

# GUIDE

# HOW TO BUILD A SMARTER INBOUND MARKETING STRATEGY

UNDERSTANDING AND IMPLEMENTING THE  
**INBOUND METHODOLOGY**

HubSpot  
AGENCY  
PARTNER  
CERTIFIED



SiO  
Digital

Valid until Aug 1 2019

# Table of Contents

## **03** *Getting Started*

## **07** *Inbound Marketing Basics ~ ATTRACT*

DYNAMIC SMART CONTENT  
SOCIAL MEDIA MARKETING  
GROWTH-DRIVEN DESIGN  
INBOUND DRIVEN SEO  
COMPETITOR ANALYSIS

## **18** *Inbound Marketing Basics ~ CONVERT*

PREMIUM CONTENT OFFERS  
MARKETING AUTOMATION

## **23** *Inbound Marketing Basics ~ CLOSE*

TOFU, MOFU, BOFU  
THE MARKETING THAT PEOPLE LOVE

## **27** *Inbound Marketing Basics ~ DELIGHT*

CUSTOMER-CENTRIC COMMUNICATIONS  
ACTIONABLE DYNAMIC CONTENT  
ACTIVE CUSTOMER SUPPORT  
SOCIAL ENGAGEMENT CAMPAIGNS

## **30** *Get Smart*

ALIGNING MARKETING & SALES  
CAN I AFFORD IT ON MY OWN?

# 1 Getting Started

---

CHANGE THE WAY YOU SELL.



## The Heart of Your Business

**A**t the heart of every business is the marketing department. Your marketing team is responsible for **attracting new customers, retaining current ones, and ensuring your business turns out a profit.** When you divide this into more specific aspects, you see that marketing has a huge number of jobs to undertake, and it can be difficult to know if you are on track for everything.

If you feel lost or are unsure whether you are taking advantage of all the opportunities available to you, take a step back and start at the beginning again. **This guide will explain how to implement a smart dynamic inbound marketing strategy that works for your unique business.**

## Inbound Retainers

**I**t can be **challenging to manage your marketing alone while ensuring you stay within your budget and deal with unexpected changes or developments.** One solution is partner with a marketing agency; however, if you choose to go down this route, you need to ensure the agency maintains your vision for your company and that you will still have an input in the activities and campaigns.

With an inbound retainer, the agency agrees to keep you informed. Your marketing partner will show you where they are allocating resources, ensure you stay up-to-date about progress, and otherwise involve you every step of the way to the extent you want.

Just some aspects of your marketing strategy that the agency will handle are as follows.

### SMART Goals THE FIRST STEP TO ALIGNING MARKETING & SALES



**T**he SMART goal framework allows you to **define custom goals and track their progress**. The benefits and results of establishing SMART goals are :

- Clear and concise **view of the top of the sales funnel**
- Involvement of the whole **team across departments**
- Definition of everyone's **role and responsibility in achieving objectives**
- **Increased accountability** without the possibility of using excuses (or not too many!)

SMART stands for:

**SPECIFIC:** Goals need to be definite. They should explain **what you are aiming to achieve, why this is necessary, who it involves, and where it will happen**. You can also specify any limitations or issues you could face in attempting to reach the goal.

**MEASURABLE:** Beyond being able to measure your progress toward the goal, you need to **state which metrics you will be using**.

**ATTAINABLE:** Choose goals that are within your capabilities to achieve, **based on benchmarks, resources and possible economic factors**.

**RELEVANT:** Goals should make sense and **align with your growth objectives**.

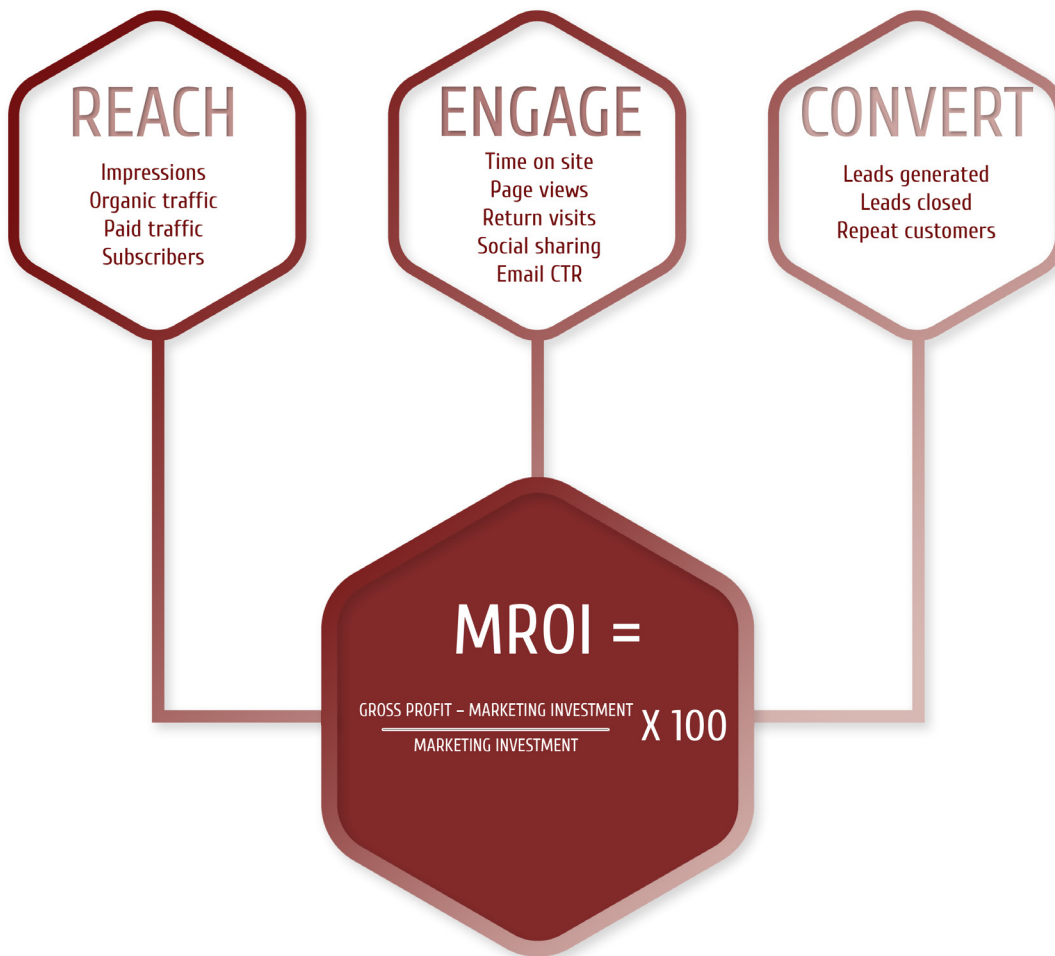
**TIMELY:** Determine **by what date you want to achieve the goals**. This prompts a higher level of planification and productivity.

## Getting Started

### MARKETING ROI

To calculate the return on investment for your marketing efforts, you need to turn to marketing ROI, or MROI. **When you try to calculate MROI in house, problems often occur due to different people using different methods.** This means it is impossible to make meaningful comparisons.

A marketing partner, however, will use a defined method that works for your business. The agency will even specify what they have measured to give the result more significance.



Too often do we hear prospects say that Marketing is expensive, a sort of necessary evil that may or may not produce the desired effect. Inbound Marketing is not an expense. It's an investment. **And as with any investment, you can expect return.** To find out how much, go to our ROI calculator.

**CALCULATE ROI**

### Build Your Marketing Budget

**M**arketing agencies have access to tools that accurately determine **how much a business should allocate to a marketing budget**. In addition, your marketing partner is able to determine how much needs to go to each channel, according to what would be most effective for your business. The agency will look at tactics that lead to the best results for businesses in the same industry as yours, current trends, and what your target audience responds to.

### Buyer Persona Development

**T**o aim your efforts at your **target audience**, you first need to know **who makes up this group**. This involves developing buyer personas — fictional characters who represent your ideal customers. Your inbound marketing partner will help you describe the personas in depth by knowing what details are pertinent to the description and where to gain such information.

### Branding and Business Positioning

**T**hrough branding, you help your business become memorable in the minds of your prospects. With business positioning, you show users why you are different from your competitors. For this to be effective, you need to know why your customers choose you and what makes you unique.

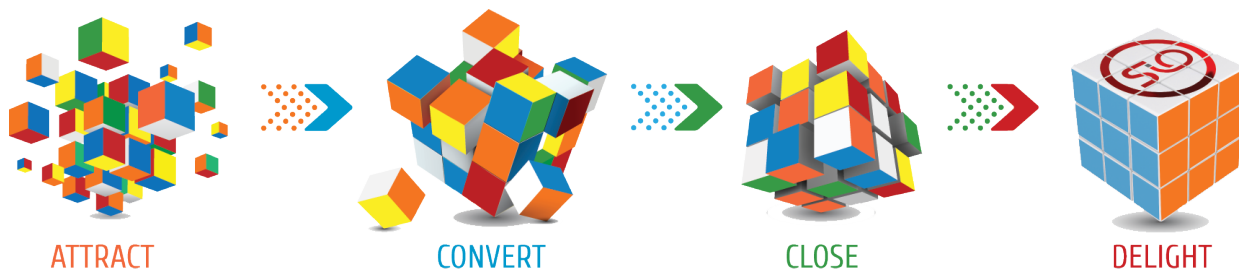
A marketing partner will compare your efforts with those of your competitors. The agency will look into how you are currently using branding and business positioning to establish whether your efforts are allowing you to demonstrate your uniqueness. Using all this information, the agency will develop new positioning ideas, including a statement.

**In essence, the positioning statement will answer WHY you are doing WHAT you're doing, WHO you are doing it for, and HOW unique you are at doing it.**

# Inbound Marketing Basics

SELL THE WAY YOUR CUSTOMERS WANT TO BUY

Inbound marketing is based around the sales funnel, and at each stage marketing efforts serve a different purpose. You can remember the stages with the letters ACCD.



Inbound Marketing is born from the observation that **traditional marketing doesn't work anymore**. Buyers have become incredibly smarter in their purchase process - or rather, have finally taken back the power that is rightfully theirs. Prior to any decision to buy into a brand or to promote that brand, they do their homework.

Because of this, businesses have to develop a customer-centric approach to sales. Only an informed decision to buy can make the customer happy and satisfied. **In other words, if you want to fill your \$\$ bottle, use a funnel so it won't spill.**

**Let's dig into that ACCD ~ Aptitude to Charm a Customer Disorder.**

A SMARTER WAY TO SELL

# ATTRACT

Attract (Transitive verb): to draw by appeal to natural or excited interest, emotion, or aesthetic sense  
~ Merriam Webster

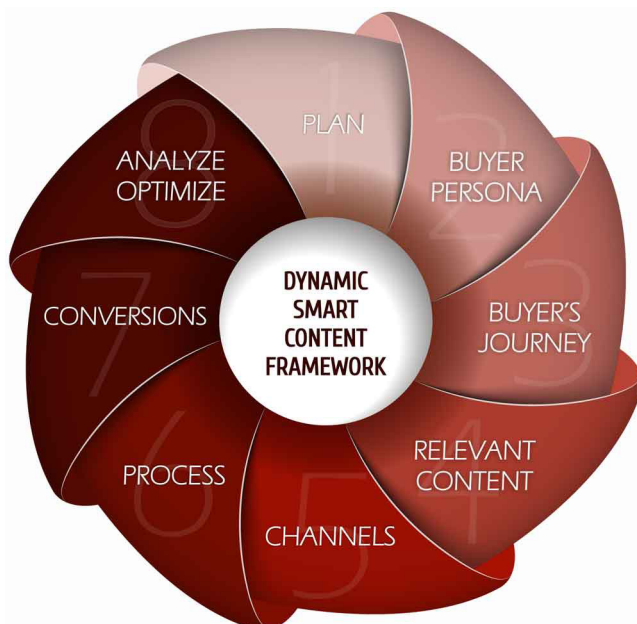


The attract stage involves **turning strangers into visitors**. This step is all about **intelligent customer acquisition and collecting data**.

## 1 DYNAMIC SMART CONTENT

Smart content adapts to the needs of the user consuming it. This allows the business to personalize experiences and improves the chance a user feels attracted to the brand. **Smart content began with the sending of email newsletters to prospects, but it has now developed into displaying web content that users will find beneficial and interesting.**

### DYNAMIC SMART CONTENT FRAMEWORK



**Plan** Analyzing data into identifiable patterns and build a smart content offer.

**Buyer Persona** Serving the right people with the right content at the right time.

**Buyers Journey** Understanding needs and challenges and the decision path.

**Relevance** Content that matches the current stage where the buyer is at in the journey.

**Distribution Channels** Distributing the content effectively so that it reaches the target audience.

**Process** Mapping the content in a step by step evolution.

**Convert** Use landing pages, CTAs and nurturing strategically.

**Analyze & Optimize** Use performance tracking tools to measure campaigns and refine.

## 2 SOCIAL MEDIA MARKETING

**T**o attract users on social media, you need to ensure you are using the right platforms. **Some platforms will contain a large number of your target audience, whereas others will only have a minimal amount.** You will waste resources if you set up campaigns in the wrong places. Once you have determined the best platforms for your brand, it is time start working on brand awareness.

The difficulty with social media marketing is that every platform demands a different strategy. However, across the board, there are three main things to remember:

### CONSUMPTION

You need to be active. You want users who connect with your brand to feel that they can trust you to deliver top-quality products and services. Developing a relationship with users is key to building trust, and this is only possible through interactions. **Rather than just publishing your content, seek out opportunities for two-way conversations.** This includes responding to comments and timely responses to private messages.



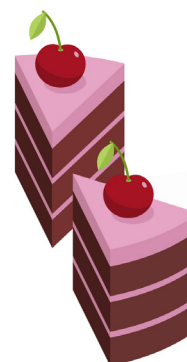
### REACH

Your content needs to be visual. This can be a struggle, especially for B2B brands, as offerings may not naturally lend well to visual media. Nonetheless, with a little creativity, you can find a way to **utilize visuals, be them photos, videos, infographics, or even charts.** This can have a huge impact on your visibility.



### LEAD GENERATION

The data from these metrics will show you whether your marketing efforts have had the desired impact and whether it would be worthwhile to continue sending your resources in these directions.



### 3 GROWTH-DRIVEN DESIGN

**T**raditional web design involves a complete overhaul of your website every two to three years to bring the design up to modern standards.

An alternative to this is growth-driven design, which involves continuously making changes.

There are a number of advantages to this.

Firstly, the traditional method changes everything at once. This requires a certain amount of guesswork as to what is likely to be effective. In contrast, **growth-driven design makes small adaptations and tests changes in visitor behavior**. Anything that leads to a negative impact can be reversed or replaced. Making only one change at a time means it is obvious what is having an impact.



## Inbound Marketing Basics ATTRACT

Another benefit of growth-driven design is that it is closely linked to marketing and sales. The design requires data acquired from the two departments — whenever anything changes strategy-wise, **your website changes BASED ON REAL DATA.**

All this leads to a website better aligned to your marketing efforts. This will increase the chance new users stay on your website to look around.

” And the day came when the risk to remain tight in a bud was more painful than the risk it took to blossom ~ Anais Nin

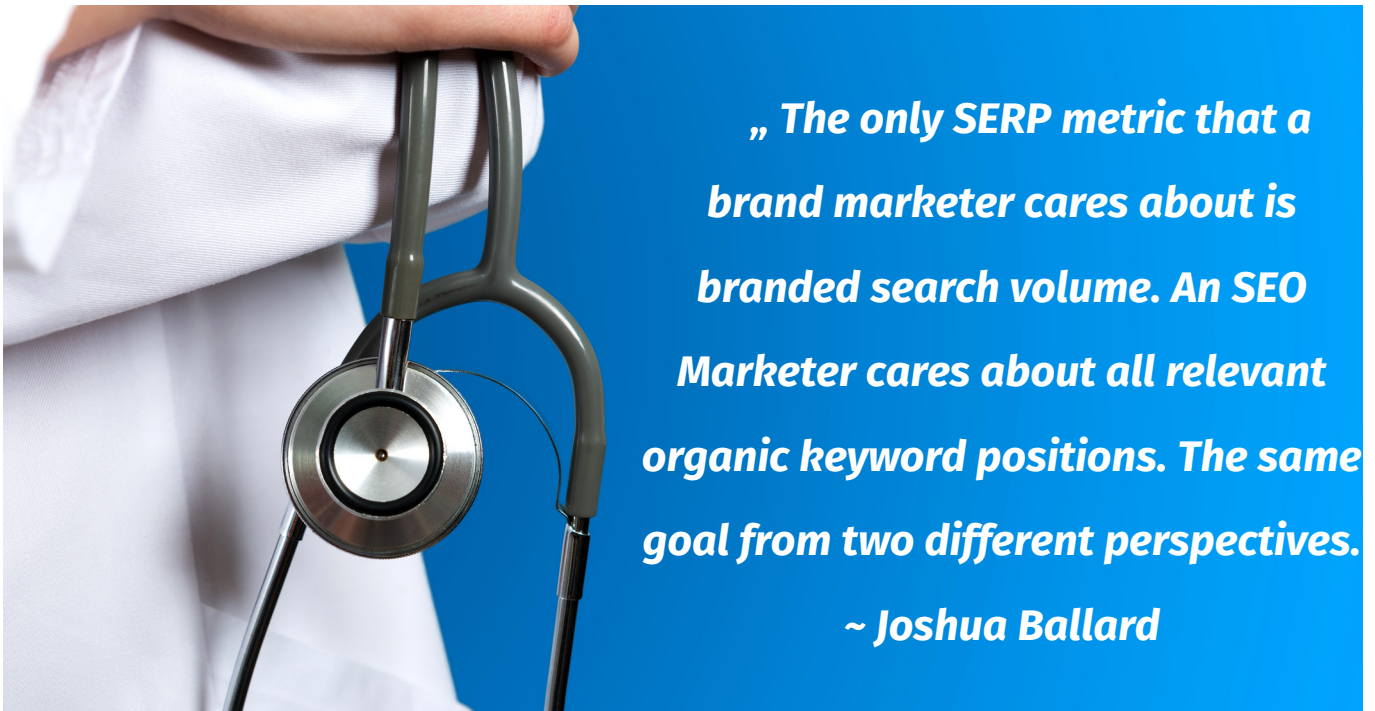
### 4 INBOUND DRIVEN SEO

Just as important as offering a great experience on your website is ensuring that users find the website in the first place. This requires SEO. The list of SEO best practices is always growing and changing; therefore, it is important to stay up to date if you want to keep your ranking high in search results.

You know you need to use keywords, but which ones? You want to update your website, but how can you do it without causing problems with search engines? This is where inbound-driven SEO comes in.

**Inbound-driven SEO ensures that your optimization efforts contribute, rather than hinder, your inbound marketing strategy.** Inbound-driven SEO involves tasks such as analyzing keyword data and trends, collaborating with your web developer to maintain a fast site that search engines can crawl, link building, and turning to analytics for insights.

### INBOUND DRIVEN SEO PROCESS



*„ The only SERP metric that a brand marketer cares about is branded search volume. An SEO Marketer cares about all relevant organic keyword positions. The same goal from two different perspectives.*

*~ Joshua Ballard*

#### SEO AUDIT

**ORDER A  
FREE\* SEO AUDIT**

The first step in your inbound-driven SEO efforts should be an SEO audit.

This will show you how easy it is for a search engine to read your website.

You will **identify problems, determine how to overcome these issues, and find ways to make improvements to your website.**

It is possible to audit your website alone, either by using tools or a guide, but for the best results you should rely on an SEO auditor. At the end of the audit, you will receive an analysis explaining, in detail, how your website performs in places like search and social media.

You will also see all the actions that needs to be taken and reasons why for each. Finally, you will gain a list of suggestions on how to improve SEO and other aspects of your inbound marketing strategy.

\*Guaranteed dairy free, gluten free, sugar free, insightful

# Inbound Marketing Basics ATTRACT

After conducting an audit, you can begin your SEO strategy. The best thing to start with is keyword research, as keywords are one of the most important aspects of SEO. With such a huge role to play, you cannot rely on your intuition alone when choosing keywords. Rather, you need to **know what users are typing into search engines and how many other websites are ranking for these terms.**

To start the research process, consider all the topics your business covers and narrow them down to 5 to 10 of the most relevant. For instance, if you create content, these will be the topics you cover the most often.

Next, brainstorm keywords for each of these topics. Think about what you would search for to find a business like your own or for information on related topics. Also **turn to your analytics to see what terms visitors are currently using to find your website**, consult with your sales team, and look for related search terms in Google. Accuracy is unimportant at this point, as you will be reducing the list later. Come up with as many keywords as possible, both short-tail and long-tail.

Finally, condense your list according to ranking, competition, and performance. **Use keyword tools to see search volume, traffic estimates, trends, and projections.** You should also find out what keywords specific competitors are using. Rather than manually inputting each into a search, use a tool like SEMrush for free reports

## COMPREHENSIVE KEYWORD RESEARCH

” Never lose sight of the fact that all SEO ranking signals revolve around content of some kind. ~ Duane Forrester



A SMARTER WAY TO SELL

## ON-PAGE OPTIMIZATION

Other aspects of SEO are divided into on-page optimization and off-page optimization. On-page optimization includes the following:

**Content.** The content of a webpage is its most important feature — this is what the visitor came for. Optimized content fulfills the needs of the user and is linkable.

**Title tags.** The HTML element that appears at the top of a search result is called the title tag. A good title tag will describe to users and search engines what is on the page.

**URLs.** Your URLs need to be descriptive, showing the category hierarchy of the page. This allows search engines to determine the relevance of the page and encourages clicks from users.

**Image alt text.** Search engines can only use images in SEO if they come with image alt text.

## OFF-PAGE OPTIMIZATION

Once, and only once, you have completed the on-page optimization, can you move to off-page optimization. Rather than there being specific elements you must focus on, as there is with on-page optimization, there are a number of tactics you can use to improve SEO off your website:

**Social media.** Develop a presence and engage users.

**Social bookmarking.** Promote your pages and blog posts on social bookmarking sites like Delicious and StumbleUpon.

**Forums.** Connect with communities on forums related to your business.

**Q&As.** Answer questions on Q&A websites like Yahoo Answers and Quora.

**Videos.** Upload your videos to content platforms like YouTube and Vimeo.

**Infographics.** Share infographics on sites like Visually and Reddit.

### **LINK BUILDING**

This type of off-page optimization is important enough to merit its own section. Link building involves creating external links to your website to demonstrate to search engines that it is an authority site. Many techniques that worked in the past are now considered black hat SEO and will cause your site to be penalized. Such tactics include content directories, comment links, forum signatures, and link exchanges.

To use link building to impact SEO, you need natural links. The best way to gain natural links is to create content that others want to share. However, you can also increase links by using tactics like:

**Guest blogging.** Avoid overusing this technique or blogging just for link-building purposes.

**Ego baiting.** By naming professionals or other businesses in your content, you encourage those mentioned to share the post.

**Fixing broken links.** Find a high-quality page with links to external resources that no longer exist. Contact the webmaster of the site to offer you own content to update the broken links.

**Link reclamation.** Reclaim links to your site that lead to pages that no longer exist. Redirect these links to quality content














## 5 COMPETITOR ANALYSIS

Competitor analysis does more than simply show you what your competition is up to. It also helps you generate ideas to stay ahead and draw users to your website or social media accounts, rather than to those of another business.

Depending on your uniqueness and the scale of your business, you may have a couple dozen competitors or a few hundred. As a competitor analysis needs to be manageable, analyze just your top 10 competitors. **Start looking for content and see how it compares to your own in terms of type, quality, publishing frequency, and topics.** This will show you where you need to step up.

In addition to how competitors are using content, you need to see what action they are taking to optimize their websites. Although much of this is hidden, you can see SEO in aspects like titles, URLs, header tags, internal links, and image alt text. Next, turn to social media.

- Where are your competitors active?
- Are their profiles complete?
- What do they post?
- How many followers do they have?
- Use this for inspiration for your own social media accounts.

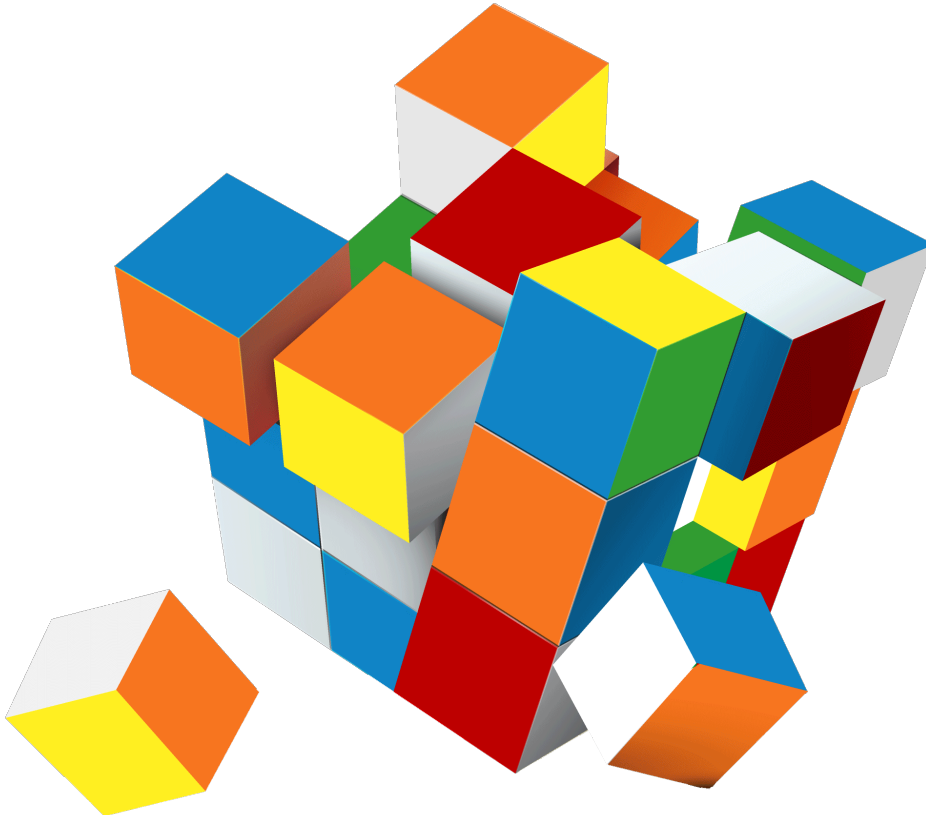
Sorted by:		Showing:				
Last report date		Marketing Grade	Traffic Rank	Facebook Fans	Linking Domains	mozR
	<b>siodigital.com</b> PRIMARY Updated 7/17/2017	73	5,641,167	-	10	4.8
	KEO  Updated 7/16/2017	61	1,421,671	-	91	4.8
	 Updated 7/16/2017	63	982,189	-	30	4.8
	 Updated 7/16/2017	68	11,796,064	-	4	4.7
	 Updated 7/16/2017	54	202,772	-	200	6.1
	 Updated 7/16/2017	69	955,626	-	103	5.4

View of the Competitors Report in HubSpot Dashboard

2

# CONVERT

Convert (Transitive verb): to bring over from one belief, view, or party to another ~ Merriam Webster



Once you have drawn users to your site, you need to **turn these visitors into leads**. This involves providing premium content along with an incentive to users to take advantage of the offering.

### 1 PREMIUM CONTENT OFFERS

To receive premium content, visitors must provide their contact details, which the business will then use to continue marketing to this new lead. To entice visitors to share such information with you, it is necessary to promise something that users are unable to gain online freely. You can achieve this by offering higher quality or greater depth of information.

#### DYNAMIC LANDING PAGES

It is not enough to simply offer great-quality premium content — users need to be aware of the content's value. This calls for a smart landing page.

*Landing pages literally become the inbound funnel, your tactic to direct the user to the next stage with just one click.*

On the landing page, you have the chance to explain what the premium content contains and why the visitor should want it. You need to make a convincing case to show it is worthwhile to the user. Do this in as few words as possible to ensure visitors read the entire message, summarizing the pain points the visitor is currently experiencing as well as the features and benefits of your offer.

Keep the landing page simple to limit distractions. **Remove navigation and footer.** After you have made the initial design, consider each element in turn to determine whether it is necessary. Does the image, or extra line of text add to your message? Will everything fit on a small screen?

**Your landing page can offer more than one type of premium content, but you should keep offerings to a minimum.** More options mean users have to make a decision as to which they want. Indecisiveness can make the user decide it would be better to do nothing.

The most important part of the landing page is a powerful CTA. High-converting CTAs tend to have a few characteristics in common:

**Buttons.** Buttons receive more clicks than text, hyperlinks, and images. They make it obvious where to click and what will happen next.

**Wording.** The best copy is succinct, explaining why users should click the CTA and what will happen when they do.

**Placement.** CTAs should follow the content on the page and be instantly visible.

**Color.** The right color can make a CTA stand out and encourage clicks.

**Spacing.** If you feature more than one CTA on the same page, each should be separated with plenty of whitespace.

It is not always obvious what will perform best. You will need to test a few versions of your CTAs to find what design converts the most often.

### ***HIGH CONVERTING CTAs***



” I can no other answer make, but,  
thanks, and thanks.  
~ William Shakespeare



### THANK YOU PAGES

Once visitors have filled out the form on a landing page and clicked the CTA, they become a lead. The next step is to present visitors with a thank you page. **A thank you page does more than show your gratitude toward the new lead and confirm the delivery of the premium content — it also increases the chance that the lead will move to the next stage in the buyer’s journey.**

At this point, there are several things you must do. First, return your website to normal navigation to allow the lead to continue exploring your site for additional content. If you are offering anything other than downloadable content, you will also need to tell the lead how to use the offer, such as how to start using the free trial.

Finally, include social share buttons to allow the lead to tell friends about the opportunity.

Optional at this point is a second CTA, offering related premium content. If you choose to do this, you should start with a period of A/B testing to ensure the strategy leads to success. Whereas it is worth trying, as many leads are more willing to take advantage of a second offer right after they have filled out a form for the first, **you need to avoid coming across as pushy.**

### 2 MARKETING AUTOMATION

In most cases, **a single piece of content is insufficient to ensure a lead chooses your business. Rather, you need to continue providing content at the right time.** Automating distribution does more than save you time and effort — automation tools have capabilities beyond those of a human marketer.

For instance, tools can accurately determine what triggers signify that leads are ready for the next piece of premium content. Plus, they can gather data to tell you what types of content are working and which pieces have been less successful. Finally, automation can make sure you send the right content to your leads. All this increases your chances of a conversion.

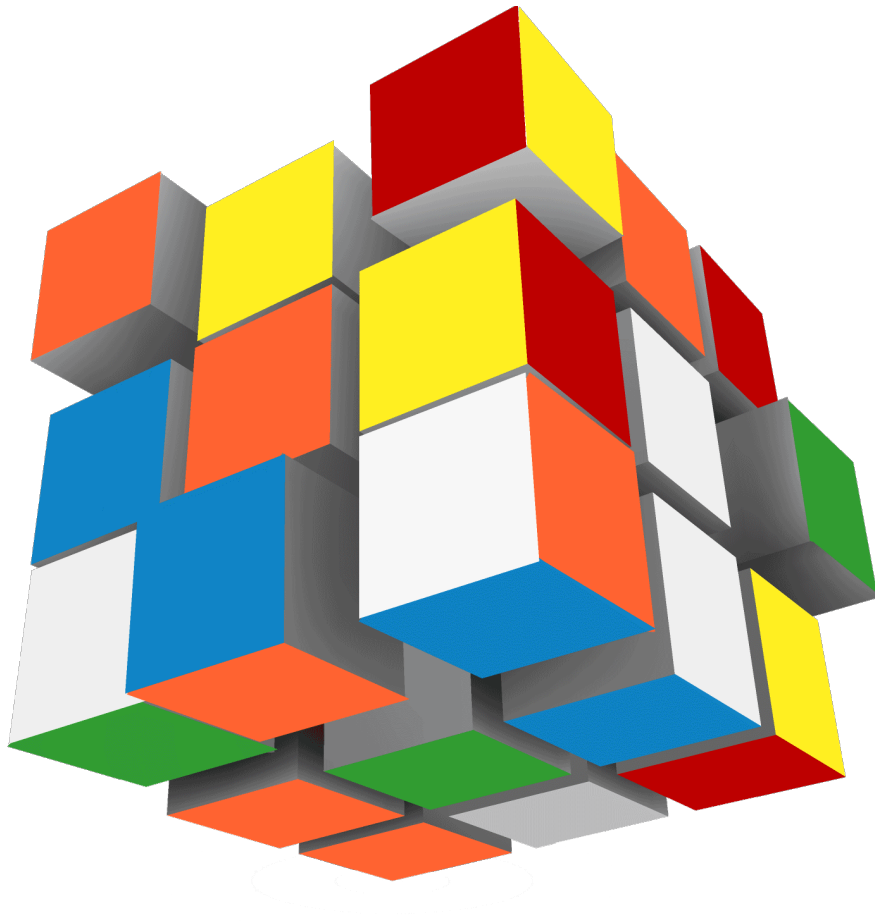
*Just a few ways  
HubSpot CRM will  
allow you to execute  
your strategy:*

1. **DELIVER EMAILS THAT CONVERT.** Create templates for emails to send messages to prospects faster. The software will track the success of your emails, weeding out the unpopular but sending the best ones to more prospects.
2. **WORKFLOWS AND SEQUENCES.** The software charts leads' behavior to determine how you can tailor content, offers, and outreach efforts.
3. **SEND PERSONALIZED MESSAGES.** The software will send messages to prospects at the right time according to the criteria you set — you can choose from a number of triggers, conditions, and actions. This allows you to create a series for an email drip campaign, including messages with personalized subject lines.
4. **RECEIVE INTERNAL NOTIFICATIONS.** When a contact completes a specified action, the appropriate team will be notified to follow up.
5. **SMART LANDING PAGES.** You can set content to change automatically according to who is viewing the page.
6. **RUN A/B TESTS.** Constantly tweak every piece of content to ensure it performs best.

2

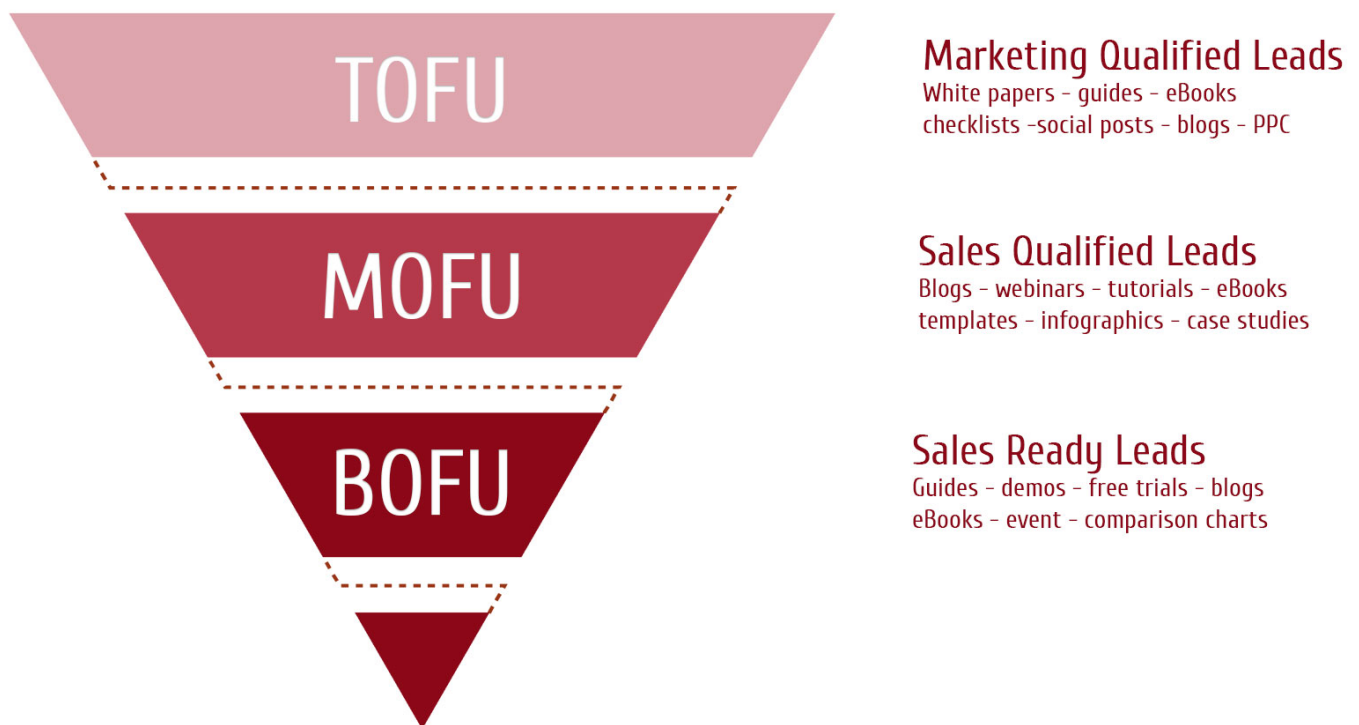
# CLOSE

Close (Transitive verb): to enter into or complete an agreement ~ Merriam Webster



After you have accumulated leads with an interest in your business and its products or services, it is time to **close the deal by converting leads into customers**. This is still a lengthy process, as you will need to measure your data to effectively nurture leads.

### 1 TOFU, MOFU, BOFU



The inbound marketing sales funnels is divided into the top, middle, and bottom of the funnel, represented by the shorthand TOFU, MOFU, and BOFU. Each of these stages requires a different action to nurture leads.

# Inbound Marketing Basics

## TOFU

At the top of the sales funnel, you are looking to **attract leads by introducing them to your business with interesting content.**

The most common types of content at this stage are blog posts and social media updates.

This content should show users how to solve their problems and provide them with useful information.

A CTA at this point should never push for a sale but may encourage leads to consume more information, such as in the form of premium content.

## MOFU

Once leads have reached the middle of the funnel, continue with educational content but also start explaining why your business is the best choice.

Premium content for this purpose may include case studies, testimonials, comparisons, and demonstrations in the form of tutorials or webinars.

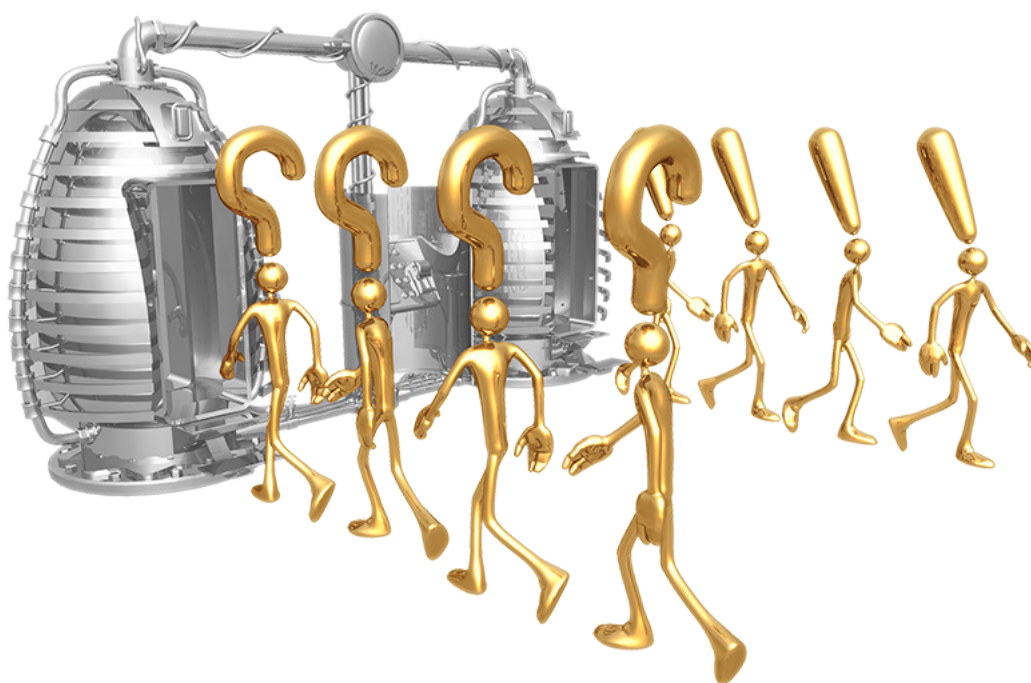
**You are guiding the buyer in his consideration journey, so he can further inform his choice before reaching the decision stage.**

## BOFU

**By the bottom of the funnel, only highly-qualified leads remain.**

To seal the deal, you can offer solutions such as a free trial, evaluation, or assessment for a service or a discount code for a product.

You may like to set an expiry date to create a sense of urgency and ensure that leads do act.



### Finally! The Marketing that People Love.

**N**ot all leads are created equal. From the start, you need to know which leads to prioritize and what efforts are likely to keep them moving through the sales funnel. Furthermore, you need to measure leads' progress to ensure your efforts are having an impact.

Segment leads according to their characteristics or behavior. Each segment should be significantly different from the other, each should relate to your marketing goals, segments based on characteristics should be unlikely to change in the future, and it should be possible to take action to target a specific segment.

For instance, you may decide to create segments according to geography, if you want to use local marketing tactics. Alternatively, you could segment according to what premium content leads download, as this will determine what type of content you should offer during the nurturing process.

**Measuring the success of individual leads and segments will reveal the efficacy of your efforts.** If many leads in a single segment fail to become customers, this could indicate that you are using irrelevant marketing materials. If leads that scored high before segmentation fail to convert, you should reassess how you segment leads.

### Sell the Way Your Prospects Buy

2

# DELIGHT

Delight (Transitive verb): to procure a high degree of gratification or pleasure ~ Merriam Webster



Even when a lead has become a customer, **the buyer's journey is not complete**. By delighting your customers, you can turn them into promoters for your brand.

### 1 CUSTOMER-CENTRIC COMMUNICATIONS

Customers are more likely to become advocates for your brand if they feel that they received exceptional service. Customer-centric communications ensure no individual who interacts with your company feels like an average customer. Instead, all your clients feels appreciated by your business and know that your organization understands their preferences.

This is most important for B2B businesses, where customers are potentially long-term and valuable and often have specific needs. Every time these customers communicate with your business, **they should feel as if the sales and marketing representatives know their history, are aware of their buying habits, and are ready with an appealing offer**.

### 2 ACTIONABLE AND DYNAMIC CONTENT

Another way to show your customers that you understand that they are unique is to present them with content designed just for them.

Examples of dynamic content at this stage in the buying cycle include **lists of recommendations based on past purchases, personalized emails, and smart images or offers on websites**. These types of content lead to repeat sales as well as more social shares, especially when they include a clear CTA.

### 3 ACTIVE CUSTOMER SUPPORT

If your product or service is complex, which is frequently the case for B2B products and services, customers may require further support. **Customer support is often the most direct form of communication between a business and its clients**, meaning it is critical you create a good impression.

You can go an extra step by offering active customer support. This means contacting customers before they contact you — asking about their experiences with the product or service so far and finding out if they need any guidance or help resolving problems. When you show that you care about your customers, they will be more willing to recommend you to others or try out your other offerings.

### 4 SOCIAL ENGAGEMENT CAMPAIGNS

A final way to keep interacting with your customers is through social media campaigns. A benefit of this is that customers can easily share your content with their contacts.

**The best campaigns are designed to encourage engagement that will strengthen relationships between your brand and your customers.**

” We cannot solve our problems  
in the same thinking we used when we  
created them. ~ Albert Einstein





## Is Smart Inbound Marketing Right for Your Business?

Inbound marketing is a complex process and only worthwhile for some types of businesses. **Before making the leap, you need to decide if it would be the right choice for you.** Determine this according to three factors:

- **Where you influence customers.** Inbound marketing only works for businesses that reach their customers online. If you are a B2B company, the likelihood is that this is the case for you. A survey by Braffton found that 94 percent of business buyers conduct at least some research online.
- **Budget.** Although inbound leads cost, on average, 61 percent less than outbound leads, inbound strategies require a larger upfront investment.
- **Your ability to create content.** Inbound marketing is based on providing valuable content to users. To succeed, you need to cut through the noise with unique content that your prospects need.

### 1 ALIGNING MARKETING AND SALES

**M**arketing and sales tend to operate separately — marketing generates the leads and nurtures them, handing them over to sales when they are qualified. The problem with this method is that much of what the marketing team learns about individual leads is lost or distorted when the lead reaches sales. Furthermore, sales may have priceless insights, due to their interactions with customers, that marketing never hears about.

There are several ways to overcome this problem:

- **Involve sales at every step of the marketing process.** You will benefit from their knowledge about what works, receive fresh ideas, and ensure your sales team understands how marketing nurtures a lead before it reaches them as a potential customer.
- **Benefit from social selling.** If you give sales access to social media, staff can connect with leads and assist them in helping them reach a purchase decision sooner.
- **Collaborate regularly.** Promote open communication through regular meetings. This will ensure the two teams know what the other is doing.

### 2 CAN I AFFORD IT ON MY OWN?

**A**better question than “Can you afford an agency?” is “**Can you afford an in-house team?**” You may assume that relying on your own staff to handling marketing tasks will be less expensive, but this is rarely the case.

First, you need to hire employees with wide-ranging skill sets to cover all the above aspects of inbound marketing. You need staff experienced in creating content, SEO, web design, and social media, to name just a few areas. Plus, finding the right hires takes time. **During the time you lack these employees, your marketing campaigns will suffer.**

In addition, you will need to supply your employees with all the equipment they require and provide ongoing training. You will also need to pay for the tools and subscriptions necessary for tasks like website auditing, keyword research, and automation.

With an inbound marketing partner, in contrast, the agency pays for the training of the experts, ensuring they are always up to date on the latest best practices for inbound marketing — something that changes often. Plus, the agency will take care of all costs related to equipment, tools, and services. Finally, you pay for expertise just when you need it. This means you can outsource as much or as little as you need, including support for basic tasks that would be a waste of time for your in-house talent.

# Forecast Consultation

---

THE TRUTH IS IN THE NUMBERS



## Why Should You Take Our Word for It?

**Y**ou should not. Deciding to switch to an inbound marketing solution for your lead generation strategy is a process that involves more than knowing the methodology.

The best next step you can (and should) take, is to request a free consultation for your business audit and revenue growth projection. Backed by facts and mathematics, we can show you the potential increase in revenue (not traffic, not leads, SALES).

*We will show you the increase in sales in 6, 12 and 24 months, and the potential ROI you generate by using an Inbound Marketing Strategy, investing only 5% of revenue. How much are you investing now, for questionable results?*

Additionally, our **iNBOUND iNTELLIGENCE** approach treats every implementation with **data mining and analyzing**, so we constantly further refine the quality of leads all the way down the conversion funnel.

**REQUEST A CONSULTATION**

---

A SMARTER WAY TO SELL

# Thank you

## AUTHOR

**Emma Astroth**  
Smart Inbound Strategist

## SUPPORT

CONTENT WRITER  
**Laura Jean Holton**

HAWK EYE  
**Giovanni Letellier**

GRAPHIC DESIGNER  
**Julien Astorga**

**“Don’t interrupt what your buyers want to consume –  
BE what they want to consume.”**  
**~ Mike Volpe, CMO, HubSpot**

