

## Suggested Weekly tasks for Inbound Sales and Marketing

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### Actions

- Buyer Persona development
- Sales and Marketing integration
- Blogging
- Grow social media profile and source of traffic to the web
- Use contacts for email and e-newsletter campaigns
- How to introduce the IP prospects contacts into your sales pipeline
- Increase number of Keywords – own and competitor sourced
- Assess SEO – on/off page optimisation
- Use workflows and marketing automation for lead nurturing
- Use List building to segment contacts
- Lead generation tactics
- Develop a Lead scoring approach
- Calendar of activities and themes
- Campaign planning

### How to read the Framework

Inbound Marketing Activity	Activity Breakdown	Weighted time or overall effort	Baseline time per week
Keyword research	<ul style="list-style-type: none"><li>○ Primary keywords</li><li>○ Competitor keywords</li></ul>		1 hr.

This column breaks down Marketing or Sales Activities or Coaching suggestions.

This column shows the detail of each Inbound Marketing or Sales Activity.

This column provides suggestions for each Inbound Marketing Activity. The Baseline Time is a suggested estimate based on a 10-hr/week. The Weighted Time should be used as a guide for time allotment if you have more or less than 10-hr/week.

## Attracting Visitors – Marketing – WEEKLY TASKS

Inbound Marketing Activity	Activity Breakdown	Weighted time or overall effort	Baseline time per week
Keyword research	<ul style="list-style-type: none"> <li>○ Primary keywords</li> <li>○ Competitor keywords</li> <li>○ Ongoing target keyword research</li> <li>○ Create long tail keywords</li> <li>○ Go back to old blogs / keyword optimise and re-post / share via social media</li> </ul>		1 hr.
Coaching need	<ul style="list-style-type: none"> <li>○ How to do keyword research</li> <li>○ Preliminary target keywords research</li> <li>○ Mastering long tail search</li> <li>○ Keyword tools</li> </ul>		
On page Optimisation	<ul style="list-style-type: none"> <li>○ On page SEO check</li> <li>○ Change and write SEO updates</li> <li>○ Optimisation Worksheet</li> <li>○ Learn and use an on-page SEO analysis</li> </ul>		1 hrs.
Coaching need	<ul style="list-style-type: none"> <li>○ How to map strategic keywords on-page</li> <li>○ Develop and optimise the website pages</li> <li>○ Learn optimisation best practices</li> </ul>		
Blogging	<ul style="list-style-type: none"> <li>○ Format blog</li> <li>○ Write blog</li> <li>○ Publish 1 content piece per week through the blog</li> <li>○ Planning and calendar</li> <li>○ Research</li> <li>○ Analyse blog performance</li> <li>○ Manage gallery of images</li> </ul>		2 hrs.
Coaching need	<ul style="list-style-type: none"> <li>○ Blogging best practices</li> <li>○ How to analyse performance</li> <li>○ Blog formatting</li> <li>○ Blog optimisation</li> <li>○ How to promote your blog</li> </ul>		
Social Media promotion & growth	<ul style="list-style-type: none"> <li>○ Blog posting</li> <li>○ Social engagement</li> <li>○ Social growth</li> <li>○ Posting / publishing</li> <li>○ Planning</li> <li>○ Social Selling</li> </ul>		1 hrs.

	<ul style="list-style-type: none"> <li>o Social reporting and monitoring</li> <li>o Sharing content via social media</li> </ul>		
Coaching need	<ul style="list-style-type: none"> <li>o Research available social channels</li> <li>o How to grow your social media following and build connections</li> <li>o How to track and assess your social media impact</li> <li>o Campaign building and promotions through social media</li> <li>o How to use social media effectively</li> <li>o How to personalise responses</li> <li>o Social monitoring to research strategy</li> <li>o Optimise social media profile</li> <li>o Publishing benchmarks</li> </ul>		
Lists and segmentation	<ul style="list-style-type: none"> <li>o Existing Contact</li> <li>o Segmentation</li> <li>o Ongoing Segmentation &amp; List Refinement</li> </ul>		½ hrs.
Coaching need	<ul style="list-style-type: none"> <li>o Create segmented lists</li> <li>o How to align messages to the contacts' correct buyer persona and where they are in the sales process</li> <li>o How to Import Leads and Contacts</li> <li>o How to Use Contacts</li> <li>o How to Segment Contacts</li> </ul>		
Distribution	<ul style="list-style-type: none"> <li>o Blog Post Promotion</li> <li>o Email Blast</li> <li>o Social Media Publishing</li> </ul>		1 hrs.
Coaching need	<ul style="list-style-type: none"> <li>o Segmentation</li> <li>o Aligning the messaging with the correct persona(s) / campaign</li> <li>o Campaign planning and setting</li> <li>o Create emails</li> <li>o Format template</li> <li>o Build lists</li> <li>o Analyse results</li> <li>o How to use the social media tools</li> </ul>		
Content creation	<ul style="list-style-type: none"> <li>o Creating content offers</li> </ul>		2 hrs.
Coaching need	<ul style="list-style-type: none"> <li>o Buyer personas</li> <li>o Formatting and creating the creative assets</li> </ul>		
Workflows	<ul style="list-style-type: none"> <li>o Workflow Creation and Execution</li> <li>o Workflow Refinement and updating</li> <li>o Lead nurturing</li> </ul>		½ hrs.

Coaching need	<ul style="list-style-type: none"> <li>○ Creating automated emails and a workflow</li> <li>○ Sales funnel insights</li> <li>○ Creating all the conversion path assets</li> <li>○ Adjust workflow structure and email copy based on performance metrics (opens, clicks, and unsubscribes)</li> </ul>		
Progress Assessment & Analysis	<ul style="list-style-type: none"> <li>○ Keyword analysis</li> <li>○ Social engagement and growth analysis</li> <li>○ Website traffic review</li> <li>○ Performance adjustments</li> <li>○ Social media monitoring of trends</li> <li>○ Prepare a monthly report</li> <li>○ Keyword Analysis</li> <li>○ Conversion Path Analysis</li> <li>○ Promotion Analysis</li> <li>○ Lead Generation Goal Progress Analysis</li> </ul>		1 hrs.
Coaching need	<ul style="list-style-type: none"> <li>○ Using the Keywords</li> <li>○ How to assess and review social interactions to discover how you can drive more traffic to your client's website</li> <li>○ Comparing traffic growth through the various channels</li> </ul>		
			10 hrs.

## Sales - lead generation and nurturing– WEEKLY TASKS

Inbound Sales Activity	Activity Breakdown	Weighted time or overall effort	Baseline time per week
Content Creation and Conversion Paths	<ul style="list-style-type: none"> <li>o Creating content offers for lead conversion</li> <li>o Conversion path creation - developing the Call to Action, Landing Page and Thank You Page assets</li> </ul>		1 hrs.
Coaching needed	<ul style="list-style-type: none"> <li>o Conversion path</li> <li>o Buyer personas</li> <li>o Formatting and creating the conversion path assets</li> </ul>		
Keyword research	<ul style="list-style-type: none"> <li>o Primary keywords</li> <li>o Competitor keywords</li> <li>o Ongoing target keyword research</li> <li>o Create long tail keywords</li> <li>o Go back to old blogs / keyword optimise and re-post / share via social media</li> </ul>		½ hrs.
Coaching need	<ul style="list-style-type: none"> <li>o How to do keyword research</li> <li>o Preliminary target keywords research</li> <li>o Mastering long tail search</li> <li>o Keyword tool usage</li> </ul>		
Lists and segmentation	<ul style="list-style-type: none"> <li>o Existing Contact</li> <li>o Segmentation</li> <li>o Ongoing Segmentation &amp; List Refinement</li> </ul>		1 hr.
Coaching need	<ul style="list-style-type: none"> <li>o Create segmented lists</li> <li>o How to align messages to the contacts' correct buyer persona and where they are in the sales process</li> <li>o How to Import Leads and Contacts</li> <li>o How to Use Contacts</li> <li>o How to Segment Contacts</li> </ul>		
Distribution	<ul style="list-style-type: none"> <li>o Blog Post Promotion</li> <li>o Email Blast</li> <li>o Social Media Publishing</li> </ul>		1 hrs.
Coaching need	<ul style="list-style-type: none"> <li>o Segmentation</li> <li>o Aligning the messaging with the correct persona(s) / campaign</li> <li>o Campaign planning and setting</li> </ul>		

	<ul style="list-style-type: none"> <li>○ Create emails</li> <li>○ Format template</li> <li>○ Build lists</li> <li>○ Analyse results</li> <li>○ How to use the social media tools</li> </ul>		
Progress Assessment & Analysis	<ul style="list-style-type: none"> <li>○ Conversion Path Analysis</li> <li>○ Promotion Analysis</li> <li>○ Lead Generation Goal</li> <li>○ Progress Analysis</li> </ul>		½ hrs.
Coaching need	<ul style="list-style-type: none"> <li>○ Measuring the progress of lead generation efforts</li> <li>○ Preparing SMART goals</li> <li>○ Conversion Path Analysis</li> <li>○ Assessing the performance of each conversion path, analysing the performance of the Call to Action and the Landing Page analytics</li> <li>○ Analyse the performance of blog posts, email blasts, and social interactions</li> <li>○ Compiling a monthly report – sources, competitors, ROI, etc.</li> </ul>		
Workflows	<ul style="list-style-type: none"> <li>○ Workflow Creation and Execution</li> <li>○ Workflow Refinement and updating</li> <li>○ Lead nurturing</li> </ul>		1 hrs.
Coaching need	<ul style="list-style-type: none"> <li>○ Creating automated emails and a workflow</li> <li>○ Sales funnel insights</li> <li>○ Creating all the conversion path assets</li> <li>○ Adjust workflow structure and email copy based on performance metrics (opens, clicks, and unsubscribes)</li> </ul>		
Lead scoring and qualification	<ul style="list-style-type: none"> <li>○ Lead Scoring</li> <li>○ Implementation of strategy</li> <li>○ Lead Qualification / Sales and Marketing Alignment</li> </ul>		1 hrs.
Coaching need	<ul style="list-style-type: none"> <li>○ Set up a Lead Scoring System to identify qualified Leads</li> <li>○ Set up MQL (marketing qualified list) based on Lead Score</li> <li>○ Lead Qualification / Sales and Marketing</li> </ul>		

CRM Integration / Closed Loop Reporting	<ul style="list-style-type: none"> <li>o CRM Integration</li> <li>o CRM Management</li> </ul>		1 hrs.
Coaching need	Using the CRM system Importing data Managing Sales tasks in the CRM sales system		
Blogging	<ul style="list-style-type: none"> <li>o Format blog</li> <li>o Write blog</li> <li>o Publish 1 content piece per week through the blog</li> <li>o Planning and calendar</li> <li>o Research</li> <li>o Analyse blog performance</li> <li>o Manage gallery of images</li> </ul>		1 hrs.
Coaching need	<ul style="list-style-type: none"> <li>o Blogging best practices</li> <li>o How to analyse performance</li> <li>o Blog formatting</li> <li>o Blog optimisation</li> <li>o How to promote your blog</li> </ul>		
Social media	<ul style="list-style-type: none"> <li>o Blog posting</li> <li>o Social engagement</li> <li>o Social growth</li> <li>o Posting / publishing</li> <li>o Planning</li> <li>o Social Selling</li> <li>o Social reporting and monitoring</li> <li>o Sharing content via social media</li> </ul>		1 hrs.
Coaching need	<ul style="list-style-type: none"> <li>o Research available social channels</li> <li>o How to grow your social media following and build connections</li> <li>o How to track impact</li> <li>o Campaign building</li> <li>o How to use social media effectively</li> <li>o How to personalise responses</li> <li>o Social monitoring strategy</li> <li>o Optimise social media profile</li> <li>o Publishing benchmarks</li> </ul>		
Progress Assessment / Analysis	<ul style="list-style-type: none"> <li>o Workflow Analysis</li> <li>o Funnel Conversion</li> <li>o Analysis</li> <li>o Customer Goal Progress</li> </ul>		1 hrs.
Coaching need	How to analyse the effectiveness of campaigns Analyse the performance of workflows		
			10 hrs

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