

# Inbound Marketing Core Package



We are an extension of your business's marketing and sales team. Our core inbound marketing services are built around generating the greatest marketing ROI for your business—the best bang for your buck with content creation, lead generation campaigns, website design and social media. Inbound marketing isn't the art of selling, it's the art of helping. By helping identify your buyers' challenges and providing clear courses of action, your offerings turn into valued solutions.



# \$6,000

Per Month

## Inbound Marketing Setup

- ✓ Foundation
  - SMART goals
  - Persona development
  - Keyword research
  - Initial Search Engine Optimization
  - Website design audit
  - Social media setup
  - Analytics setup
- ✓ Content Mapping
  - SMART goals
  - Content audit
  - Create editorial calendar
  - Create social media calendar
  - Campaign outline
- ✓ Create 1st Campaign
  - Create premium content offer (ebook, whitepaper, tip sheet, etc.)
  - Landing pages, calls-to-action, workflows, lead nurturing emails
  - Social media promo
  - Blog posts

## Dedicated Inbound Marketing Team

- ✓ IMS (Inbound Marketing Strategist)
- ✓ IMC (Inbound Marketing Consultant)
- ✓ Copywriter
- ✓ Designer

## Website Enhancement

- ✓ Google Analytics and HubSpot review of site page performance, bounce rates, time on page, etc. - prioritize design needs accordingly
- ✓ Sync design strategy with inbound marketing gameplan
- ✓ Design edits (1-2 items per month) to increase conversions

## Routine Strategy/Review Sessions

- ✓ 1 call/virtual meeting per week with IMC
- ✓ Analysis of initial metrics and results on prior week's campaign efforts
- ✓ Monthly planning/strategy meeting for current and on-deck campaign efforts with Strategist

## Buyer Persona Research & Development

- ✓ Full profile build for every defined persona
- ✓ Establish segmentation triggers based on individual needs/pain points

## Blogging

- ✓ 8 blog posts per month
- ✓ Editorial calendar creation and management

## Social Media Management

- ✓ Create, review and update all major social channels
- ✓ Set up auto-publishing functionality in HubSpot
- ✓ Create persona/keyword-specific social monitoring streams in HubSpot

## HubSpot Management

- ✓ Full setup and utilization of HubSpot software/tools for maximum efficiency
- ✓ HubSpot training for all relevant internal staff
- ✓ CRM setup/integration

## Content Offers

- ✓ 1 new premium offer per quarter
- ✓ 1 new 1-page content offer (tip sheet, checklist, etc.) per quarter
- ✓ TOFU (top-of-the-funnel), MOFU (middle-of-the-funnel) or BOFU (bottom-of-the-funnel)
- ✓ Offers include custom-built campaign of:
  - Landing page
  - Thank You page
  - Social promo
  - Email promo
  - CTA(s)

## Monthly ROI Assessment

- ✓ Set up Client Dashboard/Scorecard
- ✓ Are we on track, off track or exceeding initial campaign ROI targets
- ✓ Review data and adapt if necessary

## Keywords Audit & Ongoing Optimization

- ✓ Full-site SEO audit to determine critical gaps
- ✓ Competitor analysis and utilization of HubSpot Keywords tool to detect attainable ranking opportunities and strategize long-tail/short-tail keywords

## Email Marketing

- ✓ 1 newsletter template
- ✓ 2 email promos per month
- ✓ Persona-specific to increase conversion opportunities

## Workflows & Lead Nurturing

- ✓ All necessary workflow/lead nurturing efforts per campaign
- ✓ 3-6 targeted emails per workflow to nurture most prominent/valuable personas

## Inbound Marketing

Our inbound marketing add-on services are designed to help certain businesses excel in areas they most need to. We offer additional content, event, and social media services to help your businesses maximize its results with inbound marketing. With these add-on services, we provide the extra support to drive results in what works best for your business. There are no “umbrella” services here; we want to make sure we spend our time and your marketing budget on what delivers the best results for your business.



### Advanced Content: (\$2,000/MO)

- ✓ 1 new premium content offer per month
- ✓ 1 additional blog post per week
- ✓ Examples: ebook, whitepaper, tip sheet, SlideShare, etc.
- ✓ Offers include custom-built campaign of:
  - Landing page
  - Thank You page
  - Social promo
  - Email promo
  - CTA(s)

### Advanced Social Media: (\$1,500/MO)

- ✓ Track and engage with personas in all targeted social monitoring streams

- ✓ Social lead nurturing strategy
- ✓ Set up and manage relevant social accounts outside of primary channels
  - Primary: Facebook, LinkedIn, Twitter & Google+, Instagram, Pinterest, Snapchat, etc.
- ✓ Create all necessary custom imagery to post on social channels, i.e.: Facebook Images, Twitter Images, Pinterest posts

### Paid Media: (\$2,000/MO)

- ✓ Full assessment of all active paid media efforts
- ✓ Optimize and manage existing, or create new, PPC campaigns
- ✓ Includes re-targeting advertising
- ✓ Includes social media advertising: LinkedIn, Facebook, Twitter, Pinterest, etc.

## Trade Shows: (\$2,000)

- ✔ Custom CTAs and Landing Page for Tradeshow Booth (actionable goal)
- ✔ Pre-Show Activities
  - Personalized emails to set up meetings to those attending the show
  - If far enough in advance, promo emails to invite prospects to the show
  - Post on the event's social media platforms with relevant content
  - Use emails to schedule appointments for those attending
- ✔ During Show Activities
  - Monitoring & Engagement for trade show activity on social media channels
  - Custom Landing page to complete a goal, i.e.: sign up for a trial, buy a product right there, fill out a contact form etc.
  - Monitoring & Engagement with industry leaders from the conference
- ✔ Post-Show Activities
  - Follow up emails
    - Can use sense of urgency with discounts/promotions to order
  - Follow up social media - thanking those who attended, etc.
  - Blog recaps
  - Follow up with any industry leaders to share content/establish a relationship
  - Determine ROI of the Event



## Inbound Video Marketing

Video has changed the way businesses connect and engage with users. To help our clients build their brands and increase visitor-to-lead conversions, we offer a suite of video services developed with the inbound methodology in mind. Product videos and demos help potential buyers form concrete valuations of goods/services, while promotional videos and videos for lead generation campaigns significantly boost turnover rates. **Looking for a strong differentiating factor to set you apart from your competitors?**

Let us make the most out of video marketing tools to build your business's inbound ROI.



### Video/Media: (\$2,500/MO)

- ✓ Subscription to Wistia Premium included
- ✓ Migrate/upload all existing videos onto Wistia
- ✓ Edits to existing videos for increased user engagement
- ✓ Edit new client video footage (1-5 per month) for lead generation

### Advanced Video/Media: (\$4,500/MO)

- ✓ All deliverables from Basic Video/Media module
- ✓ One-time travel per 6 months to client location and film for full workday to create 12-video blog series over a 6-month period
- ✓ Monthly custom video newsletter
- ✓ Custom video editing on large projects
- ✓ Wistia management/reporting
- ✓ Monthly video performance snapshot



## Inbound Sales

If you haven't noticed, with the industry-shifting success of inbound marketing, the sales landscape has completely transformed. Inbound marketing strategy and execution for your business is only half of the ROI puzzle. Identifying where certain personas are in your sales funnel and crafting targeted email sequences or sharing content that will help nurture them to the next stage is a highly overlooked and undervalued part of modern sales. An outdated sales process and approach will make high-quality leads vanish before you even have a chance to nurture them. Let us help you put processes in place that will directly support your inbound marketing efforts and maximize your ROI.



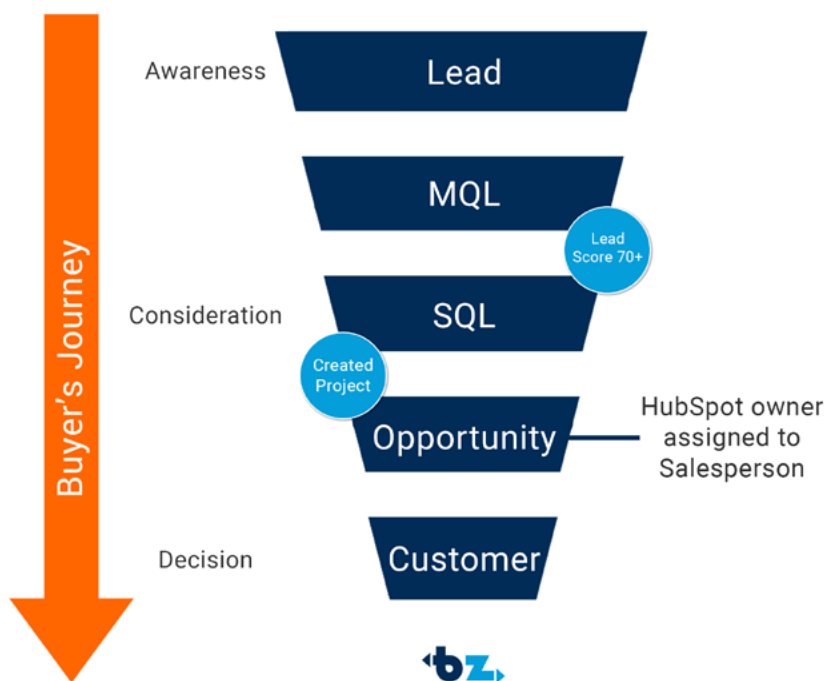
### Inbound Sales Development: (\$1,500/MO)

- ✓ Build out your prospect fit matrix
- ✓ Rate each lead as they come through based on good fit/bad fit criteria
- ✓ Enhance all high-rated leads
- ✓ Create SDR sequence for all high-rated leads

### Inbound Sales Enablement: (\$3,000/MO)

- ✓ Initial Inbound Sales Workshop
- ✓ Create sales process flowchart
- ✓ Create and update content library
- ✓ Create email sequences for sales team
- ✓ Ongoing weekly review of SQLs and opportunities with team

#### The Buyer's Journey From Lead to Customer



# Customize Add-On Modules

## Inbound Design

Your website is often the first “point of contact” buyers have with your business. **Your website is your best salesperson.** A responsive website that aligns well with inbound marketing and sales efforts can be crucial to your business’s success. Don’t undermine your business’s strongest sales tool. We offer growth driven design, website redesign and COS migration services to help you ensure your website is performing—and converting—to its fullest potential.



### Website Design: (\$15,000+)

- ✓ Full-scale custom redesign on HubSpot’s COS platform
- ✓ All design and development performed internally by Bluleadz design team
- ✓ 8-12 week timeline for redesigned website launch

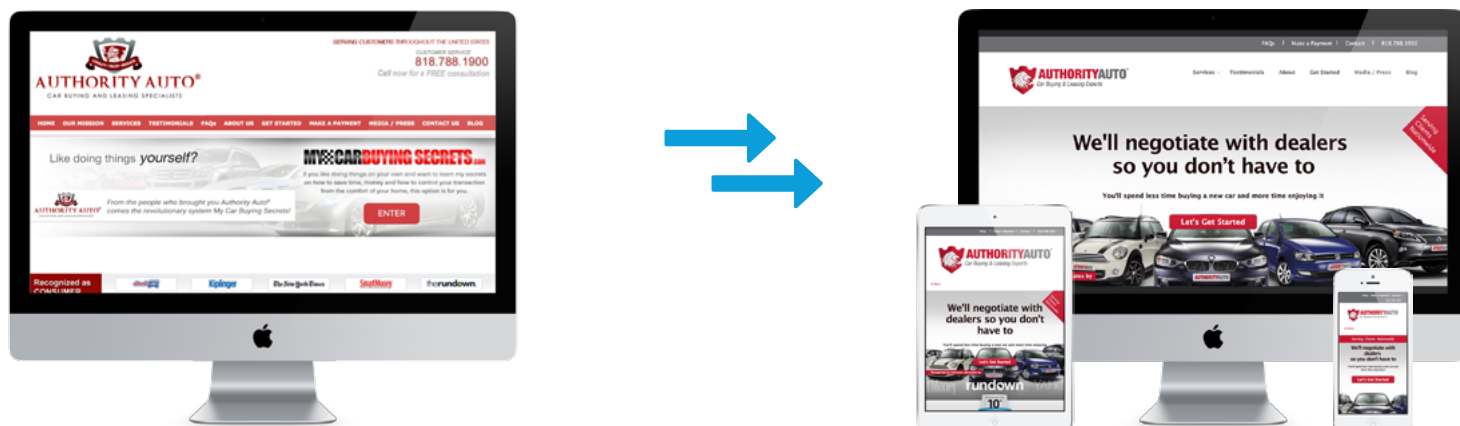
### COS Migration: (\$3,000+)

- ✓ Full website migration from current hosting platform to HubSpot’s COS
- ✓ Testing mobile and tablet devices to verify complete responsiveness
- ✓ Implementation of company branding/colors/style guides for new COS templates

### Growth Driven Design: (\$2,500/MO)

- ✓ Full website design audit
- ✓ Assess current user/visitor activity
- ✓ Implement heat mapping software to track user engagement
- ✓ Optimize conversion paths based on heat mapping data

# Customize Add-On Modules



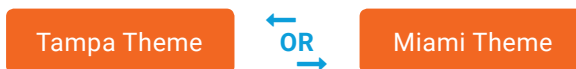
## COS Template Pack Redesign

### \$8,000+

A custom website redesign project can be quite costly (\$15,000+) and take a considerable amount of time to complete (8-10 week average). What if there was a way to have your website migrated and plugged into existing, modernized templates on HubSpot's COS platform while saving on budget and timeline? To have all your company branding, logos, colors, imagery, style guide, etc. implemented and make it feel like a full-scale redesign? Good news: there is!

With this module, wireframes will go unchanged in the templates, however, basic customization to have the site looking and feeling unique to your business is covered. In just 2-4 weeks from project start, it will be ready for launch to deliver your visitors a clean, modernized experience on the HubSpot COS platform. With this module, you'll receive the following:

- ✓ Redesigned site on HubSpot COS based on Blueleadz in-house created template pack of your choosing



- ✓ Implementation of company branding, logos, colors, imagery, style guide, etc. onto templates for unique look and feel
- ✓ 2-4 week timeline for project completion
- ✓ COS guidance and support
- ✓ Create all necessary 301 redirects