# Executive's Guide to Launching an Inbound Marketing Strategy
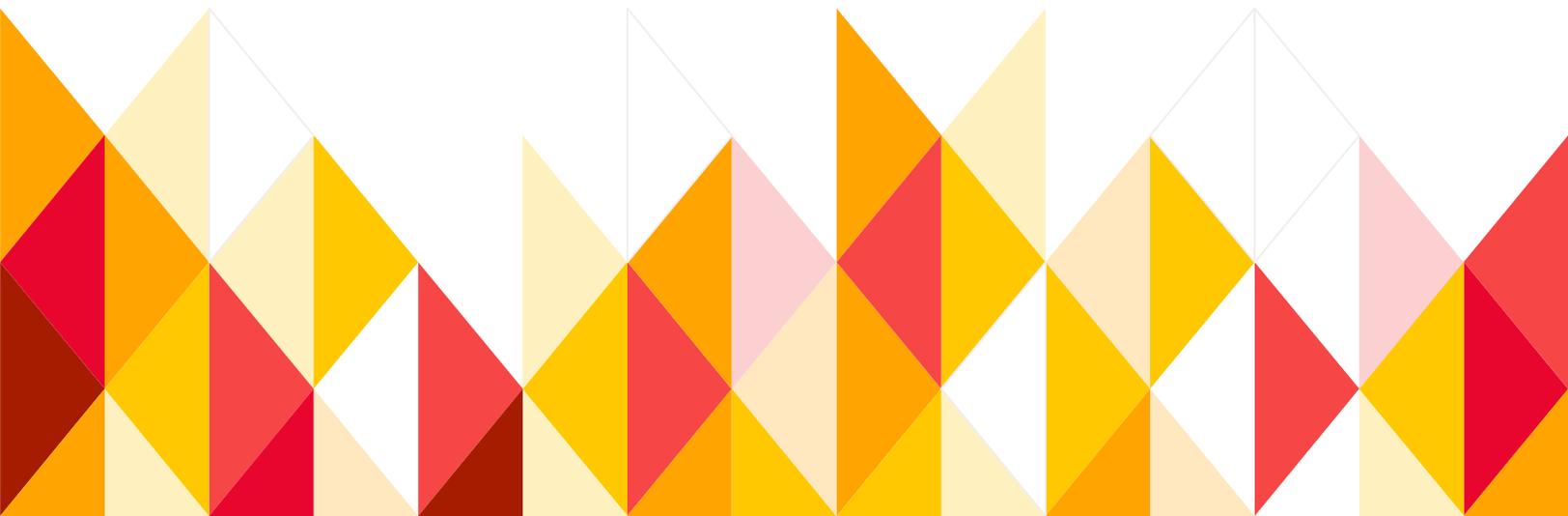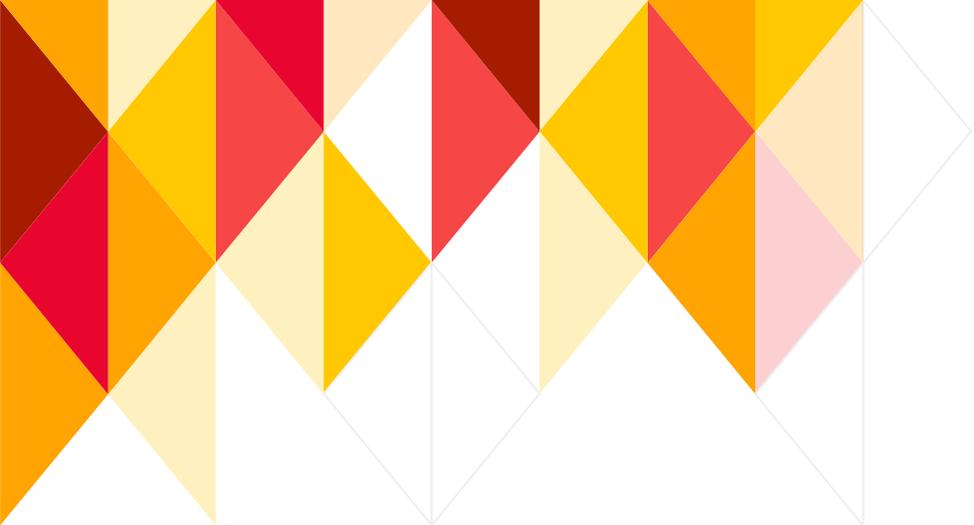
# Table of Contents

# Introduction

For many businesses, marketing means putting a product in front of customers and expecting them to buy. This leads to;

- Tedious cold calling and cold emails
- Expensive and interruptive ads
- Struggling to find where and how to reach customers
- Expansive, costly campaigns with low conversion rates.

This shotgun approach to marketing is hit and miss; many messages go ignored and money is wasted, month after month. You're probably thinking, **there has to be a better way!**

## And there is...

The future of sales and marketing is digital, and the key to a high-powered strategy is inbound marketing.

We created this guide as a resource for executives interested in developing a targeted digital marketing strategy focused on bringing customers to you, instead of bringing the product to them. We hope to shed light on how this strategy can improve marketing efficiency, and we hope to get you off on the right foot when it comes to launching and maintaining an inbound marketing plan.

We'll walk through the basics of **generating qualified website traffic**, **turning visitors into leads**, and using marketing and sales automation to **nurture leads into customers**.

# Inbound Marketing Campaigns

People expect personalization online, whether they are consumers or other businesses. It's no longer an option to blast the same message to everyone and hope you hit the right person at the right time.

The first step to an effective inbound marketing strategy is developing targeted campaigns with content tailored to buyer segments and to their stage in the buying process. These campaigns consist of traffic, lead and sales generation tactics, designed to attract, convert and close unique buyer personas.

## Here's what you'll need:

### Buyer Personas
A fictional representation of your ideal customer, including their job title, industry, pain points, and how you can help.

### CTAs
A Call to Action is a clear next step for a website visitor to take from a given page, usually leading to a landing page.

### Blogging
Essential to driving more, higher quality traffic to your website. After identifying buyer personas, blog content can attract them via search engines, answer their questions, and engage them with your business.

### Content Offers
Resources you provide website visitors in exchange for contact information, such as ebooks, checklists, and webinars.

### Landing Pages
Pages on your website designed to convert visitors into leads. These always have a form and some information about why a visitor should fill it out.

### PPC
The right pay-per-click advertising strategy works to drive more qualified traffic to targeted landing pages for generating a steady stream of website leads.

# Marketing Automation

The key to executing an effective inbound marketing campaign is giving customers real value without overextending your own time and resources. It's essential to give the right message at the right time to the right person, but you can't spend all day doing it. That's where marketing automation comes in.

Marketing automation uses carefully crafted data points and triggers to quickly and efficiently communicate with a potential customer anywhere in the buying process. A properly crafted automation system gives leads messages catered to their needs and presents your business as a solution, helping them go from site visitor to lead to prospect to customer.

## Here's what you'll need:

### Automated Follow-Ups
Communicate with leads even when you can't. When a website visitor requests a quote or fills out a form, an automated follow up can get the conversation started while it's on their mind.

### Email Nurturing
Nudge your leads along the buying process with a series of useful, educational emails. This content answers their questions and shows them how you can solve their problems.

### Notifications
Get notified when leads revisit your website, visit a pricing page or complete another key task so you can follow up. This ensures you always have the right response at the right time.

### Lead Scoring
Have systems in place to qualify leads based on website behavior, job title, company size and more. This way you can prioritize messages to the leads with the highest potential.

# CRM + Sales Automation

The sales cycle doesn't start and end in marketing automation. Savvy marketing automation is in place to get your leads sale-ready, so that only qualified leads get turned over to your sales team. Once a lead is qualified, your CRM system comes into play.

A CRM system automates your sales processes to ensure your team is equipped with the right information to engage with quality leads that are sale-ready. It helps your team follow a consistent process for handling leads, so that no one falls through the cracks, losing you a hard-earned sale.

## Here's what you'll need:

### CRM
Where all of your contacts, companies and deals are stored. Depending on the CRM, this may also include website behavior and email engagement.

### Sales Pipeline
A clearly defined process that each lead must go through to become a customer. Your sales pipeline also helps predict growth and future revenue.
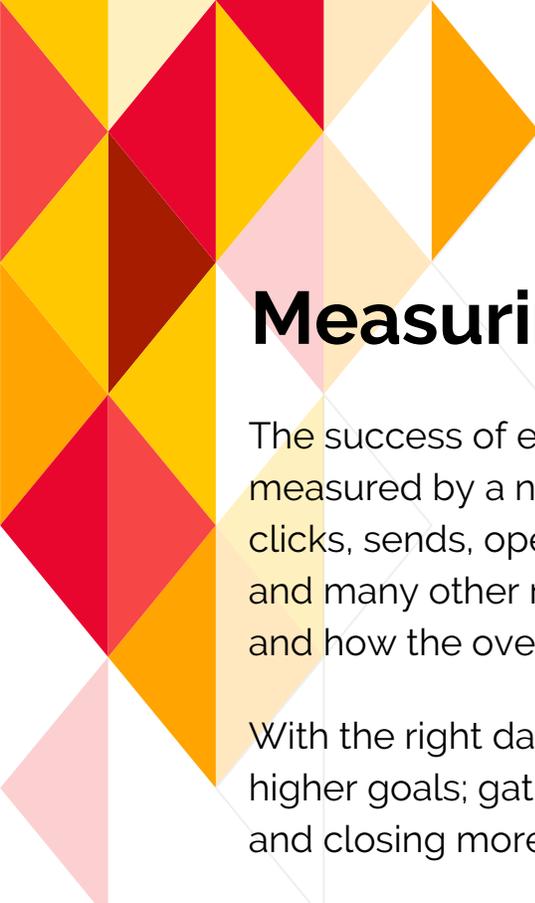
### Tasks
Within a CRM, tasks help keep sales reps on track by ensuring quotas are met for phone calls or emails and key leads get the attention they need.

### Lead Assignments
Automatically assigning new leads to appropriate sales reps can expedite follow up and keep reps and prospects happy.

# Measuring Success

The success of every effective inbound marketing strategy is measured by a number of performance metrics. Impressions, clicks, sends, opens, conversions, conversion cost, engagement and many other metrics show how individual actions perform, and how the overall campaign can be improved.

With the right data analysis, you can always be moving towards higher goals; gathering more leads, engaging more customers, and closing more sales.

## Here's what you'll need:

### Web Analytics
Web analytics show you how customers find and interact with your site, including where they land and what they click on.

### Email Assessments
Assessing your email nurturing campaign shows which messages successfully convert and which can be improved.

### Marketing + Sales
Joining sales and marketing analytics shows you how many leads go on to produce sales and how much each customer is worth, so you can improve marketing ROI.

### Campaign Analysis
Assessing each activity individually and each campaign holistically shows you where to focus your efforts.

### Advertising Analytics
Impressions, clicks, and costs show how to target advertisements towards key buyer segments and bring in the most valuable leads.

### Reporting Tools
Bringing all data together into one cohesive report makes it easy to draw actionable conclusions and improve each of your campaigns.

**Electro-Matic Visual**

# Inbound Marketing Case Study

Electro-Matic Visual is a leading LED display and lighting manufacturer located in Metro Detroit. Because Electro-Matic Visual serves customers in commercial, retail and industrial spaces, they have a wide range of audiences, each with unique goals and needs.

By defining buyer personas for each audience, Web Ascender was able to create highly targeted digital marketing campaigns to both re-engage cold lead lists and generate new opportunities. These targeted marketing campaigns consisted of traffic, lead and sales generation tactics, each designed to attract, convert and close a target audience.

## Campaign Impact

**2,011%** increase in website leads
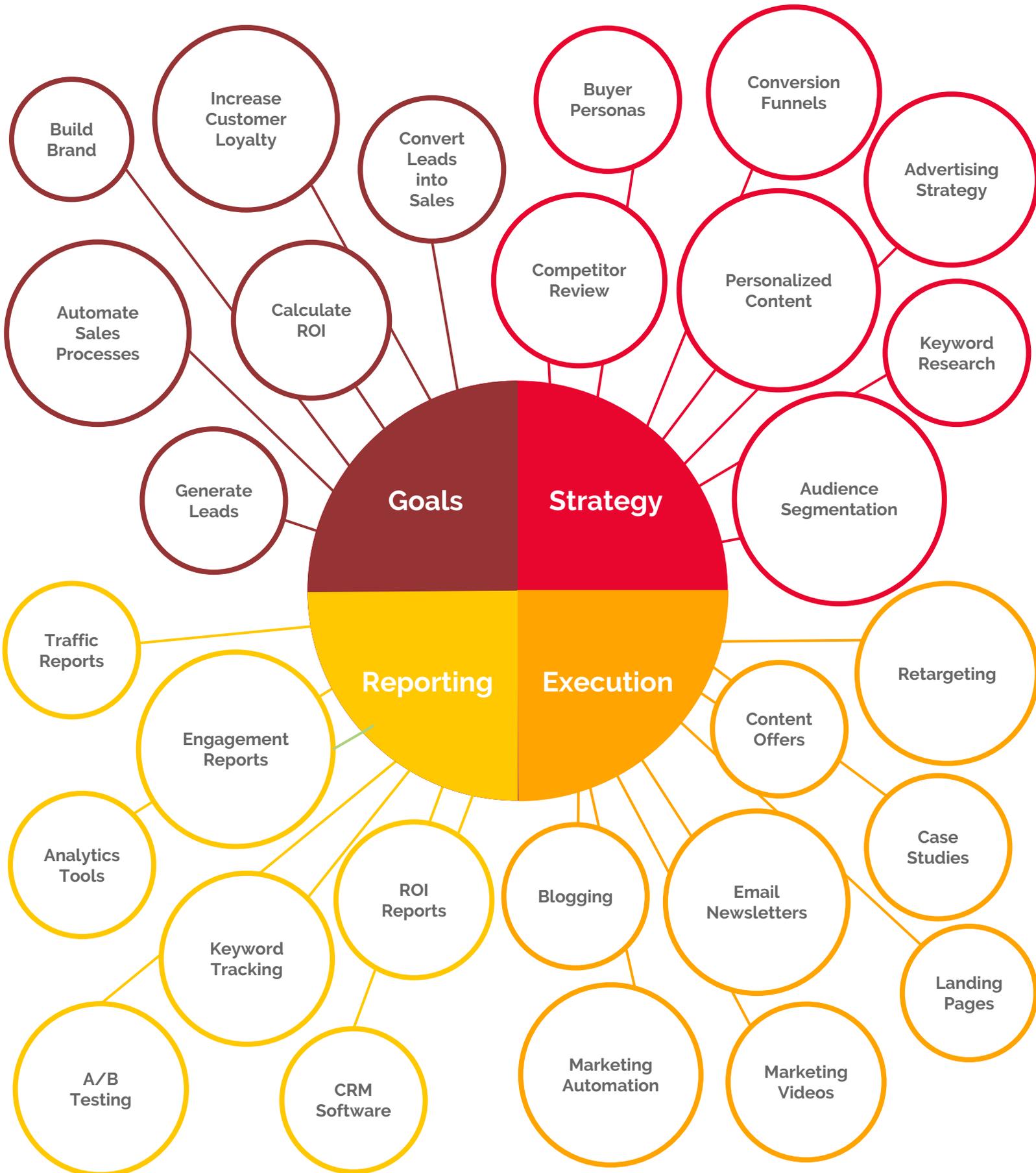
**201%** increase in conversion rate

**141%** increase in organic website traffic

**2,119%** increase in blog traffic from organic search

# The Proven Strategy

## Goals
- Build Brand
- Increase Customer Loyalty
- Convert Leads into Sales
- Automate Sales Processes
- Calculate ROI
- Generate Leads

## Strategy
- Buyer Personas
- Conversion Funnels
- Advertising Strategy
- Competitor Review
- Personalized Content
- Keyword Research
- Audience Segmentation

## Reporting
- Traffic Reports
- Engagement Reports
- Analytics Tools
- Keyword Tracking
- ROI Reports
- A/B Testing
- CRM Software

## Execution
- Retargeting
- Content Offers
- Case Studies
- Blogging
- Email Newsletters
- Landing Pages
- Marketing Automation
- Marketing Videos

# What's Next?

We know this is a lot of information and it can seem overwhelming for businesses used to traditional, outbound marketing. But we've found that the right training and tools can go a long way toward developing sustainable sales and marketing processes that leverage technology to your advantage.

Think your business could benefit from inbound marketing?

**Web Ascender wants to help.**

**LET'S TALK >**

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