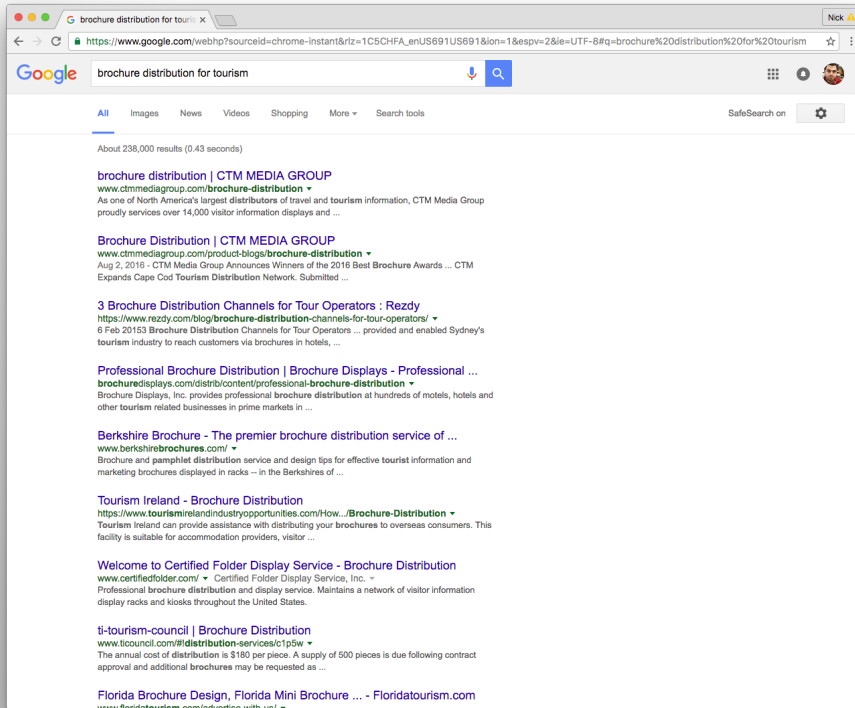
The screenshot shows a Google search for "brochure distribution services". The search results page displays several entries:

- brochure distribution services**  
A NEW WAY TO DO BUSINESS The most comprehensive, web-based reporting tool that provides the detail you need to make smart intercept marketing ...
- about us - brochure distribution services**  
www.brochuredistribution.com/aboutus.html  
Brochure Distribution Services has earned the reputation of being the #1 ...
- contact us - brochure distribution services**  
www.brochuredistribution.com/contactus.html  
Facsimile: 865.428.8066. For sales information, please feel free to contact Josh ...
- Association of Professional Brochure Distributors**  
www.apbd.org  
The APBD is an international group of experienced, professional brochure distribution companies whose focus includes, but is not limited to, the tourism ...
- brochure distribution | CTM MEDIA GROUP**  
www.ctmmediagroup.com/brochure-distribution  
As one of North America's largest distributors of travel and tourism information, CTM Media Group proudly services over 14,000 visitor information displays and ...
- Brochure Distribution Services | Facebook**  
www.facebook.com  
Places · Sevierville, Tennessee · Marketing Consultant  
2572 Pittman Center Rd. Sevierville, TN 37876 ... Brochure Distribution Services, Sevierville, TN. 64 likes · 5 were here. Brochure Distribution Services.
- Anderson's Brochure Distribution Service - Online**  
https://www.campwithandersons.com  
"THE LEADER IN BROCHURE DISTRIBUTION": Anderson's Brochure Distribution Service:  
Campground Marketing, Anderson's Brochure Distribution Service ...
- Brochure Distribution Services Archives | Carlsbad Chamber of ...**  
https://www.carlsbad.org/business-directory/businesses/brochure-distribution-services/  
Brochure Distribution Services. Sort By: Business Name | City | Zip 1. Sort By: Business Name | City 1. Zip 1. Certified Folder Display Service, Inc.
- Toth Distribution Service, Inc. T/ATDS Brochure Distributors - HOME**  
www.tothdist.com

The answer is TDS Brochure Distributors. Founded in 1966 as Toth Distribution Service, Inc. - TDS

https://www.google.com/search?q=brochure+distribution+services&safe=active&rlz=C5CHFA\_enUS691US691&ion=1&esprv=2&ie=UTF-8&safe=active&q=brochure+distribution+services

The right-hand side of the image shows a business profile for "Brochure Distribution Services" in Sevierville, TN. It includes the address (2572 Pittman Center Rd), phone number (865) 428-8735, and a map showing the location near "The Barn at Chestnut Springs".



What results would you get if  
you searched for  
“brochure distribution  
for tourism”

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

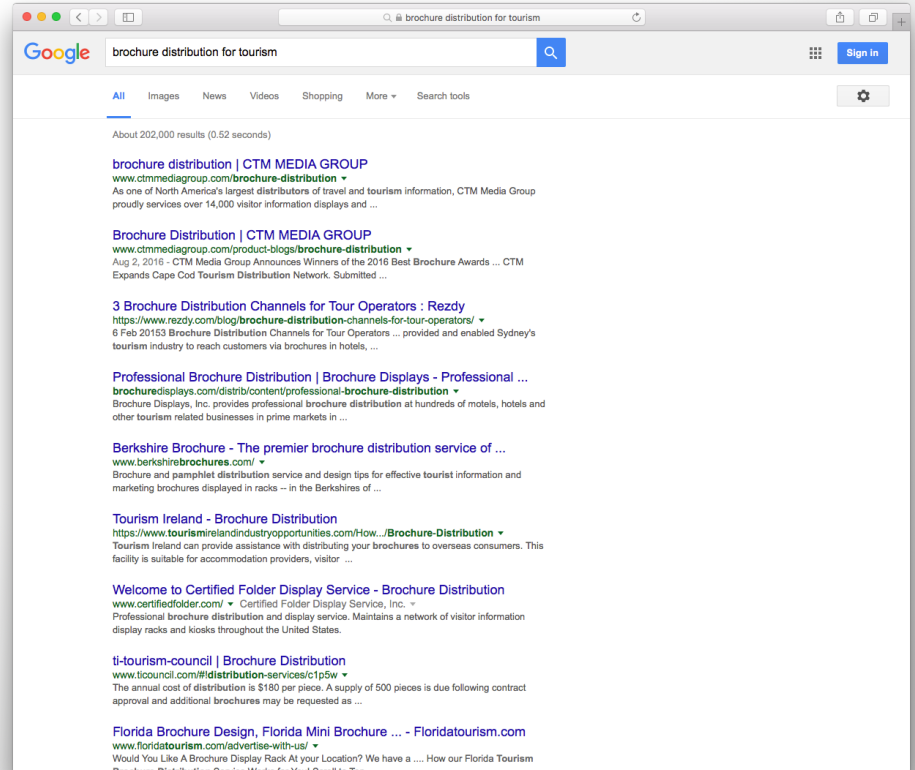
# 238,000

returned results from Google

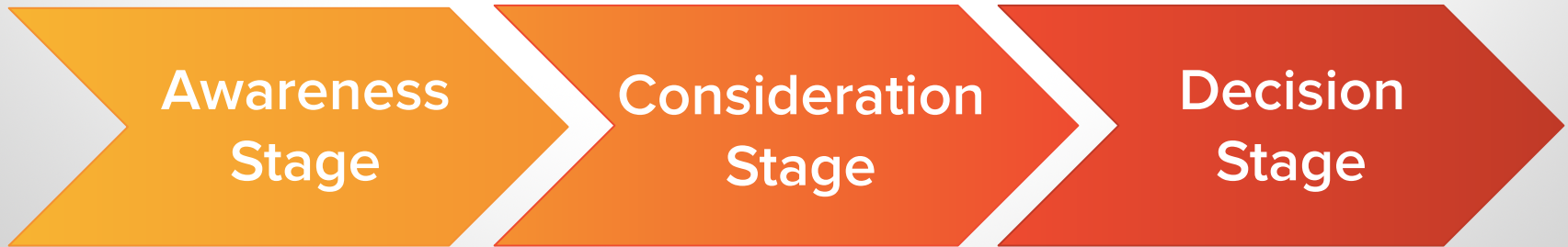
# “Brochure distribution for tourism”

is a great long-tail keyword.

Promotions Express could certainly rank for this keyword and drive highly-qualified traffic.



# KEYWORDS & THE BUYER'S JOURNEY



# KEYWORDS & THE BUYER'S JOURNEY



## Awareness Stage

- marketing for small regional tourism
- best ways to distribute brochures
- is my marketing strategy working?
- tourist trap marketing

# KEYWORDS & THE BUYER'S JOURNEY



## Consideration Stage

- should I outsource my distribution
- when to hire a brochure distributor
- can I afford a distribution provider
- what is the ROI of self-distribution

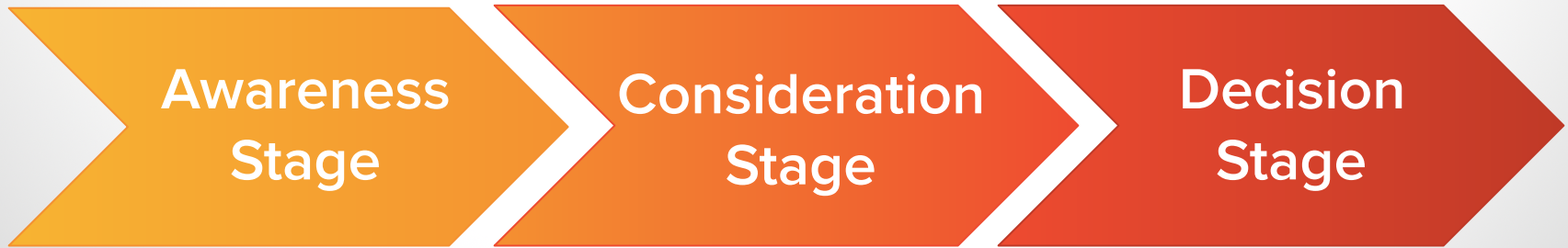


# KEYWORDS & THE BUYER'S JOURNEY



- Promotions Express Vs. CTM
- local print distributors in Massachusetts
- Promotions Express reviews
- best brochure distributors near me

# THE BUYER'S JOURNEY



Focus on identifying the symptoms and naming the problem.

Focus on all of the possible solution strategies to the named problem.

Focus on supportive information about which solution provider to work with and why.

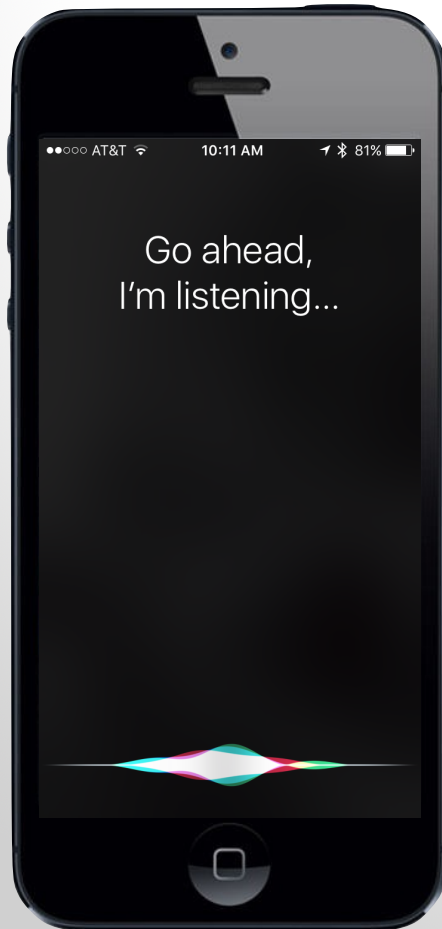


The more we can anticipate the language of our buyer persona, the more **qualified traffic** will visit our website.

# DEVELOPING LONG-TAIL KEYWORDS

**Total time:** 5 minutes

1. Review the work you did to identify challenges your buyer persona experiences along the buyer's journey (Page 10)
2. On your worksheet, brainstorm long-tail keywords that your buyer persona would use when searching for solutions to their challenges along the buyer's journey (Page 12)



# Food for Thought

- How is current technology shaping the way we search the web?



Develop content around each keyword to **demonstrate relevance** to your reader's query.



**LET'S TAKE A BREAK!**

(Come back in 10 minutes!)

A large, bold, orange number '6' is positioned on the left side of the image. The background is a dark blue-grey color with a repeating pattern of small, light grey lightbulb icons.

# DEVELOPING AN EFFECTIVE BLOG

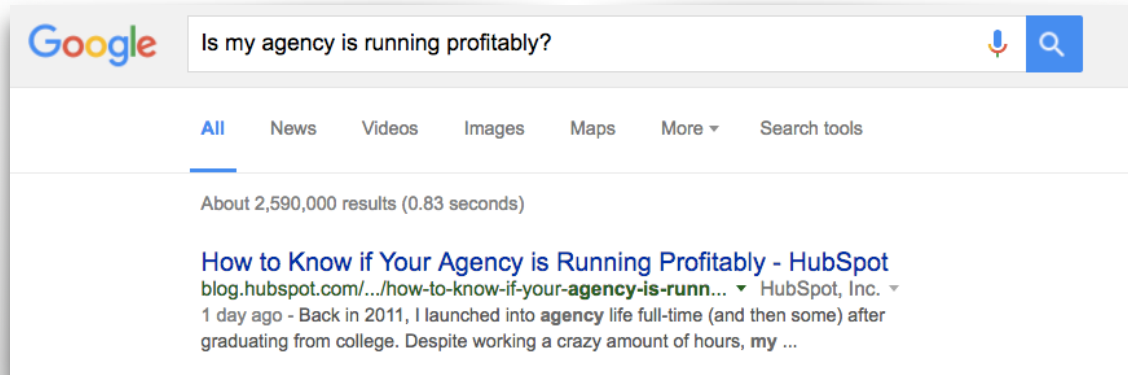


COMPANIES THAT BLOG EXPERIENCE  
**55% MORE VISITORS**  
THAN COMPANIES THAT DO NOT.

DEVELOPING AN EFFECTIVE BLOG

# WRITING AN EFFECTIVE BLOG POST

Blog posts can often provide the **answers** to searches.



Focus on writing  
**educational** content.

Help your reader accomplish their  
goals and overcome challenges.

September 2, 2016 // 8:30 AM

## 3 Effective Sales Closing Techniques for Modern Sales Reps

Written by [Brian Signorelli](#) | [@briansignorelli](#)



A lot of sales reps have room for improvement when it comes to asking for someone's business. For example, at the end of an exploration or sales process, I often hear sales reps say something like, "Well, what did you think? What are the next steps?"

This more often than not ends with the prospect saying something like, "It was great but I need to circle back with the team and see where we go from here." Then the chase begins.

But what if "the chase" didn't have to happen? Or what if it happened less often? What would you do with all that extra time?



PICK **ONE TOPIC TO**  
FOCUS ON PER POST.



**PUBLISH YOUR ARTICLES  
CONSISTENTLY.**

# BLOGGING BEST PRACTICES

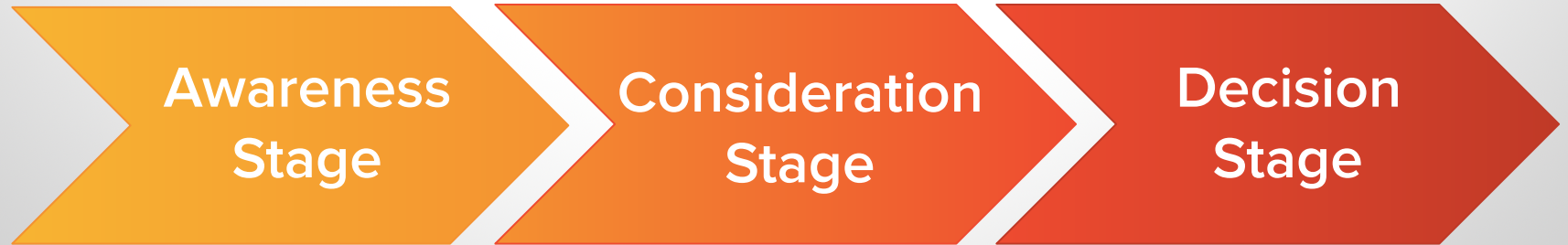
1. Choose your topic
2. Develop your blog title
3. Format your post & optimize for keywords
4. Select a content offer to pair with the post
5. Promote your work through email and social media

# BLOGGING BEST PRACTICES

1. Choose your topic
2. Develop your blog title
3. Format your post & optimize for keywords
4. Select a content offer to pair with the post
5. Promote your work through email and social media



Review your persona's buyer journey and choose a **long-tail keyword** to center your post around.



# CHOOSING YOUR BLOG TOPIC

**TOTAL TIME:** 2 minutes

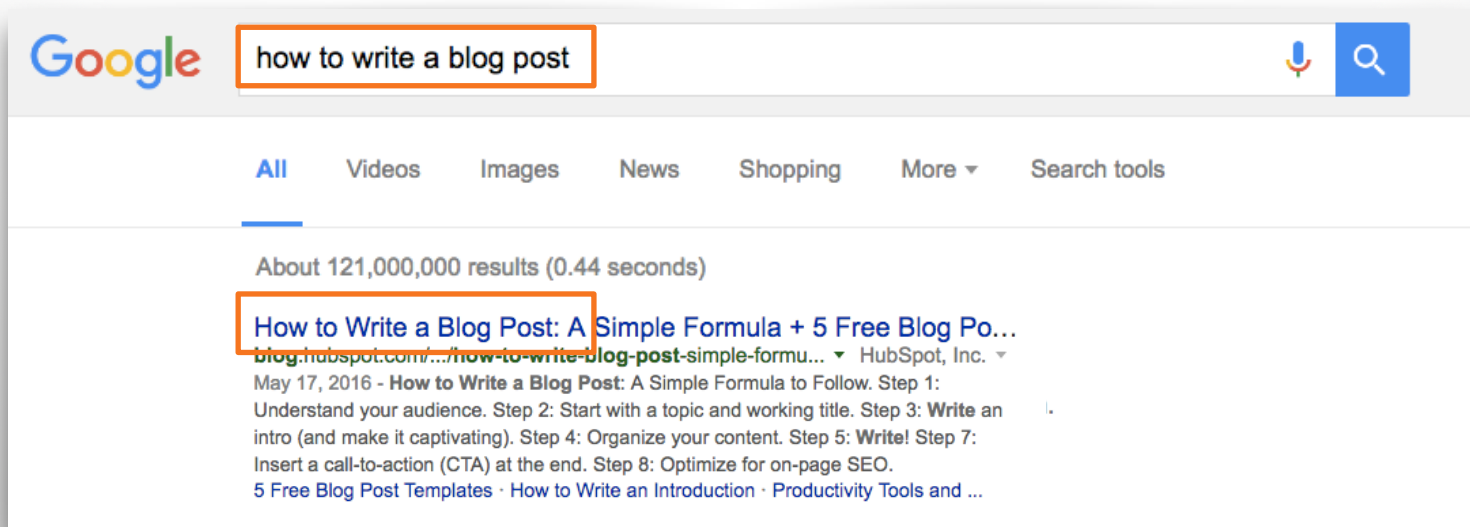
1. Review the challenges your Buyer Persona expresses along the buyer's journey. This will become your topic. (Page 10)
2. On your worksheet, fill in the questions provided to identify what challenge is being experienced, the keywords that would be searched, and the topic you have chosen to write about. (Page 13)

# BLOGGING BEST PRACTICES

1. Choose your topic
2. Develop your blog title
3. Format your post & optimize for keywords
4. Select a content offer to pair with the post
5. Promote your work through email and social media

# Make an impact in the first 60 characters

Google will cut you off after 50-60 characters.



May 17, 2016 // 8:00 AM

## How to Write a Blog Post: A Simple Formula + 5 Free Blog Post Templates

## 6 Negotiation Strategies Every Marketer Should Know

By [Amanda Zantal-Wiener](#)



There's a reason why we love TV courtroom dramas. Beyond the shocking objections and confessions, it seems like there's constant screentime for strong, powerful arguments.

As marketers, that last part is especially exciting. Whether we know it or not, we are unabashed nerds for all things negotiation -- and it's a skill that all of us should master.

That could be why we're drawn to a well-written, televised version of a compelling argument. We love seeing people making a case for what they believe in, and wish we ...

Effective titles  
**demonstrate the value** your reader  
will get from the  
information.

Match the reader's **experience level** with the topic you are writing about.

HubSpot ☰


Marketing | Sales

August 31, 2016 // 8:00 AM

**Data Visualization 101: How to Choose the Right Chart or Graph for Your Data**

Written by [Jami Oetting](#) | @jamioetting

SHARE [Twitter](#) [Facebook](#) [LinkedIn](#) [Email](#)

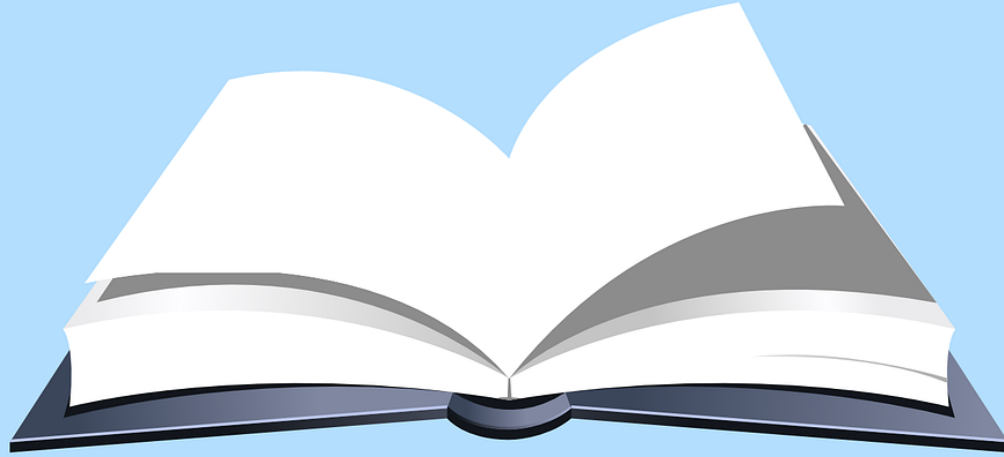


You and I sift through a lot of data for our jobs. Data about website performance, sales performance, product adoption, customer service, marketing campaign results ... the list goes on.

Take the time to  
**brainstorm more**  
**than one title.**



# BLOG TITLE WORKBOOK



*Caution: This may cause fun at work. Use at your own risk.*



# The List Post

Posts that explain why



10 **Efficient Brochure Distribution** Strategies That Really Work

3 Reasons To **Outsource Your Print Distribution** Today

# The **How-To Post**

Posts that explain a process, or how to do something



How To Know If You **Can Afford A Brochure Distributer**

How To Measure The **ROI Of A Distribution Provider**

# The Fun Post

Light hearted posts, meant to entertain your readers.



**Marketing For A Tourist Trap:** It's Not What You Think

**Brochures** Today, Tech Tomorrow - A Look Into The Next Decade

# BRAINSTORMING BLOG TITLES

**TOTAL TIME:** 10 minutes

1. Navigate to the Brainstorming Blog Titles worksheet in your workbook. (Page 15)
2. Using the guided questions, develop at least two working titles for a blog post that you will write in the future. (5 minutes)
3. Be prepared to share your favorite title with your TA. (5 minutes)

# BLOGGING BEST PRACTICES

1. Choose your topic
2. Develop your blog title
3. Format your post & optimize for keywords
4. Select a content offer to pair with the post
5. Promote your work through email and social media

## Trouble Building Rapport? You're Probably Making These 7 Mistakes

Written by [Aja Frost](#) | @ajavuu



Building rapport is an essential part of the sales process. It makes your interactions with prospects feel more human, helps put them at ease so they're willing to openly discuss their business challenges, and demonstrates that you're interested in them as a person.

But it's all too easy for rapport-building strategies to come across as sleazy or disingenuous. If your efforts to build rapport are falling flat, you could be making some of the seven mistakes below.

### 1) You're Not Doing Any Research

Thanks to social media, you can learn a ton about your prospects before you ever pick up the phone or send them an email. Check out your prospect's LinkedIn and Twitter profiles, along with any other social media profiles they may have. Not sure what you should be looking for? Here are some suggestions:

# FORMATTING YOUR BLOG POST

- Clear and impactful title
- Use of relevant images
- In-line hyperlinks
- Subheadings
- White space
- Bullet points or lists
- Optimize around a keyword

Clear and impactful title

# Data Visualization 101: How to Choose the Right Chart or Graph for Your Data

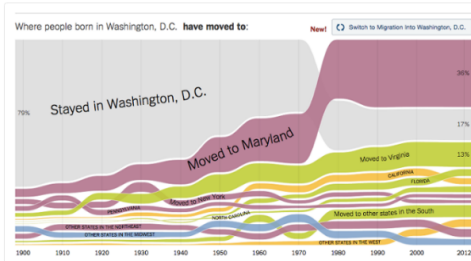
Written by Jami Oetting | @jamiotetting



More importantly, how can you make reporting more efficient when you're busy working on multiple projects at once?

[Download our free guide here for complete data visualization guidelines and tips.](#)

Consider this chart from [The New York Times' project](#) on where people born in a state move to. It visualizes a large amount of data accumulated during more than 100 years. Yet, it is easy to understand, and it clearly highlights interesting trends.



## 5 Questions to Ask When Deciding Which Chart to Use

### 1) Do you want to compare values?

Charts are perfect for comparing one or many value sets, and they can easily show the low and high values in the data sets. To create a comparison chart, use these types of graphs:

- Column
- Bar
- Circular Area
- Line
- Scatter Plot
- Bullet

Use of relevant images

In-line hyper links

Subheaders

White Space

Bullet Point or Lists

**Include images** that relate to the topic.

Maximize your reach by including pictures from your social media presence and link to that social profile.

## How to 'Un-Stock' Your Photography: 8 Examples That'll Change the Way You Choose Photos

Written by [Brada Barassi](#) | @EyeEm



With [46% of marketers](#) reporting that photography is critical to their current marketing and storytelling strategies, it should come as no surprise that quality photos are in high demand.

Trouble is, most commercially available photos on the internet were taken to visualize broad overall concepts rather than concrete messages. That means they can be used in all sorts of campaigns ... but also end up looking generic.



*Pro tip: not sure where to start? Download the [HubSpot CRM](#). It's free and offers unlimited super easy to use.*

### 3. Work in Contexts.

Most of us go about our days jumping from task to task. We make some calls in the morning, check emails after that, we go to some meetings, do more calls and then back to emails. All this makes us feel productive but in reality it slows us down.

**Working in contexts** is a better way to work. A context is state of working or a type of task like "emails" or "meetings." When we jump around between tasks it takes our brain some time to switch between them and we lose focus. This makes us less efficient.

Instead, try batching all of your sales calls together and do them all at once. Try block scheduling to knock out large batches of emails. Work on all your proposals in one large block. Try batching all contexts together and knocking out all of your tasks within each context and be more focused on each task.

*Pro tip: check out the book "[Getting Things Done](#)" by David Allen. It goes into great detail on productivity and a lot more.*

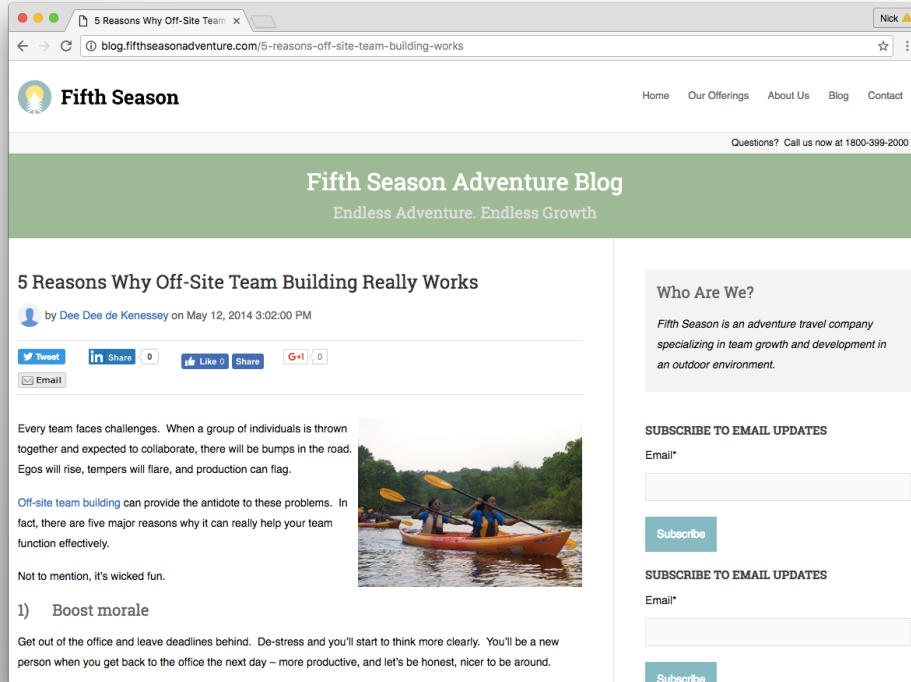
While there are many tools and methods for improving your sales productivity, we've found that if you're good at these three general areas, your sales productivity will dramatically improve for your company but also against your competition.

Have some sales productivity tips of your own? Share them below!

Include **relevant links** within your post.

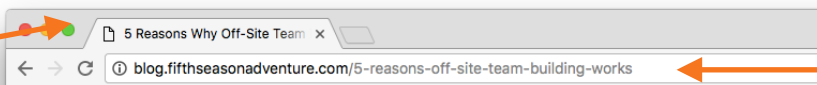
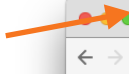
Link both internally and externally.

# OPTIMIZE THE POST AROUND A LONG-TAIL KEYWORD



- Page Title/Title Tag
- Post Title
- URL
- Alt-Text on Images
- Headings
- Naturally in the body

Page Title



URL



Post Title



**5 Reasons Why Off-Site Team Building Really Works**

by Dee Dee de Kenessey on May 12, 2014 3:02:00 PM



Every team faces challenges. When a group of individuals is thrown together and expected to collaborate, there will be bumps in the road. Egos will rise, tempers will flare, and production can flag.

[Off-site team building](#) can provide the antidote to these problems. In fact, there are five major reasons why it can really help your team function effectively.

Not to mention, it's wicked fun.

1) Off-site travel boosts team morale

Get out of the office and leave deadlines behind. De-stress and you'll start to think more clearly. You'll be a new person when you get back to the office the next day – more productive, and let's be honest, nicer to be around.

Naturally in the body



Image Alt-Text



Headings



# FIVE-MINUTE EDITS

**TOTAL TIME:** 15 minutes

1. Work with the person to your right - make a group of 3 when needed.
2. Navigate to your Five-Minute Edits worksheet in your workbook. (Page 17)
3. You will see two short blog posts that are printed in your workbook. (Pages 18 - 24)
4. Use the Blogging Best Practices Key (Page 17) to mark anything you see that they did well and what they could improve.
5. Give each post 5 minutes of attention. The slides will change automatically and a bell will sound. (5 min each, 10 min total)
6. Be prepared to discuss your findings with your TA and table. (5 minutes)

## BLOG

SpinWeb is an Indianapolis-based digital agency, specializing in enterprise **website design** & **digital marketing**

Subscribe to Our Blog

SUBSCRIBE

### The Top 3 Secrets to Sales Productivity

Posted by **Michael Reynolds** on Sep 2, 2015 9:30:00 AM



Find me on: [f](#) [in](#) [t](#) [g+](#)

[Tweet](#) [Share](#) 28 | [Like](#) 1 [Share](#) [G+](#) 0

We've recently been talking a lot about sales productivity here at SpinWeb. We're

SEARCH

#### TOPICS

website	(146)
marketing	(119)
inbound marketing	(118)
social media	(99)
SpinRadio	(72)

[See All Topics](#)

May 5, 2007 // 7:33 AM

# Shortest Tutorial Ever on SEO (Search Engine Optimization)

Written by [Mike Volpe](#) | @mvolpe

I've gotten a few questions from a number of companies recently that basically ask "**What is the shortest thing I can read that will help me get started on search engine optimization?**". Here is my response for how to optimize one page of your website very quickly. Repeat for other pages as desired. I have also included links to a bunch of other materials after the article if you want to learn more.

**1) Find keywords.** Pick a list of words relevant to your business. Think about which words are most likely to get people to do what you want them to do (convert into leads) and focus on those words. Then pick one word (or phrase) to use on one page of your site. For more detailed info, read: [Detailed Internet Marketing Keyword Tips](#) or [4 Helpful Tools for Identifying the Right Keywords](#).

**2) Put keywords in the page title.** The page title is one of the most important things that Google and other search engines evaluate to determine what is on a web page. Put your keyword or phrase in the title, keep it short. For more detailed info, read [Why a Web Page By Any Other Title Would Not Rank As Well](#).

SHARE

 Tweet

194

 Share

7

 Share





It's not always easy to make something that's **easy to read**.

# BLOGGING BEST PRACTICES

1. Choose your topic
2. Develop your blog title
3. Format your post & optimize for keywords
4. Select a content offer to pair with the post
5. Promote your work through email and social media



So know this:

- With job offers, for example, [90% of employers have never, ever reneged because someone tried to negotiate.](#)
- And [80% of students and grads](#) – the newbies! – are at least somewhat successful [when they negotiate.](#)

I said it before, and I'll say it again: Negotiating is kind of scary. But even if the worst case scenario actually plays out, by following these steps, you'll be covered with a backup plan.

*You've got this. And we're always here to help as much as we can. Do you have a negotiation question, or story? Share it in the comments.*



A blue banner for a free eBook. On the left, there is a graphic with the text "101 Marketing Ideas to Generate More Business This Fall" and various business-related icons. To the right of the graphic, the text reads "FREE EBOOK | 101 MARKETING IDEAS TO GENERATE MORE BUSINESS". At the bottom right of the banner is a white button with the text "DOWNLOAD NOW >".

Topics: [Business](#) [Management](#) [Leadership](#) [Professional Development](#)

Choose a relevant **content offer** to position in the post.

This begins the lead conversion process.

September 1, 2016 // 8:00 AM

## How to Link Instagram to Your Facebook Page in 6 Simple Steps

Written by [Andrew M. Smith](#) | [@andrewsmith1443](#)



Visual content garners a huge amount of engagement on social media. There's a reason why [71% of online marketers use visual assets in their social media marketing](#): People respond to it.

[shared on social media](#) than other types of content.

When have you linked your social accounts for business? Share it with us in the comments.

*TSL Marketing is a HubSpot platinum partner. Download their free guide to B2B social media [here](#).*

*Editor's Note: This post was originally published in December 2015 and has been updated for accuracy and comprehensiveness.*

A promotional banner with an orange background. On the left, a tablet displays a guide titled 'How to Use Instagram for Business'. To the right of the tablet, the text 'FREE GUIDE' is followed by a vertical line and the title 'HOW TO USE INSTAGRAM FOR BUSINESS'. At the bottom right, there is a white button with the text 'DOWNLOAD NOW >'.

FREE GUIDE |

HOW TO USE INSTAGRAM FOR BUSINESS

DOWNLOAD NOW >

A good content offer **empowers the reader** to further resolve their challenge or meet their goal.

# BLOGGING BEST PRACTICES

1. Choose your topic
2. Develop your blog title
3. Format your post & optimize for keywords
4. Select a content offer to pair with the post
5. Promote your work through email and social media

From: **Grammarly Blog** info@send.grammarly.com  
Subject: **Compliment vs. Complement: Which Is Which?**  
Date:  
To:

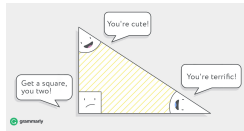
GB



September 3, 2016 · [Visit My Editor](#) →

*"One must maintain a little bit of summer,  
even in the middle of winter."*

Henry David Thoreau



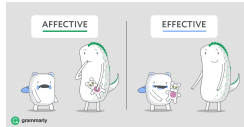
SPELLING

[Compliment vs.  
Complement](#)



WRITING

[Marvelous, Stupendous  
Synonyms Inside](#)



SPELLING

[And You Thought Affect vs.  
Effect Was Tough...](#)

# Promote posts **via email.**

Send relevant content, include posts in newsletters and create a blog digest email for your subscribers.

January 12, 2016 // 8:00 AM

## The Ultimate Cheat Sheet of Photo & Image Sizes on Facebook, Twitter, LinkedIn & Other Social Networks [Infographic]

Written by [Lindsay Kolowich](#) | @lkolo25



SHARE

Tweet

5.1K

Share

2,995

Share



When you're designing cover photos, graphics, knowing the bare bones image dimensions isn't

What if you wanted to place text or an arrow on getting covered by the profile photo? And what Facebook or in-stream photos on Twitter ... how



HubSpot @HubSpot

The Ultimate Cheat Sheet of Image Sizes on Facebook, Twitter, LinkedIn & More [Infographic] [hubs.ly/H04c8Ms0](https://hubs.ly/H04c8Ms0)

1d



30

42

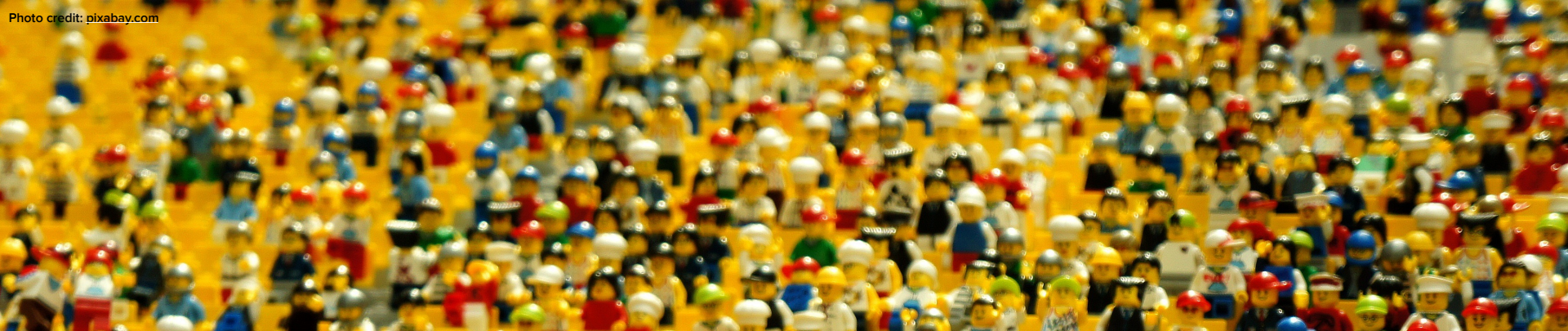
Share posts on  
**social media.**

Promote them when you publish them and include social sharing buttons at the top of the posts.

**7**

# ADDING A STRUCTURE TO SOCIAL MEDIA

WHY IS **SOCIAL MEDIA** SO IMPORTANT  
TO INBOUND MARKETING?



YOUR AUDIENCE IS ON **SOCIAL MEDIA.**





# SOCIAL MEDIA BY THE NUMBERS



There are over **3.26 Billion** active monthly users across the top 7 social networks.

Facebook receives **1.5 Billion** Monthly Users

# SOCIAL MEDIA BEST PRACTICES

1. Research your audience
2. Create a style guide
3. Publish a balanced set of content
4. Analyze your results
5. Commit to a publishing calendar


# SOCIAL MEDIA BEST PRACTICES

1. Research your audience
2. Create a style guide
3. Publish a balanced set of content
4. Analyze your results
5. Commit to a publishing calendar

Search: hubspot

TOP TWEET

**HubSpot** @HubSpot 1d  
 Brush up on the basics. Here's everything you need for a killer digital marketing strategy: [hubs.ly/H04c45C0](https://hubs.ly/H04c45C0)




Retweets: 72, Likes: 89

ACCOUNTS [View All](#)

**HubSpot** @HubSpot

**Nick at HubSpot** @ahubspotter

**Ray DelVecchio** @raydelvec 2h  
 15 Examples of Great Mobile Website Design via @hubspot @rsprung #Mobile #WebDesign [buff.ly/2bR9zxl](https://buff.ly/2bR9zxl)



Retweets: 5, Likes: 5

**Sam Hurley** >>>>>>>>>> @Sam\_\_Hurley 3h  
 Discover The "Make My Persona" Tool From @HubSpot [buff.ly/20KNcdi](https://buff.ly/20KNcdi)

Retweets: 11, Likes: 12

Search: #inbound2016


**Madison Marketing** @MadisonMktg 22h  
 Six of us are attending #inbound2016 @icarolemahoney.

**richard coen** @richardcoen 1d  
 How Search Marketing Is Turning Content Marketing On It's Head [forbes.com/sites/sujanpat...](https://forbes.com/sites/sujanpat...) It's all inbound #seo #inbound2016

Retweets: 3, Likes: 3


**INBOUND** @INBOUND 1d  
 @HubSpotAcademy #INBOUND2016 #INBOUND16 ;)

**Rebekah Radice** @RebekahRadice 2d  
 Your Weekly #inbound2016 Guide: Speakers and Sponsors Worth Checking Out [bit.ly/2bWol4M](https://bit.ly/2bWol4M)

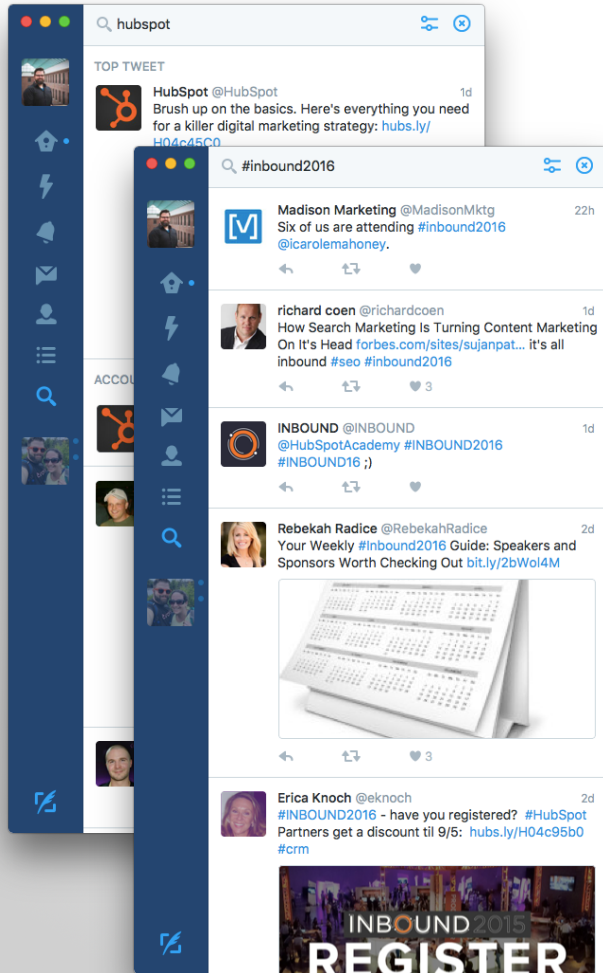


Retweets: 3, Likes: 3

**Erica Knoch** @eknoch 2d  
 #INBOUND2016 - have you registered? #HubSpot Partners get a discount til 9/5: [hubs.ly/H04c95b0](https://hubs.ly/H04c95b0) #crm



**Social Monitoring** gives us an idea of what to say, when to say it, and to whom we are speaking.



# MONITORING SOCIAL MEDIA

- Pain Points
- Challenges
- Competitors
- Industry Trends
- Relevant Hashtags
- Make lists and groups

# SOCIAL MEDIA BEST PRACTICES

1. Research your audience
2. Create a style guide
3. Publish a balanced set of content
4. Analyze your results
5. Commit to a publishing calendar

A social media style guide keeps your messaging **consistent**.



- Tone & Style
- Common words to avoid
- Image Sizes & Format
- Industry Trends
- Examples of good/bad posts

# SOCIAL MEDIA BEST PRACTICES

1. Research your audience
2. Create a style guide
3. Publish a balanced set of content
4. Analyze your results
5. Commit to a publishing calendar



**Customize your content** for each of the social media outlets.

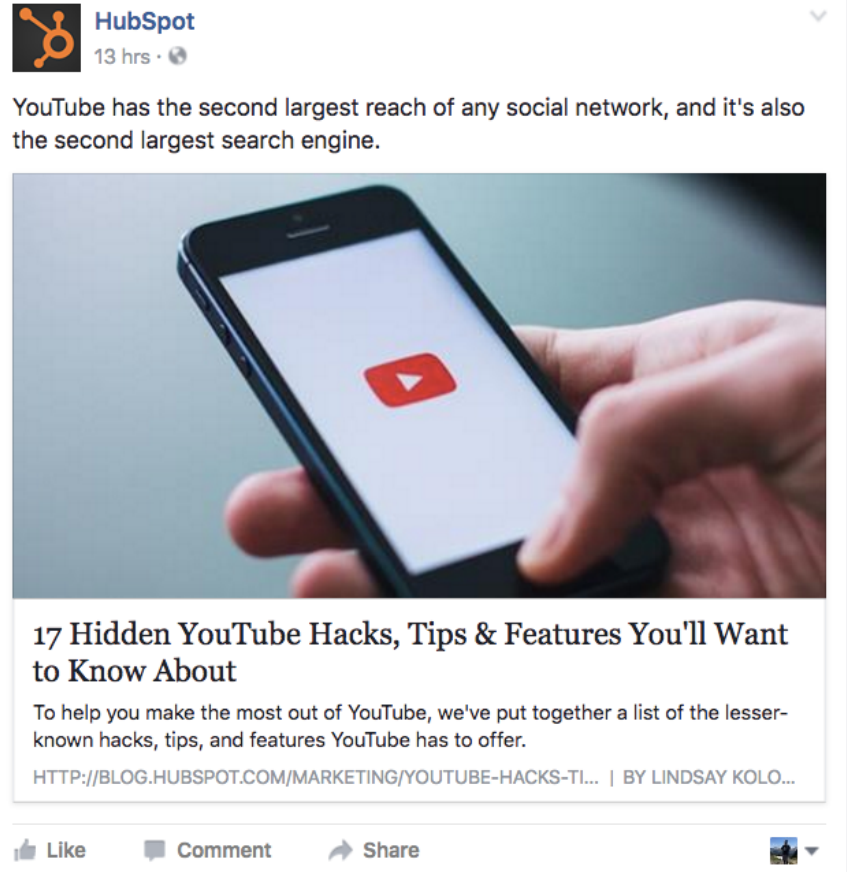


Twitter



Facebook

Demonstrate **value** to the reader to peak their interest.

A screenshot of a social media post from HubSpot. The post features the HubSpot logo and name, a timestamp of '13 hrs', and a text-based introduction. Below the text is a photograph of a hand holding a smartphone with the YouTube logo on the screen. The main title of the article is '17 Hidden YouTube Hacks, Tips & Features You'll Want to Know About', followed by a short introductory paragraph and a URL. At the bottom, there are icons for 'Like', 'Comment', and 'Share', along with a small profile picture icon.

**HubSpot**  
13 hrs · 🌐

YouTube has the second largest reach of any social network, and it's also the second largest search engine.



**17 Hidden YouTube Hacks, Tips & Features You'll Want to Know About**

To help you make the most out of YouTube, we've put together a list of the lesser-known hacks, tips, and features YouTube has to offer.

[HTTP://BLOG.HUBSPOT.COM/MARKETING/YOUTUBE-HACKS-TI...](http://blog.hubspot.com/marketing/youtube-hacks-ti...) | BY LINDSAY KOLO...

👍 Like    💬 Comment    ➦ Share




HubSpot @HubSpot

1d

How to Optimize Your Content for Google's  
Featured Snippet Box [hubs.ly/H049-K10](https://hubs.ly/H049-K10) #SEO

**Directions**

1. In a large bowl, dissolve yeast in warm water. Add the sugar, salt, oil and 3 cups flour. ...
2. Turn onto a floured surface; knead until smooth and elastic, about 8-10 minutes. ...
3. Punch dough down. ...
4. Bake at 375° for 30-35 minutes or until golden brown and bread sounds hollow when tapped.



[Basic Homemade Bread Recipe | Taste of Home](https://www.tasteofhome.com/recipes/basic-homemade-bread)  
[www.tasteofhome.com/recipes/basic-homemade-bread](https://www.tasteofhome.com/recipes/basic-homemade-bread) Taste of Home

Feedback

[How To Make Bread \(without a bread machine\) - Instructables](https://www.instructables.com/How-To-Make-Bread-without-a-bread-machine/)  
[www.instructables.com/How-To-Make-Bread-without-a-bread-machine/](https://www.instructables.com/How-To-Make-Bread-without-a-bread-machine/) Instructables



↻ 86

♥ 65

Talk about what's happening in your **industry**, not just what's happening with your company.

Find the right **balance** between sharing for others and sharing about yourself.

#sharingiscaring



The

# TEN | FOUR | ONE

Guideline

## For every 15 posts to social media:

- TEN** Industry related news and social sharing
- FOUR** Non-promotional company related posts
- ONE** Promotional post with a linked offer

Become a **resource** that  
people want to follow.



# DRAFTING SOCIAL MESSAGES

**TOTAL TIME:** 5 minutes

1. Navigate to your Drafting Social Messages worksheet in your workbook (Page 26).
2. Brainstorm a post for Twitter and a post for Facebook which promotes the blog article you chose from the blog title brainstorm. (Page 15)
3. Write two variations of each social post. You will have four posts total.



# SOCIAL MEDIA BEST PRACTICES

1. Research your audience
2. Create a style guide
3. Publish a balanced set of content
4. Analyze your results
5. Commit to a publishing calendar

HOW DO I **MEASURE** MY SOCIAL  
MEDIA EFFORTS?

# Calculating **return on investment**.

How valuable was your time and what does the data tell us?

CONTENT  
CONSUMPTION

SOCIAL  
SHARING

LEAD  
GENERATION

REVENUE

# Calculating **return on investment**.

How valuable was your time and what does the data tell us?

**CONTENT  
CONSUMPTION**

**SOCIAL  
SHARING**

**LEAD  
GENERATION**

**REVENUE**

- How many people interacted with this content?
- What types of content are being interacted with?

# Calculating **return on investment**.

How valuable was your time and what does the data tell us?

## CONTENT CONSUMPTION

- How many people interacted with this content?
- What types of content are being interacted with?

## SOCIAL SHARING

- How many people shared this content?
- What types of posts receive the most shares?

## LEAD GENERATION

## REVENUE

# Calculating **return on investment.**

How valuable was your time and what does the data tell us?

## CONTENT CONSUMPTION

- How many people interacted with this content?
- What types of content are being interacted with?

## SOCIAL SHARING

- How many people shared this content?
- What types of posts receive the most shares?

## LEAD GENERATION

- Did this content convert any leads?
- What kind of posts are supporting the lead conversion process?

## REVENUE

# Calculating **return on investment**.

How valuable was your time and what does the data tell us?

## CONTENT CONSUMPTION

- How many people interacted with this content?
- What types of content are being interacted with?

## SOCIAL SHARING

- How many people shared this content?
- What types of posts receive the most shares?

## LEAD GENERATION

- Did this content convert any leads?
- What kind of posts are supporting the lead conversion process?

## REVENUE

- Did this content help to close any customers?
- What kinds of posts are most valuable to your brand?

An open calendar is shown from a top-down perspective, slightly angled. The pages are white with a grid layout for days of the month. The numbers 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, and 29 are visible in red. A semi-transparent dark grey horizontal band is overlaid across the center of the calendar, containing white and orange text.

Check at least **once a week.**

Use your results to plan your marketing in the weeks ahead.



# SOCIAL MEDIA BEST PRACTICES

1. Research your audience
2. Create a style guide
3. Publish a balanced set of content
4. Analyze your results
5. Commit to a publishing calendar

**Posting frequency** for the major social networks.



3 POSTS PER DAY



1 POST PER DAY



5 POSTS PER DAY\*



5+ POSTS PER DAY\*\*



2-5 POSTS PER DAY



1 POST EVERY FEW DAYS

# Commit to a publishing calendar.

Acting with intention will provide a larger return on your effort.

Social Publishing Calendar | SEPTEMBER 2016 | Example Company - Where examples are made!

Item Number	Publish Date	Publish Time	Copy	Social Network	Link	Creative
WEEK OF SEPTEMBER 1						
Friday	9/1/16	10:00AM	Lorem ipsum dolor sit amet, consectetur adipiscing elit. In ac erat laoreet, feugiat lacus id, finibus velit. Etiam mattis sapien est, ac porta mi ullamcorper ut.	TWITTER	<a href="http://inbound.helpscoutdocs.com/category/86-about-inbound">http://inbound.helpscoutdocs.com/category/86-about-inbound</a>	<a href="https://hubspot.box.com/s/3oz805hmgdylsywpz8h948egpnuw3a">https://hubspot.box.com/s/3oz805hmgdylsywpz8h948egpnuw3a</a>
Saturday	9/2/16	11:00AM	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas feugiat.	FACEBOOK	<a href="http://inbound.helpscoutdocs.com/category/86-about-inbound">http://inbound.helpscoutdocs.com/category/86-about-inbound</a>	<a href="https://hubspot.box.com/s/3oz805hmgdylsywpz8h948egpnuw3a">https://hubspot.box.com/s/3oz805hmgdylsywpz8h948egpnuw3a</a>
Sunday	9/3/16	12:00PM	Lorem ipsum dolor sit amet, consectetur adipiscing elit. In ac erat laoreet, feugiat lacus id, finibus velit. Etiam mattis sapien est, ac porta mi ullamcorper ut.	GOOGLE +	<a href="http://inbound.helpscoutdocs.com/category/86-about-inbound">http://inbound.helpscoutdocs.com/category/86-about-inbound</a>	<a href="https://hubspot.box.com/s/3oz805hmgdylsywpz8h948egpnuw3a">https://hubspot.box.com/s/3oz805hmgdylsywpz8h948egpnuw3a</a>
Monday	9/4/16	10:00AM	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas feugiat.	INSTAGRAM	<a href="http://inbound.helpscoutdocs.com/category/86-about-inbound">http://inbound.helpscoutdocs.com/category/86-about-inbound</a>	<a href="https://hubspot.box.com/s/3oz805hmgdylsywpz8h948egpnuw3a">https://hubspot.box.com/s/3oz805hmgdylsywpz8h948egpnuw3a</a>
Monday	9/4/16	11:00AM	Lorem ipsum dolor sit amet, consectetur adipiscing elit.	TWITTER	<a href="http://inbound.helpscoutdocs.com/category/86-about-inbound">http://inbound.helpscoutdocs.com/category/86-about-inbound</a>	<a href="https://hubspot.box.com/s/3oz805hmgdylsywpz8h948egpnuw3a">https://hubspot.box.com/s/3oz805hmgdylsywpz8h948egpnuw3a</a>
Tuesday	9/6/16	12:00PM	Lorem ipsum dolor sit amet, consectetur adipiscing elit. In ac erat laoreet, feugiat lacus id, finibus velit. Etiam mattis sapien est, ac porta mi ullamcorper ut.	PINTEREST	<a href="http://inbound.helpscoutdocs.com/category/86-about-inbound">http://inbound.helpscoutdocs.com/category/86-about-inbound</a>	<a href="https://hubspot.box.com/s/3oz805hmgdylsywpz8h948egpnuw3a">https://hubspot.box.com/s/3oz805hmgdylsywpz8h948egpnuw3a</a>
Tuesday	9/6/16	10:00AM	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin sodales viverra mollis. Aenean ac mattis.	FACEBOOK	<a href="http://inbound.helpscoutdocs.com/category/86-about-inbound">http://inbound.helpscoutdocs.com/category/86-about-inbound</a>	<a href="https://hubspot.box.com/s/3oz805hmgdylsywpz8h948egpnuw3a">https://hubspot.box.com/s/3oz805hmgdylsywpz8h948egpnuw3a</a>
Wednesday	9/8/16	11:00AM	Lorem ipsum dolor sit amet, consectetur adipiscing elit.	TWITTER	<a href="http://inbound.helpscoutdocs.com/category/86-about-inbound">http://inbound.helpscoutdocs.com/category/86-about-inbound</a>	<a href="https://hubspot.box.com/s/3oz805hmgdylsywpz8h948egpnuw3a">https://hubspot.box.com/s/3oz805hmgdylsywpz8h948egpnuw3a</a>
Thursday	9/9/16	12:00PM	Lorem ipsum dolor sit amet, consectetur adipiscing elit. In ac erat laoreet, feugiat lacus id, finibus velit. Etiam mattis sapien est, ac porta mi ullamcorper ut.	LINKEDIN	<a href="http://inbound.helpscoutdocs.com/category/86-about-inbound">http://inbound.helpscoutdocs.com/category/86-about-inbound</a>	<a href="https://hubspot.box.com/s/3oz805hmgdylsywpz8h948egpnuw3a">https://hubspot.box.com/s/3oz805hmgdylsywpz8h948egpnuw3a</a>
Thursday	9/9/16	1:00PM	In ac erat laoreet, feugiat lacus id, finibus velit. Etiam mattis sapien est, ac porta mi ullamcorper ut.	PINTEREST	<a href="http://inbound.helpscoutdocs.com/category/86-about-inbound">http://inbound.helpscoutdocs.com/category/86-about-inbound</a>	<a href="https://hubspot.box.com/s/3oz805hmgdylsywpz8h948egpnuw3a">https://hubspot.box.com/s/3oz805hmgdylsywpz8h948egpnuw3a</a>
Saturday	9/11/16	2:00PM	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin sodales viverra mollis. Aenean ac mattis.	TWITTER	<a href="http://inbound.helpscoutdocs.com/category/86-about-inbound">http://inbound.helpscoutdocs.com/category/86-about-inbound</a>	<a href="https://hubspot.box.com/s/3oz805hmgdylsywpz8h948egpnuw3a">https://hubspot.box.com/s/3oz805hmgdylsywpz8h948egpnuw3a</a>



Analysis is in our DNA, it is in **everything** we do.

The image features a dark blue background with a repeating pattern of lightbulb icons. The lightbulbs are arranged in a grid and are rendered in a lighter shade of blue. The word "REFLECTION" is centered in the middle of the image in a white, sans-serif font.

REFLECTION

# START, STOP, & CONTINUE

**TOTAL TIME:** 10 minutes

1. In your workbooks, navigate to the Start, Stop, and Continue worksheet (Page 29)
2. Review the list of Attract Actions (Page 3) and make any notes about what you would like to start, stop, and continue doing to attract more visitors to your website. Use your Attract worksheet from the beginning of the day. (5 min.)
3. At your tables, share what you will do differently upon returning to the office. (5min.)

What's **next?**

The background is a dark blue-grey color with a repeating pattern of lightbulb icons in a lighter shade of the same color. The icons are arranged in a grid-like fashion, with some appearing slightly larger or more prominent than others.

# THANK YOU.

Find Nick online!

Twitter: @aHubSpotter

Instagram: @Cachetronaut