

Inbound Marketing

2017 EDITION

*Buy-In,
Budgets &*

BEST PRACTICES



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When you consider making inbound marketing part of your marketing strategy, there are a lot of questions that come up.

Is my website ready for inbound?

How much content do I need?

How will I manage all of my social media accounts?

Do I have to utilize paid search or PPC advertising?



But before you wade into the inbound marketing waters, there's one important question many marketers forget to ask: **How do I justify the budgets needed to move forward?**

The truth is, your boss doesn't care about the tactics you use. He or she only cares about the results. Marketers must understand that proving the value of their efforts in this data-driven world is key to securing the resources needed to be successful with inbound marketing.

This eBook is designed to provide you with the information you need to get the budget your inbound marketing efforts will require. It includes real-life examples of inbound marketing to help you understand just what works and what you need to be successful.

Let's get started.





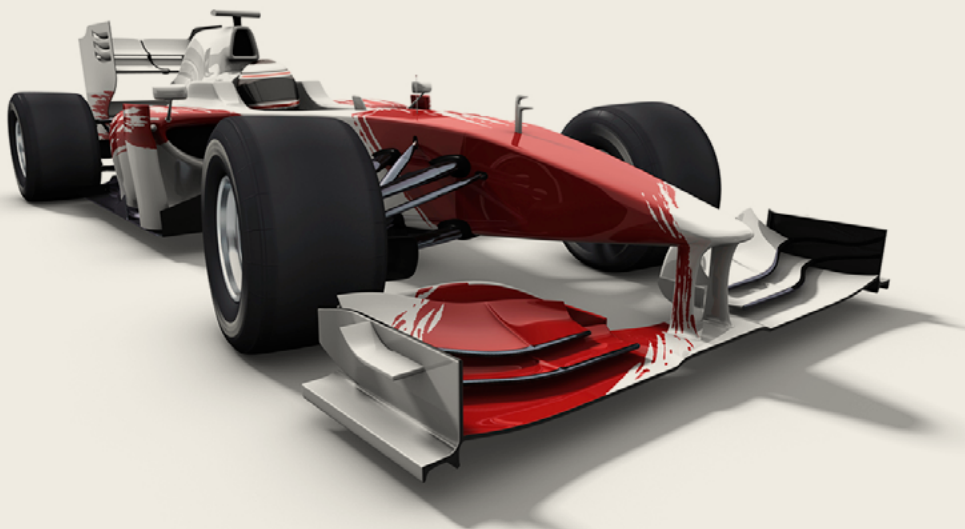
Why Inbound Marketing?

Inbound marketing refers to marketing activities that bring visitors in, rather than marketers having to go out to get prospects' attention. This is often achieved by creating quality content that is of interest to your target audience, and then publishing that content throughout many of your digital channels. The idea is to pull your prospect toward you. You do this by educating them and solving their problems.

Inbound marketing is like a high-performance race car: If you handle it just right, you can beat the competition to the finish line almost every time you take it out on the track.

Why?

The internet and the mobile revolution have transformed the way consumers search for a solution to their problems, consider their options and, ultimately, make the decision to buy. Information is power, and your prospects have it in abundance.





Consider this:

- About **80 percent of the sales cycle now takes place online**, before a prospect ever picks up the phone.
- By 2020, **customers will manage 85 percent** of their relationships without ever talking to a human.¹
- **59 percent of marketers** say inbound practices provide the highest quality leads for the sales team, while only **17 percent say outbound methods** are the source of the best leads.²
- **Over 1/3 of online retail purchases** are made via a mobile device.³



You need to meet your prospects where they are: Online, and on their mobile devices. Inbound marketing does just that, by providing them with the **right information**, at the **right time** and through the **right channels**.



The Difference Between

Outbound Marketing & Inbound Marketing

Marketing Campaign



Product-Centric



Sales & Promos



Short Term - Campaign



Bottom of Sales Funnel

Inbound Marketing



User-Centric



Educate & Solve Problems



Not a Campaign - Ongoing



Top & Middle of Funnel



If you had to break it down, looking at the arrows on the left:

Outbound marketing is usually product-centric. It says, “I have a sale or promotion! Buy from me now because I’m putting this message in front of you!” It’s short-term, and we’re sending our audience directly to the bottom of the sales funnel.

On the right, you look at the arrows:

Inbound marketing is user-centric. You educate them and solve their problems. It’s not a campaign; you implement it continuously. We’re always here as the go-to source for helping them. We’re addressing them at the top and the middle of the sales funnel.

Inbound marketing is likely to be a different approach than what you are already doing.

That means when you’re getting started, you need to change the hearts and minds of many internal stakeholders. Without the support you need from your management team,

inbound marketing can be an uphill battle. That’s why you need to get buy-in from the start.





Getting *Buy-In*



Why is it so hard to get
people on board?

That's a common question because, for many people, it's hard to understand this change in marketing style.

To help people better understand what inbound marketing is,
we need to start by talking about what it is not.



Inbound Marketing is **Not** a Campaign

If a traditional marketing campaign is a sprint, then inbound marketing is a marathon. In fact, it shouldn't be compared to a campaign at all because it isn't one.

Traditional campaigns operate on a project-driven basis. A certain amount of money is spent to create branding, messaging and media, and the messages are sent out in a set period of time. Then the business sees how many sales it got compared with how much was spent, so it can determine return on investment.



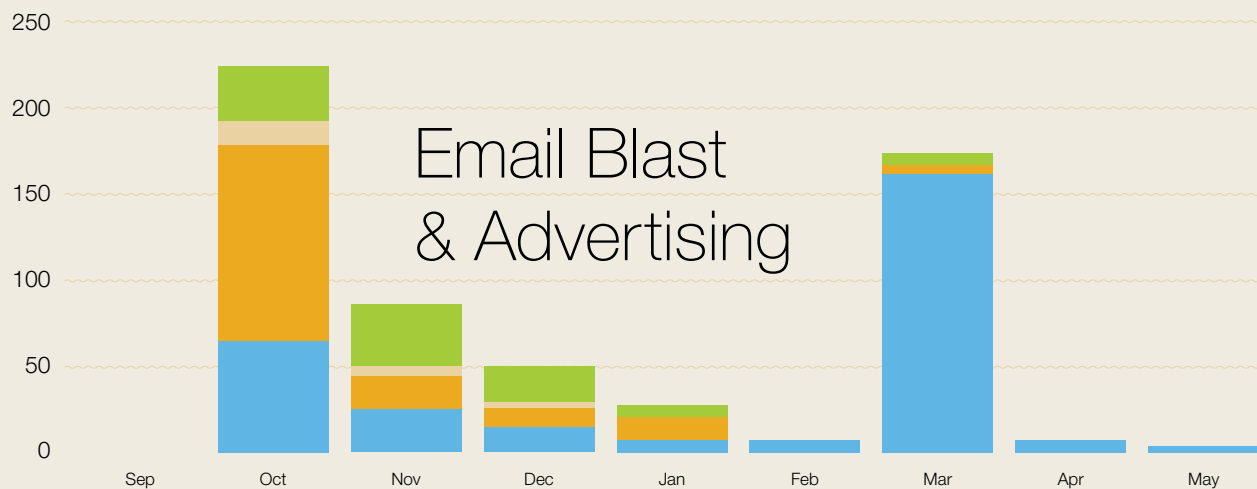


The reason inbound marketing is not a marketing campaign is because it addresses a different part of the buying cycle in your sales pipeline. In a typical marketing campaign, you're putting out a message and saying, "Buy from me right now!" Inbound marketing is going out to people before they are ready to buy and saying, "Let me help you solve your problems and educate you, so when it does come time to buy, you're more likely to turn to us."

This is why it isn't something to "try out" for the short term.

But that's exactly what one mid-sized company did. They said, "Well, we kind of believe in inbound marketing. We'll create some content, launch the campaign and go six months."

Here are that company's results:



The chart above shows the new leads captured on the mid-sized company's website.

The color-coded areas in the bar graph represent:

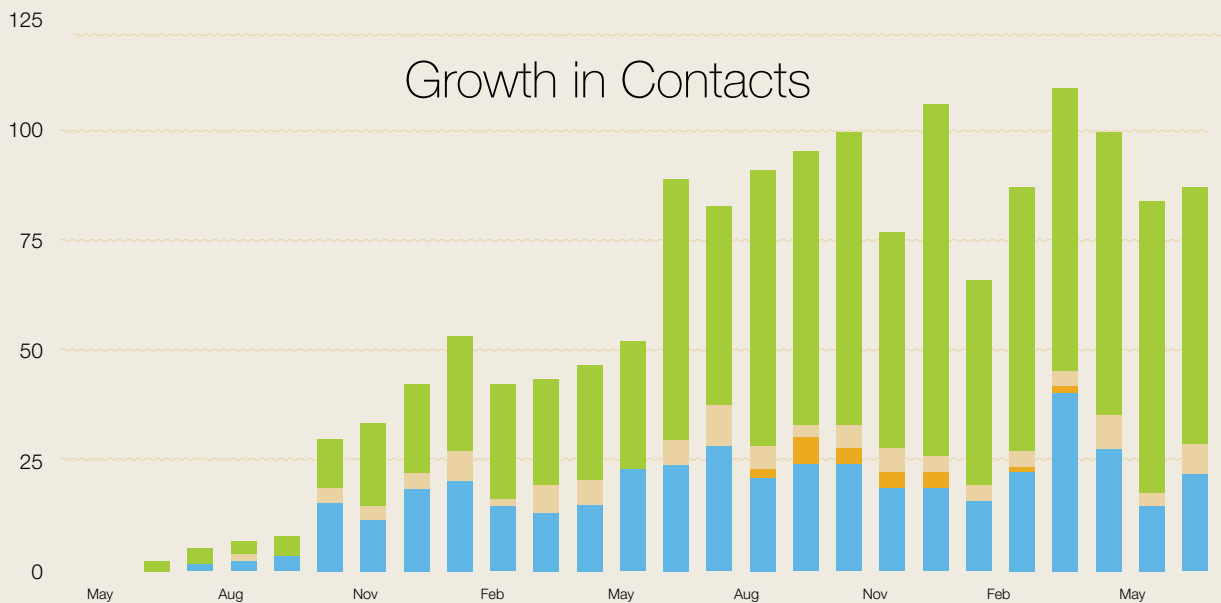
- Organic traffic in green
- Email marketing in orange
- Referrals in yellow
- Direct traffic in blue



In this example, this mid-sized manufacturer created one piece of content and said, “Let’s launch this, make a landing page, send out an email to our contacts or purchased lists.” As you can see in the first month, it looked like it was working well. A lot of leads came in. But then look what happened in month two: Everything was cut into less than 50 percent. Month three, cut in half again. Months four and five have basically nothing. A little bit of a pop in month six because of additional advertising.

Overall, if you look at this with the absence of doing the things usually involved in inbound marketing, it’s considered a failure. If you take these results to a savvy management team, they’re going to say, “Well, OK, why don’t we just do more email marketing? Why don’t we just buy more lists? We don’t understand why you need to fund inbound marketing because that’s all we’ve got here.”

Now here’s an example of a mid-sized manufacturer that has achieved a steady stream of new leads through inbound marketing. The company launched a website redesign on the HubSpot COS.



The chart above shows the new leads captured on the mid-sized company’s website.

The color coded areas in the bar graph represent:

- Organic traffic in green
- Referrals in yellow
- Email marketing in orange
- Direct traffic in blue



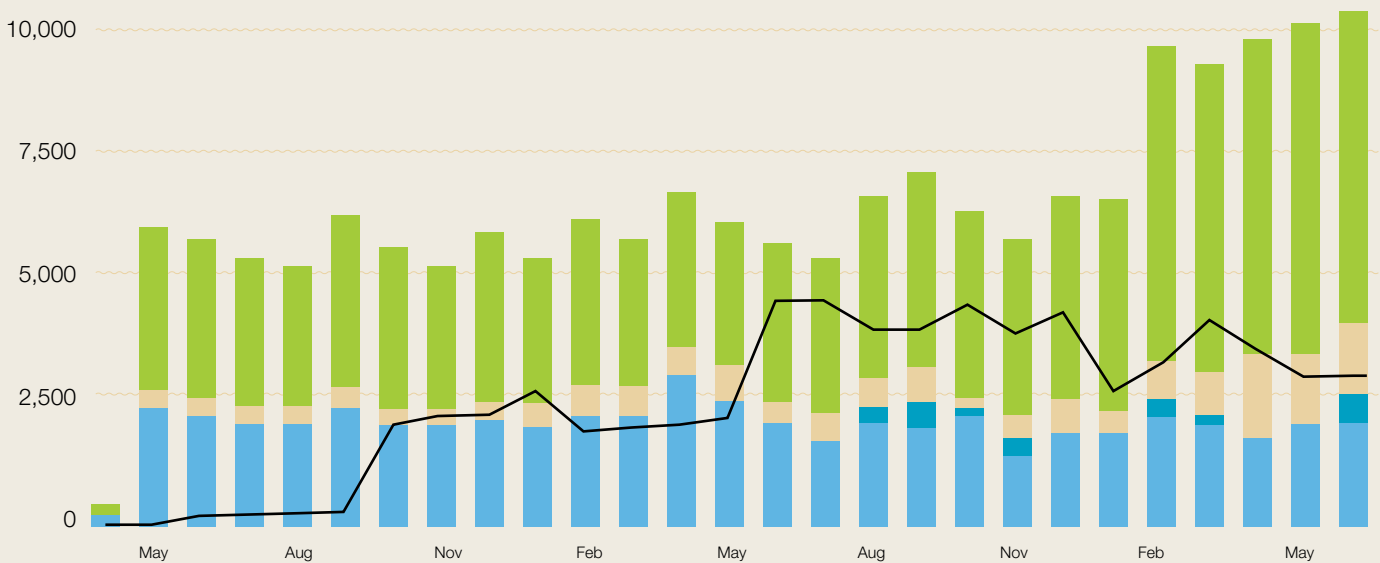
The new website provides visitors with a better user experience on all devices, more opportunities for conversion, a blog, an updated resource center and niche sections dedicated toward the brand’s primary buyer personas, such as an “Engineer’s Corner.”

Once the website launched, the company saw an immediate uptick in contacts, as well as an increase in its visit-to-contacts ratio.

With the new website as the foundation, the company was ready to implement a full-fledged inbound marketing program. The strategy consisted of a quarterly piece of content targeting the company’s primary buyer personas, supported by a four- to six-email lead nurturing campaign. Other supporting pieces of the strategy included regular email communication about company events (such as trade shows), light blogging and an increase in social media activity.

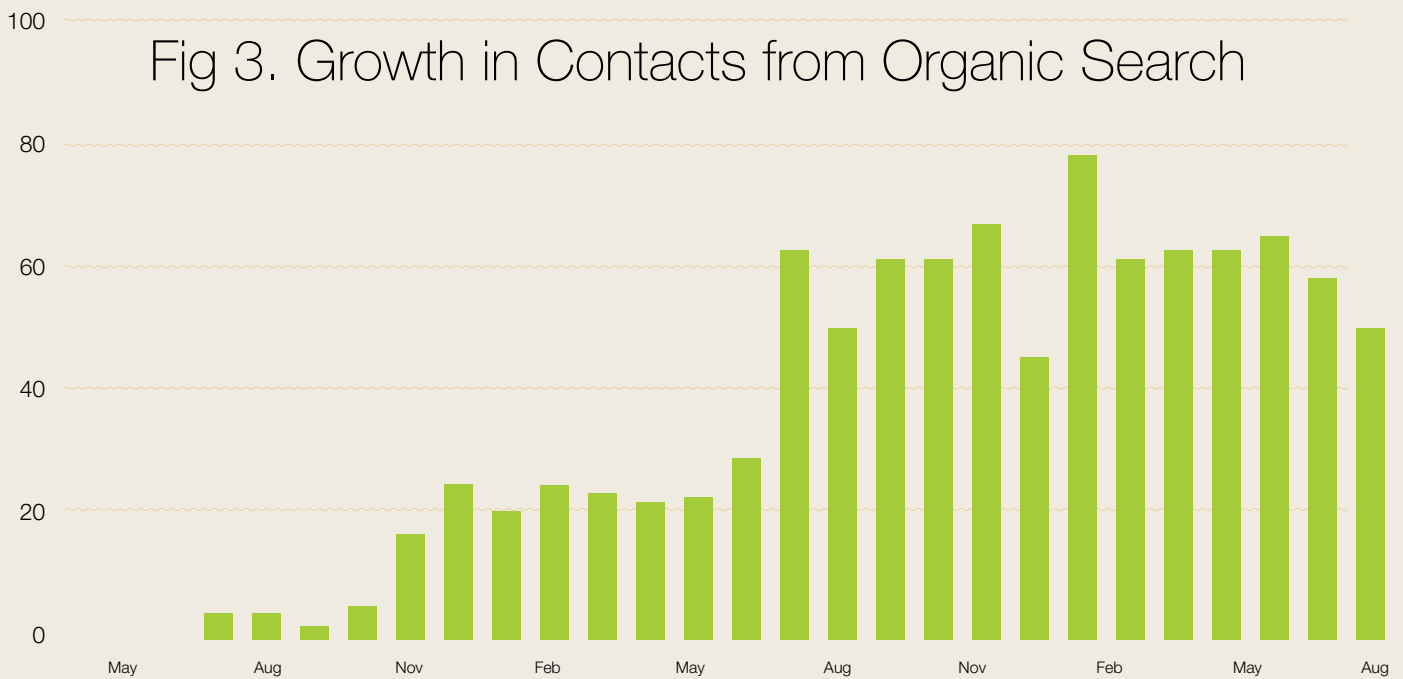
Fig. 2: Growth in Visit-to-Contact Rate

(Black line shows visit-to-contact rate growing from 0.111% in May 2013 to 1.01% in May 2015)





The inbound marketing program launched in September 2014 and has been in effect for 12 months. In that time, 75 to 100 new leads per month have been generated (compared with between 0 and 50 before the inbound marketing program). The website's conversion rate has jumped from a low of near 0.1 percent to a high of 1.66 percent, settling in at the 1 percent level. **The company has also experienced an increase in referral traffic (shown above in yellow) due to content sharing.**



What did this company do differently than the first example? It created an editorial plan based on its buyer personas, developed different offers for different levels of the sales funnel, created blog posts on a regular schedule each week and published all of this content throughout social channels to engage its target audience.



Figure 3 isn't traffic, but *leads* generated. In this case, there was no purchased advertising or lists. It was all inbound marketing, and yet consistently month over month, this company was able to gain new contacts and leads. Not only from organic traffic, but also from social media and referrals.

The key to this company's success — and the reason why inbound marketing is more than a campaign — is the fact that it nurtures potential buyers at every stage in the sales cycle so they move naturally through the sales process.

It caters to the way consumers buy today, which is considerably different from the way they bought in the past. At one time, 80 percent of the traditional buying process was handled by sales. People did 20 percent of their research, and then engaged with your sales team. Now, people are doing a lot of that work before they contact sales. **When you think about why inbound marketing shouldn't be used as a test, it's because you're ignoring this natural process of how people want to buy.**

BUYER PROCESS JOURNEY





Inbound Marketing is **Not** Social Media

Quite often, marketing managers — even CMOs — walk into a boardroom and say, “Everybody’s funding social media this year, and I need more money for that. I want to do inbound marketing.” That usually doesn’t work, because there’s a big difference between inbound marketing and simply managing social media accounts. If you focus on social media, typically what you end up with is a really small budget, a budget similar to what you would pay a part-timer or summer intern to post on Facebook and Twitter. In recent years, social media channels have increasingly adopted a “pay to play” model, so the content you’re sharing is likely only reaching a fraction of your audience unless you’re investing in advertising.

**However, it’s still a useful part of distributing
your content to your target audience.**

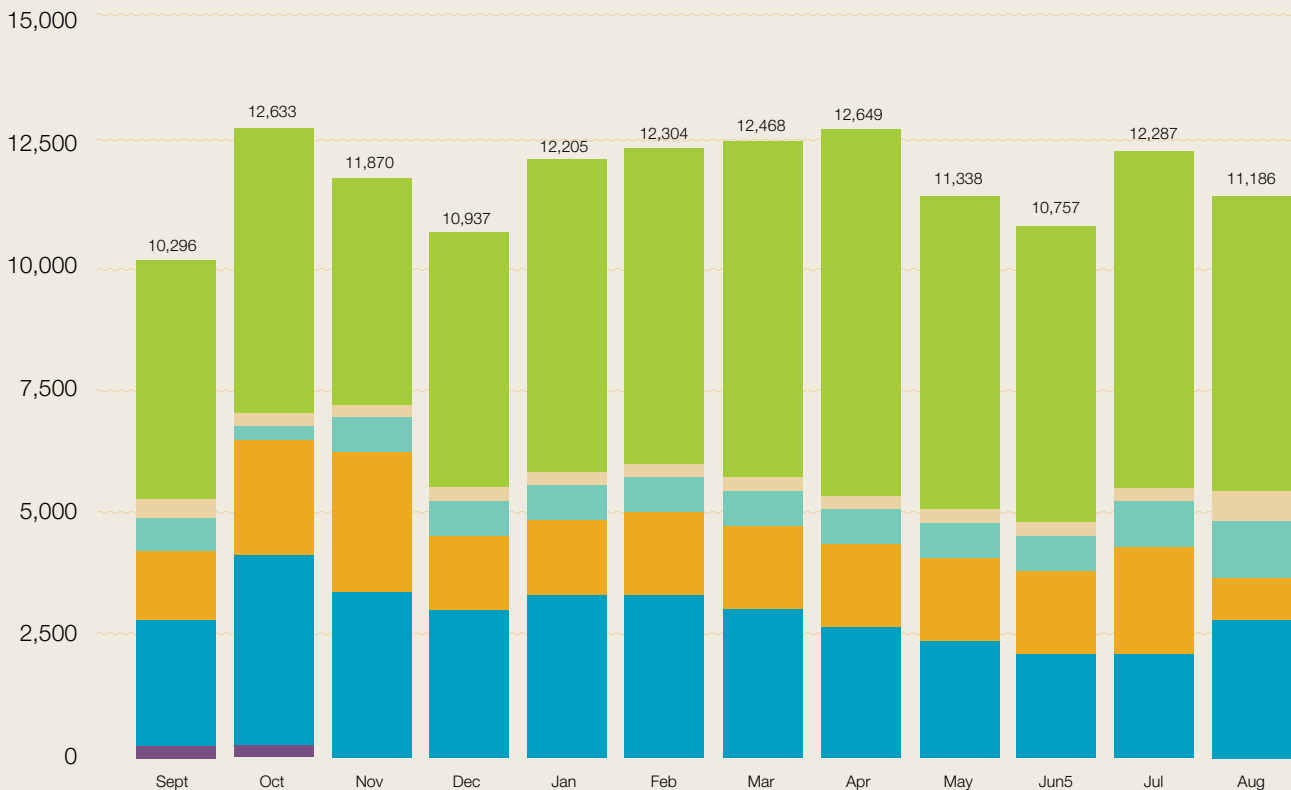
We’ll talk more about best practices for social media later, but here’s what it looks like when you use social media and inbound marketing together.



In this example, a B2C physicians' group has been creating quality content for the past six years, including patient care guides, healthy recipe books and two blogs a week on various health topics. Thanks to largely organic traffic driven by its content, it has developed a steady stream of website visitors and contacts over the years, growing its contact database to more than 20,000 people. In the past two years, it has increased its presence on social media as a means of distribution. After [Facebook changed its algorithm](#) to feature less promotional content in users' news feeds, it also established a monthly budget of \$750 to ensure the content it shared would remain visible to followers.

This helped the group retain its position as a trusted source of information and ensured it would maintain a steady stream of both website traffic and contacts.

Website Traffic

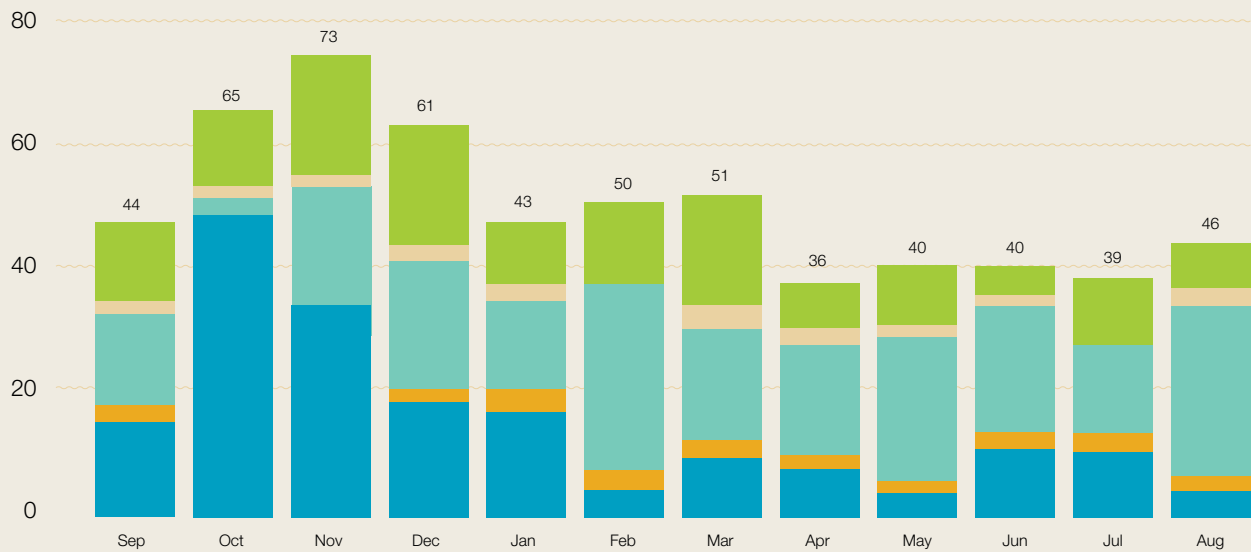




On average,

the company is attracting just under 12,000 website visitors each month and approximately 50 new contacts. Social media (shown in light blue in the graph below) drives about 3 percent of its overall traffic, but it's responsible for more than a third of its new contacts.

New Contacts Added





Inbound Marketing is **Not** a Way to Cut Costs

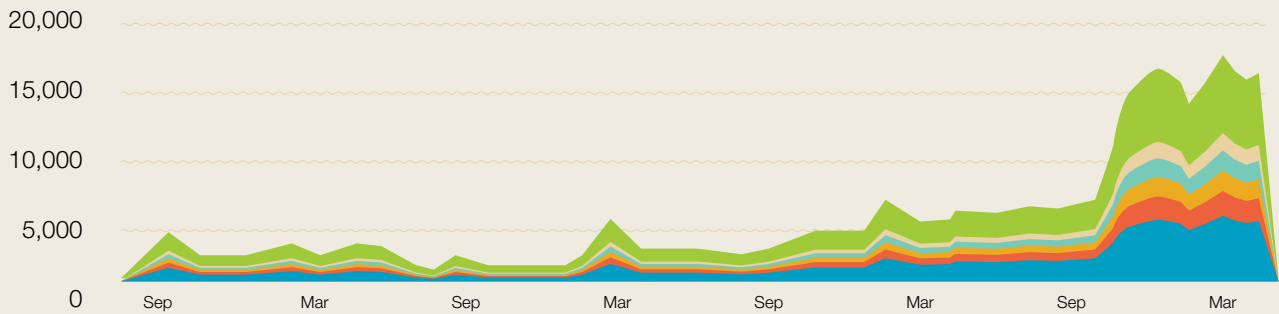
The biggest thing not to do when you're trying to get buy-in from inbound marketing is to sell it as a way to quickly cut costs.

While industry studies say the cost for an inbound marketing lead is on average 60 percent less than the cost for an outbound lead, that point doesn't sell. If you walk over to your management team

and say, "We're going to cut the cost for leads by 60 percent," and your budget is \$100,000 a year, guess what's going to happen? Management will say, "Great. Here's your new \$40,000 budget."

What you want to do is prove that doing inbound marketing will help you transition to a lower cost per lead over time. You're going to get there by doing a combination of things — most importantly, by creating more leads.





The chart above is from a marketing data company. The company relied primarily on pay-per-click (PPC) ads (shown in red) to drive traffic to its website before investing in content marketing.

Over time, the company began to attract more and more leads through organic traffic (shown in green). In fact, in just one year, after a company acquisition and the relaunch of the website on the HubSpot COS, the company more than doubled its organic traffic from about 7,000 visitors per month to nearly 20,000! PPC remains an important component of the company's marketing strategy, but it isn't the only factor driving traffic. Strong content and paid advertising efforts like PPC complement each other; they have the biggest impact when used together.



How to Report to Management

You want to get buy-in, but you don't want to have a conversation and say, "I need X amount of dollars, and we're going to do these new things because everybody's talking about them." That usually doesn't work.

HubSpot published an article outlining what CEOs really care about:





CUSTOMER ACQUISITION COST (CAC)



This might be pretty easy to figure out, but a lot of people don't think this way.

They still think of inbound marketing as a campaign. Look at all the programs for advertising and marketing. Take all those dollars, including overhead, salaries, benefits, payroll taxes, outsourced help, etc. Divide that by the number of new customers in a set period of time, and you know what your cost for customer acquisition may be. So instead of going in and asking for support and buy-in, why not go in and talk about using inbound marketing and transitioning to a new way of doing things? Say, "Over the next 12 to 18 months, we would like to cut our customer acquisition costs by X percentage."

Are You Ready

FOR NEW SEO FACTORS, MOBILEGEDDON AND PANDA?

If your boss needed any more convincing that it's time to adopt inbound marketing best practices, consider these two words: Search rankings.

A study by Mediative⁴ found that the #1 ranked organic listing on a search engine results page (SERP) captured the attention of 83 percent of searchers and drove 34 percent of all page clicks. Furthermore, only 1 percent of clicks were past page one of the SERPs. In other words, it's critical your content is appearing within the first 10 organic results.

Google continues to develop more sophisticated and nuanced criteria for determining what makes a quality website and, in turn, whether yours will rank among your customers' top search results.

MOBILEGEDDON

"[Mobilegeddon](#)" has already hit with full force, whether or not your website was equipped to handle it. In April 2015, Google began using mobile-friendliness as a ranking criteria. Unless your company is optimized for mobile devices, your company is likely already being penalized with less traffic and lower search engine rankings. [Industry experts](#) estimate that about 30 percent of total traffic comes from mobile search regardless of industry, and in some industries, it's close to half.

This means it's time to get serious about making your website easy to use for mobile visitors, if you haven't already. It means paying attention to things like:

- Mobile usability
- Responsive design
- Page load speed...



MARKETING AS A PERCENTAGE OF CAC

This could be different depending on the type of companies, but here's how it may break down: Let's say you have a long, complex sale and you need an active sales team. Your product or service needs to be explained because it isn't something your customer is going to just click a button and buy. In that case, 10 to 20 percent may be a common percentage of CAC.

Maybe you have inside sales that are a little more complex, so 20 to 50 percent of CAC would make more sense. Or maybe you have simple, short sales, and the percentage of CAC for marketing might be as high as 60 to 90 percent. Having some idea where you set benchmarks against this other data can help you go in and talk about whether you're on track and what the goals should be.

RATIO OF CUSTOMER LIFETIME VALUE (CLV) TO CAC

Say your CAC is \$100,000. The lifetime value of that customer is \$400,000, so the CLV to CAC ratio is 4:1. But if your CAC is \$50,000 and your lifetime value is \$400,000, then your CLV to CAC ratio would be 8:1. But a higher ratio isn't always better. If it's too high, or if you have a higher ROI, you might spend more on sales and marketing to grow faster because you're still restraining your growth by under spending.

A high ratio may also mean you're making it too easy for your competitors.

If you can provide these metrics to your boss or CEO, then it is easier for him or her to see the impact marketing has on the bottom line and helps you set goals you can target for future conversations.

... and last but certainly not least, **mobile-friendly content**. It means writing shorter, more compelling sentences, breaking up long paragraphs and using more images. As you consider that as many as half your website visitors are coming to your site from a smartphone, you also need to think about how you can illuminate the path for them. If they can't easily find what they're looking for, they're going to move on — and fast. They're likely to be even less forgiving than they would if they were viewing your site from a desktop or laptop.

GOOGLE PANDA

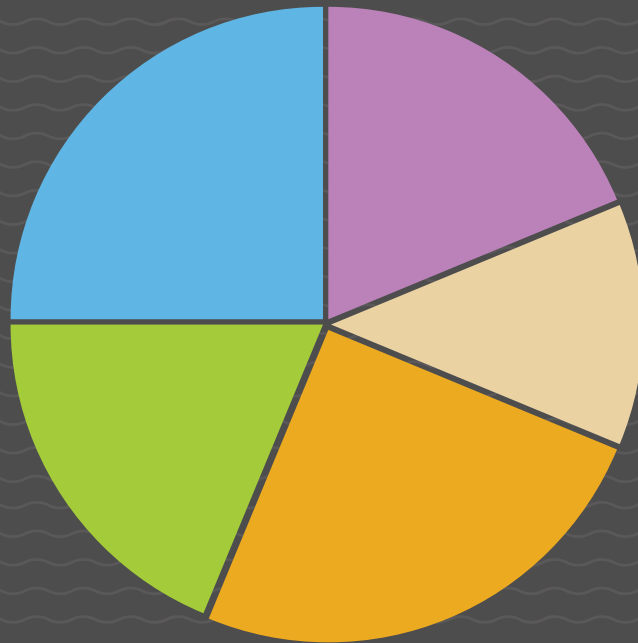
In July 2015, Google rolled out the latest version of its **Panda update**, a filter designed to penalize poor content from ranking well. Since 2011, Panda has been penalizing so-called "scraper" sites that primarily pull content from other sources and lack original content.

Instead, it favors sites with rich, original content.

When you buy into inbound marketing and take time to think through the steps your buyers take in the sales cycle, you'll naturally begin to consider some of these factors that result in a better user experience and better mix of useful content. Over time, this is bound to improve your ranking.



Budgets



Setting an Inbound
Marketing Budget



***Before you consider a budget,
you'll need some data recently published for benchmark purposes.***

AVERAGE MARKETING BUDGET

ACCORDING TO THE CMO SURVEY⁵ ...

- A B2B firm should allocate 7-8.5 percent of its overall revenue to marketing.
- And a B2C firm should allot 9 percent of its overall revenue to marketing.

The CMO Survey also reported the only businesses spending more than 10 percent of their revenue on marketing were those making less than \$25 million per year.

It's important to keep in mind these figures represent total marketing investment—for example, employment costs, vendor and agency fees, ad spend and customer relationship management—and not just media spend alone.

% OF MARKETING BUDGET DESIGNATED FOR DIGITAL EFFORTS

Based on a survey by Selligent⁶, over 50 percent of the business leaders interviewed increased their budget allocations for mobile marketing, online display advertising, social media and email marketing in 2016.

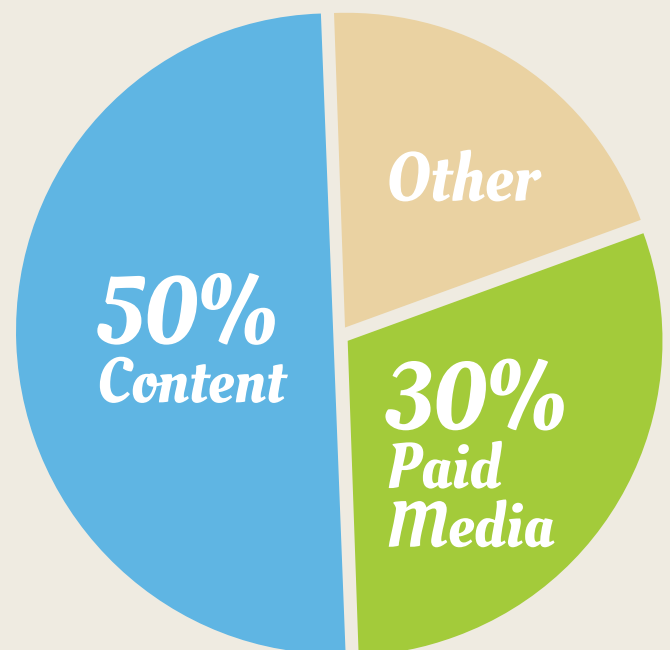
Forrester's US Digital Marketing Forecast, 2014 to 2019⁵ found the average firm earmarked 30 percent of their marketing budget for online marketing. And by 2019, this rate is expected to increase to 35 percent.



Budgeting for Content Creation

Going a little deeper, let's assume you're using that same budgeting formula for a \$10 million company. How are you going to break that down between paid media and content?

McKinsey & Company said that about 30 percent of marketing budgets are typically being allocated to paid media and 50 percent to content.⁷ So if you had a \$600,000 budget for marketing, half of that is \$300,000 a year to create content. You can break that down monthly and figure out how many articles you can get written and how many larger pieces you can have written and designed (both online and offline). You can hire a journalist and graphic designer, create case studies, put on webinars, etc. Then 30 percent of that same budget, or \$180,000, might be paid advertising through search engines or different social sites — wherever you are going to get the greatest number of leads that could possibly turn into customers.





Promoting Content

Through Paid Channels (Or Doing Outbound the Inbound Way)

“Content is king, but distribution is queen and she wears the pants.”

— JONATHAN PERLEMAN, BUZZFEED

Creating great content requires a budget of its own, but there’s another equally important piece of the puzzle: Paid distribution.

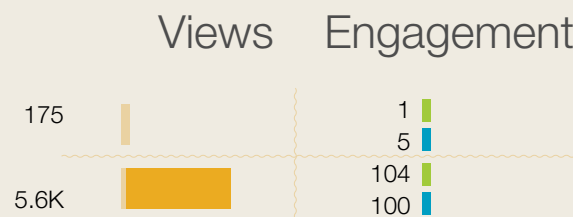
As social media channels continue to adopt a “pay to play” model, it’s becoming much more difficult for content to be found organically.

Consider this example of a nonprofit with about 2,000 Facebook fans. Before the organization began promoting its posts in January 2015, engagement had flatlined. Each post typically reached between 200 and 500 people (only 10 to 20 percent of its total Facebook fan base) and garnered fewer than 10 clicks, “likes” or shares.

By “boosting” posts with advertising, the organization could reach as many as 9,000 people, including **not only its own Facebook fans, but friends of those fans**. Each boosted post typically results in hundreds of clicks, an engagement rate that has increased at least tenfold.

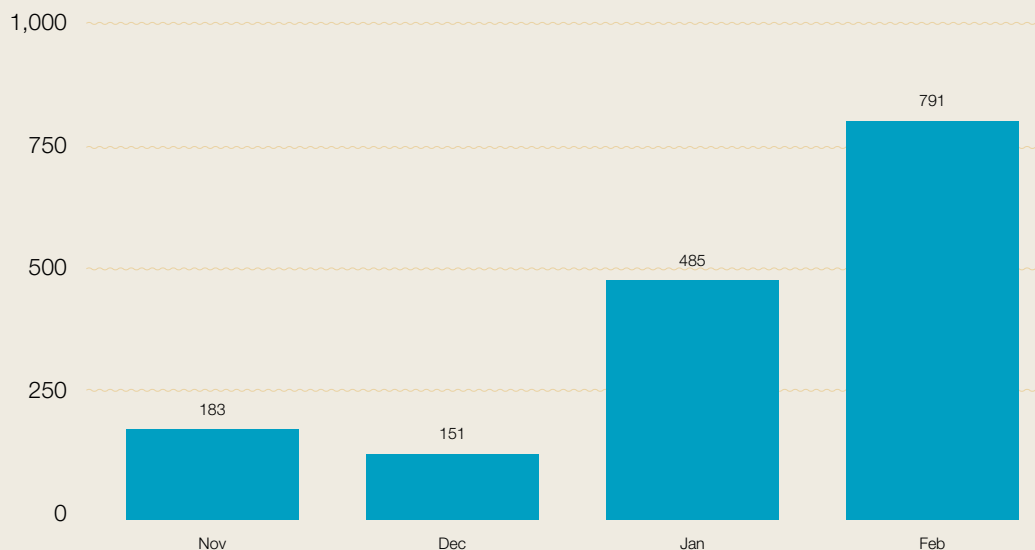


Here's a comparison of two similar Facebook posts for this organization.



The first, with no advertising, reached 175 people, received one click and five “likes,” comments or shares. The second post, with a budget of \$100 spread over one week, reached approximately 5,600 people. The light orange bar shows its organic reach, or approximately how many people would have seen the post without advertising, compared with the number of people who saw it with advertising (shown in dark orange.) Organically, it would have reached 600 people. Thanks to advertising, it reached an additional 5,000, received a total of 104 clicks and picked up 100 likes, shares or comments.

This boost in engagement on Facebook alone resulted in a substantial bump in traffic driven by social media, when the organization began allocating a modest budget of \$600 to \$800 per month toward Facebook advertising.





Other Paid Channels to Consider

The impact of Facebook advertising is clear, but it isn't the only channel you should consider investing in. The channels you use will largely depend on your goals and where your audience goes for information, and you should be willing to do a fair amount of experimenting.

*That said, **you have to start somewhere.**
Here are three paid channels worth trying:*

GOOGLE ADWORDS

As one of the most common forms of pay-per-click (PPC) advertising, [Google AdWords](#) is easy to use and allows you to clearly see the returns on your investment, at least in terms of clicks. For at least some of your potential customers, this could represent a first step in the buyer's journey.

You can set a daily budget and maximum cost-per-click bid, which can be easily adjusted anytime.

Once you know what search terms perform best, you can tweak your strategy and spending. Google recently upgraded its platform by adding a Report Editor, a tool that gives users a more finely tuned way to sort, filter and visualize data from their PPC campaigns. Just be aware that like all paid channels, AdWords isn't something you can "fix and forget." You'll need to check it frequently and make adjustments as you go.



LINKEDIN

LinkedIn ads and sponsored content allow you to increase the visibility of your content.

The ability to target by job title, industry, company size and even seniority makes it the top channel for reaching B2B audiences. You can assign a daily budget or a total budget to a campaign and run the sponsored content for any time period, giving you a lot of flexibility.

The amount you choose to spend on LinkedIn will vary depending on your budget and industry, but keep in mind you could easily spend \$25 on a few clicks. That means you should plan to allot at least a few hundred dollars a month to see results.

TABOOLA AND OUTBRAIN

If you're looking to build an audience for your content, Taboola is a great place to start.

It allows you to sponsor content through some of the most popular websites on the Internet, including Yahoo!, Business Insider and The Atlantic.

Outbrain reaches about the same number of visitors and essentially does the same thing on different websites, including CNN, Slate and Fox News.

By delivering insights on the number of impressions, click-through rates, conversion rates and cost per click each piece yields, these platforms allow you to easily see what content is resonating with your buyers and what isn't.



Measuring Content Marketing KPIs

This is all great advice, you say, but how do we know it's working? Glad you asked.

The graph below is a tool we use at Kuno Creative. **What we're looking at here are Key Performance Indicators or KPIs.**

	KPIs	May	Jun	Jul	Aug	Sept	Oct	Nov
Lifecycle Stage	Leads	7,250	7,750	8,250	8,750	9,250	9,750	10,250
		7,261	7,752	7,137	8,850	9,125	9,755	9,895
Lifecycle Stage	Marketing Qualified Leads (Gross)	363	388	413	438	463	488	513
		400	438	353	447	453	491	520
Lifecycle Stage	Sales Qualified Leads (Gross)	14	23	23	27	28	30	31
Lifecycle Stage	Opportunities (Gross)	4	4	4	11	15	21	27
		14	14	14	13	14	23	32
Lifecycle Stage	Customers	84	84	72	78	80	82	83
Sales	New Accounts	1	1	1	2	2	1	1
		1	1	0	1	1	1	0

- The top row (category) shows the number of new leads each month. A new lead, or sometimes referred to as a new contact, is someone who filled out a form on the website for the first time and is now part of our marketing database.
- Marketing Qualified Leads are leads who we want to target with our marketing because based on certain kinds of criteria such as company size, role, engagement, content consumption, etc., they are most likely to become a future customer.
- Sales Qualified Leads are leads who have requested to talk to someone on the sales team. There is an agreement between the sales and marketing teams that marketing will deliver X number of sales qualified leads each month to create a targeted number of opportunities.
- Opportunities indicate the number of qualified sales qualified leads who engage with the sales team and move to the next step in the buying cycle and have a chance to become new customers.



So we can work backward looking out six, 12 or 18 months and say,



We need to get X new accounts or customers at this value to justify and get a great ROI for this budget.

Going back to the top, you look at leads for May, June and July moving forward. Each month, project the number of leads you need to get (shown in white). In the next row each month, report on the number of leads you actually got. If you exceed your goals, it's green. If you didn't, it's red. If it was neutral because it was right on target or has no goal, it's yellow. Based on that formula, you can then project a percentage of those leads turning into Marketing Qualified Leads, Sales Qualified Leads, and so on.

The idea is to improve the flow from each level of the sales pipeline. You can do that with inbound marketing by improving the quality of the content, the targeting to your personas, optimization of landing pages, optimization of marketing automation messages, etc. This is a great way to go from an idea that you need buy-in to actually proving the numbers each month.





Another question you should ask when setting KPIs and goals:

What are you going to do every day that you're going to measure?

WE'VE BROKEN IT DOWN INTO THREE DIFFERENT CATEGORIES:

OUTPUT KPIs

Number of blog posts, downloads and videos — or keeping track of the quantity and regularity of what we publish. We can do that by having a well-planned editorial schedule and ensuring we have the skills, either internally or externally, for creating that content (journalists, graphic designers, copywriters, etc.)

INTERACTIVE KPIs

Measuring how good the content actually is. If we're putting it out there, are people absorbing it, liking it or sharing it?

Are we getting the social proof we need from the search engines?

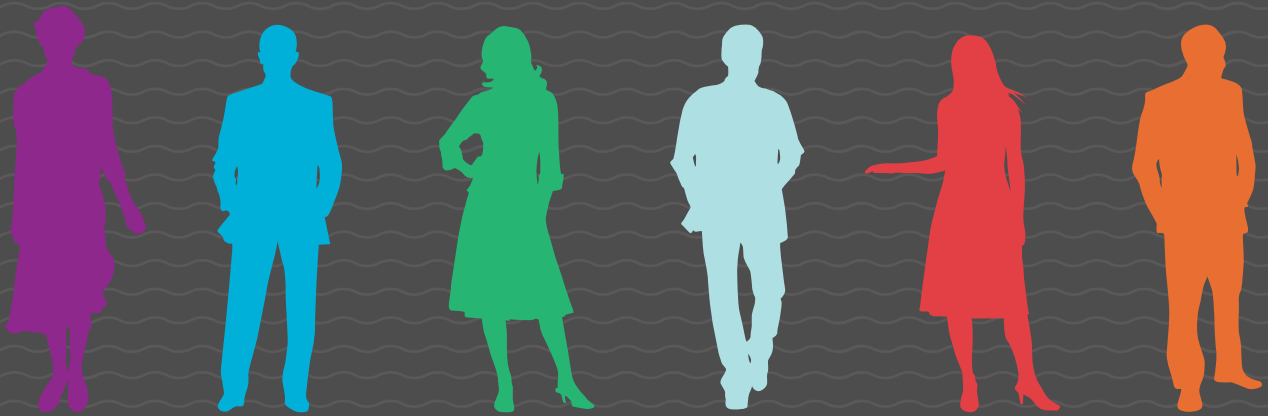
CONVERSION KPIs

Is that landing page converting at 30 percent?

What are we doing to improve that so we can convert at 35 percent next month?



Best Practices





Building an Inbound Marketing Team

You know you're going to need a certain number of people to make this happen.

Here's a quick overview of the roles necessary for successful inbound marketing:

Project Manager

Brand Journalist

Marketing Technologist

Graphic Designer

Web Developer

Demand Generation Manager

Social Media Specialist





Depending on the size of your company, you're looking at five, six or seven different roles. If you're a \$10 million company with a \$600,000 marketing budget, you will have to figure out your budget for all those different roles. However you do it, it's important to know that you need these people in place. If you just say, "I'm doing inbound marketing" and only go at it 10 percent of the way, it usually fails, and then your funding gets cut. That makes it hard to come back afterward and say, "No, really. It's going to work. Just give it another try."

Who Else Needs to Be Involved?

For inbound marketing, getting buy-in is important because you need people from different internal teams onboard to support your efforts. If you're going to start creating a volume of content and you need signoff, it's common for a larger company to have a multi-step approval process.

Content and materials may need to be approved by:

- Product managers
- Sales
- Legal
- Regulatory

If you really want it to work, it's important to get all those people in one room to talk about why you are transitioning from a company that does marketing in a product-centric way to a more user-centric way.

Typically, you won't need all the same people involved in approving content for inbound marketing as you would for some kind of new product launch. If you can determine who needs to sign off in the beginning, the approval process can go from two to three months to less than a week.





Best Practices In Action



One common question we receive at Kuno is:

*“We’re launching a new product.
Can inbound marketing help us?”*





In this example, a dental manufacturer was launching a new product that improved root canal preparations with new technology. It has a select target audience of about 150,000 endodontists.

The team created great content. The manufacturer — and its stakeholders — believed in inbound marketing and went through the processes this eBook outlines. It published the content below, which was then distributed through multiple channels, including its website, Facebook, a microsite and print advertisements.



It wasn't a strong sales pitch.

The organization provided a free guide buyers could download if they were not ready to talk to sales.



The results were outstanding.

On the left, you can see increases in traffic (shown in the blue graph) compared to what the goals usually were from the previous month — a 41 percent increase. You can also see the number of new leads that came in (shown in the orange graph).

Over on the right in the sources, you can see all the leads that came in overall from this multi-channel approach. The team could monitor different channels during the campaign to see what's working and to make adjustments as things are changing.

In this case, the results were significant:

42%

INCREASE IN TRAFFIC

508%

INCREASE IN LEADS

Even with a fairly limited market and a conservative subject, it's possible to achieve outstanding results.



The next step after we had conversions at the top of the funnel for that helpful, educational content was marketing automation. A series of communications were sent out by email through a drip campaign every five days to people in accordance with behaviors, offering them different content just a little further down the sales funnel.



As you can see on the far right,

the last step of the campaign was to schedule the demo. **That was the primary goal.**

Take a look at these KPIs:

- 283 percent increase in Marketing Qualified Leads
- 631 percent increase in Sales Qualified Leads
- 421+ Demo Requests
- 55+ New Customers
- \$400,000+ Revenue

What did this company do differently than a company that fails at inbound marketing? It's simple:

It got buy-in from internal stakeholders, set the right budget and followed reporting and execution best practices. Your inbound marketing efforts are almost certain to have the same results if you do the same.



Inbound marketing is not a single channel or a tactic, but a philosophy that drives your entire marketing strategy.

It's not a project you can assign to a single person or a department, but an all-encompassing approach. When it's done well, its impact is felt throughout your company. Your customers will appreciate it, too. By providing them with information that's actually useful, you're empowering them to make better decisions when they're ready, rather than pushing them away with a sales call they weren't expecting.





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