

Evolving

Your Digital Marketing in 2019

A Quick Hello



DIGITAL



Head of Marketing

40+ Marketers

Inbound Experts

Run Manchester HubSpot User Group

7 Years with HubSpot

Partner of The Year 2018

How to evolve your Inbound Marketing in 2019



Great, but what's Inbound Marketing?



“**Inbound Marketing** is a methodology that aims to attract online customers by educating and assisting rather than interrupting and annoying”

Our 20,000+
word Guide



What's involved? (in a nutshell)

- Content Production (Blogging)
- SEO Optimisation
- Email Nurturing & Segmentation
- Social Media
- Paid Advertising
- Video

Our 20,000+
word Guide





AWARENESS
TOP OF THE FUNNEL

Prospect has symptoms of a problem and is **researching to understand it.**

Blogging
Video
Social Media
High level info / tips



CONSIDERATION
MIDDLE OF THE FUNNEL

Prospect now know their problem and is **committed to finding a solution.**

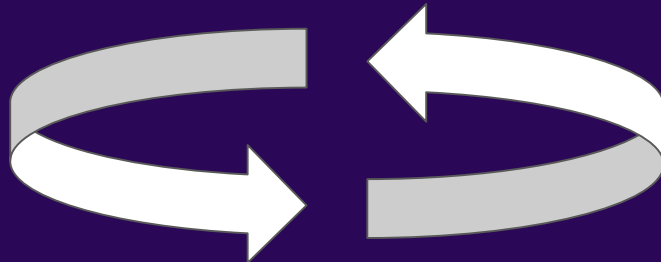
Blogging
Comparing Solutions
Demo / Trial
Niche Reports



DECISION
BOTTOM OF THE FUNNEL

Prospect knows the solutions they want and are **looking for a company to provide it.**

Pricing
Case Studies
Testimonials
Sales conversations begin!



AWARENESS

TOP OF THE FUNNEL

Prospect has symptoms of a problem and is **researching to understand it.**

Blogging
Video
Social Media
High level info / tips



CONSIDERATION

MIDDLE OF THE FUNNEL

Prospect now know their problem and is **committed to finding a solution.**

Blogging
Comparing Solutions
Demo / Trial
Niche Reports



DECISION

BOTTOM OF THE FUNNEL

Prospect knows the solutions they want and are **looking for a company to provide it.**

Pricing
Case Studies
Testimonials
Sales conversations begin!

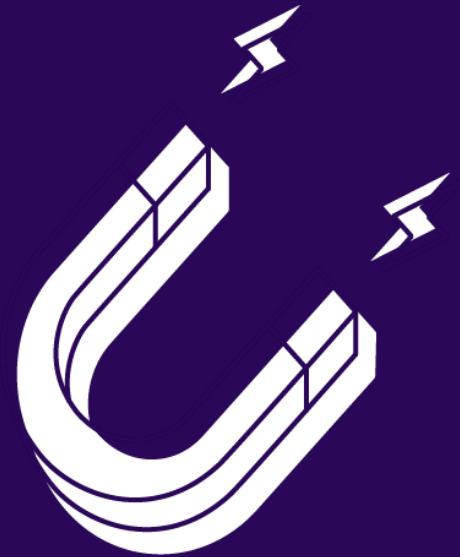
Why Inbound?

Marketers who prioritize blogging efforts are **13x more likely to see positive ROI**. (HubSpot, 2019) [\(Source\)](#)

47% of buyers viewed **3-5 pieces of content** before engaging with a sales rep. (Demand Gen Report, 2016) [\(Source\)](#)

Recipients are **75% more likely to click on emails from segmented campaigns** than non-segmented campaigns. (MailChimp, 2017) [\(Source\)](#)

Businesses who nurture leads make **50% more sales at a cost 33% less than non-nurtured prospects**. (Strategic IC, 2017) [\(Source\)](#)



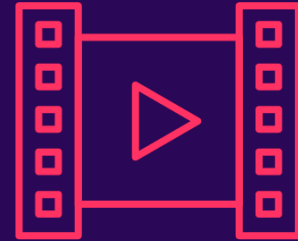
**But what if you're already
blogging?**



3 Ideas to try in 2019



1. Create Simple Videos



1. Video

WHY?

- More than **50% of consumers prefer video content** over other forms of content like emails, social, and blogs (HubSpot, 2018)
- **65% of senior executives** navigate to a site after viewing a related YouTube video. (Single Grain, 2018)
- Having a video thumbnail in the search results can **double your search traffic.** (Search Engine Journal, 2018)

1. Video

WHY?

- More than **50% of consumers prefer video content** over other forms of content like emails, social, and blogs (HubSpot, 2018)
- **65% of senior executives** navigate to a site after viewing a related YouTube video. (Single Grain, 2018)
- Having a video thumbnail in the search results can **double your search traffic.** (Search Engine Journal, 2018)

OUR EXPERIENCE

- 2 Years
- 211 Videos
- 25,000+ plays
- 240 qualified leads
- 9 customers so far
- Lifetime value of £1.9m

1/3 of our customers have interacted with our videos during before signing

1. Video

WHY?

- More than **50% of consumers prefer video content** over other forms of content like emails, social, and blogs (HubSpot, 2018)
- **65% of senior executives** navigate to a site after viewing a related YouTube video. (Single Grain, 2018)
- Having a video thumbnail in the search results can **double your search traffic.** (Search Engine Journal, 2018)

OUR EXPERIENCE

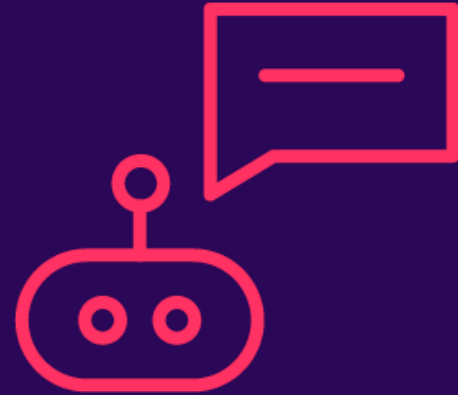
- 2 Years
- 211 Videos
- 25,000+ plays
- 240 qualified leads
- 9 customers so far
- Lifetime value of £1.9m

⅓ of our customers have interacted with our videos during before signing

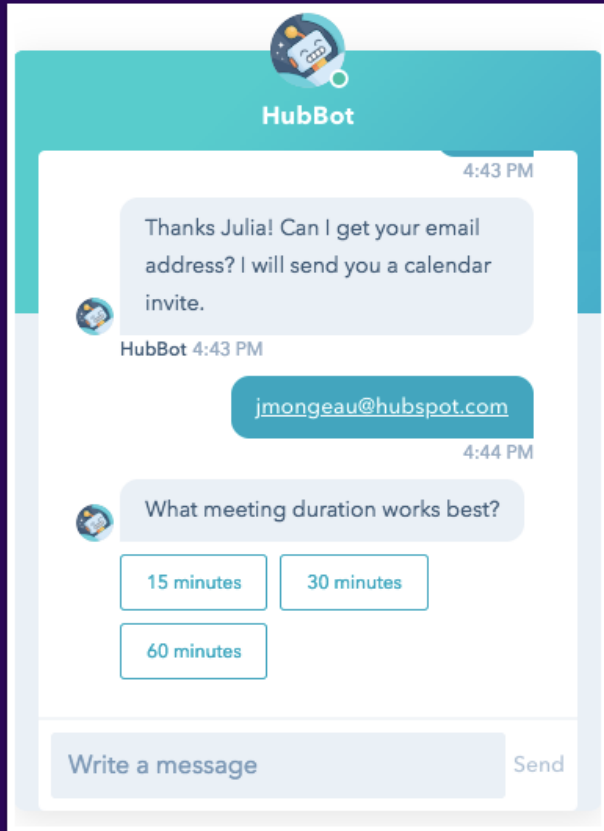
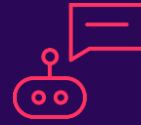
A FEW IDEAS

- **30 second course summaries**
- **Accreditation round-ups / benefits summaries**
- **Webinars to build authority & thought leadership**
- **Interviews with industry experts**

2. Live Chat & Chatbots

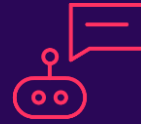


2. Live Chat / Chatbots



INTERCOM

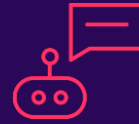
2. Live Chat / Chatbots



WHY?

- Messaging apps are now **20% more popular than social media networks** in terms of monthly active users. (Business Insider, 2016)
- [81%](#) of people don't fill out forms when they encounter gated content (Drift, 2017)
- [66%](#) prefer real-time messaging for talking to businesses over any other communication channel (Clearbit, 2017)

2. Live Chat / Chatbots



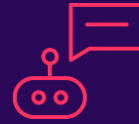
WHY?

- Messaging apps are now **20% more popular than social media networks** in terms of monthly active users. (Business Insider, 2016)
- [81%](#) of people don't fill out forms when they encounter gated content (Drift, 2017)
- [66%](#) prefer real-time messaging for talking to businesses over any other communication channel (Clearbit, 2017)

OUR EXPERIENCE

- Live chat runs 24/7 - great for instant follow up for sales
- Chatbot is creating more meaningful conversations
- Providing more context
- Allowing people to self serve for content / website nav
- 200+ conversations held by the bot!

2. Live Chat / Chatbots



WHY?

- Messaging apps are now **20% more popular than social media networks** in terms of monthly active users. (Business Insider, 2016)
- [81%](#) of people don't fill out forms when they encounter gated content (Drift, 2017)
- [66%](#) prefer real-time messaging for talking to businesses over any other communication channel (Clearbit, 2017)

OUR EXPERIENCE

- Live chat runs 24/7 - great for instant follow up for sales
- Chatbot is creating more meaningful conversations
- Providing more context
- Allowing people to self serve for content / website nav
- 200+ conversations held by the bot!

A FEW IDEAS

- **Signposting to course information**
- **Deliver FAQs in real time and reduce team email**
- **Pre-qualify leads 24/7**
- **Personalise the user experience (Drift, HubSpot etc)**

3. Launch an Industry Podcast





Our Podcast Studio



Free



Small Budget Video Setup (£300)



Shoot with your phone/laptop

- **Camera:** Canon HD Legia – £120
- **Tripod:** GorillaPod - £20
- **Lighting:** Studio Brolly - £40
- **Microphone:** Yeti USB Microphone – £99
- **SD Card:** Class 10 Speed - £22

Time taken for a Podcast Video:

3 - 6 Hours

Small
Budget



Free Video Setup



Shoot with your phone/laptop

- **Free Total Budget:** £0
- **Camera:** Smartphone
- **Tripod:** A shelf
- **Lighting:** Natural light from a bright window
- **Microphone:** Smartphone
- **Background:** Blank wall in house/office

Time taken for a Q&A Video:

10 mins - 1 Hour

Free - Video Editing Software



- **iMovie**
Cost: (Free)
Apple's Mac users
- **Windows Movie Maker**
Cost: (Free)
Available for Mac, Windows, and mobile

3. Podcasting in your sector



WHY?

- There are now over 700,000+ Podcasts in 100 languages (Apple, 2018)
- 80% of podcast listeners listen to the entire episode (Apple, 2018)
- 40% growth since 2013 - 30M by 2020
- 19% of marketers plan to add podcasting to their marketing efforts in the next 12 months. (HubSpot, 2018)

3. Podcasting in your sector



WHY?

- There are now over 700,000+ Podcasts in 100 languages (Apple, 2018)
- 80% of podcast listeners listen to the entire episode (Apple, 2018)
- 40% growth since 2013 - 30M by 2020
- 19% of marketers plan to add podcasting to their marketing efforts in the next 12 months. (HubSpot, 2018)

OUR EXPERIENCE

- Over 7,500 listeners in 40+ countries
- Increased traffic to our blog significantly
- 0-1500 views per month in 6 months
- Increased our brand awareness
- Attracted engaged leads who are trying to solve a problem (we can provide value)

3. Podcasting in your sector



WHY?

- There are now over 700,000+ Podcasts in 100 languages (Apple, 2018)
- 80% of podcast listeners listen to the entire episode (Apple, 2018)
- 40% growth since 2013 - 30M by 2020
- 19% of marketers plan to add podcasting to their marketing efforts in the next 12 months. (HubSpot, 2018)

OUR EXPERIENCE

- Over 7,500 listeners in 40+ countries
- Increased traffic to our blog significantly
- 0-1500 views per month in 6 months
- Increased our brand awareness
- Attracted engaged leads who are trying to solve a problem (we can provide value)

A FEW IDEAS

- **Record in batches - launch with 3-5 episodes minimum**
- **Prioritise audio quality**
- **Customer interview (benefits)**
- **Discuss niche industry topics**
- **Don't be afraid to geek out!**

The Call To Action...



If you already create content

Remove, refresh and re-word older articles

Update your downloadable resources and re-share

Is your messaging relevant in 2019?

Is your database healthy?



If you're yet to start

Define the challenges your audience face

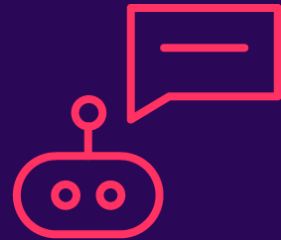
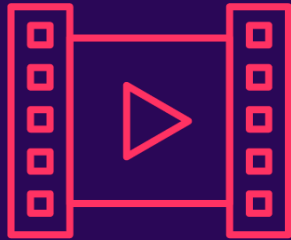
What can you offer to educate and support their pre-purchase learning?

What will build trust?

What's easiest to start with?



Get a head start by implementing one of the 2019 tactics



Thank You



Andrew Thomas
Head of Marketing

Digital 22

www.digital22.com