



INBOUND MARKETING BLUEPRINT

C-Suite EDITION

For Business Owners and CEOs

A Plan for Increasing Sales Revenues in Six Months

Contents



1. Introduction
2. Inbound Marketing
3. Brand Awareness
4. Brand Reputation and Customer Retention
5. Lead Generation and Conversion
6. Lower Cost Per Lead With Inbound Marketing
7. Inbound Marketing Costs
8. In-house Team or Outsource?
9. Inbound Marketing ROI
10. Inbound Marketing Case Studies
11. Social Media Strategy and Policies
12. The Blueprint
 - a. Building Your Team
 - b. Month 1 – Set Up Your Strategy, Team, Website & Blog
 - c. Month 2 – Attract Visitors With Great Content
 - d. Month 3 – Get Found on the Search Engines
 - e. Month 4 – Build and Engage a Social Media Community
 - f. Month 5 – Capture Leads and Convert to Sales
 - g. Month 6 – Analyze Results & ROI
 - h. Appendix A – Example Compensation for Team Members
 - i. Appendix B – Software Toolkit for Inbound Marketing
13. Next Steps

Introduction

This whitepaper is intended for business owners and CEOs. You have a unique responsibility to your stakeholders, to keep the business alive. Every month, every quarter and every year you are concerned with one thing, the financial health of your company. Everything else is secondary. This perspective means that you must be obsessed with the bottom line. Your company will not survive unless you are able to continuously grow revenues. Yes, controlling costs is important, but revenues feed the engine. Stagnancy is not an option, because your competitors are working hard to displace you from the market. In this Blueprint, we will address today's changing marketplace and show you how to grow revenue through new lead generation strategies. We will show you how to increase qualified sales leads through a new kind of marketing, inbound marketing.

Our Inbound Marketing Blueprint lays out a specific plan for increasing sales revenues in 6 months:

- Increasing brand awareness via content creation, search engines, and participation in social media
- Capturing leads with attractive offers and effective landing pages
- Converting leads to customers with lead nurturing campaigns and sales force automation
- Analyzing results, adjusting strategy and content, and applying best practices

Since this document is largely about building relationships, we invite you to join us in a conversation via our blog and/or social media sites. You can find these by visiting our website, www.kunocreative.com.



A lot of companies have chosen to downsize, and maybe that was the right thing for them. We chose a different path. Our belief was that if we kept putting great products in front of customers, they would continue to open their wallets.

- Steve Jobs, CEO, Apple

Inbound Marketing

The Internet has evolved from an information superhighway to a conversation superhighway. This desire for interaction and exchange is driving sales and marketing in new directions. Consumers have grown weary of mass marketing and “push” advertising via direct mail, e-mail, TV and radio. Instead, consumers want to investigate their purchasing options, seek recommendations from peers and ask questions online. Successful companies identify these new media markets and build relationships with buyers rather than bombard them with one-way marketing messages.

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

- Increasing brand awareness via content creation, search engines, and participation in social media
- Capturing leads with attractive offers and effective landing pages
- Converting leads to customers with lead nurturing campaigns and sales force automation
- Analyzing results, adjusting strategy and content, and applying best practices

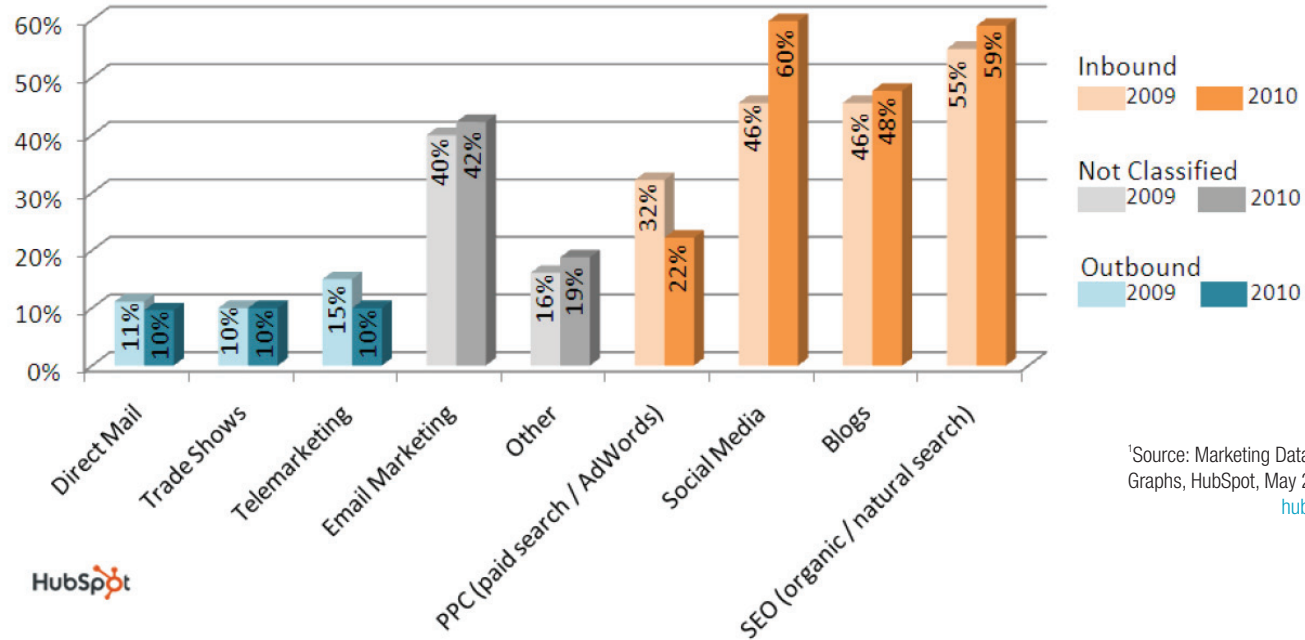
Unlike traditional marketing campaigns, inbound marketing is an ongoing process. It takes commitment, strategy and talent to “move the needle”, and you will find that results are directly proportional to effort. Inbound marketing does not completely replace other forms of marketing. We will show you examples of how integrated marketing campaigns can take advantage of both inbound and outbound marketing strategies. Finally, we will discuss the all-important subject of ROI, how inbound marketing can be measured and justified.



Brand Awareness



You can't acquire sales leads without brand awareness. People must find out about you before they will buy from you. Market trends and economics dictate that you must find your target market online, so job #1 is expanding your reach on the Internet. Most Internet marketers over the past 5 years would tell you 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 outbound techniques that generally fail to resonate with people unless they are employed in a targeted way. The chart below shows that inbound marketing techniques, including blogs, social media and SEO are gaining popularity over mass marketing both online and offline.¹



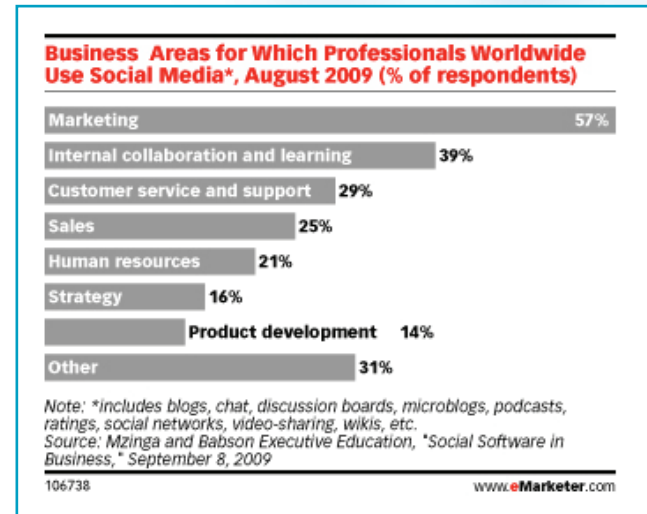
¹Source: Marketing Data: 50+ Charts and Graphs, HubSpot, May 2010, <http://www.hubspot.com/Charts/>



Brand Reputation & Customer Retention



The party has just started when you attract visitors to your website, blog and social media venues. A good first impression is crucial, but you can't stop there. You must maintain your new relationship with your followers by consistently posting helpful, interesting content and by engaging with them directly through comments, updates, "likes" and recommendations. This is how you retain them as brand advocates and move them down the sales funnel towards becoming customers. Equally important is monitoring what's being said about your brand and responding promptly. You can address negative comments directly and steer the conversation in a more positive direction. You can thank your followers for positive comments and answer their questions. Brands are increasingly adopting social media channels such as Twitter, Facebook and LinkedIn as a means of staying in touch with their customer base, as shown in the figure to the right.²



Brand reputation and customer service also drive new sales, repeat sales and customer retention. Inbound Marketing blurs the lines between brand awareness and brand reputation because they utilize the same outreach strategy and tools. By providing high quality content and engaging and promoting via social media, you can accomplish both tasks. This is far more powerful than our traditional ideas about marketing and has a distinct advantage when it comes to capturing leads, converting and retaining loyal customers. In the place of mass marketing, we are creating networks of informed and interested people. Instead of broadcasting to an ever-reluctant audience, we are inviting them in for a chat. Effective use of inbound marketing also means that you should align your sales, marketing, production and support teams so that they are on the same page when it comes to business goals, publishing content and engaging with potential and existing customers in social media.


² Source: eMarketer, <http://www.emarketer.com/blog/index.php/social-media-belong/>

Lead Generation & Conversion

Inbound marketing seeks to generate qualified sales leads through opportunity. Once you have been found via content, SEO and social media, the next step is to capture qualified leads. You are asking for a commitment from each visitor, if only by signing up for something. You must understand what your customers 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 registered, leads can be further nurtured to move them down the sales funnel to become customers through follow-up calls, webinars and additional content. Finding the right mix of offers, venues, and landing pages often requires strategy, experimentation and analysis.

The Inbound Marketing process for lead generation:

- Create valuable offers and discounts that will attract visitors and compel them to sign up
- Create call-to-action graphics or buttons that convey the offer and entice clicks to a landing page
- Landing pages that further induce the visitor to sign up or register for the offer
- Follow up converted 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



“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.”³

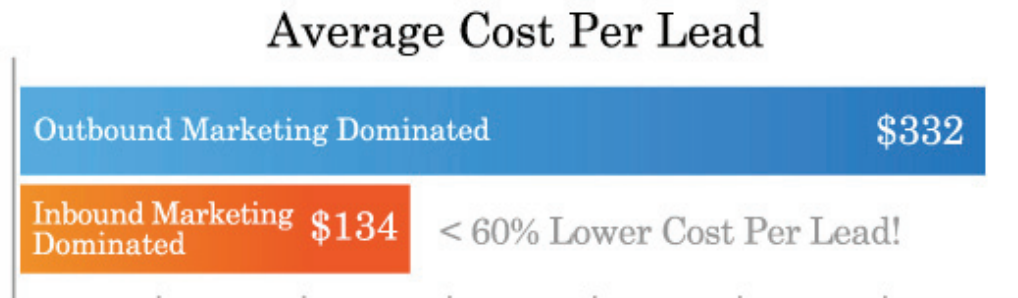
*- Brian Halligan
& Dharmesh Shah,
Co-Founders, HubSpot*

³Source: Inbound Marketing, B. Halligan and D. Shaw, 2010, Wiley & Sons

Lower Cost Per Lead with Inbound Marketing



Inbound marketing has been shown to produce more quality sales leads at a lower cost per lead than traditional (outbound) marketing techniques. Respondents to a HubSpot Survey who spent more than 50% of their budgets on inbound marketing channels reported an average cost per lead of \$134, while those who spent the majority of their budget on outbound marketing channels had an average cost per lead of \$332, a 60% difference.



Why? At its core, inbound marketing builds relationships online. Once you have attracted people to your blogs, webinars, videos and other content, they can become loyal followers. More importantly, they can spread the word about you via their social networks. Inbound marketing leverages this “viral” effect to raise brand awareness and reputation with far less expenditure in media costs compared to conventional 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 and new products.

Inbound Marketing Costs



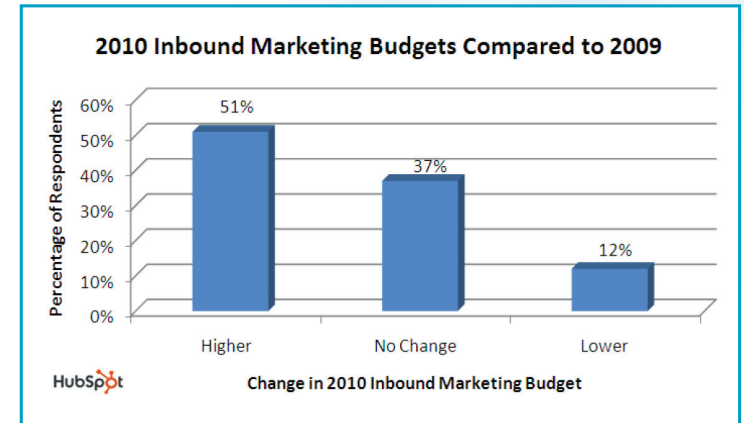
Companies are increasing their budgets for inbound marketing compared to traditional marketing budgets. According to a recent HubSpot survey⁶, 88% of marketers surveyed either have maintained or increased the amount of money spent on inbound marketing compared to last year. In many cases, this represents a diversion of budget from traditional to inbound, 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 [HubSpot spreadsheet](#) 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's⁵, we recommend the following minimum commitment:

- 3 blog posts published per week, including on-page SEO on each new post
- 20 social media updates (Twitter, Facebook and LinkedIn) per week
- 1 hour 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
- And ongoing social media marketing campaigns, e-mail marketing campaigns and traditional marketing to promote content

Costs are directly proportional to effort (both in-house and outsourced). 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 Appendix A.



⁶Source: Marketing Data: 50+ Charts and Graphs, HubSpot, May 2010

In-house Team or Outsource?



The decision to build your own team internally or to outsource to an inbound marketing agency depends largely on your current marketing staffing and 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
- Creative 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

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 hire people for your inside team, you can find typical salaries for these disciplines in Appendix A. We recommend that you do an honest assessment of your staff, including their talents, experience and availability. You may find that it is less expensive, certainly in the short run, to outsource to an experienced inbound marketing firm. Ideally, you will want to participate in the process, at least for creative control and strategy, so at least one of your own staff should be dedicated to inbound marketing. If you choose to outsource most of the tasks, your inside person can act as a leader and liaison and learn what is needed for future team building. With this approach you can choose to take more of the responsibilities in-house as you become familiar with the process.

“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

Inbound Marketing ROI



The bottom line for any lead generation strategy is that it should result in a positive return on investment. One of the principal advantages of Internet marketing is that you can measure results easily. This is a big drawback of conventional marketing, since it is often difficult to isolate and measure the effects of marketing campaigns on sales. Inbound marketing drives sales leads to your lead capture forms and 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

Altimeter Group Study

...the above companies [heavily engaged in social media and inbound marketing] on average grew 18% in revenues over the last 12 months, compared to the least engaged companies who on average saw a decline of 6% in revenue during the same period. The same holds true for two other financial metrics, gross margin and net profit.⁶

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 Salesforce™ automation software. To compute costs, you should account for the personnel involved in inbound marketing plus any external costs such as software, website fees and any third-party (outsourced) marketing costs. Thus for any period of time, you can measure ROI for your inbound marketing efforts.

⁶Source: Altimeter Group <http://www.altimetergroup.com/2009/07/engagementdb.html>

Inbound Marketing Case Studies



There are numerous 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.

Energy Software Company

- *Increased organic traffic 17x in 6 months*
- *Attracted over 350 leads in the last 6 months*
- *Developed strong email marketing campaigns*
- *Achieved a ~15% conversion rate for landing pages*

[Read more about this case study](#)

Healthcare Solutions Company

- *Increased organic traffic by 420% in 6 months*
- *Attracted over 210 leads in the last 6 months*
- *Achieved a 14% total conversion rate for 17 landing pages*
- *Saved on spending for paid search*

[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: [http://www.hubspot.com/customer case studies/ctl/all posts/](http://www.hubspot.com/customer-case-studies/ctl/all-posts/)

Social Media Strategy & Policies



Naturally, most business owners and CEOs are concerned with the potential for disaster if they turn their work force loose on social networks. You will become far more visible to a wider audience on a 24/7 basis, so you must have procedures and policies in place to handle both positive and negative feedback and real-time requests for information. You will be judged by your transparency, responsiveness and the quality of every piece of content and every engagement in social media.

A second valid concern is productivity. If your staff is busily chatting with their friends all day, how can any work be accomplished? How can you monitor the flow of social media without killing the ability of your team to form relationships with new visitors and existing customers?

Our recommendation is to create a social media policy for your company as part of a comprehensive inbound marketing strategy and plan. Social media technology and practices evolve on a weekly, even daily basis, so you will want to stay current and apply new ideas and platforms as they become available and make sense for your company. You will also find that as you monitor and measure results, new directions may work better than the ones you currently have in place. Flexibility and adaptability are essential parts of the new marketing strategies.

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.⁷

⁷Source: Letters to the C Suite: Getting Serious About Social Media, ExactTarget, March, 2010, <http://email.exacttarget.com/Resources/LetterstotheCSuite.html>

The Blueprint

We recommend a six-month process to implement inbound marketing in your organization. Within that timeframe you should have your team up and running with the tools in place and activities working to attract new sales leads online. You should see results – more web traffic, higher search engine results, a growing social media presence and, most important, qualified sales leads that your team can convert to customers. Inbound marketing is not a campaign; 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 stick to a specific strategy for success, you are more likely to achieve it. The more you interact, the more likely you will attract and retain a growing following of brand advocates.

This Blueprint is designed to give you a framework for building your inbound marketing team, creating a strategy and executing a plan. We have broken the process down into focused activities over six months, but each company will have its own requirements, people and culture. You may find that certain activities will need to be moved forward or backward in the schedule, and they may overlap to a large degree. You may find that different priorities are needed. Finding the appropriate fit for your organization is a key part of your strategy and plan.



Building Your Team



TITLE	ROLE
Team Leader	Leads the strategy discussion and 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.
Marketing Team (Member)	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.
Content Marketing Manager (CMM)	Responsible for generating all content including blogs, videos, webinars, whitepapers, e-books, e-mail newsletters and announcements and press releases.
Social Media Marketing Manager (SMM)	Responsible for setting up and using social networking and social media accounts, training the team on correct use of social media, promoting content via social media, building the brand via social media, and engaging and monitoring social media on a regular basis.
Inbound Marketing Specialist (IMS)	Assists the team in evaluating and implementing software and sets up accounts for the team. Assists in website design and integration with the inbound marketing toolkit. 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. This person is also the team expert on SEO.
Website/Graphic Designer	Works with the team to arrive at an optimal design for inbound marketing, creates the design(s) and helps finalize and integrate the site with the toolkit. Works with inhouse or third-party marketing team to create or modify brand identity for website, blog and social media.

Note: This is just one possible team configuration and set of roles. The scale and makeup of the team will depend on your available staff and requirements stemming from your inbound marketing strategy. For example compensation for these positions, see Appendix A.

Set Up Your Strategy, Team, Website & Blog

GOALS

- Develop your inbound marketing strategy and plan
- Put together your team, assign roles and establish policies
- Acquire and setup your inbound marketing toolkit
- Setup your social media accounts
- Design and develop your website as your inbound marketing “hub”
- Set up your blog (*within your website*)

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 Toolkit** – Decide upon a common toolkit for the team, set up user accounts and provide training to the team. Each team member needs to be familiar with the entire toolkit so that roles are interchangeable during vacations, personal days-off and temporary reassignments.

TEAM

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

- **Website Design** – Review the current company website and determine criteria for design updates and integration with the toolkit. 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 toolkit as needed.

Create Content for Website, Blogs and Special Promotions



GOALS

- Develop your content marketing strategy and plan
- Brainstorm topics that will interest your target market
- 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 (*videos, webinars, whitepapers, e-books, 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. Policies for content creation and review should be established as well.
- **Blogging** – Content team works closely with the SMM and IMS to blog on a regular schedule, ideally at least 3 times a week. Best results are more likely with more frequent, high quality publication.

TEAM

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

- **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 for 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.

Improve Search Engine Ranking & Results



GOALS

- Develop a search marketing strategy
- Research search engine criteria and strategy for SEO (Google, Bing, Yahoo) and SMO (social media)
- Research best keywords and keyword phrases
- Setup keyword tracking in SEO software
- On-page SEO optimization of website pages
- Train content and social media personnel in SEO for blogs and social media

PROCESS

- **SEO Strategy Session** – Team Leader, IMS, CMM and SMM get together to 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. Team decides training schedule for all staff supporting content and social media. Ideally, the IMS will research these topics prior to the meeting to guide the discussion.
- **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

TEAM

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

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 promotion updates. SEO needs to be considered in every social media profile and every communication the company sends out. The IMS will be responsible for providing this training and ongoing support.
- **Analytics and Reporting** – Search engine optimization is a long-term strategy, and quick improvements in keyword ranking and search traffic are unlikely. 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.

Build & Engage a Social Media Community

GOALS

- Develop a social media marketing strategy
- Research competitor activities in social media
- Create social media personas that reflect your brand
- Build social media profiles that reflect your brand
- Recruit followers directly via social media

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.

TEAM

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

- **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.

Capture Leads and Convert Them to Customers



GOALS

- Develop a lead capture and conversion strategy
- Create valuable offers – content, webinars, events, discounts, promotions
- Create calls-to-action and landing pages for offers
- Create lead nurturing campaigns for offers
- 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 Salesforce™ automation software for closing sales.

TEAM

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

Analyze Results & Calculate ROI



GOALS

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

APPENDIX A

Example Compensation for Team Members

Job Title/Description	Low Salary	High Salary
Web Production Artist	\$42,000	\$58,250
Interactive Project Manager	\$58,250	\$90,000
Web Content Writer (5+ years)	\$56,750	\$83,250
Digital Strategist	\$71,000	\$110,750
Web Analytics Specialist	\$63,000	\$84,500
SEO/SEM Specialist	\$54,500	\$82,000
Online Community Manager	\$55,000	\$75,000
Subtotal	\$400,500	\$583,750

Source: 2010 Salary Guide (<http://www.creativegroup.com>)

Key Points

- If you put together this team (at the lowest salary level), monthly salaries alone = \$33,375/month.
- If you include fixed costs, such as software, website hosting and paid search and social media advertising your budget would increase an additional \$1,500 - \$5,000, depending on your business goals.
- You could leverage your team across multiple projects, but how would you make sure that their inbound marketing duties are fulfilled and prevent dilution of efforts?
- From an ROI perspective, you would need to produce enough lead conversions per month to exceed ~ \$40,000 in sales.
- Compare that to outsourcing, where a recommended budget would be ~ \$7,000 per month, and you would have the same team dedicated to your inbound marketing activities.

Software Toolkit for Inbound Marketing



In this report we focus on strategy and process, not on technology. But to get the job done right, you need the right tools. We recommend the following general toolkit for inbound marketing, keeping in mind that the playing field is constantly changing.

1. Inbound Marketing, Integrated Platform - HubSpot

HubSpot is the recognized software leader in inbound marketing. The HubSpot platform integrates website hosting, content management, blogging, search engine optimization, social media promotion and engagement, lead capture and conversion, and analytics. 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. We recommend the HubSpot platform since it integrates blogging, SEO and social media promotion under one common architecture.

3. Search Engine Optimization (SEO)

During the last 10 years 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. With the advent of inbound marketing, SEO has become an integrated part of the process, and there are new tools available for combining website and blog copywriting with SEO. We recommend the HubSpot platform since it integrates blogging, SEO and social media promotion in one place and enables your team to incorporate SEO directly into your content marketing activities rather than relying on outside SEO consultants.

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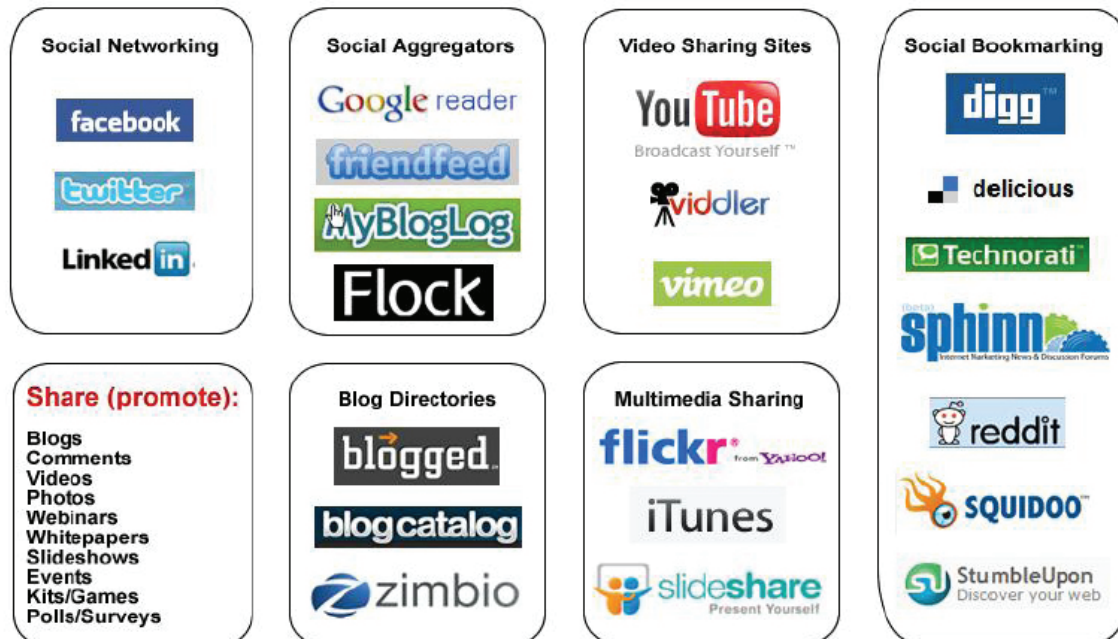


4. Social Networking Accounts

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). You may also want to create a custom social media community site specifically for your brand. At the relatively low end of the cost spectrum for custom communities is [Ning](#) and [KickApps](#), while more powerful customized community solutions can be found at [Powered](#).

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. Fortunately there are several solutions for promoting and engaging in multiple social media accounts without having to duplicate effort. *Seesmic*, *Tweetdeck* and *HootSuite* are the best known applications for managing social engagements, but there are many others.⁸

7. Social Media Monitoring

There are several free software solutions for monitoring your brand in social media, including *Trackur*, *Postrank Analytics*, *Google Alerts*, *Social Mention* and *TechnigySM2*.⁹ There are many good for-fee solutions that offer a more robust assortment of analytics and reports including *Radian6*, *Scout Labs*, *Sysomos* and more.¹⁰ We recommend trying these tools out to see which solution is a best fit for your company.

8. Customer Relationship Management

Customer relationship management (CRM) solutions have been available for many years, but only recently have they become tied to social media and inbound marketing. While traditional CRM seeks to integrate and automate the sales and customer service cycles, Social CRM includes the conversations between customers and your staff via social media and the leads captured via inbound marketing.¹¹ We recommend the HubSpot platform be integrated with Salesforce.com since this solution is an ideal way to capture and track leads, automate sales processes and smoothly transition to customer service and support.

⁸ 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/>

⁹ Source: TopRank Online Marketing Blog, <http://www.toprankblog.com/2009/12/near-free-social-media-monitoring/>

¹⁰ Source: SocialMediaToday, <http://www.socialmediatoday.com/SMC/155299>

¹¹ Source: Traditional CRM vs. Social CRM, Inc. Technology, <http://technology.inc.com/software/articles/200906/leary.html>

Next Steps



We hope that you have found our Inbound Marketing Blueprint helpful and have a better understanding of the value of and best practices for inbound marketing.

Your next step may be to find the right version of this Blueprint for your company. No two companies are alike, and the solutions presented here will need to be customized to be a perfect fit for you.

We recommend that you hire an inbound marketing agency that is skilled and experienced in the areas outlined in this Blueprint for six months to maximize your chances for success. During the first six months, they should be able to assist you in developing your strategy, finding leaders from within, building your team and putting the wheels in motion to get your company found online and generating new sales leads.

We are an inbound marketing agency, but there are many others. We recommend that you have conversations with more than one to see how their vision, project scope and costs might differ from ours. We view this process as collaboration with our customers, not a product sale.

We are looking for relationships with customers who want to succeed in inbound marketing, and we hope that we can create one with your company.

If you would like to discuss your Blueprint for Inbound Marketing, please [contact us](#).

We look forward to hearing from you.