

INBOUND MARKETING WORKBOOK



Maybe you're just hearing about inbound marketing for the first time. Perhaps you're familiar with the concept, but don't know where to start. Without a doubt, inbound marketing is a complex philosophy that might require re-alignment and prioritization of your entire promotional strategy.

But that doesn't mean it's impossible to implement. Quite the opposite, in fact. Tackle the individual tasks required for a more comprehensive strategy bit by bit, and you find yourself well on the way to embracing the inbound marketing mindset. This e-workbook can help you get started on that path.



Persona Development

Any comprehensive marketing strategy has to start with the right audience. In inbound marketing, that means not just knowing the demographic characteristics of potential customers, but actually gaining an appreciation for their pain points, behaviours, and interests.

Persona development has entered the foreground of digital marketing for this reason. It involves analysing your current audience, and building hypothetical profiles of ideal customers that humanise your audience and guide the entirety of your strategy. Rather than targeting a market that consists of 25-34 year-old female professionals in or around Sydney, you build your marketing to attract Jennifer, a 28 year-old accountant who lives in Pymont.

Because of this specificity, the **majority successful inbound marketers** tend to develop between two and four buyer personas.



WHO ARE YOUR CUSTOMERS?

Answer the below questions for 2-4 individual personas, based on what you know about your current and desired target audience.

Complete this worksheet for each of your 2-4 personas

- This persona's age is:
- This persona's geographic location is:
- This persona's educational background is:
- This persona is male female
- This persona's family status is: single/in a relationship/married/has children/not relevant to my brand
- This persona's current professional status is: seeking a job entry-level professional
 mid-level management senior level management
- The industry this persona works in is:
- The size of the company this persona works in is:
- This persona's most important skills to be successful are (list 2-3):
.....
.....
- This persona measures professional success as:
- This persona measures personal success as:
- This persona's hobbies include (list 2-3):
.....
.....
- This persona's preferred social media network is:
- This persona is interested in your industry because:
- This persona's biggest challenges are (list 2-3):
.....
.....
- This persona's personality is:
- This persona's personal values are (list 2-3):
.....
.....



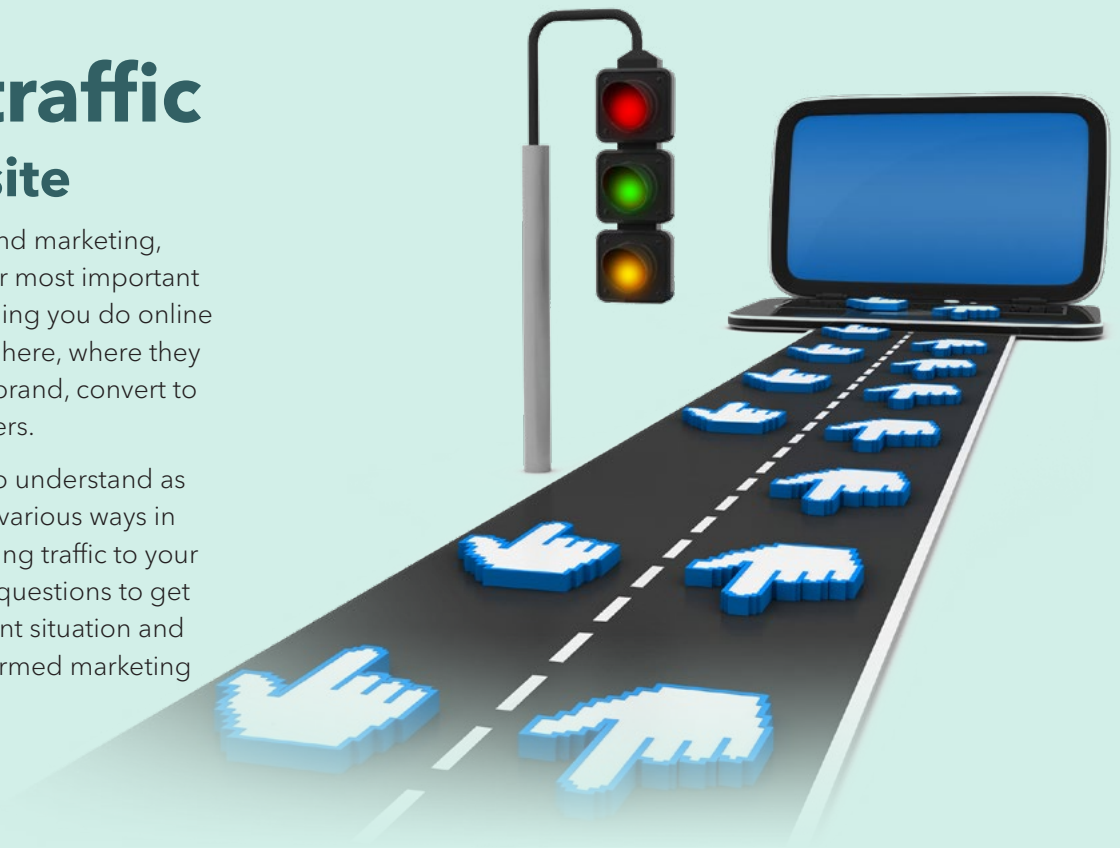
Some of these answers will be easy to glean from what you already know about your audience. Others might be a little more difficult, and require additional research. All of them combine to create a full picture of the type of person your marketing strategy should target.



Driving traffic to your website

Within the context of inbound marketing, your website should be your most important messaging channel. Everything you do online should drive your audience here, where they can learn more about your brand, convert to leads, and become customers.

As a result, it makes sense to understand as much as you can about the various ways in which you are currently driving traffic to your website. Answer the below questions to get a fuller picture of your current situation and to help you make more informed marketing decisions down the road.



- My main sources of website traffic generation are:
- Lead conversion rates for my main sources of web traffic are:
- Bounce rates for my main sources of web traffic are:
- When my visitors land on my homepage, their natural next step to click is:
- Tick one: the majority of my visitors use a desktop mobile device.
- The most popular geographic location of my web visitors is:
- My most trafficked and converting search engine keywords are:
- My website includes broken and redirected links
- My website generates % more/less traffic than that of my closest competitor



You might already know some of these answers. Software like Google Analytics helps you understand it in more detail, especially as it relates to website traffic and bounce rates. Finally, some of the above questions (such as your visitors' natural next step) may be judgement calls, which can be improved with some **user testing on your website.**



Develop Lead Generating Forms

At this point, you have a better idea of both your audience and your most successful tactics in driving traffic to your website. Now, true to the inbound marketing philosophy, you have to make sure they convert to leads.

Here, the most important consideration is your lead generation form. **Research repeatedly shows** that shorter forms drive more conversions. However, as your audience becomes more familiar with you and moves down the sales funnel, they will become more willing to share information.

In addition, your call to action will play a vital role in getting your audience to actually submit the form.

By answering the below questions, you can accomplish both.



- On a typical landing page, my forms typically live (tick location descriptors):

on the right/left of the page near the top/bottom of the page

Why?

- What information do you think your audience would be most likely to give you?

.....

Why?

- All of my lead forms have to at least ask for (list 3-5 items, in order of priority)

ie What is their biggest frustration with their current service provider?:

.....
.....
.....
.....

- As my audience becomes more familiar with my business, it would be beneficial to also know (list 2-4 additional items, in order of priority)

Ex: How did you find our business or choose it over competitors?:

.....
.....
.....
.....

- This information would be most helpful in closing the deal with potential customers right before they're ready to convert at the bottom of the funnel (list 2-4 additional items, in order of priority):

Ex: How did you find our business or choose it over competitors?

.....
.....
.....



- I plan to use the information collected in the forms for (list 1-4 items)
ie Creating email lists:

.....

.....

.....

.....

- My new lead gets:
ie Discount code

.....

- When they fill out and submit a form, my new leads get (list the tangible benefit):

.....

.....

- The typical call to action on my form is currently worded as:
ie Get my 10% off code now!

.....



The key here is making sure that for leads near the top of the funnel, you only ask for the minimum possible amount to inform your marketing. Visitors are less likely to give up phone numbers if they just heard about you, but will become more likely to do so as they move down the funnel.

Be sure that your calls to action are always action-oriented. Rather than a generic verb like 'submit', they should describe exactly what your audience can expect by filling out a form (the tangible benefit).



Relevant content for your personas

Next, it's time to begin developing the most relevant possible content for each of the 2-4 personas you developed earlier.

Persona name.

What three types of content would this persona like to read to address their pain points, values, and current situation?

1.

2.

3.

Where would they be most likely to read this content?

.....
.....

What format would be most beneficial for this content?

Text infographic

video combination

Is this content substantial enough to warrant an eBook or whitepaper?

Yes No

If not, where would it be most effective?

.....



Can this content be optimised for a core search engine optimisation keyword in your business?

.....
.....

Once developed, where could you promote this content to get in front of your audience?

.....
.....

Repeat this page for all of your personas. Now, you're ready to integrate the content into a larger strategy.

Your content marketing strategy

Last but certainly not least, we put the components together. Inbound marketing is a content-based strategy, which means that the success and failure of your promotional efforts will depend on the quality and quantity of content you can distribute. The below questions can help you understand where you currently stand, and what you can improve to start generating leads, and growing your business.

- Tick all that apply: where do you currently publish content for your brand?
 - Facebook Twitter Instagram LinkedIn Pinterest
 - Snapchat blog website other
- How often do you currently publish on social media per week?
- What percent of what you post on social media is original/ owned content?
- How often do you currently publish on your website and/or company blog?
- What percentage of what you post on your website and or company blog is original/ owned content?
.....
- What percent of what you post on social media is original/ owned content?
- What percentage of what you post on your website and or company blog is original/ owned content?
.....
- Do you have a strategy behind your publishing schedule? Yes No Somewhat
- If yes, what is that strategy?
- Does your content drive toward lead generation or a "natural next step"? Yes No Somewhat
- Does your audience tend to respond to some types of content more frequently or positively than others?
 Yes No
- If yes, what are the common threads you can identify for that type of content?
- Do you currently have a documented content strategy? Yes No Somewhat
- How do you measure success in content marketing?
- Who develops your content, and why?
- What type of content are you not currently publishing, but should based on your personas?
.....
- What is your overarching marketing goal over the next month?
.....
- Over the next year?
.....

All of these questions give you a better idea of where you stand, and where you need to go with your content marketing strategy. Answer them, and you will take the first step toward building a content calendar, and developing pieces that are actually relevant to your buyer personas.



MAXIMISE

your digital marketing success

Of course, developing your personas and building a comprehensive content marketing strategy is only the beginning. Now, you have to start writing content, using channels from social media to SEO to spread the word about it, and begin nurturing your new leads to become customers.



All of that can seem like a lot. Fortunately, it doesn't have to be. If you don't feel confident in moving the words you put into this e-workbook into an actionable strategy, **contact us**. Let's chat about the benefits of inbound marketing for your business, and how we can help you maximise your digital marketing success.

AUTHOR BIO

Joana Inch enables agency owners to scale at large, get some free time back into their busy lives and focus on what they do best!

As the Co-Founder and Head of Digital at Hat Media - a marketing agency that specialises in content creation and marketing automation, she understands the ins and outs of business and marketing and is passionate about allowing agency founders to move past the hamster wheel and find success in their endeavours.

Joana has been in the industry for 15+ years, has been an owner for 10 of those years and comes from a digital media, search and strategy background. She excels in big picture thinking, cutting through the noise and delivering campaigns on time and in budget.

Have a favourite ski slope? Joana is happy to discuss why yours isn't the best over a Kahlua.

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