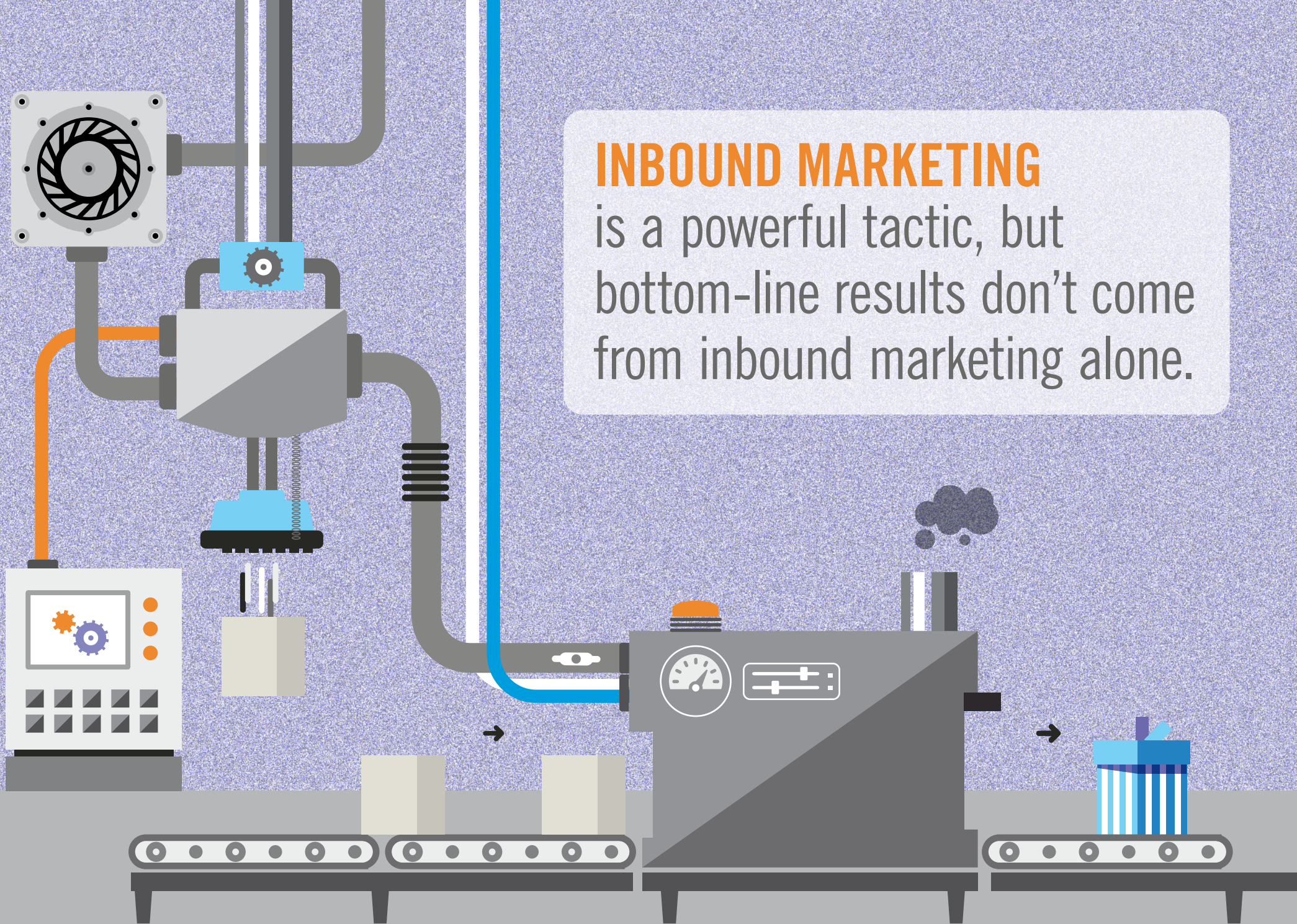




BUILDING A BETTER INBOUND MARKETING MACHINE

HOW TO AMPLIFY YOUR IMPACT

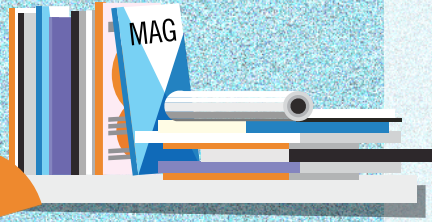
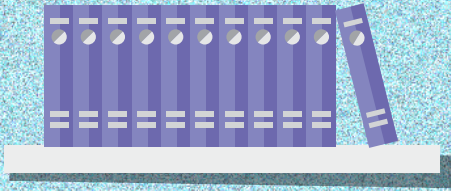
(Introducing the Inbound Marketing Multiplier)



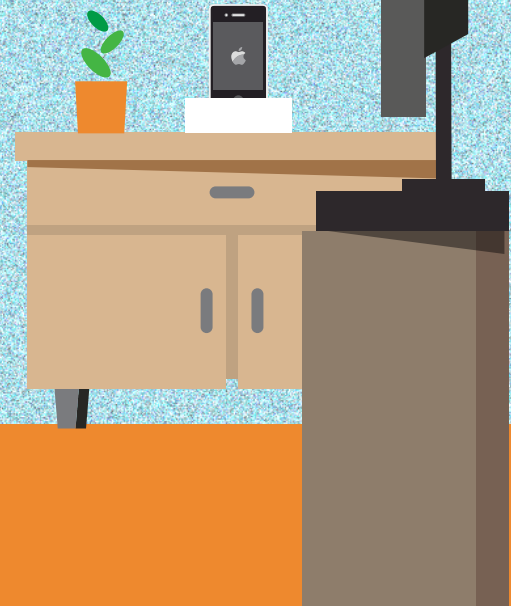
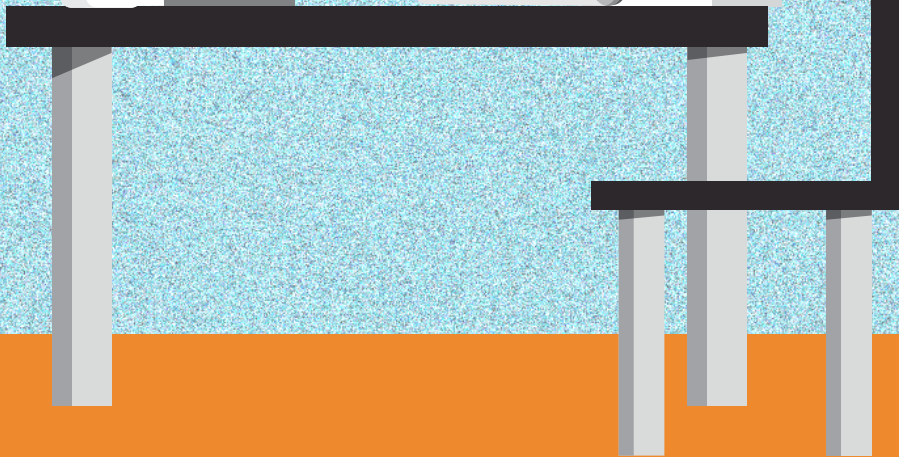
INBOUND MARKETING

is a powerful tactic, but bottom-line results don't come from inbound marketing alone.

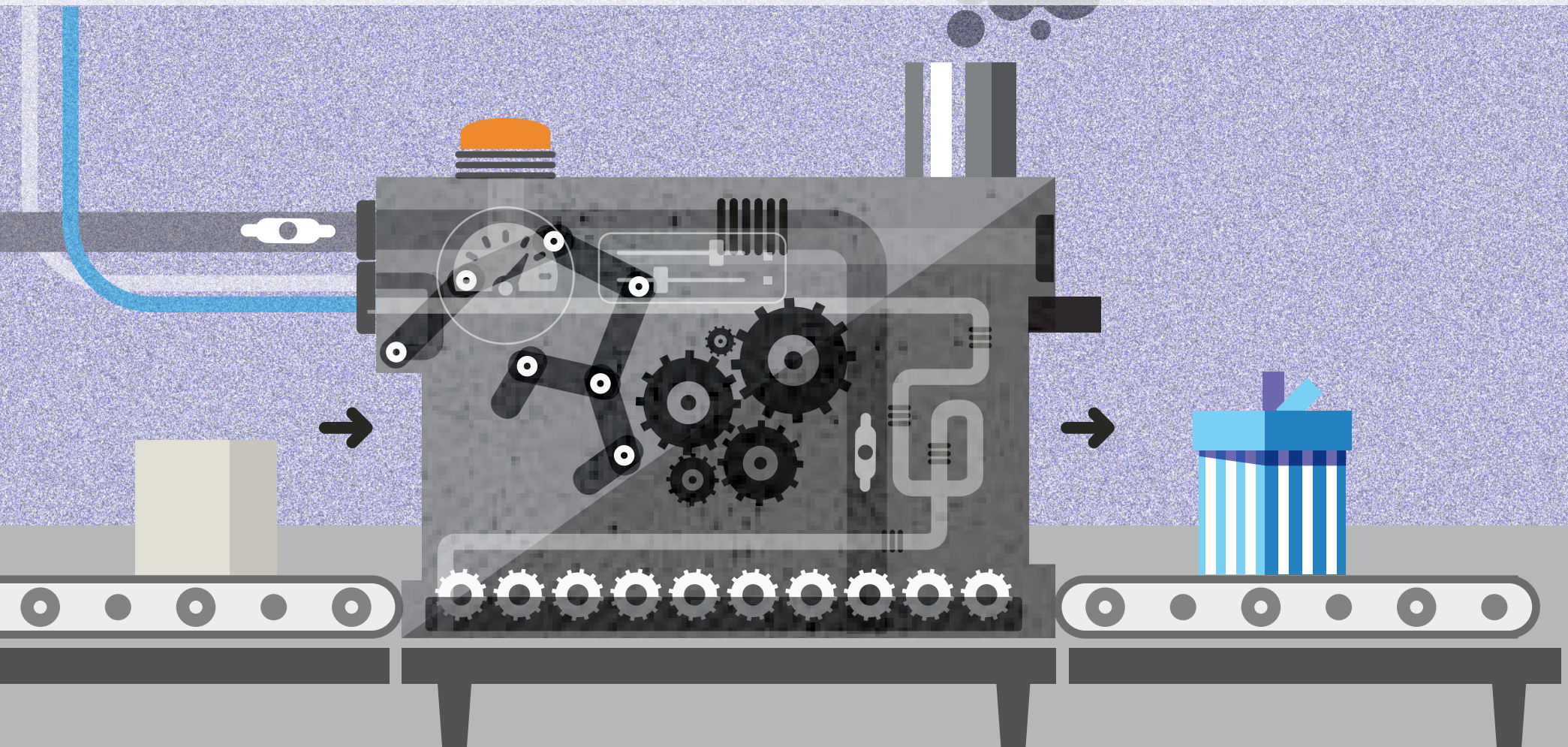
**BUYERS ARE
CHANGING.**



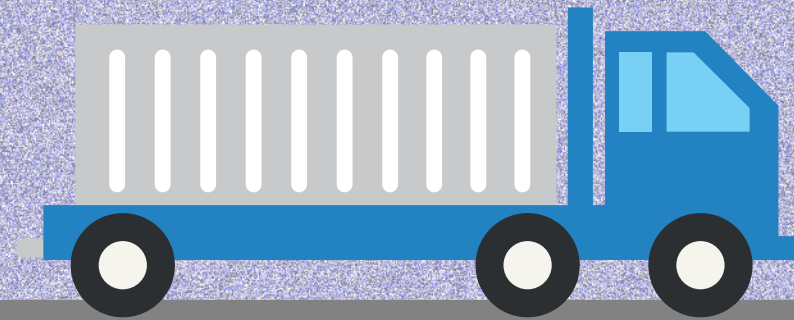
They're in control of educating themselves on their problems and potential solutions—and they want to keep it that way.



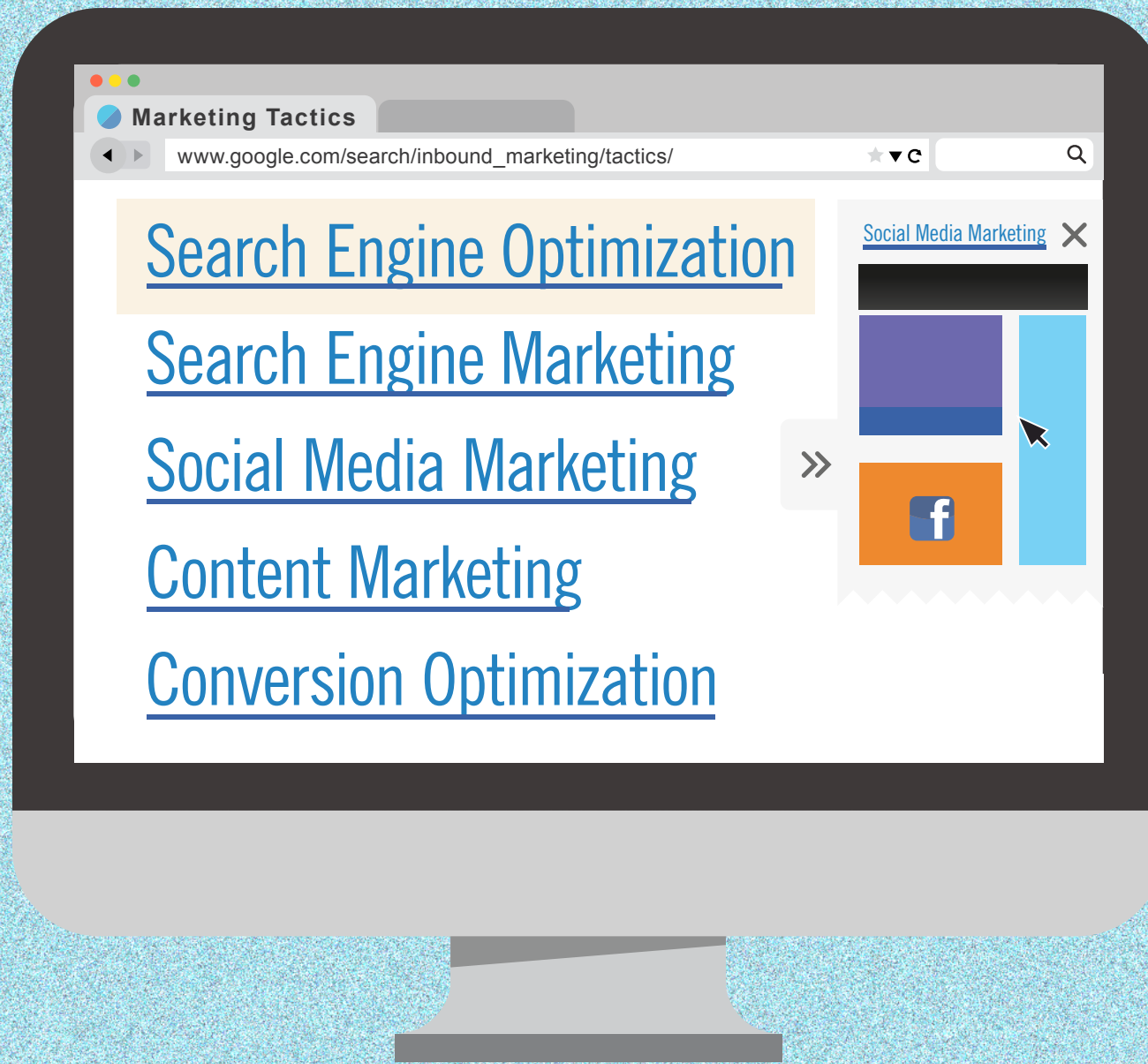
INBOUND MARKETING is the process of helping potential customers find your company—often before they are even looking to make a purchase—and then turning that early awareness into brand preference and, ultimately, into leads and revenue.



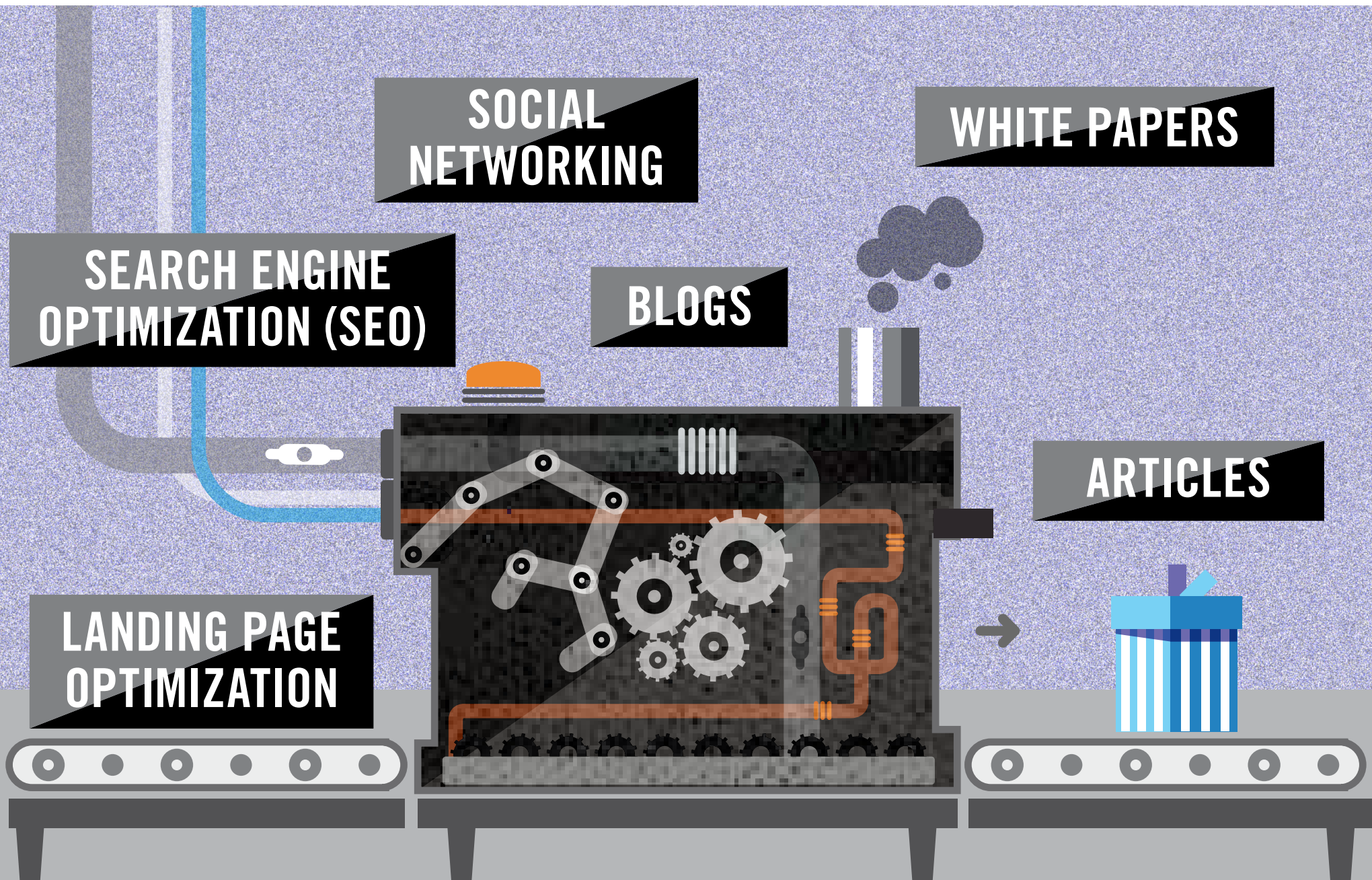
It's about creating **INTERESTING, INFORMATIVE, AND EVEN ENTERTAINING CONTENT** optimized and distributed across online channels so it can be found by—and hopefully engage—prospective buyers.



HERE ARE SOME TACTICS FOR INBOUND MARKETING SUCCESS:



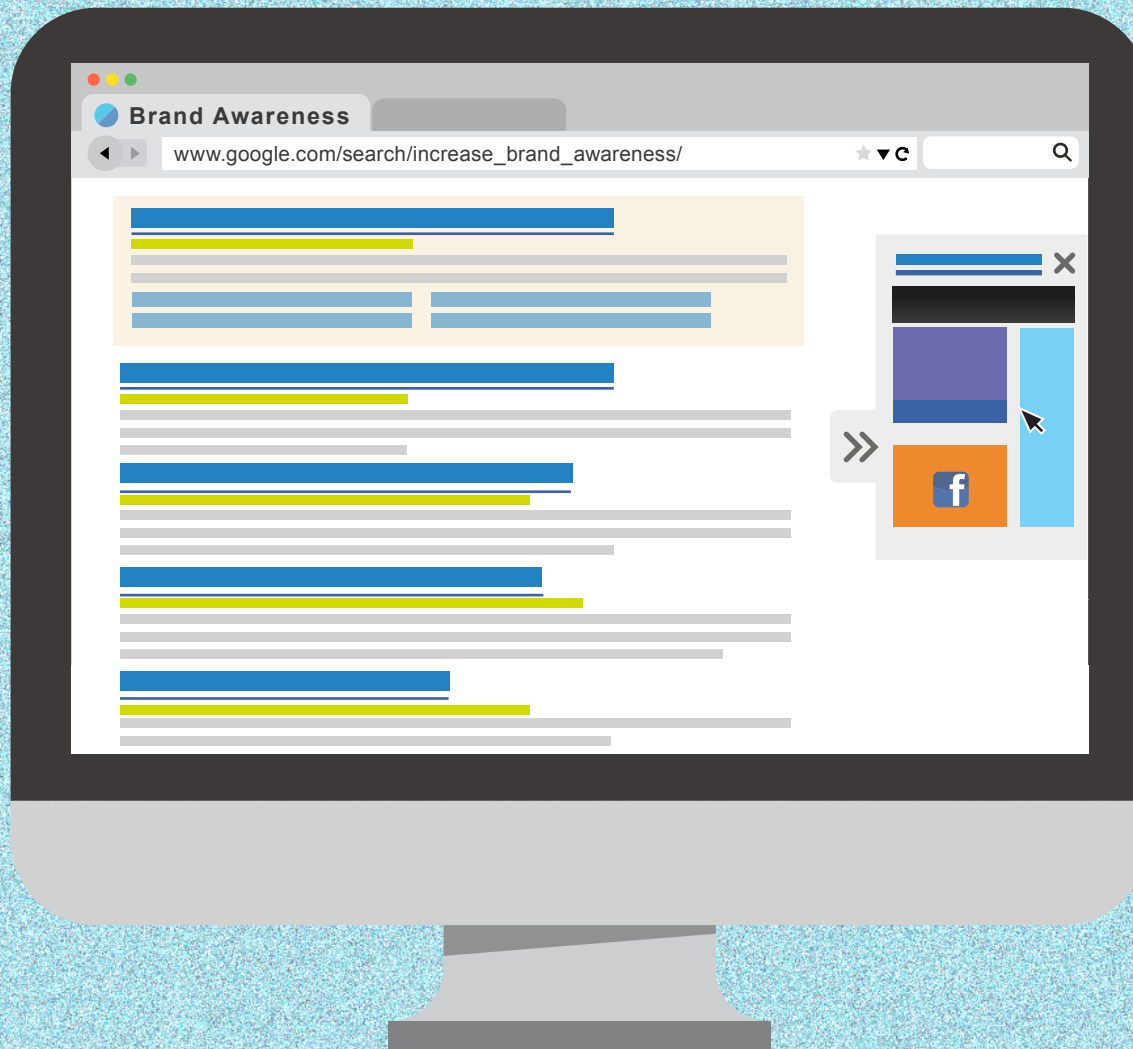
AND THESE ARE THE BUILDING BLOCKS:



THERE ARE A LOT OF

**BENEFITS OF INBOUND
MARKETING, LIKE...**

Increased brand awareness. 93% of buying cycles start with a search online, so if your company shows up high in the search results, you'll get “free” brand awareness.



93%

88% of clicks come from **organic search**. The remaining **12%** of clicks go to paid keywords (**pay per click**).



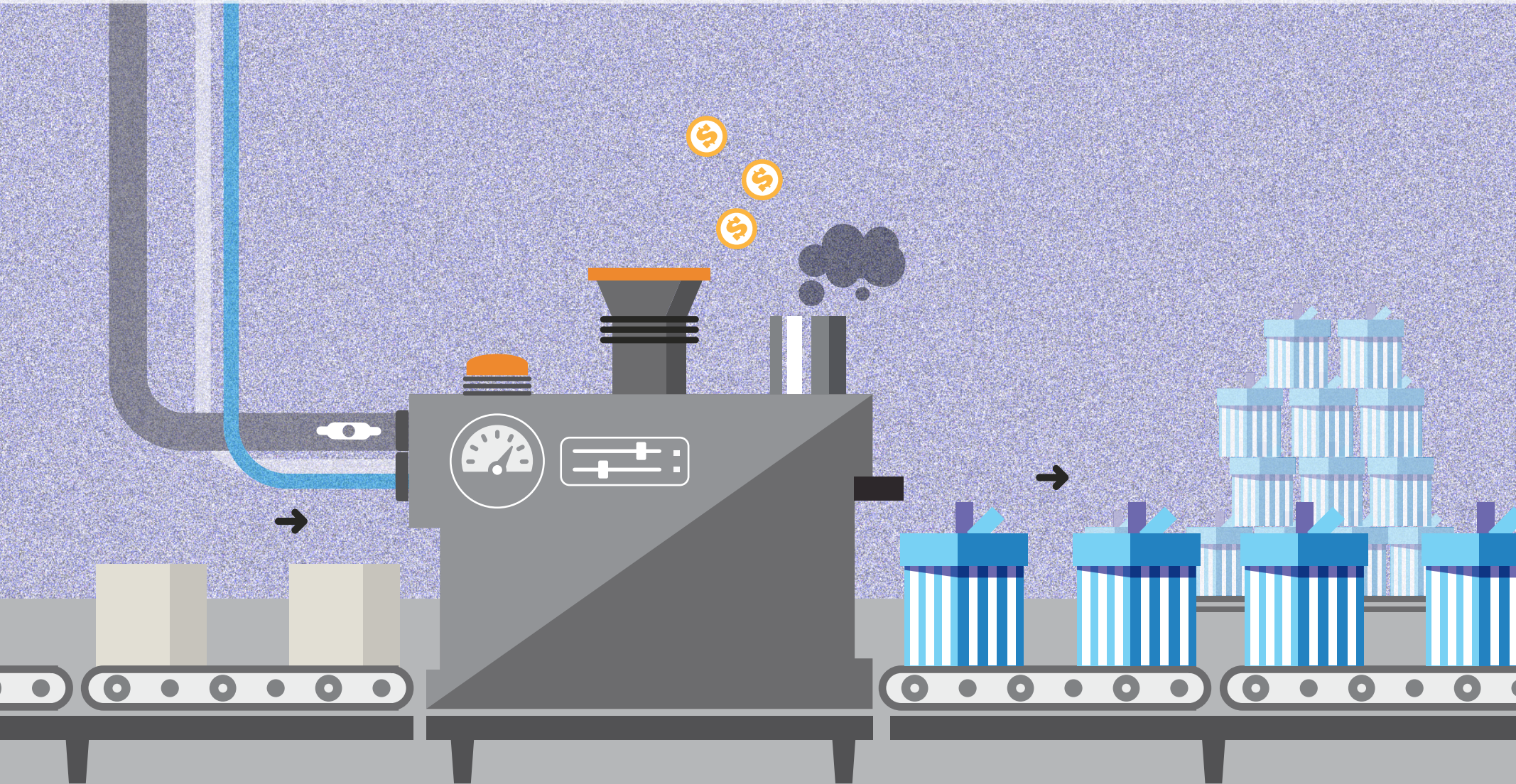
INCREASED BRAND PREFERENCE

MANY BUYERS CORRELATE HIGH ORGANIC SEARCH
RANKINGS WITH TRUST AND BRAND LEADERSHIP.

PEOPLE ARE ALSO MORE LIKELY TO TRUST
AND BUY FROM A COMPANY THEY HAVE
A RELATIONSHIP WITH. WHEN PEOPLE
ENGAGE WITH YOUR CONTENT,
THEY FEEL LIKE

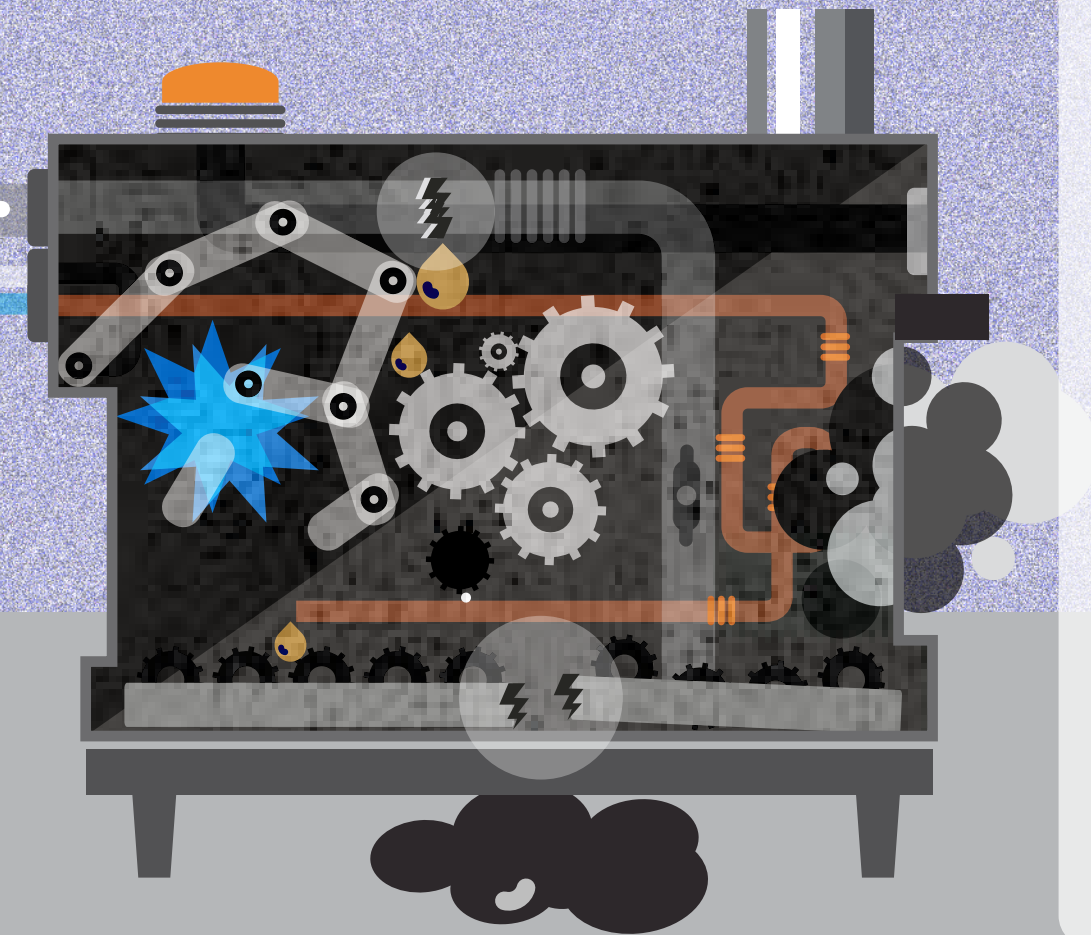
**THEY HAVE A
RELATIONSHIP.**

MORE LEADS FOR LESS BUDGET: Great content pays dividends for a very long time, an effect that multiplies as you create more and more content.



MOSTLY WHAT WE LOVE IS THAT IT'S ABOUT APPLYING
MORE **BRAINS**,
NOT MORE **BUDGET**.

BUT IT'S NOT A MAGIC BULLET, AND YOU CAN GO WRONG WHEN:



- ⚙️ Your aim is too wide
- ⚙️ Prospects don't know you exist
- ⚙️ Prospects don't understand what you do
- ⚙️ You aren't reaching the decision makers
- ⚙️ You can't break through your competition's noise
- ⚙️ There isn't any noise because you're in the wrong channel

IT'S HARD TO TARGET SPECIFIC AUDIENCES WITH INBOUND MARKETING.



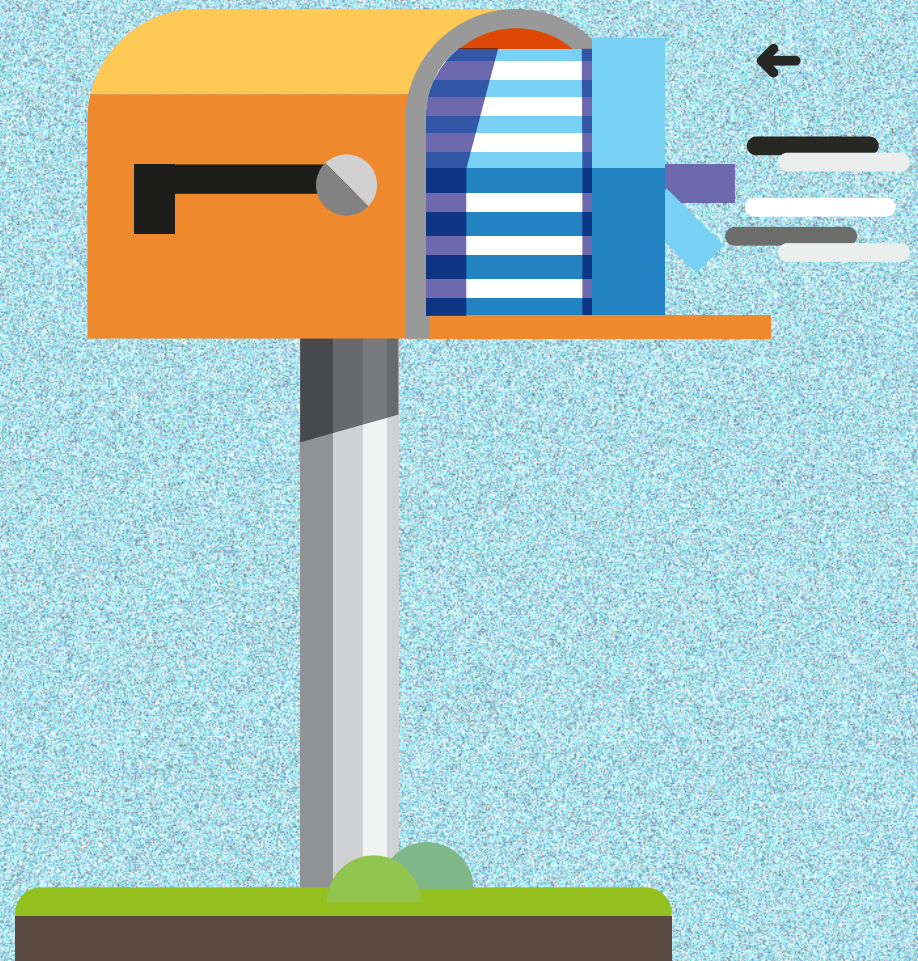
Inbound marketing is like an air war. Carpet-bombing is efficient, but makes it hard to hit specific targets.

So what you need are ground war tactics (think marines and snipers) to **target specific objectives** and hold territory.

INBOUND MARKETING DOESN'T DRIVE PEOPLE TO ACTION.

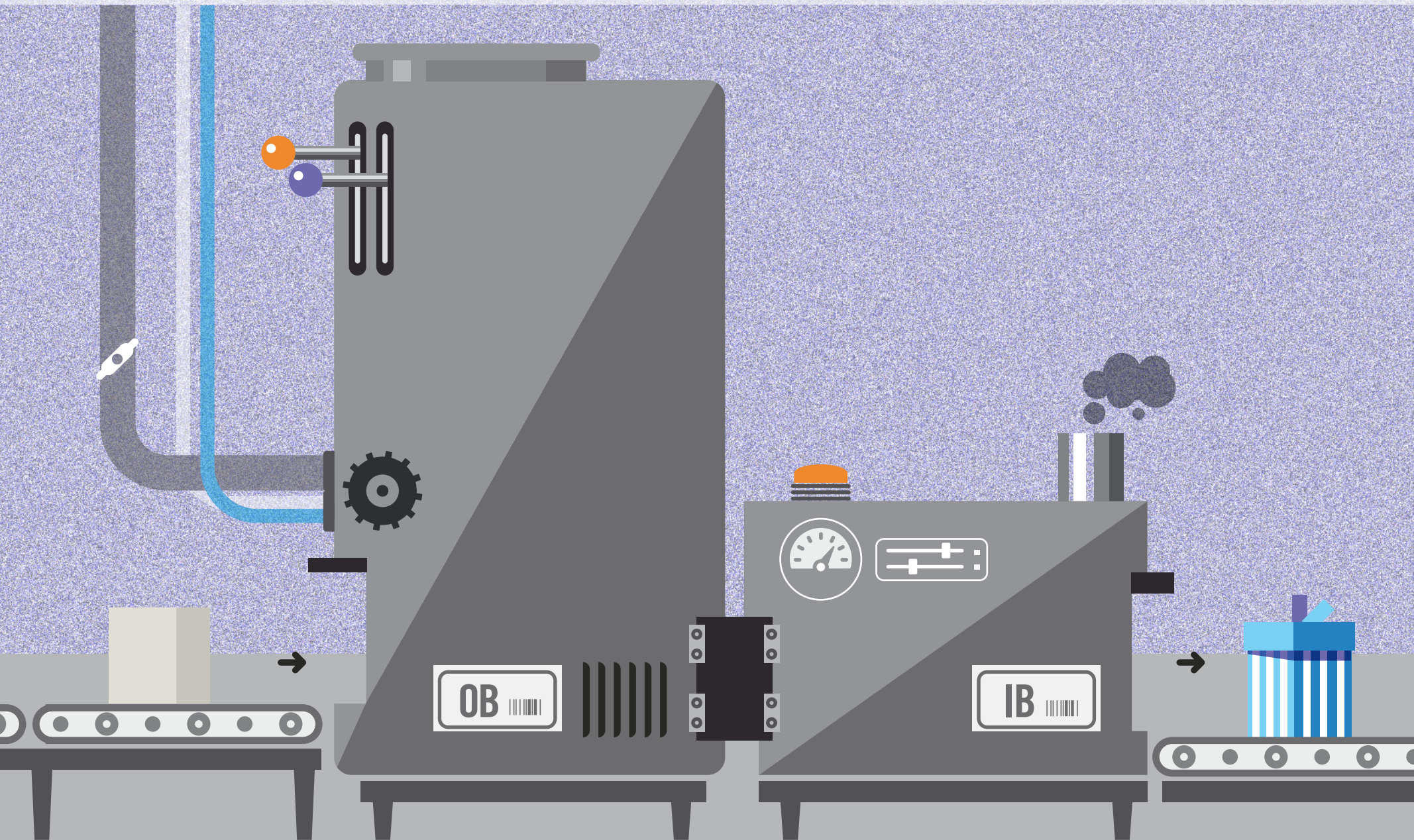
You wait for buyers to take action when they feel ready. But **sometimes you need someone to act.**

Pragmatists and late adopters who don't actively seek out alternatives and new solutions may need a push, not a pull, to take action.

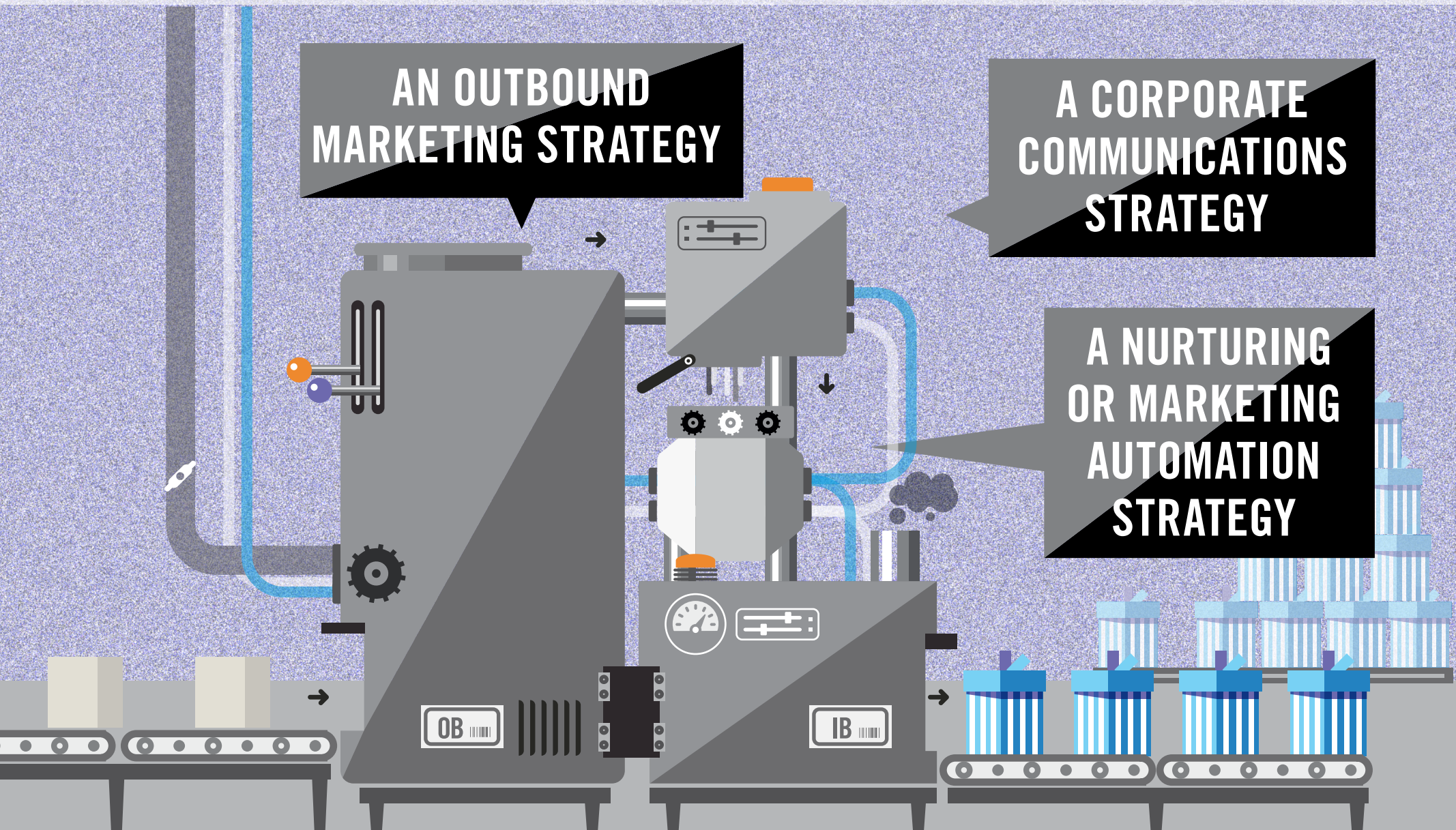


SO WHAT
CAN YOU DO?

COMBINE OUTBOUND AND INBOUND.

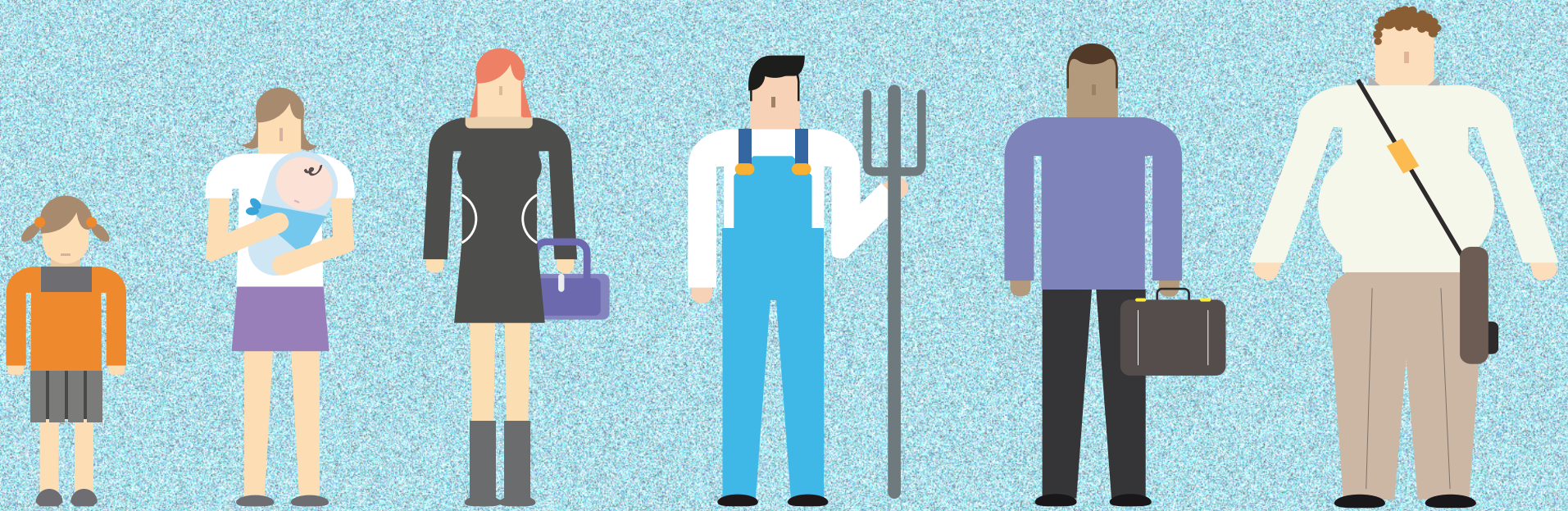


There are three essential ingredients to add to your inbound strategy **(A.K.A. THE INBOUND MARKETING MULTIPLIER)**:



WHY DO THESE THINGS AMPLIFY INBOUND MARKETING?

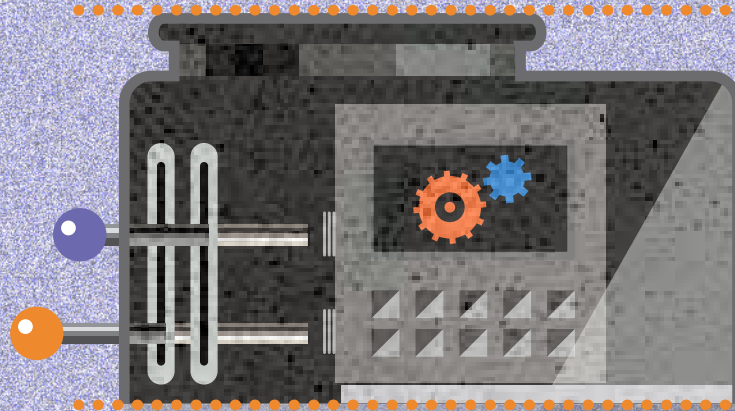
Because **all buyers are unique**. And they engage with different types of content at different stages of the buying cycle.



YOUR STRATEGY MUST ENGAGE IN ALL THESE
WAYS IF YOU WANT TO HAVE A WELL-OILED

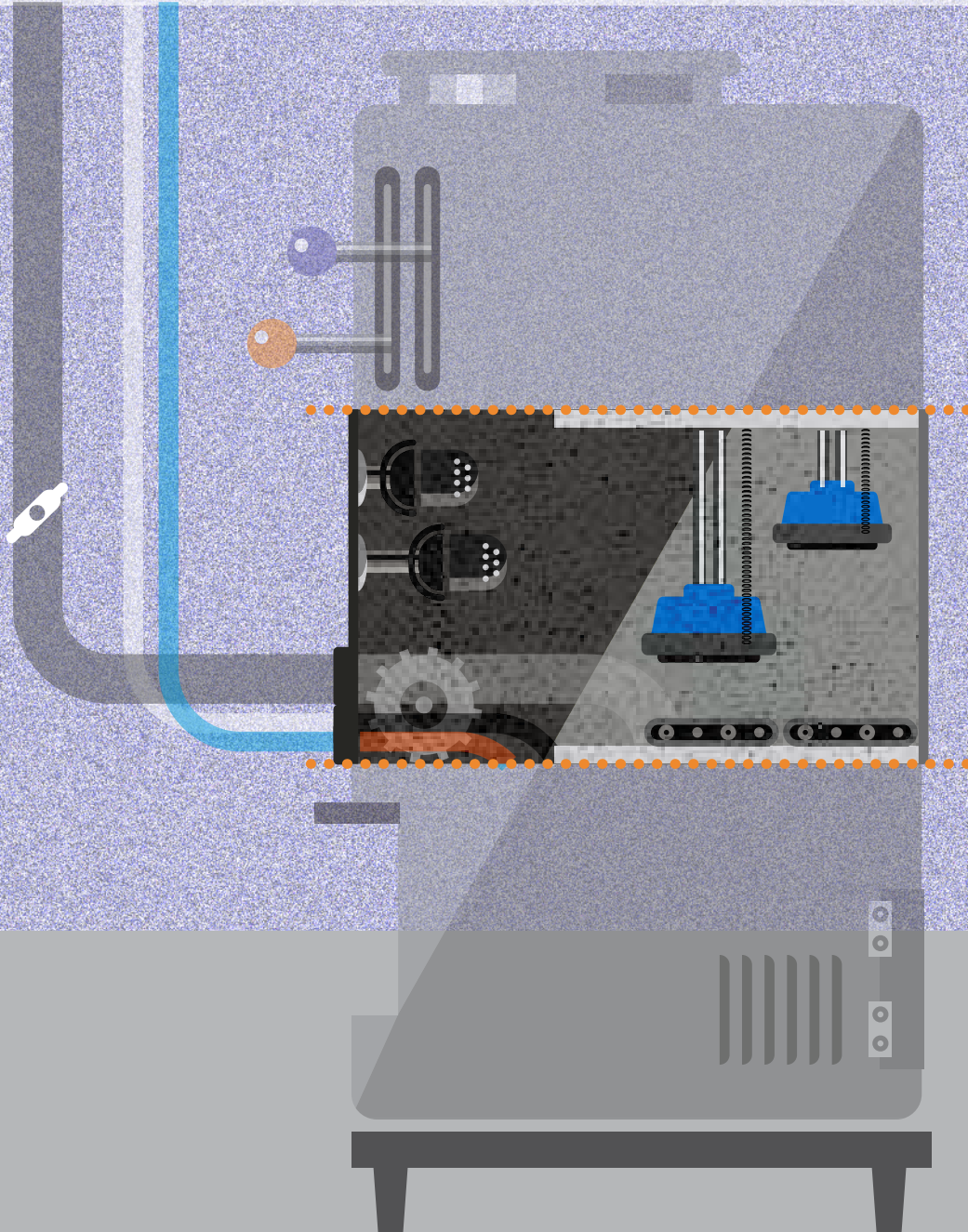
**INBOUND
MARKETING
MACHINE.**

OUTBOUND STRATEGY: ONLINE CAMPAIGNS



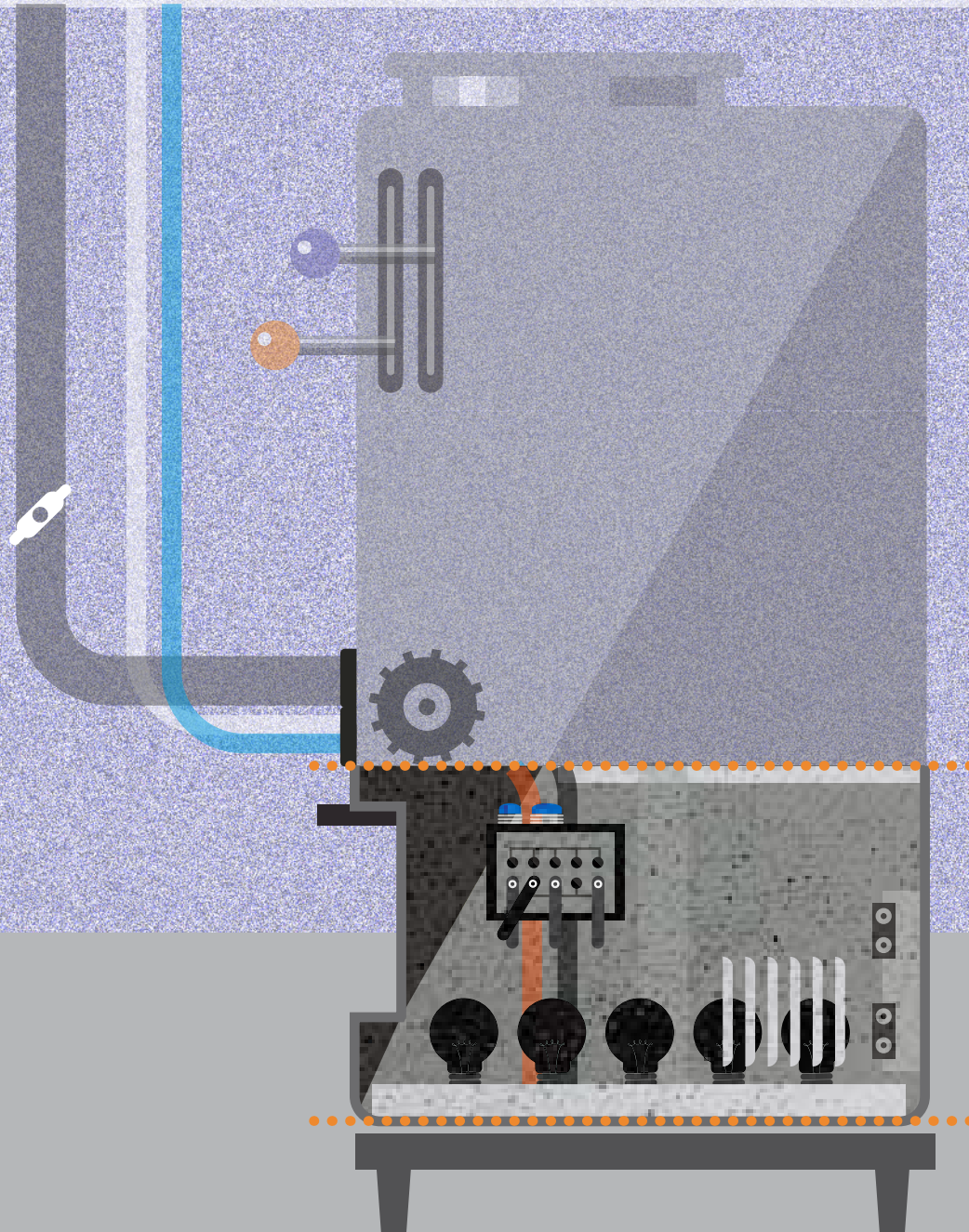
- ⚙️ **Banner and display**
- ⚙️ **Virtual events**
- ⚙️ **Webinars**
- ⚙️ **Sponsored newsletter and emails**

OUTBOUND STRATEGY: OFFLINE CAMPAIGNS



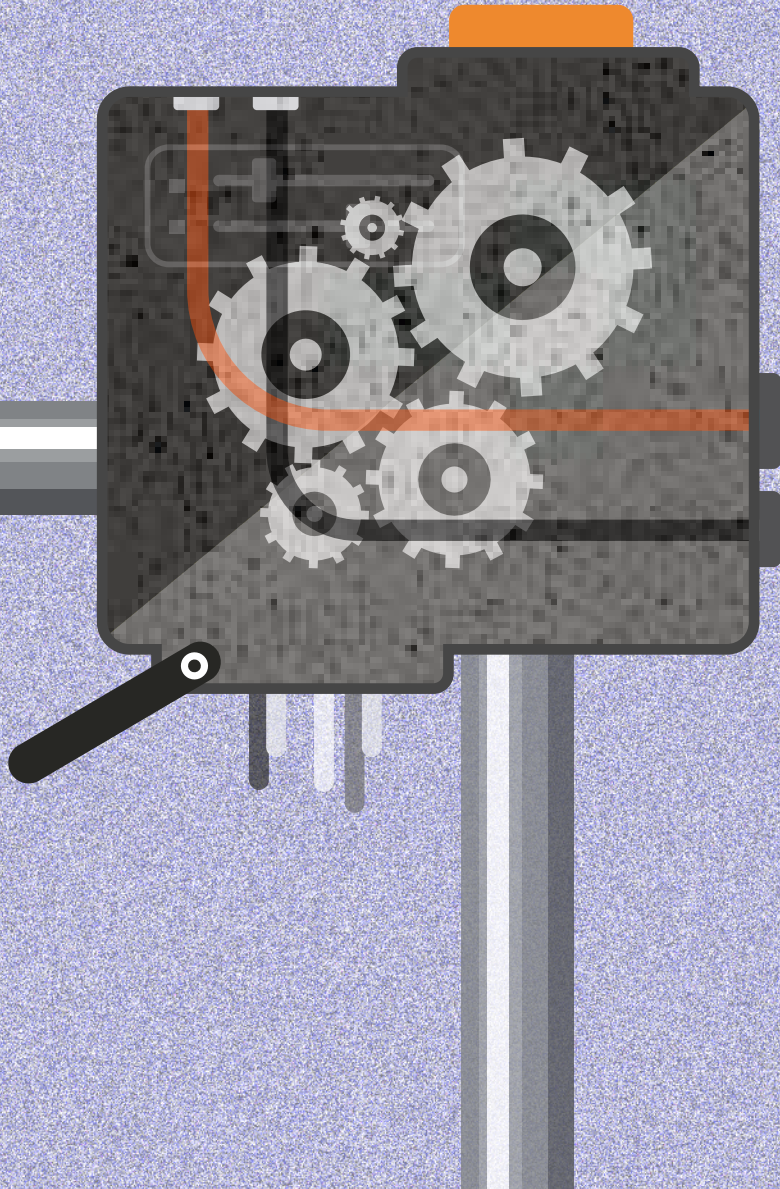
- ⚙️ Trade/road shows
- ⚙️ Direct mail
- ⚙️ TV & radio advertising
- ⚙️ Out-of-home advertising
- ⚙️ Print advertising

OUTBOUND STRATEGY: FIELD EVENTS



- ⚙ Targeted events
- ⚙ Appointment setting
- ⚙ List purchases
- ⚙ Telemarketing

CORPORATE COMMUNICATIONS STRATEGY



- ⚙️ Branding
- ⚙️ Analyst relations
- ⚙️ Product launches
- ⚙️ Programs to upsell to and retain customers
- ⚙️ Communications (both internal and external)

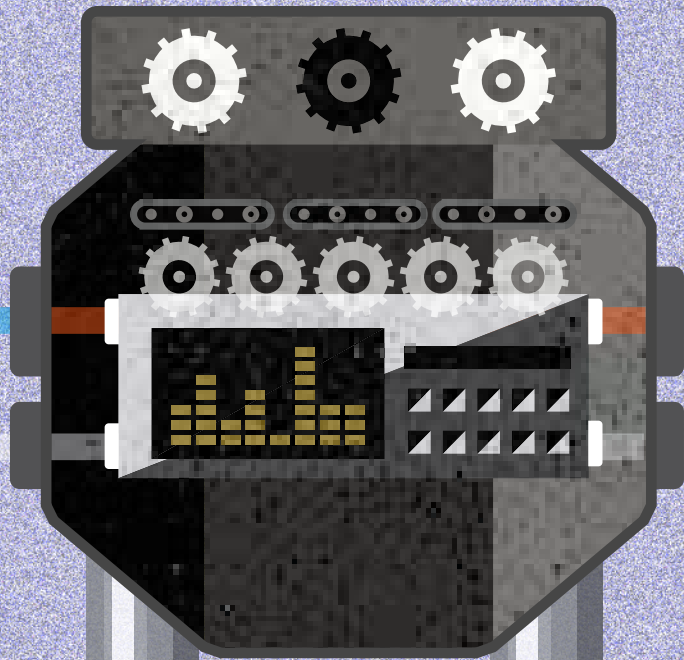
MARKETING AUTOMATION STRATEGY

What Is Marketing Automation?

It's automating the routine and repeatable tasks associated with lead management, lead nurturing, lead scoring, and creating and maintaining a marketing lead database.



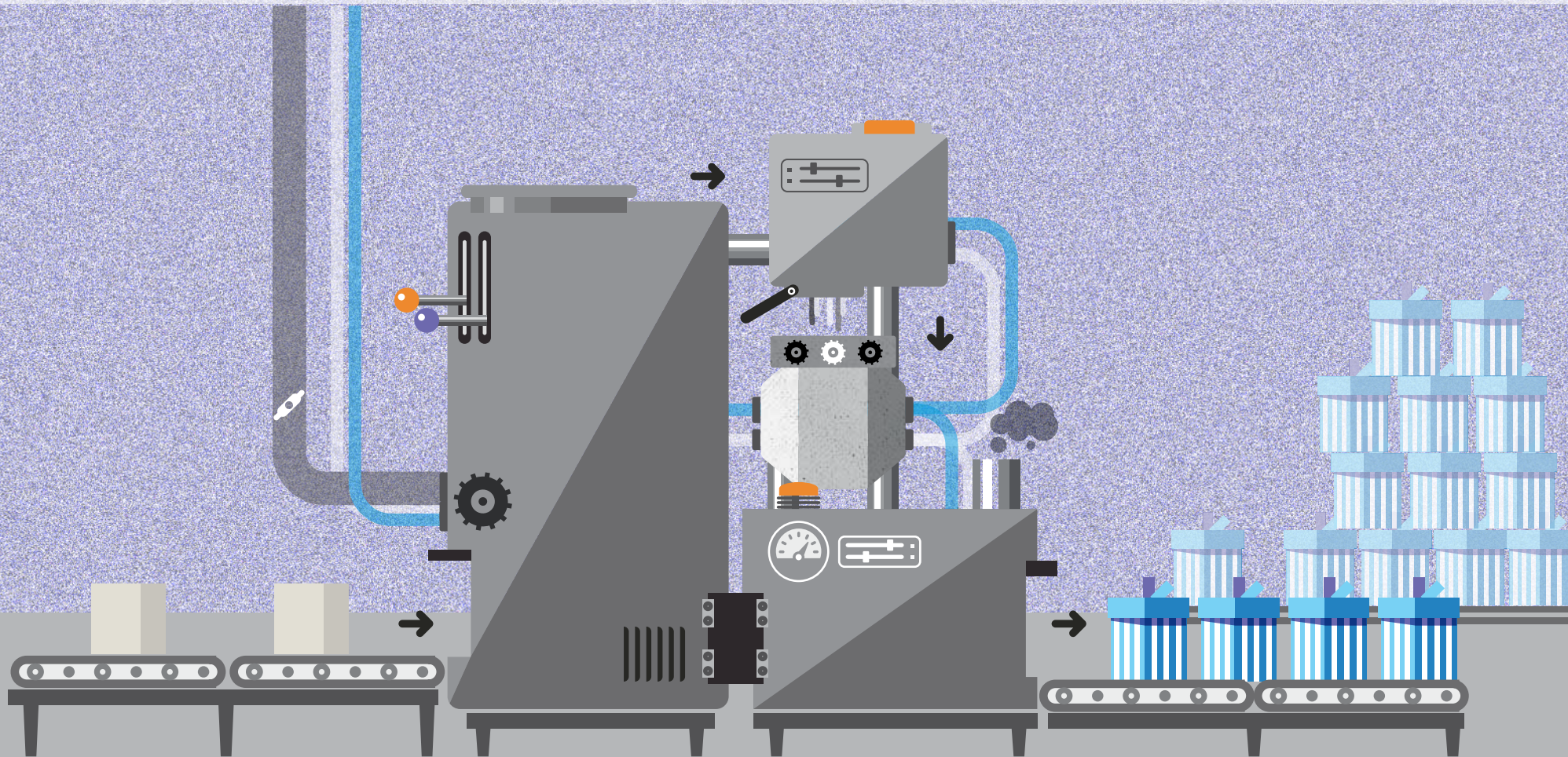
MARKETING AUTOMATION STRATEGY



- ⚙️ Raises open and click rates
- ⚙️ Enables A/B testing
- ⚙️ Improves conversion rates
- ⚙️ Shortens sales cycles
- ⚙️ Lets sales know when their prospects are engaging online
- ⚙️ Automates repetitive tasks
- ⚙️ Delivers sophisticated reporting and analytics
- ⚙️ Wins more deals and generates higher revenue per deal

THE KEY

Incorporate inbound marketing into a larger group of marketing tactics to amplify your impact.





DIVE IN DEEPER WITH THESE GREAT INBOUND MARKETING RESOURCES

Amplify Your Impact: <http://bit.ly/AcBZlx>

The CMO Guide to Inbound Marketing: <http://bit.ly/zfGk2r>

Modern B2B Marketing Blog <http://bit.ly/wA1fjt>

Foundation of Inbound Marketing: Content

THE BIG LIST:

- Articles
 - Blog Posts
 - Books/eBooks
 - Brochures
 - Case Studies
 - Demos
 - Email
 - Free Trials
 - Images
 - Information Guides
 - Live Streamed Events
 - Manuals
 - Microsites/Web Pages
 - Online Courses
 - Podcasts/Videocasts
 - Presentations
 - Press Releases
 - Product Data Sheets
 - Reference Guides
 - Resource Libraries
 - RSS/XML Feeds
 - Surveys
 - Radio/TV/Web TV
 - Videos
 - Webinars/Webcasts
 - White Papers
 - Widgets
 - Workbook
-

“Creating the Proper Program Mix” Checklist

INBOUND MARKETING:

- SEO:** Search engine optimization is how you increase the likelihood of ranking high in the search engine results.
- BLOGGING:** A great way to build your brand, establish thought leadership, and engage prospects over time by getting them to subscribe to your posts and by pointing them to other content of interest.
- SOCIAL MEDIA:** Sites and networks such as LinkedIn, Twitter, Facebook, and more niche-oriented venues are conduits to prospective buyers, and places you can make them aware of your expertise and content.
- FORUMS AND ONLINE COMMUNITIES:** Participating in online discussions is a way to find out what issues are top of mind for prospects, while also positioning you as a valuable information resource.
- WHITE PAPERS AND EBOOKS:** White papers are typically 4–8 pages in length, and explore a business issue, helping readers understand best practices and options. While typically longer than white papers, eBooks also explore business issues but often in a more conversational and visually appealing manner.
- VIDEOS:** Snack-sized content in a visual format helps you engage busy prospects who may not have time to read your white paper or eBook.

OUTBOUND MARKETING:

Online Campaigns

- BANNER AND DISPLAY:** An advertisement appearing on a website.
- VIRTUAL EVENTS:** A tradeshow, conference, or meeting online.
- WEBINARS:** A presentation or workshop delivered over the web to educate prospective buyers.
- BANNER AND DISPLAY:** An advertisement appearing on a website.
- VIRTUAL EVENTS:** A tradeshow, conference, or meeting online.
- WEBINARS:** A presentation or workshop delivered over the web to educate prospective buyers.
- SPONSORED NEWSLETTER AND EMAILS:** Allows you access to a target audience who might not otherwise be reached.

Offline Campaigns

- TRADESHOWS:** In-person exhibits that offer the chance to display your solution and interact one-on-one with prospects.
- DIRECT MAIL:** Advertising sent to a prospect’s home through a mail service.
- TV & RADIO ADVERTISING:** Using the radio or TV to deliver a scripted message to attract new clients.
- OUT-OF-HOME ADVERTISING:** Advertising that appears when you are in transit, or at an activity outside of your home, in order to drive awareness or encourage a specific call-to-action.
- PRINT ADVERTISING:** From flyers to newspapers and magazine ads, print advertising includes all advertising found in printed media.

OUTBOUND MARKETING: (CONTINUE)

Field Marketing

- TARGETED EVENTS (E.G., DINNERS, SPORTING EVENTS):** A direct selling opportunity to a specific audience.
- APPOINTMENT SETTING:** Making calls to qualify leads and schedule calls between them and sales reps.
- LIST PURCHASES:** Paying for a highly targeted list of individuals based on a range of criteria, such as titles, industry, and solutions used, to be used in marketing campaigns.
- TELEMARKETING:** Using the phone to make your sales pitch in an effort to drive prospects farther down the sales funnel.

CORPORATE MARKETING:

- COMMUNICATIONS:** The internal and external messages that a company develops and disseminates.
- ANALYST AND PUBLIC RELATIONS:** Engaging relevant analysts and media contacts to keep them informed of your company's positioning and offerings.
- GUERILLA MARKETING:** A form of marketing that tries to generate brand awareness at a low cost by using atypical methods like graffiti, flash mobs, and poster campaigning.

MARKETING AUTOMATION:

- LEAD NURTURING:** The process of building relationships with qualified prospects regardless of their timing to buy, with the goal of earning their business when they are ready.
- LEAD SCORING:** A shared sales and marketing methodology for ranking leads in order to determine their sales-readiness.

METRICS THAT MATTER:

- CLOSED LOOP REPORTING:** A way to measure the impact of marketing activities on revenues.
 - REVENUE PERFORMANCE MANAGEMENT:** Optimizing interactions with buyers across the revenue cycle to accelerate predictable revenue growth.
-