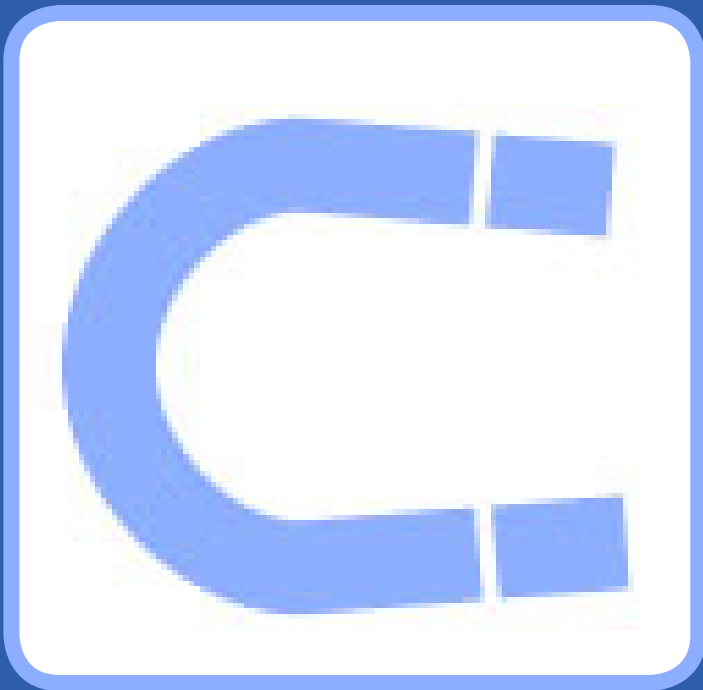


WHAT IS INBOUND MARKETING?



ATTRACT
PROSPECTS,
GENERATE LEADS,
AND CONVERT
CUSTOMERS.

Modgility

Define your Brand

Transform Customers

Lead Scoring

Lead Conversion

Lead Workflows

Marketing Attraction

Lead Mgmt

Connect Emotions

Buying Behavior

CONTENTS

INTRODUCTION	6
FROM OUTBOUND TO INBOUND	8
GET FOUND - DRIVE TRAFFIC TO YOUR SITE	12
CONVERT - TURN TRAFFIC INTO REVENUE	14
ANALYZE - MEASURE AND IMPROVE RESULTS	16
FOUNDATION OF INBOUND MARKETING	18
SEARCH ENGINE OPTIMIZATION	20
BLOGGING	22
SOCIAL MEDIA	24
WEBSITE LEAD GENERATION	26
LEAD NURTURING	28
MEASURE & ANALYZE	30
CONCLUSION	32
ABOUT MODERN MEDIA SOFTWARE	33

This eBook is intended for business owners, marketers and agencies. It is a part of a series of informational pieces designed to engage, inform, and update key leaders and managers regarding the processes, offerings and benefits of structuring your marketing in the digital age.

Our whitepapers and eBooks contain collective intelligence of industry though leaders, statistical research, and insights that will help your business thrive.

We hope you find these reports informative, educational and actionable. A variety of whitepapers and eBooks will discuss current technology and thought leadership regarding inbound marketing practices. We will explore topics related to each stage in the marketing-to-sales-to-customer-evangelist cycle, Web development, and maximizing ROI for your business.

This eBook focuses on the fundamentals of inbound marketing for generating leads and customers through your website and across the web.



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INTRODUCTION

Seismic Shift: The Evolving Marketing Ecosystem

We are in the midst of a seismic shift. Accelerating Internet engagement at all levels of the value chain has fundamentally transformed business and the marketing landscape. More than half of US residents and more than 75% of all US adults will be online in 2012.¹

Customer buying behaviors have evolved in ways unimaginable to the 20th Century marketer. The Web has changed the way people find, discover, share, shop and connect. With over 8 billion web pages² at their disposal, they are actively researching their own product information online.

As social media proliferates, the average business is on an unending chase for both existing and new customers online. Users also have more places to go, and more things to do in those new places. Businesses that don't take action, by joining their customers in new settings or by responding to customer's changing definitions of what is relevant to them, vanish beneath the tsunami of real-time content.³

Getting "Found" in the digital space (website, social media, ads, mobile...) is becoming more and more important. Consumers increasingly control the information they receive and how they receive it. It's now easy for them to ignore you. Engaging customers to attract more leads requires strategic structured approaches for building both social presence and creating relationships.

The business-to-business (B2B) sales process has also changed dramatically. Gleanster research (2011)⁴ suggests that the average company struggles with revenue growth because they fail to engage their prospects with highly relevant and timely interactions. Their findings from a survey of 625 B2B sales and marketing respondents found that traditional B2B marketing and sales techniques have become less effective at driving revenue growth. They noted: companies don't make purchase decisions: people do.

“ companies don't make purchase decisions: people do. ”



Sources: Blogger, April 2011, Pew Research May 2012, US Census



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FROM OUTBOUND TO INBOUND

Customers have shifted their buying experience by looking on the Internet, in the search engines, the blogosphere, and social media sites. They have profoundly transformed the way they learn about and shop for products and services.

“We’re living in a revolution in the way people find products and choose companies to do business with... We’re living in a revolution where the companies that attract our attention are not the ones with the big budgets and glitzy TV ads. Now we pay attention to the ones with great Web content... Clearly, a great Web presence is critical for any business. Inbound marketing is at the forefront of the revolution... Inbound marketing is about getting found online, through search engines and on sites like FaceBook and YouTube and Twitter---sites that hundreds of millions of people use to find answers every day.” (David Meerman Scott)⁵

Marketers are shifting their budgets, and seeing results

Marketers are shifting their budgets away from “interruption” advertising and other “push” marketing techniques because the people they are trying to reach are filtering out the disruptive noise of outdated outbound approaches.

More than half of marketers increased their inbound marketing budget in 2011.⁶ The average budget spent on company blogs & social media has nearly doubled in 2 years.⁷

Outbound Marketing

- Telemarketing
- Trade Shows
- Direct Mail
- Email Blasts
- Print Ads
- TV/Radio Ads

Interruption

Inbound Marketing

- Search Engine Marketing
- SEO / PPC
- Blogging
- Social Media

Permission

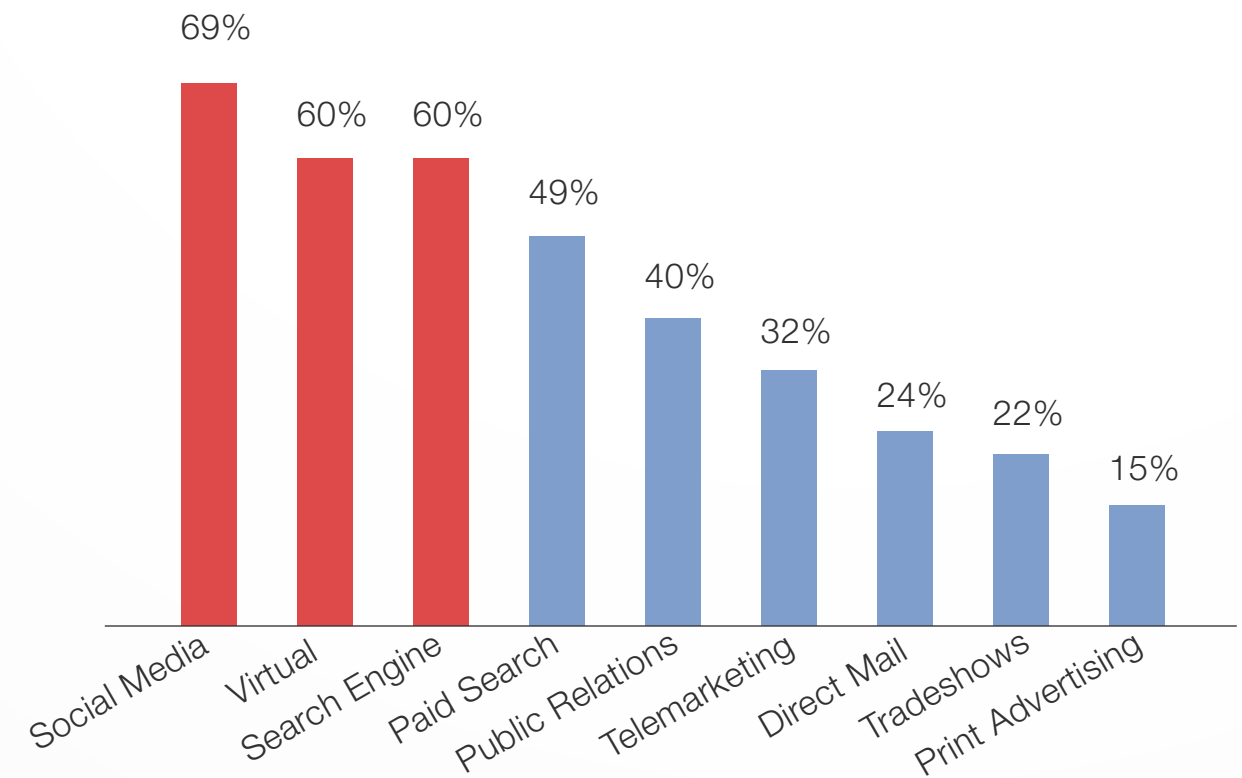
More For Your Money

Inbound marketing tactics like SEO, blogging, social media, website lead generation and lead nurturing have also been found to be more cost-effective and on average deliver a 61% lower cost per lead than traditional forms of outbound marketing. (HubSpot, 2012)

Planning Integrated Inbound Marketing

New media dynamics require an inbound marketing approach, which utilizes comprehensive online lead generation strategies. These strategies are employed to help people who are actively searching find relevant information online. Visitors are drawn to your website via mutually compatible keywords or keyword phrases.

“I Will Increase my Investment in this Marketing Tactic this Year.”



FROM OUTBOUND TO INBOUND

Once people arrive at your website, you will need to help them identify common ground as you begin to evaluate the attraction and lead them through the purchasing cycle. Your courtship increases the bond if orchestrated correctly, as they begin to move through the top of your sales funnel.

In complex sales environments, buying cycles can take many months. This requires an extensive structured lead generation and nurturing process, with multiple touchpoints. Inbound marketing has been likened to a dating process: both you and your prospective customer are exploring a possible match and relationship. Two magnets attracted to each other. This courtship requires an effective and consistent traffic-to-lead generation approach.

You can optimize the effects of your interactions by providing items of value (such as white papers, ebooks, webinars, and videos) in exchange for more information throughout the lead-nurturing process.

This builds mutual rapport and establishes you as a valuable resource with prospects. As the relationship continues, you can acquire more information and analyze alternative approaches. These approaches will effectively build stronger brand loyalty at each touch point of interaction with consumers.

Key Components of an Integrated Inbound Marketing Program

- Plan, implement and develop a structured integrated inbound marketing program.
- GET FOUND Help prospects find you by providing valuable content and engagement
- CONVERT Nurture prospects into leads and drive conversions
- ANALYZE Measure and improve your marketing campaigns and efforts
- INTEGRATE Applications such as Customer Relationship Management (CRM) to improve your contact-to-customer and sales work-flow process.

Attract More Leads With Inbound Marketing

How you structure your marketing is now central to your ability to attract and convert leads. “Getting Found” in the digital space (website, social media, ads, and mobile) has become increasingly vital. Savvy marketers are placing greater emphasis on Inbound Marketing to “earn their leads and customers”. They do this by building a strategic marketing approach for getting found on-line (via search engines, referrals and social media), engaging in interactive two-way communication, and by cultivating dynamic relationships.



Inbound Marketing Basics

- Setting goals and tracking your progress are essential to your success as an inbound marketer. By structuring your marketing approach and incorporating actionable analytical benchmark tools, you can attract more prospects and convert more leads.
- Visitors to your website are seeking information. The information they want depends on where they are in the buying process. If they are early in the process they may just be researching general industry trends and background information and what you can offer them.
- Further along in the process they may be looking for more detailed information about your products and services, such as features or applications. If they are ready to buy, they may have identified you as a potential supplier.

GET FOUND

Drive Traffic to your Site

- Create Remarkable Content
- Optimize Your Content
- Promote Your Content

Attracting leads to your website

Driving traffic will help reach those who are actively searching for information related to you and your brand online. Here are some proven strategies for filling the sales funnel with quality leads:

Start Blogging. If you don't have a blog, now is the time to start. If you have a blog, be sure that it is providing relevant and high-quality content. Frequently updating blog content pertinent to user needs will resonate with visitors, prospects and current customers.

Optimize your Website by keeping all site pages up-to-date. Since search engines rank pages that are frequently updated, remember that the traffic you want to attract is searching for product information that is fresh and relevant.

Create Content relevant to what your target audience is looking for.

Use Keywords that reflect what people are searching for online.

Search Engine Optimize Using long tail key words (phrases).

Engage Social media. Use social media to publish and distribute all content across channels.

Use Opt-in email lists to spread content and follow-through with leads and prospects.



CONVERT

Turn Traffic Into Revenue

- Create Offers Your Prospects Want
- Turn visitors into Leads
- Turn Leads into Customers

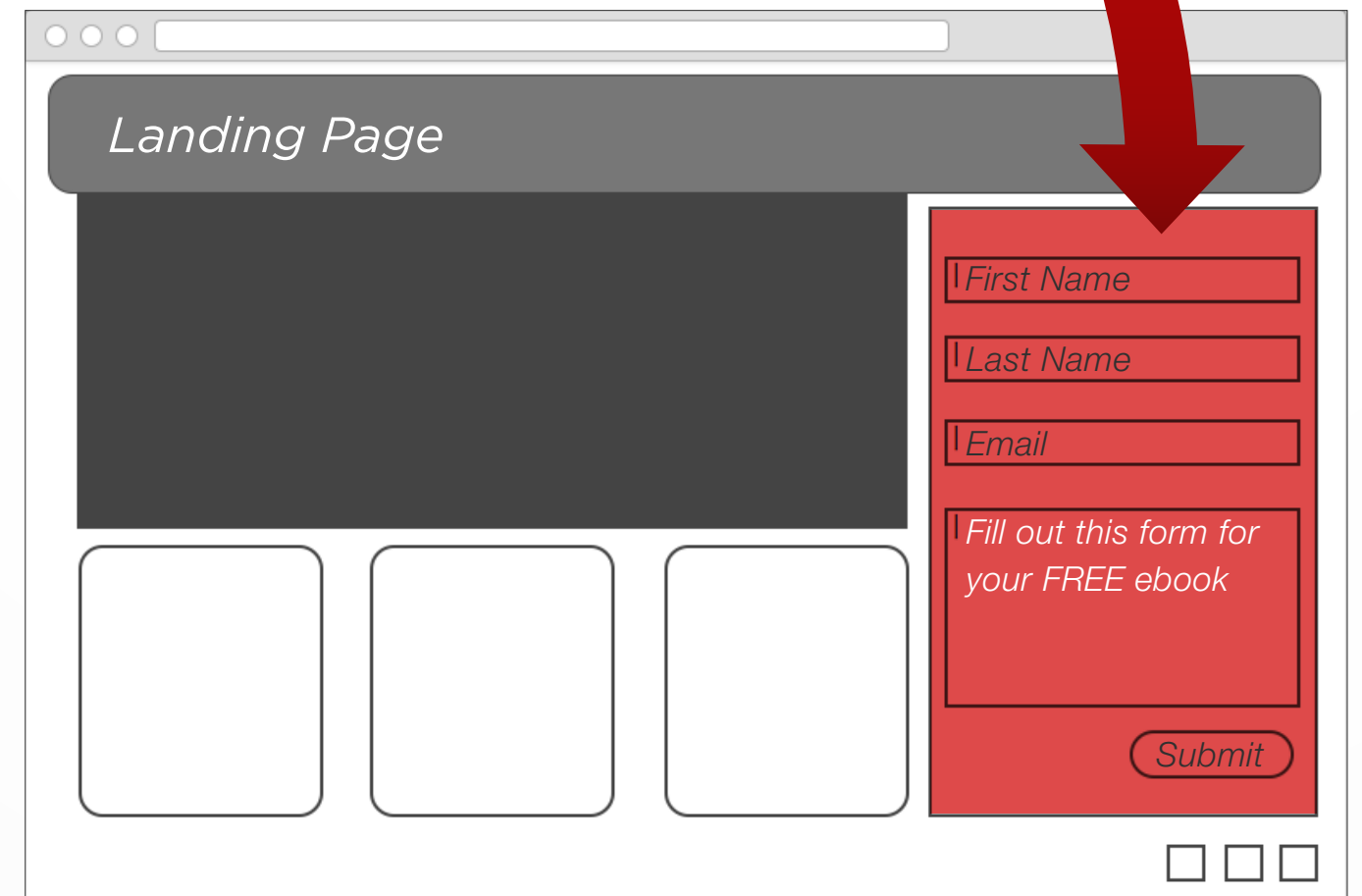
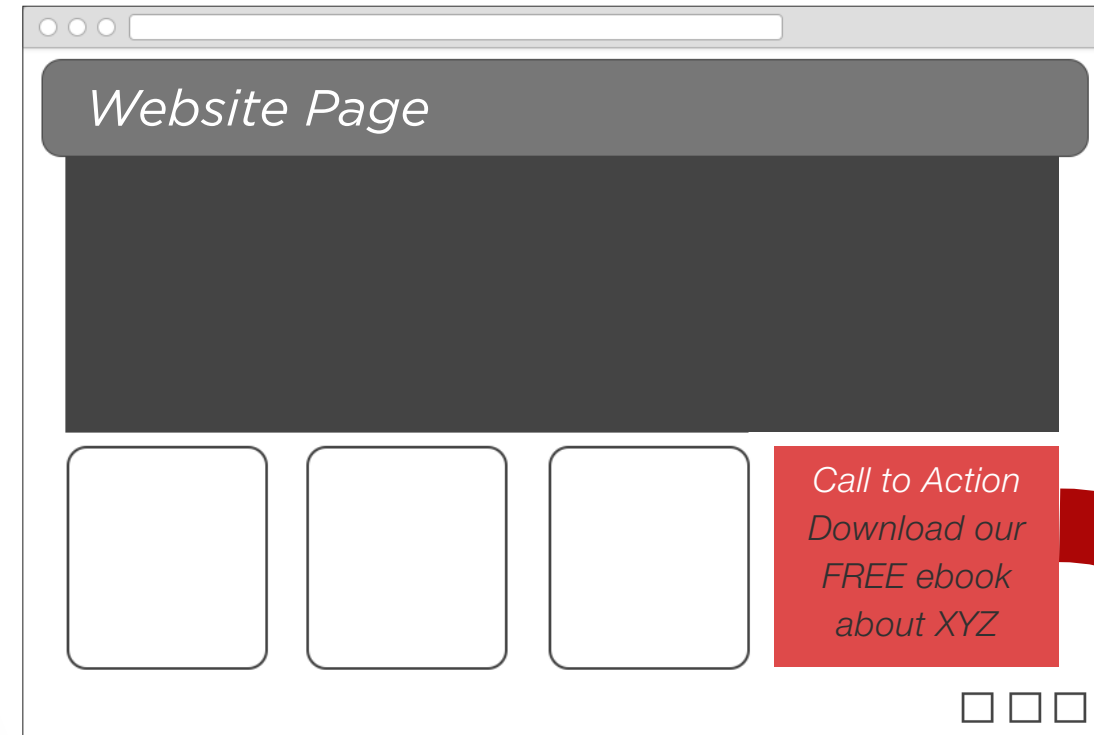
Increasing visitor traffic and engaging them in valuable content is the first step, but lead conversion is critical. Your next customer is out there looking for information and help. So, it is important to create a conversion strategy.

Once a site visitor decides to take advantage of an offer of value, they “convert” through a landing page, where they fill out information in exchange for a white paper, webinar, or other offer.

- Offer Downloadable Content and other content of value to your visitors and prospects
- Insert Targeted Calls-to-Action throughout your website to help drive visitors to a landing page form, where they can then convert into a lead
- Create Effective Landing Pages where your site visitors will convert to a lead
- Employ Advanced A/B testing to evaluate and improve landing page options

Nurture Leads through-out the sales funnel process:
Visitors --> Leads --> Prospects --> Customers

Prospect



= Lead

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ANALYZE

Test, Measure and Improve Results

- Measure your Website Traffic
- Track Your Leads
- Track Your Customers Images / Inbound Marketing Methodology

Measure and Analyze

Implement an Analytics Platform for analyzing and refining inbound marketing goals.

Identify Opportunities for improvement

- Set Measurable goals for success
- Analyze Performance Be willing to evolve and adjust approaches and solutions
- Analyze the origin of your traffic
- Analyze your site traffic footprints (where visitors end up)
- Analyze which offers convert the most
- Analyze lead quality
- Evaluate whether you've met your success metric and monitor to make sure the improvement has a long-term effect

Google Analytics is a free tool that helps analyze website traffic, and HubSpot's Content Management System (CMS) software is even more comprehensive. These tools are highly effective for analyzing and refining your inbound and internet marketing endeavors.

Key Takeaway

Inbound marketing enables you to create an engaging, personalized hub of relevant and visitor-focused content. This content dynamically attracts and nurtures more qualified leads for your business.



“Get found, convert and analyze steps, combined with an optimized website and personalized online engagement help to transform online presence into an effective business asset.”

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FOUNDATION OF INBOUND MARKETING

Given the potential impact of inbound marketing and social media on your business, it is important for leadership teams to embrace and support the new marketing agenda.


Business owners, those leading efforts at the C-level, and those who manage, as well as agencies and those who support the IT and marketing function within organizations are helping to bridge the inbound marketing gap within their enterprises. The important step is to begin maximizing the opportunities inbound marketing can bring to your business now so you can attract more leads and build your program for greater success.

Your website is foundational to an effective web presence and inbound marketing performance.

Smart companies are capitalizing on the Web revolution by expanding and leveraging proven inbound marketing strategies and processes.

This involves:

- Design and functionality optimization of your website
- Development of an Inbound Marketing plan
- Evaluation, strategic implementation, and integration of Inbound marketing best practices into your website and extended web presence
- Inclusion of a comprehensive inbound software marketing analytics platform such as HubSpot and other pertinent add-ons based on your needs
- Deployment of search, mobile, social content, analytics, web, PR, video, digital advertising, and e-mail marketing techniques where appropriate
- Offering valuable, original content which speaks to peoples interests and needs and helps them discern their purchasing decisions in an engaging, “non push” manner



Key Elements

There are six key elements you need to employ to optimize inbound marketing performance and effectively generating quality leads.

1. Search Engine Optimization
2. Blogging
3. Social Media
4. Website Lead Generation
5. Lead Nurturing
6. Analysis

SEARCH ENGINE OPTIMIZATION

Inbound marketing (IM) strategies and techniques focus on pulling relevant prospects and customers toward your business and products through your website. The IM tool kit includes relationship building and analytical approaches to search engine optimization (SEO), blogging, social media, website lead generation via content publishing, and lead nurturing. SEO refers to both your website and maximizing inbound links to your site to optimize search rankings. This includes: on-page, off-page, link-building, and key word analysis.

Why is SEO important?

Many prospects begin their purchasing experience by doing online research to compare prices, quality, and the reviews of their peers, or thought leaders. Even if they end up making their purchase in a store, they start their fact-finding and decision-making on the internet.

The goal of IM strategies is to get “found” by your best customers. By creating an online presence that attracts qualified web visitors and leads to your website.

Ranking high on search engines is now critical since 70% of the links search users click on are organic – not paid, and 60% of all organic clicks go to the top three organic search results.¹⁰

75% of users never scroll past the first page of search results¹¹, and according to Covario (2010) the average click-through rate worldwide on paid search is only 2%. So, getting found organically is mission-critical.

Takeaway:

If your business is not ranking well for the words that describe your products and services, then you’re not getting found for them by potential customers either.

2 **BILLION**
SEARCHES PER DAY

“With Google logging over 2 billion searches each day,⁸ you need to be there to engage them. 57% of internet users search the web every day and 46% of daily searches are for information on products and services.”

BLOGGING

Whether you've just decided to launch a blog or you're a seasoned blogger, it is important to consider that a website without a fully-optimized blog is poorly positioned to drive traffic and leads to your business.

Consistent blogging and quality content are fundamental elements of inbound marketing. Companies that are able to attract potential customers by creating content that prospects find valuable and subsequently draws them to the company website to learn more are achieving excellent results.

Two thirds of marketers say their company blog is "critical" or "important" to their business, according to data analysis by HubSpot.

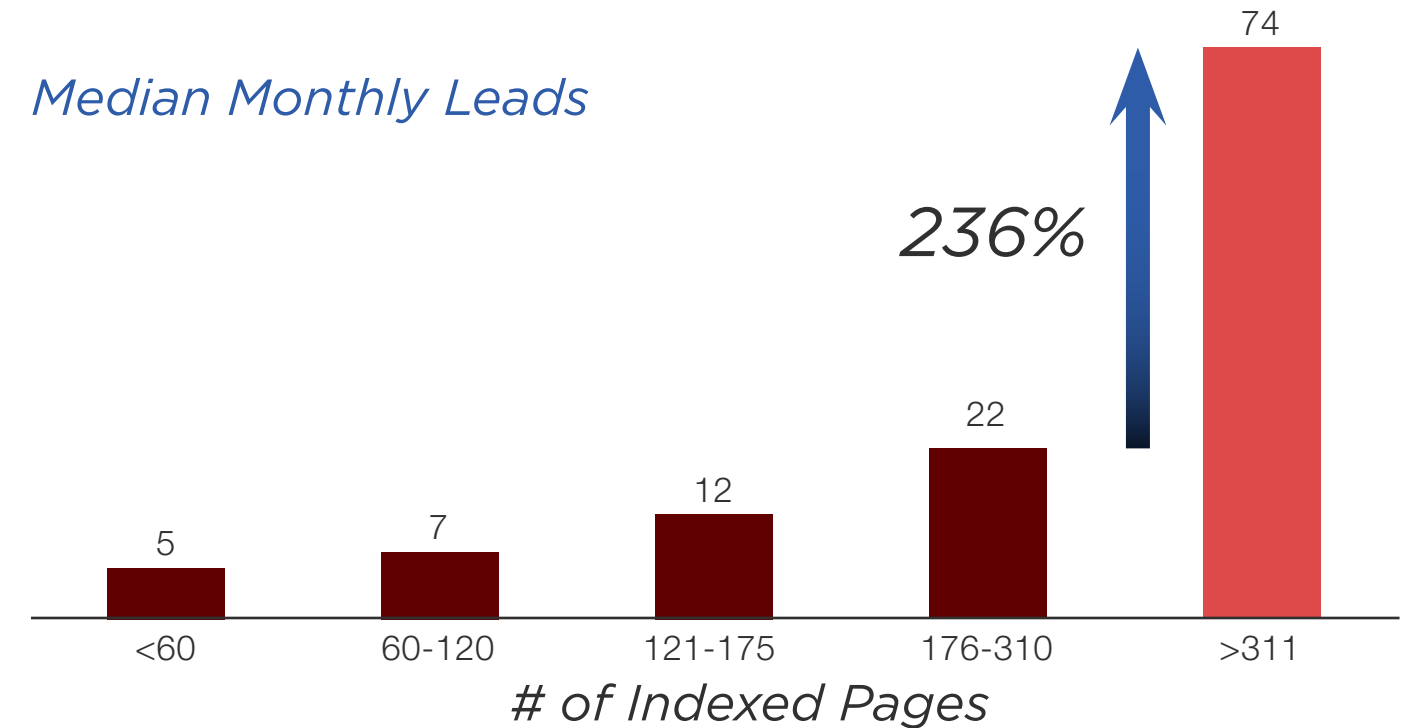
Companies that blog get 55% more website visitors, 434% more indexed pages, 97% more inbound links, 102% more Twitter followers, and 126% higher lead growth than non-blogging businesses.¹²

Nearly 40% of US companies use blogs for marketing purposes.¹³ Business to consumer companies that blog generate 88% more leads per month than those who do not.¹⁴ B2B firms generate 67% more per month.

What makes blogging so effective for business?

Creating relationships with readers through blogs has proven effective for businesses. Blogs generating fresh content help with search engine optimization, drive site traffic to your website, and promote your business.

Median Monthly Leads



SOURCE: HUBSPOT, STATE OF INBOUND MARKETING LEAD GENERATION REPORT, 2010

Things to consider for optimizing your results:

- Integrate your blog with your website
- Publish engaging visitor-prospect centric content
- Publish frequently and consistently
- Keep your blog interesting with a variety of pertinent topics
- Encourage reader engagement
- Optimize for search
- Optimize for lead generation
- Promote content in social media
- Analyze using blog analytics
- Test blog elements
- Make adjustments as needed
- Don't expect overnight results

Takeaway

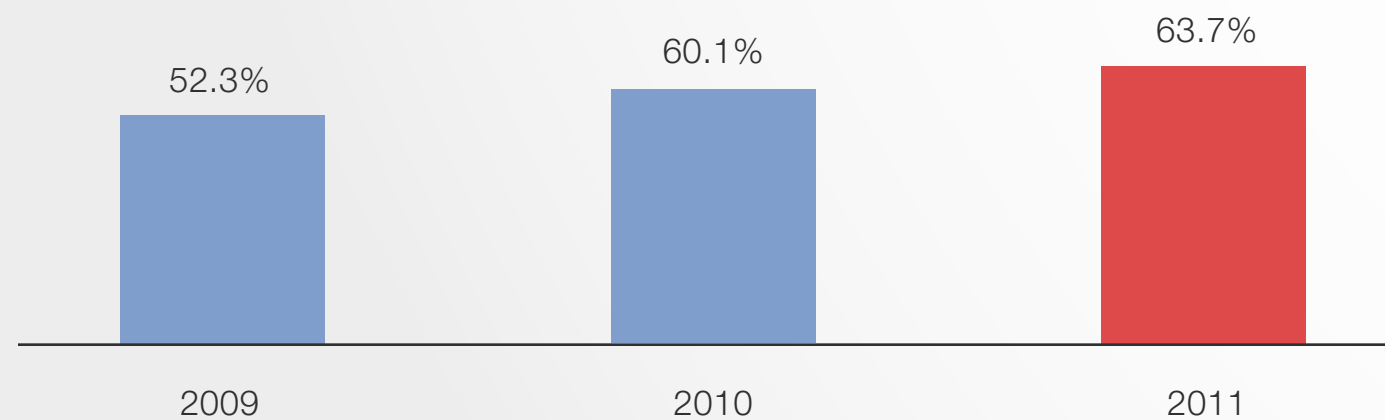
Blogging is fundamental to an effective website and successful Inbound Marketing program.

SOCIAL MEDIA

Social media (SM) has become an integral part of the marketing mix in both B2C and B2B contexts. Most marketers have moved beyond the question of its value as a worthy investment. SM is an effective way to generate exposure for your business online, but it is also a proven way to significantly engage with prospects and generate leads. 63% of companies using social media say it has increased marketing effectiveness and customer satisfaction, while reducing marketing costs by as much as 50%, and time to market for products and services.

93% of US adult Internet users are on Facebook; A vast potential for connecting with consumers and clients. Both B2C & B2B companies are acquiring customers through Facebook and more than a third of markets say Facebook is “critical” or “important” to their business success. Twitter is also important. Companies that use Twitter average double the amount of leads per month than those that do not. The McKinsey Global Institute (2010) notes that social media has real business value since SM conversations actively influence purchase decisions.

Nearly 2/3 of US Internet users regularly use a social network.



SOURCE: EMARKETER, FEBRUARY 2011



US Adult Internet Users are on Facebook

Why is Social Media important to your website?

For any social media site, a business should do three things to build an effective community:

1. Connect applies to people your business wants to invite to your community
2. Create refers to creating content that potential customers might find interesting and helpful
3. Engage establishing ongoing interactions with prospects

It takes time to grow a network using social media, so it is important to build your network strategically over time. If your business is not active in the SM you need to carefully consider the long term implications.

Takeaway

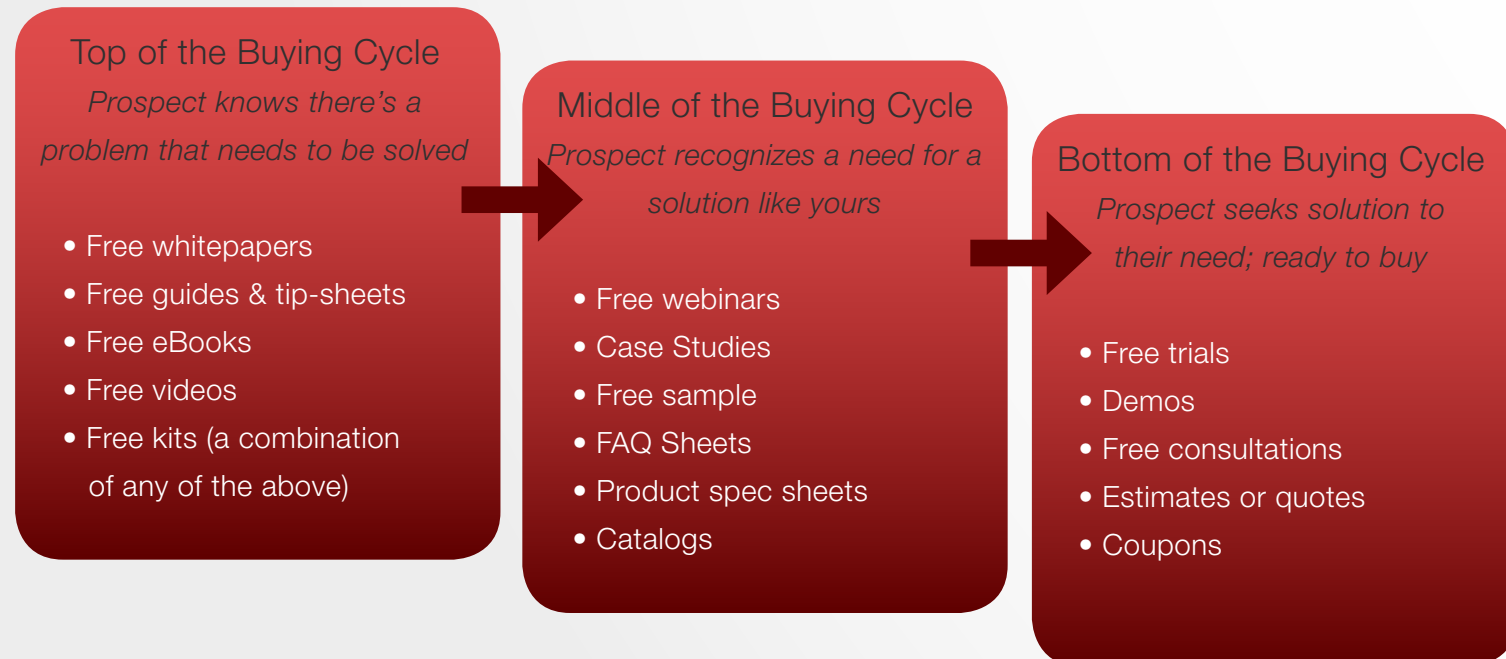
Social media is no longer a “nice to have” for your business. In today’s environment it’s a “must-have”.

WEBSITE LEAD GENERATION

Creating valuable target market content on your blog and promoting this content in social media and third party domains (such as social media sites) attracts promising traffic to your website. Since it is only in the last third of the sales process that prospects actually want to engage with a sales representative (FOCUS, 2010) your business needs to engage them with great content, convert them to leads (typically via a valuable offer), and nurture them throughout the marketing-to-sales-to-customer process.

Call-to-action (CTAs) offers are an important tool. They consist of text links or clickable buttons that connect visitors to landing pages where they can provide contact information of some sort in return for a valuable resource (such as a white paper, webinar, or eBook). These relevant, free resources are designed to help keep prospects on the website exploring other pages to better understand your business.

Create offers for each of the different buying cycle stages



“The true power of inbound marketing lies in its ability to not only stretch the top of your sales funnel (and pull more people in), but also stretch the middle (get more to convert).”

– Brian Halligan

Takeaway

Content offers need to be integrated into your inbound marketing website. They are most effective when you educate your prospects, and help them get smarter about what they need. By providing them with this advice, your potential customers begin to understand and trust your offering and how your goods and services can fill that need. It is, therefore, important to create content offers to cultivate their interest at different stages in your sales process, so these leads that are generated can be nurtured along the path to purchase.

LEAD NURTURING

Lead nurturing drives your leads further along the buying cycle and involves different segments of leads. Because 70% of your leads who end up purchasing something from you or one of your competitors don't do it right away you will need to cultivate continued interest. The idea behind this approach is to maintain and enhance connections through ongoing communication and dialogue and providing valued additional information at the right time. This helps ensure your product or service is top-of-mind when they are ready to buy.

A study conducted by MIT with InsideSales.com found that 78% of sales that start with a web inquiry go to the company that responds first. So it is important to be proactive. Nurturing leads typically happens via e-mail, but it should also include a variety of channels that are appropriate to your business including phone calls, and postal mail, and be integrated into your inbound marketing website strategy.

78% *of sales that start with a web inquiry go to the company that responds first.*

A specific website landing page for each lead offer, serves as an information hub for access to targeted valuable information that the lead would be interested in at that time and continued nurturing. The length of time a prospect stays in this nurturing process is based on the dynamics and length of your sales cycle and their readiness to purchase. Leads in your nurturing program should want to hear from you. So, in each interaction with the lead, you need to create value. The information you send through your lead nurturing program should be useful and always include a compelling call to action. It is important that the content not be too hard.

Sell to maintain the “inbound approach” attracting the lead back to your website toward progression and the point of sale.

Two reasons why lead nurturing is an important aspect of your marketing to sales effort

2

1. According to a Demand Gen report, nurtured leads produce – on average – a 20% increase in sales opportunities versus non-nurtured leads.
2. Forrester Research found that companies who excel at lead nurturing can generate 50% more sales-ready leads at 33% lower cost per lead.

Takeaway

Lead nurturing campaigns help you further educate and build relationships with non-sales ready leads in a scalable, effective way. The potential to increase the number of qualified, actionable leads is increased using this approach while lowering costs.

MEASURE AND ANALYZE

Analysis and Strategy Refinement

Inbound Marketing analysis starts with an assessment of the marketing tactics at each step in the visitor to lead to sales process. The use of A/B testing of landing pages, for example has been found to be effective in defining “best” approaches for targeting specific marketing personas. Assessing tactics that match prospects, timing and messaging throughout the contact to sales to CRM process helps you gain a better understanding of how to approach relationship-building and allocate resources to achieve results at each stage.

Results from a well a crafted and orchestrated series of messaging and campaigns over time will effectively guide the prospective customer through education, and discovery driven by their own internal personal and business goals.

Analysis is important. Several key factors need to be monitored in order for you to measure refinements to your inbound marketing efforts. You’ll need analytics software to accomplish this. HubSpot offers a comprehensive set of metrics in its software platform Web Analytics Hub.

Metrics to Analyze

Here is a short list of what you should monitor:

- Website grade
- Traffic
- Leads
- Customers
- Customer Acquisition Cost
- New vs. Repeat Visitors
- Effectiveness by Channel
- Traffic Keywords

Takeaway

Inbound marketing enables you to create an engaging, personalized hub of relevant and visitor-focused content. This content dynamically attracts and nurtures more qualified leads for your business. Measuring results is a reiterative process that helps you fine tune your approach over time.

CONCLUSION

The Outbound Marketing revolution is over. We are in a new era and the rules have changed. In order to effectively attract, convert, nurture, and close new business, companies are employing new approaches and tactics.

Inbound Marketing is the new revolution. It leverages the opportunities provided by the Web and digital innovation.

Inbound Marketing helps companies “get found” by hundreds of millions of seekers who are searching on line using multiple devices.

Smart marketers are shifting budget resources from traditional outbound approaches to inbound and optimizing their website and marketing programs and getting good ROI. We have presented a number of strategies and techniques in this whitepaper for you to consider as you map out your Inbound Marketing programs and digital presence. Search engine optimization, blogging, social media, website lead generation, lead nurturing, and Analysis are foundational elements for maximizing your web footprint and website optimization.

Software platforms such as HubSpot, along with other integrating partners provide the opportunity to track marketing activities all the way from initial visitor contact on your website down to the sales transaction and beyond.

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MODERN MEDIA

With our Inbound Marketing Services, we help our clients revolutionize their communications, their brands, and ultimately their business. Our systematic platform provides a comprehensive marketing and sales solution that delivers an average of 15% increase in profitable growth at 60% less cost than traditional marketing methods. Unlike other marketing and advertising expenses, inbound marketing is an investment that produces compounding results over time. Helping you build your brand, generate demand, and increase top line revenue.



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- A 30 minute conversation with an inbound marketing consultant.
- An evaluation of your current website and marketing strategy.
- Ideas on how to improve your marketing results.
- Real solutions to achieve your business and marketing goals.

