SELLING DIGITALLY

The Essential Guide for
MARKETERS in MANUFACTURING

A comprehensive guide to digital marketing with real ROI.

SyncShow

Online Sales & Lead Generation

ABOUT THE AUTHOR
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As a marketer for over 20 years, I have witnessed the rise and fall of many marketing tools and strategies. Never have I seen a marketing system, like inbound marketing, that allows you to truly track and measure your return on investment as easily and completely. Marketing has changed and is continuously changing. Today, it's all about content and being relevant online. It's about engagement, data, reach, and clout.

Like anything good, inbound marketing takes time, effort, and a little budget to see real results. The chapters in this book were written to help you with what I believe to be some of the most important building blocks for inbound marketing. If you are new to generating leads on the Internet, this book will help you to establish a foundation for success. If you need help along the way, please feel free to contact SyncShow and we will be happy to assist.

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PREFACE

Design Can Make Significant Differences In Your Return on Investment.

Attention Manufacturers! So, you are thinking about how to drive more leads from the Internet? Whether you are a novice or seasoned marketing professional, it does not matter. What does matter are the decisions you make during the strategy process. Your decisions can mean the difference between your digital marketing becoming a true workhorse or a large waste of time.

Today, buyers complete the majority of their research on the Internet. This research is often very thorough and detailed. For this reason, buyers often don't contact companies until much later in the buying process. Years ago, a buyer would call and get information about your product or service early in the sales cycle. This was great for sellers as they could nurture the buyer along the way. Today, buyers contact sellers near the end of the sales cycle, when their minds are almost made up. If you are not providing great information about your products or services online, you may not be included in the decision making process.

Start thinking about a digital communication strategy.

While a website may be the hub of your communication plan, it is just one piece of many properties required for real results. In fact, you may find that you do not even need a new website but a better tool for communicating a specific message to a specific target audience.

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Definitions

Throughout this ebook we have made every effort to keep industry terms to a minimum. However, sometimes it is necessary to use them. Provided below are our definitions of these terms.

Inbound Marketing / Content Marketing / Digital Marketing

These are terms used to describe the marketing activities that relate to leveraging digital content creation, publishing and promoting it with social media, blogging, and e-mail communications.

Landing Page

A landing page is any page on your website that you intentionally drive traffic to. Landing pages are often designed to have one specific function and that function is usually to get a visitor to complete an action such as downloading valuable content in exchange for contact information.

Content Funnel

A content funnel is a framework for a content driven campaign in which we pull visitors through your content and generate leads.

Search Engine Optimization

The process by which you optimize your content and technologies to be more friendly for search engines. This helps the search engines to rank your content for keyword searches.

Chapter 1
WEBSITE EVOLUTION

Before we jump into building your web strategy, let's first look at where the Internet is going and where it has been. Since the proliferation of the internet, the way we communicate has changed drastically. As marketers and salespeople, we too have changed the strategies, tactics, and technologies we use to help grow our customer base.

In the early days of the Internet, companies put up a basic HTML website and called it a day. Back in **1994, this simple approach helped to generate great brand awareness. This was especially true when there were only 2,738 websites in existence** *(according to Wikipedia)*. Today, a basic website with a homepage and a couple content pages is similar to a phone book listing. **As of March 2015, there are 878 million active websites on the Internet according to Netcraft.**

There were only 2,738 websites in 1994.

Sure, we have new technologies, visitor tracking, lead generation tools, videos, enhanced calls to action, etc., but user interface design has gotten smarter. Where we place graphics, advertisements, and editorial copy has gotten more scientific. But the website itself has changed little. Most companies have incredibly boring websites with static web pages that mean little or nothing to the visitor. Yeah, you have an "About Us" page and "Products" and "Services" pages, but in general, these are extremely boring pages that visitors quickly scan over, if at all.

What is the future for small business websites?

The website is the hub of digital communications for a company. However, this "hub" is quickly becoming a system of third party tools and tactics that make the whole digital communication ecosystem work for corporate growth. What am I talking about? I am talking about the ever-growing addiction and thirst humans have for knowledge and data. Today, we are publishing more data than ever before. Individuals are tweeting, blogging, and contributing knowledge at a pace unprecedented in human history.

2X
Every two years, the world's information doubles!

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Who's reading all of this content?

We are, and we are gobbling it up as fast as we can. With all of this content being published, what is the future of the small business website? I believe that within the next 36 months, we will continue to see more and more communication happening in the social media realm and less focus on the small business website. This has already been happening for several years. If you are not engaged in social media and content publishing, you should reconsider your digital communication strategy. Discussions, connections, recommendations, and sales will continue to grow in social environments. As this happens, the need for a small business website will diminish.

If you are not engaged in social media and content publishing, you should reconsider your digital communication strategy

Will the small business website become obsolete?

No, not in the next 36 months. It may be possible within the next 5-7 years. What I predict is a morph of linked social environments that provide a completely transparent view into any company, regardless of size. The company website will grow smaller and smaller, until it eventually phases out or takes on a new form of integrated technologies under one brand. As this happens, websites (much like newspapers, telephones, and the written letter) will be a thing of the past and the entire marketing industry will morph again.

The Importance of Google Search and How it Changed Our World

There is one technology that has dominated the way digital marketers communicate: Google Search. Google Search has defined the rules for being found on the Internet. As you know, being found on the Internet is the holy grail of success for a small business. Up until recently with the proliferation of social media, Google Search was the only way to get noticed on the web. As developers and marketing strategists, we worked tirelessly to take advantage of the search system to help our clients rank higher, drive traffic, and create leads. Website coding practices are optimized for search. Content is written for search. Web pages are created for search. In fact a whole industry was built around Google Search: **Search Engine Optimization** or SEO.

According to Wikipedia, Google has been estimated to run over one million servers in data centers around the world, and process over one billion search requests, and about twenty-four petabytes of user-generated data every day.

Today, search engine optimization is integrated in all aspects of digital marketing, and is no longer a stand alone strategy.

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A Change is Coming

As search continues to be the dominant way people find information on the Internet, Google is continuing to change the way it ranks websites. Years ago, if you entered a search query for "chocolate chip cookies", you would very likely see a bunch of results for cookie manufacturers and top name brands. You may also see several listings for X rated sites and results for peanut butter ice cream. It was the wild, wild web. Marketers figured out the Google algorithms and took advantage of the system, getting their clients and companies in front of people any way they could. When Yahoo and other fledgling search engines were still battling with Google for dominance, Google quickly realized it needed to enhance their search algorithm to ensure that searchers got what they were looking for. They needed to get rid of the junk results and ensure that if you searched for any keyword term or phrase, you received results specific to that query. More specifically, Google needed to rank the results in order of importance based on how it perceived your business to associate with that specific search. As marketers, we had to adjust our strategies as well. We tested different approaches and continued to find tips and tricks to help our customers rank higher and higher.

Google receives 1.17 Billion unique searches monthly.

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Today, your entire web presence or footprint is taken into consideration. The relevancy of the content you publish, how many followers you have, how many people "like" you, how much traffic you get, etc. all comes into play. No longer is Google just looking at your website content but considers your entire online presence.

CHAPTER SUMMARY

Search engine optimization is no longer a stand alone strategy. To be relevant online, you must engage in social media, content creation, and engage with others one-to-one online.

1 Google search is still dominant but ranking requires more and more online clout

2 To be relevant online, you must generate content your customers want

3 There is a whole ecosystem of content creation, awareness, and consumption that must be considered when planning your digital communications

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Chapter 2

ESTABLISHING TOP TIER

MEASURABLE GOALS, TIMELINES, AND BUDGET

Before you call in designers and programmers, it will save you a lot of time to sit down and write out measurable goals for this initiative. Starting with your end goal, you can then work backwards to ensure your final solution meets your needs. Ask yourself: why am I investing in digital communications?

Measurable Goals

No matter your budget, company size, or initiative, 99% of all online corporate communications are built with one goal: **improve company profits**. You may be thinking that your company is different and that your goal is to increase traffic, boost brand name recognition, improve customer service, or improve communications (by the way these are not top tier measurable goals), but take those goals a step further. 99% of the time it can be tracked back to improving corporate profit. If not, you may want to rethink why you are embarking on this initiative. We will talk more about this later but for now, trust me. So, ask yourself the following question:

Whatever your goal, 99% of the time it can be tracked back to improving corporate profits

How do you define success in 3, 6 and 12 months?

Write down all of the ways success can be reached.

> Examples:
>
> I want the website to deliver (x) sales leads per month.
>
> We need (x) new customers from the Internet each month.
>
> We need to reduce customer service calls by (x)%.
>
> We need to generate (x)% more sales from existing customers.
>
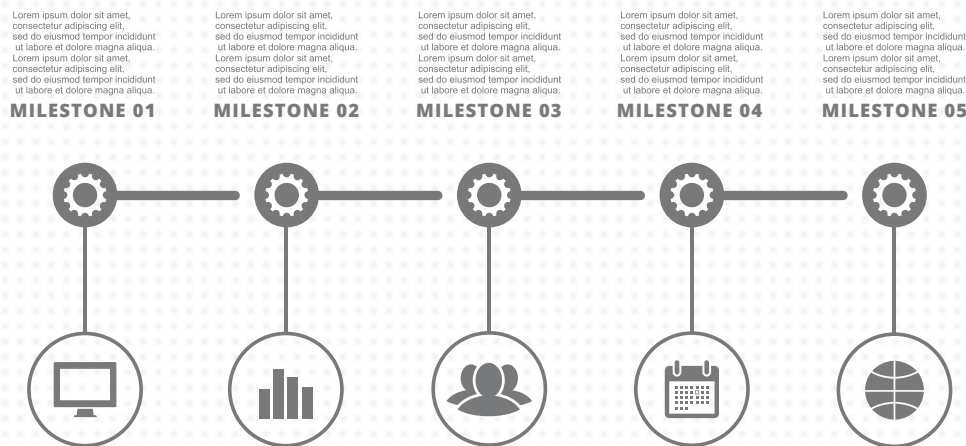> We must acquire (x) new customers is this market segment in 6 months.

TIP: Contact your sales team to help establish these goals. Most organizations are sales focused and sales goals typically get more support than marketing goals.

In the previous examples, you will see that they can all be tracked back to improving company profits. These are what we call top tier measurable goals. In the end, when your boss asks you why you are implementing this strategy, you can answer with confidence that it aligns with corporate goals and company growth.

Timeline

Next, establish a time frame in which you want to accomplish your goals. It is also a good idea to create milestones along the way to make sure you are on track. Depending on your business and experience level in digital marketing, you may not know if your top tier goals are possible to reach within your time frame. It is recommended that you contact an experienced agency and have them review your plan.

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MILESTONE 05

Budget

Now, all you have to do is define the budget for this initiative. Establishing a budget lies primarily with the goal and timeline. In digital marketing, you can often move out your timeline and implement growth over a longer term if your budget is not in alignment. However, we rarely recommend this as your opportunity for compounding the results of your implementation diminish significantly.

TIP: Align your budget to your top tier goal. If your goal is to generate sales, consider the value of hitting the goal and plan your budget accordingly.

CHAPTER SUMMARY

Defining your top tier measurable goals, timeline, and budget are the most critical components to your strategy. 90% of the time this is where companies fail and expectations for the digital strategy do not come to fruition. On the contrary, if these initiatives are completed, you will have a strategy that is in alignment with the company's objectives, sales team objectives, and garner support from senior leadership.

1. Write down your top tier goals.

2. Make them measurable and tie them back to corporate profits

3. Establish a timeline and milestones for success

4. Establish a budget and make sure it is in alignment with your goals and timeline

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Chapter 3

DEFINING KEY PERFORMANCE INDICATORS

Key Performance Indicators (KPIs) should measure how an organization is progressing; it should help an organization define and evaluate success. A KPI is a quantitative measure over time.

The Plan

If you are building your first plan or improving an existing plan, you may have trouble with this step at first. Reason being is that you need data to understand just how well the digital communication plan is performing and if it is reaching your measurable goals established in Chapter Two. This is critical if you want your website to be a workhorse for your business.

If you are building a new site/plan and **DO NOT** have access to past visitor analytics, skip to Chapter 4 and revisit this chapter approximately 2 months after campaign launch.

NOTE: I reference "campaign launch" which may be a website, social media, blog, advertising, or other communication implementation.

The Tools

There are many tools you can use to track engagement, visitors, actions, and patterns of the people that come into contact with your digital presence. It is very important to research the right tool for you and make sure you are effectively collecting data that will help you to measure your efforts. After approximately 2 months, you should have enough data to start making assumptions and establishing base KPIs. If you have access to your current visitor data or can get competing data, you can begin to define your KPI's for success. To save some time, you may want to **download our FREE KPI measurement spreadsheet**. The spreadsheet provided is a basic tracking tool. You will update this spreadsheet every month, at a minimum, to track your website's performance. Over time you may also add additional calculations to track and ROI calculators, but for now, let's keep it simple.

TIP: If you do not have Google Analytics set up and tracking on your website, do it now. Google Analytics is free, it's powerful, and within the time it takes to build your new site/Internet strategy it may have accumulated enough data to be valuable when you need it.

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So, why do we track KPIs?

KPIs provide a window into how your digital strategy is working and whether you are on track to hit your top tier measurable goals. Once you have analytic data on your visitors, customers, fans, and followers; you can begin to see how it is all working to improve company profits. As we mentioned in Chapter One, start with the end and work backwards. Let's look at an example of why KPIs are so important and how you can establish your own unique KPIs. Let's take a look at an example company; Dynamic Chemical Development (DCD) is a B2B, Chemical Manufacturer focused on cleaning solutions for hospitals, long term care facilities, and Apartment buildings.

DCD is looking to increase product sales to hospitals and nursing homes in the coming year.

Sales are down and they need to improve sales from Internet lead generation by 100% *(This is their top tier goal)*. Currently, they are only getting 2 sales a month that they can attribute to digital marketing lead generation. Trade show attendance is down and offline marketing is too expensive. DCD has a website and tracks visitor data. Currently, the website gets approximately 10,000 website visitors per month. From these visitors, approximately 100 visitors download information or engage with the website beyond just visiting a webpage. Of these 100 visitors that engage, 10 become qualified sales leads, and 2 become new customers. On average, DCD customers purchase approximately $15,000.00 in products per month.

Using this data we can confirm the following:

→ DCD has a 1% visitor-to-lead conversion rate.
   (100 downloads / 10,000 visitors)

→ DCD has a 10% lead-to-qualified-lead conversion rate.
   (10 qualified leads / 100 leads)

→ DCD has a 20% qualified-lead-to-sale conversion rate.
   (2 sales / 10 qualified leads)

→ For every 10,000 visitors at the current conversion rates, DCD will get 2 sales per month, resulting in approximately **$30,000.00**

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So, if DCD wants to increase Internet sales – from digital communications – by 100% they need to do one of the following:

- **Increase visitor traffic**
- **Increase visitor-to-lead conversion rate**
- **Increase qualified-lead to sale conversion rate**
- **Or a combination of all three**

We can get into a whole other ebook on which direction DCD may take but without KPIs there would be no understanding of what is actually happening. When establishing your KPIs, think about your top tier goals and your milestones. Ensure that your KPIs will provide you with data to ensure you can properly analyze your successes or failures along the way. Included in our **KPI Measurement Spreadsheet** are just a couple of common KPIs you may consider tracking. However, don't just rely on these, include your own measurements to see what works and what does not.

CHAPTER SUMMARY

1. Establish KPIs that support your top tier goal

2. Create your own KPIs that will help you reach your goals

3. Monitor analytics and track your KPIs on a monthly basis, at a minimum

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Chapter 4
CONTENT STRATEGY

Your content may be the most important component of your digital communication strategy. This includes your website content, blog content, and social media content. Think about the internet-based content you read on a daily basis; it's fresh, relevant and purposeful.

Think about content that you may have shared with others.

Why did you share it?

Next, think about where the content you have shared comes from. Is it a website, blog, e-mail? Is it from social media? What format is it in? Video, ebook, checklist, webinar, white paper, or infographic?

Digital content takes many forms and has many different purposes. Choosing your message, how to deliver it, and making it remarkable is your key to success. So, let's get down to business and lay a content strategy foundation.

If you work at a company, any company, you have at your fingertips a number of experts that have a unique perspective on their jobs. Be it a broom sweeper, forklift driver, software developer, or widget maker. You most likely have people working right next to you that can write content that will attract visitors and generate leads. Yes, even the broom sweeper. More on this later, but believe it or not, you have a lot of content waiting to get written and a lot of people are out there thirsty for information.

Step One

Aligning Content to our Top Tier Measurable Goals

Are you starting to see a trend? Your top tier goals are the paramount component of your strategy. No matter your top tier goal, go back and identify sub-goals that support your top tier goal and start identifying content that will attract the visitors, fans, followers, and prospects that you want.

Using Dynamic Chemical Development (DCD) as an example, their top tier goal is to improve sales from Internet lead generation by 100%. A 100% increase from $30,000.00 per month equates to $60,000.00 per month.

Here's how they did it...

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DCD had some pretty aggressive goals for their Internet strategy, so they broke out sub goals to help them better manage the process. They decided that a 100% increase in sales from digital communications was going to result in approximately 4 sales a month (up from 2 sales a month) equalling $30,000 in new business revenue. It was further determined that these sales would come from several channels.

DCD decided that:

1. DCD could improve existing online customer sales with better communications on product launches and cross selling / up-selling, resulting in $5,000 additional per month.

2. DCD could attract new customers by authoring thought leadership how specialty chemicals can solve their buyer's pain points. This would position them as experts in their industry, resulting in more website visitors and an increase in new business sales from Internet leads, resulting in 1 new customer per month, equalling $15,000 in new business revenues per month.

3. DCD could increase distributor sales from Internet leads by creating more demand for their products on a regional basis resulting in approximately $10,000.00 per month in new revenues.

You may be saying that a 100% increase in sales is impossible, but remember, we are only moving from 2 sales to 4 or a $30,000 per month increase. While this is a lofty goal, it is possible.

HERE'S HOW WE ARE GOING TO DO IT

No matter your goal, target audience, or timeline for goal achievement, separating your top tier measurable goal into KPIs and sub goals will help you to determine the messaging, content, and effort required to be successful. Let's now jump into your sub goals and creating a content strategy for each one. Think of these sub goals as individual campaigns. Each sub goal has a specific target audience and an objective that ties back to the top tier goal which relates back to improving company profits.

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For each sub-goal, write down your target audience persona and complete the questions below:

Male or female?

Age range?

Title?

Geographic location/region?

Primary needs, goals or objectives of this person's job role?

Why are they looking for your product(s) or service(s)? Are they making a change in service providers?

What needs does your product(s) or service(s) satisfy for these customers?

What are their pains and can your product or service help them to meet their goals? **Download a free Hubspot Persona Template**

Once these questions are answered, you can then identify content topics that will appeal to these buyers.

Write down all of the topics you believe these buyers will be interested in. What content topics will they search for to enhance their job function or satisfy a specific need?

Now, write down **keywords and phrases** that you believe these buyers will type into a search query to find this content.

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Creating Content Funnels

Content funnels are critical for engaging your prospects and generating qualified leads. Content funnels pull your visitors through a process and then produce the leads. For each sub-goal, you should have at least one funnel. Prior to creating funnels, it is very important to define:

1. Who your target customers are
2. What type of information they may be looking for to find your products and/or services
3. Create sub-goals and keyword lists.

Once you have completed the three steps above, you are ready to start creating content funnels. Each funnel has a top, middle, and bottom. The top of the funnel should have broader content information, while the bottom of the funnel content is more specific.

Now you must consider what area of the content funnel your topic will best reside in. When assigning content to your funnel, think about what content topics are going to pull people in.

Using Dynamic Chemical Development (DCD) as an example, one of their sub-goals is to attract new customers by offering thought leadership on how speciality chemicals can reduce business costs, positioning them as experts in their industry. **Their funnel looked like this:**

VISITORS

Top

Middle

Bottom

LEADS
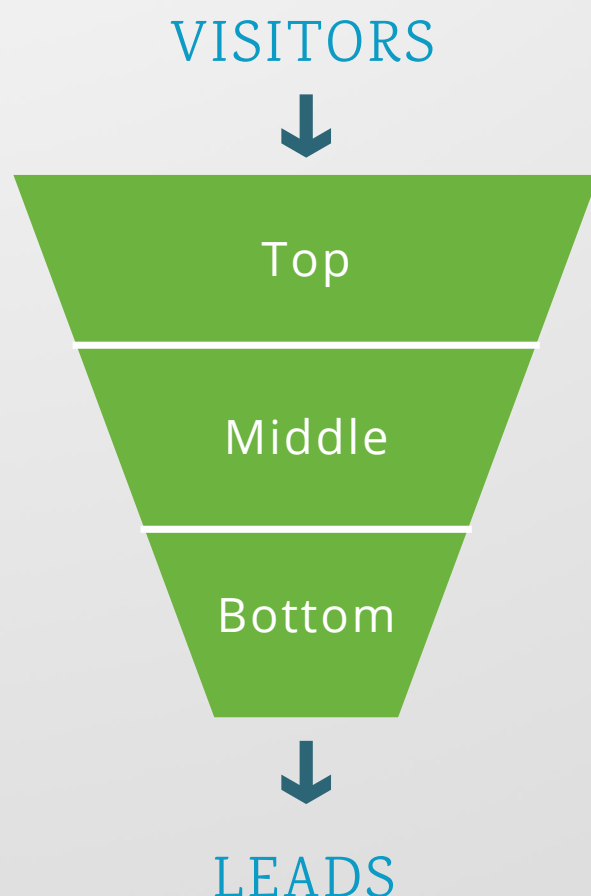
Pre-funnel content:

Blog:

"3 Ways to Reduce Supply chain costs with specialty chemicals."

This blog title was created to attract their primary buyers: purchasing manager and procurement departments for their end user. The goal of the blog is to generate awareness and traffic for DCD. At the end of the blog, DCD included a call to action button notifying the reader that additional content was available.

Call to Action:

Click Here to Download Our Free Case Study on How XYZ Company saved $300,000 annually on specialty chemicals.

Top of the funnel:

Once the call to action was clicked on, the visitor was directed to a landing page with access to the cost saving case study. In this case study, DCD provided additional content related to the blog content. This content is more detailed and specific. To download the case study visitors must provide their name and e-mail address. At the end of the case study, DCD included a call to action button notifying the reader that additional content was available.

Call to Action:

Click Here to Watch our Video on the Best Way to Setup Your Clean Room: Tour Our Clean Room.

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Middle of the funnel:

Once the call to action was clicked on, the visitor was taken to a landing page with access to the video. In order to watch the video, the visitor completed a simple form where they provided their name, e-mail address, and company name. At the end of the video, DCD included a call to action button notifying the watcher that they could request a quote and schedule a discovery call on how to reduce costs.

Call to Action:

Interested in Helping Your Company Reduce Costs and Improving Results? Schedule a Free Discovery Call, Today!

Bottom of the funnel:

Once the call to action was clicked on, the visitor was taken to a landing page with more information on the discovery call , requesting a quote, and a form was provided with a toll free number.

Choose a Content Format

Now that you have chosen the area of the funnel, it is time to choose the best format for the content topic, funnel location, and audience. Content is often presented in one of the following formats:

Blog	Spec Sheets	Web page
White Paper	Coupons	Webinar
Infographic	eBook	Case Studies
Video	Checklist	Catalogs
Guides & Tips		Kits

Create content funnels for each of your sub-goals.

Once all of your funnels are completed and you have chosen the format, it is now time to start developing content. Previously, we asked you to write down all of the keywords you believe your prospective customer might type into a search engine. There are a lot of tools on the web that can help you to further define and refine your keywords including:

> http://www.google.com/analytics/
>
> http://www.seomoz.org
>
> https://adwords.google.com

If you want to get really serious, there is a whole science to keyword strategy. Paid software and paid services are available to help you refine and improve your results. We recommend that you contact an Inbound Marketing Agency for help. Once you are satisfied with your keyword list, work to incorporate the keywords

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into your content. Make sure to include your keywords into your topic titles, headings, and sub-headings. This practice will help you rank higher for these keywords when someone completes a search.

Launch

Now that you have completed your content, it is prime time. It's time to publish your content on the Internet. Deciding where and how to publish and promote your content is outlined in Chapter 5.

CHAPTER SUMMARY

Creating meaningful, remarkable content is paramount to being relevant online. By defining your target customers and what needs they have, you can create content that attracts and engages them. By using content funnels, you can weed out the casual visitors and drive qualified leads to your sales team.

1. Define your target audiences

2. Identify the content that they are most interested in

3. Create content funnels

4. Choose a content format

Chapter 5

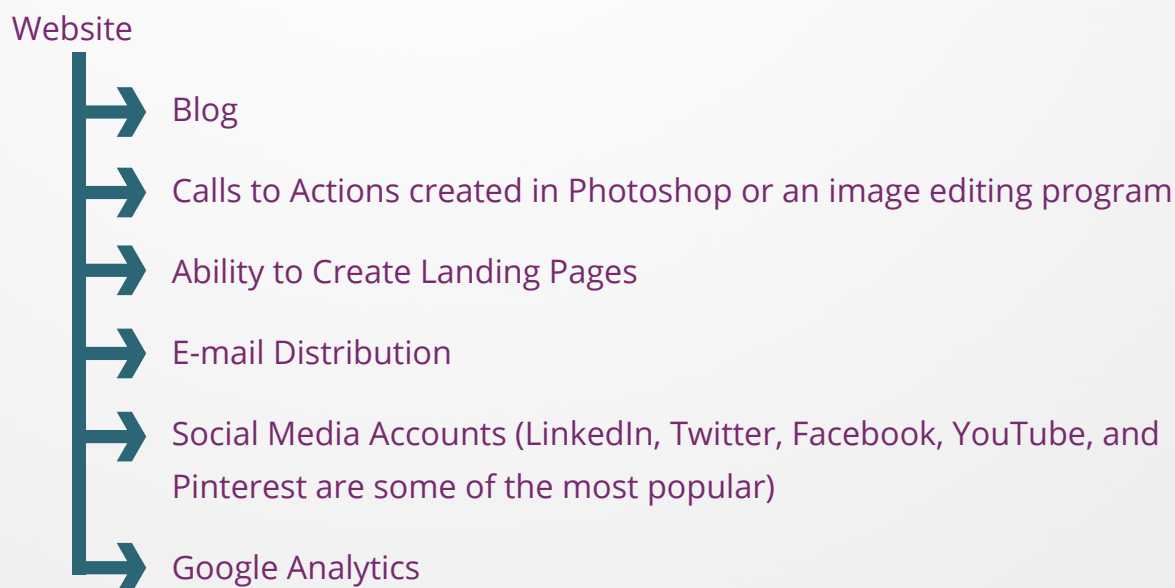## PUBLISHING & PROMOTING YOUR CONTENT

If you build it they will come. Well, that only works in the Field of Dreams movie. On the web, you must build it, publish it, and promote it. Fortunately, this is the easy part. For most companies, you can easily create and setup your social media properties and other technologies that are required to pull off a comprehensive strategy as outlined in this ebook.

Provided below are what we believe are the minimum requirements to getting started.

The central hub of your system should be your website.

Website

→ Blog

→ Calls to Actions created in Photoshop or an image editing program

→ Ability to Create Landing Pages

→ E-mail Distribution

→ Social Media Accounts (LinkedIn, Twitter, Facebook, YouTube, and Pinterest are some of the most popular)

→ Google Analytics

If your website does not have a content management system (CMS), you may want to invest in a new site. Today, CMS tools offer so many features, functions, and tools to help you in online marketing. Many CMS platforms also have blog module add-ons and mobile device compliance. Nevertheless, the next key component

77% of internet users read blogs

is a blog. Your blog should be linked to your website as a subdomain. You may need some technical assistance with this but having your own blog under your company's domain name will help to improve your search engine optimization. There are all kinds of blog tools with different layouts, features, and functions. We recommend a blog that has the ability for visitors to leave comments, share content, and

rate your blog posts. You will also benefit from a blog that provides the ability to categorize your blog entries and allows you to make updates at any time. Some strong CMS and Blog platforms are HubSpot and WordPress.

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## You will also need landing pages to drive traffic to.

Landing pages can be part of your website or part of a third party provider like HubSpot.

Make sure your entire content funnel is created and working. Just posting content to a blog will not get you the leads you are looking for. Ensuring your blog posts have clear calls to action at the end and are driving traffic to more detailed content as described in this ebook will drive the leads you want.

Once your social media accounts are set up, you can then link these to your website, blog, and landing pages, as necessary. Make sure you have established a free Google Analytics account. When integrated with your website, landing pages, and blog, Google Analytics can track all of the traffic that comes to these properties to effectively measure your successes... or failures.

Once all of your digital properties are setup, you can then publish your content. Remember, you want to improve brand awareness and build loyalty so you want to drive traffic back to your website, landing pages, and/or blog. Post your content to one of these three areas and present it in the most professional and appropriate manner possible for content and the audience.

TIP: When developing content, include pictures, titles, and subtitles. Make sure you include some of your keywords and make the content interesting. Take out any redundant content and keep it simple.
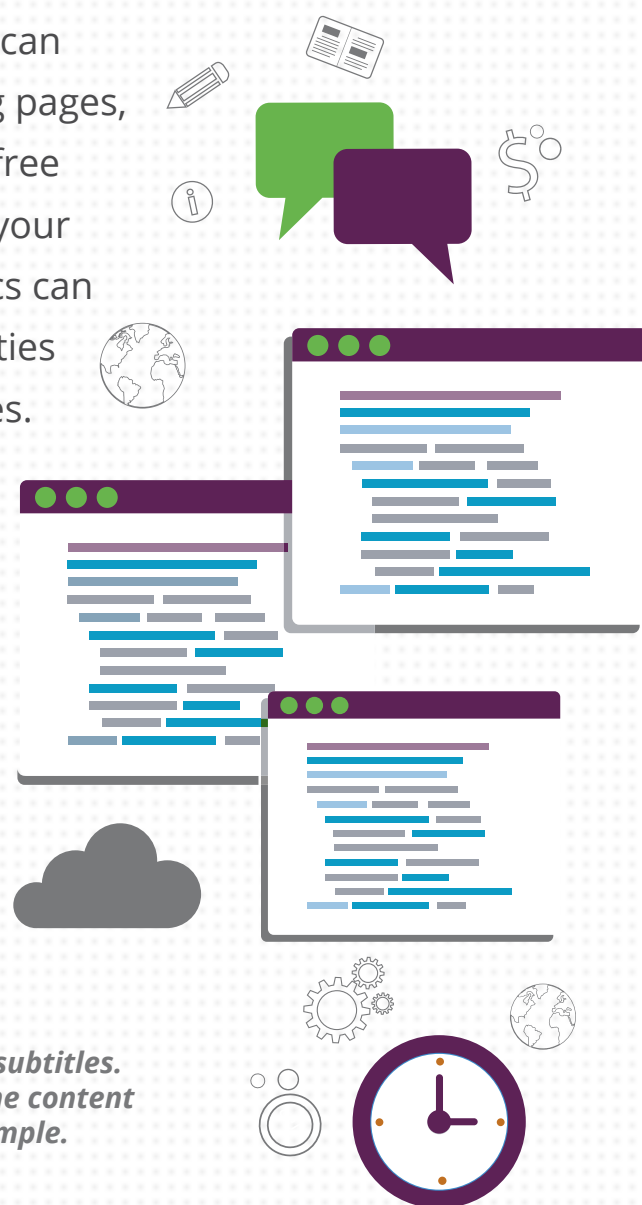
Once your content is published, it is now time to tell the world about it.

This is where social media comes in. Social media can be a very effective way of letting the world know about your awesome content. There are tips and tricks to making it more effective. Mashable offers some social media 101 content. Check out this link for information on how to make your social media more effective **http://mashable.com.** After you have completed your social media blitz, you may also want to send out a mass e-mail. It is a good idea to segment your e-mail contacts into different lists based on persona.

Segmenting your contacts helps to reduce unsubscribes and unhappy customers.

The e-mail content should have a snippet of your campaign content and provide a link to your website, landing page, or blog post. Ideally, your e-mail platform should also be linked to your website tracking. At SyncShow, we use HubSpot. HubSpot is a marketing automation software that provides our blog, e-mail, and landing page platform. It also has a call to action button creator and analytic tracking far beyond Google Analytics. This is just one among many other tools that make the whole process a lot easier to manage.

CHAPTER SUMMARY

Ensure you have all of the recommended digital properties set up prior to publishing content. Publish your content to your website, landing pages, or blog. Post and work to drive traffic to this content with social media and e-mail communications.

1. Create a subdomain for your blog and landing pages

2. Make sure you are measuring your success by setting up Google Analytics

3. Use social media and e-mail to communicate your offer

4. Ensure your Calls to Action are set up and pull leads through your funnel

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Chapter 6
ANALYZE & ADJUST

An important component of selling digitally is analyzing performance and making adjustments as needed. Based on your business model, determine which metrics are most critical and focus on those. Keep accurate needs of all leads and continually check in with your sales team.

Analyze

Now that you have invested a significant amount of **time, effort, and budget;** you will want to know how you are doing. Using Google Analytics or other data analysis software, run your reports monthly, at a minimum. **Download our FREE KPI measurement spreadsheet** and input your KPI data. Remember, this spreadsheet is provided to get you started. Manipulate the data to provide the information you need to fully assess your efforts.

Putting the data to work

After completing your analysis, look at what the data is telling you and make adjustments as necessary. Digital information is easy to change so make the needed adjustments to improve your results. Work with your sales team to follow up on leads and determine how qualified they are. Rarely do you start off with a new campaign and get highly qualified leads out of the box. You may need to make tweaks to the funnels and content to drive a high level of qualification. Track leads back to the source and determine where your successes are coming from.

TIP: As you become more interested in driving better results, consider multivariate or A/B testing. Change colors, fonts, pages layouts, or calls to action and measure what works best.

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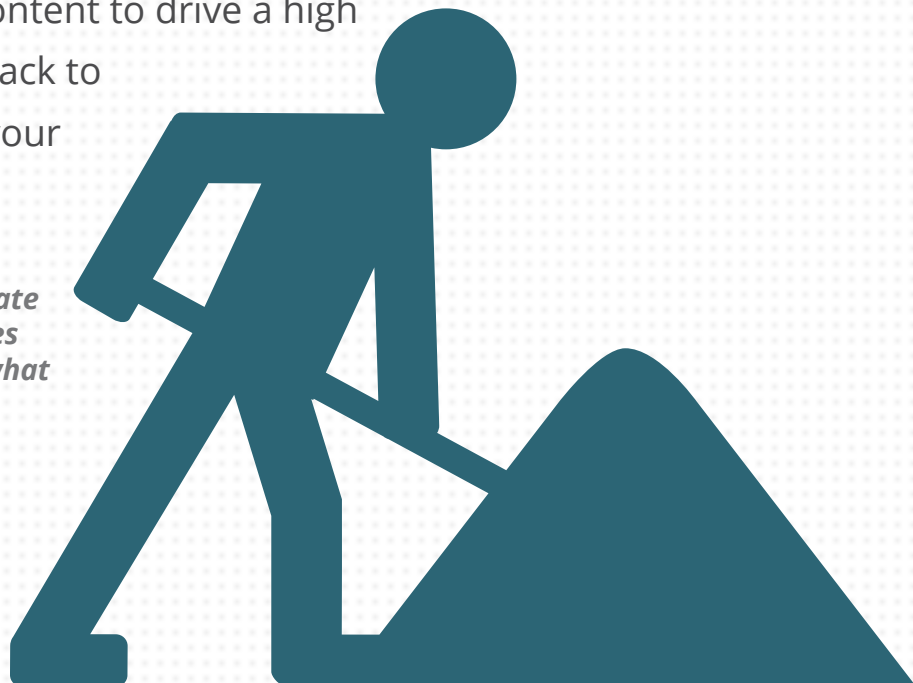
CONCLUSION

Traditional outbound marketing techniques -- including direct mail, print advertising, and telemarketing -- are becoming less effective, Buyers are not only finding ways to tune these messages out, but are now capable of evaluating the products and services they need on their own.

Businesses are transforming their marketing efforts to focus on inbound marketing programs that allow customers to find them. Given the digital nature of inbound marketing, the marginal cost per customer is well below the cost per customer for traditional marketing.

As you begin to build your personas and manage your inbound marketing you will begin to see the margins change in your favor. You must track ROI, marketers who track ROI are more than 12 times more likely to see an increase in ROI year-over-year than to see a decrease.

"Blogging is the strongest correlation to positive ROI, marketers who emphasize blogging are 13 times more likely to have increase ROI year-over-year." Hubspot, state of inbound marketing.

Still have questions about Selling Digitally?

SyncShow helps manufacturing companies synchronize sales and marketing to show results. With over 12 years of experience, we are a turnkey provider of lead-to-revenue solutions. We offer a unique alignment to the industrial buyer's journey.

Call us today to learn more: 440-356-1903

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