# MANAGING PARTNERS MARKETING HANDBOOK

# About the author

This handbook is the guide for you to turn your website into a lead generating machine. Do this well and you'll drive sustainable, predictable revenue growth for years to come. I wrote it for the same reason that I founded Noisy Little Monkey over a decade ago - because there are many charlatans in the digital marketing sector, selling shortcuts to success that turn out to be anything but, often wasting your money and, at worst, harming your reputation.

I've spent much of my life in sales and marketing. My sales career started at the tender age of 5, flogging records at gigs. Some 44 years later, I'm slightly more calculating - creating business development strategies and deploying marketing automation platforms for some of the UK's largest law firms. For the last 20 years my focus has been on how to fully leverage SEO, analytics, and digital marketing to drive measurable revenue growth for businesses.

Hopefully this book sparks some ideas for you - if it does, please share it with your marketing and sales teams and we can begin to transform their effectiveness.



*Published by Noisy Little Monkey © Jon Payne April 2019*

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INTRODUCING THE
# INBOUND FLY WHEEL

**"Big things happen because you do a bunch of small things supremely well, which compound over time"**

*- Jim Collins, author of Good to Great: Why some companies make the leap and others don't*

In his publications and seminars, Jim uses the flywheel as a metaphor for the strategy employed by the world's most successful businesses. A flywheel is heavy and it takes great effort to start it turning, but once it's started to spin it's relatively easy to spin it faster and faster.

This handbook focuses on the components of the flywheel that enable your business to generate qualified, inbound sales leads which turn into delighted clients. By employing the inbound flywheel, your business will see sustainable growth in website traffic, inbound enquiries, sales leads and revenue.

The inbound flywheel gives everyone in the marketing, sales and service teams a common language and, once it's spinning, your business will turn strangers into delighted clients efficiently and at scale.
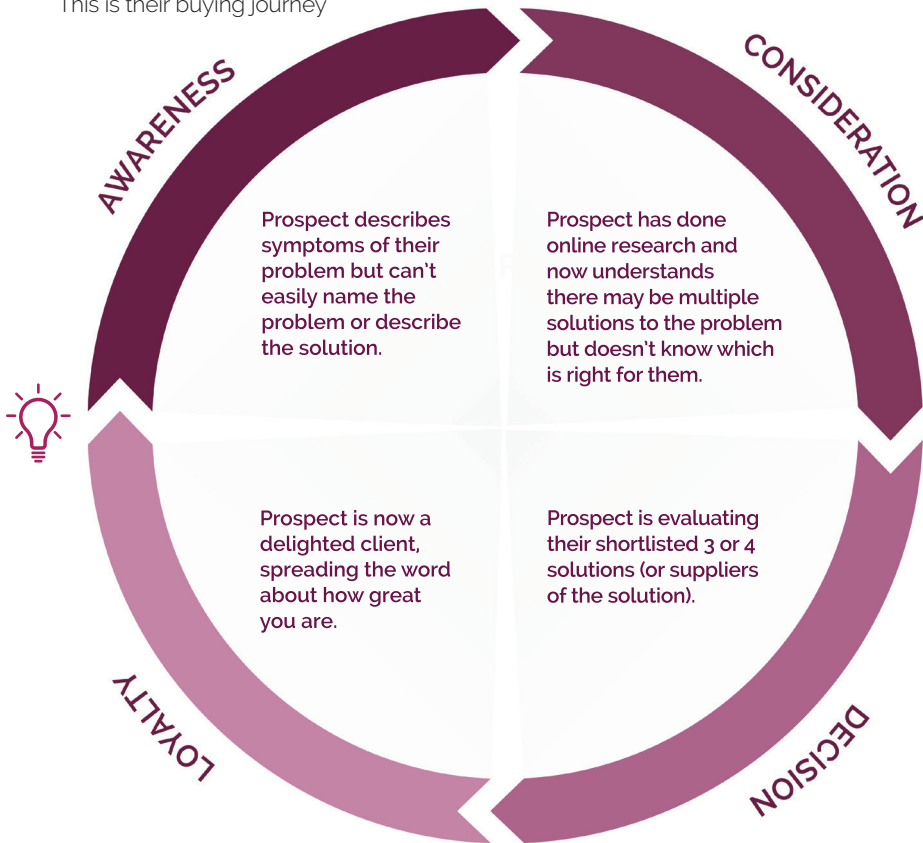
This handbook should help you to understand the fundamentals of a sound inbound strategy and enable you to test some of your core tactics against best practice.

A note about inbound: inbound marketing is the process of drawing customers to your website, products or services through amazing content, reputation or service. It contrasts to more traditional forms of marketing - also known as outbound marketing - like ads, where marketing messages are broadcast at prospective customers. It is a form of permission-based marketing, as popularised by Seth Godin, and has excellent success rates, particularly for businesses where building long term relationships are important.

# A word about your prospective client

In the context of the inbound flywheel, your prospective client is someone who hasn't heard of your organisation but has a problem which you can solve.

This is their buying journey



AWARENESS

CONSIDERATION

**Prospect describes symptoms of their problem but can't easily name the problem or describe the solution.**

**Prospect has done online research and now understands there may be multiple solutions to the problem but doesn't know which is right for them.**

**Prospect is now a delighted client, spreading the word about how great you are.**

**Prospect is evaluating their shortlisted 3 or 4 solutions (or suppliers of the solution).**

LOYALTY

DECISION

The key to inbound is to reflect the language of the prospect at each different stage of their buying journey, to understand their problems and challenges and to guide them on the journey to making a decision about how to solve it.

You've likely been on that journey yourself. When you made the decision maybe it was because your chosen supplier 'spoke my language' and 'weren't trying to sell me anything'. This is the ideal and what we'll work towards in this book.

# AWARENESS

# AWARENESS

Your prospect has an awareness of a problem, they can describe the symptoms but may not be able to describe the problem itself in detail yet… Successful users of the inbound flywheel will attract the prospect during their awareness stage.

For example maybe an HR professional (let's call her Helen) has noticed that a WhatsApp group has been set up by some of her staff and she's beginning to ponder the implications of this. Her first instinct is to go to Google and search
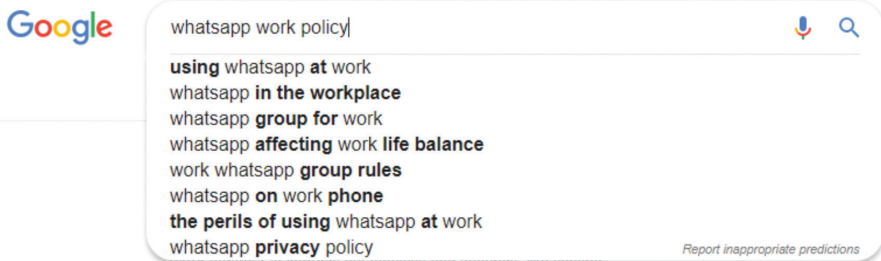


*Source: Google UK March 2019*

Note - even though in the legal sector we understand that HR Helen probably needs to update her employment and/or social media policies, she does not immediately search for **"employment solicitor"** or **"social media policy help"**, because those are convert stage searches.

Your challenge then is to attract HR Helen at the awareness stage.  If you've got your SEO and content working together properly, your website will attract her via 'organic search'. If not, you'll need to catch her eye with an effective Google Ads campaign and exceptional social media output.

**SEO** - Install Google's Lighthouse testing tool from the Chrome store. Check out the "SEO" score. This is a mark out of 100 showing you how many of the sites' architectural elements are built with SEO in mind. Less than 90 means you have a problem.
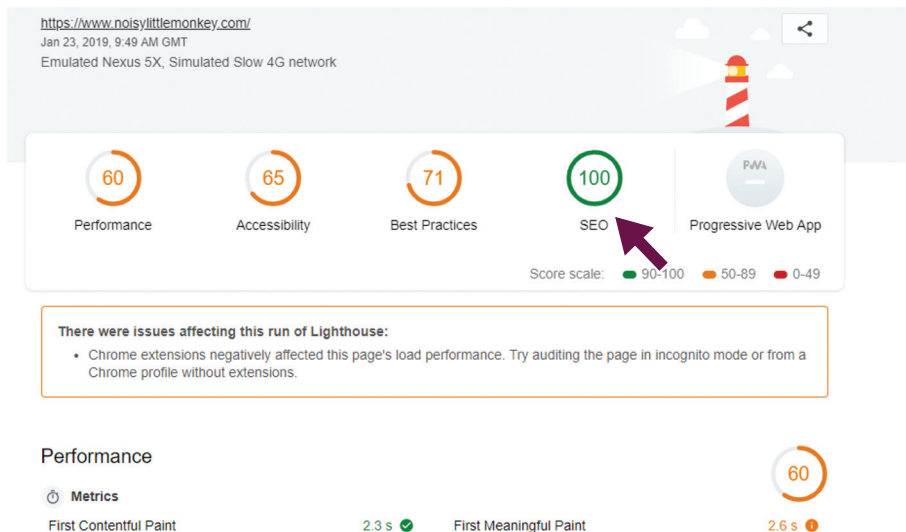


**Content** - Now look at your website's blog/news/advice section. To attract prospects from search it should be skewed towards answering the questions they ask about the problems they have and the symptoms they present. The 80 / 20 rule is useful here - aim for 80% helpful content that answers questions and only 20% talking about your business, awards you've won, etc.

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# AWARENESS : Test your Business

**Ads** - If you're using Google search ads, dig into Google Analytics. Do sessions from Google Ads come from keywords related to the products and services you provide, or is it mainly branded search (people searching for your company name)? A lot of branded search through AdWords probably means you're not getting a good return on your Google Ads spend.

**Website** - Back to Google's lighthouse tool: attracting visitors to your website from search is about more than just ticking the SEO boxes - the other 3 main tests are just as important. Do you score 80 or above for each? If not, you are probably not achieving your best possible ranking on Google - ask your SEO team why they're not more focused on this.

**Social** - Do people amplify your business' content by sharing it (usually the sign of useful, helpful content) or does everything you publish get few, if any, likes? A successful business social campaign prompts discussion and sharing. If you're not getting that, you're probably wasting time and money.

## NOTES

# NOTES

# CONSIDERATION

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The prospect has arrived on your website and has seen your suggested options to solve her problem. Maybe engaging your firm is one of those options, but realistically, if it's a considered purchase then she's going to explore other avenues too. In the consideration phase your marketing's job is to help her make a decision about which solution is best for her timescale and budget. This can be done through webinars, downloadable guides (PDFs) and in-depth guides on your website.

Using our example, if HR Helen is not confident of her in-house legal knowledge or current legal partner, she will likely search for **"employment solicitors"** or **"social media policy template"** on Google. Google will probably show her local law firms on a map and she'll check out each of their websites.  Maybe she will attend an event to get a better understanding of the various solutions or sign up online to a newsletter.

The key is, once again, not to sell to HR Helen but be cognisant of where she is in the buying cycle and help her out. At an event or via one of the sign ups on your website, you can -  in a GDPR friendly way - offer to send her more relevant information.  This follow-up information (typically emailed) can be templatised for efficiency, but should also be personalised to Helen and be relevant to her stage in the buying cycle.

# CONSIDERATION : Test your Business

**Local** - Open an 'incognito' window in your browser and search for **"your primary service"+"a location within which you operate"** on Google, e.g. family solicitor Bristol. Does your business appear in the map listings? Do you have 20+ reviews? Are they mainly 4* and above?

**Events** - When you run an event, do the attendees receive a personalised follow up email? Do you add them to a segmented list for future follow up / relevant event invites or do they just get news about everything?

**Bots** - Increasingly, chat boxes are driving more conversions than "contact us" pages. Bot conversions are typically better qualified as sales leads too. Does your website have a chat bot / live chat? If so, test it, from the point of view of your prospective client. Is it helpful? Does it help prospects to get in touch or find useful info?
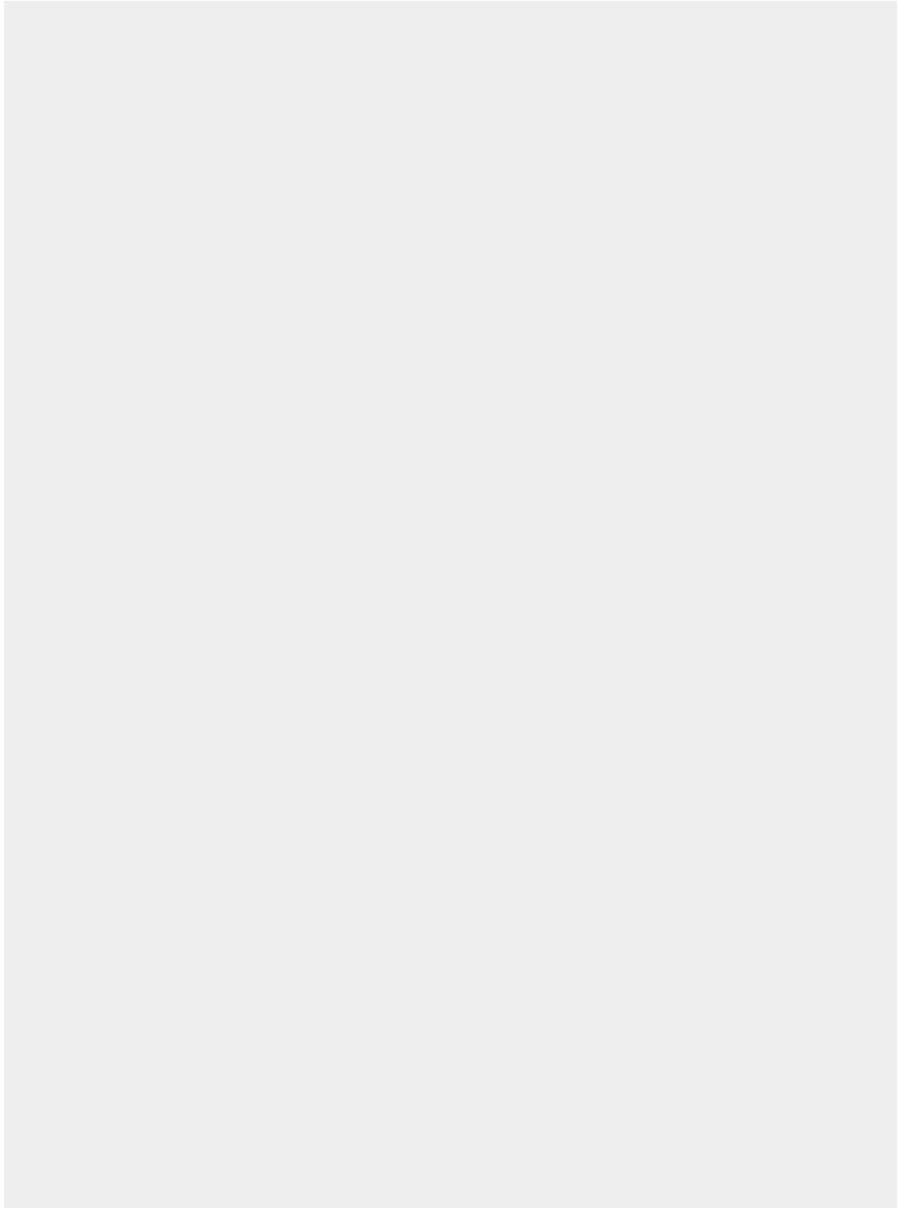
**Calls to Action** - Look at your homepage: apart from the main menu and any 'contact us' button, is there a high contrast button to draw your prospect to the next natural stage of the decision making cycle? A free 15 minute chat with an expert? A software demo? A whitepaper? If there is one, scroll and squint - does it still stand out? Try the scroll and squint test with your service pages too.

**Landing Pages** - When a prospective client clicks on a Call to Action (CTA) they should be taken to a page where there are no distractions, just a form to complete the action they've started. There shouldn't be a menu and the content of the landing page should use the same form of words as the CTA. Long forms can be a barrier to converting a prospect into a sales lead. Does the length of the form encourage your prospects to complete it - or is it too long and detailed for what you're offering in return?

# NOTES

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# DECISION

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HR Helen has signed up to receive a guide, joined a webinar or attended an event. Marketing's job now is to gently qualify her to see if she's a legitimate prospect for your business before passing her information to the person(s) responsible for moving new enquiries towards an opened case.

The information from the form Helen completed, together with some basic online research, should reveal her company size, her position and an outline budget. If she's a fit for your services and you've gathered this information in a GDPR-compliant way, then you should have a process for handing over this highly qualified lead to your business development team or the relevant fee earner.

Ideally, your fee earners (or business development team) have a framework in place to enable them to continue to help HR Helen through a consultative sales process. A good piece of sales support software will provide your team with templates and workflows for phone calls, meeting set ups and quotes. If this system talks to or is part of your marketing platform, then you will have 'closed loop reporting'. This will give you even greater insight into what marketing activity is most successful in driving leads and profitable new business.

# DECISION : Test your Business

**Lead Gen** - A prospect has filled out a form on your website, maybe it's for a demo or an initial consultation - do all of these get handed to a fee earner / the business development team? Are they followed up in a timely manner? Within 5 minutes is the target, an hour is acceptable in some cases, tomorrow isn't good enough.

**Lead Score** - If a prospect downloads a whitepaper and then, a few days later, visits a web page about one of your key services and checks out your locations or pricing page, they are sending a signal that they're interested in what you have to offer. Is your business development team, or the relevant fee earner informed of this interest? Does your CRM auto qualify them for budget / decision making power?

**Sales Tasks** - What sort of process / system do you use to list a set of business development tasks? The follow up calls and subsequent meetings, quotes for instance, is there a to-do list for your business development team and is it easy to report on what's completed? Are task setting or follow up emails automated?
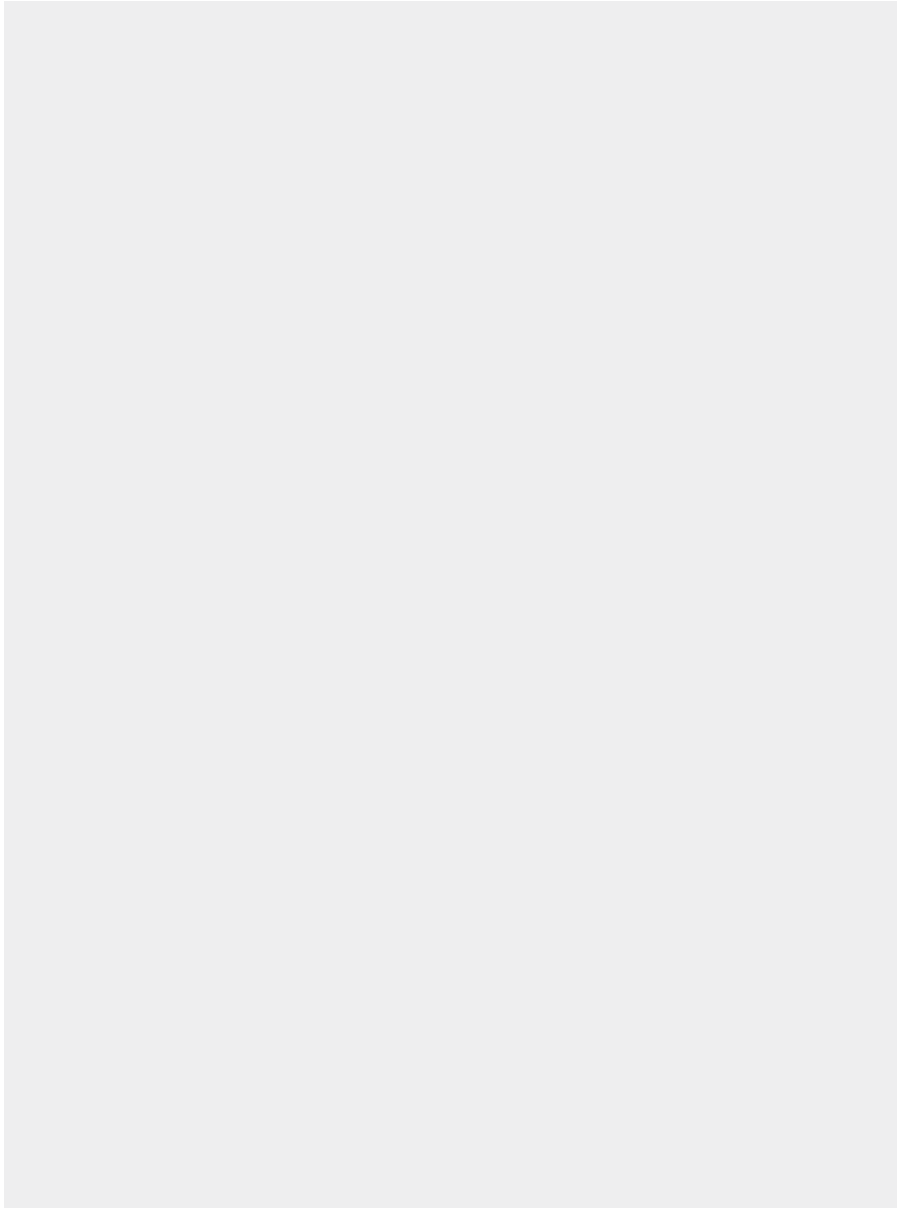
**Meetings** - It can be a real pain to get multiple stakeholders' diaries aligned. Using a meeting link which shares your availability privately with the prospect allows them to discuss timings with the relevant people at their end and book a time in your diary without all the to-ing and fro-ing usually associated with this exercise. Do you use this sort of facility?

**Playbooks** - In an initial conversation with a prospect, you'll want to help but you'll normally want to get certain qualifying questions answered too. Getting clarity around budget and timescales is key. Do you have a structured sales process that uncovers these naturally? Are key answers automatically pushed to the CRM?

# NOTES

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# LOYALTY

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A successful consultative sales process should ensure onboarding and delivery feels seamless. Leading companies are able to forecast if HR Helen is about to become a client and whether there is capacity in the relevant department, so that promises about timescales and budgets made by the sales team can be kept.

Going forward, HR Helen, now a client, will likely expect to be able to communicate with her primary contact within the organisation via phone call, email, website, chat bot and/or SMS. It's simply not feasible for fee earners or all members of the team to manage these various communication channels across the business so a service system that integrates communications into a single inbox simplifies this considerably.  A service system will automatically inform the relevant contacts in the business  to if there's an issue with one of their clients.

Increasingly, simple machine learning systems can personalise answers for HR Helen for her more straightforward questions.  She can be directed to the website's knowledge base and, if this is insufficient, set up a call with her contact within your business.

Building these frequently asked questions back into content that can be used as part of the awareness and consideration stages, starts to create the momentum that will spin the inbound flywheel more efficiently.  A loyal customer is also more likely to recommend you or leave a review which is a factor in the decision stage, again spinning that flywheel faster.

# LOYALTY : Test your Business

**Deals** - Can your fee earners / business development team quickly and easily assign a value and close date to a prospect? A useful process because it means they can connect with the prospect at the right times along the buying process and not hassle them. Also right timing the contact demonstrates to the prospect that your organisation not only cares about them but understands their challenges.

**Forecasting** - For growing businesses, forecasting when new work is coming in is a key requirement as it may mean recruiting new team members. Does your forecasting happen in the CRM at the click of a button or are you messing about with spreadsheets and external reporting systems?

**NPS** - Great news: you're winning lots of new clients! Can you segment the new business easily in your database and run Net Promoter Score surveys, the results of which are both easily reported to the senior stakeholders and individually recorded against the client's record so their account manager / fee earner can easily view the detail?
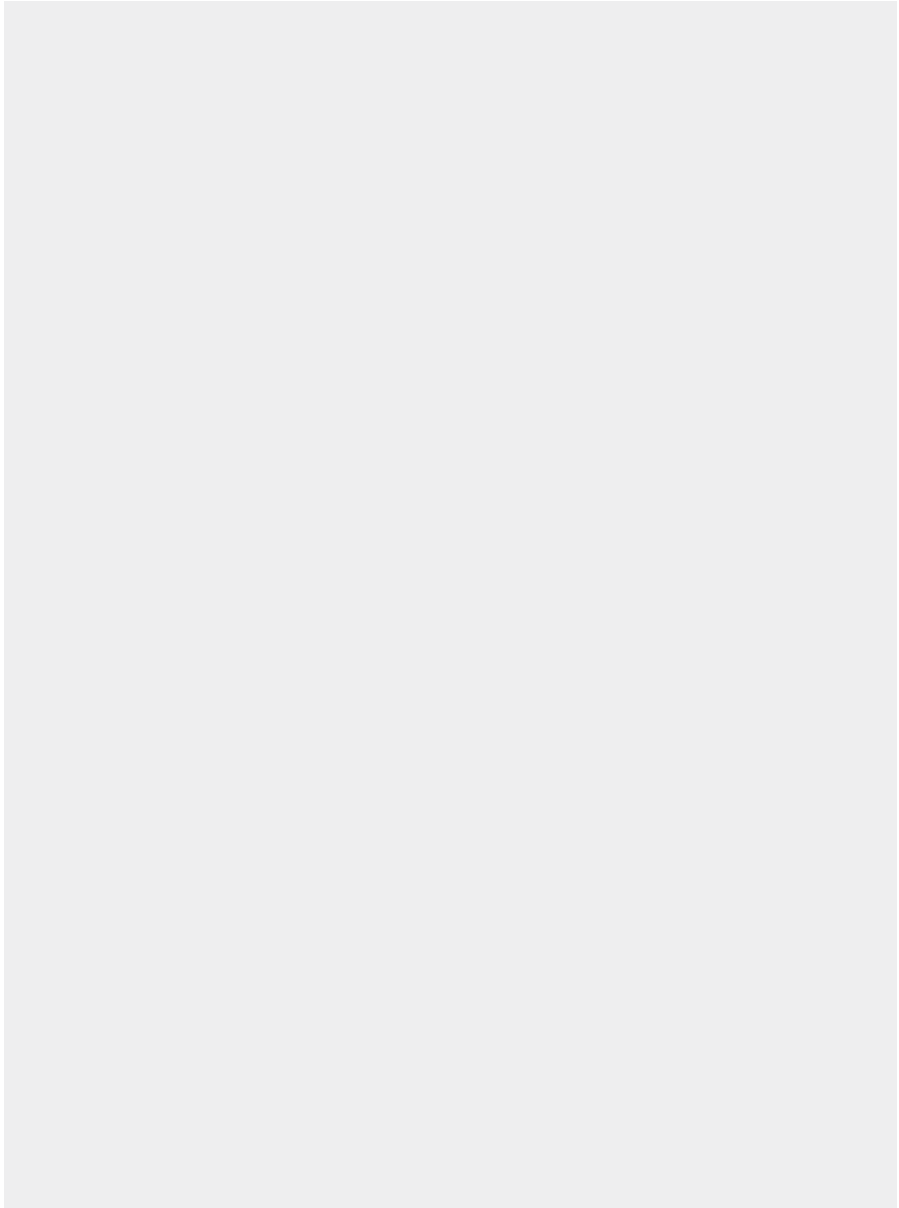
**Support tickets** - A client calls with a question about their case or service. Can your front line team record the details easily into the CRM providing automated tasks for your support team or account management team? Even better can the client report their issues via an email / the website / your chat bot / app and it all go into the same system to be efficiently dealt with centrally and with simple reporting.

**Knowledge base** - Most businesses are asked the same questions time and again by prospects in the decision phase and by clients once they've purchased. Do you have a way to ensure these aren't repeatedly typed into emails or that questions aren't answered from scratch each time? How else can you deliver fast, accurate responses to generic questions?
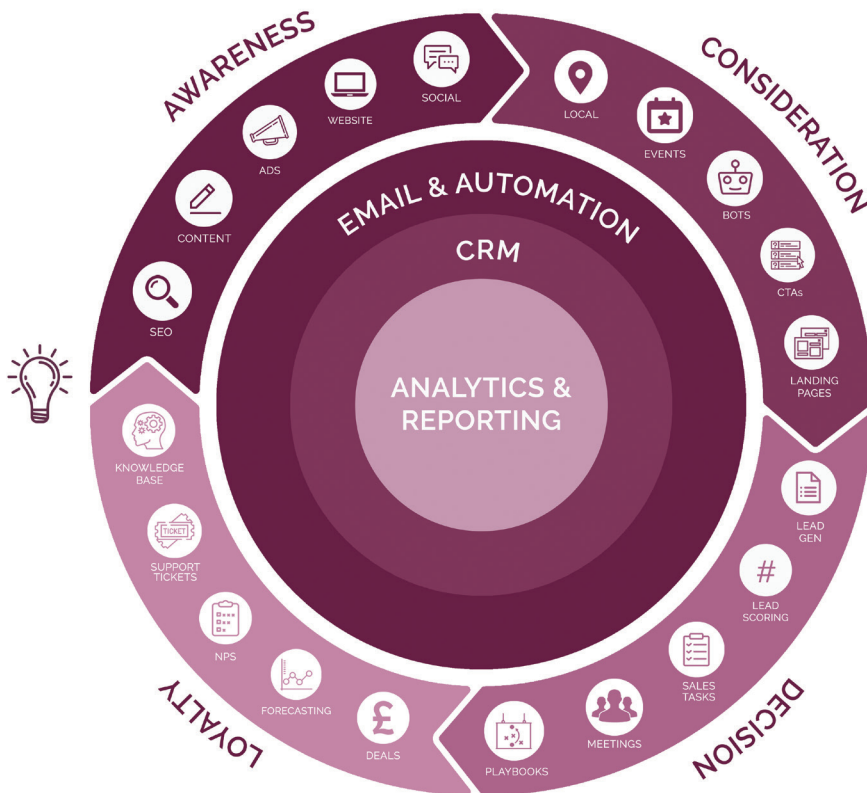
# NOTES

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# PULLING IT ALL TOGETHER

The flywheel is a metaphor for a common sense, joined up approach to your marketing, sales and service delivery. These core business services don't always easily work together because they have developed in different ways with different underpinning technologies. However, if you see them as a single virtuous circle of 'client delight' then when you improve any one element, it can have a huge impact on how your business is perceived by its prospects and clients.

Implementing the inbound flywheel is an investment, but eventually it should allow you to reduce paid ads, as clients are attracted to the value that you bring them before, during and after they are a paying customer.

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# NOTES

# CASE STUDY

# CASE STUDY : Porter Dodson

How Noisy Little Monkey drove new business for this South West law firm.

### The Client
Porter Dodson is a UK law firm based across Somerset and Dorset. They have a large team of fee earners in the South West specialising in employment, agriculture and family law.

### The Brief
The firm were planning the redesign of their website and were keen to see how to get the most out of the Inbound Flywheel, having been blogging sporadically for the last few years. Like most law firms, the results required were more website traffic, more leads and more clients.

### The Approach
Using marketing automation and the inbound marketing tactics described in this handbook, Noisy Little Monkey have helped Porter Dodson see tangible results from their marketing activity.

The Inbound approach ensured that Noisy Little Monkey delivered a content strategy and website structure that turned strangers into website visitors, converted the best of these into qualified leads and supported the fee earners as they won new clients.

One of the most successful campaigns we ran for Porter Dodson was their divorce campaign.

Search for the term **"can my ex-wife get my pension?"** on Google and you'll find that Porter Dodson have an answer box for this specific query - that's a prime bit of Google real estate.

# CASE STUDY : Porter Dodson



*Source: Google UK March 2019*
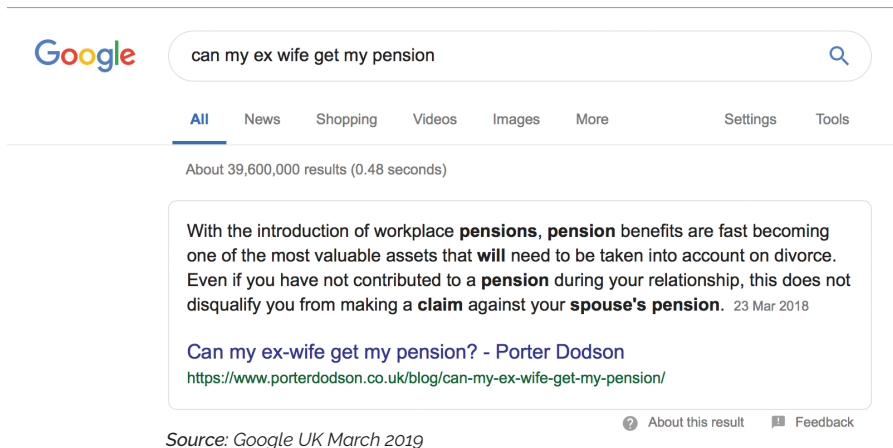
How did Noisy Little Monkey help Porter Dodson climb to the elusive 'position 0' spot on Google? By writing targeted content, supported by search term research, which answers the question their prospective clients are typing into Google.
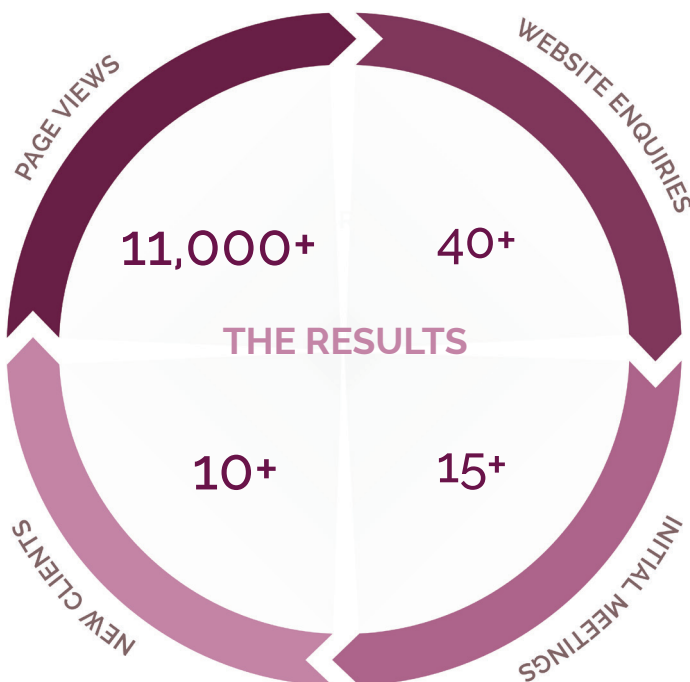
The person searching for this query on Google is clearly in the Awareness stage of the buyer's journey. The blog post 'can my ex-wife get my pension?' provides an answer to their problem and supports them with valuable information during the research phase of the buyer's journey. This content is what attracts strangers to the website.
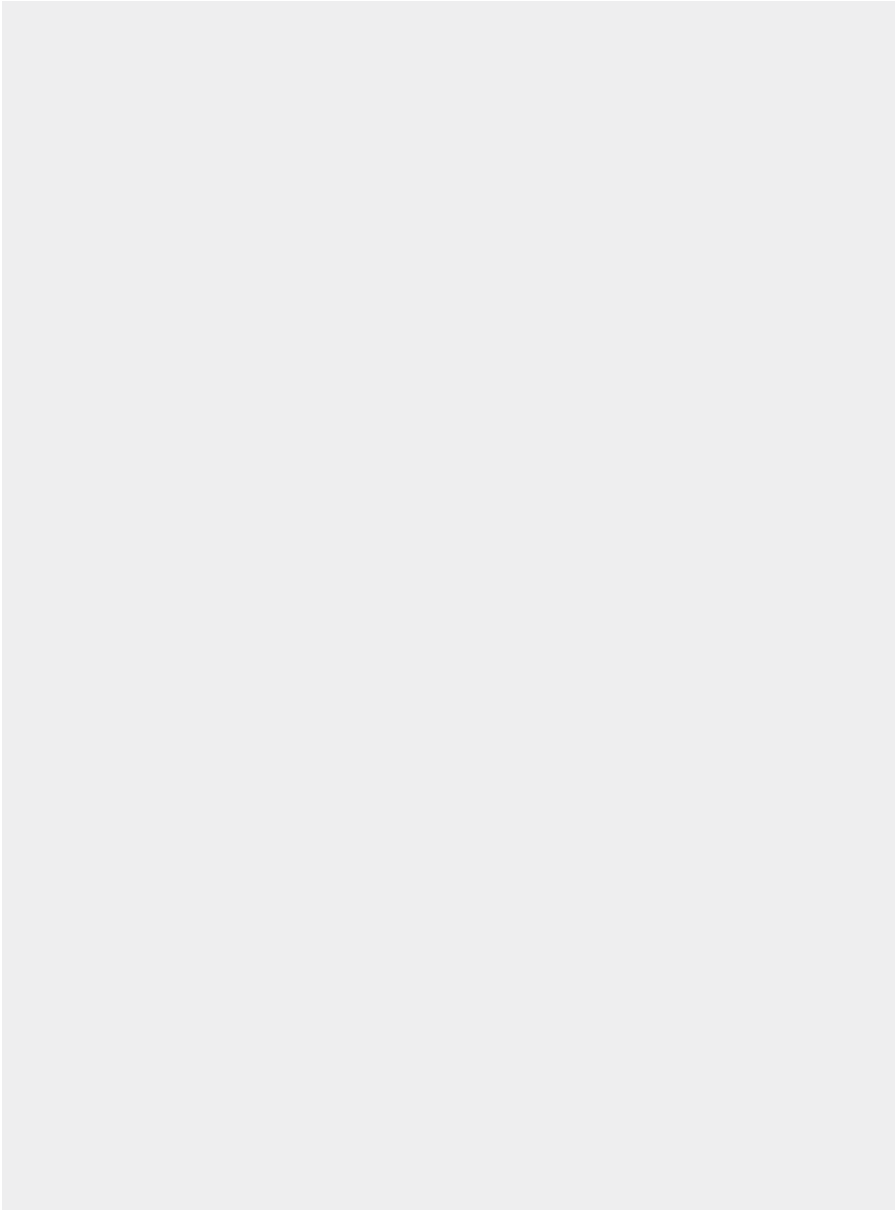
# CASE STUDY : Porter Dodson

When the prospect clicks to read this blog post, they see a call-to-action which offers additional useful information. In this case, the call-to-action is to download a free guide called '6 Key Decisions For A Successful Divorce'.

In order to receive the guide, prospects are asked to fill out a form submitting a few key details including email address and location. These prospects are then entered into an automated email workflow which sends them the guide and qualifies them as a lead based on the criteria they submitted on the form.

Inbound marketing is a win-win; the prospective clients are receiving help and advice tailored to their specific needs, and our legal client are receiving highly qualified, nurtured leads - and in this example, since our client is the first solicitor the prospect will speak to, our client is in pole position to win the business.



PAGE VIEWS

WEBSITE ENQUIRIES

11,000+

40+

**THE RESULTS**

10+

15+

NEW CLIENTS

INITIAL MEETINGS

# NOTES

## CONTACT : Get In Touch

Noisy Little Monkey help growing law firms win more new clients and measure ROI.

Search for Noisy Little Monkey online and follow us on social media for tips and advice.

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