

# 2012 Executive Inbound Marketing Blueprint

**A Plan for Increasing Sales Revenues in 180 Days**



For Business Owners and CEOs



Effective. Efficient. Affordable. Relevant.

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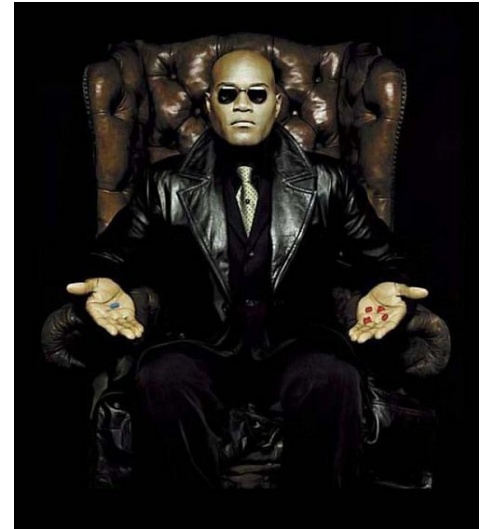
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## A Plan For Increasing Sales Revenues In 180 Days

You're a business owner or CEO. Something's changed. Your business feels like two keys next to each other on a piano being played together. Old ways of engaging prospects no longer resonate. Customers are out there but you're not connecting like you used to... the way you need to in order to grow. Like the character Neo from the Matrix, you have a choice to make.

Think about your own buying behavior. How do you discover potential solutions to your needs? Gather information? Evaluate alternatives? Now think about your business. The way your business finds potential buyers, what are the chances it would find you? Or, more importantly, what are the chances you would find your company and have access to the information to choose its product or service?

This eBook provides business leaders with information about proven strategies and techniques that transform organizations from searching for potential purchasers to attracting new self-qualified buyers. It's your choice whether to keep doing what you're doing or begin transforming your business, over the next 180 days, into the company your prospects will find.



*You have a choice to make...*

### **You're The Boss**

As a business owner, you have a unique responsibility to your stakeholders, to keep the business alive and make it prosper. Each day you awake to one concern, the financial health of your business. Everything else is secondary. Your perspective necessitates a focus on one thing: the bottom line. Your business will not survive unless you can continuously grow revenues. Costs are important, but as any sports team knows a good defense on its own can't win the game. You must have a stellar offense. In this blueprint, we will address the changing way your prospects make buying choices and show you how to grow revenue through new lead generation strategies. We will lay out the plan to increase qualified sales leads through a new kind of marketing called inbound marketing.

Our Inbound Marketing Blueprint lays out a specific plan for increasing sales revenues in 180 days:

- Increasing brand awareness using content about your brand promise, search engines, and participation in social media
- Converting casual interest into leads with attractive offers and effective landing pages
- Qualifying leads with lead nurturing campaigns and sales force automation
- Analyzing results, adjusting strategy and content, and applying best practices

Since this blueprint is largely about building relationships, we encourage you to engage our team in conversation via our [blog](#) and/or social media. You can learn more about engaging with Innovative Marketing by visiting our website, [www.imrcorp.com](http://www.imrcorp.com).

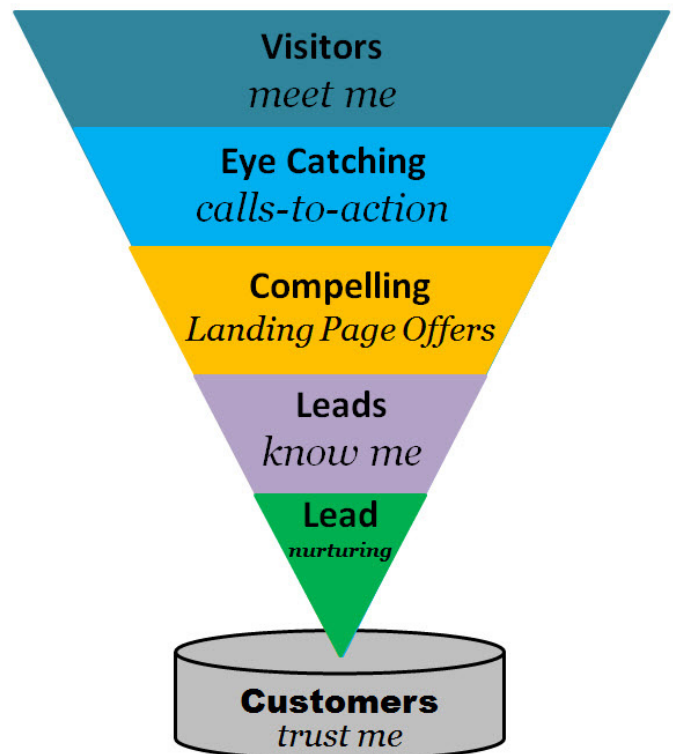
## Inbound Marketing

When the internet revolution overtook us more than 15 years ago it was about pushing more information at prospects: eyeballs, clicks, banners, pop-ups, spam. The internet has evolved from an advertising medium into a conversation medium. The desire for interaction and exchange drives sales and marketing in new directions. Consumers burned out on mass marketing and “push” advertising. Instead, consumers want to explore their purchasing options, seek recommendations from peers and ask questions online. Successful companies recognize the internet’s role as a conversation medium and build relationships with buyers rather than bombard them with one-way marketing messages.

A new approach to marketing has emerged: Inbound Marketing. Inbound marketing has the same goals as traditional marketing, generating sales leads and enabling sales team to convert them to customers. The difference lies in the way companies generate leads and retain customers:

- Increasing brand awareness using content about your brand promise, search engines, and participation in social media
- Converting casual interest into leads with attractive offers and effective landing pages
- Qualifying leads with lead nurturing campaigns and sales force automation
- Analyzing results, adjusting strategy and content, and applying best practices

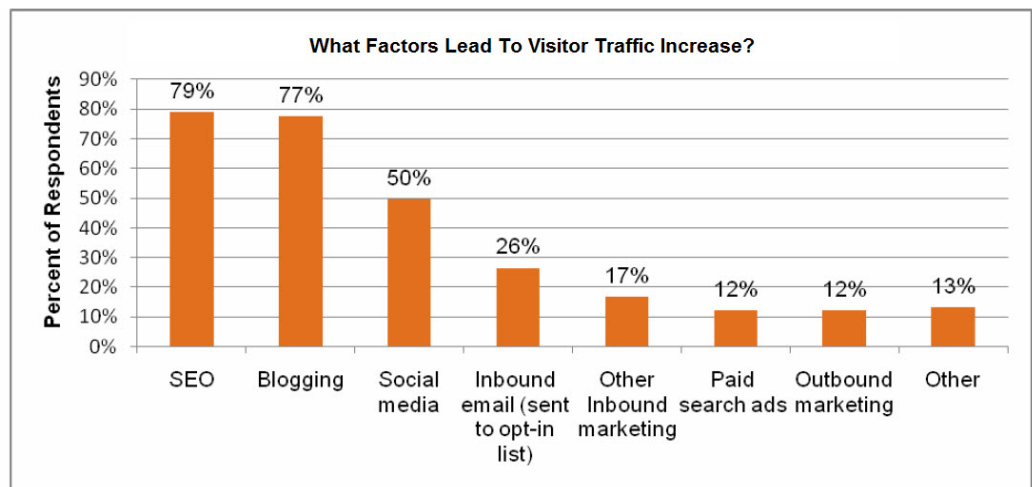
Unlike traditional, propositional marketing campaigns which rely on the right message, the right creative and the right timing to catch a prospect in the buying moment, inbound marketing is an ongoing process. It takes commitment, strategy and talent to “move the needle”, and results are directly proportional to effort, but it’s effort that produces consistent, measureable results. Inbound marketing does not completely replace other forms of marketing. We will show you examples of how integrated marketing campaigns can take advantage of both inbound and traditional marketing strategies. Finally, we will discuss the all-important subject of return on investment, how inbound marketing can be measured and justified.



# Your Brand

## Brand Awareness

You can't capture sales leads without brand awareness. Your prospects must find out about you before they will buy from you. Inbound marketing calls this the *meet me* phase. Market trends and economics dictate that you must find your target market online, so priority #1 is expanding your online reach. One school of thought is that you need to focus on search engines, pay-per-click advertising and email marketing to reach your audience. While search is still a crucial part of getting found online, online advertising and e-mail blasts are losing their effectiveness, since they are shotgun, disruptive techniques that generally fail to resonate with your target unless they are employed in a relational way. The chart at right shows that inbound marketing techniques, including blogs, social media and SEO are gaining popularity over mass marketing both online and offline.

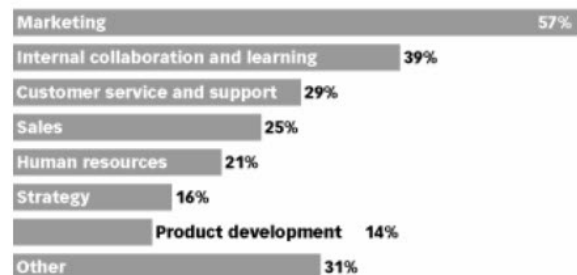


2011 Babson/MIT Inbound Marketing Study

## Brand Reputation and Customer Retention

It's that crucial first encounter. You've attracted visitors to your website, blog and social media venues. A great first impression is foundational, but you've just begun. You must maintain new relationships with your visitors by consistently offering helpful, relevant content and by engaging with them directly through comments, updates, "likes" and recommendations. This is how you retain them as brand advocates and help them choose to move through the sales funnel towards a customer engagement. Equally important is monitoring what's being said about your brand and responding promptly. Once you're engaged online, you can address negative comments directly and steer conversations in a more positive direction. You can thank potential prospects for positive comments and answer their questions. Brands increasingly use social media channels such as Twitter, Facebook and LinkedIn as a means of staying in touch with their customer base, as shown in the study above.

### Business Areas for Which Professionals Worldwide Use Social Media\*, August 2009 (% of respondents)



Note: \*includes blogs, chat, discussion boards, microblogs, podcasts, ratings, social networks, video-sharing, wikis, etc.  
Source: Mzinga and Babson Executive Education, "Social Software in Business," September 8, 2009

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www.eMarketer.com

Brand reputation and customer service drive repeat sales, customer retention and new sales. Inbound Marketing blurs the lines between brand awareness and brand reputation because one outreach strategy and a single set of tools is used for both. By providing high quality content and engaging and promoting via social media, your business accomplishes both tasks. This is far more powerful than the traditional silo-mentality about marketing and has a distinct advantage when it comes to capturing leads, converting and retaining loyal customers. In the place of propositional mass marketing, we are creating networks of informed and interested people. Instead of disrupting an ever-reluctant audience, we are inviting them in for a chat. The most effective inbound marketing strategies align sales, marketing, production and support teams so that they are on the same page when it comes to business goals, publishing content and engaging your audience in social media.

## Lead Generation and Conversion

Inbound marketing generates qualified sales leads through opportunity. Once visitors have found you via content, SEO and social media, the next step is to initiate an information exchange so visitors can begin to know you. In this process you ask for a commitment from each visitor, if only by signing up for something. You must appreciate what your visitors want and make it easy for them to obtain something they value. Free products and services, discounts, events and games are often used to attract leads, and well-designed landing pages are constructed to compel visitors to sign up. Once the initial exchange occurs, leads can be further nurtured to move them down the sales funnel to become customers through follow-up calls, webinars and additional content. The idea is that at each encounter in the *know me* phase, the exchange both seeks more information from the visitor and offers content more aligned with your brand promise. Finding the right mix of offers, online channels, and landing pages often requires strategy, experimentation and analysis.

“To be successful and grow your business and revenues, you must match the way you market your products with the way your prospects learn about and shop for your products. And you do that by generating leads through inbound marketing.”

- Brian Halligan & Dharmesh Shah  
Co-founders, Hubspot

### The Inbound Marketing Process For Lead Generation:

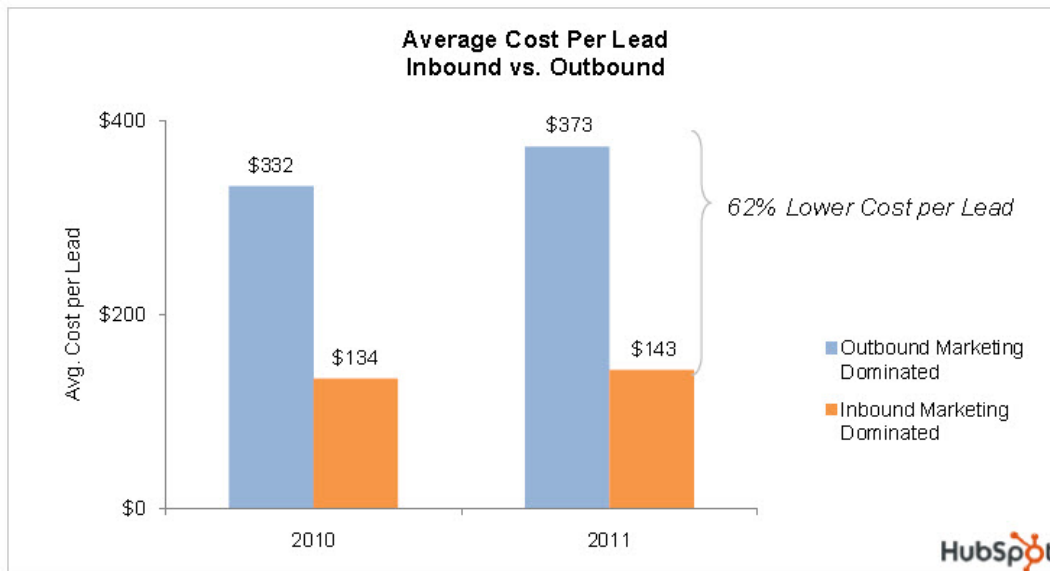
- Create valuable offers and discounts that will attract visitors and compel them to self-identify by signing up
- Create call-to-action graphics or buttons that convey an offer and entice visits to a landing page
- Landing pages that further justify the visitor's interest and provide a simple means to sign up or register for the offer
- Follow up captured leads with lead nurturing campaigns and sales calls
- Optimize lead conversion by measuring and analyzing results from offers and landing pages
- Organize and analyze leads using customer relationship management software



## Lower Cost Per Lead With Inbound Marketing

Multi-years studies of more than 4000 businesses demonstrate that inbound marketing produces more quality sales leads at a lower cost per lead than traditional (outbound) marketing. Companies surveyed by HubSpot, who spent more than 50% of their budgets on inbound marketing channels, reported an average cost per lead of \$143, while those who spent the majority of their budget on outbound marketing channels had an average cost per lead of \$373: a 62% difference.

The fundamental principle of inbound marketing is building relationships online. Once you have attracted visitors to your blogs, webinars, videos and other content, they can become loyal followers. More importantly, they can spread your value proposition via their social networks. Inbound marketing leverages this “viral” effect to raise brand awareness and reputation with far lower expenditure in media costs compared to traditional propositional advertising and marketing. With a sustained effort in inbound marketing, you can improve both lead conversion rates and customer retention, since loyal customers are more likely to recommend your products and services and renew their license fees or purchase upgrades as well as be predisposed to new purchases from you.



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## Inbound Marketing Costs

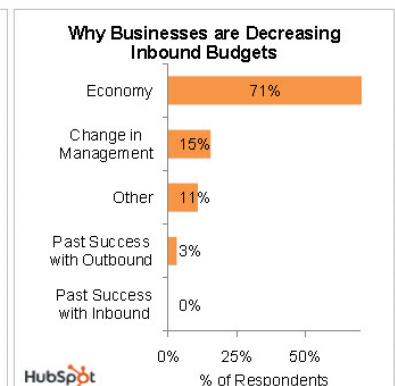
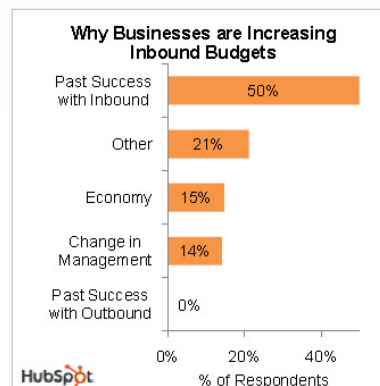
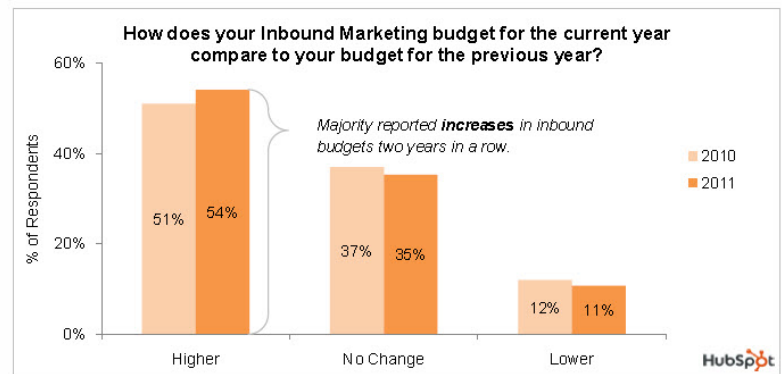
Due to its effectiveness, businesses are increasing their budgets for inbound marketing compared to traditional marketing. According to a recent HubSpot survey, 89% of marketers surveyed either have maintained or increased the amount of money spent on inbound marketing over the past 12 months. In many cases, this represents a diversion of budget from traditional to inbound marketing, so overall budgets may not be increasing. But how much is the right amount?

The cost for Inbound Marketing efforts varies greatly depending on your lead generation, brand building and sales goals. A good place to start is setting goals for specific inbound marketing activities to produce target traffic, leads and sales goals. You can use this [spreadsheet calculator](#) to set these goals and calculate required activity.

Inbound marketing requires effort – blogging, creating advanced content such as webinars and videos, optimizing for search engines, engaging in social networks and analyzing results. Based on our experience and surveys such as HubSpot's, we recommend the following minimum commitment:

- 2 blog posts published per week, including on-page SEO on each new post
- 21 social media updates (Twitter, Facebook and LinkedIn) per week
- 2 hours per week brainstorming new ideas for content, lead generation and social media campaigns
- 2 hours per week analyzing results and updating keyword strategy, landing pages and calls-to-action
- 1 advanced content piece (webinar, video, whitepaper etc.) per month
- Ongoing social media marketing campaigns, e-mail marketing campaigns and traditional marketing to promote content

Costs are directly proportional to effort (regardless of the use of in-house and/or outsourced resources). Based solely on the activities above, we recommend a minimum budget for inbound marketing of \$6,000 per month. Costs for hiring an internal team are summarized in Exhibit A



*2011 Babson/MIT Inbound Marketing Study*



## In-house Resources or Outsourced?

People. Process. Technology. These are the three legs of the implementation stool supporting a business' inbound marketing program. It's straightforward to see that purchasing, rather than developing the technology is the most cost effective approach. However, the decision for a business to build its own team to implement the process or to outsource to an inbound marketing agency depends largely on your current marketing staff, talent, and the ability to divert people and resources to a new marketing initiative. Even with our recommended minimum commitment in time and resources, you will need the following expertise to carry out inbound marketing tasks on a regular basis:

- High level strategist in marketing and lead generation
- Copywriter for blogs, social media, web pages and advanced content
- Social media marketing expert who knows how to engage and monitor your brand effectively
- Search marketing expert who knows SEO, paid search and social media optimization
- Inbound marketing expert experienced in using software such as HubSpot and Salesforce.com
- Website designer/developer who knows how to build and manage websites
- Graphic designer to support all of your inbound marketing sites and campaigns

“Either write something worth reading about or do something worth writing about.”

- Benjamin Franklin

“Every marketer is now a publisher.”

- John Battelle, *Federated Media Publishing*

“Content is marketing.”

- Robert Rose, *CrownPeak*

It is rare to find several of these disciplines rolled into one person, so you are most likely looking at a 5-6 person team. If you choose to supplement your current team, you can find typical salaries for these disciplines in Exhibit A. We recommend that you do an assessment of your staff, including their talents, experience and availability. You may find that it is less expensive, especially in the short run, to outsource to an experienced inbound marketing agency. You will want to participate in the process, at least for creative control and strategy, so at a minimum, one of your staff should be dedicated to inbound marketing. If you opt to outsource most of the tasks, your staffer can act as a program manager and liaison and learn what is required for future team building. With this approach you can elect to take more team functions in-house as you become familiar with the inbound marketing process.

Another option is to build your team from multiple, specialized outsource providers. In this model you may have a separate firm handling your SEO, another your email marketing, another your website etc. You end up with a solution made from quality parts but lacking a coordinated whole. While this approach may appear to provide a means to optimizing each of the elements of an inbound marketing program, two factors tend to produce a sub-optimal outcome from this approach. First, lack of intimate communications between separate companies handling each element of the program produce a silo effect

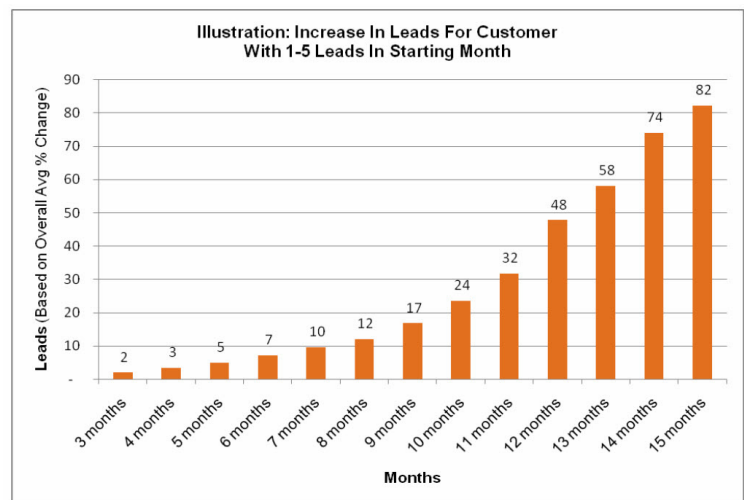
rather than a coordinated program. Your on page SEO may be excellent but it's not coordinated with your blog or social media. Your inbound links program may be generating increased authority but not on the pages your SEO is trying to rank, etc. In addition, you tend to pay more by hiring individual firms to handle each program component. Unless there are special circumstances, you're almost always better outsourcing to a single accountable vendor.

## Inbound Marketing Return On Investment

The only metric that really matters for any lead generation strategy is that it must result in a positive Return On Investment (ROI). One of the fundamental advantages of internet marketing is that you can measure results easily. This overcomes a big drawback of traditional marketing, since it has typically been difficult to isolate and measure the effects of marketing campaigns on sales. Inbound marketing drives sales leads to your lead capture forms so you can directly measure:

- Website traffic – the general interest level generated by your brand awareness and brand reputation efforts
- Lead conversions – from a casual website visitor to a sales lead
- Sales conversions – from a sales lead to a customer
- Retention rate – from a one-time customer to a loyal, repeat customer
- Best strategies and tactics – which content topics, offers, social media venues and landing pages generate the best results

Additionally, if you sell directly online via e-commerce, then you have a direct measurement of sales performance to contribute to the calculation of ROI. Otherwise, you can associate sales lead conversions with sales performance, preferably using some form of sales force automation software like Salesforce.com. To calculate costs, you should account for the personnel involved in inbound marketing plus any external costs such as software, website fees and third-party (outsourced) marketing costs. At long last, you can measure ROI for your marketing efforts.



2011 Babson/MIT Inbound Marketing Study



2011 Babson/MIT Inbound Marketing Study

## Inbound Marketing Case Studies

There are many case studies quantifying the benefits of inbound marketing on lead generation and sales. Here are some typical examples, and the link at the bottom of this page will lead you to many more.

### International Industrial Company

- Achieved a 10x increase in overall monthly website traffic
- Grown social media traffic from 0 in January to 900 monthly visits in March
- Generated a 13% overall landing page conversion rate

Read more about this [case study](#)

### Software Company

- Increased leads from direct traffic 258% in 8 months
- Increased social media reach 113% in 8 months
- 32% landing page conversion rate

Read more about this [case study](#)

### University

- Doubled organic traffic in 6 months
- Attracted over 1,200 leads in the last 6 months
- Reached 100% conversion rate on 2 landing pages
- Accumulated 6,000 links from over 1,300 domains

Read more about this [case study](#)

[More case studies](#)

## Social Media Strategy and Guidelines

Understandably, many business owners and CEOs are concerned about the potential for misadventure if they turn their work force loose on social networks. Your business will become far more visible around the clock to a wider audience, so you must have procedures and policies in place to handle both positive and negative feedback as well as real-time requests for information. You will be judged by your authenticity, responsiveness and the quality of every piece of content and every engagement on a social network.

A second valid concern is productivity. If your staff is busily conversing with their friends, how can any work get done? How can you police the flow of social media without killing your team's ability to form relationships with new visitors and existing customers?

Our recommendation is to create a social media policy for your business as part of your regular employee handbook and comprehensive inbound marketing strategy. Social media technology and practices evolve constantly, so you will want to keep current and apply new ideas and platforms as they become available and fit your company brand and brand values. You will also find that as you monitor and measure results, new directions may work better than those currently in place. Flexibility is essential for any new marketing strategy and your social media strategy is no exception. Social media policy creation is part of our blueprint.

“Social media has created an exciting and challenging world of new possibilities for companies. Until recently, a vast majority of marketers were exploring this unfamiliar terrain without a compass—or strategy—to guide them. Captivated by the hype and the ease of implementing social sites, many ignored proven marketing principles. They launched their social initiatives by creating blogs, Twitter and Facebook accounts without a plan or purpose. Not surprisingly, these initiatives failed for many.”

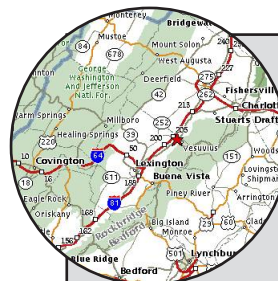
- Sergio Balegno, Research Director, MarketingSherpa.

## The Blueprint

We recommend a six-month process to implement inbound marketing and build your new lead funnel in your organization. Within that period you will have your team up and running with the tools and activities in place to attract new sales leads online and measure results. You should see results – increased web traffic, higher search engine rank, a growing social media presence and, most important, qualified sales leads that your team can convert to customers. Inbound marketing is not a propositional project; it's an ongoing process.

You should not expect results to continue growing without a commitment to the process - every day, every month and every year. If you create and commit to a specific strategy for success, you are more likely to achieve your goals. The more your business interacts online, the more likely you will attract and retain a growing following of brand advocates.

The executive blueprint is designed to give you a structure for building your inbound marketing team,



- Month One:** Set up the Strategy, website, team and blog
- Month Two:** Create Content
- Month Three:** Search Engine Analysis and Optimization
- Month Four:** Develop and Engage Your Social Media Community
- Month Five:** Lead Capture and Conversion
- Month Six:** Results Analysis

creating a strategy and executing a plan. We have broken the process down into focused activities over six months, but your business will have its own starting point, requirements, people and culture. You may find that certain activities more naturally fit sooner or later in the schedule, and many will overlap. Finding the unique mix for your organization is a key part of the strategy and plan that will make you successful.

## Building Your Team

Title	Role
<b>Team Leader</b>	Leads strategy discussions and plan formulation, assists senior management in building the team and developing the plan, assists in policy development, sets tasks for the team, oversees progress and reports to senior management.
<b>Marketing Team (Member)</b>	At least one senior member of your sales and marketing team needs to be involved in the inbound marketing strategy and plan. In most cases, the inbound marketing team is part of the overall Sales and Marketing organization, so the Team Leader will most likely represent Sales and Marketing on the team,
<b>Content Marketing Manager (CMM)</b>	Responsible for producing all content including blogs, videos, webinars, whitepapers, e-books, e-mail newsletters and announcements and press releases.
<b>Social Media Marketing Manager (SMM)</b>	Responsible for setting up and using social networking and social media accounts, training the team on correct use of each social media channel, promoting content via social media, building the brand using social media, and engaging and monitoring social media on a regular basis.
<b>Inbound Marketing Specialists (IMS)</b>	Assists the team in evaluating and implementing software and sets up accounts for the team. This person is the team expert on SEO. Assists in website design and integration with the inbound marketing platform and CMS. Sets up the blog. Works with in-house or third-party marketing team to create or modify brand identity for website, blog and social media.
<b>Website/Graphic Designer</b>	Works with the team to arrive at an optimal design for inbound marketing, creates the design(s) and helps finalize and integrate the site on the chosen CMS. Works with inhouse or third- party marketing team to create or modify brand identity for website, blog and social media.

Note: For example compensation for these positions, see Exhibit A.

[Contact Innovative Marketing Resources](#) to discuss your company's blueprint.

## MONTH ONE

# Set Up The Strategy, Website, Team and Blog

## GOALS

- Acquire and setup your inbound marketing platform and CMS Create your inbound marketing strategy and plan
- Design and develop your website (or port and optimize your existing site) as your inbound marketing ‘control center’
- Assemble your team, assign roles and establish policies
- Create your social media accounts
- Set up your business blog

## PROCESS

- Strategy Session #1 – Set business goals, metrics, deliverables and benchmarks for the inbound marketing 6 month plan. Set policies for social media use and participation by team, staff.
- Strategy Session #2 – Create specifics of the inbound marketing plan including content, social media marketing strategy and schedule.
- Software Platform/CMS – Choose a common platform for the team, set up user accounts and provide training to the team. Cross training is essential so that each team member can cover for others.
- Website Design – Review the current company website and determine criteria for design updates and integration with the platform/CMS. Typically, the website will need a redesign to make it more visitor-centric (and less like a company brochure) with interactive elements such as social media (follow-me) links, blog feeds and comments, polls and surveys as well as calls-to-action to sign up visitors and convert them to leads. The website design needs to focus on communicating the brand (who we are and what we do) and capturing leads (why should a visitor become a follower). Execute the design and publish the new website.
- Blog Setup – Decide what kinds of content will be developed for blogs, by whom and when to publish. If internal blog or social media team or external resources are to be employed, these resources need to be set up and trained on using the platform/CMS.

## TEAM

- Team Leader
- Marketing Team Member
- Content Marketing Manager (CMM)
- Social Media Marketing Manager (SMM)
- Inbound Marketing Specialist (IMS)
- Website/Graphic Designer



## MONTH TWO

# Create Content

## GOALS

- Brainstorm topics that will interest your audience
- Develop the content marketing strategy and plan
- Identify bloggers within or outside your organization
- Assign blog topics and schedule to your blogging team
- Create, review and publish blogs according to schedule
- Promote blogs via social media, e-mail newsletters and website
- Create and promote advanced content (webinars, videos, whitepapers, eBooks, press releases and e-mail newsletters)

## PROCESS

- Strategy Session #1 –Team Leader, CMM and SMM select the team and set the business goals, topics and target market for the content marketing. Establish policies for content creation and review.
- Blogging – Content team works closely with the SMM and IMS to blog on a regular schedule, ideally at least 2 - 3 times a week. Best results are more likely with more frequent, high quality publication.
- Advanced Content – Publish at least one advanced content piece per month. Coordinate with the SMM for social media campaigns promoting each new piece. Coordinate with the IMS and graphic designer to create calls-to-action and landing pages to capture leads from each advanced content piece.
- Analysis – Evaluate the effectiveness of different blog topics and advanced content in capturing leads and improving SEO results. Adjust strategy to emphasize effective topics and types of content that resonate with the target market.

## TEAM

- Team Leader
- Content Marketing Manager
- Social Media Marketing Manager
- Inbound Marketing Specialist
- Website/Graphic Designer

## MONTH THREE

# Search Engine Analysis and Optimization

## GOALS

- Develop a search marketing strategy
- Research best keywords and long tail keyword phrases
- Research search engine criteria and strategy for SMO (social media optimization) and SEO (Bing, Google, Yahoo)

## PROCESS

- SEO Strategy Session – Team Leader, IMS, CMM and SMM review industry and competitor strategies and keyword rankings, and select keywords and phrases for SEO. The Team decides how inbound and outbound links and other on-page elements will be created to support SEO in the various search engines.
- Optimize the Website – IMS has either migrated the website content to a new inbound marketing platform (such as HubSpot) or has the ability to update the website content through a content management system (CMS). Next step is on-page SEO optimization of each page. The IMS works with the team to
- Decide which pages will be optimized with selected keywords and proceeds to update page titles, headings, url, images, tags, links and content on every page in the site. Strategy involves understanding the content of each page and making sure that keywords are relevant.
- Train the Staff – People who will be blogging and engaging in social media need to understand how to work SEO into their content and promotions. SEO needs to be considered in every social media profile and every communication the company sends out.
- Analytics and Reporting – SEO is a long-term strategy and process, and rapid improvements in search ranking and search traffic are rare. The IMS is responsible for ongoing SEO analytics and social media monitoring (in cooperation with the SMM) to determine the effectiveness of the SEO strategy and recommend adjustments to improve results.

## TEAM

- Team Leader
- Content Marketing Manager
- Social Media Marketing Manager
- Inbound Marketing Specialist

## MONTH FOUR

# Develop and Engage Your Social Media Community

## GOALS

- Research competitor activities in social media
- Create social media personas that reflect your brand
- Develop a social media marketing strategy
- Recruit followers directly via social media
- Build social media profiles that reflect your brand
- Daily Activities – Monitor social media for keyword “response”, engage as needed. Monitor alerts for relevant content, post to social Twitter as “tweets”, “retweets”, links and updates. Promote company blogs and other content to social networks and bookmarking sites as content is published.
- Weekly Activities – Recruit new followers on social networking sites via search and invitations to connect.
- Analytics and Reporting – Evaluate developing brand awareness, number of new followers and your “influence”, number of posts and tweets “retweeted” by followers. Evaluate feedback via comments and other social media engagements. Evaluate monitored keywords in conversations and responses to positive and negative comments. Adjust topics, quality and quantity of social media engagements to enhance reach, influence and brand reputation.

## PROCESS

- Social Media Marketing Strategy Session – Team Leader, SMM, CMM and IMS review industry and competitor strategies in social media sites and decide which venues and tactics to use for social media engagement and promotion. Team decides what target market to pursue and attract to the company and individual social media presences. Team decides how to respond to positive and negative comments and what types of content to promote (outside of company content). Team decides training schedule for all staff supporting content and social media.
- Provide Training – IMS provides training on the use of toolkit functionality, such as social media monitoring, Twitter, Facebook and LinkedIn tools. CMM provides training on updating social media profiles, adding updates.
- Daily Activities – Monitor social media for keyword “hits”, respond as needed. Monitor alerts for relevant content, post to social media sites as “tweets”, “retweets”, links and updates. Promote company blogs and other content to social networks and bookmarking sites as content is published.
- Weekly Activities – Recruit new followers on the main social networking sites via search and invitations to connect.
- Analytics and Reporting – Evaluate “reach” (brand awareness), number of new followers and “influence” number of posts and tweets “retweeted” by followers. Evaluate feedback via comments and other social media engagements. Evaluate monitored keywords in conversations and responses to positive and negative comments. Adjust topics, quality and quantity of social media engagements to enhance reach, influence and brand reputation.

## TEAM

- Team Leader
- Content Marketing Manager
- Social Media Marketing Manager
- Inbound Marketing Specialist

## MONTH FIVE

# Lead Capture and Conversion

## GOALS

- Create valuable offers – content, webinars, events, discounts, promotions
- Create lead nurturing campaigns for offers
- Create calls-to-action and landing pages for offers
- Develop a lead capture and conversion strategy
- Implement calls-to-action in strategic locations on website, blog and social media sites
- Promote calls-to-action via blogs, social media updates
- Analyze results and adjust strategy to optimize lead conversion

## PROCESS

- Lead Capture and Conversion Strategy Session – Review industry and competitor strategies in lead capture and conversion and decide upon reasonable business goals, target market, offers, means of promotion and integration with the Sales Team.
- Create Content and Promote Special Offers – CMM coordinates with Sales Team to publish advanced content and offer free products and services, free trials, discounts or limited time offers, contests and sweepstakes designed to attract target market and compel them to sign up, i.e. convert them to leads. CMM coordinates with SMM to create social media campaigns and promote these special offers and events.
- Create Landing Pages – CMM creates calls-to-actions and landing pages for each offer and each venue where the offer is promoted, for example an e-book download has a separate landing page for website, Twitter, Facebook and LinkedIn. This allows you to evaluate the effectiveness of each social media site as a source for leads for this offer. Each offer can also be compared to other offers to evaluate its relative strength in capturing leads.
- Analytics and Reporting – Evaluate the number of leads and conversion rate (lead sign-ups vs. page views) for each landing page over time. Test different landing page content and layout for each offer to optimize conversion rate. Test different promotion venues to optimize conversion rate. Test different social media campaigns to optimize conversion rate. Adjust overall lead conversion strategy to leverage the best offers, landing page configuration, venues and campaigns. Ideally, leads are “handed off” to the sales team via Sales force automation software for closing sales.

## TEAM

- Team Leader
- Content Marketing Manager
- Social Media Marketing Manager
- Inbound Marketing Specialist

**MONTH  
SIX**

## Results Analysis

### GOALS

- Analyze Web traffic, traffic sources, conversion offer types and content
- Analyze results from inbound
- inbound links, keyword rankings
- Analyze social media sources and marketing, identify trends and causes campaigns for best traffic and lead
- Identify best lead conversion pages
- Identify strategy issues and/or systemic organic search traffic, social media reach problems, recommend corrections
- Analyze ROI and adjust strategy to and content optimize lead conversion and sales

### PROCESS

- Strategy Sessions (Ongoing) – We recommend at least one strategy/ review/analysis meeting per month to assess progress and evaluate the strategy. By doing so, you can fine-tune the strategy and update the plan to continuously improve.
- Calculate ROI – You should be able to evaluate ROI by comparing the inbound marketing costs (labor + toolkit + outsourced + social media campaign costs) to the increase (or decrease) in sales revenues over the six month period and beyond. Comparing against sales results prior to inbound marketing gives you a measure of the efficacy or the new marketing strategy. If your strategy is simply to increase brand awareness and not necessarily to increase sales, you can look at the increase in website traffic, growth of your following in social media and frequency of brand keywords via social media monitoring.
- Report to Senior Management – At least once per quarter, you should report your results to Senior Management to keep them aware of your progress, ask for input, answer questions and help them to understand the costs and benefits of inbound marketing and social media.

## Team

- Team Leader
- Senior Management Team Member
- Marketing Team Member
- Content Marketing Manager
- Social Media Marketing Manager
- Inbound Marketing Specialist

## Next Steps

Your next step may be to use the outline in this blueprint to develop the right version of an inbound marketing plan for your company. No two businesses are alike, and the processes, activities and technology presented here will need to be customized to be a perfect fit for your organization.

We recommend that you hire an inbound marketing agency that is skilled and experienced in the areas outlined in this blueprint for an initial six to twelve month engagement to maximize your opportunities for success. During the first six months, the agency you hire will assist you in developing your strategy, finding leaders within your organization, building your team and putting the processes in motion to get your company found online and begin generating new sales leads. In the second six months you'll refine your process and ramp the volume of new business with new tools and information at your disposal.

Innovative Marketing Resources is an inbound marketing agency. While our experience gives us cause to believe that our approach and skills can help any business become successful with inbound marketing, we realize that the relationship between an agency and client must also be about chemistry. We recommend that you have conversations with more than one agency to see how their vision, project scope and costs might differ from ours. We view the inbound marketing process as collaboration with our customers, not an event or one-time sale.

Innovative Marketing Resources seeks relationships with customers who want to succeed at inbound marketing, and we hope that we can create such a relationship with your company.

[Contact Innovative Marketing Resources](#) to discuss your company's blueprint.

### INBOUND MARKETING

TRAFFIC

CONVERSION

SOCIAL MEDIA

SOFTWARE

### OUTBOUND MARKETING

BUSINESS PROCESS  
CONSULTING

EMAIL MARKETING  
SERVICES

ECOMMERCE AND  
FULFILLMENT

DIGITAL PRINTING

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## Exhibit A: Typical Compensation for Inbound Marketing Positions

JOB TITLE/DESCRIPTION	LOW SALARY	HIGH SALARY
Web Production Designer	\$44,000	\$59,500
Interactive Project Manager	\$62,000	\$100,000
Online Content Writer	\$59,000	\$85,000
Digital Strategist	\$70,000	\$115,000
Web Analytics Specialist	\$65,000	\$85,000
SEO/SEM Specialist	\$55,000	\$84,000
Online Community Manager	\$53,000	\$76,000
<b>Subtotal</b>	<b>\$408,000</b>	<b>\$604,000</b>

Source: 2011 Salary Guide

### Notes

- Lowest monthly salary \$34,000/month (no benefits).
- Add an additional \$1,500 - \$5000 per month for fixed costs such as software, website hosting and paid search and social media advertising (depending on goals and deployment pace).
- Typically teams won't leverage 100% across multiple inbound programs because content at the top of the sales funnel is unique per program.
- Monthly lead conversions would need to exceed ~ \$40,000 in sales to make the team cost effective.

[Contact Innovative Marketing Resources](#) to discuss your company's blueprint.

## Exhibit B: Inbound Marketing Platform and CMS

While technology is foundational to inbound marketing (or any modern marketing), this ebook focuses on process and people. This exhibit provides an overview of the technology necessary to implement and run an inbound marketing program with our recommendations at the time of this writing.

- 1. Inbound Marketing, Integrated Platform - HubSpot.** HubSpot is the recognized software leader in inbound marketing and has developed a single platform that integrates the essential components, providing a one-stop solution to get you going and a hub for other components you may wish to add in the future. For more details, please contact us for a [free demonstration](#).
- 2. Blogging.** The most widely used blogging platform is [WordPress](#). WordPress has a free version, but a premium version should be used in order to associate your blog with your brand's Internet domain. Hubspot's blogging module provides the same blog functionality as Wordpress so if you go the Hubspot route you would not need Wordpress.
- 3. Search Engine Optimization (SEO).** Most search engine optimization has been done by SEO consultants or companies specializing in SEO services. Much of the keyword research and analysis has either been carried out using proprietary applications, with the exception of the publicly available [Google Analytics](#) and [Google Adwords](#) tools and has been focused on the pay per click advertising world. You can certainly go this route for your inbound marketing program, however Hubspot has created its own SEO/keyword tools which emphasize organic (free) search ranking which is the most important element of SEO relative to content.
- 4. Social Networking Accounts.** You will need personal accounts for [Twitter](#), Facebook and LinkedIn for each person on your Team who will participate in social media. In addition, you will need at least one Facebook (Fan) Page for your company or brand and at least one official company persona account in Twitter. Many companies set up a Company account in LinkedIn and/or a LinkedIn Group focused on a region or industry (or both).
- 5. Social Media Accounts.** The following chart shows a sampling of the main social media and social bookmarking sites for which you will need accounts to promote blogs and build your brand awareness and reputation. We recommend setting up at least one account in each site or tool.
- 6. Social Media Management & Automation.** Social media engagement on a daily basis can be extremely time consuming, and in many cases, your staff will be responsible for multiple roles. Bufferapp is a great application for queuing tweets. [Seismic](#), [Tweetdeck](#) and [HootSuite](#) are the best known applications for managing social engagements, but there are many others.<sup>1</sup>

Social Networking	Social Aggregators	Video Sharing	Social Bookmarking	Blog Directories	Multimedia Sharing
Twitter	Flock	YouTube	Squidoo	Zimbio	Slideshare
LinkedIn	MyBlog Log	Vimeo	Reddit	Blogcatalog	Flickr
Facebook	Friendfeed	Viddler	Technorati	Blogged	iTunes
	Google Reader		Delicious		
			Digg		
			StumbleUpon		

**7. Social Media Monitoring.** There are several free software solutions for monitoring your brand in social media, including [Trackur](#), and [Social Mention](#).<sup>2</sup> There are many SaaS solutions that offer a more robust assortment of analytics and reports including Radian6, [Social Ears](#) and Scout Labs.<sup>3</sup> If more robust brand monitoring is important to your inbound marketing, we recommend trying these tools out to see which solution is a best fit for your business.

**8. Customer Relationship Management.** Customer relationship management (CRM) solutions have been available for many years, but only recently have these staples of business marketing become tied to social media and inbound marketing. While traditional CRM seeks to integrate and automate the sales and customer service cycles, Social CRM ties in conversations between customers and support staff via social media and the leads captured via inbound marketing.<sup>4</sup> HubSpot has a great off-the-shelf integration with [Salesforce.com](#) that provides an ideal way to capture and track leads, automate sales processes and smoothly transition to customer service and support.

*1 Source: List of Social Media Management Systems (SMMS), Web Strategy by Jeremiah Owyang, <http://www.web-strategist.com/blog/2010/03/19/list-of-social-media-management-systems-smms/>*

*2 Source: TopRank Online Marketing Blog, <http://www.toprankblog.com/2009/12/near-free-social-media-monitoring/>*

*3 Source: SocialMediaToday, <http://www.socialmediatoday.com/SMC/155299>*

*4 Source: Traditional CRM vs. Social CRM, Inc. Technology, <http://technology.inc.com/software/articles/200906/leary.html>*