innovative
MARKETING RESOURCES

Content Strategy Document Prepared for Cloud Marketing

Strategy Prepared By: Innovative Marketing Resources + Cloud Marketing

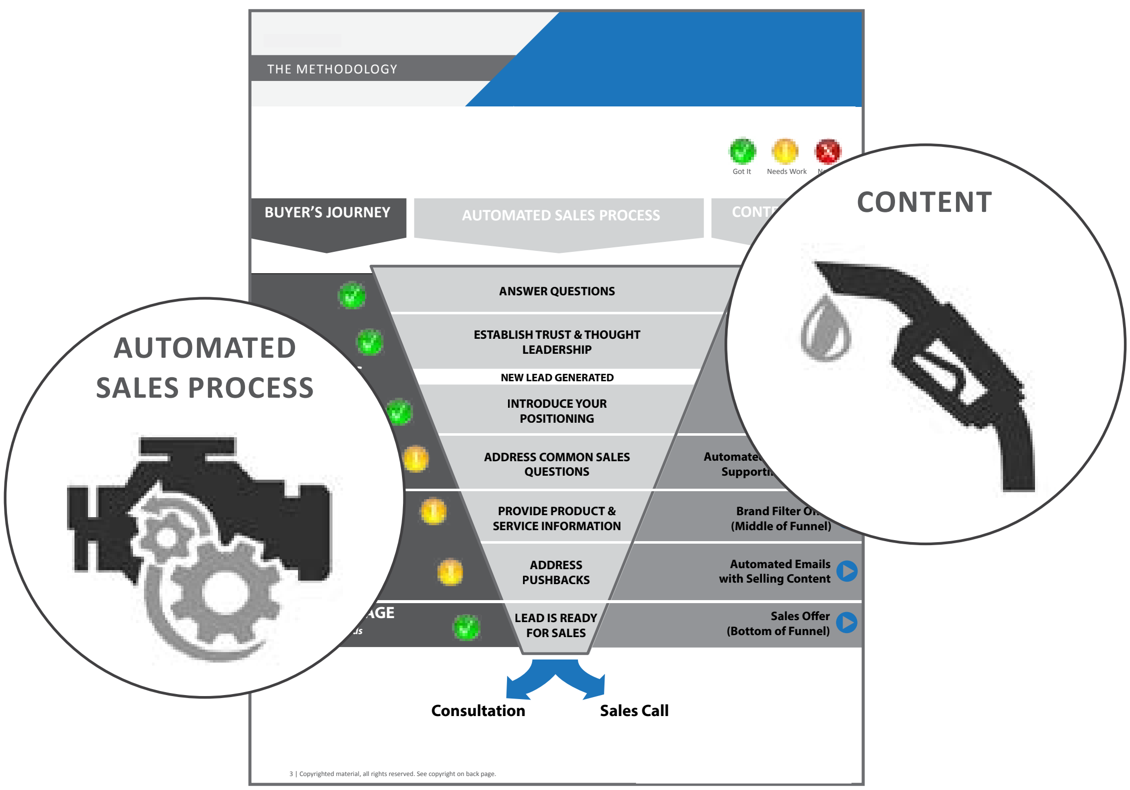
Contact Your Strategist: Lindsey Havansek, lhavansek@imrcorp.com

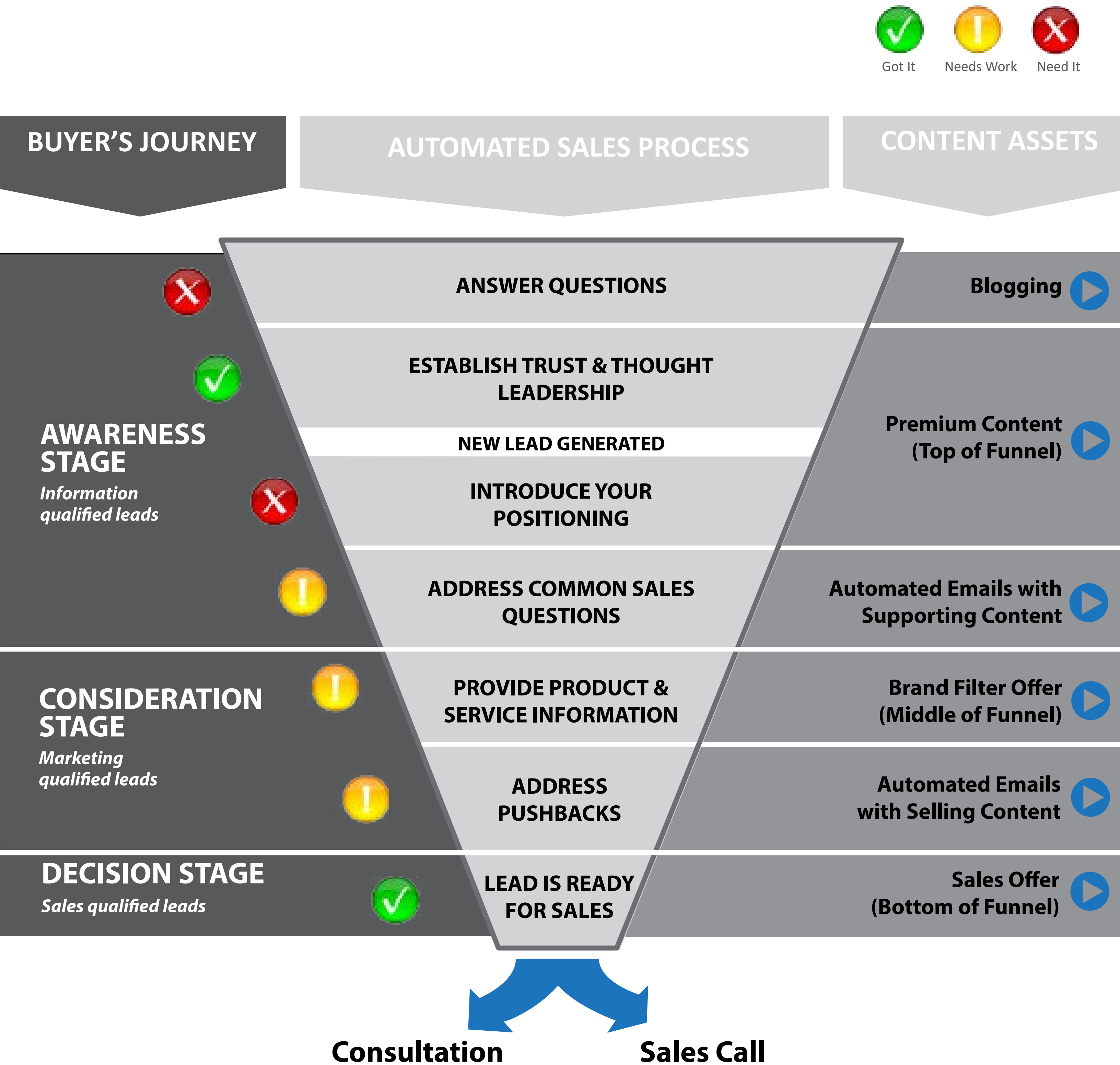
WELCOME

Welcome to your content strategy document. You have been kind enough to provide us with some information about who you are trying to attract and the “sales process” you use to nurture and convert those you attract into sales qualified opportunities. We took that information and created this document for an automated sales engine. Your automated sales engine is designed to deliver the specific information your buyers are looking for at each stage of their “buyer’s journey,” and to measure the effectiveness of that content so that your engine can be improved over time.

On the next page you will find a clickable directory so that you can easily jump to each of the six sections of your strategy. On the left hand side you can see the “buyer’s journey,” the specific stages a buyer goes through before making a purchase. In the middle we have aligned your “automated sales process,” your company’s goals at each stage of the buyer’s journey. On the right hand side, the clickable side, you will see the specific content assets that make up your automated sales engine, accomplishing the tasks at each stage of the sales process, catering to your buyer’s needs as they journey toward making a purchase.

This document outlines an engine that will make all your lead generating marketing activity more effective and more measurable. Ongoing content creation (blogging) will be the gas, fueling the engine with new leads.




Got It
Needs Work
Need It
BUYER'S JOURNEY
AUTOMATED SALES PROCESS
CONTENT ASSETS
AWARENESS STAGE
Information qualified leads
ANSWER QUESTIONS
Blogging
ESTABLISH TRUST & THOUGHT LEADERSHIP
NEW LEAD GENERATED
Premium Content (Top of Funnel)
INTRODUCE YOUR POSITIONING
ADDRESS COMMON SALES QUESTIONS
Automated Emails with Supporting Content
CONSIDERATION STAGE
Marketing qualified leads
PROVIDE PRODUCT & SERVICE INFORMATION
Brand Filter Offer (Middle of Funnel)
ADDRESS PUSHBACKS
Automated Emails with Selling Content
DECISION STAGE
Sales qualified leads
LEAD IS READY FOR SALES
Sales Offer (Bottom of Funnel)
Consultation
Sales Call

Information gathered during discovery call

Triggers: What causes people to search for information online about your industry?

A “marketing trigger” is an event or set of events that cause a buyer persona to become aware of their problem or a goal they need to achieve. In the inbound marketing industry, buyer personas experience triggers like:

- Declining quality and quantity of leads
- Traditional marketing tactics are not working
- Experiencing inefficiences caused by poor marketing and sales integration

If a Director/VP of Marketing at a SMB ($25MM+) with a high-purchase-involvement product/service experienced one of these triggers, they would set out to achieve a goal that relates to the trigger. In this case, the goals would be:

- Increase the quality and quantity of leads
- Utilize modern marketing tactics like social media, PPC, SEO, and digital marketing
- Better integrate the marketing and sales teams

Effective content marketing begins with an understanding of these triggers and the various questions a buyer persona will need to answer to accomplish their goals.

On the following pages, the buyer’s awareness of the problem has been broken into three categories. Your team has provided us with the specific questions that a buyer would ask during the awareness stage as well as how those questions can be answered with helpful information that builds trust and brings the buyer closer to their consideration of different solutions.

NOTE: This discovery exercise is the modern day equivalent to a “keyword exercise.”

GOAL 1 **GOAL 2** **GOAL 3**

Increase the quality and quantity of leads

What are prospects searching for?	Solutions and industry best practices.
1. How can I increase the quantity of leads generated through my website?	1. TBD
2. How do I increase the quantity of leads coming from social media?	2. TBD
3. How do I improve my email marketing efforts? What metrics should I be focusing on?	3. TBD
4. What are the best ways to generate new leads?	4. TBD
5. How do I score my leads?	5. TBD
6. What are the newest marketing tactics for generating leads?	6. TBD
7. How do I decrease the amount of cold calling my employees do?	7. TBD
8. How do I qualify leads? What are the different lifecycle stages?	8. TBD

GOAL 1 GOAL 2 GOAL 3

Utilize modern marketing tactics like social media, PPC, SEO, and digital marketing

What are prospects searching for?	Solutions and industry best practices.
1. Why is SEO important?	1. TBD
2. What is the ROI of PPC campaigns?	2. TBD
3. How can I improve my landing page performance?	3. TBD
4. What is the best social media channels for B2B?	4. TBD
5. How can I increase form conversions? What are the appropriate fields to use?	5. TBD
6. How often should I be updating or redesigning my website?	6. TBD
7. How do I improve in Google's search rankings?	7. TBD
8. What are best practices for creating CTAs?	8. TBD

innovative MARKETING RESOURCES

GOAL 1 GOAL 2 GOAL 3

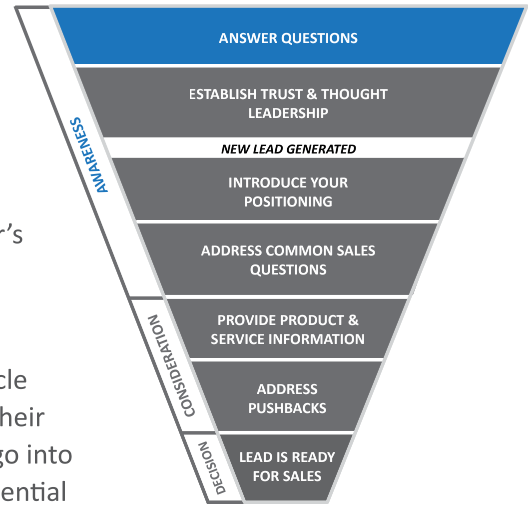
Better integrate sales and marketing teams

What are prospects searching for?	Solutions and industry best practices.
1. How do I integrate sales and marketing teams in a B2B company? 2. Can I integrate Salesforce and inbound marketing? 3. How can I improve a CRM with marketing automation software? 4. What is closed loop marketing? 5. What are some strategies to decrease conflict between sales and marketing? 6. How can I automate my sales process? 7. How can I increase the close rate of my marketing leads? 8. How can my marketing team easily determine a lead is ready for a discussion with my sales team?	1. TBD 2. TBD 3. TBD 4. TBD 5. TBD 6. TBD 7. TBD 8. TBD

BLOGGING

AWARENESS STAGE

EDUCATION RECOMMENDATION EXECUTION



Blogging is the essential content marketing element that will attract buyers to yuor website at the awareness stage. Effective blogging means consistently posting at least two 500-600 word posts per week, aimed to answer the buyer's questions at the Awareness Stage of the buyer's journey.

The Role of Blogging in the Automated Sales Process

Blogging meets the prospect at their need for information; they find your article after asking a question on Google. After helping the prospect and answering their questions in your blog, you will promote a "premium content offer" that will go into much greater detail about the given subject. After you have answered the potential prospect's question, the goal is to catch them in a specific state of mind and, as painlessly as possible, get them to take the next step of filling out a web form in exchange for that premium content offer.

TOOLBOX

HubSpot Blogging Tool

SCOPE OF WORK

- Create a blog calendar
- Write 500-600 words of copy twice a week (every week)
- Optimize & post your blog articles

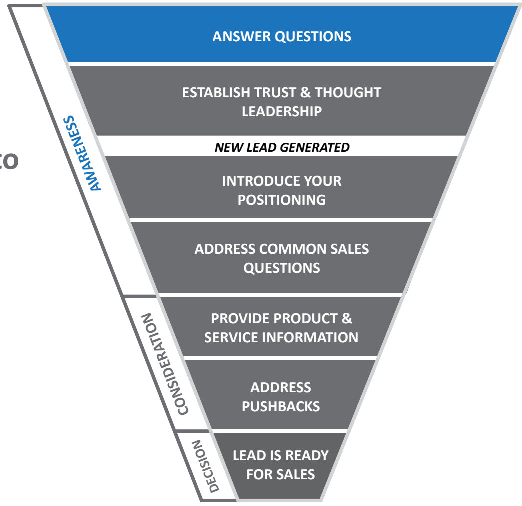
MEASURING PERFORMANCE

Screen shot from sample analytics report

PERFORMANCE METRICS

- Organic, referral & social media traffic
- CTA click-through rate
- New leads generated
- Quality of leads generated
- Leads marked as "opportunities" by sales
- Opportunities converted to sales
- Revenue!

innovative MARKETING RESOURCES



Monthly Blog Calendar Topics – Best practices that provide a solution to the problem.

Month 1 blog titles to answer questions around: Increase quality and quantity of leads

- 7 Ways to Increase the Number of Leads Generated from Your Website
- It's Time to Supercharge Your Social Media for Lead Generation
- Best Practices & 10 Tips for Email Marketing
- Got Declining Leads?: How to Use LinkedIn to Increase Lead Generation
- If You Build It (Your Website) They (Your Leads) Will Come
- 3 Ways to Improve Form Conversions
- How to Use HubSpot's Progressive Profiling to Increase Conversions
- What Exactly is This Lead Scoring Thing?: Everything You Need to Know

Month 2 blog titles to answer questions around: Utilize modern marketing tactics like social media, PPC, SEO, and digital marketing

- 5 Reasons to Care About SEO and 2 Reasons Not to Care At All
- How to Choose the Best Keywords to Target in Your SEO Strategy
- 3 Things to A/B Test on Landing Pages
- How to Best Use Inbound & Outbound Tactics Together
- 10 Mind-Blowing Inbound Marketing Statistics: Blogging Edition
- SEO IS DEAD! .. Kind Of ..
- 5 Tools to Use to Generate Content for Your Blog
- TOFU, MOFU, BOFU, KUNGFU: Making Sense of Inbound Marketing Terms

Month 3 blog titles to answer questions around: Better integrate sales and marketing teams

- How to Turn Your Marketing & Sales Teams into BFFs
- How Sales Teams Can Use Marketing Intelligence to Close More Deals
- 7 Common Complaints About the Sales & Marketing Relationship
- HubSpot vs. Marketo vs. SharpSpring: a Comparison & Contrast
- 5 Tell-Tale Signs a Marketing Lead is Ready to Be Sold
- 8 Foolproof Ways to Get Your Prospects to Beg You to Sell to Them
- Smarketing: What Is It & Why Do You Absolutely Need It?
- 6 Keys to Track the ROI of Marketing Leads

BLOGGING EXECUTION CHECKLIST

AWARENESS STAGE • BLOGGING

EDUCATION RECOMMENDATION **EXECUTION**

#1: Develop Blog Content

- **Identify the Buyer Persona** – before writing or publishing a blog post, identify exactly which persona you are going to target with that particular piece of content. This buyer persona is the desired audience for your post and should be the primary audience in mind as the content is being developed. Selecting a target buyer persona for each post is crucial to delivering valuable content and associated offers within the blog itself that ultimately influence a lead conversion.
- **Deliver Best Practices/How to Solve that Problem** – upon identifying a buyer persona and their associated problem/need, ensure that the content of the blog post addresses that need directly with valuable, helpful information related to the problem being investigated by a reader.
- **Simplicity/Format** – use clear section titles and implement bullet points whenever possible. Simplicity in terms of format is crucial to maintaining reader interest and ultimately influencing a conversion.

#2: Outfit for SEO

- **Blog Titles Include Keyword (Meta Title)** – the keyword(s) that each blog is attempting to rank for must be included in the title in some form, preferably within the first few words.
- **Scheduling** – two posts per week, eight posts a month. This is a proven formula that presents no risk in terms of overwhelming search engines with frequent, redundant posting that negatively effects ranking.
- **Keyword Tags (3 to 5 max)** – tag the blog with up to four keywords that are associated with the content using the tagging tool.
- **In-Text Keyword Usage** – use each keyword up to five times within the post itself, and highlight each keyword at least once by bolding or italicizing.
- **Meta Keywords** – use the same keywords used in the tagging tool to populate the meta keywords field.
- **Meta Description** – provide a succinct, value-added summary of the content that includes the primary keyword somewhere in the description.
- **Links to Trending Resources (Keyword Mapping)** – include between 2 to 4 links back to helpful pages related to the content. The ‘anchor text’ of the link (the text that is actually read and clicked-on) must be keyword targeted so that it can be meaningfully picked up by search engine. Avoid linking generic terms and focus on phrases or specific terms related to the issue being addressed by the content.

#3: Optimize Blog for Conversion

- **Use a Topically-Relevant CTA** – include a CTA for a piece of premium content that most properly aligns with the topic of the post. Include this CTA at the end of the post.
- **Outfit with Images** – use at least one image that is tightly aligned with the content.
- **Enable Social Sharing** – ensure that every post provides an opportunity to share the content via social networks and email. At the end of each post request readers to share the content.

CLOUD MARKETING

PREMIUM CONTENT

AWARENESS STAGE

EDUCATION RECOMMENDATION EXECUTION

Premium content is a document or media piece that provides enough informational value to justify asking a reader to fill out a contact form in order to gain access to it. Most common examples are: whitepapers, ebooks, webinars, and video assets.

The Role of Premium Content in the Automated Sales Process

Each blog article in a topical category will promote one piece of aligned premium content. When a prospective lead fills out the form to get access to your premium content, they become a registered lead in your contact database. We call these leads at the Awareness Stage “information qualified” because they have identified themselves as having a need for helpful information. As the lead consumes your helpful content, you begin to establish trust and thought leadership. Each premium content piece will end with a next step offer that contains your product or service specific information. This offer is for buyers who are ready to move to the Consideration Stage.

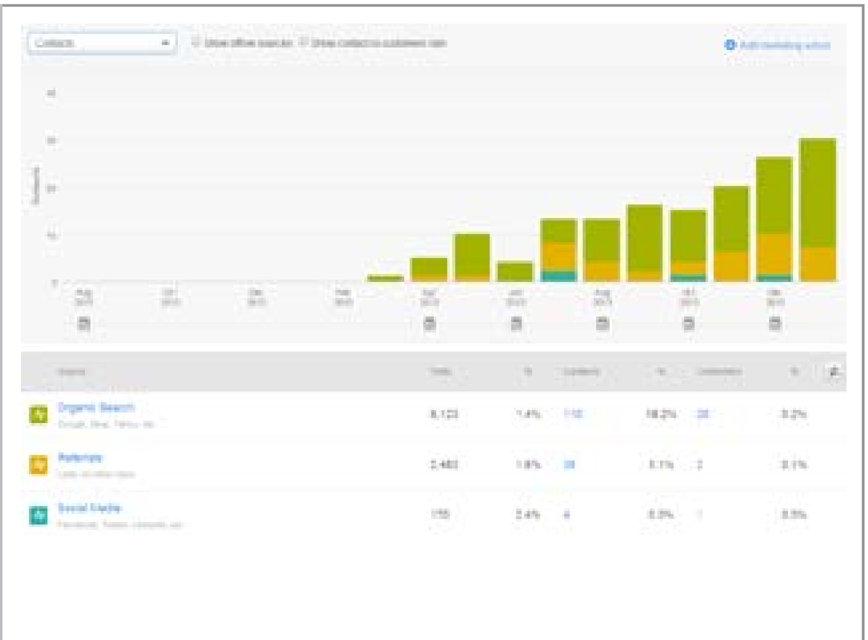
TOOLBOX

- HubSpot Landing Page Tool
- HubSpot CTA Tool

SCOPE OF WORK

- Create three 2,000 word educational content offers
- Create a call-to-action button
- Create a landing page
- Create an automatic follow-up email (using a landing page tool)
- Create a thank you page

MEASURING PERFORMANCE



Screen shot from sample analytics report

PERFORMANCE METRICS

- CTA click-through rate
- Landing page “new contact” rate
- Quality of leads generated

VIDEONOR

PREMIUM CONTENT

AWARENESS STAGE

EDUCATION RECOMMENDATION EXECUTION

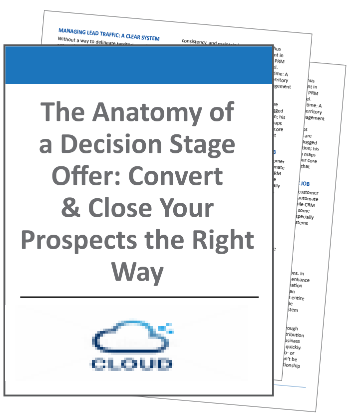
Based on the blog article categories, here are titles for your premium content pieces that will convert traffic to leads in your contact database

1. The Anatomy of a Decision Stage Offer: Convert & Close Your Prospects the Right Way
2. Google Search Ranking Algorithm Guide: Recent Changes, How They Affect You, & Predictions for the Future
3. Step-by-Step Guide to Building an Inbound Sales Funnel that CONVERTS Like No Other

MONTH 1 BLOG CALENDAR

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

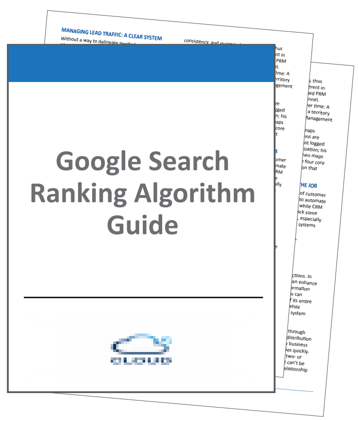
AWARENESS OFFER 1



MONTH 2 BLOG CALENDAR

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

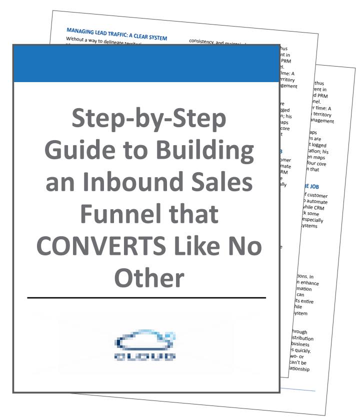
AWARENESS OFFER 2



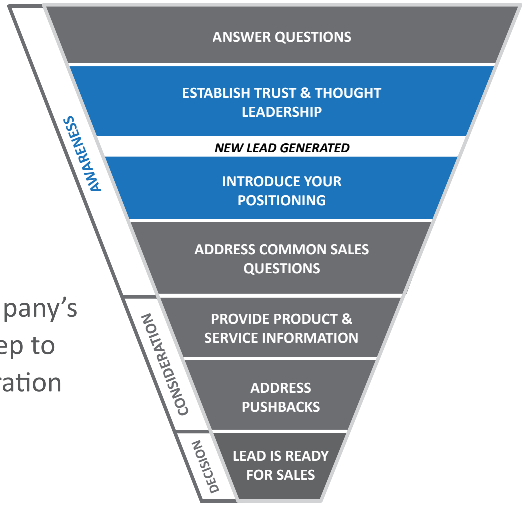
MONTH 3 BLOG CALENDAR

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

AWARENESS OFFER 2



innovative MARKETING RESOURCES



The following is a basic template for creating whitepapers (e-books or guides) for use in the Awareness Stage of the buyer's journey. The template should be viewed as a starting point for thinking about the structure of your 2,000-3,000 word whitepaper. The four-step approach will ensure that the need for helpful information is met, establishing trust and thought leadership, before your company's positioning is introduced to the lead. Finally, the reader is given a clear next step to learn more about your positioning and brand, an offer to jump to the Consideration Stage.

Suggested Awareness Stage Whitepaper Outline

1. **Establish trust by demonstrating you understand the reader and his/her problems**
   - Who might be reading this paper? What characteristics do all the readers have in common (industry, position, geographic location, etc.)?
   - What problems are the readers experiencing that would lead them to seek out the information in this paper?
   - What (if anything) are they currently doing to solve that problem? Why has that approach been unsatisfactory?
   - What are the risks of not solving this problem/continuing to use an unsatisfactory solution?
2. **Drawing from your experience and expertise, discuss the alternatives available in your industry for solving the reader's problem**
   - Is there anything the reader can do on his/her own to solve his/her problem? (Without investing in a professional solution.)
   - Are there any drawbacks to this do-it-yourself approach? What are they?
   - What professional solutions (other than your own) are available for solving the readers' problem?
   - What are the benefits of each one? What are the drawbacks? What do industry experts have to say about each one?
3. **Introduce the specific approach you recommend for solving that problem, and why**
   - How would you summarize your recommended solution? How does it work?
   - Why is the solution you recommend better than a do-it-yourself solution or other alternatives?
   - What are some reasons readers might be skeptical about your solution and how would you respond to that?
   - How should a reader differentiate between the different businesses that provide this solution (if there is more than one)?
4. **Introduce the next step (down-funnel offer)**
   - Briefly (very briefly), how does your business provide the recommended solution you discussed in the previous section?
   - What can the readers do to learn more about how your business will solve their problems? (This is where you put a call-to-action to download one of your Consideration Stage offers.)

EDUCATION RECOMMENDATION EXECUTION

When a lead gets "stuck" in the Awareness Stage, they most likely have some questions about your proposed solutions that have not yet been answered. Without answers to those questions, the lead is not ready to accept your Consideration Stage offers. The method for reaching out to these information qualified leads to answer those remaining questions is an automated set of emails. Each email in the series will offer a helpful blog article addressing their common questions about your recommended solution. We call it a "workflow," you may know it as a "drip campaign."

The Role of Automated Emails at the Awareness Stage

The Awareness Stage workflow emails must be designed to answer the common questions that come up in your natural sales process. Once you adequately answer the questions, the information qualified lead will be more likely to consider your solution to their problem.

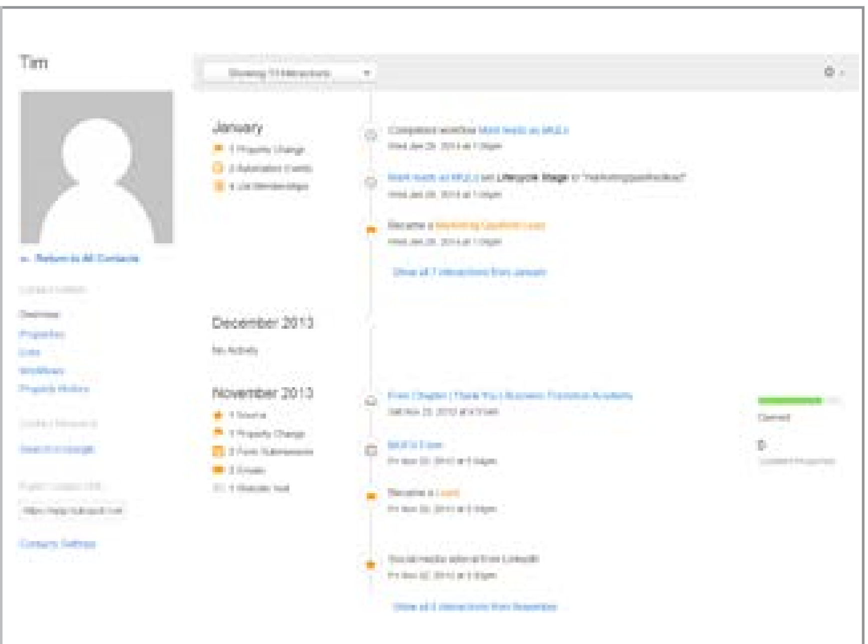
TOOLBOX

- HubSpot Email Tool
- HubSpot Workflow Tool
- HubSpot Smart Lists

SCOPE OF WORK

- Create three targeted blog articles that address common sales questions
- Create three short emails, each one promoting one of the targeted blog articles
- Automate the delivery of the emails to leads in the Awareness Stage

MEASURING PERFORMANCE



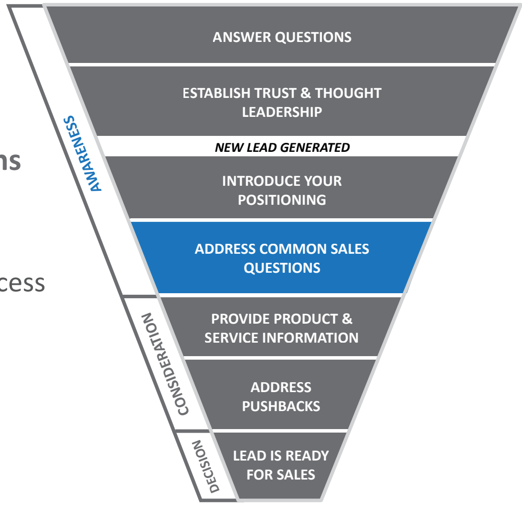
Screen shot from sample analytics report

PERFORMANCE METRICS

- Overall nurture rate (Awareness - Consideration)
- Email open rate
- Email click-through rate

innovative MARKETING RESOURCES

EDUCATION RECOMMENDATION EXECUTION



Create a supporting content offer that addresses the common questions a prospect may have at this stage in the sales process

Common questions that come up early and often in Cloud Marketing sales process include:

- How much do your services cost?
- Do you have experience in our industry?
- How long will it take to implement a strategy?

These common questions aim to validate the credibility and viability of Cloud Marketing's suggested solution. These questions can be answered by Cloud Marketing over time by delivering helpful emails that promote relative content. After these questions are answered using a targeted blog article or another content asset, the prospect will be much more likely to consume information about Cloud Marketing's products and services. This process of "lead nurturing" ensures that leads at the Consideration Stage will identify themselves to Cloud Marketing without feeling the pressure of a sale.

AWARENESS STAGE EMAIL 1

Email addressing the question:

How much do your services cost?

AWARENESS STAGE EMAIL 2

Email addressing the question:

Do you have experience in our industry?

AWARENESS STAGE EMAIL 3

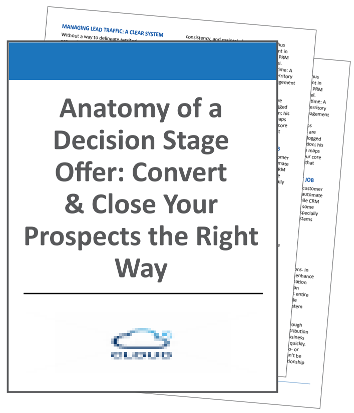
Email addressing the question:

How long will it take to implement a strategy?

EDUCATION RECOMMENDATION EXECUTION

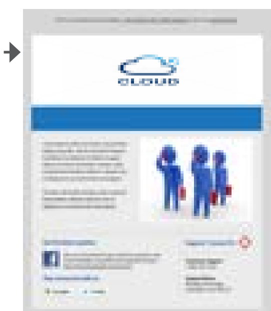
START

User downloads an Awareness Stage premium content document.



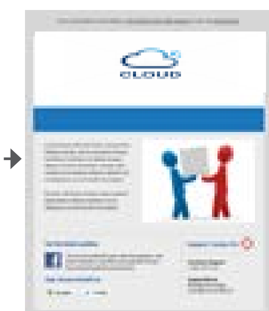
2 Days

AWARENESS STAGE EMAIL 1



5 Days

AWARENESS STAGE EMAIL 1



5 Days

AWARENESS STAGE EMAIL 1

ADVANCE

User takes action on Consideration Stage offer and moves down the funnel.

STUCK

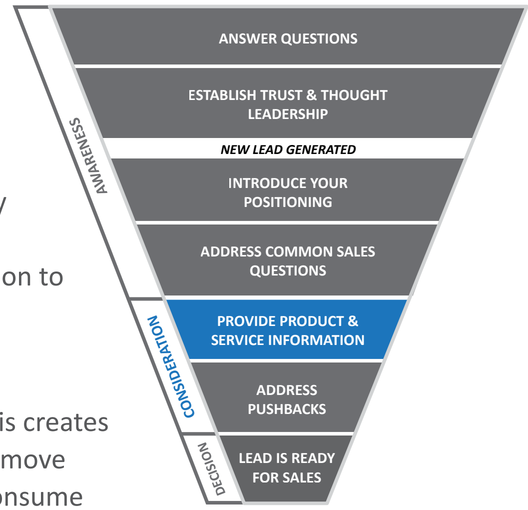
User takes NO action on a Decision Stage or Consideration Stage offer and becomes stuck.

INFLUENCE / AGENTS

BRAND FILTER OFFER

CONSIDERATION STAGE

EDUCATION RECOMMENDATION EXECUTION



A Consideration Stage offer is a critical point in the automated sales process. This offer should be centered around your product or service, rather than only providing helpful information. When a lead takes action on an offer that is "all about you," you know that they are actively considering your brand as a solution to their problem.

The Role of the Consideration Stage Offer

All of your leads should be directed towards this Consideration Stage offer. This creates a "filter" in your sales process that we call the Brand Filter Offer™. Leads that move through the filter can be considered "marketing qualified" and are ready to consume information about your products and services. Leads at the Consideration Stage should be treated as if they were looking for more information about your products and services.

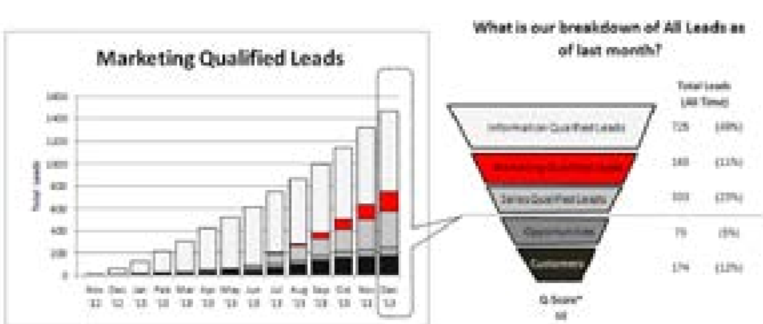
TOOLBOX

- HubSpot Landing Page Tool
- HubSpot Call To Action Tool
- HubSpot Smart Lists

SCOPE OF WORK

- Create a 2,000 word consideration offer
- Create a landing page
- Create an automatic follow-up email
- Create a thank you page
- Create a list called "Marketing Qualified Leads"

MEASURING PERFORMANCE



Screen shot from sample analytics report

PERFORMANCE METRICS

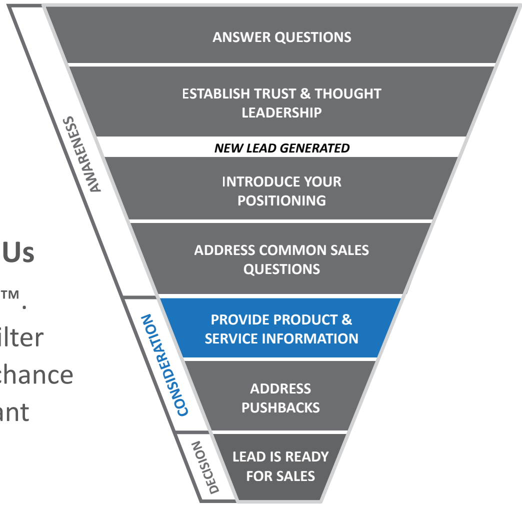
- Overall nurture rate (Consideration - Decision)
- Email open rate
- Email click-through rate

innovative MARKETING RESOURCES

BRAND FILTER OFFER

CONSIDERATION STAGE

EDUCATION RECOMMENDATION EXECUTION



Here is your consideration offer that will function as a "filter" for marketing qualified leads

The IMR Approach to Inbound Marketing: What It's Like to Work With Us

Cloud Marketing's Consideration Stage offer will serve as the Brand Filter Offer™. All prospects that download an Awareness Stage offer will be exposed to this filter on the thank you page and in the follow-up emails to ensure that they have a chance to identify themselves as considering working with Cloud Marketing, a significant qualification in the automated sales process.

How to Create a Basic Consideration Stage Offer

At the Consideration Stage, the buyer has made an important decision; he has settled on which solution among the many options available to him will be the best solution for his particular problem. At this stage in the buyer's journey, the prospect's need for information shifts. Convinced of a solution, he is now in search of a solution provider.

Salesy, But Educational

The role of the Brand Filter Offer™ is to educate its readers about how, specifically, your company/brand will deliver the solution that will solve their problems. It should give them a taste of what the experience of working with you will be like, preparing them for a more direct interaction with sales at the Decision Stage. That does not mean, however, that it should be written like an advertisement. This content is branded but still educational. Think of the Brand Filter Offer™ as a factual document, providing the readers with evidence about how your business is best suited to solve their problem.

Suggested Consideration Stage Whitepaper Outline

1. **Establish trust by showing readers you understand their problems and are prepared to solve them. (This section might, in part, repeat some of the information that was included in the Awareness Stage whitepaper, but from a more branded perspective.)**
   a. What businesses or type of individual does your business typically work with? What are their common characteristics?
   b. What problems or challenges are these people or businesses facing that your business can help them with?
   c. How successful has your business been at helping its clients or customers solve these problems? How can you demonstrate that success?
2. **List services**
   a. What discrete services does your business provide, or what products does it sell?
   b. Describe each one. How can they help customers/clients solve their problems?
   c. Are these services or products unique offerings in your industry, and if so, unique in what way?
3. **Describe the relationship**
   a. Does your business help clients or customers choose the services or products (from the list above) they need? If so, how does it go about doing that?
   b. Does your business advocate a particular philosophy or holistic approach to solving its clients' or customers' problems? What is it and how is it reflected in your relationship with customers or clients?
   c. After a customer or client has signed on with your business, how will the relationship proceed? What should they expect?
4. **Introduce the next step**
   a. If readers are interested in working with your business, or at least learning more about it, what next step should they take?
   b. What will the prospect's first contact with your business be like? What value will they derive from it?

CLOUD MARKETING

LEAD NURTURING

CONSIDERATION STAGE

EDUCATION RECOMMENDATION EXECUTION

When a lead gets "stuck" at the Consideration Stage, they most likely have some pushbacks or objections about working with your company. Again, the method for reaching out to these leads and "unstick them" is through an automated set of emails, delivering content that addresses their pushbacks in the sales process.

The Role of Automated Emails at the Consideration Stage

Your emails must be designed to address the common pushbacks or objections to working with you or purchasing your products. These pushbacks usually come up later in your natural sales process. Once you overcome the objections, the lead will be more likely to decide to work with your brand versus your competitors.

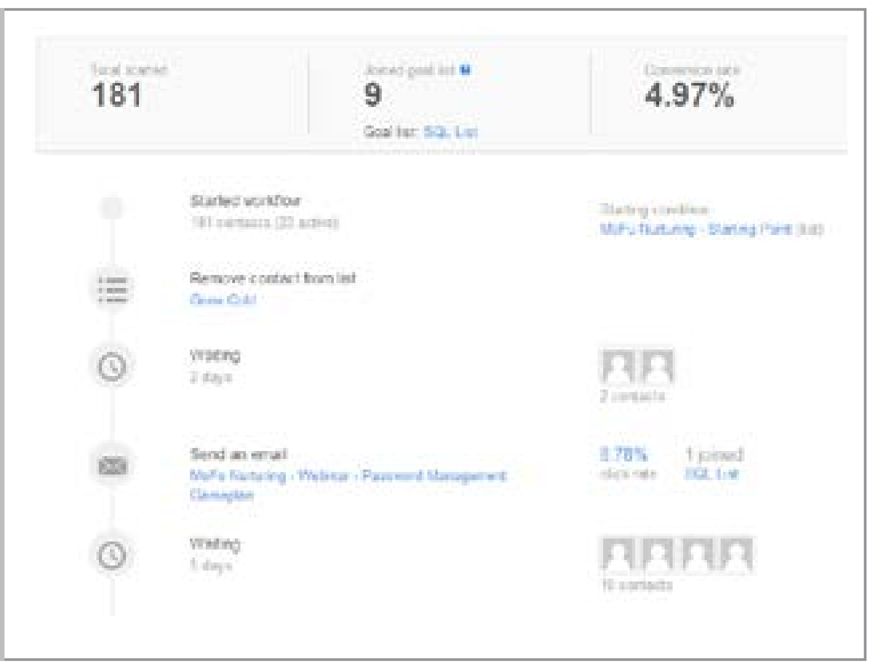
TOOLBOX

- HubSpot Email Tool
- HubSpot Workflow Tool
- HubSpot Smart Lists

SCOPE OF WORK

- Create three content offers that address each pushback in the sales process
- Create three emails that promote these content pieces
- Automate the delivery of the emails to leads in the consideration stage

MEASURING PERFORMANCE



Screen shot from sample analytics report

PERFORMANCE METRICS

- Overall nurture rate (Consideration - Decision)
- Email open rate
- Email click-through rate

CLOUD MARKETING

LEAD NURTURING

CONSIDERATION STAGE

EDUCATION RECOMMENDATION EXECUTION

How will you reach out to marketing qualified leads and address their common pushbacks?

Once a lead consumes a Consideration Stage offer, we can promote the Decision Stage offers that will result in a phone call with your sales team. The leads that are not ready to make a decision get “stuck” in the Consideration Stage. These marketing qualified leads have the same pushbacks that are common late in Cloud Marketing’s traditional sales process. Common pushbacks include:

- Your services are too expensive
- You don’t have enough experience in our industry
- It will take too long to implement a strategy

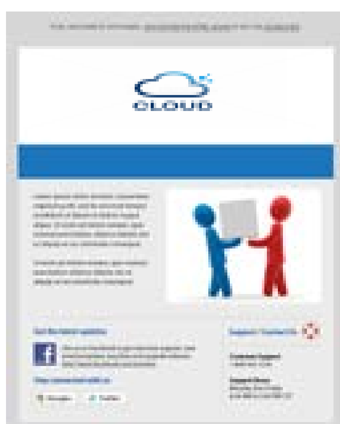
These pushbacks need to be addressed with targeted content, again delivered via automated email messaging. Cloud Marketing’s testimonials and case studies should be promoted via email to marketing qualified leads to overcome these pushbacks and secure your spot in the lead’s Decision Stage.

CONSIDERATION STAGE EMAIL 1

Email addressing the question:
Your services are too expensive

CONSIDERATION STAGE EMAIL 2

Email addressing the question:
You don’t have enough experience in our industry



CONSIDERATION STAGE EMAIL 3

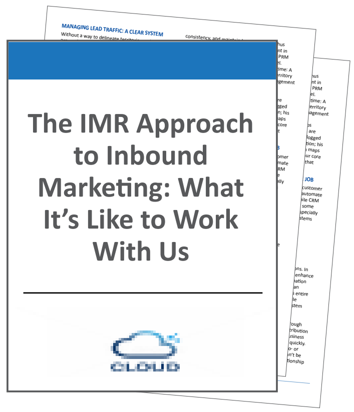
Email addressing the question:
It will take too long to transition implement a strategy

innovative
MARKETING RESOURCES

EDUCATION RECOMMENDATION EXECUTION

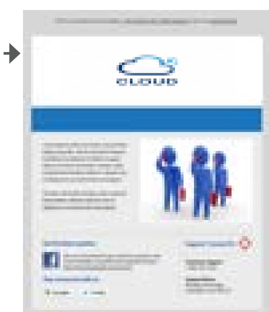
START

User downloads an Awareness Stage premium content document.



2 Days

CONSIDERATION STAGE EMAIL 1



5 Days

CONSIDERATION STAGE EMAIL 2

5 Days

CONSIDERATION STAGE EMAIL 3

ADVANCE

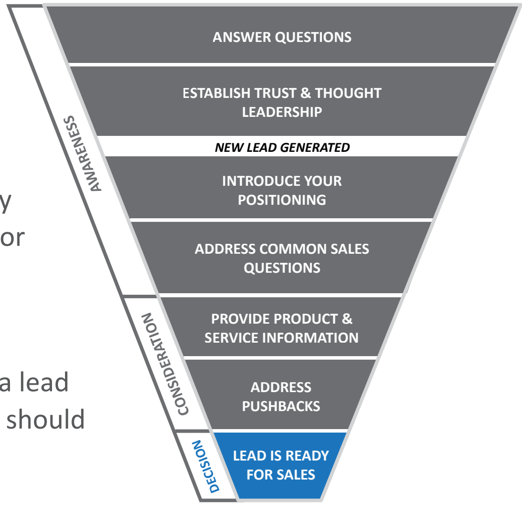
User takes action on Consideration Stage offer and moves down the funnel.

STUCK

User takes NO action on a Decision Stage or Consideration Stage offer and becomes stuck.

innovative MARKETING RESOURCES

EDUCATION RECOMMENDATION EXECUTION



A Decision Stage offer is designed to provide value to leads who are ready to make a purchasing decision. Leads at this stage will be ready to interact directly with a member of sales, so it is important that the offer results in a phone call or email follow up between your sales department and the lead.

The Role of Decision Stage Offers

This is the end of the automated sales process and the buyer's journey. When a lead takes action at the Decision Stage, it means they are "sales qualified" and they should be passed over to your sales department to close them.

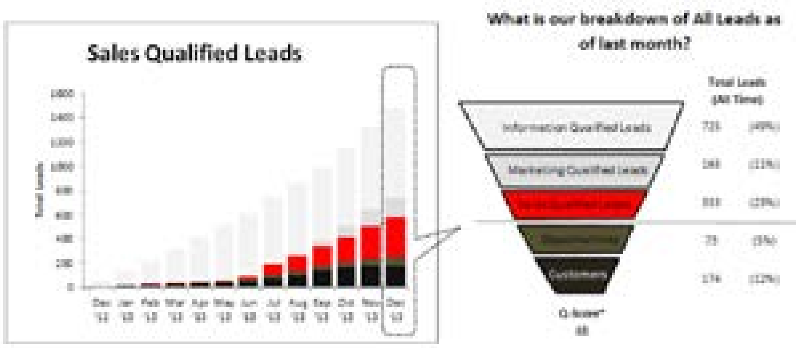
TOOLBOX

- HubSpot Landing Page Tool
- HubSpot CTA Tool
- HubSpot Smart Lists

SCOPE OF WORK

- Create a call-to-action button
- Create a landing page
- Create an automatic follow-up email (using a landing page tool)
- Create a thank you page
- Create a list called "Sales Qualified Leads"

MEASURING PERFORMANCE



Screen shot from sample analytics report

PERFORMANCE METRICS

- Organic, referral and social media traffic
- CTA click-through rate
- New leads generated
- Quality of leads generated

innovative MARKETING RESOURCES

Here is your decision stage offer that will identify leads that are ready to be contacted by our sales team

The Easy Offer

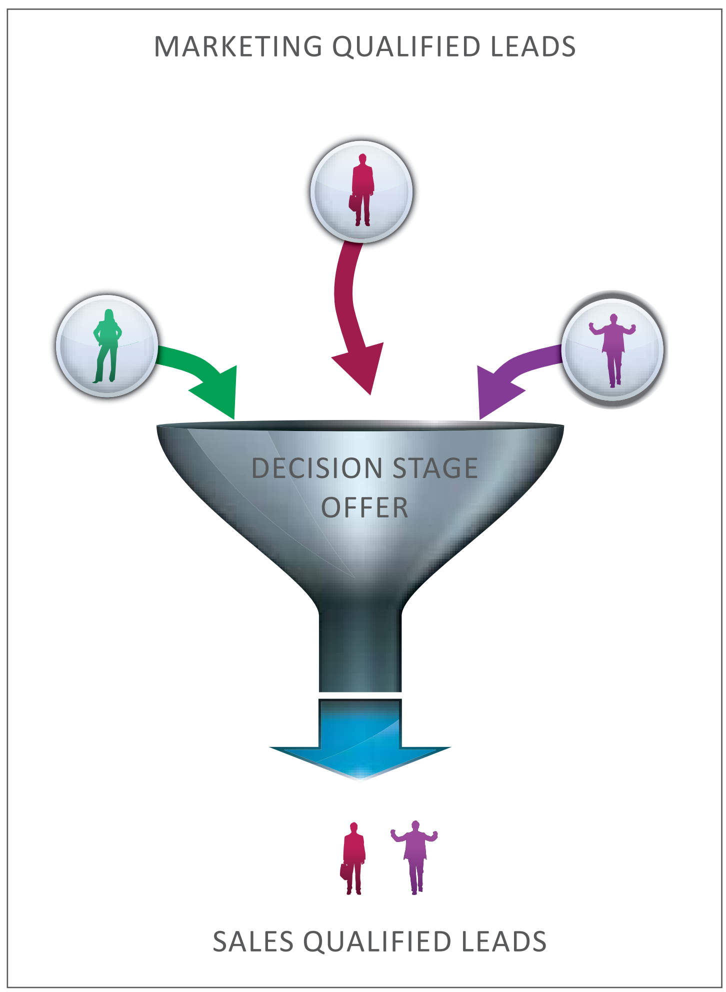
Free Consultation

This free quote typically performs well with a lead who is ready to speak with sales. In order to increase the number of sales qualified leads with this offer, Cloud Marketing will need to demonstrate more value and set expectations for this offer. The landing page should communicate: “who will find value in the free consultation,” “what they will learn and the value of that knowledge,” and “what they can expect in terms of amount of personal communication.” By communicating more value and better setting expectations, Cloud Marketing can increase the conversion rate of this Decision Stage offer.

The Value-Added Offer

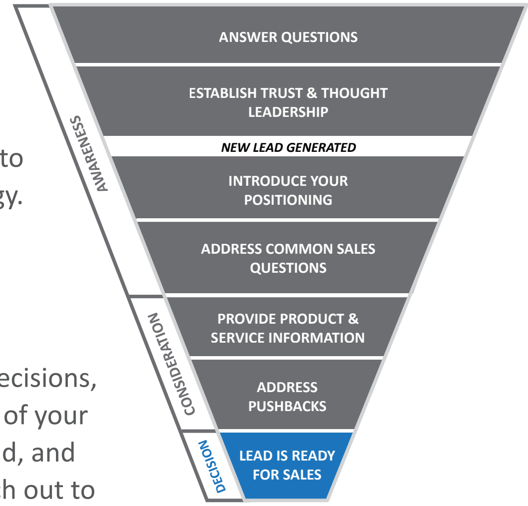
Project Assessment & Roadmap

Some sales qualified leads will need to see a much higher level of value in order to take action at the Decision Stage. This offer is designed to increase value for the sales qualified lead with a deliverable, a roadmap for success. When Cloud Marketing invests the time to produce such a valuable educational document, more leads will identify themselves as sales-ready, and Cloud Marketing will build trust and thought leadership during the first interaction with sales.



innovative MARKETING RESOURCES

EDUCATION RECOMMENDATION EXECUTION



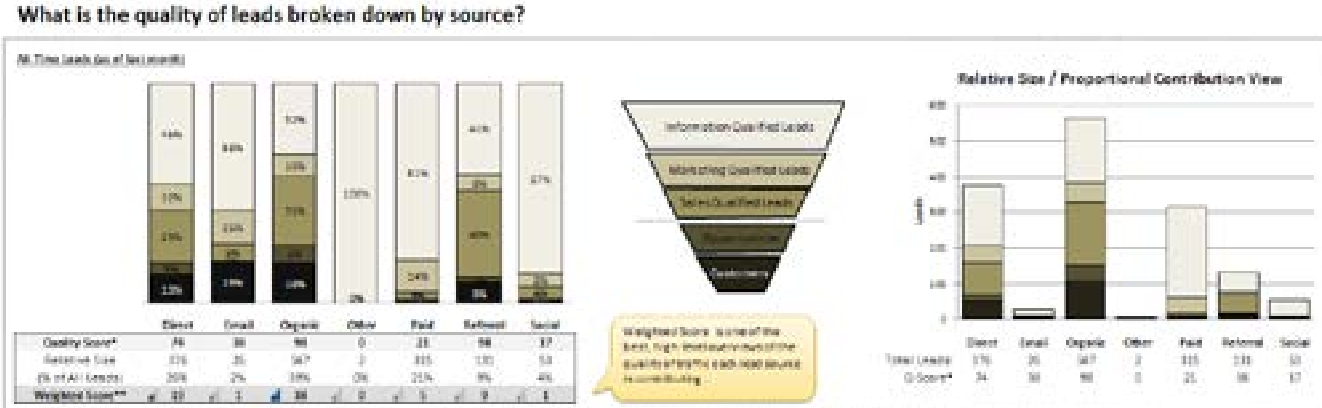
The handoff of a sales qualified lead from your marketing automation system to your sales team is the most important piece of your content marketing strategy. Without revenue, your content marketing engine isn't delivering the value it's capable of.

How the- Role of Your Sales Team Will Change

As consumers turn to the internet for information that will influence buying decisions, and experience engagement through your content marketing engine, the role of your sales team will evolve. The sales qualified lead has already explored your brand, and has received answers to pushbacks and has established trust sufficient to reach out to request contact with sales. Sales should respond to a sales qualified lead in the context that the lead is ready to discuss receiving the promised value of doing business with your company. Therefore, when first contacting your sales qualified leads, follow this recommended "sales process."

1. **Validate sales-readiness**
   Do they have questions? Do they not understand how your products/services can help them? Were you not able to contact them at all? These are symptoms that the sales qualified lead is not actually ready for a sale. Luckily, your sales team is now armed with killer content to address any questions they might have about your positioning. If they are not ready for your Decision Stage offer, your sales team must mark them as information qualified or marketing qualified.
2. **Upgrade the lead to an "opportunity"**
   If the lead is educated, and actively considering your products and services, your sales team must mark them as an opportunity. At this point, the lead is truly ready to consume your Decision Stage offer, which will result in a proposal for products or services. Your sales team should be judged by the conversion rate of opportunities to customers.
3. **Track the revenue back to the source (closed loop analytics)**
   Successful implementation of the Content Marketer's Blueprint™ will result in an opportunity for your company to benefit from "closed loop analytics, "meaning that all revenue generated through this measurable process can be attributed to a specific marketing activity. Revealing the true value of your various marketing investments will drive SMARTER future investments and faster growth of your business.

What is the quality of leads broken down by source?



innovative MARKETING RESOURCES

innovative
MARKETING RESOURCES